

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

	Total 18+ Index	News/Talk
Consumer Behaviors	100	100
Radio formats: All Talk	100	288
Advised about sightseeing/activities/last 12 mos by newspaper	100	266
contributed to NPR	100	254
Radio formats: Jazz	100	250
Fox Business Network (watched/past 7 days)	100	250
Advised about fees/travel arrangements/last 12 mos by other magazine	100	248
Wrote a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion	100	247
Member of a body of local government	100	242
Advised about fees/travel arrangements/last 12 mos by newspaper	100	239
Worked for a political party	100	235
Been an active member of any group that tries to influence public policy or government	100	234
Own \$150,000+ in stocks	100	234
Own Cross-country ski boots	100	232
Held or ran for political office	100	230
Influentials	100	229
Used Charles Schwab/past 12 mos	100	228
Radio formats (Terrestrial listening): AAA (subset of Alternative format)	100	227
Own preferred stock in any other company	100	226
contributed to PBS	100	225
Radio formats: All News	100	225
Radio formats: Classical	100	223
Wrote or called any politician at the state, local, or national level	100	222
Advised about sightseeing/activities/last 12 mos by other magazine	100	222
Wired or send money w/Overnight Courier	100	219
Collector's club member	100	216
Own insured money market accounts (bank)	100	215
Radio formats: Sports	100	213
Own Cross-country skis	100	210
contributed to political charitable organization	100	206
Own \$150,000+ in any other market instrument	100	205
Served on a committee for some local organization	100	204
Own \$50,000-\$74,999 in stocks	100	204
Used TD Ameritrade/past 12 mos	100	204
Attended a political rally, speech, or organized protest of any kind	100	203
American Heroes Channel (watched/past 7 days)	100	202
Served as an officer for some club or organization	100	201
Internet Service Providers (to HH): AOL	100	200
Own corporate bonds or debentures	100	199
Used Wells Fargo Advisors/past 12 mos	100	198
Own Downhill ski boots	100	196
Own Downhill skis	100	195
Own city/municipal or state bonds	100	195
Talbots, shopped/last 3 mos	100	194
Used for financial services/advice: financial planner	100	194
Used for financial services/advice: tv or radio show	100	194

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Own shares in tax exempt funds	100	194
Wrote something that has been published	100	193
Used USAA/past 12 mos	100	193
Own \$75,000-\$149,999 in stocks	100	192
Advised about fees/travel arrangements/last 12 mos by travel magazine	100	192
Used for financial services/advice: financial advisor/broker	100	191
Own annuities	100	190
Tracked investments/Traded stocks, bonds or mutual funds online/past 30 days	100	190
Spent \$5,000-6,999 on domestic vacations past 12 mos	100	188
Investments in gold or other precious metals/gems	100	188
Type of fuel vehicle uses: electricity only	100	187
Own common stock in other company	100	187
Personal liability (not auto or homeowners) insurance	100	186
Own shares in money market funds	100	186
contributed to arts/cultural charitable organization	100	185
Used Vanguard/past 12 mos	100	185
Redeemed freq. flyer miles/last 12 mos	100	184
ordered anything from L.L. Bean catalog or website/last 12 mos	100	184
Have Money market account	100	184
Advised about fees/travel arrangements/last 12 mos by travel guidebook	100	184
Smithsonian Channel (watched/past 7 days)	100	184
Own shares in mutual funds (stocks)	100	183
Own \$50,000-\$74,999 in any other market instrument	100	183
ordered anything from REI catalog or website/last 12 mos	100	182
Used for financial services/advice: newspaper/magazine	100	182
Owns Full-size van	100	181
Own any stock	100	181
Used TIAA/past 12 mos	100	181
Have Traditional IRA	100	180
Used Fidelity/past 12 mos	100	180
Have Home equity line of credit	100	180
Restoration Hardware, shopped/last 12 mos	100	180
Attend classical music/opera performances	100	179
Have condominium/co-op insurance	100	179
Own privately held shares of companies/partnerships	100	179
Own shares in mutual funds (bonds)	100	179
Have 2nd mortgage (equity loan)	100	179
Country club member	100	177
Participated in environmental groups/causes	100	177
Skiing Cross-country, participate	100	177
bght history books	100	177
Bicycling on domestic vacation	100	175
Chico's, shopped/last 3 mos	100	175
Spent \$8,000+ on foreign vacation	100	174
ordered anything from Lands' End catalog or website/last 12 mos	100	174
Crate & Barrel, shopped/last 3 mos	100	174
Own U.S. treasury notes	100	174
Jos. A. Bank, shopped/last 3 mos	100	173

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Owns 5 Door Hatchback/Station Wagon	100	173
Own Exchange traded funds (ETFs)	100	173
Used any other bank for brokerage activity/past 12 mos	100	173
Cost Plus World Market, shopped/last 12 mos	100	173
Spent \$7,000+ on domestic vacations past 12 mos	100	172
Long term care insurance	100	172
Own \$10,000-\$24,999 in stocks	100	172
Pottery Barn, shopped/last 3 mos	100	170
Type of fuel vehicle uses: hybrid (combination gas & electricity)	100	170
Advised about sightseeing/activities/last 12 mos by travel magazine	100	170
Bloomberg Television (watched/past 7 days)	100	170
Golf, participate	100	169
Own Sportswatch/chronograph	100	169
Have 529 Plan	100	169
Charitable Organization member	100	168
Used BNY Mellon/past 12 mos	100	168
Spent \$501+ at fine dining restaurants/last 6 mos	100	168
Advised about sightseeing/activities/last 12 mos by travel guidebook	100	168
Own Factory-loaded ammunition	100	167
Own Hockey equip.	100	167
Used for financial services/advice: personal money manager	100	167
Own U.S. savings bonds	100	166
Own CD-6 mo or less	100	166
Ovation TV(watched/past 7 days)	100	166
Vermouth	100	165
Own Binoculars	100	165
ordered anything from Costco.com/last 12 mos	100	165
Dry cleaning, spent any \$ past 6 mos	100	165
HH owns canoe	100	165
Golf Channel (watched/past 7 days)	100	165
Signed a petition	100	164
Made a speech	100	164
volunteered for a charitable organization/last 12 mos	100	164
3+ round trips by plane outside continental U.S./last 12 mos	100	164
HH ordered from Plated/last 12 mos	100	164
Kind of medical ins policy: Catastrophic/High Deductible	100	164
HH owns Slingbox	100	164
Own any non-stock market instruments	100	164
Own \$25,000-\$49,999 in stocks	100	164
Devices used to use the Internet/last 30 days: E-reader	100	164
Listen to any sports event on radio	100	163
Own Golf balls	100	163
Level of photographer: Advanced Amateur	100	163
Used Raymond James/past 12 mos	100	163
Taxes: Filed same day as the IRS deadline	100	163
TCM (Turner Classic Movies) (watched/past 7 days)	100	163
Own Racquetball racquet	100	162
Own Golf clubs	100	162

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

contributed \$100+ to charitable organizations/last 12 mos	100	162
Play golf on domestic vacation	100	162
Backpacking/Hiking on domestic vacation	100	162
ordered anything from Hotwire.com/last 12 mos	100	162
BBC America (watched/past 7 days)	100	162
Reelz Channel (watched/past 7 days)	100	162
Skiing Downhill, participate	100	161
Investments in collections of antiq/book/stmp	100	161
Have Roth IRA	100	161
Own any mutual funds	100	161
Civic club member	100	160
Own Fishing finder	100	160
Motor home/RV (domestic travel)	100	160
Own \$75,000-\$149,999 in any other market instrument	100	160
Radio formats: Variety/Other	100	160
contributed to environmental charitable organization	100	159
Railroad/train (domestic travel)	100	159
Running/jogging on domestic vacation	100	159
Own CD-more than 6 mos	100	159
Advised about sightseeing/activities/last 12 mos by priceline.com	100	159
BBC World News (watched/past 7 days)	100	159
3+ round trips by plane outside continental U.S. for non-business/last 12 mos	100	158
ordered anything from Coldwater Creek catalog or website/last 12 mos	100	158
Hallmark Gold Crown, shopped/last 3 mos	100	158
True Value, shopped/last 12 mos	100	158
Have Mortgage refinance/consolidation loan	100	158
Fox News Channel (watched/past 7 days)	100	158
Attend art galleries or shows	100	157
Business club member	100	157
Attended a public meeting on town or school affairs	100	157
contributed to social services charitable organization	100	157
Foreign travel by railroad/train	100	157
Bght & sold (flipped) a property for investment purpose only/last 12 mos	100	157
contributed to other non-religious charitable organization	100	156
bght biography books	100	156
Hunting on domestic vacation	100	156
Ski on domestic vacation	100	156
Foreign travel for bus/vac combined	100	156
Own/bght Oral irrigation device	100	156
Used for financial services/advice: internet site	100	156
Hobbies: collecting stamps	100	155
Voted in federal/state/local election	100	155
Have Certificate of Deposit (CD)	100	155
Tax preparation: used CPA or other tax professional	100	155
HH owns inflatable boat	100	155
Book clubs	100	154
Own Road bicycle	100	154
ordered anything from Hotels.com/last 12 mos	100	154

