

-----  
Bases  
-----  
04\*08 1- Men  
2- Women  
3- Adults  
4- Female Homemakers  
5- Male Homemakers  
6- Total Homemakers  
7- Other Women  
8- Other Men  
9- Managers/Professionals (New)  
0- Head of House  
X- Non-Head of House

-----  
No. of Adults in  
Household (18+)  
-----  
04\*12 1- 1 Adult  
2- 2 Adults  
3- 3 Adults  
4- 4 Adults  
5- 5 Adults  
6- 6 Adults  
7- 7 Adults  
8- 8 Adults  
9- 9 or More Adults

-----  
No. of People in Household  
-----  
04\*09 1-One  
2-Two  
3-Three  
4-Four  
5-Five  
6-Six  
7-Seven  
8-Eight  
9-Nine  
X-Ten or more

-----  
No. of Children Currently  
Living at Home 0-17\*  
-----  
04\*13 0- No Children  
1- 1 Child  
2- 2 Children  
3- 3 Children  
4- 4 Children  
5- 5 Children  
6- 6 Children  
7- 7 Children  
8- 8 Children  
9- 9 or More  
Y- 4 or More  
04\*50 5- Any Child

\*Children whose sex is known,  
but whose age is not known  
are included here

-----  
No. of Adult Males in HH  
-----  
04\*10 1- One  
2- Two  
3- Three or more  
4- None

-----  
No. of Male Children 0-17  
-----  
04\*11 1- One  
2- Two  
3- Three or more  
4- None

-----  
No. of Adult Females in HH  
-----  
04\*10 5- One  
6- Two  
7- Three or more  
8- None

-----  
No. of Female Children 0-17  
-----  
04\*11 5- One  
6- Two  
7- Three or more  
8- None

-----  
Any Male Children By Age  
-----

04\*14 1- 0 - 5 Months  
2- 6 - 11 Months  
3- 12 - 23 Months  
4- 2 Years  
5- 3 Years  
6- 4 Years  
7- 5 Years  
8- 6 Years  
9- 7 Years  
0- 8 Years  
X- 9 Years  
Y- 10 Years

04\*15 1- 11 Years  
2- 12 Years  
3- 13 Years  
4- 14 Years  
5- 15 Years  
6- 16 Years  
7- 17 Years

-----  
Any Female Children By Age  
-----

04\*16 1- 0 - 5 Months  
2- 6 - 11 Months  
3- 12 - 23 Months  
4- 2 Years  
5- 3 Years  
6- 4 Years  
7- 5 Years  
8- 6 Years  
9- 7 Years  
0- 8 Years  
X- 9 Years  
Y- 10 Years

04\*17 1- 11 Years  
2- 12 Years  
3- 13 Years  
4- 14 Years  
5- 15 Years  
6- 16 Years  
7- 17 Years

-----  
Presence of Children By Age\*  
-----

04\*18 1- Children 0 - 5 Months  
2- Children 6 - 11 Months  
3- Children 12 - 23 Months  
4- Children 2 Years  
5- Children 3 Years  
6- Children 4 Years  
7- Children 5 Years  
8- Children 6 Years  
9- Children 7 Years  
0- Children 8 Years  
X- Children 9 Years  
Y- Children 10 Years

04\*19 1- Children 11 Years  
2- Children 12 Years  
3- Children 13 Years  
4- Children 14 Years  
5- Children 15 Years  
6- Children 16 Years  
7- Children 17 Years

04\*20 1- No Child 0 - 17 Years  
2- Any Child 0 - 17 Years  
3- Any Child 13 - 17 Years  
4- Any Child 12 - 17 Years  
5- Any Child 10 - 17 Years  
6- Any Child 6 - 17 Years  
7- Any Child 10 - 11 Years  
8- Any Child 6 - 11 Years  
9- Any Child 6 - 9 Years  
0- Any Child 3 - 5 Years  
X- Any Child 1 - 2 Years  
Y- Any Child Under 1 Year

\*Children whose ages are not known are not included in these codes.

-----  
No. of Male Children, 0-5 Months  
-----02\*01 1- One  
2- Two  
3- Three or more  
4- None-----  
No. of Female Children, 0-5 Months  
-----02\*04 1- One  
2- Two  
3- Three or more  
4- None-----  
No. of Male Children, 6-11 Months  
-----02\*01 5- One  
6- Two  
7- Three or more  
8- None-----  
No. of Female Children, 6-11 Months  
-----02\*04 5- One  
6- Two  
7- Three or more  
8- None-----  
No. of Male Children, 1-2 Years  
-----02\*01 9- One  
0- Two  
X- Three or more  
Y- None-----  
No. of Female Children, 1-2 Years  
-----02\*04 9- One  
0- Two  
X- Three or more  
Y- None-----  
No. of Male Children, 3-5 Years  
-----02\*02 1- One  
2- Two  
3- Three or more  
4- None-----  
No. of Female Children, 3-5 Years  
-----02\*05 1- One  
2- Two  
3- Three or more  
4- None-----  
No. of Male Children, 6-11 Years  
-----02\*02 5- One  
6- Two  
7- Three or more  
8- None-----  
No. of Female Children, 6-11 Years  
-----02\*05 5- One  
6- Two  
7- Three or more  
8- None-----  
No. of Male Children, 12-17 Years  
-----02\*02 9- One  
0- Two  
X- Three or more  
Y- None-----  
No. of Female Children, 12-17 Years  
-----02\*05 9- One  
0- Two  
X- Three or more  
Y- None-----  
No. of Male Children, 6-17 Years  
-----02\*03 1- One  
2- Two  
3- Three or more  
4- None-----  
No. of Female Children, 6-17 Years  
-----02\*06 1- One  
2- Two  
3- Three or more  
4- None-----  
No. of Male Children, 10-17 Years  
-----02\*03 5- One  
6- Two  
7- Three or more  
8- None-----  
No. of Female Children, 10-17 Years  
-----02\*06 5- One  
6- Two  
7- Three or more  
8- None

-----  
 No. of Children 0 - 5 Months  
 -----  
 04\*21 1- One  
 2- Two  
 3- Three or more  
 4- None

-----  
 No. of Children 6 - 11 Years  
 -----  
 04\*22 5- One  
 6- Two  
 7- Three or more  
 8- None

-----  
 No. of Children 6 - 11 Months  
 -----  
 04\*21 5- One  
 6- Two  
 7- Three or more  
 8- None

