

	----- Bases -----		----- No. of Adults in Household (18+) -----
04*08	1- Men	04*12	1- 1 Adult
	2- Women		2- 2 Adults
	3- Adults		3- 3 Adults
	4- Female Homemakers		4- 4 Adults
	5- Male Homemakers		5- 5 Adults
	6- Total Homemakers		6- 6 Adults
	7- Other Women		7- 7 Adults
	8- Other Men		8- 8 Adults
	9- Managers/Professionals (New)		9- 9 or More Adults
	0- Head of House		
01*01	X- Non-Head of House		
	0- Wave 50 Fieldwork		
	1- Wave 51 Fieldwork		

	----- No. of People in Household -----		----- No. of Children Currently Living at Home 0-17* -----
04*09	1-One	04*13	0- No Children
	2-Two		1- 1 Child
	3-Three		2- 2 Children
	4-Four		3- 3 Children
	5-Five		4- 4 Children
	6-Six		5- 5 Children
	7-Seven		6- 6 Children
	8-Eight		7- 7 Children
	9-Nine		8- 8 Children
	X-Ten or more		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 -----		----- No. of Male Children 0-17 -----
04*10	1- One	04*11	1- One
	2- Two		2- Two
	3- Three or more		3- Three or more
	4- None		4- None

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

	----- No. of Children 0 - 5 Months -----		----- No. of Children 6 - 11 Years -----
04*21	1- One 2- Two 3- Three or more 4- None	04*22	5- One 6- Two 7- Three or more 8- None
	----- No. of Children 6 - 11 Months -----		----- No. of Children 12 - 17 Years -----
04*21	5- One 6- Two 7- Three or more 8- None	04*22	9- One 0- Two X- Three or more Y- None
	----- No. of Children 1 - 2 Years -----		----- No. of Children 6 - 17 Years -----
04*21	9- One 0- Two X- Three or more Y- None	04*23	1- One 2- Two 3- Three or more 4- None
	----- No. of Children 3 - 5 Years -----		----- No. of Children 10 - 17 Years -----
04*22	1- One 2- Two 3- Three or more 4- None	04*23	5- One 6- Two 7- Three or more 8- None
	----- Youngest Child -----		----- Oldest 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	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
 - 07*03 Working toward:
 - 1 Associate's degree
 - 2 Bachelor's degree
 - 3 Post-Graduate degree
 - 4 No degree

