

TOOTHPASTE

Used in Last 6 Months

56*21-Y Yes

56*22-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

56*21-1 None L
-2 1 - 2 L
-3 3 - 5 L
-4 6 - 10 L
-5 11 - 12 M
-6 13 - 14 M
-7 15 - 20 H
-8 21 or More H

56*21-X Sole Brand
56*23-1 Sole Type
-2 Sole Kind
-3 Sole Form

Sole/ Primary -----	Sec- ondary -----		Sole/ Primary -----	Sec- ondary -----	
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		Types:			
56*22-4	56*23-4	Baking Soda	56*28-X	56*29-X	Other
-5	-5	Baking Soda and Peroxide			
-6	-6	Non Baking Soda			
				56*30-1	Properties:
				-2	Whitening
					Non-Whitening
		Kinds:			
56*22-7	56*23-7	Tartar Control			
-8	-8	Regular (Not Tartar Control)			
		Forms:			
56*22-9	56*23-9	Gel			
-0	-0	Paste			
		Brands:			
56*22-X	56*23-X	Aim			
-Y	-Y	Aquafresh			
56*24-1	56*25-1	Aquafresh Extra Fresh			
-2	-2	Aquafresh Sensitive			
-3	-3	Other			
-4	-4	Arm & Hammer Advance White			
-5	-5	Arm & Hammer Dental Care			
-6	-6	Arm & Hammer Dental Care Tartar Control			
-7	-7	Arm & Hammer Peroxicare			
-8	-8	Close-Up			
-9	-9	Colgate 2 in 1			
-0	-0	@Colgate Fresh Confidence			
-X	-X	Colgate Regular			
-Y	-Y	@Colgate Sparkling White			
56*26-1	56*27-1	Colgate Tartar Control			
-2	-2	Colgate Total			
-3	-3	Colgate with Baking Soda and Peroxide			
-4	-4	Colgate Winterfresh			
-5	-5	Crest Dual Action Whitening			
-6	-6	Crest Multicare			
-7	-7	Crest Regular Gel			
-8	-8	Crest Regular Mint Paste			
-9	-9	@Crest Rejuvenating Effects			
-0	-0	Crest Sparkle			
-X	-X	Crest Tartar Control Gel			
-Y	-Y	Crest Tartar Control Paste			
56*28-1	56*29-1	Crest Whitening Plus Scope			
-2	-2	Mentadent			
-3	-3	Pepsodent			
-4	-4	Plus+White			
-5	-5	Rembrandt			
-6	-6	Sensodyne			
-7	-7	Tom's of Maine			
-8	-8	Ultra Brite			

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

DENTAL FLOSS

MOUTHWASH

Used in Last 6 Months

Used in Last 6 Months

56*31-Y Yes

56*32-1 Heavy
-2 Medium
-3 Light

56*36-Y Yes

56*37-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 7 Days

56*31-1 None L
-2 1 - 2 L
-3 3 - 7 M
-4 8 - 10 H
-5 11 - 14 H
-6 15 - 19 H
-7 20 - 24 H
-8 25 or More H

56*36-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 L
-6 5 L
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

56*31-X Sole Brand
56*33-1 Sole Type
-2 Sole Kind

56*36-X Sole Brand

Sole/ Primary Sec-
Secondary

Sole/ Primary Sec-
Secondary

56*32-4 56*33-4 Types:
-5 -5 Waxed
Unwaxed

56*32-6 56*33-6 Kinds:
-7 -7 Flavored
Unflavored

56*32-8 56*33-8 Brands:
-9 -9 Butler
-0 -0 Dentotape
-X -X Glide
-X -X Johnson & Johnson
-Y -Y Oral B
56*34-1 56*35-1 Generic (No Label)
-2 -2 Store's Own Brand
-5 -5 Other

56*37-4 56*38-4 Brands:
-5 -5 Arm & Hammer Advance
-6 -6 Breath Remedy
-7 -6 Cepacol
-8 -7 Chloroseptic
-9 -8 Green Mint
-0 -9 Lavoris
-X -0 Listerine (Yellow)
-Y -X Listerine Cool Mint (Blue)
Other
56*39-1 56*40-1 Listermint
-2 -2 Rembrandt
-3 -3 Scope Original (Green)
-4 -4 Scope Peppermint (Blue)
-5 -5 Targon
-6 -6 Other
-9 -9 Other

BREATH FRESHENERS

ADHESIVE BANDAGES

Used in Last 6 Months

Used in Last 6 Months

56*41-Y Yes

56*42-1 Heavy
-2 Medium
-3 Light

56*46-Y Yes

56*47-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 30 Days

56*41-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

56*46-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

56*41-X Sole Brand
56*43-1 Sole Type

56*46-X Sole Brand

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Types:
56*42-4 56*43-4 Spray/Drops
-5 -5 Mints
-6 -6 Gum
-7 -7 Liquid
-8 -8 Thin Film

Brands:
56*42-9 56*43-9 Breath Assure
-0 -0 Cool Mint Listerine PocketPaks
-X -X Eclipse Flash Strips
-Y -Y Ora Blast
56*44-3 56*45-3 Other

Brands:
56*47-4 56*48-4 Band-Aid Advanced Healing
-5 -5 Band-Aid Antibiotic
-6 -6 Band-Aid Clear
-7 -7 Band-Aid Extra Large
-8 -8 Band-Aid Flexible Fabric
-9 -9 Band-Aid Liquid Bandage
-0 -0 Band-Aid Plastic
-X -X Band-Aid Sheer
-Y -Y Other Band-Aid Bandages
56*49-1 56*50-1 Curad Clear
-2 -2 Curad Flexible
-3 -3 Curad Plastic
-4 -4 Curad Sheer
-5 -5 Other Curad
-6 -6 3M Active Strips
-7 -7 3M Nexcare Tattoo
-8 -8 Store's Own Brand
-X -X Other

LIP CARE

Used in Last 6 Months

56*51-Y Yes

56*52-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

56*51-1	None	L
-2	1	L
-3	2	M
-4	3	M
-5	4	M
-6	5	M
-7	6	M
-8	7	M
-9	8	H
-0	9 or More	H

56*51-X Sole Brand

Sole/ Primary	Sec- ondary
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		Brands:
56*52-4	56*53-4	Blistex
-5	-5	Chap Stick Lip Balm
-6	-6	Chap Stick Lip Moisturizer
-7	-7	Chap Stick Pet. Jelly Plus
-8	-8	Chap Stick Ultra SPF 30
-9	-9	Other Chap Stick
-0	-0	Herpecin-L
-X	-X	LipSaver
-Y	-Y	Mentholatum Natural Ice
56*54-1	56*55-1	Mentholatum Softlips
-2	-2	Other Mentholatum
-3	-3	Neutrogena
-4	-4	Vaseline Lip Therapy
-5	-5	Other Vaseline
-8	-8	Other

BLEACH AND DEPILATORIES

Used in Last 6 Months

56*56-Y Yes

56*57-1 Heavy
-2 Medium
-3 Light

Times/Last 30 Days

56*56-1	None	L
-2	1	L
-3	2	M
-4	3	M
-5	4	H
-6	5	H
-7	6	H
-8	7	H
-9	8	H
-0	9 or More	H

56*56-X Sole Brand
56*58-1 Sole Type

Sole/ Primary	Sec- ondary
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		Types:
56*57-4	56*58-4	Bleach
-5	-5	Cream
-6	-6	Gel
-7	-7	Lotion
-8	-8	Wax
		Brands:
56*57-9	56*58-9	Epil Stop
-0	-0	Hair Off
-X	-X	Jolen
-Y	-Y	Nads
56*59-1	56*60-1	Nair
-2	-2	Sally Hansen
-3	-3	Veet
-6	-6	Other

BODY POWDER

Used in Last 6 Months

56*61-Y Yes

56*62-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

56*61-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

56*61-X Sole Brand

Sole/
Primary Sec-
 ondary

		Brands:
56*62-4	56*63-4	Ammens
-5	-5	Avon
-6	-6	Baby Magic Corn Starch
-7	-7	Baby Magic Baby Powder
-8	-8	Diaparene Corn Starch Baby Powder
-9	-9	Gold Bond Powder
-0	-0	Baby Gold Bond Powder
-X	-X	Johnson's Baby Powder
-Y	-Y	Johnson's Baby Powder Pure Corn Starch
56*64-1	56*65-1	Old Spice
-2	-2	Shower to Shower
-5	-5	Other

DEODORANTS AND ANTIPERSPIRANTS

Used in Last 6 Months

56*66-Y Yes

56*67-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

56*66-1 None L
-2 1 - 3 L
-3 4 - 7 L
-4 8 - 11 M
-5 12 - 14 M
-6 15 or More H

56*66-X Sole Brand
56*68-1 Sole Type
-2 Sole Kind

Sole/ Primary -----	Sec- ondary -----		Sole/ Primary -----	Sec- ondary -----	
		Types:			
56*67-4	56*68-4	Scented	56*75-1	56*76-1	Secret Gel
-5	-5	Unscented	-2	-2	Secret Platinum
			-3	-3	Secret Roll-On
		Kinds:	-4	-4	Secret Sheer Solid
56*67-6	56*68-6	Antiperspirant/Deodorant	-5	-5	@Secret Skin Renewal
-7	-7	Deodorant Only	-6	-6	Secret Solid/Wide Solid
			-7	-7	Secret Spray
		Brands:	-8	-8	Soft & Dri Solid
56*67-8	56*68-8	@Adidas	-9	-9	Soft & Dri Spray
-9	-9	Arm & Hammer Roll-On	-0	-0	Speed Stick
-0	-0	Arm & Hammer Stick/Solid	-X	-X	Speed Stick Clear Gel
-X	-X	Arrid Clear Gel	-Y	-Y	Speed Stick Power of Nature
-Y	-Y	Arrid Extra Dry Spray	56*77-1	56*78-1	@Speed Stick 24/7
56*69-1	56*70-1	Arrid XX Roll-On	-2	-2	Speed Stick Ultimate
-2	-2	Arrid XX Solid	-3	-3	Suave
-3	-3	Arrid XX Spray	-4	-4	Sure Roll-On
-4	-4	Other Arrid	-5	-5	Sure Solid
-5	-5	Avon	-6	-6	Sure Spray
-6	-6	@Axe Bodyspray	-7	-7	Sure Wide Solid
-7	-7	Ban Roll-On	-0	-0	Other
-8	-8	Ban Solid			
-9	-9	Brut Power Stick			
-0	-0	Brut Spray			
-X	-X	Brut Stick			
-Y	-Y	Degree Gel			
56*71-1	56*72-1	Degree Roll-On			
-2	-2	Degree Solid			
-3	-3	Degree Spray			
-4	-4	Dove Invisible Solid			
-5	-5	Dove Solid			
-6	-6	Dove (Other)			
-7	-7	Dry Idea Clear (Gel)			
-8	-8	Dry Idea Roll-On			
-9	-9	Dry Idea Solid			
-0	-0	Gillette Series Gel			
-X	-X	Gillette Series Solid			
-Y	-Y	Lady Speed Stick			
56*73-1	56*74-1	Lady Speed Stick Invisible Dry			
-2	-2	Lady's Choice			
-3	-3	Mitchum Roll-On			
-4	-4	Mitchum Stick			
-5	-5	Old Spice Clear Gel			
-6	-6	Old Spice High Endurance			
-7	-7	Old Spice Red Zone			
-8	-8	Old Spice Stick			
-9	-9	Right Guard Sports Clear Gel			
-0	-0	Right Guard Sport Spray			
-X	-X	Right Guard Sports Stick/Solid			
-Y	-Y	Right Guard Xtreme Sport			

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COMPLEXION CARE PRODUCTS

Used in Last 6 Months

56*79-Y Yes

56*80-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

56*79-1 None L
-2 1 - 3 L
-3 4 - 6 L
-4 7 - 8 M
-5 9 - 10 M
-6 11 - 15 H
-7 16 - 20 H
-8 21 or More H

56*79-X Sole Brand
57*01-1 Sole Type
-2 Sole Kind
-3 Sole Form

Sole/ Primary -----	Sec- ondary -----		Sole/ Primary -----	Sec- ondary -----	
		Types:			
56*80-4	57*01-4	Antiseptic	57*06-X	57*07-X	Olay Daily Facials
-5	-5	Astringent	-Y	-Y	Olay Foaming Face Wash
-6	-6	Cleansers	57*08-1	57*09-1	Olay Refreshing Toner
-7	-7	Toner	-2	-2	Other Olay
			-3	-3	Oxy
		Forms:	-4	-4	Pond's Clear Solutions
56*80-8	57*01-8	Mask	-5	-5	Pond's Cold Cream
-9	-9	Pad	-6	-6	Pond's Towelettes
-0	-0	Sponge	-7	-7	RoC
-X	-X	Cloths/Towelettes	-8	-8	Sea Breeze Antiseptic
			-9	-9	St. Ives Apricot Scrub
		Kinds:	-0	-0	Other St. Ives
56*80-Y	57*01-Y	Bar	-X	-X	Stridex
57*02-1	57*03-1	Cream	-Y	-Y	Suave
-2	-2	Gel	57*10-3	57*11-3	Other
-3	-3	Lotion			
-4	-4	Scrub			
					Facial Skin Type:
		Brands:		57*12-1	Dry
57*02-5	57*03-5	Almay		-2	Normal
-6	-6	Other		-3	Oily
-7	-7	Avon Clear Skin		-4	Partly oily/partly dry
-8	-8	Other Avon		-5	Sensitive
-9	-9	Bioré			
-0	-0	Bioré Deep Cleansing Pore Strips			
-X	-X	Clean & Clear			
-Y	-Y	Clearasil Foaming Face Wash			
57*04-1	57*05-1	Other			
-2	-2	Other Clearasil			
-3	-3	Clinique Facial Soap			
-4	-4	Other Clinique			
-5	-5	Dove Cleansing Cloths			
-6	-6	Other			
-7	-7	Estee Lauder			
-8	-8	Lancome			
-9	-9	L'Oreal Plenitude			
-0	-0	Mary Kay			
-X	-X	Mudd Mask			
-Y	-Y	Neutrogena Acne Bar			
57*06-1	57*07-1	Neutrogena Deep Clean Cleanser			
-2	-2	Other			
-3	-3	Neutrogena Oil Free Acne Wash			
-4	-4	Neutrogena Pore Refining			
-5	-5	Other Neutrogena			
-6	-6	Noxzema Astringent			
-7	-7	Noxzema Deep Cleansing Cloths			
-8	-8	Noxzema Plus Skin Cream			
-9	-9	Noxzema Sensitive Skin Cream			
-0	-0	Noxzema Skin Cream			

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HAND & BODY CREAM, LOTION OR OIL

Used in Last 6 Months

57*13-Y Yes

57*14-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

57*13-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 L
-6 5 M
-7 6 M
-8 7 M
-9 8 M
-0 9 or More H

57*13-X Sole Brand

57*15-1 Sole Type

Sole/ Primary -----	Sec- ondary -----		Sole/ Primary -----	Sec- ondary -----	
		Types:			
57*14-4	57*15-4	Cream	57*20-9	57*21-9	St. Ives
-5	-5	Lotion	-0	-0	Suave
-6	-6	Oil	-X	-X	Vaseline Aloe Vera
			-Y	-Y	Vaseline Extra Strength
		Brands:	57*22-1	57*23-1	Vaseline Hand & Nail
57*14-7	57*15-7	@Aquaphor Ointment	-2	-2	Vaseline Intensive Care
-8	-8	Aveeno	-3	-3	Vaseline Intensive Care Dry Skin Formula
-9	-9	Avon			Vaseline Intensive Care Smooth Legs & Feet
-0	-0	Baby Magic Baby Lotion	-4	-4	Vaseline Petroleum Jelly
-X	-X	Baby Magic Lite Baby Oil	-5	-5	Vaseline Sensitive Skin
-Y	-Y	Baby Magic Rich 'n Creamy Baby Oil	-6	-6	Other Vaseline
57*16-1	57*17-1	Bath & Body Works	-7	-7	Store's Own Brand
-2	-2	The Body Shop	-8	-8	Other
-3	-3	Caress	-X	-X	
-4	-4	Corn Huskers			What is your skin condition?
-5	-5	Curel			57*24-1 Dry
-6	-6	Dermasil Dry Skin Treatment			-2 Normal
-7	-7	Eucerin			-3 Oily
-8	-8	Eucerin Daily Sun Defense			-4 Partly oily/partly dry
-9	-9	Gold Bond Body Lotion			-5 Sensitive
-0	-0	Jergens Skincare Original Scent Lotion			
-X	-X	Jergens Skincare Replenishing Vitamin E Lotion			
-Y	-Y	Jergens Skincare Soothing Aloe Lotion			
57*18-1	57*19-1	Jergens Skincare Ultra Healing Lotion			
-2	-2	Other Jergens			
-3	-3	Johnson's Baby Lotion			
-4	-4	Johnson's Baby Oil			
-5	-5	Johnson's Creamy Baby Oil			
-6	-6	Keri Advance			
-7	-7	Keri Lotion			
-8	-8	Lubriderm Advanced Therapy			
-9	-9	Lubriderm Seriously Sensitive Lotion			
-0	-0	Lubriderm Skin Renewal			
-X	-X	Lubriderm Skin Therapy			
-Y	-Y	Mary Kay			
57*20-1	57*21-1	Neutrogena Hand Cream			
-2	-2	Neutrogena Body Lotion			
-3	-3	Neutrogena Body Oil			
-4	-4	Nivea			
-5	-5	Olay Total Effects			
-6	-6	Pond's			
-7	-7	RoC Retinol Actif Pur			
-8	-8	Other RoC			

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PERSONAL CARE SOAPS - BAR

LIQUID SOAPS/HAND SANITIZERS

Used in Last 6 Months

Used in Last 6 Months

57*25-Y Yes

57*26-1 Heavy
-2 Medium
-3 Light

57*35-Y Yes

57*36-1 Heavy
-2 Medium
-3 Light

Times/Last 30 Days

Times/Last 30 Days

57*25-1 None L
-2 1 - 6 L
-3 7 - 19 L
-4 20 - 29 L
-5 30 - 39 M
-6 40 - 59 M
-7 60 or More H

57*35-1 None L
-2 1 L
-3 2 - 4 L
-4 5 - 9 L
-5 10 - 15 M
-6 16 - 29 M
-7 30 or More H

57*25-X Sole Brand

57*35-X Sole Brand
57*37-1 Sole Type

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Brands:
57*26-4 57*27-4 Aveeno
-5 -5 Avon
-6 -6 Camay
-7 -7 Caress
-8 -8 Cashmere Bouquet
-9 -9 Coast
-0 -0 Dial Mountain Fresh
-X -X Dial (Regular)
-Y -Y Dove
57*28-1 57*29-1 Dove Nutrium
-2 -2 Dove Sensitive Skin
-3 -3 Irish Spring
-4 -4 Irish Spring Aloe
-5 -5 Irish Spring Sport
-6 -6 Ivory
-7 -7 Jergens
-8 -8 Lava
-9 -9 Lever 2000
-0 -0 Neutrogena
-X -X @Ohm by Olay
-Y -Y Olay Beauty Bar
57*30-1 57*31-1 Old Spice High Endurance
-2 -2 Palmolive
-3 -3 Pure & Natural
-4 -4 Safeguard
-5 -5 Suave
-6 -6 Tone
-7 -7 Yardley
-8 -8 Zest Energy Rush
-9 -9 Zest Whitewater Fresh
-0 -0 Other Zest
-X -X Store's Own Brand
57*32-2 57*33-2 Other

Used For:
57*34-1 Antibacterial
-2 Complexion
-3 Deodorant
-4 Moisturizing

Types:
57*36-4 57*37-4 Liquid Soap
-5 -5 Hand Sanitizer

Brands:
57*36-6 57*37-6 Avon
-7 -7 Clean & Smooth
-8 -8 Dial
-9 -9 Dial Complete
-0 -0 Ivory
-X -X Jergens
-Y -Y Johnson's Kids Foam Blaster
57*38-1 57*39-1 Lava Soap
-2 -2 Neutrogena
-3 -3 Purell
-4 -4 Softsoap
-5 -5 Suave
-6 -6 Yardley
-7 -7 Store's Own Brand
-0 -0 Other

Used For:
57*40-1 Antibacterial
-2 Complexion
-3 Deodorant
-4 Moisturizing

BODY WASH/SHOWER GEL
-----Used in Last 6 Months

57*67-Y Yes

57*68-1 Heavy
-2 Medium
-3 LightTimes/Last 30 Days
-----57*67-1 None L
-2 1 - 2 L
-3 3 - 5 L
-4 6 - 9 M
-5 10 - 19 M
-6 20 - 29 M
-7 30 - 33 H
-8 34 - 45 H
-9 46 or More H

57*67-X Sole Brand

Sole/
Primary

Sec-
ondary

Brands:

57*68-4	57*69-4	Aveeno Body Wash
-5	-5	Avon
-6	-6	Bath & Body Works
-7	-7	Caress
-8	-8	Clairol Herbal Essences
-9	-9	@Coast
-0	-0	Dial
-X	-X	Dove Body Wash
-Y	-Y	Jergens
57*70-1	57*71-1	Lever 2000
-2	-2	Neutrogena Body Clear
-3	-3	Olay
-4	-4	@Olay Ohm
-5	-5	@Old Spice High Endurance
-6	-6	Softsoap Body Wash
-7	-7	St. Ives Body Wash
-8	-8	Stridex Body Focus
-9	-9	Suave Body Wash
-0	-0	Tone Body Wash
-X	-X	Zest
-Y	-Y	Store's Own Brand
57*72-3	57*73-3	Other

SHAMPOO (FOR USE AT HOME)

Used in Last 6 Months

57*41-Y Yes

57*42-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

57*41-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

57*41-X Sole Brand
57*43-1 Sole Type
-3 Sole Form

Sole/ Primary	Sec- ondary		Sole/ Primary	Sec- ondary	
		Forms:			
57*42-4	57*43-4	Shampoo	57*48-Y	57*49-Y	Pantene
-5	-5	Shampoo plus Conditioner	57*50-1	57*51-1	Pantene Pro-V
			-2	-2	Paul Mitchell
			-3	-3	Pert
57*42-6	57*43-6	Baby	-4	-4	Pert Plus
-7	-7	Color Treated	-5	-5	Pert Plus Dandruff Control
-8	-8	Fine Hair/Extra Body	-6	-6	Physique
-9	-9	Dry Hair	-7	-7	Prell
-0	-0	Oily Hair	-8	-8	Progain
-X	-X	Medicated/Dandruff	-9	-9	Redken
-Y	-Y	Normal Hair	-0	-0	Revlon
57*44-1	57*45-1	Permed Hair	-X	-X	Salon Selectives
-2	-2	All Purpose	-Y	-Y	Sebastian
			57*52-1	57*53-1	Selsun-Blue
		Brands:	-2	-2	Sheer Blonde
57*44-3	57*45-3	Alberto VO5	-3	-3	St. Ives
-4	-4	Aussie	-4	-4	Suave
-5	-5	Aveda	-5	-5	Other
-6	-6	Avon	-6	-6	Tegrin
-7	-7	Baby Magic Shampoo	-7	-7	Thermasilk
-8	-8	Bath & Body Works	-8	-8	Other
-9	-9	Breck	-9	-9	TRESemmé
-0	-0	Citre Shine	-0	-0	TRESemmé Hydrology
-X	-X	Clairol Daily Defense	-X	-X	VS Sassoon
-Y	-Y	Clairol Herbal Essences	-Y	-Y	Wella Balsam
57*46-1	57*47-1	Clairol Daily Renewal 5x	57*54-1	57*55-1	White Rain Collections
-2	-2	Dark & Lovely	-4	-4	Other
-3	-3	Denorex			
-4	-4	Other			
-5	-5	Finesse			
-6	-6	Flex			
-7	-7	Other			
-8	-8	Head & Shoulders			
-9	-9	Infusium 23			
-0	-0	Jhirmack			
-X	-X	Johnson's Baby Shampoo			
-Y	-Y	Johnson's Baby Conditioning Shampoo			
57*48-1	57*49-1	L'Oreal Colorvive			
-2	-2	L'Oreal Curlvive			
-3	-3	L'Oreal Hydravive			
-4	-4	L'Oreal Nutrivive			
-5	-5	L'Oreal Vitavive			
-6	-6	Matrix			
-7	-7	Motions			
-8	-8	Neutrogena T-Gel			
-9	-9	Neutrogena			
-0	-0	Nexxus			
-X	-X	Other			

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

HAIR CONDITIONERS (FOR USE AT HOME)

Used in Last 6 Months

57*56-Y Yes

57*57-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

57*56-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

57*56-X Sole Brand

57*58-1 Sole Type

Sole/ Primary -----	Sec- ondary -----		Sole/ Primary -----	Sec- ondary -----	
		Types:			
57*57-4	57*58-4	Dry	57*65-3	57*66-3	Wella Balsam
-5	-5	Extra Dry	-4	-4	White Rain Conditioner
-6	-6	Fine Hair/Extra Body	-7	-7	Other
-7	-7	Normal			
-8	-8	Oily			
		Brands:			
57*57-9	57*58-9	Alberto VO5			
-0	-0	Aussie			
-X	-X	Aussie 3 Minute			
-Y	-Y	Aveda			
57*59-1	57*60-1	Avon			
-2	-2	Biolage by Matrix			
-3	-3	Clairol Daily Defense			
-4	-4	Clairol Herbal Essence			
-5	-5	Clairol Daily Renewal 5x			
-6	-6	Condition by Clairol			
-7	-7	Dark & Lovely			
-8	-8	Other			
-9	-9	Finesse			
-0	-0	Flex			
-X	-X	Garnier Fructis			
-Y	-Y	Infusium 23			
57*61-1	57*62-1	L'Oreal Colorvive			
-2	-2	Other L'Oreal			
-3	-3	Matrix			
-4	-4	Motions			
-5	-5	Neutrogena Conditioner			
-6	-6	Nexxus			
-7	-7	Pantene			
-8	-8	Pantene Pro-V			
-9	-9	Pert			
-0	-0	Paul Mitchell			
-X	-X	Physique			
-Y	-Y	Prell			
57*63-1	57*64-1	Redken			
-2	-2	Revlon			
-3	-3	Salon Selectives			
-4	-4	Sebastian			
-5	-5	Sheer Blonde			
-6	-6	St. Ives			
-7	-7	Suave			
-8	-8	TCB			
-9	-9	Thermasilk			
-0	-0	Other			
-X	-X	TRESemmé			
-Y	-Y	TRESemmé Hydrology			
57*65-1	57*66-1	Ultra Sheen			
-2	-2	VS Sassoon			

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

HAIR CONDITIONING TREATMENT (FOR USE AT HOME)

HAIR COLORING PRODUCTS (FOR USE AT HOME)

Used in Last 6 Months

Used in Last 6 Months

57*74-Y Yes

57*75-1 Heavy
-2 Medium
-3 Light

57*79-Y Yes

57*80-1 Heavy
-2 Medium
-3 Light

Times/Last 30 Days

Times/Last 6 Months

57*74-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

57*79-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

57*74-X Sole Brand
57*76-2 Sole Kind

57*79-X Sole Brand
58*01-1 Sole Type
-3 Sole Form

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

57*75-4 57*76-4 Kinds:
-5 -5 Leave-In
 Rinse-Out

Brands:
57*75-6 57*76-6 Alberto VO5 Hot Oil Treatment
-7 -7 Aussie 3 Minute Miracle
-8 -8 Clairol Condition Hot Oil
-9 -9 @Clairol Herbal Essences
-0 -0 Infusium 23 Pro Vitamin
 Treatment
-X -X Pantene Pro-V
-Y -Y Salon Selectives
57*77-1 57*78-1 Other
-2 -2 @Thermasilk
-3 -3 TRESemmé Hot Oil
-4 -4 Ultra Sheen
-7 -7 Other

57*80-4 58*01-4 Types:
-5 -5 Temporary Rinse
-6 -6 Semi-Permanent Color
-7 -6 Permanent Color
-8 -7 Frost, Tip, Streak Kit
-8 -8 Bleach or Lightener

Forms:
57*80-9 58*01-9 Liquid/Lotion
-0 -0 Mousse

Brands:
57*80-X 58*01-X Clairol Herbal Essences
-Y -Y Clairol Hydrience
58*02-1 58*03-1 Clairol Lasting Color By Loving
 Care
-2 -2 Clairol Loving Care
-3 -3 Clairol Natural Instincts
-4 -4 Clairol Nice 'n Easy
-5 -5 Clairol Ultress
-6 -6 Other Clairol
-7 -7 Dark & Lovely
-8 -8 Garnier Nutrisse
-9 -9 Grecian 5
-0 -0 Grecian Formula 16
-X -X Just for Men
-Y -Y L'Oreal Excellence
58*04-1 58*05-1 L'Oreal Feria
-2 -2 L'Oreal Open Gel
-3 -3 L'Oreal Preference
-4 -4 Other L'Oreal
-5 -5 Men's Choice
-6 -6 Revlon Colorsilk
-7 -7 Revlon High Dimension
-8 -8 Other Revlon
-9 -9 Xtreme FX
-Y -Y Other

