

## MID-POINTS

BELOW ARE LISTED FACTORS TO USE WHEN DEVELOPING THE VOLUME OF USE OF PRODUCT CATEGORIES. THESE FACTORS REPRESENT THE MID-POINT (I.E. THE MEAN) OF THE HIGHEST REPORTED FREQUENCY RANGE.

PRODUCT CATEGORY		MID-POINT OF UPPER RANGE
ADHESIVE BANDAGES		16.5
AFTERSHAVE LOTION & COLOGNE FOR MEN	MEN	15.1
AIR FILTERS		13.9
AIR FRESHENERS, CARPET & ROOM DEODORIZERS	FEMALE HOMEMAKERS	14.5
AIR FRESHENERS, CARPET & ROOM DEODORIZERS	TOTAL HOMEMAKERS	14.7
ALUMINUM FOIL	FEMALE HOMEMAKERS	24.5
ALUMINUM FOIL	TOTAL HOMEMAKERS	25.8
AMERICAN PASTEURIZED PROCESSED CHEESE	FEMALE HOMEMAKERS	15.2
AMERICAN PASTEURIZED PROCESSED CHEESE	TOTAL HOMEMAKERS	15.6
ANTI-FREEZE/COOLANT		16.3
ARTIFICIAL SWEETENERS		21.0
ATHLETE'S FOOT/FOOT CARE PRODUCTS		22.7
AUTOMATIC DISHWASHER DETERGENT	FEMALE HOMEMAKERS	13.3
AUTOMATIC DISHWASHER DETERGENT	TOTAL HOMEMAKERS	13.6
BABY FOODS	FEMALE HOMEMAKERS	40.0
BABY FOODS	TOTAL HOMEMAKERS	39.7
BABY LOTION	FEMALE HOMEMAKERS	14.4
BABY LOTION	TOTAL HOMEMAKERS	14.3
BABY NURSERS	FEMALE HOMEMAKERS	16.7
BABY NURSERS	TOTAL HOMEMAKERS	16.2
BABY OIL	FEMALE HOMEMAKERS	13.1
BABY OIL	TOTAL HOMEMAKERS	13.8
BABY OINTMENTS	FEMALE HOMEMAKERS	21.1
BABY OINTMENTS	TOTAL HOMEMAKERS	20.5
BABY POWDER	FEMALE HOMEMAKERS	21.7
BABY POWDER	TOTAL HOMEMAKERS	21.3
BABY SHAMPOO	FEMALE HOMEMAKERS	13.1
BABY SHAMPOO	TOTAL HOMEMAKERS	13.3
BACON AND BREAKFAST STRIPS	FEMALE HOMEMAKERS	13.5
BACON AND BREAKFAST STRIPS	TOTAL HOMEMAKERS	13.5
BAGELS	FEMALE HOMEMAKERS	14.1
BAGELS	TOTAL HOMEMAKERS	14.3
BAKING CHIPS	FEMALE HOMEMAKERS	17.6
BAKING CHIPS	TOTAL HOMEMAKERS	17.0
BAKING COCONUT	FEMALE HOMEMAKERS	12.2
BAKING COCONUT	TOTAL HOMEMAKERS	12.4
BAKING MIXES (EXCLUDING CAKE MIXES)	FEMALE HOMEMAKERS	13.7
BAKING MIXES (EXCLUDING CAKE MIXES)	TOTAL HOMEMAKERS	13.5
BAKING POWDER AND SODA	FEMALE HOMEMAKERS	14.8
BAKING POWDER AND SODA	TOTAL HOMEMAKERS	13.9
BAR BAKING CHOCOLATE	FEMALE HOMEMAKERS	12.5
BAR BAKING CHOCOLATE	TOTAL HOMEMAKERS	12.2
BATH/SHOWER ADDITIVES (WOMEN)	WOMEN	15.2
BATTERIES		54.4
BEEF FRESH/FROZEN	FEMALE HOMEMAKERS	44.7
BEEF FRESH/FROZEN	TOTAL HOMEMAKERS	43.5
BLANK AUDIO TAPES		55.7
BLANK RECORDABLE CD'S/DVD'S		143.8
BLANK VIDEO TAPES		24.5
BLEACH	FEMALE HOMEMAKERS	14.9
BLEACH	TOTAL HOMEMAKERS	15.2
BLEACH AND DEPILATORIES	WOMEN	15.7
BLUSHER (WOMEN)	WOMEN	14.4
BODY POWDER		15.8
BODY WASH/SHOWER GEL	MEN	64.8
BODY WASH/SHOWER GEL	WOMEN	64.5
BOOKS		48.3
BOTTLED BARBECUE & SEASONING SAUCES	FEMALE HOMEMAKERS	13.6
BOTTLED BARBECUE & SEASONING SAUCES	TOTAL HOMEMAKERS	13.6
BOTTLED WATER & SELTZER		23.5
BOURBON		21.3
BOXED CHOCOLATES		16.7
BRANDY		18.0
BREAD	FEMALE HOMEMAKERS	17.4
BREAD	TOTAL HOMEMAKERS	17.3
BREAD CRUMBS & COATING MIXES	FEMALE HOMEMAKERS	17.3
BREAD CRUMBS & COATING MIXES	TOTAL HOMEMAKERS	16.0
BREAKFAST CEREALS (COLD)	FEMALE HOMEMAKERS	15.7

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
BREAKFAST CEREALS (COLD)	TOTAL HOMEMAKERS 15.7
BREAKFAST CEREALS (HOT)	FEMALE HOMEMAKERS 14.8
BREAKFAST CEREALS (HOT)	TOTAL HOMEMAKERS 14.7
BREAKFAST/GRANOLA/FRUIT BARS & SNACKS	FEMALE HOMEMAKERS 23.1
BREAKFAST/GRANOLA/FRUIT BARS & SNACKS	TOTAL HOMEMAKERS 22.6
BREATH FRESHENERS	16.6
BROWNIE & COOKIE MIXES	FEMALE HOMEMAKERS 14.9
BROWNIE & COOKIE MIXES	TOTAL HOMEMAKERS 14.4
BUTTER	FEMALE HOMEMAKERS 14.7
BUTTER	TOTAL HOMEMAKERS 14.5
BUTTER ALTERNATIVES	FEMALE HOMEMAKERS 15.3
BUTTER ALTERNATIVES	TOTAL HOMEMAKERS 13.6
CANADIAN WHISKY	23.7
CANNED BEANS WITH SAUCE	FEMALE HOMEMAKERS 14.1
CANNED BEANS WITH SAUCE	TOTAL HOMEMAKERS 14.7
