

Consumer Propensity Report

Marketing and Merchandising Intelligence for Local Business

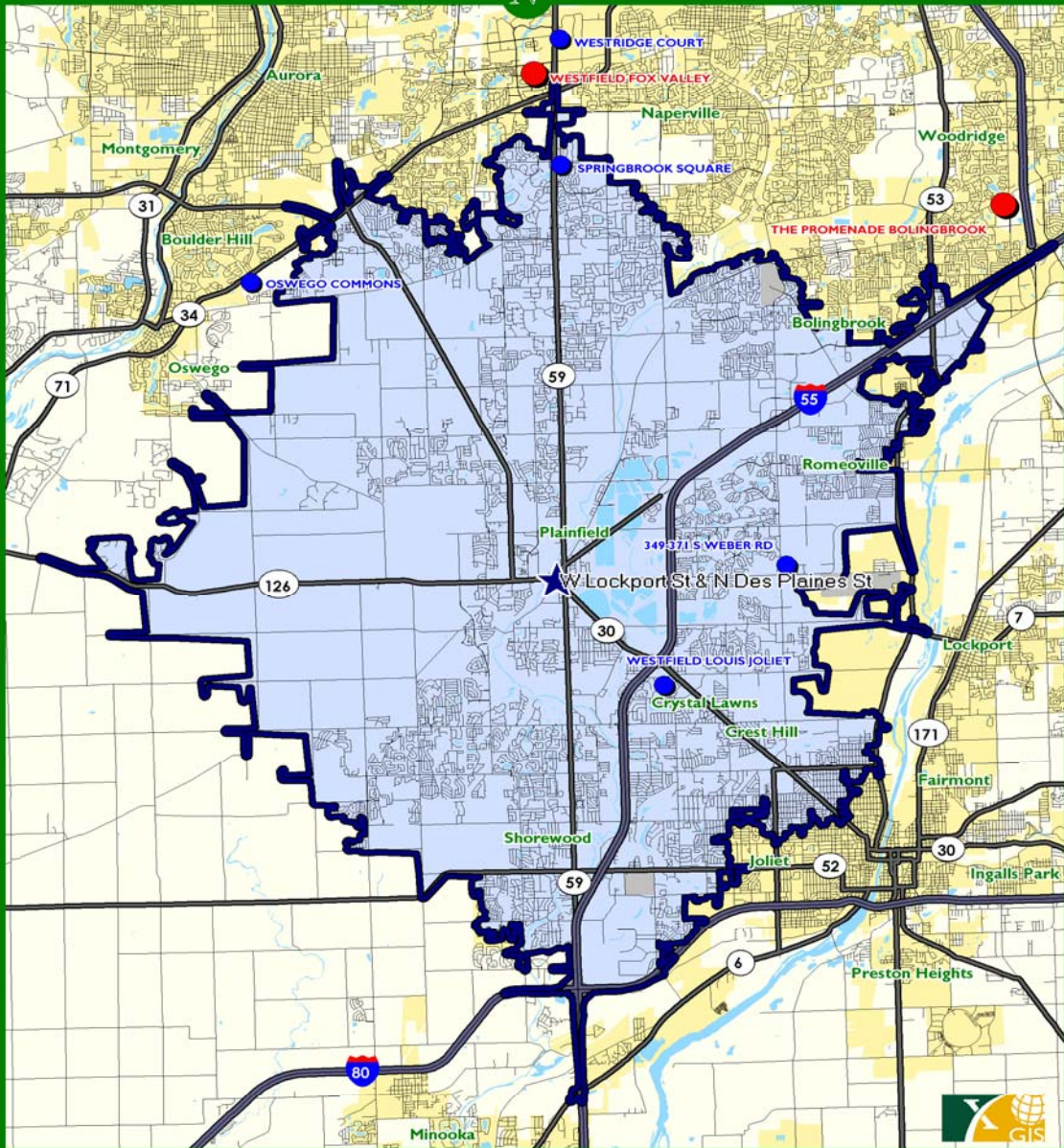
The Consumer Propensity Report (CPR) shows the lifestyle, product, and psychographic likelihood indices for the consumers within the trade area being analyzed. Major retail, restaurant, grocery, and consumer packaged goods firms use this very same information to drive marketing and merchandising decisions.

Each analyzed item is assigned a propensity index score with 100 being average. For example, if the consumers within a trade score a 120 for a given analysis item you know that those consumers are 20% more likely to participate in or purchase that item than the average American household. A propensity index score of 80 would indicate that those consumers would be 20% less likely than the average American household to participate in or purchase that item.

Information is provided for 32 major categories with over 4,800 total line items. Please note that line items are based upon national-level purchasing and lifestyle characteristics. These line items are then correlated to the underlying household characteristics of the consumers within the trade area being analyzed. Some line items may not be necessarily relevant or available currently in your market or region. The index score in these situations serves to indicate the degree to which the consumers would participate in or purchase that item if it were relevant and available. Often this is taken as an opportunity for expansion of a similar brand or concept within the category.

CPR Categories

Apparel	Food: Baking	Home Improvement
Automotive	Food: Condiments	Household Products
Beverages: Alcoholic	Food: Dairy	Lawn and Garden
Beverages: Non-alcoholic	Food: Frozen	Lifestyle Statements
Cable/TV/Radio	Food: General	Medicines/Drugs/Ailments
Cleaning Products	Food: Meat	Pets and Pet Food
Computer/Internet	Food: Snack/Dessert	Print Media
Dining	Health and Beauty	Shopping
Electronics	Hispanic: Spanish Media	Telecom
Entertainment/Leisure	Hispanic: Demographic	Tobacco
Financial Services	Home Furnishings/Appliances	



Plainfield, Illinois: Trade Area



Shopping Centers

GLA in thousands



15 Minute Drive Time



**CPR Report by Category:
Apparel**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
APPAREL	172.24.7	USE PAMPERS SWADDLERS DISP DIAPERS/TRAIN PANTS	182
APPAREL	103.30.7	USE PAMPERS CRUISERS DISP DIAPERS/TRAIN PANTS	171
APPAREL	103.24.5	USE HUGGIES LITTLE SWIMMERS DISP DIAPERS/TRAIN PANTS	161
APPAREL	186.26.Y	PAMPERS DISPOSABLE DIAPERS - BRAND SUMMARY	160
APPAREL	184.18.Y	USE PRIMARY BRAND USER DISP DIAPERS/TRAIN PANTS	157
APPAREL	119.36.1	BOUGHT NHL (NATIONAL HOCKEY LEAGUE) TEAM LOGO LICENSED SPORTS CLOTHIN	156
APPAREL	112.38.0	BOUGHT JOGGING OR RUNNING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTH	155
APPAREL	186.26.0	HUGGIES DISPOSABLE DIAPERS - BRAND SUMMARY	155
APPAREL	105.11.6	BOUGHT MENS OTHER GYM/JOGGING/WORKOUT CLOTHES WITHIN LAST 12 MONTHS	148
APPAREL	105.11.8	BOUGHT MENS SWIMSUIT WITHIN LAST 12 MONTHS	148
APPAREL	173.08.1	USE DISP DIAPERS/TRAIN PANTS WITHIN LAST 6 MONTHS	143
APPAREL	111.09.0	BOUGHT WOMENS SWIMSUIT WITHIN PAST 12 MONTHS	141
APPAREL	119.29.0	BOUGHT NFL (NATIONAL FOOTBALL LEAGUE) TEAM LOGO LICENSED SPORTS CLOTHI	140
APPAREL	103.30.6	USE PAMPERS BABY DRY DISP DIAPERS/TRAIN PANTS	140
APPAREL	111.10.7	BOUGHT WOMENS OTHER GYM/JOGGING/WORKOUT CLOTHES WITHIN PAST 12 MONT	139
APPAREL	119.36.2	BOUGHT COLLEGE LICENSED SPORTS TEAM LOGO CLOTHING WITHIN LAST 12 MONTI	137
APPAREL	103.30.2	USE STORE BRANDS DISP DIAPERS/TRAIN PANTS	134
APPAREL	112.38.6	BOUGHT CROSS TRAINING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	134
APPAREL	172.24.6	USE PAMPERS EASY UPS DISP DIAPERS/TRAIN PANTS	134
APPAREL	103.30.4	USE HUGGIES OVERNITES DISP DIAPERS/TRAIN PANTS	132
APPAREL	112.38.9	BOUGHT HIKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	132
APPAREL	103.24.6	USE HUGGIES PULL-UPS DISP DIAPERS/TRAIN PANTS	131
APPAREL	172.39.3	BOUGHT CHILDRENS CLOTHING KID 6-11 YEARS	130
APPAREL	119.29.Y	BOUGHT MLS (MAJOR LEAGUE SOCCER) TEAM LOGO LICENSED SPORTS CLOTHING V	130
APPAREL	119.29.X	BOUGHT MLB (MAJOR LEAGUE BASEBALL) TEAM LOGO LICENSED SPORTS CLOTHING	129
APPAREL	105.10.Y	BOUGHT MENS SPORT SHIRT (ALL TYPES)WITHIN LAST 12 MONTHS	127
APPAREL	119.30.4	USE OTHER HUGGIES DISP DIAPERS/TRAIN PANTS	126

CPR Report by Category:
Apparel

CATEGORY	CCP CODE	VARIABLE NAME	Score
APPAREL	119.29.6	BOUGHT LICENSED COLLEGE/PROFESSIONAL SPORTS CLOTHING WITHIN LAST 12 MC	126
APPAREL	105.09.8	BOUGHT MENS SPORT COAT OR BLAZER WITHIN LAST 12 MONTHS	125
APPAREL	106.36.4	BOUGHT MENS SLACKS/PANTS (NOT JEANS) WITHIN LAST 12 MONTHS	125
APPAREL	105.08.9	BOUGHT MENS ATHLETIC SHOES WITHIN LAST 12 MONTHS	125
APPAREL	105.11.X	BOUGHT MENS SUIT WITHIN LAST 12 MONTHS	125
APPAREL	111.09.1	BOUGHT WOMENS SKIRT WITHIN PAST 12 MONTHS	124
APPAREL	89.09.2	BOUGHT WOMENS SUNGLASSES (NON-PRESCRIPTION) WITHIN PAST 12 MONTHS	123
APPAREL	172.38.1	BOUGHT CHILDRENS CLOTHING IN LAST 12 MONTHS	123
APPAREL	109.10.X	BOUGHT WOMENS DRESS WITHIN PAST 12 MONTHS	123
APPAREL	89.08.4	BOUGHT MENS SUNGLASSES (NON-PRESCRIPTIVE) WITHIN LAST 12 MONTHS	123
APPAREL	184.18.X	USE SOLE BRAND USER DISP DIAPERS/TRAIN PANTS	122
APPAREL	119.29.9	BOUGHT NBA (NATIONAL BASKETBALL ASSOCIATION) TEAM LOGO LICENSED SPORTS	122
APPAREL	105.10.X	BOUGHT MENS REGULAR OR DRESS SHIRT WITHIN LAST 12 MONTHS	120
APPAREL	105.11.3	BOUGHT MENS T-SHIRT (OUTERWEAR) WITHIN LAST 12 MONTHS	119
APPAREL	107.44.9	BOUGHT WOMENS ATHLETIC SHOES WITHIN PAST 12 MONTHS	118
APPAREL	110.09.7	BOUGHT WOMENS HEAVY WEIGHT/SKI TYPE JACKET WITHIN PAST 12 MONTHS	118
APPAREL	119.37.8	BOUGHT PGA TOUR TEAM LOGO LICENSED SPORTSCLOTHING WITHIN LAST 12 MONT	118
APPAREL	103.24.7	USE HUGGIES ULTRA TRIM DISP DIAPERS/TRAIN PANTS	117
APPAREL	172.39.2	BOUGHT CHILDRENS CLOTHING KID 1-5 YEARS	117
APPAREL	111.09.X	BOUGHT WOMENS T-SHIRT WITHIN PAST 12 MONTHS	117
APPAREL	105.10.9	BOUGHT MENS NECKTIE WITHIN LAST 12 MONTHS	116
APPAREL	107.44.0	BOUGHT WOMENS JEANS WITHIN PAST 12 MONTHS	116
APPAREL	106.36.5	BOUGHT MENS OTHER SHOES WITHIN LAST 12 MONTHS	115
APPAREL	111.09.4	BOUGHT WOMENS SWEATER WITHIN PAST 12 MONTHS	114
APPAREL	111.09.7	BOUGHT WOMENS PURSE/HANDBAG WITHIN PAST 12 MONTHS	114
APPAREL	111.10.1	BOUGHT WOMENS BLOUSE/SHIRT WITHIN PAST 12 MONTHS	113
APPAREL	172.39.1	BOUGHT CHILDRENS CLOTHING KID LESS THAN 1 YEAR	113
APPAREL	109.10.9	BOUGHT WOMENS OVERCOAT/JACKET WITHIN PAST 12 MONTHS	113
APPAREL	109.10.8	BOUGHT WOMENS OTHER SHOES WITHIN PAST 12 MONTHS	112
APPAREL	110.09.4	BOUGHT WOMENS BLAZER OR JACKET (SUIT TYPE) WITHIN PAST 12 MONTHS	112
APPAREL	103.30.5	USE HUGGIES SUPREME DISP DIAPERS/TRAIN PANTS	111
APPAREL	109.10.Y	BOUGHT WOMENSSLACKS/PANTS (NOT JEANS) WITHIN PAST 12 MONTHS	110
APPAREL	105.08.0	BOUGHT MENS JEANS WITHIN LAST 12 MONTHS	110
APPAREL	105.10.7	BOUGHT MENS SWEATER WITHIN LAST 12 MONTHS	109
APPAREL	111.11.1	BOUGHT WOMENS OTHER LINGERIE WITHIN PAST 12 MONTHS	109
APPAREL	173.15.1	USE 13+ DIAPERS ON AVE DAY WITHIN LAST 6 MONTHS	108

CPR Report by Category:
Apparel

CATEGORY	CCP CODE	VARIABLE NAME	Score
APPAREL	188.61.1	BOUGHT MENS APPAREL AND ACCESSORIES WITHIN LAST 12 MONTHS	108
APPAREL	38.38.3	BOUGHT NASCAR TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTH	107
APPAREL	109.11.7	BOUGHT WOMENS SWEATS WITHIN PAST 12 MONTHS	107
APPAREL	111.10.X	BOUGHT WOMENS NIGHTWEAR (NIGHTGOWN/PAJAMAS) WITHIN PAST 12 MONTHS	107
APPAREL	109.10.0	BOUGHT WOMENS BOOTS (EXCLUDING WORK BOOTS) WITHIN PAST 12 MONTHS	107
APPAREL	188.72.1	BOUGHT WOMENS APPAREL/ACCESSORIES WITHIN LAST 12 MONTHS	107
APPAREL	189.55.1	SPEND \$500+ ON WATCHES FOR SELF OR S/E	107
APPAREL	112.37.1	BOUGHT SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	106
APPAREL	105.11.0	BOUGHT MENS UNDERWEAR WITHIN LAST 12 MONTHS	105
APPAREL	112.08.1	BOUGHT JEANS WITHIN LAST 12 MONTHS	104
APPAREL	176.59.1	BOUGHT MENS NIGHTWEAR/PAJAMAS WITHIN LAST 12 MONTHS	104
APPAREL	109.10.7	BOUGHT WOMENS SUIT WITHIN PAST 12 MONTHS	103
APPAREL	112.38.3	BOUGHT BASKETBALL SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	101
APPAREL	112.38.5	BOUGHT CASUAL SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	100
APPAREL	119.36.3	BOUGHT OTHER TEAM LOGO LICENSED SPORTS CLOTHING WITHIN LAST 12 MONTHS	100
APPAREL	112.38.7	BOUGHT EXERCISE WALKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	99
APPAREL	103.10.1	SPEND \$150+ ON OTHER SHOES KID LESS THAN 1 YEAR	98
APPAREL	189.54.1	BOUGHT WATCH FOR SELF OR S/E WITHIN PAST YEAR	97
APPAREL	105.09.1	BOUGHT MENS OVERCOAT/TOPCOAT WITHIN LAST 12 MONTHS	97
APPAREL	105.09.4	BOUGHT MENS LEATHER JACKET WITHIN LAST 12 MONTHS	96
APPAREL	12.75.X	BOUGHT AEROBIC SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	94
APPAREL	110.09.6	BOUGHT WOMENS LEATHER JACKET WITHIN PAST 12 MONTHS	94
APPAREL	105.09.5	BOUGHT MENS RAINCOAT OR ALL-WEATHER COAT WITHIN LAST 12 MONTHS	91
APPAREL	103.42.7	USE LUVS ULTRA LEAK GUARDS DISP DIAPERS/TRAIN PANTS	90
APPAREL	172.46.1	SPEND \$150+ ON ATHLETIC SHOES KID LESS THAN 1 YEAR	90
APPAREL	110.09.5	BOUGHT WOMENS RAINCOAT OR ALL-WEATHER COAT WITHIN PAST 12 MONTHS	89
APPAREL	172.24.8	USE OTHER PAMPERS DISP DIAPERS/TRAIN PANTS	87
APPAREL	112.38.Y	BOUGHT TENNIS SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	87
APPAREL	172.44.1	SPEND \$150+ ON TOPS/SHIRTS LESS THAN 1 YEAR	86
APPAREL	106.36.6	BOUGHT MENS BOOTS (EXCLUDING WORK BOOTS) WITHIN LAST 12 MONTHS	84
APPAREL	103.30.3	USE OTHER BRANDS DISP DIAPERS/TRAIN PANTS	82
APPAREL	172.41.1	SPEND \$150+ ON SLEEPWEAR KID LESS THAN 1 YEAR	82
APPAREL	105.11.7	BOUGHT MENS UNDERWEAR WITHIN LAST 12 MONTHS	79
APPAREL	172.42.1	SPEND \$150+ ON SUITS/DRESSES KID LESS THAN 1 YEAR	78
APPAREL	172.45.1	SPEND \$150+ ON OUTERWEAR KID LESS THAN 1 YEAR	77
APPAREL	111.09.Y	BOUGHT WOMENS UTILITY/WORK CLOTHES/WORK BOOTS WITHIN PAST 12 MONTHS	73

CPR Report by Category:
Apparel

CATEGORY	CCP CODE	VARIABLE NAME	Score
APPAREL	172.43.1	SPEND \$150+ ON JEANS/DUNGAREES KID LESS THAN 1 YEAR	68
APPAREL	110.09.3	BOUGHT WOMENS FUR JACKET OR COAT (REAL) WITHIN PAST 12 MONTHS	63
APPAREL	172.40.1	SPEND \$150+ ON UNDERWEAR (EXC DIAPERS) LESS THAN 1 YEAR	55
APPAREL	172.25.7	USE PAMPERS FIRST STEPS DISP DIAPERS/TRAIN PANTS	54
APPAREL	172.35.1	SPEND \$150+ ON SWEATS KID LESS THAN 1 YEAR	48
APPAREL	172.25.4	USE PAMPERS FEEL N LEARN ADVANCE TRAINERS DIAPERS/TRAIN PANTS	44
APPAREL	103.24.1	USE DRYPERS BRAND DISP DIAPERS/TRAIN PANTS	38

**CPR Report by Category:
Automotive**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
AUTOMOTIVE	197.45.9	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - PORSCHE	345
AUTOMOTIVE	197.44.3	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - AUDI	273
AUTOMOTIVE	196.19.7	RECENTLY ACQUIRED A PREMIUM SPORTY	237
AUTOMOTIVE	197.44.0	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - INFINITI	230
AUTOMOTIVE	196.31.Y	RECENTLY ACQUIRED ANY VAN FOREIGN VEHICLE	230
AUTOMOTIVE	198.63.1	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MINI	225
AUTOMOTIVE	197.45.0	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SAAB	213
AUTOMOTIVE	190.68.X	RECENTLY ACQUIRED A PREMIUM LUXURY SUV	185
AUTOMOTIVE	194.19.4	RECENTLY ACQUIRED ANY LUXURY FOREIGN VEHICLE	179
AUTOMOTIVE	196.19.0	RECENTLY ACQUIRED AN ENTRY LUXURY	178
AUTOMOTIVE	194.13.4	RECENTLY ACQUIRED A LUXURY SPORT CAR	168
AUTOMOTIVE	196.31.3	RECENTLY ACQUIRED ANY SPORTY DOMESTIC VEHICLE	165
AUTOMOTIVE	194.14.4	RECENTLY ACQUIRED A LUXURY SUV MODEL	159
AUTOMOTIVE	197.44.1	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - ACURA	157
AUTOMOTIVE	197.46.2	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - VOLKSWAGEN	156
AUTOMOTIVE	197.45.4	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MAZDA	153
AUTOMOTIVE	197.45.3	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - LEXUS	153
AUTOMOTIVE	94.32.2	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH CREDIT UNION AUTO LOAN	153
AUTOMOTIVE	190.68.5	RECENTLY ACQUIRED AN ENTRY LUXURY SUV	151
AUTOMOTIVE	197.45.6	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MITSUBISHI	150
AUTOMOTIVE	96.77.4	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT CHAIN STORE WITH AUTO REPAIR F	149
AUTOMOTIVE	197.44.8	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - HONDA	148
AUTOMOTIVE	94.19.3	LEASED MOST RECENTLY ACQUIRED NEW/USED VEHICLE	147
AUTOMOTIVE	198.63.7	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SCION	146
AUTOMOTIVE	196.20.5	RECENTLY ACQUIRED A COMPACT VAN	146
AUTOMOTIVE	197.45.5	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MERCEDES BENZ	144
AUTOMOTIVE	194.25.0	RECENTLY ACQUIRED A SPORTY CAR	143

CPR Report by Category:
Automotive

CATEGORY	CCP CODE	VARIABLE NAME	Score
AUTOMOTIVE	196.31.X	RECENTLY ACQUIRED ANY SPORT UTILITY FOREIGN VEHICLE	142
AUTOMOTIVE	196.31.9	RECENTLY ACQUIRED ANY SPORTY FOREIGN VEHICLE	142
AUTOMOTIVE	197.44.4	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - BMW	139
AUTOMOTIVE	197.45.7	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - NISSAN	139
AUTOMOTIVE	197.44.9	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - HYUNDAI	138
AUTOMOTIVE	197.46.3	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - VOLVO	137
AUTOMOTIVE	197.25.3	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - SATURN	134
AUTOMOTIVE	196.31.8	RECENTLY ACQUIRED ANY MIDSIZE FOREIGN VEHICLE	134
AUTOMOTIVE	196.31.0	RECENTLY ACQUIRED ANY PICKUP FOREIGN VEHICLE	131
AUTOMOTIVE	158.49.X	OIL CHANGE AT CAR DEALERSHIPS WITHIN PAST 12 MONTHS	129
AUTOMOTIVE	263.23.0	OIL CHANGE CENTER RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	129
AUTOMOTIVE	94.19.1	BOUGHT NEW MOST RECENTLY ACQUIRED VEHICLE	129
AUTOMOTIVE	196.20.2	RECENTLY ACQUIRED A FULL SIZE SPORT UTILITY	128
AUTOMOTIVE	96.77.3	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT CAR DEALERSHIP	127
AUTOMOTIVE	194.12.4	RECENTLY ACQUIRED A LIGHT DUTY FULL SIZE PICKUP	127
AUTOMOTIVE	96.77.5	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT TIRE STORE OR DEALER	125
AUTOMOTIVE	196.20.3	RECENTLY ACQUIRED AN ENTRY SPORT UTILITY	124
AUTOMOTIVE	197.46.1	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - TOYOTA	124
AUTOMOTIVE	263.23.9	CAR DEALERSHIP RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	124
AUTOMOTIVE	194.15.4	RECENTLY ACQUIRED A MIDSIZE SUV	124
AUTOMOTIVE	158.49.1	SHOPPED AT CAR DEALERSHIPS FOR AUTOMOTIVE RETAIL WITHIN PAST 12 MONTHS	123
AUTOMOTIVE	197.24.8	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - JEEP/EAGLE	123
AUTOMOTIVE	96.77.6	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT QUICK LUBE CENTER	123
AUTOMOTIVE	196.19.1	RECENTLY ACQUIRED AN ENTRY COMPACT	123
AUTOMOTIVE	94.32.4	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH DEALER FINANCE	120
AUTOMOTIVE	196.31.5	RECENTLY ACQUIRED ANY SPORT UTILITY DOMESTIC VEHICLE	119
AUTOMOTIVE	196.31.7	RECENTLY ACQUIRED ANY COMPACT FOREIGN VEHICLE	118
AUTOMOTIVE	95.39.2	BOUGHT PICKUPS/SUVS/VAN TIRES WITHIN LAST 12 MONTHS	117
AUTOMOTIVE	96.76.1	NEEDED AUTOMOTIVE MAINTENANCE/REPAIR WITHIN PAST 12 MONTHS	114
AUTOMOTIVE	100.18.7	CURRENTLY HAVE MOTORCYCLE DRIVERS LICENSE	113
AUTOMOTIVE	196.19.4	RECENTLY ACQUIRED A PREMIUM MIDSIZE	111
AUTOMOTIVE	197.24.2	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CADILLAC	110
AUTOMOTIVE	197.44.X	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - IZUZU	110
AUTOMOTIVE	95.39.1	BOUGHT PASSENGER CAR TIRES WITHIN LAST 12 MONTHS	109
AUTOMOTIVE	96.08.1	BELONG TO AND AUTOMOTIVE CLUB	109
AUTOMOTIVE	194.16.4	RECENTLY ACQUIRED A PREMIUM LUXURY CAR	107

CPR Report by Category:
Automotive

CATEGORY	CCP CODE	VARIABLE NAME	Score
AUTOMOTIVE	196.31.6	RECENTLY ACQUIRED ANY VAN DOMESTIC VEHICLE	107
AUTOMOTIVE	96.62.1	BUY GASOLINE OR DIESEL FUEL	106
AUTOMOTIVE	197.24.4	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CHRYSLER	106
AUTOMOTIVE	94.08.1	HOUSEHOLD OWN/LEASE ANY CAR/PICKUP/SUV	105
AUTOMOTIVE	268.38.1	BOUGHT ATV/DIRTBIKE FOR CHILD	103
AUTOMOTIVE	196.20.4	RECENTLY ACQUIRED A FULL SIZE VAN	103
AUTOMOTIVE	196.19.2	RECENTLY ACQUIRED A PREMIUM COMPACT VEHICLE	102
AUTOMOTIVE	197.24.7	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - GMC	102
AUTOMOTIVE	96.77.2	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT REPAIR SHOP/GARAGE	100
AUTOMOTIVE	94.32.1	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH COMMERCIAL BANK AUTO L	100
AUTOMOTIVE	163.51.1	OWN MOTORCYCLE	99
AUTOMOTIVE	263.23.8	REPAIR SHOP/GARAGE RECENTLY ADDED/CHANGED MOTOR OIL IN VEHICLE	99
AUTOMOTIVE	197.24.6	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - FORD	98
AUTOMOTIVE	196.19.5	RECENTLY ACQUIRED A MID LUXURY	96
AUTOMOTIVE	196.19.Y	RECENTLY ACQUIRED A COMPACT PICKUP	94
AUTOMOTIVE	94.32.5	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH CASH	91
AUTOMOTIVE	268.29.1	OWN THREE-WHEELERS OR FOUR-WHEELERS	89
AUTOMOTIVE	197.45.X	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SUBARU	88
AUTOMOTIVE	94.19.2	BOUGHT USED MOST RECENTLY ACQUIRED VEHICLE	88
AUTOMOTIVE	196.19.3	RECENTLY ACQUIRED AN ENTRY MIDSIZE	86
AUTOMOTIVE	197.45.1	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - KIA	85
AUTOMOTIVE	94.32.3	PURCHASED MOST RECENTLY ACQUIRED VEHICLE WITH A SAVINGS BANK/SANDBL AS:	85
AUTOMOTIVE	197.24.5	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - DODGE	85
AUTOMOTIVE	196.20.1	RECENTLY ACQUIRED A FULL SIZE PICKUP	84
AUTOMOTIVE	197.24.9	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - LINCOLN	84
AUTOMOTIVE	196.31.1	RECENTLY ACQUIRED ANY COMPACT DOMESTIC VEHICLE	82
AUTOMOTIVE	197.24.3	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - CHEVROLET/GEO	82
AUTOMOTIVE	194.17.4	RECENTLY ACQUIRED ANY LUXURY DOMESTIC VEHICLE	81
AUTOMOTIVE	197.45.2	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - LAND ROVER	81
AUTOMOTIVE	196.31.2	RECENTLY ACQUIRED ANY MIDSIZE DOMESTIC VEHICLE	80
AUTOMOTIVE	96.77.1	AUTOMOTIVE MAINTENANCE/REPAIR SERVICE AT GAS STATION	79
AUTOMOTIVE	196.31.4	RECENTLY ACQUIRED ANY PICKUP DOMESTIC VEHICLE	78
AUTOMOTIVE	197.45.Y	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - SUZUKI	77
AUTOMOTIVE	197.24.0	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - MERCURY	76
AUTOMOTIVE	196.24.0	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - HUMMER	75
AUTOMOTIVE	197.25.2	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - PONTIAC	72

CPR Report by Category:
Automotive

CATEGORY	CCP CODE	VARIABLE NAME	Score
AUTOMOTIVE	197.44.Y	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - JAGUAR	71
AUTOMOTIVE	194.18.4	RECENTLY ACQUIRED ANY FULL SIZE DOMESTIC VEHICLE	63
AUTOMOTIVE	196.19.9	RECENTLY ACQUIRED A FULL SIZE CAR	63
AUTOMOTIVE	197.44.5	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - DAEWOO	61
AUTOMOTIVE	197.24.1	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - BUICK	60
AUTOMOTIVE	197.24.Y	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - OLDSMOBILE	59
AUTOMOTIVE	197.25.1	MOST RECENTLY ACQUIRED DOMESTIC VEHICLE - PLYMOUTH	49
AUTOMOTIVE	197.44.2	MOST RECENTLY ACQUIRED FOREIGN VEHICLE- ALFA ROMERO	38

**CPR Report by Category:
Beverages - Alcoholic Drinks**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	182.13.9	DRINK SHINER BOCK MICROBREWED BEER	237
BEVERAGES - ALCOHOLIC DRINKS	177.46.2	DRINK WANDJ GRAHAM PORT PORT, SHERRY AND DESSERT WINES	205
BEVERAGES - ALCOHOLIC DRINKS	178.01.4	DRINK DEKUYPER BRANDY AND ARMAGNAC	192
BEVERAGES - ALCOHOLIC DRINKS	182.20.X	DRINK STE MICHELLE DOMESTIC DINNER WINE	188
BEVERAGES - ALCOHOLIC DRINKS	182.20.0	DRINK ROBERT MONDAVI DOMESTIC DINNER WINE	183
BEVERAGES - ALCOHOLIC DRINKS	178.02.2	DRINK RAYNAL BRANDY AND ARMAGNAC	182
BEVERAGES - ALCOHOLIC DRINKS	182.14.5	DRINK WIDMER BROTHERS MICROBREWED BEER	181
BEVERAGES - ALCOHOLIC DRINKS	177.57.7	DRINK RUFFINO IMPORTED DINNER WINES	175
BEVERAGES - ALCOHOLIC DRINKS	177.23.0	DRINK JW DUNDEES HONEY BROWN REGULAR DOMESTIC BEER	173
BEVERAGES - ALCOHOLIC DRINKS	182.29.5	DRINK MUMM CUVÉE NAPA CHAMPANGE AND SPARKLING WINE	171
BEVERAGES - ALCOHOLIC DRINKS	119.27.5	DRINK STOLICHNAYA RAZBERI VODKA	168
BEVERAGES - ALCOHOLIC DRINKS	78.63.7	DRINK BECKS PREMIERLIGHT LOW CAL BEER	168
BEVERAGES - ALCOHOLIC DRINKS	182.22.1	DRINK CLOS DU BOIS DOMESTIC DINNER WINE	166
BEVERAGES - ALCOHOLIC DRINKS	182.28.8	DRINK PIPER HEIDSIEKCHAMPANGE AND SPARKLING WINE	164
BEVERAGES - ALCOHOLIC DRINKS	182.21.2	DRINK STERLING DOMESTIC DINNER WINE	163
BEVERAGES - ALCOHOLIC DRINKS	177.09.7	DRINK GROLSCH LAGER IMPORTED BEER	163
BEVERAGES - ALCOHOLIC DRINKS	182.27.8	DRINK DOMAINE CHANDON CHAMPANGE AND SPARKLING WINE	162
BEVERAGES - ALCOHOLIC DRINKS	182.13.5	DRINK PETES WICKED ALE MICROBREWED BEER	162
BEVERAGES - ALCOHOLIC DRINKS	182.22.2	DRINK MERIDIAN DOMESTIC DINNER WINE	162
BEVERAGES - ALCOHOLIC DRINKS	182.19.X	DRINK FETZER DOMESTIC DINNER WINE	161
BEVERAGES - ALCOHOLIC DRINKS	177.08.X	DRINK MOOSEHEAD IMPORTED BEER	161
BEVERAGES - ALCOHOLIC DRINKS	182.29.4	DRINK VUEVE CLIQUOT CHAMPANGE AND SPARKLING WINE	161
BEVERAGES - ALCOHOLIC DRINKS	182.59.0	DRINK MALIBU RUM	158
BEVERAGES - ALCOHOLIC DRINKS	182.20.8	DRINK NAPA RIDGE DOMESTIC DINNER WINE	158
BEVERAGES - ALCOHOLIC DRINKS	268.46.6	DRINK HENDERICKS GIN	155
BEVERAGES - ALCOHOLIC DRINKS	177.07.0	DRINK DOS EQUIS IMPORTED BEER	155
BEVERAGES - ALCOHOLIC DRINKS	182.19.3	DRINK BERINGER DOMESTIC DINNER WINE	155

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	182.21.X	DRINK KENDALL JACKSON DOMESTIC DINNER WINE	153
BEVERAGES - ALCOHOLIC DRINKS	177.23.X	DRINKKILLIANS IRISH RED REGULAR DOMESTIC BEER	153
BEVERAGES - ALCOHOLIC DRINKS	177.57.X	DRINK FORTANT DE FRANCE IMPORTED DINNER WINES	151
BEVERAGES - ALCOHOLIC DRINKS	80.46.0	DRINK REDWOOD CREEK DOMESTIC DINNER WINE	150
BEVERAGES - ALCOHOLIC DRINKS	178.39.2	DRINK ABSOLUT CITRON VODKA	150
BEVERAGES - ALCOHOLIC DRINKS	268.48.5	DRINK ABSOLUT RASPBERRY VODKA	150
BEVERAGES - ALCOHOLIC DRINKS	178.08.0	DRINK GODIVA CORDIALS AND LIQUEURS	150
BEVERAGES - ALCOHOLIC DRINKS	177.74.0	DRINK PATRON TEQUILA	148
BEVERAGES - ALCOHOLIC DRINKS	182.13.0	DRINK SIERRA NEVADA MICROBREWED BEER	148
BEVERAGES - ALCOHOLIC DRINKS	182.19.6	DRINK CHARLES KRUG/CK DOMESTIC DINNER WINE	147
BEVERAGES - ALCOHOLIC DRINKS	182.28.2	DRINK KORBEL CHAMPANGE AND SPARKLING WINE	146
BEVERAGES - ALCOHOLIC DRINKS	177.57.5	DRINK RENE JUNOT IMPORTED DINNER WINES	146
BEVERAGES - ALCOHOLIC DRINKS	182.29.3	DRINK PERRIER JOUET CHAMPANGE AND SPARKLING WINE	145
BEVERAGES - ALCOHOLIC DRINKS	80.42.0	DRINK BV (BEAULIEU VINEYARD) DOMESTIC DINNER WINE	145
BEVERAGES - ALCOHOLIC DRINKS	182.27.3	DRINK BALLATORE CHAMPANGE AND SPARKLING WINE	145
BEVERAGES - ALCOHOLIC DRINKS	119.22.5	DRINK THE FAMOUS GROUSE SCOTCH WHISKEY MOST IN LAST 30 DAYS	145
BEVERAGES - ALCOHOLIC DRINKS	182.14.2	DRINK PYRAMID MICROBREWED BEER	145
BEVERAGES - ALCOHOLIC DRINKS	177.46.3	DRINK WARRE PORT, SHERRY AND DESSERT WINES	144
BEVERAGES - ALCOHOLIC DRINKS	81.69.5	DRINK LINDEMANS IMPORTED DINNER WINES	143
BEVERAGES - ALCOHOLIC DRINKS	182.41.9	DRINK THE GLENLIVET SCOTCH WHISKEY MOST IN LAST 30 DAYS	143
BEVERAGES - ALCOHOLIC DRINKS	78.69.7	DRINK SAM ADAMSLIGHT LOW CAL BEER	143
BEVERAGES - ALCOHOLIC DRINKS	78.66.7	DRINK MICHELOB ULTRALIGHT LOW CAL BEER	142
BEVERAGES - ALCOHOLIC DRINKS	177.07.2	DRINK BASS IMPORTED BEER	142
BEVERAGES - ALCOHOLIC DRINKS	81.67.X	DRINK JACOBS CREEK IMPORTED DINNER WINES	142
BEVERAGES - ALCOHOLIC DRINKS	182.60.X	DRINK MYERSS ORIGINAL DARK JAMAICAN RUM	142
BEVERAGES - ALCOHOLIC DRINKS	182.28.9	DRINK TAITTINGER CHAMPANGE AND SPARKLING WINE	141
BEVERAGES - ALCOHOLIC DRINKS	182.28.5	DRINK MOET AND CHANDON CHAMPANGE AND SPARKLING WINE	141
BEVERAGES - ALCOHOLIC DRINKS	177.09.1	DRINK SAPPORO IMPORTED BEER	140
BEVERAGES - ALCOHOLIC DRINKS	143.42.0	DRINK CRUZAN RUM	139
BEVERAGES - ALCOHOLIC DRINKS	177.56.4	DRINK BOLLA IMPORTED DINNER WINES	138
BEVERAGES - ALCOHOLIC DRINKS	177.08.5	DRINK KIRIN IMPORTED BEER	138
BEVERAGES - ALCOHOLIC DRINKS	105.60.5	DRINK PASIFICO CLARA IMPORTED BEER	136
BEVERAGES - ALCOHOLIC DRINKS	177.56.0	DRINK GEORGES DU BOEUF IMPORTED DINNER WINES	134
BEVERAGES - ALCOHOLIC DRINKS	178.35.4	DRINK BOMBAY SAPPHIRE GIN	133
BEVERAGES - ALCOHOLIC DRINKS	182.59.8	DRINK CAPTAIN MORGANS ORIGINAL SPICED RUM	133
BEVERAGES - ALCOHOLIC DRINKS	177.23.Y	DRINK LEINENKUGEL REGULAR DOMESTIC BEER	133

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	140.45.X	DRINK CORONALIGHT LOW CAL BEER	133
BEVERAGES - ALCOHOLIC DRINKS	182.59.7	DRINK CAPTAIN MORGANS PARROT BAY RUM	133
BEVERAGES - ALCOHOLIC DRINKS	182.28.4	DRINK MARTINI AND ROSSI ASTI CHAMPANGE AND SPARKLING WINE	133
BEVERAGES - ALCOHOLIC DRINKS	142.31.0	DRINK TANQUERAY 10 GIN	132
BEVERAGES - ALCOHOLIC DRINKS	268.44.5	DRINK YELLOW TAIL IMPORTED DINNER WINES	132
BEVERAGES - ALCOHOLIC DRINKS	182.14.1	DRINK FULL SAIL MICROBREWED BEER	132
BEVERAGES - ALCOHOLIC DRINKS	177.57.4	DRINK MOUTON CADET IMPORTED DINNER WINES	131
BEVERAGES - ALCOHOLIC DRINKS	177.74.7	DRINK SAUZA TEQUILA	131
BEVERAGES - ALCOHOLIC DRINKS	81.69.X	DRINK ROSEMOUNT ESTATE IMPORTED DINNER WINES	131
BEVERAGES - ALCOHOLIC DRINKS	182.13.4	DRINK OREGON MICROBREWED BEER	131
BEVERAGES - ALCOHOLIC DRINKS	178.07.3	DRINK AMARETTO DI SARONNO CORDIALS AND LIQUEURS	130
BEVERAGES - ALCOHOLIC DRINKS	177.57.9	DRINK CONCHA Y TORO IMPORTED DINNER WINES	130
BEVERAGES - ALCOHOLIC DRINKS	80.55.1	DRINK IMPORTED DINNER/TABLE WINES	129
BEVERAGES - ALCOHOLIC DRINKS	182.22.3	DRINK TURNING LEAF DOMESTIC DINNER WINE	129
BEVERAGES - ALCOHOLIC DRINKS	105.64.5	DRINK WARSTEINER IMPORTED BEER	129
BEVERAGES - ALCOHOLIC DRINKS	99.68.7	DRINK JOSE CUERVO AUTHENTICS PREP COCKTAIL MIXES WITH LIQUOR	129
BEVERAGES - ALCOHOLIC DRINKS	182.59.2	DRINK BACARDI ANEJO RUM	129
BEVERAGES - ALCOHOLIC DRINKS	119.50.X	DRINK MICKEYS MALT LIQUOR	128
BEVERAGES - ALCOHOLIC DRINKS	177.15.Y	DRINK MILLER GENUINE DRAFTLIGHT LOW CAL BEER	128
BEVERAGES - ALCOHOLIC DRINKS	177.16.Y	DRINK MILLERLIGHT LOW CAL BEER	127
BEVERAGES - ALCOHOLIC DRINKS	182.42.9	DRINK MACALLAN SCOTCH WHISKEY MOST IN LAST 30 DAYS	127
BEVERAGES - ALCOHOLIC DRINKS	182.59.6	DRINK OTHER BACARDI RUM	127
BEVERAGES - ALCOHOLIC DRINKS	177.57.Y	DRINK RESERVE ST MARTIN IMPORTED DINNER WINES	127
BEVERAGES - ALCOHOLIC DRINKS	178.40.X	DRINK KETEL ONE VODKA	127
BEVERAGES - ALCOHOLIC DRINKS	140.36.7	DRINK CORONA IMPORTED BEER	127
BEVERAGES - ALCOHOLIC DRINKS	178.39.1	DRINK ABSOLUTE(REGULAR) VODKA	126
BEVERAGES - ALCOHOLIC DRINKS	177.07.6	DRINK CARLSBURG IMPORTED BEER	126
BEVERAGES - ALCOHOLIC DRINKS	177.07.3	DRINK BECKS IMPORTED BEER	125
BEVERAGES - ALCOHOLIC DRINKS	79.21.X	DRINK SAMUEL ADAMS REGULAR DOMESTIC BEER	125
BEVERAGES - ALCOHOLIC DRINKS	142.19.9	DRINK THREE OLIVES VODKA	125
BEVERAGES - ALCOHOLIC DRINKS	177.57.1	DRINK LOUIS JADOT IMPORTED DINNER WINES	125
BEVERAGES - ALCOHOLIC DRINKS	143.48.0	DRINK 1800 SILVER TEQUILA	125
BEVERAGES - ALCOHOLIC DRINKS	105.67.5	DRINKYEUNGLING MICROBREWED BEER	125
BEVERAGES - ALCOHOLIC DRINKS	182.41.Y	DRINK JOHNNIE WALKER BLACK LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	125
BEVERAGES - ALCOHOLIC DRINKS	105.61.5	DRINK SPATEN IMPORTED BEER	124
BEVERAGES - ALCOHOLIC DRINKS	78.32.1	DRINK IMPORTED BEER	124

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	182.59.9	DRINK DON Q RUM	124
BEVERAGES - ALCOHOLIC DRINKS	182.20.Y	DRINK SEBASTIANI DOMESTIC DINNER WINE	124
BEVERAGES - ALCOHOLIC DRINKS	177.08.1	DRINK GUINNESS IMPORTED BEER	124
BEVERAGES - ALCOHOLIC DRINKS	182.21.9	DRINK WOODBRIDGE DOMESTIC DINNER WINE	124
BEVERAGES - ALCOHOLIC DRINKS	177.15.3	DRINK COORSLIGHT LOW CAL BEER	124
BEVERAGES - ALCOHOLIC DRINKS	105.74.5	DRINK MARGARITAVILLE TEQUILA	124
BEVERAGES - ALCOHOLIC DRINKS	119.28.5	DRINK STOLICHNAYA VANIL VODKA	124
BEVERAGES - ALCOHOLIC DRINKS	182.41.4	DRINK CHIVAS REGAL SCOTCH WHISKEY MOST IN LAST 30 DAYS	123
BEVERAGES - ALCOHOLIC DRINKS	80.31.1	DRINK DOMESTIC DINNER/TABLE WINES	122
BEVERAGES - ALCOHOLIC DRINKS	177.07.X	DRINK FOSTERS LAGER IMPORTED BEER	122
BEVERAGES - ALCOHOLIC DRINKS	178.09.4	DRINK KAMORA CORDIALS AND LIQUEURS	122
BEVERAGES - ALCOHOLIC DRINKS	177.08.4	DRINK HEINEKEN SPECIAL DARK IMPORTED BEER	122
BEVERAGES - ALCOHOLIC DRINKS	178.08.9	DRINK GRAND MARNIER CORDIALS AND LIQUEURS	122
BEVERAGES - ALCOHOLIC DRINKS	106.14.5	DRINK GREY GOOSE VODKA	122
BEVERAGES - ALCOHOLIC DRINKS	176.42.3	DRINK LOWENBRAU IMPORTED BEER	122
BEVERAGES - ALCOHOLIC DRINKS	182.27.7	DRINK COOKS CHAMPANGE AND SPARKLING WINE	122
BEVERAGES - ALCOHOLIC DRINKS	177.21.9	DRINK LONE STAR REGULAR DOMESTIC BEER	122
BEVERAGES - ALCOHOLIC DRINKS	182.21.1	DRINK SONOMA VINEYARDS DOMESTIC DINNER WINE	121
BEVERAGES - ALCOHOLIC DRINKS	81.50.1	DRINK RUM	121
BEVERAGES - ALCOHOLIC DRINKS	140.44.X	DRINK AMSTELLIGHT LOW CAL BEER	121
BEVERAGES - ALCOHOLIC DRINKS	178.07.6	DRINK BAILEYS ORIGINAL IRISH CREAM CORDIALS AND LIQUEURS	121
BEVERAGES - ALCOHOLIC DRINKS	182.35.Y	DRINK MAKERS MARK BOURBON WHISKEY	121
BEVERAGES - ALCOHOLIC DRINKS	80.08.1	DRINK PORT, SHERRY AND DESSERT WINES	120
BEVERAGES - ALCOHOLIC DRINKS	81.08.1	DRINK CHAMPANGE AND SPARKLING WINE	120
BEVERAGES - ALCOHOLIC DRINKS	182.28.Y	DRINKTOSTI ASTI CHAMPANGE AND SPARKLING WINE	120
BEVERAGES - ALCOHOLIC DRINKS	177.15.0	DRINK MICHELOBLIGHT LOW CAL BEER	119
BEVERAGES - ALCOHOLIC DRINKS	182.42.X	DRINK JOHNNIE WALKER BLUE LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	119
BEVERAGES - ALCOHOLIC DRINKS	81.68.X	DRINK SANTA MARGHERITA IMPORTED DINNER WINES	119
BEVERAGES - ALCOHOLIC DRINKS	182.27.2	DRINK ANDRECHAMPANGE AND SPARKLING WINE	118
BEVERAGES - ALCOHOLIC DRINKS	182.21.3	DRINK SUTTER HOME DOMESTIC DINNER WINE	118
BEVERAGES - ALCOHOLIC DRINKS	84.20.1	DRINK VODKA	118
BEVERAGES - ALCOHOLIC DRINKS	38.53.7	DRINK BACARDI SILVER FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	118
BEVERAGES - ALCOHOLIC DRINKS	177.08.7	DRINK MOLSON CANADIAN IMPORTED BEER	118
BEVERAGES - ALCOHOLIC DRINKS	182.27.6	DRINK CINZANO ASTI CHAMPANGE AND SPARKLING WINE	118
BEVERAGES - ALCOHOLIC DRINKS	177.46.1	DRINK FONSECA PORT, SHERRY AND DESSERT WINES	118
BEVERAGES - ALCOHOLIC DRINKS	182.14.7	DRINK SARANAC MICROBREWED BEER	117

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	177.56.Y	DRINK LANCERS IMPORTED DINNER WINES	117
BEVERAGES - ALCOHOLIC DRINKS	142.26.0	DRINK MIKES HARD CRANBERRY LEMONADE FLAVORED ALCOHOLIC BEVERAGE MOS	117
BEVERAGES - ALCOHOLIC DRINKS	177.22.4	DRINK MILLER GENUINE DRAFT REGULAR DOMESTIC BEER	117
BEVERAGES - ALCOHOLIC DRINKS	119.23.X	DRINK JAMESON IRISH WHISKEY MOST IN LAST 30 DAYS	116
BEVERAGES - ALCOHOLIC DRINKS	106.13.5	DRINK CHOPIN VODKA	116
BEVERAGES - ALCOHOLIC DRINKS	268.48.X	DRINK ABSOLUT VANILIA VODKA	116
BEVERAGES - ALCOHOLIC DRINKS	178.10.3	DRINK WILD TURKEY LIQUEUR CORDIALS AND LIQUEURS	116
BEVERAGES - ALCOHOLIC DRINKS	182.35.X	DRINK KNOB CREEK BOURBON WHISKEY	116
BEVERAGES - ALCOHOLIC DRINKS	177.15.1	DRINK BUDLIGHT LOW CAL BEER	115
BEVERAGES - ALCOHOLIC DRINKS	178.35.Y	DRINKTANQUERAY GIN	115
BEVERAGES - ALCOHOLIC DRINKS	119.18.X	DRINK JOSE CUERVO TRADICIONAL TEQUILA	115
BEVERAGES - ALCOHOLIC DRINKS	178.08.1	DRINK COINTREAU CORDIALS AND LIQUEURS	114
BEVERAGES - ALCOHOLIC DRINKS	182.42.1	DRINK JOHNNIE WALKER RED LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	114
BEVERAGES - ALCOHOLIC DRINKS	143.71.7	DRINK CHAMPANGE KRUG CHAMPANGE AND SPARKLING WINE	114
BEVERAGES - ALCOHOLIC DRINKS	106.12.5	DRINK ABSOLUT MANDARIN VODKA	113
BEVERAGES - ALCOHOLIC DRINKS	178.07.2	DRINK AMARETTO DI AMORE CORDIALS AND LIQUEURS	113
BEVERAGES - ALCOHOLIC DRINKS	119.22.7	DRINK IRISH WHISKEY	113
BEVERAGES - ALCOHOLIC DRINKS	81.64.5	DRINK CAVIT IMPORTED DINNER WINES	113
BEVERAGES - ALCOHOLIC DRINKS	182.13.3	DRINK NEW AMSTERDAM MICROBREWED BEER	113
BEVERAGES - ALCOHOLIC DRINKS	119.19.X	DRINK DEKUYPER CORDIALS AND LIQUEURS	113
BEVERAGES - ALCOHOLIC DRINKS	177.09.3	DRINK TECATE IMPORTED BEER	113
BEVERAGES - ALCOHOLIC DRINKS	182.59.X	DRINK MOUNT GAY RUM	113
BEVERAGES - ALCOHOLIC DRINKS	182.14.3	DRINK REDHOOK ALE MICROBREWED BEER	112
BEVERAGES - ALCOHOLIC DRINKS	177.22.X	DRINK PABST BLUE RIBBON REGULAR DOMESTIC BEER	112
BEVERAGES - ALCOHOLIC DRINKS	83.32.1	DRINK SCOTCH WHISKEY	112
BEVERAGES - ALCOHOLIC DRINKS	182.13.1	DRINK ANCHOR STEAM MICROBREWED BEER	112
BEVERAGES - ALCOHOLIC DRINKS	177.08.3	DRINK HEINEKEN IMPORTED BEER	112
BEVERAGES - ALCOHOLIC DRINKS	185.51.X	SAUZA TEQUILA BRAND SUMMARY	112
BEVERAGES - ALCOHOLIC DRINKS	178.05.1	DRINK COURVOISIER COGNAC	112
BEVERAGES - ALCOHOLIC DRINKS	178.09.Y	DRINK SOUTHERN COMFORT CORDIALS AND LIQUEURS	112
BEVERAGES - ALCOHOLIC DRINKS	176.18.4	DRINK STELLA ARTOIS IMPORTED BEER	111
BEVERAGES - ALCOHOLIC DRINKS	178.09.3	DRINK KAHLUA CORDIALS AND LIQUEURS	111
BEVERAGES - ALCOHOLIC DRINKS	182.60.2	DRINK RONRICO RUM	111
BEVERAGES - ALCOHOLIC DRINKS	119.35.5	DRINK MIKES HARD LEMONADE FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30	111
BEVERAGES - ALCOHOLIC DRINKS	81.68.1	DRINK TEQUILA	111
BEVERAGES - ALCOHOLIC DRINKS	178.07.X	DRINK CHAMBORD CORDIALS AND LIQUEURS	111

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	143.45.0	DRINK BACARDI O RUM	111
BEVERAGES - ALCOHOLIC DRINKS	182.35.8	DRINK JACK DANIELS BOURBON WHISKEY	110
BEVERAGES - ALCOHOLIC DRINKS	119.21.5	DRINK BALVENIE SCOTCH WHISKEY MOST IN LAST 30 DAYS	110
BEVERAGES - ALCOHOLIC DRINKS	106.15.5	DRINK BELVEDERE VODKA	110
BEVERAGES - ALCOHOLIC DRINKS	79.08.1	DRINK REGULAR DOMESTIC BEER	110
BEVERAGES - ALCOHOLIC DRINKS	142.29.0	DRINK SMIRNOFF TWISTED V FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DA	110
BEVERAGES - ALCOHOLIC DRINKS	182.27.X	DRINK FREIXENET CHAMPANGE AND SPARKLING WINE	109
BEVERAGES - ALCOHOLIC DRINKS	12.01.0	DRINK NATURAL ICE BEER	109
BEVERAGES - ALCOHOLIC DRINKS	185.46.Y	JOSE CUERVO TEQUILA BRAND SUMMARY	109
BEVERAGES - ALCOHOLIC DRINKS	177.24.2	DRINK RED WOLF REGULAR DOMESTIC BEER	109
BEVERAGES - ALCOHOLIC DRINKS	177.05.6	DRINK SCHLITZ MALT MALT LIQUOR	109
BEVERAGES - ALCOHOLIC DRINKS	177.23.1	DRINK ROLLING ROCK REGULAR DOMESTIC BEER	109
BEVERAGES - ALCOHOLIC DRINKS	177.29.5	DRINK ICEHOUSE BEER	109
BEVERAGES - ALCOHOLIC DRINKS	118.30.X	DRINK FLAVORED ALCOHOLIC BEVERAGES	108
BEVERAGES - ALCOHOLIC DRINKS	177.08.8	DRINK MOLSON GOLDEN IMPORTED BEER	108
BEVERAGES - ALCOHOLIC DRINKS	178.09.7	DRINK MIDORI CORDIALS AND LIQUEURS	108
BEVERAGES - ALCOHOLIC DRINKS	81.61.X	DRINK BELLA SERA IMPORTED DINNER WINES	108
BEVERAGES - ALCOHOLIC DRINKS	177.23.9	DRINK HENRY WEINHARDS REGULAR DOMESTIC BEER	108
BEVERAGES - ALCOHOLIC DRINKS	82.36.1	DRINK CORDIALS AND LIQUEURS	108
BEVERAGES - ALCOHOLIC DRINKS	119.35.7	DRINK SMIRNOFF ICE FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	108
BEVERAGES - ALCOHOLIC DRINKS	178.35.3	DRINK BOMBAY GIN	107
BEVERAGES - ALCOHOLIC DRINKS	178.40.6	DRINK STOLICHNAYA (REGULAR) VODKA	107
BEVERAGES - ALCOHOLIC DRINKS	105.68.5	DRINK SANDEMAN PORT PORT, SHERRY AND DESSERT WINES	107
BEVERAGES - ALCOHOLIC DRINKS	177.44.7	DRINK MANISCHEWITZ PORT, SHERRY AND DESSERT WINES	107
BEVERAGES - ALCOHOLIC DRINKS	177.74.4	DRINK JOSE CUERVO ESPECIAL TEQUILA	107
BEVERAGES - ALCOHOLIC DRINKS	182.41.6	DRINK CUTTY SARK SCOTCH WHISKEY MOST IN LAST 30 DAYS	106
BEVERAGES - ALCOHOLIC DRINKS	119.35.8	DRINK TEQUIZA FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	106
BEVERAGES - ALCOHOLIC DRINKS	178.35.2	DRINK BEEFEATER (ORIGINAL) GIN	106
BEVERAGES - ALCOHOLIC DRINKS	182.35.6	DRINK GENTLEMAN JACK BOURBON WHISKEY	106
BEVERAGES - ALCOHOLIC DRINKS	83.08.1	DRINK BOURBON WHISKEY	106
BEVERAGES - ALCOHOLIC DRINKS	177.09.6	DRINK RED STRIPE IMPORTED BEER	105
BEVERAGES - ALCOHOLIC DRINKS	182.28.1	DRINK J ROGET CHAMPANGE AND SPARKLING WINE	105
BEVERAGES - ALCOHOLIC DRINKS	38.53.0	DRINK SKYY BLUE FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	105
BEVERAGES - ALCOHOLIC DRINKS	178.09.2	DRINK JAGERMEISTER CORDIALS AND LIQUEURS	105
BEVERAGES - ALCOHOLIC DRINKS	177.74.8	DRINK TWO FINGERS TEQUILA	105
BEVERAGES - ALCOHOLIC DRINKS	87.35.9	DRINK BLACK SWAN DOMESTIC DINNER WINE	105

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	178.15.6	DRINK CROWN ROYAL CANADIAN WHISKEY	104
BEVERAGES - ALCOHOLIC DRINKS	178.15.Y	DRINK SEAGRAMS VO CANADIAN WHISKEY	104
BEVERAGES - ALCOHOLIC DRINKS	178.41.1	DRINK SKYY VODKA	104
BEVERAGES - ALCOHOLIC DRINKS	182.58.8	DRINK CAPTAIN MORGANS PRIVATE STOCK RUM	104
BEVERAGES - ALCOHOLIC DRINKS	178.39.9	DRINK GORDONS VODKA	103
BEVERAGES - ALCOHOLIC DRINKS	182.35.7	DRINK GEORGE DICKEL BOURBON WHISKEY	102
BEVERAGES - ALCOHOLIC DRINKS	177.09.2	DRINK ST PAULI GIRL IMPORTED BEER	102
BEVERAGES - ALCOHOLIC DRINKS	177.08.2	DRINK HARP IMPORTED BEER	102
BEVERAGES - ALCOHOLIC DRINKS	182.60.5	DRINK BACARDI LIMON RUM	102
BEVERAGES - ALCOHOLIC DRINKS	83.62.1	DRINK BLENDED WHISKEY OR RYE	101
BEVERAGES - ALCOHOLIC DRINKS	82.30.1	DRINK PREP COCKTAIL MIXES WITH LIQUOR	101
BEVERAGES - ALCOHOLIC DRINKS	142.27.0	DRINK MIKES HARD LIME FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	101
BEVERAGES - ALCOHOLIC DRINKS	178.09.1	DRINK IRISH MIST CORDIALS AND LIQUEURS	101
BEVERAGES - ALCOHOLIC DRINKS	178.40.5	DRINK SMIRNOFF (REGULAR) VODKA	101
BEVERAGES - ALCOHOLIC DRINKS	182.20.1	DRINK GALLO DOMESTIC DINNER WINE	101
BEVERAGES - ALCOHOLIC DRINKS	178.08.8	DRINK GOLDSCHLAGER CORDIALS AND LIQUEURS	101
BEVERAGES - ALCOHOLIC DRINKS	182.29.6	DRINK MUMM EXTRA DRY CHAMPANGE AND SPARKLING WINE	101
BEVERAGES - ALCOHOLIC DRINKS	177.24.3	DRINK MICHELOB AMBER BOCK REGULAR DOMESTIC BEER	101
BEVERAGES - ALCOHOLIC DRINKS	119.23.5	DRINK BUSHMILLS IRISH WHISKEY MOST IN LAST 30 DAYS	100
BEVERAGES - ALCOHOLIC DRINKS	178.39.8	DRINK GILBEYS VODKA	100
BEVERAGES - ALCOHOLIC DRINKS	182.59.5	DRINK BACARDI SUPERIOR RUM	100
BEVERAGES - ALCOHOLIC DRINKS	182.41.X	DRINK J AND B SCOTCH WHISKEY MOST IN LAST 30 DAYS	100
BEVERAGES - ALCOHOLIC DRINKS	182.19.Y	DRINK FRANZIA BROTHERS DOMESTIC DINNER WINE	100
BEVERAGES - ALCOHOLIC DRINKS	177.21.1	DRINK BUDWEISER REGULAR DOMESTIC BEER	100
BEVERAGES - ALCOHOLIC DRINKS	82.66.1	DRINK CANADIAN WHISKEY	100
BEVERAGES - ALCOHOLIC DRINKS	178.39.5	DRINK FINLANDIA VODKA	99
BEVERAGES - ALCOHOLIC DRINKS	177.15.6	DRINK KEYSTONE LLIGHT LOW CAL BEER	99
BEVERAGES - ALCOHOLIC DRINKS	182.27.9	DRINK DOM PERIGNON CHAMPANGE AND SPARKLING WINE	99
BEVERAGES - ALCOHOLIC DRINKS	178.08.6	DRINK FRANGELICO CORDIALS AND LIQUEURS	99
BEVERAGES - ALCOHOLIC DRINKS	177.21.4	DRINK COORS REGULAR DOMESTIC BEER	99
BEVERAGES - ALCOHOLIC DRINKS	177.29.6	DRINK LABATT ICE BEER	99
BEVERAGES - ALCOHOLIC DRINKS	178.31.6	DRINK SEAGRAMS 7 CROWN BLENDED WHISKEY OR RYE	98
BEVERAGES - ALCOHOLIC DRINKS	182.22.4	DRINK VENDANGE DOMESTIC DINNER WINE	98
BEVERAGES - ALCOHOLIC DRINKS	84.08.1	DRINK GIN	98
BEVERAGES - ALCOHOLIC DRINKS	177.57.0	DRINK MARCUS JAMES IMPORTED DINNER WINES	97
BEVERAGES - ALCOHOLIC DRINKS	177.44.0	DRINK TAYLOR PORT, SHERRY AND DESSERT WINES	97

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	182.41.7	DRINK DEWARS WHITE LABEL SCOTCH WHISKEY MOST IN LAST 30 DAYS	97
BEVERAGES - ALCOHOLIC DRINKS	178.35.8	DRINK GILBEYS GIN	97
BEVERAGES - ALCOHOLIC DRINKS	182.20.5	DRINK MANISCHEWITZ DOMESTIC DINNER WINE	96
BEVERAGES - ALCOHOLIC DRINKS	78.09.X	DRINK SHARPS NO ALCOHOL/LOW ALCOHOL BEER	96
BEVERAGES - ALCOHOLIC DRINKS	177.05.3	DRINK KING COBRA MALT LIQUOR	96
BEVERAGES - ALCOHOLIC DRINKS	178.40.3	DRINK SKOL VODKA	96
BEVERAGES - ALCOHOLIC DRINKS	82.22.1	DRINK COGNAC	96
BEVERAGES - ALCOHOLIC DRINKS	182.20.2	DRINK GLEN ELLEN DOMESTIC DINNER WINE	95
BEVERAGES - ALCOHOLIC DRINKS	177.37.1	DRINK BARTLES AND JAMES COOLERS MOST IN LAST 30 DAYS	95
BEVERAGES - ALCOHOLIC DRINKS	178.39.4	DRINK ABSOLUT PEPPAR VODKA	95
BEVERAGES - ALCOHOLIC DRINKS	182.35.9	DRINK JIM BEAM BOURBON WHISKEY	95
BEVERAGES - ALCOHOLIC DRINKS	119.24.X	DRINK TULLAMORE DEW IRISH WHISKEY MOST IN LAST 30 DAYS	95
BEVERAGES - ALCOHOLIC DRINKS	177.74.2	DRINK EL TORO TEQUILA	94
BEVERAGES - ALCOHOLIC DRINKS	178.35.9	DRINK GORDONS GIN	94
BEVERAGES - ALCOHOLIC DRINKS	177.22.3	DRINK MILLER HIGH LIFE REGULAR DOMESTIC BEER	94
BEVERAGES - ALCOHOLIC DRINKS	105.76.5	DRINK TRES GENERACIONES (SAUZA) TEQUILA	94
BEVERAGES - ALCOHOLIC DRINKS	177.08.6	DRINK LABATTS IMPORTED BEER	94
BEVERAGES - ALCOHOLIC DRINKS	178.08.5	DRINK EMMETS IRISH CREAM CORDIALS AND LIQUEURS	94
BEVERAGES - ALCOHOLIC DRINKS	178.01.7	DRINK HIRAM WALKER BRANDY AND ARMAGNAC	94
BEVERAGES - ALCOHOLIC DRINKS	143.41.0	DRINK APPLETON ESTATE JAMAICAN RUM	93
BEVERAGES - ALCOHOLIC DRINKS	177.56.2	DRINK BLACK TOWER IMPORTED DINNER WINES	93
BEVERAGES - ALCOHOLIC DRINKS	177.44.8	DRINK PAUL MASSON PORT, SHERRY AND DESSERT WINES	93
BEVERAGES - ALCOHOLIC DRINKS	178.10.1	DRINK TIA MARIA CORDIALS AND LIQUEURS	92
BEVERAGES - ALCOHOLIC DRINKS	177.07.4	DRINK BECKS DARK IMPORTED BEER	92
BEVERAGES - ALCOHOLIC DRINKS	142.09.9	DRINK SMIRNOFF CITRUS TWIST VODKA	91
BEVERAGES - ALCOHOLIC DRINKS	177.16.3	DRINK NATURALLIGHT LOW CAL BEER	91
BEVERAGES - ALCOHOLIC DRINKS	79.48.1	DRINK COOLERS	91
BEVERAGES - ALCOHOLIC DRINKS	182.20.3	DRINK INGLENOOK DOMESTIC DINNER WINE	90
BEVERAGES - ALCOHOLIC DRINKS	119.20.5	DRINK DISARONNO CORDIALS AND LIQUEURS	90
BEVERAGES - ALCOHOLIC DRINKS	177.05.5	DRINK OLD ENGLISH 800 MALT LIQUOR	90
BEVERAGES - ALCOHOLIC DRINKS	177.16.1	DRINK MILLER HIGH LIFELIGHT LOW CAL BEER	90
BEVERAGES - ALCOHOLIC DRINKS	177.22.1	DRINK MICHELOB REGULAR DOMESTIC BEER	89
BEVERAGES - ALCOHOLIC DRINKS	178.08.Y	DRINK HIRAM WALKER CORDIALS AND LIQUEURS	89
BEVERAGES - ALCOHOLIC DRINKS	182.41.8	DRINK GLENFIDDICH SCOTCH WHISKEY MOST IN LAST 30 DAYS	88
BEVERAGES - ALCOHOLIC DRINKS	177.05.2	DRINK COLT 45 MALT LIQUOR	88
BEVERAGES - ALCOHOLIC DRINKS	31.69.0	DRINK TGI FRIDAYS PREP COCKTAIL MIXES WITH LIQUOR	88

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	102.06.8	DRINK LA GRANDE DAME CHAMPANGE AND SPARKLING WINE	88
BEVERAGES - ALCOHOLIC DRINKS	142.08.X	DRINK ASPEN EDGE LIGHT LOW CAL BEER	88
BEVERAGES - ALCOHOLIC DRINKS	105.70.5	DRINK COMEMORATIVO (SAUZA) TEQUILA	88
BEVERAGES - ALCOHOLIC DRINKS	178.09.0	DRINK RUMPLE MINZE CORDIALS AND LIQUEURS	88
BEVERAGES - ALCOHOLIC DRINKS	87.37.9	DRINK LUNA DI LUNA IMPORTED DINNER WINES	88
BEVERAGES - ALCOHOLIC DRINKS	177.37.2	DRINK BACARDI BREEZER COOLERS MOST IN LAST 30 DAYS	88
BEVERAGES - ALCOHOLIC DRINKS	105.72.5	DRINK HERRADURA TEQUILA	87
BEVERAGES - ALCOHOLIC DRINKS	177.56.3	DRINK BLUE NUN IMPORTED DINNER WINES	87
BEVERAGES - ALCOHOLIC DRINKS	182.41.2	DRINKBUCHANANS SCOTCH WHISKEY MOST IN LAST 30 DAYS	87
BEVERAGES - ALCOHOLIC DRINKS	60.10.X	DRINK ARBOR MIST DOMESTIC DINNER WINE	87
BEVERAGES - ALCOHOLIC DRINKS	105.69.5	DRINK SANDEMAN SHERRY PORT, SHERRY AND DESSERT WINES	87
BEVERAGES - ALCOHOLIC DRINKS	78.20.1	DRINK MALT LIQUOR	87
BEVERAGES - ALCOHOLIC DRINKS	182.36.6	DRINK WILD TURKEY BOURBON WHISKEY	87
BEVERAGES - ALCOHOLIC DRINKS	142.13.9	DRINK SMIRNOFF RASPBERRY TWIST VODKA	87
BEVERAGES - ALCOHOLIC DRINKS	177.44.2	DRINK CHRISTIAN BROTHERS PORT, SHERRY AND DESSERT WINES	87
BEVERAGES - ALCOHOLIC DRINKS	143.43.0	DRINK BACARDI VANILLA RUM	87
BEVERAGES - ALCOHOLIC DRINKS	268.49.5	DRINK UV VODKA	86
BEVERAGES - ALCOHOLIC DRINKS	119.61.X	DRINK LABATTLIGHT LOW CAL BEER	86
BEVERAGES - ALCOHOLIC DRINKS	119.53.6	DRINK MODELO ESPECIAL IMPORTED BEER	85
BEVERAGES - ALCOHOLIC DRINKS	178.15.2	DRINK CANADIAN CLUB CANADIAN WHISKEY	85
BEVERAGES - ALCOHOLIC DRINKS	177.22.9	DRINK OLD STYLE REGULAR DOMESTIC BEER	85
BEVERAGES - ALCOHOLIC DRINKS	142.16.9	DRINK SMIRNOFF VANILLA TWIST VODKA	85
BEVERAGES - ALCOHOLIC DRINKS	177.57.2	DRINK MARTINI AND ROSSI BLANCO DE COSTOZA IMPORTED DINNER WINES	84
BEVERAGES - ALCOHOLIC DRINKS	177.44.3	DRINK DRY SACK PORT, SHERRY AND DESSERT WINES	84
BEVERAGES - ALCOHOLIC DRINKS	176.43.7	DRINK BRAHMA IMPORTED BEER	84
BEVERAGES - ALCOHOLIC DRINKS	82.67.2	DRINK BENEDICTINE CORDIALS AND LIQUEURS	84
BEVERAGES - ALCOHOLIC DRINKS	82.08.1	DRINK BRANDY AND ARMAGNAC	84
BEVERAGES - ALCOHOLIC DRINKS	178.39.X	DRINK KAMCHATKA VODKA	84
BEVERAGES - ALCOHOLIC DRINKS	182.41.5	DRINK CLAN MACGREGOR SCOTCH WHISKEY MOST IN LAST 30 DAYS	84
BEVERAGES - ALCOHOLIC DRINKS	105.71.5	DRINK DON JULIO TEQUILA	83
BEVERAGES - ALCOHOLIC DRINKS	178.07.1	DRINK AMARETTO DEL ORSO CORDIALS AND LIQUEURS	83
BEVERAGES - ALCOHOLIC DRINKS	178.31.5	DRINK KESSLER BLENDED WHISKEY OR RYE	83
BEVERAGES - ALCOHOLIC DRINKS	167.46.7	DRINK BUD EXTRA REGULAR DOMESTIC BEER	83
BEVERAGES - ALCOHOLIC DRINKS	119.32.Y	DRINK JACK DANIELS COUNTRY COCKTAILS FLAVORED ALCOHOLIC BEVERAGE MOST	82
BEVERAGES - ALCOHOLIC DRINKS	105.73.5	DRINK HORNITOS (SAUZA) TEQUILA	82
BEVERAGES - ALCOHOLIC DRINKS	78.09.8	DRINK ODOULS NO ALCOHOL/LOW ALCOHOL BEER	82