 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

- Highest Degree Received by Respondent

- 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 -----			----- Respondent Employment Status -----
		04*33	1- Full-time 2- Part-time 3- Not Employed
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	04*33	If Not Employed: 4- Retired 5- Temporarily Unemployed 6- Student 7- Homemaker 8- Other
	3- Some college, but no degree		
	4- Associate degree, occupational/ vocational		
	5- Associate degree, academic		
	6- Bachelor's degree	04*33	12- Employed 9- Sole Wage Earner X- Primary Wage Earner Y- Secondary Wage Earner
	7- Master's degree		
	8- Professional school degree		
	9- Doctorate degree		
----- #*Public Activities -----			----- Respondent Professional/ Managerial (New) Self Employed -----
	Respondent has done in the past 12 months:	07*52	X
09*44	1- Voted in a Federal, State, or Local election		
	2- @Written or called any politician at the state, local, or national level		----- Respondent Kind of Firm -----
	3- @Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion	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
	4- Written something that has been published		
	5- @Written an article for a magazine or newspaper		
	6- @Attended a political rally, speech, or organized protest of any kind		
	7- @Attended a public meeting on town or school affairs		
	8- @Held or run for political office		
	9- @Served on a committee for some local organization		
	0- @Served as an officer for some club or organization		
	X- Signed a petition		
	Y- @Worked for a political party		
09*45	1- @Made a speech		----- Respondent's Plans To Work in Future (If Not Working) -----
	2- @Been an active member of any group that tries to influence public policy or government		
	3- Participated in environmental groups/causes		
	4- Engaged in fundraising		
	5- Recycled products	07*72	3- Plan to work next year 4- Sometime, not next year 5- Not at all
09*45	X- Any activity		
*These activities are also listed in the Psychographics section of the Fall 2004 codebook.			----- Respondent's Attitude To His/Her Work (If Working) -----
02*73	1- #Influentials SM (net) Includes those respondents who indicated they did three or more of the Public Activities marked with an "@", above.	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
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	05*52 07*68	3-#Chairman/Chief Executive Officer (CEO) 5- Member of the Board 6- Controller/Chief Financial Officer (CFO) (measured as Comptroller/Chief Financial Officer in Wave 50) 7- General manager 8- Owner/Partner 9- Manager 0- Other X- No title
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)	05*52-1	#C-Suite 1 (net) Includes: 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)
		05*52-2	#C-Suite 2 (net) Includes: All job titles included in C-Suite 1 Chairman/Chief Executive Officer (CEO) Controller/Chief Financial Officer (CFO)
		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) (Wave 51 only) Chairman of the Board (Wave 50 only) Member of the Board Controller/Chief financial Officer (CFO) (measured as Comptroller/Chief Financial Officer in Wave 50) General Manager Owner/Partner Any job title included in C-Suite 1
08*16	----- Supervise Any Employees in The Course of Job ----- 1- Yes 2- No		
08*17	----- Employees Supervised, Directly Or Indirectly ----- 1- 1-4 2- 5-9 3- 10-24 4- 25-49 5- 50-99 6- 100+		
	#- Wave 51 only	07*74 (M)	----- Respondent Job Function/ Area of Responsibility ----- 1- Accounting 2- Banking 3- Engineering/Design/Research and Development 4- Finance 5- General Management 6- International 10*76 1-#Human Resources/Personnel/Training 2-#Legal 07*74 7- MIS/IS/IT/Networking/Technology (measured as MIS/EDP in Wave 50) 8- Manufacturing/Production/Operations (measured as Manufacturing in Wave 50) 9- Marketing/Advertising (measured as Marketing in Wave 50) 0- Medical X- Sales Y- Service

	----- Head of House Age -----		----- Homemaker 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	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
04*42	1- 60 - 64 2- 65 - 69 3- 70 - 74 4- 75+	08*62	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	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 -----		----- Homemaker Marital Status -----
04*44	1- Single 2- Married 3- Widowed 4- Divorced 5- Separated (legally)	08*64	1- Single 2- Married 3- Widowed 4- Divorced 5- Separated (legally)
	----- HOH Sex -----		----- Homemaker Sex -----
04*48	1- Male 2- Female	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

- 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)

 HOH Employment Status

- 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	07*70	1- President
	2- Business and Financial Operations Occupations	(M)	2- Vice President
	3- Computer and Mathematical Occupations		3- Treasurer
	4- Architecture and Engineering Occupations	05*47	3-#Chairman/Chief Executive Officer (CEO)
	5- Life, Physical, and Social Science Occupations	07*70	5- Member of the Board
	6- Community and Social Services Occupations		6- Controller/Chief Financial Officer (CFO) (measured as Comptroller/Chief Financial Officer in Wave 50)
	7- Legal Occupations		7- General manager
	8- Education, Training, and Library Occupations		8- Owner/Partner
	9- Arts, Design, Entertainment, Sports and Media		9- Manager
	0- Healthcare Practitioner and Technical		0- Other
	X- Healthcare Support Occupations		X- No title
05*02	1- Protective Service Occupations		
	2- Food Preparation, Serving Related Occupations	05*47-1	#C-Suite 1 (net)
	3- Building and Grounds Cleaning and Maintenance		Includes:
	4- Personal Care and Service Occupations		Chief Operating Officer (COO)
	5- Sales and Related Occupations		Chief Investment Officer
	6- Office and Administrative Support Occupations		Chief Information Officer
	7- Farming, Fishing, and Forestry Occupations		Chief Purchasing Officer
	8- Construction and Extraction Occupations		Chief Marketing Officer
	9- Installation, Maintenance, and Repair Occupations		Chief Planning Officer
	0- Production Occupations		Chief Human Resources Officer (or Chief Personnel Officer)
	X- Transportation and Material Moving Occupations	05*47-2	#C-Suite 2 (net)
	Y- Military Specific Occupation		Includes:
			All job titles included in C-Suite 1
			Chairman/Chief Executive Officer (CEO)
			Controller/Chief Financial Officer (CFO)
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		
-----		-----	
		*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