HOME PERMANENTS AND RELAXERS (FEMALES)

HAIR SPRAYS (FOR USE AT HOME)

Used in Last 6 Months

Used in Last 6 Months

58*07-Y Yes

58*12-Y Yes

58*08-1 Heavy
-2 Medium
-3 Light

58*13-1 Heavy
-2 Medium
-3 Light

Times/Last 6 Months

Times/Last 7 Days

58*07-1 None L
-2 1 L
-3 2 M
-4 3 H
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

58*12-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

58*07-X Sole Brand
58*09-1 Sole Type

58*12-X Sole Brand
58*14-1 Sole Type

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

58*08-4 58*09-4 Types:
-5 Regular (Not Relaxers/Soft Perm)
-6 Relaxers
Soft Perm

58*13-4 58*14-4 Types:
-5 Aerosol Spray
-6 Manual Pump Spray
Spritz

58*08-7 58*09-7 Brands:
-8 African Pride
-9 Dark & Lovely
-0 Luster's Pink
-X Motions
-Y Ogilvie
Optimum Care
58*10-1 58*11-1 Raveen
-2 Soft & Beautiful
-5 Other

58*13-7 58*14-7 Brands:
-8 Alberto VO5
-9 Aqua-Net (Rayette)
-0 Clairol Final Net
-X @Consort
-Y Finesse
LA Looks
58*15-1 58*16-1 L'Oreal Studio Line
-2 Other
-3 Nexxus
-4 Pantene Pro-V
-5 Paul Mitchell
-6 Physique
-7 Rave
-8 Redken
-9 Revlon
-0 Salon Selectives
-X @Sebastian
-Y Suave
58*17-1 58*18-1 Other
-2 TRESemmé
-3 White Rain
-6 Other

HAIR MOUSSE

Used in Last 6 Months

58*19-Y Yes

58*20-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

58*19-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

58*19-X Sole Brand

HAIR STYLING GELS & LOTIONS

Used in Last 6 Months

58*26-Y Yes

58*27-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

58*26-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

58*26-X Sole Brand

Sole/
Primary

Sec-
ondary

Brands:
58*20-4 58*21-4 Alberto VO5
-5 -5 Dep
-6 -6 Finesse
-7 -7 L'Oreal Studio Line
-8 -8 Nexxus
-9 -9 Pantene Pro-V
-0 -0 Paul Mitchell
-X -X Other
-Y -Y Rave
58*22-1 58*23-1 Salon Selectives
-2 -2 Suave
-3 -3 Other
-4 -4 TRESemmé
-5 -5 White Rain
-8 -8 Other

Sole/
Primary

Sec-
ondary

Brands:
58*27-4 58*28-4 Alberto VO5
-5 -5 Dep
-6 -6 Dippity Do
-7 -7 Frizz Control by Clairol
-8 -8 @Göt2B
-9 -9 John Frieda Frizz-Ease
-0 -0 LA Looks
-X -X L'Oreal Studio Line
-Y -Y Other
58*29-1 58*30-1 Pantene Pro-V
-2 -2 Paul Mitchell
-3 -3 Physique
-4 -4 Rave
-5 -5 Redken
-6 -6 Salon Selectives
-7 -7 Sebastian
-8 -8 Suave
-9 -9 Thermasilk
-0 -0 Other
-X -X TRESemmé
-Y -Y White Rain
58*31-3 58*32-3 Other

HAIR CARE PRODUCTS (FEMALES)

Personally used in last 6 months:

58*24-1 Any
-2 Blow Dryer
-3 Bobbie Pins
-4 @Brush
-5 Diffuser
-6 Electric Curlers
-7 Electric Curling Iron/Brush
-8 @Electric Straightening Iron
-9 @Hair Clips/Barrettes
-0 Hair Pins

58*25-1 Hair Rollers
-2 Hair Setters
-3 @Head Bands
-4 Styling Comb

FACIAL MOISTURIZERS (FEMALES)

BATH/SHOWER ADDITIVES (FEMALES)

Used in Last 6 Months

Used in Last 6 Months

58*33-Y Yes

58*34-1 Heavy
-2 Medium
-3 Light

58*43-Y Yes

58*44-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 7 Days

58*33-1 None L
-2 1 - 3 L
-3 4 - 7 L
-4 8 - 10 M
-5 11 - 12 M
-6 13 - 14 M
-7 15 - 20 H
-8 21 or More H

58*43-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

58*33-X Sole Brand
58*35-1 Sole Type

58*43-X Sole Brand
58*45-1 Sole Type

Sole/ Primary Sec-
Secondary

Sole/ Primary Sec-
Secondary

58*34-4 58*35-4 Types:
-5 -5 Cream
-6 -6 Lotion
-6 -6 Other Type

58*34-7 58*35-7 Brands:
-8 -8 Almay
-9 -9 Alpha Hydrox
-0 -0 Aveeno
-X -X Avon
-Y -Y Bath & Body Works
58*36-1 58*37-1 Clinique
-2 -2 Elizabeth Arden
-3 -3 Estee Lauder Resilience
-4 -4 Other Estee Lauder
-5 -5 Eucerin
-6 -5 Lancome Absolue
-7 -6 Lancome Renergie
-8 -7 Other Lancome
-9 -8 L'Oreal Plenitude
-0 -9 L'Oreal RevitaLift
-X -0 Other L'Oreal
-Y -X Lubriderm
58*38-1 58*39-1 Mary Kay
-2 -2 Neutrogena Healthy Skin
-3 -2 Other Neutrogena
-4 -3 Night of Olay
-5 -4 Nivea Visage
-6 -5 Noxzema Skin Cream
-7 -6 Olay Total Effects
-8 -7 Other Olay
-9 -8 Pond's Age Defying Lotion
-0 -9 Pond's Dry Skin Cream
-X -0 RoC Retinol Actif Pur
-Y -X Other RoC
58*40-3 58*41-3 Vaseline
-3 -3 Other

58*44-4 58*45-4 Types:
-5 -5 Bubble Bath
-6 -6 Bath Beads/Powder/Salts
-7 -6 In Shower Cleanser
-7 -7 In Shower Moisturizer

58*44-8 58*45-8 Brands:
-9 -9 Avon
-0 -9 Bath & Body Works
-X -0 Calgon
-Y -X Jean Nate
58*46-1 58*47-1 Mr. Bubble
-2 -2 Neutrogena Rainbath
-3 -2 Vaseline Intensive Care
-4 -3 Vitabath
-7 -4 Yardley
-7 -7 Other

How do you use it?
58*42-1 Anti-wrinkle
-2 Cleansing
-3 Moisturizing
-4 Night Cream
-5 Sunscreen
-6 Under make-up

FOUNDATION MAKE-UP (FEMALES)

LOOSE FACE POWDER (FEMALES)

Used in Last 6 Months

Used in Last 6 Months

58*48-Y Yes

58*57-Y Yes

58*49-1 Heavy
-2 Medium
-3 Light

58*58-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 7 Days

58*48-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 L
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

58*57-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

58*48-X Sole Brand
58*50-1 Sole Type

58*57-X Sole Brand

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Types:

58*49-4 58*50-4 Cream
-5 -5 Duo Cream/Powder
-6 -6 Liquid
-7 -7 Stick

Brands:

58*49-8 58*50-8 Almay
-9 -9 Almay Skin Stays Clean
-0 -0 Avon
-X -X Bobbi Brown
-Y -Y Clinique
58*51-1 58*52-1 Cover Girl Aquasmooth
-2 -2 Cover Girl Clean Fragrance Free
-3 -3 Cover Girl Clean Regular
-4 -4 Cover Girl Continuous Wear
-5 -5 Cover Girl Fresh Look
-6 -6 Cover Girl Smoothers
-7 -7 Cover Girl Ultimate Finish
Liquid Powder
-8 -8 Other Cover Girl
-9 -9 Ebone
-0 -0 Elizabeth Arden
-X -X Estee Lauder
-Y -Y Fashion Fair
58*53-1 58*54-1 Lancome Photogenic
-2 -2 Other Lancome
-3 -3 L'Oreal Mattique
-4 -4 L'Oreal Translucide
-5 -5 L'Oreal Visible Lift
-6 -6 Other L'Oreal
-7 -7 Mary Kay
-8 -8 Max Factor Face Finity
-9 -9 Other Max Factor
-0 -0 Other
-X -X Maybelline Non Stop
-Y -Y Maybelline Shine Free
58*55-1 58*56-1 Maybelline Smooth Result
-2 -2 Other Maybelline
-3 -3 Merle Norman
-4 -4 Neutrogena
-5 -5 Prescriptives
-6 -6 Revlon Age Defying
-7 -7 Revlon Colorstay
-8 -8 Revlon Skinlights
-9 -9 Other Revlon
-Y -Y Other

Brands:

58*58-4 58*59-4 Almay
-5 -5 Avon
-6 -6 Clinique
-7 -7 Corn Silk
-8 -8 Coty
-9 -9 Cover Girl
-0 -0 Ebone
-X -X Elizabeth Arden
-Y -Y Estee Lauder
58*60-1 58*61-1 Lancome
-2 -2 L'Oreal
-3 -3 M.A.C.
-4 -4 Mary Kay
-5 -5 Max Factor
-6 -6 Maybelline
-7 -7 Merle Norman
-8 -8 Neutrogena
-9 -9 Revlon
-Y -Y Other

BLUSHER (FEMALES)

Used in Last 6 Months

58*62-Y Yes

58*63-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

58*62-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 L
-6 5 L
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H58*62-X Sole Brand
58*64-1 Sole Type

PRESSED POWDER (FEMALES)

Used in Last 6 Months

58*69-Y Yes

58*70-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

58*69-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

58*69-X Sole Brand

Sole/
Primary

Sec-
ondary

		Types:	
58*63-4	58*64-4	Cream/Gel/Liquid	
-5	-5	Cream/Powder	
-6	-6	Cake/Powder	
		Brands:	
58*63-7	58*64-7	Almay	
-8	-8	Avon	
-9	-9	Bobbi Brown	
-0	-0	Clinique	
-X	-X	Cover Girl Cheekers	
-Y	-Y	Cover Girl Classic Color	
58*65-1	58*66-1	Cover Girl Instant Cheekbones	
-2	-2	Other Cover Girl	
-3	-3	Ebone	
-4	-4	Elizabeth Arden	
-5	-5	Estee Lauder	
-6	-6	Fashion Fair	
-7	-7	Flori Roberts	
-8	-8	Lancome	
-9	-9	L'Oreal	
-0	-0	M.A.C.	
-X	-X	Mary Kay	
-Y	-Y	Max Factor	
58*67-1	58*68-1	Maybelline Brush/Blush	
-2	-2	Other Maybelline	
-3	-3	Merle Norman	
-4	-4	Neutrogena	
-5	-5	Prescriptives	
-6	-6	Revlon	
-9	-9	Other	

Sole/
Primary

Sec-
ondary

		Brands:	
58*70-4	58*71-4	Almay	
-5	-5	Avon	
-6	-6	Clinique	
-7	-7	Corn Silk	
-8	-8	Cover Girl Clean Make-Up	
-9	-9	Other Cover Girl	
-0	-0	Ebone	
-X	-X	Estee Lauder	
-Y	-Y	Lancome Dual Finish	
58*72-1	58*73-1	L'Oreal	
-2	-2	Mary Kay	
-3	-3	Max Factor	
-4	-4	Maybelline	
-5	-5	@Neutrogena	
-6	-6	Revlon	
-9	-9	Other	

LIPSTICK & LIP GLOSS (FEMALES)

Used in Last 6 Months

58*74-Y Yes

58*75-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

58*74-1	None	L
-2	1 - 3	L
-3	4 - 6	L
-4	7 - 8	M
-5	9 - 10	M
-6	11 - 15	H
-7	16 - 20	H
-8	21 or More	H

58*74-X Sole Brand
58*76-1 Sole Type

Sole/ Primary	Sec- ondary
-----	-----

		Types:
58*75-4	58*76-4	Lipcolor in Compact
-5	-5	Lipstick
-6	-6	Lipstick in a Pencil
-7	-7	Lip Gloss
-8	-8	Lip Liners
		Brands:
58*75-9	58*76-9	Almay
-0	-0	Avon
-X	-X	Bonne Bell
-Y	-Y	Chanel
58*77-1	58*78-1	Clinique
-2	-2	Cover Girl Continuous Color
-3	-3	Cover Girl Outlast
-4	-4	Cover Girl Smoothers
-5	-5	Other Cover Girl
-6	-6	Ebone
-7	-7	Elizabeth Arden
-8	-8	Estee Lauder
-9	-9	Fashion Fair
-0	-0	Flori Roberts
-X	-X	Lancome
-Y	-Y	L'Oreal
58*79-1	58*80-1	L'Oreal Colour Endure
-2	-2	L'Oreal Colour Riche
-3	-3	M.A.C.
-4	-4	Mary Kay
-5	-5	Max Factor Lipfinity
-6	-6	Other Max Factor
-7	-7	Maybelline Lip Polish
-8	-8	Maybelline Moisture Whip
-9	-9	Maybelline Wet Shine
-0	-0	Other Maybelline
-X	-X	Merle Norman
-Y	-Y	Neutrogena
59*01-1	59*02-1	N.Y.C. New York Color
-2	-2	Revlon Colorstay
-3	-3	Revlon Moon Drops
-4	-4	Revlon Super Lustrous
-5	-5	Other Revlon
-6	-6	Wet 'n Wild
-9	-9	Other

EYE SHADOW (FEMALES)

Used in Last 6 Months

59*03-Y Yes

59*04-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

59*03-1	None	L
-2	1	L
-3	2	L
-4	3	L
-5	4	M
-6	5	M
-7	6	M
-8	7	M
-9	8	H
-0	9 or More	H

59*03-X Sole Brand
59*05-1 Sole Type

Sole/ Primary	Sec- ondary
-----	-----

		Types:
59*04-4	59*05-4	Crayon/Pencil
-5	-5	Cream
-6	-6	Powder
		Brands:
59*04-7	59*05-7	Almay
-8	-8	Avon
-9	-9	Chanel
-0	-0	Clinique
-X	-X	Cover Girl Eye Enhancers
-Y	-Y	Other Cover Girl
59*06-1	59*07-1	Elizabeth Arden
-2	-2	Estee Lauder
-3	-3	Flori Roberts
-4	-4	Jane
-5	-5	Lancome
-6	-6	L'Oreal
-7	-7	Mary Kay
-8	-8	Max Factor
-9	-9	Maybelline Cool Effect
-0	-0	Maybelline Expert Eyes
-X	-X	Other Maybelline
-Y	-Y	Merle Norman
59*08-1	59*09-1	Revlon
-2	-2	Other
-3	-3	Ultima II
-4	-4	Victoria's Secret
-7	-7	Other

EYE LINER (FEMALES)

MASCARA (FEMALES)

Used in Last 6 Months

Used in Last 6 Months

59*10-Y Yes

59*11-1 Heavy
-2 Medium
-3 Light

59*17-Y Yes

59*18-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 7 Days

59*10-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

59*17-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

59*10-X Sole Brand
59*12-1 Sole Type

59*17-X Sole Brand
59*19-1 Sole Type
-3 Sole Form

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Types:
59*11-4 59*12-4 Cake
-5 -5 Liquid
-6 -6 Pen (Felt Tip)
-7 -7 Pencil

Brands:
59*11-8 59*12-8 Almay
-9 -9 Avon
-0 -0 Clinique
-X -X Cover Girl Perfect Blend
-Y -Y Cover Girl Smoothers Gel
Eyecolor
59*13-1 59*14-1 Other Cover Girl
-2 -2 Estee Lauder
-3 -3 Lancome
-4 -4 L'Oreal
-5 -5 Mary Kay
-6 -6 Max Factor
-7 -7 Maybelline Cool Effect
-8 -8 Maybelline Expert Eyes
-9 -9 Maybelline LineWorks
-0 -0 Maybelline Twin Pack
-X -X Other Maybelline
-Y -Y Prescriptives
59*15-1 59*16-1 Revlon ColorStay
-2 -2 Other Revlon
-3 -3 Other
-4 -4 Ultima II
-5 -5 Victoria's Secret
-6 -6 Wet 'n Wild
-9 -9 Other

Types:
59*18-4 59*19-4 Regular (Not Water Proof/Water
Resistant)
-5 -5 Water Proof
-6 -6 Water Resistant

Forms:
59*18-7 59*19-7 Curling
-8 -8 Volume/Thickening

Brands:
59*18-9 59*19-9 Almay One Coat
-0 -0 Other Almay
-X -X Avon
-Y -Y Clinique
59*20-1 59*21-1 Cover Girl Professional
-2 -2 Cover Girl Remarkable
-3 -3 Cover Girl Thick Lash
-4 -4 Cover Girl Triple
-5 -5 Other Cover Girl
-6 -6 Estee Lauder
-7 -7 Lancome
-8 -8 Other
-9 -9 L'Oreal Lash Intensifique
-0 -0 L'Oreal Lash-Out
-X -X Other L'Oreal
-Y -Y Mary Kay
59*22-1 59*23-1 Max Factor Lashfinity
-2 -2 Max Factor 2000 Calorie
-3 -3 Other Max Factor
-4 -4 Maybelline Full 'n Soft
-5 -5 Maybelline Great Lash
-6 -6 Maybelline Illegal Lengths
-7 -7 Other
-8 -8 Maybelline Lash Discovery
-9 -9 @Maybelline Volume Express
-0 -0 Other Maybelline
-X -X Revlon Colorstay Lashcolor
-Y -Y Other
59*24-1 59*25-1 Other Revlon
-4 -4 Other

NAIL CARE PRODUCTS & POLISH (FEMALES)

NAIL POLISH REMOVER (FEMALES)

Used in Last 6 Months

Used in Last 6 Months

59*26-Y Yes

59*33-Y Yes

59*27-1 Heavy
-2 Medium
-3 Light

59*34-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 7 Days

59*26-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

59*33-1 None L
-2 1 L
-3 2 M
-4 3 H
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

59*26-X Sole Brand
59*28-1 Sole Type
-3 Sole Form

59*33-X Sole Brand
59*35-1 Sole Type

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Types:
59*27-4 59*28-4 Basecoat
-5 -5 Cuticle Care
-6 -6 Polish
-7 -7 Strengtheners/Hardener
-8 -8 Topcoat

Brands:
59*34-4 59*35-4 % Avon
-5 + Cutex (instant)
-6 % Cutex (liquid)
-7 + Pretty Nails (instant)
-8 % Revlon
-9 + Sally Hansen Kwik-Off (instant)
-0 % Sally Hansen (liquid)
-X Store's Own Brand
59*36-2 59*37-2 Other

Forms:
59*27-9 59*28-9 Fast Drying
-0 -0 Regular Drying

Brands:
59*27-X 59*28-X Almay
-Y -Y Avon
59*29-1 59*30-1 Clinique
-2 -2 Cover Girl Nail Slicks
-3 -3 Other Cover Girl
-4 -4 Estee Lauder
-5 -5 @Hard Candy
-6 -6 L'Oreal
-7 -7 Mary Kay
-8 -8 Max Factor
-9 -9 Maybelline Express Finish
-0 -0 Maybelline Nail Care
-X -X Maybelline Ultimate Wear
-Y -Y Maybelline Wet Shine
59*31-1 59*32-1 Nutra Nail Nail Care
-2 -2 OPI
-3 -3 Orly
-4 -4 Revlon Top Speed
-5 -5 Other Revlon
-6 -6 Other
-7 -7 Sally Hansen Nail Care
-8 -8 Sally Hansen Nail Color
-9 -9 Wet 'n Wild
-Y -Y Other

Types:
59*36-3 59*37-3 + Instant
-4 -4 % Liquid

FEMININE HYGIENE DEODORANT/CLEANSING PRODUCTS

FEMININE HYGIENE DOUCHES (FEMALES)

Used in Last 6 Months

Used in Last 6 Months

59*38-Y Yes

59*43-Y Yes

59*39-1 Heavy
-2 Medium
-3 Light

59*44-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 30 Days

59*38-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 H
-9 8 H
-0 9 or More H

59*43-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

59*38-X Sole Brand

59*43-X Sole Brand

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Brands:
59*39-4 59*40-4 Always Wipes
-5 -5 FDS
-6 -6 Massengill
-7 -7 Playtex Cleansing Cloths
-8 -8 Summer's Eve Feminine Mist
-9 -9 @Other Summer's Eve
-0 -0 Vagisil Feminine Powder
-X -X @Other Vagisil
59*41-2 59*42-2 Other

Brands:
59*44-4 59*45-4 Massengill Medicated
-5 -5 Massengill Vinegar & Water
-6 -6 Other Massengill
-7 -7 Summer's Eve Vinegar & Water
-8 -8 Other Summer's Eve
-X -X Other

TAMPONS (FEMALES)

SANITARY NAPKINS (FEMALES)

Used in Last 6 Months

Used in Last 6 Months

59*46-Y Yes

59*47-1 Heavy
-2 Medium
-3 Light

59*51-Y Yes

59*52-1 Heavy
-2 Medium
-3 Light

Number in last 30 days

Number/Last 30 Days

59*46-1 None L
-2 1 - 3 L
-3 4 - 6 L
-4 7 - 11 M
-5 12 - 15 M
-6 16 or More H

59*51-1 None L
-2 1 - 4 L
-3 5 - 7 M
-4 8 - 13 M
-5 14 - 20 H
-6 21 or More H

59*46-X Sole Brand
59*48-1 Sole Type

59*51-X Sole Brand
59*53-1 Sole Type
-2 Sole Kind

Sole/ Primary Sec-
Secondary

Sole/ Primary Sec-
Secondary

59*47-4 59*48-4 Types:
-5 -5 Slender
-6 -6 Regular (Not Slender/Super/
-7 -7 Super-Plus)

59*52-4 59*53-4 Types:
-5 -5 Deodorant
Non-deodorant

59*47-8 59*48-8 Brands:
-9 -9 Kotex Security
-0 -0 o.b.
-X -X o.b. with applicator
-Y -Y Playtex Deodorant
59*49-1 59*50-1 Playtex Non-Deodorant
-2 -2 Other
-3 -3 Playtex Portables
-4 -3 Tampax Cardboard Applicator
-5 -4 Tampax (Plastic Applicator)
-6 -5 Other
-7 -6 Tampax Satin Teen
-0 -7 Store's Own Brand
Other

59*52-6 59*53-6 Kinds:
-7 -7 Regular (non-winged)
with Wings

59*52-8 59*53-8 Brands:
-9 -9 Always Maximum Protection
-0 -0 Always Overnight Maxi
-X -X Always Regular Maxi
-Y -X Always Regular Thin Maxi
Always Thin Ultra
59*54-1 59*55-1 Always Slender Thin Ultra
-2 -2 Other Always
-3 -3 Kotex Maxi
-4 -4 Kotex Overnight Pads
-5 -5 Kotex Thin
-6 -6 Kotex Ultra Thin
-7 -7 Other Kotex
-8 -8 Stayfree Classic
-9 -9 Stayfree Ultra Thin Maxi
-0 -0 Other Stayfree
-X -X Store's Own Brand
59*56-2 59*57-2 Other

PANTILINERS (FEMALES)

@DEO-COLOGNES/BODY SPRAYS (FEMALES) (Teenmark Only)

Used in Last 6 Months

Used in Last 6 Months

59*58-Y Yes

59*59-1 Heavy
-2 Medium
-3 Light

59*65-Y Yes

59*66-1 Heavy
-2 Medium
-3 Light

Number/Last 30 Days

Times/Last 7 Days

59*58-1 None L
-2 1 - 3 L
-3 4 - 6 M
-4 7 - 12 M
-5 13 - 29 H
-6 30 or More H

59*65-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 H
-9 8 H
-0 9 or More H

59*58-X Sole Brand
59*60-1 Sole Type
-2 Sole Kind

59*65-X Sole Brand

Sole/ Primary
Sec- ondary

Sole/ Primary
Sec- ondary

Types:
59*59-4 59*60-4 Deodorant
-5 -5 Non-deodorant
-6 -6 Odor Absorbing

Kinds:
59*59-7 59*60-7 Regular
-8 -8 Long/Extra Coverage
-9 -9 Thong

Brands:
59*66-4 59*67-4 Bath & Body Works
-5 -5 The Body Shop
-6 -6 Impulse
-7 -7 Jean Nate
-8 -8 Parfums de Coeur Body Fantasies
-9 -9 Victoria's Secret
-Y -Y Other

Brands:
59*59-0 59*60-0 Always Regular
-X -X Always Long
-Y -Y Other Always
59*61-1 59*62-1 Carefree Breathable
-2 -2 Other
-3 -3 Carefree to Go
-4 -4 Carefree Ultra Dry
-5 -5 Other Carefree
-6 -6 Kotex Lightdays Regular
-7 -7 Kotex Lightdays Extra Coverage
-8 -8 Kotex Lightdays Long
-9 -9 Kotex Lightdays Purse Paks
-0 -0 Other Kotex Lightdays
-X -X @Serenity
-Y -Y Store's Own Brand
59*63-3 59*64-3 Other

PERFUME AND COLOGNE FOR FEMALES

Used in Last 6 Months

59*68-Y Yes

59*69-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

59*68-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 L
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

59*68-X Sole Brand

59*70-1 Sole Type

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Types:

59*69-4 59*70-4 Cologne
-5 -5 Perfume
-6 -6 Toilet Water
-7 -7 After Bath Splash
-8 -8 Other

Brands:

59*69-9 59*70-9 Adidas Moves For Her
-0 -0 Allure
-X -X Amarige
-Y -Y American Original
59*71-1 59*72-1 Anais Anais
-2 -2 Avon
-3 -3 Bath & Body Works
-4 -4 BCBG Girls
-5 -5 Beautiful
-6 -6 Bora Bora
-7 -7 Other
-8 -8 Chanel No. 5
-9 -9 Other Chanel
-0 -0 Chantilly
-X -X Charlie
-Y -Y cK One
59*73-1 59*74-1 Cool Water Woman
-2 -2 Curve
-3 -3 Emeraude
-4 -4 Escape
-5 -5 Eternity
-6 -6 !Exclamation
-7 -7 Giorgio Beverly Hills
-8 -8 Glamorous
-9 -9 Glow By J.Lo
-0 -0 Green Tea
-X -X Happy
-Y -Y Other
59*75-1 59*76-1 Intuition
-2 -2 J'adore
-3 -3 Jean Nate
-4 -4 Jovan Musk
-5 -5 Jovan White Musk
-6 -6 L'Air du Temps
-7 -7 Liz Claiborne
-8 -8 Lucky You
-9 -9 Mambo
-0 -0 Mary Kay
-X -X Miracle
-Y -Y My Ocean
59*77-1 59*78-1 Noa
-2 -2 Obsession

59*77-3 59*78-3 Opium
-4 -4 Organza Indecence
-5 -5 Oscar de la Renta
-6 -6 Passion
-7 -7 Perfect Calm
-8 -8 Pleasures
-9 -9 Poison
-0 -0 Polo Sport for Woman
-X -X Pure Joy
-Y -Y Ralph
59*79-1 59*80-1 Red
-2 -2 Red Door
-3 -3 Romance
-4 -4 Shalimar
-5 -5 Sunflowers
-6 -6 Tommy Girl
-7 -7 Tresor
-8 -8 Truth
-9 -9 Vanilla Fields
-0 -0 Victoria's Secret
-X -X White Diamonds
-Y -Y White Linen
60*01-1 60*02-1 Wind Song
-4 -4 Other

AFTERSHAVE LOTION & COLOGNE FOR MALES

Used in Last 6 Months

60*03-Y Yes

60*04-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

60*03-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 L
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

60*03-X Sole Brand

60*05-1 Sole Type

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Types:

60*04-4 60*05-4 After Shave
-5 -5 Cologne

60*12-3 60*13-3 T
-4 -4 Tommy (Hilfiger)
-7 -7 Other

Brands:

60*04-6 60*05-6 Acqua di Gio
-7 -7 Other
-8 -8 Adidas Moves For Him
-9 -9 Afta
-0 -0 Aqua Velva Ice Blue
-X -X Aqua Velva Ice Sport
-Y -Y Aramis
60*06-1 60*07-1 Aspen
-2 -2 Avon
-3 -3 BOD
-4 -4 British Sterling
-5 -5 Brut Actif Blue
-6 -6 Other Brut
-7 -7 Other
-8 -8 cK One
-9 -9 Cool Water
-0 -0 Crave
-X -X Curve
-Y -Y Drakkar Noir
60*08-1 60*09-1 English Leather
-2 -2 Escape For Men
-3 -3 Eternity For Men
-4 -4 Gillette
-5 -5 Givenchy pour homme
-6 -6 Gray Flannel
-7 -7 Halston
-8 -8 Other
-9 -9 Higher Dior
-0 -0 Hugo Boss
-X -X Joop
-Y -Y Jovan Musk
60*10-1 60*11-1 Lagerfeld
-2 -2 Nautica Latitude Longitude
-3 -3 Neutrogena Men
-4 -4 Nivea for Men
-5 -5 Obsession For Men
-6 -6 Old Spice
-7 -7 Pierre Cardin
-8 -8 Pleasures for Men
-9 -9 Polo Sport
-0 -0 Other Polo
-X -X Preferred Stock
-Y -Y Romance
60*12-1 60*13-1 Skin Bracer
-2 -2 Stetson