-----  
 No. of Children 12 - 17 Years  
 -----  
 04\*22 9- One  
 0- Two  
 X- Three or more  
 Y- None

-----  
 No. of Children 1 - 2 Years  
 -----  
 04\*21 9- One  
 0- Two  
 X- Three or more  
 Y- None

-----  
 No. of Children 6 - 17 Years  
 -----  
 04\*23 1- One  
 2- Two  
 3- Three or more  
 4- None

-----  
 No. of Children 3 - 5 Years  
 -----  
 04\*22 1- One  
 2- Two  
 3- Three or more  
 4- None

-----  
 No. of Children 10 - 17 Years  
 -----  
 04\*23 5- One  
 6- Two  
 7- Three or more  
 8- None

-----  
 Youngest Child  
 -----  
 06\*79 1- Male  
 2- Female  
  
 3- Under 2 years  
 4- 2 To 5 years  
 5- 6 To 11 years  
 6- 12 To 17 years

-----  
 Oldest Child  
 -----  
 06\*80 1- Male  
 2- Female  
  
 3- Under 2 years  
 4- 2 To 5 years  
 5- 6 To 11 years  
 6- 12 To 17 years

(Generated only for households where the ages of all the children are known)

-----  
 Who is the parent of the children  
 under 18 living in the household  
 -----  
 07\*77 1- Respondent  
 4- Not Respondent, other member(s) of household  
 5- Parents are not in household  
  
 04\*34 6- One Parent Household

## Number of Men in Household

	18-24 -----	25-34 -----	35-49 -----	50-64 -----	65+ ---
None	06*72-1	06*72-5	06*72-9	06*73-1	06*73-5
1	-2	-6	-0	-2	-6
2	-3	-7	-X	-3	-7
3 or more	-4	-8	-Y	-4	-8

## Number of Women in Household

	18-24 -----	25-34 -----	35-49 -----	50-64 -----	65+ ---
None	06*74-1	06*74-5	06*74-9	06*75-1	06*75-5
1	-2	-6	-0	-2	-6
2	-3	-7	-X	-3	-7
3 or more	-4	-8	-Y	-4	-8

## Number of Adults in Household

	18-24 -----	25-34 -----	35-49 -----	50-64 -----	65+ ---
None	06*76-1	06*76-5	06*76-9	06*77-1	06*77-5
1	-2	-6	-0	-2	-6
2	-3	-7	-X	-3	-7
3 or more	-4	-8	-Y	-4	-8

-----  
Respondent Age  
-----

- 04\*31 1- 18  
2- 19  
3- 20  
4- 21  
5- 22 - 24  
6- 25 - 29  
7- 30 - 34  
8- 35 - 39  
9- 40 - 44  
0- 45 - 49  
X- 50 - 54  
Y- 55 - 59
- 04\*32 1- 60 - 64  
2- 65 - 69  
3- 70 - 74  
4- 75+
- 04\*37 1- 18 - 24  
2- 25 - 34  
3- 35 - 44  
4- 45 - 54  
5- 55 - 64  
6- 65+  
7- 18 - 34  
8- 35 - 49  
9- 50 - 64  
0- 18 - 49  
X- 50+  
Y- 25 - 54

-----  
No. of Years Married  
-----

- 04\*35 1- Under 1 year  
2- 1 year  
3- 2 years  
4- 3-4 years  
5- 5-9 years  
6- 10-19 years  
7- 20-24 years  
8- 25+ years  
X- No answer

-----  
No. of Months Married, If  
Married Less Than 1 Year  
-----

- 04\*36 1- 1 month or less  
2- 2 months  
3- 3 months  
4- 4 months  
5- 5 months  
6- 6 months  
7- 7 months  
8- 8 months  
9- 9 months  
0- 10 months  
X- 11 months

-----  
Respondent's Marital Status  
-----

- 04\*34 1- Single  
2- Married  
3- Widowed\*  
4- Divorced\*  
5- Separated (legally)\*  
  
7- Engaged  
  
9- Parent (of child currently  
living with respondent)  
8- Respondent is Sole Parent  
Y- Respondent is Working Parent  
0- Grandparent of child under 18  
  
\* Reported as 'all others'

-----  
College or University Student  
-----

- 07\*01 -1 Respondent is currently attending  
college or university
- 07\*02 -1 Full-time student  
-2 Part-time student
- Working toward:  
07\*03 -1 Associate's degree  
-2 Bachelor's degree  
-3 Post-Graduate degree  
-4 No degree

-----  
Highest Degree Received by Respondent  
-----

- Relationship of Respondent to HOH  
-----
- 04\*39 1- Husband  
2- Wife  
3- Son  
4- Daughter  
5- Father  
6- Mother  
7- Brother  
8- Sister  
9- Other Relative  
0- Non-Relative  
X- Respondent Is HOH

- 05\*75 -1 12th grade or less  
-2 Graduated high school or equivalent  
-3 Some college, no degree  
-4 Associate degree  
-5 Bachelor's degree  
-6 Post-graduate degree  
  
-7 Some college (no degree, or associate degree)

-----  
 Respondent Education:  
 Highest Level Completed/  
 Highest Degree Received  
 -----

05\*71 X- 11th grade or less  
 05\*72 1- 12th grade, no diploma  
 2- High school graduate: H.S. Diploma  
 or the equivalent, such as GED  
 3- Some college, but no degree  
 4- Associate degree, occupational/  
 vocational  
 5- Associate degree, academic  
 6- Bachelor's degree  
 7- Master's degree  
 8- Professional school degree  
 9- Doctorate degree

04\*33

-----  
 Respondent Employment Status  
 -----

1- Full-time  
 2- Part-time  
 3- Not Employed

04\*33

If Not Employed:  
 4- Retired  
 5- Temporarily Unemployed  
 6- Student  
 7- Homemaker  
 8- Other

04\*33

12- Employed  
 9- Sole Wage Earner  
 X- Primary Wage Earner  
 Y- Secondary Wage Earner

-----  
 Public Activities  
 -----

Respondent has done in the past 12  
 months:

09\*44 1- Voted in a Federal, State, or  
 Local election  
 4- Written something that has been  
 published  
 Y- Worked for a political party  
 09\*45 3- Participated in environmental  
 groups/causes  
 4- Engaged in fundraising  
 5- Recycled products

