

CPR Report



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

CATEGORY	VARIABLE NAME	PROPENSITY INDEX*
HEALTH AND BEAUTY AIDS	USE SHISEIDO MOISTURIZERS/CREAMS/LOTIONS	100
HEALTH AND BEAUTY AIDS	USE CHRISTIAN DIOR MASCARA	83
HEALTH AND BEAUTY AIDS	USE OLAY LIPSTICK AND LIPGLOSS	91
HEALTH AND BEAUTY AIDS	USE TARGON MOUTHWASH/DENTAL RINSE	130
HEALTH AND BEAUTY AIDS	USE SURA ADVANTAGE DEODORANT/ANTI-PERSPERANTS	60
HEALTH AND BEAUTY AIDS	USE SCHICK PROTECTOR RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	86
HEALTH AND BEAUTY AIDS	USE ESSIE NAIL POLISH	88
HEALTH AND BEAUTY AIDS	USE NEW FREEDOM SANITARY PADS AND NAPKINS	112
HEALTH AND BEAUTY AIDS	USE VIADENT MOUTHWASH/DENTAL RINSE	83
HEALTH AND BEAUTY AIDS	USE CONSORT HAIR SPRAY	74
HEALTH AND BEAUTY AIDS	USE GRECIAN FORMULA HAIR COLORING PRODUCT	93
HEALTH AND BEAUTY AIDS	USE INTERPLAL POWER TOOTHBRUSHES	102
HEALTH AND BEAUTY AIDS	USE MERLE NORMAN FOUNDATION MAKE-UP MOST	71
HEALTH AND BEAUTY AIDS	USE ULTIMA LI FOUNDATION MAKE-UP MOST	82
HEALTH AND BEAUTY AIDS	USE FASHION FAIR EYE BROW PENCIL	87
HEALTH AND BEAUTY AIDS	USE JANE EYE BROW PENCIL	81
HEALTH AND BEAUTY AIDS	USE MERLE NORMAN EYE BROW PENCIL	101
HEALTH AND BEAUTY AIDS	USE BONNE BELL EYE BROW PENCIL	230
HEALTH AND BEAUTY AIDS	USE MERLE NORMAN LIPSTICK AND LIPGLOSS	70
HEALTH AND BEAUTY AIDS	USE ULTIMA LI LIPSTICK AND LIPGLOSS	115
HEALTH AND BEAUTY AIDS	USE CLARINS LIPSTICK AND LIPGLOSS	88
HEALTH AND BEAUTY AIDS	USE JANE LIPSTICK AND LIPGLOSS	102
HEALTH AND BEAUTY AIDS	USE METADENT MANUAL TOOTHBRUSHES	92
HEALTH AND BEAUTY AIDS	USE GROOM AND CLEAN HAIR STYLING PRODUCTS	73
HEALTH AND BEAUTY AIDS	USE CONSORT HAIR STYLING PRODUCTS	132
HEALTH AND BEAUTY AIDS	USE FRUIT OF THE EARTH MOISTURIZERS/CREAMS/LOTIONS	87
HEALTH AND BEAUTY AIDS	USE EPILADY ELECTRIC AND BATTERY SHAVERS	113
HEALTH AND BEAUTY AIDS	USE AVON SUNTAN PRODUCTS (SPF 0-4)	132
HEALTH AND BEAUTY AIDS	USE HAWAIIAN TROPIC SUNTAN PRODUCTS (SPF 0-4)	98
HEALTH AND BEAUTY AIDS	USE JOHNSONS BABY OIL SUNTAN PRODUCTS	77
HEALTH AND BEAUTY AIDS	USE BATH AND BODY WORKS SUNTAN PRODUCTS (SPF 0-4)	122
HEALTH AND BEAUTY AIDS	USE BATH AND BODY WORKS SUNLESS TAN PRODUCTS	94
HEALTH AND BEAUTY AIDS	USE COPPERTONE (ORIGINAL) SUNLESS TAN PRODUCTS	91
HEALTH AND BEAUTY AIDS	USE AVON SUNLESS TAN PRODUCTS	94

* 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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HEALTH AND BEAUTY AIDS	USE JOHNSONS BABY OIL SUNLESS TAN PRODUCTS	89
HEALTH AND BEAUTY AIDS	USE LOREAL DERMO-EXPERTISE SUNTAN PRODUCTS (SPF 0-4)	140
HEALTH AND BEAUTY AIDS	USE LOREAL DERMO-EXPERTISE SUNLESS TAN PRODUCTS	111
HEALTH AND BEAUTY AIDS	USE ALPHA HYDROX MOISTURIZERS/CREAMS/LOTIONS	97
HEALTH AND BEAUTY AIDS	USE ALPHA HYDROX FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	105
HEALTH AND BEAUTY AIDS	USE BASIS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	109
HEALTH AND BEAUTY AIDS	USE CLARINS MASCARA	93
HEALTH AND BEAUTY AIDS	USE PURPOSE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	68
HEALTH AND BEAUTY AIDS	USE CARESS BAR SOAP	114
HEALTH AND BEAUTY AIDS	USE COAST BAR SOAP	81
HEALTH AND BEAUTY AIDS	USE DIAL BAR SOAP	87
HEALTH AND BEAUTY AIDS	USE LOREAL FOR KIDS BABY/CHILDRENS SHAMPOO	129
HEALTH AND BEAUTY AIDS	USE BIORE MOISTURIZERS/CREAMS/LOTIONS	158
HEALTH AND BEAUTY AIDS	USE CARESS MOISTURIZERS/CREAMS/LOTIONS	113
HEALTH AND BEAUTY AIDS	USE CLARINS MOISTURIZERS/CREAMS/LOTIONS	84
HEALTH AND BEAUTY AIDS	USE CUREL MOISTURIZERS/CREAMS/LOTIONS	100
HEALTH AND BEAUTY AIDS	USE ELIZABETH ARDEN MOISTURIZERS/CREAMS/LOTIONS	96
HEALTH AND BEAUTY AIDS	USE JERGENS MOISTURIZERS/CREAMS/LOTIONS	96
HEALTH AND BEAUTY AIDS	USE KERI MOISTURIZERS/CREAMS/LOTIONS	74
HEALTH AND BEAUTY AIDS	USE LOREAL MOISTURIZERS/CREAMS/LOTIONS	109
HEALTH AND BEAUTY AIDS	USE LUBRIDERM MOISTURIZERS/CREAMS/LOTIONS	104
HEALTH AND BEAUTY AIDS	USE NEUTROGEN MOISTURIZERS/CREAMS/LOTIONS	98
HEALTH AND BEAUTY AIDS	USE OLAY MOISTURIZERS/CREAMS/LOTIONS	96
HEALTH AND BEAUTY AIDS	USE PONDS MOISTURIZERS/CREAMS/LOTIONS	118
HEALTH AND BEAUTY AIDS	USE NEUTROGENA CLEAN SHAMPOO MOST IN LAST 7 DAYS	113
HEALTH AND BEAUTY AIDS	USE OTHER NEUTROGENA SHAMPOO MOST IN LAST 7 DAYS	79
HEALTH AND BEAUTY AIDS	USE NIZORAL SHAMPOO MOST IN LAST 7 DAYS	98
HEALTH AND BEAUTY AIDS	USE NEUTROGENA CLEANHAIR CONDITIONER	160
HEALTH AND BEAUTY AIDS	USE NEUTROGENA CONDITIONER (ORIGINAL) HAIR CONDITIONER	104
HEALTH AND BEAUTY AIDS	USE OTHER NEUTROGENA HAIR CONDITIONER	89
HEALTH AND BEAUTY AIDS	USE LA LOOKS HAIR SPRAY	190
HEALTH AND BEAUTY AIDS	USE CHANEL FOUNDATION MAKE-UP MOST	92
HEALTH AND BEAUTY AIDS	USE NEUTROGENA FOUNDATION MAKE-UP MOST	103
HEALTH AND BEAUTY AIDS	USE OLAY FOUNDATION MAKE-UP MOST	102
HEALTH AND BEAUTY AIDS	USE NEUTROGENA LIPSTICK AND LIPGLOSS	100
HEALTH AND BEAUTY AIDS	USE AIM TOOTHPASTE MOST	95
HEALTH AND BEAUTY AIDS	USE AQUAFRESH TOOTHPASTE	109
HEALTH AND BEAUTY AIDS	USE CLOSE-UP TOOTHPASTE	88
HEALTH AND BEAUTY AIDS	USE ARRID XX DEODORANT/ANTI-PERSPERANTS	95
HEALTH AND BEAUTY AIDS	USE DEGREE DEODORANT/ANTI-PERSPERANTS	102
HEALTH AND BEAUTY AIDS	USE DOVE DEODORANT/ANTI-PERSPERANTS	103

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HEALTH AND BEAUTY AIDS	USE RIGHT GUARD SPORT DEODORANT/ANTI-PERSPERANTS	96
HEALTH AND BEAUTY AIDS	USE DOVE SILK PROTECTION DEODORANT/ANTI-PERSPERANTS	97
HEALTH AND BEAUTY AIDS	USE DRY IDEA DEODORANT/ANTI-PERSPERANTS	100
HEALTH AND BEAUTY AIDS	USE GILLETTE SERIES DEODORANT/ANTI-PERSPERANTS	116
HEALTH AND BEAUTY AIDS	USE LADY SPEED STICK DEODORANT/ANTI-PERSPERANTS	110
HEALTH AND BEAUTY AIDS	USE SPEED STICK DEODORANT/ANTI-PERSPERANTS	95
HEALTH AND BEAUTY AIDS	USE SPEED STICK ULTIMATE DEODORANT/ANTI-PERSPERANTS	89
HEALTH AND BEAUTY AIDS	USE MITCHUM DEODORANT/ANTI-PERSPERANTS	93
HEALTH AND BEAUTY AIDS	USE OLD SPICE CLASSIC DEODORANT/ANTI-PERSPERANTS	94
HEALTH AND BEAUTY AIDS	USE OLD SPICE RED ZONE DEODORANT/ANTI-PERSPERANTS	105
HEALTH AND BEAUTY AIDS	USE SECRET DEODORANT/ANTI-PERSPERANTS	98
HEALTH AND BEAUTY AIDS	USE SECRET PLATINUM PROTECTION DEODORANT/ANTI-PERSPERANTS	110
HEALTH AND BEAUTY AIDS	USE SUAVE NATURALS DEODORANT/ANTI-PERSPERANTS	103
HEALTH AND BEAUTY AIDS	USE SOFT AND DRI DEODORANT/ANTI-PERSPERANTS	97
HEALTH AND BEAUTY AIDS	USE SURE DEODORANT/ANTI-PERSPERANTS	81
HEALTH AND BEAUTY AIDS	USE ROC MOISTURIZERS/CREAMS/LOTIONS	108
HEALTH AND BEAUTY AIDS	USE BARBASOL SHAVING CREAM OR GEL	84
HEALTH AND BEAUTY AIDS	USE GILLETTE ATRA/ATRA PLUS RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	98
HEALTH AND BEAUTY AIDS	USE GILLETTE VENUS RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	107
HEALTH AND BEAUTY AIDS	USE SCHICK FX/ DIAMOND/ SPORTS/ TRACK RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	62
HEALTH AND BEAUTY AIDS	USE GILLETTE AGILITY DISPOSABLE RAZORS/SHAVERS	137
HEALTH AND BEAUTY AIDS	USE SCHICK XTREME3 DISPOSABLE RAZORS/SHAVERS	116
HEALTH AND BEAUTY AIDS	USE SCHICK ST DISPOSABLE DISPOSABLE RAZORS/SHAVERS	97
HEALTH AND BEAUTY AIDS	USE SCHICK XTREME3 REFILLABLE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	98
HEALTH AND BEAUTY AIDS	USE SUAVE 24 HOUR PROTECTION DEODORANT/ANTI-PERSPERANTS	90
HEALTH AND BEAUTY AIDS	USE GILLETTE VENUS DISPOSABLE RAZORS/SHAVERS	121
HEALTH AND BEAUTY AIDS	USE SCHICK QUATTRO DISPOSABLE RAZORS/SHAVERS	110
HEALTH AND BEAUTY AIDS	USE PLAYTEX BABY MAGIC PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	94
HEALTH AND BEAUTY AIDS	USE BIC COMFORT TWIN/ SOFTWIN DISPOSABLE RAZORS/SHAVERS	78
HEALTH AND BEAUTY AIDS	USE BIC COMFORT 3 DISPOSABLE RAZORS/SHAVERS	89
HEALTH AND BEAUTY AIDS	USE BIC SOLEIL DISPOSABLE RAZORS/SHAVERS	90
HEALTH AND BEAUTY AIDS	USE OTHER BIC DISPOSABLE RAZORS/SHAVERS	85
HEALTH AND BEAUTY AIDS	USE GILLETTE SENSOR 3 DISPOSABLE RAZORS/SHAVERS	116
HEALTH AND BEAUTY AIDS	USE NOXZEMA SKIN FITNESS DISPOSABLE RAZORS/SHAVERS	93
HEALTH AND BEAUTY AIDS	USE OLD SPICE HIGH ENDURANCE DISPOSABLE RAZORS/SHAVERS	65
HEALTH AND BEAUTY AIDS	USE CEPACOL MOUTHWASH/DENTAL RINSE	102
HEALTH AND BEAUTY AIDS	USE CREST PRO-HEALTH MOUTHWASH/DENTAL RINSE	97
HEALTH AND BEAUTY AIDS	USE GARNIER FRUCTIS HAIR SPRAY	131
HEALTH AND BEAUTY AIDS	USE DOVE HAIR STYLING PRODUCTS	112
HEALTH AND BEAUTY AIDS	HOUSEHOLD USES BAR SOAP	100
HEALTH AND BEAUTY AIDS	USE AVEENO BAR SOAP	130