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	119.35.9	DRINK ZIMA XXX FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	82
BEVERAGES - ALCOHOLIC DRINKS	178.16.1	DRINK WINDSOR CANADIAN CANADIAN WHISKEY	82
BEVERAGES - ALCOHOLIC DRINKS	106.10.5	DRINK GLENMORANGIE SCOTCH WHISKEY MOST IN LAST 30 DAYS	82
BEVERAGES - ALCOHOLIC DRINKS	178.05.3	DRINK MARTELL COGNAC	82
BEVERAGES - ALCOHOLIC DRINKS	144.03.8	DRINK ARBOR MIST COOLERS MOST IN LAST 30 DAYS	82
BEVERAGES - ALCOHOLIC DRINKS	119.19.5	DRINK JOSE CUERVO RESERVA TEQUILA	82
BEVERAGES - ALCOHOLIC DRINKS	178.09.X	DRINK SAMBUCA ROMANA CORDIALS AND LIQUEURS	81
BEVERAGES - ALCOHOLIC DRINKS	182.29.1	DRINK TOTTS CHAMPANGE AND SPARKLING WINE	81
BEVERAGES - ALCOHOLIC DRINKS	182.19.5	DRINK CARLO ROSSI DOMESTIC DINNER WINE	81
BEVERAGES - ALCOHOLIC DRINKS	178.07.5	DRINK B AND B CORDIALS AND LIQUEURS	81
BEVERAGES - ALCOHOLIC DRINKS	178.39.Y	DRINK MR BOSTON VODKA	81
BEVERAGES - ALCOHOLIC DRINKS	177.29.8	DRINK MOLSON ICE BEER	80
BEVERAGES - ALCOHOLIC DRINKS	177.37.8	DRINK SEAGRAMS COOLERS MOST IN LAST 30 DAYS	80
BEVERAGES - ALCOHOLIC DRINKS	178.40.9	DRINK WOLFSCHMIDT VODKA	80
BEVERAGES - ALCOHOLIC DRINKS	142.17.9	DRINK STOLICHNAYA CRANBERI VODKA	80
BEVERAGES - ALCOHOLIC DRINKS	106.09.5	DRINK JACK DANIELS SINGLE BARREL BOURBON WHISKEY	80
BEVERAGES - ALCOHOLIC DRINKS	178.08.4	DRINK DRAMBUIE CORDIALS AND LIQUEURS	80
BEVERAGES - ALCOHOLIC DRINKS	143.46.0	DRINK BACARDI COCO RUM	80
BEVERAGES - ALCOHOLIC DRINKS	178.15.7	DRINK CROWN ROYAL SPECIAL RESERVE CANADIAN WHISKEY	80
BEVERAGES - ALCOHOLIC DRINKS	182.41.3	DRINK BLACK AND WHITE SCOTCH WHISKEY MOST IN LAST 30 DAYS	79
BEVERAGES - ALCOHOLIC DRINKS	182.42.3	DRINK PINCH (HAIG) SCOTCH WHISKEY MOST IN LAST 30 DAYS	79
BEVERAGES - ALCOHOLIC DRINKS	142.10.9	DRINK SMIRNOFF CRANBERRY TWIST VODKA	79
BEVERAGES - ALCOHOLIC DRINKS	143.44.0	DRINK BACARDI RAZZ RUM	79
BEVERAGES - ALCOHOLIC DRINKS	38.53.X	DRINK STOLICHNAYA CITRONA FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 D	78
BEVERAGES - ALCOHOLIC DRINKS	177.56.X	DRINK KELLER GEISTER IMPORTED DINNER WINES	78
BEVERAGES - ALCOHOLIC DRINKS	182.27.1	DRINK ALMADEN CHAMPANGE AND SPARKLING WINE	78
BEVERAGES - ALCOHOLIC DRINKS	178.38.8	DRINK VOX VODKA	77
BEVERAGES - ALCOHOLIC DRINKS	178.01.3	DRINK CHRISTIAN BROTHERS BRANDY AND ARMAGNAC	77
BEVERAGES - ALCOHOLIC DRINKS	178.15.4	DRINK CANADIAN MIST CANADIAN WHISKEY	77
BEVERAGES - ALCOHOLIC DRINKS	182.41.1	DRINK BALLANTINE SCOTCH WHISKEY MOST IN LAST 30 DAYS	77
BEVERAGES - ALCOHOLIC DRINKS	178.41.3	DRINK STOLICHNAYA OHRANJ VODKA	77
BEVERAGES - ALCOHOLIC DRINKS	270.47.X	DRINK EL JIMADOR TEQUILA	77
BEVERAGES - ALCOHOLIC DRINKS	177.08.0	DRINK OTHER MOLSON IMPORTED BEER	77
BEVERAGES - ALCOHOLIC DRINKS	177.44.4	DRINK GALLO PORT, SHERRY AND DESSERT WINES	76
BEVERAGES - ALCOHOLIC DRINKS	182.27.5	DRINK CHRISTIAN BROTHERS CHAMPANGE AND SPARKLING WINE	76
BEVERAGES - ALCOHOLIC DRINKS	81.67.5	DRINK FREIXENET IMPORTED DINNER WINES	76

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	142.12.9	DRINK SMIRNOFF ORANGE TWIST VODKA	76
BEVERAGES - ALCOHOLIC DRINKS	177.44.Y	DRINK COCKBURN PORT, SHERRY AND DESSERT WINES	76
BEVERAGES - ALCOHOLIC DRINKS	182.28.6	DRINK MUMM CORDON ROUGE CHAMPANGE AND SPARKLING WINE	76
BEVERAGES - ALCOHOLIC DRINKS	105.78.5	DRINK REMY RED COGNAC	75
BEVERAGES - ALCOHOLIC DRINKS	182.28.X	DRINK TAYLOR NEW YORK STATE CHAMPANGE AND SPARKLING WINE	75
BEVERAGES - ALCOHOLIC DRINKS	178.05.4	DRINK REMY MARTIN COGNAC	75
BEVERAGES - ALCOHOLIC DRINKS	177.21.5	DRINK COORS EXTRA GOLD REGULAR DOMESTIC BEER	75
BEVERAGES - ALCOHOLIC DRINKS	87.63.X	DRINK VERMEER CORDIALS AND LIQUEURS	75
BEVERAGES - ALCOHOLIC DRINKS	142.11.9	DRINK SMIRNOFF GREEN APPLE TWIST VODKA	75
BEVERAGES - ALCOHOLIC DRINKS	182.28.7	DRINK PAUL MASSON CHAMPANGE AND SPARKLING WINE	75
BEVERAGES - ALCOHOLIC DRINKS	177.74.5	DRINK MONTEZUMA TEQUILA	75
BEVERAGES - ALCOHOLIC DRINKS	177.29.4	DRINK BUD ICE BEER	74
BEVERAGES - ALCOHOLIC DRINKS	84.15.8	DRINK ALICE WHITE DOMESTIC DINNER WINE	74
BEVERAGES - ALCOHOLIC DRINKS	79.17.X	DRINK BUD DRY REGULAR DOMESTIC BEER	74
BEVERAGES - ALCOHOLIC DRINKS	78.09.3	DRINK COORS NO ALCOHOL/LOW ALCOHOL BEER	74
BEVERAGES - ALCOHOLIC DRINKS	119.69.Y	DRINK MILLER LITE ICE BEER	73
BEVERAGES - ALCOHOLIC DRINKS	177.23.3	DRINK SCHLITZ REGULAR DOMESTIC BEER	73
BEVERAGES - ALCOHOLIC DRINKS	178.39.6	DRINK FLEISCHMANN'S VODKA	73
BEVERAGES - ALCOHOLIC DRINKS	178.39.3	DRINK ABSOLUT KURANT VODKA	73
BEVERAGES - ALCOHOLIC DRINKS	178.05.2	DRINK HENNESSY COGNAC	73
BEVERAGES - ALCOHOLIC DRINKS	182.21.Y	DRINK BLOSSOM HILL DOMESTIC DINNER WINE	73
BEVERAGES - ALCOHOLIC DRINKS	119.35.4	DRINK KAHLUA COMBOS FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	73
BEVERAGES - ALCOHOLIC DRINKS	178.07.9	DRINK CAROLANS CORDIALS AND LIQUEURS	73
BEVERAGES - ALCOHOLIC DRINKS	177.74.6	DRINK PEPE LOPEZ TEQUILA	73
BEVERAGES - ALCOHOLIC DRINKS	178.35.7	DRINK FLEISCHMANN'S GIN	72
BEVERAGES - ALCOHOLIC DRINKS	178.01.8	DRINK KORBEL BRANDY AND ARMAGNAC	72
BEVERAGES - ALCOHOLIC DRINKS	177.56.5	DRINK BROLIO IMPORTED DINNER WINES	71
BEVERAGES - ALCOHOLIC DRINKS	81.61.5	DRINK AUSTIN VALE IMPORTED DINNER WINES	71
BEVERAGES - ALCOHOLIC DRINKS	119.24.5	DRINK JOHN POWERS IRISH WHISKEY MOST IN LAST 30 DAYS	70
BEVERAGES - ALCOHOLIC DRINKS	178.40.1	DRINK POPOV VODKA	70
BEVERAGES - ALCOHOLIC DRINKS	177.44.1	DRINK ALMADEN PORT, SHERRY AND DESSERT WINES	70
BEVERAGES - ALCOHOLIC DRINKS	178.47.0	DRINK OTHER SMIRNOFF VODKA	69
BEVERAGES - ALCOHOLIC DRINKS	178.08.7	DRINK GALLIANO CORDIALS AND LIQUEURS	69
BEVERAGES - ALCOHOLIC DRINKS	81.64.X	DRINK CORBETT IMPORTED DINNER WINES	69
BEVERAGES - ALCOHOLIC DRINKS	177.23.2	DRINK SCHAEFER REGULAR DOMESTIC BEER	68
BEVERAGES - ALCOHOLIC DRINKS	178.09.6	DRINK MARIE BRIZARD CORDIALS AND LIQUEURS	68

CPR Report by Category:
Beverages - Alcoholic Drinks

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	177.56.6	DRINK CANEI IMPORTED DINNER WINES	68
BEVERAGES - ALCOHOLIC DRINKS	82.67.8	DRINK CAMPARI CORDIALS AND LIQUEURS	68
BEVERAGES - ALCOHOLIC DRINKS	178.36.2	DRINK SEAGRAMS LIME TWISTED GIN	68
BEVERAGES - ALCOHOLIC DRINKS	178.07.4	DRINK ARROW CORDIALS AND LIQUEURS	68
BEVERAGES - ALCOHOLIC DRINKS	177.15.2	DRINK BUSCHLIGHT LOW CAL BEER	68
BEVERAGES - ALCOHOLIC DRINKS	177.07.9	DRINK CARTA BLANCA IMPORTED BEER	67
BEVERAGES - ALCOHOLIC DRINKS	177.24.1	DRINK RED DOG REGULAR DOMESTIC BEER	67
BEVERAGES - ALCOHOLIC DRINKS	178.15.1	DRINK BLACK VELVET CANADIAN WHISKEY	67
BEVERAGES - ALCOHOLIC DRINKS	182.21.4	DRINK TAYLOR CALIFORNIA CELLARS DOMESTIC DINNER WINE	67
BEVERAGES - ALCOHOLIC DRINKS	84.17.8	DRINK FREI BROTHERS DOMESTIC DINNER WINE	66
BEVERAGES - ALCOHOLIC DRINKS	177.74.3	DRINK JUAREZ TEQUILA	66
BEVERAGES - ALCOHOLIC DRINKS	178.01.6	DRINK E AND J BRANDY AND ARMAGNAC	66
BEVERAGES - ALCOHOLIC DRINKS	182.41.0	DRINK GRANTS SCOTCH WHISKEY MOST IN LAST 30 DAYS	66
BEVERAGES - ALCOHOLIC DRINKS	178.16.4	DRINK CANADIAN LTD CANADIAN WHISKEY	66
BEVERAGES - ALCOHOLIC DRINKS	177.16.7	DRINK PABST BLUE RIBBONLIGHT LOW CAL BEER	65
BEVERAGES - ALCOHOLIC DRINKS	80.54.0	DRINK WILD VINES DOMESTIC DINNER WINE	65
BEVERAGES - ALCOHOLIC DRINKS	177.56.8	DRINK FOLONARI IMPORTED DINNER WINES	65
BEVERAGES - ALCOHOLIC DRINKS	177.44.5	DRINK HARVEYS BRISTOL CREAM PORT, SHERRY AND DESSERT WINES	65
BEVERAGES - ALCOHOLIC DRINKS	177.56.1	DRINK BARTON AND GUESTIER (BANDG) IMPORTED DINNER WINES	64
BEVERAGES - ALCOHOLIC DRINKS	182.60.1	DRINK RON CASTILLO RUM	64
BEVERAGES - ALCOHOLIC DRINKS	87.69.X	DRINK SEAGRAMS EXTRA SMOOTH VODKA	64
BEVERAGES - ALCOHOLIC DRINKS	177.21.6	DRINK GENESEE REGULAR DOMESTIC BEER	64
BEVERAGES - ALCOHOLIC DRINKS	177.29.3	DRINK GRANNY ICE BEER	64
BEVERAGES - ALCOHOLIC DRINKS	119.18.5	DRINK JOSE CUERVO ANEJO TEQUILA	63
BEVERAGES - ALCOHOLIC DRINKS	78.10.1	DRINK BUSCH NO ALCOHOL/LOW ALCOHOL BEER	63
BEVERAGES - ALCOHOLIC DRINKS	142.28.0	DRINK SMIRNOFF BLACK FLAVORED ALCOHOLIC BEVERAGE MOST IN LAST 30 DAYS	63
BEVERAGES - ALCOHOLIC DRINKS	176.42.X	DRINK TUBORG IMPORTED BEER	63
BEVERAGES - ALCOHOLIC DRINKS	105.79.5	DRINK SEAGRAMS VO GOLD CANADIAN WHISKEY	63
BEVERAGES - ALCOHOLIC DRINKS	178.01.Y	DRINK PRESIDENTE BRANDY AND ARMAGNAC	62
BEVERAGES - ALCOHOLIC DRINKS	177.16.5	DRINK OLD STYLELIGHT LOW CAL BEER	62
BEVERAGES - ALCOHOLIC DRINKS	178.31.4	DRINK IMPERIAL BLENDED WHISKEY OR RYE	61
BEVERAGES - ALCOHOLIC DRINKS	143.47.0	DRINK HYPNOTIQ COGNAC	61
BEVERAGES - ALCOHOLIC DRINKS	177.57.6	DRINK RIUNITE IMPORTED DINNER WINES	61
BEVERAGES - ALCOHOLIC DRINKS	178.07.Y	DRINK CHERRY HERRING CORDIALS AND LIQUEURS	60
BEVERAGES - ALCOHOLIC DRINKS	178.01.9	DRINK LEROUX BRANDY AND ARMAGNAC	60
BEVERAGES - ALCOHOLIC DRINKS	178.10.4	DRINK YUKON JACK LIQUEUR CORDIALS AND LIQUEURS	59

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	87.64.5	DRINK SEAGRAMS FLAVOR VODKA	59
BEVERAGES - ALCOHOLIC DRINKS	182.29.7	DRINK ROEDERER CHAMPANGE AND SPARKLING WINE	59
BEVERAGES - ALCOHOLIC DRINKS	177.21.2	DRINK BUSCH REGULAR DOMESTIC BEER	59
BEVERAGES - ALCOHOLIC DRINKS	182.36.4	DRINK OLD GRANDDAD BOURBON WHISKEY	59
BEVERAGES - ALCOHOLIC DRINKS	178.36.3	DRINK SEAGRAMS EXTRA DRY GIN	59
BEVERAGES - ALCOHOLIC DRINKS	178.15.9	DRINK LORD CALVERT CANADIAN CANADIAN WHISKEY	59
BEVERAGES - ALCOHOLIC DRINKS	177.29.2	DRINK COLT ICE BEER	58
BEVERAGES - ALCOHOLIC DRINKS	177.21.7	DRINK HAMS REGULAR DOMESTIC BEER	58
BEVERAGES - ALCOHOLIC DRINKS	178.40.8	DRINK TANQUERAY STERLING VODKA	58
BEVERAGES - ALCOHOLIC DRINKS	178.01.0	DRINK METAXA BRANDY AND ARMAGNAC	57
BEVERAGES - ALCOHOLIC DRINKS	105.75.5	DRINK PORFIDIO TEQUILA	57
BEVERAGES - ALCOHOLIC DRINKS	119.69.0	DRINK BUCSH ICE BEER	57
BEVERAGES - ALCOHOLIC DRINKS	177.23.5	DRINK STROHS REGULAR DOMESTIC BEER	56
BEVERAGES - ALCOHOLIC DRINKS	178.01.5	DRINK DON PEDRO BRANDY AND ARMAGNAC	56
BEVERAGES - ALCOHOLIC DRINKS	177.72.3	DRINK EL TESORO TEQUILA	56
BEVERAGES - ALCOHOLIC DRINKS	119.27.X	DRINK STOLICHNAYA STRASBERI VODKA	56
BEVERAGES - ALCOHOLIC DRINKS	178.15.3	DRINK CANADIAN CLUC CLASSIC CANADIAN WHISKEY	55
BEVERAGES - ALCOHOLIC DRINKS	182.42.4	DRINK SCORESBY RARE SCOTCH WHISKEY MOST IN LAST 30 DAYS	55
BEVERAGES - ALCOHOLIC DRINKS	182.20.9	DRINK PAUL MASSON DOMESTIC DINNER WINE	55
BEVERAGES - ALCOHOLIC DRINKS	182.19.1	DRINK ALMADEN DOMESTIC DINNER WINE	55
BEVERAGES - ALCOHOLIC DRINKS	178.31.2	DRINK FLEISCHMANN'S PREFERRED BLENDED WHISKEY OR RYE	54
BEVERAGES - ALCOHOLIC DRINKS	142.18.9	DRINK STOLICHNAYA CITROS VODKA	54
BEVERAGES - ALCOHOLIC DRINKS	182.42.7	DRINK WHITE HORSE SCOTCH WHISKEY MOST IN LAST 30 DAYS	54
BEVERAGES - ALCOHOLIC DRINKS	177.05.8	DRINK HURRICANE MALT LIQUOR	54
BEVERAGES - ALCOHOLIC DRINKS	182.19.7	DRINK CHRISTIAN BROTHERS DOMESTIC DINNER WINE	53
BEVERAGES - ALCOHOLIC DRINKS	178.01.2	DRINK ALMADEN BRANDY AND ARMAGNAC	53
BEVERAGES - ALCOHOLIC DRINKS	178.35.1	DRINK BARTONS GIN	53
BEVERAGES - ALCOHOLIC DRINKS	177.05.9	DRINK MICHELOB MALT MALT LIQUOR	53
BEVERAGES - ALCOHOLIC DRINKS	177.29.9	DRINK PABST ICE BEER	53
BEVERAGES - ALCOHOLIC DRINKS	87.61.Y	DRINK SPEYSIDE SCOTCH WHISKEY MOST IN LAST 30 DAYS	53
BEVERAGES - ALCOHOLIC DRINKS	119.69.X	DRINK MILLER HIGH LIFE ICE BEER	52
BEVERAGES - ALCOHOLIC DRINKS	105.77.5	DRINK ALIZE COGNAC	52
BEVERAGES - ALCOHOLIC DRINKS	178.10.8	DRINK AFTERSHOCK CORDIALS AND LIQUEURS	52
BEVERAGES - ALCOHOLIC DRINKS	268.45.5	DRINK PHILLIPS UNION BLENDED WHISKEY OR RYE	51
BEVERAGES - ALCOHOLIC DRINKS	182.21.5	DRINK TAYLOR LAKE COUNTRY DOMESTIC DINNER WINE	51
BEVERAGES - ALCOHOLIC DRINKS	178.31.1	DRINK CALVERT EXTRA BLENDED WHISKEY OR RYE	51

**CPR Report by Category:
Beverages - Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - ALCOHOLIC DRINKS	182.20.6	DRINK MOGEN DAVID DOMESTIC DINNER WINE	51
BEVERAGES - ALCOHOLIC DRINKS	177.22.8	DRINK OLD MILWAUKEE REGULAR DOMESTIC BEER	51
BEVERAGES - ALCOHOLIC DRINKS	177.16.4	DRINK OLD MILWAUKEELIGHT LOW CAL BEER	50
BEVERAGES - ALCOHOLIC DRINKS	178.09.5	DRINK LEROUX CORDIALS AND LIQUEURS	50
BEVERAGES - ALCOHOLIC DRINKS	182.13.2	DRINK CATAMOUNT MICROBREWED BEER	49
BEVERAGES - ALCOHOLIC DRINKS	178.09.9	DRINK PHILLIPS CORDIALS AND LIQUEURS	49
BEVERAGES - ALCOHOLIC DRINKS	178.15.5	DRINK CANADIAN RICH AND RARE CANADIAN WHISKEY	49
BEVERAGES - ALCOHOLIC DRINKS	177.21.8	DRINK KEYSTONE REGULAR DOMESTIC BEER	48
BEVERAGES - ALCOHOLIC DRINKS	178.01.1	DRINK ARROW BRANDY AND ARMAGNAC	48
BEVERAGES - ALCOHOLIC DRINKS	182.42.6	DRINK USHERS SCOTCH WHISKEY MOST IN LAST 30 DAYS	48
BEVERAGES - ALCOHOLIC DRINKS	177.23.4	DRINK SCHMIDTS REGULAR DOMESTIC BEER	47
BEVERAGES - ALCOHOLIC DRINKS	178.01.X	DRINK PAUL MASSON BRANDY AND ARMAGNAC	47
BEVERAGES - ALCOHOLIC DRINKS	178.10.2	DRINK VANDERMINT CORDIALS AND LIQUEURS	47
BEVERAGES - ALCOHOLIC DRINKS	142.30.0	DRINK WET BY BEEFEATER GIN	47
BEVERAGES - ALCOHOLIC DRINKS	119.51.X	DRINK ST IDES MALT LIQUOR	47
BEVERAGES - ALCOHOLIC DRINKS	182.28.0	DRINK TAYLOR CALIFORNIA CELLARS CHAMPANGE AND SPARKLING WINE	46
BEVERAGES - ALCOHOLIC DRINKS	182.21.6	DRINK OTHER TAYLOR DOMESTIC DINNER WINE	45
BEVERAGES - ALCOHOLIC DRINKS	177.16.2	DRINK MILWAIKEES BESTLIGHT LOW CAL BEER	44
BEVERAGES - ALCOHOLIC DRINKS	178.16.3	DRINK CANADIAN HUNTER CANADIAN WHISKEY	43
BEVERAGES - ALCOHOLIC DRINKS	177.22.6	DRINK MILWAUKEES BEST REGULAR DOMESTIC BEER	43
BEVERAGES - ALCOHOLIC DRINKS	102.07.2	DRINK WILD VINES CHAMPANGE AND SPARKLING WINE	43
BEVERAGES - ALCOHOLIC DRINKS	177.05.4	DRINK MAGNUM MALT LIQUOR	41
BEVERAGES - ALCOHOLIC DRINKS	82.68.2	DRINK SOUTHERN TWIST CORDIALS AND LIQUEURS	39
BEVERAGES - ALCOHOLIC DRINKS	177.05.1	DRINK CHAMPALE MALT LIQUOR	38
BEVERAGES - ALCOHOLIC DRINKS	182.14.6	DRINK CELIS MICROBREWED BEER	38
BEVERAGES - ALCOHOLIC DRINKS	178.35.6	DRINK CALVERT GIN	34

**CPR Report by Category:
Beverages - Non-Alcoholic Drinks**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - NON-ALCOHOLIC DRINKS	164.15.Y	USE STARBUCKS GROUND COFFEE	168
BEVERAGES - NON-ALCOHOLIC DRINKS	176.75.0	DRINK LA CROIX SPARKLING WATERS/SELTZERS	157
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.X	DRINK OZARKA NON-CARB BOTTLED WATER	154
BEVERAGES - NON-ALCOHOLIC DRINKS	104.04.0	USE SEATTLES BEST GROUND COFFEE	153
BEVERAGES - NON-ALCOHOLIC DRINKS	126.23.5	DRINK TAZO REGULAR TEA	140
BEVERAGES - NON-ALCOHOLIC DRINKS	176.68.2	DRINK SUN DROP REGULAR CARBONATED DRINKS	139
BEVERAGES - NON-ALCOHOLIC DRINKS	163.16.5	DRINK TWININGS REGULAR TEA	137
BEVERAGES - NON-ALCOHOLIC DRINKS	176.65.7	DRINK MR PIBB REGULAR CARBONATED DRINKS	133
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.1	DRINK ARROWHEAD NON-CARB BOTTLED WATER	133
BEVERAGES - NON-ALCOHOLIC DRINKS	76.21.Y	DRINK DIET COKE WITH LIME DIET COLA	130
BEVERAGES - NON-ALCOHOLIC DRINKS	176.66.7	DRINK SEAGRAMS CLUB SODA REGULAR CARBONATED DRINKS	126
BEVERAGES - NON-ALCOHOLIC DRINKS	176.66.3	DRINK SCHWEPPE'S TONIC WATER REGULAR CARBONATED DRINKS	124
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.3	DRINK BARQS ROOT BEER REGULAR CARBONATED DRINKS	122
BEVERAGES - NON-ALCOHOLIC DRINKS	176.66.8	DRINK SEAGRAMS TONIC WATER REGULAR CARBONATED DRINKS	122
BEVERAGES - NON-ALCOHOLIC DRINKS	31.28.X	DRINK STORE BRAND NON-CARB BOTTLED WATER	120
BEVERAGES - NON-ALCOHOLIC DRINKS	81.29.3	DRINK COCA-COLA ZERO DIET COLA	120
BEVERAGES - NON-ALCOHOLIC DRINKS	176.46.3	DRINK DIET COKE DIET COLA	119
BEVERAGES - NON-ALCOHOLIC DRINKS	268.41.0	DRINK STARBUCKS FRAPPUCCINO COFFEE DRINK (READY TO DRINK)	118
BEVERAGES - NON-ALCOHOLIC DRINKS	163.69.6	DRINK STARBUCKS ESPRESSO/CAPPUCCINO	116
BEVERAGES - NON-ALCOHOLIC DRINKS	139.08.9	DRINK CHERRY COKE PEPSI REGULAR COLA DRINKS	116
BEVERAGES - NON-ALCOHOLIC DRINKS	81.30.Y	DRINK DIET PEPSI WITH LIME DIET COLA	116
BEVERAGES - NON-ALCOHOLIC DRINKS	162.62.2	USE CRYSTAL LIGHT POWDER SOFT DRINKS MOST IN HOUSEHOLD	114
BEVERAGES - NON-ALCOHOLIC DRINKS	176.54.3	DRINK DIET DR PEPPER CARBONATED DIET DRINKS	114
BEVERAGES - NON-ALCOHOLIC DRINKS	164.59.4	DRINK CAPRI SUN FRUIT JUICES	114
BEVERAGES - NON-ALCOHOLIC DRINKS	177.02.4	DRINK ZEPHYRHILLS NON-CARB BOTTLED WATER	114
BEVERAGES - NON-ALCOHOLIC DRINKS	176.54.4	DRINK FRESCA CARBONATED DIET DRINKS	114
BEVERAGES - NON-ALCOHOLIC DRINKS	164.61.5	DRINK MARTINELLIS FRUIT JUICES	113

**CPR Report by Category:
Beverages - Non-Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - NON-ALCOHOLIC DRINKS	76.30.Y	DRINK CHERRY VANILLA DR PEPPER REGULAR CARBONATED DRINKS	113
BEVERAGES - NON-ALCOHOLIC DRINKS	176.53.3	DRINK DIET MOUNTAIN DEW CABONATED DIET DRINKS	112
BEVERAGES - NON-ALCOHOLIC DRINKS	164.17.1	DRINK SIMPLY ORANGE ORANGE JUICE	112
BEVERAGES - NON-ALCOHOLIC DRINKS	164.63.2	DRINK TREE TOP FRUIT JUICES	112
BEVERAGES - NON-ALCOHOLIC DRINKS	176.76.4	DRINK OZARKA SPARKLING WATERS/SELTZERS	111
BEVERAGES - NON-ALCOHOLIC DRINKS	176.65.3	DRINK IBC ROOT BEER REGULAR CARBONATED DRINKS	110
BEVERAGES - NON-ALCOHOLIC DRINKS	75.53.6	DRINK GATORADE THIRST QUENCHER/ACTIVITY DRINKS	109
BEVERAGES - NON-ALCOHOLIC DRINKS	118.12.X	DRINK DASANI NON-CARB BOTTLED WATER	108
BEVERAGES - NON-ALCOHOLIC DRINKS	179.48.3	DRINK SIERRA MIST REGULAR CARBONATED DRINKS	108
BEVERAGES - NON-ALCOHOLIC DRINKS	102.72.7	DRINK CELESTIAL SEASONINGS REGULAR TEA	108
BEVERAGES - NON-ALCOHOLIC DRINKS	164.64.0	DRINK TREESWEET FRUIT JUICES	108
BEVERAGES - NON-ALCOHOLIC DRINKS	102.72.6	DRINK BIGELOW REGULAR TEA	108
BEVERAGES - NON-ALCOHOLIC DRINKS	77.25.1	DRINK NON-CARBONATED BOTTLED SPRING WATER	107
BEVERAGES - NON-ALCOHOLIC DRINKS	176.25.9	DRINK DIET PEPSI TWIST DIET COLA	107
BEVERAGES - NON-ALCOHOLIC DRINKS	75.60.1	DRINK DIET OR SUGAR-FREE COLAS	107
BEVERAGES - NON-ALCOHOLIC DRINKS	104.66.9	DRINK MOTTS FRUIT JUICES	107
BEVERAGES - NON-ALCOHOLIC DRINKS	176.60.5	DRINK COCA-COLA CLASSIC PEPSI REGUALRE COLA DRINKS	106
BEVERAGES - NON-ALCOHOLIC DRINKS	103.11.6	DRINK MINUTE MAID ORANGE JUICE	106
BEVERAGES - NON-ALCOHOLIC DRINKS	164.39.3	DRINK FLORIDAS NATURAL ORANGE JUICE	106
BEVERAGES - NON-ALCOHOLIC DRINKS	75.52.1	DRINK THIRST QUENCHER/ACTIVITY DRINKS	106
BEVERAGES - NON-ALCOHOLIC DRINKS	118.03.1	DRINK ENERGY DRINKS	105
BEVERAGES - NON-ALCOHOLIC DRINKS	176.46.4	DRINK CAFFEINE-FREE DIET COKE DIET COLA	105
BEVERAGES - NON-ALCOHOLIC DRINKS	176.77.2	DRINK STORE BRAND SPARKLING WATERS/SELTZERS	105
BEVERAGES - NON-ALCOHOLIC DRINKS	76.08.X	DRINK FIJI NON-CARB BOTTLED WATER	105
BEVERAGES - NON-ALCOHOLIC DRINKS	176.53.0	DRINK DIET SPRITE ZERO CABONATED DIET DRINKS	105
BEVERAGES - NON-ALCOHOLIC DRINKS	103.11.7	DRINK TROPICANA ORANGE JUICE	105
BEVERAGES - NON-ALCOHOLIC DRINKS	76.55.5	DRINK PROPEL NON-CARB BOTTLED WATER	104
BEVERAGES - NON-ALCOHOLIC DRINKS	76.10.5	DRINK GLACEAU VITAMIN WATER NON-CARB BOTTLED WATER	104
BEVERAGES - NON-ALCOHOLIC DRINKS	118.10.7	DRINK S PELLEGRINO SPARKLING WATERS/SELTZERS	104
BEVERAGES - NON-ALCOHOLIC DRINKS	176.65.8	DRINK MUG ROOT BEER REGULAR CARBONATED DRINKS	103
BEVERAGES - NON-ALCOHOLIC DRINKS	176.65.5	DRINK MOUNTAIN DEW REGULAR CARBONATED DRINKS	103
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.5	DRINK CRYSTAL GEYSER NON-CARB BOTTLED WATER	103
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.X	DRINK DR PEPPER REGULAR CARBONATED DRINKS	103
BEVERAGES - NON-ALCOHOLIC DRINKS	176.47.X	DRINK DIET CHERRY COKE DIET COLA	103
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.6	DRINK DEER PARK NON-CARB BOTTLED WATER	103
BEVERAGES - NON-ALCOHOLIC DRINKS	164.48.1	DRINK OTHER FRUIT JUICES IN THE HOUSEHOLD	103

**CPR Report by Category:
Beverages - Non-Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - NON-ALCOHOLIC DRINKS	164.62.6	DRINK SENECA FRUIT JUICES	102
BEVERAGES - NON-ALCOHOLIC DRINKS	164.34.1	DRINK ORANGE JUICE BOTTLES/CANS/CARTONS IN HOUSEHOLD	102
BEVERAGES - NON-ALCOHOLIC DRINKS	176.66.2	DRINK SCHWEPPE'S CLUB SODA REGULAR CARBONATED DRINKS	102
BEVERAGES - NON-ALCOHOLIC DRINKS	179.64.9	DRINK PENAFIEL REGULAR CARBONATED DRINKS	102
BEVERAGES - NON-ALCOHOLIC DRINKS	163.15.X	DRINK LUZIANNE REGULAR TEA	102
BEVERAGES - NON-ALCOHOLIC DRINKS	102.69.X	DRINK SWISS MISS INSTANT HOT COCOA MIX	101
BEVERAGES - NON-ALCOHOLIC DRINKS	177.02.2	DRINK SPARKLETT'S NON-CARB BOTTLED WATER	101
BEVERAGES - NON-ALCOHOLIC DRINKS	118.04.7	DRINK RED BULL ENERGY DRINKS	101
BEVERAGES - NON-ALCOHOLIC DRINKS	76.08.1	DRINK OTHER CARBONATED DIET DRINKS	101
BEVERAGES - NON-ALCOHOLIC DRINKS	176.60.6	DRINK CAFFEINE-FREE COCA-COLA CLASSIC REGULAR COLA DRINKS	100
BEVERAGES - NON-ALCOHOLIC DRINKS	164.08.1	USE GROUND OR WHOLE BEAN COFFEE IN THE HOUSEHOLD	100
BEVERAGES - NON-ALCOHOLIC DRINKS	104.67.0	DRINK V8 SPLASH (REGULAR) FRUIT JUICES	100
BEVERAGES - NON-ALCOHOLIC DRINKS	176.67.4	DRINK SPRITE REGULAR CARBONATED DRINKS	100
BEVERAGES - NON-ALCOHOLIC DRINKS	177.02.7	DRINK AQUAFINA NON-CARB BOTTLED WATER	100
BEVERAGES - NON-ALCOHOLIC DRINKS	176.53.X	DRINK DIET SQUIRT CARBONATED DIET DRINKS	99
BEVERAGES - NON-ALCOHOLIC DRINKS	164.71.1	USED V8 TOMATO/VEGETABLE JUICE	99
BEVERAGES - NON-ALCOHOLIC DRINKS	176.76.2	DRINK ORANGINA SPARKLING WATERS/SELTZERS	99
BEVERAGES - NON-ALCOHOLIC DRINKS	162.54.1	USE INSTANT HOT COCOA MIX IN THE HOUSEHOLD	99
BEVERAGES - NON-ALCOHOLIC DRINKS	176.66.6	DRINK SEAGRAMS GINGER ALE REGULAR CARBONATED DRINKS	99
BEVERAGES - NON-ALCOHOLIC DRINKS	162.55.5	DRINK NESTLE INSTANT HOT COCOA MIX	99
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.4	DRINK COLD SPRING NON-CARB BOTTLED WATER	98
BEVERAGES - NON-ALCOHOLIC DRINKS	163.08.1	DRINK REGULAR TEA (IN BAGS/PACKAGES)	98
BEVERAGES - NON-ALCOHOLIC DRINKS	75.58.9	DRINK ARIZONA ICED TEA READY TO DRINK	98
BEVERAGES - NON-ALCOHOLIC DRINKS	87.59.X	DRINK SIDRAL MUNDET REGULAR CARBONATED DRINKS	98
BEVERAGES - NON-ALCOHOLIC DRINKS	75.53.8	DRINK POWERADE THIRST QUENCHER/ACTIVITY DRINKS	98
BEVERAGES - NON-ALCOHOLIC DRINKS	76.31.1	DRINK REGULAR COLA (NOT DIET)	97
BEVERAGES - NON-ALCOHOLIC DRINKS	164.64.Y	DRINK MINUTE MAID FRUIT JUICES	96
BEVERAGES - NON-ALCOHOLIC DRINKS	176.46.6	DRINK DIET PEPSI DIET COLA	96
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.3	DRINK CALISTOGA NON-CARB BOTTLED WATER	96
BEVERAGES - NON-ALCOHOLIC DRINKS	162.59.1	USE POWDERED SOFT DRINKS (ADD WATER) IN THE HOUSEHOLD	96
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.0	DRINK JUICY JUICE FRUIT JUICES	96
BEVERAGES - NON-ALCOHOLIC DRINKS	76.50.1	DRINK OTHER REGULAR CARBONATED (NON-COLA) DRINKS	96
BEVERAGES - NON-ALCOHOLIC DRINKS	268.41.1	DRINK READY TO DRINK COFFEE	96
BEVERAGES - NON-ALCOHOLIC DRINKS	104.66.0	DRINK OCEAN SPRAY FRUIT JUICES	96
BEVERAGES - NON-ALCOHOLIC DRINKS	75.20.Y	DRINK DIET CHERRY VANILLA DR PEPPER CARBONATED DIET DRINKS	96
BEVERAGES - NON-ALCOHOLIC DRINKS	163.69.1	USE ESPRESSO/CAPPUCCINO IN HOUSEHOLD	95

**CPR Report by Category:
Beverages - Non-Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - NON-ALCOHOLIC DRINKS	176.52.2	DRINK AANDW DIET ROOT BEER CABONATED DIET DRINKS	95
BEVERAGES - NON-ALCOHOLIC DRINKS	162.62.4	USE GATORADE POWDER SOFT DRINKS MOST IN HOUSEHOLD	95
BEVERAGES - NON-ALCOHOLIC DRINKS	176.67.6	DRINK SUNKIST REGULAR CARBONATED DRINKS	95
BEVERAGES - NON-ALCOHOLIC DRINKS	76.11.2	DRINK NESTLE NON-CARB BOTTLED WATER	94
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.2	DRINK AANDW ROOT BEER REGULAR CARBONATED DRINKS	93
BEVERAGES - NON-ALCOHOLIC DRINKS	164.64.8	DRINK STORE BRAND FRUIT JUICES	93
BEVERAGES - NON-ALCOHOLIC DRINKS	176.76.5	DRINK PERRIER SPARKLING WATERS/SELTZERS	92
BEVERAGES - NON-ALCOHOLIC DRINKS	163.16.4	DRINK TETLEY REGULAR TEA	92
BEVERAGES - NON-ALCOHOLIC DRINKS	75.29.Y	DRINK SIERRA MIST FREE CABONATED DIET DRINKS	91
BEVERAGES - NON-ALCOHOLIC DRINKS	164.26.1	HOUSEHOLD DRINKS FROZEN ORANGE JUICE	91
BEVERAGES - NON-ALCOHOLIC DRINKS	176.52.0	DRINK DIET BARQS ROOT BEER CABONATED DIET DRINKS	91
BEVERAGES - NON-ALCOHOLIC DRINKS	176.53.Y	DRINK DIET SUNKIST ORANGE CABONATED DIET DRINKS	91
BEVERAGES - NON-ALCOHOLIC DRINKS	102.69.0	DRINK CARNATION INSTANT HOT COCOA MIX	91
BEVERAGES - NON-ALCOHOLIC DRINKS	88.27.9	DRINK AMP ENERGY DRINKS	91
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.6	DRINK GATORADE FRUIT JUICES	91
BEVERAGES - NON-ALCOHOLIC DRINKS	176.66.1	DRINK SCHWEPPE'S GINGER ALE REGULAR CARBONATED DRINKS	90
BEVERAGES - NON-ALCOHOLIC DRINKS	164.70.1	DRINK TOMATO AND VEGETABLE JUICES IN THE HOUSEHOLD	90
BEVERAGES - NON-ALCOHOLIC DRINKS	75.55.1	DRINK ICED TEA (READY TO DRINK)	90
BEVERAGES - NON-ALCOHOLIC DRINKS	176.61.1	DRINK PEPSI-COLA PEPSI REGUALRE COLA DRINKS	89
BEVERAGES - NON-ALCOHOLIC DRINKS	81.29.Y	DRINK DIET COKE WITH SPLENDA DIET COLA	89
BEVERAGES - NON-ALCOHOLIC DRINKS	77.08.1	DRINK SPARKLING WATERS/SELTZERS/NAT SODAS	89
BEVERAGES - NON-ALCOHOLIC DRINKS	164.40.6	DRINK DOLE ORANGE JUICE	88
BEVERAGES - NON-ALCOHOLIC DRINKS	176.76.8	DRINK SCHWEPPE'S SPARKLING WATERS/SELTZERS	88
BEVERAGES - NON-ALCOHOLIC DRINKS	102.72.8	DRINK LIPTON REGULAR TEA	87
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.6	DRINK CANADA DRY CLUB SODA REGULAR CARBONATED DRINKS	87
BEVERAGES - NON-ALCOHOLIC DRINKS	102.79.7	USE FOLGERS GROUND COFFEE	87
BEVERAGES - NON-ALCOHOLIC DRINKS	176.74.1	DRINK ICE MOUNTAIN SPRING WATER NON-CARB BOTTLED WATER	87
BEVERAGES - NON-ALCOHOLIC DRINKS	87.56.X	DRINK SANGRIA SENORIAL REGULAR CARBONATED DRINKS	87
BEVERAGES - NON-ALCOHOLIC DRINKS	163.53.1	USE INSTANT/FREEZE-DRIED COFFEE IN HOUSEHOLD	86
BEVERAGES - NON-ALCOHOLIC DRINKS	176.61.2	DRINK CAFFEINE-FREE PEPSI REGUALRE COLA DRINKS	86
BEVERAGES - NON-ALCOHOLIC DRINKS	164.40.0	DRINK STORE BRANDS ORANGE JUICE	86
BEVERAGES - NON-ALCOHOLIC DRINKS	75.58.7	DRINK SNAPPLE ICED TEA READY TO DRINK	86
BEVERAGES - NON-ALCOHOLIC DRINKS	164.28.3	USE MINUTE MAID FROZEN ORANGE JUICE	86
BEVERAGES - NON-ALCOHOLIC DRINKS	176.65.6	DRINK MINUTE MAID REGULAR CARBONATED DRINKS	86
BEVERAGES - NON-ALCOHOLIC DRINKS	176.66.0	DRINK 7-UP REGULAR CARBONATED DRINKS	85
BEVERAGES - NON-ALCOHOLIC DRINKS	178.50.0	DRINK PEPSI LIME PEPSI REGUALRE COLA DRINKS	85

**CPR Report by Category:
Beverages - Non-Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - NON-ALCOHOLIC DRINKS	176.24.Y	DRINK DIET COKE WITH LEMON DIET COLA	84
BEVERAGES - NON-ALCOHOLIC DRINKS	12.67.Y	DRINK NESTEA ICED TEA READY TO DRINK	84
BEVERAGES - NON-ALCOHOLIC DRINKS	164.59.1	DRINK APPLE AND EVE FRUIT JUICES	84
BEVERAGES - NON-ALCOHOLIC DRINKS	90.28.X	DRINK DIET PEPSI VANILLA DIET COLA	84
BEVERAGES - NON-ALCOHOLIC DRINKS	164.59.5	DRINK CHIQUITA FRUIT JUICES	84
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.7	DRINK HANSENS FRUIT JUICES	84
BEVERAGES - NON-ALCOHOLIC DRINKS	162.62.7	USE STORE BRAND POWDER SOFT DRINKS MOST IN HOUSEHOLD	83
BEVERAGES - NON-ALCOHOLIC DRINKS	164.58.9	DRINK NORTHLAND FRUIT JUICES	83
BEVERAGES - NON-ALCOHOLIC DRINKS	162.55.4	DRINK HERSHEY INSTANT HOT COCOA MIX	82
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.7	DRINK EVIAN NON-CARB BOTTLED WATER	82
BEVERAGES - NON-ALCOHOLIC DRINKS	139.32.X	DRINK SLICE REGULAR CARBONATED DRINKS	82
BEVERAGES - NON-ALCOHOLIC DRINKS	176.47.0	DRINK PEPSI ONE DIET COLA	81
BEVERAGES - NON-ALCOHOLIC DRINKS	164.64.X	DRINK DOLE JUICE FRUIT JUICES	81
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.X	DRINK KERNS FRUIT JUICES	81
BEVERAGES - NON-ALCOHOLIC DRINKS	176.53.2	DRINK DIET MINUTE MAID CABONATED DIET DRINKS	81
BEVERAGES - NON-ALCOHOLIC DRINKS	176.75.2	DRINK CALISTOGA SPARKLING WATERS/SELTZERS	81
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.5	DRINK CANADA DRY GINGER ALE REGULAR CARBONATED DRINKS	81
BEVERAGES - NON-ALCOHOLIC DRINKS	162.55.0	DRINK STORE BRAND INSTANT HOT COCOA MIX	80
BEVERAGES - NON-ALCOHOLIC DRINKS	177.02.8	DRINK DANNON NON-CARB BOTTLED WATER	80
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.Y	DRINK FANTA REGULAR CARBONATED DRINKS	80
BEVERAGES - NON-ALCOHOLIC DRINKS	102.71.6	USE COUNTRY TIME POWDER SOFT DRINKS MOST IN HOUSEHOLD	80
BEVERAGES - NON-ALCOHOLIC DRINKS	162.62.X	USE WYLERS POWDER SOFT DRINKS MOST IN HOUSEHOLD	80
BEVERAGES - NON-ALCOHOLIC DRINKS	87.62.X	DRINK SPRITE REMIX REGULAR CARBONATED DRINKS	80
BEVERAGES - NON-ALCOHOLIC DRINKS	176.67.5	DRINK SQUIRT REGULAR CARBONATED DRINKS	79
BEVERAGES - NON-ALCOHOLIC DRINKS	75.59.1	DRINK STORE BRAND ICED TEA READY TO DRINK	79
BEVERAGES - NON-ALCOHOLIC DRINKS	176.52.4	DRINK CANADA DRY DIET GINGER ALE CABONATED DIET DRINKS	79
BEVERAGES - NON-ALCOHOLIC DRINKS	176.53.5	DRINK DIET 7-UP CABONATED DIET DRINKS	79
BEVERAGES - NON-ALCOHOLIC DRINKS	176.46.7	DRINK CAFFEINE-FREE DIET PEPSI DIET COLA	78
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.3	DRINK FIVE ALIVE FRUIT JUICES	78
BEVERAGES - NON-ALCOHOLIC DRINKS	176.26.6	DRINK DIET CODE RED MOUNTAIN DEW CABONATED DIET DRINKS	78
BEVERAGES - NON-ALCOHOLIC DRINKS	164.71.2	USED CAMPBELLS TOMATO TOMATO/VEGETABLE JUICE	78
BEVERAGES - NON-ALCOHOLIC DRINKS	163.15.Y	DRINK NESTEA REGULAR TEA	78
BEVERAGES - NON-ALCOHOLIC DRINKS	75.53.1	DRINK ALL SPORT THIRST QUENCHER/ACTIVITY DRINKS	78
BEVERAGES - NON-ALCOHOLIC DRINKS	12.67.X	DRINK LIPTON ICED TEA READY TO DRINK	78
BEVERAGES - NON-ALCOHOLIC DRINKS	163.56.8	DRINK NESCAFE INSTANT COFFEE	77
BEVERAGES - NON-ALCOHOLIC DRINKS	89.15.8	DRINK PEPSI VANILLA PEPSI REGUALRE COLA DRINKS	77

**CPR Report by Category:
Beverages - Non-Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - NON-ALCOHOLIC DRINKS	178.45.6	DRINK COCA-COLA WITH LIME PEPSI REGUALRE COLA DRINKS	77
BEVERAGES - NON-ALCOHOLIC DRINKS	139.34.8	DRINK WELCHS REGULAR CARBONATED DRINKS	77
BEVERAGES - NON-ALCOHOLIC DRINKS	176.54.5	DRINK STORE BRAND CABONATED DIET DRINKS	77
BEVERAGES - NON-ALCOHOLIC DRINKS	176.66.X	DRINK CHERRY 7-UP REGULAR CARBONATED DRINKS	77
BEVERAGES - NON-ALCOHOLIC DRINKS	104.67.Y	DRINK WELCHS FRUIT JUICES	77
BEVERAGES - NON-ALCOHOLIC DRINKS	163.56.2	DRINK FOLGERS INSTANT COFFEE	77
BEVERAGES - NON-ALCOHOLIC DRINKS	164.63.0	DRINK VERYFINE FRUIT JUICES	76
BEVERAGES - NON-ALCOHOLIC DRINKS	118.13.5	DRINK S PELLEGRINO NON-CARB BOTTLED WATER	76
BEVERAGES - NON-ALCOHOLIC DRINKS	176.67.Y	DRINK STORE BRAND REGULAR CARBONATED DRINKS	76
BEVERAGES - NON-ALCOHOLIC DRINKS	176.53.6	DRINK DIET CHERRY 7-UP CABONATED DIET DRINKS	76
BEVERAGES - NON-ALCOHOLIC DRINKS	176.75.3	DRINK CANADA DRY SPARKLING WATERS/SELTZERS	75
BEVERAGES - NON-ALCOHOLIC DRINKS	176.75.5	DRINK CLEARLY CANADIAN SPARKLING WATERS/SELTZERS	75
BEVERAGES - NON-ALCOHOLIC DRINKS	102.79.9	USE MAXWELL HOUSE GROUND COFFEE	75
BEVERAGES - NON-ALCOHOLIC DRINKS	176.75.6	DRINK HANSENS SPARKLING WATERS/SELTZERS	74
BEVERAGES - NON-ALCOHOLIC DRINKS	176.46.9	DRINK DIET RITE COLA DIET COLA	74
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.7	DRINK CANADA DRY TONIC WATER REGULAR CARBONATED DRINKS	74
BEVERAGES - NON-ALCOHOLIC DRINKS	163.16.9	DRINK GENERAL FOODS INTERNATIONAL CHAI LATTE REGULAR TEA	74
BEVERAGES - NON-ALCOHOLIC DRINKS	76.09.8	DRINK FRUIT2O NON-CARB BOTTLED WATER	74
BEVERAGES - NON-ALCOHOLIC DRINKS	139.10.7	DRINK WILD CHERRY PEPSI PEPSI REGUALRE COLA DRINKS	74
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.4	DRINK FLORIDAS NATURAL FRUIT JUICES	73
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.0	DRINK DADS ROOT BEER REGULAR CARBONATED DRINKS	73
BEVERAGES - NON-ALCOHOLIC DRINKS	102.71.7	USE KOOL-AID POWDER SOFT DRINKS MOST IN HOUSEHOLD	73
BEVERAGES - NON-ALCOHOLIC DRINKS	164.58.0	DRINK CONCHITA FRUIT JUICES	73
BEVERAGES - NON-ALCOHOLIC DRINKS	176.64.1	DRINK AANDW CREAM SODA REGULAR CARBONATED DRINKS	73
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.Y	DRINK POLAND SPRING NON-CARB BOTTLED WATER	72
BEVERAGES - NON-ALCOHOLIC DRINKS	176.76.Y	DRINK VINTAGE SELTZER SPARKLING WATERS/SELTZERS	72
BEVERAGES - NON-ALCOHOLIC DRINKS	163.16.7	DRINK STORE BRAND REGULAR TEA	72
BEVERAGES - NON-ALCOHOLIC DRINKS	164.62.7	DRINK SNAPPLE FRUIT JUICES	71
BEVERAGES - NON-ALCOHOLIC DRINKS	104.66.Y	DRINK TROPICANA TWISTER FRUIT JUICES	71
BEVERAGES - NON-ALCOHOLIC DRINKS	176.76.9	DRINK SEAGRAMS SPARKLING WATERS/SELTZERS	70
BEVERAGES - NON-ALCOHOLIC DRINKS	176.65.2	DRINK HIRES ROOT BEER REGULAR CARBONATED DRINKS	69
BEVERAGES - NON-ALCOHOLIC DRINKS	164.59.6	DRINK COUNTRY TIME FRUIT JUICES	69
BEVERAGES - NON-ALCOHOLIC DRINKS	164.61.6	DRINK MAUNA LAI FRUIT JUICES	69
BEVERAGES - NON-ALCOHOLIC DRINKS	164.74.3	DRINK KOOL-AID JAMMERS FRUIT JUICES	68
BEVERAGES - NON-ALCOHOLIC DRINKS	112.56.Y	DRINK OVALTINE INSTANT HOT COCOA MIX	68
BEVERAGES - NON-ALCOHOLIC DRINKS	179.47.6	DRINK CODE RED MOUNTAIN DEW REGULAR CARBONATED DRINKS	68

**CPR Report by Category:
Beverages - Non-Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.9	DRINK MOUNTAIN VALLEY NON-CARB BOTTLED WATER	67
BEVERAGES - NON-ALCOHOLIC DRINKS	76.39.8	DRINK AQUAFINA SPARKLING SPARKLING WATERS/SELTZERS	67
BEVERAGES - NON-ALCOHOLIC DRINKS	176.47.9	DRINK STORE BRAND DIET COLA	67
BEVERAGES - NON-ALCOHOLIC DRINKS	163.56.6	DRINK MAXWELL HOUSE INSTANT COFFEE	67
BEVERAGES - NON-ALCOHOLIC DRINKS	104.66.X	DRINK OTHER TROPICANA FRUIT JUICES	67
BEVERAGES - NON-ALCOHOLIC DRINKS	104.67.X	DRINK DIET V8 SPLASH FRUIT JUICES	67
BEVERAGES - NON-ALCOHOLIC DRINKS	139.31.8	DRINK CRUSH REGULAR CARBONATED DRINKS	67
BEVERAGES - NON-ALCOHOLIC DRINKS	176.65.4	DRINK MELLO YELLO REGULAR CARBONATED DRINKS	66
BEVERAGES - NON-ALCOHOLIC DRINKS	163.16.2	DRINK SALADA REGULAR TEA	66
BEVERAGES - NON-ALCOHOLIC DRINKS	164.62.9	DRINK SUNNY DELIGHT FRUIT JUICES	66
BEVERAGES - NON-ALCOHOLIC DRINKS	176.80.5	DRINK DANNON SPARKLING WATERS/SELTZERS	66
BEVERAGES - NON-ALCOHOLIC DRINKS	164.40.2	DRINK SUNKIST ORANGE JUICE	65
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.9	DRINK HI-C FRUIT JUICES	65
BEVERAGES - NON-ALCOHOLIC DRINKS	163.56.Y	DRINK STORE BRAND INSTANT COFFEE	65
BEVERAGES - NON-ALCOHOLIC DRINKS	176.75.7	DRINK ICE MOUNTAIN SPARKLING WATERS/SELTZERS	64
BEVERAGES - NON-ALCOHOLIC DRINKS	164.28.5	USE DOLE FROZEN ORANGE JUICE	64
BEVERAGES - NON-ALCOHOLIC DRINKS	176.76.6	DRINK POLAND SPRING SPARKLING WATERS/SELTZERS	63
BEVERAGES - NON-ALCOHOLIC DRINKS	126.23.7	DRINK BOLTHOUSE FRUIT JUICES	63
BEVERAGES - NON-ALCOHOLIC DRINKS	163.16.1	DRINK RED ROSE REGULAR TEA	62
BEVERAGES - NON-ALCOHOLIC DRINKS	162.62.9	USE REALEMON LEMONADE POWDER SOFT DRINKS MOST IN HOUSEHOLD	62
BEVERAGES - NON-ALCOHOLIC DRINKS	164.59.0	DRINK DEL MONTE FRUIT JUICES	62
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.8	DRINK HAWAIIAN PUNCH FRUIT JUICES	62
BEVERAGES - NON-ALCOHOLIC DRINKS	176.76.0	DRINK SNAPPLE SPARKLING WATERS/SELTZERS	61
BEVERAGES - NON-ALCOHOLIC DRINKS	164.61.1	DRINK KOOL-AID BURST FRUIT JUICES	61
BEVERAGES - NON-ALCOHOLIC DRINKS	164.61.4	DRINK LIBBYS FRUIT JUICES	60
BEVERAGES - NON-ALCOHOLIC DRINKS	176.61.0	DRINK STORE BRAND PEPSI REGUALRE COLA DRINKS	60
BEVERAGES - NON-ALCOHOLIC DRINKS	176.61.4	DRINK RC COLA PEPSI REGUALRE COLA DRINKS	59
BEVERAGES - NON-ALCOHOLIC DRINKS	164.59.7	DRINK CRYSTAL LIGHT (IN BOTTLES) FRUIT JUICES	59
BEVERAGES - NON-ALCOHOLIC DRINKS	164.62.0	DRINK SUNSWEET FRUIT JUICES	58
BEVERAGES - NON-ALCOHOLIC DRINKS	178.34.X	DRINK PEPSI TWIST PEPSI REGUALRE COLA DRINKS	58
BEVERAGES - NON-ALCOHOLIC DRINKS	164.64.6	DRINK WYLLERS FRUIT JUICES	58
BEVERAGES - NON-ALCOHOLIC DRINKS	75.11.8	DRINK 7-UP PLUS CABONATED DIET DRINKS	57
BEVERAGES - NON-ALCOHOLIC DRINKS	164.39.2	DRINK FLORIDA GOLD ORANGE JUICE	57
BEVERAGES - NON-ALCOHOLIC DRINKS	164.41.6	DRINK VERYFINE ORANGE JUICE	57
BEVERAGES - NON-ALCOHOLIC DRINKS	179.60.9	DRINK JARRITOS REGULAR CARBONATED DRINKS	56
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.0	DRINK NAYA NON-CARB BOTTLED WATER	56

**CPR Report by Category:
Beverages - Non-Alcoholic Drinks**

CATEGORY	CCP CODE	VARIABLE NAME	Score
BEVERAGES - NON-ALCOHOLIC DRINKS	176.53.9	DRINK DIET SLICE ORANGE CABONATED DIET DRINKS	56
BEVERAGES - NON-ALCOHOLIC DRINKS	179.46.9	DRINK RED FUSION (DR PEPPER) REGULAR CARBONATED DRINKS	56
BEVERAGES - NON-ALCOHOLIC DRINKS	164.58.X	DRINK GOYA FRUIT JUICES	55
BEVERAGES - NON-ALCOHOLIC DRINKS	162.63.6	USE TANG POWDER SOFT DRINKS MOST IN HOUSEHOLD	55
BEVERAGES - NON-ALCOHOLIC DRINKS	176.60.0	DRINK FAYGO COLA PEPSI REGUALRE COLA DRINKS	54
BEVERAGES - NON-ALCOHOLIC DRINKS	268.41.4	DRINK FOLGERS JAKADA COFFEE DRINK (READY TO DRINK)	54
BEVERAGES - NON-ALCOHOLIC DRINKS	164.40.1	DRINK OCEAN SPRAY ORANGE JUICE	53
BEVERAGES - NON-ALCOHOLIC DRINKS	163.70.Y	DRINK NESCAFE ESPRESSO/CAPPUCCINO	53
BEVERAGES - NON-ALCOHOLIC DRINKS	164.58.Y	DRINK JUMEX FRUIT JUICES	53
BEVERAGES - NON-ALCOHOLIC DRINKS	164.71.5	USED DEL MONTE TOMATO/VEGETABLE JUICE	53
BEVERAGES - NON-ALCOHOLIC DRINKS	179.58.9	DRINK BARRILITOS REGULAR CARBONATED DRINKS	52
BEVERAGES - NON-ALCOHOLIC DRINKS	162.62.5	USE HAWAIIAN PUNCH POWDER SOFT DRINKS MOST IN HOUSEHOLD	51
BEVERAGES - NON-ALCOHOLIC DRINKS	76.21.3	DRINK COCA-COLA C2 DIET COLA	51
BEVERAGES - NON-ALCOHOLIC DRINKS	164.40.3	DRINK TREESWEET ORANGE JUICE	50
BEVERAGES - NON-ALCOHOLIC DRINKS	164.39.1	DRINK DONALD DUCK ORANGE JUICE	50
BEVERAGES - NON-ALCOHOLIC DRINKS	112.56.0	DRINK ABUELITA INSTANT HOT COCOA MIX	50
BEVERAGES - NON-ALCOHOLIC DRINKS	176.61.6	DRINK SHASTA COLA PEPSI REGUALRE COLA DRINKS	49
BEVERAGES - NON-ALCOHOLIC DRINKS	162.62.3	USE FLAVOR-AID POWDER SOFT DRINKS MOST IN HOUSEHOLD	49
BEVERAGES - NON-ALCOHOLIC DRINKS	176.27.3	DRINK CRYSTAL BAY SPARKLING WATERS/SELTZERS	47
BEVERAGES - NON-ALCOHOLIC DRINKS	164.60.5	DRINK FRUITOPIA FRUIT JUICES	47
BEVERAGES - NON-ALCOHOLIC DRINKS	177.72.X	DRINK PENAFIEL NON-CARB BOTTLED WATER	46
BEVERAGES - NON-ALCOHOLIC DRINKS	139.11.X	DRINK CHERRY RC PEPSI REGUALRE COLA DRINKS	45
BEVERAGES - NON-ALCOHOLIC DRINKS	164.62.5	DRINK REALEMON FRUIT JUICES	45
BEVERAGES - NON-ALCOHOLIC DRINKS	164.63.Y	DRINK WELCHADE FRUIT JUICES	44
BEVERAGES - NON-ALCOHOLIC DRINKS	179.73.8	DRINK PENAFIEL SPARKLING WATERS/SELTZERS	44
BEVERAGES - NON-ALCOHOLIC DRINKS	87.08.X	DRINK MOUNTAIN DEW LIVEWIRE REGULAR CARBONATED DRINKS	42
BEVERAGES - NON-ALCOHOLIC DRINKS	90.32.8	DRINK MINERAGUA DE JARRITOS SPARKLING WATERS/SELTZERS	40
BEVERAGES - NON-ALCOHOLIC DRINKS	177.01.8	DRINK GREAT BEAR NON-CARB BOTTLED WATER	38
BEVERAGES - NON-ALCOHOLIC DRINKS	176.75.Y	DRINK MISTIC SPARKLING WATERS/SELTZERS	37
BEVERAGES - NON-ALCOHOLIC DRINKS	164.59.3	DRINK BRIGHT AND EARLY FRUIT JUICES	31

**CPR Report by Category:
Cable/Television/Radio**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	236.33.1	LISTEN TO RADION DISNEY ON RADIO MON-SUN TOTAL (24 HRS)	210
CABLE/TELEVISION/RADIO	133.44.6	WATCH THE OFFICE (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	192
CABLE/TELEVISION/RADIO	231.37.1	LISTEN TO CONTEMPORARY CHRISTIAN ON RADIO MON-SUN TOTAL (24 HRS)	183
CABLE/TELEVISION/RADIO	135.38.0	WATCH THE APPRENTICE (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	171
CABLE/TELEVISION/RADIO	7.73.0	VIEWED ESPN SPORTS PACKAGES ONPAY-PER-VIEW TV IN LAST 12 MONTHS	165
CABLE/TELEVISION/RADIO	231.64.1	LISTEN TO MODERN ROCK ON RADIO MON-SUN TOTAL (24 HRS)	160
CABLE/TELEVISION/RADIO	231.10.1	LISTEN TO ALL SPORTS ON RADIO MON-SUN TOTAL (24 HRS)	155
CABLE/TELEVISION/RADIO	7.72.1	VIEWED PAY-PER-VIEW TV MORE THAN 10 TIMES IN LAST 12 MONTHS	154
CABLE/TELEVISION/RADIO	186.44.5	WATCH 30 ROCK (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	154
CABLE/TELEVISION/RADIO	235.14.1	LISTEN TO AOR (INCLUDING MODERN ROCK) ON RADIO MON-SUN TOTAL (24 HRS)	154
CABLE/TELEVISION/RADIO	231.16.1	LISTEN TO AOR (EXCLUDING MODERN ROCK) ON RADIO MON-SUN TOTAL (24 HRS)	151
CABLE/TELEVISION/RADIO	51.26.7	WATCH HOW I MET YOUR MOTHER (CBS) ONCE A WEEK PROGRAM WITH FULL ATTEN	150
CABLE/TELEVISION/RADIO	231.13.1	LISTEN TO ALTERNATIVE ON RADIO MON-SUN TOTAL (24 HRS)	149
CABLE/TELEVISION/RADIO	268.78.2	WATCH FRIDAY NIGHT LIGHTS (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	148
CABLE/TELEVISION/RADIO	106.62.0	WATCH HEROES (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	148
CABLE/TELEVISION/RADIO	191.27.2	VIEWED MOVIES-ON-DEMAND VIDEO-ON-DEMAND IN LAST 12 MONTHS	147
CABLE/TELEVISION/RADIO	231.46.1	LISTEN TO EDUCATIONAL ON RADIO MON-SUN TOTAL (24 HRS)	146
CABLE/TELEVISION/RADIO	114.12.X	ATTEND NASCAR SPORTING EVENTS	146
CABLE/TELEVISION/RADIO	277.58.5	WATCH THE AMAZING RACE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	145
CABLE/TELEVISION/RADIO	13.03.Y	VIEWED MAD MONEY ON CNBC IN LAST 4 WEEKS	142
CABLE/TELEVISION/RADIO	231.58.1	LISTEN TO HOT AC ON RADIO MON-SUN TOTAL (24 HRS)	142
CABLE/TELEVISION/RADIO	191.27.3	VIEWED PREMIUM CHANNELS-ON-DEMAND VIDEO-ON-DEMAND IN LAST 12 MONTHS	140
CABLE/TELEVISION/RADIO	111.31.8	USE INTERACTIVE PROGRAM GUIDE MOST FOR INFORMATION ON WHATS ON TV	139
CABLE/TELEVISION/RADIO	202.28.Y	LISTEN TO OLDIES ROCK- 80S ON RADIO MON-SUN TOTAL (24 HRS)	139
CABLE/TELEVISION/RADIO	114.11.X	WATCH WORLD CUP SOCCER ON TV FREQUENTLY	139
CABLE/TELEVISION/RADIO	111.31.X	USE INTERNET MOST FOR INFORMATION ON WHATS ON TV	138
CABLE/TELEVISION/RADIO	231.04.1	LISTEN TO ADULT ALTERNATIVE ON RADIO MON-SUN TOTAL (24 HRS)	135

**CPR Report by Category:
Cable/Television/Radio**

CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	7.73.5	VIEWED CONCERTS ON PAY-PER-VIEW TV IN LAST 12 MONTHS	134
CABLE/TELEVISION/RADIO	235.20.1	LISTEN TO NES/TALK/BUSINESS/SPORTS ON RADIO MON-SUN TOTAL (24 HRS)	132
CABLE/TELEVISION/RADIO	13.02.0	VIEWED THE BIG IDEA WITH DONNY DEUTSCH IN CNBS IN LAST 4 WEEKS	132
CABLE/TELEVISION/RADIO	231.07.1	LISTEN TO ALL NEWS ON RADIO MON-SUN TOTAL (24 HRS)	131
CABLE/TELEVISION/RADIO	141.05.X	LISTEN TO SATELLITE RADIO IN CAR	130
CABLE/TELEVISION/RADIO	235.23.1	LISTEN TO RELIGIOUS ON RADIO MON-SUN TOTAL (24 HRS)	130
CABLE/TELEVISION/RADIO	115.01.X	WATCH NHL HOCKEY POST SEASON ON TV FREQUENTLY	130
CABLE/TELEVISION/RADIO	235.29.1	LISTEN TO NEWS/TALK ON RADIO MON-SUN TOTAL (24 HRS)	129
CABLE/TELEVISION/RADIO	133.01.6	WATCH GREYS ANATOMY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	129
CABLE/TELEVISION/RADIO	116.77.0	WATCH SCRUBS (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	129
CABLE/TELEVISION/RADIO	7.72.2	VIEWED PAY-PER-VIEW TV 7-10 TIMES IN LAST 12 MONTHS	129
CABLE/TELEVISION/RADIO	111.21.7	WATCH X-GAMES ON TV FREQUENTLY	128
CABLE/TELEVISION/RADIO	114.24.2	WATCH COLLEGE FOOTBALL POST SEASON ON TV FREQUENTLY	128
CABLE/TELEVISION/RADIO	111.16.7	WATCH PGA ON TV FREQUENTLY	128
CABLE/TELEVISION/RADIO	141.04.X	OWN XM SATELLITE RADIO	128
CABLE/TELEVISION/RADIO	7.73.4	VIEWED MOVIES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	128
CABLE/TELEVISION/RADIO	51.27.8	WATCH MY NAME IS EARL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	128
CABLE/TELEVISION/RADIO	133.23.0	WATCH LOST (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	128
CABLE/TELEVISION/RADIO	8.53.1	VIEWED E! (ENTERTAINMENT TV) CABLE TV SERVICES IN LAST 7 DAYS	127
CABLE/TELEVISION/RADIO	231.73.1	LISTEN TO SOFT CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	127
CABLE/TELEVISION/RADIO	138.17.4	WATCHED SATURDAY NIGHT LIVE SPECIALS (NBC) LAST TIME IT WAS SHOWN	127
CABLE/TELEVISION/RADIO	191.26.Y	HOUSEHOLD HAS ACCES TO VIDEO-ON-DEMAND	125
CABLE/TELEVISION/RADIO	114.23.2	WATCH COLLEGE FOOTBALL REG SEASON ON TV FREQUENTLY	125
CABLE/TELEVISION/RADIO	237.09.2	WATCH THE NEW ADVENTURES OF OLD CHRISTINE(ABC) ONCE A WEEK PROGRAM W	125
CABLE/TELEVISION/RADIO	277.33.8	WATCH DESPERATE HOUSEWIVES (ABC) ONCE A WEEK PROGRAM WITH FULL ATTEN	124
CABLE/TELEVISION/RADIO	114.18.2	WATCH COLLEGE BASKETBALL POST SEASON ON TV FREQUENTLY	124
CABLE/TELEVISION/RADIO	114.31.2	WATCH NHL HOCKEY REG SEASON ON TV FREQUENTLY	123
CABLE/TELEVISION/RADIO	114.16.2	WATCH MLB BASEBALL POST SEASON ON TV FREQUENTLY	123
CABLE/TELEVISION/RADIO	65.05.5	LISTEN TO TALK ON RADIO MON-SUN TOTAL (24 HRS)	122
CABLE/TELEVISION/RADIO	10.44.1	VIEWED SQUAWK BOX ON CNBC IN LAST 4 WEEKS	122
CABLE/TELEVISION/RADIO	111.19.7	WATCH BOWLING ON TV FREQUENTLY	122
CABLE/TELEVISION/RADIO	263.65.7	VIEWED MYTHBUSTERS ON DISCOVERY IN LAST 4 WEEKS	122
CABLE/TELEVISION/RADIO	114.26.2	WATCH NFL FOOTBALL POST SEASON - WATCH FREQ ON TV FREQUENTLY	122
CABLE/TELEVISION/RADIO	235.11.1	LISTEN TO ADULT CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	121
CABLE/TELEVISION/RADIO	141.02.X	OWN SIRIUS SATELLITE RADIO	121
CABLE/TELEVISION/RADIO	7.72.3	VIEWED PAY-PER-VIEW TV 5-6 TIMES IN LAST 12 MONTHS	121

**CPR Report by Category:
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CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	11.38.1	VIEWED SPORT CENTER ON ESPN IN LAST 4 WEEKS	120
CABLE/TELEVISION/RADIO	231.28.1	LISTEN TO CHR (CONTEMPORARY HIT RADIO) ON RADIO MON-SUN TOTAL (24 HRS)	120
CABLE/TELEVISION/RADIO	93.70.8	VIEWED ANDERSON COOPER 360 ON CNN IN LAST 4 WEEKS	120
CABLE/TELEVISION/RADIO	137.49.4	WATCHED GOLDEN GLOBE AWARDS (NBC) LAST TIME IT WAS SHOWN	119
CABLE/TELEVISION/RADIO	35.09.1	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 10AM-3PM)	119
CABLE/TELEVISION/RADIO	111.32.7	HOUSEHOLD DESCRIBES TO DIGITAL CABLE	119
CABLE/TELEVISION/RADIO	231.43.1	LISTEN TO EASY LISTENING ON RADIO MON-SUN TOTAL (24 HRS)	119
CABLE/TELEVISION/RADIO	235.26.1	LISTEN TO VARIETY ON RADIO MON-SUN TOTAL (24 HRS)	117
CABLE/TELEVISION/RADIO	114.25.2	WATCH NFL FOOTBALL REGULAR SEASON ON TV FREQUENTLY	117
CABLE/TELEVISION/RADIO	186.38.5	WATCH THE BIGGEST LOSER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	117
CABLE/TELEVISION/RADIO	31.08.1	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 6AM-10AM)	117
CABLE/TELEVISION/RADIO	277.58.7	WATCH AMERICAN IDOL (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	117
CABLE/TELEVISION/RADIO	9.38.1	VIEWED TRAVEL CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	117
CABLE/TELEVISION/RADIO	231.31.1	LISTEN TO CLASSIC ROCK ON RADIO MON-SUN TOTAL (24 HRS)	116
CABLE/TELEVISION/RADIO	134.46.4	WATCH SUMMER OLYMPICS ON TV FREQUENTLY	116
CABLE/TELEVISION/RADIO	160.10.6	WATCH SURVIVOR (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	116
CABLE/TELEVISION/RADIO	31.10.1	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 3PM-7PM)	116
CABLE/TELEVISION/RADIO	9.66.1	VIEWED TLC (THE LEARNING CHANNEL) CABLE TV SERVICES IN LAST 7 DAYS	115
CABLE/TELEVISION/RADIO	116.01.1	VIEWED THE DAILY SHOW WITH JON STEWART ON COMEDY CENTRAL IN LAST 4 WEEKS	115
CABLE/TELEVISION/RADIO	135.71.X	WATCH TWO AND A HALF MEN (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	115
CABLE/TELEVISION/RADIO	10.06.1	VIEWED HGTV (HOME AND GARDEN TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	115
CABLE/TELEVISION/RADIO	7.66.3	CURRENTLY RECEIVE HBO (HOME BOX OFFICE) PREMIUM CHANNELS	114
CABLE/TELEVISION/RADIO	35.10.1	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 3PM-7PM)	114
CABLE/TELEVISION/RADIO	164.09.3	VIEWED PSYCH ON USA NETWORK IN LAST 4 WEEKS	114
CABLE/TELEVISION/RADIO	35.11.1	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 7PM-12MID)	114
CABLE/TELEVISION/RADIO	116.40.9	WATCH FRONTLINE (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	114
CABLE/TELEVISION/RADIO	11.30.9	WATCHED NFL SUPER BOWL AT HOME	113
CABLE/TELEVISION/RADIO	51.41.Y	WATCH PRISON BREAK (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	113
CABLE/TELEVISION/RADIO	7.72.4	VIEWED PAY-PER-VIEW TV 3-4 TIMES IN LAST 12 MONTHS	113
CABLE/TELEVISION/RADIO	134.30.5	WATCH WINTER OLYMPICS ON TV FREQUENTLY	113
CABLE/TELEVISION/RADIO	191.22.Y	DO NOT CURRENTLY RECEIVE PREMIUM CHANNELS	113
CABLE/TELEVISION/RADIO	139.44.4	WATCHED FOX MLB WORLD SERIES AT HOME	113
CABLE/TELEVISION/RADIO	231.01.9	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 6AM - 10AM	113
CABLE/TELEVISION/RADIO	7.70.1	HOUSEHOLD HAS ACCESS TO PAY-PER-VIEW TELEVISION	112
CABLE/TELEVISION/RADIO	15.19.6	VIEWED CLOSING BELL ON CNBC IN LAST 4 WEEKS	112
CABLE/TELEVISION/RADIO	65.01.X	LISTEN TO NAC SMOOTH JAZZ ON RADIO MON-SUN TOTAL (24 HRS)	112

