

## CPR Report



Mosaic@/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	VARIABLE NAME	PROPENSITY INDEX*
APPAREL	SPEND \$150+ ON OTHER SHOES KID LESS THAN 1 YEAR	210
APPAREL	USE DRYPERS BRAND DISP DIAPERS/TRAIN PANTS	125
APPAREL	USE HUGGIES LITTLE SWIMMERS DISP DIAPERS/TRAIN PANTS	158
APPAREL	USE HUGGIES PULL-UPS DISP DIAPERS/TRAIN PANTS	125
APPAREL	USE HUGGIES ULTRA TRIM DISP DIAPERS/TRAIN PANTS	167
APPAREL	USE OTHER HUGGIES DISP DIAPERS/TRAIN PANTS	122
APPAREL	USE STORE BRANDS DISP DIAPERS/TRAIN PANTS	128
APPAREL	USE OTHER BRANDS DISP DIAPERS/TRAIN PANTS	131
APPAREL	USE HUGGIES OVERNITES DISP DIAPERS/TRAIN PANTS	139
APPAREL	USE HUGGIES SUPREME DISP DIAPERS/TRAIN PANTS	143
APPAREL	USE PAMPERS BABY DRY DISP DIAPERS/TRAIN PANTS	122
APPAREL	USE PAMPERS CRUISERS DISP DIAPERS/TRAIN PANTS	138
APPAREL	USE LUVS ULTRA LEAK GUARDS DISP DIAPERS/TRAIN PANTS	102
APPAREL	BOUGHT MENS JEANS WITHIN LAST 12 MONTHS	102
APPAREL	BOUGHT MENS ATHLETIC SHOES WITHIN LAST 12 MONTHS	106
APPAREL	BOUGHT MENS OVERCOAT/TOPCOAT WITHIN LAST 12 MONTHS	108
APPAREL	BOUGHT MENS LEATHER JACKET WITHIN LAST 12 MONTHS	107
APPAREL	BOUGHT MENS RAINCOAT OR ALL-WEATHER COAT W/IN LAST 12 MOS	98
APPAREL	BOUGHT MENS SPORT COAT OR BLAZER WITHIN LAST 12 MONTHS	97
APPAREL	BOUGHT MENS SWEATER WITHIN LAST 12 MONTHS	110
APPAREL	BOUGHT MENS NECKTIE WITHIN LAST 12 MONTHS	98
APPAREL	BOUGHT MENS REGULAR OR DRESS SHIRT WITHIN LAST 12 MONTHS	104
APPAREL	BOUGHT MENS SPORT SHIRT (ALL TYPES)WITHIN LAST 12 MONTHS	102
APPAREL	BOUGHT MENS UNDERWEAR WITHIN LAST 12 MONTHS	102
APPAREL	BOUGHT MENS T-SHIRT (OUTERWEAR) WITHIN LAST 12 MONTHS	108
APPAREL	BOUGHT MENS OTHER GYM/JOGGING/WORKOUT CLOTHES W/IN LAST 12 MOS	106
APPAREL	BOUGHT MENS UNDERWEAR WITHIN LAST 12 MONTHS	104
APPAREL	BOUGHT MENS SWIMSUIT WITHIN LAST 12 MONTHS	109
APPAREL	BOUGHT MENS SUIT WITHIN LAST 12 MONTHS	101
APPAREL	BOUGHT MENS SLACKS/PANTS (NOT JEANS) WITHIN LAST 12 MONTHS	102
APPAREL	BOUGHT MENS OTHER SHOES WITHIN LAST 12 MONTHS	104
APPAREL	BOUGHT MENS BOOTS (EXCLUDING WORK BOOTS) WITHIN LAST 12 MONTHS	108
APPAREL	BOUGHT WOMENS JEANS WITHIN PAST 12 MONTHS	102
APPAREL	BOUGHT WOMENS ATHLETIC SHOES WITHIN PAST 12 MONTHS	97
APPAREL	BOUGHT WOMENS BOOTS (EXCLUDING WORK BOOTS) WITHIN PAST 12 MONTHS	97

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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APPAREL	BOUGHT WOMENS SUIT WITHIN PAST 12 MONTHS	99
APPAREL	BOUGHT WOMENS OTHER SHOES WITHIN PAST 12 MONTHS	99
APPAREL	BOUGHT WOMENS OVERCOAT/JACKET WITHIN PAST 12 MONTHS	98
APPAREL	BOUGHT WOMENS DRESS WITHIN PAST 12 MONTHS	106
APPAREL	BOUGHT WOMENSSLACKS/PANTS (NOT JEANS) WITHIN PAST 12 MONTHS	97
APPAREL	BOUGHT WOMENS SWEATS WITHIN PAST 12 MONTHS	103
APPAREL	BOUGHT WOMENS FUR JACKET OR COAT (REAL) WITHIN PAST 12 MONTHS	98
APPAREL	BOUGHT WOMENS BLAZER OR JACKET (SUIT TYPE) WITHIN PAST 12 MONTHS	95
APPAREL	BOUGHT WOMENS RAINCOAT OR ALL-WEATHER COAT WITHIN PAST 12 MONTHS	84
APPAREL	BOUGHT WOMENS LEATHER JACKET WITHIN PAST 12 MONTHS	88
APPAREL	BOUGHT WOMENS HEAVY WEIGHT/SKI TYPE JACKET WITHIN PAST 12 MONTHS	95
APPAREL	BOUGHT WOMENS SWIMSUIT WITHIN PAST 12 MONTHS	104
APPAREL	BOUGHT WOMENS SKIRT WITHIN PAST 12 MONTHS	103
APPAREL	BOUGHT WOMENS SWEATER WITHIN PAST 12 MONTHS	99
APPAREL	BOUGHT WOMENS PURSE/HANDBAG WITHIN PAST 12 MONTHS	100
APPAREL	BOUGHT WOMENS T-SHIRT WITHIN PAST 12 MONTHS	99
APPAREL	BOUGHT WOMENS UTILITY/WORK CLOTHES/WORK BOOTS W/IN LAST 12 MOS	104
APPAREL	BOUGHT WOMENS BLOUSE/SHIRT WITHIN PAST 12 MONTHS	106
APPAREL	BOUGHT WOMENS OTHER GYM/JOGGING/WORKOUT CLOTHES W/IN LAST 12 MOS	99
APPAREL	BOUGHT WOMENS NIGHTWEAR (NIGHTGOWN/PAJAMAS) W/IN LAST 12 MOS	99
APPAREL	BOUGHT WOMENS OTHER LINGERIE WITHIN PAST 12 MONTHS	102
APPAREL	BOUGHT JEANS WITHIN LAST 12 MONTHS	104
APPAREL	BOUGHT SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	103
APPAREL	BOUGHT JOGGING OR RUNNING SNEAKERS/ATHLETIC SHOES W/IN LAST 12 MOS	112
APPAREL	BOUGHT BASKETBALL SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	109
APPAREL	BOUGHT CASUAL SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	108
APPAREL	BOUGHT CROSS TRAINING SNEAKERS/ATHLETIC SHOES W/IN LAST 12 MOS	100
APPAREL	BOUGHT EXERCISE WALKING SNEAKERS/ATHLETIC SHOES W/IN LAST 12 MOS	96
APPAREL	BOUGHT HIKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	113
APPAREL	BOUGHT TENNIS SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	99
APPAREL	BOUGHT NFL TEAM LOGO LICENSED SPORTS CLOTHING W/IN LAST 12 MOS	104
APPAREL	BOUGHT LICENSED COLLEGE/PROFESSIONAL SPORTS CLOTHING W/IN LAST 12 MOS	101
APPAREL	BOUGHT NBA TEAM LOGO LICENSED SPORTS CLOTHING W/IN LAST 12 MOS	108
APPAREL	BOUGHT MLB TEAM LOGO LICENSED SPORTS CLOTHING W/IN LAST 12 MOS	99
APPAREL	BOUGHT MLS TEAM LOGO LICENSED SPORTS CLOTHING W/IN LAST 12 MOS	186
APPAREL	BOUGHT NHL TEAM LOGO LICENSED SPORTS CLOTHING W/IN LAST 12 MOS	90
APPAREL	BOUGHT COLLEGE LICENSED SPORTS TEAM LOGO CLOTHING W/IN LAST 12 MOS	88
APPAREL	BOUGHT OTHER TEAM LOGO LICENSED SPORTS CLOTHING W/IN LAST 12 MOS	122
APPAREL	BOUGHT PGA TOUR TEAM LOGO LICENSED SPORTSCLOTHING W/IN LAST 12 MOS	98
APPAREL	BOUGHT AEROBIC SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	107
APPAREL	USE PAMPERS EASY UPS DISP DIAPERS/TRAIN PANTS	112

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APPAREL	USE PAMPERS SWADDLERS DISP DIAPERS/TRAIN PANTS	132
APPAREL	USE OTHER PAMPERS DISP DIAPERS/TRAIN PANTS	128
APPAREL	USE PAMPERS FEEL N LEARN ADVANCE TRAINERS DIAPERS/TRAIN PANTS	107
APPAREL	USE PAMPERS FIRST STEPS DISP DIAPERS/TRAIN PANTS	179
APPAREL	SPEND \$150+ ON SWEATS KID LESS THAN 1 YEAR	138
APPAREL	BOUGHT CHILDRENS CLOTHING IN LAST 12 MONTHS	114
APPAREL	BOUGHT CHILDRENS CLOTHING KID LESS THAN 1 YEAR	113
APPAREL	BOUGHT CHILDRENS CLOTHING KID 1-5 YEARS	114
APPAREL	BOUGHT CHILDRENS CLOTHING KID 6-11 YEARS	115
APPAREL	SPEND \$150+ ON UNDERWEAR (EXC DIAPERS) LESS THAN 1 YEAR	147
APPAREL	SPEND \$150+ ON SLEEPWEAR KID LESS THAN 1 YEAR	117
APPAREL	SPEND \$150+ ON SUITS/DRESSES KID LESS THAN 1 YEAR	135
APPAREL	SPEND \$150+ ON JEANS/DUNGAREES KID LESS THAN 1 YEAR	135
APPAREL	SPEND \$150+ ON TOPS/SHIRTS LESS THAN 1 YEAR	101
APPAREL	SPEND \$150+ ON OUTERWEAR KID LESS THAN 1 YEAR	121
APPAREL	SPEND \$150+ ON ATHLETIC SHOES KID LESS THAN 1 YEAR	116
APPAREL	USE DISP DIAPERS/TRAIN PANTS WITHIN LAST 6 MONTHS	131
APPAREL	USE 13+ DIAPERS ON AVE DAY WITHIN LAST 6 MONTHS	143
APPAREL	BOUGHT MENS NIGHTWEAR/PAJAMAS WITHIN LAST 12 MONTHS	109
APPAREL	USE SOLE BRAND USER DISP DIAPERS/TRAIN PANTS	132
APPAREL	USE PRIMARY BRAND USER DISP DIAPERS/TRAIN PANTS	131
APPAREL	HUGGIES DISPOSABLE DIAPERS - BRAND SUMMARY	137
APPAREL	PAMPERS DISPOSABLE DIAPERS - BRAND SUMMARY	129
APPAREL	BOUGHT MENS APPAREL AND ACCESSORIES WITHIN LAST 12 MONTHS	101
APPAREL	BOUGHT WOMENS APPAREL/ACCESSORIES WITHIN LAST 12 MONTHS	100
APPAREL	BOUGHT WATCH FOR SELF OR S/E WITHIN PAST YEAR	101
APPAREL	SPEND \$500+ ON WATCHES FOR SELF OR S/E	131
APPAREL	BOUGHT NASCAR TEAM LOGO LICENSED SPORTS CLOTHING W/IN LAST 12 MOS	85
APPAREL	BOUGHT MENS SUNGLASSES (NON-PRESCRIPTIVE) W/IN LAST 12 MOS	108
APPAREL	BOUGHT WOMENS SUNGLASSES (NON-PRESCRIPTION) W/IN LAST 12 MOS	103
AUTOMOTIVE	PURCHASED MOST RECENTLY ACQUIRED AUTO W/SAVINGS BANK/S&L ASSOC AUTO LOAN	91
AUTOMOTIVE	CURRENTLY HAVE MOTORCYCLE DRIVERS LICENSE	92
AUTOMOTIVE	SHOPPED AT CAR DEALERSHIPS FOR AUTOMOTIVE RETAIL W/IN LAST 12 MOS	94
AUTOMOTIVE	OIL CHANGE AT CAR DEALERSHIPS WITHIN PAST 12 MONTHS	91
AUTOMOTIVE	OWN MOTORCYCLE	94
AUTOMOTIVE	RECENTLY ACQUIRED AN ENTRY LUXURY SUV	66
AUTOMOTIVE	RECENTLY ACQUIRED A PREMIUM LUXURY SUV	99
AUTOMOTIVE	RECENTLY ACQUIRED A LIGHT DUTY FULL SIZE PICKUP	114
AUTOMOTIVE	RECENTLY ACQUIRED A LUXURY SPORT CAR	59
AUTOMOTIVE	RECENTLY ACQUIRED A LUXURY SUV MODEL	73
AUTOMOTIVE	RECENTLY ACQUIRED A MIDSIZE SUV	101

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AUTOMOTIVE	RECENTLY ACQUIRED A PREMIUM LUXURY CAR	50
AUTOMOTIVE	RECENTLY ACQUIRED ANY LUXURY DOMESTIC VEHICLE	77
AUTOMOTIVE	RECENTLY ACQUIRED ANY FULL SIZE DOMESTIC VEHICLE	77
AUTOMOTIVE	RECENTLY ACQUIRED ANY LUXURY FOREIGN VEHICLE	105
AUTOMOTIVE	RECENTLY ACQUIRED A SPORTY CAR	139
AUTOMOTIVE	RECENTLY ACQUIRED AN ENTRY LUXURY	116
AUTOMOTIVE	RECENTLY ACQUIRED AN ENTRY COMPACT	88
AUTOMOTIVE	RECENTLY ACQUIRED A PREMIUM COMPACT VEHICLE	101
AUTOMOTIVE	RECENTLY ACQUIRED AN ENTRY MIDSIZE	93
AUTOMOTIVE	RECENTLY ACQUIRED A PREMIUM MIDSIZE	95
AUTOMOTIVE	RECENTLY ACQUIRED A MID LUXURY	73
AUTOMOTIVE	RECENTLY ACQUIRED A PREMIUM SPORTY	106
AUTOMOTIVE	RECENTLY ACQUIRED A FULL SIZE CAR	77
AUTOMOTIVE	RECENTLY ACQUIRED A COMPACT PICKUP	101
AUTOMOTIVE	RECENTLY ACQUIRED A FULL SIZE PICKUP	93
AUTOMOTIVE	RECENTLY ACQUIRED A FULL SIZE SPORT UTILITY	108
AUTOMOTIVE	RECENTLY ACQUIRED AN ENTRY SPORT UTILITY	94
AUTOMOTIVE	RECENTLY ACQUIRED A FULL SIZE VAN	101
AUTOMOTIVE	RECENTLY ACQUIRED A COMPACT VAN	108
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - HUMMER	125
AUTOMOTIVE	RECENTLY ACQUIRED ANY PICKUP FOREIGN VEHICLE	127
AUTOMOTIVE	RECENTLY ACQUIRED ANY COMPACT DOMESTIC VEHICLE	86
AUTOMOTIVE	RECENTLY ACQUIRED ANY MIDSIZE DOMESTIC VEHICLE	76
AUTOMOTIVE	RECENTLY ACQUIRED ANY SPORTY DOMESTIC VEHICLE	143
AUTOMOTIVE	RECENTLY ACQUIRED ANY PICKUP DOMESTIC VEHICLE	89
AUTOMOTIVE	RECENTLY ACQUIRED ANY SPORT UTILITY DOMESTIC VEHICLE	95
AUTOMOTIVE	RECENTLY ACQUIRED ANY VAN DOMESTIC VEHICLE	100
AUTOMOTIVE	RECENTLY ACQUIRED ANY COMPACT FOREIGN VEHICLE	110
AUTOMOTIVE	RECENTLY ACQUIRED ANY MIDSIZE FOREIGN VEHICLE	112
AUTOMOTIVE	RECENTLY ACQUIRED ANY SPORTY FOREIGN VEHICLE	118
AUTOMOTIVE	RECENTLY ACQUIRED ANY SPORT UTILITY FOREIGN VEHICLE	103
AUTOMOTIVE	RECENTLY ACQUIRED ANY VAN FOREIGN VEHICLE	123
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - MERCURY	95
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - BUICK	70
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CADILLAC	76
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CHEVROLET/GEO	92
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CHRYSLER	93
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - DODGE	92
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - FORD	91
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - GMC	85
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - JEEP/EAGLE	84

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AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - LINCOLN	87
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - OLDSMOBILE	83
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - PLYMOUTH	68
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - PONTIAC	84
AUTOMOTIVE	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - SATURN	102
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - INFINITI	93
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - ACURA	98
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE- ALFA ROMERO	20
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - AUDI	71
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - BMW	99
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - DAEWOO	100
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - HONDA	113
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - HYUNDAI	120
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - IZUZU	108
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - JAGUAR	82
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SAAB	106
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - KIA	96
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - LAND ROVER	74
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - LEXUS	81
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MAZDA	116
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MERCEDES BENZ	63
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MITSUBISHI	142
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - NISSAN	128
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - PORSCHE	220
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SUBARU	81
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SUZUKI	57
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - TOYOTA	113
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - VOLKSWAGEN	99
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - VOLVO	155
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MINI	102
AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SCION	78
AUTOMOTIVE	OIL CHANGE CENTER RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	102
AUTOMOTIVE	REPAIR SHOP/GARAGE RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	91
AUTOMOTIVE	CAR DEALERSHIP RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	94
AUTOMOTIVE	OWN THREE-WHEELERS OR FOUR-WHEELERS	92
AUTOMOTIVE	BOUGHT ATV/DIRTBIKE FOR CHILD	92
AUTOMOTIVE	HOUSEHOLD OWN/LEASE ANY CAR/PICKUP/SUV	101
AUTOMOTIVE	BOUGHT NEW MOST RECENTLY ACQUIRED VEHICLE	104
AUTOMOTIVE	BOUGHT USED MOST RECENTLY ACQUIRED VEHICLE	97
AUTOMOTIVE	LEASED MOST RECENTLY ACQUIRED NEW/USED VEHICLE	97
AUTOMOTIVE	PURCHASED MOST RECENTLY ACQUIRED AUTO W/COMMERCIAL BANK AUTO LOAN	97

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AUTOMOTIVE	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH CREDIT UNION AUTO LOAN	113
AUTOMOTIVE	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH DEALER FINANCE	111
AUTOMOTIVE	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH CASH	92
AUTOMOTIVE	BOUGHT PASSENGER CAR TIRES WITHIN LAST 12 MONTHS	101
AUTOMOTIVE	BOUGHT PICKUPS/SUVS/VAN TIRES WITHIN LAST 12 MONTHS	104
AUTOMOTIVE	BELONG TO AND AUTOMOTIVE CLUB	101
AUTOMOTIVE	BUY GASOLINE OR DIESEL FUEL	99
AUTOMOTIVE	NEEDED AUTOMOTIVE MAINTENANCE/REPAIR WITHIN PAST 12 MONTHS	99
AUTOMOTIVE	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT GAS STATION	89
AUTOMOTIVE	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT REPAIR SHOP/GARAGE	95
AUTOMOTIVE	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT CAR DEALERSHIP	96
AUTOMOTIVE	AUTOMOTIVE MAINT./REPAIR SERVICE AT CHAIN STORE W/AUTO REPAIR FACILITY	102
AUTOMOTIVE	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT TIRE STORE OR DEALER	103
AUTOMOTIVE	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT QUICK LUBE CENTER	96
BEV - ALCOHOLIC	DRINK PORFIDIO TEQUILA	112
BEV - ALCOHOLIC	DRINK BRAHMA IMPORTED BEER	127
BEV - ALCOHOLIC	DRINK BROLIO IMPORTED DINNER WINES	66
BEV - ALCOHOLIC	DRINK CANEI IMPORTED DINNER WINES	81
BEV - ALCOHOLIC	DRINK KELLER GEISTER IMPORTED DINNER WINES	109
BEV - ALCOHOLIC	DRINK LANCERS IMPORTED DINNER WINES	128
BEV - ALCOHOLIC	DRINK FORTANT DE FRANCE IMPORTED DINNER WINES	107
BEV - ALCOHOLIC	DRINK RESERVE ST MARTIN IMPORTED DINNER WINES	88
BEV - ALCOHOLIC	DRINK BLOSSOM HILL DOMESTIC DINNER WINE	124
BEV - ALCOHOLIC	DRINK HENDERICKS GIN	94
BEV - ALCOHOLIC	DRINK VERMEER CORDIALS AND LIQUEURS	85
BEV - ALCOHOLIC	DRINK LA GRANDE DAME CHAMPANGE AND SPARKLING WINE	86
BEV - ALCOHOLIC	DRINK WILD VINES CHAMPANGE AND SPARKLING WINE	92
BEV - ALCOHOLIC	DRINK PASIFICO CLARA IMPORTED BEER	141
BEV - ALCOHOLIC	DRINK SPATEN IMPORTED BEER	88
BEV - ALCOHOLIC	DRINK WARSTEINER IMPORTED BEER	108
BEV - ALCOHOLIC	DRINKYEUNGLING MICROBREWED BEER	84
BEV - ALCOHOLIC	DRINK SANDEMAN PORT PORT, SHERRY AND DESSERT WINES	74
BEV - ALCOHOLIC	DRINK SANDEMAN SHERRY PORT, SHERRY AND DESSERT WINES	148
BEV - ALCOHOLIC	DRINK COMEMORATIVO (SAUZA) TEQUILA	112
BEV - ALCOHOLIC	DRINK DON JULIO TEQUILA	150
BEV - ALCOHOLIC	DRINK HERRADURA TEQUILA	140
BEV - ALCOHOLIC	DRINK HORNITOS (SAUZA) TEQUILA	141
BEV - ALCOHOLIC	DRINK MARGARITAVILLE TEQUILA	90
BEV - ALCOHOLIC	DRINK TRES GENERACIONES (SAUZA) TEQUILA	152
BEV - ALCOHOLIC	DRINK ALIZE COGNAC	91
BEV - ALCOHOLIC	DRINK REMY RED COGNAC	87

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BEV - ALCOHOLIC	DRINK SEAGRAMS VO GOLD CANADIAN WHISKEY	96
BEV - ALCOHOLIC	DRINK JACK DANIELS SINGLE BARREL BOURBON WHISKEY	81
BEV - ALCOHOLIC	DRINK GLENMORANGIE SCOTCH WHISKEY MOST IN LAST 30 DAYS	112
BEV - ALCOHOLIC	DRINK ABSOLUT MANDARIN VODKA	99
BEV - ALCOHOLIC	DRINK CHOPIN VODKA	104
BEV - ALCOHOLIC	DRINK GREY GOOSE VODKA	99
BEV - ALCOHOLIC	DRINK BELVEDERE VODKA	87
BEV - ALCOHOLIC	DRINK FLAVORED ALCOHOLIC BEVERAGES	102
BEV - ALCOHOLIC	DRINK JOSE CUERVO ANEJO TEQUILA	129
BEV - ALCOHOLIC	DRINK JOSE CUERVO TRADICIONAL TEQUILA	107
BEV - ALCOHOLIC	DRINK JOSE CUERVO RESERVA TEQUILA	86
BEV - ALCOHOLIC	DRINK DEKUYPER CORDIALS AND LIQUEURS	71
BEV - ALCOHOLIC	DRINK DISARONNO CORDIALS AND LIQUEURS	91
BEV - ALCOHOLIC	DRINK BALVENIE SCOTCH WHISKEY MOST IN LAST 30 DAYS	108
BEV - ALCOHOLIC	DRINK THE FAMOUS GROUSE SCOTCH WHISKEY MOST IN LAST 30 DAYS	85
BEV - ALCOHOLIC	DRINK IRISH WHISKEY	89
BEV - ALCOHOLIC	DRINK BUSHMILLS IRISH WHISKEY MOST IN LAST 30 DAYS	87
BEV - ALCOHOLIC	DRINK JAMESON IRISH WHISKEY MOST IN LAST 30 DAYS	88
BEV - ALCOHOLIC	DRINK JOHN POWERS IRISH WHISKEY MOST IN LAST 30 DAYS	66
BEV - ALCOHOLIC	DRINK TULLAMORE DEW IRISH WHISKEY MOST IN LAST 30 DAYS	64
BEV - ALCOHOLIC	DRINK STOLICHNAYA RAZBERI VODKA	87
BEV - ALCOHOLIC	DRINK STOLICHNAYA STRASBERI VODKA	104
BEV - ALCOHOLIC	DRINK STOLICHNAYA VANIL VODKA	116
BEV - ALCOHOLIC	DRINK JACK DANIELS COUNTRY COCKTAILS FLAV. ALCOHOLIC BEV MOST IN LAST 30 DAYS	97
BEV - ALCOHOLIC	DRINK KAHLUA COMBOS FLAV. ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	108
BEV - ALCOHOLIC	DRINK MIKES HARD LEMONADE FLAV. ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	85
BEV - ALCOHOLIC	DRINK SMIRNOFF ICE FLAV. ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	109
BEV - ALCOHOLIC	DRINK TEQUIZA FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	135
BEV - ALCOHOLIC	DRINK ZIMA XXX FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	115
BEV - ALCOHOLIC	DRINK MICKEYS MALT LIQUOR	131
BEV - ALCOHOLIC	DRINK ST IDES MALT LIQUOR	77
BEV - ALCOHOLIC	DRINK MODELO ESPECIAL IMPORTED BEER	161
BEV - ALCOHOLIC	DRINK LABATTLIGHT LOW CAL BEER	66
BEV - ALCOHOLIC	DRINK BUCSH ICE BEER	91
BEV - ALCOHOLIC	DRINK MILLER HIGH LIFE ICE BEER	80
BEV - ALCOHOLIC	DRINK MILLER LITE ICE BEER	119
BEV - ALCOHOLIC	DRINK NATURAL ICE BEER	110
BEV - ALCOHOLIC	DRINK CORONA IMPORTED BEER	131
BEV - ALCOHOLIC	DRINK AMSTELLIGHT LOW CAL BEER	81
BEV - ALCOHOLIC	DRINK CORONALIGHT LOW CAL BEER	129
BEV - ALCOHOLIC	DRINK ASPEN EDGE LIGHT LOW CAL BEER	193

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BEV - ALCOHOLIC	DRINK SMIRNOFF CITRUS TWIST VODKA	129
BEV - ALCOHOLIC	DRINK SMIRNOFF CRANBERRY TWIST VODKA	95
BEV - ALCOHOLIC	DRINK SMIRNOFF GREEN APPLE TWIST VODKA	118
BEV - ALCOHOLIC	DRINK SMIRNOFF ORANGE TWIST VODKA	110
BEV - ALCOHOLIC	DRINK SMIRNOFF RASPBERRY TWIST VODKA	136
BEV - ALCOHOLIC	DRINK SMIRNOFF VANILLA TWIST VODKA	111
BEV - ALCOHOLIC	DRINK STOLICHNAYA CRANBERI VODKA	89
BEV - ALCOHOLIC	DRINK STOLICHNAYA CITROS VODKA	93
BEV - ALCOHOLIC	DRINK THREE OLIVES VODKA	78
BEV - ALCOHOLIC	DRINK MIKES HARD CRNBRRY LEMONADE FLAV. ALCOHOL BEV MOST IN LAST 30 DAYS	91
BEV - ALCOHOLIC	DRINK MIKES HARD LIME FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	84
BEV - ALCOHOLIC	DRINK SMIRNOFF BLACK FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	100
BEV - ALCOHOLIC	DRINK SMIRNOFF TWISTED V FLAV. ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	102
BEV - ALCOHOLIC	DRINK WET BY BEEFEATER GIN	106
BEV - ALCOHOLIC	DRINK TANQUERAY 10 GIN	91
BEV - ALCOHOLIC	DRINK APPLETON ESTATE JAMAICAN RUM	88
BEV - ALCOHOLIC	DRINK CRUZAN RUM	84
BEV - ALCOHOLIC	DRINK BACARDI VANILLA RUM	83
BEV - ALCOHOLIC	DRINK BACARDI RAZZ RUM	101
BEV - ALCOHOLIC	DRINK BACARDI O RUM	101
BEV - ALCOHOLIC	DRINK BACARDI COCO RUM	134
BEV - ALCOHOLIC	DRINK HYPNOTIQ COGNAC	136
BEV - ALCOHOLIC	DRINK 1800 SILVER TEQUILA	108
BEV - ALCOHOLIC	DRINK CHAMPANGE KRUG CHAMPANGE AND SPARKLING WINE	106
BEV - ALCOHOLIC	DRINK ARBOR MIST COOLERS MOST IN LAST 30 DAYS	98
BEV - ALCOHOLIC	DRINK BUD EXTRA REGULAR DOMESTIC BEER	103
BEV - ALCOHOLIC	DRINK STELLA ARTOIS IMPORTED BEER	86
BEV - ALCOHOLIC	DRINK LOWENBRAU IMPORTED BEER	138
BEV - ALCOHOLIC	DRINK TUBORG IMPORTED BEER	118
BEV - ALCOHOLIC	DRINK CHAMPALE MALT LIQUOR	91
BEV - ALCOHOLIC	DRINK COLT 45 MALT LIQUOR	97
BEV - ALCOHOLIC	DRINK KING COBRA MALT LIQUOR	133
BEV - ALCOHOLIC	DRINK MAGNUM MALT LIQUOR	101
BEV - ALCOHOLIC	DRINK OLD ENGLISH 800 MALT LIQUOR	97
BEV - ALCOHOLIC	DRINK SCHLITZ MALT MALT LIQUOR	106
BEV - ALCOHOLIC	DRINK HURRICANE MALT LIQUOR	74
BEV - ALCOHOLIC	DRINK MICHELOB MALT MALT LIQUOR	72
BEV - ALCOHOLIC	DRINK DOS EQUIS IMPORTED BEER	115
BEV - ALCOHOLIC	DRINK BASS IMPORTED BEER	95
BEV - ALCOHOLIC	DRINK BECKS IMPORTED BEER	100
BEV - ALCOHOLIC	DRINK BECKS DARK IMPORTED BEER	95

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BEV - ALCOHOLIC	DRINK CARLSBURG IMPORTED BEER	146
BEV - ALCOHOLIC	DRINK CARTA BLANCA IMPORTED BEER	136
BEV - ALCOHOLIC	DRINK FOSTERS LAGER IMPORTED BEER	92
BEV - ALCOHOLIC	DRINK OTHER MOLSON IMPORTED BEER	64
BEV - ALCOHOLIC	DRINK GUINNESS IMPORTED BEER	95
BEV - ALCOHOLIC	DRINK HARP IMPORTED BEER	113
BEV - ALCOHOLIC	DRINK HEINEKEN IMPORTED BEER	114
BEV - ALCOHOLIC	DRINK HEINEKEN SPECIAL DARK IMPORTED BEER	132
BEV - ALCOHOLIC	DRINK KIRIN IMPORTED BEER	87
BEV - ALCOHOLIC	DRINK LABATTS IMPORTED BEER	66
BEV - ALCOHOLIC	DRINK MOLSON CANADIAN IMPORTED BEER	94
BEV - ALCOHOLIC	DRINK MOLSON GOLDEN IMPORTED BEER	72
BEV - ALCOHOLIC	DRINK MOOSEHEAD IMPORTED BEER	127
BEV - ALCOHOLIC	DRINK SAPPORO IMPORTED BEER	100
BEV - ALCOHOLIC	DRINK ST PAULI GIRL IMPORTED BEER	84
BEV - ALCOHOLIC	DRINK TECATE IMPORTED BEER	160
BEV - ALCOHOLIC	DRINK RED STRIPE IMPORTED BEER	92
BEV - ALCOHOLIC	DRINK GROLSCH LAGER IMPORTED BEER	73
BEV - ALCOHOLIC	DRINK MICHELOBLIGHT LOW CAL BEER	87
BEV - ALCOHOLIC	DRINK BUDLIGHT LOW CAL BEER	109
BEV - ALCOHOLIC	DRINK BUSCHLIGHT LOW CAL BEER	93
BEV - ALCOHOLIC	DRINK COORSLIGHT LOW CAL BEER	99
BEV - ALCOHOLIC	DRINK KEYSTONE LLIGHT LOW CAL BEER	84
BEV - ALCOHOLIC	DRINK MILLER GENUINE DRAFTLIGHT LOW CAL BEER	111
BEV - ALCOHOLIC	DRINK MILLER HIGH LIFELIGHT LOW CAL BEER	102
BEV - ALCOHOLIC	DRINK MILWAIKES BESTLIGHT LOW CAL BEER	55
BEV - ALCOHOLIC	DRINK NATURALLIGHT LOW CAL BEER	88
BEV - ALCOHOLIC	DRINK OLD MILWAUKEELIGHT LOW CAL BEER	69
BEV - ALCOHOLIC	DRINK OLD STYLELIGHT LOW CAL BEER	85
BEV - ALCOHOLIC	DRINK PABST BLUE RIBBONLIGHT LOW CAL BEER	73
BEV - ALCOHOLIC	DRINK MILLERLIGHT LOW CAL BEER	101
BEV - ALCOHOLIC	DRINK BUDWEISER REGULAR DOMESTIC BEER	114
BEV - ALCOHOLIC	DRINK BUSCH REGULAR DOMESTIC BEER	65
BEV - ALCOHOLIC	DRINK COORS REGULAR DOMESTIC BEER	96
BEV - ALCOHOLIC	DRINK COORS EXTRA GOLD REGULAR DOMESTIC BEER	88
BEV - ALCOHOLIC	DRINK GENESEE REGULAR DOMESTIC BEER	81
BEV - ALCOHOLIC	DRINK HAMS REGULAR DOMESTIC BEER	99
BEV - ALCOHOLIC	DRINK KEYSTONE REGULAR DOMESTIC BEER	81
BEV - ALCOHOLIC	DRINK LONE STAR REGULAR DOMESTIC BEER	120
BEV - ALCOHOLIC	DRINK MICHELOB REGULAR DOMESTIC BEER	92
BEV - ALCOHOLIC	DRINK MILLER HIGH LIFE REGULAR DOMESTIC BEER	86

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BEV - ALCOHOLIC	DRINK MILLER GENUINE DRAFT REGULAR DOMESTIC BEER	106
BEV - ALCOHOLIC	DRINK MILWAUKEES BEST REGULAR DOMESTIC BEER	68
BEV - ALCOHOLIC	DRINK OLD MILWAUKEE REGULAR DOMESTIC BEER	57
BEV - ALCOHOLIC	DRINK OLD STYLE REGULAR DOMESTIC BEER	98
BEV - ALCOHOLIC	DRINK PABST BLUE RIBBON REGULAR DOMESTIC BEER	79
BEV - ALCOHOLIC	DRINK JW DUNDEES HONEY BROWN REGULAR DOMESTIC BEER	103
BEV - ALCOHOLIC	DRINK ROLLING ROCK REGULAR DOMESTIC BEER	81
BEV - ALCOHOLIC	DRINK SCHAEFER REGULAR DOMESTIC BEER	160
BEV - ALCOHOLIC	DRINK SCHLITZ REGULAR DOMESTIC BEER	93
BEV - ALCOHOLIC	DRINK SCHMIDTS REGULAR DOMESTIC BEER	101
BEV - ALCOHOLIC	DRINK STROHS REGULAR DOMESTIC BEER	87
BEV - ALCOHOLIC	DRINK HENRY WEINHARDS REGULAR DOMESTIC BEER	103
BEV - ALCOHOLIC	DRINKKILLIANS IRISH RED REGULAR DOMESTIC BEER	86
BEV - ALCOHOLIC	DRINK LEINENKUGEL REGULAR DOMESTIC BEER	72
BEV - ALCOHOLIC	DRINK RED DOG REGULAR DOMESTIC BEER	121
BEV - ALCOHOLIC	DRINK RED WOLF REGULAR DOMESTIC BEER	124
BEV - ALCOHOLIC	DRINK MICHELOB AMBER BOCK REGULAR DOMESTIC BEER	90
BEV - ALCOHOLIC	DRINK COLT ICE BEER	183
BEV - ALCOHOLIC	DRINK GRANNY ICE BEER	107
BEV - ALCOHOLIC	DRINK BUD ICE BEER	104
BEV - ALCOHOLIC	DRINK ICEHOUSE BEER	99
BEV - ALCOHOLIC	DRINK LABATT ICE BEER	66
BEV - ALCOHOLIC	DRINK MOLSON ICE BEER	71
BEV - ALCOHOLIC	DRINK PABST ICE BEER	115
BEV - ALCOHOLIC	DRINK BARTLES AND JAMES COOLERS MOST IN LAST 30 DAYS	100
BEV - ALCOHOLIC	DRINK BACARDI BREEZER COOLERS MOST IN LAST 30 DAYS	104
BEV - ALCOHOLIC	DRINK SEAGRAMS COOLERS MOST IN LAST 30 DAYS	91
BEV - ALCOHOLIC	DRINK TAYLOR PORT, SHERRY AND DESSERT WINES	83
BEV - ALCOHOLIC	DRINK ALMADEN PORT, SHERRY AND DESSERT WINES	132
BEV - ALCOHOLIC	DRINK CHRISTIAN BROTHERS PORT, SHERRY AND DESSERT WINES	78
BEV - ALCOHOLIC	DRINK DRY SACK PORT, SHERRY AND DESSERT WINES	152
BEV - ALCOHOLIC	DRINK GALLO PORT, SHERRY AND DESSERT WINES	128
BEV - ALCOHOLIC	DRINK HARVEYS BRISTOL CREAM PORT, SHERRY AND DESSERT WINES	83
BEV - ALCOHOLIC	DRINK MANISCHEWITZ PORT, SHERRY AND DESSERT WINES	104
BEV - ALCOHOLIC	DRINK PAUL MASSON PORT, SHERRY AND DESSERT WINES	82
BEV - ALCOHOLIC	DRINK COCKBURN PORT, SHERRY AND DESSERT WINES	71
BEV - ALCOHOLIC	DRINK FONSECA PORT, SHERRY AND DESSERT WINES	87
BEV - ALCOHOLIC	DRINK WANDJ GRAHAM PORT PORT, SHERRY AND DESSERT WINES	141
BEV - ALCOHOLIC	DRINK WARRE PORT, SHERRY AND DESSERT WINES	80
BEV - ALCOHOLIC	DRINK GEORGES DU BOEUF IMPORTED DINNER WINES	62
BEV - ALCOHOLIC	DRINK BARTON AND GUESTIER (BANDG) IMPORTED DINNER WINES	71