COLOGNE FOR MALES EXPENDITURES

Amount spent in total for gift in last 12 months:

60*14-1 Under \$50
-2 \$50-99
-3 \$100-\$249
-4 \$250+

Amount spent in total for self in last 12 months:

60*14-5 Under \$50
-6 \$50-99
-7 \$100-\$249
-8 \$250+

PERFUME & COLOGNE FOR FEMALES EXPENDITURES

Amount spent in total for gift in last 12 months:

60*15-1 Under \$50
-2 \$50-99
-3 \$100-\$249
-4 \$250+

Amount spent in total for self in last 12 months:

60*15-5 Under \$50
-6 \$50-99
-7 \$100-\$249
-8 \$250+

DISPOSABLE RAZORS

Used in Last 6 Months

60*16-Y Yes

60*17-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

60*16-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

60*16-X Sole Brand

Sole/ Primary Sec- ondary

60*17-4	60*18-4	Brands:
-5	-5	Bic Softwin
-6	-6	Bic Twin Select
-7	-7	Lady Bic
-8	-8	Other Bic
-9	-9	Daisy
-0	-0	Gillette Custom Plus
-X	-X	Gillette Good News
-Y	-Y	Gillette Good News Plus
60*19-1	60*20-1	Schick ST
-2	-2	Schick Xtreme 3
-5	-5	Other Schick
		Other

RAZOR BLADES

ELECTRIC SHAVERS

Used in Last 6 Months

Used in Last 6 Months

60*21-Y Yes

60*33-Y Yes

60*22-1 Heavy
-2 Medium
-3 Light

60*34-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 7 Days

60*21-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

60*33-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 H
-9 8 H
-0 9 or More H

60*21-X Sole Brand
60*23-1 Sole Type

60*33-X Sole Brand

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Brands:

Brands:

60*22-4 60*23-4 % Gillette Atra
-5 -5 % Gillette Atra Plus
-6 -6 + Gillette Mach 3
-7 -7 + Gillette Mach 3 Turbo
-8 -8 + Other
-9 -9 % Gillette Sensor
-0 -0 % Gillette Sensor Excel
-X -X % Gillette Sensor Excel for Women
-Y -Y % Gillette Sensor for Women
60*24-1 60*25-1 % Gillette Trac II
-2 -2 : Gillette Venus
-3 -3 + Other
-4 -4 +@Schick Intuition
-5 -5 @Schick Quattro
-6 -6 % Schick Silk Effects+
-7 -7 + Schick Xtreme 3
-8 -8 Other Schick
-X -X Other

60*34-4 60*35-4 Braun
-5 -5 Norelco
-6 -6 Panasonic
-7 -7 Remington
-8 -8 Schick
-X -X Other

Types:

60*24-Y 60*25-Y : Double Edged
60*26-1 60*27-1 & Injector
-2 -2 % Twin Blade Cartridge
-3 -3 + Triple Blade Cartridge

SHAVING CREAMS OR GELS

COUGH/SORE THROAT DROPS (Nonprescription)

Used in Last 6 Months

Used in Last 6 Months

60*36-Y Yes

60*37-1 Heavy
-2 Medium
-3 Light

60*45-Y Yes

60*46-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

Times/Last 30 Days

60*36-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

60*45-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

60*36-X Sole Brand
60*38-1 Sole Type
-2 Sole Kind

60*45-X Sole Brand

Sole/ Primary Sec-
Secondary

Sole/ Primary Sec-
Secondary

Types:
60*37-4 60*38-4 Aerosol
-5 -5 Tube
-6 -6 Mug
-7 -7 Other Type

Kinds:
60*37-8 60*38-8 Cream
-9 -9 Foam
-0 -0 Gel

Brands:
60*37-X 60*38-X Aveeno Shave Gel
-Y -Y Barbasol Foam
60*39-1 60*40-1 Barbasol Gel
-2 -2 Colgate Gel
-3 -3 Colgate Instant
-4 -4 Other Colgate
-5 -5 Edge Active Care
-6 -6 Edge Pro Extra Moisturizing
-7 -7 Edge Pro Extra Protection
-8 -8 Edge Pro Extra Soothing
-9 -9 Edge Normal Skin
-0 -0 Edge Sensitive
-X -X Edge Skin Conditioning
-Y -Y Other Edge
60*41-1 60*42-1 Gillette Cool Wave Cream
-2 -2 Gillette Cool Wave Gel
-3 -3 Gillette Foamy Cream
-4 -4 Gillette Foamy for Sensitive
Skin
-5 -5 Gillette Satin Care
-6 -6 Gillette Series Cream
-7 -7 Gillette Series Gel
-8 -8 Neutrogena Men
-9 -9 Nivea for Men
-0 -0 Noxzema Regular
-X -X Noxzema for Sensitive Skin
-Y -Y Old Spice
60*43-1 60*44-1 Satin Care Soft Touch
-2 -2 Skintimate Shave Cream
-3 -3 Skintimate Shave Gel
-6 -6 Other

Brands:
60*46-4 60*47-4 Cepacol Sore Throat Lozenges
-5 -5 Other
-6 -6 Chloraseptic lozenges
-7 -7 Other
-8 -8 Halls Defense Vitamin C
-9 -9 Other
-0 -0 Halls Plus
-X -X Halls (Regular)
-Y -Y Other Halls
60*48-1 60*49-1 Honey Cough
-2 -2 Ludens (Regular)
-3 -3 N'ice Lozenges (Regular)
-4 -4 N'ice Vitamin C
-5 -5 Ricola
-6 -6 Robitussin Cough Drops
-7 -7 Smith Brothers
-8 -8 Other
-9 -9 Sucrets lozenges
-0 -0 Vicks Cough Drops
-X -X Vicks Vitamin C
60*50-2 60*51-2 Other

Used for:
60*52-1 Coughs
-2 Sore Throat
-3 Other Throat Irritation

EYE WASH AND DROPS

Used in Last 6 Months

60*56-Y Yes

60*57-1 Heavy
-2 Medium
-3 Light

Times/Last 30 Days

60*56-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H60*56-X Sole Brand
60*58-1 Sole Type
-2 Sole KindSole/
Primary

Sec-
ondary

Types:

60*57-4 60*58-4
-5 -5

Drops

Wash

Kinds:

60*57-6 60*58-6
-7 -7
-8 -8

Antihistamine

Dry Eye Protection

Regular (Not Antihistamine/Dry
Eye Protection)

Brands:

60*57-9 60*58-9
-0 -0
-X -X
-Y -Y
60*59-1 60*60-1
-2 -2
-3 -3
-4 -4
-5 -5
-6 -6
-7 -7
-8 -8
-9 -9
-0 -0
-X -X
-Y -Y
60*61-1 60*62-1
-2 -2
-3 -3
-4 -4
-7 -7

Alcon

Bausch & Lomb All Clear

Bausch & Lomb Eye Wash

Bausch & Lomb Moisture Eyes

Bausch & Lomb Opcon-A

Clear Eyes ACR

Clear Eyes

Hypotears

Murine Plus

Murine

Naphcon-A

Refresh Tears

Tears Naturale

Tears Plus

Visine-A

Visine A.C.

Visine Advanced Relief

Visine L.R. Long Lasting

Visine Tears

Visine Original

Other

Used for:

60*63-1
-2
-3

Redness Removal

Lubrication

Allergy

COLD, SINUS AND ALLERGY REMEDIES (NONPRESCR.)

Used in Last 6 Months

60*64-Y Yes

60*65-1 Heavy
-2 Medium
-3 Light

Times/Last 30 Days

60*64-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

60*64-X Sole Brand
60*66-1 Sole Type
-2 Sole Kind

Sole/ Primary -----	Sec- ondary -----		Sole/ Primary -----	Sec- ondary -----	
		Types:			
60*65-4	60*66-4	Aspirin Formula	60*71-Y	60*72-Y	Tylenol Cold
-5	-5	Non-Aspirin Formula	60*73-1	60*74-1	Tylenol Flu
			-2	-2	Tylenol Sinus
		Kinds:	-3	-3	Tylenol Sore Throat
60*65-6	60*66-6	Caplets	-4	-4	Vicks DayQuil
-7	-7	Capsules	-5	-5	Vicks NyQuil
-8	-8	Effervescent	-6	-6	Vicks NyQuil LiquiCaps
-9	-9	Liquid	-7	-7	Vicks VapoRub
-0	-0	LiquiGels/LiquiCaps	-8	-8	Zicam
-X	-X	Other	-9	-9	Generic (No Label)
-Y	-Y	Nasal Strips	-0	-0	Store's Own Brand
60*67-1	60*68-1	Tablets	60*75-1	60*76-1	Other
		Brands:			Used for:
60*67-2	60*68-2	Actifed	60*77-1		Allergy/Hay Fever
-3	-3	Other	-2		Body Aches
-4	-4	Advil Cold & Sinus	-3		Colds
-5	-5	Other	-4		Flu/Fever
-6	-6	Aleve Cold & Sinus	-5		Headaches
-7	-7	Alka-Seltzer Plus Cold & Cough	-6		Sinus Headache
-8	-8	Alka-Seltzer Plus Cold Medicine	-7		Sinus Congestion
-9	-9	Alka-Seltzer Plus Night-Time	-8		Other
-0	-0	Benadryl Allergy			
-X	-X	Benadryl w/Decongestant			
-Y	-Y	Other Benadryl			
60*69-1	60*70-1	Breathe Right			
-2	-2	Chlor-trimeton			
-3	-3	Claritin			
-4	-4	Other			
-5	-5	Other			
-6	-6	Comtrex			
-7	-7	Contac			
-8	-8	Contac Day & Night			
-9	-9	Dimetapp			
-0	-0	Dristan			
-X	-X	Drixoral			
-Y	-Y	Mentholatum Ointment			
60*71-1	60*72-1	Robitussin Night Relief			
-2	-2	Sinutab			
-3	-3	Sudafed Nasal Decongestant			
-4	-4	Sudafed Severe Cold Formula			
-5	-5	Sudafed Sinus Headache			
-6	-6	Other Sudafed			
-7	-7	Tavist Allergy Sinus Headache			
-8	-8	TheraFlu			
-9	-9	TheraFlu Maximum Strength Nighttime			
-0	-0	Triaminic			
-X	-X	Tylenol Allergy Sinus			

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

HEADACHE REMEDIES AND PAIN RELIEVERS (NONPRESCR.)

Used in Last 6 Months

60*78-Y Yes

60*79-1 Heavy
-2 Medium
-3 Light

Times/Last 30 Days

60*78-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

60*78-X Sole Brand
60*80-1 Sole Type

Sole/
Primary

Sec-
ondary

		Types:
60*79-4	60*80-4	Caplets
-5	-5	Capsules
-6	-6	Gelcaps
-7	-7	Liquid
-8	-8	Liqui-Gels
-9	-9	Tablets
		Brands:
60*79-0	60*80-0	Advil
-X	-X	Advil Migraine
-Y	-Y	Aleve
61*01-1	61*02-1	Alka-Seltzer
-2	-2	Alka-Seltzer Morning Relief
-3	-3	Anacin (Maximum Strength)
-4	-4	Anacin (Regular)
-5	-5	Aspirin Free Anacin
-6	-6	Aspirin Regimen Bayer
-7	-7	Arthritis Pain Ascriptin
-8	-8	Other Ascriptin
-9	-9	Bayer Arthritis Pain Regimen
-0	-0	Bayer Aspirin (Genuine)
-X	-X	Bayer (Extra Strength)
-Y	-Y	Other
61*03-1	61*04-1	BC
-2	-2	Bufferin Extra Strength
-3	-3	@Other Bufferin
-4	-4	Ecotrin
-5	-5	Excedrin Aspirin-free
-6	-6	Excedrin IB
-7	-7	Excedrin Migraine
-8	-8	Excedrin-PM
-9	-9	Excedrin (Regular)
-0	-0	Goody's Headache Powders
-X	-X	Ibuprofen
-Y	-Y	Migraine Ice
61*05-1	61*06-1	Motrin IB
-2	-2	Motrin Migraine
-3	-3	Nuprin
-4	-4	St. Joseph
-5	-5	Tylenol Arthritis
-6	-6	Tylenol Extra Strength
-7	-7	Tylenol P.M.
-8	-8	Tylenol Regular Strength
-9	-9	Generic (No Label)
-0	-0	Store's Own Brand
61*07-1	61*08-1	Other

Used for:
61*09-1 Arthritis/Rheumatism
-2 Backaches
-3 Colds
-4 Flu/Fever
-5 Headaches
-6 Heart Attack Prevention
-7 Menstrual Cramps
-8 Muscle Aches & Pains
-9 Oral Discomfort
-0 Sleeplessness
-X Sports Related Injuries
-Y Other

PAIN RELIEVING RUBS, LIQUIDS & PATCHES (NONPRESCR.)

INDIGESTION AIDS & UPSET STOMACH REMEDIES

Used in Last 6 Months

Used in Last 6 Months

61*10-Y Yes

61*11-1 Heavy
-2 Medium
-3 Light

61*18-Y Yes

61*19-1 Heavy
-2 Medium
-3 Light

Times/Last 30 Days

Times/Last 30 Days

61*10-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

61*18-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

61*10-X Sole Brand
61*12-1 Sole Type

61*18-X Sole Brand
61*20-1 Sole Type

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

61*11-4 61*12-4 Types:
-5 -5 Lotion
-6 -6 Liquid
-7 -6 Ointment
-7 -7 Patch
-8 -8 Other Type

61*19-4 61*20-4 Types:
-5 -5 Caplet
-6 -5 Liquid
-6 -6 Seltzer
-7 -7 Chewable tablet
-8 -8 Other tablet

61*11-9 61*12-9 Brands:
-0 -0 Absorbine Jr.
-X -X Arthricare
-Y -X Aspercreme
-Y -Y Bengay
61*13-1 61*14-1 Campho-Phenique
-2 -2 Capzasin-P
-3 -3 Flex-All 454
-4 -4 Icy Hot
-5 -5 Jointflex
-6 -6 Joint-Ritis
-7 -7 Mentholatum Deep Heating Rub
-8 -8 Mentholatum Pain Patch
-9 -9 Mineral Ice
-0 -0 Myoflex
-X -X Salon Pas
-Y -Y Sportscreme
61*15-1 61*16-1 Thera-Gesic
-2 -2 Thermacare
-5 -5 Other

61*19-9 61*20-9 Brands:
-0 -0 Alka Seltzer Extra Strength
-X -0 Alka Seltzer Original
-Y -X Beano
-Y -Y Gas X
61*21-1 61*22-1 Gaviscon
-2 -2 Maalox Plus Extra Strength
-3 -3 Other Maalox
-4 -4 Mylanta Extra Strength
-5 -5 Mylanta Gas
-6 -6 Other Mylanta
-7 -7 Pepcid AC
-8 -8 Pepcid Complete
-9 -9 Pepto-Bismol Max Strength
-0 -0 Pepto-Bismol Original
-X -X Phazyme
-Y -Y Phillips Milk of Magnesia
Tablets
61*23-1 61*24-1 Other
-2 -2 Roloids
-3 -3 Surpass Gum
-4 -4 Tagamet HB 200
-5 -5 Tums
-6 -6 Tums Ultra
-7 -7 Zantac 75
-0 -0 Other

Used for:
61*17-1 Arthritis pain
-2 Backache
-3 Sore muscle pain
-4 Other

PRE-MENSTRUAL OR PERIOD PAIN REMEDIES (FEMALES)

CONTACT LENS CLEANING/WETTING SOLUTIONS

Used in Last 6 Months

Used in Last 6 Months

61*25-Y Yes

61*26-1 Heavy
-2 Medium
-3 Light

61*66-Y Yes

61*67-1 Heavy
-2 Medium
-3 Light

Times/Last 30 Days

Times/Last 30 Days

61*25-1 None L
-2 1 L
-3 2 M
-4 3 - 5 M
-5 6 - 10 H
-6 11 - 14 H
-7 15 or More H

61*66-1 None L
-2 1 - 5 L
-3 6 - 11 L
-4 12 - 15 L
-5 16 - 25 M
-6 26 - 35 M
-7 36 or More H

61*25-X Sole Brand

61*66-X Sole Brand
61*68-1 Sole Type

Sole/ Primary Sec-
Secondary

Sole/ Primary Sec-
Secondary

Brands:
61*26-4 61*27-4 Midol Menstrual
-5 -5 Midol PMS
-6 -6 Other Midol
-7 -7 Pamprin
-8 -8 Tylenol Women's Menstrual
-X -X Other

Types:
61*67-4 61*68-4 Disinfecting Solution
-5 -5 Enzyme Tablets
-6 -6 Lens Cleaning Solution
-7 -7 Lubricating/Rewetting Solutions
-8 -8 Multipurpose Solutions
-9 -9 Saline Solution

Brands:
61*67-0 61*68-0 Alcon Opti-Free Express
-X -X Other Alcon
-Y -Y Bausch & Lomb Renu/Multiplus
61*69-1 61*70-1 Other Bausch & Lomb
-2 -2 Boston
-3 -3 Ciba Vision Aosept
-4 -4 Other Ciba Vision
-5 -5 Refresh Contacts
-6 -6 Private Label/Store Brand
-9 -9 Other

EYEGLASSES, CONTACT LENSES & SUNGLASSES

SUNBURN REMEDIES

You Personally wear:

- 61*28-1 Prescription Eyeglasses (sun, tinted, regular)
- 2 Bi-focals
- 3 Contact Lenses (RGP/hard)
- 4 Contact Lenses (soft)
- 5 Contact Lenses (tinted/colored)
- 6 Disposable Contact Lenses
- 7 Sunglasses (Nonprescription)
- 8 Transition Lenses

Where purchased prescription eyewear:

- 61*29-1 Discount Store Optical Center
- 2 Private Ophthalmologist, Optician or Optometrist
- 3 Retail Optical Chain
- 4 Phone or Mail Order
- 5 Other

Amount spent for Eyeglasses in last 12 months:

- 61*33-1 Under \$50
- 2 \$50 - \$74
- 3 \$75 - \$99
- 4 \$100 - \$124
- 5 \$125 - \$149
- 6 \$150 - \$174
- 7 \$175 - \$199
- 8 \$200 - \$249
- 9 \$250+

Amount spent for Sunglasses (Nonprescription) in last 12 months:

- 61*34-1 Under \$10
- 2 \$10
- 3 \$11 - \$19
- 4 \$20 - \$29
- 5 \$30 - \$99
- 6 \$100+

Amount spent for Contact Lenses in last 12 months:

- 61*35-1 Under \$50
- 2 \$50 - \$74
- 3 \$75 - \$99
- 4 \$100 - \$124
- 5 \$125 - \$149
- 6 \$150 - \$199
- 7 \$200 - \$299
- 8 \$300+

Used in Last 12 Months

- 61*36-Y Yes
- 61*37-1 Heavy
- 2 Medium
- 3 Light

Times/Last 30 Days (in season)

- 61*36-1 None L
- 2 1 L
- 3 2 M
- 4 3 M
- 5 4 H
- 6 5 H
- 7 6 H
- 8 7 H
- 9 8 H
- 0 9 or More H

- 61*36-X Sole Brand
- 61*38-1 Sole Type

- Sole/ Primary
- Sec- ondary

- 61*37-4 61*38-4 Types:
- 5 Cream
- 6 Gel
- 6 Spray

- 61*37-7 61*38-7 Brands:
- 8 Avon
- 9 Bactine
- 0 Banana Boat
- X Dermoplast
- Y Johnson's No More Burn
- 61*39-1 61*40-1 Lanacane Spray
- 2 Noxzema
- 3 Sea Breeze Antiseptic
- 6 Solarcaine
- 6 Other

SUNTAN & SUNSCREEN PRODUCTS

Used in Last 12 Months

61*46-Y Yes

61*47-1 Heavy
-2 Medium
-3 LightTimes/Last 30 Days (in season)
-----61*46-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 H
-9 8 H
-0 9 or More H61*46-X Sole Brand
61*48-1 Sole Type
-2 Sole Kind
-3 Sole FormSole/ Sec-
Primary ondry
-----Types:
61*47-4 61*48-4 SPF 1-8
-5 -5 SPF 15 +Kinds:
61*47-6 61*48-6 Suntan Lotion/Sunscreen
-7 -7 Sunless TannerForms:
61*47-8 61*48-8 Gel
-9 -9 Lotion
-0 -0 Oil
-X -X Pump Spray
-Y -Y Tube (cream)Brands:
61*49-1 61*50-1 Bain de Soleil
-2 -2 Banana Boat
-3 -3 Block-Out
-4 -4 Bull Frog
-5 -5 Clinique
-6 -6 Coppertone Endless Summer
-7 -7 Coppertone Shade
-8 -8 Coppertone Sport
-9 -9 Other Coppertone
-0 -0 Estee Lauder
-X -X Hawaiian Tropic
-Y -Y Johnson's Baby Oil
61*51-1 61*52-1 Mary Kay
-2 -2 Other
-3 -3 Neutrogena Sun Block
-4 -4 Neutrogena Sunless Tanning
-5 -5 No Ad
-6 -6 Panama Jack
-7 -7 PreSun
-8 -8 Sea & Ski
-9 -9 Sundown Sunscreen
-0 -0 Tropical Blend Tan Accelerator
-X -X Other Tropical Blend
-Y -Y Tropical Oil
61*53-1 61*54-1 Vaseline Intensive Care
-4 -4 Sunscreen
-4 -4 Other

VITAMIN AND DIETARY SUPPLEMENTS

Used in Last 6 Months

61*55-Y Yes

61*56-1 Heavy
-2 Medium
-3 Light

Times/Last 7 Days

61*55-1 None L
-2 1 - 2 L
-3 3 - 4 L
-4 5 - 7 L
-5 8 - 10 M
-6 11 - 15 M
-7 16 - 20 M
-8 21 - 25 H
-9 26 or More H

61*55-X Sole Brand
61*57-1 Sole Type

Sole/ Primary	Sec- ondary		Sole/ Primary	Sec- ondary	
-----	-----		-----	-----	
		Types:			
61*56-4	61*57-4	A	61*64-5	61*65-5	Other
-5	-5	Antioxidant Vitamins			
-6	-6	B Complex			
-7	-7	B Complex + C			
-8	-8	B-6			
-9	-9	B-12			
-0	-0	Beta Carotene			
-X	-X	C			
-Y	-Y	Calcium Supplement			
61*58-1	61*59-1	D			
-2	-2	E			
-3	-3	Echinacea			
-4	-4	Garlic Supplements			
-5	-5	Gingko Biloba			
-6	-6	Ginseng			
-7	-7	Glucosamine			
-8	-8	Multiple Formula			
-9	-9	Multiple Formula with Iron			
-0	-0	Multiple Formula with Minerals			
-X	-X	St. John's Wort			
-Y	-Y	Stress Formula			
61*60-1	61*61-1	Zinc			
-2	-2	Other Type			
		Brands:			
61*60-3	61*61-3	Caltrate 600			
-4	-4	Other			
-5	-5	Centrum Silver			
-6	-6	Centrum			
-7	-7	Other			
-8	-8	Estroven			
-9	-9	Garlique			
-0	-0	Geritol Complete			
-X	-X	Ginsana			
-Y	-Y	Healthy Woman			
61*62-1	61*63-1	Nature Made			
-2	-2	Nature's Resources			
-3	-3	One-A-Day Essential			
-4	-4	One-A-Day Maximum Formula			
-5	-5	One-A-Day Men's Formula			
-6	-6	One-A-Day Women's Formula			
-7	-7	One-A-Day 50+			
-8	-8	Os-Cal			
-9	-9	Rolaids			
-0	-0	Shaklee			
-X	-X	Sundown			
-Y	-Y	Theragran			
61*64-1	61*65-1	Viactiv			
-2	-2	Your Life			

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

@HEALTH & BEAUTY AIDS EXPENDITURES (Teenmark Only)

CHEWING GUM

Amount spent in last 12 months:

- 1 Under \$50
- 2 \$50 - \$99
- 3 \$100 - \$199
- 4 \$200 - \$299
- 5 \$300+

- 61*41 Skin Care
- 61*42 Hair Care
- 61*43 Cosmetics/Makeup
- 61*44 Toiletries
- 61*45 Health Care

Chewed in Last 6 Months

- 61*71-Y Yes
- 61*72-1 Heavy
- 2 Medium
- 3 Light

Sticks/Pieces Last 7 Days

- 61*71-1 None L
- 2 1 L
- 3 2 M
- 4 3 M
- 5 4 H
- 6 5 H
- 7 6 H
- 8 7 H
- 9 8 H
- 0 9 or More H

61*71-X Sole Brand

Sole/ Primary Sec- ondary

- | | | Brands: |
|---------|---------|-----------------------------|
| 61*72-4 | 61*73-4 | Aquafresh |
| -5 | -5 | Arm & Hammer Advance |
| -6 | -6 | Bazooka |
| -7 | -7 | Bubble Tape |
| -8 | -8 | Bubble Yum Sugarless |
| -9 | -9 | Other Bubble Yum |
| -0 | -0 | Bubblicious |
| -X | -X | Care*Free Bubble Gum |
| -Y | -Y | Care*Free Koolerz |
| 61*74-1 | 61*75-1 | Care*Free Sugarless |
| -2 | -2 | Chiclets |
| -3 | -3 | Cinn*A*Burst |
| -4 | -4 | Clorets (Squares) |
| -5 | -5 | Dentyne Cinnamon |
| -6 | -6 | Dentyne Ice |
| -7 | -7 | Everest |
| -8 | -8 | Freshen-Up |
| -9 | -9 | Fruit Stripe Gum |
| -0 | -0 | Ice Breakers |
| -X | -X | Trident Bubble Gum |
| -Y | -Y | Trident Sugarless |
| 61*76-1 | 61*77-1 | Trident White |
| -2 | -2 | Wrigley's Big Red |
| -3 | -3 | Wrigley's Doublemint |
| -4 | -4 | Wrigley's Eclipse |
| -5 | -5 | Wrigley's Extra Bubble Gum |
| -6 | -6 | Wrigley's Extra Chewing Gum |
| -7 | -7 | Wrigley's Freedent |
| -8 | -8 | Wrigley's Juicy Fruit |
| -9 | -9 | Wrigley's Orbit |
| -0 | -0 | Wrigley's Orbit White |
| -X | -X | Wrigley's Spearmint |
| -Y | -Y | Wrigley's Winterfresh |
| 61*78-3 | 61*79-3 | Other |

MINTS

Bought/Last 6 Months

61*80-Y Yes

62*01-1 Heavy
-2 Medium
-3 Light

Packages/Last 7 Days

61*80-1 None L
-2 1 L
-3 2 M
-4 3 H
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

61*80-X Sole Brand

62*02-1 Sole Type

Sole/
Primary

Sec-
ondary
-----Types:
62*01-4 62*02-4 Sugarless
-5 -5 Regular (Not Sugarless)Brands:
62*01-6 62*02-6 Altoids
-7 -7 Breath Savers
-8 -8 Certs Cool Mint Drops
-9 -9 Certs Powerful Mints
-0 -0 Certs Regular
-X -X Dynamints
-Y -Y Ice Breakers
62*03-1 62*04-1 Life Savers
-2 -2 Mentos Cool Chews
-3 -3 Mentos Mint
-4 -4 Mint Skittles
-5 -5 Smint
-6 -6 Tic Tacs Mint
-7 -7 Velamints Sugarfree
-0 -0 Other