CANNED CAT FOOD	FEMALE HOMEMAKERS 16.8
CANNED CAT FOOD	TOTAL HOMEMAKERS 16.6
CANNED CHICKEN	FEMALE HOMEMAKERS 13.7
CANNED CHICKEN	TOTAL HOMEMAKERS 13.5
CANNED DOG FOOD	FEMALE HOMEMAKERS 15.9
CANNED DOG FOOD	TOTAL HOMEMAKERS 15.8
CANNED MEATS	FEMALE HOMEMAKERS 12.0
CANNED MEATS	TOTAL HOMEMAKERS 13.8
CANNED OR JARRED FRUIT	FEMALE HOMEMAKERS 16.4
CANNED OR JARRED FRUIT	TOTAL HOMEMAKERS 16.2
CANNED OR JARRED MUSHROOMS	FEMALE HOMEMAKERS 14.5
CANNED OR JARRED MUSHROOMS	TOTAL HOMEMAKERS 14.2
CANNED OR JARRED SOUP/BROTH	FEMALE HOMEMAKERS 14.1
CANNED OR JARRED SOUP/BROTH	TOTAL HOMEMAKERS 14.3
CANNED OR JARRED SPAGHETTI & MACARONI	FEMALE HOMEMAKERS 15.4
CANNED OR JARRED SPAGHETTI & MACARONI	TOTAL HOMEMAKERS 14.3
CANNED OR JARRED VEGETABLES	FEMALE HOMEMAKERS 27.8
CANNED OR JARRED VEGETABLES	TOTAL HOMEMAKERS 27.8
CANNED STEWS	FEMALE HOMEMAKERS 13.8
CANNED STEWS	TOTAL HOMEMAKERS 13.5
CANNED TOMATOES	FEMALE HOMEMAKERS 15.7
CANNED TOMATOES	TOTAL HOMEMAKERS 15.8
CANNED TUNA	FEMALE HOMEMAKERS 14.1
CANNED TUNA	TOTAL HOMEMAKERS 13.9
CAR CLEANER WASH/WIPES	41.4
CAR RENTAL - BUSINESS USE	17.4
CAR RENTAL - PERSONAL USE	16.7
CAR WAX & POLISH	19.1
CARPET AND RUG CLEANERS	FEMALE HOMEMAKERS 14.6
CARPET AND RUG CLEANERS	TOTAL HOMEMAKERS 15.0
CAT LITTER	FEMALE HOMEMAKERS 46.4
CAT LITTER	TOTAL HOMEMAKERS 46.5
CAT TREATS	FEMALE HOMEMAKERS 17.7
CAT TREATS	TOTAL HOMEMAKERS 16.5
CELLOPHANE & TRANSPARENT TAPE	FEMALE HOMEMAKERS 12.3
CELLOPHANE & TRANSPARENT TAPE	TOTAL HOMEMAKERS 12.4
CENTS OFF COUPONS	FEMALE HOMEMAKERS 34.5
CENTS OFF COUPONS	TOTAL HOMEMAKERS 34.9
CHAMPAGNE, COLD DUCK & SPARKLING WINES	16.1
CHARCOAL	FEMALE HOMEMAKERS 16.9
CHARCOAL	TOTAL HOMEMAKERS 17.8
CHARCOAL LIGHTER FLUID	FEMALE HOMEMAKERS 13.6
CHARCOAL LIGHTER FLUID	TOTAL HOMEMAKERS 12.9
CHEWING AND SMOKELESS TOBACCO	MEN 23.6
CHEWING GUM	16.6
CHICKEN & TURKEY FRESH OR FROZEN	FEMALE HOMEMAKERS 33.9
CHICKEN & TURKEY FRESH OR FROZEN	TOTAL HOMEMAKERS 33.8
CHILDREN'S COLD TABLETS & LIQUIDS	FEMALE HOMEMAKERS 16.3
CHILDREN'S COLD TABLETS & LIQUIDS	TOTAL HOMEMAKERS 16.0
CHILDREN'S COUGH SYRUP	FEMALE HOMEMAKERS 15.9
CHILDREN'S COUGH SYRUP	TOTAL HOMEMAKERS 16.2
CHILDREN'S SHOES	FEMALE HOMEMAKERS 15.3
CHILDREN'S SHOES	TOTAL HOMEMAKERS 15.6
CHILI	FEMALE HOMEMAKERS 15.3

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
CHILI	TOTAL HOMEMAKERS 14.9
CIGARETTE ROLLING PAPERS	11.8
CIGARETTES	22.3
CIGARS	MEN 23.5
COCOA POWDER (for baking)	FEMALE HOMEMAKERS 14.1
COCOA POWDER (for baking)	TOTAL HOMEMAKERS 13.6
COGNAC	20.2
COLD CUTS	FEMALE HOMEMAKERS 14.9
COLD CUTS	TOTAL HOMEMAKERS 15.0
COLD, SINUS AND ALLERGY REMEDIES (NONPRESCR.)	21.5
COMPLETE PACKAGED PREPARED DISHES & DINNER MIXES	FEMALE HOMEMAKERS 15.3
COMPLETE PACKAGED PREPARED DISHES & DINNER MIXES	TOTAL HOMEMAKERS 15.3
COMPLEXION CARE PRODUCTS	MEN 33.6
COMPLEXION CARE PRODUCTS	WOMEN 30.8
CONTACT LENS CLEANING/WETTING SOLUTIONS	65.1
COOKED HAMS	FEMALE HOMEMAKERS 12.6
COOKED HAMS	TOTAL HOMEMAKERS 12.7
COOKIES (READY TO EAT)	FEMALE HOMEMAKERS 14.6
COOKIES (READY TO EAT)	TOTAL HOMEMAKERS 14.7
CORDIALS & LIQUEURS	19.8
CORN & TORTILLA CHIPS & CHEESE SNACKS	FEMALE HOMEMAKERS 15.2
CORN & TORTILLA CHIPS & CHEESE SNACKS	TOTAL HOMEMAKERS 15.2
CORNISH HENS	FEMALE HOMEMAKERS 18.1
CORNISH HENS	TOTAL HOMEMAKERS 15.9
CORNMEAL	FEMALE HOMEMAKERS 11.4
CORNMEAL	TOTAL HOMEMAKERS 11.4
COTTAGE CHEESE	FEMALE HOMEMAKERS 6.3
COTTAGE CHEESE	TOTAL HOMEMAKERS 6.7
COTTON SWABS	FEMALE HOMEMAKERS 16.3