07\*52

-----  
 Respondent Professional/  
 Managerial (New) Self Employed  
 -----

X

-----  
 Respondent Kind of Firm  
 -----

07\*52

1- Business firm  
 2- Local, state or federal  
 government  
 3- Private school, private hospital,  
 other private institution  
 4- For a private individual  
 5- Self-employed in own business  
 6- Self-employed professional  
 7- Operate own farm or leased farm  
 8- Other

-----  
 Respondent's Plans To Work  
 in Future (If Not Working)  
 -----

07\*72

3- Plan to work next year  
 4- Sometime, not next year  
 5- Not at all

-----  
 Respondent's Attitude To  
 His/Her Work (If Working)  
 -----

07\*72

1- A career  
 2- Just a job

----- Respondent Type of Business -----		----- Respondent's Job Title -----	
07*54 (M)	1- Agriculture 2- Manufacturing, processing 3- Construction 4- Mining raw materials 5- Transportation, communications, utilities 6- Finance 7- Insurance 8- Real estate 9- Wholesale trade 0- Food store	07*68 (M)	1- President 2- Vice President 3- Treasurer 5- Member of the Board 6- Controller/Chief Financial Officer (CFO) (measured as Comptroller/Chief Financial Officer in Waves 49 & 50) 7- General manager 8- Owner/Partner 9- Manager 0- Other X- No title
07*55	1- Other store (department, discount, etc.) 2- Food service 3- Other business services 4- Repair, personal and entertainment services 5- Hospital 6- Other medical  7- Pre-School through high school education 8- College education 9- Other education 0- State or local government X- Federal government	08*05-X	Top Management (New): Professional/Managerial (new) with IEI \$35,000+ and with any the following job titles:  President Vice President Treasurer Chairman/Chief Executive Officer (CEO)(Waves 51 & 52 only) Chairman of the Board (Waves 49 & 50 only) Member of the Board Controller/Chief financial Officer (CFO) (measured as Comptroller/Chief Financial Officer in Waves 49 & 50) General Manager Owner/Partner Chief Operating Officer (COO) Chief Investment Officer Chief Information Officer Chief Purchasing Officer Chief Marketing Officer Chief Planning Officer Chief Human Resources Officer (or Chief Personnel Officer)
03*76	1- Other industrial (construction or mining raw materials) 2- Trade (wholesale trade, food or other store) 3- Business service (food, service or other business services)		
----- Supervise Any Employees in The Course of Job -----		----- Respondent Job Function/ Area of Responsibility -----	
08*16	1- Yes 2- No	07*74 (M)	1- Accounting 2- Banking 3- Engineering/Design/Research and Development 4- Finance 5- General Management 6- International 7- MIS/IS/IT/Networking/Technology (measured as MIS/EDP in Waves 49 & 50) 8- Manufacturing/Production/Operations (measured as Manufacturing in Waves 49 & 50) 9- Marketing/Advertising (measured as Marketing in Waves 49 & 50) 0- Medical X- Sales Y- Service
----- Employees Supervised, Directly Or Indirectly -----			
08*17	1- 1-4 2- 5-9 3- 10-24 4- 25-49 5- 50-99 6- 100+		

	----- Respondent No. of People Firm Employs# -----		----- *Respondent's Occupation (New) -----
07*58	1- Less than 5 2- 5-9 3- 10-24 4- 25-49 5- 50-99 6- 100-499 7- 500-999 8- 1000 or more  # Not asked of respondents whose type of business is medical services, education or government	04*79	1- Management Occupations 2- Business and Financial Operations Occupations 3- Computer and Mathematical Occupations 4- Architecture and Engineering Occupations 5- Life, Physical, and Social Science Occupations 6- Community and Social Services Occupations 7- Legal Occupations 8- Education, Training, and Library Occupations 9- Arts, Design, Entertainment, Sports and Media 0- Healthcare Practitioner and Technical X- Healthcare Support Occupations
		04*80	1- Protective Service Occupations 2- Food Preparation, Serving Related Occupations 3- Building and Grounds Cleaning and Maintenance 4- Personal Care and Service Occupations 5- Sales and related occupations 6- Office and Administrative Support Occupations 7- Farming, Fishing, and Forestry Occupations 8- Construction and Extraction Occupations 9- Installation, Maintenance, and Repair Occupations 0- Production Occupations X- Transportation and Material Moving Occupations Y- Military Specific Occupations
	----- *Respondent's Occupation (New) -----		
07*63	7- Professional and Related Occupations 8- Management, Business and Financial Operations 9- Sales and Office Occupations 0- Natural Resources, Construction and Maintenance Occupations X- Other employed	04*79	-3-0 Professional and Related Occupations
		04*79	-12 Management, Business and Financial Operations
		04*80	-56 Sales and Office Occupations
		04*80	-789 Natural Resources, Construction and Maintenance Occupations
	----- Home Office -----		
07*71	1- Primarily work out of an office or company location 2- Primarily work from home  4- Have an office set-up at home 5- Do not have an office set-up at home		

**\* Beginning with the 2000 Census, the revised Standard Occupation Classification System was employed to code Census occupational data. Beginning with the Fall 2004 report, MRI is releasing these new occupational codes. The old occupational codes are no longer available because of the break in trend between the two coding structures. (See note to clients accompanying release of Fall 2004 report or go to <http://mediamark.com> and select "Info".)**

-----  
 Head of House Age  
 -----

- 04\*41 1- 18
- 2- 19
- 3- 20
- 4- 21
- 5- 22 - 24
- 6- 25 - 29
- 7- 30 - 34
- 8- 35 - 39
- 9- 40 - 44
- 0- 45 - 49
- X- 50 - 54
- Y- 55 - 59
- 04\*42 1- 60 - 64
- 2- 65 - 69
- 3- 70 - 74
- 4- 75+
- 04\*47 1- 18 - 24
- 2- 25 - 34
- 3- 35 - 44
- 4- 45 - 54
- 5- 55 - 64
- 6- 65+
- 7- 18 - 34
- 8- 35 - 49
- 9- 50 - 64
- 0- 18 - 49
- X- 50+
- Y- 25 - 54

-----  
 Homemaker Age  
 -----

- 08\*61 1- 18
- 2- 19
- 3- 20
- 4- 21
- 5- 22 - 24
- 6- 25 - 29
- 7- 30 - 34
- 8- 35 - 39
- 9- 40 - 44
- 0- 45 - 49
- X- 50 - 54
- Y- 55 - 59
- 08\*62 1- 60 - 64
- 2- 65 - 69
- 3- 70 - 74
- 4- 75+
- 08\*67 1- 18 - 24
- 2- 25 - 34
- 3- 35 - 44
- 4- 45 - 54
- 5- 55 - 64
- 6- 65+
- 7- 18 - 34
- 8- 35 - 49
- 9- 50 - 64
- 0- 18 - 49
- X- 50+
- Y- 25 - 54