INDIVIDUAL REGULAR SIZE CANDY

Bought/Last 6 Months

62*05-Y Yes

62*06-1 Heavy
-2 Medium
-3 Light

Indiv. Bars/Boxes/Bags Bought Last 7 Days

62*05-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

62*05-X Sole Brand

Sole/ Primary	Sec- ondary	Brands:	Sole/ Primary	Sec- ondary	
62*06-4	62*07-4	Airheads	62*14-4	62*15-4	Nerds
-5	-5	Almond Joy	-5	-5	Nestle Buncha Crunch
-6	-6	Amazing Fruit Gummy Bears	-6	-6	Nestle Crunch
-7	-7	Baby Ruth	-7	-7	Nestle Milk Chocolate
-8	-8	Bit-O-Honey	-8	-8	Nestle Milk Chocolate with Almonds
-9	-9	Brach's Peanut Clusters	-9	-9	Nestle Wonder Ball
-0	-0	Butterfinger	-0	-0	Now and Later
-X	-X	Cadbury Almond	-X	-X	Oh Henry
-Y	-Y	Cadbury Caramello	-Y	-Y	100 Grand
62*08-1	62*09-1	Cadbury Creme Egg	62*16-1	62*17-1	PayDay
-2	-2	Cadbury Milk Chocolate	-2	-2	Push Pop
-3	-3	Other Cadbury	-3	-3	Raisinets
-4	-4	Charleston Chew	-4	-4	Reese's Crunchy
-5	-5	Chunky	-5	-5	Reese's Peanut Butter Cup
-6	-6	Clark	-6	-6	Reese's Pieces
-7	-7	Dove Chocolate	-7	-7	ReeseSticks
-8	-8	Fifth Avenue	-8	-8	Riesen Chocolate Chew
-9	-9	Ghirardelli	-9	-9	Rolo
-0	-0	Goobers	-0	-0	Russell Stover
-X	-X	Good & Fruity	-X	-X	Skittles
-Y	-Y	Good & Plenty	-Y	-Y	Skor
62*10-1	62*11-1	Gummi Savers	62*18-1	62*19-1	Snickers
-2	-2	Heath	-2	-2	Sno-Caps
-3	-3	Hershey's-Almond	-3	-3	@Sour Skittles
-4	-4	Hershey's Bar None	-4	-4	Spree
-5	-5	Hershey's Golden Almond	-5	-5	Starburst Fruit Chews
-6	-6	Hershey's Kisses (Single serving pack)	-6	-6	Starburst Fruit Twists
-7	-7	Hershey's Kisses with Almonds	-7	-7	Sugar Babies
-8	-8	Hershey's Krackel	-8	-8	Sugar Daddy
-9	-9	Hershey's Milk Chocolate	-9	-9	Sweet Tarts
-0	-0	Hershey's Special Dark Chocolate	-0	-0	3 Musketeers
-X	-X	Hershey's Symphony	-X	-X	Tootsie Rolls
-Y	-Y	Junior Mints	-Y	-Y	Twix
62*12-1	62*13-1	Kit Kat	62*20-1	62*21-1	Twizzlers
-2	-2	M & M's Almond	-2	-2	Twizzlers Pull & Peel
-3	-3	M & M's Crispy	-3	-3	Whatchamacallit
-4	-4	M & M's Mini's	-4	-4	Whoppers
-5	-5	M & M's Mint	-5	-5	York Peppermint Pattie
-6	-6	M & M's Peanut	-6	-6	Zero
-7	-7	M & M's Peanut Butter	-7	-7	Other
-8	-8	Mars Bar			
-9	-9	Milk Chocolate M & M's			
-0	-0	Milk Duds			
-X	-X	Milky Way			
-Y	-Y	Milky Way Midnight			
62*14-1	62*15-1	Milky Way Lite			
-2	-2	Mounds			
-3	-3	Mr. Goodbar			

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PACKAGES OF MINIATURE CANDY

Bought/Last 6 Months

62*22-Y Yes

62*23-1 Heavy
-2 Medium
-3 Light

Packages/Last 30 days

62*22-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

62*22-X Sole Brand

Sole/
Primary

Sec-
ondary

Brands:
62*23-4 62*24-4 Almond Joy
-5 -5 Andes Candies
-6 -6 Baby Ruth
-7 -7 @Brach's Candy Corn
-8 -8 Butterfinger
-9 -9 Butterfinger BB's
-0 -0 Dove Promises Chocolate
-X -X Fifth Avenue
-Y -Y Hershey's-Almond
62*25-1 62*26-1 Hershey's Kisses
-2 -2 Hershey's Kisses with Almonds
-3 -3 Hershey's Krackel
-4 -4 Hershey's Milk Chocolate
-5 -5 Hershey's Miniatures
-6 -6 Hershey's Nuggets
-7 -7 Hershey's Sweet Temptations
-8 -8 Junior Mints Juniors
-9 -9 Kraft Caramels
-0 -0 M & M's Almond
-X -X M & M's Crispy
-Y -Y M & M's Peanut
62*27-1 62*28-1 M & M's Peanut Butter
-2 -2 Milk Chocolate M & M's
-3 -3 Milk Duds
-4 -4 Milky Way
-5 -5 Mounds
-6 -6 Mr. Goodbar
-7 -7 Nestle Crunch
-8 -8 Nestle Treasures
-9 -9 Raisinets
-0 -0 Reese's Peanut Butter Cup
-X -X Reese's Pieces
-Y -Y Rolo
62*29-1 62*30-1 Skittles
-2 -2 Snickers
-3 -3 Starburst Fruit Chews
-4 -4 Starburst Jellybeans
-5 -5 Starburst Fruit Twists
-6 -6 3 Musketeers
-7 -7 Tootsie Rolls
-8 -8 Twix
-9 -9 Twizzlers
-0 -0 Whoppers
-X -X York Peppermint Pattie
62*31-2 62*32-2 Other

INDIVIDUAL BIG BLOCK/THICK BAR CANDY

Bought/Last 6 Months

62*33-Y Yes

62*34-1 Heavy
-2 Medium
-3 Light

Individual Bars Bought Last 7 Days

62*33-1 None L
-2 1 L
-3 2 M
-4 3 H
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

62*33-X Sole Brand

Sole/
Primary

Sec-
ondary

Brands:
62*34-4 62*35-4 Cadbury Almond Thick Bar
-5 -5 Cadbury Caramello Thick Bar
-6 -6 Cadbury Dairy Milk Thick Bar
-7 -7 Cadbury Fruit and Nut Thick Bar
-8 -8 Chunky Original Big Bar
-9 -9 Hershey Krackel Big Block
-0 -0 Hershey Milk Chocolate Big Block
-X -X Hershey Milk Chocolate with
Almonds Big Block
-Y -Y Hershey Special Dark Chocolate
Big Block
62*36-1 62*37-1 Mr. Goodbar Big Block
-2 -2 Nestle Crunch Big Bar
-3 -3 Nestle Milk Chocolate with
Almonds Big Bar
-4 -4 Other Nestle
-7 -7 Other

PREPACKAGED LOOSE CANDY

Bought/Last 6 Months

62*38-Y Yes

62*39-1 Heavy
-2 Medium
-3 Light

Bags/Boxes Last 7 Days

62*38-1 None L
-2 1 L
-3 2 M
-4 3 H
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

62*38-X Sole Brand
62*40-1 Sole Type

Sole/
Primary

Sec-
ondary

		Types:
62*39-4	62*40-4	Plain Chocolate
-5	-5	Chewy Candy
-6	-6	Chocolate Covered
-7	-7	Mints
-8	-8	Hard Candy
-9	-9	Jellied Candy
-0	-0	Marshmallows
-X	-X	Other Type
		Brands:
62*39-Y	62*40-Y	After Eight
62*41-1	62*42-1	Amazing Fruit Gummy Bears
-2	-2	@Brach's Candy Corn
-3	-3	Brach's Jelly Beans
-4	-4	Brach's Pick-A-Mix
-5	-5	Cadbury Mini Eggs
-6	-6	@Chupa Chups Lollipops
-7	-7	Other
-8	-8	Hershey's Hugs
-9	-9	Hershey's Kisses
-0	-0	Hershey's Kisses w/Almonds
-X	-X	Other
-Y	-Y	Jelly Belly's
62*43-1	62*44-1	Jolly Rancher Fruit Chews
-2	-2	Jolly Rancher Gummies
-3	-3	Jolly Rancher Hard Candy
-4	-4	Kraft Caramels
-5	-5	Life Savers
-6	-6	Life Savers Gummies
-7	-7	Milk Duds
-8	-8	M & M's Crispy
-9	-9	M & M's Peanuts
-0	-0	M & M's Peanut Butter
-X	-X	Milk Chocolate M & M's
-Y	-Y	Other
62*45-1	62*46-1	Raisinets
-2	-2	Reese's Pieces
-3	-3	Riesen Chocolate Chew
-4	-4	Skittles
-5	-5	@Sour Skittles
-6	-6	Starburst Fruit Chews
-7	-7	@Twizzlers
-8	-8	@Werther's Milkfuls
-9	-9	Werther's Original
-0	-0	Whoppers
62*47-1	62*48-1	Other

HARD ROLL CANDY

Bought/Last 6 Months

62*57-Y Yes

62*58-1 Heavy
-2 Medium
-3 Light

Rolls/Last 7 Days

62*57-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

62*57-X Sole Brand

Sole/
Primary

Sec-
ondary

		Brands:
62*58-4	62*59-4	Charms
-5	-5	Hershey's Tastetations
-6	-6	Jolly Rancher
-7	-7	Life Savers
-8	-8	Life Savers Creme Savers
-9	-9	@Mentos Cinnamon
-0	-0	Mentos Mixed Fruit
-X	-X	Starburst Hard Candy
-Y	-Y	Sweet 'n Low Sugar Free Hard Candy
62*60-1	62*61-1	Werther's Original
-4	-4	Other

SPORTS DRINKS/THIRST QUENCHERS

ENERGY DRINKS

Drank in Last 6 Months

Drank in Last 6 Months

62*54-Y Yes

62*55-1 Heavy
-2 Medium
-3 Light

62*49-Y Yes

62*50-1 Heavy
-2 Medium
-3 Light

Drinks/Last 30 Days

Drinks/Last 30 Days

62*54-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

62*49-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 H
-7 6 - 8 H
-8 9 - 14 H
-9 15 or More H

62*54-X Sole Brand

62*49-X Sole Brand

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Brands:
62*55-4 62*56-4 All Sport
-5 -5 Gatorade
-6 -6 Gatorade Frost
-7 -7 Gatorade Ice
-8 -8 Powerade
-X -X Other

Brands:
62*50-4 62*51-4 180 Energy Drink
-5 -5 AMP
-6 -6 Energy Fuel
-7 -7 Gatorade Energy Drink
-8 -8 Hansen's Energy
-9 -9 KMX
-0 -0 Red Bull
-X -X Rockstar
-Y -Y SoBe Adrenaline Rush
62*52-1 62*53-1 WhoopAss
-4 -4 Other

DIET COLA DRINKS

OTHER DIET SOFT DRINKS, NOT COLAS

Drank in Last 6 Months

Drank in Last 6 Months

62*67-Y Yes

62*72-Y Yes

62*68-1 Heavy
-2 Medium
-3 Light

62*73-1 Heavy
-2 Medium
-3 Light

Drinks or Glasses/Last 7 Days

Drinks or Glasses/Last 7 Days

62*67-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

62*72-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

62*67-X Sole Brand
62*69-2 Sole Kind

62*72-X Sole Brand
62*74-2 Sole Kind

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

Kinds:

62*68-4 62*69-4 Plastic Bottles
-5 -5 Glass Bottles
-6 -6 Cans

62*73-4 62*74-4 Plastic Bottles
-5 -5 Glass Bottles
-6 -6 Cans

Brands:

62*68-7 62*69-7 + Caffeine Free Diet Coke
-8 -8 Diet Cherry Coke
-9 -9 Diet Coke
-0 -0 @Diet Coke w/Lemon
-X -X Other
-Y -Y @Diet Vanilla Coke
62*70-1 62*71-1 + Diet Rite Cola
-2 -2 + Caffeine Free Diet Pepsi
-3 -3 Diet Pepsi
-4 -4 Diet Pepsi Twist
-5 -5 Pepsi One
-6 -6 Store's Own Brand
-9 -9 Other

62*73-7 62*74-7 + Diet A & W Root Beer
-8 -8 + Diet Barq's Root Beer
-9 -9 + Canada Dry Diet Ginger Ale
-0 -0 Diet Dr Pepper
-X -X Fresca
-Y -Y + Diet Mandarin Orange Slice
62*75-1 62*76-1 Diet Mountain Dew
-2 -2 + Diet Mug Root Beer
-3 -3 + Diet Schweppes
-4 -4 + Diet 7 UP
-5 -5 + Diet Cherry 7 UP
-6 -6 + Diet Sierra Mist
-7 -7 + Diet Sprite
-8 -8 + Diet Squirt
-9 -9 Diet Sunkist Orange
-Y -Y Other

Forms:

62*70-0 62*71-0 + Caffeine-free

62*77-1 62*78-1 + Caffeine-free

READY TO DRINK ICED TEA

REGULAR COLA DRINKS, NOT DIET

Drank in Last 6 Months

Drank in Last 6 Months

62*79-Y Yes

63*04-Y Yes

62*80-1 Heavy
-2 Medium
-3 Light

63*05-1 Heavy
-2 Medium
-3 Light

Drinks or Glasses/Last 7 Days

Drinks or Glasses/Last 7 Days

62*79-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

63*04-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

62*79-X Sole Brand
63*01-1 Sole Type

63*04-X Sole Brand
63*06-2 Sole Kind

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

62*80-4 63*01-4 Types:
-5 -5 Flavored
Unflavored

63*05-4 63*06-4 Kinds:
-5 -5 Plastic Bottles
-6 -6 Glass Bottles
Cans

62*80-6 63*01-6 Brands:
-7 -7 Arizona
-8 -8 Cool from Nestea
-9 -9 Crystal Light
-0 -0 Lipton Brisk
-X -X Lipton's Iced Tea
-Y -Y Nestea
63*02-1 63*03-1 Snapple
-4 -4 Tetley
Other

63*05-7 63*06-7 + Brands:
-8 -8 Caffeine Free Coca-Cola
-9 -9 Cherry Coke
-0 -0 Coca Cola Classic
-X -X Other
-Y -Y Vanilla Coke
63*07-1 63*08-1 + Pepsi-Cola
-2 -2 Caffeine Free Pepsi
-3 -3 Other
-4 -4 Pepsi Twist
-5 -5 @Pepsi Vanilla
-6 -6 Wild Cherry Pepsi
-7 -6 RC Cola
-0 -7 Store's Own Brand
Other

63*07-X 63*08-X + Forms:
Caffeine-free

OTHER REGULAR CARBONATED SOFT DRINKS

BOTTLED WATER & SELTZER

Drank in Last 6 Months

Drank in Last 6 Months

63*09-Y Yes

63*10-1 Heavy
-2 Medium
-3 Light

63*20-Y Yes

63*21-1 Heavy
-2 Medium
-3 Light

Drinks or Glasses/Last 7 Days

Drinks or Glasses/Last 7 Days

63*09-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

63*20-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 H
-0 9 or More H

63*09-X Sole Brand
63*11-2 Sole Kind

63*20-X Sole Brand
63*22-1 Sole Type
-2 Sole Kind
-3 Sole Form

Sole/
Primary

Sole/
Primary

63*10-4 63*11-4 Kinds:
-5 -5 Plastic Bottles
-6 -6 Glass Bottles
Cans

Brands:
63*10-7 63*11-7 + A & W Root Beer
-8 -8 + Barq's Root Beer
-9 -9 + Canada Dry Club Soda
-0 -0 + Canada Dry Ginger Ale
-X -X + Other Canada Dry
-Y -Y + Crush-Orange
63*12-1 63*13-1 + Dad's Root Beer
-2 -2 Other
-3 -3 Dr Pepper
-4 -4 Other
-5 -5 + Fanta
-6 -6 Faygo
-7 -7 + Hires Root Beer
-8 -8 + IBC Root Beer
-9 -9 + Mello Yello
-0 -0 + Minute Maid Orange
-X -X Mountain Dew
-Y -Y Mountain Dew Code Red
63*14-1 63*15-1 @Mountain Dew LiveWire
-2 -2 Mr. PiBB
-3 -3 + Mug Root Beer
-4 -4 @Pibb Xtra
-5 -5 + Seagram's Ginger Ale
-6 -6 + 7 UP
-7 -7 + Cherry 7 UP
-8 -8 + Other
-9 -9 + Schweppes Club Soda
-0 -0 + Schweppes Ginger Ale
-X -X + Schweppes Tonic
-Y -Y + Shasta
63*16-1 63*17-1 + Sierra Mist
-2 -2 + Slice Lemon-Lime
-3 -3 + Slice Orange
-4 -4 + Other Slice
-5 -5 + Sprite
-6 -6 +@Sprite Remix
-7 -7 + Squirt
-8 -8 Sunkist
-9 -9 + Vernors
-0 -0 + Welch's Grape Soda
63*18-1 63*19-1 Other

63*21-4 63*22-4 Types:
-5 -5 Flavored
Non-Flavored

Kinds:
63*21-6 63*22-6 Sparkling
-7 -7 Non-Sparkling

Forms:
63*21-8 63*22-8 Sweetened
-9 -9 Unsweetened

Brands:
63*21-0 63*22-0 Aquafina
-X -X Aquafina Essentials
-Y -Y Arrowhead
63*23-1 63*24-1 Calistoga
-2 -2 Canada Dry Seltzer
-3 -3 Clearly Canadian
-4 -4 Crystal Geyser
-5 -5 Crystal Springs
-6 -6 Dannon Water
-7 -7 Dasani
-8 -8 Deer Park
-9 -9 Deja Blue
-0 -0 Evian
-X -X Fiji
-Y -Y Ice Mountain
63*25-1 63*26-1 Mountain Valley
-2 -2 Natural Mineral Water
-3 -3 Naya
-4 -4 Ozarka
-5 -5 Perrier
-6 -6 Poland Springs
-7 -7 Propel
-8 -8 S. Pellegrino
-9 -9 Schweppes Seltzer
-0 -0 Sparkletts
-X -X Very Fine Fruit20
-Y -Y Vintage Seltzer
63*27-1 63*28-1 Vitamin Water (Glaceau)
-2 -2 Zephyrhills
-5 -5 Other

63*18-2 63*19-2 + Caffeine-free

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

@FRESH MILK (Teenmark Only)

Used in Last 6 Months

78*47-Y Yes

78*48-1 Heavy
-2 Medium
-3 Light

Drinks or Glasses/Last 7 Days

78*47-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 M
-6 5 - 6 M
-7 7 - 8 M
-8 9 - 12 H
-9 13 - 20 H
-0 21 or More H78*49-1 Sole Type
-2 Sole Kind
-3 Sole FormSole/ Sec-
Primary ondry
-----Types:
78*48-4 78*49-4 Glass Bottle
-5 -5 Paperboard Carton
-6 -6 Plastic Jug
-7 -7 Aseptic (Shelf Stable) CartonForms:
78*48-8 78*49-8 Other
-9 -9 Calcium Added/Vitamin Fortified
-0 -0 Lactose ReducedKinds:
78*48-X 78*49-X Chocolate Milk Low Fat
-Y -Y Chocolate Milk Regular
78*50-1 78*51-1 Whole Milk
-2 -2 Skim
-3 -3 1% Low Fat
-4 -4 2% Low Fat
-5 -5 Buttermilk
-8 -8 Other

@FRUIT JUICES & DRINKS (Teenmark Only)

Used in Last 6 Months

78*52-Y Yes

78*53-1 Heavy
-2 Medium
-3 Light

Glasses/Average Day

78*52-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

78*52-X Sole Brand
78*54-1 Sole Type
-2 Sole Kind
-3 Sole Form

Sole/
Primary

Sec-
ondary

Types:

78*53-4 78*54-4 Single Serving Bottles
-5 -5 Single Serving Boxes
-6 -6 Single Serving Cans
-7 -7 Single Serving Pouches
-8 -8 Bottled
-9 -9 Canned
-0 -0 Carton

Forms:

78*53-X 78*54-X Concentrate
-Y -Y Frozen
78*55-1 78*56-1 Liquid

Kinds:

78*55-2 78*56-2 Apple
-3 -3 Cherry
-4 -4 Cranberry
-5 -5 Fruit Punch
-6 -6 Grape
-7 -7 Lemonade/Pink Lemonade
-8 -8 Lemon/Lime
-9 -9 Orange
-0 -0 Pineapple
-X -X Juice Blends
-Y -Y Other Kind

Brands:

78*57-1 78*58-1 Apple and Eve
-2 -2 Capri Sun Ready to Drink
-3 -3 Chiquita
-4 -4 Crystal Light Ready-To-Drink
-5 -5 Del Monte
-6 -6 Disney
-7 -7 Disney Xtreme Coolers
-8 -8 Dole 100% Juices
-9 -9 Dole Pineapple Blends
-0 -0 Five Alive
-X -X Fruitopia
-Y -Y Hawaiian Punch

78*59-1 78*60-1 Hi-C
-2 -2 Juicy Juice
-3 -3 Junior Juice
-4 -4 Kool Aid Kool Bursts
-5 -5 Kool Aid Jammers
-6 -6 Libby's
-7 -7 Lipton Brisk Lemonade
-8 -8 Mauna Lai
-9 -9 Minute Maid
-0 -0 Minute Maid Coolers

Sole/
Primary

Sec-
ondary

78*59-X 78*60-X Minute Maid Premium Blends
-Y -Y Mystic
78*61-1 78*62-1 Motts
-2 -2 Nantucket Nectars
-3 -3 Other
-4 -4 Northland Cranberries
-5 -5 Ocean Spray
-6 -6 Odwalla
-7 -7 ReaLemon
-8 -8 Seneca
-9 -9 Snapple
-0 -0 Sobe
-X -X Sunny Delight
-Y -Y Sunsweet
78*63-1 78*64-1 Tang
-2 -2 Treesweet
-3 -3 Tree Top
-4 -4 Tropicana
-5 -5 Tropicana Twister
-6 -6 V8 Splash
-7 -7 Diet V8 Splash
-8 -8 VeryFine
-9 -9 Welchs Orchard
-0 -0 Welchs Tropicals
-X -X Other Welchs
-Y -Y Yoo-Hoo
78*65-1 78*66-1 Store's Own Brand
-4 -4 Other

@PURCHASING INFLUENCE (Teenmark Only)

SHOPPING - COSMETICS/TOILETRIES/DRUGS

-1 Strong influence
-2 Some influence
-3 No influence

63*29 Cell Phones
63*30 Toothpaste
63*31 Deodorant/Antiperspirant
63*32 Shampoo
63*33 Hair Conditioner

63*34 Hair Spray
63*35 Headache/Pain Relievers
63*36 Cold/Sinus/Allergy Remedies
63*37 Suntan/Sunscreen Products
63*38 Chewing Gum

63*39 Candy
63*40 Soft Drinks
63*41 Ice Cream
63*42 Potato Chips
63*43 Pretzels

63*44 Corn & Tortilla Chips
63*45 Cookies
63*46 Frozen Pizza
63*47 Cereal
63*48 Fast Food (from restaurants)

63*49 Blank Video Tapes
63*50 Pre-recorded Compact Discs/Tapes
63*51 Pre-Recorded Video Tapes/DVD's
63*52 Home Stereo
63*53 Blank Audio Tapes

63*54 Personal Computer
63*55 Car/Truck/Van
63*56 Video Games
63*57 Vacation/Travel
63*58 Camera (Film)

63*59 Camera (Digital)
63*60 Camcorder
63*61 CD Player
63*62 Computer Software
63*63 TV Set

63*64 Sports Equipment
63*65 Complexion Care Products
63*66 Hand and Body Cream, Lotion or Oil
63*67 Personal Care Soaps-Bar
63*68 Personal Care Soaps-Liquid

63*69 Facial Moisturizers
63*70 Foundation Makeup
63*71 Loose Face Powder
63*72 Pressed Powder
63*73 Blusher

63*74 Lipstick and Lip Gloss
63*75 Eye Shadow
63*76 Eye Liner
63*77 Mascara

Where purchased in past 6 months:

-1 Department Store
-2 Discount Store
-3 Drug Store
-4 Grocery Store

63*78 Cosmetics
63*79 Toiletries
63*80 Non-prescription drugs/OTC
64*01 Prescription drugs
64*02 Clothing

64*03 Shoes

DEPARTMENT, CLOTHING & SPECIALTY STORES

Shopped in last 3 months:

-Y Yes

Times shopped in last 30 days:

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 6 Five
- 7 Six to nine
- 8 Ten to fourteen
- 9 Fifteen or more

64*04 @Abercrombie & Fitch
 64*05 @American Eagle Outfitters
 64*06 Ann Taylor
 64*07 Banana Republic
 64*08 Bath & Body Works

64*09 Bed Bath & Beyond
 64*10 Belk
 64*11 Bloomingdales
 64*12 Body Shop
 64*13 Other

64*14 @Casual Corner
 64*15 @Claire's
 64*16 Other
 64*17 Other
 64*18 Dillard's

64*19 The Disney Store
 64*20 Eddie Bauer
 64*21 Express
 64*22 Fashion Bug
 64*23 The Gap

64*24 J.C. Penney
 64*25 K Mart
 64*26 Kohl's
 64*27 Lane Bryant
 64*28 Lerner

64*29 The Limited
 64*30 Linens 'n Things
 64*31 Lord & Taylor
 64*32 Macy's
 64*33 @Mandeess

64*34 @Marshall Fields
 64*35 Marshall's
 64*36 Other
 64*37 Other
 64*38 Neiman Marcus

64*39 Nordstrom
 64*40 Old Navy
 64*41 @PacSun
 64*42 @Pier 1 Imports
 64*43 Other

64*44 Saks Fifth Avenue
 64*45 Sears, Roebuck & Co.
 64*46 ShopKo
 64*47 Talbots
 64*48 Target

64*49 TJ Maxx
 64*50 Other
 64*51 Victoria's Secret
 64*52 Wal-Mart
 64*53 @Wet Seal

CATALOG, MAIL, PHONE AND INTERNET ORDERS

Items personally ordered in last 12 months:

	Through Mail -----	By Phone -----	By Internet -----
@Stereo equipment	64*54-1	64*56-1	64*58-1
Cameras/camera equipment	-2	-2	-2
Computers	-3	-3	-3
Computer peripherals	-4	-4	-4
Computer software	-5	-5	-5
@Computer books	-6	-6	-6
Videos/DVD's	-7	-7	-7
@Records, Tapes, Cassettes	-8	-8	-8
@Compact discs	-9	-9	-9
Hobby or craft supplies	-0	-0	-0
Hunting, fishing, camping equipment	-X	-X	-X
Sports equipment	64*55-1	64*57-1	64*59-1
Shoes or clothing	-2	-2	-2
Toys	-3	-3	-3
@Games	-4	-4	-4
Collector's items (coins, stamps, figurines, etc.)	-5	-5	-5
Cosmetics/toiletries	-6	-6	-6
Home study course	-7	-7	-7
Jewelry/watches	-8	-8	-8
Pet products/supplies	-9	-9	-9
@Religious records/tapes	-0	-0	-0
Sports apparel/memorabilia	-X	-X	-X
@Other	-Y	-Y	-Y

Personally ordered anything from in last 12 months:

@Abercrombie & Fitch	64*60-1
@Alloy	-2
Avon	-3
@Banana Republic	-4
BMG Music	-5
Book of the Month Club	-6
Columbia House	-7
@Delia's	-8
@East Bay	-9
Eddie Bauer	-0
Other	-X
Other	-Y
Other	64*61-1
@Girlfriends LA	-2
Other	-3
J. Crew	-4
J.C. Penney	-5
Lands' End	-6
Other	-7
L.L. Bean	-8
Other	-9
Other	-0
Other	-X
Other	-Y
Other	64*62-1
QVC	-2
Victoria's Secret	-3
Other	-4
Other	-5
Other	-6
amazon.com	64*63-1
barnes&noble.com	-2
Other	-3
Other	-4
@cdnow.com	-5
Other	-6
ebay.com	-7
Other	-8
Other	-9
@toysrus.com	-0
Other	-X

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

CATALOG, MAIL, PHONE AND INTERNET ORDERS (CONTINUED) @SHOPPING MALLS AND SHOPPING CENTERS (Teenmark Only)

Summary codes:

Any mail item in last 12 months 64*64-8
 Any phone item in last 12 months -9
 Any internet item in last 12 months -0
 Any service (store) in last 12 months -X

Shopped in last 6 months:

-Y Yes

Times shopped in last 30 days:

-1 None
 -2 One
 -3 Two
 -4 Three
 -5 Four or more

DRUG STORES

Shopped in last 6 months:

-Y Yes

Times shopped in last 30 days:

-1 None
 -2 One
 -3 Two
 -4 Three
 -5 Four
 -6 Five
 -7 Six to nine
 -8 Ten to fourteen
 -9 Fifteen or more

64*67 CVS Pharmacy
 64*68 @Eckerd's Drug
 64*69 Longs Drug Store
 64*70 Rite-Aid
 64*71 Wal-Mart Pharmacy
 64*72 Walgreen's

65*07 Any Mall or Shopping Center

ELECTRONICS STORES

Shopped in last 12 months:

-Y Yes

Times shopped in last 30 days:

-1 None
 -2 One
 -3 Two
 -4 Three
 -5 Four or more

65*08 Best Buy
 65*09 Circuit City
 65*10 Radio Shack

SHOE STORES

Shopped in last 3 months:

-Y Yes

Times shopped in last 30 days:

-1 None
 -2 One
 -3 Two
 -4 Three
 -5 Four or more

64*73 Bakers
 64*74 @Bass
 64*75 Famous Footwear
 64*76 @Finish Line
 64*77 Foot Action
 64*78 Foot Locker
 64*79 @Kenneth Cole
 64*80 Lady Foot Locker
 65*01 Naturalizer
 65*02 @Nine West
 65*03 Parade of Shoes
 65*04 Payless
 65*05 @Skechers
 65*06 @Steve Madden

@GROCERY SHOPPING (Teenmark Only)

