

## 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	16.2
AFTERSHAVE LOTION & COLOGNE FOR MEN	MEN 14.9
AIR FILTERS	13.9
AIR FRESHENERS, CARPET & ROOM DEODORIZERS	FEMALE HOMEOWNERS 14.8
AIR FRESHENERS, CARPET & ROOM DEODORIZERS	TOTAL HOMEOWNERS 15.1
ALUMINUM FOIL	FEMALE HOMEOWNERS 25.0
ALUMINUM FOIL	TOTAL HOMEOWNERS 27.7
AMERICAN PASTEURIZED PROCESSED CHEESE	FEMALE HOMEOWNERS 15.5
AMERICAN PASTEURIZED PROCESSED CHEESE	TOTAL HOMEOWNERS 15.6
ANTI-FREEZE/COOLANT	14.2
ARTIFICIAL SWEETENERS	19.4
ATHLETE'S FOOT/FOOT CARE PRODUCTS	22.1
AUTOMATIC DISHWASHER DETERGENT	FEMALE HOMEOWNERS 12.8
AUTOMATIC DISHWASHER DETERGENT	TOTAL HOMEOWNERS 13.3
BABY FOODS	FEMALE HOMEOWNERS 31.7
BABY FOODS	TOTAL HOMEOWNERS 32.1
BABY LOTION	FEMALE HOMEOWNERS 15.0
BABY LOTION	TOTAL HOMEOWNERS 15.1
BABY NURSERS	FEMALE HOMEOWNERS 15.0
BABY NURSERS	TOTAL HOMEOWNERS 16.2
BABY OIL	FEMALE HOMEOWNERS 12.6
BABY OIL	TOTAL HOMEOWNERS 13.3
BABY OINTMENTS	FEMALE HOMEOWNERS 19.3
BABY OINTMENTS	TOTAL HOMEOWNERS 19.4
BABY POWDER	FEMALE HOMEOWNERS 23.5
BABY POWDER	TOTAL HOMEOWNERS 22.8
BABY SHAMPOO	FEMALE HOMEOWNERS 13.8
BABY SHAMPOO	TOTAL HOMEOWNERS 14.5
BACON AND BREAKFAST STRIPS	FEMALE HOMEOWNERS 13.5
BACON AND BREAKFAST STRIPS	TOTAL HOMEOWNERS 13.6
BAGELS	FEMALE HOMEOWNERS 15.7
BAGELS	TOTAL HOMEOWNERS 16.0
BAKING CHIPS	FEMALE HOMEOWNERS 14.3
BAKING CHIPS	TOTAL HOMEOWNERS 13.5
BAKING COCONUT	FEMALE HOMEOWNERS 9.5
BAKING COCONUT	TOTAL HOMEOWNERS 10.0
BAKING MIXES (EXCLUDING CAKE MIXES)	FEMALE HOMEOWNERS 13.1
BAKING MIXES (EXCLUDING CAKE MIXES)	TOTAL HOMEOWNERS 13.4
BAKING POWDER AND SODA	FEMALE HOMEOWNERS 14.8
BAKING POWDER AND SODA	TOTAL HOMEOWNERS 14.3
BAR BAKING CHOCOLATE	FEMALE HOMEOWNERS 12.7
BAR BAKING CHOCOLATE	TOTAL HOMEOWNERS 12.5
BATH/SHOWER ADDITIVES (WOMEN)	WOMEN 14.5
BATTERIES	53.7
BEEF FRESH/FROZEN	FEMALE HOMEOWNERS 41.9
BEEF FRESH/FROZEN	TOTAL HOMEOWNERS 41.9
BLANK AUDIO TAPES	47.7
BLANK RECORDABLE CD'S/DVD'S	138.8
BLANK VIDEO TAPES	24.2
BLEACH	FEMALE HOMEOWNERS 14.4
BLEACH	TOTAL HOMEOWNERS 14.4
BLEACH AND DEPILATORIES	WOMEN 15.9
BLUSHER (WOMEN)	WOMEN 14.2
BODY POWDER	15.4
BODY WASH/SHOWER GEL	MEN 67.9
BODY WASH/SHOWER GEL	WOMEN 65.7
BOOKS	49.4
BOTTLED BARBECUE & SEASONING SAUCES	FEMALE HOMEOWNERS 13.2
BOTTLED BARBECUE & SEASONING SAUCES	TOTAL HOMEOWNERS 13.4
BOTTLED WATER & SELTZER	23.1
BOURBON	19.6
BOXED CHOCOLATES	17.0
BRANDY	21.5
BREAD	FEMALE HOMEOWNERS 16.8
BREAD	TOTAL HOMEOWNERS 17.2
BREAD CRUMBS & COATING MIXES	FEMALE HOMEOWNERS 12.9
BREAD CRUMBS & COATING MIXES	TOTAL HOMEOWNERS 13.0
BREAKFAST CEREALS (COLD)	FEMALE HOMEOWNERS 15.8

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
BREAKFAST CEREALS (COLD)	TOTAL HOMEMAKERS 15.8
BREAKFAST CEREALS (HOT)	FEMALE HOMEMAKERS 13.9
BREAKFAST CEREALS (HOT)	TOTAL HOMEMAKERS 14.2
BREAKFAST/GRANOLA/FRUIT BARS & SNACKS	FEMALE HOMEMAKERS 21.6
BREAKFAST/GRANOLA/FRUIT BARS & SNACKS	TOTAL HOMEMAKERS 21.7
BREATH FRESHENERS	16.5
BROWNIE & COOKIE MIXES	FEMALE HOMEMAKERS 14.9
BROWNIE & COOKIE MIXES	TOTAL HOMEMAKERS 14.8
BUTTER	FEMALE HOMEMAKERS 14.4
BUTTER	TOTAL HOMEMAKERS 15.2
BUTTER ALTERNATIVES	FEMALE HOMEMAKERS 16.7
BUTTER ALTERNATIVES	TOTAL HOMEMAKERS 14.1
CANADIAN WHISKY	26.8
CANNED BEANS WITH SAUCE	FEMALE HOMEMAKERS 14.1
CANNED BEANS WITH SAUCE	TOTAL HOMEMAKERS 15.1
CANNED CAT FOOD	FEMALE HOMEMAKERS 16.5
CANNED CAT FOOD	TOTAL HOMEMAKERS 16.6
CANNED CHICKEN	FEMALE HOMEMAKERS 14.9
CANNED CHICKEN	TOTAL HOMEMAKERS 14.0