**CPR Report by Category:
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CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	141.09.X	LISTEN TO SATELLITE RADIO AT SCHOOL	112
CABLE/TELEVISION/RADIO	231.01.X	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 3PM - 7PM	112
CABLE/TELEVISION/RADIO	231.01.3	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 6AM - 10AM	112
CABLE/TELEVISION/RADIO	289.25.8	VIEWED ENTOURAGE ON HBO IN LAST 4 WEEKS	112
CABLE/TELEVISION/RADIO	111.06.1	VIEWED MODERN MARVELS ON THE HISTORY CHANNEL IN LAST 4 WEEKS	112
CABLE/TELEVISION/RADIO	7.73.9	VIEWED NHL SPORTS PACKAGES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	112
CABLE/TELEVISION/RADIO	25.44.7	WATCH THE TONIGHT SHOW WITH JAY LENO (NBC) WITH FULL ATTENTION	111
CABLE/TELEVISION/RADIO	130.20.7	VIEWED THE COLBERT REPORT ON COMEDY CENTRAL IN LAST 4 WEEKS	111
CABLE/TELEVISION/RADIO	116.02.Y	WATCH 24 (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	111
CABLE/TELEVISION/RADIO	116.24.1	VIEWED E! TRUE HOLLYWOOD SORY ON E! IN LAST 4 WEEKS	111
CABLE/TELEVISION/RADIO	231.01.5	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 3PM - 7PM	111
CABLE/TELEVISION/RADIO	114.20.2	WATCH NBA BASKETBALL POST SEASON ON TV FREQUENTLY	111
CABLE/TELEVISION/RADIO	8.50.1	VIEWED DISNEY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	111
CABLE/TELEVISION/RADIO	167.78.7	VIEWED FLIP THIS HOUSE ON AANDE IN LAST 4 WEEKS	111
CABLE/TELEVISION/RADIO	10.19.9	WATCHED THE ANNUAL ACADEMY AWARDS (ABC) LAST TIME IT WAS SHOWN	111
CABLE/TELEVISION/RADIO	114.15.2	WATCH MLB BASEBALL REG SEASON ON TV FREQUENTLY	110
CABLE/TELEVISION/RADIO	231.61.1	LISTEN TO JAZZ ON RADIO MON-SUN TOTAL (24 HRS)	110
CABLE/TELEVISION/RADIO	31.11.1	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 7PM-12MID)	110
CABLE/TELEVISION/RADIO	114.14.2	WATCH COLLEGE BASEBALL ON TV FREQUENTLY	110
CABLE/TELEVISION/RADIO	8.56.1	VIEWED ESPN CABLE TV SERVICES IN LAST 7 DAYS	109
CABLE/TELEVISION/RADIO	61.23.7	VIEWED FSN CABLE TV SERVICES IN LAST 7 DAYS	109
CABLE/TELEVISION/RADIO	234.34.4	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI DRIVE TIME (COME	108
CABLE/TELEVISION/RADIO	114.17.2	WATCH COLLEGE BASKETBALL REG SEASON ON TV FREQUENTLY	108
CABLE/TELEVISION/RADIO	234.34.2	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 6AM - 10AM AND 3	108
CABLE/TELEVISION/RADIO	245.49.9	VIEWED DEADLIEST CATCH ON DISCOVERY IN LAST 4 WEEKS	108
CABLE/TELEVISION/RADIO	35.08.1	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 6AM-10AM)	108
CABLE/TELEVISION/RADIO	278.56.Y	WATCH BOSTON LEGAL (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	107
CABLE/TELEVISION/RADIO	137.15.9	WATCHED PRIMETIME EMMY AWARDS LAST TIME IT WAS SHOWN	107
CABLE/TELEVISION/RADIO	7.72.6	VIEWED PAY-PER-VIEW TV ZERO TIMES IN LAST 12 MONTHS	107
CABLE/TELEVISION/RADIO	111.17.7	WATCH LPGA ON TV FREQUENTLY	107
CABLE/TELEVISION/RADIO	111.20.7	WATCH WOMENS TENNIS ON TV FREQUENTLY	107
CABLE/TELEVISION/RADIO	8.71.1	VIEWED CNN HEADLINE NEWS CABLE TV SERVICES IN LAST 7 DAYS	107
CABLE/TELEVISION/RADIO	137.50.4	WATCHED GRAMMY AWARDS (CBS) LAST TIME IT WAS SHOWN	107
CABLE/TELEVISION/RADIO	263.56.2	VIEWED THE GOLF CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	106
CABLE/TELEVISION/RADIO	234.34.3	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 6AM - MIDNIGHT	106
CABLE/TELEVISION/RADIO	167.78.Y	VIEWED GENE SIMMONS FAMILY JEWELS ON AANDE IN LAST 4 WEEKS	106

**CPR Report by Category:
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CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	231.01.7	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI TOTAL (24 HRS)	106
CABLE/TELEVISION/RADIO	9.53.1	VIEWED VH1 (VIDEO HITS ONE) CABLE TV SERVICES IN LAST 7 DAYS	106
CABLE/TELEVISION/RADIO	231.02.4	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 10AM - 3PM	106
CABLE/TELEVISION/RADIO	234.34.1	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 6AM - MIDNIGHT	106
CABLE/TELEVISION/RADIO	93.72.8	VIEWED PAULA ZAHN NOW ON CNN IN LAST 4 WEEKS	106
CABLE/TELEVISION/RADIO	8.68.1	VIEWED HBO (HOME BOX OFFICE) CABLE TV SERVICES IN LAST 7 DAYS	106
CABLE/TELEVISION/RADIO	8.47.1	VIEWED DISCOVERY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	105
CABLE/TELEVISION/RADIO	15.06.6	VIEWED HANNITY AND COLMES ON FOX NEWS CHANNEL IN LAST 4 WEEKS	105
CABLE/TELEVISION/RADIO	277.45.X	WATCH EXTREME MAKEOVER: HOME EDITION (ABC) ONCE A WEEK PROGRAM WITH F	105
CABLE/TELEVISION/RADIO	231.02.5	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 3PM - 7PM	105
CABLE/TELEVISION/RADIO	9.72.1	VIEWED FOOD NETWORK CABLE TV SERVICES IN LAST 7 DAYS	105
CABLE/TELEVISION/RADIO	231.01.1	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN TOTAL (24 HRS)	105
CABLE/TELEVISION/RADIO	136.36.5	WATCH NATIONAL DOG SHOW ON TV FREQUENTLY	105
CABLE/TELEVISION/RADIO	7.74.1	VIEWED ADULT-ORIENTED PROGRAMMING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	105
CABLE/TELEVISION/RADIO	145.46.5	VIEWED BATTLESTAR GALACTICA ON SCI-FI IN LAST 4 WEEKS	104
CABLE/TELEVISION/RADIO	31.09.1	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 10AM-3PM)	104
CABLE/TELEVISION/RADIO	128.60.9	VIEWED TRADING SPACES ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	104
CABLE/TELEVISION/RADIO	124.35.1	VIEWED REAL SPROTS WITH BRYANT GUMBEL ON HBO IN LAST 4 WEEKS	104
CABLE/TELEVISION/RADIO	234.34.5	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 6AM - MIDNIGHT	104
CABLE/TELEVISION/RADIO	231.02.1	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN TOTAL (24 HRS)	103
CABLE/TELEVISION/RADIO	7.66.5	CURRENTLY RECEIVE SHOWTIME PREMIUM CHANNELS	103
CABLE/TELEVISION/RADIO	8.35.1	VIEWED CNN (CABLE NEWS NETWORK) CABLE TV SERVICES IN LAST 7 DAYS	103
CABLE/TELEVISION/RADIO	61.32.Y	VIEWED NATIONAL GEOGRAPHIC CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	103
CABLE/TELEVISION/RADIO	133.78.7	VIEWED THE TUDORS ON SHOWTIME IN LAST 4 WEEKS	103
CABLE/TELEVISION/RADIO	7.66.7	CURRENTLY RECEIVE ENCORE PREMIUM CHANNELS	103
CABLE/TELEVISION/RADIO	242.22.0	WATCH TV PRIME TIME (M-SA 8-11PM/SUN 7-11PM)	103
CABLE/TELEVISION/RADIO	7.63.1	HOUSEHOLD DESCRIBES TO CABLE TV	103
CABLE/TELEVISION/RADIO	245.12.6	VIEWED MIAMI INK ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	103
CABLE/TELEVISION/RADIO	289.37.9	VIEWED SEX AND THE CITY ON TBS IN LAST 4 WEEKS	103
CABLE/TELEVISION/RADIO	231.01.Y	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 7PM - MID	103
CABLE/TELEVISION/RADIO	114.37.2	WATCH MLS SOCCER ON TV FREQUENTLY	103
CABLE/TELEVISION/RADIO	234.34.6	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 6AM - 10AM AND 3I	102
CABLE/TELEVISION/RADIO	231.01.4	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 10AM - 3PM	102
CABLE/TELEVISION/RADIO	231.01.6	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN 7PM - MID	102
CABLE/TELEVISION/RADIO	137.31.4	WATCHED MACYS THANKSGIVING DAY PARADE (NBC) LAST TIME IT WAS SHOWN	102
CABLE/TELEVISION/RADIO	11.18.9	WATCHED WESTMINISTER DOG SHOW (USA NETWORK) LAST TIME IT WAS SHOWN	102

**CPR Report by Category:
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CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	273.50.6	VIEWED MONK ON USA NETWORK IN LAST 4 WEEKS	102
CABLE/TELEVISION/RADIO	133.03.6	WATCH HOUSE (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	101
CABLE/TELEVISION/RADIO	160.73.9	VEIWED AMERICAN CHOPPER ON TLC (THE LEARNING CHANNEL) IN LAST 4 WEEKS	101
CABLE/TELEVISION/RADIO	10.05.1	VIEWED THE HISTORY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	101
CABLE/TELEVISION/RADIO	242.26.0	WATCH TV ALL DAY (M-F 6-2AM / S-S 7-1AM)	101
CABLE/TELEVISION/RADIO	25.31.7	WATCH NBC NIGHTLY NEWS WITH BRIAN WILLIAMS WITH FULL ATTENTION	101
CABLE/TELEVISION/RADIO	8.38.1	VIEWED COMEDY CENTRAL CABLE TV SERVICES IN LAST 7 DAYS	101
CABLE/TELEVISION/RADIO	245.67.8	VIEWED THE ULTIMATE FIGHTER ON SPIKE IN LAST 4 WEEKS	101
CABLE/TELEVISION/RADIO	111.31.7	USE LOCAL CABLE LISTINGS CHANEL MOST FOR INFORMATION ON WHATS ON TV	101
CABLE/TELEVISION/RADIO	9.08.1	VIEWED MSNBC CABLE TV SERVICES IN LAST 7 DAYS	101
CABLE/TELEVISION/RADIO	8.32.1	VIEWED CNBC CABLE TV SERVICES IN LAST 7 DAYS	101
CABLE/TELEVISION/RADIO	133.59.2	WATCH MEDIUM (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	101
CABLE/TELEVISION/RADIO	26.72.6	WATCH ER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	101
CABLE/TELEVISION/RADIO	9.32.1	VIEWED TBS SUPERSTATION CABLE TV SERVICES IN LAST 7 DAYS	101
CABLE/TELEVISION/RADIO	135.65.X	VIEWED EXPLORER ON NATIONAL GEOGRAPHIC CHANNEL IN LAST 4 WEEKS	101
CABLE/TELEVISION/RADIO	7.65.1	HOUSEHOLD HAS A SATELLITE DISH	101
CABLE/TELEVISION/RADIO	9.11.1	VIEWED NICKELODEON CABLE TV SERVICES IN LAST 7 DAYS	100
CABLE/TELEVISION/RADIO	7.66.1	CURRENTLY RECEIVE CINEMAX PREMIUM CHANNELS	100
CABLE/TELEVISION/RADIO	289.42.9	VIEWED FAMILY GUY ON TBS IN LAST 4 WEEKS	100
CABLE/TELEVISION/RADIO	114.19.2	WATCH NBA BASKETBALL REG SEASON ON TV FREQUENTLY	100
CABLE/TELEVISION/RADIO	95.36.5	VIEWED MILITARY CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	100
CABLE/TELEVISION/RADIO	265.15.6	VIEWED DIRTY JOBS ON DISCOVERY IN LAST 4 WEEKS	100
CABLE/TELEVISION/RADIO	141.26.4	WATCHED KENTUCKY DERBY (NBC) AT HOME	99
CABLE/TELEVISION/RADIO	121.22.0	WATCH THE UNIT (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	99
CABLE/TELEVISION/RADIO	94.14.0	WATCHED POKER CHAMPIONSHIPS AT HOME	99
CABLE/TELEVISION/RADIO	231.40.1	LISTEN TO COUNTRY (OR WESTERN) ON RADIO MON-SUN TOTAL (24 HRS)	99
CABLE/TELEVISION/RADIO	231.02.6	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 7PM - MID	99
CABLE/TELEVISION/RADIO	176.44.6	VIEWED CELEBRITY FIT CLUB ON VH1 IN LAST 4 WEEKS	99
CABLE/TELEVISION/RADIO	231.01.0	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI 10AM - 3PM	99
CABLE/TELEVISION/RADIO	231.02.3	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN 6AM - 10AM	99
CABLE/TELEVISION/RADIO	15.07.6	VIEWED THE OREILLY FACTOR ON FOX NEWS CHANNEL IN LAST 4 WEEKS	99
CABLE/TELEVISION/RADIO	10.04.1	VIEWED FOX NEWS CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	98
CABLE/TELEVISION/RADIO	231.34.1	LISTEN TO CLASSICAL ON RADIO MON-SUN TOTAL (24 HRS)	98
CABLE/TELEVISION/RADIO	136.25.9	WATCH NCIS (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	98
CABLE/TELEVISION/RADIO	278.61.0	WATCH THE CHRIS MATTHEWS SHOW ONCE A WEEK PROGRAM WITH FULL ATTENTIC	98
CABLE/TELEVISION/RADIO	244.12.2	VIEWED LOST WORLDS ON THE HISTORY CHANNEL IN LAST 4 WEEKS	97

**CPR Report by Category:
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CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	116.03.1	VIEWED SOUTH PARK ON COMEDY CENTRAL IN LAST 4 WEEKS	97
CABLE/TELEVISION/RADIO	236.78.6	WATCH TV LATE FRINGE (11PM-1AM)	97
CABLE/TELEVISION/RADIO	17.58.6	VIEWED NBA ON TNT ON TNT IN LAST 4 WEEKS	97
CABLE/TELEVISION/RADIO	263.76.1	VIEWED COUNTDOWN WITH KEITH OLBERMANN ON MSNBC IN LAST 4 WEEKS	97
CABLE/TELEVISION/RADIO	31.12.1	SPEND 1/2 HOUR ON AVG WEEKDAY LISTENING TO RADIO (BETWEEN 12MID-6AM)	97
CABLE/TELEVISION/RADIO	31.29.6	WATCH CSI: CRIME SCENE INVESTIGATION (CBS) ONCE A WEEK PROGRAM WITH FUL	97
CABLE/TELEVISION/RADIO	137.71.4	WATCHED CBS THANKSGIVING DAY PARADE LAST TIME IT WAS SHOWN	97
CABLE/TELEVISION/RADIO	194.44.X	WATCH UGLY BETTY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	97
CABLE/TELEVISION/RADIO	116.79.0	WATCH SMALLVILLE (THE CW) ONCE A WEEK PROGRAM WITH FULL ATTENTION	96
CABLE/TELEVISION/RADIO	138.08.4	WATCHED MTV VIDEO MUSIC AWARDS (VMA) LAST TIME IT WAS SHOWN	96
CABLE/TELEVISION/RADIO	236.78.2	WATCH TV EARLY AND LATE FRINGE	96
CABLE/TELEVISION/RADIO	235.17.1	LISTEN TO GOLDEN OLDIES (ALL) ON RADIO MON-SUN TOTAL (24 HRS)	96
CABLE/TELEVISION/RADIO	15.42.6	VIEWED REAL TIME WITH BILL MAHER ON HBO IN LAST 4 WEEKS	95
CABLE/TELEVISION/RADIO	8.65.1	VIEWED FX CABLE TV SERVICES IN LAST 7 DAYS	95
CABLE/TELEVISION/RADIO	9.44.1	VIEWED TNT)TURNER NETWORK TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	95
CABLE/TELEVISION/RADIO	138.13.4	WATCHED PEOPLES CHOICE AWARDS (CBS) LAST TIME IT WAS SHOWN	95
CABLE/TELEVISION/RADIO	8.23.1	VIEWED BRAVO CABLE TV SERVICES IN LAST 7 DAYS	95
CABLE/TELEVISION/RADIO	8.04.0	VIEWED DIY (DO-IT-YOURSELF) CABLE TV SERVICES IN LAST 7 DAYS	94
CABLE/TELEVISION/RADIO	240.77.9	VIEWED THE RICHES ON FX IN LAST 4 WEEKS	94
CABLE/TELEVISION/RADIO	236.78.5	WATCH TV EARLY FRINGE (4PM-7:30PM)	94
CABLE/TELEVISION/RADIO	45.38.8	WATCH CRIMINAL MINDS (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	94
CABLE/TELEVISION/RADIO	10.78.9	WATCHED THE TEEN CHOICE AWARDS (FOX) LAST TIME IT WAS SHOWN	94
CABLE/TELEVISION/RADIO	113.77.6	WATCH NUMBERS(CBS)) ONCE A WEEK PROGRAM WITH FULL ATTENTION	94
CABLE/TELEVISION/RADIO	7.66.4	CURRENTLY RECEIVE THE MOVIE CHANNEL PREMIUM CHANNELS	94
CABLE/TELEVISION/RADIO	10.58.1	VIEWED LARRY KING LIVE ON CNN IN THE LAST 4 WEEKS	93
CABLE/TELEVISION/RADIO	289.21.6	VIEWED NIP/TUCK ON FX IN LAS 4 WEEKS	93
CABLE/TELEVISION/RADIO	111.23.7	WATCH FIGURE SKATING ON TV FREQUENTLY	93
CABLE/TELEVISION/RADIO	146.75.7	WATCHED TOURNAMENT OF ROSES PARADE (NBC) LAST TIME IT WAS SHOWN	93
CABLE/TELEVISION/RADIO	9.69.1	VIEWED MTV (MUSIC TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	93
CABLE/TELEVISION/RADIO	18.08.1	VIEWED STYLE CABLE TV SERVICES IN LAST 7 DAYS	93
CABLE/TELEVISION/RADIO	18.09.1	VIEWED SPEED CABLE TV SERVICES IN LAST 7 DAYS	93
CABLE/TELEVISION/RADIO	9.56.1	VIEWED THE WEATHER CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	93
CABLE/TELEVISION/RADIO	289.21.X	VIEWED RESCUE ME ON FX IN LAST 4 WEEKS	92
CABLE/TELEVISION/RADIO	8.11.1	VIEWED AANDE (ARTS AND ENTERTAINMENT NETWORK) CABLE TV SERVICES IN LAS	92
CABLE/TELEVISION/RADIO	7.66.8	CURRENTLY RECEIVE STARZ PREMIUM CHANNELS	92
CABLE/TELEVISION/RADIO	141.06.X	LISTEN TO SATELLITE RADIO AT HOME	92

**CPR Report by Category:
Cable/Television/Radio**

CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	114.11.2	WATCH NASCAR RACING ON TV FREQUENTLY	92
CABLE/TELEVISION/RADIO	142.07.1	VIEWED HARDBALL WITH CHRIS MATTHEWS ON MSNBC IN LAST 4 WEEKS	92
CABLE/TELEVISION/RADIO	25.40.7	WATCH LATE SHOW WITH DAVID LETTERMAN (CBS) WITH FULL ATTENTION	91
CABLE/TELEVISION/RADIO	31.05.6	VIEWED NASCAR ON TNT ON TNT IN LAST 4 WEEKS	91
CABLE/TELEVISION/RADIO	15.11.6	VIEWED SPECIAL REPORT WITH BRIT HUME ON FOX NEWS CHANNEL IN LAST 4 WEEK	91
CABLE/TELEVISION/RADIO	7.73.8	VIEWED NBA SPORTS PACKAGES ON PAY-PER-VIEW TV IN LAST 12 MONTHS	91
CABLE/TELEVISION/RADIO	137.77.4	WATCHED MISS USA PAGENT (NBC) LAST TIME IT WAS SHOWN	91
CABLE/TELEVISION/RADIO	10.01.1	VIEWED ANIMAL PLANET CABLE TV SERVICES IN LAST 7 DAYS	91
CABLE/TELEVISION/RADIO	18.15.1	VIEWED DISCOVERY HEALTH CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	91
CABLE/TELEVISION/RADIO	116.69.7	WATCH NOVA (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	91
CABLE/TELEVISION/RADIO	17.20.1	VIEWED INSIDE THE ACTORS STUDIO ON BRAVO IN THE LAST 4 WEEKS	91
CABLE/TELEVISION/RADIO	141.04.Y	PLAN TO BUY XM SATELLITE RADIO DURING NEXT 12 MONTHS	91
CABLE/TELEVISION/RADIO	114.01.X	VIEWED GILMORE GIRLS ON ABC FAMILY IN LAST 4 WEEKS	90
CABLE/TELEVISION/RADIO	63.01.X	VIEWED TOP CHEF ON BRAVO IN LAST 4 WEEKS	90
CABLE/TELEVISION/RADIO	1.21.6	VIEWED BBC AMERICA CABLE TV SERVICES IN LAST 7 DAYS	90
CABLE/TELEVISION/RADIO	9.08.8	VIEWED THE SCIENCE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	90
CABLE/TELEVISION/RADIO	167.52.5	VIEWED INTERVENTION ON AANDE IN LAST 4 WEEKS	90
CABLE/TELEVISION/RADIO	107.66.1	VIEWED TOON DISNEY CABLE TV SERVICES IN LAST 7 DAYS	90
CABLE/TELEVISION/RADIO	265.07.9	VIEWED WORLD SERIES OF POKER ON ESPN IN LAST 4 WEEKS	90
CABLE/TELEVISION/RADIO	9.50.1	VIEWED USA NETWORK CABLE TV SERVICES IN LAST 7 DAYS	89
CABLE/TELEVISION/RADIO	186.41.9	WATCH DEAL OR NO DEAL (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	89
CABLE/TELEVISION/RADIO	141.07.X	LISTEN TO SATELLITE RADIO AT WORK	89
CABLE/TELEVISION/RADIO	268.01.Y	VIEWED HOUSE ON USA NETWORK IN LAST 4 WEEKS	89
CABLE/TELEVISION/RADIO	106.47.2	WATCH NBC SPORTSWORLD SATURDAY ONCE A WEEK PROGRAM WITH FULL ATTEN	89
CABLE/TELEVISION/RADIO	45.33.X	WATCH BONES (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	88
CABLE/TELEVISION/RADIO	26.09.6	WATCH 20/20 (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	88
CABLE/TELEVISION/RADIO	9.26.1	VIEWED SCI-FI CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	88
CABLE/TELEVISION/RADIO	9.41.1	VIEWED SPIKE CABLE TV SERVICES IN LAST 7 DAYS	88
CABLE/TELEVISION/RADIO	17.49.1	VIEWED NATIONAL GEOGRAPHIC CHANNEL PRESENTS ON NATIONAL GEOGRAPHIC C	88
CABLE/TELEVISION/RADIO	51.26.5	WATCH GHOST WHISPERER (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	88
CABLE/TELEVISION/RADIO	263.26.1	VIEWED FINE LIVING CABLE TV SERVICES IN LAST 7 DAYS	88
CABLE/TELEVISION/RADIO	138.24.4	WATCHED TONY AWARDS (CBS) LAST TIME IT WAS SHOWN	88
CABLE/TELEVISION/RADIO	279.20.4	WATCH MASTERPIECE THEATER (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTI	88
CABLE/TELEVISION/RADIO	277.59.6	WATCH CSI: MIAMI (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	88
CABLE/TELEVISION/RADIO	24.05.6	WATCH FAMILY GUY (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	88
CABLE/TELEVISION/RADIO	15.10.6	VIEWED ON THE RECORD WITH GRETA VAN SUSTEREN ON FOX NEWS CHANNEL IN L	87

**CPR Report by Category:
Cable/Television/Radio**

CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	26.63.6	WATCH DATELINE NBC SUNDAY ONCE A WEEK PROGRAM WITH FULL ATTENTION	87
CABLE/TELEVISION/RADIO	275.41.1	VIEWED TRUCKS! ON SPIKE IN LAST 4 WEEKS	87
CABLE/TELEVISION/RADIO	107.63.1	VIEWED ABC FAMILY CABLE TV SERVICES IN LAST 7 DAYS	87
CABLE/TELEVISION/RADIO	112.36.9	VIEWED DINNER AND A MOVIE ON TBS IN LAST 4 WEEKS	87
CABLE/TELEVISION/RADIO	25.35.7	WATCH WORLD NEWS NOW (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	86
CABLE/TELEVISION/RADIO	178.21.Y	VIEWED CSI: MIAMI ON AANDE IN LAST 4 WEEKS	86
CABLE/TELEVISION/RADIO	35.12.1	SPENT 1/2 HOUR LAST WEEKEND LISTENING TO RADIO (BETWEEN 12MID-6AM)	85
CABLE/TELEVISION/RADIO	111.32.0	USE SUNDAY TV MAGAZINE MOST FOR INFORMATION ON WHATS ON TV	85
CABLE/TELEVISION/RADIO	231.01.8	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - FRI MID - 6AM	85
CABLE/TELEVISION/RADIO	21.18.1	VIEWED THE PLANETS FUNNIEST ANIMALS ON ANIMAL PLANET IN LAST 4 WEEKS	84
CABLE/TELEVISION/RADIO	7.73.1	VIEWED BOXING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	84
CABLE/TELEVISION/RADIO	237.03.1	VIEWED THE CLOSER ON TNT IN LAST 4 WEEKS	84
CABLE/TELEVISION/RADIO	26.14.6	WATCH 60 MINUTES (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	84
CABLE/TELEVISION/RADIO	20.04.7	WATCH THE TODAY SHOW (NBC) EARLY MORNING PROGRAM WITH FULL ATTENTION	84
CABLE/TELEVISION/RADIO	135.39.9	WATCH COLD CASE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	83
CABLE/TELEVISION/RADIO	237.26.7	VIEWED BIG LOVE ON HBO IN LAST 4 WEEKS	83
CABLE/TELEVISION/RADIO	289.11.6	VIEWED THE FIRST 48 ON AANDE IN LAST 4 WEEKS	83
CABLE/TELEVISION/RADIO	231.01.2	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO MON - SUN MID - 6AM	83
CABLE/TELEVISION/RADIO	128.66.6	WATCH LAW AND ORDER: SVU (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	82
CABLE/TELEVISION/RADIO	27.38.6	WATCH INSIDE EDITION (WEEKEND) ONCE A WEEK PROGRAM WITH FULL ATTENTION	82
CABLE/TELEVISION/RADIO	10.59.1	VIEWED LOU DOBBS TONIGHT ON CNN IN LAST 4 WEEKS	82
CABLE/TELEVISION/RADIO	236.78.4	WATCH TV DAYTIME (M-F 10AM-4PM)	82
CABLE/TELEVISION/RADIO	114.36.2	WATCH SKIING ON TV FREQUENTLY	82
CABLE/TELEVISION/RADIO	9.29.1	VIEWED SHOWTIME CABLE TV SERVICES IN LAST 7 DAYS	82
CABLE/TELEVISION/RADIO	194.43.Y	WATCH THE SHIELD ONCE A WEEK PROGRAM WITH FULL ATTENTION	82
CABLE/TELEVISION/RADIO	8.14.1	VIEWED AMC (AMERICAN MOVIE CLASSICS) CABLE TV SERVICES IN LAST 7 DAYS	82
CABLE/TELEVISION/RADIO	10.21.9	WATCHED AMERICAN FILM INSTITUTE (AFI) SPECIALS (CBS) LAST TIME IT WAS SHOWI	82
CABLE/TELEVISION/RADIO	14.17.6	VIEWED THE SHIELD ON FX IN LAST 4 WEEKS	81
CABLE/TELEVISION/RADIO	226.12.5	VIEWED NASCAR RACEDAY ON SPEED IN LAST 4 WEEKS	81
CABLE/TELEVISION/RADIO	143.06.1	VIEWED REBA ON LIFETIME IN LAST 4 WEEKS	81
CABLE/TELEVISION/RADIO	25.29.7	WATCH ABC WORLD NEWS TONIGHT EARLY EVENING WEEKDAY NEWS WITH FULL AT	81
CABLE/TELEVISION/RADIO	9.47.1	VIEWED TV GUIDE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	81
CABLE/TELEVISION/RADIO	75.15.7	WATCH SUPERNANNY (ABC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	81
CABLE/TELEVISION/RADIO	273.26.6	VIEWED CSI ON SPIKE IN LAST 4 WEEKS	80
CABLE/TELEVISION/RADIO	112.70.1	VIEWED MOVIE AND A MAKEOVER ON TBS IN LAST 4 WEEKS	80
CABLE/TELEVISION/RADIO	278.60.2	WATCH ALAN ALDA/SCIENTIFIC AMERICAN FRONTIERS(PBS) ONCE A WEEK PROGRAM	80

**CPR Report by Category:
Cable/Television/Radio**

CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	8.41.1	VIEWED CMT (COUNTRY MUSIC TELEVISION) CABLE TV SERVICES IN LAST 7 DAYS	80
CABLE/TELEVISION/RADIO	9.80.0	DID NOT VIEW ANY CABLE NETWORKS IN LAST 7 DAYS	80
CABLE/TELEVISION/RADIO	18.13.1	VIEWED IFC (INDEPENDENT FILM CHANNEL) CABLE TV SERVICES IN LAST 7 DAYS	80
CABLE/TELEVISION/RADIO	61.34.4	VIEWED TCM (TURNER CLASSIC MOVIES) CABLE TV SERVICES IN LAST 7 DAYS	80
CABLE/TELEVISION/RADIO	111.31.0	USE RADIO MOST FOR INFORMATION ON WHATS ON TV	80
CABLE/TELEVISION/RADIO	273.33.6	VIEWED LAW AND ORDER ON TNT IN LAST 4 WEEKS	80
CABLE/TELEVISION/RADIO	114.21.2	WATCH BOWLING ON TV FREQUENTLY	79
CABLE/TELEVISION/RADIO	51.42.0	WATCH SUPERNATURAL (THE CW)ONCE A WEEK PROGRAM WITH FULL ATTENTION	79
CABLE/TELEVISION/RADIO	111.31.9	USE NEWSPAPERS MOST FOR INFORMATION ON WHATS ON TV	79
CABLE/TELEVISION/RADIO	8.26.1	VIEWED CARTOON NETWORK CABLE TV SERVICES IN LAST 7 DAYS	79
CABLE/TELEVISION/RADIO	8.29.1	VIEWED CINEMAX CABLE TV SERVICES IN LAST 7 DAYS	79
CABLE/TELEVISION/RADIO	7.74.3	VIEWED SOCCER ON PAY-PER-VIEW TV IN LAST 12 MONTHS	79
CABLE/TELEVISION/RADIO	9.14.1	VIEWED NICK AT NITE CABLE TV SERVICES IN LAST 7 DAYS	79
CABLE/TELEVISION/RADIO	17.02.6	WATCH THE WALL STREET JOURNAL REPORT ONCE A WEEK PROGRAM WITH FULL A	78
CABLE/TELEVISION/RADIO	25.27.7	WATCH THE VIEW (ABC) DAYTIME PROGRAM WITH FULL ATTENTION	78
CABLE/TELEVISION/RADIO	26.55.6	WATCH COPS (FOX) ONCE A WEEK PROGRAM WITH FULL ATTENTION	78
CABLE/TELEVISION/RADIO	1.22.6	VIEWED OXYGEN CABLE TV SERVICES IN LAST 7 DAYS	78
CABLE/TELEVISION/RADIO	242.26.4	VIEWED WORLD CHAMPIONSHIP BOXING ON HBO IN LAST 4 WEEKS	78
CABLE/TELEVISION/RADIO	18.15.8	VIEWED DISCOVERY HOME CABLE TV SERVICES IN LAST 7 DAYS	78
CABLE/TELEVISION/RADIO	27.50.6	WATCH LAW AND ORDER (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	78
CABLE/TELEVISION/RADIO	237.51.7	LISTEN TO URBAN CONTEMPORARY ON RADIO MON-SUN TOTAL (24 HRS)	78
CABLE/TELEVISION/RADIO	8.01.1	VIEWED ENCORE CABLE TV SERVICES IN LAST 7 DAYS	78
CABLE/TELEVISION/RADIO	8.44.1	VIEWED COURT TV (COURTROOM TELEVISION NETWORK) CABLE TV SERVICES IN LA	78
CABLE/TELEVISION/RADIO	245.62.3	VIEWED KING OF THE HILL ON FX IN THE LAST 4 WEEKS	77
CABLE/TELEVISION/RADIO	279.20.9	WATCH MYSTERY! (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	77
CABLE/TELEVISION/RADIO	205.41.7	VIEWED THE OUTDOOR CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	77
CABLE/TELEVISION/RADIO	8.77.1	VIEWED LIFETIME CABLE TV SERVICES IN LAST 7 DAYS	77
CABLE/TELEVISION/RADIO	111.31.6	USE TV GUIDE MAGAZINE MOST FOR INFORMATION ON WHATS ON TV	77
CABLE/TELEVISION/RADIO	41.18.7	WATCH THE EARLY SHOW (CBS) WITH FULL ATTENTION	77
CABLE/TELEVISION/RADIO	107.64.1	VIEWED HALLMARK CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	76
CABLE/TELEVISION/RADIO	107.67.1	VIEWED WE (WOMENS ENTERTAINMENT) CABLE TV SERVICES IN LAST 7 DAYS	76
CABLE/TELEVISION/RADIO	278.60.8	WATCH ANTIQUES ROADSHOW (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTIOI	76
CABLE/TELEVISION/RADIO	231.02.2	LISTEN TO SPORTS EVENTS/SPORTS SHOWS ON RADIO SAT - SUN MID - 6AM	75
CABLE/TELEVISION/RADIO	278.52.6	WATCH WITHOUT A TRACE (CBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	75
CABLE/TELEVISION/RADIO	141.02.Y	PLAN TO BUY SIRIUS SATELLITE RADIO DURING NEXT 12 MONTHS	75
CABLE/TELEVISION/RADIO	114.22.2	WATCH BOXING ON TV FREQUENTLY	75

**CPR Report by Category:
Cable/Television/Radio**

CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	235.71.8	VIEWED WITHOUT A TRACE ON TNT IN LAST 4 WEEKS	74
CABLE/TELEVISION/RADIO	111.18.7	WATCH HORSE RACING ON TV FREQUENTLY	74
CABLE/TELEVISION/RADIO	18.20.X	VIEWED DISCOVERY TIMES CABLE TV SERVICES IN LAST 7 DAYS	74
CABLE/TELEVISION/RADIO	8.15.X	VIEWED BLOOMBERG TELEVISION CABLE TV SERVICES IN LAST 7 DAYS	74
CABLE/TELEVISION/RADIO	13.19.8	VIEWED LAW AND ORDER: CRIMINAL INTENT ON USA NETWORK IN LAST 4 WEEKS	73
CABLE/TELEVISION/RADIO	63.57.1	VIEWED LAW AND ORDER: CRIMINAL INTENT ON BRAVO IN LAST 4 WEEKS	73
CABLE/TELEVISION/RADIO	232.02.1	LISTEN TO URBAN (TOTAL) ON RADIO MON-SUN TOTAL (24 HRS)	72
CABLE/TELEVISION/RADIO	116.48.0	WATCH LAW AND ORDER: CRIMINAL INTENT (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	71
CABLE/TELEVISION/RADIO	22.70.4	WATCH GREAT PERFORMANCES (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	71
CABLE/TELEVISION/RADIO	231.70.1	LISTEN TO NOSTALGIA/BIG BAND/MOR ON RADIO MON-SUN TOTAL (24 HRS)	71
CABLE/TELEVISION/RADIO	232.10.6	LISTEN TO MEXICAN ON RADIO MON-SUN TOTAL (24 HRS)	71
CABLE/TELEVISION/RADIO	107.65.1	VIEWED SOAPNET CABLE TV SERVICES IN LAST 7 DAYS	70
CABLE/TELEVISION/RADIO	279.43.7	WATCH WASHINGTON WEEK (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	70
CABLE/TELEVISION/RADIO	135.20.1	VIEWED THE L WORD ON SHOWTIME IN LAST 4 WEEKS	70
CABLE/TELEVISION/RADIO	9.35.1	VIEWED THE MOVIE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	70
CABLE/TELEVISION/RADIO	15.16.6	VIEWED MUTUAL OF OMAHAS WILD KINGDON ON ANIMAL PLANET IN LAST 4 WEEKS	70
CABLE/TELEVISION/RADIO	8.03.1	VIEWED STARZ CABLE TV SERVICES IN LAST 7 DAYS	70
CABLE/TELEVISION/RADIO	18.07.9	VIEWED SUNDANCE CHANNEL CABLE TV SERVICES IN LAST 7 DAYS	70
CABLE/TELEVISION/RADIO	60.36.6	VIEWED THE ESSENTIALS ON TCM (TURNER CLASSIC MOVIES) IN LAST 4 WEEKS	69
CABLE/TELEVISION/RADIO	116.13.0	WATCH AMERICAN MASTERS (PBS) ONCE A WEEK PROGRAM WITH FULL ATTENTION	68
CABLE/TELEVISION/RADIO	236.30.1	LISTEN TO UNIVISION RADIO ON RADIO MON-SUN TOTAL (24 HRS)	68
CABLE/TELEVISION/RADIO	145.59.8	VIEWED NASCAR CRAFTSMEN TRUCK SERIES ON SPEED IN LAST 4 WEEKS	67
CABLE/TELEVISION/RADIO	25.30.7	WATCH CBS EVENING NEWS WITH KATIE COURIC EARLY EVENING NEWS WITH FULL ATTENTION	67
CABLE/TELEVISION/RADIO	253.79.1	LISTEN TO SPANISH AC ON RADIO MON-SUN TOTAL (24 HRS)	67
CABLE/TELEVISION/RADIO	231.55.1	LISTEN TO OLDIES ROCK -70S ON RADIO MON-SUN TOTAL (24 HRS)	66
CABLE/TELEVISION/RADIO	233.21.1	LISTEN TO UNIVISION RADIO SLS (KATZ HISPANIC) ON RADIO MON-SUN TOTAL (24 HRS)	66
CABLE/TELEVISION/RADIO	11.01.1	VIEWED TV LAND CABLE TV SERVICES IN LAST 7 DAYS	66
CABLE/TELEVISION/RADIO	237.51.1	LISTEN TO URBAN AC ON RADIO MON-SUN TOTAL (24 HRS)	65
CABLE/TELEVISION/RADIO	20.02.7	WATCH GOOD MORNING AMERICA (ABC) EARLY MORNING PROGRAM WITH FULL ATTENTION	65
CABLE/TELEVISION/RADIO	24.20.7	WATCH PASSIONS (NBC) DAYTIME PROGRAM WITH FULL ATTENTION	65
CABLE/TELEVISION/RADIO	31.31.X	VIEWED LONE STAR CINEMA ON TCM (TURNER CLASSIC MOVIES) IN LAST 4 WEEKS	65
CABLE/TELEVISION/RADIO	138.09.4	WATCHED NAACP IMAGE AWARDS (CBS) LAST TIME IT WAS SHOWN	65
CABLE/TELEVISION/RADIO	114.27.2	WATCH FISHING ON TV FREQUENTLY	64
CABLE/TELEVISION/RADIO	18.12.1	VIEWED FUSE CABLE TV SERVICES IN LAST 7 DAYS	64
CABLE/TELEVISION/RADIO	53.59.7	VIEWED TRICK MY TRUCH ON CMT IN LAST 4 WEEKS	63
CABLE/TELEVISION/RADIO	25.16.7	WATCH AS THE WORLD TURNS (CBS) DAYTIME PROGRAM WITH FULL ATTENTION	63

**CPR Report by Category:
Cable/Television/Radio**

CATEGORY	CCP CODE	VARIABLE NAME	Score
CABLE/TELEVISION/RADIO	176.47.1	VIEWED WWE MONDAY NIGHT RAW ON USA NETWORK IN LAST 4 WEEKS	63
CABLE/TELEVISION/RADIO	7.74.2	VIEWED WWE WRESTLING ON PAY-PER-VIEW TV IN LAST 12 MONTHS	62
CABLE/TELEVISION/RADIO	237.50.7	LISTEN TO INSPIRATIONAL ON RADIO MON-SUN TOTAL (24 HRS)	61
CABLE/TELEVISION/RADIO	26.25.6	WATCH AMERICAS MOST WANTED (FOX) ONCE A WEEK PROGRAM WITH FULL ATTEN'	61
CABLE/TELEVISION/RADIO	8.17.1	VIEWED BET (BLACK ENTERTAINMENT TV) CABLE TV SERVICES IN LAST 7 DAYS	61
CABLE/TELEVISION/RADIO	186.41.1	WATCH DA VINCIS INQUEST ONCE A WEEK PROGRAM WITH FULL ATTENTION	61
CABLE/TELEVISION/RADIO	288.55.8	VIEWED IN LIVING COLOR ON BET IN LAST 4 WEEKS	60
CABLE/TELEVISION/RADIO	25.18.7	WATCH DAYS OF OUR LIVES DAYTIME PROGRAM WITH FULL ATTENTION	58
CABLE/TELEVISION/RADIO	231.76.1	LISTEN TO SOUTHERN GOSPEL ON RADIO MON-SUN TOTAL (24 HRS)	57
CABLE/TELEVISION/RADIO	20.06.7	WATCH THE PRICE IS RIGHT DAYTIME PROGRAM WITH FULL ATTENTION	57
CABLE/TELEVISION/RADIO	8.53.8	VIEWED CMT CROSSROADS ON CMT IN LAST 4 WEEKS	56
CABLE/TELEVISION/RADIO	167.34.6	VIEWED SATURDAY MORNING WESTERNS ON AMC IN LAST 4 WEEKS	56
CABLE/TELEVISION/RADIO	105.08.2	WATCH WNBA BASKETBALL-REG SEASON ON TV FREQUENTLY	55
CABLE/TELEVISION/RADIO	20.05.7	WATCH ALL MY CHILDREN (ABC) DAYTIME PROGRAM WITH FULL ATTENTION	55
CABLE/TELEVISION/RADIO	115.05.5	WATCH WWE ON TV FREQUENTLY	54
CABLE/TELEVISION/RADIO	231.19.1	LISTEN TO BLACK/RHYTHM AND BLUES ON RADIO MON-SUN TOTAL (24 HRS)	52
CABLE/TELEVISION/RADIO	289.12.9	VIEWED SUNDAY MORNING SHOOTOUT ON AMC IN LAST 4 WEEKS	52
CABLE/TELEVISION/RADIO	288.55.3	VIEWED THE JAMIE FOXX SHOW ON BET IN LAST 4 WEEKS	51
CABLE/TELEVISION/RADIO	288.15.1	VIEWED GIRLFRIENDS ON BET IN LAST 4 WEEKS	47
CABLE/TELEVISION/RADIO	8.74.1	VIEWED INSP (INSPIRATIONAL NETWORK) CABLE TV SERVICES IN LAST 7 DAYS	47
CABLE/TELEVISION/RADIO	121.17.2	VIEWED INDEPENDENT SPIRIT AWARDS IN IFC IN LAST 4 WEEKS	41
CABLE/TELEVISION/RADIO	18.42.6	WATCH WWE FRIDAY NIGHT SMACKDOWN!(THE CW) ONCE A WEEK PROGRAM WITH F	41
CABLE/TELEVISION/RADIO	232.11.6	LISTEN TO TEJANO ON RADIO MON-SUN TOTAL (24 HRS)	35

**CPR Report by Category:
Cleaning Products**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
CLEANING PRODUCTS	167.40.7	USED STORE BRAND AUTOMATIC DISHWASHING DETERGENT/RINSE	151
CLEANING PRODUCTS	104.10.4	USED ELECTRASOL AUTOMATIC DISHWASHING DETERGENT/RINSE	145
CLEANING PRODUCTS	167.22.1	HOUSEHOLD USES AUSTOMATIC DISHWASHING DETERGENT/RINSE	132
CLEANING PRODUCTS	104.10.3	USED CASCADE AUTOMATIC DISHWASHING DETERGENT/RINSE	127
CLEANING PRODUCTS	182.02.3	USE STORE BRAND DISHWASHING LIQUID (NOT AUTO DISHWASHING)	117
CLEANING PRODUCTS	165.39.5	USE OXICLEAN LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	116
CLEANING PRODUCTS	167.23.0	USE SWIFFER HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	116
CLEANING PRODUCTS	104.23.4	USE SOFT SCRUB CLEANERS	113
CLEANING PRODUCTS	166.60.2	USE BOUNCE SHEETS FABRIC SOFTENERS	113
CLEANING PRODUCTS	103.15.8	USE TIDE LAUNDRY SOAPS/DETERGENTS	112
CLEANING PRODUCTS	168.51.1	USE SCRUBBING BUBBLES HOUSEHOLD CLEANERS	111
CLEANING PRODUCTS	10.22.Y	USE SCOTCH BRITE SCOURING PADS/SPONGES	109
CLEANING PRODUCTS	167.23.5	USE CLOROX HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	108
CLEANING PRODUCTS	168.51.4	USE FORMULA 409 HOUSEHOLD CLEANERS	108
CLEANING PRODUCTS	113.72.8	USE SOFT SCRUB HOUSEHOLD CLEANERS	108
CLEANING PRODUCTS	168.51.3	USE FANTASTIK ALL-PURPOSE HOUSEHOLD CLEANERS	107
CLEANING PRODUCTS	167.47.7	HOUSEHOLD USES HH CLEANING DISPOSABLE WIPES/FLOOR CLEANERS	106
CLEANING PRODUCTS	104.02.9	USE PALMOLIVE DISHWASHING LIQUID (NOT AUTO DISHWASHING)	106
CLEANING PRODUCTS	166.36.1	HOUSEHOLD USES LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	105
CLEANING PRODUCTS	166.40.7	USE WOOLITE LAUNDRY BOOSTER/PRE-SOAK/PRE-CLEANSER	105
CLEANING PRODUCTS	104.25.6	USE WINDEX WINDOW/GLASS CLEANERS	104
CLEANING PRODUCTS	169.08.1	HOUSEHOLD USES RUG CLEANERS/SHAMPOOS	103
CLEANING PRODUCTS	169.11.2	USE BISSELL RUG CLEANERS/SHAMPOOS	103
CLEANING PRODUCTS	113.57.Y	USE CLOROX IN-BOWL TOILET CLEANERS	103
CLEANING PRODUCTS	167.70.2	USE DRANO DRAIN CLEANERS	102
CLEANING PRODUCTS	168.43.1	HOUSEHOLD USES HOUSEHOLD CLEANERS	102
CLEANING PRODUCTS	168.08.1	HOUSEHOLD USES FORMULA 409 WINDOW/GLASS CLEANERS	101

**CPR Report by Category:
Cleaning Products**

CATEGORY	CCP CODE	VARIABLE NAME	Score
CLEANING PRODUCTS	167.08.1	HOUSEHOLD USES DISHWASHING LIQUID (NOT AUTO DISHWASING)	101
CLEANING PRODUCTS	166.12.Y	USE STORE BRAND LAUNDRY SOAPS/DETERGENTS	101
CLEANING PRODUCTS	166.08.1	HOUSEHOLD USES LAUNDRY SOAPS/DETERGENTS	101
CLEANING PRODUCTS	166.57.1	HOUSEHOLD USES FABRIC SOFTENERS	100
CLEANING PRODUCTS	166.61.8	USE DOWNY LIQUID FABRIC SOFTENERS	100
CLEANING PRODUCTS	166.50.8	USE CLOROX BLEACH	99
CLEANING PRODUCTS	168.73.3	USE MURPHYS OIL SOAP FLOOR WAX OR POLISH	99
CLEANING PRODUCTS	166.46.1	HOUSEHOLD USES BLEACH	99
CLEANING PRODUCTS	168.36.1	HOUSEHOLD USES METAL POLISHES/CLEANERS	98
CLEANING PRODUCTS	168.52.0	USE LYSOL ALL PURPOSE CLEANER HOUSEHOLD CLEANERS	97
CLEANING PRODUCTS	168.54.7	USE WINDEX HOUSEHOLD CLEANERS	97
CLEANING PRODUCTS	168.39.9	USE WRIGHTS FRIEND METAL POLISHES/CLEANERS	97
CLEANING PRODUCTS	167.27.Y	USE STORE BRAND HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	96
CLEANING PRODUCTS	167.23.7	USE LYSOL HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	95
CLEANING PRODUCTS	167.49.1	HOUSEHOLD USES ABRASIVE CLEANERS	95
CLEANING PRODUCTS	167.38.1	HOUSEHOLD USES SCOURING PADS/SPONGES	95
CLEANING PRODUCTS	182.02.1	USE SUNLIGHT DISHWASHING LIQUID (NOT AUTO DISHWASHING)	95
CLEANING PRODUCTS	167.70.7	USE LIQUID PLUMR DRAIN CLEANERS	95
CLEANING PRODUCTS	167.67.1	HOUSEHOLD USES DRAIN CLEANERS	94
CLEANING PRODUCTS	168.24.1	HOUSEHOLD USES IN-BOWL TOILET CLEANERS	93
CLEANING PRODUCTS	104.23.1	USE COMET ABRASIVE CLEANERS	93
CLEANING PRODUCTS	166.62.1	USE STORE BRAND FABRIC SOFTENERS	93
CLEANING PRODUCTS	182.01.9	USE JOY DISHWASHING LIQUID (NOT AUTO DISHWASHING)	92
CLEANING PRODUCTS	168.40.1	USE BAR KEEPERS FRIEND METAL POLISHES/CLEANERS	92
CLEANING PRODUCTS	166.50.7	USE STORE BRAND BLEACH	92
CLEANING PRODUCTS	169.11.X	USE SCOTCHGARD RUG CLEANERS/SHAMPOOS	92
CLEANING PRODUCTS	103.14.0	USE CHEER LAUNDRY SOAPS/DETERGENTS	91
CLEANING PRODUCTS	104.37.9	USE WOOLITE RUG CLEANERS/SHAMPOOS	91
CLEANING PRODUCTS	104.02.7	USE DAWN DISHWASHING LIQUID (NOT AUTO DISHWASHING)	91
CLEANING PRODUCTS	113.72.2	USE COMET HOUSEHOLD CLEANERS	89
CLEANING PRODUCTS	166.61.X	USE SNUGGLE SHEETS FABRIC SOFTENERS	89
CLEANING PRODUCTS	168.11.4	USE FORMULA 409 WINDOW/GLASS CLEANERS	87
CLEANING PRODUCTS	168.16.1	USE CLOROX IN-TANK TOILET CLEANERS	85
CLEANING PRODUCTS	168.65.1	HOUSEHOLD USES FLOOR WAX OR POLISH	84
CLEANING PRODUCTS	167.61.1	HOUSEHOLD USES OVEN CLEANERS	84
CLEANING PRODUCTS	104.41.4	USE GLADE RUG DEODORIZERS	83

**CPR Report by Category:
Cleaning Products**

CATEGORY	CCP CODE	VARIABLE NAME	Score
CLEANING PRODUCTS	167.62.0	USE EASY-OFF OVEN CLEANERS	83
CLEANING PRODUCTS	104.33.7	USE PINE-SOL HOUSEHOLD CLEANERS	82
CLEANING PRODUCTS	169.18.1	HOUSEHOLD USES RUG DEODORIZERS/FRESHENERS	81
CLEANING PRODUCTS	263.03.0	USE CLOROX TOILET WAND IN-TANK TOILET CLEANERS	81
CLEANING PRODUCTS	167.45.8	USE DAWN WASH N TOSS SCOURING PADS/SPONGES	80
CLEANING PRODUCTS	113.72.6	USE MR CLEAN HOUSEHOLD CLEANERS	79
CLEANING PRODUCTS	168.51.9	USE LIME-A-WAY HOUSEHOLD CLEANERS	78
CLEANING PRODUCTS	168.50.4	USE FABULOSO HOUSEHOLD CLEANERS	78
CLEANING PRODUCTS	167.41.1	USE BRILLO SCOURING PADS/SPONGES	78
CLEANING PRODUCTS	103.15.6	USE PUREX LAUNDRY SOAPS/DETERGENTS	78
CLEANING PRODUCTS	114.08.0	USE ARMSTRONG FLOOR WAX OR POLISH	76
CLEANING PRODUCTS	167.23.8	USE MR CLEAN HH CLEANING DISPOSABLE WIPES/ FLOOR CLEANERS	72
CLEANING PRODUCTS	168.73.2	USE MR CLEAN FLOOR WAX OR POLISH	67
CLEANING PRODUCTS	169.20.3	USE LYSOL FABRIC REFRESHER RUG DEODORIZERS	67
CLEANING PRODUCTS	168.11.8	USE MR CLEAN WINDOW/GLASS CLEANERS	65
CLEANING PRODUCTS	166.50.0	USE PUREX BLEACH	64
CLEANING PRODUCTS	167.62.8	USE SOS OVEN CLEANING PADS	64
CLEANING PRODUCTS	166.12.0	USE WOOLITE LAUNDRY SOAPS/DETERGENTS	63
CLEANING PRODUCTS	263.50.5	USE GLADE IN-BOWL TOILET CLEANERS	59
CLEANING PRODUCTS	104.21.7	USE STORE BRAND CLEANERS	59
CLEANING PRODUCTS	104.26.3	USE TY-D-BOL IN-TANK TOILET CLEANERS	54
CLEANING PRODUCTS	113.72.7	USE PUREX HOUSEHOLD CLEANERS	51
CLEANING PRODUCTS	166.11.3	USE IVORY SNOW LAUNDRY SOAPS/DETERGENTS	49
CLEANING PRODUCTS	166.08.6	USE ARIEL LAUNDRY SOAPS/DETERGENTS	38

**CPR Report by Category:
Computers/Internet**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
COMPUTERS/INTERNET	86.12.1	USED/VISITED LINKEDINCOM DURING LAST 7 DAYS	343
COMPUTERS/INTERNET	77.46.X	USED/VISITED LATIMESCOM DURING LAST 7 DAYS	224
COMPUTERS/INTERNET	119.57.5	MOST RECENTLY ACQUIRED HOME PC BRAND: ALIENWARE	213
COMPUTERS/INTERNET	77.45.1	USED/VISITED WSJCOM DURING LAST 7 DAYS	208
COMPUTERS/INTERNET	77.44.1	USED/VISITED CBSSPORTSLINECOM DURING LAST 7 DAYS	193
COMPUTERS/INTERNET	120.49.8	PC AT HOME USED FOR TELECOMMUTING	191
COMPUTERS/INTERNET	120.49.3	PC AT HOME USED FOR TIME MANAGEMENT	184
COMPUTERS/INTERNET	120.73.5	OWN REMOTE ACCESS SOFTWARE	183
COMPUTERS/INTERNET	119.47.7	MOST RECENTLY ACQUIRED HOME PC BRAND: SONY VAIO	179
COMPUTERS/INTERNET	77.37.6	USED/VISITED TICKETMASTERCOM DURING LAST 7 DAYS	178
COMPUTERS/INTERNET	77.38.3	USED/VISITED DISNEYCOM DURING LAST 7 DAYS	176
COMPUTERS/INTERNET	77.42.Y	USED/VISITED ORBITZCOM DURING LAST 7 DAYS	174
COMPUTERS/INTERNET	111.27.0	PC AT HOME USED FOR NETWORKING (SHARING 2 OR MORE DEVICES)	173
COMPUTERS/INTERNET	77.39.2	USED/VISITED EXPEDIACOM DURING LAST 7 DAYS	172
COMPUTERS/INTERNET	120.72.X	OWN TIME MANAGEMENT SOFTWARE	171
COMPUTERS/INTERNET	77.44.X	USED/VISITED USATODAYCOM DURING LAST 7 DAYS	168
COMPUTERS/INTERNET	180.53.0	MOST RECENTLY ACQUIRED HOME PC BRAND:	168
COMPUTERS/INTERNET	115.29.5	HOUSEHOLD OWNS 3 PCS	167
COMPUTERS/INTERNET	119.56.X	MOST RECENT PC AT HOME PURCHASED ONLINE	167
COMPUTERS/INTERNET	77.47.6	USED/VISITED PGATOURCOM DURING LAST 7 DAYS	167
COMPUTERS/INTERNET	115.29.6	HOUSEHOLD OWNS 4 PCS	167
COMPUTERS/INTERNET	77.46.3	USED/VISITED MARKETWATCHCOM DURING LAST 7 DAYS	166
COMPUTERS/INTERNET	120.73.4	OWN PROGRAMMING LANGIAGE/AIDS SOFTWARE	161
COMPUTERS/INTERNET	77.44.7	USED/VISITED TRAVELOCITYCOM DURING LAST 7 DAYS	161
COMPUTERS/INTERNET	120.48.0	PC AT HOME USED FOR PERSONAL FINANCIAL MANAGEMENT	161
COMPUTERS/INTERNET	77.47.1	USED/VISITED MONSTERCOM DURING LAST 7 DAYS	161
COMPUTERS/INTERNET	120.48.Y	PC AT HOME USED FOR PROGRAMMING	161

**CPR Report by Category:
Computers/Internet**

CATEGORY	CCP CODE	VARIABLE NAME	Score
COMPUTERS/INTERNET	77.44.5	USED/VISITED TIMECOM DURING LAST 7 DAYS	159
COMPUTERS/INTERNET	120.72.8	OWN PERSONAL FINANCIAL SOFTWARE	156
COMPUTERS/INTERNET	119.51.4	MOST RECENTLY ACQUIRED HOME PC BRAND: APPLE MACINTOSH/ POWER MACINTO	156
COMPUTERS/INTERNET	120.48.4	PC AT HOME USED FOR DESKTOP PUBLISHING	155
COMPUTERS/INTERNET	120.48.7	PC AT HOME USED FOR GRAPHICS/PRESENTATION	155
COMPUTERS/INTERNET	77.37.X	USED/VISITED CNNCOM DURING LAST 7 DAYS	154
COMPUTERS/INTERNET	77.38.X	USED/VISITED ESPNCOM DURING LAST 7 DAYS	154
COMPUTERS/INTERNET	120.77.1	BOUGHT SOFTWARE AT AUDIO/VIDEO ELECTRONIC STORE DURING LAST 12 MONTHS	152
COMPUTERS/INTERNET	120.49.2	PC AT HOME USED FOR TAXES	152
COMPUTERS/INTERNET	77.46.2	USED/VISITED BESTBUYCOM DURING LAST 7 DAYS	151
COMPUTERS/INTERNET	120.72.0	OWN SPREADSHEETS SOFTWARE	151
COMPUTERS/INTERNET	77.42.4	USED/VISITED NBCCOM DURING LAST 7 DAYS	150
COMPUTERS/INTERNET	86.10.1	USED/VISITED FAMILYFUNCOM DURING LAST 7 DAYS	150
COMPUTERS/INTERNET	77.41.5	USED/VISITED MAPQUESTCOM DURING LAST 7 DAYS	149
COMPUTERS/INTERNET	111.27.X	HOUSEHOLD HAS A HOME NETWORK	149
COMPUTERS/INTERNET	77.53.0	USED/VISITED NETFLIXCOM DURING LAST 7 DAYS	148
COMPUTERS/INTERNET	32.38.X	USE INTERNET ALSO AT RESTAURANTS/COFFEE SHOPS	148
COMPUTERS/INTERNET	120.75.1	BOUGHT 7 OR MORE SOFTWARE PROGRAMS DURING LAST 12 MONTHS	147
COMPUTERS/INTERNET	120.48.1	PC AT HOME USED FOR ACCOUNTING	146
COMPUTERS/INTERNET	32.24.4	USE INTERNET MOSTLY AT WORK	146
COMPUTERS/INTERNET	120.77.4	BOUGHT SOFTWARE AT SOFTWARE STORE DURING LAST 12 MONTHS	146
COMPUTERS/INTERNET	77.47.3	USED/VISITED NBACOM DURING LAST 7 DAYS	146
COMPUTERS/INTERNET	120.48.8	PC AT HOME USED FOR HOME BANKING	146
COMPUTERS/INTERNET	120.72.3	OWN DESKTOP PUBLISHING	146
COMPUTERS/INTERNET	120.77.X	BOUGHT SOFTWARE ONLINE DURING LAST 12 MONTHS	145
COMPUTERS/INTERNET	120.72.7	OWN GRAPHICS/PRESENTATION SOFTWARE	145
COMPUTERS/INTERNET	120.49.4	PC AT HOME USED FOR TRAVEL PLANNING	145
COMPUTERS/INTERNET	120.77.6	BOUGHT SOFTWARE DIRECTLY FROM MANUFACTURER DURING THE LAST 12 MONTHS	145
COMPUTERS/INTERNET	77.39.X	USED/VISITED GOOGLECOM DURING LAST 7 DAYS	143
COMPUTERS/INTERNET	77.37.4	USED/VISITED CBSCOM DURING LAST 7 DAYS	143
COMPUTERS/INTERNET	120.77.3	BOUGHT SOFTWARE AT COMPUTER STORE DURING LAST 12 MONTHS	142
COMPUTERS/INTERNET	154.33.2	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: MOVIE INFORMATION/REVIEWS/SHOWTIME	142
COMPUTERS/INTERNET	120.72.5	OWN FILING/DATABASE SOFTWARE	142
COMPUTERS/INTERNET	120.72.4	OWN EDUCATIONAL SOFTWARE	141
COMPUTERS/INTERNET	77.35.8	USED/VISITED AMAZONCOM DURING LAST 7 DAYS	141
COMPUTERS/INTERNET	120.48.9	PC AT HOME USED FOR HOME SHOPPING	139

**CPR Report by Category:
Computers/Internet**

CATEGORY	CCP CODE	VARIABLE NAME	Score
COMPUTERS/INTERNET	263.17.X	PC AT HOME USED FOR DIGITAL PHOTO EDITING (FROM DIGITAL CAMERA)	139
COMPUTERS/INTERNET	63.23.1	USED/VISITED PAYPALCOM DURING LAST 7 DAYS	139
COMPUTERS/INTERNET	77.47.5	USED/VISITED NHLCOM DURING LAST 7 DAYS	139
COMPUTERS/INTERNET	120.48.6	PC AT HOME USED FOR FILING/DATABASE MANAGEMENT	139
COMPUTERS/INTERNET	77.48.1	USED/VISITED VERIZONCOM DURING LAST 7 DAYS	139
COMPUTERS/INTERNET	77.42.1	USED/VISITED MSNBCCOM DURING LAST 7 DAYS	139
COMPUTERS/INTERNET	120.78.1	BOUGHT SOFTWARE AT OFFICE SUPPLY STORE DUING LAST 12 MONTHS	138
COMPUTERS/INTERNET	77.46.6	USED/VISITED DELLCOM DURING LAST 7 DAYS	138
COMPUTERS/INTERNET	77.40.4	USED/VISITED HOTMAILCOM DURING LAST 7 DAYS	137
COMPUTERS/INTERNET	120.48.2	PC AT HOME USED FOR BUSINESS ANALYSIS/FORECASTING	137
COMPUTERS/INTERNET	77.41.X	USED/VISITED MSNCOM DURING LAST 7 DAYS	136
COMPUTERS/INTERNET	120.49.5	PC AT HOME USED FOR WORD PROCESSING	136
COMPUTERS/INTERNET	120.72.2	OWN COMMUNICATIONS/E-MAIL SOFTWARE	136
COMPUTERS/INTERNET	120.49.1	PC AT HOME USED FOR RETRIEVAL OF NEWS/INFORMATION/DATA SERVICES	135
COMPUTERS/INTERNET	77.45.2	USED/VISITED WEATHERCOM DURING LAST 7 DAYS	134
COMPUTERS/INTERNET	86.11.3	USED/VISITED IMDBCOM DURING LAST 7 DAYS	134
COMPUTERS/INTERNET	120.73.1	OWN WORD PROCESSING SOFTWARE	133
COMPUTERS/INTERNET	77.35.4	USED/VISITED ABOUTCOM DURING LAST 7 DAYS	132
COMPUTERS/INTERNET	77.38.6	USED/VISITED EBAYCOM DURING LAST 7 DAYS	132
COMPUTERS/INTERNET	77.36.9	USED/VISITED BARNESANDNOBLECOM DURING LAST 7 DAYS	132
COMPUTERS/INTERNET	120.72.1	OWN BUSINESS SOFTWARE (ACC, PAYROLL ETC)	132
COMPUTERS/INTERNET	120.48.5	PC AT HOME USED FOR EDUCATION	132
COMPUTERS/INTERNET	120.73.7	OWN INTERNET FIREWALL SECURITY	131
COMPUTERS/INTERNET	77.46.Y	USED/VISITED MLBCOM DURING LAST 7 DAYS	130
COMPUTERS/INTERNET	105.01.1	USED WEB APPLICATIONS DURING LAST 12 MONTHS	129
COMPUTERS/INTERNET	77.42.X	USED/VISITED NYTIMESCOM DURING LAST 7 DYAS	129
COMPUTERS/INTERNET	77.40.1	USED/VISITED SUPERPAGESCOM DURING LAST 7 DAYS	128
COMPUTERS/INTERNET	119.56.7	MOST RECENT PC AT HOME PURCHASED DIRECTLY FROM MANUFACTURER	128
COMPUTERS/INTERNET	77.47.4	USED/VISITED NFLCOM DURING LAST 7 DAYS	127
COMPUTERS/INTERNET	119.41.0	MOST RECENTLY ACQUIRED HOME PC BRAND: DELL	127
COMPUTERS/INTERNET	77.45.7	USED/VISITED YAHOO.COM DURING LAST 7 DAYS	127
COMPUTERS/INTERNET	189.41.1	ANYONE IN HH OWNS COMPUTER PERIPHERALS/ACCESORIES	125
COMPUTERS/INTERNET	120.73.6	OWN ANTI-VIRUS SOFTWARE	124
COMPUTERS/INTERNET	77.48.2	USED/VISITED WASHINGTONPOSTCOM DURING LAST 7 DAYS	124
COMPUTERS/INTERNET	115.29.4	HOUSEHOLD OWNS PCS	124
COMPUTERS/INTERNET	32.51.0	USE INTERNET MOSTLY AT HOTELS	124

**CPR Report by Category:
Computers/Internet**

CATEGORY	CCP CODE	VARIABLE NAME	Score
COMPUTERS/INTERNET	120.72.6	OWN GAMES/RECREATION SOFTWARE	124
COMPUTERS/INTERNET	119.56.3	MOST RECENT PC AT HOME PURCHASED AT AUDIO/VIDEO ELECTRONICS STORE	124
COMPUTERS/INTERNET	119.41.4	MOST RECENTLY ACQUIRED HOME PC BRAND: ACER	124
COMPUTERS/INTERNET	120.77.8	BOUGHT SOFTWARE VIA MAIL ORDER/PHONE ORDER DURING LAST 12 MONTHS	124
COMPUTERS/INTERNET	200.01.1	USED WEBSITES DURING LAST 7 DAYS	123
COMPUTERS/INTERNET	119.56.5	MOST RECENT PC AT HOME PURCHASED AT COMPUTER STORE	123
COMPUTERS/INTERNET	111.27.9	PC AT HOME USED FOR INTERNET/E-MAIL	123
COMPUTERS/INTERNET	77.47.7	USED/VISITED REUTERS.COM DURING LAST 7 DAYS	123
COMPUTERS/INTERNET	120.48.3	PC AT HOME USED FOR COMPUTER GAMES	123
COMPUTERS/INTERNET	119.56.9	MOST RECENT PC AT HOME PURCHASED WHOLESALE/PRICE CLUBS	121
COMPUTERS/INTERNET	120.72.9	OWN PERSONAL INFORMATION MANAGEMENT SOFTWARE	121
COMPUTERS/INTERNET	120.77.7	BOUGHT SOFTWARE DIRECTLY FROM DISCOUNT STORE DURING THE LAST 12 MONTHS	121
COMPUTERS/INTERNET	78.10.9	USED/VISITED T-MOBILE.COM DURING LAST 7 DAYS	119
COMPUTERS/INTERNET	77.43.X	USED/VISITED SONY.COM DURING LAST 7 DAYS	119
COMPUTERS/INTERNET	77.39.5	USED/VISITED FOX.COM DURING LAST 7 DAYS	119
COMPUTERS/INTERNET	77.36.8	USED/VISITED ASK.COM (ASKJEEVES) DURING LAST 7 DAYS	118
COMPUTERS/INTERNET	32.24.3	USE INTERNET MOSTLY AT HOME	117
COMPUTERS/INTERNET	63.31.1	USED/VISITED YELLOWPAGES.COM DURING LAST 7 DAYS	117
COMPUTERS/INTERNET	77.37.8	USED/VISITED CLASSMATES.COM DURING LAST 7 DAYS	114
COMPUTERS/INTERNET	77.42.3	USED/VISITED NASCAR.COM DURING LAST 7 DAYS	114
COMPUTERS/INTERNET	119.48.7	MOST RECENTLY ACQUIRED HOME PC BRAND: TOSHIBA	114
COMPUTERS/INTERNET	119.42.X	MOST RECENTLY ACQUIRED HOME PC BRAND: HEWLETT PACKARD	113
COMPUTERS/INTERNET	120.41.1	HOUSEHOLD OWNS PC	112
COMPUTERS/INTERNET	78.75.5	SPONSORED WEBSITES FROM RESEARCH RESULTS VERY OFTEN LEAD TO PURCHASE	112
COMPUTERS/INTERNET	104.45.3	USE INTERNET	112
COMPUTERS/INTERNET	104.05.1	INTENDS TO PURCHASE PC IN NEXT 18 MONTHS	110
COMPUTERS/INTERNET	78.75.6	WEBPAGE LINKS FORM VERY OFTEN LEADS TO PURCHASE	109
COMPUTERS/INTERNET	154.34.2	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: VIDEO GAME NEWS/ REVIEWS/ CHEAT CODES	108
COMPUTERS/INTERNET	77.46.5	USED/VISITED COOLSAVINGS.COM DURING LAST 7 DAYS	108
COMPUTERS/INTERNET	32.39.0	USE INTERNET MOSTLY AT AIRPORTS	108
COMPUTERS/INTERNET	77.46.0	USED/VISITED HPCOM DURING LAST 7 DAYS	107
COMPUTERS/INTERNET	77.40.8	USED/VISITED IVILLAGE.COM DURING LAST 7 DAYS	106
COMPUTERS/INTERNET	119.45.X	MOST RECENTLY ACQUIRED HOME PC BRAND: OTHER BRAND	106
COMPUTERS/INTERNET	77.50.8	USED/VISITED MYSPACE.COM DURING LAST 7 DAYS	103
COMPUTERS/INTERNET	77.36.1	USED/VISITED AOL.COM DURING LAST 7 DAYS	102
COMPUTERS/INTERNET	119.42.8	MOST RECENTLY ACQUIRED HOME PC BRAND: GATEWAY	102

**CPR Report by Category:
Computers/Internet**

CATEGORY	CCP CODE	VARIABLE NAME	Score
COMPUTERS/INTERNET	75.40.1	USED/VISITED EHARMONYCOM DURING LAST 7 DAYS	101
COMPUTERS/INTERNET	77.50.7	USED/VISITED 1800FLOWERSCOM DURING LAST 7 DAYS	101
COMPUTERS/INTERNET	180.56.0	MOST RECENTLY ACQUIRED HOME PC BRAND: EMACHINES	100
COMPUTERS/INTERNET	77.36.X	USED/VISITED BIZRATECOM DURING LAST 7 DAYS	97
COMPUTERS/INTERNET	77.39.8	USED/VISITED GEOCITIESCOM DURING LAST 7 DAYS	94
COMPUTERS/INTERNET	104.72.Y	ONLINE ACTIVITIES WITHIN LAST 30 DAYS: PERSONAL ADS/DATING SERVICES	94
COMPUTERS/INTERNET	120.77.5	BOUGHT SOFTWARE AT DEPARTMENT STORE DURING LAST 12 MONTHS	94
COMPUTERS/INTERNET	115.29.3	HOUSEHOLD OWNS 1 PC	93
COMPUTERS/INTERNET	119.50.7	MOST RECENTLY ACQUIRED HOME PC BRAND: IBM	91
COMPUTERS/INTERNET	119.41.7	MOST RECENTLY ACQUIRED HOME PC BRAND: COMPAQ	91
COMPUTERS/INTERNET	119.56.0	MOST RECENT PC AT HOME PURCHASED VIA MAIL ORDER/PHONE ORDER	90
COMPUTERS/INTERNET	77.41.7	USED/VISITED MATCHCOM DURING LAST 7 DAYS	89
COMPUTERS/INTERNET	77.35.9	USED/VISITED AMERICANGREETINGSCOM DURING LAST 7 DAYS	84
COMPUTERS/INTERNET	78.75.4	INTERNET POP-UP/UNDER WINDOW ADS-FORM VERY OFTEN LEADS TO PURCHASE	81
COMPUTERS/INTERNET	32.38.0	USE INTERNET MOSTLY AT RESTAURANTS/COFFEE SHOPS	80
COMPUTERS/INTERNET	119.56.8	MOST RECENT PC AT HOME PURCHASED AT DISCOUNT STORE	78
COMPUTERS/INTERNET	119.56.6	MOST RECENT PC AT HOME PURCHASED AT DEPARTMENT STORE	75
COMPUTERS/INTERNET	32.24.5	USE INTERNET MOSTLY AT SCHOOL	71
COMPUTERS/INTERNET	78.75.3	INTERNET FULL-MOTION VIDEO ADS-FORM VERY OFTEN LEADS TO PURCHASE	68
COMPUTERS/INTERNET	78.75.1	EMAIL ADS-FORM VERY OFTEN LEADS TO PURCHASE	62
COMPUTERS/INTERNET	77.35.0	USED/VISITED AMERICANSINGLESCOM DURING LAST 7 DAYS	58
COMPUTERS/INTERNET	32.24.9	USE INTERNET MOSTLY AT LIBRARY	55
COMPUTERS/INTERNET	75.39.3	USED/VISITED DATECOM DURING LAST 7 DAYS	54
COMPUTERS/INTERNET	78.75.2	INTERNET FLOATIN ADS-FORM VERY OFTEN LEADS TO PURCHASE	49
COMPUTERS/INTERNET	77.08.4	USED/VISITED MYNETWORKTVCOM DURING LAST 7 DAYS	48
COMPUTERS/INTERNET	78.74.Y	INTERNET BANNER ADS-FORM VERY OFTEN LEADS TO PURCHASE	47

**CPR Report by Category:
Dining**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
DINING	188.56.3	EAT ANY MEAL WITH CHILDREN UNDER 12 AT A FAMILY RESTAURANT	153
DINING	188.51.3	EAT AT ANY FAST FOOD RESTAURANT WITH CHILDREN UNDER 12	136
DINING	188.56.4	EAT ANY MEAL WITH TEENS 12 -17 AT A FAMILY RESTAURANT	126
DINING	188.58.4	ATE 3 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	118
DINING	188.58.2	ATE 6-9 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	115
DINING	188.58.1	ATE 10 OR MORE TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	113
DINING	188.58.3	ATE 4-5 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	112
DINING	188.51.4	EAT AT ANY FAST FOOD RESTAURANT WITH TEENS 12-17	111
DINING	188.54.1	ATE 14 OR MORE TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	110
DINING	188.51.1	EAT ANY MEAL ALONE AT FAST FOOD RESTAURANTS	108
DINING	104.08.1	USE FAMILY RESTAURANTS AND STEAK HOUSES	106
DINING	188.58.5	ATE 2 TIMES AT FAMILY RESTAURANTS IN LAST 30 DAYS	102
DINING	103.08.1	USE FAST FOOD AND DRIVE-IN RESTAURANT	102
DINING	188.54.2	ATE 6-13 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	95
DINING	188.58.6	ATE 1 TIME AT FAMILY RESTAURANT IN LAST 30 DAYS	93
DINING	188.54.3	ATE 1-5 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTARURANT	92
DINING	188.56.1	ATE ANY MEAL ALONE AT A FAMILY RESTAURANT	87