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HEALTH AND BEAUTY AIDS	USE SUAVE BAR SOAP	111
HEALTH AND BEAUTY AIDS	USE AVON BAR SOAP	110
HEALTH AND BEAUTY AIDS	USE CAMAY BAR SOAP	86
HEALTH AND BEAUTY AIDS	USE CASHMERE BOUQUET BAR SOAP	76
HEALTH AND BEAUTY AIDS	USE DOVE BAR SOAP	111
HEALTH AND BEAUTY AIDS	USE NEUTROGENA BAR SOAP	117
HEALTH AND BEAUTY AIDS	USE IRISH SPRING BAR SOAP	102
HEALTH AND BEAUTY AIDS	USE IVORY BAR SOAP	96
HEALTH AND BEAUTY AIDS	USE JERGENS BAR SOAP	88
HEALTH AND BEAUTY AIDS	USE LAVA BAR SOAP	89
HEALTH AND BEAUTY AIDS	USE LEVER 2000 BAR SOAP	93
HEALTH AND BEAUTY AIDS	USE OLAY BAR SOAP	103
HEALTH AND BEAUTY AIDS	USE PALMOLIVE BAR SOAP	120
HEALTH AND BEAUTY AIDS	USE PURE AND NATURAL BAR SOAP	77
HEALTH AND BEAUTY AIDS	USE SAFEGUARD BAR SOAP	92
HEALTH AND BEAUTY AIDS	USE SHEILD BAR SOAP	76
HEALTH AND BEAUTY AIDS	USE TONE BAR SOAP	81
HEALTH AND BEAUTY AIDS	USE YARDLEY BAR SOAP	97
HEALTH AND BEAUTY AIDS	USE ZEST BAR SOAP	101
HEALTH AND BEAUTY AIDS	HOUSEHOLD USES LIQUID HAND SOAP	102
HEALTH AND BEAUTY AIDS	USE SOFTSOAP LIQUID HAND SOAP	102
HEALTH AND BEAUTY AIDS	USE CLEAN AND SMOOTH LIQUID HAND SOAP	125
HEALTH AND BEAUTY AIDS	USE DIAL LIQUID HAND SOAP	102
HEALTH AND BEAUTY AIDS	USE IVORY LIQUID HAND SOAP	108
HEALTH AND BEAUTY AIDS	USE JERGENS LIQUID HAND SOAP	123
HEALTH AND BEAUTY AIDS	USE CLEAN AND SMOOTH LIQUID HAND SOAP	92
HEALTH AND BEAUTY AIDS	USE DOVE BODY WASH	109
HEALTH AND BEAUTY AIDS	USE AVEENO BODY WASH	107
HEALTH AND BEAUTY AIDS	USE BATH AND BODY WORKS BODY WASH	101
HEALTH AND BEAUTY AIDS	USE THE BODY SHOP BODY WASH	128
HEALTH AND BEAUTY AIDS	USE CALGON BODY WASH	69
HEALTH AND BEAUTY AIDS	USE CARESS BODY WASH	103
HEALTH AND BEAUTY AIDS	USE CLAIROL HERBAL ESSENCES BODY WASH	105
HEALTH AND BEAUTY AIDS	USE DIAL BODY WASH	84
HEALTH AND BEAUTY AIDS	USE HEALING GARDEN BODY WASH	98
HEALTH AND BEAUTY AIDS	USE JERGENS BODY WASH	91
HEALTH AND BEAUTY AIDS	USE ZEST BODY WASH	110
HEALTH AND BEAUTY AIDS	USE LEVER 2000 BODY WASH	76
HEALTH AND BEAUTY AIDS	USE NEUTROGENA BODY WASH	102
HEALTH AND BEAUTY AIDS	USE OLAY BODY WASH	99
HEALTH AND BEAUTY AIDS	USE SHOWER TO SHOWER BODY WASH	76

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HEALTH AND BEAUTY AIDS	USE SOFTSOAP BODY WASH	102
HEALTH AND BEAUTY AIDS	USE ST IVES BODY WASH	97
HEALTH AND BEAUTY AIDS	USE SUAVE BODY WASH	98
HEALTH AND BEAUTY AIDS	USE TONE BODY WASH	83
HEALTH AND BEAUTY AIDS	USE YARDLEY BODY WASH	87
HEALTH AND BEAUTY AIDS	USE STORE BRAND BODY WASH	91
HEALTH AND BEAUTY AIDS	HOUSEHOLD USES BODY WASH	100
HEALTH AND BEAUTY AIDS	USE LOREAL FOUNDATION MAKE-UP MOST	109
HEALTH AND BEAUTY AIDS	USE COVER GIRL FOUNDATION MAKE-UP MOST	95
HEALTH AND BEAUTY AIDS	USE MAX FACTOR FOUNDATION MAKE-UP MOST	95
HEALTH AND BEAUTY AIDS	USE MAYBELLINE FOUNDATION MAKE-UP MOST	95
HEALTH AND BEAUTY AIDS	USE REVLON FOUNDATION MAKE-UP MOST	105
HEALTH AND BEAUTY AIDS	USE COVER GIRL BLUSHER	87
HEALTH AND BEAUTY AIDS	USE REVLON BLUSHER	116
HEALTH AND BEAUTY AIDS	USE ALMAY MASCARA	98
HEALTH AND BEAUTY AIDS	USE COVER GIRL MASCARA	110
HEALTH AND BEAUTY AIDS	USE LOREAL MASCARA	114
HEALTH AND BEAUTY AIDS	USE MAX FACTON MASCARA	102
HEALTH AND BEAUTY AIDS	USE MAYBELLINE MASCARA	100
HEALTH AND BEAUTY AIDS	USE REVLON MASCARA	112
HEALTH AND BEAUTY AIDS	USE REVLON EYE SHADOW	108
HEALTH AND BEAUTY AIDS	USE REVLON EYE LINER	106
HEALTH AND BEAUTY AIDS	USE REVLON EYE BROW PENCIL	90
HEALTH AND BEAUTY AIDS	USE MAX FACTOR LIPSTICK AND LIPGLOSS	110
HEALTH AND BEAUTY AIDS	USE ALMAY LIPSTICK AND LIPGLOSS	97
HEALTH AND BEAUTY AIDS	USE CLINIQUE LIPSTICK AND LIPGLOSS	96
HEALTH AND BEAUTY AIDS	USE COVER GIRL LIPSTICK AND LIPGLOSS	102
HEALTH AND BEAUTY AIDS	USE LOREAL LIPSTICK AND LIPGLOSS	108
HEALTH AND BEAUTY AIDS	USE MAYBELLINE LIPSTICK AND LIPGLOSS	106
HEALTH AND BEAUTY AIDS	USE REVLON LIPSTICK AND LIPGLOSS	101
HEALTH AND BEAUTY AIDS	USE COVER GIRL LIPSTICK AND LIPGLOSS ALSO	91
HEALTH AND BEAUTY AIDS	USE LOREAL NAIL POLISH	117
HEALTH AND BEAUTY AIDS	USE COVER GIRL NAIL POLISH	110
HEALTH AND BEAUTY AIDS	USE CUTEX NAIL POLISH	98
HEALTH AND BEAUTY AIDS	USE MAX FACTOR NAIL POLISH	101
HEALTH AND BEAUTY AIDS	USE REVLON NAIL POLISH	102
HEALTH AND BEAUTY AIDS	USE SALLY HANSON NAIL POLISH	96
HEALTH AND BEAUTY AIDS	USE KOTEX TAMPONS	97
HEALTH AND BEAUTY AIDS	USE PLAYTEX TAMPONS	110
HEALTH AND BEAUTY AIDS	USE TAMPAX TAMPONS	108
HEALTH AND BEAUTY AIDS	USE STAYFREE SANITARY PADS AND NAPKINS	110