CANNED DOG FOOD	FEMALE HOMEMAKERS 15.5
CANNED DOG FOOD	TOTAL HOMEMAKERS 15.5
CANNED MEATS	FEMALE HOMEMAKERS 14.0
CANNED MEATS	TOTAL HOMEMAKERS 14.6
CANNED OR JARRED FRUIT	FEMALE HOMEMAKERS 15.8
CANNED OR JARRED FRUIT	TOTAL HOMEMAKERS 15.9
CANNED OR JARRED MUSHROOMS	FEMALE HOMEMAKERS 12.6
CANNED OR JARRED MUSHROOMS	TOTAL HOMEMAKERS 12.8
CANNED OR JARRED SOUP	FEMALE HOMEMAKERS 14.4
CANNED OR JARRED SOUP	TOTAL HOMEMAKERS 14.6
CANNED OR JARRED SPAGHETTI & MACARONI	FEMALE HOMEMAKERS 15.3
CANNED OR JARRED SPAGHETTI & MACARONI	TOTAL HOMEMAKERS 14.5
CANNED OR JARRED VEGETABLES	FEMALE HOMEMAKERS 27.8
CANNED OR JARRED VEGETABLES	TOTAL HOMEMAKERS 27.8
CANNED STEWS	FEMALE HOMEMAKERS 15.2
CANNED STEWS	TOTAL HOMEMAKERS 14.4
CANNED TOMATOES	FEMALE HOMEMAKERS 15.8
CANNED TOMATOES	TOTAL HOMEMAKERS 16.0
CANNED TUNA	FEMALE HOMEMAKERS 14.2
CANNED TUNA	TOTAL HOMEMAKERS 14.2
CAR RENTAL - BUSINESS USE	18.5
CAR RENTAL - PERSONAL USE	15.8
CAR WAX & POLISH	21.3
CARPET AND RUG CLEANERS	FEMALE HOMEMAKERS 13.6
CARPET AND RUG CLEANERS	TOTAL HOMEMAKERS 14.4
CAT LITTER	FEMALE HOMEMAKERS 44.7
CAT LITTER	TOTAL HOMEMAKERS 47.2
CAT TREATS	FEMALE HOMEMAKERS 12.2
CAT TREATS	TOTAL HOMEMAKERS 13.5
CELLOPHANE & TRANSPARENT TAPE	FEMALE HOMEMAKERS 11.7
CELLOPHANE & TRANSPARENT TAPE	TOTAL HOMEMAKERS 11.7
CENTS OFF COUPONS	FEMALE HOMEMAKERS 31.6
CENTS OFF COUPONS	TOTAL HOMEMAKERS 32.2
CHAMPAGNE, COLD DUCK & SPARKLING WINES	15.3
CHARCOAL	FEMALE HOMEMAKERS 15.0
CHARCOAL	TOTAL HOMEMAKERS 17.4
CHARCOAL LIGHTER FLUID	FEMALE HOMEMAKERS 12.9
CHARCOAL LIGHTER FLUID	TOTAL HOMEMAKERS 13.7
CHEWING AND SMOKELESS TOBACCO	MEN 22.0
CHEWING GUM	16.6
CHICKEN & TURKEY FRESH OR FROZEN	FEMALE HOMEMAKERS 34.6
CHICKEN & TURKEY FRESH OR FROZEN	TOTAL HOMEMAKERS 34.4
CHILDREN'S COLD TABLETS & LIQUIDS	FEMALE HOMEMAKERS 15.3
CHILDREN'S COLD TABLETS & LIQUIDS	TOTAL HOMEMAKERS 15.0
CHILDREN'S COUGH SYRUP	FEMALE HOMEMAKERS 14.6
CHILDREN'S COUGH SYRUP	TOTAL HOMEMAKERS 14.8
CHILDREN'S SHOES	FEMALE HOMEMAKERS 15.9
CHILDREN'S SHOES	TOTAL HOMEMAKERS 16.1
CHILI	FEMALE HOMEMAKERS 13.5
CHILI	TOTAL HOMEMAKERS 13.7

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
CIGARETTE ROLLING PAPERS	12.5
CIGARETTES	22.0
CIGARS	23.9
MEN	23.9
COCOA POWDER (for baking)	FEMALE HOMEMAKERS 13.7
COCOA POWDER (for baking)	TOTAL HOMEMAKERS 13.4
COGNAC	19.5
COLD CUTS	FEMALE HOMEMAKERS 14.6
COLD CUTS	TOTAL HOMEMAKERS 14.5
COLD, SINUS AND ALLERGY REMEDIES (NONPRESCR.)	22.4
COMPLETE PACKAGED PREPARED DISHES & DINNER MIXES	FEMALE HOMEMAKERS 15.7
COMPLETE PACKAGED PREPARED DISHES & DINNER MIXES	TOTAL HOMEMAKERS 15.6
COMPLEXION CARE PRODUCTS	MEN 32.9
COMPLEXION CARE PRODUCTS	WOMEN 31.4
CONTACT LENS CLEANING/WETTING SOLUTIONS	65.2
COOKED HAMS	FEMALE HOMEMAKERS 13.5
COOKED HAMS	TOTAL HOMEMAKERS 13.3
COOKIES (READY TO EAT)	FEMALE HOMEMAKERS 14.9
COOKIES (READY TO EAT)	TOTAL HOMEMAKERS 15.0
CORDIALS & LIQUEURS	18.4
CORN & TORTILLA CHIPS & CHEESE SNACKS	FEMALE HOMEMAKERS 15.7
CORN & TORTILLA CHIPS & CHEESE SNACKS	TOTAL HOMEMAKERS 15.8
CORNISH HENS	FEMALE HOMEMAKERS 11.0
CORNISH HENS	TOTAL HOMEMAKERS 11.6
CORNMEAL	FEMALE HOMEMAKERS 11.7
CORNMEAL	TOTAL HOMEMAKERS 12.2
COTTAGE CHEESE	FEMALE HOMEMAKERS 5.9
COTTAGE CHEESE	TOTAL HOMEMAKERS 6.2
COTTON SWABS	FEMALE HOMEMAKERS 16.3
COTTON SWABS	TOTAL HOMEMAKERS 16.4
COUGH DROPS (NONPRESCRIPTION)	20.7
COUGH SYRUP (NONPRESCRIPTION)	18.8
CRACKERS	FEMALE HOMEMAKERS 14.3
CRACKERS	TOTAL HOMEMAKERS 14.1
CREAM CHEESE	FEMALE HOMEMAKERS 15.5