COTTON SWABS	TOTAL HOMEMAKERS 16.3
COUGH DROPS (NONPRESCRIPTION)	19.9
COUGH SYRUP (NONPRESCRIPTION)	18.2
CRACKERS	FEMALE HOMEMAKERS 15.0
CRACKERS	TOTAL HOMEMAKERS 14.8
CREAM CHEESE	FEMALE HOMEMAKERS 15.8
CREAM CHEESE	TOTAL HOMEMAKERS 16.2
DENTAL FLOSS	29.2
DENTAL RINSE	15.0
DENTURE ADHESIVES & FIXATIVES	18.0
DENTURE CLEANERS	17.2
DEODORANTS AND ANTIPERSPIRANTS	MEN 23.9
DEODORANTS AND ANTIPERSPIRANTS	WOMEN 23.3
DESSERT TOPPINGS	FEMALE HOMEMAKERS 8.8
DESSERT TOPPINGS	TOTAL HOMEMAKERS 8.6
DEVILLED HAM	FEMALE HOMEMAKERS 10.3
DEVILLED HAM	TOTAL HOMEMAKERS 10.3
DIARRHEA REMEDIES	20.7
DIET COLA DRINKS	19.3
DINNER MIXES AND KITS	FEMALE HOMEMAKERS 12.8
DINNER MIXES AND KITS	TOTAL HOMEMAKERS 13.5
DISHWASHING LIQUID	FEMALE HOMEMAKERS 24.2
DISHWASHING LIQUID	TOTAL HOMEMAKERS 24.5
DISPOSABLE CUPS	FEMALE HOMEMAKERS 71.5
DISPOSABLE CUPS	TOTAL HOMEMAKERS 71.6
DISPOSABLE DIAPERS/UNDERPANTS	FEMALE HOMEMAKERS 26.1
DISPOSABLE DIAPERS/UNDERPANTS	TOTAL HOMEMAKERS 27.9
DISPOSABLE PLATES	FEMALE HOMEMAKERS 23.0
DISPOSABLE PLATES	TOTAL HOMEMAKERS 22.8
DISPOSABLE RAZORS	MEN 16.7
DISPOSABLE RAZORS	WOMEN 16.1
DOCTOR VISITS	42.0
DOG BISCUITS OR TREATS	FEMALE HOMEMAKERS 15.3
DOG BISCUITS OR TREATS	TOTAL HOMEMAKERS 15.2
DOMESTIC DINNER/TABLE WINES	16.0
DRAIN/SEPTIC TANK CLEANERS	FEMALE HOMEMAKERS 15.4
DRAIN/SEPTIC TANK CLEANERS	TOTAL HOMEMAKERS 16.5
DRIED FRUIT	FEMALE HOMEMAKERS 17.7
DRIED FRUIT	TOTAL HOMEMAKERS 17.0
DRINK ADDITIVES & HOT COCOA (ADD MILK OR WATER)	FEMALE HOMEMAKERS 17.6

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DRINK ADDITIVES & HOT COCOA (ADD MILK OR WATER)	TOTAL HOMEMAKERS 17.0
DRY CAKE MIXES	FEMALE HOMEMAKERS 14.3
DRY CAKE MIXES	TOTAL HOMEMAKERS 14.0
DRY DISPOSABLE HOUSEHOLD WIPES	FEMALE HOMEMAKERS 16.6
DRY DISPOSABLE HOUSEHOLD WIPES	TOTAL HOMEMAKERS 17.1
DRY MILK	FEMALE HOMEMAKERS 18.5
DRY MILK	TOTAL HOMEMAKERS 18.3
DRY SOUP & BOUILLON	FEMALE HOMEMAKERS 16.4
DRY SOUP & BOUILLON	TOTAL HOMEMAKERS 16.6
EGG ALTERNATIVES	FEMALE HOMEMAKERS 16.2
EGG ALTERNATIVES	TOTAL HOMEMAKERS 16.8
EGGS	FEMALE HOMEMAKERS 16.8
EGGS	TOTAL HOMEMAKERS 17.2
ELECTRIC SHAVERS	MEN 14.5
ELECTRIC SHAVERS	WOMEN 15.1
ENERGY DRINKS	25.7
ENGLISH MUFFINS	FEMALE HOMEMAKERS 15.9
ENGLISH MUFFINS	TOTAL HOMEMAKERS 15.4
EVAPORATED/CONDENSED MILK	FEMALE HOMEMAKERS 17.2
EVAPORATED/CONDENSED MILK	TOTAL HOMEMAKERS 16.9
EXTRACTS	FEMALE HOMEMAKERS 14.6
EXTRACTS	TOTAL HOMEMAKERS 14.5
EYE LINER (WOMEN)	WOMEN 14.4
EYE SHADOW (WOMEN)	WOMEN 14.5
EYE WASH AND DROPS	27.2
FABRIC SOFTENERS	FEMALE HOMEMAKERS 14.2
FABRIC SOFTENERS	TOTAL HOMEMAKERS 14.3
FACIAL MOISTURIZERS (WOMEN)	WOMEN 26.3
FACIAL TISSUES	FEMALE HOMEMAKERS 14.8
FACIAL TISSUES	TOTAL HOMEMAKERS 14.8
FAMILY RESTAURANTS & STEAK HOUSES	15.5
FAST FOOD & DRIVE-IN RESTAURANTS	19.8
FEMININE HYGIENE DEODORANT/CLEANSING PRODUCTS	WOMEN 16.4
FEMININE HYGIENE DOUCHES (WOMEN)	WOMEN 18.0
FEMININE MEDICATED PRODUCTS (WOMEN)	WOMEN 14.7
FILM	19.6
FIRELOGS	FEMALE HOMEMAKERS 60.0
FIRELOGS	TOTAL HOMEMAKERS 61.7
FISH & SEAFOOD FRESH OR FROZEN	FEMALE HOMEMAKERS 26.6
FISH & SEAFOOD FRESH OR FROZEN	TOTAL HOMEMAKERS 26.4
FLAVORED & SEASONED RICE	FEMALE HOMEMAKERS 15.3
FLAVORED & SEASONED RICE	TOTAL HOMEMAKERS 15.3
FLAVORED ALCOHOLIC BEVERAGES/COOLERS	19.4
FLAVORED INSTANT COFFEE	FEMALE HOMEMAKERS 26.6
FLAVORED INSTANT COFFEE	TOTAL HOMEMAKERS 29.7
FLEA & TICK CARE PRODUCTS FOR DOGS & CATS	FEMALE HOMEMAKERS 16.3
FLEA & TICK CARE PRODUCTS FOR DOGS & CATS	TOTAL HOMEMAKERS 16.1
FLOOR CLEANER, WAX & POLISH	FEMALE HOMEMAKERS 14.1