**CPR Report by Category:
Electronics**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
ELECTRONICS	163.49.1	DVR SERVICE PROVIDED BY TIVO	241
ELECTRONICS	127.22.8	USE CLIE (SONY) PDA (PERSONAL DIGITAL ASSISTANT)	217
ELECTRONICS	94.44.Y	USE BLACKBERRY PDA (PERSONAL DIGITAL ASSISTANT)	212
ELECTRONICS	127.22.4	USE COMPAQ PDA (PERSONAL DIGITAL ASSISTANT)	191
ELECTRONICS	127.22.5	USE HEWLETT-PACKARD PDA (PERSONAL DIGITAL ASSISTANT)	181
ELECTRONICS	127.21.1	OWN PDA (PERSONAL DIGITAL ASSISTANT/ HANDHELD ORGANIZER)	180
ELECTRONICS	118.45.2	MOST RECENT TV COST \$2,000 - \$2,999	179
ELECTRONICS	120.10.Y	BOUGHT DVDS FROM TOWER RECORDS	178
ELECTRONICS	120.22.9	BOUGHT DVDS FROM COSTCO	172
ELECTRONICS	127.22.7	USE PALM PDA (PERSONAL DIGITAL ASSISTANT)	171
ELECTRONICS	78.17.5	OWN IPOD (APPLE) PORTABLE MP3/DIGITAL MEDIA PLAYER	166
ELECTRONICS	117.51.2	BOUGHT MUSIC ON-LINE IN LAST 12 MONTHS	165
ELECTRONICS	189.16.X	MITSUBISHI TV	162
ELECTRONICS	78.17.6	OWN IRIVER PORTABLE MP3/DIGITAL MEDIA PLAYER	160
ELECTRONICS	163.47.6	DVR BUILT-IN TO YOUR CABLE/SATELLITE BOX	160
ELECTRONICS	118.45.1	MOST RECENT TV COST \$3,000 OR MORE	157
ELECTRONICS	163.49.5	DVR SERVICE PROVIDED BY CABLE COMPANY	156
ELECTRONICS	120.23.9	BOUGHT DVDS FROM TARGET	155
ELECTRONICS	120.21.9	BOUGHT DVDS FROM BEST BUY	149
ELECTRONICS	163.47.7	STANDALONE DVR BOX	149
ELECTRONICS	189.13.5	OWN ANY BIG SCREEN PROJECTION(42 INCHES OR MORE) TV	147
ELECTRONICS	117.08.8	OWN HOME THEATER AUDIO SYSTEM STEREO/RADIO EQUIPMENT	147
ELECTRONICS	189.17.6	SAMSUNG TV	147
ELECTRONICS	127.22.6	USE HANDSPRING PDA (PERSONAL DIGITAL ASSISTANT)	146
ELECTRONICS	163.49.3	DVR SERVICE PROVIDED BY DIRECTV	145
ELECTRONICS	141.10.9	OWN SEPERATE STEREO COMPONENTS STEREO/RADIO EQUIPMENT	145
ELECTRONICS	78.17.4	OWN CREATIVE ZEN PORTABLE MP3/DIGITAL MEDIA PLAYER	144

**CPR Report by Category:
Electronics**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ELECTRONICS	117.08.9	OWN SURROUND SOUND DECODER STEREO/RADIO EQUIPMENT	144
ELECTRONICS	119.71.4	MOST RECENT TV COST \$1,500 - \$1,999	142
ELECTRONICS	163.47.3	HOUSEHOLD HAS DVR (DIGITAL VIDEO RECORDING)	142
ELECTRONICS	120.08.X	BOUGHT DVDS FROM BLOCKBUSTER	140
ELECTRONICS	119.66.0	BOUGHT SPORTS DVDS IN LAST 12 MONTHS	137
ELECTRONICS	189.17.X	SONY TV	137
ELECTRONICS	119.66.9	BOUGHT CHILDRENS DVDS IN LAST 12 MONTHS	137
ELECTRONICS	120.22.Y	BOUGHT DVDS FROM SAMS CLUB	137
ELECTRONICS	118.38.5	MOST RECENT TV PUCHASED IS A BIG SCREEN PROJECTION(42 INCHES OR MORE)	136
ELECTRONICS	120.08.0	BOUGHT DVDS FROM BARNESANDNOBLECOM	136
ELECTRONICS	189.18.1	TOSHIBA TV	136
ELECTRONICS	189.16.7	HITACHI TV	135
ELECTRONICS	191.22.X	OWN ANY FLAT PANEL - LCD TV	135
ELECTRONICS	117.08.Y	OWN MINI DISC (MD) PLAYER STEREO/RADIO EQUIPMENT	135
ELECTRONICS	83.09.X	OWN OR PLAY XBOX 360 VIDEO GAMES	134
ELECTRONICS	163.49.2	DVR SERVICE PROVIDED BY REPLAY TV	134
ELECTRONICS	119.71.8	MOST RECENT TV COST \$1,000 - \$1,499	133
ELECTRONICS	117.08.3	OWN STEREO RECEIVER/TUNER/AMPL (ALL IN ONE) STEREO/RADIO EQUIPMENT	132
ELECTRONICS	120.64.X	PURCHASED BLANK AUDIO/VIDEO DVDS	132
ELECTRONICS	119.66.7	BOUGHT EXERCISE/AEROBICS/FITNESS DVDS IN LAST 12 MONTHS	132
ELECTRONICS	120.08.9	BOUGHT DVDS FROM AMAZONCOM	131
ELECTRONICS	141.38.7	MOST RECENT TV PUCHASED IS AN HDTV (HIGH DEFINITIION TV)	130
ELECTRONICS	163.49.4	DVR SERVICE PROVIDED BY DISH NETWORK	129
ELECTRONICS	117.08.2	OWN AUDIO COMPONENT SYSTEM (RACK SYSTEM) STEREO/RADIO EQUIPMENT	129
ELECTRONICS	117.50.8	BOUGHT MUSIC FROM RELIGIOUS ARTICLES STORE IN LAST 12 MONTHS	129
ELECTRONICS	119.31.1	OWN CAMCORDER/VIDEO CAMERAS	129
ELECTRONICS	189.16.9	JVC TV	128
ELECTRONICS	191.22.8	MOST RECENT TV PUCHASED IS A FLAT PANEL - LCD	128
ELECTRONICS	127.19.1	OWN FACSIMILE (FAX)	127
ELECTRONICS	120.21.Y	BOUGHT DVDS FROM CIRCUIT CITY	127
ELECTRONICS	141.10.7	OWN BOOM BOX STEREO/RADIO EQUIPMENT	126
ELECTRONICS	191.22.4	MOST RECENT TV PUCHASED IS A FLAT PANEL - PLASMA	125
ELECTRONICS	270.48.5	BOUGHT MOVIES - HITS/ NEW RELEASES DVDS IN LAST 12 MONTHS	124
ELECTRONICS	119.53.Y	RENTED DVDS IN LAST 12 MONTHS	124
ELECTRONICS	83.09.4	OWN OR PLAY NINTENDO DS VIDEO GAMES	124
ELECTRONICS	191.22.7	OWN ANY FLAT PANEL - PLASMA TV	124

**CPR Report by Category:
Electronics**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ELECTRONICS	78.17.9	OWN OTHER BRAND PORTABLE MP3/DIGITAL MEDIA PLAYER	122
ELECTRONICS	118.09.Y	LG TV	121
ELECTRONICS	189.17.1	PANASONIC TV	121
ELECTRONICS	141.36.7	HH OWNS 5 TVS	121
ELECTRONICS	117.09.X	OWN PORTABLE/ COMPACT DISC PLAYER STEREO/RADIO EQUIPMENT	120
ELECTRONICS	25.28.X	BOUGHT DVDS FROM GROCERY STORE/SUPERMARKET	119
ELECTRONICS	117.08.X	OWN COMPACT DISC (CD) PLAYER STEREO/RADIO EQUIPMENT	119
ELECTRONICS	83.09.Y	OWN OR PLAY OFFLINE COMPUTER GAMES (PC/MAC) VIDEO GAMES	117
ELECTRONICS	120.09.7	BOUGHT DVDS FROM HOLLYWOOD VIDEO	117
ELECTRONICS	83.41.1	PLAY VIDEO GAMES CONNECTED TO THE INTERNET	116
ELECTRONICS	117.09.1	OWN DIGITAL COMPACT CASSETTE (DCC) PLAYER STEREO/RADIO EQUIPMENT	116
ELECTRONICS	117.08.1	OWN COMPACT OR CONSOLE STEREO STEREO/RADIO EQUIPMENT	115
ELECTRONICS	141.10.8	OWN CLOCK RADIO STEREO/RADIO EQUIPMENT	115
ELECTRONICS	119.37.3	OWN DVD PLAYER STEREO/RADIO EQUIPMENT	115
ELECTRONICS	120.35.0	PURCHASED BLANK AUDIO/VIDEO FOR RECORDING IN LAST 12 MONTHS	115
ELECTRONICS	141.36.8	HH OWNS 4 TVS	115
ELECTRONICS	119.53.0	BOUGHT DVDS IN LAST 12 MONTHS	114
ELECTRONICS	116.28.1	OWN STILL CAMERAS	113
ELECTRONICS	163.47.8	USE PERSONAL COMPUTER FOR DVR	113
ELECTRONICS	83.09.0	OWN OR PLAY XBOX VIDEO GAMES	113
ELECTRONICS	117.50.1	BOUGHT MUSIC FROM AUDIO/VIDEO STORES IN LAST 12 MONTHS	113
ELECTRONICS	83.09.1	OWN OR PLAY GAMECUBE VIDEO GAMES	113
ELECTRONICS	83.08.8	OWN OR PLAY VIDEO GAMES	112
ELECTRONICS	120.47.X	PURCHASED BLANK AUDIO/VIDEO CDS	112
ELECTRONICS	117.09.9	OWN PORTABLE/ CASSETTE PLAYER STEREO/RADIO EQUIPMENT	111
ELECTRONICS	119.67.X	BOUGHT TELEVISION SERIES DVDS IN LAST 12 MONTHS	110
ELECTRONICS	83.09.6	OWN OR PLAY PLAYSTATION 2 VIDEO GAMES	110
ELECTRONICS	118.45.4	MOST RECENT TV COST \$500 - \$999	110
ELECTRONICS	117.09.3	OWN DIGITAL AUDIO TAPE (DAT) PLAYERSTEREO/RADIO EQUIPMENT	109
ELECTRONICS	163.49.6	NO SUBSCRIPTION FOR DVR	109
ELECTRONICS	83.08.X	OWN OR PLAY GAME BOY ADVANCE SP VIDEO GAMES	109
ELECTRONICS	120.23.0	BOUGHT DVDS FROM WALMART	107
ELECTRONICS	83.10.6	OWN OR PLAY ONLINE COMPUTER GAMES (PC/MAC) VIDEO GAMES	107
ELECTRONICS	118.35.2	HH OWNS 3 TVS	106
ELECTRONICS	117.50.Y	BOUGHT MUSIC FROM RECORD, COMPACT DISC, OR TAPE CLUBS IN LAST 12 MONTHS	106
ELECTRONICS	117.08.0	OWNTURNTABLE STEREO/RADIO EQUIPMENT	106

**CPR Report by Category:
Electronics**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ELECTRONICS	115.20.1	HOUSEHOLD OWNS DVD PLAYER	105
ELECTRONICS	270.48.X	BOUGHT MOVIES - CLASSIC/ ALL OTHER DVDS IN LAST 12 MONTHS	105
ELECTRONICS	83.09.2	OWN OR PLAY LEAPSTER/LEAPSTER L-MAX VIDEO GAMES	104
ELECTRONICS	87.62.1	HOUSEHOLD PURCHASED BATTERIES IN LAST 12 MONTHS	104
ELECTRONICS	163.49.7	OTHER KIND OF DVR SERVICE PROVIDER	104
ELECTRONICS	189.17.0	SHARP TV	103
ELECTRONICS	83.09.5	OWN OR PLAY PLAYSTATION VIDEO GAMES	103
ELECTRONICS	117.50.3	BOUGHT MUSIC FROM DISCOUNT STORES IN LAST 12 MONTHS	103
ELECTRONICS	189.18.4	PHILIPS/MAGNAVOX TV	103
ELECTRONICS	119.30.1	HH OWNS A UNIVERSAL REMOTE CONTROL	103
ELECTRONICS	117.09.0	OWN PORTABLE/ RADIO/CASSETTE PLAYER STEREO/RADIO EQUIPMENT	102
ELECTRONICS	159.09.Y	OWN ANY TRADITIONAL TUBE TV	101
ELECTRONICS	186.23.0	HH OWNS A VCR	101
ELECTRONICS	105.64.7	HH OWNS ATLEAST 1 TV SET	101
ELECTRONICS	83.09.9	OWN OR PLAY SONY PSP VIDEO GAMES	100
ELECTRONICS	120.21.0	BOUGHT DVDS FROM BJS WHOLESALE CLUB	100
ELECTRONICS	117.50.4	BOUGHT MUSIC FROM BOOK STORES IN LAST 12 MONTHS	98
ELECTRONICS	78.17.7	OWN SONY PORTABLE MP3/DIGITAL MEDIA PLAYER	97
ELECTRONICS	120.21.X	BOUGHT DVDS FROM BORDERS	97
ELECTRONICS	120.10.X	BOUGHT DVDS FROM SUN COAST VIDEO	97
ELECTRONICS	83.09.3	OWN OR PLAY NINTENDO 64 VIDEO GAMES	97
ELECTRONICS	141.37.0	DELL TV	96
ELECTRONICS	189.17.5	PCA TV	95
ELECTRONICS	116.26.1	USED DISPOSABLE CAMERAS IN LAST 12 MONTHS	94
ELECTRONICS	117.50.5	BOUGHT MUSIC FROM VARIETY STORES IN LAST 12 MONTHS	92
ELECTRONICS	189.18.2	ZENITH TV	92
ELECTRONICS	118.45.5	MOST RECENT TV COST \$300 - \$499	91
ELECTRONICS	189.17.Y	SYLVANIA TV	90
ELECTRONICS	159.09.9	MOST RECENT TV PUCHASED IS A TRADITIONAL TUBE	90
ELECTRONICS	189.16.5	GE (GENERAL ELECTRIC TV)	90
ELECTRONICS	121.09.8	BOUGHT MUSIC FROM SUPERMARKETS/DRUG STORE IN LAST 12 MONTHS	88
ELECTRONICS	111.41.0	BOUGHT SELF-HELP/LANGUAGE/EDUCATIONAL DVDS IN LAST 12 MONTHS	88
ELECTRONICS	118.35.3	HH OWNS 2 TVS	86
ELECTRONICS	83.08.Y	OWN OR PLAY GAME BOY MICRO VIDEO GAMES	85
ELECTRONICS	117.50.2	BOUGHT MUSIC FROM DEPARTMENT STORES IN LAST 12 MONTHS	85
ELECTRONICS	118.45.6	MOST RECENT TV COST \$200 - \$299	84

**CPR Report by Category:
Electronics**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ELECTRONICS	117.50.6	BOUGHT MUSIC FROM RECORD, COMPACT DISC, OR TAPE STORES IN LAST 12 MONTHS	83
ELECTRONICS	83.09.7	OWN OR PLAY SEGA DREAMCAST VIDEO GAMES	83
ELECTRONICS	163.47.9	OTHER KIND OF DVR	81
ELECTRONICS	118.45.8	MOST RECENT TV COST LESS THAN \$100	81
ELECTRONICS	118.45.7	MOST RECENT TV COST \$100 - \$199	78
ELECTRONICS	83.09.8	OWN OR PLAY SEGA GAME GEAR VIDEO GAMES	78
ELECTRONICS	189.17.7	SANYO TV	77
ELECTRONICS	120.09.9	BOUGHT DVDS FROM SAM GOODY/MUSIC LAND	76
ELECTRONICS	118.35.4	HH OWNS 1 TV	74
ELECTRONICS	119.66.8	BOUGHT OTHER INSTRUCTIONAL/HOW-TO DVDS IN LAST 12 MONTHS	69
ELECTRONICS	189.16.3	EMERSON TV	67
ELECTRONICS	127.22.1	USE CASIO PDA (PERSONAL DIGITAL ASSISTANT)	66
ELECTRONICS	121.27.3	BOUGHT MUSIC BY MAIL OR PHONE IN LAST 12 MONTHS	63
ELECTRONICS	120.22.0	BOUGHT DVDS FROM KMART	62
ELECTRONICS	120.09.6	BOUGHT DVDS FROM COLUMBIA HOUSE	59
ELECTRONICS	136.75.Y	BOUGHT DVDS FROM MOVIES GALLERY	47
ELECTRONICS	120.08.Y	BOUGHT DVDS FROM BMG MUSIC	43

**CPR Report by Category:
Entertainment/Leisure**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
ENTERTAINMENT/LEISURE	120.10.3	BOUGHT PLAY SPORTS EQUIPMENT GAMES AND TOYS IN LAST 12 MONTHS	160
ENTERTAINMENT/LEISURE	105.67.0	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - DOWNHILL/CROSS COUNTRY	158
ENTERTAINMENT/LEISURE	113.79.2	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT PRIVATE CLUB	157
ENTERTAINMENT/LEISURE	113.09.5	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - JET SKIING/WAVE RUNNING/M	154
ENTERTAINMENT/LEISURE	120.09.4	BOUGHT ELECTRONIC DOLLS/ANIMALS GAMES AND TOYS IN LAST 12 MONTHS	148
ENTERTAINMENT/LEISURE	113.08.Y	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - WATER SKIING	147
ENTERTAINMENT/LEISURE	113.79.3	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT YMCA/YWCA	145
ENTERTAINMENT/LEISURE	117.78.3	PURCHASED BOOKS ONLINE IN LAST 12 MONTHS	144
ENTERTAINMENT/LEISURE	113.08.2	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - GOLF	144
ENTERTAINMENT/LEISURE	237.23.9	WATCHED SCI-FI MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	144
ENTERTAINMENT/LEISURE	113.12.0	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - USE CARDIO MACHINE	143
ENTERTAINMENT/LEISURE	113.09.1	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SKIN DIVING OR SNORKELING	143
ENTERTAINMENT/LEISURE	177.41.1	LEISURE ACTIVITIES/HOBBIES - TAILGATING IN LAST 12 MONTHS	142
ENTERTAINMENT/LEISURE	237.22.6	WATCHED FAMILY MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	142
ENTERTAINMENT/LEISURE	105.68.9	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - WEIGHT TRAINING	141
ENTERTAINMENT/LEISURE	237.22.X	WATCHED COMEDY MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	141
ENTERTAINMENT/LEISURE	189.29.1	TOTAL EXPENDITURES ON GAMES AND TOYS = \$200 OR MORE	141
ENTERTAINMENT/LEISURE	275.39.6	LEISURE ACTIVITIES/HOBBIES - GO CARTING IN LAST 12 MONTHS	139
ENTERTAINMENT/LEISURE	113.10.8	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - JOGGING/RUNNING	139
ENTERTAINMENT/LEISURE	237.22.3	WATCHED ACTION/ADVENTURE MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	138
ENTERTAINMENT/LEISURE	120.10.5	BOUGHT BOARD GAMES GAMES AND TOYS IN LAST 12 MONTHS	137
ENTERTAINMENT/LEISURE	113.08.3	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - TENNIS	137
ENTERTAINMENT/LEISURE	105.67.8	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BACKPACKING/HIKING	136
ENTERTAINMENT/LEISURE	70.69.9	LEISURE ACTIVITIES/HOBBIES - VISITING AN AQUARIUM IN LAST 12 MONTHS	136
ENTERTAINMENT/LEISURE	106.02.1	WATCHED ANIMATION MOVIE IN THEATER	135
ENTERTAINMENT/LEISURE	120.09.0	BOUGHT ACTION FIGURES/ROBOTS AND ACCESSORIES GAMES AND TOYS IN LAST 12	134
ENTERTAINMENT/LEISURE	102.22.1	VISITED A THEME PARK DURING LAST 12 MONTHS	134

**CPR Report by Category:
Entertainment/Leisure**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ENTERTAINMENT/LEISURE	118.75.3	PURCHASED AUDIOBOOK IN LAST 12 MONTHS	133
ENTERTAINMENT/LEISURE	113.08.1	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BOWLING	132
ENTERTAINMENT/LEISURE	179.49.2	ATTENDED A COMEDY CLUB LIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MONT	132
ENTERTAINMENT/LEISURE	105.67.9	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BICYCLING - MOUNTAIN/ROAC	132
ENTERTAINMENT/LEISURE	237.23.5	WATCHED ANIMATION MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	132
ENTERTAINMENT/LEISURE	179.49.5	ATTENDED A CONCERT - ROCK/POP LIVE THEATER/CONCERT/DANCE MOST IN LAST 1	132
ENTERTAINMENT/LEISURE	105.68.8	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SURFING/WINDSURFING	131
ENTERTAINMENT/LEISURE	270.20.5	WATCHED FOREIGN LANGUAGE/INDEPENDENT MOVIE	130
ENTERTAINMENT/LEISURE	113.08.8	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ICE SKATING	129
ENTERTAINMENT/LEISURE	110.15.6	VERY INTERESTED IN MENS TENNIS DURING LAST 12 MONTHS	129
ENTERTAINMENT/LEISURE	113.13.1	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SNOWBOARDING	128
ENTERTAINMENT/LEISURE	120.10.1	BOUGHT ELECTRONIC EDUCATIONAL TOYS GAMES AND TOYS IN LAST 12 MONTHS	128
ENTERTAINMENT/LEISURE	113.11.1	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - KARATE/MARTIAL ARTS/KICKE	128
ENTERTAINMENT/LEISURE	238.54.1	WATCHED FAMILY MOVIE IN THEATER	128
ENTERTAINMENT/LEISURE	104.54.1	ATTENDED A COMEDY CLUB LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	128
ENTERTAINMENT/LEISURE	113.09.2	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SWIMMING	128
ENTERTAINMENT/LEISURE	120.10.7	BOUGHT CHILDRENS BOOKS GAMES AND TOYS IN LAST 12 MONTHS	127
ENTERTAINMENT/LEISURE	117.78.2	PURCHASED BOOKS FROM BOOK STORE IN LAST 12 MONTHS	127
ENTERTAINMENT/LEISURE	105.67.7	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - AEROBICS	127
ENTERTAINMENT/LEISURE	113.08.4	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - RACQUETBALL	127
ENTERTAINMENT/LEISURE	113.12.3	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HOCKEY	127
ENTERTAINMENT/LEISURE	113.09.6	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - POWER BOATING	126
ENTERTAINMENT/LEISURE	237.22.Y	WATCHED DRAMA MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	126
ENTERTAINMENT/LEISURE	120.10.9	BOUGHT CONSTRUCTION TOYS GAMES AND TOYS IN LAST 12 MONTHS	126
ENTERTAINMENT/LEISURE	120.09.Y	BOUGHT PRE-SCHOOL TOYS GAMES AND TOYS IN LAST 12 MONTHS	126
ENTERTAINMENT/LEISURE	104.75.1	PERSONALLY BOUGHT ORNAMENTS COLLECTIBLES IN LAST 12 MONTHS	125
ENTERTAINMENT/LEISURE	105.67.X	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - IN-LINE SKATING/ROLLER SKA	125
ENTERTAINMENT/LEISURE	104.70.2	LEISURE ACTIVITIES/HOBBIES - VISITING A ZOO IN LAST 12 MONTHS	125
ENTERTAINMENT/LEISURE	113.09.7	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SAILING	125
ENTERTAINMENT/LEISURE	120.10.2	BOUGHT OTHER EDUCATIONAL TOYS/GAMES GAMES AND TOYS IN LAST 12 MONTHS	125
ENTERTAINMENT/LEISURE	104.68.9	LEISURE ACTIVITIES/HOBBIES - EDUCATION COURSES IN LAST 12 MONTHS	125
ENTERTAINMENT/LEISURE	104.70.6	LEISURE ACTIVITIES/HOBBIES - BOARD GAMES IN LAST 12 MONTHS	124
ENTERTAINMENT/LEISURE	110.15.X	VERY INTERESTED IN PGA DURING LAST 12 MONTHS	124
ENTERTAINMENT/LEISURE	120.10.0	BOUGHT VIDEO GAMES GAMES AND TOYS IN LAST 12 MONTHS	123
ENTERTAINMENT/LEISURE	113.12.X	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - YOGA	123
ENTERTAINMENT/LEISURE	237.78.1	WATCHED COMEDY MOVIE IN THEATER	123

**CPR Report by Category:
Entertainment/Leisure**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ENTERTAINMENT/LEISURE	106.06.1	WATCHED SCI-FI MOVIE IN THEATER	123
ENTERTAINMENT/LEISURE	120.09.3	BOUGHT PLUSH DOLLS/ANIMALS GAMES AND TOYS IN LAST 12 MONTHS	123
ENTERTAINMENT/LEISURE	110.15.7	VERY INTERESTED IN NATIONAL HOCKEY LEAGUE (NHL) DURING LAST 12 MONTHS	122
ENTERTAINMENT/LEISURE	104.68.7	LEISURE ACTIVITIES/HOBBIES - GO TO A BEACH/LAKE IN LAST 12 MONTHS	122
ENTERTAINMENT/LEISURE	237.76.1	WATCHED ACTION/ADVENTURE MOVIE IN THEATER	120
ENTERTAINMENT/LEISURE	238.79.1	WATCHED THRILLER MOVIE IN THEATER	120
ENTERTAINMENT/LEISURE	104.69.6	LEISURE ACTIVITIES/HOBBIES - PLAYING MUSICAL INSTRUMENT IN LAST 12 MONTHS	120
ENTERTAINMENT/LEISURE	104.52.1	ATTENDED A CONCERT LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	120
ENTERTAINMENT/LEISURE	113.10.7	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FITNESS WALKING/EXERCISE,	120
ENTERTAINMENT/LEISURE	110.12.9	WATCHED FAMILY MOVIE	120
ENTERTAINMENT/LEISURE	113.12.4	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SOCCER	119
ENTERTAINMENT/LEISURE	110.14.9	VERY INTERESTED IN NATIONAL FOOTBALL LEAGUE (NFL) DURING LAST 12 MONTHS	119
ENTERTAINMENT/LEISURE	105.73.X	LEISURE ACTIVITIES/HOBBIES - VISITING MUSEUMS IN LAST 12 MONTHS	119
ENTERTAINMENT/LEISURE	106.44.9	VERY INTERESTED IN COLLEGE FOOTBALL DURING LAST 12 MONTHS	119
ENTERTAINMENT/LEISURE	135.25.9	VERY INTERESTED IN SUMMER OLYMPICS DURING LAST 12 MONTHS	119
ENTERTAINMENT/LEISURE	105.73.8	LEISURE ACTIVITIES/HOBBIES - GOING TO BARS/NIGHTCLUBS/DANCING IN LAST 12 M	119
ENTERTAINMENT/LEISURE	270.20.8	WATCHED ROMANTIC COMEDY MOVIE	119
ENTERTAINMENT/LEISURE	105.68.7	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ROWING - STATIONARY/OUTD	118
ENTERTAINMENT/LEISURE	120.10.4	BOUGHT CARS/TRUCKS GAMES AND TOYS IN LAST 12 MONTHS	118
ENTERTAINMENT/LEISURE	118.75.1	PURCHASED PAPERBACK BOOK IN LAST 12 MONTHS	118
ENTERTAINMENT/LEISURE	113.08.5	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BILLIARDS/POOL	118
ENTERTAINMENT/LEISURE	118.75.2	PURCHASED HARDCOVER BOOK IN LAST 12 MONTHS	118
ENTERTAINMENT/LEISURE	113.11.4	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BICYCLING - STATIONARY	118
ENTERTAINMENT/LEISURE	237.80.1	WATCHED DRAMA MOVIE IN THEATER	117
ENTERTAINMENT/LEISURE	110.15.8	VERY INTERESTED IN NATIONAL BASKETBALL ASSOCIATION (NBA) DURING LAST 12 M	117
ENTERTAINMENT/LEISURE	113.12.1	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BASKETBALL	117
ENTERTAINMENT/LEISURE	179.49.1	ATTENDED A LIVE THEATER LIVE THEATER/CONCERT/DANCE MOST IN LAST 12 MONT	117
ENTERTAINMENT/LEISURE	104.69.9	LEISURE ACTIVITIES/HOBBIES - PHOTOGRAPHY IN LAST 12 MONTHS	117
ENTERTAINMENT/LEISURE	105.67.Y	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - MOTORCYCLING	117
ENTERTAINMENT/LEISURE	104.55.1	ATTENDED A LIVE THEATER LIVE THEATER/CONCERT/DANCE IN LAST 12 MONTHS	117
ENTERTAINMENT/LEISURE	107.40.Y	VERY INTERESTED IN COLLEGE HOCKEY DURING LAST 12 MONTHS	116
ENTERTAINMENT/LEISURE	135.25.0	VERY INTERESTED IN WINTER OLYMPICS DURING LAST 12 MONTHS	116
ENTERTAINMENT/LEISURE	113.78.1	EXCERCISED REGULARLY IN LAST 12 MONTHS	116
ENTERTAINMENT/LEISURE	237.23.4	WATCHED THRILLER MOVIE ON PAY-PER-VIEW/ VIDEO ON DEMAND	116
ENTERTAINMENT/LEISURE	117.74.1	PURCHASED BOOKS IN LAST 12 MONTHS	115
ENTERTAINMENT/LEISURE	237.29.1	USUALLY GO SEE A MOVIE IN THE THEATER ANYTIME WITHIN FIRST 2 WEEKS	115

**CPR Report by Category:
Entertainment/Leisure**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ENTERTAINMENT/LEISURE	104.68.6	LEISURE ACTIVITIES/HOBBIES - DINING OUT (NOT FAST FOOD) IN LAST 12 MONTHS	115
ENTERTAINMENT/LEISURE	104.75.3	PERSONALLY BOUGHT SPORTS MEMORABILIA/TRADING CARDS COLLECTIBLES IN LA	115
ENTERTAINMENT/LEISURE	113.10.5	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - CAMPING TRIPS (OVERNIGHT	115
ENTERTAINMENT/LEISURE	113.13.2	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SKATEBOARDING	115
ENTERTAINMENT/LEISURE	113.16.8	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - CANOEING/KAYAKING	114
ENTERTAINMENT/LEISURE	110.12.6	WATCHED ACTION/ADVENTURE MOVIE	114
ENTERTAINMENT/LEISURE	110.12.7	WATCHED COMEDY MOVIE	114
ENTERTAINMENT/LEISURE	179.49.4	ATTENDED A CONCERT-CLASSICAL CLUB LIVE THEATER/CONCERT/DANCE MOST IN L	114
ENTERTAINMENT/LEISURE	39.43.1	ATTENDED A MOVIE IN LAST 6 MONTHS	113
ENTERTAINMENT/LEISURE	120.08.1	BOUGHT GAMES AND TOYS IN LAST 12 MONTHS	113
ENTERTAINMENT/LEISURE	113.10.6	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - MOUNTAIN/ROCK CLIMBING	113
ENTERTAINMENT/LEISURE	104.70.5	LEISURE ACTIVITIES/HOBBIES - CARD GAMES IN LAST 12 MONTHS	113
ENTERTAINMENT/LEISURE	113.80.1	PARTICIPATE IN 5 OR MORE PHYSICAL FITNESS PROGRAMS EACH WEEK	112
ENTERTAINMENT/LEISURE	113.79.1	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT HOME	112
ENTERTAINMENT/LEISURE	110.16.0	VERY INTERESTED IN WOMENS TENNIS DURING LAST 12 MONTHS	112
ENTERTAINMENT/LEISURE	110.14.X	VERY INTERESTED IN MAJOR LEAGUE SOCCER (MLS) DURING LAST 12 MONTHS	112
ENTERTAINMENT/LEISURE	179.49.3	ATTENDED A DANCE PERFORMANCELIVE THEATER/CONCERT/DANCE MOST IN LAST	112
ENTERTAINMENT/LEISURE	120.09.X	BOUGHT INFANT TOYS GAMES AND TOYS IN LAST 12 MONTHS	112
ENTERTAINMENT/LEISURE	123.12.Y	PERSONALLY BOUGHT DIE-CAST/ MINIATURE CARS COLLECTIBLES IN LAST 12 MONTH	111
ENTERTAINMENT/LEISURE	113.12.6	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SOFTBALL	111
ENTERTAINMENT/LEISURE	113.12.7	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - VOLLEYBALL	111
ENTERTAINMENT/LEISURE	106.33.X	VERY INTERESTED IN COLLEGE BASKETBALL DURING LAST 12 MONTHS	111
ENTERTAINMENT/LEISURE	106.09.X	VERY INTERESTED IN COLLEGE BASEBALL DURING LAST 12 MONTHS	110
ENTERTAINMENT/LEISURE	39.46.1	ATTENDED 6 OR MORE MOVIES IN LAST 90 DAYS	110
ENTERTAINMENT/LEISURE	104.53.1	ATTENDED A DANCE PERFORMANCE LIVE THEATER/CONCERT/DANCE IN LAST 12 MO	110
ENTERTAINMENT/LEISURE	120.10.6	BOUGHT WORD GAMES GAMES AND TOYS IN LAST 12 MONTHS	110
ENTERTAINMENT/LEISURE	113.12.5	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - BASEBALL	110
ENTERTAINMENT/LEISURE	104.68.4	LEISURE ACTIVITIES/HOBBIES - COOKING FOR FUN IN LAST 12 MONTHS	110
ENTERTAINMENT/LEISURE	120.09.2	BOUGHT FASHION DOLLS GAMES AND TOYS IN LAST 12 MONTHS	110
ENTERTAINMENT/LEISURE	110.12.8	WATCHED DRAMA MOVIE	109
ENTERTAINMENT/LEISURE	104.69.0	LEISURE ACTIVITIES/HOBBIES - READING BOOKS IN LAST 12 MONTHS	109
ENTERTAINMENT/LEISURE	113.79.4	PARTICIPATE IN PHYSICAL FITNESS PROGRAMS AT OTHER FACILITY	109
ENTERTAINMENT/LEISURE	104.74.4	PERSONALLY BOUGHT COTTAGES/HOUSES (PORCELAIN) COLLECTIBLES IN LAST 12 M	109
ENTERTAINMENT/LEISURE	110.16.9	VERY INTERESTED IN LPGA DURING LAST 12 MONTHS	108
ENTERTAINMENT/LEISURE	113.09.0	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SALT WATER FISHING	108
ENTERTAINMENT/LEISURE	105.73.7	LEISURE ACTIVITIES/HOBBIES - GARDENING IN LAST 12 MONTHS	108

**CPR Report by Category:
Entertainment/Leisure**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ENTERTAINMENT/LEISURE	104.61.1	VISITED A CASINO IN LAST 12 MONTHS	108
ENTERTAINMENT/LEISURE	120.10.8	BOUGHT OTHER GAMES AND TOYS IN LAST 12 MONTHS	108
ENTERTAINMENT/LEISURE	270.20.9	WATCHED SCIENCE FICTION MOVIE IN THEATER	107
ENTERTAINMENT/LEISURE	110.15.0	VERY INTERESTED IN SOCCER DURING LAST 12 MONTHS	106
ENTERTAINMENT/LEISURE	113.10.1	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - TARGET SHOOTING	106
ENTERTAINMENT/LEISURE	104.66.2	PLAYED WEEKLY DRAWING STATE LOTTERY DURING LAST 12 MONTHS	105
ENTERTAINMENT/LEISURE	104.69.7	LEISURE ACTIVITIES/HOBBIES - LISTENING TO MUSIC IN LAST 12 MONTHS	105
ENTERTAINMENT/LEISURE	120.09.1	BOUGHT LARGE/BABY DOLLS GAMES AND TOYS IN LAST 12 MONTHS	105
ENTERTAINMENT/LEISURE	113.12.2	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FOOTBALL	105
ENTERTAINMENT/LEISURE	110.14.0	VERY INTERESTED IN MAJOR LEAGUE BASEBALL (MLB) DURING LAST 12 MONTHS	105
ENTERTAINMENT/LEISURE	113.09.8	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FLY FISHING	104
ENTERTAINMENT/LEISURE	117.78.4	PURCHASED BOOKS FROM OTHER IN LAST 12 MONTHS	103
ENTERTAINMENT/LEISURE	270.20.7	WATCHED MYSTERY/SUSPENSE/THRILLER MOVIE	102
ENTERTAINMENT/LEISURE	104.74.8	PERSONALLY BOUGHT DISNEY (PARTICULAR CHARACTER/THEME PARK) COLLECTIBL	102
ENTERTAINMENT/LEISURE	104.69.Y	LEISURE ACTIVITIES/HOBBIES - VISIT STATE FAIR(S) IN LAST 12 MONTHS	102
ENTERTAINMENT/LEISURE	104.69.X	LEISURE ACTIVITIES/HOBBIES - ANTIQUE SHOPPING/SHOWS IN LAST 12 MONTHS	102
ENTERTAINMENT/LEISURE	188.60.1	PERSONALLY BOUGHT ANY COLLECTIBLES IN LAST 12 MONTHS	101
ENTERTAINMENT/LEISURE	105.73.0	LEISURE ACTIVITIES/HOBBIES - WOODWORK/FURNITURE REFINISHING IN LAST 12 MO	101
ENTERTAINMENT/LEISURE	113.09.X	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HORSEBACK RIDING	101
ENTERTAINMENT/LEISURE	104.63.9	GAMBLED AT A CASINO ON A RIVERBOAT IN LAST 12 MONTHS	98
ENTERTAINMENT/LEISURE	113.08.9	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - SNOWMOBILING	98
ENTERTAINMENT/LEISURE	104.64.1	BOUGHT STATE LOTTERY TICKETS DURING LAST 12 MONTHS	98
ENTERTAINMENT/LEISURE	179.49.6	ATTENDED A CONCERT - COUNTRY LIVE THEATER/CONCERT/DANCE IN LAST 12 MON	97
ENTERTAINMENT/LEISURE	113.10.2	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - ARCHERY	96
ENTERTAINMENT/LEISURE	205.10.X	VERY INTERESTED IN NASCAR NEXTEL CUP SERIES DURING LAST 12 MONTHS	96
ENTERTAINMENT/LEISURE	105.75.7	PERSONALLY BOUGHT WOOD/METAL SCULPTURES COLLECTIBLES IN LAST 12 MONTH	95
ENTERTAINMENT/LEISURE	275.39.7	LEISURE ACTIVITIES/HOBBIES - READING COMICS IN LAST 12 MONTHS	94
ENTERTAINMENT/LEISURE	113.09.9	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - FRESH WATER FISHING	94
ENTERTAINMENT/LEISURE	113.11.Y	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - AUTO RACING OR RALLYING	94
ENTERTAINMENT/LEISURE	105.73.9	LEISURE ACTIVITIES/HOBBIES - NEEDLEWORK/QUILTING IN LAST 12 MONTHS	94
ENTERTAINMENT/LEISURE	104.74.6	PERSONALLY BOUGHT DECOR/COMM/LTD EDITION PLATES COLLECTIBLES IN LAST 12	93
ENTERTAINMENT/LEISURE	39.62.4	VERY INTERESTED IN NHRA (NATIONAL HOT ROD ASSOCIATION) DURING LAST 12 MO	92
ENTERTAINMENT/LEISURE	205.57.9	VERY INTERESTED IN NASCAR RACING DURING LAST 12 MONTHS	92
ENTERTAINMENT/LEISURE	110.16.6	VERY INTERESTED IN ANY NASCAR DURING LAST 12 MONTHS	91
ENTERTAINMENT/LEISURE	270.20.4	WATCHED DOCUMENTARY MOVIE	91
ENTERTAINMENT/LEISURE	104.74.3	PERSONALLY BOUGHT COINS (NUMISMATIC) COLLECTIBLES IN LAST 12 MONTHS	90

**CPR Report by Category:
Entertainment/Leisure**

CATEGORY	CCP CODE	VARIABLE NAME	Score
ENTERTAINMENT/LEISURE	104.69.8	LEISURE ACTIVITIES/HOBBIES - PAINTING, DRAWING, SCULPTING IN LAST 12 MONTHS	89
ENTERTAINMENT/LEISURE	110.14.8	VERY INTERESTED IN INDY RACING (IRL) DURING LAST 12 MONTHS	88
ENTERTAINMENT/LEISURE	270.20.6	WATCHED HORROR MOVIE	88
ENTERTAINMENT/LEISURE	275.39.8	LEISURE ACTIVITIES/HOBBIES - READING GAMING MAGAZINES IN LAST 12 MONTHS	87
ENTERTAINMENT/LEISURE	115.17.Y	WATCHED OTHER MOVIE	87
ENTERTAINMENT/LEISURE	105.74.7	PERSONALLY BOUGHT DOLLS (COLLECTIBLE TYPE) COLLECTIBLES IN LAST 12 MONTHS	87
ENTERTAINMENT/LEISURE	104.66.1	PLAYED INSTANT GAME STATE LOTTERY DURING LAST 12 MONTHS	87
ENTERTAINMENT/LEISURE	104.74.1	PERSONALLY BOUGHT ANIMATION ART(COLLECTIBLE ANIMATION CELLS) COLLECTIBLE	86
ENTERTAINMENT/LEISURE	104.62.1	GAMBLED AT A CASINO MORE THAN 10 TIMES IN LAST 12 MONTHS	84
ENTERTAINMENT/LEISURE	135.25.Y	VERY INTERESTED IN POKER CHAMPIONSHIPS DURING LAST 12 MONTHS	83
ENTERTAINMENT/LEISURE	104.75.2	PERSONALLY BOUGHT PAPER COLLECTIBLES(COMIC BOOKS,POSTCARDS) COLLECTIBLE	83
ENTERTAINMENT/LEISURE	104.74.0	PERSONALLY BOUGHT PORCELAIN FIGURINES COLLECTIBLES IN LAST 12 MONTHS	82
ENTERTAINMENT/LEISURE	113.09.Y	SPORTS - PLAYED/PARTICIPATED IN LAST 12 MONTHS - HUNTING	82
ENTERTAINMENT/LEISURE	104.74.2	PERSONALLY BOUGHT ANTIQUE TOYS COLLECTIBLES IN LAST 12 MONTHS	82
ENTERTAINMENT/LEISURE	104.74.7	PERSONALLY BOUGHT WARNER BROS/HANNA BARBERA, OTHER COLLECTIBLES IN	79
ENTERTAINMENT/LEISURE	104.70.1	LEISURE ACTIVITIES/HOBBIES - BIRD WATCHING IN LAST 12 MONTHS	79
ENTERTAINMENT/LEISURE	110.14.6	VERY INTERESTED IN ARENA FOOTBALL LEAGUE (AFL) DURING LAST 12 MONTHS	79
ENTERTAINMENT/LEISURE	205.19.Y	VERY INTERESTED IN NASCAR CRAFTSMAN TRUCK SERIES DURING LAST 12 MONTHS	78
ENTERTAINMENT/LEISURE	104.74.5	PERSONALLY BOUGHT CRYSTAL FIGURES/OBJECTS COLLECTIBLES IN LAST 12 MONTHS	76
ENTERTAINMENT/LEISURE	205.14.Y	VERY INTERESTED IN NASCAR BUSCH SERIES DURING LAST 12 MONTHS	75
ENTERTAINMENT/LEISURE	104.65.1	BOUGHT STATE LOTTERY TICKETS MORE THAN ONCE A WEEK DURING LAST 12 MONTHS	75
ENTERTAINMENT/LEISURE	107.62.Y	VERY INTERESTED IN HORSE RACING DURING LAST 12 MONTHS	75
ENTERTAINMENT/LEISURE	70.69.4	LEISURE ACTIVITIES/HOBBIES - PLAYING BINGO IN LAST 12 MONTHS	74
ENTERTAINMENT/LEISURE	96.14.0	PERSONALLY BOUGHT OTHER MINIATURES COLLECTIBLES IN LAST 12 MONTHS	73
ENTERTAINMENT/LEISURE	104.75.4	PERSONALLY BOUGHT STAMPS COLLECTIBLES IN LAST 12 MONTHS	73
ENTERTAINMENT/LEISURE	104.66.3	PLAYED DAILY DRAWING STATE LOTTERY DURING LAST 12 MONTHS	72
ENTERTAINMENT/LEISURE	117.78.1	PURCHASED BOOKS FROM BOOK CLUB IN LAST 12 MONTHS	71
ENTERTAINMENT/LEISURE	110.14.7	VERY INTERESTED IN CHAMP CAR WORLD SERIES DURING LAST 12 MONTHS	64
ENTERTAINMENT/LEISURE	110.15.9	VERY INTERESTED IN WOMENS NATIONAL BASKETBALL ASSOCIATION (WNBA) DURING	60
ENTERTAINMENT/LEISURE	107.63.X	VERY INTERESTED IN RODEO DURING LAST 12 MONTHS	56
ENTERTAINMENT/LEISURE	110.16.8	VERY INTERESTED IN WWE DURING LAST 12 MONTHS	55
ENTERTAINMENT/LEISURE	135.25.X	VERY INTERESTED IN PRO BULL RIDING DURING LAST 12 MONTHS	52

**CPR Report by Category:
Financial Services**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
FINANCIAL SERVICES	148.03.3	BANKING AND INVESTMENTS -SAVINGS ACCOUNT(S) FROM DISC BROKERAGE FIRM	320
FINANCIAL SERVICES	162.22.5	TYPE OF INVESTMENT - OWN 529 COLLEGE SAVINGS	242
FINANCIAL SERVICES	148.02.9	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM FS BROKERAGE FIRM	211
FINANCIAL SERVICES	122.44.Y	VALUE OF LIFE INSURANCE = \$50,000-\$99,999	209
FINANCIAL SERVICES	123.08.9	TYPE OF INVESTMENT - OWN COMMON OR PREFERRED STOCK IN COMPANY WORK F	190
FINANCIAL SERVICES	147.80.9	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM SAVINGS BANK	189
FINANCIAL SERVICES	115.26.5	HAVE HEALTH INSURANCE WITH CIGNA	179
FINANCIAL SERVICES	162.80.3	401K VALUED AT \$100,000 OR MORE	175
FINANCIAL SERVICES	115.24.2	HAVE LIFE INSURANCE WITH NORTHWESTERN MUTUAL	172
FINANCIAL SERVICES	148.07.7	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM MUTU	172
FINANCIAL SERVICES	122.45.8	VALUE OF LIFE INSURANCE = \$200,000-\$499,999	171
FINANCIAL SERVICES	185.60.1	HAVE OR USE ANY AMERICAN EXPRESS CREDIT CARDS IN LAST 12 MONTHS	170
FINANCIAL SERVICES	142.14.9	TURBO TAX (OFFLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LAST 12 MON	170
FINANCIAL SERVICES	115.35.X	HOMEOWNERS INSURANCE - TRAVELERS	167
FINANCIAL SERVICES	148.04.3	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM MUTUAL FUND FIRM	166
FINANCIAL SERVICES	124.47.8	CURRENTLY CARRY PROFESSIONAL MALPRACTICE INSURANCE	165
FINANCIAL SERVICES	142.24.5	OTHER OFFLINE SOFTWARE PREPARED PERSONAL TAXES IN LAST 12 MONTHS	165
FINANCIAL SERVICES	112.62.5	LOANS - HAVE HOME MORTGAGE (1ST)	163
FINANCIAL SERVICES	115.32.X	PURCHASED INDIVIDUAL HEALTH INSURANCE THROUGH AN ONLINE OR WEB-BASED :	155
FINANCIAL SERVICES	162.79.7	TYPE OF INVESTMENT - ONLINE TRADING	155
FINANCIAL SERVICES	115.22.1	HAVE LIFE INSURANCE WITH AETNA	154
FINANCIAL SERVICES	148.05.8	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM OTHER	154
FINANCIAL SERVICES	115.22.2	HAVE LIFE INSURANCE WITH ALLSTATE	152
FINANCIAL SERVICES	142.25.5	PAYING YOUR BILLS - ONLINE	152
FINANCIAL SERVICES	162.79.3	TYPE OF INVESTMENT - OWN 401K	151
FINANCIAL SERVICES	142.14.6	TURBO TAX (ONLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LAST 12 MON1	151
FINANCIAL SERVICES	148.01.0	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER F	151

**CPR Report by Category:
Financial Services**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FINANCIAL SERVICES	142.14.Y	HANDR BLOCK TAXCUT (OFFLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN L	148
FINANCIAL SERVICES	123.09.4	TYPE OF INVESTMENT - INTERNATIONAL INVESTMENTS	147
FINANCIAL SERVICES	122.46.7	HAVE LIFE INSURANCE WITH TEACHERS (TIAA)	146
FINANCIAL SERVICES	162.23.5	TYPE OF INVESTMENT - OTHER COLLEGE SAVINGS	146
FINANCIAL SERVICES	115.26.1	HAVE HEALTH INSURANCE WITH AETNA	145
FINANCIAL SERVICES	115.22.5	HAVE LIFE INSURANCE WITH CIGNA	145
FINANCIAL SERVICES	148.02.8	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM FS BROKERA	144
FINANCIAL SERVICES	148.01.2	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM CR	144
FINANCIAL SERVICES	148.03.8	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM DISC BROKEF	144
FINANCIAL SERVICES	115.28.Y	HAVE HEALTH INSURANCE WITH UNITEDHEALTHCARE	143
FINANCIAL SERVICES	124.47.4	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - LOSS OF INCOME (THROUGH M	143
FINANCIAL SERVICES	147.79.8	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM COMMUNITY I	142
FINANCIAL SERVICES	148.02.1	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FRO	141
FINANCIAL SERVICES	124.47.6	CURRENTLY CARRY UMBRELLA COVERAGE LIABILITY INSURANCE	140
FINANCIAL SERVICES	148.06.6	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM DISC B	140
FINANCIAL SERVICES	163.06.1	TYPE OF INVESTMENT - MONEY MARKET	138
FINANCIAL SERVICES	112.62.6	LOANS - HOME EQUITY LOAN	136
FINANCIAL SERVICES	148.01.9	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM CREDIT UNION	135
FINANCIAL SERVICES	115.23.0	HAVE LIFE INSURANCE WITH METLIGE/METROPOLITAN	135
FINANCIAL SERVICES	112.62.2	LOANS - HAVE PERSONAL LOAN(S) FOR EDUCATION ONLY	135
FINANCIAL SERVICES	124.47.3	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - DENTAL	135
FINANCIAL SERVICES	123.08.0	TYPE OF INVESTMENT - COMMON STOCK IN ANY OTHER COMPANY	134
FINANCIAL SERVICES	115.30.3	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - GROUP LIFE	134
FINANCIAL SERVICES	125.64.2	EDUCATION CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	133
FINANCIAL SERVICES	148.07.4	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM CRED	133
FINANCIAL SERVICES	147.80.8	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM SAVINGS BAN	133
FINANCIAL SERVICES	147.79.3	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM COMMUNITY BANK	132
FINANCIAL SERVICES	147.79.2	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM CO	132
FINANCIAL SERVICES	149.77.6	HAVE MUTUAL FUND/BROKERAGE ACCOUNTS	132
FINANCIAL SERVICES	123.08.7	TYPE OF INVESTMENT - MUTUAL FUNDS	132
FINANCIAL SERVICES	123.09.3	TYPE OF INVESTMENT - INVESTMENT COLLECTIBLES (ART, ANTIQUE CARS, ETC)	131
FINANCIAL SERVICES	189.50.0	TYPE OF INVESTMENT - OWN ANY INVESTMENTS	131
FINANCIAL SERVICES	147.79.0	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER F	131
FINANCIAL SERVICES	148.01.3	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM CREDIT UNION	131
FINANCIAL SERVICES	123.09.1	TYPE OF INVESTMENT - US TREASURY BILLS OR NOTES	131
FINANCIAL SERVICES	148.02.0	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER F	131

**CPR Report by Category:
Financial Services**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FINANCIAL SERVICES	123.08.1	TYPE OF INVESTMENT - US SAVINGS BONDS	131
FINANCIAL SERVICES	124.47.5	CURRENTLY CARRY PERSONAL LIABILITY (NOT AUTO/HOMEOWNER)	131
FINANCIAL SERVICES	112.62.1	LOANS - HAVE AUTO LOAN(S) FOR NEW CAR	130
FINANCIAL SERVICES	115.32.1	OBTAINED MEDICAL POLICY WITH YOU/YOUR SPOUSES PLACE WORK OR UNION	130
FINANCIAL SERVICES	115.30.1	HAVE TERM LIFE LIFE INSURANCE	129
FINANCIAL SERVICES	147.79.9	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM COMMUNITY BANK	129
FINANCIAL SERVICES	115.35.0	HOMEOWNERS INSURANCE - STATE FARM	129
FINANCIAL SERVICES	124.47.7	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - VISION CARE	129
FINANCIAL SERVICES	163.06.2	MONEY MARKET VALUED AT \$100,000 OR MORE	129
FINANCIAL SERVICES	115.24.0	HAVE LIFE INSURANCE WITH STATE FARM	128
FINANCIAL SERVICES	147.78.8	BANKING AND INVESTMENTS - CURRENTLY HAVE CASH MANAGEMENT ACCOUNT(S)	128
FINANCIAL SERVICES	180.30.X	HAVE OR USE VISA DEBIT CARD	128
FINANCIAL SERVICES	147.78.2	BANKING AND INVESTMENTS - CURRENTLY HAVE INTEREST BEARING CHECKING ACC	128
FINANCIAL SERVICES	162.33.3	PROPERTY AND VEHICLE INSURANCE - HOMEOWNERS	128
FINANCIAL SERVICES	147.78.0	BANKING AND INVESTMENTS - CURRENTLY HAVE DEBIT CARD/ELECTRONIC FUNDS T	128
FINANCIAL SERVICES	162.79.4	TYPE OF INVESTMENT - IRA	127
FINANCIAL SERVICES	112.62.7	LOANS - HAVE SECURED LINE OF CREDIT ACCOUNT(S)	126
FINANCIAL SERVICES	142.14.7	HANDR BLOCK TAXCUT (ONLINE TAX SOFTWARE) PREPARED PERSONAL TAXES IN LA	126
FINANCIAL SERVICES	147.78.9	BANKING AND INVESTMENTS - CURRENTLY HAVE CHECK GUARANTEE CARD	125
FINANCIAL SERVICES	125.64.7	PRIVATE FOUNDATIONS CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	125
FINANCIAL SERVICES	115.22.0	HAVE LIFE INSURANCE WITH FARMERS	124
FINANCIAL SERVICES	185.60.3	HAVE OR USE ANY VISA CREDIT CARDS IN LAST 12 MONTHS	123
FINANCIAL SERVICES	115.31.2	VALUE OF LIFE INSURANCE = \$100,000-\$199,999	123
FINANCIAL SERVICES	147.78.3	BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS ACCOUNT(S)	123
FINANCIAL SERVICES	124.47.1	CURRENTLY CARRY BOAT OWNERS/INLAND MARINE INSURANCE	122
FINANCIAL SERVICES	185.65.7	USE ANY CREDIT CARD IN LAST 12 MONTHS	122
FINANCIAL SERVICES	125.64.9	SOCIAL SERVICES/WELFARE CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	121
FINANCIAL SERVICES	147.80.0	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER F	121
FINANCIAL SERVICES	121.69.3	USED ATM/DEBIT CARD ONCE IN LAST 30 DAYS	121
FINANCIAL SERVICES	121.69.2	USED ATM/DEBIT CARD 2-3 TIMES IN LAST 30 DAYS	121
FINANCIAL SERVICES	142.25.9	PAYING YOUR BILLS - AUTOMATICALLY DEDUCTED FROM BANK ACCOUNT	121
FINANCIAL SERVICES	185.60.2	HAVE OR USE ANY MASTERCARD CREDIT CARDS IN LAST 12 MONTHS	119
FINANCIAL SERVICES	124.46.1	HAVE OTHER INSURANCE	119
FINANCIAL SERVICES	180.25.0	HAVE DEBIT CARDS	119
FINANCIAL SERVICES	148.03.2	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM DIS	119
FINANCIAL SERVICES	162.79.2	TYPE OF INVESTMENT - TRUST AGREEMENT	119

CPR Report by Category:
Financial Services

CATEGORY	CCP CODE	VARIABLE NAME	Score
FINANCIAL SERVICES	123.08.2	TYPE OF INVESTMENT - OTHER US GOVERNMENT BONDS	119
FINANCIAL SERVICES	148.05.X	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM OTHER	118
FINANCIAL SERVICES	112.71.9	LOANS - HAVE CAR TITLE LOAN	118
FINANCIAL SERVICES	148.01.1	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FRO	118
FINANCIAL SERVICES	148.01.X	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM CREDIT UNION	117
FINANCIAL SERVICES	98.28.1	HAVE OR USE CREDIT CARDS	117
FINANCIAL SERVICES	121.68.1	HAS ATM/DEBIT CARD	117
FINANCIAL SERVICES	123.08.8	TYPE OF INVESTMENT - OWN CORPORATE BONDS	116
FINANCIAL SERVICES	125.64.8	RELIGIOUS CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	116
FINANCIAL SERVICES	115.21.5	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - LIFE	116
FINANCIAL SERVICES	162.79.1	TYPE OF INVESTMENT - KEOGH/SEP-IRA/PENSION	116
FINANCIAL SERVICES	115.35.1	HOMEOWNERS INSURANCE - GEICO	114
FINANCIAL SERVICES	121.69.1	USED ATM/DEBIT CARD 4 OR MORE TIMES IN LAST 30 DAYS	114
FINANCIAL SERVICES	148.02.3	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM FS BROKERAGE FIRM	114
FINANCIAL SERVICES	125.63.1	MADE CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	114
FINANCIAL SERVICES	192.46.1	ANY CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	114
FINANCIAL SERVICES	122.46.9	HAVE LIFE INSURANCE WITH TRANSAMERICA	114
FINANCIAL SERVICES	125.64.4	HEALTH CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	114
FINANCIAL SERVICES	115.26.4	HAVE HEALTH INSURANCE WITH BLUE CROSS/BLUE SHIELD	114
FINANCIAL SERVICES	147.80.2	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM SA ¹	114
FINANCIAL SERVICES	147.79.1	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FRO	113
FINANCIAL SERVICES	125.64.0	OTHER CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	112
FINANCIAL SERVICES	115.21.4	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - HEALTH/HOSPITAL	112
FINANCIAL SERVICES	121.69.4	DID NOT USE ATM/DEBIT CARD IN LAST 30 DAYS	112
FINANCIAL SERVICES	124.47.X	CURRENTLY CARRY SMALL BUSINESS INSURANCE	112
FINANCIAL SERVICES	115.33.5	PROPERTY AND VEHICLE INSURANCE - AUTOMOTIVE	112
FINANCIAL SERVICES	142.25.7	PAYING YOUR BILLS - BY PHONE	111
FINANCIAL SERVICES	148.07.2	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM COMM	111
FINANCIAL SERVICES	125.64.5	PUBLIC RADIO CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	111
FINANCIAL SERVICES	147.80.3	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM SAVINGS BANK	111
FINANCIAL SERVICES	178.73.4	CPA/PRIVATE ACCOUNTANT PREPARED PERSONAL TAXES IN LAST 12 MONTHS	110
FINANCIAL SERVICES	115.33.1	HAVE EITHER PROPERTY OR VEHICLE INSURANCE	109
FINANCIAL SERVICES	130.07.7	USE CREDIT MONITORING	109
FINANCIAL SERVICES	115.21.1	CURRENTLY HAVE HEALTH/HOSPITAL/LIFE INSURANCE	109
FINANCIAL SERVICES	125.64.1	ARTS/CULTURE AND HUMANITIES CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	109
FINANCIAL SERVICES	123.08.Y	TYPE OF INVESTMENT - OTHER SERCURITIES (COMMODITIES/WARRANTS/PUTS)	108

**CPR Report by Category:
Financial Services**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FINANCIAL SERVICES	147.78.1	BANKING AND INVESTMENTS - CURRENTLY HAVE NON-INTEREST BEARING CHECKING	108
FINANCIAL SERVICES	123.08.3	TYPE OF INVESTMENT - OWN CITY/MUNICIPAL OR STATE BONDS	108
FINANCIAL SERVICES	148.06.5	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM FS BRC	107
FINANCIAL SERVICES	148.07.1	BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS CERTIFICATES CD/SHORT	106
FINANCIAL SERVICES	125.64.3	ENVIRONMENTAL CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	106
FINANCIAL SERVICES	148.05.2	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM OT	105
FINANCIAL SERVICES	115.22.3	HAVE LIFE INSURANCE WITH AMERICAN GENERAL	105
FINANCIAL SERVICES	125.64.X	POLITICAL CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	105
FINANCIAL SERVICES	162.79.5	TYPE OF INVESTMENT - TAX SHELTERS	104
FINANCIAL SERVICES	112.62.4	LOANS - HAVE HOME IMPROVEMENT LOAN(S)	103
FINANCIAL SERVICES	112.62.8	LOANS - HAVE UNSECURED LINE OF CREDIT ACCOUNT(S)	103
FINANCIAL SERVICES	115.30.2	HEALTH/HOSPITAL/LIFE INSURANCE - KIND OF LIFE INSURANCE - WHOLE/UNIVERSAL/	102
FINANCIAL SERVICES	148.05.3	BANKING AND INVESTMENTS - SAVINGS ACCOUNT(S) FROM OTHER	102
FINANCIAL SERVICES	142.25.6	PAYING YOUR BILLS - BY MAIL	102
FINANCIAL SERVICES	148.06.2	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM COMM	101
FINANCIAL SERVICES	180.30.0	HAVE OR USE MASTERCARD DEBIT CARD	101
FINANCIAL SERVICES	148.04.2	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM MU	101
FINANCIAL SERVICES	124.47.0	CURRENTLY CARRY SURETY (BOND) INSURANCE	100
FINANCIAL SERVICES	115.30.5	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - OTHER	100
FINANCIAL SERVICES	113.69.X	SENT MONEY OUTSIDE THE US IN THE LAST 12 MONTHS	99
FINANCIAL SERVICES	148.07.5	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM FS BR	99
FINANCIAL SERVICES	122.46.5	HAVE LIFE INSURANCE WITH NATIONWIDE	99
FINANCIAL SERVICES	115.29.2	HAVE HEALTH INSURANCE WITH OTHER	98
FINANCIAL SERVICES	115.31.3	VALUE OF LIFE INSURANCE = \$50,000-\$99,999	98
FINANCIAL SERVICES	148.04.0	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER F	98
FINANCIAL SERVICES	148.06.1	BANKING AND INVESTMENTS - CURRENTLY HAVE SAVINGS CERTIFICATES CD/LONG T	97
FINANCIAL SERVICES	148.06.4	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM CREDIT	97
FINANCIAL SERVICES	148.04.8	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM MUTUAL FUN	96
FINANCIAL SERVICES	148.02.2	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM FS	96
FINANCIAL SERVICES	147.80.1	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FRO	96
FINANCIAL SERVICES	124.47.9	CURRENTLY CARRY OTHER INSURANCE	94
FINANCIAL SERVICES	148.06.7	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM MUTUA	92
FINANCIAL SERVICES	142.14.5	MANUALLY (PEN AND PAPER) PREPARED PERSONAL TAXES IN LAST 12 MONTHS	92
FINANCIAL SERVICES	113.69.0	SENT MONEY WITHIN THE US IN THE LAST 12 MONTHS	92
FINANCIAL SERVICES	125.64.6	PUBLIC TELEVISION CHARITABLE CONTRIBUTIONS IN LAST 12 MONTHS	91
FINANCIAL SERVICES	115.24.7	HAVE LIFE INSURANCE WITH PRUDENTIAL FINANCIAL	91

CPR Report by Category:
Financial Services

CATEGORY	CCP CODE	VARIABLE NAME	Score
FINANCIAL SERVICES	122.46.0	HAVE HEALTH INSURANCE WITH AFLAC	89
FINANCIAL SERVICES	148.01.8	BANKING AND INVESTMENTS - CASH MANAGEMENT ACCOUNT(S) FROM CREDIT UNIO	89
FINANCIAL SERVICES	148.03.1	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FRO	89
FINANCIAL SERVICES	162.79.6	TYPE OF INVESTMENT - TAX SHELTERS ANNUITIES	88
FINANCIAL SERVICES	124.47.2	CURRENTLY CARRY CONVALESCENT (LONG TERM) CARE INSURANCE	88
FINANCIAL SERVICES	148.03.0	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER F	88
FINANCIAL SERVICES	115.32.6	PURCHASED INDIVIDUAL HEALTH INSURANCE WITH INSURANCE AGENT OR BROKER	88
FINANCIAL SERVICES	115.28.0	HAVE HEALTH INSURANCE WITH STATE FARM	87
FINANCIAL SERVICES	148.07.3	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM SAVIN	87
FINANCIAL SERVICES	148.06.3	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM SAVINC	86
FINANCIAL SERVICES	115.32.2	OBTAINED MEDICAL POLICY WITH FRATERNAL/MEMBERSHIP GROUP	84
FINANCIAL SERVICES	112.62.3	LOANS - HAVE PERSONAL LOAN(S) NOT FOR EDUCATION	84
FINANCIAL SERVICES	162.33.4	PROPERTY AND VEHICLE INSURANCE - TENANTS	83
FINANCIAL SERVICES	115.30.4	HEALTH/LIFE INSURANCE-KIND OF LIFE INSURANCE - INDIVIDUAL ANNUITY	83
FINANCIAL SERVICES	147.78.X	BANKING AND INVESTMENTS - CURRENTLY HAVE SENIOR CITIZENS CLUB	82
FINANCIAL SERVICES	148.07.6	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM DISC	81
FINANCIAL SERVICES	142.02.0	OTHER PROFESSIONAL ON-SITE SERVICES PREPARED PERSONAL TAXES IN LAST 12	81
FINANCIAL SERVICES	142.24.6	OTHER METHOD PREPARED PERSONAL TAXES IN LAST 12 MONTHS	81
FINANCIAL SERVICES	142.14.8	OTHER ONLINE SOFTWARE PREPARED PERSONAL TAXES IN LAST 12 MONTHS	80
FINANCIAL SERVICES	148.05.0	BANKING AND INVESTMENTS - CHECK DEBIT CARD/ELECTRONIC FUNDS TRANSFER F	80
FINANCIAL SERVICES	115.30.6	HEALTH/HOSPITAL/LIFE INSURANCE - TYPES OWNED - SOLE TYPE USER	79
FINANCIAL SERVICES	115.31.4	VALUE OF LIFE INSURANCE = \$20,000-\$49,999	78
FINANCIAL SERVICES	122.45.0	HAVE LIFE INSURANCE WITH AFLAC	78
FINANCIAL SERVICES	148.05.1	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FRO	76
FINANCIAL SERVICES	147.80.X	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM SAVINGS BANK	76
FINANCIAL SERVICES	115.32.Y	PURCHASED INDIVIDUAL HEALTH INSURANCE WITH OTHER	75
FINANCIAL SERVICES	123.09.0	TYPE OF INVESTMENT - DO NOT OWN ANY INVESTMENTS	75
FINANCIAL SERVICES	148.05.Y	BANKING AND INVESTMENTS - DO NOT HAVE ANY OF THESE	75
FINANCIAL SERVICES	148.02.X	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM FS BROKERAGE FIRM	73
FINANCIAL SERVICES	115.32.4	OBTAINED MEDICAL POLICY WITH MEDIGAP/MEDICARE SUPPLEMENT	72
FINANCIAL SERVICES	113.14.9	SENT MONEY USING WESTERN UNION IN LAST 12 MONTHS	71
FINANCIAL SERVICES	142.24.X	OUR HOUSEHOLD HAS NO BILLS TO PAY	71
FINANCIAL SERVICES	112.69.Y	LOANS - DO NOT HAVE ANY OF THESE	70
FINANCIAL SERVICES	148.07.8	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/SHORT TERM FROM OTHE	70
FINANCIAL SERVICES	148.04.1	BANKING AND INVESTMENTS - NON-INTEREST BEARING CHECKING ACCOUNT(S) FRO	69
FINANCIAL SERVICES	142.24.9	SOMEONE ELSE-RLTVE/FAM MMBR NOT LV IN HH PAYS OUR BILLS	68

**CPR Report by Category:
Financial Services**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FINANCIAL SERVICES	122.45.9	VALUE OF LIFE INSURANCE = LESS THAN \$20,000	66
FINANCIAL SERVICES	148.06.8	BANKING AND INVESTMENTS - SAVINGS CERTIFICATES CD/LONG TERM FROM OTHER	66
FINANCIAL SERVICES	115.32.3	OBTAINED MEDICAL POLICY WITH BASIC/ORIGINAL MEDICARE	64
FINANCIAL SERVICES	147.79.X	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM COMMUNITY BANK	63
FINANCIAL SERVICES	142.25.0	PAYING YOUR BILLS - IN PERSON	62
FINANCIAL SERVICES	115.26.3	HAVE HEALTH INSURANCE WITH AMERICAN GENERAL	62
FINANCIAL SERVICES	148.04.9	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM MUTUAL FUND FIRM	58
FINANCIAL SERVICES	142.24.0	OUTSIDE PROFESSIONAL/ACCNTNT/FINANCIAL ADVISOR PAYS OUR BILLS	54
FINANCIAL SERVICES	148.03.9	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM DISC BROKERAGE FI	53
FINANCIAL SERVICES	148.05.9	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM OTHER	52
FINANCIAL SERVICES	178.73.3	NOTARY PUBLIC PREPARED PERSONAL TAXES IN LAST 12 MONTHS	49
FINANCIAL SERVICES	115.32.5	OBTAINED MEDICAL POLICY WITH MEDICAID	47
FINANCIAL SERVICES	148.03.X	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM DISC BROKERAGE FIRM	35
FINANCIAL SERVICES	113.13.0	SENT MONEY USING RIA ENVIA IN LAST 12 MONTHS	34
FINANCIAL SERVICES	148.04.X	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM MUTUAL FUND FIRM	28

**CPR Report by Category:
Food - Baking**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - BAKING	107.64.0	USE GHIRARDELLI BAKING CHIPS/PIECES	144
FOOD - BAKING	161.18.7	USE BETTY CROCKER SUPREME DRY BROWNIE MIX	119
FOOD - BAKING	161.42.6	USE NESTLE TOLL HOUSE MORSELS BAKING CHIPS/PIECES	116
FOOD - BAKING	186.10.9	BRAND SUMMARY - BETTY CROCKER DRY BROWNIE MIX	113
FOOD - BAKING	161.34.3	USE STORE BRAND FLOUR	111
FOOD - BAKING	161.40.1	USE SEMI-SWEET CHOCOLATE BAKING CHIPS/PIECES	110
FOOD - BAKING	100.78.Y	ALSO USE DUNCAN HINES MOIST DELUXE DRY CAKE MIX	109
FOOD - BAKING	161.40.2	USE MILK CHOCOLATE BAKING CHIPS/PIECES	107
FOOD - BAKING	161.17.6	USE DUNCAN HINES PREMIUM DRY BROWNIE MIX	106
FOOD - BAKING	161.32.1	USE GOLD MEDAL FLOUR	105
FOOD - BAKING	161.39.1	HOUSEHOLD USES BAKING CHIPS AND PIECES	105
FOOD - BAKING	183.74.3	USE SOLE BRAND USER FLOUR	105
FOOD - BAKING	161.16.1	HOUSEHOLD USES DRY BROWNIE MIXES	105
FOOD - BAKING	161.41.4	ALSO USE BUTTERSCOTCH FLAVOR BAKING CHIPS/PIECES	105
FOOD - BAKING	161.30.1	HOUSEHOLD USES FLOUR	102
FOOD - BAKING	186.10.0	BRAND SUMMARY - DUNCAN HINES DRY BROWNIE MIX	102
FOOD - BAKING	186.10.7	BRAND SUMMARY - DUNCAN HINES DRY CAKE MIX	100
FOOD - BAKING	161.42.2	USE HERSHEY CHIPS BAKING CHIPS/PIECES	99
FOOD - BAKING	10.80.Y	USE DUNCAN HINES MOIST DELUXE DRY CAKE MIX	98
FOOD - BAKING	161.08.1	HOUSEHOLD USES DRY CAKE MIXES (NOT CAKE FLOUR)	98
FOOD - BAKING	186.10.X	BRAND SUMMARY - PILLSBURY DRY BROWNIE MIX	98
FOOD - BAKING	161.48.1	USE CANNED (READY-TO-SPREAD) FROSTING	97
FOOD - BAKING	161.22.1	HOUSEHOLD USES OTHER BAKING MIXES	97
FOOD - BAKING	161.42.4	USE HERSHEY MINI CHIPS BAKING CHIPS/PIECES	97
FOOD - BAKING	161.47.1	HOUSEHOLD USES FROSTING (STORE BOUGHT)	96
FOOD - BAKING	101.73.X	USE BETTY CROCKER RICH AND CREAMY FROSTING	96
FOOD - BAKING	161.48.2	USE PACKAGED MIX (NOT READY-TO-SPREAD) FROSTING	94

CPR Report by Category:
Food - Baking

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - BAKING	160.57.1	HOUSEHOLD USES PACKAGED PIE CRUSTS	93
FOOD - BAKING	161.09.4	USE BETTY CROCKER SUPERMOIST CAKE DRY CAKE MIX	93
FOOD - BAKING	161.19.8	ALSO USE JIFFY DRY BROWNIE MIX	92
FOOD - BAKING	161.18.5	USE BETTY CROCKER SWEET REWARDS DRY BROWNIE MIX	92
FOOD - BAKING	112.46.X	USE DUNCAN HINES CHOCOLATE LOVERS DRY BROWNIE MIX	91
FOOD - BAKING	101.74.Y	USE BETTY CROCKER WHIPPED FROSTING	91
FOOD - BAKING	161.42.7	USE NESTLE MINI MORSELS BAKING CHIPS/PIECES	90
FOOD - BAKING	161.19.9	ALSO USE MARTHA WHITE DRY BROWNIE MIX	90
FOOD - BAKING	161.51.2	USE DUNCAN HINES CREAMY HOMESTYLE FROSTING	89
FOOD - BAKING	107.64.X	USE STORE BRAND BAKING CHIPS/PIECES	89
FOOD - BAKING	100.78.X	ALSO USE BETTY CROCKER STIRN BAKE DRY CAKE MIX	88
FOOD - BAKING	161.51.3	USE DUNCAN HINES FUN FROSTERS FROSTING	84
FOOD - BAKING	112.49.X	USE BAKERS BAKING CHIPS/PIECES	84
FOOD - BAKING	161.12.X	ALSO USE OTHER DUNCAN HINES CAKES DRY CAKE MIX	82
FOOD - BAKING	10.80.X	USE BETTY CROCKER STIRN BAKE DRY CAKE MIX	80
FOOD - BAKING	161.13.Y	ALSO USE DUNCAN HINES SIGNATURE DESSERTS DRY CAKE MIX	79
FOOD - BAKING	161.42.Y	USE MANDMS BAKING BITS BAKING CHIPS/PIECES	79
FOOD - BAKING	161.18.2	USE OTHER PILLSBURY DRY BROWNIE MIX	79
FOOD - BAKING	161.10.Y	USE DUNCAN HINES SIGNATURE DESSERTS DRY CAKE MIX	77
FOOD - BAKING	161.18.6	USE BETTY CROCKER STIRN BAKE DRY BROWNIE MIX	73
FOOD - BAKING	161.40.6	USE VANILLA BAKING CHIPS/PIECES	73
FOOD - BAKING	161.40.5	USE PEANUT BUTTER BAKING CHIPS/PIECES	69
FOOD - BAKING	161.42.9	USE REESEES BAKING CHIPS/PIECES	67
FOOD - BAKING	161.42.3	USE HERSHEY CHUNKS BAKING CHIPS/PIECES	66
FOOD - BAKING	161.17.8	USE JIFFY DRY BROWNIE MIX	53
FOOD - BAKING	161.34.1	USE GOYA FLOUR	52
FOOD - BAKING	161.17.9	USE MARTHA WHITE DRY BROWNIE MIX	49
FOOD - BAKING	161.32.X	USE MASECA FLOUR	48
FOOD - BAKING	161.32.0	USE LA PINA FLOUR	43