CREAM CHEESE	TOTAL HOMEMAKERS 14.7
DENTAL FLOSS	29.2
DENTAL RINSE	15.6
DENTURE ADHESIVES & FIXATIVES	20.3
DENTURE CLEANERS	20.4
DEODORANTS AND ANTIPERSPIRANTS	MEN 23.8
DEODORANTS AND ANTIPERSPIRANTS	WOMEN 23.4
DESSERT TOPPINGS	FEMALE HOMEMAKERS 9.4
DESSERT TOPPINGS	TOTAL HOMEMAKERS 9.2
DEVILLED HAM	FEMALE HOMEMAKERS 12.7
DEVILLED HAM	TOTAL HOMEMAKERS 10.9
DIARRHEA REMEDIES	24.7
DIET COLA DRINKS	20.3
DINNER MIXES AND KITS	FEMALE HOMEMAKERS 13.3
DINNER MIXES AND KITS	TOTAL HOMEMAKERS 13.5
DISHWASHING LIQUID	FEMALE HOMEMAKERS 24.3
DISHWASHING LIQUID	TOTAL HOMEMAKERS 24.5
DISPOSABLE CUPS	FEMALE HOMEMAKERS 71.8
DISPOSABLE CUPS	TOTAL HOMEMAKERS 70.9
DISPOSABLE DIAPERS/UNDERPANTS	FEMALE HOMEMAKERS 24.0
DISPOSABLE DIAPERS/UNDERPANTS	TOTAL HOMEMAKERS 28.7
DISPOSABLE PLATES	FEMALE HOMEMAKERS 23.0
DISPOSABLE PLATES	TOTAL HOMEMAKERS 22.7
DISPOSABLE RAZORS	MEN 16.7
DISPOSABLE RAZORS	WOMEN 16.4
DOCTOR VISITS	43.6
DOG BISCUITS OR TREATS	FEMALE HOMEMAKERS 14.4
DOG BISCUITS OR TREATS	TOTAL HOMEMAKERS 14.2
DOMESTIC DINNER/TABLE WINES	17.0
DRAIN/SEPTIC TANK CLEANERS	FEMALE HOMEMAKERS 11.6
DRAIN/SEPTIC TANK CLEANERS	TOTAL HOMEMAKERS 13.3
DRIED FRUIT	FEMALE HOMEMAKERS 19.7
DRIED FRUIT	TOTAL HOMEMAKERS 18.7
DRINK ADDITIVES & HOT COCOA (ADD MILK OR WATER)	FEMALE HOMEMAKERS 15.8
DRINK ADDITIVES & HOT COCOA (ADD MILK OR WATER)	TOTAL HOMEMAKERS 16.2

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
DRY CAKE MIXES	FEMALE HOMEMAKERS 14.3
DRY CAKE MIXES	TOTAL HOMEMAKERS 13.4
DRY DISPOSABLE HOUSEHOLD WIPES	FEMALE HOMEMAKERS 13.9
DRY DISPOSABLE HOUSEHOLD WIPES	TOTAL HOMEMAKERS 14.7
DRY MILK	FEMALE HOMEMAKERS 16.8
DRY MILK	TOTAL HOMEMAKERS 15.3
DRY SOUP & BOUILLON	FEMALE HOMEMAKERS 15.9
DRY SOUP & BOUILLON	TOTAL HOMEMAKERS 16.3
EGG ALTERNATIVES	FEMALE HOMEMAKERS 18.7
EGG ALTERNATIVES	TOTAL HOMEMAKERS 18.8
EGGS	FEMALE HOMEMAKERS 17.8
EGGS	TOTAL HOMEMAKERS 17.9
ELECTRIC SHAVERS	MEN 14.3
ELECTRIC SHAVERS	WOMEN 17.6
ENERGY DRINKS	27.6
ENGLISH MUFFINS	FEMALE HOMEMAKERS 15.8
ENGLISH MUFFINS	TOTAL HOMEMAKERS 15.6
EVAPORATED/CONDENSED MILK	FEMALE HOMEMAKERS 15.2
EVAPORATED/CONDENSED MILK	TOTAL HOMEMAKERS 14.9
EXTRACTS	FEMALE HOMEMAKERS 13.0
EXTRACTS	TOTAL HOMEMAKERS 13.8
EYE LINER (WOMEN)	WOMEN 14.6
EYE SHADOW (WOMEN)	WOMEN 14.8
EYE WASH AND DROPS	27.3
FABRIC SOFTENERS	FEMALE HOMEMAKERS 13.9
FABRIC SOFTENERS	TOTAL HOMEMAKERS 14.0
FACIAL MOISTURIZERS (WOMEN)	WOMEN 26.2
FACIAL TISSUES	FEMALE HOMEMAKERS 13.8
FACIAL TISSUES	TOTAL HOMEMAKERS 13.6
FAMILY RESTAURANTS & STEAK HOUSES	14.8
FAST FOOD & DRIVE-IN RESTAURANTS	19.4
FEMININE HYGIENE DEODORANT/CLEANSING PRODUCTS	WOMEN 14.6
FEMININE HYGIENE DOUCHES (WOMEN)	WOMEN 17.3
FEMININE MEDICATED PRODUCTS (WOMEN)	WOMEN 14.6
FILM	20.1
FIRELOGS	FEMALE HOMEMAKERS 55.8
FIRELOGS	TOTAL HOMEMAKERS 54.6
FISH & SEAFOOD FRESH OR FROZEN	FEMALE HOMEMAKERS 25.2
FISH & SEAFOOD FRESH OR FROZEN	TOTAL HOMEMAKERS 25.2
FLAVORED & SEASONED RICE	FEMALE HOMEMAKERS 14.0
FLAVORED & SEASONED RICE	TOTAL HOMEMAKERS 13.6
FLAVORED ALCOHOLIC BEVERAGES/COOLERS	17.9
FLAVORED INSTANT COFFEE	FEMALE HOMEMAKERS 21.7
FLAVORED INSTANT COFFEE	TOTAL HOMEMAKERS 25.3
FLEA & TICK CARE PRODUCTS FOR DOGS & CATS	FEMALE HOMEMAKERS 15.4
FLEA & TICK CARE PRODUCTS FOR DOGS & CATS	TOTAL HOMEMAKERS 15.7
FLOOR CLEANER, WAX & POLISH	FEMALE HOMEMAKERS 14.9
FLOOR CLEANER, WAX & POLISH	TOTAL HOMEMAKERS 15.3
FLOUR	FEMALE HOMEMAKERS 13.5
FLOUR	TOTAL HOMEMAKERS 13.5
FOOD PREPARED FROM SCRATCH	FEMALE HOMEMAKERS 27.5