Frequency of grocery shopping for household in last 4 weeks:

65*11-1 None
 -2 1
 -3 2
 -4 3
 -5 4-5
 -6 6-9
 -7 10-14
 -8 15-19
 -9 20+

Money spent grocery shopping in an average week:

65*12-1 \$1-\$29
 -2 \$30-\$39
 -3 \$40-\$49
 -4 \$50-\$74
 -5 \$75-\$99
 -6 \$100-\$124
 -7 \$125-\$149
 -8 \$150+

Grocery Shopping discretion on products bought:

65*13-1 Buy only those products instructed
 -2 Also other products

How often decide which brands to buy:

65*14-1 Never
 -2 Sometimes
 -3 Often
 -4 Always

CONVENIENCE STORES

Shopped in last 6 months:

-Y Yes

Times Shopped in last 30 days:

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 6 Five
- 7 Six to nine
- 8 Ten to fourteen
- 9 Fifteen or more

- 65*15 AM/PM
- 65*16 BP/Amoco Food Mart
- 65*17 Circle K
- 65*18 Citgo Quik Mart
- 65*19 Cumberland Farms

- 65*20 Exxon/Mobil-on-the-Run
- 65*21 7-Eleven
- 65*22 76 Self Serve Mart
- 65*23 Stop-N-Go
- 65*24 SuperAmerica/Speedway

- 65*25 Wawa
- 65*26 White Hen
- 65*27 Other

Items bought at convenience stores in last 30 days:

- 65*28-1 Breakfast sandwich
- 2 Lunch sandwich
- 3 Hot dogs
- 4 Other grill food
- 5 Ice cream

- 6 Candy
- 7 Snack foods
- 8 Dairy products
- 9 Bread
- 0 Other bakery items
- X Milk

- 65*29-1 Soft drinks - bottle/can
- 2 Soft drinks - fountain
- 3 Juice drinks
- 4 Frozen beverage
- 5 @Pet food
- 6 @Toiletries
- 7 Non-prescription drug/OTC
- 8 ATM/Financial services
- 9 Gas
- 0 Other (non-food)

Amount spent in convenience stores in last 30 days:

- 65*30-1 \$10 or less
- 2 \$11- \$19
- 3 \$20- \$39
- 4 \$40- \$50
- 5 \$51- \$99
- 6 \$100+

FAST FOOD & DRIVE-IN RESTAURANTS

Bought At Last 6 Months

65*31-Y Yes

65*32-1 Heavy
-2 Medium
-3 Light

Number of Times/Last 30 Days

65*31-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 M
-0 9 or More H

65*31-X Sole Brand
65*33-1 Sole Meal
-2 Sole Day
-3 Sole How Ordered

Sole/ Primary -----	Sec- ondary -----		Sole/ Primary -----	Sec- ondary -----	
Brands:					
65*32-4	65*33-4	A & W	65*40-5	65*41-5	Taco Bell
-5	-5	Arby's	-6	-6	Taco Bueno
-6	-6	Au Bon Pain	-7	-7	Taco Time
-7	-7	Other	-8	-8	TCBY
-8	-8	@Baskin-Robbins	-9	-9	Wendy's
-9	-9	Blimpie Subs & Salads	-0	-0	Whataburger
-0	-0	Bojangles	-X	-X	Wiener schnitzel
-X	-X	Boston Market	-Y	-Y	White Castle
-Y	-Y	Burger King	65*42-1	65*43-1	Other
65*34-1	65*35-1	Captain D's			Meal:
-2	-2	Carl's Jr.			Breakfast
-3	-3	Checkers	65*42-2	65*43-2	Lunch
-4	-4	Chick-Fil-A	-3	-3	Snacks
-5	-5	Chipotle Mexican Grill	-4	-4	Supper/Dinner
-6	-6	Chuck E Cheese	-5	-5	
-7	-7	Church's Fried Chicken			Day:
-8	-8	Dairy Queen			Weekdays
-9	-9	Del Taco	65*42-6	65*43-6	Weekends
-0	-0	Domino's Pizza	-7	-7	
-X	-X	Donatos			How Ordered:
-Y	-Y	Dunkin Donuts			Eat-in
65*36-1	65*37-1	Einstein Bros. Bagel Shop	65*42-8	65*43-8	Home delivery
-2	-2	El Pollo Loco	-9	-9	Take-out - Drive-thru
-3	-3	Fazoli's	-0	-0	Take-out - Walk-in
-4	-4	Fuddruckers	-X	-X	
-5	-5	Godfather's Pizza			Usually go with:
-6	-6	Grady's		65*44-1	@Parents
-7	-7	Hardee's		-2	@Friends
-8	-8	Jack-in-the-box			
-9	-9	Kentucky Fried Chicken			
-0	-0	Other			
-X	-X	Krystal's Hamburgers			
-Y	-Y	Little Caesar's			
65*38-1	65*39-1	Long John Silver's			
-2	-2	McDonald's			
-3	-3	Panera Bread			
-4	-4	Papa John's			
-5	-5	Pizza Hut			
-6	-6	Pizza Inn			
-7	-7	Popeyes Famous Fried Chicken			
-8	-8	Quizno's			
-9	-9	Rally's			
-0	-0	Round Table Pizza			
-X	-X	Roy Rogers			
-Y	-Y	Schlotzsky's Deli			
65*40-1	65*41-1	Sonic Drive-in			
-2	-2	Other			
-3	-3	Steak 'n Shake			
-4	-4	Subway			

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

FAMILY RESTAURANTS & STEAK HOUSES

Bought At Last 6 Months

65*45-Y Yes

65*46-1 Heavy
-2 Medium
-3 Light

Number of Times/Last 30 Days

65*45-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

65*45-X Sole Brand
65*47-1 Sole Meal
-2 Sole Day

Sole/ Primary	Sec- ondary	Brands:	Sole/ Primary	Sec- ondary	
65*46-4	65*47-4	Applebees	65*54-4	65*55-4	Steak 'n Ale
-5	-5	Baker's Square	-5	-5	Stuart Anderson's Black Angus & Cattle Company
-6	-6	Benihana	-6	-6	T.G.I. Friday's
-7	-7	Bennigans	-7	-7	Tony Roma's
-8	-8	Bertucci's	-8	-8	Village Inn Restaurant
-9	-9	Big Boy	-X	-X	Other
-0	-0	Bob Evans Farms			Meal:
-X	-X	Bonanza			Breakfast
-Y	-Y	California Pizza Kitchen			Lunch
65*48-1	65*49-1	Cheesecake Factory	65*54-Y	65*55-Y	Snacks
-2	-2	Chevy's	65*56-1	65*57-1	Supper/Dinner
-3	-3	Chi-Chi's	-2	-2	Day:
-4	-4	Chili's Grill & Bar	-3	-3	Weekdays
-5	-5	Coco's			Weekends
-6	-6	Cracker Barrel	65*56-4	65*57-4	
-7	-7	Damon's	-5	-5	
-8	-8	Dave & Buster's			
-9	-9	Denny's			
-0	-0	Don Pablo's			
-X	-X	Eat 'N Park			
-Y	-Y	El Chico			
65*50-1	65*51-1	El Torito			
-2	-2	Friendly's			
-3	-3	Golden Corral			
-4	-4	Ground Round			
-5	-5	Hooters			
-6	-6	Houlihan's			
-7	-7	Howard Johnson			
-8	-8	International House of Pancakes (IHOP)			
-9	-9	Joe's Crab Shack			
-0	-0	Lone Star Steakhouse			
-X	-X	Marie Callenders			
-Y	-Y	O'Charley's			
65*52-1	65*53-1	Old Country/Hometown Buffet			
-2	-2	Olive Garden			
-3	-3	Outback Steakhouses			
-4	-4	Perkins			
-5	-5	Pizzeria Uno			
-6	-6	Ponderosa			
-7	-7	Red Lobster			
-8	-8	Red Robin			
-9	-9	Romano's Macaroni Grill			
-0	-0	Ruby Tuesdays			
-X	-X	Other			
-Y	-Y	Ryans			
65*54-1	65*55-1	Shoney's			
-2	-2	Sizzler Family Steak Houses			
-3	-3	Spaghetti Warehouse			

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

CLOTHING (MALES) - BIG TICKET ITEMS

Number purchased in past 12 months:

-Y Any
-1 1
-2 2
-3 3+

65*58 All-weather coats
65*60 @Leather Coat, Jacket
65*62 Fur coat, Jacket
65*64 Overcoat
65*66 Parka

65*68 Ski jacket
65*70 Formalwear (tuxedo)
65*72 Business suit
65*74 Casual/Non-business suit
65*76 Sports jacket

Amount spent in past 12 months:

-1 Under \$100
-2 \$100 - \$249
-3 \$250+

65*59 All-weather coats
65*61 @Leather Coat, Jacket
65*63 Fur coat, Jacket
65*65 Overcoat
65*67 Parka

65*69 Ski jacket
65*71 Formalwear (tuxedo)
65*73 Business suit
65*75 Casual/Non-business suit
65*77 Sports jacket

CLOTHING (MALES) - LOW TICKET ITEMS

Number purchased in past 12 months:

-Y Any
-1 1
-2 2
-3 3+

65*78 Lightweight jacket
65*80 Casual slacks
66*02 Dress slacks
66*04 Designer jeans
66*06 Jeans

66*08 Sweater
66*10 Dress shirt
66*12 Sports shirt
66*14 Nightwear
66*16 Underwear

66*18 Cloth handkerchiefs
66*20 Gloves
66*22 Hat
66*24 @Baseball cap
66*26 Necktie

66*28 @Backpack
66*30 Belt
66*32 Wallet
66*34 T-shirt (not undershirt)
66*36 Socks

66*38 Sweatpants
66*40 Sweatshirt
66*42 Swimsuit

Amount spent in past 12 months:

-1 Under \$50
-2 \$50-99
-3 \$100+

65*79 Lightweight jacket
66*01 Casual slacks
66*03 Dress slacks
66*05 Designer Jeans
66*07 Jeans

66*09 Sweater
66*11 Dress shirt
66*13 Sports shirt
66*15 Nightwear
66*17 Underwear

66*19 Cloth handkerchiefs
66*21 Gloves
66*23 Hat
66*25 @Baseball cap
66*27 Necktie

66*29 @Backpack
66*31 Belt
66*33 Wallet
66*35 T-shirt (not undershirt)
66*37 Socks

66*39 Sweatpants
66*41 Sweatshirt
66*43 Swimsuit

Any Men's clothing purchased in last 12 months:

66*44-1 Bought any
-2 Bought one item
-3 Bought two items
-4 Bought three or more items

@PROFESSIONAL TEAM SPORTS CLOTHING (Teenmark Only)

CLOTHING (FEMALES) - BIG TICKET ITEMS

Number purchased in past 12 months:

-Y Any
-1 1
-2 2
-3 3+

66*45 Hat
66*47 Cap
66*49 Jacket
66*51 Sweatpants
66*53 Sweatshirt

66*55 Tie
66*57 T-shirt
66*59 Other
66*61 Any

Amount spent in past 12 months:

-1 Under \$50
-2 \$50 - \$99
-3 \$100+

66*46 Hat
66*48 Cap
66*50 Jacket
66*52 Sweatpants
66*54 Sweatshirt

66*56 Tie
66*58 T-shirt
66*60 Other
66*62 Any

League/Association purchased in last 12 months:

66*63-1 National Basketball Association (NBA)
-2 National College Athletic Association
(NCAA)
-3 National Football League (NFL)
-4 National Hockey League (NHL)
-5 Major League Soccer (MLS)
-6 Major League Baseball (MLB)
-7 Professional Golf Association (PGA)
-8 World Tennis Association (WTA)
-9 NASCAR
-0 Other

Number purchased in past 12 months:

-Y Any
-1 1
-2 2
-3 3+

66*64 Fur Coat, Jacket, Stole
66*66 Cloth coat
66*68 Raincoat
66*70 Parka
66*72 Ski jacket

66*74 Suit (with skirt)
66*76 Evening dress
66*78 Pants suit
66*80 Blazer
67*02 @Leather/Suede Coat/Jacket

67*04 @Jean Jacket

Amount spent in past 12 months:

-1 Under \$100
-2 \$100 - \$249
-3 \$250+

66*65 Fur Coat, Jacket, Stole
66*67 Cloth coat
66*69 Raincoat
66*71 Parka
66*73 Ski jacket

66*75 Suit (with skirt)
66*77 Evening dress
66*79 Pants suit
67*01 Blazer
67*03 @Leather/Suede Coat/Jacket

67*05 @Jean Jacket

CLOTHING (FEMALES) - LOW TICKET ITEMS

Number purchased in past 12 months:

-Y Any
-1 1
-2 2
-3 3+

67*06 Dress
67*08 @Prom dress
67*10 Skirt
67*12 Casual slacks
67*14 Dress slacks

67*16 Designer jeans
67*18 Jeans
67*20 Sweater
67*22 Blouse/Shirt
67*24 Nightwear

67*26 Brassiere
67*28 Sports Bra
67*30 Purse (handbag)
67*32 Slip
67*34 @Backpack

67*36 Underpants
67*38 Gloves
67*40 Hat
67*42 @Belt
67*44 @Baseball cap

67*46 T-shirt
67*48 Socks
67*50 Sweatpants
67*52 Sweatshirt
67*54 Swimsuit

Amount spent in past 12 months:

-1 Under \$50
-2 \$50-99
-3 \$100+

67*07 Dress
67*09 @Prom dress
67*11 Skirt
67*13 Casual slacks
67*15 Dress slacks

67*17 Designer jeans
67*19 Jeans
67*21 Sweater
67*23 Blouse/Shirt
67*25 Nightwear

67*27 Brassiere
67*29 Sports Bra
67*31 Purse (handbag)
67*33 Slip
67*35 @Backpack

67*37 Underpants
67*39 Gloves
67*41 Hat
67*43 @Belt
67*45 @Baseball cap

67*47 T-shirt
67*49 Socks
67*51 Sweatpants

67*53 Sweatshirt
67*55 Swimsuit

CLOTHING (FEMALES) - LOW TICKET ITEMS (CONTINUED)

Any women's clothing purchased in last 12 months:

67*56-1 Bought any
-2 Bought one item
67*56-3 Bought two items
-4 Bought three or more items

@JEANS (Teenmark Only)

Brand name jeans purchased in last 12 months:

67*57-1 Abercrombie & Fitch
-2 Aeropostale
-3 American Eagle
-4 Bongo
-5 Bugle Boy
-6 Calvin Klein
-7 Cherokee
-8 Diesel

67*58-1 DKNY
-2 Esprit
-3 FUBU
-4 Gap
-5 Gasoline
-6 Guess
-7 Jordache
-8 Lee

67*59-1 LEI
-2 Levi's
-3 Lucky
-4 Mudd
-5 Nautica
-6 Old Navy
-7 Paris Blues
-8 Pepe
-9 Ralph Lauren Polo

67*60-1 Tommy Hilfiger
-2 Xanadi
-3 XOXO
-4 Other Brands

SPORTS CLOTHING

-1 Under \$100
-2 \$100+

67*61 Athletic/Workout Wear
67*62 Bicycle Clothing
67*63 Golf Clothing
67*64 Hiking/Backpacking Clothing
67*65 Hunting Clothing

67*66 Marine/Boating Attire
67*67 Running Clothing
67*68 Ski Clothing

67*69 Team Sports Clothing
67*70 Tennis Clothing

67*71 Any

CLOTHING EXPENDITURES

Amount spent in last 12 months:

67*72-1 Under \$100
 -2 \$100-299
 -3 \$300-499
 -4 \$500-999
 -5 \$1,000-1,999
 -6 \$2,000+
 -7 @\$1,000+

SHOES

Number of pairs bought:

-Y Any
 -1 1
 -2 2
 -3 3+

67*73 Canvas
 67*75 Casual/leisure
 67*77 Dress boots
 67*79 Dress shoes
 68*01 Sandals

 68*03 Slippers
 68*05 Western boots
 68*07 Work boots
 68*09 Other work shoes
 68*11 Other

 68*13 Any

Amount spent in total:

-1 Under \$50
 -2 \$50-99
 -3 \$100+

67*74 Canvas
 67*76 Casual/leisure
 67*78 Dress boots
 67*80 Dress shoes
 68*02 Sandals

 68*04 Slippers
 68*06 Western boots
 68*08 Work boots
 68*10 Other work shoes
 68*12 Other

 68*14 Any

ATHLETIC SHOES

Number of pairs bought:

-1 1
 -2 2
 -3 3+
 -Y Any

68*15 Aerobic/Fitness shoes
 68*17 Baseball/Softball shoes
 68*19 Basketball shoes
 68*21 Boat/Deck shoes
 68*23 Bowling shoes

ATHLETIC SHOES (CONTINUED)

Number of pairs bought: (CONTINUED)

68*25 Cross Training shoes
 68*27 Golf shoes
 68*29 Hiking/Backpacking boots
 68*31 Rock Climbing shoes
 68*33 Running/Jogging shoes

 68*35 Soccer shoes
 68*37 Sports Sandals
 68*39 Tennis shoes
 68*41 Walking shoes
 68*43 Weight Lifting/Training shoes

 68*45 Any

Amount spent in total:

-1 Under \$50
 -2 \$50 - \$74
 -3 \$75+

68*16 Aerobic/Fitness shoes
 68*18 Baseball/Softball shoes
 68*20 Basketball shoes
 68*22 Boat/Deck shoes
 68*24 Bowling shoes

 68*26 Cross Training shoes
 68*28 Golf shoes
 68*30 Hiking/Backpacking boots
 68*32 Rock Climbing shoes
 68*34 Running/Jogging shoes

 68*36 Soccer shoes
 68*38 Sports Sandals
 68*40 Tennis shoes
 68*42 Walking shoes
 68*44 Weight Lifting/Training shoes

 68*46 Any

Brands bought in last 12 months:

68*47-1 Adidas
 -2 Airwalk
 -3 Asics
 -4 Avia
 -5 Brooks
 -6 Converse
 -7 Easy Spirit
 -8 Etonic
 -9 Fila
 -0 Keds
 -X KSwiss

 68*48-1 LA Gear
 -2 New Balance
 -3 Nike
 -4 Puma
 -5 Reebok
 -6 Rockport

 -7 Saucony
 -8 @Skechers
 -9 Timberland

68*49-1 Vans
 68*49-2 Wolverine
 -3 Other

FINE JEWELRY

Bought in last 12 months:

-Y Yes

Number bought in last 12 months:

-1 1
-2 2
-3 3+

Kinds Bought in last 12 months:

68*50 @Ankle Bracelet
68*51 Bracelet
68*52 Pin
68*53 Earrings
68*54 Necklace68*55 @Class Ring
68*56 Engagement Ring
68*57 @Toe Ring
68*58 Other Ring

Types Bought in last 12 months:

68*59 Diamond
68*60 Gold
68*61 Platinum
68*62 Sterling
68*63 Other

Amount Spent In Total in last 12 months:

68*64-1 Under \$100
-2 \$100- \$399
-3 \$400 - \$749
-4 \$750 - \$999
-5 \$1000+

Summary in last 12 months:

68*64-Y Bought any

COSTUME JEWELRY

Bought in last 12 months:

-Y Yes

Number bought in last 12 months:

-1 1
-2 2
-3 3
-4 4
-5 5
-6 6+

Kinds Bought in last 12 months:

68*65 Bracelet
68*66 Pin
68*67 Earrings
68*68 Necklace
68*69 Ring

Amount Spent In Total in last 12 months:

68*70-1 Less than \$25
-2 \$25-\$49
-3 \$50-\$99
-4 @\$100-\$199
-5 @\$200+
-6 \$100+

Summary in last 12 months:

68*70-Y Bought any

WATCHES

- 1 Bought any in last 12 months
- 2 Bought as gift in last 12 months

Kinds:

- 68*71 Sport
- 68*72 Dress
- 68*73 Casual

Brands:

- 68*74 Breitling
- 68*75 Bulova
- 68*76 Citizen
- 68*77 Concord
- 68*78 Fossil

- 68*79 Guess
- 68*80 Movado
- 69*01 Nike
- 69*02 Omega
- 69*03 Raymond Weil

- 69*04 Rolex
- 69*05 Seiko
- 69*06 Swatch
- 69*07 Tag Heuer
- 69*08 Timex

- 69*09 Tommy Hilfiger
- 69*10 Any watch

Total spent on watches in last 12 months:

- 69*11-1 Less than \$50
- 2 \$50 - \$99
- 3 \$100 - \$299
- 4 \$300 - \$499
- 5 \$500+

PRE-RECORDED COMPACT DISCS & AUDIO TAPES

Bought in last 12 months

69*19-Y Yes

69*20-1 Heavy
-2 Medium
-3 Light

Number bought last 12 months

69*19-1 1 - 3 L
-2 4 - 5 M
-3 6 - 7 M
-4 8 - 9 M
-5 10 - 11 H
-6 12 - 15 H
-7 16 - 20 H
-8 21 - 30 H
-9 31 or More H

69*21-1 Sole Type
-3 Sole Form

Sole/ Primary Sec-
Secondary

		Forms:
69*20-4	69*21-4	Compact disc
-5	-5	Pre-recorded tape (cassette)
		Types:
69*20-6	69*21-6	Alternative
-7	-7	Blues
-8	-8	Books on tape
-9	-9	Business/Professional
-0	-0	Classic Rock
-X	-X	Classical
-Y	-Y	Contemporary Christian
69*22-1	69*23-1	Country Music
-2	-2	Easy Listening
-3	-3	Dance Music
-4	-4	Faith & Inspiration
-5	-5	Folk
-6	-6	Foreign Language Instructional
-7	-7	Gospel
-8	-8	Hip Hop
-9	-9	Jazz
-0	-0	Light Classical
-X	-X	New Age
-Y	-Y	New Wave
69*24-1	69*25-1	Hard Rock
-2	-2	@Pop/Top 40
-3	-3	Rap Music
-4	-4	R & B
-5	-5	Self-improvement/motivational
-6	-6	Soft Rock
-7	-7	Spanish/Latin
-8	-8	Urban Contemporary
-9	-9	1960 Nostalgia
-0	-0	1950 Nostalgia
-X	-X	1940 Nostalgia
69*26-2	69*27-2	Other

Where bought:

69*28-1	@Borders
-2	@Coconuts Music
-3	@Sam Goody
-4	@K-Mart
-5	@Target
69*29-1	@Tower Records
-2	@Virgin Megastore
-3	@Wal-Mart
-4	@Other discount stores
-5	@Other music store
-6	@Grocery store
-7	Mail order/music clubs
-8	Internet/online
-9	@Other

@ELECTRONIC EQUIPMENT (Teenmark Only)

-1 Personally use

How involved with the purchase:

-2 Not at all involved with purchase
-3 Partially involved with purchase
-4 Decided on purchase

69*31 Car stereo
69*32 CD burner
69*33 CD player
69*34 Portable CD player
69*35 DVD player

69*36 Other
69*37 MP3 player
69*38 Pagers w/text messaging and Internet e-mail
69*39 PDA-Personal Digital Assistant (handheld)
69*40 Pocket-size radio/cassette player

69*41 Portable radio/tape player
69*42 Rack System
69*43 Receiver-amplifier
69*44 Speakers

PRE-RECORDED VIDEO TAPES/DVD'S RENTED/PURCHASED
(CONTINUED)

Number of video tapes bought in last 30 days:

69*56-1 1
-2 2
-3 3-4
-4 5-7
-5 8+

Types in last 30 days:

-1 Rented
-2 Bought

69*57 Action/Adventure
69*58 Classics
69*59 Comedy
69*60 Drama
69*61 Exercise/Fitness

69*62 Family/Children Oriented
69*63 Foreign
69*64 Horror
69*65 "How-to" video
69*66 Musical

69*67 News/Information/Documentary
69*68 Science Fiction
69*69 Other

PRE-RECORDED VIDEO TAPES/DVD'S RENTED/PURCHASED

Number of trips to the video store in last 30 days:

69*52-1 1
-2 2
-3 3
-4 4
-5 5
-6 6
-7 7-9
-8 10
-9 11+

Where rented/bought in last 30 days:

69*70 Blockbuster Video Store
69*71 Hollywood Video
69*72 Other video store
69*73 Discount Department Store
69*74 Electronics Store

69*75 Grocery store
69*76 Mail order
69*77 Internet/Online
69*78 Other

Number of DVD's rented in last 30 days:

69*53-1 1
-2 2
-3 3
-4 4
-5 5
-6 6
-7 7-9
-8 10-14
-9 15-19
-0 20+

Number of DVD's purchased in last 30 days:

69*54-1 1
-2 2
-3 3-4
-4 5-7
-5 8+

Number of video tapes rented in last 30 days:

69*55-1 1
-2 2
-3 3
-4 4
-5 5
-6 6
-7 7-9
-8 10-14
-9 15-19
-0 20+

@VIDEO GAME SYSTEMS (Teenmark Only)

- -1 Personally Own
 -2 Bought in last 12 months

Systems:

69*79 Game Boy
 69*80 Game Boy Advance
 70*01 Other
 70*02 Nintendo GameCube
 70*03 Sony PlayStation/PS One

 70*04 PlayStation 2 (PS 2)
 70*05 Other
 70*06 Xbox
 70*07 Other brands

Game Types:

70*08 Action/Adventure
 70*09 Fighting
 70*10 Racing
 70*11 Role-Playing
 70*12 Shooter

 70*13 Simulation
 70*14 Sports
 70*15 Strategy/Puzzle
 70*16 Any video game systems

Type of system owned:

- 70*17-1 Handheld
 -2 Attached to TV/Computer

Number of video games purchased in last 12 months:

70*23-1 1
 -2 2
 -3 3
 -4 4
 -5 5
 -6 6-9
 -7 10
 -8 11+

Number of video games rented in last 30 days:

70*24-1 1
 -2 2
 -3 3
 -4 4
 -5 5
 -6 6
 -7 7-9
 -8 10
 -9 11+

Number of hours played on video game system in last
7 days:

70*25-1 1
 -2 2
 -3 3
 -4 4
 -5 5
 -6 6
 -7 7-9
 -8 10-14
 -9 15-19
 -0 20+

@VIDEO GAME SYSTEMS (Teenmark Only) (CONTINUED)

Total amount spent on video games in last 12 months:

70*26-1 Less than \$20
 -2 \$20 - \$49
 -3 \$50 - \$75
 -4 \$76 - \$100
 -5 \$101 - \$150
 -6 \$151 - \$200
 70*26-7 \$201 - \$400
 -8 \$401+

Total amount spent on hardware in last 12 months:

70*27-1 Less than \$100
 -2 \$100 - \$149
 -3 \$150 - \$199
 -4 \$200 - \$299
 -5 \$300+

@PERSONAL COMPUTERS (Teenmark Only)

70*34-1 Personally use a personal computer

Where used:

- 70*35-1 Home
- 2 Library
- 3 School
- 4 Work
- 5 Someone else's home

Brands:

- 1 Personally use at home
 - 2 Personally use at school/work
- 70*36 Acer
 - 70*37 Compaq
 - 70*38 Dell
 - 70*39 e Machines
 - 70*40 Fujitsu
 - 70*41 Gateway
 - 70*42 Hewlett-Packard (HP)
 - 70*43 IBM
 - 70*44 NEC
 - 70*45 Packard Bell
 - 70*46 Sony Vaio
 - 70*47 Toshiba
 - 70*48 Other

Apple/Mac:

- 70*49 Apple eMac
- 70*50 Apple iBook
- 70*51 Apple iMac
- 70*52 Apple Macintosh
- 70*53 Apple PowerBook
- 70*54 Power Mac
- 70*55 Other Apple/Mac

Computer Peripherals:

- 1 Personally use at home
 - 2 Personally use at school/work
- 70*56 CD ROM Drive
 - 70*57 CD-RW Drive (CD Burner)
 - 70*58 DVD Drive
 - 70*59 Modem/Fax Modem
 - 70*60 LAN/Network Interface Cards
 - 70*61 Microphone
 - 70*62 Monitor - LCD/Flat Panel
 - 70*63 Monitor - Standard/Tube
 - 70*64 Printer - Ink Jet
 - 70*65 Printer - Laser
 - 70*66 Removable Cartridge Storage Device
 - 70*67 Scanner
 - 70*68 Speakers
 - 70*69 Surge Protector
 - 70*70 Tape Backup
 - 70*71 Webcam
 - 70*72 Other

Computer Operating Systems:

- 1 Personally use at home
 - 2 Personally use at school/work
- 70*73 Apple Systems 8.X
 - 70*74 Apple Systems 9.X
 - 70*75 Apple Systems 10.X
 - 70*76 Other
 - 70*77 Other

@PERSONAL COMPUTERS (Teenmark Only) (CONTINUED)

Computer Operating Systems: (CONTINUED)

- 70*78 MS DOS
- 70*79 MS Windows 3.X
- 70*80 MS Windows NT
- 71*01 MS Windows '95
- 71*02 MS Windows '98
- 71*03 MS Windows 2000
- 71*04 MS Windows XP
- 71*05 MS Windows XP/Pentabnet
- 71*06 Unix
- 71*07 Other