**CPR Report by Category:
Food - Condiments**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - CONDIMENTS	156.55.7	NUMBER OF JARS OF BERTOLLISPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	145
FOOD - CONDIMENTS	180.63.3	USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES	145
FOOD - CONDIMENTS	181.55.2	NUMBER OF QUARTS OF BERTOLLI SALAD OIL USED IN LAST 90 DAYS	128
FOOD - CONDIMENTS	153.39.2	USE CONTADINA PIZZA SAUCE	122
FOOD - CONDIMENTS	157.28.4	USE GREY POUPON MUSTARD	121
FOOD - CONDIMENTS	10.22.1	USE REDDI-WHIP WHIPPED TOPPING	116
FOOD - CONDIMENTS	156.55.1	NUMBER OF JARS OF BARILLA SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	116
FOOD - CONDIMENTS	157.20.2	USE HEINZ CATSUP/KETCHUP	113
FOOD - CONDIMENTS	104.18.9	NUMBER OF POUNDS OF BRUMMEL AND BROWN MARGARINE USED IN LAST 7 DAYS	111
FOOD - CONDIMENTS	105.76.X	USE KC MASTERPIECE BBQ/SEASONING SAUCES	109
FOOD - CONDIMENTS	165.25.3	USE MCCORMICK SEASONINGS/SPICES	108
FOOD - CONDIMENTS	180.63.7	USE SMUCKERS JAMS, JELLIES AND PRESERVES	107
FOOD - CONDIMENTS	106.06.Y	USE SPLENDA SUGAR SUBSTITUTES	107
FOOD - CONDIMENTS	180.74.1	NUMBER OF POUNDS OF LAND OLAKES MARGARINE USED IN LAST 7 DAYS	107
FOOD - CONDIMENTS	102.50.0	NUMBER OF JARS OF KRAFT MAYO MAYONNAISE/MAYO SALAD DRESSING USED IN L/	105
FOOD - CONDIMENTS	157.28.3	USE FRENCHS MUSTARD	105
FOOD - CONDIMENTS	102.66.8	NUMBER OF BOTTLES OF WISH-BONE PREPARED SALAD DRESSINGS USED IN LAST 3	104
FOOD - CONDIMENTS	288.47.5	USE IMPERIAL WHITE GRANULATED SUGAR	103
FOOD - CONDIMENTS	157.36.1	HOUSEHOLD USES BBQ AND SEASONING SAUCES	103
FOOD - CONDIMENTS	156.62.1	HOUSEHOLD USES SPAGHETTI/PASTA SAUCE IN JARS	102
FOOD - CONDIMENTS	156.08.1	HOUSEHOLD USES PREPARED SALAD DRESSING	101
FOOD - CONDIMENTS	165.24.1	HOUSEHOLD USES SEASONINGS/SPICES	101
FOOD - CONDIMENTS	155.55.1	HOUSEHOLD USES SALAD OR COOKING OIL	101
FOOD - CONDIMENTS	101.61.3	NUMBER OF QUARTS OF STORE BRAND SALAD OIL USED IN LAST 90 DAYS	101
FOOD - CONDIMENTS	158.55.1	HOUSEHOLD USES WHITE GRANULATED SUGAR	101
FOOD - CONDIMENTS	162.19.1	HOUSEHOLD EATS WHIPPED TOPPING (CREAM TYPE)	100
FOOD - CONDIMENTS	156.36.1	HOUSEHOLD USES DRY MIX SALAD DRESSING	100

CPR Report by Category:
Food - Condiments

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - CONDIMENTS	157.23.1	HOUSEHOLD USES MUSTARD	100
FOOD - CONDIMENTS	158.17.1	HOUSEHOLD USES PANCAKE AND TABLE SYRUP	100
FOOD - CONDIMENTS	102.65.X	NUMBER OF BOTTLES OF KRAFT PREPARED SALAD DRESSINGS USED IN LAST 30 DA\	100
FOOD - CONDIMENTS	149.08.1	USE KNOTTS BERRY FARM JAMS, JELLIES AND PRESERVES	100
FOOD - CONDIMENTS	157.17.1	HOUSEHOLD USES CATSUP/KETCHUP	100
FOOD - CONDIMENTS	158.56.5	USE STORE BRAND WHITE GRANULATED SUGAR	100
FOOD - CONDIMENTS	102.66.7	NUMBER OF BOTTLES OF SEVEN SEAS PREPARED SALAD DRESSINGS USED IN LAST	99
FOOD - CONDIMENTS	102.49.0	NUMBER OF JARS OF HELLMANNS MAYONNAISE/MAYO SALAD DRESSING USED IN LA	99
FOOD - CONDIMENTS	158.58.1	HOUSEHOLD USES SUGAR SUBSTITUTUES	99
FOOD - CONDIMENTS	153.21.1	HOUSEHOLD USES PIZZA SAUCE	98
FOOD - CONDIMENTS	10.57.X	USE MRS BUTTERWORTHS PANCAKE/TABLE SYRUP	98
FOOD - CONDIMENTS	165.25.4	USE LAWRY'S SEASONINGS/SPICES	97
FOOD - CONDIMENTS	156.44.1	HOUSEHOLD USES MAYONNAISE/MAYO SALAD DRESSING IN JAR	97
FOOD - CONDIMENTS	102.45.0	NUMBER OF QUARTS OF CRISCO SALAD OIL USED IN LAST 90 DAYS	96
FOOD - CONDIMENTS	181.55.X	NUMBER OF QUARTS OF PLANTERS PEANUT OIL SALAD OIL USED IN LAST 90 DAYS	96
FOOD - CONDIMENTS	10.21.X	USE COOL WHIP WHIPPED TOPPING	96
FOOD - CONDIMENTS	10.39.Y	NUMBER OF JARS OF RAGU SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	95
FOOD - CONDIMENTS	158.20.5	USE HUNGRY JACK PANCAKE/TABLE SYRUP	94
FOOD - CONDIMENTS	155.10.0	HOUSEHOLD USES GRAVY AND SAUCE MIXES	94
FOOD - CONDIMENTS	149.40.1	HOUSEHOLD EATS MARGARINE/MARGARINE SPREAD	94
FOOD - CONDIMENTS	102.51.0	NUMBER OF JARS OF KRAFT MIRACLE WHIP MAYONNAISE/MAYO SALAD DRESSING U:	93
FOOD - CONDIMENTS	158.59.5	USE SWEETN LOW SUGAR SUBSTITUTES	93
FOOD - CONDIMENTS	180.63.8	USE WELCH'S JAMS, JELLIES AND PRESERVES	92
FOOD - CONDIMENTS	158.59.Y	USE NUTRASWEET SUGAR SUBSTITUTES	91
FOOD - CONDIMENTS	153.39.5	USE RAGU PIZZA SAUCE	90
FOOD - CONDIMENTS	155.04.6	USE HEINZ GRAVY AND SAUCE MIXES	88
FOOD - CONDIMENTS	158.59.1	USE EQUAL SUGAR SUBSTITUTES	88
FOOD - CONDIMENTS	153.39.8	USE PREGO PIZZA SAUCE	88
FOOD - CONDIMENTS	181.63.6	NUMBER OF BOTTLES OF STORE BRAND PREPARED SALAD DRESSINGS USED IN LAS	87
FOOD - CONDIMENTS	102.46.0	NUMBER OF QUARTS OF MAZOLA SALAD OIL USED IN LAST 90 DAYS	87
FOOD - CONDIMENTS	180.63.0	USE STORE BRAND JAMS, JELLIES AND PRESERVES	86
FOOD - CONDIMENTS	157.20.4	USE STORE BRAND CATSUP/KETCHUP	86
FOOD - CONDIMENTS	158.08.4	USE KELLOGG'S EGGO PANCAKE/TABLE SYRUP	86
FOOD - CONDIMENTS	181.78.1	NUMBER OF JARS OF PROGRESSO SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	86
FOOD - CONDIMENTS	162.24.9	USE RICH'S WHIPPED TOPPING	86
FOOD - CONDIMENTS	126.21.4	USE CAMPBELL'S GRAVY AND SAUCE MIXES	83

CPR Report by Category:
Food - Condiments

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - CONDIMENTS	157.43.Y	USE HEINZ 57 BBQ/SEASONING SAUCES	81
FOOD - CONDIMENTS	158.59.0	USE STORE BRAND SUGAR SUBSTITUTES	81
FOOD - CONDIMENTS	105.77.7	USE KRAFT BBQ/SEASONING SAUCES	80
FOOD - CONDIMENTS	158.56.4	USE DOMINO WHITE GRANULATED SUGAR	80
FOOD - CONDIMENTS	153.39.4	USE PROGRESSO PIZZA SAUCE	80
FOOD - CONDIMENTS	157.28.9	USE KRAFT MUSTARD	79
FOOD - CONDIMENTS	181.55.7	NUMBER OF QUARTS OF GOYA SALAD OIL USED IN LAST 90 DAYS	74
FOOD - CONDIMENTS	155.45.9	USE STORE BRAND GRAVY AND SAUCE MIXES	73
FOOD - CONDIMENTS	165.25.7	USE GOYA SEASONINGS/SPICES	73
FOOD - CONDIMENTS	180.63.5	USE KRAFT JAMS, JELLIES AND PRESERVES	73
FOOD - CONDIMENTS	102.48.0	NUMBER OF JARS OF STORE BRAND MAYONNAISE/MAYO SALAD DRESSING USED IN I	70
FOOD - CONDIMENTS	181.77.6	NUMBER OF JARS OF HEALTHY CHOICE SPAGHETTI/PASTA SAUCE USED IN LAST 30 C	69
FOOD - CONDIMENTS	180.75.1	NUMBER OF POUNDS OF STORE BRAND MARGARINE USED IN LAST 7 DAYS	69
FOOD - CONDIMENTS	181.61.5	NUMBER OF BOTTLES OF HEINZ PREPARED SALAD DRESSINGS USED IN LAST 30 DAY	68
FOOD - CONDIMENTS	180.74.5	NUMBER OF POUNDS OF PARKAY MARGARINE USED IN LAST 7 DAYS	68
FOOD - CONDIMENTS	181.77.5	NUMBER OF JARS OF DEL MONTE SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	63
FOOD - CONDIMENTS	181.77.7	NUMBER OF JARS OF HEINZ SPAGHETTI/PASTA SAUCE USED IN LAST 30 DAYS	61
FOOD - CONDIMENTS	157.20.1	USE DEL MONTE CATSUP/KETCHUP	60
FOOD - CONDIMENTS	157.45.6	USE LA COSTENA BBQ/SEASONING SAUCES	50

**CPR Report by Category:
Food - Dairy**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - FROZEN	153.43.X	ATE CALIFORNIA PIZZA KITCHEN FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30	155
FOOD - FROZEN	154.31.7	USE FOSTER FARMS FROZEN FRIED CHICKEN	151
FOOD - FROZEN	105.58.6	ATE FRESCETTA FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	139
FOOD - FROZEN	86.49.6	USE DREYERS FROZEN YOGURT (BOUGHT FROZEN)	136
FOOD - FROZEN	152.33.8	NUMBER OF PACKAGES OF TGI FRIDAYS FROZEN HOT SNACKS EATEN IN LAST 30 DA	127
FOOD - FROZEN	123.58.5	ATE BERTOLLI FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LAST 30 DA	123
FOOD - FROZEN	151.21.Y	USE OTHER NESTLE FROZEN NOVELTY TREATS	121
FOOD - FROZEN	160.51.X	USE WEIGHT WATCHERS SMART ONES FROZEN PIES/CAKES/PASTRIES	118
FOOD - FROZEN	181.38.0	USE WEIGHT WATCHERS SMART ONES FROZEN COMPLETE DINNERS (TV DINNERS) M	118
FOOD - FROZEN	181.43.X	ATE HEALTHY CHOICE FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LAS	117
FOOD - FROZEN	111.24.6	USE EGGO (REGULAR) FROZEN WAFFLES/PANCAKES/FRENCH TOAST	114
FOOD - FROZEN	153.46.1	ATE STOUFFERS FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	113
FOOD - FROZEN	181.37.8	USE HEALTY CHOICE FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 D	112
FOOD - FROZEN	126.10.8	USE HEALTHY CHOICE FROZEN NOVELTY TREATS	111
FOOD - FROZEN	10.16.Y	ATE RED BARON FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	111
FOOD - FROZEN	151.50.7	USE GREEN GIANT FROZEN VEGETABLES (EXCLUDING POTATOES)	110
FOOD - FROZEN	160.31.3	USE OWENS FROZEN BREAKFAST ENTREES/SANDWICHES	110
FOOD - FROZEN	160.24.1	HOUSEHOLD USES FROZEN WAFFLES/PANCAKES/FRENCH TOAST	109
FOOD - FROZEN	154.31.3	USE TYSON FROZEN FRIED CHICKEN	109
FOOD - FROZEN	153.45.2	ATE DIGIORNO FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	108
FOOD - FROZEN	152.30.8	NUMBER OF PACKAGES OF TYSON FROZEN HOT SNACKS EATEN IN LAST 30 DAYS	106
FOOD - FROZEN	181.44.0	ATE STOUFFERS REGULAR ENTREES FROZEN MAIN COURSES (CASSEROLS/ENTREE:	106
FOOD - FROZEN	153.44.1	HOUSEHOLD EATS FROZEN PIZZAS (BOUGHT FROZEN)	106
FOOD - FROZEN	155.39.7	USE CONTESSA FROZEN PREPARED SEAFOOD	105
FOOD - FROZEN	151.40.6	USE OTHER BRANDS FROZEN POTATO PRODUCTS	105
FOOD - FROZEN	86.49.9	USE HAAGAN-DAZS FROZEN YOGURT (BOUGHT FROZEN)	104
FOOD - FROZEN	151.18.1	HOUSEHOLD USES FROZEN NOVELTY TREATS	103

CPR Report by Category:
Food - Dairy

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - FROZEN	152.28.1	HOUSEHOLD USES FROZEN HOT SNACKS	103
FOOD - FROZEN	151.45.1	HOUSEHOLD EATS FROZEN VEGETABLES (EXCLUDING POTATOES)	102
FOOD - FROZEN	86.49.1	USE BEN AND JERRYS FROZEN YOGURT (BOUGHT FROZEN)	102
FOOD - FROZEN	153.22.1	HOUSEHOLD EATS FROZEN MAIN COURSES (CASSEROLES/ENTREES)	101
FOOD - FROZEN	151.37.1	HOUSEHOLD USES FROZEN POTATO PRODUCTS	101
FOOD - FROZEN	151.50.3	USE BIRDS EYE FROZEN VEGETABLES (EXCLUDING POTATOES)	100
FOOD - FROZEN	155.36.1	HOUSEHOLD USES FROZEN PREPARED SEAFOOD	99
FOOD - FROZEN	154.28.1	HOUSEHOLD EATS FROZEN FRIED CHICKEN	99
FOOD - FROZEN	151.20.1	USE NESTLE DRUMSTICK ICE CREAM CONES FROZEN NOVELTY TREATS	98
FOOD - FROZEN	151.51.0	USE STORE BRAND FROZEN VEGETABLES (EXCLUDING POTATOES)	98
FOOD - FROZEN	10.17.X	ATE TOMBSTONE FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	98
FOOD - FROZEN	151.20.9	USE HAAGEN-DAZS BARS FROZEN NOVELTY TREATS	97
FOOD - FROZEN	151.22.0	USE WELCHS FRUIT JUICE BARS FROZEN NOVELTY TREATS	96
FOOD - FROZEN	152.29.8	NUMBER OF PACKAGES OF HOT POCKETS FROZEN HOT SNACKS EATEN IN LAST 30 D	96
FOOD - FROZEN	181.37.X	USE MARIE CALLENDERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST :	96
FOOD - FROZEN	181.44.2	ATE MARIE CALLENDERS FROZEN MAIN COURSES (CASSEROLES/ENTREES) MOST IN L	95
FOOD - FROZEN	153.08.1	HOUSEHOLD EATS FROZEN COMPLETE (TV) DINNERS	94
FOOD - FROZEN	160.49.1	HOUSEHOLD USES PROZEN PIES/CAKES/PASTRIES	92
FOOD - FROZEN	154.31.8	USE PERDUE FROZEN FRIED CHICKEN	90
FOOD - FROZEN	160.31.2	USE JIMMY DEAN FROZEN BREASKFAST ENTREES/SANDWICHES	90
FOOD - FROZEN	86.48.3	DONT KNOW/ NO ANSWER IF HOUSEHOLD EATS FROZEN YOGURT (BOUGHT FROZEN)	90
FOOD - FROZEN	160.50.6	USE MARIE CALLENDERS FROZEN PIES/CAKES/PASTRIES	89
FOOD - FROZEN	151.19.1	USE BEN AND JERRYS FROZEN NOVELTY TREATS	87
FOOD - FROZEN	160.50.X	USE PEPPERIDGE FARM FROZEN PIES/CAKES/PASTRIES	87
FOOD - FROZEN	160.29.1	HOUSEHOLD USES FROZEN BREASKFAST ENTREES/SANDWICHES	87
FOOD - FROZEN	151.19.X	USE DOVE BARS FROZEN NOVELTY TREATS	86
FOOD - FROZEN	126.17.3	USE STORE BRAND FROZEN PREPARED SEAFOOD	85
FOOD - FROZEN	151.40.7	USE STORE BRAND FROZEN POTATO PRODUCTS	84
FOOD - FROZEN	160.51.5	USE SARA LEE FROZEN PIES/CAKES/PASTRIES	80
FOOD - FROZEN	112.18.X	USE PILLSBURY FROZEN PIES/CAKES/PASTRIES	79
FOOD - FROZEN	160.31.5	USE WEIGHT WATCHERS SMART ONES FROZEN BREASKFAST ENTREES/SANDWICHE:	78
FOOD - FROZEN	160.50.9	USE MRS SMITHS FROZEN PIES/CAKES/PASTRIES	78
FOOD - FROZEN	151.51.5	USE STOUFFERS FROZEN VEGETABLES (EXCLUDING POTATOES)	74
FOOD - FROZEN	105.54.Y	ATE UNCLE BENS PASTA BOWLS FROZEN MAIN COURSES (CASSEROLES/ENTREES) MC	74
FOOD - FROZEN	154.31.1	USE BANQUET FROZEN FRIED CHICKEN	73
FOOD - FROZEN	288.45.X	ATE WOLFGANG PUCK FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	72

CPR Report by Category:
Food - Dairy

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - FROZEN	86.49.5	USE DANNON FROZEN YOGURT (BOUGHT FROZEN)	71
FOOD - FROZEN	160.31.1	USE AUNT JEMIMA FROZEN BREAKFAST ENTREES/SANDWICHES	71
FOOD - FROZEN	160.26.Y	USE HUNGRY JACK FROZEN WAFFLES/PANCAKES/FRENCH TOAST	71
FOOD - FROZEN	160.27.9	USE PILLSBURY FROZEN WAFFLES/PANCAKES/FRENCH TOAST	70
FOOD - FROZEN	105.54.7	ATE GREEN GIANT COMPLETE SKILLET FROZEN MAIN COURSES (CASSEROLES/ENTRE	68
FOOD - FROZEN	151.23.7	USE TURKEY HILL ICE CREAM SANDWICHES FROZEN NOVELTY TREATS	66
FOOD - FROZEN	181.43.2	ATE BANQUET FAMILY ENTREES FROZEN MAIN COURSES (CASSEROLES/ENTREES) MC	65
FOOD - FROZEN	151.21.9	USE NESTLE CRUNCH ICE CREAM BARS FROZEN NOVELTY TREATS	64
FOOD - FROZEN	181.37.3	USE BANQUET DINNERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 3	63
FOOD - FROZEN	160.31.7	USE BOB EVANS SANDWICHES AND BURRITOS BREAKFAST FROZEN ENTREES/SAND	61
FOOD - FROZEN	85.21.2	USE TURKEY HILL FROZEN YOGURT (BOUGHT FROZEN)	61
FOOD - FROZEN	154.31.6	USE BUTTERBALL FROZEN FRIED CHICKEN	58
FOOD - FROZEN	181.38.1	USE PATIO FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAYS	57
FOOD - FROZEN	181.38.7	USE TYSON DINNERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 D	54
FOOD - FROZEN	105.54.8	ATE OTHER GREEN GIANT FROZEN MAIN COURSES (CASSEROLES/ENTREES) MOST IN	52
FOOD - FROZEN	160.31.8	USE RED BARON FROZEN BREAKFAST ENTREES/SANDWICHES	43

**CPR Report by Category:
Food - Frozen**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - FROZEN	153.43.X	ATE CALIFORNIA PIZZA KITCHEN FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30	155
FOOD - FROZEN	154.31.7	USE FOSTER FARMS FROZEN FRIED CHICKEN	151
FOOD - FROZEN	105.58.6	ATE FRESCETTA FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	139
FOOD - FROZEN	86.49.6	USE DREYERS FROZEN YOGURT (BOUGHT FROZEN)	136
FOOD - FROZEN	152.33.8	NUMBER OF PACKAGES OF TGI FRIDAYS FROZEN HOT SNACKS EATEN IN LAST 30 DA	127
FOOD - FROZEN	123.58.5	ATE BERTOLLI FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LAST 30 DA	123
FOOD - FROZEN	151.21.Y	USE OTHER NESTLE FROZEN NOVELTY TREATS	121
FOOD - FROZEN	160.51.X	USE WEIGHT WATCHERS SMART ONES FROZEN PIES/CAKES/PASTRIES	118
FOOD - FROZEN	181.38.0	USE WEIGHT WATCHERS SMART ONES FROZEN COMPLETE DINNERS (TV DINNERS) M	118
FOOD - FROZEN	181.43.X	ATE HEALTHY CHOICE FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LAS	117
FOOD - FROZEN	111.24.6	USE EGGO (REGULAR) FROZEN WAFFLES/PANCAKES/FRENCH TOAST	114
FOOD - FROZEN	153.46.1	ATE STOUFFERS FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	113
FOOD - FROZEN	181.37.8	USE HEALTY CHOICE FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 D	112
FOOD - FROZEN	126.10.8	USE HEALTHY CHOICE FROZEN NOVELTY TREATS	111
FOOD - FROZEN	10.16.Y	ATE RED BARON FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	111
FOOD - FROZEN	151.50.7	USE GREEN GIANT FROZEN VEGETABLES (EXCLUDING POTATOES)	110
FOOD - FROZEN	160.31.3	USE OWENS FROZEN BREAKFAST ENTREES/SANDWICHES	110
FOOD - FROZEN	160.24.1	HOUSEHOLD USES FROZEN WAFFLES/PANCAKES/FRENCH TOAST	109
FOOD - FROZEN	154.31.3	USE TYSON FROZEN FRIED CHICKEN	109
FOOD - FROZEN	153.45.2	ATE DIGIORNO FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	108
FOOD - FROZEN	152.30.8	NUMBER OF PACKAGES OF TYSON FROZEN HOT SNACKS EATEN IN LAST 30 DAYS	106
FOOD - FROZEN	181.44.0	ATE STOUFFERS REGULAR ENTREES FROZEN MAIN COURSES (CASSEROLS/ENTREE:	106
FOOD - FROZEN	153.44.1	HOUSEHOLD EATS FROZEN PIZZAS (BOUGHT FROZEN)	106
FOOD - FROZEN	155.39.7	USE CONTESSA FROZEN PREPARED SEAFOOD	105
FOOD - FROZEN	151.40.6	USE OTHER BRANDS FROZEN POTATO PRODUCTS	105
FOOD - FROZEN	86.49.9	USE HAAGAN-DAZS FROZEN YOGURT (BOUGHT FROZEN)	104
FOOD - FROZEN	151.18.1	HOUSEHOLD USES FROZEN NOVELTY TREATS	103

CPR Report by Category:
Food - Frozen

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - FROZEN	152.28.1	HOUSEHOLD USES FROZEN HOT SNACKS	103
FOOD - FROZEN	151.45.1	HOUSEHOLD EATS FROZEN VEGETABLES (EXCLUDING POTATOES)	102
FOOD - FROZEN	86.49.1	USE BEN AND JERRYS FROZEN YOGURT (BOUGHT FROZEN)	102
FOOD - FROZEN	153.22.1	HOUSEHOLD EATS FROZEN MAIN COURSES (CASSEROLS/ENTREES)	101
FOOD - FROZEN	151.37.1	HOUSEHOLD USES FROZEN POTATO PRODUCTS	101
FOOD - FROZEN	151.50.3	USE BIRDS EYE FROZEN VEGETABLES (EXCLUDING POTATOES)	100
FOOD - FROZEN	155.36.1	HOUSEHOLD USES FROZEN PREPARED SEAFOOD	99
FOOD - FROZEN	154.28.1	HOUSEHOLD EATS FROZEN FRIED CHICKEN	99
FOOD - FROZEN	151.20.1	USE NESTLE DRUMSTICK ICE CREAM CONES FROZEN NOVELTY TREATS	98
FOOD - FROZEN	151.51.0	USE STORE BRAND FROZEN VEGETABLES (EXCLUDING POTATOES)	98
FOOD - FROZEN	10.17.X	ATE TOMBSTONE FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	98
FOOD - FROZEN	151.20.9	USE HAAGEN-DAZS BARS FROZEN NOVELTY TREATS	97
FOOD - FROZEN	151.22.0	USE WELCHS FRUIT JUICE BARS FROZEN NOVELTY TREATS	96
FOOD - FROZEN	152.29.8	NUMBER OF PACKAGES OF HOT POCKETS FROZEN HOT SNACKS EATEN IN LAST 30 D	96
FOOD - FROZEN	181.37.X	USE MARIE CALLENDERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST :	96
FOOD - FROZEN	181.44.2	ATE MARIE CALLENDERS FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN L	95
FOOD - FROZEN	153.08.1	HOUSEHOLD EATS FROZEN COMPLETE (TV) DINNERS	94
FOOD - FROZEN	160.49.1	HOUSEHOLD USES PROZEN PIES/CAKES/PASTRIES	92
FOOD - FROZEN	154.31.8	USE PERDUE FROZEN FRIED CHICKEN	90
FOOD - FROZEN	160.31.2	USE JIMMY DEAN FROZEN BREASKFAST ENTREES/SANDWICHES	90
FOOD - FROZEN	86.48.3	DONT KNOW/ NO ANSWER IF HOUSEHOLD EATS FROZEN YOGURT (BOUGHT FROZEN)	90
FOOD - FROZEN	160.50.6	USE MARIE CALLENDERS FROZEN PIES/CAKES/PASTRIES	89
FOOD - FROZEN	151.19.1	USE BEN AND JERRYS FROZEN NOVELTY TREATS	87
FOOD - FROZEN	160.50.X	USE PEPPERIDGE FARM FROZEN PIES/CAKES/PASTRIES	87
FOOD - FROZEN	160.29.1	HOUSEHOLD USES FROZEN BREASKFAST ENTREES/SANDWICHES	87
FOOD - FROZEN	151.19.X	USE DOVE BARS FROZEN NOVELTY TREATS	86
FOOD - FROZEN	126.17.3	USE STORE BRAND FROZEN PREPARED SEAFOOD	85
FOOD - FROZEN	151.40.7	USE STORE BRAND FROZEN POTATO PRODUCTS	84
FOOD - FROZEN	160.51.5	USE SARA LEE FROZEN PIES/CAKES/PASTRIES	80
FOOD - FROZEN	112.18.X	USE PILLSBURY FROZEN PIES/CAKES/PASTRIES	79
FOOD - FROZEN	160.31.5	USE WEIGHT WATCHERS SMART ONES FROZEN BREASKFAST ENTREES/SANDWICHE:	78
FOOD - FROZEN	160.50.9	USE MRS SMITHS FROZEN PIES/CAKES/PASTRIES	78
FOOD - FROZEN	151.51.5	USE STOUFFERS FROZEN VEGETABLES (EXCLUDING POTATOES)	74
FOOD - FROZEN	105.54.Y	ATE UNCLE BENS PASTA BOWLS FROZEN MAIN COURSES (CASSEROLS/ENTREES) MC	74
FOOD - FROZEN	154.31.1	USE BANQUET FROZEN FRIED CHICKEN	73
FOOD - FROZEN	288.45.X	ATE WOLFGANG PUCK FROZEN PIZZA (BOUGHT FROZEN) MOST IN LAST 30 DAYS	72

CPR Report by Category:
Food - Frozen

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - FROZEN	86.49.5	USE DANNON FROZEN YOGURT (BOUGHT FROZEN)	71
FOOD - FROZEN	160.31.1	USE AUNT JEMIMA FROZEN BREAKFAST ENTREES/SANDWICHES	71
FOOD - FROZEN	160.26.Y	USE HUNGRY JACK FROZEN WAFFLES/PANCAKES/FRENCH TOAST	71
FOOD - FROZEN	160.27.9	USE PILLSBURY FROZEN WAFFLES/PANCAKES/FRENCH TOAST	70
FOOD - FROZEN	105.54.7	ATE GREEN GIANT COMPLETE SKILLET FROZEN MAIN COURSES (CASSEROLES/ENTRE	68
FOOD - FROZEN	151.23.7	USE TURKEY HILL ICE CREAM SANDWICHES FROZEN NOVELTY TREATS	66
FOOD - FROZEN	181.43.2	ATE BANQUET FAMILY ENTREES FROZEN MAIN COURSES (CASSEROLES/ENTREES) MC	65
FOOD - FROZEN	151.21.9	USE NESTLE CRUNCH ICE CREAM BARS FROZEN NOVELTY TREATS	64
FOOD - FROZEN	181.37.3	USE BANQUET DINNERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 3	63
FOOD - FROZEN	160.31.7	USE BOB EVANS SANDWICHES AND BURRITOS BREAKFAST FROZEN ENTREES/SAND	61
FOOD - FROZEN	85.21.2	USE TURKEY HILL FROZEN YOGURT (BOUGHT FROZEN)	61
FOOD - FROZEN	154.31.6	USE BUTTERBALL FROZEN FRIED CHICKEN	58
FOOD - FROZEN	181.38.1	USE PATIO FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 DAYS	57
FOOD - FROZEN	181.38.7	USE TYSON DINNERS FROZEN COMPLETE DINNERS (TV DINNERS) MOST IN LAST 30 D	54
FOOD - FROZEN	105.54.8	ATE OTHER GREEN GIANT FROZEN MAIN COURSES (CASSEROLES/ENTREES) MOST IN	52
FOOD - FROZEN	160.31.8	USE RED BARON FROZEN BREAKFAST ENTREES/SANDWICHES	43

**CPR Report by Category:
Food - General**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - GENERAL	173.32.8	USE EARTHS BEST BABY FOODS/BABY CEREALS/JUICES	190
FOOD - GENERAL	172.33.7	USE STORE BRAND LIQUID/POWDERED BABY FORMULA	158
FOOD - GENERAL	172.33.6	USE SIMILAC LIQUID/POWDERED BABY FORMULA	149
FOOD - GENERAL	153.43.1	USE BOBOLI PIZZA CRUST (PACKAGED READY MADE)	144
FOOD - GENERAL	154.08.4	USE BARILLA DRY PACKAGED PASTA	125
FOOD - GENERAL	157.73.X	USE LA VICTORIA MEXICAN FOOD AND INGREDIENTS	125
FOOD - GENERAL	165.36.3	USE CLAUSSEN PICKLES	121
FOOD - GENERAL	157.09.X	USE RO-TEL CANNED TOMATOES	121
FOOD - GENERAL	157.15.8	USE STORE BRAND TOMATO PASTE	120
FOOD - GENERAL	173.31.1	HOUSEHOLD USES BABY FOODS, BABY CEREALS AND JUICES	119
FOOD - GENERAL	154.12.8	USE DIGIORNO DRY PACKAGED PASTA	118
FOOD - GENERAL	192.19.X	USE RO-TEL CAN TOMATOES/TOMATO PASTE/SUACE	118
FOOD - GENERAL	112.44.X	USE NESTLE BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	118
FOOD - GENERAL	153.76.1	HOUSEHOLD USES PREPARED LUNCH KITS	118
FOOD - GENERAL	165.10.3	USE CARNATION INSTANT BREAKFAST LIQUID BREAKFAST/NUTRITIONAL SUPPLEMEN	117
FOOD - GENERAL	153.59.4	EAT NEAR EAST MIXES RICE/RICE DISHES	117
FOOD - GENERAL	148.34.8	USE PEPPERIDGE FARM ENGLISH MUFFINS	115
FOOD - GENERAL	157.15.2	USE DEL MONTE TOMATO PASTE	114
FOOD - GENERAL	158.80.8	USE STORE BRAND NUTS FOR COOKING AND SNACKS	112
FOOD - GENERAL	276.07.0	USE QUAKER LIFE (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	112
FOOD - GENERAL	276.07.9	USE QUAKER CINNAMON LIFE BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	112
FOOD - GENERAL	157.12.8	USE STORE BRAND TOMATO SAUCE	111
FOOD - GENERAL	152.12.X	USE CAMPBELLS SELECT SOUP CANNED OR JARRED SOUP/BROTH	111
FOOD - GENERAL	10.78.X	USE PILLSBURY/HUNGRY JACK BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	111
FOOD - GENERAL	148.17.1	HOUSEHOLD EATS BAGELS	110
FOOD - GENERAL	157.14.1	HOUSEHOLD USES TOMATO PASTE	110
FOOD - GENERAL	148.25.1	HOUSEHOLD EATS CROISSANTS	110

**CPR Report by Category:
Food - General**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - GENERAL	288.35.X	USED ROSARITA PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	109
FOOD - GENERAL	104.04.3	EAT MRS BAIRDS BREAD	109
FOOD - GENERAL	157.15.X	USE RO-TEL TOMATO PASTE	109
FOOD - GENERAL	157.74.3	USE ORTEGA MEXICAN FOOD AND INGREDIENTS	109
FOOD - GENERAL	181.25.7	USE HEALTHY CHOICE SOUP CANNED OR JARRED SOUP/BROTH	109
FOOD - GENERAL	157.12.X	USE RO-TEL TOMATO SAUCE	109
FOOD - GENERAL	162.42.1	HOUSEHOLD USES BORDEN EAGLE BRAND SWEETENED CONDENSED MILK CANNED	109
FOOD - GENERAL	157.08.7	USE GOYA MEXICAN FOOD AND INGREDIENTS	109
FOOD - GENERAL	148.20.4	EAT SARA LEE GRAINS BAGELS	108
FOOD - GENERAL	172.33.2	USE ENFAMIL LIQUID/POWDERED BABY FORMULA	108
FOOD - GENERAL	165.72.1	USE LOW FAT/FAT FREE PRODUCTS	108
FOOD - GENERAL	154.22.2	USE KRAFT MACARONI AND CHEESE (REGULAR) COMPLETE PACKAGED PREPARED C	108
FOOD - GENERAL	276.27.0	USE KELLOGGS SPECIAL K RED BERRIES BREAKFAST COLD CEREALS MOST IN LAST	108
FOOD - GENERAL	148.20.6	EAT STORE BRAND BAGELS	107
FOOD - GENERAL	153.71.3	EAT CAMPBELLS SPAGHETTIOS CAN/JAR SPAGHETTI/MACARONI	107
FOOD - GENERAL	157.66.1	HOUSEHOLD USES MEXICAN FOOD AND INGREDIENTS	107
FOOD - GENERAL	148.20.5	EAT THAOMAS BAGELS	106
FOOD - GENERAL	158.65.1	HOUSEHOLD USES NUTS FOR COOKING AND SNACKS	106
FOOD - GENERAL	148.28.9	USE PILLSBURY CROISSANTS	106
FOOD - GENERAL	155.42.1	HOUSEHOLD USES NON-STICK COOKING SPRAY	105
FOOD - GENERAL	181.29.2	USE CAMPBELLS DRY SOUP MIX DRY SOUP/LUNCH MIX AND DRY BOUILLON	105
FOOD - GENERAL	157.09.2	USE DEL MONTE CANNED TOMATOES	104
FOOD - GENERAL	276.10.1	USE POST PREMIUM RAISIN BRAN BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	104
FOOD - GENERAL	158.11.X	USE PEPPERIDGE FARM BREAD CRUMB, COATING, AND STUFFING MIXES	104
FOOD - GENERAL	153.53.1	HOUSEHOLD EATS KNORR RICE MIXES RICE/RICE DISHES	104
FOOD - GENERAL	101.61.0	USE SKIPPY PEANUT BUTTER	104
FOOD - GENERAL	165.08.1	HOUSEHOLD USES LIQUID BREAKFAST/ NUTRITIONAL SUPPLEMENT	104
FOOD - GENERAL	160.64.1	HOUSEHOLD USES REFRIGERATED/ FROZEN DOUGH PRODUCTS	103
FOOD - GENERAL	153.42.1	HOUSEHOLD USES PIZZA CRUST (PACKAGED READY MADE)	103
FOOD - GENERAL	158.08.1	HOUSEHOLD USES BREAD CRUMBS, COATING AND STUFFING MIXES	103
FOOD - GENERAL	152.33.1	HOUSEHOLD USES CANNED SOUP AND BROTH	102
FOOD - GENERAL	154.18.1	HOUSEHOLD EATS COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	102
FOOD - GENERAL	158.78.7	USE PLANTERS NUTS FOR COOKING AND SNACKS	102
FOOD - GENERAL	276.09.9	USE POST GRAPE-NUTS (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAY	102
FOOD - GENERAL	148.33.1	HOUSEHOLD USES ENGLISH MUFFINS	102
FOOD - GENERAL	157.74.2	USE OLD EL PASO MEXICAN FOOD AND INGREDIENTS	102

**CPR Report by Category:
Food - General**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - GENERAL	181.26.3	USE KNORR CANNED OR JARRED SOUP/BROTH	102
FOOD - GENERAL	157.12.2	USE DEL MONTE TOMATO SAUCE	102
FOOD - GENERAL	101.63.0	USE JIF PEANUT BUTTER	101
FOOD - GENERAL	157.11.1	HOUSEHOLD USES TOMATO SAUCE	101
FOOD - GENERAL	100.19.5	USE BOB EVANS FRESH REFRIGERATED POTATO PRODUCTS	101
FOOD - GENERAL	192.19.2	USE DEL MONTE CAN TOMATOES/TOMATO PASTE/SUACE	101
FOOD - GENERAL	276.01.0	USE MULTI GRAIN CHEERIOS BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	101
FOOD - GENERAL	154.08.1	HOUSEHOLD USED DRY PACKAGED PASTA	101
FOOD - GENERAL	165.18.0	USE STORE BRAND BEST EGGS	101
FOOD - GENERAL	147.08.1	HOUSEHOLD EATS BREAKFAST COLD CEREALS	101
FOOD - GENERAL	165.18.9	USE EGGLANDS BEST EGGS	100
FOOD - GENERAL	158.75.5	USE KASHI HEART TO HEART BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	100
FOOD - GENERAL	148.65.1	HOUSEHOLD EATS PEANUT BUTTER	100
FOOD - GENERAL	181.29.0	USE KNORR BOUILLON DRY SOUP/LUNCH MIX AND DRY BOUILLON	100
FOOD - GENERAL	165.33.1	HOUSEHOLD USES PICKLES	100
FOOD - GENERAL	148.77.3	EAT ENTENMANN'S (REGULAR) BREAKFAST PASTRIES	100
FOOD - GENERAL	148.43.1	HOUSEHOLD USES BREAD	100
FOOD - GENERAL	165.15.1	HOUSEHOLD USES EGGS	100
FOOD - GENERAL	192.17.1	HOUSEHOLD USES CAN TOMATOES/TOMATO PASTE/SUACE	100
FOOD - GENERAL	192.19.8	USE STORE BRAND CAN TOMATOES/TOMATO PASTE/SUACE	100
FOOD - GENERAL	160.34.1	HOUSEHOLD USES DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	100
FOOD - GENERAL	153.59.5	EAT RICE-A-RONI MIXES RICE/RICE DISHES	99
FOOD - GENERAL	157.08.1	HOUSEHOLD USES CANNED TOMATOES	99
FOOD - GENERAL	180.51.0	EAT EARTH GRAINS BREAD	99
FOOD - GENERAL	180.52.0	EAT PEPPERIDGE FARM BREAD	99
FOOD - GENERAL	151.33.1	USE SIMPLY POTATOES PACKAGED INSTANT POTATOES	99
FOOD - GENERAL	10.23.X	EAT LIPTON RICE/RICE DISHES	99
FOOD - GENERAL	152.47.1	HOUSEHOLD USES DRY SOUP/LUNCH MIX AND DRY BOUILLON	99
FOOD - GENERAL	155.53.2	USE CRISCO REGULAR SHORTENING	98
FOOD - GENERAL	276.12.1	USE STORE BRAND BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	98
FOOD - GENERAL	158.30.1	HOUSEHOLD USES CANNED OR JARRED FRUIT	97
FOOD - GENERAL	151.69.1	USE DEL MONTE CANNED OR JARRED VEGETABLES	97
FOOD - GENERAL	148.20.2	EAT LENDERS BAGELS	97
FOOD - GENERAL	153.68.1	HOUSEHOLD USES CAN/JAR SPAGHETTI/MACARONI	97
FOOD - GENERAL	151.66.1	HOUSEHOLD EATS CANNED OR JARRED VEGETABLES	97
FOOD - GENERAL	165.11.3	USE SLIM-FAST LIQUID BREAKFAST/ NUTRITIONAL SUPPLEMENT	97

**CPR Report by Category:
Food - General**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - GENERAL	181.25.3	USE CAMPBELLS CONDENSED SOUP CANNED OR JARRED SOUP/BROTH	96
FOOD - GENERAL	153.60.9	EAT STORE BRAND MIXES RICE/RICE DISHES	96
FOOD - GENERAL	165.36.6	USE MT OLIVE PICKLES	96
FOOD - GENERAL	154.12.6	USE STORE BRAND DRY PACKAGED PASTA	96
FOOD - GENERAL	101.65.0	USE PETER PAN PEANUT BUTTER	96
FOOD - GENERAL	157.09.8	USE STORE BRAND CANNED TOMATOES	95
FOOD - GENERAL	127.59.0	SOMEONE IN HOUSEHOLD EATS CHILLI	95
FOOD - GENERAL	276.01.X	USE CHEERIOS (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	95
FOOD - GENERAL	147.59.1	HOUSEHOLD EATS STORE BRAND BREAKFAST HOT CEREALS	95
FOOD - GENERAL	152.14.1	HOUSEHOLD USES PORK AND BEANS OR BAKED BEANS	95
FOOD - GENERAL	127.60.9	EAT HORMEL CHUNKY CHILI	94
FOOD - GENERAL	101.70.0	USE SMUCKERS PEANUT BUTTER	94
FOOD - GENERAL	157.12.4	USE PROGRESSO TOMATO SAUCE	94
FOOD - GENERAL	152.14.8	USED GOYA BEANS PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	93
FOOD - GENERAL	151.69.4	USE GREEN GIANT CANNED OR JARRED VEGETABLES	93
FOOD - GENERAL	181.51.0	USE CRISCO BUTTER NON-STICK COOKING SPRAY	93
FOOD - GENERAL	160.35.3	USE HUNGRY JACK (PILLSBURY) DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	93
FOOD - GENERAL	148.77.0	EAT STORE BRAND BREAKFAST PASTRIES	93
FOOD - GENERAL	148.11.X	EAT STORE BRAND BREAD	93
FOOD - GENERAL	151.69.8	USE STORE BRAND CANNED OR JARRED VEGETABLES	93
FOOD - GENERAL	148.42.6	USE ENTENMANN'S PACKAGED MUFFINS (READY-TO-EAT)	92
FOOD - GENERAL	181.51.9	USE CRISTO ORIGINAL NON-STICK COOKING SPRAY	92
FOOD - GENERAL	153.61.2	EAT KNORR RICE MIXES RICE/RICE DISHES	92
FOOD - GENERAL	157.73.7	USE FRITO-LAY MEXICAN FOOD AND INGREDIENTS	92
FOOD - GENERAL	148.10.8	EAT SARA LEE BREAD	92
FOOD - GENERAL	155.52.1	HOUSEHOLD USES SHORTENING	92
FOOD - GENERAL	180.45.Y	USE QUAKER QUICK OATS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	92
FOOD - GENERAL	153.43.6	USE PILLSBURY PIZZA CRUST (PACKAGED READY MADE)	92
FOOD - GENERAL	127.61.5	EAT WOLF BRAND CHILI CHUNKY CHILI	92
FOOD - GENERAL	100.17.3	HOUSEHOLD USES FRESH REFRIGERATED POTATO PRODUCTS	91
FOOD - GENERAL	151.29.1	HOUSEHOLD USES PACKAGED INSTANT POTATOES	91
FOOD - GENERAL	180.46.X	USE STORE BRAND BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	91
FOOD - GENERAL	180.46.1	USE QUAKER OLD FASHIONED OATS BREAKFAST HOT CEREALS MOST IN LAST 7 DAY	91
FOOD - GENERAL	162.41.1	HOUSEHOLD USES CANNED MILK	90
FOOD - GENERAL	153.77.8	USE STARKIST TUNA SALAD PREPARED LUNCH KIT	90
FOOD - GENERAL	148.41.1	HOUSEHOLD USES PACKAGED MUFFINS (READY-TO-EAT)	89

**CPR Report by Category:
Food - General**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - GENERAL	151.32.1	USE BETTY CROCKER PACKAGED INSTANT POTATOES	89
FOOD - GENERAL	173.32.0	USE GERBER 1ST FOODS BABY FOODS, BABY CEREALS/JUICES	89
FOOD - GENERAL	148.08.1	HOUSEHOLD USES BREAKFAST PASTRIES	89
FOOD - GENERAL	152.67.1	HOUSEHOLD USES SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	89
FOOD - GENERAL	126.21.6	USE EMERALD NUTS FOR COOKING AND SNACKS	87
FOOD - GENERAL	276.01.Y	USE CINNAMON TOAST CRUNCH BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	87
FOOD - GENERAL	152.68.2	USE CAMPBELLS MICROWAVE SOUP SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	87
FOOD - GENERAL	276.07.1	USE KELLOGGS RAISIN BRAN (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST	87
FOOD - GENERAL	276.10.6	USE QUAKER OATMEAL SQUARES BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	87
FOOD - GENERAL	153.43.5	USE DIGIORNO PIZZA CRUST (PACKAGED READY MADE)	86
FOOD - GENERAL	162.42.2	HOUSEHOLD USES CARNATION EVAPORATED MILK CANNED MILK	85
FOOD - GENERAL	181.26.2	USE STORE BRAND CANNED OR JARRED SOUP/BROTH	85
FOOD - GENERAL	181.30.1	USE LIPTON CUP OF SOUP DRY SOUP/LUNCH MIX AND DRY BOUILLON	84
FOOD - GENERAL	192.19.4	USE PROGRESSO CAN TOMATOES/TOMATO PASTE/SUACE	84
FOOD - GENERAL	148.42.4	USE STORE BRAND PACKAGED MUFFINS (READY-TO-EAT)	84
FOOD - GENERAL	158.12.2	USE STORE BRAND BREAD CRUMB, COATING, AND STUFFING MIXES	83
FOOD - GENERAL	180.60.4	USE STORE BRAND PEANUT BUTTER	83
FOOD - GENERAL	160.35.1	USE AUNT JEMIMA DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	82
FOOD - GENERAL	151.32.5	USE HUNGRY JACK PACKAGED INSTANT POTATOES	82
FOOD - GENERAL	276.07.4	USE KELLOGGS SPECIAL K (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST 7 D	82
FOOD - GENERAL	153.71.8	EAT PROGRESSO CAN/JAR SPAGHETTI/MACARONI	81
FOOD - GENERAL	181.20.9	USED STORE BRAND PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	81
FOOD - GENERAL	288.72.1	USE LAND O LAKES BEST EGGS	80
FOOD - GENERAL	157.15.4	USE PROGRESSO TOMATO PASTE	80
FOOD - GENERAL	148.38.2	USE STORE BRAND ENGLISH MUFFINS	79
FOOD - GENERAL	153.71.X	EAT STORE BRAND CAN/JAR SPAGHETTI/MACARONI	79
FOOD - GENERAL	147.74.8	USE NABISCO CREAM OF WHEAT REGULAR BREAKFAST HOT CEREALS MOST IN LAST	79
FOOD - GENERAL	148.34.5	USE EARTH GRAINS ENGLISH MUFFINS	78
FOOD - GENERAL	157.10.1	USE GOYA TOMATO SAUCE	78
FOOD - GENERAL	155.53.1	USE CRISCO BUTTER FLAVOR SHORTENING	77
FOOD - GENERAL	276.10.X	USE OTHER QUAKER BREAKFAST COLD CEREALS MOST IN LAST 7 DAYS	76
FOOD - GENERAL	180.52.Y	EAT ROMAN MEAL BREAD	76
FOOD - GENERAL	127.60.5	EAT CAMPBELLS CHUNKY CHILI	76
FOOD - GENERAL	165.36.4	USE DEL MONTE PICKLES	76
FOOD - GENERAL	172.31.X	USE NESTLE GOOD START LIQUID/POWDERED BABY FORMULA	76
FOOD - GENERAL	181.19.6	USED CAMPBELLS HOMESTYLE PORK AND BEANS MOST IN LAST 30 DAYS	75

**CPR Report by Category:
Food - General**

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - GENERAL	152.69.5	USE BETTY CROCKER BOWL APPETIT SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOU	75
FOOD - GENERAL	147.67.0	USE QUAKER EXPRESS INSTANT OATMEAL BREAKFAST HOT CEREALS MOST IN LAST	75
FOOD - GENERAL	181.19.8	USED CAMPBELLS PORTK AND BEANS MOST IN LAST 30 DAYS	75
FOOD - GENERAL	148.20.8	EAT EARTH GRAINS BAGELS	75
FOOD - GENERAL	157.10.2	USE GOYA TOMATO PASTE	74
FOOD - GENERAL	160.35.0	USE BETTY CROCKER DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	74
FOOD - GENERAL	165.36.X	USE STORE BRAND PICKLES	74
FOOD - GENERAL	10.78.Y	USE STORE BRAND REFRIGERATED/ FROZEN DOUGH PRODUCTS	74
FOOD - GENERAL	148.28.7	USE PEPPERIDGE FARM PETIT ALL BUTTER CROISSANTS	73
FOOD - GENERAL	180.46.3	USE QUAKER QUICK GRITS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	73
FOOD - GENERAL	151.69.3	USE GOYA CANNED OR JARRED VEGETABLES	72
FOOD - GENERAL	158.11.9	USE KELLOGGS BREAD CRUMB, COATING, AND STUFFING MIXES	72
FOOD - GENERAL	151.32.X	USE BOB EVANS PACKAGED INSTANT POTATOES	72
FOOD - GENERAL	148.77.Y	EAT SARA LEE BREAKFAST PASTRIES	71
FOOD - GENERAL	102.36.3	USE POST SHREDDED WHEAT (REGULAR) BREAKFAST COLD CEREALS MOST IN LAST	70
FOOD - GENERAL	152.69.6	USE KNORR SHELF-TO-MICROWAVE DINNERS/ENTRÉE/SOUP	70
FOOD - GENERAL	147.69.Y	USE NABISCO CREAM OF WHEAT INSTANT BREAKFAST HOT CEREALS MOST IN LAST	70
FOOD - GENERAL	148.77.7	EAT LITTLE DEBBIE BREAKFAST PASTRIES	70
FOOD - GENERAL	151.31.8	USE STORE BRAND PACKAGED INSTANT POTATOES	70
FOOD - GENERAL	148.77.6	EAT HOSTESS BREAKFAST PASTRIES	69
FOOD - GENERAL	153.71.5	EAT HEINZ CAN/JAR SPAGHETTI/MACARONI	69
FOOD - GENERAL	157.10.3	USE GOYA CAN TOMATOES/TOMATO PASTE/SUACE	68
FOOD - GENERAL	157.09.Y	USE GOYA CANNED TOMATOES	67
FOOD - GENERAL	10.32.X	USE STORE BRAND COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	67
FOOD - GENERAL	180.45.3	USE FARINA BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	67
FOOD - GENERAL	148.28.3	USE SARA LEE CROISSANTS	66
FOOD - GENERAL	154.20.Y	USE OLD EL PASO COMPLETE PACKAGED PREPARED DISHES/DINNER MIXES	64
FOOD - GENERAL	162.42.8	HOUSEHOLD USES NESTLE LA LECHERA CONDENSED MILK CANNED MILK	64
FOOD - GENERAL	180.45.1	USE AUNT JEMIMA GRITS BREAKFAST HOT CEREALS MOST IN LAST 7 DAYS	60
FOOD - GENERAL	160.35.6	USE MRS BUTTERWORTHS DRY PANCAKE/WAFFLE MIX (STORE BOUGHT)	58
FOOD - GENERAL	148.42.3	USE SARA LEE PACKAGED MUFFINS (READY-TO-EAT)	56
FOOD - GENERAL	154.09.6	USE GOYA DRY PACKAGED PASTA	52
FOOD - GENERAL	173.32.2	USE BEECH-NUT STAGE 1 BABY FOODS, BABY CEREALS/JUICES	47
FOOD - GENERAL	154.21.X	USE GAMESA DRY PACKAGED PASTA	39
FOOD - GENERAL	152.36.X	USE JUANITAS CANNED OR JARRED SOUP/BROTH	37
FOOD - GENERAL	181.01.0	USE LA COSTENA BEANS PORK AND BEANS OR BAKED BEANS MOST IN LAST 30 DAYS	36

CPR Report by Category:
Food - General

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - GENERAL	153.76.X	USE KOSHERABLES PREPARED LUNCH KITS	35
FOOD - GENERAL	173.33.4	USE HEINZ 1 BABY FOODS, BABY CEREALS/JUICES	33

**CPR Report by Category:
Food - Meat**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - MEAT	153.79.3	USE OBERTO MEAT SNACKS AND BEEF JERKY	140
FOOD - MEAT	154.54.Y	USE BOARS HEAD COLD CUTS (PACKAGED OR FRESH CUT/DELI)	131
FOOD - MEAT	154.62.3	USE HORMEL BACON	122
FOOD - MEAT	153.79.4	USE JACK LINKS MEAT SNACKS AND BEEF JERKY	116
FOOD - MEAT	155.11.Y	EAT HEALTY CHOICE FRANKFURTERS AND HOT DOGS	110
FOOD - MEAT	100.26.7	USE JOHNSONVILLE FRESH BRATWURST	108
FOOD - MEAT	126.19.7	USE BEEF-STEAK MEAT/FISH/POULTRY (FRESH-FROZEN)	106
FOOD - MEAT	153.78.1	HOUSEHOLD EATS MEAT SNACKS AND BEEF JERKY	106
FOOD - MEAT	154.55.6	USE SARA LEE PREMIUM DELI COLD CUTS (PACKAGED OR FRESH CUT/DELI)	106
FOOD - MEAT	155.31.2	EAT BUMBLE BEE TUNA (CAN OR POUCH)	105
FOOD - MEAT	100.22.6	HOUSEHOLD EATS FRESH BRATWURST	104
FOOD - MEAT	155.11.X	EAT HEBREW NATIONAL FRANKFURTERS AND HOT DOGS	102
FOOD - MEAT	155.11.3	EAT BALL PARK FRANKFURTERS AND HOT DOGS	101
FOOD - MEAT	142.05.5	USE MORNINGSTAR MEAT ALTERNATIVES	101
FOOD - MEAT	154.51.1	HOUSEHOLD EATS COLD CUTS (PACKAGED OR FRESH CUT/DELI)	101
FOOD - MEAT	154.62.7	USE OSCAR MAYER BACON	100
FOOD - MEAT	154.54.2	USE HEALTHY CHOICE COLD CUTS (PACKAGED OR FRESH CUT/DELI)	100
FOOD - MEAT	154.39.6	USE FRESH BREAST OF TURKEY MEAT/FISH/POULTRY (FRESH-FROZEN)	100
FOOD - MEAT	142.05.7	USE WHITE WAVE MEAT ALTERNATIVES	99
FOOD - MEAT	155.11.4	EAT BEST KOSHER FRANKFURTERS AND HOT DOGS	99
FOOD - MEAT	155.08.1	HOUSEHOLD EATS FRANKFURTERS AND HOT DOGS	99
FOOD - MEAT	154.77.9	USE JOHNSONVILLE SAUSAGES	98
FOOD - MEAT	154.61.1	HOUSEHOLD EATS BACON	98
FOOD - MEAT	155.26.1	HOUSEHOLD EATS TUNA (CAN OR POUCH)	97
FOOD - MEAT	155.31.3	EAT CHICKEN OF THE SEATUNA (CAN OR POUCH)	97
FOOD - MEAT	142.05.3	USE GARDENBURGER MEAT ALTERNATIVES	94
FOOD - MEAT	155.21.9	USE CAMPBELLS SUPPER BAKES MEAT AND FISH EXTENDERS	94

CPR Report by Category:
Food - Meat

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - MEAT	154.76.7	USE JIMMY DEAN SAUSAGES	94
FOOD - MEAT	10.41.X	EAT OSCAR MEYER FRANKFURTERS AND HOT DOGS	94
FOOD - MEAT	154.67.1	HOUSEHOLD USES SAUSAGES	93
FOOD - MEAT	155.31.6	EAT STARKISTTUNA (CAN OR POUCH)	92
FOOD - MEAT	154.76.1	USE BOB EVANS SAUSAGES	92
FOOD - MEAT	140.01.1	HOUSEHOLD USES GARDENBURGER MEAT ALTERNATIVES	90
FOOD - MEAT	154.54.8	USE OSCAR MEYER COLD CUTS (PACKAGED OR FRESH CUT/DELI)	87
FOOD - MEAT	154.62.6	USE LOUIS RICH BACON	86
FOOD - MEAT	155.20.1	HOUSEHOLD USES MEAT AND FISH EXTENDERS	85
FOOD - MEAT	154.54.9	USE TYSON COLD CUTS (PACKAGED OR FRESH CUT/DELI)	83
FOOD - MEAT	126.22.X	USE HORMEL COLD CUTS (PACKAGED OR FRESH CUT/DELI)	83
FOOD - MEAT	155.21.2	USE HAMBURGER HELPER MEAT AND FISH EXTENDERS	82
FOOD - MEAT	154.54.1	USE BUTTERBALL COLD CUTS (PACKAGED OR FRESH CUT/DELI)	81
FOOD - MEAT	155.12.2	EAT HORMEL FRANKFURTERS AND HOT DOGS	80
FOOD - MEAT	154.63.4	USE TYSON BACON	80
FOOD - MEAT	154.54.6	USE LOUIS RICH COLD CUTS (PACKAGED OR FRESH CUT/DELI)	80
FOOD - MEAT	154.63.3	USE JIMMY DEAN BACON	79
FOOD - MEAT	155.11.7	EAT BUTTERBALL FRANKFURTERS AND HOT DOGS	78
FOOD - MEAT	155.21.8	USE STOVE TOP OVEN CLASSICS MEAT AND FISH EXTENDERS	77
FOOD - MEAT	155.21.5	USE TUNA HELPER MEAT AND FISH EXTENDERS	64
FOOD - MEAT	100.26.6	USE BOB EVANS FRESH BRATWURST	48

**CPR Report by Category:
Food - Snacks/Dessert**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - SNACK/DESSERT	158.58.4	EAT TERRA POTATO CHIPS	220
FOOD - SNACK/DESSERT	95.47.9	EAT POWER BAR (ORIGINAL) ENERGY/DIET SNACKS/BARS	164
FOOD - SNACK/DESSERT	159.59.8	EAT PEPPERIDGE FARM GOLDFISH SNACK CRACKERS/SALTINES/GRAHAM	152
FOOD - SNACK/DESSERT	85.09.3	EAT GODIVA CHOCOLATE AND HARD ROLL CANDY	141
FOOD - SNACK/DESSERT	151.11.X	EAT DREYERS ICE CREAM AND SHERBET	138
FOOD - SNACK/DESSERT	158.29.Y	EAT HEALTHY CHOICE POPCORN PRODUCTS	135
FOOD - SNACK/DESSERT	270.46.9	CHEW OTHER TRIDENT CHEWING/BUBBLE GUM	133
FOOD - SNACK/DESSERT	85.29.4	EAT DOVE CHOCOLATE PROMISES CHOCOLATE AND HARD ROLL CANDY	130
FOOD - SNACK/DESSERT	115.79.X	HOUSEHOLD EATS ENERGY/DIET SNACKS/BARS	128
FOOD - SNACK/DESSERT	159.59.5	EAT NABISCO WHEAT THINS (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	125
FOOD - SNACK/DESSERT	165.44.7	USE KNORR DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	125
FOOD - SNACK/DESSERT	160.15.8	USE NABISCO OREO (REGULAR) COOKIES (READY-TO-EAT)	123
FOOD - SNACK/DESSERT	160.10.0	USE MRS FIELDS COOKIES (READY-TO-EAT)	123
FOOD - SNACK/DESSERT	288.14.2	EAT KRAFT HANDI-SNACKS PUDDING	122
FOOD - SNACK/DESSERT	159.11.0	EAT SNYDERS OF HANOVER PRETZELS	120
FOOD - SNACK/DESSERT	159.23.2	EAT BAKED! LAYS POTATO CHIPS	120
FOOD - SNACK/DESSERT	160.14.8	USE MOTHERS COOKIES (READY-TO-EAT)	119
FOOD - SNACK/DESSERT	10.67.X	USE TOSTITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	119
FOOD - SNACK/DESSERT	112.76.8	EAT KASHI ENERGY/DIET SNACKS/BARS	118
FOOD - SNACK/DESSERT	86.60.9	EAT QUAKER CHEWY GRANOLA BARS NUTRITIONAL SNACKS	117
FOOD - SNACK/DESSERT	86.60.3	EAT KELLOGGS NUTRI-GRAIN BARS NUTRITIONAL SNACKS	116
FOOD - SNACK/DESSERT	159.11.9	EAT ROLD GOLD PRETZELS	115
FOOD - SNACK/DESSERT	159.57.1	EAT CARRS SNACK CRACKERS/SALTINES/GRAHAM	115
FOOD - SNACK/DESSERT	160.15.9	USE NABISCO SNACKWELLS COOKIES (READY-TO-EAT)	113
FOOD - SNACK/DESSERT	151.11.2	EAT BEN AND JERRYS ICE CREAM AND SHERBET	111
FOOD - SNACK/DESSERT	151.13.2	EAT WEIGHT WATCHERS ICE CREAM AND SHERBET	111
FOOD - SNACK/DESSERT	159.11.Y	EAT STORE BRAND PRETZELS	111

CPR Report by Category:
Food - Snacks/Dessert

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - SNACK/DESSERT	86.56.1	EAT NUTRITIONAL SNACKS - GRANOLA, FRUIT, ETC	111
FOOD - SNACK/DESSERT	179.22.7	USE ECLIPSE BREATH MINTS	111
FOOD - SNACK/DESSERT	102.72.Y	EAT PRINGLES POTATO CHIPS	111
FOOD - SNACK/DESSERT	12.34.X	EAT MANDMS CHOCOLATE AND HARD ROLL CANDY	110
FOOD - SNACK/DESSERT	159.29.0	EAT ORVILLE REDENBACHER POPCORN PRODUCTS	110
FOOD - SNACK/DESSERT	159.59.X	EAT SUNSHINE CHEEZ-IT SNACK CRACKERS/SALTINES/GRAHAM	109
FOOD - SNACK/DESSERT	160.25.0	USE NABISCO TEDDY GRAHAMS COOKIES (READY-TO-EAT)	108
FOOD - SNACK/DESSERT	12.36.X	EAT SNICKERS CHOCOLATE AND HARD ROLL CANDY	108
FOOD - SNACK/DESSERT	159.08.1	HOUSEHOLD EATS PRETZELS	108
FOOD - SNACK/DESSERT	151.12.3	EAT HAAGAN-DAZS ICE CREAM AND SHERBET	108
FOOD - SNACK/DESSERT	147.75.1	EAT KELLOGS POP TARTS (REGULAR) TOASTER PASTRIES	107
FOOD - SNACK/DESSERT	159.36.1	HOUSEHOLD EATS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	107
FOOD - SNACK/DESSERT	147.74.1	HOUSEHOLD EATSTOASTER PASTRIES	106
FOOD - SNACK/DESSERT	160.17.4	USE NABISCO BARNUMS ANIMAL CRACKERS COOKIES (READY-TO-EAT)	106
FOOD - SNACK/DESSERT	104.73.5	CHEW WRIGLEYS ECLIPSE CHEWING/BUBBLE GUM	105
FOOD - SNACK/DESSERT	101.80.9	EAT JELL-O PUDDING	104
FOOD - SNACK/DESSERT	159.37.4	USE CHEE-TOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	103
FOOD - SNACK/DESSERT	270.46.2	CHEW TRIDENT WHITE CHEWING/BUBBLE GUM	103
FOOD - SNACK/DESSERT	10.65.X	USE DORITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	103
FOOD - SNACK/DESSERT	84.47.1	CHEW CHEWING GUM/BUBBLE GUM	103
FOOD - SNACK/DESSERT	147.75.4	EAT PILLSBURY TOASTER STRUDEL TOASTER PASTRIES	103
FOOD - SNACK/DESSERT	165.44.3	USE DEANS DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	101
FOOD - SNACK/DESSERT	159.16.1	HOUSEHOLD EATS POTATO CHIPS	101
FOOD - SNACK/DESSERT	165.44.6	USE HIDDEN VALLEY RANCH DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	101
FOOD - SNACK/DESSERT	159.28.1	HOUSEHOLD EATS POPCORN PRODUCTS	101
FOOD - SNACK/DESSERT	151.08.1	HOUSEHOLD EATS ICE CREAM AND SHERBET	101
FOOD - SNACK/DESSERT	161.56.1	HOUSEHOLD EATS PUDDING	100
FOOD - SNACK/DESSERT	158.57.X	EAT TGI FRIDAYS POTATO CHIPS	100
FOOD - SNACK/DESSERT	85.32.Y	EAT SKITTLES CHOCOLATE AND HARD ROLL CANDY	100
FOOD - SNACK/DESSERT	160.08.1	HOUSEHOLD EATS COOKIES (READY-TO-EAT)	100
FOOD - SNACK/DESSERT	115.74.X	EAT QUAKER BREAKFAST BARS NUTRITIONAL SNACKS	100
FOOD - SNACK/DESSERT	148.10.1	HOUSEHOLD EATS DONUTS/DOUGHNUTS	100
FOOD - SNACK/DESSERT	160.15.3	USE NABISCO CHIPS AHOY (REGULAR) COOKIES (READY-TO-EAT)	99
FOOD - SNACK/DESSERT	111.08.9	USE NABISCO DOUBLE STUFF OREO COOKIES (READY-TO-EAT)	99
FOOD - SNACK/DESSERT	14.05.0	CHEW ICE BREAKERS CHEWING/BUBBLE GUM	99
FOOD - SNACK/DESSERT	159.50.1	HOUSEHOLD EATS SNACK CRACKERS/SALTINES/GRAHAM	99

CPR Report by Category:
Food - Snacks/Dessert

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - SNACK/DESSERT	85.26.1	EAT CHOCOLATE/HARD ROLL CANDY	99
FOOD - SNACK/DESSERT	165.41.1	HOUSEHOLD USES DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	98
FOOD - SNACK/DESSERT	85.30.1	EAT HERSHEY'S KISSES CHOCOLATE AND HARD ROLL CANDY	98
FOOD - SNACK/DESSERT	159.30.6	EAT ACT II POPCORN PRODUCTS	98
FOOD - SNACK/DESSERT	12.37.X	EAT REESE'S PEANUT BUTTER CUPS CHOCOLATE AND HARD ROLL CANDY	98
FOOD - SNACK/DESSERT	159.58.2	EAT NABISCO HONEY MAID GRAHAMS SNACK CRACKERS/SALTINES/GRAHAM	98
FOOD - SNACK/DESSERT	102.09.5	USE JELL-O GELATIN FLAVORED GELATIN DESSERTS	97
FOOD - SNACK/DESSERT	160.13.5	USE GRANDMAS RICHN CHEWY COOKIES (READY-TO-EAT)	97
FOOD - SNACK/DESSERT	159.59.0	EAT RY-KRISP SNACK CRACKERS/SALTINES/GRAHAM	97
FOOD - SNACK/DESSERT	85.28.0	EAT CADBURY CHOCOLATE AND HARD ROLL CANDY	97
FOOD - SNACK/DESSERT	158.38.3	USE PRINGLES CORN AND TORTILLA CHIPS AND CHEESE SNACKS	96
FOOD - SNACK/DESSERT	10.58.X	EAT LAYS LIGHT POTATO CHIPS	96
FOOD - SNACK/DESSERT	85.08.1	USE BREATH MINTS/STRIPS	96
FOOD - SNACK/DESSERT	159.60.8	EAT NABISCO KRAFT CHEESE NIPS SNACK CRACKERS/SALTINES/GRAHAM	96
FOOD - SNACK/DESSERT	148.11.3	USE ENTENMANN'S DONUTS/DOUGHNUTS	96
FOOD - SNACK/DESSERT	85.30.3	EAT HERSHEY'S MILK CHOCOLATE CHOCOLATE AND HARD ROLL CANDY	95
FOOD - SNACK/DESSERT	159.22.2	EAT LAYS (REGULAR) POTATO CHIPS	95
FOOD - SNACK/DESSERT	159.57.3	EAT KEEBLER CLUB SNACK CRACKERS/SALTINES/GRAHAM	95
FOOD - SNACK/DESSERT	12.13.X	CHEW CAREFREE CHEWING/BUBBLE GUM	94
FOOD - SNACK/DESSERT	10.66.X	USE FRITOS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	94
FOOD - SNACK/DESSERT	159.05.0	EAT NABISCO CHICKEN IN A BISKET SNACK CRACKERS/SALTINES/GRAHAM	94
FOOD - SNACK/DESSERT	86.60.0	EAT SNACKWELLS NUTRITIONAL SNACKS	94
FOOD - SNACK/DESSERT	162.08.1	HOUSEHOLD USES FLAVORED GELATIN DESSERTS	93
FOOD - SNACK/DESSERT	160.15.6	USE NABISCO NILLA WAFERS COOKIES (READY-TO-EAT)	93
FOOD - SNACK/DESSERT	158.10.8	EAT UTZ PRETZELS	93
FOOD - SNACK/DESSERT	151.13.4	EAT STORE BRAND ICE CREAM AND SHERBET	92
FOOD - SNACK/DESSERT	159.58.8	EAT NABISCO RITZ (ORIGINAL)SNACK CRACKERS/SALTINES/GRAHAM	92
FOOD - SNACK/DESSERT	159.58.6	EAT NABISCO PREMIUM SALTINES SNACK CRACKERS/SALTINES/GRAHAM	92
FOOD - SNACK/DESSERT	159.06.0	EAT NABISCO GRAHAMS (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	92
FOOD - SNACK/DESSERT	151.13.X	EAT STARBUCKS ICE CREAM AND SHERBET	91
FOOD - SNACK/DESSERT	12.22.X	USE TIC TAC BREATHE MINTS	91
FOOD - SNACK/DESSERT	115.25.9	USE ICE BREAKERS BREATH MINTS	91
FOOD - SNACK/DESSERT	10.75.X	EAT ENTENMANN'S SNACK CAKES (READY-TO-EAT)	91
FOOD - SNACK/DESSERT	85.31.Y	EAT NESTLE CRUNCH CHOCOLATE AND HARD ROLL CANDY	91
FOOD - SNACK/DESSERT	165.44.8	USE KRAFT DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	89
FOOD - SNACK/DESSERT	165.44.5	USE FRITO-LAY DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	89