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BEV - ALCOHOLIC	DRINK BLACK TOWER IMPORTED DINNER WINES	68
BEV - ALCOHOLIC	DRINK BLUE NUN IMPORTED DINNER WINES	112
BEV - ALCOHOLIC	DRINK BOLLA IMPORTED DINNER WINES	94
BEV - ALCOHOLIC	DRINK FOLONARI IMPORTED DINNER WINES	103
BEV - ALCOHOLIC	DRINK MARCUS JAMES IMPORTED DINNER WINES	104
BEV - ALCOHOLIC	DRINK LOUIS JADOT IMPORTED DINNER WINES	81
BEV - ALCOHOLIC	DRINK MARTINI AND ROSSI BLANCO DE COSTOZA IMPORTED DINNER WINES	89
BEV - ALCOHOLIC	DRINK MOUTON CADET IMPORTED DINNER WINES	93
BEV - ALCOHOLIC	DRINK RENE JUNOT IMPORTED DINNER WINES	99
BEV - ALCOHOLIC	DRINK RIUNITE IMPORTED DINNER WINES	103
BEV - ALCOHOLIC	DRINK RUFFINO IMPORTED DINNER WINES	85
BEV - ALCOHOLIC	DRINK CONCHA Y TORO IMPORTED DINNER WINES	131
BEV - ALCOHOLIC	DRINK EL TESORO TEQUILA	109
BEV - ALCOHOLIC	DRINK PATRON TEQUILA	133
BEV - ALCOHOLIC	DRINK EL TORO TEQUILA	83
BEV - ALCOHOLIC	DRINK JUAREZ TEQUILA	110
BEV - ALCOHOLIC	DRINK JOSE CUERVO ESPECIAL TEQUILA	118
BEV - ALCOHOLIC	DRINK MONTEZUMA TEQUILA	91
BEV - ALCOHOLIC	DRINK PEPE LOPEZ TEQUILA	81
BEV - ALCOHOLIC	DRINK SAUZA TEQUILA	135
BEV - ALCOHOLIC	DRINK TWO FINGERS TEQUILA	99
BEV - ALCOHOLIC	DRINK METAXA BRANDY AND ARMAGNAC	109
BEV - ALCOHOLIC	DRINK ARROW BRANDY AND ARMAGNAC	67
BEV - ALCOHOLIC	DRINK ALMADEN BRANDY AND ARMAGNAC	97
BEV - ALCOHOLIC	DRINK CHRISTIAN BROTHERS BRANDY AND ARMAGNAC	93
BEV - ALCOHOLIC	DRINK DEKUYPER BRANDY AND ARMAGNAC	109
BEV - ALCOHOLIC	DRINK DON PEDRO BRANDY AND ARMAGNAC	220
BEV - ALCOHOLIC	DRINK E AND J BRANDY AND ARMAGNAC	84
BEV - ALCOHOLIC	DRINK HIRAM WALKER BRANDY AND ARMAGNAC	96
BEV - ALCOHOLIC	DRINK KORBEL BRANDY AND ARMAGNAC	111
BEV - ALCOHOLIC	DRINK LEROUX BRANDY AND ARMAGNAC	59
BEV - ALCOHOLIC	DRINK PAUL MASSON BRANDY AND ARMAGNAC	64
BEV - ALCOHOLIC	DRINK PRESIDENTE BRANDY AND ARMAGNAC	228
BEV - ALCOHOLIC	DRINK RAYNAL BRANDY AND ARMAGNAC	116
BEV - ALCOHOLIC	DRINK COURVOISIER COGNAC	99
BEV - ALCOHOLIC	DRINK HENNESSY COGNAC	108
BEV - ALCOHOLIC	DRINK MARTELL COGNAC	125
BEV - ALCOHOLIC	DRINK REMY MARTIN COGNAC	115
BEV - ALCOHOLIC	DRINK AMARETTO DEL ORSO CORDIALS AND LIQUEURS	98
BEV - ALCOHOLIC	DRINK AMARETTO DI AMORE CORDIALS AND LIQUEURS	93
BEV - ALCOHOLIC	DRINK AMARETTO DI SARONNO CORDIALS AND LIQUEURS	93

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BEV - ALCOHOLIC	DRINK ARROW CORDIALS AND LIQUEURS	78
BEV - ALCOHOLIC	DRINK B AND B CORDIALS AND LIQUEURS	73
BEV - ALCOHOLIC	DRINK BAILEYS ORIGINAL IRISH CREAM CORDIALS AND LIQUEURS	94
BEV - ALCOHOLIC	DRINK CAROLANS CORDIALS AND LIQUEURS	87
BEV - ALCOHOLIC	DRINK CHAMBORD CORDIALS AND LIQUEURS	64
BEV - ALCOHOLIC	DRINK CHERRY HERRING CORDIALS AND LIQUEURS	97
BEV - ALCOHOLIC	DRINK GODIVA CORDIALS AND LIQUEURS	112
BEV - ALCOHOLIC	DRINK COINTREAU CORDIALS AND LIQUEURS	79
BEV - ALCOHOLIC	DRINK DRAMBUIE CORDIALS AND LIQUEURS	70
BEV - ALCOHOLIC	DRINK EMMETS IRISH CREAM CORDIALS AND LIQUEURS	73
BEV - ALCOHOLIC	DRINK FRANGELICO CORDIALS AND LIQUEURS	86
BEV - ALCOHOLIC	DRINK GALLIANO CORDIALS AND LIQUEURS	72
BEV - ALCOHOLIC	DRINK GOLDSCHLAGER CORDIALS AND LIQUEURS	80
BEV - ALCOHOLIC	DRINK GRAND MARNIER CORDIALS AND LIQUEURS	86
BEV - ALCOHOLIC	DRINK HIRAM WALKER CORDIALS AND LIQUEURS	70
BEV - ALCOHOLIC	DRINK RUMPLE MINZE CORDIALS AND LIQUEURS	62
BEV - ALCOHOLIC	DRINK IRISH MIST CORDIALS AND LIQUEURS	74
BEV - ALCOHOLIC	DRINK JAGERMEISTER CORDIALS AND LIQUEURS	92
BEV - ALCOHOLIC	DRINK KAHLUA CORDIALS AND LIQUEURS	104
BEV - ALCOHOLIC	DRINK KAMORA CORDIALS AND LIQUEURS	80
BEV - ALCOHOLIC	DRINK LEROUX CORDIALS AND LIQUEURS	58
BEV - ALCOHOLIC	DRINK MARIE BRIZARD CORDIALS AND LIQUEURS	69
BEV - ALCOHOLIC	DRINK MIDORI CORDIALS AND LIQUEURS	83
BEV - ALCOHOLIC	DRINK PHILLIPS CORDIALS AND LIQUEURS	71
BEV - ALCOHOLIC	DRINK SAMBUCA ROMANA CORDIALS AND LIQUEURS	77
BEV - ALCOHOLIC	DRINK SOUTHERN COMFORT CORDIALS AND LIQUEURS	77
BEV - ALCOHOLIC	DRINK TIA MARIA CORDIALS AND LIQUEURS	75
BEV - ALCOHOLIC	DRINK VANDERMINT CORDIALS AND LIQUEURS	63
BEV - ALCOHOLIC	DRINK WILD TURKEY LIQUEUR CORDIALS AND LIQUEURS	99
BEV - ALCOHOLIC	DRINK YUKON JACK LIQUEUR CORDIALS AND LIQUEURS	56
BEV - ALCOHOLIC	DRINK AFTERSHOCK CORDIALS AND LIQUEURS	82
BEV - ALCOHOLIC	DRINK BLACK VELVET CANADIAN WHISKEY	91
BEV - ALCOHOLIC	DRINK CANADIAN CLUB CANADIAN WHISKEY	94
BEV - ALCOHOLIC	DRINK CANADIAN CLUC CLASSIC CANADIAN WHISKEY	115
BEV - ALCOHOLIC	DRINK CANADIAN MIST CANADIAN WHISKEY	92
BEV - ALCOHOLIC	DRINK CANADIAN RICH AND RARE CANADIAN WHISKEY	59
BEV - ALCOHOLIC	DRINK CROWN ROYAL CANADIAN WHISKEY	96
BEV - ALCOHOLIC	DRINK CROWN ROYAL SPECIAL RESERVE CANADIAN WHISKEY	84
BEV - ALCOHOLIC	DRINK LORD CALVERT CANADIAN CANADIAN WHISKEY	68
BEV - ALCOHOLIC	DRINK SEAGRAMS VO CANADIAN WHISKEY	89
BEV - ALCOHOLIC	DRINK WINDSOR CANADIAN CANADIAN WHISKEY	71

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BEV - ALCOHOLIC	DRINK CANADIAN HUNTER CANADIAN WHISKEY	65
BEV - ALCOHOLIC	DRINK CANADIAN LTD CANADIAN WHISKEY	80
BEV - ALCOHOLIC	DRINK CALVERT EXTRA BLENDED WHISKEY OR RYE	88
BEV - ALCOHOLIC	DRINK FLEISCHMANN'S PREFERRED BLENDED WHISKEY OR RYE	84
BEV - ALCOHOLIC	DRINK IMPERIAL BLENDED WHISKEY OR RYE	108
BEV - ALCOHOLIC	DRINK KESSLER BLENDED WHISKEY OR RYE	97
BEV - ALCOHOLIC	DRINK SEAGRAMS 7 CROWN BLENDED WHISKEY OR RYE	90
BEV - ALCOHOLIC	DRINK BARTONS GIN	82
BEV - ALCOHOLIC	DRINK BEEFEATER (ORIGINAL) GIN	80
BEV - ALCOHOLIC	DRINK BOMBAY GIN	85
BEV - ALCOHOLIC	DRINK BOMBAY SAPPHIRE GIN	91
BEV - ALCOHOLIC	DRINK CALVERT GIN	77
BEV - ALCOHOLIC	DRINK FLEISCHMANN'S GIN	102
BEV - ALCOHOLIC	DRINK GILBEYS GIN	82
BEV - ALCOHOLIC	DRINK GORDONS GIN	87
BEV - ALCOHOLIC	DRINK TANQUERAY GIN	91
BEV - ALCOHOLIC	DRINK SEAGRAMS LIME TWISTED GIN	100
BEV - ALCOHOLIC	DRINK SEAGRAMS EXTRA DRY GIN	73
BEV - ALCOHOLIC	DRINK VOX VODKA	78
BEV - ALCOHOLIC	DRINK ABSOLUTE (REGULAR) VODKA	98
BEV - ALCOHOLIC	DRINK ABSOLUT CITRON VODKA	96
BEV - ALCOHOLIC	DRINK ABSOLUT KURANT VODKA	64
BEV - ALCOHOLIC	DRINK ABSOLUT PEPPAR VODKA	61
BEV - ALCOHOLIC	DRINK FINLANDIA VODKA	93
BEV - ALCOHOLIC	DRINK FLEISCHMANN'S VODKA	65
BEV - ALCOHOLIC	DRINK GILBEYS VODKA	121
BEV - ALCOHOLIC	DRINK GORDONS VODKA	96
BEV - ALCOHOLIC	DRINK KAMCHATKA VODKA	81
BEV - ALCOHOLIC	DRINK MR BOSTON VODKA	102
BEV - ALCOHOLIC	DRINK POPOV VODKA	91
BEV - ALCOHOLIC	DRINK SKOL VODKA	92
BEV - ALCOHOLIC	DRINK SMIRNOFF (REGULAR) VODKA	99
BEV - ALCOHOLIC	DRINK STOLICHNAYA (REGULAR) VODKA	89
BEV - ALCOHOLIC	DRINK TANQUERAY STERLING VODKA	57
BEV - ALCOHOLIC	DRINK WOLFSCHMIDT VODKA	88
BEV - ALCOHOLIC	DRINK KETEL ONE VODKA	80
BEV - ALCOHOLIC	DRINK SKYY VODKA	88
BEV - ALCOHOLIC	DRINK STOLICHNAYA OHRANJ VODKA	74
BEV - ALCOHOLIC	DRINK OTHER SMIRNOFF VODKA	85
BEV - ALCOHOLIC	DRINK SIERRA NEVADA MICROBREWED BEER	102
BEV - ALCOHOLIC	DRINK ANCHOR STEAM MICROBREWED BEER	83

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BEV - ALCOHOLIC	DRINK CATAMOUNT MICROBREWED BEER	61
BEV - ALCOHOLIC	DRINK NEW AMSTERDAM MICROBREWED BEER	103
BEV - ALCOHOLIC	DRINK OREGON MICROBREWED BEER	104
BEV - ALCOHOLIC	DRINK PETES WICKED ALE MICROBREWED BEER	90
BEV - ALCOHOLIC	DRINK SHINER BOCK MICROBREWED BEER	117
BEV - ALCOHOLIC	DRINK FULL SAIL MICROBREWED BEER	79
BEV - ALCOHOLIC	DRINK PYRAMID MICROBREWED BEER	121
BEV - ALCOHOLIC	DRINK REDHOOK ALE MICROBREWED BEER	95
BEV - ALCOHOLIC	DRINK WIDMER BROTHERS MICROBREWED BEER	78
BEV - ALCOHOLIC	DRINK CELIS MICROBREWED BEER	124
BEV - ALCOHOLIC	DRINK SARANAC MICROBREWED BEER	82
BEV - ALCOHOLIC	DRINK ALMADEN DOMESTIC DINNER WINE	84
BEV - ALCOHOLIC	DRINK BERINGER DOMESTIC DINNER WINE	105
BEV - ALCOHOLIC	DRINK CARLO ROSSI DOMESTIC DINNER WINE	119
BEV - ALCOHOLIC	DRINK CHARLES KRUG/CK DOMESTIC DINNER WINE	105
BEV - ALCOHOLIC	DRINK CHRISTIAN BROTHERS DOMESTIC DINNER WINE	74
BEV - ALCOHOLIC	DRINK FETZER DOMESTIC DINNER WINE	113
BEV - ALCOHOLIC	DRINK FRANZIA BROTHERS DOMESTIC DINNER WINE	119
BEV - ALCOHOLIC	DRINK ROBERT MONDAVI DOMESTIC DINNER WINE	103
BEV - ALCOHOLIC	DRINK GALLO DOMESTIC DINNER WINE	97
BEV - ALCOHOLIC	DRINK GLEN ELLEN DOMESTIC DINNER WINE	107
BEV - ALCOHOLIC	DRINK INGLENOOK DOMESTIC DINNER WINE	102
BEV - ALCOHOLIC	DRINK MANISCHEWITZ DOMESTIC DINNER WINE	89
BEV - ALCOHOLIC	DRINK MOGEN DAVID DOMESTIC DINNER WINE	67
BEV - ALCOHOLIC	DRINK NAPA RIDGE DOMESTIC DINNER WINE	177
BEV - ALCOHOLIC	DRINK PAUL MASSON DOMESTIC DINNER WINE	69
BEV - ALCOHOLIC	DRINK STE MICHELLE DOMESTIC DINNER WINE	96
BEV - ALCOHOLIC	DRINK SEBASTIANI DOMESTIC DINNER WINE	117
BEV - ALCOHOLIC	DRINK SONOMA VINEYARDS DOMESTIC DINNER WINE	137
BEV - ALCOHOLIC	DRINK STERLING DOMESTIC DINNER WINE	100
BEV - ALCOHOLIC	DRINK SUTTER HOME DOMESTIC DINNER WINE	111
BEV - ALCOHOLIC	DRINK TAYLOR CALIFORNIA CELLARS DOMESTIC DINNER WINE	97
BEV - ALCOHOLIC	DRINK TAYLOR LAKE COUNTRY DOMESTIC DINNER WINE	71
BEV - ALCOHOLIC	DRINK OTHER TAYLOR DOMESTIC DINNER WINE	63
BEV - ALCOHOLIC	DRINK WOODBRIDGE DOMESTIC DINNER WINE	86
BEV - ALCOHOLIC	DRINK KENDALL JACKSON DOMESTIC DINNER WINE	80
BEV - ALCOHOLIC	DRINK CLOS DU BOIS DOMESTIC DINNER WINE	93
BEV - ALCOHOLIC	DRINK MERIDIAN DOMESTIC DINNER WINE	121
BEV - ALCOHOLIC	DRINK TURNING LEAF DOMESTIC DINNER WINE	100
BEV - ALCOHOLIC	DRINK VENDANGE DOMESTIC DINNER WINE	110
BEV - ALCOHOLIC	DRINK ALMADEN CHAMPANGE AND SPARKLING WINE	107

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BEV - ALCOHOLIC	DRINK ANDRECHAMPANGE AND SPARKLING WINE	117
BEV - ALCOHOLIC	DRINK BALLATORE CHAMPANGE AND SPARKLING WINE	111
BEV - ALCOHOLIC	DRINK CHRISTIAN BROTHERS CHAMPANGE AND SPARKLING WINE	79
BEV - ALCOHOLIC	DRINK CINZANO ASTI CHAMPANGE AND SPARKLING WINE	90
BEV - ALCOHOLIC	DRINK COOKS CHAMPANGE AND SPARKLING WINE	109
BEV - ALCOHOLIC	DRINK DOMAINE CHANDON CHAMPANGE AND SPARKLING WINE	106
BEV - ALCOHOLIC	DRINK DOM PERIGNON CHAMPANGE AND SPARKLING WINE	99
BEV - ALCOHOLIC	DRINK FREIXENET CHAMPANGE AND SPARKLING WINE	74
BEV - ALCOHOLIC	DRINK TAYLOR CALIFORNIA CELLARS CHAMPANGE AND SPARKLING WINE	52
BEV - ALCOHOLIC	DRINK J ROGET CHAMPANGE AND SPARKLING WINE	66
BEV - ALCOHOLIC	DRINK KORBEL CHAMPANGE AND SPARKLING WINE	103
BEV - ALCOHOLIC	DRINK MARTINI AND ROSSI ASTI CHAMPANGE AND SPARKLING WINE	101
BEV - ALCOHOLIC	DRINK MOET AND CHANDON CHAMPANGE AND SPARKLING WINE	95
BEV - ALCOHOLIC	DRINK MUMM CORDON ROUGE CHAMPANGE AND SPARKLING WINE	86
BEV - ALCOHOLIC	DRINK PAUL MASSON CHAMPANGE AND SPARKLING WINE	91
BEV - ALCOHOLIC	DRINK PIPER HEIDSIEKCHAMPANGE AND SPARKLING WINE	73
BEV - ALCOHOLIC	DRINK TAITTINGER CHAMPANGE AND SPARKLING WINE	72
BEV - ALCOHOLIC	DRINK TAYLOR NEW YORK STATE CHAMPANGE AND SPARKLING WINE	68
BEV - ALCOHOLIC	DRINKTOSTI ASTI CHAMPANGE AND SPARKLING WINE	84
BEV - ALCOHOLIC	DRINK TOTTS CHAMPANGE AND SPARKLING WINE	106
BEV - ALCOHOLIC	DRINK PERRIER JOUET CHAMPANGE AND SPARKLING WINE	99
BEV - ALCOHOLIC	DRINK VUEVE CLIQUOT CHAMPANGE AND SPARKLING WINE	73
BEV - ALCOHOLIC	DRINK MUMM CUVEE NAPA CHAMPANGE AND SPARKLING WINE	84
BEV - ALCOHOLIC	DRINK MUMM EXTRA DRY CHAMPANGE AND SPARKLING WINE	86
BEV - ALCOHOLIC	DRINK ROEDERER CHAMPANGE AND SPARKLING WINE	55
BEV - ALCOHOLIC	DRINK GENTLEMAN JACK BOURBON WHISKEY	101
BEV - ALCOHOLIC	DRINK GEORGE DICKEL BOURBON WHISKEY	96
BEV - ALCOHOLIC	DRINK JACK DANIELS BOURBON WHISKEY	102
BEV - ALCOHOLIC	DRINK JIM BEAM BOURBON WHISKEY	79
BEV - ALCOHOLIC	DRINK KNOB CREEK BOURBON WHISKEY	84
BEV - ALCOHOLIC	DRINK MAKERS MARK BOURBON WHISKEY	75
BEV - ALCOHOLIC	DRINK OLD GRANDDAD BOURBON WHISKEY	77
BEV - ALCOHOLIC	DRINK WILD TURKEY BOURBON WHISKEY	83
BEV - ALCOHOLIC	DRINK GRANTS SCOTCH WHISKEY MOST IN LAST 30 DAYS	77
BEV - ALCOHOLIC	DRINK BALLANTINE SCOTCH WHISKEY MOST IN LAST 30 DAYS	123
BEV - ALCOHOLIC	DRINKBUCHANANS SCOTCH WHISKEY MOST IN LAST 30 DAYS	180
BEV - ALCOHOLIC	DRINK BLACK AND WHITE SCOTCH WHISKEY MOST IN LAST 30 DAYS	129
BEV - ALCOHOLIC	DRINK CHIVAS REGAL SCOTCH WHISKEY MOST IN LAST 30 DAYS	125
BEV - ALCOHOLIC	DRINK CLAN MACGREGOR SCOTCH WHISKEY MOST IN LAST 30 DAYS	75
BEV - ALCOHOLIC	DRINK CUTTY SARK SCOTCH WHISKEY MOST IN LAST 30 DAYS	93
BEV - ALCOHOLIC	DRINK DEWARS WHITE LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	71

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BEV - ALCOHOLIC	DRINK GLENFIDDICH SCOTCH WHISKEY MOST IN LAST 30 DAYS	68
BEV - ALCOHOLIC	DRINK THE GLENLIVET SCOTCH WHISKEY MOST IN LAST 30 DAYS	94
BEV - ALCOHOLIC	DRINK J AND B SCOTCH WHISKEY MOST IN LAST 30 DAYS	111
BEV - ALCOHOLIC	DRINK JOHNNIE WALKER BLACK LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	124
BEV - ALCOHOLIC	DRINK JOHNNIE WALKER RED LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	117
BEV - ALCOHOLIC	DRINK PINCH (HAIG) SCOTCH WHISKEY MOST IN LAST 30 DAYS	124
BEV - ALCOHOLIC	DRINK SCORESBY RARE SCOTCH WHISKEY MOST IN LAST 30 DAYS	96
BEV - ALCOHOLIC	DRINK USHERS SCOTCH WHISKEY MOST IN LAST 30 DAYS	112
BEV - ALCOHOLIC	DRINK WHITE HORSE SCOTCH WHISKEY MOST IN LAST 30 DAYS	101
BEV - ALCOHOLIC	DRINK MACALLAN SCOTCH WHISKEY MOST IN LAST 30 DAYS	74
BEV - ALCOHOLIC	DRINK JOHNNIE WALKER BLUE LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	142
BEV - ALCOHOLIC	DRINK CAPTAIN MORGANS PRIVATE STOCK RUM	93
BEV - ALCOHOLIC	DRINK MALIBU RUM	119
BEV - ALCOHOLIC	DRINK BACARDI ANEJO RUM	161
BEV - ALCOHOLIC	DRINK BACARDI SUPERIOR RUM	92
BEV - ALCOHOLIC	DRINK OTHER BACARDI RUM	107
BEV - ALCOHOLIC	DRINK CAPTAIN MORGANS PARROT BAY RUM	105
BEV - ALCOHOLIC	DRINK CAPTAIN MORGANS ORIGINAL SPICED RUM	97
BEV - ALCOHOLIC	DRINK DON Q RUM	173
BEV - ALCOHOLIC	DRINK MOUNT GAY RUM	68
BEV - ALCOHOLIC	DRINK RON CASTILLO RUM	78
BEV - ALCOHOLIC	DRINK RONRICO RUM	107
BEV - ALCOHOLIC	DRINK BACARDI LIMON RUM	110
BEV - ALCOHOLIC	DRINK MYERSS ORIGINAL DARK JAMAICAN RUM	91
BEV - ALCOHOLIC	JOSE CUERVO TEQUILA BRAND SUMMARY	112
BEV - ALCOHOLIC	SAUZA TEQUILA BRAND SUMMARY	138
BEV - ALCOHOLIC	DRINK YELLOW TAIL IMPORTED DINNER WINES	89
BEV - ALCOHOLIC	DRINK PHILLIPS UNION BLENDED WHISKEY OR RYE	111
BEV - ALCOHOLIC	DRINK ABSOLUT RASPBERRY VODKA	106
BEV - ALCOHOLIC	DRINK ABSOLUT VANILIA VODKA	79
BEV - ALCOHOLIC	DRINK UV VODKA	82
BEV - ALCOHOLIC	DRINK EL JIMADOR TEQUILA	195
BEV - ALCOHOLIC	DRINK TGI FRIDAYS PREP COCKTAIL MIXES WITH LIQUOR	93
BEV - ALCOHOLIC	DRINK SKYY BLUE FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	95
BEV - ALCOHOLIC	DRINK BACARDI SILVER FLAVORED ALCOHOLIC BEV. MOST IN LAST 30 DAYS	108
BEV - ALCOHOLIC	DRINK STOLICHNAYA CITRONA FLAV. ALCOHOLIC BEV. MOST IN LAST 30 DAYS	113
BEV - ALCOHOLIC	DRINK ARBOR MIST DOMESTIC DINNER WINE	90
BEV - ALCOHOLIC	DRINK COORS NO ALCOHOL/LOW ALCOHOL BEER	148
BEV - ALCOHOLIC	DRINK ODOULS NO ALCOHOL/LOW ALCOHOL BEER	86
BEV - ALCOHOLIC	DRINK SHARPS NO ALCOHOL/LOW ALCOHOL BEER	77
BEV - ALCOHOLIC	DRINK BUSCH NO ALCOHOL/LOW ALCOHOL BEER	103

## CPR Report

BEV - ALCOHOLIC	DRINK MALT LIQUOR	99
BEV - ALCOHOLIC	DRINK IMPORTED BEER	113
BEV - ALCOHOLIC	DRINK BECKS PREMIERLIGHT LOW CAL BEER	123
BEV - ALCOHOLIC	DRINK MICHELOB ULTRALIGHT LOW CAL BEER	99
BEV - ALCOHOLIC	DRINK SAM ADAMSLIGHT LOW CAL BEER	93
BEV - ALCOHOLIC	DRINK REGULAR DOMESTIC BEER	101
BEV - ALCOHOLIC	DRINK BUD DRY REGULAR DOMESTIC BEER	112
BEV - ALCOHOLIC	DRINK SAMUEL ADAMS REGULAR DOMESTIC BEER	90
BEV - ALCOHOLIC	DRINK COOLERS	103
BEV - ALCOHOLIC	DRINK PORT, SHERRY AND DESSERT WINES	104
BEV - ALCOHOLIC	DRINK DOMESTIC DINNER/TABLE WINES	97
BEV - ALCOHOLIC	DRINK BV (BEAULIEU VINEYARD) DOMESTIC DINNER WINE	92
BEV - ALCOHOLIC	DRINK REDWOOD CREEK DOMESTIC DINNER WINE	103
BEV - ALCOHOLIC	DRINK WILD VINES DOMESTIC DINNER WINE	112
BEV - ALCOHOLIC	DRINK IMPORTED DINNER/TABLE WINES	96
BEV - ALCOHOLIC	DRINK CHAMPANGE AND SPARKLING WINE	98
BEV - ALCOHOLIC	DRINK RUM	102
BEV - ALCOHOLIC	DRINK AUSTIN VALE IMPORTED DINNER WINES	96
BEV - ALCOHOLIC	DRINK BELLA SERA IMPORTED DINNER WINES	80
BEV - ALCOHOLIC	DRINK CAVIT IMPORTED DINNER WINES	94
BEV - ALCOHOLIC	DRINK CORBETT IMPORTED DINNER WINES	82
BEV - ALCOHOLIC	DRINK FREIXENET IMPORTED DINNER WINES	76
BEV - ALCOHOLIC	DRINK JACOBS CREEK IMPORTED DINNER WINES	76
BEV - ALCOHOLIC	DRINK TEQUILA	116
BEV - ALCOHOLIC	DRINK SANTA MARGHERITA IMPORTED DINNER WINES	95
BEV - ALCOHOLIC	DRINK LINDEMANS IMPORTED DINNER WINES	80
BEV - ALCOHOLIC	DRINK ROSEMOUNT ESTATE IMPORTED DINNER WINES	78
BEV - ALCOHOLIC	DRINK BRANDY AND ARMAGNAC	100
BEV - ALCOHOLIC	DRINK COGNAC	103
BEV - ALCOHOLIC	DRINK PREP COCKTAIL MIXES WITH LIQUOR	101
BEV - ALCOHOLIC	DRINK CORDIALS AND LIQUEURS	94
BEV - ALCOHOLIC	DRINK CANADIAN WHISKEY	90
BEV - ALCOHOLIC	DRINK BENEDICTINE CORDIALS AND LIQUEURS	70
BEV - ALCOHOLIC	DRINK CAMPARI CORDIALS AND LIQUEURS	58
BEV - ALCOHOLIC	DRINK SOUTHERN TWIST CORDIALS AND LIQUEURS	77
BEV - ALCOHOLIC	DRINK BOURBON WHISKEY	94
BEV - ALCOHOLIC	DRINK SCOTCH WHISKEY	107
BEV - ALCOHOLIC	DRINK BLENDED WHISKEY OR RYE	93
BEV - ALCOHOLIC	DRINK GIN	87
BEV - ALCOHOLIC	DRINK ALICE WHITE DOMESTIC DINNER WINE	93
BEV - ALCOHOLIC	DRINK FREI BROTHERS DOMESTIC DINNER WINE	108

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BEV - ALCOHOLIC	DRINK VODKA	96
BEV - ALCOHOLIC	DRINK BLACK SWAN DOMESTIC DINNER WINE	78
BEV - ALCOHOLIC	DRINK LUNA DI LUNA IMPORTED DINNER WINES	72
BEV - ALCOHOLIC	DRINK SPEYSIDE SCOTCH WHISKEY MOST IN LAST 30 DAYS	101
BEV - ALCOHOLIC	DRINK SEAGRAMS FLAVOR VODKA	72
BEV - ALCOHOLIC	DRINK SEAGRAMS EXTRA SMOOTH VODKA	88
BEV - ALCOHOLIC	DRINK JOSE CUERVO AUTHENTICS PREP COCKTAIL MIXES WITH LIQUOR	102
BEV - NON-ALCOHOLIC	DRINK MAUNA LAI FRUIT JUICES	131
BEV - NON-ALCOHOLIC	DRINK TREESWEET FRUIT JUICES	113
BEV - NON-ALCOHOLIC	DRINK CARNATION INSTANT HOT COCOA MIX	109
BEV - NON-ALCOHOLIC	DRINK SWISS MISS INSTANT HOT COCOA MIX	89
BEV - NON-ALCOHOLIC	USE COUNTRY TIME POWDER SOFT DRINKS MOST IN HOUSEHOLD	89
BEV - NON-ALCOHOLIC	USE KOOL-AID POWDER SOFT DRINKS MOST IN HOUSEHOLD	101
BEV - NON-ALCOHOLIC	DRINK BIGELOW REGULAR TEA	92
BEV - NON-ALCOHOLIC	DRINK CELESTIAL SEASONINGS REGULAR TEA	100
BEV - NON-ALCOHOLIC	DRINK LIPTON REGULAR TEA	98
BEV - NON-ALCOHOLIC	USE FOLGERS GROUND COFFEE	97
BEV - NON-ALCOHOLIC	USE MAXWELL HOUSE GROUND COFFEE	81
BEV - NON-ALCOHOLIC	DRINK MINUTE MAID ORANGE JUICE	111
BEV - NON-ALCOHOLIC	DRINK TROPICANA ORANGE JUICE	109
BEV - NON-ALCOHOLIC	USE SEATTLES BEST GROUND COFFEE	94
BEV - NON-ALCOHOLIC	DRINK OCEAN SPRAY FRUIT JUICES	93
BEV - NON-ALCOHOLIC	DRINK MOTTS FRUIT JUICES	102
BEV - NON-ALCOHOLIC	DRINK OTHER TROPICANA FRUIT JUICES	111
BEV - NON-ALCOHOLIC	DRINK TROPICANA TWISTER FRUIT JUICES	107
BEV - NON-ALCOHOLIC	DRINK V8 SPLASH (REGULAR) FRUIT JUICES	109
BEV - NON-ALCOHOLIC	DRINK DIET V8 SPLASH FRUIT JUICES	86
BEV - NON-ALCOHOLIC	DRINK WELCHS FRUIT JUICES	94
BEV - NON-ALCOHOLIC	DRINK ABUELITA INSTANT HOT COCOA MIX	191
BEV - NON-ALCOHOLIC	DRINK OVALTINE INSTANT HOT COCOA MIX	87
BEV - NON-ALCOHOLIC	DRINK ENERGY DRINKS	116
BEV - NON-ALCOHOLIC	DRINK RED BULL ENERGY DRINKS	124
BEV - NON-ALCOHOLIC	DRINK S PELLEGRINO SPARKLING WATERS/SELTZERS	95
BEV - NON-ALCOHOLIC	DRINK DASANI NON-CARB BOTTLED WATER	97
BEV - NON-ALCOHOLIC	DRINK S PELLEGRINO NON-CARB BOTTLED WATER	129
BEV - NON-ALCOHOLIC	DRINK LIPTON ICED TEA READY TO DRINK	97
BEV - NON-ALCOHOLIC	DRINK NESTEA ICED TEA READY TO DRINK	106
BEV - NON-ALCOHOLIC	DRINK TAZO REGULAR TEA	95
BEV - NON-ALCOHOLIC	DRINK BOLTHOUSE FRUIT JUICES	114
BEV - NON-ALCOHOLIC	DRINK CHERRY COKE PEPSI REGUALRE COLA DRINKS	95
BEV - NON-ALCOHOLIC	DRINK WILD CHERRY PEPSI PEPSI REGUALRE COLA DRINKS	86