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HEALTH AND BEAUTY AIDS	USE ALWAYS SANITARY PADS AND NAPKINS	117
HEALTH AND BEAUTY AIDS	USE CAREFREE SANITARY PADS AND NAPKINS	117
HEALTH AND BEAUTY AIDS	USE KOTEX SANITARY PADS AND NAPKINS	118
HEALTH AND BEAUTY AIDS	HOUSEHOLD USES BODY AND BABY POWDER	95
HEALTH AND BEAUTY AIDS	USE BABY MAGIC POWDER BODY AND BABY POWDER	97
HEALTH AND BEAUTY AIDS	USE DESTIN BODY AND BABY POWDER	131
HEALTH AND BEAUTY AIDS	USE JOHNSONS BABY POWDER BODY AND BABY POWDER	98
HEALTH AND BEAUTY AIDS	USE SHOWER TO SHOWER BODY AND BABY POWDER	81
HEALTH AND BEAUTY AIDS	USE GERBER BABY POWDER BODY AND BABY POWDER	112
HEALTH AND BEAUTY AIDS	HOUSEHOLD USES BABY/CHILDRENS SHAMPOO	121
HEALTH AND BEAUTY AIDS	USE AVEENO BABY WASH AND SHAMPOO BABY/CHILDRENS SHAMPOO	136
HEALTH AND BEAUTY AIDS	USE BABY MAGIC BABY/CHILDRENS SHAMPOO	130
HEALTH AND BEAUTY AIDS	USE JOHNSONS BABY SHAMPOO BABY/CHILDRENS SHAMPOO	122
HEALTH AND BEAUTY AIDS	USE KIDS PERT PLUS BABY/CHILDRENS SHAMPOO	129
HEALTH AND BEAUTY AIDS	USE SUAVE BABY SHAMPOO BABY/CHILDRENS SHAMPOO	115
HEALTH AND BEAUTY AIDS	USE GERBER BABY SHAMPOO BABY/CHILDRENS SHAMPOO	107
HEALTH AND BEAUTY AIDS	USE DEGREE SPECTRUM PROTECTION DEODORANT/ANTI-PERSPERANTS	94
HEALTH AND BEAUTY AIDS	USE SPEED STICK POWER OF NATURE DEODORANT/ANTI-PERSPERANTS	97
HEALTH AND BEAUTY AIDS	USE RIGHT GUARD XTREME DEODORANT/ANTI-PERSPERANTS	104
HEALTH AND BEAUTY AIDS	HOUSEHOLD USES BABY OIL AND BABY LOTION	106
HEALTH AND BEAUTY AIDS	USE HUGGIES PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	122
HEALTH AND BEAUTY AIDS	USE LUVS PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	91
HEALTH AND BEAUTY AIDS	USE WET ONES PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	92
HEALTH AND BEAUTY AIDS	USE BABY MAGIC LOTION BABY LOTION	86
HEALTH AND BEAUTY AIDS	USE BABY MAGIC OIL BABY OIL	96
HEALTH AND BEAUTY AIDS	USE JOHNSONS BABY LOTION	119
HEALTH AND BEAUTY AIDS	USE JOHNSONS BABY OIL	88
HEALTH AND BEAUTY AIDS	USE VASELINE NURSERY PETROLEUM JELLY BABY OIL AND BABY LOTION	92
HEALTH AND BEAUTY AIDS	USE GERBER BABY LOTION	93
HEALTH AND BEAUTY AIDS	USE AVEENO BABY LOTION	130
HEALTH AND BEAUTY AIDS	USE FINESSE SHAMPOO MOST IN LAST 7 DAYS	120
HEALTH AND BEAUTY AIDS	USE AGREE SHAMPOO MOST IN LAST 7 DAYS	105
HEALTH AND BEAUTY AIDS	USE HEAD AND SHOULDERS SHAMPOO MOST IN LAST 7 DAYS	107
HEALTH AND BEAUTY AIDS	USE WHITE RAIN SHAMPOO MOST IN LAST 7 DAYS	81
HEALTH AND BEAUTY AIDS	USE SALON SELECTIVES SHAMPOO MOST IN LAST 7 DAYS	86
HEALTH AND BEAUTY AIDS	USE SUAVE SHAMPOO MOST IN LAST 7 DAYS	91
HEALTH AND BEAUTY AIDS	USE SECRET SHEER DRY DEODORANT/ANTI-PERSPERANTS	86
HEALTH AND BEAUTY AIDS	USE SALON SELECTIVES HAIR CONDITIONER	90
HEALTH AND BEAUTY AIDS	USE PANTENE PRO-V HAIR CONDITIONER	118
HEALTH AND BEAUTY AIDS	USE WHITE RAIN HAIR CONDITIONER	76
HEALTH AND BEAUTY AIDS	USE CLAIROL FINAL NET HAIR SPRAY	80

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HEALTH AND BEAUTY AIDS	USE SALON SELECTIVES HAIR SPRAY	109
HEALTH AND BEAUTY AIDS	USE OLD SPICE HIGH ENDURANCE DEODORANT/ANTI-PERSPERANTS	88
HEALTH AND BEAUTY AIDS	USE PRE-MOISTENED CLEANSING WIPES/CLOTHS	112
HEALTH AND BEAUTY AIDS	USE PAMPERS PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	123
HEALTH AND BEAUTY AIDS	USE JOHNSON AND JOHNSON PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	114
HEALTH AND BEAUTY AIDS	USE KLEENEX COTTONELLE PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	106
HEALTH AND BEAUTY AIDS	USE GILLETTE DAISY/DAISY PLUS DISPOSABLE RAZORS/SHIVERS	93
HEALTH AND BEAUTY AIDS	USE GILLETTE GOOD NEWS DISPOSABLE RAZORS/SHIVERS	90
HEALTH AND BEAUTY AIDS	USE GILLETTE CUSTOM PLUS DISPOSABLE RAZORS/SHIVERS	120
HEALTH AND BEAUTY AIDS	BOUGHT CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	100
HEALTH AND BEAUTY AIDS	USED CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	142
HEALTH AND BEAUTY AIDS	ANY CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	114
HEALTH AND BEAUTY AIDS	BOUGHT GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	112
HEALTH AND BEAUTY AIDS	USED GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	114
HEALTH AND BEAUTY AIDS	ANY GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	112
HEALTH AND BEAUTY AIDS	BOUGHT RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	114
HEALTH AND BEAUTY AIDS	USED RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	102
HEALTH AND BEAUTY AIDS	ANY RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	111
HEALTH AND BEAUTY AIDS	BOUGHT AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	77
HEALTH AND BEAUTY AIDS	USED AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	89
HEALTH AND BEAUTY AIDS	BOUGHT BRUT AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	101
HEALTH AND BEAUTY AIDS	BOUGHT MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	82
HEALTH AND BEAUTY AIDS	BOUGHT STETSON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	79
HEALTH AND BEAUTY AIDS	USED BRUT AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	84
HEALTH AND BEAUTY AIDS	USED MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	54
HEALTH AND BEAUTY AIDS	USED STETSON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	88
HEALTH AND BEAUTY AIDS	ANY AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	88
HEALTH AND BEAUTY AIDS	ANY BRUTAFTER SHAVE/COLOGNE IN LAST 12 MONTHS	98
HEALTH AND BEAUTY AIDS	ANY MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	76
HEALTH AND BEAUTY AIDS	ANY STETSONAFTER SHAVE/COLOGNE IN LAST 12 MONTHS	82
HEALTH AND BEAUTY AIDS	USE MENTADENT TOOTHPASTE	96
HEALTH AND BEAUTY AIDS	USE PEPSODENT TOOTHPASTE	84
HEALTH AND BEAUTY AIDS	ISE PLUS + WHITE TOOTHPASTE	91
HEALTH AND BEAUTY AIDS	USE REMBRANDT TOOTHPASTE	111
HEALTH AND BEAUTY AIDS	USE SENSODYNE TOOTHPASTE	101
HEALTH AND BEAUTY AIDS	USE TOMS OF MAINE TOOTHPASTE	95
HEALTH AND BEAUTY AIDS	USE ULTRA BRITE TOOTHPASTE	87
HEALTH AND BEAUTY AIDS	USE STORE BRAND TOOTHPASTE	86
HEALTH AND BEAUTY AIDS	USE FLEX (REVLON) SHAMPOO MOST IN LAST 7 DAYS	77
HEALTH AND BEAUTY AIDS	USE REDKEN HAIR SPRAY	94
HEALTH AND BEAUTY AIDS	USE ACT MOUTHWASH/DENTAL RINSE	90

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HEALTH AND BEAUTY AIDS	USE LAVORIS MOUTHWASH/DENTAL RINSE	77
HEALTH AND BEAUTY AIDS	USE LISTERINE ORIGINAL (GOLD) MOUTHWASH/DENTAL RINSE	105
HEALTH AND BEAUTY AIDS	USE PLAX ORIGINAL (RED) MOUTHWASH/DENTAL RINSE	112
HEALTH AND BEAUTY AIDS	USE PLAX SOFT MINT (GREEN) MOUTHWASH/DENTAL RINSE	128
HEALTH AND BEAUTY AIDS	USE REMBRANDT MOUTHWASH/DENTAL RINSE	86
HEALTH AND BEAUTY AIDS	USE SCOPE ORIGINAL MINT MOUTHWASH/DENTAL RINSE	106
HEALTH AND BEAUTY AIDS	USE SCOPE COOL PEPPERMINT MOUTHWASH/DENTAL RINSE	111
HEALTH AND BEAUTY AIDS	USE STORE BRAND MOUTHWASH/DENTAL RINSE	84
HEALTH AND BEAUTY AIDS	USE MENTADENT MOUTHWASH/DENTAL RINSE	105
HEALTH AND BEAUTY AIDS	USE LISTERINE COOL MINT (BLUE) MOUTHWASH/DENTAL RINSE	114
HEALTH AND BEAUTY AIDS	USE LISTERINE FRESHBURST (GREEN) MOUTHWASH/DENTAL RINSE	107
HEALTH AND BEAUTY AIDS	USE LISTERMINT MOUTHWASH/DENTAL RINSE	101
HEALTH AND BEAUTY AIDS	USE COLGATE TOOTHPASTE	112
HEALTH AND BEAUTY AIDS	USE CREST TOOTHPASTE	99
HEALTH AND BEAUTY AIDS	USE BIOLAGE BY MATRIX SHAMPOO MOST IN LAST 7 DAYS	105
HEALTH AND BEAUTY AIDS	USE AUSSIE SHAMPOO MOST IN LAST 7 DAYS	90
HEALTH AND BEAUTY AIDS	USE AVEDA SHAMPOO MOST IN LAST 7 DAYS	90
HEALTH AND BEAUTY AIDS	USE AVON SHAMPOO MOST IN LAST 7 DAYS	99
HEALTH AND BEAUTY AIDS	USE CLAIROL HERBAL ESSENCES SHAMPOO MOST IN LAST 7 DAYS	107
HEALTH AND BEAUTY AIDS	USE DARK AND LOVELY SHAMPOO MOST IN LAST 7 DAYS	60
HEALTH AND BEAUTY AIDS	USE DENOREX SHAMPOO MOST IN LAST 7 DAYS	84
HEALTH AND BEAUTY AIDS	USE FRIZZ EASE SHAMPOO MOST IN LAST 7 DAYS	110
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HEALTH AND BEAUTY AIDS	USE STORE BRAND SHAMPOO MOST IN LAST 7 DAYS	85
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HEALTH AND BEAUTY AIDS	USE REDKEN HAIR CONDITIONER	94
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HEALTH AND BEAUTY AIDS	USE LOREAL HAIR CONDITIONER	108
HEALTH AND BEAUTY AIDS	USE THERMASILK HAIR CONDITIONER	95
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HEALTH AND BEAUTY AIDS	USE AUSSIE HAIR SPRAY	88
HEALTH AND BEAUTY AIDS	USE BIOLAGE BY MATRIX HAIR SPRAY	97
HEALTH AND BEAUTY AIDS	USE CLAIROL CONDITION 3-IN-1 HAIR SPRAY	72
HEALTH AND BEAUTY AIDS	USE FINESSE HAIR SPRAY	146
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HEALTH AND BEAUTY AIDS	USE MARY KAY BLUSHER	97
HEALTH AND BEAUTY AIDS	USE NAIL POLISH	99
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HEALTH AND BEAUTY AIDS	USE MARY KAY MASCARA	105
HEALTH AND BEAUTY AIDS	USE WET N WILD MASCARA	97
HEALTH AND BEAUTY AIDS	USE BOBBI BROWN MASCARA	98
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HEALTH AND BEAUTY AIDS	USE COVER GIRL EYE BROW PENCIL	100
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HEALTH AND BEAUTY AIDS	USE CHANEL LIPSTICK AND LIPGLOSS	99
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HEALTH AND BEAUTY AIDS	USE GILLETTE MACH 3 RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	110
HEALTH AND BEAUTY AIDS	USE AVEENO SHAVING CREAM OR GEL	109
HEALTH AND BEAUTY AIDS	USE NEUTROGENA SHAVING CREAM OR GEL	122
HEALTH AND BEAUTY AIDS	USE OTHER SCHICK RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	112
HEALTH AND BEAUTY AIDS	USE ELECTRIC AND BATTERY SHAVERS	98
HEALTH AND BEAUTY AIDS	USE BRAUN ELECTRIC AND BATTERY SHAVERS	99
HEALTH AND BEAUTY AIDS	USE NORELCO ELECTRIC AND BATTERY SHAVERS	87
HEALTH AND BEAUTY AIDS	USE PANASONIC ELECTRIC AND BATTERY SHAVERS	117
HEALTH AND BEAUTY AIDS	USE REMINGTON ELECTRIC AND BATTERY SHAVERS	98
HEALTH AND BEAUTY AIDS	USE CONAIR ELECTRIC AND BATTERY SHAVERS	93
HEALTH AND BEAUTY AIDS	USE DISPOSABLE RAZORS/SHAVERS	98
HEALTH AND BEAUTY AIDS	USE BATH AND BODY WORKS PERFUME IN LAST 12 MONTHS	101
HEALTH AND BEAUTY AIDS	USE STORE BRAND DISPOSABLE RAZORS/SHAVERS	87
HEALTH AND BEAUTY AIDS	BOUGHT ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	94
HEALTH AND BEAUTY AIDS	USED ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	129
HEALTH AND BEAUTY AIDS	ANY ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	102
HEALTH AND BEAUTY AIDS	USE OR BUY AFTER SHAVE/COLOGNE	101
HEALTH AND BEAUTY AIDS	USED ARAMIS AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	120
HEALTH AND BEAUTY AIDS	USED AVON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	90
HEALTH AND BEAUTY AIDS	USED CALVIN KLEIN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	124
HEALTH AND BEAUTY AIDS	USED DRAKKAR NOIR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	111
HEALTH AND BEAUTY AIDS	USED ENGLISH LEATHER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	92
HEALTH AND BEAUTY AIDS	USED GILLETTE SERIES AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	121
HEALTH AND BEAUTY AIDS	USED OLD SPICE AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	95
HEALTH AND BEAUTY AIDS	ANY ARAMIS AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	118
HEALTH AND BEAUTY AIDS	ANY AVON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	126
HEALTH AND BEAUTY AIDS	ANY CALVIN KLEIN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	147
HEALTH AND BEAUTY AIDS	ANY DRAKKAR NOIR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	104
HEALTH AND BEAUTY AIDS	ANY ENGLISH LEATHER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	73
HEALTH AND BEAUTY AIDS	ANY GILLETTE SERIES AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	154
HEALTH AND BEAUTY AIDS	ANY OLD SPICE AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	92
HEALTH AND BEAUTY AIDS	USE/BUY PERFUME	105
HEALTH AND BEAUTY AIDS	USE AVON PERFUME IN LAST 12 MONTHS	89