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Transportation method used on an avg wkend: motorcycle	100	153
Political outlook: very conservative	100	153
ordered anything from Pottery Barn catalog or website/last 12 mos	100	153
Have Small business loan	100	153
Devices used to use the Internet/last 30 days: iPod or other MP3 Player	100	153
HH owns boat trailer	100	153
Member of AARP	100	152
Veterans club member	100	152
Voting frequency: Local Elections/always	100	152
Spent \$2,000-2,999 on domestic vacations past 12 mos	100	152
Spent \$3,000-4,999 on domestic vacations past 12 mos	100	152
3+ round trips by plane outside continental U.S. for business/last 12 mos	100	152
Spent \$6,000-7,999 on foreign vacation	100	152
ordered anything from MoviePass.com/last 12 mos	100	152
Had home computer professionally serviced or upgraded/past 12 mos	100	152
Own \$10,000-\$24,999 in any other market instrument	100	152
Rye Or Blended Whiskey	100	151
Own Racquetball balls	100	151
Own Rifle	100	151
Voting frequency: Statewide Elections/always	100	151
HH ordered from Stitch Fix/last 12 mos	100	151
Used Prof. carpet cleaning service last 12 mos	100	151
Use at work:any Apple/Mac brand	100	151
Have Business checking account	100	151
used Coldwell Banker	100	151
HH owns rowboat	100	151
Radio formats: Classic Hits	100	151
Action taken/last 30 days, as a result of newspaper reading: cut out an ad	100	151
Advised about sightseeing/activities/last 12 mos by travelocity.com	100	151
Hiking, participate	100	150
Foreign travel by bus	100	150
ordered anything from Travelocity.com/last 12 mos	100	150
Used Edward Jones/past 12 mos	100	150
HH owns investment real estate	100	150
Radio formats: Alternative	100	150
Scotch Whisky	100	149
Church Board	100	149
Backpacking, participate	100	149
Charter or tour bus (domestic travel)	100	149
Member of any freq. flyer program	100	149
Visit cultural/historical site on domestic vacation	100	149
Flower shop, spent any \$ past 6 mos	100	149
Williams-Sonoma, shopped/last 3 mos	100	149
Own/bght Hearing aids	100	149
Kind of medical ins policy: Supplemental/gap insurance	100	149
Owns Digital point & shoot camera	100	149
Obtained information to help make a purchase/past 30 days	100	149
HH owns electric coffee grinder	100	149

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Fraternal order member	100	148
Bicycling-Road, participate	100	148
Own Outdoor/pocket knife	100	148
Own Tennis racquet	100	148
Political Affiliation/Ideology: Republican	100	148
contributed to educational charitable organization	100	148
Small business insurance	100	148
Obtained information about real estate online/past 30 days	100	148
HH owns motor home	100	148
Types of music listened to/purchased in last 6 mos: Folk	100	148
Action taken/last 30 days, as a result of newspaper reading: purchased an advertised product	100	148
Go to museums	100	147
Snorkeling/skin diving, participate	100	147
Own Softball/baseball bats	100	147
Foreign travel by rental vehicle	100	147
Have 403B retirement savings	100	147
Used Morgan Stanley Smith Barney/past 12 mos	100	147
HH owns espresso/cappuccino maker	100	147
Advised about fees/travel arrangements/last 12 mos by airbnb.com	100	147
Advised about fees/travel arrangements/last 12 mos by homeaway.com	100	147
Advised about fees/travel arrangements/last 12 mos by kayak.com	100	147
RFD-TV (Rural Free Delivery TV) (watched/past 7 days)	100	147
Personally wear: Eyeglasses (Nonprescription)	100	146
Transportation method used on an avg wkend: bicycle	100	146
Union member	100	146
Used property/garden maintenance/last 12 mos	100	146
Own Tennis balls	100	146
Own Shotgun	100	146
Own Piano	100	146
Digital photo activities/last 12 mos: edited photos using software	100	146
Have Interest checking account	100	146
Used UBS/past 12 mos	100	146
Used other full service firm/past 12 mos	100	146
HH owns coffee maker French press	100	146
HH owns electric food processor	100	146
Activities done using Tablet/E-reader/last 30 days: Obtained information on news or current events	100	146
Activities done using Tablet/E-reader/last 30 days: Obtained information on travel	100	146
MSNBC (watched/past 7 days)	100	146
Listened to Podcasts/last 30 days	100	145
Woodworking	100	145
Religious club member	100	145
Own Bicycle Helmet	100	145
contributed to religious organization	100	145
ordered anything from ProFlowers catalog or website/last 12 mos	100	145
Kind of medical ins policy: POS	100	145
Made personal or business travel plans online/past 30 days	100	145
HH owns outboard motor	100	145
Activities done using Tablet/E-reader/last 30 days: Obtained financial information	100	145

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Tennis Channel (watched/past 7 days)	100	145
Birdwatching	100	144
Own Baseball gloves	100	144
Own Bowling balls	100	144
Attend a specific event on domestic vacation	100	144
Visit Nat'l Park on domestic vacation	100	144
ordered anything from other catalog or mail order service	100	144
Own common/prefrd. stock in your company	100	144
Used E*trade/past 12 mos	100	144
HH owns kayak	100	144
HH owns computer printer only	100	144
Types of music listened to/purchased in last 6 mos: Light Classical	100	144
Ethan Allen, shopped/last 12 mos	100	144
Activities done using Tablet/E-reader/last 30 days: Obtained local information	100	144
Go to live theater	100	143
Canoeing/Kayaking, participate	100	143
Rowing-stationary/outdoor, partic	100	143
Sailing, participate	100	143
Own Other fishing equip.	100	143
bght novels	100	143
Currently enrolled in any hotel rewards program	100	143
Visit relatives/friends on domestic vacation	100	143
Spent	100	143
Used Merrill Lynch/past 12 mos	100	143
Taxes: Filed after IRS deadline	100	143
HH subscribes to Fiber Optic TV	100	143
contributed to health charitable organization	100	142
Foreign travel business reasons (paid by firm)	100	142
ordered anything from Sears.com/last 12 mos	100	142
ordered anything from Zappos.com/last 12 mos	100	142
Nordstrom, shopped/last 3 mos	100	142
Ace Hardware, shopped/last 12 mos	100	142
Bank by mail	100	142
Own \$25,000-\$49,999 in any other market instrument	100	142
Used Chase Investment Services/past 12 mos	100	142
HH owns timeshare	100	142
heavy newspaper reader/quintile I	100	142
Advised about fees/travel arrangements/last 12 mos by VRBO.com	100	142
Own Bow	100	141
ordered anything from HomeDepot.com/last 12 mos	100	141
ordered anything from Crate & Barrel catalog or website/last 12 mos	100	141
Flowers by phone/wire, spent any \$ past 6 mos	100	141
Owens Digital SLR camera	100	141
Made a purchase for business use (on the Internet)/past 30 days	100	141
HH owns induction range/oven	100	141
HH owns electric mixer - stationary	100	141
Listened to/purchased in last 6 mos: Audiobooks	100	141
Advised about sightseeing/activities/last 12 mos by other	100	141

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Sundance TV (watched/past 7 days)	100	141
Scuba diving, participate	100	140
Walking for exercise, participate	100	140
Own Fishing lures/hooks	100	140
Own Stationary bicycle	100	140
Gen'l sightseeing on domestic vacation	100	140
ordered anything from LiveNation.com/last 12 mos	100	140
Travel insurance	100	140
Radio formats: Adult Standards	100	140
Advised about fees/travel arrangements/last 12 mos by TripAdvisor.com	100	140
Activities done using Tablet/E-reader/last 30 days: Obtained information about sports	100	140
Bourbon	100	139
Transportation method used on an avg wkend: walking	100	139
Attend rock music performances	100	139
Hunting w/shotgun, participate	100	139
Target shooting, participate	100	139
ordered anything from Expedia.com/last 12 mos	100	139
ordered anything from J. Crew catalog or website/last 12 mos	100	139
Ann Taylor, shopped/last 3 mos	100	139
Owens Compact System camera	100	139
Owens 35mm camera	100	139
Obtained financial information online/past 30 days	100	139
Wrote online blog/past 30 days	100	139
HH owns home fire extinguisher	100	139
used any "green" products for home remodeling/home improvements/past 12 mos	100	139
Art Van Furniture, shopped/last 12 mos	100	139
Spent \$301+ at other restaurants/last 6 mos	100	139
Advised about sightseeing/activities/last 12 mos by kayak.com	100	139
"By owner" rental service used/last 12 mos: Airbnb	100	139
Activities done using Tablet/E-reader/last 30 days: Obtained information about the weather	100	139
MLB Network (watched/past 7 days)	100	139
Personally wear: Bi-focal/Multi-focal/Progressive	100	138
method used: diet control book	100	138
Wrote an article for a magazine or newspaper	100	138
Hunting w/handgun, participate	100	138
Voting frequency: National Elections/always	100	138
bght Religious (not Bibles) books	100	138
Fine dining on domestic vacation	100	138
ordered anything from Ticketmaster.com/last 12 mos	100	138
Own/bght Home blood pressure monitor	100	138
Primary Motorcycle Rider: Yourself	100	138
Obtained the latest news/current events online/past 30 days	100	138
HH owns rangehood	100	138
HH owns pasta machine	100	138
Types of music listened to/purchased in last 6 mos: Classical	100	138
Listened to/purchased in last 6 mos: Foreign Language Instructional	100	138
Advised about sightseeing/activities/last 12 mos by friends/family	100	138
Advised about sightseeing/activities/last 12 mos by TripAdvisor.com	100	138