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BEV - NON-ALCOHOLIC	DRINK CHERRY RC PEPSI REGUALRE COLA DRINKS	102
BEV - NON-ALCOHOLIC	DRINK CRUSH REGULAR CARBONATED DRINKS	91
BEV - NON-ALCOHOLIC	DRINK SLICE REGULAR CARBONATED DRINKS	113
BEV - NON-ALCOHOLIC	DRINK WELCHS REGULAR CARBONATED DRINKS	85
BEV - NON-ALCOHOLIC	USE INSTANT HOT COCOA MIX IN THE HOUSEHOLD	99
BEV - NON-ALCOHOLIC	DRINK STORE BRAND INSTANT HOT COCOA MIX	80
BEV - NON-ALCOHOLIC	DRINK HERSHEY INSTANT HOT COCOA MIX	100
BEV - NON-ALCOHOLIC	DRINK NESTLE INSTANT HOT COCOA MIX	107
BEV - NON-ALCOHOLIC	USE POWDERED SOFT DRINKS (ADD WATER) IN THE HOUSEHOLD	102
BEV - NON-ALCOHOLIC	USE CRYSTAL LIGHT POWDER SOFT DRINKS MOST IN HOUSEHOLD	101
BEV - NON-ALCOHOLIC	USE FLAVOR-AID POWDER SOFT DRINKS MOST IN HOUSEHOLD	92
BEV - NON-ALCOHOLIC	USE GATORADE POWDER SOFT DRINKS MOST IN HOUSEHOLD	121
BEV - NON-ALCOHOLIC	USE HAWAIIAN PUNCH POWDER SOFT DRINKS MOST IN HOUSEHOLD	99
BEV - NON-ALCOHOLIC	USE STORE BRAND POWDER SOFT DRINKS MOST IN HOUSEHOLD	93
BEV - NON-ALCOHOLIC	USE REALEMON LEMONADE POWDER SOFT DRINKS MOST IN HOUSEHOLD	118
BEV - NON-ALCOHOLIC	USE WYLER'S POWDER SOFT DRINKS MOST IN HOUSEHOLD	88
BEV - NON-ALCOHOLIC	USE TANG POWDER SOFT DRINKS MOST IN HOUSEHOLD	124
BEV - NON-ALCOHOLIC	DRINK REGULAR TEA (IN BAGS/PACKAGES)	97
BEV - NON-ALCOHOLIC	DRINK LUZIANNE REGULAR TEA	80
BEV - NON-ALCOHOLIC	DRINK NESTEA REGULAR TEA	102
BEV - NON-ALCOHOLIC	DRINK RED ROSE REGULAR TEA	74
BEV - NON-ALCOHOLIC	DRINK SALADA REGULAR TEA	78
BEV - NON-ALCOHOLIC	DRINK TETLEY REGULAR TEA	85
BEV - NON-ALCOHOLIC	DRINK TWININGS REGULAR TEA	99
BEV - NON-ALCOHOLIC	DRINK STORE BRAND REGULAR TEA	86
BEV - NON-ALCOHOLIC	DRINK GENERAL FOODS INTERNATIONAL CHAI LATTE REGULAR TEA	94
BEV - NON-ALCOHOLIC	USE INSTANT/FREEZE-DRIED COFFEE IN HOUSEHOLD	114
BEV - NON-ALCOHOLIC	DRINK FOLGERS INSTANT COFFEE	119
BEV - NON-ALCOHOLIC	DRINK MAXWELL HOUSE INSTANT COFFEE	74
BEV - NON-ALCOHOLIC	DRINK NESCAFE INSTANT COFFEE	165
BEV - NON-ALCOHOLIC	DRINK STORE BRAND INSTANT COFFEE	93
BEV - NON-ALCOHOLIC	USE ESPRESSO/CAPPUCCINO IN HOUSEHOLD	106
BEV - NON-ALCOHOLIC	DRINK STARBUCKS ESPRESSO/CAPPUCCINO	112
BEV - NON-ALCOHOLIC	DRINK NESCAFE ESPRESSO/CAPPUCCINO	131
BEV - NON-ALCOHOLIC	USE GROUND OR WHOLE BEAN COFFEE IN THE HOUSEHOLD	96
BEV - NON-ALCOHOLIC	USE STARBUCKS GROUND COFFEE	110
BEV - NON-ALCOHOLIC	DRINK SIMPLY ORANGE ORANGE JUICE	92
BEV - NON-ALCOHOLIC	HOUSEHOLD DRINKS FROZEN ORANGE JUICE	101
BEV - NON-ALCOHOLIC	USE MINUTE MAID FROZEN ORANGE JUICE	103
BEV - NON-ALCOHOLIC	USE DOLE FROZEN ORANGE JUICE	111
BEV - NON-ALCOHOLIC	DRINK ORANGE JUICE BOTTLES/CANS/CARTONS IN HOUSEHOLD	103

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BEV - NON-ALCOHOLIC	DRINK DONALD DUCK ORANGE JUICE	157
BEV - NON-ALCOHOLIC	DRINK FLORIDA GOLD ORANGE JUICE	119
BEV - NON-ALCOHOLIC	DRINK FLORIDAS NATURAL ORANGE JUICE	105
BEV - NON-ALCOHOLIC	DRINK STORE BRANDS ORANGE JUICE	86
BEV - NON-ALCOHOLIC	DRINK OCEAN SPRAY ORANGE JUICE	116
BEV - NON-ALCOHOLIC	DRINK SUNKIST ORANGE JUICE	113
BEV - NON-ALCOHOLIC	DRINK TREESWEET ORANGE JUICE	146
BEV - NON-ALCOHOLIC	DRINK DOLE ORANGE JUICE	144
BEV - NON-ALCOHOLIC	DRINK VERYFINE ORANGE JUICE	103
BEV - NON-ALCOHOLIC	DRINK OTHER FRUIT JUICES IN THE HOUSEHOLD	101
BEV - NON-ALCOHOLIC	DRINK CONCHITA FRUIT JUICES	163
BEV - NON-ALCOHOLIC	DRINK NORTHLAND FRUIT JUICES	100
BEV - NON-ALCOHOLIC	DRINK GOYA FRUIT JUICES	147
BEV - NON-ALCOHOLIC	DRINK JUMEX FRUIT JUICES	195
BEV - NON-ALCOHOLIC	DRINK DEL MONTE FRUIT JUICES	110
BEV - NON-ALCOHOLIC	DRINK APPLE AND EVE FRUIT JUICES	111
BEV - NON-ALCOHOLIC	DRINK BRIGHT AND EARLY FRUIT JUICES	61
BEV - NON-ALCOHOLIC	DRINK CAPRI SUN FRUIT JUICES	115
BEV - NON-ALCOHOLIC	DRINK CHIQUITA FRUIT JUICES	148
BEV - NON-ALCOHOLIC	DRINK COUNTRY TIME FRUIT JUICES	87
BEV - NON-ALCOHOLIC	DRINK CRYSTAL LIGHT (IN BOTTLES) FRUIT JUICES	102
BEV - NON-ALCOHOLIC	DRINK JUICY JUICE FRUIT JUICES	91
BEV - NON-ALCOHOLIC	DRINK FIVE ALIVE FRUIT JUICES	94
BEV - NON-ALCOHOLIC	DRINK FLORIDAS NATURAL FRUIT JUICES	105
BEV - NON-ALCOHOLIC	DRINK FRUITOPIA FRUIT JUICES	75
BEV - NON-ALCOHOLIC	DRINK GATORADE FRUIT JUICES	107
BEV - NON-ALCOHOLIC	DRINK HANSENS FRUIT JUICES	175
BEV - NON-ALCOHOLIC	DRINK HAWAIIAN PUNCH FRUIT JUICES	95
BEV - NON-ALCOHOLIC	DRINK HI-C FRUIT JUICES	84
BEV - NON-ALCOHOLIC	DRINK KERNS FRUIT JUICES	180
BEV - NON-ALCOHOLIC	DRINK KOOL-AID BURST FRUIT JUICES	110
BEV - NON-ALCOHOLIC	DRINK LIBBYS FRUIT JUICES	91
BEV - NON-ALCOHOLIC	DRINK MARTINELLIS FRUIT JUICES	112
BEV - NON-ALCOHOLIC	DRINK SUNSWEET FRUIT JUICES	87
BEV - NON-ALCOHOLIC	DRINK REALEMON FRUIT JUICES	87
BEV - NON-ALCOHOLIC	DRINK SENECA FRUIT JUICES	126
BEV - NON-ALCOHOLIC	DRINK SNAPPLE FRUIT JUICES	100
BEV - NON-ALCOHOLIC	DRINK SUNNY DELIGHT FRUIT JUICES	110
BEV - NON-ALCOHOLIC	DRINK VERYFINE FRUIT JUICES	91
BEV - NON-ALCOHOLIC	DRINK TREE TOP FRUIT JUICES	134
BEV - NON-ALCOHOLIC	DRINK WELCHADE FRUIT JUICES	99

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BEV - NON-ALCOHOLIC	DRINK WYLLERS FRUIT JUICES	71
BEV - NON-ALCOHOLIC	DRINK STORE BRAND FRUIT JUICES	92
BEV - NON-ALCOHOLIC	DRINK DOLE JUICE FRUIT JUICES	115
BEV - NON-ALCOHOLIC	DRINK MINUTE MAID FRUIT JUICES	111
BEV - NON-ALCOHOLIC	DRINK TOMATO AND VEGETABLE JUICES IN THE HOUSEHOLD	91
BEV - NON-ALCOHOLIC	USED V8 TOMATO/VEGETABLE JUICE	95
BEV - NON-ALCOHOLIC	USED CAMPBELLS TOMATO TOMATO/VEGETABLE JUICE	78
BEV - NON-ALCOHOLIC	USED DEL MONTE TOMATO/VEGETABLE JUICE	97
BEV - NON-ALCOHOLIC	DRINK KOOL-AID JAMMERS FRUIT JUICES	95
BEV - NON-ALCOHOLIC	DRINK DIET COKE WITH LEMON DIET COLA	114
BEV - NON-ALCOHOLIC	DRINK DIET PEPSI TWIST DIET COLA	143
BEV - NON-ALCOHOLIC	DRINK DIET CODE RED MOUNTAIN DEW CABONATED DIET DRINKS	92
BEV - NON-ALCOHOLIC	DRINK CRYSTAL BAY SPARKLING WATERS/SELTZERS	117
BEV - NON-ALCOHOLIC	DRINK DIET COKE DIET COLA	98
BEV - NON-ALCOHOLIC	DRINK CAFFEINE-FREE DIET COKE DIET COLA	89
BEV - NON-ALCOHOLIC	DRINK DIET PEPSI DIET COLA	91
BEV - NON-ALCOHOLIC	DRINK CAFFEINE-FREE DIET PEPSI DIET COLA	81
BEV - NON-ALCOHOLIC	DRINK DIET RITE COLA DIET COLA	88
BEV - NON-ALCOHOLIC	DRINK PEPSI ONE DIET COLA	88
BEV - NON-ALCOHOLIC	DRINK STORE BRAND DIET COLA	85
BEV - NON-ALCOHOLIC	DRINK DIET CHERRY COKE DIET COLA	93
BEV - NON-ALCOHOLIC	DRINK DIET BARQS ROOT BEER CABONATED DIET DRINKS	78
BEV - NON-ALCOHOLIC	DRINK AANDW DIET ROOT BEER CABONATED DIET DRINKS	87
BEV - NON-ALCOHOLIC	DRINK CANADA DRY DIET GINGER ALE CABONATED DIET DRINKS	83
BEV - NON-ALCOHOLIC	DRINK DIET SPRITE ZERO CABONATED DIET DRINKS	95
BEV - NON-ALCOHOLIC	DRINK DIET MINUTE MAID CABONATED DIET DRINKS	116
BEV - NON-ALCOHOLIC	DRINK DIET MOUNTAIN DEW CABONATED DIET DRINKS	86
BEV - NON-ALCOHOLIC	DRINK DIET 7-UP CABONATED DIET DRINKS	99
BEV - NON-ALCOHOLIC	DRINK DIET CHERRY 7-UP CABONATED DIET DRINKS	99
BEV - NON-ALCOHOLIC	DRINK DIET SLICE ORANGE CABONATED DIET DRINKS	80
BEV - NON-ALCOHOLIC	DRINK DIET SQUIRT CABONATED DIET DRINKS	115
BEV - NON-ALCOHOLIC	DRINK DIET SUNKIST ORANGE CABONATED DIET DRINKS	94
BEV - NON-ALCOHOLIC	DRINK DIET DR PEPPER CABONATED DIET DRINKS	95
BEV - NON-ALCOHOLIC	DRINK FRESCA CABONATED DIET DRINKS	98
BEV - NON-ALCOHOLIC	DRINK STORE BRAND CABONATED DIET DRINKS	88
BEV - NON-ALCOHOLIC	DRINK FAYGO COLA PEPSI REGUALRE COLA DRINKS	61
BEV - NON-ALCOHOLIC	DRINK COCA-COLA CLASSIC PEPSI REGUALRE COLA DRINKS	115
BEV - NON-ALCOHOLIC	DRINK CAFFEINE-FREE COCA-COLA CLASSIC REGULAR COLA DRINKS	100
BEV - NON-ALCOHOLIC	DRINK STORE BRAND PEPSI REGUALRE COLA DRINKS	86
BEV - NON-ALCOHOLIC	DRINK PEPSI-COLA PEPSI REGUALRE COLA DRINKS	104
BEV - NON-ALCOHOLIC	DRINK CAFFEINE-FREE PEPSI REGUALRE COLA DRINKS	86

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

## CPR Report

BEV - NON-ALCOHOLIC	DRINK RC COLA PEPSI REGUALRE COLA DRINKS	97
BEV - NON-ALCOHOLIC	DRINK SHASTA COLA PEPSI REGUALRE COLA DRINKS	123
BEV - NON-ALCOHOLIC	DRINK DADS ROOT BEER REGULAR CARBONATED DRINKS	98
BEV - NON-ALCOHOLIC	DRINK AANDW CREAM SODA REGULAR CARBONATED DRINKS	84
BEV - NON-ALCOHOLIC	DRINK AANDW ROOT BEER REGULAR CARBONATED DRINKS	95
BEV - NON-ALCOHOLIC	DRINK BARQS ROOT BEER REGULAR CARBONATED DRINKS	93
BEV - NON-ALCOHOLIC	DRINK CANADA DRY GINGER ALE REGULAR CARBONATED DRINKS	81
BEV - NON-ALCOHOLIC	DRINK CANADA DRY CLUB SODA REGULAR CARBONATED DRINKS	88
BEV - NON-ALCOHOLIC	DRINK CANADA DRY TONIC WATER REGULAR CARBONATED DRINKS	83
BEV - NON-ALCOHOLIC	DRINK DR PEPPER REGULAR CARBONATED DRINKS	99
BEV - NON-ALCOHOLIC	DRINK FANTA REGULAR CARBONATED DRINKS	139
BEV - NON-ALCOHOLIC	DRINK HIRES ROOT BEER REGULAR CARBONATED DRINKS	85
BEV - NON-ALCOHOLIC	DRINK IBC ROOT BEER REGULAR CARBONATED DRINKS	97
BEV - NON-ALCOHOLIC	DRINK MELLO YELLO REGULAR CARBONATED DRINKS	63
BEV - NON-ALCOHOLIC	DRINK MOUNTAIN DEW REGULAR CARBONATED DRINKS	94
BEV - NON-ALCOHOLIC	DRINK MINUTE MAID REGULAR CARBONATED DRINKS	107
BEV - NON-ALCOHOLIC	DRINK MR PIBB REGULAR CARBONATED DRINKS	97
BEV - NON-ALCOHOLIC	DRINK MUG ROOT BEER REGULAR CARBONATED DRINKS	101
BEV - NON-ALCOHOLIC	DRINK 7-UP REGULAR CARBONATED DRINKS	116
BEV - NON-ALCOHOLIC	DRINK SCHWEPPEES GINGER ALE REGULAR CARBONATED DRINKS	77
BEV - NON-ALCOHOLIC	DRINK SCHWEPPEES CLUB SODA REGULAR CARBONATED DRINKS	104
BEV - NON-ALCOHOLIC	DRINK SCHWEPPEES TONIC WATER REGULAR CARBONATED DRINKS	88
BEV - NON-ALCOHOLIC	DRINK SEAGRAMS GINGER ALE REGULAR CARBONATED DRINKS	82
BEV - NON-ALCOHOLIC	DRINK SEAGRAMS CLUB SODA REGULAR CARBONATED DRINKS	110
BEV - NON-ALCOHOLIC	DRINK SEAGRAMS TONIC WATER REGULAR CARBONATED DRINKS	88
BEV - NON-ALCOHOLIC	DRINK CHERRY 7-UP REGULAR CARBONATED DRINKS	91
BEV - NON-ALCOHOLIC	DRINK SPRITE REGULAR CARBONATED DRINKS	104
BEV - NON-ALCOHOLIC	DRINK SQUIRT REGULAR CARBONATED DRINKS	113
BEV - NON-ALCOHOLIC	DRINK SUNKIST REGULAR CARBONATED DRINKS	106
BEV - NON-ALCOHOLIC	DRINK STORE BRAND REGULAR CARBONATED DRINKS	93
BEV - NON-ALCOHOLIC	DRINK SUN DROP REGULAR CARBONATED DRINKS	119
BEV - NON-ALCOHOLIC	DRINK ICE MOUNTAIN SPRING WATER NON-CARB BOTTLED WATER	77
BEV - NON-ALCOHOLIC	DRINK LA CROIX SPARKLING WATERS/SELTZERS	97
BEV - NON-ALCOHOLIC	DRINK CALISTOGA SPARKLING WATERS/SELTZERS	120
BEV - NON-ALCOHOLIC	DRINK CANADA DRY SPARKLING WATERS/SELTZERS	99
BEV - NON-ALCOHOLIC	DRINK CLEARLY CANADIAN SPARKLING WATERS/SELTZERS	78
BEV - NON-ALCOHOLIC	DRINK HANSENS SPARKLING WATERS/SELTZERS	114
BEV - NON-ALCOHOLIC	DRINK ICE MOUNTAIN SPARKLING WATERS/SELTZERS	92
BEV - NON-ALCOHOLIC	DRINK MISTIC SPARKLING WATERS/SELTZERS	84
BEV - NON-ALCOHOLIC	DRINK SNAPPLE SPARKLING WATERS/SELTZERS	118
BEV - NON-ALCOHOLIC	DRINK ORANGINA SPARKLING WATERS/SELTZERS	70

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BEV - NON-ALCOHOLIC	DRINK OZARKA SPARKLING WATERS/SELTZERS	125
BEV - NON-ALCOHOLIC	DRINK PERRIER SPARKLING WATERS/SELTZERS	101
BEV - NON-ALCOHOLIC	DRINK POLAND SPRING SPARKLING WATERS/SELTZERS	76
BEV - NON-ALCOHOLIC	DRINK SCHWEPES SPARKLING WATERS/SELTZERS	81
BEV - NON-ALCOHOLIC	DRINK SEAGRAMS SPARKLING WATERS/SELTZERS	74
BEV - NON-ALCOHOLIC	DRINK VINTAGE SELTZER SPARKLING WATERS/SELTZERS	73
BEV - NON-ALCOHOLIC	DRINK STORE BRAND SPARKLING WATERS/SELTZERS	91
BEV - NON-ALCOHOLIC	DRINK DANNON SPARKLING WATERS/SELTZERS	108
BEV - NON-ALCOHOLIC	DRINK NAYA NON-CARB BOTTLED WATER	109
BEV - NON-ALCOHOLIC	DRINK ARROWHEAD NON-CARB BOTTLED WATER	169
BEV - NON-ALCOHOLIC	DRINK CALISTOGA NON-CARB BOTTLED WATER	179
BEV - NON-ALCOHOLIC	DRINK COLD SPRING NON-CARB BOTTLED WATER	94
BEV - NON-ALCOHOLIC	DRINK CRYSTAL GEYSER NON-CARB BOTTLED WATER	128
BEV - NON-ALCOHOLIC	DRINK DEER PARK NON-CARB BOTTLED WATER	76
BEV - NON-ALCOHOLIC	DRINK EVIAN NON-CARB BOTTLED WATER	88
BEV - NON-ALCOHOLIC	DRINK GREAT BEAR NON-CARB BOTTLED WATER	82
BEV - NON-ALCOHOLIC	DRINK MOUNTAIN VALLEY NON-CARB BOTTLED WATER	80
BEV - NON-ALCOHOLIC	DRINK OZARKA NON-CARB BOTTLED WATER	116
BEV - NON-ALCOHOLIC	DRINK POLAND SPRING NON-CARB BOTTLED WATER	88
BEV - NON-ALCOHOLIC	DRINK SPARKLETTES NON-CARB BOTTLED WATER	185
BEV - NON-ALCOHOLIC	DRINK ZEPHYRHILLS NON-CARB BOTTLED WATER	133
BEV - NON-ALCOHOLIC	DRINK AQUAFINA NON-CARB BOTTLED WATER	105
BEV - NON-ALCOHOLIC	DRINK DANNON NON-CARB BOTTLED WATER	97
BEV - NON-ALCOHOLIC	DRINK PENAFIEL NON-CARB BOTTLED WATER	150
BEV - NON-ALCOHOLIC	DRINK PEPSI TWIST PEPSI REGUALRE COLA DRINKS	80
BEV - NON-ALCOHOLIC	DRINK COCA-COLA WITH LIME PEPSI REGUALRE COLA DRINKS	127
BEV - NON-ALCOHOLIC	DRINK PEPSI LIME PEPSI REGUALRE COLA DRINKS	101
BEV - NON-ALCOHOLIC	DRINK RED FUSION (DR PEPPER) REGULAR CARBONATED DRINKS	112
BEV - NON-ALCOHOLIC	DRINK CODE RED MOUNTAIN DEW REGULAR CARBONATED DRINKS	83
BEV - NON-ALCOHOLIC	DRINK SIERRA MIST REGULAR CARBONATED DRINKS	103
BEV - NON-ALCOHOLIC	DRINK BARRILITOS REGULAR CARBONATED DRINKS	175
BEV - NON-ALCOHOLIC	DRINK JARRITOS REGULAR CARBONATED DRINKS	194
BEV - NON-ALCOHOLIC	DRINK PENAFIEL REGULAR CARBONATED DRINKS	149
BEV - NON-ALCOHOLIC	DRINK PENAFIEL SPARKLING WATERS/SELTZERS	159
BEV - NON-ALCOHOLIC	DRINK STARBUCKS FRAPPUCCINO COFFEE DRINK (READY TO DRINK)	122
BEV - NON-ALCOHOLIC	DRINK READY TO DRINK COFFEE	106
BEV - NON-ALCOHOLIC	DRINK FOLGERS JAKADA COFFEE DRINK (READY TO DRINK)	97
BEV - NON-ALCOHOLIC	DRINK STORE BRAND NON-CARB BOTTLED WATER	103
BEV - NON-ALCOHOLIC	DRINK 7-UP PLUS CABONATED DIET DRINKS	105
BEV - NON-ALCOHOLIC	DRINK DIET CHERRY VANILLA DR PEPPER CABONATED DIET DRINKS	94
BEV - NON-ALCOHOLIC	DRINK SIERRA MIST FREE CABONATED DIET DRINKS	103

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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BEV - NON-ALCOHOLIC	DRINK THIRST QUENCHER/ACTIVITY DRINKS	111
BEV - NON-ALCOHOLIC	DRINK ALL SPORT THIRST QUENCHER/ACTIVITY DRINKS	101
BEV - NON-ALCOHOLIC	DRINK GATORADE THIRST QUENCHER/ACTIVITY DRINKS	114
BEV - NON-ALCOHOLIC	DRINK POWERADE THIRST QUENCHER/ACTIVITY DRINKS	110
BEV - NON-ALCOHOLIC	DRINK ICED TEA (READY TO DRINK)	99
BEV - NON-ALCOHOLIC	DRINK SNAPPLE ICED TEA READY TO DRINK	110
BEV - NON-ALCOHOLIC	DRINK ARIZONA ICED TEA READY TO DRINK	111
BEV - NON-ALCOHOLIC	DRINK STORE BRAND ICED TEA READY TO DRINK	85
BEV - NON-ALCOHOLIC	DRINK DIET OR SUGAR-FREE COLAS	93
BEV - NON-ALCOHOLIC	DRINK OTHER CARBONATED DIET DRINKS	92
BEV - NON-ALCOHOLIC	DRINK FIJI NON-CARB BOTTLED WATER	106
BEV - NON-ALCOHOLIC	DRINK FRUIT2O NON-CARB BOTTLED WATER	76
BEV - NON-ALCOHOLIC	DRINK GLACEAU VITAMIN WATER NON-CARB BOTTLED WATER	100
BEV - NON-ALCOHOLIC	DRINK NESTLE NON-CARB BOTTLED WATER	97
BEV - NON-ALCOHOLIC	DRINK COCA-COLA C2 DIET COLA	127
BEV - NON-ALCOHOLIC	DRINK DIET COKE WITH LIME DIET COLA	108
BEV - NON-ALCOHOLIC	DRINK CHERRY VANILLA DR PEPPER REGULAR CARBONATED DRINKS	89
BEV - NON-ALCOHOLIC	DRINK REGULAR COLA (NOT DIET)	103
BEV - NON-ALCOHOLIC	DRINK AQUAFINA SPARKLING SPARKLING WATERS/SELTZERS	118
BEV - NON-ALCOHOLIC	DRINK OTHER REGULAR CARBONATED (NON-COLA) DRINKS	101
BEV - NON-ALCOHOLIC	DRINK PROPEL NON-CARB BOTTLED WATER	77
BEV - NON-ALCOHOLIC	DRINK SPARKLING WATERS/SELTZERS/NAT SODAS	105
BEV - NON-ALCOHOLIC	DRINK NON-CARBONATED BOTTLED SPRING WATER	105
BEV - NON-ALCOHOLIC	DRINK COCA-COLA ZERO DIET COLA	112
BEV - NON-ALCOHOLIC	DRINK DIET COKE WITH SPLENDA DIET COLA	114
BEV - NON-ALCOHOLIC	DRINK DIET PEPSI WITH LIME DIET COLA	108
BEV - NON-ALCOHOLIC	DRINK MOUNTAIN DEW LIVEWIRE REGULAR CARBONATED DRINKS	100
BEV - NON-ALCOHOLIC	DRINK SANGRIA SENORIAL REGULAR CARBONATED DRINKS	167
BEV - NON-ALCOHOLIC	DRINK SIDRAL MUNDET REGULAR CARBONATED DRINKS	160
BEV - NON-ALCOHOLIC	DRINK SPRITE REMIX REGULAR CARBONATED DRINKS	127
BEV - NON-ALCOHOLIC	DRINK AMP ENERGY DRINKS	90
BEV - NON-ALCOHOLIC	DRINK PEPSI VANILLA PEPSI REGUALRE COLA DRINKS	118
BEV - NON-ALCOHOLIC	DRINK DIET PEPSI VANILLA DIET COLA	86
BEV - NON-ALCOHOLIC	DRINK MINERAGUA DE JARRITOS SPARKLING WATERS/SELTZERS	177
CABLE/TV/RADIO	VIEWED INSIDE THE ACTORS STUDIO ON BRAVO IN THE LAST 4 WEEKS	83
CABLE/TV/RADIO	VIEWED NBA ON TNT ON TNT IN LAST 4 WEEKS	93
CABLE/TV/RADIO	VIEWED CELEBRITY FIT CLUB ON VH1 IN LAST 4 WEEKS	91
CABLE/TV/RADIO	VIEWED KING OF THE HILL ON FX IN THE LAST 4 WEEKS	96
CABLE/TV/RADIO	VIEWED IN LIVING COLOR ON BET IN LAST 4 WEEKS	77
CABLE/TV/RADIO	VIEWED NASCAR ON TNT ON TNT IN LAST 4 WEEKS	92
CABLE/TV/RADIO	VIEWED LONE STAR CINEMA ON TCM (TURNER CLASSIC MOVIES) IN LAST 4 WKS	73

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CABLE/TV/RADIO	VIEWED LAW AND ORDER: CRIMINAL INTENT ON BRAVO IN LAST 4 WEEKS	85
CABLE/TV/RADIO	VIEWED PAULA ZAHN NOW ON CNN IN LAST 4 WEEKS	90
CABLE/TV/RADIO	VIEWED BBC AMERICA CABLE TV SERVICES IN LAST 7 DAYS	88
CABLE/TV/RADIO	VIEWED OXYGEN CABLE TV SERVICES IN LAST 7 DAYS	86
CABLE/TV/RADIO	VIEWED ANIMAL PLANET CABLE TV SERVICES IN LAST 7 DAYS	101
CABLE/TV/RADIO	VIEWED FOX NEWS CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	88
CABLE/TV/RADIO	VIEWED THE HISTORY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	94
CABLE/TV/RADIO	VIEWED HGTV (HOME & GARDEN TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	89
CABLE/TV/RADIO	VIEWED SQUAWK BOX ON CNBC IN LAST 4 WEEKS	94
CABLE/TV/RADIO	VIEWED LARRY KING LIVE ON CNN IN THE LAST 4 WEEKS	88
CABLE/TV/RADIO	VIEWED LOU DOBBS TONIGHT ON CNN IN LAST 4 WEEKS	86
CABLE/TV/RADIO	VIEWED ABC FAMILY CABLE TV SERVICES IN LAST 7 DAYS	92
CABLE/TV/RADIO	VIEWED HALLMARK CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	81
CABLE/TV/RADIO	VIEWED SOAPNET CABLE TV SERVICES IN LAST 7 DAYS	77
CABLE/TV/RADIO	VIEWED TOON DISNEY CABLE TV SERVICES IN LAST 7 DAYS	110
CABLE/TV/RADIO	VIEWED WE (WOMENS ENTERTAINMENT) CABLE TV SERVICES IN LAST 7 DAYS	93
CABLE/TV/RADIO	VIEWED TV LAND CABLE TV SERVICES IN LAST 7 DAYS	78
CABLE/TV/RADIO	VIEWED SPORT CENTER ON ESPN IN LAST 4 WEEKS	97
CABLE/TV/RADIO	VIEWED MODERN MARVELS ON THE HISTORY CHANNEL IN LAST 4 WEEKS	94
CABLE/TV/RADIO	HOUSEHOLD DESCRIBES TO DIGITAL CABLE	103
CABLE/TV/RADIO	VIEWED DINNER AND A MOVIE ON TBS IN LAST 4 WEEKS	100
CABLE/TV/RADIO	VIEWED MOVIE AND A MAKEOVER ON TBS IN LAST 4 WEEKS	101
CABLE/TV/RADIO	VIEWED GILMORE GIRLS ON ABC FAMILY IN LAST 4 WEEKS	93
CABLE/TV/RADIO	VIEWED THE DAILY SHOW WITH JON STEWART ON COMEDY CENTRAL IN LAST 4 WEEKS	93
CABLE/TV/RADIO	VIEWED SOUTH PARK ON COMEDY CENTRAL IN LAST 4 WEEKS	103
CABLE/TV/RADIO	VIEWED E! TRUE HOLLYWOOD SORY ON E! IN LAST 4 WEEKS	109
CABLE/TV/RADIO	VIEWED INDEPENDENT SPIRIT AWARDS IN IFC IN LAST 4 WEEKS	96
CABLE/TV/RADIO	VIEWED REAL SPROTS WITH BRYANT GUMBEL ON HBO IN LAST 4 WEEKS	103
CABLE/TV/RADIO	VIEWED TRADING SPACES ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	100
CABLE/TV/RADIO	VIEWED THE BIG IDEA WITH DONNY DEUTSCH IN CNBS IN LAST 4 WEEKS	102
CABLE/TV/RADIO	VIEWED MAD MONEY ON CNBC IN LAST 4 WEEKS	99
CABLE/TV/RADIO	VIEWED LAW AND ORDER: CRIMINAL INTENT ON USA NETWORK IN LAST 4 WEEKS	82
CABLE/TV/RADIO	VIEWED THE COLBERT REPORT ON COMEDY CENTRAL IN LAST 4 WEEKS	91
CABLE/TV/RADIO	VIEWED THE TUDORS ON SHOWTIME IN LAST 4 WEEKS	90
CABLE/TV/RADIO	VIEWED THE L WORD ON SHOWTIME IN LAST 4 WEEKS	93
CABLE/TV/RADIO	VIEWED EXPLORER ON NATIONAL GEOGRAPHIC CHANNEL IN LAST 4 WEEKS	104
CABLE/TV/RADIO	VIEWED THE SHIELD ON FX IN LAST 4 WEEKS	90
CABLE/TV/RADIO	VIEWED HARDBALL WITH CHRIS MATTHEWS ON MSNBC IN LAST 4 WEEKS	88
CABLE/TV/RADIO	VIEWED REBA ON LIFETIME IN LAST 4 WEEKS	87
CABLE/TV/RADIO	VIEWED BATTLESTAR GALACTICA ON SCI-FI IN LAST 4 WEEKS	106
CABLE/TV/RADIO	VIEWED NASCAR CRAFTSMEN TRUCK SERIES ON SPEED IN LAST 4 WEEKS	91

## CPR Report

CABLE/TV/RADIO	VIEWED HANNITY AND COLMES ON FOX NEWS CHANNEL IN LAST 4 WEEKS	86
CABLE/TV/RADIO	VIEWED THE OREILLY FACTOR ON FOX NEWS CHANNEL IN LAST 4 WEEKS	81
CABLE/TV/RADIO	VIEWED ON THE RECORD w/GRETA VAN SUSTEREN ON FOX NEWS IN LAST 4 WEEKS	77
CABLE/TV/RADIO	VIEWED SPECIAL REPORT WITH BRIT HUME ON FOX NEWS CHANNEL IN LAST 4 WEEKS	84
CABLE/TV/RADIO	VIEWED MUTUAL OF OMAHAS WILD KINGDON ON ANIMAL PLANET IN LAST 4 WEEKS	87
CABLE/TV/RADIO	VIEWED CLOSING BELL ON CNBC IN LAST 4 WEEKS	87
CABLE/TV/RADIO	VIEWED REAL TIME WITH BILL MAHER ON HBO IN LAST 4 WEEKS	100
CABLE/TV/RADIO	VEIWED AMERICAN CHOPPER ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	107
CABLE/TV/RADIO	VIEWED PSYCH ON USA NETWORK IN LAST 4 WEEKS	92
CABLE/TV/RADIO	VIEWED SATURDAY MORNING WESTERNS ON AMC IN LAST 4 WEEKS	78
CABLE/TV/RADIO	VIEWED INTERVENTION ON AANDE IN LAST 4 WEEKS	97
CABLE/TV/RADIO	VIEWED FLIP THIS HOUSE ON AANDE IN LAST 4 WEEKS	97
CABLE/TV/RADIO	VIEWED GENE SIMMONS FAMILY JEWELS ON AANDE IN LAST 4 WEEKS	104
CABLE/TV/RADIO	VIEWED NATIONAL GEOGRAPHIC PRESENTS ON NATIONAL GEO. CHANNEL IN LAST 4 WKS	96
CABLE/TV/RADIO	VIEWED WWE MONDAY NIGHT RAW ON USA NETWORK IN LAST 4 WEEKS	87
CABLE/TV/RADIO	VIEWED CSI: MIAMI ON AANDE IN LAST 4 WEEKS	86
CABLE/TV/RADIO	VIEWED SUNDANCE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	90
CABLE/TV/RADIO	VIEWED STYLE CABLE TV SERVICES IN LAST 7 DAYS	102
CABLE/TV/RADIO	VIEWED SPEED CABLE TV SERVICES IN LAST 7 DAYS	92
CABLE/TV/RADIO	VIEWED FUSE CABLE TV SERVICES IN LAST 7 DAYS	97
CABLE/TV/RADIO	VIEWED IFC (INDEPENDENT FILM CHANNEL) CABLE TV SERVICES IN LAST 7 DAYS	95
CABLE/TV/RADIO	VIEWED DISCOVERY HEALTH CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	104
CABLE/TV/RADIO	VIEWED DISCOVERY HOME CABLE TV SERVICES IN LAST 7 DAYS	107
CABLE/TV/RADIO	VIEWED DISCOVERY TIMES CABLE TV SERVICES IN LAST 7 DAYS	102
CABLE/TV/RADIO	DO NOT CURRENTLY RECEIVE PREMIUM CHANNELS	94
CABLE/TV/RADIO	HOUSEHOLD HAS ACCES TO VIDEO-ON-DEMAND	106
CABLE/TV/RADIO	VIEWED MOVIES-ON-DEMAND VIDEO-ON-DEMAND IN LAST 12 MONTHS	111
CABLE/TV/RADIO	VIEWED PREMIUM CHANNELS-ON-DEMAND VIDEO-ON-DEMAND IN LAST 12 MOS	106
CABLE/TV/RADIO	VIEWED THE OUTDOOR CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	82
CABLE/TV/RADIO	VIEWED THE PLANETS FUNNIEST ANIMALS ON ANIMAL PLANET IN LAST 4 WEEKS	106
CABLE/TV/RADIO	VIEWED NASCAR RACEDAY ON SPEED IN LAST 4 WEEKS	91
CABLE/TV/RADIO	VIEWED WITHOUT A TRACE ON TNT IN LAST 4 WEEKS	82
CABLE/TV/RADIO	WATCH TV EARLY AND LATE FRINGE	96
CABLE/TV/RADIO	WATCH TV DAYTIME (M-F 10AM-4PM)	93
CABLE/TV/RADIO	WATCH TV EARLY FRINGE (4PM-7:30PM)	96
CABLE/TV/RADIO	WATCH TV LATE FRINGE (11PM-1AM)	93
CABLE/TV/RADIO	VIEWED THE CLOSER ON TNT IN LAST 4 WEEKS	85
CABLE/TV/RADIO	VIEWED BIG LOVE ON HBO IN LAST 4 WEEKS	100
CABLE/TV/RADIO	VIEWED THE RICHES ON FX IN LAST 4 WEEKS	102
CABLE/TV/RADIO	WATCH TV PRIME TIME (M-SA 8-11PM/SUN 7-11PM)	99
CABLE/TV/RADIO	WATCH TV ALL DAY (M-F 6-2AM / S-S 7-1AM)	99