FOOD PREPARED FROM SCRATCH	TOTAL HOMEMAKERS 27.7
FOUNDATION MAKE-UP (WOMEN)	WOMEN 14.6
FRANKFURTERS & WIENERS	FEMALE HOMEMAKERS 13.9
FRANKFURTERS & WIENERS	TOTAL HOMEMAKERS 14.2
FRESH FRUIT & VEGETABLES	FEMALE HOMEMAKERS 97.0
FRESH FRUIT & VEGETABLES	TOTAL HOMEMAKERS 97.0
FRESH MILK	FEMALE HOMEMAKERS 17.3
FRESH MILK	TOTAL HOMEMAKERS 18.2
FROSTINGS	FEMALE HOMEMAKERS 13.8
FROSTINGS	TOTAL HOMEMAKERS 13.2
FROZEN BREADED CHICKEN	FEMALE HOMEMAKERS 16.3
FROZEN BREADED CHICKEN	TOTAL HOMEMAKERS 16.8
FROZEN BREAKFASTS	FEMALE HOMEMAKERS 16.3
FROZEN BREAKFASTS	TOTAL HOMEMAKERS 17.0
FROZEN COMPLETE DINNERS	FEMALE HOMEMAKERS 15.9
FROZEN COMPLETE DINNERS	TOTAL HOMEMAKERS 16.1
FROZEN CORN ON THE COB	FEMALE HOMEMAKERS 12.8

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
FROZEN CORN ON THE COB	TOTAL HOMEMAKERS 12.1
FROZEN DESSERTS	FEMALE HOMEMAKERS 13.9
FROZEN DESSERTS	TOTAL HOMEMAKERS 14.2
FROZEN GARLIC BREAD	FEMALE HOMEMAKERS 5.8
FROZEN GARLIC BREAD	TOTAL HOMEMAKERS 6.5
FROZEN HOT SNACKS	FEMALE HOMEMAKERS 15.2
FROZEN HOT SNACKS	TOTAL HOMEMAKERS 15.9
FROZEN MAIN COURSES	FEMALE HOMEMAKERS 17.1
FROZEN MAIN COURSES	TOTAL HOMEMAKERS 17.0
FROZEN ORANGE JUICE	FEMALE HOMEMAKERS 15.1
FROZEN ORANGE JUICE	TOTAL HOMEMAKERS 16.0
FROZEN PANCAKES/FRENCH TOAST	FEMALE HOMEMAKERS 15.9
FROZEN PANCAKES/FRENCH TOAST	TOTAL HOMEMAKERS 15.4
FROZEN PIZZA	FEMALE HOMEMAKERS 15.1
FROZEN PIZZA	TOTAL HOMEMAKERS 14.8
FROZEN POTATO PRODUCTS	FEMALE HOMEMAKERS 15.4
FROZEN POTATO PRODUCTS	TOTAL HOMEMAKERS 14.6
FROZEN SNACKS (NOT FROZEN YOGURT OR ICE CREAM)	FEMALE HOMEMAKERS 16.0
FROZEN SNACKS (NOT FROZEN YOGURT OR ICE CREAM)	TOTAL HOMEMAKERS 15.5
FROZEN VEGETABLES-PLAIN	FEMALE HOMEMAKERS 21.3
FROZEN VEGETABLES-PLAIN	TOTAL HOMEMAKERS 21.5
FROZEN VEGETABLES-PREPARED	FEMALE HOMEMAKERS 13.9
FROZEN VEGETABLES-PREPARED	TOTAL HOMEMAKERS 14.2
FROZEN WAFFLES	FEMALE HOMEMAKERS 15.6
FROZEN WAFFLES	TOTAL HOMEMAKERS 15.5
FROZEN YOGURT	FEMALE HOMEMAKERS 14.1
FROZEN YOGURT	TOTAL HOMEMAKERS 13.1
FURNITURE POLISH	FEMALE HOMEMAKERS 13.2
FURNITURE POLISH	TOTAL HOMEMAKERS 14.9
GASOLINE	82.2
GASOLINE ADDITIVES	17.8
GELATIN AND GELATIN DESSERTS	FEMALE HOMEMAKERS 13.3
GELATIN AND GELATIN DESSERTS	TOTAL HOMEMAKERS 13.5
GIN	21.0
GLASS AND SURFACE CLEANERS	FEMALE HOMEMAKERS 16.7
GLASS AND SURFACE CLEANERS	TOTAL HOMEMAKERS 15.2
GLUE	FEMALE HOMEMAKERS 12.3
GLUE	TOTAL HOMEMAKERS 12.8
GRAPEFRUIT JUICE	FEMALE HOMEMAKERS 18.8
GRAPEFRUIT JUICE	TOTAL HOMEMAKERS 19.4
GRATED CHEESE	FEMALE HOMEMAKERS 17.8
GRATED CHEESE	TOTAL HOMEMAKERS 15.8
GRAVY/SAUCE MIXES AND COOKING SAUCES	FEMALE HOMEMAKERS 12.7
GRAVY/SAUCE MIXES AND COOKING SAUCES	TOTAL HOMEMAKERS 12.7
GREETING CARDS	25.4
GROIN IRRITATION REMEDIES	19.4
GROUND COFFEE	FEMALE HOMEMAKERS 13.6
GROUND COFFEE	TOTAL HOMEMAKERS 14.3
HAIR COLORING PRODUCTS (FOR USE AT HOME)	MEN 17.2
HAIR COLORING PRODUCTS (FOR USE AT HOME)	WOMEN 16.9
HAIR CONDITIONERS (FOR USE AT HOME)	MEN 17.2
HAIR CONDITIONERS (FOR USE AT HOME)	WOMEN 16.4
HAIR CONDITIONING TREATMENT (FOR USE AT HOME)	MEN 21.2
HAIR CONDITIONING TREATMENT (FOR USE AT HOME)	WOMEN 22.4
HAIR GROWTH PRODUCTS	MEN 14.6
HAIR GROWTH PRODUCTS	WOMEN 17.7
HAIR MOUSSE	MEN 16.6
HAIR MOUSSE	WOMEN 15.9
HAIR SPRAYS (FOR USE AT HOME)	MEN 14.6
HAIR SPRAYS (FOR USE AT HOME)	WOMEN 13.7
HAIR STYLING GELS & LOTIONS	MEN 14.9
HAIR STYLING GELS & LOTIONS	WOMEN 14.0
HAIR TONIC OR DRESSING (MEN)	MEN 17.1
HAND & BODY CREAM, LOTION OR OIL	MEN 16.6