Computer Software:

- 1 Personally use at home
- 2 Personally use at school/work
- 71*08 Accounting
- 71*09 CAD/CAM
- 71*10 Communications/Fax
- 71*11 Database/filing
- 71*12 Desktop Publishing
- 71*13 Education/training
- 71*14 Entertainment/Games
- 71*15 Personal finance/Tax prep
- 71*16 Presentation graphics
- 71*17 Multimedia
- 71*18 Networking
- 71*19 Online Meeting/Conference
- 71*20 Security/Anti-virus
- 71*21 Spreadsheet
- 71*22 Utility
- 71*23 Web Authoring
- 71*24 Word Processing
- 71*25 Other

Amount spent on software in last 12 months:

- 71*26-1 \$ 1 - \$ 99
- 2 \$100 - \$199
- 3 \$200 - \$299
- 4 \$300 - \$499
- 5 \$500+

Computer books bought in last 12 months:

- 71*27-1 Bought any

Where purchased last personal computer:

- 71*28-1 Comp USA
- 2 Computer City
- 3 Office Depot
- 4 Office Max
- 5 Staples
- 6 Other

SUMMARY CODES:

- 1 Use at home
- 2 Use at school/work

- 71*29 Any Brand
- 71*30 Any Brand (non-Apple)
- 71*31 Any Apple/Mac
- 71*32 Any Peripherals
- 71*33 Any Software

BLANK RECORDABLE CD'S/DVD'S

BLANK AUDIO TAPES

Bought/Last 6 Months

Bought in last 12 months

71*34-Y Yes

71*39-Y Yes

71*35-1 Heavy
-2 Medium
-3 Light

71*40-1 Heavy
-2 Medium
-3 Light

Number Bought Last 6 Months

Number Bought last 12 months

71*34-1 1 L
-2 2 - 6 L
-3 7 - 15 M
-4 16 - 49 M
-5 50 - 99 H
-6 100 or More H

71*39-1 1 L
-2 2 L
-3 3 L
-4 4 M
-5 5 M
-6 6 M
-7 7 - 10 H
-8 11 - 14 H
-9 15 - 24 H
-0 25 or More H

71*34-X Sole Brand
71*36-2 Sole Kind

71*39-X Sole Brand

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

71*35-4 71*36-4 Kinds:
-5 -5 CD
DVD
Brands:
71*35-6 71*36-6 Fuji
-7 -7 Imation
-8 -8 Maxell
-9 -9 Memorex
-0 -0 Sony
-X -X TDK
-Y -Y Verbatim
71*37-3 71*38-3 Other

71*40-4 71*41-4 Brands:
-5 -5 BASF
-6 -6 Fuji
-7 -6 JVC
-7 -7 Maxell
-8 -8 Memorex
-9 -9 Scotch/3M
-0 -0 Sony
-X -X TDK
71*42-2 71*43-2 Other

BLANK VIDEO TAPES

Bought/Last 6 Months

70*28-Y Yes

70*29-1 Heavy
-2 Medium
-3 Light

Number Bought Last 6 Months

70*28-1 1 L
-2 2 L
-3 3 L
-4 4 M
-5 5 M
-6 6 M
-7 7 - 10 H
-8 11 - 12 H
-9 13 or More H

70*28-X Sole Brand
70*30-2 Sole Kind

Sole/ Primary Sec-
Secondary

70*29-4 70*30-4 Kinds:
-5 -5 VHS
-6 -6 VHS-C
-6 -6 8mm

70*29-7 70*30-7 Brands:
-8 -8 BASF
-9 -9 Fuji
-0 -0 JVC
-X -X Kodak
-Y -Y Maxell
-Y -Y Memorex
70*31-1 70*32-1 Panasonic
-2 -2 RCA
-3 -3 Scotch
-4 -4 Sony
-5 -5 TDK
-8 -8 Other

Amount spent in last 6 months:
70*33-1 Less than \$15
-2 \$15-\$49
-3 \$50+

DRIVING

71*44-1 Have a current drivers license

Type of vehicle driven:

71*44-2 Drive automobile
-3 Drive motorcycle
-4 Drive van
-5 Drive mini-van
-6 Drive compact pick-up
-7 Drive regular pick-up
-8 Drive heavy duty truck
-9 Drive recreation vehicle
-0 Drive sport/utility vehicle
-X Drive other truck
-Y Drive other vehicle

71*45-1 @Have a current learner's permit

@CARS, TRUCKS, MINIVANS & SPORT UTILITY VEHICLES
(Teenmark Only)

-1 Personally Own
-2 Acquired in last 12 months

71*46 Car
71*47 Truck
71*48 Minivan
71*49 Sport Utility Vehicle
71*50 Any

@AUTOMOTIVE (Teenmark Only)

Whose vehicle you currently drive:

71*51-1 Currently drive mother's/stepmother's vehicle
-2 Currently drive father's/stepfather's vehicle
-3 Currently drive sister's/brother's vehicle
-4 Currently drive the "family car"
-5 Currently drive my own vehicle
-6 Currently drive other vehicle

Had say in the choice of vehicle personally owned:

71*51-7 Complete say in the type/brand of own vehicle
-8 Somewhat of a say in the type/brand of own vehicle
-9 Not too much of a say in the type/brand of own vehicle
-0 No say in the type/brand of own vehicle

MILEAGE

Number of miles personally driven in last 12 months:

71*52-1 None
-2 1 - 999
-3 1,000 - 2,999
-4 3,000 - 4,999
-5 5,000 - 7,999
-6 8,000 - 9,999
-7 10,000 - 14,999
-8 15,000 - 19,999
-9 20,000 - 29,999
-0 30,000 - 39,999
-X 40,000 - 49,999
-Y 50,000+

@TELEPHONE SERVICES (Teenmark Only)

Personally used in last 7 days:

-Y Yes

Times used in last 7 days:

-1 1
-2 2
-3 3
-4 4-6
-5 7-12
-6 13-19
-7 20-29
-8 30+

71*54 Answering machine
71*55 Pay phone
71*56 1-800-Collect
71*57 Regular collect calls
71*58 Calling cards

71*59 Pre-paid calling cards
71*60 Wireless phone calling cards
71*61 Pager/Beeper
71*62 900-phone service(s)

Have a personal phone line:

71*63-1 Yes

Type:

71*63-2 Cellular/digital/mobile phone
-3 In-home cordless telephone
-4 Other household telephone (rotary or touchtone)

Special features of personal cell phone:

71*64-1 Call forwarding
-2 Call return
-3 Call waiting
-4 Caller ID
-5 Repeat dialing
-6 Second phone line
-7 Three way calling
-8 Voice messaging/Voice mail
-9 Text messaging
-0 Color screen

-X Other
-Y Other

71*65-1 Other
-2 Other
-3 Other
-4 Other features

Special features of personal home phone:

71*66-1 Call forwarding
-2 Call return
-3 Call waiting
-4 Caller ID
-5 Repeat dialing
-6 Second phone line
-7 Three way calling
-8 Voice messaging/Voice mail
-9 Other features

DOMESTIC TRAVEL

Made trip of 1 or more days in the continental U.S.
in last 12 months:

71*68-1 Yes

Number of nights away on last trip:

71*69-1 1
-2 2
-3 3 - 4
-4 5 - 6
-5 7 - 8
-6 9 - 14
-7 15+

Activities on last vacation trip:

71*70-1 Go to beach
-2 General sightseeing
-3 Attend a specific event
-4 Shopping
-5 Play tennis
-6 Visit national park
-7 Play golf
-8 Backpacking/Hiking
-9 Bicycle riding
-0 Fishing
-X Hunting
-Y Running/Jogging

71*71-1 Skiing (cross country/downhill)
-2 Other outdoor sports or recreation
-3 Visit relatives or friends
-4 Visit a health spa/retreat
-5 Water skiing

Means of travel for last trip:

71*72-1 Plane (charter)
-2 Plane (scheduled)
-3 Rented Car
-4 Car
-5 Bus (charter or tour)
-6 Bus (scheduled)
-7 Railroad
-8 Motor Home

@Who went with on last trip: (Teenmark only)

71*73-1 Family
-2 Friends
-3 Organized Travel Tour
-4 School Trip
-5 Other

FOREIGN TRAVEL

Took a trip outside the continental United States
in last 3 years:

71*74-1 Yes

Places visited on last trip:

71*75-1 Europe
 -2 Caribbean
 -3 Asia
 -4 Latin America
 -5 Australia/New Zealand/South Pacific
 -6 Hawaii
 -7 Alaska
 -8 Canada
 -9 Other

@Who went with on last trip: (Teenmark only)

71*76-1 Family
 -2 Friends
 -3 Organized Travel Tour
 -4 School Trip
 -5 Other

FINANCIAL INFORMATION

Have:

72*50-1 Savings Account in Your Own Name
 -2 Checking Account in Your Own Name
 -3 American Express Card in Your Own Name
 -4 Bank Credit/Debit Card in Your Name
 (Master Card, Visa)
 -5 @Access to Bank Credit/Debit Card in
 Parents Name
 -6 Department Store Credit Card in Your Own
 Name
 -7 @Access to Dept. Store Card in Parents Name
 -X @Any of the above

Acquired in last 12 months:

72*51-1 Savings Account in Your Own Name
 -2 Checking Account in Your Own Name
 -3 @American Express Card in Your Own Name
 -4 @Bank Credit/Debit Card in Your Name
 (Master Card, Visa)
 -5 @Access to Bank Credit/Debit Card in
 Parents Name
 -6 @Department Store Credit Card in Your Own
 Name
 -7 @Access to Dept. Store Card in Parents Name
 -X @Any of the above

THEME PARKS

Visited a Theme Park in last 12 months:

71*53-1 Visited A Theme Park

Theme Parks visited:

71*53-2 Busch Gardens (VA, FL)
 -3 Disneyland (CA)
 -4 Knott's Berry Farm (CA)
 -5 SeaWorld (CA, FL, TX)
 -6 Six Flags (NJ, IL, GA, CA, TX, MD, MA,
 MO, OH)
 -7 Universal Studios (CA, FL)
 -8 Walt Disney World (FL)
 -9 Other

CAMERAS

- 1 Personally own
- 2 Bought in last 12 months

Types:

- 71*77 APS (Point & Shoot or SLR)
- 71*78 APS Disposable
- 71*79 Cartridge
- 71*80 Other
- 72*01 Digital (Nondisposable)

- 72*02 Disc
- 72*03 Instant developing camera
- 72*04 Movie Camera (not camcorder or video camera)
- 72*05 35mm Auto Focus Point & Shoot
- 72*06 35mm Auto Focus SLR

- 72*07 35mm Auto Focus Zoom Camera
- 72*08 35mm Disposable
- 72*09 35mm SLR (Single Lens Reflex)
- 72*10 Video Still Camera

Brands:

- 72*11 Canon
- 72*12 Fuji
- 72*13 Hewlett Packard (HP)
- 72*14 Keystone
- 72*15 Kodak

- 72*16 Minolta
- 72*17 Nikon
- 72*18 Olympus
- 72*19 Pentax
- 72*20 Polaroid

- 72*21 Sony
- 72*22 Vivitar
- 72*23 Other

Any type:

- 72*24-1 Personally own
- 2 Bought in last 12 months

Amount spent in last 12 months:

- 72*25-1 @Under \$50
- 2 @\$50-\$99
- 5 Under \$100
- 3 \$100 - \$199
- 4 \$200+

FILM

Bought Last 12 Months

72*55-Y Yes

72*56-1 Heavy
-2 Medium
-3 Light

Rolls or packs last 12 months

72*55-1 None L
-2 1 L
-3 2 L
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 H

-9 8 H
-0 9 or More H

72*55-X Sole Brand
72*57-1 Sole Type

Sole/
Primary

Sec-
ondary

Types:

72*56-4	72*57-4	APS (Color Prints)
-5	-5	Cartridge (Black & White)
-6	-6	Cartridge (Color)
-7	-7	Disc Cartridge
-8	-8	35mm (Black & White)
-9	-9	35mm (Color Slides)
-0	-0	Instant Developing Film
-X	-X	35mm (Color Prints)
-Y	-Y	Other Still (Color)
72*58-1	72*59-1	Movie
-2	-2	Other Type
Brands:		
72*58-3	72*59-3	Agfa
-4	-4	Fuji
-5	-5	@K Mart Focal/Focal
-6	-6	Kodak
-7	-7	Polaroid (Instant Developing)
-8	-8	@Polaroid (Roll Film)
-9	-9	Store Brands (No Label)
-Y	-Y	Other

Where bought:

72*60-1	Camera store
-2	Department store
-3	Discount store
-4	Drug store
-5	Grocery store
-6	Mail order
-7	1 hour service
-8	Internet/Online
-9	Warehouse clubs
-0	Other

Where processed:

72*61-1	Camera store
-2	Department store
-3	Discount store
-4	Drug store
-5	Grocery store
-6	Mail order
-7	1 hour service
-8	Internet/Online
-9	Warehouse clubs
-0	Other
-X	Develop film yourself
-Y	Kodak Picture Maker

CAMERA & DEVELOPING ACCESSORIES

- 1 Personally own
- 2 Bought in last 12 months

- 72*74 Albums
- 72*75 Automatic Winder
- 72*76 Batteries
- 72*77 Camera Case
- 72*78 Flash Unit

- 72*79 Frames
- 72*80 Gadget Bags
- 73*01 Lens Filter(s)
- 73*02 Memory cards
- 73*03 Tripod

- 73*04 Telephoto/Zoom Lens
- 73*05 Wideangle Lens
- 73*06 Other Accessory Lens(es)
- 73*07 Any Accessory

Amount spent in last 12 months:

- 73*08-1 Less than \$20
- 2 \$20 - \$99
- 3 \$100+

BATTERIES

Bought in Last 6 Months

- 73*09-Y Yes

- 73*10-1 Heavy
- 2 Medium
- 3 Light

Number/Last 6 Months

- | | | |
|---------|------------|---|
| 73*09-1 | 1 - 3 | L |
| -2 | 4 - 5 | L |
| -3 | 6 - 7 | M |
| -4 | 8 - 9 | M |
| -5 | 10 - 11 | M |
| -6 | 12 - 15 | H |
| -7 | 16 - 20 | H |
| -8 | 21 - 30 | H |
| -9 | 31 or More | H |

- 73*09-X Sole Brand
- 73*11-1 Sole Type

Sole/ Primary Sec-
Secondary

- | | | |
|---------|---------|---------------------------|
| 73*10-4 | 73*11-4 | Types: |
| -5 | -5 | Rechargeable |
| | | Throw-away |
| | | Brands: |
| 73*10-6 | 73*11-6 | Duracell |
| -7 | -7 | Duracell Ultra |
| -8 | -8 | Energizer |
| -9 | -9 | Energizer e2 |
| -0 | -0 | Eveready Super Heavy Duty |
| -X | -X | Eveready Classic |
| -Y | -Y | GE Rechargeables |
| 73*12-1 | 73*13-1 | Kodak Supralife |
| -2 | -2 | Panasonic |
| -3 | -3 | Radio Shack |
| -4 | -4 | Rayovac - Alkaline |
| -5 | -5 | Rayovac - Heavy Duty |
| -6 | -6 | Sony |
| -9 | -9 | Other |

@MP3 PLAYERS (Teenmark Only)

- 1 Personally own
- 2 Bought in last 12 months

73*14 Any MP3 Player

Brands:

- 73*15 Apple iPod
- 73*16 Other
- 73*17 Other
- 73*18 Other
- 73*19 Other
- 73*20 Other
- 73*21 Other
- 73*22 Other
- 73*23 Other
- 73*24 Philips
- 73*25 Other
- 73*26 Other
- 73*27 Other
- 73*28 Other
- 73*29 Other

Total amount spent in last 12 months:

- 73*31-1 Less than \$100
- 2 \$100 - \$199
- 3 \$200+

LEISURE ACTIVITIES

- 1 Participated in last 12 months

How often engage in:

- 2 2+ times a week
- 3 Once a week
- 4 2-3 times a month
- 5 Once a month
- 6 Less than once a month

- 73*32 Attend auto shows
- 73*33 Attend dance performances
- 73*34 Attend music concerts/performance
- 73*35 @Attend sporting events
- 73*36 @Babysitting
- 73*37 Baking/cooking
- 73*38 Go to beach
- 73*39 Billiards/pool
- 73*40 Board games/cards
- 73*41 Chess
- 73*42 @Go to coffee shop
- 73*43 Crossword puzzles/word games
- 73*44 @Cruise around in a car
- 73*45 Dance/go dancing
- 73*46 Dining out
- 73*47 Electronic games (not TV)
- 73*48 @Exercise/workout
- 73*49 @Hang out with friends (outside of school)
- 73*50 Other
- 73*51 @Listen to the radio
- 73*52 Go to live theater
- 73*53 Model making
- 73*54 @Go to the movies
- 73*55 Go to museums
- 73*56 Painting, drawing
- 73*57 @Go to parties

LEISURE ACTIVITIES (CONTINUED)

How often engage in: (CONTINUED)

- 73*58 Other
- 73*59 Photography
- 73*60 Picnic
- 73*61 Play musical instrument
- 73*62 @Play sports
- 73*63 @Read magazines
- 73*64 Read books
- 73*65 @Shop
- 73*66 @Spend time alone in room
- 73*67 @Spend time with family
- 73*68 @Spend time with girlfriend/boyfriend (not in school)
- 73*69 @Study
- 73*70 @Take a nap
- 73*71 @Talk on the phone
- 73*72 Trivia games
- 73*73 Video games
- 73*74 @Volunteer work
- 73*75 @Watch TV
- 73*76 Go to zoo

Other activities engaged in:

- 73*77-1 @Collecting - comic books
- 2 Collecting - coins
- 3 Collecting - figurines
- 4 Collecting - stamps
- 5 Electric trains
- Y Any leisure activity

@Sports/trading cards: (Teenmark only)

- 1 Personally buy/collect
- 2 Personally trade
- 73*78 Baseball
- 73*79 Basketball
- 73*80 Football
- 74*01 Hockey
- 74*02 Magic Cards
- 74*03 Other Sports

MOVIE ATTENDANCE

 Attended movies in last 6 months:

74*04-1 Yes

Number of times attended in last 90 days:

74*05-1 Once a week or more
 -2 2-3 times a month
 -3 Once a month
 -4 Less than once a month

Prefer to see a new movie:

74*05-5 Within first 2 weeks: Opening weekend
 -6 Within first 2 weeks: After opening weekend
 -7 After the second week

@Types of movies seen in a movie theater in last 6 months: (Teenmark only)

74*06-1 Action/Adventure
 -2 Comedy
 -3 Drama
 -4 Family/Children-Oriented
 -5 Horror
 -6 Romance
 -7 Science Fiction
 -8 @Suspense
 -9 @Other

@DATING (Teenmark Only)

74*07-1 Date three times or more a week
 -2 Date two times a week
 -3 Date once a week
 -4 Date once or twice a month
 -5 Date once every few months
 -6 Never date
 -7 Are engaged to be married

Have girlfriend/boyfriend:

74*08-1 Currently have a girlfriend/boyfriend

Age started dating:

74*12-1 10 years old
 -2 11 years old
 -3 12 years old
 -4 13 years old
 -5 14 years old
 -6 15 years old
 -7 16 years old
 -8 17 years old
 -9 18 years old
 -0 19 years old

How long together with girlfirend/boyfriend:

74*13-1 Less than 1 month
 -2 1 - 6 months
 -3 7 - 11 months
 -4 1 - 2 years
 -5 2+ years

SPORTS

- 8 Participated in last 12 months
- 1 @Participated in last 12 months at school
- 2 @Participated in last 12 months outside of school

How often engage in outside of school:

- 3 @2+ times a week outside of school
- 4 @Once a week outside of school
- 5 @2-3 times a month outside of school
- 6 @Once a month outside of school
- 7 @Less than once a month outside of school

- 74*23 Aerobics
- 74*24 Backpacking/hiking
- 74*25 Baseball
- 74*26 Basketball
- 74*27 Bicycling - Mountain
- 74*28 Bicycling - Road
- 74*29 Boating (power)
- 74*30 Bowling
- 74*31 @Camping
- 74*32 Canoeing/kayaking
- 74*33 @Cheerleading
- 74*34 @Dirt bike racing
- 74*35 @Fencing
- 74*36 Fishing
- 74*37 Football
- 74*38 Frisbee
- 74*39 Golf
- 74*40 @Gymnastics
- 74*41 Handball
- 74*42 @Hockey - Field
- 74*43 @Hockey - Ice
- 74*44 Horseback riding
- 74*45 Ice skating
- 74*46 Jogging/running
- 74*47 Karate
- 74*48 Kick boxing
- 74*49 @Lacrosse
- 74*50 Martial Arts
- 74*51 Paddletennis/Ping Pong
- 74*52 Other
- 74*53 Racquetball
- 74*54 Rock climbing
- 74*55 Roller blading/in-line skating
- 74*56 Roller skating
- 74*57 Rowing: stationary/outdoor
- 74*58 Sailing
- 74*59 Scuba diving
- 74*60 Skateboarding
- 74*61 Skiing - cross country
- 74*62 Skiing - downhill
- 74*63 Snorkeling/Skin diving
- 74*64 Snowboarding
- 74*65 Snowmobiling
- 74*66 Soccer
- 74*67 Softball
- 74*68 @Surfing
- 74*69 Swimming/diving
- 74*70 Target shooting
- 74*71 Tennis
- 74*72 @Track & Field
- 74*73 @Triathlon
- 74*74 Volleyball
- 74*75 Walking for exercise
- 74*76 Water skiing/Other water sports
- 74*77 Weight lifting

SPORTS (CONTINUED)

How often engage in outside of school: (CONTINUED)

- 74*78 Whitewater rafting
- 74*79 @Wind surfing
- 74*80 Yoga
- 75*01 Other

SPORT/RECREATION EQUIPMENT - LOW TICKET ITEMS

- 1 Own
- 2 Bought in last 12 months
- 3 Amount spent in last 12 months: Under \$25
- 4 Amount spent in last 12 months: \$25 - \$49
- 5 Amount spent in last 12 months: \$50+
- 75*02 Baseball gloves
- 75*03 @Basketball
- 75*04 Bicycle helmet
- 75*05 Bowling balls
- 75*06 Cross country ski boots
- 75*07 Cross country skis
- 75*08 Elbow/knee pads (In-line skating protective gear)
- 75*09 Fishing reel
- 75*10 Fishing rod
- 75*11 Fishing lures or hooks
- 75*12 Other fishing equipment
- 75*13 @Football
- 75*14 Golf balls
- 75*15 Outdoor or pocket knife
- 75*16 Racquetball balls
- 75*17 Racquetball racquet
- 75*18 @Soccer ball
- 75*19 Softball/baseball bats
- 75*20 Sportswatch/chronograph
- 75*21 Tennis balls
- 75*22 Tennis racquet
- 75*23 Other low ticket
- 75*24 Any low ticket

SPORT/RECREATION EQUIPMENT - HIGH TICKET ITEMS

- 1 Own
- 2 Bought in last 12 months
- 3 Amount spent in last 12 months: Under \$100
- 4 Amount spent in last 12 months: \$100-\$249
- 5 Amount spent in last 12 months: \$250+

75*25 Binoculars
 75*26 Mountain bicycle
 75*27 Road bicycle
 75*28 Stationary bicycle
 75*29 Downhill ski boots

 75*30 Downhill skis
 75*31 Roller blades/In-line skates
 75*32 Cross country ski simulator
 75*33 Treadmill
 75*34 Stair stepper

 75*35 Rowing machine
 75*36 Other exercise equipment
 75*37 Golf clubs
 75*38 Hockey equipment
 75*39 Weight lifting equipment

 75*40 Other high ticket
 75*41 Any high ticket

SPORTS EVENTS - WATCH ON TV

- 1 One or more times a month
- 2 Less than once a month

75*42 Alpine skiing & ski jumping
 75*43 Auto Racing - NASCAR
 75*44 Auto Racing - Other
 75*45 Baseball
 75*46 Basketball - college games

 75*47 Basketball - professional games
 75*48 Bicycle racing
 75*49 Bowling
 75*50 Boxing
 75*51 Equestrian events

 75*52 Figure skating
 75*53 Fishing
 75*54 Football - College games

 75*55 Football - Monday night professional games
 75*56 Football - Weekend professional games

 75*57 Golf
 75*58 Gymnastics
 75*59 Horse racing (Flats, Runners)
 75*60 Horse racing (Trotters/Harness)
 75*61 Ice hockey

 75*62 Marathon/road running/triathlon
 75*63 Motorcycle racing
 75*64 Pro beach volleyball
 75*65 Rodeo/Bull Riding
 75*66 @Skateboarding

 75*67 @Snowboarding
 75*68 Soccer
 75*69 Tennis
 75*70 Track & field
 75*71 Truck and tractor pull/mud racing

 75*72 Weight lifting
 75*73 Wrestling - professional
 75*74 @Xtreme Sports

WRITING INSTRUMENTS

	Bought in last 12 months -----	Bought as Gift -----
Types:		
Matched Set	75*76-1	75*80-1
Ball Point	-2	-2
@Gel Pen	-3	-3
Mechanical Lead Pencil	-4	-4
Rollerpen	-5	-5
Brands:		
Bic	75*77-1	76*01-1
Cross	-2	-2
Flair	-3	-3
Montblanc	-4	-4
Paper Mate	-5	-5
Parker	75*78-1	76*02-1
Pentel	-2	-2
Scripto	-3	-3
Other	-4	-4
Other	-5	-5
Finish:		
Gold	75*79-1	76*03-1
Matteblack	-2	-2
Silver	-3	-3
Other	-4	-4
Amount spent in total:		
Under \$2.00	75*79-5	76*03-5
\$2.00 - \$4.99	-6	-6
\$5.00 - \$9.99	-7	-7
\$10.00 - \$24.99	-8	-8
\$25+	-9	-9

BOOKS

@PERSONALITIES (Teenmark Only)

Bought last 12 months

76*04-Y Yes

76*05-1 Heavy
-2 Medium
-3 Light

Number Bought last 12 months

76*04-1 1 L
-2 2 L
-3 3 L
-4 4 M
-5 5 M
-6 6 M
-7 7 - 10 H
-8 11 - 14 H
-9 15 - 24 H
-0 25 or More H

76*06-1 Sole Type
-2 Sole Kind
-3 Sole Form

Sole/ Sec-
Primary on-
----- dary

76*05-4 76*06-4 Forms:
-5 -5 Paperback
Hardcover

76*05-6 76*06-6 Kinds:
-7 -7 Fiction
Non-fiction

76*05-8 76*06-8 Types:
-9 -9 Cookbooks
-0 -0 Desk Dictionary
-X -X Encyclopedia
-Y -Y Mystery
Novel

76*07-1 76*08-1 Biography
-2 -2 History
-3 -3 Science Fiction
-4 -4 Children's Books
-5 -5 Adventure/Role Playing
-6 -6 Romance
-7 -7 Personal/Business Self-help
-8 -8 Religious (not Bibles)
-X -X Other

76*09-1 Where bought:
-2 Book club
-3 Book store
-4 Convenience store
-5 Department store
-6 Drug store
-7 Internet/Online
-8 Mail order
-9 Supermarket
Warehouse store

-4 Like very much
-3 Like somewhat
-2 Dislike somewhat
-1 Dislike very much

76*50 Janet Jackson
76*51 Shania Twain
76*52 Jennifer Aniston
76*53 Courtney Cox
76*54 Shaquille O'Neal

76*55 Michael Jordan
76*56 George W. Bush
76*57 LL Cool J
76*58 Ben Affleck
76*59 Ashton Kutcher

76*60 Matt Damon
76*61 Faith Hill
76*62 Britney Spears
76*63 LeBron James
76*64 Derek Jeter

76*65 Ben Stiller
76*66 Enrique Iglesias
76*67 Freddie Prinze Jr.
76*68 Marc Anthony
76*69 Christina Aguilera

76*70 Brad Pitt
76*71 Linkin Park
76*72 Tiger Woods
76*73 Alex Rodriguez
76*74 Serena Williams

76*75 Venus Williams
76*76 Jennifer Lopez
76*77 Will Smith
76*78 Jimmy Fallon
76*79 Jessica Simpson

76*80 Josh Hartnett
77*01 Nicholas Lachey
77*02 Gwyneth Paltrow
77*03 Mary J. Blige
77*04 Lea Ann Rhimes

77*05 Eminem
77*06 Usher
77*07 Kobe Bryant
77*08 Michael Jackson
77*09 Beyonce Knowles

77*10 Outkast
77*11 Leonardo DiCaprio
77*12 Avril Lavigne
77*13 Pink
77*14 Justin Timberlake

77*15 The Dixie Chicks
77*16 Kelly Osbourne
77*17 Reese Witherspoon
77*18 Other
77*19 Other

77*20 Other

@INTERNET/ONLINE TECHNOLOGY (Teenmark Only)