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Transportation method used on an avg wkday: motorcycle	100	137
Own Fishing rod/reel	100	137
Own Other exercise equip.	100	137
3+ round trips by plane within continental U.S./last 12 mos	100	137
ordered anything from Hammacher Schlemmer catalog or website/last 12 mos	100	137
Used any housekpng/professional cleaning services/past 12 mos	100	137
Bed Bath & Beyond, shopped/last 3 mos	100	137
Sherwin Williams, shopped/last 12 mos	100	137
Have homeowners insurance	100	137
Used for financial services/advice: friends/family	100	137
HH owns vacation/weekend home	100	137
HH owns farm	100	137
HH owns garage door opener	100	137
HH owns portable generator	100	137
rented/purchased video: Foreign	100	137
Types of music listened to/purchased in last 6 mos: Jazz	100	137
Typically book trip less than 3 mos, but more than 1 week before traveling	100	137
SCI (watched/past 7 days)	100	137
On the avg month, out of pocket cost for prescription drugs: \$20-29	100	136
Imported Dinner/Table Wines	100	136
Gin	100	136
Boating (power), participate	100	136
Own Treadmill	100	136
Political outlook: very liberal	100	136
bght Travel books	100	136
Flew First class, foreign or domestic plane trip	100	136
ordered anything from FreshDirect.com/last 12 mos	100	136
ordered anything from Office Depot catalog or website/last 12 mos	100	136
Jo-Ann Fabric & Craft, shopped/last 3 mos	100	136
Am't spent for software for home/past 12 mos: \$300-\$499	100	136
Used for financial services/advice: stock rating service	100	136
Used for financial services/advice: other source	100	136
Own savings certificates	100	136
Methods used to pay bills: pay by mail	100	136
Obtained sports news/information online/past 30 days	100	136
Obtained medical information online/past 30 days	100	136
HH owns sewing machine	100	136
HH owns electric knife	100	136
Advised about fees/travel arrangements/last 12 mos by other Internet site	100	136
Advised about sightseeing/activities/last 12 mos by airbnb.com	100	136
MAVTV (watched/past 7 days)	100	136
Irish Whiskey	100	135
Car Rental - Personal Use	100	135
Engaged in fundraising	100	135
bght Personal/Business Self-help books	100	135
ordered anything from Orbitz.com/last 12 mos	100	135
amount spent on mail/phone/internet order/past 12 mos: \$800+	100	135
Bght Vertical/Horizontal blinds (custom made)/last 12 mos	100	135

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Imported vehicle bght/leased new	100	135
Kind of medical ins policy: Traditional Indemnity/Fee-for Service	100	135
Identity theft insurance	100	135
Owens any type camera/camcorder	100	135
Owens Action/P.O.V. camera	100	135
Owens Digital camcorder	100	135
Level of photographer: Amateur	100	135
HH owns hot tub/whirlpool spa	100	135
HH owns continuous cleaning oven	100	135
Types of music listened to/purchased in last 6 mos: Blues	100	135
Advised about fees/travel arrangements/last 12 mos by expedia.com	100	135
Advised about fees/travel arrangements/last 12 mos by orbitz.com	100	135
Activities done using Tablet/E-reader/last 30 days: Read a book	100	135
Activities done using Tablet/E-reader/last 30 days: Read or sent an email	100	135
Own Mountain bicycle	100	134
Own Elliptical	100	134
Own Hand gun	100	134
Fishing on domestic vacation	100	134
ordered anything from StubHub.com/last 12 mos	100	134
ordered anything from QVC catalog or website/last 12 mos	100	134
Staples, shopped/last 12 mos	100	134
Own under \$10,000 in any other market instrument	100	134
Have 457B retirement savings	100	134
HH owns retirement real estate	100	134
Have Home mortgage (1st)	100	134
Methods used to pay bills: bills automatically charged to credit card	100	134
Devices used to use the Internet/last 30 days: Desktop computer	100	134
HH owns locks or lock sets	100	134
HH owns convection oven	100	134
Action taken/last 30 days, as a result of newspaper reading: shopped at advertised store	100	134
Advised about sightseeing/activities/last 12 mos by VRBO.com	100	134
Activities done using Tablet/E-reader/last 30 days: Obtained medical information	100	134
Activities done using Tablet/E-reader/last 30 days: Used a map/navigation program	100	134
Fitness Tracker: personally own Garmin	100	134
MeTV (watched/past 7 days)	100	134
Domestic Dinner/Table Wines	100	133
Car Rental - Business Use	100	133
Yeast	100	133
Attend other music performances	100	133
Bicycling-Mountain, participate	100	133
Own Football	100	133
Spent \$1,500-1,999 on domestic vacations past 12 mos	100	133
ordered anything from Eddie Bauer catalog or website/last 12 mos	100	133
Own Cedar chests	100	133
Owens Convertible	100	133
Type of medical ins policy: Medicare	100	133
Mortgage insurance	100	133
Use at work: laptop/notebook	100	133

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Owns any portable GPS navigation device	100	133
used Re/Max	100	133
HH owns camper	100	133
HH owns gas grill	100	133
rented/purchased video: Classics	100	133
Radio formats: Oldies	100	133
Advised about fees/travel arrangements/last 12 mos by friends/family	100	133
buy food labeled: hormone-free	100	132
On the avg month, out of pocket cost for prescription drugs:	100	132
On the avg month, out of pocket cost for prescription drugs: \$10-19	100	132
Reading books	100	132
Sudoku puzzles	100	132
Hobbies: collecting coins	100	132
Hobbies: Indoor gardening & plants	100	132
Outdoor Gardening past 12 mos	100	132
Attend any sports event	100	132
Ping Pong/Table Tennis, participate	100	132
Own Weight lifting equip.	100	132
Spent \$1,000-1,499 on domestic vacations past 12 mos	100	132
Other outdoor sport/recreation on domestic vacation	100	132
Spent \$3,000-5,999 on foreign vacation	100	132
ordered anything from BananaRepublic.com/last 12 mos	100	132
ordered anything from 1800PetMeds catalog or website/last 12 mos	100	132
Accidental death/dismembrmt ins	100	132
heavy magazine reader	100	132
Internet Service Providers (to HH): Verizon or Fios by Verizon	100	132
HH owns hot water heater	100	132
HH owns ice cream machine	100	132
Advised about sightseeing/activities/last 12 mos by expedia.com	100	132
Typically book trip 3-6 mos before traveling	100	132
Photography	100	131
Snowmobiling, participate	100	131
went camping/past 12 mos	100	131
Charter/private plane (domestic travel)	100	131
Scheduled plane (domestic travel)	100	131
3+ round trips by plane within continental U.S. for non-business/last 12 mos	100	131
Barber shop, spent any \$ past 6 mos	100	131
LOFT, shopped/last 3 mos	100	131
Owns Luxury Size Car	100	131
Prescription drug insurance	100	131
HH owns answering machine	100	131
Have Overdraft protection	100	131
Have Other small business banking services	100	131
Own other U.S. gov't bonds	100	131
Own under \$10,000 in stocks	100	131
Have 401K retirement savings	100	131
Tax preparation: used Liberty Tax (on-site)	100	131
Visited online blogs/past 30 days	100	131

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Total time spent last Saturday using the Internet (does not include email or IM): 1-2 hours	100	131
HH owns battery flashlight	100	131
HH owns electric fry pan	100	131
HH owns electric mixer - hand held	100	131
HH owns electric popcorn maker	100	131
did any home improvements/last 12 mos	100	131
Advised about fees/travel arrangements/last 12 mos by radio	100	131
"By owner" rental service used/last 12 mos: VRBO	100	131
Fox Sports 2 (watched/past 7 days)	100	131
IFC TV (watched/past 7 days)	100	131
method used: South Beach Diet	100	130
method used: Atkins diet	100	130
Champagne & Sparkling Wines	100	130
Transportation method used on an avg wkday: bicycle	100	130
Play musical instrument	100	130
Has a garden	100	130
Weight lifting, participate	100	130
Own Roller blades/In-Line skates	100	130
Domestic travel for business	100	130
Rental vehicle (domestic travel)	100	130
3+ round trips by plane within continental U.S. for business/last 12 mos	100	130
ordered anything from Overstock.com/last 12 mos	100	130
Decision maker for new/leased vehicle	100	130
Any homeowners or personal property ins.	100	130
Am't spent for software for home/past 12 mos: \$200-\$299	100	130
HH owns sailboat	100	130
HH owns bread making machine	100	130
Advised about sightseeing/activities/last 12 mos by other general Internet travel site	100	130
Activities done using Tablet/E-reader/last 30 days: Purchased a product or service	100	130
Activities done using Tablet/E-reader/last 30 days: Listened to/watched a podcast	100	130
Super Premium Domestic Beer/Ale (drank/last 6 mos)	100	129
Removable Self-Stick Notes	100	129
Use credit card for business	100	129
Domestic travel for vacation or honeymoon	100	129
Play tennis on domestic vacation	100	129
ordered anything from CVS.com/last 12 mos	100	129
Owns 3 Door Hatchback	100	129
Decision Maker for home PC	100	129
HH uses voice messaging/voice mail	100	129
Digital photo activities/last 12 mos: ordered photobook/calendar	100	129
HH owns power boat	100	129
HH owns garment steamer	100	129
HH owns iron	100	129
HH owns smoke/fire detector	100	129
HH owns water softener	100	129
Radio formats: Adult Hits	100	129
Radio formats: Classic Rock	100	129
Advised about fees/travel arrangements/last 12 mos by hotels.com	100	129