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CABLE/TV/RADIO	VIEWED WORLD CHAMPIONSHIP BOXING ON HBO IN LAST 4 WEEKS	114
CABLE/TV/RADIO	VIEWED LOST WORLDS ON THE HISTORY CHANNEL IN LAST 4 WEEKS	98
CABLE/TV/RADIO	VIEWED MIAMI INK ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	111
CABLE/TV/RADIO	VIEWED DEADLIEST CATCH ON DISCOVERY IN LAST 4 WEEKS	99
CABLE/TV/RADIO	VIEWED THE ULTIMATE FIGHTER ON SPIKE IN LAST 4 WEEKS	112
CABLE/TV/RADIO	VIEWED FINE LIVING CABLE TV SERVICES IN LAST 7 DAYS	88
CABLE/TV/RADIO	VIEWED THE GOLF CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	89
CABLE/TV/RADIO	VIEWED MYTHBUSTERS ON DISCOVERY IN LAST 4 WEEKS	101
CABLE/TV/RADIO	VIEWED COUNTDOWN W/KEITH OLBERMANN ON MSNBC IN LAST 4 WEEKS	89
CABLE/TV/RADIO	VIEWED WORLD SERIES OF POKER ON ESPN IN LAST 4 WEEKS	98
CABLE/TV/RADIO	VIEWED DIRTY JOBS ON DISCOVERY IN LAST 4 WEEKS	98
CABLE/TV/RADIO	VIEWED HOUSE ON USA NETWORK IN LAST 4 WEEKS	87
CABLE/TV/RADIO	VIEWED CSI ON SPIKE IN LAST 4 WEEKS	89
CABLE/TV/RADIO	VIEWED LAW AND ORDER ON TNT IN LAST 4 WEEKS	82
CABLE/TV/RADIO	VIEWED MONK ON USA NETWORK IN LAST 4 WEEKS	90
CABLE/TV/RADIO	VIEWED TRUCKS! ON SPIKE IN LAST 4 WEEKS	98
CABLE/TV/RADIO	VIEWED GIRLFRIENDS ON BET IN LAST 4 WEEKS	82
CABLE/TV/RADIO	VIEWED THE JAMIE FOXX SHOW ON BET IN LAST 4 WEEKS	72
CABLE/TV/RADIO	VIEWED THE FIRST 48 ON AANDE IN LAST 4 WEEKS	92
CABLE/TV/RADIO	VIEWED SUNDAY MORNING SHOOTOUT ON AMC IN LAST 4 WEEKS	79
CABLE/TV/RADIO	VIEWED NIP/TUCK ON FX IN LAS 4 WEEKS	109
CABLE/TV/RADIO	VIEWED RESCUE ME ON FX IN LAST 4 WEEKS	98
CABLE/TV/RADIO	VIEWED ENTOURAGE ON HBO IN LAST 4 WEEKS	113
CABLE/TV/RADIO	VIEWED SEX AND THE CITY ON TBS IN LAST 4 WEEKS	100
CABLE/TV/RADIO	VIEWED FAMILY GUY ON TBS IN LAST 4 WEEKS	100
CABLE/TV/RADIO	VIEWED TRICK MY TRUCH ON CMT IN LAST 4 WEEKS	84
CABLE/TV/RADIO	VIEWED THE ESSENTIALS ON TCM (TURNER CLASSIC MOVIES) IN LAST 4 WEEKS	81
CABLE/TV/RADIO	VIEWED FSN CABLE TV SERVICES IN LAST 7 DAYS	98
CABLE/TV/RADIO	VIEWED NATIONAL GEOGRAPHIC CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	101
CABLE/TV/RADIO	VIEWED TCM (TURNER CLASSIC MOVIES) CABLE TV SERVICES IN LAST 7 DAYS	83
CABLE/TV/RADIO	VIEWED TOP CHEF ON BRAVO IN LAST 4 WEEKS	98
CABLE/TV/RADIO	HOUSEHOLD DESCRIBES TO CABLE TV	96
CABLE/TV/RADIO	HOUSEHOLD HAS A SATELLITE DISH	107
CABLE/TV/RADIO	CURRENTLY RECEIVE CINEMAX PREMIUM CHANNELS	103
CABLE/TV/RADIO	CURRENTLY RECEIVE HBO (HOME BOX OFFICE)PREMIUM CHANNELS	101
CABLE/TV/RADIO	CURRENTLY RECEIVE THE MOVIE CHANNEL PREMIUM CHANNELS	95
CABLE/TV/RADIO	CURRENTLY RECEIVE SHOWTIME PREMIUM CHANNELS	96
CABLE/TV/RADIO	CURRENTLY RECEIVE ENCORE PREMIUM CHANNELS	99
CABLE/TV/RADIO	CURRENTLY RECEIVE STARZ PREMIUM CHANNELS	95
CABLE/TV/RADIO	HOUSEHOLD HAS ACCESS TO PAY-PER-VIEW TELEVISION	99
CABLE/TV/RADIO	VIEWED PAY-PER-VIEW TV MORE THAN 10 TIMES IN LAST 12 MONTHS	96

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CABLE/TV/RADIO	VIEWED PAY-PER-VIEW TV 7-10 TIMES IN LAST 12 MONTHS	112
CABLE/TV/RADIO	VIEWED PAY-PER-VIEW TV 5-6 TIMES IN LAST 12 MONTHS	105
CABLE/TV/RADIO	VIEWED PAY-PER-VIEW TV 3-4 TIMES IN LAST 12 MONTHS	118
CABLE/TV/RADIO	VIEWED PAY-PER-VIEW TV ZERO TIMES IN LAST 12 MONTHS	93
CABLE/TV/RADIO	VIEWED ESPN SPORTS PACKAGES ONPAY-PER-VIEW TV IN LAST 12 MOS	108
CABLE/TV/RADIO	VIEWED BOXING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	193
CABLE/TV/RADIO	VIEWED MOVIES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	100
CABLE/TV/RADIO	VIEWED CONCERTS ON PAY-PER-VIEW TV IN LAST 12 MONTHS	99
CABLE/TV/RADIO	VIEWED NBA SPORTS PACKAGES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	122
CABLE/TV/RADIO	VIEWED NHL SPORTS PACKAGES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	86
CABLE/TV/RADIO	VIEWED ADULT-ORIENTED PROGRAMMING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	101
CABLE/TV/RADIO	VIEWED WWE WRESTLING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	115
CABLE/TV/RADIO	VIEWED SOCCER ON PAY-PER-VIEW TV IN LAST 12 MONTHS	141
CABLE/TV/RADIO	VIEWED ENCORE CABLE TV SERVICES IN LAST 7 DAYS	94
CABLE/TV/RADIO	VIEWED STARZ CABLE TV SERVICES IN LAST 7 DAYS	90
CABLE/TV/RADIO	VIEWED DIY (DO-IT-YOURSELF) CABLE TV SERVICES IN LAST 7 DAYS	94
CABLE/TV/RADIO	VIEWED AANDE (ARTS AND ENTERTAINMENT NETWORK) CABLE TV SERVICES IN LAST 7 DAYS	90
CABLE/TV/RADIO	VIEWED AMC (AMERICAN MOVIE CLASSICS) CABLE TV SERVICES IN LAST 7 DAYS	87
CABLE/TV/RADIO	VIEWED BLOOMBERG TELEVISION CABLE TV SERVICES IN LAST 7 DAYS	89
CABLE/TV/RADIO	VIEWED BET (BLACK ENTERTAINMENT TV) CABLE TV SERVICES IN LAST 7 DAYS	85
CABLE/TV/RADIO	VIEWED BRAVO CABLE TV SERVICES IN LAST 7 DAYS	95
CABLE/TV/RADIO	VIEWED CARTOON NETWORK CABLE TV SERVICES IN LAST 7 DAYS	104
CABLE/TV/RADIO	VIEWED CINEMAX CABLE TV SERVICES IN LAST 7 DAYS	98
CABLE/TV/RADIO	VIEWED CNBC CABLE TV SERVICES IN LAST 7 DAYS	91
CABLE/TV/RADIO	VIEWED CNN (CABLE NEWS NETWORK) CABLE TV SERVICES IN LAST 7 DAYS	90
CABLE/TV/RADIO	VIEWED COMEDY CENTRAL CABLE TV SERVICES IN LAST 7 DAYS	97
CABLE/TV/RADIO	VIEWED CMT (COUNTRY MUSIC TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	75
CABLE/TV/RADIO	VIEWED COURT TV CABLE TV SERVICES IN LAST 7 DAYS	89
CABLE/TV/RADIO	VIEWED DISCOVERY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	101
CABLE/TV/RADIO	VIEWED DISNEY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	111
CABLE/TV/RADIO	VIEWED E! (ENTERTAINMENT TV) CABLE TV SERVICES IN LAST 7 DAYS	102
CABLE/TV/RADIO	VIEWED CMT CROSSROADS ON CMT IN LAST 4 WEEKS	80
CABLE/TV/RADIO	VIEWED ESPN CABLE TV SERVICES IN LAST 7 DAYS	91
CABLE/TV/RADIO	VIEWED FX CABLE TV SERVICES IN LAST 7 DAYS	98
CABLE/TV/RADIO	VIEWED HBO (HOME BOX OFFICE) CABLE TV SERVICES IN LAST 7 DAYS	102
CABLE/TV/RADIO	VIEWED CNN HEADLINE NEWS CABLE TV SERVICES IN LAST 7 DAYS	90
CABLE/TV/RADIO	VIEWED INSP (INSPIRATIONAL NETWORK) CABLE TV SERVICES IN LAST 7 DAYS	72
CABLE/TV/RADIO	VIEWED LIFETIME CABLE TV SERVICES IN LAST 7 DAYS	85
CABLE/TV/RADIO	VIEWED MSNBC CABLE TV SERVICES IN LAST 7 DAYS	93
CABLE/TV/RADIO	VIEWED THE SCIENCE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	91
CABLE/TV/RADIO	VIEWED NICKELODEON CABLE TV SERVICES IN LAST 7 DAYS	108

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CABLE/TV/RADIO	VIEWED NICK AT NITE CABLE TV SERVICES IN LAST 7 DAYS	99
CABLE/TV/RADIO	VIEWED SCI-FI CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	93
CABLE/TV/RADIO	VIEWED SHOWTIME CABLE TV SERVICES IN LAST 7 DAYS	94
CABLE/TV/RADIO	VIEWED TBS SUPERSTATION CABLE TV SERVICES IN LAST 7 DAYS	94
CABLE/TV/RADIO	VIEWED THE MOVIE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	87
CABLE/TV/RADIO	VIEWED TRAVEL CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	97
CABLE/TV/RADIO	VIEWED SPIKE CABLE TV SERVICES IN LAST 7 DAYS	97
CABLE/TV/RADIO	VIEWED TNT (TURNER NETWORK TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	91
CABLE/TV/RADIO	VIEWED TV GUIDE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	89
CABLE/TV/RADIO	VIEWED USA NETWORK CABLE TV SERVICES IN LAST 7 DAYS	88
CABLE/TV/RADIO	VIEWED VH1 (VIDEO HITS ONE) CABLE TV SERVICES IN LAST 7 DAYS	107
CABLE/TV/RADIO	VIEWED THE WEATHER CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	82
CABLE/TV/RADIO	VIEWED TLC (THE LEARNING CHANNEL) CABLE TV SERVICES IN LAST 7 DAYS	98
CABLE/TV/RADIO	VIEWED MTV (MUSIC TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	108
CABLE/TV/RADIO	VIEWED FOOD NETWORK CABLE TV SERVICES IN LAST 7 DAYS	94
CABLE/TV/RADIO	DID NOT VIEW ANY CABLE NETWORKS IN LAST 7 DAYS	122
CABLE/TV/RADIO	VIEWED ANDERSON COOPER 360 ON CNN IN LAST 4 WEEKS	97
CABLE/TV/RADIO	VIEWED MILITARY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	93
CABLE/TV/RADIO	OWN SIRIUS SATELLITE RADIO	95
CABLE/TV/RADIO	PLAN TO BUY SIRIUS SATELLITE RADIO DURING NEXT 12 MONTHS	109
CABLE/TV/RADIO	OWN XM SATELLITE RADIO	101
CABLE/TV/RADIO	PLAN TO BUY XM SATELLITE RADIO DURING NEXT 12 MONTHS	116
CABLE/TV/RADIO	LISTEN TO SATELLITE RADIO IN CAR	93
CABLE/TV/RADIO	LISTEN TO SATELLITE RADIO AT HOME	115
CABLE/TV/RADIO	LISTEN TO SATELLITE RADIO AT WORK	128
CABLE/TV/RADIO	LISTEN TO SATELLITE RADIO AT SCHOOL	175
CABLE/TV/RADIO	LISTEN TO OLDIES ROCK- 80S ON RADIO MON-SUN TOTAL (24 HRS)	122
CABLE/TV/RADIO	LISTEN TO ADULT ALTERNATIVE ON RADIO MON-SUN TOTAL (24 HRS)	80
CABLE/TV/RADIO	LISTEN TO ALL NEWS ON RADIO MON-SUN TOTAL (24 HRS)	95
CABLE/TV/RADIO	LISTEN TO ALL SPORTS ON RADIO MON-SUN TOTAL (24 HRS)	105
CABLE/TV/RADIO	LISTEN TO ALTERNATIVE ON RADIO MON-SUN TOTAL (24 HRS)	117
CABLE/TV/RADIO	LISTEN TO AOR (EXCLUDING MODERN ROCK) ON RADIO MON-SUN TOTAL (24 HRS)	138
CABLE/TV/RADIO	LISTEN TO BLACK/RHYTHM AND BLUES ON RADIO MON-SUN TOTAL (24 HRS)	82
CABLE/TV/RADIO	LISTEN TO CHR (CONTEMPORARY HIT RADIO) ON RADIO MON-SUN TOTAL (24 HRS)	111
CABLE/TV/RADIO	LISTEN TO CLASSIC ROCK ON RADIO MON-SUN TOTAL (24 HRS)	88
CABLE/TV/RADIO	LISTEN TO CLASSICAL ON RADIO MON-SUN TOTAL (24 HRS)	81
CABLE/TV/RADIO	LISTEN TO CONTEMPORARY CHRISTIAN ON RADIO MON-SUN TOTAL (24 HRS)	117
CABLE/TV/RADIO	LISTEN TO COUNTRY (OR WESTERN) ON RADIO MON-SUN TOTAL (24 HRS)	83
CABLE/TV/RADIO	LISTEN TO EASY LISTENING ON RADIO MON-SUN TOTAL (24 HRS)	105
CABLE/TV/RADIO	LISTEN TO EDUCATIONAL ON RADIO MON-SUN TOTAL (24 HRS)	95
CABLE/TV/RADIO	LISTEN TO OLDIES ROCK -70S ON RADIO MON-SUN TOTAL (24 HRS)	96

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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CABLE/TV/RADIO	LISTEN TO HOT AC ON RADIO MON-SUN TOTAL (24 HRS)	102
CABLE/TV/RADIO	LISTEN TO JAZZ ON RADIO MON-SUN TOTAL (24 HRS)	104
CABLE/TV/RADIO	LISTEN TO MODERN ROCK ON RADIO MON-SUN TOTAL (24 HRS)	97
CABLE/TV/RADIO	LISTEN TO NOSTALGIA/BIG BAND/MOR ON RADIO MON-SUN TOTAL (24 HRS)	72
CABLE/TV/RADIO	LISTEN TO SOFT CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	115
CABLE/TV/RADIO	LISTEN TO SOUTHERN GOSPEL ON RADIO MON-SUN TOTAL (24 HRS)	49
CABLE/TV/RADIO	LISTEN TO URBAN (TOTAL) ON RADIO MON-SUN TOTAL (24 HRS)	90
CABLE/TV/RADIO	LISTEN TO MEXICAN ON RADIO MON-SUN TOTAL (24 HRS)	200
CABLE/TV/RADIO	LISTEN TO TEJANO ON RADIO MON-SUN TOTAL (24 HRS)	150
CABLE/TV/RADIO	LISTEN TO UNIVISION RADIO SLS (KATZ HISPANIC) ON RADIO MON-SUN TOTAL (24 HRS)	227
CABLE/TV/RADIO	LISTEN TO ADULT CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	109
CABLE/TV/RADIO	LISTEN TO AOR (INCL. MODERN ROCK) ON RADIO MON-SUN TOTAL (24 HRS)	130
CABLE/TV/RADIO	LISTEN TO GOLDEN OLDIES (ALL) ON RADIO MON-SUN TOTAL (24 HRS)	95
CABLE/TV/RADIO	LISTEN TO NES/TALK/BUSINESS/SPORTS ON RADIO MON-SUN TOTAL (24 HRS)	97
CABLE/TV/RADIO	LISTEN TO RELIGIOUS ON RADIO MON-SUN TOTAL (24 HRS)	102
CABLE/TV/RADIO	LISTEN TO VARIETY ON RADIO MON-SUN TOTAL (24 HRS)	75
CABLE/TV/RADIO	LISTEN TO NEWS/TALK ON RADIO MON-SUN TOTAL (24 HRS)	95
CABLE/TV/RADIO	LISTEN TO UNIVISION RADIO ON RADIO MON-SUN TOTAL (24 HRS)	226
CABLE/TV/RADIO	LISTEN TO RADION DISNEY ON RADIO MON-SUN TOTAL (24 HRS)	138
CABLE/TV/RADIO	LISTEN TO INSPIRATIONAL ON RADIO MON-SUN TOTAL (24 HRS)	93
CABLE/TV/RADIO	LISTEN TO URBAN AC ON RADIO MON-SUN TOTAL (24 HRS)	58
CABLE/TV/RADIO	LISTEN TO URBAN CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	121
CABLE/TV/RADIO	LISTEN TO SPANISH AC ON RADIO MON-SUN TOTAL (24 HRS)	224
CABLE/TV/RADIO	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 6AM-10AM)	103
CABLE/TV/RADIO	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 10AM-3PM)	101
CABLE/TV/RADIO	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 3PM-7PM)	100
CABLE/TV/RADIO	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 7PM-12MID)	101
CABLE/TV/RADIO	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 12MID-6AM)	97
CABLE/TV/RADIO	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 6AM-10AM)	96
CABLE/TV/RADIO	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 10AM-3PM)	97
CABLE/TV/RADIO	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 3PM-7PM)	96
CABLE/TV/RADIO	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 7PM-12MID)	102
CABLE/TV/RADIO	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 12MID-6AM)	96
CABLE/TV/RADIO	LISTEN TO NAC SMOOTH JAZZ ON RADIO MON-SUN TOTAL (24 HRS)	103
CABLE/TV/RADIO	LISTEN TO TALK ON RADIO MON-SUN TOTAL (24 HRS)	92
CABLE/TV/RADIO	WATCH WNBA BASKETBALL-REG SEASON ON TV FREQUENTLY	108
CABLE/TV/RADIO	WATCHED NFL SUPER BOWL AT HOME	92
CABLE/TV/RADIO	WATCH PGA ON TV FREQUENTLY	89
CABLE/TV/RADIO	WATCH LPGA ON TV FREQUENTLY	96
CABLE/TV/RADIO	WATCH HORSE RACING ON TV FREQUENTLY	85
CABLE/TV/RADIO	WATCH BOWLING ON TV FREQUENTLY	95

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CABLE/TV/RADIO	WATCH WOMENS TENNIS ON TV FREQUENTLY	90
CABLE/TV/RADIO	WATCH X-GAMES ON TV FREQUENTLY	127
CABLE/TV/RADIO	WATCH FIGURE SKATING ON TV FREQUENTLY	97
CABLE/TV/RADIO	WATCH NASCAR RACING ON TV FREQUENTLY	89
CABLE/TV/RADIO	WATCH WORLD CUP SOCCER ON TV FREQUENTLY	152
CABLE/TV/RADIO	ATTEND NASCAR SPORTING EVENTS	103
CABLE/TV/RADIO	WATCH COLLEGE BASEBALL ON TV FREQUENTLY	103
CABLE/TV/RADIO	WATCH MLB BASEBALL REG SEASON ON TV FREQUENTLY	97
CABLE/TV/RADIO	WATCH MLB BASEBALL POST SEASON ON TV FREQUENTLY	96
CABLE/TV/RADIO	WATCH COLLEGE BASKETBALL REG SEASON ON TV FREQUENTLY	79
CABLE/TV/RADIO	WATCH COLLEGE BASKETBALL POST SEASON ON TV FREQUENTLY	83
CABLE/TV/RADIO	WATCH NBA BASKETBALL REG SEASON ON TV FREQUENTLY	105
CABLE/TV/RADIO	WATCH NBA BASKETBALL POST SEASON ON TV FREQUENTLY	102
CABLE/TV/RADIO	WATCH BOWLING ON TV FREQUENTLY	98
CABLE/TV/RADIO	WATCH BOXING ON TV FREQUENTLY	132
CABLE/TV/RADIO	WATCH COLLEGE FOOTBALL REG SEASON ON TV FREQUENTLY	85
CABLE/TV/RADIO	WATCH COLLEGE FOOTBALL POST SEASON ON TV FREQUENTLY	86
CABLE/TV/RADIO	WATCH NFL FOOTBALL REGULAR SEASON ON TV FREQUENTLY	93
CABLE/TV/RADIO	WATCH NFL FOOTBALL POST SEASON - WATCH FREQ ON TV FREQUENTLY	93
CABLE/TV/RADIO	WATCH FISHING ON TV FREQUENTLY	91
CABLE/TV/RADIO	WATCH NHL HOCKEY REG SEASON ON TV FREQUENTLY	90
CABLE/TV/RADIO	WATCH SKIING ON TV FREQUENTLY	97
CABLE/TV/RADIO	WATCH MLS SOCCER ON TV FREQUENTLY	161
CABLE/TV/RADIO	WATCH NHL HOCKEY POST SEASON ON TV FREQUENTLY	94
CABLE/TV/RADIO	WATCH WWE ON TV FREQUENTLY	97
CABLE/TV/RADIO	WATCH WINTER OLYMPICS ON TV FREQUENTLY	90
CABLE/TV/RADIO	WATCH SUMMER OLYMPICS ON TV FREQUENTLY	95
CABLE/TV/RADIO	WATCH NATIONAL DOG SHOW ON TV FREQUENTLY	88
CABLE/TV/RADIO	WATCHED FOX MLB WORLD SERIES AT HOME	98
CABLE/TV/RADIO	WATCHED KENTUCKY DERBY (NBC) AT HOME	81
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 10AM - 3PM	99
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN TOTAL (24 HRS)	100
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN MID - 6AM	97
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 6AM - 10AM	102
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 10AM - 3PM	99
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 3PM - 7PM	101
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 7PM - MID	101
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI TOTAL (24 HRS)	100
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI MID - 6AM	95
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 6AM - 10AM	102
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 3PM - 7PM	101

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## CPR Report

CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 7PM - MID	100
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN TOTAL (24 HRS)	99
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN MID - 6AM	93
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 6AM - 10AM	93
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 10AM - 3PM	100
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 3PM - 7PM	100
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 7PM - MID	101
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 6AM - MIDNIGHT	100
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON-SUN 6AM- 0AM & 3PM - 7PM	100
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 6AM - MIDNIGHT	100
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI DRIVE TIME (COMBINED)	101
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 6AM - MIDNIGHT	99
CABLE/TV/RADIO	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT-SUN 6AM-10AM & 3PM - 7PM	96
CABLE/TV/RADIO	WATCHED POKER CHAMPIONSHIPS AT HOME	98
CABLE/TV/RADIO	WATCH PASSIONS (NBC) DAYTIME PROGRAM WITH FULL ATTENTION	73
CABLE/TV/RADIO	WATCH DATELINE NBC SUNDAY ONCE A WEEK PROGRAM WITH FULL ATTENTION	77
CABLE/TV/RADIO	WATCH ALAN ALDA/SCIENTIFIC AMER. FRONTIERS(PBS)1x-WK PROG. W/FULL ATTENTION	114
CABLE/TV/RADIO	WATCH NBC SPORTSWORLD SATURDAY ONCE A WEEK PROGRAM WITH FULL ATTENTION	91
CABLE/TV/RADIO	WATCH HEROES (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	114
CABLE/TV/RADIO	WATCH NUMBERS(CBS)) ONCE A WEEK PROGRAM WITH FULL ATTENTION	80
CABLE/TV/RADIO	WATCH 24 (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	89
CABLE/TV/RADIO	WATCH AMERICAN MASTERS (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	130
CABLE/TV/RADIO	WATCH FRONTLINE (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	116
CABLE/TV/RADIO	WATCH LAW & ORDER: CRIMINAL INTENT (NBC) 1x-WK PROGRAM WITH FULL ATTENTION	82
CABLE/TV/RADIO	WATCH NOVA (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	83
CABLE/TV/RADIO	WATCH SCRUBS (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	107
CABLE/TV/RADIO	WATCH SMALLVILLE (THE CW) ONCE A WEEK PROGRAM WITH FULL ATTENTION	98
CABLE/TV/RADIO	WATCH THE UNIT (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	86
CABLE/TV/RADIO	WATCH LAW AND ORDER: SVU (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	84
CABLE/TV/RADIO	WATCH GREYS ANATOMY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	96
CABLE/TV/RADIO	WATCH HOUSE (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	92
CABLE/TV/RADIO	WATCH LOST (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	90
CABLE/TV/RADIO	WATCH THE OFFICE (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	105
CABLE/TV/RADIO	WATCH MEDIUM (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	87
CABLE/TV/RADIO	WATCH THE APPRENTICE (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	109
CABLE/TV/RADIO	WATCH COLD CASE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	92
CABLE/TV/RADIO	WATCH TWO AND A HALF MEN (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	91
CABLE/TV/RADIO	WATCH NCIS (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	97
CABLE/TV/RADIO	WATCH SURVIVOR (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	98
CABLE/TV/RADIO	WATCH THE WALL STREET JOURNAL RPT 1x-WK PROGRAM WITH FULL ATTENTION	89
CABLE/TV/RADIO	WATCH WWE FRI. NIGHT SMACKDOWN!(THE CW) 1x- wK PROGRAM WITH FULL ATTENTION	73

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CABLE/TV/RADIO	WATCH THE BIGGEST LOSER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	94
CABLE/TV/RADIO	WATCH DA VINCIS INQUEST ONCE A WEEK PROGRAM WITH FULL ATTENTION	97
CABLE/TV/RADIO	WATCH DEAL OR NO DEAL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	88
CABLE/TV/RADIO	WATCH 30 ROCK (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	94
CABLE/TV/RADIO	WATCH THE SHIELD ONCE A WEEK PROGRAM WITH FULL ATTENTION	83
CABLE/TV/RADIO	WATCH UGLY BETTY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	98
CABLE/TV/RADIO	WATCH GOOD MORNING AMERICA (ABC) MORNING PROGRAM WITH FULL ATTENTION	76
CABLE/TV/RADIO	WATCH THE TODAY SHOW (NBC) EARLY MORNING PROGRAM WITH FULL ATTENTION	96
CABLE/TV/RADIO	WATCH ALL MY CHILDREN (ABC) DAYTIME PROGRAM WITH FULL ATTENTION	69
CABLE/TV/RADIO	WATCH THE PRICE IS RIGHT DAYTIME PROGRAM WITH FULL ATTENTION	73
CABLE/TV/RADIO	WATCH GREAT PERFORMANCES (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	89
CABLE/TV/RADIO	WATCH THE NEW ADVENT. OF OLD CHRISTINE(ABC) 1x-WK PROGRAM W/FULL ATTENTION	105
CABLE/TV/RADIO	WATCH FAMILY GUY (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	97
CABLE/TV/RADIO	WATCH AS THE WORLD TURNS (CBS) DAYTIME PROGRAM WITH FULL ATTENTION	69
CABLE/TV/RADIO	WATCH DAYS OF OUR LIVES DAYTIME PROGRAM WITH FULL ATTENTION	77
CABLE/TV/RADIO	WATCH THE VIEW (ABC) DAYTIME PROGRAM WITH FULL ATTENTION	92
CABLE/TV/RADIO	WATCH ABC WORLD NEWS TONIGHT EVENING WEEKDAY NEWS WITH FULL ATTENTION	90
CABLE/TV/RADIO	WATCH CBS EVENING NEWS WITH KATIE COURIC EVENING NEWS WITH FULL ATTENTION	87
CABLE/TV/RADIO	WATCH NBC NIGHTLY NEWS WITH BRIAN WILLIAMS WITH FULL ATTENTION	83
CABLE/TV/RADIO	WATCH WORLD NEWS NOW (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	118
CABLE/TV/RADIO	WATCH LATE SHOW WITH DAVID LETTERMAN (CBS) WITH FULL ATTENTION	80
CABLE/TV/RADIO	WATCH THE TONIGHT SHOW WITH JAY LENO (NBC) WITH FULL ATTENTION	93
CABLE/TV/RADIO	WATCH 20/20 (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	92
CABLE/TV/RADIO	WATCH 60 MINUTES (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	80
CABLE/TV/RADIO	WATCH AMERICAS MOST WANTED (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	94
CABLE/TV/RADIO	WATCH COPS (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	90
CABLE/TV/RADIO	WATCH ER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	90
CABLE/TV/RADIO	WATCH FRIDAY NIGHT LIGHTS (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	106
CABLE/TV/RADIO	WATCH INSIDE EDITION (WEEKEND) ONCE A WEEK PROGRAM WITH FULL ATTENTION	95
CABLE/TV/RADIO	WATCH LAW AND ORDER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	86
CABLE/TV/RADIO	WATCH DESPERATE HOUSEWIVES (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	90
CABLE/TV/RADIO	WATCH EXTREME MAKEOVER: HOME EDITION (ABC) 1x-WK PROGRAM W/FULL ATTENTION	92
CABLE/TV/RADIO	WATCH THE AMAZING RACE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	102
CABLE/TV/RADIO	WATCH AMERICAN IDOL (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	100
CABLE/TV/RADIO	WATCH CSI: MIAMI (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	83
CABLE/TV/RADIO	WATCH WITHOUT A TRACE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	84
CABLE/TV/RADIO	WATCH BOSTON LEGAL (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	90
CABLE/TV/RADIO	WATCH ANTIQUES ROADSHOW (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	82
CABLE/TV/RADIO	WATCH THE CHRIS MATTHEWS SHOW ONCE A WEEK PROGRAM WITH FULL ATTENTION	92
CABLE/TV/RADIO	WATCH MASTERPIECE THEATER (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	89
CABLE/TV/RADIO	WATCH MYSTERY! (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	89

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CABLE/TV/RADIO	WATCH WASHINGTON WEEK (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	94
CABLE/TV/RADIO	WATCH CSI: CRIME SCENE INVESTIGATION (CBS) 1x-WK PROGRAM W/FULL ATTENTION	90
CABLE/TV/RADIO	WATCH THE EARLY SHOW (CBS) WITH FULL ATTENTION	74
CABLE/TV/RADIO	WATCH BONES (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	88
CABLE/TV/RADIO	WATCH CRIMINAL MINDS (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	90
CABLE/TV/RADIO	WATCH GHOST WHISPERER (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	90
CABLE/TV/RADIO	WATCH HOW I MET YOUR MOTHER (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	108
CABLE/TV/RADIO	WATCH MY NAME IS EARL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	98
CABLE/TV/RADIO	WATCH PRISON BREAK (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	99
CABLE/TV/RADIO	WATCH SUPERNATURAL (THE CW)ONCE A WEEK PROGRAM WITH FULL ATTENTION	89
CABLE/TV/RADIO	WATCH SUPERNANNY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	93
CABLE/TV/RADIO	WATCHED WESTMINSTER DOG SHOW (USA NETWORK) LAST TIME IT WAS SHOWN	81
CABLE/TV/RADIO	WATCHED PRIMETIME EMMY AWARDS LAST TIME IT WAS SHOWN	83
CABLE/TV/RADIO	WATCHED THE ANNUAL ACADEMY AWARDS (ABC) LAST TIME IT WAS SHOWN	95
CABLE/TV/RADIO	WATCHED AMERICAN FILM INSTITUTE (AFI) SPECIALS (CBS) LAST TIME IT WAS SHOWN	81
CABLE/TV/RADIO	WATCHED THE TEEN CHOICE AWARDS (FOX) LAST TIME IT WAS SHOWN	117
CABLE/TV/RADIO	USE RADIO MOST FOR INFORMATION ON WHATS ON TV	108
CABLE/TV/RADIO	USE TV GUIDE MAGAZINE MOST FOR INFORMATION ON WHATS ON TV	100
CABLE/TV/RADIO	USE LOCAL CABLE LISTINGS CHANEL MOST FOR INFORMATION ON WHATS ON TV	96
CABLE/TV/RADIO	USE INTERACTIVE PROGRAM GUIDE MOST FOR INFORMATION ON WHATS ON TV	103
CABLE/TV/RADIO	USE NEWSPAPERS MOST FOR INFORMATION ON WHATS ON TV	82
CABLE/TV/RADIO	USE INTERNET MOST FOR INFORMATION ON WHATS ON TV	113
CABLE/TV/RADIO	USE SUNDAY TV MAGAZINE MOST FOR INFORMATION ON WHATS ON TV	78
CABLE/TV/RADIO	WATCHED MACYS THANKSGIVING DAY PARADE (NBC) LAST TIME IT WAS SHOWN	88
CABLE/TV/RADIO	WATCHED GOLDEN GLOBE AWARDS (NBC) LAST TIME IT WAS SHOWN	101
CABLE/TV/RADIO	WATCHED GRAMMY AWARDS (CBS) LAST TIME IT WAS SHOWN	110
CABLE/TV/RADIO	WATCHED CBS THANKSGIVING DAY PARADE LAST TIME IT WAS SHOWN	88
CABLE/TV/RADIO	WATCHED MISS USA PAGENT (NBC) LAST TIME IT WAS SHOWN	105
CABLE/TV/RADIO	WATCHED MTV VIDEO MUSIC AWARDS (VMA) LAST TIME IT WAS SHOWN	114
CABLE/TV/RADIO	WATCHED NAACP IMAGE AWARDS (CBS) LAST TIME IT WAS SHOWN	65
CABLE/TV/RADIO	WATCHED PEOPLES CHOICE AWARDS (CBS) LAST TIME IT WAS SHOWN	96
CABLE/TV/RADIO	WATCHED SATURDAY NIGHT LIVE SPECIALS (NBC) LAST TIME IT WAS SHOWN	101
CABLE/TV/RADIO	WATCHED TONY AWARDS (CBS) LAST TIME IT WAS SHOWN	84
CABLE/TV/RADIO	WATCHED TOURNAMENT OF ROSES PARADE (NBC) LAST TIME IT WAS SHOWN	87
CLEANING PRODUCTS	USE DAWN WASH N TOSS SCOURING PADS/SPONGES	120
CLEANING PRODUCTS	USE SCOTCH BRITE SCOURING PADS/SPONGES	117
CLEANING PRODUCTS	USE CHEER LAUNDRY SOAPS/DETERGENTS	101
CLEANING PRODUCTS	USE PUREX LAUNDRY SOAPS/DETERGENTS	98
CLEANING PRODUCTS	USE TIDE LAUNDRY SOAPS/DETERGENTS	99
CLEANING PRODUCTS	USE DAWN DISHWASHING LIQUID (NOT AUTO DISHWASHING)	93
CLEANING PRODUCTS	USE PALMOLIVE DISHWASHING LIQUID (NOT AUTO DISHWASHING)	111