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HEALTH AND BEAUTY AIDS	USE GUCCI PERFUME IN LAST 12 MONTHS	115
HEALTH AND BEAUTY AIDS	USE RALPH LAUREN PERFUME IN LAST 12 MONTHS	133
HEALTH AND BEAUTY AIDS	USE LADY STETSON PERFUME IN LAST 12 MONTHS	76
HEALTH AND BEAUTY AIDS	USE SUNTAN/SCREEN AND SUNLESS PRODUCTS	98
HEALTH AND BEAUTY AIDS	USE BOSTON CONTACT LENS CLEANING SOLUTIONS	133
HEALTH AND BEAUTY AIDS	USE STORE BRAND CONTACT LENS CLEANING SOLUTIONS	100
HEALTH AND BEAUTY AIDS	USE CONTACT LENS CLEANING SOLUTIONS	104
HEALTH AND BEAUTY AIDS	USE ALLERGRAN CONTACT LENS CLEANING SOLUTIONS	75
HEALTH AND BEAUTY AIDS	USE BAUSCH AND LAUMB CONTACT LENS CLEANING SOLUTIONS	100
HEALTH AND BEAUTY AIDS	USE EYE DROPS AND EYE WASH	100
HEALTH AND BEAUTY AIDS	USED BAUSCH AND LOMB EYE DROPS AND EYE WASH	99
HEALTH AND BEAUTY AIDS	USED CLEAR EYES EYE DROPS AND EYE WASH	106
HEALTH AND BEAUTY AIDS	USED MURINE EYE DROPS AND EYE WASH	91
HEALTH AND BEAUTY AIDS	USED OCUCLEAR EYE DROPS AND EYE WASH	84
HEALTH AND BEAUTY AIDS	USED TEARS NATURALE EYE DROPS AND EYE WASH	94
HEALTH AND BEAUTY AIDS	USED VISINE EYE DROPS AND EYE WASH	107
HEALTH AND BEAUTY AIDS	USED ALCON EYE DROPS AND EYE WASH	112
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF SALT INTAKE	87
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF BLOOD SUGAR LEVEL	95
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF CALCIUM INTAKE	89
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF CHOLESTEROL INTAKE	93
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF DIABETES	96
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF FAT INTAKE	93
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF FOOD ALLERGY	100
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF HEART DISEASE	82
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF HYPERTENSION	90
HEALTH AND BEAUTY AIDS	WATCH DIET BECAUSE OF LACTOSE INTOLERANCE	88
HEALTH AND BEAUTY AIDS	WATCH DIET TO GAIN WEIGHT	108
HEALTH AND BEAUTY AIDS	WATCH DIET TO LOSE WEIGHT	95
HEALTH AND BEAUTY AIDS	WATCH DIET TO MAINTAIN WEIGHT	96
HEALTH AND BEAUTY AIDS	BOUGHT NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	121
HEALTH AND BEAUTY AIDS	USED NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	125
HEALTH AND BEAUTY AIDS	ANY NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	110
HEALTH AND BEAUTY AIDS	USE JOHNSON AND JOHNSON MOISTURIZERS/CREAMS/LOTIONS	107
HEALTH AND BEAUTY AIDS	USE AQUAPHOR MOISTURIZERS/CREAMS/LOTIONS	103
HEALTH AND BEAUTY AIDS	USE CLEAN AND CLEAR MOISTURIZERS/CREAMS/LOTIONS	110
HEALTH AND BEAUTY AIDS	USE NIVEA MOISTURIZERS/CREAMS/LOTIONS	133
HEALTH AND BEAUTY AIDS	USE PURPOSE MOISTURIZERS/CREAMS/LOTIONS	70
HEALTH AND BEAUTY AIDS	USE STORE BRAND MOISTURIZERS/CREAMS/LOTIONS	89
HEALTH AND BEAUTY AIDS	USE NICOLE NAIL POLISH	97
HEALTH AND BEAUTY AIDS	USED REFRESH EYE DROPS AND EYE WASH	94

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HEALTH AND BEAUTY AIDS	USE CETAPHIL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	101
HEALTH AND BEAUTY AIDS	USE ALMAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	105
HEALTH AND BEAUTY AIDS	USE AVEENO FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	105
HEALTH AND BEAUTY AIDS	USE AVON FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	106
HEALTH AND BEAUTY AIDS	USE BIORE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	119
HEALTH AND BEAUTY AIDS	USE CLEAN AND CLEAR FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	110
HEALTH AND BEAUTY AIDS	USE CLEARASIL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	134
HEALTH AND BEAUTY AIDS	USE CLINIQUE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	103
HEALTH AND BEAUTY AIDS	USE DOVE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	110
HEALTH AND BEAUTY AIDS	USE ELIZABETH ARDEN FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	166
HEALTH AND BEAUTY AIDS	USE ESTEE LAUDER FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	98
HEALTH AND BEAUTY AIDS	USE LOREAL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	116
HEALTH AND BEAUTY AIDS	USE LANCOMEFACIAL CLEANSING AND MEDICATED PRODUCTS MOST	101
HEALTH AND BEAUTY AIDS	USE NOXEMA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	88
HEALTH AND BEAUTY AIDS	USE OXY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	110
HEALTH AND BEAUTY AIDS	USE MARY KAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	104
HEALTH AND BEAUTY AIDS	USE NEUTROGENA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	116
HEALTH AND BEAUTY AIDS	USE NIVEA VISAGE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	132
HEALTH AND BEAUTY AIDS	USE STORE BRAND POWER TOOTHBRUSHES	78
HEALTH AND BEAUTY AIDS	USE FACIAL CLEANSING AND MEDICATED PRODUCTS	102
HEALTH AND BEAUTY AIDS	USE PANTYLINERS/SHIELDS	105
HEALTH AND BEAUTY AIDS	USE OLAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	95
HEALTH AND BEAUTY AIDS	USE PHISODERM FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	56
HEALTH AND BEAUTY AIDS	USE PONDS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	105
HEALTH AND BEAUTY AIDS	USE REVLON FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	125
HEALTH AND BEAUTY AIDS	USE ROC FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	94
HEALTH AND BEAUTY AIDS	USE ALWAYS ALLDAYS PANTYLINERS/SHIELDS	109
HEALTH AND BEAUTY AIDS	USE CAREFREE PANTYLINERS/SHIELDS	104
HEALTH AND BEAUTY AIDS	USE KOTEX PANTYLINERS/SHIELDS	112
HEALTH AND BEAUTY AIDS	USE STORE BRAND PANTYLINERS/SHIELDS	98
HEALTH AND BEAUTY AIDS	USE DOVE SHAMPOO MOST IN LAST 7 DAYS	118
HEALTH AND BEAUTY AIDS	USE ST IVES SWISS FORMULA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	111
HEALTH AND BEAUTY AIDS	USE SEA BREEZE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	113
HEALTH AND BEAUTY AIDS	USE STRIDEX FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	109
HEALTH AND BEAUTY AIDS	USE STORE BRAND FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	96
HEALTH AND BEAUTY AIDS	USE DOVE HAIR CONDITIONER	118
HEALTH AND BEAUTY AIDS	USE AXE DEODORANT/ANTI-PERSPERANTS	112
HEALTH AND BEAUTY AIDS	USE BATH AND BODY WORKS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	112
HEALTH AND BEAUTY AIDS	USE ACTIVE ANGLE MANUAL TOOTHBRUSHES	122
HEALTH AND BEAUTY AIDS	USE COLGATE MASSAGER MANUAL TOOTHBRUSHES	132
HEALTH AND BEAUTY AIDS	USE STORE BRAND TOOTHBRUSHES	82