-----  
 HOH Marital Status  
 -----

- 04\*44 1- Single
- 2- Married
- 3- Widowed
- 4- Divorced
- 5- Separated (legally)

-----  
 Homemaker Marital Status  
 -----

- 08\*64 1- Single
- 2- Married
- 3- Widowed
- 4- Divorced
- 5- Separated (legally)

-----  
 HOH Sex  
 -----

- 04\*48 1- Male
- 2- Female

-----  
 Homemaker Sex  
 -----

- 08\*68 1- Male
- 2- Female

-----  
 Relationship of Homemaker  
 To Head of Household  
 -----

- 04\*06 1- Homemaker is HOH
- 2- Spouse
- 3- Other relative
- 4- Non-relative

-----  
 Homemaker Employment  
 Status  
 -----

- 08\*68 5- Homemaker is employed

----- HOH Highest Degree Received -----		----- HOH Employment Status -----	
05*76	1- 12th grade or less 2- Graduated High School or equivalent 3- Some college, no degree 4- Associate degree 5- Bachelor's degree 6- Post-graduate degree  7- Some college (no degree, or associate degree)	04*43	1- Full time 2- Part time 3- Not employed  If Not Employed: 04*43 4- Retired 5- Temporarily unemployed 6- Student 7- Homemaker 8- Other  04*43 12- Employed
----- HOH Education: Highest Level Completed/ Highest Degree Received -----			
05*73	X- 11th grade or less		
05*74	1- 12th grade, no diploma 2- High school graduate: H.S. Diploma or equivalent, such as GED 3- Some college, but no degree 4- Associate degree, occupational/ vocational 5- Associate degree, academic 6- Bachelor's degree 7- Master's degree 8- Professional School degree 9- Doctorate degree		
----- *HOH - Occupation (New) -----		----- HOH - Job Title -----	
05*01	1- Management Occupations 2- Business and Financial Operations Occupations 3- Computer and Mathematical Occupations 4- Architecture and Engineering Occupations 5- Life, Physical, and Social Science Occupations 6- Community and Social Services Occupations 7- Legal Occupations 8- Education, Training, and Library Occupations 9- Arts, Design, Entertainment, Sports and Media 0- Healthcare Practitioner and Technical X- Healthcare Support Occupations	07*70	1- President 2- Vice President 3- Treasurer 5- Member of the Board 6- Controller/Chief Financial Officer (CFO) (measured as Comptroller/Chief Financial Officer in Waves 49 & 50) 7- General Manager 8- Owner/Partner 9- Manager 0- Other X- No title
05*02	1- Protective Service Occupations 2- Food Preparation, Serving Related Occupations 3- Building and Grounds Cleaning and Maintenance 4- Personal Care and Service Occupations 5- Sales and Related Occupations 6- Office and Administrative Support Occupations 7- Farming, Fishing, and Forestry Occupations 8- Construction and Extraction Occupations 9- Installation, Maintenance, and Repair Occupations 0- Production Occupations X- Transportation and Material Moving Occupations Y- Military Specific Occupation		----- *HOH - Occupation (New) ----- 07*67 7- Professional and Related Occupations 8- Management, Business and Financial Operations 9- Sales and Office Occupations 0- Natural Resources, Construction and Maintenance Occupations X- Other Employed
05*01	3-0 Professional and Related Occupations		
05*01	-12 Management, Business and Financial Operations		
05*02	-56 Sales and Office Occupations		
05*02	-789 Natural Resources, Construction and Maintenance Occupations		

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----- Spouse of Respondent-Age -----		----- Household Member(s) Pregnant -----	
08*51	1- 18 2- 19 3- 20 4- 21 5- 22 - 24 6- 25 - 29 7- 30 - 34 8- 35 - 39 9- 40 - 44 0- 45 - 49 X- 50 - 54 Y- 55 - 59	04*45	1- Respondent 2- Respondent's wife 3- Other female in household
08*52	1- 60 - 64 2- 65 - 69 3- 70 - 74 4- 75+	----- Months in Which Baby Is Due -----	
08*57	1- 18 - 24 2- 25 - 34 3- 35 - 44 4- 45 - 54 5- 55 - 64 6- 65+ 7- 18 - 34 8- 35 - 49  9- 50 - 64 0- 18 - 49 X- 50+ Y- 25 - 54	04*46	0- Less than 1 month 1- 1 Month 2- 2 Months 3- 3 Months 4- 4 Months 5- 5 Months 6- 6 Months 7- 7 Months 8- 8 Months 9- 9 Months
----- Spouse's Sex -----		----- Life Cycle -----	
08*58	1- Male 2- Female	Respondent is age 18-34 and:  05*65 1- Lives in one-person household 2- Is married, no children under 18 3- Is married, youngest child < 6 4- Is married, youngest child 6-17 5- Balance of respondents 18-34	
----- Spouse's Employment Status -----		Respondent is age 35-49 and:  05*65 6- Lives in one-person household 7- Is married, no children under 18 8- Is married, youngest child < 6 9- Is married, youngest child 6-11 0- Is married, youngest child 12-17 X- Balance of respondents 35-49	
08*58	5- Spouse is employed	Respondent is age 50 or more and:  05*66 1- Lives in one-person household 2- Is married, no children under 18 3- Is married, with children under 18 4- Balance of respondents 50 or more	
----- Household Composition -----		----- Lifestage -----	
04*07	1- One adult, no children under 18  2- One adult, children under 18  3- Married couple only (no other adults, no children)  4- Married couple, adult children, no children under 18  5- Married couple, no adult children, children under 18  6- Married couple, adult children and children under 18  7- Married couple, no adult children, no children under 18, other adult(s) present  8- All other households (more than one adult, no married couple)	07*69	1- Mature couples: adults age 40-54, no children 17 or under living at home  07*69 2- Young couples: adults age 30-39, no children 17 or under living at home  07*69 3- Newlyweds: adults married 1 year or less  07*69 4- Young singles: adults 18-24, single  07*69 5- "Teenage Households": adults living in households with 12-17 year old(s) present