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CLEANING PRODUCTS	USED CASCADE AUTOMATIC DISHWASHING DETERGENT/RINSE	96
CLEANING PRODUCTS	USED ELECTRASOL AUTOMATIC DISHWASHING DETERGENT/RINSE	100
CLEANING PRODUCTS	USE STORE BRAND CLEANERS	95
CLEANING PRODUCTS	USE COMET ABRASIVE CLEANERS	96
CLEANING PRODUCTS	USE SOFT SCRUB CLEANERS	91
CLEANING PRODUCTS	USE WINDEX WINDOW/GLASS CLEANERS	102
CLEANING PRODUCTS	USE TY-D-BOL IN-TANK TOILET CLEANERS	79
CLEANING PRODUCTS	USE PINE-SOL HOUSEHOLD CLEANERS	96
CLEANING PRODUCTS	USE WOOLITE RUG CLEANERS/SHAMPOOS	88
CLEANING PRODUCTS	USE GLADE RUG DEODORIZERS	128
CLEANING PRODUCTS	USE CLOROX IN-BOWL TOILET CLEANERS	125
CLEANING PRODUCTS	USE COMET HOUSEHOLD CLEANERS	99
CLEANING PRODUCTS	USE MR CLEAN HOUSEHOLD CLEANERS	87
CLEANING PRODUCTS	USE PUREX HOUSEHOLD CLEANERS	85
CLEANING PRODUCTS	USE SOFT SCRUB HOUSEHOLD CLEANERS	84
CLEANING PRODUCTS	USE ARMSTRONG FLOOR WAX OR POLISH	94
CLEANING PRODUCTS	USE OXICLEAN LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	107
CLEANING PRODUCTS	HOUSEHOLD USES LAUNDRY SOAPS/DETERGENTS	100
CLEANING PRODUCTS	USE ARIEL LAUNDRY SOAPS/DETERGENTS	186
CLEANING PRODUCTS	USE IVORY SNOW LAUNDRY SOAPS/DETERGENTS	90
CLEANING PRODUCTS	USE WOOLITE LAUNDRY SOAPS/DETERGENTS	91
CLEANING PRODUCTS	USE STORE BRAND LAUNDRY SOAPS/DETERGENTS	102
CLEANING PRODUCTS	HOUSEHOLD USES LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	97
CLEANING PRODUCTS	USE WOOLITE LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	97
CLEANING PRODUCTS	HOUSEHOLD USES BLEACH	102
CLEANING PRODUCTS	USE PUREX BLEACH	99
CLEANING PRODUCTS	USE STORE BRAND BLEACH	90
CLEANING PRODUCTS	USE CLOROX BLEACH	104
CLEANING PRODUCTS	HOUSEHOLD USES FABRIC SOFTENERS	103
CLEANING PRODUCTS	USE BOUNCE SHEETS FABRIC SOFTENERS	97
CLEANING PRODUCTS	USE DOWNY LIQUID FABRIC SOFTENERS	119
CLEANING PRODUCTS	USE SNUGGLE SHEETS FABRIC SOFTENERS	102
CLEANING PRODUCTS	USE STORE BRAND FABRIC SOFTENERS	89
CLEANING PRODUCTS	HOUSEHOLD USES DISHWASHING LIQUID (NOT AUTO DISHWASING)	99
CLEANING PRODUCTS	HOUSEHOLD USES AUSTOMATIC DISHWASHING DETERGENT/RINSE	98
CLEANING PRODUCTS	USE SWIFFER HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	94
CLEANING PRODUCTS	USE CLOROX HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	107
CLEANING PRODUCTS	USE LYSOL HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	103
CLEANING PRODUCTS	USE MR CLEAN HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	107
CLEANING PRODUCTS	USE STORE BRAND HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	98
CLEANING PRODUCTS	HOUSEHOLD USES SCOURING PADS/SPONGES	101

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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CLEANING PRODUCTS	USED STORE BRAND AUTOMATIC DISHWASHING DETERGENT/RINSE	106
CLEANING PRODUCTS	USE BRILLO SCOURING PADS/SPONGES	91
CLEANING PRODUCTS	HOUSEHOLD USES HH CLEANING DISPOSABLE WIPES/FLOOR CLEANERS	101
CLEANING PRODUCTS	HOUSEHOLD USES ABRASIVE CLEANERS	99
CLEANING PRODUCTS	HOUSEHOLD USES OVEN CLEANERS	102
CLEANING PRODUCTS	USE EASY-OFF OVEN CLEANERS	102
CLEANING PRODUCTS	USE SOS OVEN CLEANING PADS	116
CLEANING PRODUCTS	HOUSEHOLD USES DRAIN CLEANERS	95
CLEANING PRODUCTS	USE DRANO DRAIN CLEANERS	104
CLEANING PRODUCTS	USE LIQUID PLUMR DRAIN CLEANERS	89
CLEANING PRODUCTS	HOUSEHOLD USES FORMULA 409 WINDOW/GLASS CLEANERS	100
CLEANING PRODUCTS	USE FORMULA 409 WINDOW/GLASS CLEANERS	101
CLEANING PRODUCTS	USE MR CLEAN WINDOW/GLASS CLEANERS	113
CLEANING PRODUCTS	USE CLOROX IN-TANK TOILET CLEANERS	103
CLEANING PRODUCTS	HOUSEHOLD USES IN-BOWL TOILET CLEANERS	104
CLEANING PRODUCTS	HOUSEHOLD USES METAL POLISHES/CLEANERS	91
CLEANING PRODUCTS	USE WRIGHTS FRIEND METAL POLISHES/CLEANERS	73
CLEANING PRODUCTS	USE BAR KEEPERS FRIEND METAL POLISHES/CLEANERS	76
CLEANING PRODUCTS	HOUSEHOLD USES HOUSEHOLD CLEANERS	97
CLEANING PRODUCTS	USE FABULOSO HOUSEHOLD CLEANERS	143
CLEANING PRODUCTS	USE SCRUBBING BUBBLES HOUSEHOLD CLEANERS	84
CLEANING PRODUCTS	USE FANTASTIK ALL-PURPOSE HOUSEHOLD CLEANERS	96
CLEANING PRODUCTS	USE FORMULA 409 HOUSEHOLD CLEANERS	93
CLEANING PRODUCTS	USE LIME-A-WAY HOUSEHOLD CLEANERS	98
CLEANING PRODUCTS	USE LYSOL ALL PURPOSE CLEANER HOUSEHOLD CLEANERS	93
CLEANING PRODUCTS	USE WINDEX HOUSEHOLD CLEANERS	95
CLEANING PRODUCTS	HOUSEHOLD USES FLOOR WAX OR POLISH	97
CLEANING PRODUCTS	USE MR CLEAN FLOOR WAX OR POLISH	118
CLEANING PRODUCTS	USE MURPHYS OIL SOAP FLOOR WAX OR POLISH	91
CLEANING PRODUCTS	HOUSEHOLD USES RUG CLEANERS/SHAMPOOS	97
CLEANING PRODUCTS	USE BISSELL RUG CLEANERS/SHAMPOOS	95
CLEANING PRODUCTS	USE SCOTCHGARD RUG CLEANERS/SHAMPOOS	97
CLEANING PRODUCTS	HOUSEHOLD USES RUG DEODORIZERS/FRESHENERS	99
CLEANING PRODUCTS	USE LYSOL FABRIC REFRESHER RUG DEODORIZERS	102
CLEANING PRODUCTS	USE JOY DISHWASHING LIQUID (NOT AUTO DISHWASHING)	91
CLEANING PRODUCTS	USE SUNLIGHT DISHWASHING LIQUID (NOT AUTO DISHWASHING)	108
CLEANING PRODUCTS	USE STORE BRAND DISHWASHING LIQUID (NOT AUTO DISHWASHING)	95
CLEANING PRODUCTS	USE CLOROX TOILET WAND IN-TANK TOILET CLEANERS	122
CLEANING PRODUCTS	USE GLADE IN-BOWL TOILET CLEANERS	126
COMPUTERS/INTERNET	ANYONE IN HH OWNS COMPUTER PERIPHERALS/ACCESORIES	102
COMPUTERS/INTERNET	OWN PERSONAL INFORMATION MANAGEMENT SOFTWARE	114

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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COMPUTERS/INTERNET	OWN TIME MANAGEMENT SOFTWARE	108
COMPUTERS/INTERNET	BOUGHT SOFTWARE AT SOFTWARE STORE DURING LAST 12 MONTHS	109
COMPUTERS/INTERNET	USED/VISITED LINKEDINCOM DURING LAST 7 DAYS	102
COMPUTERS/INTERNET	INTENDS TO PURCHASE PC IN NEXT 18 MONTHS	103
COMPUTERS/INTERNET	USE INTERNET	102
COMPUTERS/INTERNET	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: PERSONAL ADS/DATING SERVICES	104
COMPUTERS/INTERNET	USED WEB APPLICATIONS DURING LAST 12 MONTHS	104
COMPUTERS/INTERNET	PC AT HOME USED FOR NETWORKING (SHARING 2 OR MORE DEVICES)	109
COMPUTERS/INTERNET	PC AT HOME USED FOR INTERNET/E-MAIL	101
COMPUTERS/INTERNET	HOUSEHOLD HAS A HOME NETWORK	114
COMPUTERS/INTERNET	HOUSEHOLD OWNS 1 PC	99
COMPUTERS/INTERNET	HOUSEHOLD OWNS PCS	101
COMPUTERS/INTERNET	HOUSEHOLD OWNS 3 PCS	117
COMPUTERS/INTERNET	HOUSEHOLD OWNS 4 PCS	110
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: DELL	96
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: ACER	110
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: COMPAQ	98
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: GATEWAY	106
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: HEWLETT PACKARD	99
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: OTHER BRAND	104
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: SONY VAIO	151
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: TOSHIBA	127
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: IBM	102
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: APPLE MACINTOSH/ POWER MACINTOSH	91
COMPUTERS/INTERNET	MOST RECENT PC AT HOME PURCHASED VIA MAIL ORDER/PHONE ORDER	101
COMPUTERS/INTERNET	MOST RECENT PC AT HOME PURCHASED AT AUDIO/VIDEO ELECTRONICS STORE	114
COMPUTERS/INTERNET	MOST RECENT PC AT HOME PURCHASED AT COMPUTER STORE	111
COMPUTERS/INTERNET	MOST RECENT PC AT HOME PURCHASED AT DEPARTMENT STORE	104
COMPUTERS/INTERNET	MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUFACTURER	89
COMPUTERS/INTERNET	MOST RECENT PC AT HOME PURCHASED AT DISCOUNT STORE	85
COMPUTERS/INTERNET	MOST RECENT PC AT HOME PURCHASED WHOLESALE/PRICE CLUBS	123
COMPUTERS/INTERNET	MOST RECENT PC AT HOME PURCHASED ONLINE	98
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: ALIENWARE	214
COMPUTERS/INTERNET	HOUSEHOLD OWNS PC	102
COMPUTERS/INTERNET	PC AT HOME USED FOR PERSONAL FINANCIAL MANAGEMENT	103
COMPUTERS/INTERNET	PC AT HOME USED FOR ACCOUNTING	101
COMPUTERS/INTERNET	PC AT HOME USED FOR BUSINESS ANALYSIS/FORECASTING	93
COMPUTERS/INTERNET	PC AT HOME USED FOR COMPUTER GAMES	101
COMPUTERS/INTERNET	PC AT HOME USED FOR DESKTOP PUBLISHING	100
COMPUTERS/INTERNET	PC AT HOME USED FOR EDUCATION	111
COMPUTERS/INTERNET	PC AT HOME USED FOR FILING/DATABASE MANAGEMENT	107

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COMPUTERS/INTERNET	PC AT HOME USED FOR GRAPHICS/PRESENTATION	109
COMPUTERS/INTERNET	PC AT HOME USED FOR HOME BANKING	106
COMPUTERS/INTERNET	PC AT HOME USED FOR HOME SHOPPING	102
COMPUTERS/INTERNET	PC AT HOME USED FOR PROGRAMMING	117
COMPUTERS/INTERNET	PC AT HOME USED FOR RETRIEVAL OF NEWS/INFORMATION/DATA SERVICES	104
COMPUTERS/INTERNET	PC AT HOME USED FOR TAXES	99
COMPUTERS/INTERNET	PC AT HOME USED FOR TIME MANAGEMENT	114
COMPUTERS/INTERNET	PC AT HOME USED FOR TRAVEL PLANNING	100
COMPUTERS/INTERNET	PC AT HOME USED FOR WORD PROCESSING	100
COMPUTERS/INTERNET	PC AT HOME USED FOR TELECOMMUTING	110
COMPUTERS/INTERNET	OWN SPREADSHEETS SOFTWARE	103
COMPUTERS/INTERNET	OWN BUSINESS SOFTWARE (ACC, PAYROLL ETC)	102
COMPUTERS/INTERNET	OWN COMMUNICATIONS/E-MAIL SOFTWARE	104
COMPUTERS/INTERNET	OWN DESKTOP PUBLISHING	107
COMPUTERS/INTERNET	OWN EDUCATIONAL SOFTWARE	112
COMPUTERS/INTERNET	OWN FILING/DATABASE SOFTWARE	115
COMPUTERS/INTERNET	OWN GAMES/RECREATION SOFTWARE	104
COMPUTERS/INTERNET	OWN GRAPHICS/PRESENTATION SOFTWARE	101
COMPUTERS/INTERNET	OWN PERSONAL FINANCIAL SOFTWARE	103
COMPUTERS/INTERNET	OWN WORD PROCESSING SOFTWARE	100
COMPUTERS/INTERNET	OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE	124
COMPUTERS/INTERNET	OWN REMOTE ACCESS SOFTWARE	105
COMPUTERS/INTERNET	OWN ANTI-VIRUS SOFTWARE	102
COMPUTERS/INTERNET	OWN INTERNET FIREWALL SECURITY	101
COMPUTERS/INTERNET	BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS	96
COMPUTERS/INTERNET	BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS	116
COMPUTERS/INTERNET	BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS	110
COMPUTERS/INTERNET	BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS	104
COMPUTERS/INTERNET	BOUGHT SOFTWARE DIRECLY FROM MANUFACTURER DURING THE LAST 12 MONTHS	90
COMPUTERS/INTERNET	BOUGHT SOFTWARE DIRECLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS	91
COMPUTERS/INTERNET	BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS	102
COMPUTERS/INTERNET	BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS	100
COMPUTERS/INTERNET	BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS	93
COMPUTERS/INTERNET	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIMES	115
COMPUTERS/INTERNET	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: VIDEO GAME NEWS/ REVIEWS/ CHEAT CODES	118
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND:	309
COMPUTERS/INTERNET	MOST RECENTLY ACQUIRED HOME PC BRAND: EMACHINES	105
COMPUTERS/INTERNET	USED WEBSITES DURING LAST 7 DAYS	102
COMPUTERS/INTERNET	PC AT HOME USED FOR DIGITAL PHOTO EDITING (FROM DIGITAL CAMERA)	104
COMPUTERS/INTERNET	USE INTERNET MOSTLY AT HOME	103
COMPUTERS/INTERNET	USE INTERNET MOSTLY AT WORK	103

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COMPUTERS/INTERNET	USE INTERNET MOSTLY AT SCHOOL	99
COMPUTERS/INTERNET	USE INTERNET MOSTLY AT LIBRARY	96
COMPUTERS/INTERNET	USE INTERNET MOSTLY AT RESTAURANTS/COFFEE SHOPS	95
COMPUTERS/INTERNET	USE INTERNET ALSO AT RESTAURANTS/COFFEE SHOPS	97
COMPUTERS/INTERNET	USE INTERNET MOSTLY AT AIRPORTS	102
COMPUTERS/INTERNET	USE INTERNET MOSTLY AT HOTELS	95
COMPUTERS/INTERNET	USED/VISITED PAYPALCOM DURING LAST 7 DAYS	105
COMPUTERS/INTERNET	USED/VISITED YELLOWPAGESCOM DURING LAST 7 DAYS	99
COMPUTERS/INTERNET	USED/VISITED DATECOM DURING LAST 7 DAYS	89
COMPUTERS/INTERNET	USED/VISITED EHARMONYCOM DURING LAST 7 DAYS	86
COMPUTERS/INTERNET	USED/VISITED MYNETWORKTVCOM DURING LAST 7 DAYS	84
COMPUTERS/INTERNET	USED/VISITED AMERICANSINGLESCOM DURING LAST 7 DAYS	157
COMPUTERS/INTERNET	USED/VISITED ABOUTCOM DURING LAST 7 DAYS	87
COMPUTERS/INTERNET	USED/VISITED AMAZONCOM DURING LAST 7 DAYS	100
COMPUTERS/INTERNET	USED/VISITED AMERICANGREETINGSCOM DURING LAST 7 DAYS	133
COMPUTERS/INTERNET	USED/VISITED AOLCOM DURING LAST 7 DAYS	99
COMPUTERS/INTERNET	USED/VISITED ASKCOM (ASKJEEVES) DURING LAST 7 DAYS	94
COMPUTERS/INTERNET	USED/VISITED BARNESANDNOBLECOM DURING LAST 7 DAYS	101
COMPUTERS/INTERNET	USED/VISITED BIZRATECOM DURING LAST 7 DAYS	100
COMPUTERS/INTERNET	USED/VISITED CBSCOM DURING LAST 7 DAYS	103
COMPUTERS/INTERNET	USED/VISITED TICKETMASTERCOM DURING LAST 7 DAYS	111
COMPUTERS/INTERNET	USED/VISITED CLASSMATESCOM DURING LAST 7 DAYS	85
COMPUTERS/INTERNET	USED/VISITED CNNCOM DURING LAST 7 DAYS	105
COMPUTERS/INTERNET	USED/VISITED DISNEYCOM DURING LAST 7 DAYS	131
COMPUTERS/INTERNET	USED/VISITED EBAYCOM DURING LAST 7 DAYS	99
COMPUTERS/INTERNET	USED/VISITED ESPNCOM DURING LAST 7 DAYS	104
COMPUTERS/INTERNET	USED/VISITED EXPEDIACOM DURING LAST 7 DAYS	113
COMPUTERS/INTERNET	USED/VISITED FOXCOM DURING LAST 7 DAYS	106
COMPUTERS/INTERNET	USED/VISITED GEOCITIESCOM DURING LAST 7 DAYS	119
COMPUTERS/INTERNET	USED/VISITED GOOGLECOM DURING LAST 7 DAYS	102
COMPUTERS/INTERNET	USED/VISITED SUPERPAGESCOM DURING LAST 7 DAYS	123
COMPUTERS/INTERNET	USED/VISITED HOTMAILCOM DURING LAST 7 DAYS	109
COMPUTERS/INTERNET	USED/VISITED IVILLAGECOM DURING LAST 7 DAYS	103
COMPUTERS/INTERNET	USED/VISITED MAPQUESTCOM DURING LAST 7 DAYS	107
COMPUTERS/INTERNET	USED/VISITED MATCHCOM DURING LAST 7 DAYS	80
COMPUTERS/INTERNET	USED/VISITED MSNCOM DURING LAST 7 DAYS	110
COMPUTERS/INTERNET	USED/VISITED MSNBCCOM DURING LAST 7 DAYS	98
COMPUTERS/INTERNET	USED/VISITED NASCARCOM DURING LAST 7 DAYS	98
COMPUTERS/INTERNET	USED/VISITED NBCCOM DURING LAST 7 DAYS	110
COMPUTERS/INTERNET	USED/VISITED NYTIMESCOM DURING LAST 7 DYAS	79
COMPUTERS/INTERNET	USED/VISITED ORBITZCOM DURING LAST 7 DAYS	98

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COMPUTERS/INTERNET	USED/VISITED SONYCOM DURING LAST 7 DAYS	128
COMPUTERS/INTERNET	USED/VISITED CBSSPORTSLINECOM DURING LAST 7 DAYS	117
COMPUTERS/INTERNET	USED/VISITED TIMECOM DURING LAST 7 DAYS	88
COMPUTERS/INTERNET	USED/VISITED TRAVELOCITYCOM DURING LAST 7 DAYS	97
COMPUTERS/INTERNET	USED/VISITED USATODAYCOM DURING LAST 7 DAYS	105
COMPUTERS/INTERNET	USED/VISITED WSJCOM DURING LAST 7 DAYS	85
COMPUTERS/INTERNET	USED/VISITED WEATHERCOM DURING LAST 7 DAYS	87
COMPUTERS/INTERNET	USED/VISITED YAHOO.COM DURING LAST 7 DAYS	104
COMPUTERS/INTERNET	USED/VISITED HPCOM DURING LAST 7 DAYS	106
COMPUTERS/INTERNET	USED/VISITED BESTBUYCOM DURING LAST 7 DAYS	117
COMPUTERS/INTERNET	USED/VISITED MARKETWATCHCOM DURING LAST 7 DAYS	84
COMPUTERS/INTERNET	USED/VISITED COOLSAVINGSCOM DURING LAST 7 DAYS	137
COMPUTERS/INTERNET	USED/VISITED DELLCOM DURING LAST 7 DAYS	126
COMPUTERS/INTERNET	USED/VISITED LATIMESCOM DURING LAST 7 DAYS	138
COMPUTERS/INTERNET	USED/VISITED MLB.COM DURING LAST 7 DAYS	106
COMPUTERS/INTERNET	USED/VISITED MONSTERCOM DURING LAST 7 DAYS	118
COMPUTERS/INTERNET	USED/VISITED NBACOM DURING LAST 7 DAYS	132
COMPUTERS/INTERNET	USED/VISITED NFLCOM DURING LAST 7 DAYS	107
COMPUTERS/INTERNET	USED/VISITED NHL.COM DURING LAST 7 DAYS	121
COMPUTERS/INTERNET	USED/VISITED PGATOURCOM DURING LAST 7 DAYS	88
COMPUTERS/INTERNET	USED/VISITED REUTERS.COM DURING LAST 7 DAYS	88
COMPUTERS/INTERNET	USED/VISITED VERIZON.COM DURING LAST 7 DAYS	113
COMPUTERS/INTERNET	USED/VISITED WASHINGTONPOST.COM DURING LAST 7 DAYS	68
COMPUTERS/INTERNET	USED/VISITED 1800FLOWERS.COM DURING LAST 7 DAYS	83
COMPUTERS/INTERNET	USED/VISITED MYPSPACE.COM DURING LAST 7 DAYS	110
COMPUTERS/INTERNET	USED/VISITED NETFLIX.COM DURING LAST 7 DAYS	100
COMPUTERS/INTERNET	USED/VISITED T-MOBILE.COM DURING LAST 7 DAYS	133
COMPUTERS/INTERNET	INTERNET BANNER ADS-FORM VERY OFTEN LEADS TO PURCHASE	125
COMPUTERS/INTERNET	EMAIL ADS-FORM VERY OFTEN LEADS TO PURCHASE	107
COMPUTERS/INTERNET	INTERNET FLOATIN ADS-FORM VERY OFTEN LEADS TO PURCHASE	95
COMPUTERS/INTERNET	INTERNET FULL-MOTION VIDEO ADS-FORM VERY OFTEN LEADS TO PURCHASE	134
COMPUTERS/INTERNET	INTERNET POP-UP/UNDER WINDOW ADS-FORM VERY OFTEN LEADS TO PURCHASE	129
COMPUTERS/INTERNET	SPONSORED WEBSITE FROM RESEARCH RESULTS VERY OFTEN LEAD TO PURCHASE	118
COMPUTERS/INTERNET	WEBPAGE LINKS FORM VERY OFTEN LEADS TO PURCHASE	123
COMPUTERS/INTERNET	USED/VISITED FAMILYFUN.COM DURING LAST 7 DAYS	145
COMPUTERS/INTERNET	USED/VISITED IMDB.COM DURING LAST 7 DAYS	95
DINING	USE FAST FOOD AND DRIVE-IN RESTAURANT	100
DINING	USE FAMILY RESTAURANTS AND STEAK HOUSES	100
DINING	EAT ANY MEAL ALONE AT FAST FOOD RESTAURANTS	95
DINING	EAT AT ANY FAST FOOD RESTAURANT WITH CHILDREN UNDER 12	114
DINING	EAT AT ANY FAST FOOD RESTAURANT WITH TEENS 12-17	114

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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DINING	ATE 14 OR MORE TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	105
DINING	ATE 6-13 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	95
DINING	ATE 1-5 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	97
DINING	ATE ANY MEAL ALONE AT A FAMILY RESTAURANT	90
DINING	EAT ANY MEAL WITH CHILDREN UNDER 12 AT A FAMILY RESTAURANT	116
DINING	EAT ANY MEAL WITH TEENS 12 -17 AT A FAMILY RESTAURANT	115
DINING	ATE 10 OR MORE TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	116
DINING	ATE 6-9 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	96
DINING	ATE 4-5 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	104
DINING	ATE 3 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	102
DINING	ATE 2 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	97
DINING	ATE 1 TIME AT FAMILY RESTAURANT IN LAST 30 DAYS	95
ELECTRONICS	BOUGHT DVDS FROM BMG MUSIC	53
ELECTRONICS	BOUGHT DVDS FROM SAM GOODY/MUSIC LAND	111
ELECTRONICS	BOUGHT DVDS FROM SUN COAST VIDEO	105
ELECTRONICS	OWN IRIVER PORTABLE MP3/DIGITAL MEDIA PLAYER	130
ELECTRONICS	HH OWNS ATLEAST 1 TV SET	100
ELECTRONICS	BOUGHT SELF-HELP/LANGUAGE/EDUCATIONAL DVDS IN LAST 12 MONTHS	110
ELECTRONICS	HOUSEHOLD OWNS DVD PLAYER	100
ELECTRONICS	USED DISPOSABLE CAMERAS IN LAST 12 MONTHS	100
ELECTRONICS	OWN STILL CAMERAS	99
ELECTRONICS	OWNTURNTABLE STEREO/RADIO EQUIPMENT	88
ELECTRONICS	OWN COMPACT OR CONSOLE STEREO STEREO/RADIO EQUIPMENT	99
ELECTRONICS	OWN AUDIO COMPONENT SYSTEM (RACK SYSTEM) STEREO/RADIO EQUIPMENT	113
ELECTRONICS	OWN STEREO RECEIVER/TUNER/AMPL (ALL IN ONE) STEREO/RADIO EQUIPMENT	102
ELECTRONICS	OWN HOME THEATER AUDIO SYSTEM STEREO/RADIO EQUIPMENT	116
ELECTRONICS	OWN SURROUND SOUND DECODER STEREO/RADIO EQUIPMENT	101
ELECTRONICS	OWN COMPACT DISC (CD) PLAYER STEREO/RADIO EQUIPMENT	99
ELECTRONICS	OWN MINI DISC (MD) PLAYER STEREO/RADIO EQUIPMENT	121
ELECTRONICS	OWN PORTABLE/ RADIO/CASSETTE PLAYER STEREO/RADIO EQUIPMENT	94
ELECTRONICS	OWN DIGITAL COMPACT CASSETTE (DCC) PLAYER STEREO/RADIO EQUIPMENT	117
ELECTRONICS	OWN DIGITAL AUDIO TAPE (DAT) PLAYERSTEREO/RADIO EQUIPMENT	117
ELECTRONICS	OWN PORTABLE/ CASSETTE PLAYER STEREO/RADIO EQUIPMENT	93
ELECTRONICS	OWN PORTABLE/ COMPACT DISC PLAYER STEREO/RADIO EQUIPMENT	102
ELECTRONICS	BOUGHT MUSIC FROM AUDIO/VIDEO STORES IN LAST 12 MONTHS	122
ELECTRONICS	BOUGHT MUSIC FROM DEPARTMENT STORES IN LAST 12 MONTHS	100
ELECTRONICS	BOUGHT MUSIC FROM DISCOUNT STORES IN LAST 12 MONTHS	93
ELECTRONICS	BOUGHT MUSIC FROM BOOK STORES IN LAST 12 MONTHS	92
ELECTRONICS	BOUGHT MUSIC FROM VARIETY STORES IN LAST 12 MONTHS	110
ELECTRONICS	BOUGHT MUSIC FROM RECORD, COMPACT DISC, OR TAPE STORES IN LAST 12 MONTHS	112
ELECTRONICS	BOUGHT MUSIC FROM RELIGIOUS ARTICLES STORE IN LAST 12 MONTHS	106

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ELECTRONICS	BOUGHT MUSIC FROM RECORD, COMPACT DISC, OR TAPE CLUBS IN LAST 12 MONTHS	124
ELECTRONICS	BOUGHT MUSIC ON-LINE IN LAST 12 MONTHS	107
ELECTRONICS	LG TV	106
ELECTRONICS	HH OWNS 3 TVS	101
ELECTRONICS	HH OWNS 2 TVS	93
ELECTRONICS	HH OWNS 1 TV	90
ELECTRONICS	MOST RECENT TV PUCHASED IS A BIG SCREEN PROJECTION(42" OR MORE)	117
ELECTRONICS	MOST RECENT TV COST \$3,000 OR MORE	113
ELECTRONICS	MOST RECENT TV COST \$2,000 - \$2,999	118
ELECTRONICS	MOST RECENT TV COST \$500 - \$999	102
ELECTRONICS	MOST RECENT TV COST \$300 - \$499	95
ELECTRONICS	MOST RECENT TV COST \$200 - \$299	89
ELECTRONICS	MOST RECENT TV COST \$100 - \$199	91
ELECTRONICS	MOST RECENT TV COST LESS THAN \$100	97
ELECTRONICS	HH OWNS A UNIVERSAL REMOTE CONTROL	101
ELECTRONICS	OWN CAMCORDER/VIDEO CAMERAS	111
ELECTRONICS	OWN DVD PLAYER STEREO/RADIO EQUIPMENT	98
ELECTRONICS	BOUGHT DVDS IN LAST 12 MONTHS	105
ELECTRONICS	RENTED DVDS IN LAST 12 MONTHS	103
ELECTRONICS	BOUGHT SPORTS DVDS IN LAST 12 MONTHS	109
ELECTRONICS	BOUGHT EXERCISE/AEROBICS/FITNESS DVDS IN LAST 12 MONTHS	96
ELECTRONICS	BOUGHT OTHER INSTRUCTIONAL/HOW-TO DVDS IN LAST 12 MONTHS	105
ELECTRONICS	BOUGHT CHILDRENS DVDS IN LAST 12 MONTHS	110
ELECTRONICS	BOUGHT TELEVISION SERIES DVDS IN LAST 12 MONTHS	93
ELECTRONICS	MOST RECENT TV COST \$1,500 - \$1,999	117
ELECTRONICS	MOST RECENT TV COST \$1,000 - \$1,499	100
ELECTRONICS	BOUGHT DVDS FROM BARNESANDNOBLECOM	85
ELECTRONICS	BOUGHT DVDS FROM AMAZONCOM	91
ELECTRONICS	BOUGHT DVDS FROM BLOCKBUSTER	116
ELECTRONICS	BOUGHT DVDS FROM COLUMBIA HOUSE	104
ELECTRONICS	BOUGHT DVDS FROM HOLLYWOOD VIDEO	154
ELECTRONICS	BOUGHT DVDS FROM TOWER RECORDS	138
ELECTRONICS	BOUGHT DVDS FROM BJS WHOLESALE CLUB	99
ELECTRONICS	BOUGHT DVDS FROM BEST BUY	121
ELECTRONICS	BOUGHT DVDS FROM BORDERS	104
ELECTRONICS	BOUGHT DVDS FROM CIRCUIT CITY	119
ELECTRONICS	BOUGHT DVDS FROM KMART	102
ELECTRONICS	BOUGHT DVDS FROM COSTCO	144
ELECTRONICS	BOUGHT DVDS FROM SAMS CLUB	102
ELECTRONICS	BOUGHT DVDS FROM WALMART	106
ELECTRONICS	BOUGHT DVDS FROM TARGET	119

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ELECTRONICS	PURCHASED BLANK AUDIO/VIDEO FOR RECORDING IN LAST 12 MONTHS	104
ELECTRONICS	PURCHASED BLANK AUDIO/VIDEO CDS	107
ELECTRONICS	PURCHASED BLANK AUDIO/VIDEO DVDS	111
ELECTRONICS	BOUGHT MUSIC FROM SUPERMARKETS/DRUG STORE IN LAST 12 MONTHS	121
ELECTRONICS	BOUGHT MUSIC BY MAIL OR PHONE IN LAST 12 MONTHS	97
ELECTRONICS	OWN FACSIMILE (FAX)	106
ELECTRONICS	OWN PDA (PERSONAL DIGITAL ASSISTANT/ HANDHELD ORGANIZER)	107
ELECTRONICS	USE CASIO PDA (PERSONAL DIGITAL ASSISTANT)	90
ELECTRONICS	USE COMPAQ PDA (PERSONAL DIGITAL ASSISTANT)	103
ELECTRONICS	USE HEWLETT-PACKARD PDA (PERSONAL DIGITAL ASSISTANT)	137
ELECTRONICS	USE HANDSPRING PDA (PERSONAL DIGITAL ASSISTANT)	66
ELECTRONICS	USE PALM PDA (PERSONAL DIGITAL ASSISTANT)	106
ELECTRONICS	USE CLIE (SONY) PDA (PERSONAL DIGITAL ASSISTANT)	108
ELECTRONICS	BOUGHT DVDS FROM MOVIES GALLERY	63
ELECTRONICS	OWN BOOM BOX STEREO/RADIO EQUIPMENT	98
ELECTRONICS	OWN CLOCK RADIO STEREO/RADIO EQUIPMENT	98
ELECTRONICS	OWN SEPERATE STEREO COMPONENTS STEREO/RADIO EQUIPMENT	102
ELECTRONICS	HH OWNS 5 TVS	103
ELECTRONICS	HH OWNS 4 TVS	111
ELECTRONICS	DELL TV	128
ELECTRONICS	MOST RECENT TV PUCHASED IS AN HDTV (HIGH DEFINITIION TV)	104
ELECTRONICS	MOST RECENT TV PUCHASED IS A TRADITIONAL TUBE	93
ELECTRONICS	OWN ANY TRADITIONAL TUBE TV	98
ELECTRONICS	HOUSEHOLD HAS DVR (DIGITAL VIDEO RECORDING)	104
ELECTRONICS	DVR BUILT-IN TO YOUR CABLE/SATELLITE BOX	109
ELECTRONICS	STANDALONE DVR BOX	98
ELECTRONICS	USE PERSONAL COMPUTER FOR DVR	110
ELECTRONICS	OTHER KIND OF DVR	106
ELECTRONICS	DVR SERVICE PROVIDED BY TIVO	116
ELECTRONICS	DVR SERVICE PROVIDED BY REPLAY TV	125
ELECTRONICS	DVR SERVICE PROVIDED BY DIRECTV	106
ELECTRONICS	DVR SERVICE PROVIDED BY DISH NETWORK	110
ELECTRONICS	DVR SERVICE PROVIDED BY CABLE COMPANY	102
ELECTRONICS	NO SUBSCRIPTION FOR DVR	93
ELECTRONICS	OTHER KIND OF DVR SERVICE PROVIDER	111
ELECTRONICS	HH OWNS A VCR	99
ELECTRONICS	OWN ANY BIG SCREEN PROJECTION(42 INCHES OR MORE) TV	117
ELECTRONICS	EMERSON TV	79
ELECTRONICS	GE (GENERAL ELECTRIC TV)	97
ELECTRONICS	HITACHI TV	116
ELECTRONICS	JVC TV	111

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ELECTRONICS	MITSUBISHI TV	119
ELECTRONICS	SHARP TV	101
ELECTRONICS	PANASONIC TV	110
ELECTRONICS	PCA TV	92
ELECTRONICS	SAMSUNG TV	106
ELECTRONICS	SANYO TV	84
ELECTRONICS	SONY TV	110
ELECTRONICS	SYLVANIA TV	87
ELECTRONICS	TOSHIBA TV	102
ELECTRONICS	ZENITH TV	83
ELECTRONICS	PHILIPS/MAGNAVOX TV	97
ELECTRONICS	MOST RECENT TV PURCHASED IS A FLAT PANEL - PLASMA	121
ELECTRONICS	OWN ANY FLAT PANEL - PLASMA TV	118
ELECTRONICS	MOST RECENT TV PURCHASED IS A FLAT PANEL - LCD	92
ELECTRONICS	OWN ANY FLAT PANEL - LCD TV	98
ELECTRONICS	BOUGHT DVDS FROM GROCERY STORE/SUPERMARKET	99
ELECTRONICS	BOUGHT MOVIES - HITS/ NEW RELEASES DVDS IN LAST 12 MONTHS	109
ELECTRONICS	BOUGHT MOVIES - CLASSIC/ ALL OTHER DVDS IN LAST 12 MONTHS	104
ELECTRONICS	OWN CREATIVE ZEN PORTABLE MP3/DIGITAL MEDIA PLAYER	112
ELECTRONICS	OWN IPOD (APPLE) PORTABLE MP3/DIGITAL MEDIA PLAYER	122
ELECTRONICS	OWN SONY PORTABLE MP3/DIGITAL MEDIA PLAYER	121
ELECTRONICS	OWN OTHER BRAND PORTABLE MP3/DIGITAL MEDIA PLAYER	106
ELECTRONICS	OWN OR PLAY VIDEO GAMES	104
ELECTRONICS	OWN OR PLAY GAME BOY ADVANCE SP VIDEO GAMES	110
ELECTRONICS	OWN OR PLAY GAME BOY MICRO VIDEO GAMES	108
ELECTRONICS	OWN OR PLAY XBOX VIDEO GAMES	107
ELECTRONICS	OWN OR PLAY GAMECUBE VIDEO GAMES	105
ELECTRONICS	OWN OR PLAY LEAPSTER/LEAPSTER L-MAX VIDEO GAMES	101
ELECTRONICS	OWN OR PLAY NINTENDO 64 VIDEO GAMES	118
ELECTRONICS	OWN OR PLAY NINTENDO DS VIDEO GAMES	119
ELECTRONICS	OWN OR PLAY PLAYSTATION VIDEO GAMES	111
ELECTRONICS	OWN OR PLAY PLAYSTATION 2 VIDEO GAMES	110
ELECTRONICS	OWN OR PLAY SEGA DREAMCAST VIDEO GAMES	103
ELECTRONICS	OWN OR PLAY SEGA GAME GEAR VIDEO GAMES	111
ELECTRONICS	OWN OR PLAY SONY PSP VIDEO GAMES	128
ELECTRONICS	OWN OR PLAY XBOX 360 VIDEO GAMES	114
ELECTRONICS	OWN OR PLAY OFFLINE COMPUTER GAMES (PC/MAC) VIDEO GAMES	101
ELECTRONICS	OWN OR PLAY ONLINE COMPUTER GAMES (PC/MAC) VIDEO GAMES	108
ELECTRONICS	PLAY VIDEO GAMES CONNECTED TO THE INTERNET	110
ELECTRONICS	HOUSEHOLD PURCHASED BATTERIES IN LAST 12 MONTHS	99
ELECTRONICS	USE BLACKBERRY PDA (PERSONAL DIGITAL ASSISTANT)	110