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

COZI TV (watched/past 7 days)	100	129
Fox Sports 1 (watched/past 7 days)	100	129
INSP (The Inspiration Network) (watched/past 7 days)	100	129
Used grocery store loyalty card/last 30 days	100	128
HH uses plastic pdts for recycling/refuse bins	100	128
Attend auto shows	100	128
Concerts on radio	100	128
Recycled products	100	128
Motorcycling, participate	100	128
Own Elbow/knee pads	100	128
Foreign travel by personal vehicle	100	128
Foreign travel by plane (scheduled)	100	128
Bloomingdale's, shopped/last 3 mos	100	128
Lord & Taylor, shopped/last 3 mos	100	128
Pier 1 Imports, shopped/last 3 mos	100	128
Owens Crossover Utility Vehicle (CUV)	100	128
Have Other banking services	100	128
Own other investments	100	128
Watched any programs or events on Video-On-Demand/past 12 mos	100	128
Total time spent last Sunday using the Internet (does not include email or IM): 1/2-1 hour	100	128
HH owns cook top	100	128
home improvements/last 12 mos: self or other HH member did the work	100	128
HH owns all-in-one computer printer (printer, copier, scanner)	100	128
Advised about fees/travel arrangements/last 12 mos by travelocity.com	100	128
Advised about sightseeing/activities/last 12 mos by travel agent	100	128
Activities done using Tablet/E-reader/last 30 days: Visited other website	100	128
Fitness Tracker: personally own other wristband fitness tracker	100	128
method used: Medifast	100	127
Waxed Paper	100	127
Furniture refinishing	100	127
Hunting w/rifle, participate	100	127
At club: Regular exercise prgm (2+x's/wk)	100	127
Combined bus/vac domestic trip	100	127
Foreign travel by cruise ship	100	127
Quick service copy/printing, spent any \$ past 6 mos	100	127
Belong to auto club/roadside assistance program	100	127
HH uses caller ID	100	127
HH uses repeat dialing	100	127
Used other online brokerage firm/past 12 mos	100	127
HH owns bass/fishing boat	100	127
HH owns rechargeable flashlight	100	127
HH owns vacuum sealer	100	127
rented/purchased video: Drama	100	127
rented/purchased video: News/Information/Documentary	100	127
Advised about fees/travel arrangements/last 12 mos by other	100	127
DIY Network (watched/past 7 days)	100	127
QVC (watched/past 7 days)	100	127
Transportation method used on an avg wkday: walking	100	126

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Whole Coffee Beans	100	126
Plastic-Type Kitchen Wrap	100	126
Whitewater rafting, participate	100	126
Foreign travel for vacation or honeymoon	100	126
Foreign travel for personal reasons	100	126
Personally own a valid passport	100	126
Bght Wall-to-wall carpet	100	126
Currently carry any life insurance	100	126
Digital photo activities/last 12 mos: ordered photo cards/stationery	100	126
HH owns Apple TV	100	126
Used T.Rowe Price/past 12 mos	100	126
Internet Service Providers (to HH): CenturyLink	100	126
Looked at TV listings online/past 30 days	100	126
Total time spent last Sunday using the Internet (does not include email or IM): 1-2 hours	100	126
spent \$101+ on table settings/last 12 mos	100	126
HH owns dishwasher built-in/portable	100	126
used home decorating service/last 12 mos	100	126
Radio formats: Public	100	126
Decision maker for any Appliances for climate control	100	126
Decision maker for any Tools	100	126
Types of music listened to/purchased in last 6 mos: Easy Listening	100	126
La-Z-Boy Furniture Gallery, shopped/last 12 mos	100	126
Advised about fees/travel arrangements/last 12 mos by priceline.com	100	126
Lasik Eye Surgery/last 12 mos	100	125
Diet Control - Reasons for: Physical fitness	100	125
Owns Luggage	100	125
Nuts For Cooking	100	125
Hobbies: collecting antiques	100	125
Bght sports recreation equip./last 12 mos	100	125
bght Science Fiction	100	125
Personal vehicle (domestic travel)	100	125
Shopping on domestic vacation	100	125
ordered anything from 1800flowers.com/last 12 mos	100	125
ordered anything from Barnes&Noble.com/last 12 mos	100	125
ordered anything from Kohls.com/last 12 mos	100	125
Own/bght Hand-held massagers	100	125
Kind of medical ins policy: PPO	100	125
HH owns Desktop PC	100	125
Used other discount brokerage firm/past 12 mos	100	125
Internet Service Providers (to HH): Cox	100	125
Devices used to use the Internet/last 30 days: iPad or other Tablet	100	125
Total time spent last Saturday using the Internet (does not include email or IM): 1/2-1 hour	100	125
HH owns burglar alarm/home security system (standard/wired)	100	125
HH owns carpet steam cleaner	100	125
HH owns electric blender	100	125
HH owns electric slow cooker	100	125
Advised about fees/travel arrangements/last 12 mos by travel agent	100	125
Advised about fees/travel arrangements/last 12 mos by booking.com	100	125

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Advised about sightseeing/activities/last 12 mos by hotels.com	100	125
Advised about sightseeing/activities/last 12 mos by other Internet site	100	125
CNBC (watched/past 7 days)	100	125
NBC Sports Network (watched/past 7 days)	100	125
Transportation method used on an avg wkend: subway/metro	100	124
Baking Chips	100	124
Environmentally friendly light bulbs	100	124
Crossword puzzles	100	124
Fishing-freshwater, participate	100	124
Own Soccer ball	100	124
Bght Construction toys/last 12 mos	100	124
Spent	100	124
Dick's Sporting Goods, shopped/last 3 mos	100	124
J.Crew, shopped/last 3 mos	100	124
Home Depot, shopped/last 12 mos	100	124
Domestic vehicle bght/leased new	100	124
Disability/Loss of income through medical cause insurance	100	124
Digital photo activities/last 12 mos: ordered other customized photo pdt	100	124
Bank by online/internet	100	124
Posted a comment or review on a blog, online forum, message or bulletin board/past 30 days	100	124
HH owns washer/dryer - stacked	100	124
IKEA, shopped/last 12 mos	100	124
Spent \$301+ at family restaurants/last 6 mos	100	124
Activities done using Tablet/E-reader/last 30 days: Visited a search engine	100	124
On the avg month, out of pocket cost for prescription drugs: \$50-99	100	123
Nutrition/energy bars	100	123
Imported Beer/Ale (drank/last 6 mos)	100	123
Indoor Plant Food	100	123
HH uses plastic pdts for kitchen gadgets	100	123
Hobbies: collecting art	100	123
Spent 1+ nights at hotel/motel/other lodging past 12 mos	100	123
Any domestic travel past 12 mos	100	123
Personally taken any trips outside the U.S. or to Alaska or Hawaii/last 3 yrs	100	123
ordered anything from Fandango.com/last 12 mos	100	123
ordered anything from Lowes.com/last 12 mos	100	123
ordered anything from Priceline.com/last 12 mos	100	123
ordered anything from Walgreens.com/last 12 mos	100	123
ordered anything from Teleflora catalog or website/last 12 mos	100	123
Bght Patio/deck cover/last 12 mos	100	123
Lowe's, shopped/last 12 mos	100	123
Own/bght Lighted make-up mirror	100	123
Dental insurance	100	123
Boat owners insurance	100	123
HH owns any Apple/Mac brand	100	123
Use at work:any PC/Non-Apple brand	100	123
Personally used legal services/last 12 mos	100	123
Methods used to pay bills: bills automatically deducted from bank account	100	123
Total time spent yesterday using the Internet (does not include email or IM): 1-2 hours	100	123