CPR Report by Category:
Food - Snacks/Dessert

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - SNACK/DESSERT	148.11.7	USE DUNKIN DONUTS	89
FOOD - SNACK/DESSERT	115.80.Y	EAT SLIM-FAST SNACK BARS ENERGY/DIET SNACKS/BARS	88
FOOD - SNACK/DESSERT	151.13.0	EAT HEALTHY CHOICE ICE CREAM AND SHERBET	88
FOOD - SNACK/DESSERT	159.60.1	EAT SUNSHINE KRISPY SALTINES SNACK CRACKERS/SALTINES/GRAHAM	88
FOOD - SNACK/DESSERT	159.39.6	USE STORE BRAND CORN AND TORTILLA CHIPS AND CHEESE SNACKS	88
FOOD - SNACK/DESSERT	85.33.4	EAT STARBURST CHOCOLATE AND HARD ROLL CANDY	87
FOOD - SNACK/DESSERT	160.40.1	HOUSEHOLD EATS SNACK CAKES (READY-TO-EAT)	85
FOOD - SNACK/DESSERT	85.28.1	EAT ALMOND JOY CHOCOLATE AND HARD ROLL CANDY	85
FOOD - SNACK/DESSERT	159.57.9	EAT KEEBLER ZESTA SNACK CRACKERS/SALTINES/GRAHAM	85
FOOD - SNACK/DESSERT	85.29.0	EAT HERSHEY'S ALMOND CHOCOLATE AND HARD ROLL CANDY	85
FOOD - SNACK/DESSERT	86.59.2	EAT BETTY CROCKER FRUIT ROLL-UPS NUTRITIONAL SNACKS	84
FOOD - SNACK/DESSERT	86.60.2	EAT KELLOGG'S RICE KRISPIES TREATS NUTRITIONAL SNACKS	84
FOOD - SNACK/DESSERT	159.60.3	EAT STORE BRAND SNACK CRACKERS/SALTINES/GRAHAM	84
FOOD - SNACK/DESSERT	273.06.X	CHEW CHICLETS CHEWING/BUBBLE GUM	84
FOOD - SNACK/DESSERT	85.31.9	EAT HERSHEY'S MR GOODBAR CHOCOLATE AND HARD ROLL CANDY	84
FOOD - SNACK/DESSERT	104.73.1	CHEW AQUAFRESH DENTAL GUM CHEWING/BUBBLE GUM	83
FOOD - SNACK/DESSERT	160.41.8	EAT LITTLE DEBBIE SNACK CAKES (READY-TO-EAT)	82
FOOD - SNACK/DESSERT	12.30.X	EAT JOLLY RANCHERS CHOCOLATE AND HARD ROLL CANDY	82
FOOD - SNACK/DESSERT	12.35.X	EAT MILKY WAY CHOCOLATE AND HARD ROLL CANDY	82
FOOD - SNACK/DESSERT	84.52.9	CHEW WRIGLEYS SPEARMINT CHEWING/BUBBLE GUM	81
FOOD - SNACK/DESSERT	151.13.1	EAT TURKEY HILL ICE CREAM AND SHERBET	81
FOOD - SNACK/DESSERT	158.38.2	USE CORNNUTS CORN AND TORTILLA CHIPS AND CHEESE SNACKS	81
FOOD - SNACK/DESSERT	159.30.8	EAT STORE BRAND POPCORN PRODUCTS	80
FOOD - SNACK/DESSERT	160.13.4	USE ENTENMANN'S COOKIES (READY-TO-EAT)	80
FOOD - SNACK/DESSERT	151.13.8	EAT DEAN'S ICE CREAM AND SHERBET	79
FOOD - SNACK/DESSERT	159.03.0	EAT KEEBLER TOWN HOUSE (ORIGINAL) SNACK CRACKERS/SALTINES/GRAHAM	79
FOOD - SNACK/DESSERT	160.16.9	USE STORE BRAND COOKIES (READY-TO-EAT)	78
FOOD - SNACK/DESSERT	165.44.2	USE BREAKSTONE DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	77
FOOD - SNACK/DESSERT	159.21.8	EAT JAY'S POTATO CHIPS	76
FOOD - SNACK/DESSERT	84.50.Y	CHEW BUBBLICIOUS CHEWING/BUBBLE GUM	76
FOOD - SNACK/DESSERT	85.28.6	EAT BRACH'S CHOCOLATE AND HARD ROLL CANDY	75
FOOD - SNACK/DESSERT	111.08.0	USE NABISCO NEWTONS COOKIES (READY-TO-EAT)	75
FOOD - SNACK/DESSERT	85.33.9	EAT 3 MUSKETEERS CHOCOLATE AND HARD ROLL CANDY	75
FOOD - SNACK/DESSERT	10.77.X	EAT SARA LEE SNACK CAKES (READY-TO-EAT)	73
FOOD - SNACK/DESSERT	12.12.X	CHEW BUBBLE YUM CHEWING/BUBBLE GUM	73
FOOD - SNACK/DESSERT	84.52.8	CHEW WRIGLEYS JUICY FRUIT CHEWING/BUBBLE GUM	73

CPR Report by Category:
Food - Snacks/Dessert

CATEGORY	CCP CODE	VARIABLE NAME	Score
FOOD - SNACK/DESSERT	160.17.0	USE LA MODERNA COOKIES (READY-TO-EAT)	73
FOOD - SNACK/DESSERT	161.59.1	EAT BETTY CROCKER PUDDING	72
FOOD - SNACK/DESSERT	160.14.7	USE LITTLE DEBBIE COOKIES (READY-TO-EAT)	71
FOOD - SNACK/DESSERT	288.42.9	EAT STORE BRAND PUDDING	71
FOOD - SNACK/DESSERT	162.14.3	USE STORE BRAND FLAVORED GELATIN DESSERTS	68
FOOD - SNACK/DESSERT	160.08.8	USE KEEBLER VIENNA FINGERS COOKIES (READY-TO-EAT)	68
FOOD - SNACK/DESSERT	160.14.2	USE KEEBLER SANDIES PECAN COOKIES (READY-TO-EAT)	66
FOOD - SNACK/DESSERT	86.59.7	EAT DEL MONTE MIXED FRUIT NUTRITIONAL SNACKS	66
FOOD - SNACK/DESSERT	165.45.7	USE CHEEZ WHIZ DIPS FOR SNACKS/VEGETABLES (STORE-BOUGHT)	64
FOOD - SNACK/DESSERT	86.60.Y	EAT SUNKIST FUN FRUITS NUTRITIONAL SNACKS	64
FOOD - SNACK/DESSERT	151.13.7	EAT NESTLE ICE CREAM AND SHERBET	61
FOOD - SNACK/DESSERT	148.07.Y	EAT QUAKER FRUIT AND OATMEAL TOASTABLES TOASTER PASTRIES	60
FOOD - SNACK/DESSERT	81.25.1	EAT NESTLE TURTLES CHOCOLATE AND HARD ROLL CANDY	52
FOOD - SNACK/DESSERT	160.17.9	USE GAMESA COOKIES (READY-TO-EAT)	39

**CPR Report by Category:
Health and Beauty Aids**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	99.42.Y	USE PERSONNA ACTI-FLEXXX RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	259
HEALTH AND BEAUTY AIDS	116.66.3	USE SHISEIDO MOISTURIZERS/CREAMS/LOTIONS	211
HEALTH AND BEAUTY AIDS	72.37.3	USE LOREAL DERMO-EXPERTISE SUNLESS TAN PRODUCTS	184
HEALTH AND BEAUTY AIDS	72.37.5	USE BOSTON CONTACT LENS CLEANING SOLUTIONS	180
HEALTH AND BEAUTY AIDS	285.02.3	USE LANCOME NAIL POLISH	173
HEALTH AND BEAUTY AIDS	64.43.Y	USE STORE BRAND EASY HOME PREGNANCY TESTS MOST	170
HEALTH AND BEAUTY AIDS	64.43.3	USE CLEARBLUE EASY HOME PREGNANCY TESTS MOST	166
HEALTH AND BEAUTY AIDS	23.35.0	USE SONICARE POWER TOOTHBRUSHES	161
HEALTH AND BEAUTY AIDS	61.69.0	USE PRESCRIPTIVES FOUNDATION MAKE-UP MOST	158
HEALTH AND BEAUTY AIDS	66.13.1	USE OTHER MATRIX SHAMPOO MOST IN LAST 7 DAYS	157
HEALTH AND BEAUTY AIDS	175.62.7	USE LOREAL STUDIO LINE HAIR SPRAY	152
HEALTH AND BEAUTY AIDS	95.07.9	USE NIVEA VISAGE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	152
HEALTH AND BEAUTY AIDS	63.41.3	USE MAC LIPSTICK AND LIPGLOSS	149
HEALTH AND BEAUTY AIDS	95.07.5	USE NEUTROGENA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	146
HEALTH AND BEAUTY AIDS	176.20.5	USE ALCON CONTACT LENS CLEANING SOLUTIONS	146
HEALTH AND BEAUTY AIDS	122.40.4	USE GILLETTE VENUS RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	145
HEALTH AND BEAUTY AIDS	72.37.6	USE STORE BRAND CONTACT LENS CLEANING SOLUTIONS	145
HEALTH AND BEAUTY AIDS	62.47.3	USE OPI NAIL POLISH	145
HEALTH AND BEAUTY AIDS	175.27.4	USE PAUL MITCHELL SHAMPOO MOST IN LAST 7 DAYS	143
HEALTH AND BEAUTY AIDS	70.66.7	USE NEUTROGENA SHAVING CREAM OR GEL	143
HEALTH AND BEAUTY AIDS	173.25.Y	USED GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	143
HEALTH AND BEAUTY AIDS	176.05.3	USE FRIZZ EASE HAIR STYLING PRODUCTS	143
HEALTH AND BEAUTY AIDS	170.27.8	USE PLAYTEX TAMPONS	142
HEALTH AND BEAUTY AIDS	66.17.6	USE OTHER MATRIX HAIR CONDITIONER	142
HEALTH AND BEAUTY AIDS	63.43.0	USE BOBBI BROWN LIPSTICK AND LIPGLOSS	142
HEALTH AND BEAUTY AIDS	66.13.8	USE GARNIER FRUCTIS SHAMPOO MOST IN LAST 7 DAYS	141
HEALTH AND BEAUTY AIDS	170.18.6	USE CLINIQUE LIPSTICK AND LIPGLOSS	141

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	61.70.9	USE BOBBI BROWN FOUNDATION MAKE-UP MOST	141
HEALTH AND BEAUTY AIDS	175.28.1	USE REDKEN SHAMPOO MOST IN LAST 7 DAYS	141
HEALTH AND BEAUTY AIDS	162.43.0	USE GARNIER FRUCTIS HAIR SPRAY	141
HEALTH AND BEAUTY AIDS	170.27.9	USE TAMPAX TAMPONS	139
HEALTH AND BEAUTY AIDS	99.47.Y	USE SCHICK QUATTRO RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	137
HEALTH AND BEAUTY AIDS	99.62.Y	USE GILLETTE VENUS DIVINE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	136
HEALTH AND BEAUTY AIDS	95.05.7	USE BIORE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	136
HEALTH AND BEAUTY AIDS	99.49.X	USE SCHICK INTUITION RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	136
HEALTH AND BEAUTY AIDS	61.70.Y	USE MAC FOUNDATION MAKE-UP MOST	136
HEALTH AND BEAUTY AIDS	64.42.1	USE HOME PREGNANCY TEST DURING LAST 12 MONTHS	136
HEALTH AND BEAUTY AIDS	72.46.1	USE CONTACT LENS CLEANING SOLUTIONS	135
HEALTH AND BEAUTY AIDS	71.38.X	ANY GILLETTE SERIES AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	135
HEALTH AND BEAUTY AIDS	176.01.5	USE AVEDA HAIR STYLING PRODUCTS	135
HEALTH AND BEAUTY AIDS	63.29.2	USE LANCOME EYE BROW PENCIL	134
HEALTH AND BEAUTY AIDS	23.34.Y	USE ORAL-B POWERED BY BRAUN POWER TOOTHBRUSHES	134
HEALTH AND BEAUTY AIDS	69.04.3	USE JOHN FRIEDA HAIR STYLING PRODUCTS	134
HEALTH AND BEAUTY AIDS	70.18.X	USE CETAPHIL MOISTURIZERS/CREAMS/LOTIONS	134
HEALTH AND BEAUTY AIDS	63.61.1	USE TAMPONS	134
HEALTH AND BEAUTY AIDS	175.43.7	USE BIOLAGE BY MATRIX HAIR CONDITIONER	133
HEALTH AND BEAUTY AIDS	103.09.0	USE LOREAL FOR KIDS BABY/CHILDRENS SHAMPOO	133
HEALTH AND BEAUTY AIDS	25.40.Y	USE COLGATE WAVE MANUAL TOOTHBRUSHES	133
HEALTH AND BEAUTY AIDS	69.03.8	USE GARNIER FRUCTIS HAIR STYLING PRODUCTS	132
HEALTH AND BEAUTY AIDS	175.23.0	USE BIOLAGE BY MATRIX SHAMPOO MOST IN LAST 7 DAYS	132
HEALTH AND BEAUTY AIDS	61.68.1	USE LANCOME FOUNDATION MAKE-UP MOST	132
HEALTH AND BEAUTY AIDS	63.30.8	USE BOBY BROWN EYE BROW PENCIL	132
HEALTH AND BEAUTY AIDS	175.23.8	USE AVEDA SHAMPOO MOST IN LAST 7 DAYS	131
HEALTH AND BEAUTY AIDS	173.26.1	ANY GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	130
HEALTH AND BEAUTY AIDS	62.64.X	USE BOBBI BROWN MASCARA	130
HEALTH AND BEAUTY AIDS	25.40.0	USE COLGATE NAVIGATOR MANUAL TOOTHBRUSHES	130
HEALTH AND BEAUTY AIDS	95.05.Y	USE CLEARASIL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	130
HEALTH AND BEAUTY AIDS	68.07.0	USE DEP HAIR STYLING PRODUCTS	130
HEALTH AND BEAUTY AIDS	122.18.Y	USE SECRET PLATINUM PROTECTION DEODORANT/ANTI-PERSPERANTS	129
HEALTH AND BEAUTY AIDS	173.26.3	USED RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	129
HEALTH AND BEAUTY AIDS	173.25.X	BOUGHT GIORGIO ARMANI AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	129
HEALTH AND BEAUTY AIDS	71.11.1	USE BRAUN ELECTRIC AND BATTERY SHAVERS	129
HEALTH AND BEAUTY AIDS	63.20.1	USE ESTEE LAUDER EYE LINER	129

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	72.47.6	USE BAUSCH AND LAUMB CONTACT LENS CLEANING SOLUTIONS	128
HEALTH AND BEAUTY AIDS	170.30.7	USE CAREFREE SANITARY PADS AND NAPKINS	128
HEALTH AND BEAUTY AIDS	99.22.0	USE GILLETTE M3 POWER RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	128
HEALTH AND BEAUTY AIDS	71.54.3	USE RALPH LAUREN PERFUME IN LAST 12 MONTHS	127
HEALTH AND BEAUTY AIDS	72.24.1	USE SUNTAN/SCREEN AND SUNLESS PRODUCTS	127
HEALTH AND BEAUTY AIDS	176.05.2	USE CLAIROL HERBAL ESSENSES HAIR STYLING PRODUCTS	127
HEALTH AND BEAUTY AIDS	70.51.4	USE EDGE GEL SHAVING CREAM OR GEL	127
HEALTH AND BEAUTY AIDS	173.26.4	ANY RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	127
HEALTH AND BEAUTY AIDS	173.26.2	BOUGHT RALPH LAUREN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	126
HEALTH AND BEAUTY AIDS	64.43.8	USE FIRST RESPONSE EASY HOME PREGNANCY TESTS MOST	125
HEALTH AND BEAUTY AIDS	63.16.8	USE STORE BRAND TAMPONS	125
HEALTH AND BEAUTY AIDS	65.46.0	USE ORAL-B ADVANTAGE MANUALTOOTHBRUSHES	125
HEALTH AND BEAUTY AIDS	189.41.9	USE REMBRANDT TOOTH WHITENERS	125
HEALTH AND BEAUTY AIDS	170.21.0	USE LOREAL NAIL POLISH	124
HEALTH AND BEAUTY AIDS	69.03.1	USE BEAD HEAD HAIR STYLING PRODUCTS	124
HEALTH AND BEAUTY AIDS	263.03.6	BABIES LESS THAN 2 YEARS USE BABY LOTION	123
HEALTH AND BEAUTY AIDS	96.16.1	USE ST IVES SWISS FORMULA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	122
HEALTH AND BEAUTY AIDS	72.37.1	USE LOREAL DERMO-EXPERTISE SUNTAN PRODUCTS (SPF 0-4)	122
HEALTH AND BEAUTY AIDS	62.62.3	USE ESTEE LAUDER MASCARA	122
HEALTH AND BEAUTY AIDS	61.66.9	USE CLINIQUE FOUNDATION MAKE-UP MOST	122
HEALTH AND BEAUTY AIDS	62.61.3	USE CLINIQUE MASCARA	122
HEALTH AND BEAUTY AIDS	63.40.0	USE LANCOME LIPSTICK AND LIPGLOSS	122
HEALTH AND BEAUTY AIDS	175.43.9	USE CLAIROL HERBAL ESSENCES HAIR CONDITIONER	122
HEALTH AND BEAUTY AIDS	175.63.1	USE PAUL MITCHELL HAIR SPRAY	122
HEALTH AND BEAUTY AIDS	170.14.4	USE MAYBELLINE MASCARA	122
HEALTH AND BEAUTY AIDS	72.51.X	USED ALCON EYE DROPS AND EYE WASH	122
HEALTH AND BEAUTY AIDS	70.14.3	USE CLINIQUE MOISTURIZERS/CREAMS/LOTIONS	122
HEALTH AND BEAUTY AIDS	175.46.6	USE REDKEN HAIR CONDITIONER	121
HEALTH AND BEAUTY AIDS	70.09.6	USE THE BODY SHOP MOISTURIZERS/CREAMS/LOTIONS	121
HEALTH AND BEAUTY AIDS	63.11.1	USE ESTEE LAUDER EYE SHADOW	121
HEALTH AND BEAUTY AIDS	175.03.7	USE TOMS OF MAINE TOOTHPASTE	120
HEALTH AND BEAUTY AIDS	175.43.5	USE AVEDA HAIR CONDITIONER	120
HEALTH AND BEAUTY AIDS	172.27.5	USE AVEENO BABY LOTION	119
HEALTH AND BEAUTY AIDS	116.65.2	USE CUREL MOISTURIZERS/CREAMS/LOTIONS	119
HEALTH AND BEAUTY AIDS	175.24.4	USE CLAIROL HERBAL ESSENCES SHAMPOO MOST IN LAST 7 DAYS	119
HEALTH AND BEAUTY AIDS	189.41.3	USE CREST WHITESTRIPS TOOTH WHITENERS	119

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	25.41.0	USE ORAL-B CROSS ACTION MANUAL TOOTHBRUSHES	119
HEALTH AND BEAUTY AIDS	63.20.3	USE LOREAL EYE LINER	119
HEALTH AND BEAUTY AIDS	70.51.Y	USE SKINTIMATE SHAVING CREAM OR GEL	118
HEALTH AND BEAUTY AIDS	263.04.0	USE JOHNSONS BABY WASH AND BATH PRODUCTS	118
HEALTH AND BEAUTY AIDS	172.08.1	HOUSEHOLD USES BABY/CHILDRENS SHAMPOO	118
HEALTH AND BEAUTY AIDS	70.65.5	USE GILLETTE SENSOR EXCEL RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	118
HEALTH AND BEAUTY AIDS	72.26.3	USE AVON SUNTAN PRODUCTS (SPF 0-4)	117
HEALTH AND BEAUTY AIDS	75.25.1	WATCH DIET TO MAINTAIN WEIGHT	117
HEALTH AND BEAUTY AIDS	70.14.0	USE ESTEE LAUDER MOISTURIZERS/CREAMS/LOTIONS	117
HEALTH AND BEAUTY AIDS	177.13.8	USE REDKEN HAIR STYLING PRODUCTS	117
HEALTH AND BEAUTY AIDS	63.30.X	USE MAC EYE BROW PENCIL	117
HEALTH AND BEAUTY AIDS	95.05.0	USE CETAPHIL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	117
HEALTH AND BEAUTY AIDS	175.46.1	USE PAUL MITCHELL HAIR CONDITIONER	117
HEALTH AND BEAUTY AIDS	95.06.1	USE CLINIQUE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	116
HEALTH AND BEAUTY AIDS	122.18.0	USE RIGHT GUARD SPORT DEODORANT/ANTI-PERSPERANTS	116
HEALTH AND BEAUTY AIDS	96.11.5	USE ALWAYS ALLDAYS PANTYLINERS/SHIELDS	116
HEALTH AND BEAUTY AIDS	64.08.1	USE SANITARY PADS AND NAPKINS	116
HEALTH AND BEAUTY AIDS	170.30.6	USE ALWAYS SANITARY PADS AND NAPKINS	116
HEALTH AND BEAUTY AIDS	75.24.Y	WATCH DIET TO LOSE WEIGHT	116
HEALTH AND BEAUTY AIDS	61.67.X	USE ESTEE LAUDER FOUNDATION MAKE-UP MOST	115
HEALTH AND BEAUTY AIDS	140.79.8	USE BIC SOLEIL DISPOSABLE RAZORS/SHAVERS	115
HEALTH AND BEAUTY AIDS	62.62.4	USE LANCOME MASCARA	115
HEALTH AND BEAUTY AIDS	263.03.7	HOUSEHOLD USES BABY WASH AND BATH PRODUCTS	115
HEALTH AND BEAUTY AIDS	172.10.4	USE JOHNSONS BABY SHAMPOO BABY/CHILDRENS SHAMPOO	115
HEALTH AND BEAUTY AIDS	176.02.Y	USE PAUL MITCHELL HAIR STYLING PRODUCTS	115
HEALTH AND BEAUTY AIDS	69.02.6	USE BATH AND BODY WORKS HAIR STYLING PRODUCTS	115
HEALTH AND BEAUTY AIDS	25.33.0	USE POWER TOOTHBRUSHES	115
HEALTH AND BEAUTY AIDS	62.65.5	USE NEUTROGENA MASCARA	115
HEALTH AND BEAUTY AIDS	70.51.8	USE GILLETTE SERIES SHAVING CREAM OR GEL	114
HEALTH AND BEAUTY AIDS	65.46.3	USE BUTLER G-U-M MANUAL TOOTHBRUSHES	114
HEALTH AND BEAUTY AIDS	175.10.X	USE REDKEN HAIR SPRAY	114
HEALTH AND BEAUTY AIDS	176.02.7	USE LOREAL STUDIO LINE HAIR STYLING PRODUCTS	114
HEALTH AND BEAUTY AIDS	175.27.7	USE PERT PLUS (REGULAR) SHAMPOO MOST IN LAST 7 DAYS	113
HEALTH AND BEAUTY AIDS	71.11.7	USE REMINGTON ELECTRIC AND BATTERY SHAVERS	113
HEALTH AND BEAUTY AIDS	64.48.5	USE STORE BRAND SANITARY PADS AND NAPKINS	113
HEALTH AND BEAUTY AIDS	62.65.2	USE CHANEL MASCARA	113

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	175.61.6	USE BIOLAGE BY MATRIX HAIR SPRAY	113
HEALTH AND BEAUTY AIDS	25.41.X	USE OTHER ORAL-B MANUAL TOOTHBRUSHES	113
HEALTH AND BEAUTY AIDS	175.16.Y	USE CREST TOOTHPASTE	112
HEALTH AND BEAUTY AIDS	63.64.3	USE OB TAMPONS	112
HEALTH AND BEAUTY AIDS	72.51.1	USED BAUSCH AND LOMB EYE DROPS AND EYE WASH	112
HEALTH AND BEAUTY AIDS	121.77.6	USE NEUTROGENA FOUNDATION MAKE-UP MOST	112
HEALTH AND BEAUTY AIDS	64.43.6	USE EPT EASY HOME PREGNANCY TESTS MOST	112
HEALTH AND BEAUTY AIDS	70.66.4	USE AVEENO SHAVING CREAM OR GEL	112
HEALTH AND BEAUTY AIDS	68.06.0	USE CONSORT HAIR STYLING PRODUCTS	111
HEALTH AND BEAUTY AIDS	172.22.4	USE HUGGIES PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	111
HEALTH AND BEAUTY AIDS	176.05.6	USE BIOLAGE BY MATRIX HAIR STYLING PRODUCTS	111
HEALTH AND BEAUTY AIDS	62.01.9	USE ELIZABETH ARDEN MASCARA	111
HEALTH AND BEAUTY AIDS	122.41.1	USE SCHICK XTREME3 DISPOSABLE RAZORS/SHAVERS	111
HEALTH AND BEAUTY AIDS	173.21.1	USE PAMPERS PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	111
HEALTH AND BEAUTY AIDS	63.11.4	USE MARY KAY EYE SHADOW	111
HEALTH AND BEAUTY AIDS	175.44.6	USE FINESSE HAIR CONDITIONER	110
HEALTH AND BEAUTY AIDS	175.45.0	USE NEXXUS HAIR CONDITIONER	110
HEALTH AND BEAUTY AIDS	71.11.2	USE EPILADY ELECTRIC AND BATTERY SHAVERS	110
HEALTH AND BEAUTY AIDS	175.27.1	USE NEXXUS SHAMPOO MOST IN LAST 7 DAYS	110
HEALTH AND BEAUTY AIDS	96.11.6	USE CAREFREE PANTYLINERS/SHIELDS	110
HEALTH AND BEAUTY AIDS	263.02.9	USE STORE BRAND KIDS SHAMPOO BABY/CHILDRENS SHAMPOO	110
HEALTH AND BEAUTY AIDS	70.63.1	USE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	110
HEALTH AND BEAUTY AIDS	175.49.0	USE LOREAL HAIR CONDITIONER	110
HEALTH AND BEAUTY AIDS	70.66.2	USE GILLETTE MACH 3 RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	110
HEALTH AND BEAUTY AIDS	175.65.2	USE CLAIROL HERBAL ESSENSES HAIR SPRAY	110
HEALTH AND BEAUTY AIDS	99.23.8	USE GILLETTE SENSOR 3 RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	110
HEALTH AND BEAUTY AIDS	70.49.9	USE GILLETTE MACH 3 TURBO RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	109
HEALTH AND BEAUTY AIDS	63.20.4	USE MARY KAY EYE LINER	109
HEALTH AND BEAUTY AIDS	96.08.4	USE PANTYLINERS/SHIELDS	109
HEALTH AND BEAUTY AIDS	170.18.9	USE LOREAL LIPSTICK AND LIPGLOSS	109
HEALTH AND BEAUTY AIDS	263.04.7	USE AVEENO BABY WASH AND BATH PRODUCTS	109
HEALTH AND BEAUTY AIDS	63.29.1	USE ESTEE LAUDER EYE BROW PENCIL	109
HEALTH AND BEAUTY AIDS	189.57.0	USE TOOTH WHITENERS	109
HEALTH AND BEAUTY AIDS	116.65.9	USE NEUTROGEN MOISTURIZERS/CREAMS/LOTIONS	109
HEALTH AND BEAUTY AIDS	95.58.5	USE FACIAL CLEANSING AND MEDICATED PRODUCTS	109
HEALTH AND BEAUTY AIDS	172.10.9	USE SUAVE BABY SHAMPOO BABY/CHILDRENS SHAMPOO	109

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	168.63.6	USE ST IVES BODY WASH	108
HEALTH AND BEAUTY AIDS	70.17.X	USE VASELINE INTENSIVE CARE MOISTURIZERS/CREAMS/LOTIONS	108
HEALTH AND BEAUTY AIDS	175.12.X	USE VIADENT MOUTHWASH/DENTAL RINSE	108
HEALTH AND BEAUTY AIDS	63.11.3	USE LOREAL EYE SHADOW	108
HEALTH AND BEAUTY AIDS	68.02.1	USE HAIR REMOVAL PRODUCTS	108
HEALTH AND BEAUTY AIDS	62.57.1	USE MASCARA	108
HEALTH AND BEAUTY AIDS	68.08.1	USE HAIR STYLING PRODUCTS	107
HEALTH AND BEAUTY AIDS	187.04.1	USE ANY EYE SHADOW/LINER/EYE BROW PENCIL	107
HEALTH AND BEAUTY AIDS	173.20.1	USE PRE-MOISTENED CLEANSING WIPES/CLOTHS	107
HEALTH AND BEAUTY AIDS	75.24.5	WATCH DIET BECAUSE OF FAT INTAKE	107
HEALTH AND BEAUTY AIDS	165.55.7	USE LEVER 2000 BAR SOAP	107
HEALTH AND BEAUTY AIDS	122.18.9	USE OLD SPICE RED ZONE DEODORANT/ANTI-PERSPERANTS	107
HEALTH AND BEAUTY AIDS	140.80.8	USE GILLETTE SENSOR 3 DISPOSABLE RAZORS/SHAVERS	107
HEALTH AND BEAUTY AIDS	63.40.6	USE ESTEE LAUDER LIPSTICK AND LIPGLOSS	107
HEALTH AND BEAUTY AIDS	168.23.7	HOUSEHOLD USES LIQUID HAND SOAP	107
HEALTH AND BEAUTY AIDS	168.63.2	USE NEUTROGENA BODY WASH	107
HEALTH AND BEAUTY AIDS	95.06.4	USE ESTEE LAUDER FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	107
HEALTH AND BEAUTY AIDS	65.46.X	USE ORAL-B INDICATOR MANUAL TOOTHBRUSHES	106
HEALTH AND BEAUTY AIDS	176.20.8	USE CIBA VISION CONTACT LENS CLEANING SOLUTIONS	106
HEALTH AND BEAUTY AIDS	62.08.1	USE BLUSHER	106
HEALTH AND BEAUTY AIDS	168.62.4	USE BATH AND BODY WORKS BODY WASH	106
HEALTH AND BEAUTY AIDS	70.51.7	USE GILLETTE SATIN CARE SHAVING CREAM OR GEL	106
HEALTH AND BEAUTY AIDS	72.29.8	USE BATH AND BODY WORKS SUNLESS TAN PRODUCTS	106
HEALTH AND BEAUTY AIDS	165.55.2	USE IRISH SPRING BAR SOAP	106
HEALTH AND BEAUTY AIDS	116.65.7	USE LUBRIDERM MOISTURIZERS/CREAMS/LOTIONS	106
HEALTH AND BEAUTY AIDS	63.21.7	USE COVER GIRL EYE LINER	106
HEALTH AND BEAUTY AIDS	168.44.0	USE SOFTSOAP LIQUID HAND SOAP	105
HEALTH AND BEAUTY AIDS	94.44.X	USED REFRESH EYE DROPS AND EYE WASH	105
HEALTH AND BEAUTY AIDS	170.30.8	USE KOTEX SANITARY PADS AND NAPKINS	105
HEALTH AND BEAUTY AIDS	70.65.6	USE GILLETTE SENSOR FOR WOMEN RAZOR BLADES (FOR NON-DISPOSABLE SHAVEI	105
HEALTH AND BEAUTY AIDS	63.43.3	USE ULTIMA LI LIPSTICK AND LIPGLOSS	105
HEALTH AND BEAUTY AIDS	175.27.8	USE PERT PLUS DANDRUFF CONTROL SHAMPOO MOST IN LAST 7 DAYS	105
HEALTH AND BEAUTY AIDS	263.04.9	USE GERBER BABY WASH AND BATH PRODUCTS	105
HEALTH AND BEAUTY AIDS	120.42.5	USE NEUTROGENA CLEAN SHAMPOO MOST IN LAST 7 DAYS	105
HEALTH AND BEAUTY AIDS	170.18.Y	USE REVLON LIPSTICK AND LIPGLOSS	105
HEALTH AND BEAUTY AIDS	189.44.5	USE CREST NIGHT EFFECTS TOOTH WHITENERS	105

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	162.10.4	USE ESSIE NAIL POLISH	105
HEALTH AND BEAUTY AIDS	61.63.1	USE FOUNDATION MAKE-UP	104
HEALTH AND BEAUTY AIDS	71.11.5	USE PANASONIC ELECTRIC AND BATTERY SHAVERS	104
HEALTH AND BEAUTY AIDS	173.24.1	USE GILLETTE DAISY/DAISY PLUS DISPOSABLE RAZORS/SHAVERS	104
HEALTH AND BEAUTY AIDS	63.38.Y	USE CHANEL LIPSTICK AND LIPGLOSS	104
HEALTH AND BEAUTY AIDS	96.10.1	USE OLAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	104
HEALTH AND BEAUTY AIDS	170.08.0	USE LOREAL FOUNDATION MAKE-UP MOST	104
HEALTH AND BEAUTY AIDS	69.05.Y	USE SPEED STICK 24-7 DEODORANT/ANTI-PERSPERANTS	104
HEALTH AND BEAUTY AIDS	96.16.6	USE STORE BRAND FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	104
HEALTH AND BEAUTY AIDS	170.30.0	USE STAYFREE SANITARY PADS AND NAPKINS	104
HEALTH AND BEAUTY AIDS	170.22.X	USE SALLY HANSON NAIL POLISH	104
HEALTH AND BEAUTY AIDS	71.11.4	USE NORELCO ELECTRIC AND BATTERY SHAVERS	104
HEALTH AND BEAUTY AIDS	172.09.5	USE AVEENO BABY WASH AND SHAMPOO BABY/CHILDRENS SHAMPOO	104
HEALTH AND BEAUTY AIDS	162.21.0	USE CREST PRO-HEALTH MOUTHWASH/DENTAL RINSE	104
HEALTH AND BEAUTY AIDS	176.02.X	USE PANTENE PRO-V HAIR STYLING PRODUCTS	104
HEALTH AND BEAUTY AIDS	71.14.4	USE BATH AND BODY WORKS PERFUME IN LAST 12 MONTHS	104
HEALTH AND BEAUTY AIDS	170.13.0	USE ALMAY MASCARA	103
HEALTH AND BEAUTY AIDS	62.43.1	USE NAIL POLISH	103
HEALTH AND BEAUTY AIDS	66.18.9	USE GARNIER FRUCTIS HAIR CONDITIONER	103
HEALTH AND BEAUTY AIDS	175.13.4	USE LISTERINE FRESHBURST (GREEN) MOUTHWASH/DENTAL RINSE	103
HEALTH AND BEAUTY AIDS	172.53.8	USE PANTENE PRO-V HAIR CONDITIONER	103
HEALTH AND BEAUTY AIDS	67.08.1	USE HAIR CONDITIONER	103
HEALTH AND BEAUTY AIDS	65.08.1	USE TOOTHPASTE	103
HEALTH AND BEAUTY AIDS	70.44.1	USE SHAVING CREAM OR GEL	103
HEALTH AND BEAUTY AIDS	70.08.1	USE MOISTURIZERS/CREAMS/LOTIONS	103
HEALTH AND BEAUTY AIDS	70.65.4	USE GILLETTE SENSOR RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	103
HEALTH AND BEAUTY AIDS	93.12.8	USE CLEAN AND CLEAR MOISTURIZERS/CREAMS/LOTIONS	103
HEALTH AND BEAUTY AIDS	121.77.5	USE CHANEL FOUNDATION MAKE-UP MOST	103
HEALTH AND BEAUTY AIDS	72.27.4	USE HAWAIIAN TROPIC SUNTAN PRODUCTS (SPF 0-4)	102
HEALTH AND BEAUTY AIDS	175.27.3	USE PANTEEN PRO-V SHAMPOO MOST IN LAST 7 DAYS	102
HEALTH AND BEAUTY AIDS	175.46.X	USE ST IVES HAIR CONDITIONER	102
HEALTH AND BEAUTY AIDS	63.35.1	USE LIPSTICK AND LIPGLOSS	102
HEALTH AND BEAUTY AIDS	66.29.1	USE SHAMPOO (FOR USE AT HOME)	102
HEALTH AND BEAUTY AIDS	71.30.5	USED DRAKKAR NOIR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	102
HEALTH AND BEAUTY AIDS	175.44.9	USE INFUSIUM 23 HAIR CONDITIONER	102
HEALTH AND BEAUTY AIDS	175.03.1	USE MENTADENT TOOTHPASTE	102

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	175.25.7	USE INFUSIUM 23 SHAMPOO MOST IN LAST 7 DAYS	102
HEALTH AND BEAUTY AIDS	172.11.1	USE GERBER BABY SHAMPOO BABY/CHILDRENS SHAMPOO	102
HEALTH AND BEAUTY AIDS	71.08.1	USE ELECTRIC AND BATTERY SHAVERS	102
HEALTH AND BEAUTY AIDS	95.06.2	USE DOVE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	102
HEALTH AND BEAUTY AIDS	122.18.3	USE GILLETTE SERIES DEODORANT/ANTI-PERSPERANTS	102
HEALTH AND BEAUTY AIDS	170.15.8	USE REVLON EYE LINER	102
HEALTH AND BEAUTY AIDS	63.12.7	USE COVER GIRL EYE SHADOW	102
HEALTH AND BEAUTY AIDS	168.44.6	USE DIAL LIQUID HAND SOAP	101
HEALTH AND BEAUTY AIDS	175.11.1	USE ACT MOUTHWASH/DENTAL RINSE	101
HEALTH AND BEAUTY AIDS	63.28.1	USE ALMAY EYE BROW PENCIL	101
HEALTH AND BEAUTY AIDS	263.04.X	USE STORE BRAND BABY WASH AND BATH PRODUCTS	101
HEALTH AND BEAUTY AIDS	168.76.7	HOUSEHOLD USES BODY WASH	101
HEALTH AND BEAUTY AIDS	70.65.8	USE SCHICK PERSONAL TOUCH RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	101
HEALTH AND BEAUTY AIDS	70.14.X	USE EUCERIN MOISTURIZERS/CREAMS/LOTIONS	101
HEALTH AND BEAUTY AIDS	70.50.9	USE GILLETTE SENSOR EXCEL FOR WOMEN RAZOR BLADES (FOR NON-DISPOSABLE :	101
HEALTH AND BEAUTY AIDS	124.18.9	USE GILLETTE VENUS DISPOSABLE RAZORS/SHAVERS	101
HEALTH AND BEAUTY AIDS	168.63.5	USE SOFTSOAP BODY WASH	101
HEALTH AND BEAUTY AIDS	71.30.3	USED CALVIN KLEIN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	101
HEALTH AND BEAUTY AIDS	168.44.X	USE CLEAN AND SMOOTH LIQUID HAND SOAP	101
HEALTH AND BEAUTY AIDS	170.18.X	USE MAYBELLINE LIPSTICK AND LIPGLOSS	100
HEALTH AND BEAUTY AIDS	172.26.5	USE JOHNSONS BABY LOTION	100
HEALTH AND BEAUTY AIDS	168.62.5	USE THE BODY SHOP BODY WASH	100
HEALTH AND BEAUTY AIDS	120.51.7	USE OTHER NEUTROGENA HAIR CONDITIONER	100
HEALTH AND BEAUTY AIDS	175.12.Y	USE STORE BRAND MOUTHWASH/DENTAL RINSE	100
HEALTH AND BEAUTY AIDS	95.07.2	USE MARY KAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	100
HEALTH AND BEAUTY AIDS	170.14.3	USE MAX FACTON MASCARA	100
HEALTH AND BEAUTY AIDS	175.31.0	USE LOREAL SHAMPOO MOST IN LAST 7 DAYS	100
HEALTH AND BEAUTY AIDS	175.13.Y	USE COLGATE TOOTHPASTE	100
HEALTH AND BEAUTY AIDS	69.18.1	USE DEODORANT/ANTI-PERSPERANTS	100
HEALTH AND BEAUTY AIDS	187.17.3	BOUGHT CALVIN KLEIN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	100
HEALTH AND BEAUTY AIDS	173.24.3	USE GILLETTE CUSTOM PLUS DISPOSABLE RAZORS/SHAVERS	100
HEALTH AND BEAUTY AIDS	172.39.0	USE FINESSE SHAMPOO MOST IN LAST 7 DAYS	100
HEALTH AND BEAUTY AIDS	176.16.9	USE LOREAL PREFERENCE HAIR COLORING PRODUCT	99
HEALTH AND BEAUTY AIDS	122.18.2	USE DRY IDEA DEODORANT/ANTI-PERSPERANTS	99
HEALTH AND BEAUTY AIDS	122.18.5	USE SPEED STICK DEODORANT/ANTI-PERSPERANTS	99
HEALTH AND BEAUTY AIDS	170.15.7	USE REVLON EYE SHADOW	99

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	65.41.1	USE MANUAL TOOTHBRUSHES	99
HEALTH AND BEAUTY AIDS	124.40.6	USE SCHICK QUATTRO DISPOSABLE RAZORS/SHAVERS	98
HEALTH AND BEAUTY AIDS	175.62.Y	USE PANTENE PRO-V HAIR SPRAY	98
HEALTH AND BEAUTY AIDS	165.48.1	HOUSEHOLD USES BAR SOAP	98
HEALTH AND BEAUTY AIDS	165.54.Y	USE DOVE BAR SOAP	98
HEALTH AND BEAUTY AIDS	170.21.8	USE COVER GIRL NAIL POLISH	98
HEALTH AND BEAUTY AIDS	176.10.0	USE CHANEL PERFUME IN LAST 12 MONTHS	98
HEALTH AND BEAUTY AIDS	62.44.8	USE CLINIQUE NAIL POLISH	98
HEALTH AND BEAUTY AIDS	62.65.8	USE PRESCRIPTIVES MASCARA	98
HEALTH AND BEAUTY AIDS	72.51.9	USED VISINE EYE DROPS AND EYE WASH	98
HEALTH AND BEAUTY AIDS	116.65.Y	USE OLAY MOISTURIZERS/CREAMS/LOTIONS	98
HEALTH AND BEAUTY AIDS	67.48.1	USE HAIR SPRAY	98
HEALTH AND BEAUTY AIDS	71.46.1	USE/BUY PERFUME	98
HEALTH AND BEAUTY AIDS	168.44.5	USE CLEAN AND SMOOTH LIQUID HAND SOAP	98
HEALTH AND BEAUTY AIDS	170.13.Y	USE LOREAL MASCARA	98
HEALTH AND BEAUTY AIDS	70.16.5	USE MARY KAY MOISTURIZERS/CREAMS/LOTIONS	98
HEALTH AND BEAUTY AIDS	122.15.8	USE ARRID XX DEODORANT/ANTI-PERSPERANTS	98
HEALTH AND BEAUTY AIDS	122.26.0	USE SUAVE NATURALS DEODORANT/ANTI-PERSPERANTS	98
HEALTH AND BEAUTY AIDS	72.49.1	USE EYE DROPS AND EYE WASH	97
HEALTH AND BEAUTY AIDS	170.08.Y	USE MAYBELLINE FOUNDATION MAKE-UP MOST	97
HEALTH AND BEAUTY AIDS	165.55.0	USE NEUTROGENA BAR SOAP	97
HEALTH AND BEAUTY AIDS	170.18.0	USE MAX FACTOR LIPSTICK AND LIPGLOSS	97
HEALTH AND BEAUTY AIDS	170.21.Y	USE REVLON NAIL POLISH	97
HEALTH AND BEAUTY AIDS	170.20.9	USE COVER GIRL LIPSTICK AND LIPGLOSS ALSO	97
HEALTH AND BEAUTY AIDS	172.39.X	USE HEAD AND SHOULDERS SHAMPOO MOST IN LAST 7 DAYS	97
HEALTH AND BEAUTY AIDS	63.26.9	USE FASHION FAIR EYE BROW PENCIL	97
HEALTH AND BEAUTY AIDS	122.02.4	USE AQUAFRESH TOOTHPASTE	97
HEALTH AND BEAUTY AIDS	170.30.9	USE NEW FREEDOM SANITARY PADS AND NAPKINS	97
HEALTH AND BEAUTY AIDS	168.44.7	USE IVORY LIQUID HAND SOAP	97
HEALTH AND BEAUTY AIDS	61.68.6	USE MARY KAY FOUNDATION MAKE-UP MOST	97
HEALTH AND BEAUTY AIDS	72.47.3	USE ALLERGRAN CONTACT LENS CLEANING SOLUTIONS	97
HEALTH AND BEAUTY AIDS	175.13.3	USE LISTERINE COOL MINT (BLUE) MOUTHWASH/DENTAL RINSE	97
HEALTH AND BEAUTY AIDS	175.63.2	USE RAVE HAIR SPRAY	96
HEALTH AND BEAUTY AIDS	122.18.X	USE SECRET DEODORANT/ANTI-PERSPERANTS	96
HEALTH AND BEAUTY AIDS	65.56.1	USE MOUTHWASH/DENTAL RINSE	96
HEALTH AND BEAUTY AIDS	175.62.4	USE FINESSE HAIR SPRAY	96

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	96.11.8	USE STORE BRAND PANTYLINERS/SHIELDS	96
HEALTH AND BEAUTY AIDS	116.53.6	USE BIORE MOISTURIZERS/CREAMS/LOTIONS	96
HEALTH AND BEAUTY AIDS	70.51.9	USE OTHER GILLETTE SHAVING CREAM OR GEL	96
HEALTH AND BEAUTY AIDS	95.06.9	USE LOREAL FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	96
HEALTH AND BEAUTY AIDS	187.17.5	BOUGHT DRAKKAR NOIR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	96
HEALTH AND BEAUTY AIDS	122.18.4	USE LADY SPEED STICK DEODORANT/ANTI-PERSPERANTS	95
HEALTH AND BEAUTY AIDS	61.66.1	USE ALMAY FOUNDATION MAKE-UP MOST	95
HEALTH AND BEAUTY AIDS	63.41.5	USE MARY KAY LIPSTICK AND LIPGLOSS	95
HEALTH AND BEAUTY AIDS	172.22.1	HOUSEHOLD USES BABY OIL AND BABY LOTION	95
HEALTH AND BEAUTY AIDS	173.22.3	USE KLEENEX COTTONELLE PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	95
HEALTH AND BEAUTY AIDS	75.24.3	WATCH DIET BECAUSE OF CHOLESTEROL INTAKE	95
HEALTH AND BEAUTY AIDS	170.13.X	USE COVER GIRL MASCARA	95
HEALTH AND BEAUTY AIDS	96.64.X	USE DOVE HAIR CONDITIONER	95
HEALTH AND BEAUTY AIDS	61.70.8	USE ULTIMA LI FOUNDATION MAKE-UP MOST	94
HEALTH AND BEAUTY AIDS	95.05.X	USE CLEAN AND CLEAR FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	94
HEALTH AND BEAUTY AIDS	70.01.1	USE AVEENO MOISTURIZERS/CREAMS/LOTIONS	94
HEALTH AND BEAUTY AIDS	71.38.3	ANY CALVIN KLEIN AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	94
HEALTH AND BEAUTY AIDS	175.61.5	USE AUSSIE HAIR SPRAY	94
HEALTH AND BEAUTY AIDS	96.11.7	USE KOTEX PANTYLINERS/SHIELDS	94
HEALTH AND BEAUTY AIDS	62.01.7	USE MAC MASCARA	94
HEALTH AND BEAUTY AIDS	62.12.X	USE MARY KAY BLUSHER	94
HEALTH AND BEAUTY AIDS	122.26.X	USE SURE DEODORANT/ANTI-PERSPERANTS	94
HEALTH AND BEAUTY AIDS	70.51.5	USE GILLETTE FOAMY SHAVING CREAM OR GEL	94
HEALTH AND BEAUTY AIDS	23.34.X	USE CREST POWER TOOTHBRUSHES	94
HEALTH AND BEAUTY AIDS	175.30.0	USE STORE BRAND SHAMPOO MOST IN LAST 7 DAYS	94
HEALTH AND BEAUTY AIDS	65.46.8	USE METADENT MANUAL TOOTHBRUSHES	94
HEALTH AND BEAUTY AIDS	71.27.1	USE OR BUY AFTER SHAVE/COLOGNE	93
HEALTH AND BEAUTY AIDS	63.29.3	USE LOREAL EYE BROW PENCIL	93
HEALTH AND BEAUTY AIDS	168.62.0	USE DOVE BODY WASH	93
HEALTH AND BEAUTY AIDS	171.72.2	USE GERBER BABY POWDER BODY AND BABY POWDER	93
HEALTH AND BEAUTY AIDS	97.08.9	USE COLGATE MASSAGER MANUAL TOOTHBRUSHES	93
HEALTH AND BEAUTY AIDS	172.74.Y	USE OLD SPICE HIGH ENDURANCE DEODORANT/ANTI-PERSPERANTS	93
HEALTH AND BEAUTY AIDS	95.05.4	USE AVEENO FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	92
HEALTH AND BEAUTY AIDS	68.64.1	USE HAIR COLORING PRODUCTS	92
HEALTH AND BEAUTY AIDS	121.78.7	USE NEUTROGENA LIPSTICK AND LIPGLOSS	92
HEALTH AND BEAUTY AIDS	70.09.5	USE BATH AND BODY WORKS MOISTURIZERS/CREAMS/LOTIONS	92

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	62.46.3	USE WETNILD NAIL POLISH	92
HEALTH AND BEAUTY AIDS	170.18.5	USE ALMAY LIPSTICK AND LIPGLOSS	92
HEALTH AND BEAUTY AIDS	62.46.1	USE MAYBELLINE NAIL POLISH	92
HEALTH AND BEAUTY AIDS	171.71.5	USE DESTIN BODY AND BABY POWDER	92
HEALTH AND BEAUTY AIDS	176.02.5	USE LA LOOKS HAIR STYLING PRODUCTS	92
HEALTH AND BEAUTY AIDS	176.01.4	USE AUSSIE HAIR STYLING PRODUCTS	92
HEALTH AND BEAUTY AIDS	122.18.7	USE MITCHUM DEODORANT/ANTI-PERSPERANTS	92
HEALTH AND BEAUTY AIDS	66.19.4	USE HEAD AND SHOULDERS HAIR CONDITIONER	91
HEALTH AND BEAUTY AIDS	95.05.3	USE ALPHA HYDROX FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	91
HEALTH AND BEAUTY AIDS	93.08.X	USE JOHNSON AND JOHNSON MOISTURIZERS/CREAMS/LOTIONS	91
HEALTH AND BEAUTY AIDS	67.11.X	USE GROOM AND CLEAN HAIR STYLING PRODUCTS	91
HEALTH AND BEAUTY AIDS	95.05.6	USE BASIS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	91
HEALTH AND BEAUTY AIDS	70.66.0	USE STORE BRAND SHAVING CREAM OR GEL	91
HEALTH AND BEAUTY AIDS	65.41.9	USE OTHER LISTERINE MOUTHWASH/DENTAL RINSE	91
HEALTH AND BEAUTY AIDS	68.04.5	USE NAIR HAIR REMOVAL PRODUCTS	91
HEALTH AND BEAUTY AIDS	70.65.7	USE OTHER GILLETTE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	91
HEALTH AND BEAUTY AIDS	175.31.Y	USE THERMASILK SHAMPOO MOST IN LAST 7 DAYS	91
HEALTH AND BEAUTY AIDS	176.15.9	USE CLAIROL NICEN EASY HAIR COLORING PRODUCT	91
HEALTH AND BEAUTY AIDS	122.17.X	USE DEGREE DEODORANT/ANTI-PERSPERANTS	91
HEALTH AND BEAUTY AIDS	288.72.9	USE OLD SPICE HIGH ENDURANCE BODY WASH	91
HEALTH AND BEAUTY AIDS	116.65.6	USE LOREAL MOISTURIZERS/CREAMS/LOTIONS	91
HEALTH AND BEAUTY AIDS	71.14.1	USE DISPOSABLE RAZORS/SHAVERS	91
HEALTH AND BEAUTY AIDS	170.18.8	USE COVER GIRL LIPSTICK AND LIPGLOSS	91
HEALTH AND BEAUTY AIDS	75.24.X	WATCH DIET TO GAIN WEIGHT	90
HEALTH AND BEAUTY AIDS	71.29.5	USED ARAMIS AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	90
HEALTH AND BEAUTY AIDS	61.67.0	USE ELIZABETH ARDEN FOUNDATION MAKE-UP MOST	90
HEALTH AND BEAUTY AIDS	63.26.5	USE CHANEL EYE BROW PENCIL	90
HEALTH AND BEAUTY AIDS	120.49.X	USE NEUTROGENA CONDITIONER (ORIGINAL) HAIR CONDITIONER	90
HEALTH AND BEAUTY AIDS	172.10.7	USE KIDS PERT PLUS BABY/CHILDRENS SHAMPOO	90
HEALTH AND BEAUTY AIDS	70.51.3	USE COLGATE SHAVING CREAM OR GEL	90
HEALTH AND BEAUTY AIDS	172.21.6	USE RIGHT GUARD XTREME DEODORANT/ANTI-PERSPERANTS	90
HEALTH AND BEAUTY AIDS	23.35.1	USE INTERPLAL POWER TOOTHBRUSHES	90
HEALTH AND BEAUTY AIDS	170.12.5	USE REVLON BLUSHER	90
HEALTH AND BEAUTY AIDS	70.52.1	USE SOFT SHAVE SHAVING CREAM OR GEL	90
HEALTH AND BEAUTY AIDS	122.18.8	USE OLD SPICE CLASSIC DEODORANT/ANTI-PERSPERANTS	90
HEALTH AND BEAUTY AIDS	175.12.8	USE SCOPE ORIGINAL MINT MOUTHWASH/DENTAL RINSE	90

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	63.28.4	USE CLINIQUE EYE BROW PENCIL	90
HEALTH AND BEAUTY AIDS	172.10.2	USE BABY MAGIC BABY/CHILDRENS SHAMPOO	89
HEALTH AND BEAUTY AIDS	25.40.X	USE TOTAL PROFESSIONAL MANUAL TOOTHBRUSHES	89
HEALTH AND BEAUTY AIDS	170.14.5	USE REVLON MASCARA	89
HEALTH AND BEAUTY AIDS	171.71.7	USE JOHNSONS BABY POWDER BODY AND BABY POWDER	89
HEALTH AND BEAUTY AIDS	70.13.1	USE ALMAY MOISTURIZERS/CREAMS/LOTIONS	89
HEALTH AND BEAUTY AIDS	263.02.6	BABIES LESS THAN 2 YEARS USE BABY OIL	89
HEALTH AND BEAUTY AIDS	116.65.4	USE JERGENS MOISTURIZERS/CREAMS/LOTIONS	89
HEALTH AND BEAUTY AIDS	175.64.4	USE TRESEMME HAIR SPRAY	89
HEALTH AND BEAUTY AIDS	170.27.7	USE KOTEX TAMPONS	89
HEALTH AND BEAUTY AIDS	75.24.2	WATCH DIET BECAUSE OF CALCIUM INTAKE	89
HEALTH AND BEAUTY AIDS	170.21.9	USE CUTEX NAIL POLISH	89
HEALTH AND BEAUTY AIDS	96.16.2	USE SEA BREEZE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	89
HEALTH AND BEAUTY AIDS	122.17.Y	USE DOVE DEODORANT/ANTI-PERSPERANTS	89
HEALTH AND BEAUTY AIDS	63.29.4	USE MAR KAY EYE BROW PENCIL	88
HEALTH AND BEAUTY AIDS	72.35.5	USE JOHNSONS BABY OIL SUNLESS TAN PRODUCTS	88
HEALTH AND BEAUTY AIDS	168.63.7	USE SUAVE BODY WASH	88
HEALTH AND BEAUTY AIDS	122.35.6	USE ROC MOISTURIZERS/CREAMS/LOTIONS	88
HEALTH AND BEAUTY AIDS	97.11.9	USE STORE BRAND TOOTHBRUSHES	88
HEALTH AND BEAUTY AIDS	172.40.8	USE SUAVE SHAMPOO MOST IN LAST 7 DAYS	88
HEALTH AND BEAUTY AIDS	62.62.9	USE MARY KAY MASCARA	88
HEALTH AND BEAUTY AIDS	66.15.3	USE JOHN FRIEDA SHAMPOO MOST IN LAST 7 DAYS	88
HEALTH AND BEAUTY AIDS	175.23.7	USE AUSSIE SHAMPOO MOST IN LAST 7 DAYS	88
HEALTH AND BEAUTY AIDS	96.13.0	USE DOVE SHAMPOO MOST IN LAST 7 DAYS	88
HEALTH AND BEAUTY AIDS	72.34.3	USE AVON SUNLESS TAN PRODUCTS	88
HEALTH AND BEAUTY AIDS	62.12.0	USE LOREAL BLUSHER	87
HEALTH AND BEAUTY AIDS	93.13.9	USE STORE BRAND MOISTURIZERS/CREAMS/LOTIONS	87
HEALTH AND BEAUTY AIDS	173.25.7	BOUGHT CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	87
HEALTH AND BEAUTY AIDS	66.19.X	USE JOHN FRIEDA HAIR CONDITIONER	87
HEALTH AND BEAUTY AIDS	65.46.6	USE OTHER COLGATE MANUAL TOOTHBRUSHES	87
HEALTH AND BEAUTY AIDS	96.10.0	USE PURPOSE FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	87
HEALTH AND BEAUTY AIDS	122.05.9	USE TARGON MOUTHWASH/DENTAL RINSE	87
HEALTH AND BEAUTY AIDS	177.54.1	USE AUSSIE HAIR CONDITIONER	87
HEALTH AND BEAUTY AIDS	175.64.2	USE SUAVE HAIR SPRAY	87
HEALTH AND BEAUTY AIDS	175.03.6	USE SENSODYNE TOOTHPASTE	87
HEALTH AND BEAUTY AIDS	102.76.8	USE DIAL BAR SOAP	87

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	70.16.2	USE LANCOME MOISTURIZERS/CREAMS/LOTIONS	87
HEALTH AND BEAUTY AIDS	68.80.7	USE BURTS BEES MOISTURIZERS/CREAMS/LOTIONS	87
HEALTH AND BEAUTY AIDS	172.22.7	USE WET ONES PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	87
HEALTH AND BEAUTY AIDS	187.17.X	BOUGHT GILLETTE SERIES AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	86
HEALTH AND BEAUTY AIDS	65.46.7	USE CREST MANUAL TOOTHBRUSHES	86
HEALTH AND BEAUTY AIDS	93.12.X	USE NIVEA MOISTURIZERS/CREAMS/LOTIONS	86
HEALTH AND BEAUTY AIDS	263.02.7	USE STORE BRAND BABY SHAMPOO BABY/CHILDRENS SHAMPOO	86
HEALTH AND BEAUTY AIDS	168.63.X	USE STORE BRAND BODY WASH	86
HEALTH AND BEAUTY AIDS	122.18.1	USE DOVE SILK PROTECTION DEODORANT/ANTI-PERSPERANTS	86
HEALTH AND BEAUTY AIDS	175.12.6	USE PLAX SOFT MINT (GREEN) MOUTHWASH/DENTAL RINSE	86
HEALTH AND BEAUTY AIDS	96.68.9	USE AXE DEODORANT/ANTI-PERSPERANTS	86
HEALTH AND BEAUTY AIDS	175.29.8	USE TRESEMME SHAMPOO MOST IN LAST 7 DAYS	86
HEALTH AND BEAUTY AIDS	70.17.8	USE ST IVES SWISS FORMULA MOISTURIZERS/CREAMS/LOTIONS	85
HEALTH AND BEAUTY AIDS	189.44.7	USE STORE BRAND TOOTH WHITENERS	85
HEALTH AND BEAUTY AIDS	102.76.6	USE CARESS BAR SOAP	85
HEALTH AND BEAUTY AIDS	171.69.1	HOUSEHOLD USES BODY AND BABY POWDER	85
HEALTH AND BEAUTY AIDS	122.26.8	USE SOFT AND DRI DEODORANT/ANTI-PERSPERANTS	85
HEALTH AND BEAUTY AIDS	70.56.7	USE STORE BRAND RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	85
HEALTH AND BEAUTY AIDS	175.48.8	USE FRIZZ EASEE HAIR CONDITIONER	85
HEALTH AND BEAUTY AIDS	165.53.3	USE AVEENO BAR SOAP	85
HEALTH AND BEAUTY AIDS	170.09.0	USE REVLON FOUNDATION MAKE-UP MOST	85
HEALTH AND BEAUTY AIDS	172.18.6	USE DEGREE SPECTRUM PROTECTION DEODORANT/ANTI-PERSPERANTS	84
HEALTH AND BEAUTY AIDS	66.20.X	USE BED HEAD HAIR SPRAY	84
HEALTH AND BEAUTY AIDS	93.07.9	ANY NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	84
HEALTH AND BEAUTY AIDS	176.32.6	USE LADY MITCHUM DEODORANT/ANTI-PERSPERANTS	84
HEALTH AND BEAUTY AIDS	263.01.9	USE STORE BRAND BABY OIL	84
HEALTH AND BEAUTY AIDS	175.70.X	USE ARM AND HAMMER TOOTHPASTE	84
HEALTH AND BEAUTY AIDS	176.02.0	USE NEXXUS HAIR STYLING PRODUCTS	84
HEALTH AND BEAUTY AIDS	172.49.6	USE SECRET SHEER DRY DEODORANT/ANTI-PERSPERANTS	83
HEALTH AND BEAUTY AIDS	263.01.3	USE STORE BRAND BODY AND BABY POWDER	83
HEALTH AND BEAUTY AIDS	175.49.Y	USE THERMASILK HAIR CONDITIONER	83
HEALTH AND BEAUTY AIDS	72.34.0	USE COPPERTONE (ORIGINAL) SUNLESS TAN PRODUCTS	83
HEALTH AND BEAUTY AIDS	187.16.5	BOUGHT ARAMIS AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	83
HEALTH AND BEAUTY AIDS	175.47.4	USE SUAVE HAIR CONDITIONER	82
HEALTH AND BEAUTY AIDS	175.03.5	USE REMBRANDT TOOTHPASTE	82
HEALTH AND BEAUTY AIDS	170.15.9	USE REVLON EYE BROW PENCIL	82

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	170.08.9	USE COVER GIRL FOUNDATION MAKE-UP MOST	82
HEALTH AND BEAUTY AIDS	93.07.0	BOUGHT NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	82
HEALTH AND BEAUTY AIDS	75.24.1	WATCH DIET BECAUSE OF BLOOD SUGAR LEVEL	82
HEALTH AND BEAUTY AIDS	72.51.2	USED CLEAR EYES EYE DROPS AND EYE WASH	82
HEALTH AND BEAUTY AIDS	63.30.4	USE WET N WILD EYE BROW PENCIL	81
HEALTH AND BEAUTY AIDS	140.79.X	USE OTHER BIC DISPOSABLE RAZORS/SHAVERS	81
HEALTH AND BEAUTY AIDS	93.07.8	USED NAUTICA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	81
HEALTH AND BEAUTY AIDS	95.05.2	USE ALMAY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	81
HEALTH AND BEAUTY AIDS	75.24.8	WATCH DIET BECAUSE OF HYPERTENSION	81
HEALTH AND BEAUTY AIDS	165.55.3	USE IVORY BAR SOAP	81
HEALTH AND BEAUTY AIDS	168.63.3	USE OLAY BODY WASH	81
HEALTH AND BEAUTY AIDS	75.24.9	WATCH DIET BECAUSE OF LACTOSE INTOLERANCE	81
HEALTH AND BEAUTY AIDS	175.47.6	USE TRESEMME HAIR CONDITIONER	80
HEALTH AND BEAUTY AIDS	70.01.3	USE FRUIT OF THE EARTH MOISTURIZERS/CREAMS/LOTIONS	80
HEALTH AND BEAUTY AIDS	175.26.Y	USE NEUTROGENA T-GEL SHAMPOO MOST IN LAST 7 DAYS	80
HEALTH AND BEAUTY AIDS	122.40.1	USE BARBASOL SHAVING CREAM OR GEL	80
HEALTH AND BEAUTY AIDS	175.12.1	USE LISTERINE ORIGINAL (GOLD) MOUTHWASH/DENTAL RINSE	80
HEALTH AND BEAUTY AIDS	165.55.X	USE OLAY BAR SOAP	80
HEALTH AND BEAUTY AIDS	168.62.Y	USE JERGENS BODY WASH	80
HEALTH AND BEAUTY AIDS	71.53.6	USE GUCCI PERFUME IN LAST 12 MONTHS	80
HEALTH AND BEAUTY AIDS	93.12.2	USE ALPHA HYDROX MOISTURIZERS/CREAMS/LOTIONS	80
HEALTH AND BEAUTY AIDS	263.04.8	USE BABY MAGIC BABY WASH AND BATH PRODUCTS	80
HEALTH AND BEAUTY AIDS	63.30.6	USE MAYBELLINE EYE BROW PENCIL	79
HEALTH AND BEAUTY AIDS	70.65.3	USE GILLETTE TRAC II/TRAC II PLUS RAZOR BLADES (FOR NON-DISPOSABLE SHAVER:	79
HEALTH AND BEAUTY AIDS	172.26.6	USE JOHNSONS BABY OIL	79
HEALTH AND BEAUTY AIDS	124.11.9	USE SUAVE 24 HOUR PROTECTION DEODORANT/ANTI-PERSPERANTS	79
HEALTH AND BEAUTY AIDS	23.34.0	USE COLGATE POWER TOOTHBRUSHES	79
HEALTH AND BEAUTY AIDS	173.25.9	ANY CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	79
HEALTH AND BEAUTY AIDS	63.28.Y	USE ELIZABETH ARDEN EYE BROW PENCIL	79
HEALTH AND BEAUTY AIDS	70.14.9	USE DOVE MOISTURIZERS/CREAMS/LOTIONS	79
HEALTH AND BEAUTY AIDS	71.20.5	BOUGHT ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	79
HEALTH AND BEAUTY AIDS	94.09.X	USE NICOLE NAIL POLISH	79
HEALTH AND BEAUTY AIDS	175.62.1	USE CONSORT HAIR SPRAY	79
HEALTH AND BEAUTY AIDS	116.54.3	USE CLARINS MOISTURIZERS/CREAMS/LOTIONS	79
HEALTH AND BEAUTY AIDS	176.02.1	USE FINESSE HAIR STYLING PRODUCTS	79
HEALTH AND BEAUTY AIDS	176.11.1	USE ELIZABETH ARDEN PERFUME IN LAST 12 MONTHS	78

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	70.17.0	USE SUAVE MOISTURIZERS/CREAMS/LOTIONS	78
HEALTH AND BEAUTY AIDS	162.48.8	USE DOVE HAIR STYLING PRODUCTS	78
HEALTH AND BEAUTY AIDS	61.69.7	USE MERLE NORMAN FOUNDATION MAKE-UP MOST	78
HEALTH AND BEAUTY AIDS	288.72.7	USE IVORY BODY WASH	78
HEALTH AND BEAUTY AIDS	176.05.9	USE THERMASILK HAIR STYLING PRODUCTS	78
HEALTH AND BEAUTY AIDS	266.43.4	USE STORE BRAND HAIR CONDITIONER	78
HEALTH AND BEAUTY AIDS	102.76.7	USE COAST BAR SOAP	78
HEALTH AND BEAUTY AIDS	63.42.9	USE MERLE NORMAN LIPSTICK AND LIPGLOSS	78
HEALTH AND BEAUTY AIDS	63.19.2	USE AVON EYE LINER	78
HEALTH AND BEAUTY AIDS	176.03.0	USE TRESEMME HAIR STYLING PRODUCTS	78
HEALTH AND BEAUTY AIDS	63.29.0	USE MERLE NORMAN EYE BROW PENCIL	78
HEALTH AND BEAUTY AIDS	75.24.0	WATCH DIET BECAUSE OF SALT INTAKE	78
HEALTH AND BEAUTY AIDS	122.18.6	USE SPEED STICK ULTIMATE DEODORANT/ANTI-PERSPERANTS	78
HEALTH AND BEAUTY AIDS	168.62.9	USE DIAL BODY WASH	78
HEALTH AND BEAUTY AIDS	99.46.9	USE PERSONNA TRI-FLEXXX RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	78
HEALTH AND BEAUTY AIDS	63.38.X	USE AVON LIPSTICK AND LIPGLOSS	77
HEALTH AND BEAUTY AIDS	122.41.2	USE SCHICK ST DISPOSABLE DISPOSABLE RAZORS/SHAVERS	77
HEALTH AND BEAUTY AIDS	71.30.X	USED GILLETTE SERIES AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	77
HEALTH AND BEAUTY AIDS	165.56.5	USE SHEILD BAR SOAP	77
HEALTH AND BEAUTY AIDS	96.80.5	USE BATH AND BODY WORKS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	77
HEALTH AND BEAUTY AIDS	96.10.6	USE PONDS FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	77
HEALTH AND BEAUTY AIDS	168.44.8	USE JERGENS LIQUID HAND SOAP	77
HEALTH AND BEAUTY AIDS	64.14.5	USE MAXITHINS SANITARY PADS AND NAPKINS	76
HEALTH AND BEAUTY AIDS	175.03.8	USE ULTRA BRITE TOOTHPASTE	76
HEALTH AND BEAUTY AIDS	71.20.7	ANY ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	76
HEALTH AND BEAUTY AIDS	175.03.X	USE STORE BRAND TOOTHPASTE	76
HEALTH AND BEAUTY AIDS	263.01.X	USE JOHNSONS KIDS SHAMPOO BABY/CHILDRENS SHAMPOO	76
HEALTH AND BEAUTY AIDS	122.02.3	USE AIM TOOTHPASTE MOST	76
HEALTH AND BEAUTY AIDS	71.20.6	USED ESTEE LAUDER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	76
HEALTH AND BEAUTY AIDS	75.24.6	WATCH DIET BECAUSE OF FOOD ALERGY	76
HEALTH AND BEAUTY AIDS	175.09.9	USE FLEX (REVLON) SHAMPOO MOST IN LAST 7 DAYS	76
HEALTH AND BEAUTY AIDS	168.62.3	USE AVEENO BODY WASH	75
HEALTH AND BEAUTY AIDS	175.28.9	USE ST IVES SHAMPOO MOST IN LAST 7 DAYS	75
HEALTH AND BEAUTY AIDS	63.61.8	USE JANE LIPSTICK AND LIPGLOSS	75
HEALTH AND BEAUTY AIDS	170.21.X	USE MAX FACTOR NAIL POLISH	75
HEALTH AND BEAUTY AIDS	116.66.1	USE PONDS MOISTURIZERS/CREAMS/LOTIONS	75

**CPR Report by Category:
Health and Beauty Aids**

CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	65.46.2	USE AQUAFRESH TOOTHBRUSHES	75
HEALTH AND BEAUTY AIDS	63.43.6	USE WET N WILD LIPSTICK AND LIPGLOSS	75
HEALTH AND BEAUTY AIDS	175.26.X	USE NEUTROGENA (ORIGINAL) SHAMPOO MOST IN LAST 7 DAYS	74
HEALTH AND BEAUTY AIDS	170.08.X	USE MAX FACTOR FOUNDATION MAKE-UP MOST	74
HEALTH AND BEAUTY AIDS	176.16.X	USE REVLON COLORSILK HAIR COLORING PRODUCT	74
HEALTH AND BEAUTY AIDS	66.11.6	USE BATH AND BODY WORKS SHAMPOO MOST IN LAST 7 DAYS	74
HEALTH AND BEAUTY AIDS	71.17.6	USE STORE BRAND DISPOSABLE RAZORS/SHAVERS	74
HEALTH AND BEAUTY AIDS	23.35.3	USE REACH POWER TOOTHBRUSHES	74
HEALTH AND BEAUTY AIDS	93.12.5	USE AQUAPHOR MOISTURIZERS/CREAMS/LOTIONS	74
HEALTH AND BEAUTY AIDS	122.40.X	USE GILLETTE AGILITY DISPOSABLE RAZORS/SHAVERS	74
HEALTH AND BEAUTY AIDS	71.39.9	ANY OLD SPICE AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	74
HEALTH AND BEAUTY AIDS	63.30.7	USE COVER GIRL EYE BROW PENCIL	74
HEALTH AND BEAUTY AIDS	95.56.X	USE STORE BRAND POWER TOOTHBRUSHES	74
HEALTH AND BEAUTY AIDS	63.40.5	USE ELIZABETH ARDEN LIPSTICK AND LIPGLOSS	73
HEALTH AND BEAUTY AIDS	72.51.6	USED TEARS NATURALE EYE DROPS AND EYE WASH	73
HEALTH AND BEAUTY AIDS	62.45.4	USE ESTEE LAUDER NAIL POLISH	73
HEALTH AND BEAUTY AIDS	95.07.0	USE NOXEMA FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	73
HEALTH AND BEAUTY AIDS	175.62.X	USE NEXXUS HAIR SPRAY	73
HEALTH AND BEAUTY AIDS	97.05.9	USE ACTIVE ANGLE MANUAL TOOTHBRUSHES	73
HEALTH AND BEAUTY AIDS	120.43.5	USE OTHER NEUTROGENA SHAMPOO MOST IN LAST 7 DAYS	73
HEALTH AND BEAUTY AIDS	168.62.7	USE CARESS BODY WASH	73
HEALTH AND BEAUTY AIDS	75.24.4	WATCH DIET BECAUSE OF DIABETES	73
HEALTH AND BEAUTY AIDS	173.24.2	USE GILLETTE GOOD NEWS DISPOSABLE RAZORS/SHAVERS	72
HEALTH AND BEAUTY AIDS	176.03.8	USE SUAVE HAIR STYLING PRODUCTS	72
HEALTH AND BEAUTY AIDS	170.12.3	USE COVER GIRL BLUSHER	72
HEALTH AND BEAUTY AIDS	140.78.X	USE BIC COMFORT 3 DISPOSABLE RAZORS/SHAVERS	72
HEALTH AND BEAUTY AIDS	122.68.8	USE SCHICK XTREME3 REFILLABLE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	72
HEALTH AND BEAUTY AIDS	189.41.8	USE PLUS + WHITE TOOTH WHITENERS	72
HEALTH AND BEAUTY AIDS	72.51.5	USED OCUCLEAR EYE DROPS AND EYE WASH	72
HEALTH AND BEAUTY AIDS	168.63.1	USE LEVER 2000 BODY WASH	71
HEALTH AND BEAUTY AIDS	75.24.7	WATCH DIET BECAUSE OF HEART DISEASE	71
HEALTH AND BEAUTY AIDS	25.42.Y	USE COLGATE WAVE MANUAL TOOTHBRUSHES ALSO	71
HEALTH AND BEAUTY AIDS	71.38.5	ANY DRAKKAR NOIR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	71
HEALTH AND BEAUTY AIDS	70.65.9	USE SCHICK SILK EFFECTS/SILK EFFECTS PLUS RAZOR BLADES (FOR NON-DISPOSABLE)	71
HEALTH AND BEAUTY AIDS	68.04.0	USE STORE BRAND HAIR REMOVAL PRODUCTS	71
HEALTH AND BEAUTY AIDS	172.40.0	USE WHITE RAIN SHAMPOO MOST IN LAST 7 DAYS	71