* 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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HEALTH AND BEAUTY AIDS	USE GILLETTE M3 POWER RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	116
HEALTH AND BEAUTY AIDS	USE GILLETTE SENSOR 3 RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	110
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HEALTH AND BEAUTY AIDS	USE OLD SPICE HIGH ENDURANCE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	91
HEALTH AND BEAUTY AIDS	USE PERSONNA ACTI-FLEXXX RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	131
HEALTH AND BEAUTY AIDS	USE PERSONNA TRI-FLEXXX RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	102
HEALTH AND BEAUTY AIDS	USE SCHICK QUATTRO RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	111
HEALTH AND BEAUTY AIDS	USE SCHICK INTUITION RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	99
HEALTH AND BEAUTY AIDS	USE GILLETTE VENUS DIVINE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	114
HISPANICS ONLY - SPAN LNG MEDIA	HISPANICE ONLY: READ NEWS FOR AMERICA - LLC MAGAZINE GROUP ON THE NET	231
HISPANICS ONLY - SPAN LNG MEDIA	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO MAXIM EN ESPANOL	225
HISPANICS ONLY - SPAN LNG MEDIA	HISPANICS ONLY: WITHIN LAST 6 MOS READ/LOOKED INTO NATIONAL GEOGRAPHIC EN ESPANOL	222
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HISPANICS ONLY - SPAN LNG MEDIA	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO SER PADRES	204
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HISPANICS ONLY - SPAN LNG MEDIA	HISPANICS ONLY: W/IN LST 6 MOS READ/LOOKED INTO AARP SEGUNDA JUVENTUD (SPNSH & ENG)	220
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HISPANICS ONLY - SPAN LNG MEDIA	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 1 (HIGHEST)	179
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HISPANICS ONLY - SPAN LNG MEDIA	WATCHED NOTICIERO UNIVISION EARLY EVENING WEEKDAY NEWS WITH FULL ATTENTION	207
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* 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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* 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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MEDICINE/DRUGS/AILMENTS	USED SYNTHROID (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	77
MEDICINE/DRUGS/AILMENTS	USED WELLBUTRIN/WELLBUTRIN SR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	85
MEDICINE/DRUGS/AILMENTS	USED ZOLOFT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	78
MEDICINE/DRUGS/AILMENTS	HAD ACID REFLUX DISEASE (GERD) DURING LAST 12 MONTHS	85
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM ADD/ADHD DURING LAST 12 MONTHS	90

* 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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MEDICINE/DRUGS/AILMENTS	SUFFERED FROM ARTHRITIS (OSTEOARTHRITIS) DURING LAST 12 MONTHS	80
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM ARTHRITIS (RHEUMATOID ARTHRITIS) DURING LAST 12 MONTHS	84
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM ANXIETY DURING LAST 12 MONTHS	84
MEDICINE/DRUGS/AILMENTS	SUFFERED INSOMNIA/SLEEP DISORDER DURING LAST 12 MONTHS	88
MEDICINE/DRUGS/AILMENTS	USED NON-PRESCRIPTION PRODUCT FOR ARTHRITIS (OSTEOARTHRITIS) DURING LAST 12 MONTHS	78
MEDICINE/DRUGS/AILMENTS	USED NON-PRESCRIPT PROD FOR ARTHRITIS (RHEUMATOID ARTHRITIS) DURING LAST 12 MOS	75
MEDICINE/DRUGS/AILMENTS	USED NON-PRESCRIPTION PRODUCT FOR INSOMNIA/SLEEP DISORDER DURING LAST 12 MONTHS	81
MEDICINE/DRUGS/AILMENTS	USE NON-PRESCRIPTION REMEDY FOR ALLERGY	101
MEDICINE/DRUGS/AILMENTS	USE NON-PRESCRIPTION REMEDY FOR COLD	100
MEDICINE/DRUGS/AILMENTS	USE NON-PRESCRIPTION REMEDY FOR FLU	115
MEDICINE/DRUGS/AILMENTS	USE NON-PRESCRIPTION REMEDY FOR SINUS CONDITION	92
MEDICINE/DRUGS/AILMENTS	USE NIGHTTIME (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	110
MEDICINE/DRUGS/AILMENTS	USE EXTRA/MAXIMUM STRENGTH (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	98
MEDICINE/DRUGS/AILMENTS	USE MIGRANE (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	104
MEDICINE/DRUGS/AILMENTS	USE REGULAR STRENGTH (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	100
MEDICINE/DRUGS/AILMENTS	USEGEL TABS/LIQUI-GELS (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	100
MEDICINE/DRUGS/AILMENTS	USE TABLET/PILL/POWDER (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	94
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR MIGRAINE HEADACHES	101
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR REGULAR HEADACHES	100
MEDICINE/DRUGS/AILMENTS	USE GELCAPS LAXATIVES (NON-PRESCRIPTION)	91
MEDICINE/DRUGS/AILMENTS	USE EXTRA STRENGTH (NON-PRESCRIPTION) SORE THROAT PRODUCT	99
MEDICINE/DRUGS/AILMENTS	USE REGULAR (NON-PRESCRIPTION) SORE THROAT PRODUCT	100
MEDICINE/DRUGS/AILMENTS	USE SUGAR-FREE (NON-PRESCRIPTION) SORE THROAT PRODUCT	94
MEDICINE/DRUGS/AILMENTS	USE VITAMIN C (NON-PRESCRIPTION) SORE THROAT PRODUCT	109
MEDICINE/DRUGS/AILMENTS	TAKING CARE OF SOMEONE WITH HIV/AIDS	176
MEDICINE/DRUGS/AILMENTS	TAKING CARE OF SOMEONE WITH ALZHEIMERS DISEASE	75
MEDICINE/DRUGS/AILMENTS	TAKING CARE OF SOMEONE W/ATTENTION DEFICIT DSRDR (ADD)/ HYPERACTIVE DSRDR (ADHD)	86
MEDICINE/DRUGS/AILMENTS	TAKING CARE OF SOMEONE WITH CANCER	86
MEDICINE/DRUGS/AILMENTS	TAKING CARE OF SOMEONE WITH CHRONIC EAR INFECTIONS (CHILD)	90
MEDICINE/DRUGS/AILMENTS	WEAR PRESCRIPTION EYEGASSES-ANY	89
MEDICINE/DRUGS/AILMENTS	WEAR CONTACT LENSES-ANY	102
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM SNORING/ SLEEP APNEA DURING LAST 12 MONTHS	93
MEDICINE/DRUGS/AILMENTS	USED NON-PRESCRIPTION PRODUCT FOR SNORING/ SLEEP APNEA DURING LAST 12 MONTHS	94
MEDICINE/DRUGS/AILMENTS	CONSULTED GASTROENTEROLOGIST DURING LAST 12 MONTHS	89
MEDICINE/DRUGS/AILMENTS	CONSULTED INTERNIST DURING LAST 12 MONTHS	85
MEDICINE/DRUGS/AILMENTS	CONSULTED AN ACUPUNCTURIST DURING LAST 12 MONTHS	94
MEDICINE/DRUGS/AILMENTS	CONSULTED AN ALLERGIST DURING LAST 12 MONTHS	92
MEDICINE/DRUGS/AILMENTS	CONSULTED A CARDIOLOGIST DURING THE LAST 12 MONTHS	78
MEDICINE/DRUGS/AILMENTS	CONSULTED CHIROPRACTOR DURING LAST 12 MONTHS	93
MEDICINE/DRUGS/AILMENTS	CONSULTED A DENTIST DURING LAST 12 MONTHS	95
MEDICINE/DRUGS/AILMENTS	CONSULTED A DERMATOLOGIST DURING LAST 12 MONTHS	91

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MEDICINE/DRUGS/AILMENTS	CONSULTED EAR, NOSE AND THROAT SPECIALIST DURING LAST 12 MONTHS	96
MEDICINE/DRUGS/AILMENTS	CONSULTED EYE DOCTOR DURING LAST 12 MONTHS	88
MEDICINE/DRUGS/AILMENTS	CONSULTED GENERAL/FAMILY PRACTITIONER DURING LAST 12 MONTHS	91
MEDICINE/DRUGS/AILMENTS	CONSULTED NURSE PRACTITIONER DURING LAST 12 MONTHS	80
MEDICINE/DRUGS/AILMENTS	CONSULTED OB/GYN DURING LAST 12 MONTHS	97
MEDICINE/DRUGS/AILMENTS	CONSULTED OSTEOPATH DURING LAST 12 MONTHS	81
MEDICINE/DRUGS/AILMENTS	CONSULTED PEDIATRICIAN DURING LAST 12 MONTHS	142
MEDICINE/DRUGS/AILMENTS	CONSULTED PHYSICAL THERAPIST DURING LAST 12 MONTHS	91
MEDICINE/DRUGS/AILMENTS	CONSULTED PODIATRIST DURING LAST 12 MONTHS	96
MEDICINE/DRUGS/AILMENTS	CONSULTED AN ALTERNATIVE HEALTH PRACTITIONER DURING LAST 12 MONTHS	97
MEDICINE/DRUGS/AILMENTS	CONSULTED PHARMACIST DURING LAST 12 MONTHS	86
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM CHRONIC BRONCHITIS DURING LAST 12 MONTHS	86
MEDICINE/DRUGS/AILMENTS	USES YEAST INFECTION PRODUCTS	99
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM ARTHRITIS DURING LAST 12 MONTHS	80
MEDICINE/DRUGS/AILMENTS	WEAR PRESCRIPTION EYEGASSES AND CONTACT LENSES	91
MEDICINE/DRUGS/AILMENTS	BOUGHT EYEGASSES/CONTACT LENSES AT PEARLE VISION	81
MEDICINE/DRUGS/AILMENTS	BOUGHT EYEGASSES/CONTACT LENSES AT LENS CRAFTERS	99
MEDICINE/DRUGS/AILMENTS	BOUGHT EYEGASSES/CONTACT LENSES AT DEPARTMENT STORE	100
MEDICINE/DRUGS/AILMENTS	BOUGHT EYEGASSES/CONTACT LENSES AT OPTOMETRIST/EYE DOCTOR	92
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM NASAL ALLERGIES/HAY FEVER DURING LAST 12 MONTHS	94
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM ASTHMA DURING LAST 12 MONTHS	94
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM ATHLETES FOOT DURING LAST 12 MONTHS	100
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM BACKACHE DURING LAST 12 MONTHS	93
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM CONSTIPATION (CHRONIC) DURING LAST 12 MONTHS	96
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM DIABETES DURING LAST 12 MONTHS	96
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM FLU DURING LAST 12 MONTHS	120
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM GAS DURING LAST 12 MONTHS	92
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM HEARTBURN DURING LAST 12 MONTHS	97
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM HEMORROIDS DURING LAST 12 MONTHS	92
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM HIGH CHOLESTEROL DURING LAST 12 MONTHS	89
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM HYPERTENSION/HIGH BLOOD PRESSURE DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	SUFFERED INDIGESTION DURING LAST 12 MONTHS	88
MEDICINE/DRUGS/AILMENTS	SUFFERED OSTEOPOROSIS DURING LAST 12 MONTHS	83
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM STOMACH ULCERS DURING LAST 12 MONTHS	95
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM URINARY TRACT INFECTION (UTI) DURING LAST 12 MONTHS	90
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM CHRONIC PAIN DURING LAST 12 MONTHS	90
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM DEPRESSION DURING LAST 12 MONTHS	87
MEDICINE/DRUGS/AILMENTS	SUFFERED HEART DISEASE/CONGESTIVE HEART FAILIURE DURING LAST 12 MONTHS	71
MEDICINE/DRUGS/AILMENTS	SUFFERED IMPOTENCE/LOSS OF LIBIDO DURING LAST 12 MONTHS	83
MEDICINE/DRUGS/AILMENTS	SUFFERED MIGRAINE HEADACHE DURING LAST 12 MONTHS	97
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM BEING OVERWEIGHT (30 LBS OR MORE) DURING LAST 12 MONTHS	93