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Activities using social media, photo or video-sharing site: Posted a website link/last 30 days	100	123
HH owns washing machine - high efficiency	100	123
HH owns gas stove/range	100	123
Decision maker for large kitchen/cooking appliances	100	123
Bght as gift: kitchen cooking & serving products	100	123
WGN America (watched/past 7 days)	100	123
Diet Cola Drinks	100	122
Transportation method used on an avg wkend: driving (not a carpool)	100	122
English Muffins	100	122
Transparent Tape	100	122
Barbecuing	100	122
Home decoration/furnishing	100	122
Caribbean gambling	100	122
Hunting w/bow & arrow, participate	100	122
At home: Regular exercise prgm (2+x's/wk)	100	122
Own other sports & recreation equip.	100	122
Bght any tools/last 12 mos	100	122
bght mystery-type books	100	122
Bght Lawn/porch furniture/last 12 mos	100	122
Eddie Bauer, shopped/last 3 mos	100	122
HomeGoods, shopped/last 3 mos	100	122
Kohl's, shopped/last 3 mos	100	122
OfficeMax, shopped/last 12 mos	100	122
Owens Compact Pick-up	100	122
Use a personal computer at work	100	122
Am't spent for software for home/past 12 mos: \$1-99	100	122
Made a purchase for personal use (on the Internet)/past 30 days	100	122
spent 150+ on bedding/bath goods	100	122
HH owns clothes dryer	100	122
HH owns built in range	100	122
did any home remodeling/past 12 mos	100	122
Received any gift cards/last 6 mos	100	122
Types of music listened to/purchased in last 6 mos: Classic Rock	100	122
Advised about fees/travel arrangements/last 12 mos by TV	100	122
Activities done using Tablet/E-reader/last 30 days: Watched other video	100	122
Motor Trend Network (measured as Velocity in Waves 79 and 80) (watched/past 7 days)	100	122
Diet Control - Reasons for: Cholesterol level	100	121
Diet Control - Reasons for: Maintain weight	100	121
On the avg month, out of pocket cost for prescription drugs: \$150+	100	121
Automatic Dishwasher Detergent	100	121
HH uses plastic pdts for home organizing/storage	100	121
Attend dance performances	100	121
Dining out	100	121
Enter. friends or relatives at home	100	121
Did any public activity/past 12 mos	100	121
Fishing-saltwater, participate	100	121
Go to beach on domestic vacation	100	121
ordered anything from Wayfair.com/last 12 mos	100	121

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

ordered anything from other dept/specialty store catalog or website/last 12 mos	100	121
HH owns any imported vehicle	100	121
Owns Intermediate Size Car	100	121
Owns Compact Sport/Utility Vehicle	100	121
Type of medical ins policy: Non-gov't	100	121
Owns other camera/camcorder	100	121
Used paperless statements (banking/financial services)	100	121
Tax preparation: used other tax preparation service (on-site)	100	121
Devices used to use the Internet/last 30 days: Laptop or Netbook computer	100	121
Devices used to use the Internet/last 30 days: Any computer	100	121
HH owns smoker	100	121
Types of music listened to/purchased in last 6 mos: New Age	100	121
Fitness Tracker: personally own other wearable fitness tracker	100	121
Smartwatch: personally own Garmin	100	121
Premium Channels/Watched/past 7 days: The Movie Channel	100	121
buy food labeled: high fiber	100	120
On the avg month, out of pocket cost for prescription drugs: \$30-49	100	120
Paint/Stain/bght last 12 mos	100	120
Bght Greeting Cards & Holiday/Party Decorations/last 6 mos	100	120
Professional Exterminators	100	120
Cents Off Coupons	100	120
HH owns water filter	100	120
Attend movies 2-3 times a month	100	120
Watch any sports event on TV	100	120
Dom travel for personal reasons	100	120
Foreign travel by plane (charter)	100	120
Used Prof. furniture cleaning service last 12 mos	100	120
Men's Wearhouse, shopped/last 3 mos	100	120
Military Exchange, shopped/last 3 mos	100	120
Neiman Marcus, shopped/last 3 mos	100	120
Owns Sub-Compact Size Car	100	120
Vision care insurance	100	120
Total time spent last Saturday using the Internet (does not include email or IM): less than 1/2 hour	100	120
HH owns personal watercraft	100	120
HH owns vacuum cleaner	100	120
HH owns refrigerator	100	120
HH owns electric pressure cooker (e.g. Instant Pot)	100	120
Radio formats: Soft Adult Contemporary	100	120
Purchased any gift/prepaid cards/last 6 mos	100	120
Activities done using Tablet/E-reader/last 30 days: Visited or used a social media site	100	120
Fitness Tracker: personally own FitBit	100	120
History Channel (watched/past 7 days)	100	120
Spent less than \$100 for health & beauty aids (for men)/last 12 mos	100	119
Personally wear: Contact Lenses (Hard)	100	119
method used: Weight Watchers	100	119
Other Diet Soft Drinks, Not Colas	100	119
Regular Domestic Beer/Ale (drank/last 6 mos)	100	119
Bar Baking Chocolate	100	119

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Packaged, Frozen, Refrigerated Pasta	100	119
Other gambling	100	119
Bght Electric trains/last 12 mos	100	119
HH owns any tools	100	119
Tractor Supply Company, shopped/last 12 mos	100	119
Own/bght Massaging shower head	100	119
New imported vehicle bght/leased past 12 mos	100	119
Owens Sedan/Hard Top/2 Door	100	119
Kind of medical ins policy: HMO	100	119
HH owns in-home telephone	100	119
HH owns Mi Box	100	119
Have Savings account	100	119
used Keller Williams	100	119
Taxes: Filed before IRS deadline	100	119
HH owns separate freezer	100	119
HH owns coffee maker automatic drip	100	119
HH owns electric indoor grill	100	119
HH owns toaster oven	100	119
Advised about fees/travel arrangements/last 12 mos by hotwire.com	100	119
Advised about sightseeing/activities/last 12 mos by homeaway.com	100	119
Activites done w/cell phone/last 30 days: listened to a podcast	100	119
CBS Sports Network (watched/past 7 days)	100	119
buy food labeled: sugar-free	100	118
Cordials & Liqueurs	100	118
Extracts	100	118
Canned/Wet Cat Food	100	118
Fantasy sports league, participate	100	118
Own Basketball	100	118
Beauty parlor/salon, spent any \$ past 6 mos	100	118
Owens Instant Developing camera	100	118
HH owns DVD or Blu-ray player	100	118
Bank in person	100	118
Direct deposit (of payroll check)	100	118
Looked for recipes online/past 30 days	100	118
Watched a TV program online/past 30 days	100	118
HH owns any camping equip	100	118
HH owns microwave oven	100	118
bght any men's low-ticket clothing/past yr	100	118
Personally own MP3 player	100	118
Types of music listened to/purchased in last 6 mos: Oldies	100	118
Advised about sightseeing/activities/last 12 mos by orbitz.com	100	118
Activities done using Tablet/E-reader/last 30 days: Played a multi-player game	100	118
AMC (watched/past 7 days)	100	118
POP (watched/past 7 days)	100	118
buy food labeled: low-sodium	100	117
method used: exercise program	100	117
Suntan & Sunscreen Products	100	117
filled 1+ prescriptions for self/last 30 days	100	117

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Total Beer/Ale (drank/last 6 mos)	100	117
Transportation method used on an avg wkday: driving (not a carpool)	100	117
Film/bght last 12 mos	100	117
Used any overnight packages/letter delivery service/last 12 mos	100	117
Honey	100	117
Cottage Cheese	100	117
Pretzels	100	117
Food Prepared From Scratch	100	117
Any Recycling/last 30 days	100	117
Scouring Cleansers	100	117
Attend horse races	100	117
Picnic	100	117
Have any Store Credit Card	100	117
Personally taken a cruise/last 3 yrs	100	117
ordered anything from Publishers Clearing House catalog or website/last 12 mos	100	117
Bght Vertical/Horizontal blinds (ready made) or Pleated shades/last 12 mos	100	117
DSW, shopped/last 3 mos	100	117
HH spends \$120-149 avg wk at food str	100	117
Office Depot, shopped/last 12 mos	100	117
Owens Mini Van	100	117
Owens Mid-size Sport/Utility Vehicle	100	117
Kind of medical ins policy: EPO	100	117
Am't spent for software for home/past 12 mos: \$100-\$199	100	117
Digital photo activities/last 12 mos: edited photos online or w/app	100	117
Wired or send money w/Bank Wire Transfer	100	117
Methods used to pay bills: pay by Internet/online	100	117
HH has a Digital Video Recorder (DVR)	100	117
Obtained information for new/used car purchase online/past 30 days	100	117
Looked up movie listings or showtimes online/past 30 days	100	117
HH owns washing machine - standard	100	117
Decision maker for HH appliances	100	117
HH owns electric juicer	100	117
clothing expenditures/past 12 mos: \$300-499	100	117
clothing expenditures/past 12 mos: \$1000-1999	100	117
bght any men's clothing/past yr	100	117
Action taken/last 30 days, as a result of newspaper reading: requested add'l info	100	117
Advised about fees/travel arrangements/last 12 mos by other general Internet travel site	100	117
"By owner" rental service used/last 12 mos: Homeaway	100	117
Activities done using Tablet/E-reader/last 30 days: Made/received a video call	100	117
CNN (watched/past 7 days)	100	117
Hallmark Movies & Mysteries (watched/past 7 days)	100	117
Spent \$100-299 for health & beauty aids (for men)/last 12 mos	100	116
Vitamin And Dietary Supplements	100	116
buy food labeled: natural or organic	100	116
Nuts	100	116
Windshield Wipers/Bght in Last 12 Mos	100	116
Canned Or Jarred Soup/Broth	100	116
Bratwurst	100	116