-
- 1 Disagree completely
 - 2 Disagree somewhat
 - 3 Agree somewhat
 - 4 Agree completely
- 77*21 Is a great way to gather information on products/services I'm considering purchasing
- 77*22 Is a great way to actually buy products
- 77*23 Has allowed me to learn things I probably wouldn't have learned otherwise
- 77*24 Allows me to do better research for school work
- 77*25 Is a great way to communicate with family/friends
- 77*26 Is a main source of entertainment for me
- 77*27 I would feel "unconnected" without the Internet (or helps me feel more "connected" to the rest of the world)
- 77*28 Going online is one of my favorite things to do with my free time
- 77*29 The internet is a good thing, but I worry that too much technology can be a bad thing
- 77*30 Instant messenger keeps me in touch with my friends

@MUSIC (Teenmark Only)

-
- 1 Disagree completely
 - 2 Disagree somewhat
 - 3 Agree somewhat
 - 4 Agree completely
- 77*31 I like all different kinds of music
- 77*32 My taste in music is very specific
- 77*33 I keep up to date with what's going on in the music industry
- 77*34 I get ideas from magazines for what music to listen to
- 77*35 I like to copy fashion styles of my favorite music artists
- 77*36 You can tell a lot about somebody by his or her music/CD collection
- 77*37 Music is a huge part of my life
- 77*38 My style of clothes reflects my taste in music

@MEDIA (Teenmark Only)

-
- 1 TV
 - 2 Radio
 - 3 Internet
 - 4 Magazines
- 77*39 A good source of learning
- 77*40 Pure entertainment
- 77*41 Makes me think
- 77*42 Keeps me informed/up to date
- 77*43 A good escape
- 77*44 Relaxes me
- 77*45 Puts me in a good mood
- 77*46 Gives me good ideas
- 77*47 Keeps me up-to-date with the latest styles and trends

Media trusted the most:

- 77*48-1 TV
- 2 Radio
- 3 Internet
- 4 Magazines

@FINANCE (Teenmark Only)

-
- 1 Disagree completely
 - 2 Disagree somewhat
 - 3 Agree somewhat
 - 4 Agree completely
- 77*49 I try hard to save money - I'm careful about how I spend it
- 77*50 I usually spend most of my money - I buy what I want, when I want
- 77*51 I don't need to save now - I have the rest of my life to do that
- 77*52 I should be able to buy anything I want
- 77*53 Not being able to buy everything I want makes me appreciate the things I am able to buy
- 77*54 I get money from my parents on a regular basis to spend as I choose
- 77*55 My parents buy most everything I ask for
- 77*56 Credit cards are the greatest thing - they allow you to buy things you couldn't afford otherwise
- 77*57 Credit cards are dangerous - they allow you to spend more money than you actually have
- 77*58 I usually decide what to spend my money on

@ADS (Teenmark Only)

-
- 1 Disagree completely
 - 2 Disagree somewhat
 - 3 Agree somewhat
 - 4 Agree completely
- 77*59 I usually pay attention to TV commercials
- 77*60 I usually pay attention to ads in magazines
- 77*61 I usually pay attention to ads on the radio
- 77*62 I usually pay attention to ads on the web

@YOURSELF (Teenmark Only)

-1	Disagree completely
-2	Disagree somewhat
-3	Agree somewhat
-4	Agree completely
77*63	I usually speak my mind
77*64	I often hold my feelings in and don't say much
77*65	I like to make my own decisions
77*66	I like to get other people's opinions before making decisions
77*67	I do things that often surprise or shock people
77*68	I don't like to disappoint people
77*69	I like to live day by day and not think about tomorrow
77*70	I often plan ahead
77*71	I worry about my future
77*72	I think I'm a pretty normal teen
77*73	I think I have a good head on my shoulders
77*74	I hate stereotypes - everyone is their own person
77*75	My family is such an important part of my life
77*76	My friends are such an important part of my life
77*77	I like spending time on my own
77*78	I'm constantly on the go/always busy doing things
77*79	I like to spend a good amount of my time at home
77*80	I enjoy school for the educational aspect
78*01	I enjoy school for the social aspect
78*02	A job is about more than just earning money

@FASHION (Teenmark Only)

-1	Disagree completely
-2	Disagree somewhat
-3	Agree somewhat
-4	Agree completely
78*03	I like to know what's in style
78*04	I like to create my own style
78*05	I rely on magazines to keep me up to date on fashion
78*06	I often buy the latest fashions as soon as they come out
78*07	I usually wait to buy the latest fashions until I see a lot of people at school wearing them
78*08	I like to make sure fashions don't go out of style too quickly before I buy them
78*09	Being "in style" is very important to me
78*10	I consider my fashion style to be trendy
78*11	You can tell a lot about a person based on the clothes they wear
78*12	I love to shop for clothes and accessories
78*13	I buy new clothes at the beginning of each season

@BEAUTY: HAIR (Teenmark Only)

-1	Disagree completely
-2	Disagree somewhat
-3	Agree somewhat
-4	Agree completely
78*14	I often try different ways to style my hair
78*15	I like to try different hair cuts every now and then
78*16	I like to try different hair coloring or highlights
78*17	I usually keep the same hair style for a while
78*18	I rely on magazines to give me ideas for my hair and learn about new products
78*19	I often use the same hair care products
78*20	I often use whatever hair care products are on sale
78*21	I like to try new/different brands and products
78*22	I often see hair products advertised on TV that I want to try
78*23	I often see hair products advertised in magazines that I want to try
78*24	I like to keep my hair natural - I rarely use styling products or hairspray
78*25	A hair style is a good indicator of one's style

@BEAUTY: MAKEUP (Teenmark Only)

-1	Disagree completely
-2	Disagree somewhat
-3	Agree somewhat
-4	Agree completely
78*26	I often try different ways to apply my makeup
78*27	I like to try different makeup colors
78*28	I usually use the same makeup routine
78*29	When I can, I buy new makeup products to try
78*30	I rely on magazines to give me makeup ideas and learn about new products
78*31	I like to keep my face looking fairly natural - I don't use too much makeup
78*32	I don't use any makeup at all
78*33	I often see makeup products advertised on TV that I want to try
78*34	I often see makeup products advertised in magazines that I want to try
78*35	The way someone does their makeup says a lot about their style

@MEMBERSHIPS/CLUBS (Teenmark Only)

Clubs or groups you currently belong to:

- 78*36-1 School sports team
- 2 School club (non-sports)
- 3 Environmental organization
- 4 Local civic organization
- 5 Religious group
- 6 Cultural/ethnic group
- 7 Health club/gym/exercise group
- 8 Hobby club (not in school)
- 9 Theatre/dance group
- 0 Volunteer group
- X Military group
- Y Other

@VOLUNTEERISM (Teenmark Only)

78*37-1 Did volunteer work in the last 12 months

Groups volunteered for in the past 12 months:

- 78*38-1 Religious groups
- 2 Political organizations
- 3 Environmental organizations
- 4 Animal rights organization
- 5 Homeless organizations
- 6 Youth organizations
- 7 Third world countries' relief organizations
- 8 Natural disaster relief organizations
- 9 Medical organizations
- 0 Cause-related organizations
- X Other

@FUTURE GOALS (Teenmark Only)

- 78*39-1 Go to college
- 2 Have your own business
- 3 Make a lot of money
- 4 Buy a house
- 5 Be famous
- 6 Go into the corporate world
- 7 Go into the arts
- 8 Have good relationships with friends
- 9 Have good relationships with family
- 0 To volunteer and give back to the community
- 78*40-1 Travel
- 2 Get married
- 3 Have children
- 4 Have a successful career
- 5 To enjoy life
- 6 Retire early
- 7 Other

@STRESSES (Teenmark Only)

- 78*41-1 Feel "stressed out" all the time
- 2 Sometimes feel "stressed out"
- 3 Feel "stressed out" once in a while
- 4 Rarely feel "stressed out"
- 5 Never feel "stressed out"

Situations in your life that generally cause stress:

- 78*42-1 A lot of school work
- 2 Your parents' relationship
- 3 Relationships with your friends
- 4 Relationships with your parents
- 5 Relationships with your siblings/other family
- 6 Relationships with your boyfriend/girlfriend
- 7 Not enough sleep
- 8 Not enough time in the day
- 9 Not enough money
- 0 Juggling too many responsibilities

- 78*43-1 Your weight/body image
- 2 Your overall appearance
- 3 Issues with your own health
- 4 Other people's health issues
- 5 Other

@BRAND LOYALTY (Teenmark Only)

Same brand purchased last three times:

- 78*44-1 Tampons
- 2 Sanitary napkins/pads
- 3 Pantliners
- 4 Contact lens solution
- 5 Anti-perspirant/deodorant
- 6 Toothpaste
- 7 Body soap (liquid or bar)
- 8 Body moisturizer
- 9 Shampoo
- 0 Conditioner
- X Hair styling products
- 78*45-1 Facial moisturizer
- 2 Facial cleanser
- 3 Foundation/pressed powder/loose powder
- 4 Eye shadow
- 5 Eye liner
- 6 Mascara
- 7 Lipstick/lipgloss
- 8 Blush
- 9 Nail polish
- 0 Perfume/fragrance
- X Disposable razors
- 78*46-1 Potato chips
- 2 Pretzels
- 3 Corn/tortilla chips/cheese snacks
- 4 Cookies
- 5 Mints
- 6 Soda (cola or non-cola)
- 7 Bottled water
- 8 Other
- 9 Chewing gum
- 0 Jeans
- X Sneakers/athletic shoes

SNACK MIXES

@POTATO CHIPS (Teenmark Only)

Bought/Last 6 Months

-1 Used in last 6 months

62*62-Y Yes

78*67 Any

- 62*63-1 Heavy
- 2 Medium
- 3 Light

Package Size:

- 78*68 2-5 Oz.
- 78*69 6-8 Oz.
- 78*70 10-12 Oz.
- 78*71 More than 12 Oz.
- 78*72 Multi/Variety Pack

Boxes/Last 30 Days

- 62*62-1 None L
- 2 1 L
- 3 2 M
- 4 3 H
- 5 4 H
- 6 5 H
- 7 6 H
- 8 7 H
- 9 8 H
- 0 9 or More H

Types:

- 78*73 Flavored
- 78*74 Regular (Not Flavored)

Kinds:

- 78*75 No Salt
- 78*76 Salted

62*62-X Sole Brand

Brands:

Sole/
Primary

Sec-
ondary

- 78*77 Cape Cod
- 78*78 Golden Flake
- 78*79 Herr's
- 78*80 Jay's
- 79*01 Laura Scudder

- Brands:
- 62*63-4 62*64-4 Cheerios Snack Mix
 - 5 -5 Cheez-it Party Mix
 - 6 -6 Chex Mix
 - 7 -7 Doo Dads
 - 8 -8 Eagle Snack Party Mix
 - 9 -9 Gardetto's
 - 0 -0 Pepperidge Farm Goldfish Snack Mix
 - X -X Planters Trail Mix
 - Y -Y Ritz Snack Mix
 - 62*65-1 62*66-1 Rold Gold Snack Mix
 - 4 -4 Other

- 79*02 Lays
- 79*03 Lays Bistro Gourmet
- 79*04 Baked Lays
- 79*05 Pringles Fat Free
- 79*06 Pringles Light
- 79*07 Pringles Regular
- 79*08 Ruffles Light
- 79*09 Ruffles Regular
- 79*10 Snyder's
- 79*11 Tom's
- 79*12 Utz
- 79*13 Wise
- 79*14 Generic (No Label)
- 79*15 Store's Own Brand
- 79*16 Other

@SNACK CAKES (Teenmark Only)

Used in Last 6 Months

79*17-Y Yes

79*18-1 Heavy
-2 Medium
-3 Light

Cakes/Last 30 Days

79*17-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 - 6 M
-7 7 - 8 M
-8 9 - 12 H
-9 13 - 20 H
-0 21 or More H

79*17-X Sole Brand
79*19-1 Sole Type

Sole/
Primary

Sec-
ondary

79*18-4 79*19-4 Types:
-5 -5 Lowfat
-6 -6 Fat Free
Regular (Not Lowfat/Fat Free)

79*18-7 79*19-7 Brands:
-8 -8 Dolly Madison
-9 -9 Drake's
-0 -0 Entenmann's
-X -X Hostess Cup Cakes
-Y -Y Hostess Twinkies
Other Hostess
79*20-1 79*21-1 Little Debbie
-2 -2 Snackwell's
-3 -3 Tastykake
-6 -6 Other

@CORN & TORTILLA CHIPS & CHEESE SNACKS (Teenmark Only)

-1 Used in last 6 months

79*22 Any
79*23 2-5 oz.
79*24 6-8 oz.
79*25 10-12 oz.
79*26 More than 12 oz.

79*27 Multi/Variety Pack

Brands:

79*28 % Bugles
79*29 % Bugles (Baked)
79*30 & Cheese Doodles
79*31 & Cheetos
79*32 & Cheetos Paws

79*33 & Other
79*34 % Chi-Chi's
79*35 & Combos
79*36 % Corn Nuts
79*37 + Doritos Baked

79*38 + Doritos Nacho Cheesier
79*39 + Doritos Cooler Ranch
79*40 % Doritos 3D's
79*41 Other Doritos
79*42 % Fritos Regular

79*43 % Fritos Barbeque
79*44 & Fritos Chili Cheese
79*45 Frito Lay Sun Chips
79*46 + Fritos Scoops
79*47 Other Fritos

79*48 + Guiltless Gourmet Tortilla Chips
79*49 & Nabisco Cheese Puffs
79*50 & Pepperidge Farm Flavor Blasted Goldfish
79*51 & Other
79*52 & Other Pepperidge Farm Goldfish

79*53 & Planters Puffed Cheese Snacks
79*54 % Planters Corn Chips
79*55 % Pringles Corn Chips
79*56 % Pringles Right Crisps
79*57 + Santitas

79*58 % Torengos
79*59 + Tostitos (Baked)
79*60 + Tostitos Crispy Rounds
79*61 + Other
79*62 + Tostitos Restaurant Style

79*63 % Tostitos Scoops
79*64 + Tostitos Snack Kits
79*65 Other Tostitos
79*66 Store's Own Brand
79*67 Other

Types:

79*68 & Cheese
79*69 % Corn
79*70 + Tortilla

@PRETZELS (Teenmark Only)

 -1 Used in last 6 months
 79*71 Any
 Types:
 79*72 Flavored
 79*73 Oat Bran
 79*74 Sourdough
 Brands:
 79*75 Bachman
 79*76 Combos (pretzel varieties)
 79*77 Keebler
 79*78 Mr. Salty
 79*79 Nabisco
 79*80 Quinlan
 80*01 Rold Gold
 80*02 Snyder's
 80*03 Generic (No Label)
 80*04 Store's Own Brand
 80*05 Other

@COOKIES (READY TO EAT) (Teenmark Only)

 -1 Used in last 6 months
 80*06 Any
 Types:
 80*07 Butter
 80*08 Chocolate Chip
 80*09 Chocolate Covered
 80*10 Figbars
 80*11 Fudge
 80*12 Oatmeal
 80*13 Peanut Butter
 80*14 Sandwich
 80*15 Shortbread
 80*16 Other Type
 Kinds:
 80*17 Regular Kind
 80*18 Low Fat
 80*19 Fat Free
 80*20 Sugar Free
 Brands:
 80*21 Archway
 80*22 Entenmann's
 80*23 Famous Amos
 80*24 Keebler Chips Deluxe
 80*25 Keebler E.L. Fudge Sandwich
 80*26 Keebler Fudge Shoppe
 80*27 Keebler Pecan Sandies
 80*28 Other Keebler Sandies
 80*29 Keebler Rainbow Chips Deluxe
 80*30 Keebler Rumbly Grahams
 80*31 Keebler Soft Batch
 80*32 Other Keebler
 80*33 Little Debbie
 80*34 Mother's
 80*35 Nabisco Chips Ahoy!
 80*36 Nabisco Chunky Chips Ahoy
 80*37 Nabisco Newtons
 80*38 Nabisco Fat-Free Newtons
 80*39 Nabisco Nilla Wafers
 80*40 Nabisco Nutter Butter
 80*41 Nabisco Oreo
 80*42 Nabisco Snackwell's
 80*43 Nabisco Teddy Grahams
 80*44 Other Nabisco
 80*47 Sesame Street Cookies
 80*48 Stella D'Oro
 80*49 Sunshine Vienna Fingers
 80*50 Other Sunshine
 80*51 Generic (No Label)
 80*52 Store's Own Brand
 80*53 Other
 80*54 Pepperidge Farm

@MEAT SNACKS (Teenmark Only)

@POPPING CORN & POPCORN SNACKS (Teenmark Only)

Used in Last 6 Months

-1 Used in last 6 months

80*55-Y Yes
 80*56-1 Heavy
 -2 Medium
 -3 Light
 Snacks/Last 30 Days
 80*55-1 None L
 -2 1 L
 -3 2 M
 -4 3 M
 -5 4 M
 -6 5 M
 -7 6 - 9 H
 -8 10 - 14 H
 -9 15 or More H

80*60 Any
 Types:
 80*61 Popped Corn
 80*62 Popcorn Snacks
 80*63 Unpopped Corn
 Brands:
 80*64 + Act II Microwave
 80*65 Cracker Jack Caramel Corn Snack
 80*66 Crunch 'N Munch
 80*67 Fiddle Faddle
 80*68 + Healthy Choice
 80*69 + Jiffy Pop Microwave
 80*70 Jiffy Pop Pan
 80*71 + Jolly Time Microwave
 80*72 Other Jolly Time
 80*73 Newman's Own
 80*74 Orville Redenbacher's Kettle Corn
 80*75 + Orville Redenbacher's Light
 80*76 + Orville Redenbacher's Butter (Microwave)
 80*77 Other Orville Redenbacher's
 80*78 + Pop Secret Jumbo Pop
 80*79 + Pop Secret Kettle Corn
 80*80 + Pop Secret Microwave
 81*01 + Pop Secret Light Microwave
 81*02 Generic (No Label)
 81*03 Store's Own Brand
 81*04 Other
 Kind:
 81*05 + Microwave

80*55-X Sole Brand
 80*57-1 Sole Type
 -2 Sole Kind

Sole/ Sec-
 Primary onday

Types:
 80*56-4 80*57-4 Jerky
 -5 -5 Meat Sticks
 Kinds:
 80*56-6 80*57-6 Beef
 -7 -7 Pepperoni
 -8 -8 Salami
 Brands:
 80*56-9 80*57-9 Big Jerks
 -0 -0 Big Slims
 -X -X Hormel
 -Y -Y Jack Link's
 80*58-1 80*59-1 Other
 -2 -2 Other
 -3 -3 Slim Jim
 -6 -6 Other

@ICE CREAM, ICE MILK & SHERBET (Teenmark Only)

@ICE CREAM BARS, SANDWICHES & BON BONS (Teenmark Only)

Used in Last 6 Months

Used in Last 6 Months

81*06-Y Yes

81*07-1 Heavy
-2 Medium
-3 Light

81*13-Y Yes

81*14-1 Heavy
-2 Medium
-3 Light

Servings/Last 7 Days

Servings/Last 30 Days

81*06-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H

-9 8 H
-0 9 or More H

81*13-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 - 9 H

-8 10 - 14 H
-9 15 or More H

81*06-X Sole Brand
81*08-1 Sole Type

81*13-X Sole Brand

Sole/
Primary Sec-
----- onday

Sole/
Primary Sec-
----- onday

Types:
81*07-4 81*08-4 Diet/Low Fat Ice Cream
-5 -5 Fat Free
-6 -6 Light Ice Cream
-7 -7 Regular Ice Cream
-8 -8 Sugar Free Ice Cream
-9 -9 Ice Milk
-0 -0 Sherbet
-X -X Fruit Sorbet

Brands:
81*14-4 81*15-4 Blue Bunny
-5 -5 Borden
-6 -6 Breyers
-7 -7 Butterfinger Ice Cream Bar
-8 -8 Creamsicles
-9 -9 Dean's
-0 -0 Dove Bar
-X -X Eskimo Pies
-Y -Y Good Humor Bar
81*16-1 81*17-1 Haagen Dazs Bar
-2 -2 Klondike Bars
-3 -3 Klondike Slim-A-Bear
-4 -4 M & M's
-5 -5 Milky Way Ice Cream Bar
-6 -6 Nestle' Bon Bons
-7 -7 Nestle' Crunch Ice Cream Bar
-8 -8 Nestle' Drumstick Sundae Cones
-9 -9 Snicker's Ice Cream Bar
-0 -0 Starbucks Bars
-X -X Weight Watchers Bars
-Y -Y Weight Watchers Sandwiches
81*18-1 81*19-1 Store's Own Brand
-4 -4 Other

Brands:
81*07-Y 81*08-Y Ben & Jerry's
81*09-1 81*10-1 Blue Bell
-2 -2 Blue Bunny
-3 -3 Borden
-4 -4 Breyers
-5 -5 Dean's
-6 -6 Dreyer's Dreamery
-7 -7 Dreyer's Grand
-8 -8 Edy's Dreamery
-9 -9 Edy's Grand
-0 -0 Other Edy's
-X -X Friendly's
-Y -Y Godiva
81*11-1 81*12-1 Haagen Dazs
-2 -2 Healthy Choice
-3 -3 Kemps
-4 -4 Meadow Gold
-5 -5 Sealtest
-6 -6 Starbucks
-7 -7 Turkey Hill
-8 -8 Store's Own Brand
-X -X Other

@FROZEN YOGURT (Teenmark Only)

@LUNCH COMBINATIONS/KITS (Teenmark Only)

Used in Last 6 Months

Used in Last 6 Months

81*20-Y Yes

81*25-Y Yes

81*21-1 Heavy
-2 Medium
-3 Light

81*26-1 Heavy
-2 Medium
-3 Light

Servings/Last 7 Days

Packages/Last 30 Days

81*20-1 None L
-2 1 L
-3 2 M
-4 3 H
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

81*25-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H

81*20-X Sole Brand
81*22-1 Sole Type

81*25-X Sole Brand
81*27-1 Sole Type

Sole/
Primary

Sec-
ondary

Sole/
Primary

Sec-
ondary

81*21-4 81*22-4 Types:
-5 -5 Low Fat
-6 -6 Non Fat/Fat Free
Regular (Not Low Fat/Non Fat/
Fat Free)

81*21-7 81*22-7 Brands:
-8 -8 Ben & Jerry's
-9 -9 Breyers
-0 -0 Dannon
-X -X Dannon Light
-Y -Y Dreyers
Edy's

81*23-1 81*24-1
-2 -2 Haagen Dazs
-3 -3 TCBY
-6 -6 Store's Own Brand
Other

81*26-4 81*27-4 Types:
-5 -5 With a Drink/Chips Included
Without a Drink/Chips

81*26-6 81*27-6 Brands:
-7 -7 Charlie's Lunch Kit (Starkist)
-8 -8 Eckrich Lunch Makers
-9 -9 Funny Meals
-0 -0 Lunchables (Oscar Mayer)
-X -X Lunchables Fun Fuel
-Y -Y Lunchables Mega Pack
Lunchables Pizza (Oscar Mayer)

81*28-1 81*29-1
-4 -4 Store's Own Brand
Other

@FROZEN PIZZA (Teenmark Only)

-1 Used in last 6 months

81*30 Any

Brands:

81*31 California Pizza Kitchen
 81*32 Celeste Pizza For One
 81*33 Other Celeste
 81*34 DiGiorno Rising Crust Pizza
 81*35 DiGiorno Stuffed Crust Pizza

81*36 Freschetta
 81*37 Freschetta Sauce Stuffed Crust
 81*38 Healthy Choice
 81*39 Jack's Naturally Rising
 81*40 Jack's Original

81*41 Other
 81*42 McCain Ellio's
 81*43 Mr. P's Pizza
 81*44 Pepperidge Farm
 81*45 Red Baron Deep Dish Singles

81*46 Red Baron Original
 81*47 Stouffer's French Bread Pizza
 81*48 Tombstone Double Top
 81*49 Tombstone Mini Deep Dish
 81*50 Tombstone Original

81*51 Tony's
 81*52 Tony's Deep Dish
 81*53 Totino's Microwave
 81*54 Totino's Party Pizza
 81*55 Store's Own Brand

81*56 Other

@PREPARED OR PACKAGED SPAGHETTI & MACARONI
(Teenmark Only)

-1 Used in last 6 months

81*57 Any

Types:

81*58 Cans/Jars
 81*59 Bowls
 81*60 Boxed

Kinds:

81*61 Microwaveable
 81*62 Regular (Not Microwaveable)

Brands:

81*63 Annie's Macaroni & Cheese
 81*64 Bowl Appetit
 81*65 Chef Boyardee
 81*66 Franco American
 81*67 Kraft Easy Mac

81*68 Kraft Macaroni & Cheese
 81*69 Land O' Lakes Macaroni & Cheese
 81*70 Lipton Noodles & Sauce
 81*71 Lipton Pasta & Sauce
 81*72 Progresso

81*73 Ragu Express!
 81*74 Other
 81*75 Other Ragu
 81*76 Velveeta Shells & Cheese
 81*77 Other

@BREAKFAST/GRANOLA/FRUIT BARS & SNACKS (Teenmark Only)

Used in Last 6 Months

81*78-Y Yes
81*79-1 Heavy
-2 Medium
-3 Light

Bars/Last 30 Days

81*78-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 M
-6 5 M
-7 6 M
-8 7 H
-9 8 H
-0 9 or More H
81*78-X Sole Brand
81*80-1 Sole Type

@FROZEN BREAKFASTS (Teenmark Only)

Used in Last 6 Months

82*05-Y Yes
82*06-1 Heavy
-2 Medium
-3 Light

Individual Portions/Last 30 Days

82*05-1 None L
-2 1 L
-3 2 M
-4 3 M
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H
82*05-X Sole Brand

Sole/
Primary

Sec-
ondary

Types:
81*79-4 81*80-4 Cereal Bars
-5 -5 Fruit Snacks
-6 -6 Granola Bars
-7 -7 Marshmallow Treats
Brands:
81*79-8 81*80-8 Betty Crocker Fruit By The Foot
-9 -9 Betty Crocker Fruit Roll-Ups
-0 -0 Betty Crocker Gushers
-X -X Brach's Fruit Snacks
-Y -Y Entenmann's Multi-Grain Cereal
Bar
82*01-1 82*02-1 Farley's Fruit Snack Dinosaurs
-2 -2 Fruit Corners Fruit Roll Ups
-3 -3 General Mills Milk 'n Cereal
Bars
-4 -4 Kellogg's Nutri-Grain Bar
-5 -5 Kellogg's Rice Krispies Treats
Squares
-6 -6 Kellogg's Special K Bar
-7 -7 Little Debbie
-8 -8 Mars Kudos
-9 -9 Nabisco Fun Fruits
-0 -0 Nabisco Granola Bar
-X -X Nature Valley Granola Bars
-Y -Y Other
82*03-1 82*04-1 Quaker Fruit & Oatmeal Cereal
Bars
-2 -2 Quaker Oats Chewy Granola Bars
-3 -3 Sunbelt Fruit & Grain Bars
-4 -4 Sunbelt Granola Bars
-5 -5 Sunkist Fruit First
-8 -8 Other

Sole/
Primary

Sec-
ondary

Brands:
82*06-4 82*07-4 Aunt Jemima Frozen Breakfasts
-5 -5 Jimmy Dean Biscuits
-6 -6 Swanson Great Starts Breakfast
Entrees
-7 -7 Swanson Great Starts Breakfast
Sandwiches
-8 -8 Uncle Ben's Breakfast Bowls
-X -X Other

@FROZEN WAFFLES (Teenmark Only)

Used in Last 6 Months

82*08-Y Yes

82*09-1 Heavy
-2 Medium
-3 Light-----
Individual Portions/Last 30 Days82*08-1 None L
-2 1 L
-3 2 M
-4 3 H
-5 4 H
-6 5 H
-7 6 H
-8 7 H
-9 8 H
-0 9 or More H82*08-X Sole Brand
82*10-1 Sole TypeSole/
Primary

Sec-
ondary

Types:

82*09-4 82*10-4 Buttermilk
-5 -5 Fruit Flavored
-6 -6 Oat Bran
-7 -7 Whole Wheat
-8 -8 Regular Type

Brands:

82*09-9 82*10-9 Aunt Jemima
-0 -0 Downyflake from Hungry Jack
Waffles
-X -X Eggo Apple Cinnamon
-Y -Y Eggo Banana Bread
82*11-1 82*12-1 Eggo Blueberry
-2 -2 Eggo Cinnamon Toast Waffles
-3 -3 Eggo Homestyle Waffles
-4 -4 Eggo Mini Frozen Waffles
-5 -5 Eggo Nutri-Grain Waffles
-6 -6 Eggo Special K Waffles
-7 -7 Eggo Strawberry
-8 -8 Eggo Waf-fulls
-9 -9 Pillsbury Waffles Stix
-0 -0 Store's Own Brand
82*13-1 82*14-1 Other

@BREAKFAST CEREALS (COLD) (Teenmark Only)