FLOOR CLEANER, WAX & POLISH	TOTAL HOMEMAKERS 14.8
FLOUR	FEMALE HOMEMAKERS 13.1
FLOUR	TOTAL HOMEMAKERS 13.1
FOOD PREPARED FROM SCRATCH	FEMALE HOMEMAKERS 27.5
FOOD PREPARED FROM SCRATCH	TOTAL HOMEMAKERS 27.5
FOUNDATION MAKE-UP (WOMEN)	WOMEN 14.6
FRANKFURTERS & WIENERS	FEMALE HOMEMAKERS 14.7
FRANKFURTERS & WIENERS	TOTAL HOMEMAKERS 14.7
FRESH FRUIT & VEGETABLES	FEMALE HOMEMAKERS 96.8
FRESH FRUIT & VEGETABLES	TOTAL HOMEMAKERS 97.0
FRESH MILK	FEMALE HOMEMAKERS 18.3
FRESH MILK	TOTAL HOMEMAKERS 18.4
FROSTINGS	FEMALE HOMEMAKERS 13.9
FROSTINGS	TOTAL HOMEMAKERS 14.0
FROZEN BREADED CHICKEN	FEMALE HOMEMAKERS 17.9
FROZEN BREADED CHICKEN	TOTAL HOMEMAKERS 17.8
FROZEN BREAKFASTS	FEMALE HOMEMAKERS 15.4
FROZEN BREAKFASTS	TOTAL HOMEMAKERS 18.0
FROZEN COMPLETE DINNERS	FEMALE HOMEMAKERS 15.4
FROZEN COMPLETE DINNERS	TOTAL HOMEMAKERS 16.6

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
FROZEN CORN ON THE COB	FEMALE HOMEMAKERS 16.5
FROZEN CORN ON THE COB	TOTAL HOMEMAKERS 15.0
FROZEN DESSERTS	FEMALE HOMEMAKERS 13.7
FROZEN DESSERTS	TOTAL HOMEMAKERS 14.6
FROZEN GARLIC BREAD	FEMALE HOMEMAKERS 5.9
FROZEN GARLIC BREAD	TOTAL HOMEMAKERS 6.6
FROZEN HOT SNACKS	FEMALE HOMEMAKERS 19.8
FROZEN HOT SNACKS	TOTAL HOMEMAKERS 18.9
FROZEN MAIN COURSES	FEMALE HOMEMAKERS 17.6
FROZEN MAIN COURSES	TOTAL HOMEMAKERS 17.3
FROZEN ORANGE JUICE	FEMALE HOMEMAKERS 15.2
FROZEN ORANGE JUICE	TOTAL HOMEMAKERS 16.6
FROZEN PANCAKES/FRENCH TOAST	FEMALE HOMEMAKERS 16.2
FROZEN PANCAKES/FRENCH TOAST	TOTAL HOMEMAKERS 16.2
FROZEN PIZZA	FEMALE HOMEMAKERS 14.3
FROZEN PIZZA	TOTAL HOMEMAKERS 14.2
FROZEN POTATO PRODUCTS	FEMALE HOMEMAKERS 15.7
FROZEN POTATO PRODUCTS	TOTAL HOMEMAKERS 15.3
FROZEN SNACKS (NOT FROZEN YOGURT OR ICE CREAM)	FEMALE HOMEMAKERS 15.7
FROZEN SNACKS (NOT FROZEN YOGURT OR ICE CREAM)	TOTAL HOMEMAKERS 15.7
FROZEN VEGETABLES-PLAIN	FEMALE HOMEMAKERS 20.9
FROZEN VEGETABLES-PLAIN	TOTAL HOMEMAKERS 21.1
FROZEN VEGETABLES-PREPARED	FEMALE HOMEMAKERS 13.3
FROZEN VEGETABLES-PREPARED	TOTAL HOMEMAKERS 13.6
FROZEN WAFFLES	FEMALE HOMEMAKERS 17.6
FROZEN WAFFLES	TOTAL HOMEMAKERS 17.2
FROZEN YOGURT	FEMALE HOMEMAKERS 14.5
FROZEN YOGURT	TOTAL HOMEMAKERS 13.7
FURNITURE POLISH	FEMALE HOMEMAKERS 14.7
FURNITURE POLISH	TOTAL HOMEMAKERS 16.0
GASOLINE	81.0
GASOLINE ADDITIVES	18.7
GELATIN AND GELATIN DESSERTS	FEMALE HOMEMAKERS 12.8
GELATIN AND GELATIN DESSERTS	TOTAL HOMEMAKERS 13.1
GIN	20.4
GLASS AND SURFACE CLEANERS	FEMALE HOMEMAKERS 15.4
GLASS AND SURFACE CLEANERS	TOTAL HOMEMAKERS 15.1
GLUE	FEMALE HOMEMAKERS 13.5
GLUE	TOTAL HOMEMAKERS 14.0
GRAPEFRUIT JUICE	FEMALE HOMEMAKERS 17.5
GRAPEFRUIT JUICE	TOTAL HOMEMAKERS 18.2
GRATED CHEESE	FEMALE HOMEMAKERS 16.9
GRATED CHEESE	TOTAL HOMEMAKERS 15.8
GRAVY/SAUCE MIXES AND COOKING SAUCES	FEMALE HOMEMAKERS 13.8
GRAVY/SAUCE MIXES AND COOKING SAUCES	TOTAL HOMEMAKERS 13.4
GREETING CARDS	25.4
GROIN IRRITATION REMEDIES	18.6
GROUND COFFEE	FEMALE HOMEMAKERS 14.4
GROUND COFFEE	TOTAL HOMEMAKERS 14.9
HAIR COLORING PRODUCTS (FOR USE AT HOME)	MEN 18.8
HAIR COLORING PRODUCTS (FOR USE AT HOME)	WOMEN 17.4
HAIR CONDITIONERS (FOR USE AT HOME)	MEN 17.4
HAIR CONDITIONERS (FOR USE AT HOME)	WOMEN 16.4
HAIR CONDITIONING TREATMENT (FOR USE AT HOME)	MEN 21.4
HAIR CONDITIONING TREATMENT (FOR USE AT HOME)	WOMEN 22.8
HAIR GROWTH PRODUCTS	MEN 12.8
HAIR GROWTH PRODUCTS	WOMEN 16.4
HAIR MOUSSE	MEN 18.6
HAIR MOUSSE	WOMEN 15.9
HAIR SPRAYS (FOR USE AT HOME)	MEN 15.4
HAIR SPRAYS (FOR USE AT HOME)	WOMEN 14.3
HAIR STYLING GELS & LOTIONS	MEN 16.0