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Bght product after using sample/last 6 mos	100	116
Attend adult education courses	100	116
Any sports participation in past yr.	100	116
Archery, participate	100	116
Jogging/running, participate	100	116
Have any Major Credit/Debit Card	100	116
ordered anything from Staples catalog or website/last 12 mos	100	116
amount spent on mail/phone/internet order/past 12 mos: \$500-799	100	116
Bght Other living room furniture	100	116
Bght Home office furniture	100	116
Harbor Freight Tools, shopped/last 12 mos	100	116
New domestic vehicle bght/leased past 12 mos	100	116
HH owns any ATV/UTV	100	116
Bank by ATM/cash machine	100	116
HH owns charcoal grill	100	116
Activities done using Tablet/E-reader/last 30 days: Took a picture	100	116
HGTV (Home & Garden Television) (watched/past 7 days)	100	116
Artificial & Lo-cal Sweeteners	100	115
Air Filters/Bght in Last 12 Mos	100	115
Vegetarian Frozen Burgers	100	115
Vinegar	100	115
Dried Fruit	100	115
Product samples/used in last 6 mos	100	115
Facial Tissues	100	115
HH uses plastic pdts for food storage	100	115
Baking	100	115
Use credit card for personal	100	115
ordered anything from Amazon.com/last 12 mos	100	115
ordered anything from Macy's catalog or website/last 12 mos	100	115
Bght Area rug/last 12 mos	100	115
Best Buy, shopped/last 12 mos	100	115
Owens Sport/Utility Vehicle	100	115
Type of fuel vehicle uses: diesel gasoline only	100	115
Owens Compact Size Car	100	115
Use at work: Desktop PC	100	115
Digital photo activities/last 12 mos: edited photos another way	100	115
Own 4+ TV sets	100	115
Owens any audio equipment & accessories	100	115
Have any banking services	100	115
Used agent to sell property/past 12 mos	100	115
used PayPal/last 30 days	100	115
heavy outdoor/quintile I	100	115
HH owns broom or mop	100	115
Decision maker for small kitchen appliances	100	115
rented/purchased video: Science Fiction	100	115
Decision maker for any HH furnishing purchase/last 12 mos	100	115
Spent \$201+ at fast food restaurants/last 6 mos	100	115
Personally referred to paper yellow pages/last 7 days	100	115

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

HLN (watched/past 7 days)	100	115
Premium Channels/Watched/past 7 days: EPIX	100	115
Electric Shavers	100	114
Adhesive & Liquid Bandages	100	114
Low Calorie Domestic Beer (drank/last 6 mos)	100	114
Transportation method used on an avg wkend: Lyft	100	114
Baking Coconut	100	114
Grated Cheese	100	114
Soy Sauce	100	114
Packaged Dry Cat Food	100	114
Cat Treats	100	114
Cooking for fun	100	114
Fly a drone	100	114
Surfing/windsurfing, participate	100	114
Hobby Lobby, shopped/last 3 mos	100	114
Michaels, shopped/last 3 mos	100	114
Target, shopped/last 3 mos	100	114
Bght Clock radio-electric	100	114
Own/bgnt Electric ear thermometer	100	114
New vehicle bgnt/leased in past 12 mos	100	114
Rented Truck/Trailer last 12mos	100	114
Have any medical/hospital/accident insurance	100	114
Bght computer books/past 12 months	100	114
Have Auto loan	100	114
Looked at/used Internet /last 30 days: At work	100	114
Looked at/used Internet /last 30 days: Another place	100	114
Used e-mail/past 30 days	100	114
Paid bills online/past 30 days	100	114
HH owns coffee maker single cup/pod brewing system	100	114
HH owns toaster	100	114
home remodeling/last 12 mos: self or other HH member did the work	100	114
Activites done w/cell phone/last 30 days: visited a website for news	100	114
Activites done w/cell phone/last 30 days: visited a website for sports	100	114
Activities done using Tablet/E-reader/last 30 days: Listened to music	100	114
Activities done using Tablet/E-reader/last 30 days: Downloaded music	100	114
Outdoor Channel (watched/past 7 days)	100	114
Hair cut/last 6 mos	100	113
Personally wear: Prescription Eyeglasses (sun, tinted, regular)	100	113
Personally wear: Sunglasses (Nonprescription)	100	113
Transportation method used on an avg wkend: taxi	100	113
Packaged Fresh Salad	100	113
Cocoa Powder (For Baking)	100	113
Organic Foods	100	113
Dry Disposable Wipes & Dusters	100	113
Plastic/glass food storage containers	100	113
Laundry Pre-Treatments & Stain Removers	100	113
Cat Litter	100	113
Glue	100	113

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

HH uses plastic pdts	100	113
Attend country music performances	100	113
Board games	100	113
Word games	100	113
Swimming, participate	100	113
Political outlook: somewhat liberal	100	113
bght cookbooks	100	113
Taken trip on all-inclusive travel package, foreign trip	100	113
ordered anything from Apple.com/last 12 mos	100	113
ordered anything from Dell.com/last 12 mos	100	113
ordered anything from EdibleArrangements.com/last 12 mos	100	113
ordered anything from Target.com/last 12 mos	100	113
Belk, shopped/last 3 mos	100	113
Macy's, shopped/last 3 mos	100	113
HH owns a personal computer	100	113
Cell phone activity/last 30 days: Listened to the radio	100	113
Obtained information about entertainment or celebrities	100	113
Total time spent last Sunday using the Internet (does not include email or IM): less than 1/2 hour	100	113
Activities using social media, photo or video-sharing site: Rated or reviewed a product or service/last 30 days	100	113
HH owns pressure cooker (non-electric)	100	113
bght any sports clothing/past 12 mos	100	113
Brand Decision maker for TV set	100	113
Activites done w/cell phone/last 30 days: listened to radio	100	113
ESPN2 (watched/past 7 days)	100	113
Nat Geo Wild (watched/past 7 days)	100	113
National Geographic Channel (watched/past 7 days)	100	113
The Weather Channel (watched/past 7 days)	100	113
Canadian Whisky	100	112
Vodka	100	112
Baking Powder And Soda	100	112
Salsa or Picante Sauce	100	112
Canned Tomatoes	100	112
Frozen Vegetables	100	112
Hobbies: Raising pets	100	112
Any casino gambling	100	112
Bght Educational toys/last 12 mos	100	112
Bght Mechanical toys/last 12 mos	100	112
ordered anything from iTunes.com/last 12 mos	100	112
Bght Upholstery fabric/last 12 mos	100	112
Sears Appliance & Hardware, shopped/last 12 mos	100	112
Owns Sedan/Hard Top/4 Door	100	112
HH owns any Motorcycle	100	112
HH owns laptop/notebook	100	112
Have Personal line of credit	100	112
Visited a TV network or TV show's website/past 30 days	100	112
Sent an electronic greeting card/past 30 days	100	112
HH owns trash compactor	100	112
bght any men's big-ticket clothing/past yr	100	112

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Radio formats: Religion/Christian	100	112
HH owns 1+ cats	100	112
Hemorrhoid Remedies	100	111
Diet Control - Reasons for: Regularity	100	111
visited doctor/last 12 mos	100	111
Oil Filters/Bght in Last 12 Mos	100	111
Motor Oil/Bght in Last 12 Mos	100	111
Butter	100	111
Whipped Topping	100	111
Natural Or Imported Cheese	100	111
Canned Beans w/Sauce	100	111
Soy Milk & Other Plant/Nut Milks	100	111
Paper Napkins	100	111
Furniture Polish	100	111
HH uses plastic pdts for sinkware	100	111
PC/computer games (play offline w/software)	100	111
Aerobics, participate	100	111
Frisbee, participate	100	111
Hockey, participate	100	111
Rock climbing, participate	100	111
Alpine skiing & ski jumping, attend	100	111
Political outlook: somewhat conservative	100	111
Have any Credit/Debit Card	100	111
ordered anything from Home Shopping Network catalog or website/last 12 mos	100	111
Bght custom made picture frames	100	111
Owns Van/Minivan	100	111
Type of fuel vehicle uses: other (ethanol, hydrogen, etc)	100	111
Decision Maker for vehicle: You/You & Someone Else	100	111
Have any auto/other vehicle insurance	100	111
HH owns any PC/Non-Apple brand	100	111
Am't spent for software for home/past 12 mos: \$500+	100	111
HH uses call waiting	100	111
Devices used to use the Internet/last 30 days: Television	100	111
Activities using social media, photo or video-sharing site: Posted a blog entry/last 30 days	100	111
rented/purchased video: Musical	100	111
Listened to/purchased in last 6 mos: Self-improvement	100	111
Advised about sightseeing/activities/last 12 mos by hotwire.com	100	111
Activities done using Tablet/E-reader/last 30 days: Played a single-player game	100	111
Activities done using Tablet/E-reader/last 30 days: Uploaded photos	100	111
Dental Floss	100	110
Spent \$500+ for health & beauty aids (for men)/last 12 mos	100	110
buy food labeled: low-calorie	100	110
Consider self to be vegetarian or vegan	100	110
Prepared Mixed Drinks Without Liquor	100	110
Puddings & Pie Fillings	100	110
Ready To Serve Dips	100	110
Plastic Sandwich/Food Storage/Freezer Bags	100	110
Carpet And Rug Cleaners	100	110