	----- Respondent Income - IEI -----		----- Telephone -----
08*09	1- Under \$5,000 2- \$5,000 - \$9,999 3- \$10,000 - \$14,999 4- \$15,000 - \$19,999 5- \$20,000 - \$24,999 6- \$25,000 - \$29,999 7- \$30,000 - \$34,999 8- \$35,000 - \$39,999 9- \$40,000 - \$44,999 0- \$45,000 - \$49,999 X- \$50,000 - \$59,999 Y- \$60,000 - \$74,999	05*60	1-Have a landline telephone  ----- Number of Cellular Phones in household ----- 15*22 1- One 2- Two 3- Three or more
08*10	1- \$75,000 - \$99,999 3- \$100,000 - \$149,999 4 \$150,000 - \$199,999 5 \$200,000 or over ----- Household Income -----	15*30	Number of Cellular Phones provided by employer ----- 1- One 2- Two 3- Three or more
08*19	1- Under \$5,000 2- \$5,000 - \$9,999 3- \$10,000 - \$14,999 4- \$15,000 - \$19,999 5- \$20,000 - \$24,999 6- \$25,000 - \$29,999 7- \$30,000 - \$34,999 8- \$35,000 - \$39,999 9- \$40,000 - \$44,999 0- \$45,000 - \$49,999 X- \$50,000 - \$59,999 Y- \$60,000 - \$74,999		----- Cellular Phone Service on phone household uses most often ----- 15*31 1- Alltel 15*32 7- Cellular One 56*74 1- Cingular/AT&T Wireless 15*31 7- Nextel 9- Qwest X- Sprint PCS 15*32 1- US Cellular 2- Verizon
08*20	1- \$75,000 - \$99,999 2- \$100,000 - \$149,999 4- \$150,000 - \$199,999 5 \$200,000 or more		
08*48	----- Number of people in household who work either full time or part time ----- 0- None 1- 1 2- 2 3- 3 4- 4 5- 5 6- 6 7- 7 8- 8 9- 9 or more		
01*67	----- Zip HH Income Quintile ----- 1- Quintile I 2- Quintile II 3- Quintile III 4- Quintile IV 5- Quintile V	----- Range - Adults ----- 76,000+ 60,000 - 75,999 50,000 - 59,999 41,000 - 49,999 40,999 or less	

----- Census Region -----	----- State Group Codes -----
04*24 1- North East 2- South 3- North Central 4- West	06*41-1 Maine/New Hampshire/Vermont -2 Massachusetts -3 Rhode Island/Connecticut -4 New York -5 New Jersey -6 Pennsylvania -7 Delaware/Maryland/Washington,D.C./West Virginia -8 Virginia -9 North Carolina/South Carolina -0 Georgia -X Florida -Y Kentucky
----- Marketing Region -----	
04*74 1- New England 2- Middle Atlantic 3- East Central 4- West Central 5- South East 6- South West 7- Pacific	06*42-1 Tennessee -2 Alabama/Mississippi -3 Washington/Oregon -4 California -5 Arkansas/Louisiana/Oklahoma -6 Texas -7 Ohio -8 Indiana -9 Illinois -0 Michigan -X Wisconsin -Y Minnesota/Iowa
----- Census Sub-Region -----	
04*25 1- New England 2- Mid Atlantic 3- South Atlantic 4- East South Central 5- West South Central 6- East North Central 7- West North Central 8- Mountain 9- Pacific	06*43-1 Missouri -2 North Dakota/South Dakota -3 Nebraska/Kansas -4 Montana/Idaho/Wyoming/Colorado -5 New Mexico/Arizona/Utah/Nevada

----- MediaMarkets -----	State group codes are provided to enable any user to create meaningful groupings. State data are subject to large sampling tolerances and therefore estimates for individual states or groups of states are not necessarily reliable. Please use with discretion.
04*75 1- Top 5 MediaMarkets 2- Next 5 MediaMarkets	

--- MSA ---	----- County Size -----
04*26 1- MSA Central City 2- MSA Suburban 3- Non-MSA	04*28 1-A 2-B 3-C 4-D

\*\*The Nielsen County size definitions that were used in Wave 49 are defined as follows:

\*\* Beginning with Wave 50, MRI used the new Nielsen county size definitions. They were:

-----  
Nielsen County Size Definitions  
-----

The projections for county size reflect the new Nielsen definitions. They are as follows:

A = All counties belonging as of June 30, 1990 to the 21 largest metropolitan areas based on household counts from the 1990 census.

B = All counties not included in A that are in the metropolitan areas with more than 85,000 households according to the 1990 census.

C = All counties not included in A or B that either have more than 20,000 households or are in metropolitan areas with more than 20,000 households according to the 1990 census.

D = All remaining counties

-----  
Nielsen County Size Definitions  
-----

The projections for county size reflect the new Nielsen definitions. They are as follows:

A = All counties in the largest metropolitan areas which together account for 40% of U.S. households according to the 2000 census.

B = All counties in the next largest set of metropolitan areas which together account for 30% of U.S. households according to the 2000 census. No non-metropolitan counties are large enough to qualify as A or B counties

C = All counties in the next largest set of areas - including both metropolitan areas and non-metropolitan - which account for 15% of U.S. households according to the 2000 Census

D = All remaining counties

## Definitions of geographical areas:

## Census Regions

-----

## Northeast:

New England  
Middle Atlantic

## North Central:

East North Central  
West North Central

## South:

South Atlantic  
East South Central  
West South Central

## West:

Mountain  
Pacific

## Marketing Regions

-----

## New England:

Maine  
New Hampshire  
Vermont  
Massachusetts  
Rhode Island  
Connecticut

## Middle Atlantic:

New York  
New Jersey  
Pennsylvania \*  
Delaware  
Maryland  
Virginia \*  
District of Columbia

## East Central:

Michigan  
Pennsylvania \*  
Ohio  
Kentucky  
West Virginia  
Indiana

## Marketing Regions Con't.

-----

## West Central:

Illinois  
Wisconsin  
Minnesota  
Iowa  
Missouri  
North Dakota  
South Dakota  
Nebraska  
Kansas  
Montana  
Wyoming  
Colorado

## South East:

Virginia \*\*  
North Carolina  
South Carolina  
Georgia  
Florida  
Tennessee  
Mississippi  
Alabama

## South West:

Arkansas  
Louisiana  
Oklahoma  
Texas  
New Mexico

## Pacific:

Washington  
Idaho  
Utah  
Arizona  
Nevada  
Oregon  
California

\* The following Pennsylvania counties are in the East Central region:

Allegheny	Clarion	Forest	Lawrence	Washington
Armstrong	Crawford	Greene	Mercer	Westmoreland
Beaver	Erie	Indiana	Venango	
Butler	Fayette	Jefferson	Warren	

All others are in the Middle Atlantic region.