#- Wave 51 only

*** 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".)**

	----- 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	05*65	Respondent is age 18-34 and: 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: 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:
	----- Household Composition -----	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
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)		----- Lifestage -----
		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 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	15*31 15*32 15*31 15*32	----- Cellular Phone Service on phone household uses most often ----- 1- Alltel 2- AT&T Wireless 7- Cellular One 5- Cingular 7- Nextel 9- Qwest X- Sprint PCS 3- T-Mobile 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 ----- Number of people in household who work either full time or part time -----		
08*48	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 -----	----- Range - Adults -----	
	1- Quintile I 2- Quintile II 3- Quintile III 4- Quintile IV 5- Quintile V	77,000+ 60,000 - 76,999 49,000 - 59,999 40,000 - 48,999 39,999 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 -----
04*75	1- Top 5 MediaMarkets 2- Next 5 MediaMarkets
04*73	1- New York 2- Los Angeles 3- Chicago

	--- MSA ---
04*26	1- MSA Central City 2- MSA Suburban 3- Non-MSA

	----- County Size -----
04*28	1- A 2- B 3- C 4- D

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.

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 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

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

2003 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	Pittsburgh, PA
22	St. Louis, MO
23	Portland, OR
24	Baltimore, MD
25	Indianapolis, IN
26	San Diego, CA
27	Hartford & New Haven, CT
28	Charlotte, NC
29	Raleigh-Durham (Fayetteville), NC
30	Nashville, TN
31	Cincinnati, OH
32	Milwaukee, WI
33	Kansas City, MO-KS
34	Columbus, OH
35	Greenville-Spartanburg-Asheville-Anderson, SC-NC
36	Salt Lake City, UT
37	San Antonio, TX
38	Grand Rapids-Kalamazoo-Battle Creek, MI
39	West Palm Beach-Ft. Pierce, FL
40	Birmingham (Anniston, Tuscaloosa), AL
41	Norfolk-Portsmouth-Newport News, VA
42	New Orleans, LA
43	Memphis, TN
44	Albuquerque-Santa Fe, NM
45	Buffalo, NY
46	Oklahoma City, OK
47	Harrisburg-Lancaster-Lebanon-York, PA
48	Greensboro-High Point-Winston Salem, NC
49	Providence-New Bedford, RI-MA
50	Louisville, KY

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

Market Statistics 2003 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 Pittsburgh, PA
 20 Orange County, CA
 21 Nassau et al, NY
 22 Cleveland et al, OH
 23 Oakland, CA
 24 Denver, CO
 25 Miami, FL
 26 Portland et al, OR-WA
 27 Newark, NJ
 28 Kansas City, MO-KS
 29 San Francisco, CA
 30 Orlando, FL
 31 Fort Lauderdale, FL
 32 Fort Worth et al, TX
 33 Cincinnati, OH-KY-IN
 34 Las Vegas, NV-AZ
 35 New Haven et al, CT
 36 Indianapolis, IN
 37 Sacramento, CA
 38 Columbus, OH
 39 Charlotte et al, NC
 40 Milwaukee et al, WI
 41 Norfolk et al, VA-NC
 42 San Antonio, TX
 43 San Jose, CA
 44 Austin et al, TX
 45 Greensboro et al, NC
 46 New Orleans, LA
 47 Bergen et al, NJ
 48 Nashville, TN
 49 West Plm Beach et al, FL
 50 Raleigh et al, NC

Rank Metropolitan Statistical Area (Continued)