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MEDICINE/DRUGS/AILMENTS	USED NON-PRESCRIPTION PRODUCT FOR DIABETES DURING LAST 12 MONTHS	104
MEDICINE/DRUGS/AILMENTS	USED NON PRESCRIPTION PRODUCT FOR HIGH CHOLESTEROL DURING LAST 12 MONTHS	95
MEDICINE/DRUGS/AILMENTS	USED NON PRESCRIPT PROD FOR HYPERTENSION/HIGH BLOOD PRESSURE DURING LAST 12 MOS	98
MEDICINE/DRUGS/AILMENTS	USED NON-PRESCRIPT PROD FOR BEING OVERWEIGHT (30 LBS OR MORE) DURING LAST 12 MOS	110
MEDICINE/DRUGS/AILMENTS	USE NON-PRESCRIPTION REMEDY FOR COLD/ALLERGY/SINUS	98
MEDICINE/DRUGS/AILMENTS	USED ALLERGY REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 12 MONTHS	95
MEDICINE/DRUGS/AILMENTS	USED COLD REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 12 MONTHS	105
MEDICINE/DRUGS/AILMENTS	USED FLU REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 12 MONTHS	123
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM SINUS CONDITION 13 OR MORE TIMES DURING LAST 12 MONTHS	87
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM OTHER CONDITION 13 OR MORE TIMES DURING LAST 12 MONTHS	89
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION)	99
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR ARTHRITIS OR RHEUMATISM	77
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR BACKACHES	94
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR COLDS, FLU OR FEVER	101
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR HEART ATTACK PREVENTION	75
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR SINUS/ALLERGIES	90
MEDICINE/DRUGS/AILMENTS	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR SLEEPLESSNESS	86
MEDICINE/DRUGS/AILMENTS	USED HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPT) 2X-3X WK DRNG THE LAST 30 DAYS	95
MEDICINE/DRUGS/AILMENTS	USE HEARTBURN/INDIGESTION AIDS	96
MEDICINE/DRUGS/AILMENTS	USED HEARTBURN/INDIGESTION AIDS 2 OR 3 TIMES A WEEK DURING LAST 6 MONTHS	94
MEDICINE/DRUGS/AILMENTS	USED PRESCRIPTION DRUGS DURING LAST 12 MONTHS	88
MEDICINE/DRUGS/AILMENTS	USED ALLEGRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	96
MEDICINE/DRUGS/AILMENTS	USED DIFLUCAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	USED FLONACE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	99
MEDICINE/DRUGS/AILMENTS	USED FOSMAX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	78
MEDICINE/DRUGS/AILMENTS	USED IMITREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	83
MEDICINE/DRUGS/AILMENTS	USED ORTHO TRI-CYCLEN/ORTHO TRI-CYCLEN LO (PRESCRIPTION DRUG) DURING LAST 12 MOS	79
MEDICINE/DRUGS/AILMENTS	USED PRAVACHOL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	80
MEDICINE/DRUGS/AILMENTS	USED PROZAC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	70
MEDICINE/DRUGS/AILMENTS	USED VALTREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	79
MEDICINE/DRUGS/AILMENTS	USED ZOCOR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	81
MEDICINE/DRUGS/AILMENTS	USED ZYRTEC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	86
MEDICINE/DRUGS/AILMENTS	USED LIPITOR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	85
MEDICINE/DRUGS/AILMENTS	USED CELEBREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	USE LAXATIVES (NON-PRESCRIPTION)	84
MEDICINE/DRUGS/AILMENTS	USED VIAGRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	93
MEDICINE/DRUGS/AILMENTS	USED ALTACE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	89
MEDICINE/DRUGS/AILMENTS	USED ADDERALL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	81
MEDICINE/DRUGS/AILMENTS	USED BOTOX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	USED DETROL/ DETROL LA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	69
MEDICINE/DRUGS/AILMENTS	USED NASONEX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	94

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MEDICINE/DRUGS/AILMENTS	USED GLUCOVANCE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	114
MEDICINE/DRUGS/AILMENTS	USED NASACORT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	103
MEDICINE/DRUGS/AILMENTS	USED ORTHO EVRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	116
MEDICINE/DRUGS/AILMENTS	USED PARANOL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	117
MEDICINE/DRUGS/AILMENTS	USED PENLAC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	142
MEDICINE/DRUGS/AILMENTS	USED PLAVIX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	71
MEDICINE/DRUGS/AILMENTS	USE LAXATIVES 2 OR 3 TIMES A WEEK DURING LAST 6 MONTHS	78
MEDICINE/DRUGS/AILMENTS	USES USE NON-PRESCRIPTION COUGH SYRUP	103
MEDICINE/DRUGS/AILMENTS	USE NON-PRESCRIPTION COUGH SYRUP ONCE A DAY	103
MEDICINE/DRUGS/AILMENTS	USE NON-PRESCRIPTION SORE THROAT PRODUCTS	100
MEDICINE/DRUGS/AILMENTS	USE ONCE A DAY (NON-PRESCRIPTION) SORE THROAT PRODUCT	104
MEDICINE/DRUGS/AILMENTS	USE PAIN RELIEVING RUBS/LIQUID	103
MEDICINE/DRUGS/AILMENTS	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR ARTHRITIC PAIN	86
MEDICINE/DRUGS/AILMENTS	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR BACKACHES	102
MEDICINE/DRUGS/AILMENTS	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR PAIN FROM SPORTS/EXERCISE	113
MEDICINE/DRUGS/AILMENTS	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR MENSTRUAL PAIN	100
MEDICINE/DRUGS/AILMENTS	USES FIRST AID BAND/ANTIBIOTIC REMEDIES	99
MEDICINE/DRUGS/AILMENTS	USES VITAMIN/MINERAL (NON-PRESCRIPTION) TABLETS/CAPSULES/LIQUID	96
MEDICINE/DRUGS/AILMENTS	USED VITAMIN/MINERAL (NON-PRESCRIPTION) PRODUCT ONCE A DAY DURING LAST 30 DAYS	94
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM COPD (CHRONIC OBSTRUSIVE PULMONARY DISORDER)	74
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM ECZEMA/PSORIASIS DURING LAST 12 MONTHS	93
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM EMPHYSEMA DURING LAST 12 MONTHS	106
MEDICINE/DRUGS/AILMENTS	SUFFERED GENITAL HERPES DURING LAST 12 MONTHS	94
MEDICINE/DRUGS/AILMENTS	SUFFERED HEART ATTACK/STROKE DURING LAST 12 MONTHS	79
MEDICINE/DRUGS/AILMENTS	USED NON-PRESCRIPTION PRODUCT FOR HEART ATTACK/STROKE DURING LAST 12 MONTHS	62
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM HEPATITIS C DURING LAST 12 MONTHS	127
MEDICINE/DRUGS/AILMENTS	SUFFERED IRRITABLE BOWEL SYNDROME DURING LAST 12 MONTHS	85
MEDICINE/DRUGS/AILMENTS	SUFFERED NAIL FUNGUS DURING LAST 12 MONTHS	113
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM OVERACTIVE BLADDER DURING LAST 12 MONTHS	85
MEDICINE/DRUGS/AILMENTS	USED ACTOS (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	79
MEDICINE/DRUGS/AILMENTS	USED AMARYL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	90
MEDICINE/DRUGS/AILMENTS	USED BENZACLIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	134
MEDICINE/DRUGS/AILMENTS	USED CONCERTA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	79
MEDICINE/DRUGS/AILMENTS	USED DIFFERIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	105
MEDICINE/DRUGS/AILMENTS	USED ELIDEL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	55
MEDICINE/DRUGS/AILMENTS	USED PROTOPIC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	78
MEDICINE/DRUGS/AILMENTS	USED RETIN-A-MICRO (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	62
MEDICINE/DRUGS/AILMENTS	USED ARICEPT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	58
MEDICINE/DRUGS/AILMENTS	USED ARANESP (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	42
MEDICINE/DRUGS/AILMENTS	USED AVASTIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	94
MEDICINE/DRUGS/AILMENTS	USED CADEUT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	94

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MEDICINE/DRUGS/AILMENTS	USED DIOVAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	84
MEDICINE/DRUGS/AILMENTS	USED HUMALOG (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	87
MEDICINE/DRUGS/AILMENTS	USED LEVAQUIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	93
MEDICINE/DRUGS/AILMENTS	USED NEULASTA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	47
MEDICINE/DRUGS/AILMENTS	USED ZOFRAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	63
MEDICINE/DRUGS/AILMENTS	USED ZITHROMAX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	88
MEDICINE/DRUGS/AILMENTS	USED ZYPREXA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	48
MEDICINE/DRUGS/AILMENTS	USED NEURONTIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM HIATAL HERNIA DURING LAST 12 MONTHS	89
PETS & PET FOOD	PURCHASE PET SUPPLIES AT SOLE PLACE BOUGHT	105
PETS & PET FOOD	PURCHASE PET SUPPLIES AT DISCOUNT STORES	91
PETS & PET FOOD	PURCHASE PET SUPPLIES AT SUPERMARKETS	100
PETS & PET FOOD	PURCHASE PET SUPPLIES ONLINE	118
PETS & PET FOOD	PURCHASE PET SUPPLIES AT OTHER	101
PETS & PET FOOD	PURCHASE PET SUPPLIES AT PETCO	122
PETS & PET FOOD	PURCHASE PET SUPPLIES AT PETSMAART	115
PETS & PET FOOD	PURCHASE PET SUPPLIES AT OTHER PET STORES	96
PETS & PET FOOD	CURRENTLY HAVE PETS	103
PETS & PET FOOD	1 PET BIRD IN HOUSEHOLD	126
PETS & PET FOOD	1 PET CAT IN HOUSEHOLD	93
PETS & PET FOOD	1 PET DOG IN HOUSEHOLD	105
PETS & PET FOOD	USED 15 OR MORE CANNED DOG FOOD ITEMS DURING LAST 15 DAYS	111
PETS & PET FOOD	BUYS PACKAGED MOIST DOG FOOD	121
PETS & PET FOOD	USED 15 OR MORE LBS OF PACKAGED MOIST DOG FOOD DURING LAST 30 DAYS	147
PETS & PET FOOD	BUYS PACKAGED DRY DOG FOOD	106
PETS & PET FOOD	USED 50 OR MORE LBS OF PACKAGED DRY DOG FOOD DURING LAST 30 DAYS	103
PETS & PET FOOD	BUYS DOG BISCUITS/TREATS	105
PETS & PET FOOD	USED 21 OR MORE DOG BISCUITS/TREATS DURING LAST 7 DAYS	120
PETS & PET FOOD	CHANGED CAT BOX 10 OR MORE TIMES DURING LAST 15 DAYS	66
PETS & PET FOOD	HOUSEHOLD BUYS CANNED CAT FOOD	89
PETS & PET FOOD	BUYS PACKAGED DRY CAT FOOD	92
PETS & PET FOOD	USED 10 OR MORE LBS OF PACKAGED DRY CAT FOOD DURING LAST 30 DAYS	100
PETS & PET FOOD	BUYS PACKAGED MOIST CAT FOOD	77
PETS & PET FOOD	USED 15 OR MORE LBS OF PACKAGED MOIST CAT FOOD DURING LAST 30 DAYS	59
PETS & PET FOOD	USES CAT TREATS OR SNACKS	90
PETS & PET FOOD	BUYS FLEA AND TICK CARE PRODUCTS	99
PETS & PET FOOD	USE HEARTWORM CONTROL FOR DOGS	100
PETS & PET FOOD	USE HEARTWORM CONTROL FOR CATS	89
PETS & PET FOOD	1 PET FISH IN HOUSEHOLD	101
PETS & PET FOOD	1 PET HAMSTER IN HOUSEHOLD	112
PETS & PET FOOD	1 PET RABBIT IN HOUSEHOLD	99