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Light Bulbs	100	110
Play cards	100	110
Zoo attendance	100	110
Participate in any other sport/last 12 mos	100	110
Bght Model kits/sets/last 12 mos	100	110
ordered anything from eBay.com/last 12 mos	100	110
Banana Republic, shopped/last 3 mos	100	110
FedEx Office, shopped/last 12 mos	100	110
Own/bght Blood glucose monitor	100	110
Used real estate agent in past 12 mos	100	110
Internet Service Providers (to HH): Xfinity/Comcast	100	110
Total time spent yesterday using the Internet (does not include email or IM): 2-5 hours	100	110
Total time spent yesterday using the Internet (does not include email or IM): less than 1/2 hour	100	110
rented/purchased video: TV Shows	100	110
Types of music listened to/purchased in last 6 mos: Indie	100	110
Types of music listened to/purchased in last 6 mos: Soundtracks	100	110
Activites done w/cell phone/last 30 days: visited a website for maps/directions	100	110
Activites done w/cell phone/last 30 days: visited a website for other local info	100	110
ESPN (watched/past 7 days)	100	110
Hallmark Channel (watched/past 7 days)	100	110
use toothpaste for sensitive teeth	100	109
Medicated skin ointments, creams, lotions & sprays	100	109
Diet Control - Reasons for: Weight loss	100	109
have/had any ailments/last 12 mos	100	109
Hard Cider (drank/last 6 mos)	100	109
Lottery/bght in last 12 mos	100	109
Batteries/bght in last 6 mos	100	109
Spray Non-Stick Cooking Products	100	109
Yogurt	100	109
Bread Crumbs & Coating Mixes	100	109
Mustard	100	109
Pickles	100	109
Scouring Pads	100	109
Outdoor Insecticides	100	109
Any Leisure Activity	100	109
Go to beach [38]	100	109
Hobbies: Listen to music	100	109
Yoga, participate	100	109
Bght Clay/dough/sand/last 12 mos	100	109
Bght Builder sets/last 12 mos	100	109
Voting frequency: Local Elections/sometimes	100	109
amount spent on mail/phone/internet order/past 12 mos: \$200-499	100	109
The Body Shop, shopped/last 3 mos	100	109
Rite Aid, shopped/last 6 mos	100	109
HH spends \$150+ avg wk at food str	100	109
Owns Coupe/Sports Coupe/2 Door	100	109
Owns Truck	100	109
HH owns any Internet Video Devices for TV	100	109

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

HH owns Google Chromecast	100	109
Have Non-interest checking account	100	109
Wired or send money w/U.S. Postal Service	100	109
Watched any programs or events on Pay Per-View/past 12 mos	100	109
Internet Service Providers (to HH): AT&T	100	109
Watched other online video/past 30 days	100	109
HH owns electric stove/range	100	109
HH owns electric wok	100	109
HH owns kitchen cooking & serving products	100	109
Decision maker for kitchen cooking & serving products	100	109
rented/purchased video: Comedy	100	109
bght any athletic shoes/past 12 mos	100	109
Radio formats: Hot AC (subset of Adult Contemporary format)	100	109
Typically book trip more than 6 mos before traveling	100	109
ION (watched/past 7 days)	100	109
Aftershave Lotion & Cologne For Men	100	108
Spent \$300-499 for health & beauty aids (for women)/last 12 mos	100	108
Massage/last 6 mos	100	108
Diet Control - Reasons for: Salt restriction	100	108
Gasoline/Bght in Last 6 Mos	100	108
Packaged Pie Crust	100	108
Cream Cheese	100	108
Pickle Relish	100	108
Ground Coffee	100	108
Pre-Moistened Household Wipes	100	108
Heavy Duty Hand Cleaners	100	108
Glass & Surface Cleaners	100	108
Used Environmentally friendly/"green" pdts	100	108
Professional Pet Services/used in last 12 mos	100	108
Firelogs	100	108
Tailgating	100	108
At other facility: Regular exercise prgm (2+x's/wk)	100	108
Bght Arts & crafts/last 12 mos	100	108
Spent \$200-499 for toys/games last 12 mos	100	108
Spent	100	108
ordered anything from Gap.com/last 12 mos	100	108
Type of fuel vehicle uses: gasoline (non-diesel) only	100	108
Owns Full Pick-up	100	108
Tax preparation: used software program/past 12 mos	100	108
Internet Service Providers (to HH): Frontier	100	108
HH owns electric can opener	100	108
clothing expenditures/past 12 mos: \$2000+	100	108
Value City Furniture, shopped/last 12 mos	100	108
Advised about sightseeing/activities/last 12 mos by radio	100	108
Activites done w/cell phone/last 30 days: Scanned a QR code or other "tag"	100	108
Activities done using Tablet/E-reader/last 30 days: Watched a movie	100	108
NHL Network (watched/past 7 days)	100	108
Paramount Network (watched/past 7 days)	100	108

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

SYFY (watched/past 7 days)	100	108
Premium Channels/Watched/past 7 days: HBO	100	108
Spent \$300-499 for health & beauty aids (for men)/last 12 mos	100	107
Spent \$500+ for health & beauty aids (for women)/last 12 mos	100	107
Shaving Creams Or Gels	100	107
Eye Wash and Drops	100	107
buy food labeled: probiotic	100	107
Tires/Bght in Last 12 Mos	100	107
Peanut Butter & Other Nut Spreads	100	107
Crackers	100	107
Corn & Tortilla & Other Chips & Cheese Snacks	100	107
Stuffing Mixes And Stuffing Products	100	107
Frozen Main Courses	100	107
Tomato & Vegetable Juices	100	107
Microwave Usage	100	107
Insect Repellents	100	107
HH uses plastic pdts for bath	100	107
Hobbies: collecting dolls/action figures	100	107
Atlantic City gambling	100	107
ordered anything from BedBathandBeyond.com/last 12 mos	100	107
ordered anything from Nordstrom catalog or website/last 12 mos	100	107
ordered anything from Shari's Berries catalog or website/last 12 mos	100	107
Bght bedframe/headboard	100	107
HH spends \$80-99 avg wk at food str	100	107
HH owns Roku	100	107
Used Capital One Investing/past 12 mos	100	107
Summary: HH subscribes to Cable, Satellite or Fiber Optic TV	100	107
Rented any HH furnishing/last 12 mos	100	107
Thomasville, shopped/last 12 mos	100	107
Activites done w/cell phone/last 30 days: visited a website for weather	100	107
Discovery Channel (watched/past 7 days)	100	107
Spent \$100-299 for health & beauty aids (for women)/last 12 mos	100	106
Heartburn, indigestion, gas & diarrhea remedies	100	106
Diet Control - Reasons for: Blood sugar level	100	106
buy food labeled: fat-free	100	106
Sour Cream	100	106
Breakfast Cereals (Hot)	100	106
Popping Corn & Popcorn Snacks	100	106
Fish & Seafood Fresh Or Frozen	100	106
Bacon And Breakfast Strips	100	106
Cold Cuts	100	106
Salad or Cooking Oil	100	106
Salad Dressing	100	106
Regular Tea	100	106
Aluminum Foil	100	106
Floor Cleaner, Wax & Polish	100	106
Indoor Insecticides	100	106
PC/computer games (play online)	100	106

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Jet skiing, participate	100	106
Spent \$1,000-2,999 on foreign vacation	100	106
Bght Kitchen furniture	100	106
Spent \$20-39 last 30 days at convenience store	100	106
Spent \$40-50 last 30 days at convenience store	100	106
Sears, shopped/last 3 mos	100	106
T.J. Maxx, shopped/last 3 mos	100	106
HH owns any domestic vehicle	100	106
Owns Full Sport/Utility Vehicle	100	106
Banking on mobile device	100	106
Tax preparation: used friend or family member	100	106
HH subscribes to cable	100	106
Looked at/used Internet /last 30 days: At home	100	106
HH owns snowmobile	100	106
rented/purchased video: Action/Adventure	100	106
Types of music listened to/purchased in last 6 mos: Alternative	100	106
Types of music listened to/purchased in last 6 mos: Contemporary Christian	100	106
Types of music listened to/purchased in last 6 mos: Soft Rock	100	106
Activites done w/cell phone/last 30 days: visited a search engine	100	106
Activites done w/cell phone/last 30 days: visited a website for financial info	100	106
Activites done w/cell phone/last 30 days: visited any other website	100	106
Razor Blades	100	105
Nasal Sprays	100	105
Laxatives/Fiber Supplements	100	105
Personal Lubricants (Women)/last 6 mos	100	105
buy food labeled: high protein	100	105
Cold sores/fever blisters	100	105
Popular Domestic Beer/Ale (drank/last 6 mos)	100	105
Port, Sherry & Dessert Wines	100	105
Transportation method used on an avg wkday: subway/metro	100	105
Bght car/other vehicle battery/last 12 mos	100	105
Family Restaurants & Steak Houses	100	105
Flour/Cornmeal	100	105
Ice cream, gelato, sherbet	100	105
Dessert Toppings	100	105
Breakfast/Cereal/Granola Bars	100	105
Jams & Jellies	100	105
Dry Soup & Bouillon	100	105
Bottled Barbecue & Seasoning Sauces	100	105
Mayonnaise & Mayonnaise Type Salad Dressing	100	105
Fresh Fruit & Vegetables	100	105
Cotton Swabs	100	105
Marathon/triathlon (training & events), participate	100	105
ordered anything from JCPenney catalog or website/last 12 mos	100	105
Bght Family room furniture	100	105
Saks Fifth Avenue, shopped/last 3 mos	100	105
CVS Pharmacy/Longs Drugs, shopped/last 6 mos	100	105
Walgreens, shopped/last 6 mos	100	105