\*\* The following Virginia counties are in the Mid-Atlantic region:

Arlington (including Alexandria City)	Loudon
Fairfax (including Falls Church)	Prince William

All others are in the South East region.

Definitions of Geographical Areas:

Census Sub-Regions

- 
- New England:
    - Maine
    - New Hampshire
    - Vermont
    - Massachusetts
    - Rhode Island
    - Connecticut
  - Middle Atlantic:
    - New York
    - New Jersey
    - Pennsylvania
  - South Atlantic:
    - Delaware
    - Maryland
    - District of Columbia
    - Virginia
    - West Virginia
    - North Carolina
    - South Carolina
    - Georgia
    - Florida
  - East South Central:
    - Kentucky
    - Tennessee
    - Alabama
    - Mississippi
  - West South Central:
    - Arkansas
    - Louisiana
    - Oklahoma
    - Texas
  - East North Central:
    - Ohio
    - Indiana
    - Illinois
    - Michigan
    - Wisconsin

Census Sub-Regions Con't.

- 
- West North Central:
    - Minnesota
    - Iowa
    - Missouri
    - North Dakota
    - South Dakota
    - Nebraska
    - Kansas
  - Mountain:
    - Montana
    - Idaho
    - Wyoming
    - Colorado
    - New Mexico
    - Arizona
    - Utah
    - Nevada
  - Pacific:
    - Washington
    - Oregon
    - California
  - Mediamarkets
    - 
    - Top 5:
      - 
      - New York
      - Los Angeles
      - Chicago
      - Philadelphia
      - San Francisco
    - Next 5:
      - 
      - Boston
      - Detroit
      - Washington D.C.
      - Cleveland
      - Dallas/Fort Worth

-----  
2004 Nielsen Market Rankings (TV Households): Top 100 Designated Market Areas  
-----

06\*40 -1 1-5  
 -2 6-10  
 -3 11-25  
 -4 26-50  
 -5 51-100

RANK	DMA
---	---
1	New York, NY
2	Los Angeles, CA
3	Chicago, IL
4	Philadelphia, PA
5	San Francisco-Oakland-San Jose, CA
6	Boston (Manchester), MA-NH
7	Dallas-Ft. Worth, TX
8	Washington, DC (Hagerstown, MD)
9	Atlanta, GA
10	Detroit, MI
11	Houston, TX
12	Seattle-Tacoma, WA
13	Tampa-St.Petersburg (Sarasota), FL
14	Minneapolis-St. Paul, MN
15	Phoenix, AZ
16	Cleveland, OH
17	Miami-Ft. Lauderdale, FL
18	Denver, CO
19	Sacramento-Stockton-Modesto, CA
20	Orlando-Daytona Beach-Melbourne, FL
21	St. Louis, MO
22	Pittsburgh, PA
23	Portland, OR
24	Baltimore, MD
25	San Diego, CA
26	Indianapolis, IN
27	Hartford & New Haven, CT
28	Charlotte, NC
29	Raleigh-Durham (Fayetteville), NC
30	Nashville, TN
31	Kansas City, MO-KS
32	Cincinnati, OH
33	Milwaukee, WI
34	Columbus, OH
35	Greenville-Spartanburg-Asheville-Anderson, SC-NC
36	Salt Lake City, UT
37	San Antonio, TX
38	West Palm Beach-Ft. Pierce, FL
39	Grand Rapids-Kalamazoo-Battle Creek, MI
40	Birmingham (Anniston, Tuscaloosa), AL
41	Norfolk-Portsmouth-Newport News, VA
42	New Orleans, LA
43	Memphis, TN
44	Albuquerque-Santa Fe, NM
45	Oklahoma City, OK
46	Harrisburg-Lancaster-Lebanon-York, PA
47	Greensboro-High Point-Winston Salem, NC
48	Buffalo, NY
49	Providence-New Bedford, RI-MA
50	Louisville, KY

Rank	DMA (continued)
-----	-----
51	Las Vegas, NV
52	Jacksonville, FL
53	Wilkes Barre-Scranton, PA
54	Austin, TX
55	Albany-Schenectady-Troy, NY
56	Fresno-Visalia, CA
57	Little Rock-Pine Bluff, AR
58	Richmond-Petersburg, VA
59	Dayton, OH
60	Tulsa, OK
61	Knoxville, TN
62	Charleston-Huntington, WV
63	Mobile-Pensacola (Ft. Walton Beach), AL-FL
64	Lexington, KY
65	Flint-Saginaw-Bay City, MI
66	Wichita-Hutchinson Plus, KS
67	Roanoke-Lynchburg, VA
68	Ft. Myers-Naples, FL
69	Toledo, OH
70	Green Bay-Appleton, WI
71	Tucson (Sierra Vista), AZ
72	Des Moines-Ames, IA
73	Portland-Auburn, ME
74	Rochester, NY
75	Spokane, WA
76	Omaha, NE
77	Springfield, MO
78	Paducah-Cape Girardeau-Harrisbrg-Mt Vernon, KY-MO-IL
79	Shreveport, LA
80	Champaign & Springfield-Decatur, IL
81	Columbia, SC
82	Huntsville-Decatur (Florence), AL
83	Madison, WI
84	Syracuse, NY
85	Chattanooga, TN
86	South Bend-Elkhart, IN
87	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA
88	Burlington-Plattsburgh, VT-NY
89	Jackson, MS
90	Tri-Cities, TN-VA
91	Colorado Springs-Pueblo, CO
92	Waco-Temple-Bryan, TX
93	Davenport-Rock Island-Moline, IA-IL
94	Harlingen-Weslaco-Brownsville-McAllen, TX
95	Baton Rouge, LA
96	Johnstown-Altoona, PA
97	Savannah, GA
98	Evansville, IN
99	El Paso, TX
100	Youngstown, OH

-----  
 Market Statistics 2004 Top 100 Metropolitan Statistical Areas (Households): Top 100 Areas  
 -----