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PETS & PET FOOD	1 PET REPTILE IN HOUSEHOLD	137
PETS & PET FOOD	1 OTHER PET IN HOUSEHOLD	97
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PRINT MEDIA	READ MOVIE LISTINGS AND REVIEWS SECTION OF NEWSPAPER DAILY	97
PRINT MEDIA	READ SCIENCE AND TECHNOLOGY SECTION OF NEWSPAPER DAILY	102
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PRINT MEDIA	READ FRONT PAGE OF THE SUNDAY/WEEKEND NEWSPAPER	93
PRINT MEDIA	READ MOVIE LISTINGS/REVIEWS SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	96
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PRINT MEDIA	READ BUSINESS/FINANCE SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	90
PRINT MEDIA	READ EDITORIAL SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	80
PRINT MEDIA	READ FOOD OR COOKING SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	94
PRINT MEDIA	READ SPORTS SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	97
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PRINT MEDIA	READ PARADE MAGAZINE (CARRIER METHOD)	90
PRINT MEDIA	READ THE MAGAZINE AUTOWEEK	95
PRINT MEDIA	READ THE MAGAZINE ARTHUR FROMMERS BUDGET TRAVEL	83
PRINT MEDIA	READ THE MAGAZINE COUNTRY WEEKLY	87
PRINT MEDIA	READ THE MAGAZINE MENS JOURNAL	100
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PRINT MEDIA	READ THE MAGAZINE W MAGAZINE	96
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PRINT MEDIA	READ THE MAGAZINE ALLURE	101
PRINT MEDIA	READ THE MAGAZINE AMERICAN BABY	113
PRINT MEDIA	READ THE MAGAZINE ARTHRITIS TODAY	80
PRINT MEDIA	READ THE MAGAZINE THE AMERICAN LEGION	71
PRINT MEDIA	READ THE MAGAZINE AMERICAN PHOTOS	105
PRINT MEDIA	READ THE MAGAZINE THE ATLANTIC MONTHLY	60
PRINT MEDIA	READ THE MAGAZINE AUTOMOBILE	101
PRINT MEDIA	READ THE MAGAZINE BABY TALK	113
PRINT MEDIA	READ THE MAGAZINE BARRONS	66
PRINT MEDIA	READ THE MAGAZINE BASSMASTER	85
PRINT MEDIA	READ THE MAGAZINE BICYCLING MAGAZINE	101
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PRINT MEDIA	READ THE MAGAZINE BOATING	95
PRINT MEDIA	READ THE MAGAZINE BON APPETIT	88
PRINT MEDIA	READ THE MAGAZINE BRIDES	93
PRINT MEDIA	READ THE MAGAZINE BUSINESS WEEK	94
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PRINT MEDIA	READ THE MAGAZINE BETTER HOMES AND GARDENS	87
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PRINT MEDIA	READ THE MAGAZINE COOKING LIGHT	82
PRINT MEDIA	READ THE MAGAZINE COSMOPOLITAN	115
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PRINT MEDIA	READ THE MAGAZINE COUNTRY LIVING	73
PRINT MEDIA	READ THE MAGAZINE IN TOUCH WEEKLY	120
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SHOPPING	SHOPPED AT A CONVENIENCE STORE 4-9 TIMES LAST 4 WEEKS	104

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SHOPPING	SHOPPED AT A CONVENIENCE STORE 1-3 TIMES LAST 4 WEEKS	103
SHOPPING	SHOPPED AT ANY HARDWARE STORE DURING LAST 3 MONTHS	102
SHOPPING	ORDERED PRODUCT ONLINE DURING LAST 12 MONTHS	100
SHOPPING	SHOPPED AT KINKOS DURING LAST 3 MONTHS	116
SHOPPING	SHOPPED AT ONLINE STORE DURING LAST 3 MONTHS	114
SHOPPING	PURCHASED FOOTWEAR/SHOES FROM A CATALOG DURING LAST 12 MONTHS	90
SHOPPING	PURCHASED GENERAL MERCHANDISE FROM A CATALOG DURING LAST 12 MONTHS	93
SHOPPING	ORDERED PRODUCT VIA MAIL/PHONE ORDER DURING LAST 12 MONTHS	89
SHOPPING	OWN GYM BAGS	103
SHOPPING	PURCHASED GYM BAGS DURING LAST 12 MONTHS	112
SHOPPING	OWN TENNIS RACQUET	105
SHOPPING	OWN FISHING ROD	90
SHOPPING	OWN FISHING REEL	87
SHOPPING	OWN RIFLE FOR HUNTING	80
SHOPPING	OWN SHOTGUN FOR HUNTING	79
SHOPPING	OWN AIRGUN	95
SHOPPING	OWN BOWLING BALL	95
SHOPPING	OWN RACQUETBALL RACQUET	111
SHOPPING	OWN BASEBALL/SOFTBALL EQUIPMENT	96
SHOPPING	OWN FREE WEIGHTS/DUMBELLS	99
SHOPPING	OWN SOCCER EQUIPMENT	127
SHOPPING	OWN HUNTING CLOTHES	79
SHOPPING	OWN SNOW SKIS	84
SHOPPING	OWN SKI BOOTS	86
SHOPPING	OWN PERSONAL WATERCRAFT (IE JETSKI)	102
SHOPPING	OWN BICYCLE	102
SHOPPING	OWN HOME GYM EQUIPMENT	100
SHOPPING	OWN ROWING MACHINE	87
SHOPPING	OWN STATIONARY BICYCLE	88
SHOPPING	OWN FOOTBALL(S)	103
SHOPPING	OWN TREADMILL	102
SHOPPING	OWN STAIR CLIMBING MACHINE	112
SHOPPING	OWN CROSS COUNTRY SKI EXERCISER	91
SHOPPING	OWN BACKPACKING EQUIPMENT	110
SHOPPING	OWN CAMPING TENTS	98
SHOPPING	OWN CAMPING LANTERNS	98
SHOPPING	OWN OTHER CAMPING EQUIPMENT	96
SHOPPING	OWN BASKETBALL(S)	105
SHOPPING	OWN FACTORY LOADED AMMUNITION	83
SHOPPING	OWN GOLF BALLS	93
SHOPPING	OWN GOLF GLOVES	91

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SHOPPING	SHOPPED AT 7-ELEVEN CONVENIENCE STORE DURING LAST 4 WEEKS	133
SHOPPING	OWN RACQUETBALL BALLS	110
SHOPPING	OWN SKI POLES	79
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SHOPPING	OWN ANY SPORTING GOODS	97
SHOPPING	OWN SKATEBOARD	124
SHOPPING	OWN SNOWBOARD	121
SHOPPING	OWN GOLF CLUBS	93
SHOPPING	PURCHASED TENNIS RACQUET DURING LAST 12 MONTHS	114
SHOPPING	PURCHASED FISHING ROD DURING LAST 12 MONTHS	96
SHOPPING	PURCHASED FISHING REEL DURING LAST 12 MONTHS	89
SHOPPING	PURCHASED RIFLE FOR HUNTING DURING LAST 12 MONTHS	85
SHOPPING	PURCHASED SHOTGUN FOR HUNTING DURING LAST 12 MONTHS	90
SHOPPING	PURCHASED AIRGUN DURING LAST 12 MONTHS	92
SHOPPING	PURCHASED BOWLING BALL DURING LAST 12 MONTHS	133
SHOPPING	PURCHASED RACQUETBALL RACQUET DURING LAST 12 MONTHS	191
SHOPPING	PURCHASED BASEBALL/SOFTBALL EQUIPMENT DURING LAST 12 MONTHS	102
SHOPPING	PURCHASED FREE WEIGHTS/DUMBBELLS DURING LAST 12 MONTHS	97
SHOPPING	PURCHASED SOCCER EQUIPMENT DURING LAST 12 MONTHS	139
SHOPPING	PURCHASED HUNTING CLOTHES DURING LAST 12 MONTHS	82
SHOPPING	PURCHASED SNOW SKIS DURING LAST 12 MONTHS	100
SHOPPING	PURCHASED SKI BOOTS DURING LAST 12 MONTHS	117
SHOPPING	PURCHASED PERSONAL WATERCRAFT (IE JETSKI) DURING LAST 12 MONTHS	137
SHOPPING	PURCHASED BICYCLE DURING LAST 12 MONTHS	106
SHOPPING	PURCHASED HOME GYM EQUIPMENT DURING LAST 12 MONTHS	110
SHOPPING	PURCHASED ROWING MACHINE DURING LAST 12 MONTHS	157
SHOPPING	PURCHASED STATIONARY BICYCLES DURING LAST 12 MONTHS	105
SHOPPING	PURCHASED FOOTBALL(S) DURING LAST 12 MONTHS	112
SHOPPING	PURCHASED TREADMILL DURING LAST 12 MONTHS	122
SHOPPING	PURCHASED STAIR CLIMBING MACHINE DURING LAST 12 MONTHS	138
SHOPPING	PURCHASED CROSS COUNTRY SKI EXERCISER DURING LAST 12 MONTHS	220
SHOPPING	PURCHASED BACKPACKING EQUIPMENT DURING LAST 12 MONTHS	141
SHOPPING	PURCHASED CAMPING TENTS DURING LAST 12 MONTHS	89
SHOPPING	PURCHASED CAMPING LANTERNS DURING LAST 12 MONTHS	91
SHOPPING	PURCHASED OTHER CAMPING EQUIPMENT DURING LAST 12 MONTHS	107
SHOPPING	PURCHASED BASKETBALL(S) DURING LAST 12 MONTHS	107
SHOPPING	PURCHASED FACTORY LOADED AMMUNITION DURING LAST 12 MONTHS	88
SHOPPING	PURCHASED GOLF BALLS DURING LAST 12 MONTHS	89
SHOPPING	PURCHASED GOLF GLOVES DURING LAST 12 MONTHS	82
SHOPPING	PURCHASED RACQUETBALL BALLS DURING LAST 12 MONTHS	143
SHOPPING	PURCHASED SKI POLES DURING LAST 12 MONTHS	100