HAND & BODY CREAM, LOTION OR OIL	WOMEN 17.0
HARD ROLL CANDY	16.3
HEADACHE REMEDIES AND PAIN RELIEVERS (NONPRESCR.)	24.9
HEAVY DUTY HAND CLEANERS	FEMALE HOMEMAKERS 29.3

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
HEAVY DUTY HAND CLEANERS	TOTAL HOME MAKERS 29.2
HEMORRHOID REMEDIES	22.2
HOME PERMANENTS AND RELAXERS (WOMEN)	WOMEN 15.1
HONEY	FEMALE HOME MAKERS 14.4
HONEY	TOTAL HOME MAKERS 14.8
HOUSEHOLD CLEANERS	FEMALE HOME MAKERS 14.3
HOUSEHOLD CLEANERS	TOTAL HOME MAKERS 14.6
ICE CREAM BARS, SANDWICHES & BON BONS	FEMALE HOME MAKERS 16.2
ICE CREAM BARS, SANDWICHES & BON BONS	TOTAL HOME MAKERS 15.6
ICE CREAM, ICE MILK & SHERBET	FEMALE HOME MAKERS 14.3
ICE CREAM, ICE MILK & SHERBET	TOTAL HOME MAKERS 15.1
IMPORTED BEER/ALE	19.5
IMPORTED DINNER/TABLE WINES	16.1
IN-BOWL TOILET BOWL CLEANERS	FEMALE HOME MAKERS 14.8
IN-BOWL TOILET BOWL CLEANERS	TOTAL HOME MAKERS 14.6
IN-HOME PREGNANCY TEST (WOMEN)	WOMEN 7.8
IN-TANK TOILET BOWL CLEANERS	FEMALE HOME MAKERS 13.3
IN-TANK TOILET BOWL CLEANERS	TOTAL HOME MAKERS 12.8
INDIGESTION AIDS & UPSET STOMACH REMEDIES	22.9
INDIVIDUAL BIG BLOCK/THICK BAR CANDY	9.8
INDIVIDUAL REGULAR SIZE CANDY	17.5
INDOOR INSECTICIDES	FEMALE HOME MAKERS 13.6
INDOOR INSECTICIDES	TOTAL HOME MAKERS 15.2
INDOOR PLANT FOOD	FEMALE HOME MAKERS 13.0
INDOOR PLANT FOOD	TOTAL HOME MAKERS 13.3
INFANT CEREAL	FEMALE HOME MAKERS 17.1
INFANT CEREAL	TOTAL HOME MAKERS 16.1
INSECT REPELLENTS	FEMALE HOME MAKERS 21.6
INSECT REPELLENTS	TOTAL HOME MAKERS 21.1
INSTANT BREAKFAST	FEMALE HOME MAKERS 17.2
INSTANT BREAKFAST	TOTAL HOME MAKERS 24.8
INSTANT ICED TEA MIX	FEMALE HOME MAKERS 16.7
INSTANT ICED TEA MIX	TOTAL HOME MAKERS 17.4
INSTANT OR FREEZE-DRIED COFFEE	FEMALE HOME MAKERS 15.4
INSTANT OR FREEZE-DRIED COFFEE	TOTAL HOME MAKERS 15.1
IRISH WHISKEY	17.1
JAMS & JELLIES	FEMALE HOME MAKERS 13.9
JAMS & JELLIES	TOTAL HOME MAKERS 14.3
KETCHUP/CATSUP	FEMALE HOME MAKERS 13.9
KETCHUP/CATSUP	TOTAL HOME MAKERS 13.3
LACTOSE INTOLERANCE PRODUCTS	77.8
LAUNDRY PRE-TREATMENTS & STAIN REMOVERS	FEMALE HOME MAKERS 14.0
LAUNDRY PRE-TREATMENTS & STAIN REMOVERS	TOTAL HOME MAKERS 13.7
LAXATIVES	24.3
LEATHER AND VINYL PROTECTANTS	17.1
LIGHT BULBS	FEMALE HOME MAKERS 14.0
LIGHT BULBS	TOTAL HOME MAKERS 14.1
LIGHTERS	63.2
LIP CARE	17.7
LIPSTICK & LIP GLOSS (WOMEN)	WOMEN 25.6
LIQUID BABY BATH	FEMALE HOME MAKERS 13.9
LIQUID BABY BATH	TOTAL HOME MAKERS 14.0
LIQUID SOAPS/HAND SANITIZERS	MEN 53.4
LIQUID SOAPS/HAND SANITIZERS	WOMEN 58.7
LIVER SAUSAGE (LIVERWURST)	FEMALE HOME MAKERS 12.7
LIVER SAUSAGE (LIVERWURST)	TOTAL HOME MAKERS 13.4
LOOSE FACE POWDER (WOMEN)	WOMEN 14.7
LOTTERY	23.7
LOW CALORIE DOMESTIC BEER	21.2
LOW/NO ALCOHOL BEER	13.7
LUGGAGE	12.6
LUNCH COMBINATIONS/KITS	FEMALE HOME MAKERS 23.2
LUNCH COMBINATIONS/KITS	TOTAL HOME MAKERS 23.0
MALT LIQUOR	22.7
MARGARINE	FEMALE HOME MAKERS 14.2

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
MARGARINE	TOTAL HOME MAKERS 14.5
MASCARA (WOMEN)	WOMEN 14.9
MAYONNAISE AND MAYONNAISE TYPE SALAD DRESSING	FEMALE HOME MAKERS 16.1
MAYONNAISE AND MAYONNAISE TYPE SALAD DRESSING	TOTAL HOME MAKERS 15.0
MEAL/DIETARY SUPPLEMENTS	22.5
MEAT SNACKS	FEMALE HOME MAKERS 15.9
MEAT SNACKS	TOTAL HOME MAKERS 15.8
MEDICATED SKIN OINTMENTS	MEN 28.0
MEDICATED SKIN OINTMENTS	WOMEN 26.9
MEDICATED THROAT REMEDIES	16.0
MEXICAN FOODS	FEMALE HOME MAKERS 15.0
MEXICAN FOODS	TOTAL HOME MAKERS 15.1
MICROWAVE USAGE	FEMALE HOME MAKERS 62.6
MICROWAVE USAGE	TOTAL HOME MAKERS 61.9