## CPR Report

ENTERTAINMENT/LEISURE	ATTENDED A CONCERT LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	102
ENTERTAINMENT/LEISURE	ATTENDED A DANCE PERFORMANCE LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	111
ENTERTAINMENT/LEISURE	ATTENDED A COMEDY CLUB LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	116
ENTERTAINMENT/LEISURE	ATTENDED A LIVE THEATER LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	92
ENTERTAINMENT/LEISURE	VISITED A CASINO IN LAST 12 MONTHS	105
ENTERTAINMENT/LEISURE	GAMBLED AT A CASINO MORE THAN 10 TIMES IN LAST 12 MONTHS	99
ENTERTAINMENT/LEISURE	GAMBLED AT A CASINO ON A RIVERBOAT IN LAST 12 MONTHS	68
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - COOKING FOR FUN IN LAST 12 MONTHS	98
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - DINING OUT (NOT FAST FOOD) IN LAST 12 MONTHS	96
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - GO TO A BEACH/LAKE IN LAST 12 MONTHS	102
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - EDUCATION COURSES IN LAST 12 MONTHS	101
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - READING BOOKS IN LAST 12 MONTHS	94
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - PLAYING MUSICAL INSTRUMENT IN LAST 12 MONTHS	108
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - LISTENING TO MUSIC IN LAST 12 MONTHS	100
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - PAINTING, DRAWING, SCULPTING IN LAST 12 MONTHS	102
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - PHOTOGRAPHY IN LAST 12 MONTHS	100
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - ANTIQUE SHOPPING/SHOWS IN LAST 12 MONTHS	85
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - VISIT STATE FAIR(S) IN LAST 12 MONTHS	104
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - BIRD WATCHING IN LAST 12 MONTHS	81
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - VISITING A ZOO IN LAST 12 MONTHS	107
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - CARD GAMES IN LAST 12 MONTHS	94
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - BOARD GAMES IN LAST 12 MONTHS	98
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT PORCELAIN FIGURINES COLLECTIBLES IN LAST 12 MONTHS	95
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT ANIMATION ART(COLLECTIBLE CELLS) COLLECTIBLES IN LAST 12 MOS	121
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT ANTIQUE TOYS COLLECTIBLES IN LAST 12 MONTHS	86
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT COINS (NUMISMATIC) COLLECTIBLES IN LAST 12 MONTHS	92
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT COTTAGES/HOUSES (PORCELAIN) COLLECTIBLES IN LAST 12 MONTHS	104
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT CRYSTAL FIGURES/OBJECTS COLLECTIBLES IN LAST 12 MONTHS	100
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT DECOR/COMM/LTD EDITION PLATES COLLECTIBLES IN LAST 12 MONTHS	96
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT WARNER BROS/HANNA BARBERA, COLLECTIBLES IN LAST 12 MONTHS	140
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT DISNEY (PART. CHAR./THEME PARK) COLLECTIBLES IN LAST 12 MONTHS	115
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT ORNAMENTS COLLECTIBLES IN LAST 12 MONTHS	96
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT PAPER COLLECTIBLES(COMICS,POSTCRDS) IN LAST 12 MONTHS	98
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT SPRTS MEMORABILIA/TRDING CRDS COLLECTIBLES IN LAST 12 MOS	99
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT STAMPS COLLECTIBLES IN LAST 12 MONTHS	109
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MOS - DOWNHILL/CRSS CNTRY SNOW SKIING	99
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - AEROBICS	107
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BACKPACKING/HIKING	104
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BICYCLING - MOUNTAIN/ROAD	103
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - IN-LINE SKATING/ROLLER SKATING	112
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - MOTORCYCLING	105

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ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ROWING - STATIONARY/OUTDOOR	111
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SURFING/WINDSURFING	126
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - WEIGHT TRAINING	106
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - WOODWORK/FURNITURE REFINISHING IN LAST 12 MOS	95
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - GARDENING IN LAST 12 MONTHS	96
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - GOING TO BARS/NIGHTCLUBS/DANCING IN LAST 12 MOS	102
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - NEEDLEWORK/QUILTING IN LAST 12 MONTHS	94
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - VISITING MUSEUMS IN LAST 12 MONTHS	97
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT DOLLS (COLLECTIBLE TYPE) COLLECTIBLES IN LAST 12 MONTHS	106
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT WOOD/METAL SCULPTURES COLLECTIBLES IN LAST 12 MONTHS	109
ENTERTAINMENT/LEISURE	WATCHED ANIMATION MOVIE IN THEATER	115
ENTERTAINMENT/LEISURE	WATCHED SCI-FI MOVIE IN THEATER	123
ENTERTAINMENT/LEISURE	WATCHED ACTION/ADVENTURE MOVIE	108
ENTERTAINMENT/LEISURE	WATCHED COMEDY MOVIE	106
ENTERTAINMENT/LEISURE	WATCHED DRAMA MOVIE	96
ENTERTAINMENT/LEISURE	WATCHED FAMILY MOVIE	108
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BOWLING	108
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - GOLF	98
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - TENNIS	116
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - RACQUETBALL	132
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BILLIARDS/POOL	110
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ICE SKATING	117
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SNOWMOBILING	101
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - WATER SKIING	113
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SALT WATER FISHING	116
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SKIN DIVING OR SNORKELING	114
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SWIMMING	104
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MOS - JET SKI/WAVE RUNNING/WATER BIKE	107
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - POWER BOATING	97
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SAILING	106
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FLY FISHING	102
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FRESH WATER FISHING	91
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HORSEBACK RIDING	104
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HUNTING	83
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - TARGET SHOOTING	97
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ARCHERY	101
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - CAMPING TRIPS (OVERNIGHT)	104
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - MOUNTAIN/ROCK CLIMBING	107
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MOS - FITNESS WALKING/EXERCISE/ WALKING	103
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - JOGGING/RUNNING	119
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - KARATE/MARTIAL ARTS/KICKBOXING	123

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ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BICYCLING - STATIONARY	104
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - AUTO RACING OR RALLYING	111
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - USE CARDIO MACHINE	107
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BASKETBALL	110
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FOOTBALL	106
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HOCKEY	125
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SOCCER	142
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BASEBALL	109
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SOFTBALL	109
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - VOLLEYBALL	116
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - YOGA	109
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SNOWBOARDING	122
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SKATEBOARDING	133
ENTERTAINMENT/LEISURE	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - CANOEING/KAYAKING	95
ENTERTAINMENT/LEISURE	EXCERCISED REGULARLY IN LAST 12 MONTHS	104
ENTERTAINMENT/LEISURE	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT HOME	103
ENTERTAINMENT/LEISURE	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT PRIVATE CLUB	103
ENTERTAINMENT/LEISURE	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT YMCA/YWCA	98
ENTERTAINMENT/LEISURE	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT OTHER FACILITY	104
ENTERTAINMENT/LEISURE	PARTICIPATE IN 5 OR MORE PHYSICAL FITNESS PROGRAMS EACH WEEK	98
ENTERTAINMENT/LEISURE	WATCHED OTHER MOVIE	100
ENTERTAINMENT/LEISURE	PURCHASED BOOKS IN LAST 12 MONTHS	96
ENTERTAINMENT/LEISURE	PURCHASED BOOKS FROM BOOK CLUB IN LAST 12 MONTHS	84
ENTERTAINMENT/LEISURE	PURCHASED BOOKS FROM BOOK STORE IN LAST 12 MONTHS	99
ENTERTAINMENT/LEISURE	PURCHASED BOOKS ONLINE IN LAST 12 MONTHS	96
ENTERTAINMENT/LEISURE	PURCHASED BOOKS FROM OTHER IN LAST 12 MONTHS	93
ENTERTAINMENT/LEISURE	PURCHASED PAPERBACK BOOK IN LAST 12 MONTHS	96
ENTERTAINMENT/LEISURE	PURCHASED HARDCOVER BOOK IN LAST 12 MONTHS	94
ENTERTAINMENT/LEISURE	PURCHASED AUDIOBOOK IN LAST 12 MONTHS	107
ENTERTAINMENT/LEISURE	BOUGHT GAMES AND TOYS IN LAST 12 MONTHS	104
ENTERTAINMENT/LEISURE	BOUGHT ACTION FIGURES/ROBOTS AND ACCESSORIES GAMES AND TOYS IN LAST 12 MOS	111
ENTERTAINMENT/LEISURE	BOUGHT LARGE/BABY DOLLS GAMES AND TOYS IN LAST 12 MONTHS	109
ENTERTAINMENT/LEISURE	BOUGHT FASHION DOLLS GAMES AND TOYS IN LAST 12 MONTHS	108
ENTERTAINMENT/LEISURE	BOUGHT PLUSH DOLLS/ANIMALS GAMES AND TOYS IN LAST 12 MONTHS	102
ENTERTAINMENT/LEISURE	BOUGHT ELECTRONIC DOLLS/ANIMALS GAMES AND TOYS IN LAST 12 MONTHS	114
ENTERTAINMENT/LEISURE	BOUGHT INFANT TOYS GAMES AND TOYS IN LAST 12 MONTHS	106
ENTERTAINMENT/LEISURE	BOUGHT PRE-SCHOOL TOYS GAMES AND TOYS IN LAST 12 MONTHS	107
ENTERTAINMENT/LEISURE	BOUGHT VIDEO GAMES GAMES AND TOYS IN LAST 12 MONTHS	106
ENTERTAINMENT/LEISURE	BOUGHT ELECTRONIC EDUCATIONAL TOYS GAMES AND TOYS IN LAST 12 MOS	111
ENTERTAINMENT/LEISURE	BOUGHT OTHER EDUCATIONAL TOYS/GAMES GAMES & TOYS IN LAST 12 MOS	103
ENTERTAINMENT/LEISURE	BOUGHT PLAY SPORTS EQUIPMENT GAMES AND TOYS IN LAST 12 MONTHS	110

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ENTERTAINMENT/LEISURE	BOUGHT CARS/TRUCKS GAMES AND TOYS IN LAST 12 MONTHS	105
ENTERTAINMENT/LEISURE	BOUGHT BOARD GAMES GAMES AND TOYS IN LAST 12 MONTHS	100
ENTERTAINMENT/LEISURE	BOUGHT WORD GAMES GAMES AND TOYS IN LAST 12 MONTHS	103
ENTERTAINMENT/LEISURE	BOUGHT CHILDRENS BOOKS GAMES AND TOYS IN LAST 12 MONTHS	103
ENTERTAINMENT/LEISURE	BOUGHT OTHER GAMES AND TOYS IN LAST 12 MONTHS	107
ENTERTAINMENT/LEISURE	BOUGHT CONSTRUCTION TOYS GAMES AND TOYS IN LAST 12 MONTHS	110
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT DIE-CAST/ MINIATURE CARS COLLECTIBLES IN LAST 12 MONTHS	108
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - TAILGATING IN LAST 12 MONTHS	99
ENTERTAINMENT/LEISURE	ATTENDED A LIVE THEATER LIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MONTHS	92
ENTERTAINMENT/LEISURE	ATTENDED A COMEDY CLUB LIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MONTHS	120
ENTERTAINMENT/LEISURE	ATTENDED A DANCE PERFORMANCELIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MOS	121
ENTERTAINMENT/LEISURE	ATTENDED CONCERT-CLASSICAL CLUB LIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MOS	94
ENTERTAINMENT/LEISURE	ATTENDED A CONCERT - ROCK/POP LIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MONTHS	107
ENTERTAINMENT/LEISURE	ATTENDED A CONCERT - COUNTRY LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	92
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT ANY COLLECTIBLES IN LAST 12 MONTHS	98
ENTERTAINMENT/LEISURE	TOTAL EXPENDITURES ON GAMES AND TOYS = \$200 OR MORE	105
ENTERTAINMENT/LEISURE	WATCHED ACTION/ADVENTURE MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	102
ENTERTAINMENT/LEISURE	WATCHED FAMILY MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	102
ENTERTAINMENT/LEISURE	WATCHED COMEDY MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	106
ENTERTAINMENT/LEISURE	WATCHED DRAMA MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	99
ENTERTAINMENT/LEISURE	WATCHED THRILLER MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	98
ENTERTAINMENT/LEISURE	WATCHED ANIMATION MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	102
ENTERTAINMENT/LEISURE	WATCHED SCI-FI MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	104
ENTERTAINMENT/LEISURE	USUALLY GO SEE A MOVIE IN THE THEATER ANYTIME WITHIN FIRST 2 WEEKS	112
ENTERTAINMENT/LEISURE	WATCHED ACTION/ADVENTURE MOVIE IN THEATER	113
ENTERTAINMENT/LEISURE	WATCHED COMEDY MOVIE IN THEATER	111
ENTERTAINMENT/LEISURE	WATCHED DRAMA MOVIE IN THEATER	111
ENTERTAINMENT/LEISURE	WATCHED FAMILY MOVIE IN THEATER	112
ENTERTAINMENT/LEISURE	WATCHED THRILLER MOVIE IN THEATER	110
ENTERTAINMENT/LEISURE	WATCHED DOCUMENTARY MOVIE	100
ENTERTAINMENT/LEISURE	WATCHED FOREIGN LANGUAGE/INDEPENDENT MOVIE	102
ENTERTAINMENT/LEISURE	WATCHED HORROR MOVIE	103
ENTERTAINMENT/LEISURE	WATCHED MYSTERY/SUSPENSE/THRILLER MOVIE	103
ENTERTAINMENT/LEISURE	WATCHED ROMANTIC COMEDY MOVIE	105
ENTERTAINMENT/LEISURE	WATCHED SCIENCE FICTION MOVIE IN THEATER	113
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - GO CARTING IN LAST 12 MONTHS	108
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - READING COMICS IN LAST 12 MONTHS	99
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - READING GAMING MAGAZINES IN LAST 12 MOS	112
ENTERTAINMENT/LEISURE	ATTENDED A MOVIE IN LAST 6 MONTHS	104
ENTERTAINMENT/LEISURE	ATTENDED 6 OR MORE MOVIES IN LAST 90 DAYS	121
ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - PLAYING BINGO IN LAST 12 MONTHS	103

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ENTERTAINMENT/LEISURE	LEISURE ACTIVITIES/HOBBIES - VISITING AN AQUARIUM IN LAST 12 MONTHS	111
ENTERTAINMENT/LEISURE	PERSONALLY BOUGHT OTHER MINIATURES COLLECTIBLES IN LAST 12 MONTHS	92
ENTERTAINMENT/LEISURE	VISITED A THEME PARK DURING LAST 12 MONTHS	121
ENTERTAINMENT/LEISURE	BOUGHT STATE LOTTERY TICKETS DURING LAST 12 MONTHS	102
ENTERTAINMENT/LEISURE	BOUGHT STATE LOTTERY TICKETS MORE THAN ONCE A WEEK DURING LAST 12 MONTHS	99
ENTERTAINMENT/LEISURE	PLAYED INSTANT GAME STATE LOTTERY DURING LAST 12 MONTHS	95
ENTERTAINMENT/LEISURE	PLAYED WEEKLY DRAWING STATE LOTTERY DURING LAST 12 MONTHS	108
ENTERTAINMENT/LEISURE	PLAYED DAILY DRAWING STATE LOTTERY DURING LAST 12 MONTHS	92
ENTERTAINMENT/LEISURE	VERY INTERESTED IN COLLEGE BASEBALL DURING LAST 12 MONTHS	91
ENTERTAINMENT/LEISURE	VERY INTERESTED IN COLLEGE BASKETBALL DURING LAST 12 MONTHS	79
ENTERTAINMENT/LEISURE	VERY INTERESTED IN COLLEGE FOOTBALL DURING LAST 12 MONTHS	84
ENTERTAINMENT/LEISURE	VERY INTERESTED IN COLLEGE HOCKEY DURING LAST 12 MONTHS	77
ENTERTAINMENT/LEISURE	VERY INTERESTED IN HORSE RACING DURING LAST 12 MONTHS	83
ENTERTAINMENT/LEISURE	VERY INTERESTED IN RODEO DURING LAST 12 MONTHS	83
ENTERTAINMENT/LEISURE	VERY INTERESTED IN MAJOR LEAGUE BASEBALL (MLB) DURING LAST 12 MONTHS	97
ENTERTAINMENT/LEISURE	VERY INTERESTED IN ARENA FOOTBALL LEAGUE (AFL) DURING LAST 12 MONTHS	99
ENTERTAINMENT/LEISURE	VERY INTERESTED IN CHAMP CAR WORLD SERIES DURING LAST 12 MONTHS	78
ENTERTAINMENT/LEISURE	VERY INTERESTED IN INDY RACING (IRL) DURING LAST 12 MONTHS	79
ENTERTAINMENT/LEISURE	VERY INTERESTED IN NATIONAL FOOTBALL LEAGUE (NFL) DURING LAST 12 MONTHS	98
ENTERTAINMENT/LEISURE	VERY INTERESTED IN MAJOR LEAGUE SOCCER (MLS) DURING LAST 12 MONTHS	151
ENTERTAINMENT/LEISURE	VERY INTERESTED IN SOCCER DURING LAST 12 MONTHS	159
ENTERTAINMENT/LEISURE	VERY INTERESTED IN MENS TENNIS DURING LAST 12 MONTHS	92
ENTERTAINMENT/LEISURE	VERY INTERESTED IN NATIONAL HOCKEY LEAGUE (NHL) DURING LAST 12 MONTHS	94
ENTERTAINMENT/LEISURE	VERY INTERESTED IN NATIONAL BASKETBALL ASSOCIATION (NBA) DURING LAST 12 MOS	115
ENTERTAINMENT/LEISURE	VERY INTERESTED IN WOMENS NAT. BASKETBALL ASSOC. (WNBA) DURING LAST 12 MOS	86
ENTERTAINMENT/LEISURE	VERY INTERESTED IN PGA DURING LAST 12 MONTHS	86
ENTERTAINMENT/LEISURE	VERY INTERESTED IN WOMENS TENNIS DURING LAST 12 MONTHS	91
ENTERTAINMENT/LEISURE	VERY INTERESTED IN ANY NASCAR DURING LAST 12 MONTHS	89
ENTERTAINMENT/LEISURE	VERY INTERESTED IN WWE DURING LAST 12 MONTHS	87
ENTERTAINMENT/LEISURE	VERY INTERESTED IN LPGA DURING LAST 12 MONTHS	80
ENTERTAINMENT/LEISURE	VERY INTERESTED IN WINTER OLYMPICS DURING LAST 12 MONTHS	91
ENTERTAINMENT/LEISURE	VERY INTERESTED IN SUMMER OLYMPICS DURING LAST 12 MONTHS	95
ENTERTAINMENT/LEISURE	VERY INTERESTED IN PRO BULL RIDING DURING LAST 12 MONTHS	80
ENTERTAINMENT/LEISURE	VERY INTERESTED IN POKER CHAMPIONSHIPS DURING LAST 12 MONTHS	90
ENTERTAINMENT/LEISURE	VERY INTERESTED IN NASCAR NEXTEL CUP SERIES DURING LAST 12 MONTHS	87
ENTERTAINMENT/LEISURE	VERY INTERESTED IN NASCAR BUSCH SERIES DURING LAST 12 MONTHS	85
ENTERTAINMENT/LEISURE	VERY INTERESTED IN NASCAR CRAFTSMAN TRUCK SERIES DURING LAST 12 MONTHS	85
ENTERTAINMENT/LEISURE	VERY INTERESTED IN NASCAR RACING DURING LAST 12 MONTHS	88
ENTERTAINMENT/LEISURE	VERY INTERESTED IN NHRA (NATIONAL HOT ROD ASSOCIATION) DURING LAST 12 MONTHS	93
FINANCIAL SERVICES	LOANS - HAVE AUTO LOAN(S) FOR NEW CAR	103
FINANCIAL SERVICES	LOANS - HAVE PERSONAL LOAN(S) FOR EDUCATION ONLY	98

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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FINANCIAL SERVICES	LOANS - HAVE PERSONAL LOAN(S) NOT FOR EDUCATION	93
FINANCIAL SERVICES	LOANS - HAVE HOME IMPROVEMENT LOAN(S)	88
FINANCIAL SERVICES	LOANS - HAVE HOME MORTGAGE (1ST)	117
FINANCIAL SERVICES	LOANS - HOME EQUITY LOAN	100
FINANCIAL SERVICES	LOANS - HAVE SECURED LINE OF CREDIT ACCOUNT(S)	100
FINANCIAL SERVICES	LOANS - HAVE UNSECURED LINE OF CREDIT ACCOUNT(S)	104
FINANCIAL SERVICES	LOANS - DO NOT HAVE ANY OF THESE	91
FINANCIAL SERVICES	LOANS - HAVE CAR TITLE LOAN	103
FINANCIAL SERVICES	SENT MONEY USING RIA ENVIA IN LAST 12 MONTHS	158
FINANCIAL SERVICES	SENT MONEY USING WESTERN UNION IN LAST 12 MONTHS	122
FINANCIAL SERVICES	SENT MONEY WITHIN THE US IN THE LAST 12 MONTHS	90
FINANCIAL SERVICES	SENT MONEY OUTSIDE THE US IN THE LAST 12 MONTHS	164
FINANCIAL SERVICES	CURRENTLY HAVE HEALTH/HOSPITAL/LIFE INSURANCE	95
FINANCIAL SERVICES	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - HEALTH/HOSPITAL	95
FINANCIAL SERVICES	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - LIFE	93
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH FARMERS	112
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH AETNA	103
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH ALLSTATE	126
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH AMERICAN GENERAL	88
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH CIGNA	94
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH METLIGE/METROPOLITAN	103
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH STATE FARM	93
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH NORTHWESTERN MUTUAL	82
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH PRUDENTIAL FINANCIAL	78
FINANCIAL SERVICES	HAVE HEALTH INSURANCE WITH AETNA	110
FINANCIAL SERVICES	HAVE HEALTH INSURANCE WITH AMERICAN GENERAL	163
FINANCIAL SERVICES	HAVE HEALTH INSURANCE WITH BLUE CROSS/BLUE SHIELD	88
FINANCIAL SERVICES	HAVE HEALTH INSURANCE WITH CIGNA	107
FINANCIAL SERVICES	HAVE HEALTH INSURANCE WITH STATE FARM	100
FINANCIAL SERVICES	HAVE HEALTH INSURANCE WITH UNITEDHEALTHCARE	104
FINANCIAL SERVICES	HAVE HEALTH INSURANCE WITH OTHER	95
FINANCIAL SERVICES	HAVE TERM LIFE LIFE INSURANCE	96
FINANCIAL SERVICES	HEALTH/HOSP/LIFE INS.-KIND OF LIFE INS.-WHOLE/UNIVERSAL/VARIABLE(CASH VALUE)LIFE	84
FINANCIAL SERVICES	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - GROUP LIFE	95
FINANCIAL SERVICES	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - INDIVIDUAL ANNUITY	87
FINANCIAL SERVICES	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - OTHER	99
FINANCIAL SERVICES	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - SOLE TYPE USER	90
FINANCIAL SERVICES	VALUE OF LIFE INSURANCE = \$100,000-\$199,999	103
FINANCIAL SERVICES	VALUE OF LIFE INSURANCE = \$50,000-\$99,999	93
FINANCIAL SERVICES	VALUE OF LIFE INSURANCE = \$20,000-\$49,999	82
FINANCIAL SERVICES	OBTAINED MEDICAL POLICY WITH YOU/YOUR SPOUSES PLACE WORK OR UNION	100

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FINANCIAL SERVICES	OBTAINED MEDICAL POLICY WITH FRATERNAL/MEMBERSHIP GROUP	100
FINANCIAL SERVICES	OBTAINED MEDICAL POLICY WITH BASIC/ORIGINAL MEDICARE	74
FINANCIAL SERVICES	OBTAINED MEDICAL POLICY WITH MEDIGAP/MEDICARE SUPPLEMENT	68
FINANCIAL SERVICES	OBTAINED MEDICAL POLICY WITH MEDICAID	76
FINANCIAL SERVICES	PURCHASED INDIVIDUAL HEALTH INSURANCE WITH INSURANCE AGENT OR BROKER	86
FINANCIAL SERVICES	PURCHASED INDIVIDUAL HEALTH INS THROUGH AN ONLINE OR WEB-BASED SERVICE	99
FINANCIAL SERVICES	PURCHASED INDIVIDUAL HEALTH INSURANCE WITH OTHER	83
FINANCIAL SERVICES	HAVE EITHER PROPERTY OR VEHICLE INSURANCE	98
FINANCIAL SERVICES	PROPERTY AND VEHICLE INSURANCE - AUTOMOTIVE	99
FINANCIAL SERVICES	HOMEOWNERS INSURANCE - STATE FARM	93
FINANCIAL SERVICES	HOMEOWNERS INSURANCE - GEICO	104
FINANCIAL SERVICES	HOMEOWNERS INSURANCE - TRAVELERS	94
FINANCIAL SERVICES	HAS ATM/DEBIT CARD	105
FINANCIAL SERVICES	USED ATM/DEBIT CARD 4 OR MORE TIMES IN LAST 30 DAYS	107
FINANCIAL SERVICES	USED ATM/DEBIT CARD 2-3 TIMES IN LAST 30 DAYS	105
FINANCIAL SERVICES	USED ATM/DEBIT CARD ONCE IN LAST 30 DAYS	103
FINANCIAL SERVICES	DID NOT USE ATM/DEBIT CARD IN LAST 30 DAYS	102
FINANCIAL SERVICES	VALUE OF LIFE INSURANCE = \$50,000-\$99,999	113
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH AFLAC	109
FINANCIAL SERVICES	VALUE OF LIFE INSURANCE = \$200,000-\$499,999	115
FINANCIAL SERVICES	VALUE OF LIFE INSURANCE = LESS THAN \$20,000	72
FINANCIAL SERVICES	HAVE HEALTH INSURANCE WITH AFLAC	93
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH NATIONWIDE	95
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH TEACHERS (TIAA)	74
FINANCIAL SERVICES	HAVE LIFE INSURANCE WITH TRANSAMERICA	107
FINANCIAL SERVICES	TYPE OF INVESTMENT - COMMON STOCK IN ANY OTHER COMPANY	80
FINANCIAL SERVICES	TYPE OF INVESTMENT - US SAVINGS BONDS	89
FINANCIAL SERVICES	TYPE OF INVESTMENT - OTHER US GOVERNMENT BONDS	81
FINANCIAL SERVICES	TYPE OF INVESTMENT - OWN CITY/MUNICIPAL OR STATE BONDS	81
FINANCIAL SERVICES	TYPE OF INVESTMENT - MUTUAL FUNDS	85
FINANCIAL SERVICES	TYPE OF INVESTMENT - OWN CORPORATE BONDS	70
FINANCIAL SERVICES	TYPE OF INVESTMENT - OWN COMMON OR PREFERRED STOCK IN COMPANY WORK FOR	104
FINANCIAL SERVICES	TYPE OF INVESTMENT - OTHER SECURITIES (COMMODITIES/WARRANTS/PUTS)	80
FINANCIAL SERVICES	TYPE OF INVESTMENT - DO NOT OWN ANY INVESTMENTS	103
FINANCIAL SERVICES	TYPE OF INVESTMENT - US TREASURY BILLS OR NOTES	87
FINANCIAL SERVICES	TYPE OF INVESTMENT - INVESTMENT COLLECTIBLES (ART, ANTIQUE CARS, ETC)	80
FINANCIAL SERVICES	TYPE OF INVESTMENT - INTERNATIONAL INVESTMENTS	81
FINANCIAL SERVICES	HAVE OTHER INSURANCE	83
FINANCIAL SERVICES	CURRENTLY CARRY SURETY (BOND) INSURANCE	88
FINANCIAL SERVICES	CURRENTLY CARRY BOAT OWNERS/INLAND MARINE INSURANCE	85
FINANCIAL SERVICES	CURRENTLY CARRY CONVALESCENT (LONG TERM) CARE INSURANCE	64

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FINANCIAL SERVICES	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - DENTAL	104
FINANCIAL SERVICES	HEALTH/HOSP/LIFE INS - TYPES OWNED - LOSS OF INCOME (THROUGH MED/DISABILITY)	99
FINANCIAL SERVICES	CURRENTLY CARRY PERSONAL LIABILITY (NOT AUTO/HOMEOWNER)	93
FINANCIAL SERVICES	CURRENTLY CARRY UMBRELLA COVERAGE LIABILITY INSURANCE	66
FINANCIAL SERVICES	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - VISION CARE	105
FINANCIAL SERVICES	CURRENTLY CARRY PROFESSIONAL MALPRACTICE INSURANCE	75
FINANCIAL SERVICES	CURRENTLY CARRY OTHER INSURANCE	85
FINANCIAL SERVICES	CURRENTLY CARRY SMALL BUSINESS INSURANCE	86
FINANCIAL SERVICES	MADE CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	99
FINANCIAL SERVICES	OTHER CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	97
FINANCIAL SERVICES	ARTS/CULTURE AND HUMANITIES CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	82
FINANCIAL SERVICES	EDUCATION CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	88
FINANCIAL SERVICES	ENVIRONMENTAL CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	77
FINANCIAL SERVICES	HEALTH CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	93
FINANCIAL SERVICES	PUBLIC RADIO CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	74
FINANCIAL SERVICES	PUBLIC TELEVISION CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	70
FINANCIAL SERVICES	PRIVATE FOUNDATIONS CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	96
FINANCIAL SERVICES	RELIGIOUS CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	99
FINANCIAL SERVICES	SOCIAL SERVICES/WELFARE CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	96
FINANCIAL SERVICES	POLITICAL CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	81
FINANCIAL SERVICES	USE CREDIT MONITORING	106
FINANCIAL SERVICES	OTHER PROFESSIONAL ON-SITE SERVICES PREPARED PERSONAL TAXES IN LAST 12 MONTHS	97
FINANCIAL SERVICES	MANUALLY (PEN AND PAPER) PREPARED PERSONAL TAXES IN LAST 12 MONTHS	93
FINANCIAL SERVICES	TURBO TAX (ONLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LAST 12 MONTHS	101
FINANCIAL SERVICES	HANDR BLOCK TAXCUT (ONLINE TAX SOFTWARE) PREP PERSONAL TAXES IN LAST 12 MOS	99
FINANCIAL SERVICES	OTHER ONLINE SOFTWARE PREPARED PERSONAL TAXES IN LAST 12 MONTHS	80
FINANCIAL SERVICES	TURBO TAX (OFFLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LAST 12 MONTHS	106
FINANCIAL SERVICES	HANDR BLOCK TAXCUT (OFFLINE TAX SOFTWARE) PREP PERSONAL TAXES IN LAST 12 MOS	102
FINANCIAL SERVICES	OUTSIDE PROFESSIONAL/ACCNTNT/FINANCIAL ADVISOR PAYS OUR BILLS	78
FINANCIAL SERVICES	OTHER OFFLINE SOFTWARE PREPARED PERSONAL TAXES IN LAST 12 MONTHS	154
FINANCIAL SERVICES	OTHER METHOD PREPARED PERSONAL TAXES IN LAST 12 MONTHS	107
FINANCIAL SERVICES	SOMEONE ELSE-RLTVE/FAM MMBR NOT LV IN HH PAYS OUR BILLS	89
FINANCIAL SERVICES	OUR HOUSEHOLD HAS NO BILLS TO PAY	105
FINANCIAL SERVICES	PAYING YOUR BILLS - IN PERSON	89
FINANCIAL SERVICES	PAYING YOUR BILLS - ONLINE	112
FINANCIAL SERVICES	PAYING YOUR BILLS - BY MAIL	96
FINANCIAL SERVICES	PAYING YOUR BILLS - BY PHONE	107
FINANCIAL SERVICES	PAYING YOUR BILLS - AUTOMATICALLY DEDUCTED FROM BANK ACCOUNT	98
FINANCIAL SERVICES	BANKING & INVESTMENTS - CURRENTLY HAVE DEBIT CARD/ELECTRONIC FUNDS TRANSFER	99
FINANCIAL SERVICES	BANKING & INVESTMENTS - CURRENTLY HAVE NON-INTEREST BEARING CHECKING ACCT(S)	96
FINANCIAL SERVICES	BANKING & INVESTMENTS - CURRENTLY HAVE INTEREST BEARING CHECKING ACCOUNT(S)	91

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FINANCIAL SERVICES	BANKING & INVESTMENTS - CURRENTLY HAVE SAVINGS ACCOUNT(S)	97
FINANCIAL SERVICES	BANKING & INVESTMENTS - CURRENTLY HAVE CASH MANAGEMENT ACCOUNT(S)	76
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CURRENTLY HAVE CHECK GUARANTEE CARD	107
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CURRENTLY HAVE SENIOR CITIZENS CLUB	85
FINANCIAL SERVICES	BANKING & INVEST-CHECK DEBIT CRD/ELECTRONIC FNDS TRNSFER FROM COMMUNITY BANK	98
FINANCIAL SERVICES	BANKING & INVEST -NON-INTEREST BEARING CHECKING ACCT(S) FROM COMMUNITY BANK	95
FINANCIAL SERVICES	BANKING & INVEST - INTEREST BEARING CHECKING ACCT(S) FROM COMMUNITY BANK	86
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM COMMUNITY BANK	97
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM COMMUNITY BANKS	82
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM COMMUNITY BANK	115
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM COMMUNITY BANK	80
FINANCIAL SERVICES	BANKING & INVEST-CHECK DEBIT CRD/ELECTRONIC FUNDS TRNSFER FROM SAVINGS BANK	93
FINANCIAL SERVICES	BANKING & INVEST - NON-INTEREST BEARING CHECKING ACCT(S) FROM SAVINGS BANK	88
FINANCIAL SERVICES	BANKING AND INVEST - INTEREST BEARING CHECKING ACCOUNT(S) FROM SAVINGS BANK	87
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM SAVINGS BANK	92
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM SAVINGS BANKS	125
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM SAVINGS BANK	114
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM SAVINGS BANK	78
FINANCIAL SERVICES	BANKING AND INVEST-CHECK DEBIT CRD/ELECTRONIC FNDS TRNSFER FROM CREDIT UNION	118
FINANCIAL SERVICES	BANKING AND INVEST-NON-INTEREST BEARING CHECKING ACCT(S) FROM CREDIT UNION	96
FINANCIAL SERVICES	BANKING AND INVEST- INTEREST BEARING CHECKING ACCT(S) FROM CREDIT UNION	111
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM CREDIT UNION	101
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM CREDIT UNION	81
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM CREDIT UNION	105
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM CREDIT UNION	108
FINANCIAL SERVICES	BANKING & INVEST - CHECK DBIT CRD/ELECTRONIC FNDS TRNSFER FROM FS BRKRAGE FIRM	67
FINANCIAL SERVICES	BANKING & INVEST - NON-INTEREST BEARING CHECKING ACCT(S) FROM FS BRKRAGE FIRM	100
FINANCIAL SERVICES	BANKING & INVEST - INTEREST BEARING CHECKING ACCT(S) FROM FS BROKERAGE FIRM	57
FINANCIAL SERVICES	BANKING & INVEST - SAVINGS ACCOUNT(S) FROM FS BROKERAGE FIRM	80
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM FS BROKERAGE FIRM	65
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM FS BROKERAGE FIRM	120
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM FS BROKERAGE FIRM	303
FINANCIAL SERVICES	BANKING & INVEST-CHECK DBIT CARD/ELECTRONIC FNDS TRNSFR FRM DISC BRKRAGE FIRM	98
FINANCIAL SERVICES	BANKING & INVEST - NON-INTEREST BEARING CHECKING ACCT(S) FROM DISC BRKRAGE FIRM	162
FINANCIAL SERVICES	BANKING & INVESTMENTS - INTEREST BEARING CHECKING ACCT(S) FROM DISC BRKRGE FIRM	66
FINANCIAL SERVICES	BANKING AND INVESTMENTS -SAVINGS ACCOUNT(S) FROM DISC BROKERAGE FIRM	132
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM DISC BROKERAGE FIRM	93
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM DISC BROKERAGE FIRM	100
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM DISC BROKERAGE FIRM	206
FINANCIAL SERVICES	BANKING & INVESTMENTS - CHECK DEBIT CRD/ELECTRONIC FNDS TRNSFR FROM MUTL FUND FIRM	129
FINANCIAL SERVICES	BANKING & INVESTMENTS - NON-INTRST BEARING CHECKING ACCT(S) FROM MUTUAL FUND FIRM	86