06\*38 1 1-5  
 -2 6-10  
 -3 11-25  
 -4 26-50  
 -5 51-100

Rank	Metropolitan Statistical Area
----	-----
1	New York, NY
2	Los Angeles et al, CA
3	Chicago, IL
4	Boston et al, MA-NH
5	Washington, DC-MD-VA-WV
6	Philadelphia, PA-NJ
7	Detroit, MI
8	Atlanta, GA
9	Houston, TX
10	Dallas, TX
11	Phoenix et al, AZ
12	Minneapolis et al, MN-WI
13	Riverside et al, CA
14	Tampa et al, FL
15	San Diego, CA
16	St. Louis, MO-IL
17	Baltimore, MD
18	Seattle et al, WA
19	Orange County, CA
20	Pittsburgh, PA
21	Nassau et al, NY
22	Oakland, CA
23	Cleveland et al, OH
24	Denver, CO
25	Miami, FL
26	Portland et al, OR-WA
27	Newark, NJ
28	Kansas City, MO-KS
29	Orlando, FL
30	Fort Lauderdale, FL
31	Las Vegas, NV-AZ
32	Fort Worth et al, TX
33	San Francisco, CA
34	Sacramento, CA
35	Cincinnati, OH-KY-IN
36	Indianapolis, IN
37	New Haven et al, CT
38	Columbus, OH
39	Charlotte et al, NC
40	Norfolk et al, VA-NC
41	San Antonio, TX
42	Milwaukee et al, WI
43	San Jose, CA
44	Austin et al, TX
45	Greensboro et al, NC
46	West PIm Beach et al, FL
47	Raleigh et al, NC
48	New Orleans, LA
49	Nashville, TN
50	Bergen et al, NJ

## Rank Metropolitan Statistical Area (Continued)

51 Jacksonville, FL  
52 Buffalo et al, NY  
53 Hartford, CT  
54 Salt Lake City et al, UT  
55 Monmouth et al, NJ  
56 Oklahoma City, OK  
57 Memphis, TN-AR-MS  
58 Middlesex et al, NJ  
59 Louisville, KY-IN  
60 Rochester, NY  
61 Grand Rapids et al, MI  
62 Richmond et al, VA  
63 Greenville et al, SC  
64 Providence et al, RI  
65 Dayton et al, OH  
66 Birmingham, AL  
67 Tucson, AZ  
68 Albany et al, NY  
69 Tulsa, OK  
70 Fresno, CA  
71 Knoxville, TN  
72 Albuquerque, NM  
73 Omaha, NE-IA  
74 Syracuse, NY  
75 Sarasota et al, FL  
76 Tacoma, WA  
77 Akron, OH  
78 Ventura, CA  
79 Allentown et al, PA  
80 Harrisburg et al, PA  
81 Scranton et al, PA  
82 Toledo, OH  
83 Gary, IN  
84 Little Rock et al, AR  
85 Springfield, MA  
86 Ann Arbor, MI  
87 Baton Rouge, LA  
88 Wilmington et al, DE-MD  
89 Youngstown et al, OH  
90 Jersey City, NJ  
91 Daytona Beach, FL  
92 Bakersfield, CA  
93 Charleston et al, SC  
94 El Paso, TX  
95 Wichita, KS  
96 Fort Myers et al, FL  
97 Columbia, SC  
98 Melbourne et al, FL  
99 Mobile, AL  
100 Colorado Springs, CO

-----  
 Own or Rent Home  
 -----

- 08\*21 1- Own  
 2- Rent  
 3- Rent free

-----  
 Value of Owned Home  
 -----

- 08\*23 1- Under 20,000  
 2- \$20,000 - \$29,999  
 3- \$30,000 - \$39,999  
 4- \$40,000 - \$49,999  
 5- \$50,000 - \$59,999  
 6- \$60,000 - \$74,999  
 7- \$75,000 - \$99,999  
 8- \$100,000 - \$124,999  
 9- \$125,000 - \$149,999  
 0- \$150,000 - \$199,999  
 08\*24 1- \$200,000 - \$499,999  
 2- \$500,000+

-----  
 Type of Dwelling Unit  
 -----

- 08\*34 1- Single family  
 2- Two family  
 3- 3 - 5 family  
 4- 6 - 9 family  
 5- 10 family +  
 6- Mobile home

-----  
 Moving Van  
 -----

- 05\*64 1- Used a professional moving van  
 in the past 12 months

-----  
 Lot Size (if own single family house)  
 -----

- 08\*25 1- Less than 1/4 acre  
 2- 1/4 to 1 acre  
 3- More than 1 acre to 3 acres  
 4- More than 3 acres

-----  
 No. of Years At Present Address  
 -----

- 08\*26 1- Less than 1 year  
 2- 1 Year  
 3- 2 To 4 Years  
 4- 5 To 9 Years  
 5- 10 To 19 Years  
 6- 20 Years or more  
 Y- Not stated

Note: 5+ years reported as 08\*26\*456Y

-----  
Languages Spoken in Home \*-----  
Spoken Most often

- 08\*28 1- English  
\*2- Spanish ("English language capable household")  
3- Other

## Other Languages Spoken

- 08\*28 4- English  
\*5- Spanish ("English language capable household")  
6- Other  
7- No other language

## Spoken Most often Or Other

- 08\*28 8- English  
\*9- Spanish ("English language capable household")  
0- Other

-----  
Spanish or Hispanic Origin or Descent

- 08\*40 1- Yes

-----  
Country of Ancestors' Origin  
(Hispanic respondents only)

- 07\*05 1- Mexico  
2- Puerto Rico  
3- Cuba  
4-5 Dominican Republic or other  
Central American country  
6-7 South America or other  
Spanish/Hispanic country

-----  
Birthplace of Respondent  
(Hispanic Respondents only)

- 07\*06 1- United States  
3- Puerto Rico or other U.S. Territories  
2- Other country

-----  
\*Respondent Personally Speaks at Home

- 29\*49 1- Only English  
2- Mostly English, but some Spanish  
3- Only Spanish  
4- Mostly Spanish, but some English  
5- Both English and Spanish equally  
6- Other

## \* A SPECIAL NOTICE ABOUT SPANISH SPEAKING POPULATION

Prior to Wave 48, the MRI questionnaire and product booklet were only available in English. When the selected respondent within a household was not able to participate in an English language interview, attempts were made to make use of a translator. This translator might have been a family member, a neighbor or the interviewer. If it was not possible to find an individual to carry out this translation, no interview was conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study prior to Wave 48 was limited to Spanish speaking individuals who are English language capable or who live in households with at least one English language capable individual. We believe that the partial use of bi-lingual interviewers or neighbors resulted in an extension of this covered population to a larger portion of the non-English language capable population. However, because these individuals are not always present, we have chosen to be conservative in our coverage descriptions. As a result, we define the Spanish language population (prior to W48) to be Spanish language individuals who are English language capable or who live in households with at least one English language capable individual.