**CPR Report by Category:
Health and Beauty Aids**

CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	187.18.9	BOUGHT OLD SPICE AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	71
HEALTH AND BEAUTY AIDS	176.16.3	USE GRECIAN FORMULA HAIR COLORING PRODUCT	71
HEALTH AND BEAUTY AIDS	172.53.0	USE SALON SELECTIVES HAIR CONDITIONER	71
HEALTH AND BEAUTY AIDS	95.06.Y	USE LANCOME FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	71
HEALTH AND BEAUTY AIDS	71.31.9	USED OLD SPICE AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	71
HEALTH AND BEAUTY AIDS	63.10.2	USE AVON EYE SHADOW	71
HEALTH AND BEAUTY AIDS	62.44.2	USE AVON NAIL POLISH	71
HEALTH AND BEAUTY AIDS	175.28.Y	USE SELSUN-BLUE SHAMPOO MOST IN LAST 7 DAYS	70
HEALTH AND BEAUTY AIDS	96.16.5	USE STRIDEX FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	70
HEALTH AND BEAUTY AIDS	72.51.4	USED MURINE EYE DROPS AND EYE WASH	70
HEALTH AND BEAUTY AIDS	165.56.4	USE SAFEGUARD BAR SOAP	70
HEALTH AND BEAUTY AIDS	122.02.7	USE CLOSE-UP TOOTHPASTE	70
HEALTH AND BEAUTY AIDS	189.41.7	USE OPTIWHITE TOOTH WHITENERS	70
HEALTH AND BEAUTY AIDS	63.61.5	USE CLARINS LIPSTICK AND LIPGLOSS	70
HEALTH AND BEAUTY AIDS	70.67.2	USE OTHER SCHICK RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	69
HEALTH AND BEAUTY AIDS	62.64.4	USE WET N WILD MASCARA	69
HEALTH AND BEAUTY AIDS	172.40.7	USE SALON SELECTIVES SHAMPOO MOST IN LAST 7 DAYS	69
HEALTH AND BEAUTY AIDS	65.12.X	USE LISTERINE ESSENTIAL CARE TOOTHPASTE	69
HEALTH AND BEAUTY AIDS	175.61.4	USE AQUA-NET HAIR SPRAY	69
HEALTH AND BEAUTY AIDS	140.78.8	USE BIC COMFORT TWIN/ SOFTWIN DISPOSABLE RAZORS/SHAVERS	69
HEALTH AND BEAUTY AIDS	70.51.X	USE OLD SPICE SHAVING CREAM OR GEL	69
HEALTH AND BEAUTY AIDS	189.41.2	USE COLGATE SIMPLY WHITE TOOTH WHITENERS	68
HEALTH AND BEAUTY AIDS	165.56.2	USE PURE AND NATURAL BAR SOAP	68
HEALTH AND BEAUTY AIDS	175.64.0	USE WHITE RAIN HAIR SPRAY	67
HEALTH AND BEAUTY AIDS	266.22.1	USE CHANEL NAIL POLISH	67
HEALTH AND BEAUTY AIDS	175.13.5	USE LISTERMINT MOUTHWASH/DENTAL RINSE	67
HEALTH AND BEAUTY AIDS	120.45.X	USE NEUTROGENA CLEANHAIR CONDITIONER	67
HEALTH AND BEAUTY AIDS	62.12.4	USE ELIZABETH ARDEN BLUSHER	67
HEALTH AND BEAUTY AIDS	95.07.1	USE OXY FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	67
HEALTH AND BEAUTY AIDS	96.10.Y	USE ROC FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	67
HEALTH AND BEAUTY AIDS	62.60.8	USE AVON MASCARA	66
HEALTH AND BEAUTY AIDS	175.03.4	USE PLUS + WHITE TOOTHPASTE	66
HEALTH AND BEAUTY AIDS	175.25.2	USE FRIZZ EASE SHAMPOO MOST IN LAST 7 DAYS	66
HEALTH AND BEAUTY AIDS	175.12.7	USE REMBRANDT MOUTHWASH/DENTAL RINSE	66
HEALTH AND BEAUTY AIDS	165.56.7	USE TONE BAR SOAP	66
HEALTH AND BEAUTY AIDS	63.30.9	USE BONNE BELL EYE BROW PENCIL	66

**CPR Report by Category:
Health and Beauty Aids**

CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	121.77.7	USE OLAY FOUNDATION MAKE-UP MOST	66
HEALTH AND BEAUTY AIDS	67.10.0	USE OTHER ALBERTO V05 CONDITIONERS HAIR CONDITIONER	66
HEALTH AND BEAUTY AIDS	70.13.2	USE AVON MOISTURIZERS/CREAMS/LOTIONS	66
HEALTH AND BEAUTY AIDS	175.12.9	USE SCOPE COOL PEPPERMINT MOUTHWASH/DENTAL RINSE	65
HEALTH AND BEAUTY AIDS	175.30.2	USE ALBERTO VO5 SHAMPOO MOST IN LAST 7 DAYS	65
HEALTH AND BEAUTY AIDS	176.04.4	USE VITALIS HAIR STYLING PRODUCTS	65
HEALTH AND BEAUTY AIDS	173.34.7	BOUGHT MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	65
HEALTH AND BEAUTY AIDS	121.78.5	USE CHRISTIAN DIOR MASCARA	65
HEALTH AND BEAUTY AIDS	173.34.5	USED AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	65
HEALTH AND BEAUTY AIDS	173.34.6	BOUGHT BRUT AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	64
HEALTH AND BEAUTY AIDS	165.55.4	USE JERGENS BAR SOAP	64
HEALTH AND BEAUTY AIDS	66.15.0	USE BATH AND BODY WORKS HAIR CONDITIONER	64
HEALTH AND BEAUTY AIDS	122.40.6	USE SCHICK PROTECTOR RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	64
HEALTH AND BEAUTY AIDS	175.24.8	USE DENOREX SHAMPOO MOST IN LAST 7 DAYS	64
HEALTH AND BEAUTY AIDS	175.12.5	USE PLAX ORIGINAL (RED) MOUTHWASH/DENTAL RINSE	64
HEALTH AND BEAUTY AIDS	175.46.9	USE FLEX (REVLON) HAIR CONDITIONER	64
HEALTH AND BEAUTY AIDS	176.12.6	USE REVLON PERFUME IN LAST 12 MONTHS	64
HEALTH AND BEAUTY AIDS	173.21.4	USE JOHNSON AND JOHNSON PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	64
HEALTH AND BEAUTY AIDS	172.26.1	USE BABY MAGIC LOTION BABY LOTION	63
HEALTH AND BEAUTY AIDS	168.62.6	USE CALGON BODY WASH	63
HEALTH AND BEAUTY AIDS	168.63.8	USE TONE BODY WASH	63
HEALTH AND BEAUTY AIDS	62.11.5	USE AVON BLUSHER	63
HEALTH AND BEAUTY AIDS	173.37.1	ANY BRUTAFTER SHAVE/COLOGNE IN LAST 12 MONTHS	63
HEALTH AND BEAUTY AIDS	263.01.7	USE STORE BRAND BABY LOTION	63
HEALTH AND BEAUTY AIDS	122.40.3	USE GILLETTE ATRA/ATRA PLUS RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	62
HEALTH AND BEAUTY AIDS	71.37.5	ANY ARAMIS AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	62
HEALTH AND BEAUTY AIDS	63.29.5	USE MAX FACTOR EYE BROW PENCIL	62
HEALTH AND BEAUTY AIDS	175.13.2	USE MENTADENT MOUTHWASH/DENTAL RINSE	62
HEALTH AND BEAUTY AIDS	173.36.Y	ANY AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	62
HEALTH AND BEAUTY AIDS	172.19.6	USE SPEED STICK POWER OF NATURE DEODORANT/ANTI-PERSPERANTS	62
HEALTH AND BEAUTY AIDS	165.56.8	USE YARDLEY BAR SOAP	62
HEALTH AND BEAUTY AIDS	61.72.6	USE WET N WILD FOUNDATION MAKE-UP MOST	62
HEALTH AND BEAUTY AIDS	171.71.X	USE SHOWER TO SHOWER BODY AND BABY POWDER	62
HEALTH AND BEAUTY AIDS	70.65.Y	USE SCHICK TRACER FX SPORT RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	62
HEALTH AND BEAUTY AIDS	176.11.0	USE REVLON HOME PERMS/RELAX MOST DURING LAST 12 MONTHS	61
HEALTH AND BEAUTY AIDS	173.25.8	USED CHRISTIAN DIOR AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	61

**CPR Report by Category:
Health and Beauty Aids**

CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	165.53.5	USE SUAVE BAR SOAP	61
HEALTH AND BEAUTY AIDS	173.37.2	ANY MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	61
HEALTH AND BEAUTY AIDS	175.26.1	USE JOHNSONS BABY SHAMPOO MOST IN LAST 7 DAYS	61
HEALTH AND BEAUTY AIDS	116.65.3	USE ELIZABETH ARDEN MOISTURIZERS/CREAMS/LOTIONS	61
HEALTH AND BEAUTY AIDS	140.80.X	USE NOXZEMA SKIN FITNESS DISPOSABLE RAZORS/SHAVERS	60
HEALTH AND BEAUTY AIDS	70.51.0	USE NOXEMA SHAVING CREAM OR GEL	60
HEALTH AND BEAUTY AIDS	165.56.9	USE ZEST BAR SOAP	60
HEALTH AND BEAUTY AIDS	120.53.7	USE LA LOOKS HAIR SPRAY	60
HEALTH AND BEAUTY AIDS	71.30.7	USED ENGLISH LEATHER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	60
HEALTH AND BEAUTY AIDS	176.02.2	USE INFUSIUM 23 HAIR STYLING PRODUCTS	60
HEALTH AND BEAUTY AIDS	172.59.7	USE SALON SELECTIVES HAIR SPRAY	59
HEALTH AND BEAUTY AIDS	95.05.5	USE AVON FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	59
HEALTH AND BEAUTY AIDS	66.08.1	USE DENTURE CLEANERS	59
HEALTH AND BEAUTY AIDS	189.41.6	USE NATURAL WHITE TOOTH WHITENERS	59
HEALTH AND BEAUTY AIDS	70.17.6	USE REVLON MOISTURIZERS/CREAMS/LOTIONS	59
HEALTH AND BEAUTY AIDS	63.28.2	USE AVON EYE BROW PENCIL	59
HEALTH AND BEAUTY AIDS	165.55.Y	USE PALMOLIVE BAR SOAP	59
HEALTH AND BEAUTY AIDS	121.78.8	USE OLAY LIPSTICK AND LIPGLOSS	58
HEALTH AND BEAUTY AIDS	187.17.7	BOUGHT ENGLISH LEATHER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	58
HEALTH AND BEAUTY AIDS	173.34.X	USED BRUT AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	58
HEALTH AND BEAUTY AIDS	162.10.Y	USE CEPACOL MOUTHWASH/DENTAL RINSE	58
HEALTH AND BEAUTY AIDS	70.18.6	USE VASELINE PETROLEUM JELLY MOISTURIZERS/CREAMS/LOTIONS	58
HEALTH AND BEAUTY AIDS	172.22.5	USE LUVS PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	58
HEALTH AND BEAUTY AIDS	176.01.1	USE ALBERTO VO5 HAIR STYLING PRODUCTS	58
HEALTH AND BEAUTY AIDS	64.43.X	USE CONFIRM HOME PREGNANCY TESTS MOST	58
HEALTH AND BEAUTY AIDS	95.42.X	USE CLARINS MASCARA	58
HEALTH AND BEAUTY AIDS	168.62.8	USE CLAIROL HERBAL ESSENCES BODY WASH	58
HEALTH AND BEAUTY AIDS	95.06.3	USE ELIZABETH ARDEN FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	58
HEALTH AND BEAUTY AIDS	62.44.1	USE ALMAY NAIL POLISH	58
HEALTH AND BEAUTY AIDS	176.03.5	USE SALON SELECTIVES HAIR STYLING PRODUCTS	58
HEALTH AND BEAUTY AIDS	116.53.9	USE CARESS MOISTURIZERS/CREAMS/LOTIONS	58
HEALTH AND BEAUTY AIDS	68.50.1	USE HOME PERMS/RELAX PRODUCTS DURING LAST 12 MONTHS	57
HEALTH AND BEAUTY AIDS	168.63.0	USE ZEST BODY WASH	57
HEALTH AND BEAUTY AIDS	165.54.6	USE CASHMERE BOUQUET BAR SOAP	57
HEALTH AND BEAUTY AIDS	172.27.3	USE GERBER BABY LOTION	57
HEALTH AND BEAUTY AIDS	173.36.0	USED STETSON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	57

**CPR Report by Category:
Health and Beauty Aids**

CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	175.64.9	USE ALBERTO VO5 HAIR SPRAY	56
HEALTH AND BEAUTY AIDS	96.10.X	USE REVLON FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	56
HEALTH AND BEAUTY AIDS	116.65.5	USE KERI MOISTURIZERS/CREAMS/LOTIONS	55
HEALTH AND BEAUTY AIDS	122.26.Y	USE SURA ADVANTAGE DEODORANT/ANTI-PERSPERANTS	55
HEALTH AND BEAUTY AIDS	165.54.3	USE CAMAY BAR SOAP	55
HEALTH AND BEAUTY AIDS	176.04.7	USE WHITE RAIN HAIR STYLING PRODUCTS	55
HEALTH AND BEAUTY AIDS	175.03.3	USE PEPSODENT TOOTHPASTE	55
HEALTH AND BEAUTY AIDS	71.37.7	ANY AVON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	55
HEALTH AND BEAUTY AIDS	71.11.Y	USE CONAIR ELECTRIC AND BATTERY SHAVERS	55
HEALTH AND BEAUTY AIDS	175.48.1	USE ALBERTO VO5 HOT OIL HAIR CONDITIONER	55
HEALTH AND BEAUTY AIDS	61.66.4	USE AVON FOUNDATION MAKE-UP MOST	55
HEALTH AND BEAUTY AIDS	65.42.4	USE OTHER PLAX MOUTHWASH/DENTAL RINSE	55
HEALTH AND BEAUTY AIDS	175.43.6	USE AVON HAIR CONDITIONER	54
HEALTH AND BEAUTY AIDS	172.26.2	USE BABY MAGIC OIL BABY OIL	54
HEALTH AND BEAUTY AIDS	172.57.Y	USE CLAIROL FINAL NET HAIR SPRAY	54
HEALTH AND BEAUTY AIDS	175.23.9	USE AVON SHAMPOO MOST IN LAST 7 DAYS	54
HEALTH AND BEAUTY AIDS	63.27.X	USE JANE EYE BROW PENCIL	54
HEALTH AND BEAUTY AIDS	175.61.Y	USE CLAIROL CONDITION 3-IN-1 HAIR SPRAY	54
HEALTH AND BEAUTY AIDS	176.03.1	USE RAVE HAIR STYLING PRODUCTS	54
HEALTH AND BEAUTY AIDS	172.53.Y	USE WHITE RAIN HAIR CONDITIONER	53
HEALTH AND BEAUTY AIDS	168.63.4	USE SHOWER TO SHOWER BODY WASH	53
HEALTH AND BEAUTY AIDS	165.55.6	USE LAVA BAR SOAP	53
HEALTH AND BEAUTY AIDS	175.65.5	USE THERMASILK HAIR SPRAY	53
HEALTH AND BEAUTY AIDS	120.43.6	USE NIZORAL SHAMPOO MOST IN LAST 7 DAYS	53
HEALTH AND BEAUTY AIDS	168.63.9	USE YARDLEY BODY WASH	52
HEALTH AND BEAUTY AIDS	173.37.3	ANY STETSONAFTER SHAVE/COLOGNE IN LAST 12 MONTHS	52
HEALTH AND BEAUTY AIDS	71.49.3	USE AVON PERFUME IN LAST 12 MONTHS	52
HEALTH AND BEAUTY AIDS	189.41.4	USE DR GEORGES TOOTH WHITENERS	50
HEALTH AND BEAUTY AIDS	175.43.1	USE HAIR COLORING PRODUCTS	50
HEALTH AND BEAUTY AIDS	71.38.7	ANY ENGLISH LEATHER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	50
HEALTH AND BEAUTY AIDS	173.34.8	BOUGHT STETSON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	49
HEALTH AND BEAUTY AIDS	187.16.7	BOUGHT AVON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	49
HEALTH AND BEAUTY AIDS	64.43.7	USE FACT PLUS EASY HOME PREGNANCY TESTS MOST	49
HEALTH AND BEAUTY AIDS	172.39.9	USE AGREE SHAMPOO MOST IN LAST 7 DAYS	49
HEALTH AND BEAUTY AIDS	72.29.6	USE BATH AND BODY WORKS SUNTAN PRODUCTS (SPF 0-4)	49
HEALTH AND BEAUTY AIDS	176.11.4	USE LOREAL HOME PERMS/RELAX MOST MOST DURING LAST 12 MONTHS	49

**CPR Report by Category:
Health and Beauty Aids**

CATEGORY	CCP CODE	VARIABLE NAME	Score
HEALTH AND BEAUTY AIDS	71.29.7	USED AVON AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	48
HEALTH AND BEAUTY AIDS	175.44.2	USE DARK AND LOVELY HAIR CONDITIONER	47
HEALTH AND BEAUTY AIDS	64.43.2	USE HOME PREGNANCY TESTS	46
HEALTH AND BEAUTY AIDS	172.27.1	USE VASELINE NURSERY PETROLEUM JELLY BABY OIL AND BABY LOTION	46
HEALTH AND BEAUTY AIDS	189.41.5	USE MENTADENT TOOTH WHITENERS	45
HEALTH AND BEAUTY AIDS	165.54.1	USE AVON BAR SOAP	45
HEALTH AND BEAUTY AIDS	66.20.8	USE BATH AND BODY WORKS HAIR SPRAY	45
HEALTH AND BEAUTY AIDS	93.13.6	USE PURPOSE MOISTURIZERS/CREAMS/LOTIONS	45
HEALTH AND BEAUTY AIDS	173.34.Y	USED MENNEN SKIN BRACER AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	44
HEALTH AND BEAUTY AIDS	65.35.0	USE SEA-BOUND DENTURE BRUSH MANUAL TOOTHBRUSHES	44
HEALTH AND BEAUTY AIDS	171.71.2	USE BABY MAGIC POWDER BODY AND BABY POWDER	44
HEALTH AND BEAUTY AIDS	177.13.1	USE LUSTERS HAIR STYLING PRODUCTS	44
HEALTH AND BEAUTY AIDS	173.34.0	BOUGHT AQUA VELVA AFTER SHAVE/COLOGNE IN LAST 12 MONTHS	43
HEALTH AND BEAUTY AIDS	71.57.8	USE LADY STETSON PERFUME IN LAST 12 MONTHS	43
HEALTH AND BEAUTY AIDS	175.24.7	USE DARK AND LOVELY SHAMPOO MOST IN LAST 7 DAYS	42
HEALTH AND BEAUTY AIDS	72.27.5	USE JOHNSONS BABY OIL SUNTAN PRODUCTS	42
HEALTH AND BEAUTY AIDS	176.11.2	USE DARK AND LOVELY HOME PERMS/RELAX DURING LAST 12 MONTHS	41
HEALTH AND BEAUTY AIDS	141.20.8	USE OLD SPICE HIGH ENDURANCE DISPOSABLE RAZORS/SHAVERS	41
HEALTH AND BEAUTY AIDS	175.11.Y	USE LAVORIS MOUTHWASH/DENTAL RINSE	41
HEALTH AND BEAUTY AIDS	61.67.Y	USE FASHION FAIR FOUNDATION MAKE-UP MOST	40
HEALTH AND BEAUTY AIDS	176.01.9	USE CLAIROL CONDITION 3-IN-1 HAIR STYLING PRODUCTS	39
HEALTH AND BEAUTY AIDS	99.41.Y	USE OLD SPICE HIGH ENDURANCE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS	38
HEALTH AND BEAUTY AIDS	63.40.7	USE FASHION FAIR LIPSTICK AND LIPGLOSS	35
HEALTH AND BEAUTY AIDS	122.40.5	USE SCHICK FX/ DIAMOND/ SPORTS/ TRACK RAZOR BLADES (FOR NON-DISPOSABLE S	34
HEALTH AND BEAUTY AIDS	99.30.9	USE NOXZEMA SKIN FITNESS K-3 TRIPLE RAZOR BLADES (FOR NON-DISPOSABLE SHA	34
HEALTH AND BEAUTY AIDS	176.16.2	USE DARK AND LOVELY HAIR COLORING PRODUCT	33
HEALTH AND BEAUTY AIDS	168.62.X	USE HEALING GARDEN BODY WASH	31
HEALTH AND BEAUTY AIDS	127.62.6	USE PLAYTEX BABY MAGIC PRE-MOISTENED CLEANSING WIPES/CLOTHS MOST	30
HEALTH AND BEAUTY AIDS	96.10.5	USE PHISODERM FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	28

**CPR Report by Category:
Hispanics Only - Spanish-Language**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.29.9	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 4 (SECOND LOWEST)	242
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.34.7	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 2 (SECONG HIGHEST)	217
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HISPANICS ONLY - SPANISH-LANGUAGE	N 243.34.8	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 3 (MIDDLE)	210
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.34.9	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 4 (SECOND LOWEST)	209
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.36.8	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUI	208
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.36.7	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUI	207
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.36.6	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUI	206
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.29.7	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 2 (SECONG HIGHEST)	199
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.36.9	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUI	198
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.34.6	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 1 (HIGHEST)	193
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.36.Y	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUI	181
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.29.6	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 1 (HIGHEST)	181
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.34.Y	ENGLISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 5 (LOWEST)	173
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.29.Y	ENGLISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 5 (LOWEST)	162
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HISPANICS ONLY - SPANISH-LANGUAGE	N 23.48.7	WATCHED CADA DIA CON MARIA ANTONIETA (TELEMUNDO) EARLY MORNING NEWS V	104
HISPANICS ONLY - SPANISH-LANGUAGE	N 278.62.6	WATCHED CRISTINA (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTION	104
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.60.6	ENGLISH LANGUAGE NEWSPAPER (WEEKDAY AND WEEKEND): VOLUME GROUP 1 (HI	103
HISPANICS ONLY - SPANISH-LANGUAGE	N 264.77.8	VISITED TERRACOM SPANISH WEBSITE DURING LAST 30 DAYS	98
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.52.6	ENGLISH LANGUAGE MAGAZINE: HISPANIC VOLUME GROUP 1 (HIGHEST)	98
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.02.Y	SPANISH LANGUAGE MAGAZINE: HISPANIC MEDIA QUINTILE 5 (LOWEST)	92
HISPANICS ONLY - SPANISH-LANGUAGE	N 264.65.8	VISITED HISPANICVISTACOM SPANISH WEBSITE DURING LAST 30 DAYS	92
HISPANICS ONLY - SPANISH-LANGUAGE	N 243.01.9	SPANISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE 4 (SECOND LOWEST)	92
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**CPR Report by Category:
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HISPANICS ONLY - SPANISH-LANGUAGE N 243.01.7	SPANISH LANGUAGE CABLE TV: HISPANIC MEDIA QUINTILE (SECONG HIGHEST)	76
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HISPANICS ONLY - SPANISH-LANGUAGE N 4.39.4	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO HARPERS BAZAAR EN	70
HISPANICS ONLY - SPANISH-LANGUAGE N 264.78.1	VISITED UNIVISIONCOM SPANISH WEBSITE DURING LAST 30 DAYS	70
HISPANICS ONLY - SPANISH-LANGUAGE N 264.37.8	VISITED AOL LATINO (LATINO AOLCOM) SPANISH WEBSITE DURING LAST 30 DAYS	68
HISPANICS ONLY - SPANISH-LANGUAGE N 264.48.8	VISITED CNNENESPANOLCOM SPANISH WEBSITE DURING LAST 30 DAYS	67
HISPANICS ONLY - SPANISH-LANGUAGE N 55.71,5	HISPANICS ONLY: READ MONTHLY PUBLICATIONS ON THE NET	65
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HISPANICS ONLY - SPANISH-LANGUAGE N 4.40.0	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO PEOPLE EN ESPANOL	64
HISPANICS ONLY - SPANISH-LANGUAGE N 264.77.1	VISITED TELEMUNDOCOM SPANISH WEBSITE DURING LAST 30 DAYS	63
HISPANICS ONLY - SPANISH-LANGUAGE N 263.55.1	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO NATIONAL GEOGRAPH	62
HISPANICS ONLY - SPANISH-LANGUAGE N 243.03.6	SPANISH LANGUAGE NEWSPAPER (WEEKDAY AND SUNDAY) TV: HISPANIC MEDIA QUI	60
HISPANICS ONLY - SPANISH-LANGUAGE N 4.40.Y	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO SEECCIONES READER	60
HISPANICS ONLY - SPANISH-LANGUAGE N 58.21,5	HISPANICS ONLY: READ GENERAL EDITORIAL ON THE NET	60
HISPANICS ONLY - SPANISH-LANGUAGE N 279.42.3	WATCHED SABADO GIGANTE (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTEN	60
HISPANICS ONLY - SPANISH-LANGUAGE N 55.36,5	HISPANICS ONLY: READ EDITORIAL TELEVISA MAGAZINE GROUP ON THE NET	59
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HISPANICS ONLY - SPANISH-LANGUAGE N 55.61,5	HISPANICS ONLY: READ WEEKLY PUBLICATIONS ON THE NET	56
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HISPANICS ONLY - SPANISH-LANGUAGE N 264.68.8	VISITED LAMUSICACOM SPANISH WEBSITE DURING LAST 30 DAYS	53
HISPANICS ONLY - SPANISH-LANGUAGE N 55.76,5	HISPANICS ONLY: READ BI-MONTHLY PUBLICATIONS ON THE NET	53
HISPANICS ONLY - SPANISH-LANGUAGE N 264.78.8	VISITED ESPANOLYAHOO.COM SPANISH WEBSITE DURING LAST 30 DAYS	53
HISPANICS ONLY - SPANISH-LANGUAGE N 236.44.5	WATCH SPANISH TV PROGRAMS MON-SUN 11PM-3AM(LST 7 DAYS/30 DAYS)	53
HISPANICS ONLY - SPANISH-LANGUAGE N 289.67.0	WATCHED PRIMER IMPACTO EXTRA (UNIVISION) LATE NIGHT SHOW WITH FULL ATTE	52
HISPANICS ONLY - SPANISH-LANGUAGE N 4.39.3	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO AUTOMUNDO	51
HISPANICS ONLY - SPANISH-LANGUAGE N 236.44.3	WATCH SPANISH TV PROGRAMS MON-SUN 7PM-9PM(LST 7 DAYS/30 DAYS)	51
HISPANICS ONLY - SPANISH-LANGUAGE N 263.54.7	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO MAXIM EN ESPANOL	50
HISPANICS ONLY - SPANISH-LANGUAGE N 278.74.9	WATCHED FUTBOL LIGA MEXICANA (UNIVISION) ONCE A WEEK PROGRAM WITH FULL	50
HISPANICS ONLY - SPANISH-LANGUAGE N 278.61.X	WATCHED CINE DE LA TARDE (TELEMUNDO) ONCE A WEEK PROGRAM WITH FULL AT	50
HISPANICS ONLY - SPANISH-LANGUAGE N 136.24.4	WATCHED LA HORA PICO (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTIO	50
HISPANICS ONLY - SPANISH-LANGUAGE N 58.31,5	HISPANICS ONLY: READ MENS ON THE NET	48
HISPANICS ONLY - SPANISH-LANGUAGE N 264.62.8	VISITED ESMASCOM SPANISH WEBSITE DURING LAST 30 DAYS	48
HISPANICS ONLY - SPANISH-LANGUAGE N 278.60.0	WATCHED AQUI Y AHORA (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTIC	48
HISPANICS ONLY - SPANISH-LANGUAGE N 4.41.3	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO TV Y NOVELAS	47
HISPANICS ONLY - SPANISH-LANGUAGE N 264.76.8	VISITED STARMEDIACOM SPANISH WEBSITE DURING LAST 30 DAYS	47
HISPANICS ONLY - SPANISH-LANGUAGE N 58.16,5	HISPANICS ONLY: READ ENTERTAINMENT ON THE NET	46
HISPANICS ONLY - SPANISH-LANGUAGE N 4.39.Y	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO FAMA	44
HISPANICS ONLY - SPANISH-LANGUAGE N 264.26.8	VISITED 123COM SPANISH WEBSITE DURING LAST 30 DAYS	44
HISPANICS ONLY - SPANISH-LANGUAGE N 4.40.7	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO MIRA	44
HISPANICS ONLY - SPANISH-LANGUAGE N 4.41.1	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO SER PADRES	44
HISPANICS ONLY - SPANISH-LANGUAGE N 64.63.7	WATCHED LA HORA DE LA RISA (UNIVISION) LATE NIGHT SHOW WITH FULL ATTENTIO	43
HISPANICS ONLY - SPANISH-LANGUAGE N 264.59.8	VISITED ELSITIOCOM SPANISH WEBSITE DURING LAST 30 DAYS	42
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HISPANICS ONLY - SPANISH-LANGUAGE N 128.06.6	WATCHED CINE ESPECIAL (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTIK	33
HISPANICS ONLY - SPANISH-LANGUAGE N 4.40.1	HISPANICS ONLY: WITHIN LAST 6 MONTHS READ/LOOKED INTO FURIA MUSICAL	32
HISPANICS ONLY - SPANISH-LANGUAGE N 22.70.1	WATCHED GRAN CINE (TELEMUNDO) ONCE A WEEK PROGRAM WITH FULL ATTENTION	32
HISPANICS ONLY - SPANISH-LANGUAGE N 219.50.6	WATCHED ULTRACHAMOS (UNIVISION) ONCE A WEEK PROGRAM WITH FULL ATTENTI	24
HISPANICS ONLY - SPANISH-LANGUAGE N 187.45.6	WATCHED WWE (TELEMUNDO) ONCE A WEEK PROGRAM WITH FULL ATTENTION	21

**CPR Report by Category:
Hispanics Only - Special Demographics**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.21.1	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS PANAMA	334
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.21.5	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS SPAIN	153
HISPANICS ONLY - SPECIAL DEMOGRAPH	112.30.1	HISPANIC HERITAGE: HERITAGE OF HEAD OF HOUSEHOLD IS CUBA	149
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.21.7	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS VENEZUELA	148
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.35.0	HISPANICS ONLY: PREFER LISTENING TO RADIO IN SOME OTHER LANGUAGE	146
HISPANICS ONLY - SPECIAL DEMOGRAPH	178.78.7	HISPANICS ONLY: COUNTRY OF BIRTH: IN NORTH-WEST SOUTH AMERICA	138
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.Y	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS NICARAGUA	136
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.35.9	HISPANICS ONLY: PREFER LISTENING TO RADIO ONLY IN ENGLISH	129
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.3	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS COLUMBIA	126
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.75.Y	HISPANIC CULTURAL IDENTIFICATION SEGMENT- ASSIMILATED	116
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.76.3	HISPANIC CULTURAL IDENTIFICATION SEGMENT- SOMEWHAT ASSIMILATED	111
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.75.8	HISPANIC CULTURAL IDENTIFICATION WITH HOST CULTURE: LEVEL 5 (HIGH)	107
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.21.8	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS NOT LISTED	106
HISPANICS ONLY - SPECIAL DEMOGRAPH	112.30.4	HISPANICS ONLY: HEAD OF HOUSEHOLD BORN IN THE US	106
HISPANICS ONLY - SPECIAL DEMOGRAPH	65.02.7	HISPANIC HERITAGE: HERITAGE OF RESPONDENT IS CUBAN	104
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.19.X	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS ARGENTINA	102
HISPANICS ONLY - SPECIAL DEMOGRAPH	205.21.1	HISPANICS ONLY: LANGUAGE SPOKEN AT HOME IS PREDOMINANTLY ENGLISH	102
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.34.9	HISPANICS ONLY: PREFER READING ONLY IN ENGLISH	101
HISPANICS ONLY - SPECIAL DEMOGRAPH	205.21.3	HISPANICS ONLY: LANGUAGES SPOKEN AT HOME- BILINGUAL/PREDOMINANTLY ENGL	101
HISPANICS ONLY - SPECIAL DEMOGRAPH	178.78.3	HISPANICS ONLY: COUNTRY OF BIRTH IN SOUTH AMERICA	100
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.34.8	HISPANICS ONLY: PREFER TO READ MOSTLY IN ENGLISH, BUT SOME SPANISH	98
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.76.5	HISPANIC CULTURAL IDENTIFICATION SEGMENT- MOSTLY INTEGRATED	98
HISPANICS ONLY - SPECIAL DEMOGRAPH	65.02.8	HISPANICS ONLY: RESPONDENT FROM OTHER SPANISH/HISPANIC/LATINO HERITAGE	97
HISPANICS ONLY - SPECIAL DEMOGRAPH	112.29.Y	HISPANICS ONLY: HEAD OF HOUSEHOLD FROM PUERTO RICO	95
HISPANICS ONLY - SPECIAL DEMOGRAPH	112.30.2	HISPANICS ONLY: HEAD OF HOUSEHOLD FROM OTHER SPANISH/HISPANIC/LATINO HE	94
HISPANICS ONLY - SPECIAL DEMOGRAPH	85.08.6	HISPANICS ONLY: MOTHER BORN IN THE US	94
HISPANICS ONLY - SPECIAL DEMOGRAPH	178.78.2	HISPANICS ONLY: COUNTRY OF BIRTH IN CENTRAL AMERICA	93

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CATEGORY	CCP CODE	VARIABLE NAME	Score
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.0	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS HONDURAS	92
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.4	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS COST RICA	92
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.21.3	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS PERU	91
HISPANICS ONLY - SPECIAL DEMOGRAPH	85.08.4	HISPANICS ONLY: BORN IN THE US	90
HISPANICS ONLY - SPECIAL DEMOGRAPH	85.08.8	HISPANICS ONLY: FATHER BORN IN THE US	88
HISPANICS ONLY - SPECIAL DEMOGRAPH	178.78.6	HISPANICS ONLY: COUNTRY OF BIRTH IN SOUTH-EAST SOUTH AMERICA	87
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.21.2	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS PARAGUAY	87
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.75.4	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: ENJOY LIVING AMERICAN LIFESTYLE/CUS	87
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.4	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: KEEP UP WITH AMERICAN MUSIC, NEWS (87
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.8	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS EL SALVADOR	86
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.1	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: I OFTEN CELEBRATE US NATIONAL HOLID	85
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.35.8	HISPANICS ONLY: PREFER LISTENING TO RADIO MOSTLY IN ENGLISH, BUT SOME SPA	85
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.75.1	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: I ENJOY EATING TRADITIONAL AMERICAN	82
HISPANICS ONLY - SPECIAL DEMOGRAPH	65.02.6	HISPANICS ONLY: RESPONDENT FROM PUERTO RICO	81
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.21.6	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS URUGUAY	81
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.Y	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: ENJOY EATING TRADITIONAL HISPANIC/SI	78
HISPANICS ONLY - SPECIAL DEMOGRAPH	178.78.8	HISPANICS ONLY: COUNTRY OF BIRTH IN NORTH-EAST SOUTH AMERICA	77
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.0	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: FAMILY REUNIONS AN IMPORTANT PART (76
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.2	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: OFTEN CELEBRATE HOLIDAYS IN HISPANI	76
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.76.2	HISPANIC CULTURAL IDENTIFICATION SEGMENT- SEPARATED	75
HISPANICS ONLY - SPECIAL DEMOGRAPH	178.78.1	HISPANICS ONLY: COUNTRY OF BIRTH IN CARIBBEAN	74
HISPANICS ONLY - SPECIAL DEMOGRAPH	112.29.X	HISPANICS ONLY: HEAD OF HOUSEHOLD MEXICAN, MEXICAN AMERICAN OR CHICANC	74
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.34.7	HISPANICS ONLY: PREFER READING MOSTLY IN SPANISH, BUT SOME ENGLISH	69
HISPANICS ONLY - SPECIAL DEMOGRAPH	162.55.X	HISPANIC LANGUAGE/MEDIA ATTITUDE: FEEL RESPECT WHEN A COMPANY ADVERTIS	69
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.5	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: SHARE HISPANIC/LATINO ROOTS WITH HI:	69
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.3	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: KEEP UP WITH LATIN MUSIC, NEWS OR SF	69
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.76.4	HISPANIC CULTURAL IDENTIFICATION SEGMENT- ANOMIC	69
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.35.7	HISPANICS ONLY: PREFER LISTENING TO RADIO MOSTLY IN SPANISH, BUT SOME ENG	69
HISPANICS ONLY - SPECIAL DEMOGRAPH	65.02.5	HISPANICS ONLY: RESPONDENT MEXICAN, MEXICAN AMERICAN OR CHICANO	68
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.75.7	HISPANIC CULTURAL IDENTIFICATION WITH HOST CULTURE: LEVEL 4	68
HISPANICS ONLY - SPECIAL DEMOGRAPH	162.57.X	HISPANIC LANGUAGE/MEDIA ATTITUDE: LOYAL TO COMPANIES THAT ADVERTISE IN S	67
HISPANICS ONLY - SPECIAL DEMOGRAPH	177.41.4	MOVED TO US IN 2005 OR LATER	67
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.X	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: ENCOURAGE HISPANIC CHILDREN TO PAF	67
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.6	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: SHARE HISPANIC HERITAGE WITH NON-HI	67
HISPANICS ONLY - SPECIAL DEMOGRAPH	178.78.4	HISPANICS ONLY: COUNTRY OF BIRTH IN MID ANDES	67
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.2	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS CHILIE	65

**CPR Report by Category:
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CATEGORY	CCP CODE	VARIABLE NAME	Score
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.34.0	HISPANICS ONLY: PREFER READING IN SOME OTHER LANGUAGE	65
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.9	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS GUATEMALA	65
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.75.3	HISPANIC CULTURAL IDENTIFICATION WITH ORIGINAL CULTURE: LEVEL 5 (HIGH)	64
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.19.Y	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS BOLIVIA	64
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.75.2	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: HAVE MORE HISPANIC FRIENDS THAN NO	61
HISPANICS ONLY - SPECIAL DEMOGRAPH	167.36.8	HISPANIC LANGUAGE/MEDIA ATTITUDE: IMPORTANT THAT WEBSITES I VISIT ARE AVA	61
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.75.X	HISPANIC CULTURAL IDENTIFICATION SEGMENT- INTEGRATED	60
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.9	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: HOME HAS THINGS THAT REMIND OF HISF	60
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.75.2	HISPANIC CULTURAL IDENTIFICATION WITH ORIGINAL CULTURE: LEVEL 4	59
HISPANICS ONLY - SPECIAL DEMOGRAPH	162.66.X	HISPANIC LANGUAGE/MEDIA ATTITUDE: REMEMBER PRODUCTS ADVERTISED IN SPAN	59
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.75.3	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: BUY MORE HISPANIC/SPANISH FOODS AN	59
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.1	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS BRAZIL	58
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.7	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: MY PERSONAL APPEARANCE REFLECTS I	57
HISPANICS ONLY - SPECIAL DEMOGRAPH	275.74.8	HISPANIC CULTURAL/LIFESTYLE ATTITUDE: GOVERNMENT/BUSINESS SHOULD COMM	56
HISPANICS ONLY - SPECIAL DEMOGRAPH	205.21.2	HISPANICS ONLY: LANGUAGE SPOKEN AT HOME IS PREDOMINANTLY SPANISH	56
HISPANICS ONLY - SPECIAL DEMOGRAPH	162.70.X	HISPANIC LANGUAGE/MEDIA ATTITUDE: SPANISH LANGUAGE ADVERTISEMENT IMPORT	55
HISPANICS ONLY - SPECIAL DEMOGRAPH	178.78.5	HISPANICS ONLY: COUNTRY OF BIRTH IN SOUTH-WEST SOUTH AMERICA	54
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.76.1	HISPANIC CULTURAL IDENTIFICATION SEGMENT- MOSTLY SEPARATED	52
HISPANICS ONLY - SPECIAL DEMOGRAPH	244.76.6	HISPANIC CULTURAL IDENTIFICATION SEGMENT- SOMEWHAT INTEGRATED	42
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.35.6	HISPANICS ONLY: PREFER LISTENING TO RADIO ONLY IN SPANISH	42
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.7	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS ECUADOR	42
HISPANICS ONLY - SPECIAL DEMOGRAPH	36.20.6	HISPANIC HERITAGE: OTHER COUNTRY MOST IDENTIFIED WITH IS DOMINICAN REPUE	41
HISPANICS ONLY - SPECIAL DEMOGRAPH	280.34.6	HISPANICS ONLY: PREFER READING ONLY IN SPANISH	41

**CPR Report by Category:
Home Furnishings and Appliances**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
HOME FURNISHINGS & APPLIANCES	131.70.2	BOUGHT WOK (KITCHEN APPLIANCE) DURING LAST 12 MONTHS	124
HOME FURNISHINGS & APPLIANCES	130.31.5	OWNS CEILING FAN	116
HOME FURNISHINGS & APPLIANCES	105.40.7	OWNS SEPARATE CLOTHES DRYER	115
HOME FURNISHINGS & APPLIANCES	131.69.9	BOUGHT AUTOMATIC DRIP COFFEE MAKER (KITCHEN APPLIANCE) DURING LAST 12	114
HOME FURNISHINGS & APPLIANCES	105.40.9	OWNS ELECTRIC BROOM	114
HOME FURNISHINGS & APPLIANCES	130.30.1	OWNS AUTOMATIC WASHING MACHINE	113
HOME FURNISHINGS & APPLIANCES	130.30.8	OWNS CARPET CLEANER/SHAMPOOER	112
HOME FURNISHINGS & APPLIANCES	105.40.8	OWNS VACUUM CLEANER	107
HOME FURNISHINGS & APPLIANCES	131.15.6	BOUGHT ELECTRIC FOOD PROCESSOR (KITCHEN APPLIANCE) DURING LAST 12 MON	106
HOME FURNISHINGS & APPLIANCES	131.15.7	BOUGHT ELECTRIC SLICER/SHREDDER (KITCHEN APPLIANCE) DURING LAST 12 MON	102
HOME FURNISHINGS & APPLIANCES	130.29.1	OWNS HOUSEHOLD APPLIANCES/DURABLES	101
HOME FURNISHINGS & APPLIANCES	131.08.1	HOUSEHOLD OWNS SMALL KITCHEN APPLIANCES	101
HOME FURNISHINGS & APPLIANCES	131.69.1	BOUGHT BREAD MACHINE (KITCHEN APPLIANCE) DURING LAST 12 MONTHS	99
HOME FURNISHINGS & APPLIANCES	131.69.0	BOUGHT OTHER ELECTRIC COFFEE MAKER (KITCHEN APPLIANCE) DURING LAST 12	79

**CPR Report by Category:
Home Improvement**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic@Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
HOME IMPROVEMENT	263.09.5	USED PROFESSIONAL EXTERMINATOR/ PEST CONTROL USE	124
HOME IMPROVEMENT	129.08.1	INTERIOR OF HOUSE PAINTED DURING LAST 12 MONTHS	120
HOME IMPROVEMENT	130.11.4	OWNS PORTABLE WORKBENCH (WORKSHOP EQUIPMENT)	113
HOME IMPROVEMENT	130.10.4	OWNS WALLPAPER STREAMER/STRIPPER (WORKSHOP EQUIPMENT)	113
HOME IMPROVEMENT	130.11.5	OWNS NON-ELECTRIC HAND TOOLS (WORKSHOP EQUIPMENT)	112
HOME IMPROVEMENT	192.06.4	OWNED WORKSHOP EQUIPMENT WITHIN THE LAST 12 MONTHS	112
HOME IMPROVEMENT	105.47.7	OWNS ELECTRIC DRILL/SCREWDRIVER (WORKSHOP EQUIPMENT)	112
HOME IMPROVEMENT	130.08.1	OWN WORKSHOP EQUIPMENT	111
HOME IMPROVEMENT	130.12.5	OWNS OTHER ELECTRIC POWER TOOLS	111
HOME IMPROVEMENT	105.47.8	OWNS ELECTRIC GLUE GUN (WORKSHOP EQUIPMENT)	110
HOME IMPROVEMENT	130.11.8	OWNS ELECTRIC SANDER (WORKSHOP EQUIPMENT)	109
HOME IMPROVEMENT	130.10.9	OWNS SHOP DRY/WET VACUUM (WORKSHOP EQUIPMENT)	108
HOME IMPROVEMENT	129.17.1	EXTERIOR OF HOUSE PAINTED DURING LAST 12 MONTHS	108
HOME IMPROVEMENT	192.06.6	RENTED WORKSHOP EQUIPMENT WITHIN THE LAST 12 MONTHS	108
HOME IMPROVEMENT	105.47.9	OWNS JIG/SABER SAW (WORKSHOP EQUIPMENT)	108
HOME IMPROVEMENT	130.11.6	OWNS ELECTRIC CIRCULAR SAW (WORKSHOP EQUIPMENT)	107
HOME IMPROVEMENT	130.10.Y	OWNS BENCH/TABLE CIRCULAR SAW (WORKSHOP EQUIPMENT)	104
HOME IMPROVEMENT	130.11.3	OWNS OTHER STATIONARY POWER TOOLS	103
HOME IMPROVEMENT	130.10.1	OWNS AIR COMPRESSOR (WORKSHOP EQUIPMENT)	102
HOME IMPROVEMENT	130.10.5	OWNS ELECTRIC ROUTER (WORKSHOP EQUIPMENT)	102
HOME IMPROVEMENT	130.10.0	OWNS RADIAL/ARM SAW (WORKSHOP EQUIPMENT)	98
HOME IMPROVEMENT	130.11.Y	OWNS ELECTRIC RATCHET WRENCH (WORKSHOP EQUIPMENT)	96
HOME IMPROVEMENT	130.10.X	OWNS BAND SAW (WORKSHOP EQUIPMENT)	93
HOME IMPROVEMENT	105.47.6	OWNS CHAIN SAW (WORKSHOP EQUIPMENT)	88
HOME IMPROVEMENT	130.10.8	OWNS PORTABLE GENERATOR (WORKSHOP EQUIPMENT)	88
HOME IMPROVEMENT	130.11.X	OWNS ELECTRIC PLANER (WORKSHOP EQUIPMENT)	77

**CPR Report by Category:
Household Products**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
HOUSEHOLD PRODUCTS	169.25.6	USE GUARDSMAN FURNITURE POLISH	127
HOUSEHOLD PRODUCTS	102.59.3	USE COMPACT FLUORESCENT LIGHT BULBS	119
HOUSEHOLD PRODUCTS	169.36.1	USE ANGEL SOFT TOILET PAPER	115
HOUSEHOLD PRODUCTS	169.36.6	USE KLEENEX COTTONELLE TOILET PAPER	115
HOUSEHOLD PRODUCTS	102.54.X	USE HALOGEN LIGHT BULBS	113
HOUSEHOLD PRODUCTS	169.36.4	USE CHARMIN TOILET PAPER	112
HOUSEHOLD PRODUCTS	169.35.2	USE MD TOILET PAPER	110
HOUSEHOLD PRODUCTS	170.09.4	USE DIXIE DISPOSABLE CUPS AND PLATES	110
HOUSEHOLD PRODUCTS	102.59.6	USE ENERGY EFFICIENT LIGHT BULBS	109
HOUSEHOLD PRODUCTS	167.42.3	USE GLADWEAR DISPOSABLE FOOD CONTAINERS	109
HOUSEHOLD PRODUCTS	104.62.5	USE KLEENEX FACIAL TISSUES	108
HOUSEHOLD PRODUCTS	102.08.0	USE BOUNTY PAPER TOWELS	107
HOUSEHOLD PRODUCTS	170.17.4	USE STORE BRAND PLASTIC GARBAGE BAGS	105
HOUSEHOLD PRODUCTS	169.48.X	USE STORE BRAND FACIAL TISSUES	105
HOUSEHOLD PRODUCTS	169.37.5	USE QUILTED NORTHERN TOILET PAPER	105
HOUSEHOLD PRODUCTS	167.42.5	USE ZIPLOCK DISPOSABLE FOOD CONTAINERS	105
HOUSEHOLD PRODUCTS	169.37.4	USE NICE N SOFT TOILET PAPER	104
HOUSEHOLD PRODUCTS	170.45.2	USE REYNOLD ALUMINIUM FOIL	104
HOUSEHOLD PRODUCTS	170.09.2	USE CHINET DISPOSABLE CUPS AND PLATES	101
HOUSEHOLD PRODUCTS	170.45.5	USE STORE BRAND ALUMINIUM FOIL	101
HOUSEHOLD PRODUCTS	104.44.3	USE PLEDGE FURNITURE POLISH	100
HOUSEHOLD PRODUCTS	169.63.9	USE GREEN FOREST PAPER TOWELS	100
HOUSEHOLD PRODUCTS	104.70.8	USE GLAD PLASTIC GARBAGE BAGS	100
HOUSEHOLD PRODUCTS	104.58.7	USE STORE BRAND TOILET PAPER	99
HOUSEHOLD PRODUCTS	114.10.X	USE SOFT N GENTLE TOILET PAPER	98
HOUSEHOLD PRODUCTS	127.25.1	BOUGHT LIGHT BULBS IN THE LAST 3 MONTS	98
HOUSEHOLD PRODUCTS	170.63.1	USE AIR FRESHNER SPRAYS/ ROOM DEODORIZERS	97

**CPR Report by Category:
Household Products**

CATEGORY	CCP CODE	VARIABLE NAME	Score
HOUSEHOLD PRODUCTS	169.65.2	USE STORE BRAND PAPER TOWELS	96
HOUSEHOLD PRODUCTS	169.37.6	USE SCOTT TISSUE TOILET PAPER	95
HOUSEHOLD PRODUCTS	169.63.5	USE BRAUNNY PAPER TOWELS	95
HOUSEHOLD PRODUCTS	104.62.6	USE PUFFS FACIAL TISSUES	95
HOUSEHOLD PRODUCTS	169.25.3	USE ENDUST FURNITURE POLISH	95
HOUSEHOLD PRODUCTS	104.70.9	USE HEFTY PLASTIC GARBAGE BAGS	94
HOUSEHOLD PRODUCTS	170.17.2	USE RUFFIES PLASTIC GARBAGE BAGS	93
HOUSEHOLD PRODUCTS	169.26.1	USE OLD ENGLISH FURNITURE POLISH	93
HOUSEHOLD PRODUCTS	169.25.5	USE FORMBYS FURNITURE POLISH	93
HOUSEHOLD PRODUCTS	169.47.4	USE GREEN FOREST FACIAL TISSUES	91
HOUSEHOLD PRODUCTS	102.54.Y	USE SOFT WHITE LIGHT BULBS	90
HOUSEHOLD PRODUCTS	169.65.5	USE MARDI GRAS PAPER TOWELS	89
HOUSEHOLD PRODUCTS	288.79.5	USE ORANGE GLO FURNITURE POLISH	89
HOUSEHOLD PRODUCTS	169.25.4	USE FAVOR FURNITURE POLISH	89
HOUSEHOLD PRODUCTS	170.10.4	USE STORE BRAND DISPOSABLE CUPS AND PLATES	88
HOUSEHOLD PRODUCTS	169.65.3	USE KLEENEX VIVA PAPER TOWELS	88
HOUSEHOLD PRODUCTS	167.42.8	USE DIXIE DISPOSABLE FOOD CONTAINERS	86
HOUSEHOLD PRODUCTS	102.54.0	USE REGULAR LIGHT BULBS	85
HOUSEHOLD PRODUCTS	102.08.X	USE SCOTT TOWELS PAPER TOWELS	85
HOUSEHOLD PRODUCTS	169.25.Y	USE SCOTTS LIQUID GOLD FURNITURE POLISH	83
HOUSEHOLD PRODUCTS	163.43.8	USE KINGSFORD REGULAR CHARCOAL	82
HOUSEHOLD PRODUCTS	163.43.9	USE KINGSFORD MATCH LIGHT CHARCOAL	81
HOUSEHOLD PRODUCTS	170.45.1	USE DIAMOND FOIL ALUMINIUM FOIL	80
HOUSEHOLD PRODUCTS	167.42.6	USE STORE BRAND DISPOSABLE FOOD CONTAINERS	79
HOUSEHOLD PRODUCTS	170.09.6	USE HEFTY DISPOSABLE CUPS AND PLATES	77
HOUSEHOLD PRODUCTS	169.64.7	USE SPARKLE PAPER TOWELS	77
HOUSEHOLD PRODUCTS	163.43.X	USE STORE BRAND CHARCOAL	77
HOUSEHOLD PRODUCTS	167.42.4	USE REYNOLD POT LUX DISPOSABLE FOOD CONTAINERS	74
HOUSEHOLD PRODUCTS	169.63.6	USE CORONET PAPER TOWELS	74
HOUSEHOLD PRODUCTS	169.48.5	USE SOFTIQUE FACIAL TISSUES	74
HOUSEHOLD PRODUCTS	102.59.5	USE LONGER LASTING LIGHT BULBS	73
HOUSEHOLD PRODUCTS	169.25.8	USE KLEAN N SHINE FURNITURE POLISH	73
HOUSEHOLD PRODUCTS	169.47.0	USE NICE N SOFT FACIAL TISSUES	72
HOUSEHOLD PRODUCTS	170.09.8	USE SWEETHEART CUPS AND PLATES	71
HOUSEHOLD PRODUCTS	169.48.4	USE FACIAL TISSUES SCOTTIES	71
HOUSEHOLD PRODUCTS	102.59.4	USE PASTEL/TINTED LIGHT BULBS	71

**CPR Report by Category:
Household Products**

CATEGORY	CCP CODE	VARIABLE NAME	Score
HOUSEHOLD PRODUCTS	170.16.Y	USE KORDITE PLASTIC GARBAGE BAGS	67
HOUSEHOLD PRODUCTS	169.36.9	USE GREEN FOREST TOILET PAPER	65
HOUSEHOLD PRODUCTS	163.43.0	USE ROYAL OAK CHARCOAL	65
HOUSEHOLD PRODUCTS	169.35.1	USE CAPRI TOILET PAPER	62
HOUSEHOLD PRODUCTS	169.35.4	USE MARCAL TOILET PAPER	58
HOUSEHOLD PRODUCTS	169.25.1	USE BEHOLD FURNITURE POLISH	58
HOUSEHOLD PRODUCTS	169.63.0	USE HI-DRI PAPER TOWELS	57
HOUSEHOLD PRODUCTS	169.64.2	USE MARCAL PAPER TOWELS	55
HOUSEHOLD PRODUCTS	169.47.9	USE MARCAL FACIAL TISSUES	52
HOUSEHOLD PRODUCTS	169.47.8	USE LADY SCOTT FACIAL TISSUES	51
HOUSEHOLD PRODUCTS	170.16.6	USE GOOD SENSE PLASTIC GARBAGE BAGS	47
HOUSEHOLD PRODUCTS	170.09.5	USE KORDITE DISPOSABLE CUPS AND PLATES	35

**CPR Report by Category:
Lawn and Garden**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

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

CATEGORY	CCP CODE	VARIABLE NAME	Score
LAWN & GARDEN	105.49.9	BOUGHT OTHER LAWN AND GARDEN HAND EQUIPMENT DURING LAST 12 MONTHS	217
LAWN & GARDEN	129.71.8	BOUGHT SHEARS (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	177
LAWN & GARDEN	129.69.8	BOUGHT HEDGE TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 1	175
LAWN & GARDEN	129.71.9	BOUGHT SHOVEL (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	166
LAWN & GARDEN	129.37.9	BOUGHT LAWN FERTILIZER DURING LAST 12 MONTHS	141
LAWN & GARDEN	129.69.6	BOUGHT FERTILIZER SPREADER (LAWN AND GARDEN POWER EQUIPMENT) DURING L	141
LAWN & GARDEN	129.37.X	BOUGHT LAWN WEED KILLER DURING LAST 12 MONTHS	139
LAWN & GARDEN	129.71.0	BOUGHT SPREADER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTI	138
LAWN & GARDEN	129.71.7	BOUGHT RAKE (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	137
LAWN & GARDEN	129.71.6	BOUGHT PRUNER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	135
LAWN & GARDEN	192.04.2	BOUGHT TOTAL POWER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12 M	133
LAWN & GARDEN	129.71.Y	BOUGHT WHEEL BARROW (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 M	133
LAWN & GARDEN	129.69.7	BOUGHT EDGE TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12	130
LAWN & GARDEN	129.69.X	BOUGHT LEAF BLOWER OR VACUUM (LAWN AND GARDEN POWER EQUIPMENT) DURII	128
LAWN & GARDEN	129.37.8	BOUGHT LAWN/GARDEN INSECTICIDES DURING LAST 12 MONTHS	123
LAWN & GARDEN	129.71.2	BOUGHT EDGER (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	123
LAWN & GARDEN	129.37.6	BOUGHT LAWN SEEDS DURING LAST 12 MONTHS	122
LAWN & GARDEN	129.37.7	BOUGHT TREES/SHRUBS DURING LAST 12 MONTHS	122
LAWN & GARDEN	105.50.8	BOUGHT OTHER POWER MOWER (WALK BEHIND) (LAWN AND GARDEN HAND EQUIPM	121
LAWN & GARDEN	129.38.3	BOUGHT ORGANIC INSECTICIDES DURING LAST 12 MONTHS	120
LAWN & GARDEN	192.02.1	BOUGHT SEEDS, BULBS AND FERTILIZER DURING LAST 12 MONTHS	116
LAWN & GARDEN	129.69.1	BOUGHT GARDEN TILLER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12	115
LAWN & GARDEN	129.37.2	BOUGHT FLOWER PLANTS DURING LAST 12 MONTHS	114
LAWN & GARDEN	129.63.1	OWN LAWN AND GARDEN EQUIPMENT	112
LAWN & GARDEN	129.71.1	BOUGHT CULTIVATOR (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MON	111
LAWN & GARDEN	105.51.6	BOUGHT FLOWER SEEDS/BULBS DURING LAST 12 MONTHS	110
LAWN & GARDEN	105.50.9	BOUGHT YARD TRIMMER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12	109

**CPR Report by Category:
Lawn and Garden**

CATEGORY	CCP CODE	VARIABLE NAME	Score
LAWN & GARDEN	129.69.3	BOUGHT RIDING/TRACTOR-TYPE LAWN MOWER (LAWN AND GARDEN POWER EQUIPM	106
LAWN & GARDEN	129.38.2	BOUGHT HOUSE PLANT FOOD/FERTILIZER DURING LAST 12 MONTHS	104
LAWN & GARDEN	129.69.Y	BOUGHT SNOW BLOWER (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST 12	103
LAWN & GARDEN	105.53.6	BOUGHT VEGETABLE/FLOWER GARDEN FERTLIZER DURING LAST 12 MONTHS	102
LAWN & GARDEN	129.38.4	BOUGHT COMPOSTING MATERIAL DURING LAST 12 MONTHS	98
LAWN & GARDEN	171.13.1	HOUSEHOLD USES INSECTICIDES	96
LAWN & GARDEN	129.71.4	BOUGHT HOE (LAWN AND GARDEN POWER HAND EQUIPMENT) DURING LAST 12 MON'	96
LAWN & GARDEN	105.52.6	BOUGHT VEGETABLE SEEDS/PLANTS DURING LAST 12 MONTHS	94
LAWN & GARDEN	129.71.5	BOUGHT PITCH FORK (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MON'	81
LAWN & GARDEN	129.71.X	BOUGHT TROWEL (LAWN AND GARDEN HAND EQUIPMENT) DURING LAST 12 MONTHS	79
LAWN & GARDEN	129.38.0	BOUGHT NONE OF THESE SEEDS, BULBS AND FERTLIZERS DURING LAST 12 MONTHS	77
LAWN & GARDEN	105.49.7	BOUGHT OTHER LAWN AND GARDEN POWER EQUIPMENT DURING LAST 12 MONTHS	74
LAWN & GARDEN	129.69.2	BOUGHT GARDEN TRACTOR (LAWN AND GARDEN POWER EQUIPMENT) DURING LAST	68

**CPR Report by Category:
Lifestyle Statements**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
LIFESTYLE STATEMENTS	166.76.Y	ATTITUDE ABOUT SHOPPING -I USE INTRNT TO HELP PLAN SHOPPING TRIPS	147
LIFESTYLE STATEMENTS	277.45.0	FAR ABOVE AVERAGE NEWS SEEKER ON INTERNET	144
LIFESTYLE STATEMENTS	115.55.0	INTERNET CHANGED WAY I WORK	143
LIFESTYLE STATEMENTS	277.54.6	FAR ABOVE AVERAGE INTERNET INVOLVEMENT	142
LIFESTYLE STATEMENTS	115.55.6	INTERNET CHANGE HOW I SHOP FOR PRODUCTS	140
LIFESTYLE STATEMENTS	122.63.8	I READ PRINT NEWS LESS B/C OF INTERNET	139
LIFESTYLE STATEMENTS	171.15.4	NOTICED AIRPORT DISPLAYS DURING PAST 30 DAYS	139
LIFESTYLE STATEMENTS	115.55.7	I SPEND LESS TIME READ MAGS B/C INTERNET	138
LIFESTYLE STATEMENTS	103.06.6	I DO MORE SHOPPING ON THE INTERNET THAN BEFORE	138
LIFESTYLE STATEMENTS	277.51.6	FAR ABOVE AVERAGE INTERNET ACTIVITY	137
LIFESTYLE STATEMENTS	277.51.7	ABOVE AVERAGE INTERNET ACTIVITY	137
LIFESTYLE STATEMENTS	277.48.0	FAR ABOVE AVERAGE COMMERCE ON INTERNET	135
LIFESTYLE STATEMENTS	75.37.1	AGREE THAT ITS SAFE TO MAKE PURCHASES ONLINE	135
LIFESTYLE STATEMENTS	277.48.9	ABOVER AVERAGE COMMERCE ON INTERNET	134
LIFESTYLE STATEMENTS	277.45.9	ABOVE AVERAGE NEWS SEEKER ON INTERNET	132
LIFESTYLE STATEMENTS	103.06.4	I GET MORE OF MY NEWS FROM THE INTERNET	130
LIFESTYLE STATEMENTS	115.55.4	I SPEND LESS TIME WATCH TV B/C INTERNET	129
LIFESTYLE STATEMENTS	61.02.1	ATTITUDE (HI-TECH) - IM 1ST OF FRIENDS TO HAVE NEW ELECTRONIC EQUIP	129
LIFESTYLE STATEMENTS	103.76.X	I GATHER HEALTH INFORMATION FROM WEBSITE	128
LIFESTYLE STATEMENTS	115.55.1	INTERNET CHANGED WAY I SPEND FREE TIME	128
LIFESTYLE STATEMENTS	115.55.2	INTERNET CHANGED WAY GET INFO FOR PROD	128
LIFESTYLE STATEMENTS	53.52.4	AGREE THAT FOREIGN AUTOMOBILE ARE HIGHER QUALITY THAN AMERICAN	126
LIFESTYLE STATEMENTS	277.48.8	AVERAGE COMMERCE ON INTERNET	126
LIFESTYLE STATEMENTS	103.06.7	I RETURN TO SITES THAT MAKE IT EASY TO FIND/NEED	125
LIFESTYLE STATEMENTS	115.55.X	INTRNET INCREASED DESIRE TO LEARN/SEARCH	124
LIFESTYLE STATEMENTS	61.02.5	ATTITUDE (HI-TECH) - FRIENDS ASK MY ADVICE BUY ELCTRNC EQUIP	124
LIFESTYLE STATEMENTS	115.55.9	INTERNET PRIME SOURCE FAM ENTERTAINMENT	124

**CPR Report by Category:
Lifestyle Statements**

CATEGORY	CCP CODE	VARIABLE NAME	Score
LIFESTYLE STATEMENTS	103.06.8	I TRUST INFO ON WEBSITES THAT I HAVE HEARD ABOUT	124
LIFESTYLE STATEMENTS	54.16.X	ATTITUDE (TRAVEL) - I LOVE THE IDEA OF TRAVELING ABROAD	123
LIFESTYLE STATEMENTS	166.75.4	ATTITUDE ABOUT SHOPPING - COUPONS DRAW ME TO STORES I DONT SHOP	121
LIFESTYLE STATEMENTS	115.55.8	INTERNET PRIME SOURCE MY ENTERTAINMENT	120
LIFESTYLE STATEMENTS	61.32.X	ATTITUDE (HI-TECH) - LOVE TO BUY NEW GADGETS AND APPLIANCES	120
LIFESTYLE STATEMENTS	115.55.Y	I LISTEN LESS TO NON-INTERNET RADIO BECAUSE OF INTERNET	119
LIFESTYLE STATEMENTS	103.06.1	I LIKE WEBSITES THAT PROTECT MY PRIVACY	119
LIFESTYLE STATEMENTS	168.19.9	BUY VIDEO GAMES WHEN THEY ARE CHEAPER	119
LIFESTYLE STATEMENTS	107.54.5	I TRY TO EAT GOURMET FOOD WHENEVER I CAN	118
LIFESTYLE STATEMENTS	168.19.7	I SPEND MORE MONEY ON VIDEO GAMES THAN MUSIC VIDEOS	118
LIFESTYLE STATEMENTS	115.55.3	I SPEND LESS TIME SLEEPING B/C OF INTRNT	117
LIFESTYLE STATEMENTS	277.51.X	HIGH CONSUMER CONFIDENCE 8	117
LIFESTYLE STATEMENTS	53.51.3	I LIKE A NEW CAR EVERY TWO OR THREE YEARS	117
LIFESTYLE STATEMENTS	103.06.2	I LIKE WEBSITE THAT SHOW ME LOCAL INFO	116
LIFESTYLE STATEMENTS	107.54.3	I USUALLY REFER TO RECIPES WHEN COOKING	116
LIFESTYLE STATEMENTS	107.53.9	I PREFER FOOD PRESENTED AS AN ART FORM	116
LIFESTYLE STATEMENTS	103.06.9	I LIKE TO HEAR ABOUT PRODUCTS/SERVICES BY EMAIL	116
LIFESTYLE STATEMENTS	103.06.5	I LIKE TO LOOK FOR NEW/INTERESTING WEBSITES	115
LIFESTYLE STATEMENTS	171.15.9	NOTICED BANNER DISPLAYS BY AIRPLANES OR BLIMPS PAST 30 DAYS	115
LIFESTYLE STATEMENTS	167.31.6	ATTITUDE (TRAVEL) - FRIENDS ASK MY ADVICE BUY ELCTRNC EQUIP	115
LIFESTYLE STATEMENTS	171.19.6	NOTICED LARGE BILLBOARDS DURING PAST 30 DAYS	114
LIFESTYLE STATEMENTS	171.17.5	NOTICED ADS ON BUS SHELTERS OR BENCHES DURING PAST 30 DAYS	114
LIFESTYLE STATEMENTS	60.73.1	I ENJOY TAKING RISKS	114
LIFESTYLE STATEMENTS	106.31.8	I LIKET TO KEEP UP WITH THE LATEST FASHIONS	113
LIFESTYLE STATEMENTS	166.76.7	ATTITUDE ABOUT SHOPPING - I PLAN FAR AHEAD TO BUY EXPENSIVE ITEMS	113
LIFESTYLE STATEMENTS	171.21.2	NOTICED MOBILE BILLBOARDS ON TRUCKS OR VANS DURING PAST 30 DAYS	113
LIFESTYLE STATEMENTS	166.76.8	ATTITUDE ABOUT SHOPPING - PREFER SHOPPING SPC STORE BECAUSE EMPLOYEES	113
LIFESTYLE STATEMENTS	166.75.5	ATTITUDE ABOUT SHOPPING - FRIENDS OPNN OF STRE INFLNCS SHP THERE	113
LIFESTYLE STATEMENTS	171.17.0	NOTICED ADS ON BUSES DURING PAST 30 DAYS	113
LIFESTYLE STATEMENTS	168.19.X	I USUALLY RENT VIDEO GAMES	113
LIFESTYLE STATEMENTS	61.16.Y	I MAKE SURE I EXERCISE REGULARLY	113
LIFESTYLE STATEMENTS	277.14.4	TECHNOLOGY: ABOVE AVERAGE SMART SHOPPER	112
LIFESTYLE STATEMENTS	182.65.3	SHOPPING BEHAVIOR: MY KIDS HAVE SIGNIFICANT IMPACT ON BRANDS	112
LIFESTYLE STATEMENTS	60.58.7	I CONSIDER MYSELF INTERESTED IN THE ARTS	112
LIFESTYLE STATEMENTS	103.75.0	I RARELY TELL DR ABOUT OTHER MEDICINES I TAKE	112
LIFESTYLE STATEMENTS	60.59.5	I ENJOY OWNING GOOD QUALITY THINGS	111

**CPR Report by Category:
Lifestyle Statements**

CATEGORY	CCP CODE	VARIABLE NAME	Score
LIFESTYLE STATEMENTS	277.13.4	TECHNOLOGY: ABOVE AVERAGE EARLY ADOPTER	111
LIFESTYLE STATEMENTS	60.59.7	I LIKE TO STAND OUT IN A CORWD	111
LIFESTYLE STATEMENTS	107.54.2	I PREFER FOODS COOKED WITH LOTS OF SPICES	110
LIFESTYLE STATEMENTS	61.02.4	ATTITUDE (HI-TECH) - I SHOP FOR BEST DEAL IN ELECTRONIC EQUIP	110
LIFESTYLE STATEMENTS	103.06.3	I GO TO WEBSITES I HAVE NEVER BEEN TO BEFORE	110
LIFESTYLE STATEMENTS	106.31.X	EVERYTHING I WEAR IS THE HIGHEST QUALITY	110
LIFESTYLE STATEMENTS	168.22.7	DONT MIND WHEN CHARACTERS USE BRAND NAME PRODUCTS IN VIDEO GAMES	110
LIFESTYLE STATEMENTS	168.19.3	I FIND VIDEO FAMES MORE ENTERTAINING THAN TV	110
LIFESTYLE STATEMENTS	61.02.3	ATTITUDE (HI-TECH) - I LIKE INFO ABOUT ELECTRONIC ITEM BEFORE BUY	110
LIFESTYLE STATEMENTS	166.75.8	ATTITUDE ABOUT SHOPPING - STORES ENVIRONMNT MAKE DIF WHETHER SHOP	110
LIFESTYLE STATEMENTS	61.05.4	IMPORTANT TO BE WELL-INSURED: HOME INS	109
LIFESTYLE STATEMENTS	115.55.5	INTERNET NEW WAY I SOCIALIZE/MEEET OTHERS	109
LIFESTYLE STATEMENTS	107.56.6	I AM CURRENTLY DIETING	109
LIFESTYLE STATEMENTS	166.77.1	ATTITUDE ABOUT SHOPPING - TEND TO SPND LNG PRDS TIME STORE BROWSG	108
LIFESTYLE STATEMENTS	166.75.7	ATTITUDE ABOUT SHOPPING - FOR EXPENSIVE ITEMS,SHOP DIF STORE BEST PRICE	108
LIFESTYLE STATEMENTS	106.31.4	IMPORTANT TO LOOK ATTRACTIVE TO OTHERS	108
LIFESTYLE STATEMENTS	60.58.9	I WOULD LIKE TO SET UP MY OWN BUSINESS	108
LIFESTYLE STATEMENTS	61.05.3	IMPORTANT TO BE WELL-INSURED: LIFE INS	108
LIFESTYLE STATEMENTS	61.51.X	NOTICE ADS IN LOBBIES OF MOVIE THEATERS	108
LIFESTYLE STATEMENTS	277.13.5	TECHNOLOGY: FAR ABOVE AVERAGE EARLY ADOPTER	107
LIFESTYLE STATEMENTS	277.14.5	TECHNOLOGY: FAR ABOVE AVERAGE SMART SHOPPER	107
LIFESTYLE STATEMENTS	171.28.3	NOTICED ADS ON TAXIS DURING PAST 30 DAYS	107
LIFESTYLE STATEMENTS	166.75.9	ATTITUDE ABOUT SHOPPING - NORMALLY ONLY SHOP STORES LOCATED NEARBY	107
LIFESTYLE STATEMENTS	277.17.3	AVERAGE ACTIVE HEALTH MANAGEMENT	107
LIFESTYLE STATEMENTS	166.75.X	ATTITUDE ABOUT SHOPPING - WILL BUY FROM NON-SPC STRES BECSE PRICE	107
LIFESTYLE STATEMENTS	166.78.3	ATTITUDE ABOUT SHOPPING - I HOLD OUT ON BUYING THINGS UNTIL SALE	107
LIFESTYLE STATEMENTS	277.02.4	SHOPPING BEHAVIOR: ABOVE AVERAGE (4) BRAND LOYALTY	107
LIFESTYLE STATEMENTS	166.75.2	ATTITUDE ABOUT SHOPPING - I ONLY SHOP FAV STORES-HAVE BRNDS I LIKE	106
LIFESTYLE STATEMENTS	61.02.9	ATTITUDE (HI-TECH) - LIKE TO LEARN ABOUT COMPUTER TECH/WEB	106
LIFESTYLE STATEMENTS	103.73.3	OTHER STORE BRANDS WORK LIKE ADVANCED BRANDS	106
LIFESTYLE STATEMENTS	60.60.X	I AGREE THAT PEOPLE HAVE A DUTY TO RECYCLE	106
LIFESTYLE STATEMENTS	182.64.8	SHOPPING BEHAVIOR: PREFER TO BUY WHAT NEIGHBORS APPROVE OF	106
LIFESTYLE STATEMENTS	277.17.4	ABOVE AVERAGE ACTIVE HEALTH MANAGEMENT	106
LIFESTYLE STATEMENTS	106.32.6	I ALWAYS LOOK FOR FAVORITE BRANDS FIRST	106
LIFESTYLE STATEMENTS	166.76.4	ATTITUDE ABOUT SHOPPING - I GO SHOPPING FREQUENTLY	106
LIFESTYLE STATEMENTS	166.76.1	ATTITUDE ABOUT SHOPPING - IM USUALLY WILLING TO SHOP NEW STORES	106

**CPR Report by Category:
Lifestyle Statements**

CATEGORY	CCP CODE	VARIABLE NAME	Score
LIFESTYLE STATEMENTS	143.80.2	SELF CONCEPTS: AMICABLE, AMIABLE, AFFABLE, BENEVOLENT	106
LIFESTYLE STATEMENTS	80.15.0	I RESEARCH TREATMENTS ON MY OWN AND THEN ASK DOCTOR	106
LIFESTYLE STATEMENTS	166.77.7	ATTITUDE ABOUT SHOPPING - WILL TRAVEL 1+ HR FOR FACTORY OUTLET STORES	106
LIFESTYLE STATEMENTS	60.74.4	I AM GOOD AT FIXING MECHANICAL THINGS	106
LIFESTYLE STATEMENTS	107.53.2	I OFTEN SNACK BETWEEN MEALS	106
LIFESTYLE STATEMENTS	182.60.7	SHOPPING BEHAVIOR: WOULD PAY MORE FOR ENVIRONMENTALLY FRIENDLY PRODS	105
LIFESTYLE STATEMENTS	182.64.2	SHOPPING BEHAVIOR: SHOP FOR SPECIALS OR BARGAINS	105
LIFESTYLE STATEMENTS	166.76.0	ATTITUDE ABOUT SHOPPING - IM DRAWN TO STORES DONT SHOP BY SALES	105
LIFESTYLE STATEMENTS	103.73.0	I RARELY GET SICK	105
LIFESTYLE STATEMENTS	62.29.1	HATE BRAND NAME PRODUCT PLACEMENT IN MOVIES FOR COMMERCIAL PURPOSES	104
LIFESTYLE STATEMENTS	182.65.X	SHOPPING BEHAVIOR: SHOPPING FOR GROCERIES IS A BORE	104
LIFESTYLE STATEMENTS	166.77.3	ATTITUDE ABOUT SHOPPING - PRFR SHPPNG SPC STRS BC TND CRRY BST BR	104
LIFESTYLE STATEMENTS	277.51.Y	HIGH PURCHASE PROPENSITY 8	104
LIFESTYLE STATEMENTS	167.33.8	CONCERNED ABT CREDIT CARD IDENTITY THEFT	104
LIFESTYLE STATEMENTS	166.76.9	ATTITUDE ABOUT SHOPPING - I SHOP FAVORITE STORES BECAUSE CONV LOC	104
LIFESTYLE STATEMENTS	166.77.6	ATTITUDE ABOUT SHOPPING - I TEND TO BUY THINGS SPUR OF THE MOMENT	104
LIFESTYLE STATEMENTS	166.76.X	ATTITUDE ABOUT SHOPPING - I PREFER TO GO TO SHOPPING ALONE	104
LIFESTYLE STATEMENTS	166.77.Y	ATTITUDE ABOUT SHOPPING - PRICE NOT MOST IMP FCTR,GET WHAT I WANT	103
LIFESTYLE STATEMENTS	80.19.8	I TAKE VITAMINS/MINERALS FOR LONG TERM BENEFITS	103
LIFESTYLE STATEMENTS	166.76.3	ATTITUDE ABOUT SHOPPING - PREFER BUY PRDT FR SPC STRE THAN NOT	103
LIFESTYLE STATEMENTS	235.59.X	I OFTEN NOTICE THE ADS IN BILLBOARDS	103
LIFESTYLE STATEMENTS	166.77.5	ATTITUDE ABOUT SHOPPING - HEAD RIGHT TO CLRNC RCK WHN ENTR A STRE	103
LIFESTYLE STATEMENTS	80.15.5	I ACTIVELY SEEK INFOR ABOUT NUTRITION/DIET	103
LIFESTYLE STATEMENTS	106.31.1	I STICK WITH STYLES THAT HAVE STOOD TEST OF TIME	103
LIFESTYLE STATEMENTS	80.15.6	I LOOK UP INFORMATION TO CHOOSE HEALTHCARE TREATMENT	103
LIFESTYLE STATEMENTS	103.76.0	I GATHER HEALTH INFORMATION FROM DOCTOR	103
LIFESTYLE STATEMENTS	80.19.6	PEOPLE NEED MORE VITAMINS WHEN OLDER	103
LIFESTYLE STATEMENTS	143.80.1	SELF CONCEPTS: AFFECTIONATE, PASSIONATE,LOVING,ROMANTIC	103
LIFESTYLE STATEMENTS	62.27.1	NOTICE BRAND NAME PRODUCT PLACEMENT WHEN WATCHING MOVIES	102
LIFESTYLE STATEMENTS	54.08.X	I CONSIDER MY DIET TO BE VERY HEALTHY	102
LIFESTYLE STATEMENTS	277.01.5	SHOPPING BEHAVIOR: FAR ABOVER AVERAGE (5) IMPULSE SHOPPER	102
LIFESTYLE STATEMENTS	61.26.3	RELY ON RADIO TO KEEP ME INFORMED	102
LIFESTYLE STATEMENTS	166.75.1	ATTITUDE ABOUT SHOPPING - WHEN I SHOP I VISIT A VARIETY OF STORES	102
LIFESTYLE STATEMENTS	143.80.4	SELF CONCEPTS: BRAVE, COURAGEOUS, DARING, ADVENTURESOME	102
LIFESTYLE STATEMENTS	53.51.9	AGREE THAT A USED CAR IS AS GOOD AS A NEW CAR	102
LIFESTYLE STATEMENTS	61.04.1	PAY ANY PRICE FOR GOOD FINANCIAL ADVICE	102