HAIR STYLING GELS & LOTIONS	WOMEN 14.1
HAIR TONIC OR DRESSING (MEN)	MEN 15.6
HAND & BODY CREAM, LOTION OR OIL	MEN 16.5
HAND & BODY CREAM, LOTION OR OIL	WOMEN 17.0
HARD ROLL CANDY	15.7
HEADACHE REMEDIES AND PAIN RELIEVERS (NONPRESCR.)	25.4

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
HEAVY DUTY HAND CLEANERS	FEMALE HOME MAKERS 29.3
HEAVY DUTY HAND CLEANERS	TOTAL HOME MAKERS 29.0
HEMORRHOID REMEDIES	20.2
HOME PERMANENTS AND RELAXERS (WOMEN)	WOMEN 17.7
HONEY	FEMALE HOME MAKERS 17.1
HONEY	TOTAL HOME MAKERS 16.5
HOUSEHOLD CLEANERS	FEMALE HOME MAKERS 14.4
HOUSEHOLD CLEANERS	TOTAL HOME MAKERS 14.6
ICE CREAM BARS, SANDWICHES & BON BONS	FEMALE HOME MAKERS 16.3
ICE CREAM BARS, SANDWICHES & BON BONS	TOTAL HOME MAKERS 16.0
ICE CREAM, ICE MILK & SHERBET	FEMALE HOME MAKERS 15.4
ICE CREAM, ICE MILK & SHERBET	TOTAL HOME MAKERS 15.6
IMPORTED BEER/ALE	19.3
IMPORTED DINNER/TABLE WINES	15.0
IN-BOWL TOILET BOWL CLEANERS	FEMALE HOME MAKERS 13.6
IN-BOWL TOILET BOWL CLEANERS	TOTAL HOME MAKERS 14.1
IN-HOME PREGNANCY TEST (WOMEN)	WOMEN 7.1
IN-TANK TOILET BOWL CLEANERS	FEMALE HOME MAKERS 13.2
IN-TANK TOILET BOWL CLEANERS	TOTAL HOME MAKERS 13.1
INDIGESTION AIDS & UPSET STOMACH REMEDIES	22.6
INDIVIDUAL BIG BLOCK/THICK BAR CANDY	9.8
INDIVIDUAL REGULAR SIZE CANDY	17.7
INDOOR INSECTICIDES	FEMALE HOME MAKERS 13.4
INDOOR INSECTICIDES	TOTAL HOME MAKERS 14.0
INDOOR PLANT FOOD	FEMALE HOME MAKERS 12.7
INDOOR PLANT FOOD	TOTAL HOME MAKERS 13.9
INFANT CEREAL	FEMALE HOME MAKERS 18.1
INFANT CEREAL	TOTAL HOME MAKERS 17.2
INSECT REPELLENTS	FEMALE HOME MAKERS 19.7
INSECT REPELLENTS	TOTAL HOME MAKERS 19.4
INSTANT BREAKFAST	FEMALE HOME MAKERS 17.1
INSTANT BREAKFAST	TOTAL HOME MAKERS 22.8
INSTANT ICED TEA MIX	FEMALE HOME MAKERS 16.4
INSTANT ICED TEA MIX	TOTAL HOME MAKERS 17.4
INSTANT OR FREEZE-DRIED COFFEE	FEMALE HOME MAKERS 17.7
INSTANT OR FREEZE-DRIED COFFEE	TOTAL HOME MAKERS 16.1
IRISH WHISKEY	12.0
JAMS & JELLIES	FEMALE HOME MAKERS 14.1
JAMS & JELLIES	TOTAL HOME MAKERS 14.0
KETCHUP/CATSUP	FEMALE HOME MAKERS 15.7
KETCHUP/CATSUP	TOTAL HOME MAKERS 15.5
LACTOSE INTOLERANCE PRODUCTS	73.4
LAUNDRY PRE-TREATMENTS & STAIN REMOVERS	FEMALE HOME MAKERS 14.8
LAUNDRY PRE-TREATMENTS & STAIN REMOVERS	TOTAL HOME MAKERS 14.7
LAXATIVES	23.9
LEATHER AND VINYL PROTECTANTS	16.9
LIGHT BULBS	FEMALE HOME MAKERS 14.4
LIGHT BULBS	TOTAL HOME MAKERS 14.3
LIGHTERS	59.5
LIP CARE	17.6
LIPSTICK & LIP GLOSS (WOMEN)	WOMEN 25.6
LIQUID BABY BATH	FEMALE HOME MAKERS 13.6
LIQUID BABY BATH	TOTAL HOME MAKERS 13.8
LIQUID SOAPS/HAND SANITIZERS	MEN 52.2
LIQUID SOAPS/HAND SANITIZERS	WOMEN 57.7
LIVER SAUSAGE (LIVERWURST)	FEMALE HOME MAKERS 18.9
LIVER SAUSAGE (LIVERWURST)	TOTAL HOME MAKERS 17.0
LOOSE FACE POWDER (WOMEN)	WOMEN 15.3
LOTTERY	24.0
LOW CALORIE DOMESTIC BEER	21.3
LOW/NO ALCOHOL BEER	17.5
LUGGAGE	12.5
LUNCH COMBINATIONS/KITS	FEMALE HOME MAKERS 27.0
LUNCH COMBINATIONS/KITS	TOTAL HOME MAKERS 26.3
MALT LIQUOR	23.6

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
MARGARINE	FEMALE HOME MAKERS 14.8
MARGARINE	TOTAL HOME MAKERS 14.6
MASCARA (WOMEN)	WOMEN 14.3
MAYONNAISE AND MAYONNAISE TYPE SALAD DRESSING	FEMALE HOME MAKERS 15.9
MAYONNAISE AND MAYONNAISE TYPE SALAD DRESSING	TOTAL HOME MAKERS 15.4
MEAL/DIETARY SUPPLEMENTS	18.7
MEAT SNACKS	FEMALE HOME MAKERS 16.9
MEAT SNACKS	TOTAL HOME MAKERS 16.0
MEDICATED SKIN OINTMENTS	MEN 28.2
MEDICATED SKIN OINTMENTS	WOMEN 27.9
MEDICATED THROAT REMEDIES	15.3
MEXICAN FOODS	FEMALE HOME MAKERS 15.5
MEXICAN FOODS	TOTAL HOME MAKERS 15.3