MINTS	16.0
MIXED DRINKS	23.2
MOTOR OIL	37.4
MOTOR OIL ADDITIVES	16.8
MOUTHWASH	15.2
MUSTARD	FEMALE HOME MAKERS 16.5
MUSTARD	TOTAL HOME MAKERS 15.7
NAIL CARE PRODUCTS & POLISH (WOMEN)	WOMEN 16.3
NAIL POLISH REMOVER (WOMEN)	WOMEN 20.1
NASAL SPRAYS	25.2
NATURAL OR IMPORTED CHEESE	FEMALE HOME MAKERS 14.5
NATURAL OR IMPORTED CHEESE	TOTAL HOME MAKERS 14.3
NECTARS	FEMALE HOME MAKERS 15.3
NECTARS	TOTAL HOME MAKERS 13.4
NO BAKE CAKES/PIES	FEMALE HOME MAKERS 7.2
NO BAKE CAKES/PIES	TOTAL HOME MAKERS 7.2
NON-DAIRY CREAM SUBSTITUTES	FEMALE HOME MAKERS 16.7
NON-DAIRY CREAM SUBSTITUTES	TOTAL HOME MAKERS 16.6
NUTRITION/ENERGY BARS	FEMALE HOME MAKERS 28.9
NUTRITION/ENERGY BARS	TOTAL HOME MAKERS 29.0
NUTS	17.8
NUTS FOR COOKING	FEMALE HOME MAKERS 14.8
NUTS FOR COOKING	TOTAL HOME MAKERS 15.8
OIL FILTERS	13.1
OLIVES	FEMALE HOME MAKERS 13.2
OLIVES	TOTAL HOME MAKERS 13.3
ORANGE JUICE NOT FROZEN	FEMALE HOME MAKERS 15.9
ORANGE JUICE NOT FROZEN	TOTAL HOME MAKERS 15.6
OTHER BREAD PRODUCTS	FEMALE HOME MAKERS 15.4
OTHER BREAD PRODUCTS	TOTAL HOME MAKERS 15.4
OTHER DIET SOFT DRINKS, NOT COLAS	18.9
OTHER FRUIT JUICES & DRINKS	FEMALE HOME MAKERS 16.5
OTHER FRUIT JUICES & DRINKS	TOTAL HOME MAKERS 17.0
OTHER MEAT FRESH/FROZEN	FEMALE HOME MAKERS 24.0
OTHER MEAT FRESH/FROZEN	TOTAL HOME MAKERS 24.0
OTHER REGULAR CARBONATED SOFT DRINKS	21.1
OUTDOOR INSECTICIDES	FEMALE HOME MAKERS 12.9
OUTDOOR INSECTICIDES	TOTAL HOME MAKERS 12.9
OVEN CLEANERS	FEMALE HOME MAKERS 18.0
OVEN CLEANERS	TOTAL HOME MAKERS 17.1
OVEN COOKING BAGS	FEMALE HOME MAKERS 55.5
OVEN COOKING BAGS	TOTAL HOME MAKERS 50.7
PACKAGED DRY CAT FOOD	FEMALE HOME MAKERS 20.4
PACKAGED DRY CAT FOOD	TOTAL HOME MAKERS 20.2
PACKAGED DRY DOG FOOD	FEMALE HOME MAKERS 49.5
PACKAGED DRY DOG FOOD	TOTAL HOME MAKERS 49.9
PACKAGED INSTANT POTATOES	FEMALE HOME MAKERS 15.1
PACKAGED INSTANT POTATOES	TOTAL HOME MAKERS 15.0
PACKAGED MOIST CAT FOOD	FEMALE HOME MAKERS 14.5
PACKAGED MOIST CAT FOOD	TOTAL HOME MAKERS 14.4
PACKAGED MOIST DOG FOOD	FEMALE HOME MAKERS 13.6
PACKAGED MOIST DOG FOOD	TOTAL HOME MAKERS 14.2
PACKAGED PASTA SALADS	FEMALE HOME MAKERS 10.1

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
PACKAGED PASTA SALADS	TOTAL HOMEMAKERS 10.3
PACKAGED PIE CRUST	FEMALE HOMEMAKERS 11.2
PACKAGED PIE CRUST	TOTAL HOMEMAKERS 12.0
PACKAGED, FROZEN, REFRIGERATED PASTA	FEMALE HOMEMAKERS 14.1
PACKAGED, FROZEN, REFRIGERATED PASTA	TOTAL HOMEMAKERS 14.8
PACKAGES OF MINIATURE CANDY	17.3
PAIN RELIEVERS & FEVER REDUCERS FOR CHILDREN	FEMALE HOMEMAKERS 15.7
PAIN RELIEVERS & FEVER REDUCERS FOR CHILDREN	TOTAL HOMEMAKERS 15.5
PAIN RELIEVING RUBS, LIQUIDS & PATCHES (NONPRESCR.)	22.4
PAINT/STAIN	19.2
PANTILINERS (WOMEN)	WOMEN 36.0
PAPER NAPKINS	FEMALE HOMEMAKERS 15.2
PAPER NAPKINS	TOTAL HOMEMAKERS 15.4
PAPER TOWELS	FEMALE HOMEMAKERS 14.6
PAPER TOWELS	TOTAL HOMEMAKERS 14.7
PEANUT BUTTER	FEMALE HOMEMAKERS 15.4
PEANUT BUTTER	TOTAL HOMEMAKERS 15.1
PECTINS	FEMALE HOMEMAKERS 8.9
PECTINS	TOTAL HOMEMAKERS 9.1
PERFUME AND COLOGNE FOR WOMEN	WOMEN 15.0
PERSONAL CARE SOAPS - BAR	MEN 69.3
PERSONAL CARE SOAPS - BAR	WOMEN 71.3
PICKLE RELISH	FEMALE HOMEMAKERS 11.2
PICKLE RELISH	TOTAL HOMEMAKERS 13.5
PICKLES	FEMALE HOMEMAKERS 14.5
PICKLES	TOTAL HOMEMAKERS 13.8
PIZZA MIXES AND SAUCES	FEMALE HOMEMAKERS 18.3
PIZZA MIXES AND SAUCES	TOTAL HOMEMAKERS 13.4
PIZZA SHELLS/CRUSTS	FEMALE HOMEMAKERS 13.2
PIZZA SHELLS/CRUSTS	TOTAL HOMEMAKERS 12.8
PLASTIC DISPOSABLE CONTAINERS (not bags)	FEMALE HOMEMAKERS 36.0