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Cell phone activity/last 30 days: Sent or received email	100	105
HH owns any TV set	100	105
Tax Preparation: You, personally, manually	100	105
Heavy cable (includ premium channels) viewing/15+ hrs past wk	100	105
Have Internet access at home	100	105
Internet Service Providers (to HH): Any Service	100	105
Shared photos through Internet website/past 30 days	100	105
Activities using social media, photo or video-sharing site: Clicked on an advertisement/last 30 days	100	105
HH owns electric grill (outdoor)	100	105
bght any shoes/past 12 mos	100	105
Radio formats: Adult Contemporary	100	105
Types of music listened to/purchased in last 6 mos: Country	100	105
Types of music/audio listened to/purchased in last 6 mos: Faith & Inspiration	100	105
Advised about sightseeing/activities/last 12 mos by booking.com	100	105
Activites done w/cell phone/last 30 days: text messaging to communicate w/friends/family	100	105
Bght any Tablet/E-Reader/last 12 mos	100	105
HSN (Home Shopping Network) (watched/past 7 days)	100	105
TV Land (watched/past 7 days)	100	105
use "whitening" toothpaste	100	104
Bght men's cologne for self/last 12 mos	100	104
Hair color/highlights/last 6 mos	100	104
Diet Control - Reasons for: Lactose intolerance	100	104
buy food labeled: low-cholesterol	100	104
used incontinence pdts/last 6 mos	100	104
Sleeping aids & snore relief	100	104
Had car brakes serviced/last 12 mos	100	104
Other Bread Products	100	104
Baking Mixes (Excluding Cake Mixes)	100	104
Seasonings & Spices	100	104
Canned Tuna	100	104
Beef Fresh/Frozen	100	104
Paper Towels	100	104
In-Bowl Toilet Bowl Cleaners	100	104
Used Non-toxic/biodegradable cleaners/detergents	100	104
Soap & Detergents For Fine Fabrics	100	104
HH uses plastic pdts for tabletop	100	104
Hobbies: collecting watches	100	104
Connecticut gambling	100	104
Attend movies less than once a month	100	104
Water skiing, participate	100	104
Spent \$100-199 for toys/games last 12 mos	100	104
bght children's books	100	104
ordered anything from BestBuy.com/last 12 mos	100	104
HH ordered from Hello Fresh/last 12 mos	100	104
HH spends \$60-79 avg wk at food str	100	104
Any premium channel viewing/past 30 days	100	104
Looked at/used Internet /last 30 days: Any Internet Usage	100	104
Total time spent yesterday using the Internet (does not include email or IM): 1/2-1 hour	100	104

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Activities using social media, photo or video-sharing site: Sent a message or e-mail/last 30 days	100	104
Activities using social media, photo or video-sharing site: Invited people to an event/last 30 days	100	104
HH owns electric steam cooker	100	104
Types of music listened to/purchased in last 6 mos: Hard Rock	100	104
Personally referred to Internet yellow pages/last 7 days	100	104
Other personal care services/last 6 mos	100	103
Visited a dayspa/last 6 mos	100	103
Personally wear: Contact Lenses (soft)	100	103
Athlete's Foot/Medicated Foot Care Products	100	103
On the avg month, out of pocket cost for prescription drugs: \$100-149	100	103
Ketchup/Catsup	100	103
Frozen/Refrigerated Potato Products	100	103
Other Meat Fresh/Frozen	100	103
Sausage	100	103
Bght groceries over the Internet/online in last 30 days	100	103
Disposable Cups	100	103
Plastic Garbage Bags & Trash Can Liners	100	103
Canned/Wet Dog Food	100	103
Dog Biscuits Or Treats	100	103
Attend a state/county fair	100	103
Hobbies: collecting sports trading cards	100	103
Attended movies/last 6 mos	100	103
Tennis, participate	100	103
Visit health spa/retreat on domestic vacation	100	103
ordered anything from Etsy.com/last 12 mos	100	103
Bght Recliner	100	103
Spent \$51-99 last 30 days at convenience store	100	103
Apple Store, shopped/last 12 mos	100	103
used other real estate company	100	103
DirecTV	100	103
Any cable viewing/past wk	100	103
Total time spent last Saturday using the Internet (does not include email or IM): 2-5 hours	100	103
Activities using social media, photo or video-sharing site: Visited a friend's profile or page/last 30 days	100	103
Activities using social media, photo or video-sharing site: Used IM/last 30 days	100	103
Activities using social media, photo or video-sharing site: Posted that you "like" something/last 30 days	100	103
HH owns air purifier	100	103
HH owns burglar alarm/home security system ("smart"/Wi-Fi)	100	103
clothing expenditures/past 12 mos: \$500-999	100	103
HH owns a pet	100	103
Types of music listened to/purchased in last 6 mos: 80's Pop	100	103
Bob's Discount Furniture, shopped/last 12 mos	100	103
Advised about sightseeing/activities/last 12 mos by TV	100	103
Activites done w/cell phone/last 30 days: searched for info about a product	100	103
Activities done using Tablet/E-reader/last 30 days: Watched a tv show	100	103
A&E (watched/past 7 days)	100	103
TBS (watched/past 7 days)	100	103
Headache Remedies And Pain Relievers (Nonprescr.)	100	102
Cold, Sinus And Allergy Remedies (Nonprescr.)	100	102

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

buy food labeled: low-carb	100	102
buy food labeled: low-fat	100	102
Brandy	100	102
Bagels	100	102
Shortening	100	102
Spaghetti/Pasta Sauce	100	102
Packaged Dinners & Side Dishes	100	102
Rice	100	102
Chicken & Turkey Fresh Or Frozen	100	102
Meat Snacks	100	102
Disposable Plates	100	102
Household Cleaners	100	102
Soap & Detergents For Regular Laundry	100	102
HH uses plastic pdts for cosmetics	100	102
Trivia games	100	102
Las Vegas gambling	100	102
Bght Doll accessories/last 12 mos	100	102
Spent \$500-999 for toys/games last 12 mos	100	102
amount spent on mail/phone/internet order/past 12 mos: \$100-199	100	102
Bght Table/floor lamps/last 12 mos	100	102
Cell phone activity/last 30 days: Sent or received text messages	100	102
Cell phone activity/last 30 days: Took a picture	100	102
HH uses call forwarding	100	102
Tax preparation: other	100	102
Internet Service Providers (to HH): Optimum	100	102
Devices used to use the Internet/last 30 days: Cellphone or Smartphone	100	102
Visited a chat room/past 30 days	100	102
Obtained childcare or parenting information online/past 30 days	100	102
Activities using social media, photo or video-sharing site: Sent a real or virtual gift/last 30 days	100	102
Cooking Channel (watched/past 7 days)	100	102
Food Network (watched/past 7 days)	100	102
Premium Channels/Watched/past 7 days: Showtime	100	102
Contact Lens Cleaning/Wetting Solutions	100	101
Tequila	100	101
Fast Food & Drive-In Restaurants	100	101
Salt	100	101
Eggs	100	101
Fresh Milk	100	101
Dry Cake Mixes	100	101
Cookies (Ready To Eat)	100	101
Table Syrup, Molasses & Agave	100	101
Spread Cheese/Cheese Sauce	100	101
Mexican Foods	100	101
Canned Or Jarred Fruit	100	101
Cooked Hams	100	101
Canned Chicken	100	101
Toilet paper	100	101
Dishwashing Liquid	100	101

RAB / MRI-SIMMONS GOLD DIGGER PROSPECTING TOOL FOR: News/Talk

Rubber Gloves	100	101
Attend aquarium	100	101
Bght Board games/last 12 mos	100	101
Political Affiliation/Ideology: Other	100	101
ordered anything from Kmart.com/last 12 mos	100	101
ordered anything from SamsClub.com/last 12 mos	100	101
Spent \$11-19 last 30 days at convenience store	100	101
The Gap, shopped/last 3 mos	100	101
Bght battery-type Clock	100	101
Cell phone activity/last 30 days: Made/received phone calls	100	101
Methods used to pay bills: pay by phone using credit card	100	101
Total time spent last Sunday using the Internet (does not include email or IM): 2-5 hours	100	101
Bght any costume jewelry/last 12 mos	100	101
Travel Channel (watched/past 7 days)	100	101
All	100	100
Personal Care Soaps - Bar	100	100
Shampoo	100	100
Diet Control - Reasons for: Food Allergy	100	100
Boxed Chocolates	100	100
Bottled Water & Seltzer	100	100
Rum	100	100
Leather & Vinyl Protectants/Bght in Last 12 Mos	100	100
Bread	100	100
Brownie & Cookie Mixes	100	100
Potato Chips	100	100
Canned or Jarred Vegetables	100	100
Orange Juice Not Frozen	100	100
Drain/Septic Tank Cleaners	100	100
Genealogy	100	100
Mississippi Gulf Coast gambling	100	100
Attend movies once a month	100	100
Football, participate	100	100
Karate, participate	100	100
Spinning, participate	100	100
Bght toy cars/last 12 mos	100	100
Spent	100	100
HH ordered from Blue Apron/last 12 mos	100	100
Bght Room size rug/last 12 mos	100	100
Spent \$100+ last mo. at conv store	100	100
Big Lots, shopped/last 3 mos	100	100
Personally has working cell phone	100	100
Used agent to buy property/past 12 mos	100	100
used Venmo/last 30 days	100	100
Bght any watches/last 12 mos	100	100
"By owner" rental service used/last 12 mos: other	100	100
TNT (watched/past 7 days)	100	100