MICROWAVE USAGE	FEMALE HOME MAKERS 63.9
MICROWAVE USAGE	TOTAL HOME MAKERS 63.1
MINTS	16.7
MIXED DRINKS	22.8
MOTOR OIL	37.8
MOTOR OIL ADDITIVES	18.7
MOUTHWASH	15.0
MUSTARD	FEMALE HOME MAKERS 15.9
MUSTARD	TOTAL HOME MAKERS 15.7
NAIL CARE PRODUCTS & POLISH (WOMEN)	WOMEN 15.7
NAIL POLISH REMOVER (WOMEN)	WOMEN 17.2
NASAL SPRAYS	24.6
NATURAL OR IMPORTED CHEESE	FEMALE HOME MAKERS 14.7
NATURAL OR IMPORTED CHEESE	TOTAL HOME MAKERS 14.4
NECTARS	FEMALE HOME MAKERS 9.7
NECTARS	TOTAL HOME MAKERS 9.5
NO BAKE CAKES/PIES	FEMALE HOME MAKERS 7.0
NO BAKE CAKES/PIES	TOTAL HOME MAKERS 7.0
NON-DAIRY CREAM SUBSTITUTES	FEMALE HOME MAKERS 16.7
NON-DAIRY CREAM SUBSTITUTES	TOTAL HOME MAKERS 16.2
NUTRITION/ENERGY BARS	FEMALE HOME MAKERS 28.7
NUTRITION/ENERGY BARS	TOTAL HOME MAKERS 28.9
NUTS	17.4
NUTS FOR COOKING	FEMALE HOME MAKERS 16.1
NUTS FOR COOKING	TOTAL HOME MAKERS 16.2
OIL FILTERS	12.8
OLIVES	FEMALE HOME MAKERS 15.4
OLIVES	TOTAL HOME MAKERS 14.7
ORANGE JUICE NOT FROZEN	FEMALE HOME MAKERS 15.9
ORANGE JUICE NOT FROZEN	TOTAL HOME MAKERS 15.4
OTHER BREAD PRODUCTS	FEMALE HOME MAKERS 14.9
OTHER BREAD PRODUCTS	TOTAL HOME MAKERS 15.3
OTHER DIET SOFT DRINKS, NOT COLAS	18.6
OTHER FRUIT JUICES & DRINKS	FEMALE HOME MAKERS 17.3
OTHER FRUIT JUICES & DRINKS	TOTAL HOME MAKERS 17.3
OTHER MEAT FRESH/FROZEN	FEMALE HOME MAKERS 24.4
OTHER MEAT FRESH/FROZEN	TOTAL HOME MAKERS 24.8
OTHER REGULAR CARBONATED SOFT DRINKS	21.0
OUTDOOR INSECTICIDES	FEMALE HOME MAKERS 12.0
OUTDOOR INSECTICIDES	TOTAL HOME MAKERS 12.6
OVEN CLEANERS	FEMALE HOME MAKERS 14.3
OVEN CLEANERS	TOTAL HOME MAKERS 14.8
OVEN COOKING BAGS	FEMALE HOME MAKERS 52.4
OVEN COOKING BAGS	TOTAL HOME MAKERS 50.9
PACKAGED DRY CAT FOOD	FEMALE HOME MAKERS 19.4
PACKAGED DRY CAT FOOD	TOTAL HOME MAKERS 18.9
PACKAGED DRY DOG FOOD	FEMALE HOME MAKERS 50.0
PACKAGED DRY DOG FOOD	TOTAL HOME MAKERS 49.6
PACKAGED INSTANT POTATOES	FEMALE HOME MAKERS 14.4
PACKAGED INSTANT POTATOES	TOTAL HOME MAKERS 14.6
PACKAGED MOIST CAT FOOD	FEMALE HOME MAKERS 13.8
PACKAGED MOIST CAT FOOD	TOTAL HOME MAKERS 13.8
PACKAGED MOIST DOG FOOD	FEMALE HOME MAKERS 13.6
PACKAGED MOIST DOG FOOD	TOTAL HOME MAKERS 13.5

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
PACKAGED PASTA SALADS	FEMALE HOMEMAKERS 11.9
PACKAGED PASTA SALADS	TOTAL HOMEMAKERS 12.7
PACKAGED PASTA SALADS	FEMALE HOMEMAKERS 16.4
PACKAGED PASTA SALADS	TOTAL HOMEMAKERS 15.9
PACKAGED, FROZEN, REFRIGERATED PASTA	FEMALE HOMEMAKERS 14.8
PACKAGED, FROZEN, REFRIGERATED PASTA	TOTAL HOMEMAKERS 15.8
PACKAGES OF MINIATURE CANDY	16.5
PAIN RELIEVERS & FEVER REDUCERS FOR CHILDREN	FEMALE HOMEMAKERS 14.3
PAIN RELIEVERS & FEVER REDUCERS FOR CHILDREN	TOTAL HOMEMAKERS 14.5
PAIN RELIEVING RUBS, LIQUIDS & PATCHES (NONPRESCR.)	20.7
PAINT/STAIN	18.3
PANTILINERS (WOMEN)	WOMEN 36.6
PAPER NAPKINS	FEMALE HOMEMAKERS 16.7
PAPER NAPKINS	TOTAL HOMEMAKERS 16.7
PAPER TOWELS	FEMALE HOMEMAKERS 14.8
PAPER TOWELS	TOTAL HOMEMAKERS 14.8
PEANUT BUTTER	FEMALE HOMEMAKERS 17.5
PEANUT BUTTER	TOTAL HOMEMAKERS 16.3
PECTINS	FEMALE HOMEMAKERS 8.4
PECTINS	TOTAL HOMEMAKERS 8.7
PERFUME AND COLOGNE FOR WOMEN	WOMEN 15.2
PERSONAL CARE SOAPS - BAR	MEN 70.2
PERSONAL CARE SOAPS - BAR	WOMEN 69.9
PICKLE RELISH	FEMALE HOMEMAKERS 11.5
PICKLE RELISH	TOTAL HOMEMAKERS 12.6
PICKLES	FEMALE HOMEMAKERS 15.8
PICKLES	TOTAL HOMEMAKERS 15.4
PIZZA MIXES AND SAUCES	FEMALE HOMEMAKERS 16.8
PIZZA MIXES AND SAUCES	TOTAL HOMEMAKERS 14.8
PIZZA SHELLS/CRUSTS	FEMALE HOMEMAKERS 12.5
PIZZA SHELLS/CRUSTS	TOTAL HOMEMAKERS 12.8