PLASTIC DISPOSABLE CONTAINERS (not bags)	TOTAL HOMEMAKERS 38.0
PLASTIC GARBAGE BAGS & TRASH CAN LINERS	FEMALE HOMEMAKERS 21.1
PLASTIC GARBAGE BAGS & TRASH CAN LINERS	TOTAL HOMEMAKERS 20.2
PLASTIC SANDWICH/FOOD STORAGE/FREEZER BAGS	FEMALE HOMEMAKERS 31.9
PLASTIC SANDWICH/FOOD STORAGE/FREEZER BAGS	TOTAL HOMEMAKERS 32.0
PLASTIC-TYPE KITCHEN WRAP	FEMALE HOMEMAKERS 21.4
PLASTIC-TYPE KITCHEN WRAP	TOTAL HOMEMAKERS 22.1
POPPING CORN & POPCORN SNACKS	FEMALE HOMEMAKERS 14.4
POPPING CORN & POPCORN SNACKS	TOTAL HOMEMAKERS 14.2
POPULAR DOMESTIC BEER/ALE	23.2
PORT, SHERRY & DESSERT WINES	17.8
POTATO CHIPS	FEMALE HOMEMAKERS 14.6
POTATO CHIPS	TOTAL HOMEMAKERS 14.5
POWDERED FRUIT & SOFT DRINKS	FEMALE HOMEMAKERS 20.3
POWDERED FRUIT & SOFT DRINKS	TOTAL HOMEMAKERS 21.2
PRE-MENSTRUAL OR PERIOD PAIN REMEDIES (WOMEN)	WOMEN 24.3
PRE-MOISTENED BABY WIPES	FEMALE HOMEMAKERS 28.3
PRE-MOISTENED BABY WIPES	TOTAL HOMEMAKERS 28.3
PRE-MOISTENED HOUSEHOLD WIPES	FEMALE HOMEMAKERS 13.3
PRE-MOISTENED HOUSEHOLD WIPES	TOTAL HOMEMAKERS 16.8
PRE-RECORDED AUDIO TAPES & COMPACT DISCS	69.7
PREMIUM DOMESTIC BEER/ALE	22.5
PREPACKAGED LOOSE CANDY	17.0
PREPARED DINNERS FOR CHILDREN	FEMALE HOMEMAKERS 20.2
PREPARED DINNERS FOR CHILDREN	TOTAL HOMEMAKERS 19.2
PREPARED INFANT FORMULA	FEMALE HOMEMAKERS 24.4
PREPARED INFANT FORMULA	TOTAL HOMEMAKERS 24.5
PREPARED MIXED DRINKS WITH LIQUOR	14.0
PREPARED MIXED DRINKS WITHOUT LIQUOR	17.8
PRESSED POWDER (WOMEN)	WOMEN 13.8
PRETZELS	FEMALE HOMEMAKERS 11.7
PRETZELS	TOTAL HOMEMAKERS 13.5
PROFESSIONAL EXTERMINATORS	22.5
PUDDINGS & PIE FILLINGS	FEMALE HOMEMAKERS 15.0
PUDDINGS & PIE FILLINGS	TOTAL HOMEMAKERS 15.1
RAZOR BLADES	MEN 16.8
RAZOR BLADES	WOMEN 14.3
READY TO DRINK ICED CAPPUCCINO	FEMALE HOMEMAKERS 11.3

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PRODUCT CATEGORY	MID-POINT OF UPPER RANGE
READY TO DRINK ICED CAPPUCCINO	TOTAL HOMEMAKERS 18.6
READY TO DRINK ICED TEA	17.9
READY TO EAT DOUGHNUTS	FEMALE HOMEMAKERS 15.1
READY TO EAT DOUGHNUTS	TOTAL HOMEMAKERS 16.0
READY TO EAT MUFFINS	FEMALE HOMEMAKERS 13.7
READY TO EAT MUFFINS	TOTAL HOMEMAKERS 15.2
READY TO EAT SWEET ROLLS & PASTRIES	FEMALE HOMEMAKERS 15.0
READY TO EAT SWEET ROLLS & PASTRIES	TOTAL HOMEMAKERS 15.3
READY TO SERVE DIPS	FEMALE HOMEMAKERS 16.9
READY TO SERVE DIPS	TOTAL HOMEMAKERS 14.9
REFRIGERATED/FROZEN BREAD AND DOUGH PRODUCTS	FEMALE HOMEMAKERS 15.3
REFRIGERATED/FROZEN BREAD AND DOUGH PRODUCTS	TOTAL HOMEMAKERS 15.5
REGULAR COLA DRINKS, NOT DIET	20.3
REGULAR DOMESTIC BEER/ALE	23.5
REGULAR TEA	FEMALE HOMEMAKERS 14.7
REGULAR TEA	TOTAL HOMEMAKERS 15.3
RICE	FEMALE HOMEMAKERS 15.0
RICE	TOTAL HOMEMAKERS 15.3
RICE CAKES	FEMALE HOMEMAKERS 15.5
RICE CAKES	TOTAL HOMEMAKERS 13.4
RUBBER GLOVES	FEMALE HOMEMAKERS 16.3
RUBBER GLOVES	TOTAL HOMEMAKERS 16.6
RUM	18.3
RYE OR BLENDED WHISKEY	25.4
SALAD DRESSING	FEMALE HOMEMAKERS 14.4
SALAD DRESSING	TOTAL HOMEMAKERS 14.7
SALAD OR COOKING OIL	FEMALE HOMEMAKERS 15.9
SALAD OR COOKING OIL	TOTAL HOMEMAKERS 16.2
SALAD TOPPINGS	FEMALE HOMEMAKERS 12.5
SALAD TOPPINGS	TOTAL HOMEMAKERS 11.6
SALSA OR PICANTE SAUCE	FEMALE HOMEMAKERS 6.3
SALSA OR PICANTE SAUCE	TOTAL HOMEMAKERS 6.8
SALT	FEMALE HOMEMAKERS 15.8
SALT	TOTAL HOMEMAKERS 14.9
SALT ALTERNATIVES	FEMALE HOMEMAKERS 12.5
SALT ALTERNATIVES	TOTAL HOMEMAKERS 13.6
SANITARY NAPKINS (WOMEN)	WOMEN 36.3
SAUSAGE	FEMALE HOMEMAKERS 17.2
SAUSAGE	TOTAL HOMEMAKERS 17.2
SCOTCH WHISKY	20.3
SCOURING CLEANSERS	FEMALE HOMEMAKERS 17.0