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FINANCIAL SERVICES	BANKING & INVESTMENTS - INTRST BEARING CHECKING ACCT(S) FROM MUTUAL FUND FIRM	60
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM MUTUAL FUND FIRM	120
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM MUTUAL FUND FIRM	71
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM MUTUAL FUND FIRM	78
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM MUTUAL FUND FIRM	137
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FINANCIAL SERVICES	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FROM OTHER	137
FINANCIAL SERVICES	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM OTHER	81
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM OTHER	94
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM OTHER	92
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM OTHER	80
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM OTHER	115
FINANCIAL SERVICES	BANKING AND INVESTMENTS - DO NOT HAVE ANY OF THESE	110
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS CERTIFICATES CD/LONG TERM	79
FINANCIAL SERVICES	BANKING & INVEST - SAVINGS CERTIFICATES CD/LONG TERM FROM COMMUNITY BANK	73
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM SAVINGS BANK	76
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM CREDIT UNION	92
FINANCIAL SERVICES	BANKING & INVESTM - SAVINGS CERTIFICATES CD/LONG TERM FROM FS BROKERAGE FIRM	65
FINANCIAL SERVICES	BANKING & INVEST - SAVINGS CERTIFICATES CD/LONG TERM FROM DISC BRKRAGE FIRM	148
FINANCIAL SERVICES	BANKING & INVEST - SAVINGS CERTIFICATES CD/LONG TERM FROM MUTUAL FUND FIRM	105
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM OTHER	64
FINANCIAL SERVICES	BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS CERTIFICATES CD/SHORT TERM	84
FINANCIAL SERVICES	BANKING AND INVEST - SAVINGS CERTIFICATES CD/SHORT TERM FROM COMMUNITY BANK	83
FINANCIAL SERVICES	BANKING AND INVEST - SAVINGS CERTIFICATES CD/SHORT TERM FROM SAVINGS BANK	83
FINANCIAL SERVICES	BANKING AND INVEST - SAVINGS CERTIFICATES CD/SHORT TERM FROM CREDIT UNION	86
FINANCIAL SERVICES	BANKING AND INVEST - SAVINGS CERTIFICATES CD/SHORT TERM FROM FS BRKRAGE FIRM	62
FINANCIAL SERVICES	BANKING AND INVEST - SAVINGS CERTIFICATES CD/SHORT TERM FROM DISC BRKRGE FIRM	72
FINANCIAL SERVICES	BANKING & INVEST - SAVINGS CERTIFICATES CD/SHORT TERM FROM MUTUAL FUND FIRM	83
FINANCIAL SERVICES	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM OTHER	89
FINANCIAL SERVICES	HAVE MUTUAL FUND/BROKERAGE ACCOUNTS	86
FINANCIAL SERVICES	TYPE OF INVESTMENT - OWN 529 COLLEGE SAVINGS	101
FINANCIAL SERVICES	TYPE OF INVESTMENT - OTHER COLLEGE SAVINGS	95
FINANCIAL SERVICES	PROPERTY AND VEHICLE INSURANCE - HOMEOWNERS	101
FINANCIAL SERVICES	PROPERTY AND VEHICLE INSURANCE - TENANTS	71
FINANCIAL SERVICES	TYPE OF INVESTMENT - KEOGH/SEP-IRA/PENSION	80
FINANCIAL SERVICES	TYPE OF INVESTMENT - TRUST AGREEMENT	89
FINANCIAL SERVICES	TYPE OF INVESTMENT - OWN 401K	100
FINANCIAL SERVICES	TYPE OF INVESTMENT - IRA	85
FINANCIAL SERVICES	TYPE OF INVESTMENT - TAX SHELTERS	82
FINANCIAL SERVICES	TYPE OF INVESTMENT - TAX SHELTERS ANNUITIES	75
FINANCIAL SERVICES	TYPE OF INVESTMENT - ONLINE TRADING	90

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FINANCIAL SERVICES	401K VALUED AT \$100,000 OR MORE	84
FINANCIAL SERVICES	TYPE OF INVESTMENT - MONEY MARKET	82
FINANCIAL SERVICES	MONEY MARKET VALUED AT \$100,000 OR MORE	61
FINANCIAL SERVICES	NOTARY PUBLIC PREPARED PERSONAL TAXES IN LAST 12 MONTHS	174
FINANCIAL SERVICES	CPA/PRIVATE ACCOUNTANT PREPARED PERSONAL TAXES IN LAST 12 MOS	96
FINANCIAL SERVICES	HAVE DEBIT CARDS	108
FINANCIAL SERVICES	HAVE OR USE MASTERCARD DEBIT CARD	112
FINANCIAL SERVICES	HAVE OR USE VISA DEBIT CARD	110
FINANCIAL SERVICES	HAVE OR USE ANY AMERICAN EXPRESS CREDIT CARDS IN LAST 12 MONTHS	110
FINANCIAL SERVICES	HAVE OR USE ANY MASTERCARD CREDIT CARDS IN LAST 12 MONTHS	98
FINANCIAL SERVICES	HAVE OR USE ANY VISA CREDIT CARDS IN LAST 12 MONTHS	100
FINANCIAL SERVICES	USE ANY CREDIT CARD IN LAST 12 MONTHS	99
FINANCIAL SERVICES	TYPE OF INVESTMENT - OWN ANY INVESTMENTS	94
FINANCIAL SERVICES	ANY CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	100
FINANCIAL SERVICES	HAVE OR USE CREDIT CARDS	99
FOOD - BAKING	USE BETTY CROCKER STIRN BAKE DRY CAKE MIX	115
FOOD - BAKING	USE DUNCAN HINES MOIST DELUXE DRY CAKE MIX	86
FOOD - BAKING	ALSO USE BETTY CROCKER STIRN BAKE DRY CAKE MIX	84
FOOD - BAKING	ALSO USE DUNCAN HINES MOIST DELUXE DRY CAKE MIX	94
FOOD - BAKING	USE BETTY CROCKER RICH AND CREAMY FROSTING	95
FOOD - BAKING	USE BETTY CROCKER WHIPPED FROSTING	91
FOOD - BAKING	USE GHIRARDELLI BAKING CHIPS/PIECES	111
FOOD - BAKING	USE STORE BRAND BAKING CHIPS/PIECES	94
FOOD - BAKING	USE DUNCAN HINES CHOCOLATE LOVERS DRY BROWNIE MIX	86
FOOD - BAKING	USE BAKERS BAKING CHIPS/PIECES	84
FOOD - BAKING	HOUSEHOLD USES PACKAGED PIE CRUSTS	87
FOOD - BAKING	HOUSEHOLD USES DRY CAKE MIXES (NOT CAKE FLOUR)	93
FOOD - BAKING	USE BETTY CROCKER SUPERMOIST CAKE DRY CAKE MIX	90
FOOD - BAKING	USE DUNCAN HINES SIGNATURE DESSERTS DRY CAKE MIX	80
FOOD - BAKING	ALSO USE OTHER DUNCAN HINES CAKES DRY CAKE MIX	80
FOOD - BAKING	ALSO USE DUNCAN HINES SIGNATURE DESSERTS DRY CAKE MIX	85
FOOD - BAKING	HOUSEHOLD USES DRY BROWNIE MIXES	91
FOOD - BAKING	USE DUNCAN HINES PREMIUM DRY BROWNIE MIX	88
FOOD - BAKING	USE JIFFY DRY BROWNIE MIX	73
FOOD - BAKING	USE MARTHA WHITE DRY BROWNIE MIX	68
FOOD - BAKING	USE OTHER PILLSBURY DRY BROWNIE MIX	93
FOOD - BAKING	USE BETTY CROCKER SWEET REWARDS DRY BROWNIE MIX	125
FOOD - BAKING	USE BETTY CROCKER STIRN BAKE DRY BROWNIE MIX	99
FOOD - BAKING	USE BETTY CROCKER SUPREME DRY BROWNIE MIX	90
FOOD - BAKING	ALSO USE JIFFY DRY BROWNIE MIX	76
FOOD - BAKING	ALSO USE MARTHA WHITE DRY BROWNIE MIX	68

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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FOOD - BAKING	HOUSEHOLD USES OTHER BAKING MIXES	96
FOOD - BAKING	HOUSEHOLD USES FLOUR	97
FOOD - BAKING	USE LA PINA FLOUR	194
FOOD - BAKING	USE GOLD MEDAL FLOUR	101
FOOD - BAKING	USE MASECA FLOUR	194
FOOD - BAKING	USE GOYA FLOUR	158
FOOD - BAKING	USE STORE BRAND FLOUR	96
FOOD - BAKING	HOUSEHOLD USES BAKING CHIPS AND PIECES	92
FOOD - BAKING	USE SEMI-SWEET CHOCOLATE BAKING CHIPS/PIECES	87
FOOD - BAKING	USE MILK CHOCOLATE BAKING CHIPS/PIECES	91
FOOD - BAKING	USE PEANUT BUTTER BAKING CHIPS/PIECES	92
FOOD - BAKING	USE VANILLA BAKING CHIPS/PIECES	125
FOOD - BAKING	ALSO USE BUTTERSCOTCH FLAVOR BAKING CHIPS/PIECES	83
FOOD - BAKING	USE HERSHEY CHIPS BAKING CHIPS/PIECES	94
FOOD - BAKING	USE HERSHEY CHUNKS BAKING CHIPS/PIECES	93
FOOD - BAKING	USE HERSHEY MINI CHIPS BAKING CHIPS/PIECES	102
FOOD - BAKING	USE NESTLE TOLL HOUSE MORSELS BAKING CHIPS/PIECES	86
FOOD - BAKING	USE NESTLE MINI MORSELS BAKING CHIPS/PIECES	101
FOOD - BAKING	USE REESES BAKING CHIPS/PIECES	90
FOOD - BAKING	USE MANDMS BAKING BITS BAKING CHIPS/PIECES	94
FOOD - BAKING	HOUSEHOLD USES FROSTING (STORE BOUGHT)	93
FOOD - BAKING	USE CANNED (READY-TO-SPREAD) FROSTING	93
FOOD - BAKING	USE PACKAGED MIX (NOT READY-TO-SPREAD) FROSTING	93
FOOD - BAKING	USE DUNCAN HINES CREAMY HOMESTYLE FROSTING	78
FOOD - BAKING	USE DUNCAN HINES FUN FROSTERS FROSTING	112
FOOD - BAKING	USE SOLE BRAND USER FLOUR	99
FOOD - BAKING	BRAND SUMMARY - DUNCAN HINES DRY BROWNIE MIX	89
FOOD - BAKING	BRAND SUMMARY - DUNCAN HINES DRY CAKE MIX	89
FOOD - BAKING	BRAND SUMMARY - BETTY CROCKER DRY BROWNIE MIX	95
FOOD - BAKING	BRAND SUMMARY - PILLSBURY DRY BROWNIE MIX	90
FOOD - CONDIMENTS	USE COOL WHIP WHIPPED TOPPING	92
FOOD - CONDIMENTS	USE REDDI-WHIP WHIPPED TOPPING	93
FOOD - CONDIMENTS	NUMBER OF JARS OF RAGU SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	103
FOOD - CONDIMENTS	USE MRS BUTTERWORTHS PANCAKE/TABLE SYRUP	89
FOOD - CONDIMENTS	# OF QUARTS OF STORE BRAND SALAD OIL USED IN LAST 90 DAYS	95
FOOD - CONDIMENTS	# OF QUARTS OF CRISCO SALAD OIL USED IN LAST 90 DAYS	88
FOOD - CONDIMENTS	# OF QUARTS OF MAZOLA SALAD OIL USED IN LAST 90 DAYS	126
FOOD - CONDIMENTS	# OF JARS OF STORE BRAND MAYONNAISE/MAYO SALAD DRESSING USED IN LAST 90 DAYS	82
FOOD - CONDIMENTS	# OF JARS OF HELLMANNS MAYONNAISE/MAYO SALAD DRESSING USED IN LAST 90 DAYS	87
FOOD - CONDIMENTS	# OF JARS OF KRAFT MAYO MAYONNAISE/MAYO SALAD DRESSING USED IN LAST 90 DAYS	106
FOOD - CONDIMENTS	# OF JARS OF KRAFT MIRACLE WHIP MAYO/MAYO SALAD DRESSING USED IN LAST 90 DAYS	79

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FOOD - CONDIMENTS	# OF BOTTLES OF KRAFT PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS	94
FOOD - CONDIMENTS	# OF BOTTLES OF SEVEN SEAS PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS	83
FOOD - CONDIMENTS	# OF BOTTLES OF WISH-BONE PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS	100
FOOD - CONDIMENTS	# OF POUNDS OF BRUMMEL AND BROWN MARGARINE USED IN LAST 7 DAYS	93
FOOD - CONDIMENTS	USE KC MASTERPIECE BBQ/SEASONING SAUCES	103
FOOD - CONDIMENTS	USE KRAFT BBQ/SEASONING SAUCES	87
FOOD - CONDIMENTS	USE SPLENDA SUGAR SUBSTITUTES	101
FOOD - CONDIMENTS	USE CAMPBELLS GRAVY AND SAUCE MIXES	102
FOOD - CONDIMENTS	USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES	99
FOOD - CONDIMENTS	HOUSEHOLD EATS MARGARINE/MARGARINE SPREAD	98
FOOD - CONDIMENTS	HOUSEHOLD USES PIZZA SAUCE	98
FOOD - CONDIMENTS	USE CONTADINA PIZZA SAUCE	87
FOOD - CONDIMENTS	USE PROGRESSO PIZZA SAUCE	100
FOOD - CONDIMENTS	USE RAGU PIZZA SAUCE	108
FOOD - CONDIMENTS	USE PREGO PIZZA SAUCE	106
FOOD - CONDIMENTS	USE HEINZ GRAVY AND SAUCE MIXES	89
FOOD - CONDIMENTS	HOUSEHOLD USES GRAVY AND SAUCE MIXES	96
FOOD - CONDIMENTS	USE STORE BRAND GRAVY AND SAUCE MIXES	88
FOOD - CONDIMENTS	HOUSEHOLD USES SALAD OR COOKING OIL	99
FOOD - CONDIMENTS	HOUSEHOLD USES PREPARED SALAD DRESSING	97
FOOD - CONDIMENTS	HOUSEHOLD USES DRY MIX SALAD DRESSING	97
FOOD - CONDIMENTS	HOUSEHOLD USES MAYONNAISE/MAYO SALAD DRESSING IN JAR	98
FOOD - CONDIMENTS	# OF JARS OF BARILLA SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	97
FOOD - CONDIMENTS	# OF JARS OF BERTOLLISPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	98
FOOD - CONDIMENTS	HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS	99
FOOD - CONDIMENTS	HOUSEHOLD USES CATSUP/KETCHUP	100
FOOD - CONDIMENTS	USE DEL MONTE CATSUP/KETCHUP	125
FOOD - CONDIMENTS	USE HEINZ CATSUP/KETCHUP	100
FOOD - CONDIMENTS	USE STORE BRAND CATSUP/KETCHUP	90
FOOD - CONDIMENTS	HOUSEHOLD USES MUSTARD	95
FOOD - CONDIMENTS	USE FRENCHS MUSTARD	94
FOOD - CONDIMENTS	USE GREY POUPON MUSTARD	83
FOOD - CONDIMENTS	USE KRAFT MUSTARD	103
FOOD - CONDIMENTS	HOUSEHOLD USES BBQ AND SEASONING SAUCES	98
FOOD - CONDIMENTS	USE HEINZ 57 BBQ/SEASONING SAUCES	82
FOOD - CONDIMENTS	USE LA COSTENA BBQ/SEASONING SAUCES	193
FOOD - CONDIMENTS	USE KELLOGGS EGGO PANCAKE/TABLE SYRUP	107
FOOD - CONDIMENTS	HOUSEHOLD USES PANCAKE AND TABLE SYRUP	98
FOOD - CONDIMENTS	USE HUNGRY JACK PANCAKE/TABLE SYRUP	87
FOOD - CONDIMENTS	HOUSEHOLD USES WHITE GRANULATED SUGAR	100
FOOD - CONDIMENTS	USE DOMINO WHITE GRANULATED SUGAR	81

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FOOD - CONDIMENTS	USE STORE BRAND WHITE GRANULATED SUGAR	94
FOOD - CONDIMENTS	HOUSEHOLD USES SUGAR SUBSTITUTUES	98
FOOD - CONDIMENTS	USE STORE BRAND SUGAR SUBSTITUTES	87
FOOD - CONDIMENTS	USE EQUAL SUGAR SUBSTITUTES	99
FOOD - CONDIMENTS	USE SWEETN LOW SUGAR SUBSTITUTES	93
FOOD - CONDIMENTS	USE NUTRASWEET SUGAR SUBSTITUTES	101
FOOD - CONDIMENTS	HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE)	93
FOOD - CONDIMENTS	USE RICHS WHIPPED TOPPING	87
FOOD - CONDIMENTS	HOUSEHOLD USES SEASONINGS/SPICES	99
FOOD - CONDIMENTS	USE MCCORMICK SEASONINGS/SPICES	96
FOOD - CONDIMENTS	USE LAWRY'S SEASONINGS/SPICES	101
FOOD - CONDIMENTS	USE GOYA SEASONINGS/SPICES	155
FOOD - CONDIMENTS	USE STORE BRAND JAMS, JELLIES AND PRESERVES	101
FOOD - CONDIMENTS	USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES	143
FOOD - CONDIMENTS	USE KRAFT JAMS, JELLIES AND PRESERVES	112
FOOD - CONDIMENTS	USE SMUCKERS JAMS, JELLIES AND PRESERVES	98
FOOD - CONDIMENTS	USE WELCH'S JAMS, JELLIES AND PRESERVES	97
FOOD - CONDIMENTS	# OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS	101
FOOD - CONDIMENTS	# OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS	73
FOOD - CONDIMENTS	# OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS	98
FOOD - CONDIMENTS	# OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS	100
FOOD - CONDIMENTS	# OF QUARTS OF GOYA SALAD OIL USED IN LAST 90 DAYS	142
FOOD - CONDIMENTS	# OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS	82
FOOD - CONDIMENTS	# OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAYS	109
FOOD - CONDIMENTS	# OF BOTTLES OF STORE BRAND PREP SALAD DRESSINGS USED IN LAST 30 DAYS	88
FOOD - CONDIMENTS	# OF JARS OF DEL MONTE SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	113
FOOD - CONDIMENTS	# OF JARS OF HEALTHY CHOICE SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	88
FOOD - CONDIMENTS	# OF JARS OF HEINZ SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	85
FOOD - CONDIMENTS	# OF JARS OF PROGRESSO SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	96
FOOD - CONDIMENTS	USE IMPERIAL WHITE GRANULATED SUGAR	125
FOOD - DAIRY	# OF LBS OF STORE BRAND GRATED CHEESE (IN SHAKER, CAN/JAR) USED IN LAST 30 DAYS	91
FOOD - DAIRY	# OF POUNDS OF LAND OLAKES BUTTER USED IN LAST 7 DAYS	92
FOOD - DAIRY	USE CHEEZ WHIZ SPREAD CHEESE	89
FOOD - DAIRY	USE NESTLE COFFEE MATE NON-DAIRY CREAM SUBSTITUTES	116
FOOD - DAIRY	# LBS OF KRAFT SINGLES AMER PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	98
FOOD - DAIRY	# LBS OF KRAFT VELVEETA AMER PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	84
FOOD - DAIRY	# LBS OF DIGIORNO GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	106
FOOD - DAIRY	# LBS OF BORDEN NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	91
FOOD - DAIRY	HOUSEHOLD USES CREAM CHEESE	101
FOOD - DAIRY	USE CRACKER BARREL SPREAD CHEESE	77
FOOD - DAIRY	USE EASY CHEESE SPREAD CHEESE	97

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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FOOD - DAIRY	HOUSEHOLD USES COTTAGE CHEESE	94
FOOD - DAIRY	HOUSEHOLD USES SPREAD CHEESE	98
FOOD - DAIRY	HOUSEHOLD EATS AMERICAN PASTURIZED PROCESSED CHEESE	98
FOOD - DAIRY	# LBS OF BOARS HEAD AMER PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	110
FOOD - DAIRY	HOUSEHOLD EATS GRATED CHEESE (IN SHAKER, CAN OR JAR)	97
FOOD - DAIRY	HOUSEHOLD USES NON-DAIRY CREAM SUBSTITUTES	105
FOOD - DAIRY	USE COFFEE RICH NON-DAIRY CREAM SUBSTITUTES	97
FOOD - DAIRY	USE SILK SOY NON-DAIRY CREAM SUBSTITUTES	130
FOOD - DAIRY	# OF POUNDS OF BREAKSTONE BUTTER USED IN LAST 7 DAYS	102
FOOD - DAIRY	# OF POUNDS OF STORE BRAND BUTTER USED IN LAST 7 DAYS	96
FOOD - DAIRY	# OF POUNDS OF PHILADELPHIA CREAM CHEESE USED IN LAST 30 DAYS	102
FOOD - DAIRY	# OF POUNDS OF STORE BRAND CREAM CHEESE USED IN LAST 30 DAYS	100
FOOD - DAIRY	# OF POUNDS OF DEANS COTTAGE CHEESE USED IN LAST 7 DAYS	70
FOOD - DAIRY	# OF POUNDS OF BREAKSTONE COTTAGE CHEESE USED IN LAST 7 DAYS	88
FOOD - DAIRY	# OF POUNDS OF KNUDSEN COTTAGE CHEESE USED IN LAST 7 DAYS	163
FOOD - DAIRY	# OF POUNDS OF STORE BRAND COTTAGE CHEESE USED IN LAST 7 DAYS	95
FOOD - DAIRY	# LBS OF OTHER KRAFT AMER PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	93
FOOD - DAIRY	# LBS OF BORDEN AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	94
FOOD - DAIRY	# LBS OF KRFT DELI DELUXE AMER PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	98
FOOD - DAIRY	# LBS OF LAND OLAKES AMER PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	95
FOOD - DAIRY	# LBS OF STORE BRAND AMERICAN PASTURIZED PROCESSED CHEESE USED IN LAST 7 DAYS	90
FOOD - DAIRY	# LBS OF KRAFT GRATED GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	98
FOOD - DAIRY	# LBS OF KRAFT SHREDDED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	95
FOOD - DAIRY	# LBS OF SARGENTO GRATED CHEESE (IN SHAKER, CAN OR JAR) USED IN LAST 30 DAYS	86
FOOD - DAIRY	# LBS STORE BRND NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	95
FOOD - DAIRY	# LBS CRCKER BARREL NAT/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	82
FOOD - DAIRY	# LBS OF KRAFT NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	97
FOOD - DAIRY	# LBS BOARS HEAD NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	89
FOOD - DAIRY	# LBS OF FRIGO NATURAL/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	136
FOOD - DAIRY	# LBS EL MEXICANO NAT/IMPORTED CHEESE (NON-PROCESSED) USED IN LAST 7 DAYS	190
FOOD - DAIRY	HOUSEHOLD USES BUTTER	100
FOOD - DAIRY	HOUSEHOLD USES SOUR CREAM	100
FOOD - DAIRY	USE DEANS SOUR CREAM	79
FOOD - DAIRY	USE BREAKSTONE SOUR CREAM	84
FOOD - DAIRY	USE KNUDSEN SOUR CREAM	192
FOOD - DAIRY	USE STORE BRAND SOUR CREAM	96
FOOD - DAIRY	HOUSEHOLD EATS NATURAL OR IMPORTED (NON-PROCESSED) CHEESE	102
FOOD - DAIRY	HOUSEHOLD EATS YOGURT (NOT BOUGHT FROZEN)	103
FOOD - DAIRY	USE DANNON YOGURT (NOT BOUGHT FROZEN)	101
FOOD - DAIRY	USE LUCERNE YOGURT (NOT BOUGHT FROZEN)	120
FOOD - DAIRY	USE YOPLAIT YOGURT	115

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FOOD - FROZEN	ATE RED BARON FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	105
FOOD - FROZEN	ATE TOMBSTONE FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	99
FOOD - FROZEN	ATE GREEN GIANT CMPLT SKILET FRZN MAIN COURSES (CASS/ENTREES) MOST LAST 30 DAYS	84
FOOD - FROZEN	ATE OTHER GREEN GIANT FRZN MAIN COURSES (CASS/ENTREES) MOST IN LAST 30 DAYS	99
FOOD - FROZEN	ATE UNCLE BENS PASTA BWLS FRZN MAIN COURSES (CASS/ENTREES) MOST LAST 30 DAYS	102
FOOD - FROZEN	ATE FRESCHETTA FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	89
FOOD - FROZEN	USE EGGO (REGULAR) FROZEN WAFFLES/PANCAKES/FRENCH TOAST	103
FOOD - FROZEN	USE PILLSBURY FROZEN PIES/CAKES/PASTRIES	104
FOOD - FROZEN	ATE BERTOLLI FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LAST 30 DAYS	98
FOOD - FROZEN	USE HEALTHY CHOICE FROZEN NOVELTY TREATS	129
FOOD - FROZEN	USE STORE BRAND FROZEN PREPARED SEAFOOD	104
FOOD - FROZEN	HOUSEHOLD USES FROZEN NOVELTY TREATS	98
FOOD - FROZEN	USE BEN AND JERRYS FROZEN NOVELTY TREATS	103
FOOD - FROZEN	USE DOVE BARS FROZEN NOVELTY TREATS	96
FOOD - FROZEN	USE NESTLE DRUMSTICK ICE CREAM CONES FROZEN NOVELTY TREATS	109
FOOD - FROZEN	USE HAAGEN-DAZS BARS FROZEN NOVELTY TREATS	127
FOOD - FROZEN	USE NESTLE CRUNCH ICE CREAM BARS FROZEN NOVELTY TREATS	111
FOOD - FROZEN	USE OTHER NESTLE FROZEN NOVELTY TREATS	127
FOOD - FROZEN	USE WELCHS FRUIT JUICE BARS FROZEN NOVELTY TREATS	123
FOOD - FROZEN	USE TURKEY HILL ICE CREAM SANDWICHES FROZEN NOVELTY TREATS	107
FOOD - FROZEN	HOUSEHOLD USES FROZEN POTATO PRODUCTS	95
FOOD - FROZEN	USE OTHER BRANDS FROZEN POTATO PRODUCTS	103
FOOD - FROZEN	USE STORE BRAND FROZEN POTATO PRODUCTS	94
FOOD - FROZEN	HOUSEHOLD EATS FROZEN VEGETABLES (EXCLUDING POTATOES)	96
FOOD - FROZEN	USE BIRDS EYE FROZEN VEGETABLES (EXCLUDING POTATOES)	92
FOOD - FROZEN	USE GREEN GIANT FROZEN VEGETABLES (EXCLUDING POTATOES)	101
FOOD - FROZEN	USE STORE BRAND FROZEN VEGETABLES (EXCLUDING POTATOES)	96
FOOD - FROZEN	USE STOUFFERS FROZEN VEGETABLES (EXCLUDING POTATOES)	86
FOOD - FROZEN	HOUSEHOLD USES FROZEN HOT SNACKS	102
FOOD - FROZEN	# OF PACKAGES OF HOT POCKETS FROZEN HOT SNACKS EATEN IN LAST 30 DAYS	106
FOOD - FROZEN	# OF PACKAGES OF TYSON FROZEN HOT SNACKS EATEN IN LAST 30 DAYS	104
FOOD - FROZEN	# OF PACKAGES OF TGI FRIDAYS FROZEN HOT SNACKS EATEN IN LAST 30 DAYS	98
FOOD - FROZEN	HOUSEHOLD EATS FROZEN COMPLETE (TV) DINNERS	92
FOOD - FROZEN	HOUSEHOLD EATS FROZEN MAIN COURSES (CASSEROLS/ENTREES)	94
FOOD - FROZEN	ATE CALIFORNIA PIZZA KITCHEN FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	101
FOOD - FROZEN	HOUSEHOLD EATS FROZEN PIZZAS (BOUGHT FROZEN)	96
FOOD - FROZEN	ATE DIGIORNO FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	100
FOOD - FROZEN	ATE STOUFFERS FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	92
FOOD - FROZEN	HOUSEHOLD EATS FROZEN FRIED CHICKEN	100
FOOD - FROZEN	USE BANQUET FROZEN FRIED CHICKEN	83
FOOD - FROZEN	USE TYSON FROZEN FRIED CHICKEN	103

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FOOD - FROZEN	USE BUTTERBALL FROZEN FRIED CHICKEN	82
FOOD - FROZEN	USE FOSTER FARMS FROZEN FRIED CHICKEN	196
FOOD - FROZEN	USE PERDUE FROZEN FRIED CHICKEN	87
FOOD - FROZEN	HOUSEHOLD USES FROZEN PREPARED SEAFOOD	101
FOOD - FROZEN	USE CONTESSA FROZEN PREPARED SEAFOOD	136
FOOD - FROZEN	HOUSEHOLD USES FROZEN WAFFLES/PANCAKES/FRENCH TOAST	103
FOOD - FROZEN	USE HUNGRY JACK FROZEN WAFFLES/PANCAKES/FRENCH TOAST	77
FOOD - FROZEN	USE PILLSBURY FROZEN WAFFLES/PANCAKES/FRENCH TOAST	95
FOOD - FROZEN	HOUSEHOLD USES FROZEN BREAKFAST ENTREES/SANDWICHES	103
FOOD - FROZEN	USE AUNT JEMIMA FROZEN BREAKFAST ENTREES/SANDWICHES	108
FOOD - FROZEN	USE JIMMY DEAN FROZEN BREAKFAST ENTREES/SANDWICHES	96
FOOD - FROZEN	USE OWENS FROZEN BREAKFAST ENTREES/SANDWICHES	122
FOOD - FROZEN	USE WEIGHT WATCHERS SMART ONES FROZEN BREAKFAST ENTREES/SANDWICHES	108
FOOD - FROZEN	USE BOB EVANS SANDWICHES & BURRITOS BREAKFAST FROZEN ENTREES/SANDWICHES	75
FOOD - FROZEN	USE RED BARON FROZEN BREAKFAST ENTREES/SANDWICHES	91
FOOD - FROZEN	HOUSEHOLD USES PROZEN PIES/CAKES/PASTRIES	97
FOOD - FROZEN	USE MARIE CALLENDERS FROZEN PIES/CAKES/PASTRIES	109
FOOD - FROZEN	USE MRS SMITHS FROZEN PIES/CAKES/PASTRIES	89
FOOD - FROZEN	USE PEPPERIDGE FARM FROZEN PIES/CAKES/PASTRIES	89
FOOD - FROZEN	USE SARA LEE FROZEN PIES/CAKES/PASTRIES	99
FOOD - FROZEN	USE WEIGHT WATCHERS SMART ONES FROZEN PIES/CAKES/PASTRIES	107
FOOD - FROZEN	USE BANQUET DINNERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAYS	84
FOOD - FROZEN	USE HEALTY CHOICE FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAYS	101
FOOD - FROZEN	USE MARIE CALLENDERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAYS	113
FOOD - FROZEN	USE WGHY WATCHERS SMART ONES FRZN COMPLETE (TV DINNERS) MOST IN LAST 30 DAYS	104
FOOD - FROZEN	USE PATIO FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAYS	80
FOOD - FROZEN	USE TYSON DINNERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAYS	81
FOOD - FROZEN	ATE BANQUET FAMILY ENTREES FRZN MAIN COURSES (CASS/ENTREES) MOST LAST 30 DAYS	80
FOOD - FROZEN	ATE HEALTHY CHOICE FRZN MAIN COURSES (CASS/ENTREES) MOST IN LAST 30 DAYS	101
FOOD - FROZEN	ATE STOUFFERS REG ENTREES FRZN MAIN COURSES (CASS/ENTREES) MOST LAST 30 DAYS	88
FOOD - FROZEN	ATE MARIE CALLENDERS FRZN MAIN COURSES (CASS/ENTREES) MOST IN LAST 30 DAYS	106
FOOD - FROZEN	ATE WOLFGANG PUCK FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	116
FOOD - FROZEN	USE TURKEY HILL FROZEN YOGURT (BOUGHT FROZEN)	74
FOOD - FROZEN	DONT KNOW/ NO ANSWER IF HOUSEHOLD EATS FROZEN YOGURT (BOUGHT FROZEN)	101
FOOD - FROZEN	USE BEN AND JERRYS FROZEN YOGURT (BOUGHT FROZEN)	105
FOOD - FROZEN	USE DANNON FROZEN YOGURT (BOUGHT FROZEN)	98
FOOD - FROZEN	USE DREYERS FROZEN YOGURT (BOUGHT FROZEN)	150
FOOD - FROZEN	USE HAAGAN-DAZS FROZEN YOGURT (BOUGHT FROZEN)	119
FOOD - GENERAL	USE KNORR SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	138
FOOD - GENERAL	EAT LIPTON RICE/RICE DISHES	81
FOOD - GENERAL	USE STORE BRAND COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	86

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

## CPR Report

FOOD - GENERAL	USE PILLSBURY/HUNGRY JACK BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	96
FOOD - GENERAL	USE STORE BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	82
FOOD - GENERAL	HOUSEHOLD USES FRESH REFRIGERATED POTATO PRODUCTS	94
FOOD - GENERAL	USE BOB EVANS FRESH REFRIGERATED POTATO PRODUCTS	77
FOOD - GENERAL	USE SKIPPY PEANUT BUTTER	111
FOOD - GENERAL	USE JIF PEANUT BUTTER	94
FOOD - GENERAL	USE PETER PAN PEANUT BUTTER	91
FOOD - GENERAL	USE SMUCKERS PEANUT BUTTER	117
FOOD - GENERAL	USE POST SHREDDED WHEAT (REG) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	80
FOOD - GENERAL	EAT MRS BAIRDS BREAD	125
FOOD - GENERAL	USE NESTLE BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	112
FOOD - GENERAL	USE EMERALD NUTS FOR COOKING AND SNACKS	101
FOOD - GENERAL	SOMEONE IN HOUSEHOLD EATS CHILLI	95
FOOD - GENERAL	EAT CAMPBELLS CHUNKY CHILI	86
FOOD - GENERAL	EAT HORMEL CHUNKY CHILI	95
FOOD - GENERAL	EAT WOLF BRAND CHILI CHUNKY CHILI	104
FOOD - GENERAL	HOUSEHOLD EATS BREAKFAST COLD CEREALS	100
FOOD - GENERAL	HOUSEHOLD EATS STORE BRAND BREAKFAST HOT CEREALS	95
FOOD - GENERAL	USE QUAKER EXPRESS INSTANT OATMEAL BRKFAST HOT CEREALS MOST IN LAST 7 DAYS	104
FOOD - GENERAL	USE NABISCO CREAM OF WHEAT INSTANT BRFAST HOT CEREALS MOST IN LAST 7 DAYS	90
FOOD - GENERAL	USE NABISCO CREAM OF WHEAT REGULAR BRKFAST HOT CEREALS MOST IN LAST 7 DAYS	94
FOOD - GENERAL	HOUSEHOLD USES BREAKFAST PASTRIES	96
FOOD - GENERAL	EAT SARA LEE BREAD	107
FOOD - GENERAL	EAT STORE BRAND BREAD	99
FOOD - GENERAL	HOUSEHOLD EATS BAGELS	102
FOOD - GENERAL	EAT LENDERS BAGELS	91
FOOD - GENERAL	EAT SARA LEE GRAINS BAGELS	118
FOOD - GENERAL	EAT THAOMAS BAGELS	107
FOOD - GENERAL	EAT STORE BRAND BAGELS	103
FOOD - GENERAL	EAT EARTH GRAINS BAGELS	99
FOOD - GENERAL	HOUSEHOLD EATS CROISSANTS	105
FOOD - GENERAL	USE SARA LEE CROISSANTS	103
FOOD - GENERAL	USE PEPPERIDGE FARM PETIT ALL BUTTER CROISSANTS	90
FOOD - GENERAL	USE PILLSBURY CROISSANTS	95
FOOD - GENERAL	HOUSEHOLD USES ENGLISH MUFFINS	96
FOOD - GENERAL	USE EARTH GRAINS ENGLISH MUFFINS	93
FOOD - GENERAL	USE PEPPERIDGE FARM ENGLISH MUFFINS	93
FOOD - GENERAL	USE STORE BRAND ENGLISH MUFFINS	101
FOOD - GENERAL	HOUSEHOLD USES PACKAGED MUFFINS (READY-TO-EAT)	110
FOOD - GENERAL	USE SARA LEE PACKAGED MUFFINS (READY-TO-EAT)	111
FOOD - GENERAL	USE STORE BRAND PACKAGED MUFFINS (READY-TO-EAT)	99