PLASTIC DISPOSABLE CONTAINERS (not bags)	FEMALE HOMEMAKERS 39.7
PLASTIC DISPOSABLE CONTAINERS (not bags)	TOTAL HOMEMAKERS 40.0
PLASTIC GARBAGE BAGS & TRASH CAN LINERS	FEMALE HOMEMAKERS 20.5
PLASTIC GARBAGE BAGS & TRASH CAN LINERS	TOTAL HOMEMAKERS 20.0
PLASTIC SANDWICH/FOOD STORAGE/FREEZER BAGS	FEMALE HOMEMAKERS 30.5
PLASTIC SANDWICH/FOOD STORAGE/FREEZER BAGS	TOTAL HOMEMAKERS 30.6
PLASTIC-TYPE KITCHEN WRAP	FEMALE HOMEMAKERS 24.9
PLASTIC-TYPE KITCHEN WRAP	TOTAL HOMEMAKERS 24.9
POPPING CORN & POPCORN SNACKS	FEMALE HOMEMAKERS 14.7
POPPING CORN & POPCORN SNACKS	TOTAL HOMEMAKERS 14.4
POPULAR DOMESTIC BEER/ALE	26.4
PORT, SHERRY & DESSERT WINES	17.3
POTATO CHIPS	FEMALE HOMEMAKERS 14.8
POTATO CHIPS	TOTAL HOMEMAKERS 14.6
POWDERED FRUIT & SOFT DRINKS	FEMALE HOMEMAKERS 21.0
POWDERED FRUIT & SOFT DRINKS	TOTAL HOMEMAKERS 21.9
PRE-MENSTRUAL OR PERIOD PAIN REMEDIES (WOMEN)	WOMEN 22.6
PRE-MOISTENED BABY WIPES	FEMALE HOMEMAKERS 27.9
PRE-MOISTENED BABY WIPES	TOTAL HOMEMAKERS 28.1
PRE-MOISTENED HOUSEHOLD WIPES	FEMALE HOMEMAKERS 18.8
PRE-MOISTENED HOUSEHOLD WIPES	TOTAL HOMEMAKERS 18.3
PRE-RECORDED AUDIO TAPES & COMPACT DISCS	76.2
PREMIUM DOMESTIC BEER/ALE	24.9
PREPACKAGED LOOSE CANDY	16.7
PREPARED DINNERS FOR CHILDREN	FEMALE HOMEMAKERS 17.4
PREPARED DINNERS FOR CHILDREN	TOTAL HOMEMAKERS 17.0
PREPARED INFANT FORMULA	FEMALE HOMEMAKERS 24.8
PREPARED INFANT FORMULA	TOTAL HOMEMAKERS 24.7
PREPARED MIXED DRINKS WITH LIQUOR	15.0
PREPARED MIXED DRINKS WITHOUT LIQUOR	21.1
PRESSED POWDER (WOMEN)	WOMEN 14.2
PRETZELS	FEMALE HOMEMAKERS 14.5
PRETZELS	TOTAL HOMEMAKERS 15.1
PROFESSIONAL EXTERMINATORS	22.3
PUDDINGS & PIE FILLINGS	FEMALE HOMEMAKERS 15.6
PUDDINGS & PIE FILLINGS	TOTAL HOMEMAKERS 15.8
RAZOR BLADES	MEN 18.2
RAZOR BLADES	WOMEN 13.6

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
READY TO DRINK ICED CAPPUCCINO/ESPRESSO	FEMALE HOMEMAKERS 14.3
READY TO DRINK ICED CAPPUCCINO/ESPRESSO	TOTAL HOMEMAKERS 19.7
READY TO DRINK ICED TEA	17.9
READY TO EAT DOUGHNUTS	FEMALE HOMEMAKERS 14.5
READY TO EAT DOUGHNUTS	TOTAL HOMEMAKERS 15.2
READY TO EAT MUFFINS	FEMALE HOMEMAKERS 13.7
READY TO EAT MUFFINS	TOTAL HOMEMAKERS 13.1
READY TO EAT SWEET ROLLS & PASTRIES	FEMALE HOMEMAKERS 15.4
READY TO EAT SWEET ROLLS & PASTRIES	TOTAL HOMEMAKERS 15.7
READY TO SERVE DIPS	FEMALE HOMEMAKERS 16.1
READY TO SERVE DIPS	TOTAL HOMEMAKERS 14.9
REFRIGERATED/FROZEN BREAD AND DOUGH PRODUCTS	FEMALE HOMEMAKERS 15.9
REFRIGERATED/FROZEN BREAD AND DOUGH PRODUCTS	TOTAL HOMEMAKERS 15.8
REGULAR COLA DRINKS, NOT DIET	20.3
REGULAR DOMESTIC BEER/ALE	26.6
REGULAR TEA	FEMALE HOMEMAKERS 15.4
REGULAR TEA	TOTAL HOMEMAKERS 15.6
RICE	FEMALE HOMEMAKERS 16.6
RICE	TOTAL HOMEMAKERS 16.8
RICE CAKES	FEMALE HOMEMAKERS 15.4
RICE CAKES	TOTAL HOMEMAKERS 14.5
RUBBER GLOVES	FEMALE HOMEMAKERS 15.5
RUBBER GLOVES	TOTAL HOMEMAKERS 16.5
RUM	16.3
RYE OR BLENDED WHISKEY	18.4
SALAD DRESSING	FEMALE HOMEMAKERS 16.5
SALAD DRESSING	TOTAL HOMEMAKERS 16.7
SALAD OR COOKING OIL	FEMALE HOMEMAKERS 16.6
SALAD OR COOKING OIL	TOTAL HOMEMAKERS 16.9
SALAD TOPPINGS	FEMALE HOMEMAKERS 13.6
SALAD TOPPINGS	TOTAL HOMEMAKERS 14.4
SALSA OR PICANTE SAUCE	FEMALE HOMEMAKERS 6.7
SALSA OR PICANTE SAUCE	TOTAL HOMEMAKERS 7.1
SALT	FEMALE HOMEMAKERS 16.2
SALT	TOTAL HOMEMAKERS 15.5
SALT ALTERNATIVES	FEMALE HOMEMAKERS 13.3
SALT ALTERNATIVES	TOTAL HOMEMAKERS 13.9
SANTITARY NAPKINS (WOMEN)	WOMEN 34.7
SAUSAGE	FEMALE HOMEMAKERS 17.1
SAUSAGE	TOTAL HOMEMAKERS 17.4
SCOTCH WHISKY	19.3
SCOURING CLEANSERS	FEMALE HOMEMAKERS 19.5