* 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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SHOPPING	PURCHASED AN AIRGUN DURING LAST 12 MONTHS	100
SHOPPING	PURCHASED ANY SPORTING GOODS DURING LAST 12 MONTHS	102
SHOPPING	PURCHASED SKATEBOARD DURING LAST 12 MONTHS	113
SHOPPING	PURCHASED SNOWBOARD DURING LAST 12 MONTHS	137
SHOPPING	PURCHASED GOLF CLUBS DURING LAST 12 MONTHS	91
SHOPPING	VISITED A SHOPPING MALL 8-9 TIMES DURING LAST 4 WEEKS	103
SHOPPING	VISITED A SHOPPING MALL DURING LAST 4 WEEKS	103
SHOPPING	VISITED A SHOPPING MALL 10 OR MORE TIMES DURING LAST 4 WEEKS	112
SHOPPING	VISITED A SHOPPING MALL 6-7 TIMES DURING LAST 4 WEEKS	113
SHOPPING	VISITED A SHOPPING MALL 4-5 TIMES DURING LAST 4 WEEKS	109
SHOPPING	VISITED STRIP MALLS 6-7 TIMES DURING LAST 4 WEEKS	111
SHOPPING	VISITED A SHOPPING MALL 1-3 TIMES DURING LAST 4 WEEKS	100
SHOPPING	VISITED STRIP MALLS DURING LAST 4 WEEKS	104
SHOPPING	VISITED STRIP MALLS 10 OR MORE TIMES DURING LAST 4 WEEKS	93
SHOPPING	VISITED STRIP MALLS 8-9 TIMES DURING LAST 4 WEEKS	122
SHOPPING	VISITED STRIP MALLS 4-5 TIMES DURING LAST 4 WEEKS	102
SHOPPING	VISITED STRIP MALLS 1-3 TIMES DURING LAST 4 WEEKS	104
SHOPPING	SOMETIMES REFER TO ANNOUNCEMENTS IN STORE WHEN FOOD SHOPPING	101
SHOPPING	SOMETIMES REFER ON THE INTERNET WHEN FOOD SHOPPING	104
SHOPPING	SOMETIMES REFER ON THE INTERNET WHEN SHOPPING (EXCLUDING FOOD)	100
SHOPPING	PURCHASED HOME ELECTRONICS DURING LAST 4 WEEKS	112
SHOPPING	SOMETIMES REFER TO OVERHEAD AISLE MARKERS WHEN FOOD SHOPPING	96
SHOPPING	SOMETIMES REFER TO MESSAGE/OFFERS AT THE SHELF WHEN FOOD SHOPPING	95
SHOPPING	SOMETIMES REFER TO ADVERTISING ON SHOPPING CART WHEN FOOD SHOPPING	107
SHOPPING	SOMETIMES REFER TO ADVERTISING ON THE FLOOR WHEN FOOD SHOPPING	93
SHOPPING	SOMETIMES REFER TO ADVERTISING ON THE FLOOR WHEN SHOPPING (EXCLUDING FOOD)	93
SHOPPING	SOMETIMES REFER TO COMPUTERIZED INFORMATION/COUPON CENTER WHEN FOOD SHOPPING	103
SHOPPING	SOMETIMES REFER TO RADIO/PUBLIC ADDRESS ANNOUNCEMENTS WHEN FOOD SHOPPING	101
SHOPPING	SOMETIMES REFER TO IN-STORE DEMONSTRATIONS WHEN FOOD SHOPPING	98
SHOPPING	SOMETIMES REFER TO IN-STORE SAMPLES WHEN FOOD SHOPPING	97
SHOPPING	SOMETIMES REFER TO VIDEO MONITOR DISPLAYS WHEN FOOD SHOPPING	106
SHOPPING	SOMETIMES REFER TO DEPT SIGNS OR AISLE MRKRS IN STORE WHEN SHPPNG (EXCLDNG FOOD)	96
SHOPPING	SOMETIMES REFER SIGNS ON MERCHANDISE RACK/SHELVES WHEN SHPPNG (EXCLDNG FOOD)	93
SHOPPING	SOMETIMES REFER TO ADVERTISING ON SHOPPING CART WHEN SHOPPING (EXCLUDING FOOD)	108
SHOPPING	SOMETIMES REFER STORE BROCHURES/FLYERS WHEN SHOPPING (EXCLUDING FOOD)	95
SHOPPING	SOMETIMES REFER TO RADIO/PUBLIC AD ANNCMNT IN STORE WHEN SHPPNG (EXCLDNG FOOD)	101
SHOPPING	SOMETIMES REFER TO VIDEO MONITOR DISPLAYS WHEN SHOPPING (EXCLUDING FOOD)	102
SHOPPING	SOMETIMES REFER TO LIGHTED MERCHANDISE GRAPHICS WHEN SHOPPING (EXCLUDING FOOD)	96
SHOPPING	PURCHASED ACCESSORIES FROM A CATALOG DURING LAST 12 MONTHS	92
SHOPPING	PURCHASED MENS APPAREL FROM A CATALOG DURING LAST 12 MONTHS	86
SHOPPING	PURCHASED WOMENS APPAREL FROM A CATALOG DURING LAST 12 MONTHS	85

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SHOPPING	PURCHASED HOME LINENS FROM A CATALOG DURING LAST 12 MONTHS	97
SHOPPING	PURCHASED AUTOMOTIVE FROM A CATALOG DURING LAST 12 MONTHS	101
SHOPPING	USE CENTS-OFF COUPONS FROM INTERNET OR E-MAIL	99
SHOPPING	SPENT \$30 OR LESS ON AVERAGE PER WEEK ON GROCERY SHOPPING	88
SHOPPING	SPENT \$150 OR MORE ON AVERAGE PER WEEK ON GROCERY SHOPPING	112
SHOPPING	SPENT \$125-\$149 ON AVERAGE PER WEEK ON GROCERY SHOPPING	105
SHOPPING	SPENT \$101-\$124 ON AVERAGE PER WEEK ON GROCERY SHOPPING	105
SHOPPING	SPENT \$81-\$100 ON AVERAGE PER WEEK ON GROCERY SHOPPING	91
SHOPPING	SPENT \$71-80 ON AVERAGE PER WEEK ON GROCERY SHOPPING	99
SHOPPING	SPENT \$61-70 ON AVERAGE PER WEEK ON GROCERY SHOPPING	89
SHOPPING	SPENT \$51-\$60 ON AVERAGE PER WEEK ON GROCERY SHOPPING	83
SHOPPING	SPENT \$41-50 ON AVERAGE PER WEEK ON GROCERY SHOPPING	81
SHOPPING	SPENT \$31-40 ON AVERAGE PER WEEK ON GROCERY SHOPPING	74
SHOPPING	USE CENTS-OFF COUPONS	97
SHOPPING	USE CENTS-OFF COUPONS FROM COLOR LEAFLETS RECEIVED BY MAIL	97
SHOPPING	USE CENTS-OFF COUPONS FROM OTHER ITEMS RECEIVED BY MAIL	98
SHOPPING	USE CENTS-OFF COUPONS FROM COLOR LEAFLETS INSERTED IN NEWSPAPER	91
SHOPPING	USE CENTS-OFF COUPONS FROM OTHER NEWSPAPER INSERTS/ADVERTISEMENTS	92
SHOPPING	USE CENTS-OFF COUPONS FROM MAGAZINES	95
SHOPPING	USE CENTS-OFF COUPONS IN OR ON PACKAGES	96
SHOPPING	USE CENTS-OFF COUPONS HANDED OUT IN OR NEAR STORE	102
SHOPPING	USED AN ON-SHELF COUPON MACHINE	98
SHOPPING	USE CENTS-OFF COUPONS FOR DISCOUNT STORES	94
SHOPPING	REDEEM CENTS-OFF COUPONS AT DRUG STORES	94
SHOPPING	REDEEM CENTS-OFF COUPONS AT SUPERMARKET/GROCERY/CONVENIENCE STORES	97
SHOPPING	REDEEM CENTS-OFF COUPONS AT RESTAURANTS/FAST FOOD CHAINS	93
SHOPPING	REDEEM CENTS-OFF COUPONS AT NEWSSTANDS/TOBACCO STANDS	85
SHOPPING	USE CENTS-OFF COUPONS FOR BEAUTY/GROOMING PRODUCTS	93
SHOPPING	USE CENTS-OFF COUPONS FOR BEVERAGES	95
SHOPPING	USE CENTS-OFF COUPONS FOR DRUG PRODUCTS	90
SHOPPING	USE CENTS-OFF COUPONS FOR FAST FOOD/RESTAURANT	94
SHOPPING	USE CENTS-OFF COUPONS FOR FOOD/GROCERY PRODUCTS	96
SHOPPING	USE CENTS-OFF COUPONS FOR HOUSEHOLD CLEANING PRODUCTS	93
SHOPPING	USE CENTS-OFF COUPONS FOR PAPER GOODS	94
SHOPPING	USE CENTS-OFF COUPONS FOR PET FOODS	97
SHOPPING	USE CENTS-OFF COUPONS FOR TOBACCO PRODUCTS	79
SHOPPING	PRIMARY SHOPPERS GENDER: MALE	103
SHOPPING	SOMETIMES REFER TO FREE STANDING DISPLAYS WITH PRODUCT WHEN FOOD SHOPPING	94
SHOPPING	SOMETIMES REFER TO PROMOTION DISPLAYS WITHOUT PRODUCTS WHEN FOOD SHOPPING	96
SHOPPING	SOMETIMES REFER TO PROMOTION OR DISPLAY AT END OF AISLE WHEN FOOD SHOPPING	94
SHOPPING	SOMETIMES REFER TO FREE STANDING DISPLAYS W/PRODUCT WHEN SHPPNG (EXCLDIG FOOD)	94

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SHOPPING	SOMETIMES REFER TO IN-STORE DEMONSTRATIONS WHEN SHOPPING (EXCLUDING FOOD)	98
SHOPPING	SOMETIMES REFER TO PROMOTIONS WITHOUT PRODUCTS WHEN SHOPPING (EXCLUDING FOOD)	96
SHOPPING	SOMETIMES REFER TO PROMOTION OR DISPLAY AT END OF AISLE WHEN SHPPNG (EXCLDNG FOOD)	95
SHOPPING	OWN COOLERS	95
SHOPPING	PURCHASED COOLERS DURING LAST 12 MONTHS	101
SHOPPING	SHOPPED AT JO-ANN STORES DURING LAST 3 MONTHS	99
SHOPPING	BOUGHT AUTOMOBILE DURING LAST 12 MONTHS	103
SHOPPING	BOUGHT HOME ELECTRONICS DURING LAST 12 MONTHS	102
SHOPPING	BOUGHT MAJOR HOUSEHOLD APPLIANCES DURING LAST 12 MONTHS	107
SHOPPING	BOUGHT SPORTING GOODS DURING LAST 12 MONTHS	104
SPANISH LANG MEDIA - TOPLINE	LISTEN TO SPANISH ON RADIO MON-SUN TOTAL (24 HRS)	208
TELECOM	CELL/WIRELESS PHONE BILL LAST MONTH WAS LESS THAN \$50	88
TELECOM	MADE A 900 PHONE CALL DURING THE LAST 6 MONTHS	91
TELECOM	MADE COLLECT CALLS WITHIN THE US DURING LAST 3 MONTHS	103
TELECOM	MADE COLLECT CALLS OUTSIDE THE US DURING LAST 3 MONTHS	166
TELECOM	CURRENT CELL/WIRELESS PHONE PLAN IS AN ANNUAL OR MULTI-YEAR CONTRACT	105
TELECOM	76%-100% OF CELL/WIRELESS PHONE USAGE FOR BUSINESS	98
TELECOM	CURRENT CELL/WIRELESS PHONE PLAN IS A PREPAID PLAN	88
TELECOM	CURRENT CELL/WIRELESS PHONE PLAN IS A NO CONTRACT PLAN (NOT A PREPAID PLAN)	93
TELECOM	USE AN INDIVIDUAL PLAN FOR CELL/WIRELESS PHONE	96
TELECOM	USE A FAMILY PLAN FOR CELL/WIRELESS PHONE	107
TELECOM	USE VIDEO TELEPHONE	85
TELECOM	OWN A CELL/WIRELESS PHONE	103
TELECOM	CELL/WIRELESS PHONE USED FOR BUSINESS	98
TELECOM	CELL/WIRELESS PHONE USED FOR PERSONAL USE	103
TELECOM	CELL/WIRELESS PHONE BILL LAST MONTH WAS \$250 OR MORE	111
TELECOM	USED LOCAL TELEPHONE (FOR BUSINESS/PERSONAL) DURING LAST 30 DAYS	99
TELECOM	USE PAGERS-BEEPERS	95
TELECOM	USE NATIONWIDE COVERAGE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	100
TELECOM	USE CAMERA/PICTURE PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	109
TELECOM	USE CAMCORDER PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	119
TELECOM	USE SMS TEXT MESSAGING AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	112
TELECOM	USE THREE WAY CALLING AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	125
TELECOM	USE BLUETOOTH AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	125
TELECOM	USE CAMCORDER PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	127
TELECOM	USE MP3/DIGITAL MUSIC PLAYER AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	137
TELECOM	USE WALKIE-TALKIE/PUSH-TO-TALK AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	121
TELECOM	DO NOT USE CELL/WIRELESS PHONE FOR BUSINESS	100
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