Beginning with Wave 48, the MRI questionnaire and product booklet are available in both English and Spanish. When the selected respondent within a household is not able to participate in an English language interview, a Spanish language capable interviewer will administer the interview in Spanish, using Spanish-language materials or, a non-Spanish-language capable interviewer will attempt to use an intermediary (also using Spanish language materials). This intermediary may be a family member, a neighbor, etc. If a Spanish-language capable interviewer is not available in the area, and it is not possible to find an intermediary, no interview is conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study (beginning in Wave 48) is limited to the availability of Spanish-speaking interviewers or to the presence of at least one English language capable intermediary.

Due to the limited number of Spanish-language capable interviewers, the response rate for Spanish-language isolated households is substantially lower than for the remaining Spanish-speaking population. As a result, MRI is still maintaining the notation for Spanish-language population.

## Race\*

- 
- 07\*07 1- White  
2- Black/African American  
3- American Indian or Alaska Native  
4- Asian  
5- Other  
7- White only  
8- Black/African American only  
9- Other Race/Multiple Classifications

\* Beginning with the 2000 Census, the race question allowed for multi-classification (i.e. a person may claim to be two or more races). MRI implemented this question change in W48. For this reason, choices under the new definition will add to greater than 100 percent. In addition, prior to the 2000 Census, Hispanics who claimed to be a race other than "White" were predominantly reassigned to a "White" race classification. This is no longer the case. Beginning with Wave 48 in the Spring 2003 report, MRI post-stratified race using the new census race definitions and questions. This post-stratification entailed classifying respondents as "White Only," "Black/African America Only," or "Other Race" (which included respondents claiming to be Asian, American Indian or Alaska Native, or respondents who claimed to be of two or more races.)

-----

Miles Traveled in Town, City or Suburb  
as Driver or Passenger in Car or Truck

-----

In Past 7 Days:

- 05\*50 1- Under 10 miles  
2- 10 - 20  
3- 21 - 35  
4- 36 - 50  
5- 51 - 100  
6- 101 - 150  
7- 151 - 250  
8- Over 250  
9- None

If None in Past 7 Days,  
Miles in Past 4 Weeks:

- 05\*51 1- Under 10 miles  
2- 10 - 20  
3- 21 - 35  
4- 36 - 50  
5- 51 - 100  
6- 101 - 150  
7- 151 - 250  
8- Over 250  
9- None

MRI does not measure special editions of publications. The following codes refer to geographical areas as defined by the publisher which, when combined with the magazine's audience, yield total readership within that area.

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National Geographic Market Area Codes

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- 04\*76 2- National Geographic 25-Market

- 13\*13 1- National Geographic Gold

To obtain National Geographic "Big G" and Gold editions, use "and" condition with National Geographic average issue audience code

-----

Good Housekeeping Special Edition Area Code

-----

- 15\*69 X- GH Your Good House

To obtain GH Your Good House Edition, use "and" condition with Good Housekeeping average issue audience code

-----

U.S. News & World Report Special Edition Area Code

-----

- 13\*61 3- U.S. News & World Report in High Income P\$YCLE Clusters

To obtain U.S. News & World Report in High Income P\$YCLE Clusters Edition, use "and" condition with U.S. News & World Report average issue audience code

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1,5	Adults: Number Female in Household
1,5	Adults: Number Males in Household
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10	Age: Head of Household
10	Age: Homemaker
6	Age: Respondent
12	Age: Spouse
1	Bases
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13	Cellular Phone Service
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2	Children: Have
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23	Good Housekeeping Special Edition Area Code
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10	Head of Household: Marital Status
11	Head of Household: Occupation
10	Head of Household: Sex
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10	Homemaker: Relationship to Head of Household
10	Homemaker: Sex
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13	Income: Respondent
8	Job Function: Respondent
11	Job Title: Head of Household
8	Job Title: Respondent
7	Kind of Firm: Respondent
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22	Languages Spoken in Home
12	Life Cycle
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5	Male Adults by Age
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7	Managers/Professionals: Respondent
11	Managers:Professional: Head of Household
10	Marital Status: Head of Household
10	Marital Status: Homemaker
6	Marital Status: Respondent

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23	National Geographic Market Area Codes
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1	Number: Adult Males in Household
1	Number: Children
2-4	Number: Children by Age
1	Number: Female Children
2-3	Number: Female Children by Age
1	Number: Male Children
2-3	Number: Male Children by Age
9	Number: People Firm Employs, Respondent
1	Number: People in Household
13	Number: Working in Household
6	Number: Years Married, Respondent
21	Number: Years at Present Address
11	Occupation: Head of House
9	Occupation: Respondent
4	One-Parent Household
21	Own/Rent Home
4	Parent of Children in Household
12	Pregnant: Household Member(s)
2	Presence of Children By Age
7	Primary wage-earner
23	Race
10	Relationship: Homemaker
6	Relationship: Respondent
21	Rent Home
6	Respondent: Number of Years Married
6	Respondent: Age
6	Respondent: Attending College or University
7	Respondent: Education
7	Respondent: Employment Status
13	Respondent: Income
8	Respondent: Job Function
8	Respondent: Job Title
7	Respondent: Kind of Firm
6	Respondent: Marital Status
9	Respondent: Number of People Firm Employs
9	Respondent: Occupation
7	Respondent: Self-Employed
6	Respondent: Sole Parent
8	Respondent: Type of Business
7	Self-Employed: Respondent
10	Sex: Head of Household
10	Sex: Homemaker
1	Sex: Respondent
12	Sex: Spouse
7	Sole wage-earner
22	Spanish or Hispanic origin
12	Spouse: Age
12	Spouse: Sex
14	State Group Codes
8	Supervise Any Employees
13	Telephone: Cellular Phones, Number Owned
8	Top Management
8	Type of Business: Respondent
6	University: Currently Attend
21	Value of Home if Owned
22	U.S. News & World Report Special Edition Area Code
13	Zip HH Income Quintile