SCOURING CLEANSERS	TOTAL HOMEMAKERS 16.4
SCOURING PADS	FEMALE HOMEMAKERS 14.8
SCOURING PADS	TOTAL HOMEMAKERS 15.5
SEASONINGS & SPICES	FEMALE HOMEMAKERS 13.5
SEASONINGS & SPICES	TOTAL HOMEMAKERS 13.5
SHAMPOO (FOR USE AT HOME)	MEN 16.2
SHAMPOO (FOR USE AT HOME)	WOMEN 15.9
SHAVING CREAMS OR GELS	MEN 17.2
SHAVING CREAMS OR GELS	WOMEN 17.4
SHOCK ABSORBERS/STRUTS	15.6
SHOE POLISH	11.9
SHORTENING	FEMALE HOMEMAKERS 14.3
SHORTENING	TOTAL HOMEMAKERS 13.9
SLEEPING TABLETS (NONPRESCRIPTION)	21.9
SNACK CAKES	FEMALE HOMEMAKERS 15.2
SNACK CAKES	TOTAL HOMEMAKERS 15.1
SNACK MIXES	18.9
SOAP & DETERGENTS FOR FINE FABRICS	FEMALE HOMEMAKERS 13.2
SOAP & DETERGENTS FOR FINE FABRICS	TOTAL HOMEMAKERS 14.0
SOAP & DETERGENTS FOR REGULAR LAUNDRY	FEMALE HOMEMAKERS 13.5
SOAP & DETERGENTS FOR REGULAR LAUNDRY	TOTAL HOMEMAKERS 13.6
SOAP FOR BABY	FEMALE HOMEMAKERS 13.6
SOAP FOR BABY	TOTAL HOMEMAKERS 13.8
SOUR CREAM	FEMALE HOMEMAKERS 13.5
SOUR CREAM	TOTAL HOMEMAKERS 13.6
SOY MILK	FEMALE HOMEMAKERS 21.6
SOY MILK	TOTAL HOMEMAKERS 19.9
SOY SAUCE	FEMALE HOMEMAKERS 13.5

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SOY SAUCE	TOTAL HOMEMAKERS 15.6
SPAGHETTI/PASTA SAUCE	FEMALE HOMEMAKERS 14.5
SPAGHETTI/PASTA SAUCE	TOTAL HOMEMAKERS 14.5
SPARK PLUGS	15.7
SPORTS DRINKS/THIRST QUENCHERS	20.9
SPRAY NON-STICK COOKING PRODUCTS	FEMALE HOMEMAKERS 14.2
SPRAY NON-STICK COOKING PRODUCTS	TOTAL HOMEMAKERS 12.9
SPRAY STARCH	FEMALE HOMEMAKERS 16.1
SPRAY STARCH	TOTAL HOMEMAKERS 16.7
SPREAD CHEESE/CHEESE SAUCE	FEMALE HOMEMAKERS 14.9
SPREAD CHEESE/CHEESE SAUCE	TOTAL HOMEMAKERS 14.3
STIMULANTS (NONPRESCRIPTION)	23.8
STOCKINGS & PANTYHOSE	WOMEN 23.9
STUFFING MIXES AND STUFFING PRODUCTS	FEMALE HOMEMAKERS 15.2
STUFFING MIXES AND STUFFING PRODUCTS	TOTAL HOMEMAKERS 15.1
SUGAR	FEMALE HOMEMAKERS 15.2
SUGAR	TOTAL HOMEMAKERS 15.3
SUNBURN REMEDIES	20.5
SUNTAN & SUNSCREEN PRODUCTS	21.5
SUPER PREMIUM DOMESTIC BEER/ALE	16.0
TABLE SYRUP & MOLASSES	FEMALE HOMEMAKERS 14.9
TABLE SYRUP & MOLASSES	TOTAL HOMEMAKERS 16.1
TAMPONS (WOMEN)	WOMEN 25.2
TEETHING REMEDIES	FEMALE HOMEMAKERS 14.2
TEETHING REMEDIES	TOTAL HOMEMAKERS 14.5
TEQUILA	19.4
TIRE CARE	17.0
TIRES	13.5
TOASTER PRODUCTS	FEMALE HOMEMAKERS 13.2
TOASTER PRODUCTS	TOTAL HOMEMAKERS 13.4
TOILET PAPER	FEMALE HOMEMAKERS 17.7
TOILET PAPER	TOTAL HOMEMAKERS 17.5
TOMATO AND VEGETABLE JUICES	FEMALE HOMEMAKERS 17.8
TOMATO AND VEGETABLE JUICES	TOTAL HOMEMAKERS 17.2
TOOTH WHITENERS (not toothpaste)	15.2
TOOTHACHE, GUM & CANKER/COLD SORE REMEDIES	23.9
TOOTHBRUSHES	29.9
TOOTHPASTE	25.0
TOTAL BEER/ALE	25.2
VEGETARIAN FROZEN BURGERS	FEMALE HOMEMAKERS 18.3
VEGETARIAN FROZEN BURGERS	TOTAL HOMEMAKERS 16.1
VERMOUTH	21.4
VINEGAR	FEMALE HOMEMAKERS 13.4
VINEGAR	TOTAL HOMEMAKERS 13.1
VITAMIN AND DIETARY SUPPLEMENTS	44.1
VITAMINS FOR CHILDREN	FEMALE HOMEMAKERS 23.3
VITAMINS FOR CHILDREN	TOTAL HOMEMAKERS 23.5
VODKA	20.8
WAFFLE OR PANCAKE MIX	FEMALE HOMEMAKERS 16.0
WAFFLE OR PANCAKE MIX	TOTAL HOMEMAKERS 15.8
WART & CORN REMOVERS	17.1
WATER SOFTENING SALTS	FEMALE HOMEMAKERS 15.6
WATER SOFTENING SALTS	TOTAL HOMEMAKERS 15.4
WAXED PAPER	FEMALE HOMEMAKERS 39.5
WAXED PAPER	TOTAL HOMEMAKERS 38.3
WHIPPED TOPPING	FEMALE HOMEMAKERS 14.5
WHIPPED TOPPING	TOTAL HOMEMAKERS 14.3
WHOLE COFFEE BEANS	FEMALE HOMEMAKERS 17.8
WHOLE COFFEE BEANS	TOTAL HOMEMAKERS 15.4
WINDSHIELD WIPERS	18.7
YEAST	FEMALE HOMEMAKERS 13.5
YEAST	TOTAL HOMEMAKERS 14.0
YOGURT	FEMALE HOMEMAKERS 14.6
YOGURT	TOTAL HOMEMAKERS 14.5