51 Buffalo et al, NY
52 Hartford, CT
53 Jacksonville, FL
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 Rochester, NY
60 Louisville, KY-IN
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 Albany et al, NY
68 Tucson, AZ
69 Tulsa, OK
70 Fresno, CA
71 Knoxville, TN
72 Syracuse, NY
73 Albuquerque, NM
74 Omaha, NE-IA
75 Akron, OH
76 Sarasota et al, FL
77 Tacoma, WA
78 Ventura, CA
79 Scranton et al, PA
80 Harrisburg et al, PA
81 Allentown et al, PA
82 Toledo, OH
83 Gary, IN
84 Little Rock et al, AR
85 Jersey City, NJ
86 Youngstown et al, OH
87 Springfield, MA
88 Baton Rouge, LA
89 Ann Arbor, MI
90 Wilmington et al, DE-MD
91 Daytona Beach, FL
92 El Paso, TX
93 Bakersfield, CA
94 Charleston et al, SC
95 Wichita, KS
96 Columbia, SC
97 Mobile, AL
98 Melbourne et al, FL
99 Fort Myers et al, FL
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

*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

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

* 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: | If None in Past 7 Days,
Miles in Past 4 Weeks: |
|-------------------------|---|
| 05*50 1- Under 10 miles | 05*51 1- Under 10 miles |
| 2- 10 - 20 | 2- 10 - 20 |
| 3- 21 - 35 | 3- 21 - 35 |
| 4- 36 - 50 | 4- 36 - 50 |
| 5- 51 - 100 | 5- 51 - 100 |
| 6- 101 - 150 | 6- 101 - 150 |
| 7- 151 - 250 | 7- 151 - 250 |
| 8- Over 250 | 8- Over 250 |
| 9- None | 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.

 National Geographic Market Area Codes

- 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

BUSINESS PURCHASES

In your present position, what products or services have you been directly involved in purchasing for your firm during the past 12 months:

- 08*70
- 1 Banking services
 - 2 Investment of corporate/employees funds
 - 3 Property/group insurance
 - 4 Real estate/plant site location
 - 5 Convention/meeting site
 - 6 Travel arrangements
 - 7 Freight/express services
 - 8 Advertising/promotion
 - 9 Office furniture/furnishings
 - 0 Copiers
- 08*71
- 1 Facsimile machines
 - 2 Other Office machines (calculators, typewriters, dictation equipment, recorders)
 - 3 Office supplies
 - 4 Telephone/communication equipment or services
 - 5 Video conferencing equipment
 - 6 Truck purchase/rental/lease
 - 7 Automobile purchase/rental/lease
 - 8 Personal Computers
 - 9 Personal computer hardware (hard disc, keyboards, etc.)
 - 0 Networking hardware
- 08*72
- 1 Personal computer software
 - 2 Networking software
 - 3 Printers (computer)
 - 4 Minicomputers, Mainframes and related equipment and services
 - 5 Consultation services
 - 6 Temporary help
 - 7 Printing services
 - 8 Security systems
 - 9 Air conditioning/heating equipment
 - 0 Building/construction materials
- 08*73
- 1 Materials handling equipment
 - 2 Packaging/containers
 - 3 Paints/industrial finishes
 - 4 Electrical or mechanical controls/systems
 - 5 Engineering/construction services
 - 6 Operating supplies (lubricants, adhesives, fuels etc.)
 - 7 Components or parts for machinery
 - 8 Raw materials
 - 9 Heavy machinery or equipment
 - X Web development software/services

Total value of products or services you were involved in purchasing for your firm in last 12 months:

- 08*75
- 1 Under \$1,000
 - 2 \$1,000 - \$9,999
 - 3 \$10,000 - \$19,999
 - 4 \$20,000 - \$29,999
 - 5 \$30,000 - \$39,999
 - 6 \$40,000 - \$49,999
 - 7 \$50,000 - \$99,999
 - 8 \$100,000 - \$499,999
 - 9 \$500,000 - \$999,999
 - 0 \$1,000,000 or more

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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
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10	Marital Status; Head of Household
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7	Respondent; Employment Status
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8	Respondent; Job Title
8	Respondent; Job Title: C-Suite
7	Respondent; Kind of Firm
6	Respondent; Marital Status
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9	Respondent; Occupation
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1	Sex; Respondent
13	Sex; Spouse
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1	Wave 51 Fieldwork (Worksheet)
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