SCOURING CLEANSERS	TOTAL HOMEMAKERS 19.1
SCOURING PADS	FEMALE HOMEMAKERS 15.0
SCOURING PADS	TOTAL HOMEMAKERS 15.9
SEASONINGS & SPICES	FEMALE HOMEMAKERS 13.4
SEASONINGS & SPICES	TOTAL HOMEMAKERS 13.6
SHAMPOO (FOR USE AT HOME)	MEN 16.4
SHAMPOO (FOR USE AT HOME)	WOMEN 16.0
SHAVING CREAMS OR GELS	MEN 16.8
SHAVING CREAMS OR GELS	WOMEN 16.6
SHOCK ABSORBERS/STRUTS	15.0
SHOE POLISH	12.3
SHORTENING	FEMALE HOMEMAKERS 13.9
SHORTENING	TOTAL HOMEMAKERS 13.2
SLEEPING TABLETS (NONPRESCRIPTION)	23.1
SNACK CAKES	FEMALE HOMEMAKERS 15.4
SNACK CAKES	TOTAL HOMEMAKERS 15.4
SNACK MIXES	14.7
SOAP & DETERGENTS FOR FINE FABRICS	FEMALE HOMEMAKERS 14.7
SOAP & DETERGENTS FOR FINE FABRICS	TOTAL HOMEMAKERS 15.5
SOAP & DETERGENTS FOR REGULAR LAUNDRY	FEMALE HOMEMAKERS 13.7
SOAP & DETERGENTS FOR REGULAR LAUNDRY	TOTAL HOMEMAKERS 13.9
SOAP FOR BABY	FEMALE HOMEMAKERS 14.9
SOAP FOR BABY	TOTAL HOMEMAKERS 15.0
SOUR CREAM	FEMALE HOMEMAKERS 16.2
SOUR CREAM	TOTAL HOMEMAKERS 15.9
SOY MILK	FEMALE HOMEMAKERS 20.4
SOY MILK	TOTAL HOMEMAKERS 18.4

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SOY SAUCE	FEMALE HOME MAKERS 16.5
SOY SAUCE	TOTAL HOME MAKERS 16.6
SPAGHETTI/PASTA SAUCE	FEMALE HOME MAKERS 14.2
SPAGHETTI/PASTA SAUCE	TOTAL HOME MAKERS 14.2
SPARK PLUGS	15.9
SPORTS DRINKS/THIRST QUENCHERS	19.6
SPRAY NON-STICK COOKING PRODUCTS	FEMALE HOME MAKERS 15.6
SPRAY NON-STICK COOKING PRODUCTS	TOTAL HOME MAKERS 14.4
SPRAY STARCH	FEMALE HOME MAKERS 18.3
SPRAY STARCH	TOTAL HOME MAKERS 17.6
SPREAD CHEESE/CHEESE SAUCE	FEMALE HOME MAKERS 14.4
SPREAD CHEESE/CHEESE SAUCE	TOTAL HOME MAKERS 14.8
STIMULANTS (NONPRESCRIPTION)	26.5
STOCKINGS & PANTYHOSE	WOMEN 24.6
STUFFING MIXES AND STUFFING PRODUCTS	FEMALE HOME MAKERS 16.4
STUFFING MIXES AND STUFFING PRODUCTS	TOTAL HOME MAKERS 16.2
SUGAR	FEMALE HOME MAKERS 15.2
SUGAR	TOTAL HOME MAKERS 15.2
SUNBURN REMEDIES	18.8
SUNTAN & SUNSCREEN PRODUCTS	20.7
SUPER PREMIUM DOMESTIC BEER/ALE	18.3
TABLE SYRUP & MOLLASSES	FEMALE HOME MAKERS 15.4
TABLE SYRUP & MOLLASSES	TOTAL HOME MAKERS 16.0
TAMPONS (WOMEN)	WOMEN 25.8
TEETHING REMEDIES	FEMALE HOME MAKERS 15.5
TEETHING REMEDIES	TOTAL HOME MAKERS 15.8
TEQUILLA	16.7
TIRE CARE	16.6
TIRES	12.7
TOASTER PRODUCTS	FEMALE HOME MAKERS 13.9
TOASTER PRODUCTS	TOTAL HOME MAKERS 14.4
TOILET PAPER	FEMALE HOME MAKERS 17.5
TOILET PAPER	TOTAL HOME MAKERS 17.5
TOMATO AND VEGETABLE JUICES	FEMALE HOME MAKERS 18.9
TOMATO AND VEGETABLE JUICES	TOTAL HOME MAKERS 18.7
TOOTH WHITENERS (not toothpaste)	15.6
TOOTHACHE, GUM & CANKER/COLD SORE REMEDIES	20.6
TOOTHBRUSHES	29.8
TOOTHPASTE	24.8
TOTAL BEER/ALE	27.3
VEGETARIAN FROZEN BURGERS	FEMALE HOME MAKERS 18.7
VEGETARIAN FROZEN BURGERS	TOTAL HOME MAKERS 16.8
VERMOUTH	17.3
VINEGAR	FEMALE HOME MAKERS 17.9
VINEGAR	TOTAL HOME MAKERS 16.0
VITAMIN AND DIETARY SUPPLEMENTS	43.6
VITAMINS FOR CHILDREN	FEMALE HOME MAKERS 24.5
VITAMINS FOR CHILDREN	TOTAL HOME MAKERS 24.3
VODKA	20.5
WAFFLE OR PANCAKE MIX	FEMALE HOME MAKERS 15.3
WAFFLE OR PANCAKE MIX	TOTAL HOME MAKERS 15.6
WART & CORN REMOVERS	17.2
WATER SOFTENING SALTS	FEMALE HOME MAKERS 15.0
WATER SOFTENING SALTS	TOTAL HOME MAKERS 14.7
WAXED PAPER	FEMALE HOME MAKERS 36.9
WAXED PAPER	TOTAL HOME MAKERS 37.0
WHIPPED TOPPING	FEMALE HOME MAKERS 14.5
WHIPPED TOPPING	TOTAL HOME MAKERS 14.2
WHOLE COFFEE BEANS	FEMALE HOME MAKERS 14.6
WHOLE COFFEE BEANS	TOTAL HOME MAKERS 13.9
WINDSHIELD WIPERS	16.0
YEAST	FEMALE HOME MAKERS 14.2
YEAST	TOTAL HOME MAKERS 12.9
YOGURT	FEMALE HOME MAKERS 15.0
YOGURT	TOTAL HOME MAKERS 15.1