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FOOD - GENERAL	USE ENTENMANN'S PACKAGED MUFFINS (READY-TO-EAT)	122
FOOD - GENERAL	HOUSEHOLD USES BREAD	100
FOOD - GENERAL	HOUSEHOLD EATS PEANUT BUTTER	97
FOOD - GENERAL	EAT STORE BRAND BREAKFAST PASTRIES	102
FOOD - GENERAL	EAT ENTENMANN'S (REGULAR) BREAKFAST PASTRIES	100
FOOD - GENERAL	EAT HOSTESS BREAKFAST PASTRIES	95
FOOD - GENERAL	EAT LITTLE DEBBIE BREAKFAST PASTRIES	80
FOOD - GENERAL	EAT SARA LEE BREAKFAST PASTRIES	100
FOOD - GENERAL	HOUSEHOLD USES PACKAGED INSTANT POTATOES	97
FOOD - GENERAL	USE STORE BRAND PACKAGED INSTANT POTATOES	93
FOOD - GENERAL	USE BETTY CROCKER PACKAGED INSTANT POTATOES	90
FOOD - GENERAL	USE HUNGRY JACK PACKAGED INSTANT POTATOES	85
FOOD - GENERAL	USE BOB EVANS PACKAGED INSTANT POTATOES	81
FOOD - GENERAL	USE SIMPLY POTATOES PACKAGED INSTANT POTATOES	100
FOOD - GENERAL	HOUSEHOLD EATS CANNED OR JARRED VEGETABLES	99
FOOD - GENERAL	USE DEL MONTE CANNED OR JARRED VEGETABLES	107
FOOD - GENERAL	USE GOYA CANNED OR JARRED VEGETABLES	153
FOOD - GENERAL	USE GREEN GIANT CANNED OR JARRED VEGETABLES	97
FOOD - GENERAL	USE STORE BRAND CANNED OR JARRED VEGETABLES	92
FOOD - GENERAL	USE CAMPBELL'S SELECT SOUP CANNED OR JARRED SOUP/BROTH	96
FOOD - GENERAL	HOUSEHOLD USES PORK AND BEANS OR BAKED BEANS	89
FOOD - GENERAL	USED GOYA BEANS PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	153
FOOD - GENERAL	HOUSEHOLD USES CANNED SOUP AND BROTH	94
FOOD - GENERAL	USE JUANITAS CANNED OR JARRED SOUP/BROTH	142
FOOD - GENERAL	HOUSEHOLD USES DRY SOUP/LUNCH MIX AND DRY BOUILLON	106
FOOD - GENERAL	HOUSEHOLD USES SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	100
FOOD - GENERAL	USE CAMPBELL'S MICROWAVE SOUP SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	99
FOOD - GENERAL	USE BETTY CROCKER BOWL APPETIT SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	109
FOOD - GENERAL	HOUSEHOLD USES PIZZA CRUST (PACKAGED READY MADE)	98
FOOD - GENERAL	USE BOBOLI PIZZA CRUST (PACKAGED READY MADE)	108
FOOD - GENERAL	USE DIGIORNO PIZZA CRUST (PACKAGED READY MADE)	110
FOOD - GENERAL	USE PILLSBURY PIZZA CRUST (PACKAGED READY MADE)	88
FOOD - GENERAL	HOUSEHOLD EATS KNORR RICE MIXES RICE/RICE DISHES	103
FOOD - GENERAL	EAT NEAR EAST MIXES RICE/RICE DISHES	86
FOOD - GENERAL	EAT RICE-A-RONI MIXES RICE/RICE DISHES	101
FOOD - GENERAL	EAT STORE BRAND MIXES RICE/RICE DISHES	105
FOOD - GENERAL	EAT KNORR RICE MIXES RICE/RICE DISHES	95
FOOD - GENERAL	HOUSEHOLD USES CAN/JAR SPAGHETTI/MACARONI	94
FOOD - GENERAL	EAT CAMPBELL'S SPAGHETTIOS CAN/JAR SPAGHETTI/MACARONI	93
FOOD - GENERAL	EAT HEINZ CAN/JAR SPAGHETTI/MACARONI	102
FOOD - GENERAL	EAT PROGRESSO CAN/JAR SPAGHETTI/MACARONI	89

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FOOD - GENERAL	EAT STORE BRAND CAN/JAR SPAGHETTI/MACARONI	85
FOOD - GENERAL	HOUSEHOLD USES PREPARED LUNCH KITS	108
FOOD - GENERAL	USE KOSHERABLES PREPARED LUNCH KITS	81
FOOD - GENERAL	USE STARKIST TUNA SALAD PREPARED LUNCH KIT	88
FOOD - GENERAL	HOUSEHOLD USED DRY PACKAGED PASTA	99
FOOD - GENERAL	USE BARILLA DRY PACKAGED PASTA	108
FOOD - GENERAL	USE GOYA DRY PACKAGED PASTA	154
FOOD - GENERAL	USE STORE BRAND DRY PACKAGED PASTA	96
FOOD - GENERAL	USE DIGIORNO DRY PACKAGED PASTA	137
FOOD - GENERAL	HOUSEHOLD EATS COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	99
FOOD - GENERAL	USE OLD EL PASO COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	94
FOOD - GENERAL	USE GAMESA DRY PACKAGED PASTA	190
FOOD - GENERAL	USE KRAFT MACARONI & CHEESE (REG) COMPLETE PKG PREPARED DISHES/DINNER MIXES	100
FOOD - GENERAL	HOUSEHOLD USES NON-STICK COOKING SPRAY	93
FOOD - GENERAL	HOUSEHOLD USES SHORTENING	87
FOOD - GENERAL	USE CRISCO BUTTER FLAVOR SHORTENING	82
FOOD - GENERAL	USE CRISCO REGULAR SHORTENING	86
FOOD - GENERAL	HOUSEHOLD USES CANNED TOMATOES	92
FOOD - GENERAL	USE GOYA MEXICAN FOOD AND INGREDIENTS	146
FOOD - GENERAL	USE DEL MONTE CANNED TOMATOES	102
FOOD - GENERAL	USE STORE BRAND CANNED TOMATOES	91
FOOD - GENERAL	USE RO-TEL CANNED TOMATOES	82
FOOD - GENERAL	USE GOYA CANNED TOMATOES	154
FOOD - GENERAL	USE GOYA TOMATO SAUCE	174
FOOD - GENERAL	USE GOYA TOMATO PASTE	150
FOOD - GENERAL	USE GOYA CAN TOMATOES/TOMATO PASTE/SUACE	157
FOOD - GENERAL	HOUSEHOLD USES TOMATO SAUCE	103
FOOD - GENERAL	USE DEL MONTE TOMATO SAUCE	122
FOOD - GENERAL	USE PROGRESSO TOMATO SAUCE	100
FOOD - GENERAL	USE STORE BRAND TOMATO SAUCE	106
FOOD - GENERAL	USE RO-TEL TOMATO SAUCE	89
FOOD - GENERAL	HOUSEHOLD USES TOMATO PASTE	94
FOOD - GENERAL	USE DEL MONTE TOMATO PASTE	110
FOOD - GENERAL	USE PROGRESSO TOMATO PASTE	85
FOOD - GENERAL	USE STORE BRAND TOMATO PASTE	100
FOOD - GENERAL	USE RO-TEL TOMATO PASTE	89
FOOD - GENERAL	HOUSEHOLD USES MEXICAN FOOD AND INGREDIENTS	106
FOOD - GENERAL	USE FRITO-LAY MEXICAN FOOD AND INGREDIENTS	101
FOOD - GENERAL	USE LA VICTORIA MEXICAN FOOD AND INGREDIENTS	145
FOOD - GENERAL	USE OLD EL PASO MEXICAN FOOD AND INGREDIENTS	87
FOOD - GENERAL	USE ORTEGA MEXICAN FOOD AND INGREDIENTS	90

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FOOD - GENERAL	HOUSEHOLD USES BREAD CRUMBS, COATING AND STUFFING MIXES	97
FOOD - GENERAL	USE KELLOGGS BREAD CRUMB, COATING, AND STUFFING MIXES	117
FOOD - GENERAL	USE PEPPERIDGE FARM BREAD CRUMB, COATING, AND STUFFING MIXES	85
FOOD - GENERAL	USE STORE BRAND BREAD CRUMB, COATING, AND STUFFING MIXES	90
FOOD - GENERAL	HOUSEHOLD USES CANNED OR JARRED FRUIT	97
FOOD - GENERAL	HOUSEHOLD USES NUTS FOR COOKING AND SNACKS	94
FOOD - GENERAL	USE KASHI HEART TO HEART BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	85
FOOD - GENERAL	USE PLANTERS NUTS FOR COOKING AND SNACKS	92
FOOD - GENERAL	USE STORE BRAND NUTS FOR COOKING AND SNACKS	88
FOOD - GENERAL	HOUSEHOLD USES DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	99
FOOD - GENERAL	USE BETTY CROCKER DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	103
FOOD - GENERAL	USE AUNT JEMIMA DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	103
FOOD - GENERAL	USE HUNGRY JACK (PILLSBURY) DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	82
FOOD - GENERAL	USE MRS BUTTERWORTHS DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	79
FOOD - GENERAL	HOUSEHOLD USES REFRIGERATED/ FROZEN DOUGH PRODUCTS	94
FOOD - GENERAL	HOUSEHOLD USES CANNED MILK	100
FOOD - GENERAL	HOUSEHOLD USES BORDEN EAGLE BRAND SWEETENED CONDENSED MILK CANNED MILK	102
FOOD - GENERAL	HOUSEHOLD USES CARNATION EVAPORATED MILK CANNED MILK	103
FOOD - GENERAL	HOUSEHOLD USES NESTLE LA LECHERA CONDENSED MILK CANNED MILK	203
FOOD - GENERAL	HOUSEHOLD USES LIQUID BREAKFAST/ NUTRITIONAL SUPPLEMENT	103
FOOD - GENERAL	USE CARNATION INSTANT BREAKFAST LIQUID BREAKFAST/NUTRITIONAL SUPPLEMENT	105
FOOD - GENERAL	USE SLIM-FAST LIQUID BREAKFAST/ NUTRITIONAL SUPPLEMENT	94
FOOD - GENERAL	HOUSEHOLD USES EGGS	100
FOOD - GENERAL	USE STORE BRAND BEST EGGS	98
FOOD - GENERAL	USE EGGLANDS BEST EGGS	95
FOOD - GENERAL	HOUSEHOLD USES PICKLES	92
FOOD - GENERAL	USE CLAUSSEN PICKLES	91
FOOD - GENERAL	USE DEL MONTE PICKLES	107
FOOD - GENERAL	USE MT OLIVE PICKLES	81
FOOD - GENERAL	USE STORE BRAND PICKLES	84
FOOD - GENERAL	USE LOW FAT/FAT FREE PRODUCTS	97
FOOD - GENERAL	USE NESTLE GOOD START LIQUID/POWDERED BABY FORMULA	95
FOOD - GENERAL	USE ENFAMIL LIQUID/POWDERED BABY FORMULA	140
FOOD - GENERAL	USE SIMILAC LIQUID/POWDERED BABY FORMULA	143
FOOD - GENERAL	USE STORE BRAND LIQUID/POWDERED BABY FORMULA	187
FOOD - GENERAL	HOUSEHOLD USES BABY FOODS, BABY CEREALS AND JUICES	140
FOOD - GENERAL	USE GERBER 1ST FOODS BABY FOODS, BABY CEREALS/JUICES	127
FOOD - GENERAL	USE BEECH-NUT STAGE 1 BABY FOODS, BABY CEREALS/JUICES	90
FOOD - GENERAL	USE EARTHS BEST BABY FOODS/BABY CEREALS/JUICES	133
FOOD - GENERAL	USE HEINZ 1 BABY FOODS, BABY CEREALS/JUICES	127
FOOD - GENERAL	USE AUNT JEMIMA GRITS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	90

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FOOD - GENERAL	USE FARINA BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	117
FOOD - GENERAL	USE QUAKER QUICK OATS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	88
FOOD - GENERAL	USE QUAKER OLD FASHIONED OATS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	96
FOOD - GENERAL	USE QUAKER QUICK GRITS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	71
FOOD - GENERAL	USE STORE BRAND BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	81
FOOD - GENERAL	EAT EARTH GRAINS BREAD	106
FOOD - GENERAL	EAT PEPPERIDGE FARM BREAD	87
FOOD - GENERAL	EAT ROMAN MEAL BREAD	115
FOOD - GENERAL	USE STORE BRAND PEANUT BUTTER	94
FOOD - GENERAL	USE LA COSTENA BEANS PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	170
FOOD - GENERAL	USED CAMPBELLS HOMESTYLE PORK AND BEANS MOST IN LAST 30 DAYS	81
FOOD - GENERAL	USED CAMPBELLS PORTK AND BEANS MOST IN LAST 30 DAYS	81
FOOD - GENERAL	USED STORE BRAND PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	88
FOOD - GENERAL	USE CAMPBELLS CONDENSED SOUP CANNED OR JARRED SOUP/BROTH	89
FOOD - GENERAL	USE HEALTHY CHOICE SOUP CANNED OR JARRED SOUP/BROTH	96
FOOD - GENERAL	USE STORE BRAND CANNED OR JARRED SOUP/BROTH	90
FOOD - GENERAL	USE KNORR CANNED OR JARRED SOUP/BROTH	141
FOOD - GENERAL	USE KNORR BOUILLON DRY SOUP/LUNCH MIX AND DRY BOUILLON	145
FOOD - GENERAL	USE CAMPBELLS DRY SOUP MIX DRY SOUP/LUNCH MIX AND DRY BOUILLON	90
FOOD - GENERAL	USE LIPTON CUP OF SOUP DRY SOUP/LUNCH MIX AND DRY BOUILLON	89
FOOD - GENERAL	USE CRISCO BUTTER NON-STICK COOKING SPRAY	95
FOOD - GENERAL	USE CRISTO ORIGINAL NON-STICK COOKING SPRAY	97
FOOD - GENERAL	HOUSEHOLD USES CAN TOMATOES/TOMATO PASTE/SUACE	100
FOOD - GENERAL	USE DEL MONTE CAN TOMATOES/TOMATO PASTE/SUACE	113
FOOD - GENERAL	USE PROGRESSO CAN TOMATOES/TOMATO PASTE/SUACE	91
FOOD - GENERAL	USE STORE BRAND CAN TOMATOES/TOMATO PASTE/SUACE	99
FOOD - GENERAL	USE RO-TEL CAN TOMATOES/TOMATO PASTE/SUACE	84
FOOD - GENERAL	USE MULTI GRAIN CHEERIOS BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	110
FOOD - GENERAL	USE CHEERIOS (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	102
FOOD - GENERAL	USE CINNAMON TOAST CRUNCH BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	109
FOOD - GENERAL	USE QUAKER LIFE (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	90
FOOD - GENERAL	USE KELLOGGS RAISIN BRAN (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	86
FOOD - GENERAL	USE KELLOGGS SPECIAL K (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	106
FOOD - GENERAL	USE QUAKER CINNAMON LIFE BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	84
FOOD - GENERAL	USE POST GRAPE-NUTS (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	89
FOOD - GENERAL	USE POST PREMIUM RAISIN BRAN BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	120
FOOD - GENERAL	USE QUAKER OATMEAL SQUARES BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	82
FOOD - GENERAL	USE OTHER QUAKER BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	98
FOOD - GENERAL	USE STORE BRAND BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	92
FOOD - GENERAL	USE KELLOGGS SPECIAL K RED BERRIES BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	110
FOOD - GENERAL	USED ROSARITA PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	162

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FOOD - GENERAL	USE LAND O LAKES BEST EGGS	108
FOOD - MEAT	EAT HORMEL FRANKFURTERS AND HOT DOGS	100
FOOD - MEAT	EAT OSCAR MEYER FRANKFURTERS AND HOT DOGS	101
FOOD - MEAT	HOUSEHOLD EATS FRESH BRATWURST	92
FOOD - MEAT	USE BOB EVANS FRESH BRATWURST	71
FOOD - MEAT	USE JOHNSONVILLE FRESH BRATWURST	87
FOOD - MEAT	USE BEEF-STEAK MEAT/FISH/POULTRY (FRESH-FROZEN)	103
FOOD - MEAT	USE HORMEL COLD CUTS (PACKAGED OR FRESH CUT/DELI)	104
FOOD - MEAT	HOUSEHOLD USES GARDENBURGER MEAT ALTERNATIVES	107
FOOD - MEAT	USE GARDENBURGER MEAT ALTERNATIVES	107
FOOD - MEAT	USE MORNINGSTAR MEAT ALTERNATIVES	96
FOOD - MEAT	USE WHITE WAVE MEAT ALTERNATIVES	105
FOOD - MEAT	HOUSEHOLD EATS MEAT SNACKS AND BEEF JERKY	101
FOOD - MEAT	USE OBERTO MEAT SNACKS AND BEEF JERKY	122
FOOD - MEAT	USE JACK LINKS MEAT SNACKS AND BEEF JERKY	98
FOOD - MEAT	USE FRESH BREAST OF TURKEY MEAT/FISH/POULTRY (FRESH-FROZEN)	99
FOOD - MEAT	HOUSEHOLD EATS COLD CUTS (PACKAGED OR FRESH CUT/DELI)	99
FOOD - MEAT	USE BUTTERBALL COLD CUTS (PACKAGED OR FRESH CUT/DELI)	90
FOOD - MEAT	USE HEALTHY CHOICE COLD CUTS (PACKAGED OR FRESH CUT/DELI)	96
FOOD - MEAT	USE LOUIS RICH COLD CUTS (PACKAGED OR FRESH CUT/DELI)	94
FOOD - MEAT	USE OSCAR MEYER COLD CUTS (PACKAGED OR FRESH CUT/DELI)	107
FOOD - MEAT	USE TYSON COLD CUTS (PACKAGED OR FRESH CUT/DELI)	114
FOOD - MEAT	USE BOARS HEAD COLD CUTS (PACKAGED OR FRESH CUT/DELI)	97
FOOD - MEAT	USE SARA LEE PREMIUM DELI COLD CUTS (PACKAGED OR FRESH CUT/DELI)	85
FOOD - MEAT	HOUSEHOLD EATS BACON	96
FOOD - MEAT	USE HORMEL BACON	107
FOOD - MEAT	USE LOUIS RICH BACON	100
FOOD - MEAT	USE OSCAR MAYER BACON	100
FOOD - MEAT	USE JIMMY DEAN BACON	94
FOOD - MEAT	USE TYSON BACON	120
FOOD - MEAT	HOUSEHOLD USES SAUSAGES	98
FOOD - MEAT	USE BOB EVANS SAUSAGES	72
FOOD - MEAT	USE JIMMY DEAN SAUSAGES	93
FOOD - MEAT	USE JOHNSONVILLE SAUSAGES	89
FOOD - MEAT	HOUSEHOLD EATS FRANKFURTERS AND HOT DOGS	99
FOOD - MEAT	EAT BALL PARK FRANKFURTERS AND HOT DOGS	98
FOOD - MEAT	EAT BEST KOSHER FRANKFURTERS AND HOT DOGS	117
FOOD - MEAT	EAT BUTTERBALL FRANKFURTERS AND HOT DOGS	120
FOOD - MEAT	EAT HEBREW NATIONAL FRANKFURTERS AND HOT DOGS	100
FOOD - MEAT	EAT HEALTY CHOICE FRANKFURTERS AND HOT DOGS	111
FOOD - MEAT	HOUSEHOLD USES MEAT AND FISH EXTENDERS	96

\* Shows the likelihood a Galt consumer will use the product as compared to the average American consumer (125 = 25% more likely).

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FOOD - MEAT	USE HAMBURGER HELPER MEAT AND FISH EXTENDERS	90
FOOD - MEAT	USE TUNA HELPER MEAT AND FISH EXTENDERS	97
FOOD - MEAT	USE STOVE TOP OVEN CLASSICS MEAT AND FISH EXTENDERS	79
FOOD - MEAT	USE CAMPBELLS SUPPER BAKES MEAT AND FISH EXTENDERS	92
FOOD - MEAT	HOUSEHOLD EATS TUNA (CAN OR POUCH)	99
FOOD - MEAT	EAT BUMBLE BEE TUNA (CAN OR POUCH)	110
FOOD - MEAT	EAT CHICKEN OF THE SEATUNA (CAN OR POUCH)	103
FOOD - MEAT	EAT STARKISTTUNA (CAN OR POUCH)	96
FOOD - SNACK/DESSERT	EAT QUAKER FRUIT AND OATMEAL TOASTABLES TOASTER PASTRIES	137
FOOD - SNACK/DESSERT	EAT LAYS LIGHT POTATO CHIPS	114
FOOD - SNACK/DESSERT	USE DORITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	104
FOOD - SNACK/DESSERT	USE FRITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	102
FOOD - SNACK/DESSERT	USE TOSTITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	96
FOOD - SNACK/DESSERT	EAT ENTENMANNS SNACK CAKES (READY-TO-EAT)	110
FOOD - SNACK/DESSERT	EAT SARA LEE SNACK CAKES (READY-TO-EAT)	104
FOOD - SNACK/DESSERT	EAT JELL-O PUDDING	92
FOOD - SNACK/DESSERT	USE JELL-O GELATIN FLAVORED GELATIN DESSERTS	99
FOOD - SNACK/DESSERT	EAT PRINGLES POTATO CHIPS	95
FOOD - SNACK/DESSERT	CHEW AQUAFRESH DENTAL GUM CHEWING/BUBBLE GUM	138
FOOD - SNACK/DESSERT	CHEW WRIGLEYS ECLIPSE CHEWING/BUBBLE GUM	109
FOOD - SNACK/DESSERT	USE NABISCO NEWTONS COOKIES (READY-TO-EAT)	92
FOOD - SNACK/DESSERT	USE NABISCO DOUBLE STUFF OREO COOKIES (READY-TO-EAT)	93
FOOD - SNACK/DESSERT	EAT KASHI ENERGY/DIET SNACKS/BARS	92
FOOD - SNACK/DESSERT	USE ICE BREAKERS BREATH MINTS	107
FOOD - SNACK/DESSERT	EAT QUAKER BREAKFAST BARS NUTRITIONAL SNACKS	100
FOOD - SNACK/DESSERT	HOUSEHOLD EATS ENERGY/DIET SNACKS/BARS	103
FOOD - SNACK/DESSERT	EAT SLIM-FAST SNACK BARS ENERGY/DIET SNACKS/BARS	93
FOOD - SNACK/DESSERT	CHEW BUBBLE YUM CHEWING/BUBBLE GUM	104
FOOD - SNACK/DESSERT	CHEW CAREFREE CHEWING/BUBBLE GUM	102
FOOD - SNACK/DESSERT	USE TIC TAC BREATHE MINTS	96
FOOD - SNACK/DESSERT	EAT JOLLY RANCHERS CHOCOLATE AND HARD ROLL CANDY	103
FOOD - SNACK/DESSERT	EAT MANDMS CHOCOLATE AND HARD ROLL CANDY	100
FOOD - SNACK/DESSERT	EAT MILKY WAY CHOCOLATE AND HARD ROLL CANDY	93
FOOD - SNACK/DESSERT	EAT SNICKERS CHOCOLATE AND HARD ROLL CANDY	104
FOOD - SNACK/DESSERT	EAT REESEES PEANUT BUTTER CUPS CHOCOLATE AND HARD ROLL CANDY	91
FOOD - SNACK/DESSERT	CHEW ICE BREAKERS CHEWING/BUBBLE GUM	123
FOOD - SNACK/DESSERT	HOUSEHOLD EATSTOASTER PASTRIES	101
FOOD - SNACK/DESSERT	EAT KELLOGS POP TARTS (REGULAR) TOASTER PASTRIES	102
FOOD - SNACK/DESSERT	EAT PILLSBURY TOASTER STRUDEL TOASTER PASTRIES	89
FOOD - SNACK/DESSERT	HOUSEHOLD EATS DONUTS/DOUGHNUTS	101
FOOD - SNACK/DESSERT	USE ENTENMANNS DONUTS/DOUGHNUTS	101

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FOOD - SNACK/DESSERT	USE DUNKIN DONUTS	105
FOOD - SNACK/DESSERT	HOUSEHOLD EATS ICE CREAM AND SHERBET	99
FOOD - SNACK/DESSERT	EAT BEN AND JERRYS ICE CREAM AND SHERBET	105
FOOD - SNACK/DESSERT	EAT DREYERS ICE CREAM AND SHERBET	159
FOOD - SNACK/DESSERT	EAT HAAGAN-DAZS ICE CREAM AND SHERBET	118
FOOD - SNACK/DESSERT	EAT HEALTHY CHOICE ICE CREAM AND SHERBET	108
FOOD - SNACK/DESSERT	EAT TURKEY HILL ICE CREAM AND SHERBET	77
FOOD - SNACK/DESSERT	EAT WEIGHT WATCHERS ICE CREAM AND SHERBET	114
FOOD - SNACK/DESSERT	EAT STORE BRAND ICE CREAM AND SHERBET	102
FOOD - SNACK/DESSERT	EAT NESTLE ICE CREAM AND SHERBET	142
FOOD - SNACK/DESSERT	EAT DEANS ICE CREAM AND SHERBET	100
FOOD - SNACK/DESSERT	EAT STARBUCKS ICE CREAM AND SHERBET	142
FOOD - SNACK/DESSERT	EAT UTZ PRETZELS	86
FOOD - SNACK/DESSERT	EAT HEALTHY CHOICE POPCORN PRODUCTS	128
FOOD - SNACK/DESSERT	USE CORNNUTS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	127
FOOD - SNACK/DESSERT	USE PRINGLES CORN AND TORTILLA CHIPS AND CHEESE SNACKS	87
FOOD - SNACK/DESSERT	EAT TGI FRIDAYS POTATO CHIPS	122
FOOD - SNACK/DESSERT	EAT TERRA POTATO CHIPS	120
FOOD - SNACK/DESSERT	EAT KEEBLER TOWN HOUSE (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	75
FOOD - SNACK/DESSERT	EAT NABISCO CHICKEN IN A BISKET SNACK CRACKERS/SALTINES/GRAHAM	98
FOOD - SNACK/DESSERT	EAT NABISCO GRAHAMS (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	97
FOOD - SNACK/DESSERT	HOUSEHOLD EATS PRETZELS	93
FOOD - SNACK/DESSERT	EAT SNYDERS OF HANOVER PRETZELS	87
FOOD - SNACK/DESSERT	EAT ROLD GOLD PRETZELS	90
FOOD - SNACK/DESSERT	EAT STORE BRAND PRETZELS	99
FOOD - SNACK/DESSERT	HOUSEHOLD EATS POTATO CHIPS	100
FOOD - SNACK/DESSERT	EAT JAYS POTATO CHIPS	86
FOOD - SNACK/DESSERT	EAT LAYS (REGULAR) POTATO CHIPS	102
FOOD - SNACK/DESSERT	EAT BAKED! LAYS POTATO CHIPS	102
FOOD - SNACK/DESSERT	HOUSEHOLD EATS POPCORN PRODUCTS	98
FOOD - SNACK/DESSERT	EAT ORVILLE REDENBACHER POPCORN PRODUCTS	91
FOOD - SNACK/DESSERT	EAT ACT II POPCORN PRODUCTS	98
FOOD - SNACK/DESSERT	EAT STORE BRAND POPCORN PRODUCTS	96
FOOD - SNACK/DESSERT	HOUSEHOLD EATS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	100
FOOD - SNACK/DESSERT	USE CHEE-TOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	106
FOOD - SNACK/DESSERT	USE STORE BRAND CORN AND TORTILLA CHIPS AND CHEESE SNACKS	89
FOOD - SNACK/DESSERT	HOUSEHOLD EATS SNACK CRACKERS/SALTINES/GRAHAM	98
FOOD - SNACK/DESSERT	EAT CARRS SNACK CRACKERS/SALTINES/GRAHAM	82
FOOD - SNACK/DESSERT	EAT KEEBLER CLUB SNACK CRACKERS/SALTINES/GRAHAM	92
FOOD - SNACK/DESSERT	EAT KEEBLER ZESTA SNACK CRACKERS/SALTINES/GRAHAM	75
FOOD - SNACK/DESSERT	EAT NABISCO HONEY MAID GRAHAMS SNACK CRACKERS/SALTINES/GRAHAM	92

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FOOD - SNACK/DESSERT	EAT NABISCO PREMIUM SALTINES SNACK CRACKERS/SALTINES/GRAHAM	94
FOOD - SNACK/DESSERT	EAT NABISCO RITZ (ORIGINAL)SNACK CRACKERS/SALTINES/GRAHAM	106
FOOD - SNACK/DESSERT	EAT RY-KRISP SNACK CRACKERS/SALTINES/GRAHAM	110
FOOD - SNACK/DESSERT	EAT NABISCO WHEAT THINS (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	91
FOOD - SNACK/DESSERT	EAT PEPPERIDGE FARM GOLDFISH SNACK CRACKERS/SALTINES/GRAHAM	103
FOOD - SNACK/DESSERT	EAT SUNSHINE CHEEZ-IT SNACK CRACKERS/SALTINES/GRAHAM	97
FOOD - SNACK/DESSERT	EAT SUNSHINE KRISPY SALTINES SNACK CRACKERS/SALTINES/GRAHAM	93
FOOD - SNACK/DESSERT	EAT STORE BRAND SNACK CRACKERS/SALTINES/GRAHAM	92
FOOD - SNACK/DESSERT	EAT NABISCO KRAFT CHEESE NIPS SNACK CRACKERS/SALTINES/GRAHAM	103
FOOD - SNACK/DESSERT	HOUSEHOLD EATS COOKIES (READY-TO-EAT)	100
FOOD - SNACK/DESSERT	USE KEEBLER VIENNA FINGERS COOKIES (READY-TO-EAT)	116
FOOD - SNACK/DESSERT	USE MRS FIELDS COOKIES (READY-TO-EAT)	104
FOOD - SNACK/DESSERT	USE ENTENMANN'S COOKIES (READY-TO-EAT)	100
FOOD - SNACK/DESSERT	USE GRANDMAS RICHN CHEWY COOKIES (READY-TO-EAT)	82
FOOD - SNACK/DESSERT	USE KEEBLER SANDIES PECAN COOKIES (READY-TO-EAT)	84
FOOD - SNACK/DESSERT	USE LITTLE DEBBIE COOKIES (READY-TO-EAT)	76
FOOD - SNACK/DESSERT	USE MOTHERS COOKIES (READY-TO-EAT)	169
FOOD - SNACK/DESSERT	USE NABISCO CHIPS AHOY (REGULAR) COOKIES (READY-TO-EAT)	111
FOOD - SNACK/DESSERT	USE NABISCO NILLA WAFERS COOKIES (READY-TO-EAT)	98
FOOD - SNACK/DESSERT	USE NABISCO OREO (REGULAR) COOKIES (READY-TO-EAT)	105
FOOD - SNACK/DESSERT	USE NABISCO SNACKWELLS COOKIES (READY-TO-EAT)	87
FOOD - SNACK/DESSERT	USE STORE BRAND COOKIES (READY-TO-EAT)	93
FOOD - SNACK/DESSERT	USE LA MODERNA COOKIES (READY-TO-EAT)	200
FOOD - SNACK/DESSERT	USE NABISCO BARNUMS ANIMAL CRACKERS COOKIES (READY-TO-EAT)	103
FOOD - SNACK/DESSERT	USE GAMESA COOKIES (READY-TO-EAT)	184
FOOD - SNACK/DESSERT	USE NABISCO TEDDY GRAHAMS COOKIES (READY-TO-EAT)	94
FOOD - SNACK/DESSERT	HOUSEHOLD EATS SNACK CAKES (READY-TO-EAT)	94
FOOD - SNACK/DESSERT	EAT LITTLE DEBBIE SNACK CAKES (READY-TO-EAT)	82
FOOD - SNACK/DESSERT	HOUSEHOLD EATS PUDDING	94
FOOD - SNACK/DESSERT	EAT BETTY CROCKER PUDDING	95
FOOD - SNACK/DESSERT	HOUSEHOLD USES FLAVORED GELATIN DESSERTS	101
FOOD - SNACK/DESSERT	USE STORE BRAND FLAVORED GELATIN DESSERTS	94
FOOD - SNACK/DESSERT	HOUSEHOLD USES DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	97
FOOD - SNACK/DESSERT	USE BREAKSTONE DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	81
FOOD - SNACK/DESSERT	USE DEANS DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	85
FOOD - SNACK/DESSERT	USE FRITO-LAY DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	105
FOOD - SNACK/DESSERT	USE HIDDEN VALLEY RANCH DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	92
FOOD - SNACK/DESSERT	USE KNORR DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	118
FOOD - SNACK/DESSERT	USE KRAFT DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	94
FOOD - SNACK/DESSERT	USE CHEEZ WHIZ DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	79
FOOD - SNACK/DESSERT	USE ECLIPSE BREATH MINTS	114

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FOOD - SNACK/DESSERT	CHEW TRIDENT WHITE CHEWING/BUBBLE GUM	112
FOOD - SNACK/DESSERT	CHEW OTHER TRIDENT CHEWING/BUBBLE GUM	120
FOOD - SNACK/DESSERT	CHEW CHICLETS CHEWING/BUBBLE GUM	140
FOOD - SNACK/DESSERT	EAT KRAFT HANDI-SNACKS PUDDING	98
FOOD - SNACK/DESSERT	EAT STORE BRAND PUDDING	89
FOOD - SNACK/DESSERT	EAT NESTLE TURTLES CHOCOLATE AND HARD ROLL CANDY	81
FOOD - SNACK/DESSERT	CHEW CHEWING GUM/BUBBLE GUM	104
FOOD - SNACK/DESSERT	CHEW BUBBLICIOUS CHEWING/BUBBLE GUM	104
FOOD - SNACK/DESSERT	CHEW WRIGLEYS JUICY FRUIT CHEWING/BUBBLE GUM	102
FOOD - SNACK/DESSERT	CHEW WRIGLEYS SPEARMINT CHEWING/BUBBLE GUM	93
FOOD - SNACK/DESSERT	USE BREATH MINTS/STRIPS	96
FOOD - SNACK/DESSERT	EAT GODIVA CHOCOLATE AND HARD ROLL CANDY	128
FOOD - SNACK/DESSERT	EAT CHOCOLATE/HARD ROLL CANDY	97
FOOD - SNACK/DESSERT	EAT CADBURY CHOCOLATE AND HARD ROLL CANDY	95
FOOD - SNACK/DESSERT	EAT ALMOND JOY CHOCOLATE AND HARD ROLL CANDY	107
FOOD - SNACK/DESSERT	EAT BRACHS CHOCOLATE AND HARD ROLL CANDY	89
FOOD - SNACK/DESSERT	EAT HERSHEY'S ALMOND CHOCOLATE AND HARD ROLL CANDY	107
FOOD - SNACK/DESSERT	EAT DOVE CHOCOLATE PROMISES CHOCOLATE AND HARD ROLL CANDY	102
FOOD - SNACK/DESSERT	EAT HERSHEY'S KISSES CHOCOLATE AND HARD ROLL CANDY	97
FOOD - SNACK/DESSERT	EAT HERSHEY'S MILK CHOCOLATE CHOCOLATE AND HARD ROLL CANDY	95
FOOD - SNACK/DESSERT	EAT HERSHEY'S MR GOODBAR CHOCOLATE AND HARD ROLL CANDY	94
FOOD - SNACK/DESSERT	EAT NESTLE CRUNCH CHOCOLATE AND HARD ROLL CANDY	118
FOOD - SNACK/DESSERT	EAT SKITTLES CHOCOLATE AND HARD ROLL CANDY	103
FOOD - SNACK/DESSERT	EAT STARBURST CHOCOLATE AND HARD ROLL CANDY	105
FOOD - SNACK/DESSERT	EAT 3 MUSKETEERS CHOCOLATE AND HARD ROLL CANDY	96
FOOD - SNACK/DESSERT	EAT NUTRITIONAL SNACKS - GRANOLA, FRUIT, ETC	103
FOOD - SNACK/DESSERT	EAT BETTY CROCKER FRUIT ROLL-UPS NUTRITIONAL SNACKS	103
FOOD - SNACK/DESSERT	EAT DEL MONTE MIXED FRUIT NUTRITIONAL SNACKS	96
FOOD - SNACK/DESSERT	EAT SNACKWELLS NUTRITIONAL SNACKS	74
FOOD - SNACK/DESSERT	EAT KELLOGGS RICE KRISPIES TREATS NUTRITIONAL SNACKS	104
FOOD - SNACK/DESSERT	EAT KELLOGGS NUTRI-GRAIN BARS NUTRITIONAL SNACKS	116
FOOD - SNACK/DESSERT	EAT QUAKER CHEWY GRANOLA BARS NUTRITIONAL SNACKS	103
FOOD - SNACK/DESSERT	EAT SUNKIST FUN FRUITS NUTRITIONAL SNACKS	92
FOOD - SNACK/DESSERT	EAT POWER BAR (ORIGINAL) ENERGY/DIET SNACKS/BARS	123