Used in Last 6 Months

82*15-Y Yes

82*16-1 Heavy
-2 Medium
-3 Light

Individual Portions/Last 7 Days

82*15-1 None L
-2 1 L
-3 2 L
-4 3 L
-5 4 M
-6 5 M
-7 6 M
-8 7 M
-9 8 M
-0 9 or More H

82*15-X Sole Brand
82*17-1 Sole Type

Sole/ Primary -----	Sec- ondary -----	Brands:	Sole/ Primary -----	Sec- ondary -----
82*16-4	82*17-4	* Basic 4	82*24-1	82*25-1 & Kellogg's Low Fat Granola
-5	-5	+ Cap'n Crunch (Regular)	-2	-2 + Kellogg's Marshmallow Blasted Fruit Loops
-6	-6	+ Cap'n Crunch Crunchberries	-3	-3 * Kellogg's Product 19
-7	-7	+ Cap'n Crunch Peanut Butter Crunch	-4	-4 * Kellogg's Raisin Bran
-8	-8	& Other	-5	-5 + Kellogg's Raisin Bran Crunch
-9	-9	* Cheerios	-6	-6 * Kellogg's Rice Krispies
-0	-0	+ Apple Cinnamon Cheerios	-7	-7 + Kellogg's Rice Krispies Treats Cereal
-X	-X	+ Berry Burst Cheerios	-8	-8 + Kellogg's Smacks
-Y	-Y	+ Frosted Cheerios	-9	-9 + Kellogg's Smart Start
82*18-1	82*19-1	* Honey Nut Cheerios	-0	-0 * Kellogg's Special K
-2	-2	* Multigrain Cheerios	-X	-X + Kellogg's Special K Red Berries
-3	-3	* Corn Chex	-Y	-Y + Kellogg's Special K Vanilla Almond
-4	-4	+ Frosted Mini Chex	82*26-1	82*27-1 Other Kellogg's
-5	-5	+ Honey Nut Chex	-2	-2 * Kix
-6	-6	* Multi Bran Chex	-3	-3 * Life
-7	-7	* Rice Chex	-4	-4 & Cinnamon Life
-8	-8	* Wheat Chex	-5	-5 + Lucky Charms
-9	-9	+ Cinnamon Grahams	-6	-6 Malt-O-Meal
-0	-0	+ Cinnamon Toast Crunch	-7	-7 * Oatmeal Crisp with Almonds
-X	-X	+ Cocoa Puffs	-8	-8 * Oatmeal Crisp with Raisins
-Y	-Y	+ Cookie Crisp	-9	-9 * Post Alpha Bits
82*20-1	82*21-1	+ Count Chocula	-0	-0 + Post Banana Nut Crunch
-2	-2	+ Fiber One	-X	-X * Post Blueberry Morning
-3	-3	* General Mills Reese's Peanut Butter Puffs	-Y	-Y & Post Cinna-Cluster Raisin Bran
-4	-4	* Golden Grahams	82*28-1	82*29-1 + Post Cranberry Almond Crunch
-5	-5	+ Harmony	-2	-2 + Post Frosted Shredded Wheat
-6	-6	* Honey Nut Clusters	-3	-3 * Post Fruit & Fibre
-7	-7	& Kashi	-4	-4 * Post Grape-Nuts
-8	-8	* Kellogg's All Bran	-5	-5 * Post Grape-Nuts Flakes
-9	-9	+ Kellogg's All Bran Extra Fiber	-6	-6 & Post Grape-Nuts O's
-0	-0	+ Kellogg's Apple Jacks	-7	-7 + Post Great Grains
-X	-X	+ Kellogg's Cinnamon Crunch Crispix	-8	-8 + Post Honey Bunches of Oat
-Y	-Y	+ Kellogg's Cocoa Krispies	-9	-9 & Post Honey Bunches of Oat w/ Strawberries
82*22-1	82*23-1	* Kellogg's Complete Bran Flakes	-0	-0 + Post Honeycomb
-2	-2	* Kellogg's Corn Flakes	-X	-X + Post Honey Nut Shredded Wheat
-3	-3	+ Kellogg's Corn Pops	-Y	-Y + Post Marshmallow Alpha-Bits
-4	-4	+ Kellogg's Cracklin Oat Bran	82*30-1	82*31-1 * Post 100% Bran
-5	-5	* Kellogg's Crispix	-2	-2 + Post Oreo O's
-6	-6	+ Kellogg's Disney Mickey's Magix	-3	-3 + Post Pebbles (Cocoa)
-7	-7	+ Kellogg's Froot Loops	-4	-4 + Post Pebbles (Fruity)
-8	-8	+ Kellogg's Frosted Flakes	-5	-5 * Post Premium Raisin Bran
-9	-9	+ Kellogg's Frosted Mini-Wheats	-6	-6 * Post Regular Size Shredded Wheat
-0	-0	+ Kellogg's Fruit Harvest	-7	-7 * Post Spoon Size Shredded Wheat
-X	-X	+ Kellogg's Honey Crunch Corn Flakes	-8	-8 * Post Shredded Wheat & Bran
-Y	-Y	* Kellogg's Just Right	-9	-9 + Quaker Bagged Cereals

Items marked with "@" are for the Teenmark database only, not to be used with the TwelvePlus database

@BREAKFAST CEREALS (COLD) (CONTINUED) (Teenmark
Only)

Sole/ Primary -----	Sec- ondary -----	
82*30-0	82*31-0	+ Quaker Oatmeal Honey Nut Heaven
-X	-X	* Quaker Puffed Rice
-Y	-Y	* Quaker Puffed Wheat
82*32-1	82*33-1	& Quaker Squares
-2	-2	+ Raisin Nut Bran
-3	-3	* Total
-4	-4	* Total Corn Flakes
-5	-5	& Total Raisin Bran
-6	-6	+ Trix
-7	-7	* Wheaties
-8	-8	Wheaties Energy Crunch
-9	-9	Generic (No Label)
-0	-0	Store's Own Brand
82*34-1	82*35-1	Other
		Types:
82*34-2	82*35-2	& Natural
-3	-3	+ Pre-sweetened
-4	-4	* Regular (Not Natural/Pre-sweetened)

@TOASTER PRODUCTS (Teenmark Only)

-1 Used in last 6 months

82*36 Any

Brands:

82*37	Kellogg's Pop Tarts
82*38	Pillsbury Toaster Scrambles
82*39	Pillsbury Toaster Strudel
82*40	Pop Tarts Pastry Swirls
82*41	Quaker Toastables
82*42	Toastems Pop-ups
82*43	Store's Own Brand
82*44	Other

MIDPOINTS

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		18.7
AFTERSHAVE LOTION & COLOGNE FOR MALES	MALES	15.6
BATH/SHOWER ADDITIVES (FEMALES)	FEMALES	16.3
BATTERIES		58.0
BLANK AUDIO TAPES		68.4
BLANK RECORDABLE CD'S/DVD'S		137.3
BLANK VIDEO TAPES		25.3
BLEACH AND DEPILATORIES	FEMALES	19.1
BLUSHER (FEMALES)	FEMALES	16.0
BODY POWDER		16.7
BODY WASH/SHOWER GEL	FEMALES	62.1
BODY WASH/SHOWER GEL	MALES	69.7
BOOKS		44.8
BOTTLED WATER & SELTZER		20.7
BREAKFAST CEREALS (COLD)		17.4
BREAKFAST/GRANOLA/FRUIT BARS & SNACKS		19.6
BREATH FRESHENERS		17.9
CHEWING GUM		17.9
COLD, SINUS AND ALLERGY REMEDIES (NONPRESCR.)		19.9
COMPLEXION CARE PRODUCTS	FEMALES	35.3
COMPLEXION CARE PRODUCTS	MALES	35.1
CONTACT LENS CLEANING/WETTING SOLUTIONS		65.6
COUGH/SORE THROAT DROPS (Nonprescription)		19.5
DENTAL FLOSS		29.3
DEO-COLOGNES/BODY SPRAYS (FEMALES)	FEMALES	16.1
DEODORANTS AND ANTIPERSPIRANTS	FEMALES	24.0
DEODORANTS AND ANTIPERSPIRANTS	MALES	23.8
DIET COLA DRINKS		19.8
DISPOSABLE RAZORS	FEMALES	17.1
DISPOSABLE RAZORS	MALES	16.8
ELECTRIC SHAVERS	FEMALES	11.2
ELECTRIC SHAVERS	MALES	15.5
ENERGY DRINKS		27.9
EYE LINER (FEMALES)	FEMALES	14.3
EYE SHADOW (FEMALES)	FEMALES	15.2
EYE WASH AND DROPS		21.0
FACIAL MOISTURIZERS (FEMALES)	FEMALES	26.9
FAMILY RESTAURANTS & STEAK HOUSES		19.6
FAST FOOD & DRIVE-IN RESTAURANTS		21.2
FEMININE HYGIENE DEODORANT/CLEANSING PRODUCTS	FEMALES	13.9
FEMININE HYGIENE DOUCHES (FEMALES)	FEMALES	17.4
FILM		18.1
FOUNDATION MAKE-UP (FEMALES)	FEMALES	15.0
FRESH MILK		36.7
FROZEN BREAKFASTS		16.8
FROZEN WAFFLES		16.2
FROZEN YOGURT		15.2
FRUIT JUICES & DRINKS		18.7
HAIR COLORING PRODUCTS (FOR USE AT HOME)	FEMALES	15.0
HAIR COLORING PRODUCTS (FOR USE AT HOME)	MALES	20.3
HAIR CONDITIONERS (FOR USE AT HOME)	FEMALES	16.2
HAIR CONDITIONERS (FOR USE AT HOME)	MALES	15.9
HAIR CONDITIONING TREATMENT (FOR USE AT HOME)	FEMALES	22.0
HAIR CONDITIONING TREATMENT (FOR USE AT HOME)	MALES	21.1
HAIR MOUSSE	FEMALES	14.0
HAIR MOUSSE	MALES	13.3
HAIR SPRAYS (FOR USE AT HOME)	FEMALES	15.2
HAIR SPRAYS (FOR USE AT HOME)	MALES	15.5
HAIR STYLING GELS & LOTIONS	FEMALES	15.9

MIDPOINTS

12/19/05

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
HAIR STYLING GELS & LOTIONS	MALES	17.0
HAND & BODY CREAM, LOTION OR OIL	FEMALES	17.2
HAND & BODY CREAM, LOTION OR OIL	MALES	17.1
HARD ROLL CANDY		17.1
HEADACHE REMEDIES AND PAIN RELIEVERS (NONPRESCR.)		16.2
HOME PERMANENTS AND RELAXERS (FEMALES)	FEMALES	18.4
ICE CREAM BARS, SANDWICHES & BON BONS		21.2
ICE CREAM, ICE MILK & SHERBET		15.1
INDIGESTION AIDS & UPSET STOMACH REMEDIES		17.6
INDIVIDUAL BIG BLOCK/THICK BAR CANDY		9.8
INDIVIDUAL REGULAR SIZE CANDY		19.9
LIP CARE		57.5
LIPSTICK & LIP GLOSS (FEMALES)	FEMALES	18.2
LIQUID SOAPS/HAND SANITIZERS	FEMALES	26.6
LIQUID SOAPS/HAND SANITIZERS	MALES	51.6
LOOSE FACE POWDER (FEMALES)	FEMALES	50.5
LUNCH COMBINATIONS/KITS		14.5
MASCARA (FEMALES)	FEMALES	17.0
MEAT SNACKS		14.9
MINTS		25.8
MOUTHWASH		15.2
NAIL CARE PRODUCTS & POLISH (FEMALES)	FEMALES	16.3
NAIL POLISH REMOVER (FEMALES)	FEMALES	15.9
OTHER DIET SOFT DRINKS, NOT COLAS		17.1
OTHER REGULAR CARBONATED SOFT DRINKS		14.4
PACKAGES OF MINIATURE CANDY		17.9
PAIN RELIEVING RUBS, LIQUIDS & PATCHES (NONPRESCR.)		23.3
PANTILINERS (FEMALES)	FEMALES	18.8
PERFUME AND COLOGNE FOR FEMALES	FEMALES	16.9
PERSONAL CARE SOAPS - BAR	FEMALES	38.7
PERSONAL CARE SOAPS - BAR	MALES	17.7
PRE-MENSTRUAL OR PERIOD PAIN REMEDIES (FEMALES)	FEMALES	71.4
PRE-RECORDED COMPACT DISCS & AUDIO TAPES		71.1
PREPACKAGED LOOSE CANDY		21.1
PRESSED POWDER (FEMALES)	FEMALES	78.7
RAZOR BLADES	FEMALES	19.1
RAZOR BLADES	MALES	15.2
READY TO DRINK ICED TEA		16.5
REGULAR COLA DRINKS, NOT DIET		14.0
SANITARY NAPKINS (FEMALES)	FEMALES	18.6
SHAMPOO (FOR USE AT HOME)	FEMALES	20.1
SHAMPOO (FOR USE AT HOME)	MALES	33.2
SHAVING CREAMS OR GELS	FEMALES	16.9
SHAVING CREAMS OR GELS	MALES	17.2
SNACK CAKES		16.3
SNACK MIXES		15.9
SPORTS DRINKS/THIRST QUENCHERS		27.9
SUNBURN REMEDIES		15.6
SUNTAN & SUNSCREEN PRODUCTS		19.9
TAMPONS (FEMALES)	FEMALES	18.5
TOOTHPASTE		20.3
VITAMIN AND DIETARY SUPPLEMENTS		25.5

PAGE	CATEGORY
3	ADHESIVE BANDAGES
79	@ADS (Teenmark Only)
26	AFTERSHAVE LOTION & COLOGNE FOR MALES
31	ALLERGY, SINUS AND COLD REMEDIES (NONPRESCR.)
6	ANTIPERSPIRANTS AND DEODORANTS
59	ATHLETIC SHOES
79	@ATTITUDES, ADS (Teenmark Only)
80	@ATTITUDES, BEAUTY: HAIR (Teenmark Only)
80	@ATTITUDES, BEAUTY: MAKEUP (Teenmark Only)
81	@ATTITUDES, BRAND LOYALTY (Teenmark Only)
80	@ATTITUDES, FASHION (Teenmark Only)
79	@ATTITUDES, FINANCE (Teenmark Only)
81	@ATTITUDES, FUTURE GOALS (Teenmark Only)
79	@ATTITUDES, MEDIA (Teenmark Only)
81	@ATTITUDES, MEMBERSHIPS/CLUBS (Teenmark Only)
79	@ATTITUDES, MUSIC (Teenmark Only)
81	@ATTITUDES, STRESSES (Teenmark Only)
81	@ATTITUDES, VOLUNTEERISM (Teenmark Only)
80	@ATTITUDES, YOURSELF (Teenmark Only)
62	AUDIO TAPES & COMPACT DISCS, PRE-RECORDED
66	AUDIO TAPES, BLANK
67	@AUTOMOTIVE (Teenmark Only)
3	BANDAGES, ADHESIVE
89	@BARS & SNACKS, BREAKFAST/GRANOLA/FRUIT (Teenmark Only)
16	BATH/SHOWER ADDITIVES (FEMALES)
72	BATTERIES
38	@BEAUTY AIDS & HEALTH EXPENDITURES (Teenmark Only)
80	@BEAUTY: HAIR (Teenmark Only)
80	@BEAUTY: MAKEUP (Teenmark Only)
66	BLANK AUDIO TAPES
66	BLANK RECORDABLE CD'S/DVD'S
67	BLANK VIDEO TAPES
4	BLEACH AND DEPILATORIES
18	BLUSHER (FEMALES)
5	BODY POWDER
24	@BODY SPRAYS/DEO-COLOGNES (FEMALES) (Teenmark Only)
10	BODY WASH/SHOWER GEL
78	BOOKS
46	BOTTLED WATER & SELTZER
81	@BRAND LOYALTY (Teenmark Only)
91	@BREAKFAST CEREALS (COLD) (Teenmark Only)
91	@BREAKFAST CEREALS (COLD) Continued (Teenmark Only)
89	@BREAKFAST/GRANOLA/FRUIT BARS & SNACKS (Teenmark Only)
89	@BREAKFASTS, FROZEN (Teenmark Only)
3	BREATH FRESHENERS
83	@CAKES, SNACK (Teenmark Only)
72	CAMERA & DEVELOPING ACCESSORIES
70	CAMERAS
42	CANDY, HARD ROLL
41	CANDY, INDIVIDUAL BIG BLOCK/THICK BAR
40	CANDY, INDIVIDUAL REGULAR SIZE
41	CANDY, PACKAGES OF MINIATURE
42	CANDY, PREPACKAGED LOOSE
67	@CARS, TRUCKS, MINIVANS & SPORT UTILITY VEHICLES (Teenmark Only)
51	CATALOG, MAIL, PHONE AND INTERNET ORDERS
51	CATALOG/MAIL/PHONE/INTERNET ORDER - SERVICES
66	CD'S/DVD'S, BLANK RECORDABLE
91	@CEREALS, BREAKFAST (COLD) (Teenmark Only)
91	@CEREALS, BREAKFAST (COLD) Continued (Teenmark Only)
83	@CHEESE SNACKS & CORN & TORTILLA CHIPS (Teenmark Only)
38	CHEWING GUM
57	CLOTHING (FEMALES) - BIG TICKET ITEMS
58	CLOTHING (FEMALES) - LOW TICKET ITEMS

PAGE	CATEGORY
56	CLOTHING (MALES) - BIG TICKET ITEMS
56	CLOTHING (MALES) - LOW TICKET ITEMS
59	CLOTHING EXPENDITURES
57	@CLOTHING, PROFESSIONAL TEAM SPORTS (Teenmark Only)
50	CLOTHING, SPECIALTY & DEPARTMENT STORES
58	CLOTHING, SPORTS
45	COLA DRINKS, REGULAR, NOT DIET
31	COLD, SINUS AND ALLERGY REMEDIES (NONPRESCR.)
26	COLOGNE & AFTERSHAVE LOTION FOR MALES
27	COLOGNE & PERFUME FOR FEMALES EXPENDITURES
25	COLOGNE AND PERFUME FOR FEMALES
27	COLOGNE FOR MALES EXPENDITURES
62	COMPACT DISCS & AUDIO TAPES, PRE-RECORDED
7	COMPLEXION CARE PRODUCTS
65	@COMPUTERS, PERSONAL (Teenmark Only)
34	CONTACT LENS CLEANING/WETTING SOLUTIONS
35	CONTACT LENSES, EYEGLASSES & SUNGLASSES
53	CONVENIENCE STORES
84	@COOKIES (READY TO EAT) (Teenmark Only)
83	@CORN & TORTILLA CHIPS & CHEESE SNACKS (Teenmark Only)
60	COSTUME JEWELRY
29	COUGH/SORE THROAT DROPS (Nonprescription)
8	CREAM, LOTION OR OIL, HAND & BODY
74	@DATING (Teenmark Only)
2	DENTAL FLOSS
24	@DEO-COLOGNES/BODY SPRAYS (FEMALES) (Teenmark Only)
6	DEODORANTS AND ANTIPERSPIRANTS
22	DEODORANTS/CLEANSING PRODUCTS, FEMININE HYGIENE
50	DEPARTMENT, CLOTHING & SPECIALTY STORES
4	DEPILATORIES AND BLEACH
44	DIET COLA DRINKS
44	DIET SOFT DRINKS OTHER, NOT COLAS
37	DIETARY SUPPLEMENTS AND VITAMINS
27	DISPOSABLE RAZORS
68	DOMESTIC TRAVEL
22	DOUCHES, FEMININE HYGIENE (FEMALES)
54	DRIVE-IN & FAST FOOD RESTAURANTS
67	DRIVING
52	DRUG STORES
66	DVD'S/CD'S, BLANK RECORDABLE
63	DVD'S/VIDEO TAPES RENTED/PURCHASED, PRE-RECORDED
28	ELECTRIC SHAVERS
63	@ELECTRONIC EQUIPMENT (Teenmark Only)
52	ELECTRONICS STORES
43	ENERGY DRINKS
30	EYE DROPS AND WASH
20	EYE LINER (FEMALES)
19	EYE SHADOW (FEMALES)
30	EYE WASH AND DROPS
35	EYEGLASSES, CONTACT LENSES & SUNGLASSES
16	FACIAL MOISTURIZERS (FEMALES)
55	FAMILY RESTAURANTS & STEAK HOUSES
80	@FASHION (Teenmark Only)
54	FAST FOOD & DRIVE-IN RESTAURANTS
22	FEMININE HYGIENE DEODORANT/CLEANSING PRODUCTS
22	FEMININE HYGIENE DOUCHES (FEMALES)
71	FILM
79	@FINANCE (Teenmark Only)
69	@FINANCIAL INFORMATION (Teenmark Only)
60	FINE JEWELRY
2	FLOSS, DENTAL
69	FOREIGN TRAVEL
17	FOUNDATION MAKE-UP (FEMALES)

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47	@FRESH MILK (Teenmark Only)
89	@FROZEN BREAKFASTS (Teenmark Only)
88	@FROZEN PIZZA (Teenmark Only)
90	@FROZEN WAFFLES (Teenmark Only)
87	@FROZEN YOGURT (Teenmark Only)
48	@FRUIT JUICES & DRINKS (Teenmark Only)
89	@FRUIT/BREAKFAST/GRANOLA BARS & SNACKS (Teenmark Only)
81	@FUTURE GOALS (Teenmark Only)
89	@GRANOLA/FRUIT/BREAKFAST BARS & SNACKS (Teenmark Only)
52	@GROCERY SHOPPING (Teenmark Only)
15	HAIR CARE PRODUCTS (FEMALES)
13	HAIR COLORING PRODUCTS (FOR USE AT HOME)
12	HAIR CONDITIONERS (FOR USE AT HOME)
13	HAIR CONDITIONING TREATMENT (FOR USE AT HOME)
15	HAIR MOUSSE
14	HAIR SPRAYS (FOR USE AT HOME)
15	HAIR STYLING GELS & LOTIONS
8	HAND & BODY CREAM, LOTION OR OIL
9	HAND SANITIZERS/LIQUID SOAPS
42	HARD ROLL CANDY
32	HEADACHE REMEDIES AND PAIN RELIEVERS (NONPRESCR.)
38	@HEALTH & BEAUTY AIDS EXPENDITURES (Teenmark Only)
14	HOME PERMANENTS AND RELAXERS (FEMALES)
86	@ICE CREAM BARS, SANDWICHES & BON BONS (Teenmark Only)
86	@ICE CREAM, ICE MILK & SHERBET (Teenmark Only)
86	@ICE MILK, SHERBET & ICE CREAM (Teenmark Only)
45	ICED TEA, READY TO DRINK
33	INDIGESTION AIDS & UPSET STOMACH REMEDIES
41	INDIVIDUAL BIG BLOCK/THICK BAR CANDY
40	INDIVIDUAL REGULAR SIZE CANDY
51	INTERNET, CATALOG, MAIL AND PHONE ORDERS
51	INTERNET/CATALOG/MAIL/PHONE ORDER - SERVICES
79	@INTERNET/ONLINE TECHNOLOGY (Teenmark Only)
58	@JEANS (Teenmark Only)
60	JEWELRY, COSTUME
60	JEWELRY, FINE
73	LEISURE ACTIVITIES
4	LIP CARE
19	LIP GLOSS & LIPSTICK (FEMALES)
19	LIPSTICK & LIP GLOSS (FEMALES)
9	LIQUID SOAPS/HAND SANITIZERS
17	LOOSE FACE POWDER (FEMALES)
8	LOTION, CREAM OR OIL, HAND & BODY
87	@LUNCH COMBINATIONS/KITS (Teenmark Only)
88	@MACARONI & SPAGHETTI, PREPARED OR PACKAGED (Teenmark Only)
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51	MAIL/PHONE/INTERNET/CATALOG ORDER - SERVICES
17	MAKE-UP, FOUNDATION (FEMALES)
20	MASCARA (FEMALES)
85	@MEAT SNACKS (Teenmark Only)
79	@MEDIA (Teenmark Only)
81	@MEMBERSHIPS/CLUBS (Teenmark Only)
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21	NAIL POLISH & NAIL CARE PRODUCTS (FEMALES)

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8	OIL, CREAM OR LOTION, HAND & BODY
44	OTHER DIET SOFT DRINKS, NOT COLAS
46	OTHER REGULAR CARBONATED SOFT DRINKS
41	PACKAGES OF MINIATURE CANDY
32	PAIN RELIEVERS AND HEADACHE REMEDIES (NONPRESCR.)
33	PAIN RELIEVING RUBS, LIQUIDS & PATCHES (NONPRESCR.)
24	PANTILINERS (FEMALES)
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27	PERFUME & COLOGNE FOR FEMALES EXPENDITURES
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14	PERMANENTS AND RELAXERS, HOME (FEMALES)
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65	@PERSONAL COMPUTERS (Teenmark Only)
78	@PERSONALITIES (Teenmark Only)
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51	PHONE/INTERNET/CATALOG/MAIL ORDER - SERVICES
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85	@POPCORN & POPPING CORN SNACKS (Teenmark Only)
85	@POPPING CORN & POPCORN SNACKS (Teenmark Only)
82	@POTATO CHIPS (Teenmark Only)
5	POWDER, BODY
17	POWDER, LOOSE FACE (FEMALES)
18	POWDER, PRESSED (FEMALES)
34	PRE-MENSTRUAL OR PERIOD PAIN REMEDIES (FEMALES)
42	PREPACKAGED LOOSE CANDY
88	@PREPARED OR PACKAGED SPAGHETTI & MACARONI (Teenmark Only)
62	PRE-RECORDED COMPACT DISCS & AUDIO TAPES
63	PRE-RECORDED VIDEO TAPES/DVD'S RENTED/PURCHASED
18	PRESSED POWDER (FEMALES)
84	@PRETZELS (Teenmark Only)
57	@PROFESSIONAL TEAM SPORTS CLOTHING (Teenmark Only)
49	@PURCHASING INFLUENCE (Teenmark Only)
28	RAZOR BLADES
27	RAZORS, DISPOSABLE
45	READY TO DRINK ICED TEA
45	REGULAR COLA DRINKS, NOT DIET
55	RESTAURANTS, FAMILY & STEAK HOUSES
54	RESTAURANTS, FAST FOOD & DRIVE-IN
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29	SHAVING CREAMS OR GELS
29	SHAVING GELS OR CREAMS
86	@SHERBET, ICE CREAM & ICE MILK (Teenmark Only)
52	SHOE STORES
59	SHOES
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49	SHOPPING - COSMETICS/TOILETRIES/DRUGS
52	@SHOPPING MALLS AND SHOPPING CENTERS (Teenmark Only)
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16	SHOWER/BATH ADDITIVES (FEMALES)
31	SINUS, COLD AND ALLERGY REMEDIES (NONPRESCR.)
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82	SNACK MIXES
85	@SNACKS, MEAT (Teenmark Only)
9	SOAPS - BAR
9	SOAPS (LIQUID)/HAND SANITIZERS
46	SOFT DRINKS, OTHER REGULAR, CARBONATED
29	SORE THROAT/COUGH DROPS (Nonprescription)
88	@SPAGHETTI & MACARONI, PREPARED OR PACKAGED (Teenmark Only)
50	SPECIALTY, DEPARTMENT & CLOTHING STORES

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67	@SPORT UTILITY VEHICLES, CARS, TRUCKS & MINIVANS (Teenmark Only)
76	SPORT/RECREATION EQUIPMENT - HIGH TICKET ITEMS
75	SPORT/RECREATION EQUIPMENT - LOW TICKET ITEMS
75	SPORTS
58	SPORTS CLOTHING
43	SPORTS DRINKS/THIRST QUENCHERS
76	SPORTS EVENTS - WATCH ON TV
55	STEAK HOUSES & FAMILY RESTAURANTS
81	@STRESSES (Teenmark Only)
35	SUNBURN REMEDIES
35	SUNGLASSES, EYEGLASSES & CONTACT LENSES
36	SUNSCREEN & SUNTAN PRODUCTS
36	SUNTAN & SUNSCREEN PRODUCTS
23	TAMPONS (FEMALES)
68	@TELEPHONE SERVICES (Teenmark Only)
69	THEME PARKS
92	@TOASTER PRODUCTS (Teenmark Only)
1	TOOTHPASTE
83	@TORTILLA & CORN CHIPS & CHEESE SNACKS (Teenmark Only)
68	TRAVEL, DOMESTIC
69	TRAVEL, FOREIGN
67	@TRUCKS, MINIVANS, SPORT UTILITY VEHICLES & CARS (Teenmark Only)
33	UPSET STOMACH REMEDIES & INDIGESTION AIDS
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63	VIDEO TAPES/DVD'S RENTED/PURCHASED, PRE-RECORDED
37	VITAMIN AND DIETARY SUPPLEMENTS
81	@VOLUNTEERISM (Teenmark Only)
90	@WAFFLES, FROZEN (Teenmark Only)
61	WATCHES
76	WRITING INSTRUMENTS - PENS/MARKERS
87	@YOGURT, FROZEN (Teenmark Only)
80	@YOURSELF (Teenmark Only)