**CPR Report by Category:
Lifestyle Statements**

CATEGORY	CCP CODE	VARIABLE NAME	Score
LIFESTYLE STATEMENTS	143.80.6	SELF CONCEPTS: CREATIVE, INVENTIVE,IMAGINATIVE,ARTISTIC	102
LIFESTYLE STATEMENTS	143.80.7	SELF CONCEPTS: DOMINATNG,AUTHORITARIAN,DEMNDNG,AGGRSSVE	102
LIFESTYLE STATEMENTS	168.22.5	DONT MIND BRAND NAME PRODUCTS APPEARING IN VIDEO GAMES	102
LIFESTYLE STATEMENTS	62.25.1	HATE BRAND NAME PRODUCT PLACEMENT IN TV SHOWS FOR COMMERCIAL PURPOS	102
LIFESTYLE STATEMENTS	80.19.7	I BELIEVE THAT VITAMIN/NUTRIENTS MAKE A DIFFERENCE	102
LIFESTYLE STATEMENTS	166.78.2	ATTITUDE ABOUT SHOPPING - I PREFER TO SHOP WITH MY FAMILY	102
LIFESTYLE STATEMENTS	166.78.6	ATTITUDE ABOUT SHOPPING - I SPEND LOT MONEY ON TOILTRIES/COSMETICS	102
LIFESTYLE STATEMENTS	166.77.8	ATTITUDE ABOUT SHOPPING - WHEN SHPPNG W/OTHERS,PREFER SPLITNG UP	101
LIFESTYLE STATEMENTS	166.75.0	ATTITUDE ABOUT SHOPPING - ONLY GO SHPNG TO BUY SMTHNG REALLY NEED	101
LIFESTYLE STATEMENTS	277.02.5	SHOPPING BEHAVIOR: FAR ABOVE AVERAGE (5) BRAND LOYALTY	101
LIFESTYLE STATEMENTS	168.22.3	I OFTEN NOTICE BRAND NAME PRODUCTS IN VIDEO GAMES	101
LIFESTYLE STATEMENTS	17.75.Y	I TRUST HOMEOPATHIC MEDICINE	101
LIFESTYLE STATEMENTS	80.15.7	I DON'T SEE DOCTORS/NURSES UNLESS VERY ILL	101
LIFESTYLE STATEMENTS	60.59.X	I AM GOOD AT FIXING THINGS	101
LIFESTYLE STATEMENTS	103.77.2	I GATHER HEALTH INFO FROM NEWSLETTERS	101
LIFESTYLE STATEMENTS	144.01.5	SELF CONCEPTS: SOCIABLE, FRIENDLY, CHEERFUL, LIKEABLE	101
LIFESTYLE STATEMENTS	168.22.1	I USUALLY BORROW VIDEO GAMES FROM FRIEND	101
LIFESTYLE STATEMENTS	277.13.3	TECHNOLOGY: AVERAGE EARLY ADOPTER	101
LIFESTYLE STATEMENTS	60.73.5	I PREFER TO SPEND A QUIET EVENING AT HOME	101
LIFESTYLE STATEMENTS	166.77.9	ATTITUDE ABOUT SHOPPING - ONLY SHOP FAV STORES BECAUSE LIKE PRICE	101
LIFESTYLE STATEMENTS	168.19.5	I SPEND MORE TIME PLAYING VIDEO GAMES THAN WATCHING TV	101
LIFESTYLE STATEMENTS	166.76.6	ATTITUDE ABOUT SHOPPING - USUALLY FRST AMNG FRNDS SHOP NEW STORE	101
LIFESTYLE STATEMENTS	166.78.1	ATTITUDE ABOUT SHOPPING - PRFR SHPPNG SPC STRS BC CRRY MORE BRNDS	101
LIFESTYLE STATEMENTS	166.75.6	ATTITUDE ABOUT SHOPPING - EVEN WHEN DONT PURCHASE, ENJOY SHOPPING	101
LIFESTYLE STATEMENTS	166.75.3	ATTITUDE ABOUT SHOPPING - I RARELY GO SHOPPING	100
LIFESTYLE STATEMENTS	61.16.5	I SPEND WHAT I HAVE TO, TO LOOK YOUNGER	100
LIFESTYLE STATEMENTS	182.64.3	SHOPPING BEHAVIOR: DONT BUY UNKNOWN BRANDS TO SAVE MONEY	100
LIFESTYLE STATEMENTS	80.17.6	I AM WILLING TO PAY EXTRA FOR NON COVERED MEDICINES	100
LIFESTYLE STATEMENTS	106.31.2	COMFORT MOST IMPORTANT FACTOR IN CLOTHES I BUY	100
LIFESTYLE STATEMENTS	182.64.4	SHOPPING BEHAVIOR: OFTEN BUY ON SPUR OF THE MOMENT	100
LIFESTYLE STATEMENTS	80.17.0	I AM WILLING TO ASK DOCTOR FOR ADVERTISED MEDICINES	100
LIFESTYLE STATEMENTS	103.77.3	I RELY ON DOCTOR TO GUIDE ME ON MEDICINE/HEALTH MATTERS	100
LIFESTYLE STATEMENTS	166.78.4	ATTITUDE ABOUT SHOPPING - I REALLY ENJOY ANY KIND OF SHOPPING	100
LIFESTYLE STATEMENTS	166.76.5	ATTITUDE ABOUT SHOPPING - I ESPECIALLY ENJOY SHPPNG W/OPPOSITE SEX	100
LIFESTYLE STATEMENTS	182.64.0	SHOPPING BEHAVIOR: I KEEP UP WITH CHANGES-STYLES/FASHIONS	100
LIFESTYLE STATEMENTS	107.53.1	I TRY TO INCLUDE PLENTY OF FIBER IN MY DIET	100

**CPR Report by Category:
Lifestyle Statements**

CATEGORY	CCP CODE	VARIABLE NAME	Score
LIFESTYLE STATEMENTS	166.76.2	ATTITUDE ABOUT SHOPPING - ONLY SHOP FAV STRS BC KNOW KIND SRV RCV	100
LIFESTYLE STATEMENTS	182.64.1	SHOPPING BEHAVIOR: I BUY PRODUCTS THAT USE RECYCLED PAPER	100
LIFESTYLE STATEMENTS	143.80.5	SELF CONCEPTS: BROADMINDED,OPEN-MINDED,LIBERAL,TOLERANT	100
LIFESTYLE STATEMENTS	166.77.4	ATTITUDE ABOUT SHOPPING - I PREFER TO SHOP WITH MY FRIENDS	99
LIFESTYLE STATEMENTS	80.15.Y	I ALWAYS DO WHAT MY DOCTOR TELLS ME TO	99
LIFESTYLE STATEMENTS	107.54.8	I REALLY ENJOY COOKING	99
LIFESTYLE STATEMENTS	166.77.X	ATTITUDE ABOUT SHOPPING - OFTEN GO OUT OF MY WAY TO FIND NEW STORES	99
LIFESTYLE STATEMENTS	60.74.8	I AM A WORKAHOLIC	98
LIFESTYLE STATEMENTS	61.16.2	I PAY ANYTHING WHEN IT CONCERNS MY HEALTH	98
LIFESTYLE STATEMENTS	103.73.6	I OFTEN EXAMINE INGREDIENTS LIST ON OTHER MEDICINES	98
LIFESTYLE STATEMENTS	277.17.5	FAR ABOVE AVERAGE ACTIVE HEALTH MANAGEMENT	98
LIFESTYLE STATEMENTS	106.32.5	I SPEND MORE THAN I CAN AFFORD, FOR CLOTHES	98
LIFESTYLE STATEMENTS	166.77.0	ATTITUDE ABOUT SHOPPING - WHEN SHOPPING, I GET WHAT NEED AND LEAVE	98
LIFESTYLE STATEMENTS	53.30.9	IN TOILETRIES, BRAND IS IMPORTANT	98
LIFESTYLE STATEMENTS	103.73.5	I HAVE REGULAR MEDICAL CHECK-UPS	98
LIFESTYLE STATEMENTS	277.21.5	FAR ABOVE AVERAGE RELIGIOUS CONSERVATIVE	98
LIFESTYLE STATEMENTS	143.80.0	SELF CONCEPTS: FRANK, STRAIGHTFORWARD, OUTSPOKEN,CANDID	97
LIFESTYLE STATEMENTS	277.21.4	ABOVE AVERAGE RELIGIOUS CONSERVATIVE	97
LIFESTYLE STATEMENTS	61.26.9	TV MAIN SOURCE OF ENTERTAINMENT	97
LIFESTYLE STATEMENTS	107.55.5	I OFTEN EAR FROZEN DINNERS	97
LIFESTYLE STATEMENTS	80.15.9	OVER-THE-COUNTER MEDICINES ARE SAFER THEN PRESCRIPTION	96
LIFESTYLE STATEMENTS	106.31.6	FASHION MAAZINES HELP DETERMINE CLOTHES I BUY	96
LIFESTYLE STATEMENTS	277.14.3	TECHNOLOGY: AVERAGE SMART SHOPPER	96
LIFESTYLE STATEMENTS	167.33.0	PREFER TO LET PROFESSIONALS DO MY TAXES	96
LIFESTYLE STATEMENTS	103.73.X	IMPORTANT TO GO TO DOCTOR WHEN IM ILL	95
LIFESTYLE STATEMENTS	277.12.5	FAR ABOVE AVERAGE ADVERTISING RECEPTIVITY	95
LIFESTYLE STATEMENTS	171.21.7	NOTICED SUBWAY TRAINS OR PLATFORMS DURING PAST 30 DAYS	94
LIFESTYLE STATEMENTS	103.74.1	I ONLY USE DRUG BRANDS RECOMM BY DOCTOR	94
LIFESTYLE STATEMENTS	103.73.2	I ALWAYS LOOK FOR MOST ADVANCED MEDS AVAILABLE	94
LIFESTYLE STATEMENTS	277.02.3	SHOPPING BEHAVIOR: AVERAGE (3) BRAND LOYALTY	94
LIFESTYLE STATEMENTS	103.73.Y	I ALWAYS DO WHAT MY DOCTOR TELLS ME TO	94
LIFESTYLE STATEMENTS	103.74.3	PREFER ALTERNATIVE MEDICINE TO STANDARD MEDICAL PRACTICES	94
LIFESTYLE STATEMENTS	54.12.X	I AM VEGETARIAN	93
LIFESTYLE STATEMENTS	103.76.4	IF ADVANCED DRUG IS NOT DOCTOR RECOMMENDED THEN IT HAS NO INTEGRITY	93
LIFESTYLE STATEMENTS	166.78.5	ATTITUDE ABOUT SHOPPING - BUY GOODS PRODCD BY OWN COUNTRY WHEN CAN	93
LIFESTYLE STATEMENTS	62.24.6	DONT MIND BRAND NAME PRODUCT PLACEMENT IN TV SHOWS	93

**CPR Report by Category:
Lifestyle Statements**

CATEGORY	CCP CODE	VARIABLE NAME	Score
LIFESTYLE STATEMENTS	44.08.X	ATTITUDE (TRAVEL) - PREFER TRAVEL THE US OPPOSED TO FOREIGN	92
LIFESTYLE STATEMENTS	62.23.1	NOTICE BRAND NAME PRODUCT PLACEMENT WHEN WATCHING TV	92
LIFESTYLE STATEMENTS	168.19.1	VIDEO GAMES IS MY MAIN SOURCE OF ENTERTAINMENT	92
LIFESTYLE STATEMENTS	62.28.6	DONT MIND BRAND NAME PRODUCT PLACEMENT IN MOVIES	92
LIFESTYLE STATEMENTS	103.76.Y	I GATHER HEALTH INFORMATION FROM LIBRARY	91
LIFESTYLE STATEMENTS	103.73.4	AT FIRST SIGN OF PAIN, I TAKE MEDICINE	91
LIFESTYLE STATEMENTS	143.80.3	SELF CONCEPTS: AWKWARD,ABSENT-MINDED,FORGETFUL,CARELESS	91
LIFESTYLE STATEMENTS	277.21.3	AVERAGE RELIGIOUS CONSERVATIVE	91
LIFESTYLE STATEMENTS	61.26.8	MOST MAGAZINES ARE WORTH THE MONEY	89
LIFESTYLE STATEMENTS	171.28.8	NOTICED ADS ON TELEPHONE KIOSKS DURING PAST 30 DAYS	89
LIFESTYLE STATEMENTS	277.04.5	SHOPPING BEHAVIOR: FAR ABOVE AVERAGE (5) SMART GREENS	89
LIFESTYLE STATEMENTS	103.76.3	MEDICATION HAS MADE MY LIFE BETTER	89
LIFESTYLE STATEMENTS	107.53.5	I AGREE THAT LUNCH IS MORE IMPORTANT THAN BREAKFAST OR DINNER	89
LIFESTYLE STATEMENTS	61.26.1	FIND TV ADVERTISING INTERESTING	87
LIFESTYLE STATEMENTS	166.75.Y	ATTITUDE ABOUT SHOPPING - PREFER SHOPPING LOCAL STORES TO SHOPPING NAT	86
LIFESTYLE STATEMENTS	166.77.2	ATTITUDE ABOUT SHOPPING - WILL TRAVEL 1+ HOUR TO SHOP FAVORITE STORE	80
LIFESTYLE STATEMENTS	62.23.6	REMEMBER BRAND NAME PRODUCTS USED IN FAVORITE TV SHOW	79
LIFESTYLE STATEMENTS	115.56.1	INTERNET HAS HAD NO IMPACT ON MY LIFE	79

**CPR Report by Category:
Medicine/Drugs/Ailments**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
MEDICINE/DRUGS/AILMENTS	74.20.8	USED PENLAC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	237
MEDICINE/DRUGS/AILMENTS	38.22.4	CONSULTED PEDIATRICIAN DURING LAST 12 MONTHS	177
MEDICINE/DRUGS/AILMENTS	74.09.X	USED ORTHO TRI-CYCLEN/ORTHO TRI-CYCLEN LO (PRESCRIPTION DRUG) DURING LA	171
MEDICINE/DRUGS/AILMENTS	173.52.1	USE CHEWABLE CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	160
MEDICINE/DRUGS/AILMENTS	93.06.5	USED DIFFERIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	158
MEDICINE/DRUGS/AILMENTS	173.31.4	USE CHEWABLE CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	152
MEDICINE/DRUGS/AILMENTS	173.43.1	USE CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	149
MEDICINE/DRUGS/AILMENTS	173.31.8	USE LIQUID CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	148
MEDICINE/DRUGS/AILMENTS	176.16.Y	BOUGHT EYEGLASSES/CONTACT LENSES ONLINE	147
MEDICINE/DRUGS/AILMENTS	173.51.1	USE CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	142
MEDICINE/DRUGS/AILMENTS	173.52.3	USE LIQUID CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	141
MEDICINE/DRUGS/AILMENTS	72.44.7	BOUGHT EYEGLASSES/CONTACT LENSES AT DEPARTMENT STORE	135
MEDICINE/DRUGS/AILMENTS	160.02.0	WEAR CONTACT LENSES-GAS PERMEABLE/HARD	134
MEDICINE/DRUGS/AILMENTS	74.10.6	USED VALTREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	134
MEDICINE/DRUGS/AILMENTS	187.41.2	WEAR CONTACT LENSES-ANY	131
MEDICINE/DRUGS/AILMENTS	99.58.9	USED ZITHROMAX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	126
MEDICINE/DRUGS/AILMENTS	72.64.1	USED NON PRESCRIPTION PRODUCT FOR HIGH CHOLESTEROL DURING LAST 12 MON	125
MEDICINE/DRUGS/AILMENTS	122.30.9	USED AMBIEN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	124
MEDICINE/DRUGS/AILMENTS	173.31.0	USE TABLET CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	124
MEDICINE/DRUGS/AILMENTS	73.12.1	USED ALLERGY REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 1:	123
MEDICINE/DRUGS/AILMENTS	38.21.Y	CONSULTED OB/GYN DURING LAST 12 MONTHS	123
MEDICINE/DRUGS/AILMENTS	74.14.X	USED BOTOX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	122
MEDICINE/DRUGS/AILMENTS	74.09.2	USED ALLEGRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	121
MEDICINE/DRUGS/AILMENTS	74.53.3	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR PAIN FROM SPORTS/EX	120
MEDICINE/DRUGS/AILMENTS	72.44.4	BOUGHT EYEGLASSES/CONTACT LENSES AT LENS CRAFTERS	120
MEDICINE/DRUGS/AILMENTS	268.54.6	USED NON-PRESCRIPTION PRODUCT FOR SNORING/ SLEEP APNEA DURING LAST 12 I	120
MEDICINE/DRUGS/AILMENTS	180.02.4	USE NON-PRESCRIPTION REMEDY FOR ALLERGY	119

**CPR Report by Category:
Medicine/Drugs/Ailments**

CATEGORY	CCP CODE	VARIABLE NAME	Score
MEDICINE/DRUGS/AILMENTS	74.17.9	USED NASACORT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	118
MEDICINE/DRUGS/AILMENTS	38.21.6	CONSULTED A DERMATOLOGIST DURING LAST 12 MONTHS	118
MEDICINE/DRUGS/AILMENTS	73.13.1	USED COLD REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 12 MC	118
MEDICINE/DRUGS/AILMENTS	38.21.1	CONSULTED AN ACUPUNCTURIST DURING LAST 12 MONTHS	117
MEDICINE/DRUGS/AILMENTS	99.54.Y	USED LEVAQUIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	115
MEDICINE/DRUGS/AILMENTS	74.09.7	USED FLONACE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	115
MEDICINE/DRUGS/AILMENTS	93.06.8	USED RETIN-A-MICRO (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	115
MEDICINE/DRUGS/AILMENTS	180.28.1	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR MIGRAINE HEAL	113
MEDICINE/DRUGS/AILMENTS	173.31.6	USE DROPS CHILDRENS FEVER/PAIN RELIEF PRODUCTS (NON-PRESCRIPTION)	111
MEDICINE/DRUGS/AILMENTS	72.56.2	SUFFERED FROM NASAL ALLERGIES/HAY FEVER DURING LAST 12 MONTHS	111
MEDICINE/DRUGS/AILMENTS	38.21.5	CONSULTED A DENTIST DURING LAST 12 MONTHS	111
MEDICINE/DRUGS/AILMENTS	18.45.X	USED NON-PRESCRIPTION PRODUCT FOR INSOMNIA/SLEEP DISORDER DURING LAST	111
MEDICINE/DRUGS/AILMENTS	72.44.8	BOUGHT EYEGASSES/CONTACT LENSES AT OPTOMETRIST/EYE DOCTOR	111
MEDICINE/DRUGS/AILMENTS	72.60.X	SUFFERED MIGRAINE HEADACHE DURING LAST 12 MONTHS	111
MEDICINE/DRUGS/AILMENTS	38.21.0	CONSULTED INTERNIST DURING LAST 12 MONTHS	110
MEDICINE/DRUGS/AILMENTS	180.24.9	USE MIGRANE (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	110
MEDICINE/DRUGS/AILMENTS	74.10.8	USED ZYRTEC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	110
MEDICINE/DRUGS/AILMENTS	180.24.8	USE EXTRA/MAXIMUM STRENGTH (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	110
MEDICINE/DRUGS/AILMENTS	72.64.2	USED NON PRESCRIPTION PRODUCT FOR HYPERTENSION/HIGH BLOOD PRESSURE D	109
MEDICINE/DRUGS/AILMENTS	180.35.2	USE REGULAR (NON-PRESCRIPTION) SORE THROAT PRODUCT	109
MEDICINE/DRUGS/AILMENTS	72.66.Y	USED NON-PRESCRIPTION PRODUCT FOR BEING OVERWEIGHT (30 LBS OR MORE) DL	109
MEDICINE/DRUGS/AILMENTS	180.28.2	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR REGULAR HEAL	109
MEDICINE/DRUGS/AILMENTS	180.02.5	USE NON-PRESCRIPTION REMEDY FOR COLD	108
MEDICINE/DRUGS/AILMENTS	180.25.7	USE TABLET/PILL/POWDER (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	108
MEDICINE/DRUGS/AILMENTS	74.35.3	USE NON-PRESCRIPTION COUGH SYRUP ONCE A DAY	107
MEDICINE/DRUGS/AILMENTS	74.09.6	USED DIFLUCAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	107
MEDICINE/DRUGS/AILMENTS	73.08.1	USE NON-PRESCRIPTION REMEDY FOR COLD/ALLERGY/SINUS	106
MEDICINE/DRUGS/AILMENTS	187.11.3	TAKING CARE OF SOMEONE WITH ATTENTION DEFICIT DISORDER (ADD)/ HYPERACTIV	106
MEDICINE/DRUGS/AILMENTS	73.58.4	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR COLDS, FLU OR	106
MEDICINE/DRUGS/AILMENTS	173.50.3	USED CHILDRENS PAIN RELIVING MEDICINE (NON-PRESCRIPTION) 2 OR 3 TIMES A WE	105
MEDICINE/DRUGS/AILMENTS	176.23.4	USED WELLBUTRIN/WELLBUTRIN SR (PRESCRIPTION DRUG) DURING LAST 12 MONTH:	105
MEDICINE/DRUGS/AILMENTS	72.56.5	SUFFERED FROM ATHLETES FOOT DURING LAST 12 MONTHS	105
MEDICINE/DRUGS/AILMENTS	73.44.1	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION)	105
MEDICINE/DRUGS/AILMENTS	74.17.0	USED NASONEX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	105
MEDICINE/DRUGS/AILMENTS	38.21.9	CONSULTED GENERAL/FAMILY PRACTITIONER DURING LAST 12 MONTHS	105
MEDICINE/DRUGS/AILMENTS	38.21.4	CONSULTED CHIROPRACTOR DURING LAST 12 MONTHS	104

**CPR Report by Category:
Medicine/Drugs/Ailments**

CATEGORY	CCP CODE	VARIABLE NAME	Score
MEDICINE/DRUGS/AILMENTS	74.62.1	USES FIRST AID BAND/ANTIBIOTIC REMEDIES	104
MEDICINE/DRUGS/AILMENTS	180.24.X	USE REGULAR STRENGTH (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	104
MEDICINE/DRUGS/AILMENTS	74.09.9	USED IMITREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	104
MEDICINE/DRUGS/AILMENTS	180.02.7	USE NON-PRESCRIPTION REMEDY FOR SINUS CONDITION	104
MEDICINE/DRUGS/AILMENTS	74.36.1	USE NON-PRESCRIPTION SORE THROAT PRODUCTS	104
MEDICINE/DRUGS/AILMENTS	180.35.4	USE VITAMIN C (NON-PRESCRIPTION) SORE THROAT PRODUCT	103
MEDICINE/DRUGS/AILMENTS	73.58.8	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR SINUS/ALLERGI	103
MEDICINE/DRUGS/AILMENTS	75.20.2	USED VITAMIN/MINERAL (NON-PRESCRIPTION) PRODUCT ONCE A DAY DURING LAST :	103
MEDICINE/DRUGS/AILMENTS	75.08.1	USES VITAMIN/MINERAL (NON-PRESCRIPTION) TABLETS/CAPSULES/LIQUID	103
MEDICINE/DRUGS/AILMENTS	90.18.8	SUFFERED FROM ECZEMA/PSORIASIS DURING LAST 12 MONTHS	103
MEDICINE/DRUGS/AILMENTS	180.24.0	USE NIGHTTIME (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	103
MEDICINE/DRUGS/AILMENTS	74.43.3	USE ONCE A DAY (NON-PRESCRIPTION) SORE THROAT PRODUCT	103
MEDICINE/DRUGS/AILMENTS	73.58.9	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR SLEEPLESSNEŚ	103
MEDICINE/DRUGS/AILMENTS	73.60.2	USED HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) 2 OR 3 TIMES A WE	102
MEDICINE/DRUGS/AILMENTS	38.22.3	CONSULTED OSTEOPATH DURING LAST 12 MONTHS	101
MEDICINE/DRUGS/AILMENTS	74.17.Y	USED PARANOL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	101
MEDICINE/DRUGS/AILMENTS	18.44.X	SUFFERED INSOMNIA/SLEEP DISORDER DURING LAST 12 MONTHS	101
MEDICINE/DRUGS/AILMENTS	93.06.3	USED BENZACLIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	100
MEDICINE/DRUGS/AILMENTS	73.15.1	SUFFERED FROM SINUS CONDITION 13 OR MORE TIMES DURING LAST 12 MONTHS	99
MEDICINE/DRUGS/AILMENTS	74.08.1	USED PRESCRIPTION DRUGS DURING LAST 12 MONTHS	99
MEDICINE/DRUGS/AILMENTS	180.35.1	USE EXTRA STRENGTH (NON-PRESCRIPTION) SORE THROAT PRODUCT	98
MEDICINE/DRUGS/AILMENTS	74.28.1	USES USE NON-PRESCRIPTION COUGH SYRUP	98
MEDICINE/DRUGS/AILMENTS	38.22.5	CONSULTED PHYSICAL THERAPIST DURING LAST 12 MONTHS	97
MEDICINE/DRUGS/AILMENTS	72.57.6	SUFFERED FROM FLU DURING LAST 12 MONTHS	97
MEDICINE/DRUGS/AILMENTS	73.61.1	USE HEARTBURN/INDIGESTION AIDS	97
MEDICINE/DRUGS/AILMENTS	72.57.7	SUFFERED FROM GAS DURING LAST 12 MONTHS	97
MEDICINE/DRUGS/AILMENTS	38.21.7	CONSULTED EAR, NOSE AND THROAT SPECIALIST DURING LAST 12 MONTHS	97
MEDICINE/DRUGS/AILMENTS	73.76.2	USED HEARTBURN/INDIGESTION AIDS 2 OR 3 TIMES A WEEK DURING LAST 6 MONTHS	96
MEDICINE/DRUGS/AILMENTS	38.58.9	CONSULTED PHARMACIST DURING LAST 12 MONTHS	96
MEDICINE/DRUGS/AILMENTS	99.53.X	USED CADEUT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	96
MEDICINE/DRUGS/AILMENTS	180.02.6	USE NON-PRESCRIPTION REMEDY FOR FLU	95
MEDICINE/DRUGS/AILMENTS	38.21.2	CONSULTED AN ALLERGIST DURING LAST 12 MONTHS	95
MEDICINE/DRUGS/AILMENTS	72.41.1	WEAR PRESCRIPTION EYEGASSES AND CONTACT LENSES	94
MEDICINE/DRUGS/AILMENTS	187.11.5	TAKING CARE OF SOMEONE WITH CHRONIC EAR INFECTIONS (CHILD)	94
MEDICINE/DRUGS/AILMENTS	64.53.1	USES YEAST INFECTION PRODUCTS	94
MEDICINE/DRUGS/AILMENTS	38.19.1	CONSULTED GASTROENTEROLOGIST DURING LAST 12 MONTHS	94

**CPR Report by Category:
Medicine/Drugs/Ailments**

CATEGORY	CCP CODE	VARIABLE NAME	Score
MEDICINE/DRUGS/AILMENTS	73.58.2	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR BACKACHES	93
MEDICINE/DRUGS/AILMENTS	176.22.X	USED PREMPRO (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	93
MEDICINE/DRUGS/AILMENTS	38.21.8	CONSULTED EYE DOCTOR DURING LAST 12 MONTHS	92
MEDICINE/DRUGS/AILMENTS	187.41.1	WEAR PRESCRIPTION EYEGLASSES-ANY	92
MEDICINE/DRUGS/AILMENTS	72.56.4	SUFFERED FROM ASTHMA DURING LAST 12 MONTHS	91
MEDICINE/DRUGS/AILMENTS	72.58.3	SUFFERED INDIGESTION DURING LAST 12 MONTHS	91
MEDICINE/DRUGS/AILMENTS	180.25.6	USEGEL TABS/LIQUI-GELS (NON-PRESCRIPTION) FOR HEADACHE/PAIN RELIEF	91
MEDICINE/DRUGS/AILMENTS	176.23.2	USED SYNTHROID (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	91
MEDICINE/DRUGS/AILMENTS	173.52.2	USE DROPS CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	90
MEDICINE/DRUGS/AILMENTS	72.58.1	SUFFERED FROM HIGH CHOLESTEROL DURING LAST 12 MONTHS	90
MEDICINE/DRUGS/AILMENTS	122.30.X	USED CLARINEX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	89
MEDICINE/DRUGS/AILMENTS	72.56.6	SUFFERED FROM BACKACHE DURING LAST 12 MONTHS	89
MEDICINE/DRUGS/AILMENTS	72.57.Y	SUFFERED FROM HEMORROIDS DURING LAST 12 MONTHS	89
MEDICINE/DRUGS/AILMENTS	187.11.4	TAKING CARE OF SOMEONE WITH CANCER	89
MEDICINE/DRUGS/AILMENTS	72.44.3	BOUGHT EYEGLASSES/CONTACT LENSES AT PEARLE VISION	89
MEDICINE/DRUGS/AILMENTS	18.44.1	HAD ACID REFLUX DISEASE (GERD) DURING LAST 12 MONTHS	88
MEDICINE/DRUGS/AILMENTS	74.10.2	USED PROZAC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	88
MEDICINE/DRUGS/AILMENTS	74.46.1	USE PAIN RELIEVING RUBS/LIQUID	88
MEDICINE/DRUGS/AILMENTS	268.54.5	SUFFERED FROM SNORING/ SLEEP APNEA DURING LAST 12 MONTHS	87
MEDICINE/DRUGS/AILMENTS	74.14.9	USED ADDERALL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	87
MEDICINE/DRUGS/AILMENTS	180.35.3	USE SUGAR-FREE (NON-PRESCRIPTION) SORE THROAT PRODUCT	87
MEDICINE/DRUGS/AILMENTS	122.32.7	USED NEXIUM (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	87
MEDICINE/DRUGS/AILMENTS	38.58.7	CONSULTED AN ALTERNATIVE HEALTH PRACTITIONER DURING LAST 12 MONTHS	86
MEDICINE/DRUGS/AILMENTS	72.60.Y	SUFFERED FROM BEING OVERWEIGHT (30 LBS OR MORE) DURING LAST 12 MONTHS	86
MEDICINE/DRUGS/AILMENTS	38.22.6	CONSULTED PODIATRIST DURING LAST 12 MONTHS	86
MEDICINE/DRUGS/AILMENTS	72.57.X	SUFFERED FROM HEARTBURN DURING LAST 12 MONTHS	84
MEDICINE/DRUGS/AILMENTS	90.21.8	SUFFERED NAIL FUNGUS DURING LAST 12 MONTHS	84
MEDICINE/DRUGS/AILMENTS	90.19.8	SUFFERED GENITAL HERPES DURING LAST 12 MONTHS	84
MEDICINE/DRUGS/AILMENTS	18.45.3	USED NON-PRESCRIPTION PRODUCT FOR ARTHRITIS (OSTEOARTHRITIS) DURING LAST 12 MONTHS	84
MEDICINE/DRUGS/AILMENTS	74.53.2	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR BACKACHES	84
MEDICINE/DRUGS/AILMENTS	18.44.2	SUFFERED FROM ADD/ADHD DURING LAST 12 MONTHS	84
MEDICINE/DRUGS/AILMENTS	180.32.1	USE GELCAPS LAXATIVES (NON-PRESCRIPTION)	83
MEDICINE/DRUGS/AILMENTS	72.60.7	SUFFERED IMPOTENCE/LOSS OF LIBIDO DURING LAST 12 MONTHS	83
MEDICINE/DRUGS/AILMENTS	122.30.8	USED ADVAIR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	74.11.0	USED LIPITOR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	74.11.1	USED CELEBREX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	82

**CPR Report by Category:
Medicine/Drugs/Ailments**

CATEGORY	CCP CODE	VARIABLE NAME	Score
MEDICINE/DRUGS/AILMENTS	38.21.X	CONSULTED NURSE PRACTITIONER DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	72.59.X	SUFFERED FROM URINARY TRACT INFECTION (UTI) DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	176.22.9	USED PAXIL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	82
MEDICINE/DRUGS/AILMENTS	173.52.4	USE TABLET CHILDRENS COUGH/COLD PRODUCTS (NON-PRESCRIPTION)	80
MEDICINE/DRUGS/AILMENTS	99.53.Y	USED DIOVAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	80
MEDICINE/DRUGS/AILMENTS	72.58.2	SUFFERED FROM HYPERTENSION/HIGH BLOOD PRESSURE DURING LAST 12 MONTHS	80
MEDICINE/DRUGS/AILMENTS	73.58.6	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR HEART ATTACK	80
MEDICINE/DRUGS/AILMENTS	176.22.4	USED EVISTA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	80
MEDICINE/DRUGS/AILMENTS	122.30.Y	USED LAMISIL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	80
MEDICINE/DRUGS/AILMENTS	18.44.8	SUFFERED FROM ANXIETY DURING LAST 12 MONTHS	79
MEDICINE/DRUGS/AILMENTS	74.10.7	USED ZOCOR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	79
MEDICINE/DRUGS/AILMENTS	74.14.0	USED ALTACE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	78
MEDICINE/DRUGS/AILMENTS	176.23.6	USED ZOLOFT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	78
MEDICINE/DRUGS/AILMENTS	93.06.9	USED STRATTERA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	78
MEDICINE/DRUGS/AILMENTS	176.22.5	USED FLOMAX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	77
MEDICINE/DRUGS/AILMENTS	90.21.2	SUFFERED IRRITABLE BOWEL SYNDROME DURING LAST 12 MONTHS	77
MEDICINE/DRUGS/AILMENTS	74.53.6	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR MENSTRUAL PAIN	77
MEDICINE/DRUGS/AILMENTS	74.17.X	USED ORTHO EVRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	76
MEDICINE/DRUGS/AILMENTS	99.53.0	USED AVASTIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	76
MEDICINE/DRUGS/AILMENTS	38.21.3	CONSULTED A CARDIOLOGIST DURING THE LAST 12 MONTHS	76
MEDICINE/DRUGS/AILMENTS	122.43.5	USED FLOVENT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	76
MEDICINE/DRUGS/AILMENTS	176.22.8	USED NORVASC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	75
MEDICINE/DRUGS/AILMENTS	72.60.3	SUFFERED FROM DEPRESSION DURING LAST 12 MONTHS	74
MEDICINE/DRUGS/AILMENTS	74.12.1	USE LAXATIVES (NON-PRESCRIPTION)	74
MEDICINE/DRUGS/AILMENTS	122.35.5	USED PREVACID (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	74
MEDICINE/DRUGS/AILMENTS	122.43.4	USED ACTONEL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	74
MEDICINE/DRUGS/AILMENTS	74.17.8	USED GLUCOVANCE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	72
MEDICINE/DRUGS/AILMENTS	74.09.Y	USED PRAVACHOL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	72
MEDICINE/DRUGS/AILMENTS	176.22.0	USED PREMARIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	72
MEDICINE/DRUGS/AILMENTS	72.60.2	SUFFERED FROM CHRONIC PAIN DURING LAST 12 MONTHS	71
MEDICINE/DRUGS/AILMENTS	73.58.1	USE HEADACHE/PAIN RELIEF MEDICATION (NON-PRESCRIPTION) FOR ARTHRITIS OR I	71
MEDICINE/DRUGS/AILMENTS	122.30.0	USED AVANDIA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	70
MEDICINE/DRUGS/AILMENTS	90.22.2	SUFFERED FROM OVERACTIVE BLADDER DURING LAST 12 MONTHS	70
MEDICINE/DRUGS/AILMENTS	72.58.9	SUFFERED OSTEOPOROSIS DURING LAST 12 MONTHS	70
MEDICINE/DRUGS/AILMENTS	18.44.3	SUFFERED FROM ARTHRITIS (OSTEOARTHRITIS) DURING LAST 12 MONTHS	69
MEDICINE/DRUGS/AILMENTS	99.61.6	SUFFERED FROM HIATAL HERNIA DURING LAST 12 MONTHS	69

**CPR Report by Category:
Medicine/Drugs/Ailments**

CATEGORY	CCP CODE	VARIABLE NAME	Score
MEDICINE/DRUGS/AILMENTS	74.21.2	USE LAXATIVES 2 OR 3 TIMES A WEEK DURING LAST 6 MONTHS	68
MEDICINE/DRUGS/AILMENTS	72.30.8	SUFFERED FROM ARTHRITIS DURING LAST 12 MONTHS	67
MEDICINE/DRUGS/AILMENTS	74.09.8	USED FOSMAX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	66
MEDICINE/DRUGS/AILMENTS	74.53.1	USE PAIN RELIEVING RUBS/LIQUID (NON-PRESCRIPTION) FOR ARTHRITIC PAIN	66
MEDICINE/DRUGS/AILMENTS	187.11.2	TAKING CARE OF SOMEONE WITH ALZHEIMERS DISEASE	66
MEDICINE/DRUGS/AILMENTS	72.56.9	SUFFERED FROM CONSTIPATION (CHRONIC) DURING LAST 12 MONTHS	65
MEDICINE/DRUGS/AILMENTS	90.20.3	USED NON-PRESCRIPTION PRODUCT FOR HEART ATTACK/STROKE DURING LAST 12 M	64
MEDICINE/DRUGS/AILMENTS	18.45.4	USED NON-PRESCRIPTION PRODUCT FOR ARTHRITIS (RHEUMATOID ARTHRITIS) DUR	64
MEDICINE/DRUGS/AILMENTS	74.14.Y	USED DETROL/ DETROL LA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	63
MEDICINE/DRUGS/AILMENTS	99.58.6	USED VELCADE (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	63
MEDICINE/DRUGS/AILMENTS	72.57.1	SUFFERED FROM DIABETES DURING LAST 12 MONTHS	62
MEDICINE/DRUGS/AILMENTS	90.20.2	SUFFERED HEART ATTACK/STROKE DURING LAST 12 MONTHS	62
MEDICINE/DRUGS/AILMENTS	74.13.0	USED VIAGRA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	62
MEDICINE/DRUGS/AILMENTS	72.60.6	SUFFERED HEART DISEASE/CONGESTIVE HEART FAILIURE DURING LAST 12 MONTHS	62
MEDICINE/DRUGS/AILMENTS	18.44.4	SUFFERED FROM ARTHRITIS (RHEUMATOID ARTHRITIS) DURING LAST 12 MONTHS	62
MEDICINE/DRUGS/AILMENTS	93.06.4	USED CONCERTA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	61
MEDICINE/DRUGS/AILMENTS	60.15.X	SUFFERED FROM CHRONIC BRONCHITIS DURING LAST 12 MONTHS	60
MEDICINE/DRUGS/AILMENTS	74.20.9	USED PLAVIX (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	59
MEDICINE/DRUGS/AILMENTS	99.59.Y	USED NEURONTIN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	59
MEDICINE/DRUGS/AILMENTS	99.58.0	USED ZOFRAN (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	59
MEDICINE/DRUGS/AILMENTS	73.14.1	USED FLU REMEDIES (NON-PRESCRIPTION) 13 OR MORE TIMES DURING LAST 12 MON	59
MEDICINE/DRUGS/AILMENTS	99.54.0	USED HUMALOG (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	59
MEDICINE/DRUGS/AILMENTS	90.20.8	SUFFERED FROM HEPATITIS C DURING LAST 12 MONTHS	58
MEDICINE/DRUGS/AILMENTS	93.06.2	USED AMARYL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	57
MEDICINE/DRUGS/AILMENTS	93.06.1	USED ACTOS (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	56
MEDICINE/DRUGS/AILMENTS	90.19.2	SUFFERED FROM EMPHYSEMA DURING LAST 12 MONTHS	54
MEDICINE/DRUGS/AILMENTS	93.06.6	USED ELIDEL (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	54
MEDICINE/DRUGS/AILMENTS	72.59.9	SUFFERED FROM STOMACH ULCERS DURING LAST 12 MONTHS	53
MEDICINE/DRUGS/AILMENTS	176.23.1	USED SONATA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	53
MEDICINE/DRUGS/AILMENTS	90.18.2	SUFFERED FROM COPD (CHRONIC OBSTRUSIVE PULMONARY DISORDER)	53
MEDICINE/DRUGS/AILMENTS	73.16.1	SUFFERED FROM OTHER CONDITION 13 OR MORE TIMES DURING LAST 12 MONTHS	53
MEDICINE/DRUGS/AILMENTS	72.63.1	USED NON-PRESCRIPTION PRODUCT FOR DIABETES DURING LAST 12 MONTHS	50
MEDICINE/DRUGS/AILMENTS	122.68.6	USED PROCRIT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	48
MEDICINE/DRUGS/AILMENTS	93.06.7	USED PROTOPIC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	47
MEDICINE/DRUGS/AILMENTS	187.11.1	TAKING CARE OF SOMEONE WITH HIV/AIDS	46
MEDICINE/DRUGS/AILMENTS	99.58.X	USED ZYPREXA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	46

**CPR Report by Category:
Medicine/Drugs/Ailments**

CATEGORY	CCP CODE	VARIABLE NAME	Score
MEDICINE/DRUGS/AILMENTS	99.52.Y	USED ARANESP (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	43
MEDICINE/DRUGS/AILMENTS	99.52.X	USED ARICEPT (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	43
MEDICINE/DRUGS/AILMENTS	99.58.8	USED XOLAIR (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	42
MEDICINE/DRUGS/AILMENTS	176.23.3	USED SYNVISIC (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	36
MEDICINE/DRUGS/AILMENTS	99.55.X	USED NEULASTA (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	35
MEDICINE/DRUGS/AILMENTS	99.58.4	USED PEG-INTRON (PRESCRIPTION DRUG) DURING LAST 12 MONTHS	26

**CPR Report by Category:
Pets and Pet Food**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
PETS & PET FOOD	120.07.2	PURCHASE PET SUPPLIES AT PETSMA RT	143
PETS & PET FOOD	187.47.9	1 PET REPTILE IN HOUSEHOLD	133
PETS & PET FOOD	120.07.1	PURCHASE PET SUPPLIES AT PETCO	123
PETS & PET FOOD	187.46.3	1 PET FISH IN HOUSEHOLD	122
PETS & PET FOOD	119.31.7	PURCHASE PET SUPPLIES ONLINE	119
PETS & PET FOOD	187.46.9	1 PET HAMSTER IN HOUSEHOLD	118
PETS & PET FOOD	128.52.3	1 PET DOG IN HOUSEHOLD	110
PETS & PET FOOD	134.36.1	USE HEARTWORM CONTROL FOR DOGS	109
PETS & PET FOOD	133.09.1	BUYS DOG BISCUITS/TREATS	109
PETS & PET FOOD	119.31.8	PURCHASE PET SUPPLIES AT OTHER	106
PETS & PET FOOD	127.63.1	CURRENTLY HAVE PETS	105
PETS & PET FOOD	132.57.1	BUYS PACKAGED DRY DOG FOOD	105
PETS & PET FOOD	187.47.3	1 PET RABBIT IN HOUSEHOLD	105
PETS & PET FOOD	120.07.3	PURCHASE PET SUPPLIES AT OTHER PET STORES	105
PETS & PET FOOD	133.34.1	CHANGED CAT BOX 10 OR MORE TIMES DURING LAST 15 DAYS	105
PETS & PET FOOD	187.48.3	1 OTHER PET IN HOUSEHOLD	104
PETS & PET FOOD	119.31.5	PURCHASE PET SUPPLIES AT SUPERMARKETS	103
PETS & PET FOOD	134.21.1	USES CAT TREATS OR SNACKS	101
PETS & PET FOOD	128.51.3	1 PET CAT IN HOUSEHOLD	101
PETS & PET FOOD	133.63.1	BUYS PACKAGED DRY CAT FOOD	99
PETS & PET FOOD	127.63.6	1 PET BIRD IN HOUSEHOLD	98
PETS & PET FOOD	111.02.Y	PURCHASE PET SUPPLIES AT SOLE PLACE BOUGHT	97
PETS & PET FOOD	133.46.1	HOUSEHOLD BUYS CANNED CAT FOOD	91
PETS & PET FOOD	119.31.4	PURCHASE PET SUPPLIES AT DISCOUNT STORES	91
PETS & PET FOOD	134.30.1	BUYS FLEA AND TICK CARE PRODUCTS	90
PETS & PET FOOD	132.41.1	BUYS PACKAGED MOIST DOG FOOD	89
PETS & PET FOOD	133.11.1	USED 21 OR MORE DOG BISCUITS/TREATS DURING LAST 7 DAYS	88

**CPR Report by Category:
Pets and Pet Food**

CATEGORY	CCP CODE	VARIABLE NAME	Score
PETS & PET FOOD	134.38.1	USE HEARTWORM CONTROL FOR CATS	84
PETS & PET FOOD	133.65.1	USED 10 OR MORE LBS OF PACKAGED DRY CAT FOOD DURING LAST 30 DAYS	80
PETS & PET FOOD	134.08.1	BUYS PACKAGED MOIST CAT FOOD	79
PETS & PET FOOD	132.59.1	USED 50 OR MORE LBS OF PACKAGED DRY DOG FOOD DURING LAST 30 DAYS	58
PETS & PET FOOD	132.24.1	USED 15 OR MORE CANNED DOG FOOD ITEMS DURING LAST 15 DAYS	49
PETS & PET FOOD	134.10.1	USED 15 OR MORE LBS OF PACKAGED MOIST CAT FOOD DURING LAST 30 DAYS	34
PETS & PET FOOD	132.44.1	USED 15 OR MORE LBS OF PACKAGED MOIST DOG FOOD DURING LAST 30 DAYS	33

**CPR Report by Category:
Print Media**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
PRINT MEDIA	213.25,4	READ THE MAGAZINE OUTSIDE	147
PRINT MEDIA	207.29,4	READ THE MAGAZINE BUSINESS WEEK	147
PRINT MEDIA	220.51,5	READ AIRLINE/IN FLIGHT PUBLICATIONS	146
PRINT MEDIA	209.29,4	READ THE MAGAZINE FAMILYFUN	144
PRINT MEDIA	216.57,4	READ THE MAGAZINE US WEEKLY	143
PRINT MEDIA	210.05,4	READ THE MAGAZINE GOLF DIGEST	140
PRINT MEDIA	210.13,4	READ THE MAGAZINE GOLF MAGAZINE	139
PRINT MEDIA	209.65,4	READ THE MAGAZINE FORTUNE	139
PRINT MEDIA	210.57,4	READ THE MAGAZINE MAXIM	137
PRINT MEDIA	213.33,4	READ THE MAGAZINE PARENTS	136
PRINT MEDIA	276.66,4	READ THE MAGAZINE READ SIMPLE	135
PRINT MEDIA	216.37,4	READ THE MAGAZINE TRAVEL + LEISURE	133
PRINT MEDIA	2.76.1	READ BUSINESS/FINANCE SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	133
PRINT MEDIA	207.09,4	READ THE MAGAZINE BOATING	132
PRINT MEDIA	213.29,4	READ THE MAGAZINE PARENTING	132
PRINT MEDIA	2.76.Y	READ TRAVEL SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	131
PRINT MEDIA	214.41,4	READ THE MAGAZINE RUNNERS WORLD	129
PRINT MEDIA	206.05,4	READ THE MAGAZINE AMERICAN BABY	125
PRINT MEDIA	212.17,4	READ THE MAGAZINE MONEY MAGAZINE	124
PRINT MEDIA	209.45,4	READ THE MAGAZINE FITNESS	122
PRINT MEDIA	213.41,4	READ PC MAGAZINE	122
PRINT MEDIA	214.05,4	READ THE MAGAZINE POPULAR SCIENCE	121
PRINT MEDIA	206.25,4	READ THE MAGAZINE AMERICAN PHOTS	121
PRINT MEDIA	208.65,4	READ THE MAGAZINE THE ECONOMIST	120
PRINT MEDIA	2.76.9	READ SPORTS SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	120
PRINT MEDIA	215.09,4	READ THE MAGAZINE SHAPE	118
PRINT MEDIA	221.21,5	READ COMPUTERS PUBLICATIONS	118

**CPR Report by Category:
Print Media**

CATEGORY	CCP CODE	VARIABLE NAME	Score
PRINT MEDIA	105.78.9	READ SCIENCE AND TECHNOLOGY SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	118
PRINT MEDIA	247.10,4	READ THE MAGAZINE INSTYLE	117
PRINT MEDIA	105.77.Y	READ FASHION SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	117
PRINT MEDIA	207.37,4	READ THE MAGAZINE CAR AND DRIVER	116
PRINT MEDIA	105.78.7	READ FRONT PAGE OF THE SUNDAY/WEEKEND NEWSPAPER	116
PRINT MEDIA	216.17,4	READ THE MAGAZINE TENNIS	116
PRINT MEDIA	221.01,5	READ BUSINESS AND FINANCE PUBLICATIONS	116
PRINT MEDIA	117.23,4	READ THE MAGAZINE ARTHUR FROMMERS BUDGET TRAVEL	116
PRINT MEDIA	215.53,4	READ THE MAGAZINE SPIN	115
PRINT MEDIA	105.78.8	READ MOVIE LISTINGS/REVIEWS SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	115
PRINT MEDIA	213.49,4	READ THE MAGAZINE PC WORLD	114
PRINT MEDIA	207.13,4	READ THE MAGAZINE BON APPETIT	114
PRINT MEDIA	214.77,4	READ THE MAGAZINE SELF	113
PRINT MEDIA	208.13,4	READ THE MAGAZINE IN TOUCH WEEKLY	113
PRINT MEDIA	213.57,4	READ THE MAGAZINE PEOPLE MAGAZINE	113
PRINT MEDIA	223.21,5	READ TRAVEL PUBLICATIONS	112
PRINT MEDIA	229.65,4	READ PARADE MAGAZINE (CARRIER METHOD)	112
PRINT MEDIA	211.69,4	READ THE MAGAZINE MENS HEALTH	111
PRINT MEDIA	105.75.Y	READ SCIENCE AND TECHNOLOGY SECTION OF NEWSPAPER DAILY	111
PRINT MEDIA	209.53,4	READ THE MAGAZINE FLYING	111
PRINT MEDIA	214.37,4	READ THE MAGAZINE ROLLING STONE	111
PRINT MEDIA	223.11,5	READ SPORTS PUBLICATIONS	110
PRINT MEDIA	192.53,4	READ THE MAGAZINE ESPN	110
PRINT MEDIA	209.01,4	READ THE MAGAZINE ENTERTAINMENT WEEKLY	109
PRINT MEDIA	222.11,5	READ MENS PUBLICATIONS	109
PRINT MEDIA	209.57,4	READ THE MAGAZINE FLOOD AND WINE	109
PRINT MEDIA	209.61,4	READ THE MAGAZINE FORBES	109
PRINT MEDIA	216.25,4	READ THE MAGAZINE TIME	109
PRINT MEDIA	213.69,4	READ THE MAGAZINE PLAYBOY	109
PRINT MEDIA	221.11,5	READ CHILD REARING/PARENTHOOD PUBLICATIONS	109
PRINT MEDIA	218.09,4	READ THE MAGAZINE CONSUMER REPORTS	108
PRINT MEDIA	211.77,4	READ THE MAGAZINE METROPOLITAN HOME	108
PRINT MEDIA	208.29,4	READ THE MAGAZINE WIRED	108
PRINT MEDIA	2.76.4	READ EDITORIAL SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	108
PRINT MEDIA	211.53,4	READ THE MAGAZINE MARTHA STEWART LIVING	107
PRINT MEDIA	2.76.6	READ FOOD OR COOKING SECTION OF THE SUNDAY/WEEKEND NEWSPAPER	107

**CPR Report by Category:
Print Media**

CATEGORY	CCP CODE	VARIABLE NAME	Score
PRINT MEDIA	209.05,4	READ THE MAGAZINE ENTRPRENEUR	107
PRINT MEDIA	211.17,4	READ THE MAGAZINE KIPLINGERS PERSONAL FINANCE	107
PRINT MEDIA	211.65,4	READ THE MAGAZINE MENS FITNESS	106
PRINT MEDIA	262.61,4	READ O, THE OPRAH MAGAZINE	106
PRINT MEDIA	207.65,4	READ THE MAGAZINE CONDE NAST TRAVELER	106
PRINT MEDIA	215.29,4	READ THE MAGAZINE SMARTMONEY	106
PRINT MEDIA	210.61,4	READ THE MAGAZINE MARIE CLAIRE	106
PRINT MEDIA	212.77,4	READ THE MAGAZINE NEWSWEEK	105
PRINT MEDIA	221.31,5	READ EPICUREAN PUBLICATIONS	105
PRINT MEDIA	222.61,5	READ PHOTOGRAPHY PUBLICATIONS	105
PRINT MEDIA	221.61,5	READ HEALTH AND FITNESS PUBLICATIONS	105
PRINT MEDIA	209.21,4	READ THE MAGAZINE THE FAMILY HANDYMAN	104
PRINT MEDIA	283.01,5	READ ENTERTAINMENT PUBLICATIONS	104
PRINT MEDIA	223.51,5	READ NEWSWEEKLIES PUBLICATIONS	104
PRINT MEDIA	216.33,4	READ THE MAGAZINE TRADITIONAL HOME	104
PRINT MEDIA	86.17,4	READ OFFICIAL XBOX MAGAZINE	103
PRINT MEDIA	207.77,4	READ THE MAGAZINE COSMOPOLITAN	102
PRINT MEDIA	215.49,4	READ THE MAGAZINE SOUTHERN LIVING	102
PRINT MEDIA	221.71,5	READ HOME AND HOME SERVICES PUBLICATIONS	102
PRINT MEDIA	105.57,X	READ FRONT PAGE OF NEWSPAPER DAILY	102
PRINT MEDIA	223.41,5	READ WOMENS FASHION, BEAUTY, AND GROOMING PUBLICATIONS	102
PRINT MEDIA	215.77,4	READ THE MAGAZINE SPORTS ILLUSTRATED	102
PRINT MEDIA	209.73,4	READ THE MAGAZINE FOUR WHEELER	102
PRINT MEDIA	217.01,4	READ THE MAGAZINE VOGUE	102
PRINT MEDIA	220.61,5	READ AUTOMOTIVE PUBLICATIONS	102
PRINT MEDIA	222.71,5	READ SCIENCE/TECHNOLOGY PUBLICATIONS	101
PRINT MEDIA	210.01,4	READ THE MAGAZINE GLAMOUR	100
PRINT MEDIA	210.73,4	READ THE MAGAZINE HOUSE BEAUTIFUL	100
PRINT MEDIA	215.05,4	READ THE MAGAZINE SEVENTEEN	100
PRINT MEDIA	117.31,4	READ THE MAGAZINE MENS JOURNAL	100
PRINT MEDIA	214.33,4	READ THE MAGAZINE ROAD AND TRACK	100
PRINT MEDIA	208.73,4	READ THE MAGAZINE ELLE DÉCOR	99
PRINT MEDIA	276.62,4	READ THE MAGAZINE LUCKY	99
PRINT MEDIA	207.73,4	READ THE MAGAZINE COOKING LIGHT	99
PRINT MEDIA	209.25,4	READ THE MAGAZINE DETAILS	99
PRINT MEDIA	223.31,5	READ WOMENS PUBLICATIONS	99

**CPR Report by Category:
Print Media**

CATEGORY	CCP CODE	VARIABLE NAME	Score
PRINT MEDIA	207.53,4	READ THE MAGAZINE BETTER HOMES AND GARDENS	99
PRINT MEDIA	221.51,5	READ GENERAL EDITORIAL PUBLICATIONS	98
PRINT MEDIA	222.41,5	READ NEWS PUBLICATIONS	98
PRINT MEDIA	212.45,4	READ THE MAGAZINE NATIONAL GEOGRAPHIC	98
PRINT MEDIA	214.69,4	READ THE MAGAZINE SCIENTIFIC AMERICAN	98
PRINT MEDIA	212.49,4	READ THE MAGAZINE NATIONAL GEOGRAPHIC TRAVELER	98
PRINT MEDIA	105.38.Y	READ FASHION SECTION OF NEWSPAPER DAILY	98
PRINT MEDIA	208.21,4	READ THE MAGAZINE CYCLE WORLD	98
PRINT MEDIA	209.09,4	READ THE MAGAZINE ESQUIRE	97
PRINT MEDIA	206.01,4	READ THE MAGAZINE ALLURE	97
PRINT MEDIA	117.35,4	READ THE MAGAZINE MORE	97
PRINT MEDIA	213.53,4	READ THE MAGAZINE PENTHOUSE	96
PRINT MEDIA	216.13,4	READ THE MAGAZINE SUNSET	96
PRINT MEDIA	215.33,4	READ THE MAGAZINE SMITHSONIAN	96
PRINT MEDIA	210.25,4	READ THE MAGAZINE GOURMET MAGAZINE	96
PRINT MEDIA	217.33,4	READ THE MAGAZINE WORKBENCH	96
PRINT MEDIA	222.21,5	READ METROPOLITAN/REGIONAL/STATE PUBLICATIONS	95
PRINT MEDIA	206.61,4	READ THE MAGAZINE BABY TALK	95
PRINT MEDIA	210.29,4	READ THE MAGAZINE GQ	95
PRINT MEDIA	213.77,4	READ THE MAGAZINE POPULAR MECHANICS	95
PRINT MEDIA	214.01,4	READ THE MAGAZINE POPULAR PHOTOGRAPHY AND IMAGING	94
PRINT MEDIA	105.57.Y	READ MOVIE LISTINGS AND REVIEWS SECTION OF NEWSPAPER DAILY	94
PRINT MEDIA	212.09,4	READ THE MAGAZINE MODERN BRIDE	94
PRINT MEDIA	86.21,4	READ THE MAGAZINE PC GAMER	94
PRINT MEDIA	215.69,4	READ THE MAGAZINE SPORTING NEWS	93
PRINT MEDIA	210.53,4	READ THE MAGAZINE HOME	93
PRINT MEDIA	217.37,4	READ THE MAGAZINE WORKING MOTHER	92
PRINT MEDIA	223.01,5	READ SPECIAL APPEAL PUBLICATIONS	92
PRINT MEDIA	117.15,4	READ THE MAGAZINE AUTOWEEK	92
PRINT MEDIA	216.69,4	READ THE MAGAZINE US NEWS AND WORLD REPORT	91
PRINT MEDIA	207.01,4	READ THE MAGAZINE BICYCLING MAGAZINE	91
PRINT MEDIA	210.33,4	READ THE MAGAZINE GUNS AND AMMO	91
PRINT MEDIA	211.05,4	READ THE MAGAZINE INC	90
PRINT MEDIA	216.73,4	READ THE MAGAZINE VANITY FAIR	90
PRINT MEDIA	212.29,4	READ THE MAGAZINE MOTOR TREND MAGAZINE	90
PRINT MEDIA	212.33,4	READ THE MAGAZINE MUSCLE AND FITNESS	90

**CPR Report by Category:
Print Media**

CATEGORY	CCP CODE	VARIABLE NAME	Score
PRINT MEDIA	214.29,4	READ THE MAGAZINE REDBOOK	90
PRINT MEDIA	214.17,4	READ THE MAGAZINE PREVENTION	90
PRINT MEDIA	283.11,5	READ TEENS PUBLICATIONS	89
PRINT MEDIA	283.31,5	READ BRIDAL PUBLICATIONS	89
PRINT MEDIA	124.69,4	READ THE MAGAZINE W MAGAZINE	89
PRINT MEDIA	210.21,4	READ THE MAGAZINE GOOD HOUSEKEEPING	89
PRINT MEDIA	216.01,4	READ THE MAGAZINE STAR	88
PRINT MEDIA	211.45,4	READ THE MAGAZINE MACWORLD	88
PRINT MEDIA	210.45,4	READ THE MAGAZINE HEALTH	88
PRINT MEDIA	212.37,4	READ THE MAGAZINE THE NATIONAL ENQUIRER	88
PRINT MEDIA	208.37,4	READ THE MAGAZINE DISCOVER	87
PRINT MEDIA	217.17,4	READ THE MAGAZINE WEIGHT WATCHERS	87
PRINT MEDIA	209.17,4	READ THE MAGAZINE FAMILY CIRCLE	87
PRINT MEDIA	214.25,4	READ THE MAGAZINE READERS DIGEST	87
PRINT MEDIA	208.69,4	READ THE MAGAZINE ELLE	85
PRINT MEDIA	208.77,4	READ THE MAGAZINE ENDLESS VACATION	85
PRINT MEDIA	260.01,4	READ THE MAGAZINE GAMEPRO	84
PRINT MEDIA	218.17,4	READ THE MAGAZINE SIERRA MAGAZINE	83
PRINT MEDIA	209.41,4	READ THE MAGAZINE FIRST FOR WOMEN	81
PRINT MEDIA	221.41,5	READ FISHING, HUNTING, AND OUTDOOR RECREATION PUBLICATIONS	81
PRINT MEDIA	283.41,5	READ MUSIC PUBLICATIONS	81
PRINT MEDIA	217.21,4	READ THE MAGAZINE WOMANS DAY	80
PRINT MEDIA	212.73,4	READ THE MAGAZINE THE NEW YORKER	80
PRINT MEDIA	206.57,4	READ THE MAGAZINE AUTOMOBILE	80
PRINT MEDIA	206.69,4	READ THE MAGAZINE BARRONS	80
PRINT MEDIA	208.09,4	READ THE MAGAZINE COUNTRY LIVING	79
PRINT MEDIA	208.05,4	READ THE MAGAZINE COUNTRY HOME	79
PRINT MEDIA	207.25,4	READ THE MAGAZINE BRIDES	79
PRINT MEDIA	217.25,4	READ THE MAGAZINE WOMANS WORLD	78
PRINT MEDIA	262.41,4	READ THE MAGAZINE HISPANIC BUSINESS	78
PRINT MEDIA	216.29,4	READ THE MAGAZINE TOWN AND COUNTRY	77
PRINT MEDIA	216.49,4	READ THE MAGAZINE TV GUIDE	77
PRINT MEDIA	262.37,4	READ THE MAGAZINE AARP	76
PRINT MEDIA	211.21,4	READ THE MAGAZINE LADIES HOME JOURNAL	75
PRINT MEDIA	210.69,4	READ THE MAGAZINE HOT ROD	74
PRINT MEDIA	212.01,4	READ THE MAGAZINE MIDWEST LIVING	73

CPR Report by Category:
Print Media

CATEGORY	CCP CODE	VARIABLE NAME	Score
PRINT MEDIA	218.05,4	READ THE MAGAZINE AMERICAN RIFLEMAN	73
PRINT MEDIA	207.05,4	READ THE MAGAZINE BLACK ENTERPRISE	71
PRINT MEDIA	215.41,4	READ THE MAGAZINE SOAP OPERA DIGEST	70
PRINT MEDIA	217.53,4	READ THE MAGAZINE YANKEE	69
PRINT MEDIA	212.41,4	READ THE MAGAZINE NATIONAL EXAMINER	68
PRINT MEDIA	206.45,4	READ THE MAGAZINE THE ATLANTIC MONTHLY	68
PRINT MEDIA	262.45,4	READ THE MAGAZINE HISPANIC MAGAZINE	67
PRINT MEDIA	213.05,4	READ THE MAGAZINE NORTH AMERICAN HUNTER	67
PRINT MEDIA	212.69,4	READ THE MAGAZINE NEW YORK MAGAZINE	67
PRINT MEDIA	276.58,4	READ THE MAGAZINE GLOBE	66
PRINT MEDIA	209.33,4	READ THE MAGAZINE FIELD AND STREAM	65
PRINT MEDIA	213.21,4	READ THE MAGAZINE OUTDOOR LIFE	65
PRINT MEDIA	208.61,4	READ THE MAGAZINE EBONY	64
PRINT MEDIA	209.13,4	READ THE MAGAZINE ESSENCE	64
PRINT MEDIA	210.77,4	READ THE MAGAZINE PETERSENS HUNTING	62
PRINT MEDIA	284.01,5	READ BLACK/AFRICAN-AMERICAN PUBLICATIONS	62
PRINT MEDIA	117.27,4	READ THE MAGAZINE COUNTRY WEEKLY	62
PRINT MEDIA	206.73,4	READ THE MAGAZINE BASSMASTER	61
PRINT MEDIA	215.45,4	READ THE MAGAZINE SOAP OPERA WEEKLY	60
PRINT MEDIA	214.65,4	READ THE MAGAZINE SATURDAY EVENING POST	60
PRINT MEDIA	207.41,4	READ THE MAGAZINE CAR CRAFT	60
PRINT MEDIA	212.57,4	READ THE MAGAZINE NATURAL HISTORY	59
PRINT MEDIA	206.13,4	READ THE MAGAZINE ARTHRITIS TODAY	59
PRINT MEDIA	213.01,4	READ THE MAGAZINE NORTH AMERICAN FISHERMAN	58
PRINT MEDIA	206.21,4	READ THE MAGAZINE THE AMERICAN LEGION	58
PRINT MEDIA	211.13,4	READ THE MAGAZINE JET	57
PRINT MEDIA	262.53,4	READ THE MAGAZINE LATINA STYLE	55
PRINT MEDIA	218.01,4	READ THE MAGAZINE VIBE	53
PRINT MEDIA	262.65,4	READ THE MAGAZINE URBAN LATINO	51

**CPR Report by Category:
Shopping**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
SHOPPING	115.14.4	PURCHASED BACKPACKING EQUIPMENT DURING LAST 12 MONTHS	225
SHOPPING	115.13.4	PURCHASED SKI BOOTS DURING LAST 12 MONTHS	199
SHOPPING	115.08.X	OWN RACQUETBALL RACQUET	187
SHOPPING	115.13.1	PURCHASED SOCCER EQUIPMENT DURING LAST 12 MONTHS	183
SHOPPING	115.12.0	PURCHASED TENNIS RACQUET DURING LAST 12 MONTHS	183
SHOPPING	115.11.1	OWN RACQUETBALL BALLS	180
SHOPPING	115.11.8	OWN SNOWBOARD	179
SHOPPING	115.13.6	PURCHASED PERSONAL WATERCRAFT (IE JETSKI) DURING LAST 12 MONTHS	179
SHOPPING	115.16.8	PURCHASED GOLF CLUBS DURING LAST 12 MONTHS	174
SHOPPING	115.15.3	PURCHASED AN AIRGUN DURING LAST 12 MONTHS	172
SHOPPING	112.54.1	SHOPPED AT KINKOS DURING LAST 3 MONTHS	171
SHOPPING	115.07.Y	PURCHASED GYM BAGS DURING LAST 12 MONTHS	170
SHOPPING	121.70.0	VISITED STRIP MALLS 6-7 TIMES DURING LAST 4 WEEKS	169
SHOPPING	115.09.1	OWN SOCCER EQUIPMENT	169
SHOPPING	115.14.X	PURCHASED GOLF BALLS DURING LAST 12 MONTHS	163
SHOPPING	115.12.Y	PURCHASED BASEBALL/SOFTBALL EQUIPMENT DURING LAST 12 MONTHS	163
SHOPPING	115.14.1	PURCHASED TREADMILL DURING LAST 12 MONTHS	161
SHOPPING	115.14.0	PURCHASED FOOTBALL(S) DURING LAST 12 MONTHS	160
SHOPPING	115.11.3	OWN TENNIS BALLS	158
SHOPPING	115.08.0	OWN TENNIS RACQUET	155
SHOPPING	115.09.4	OWN SKI BOOTS	155
SHOPPING	121.70.9	VISITED STRIP MALLS 8-9 TIMES DURING LAST 4 WEEKS	154
SHOPPING	115.13.8	PURCHASED BICYCLE DURING LAST 12 MONTHS	152
SHOPPING	112.56.1	SHOPPED AT ONLINE STORE DURING LAST 3 MONTHS	152
SHOPPING	115.15.1	PURCHASED RACQUETBALL BALLS DURING LAST 12 MONTHS	152
SHOPPING	115.10.Y	OWN GOLF GLOVES	149
SHOPPING	115.10.4	OWN BACKPACKING EQUIPMENT	149

**CPR Report by Category:
Shopping**

CATEGORY	CCP CODE	VARIABLE NAME	Score
SHOPPING	115.11.9	OWN GOLF CLUBS	149
SHOPPING	115.12.9	PURCHASED BOWLING BALL DURING LAST 12 MONTHS	148
SHOPPING	115.12.5	PURCHASED AIRGUN DURING LAST 12 MONTHS	148
SHOPPING	115.09.3	OWN SNOW SKIS	148
SHOPPING	115.07.X	OWN GYM BAGS	148
SHOPPING	115.10.X	OWN GOLF BALLS	147
SHOPPING	115.14.Y	PURCHASED GOLF GLOVES DURING LAST 12 MONTHS	146
SHOPPING	115.10.0	OWN FOOTBALL(S)	145
SHOPPING	121.70.8	VISITED STRIP MALLS 10 OR MORE TIMES DURING LAST 4 WEEKS	144
SHOPPING	115.11.2	OWN SKI POLES	143
SHOPPING	115.11.7	OWN SKATEBOARD	142
SHOPPING	115.14.8	PURCHASED BASKETBALL(S) DURING LAST 12 MONTHS	141
SHOPPING	121.70.X	VISITED STRIP MALLS 4-5 TIMES DURING LAST 4 WEEKS	140
SHOPPING	133.56.Y	PURCHASED HOME ELECTRONICS DURING LAST 4 WEEKS	139
SHOPPING	115.15.5	PURCHASED ANY SPORTING GOODS DURING LAST 12 MONTHS	138
SHOPPING	115.16.7	PURCHASED SNOWBOARD DURING LAST 12 MONTHS	137
SHOPPING	115.08.Y	OWN BASEBALL/SOFTBALL EQUIPMENT	137
SHOPPING	115.13.0	PURCHASED FREE WEIGHTS/DUMBELLS DURING LAST 12 MONTHS	137
SHOPPING	89.54.Y	PURCHASED COOLERS DURING LAST 12 MONTHS	135
SHOPPING	115.10.1	OWN TREADMILL	135
SHOPPING	123.71.4	SOMETIMES REFER ON THE INTERNET WHEN SHOPPING (EXCLUDING FOOD)	134
SHOPPING	115.14.5	PURCHASED CAMPING TENTS DURING LAST 12 MONTHS	134
SHOPPING	115.10.8	OWN BASKETBALL(S)	134
SHOPPING	115.14.7	PURCHASED OTHER CAMPING EQUIPMENT DURING LAST 12 MONTHS	133
SHOPPING	11.25.Y	ORDERED PRODUCT ONLINE DURING LAST 12 MONTHS	133
SHOPPING	123.69.8	SOMETIMES REFER ON THE INTERNET WHEN FOOD SHOPPING	133
SHOPPING	96.25.9	BOUGHT SPORTING GOODS DURING LAST 12 MONTHS	132
SHOPPING	115.10.5	OWN CAMPING TENTS	132
SHOPPING	121.70.5	VISITED STRIP MALLS DURING LAST 4 WEEKS	131
SHOPPING	115.09.8	OWN BICYCLE	131
SHOPPING	115.09.9	OWN HOME GYM EQUIPMENT	131
SHOPPING	115.12.X	PURCHASED RACQUETBALL RACQUET DURING LAST 12 MONTHS	130
SHOPPING	115.15.6	PURCHASED SKATEBOARD DURING LAST 12 MONTHS	129
SHOPPING	115.09.0	OWN FREE WEIGHTS/DUMBELLS	129
SHOPPING	115.09.6	OWN PERSONAL WATERCRAFT (IE JETSKI)	127
SHOPPING	115.10.3	OWN CROSS COUNTRY SKI EXERCISER	127

CPR Report by Category:
Shopping

CATEGORY	CCP CODE	VARIABLE NAME	Score
SHOPPING	171.13.4	USE CENTS-OFF COUPONS FROM INTERNET OR E-MAIL	125
SHOPPING	115.10.2	OWN STAIR CLIMBING MACHINE	124
SHOPPING	115.12.1	PURCHASED FISHING ROD DURING LAST 12 MONTHS	124
SHOPPING	115.10.7	OWN OTHER CAMPING EQUIPMENT	124
SHOPPING	115.14.3	PURCHASED CROSS COUNTRY SKI EXERCISER DURING LAST 12 MONTHS	123
SHOPPING	121.70.Y	VISITED STRIP MALLS 1-3 TIMES DURING LAST 4 WEEKS	123
SHOPPING	89.54.X	OWN COOLERS	120
SHOPPING	90.62.3	SHOPPED AT JO-ANN STORES DURING LAST 3 MONTHS	120
SHOPPING	115.10.6	OWN CAMPING LANTERNS	119
SHOPPING	136.50.2	SOMETIMES REFER TO COMPUTERIZED INFORMATION/COUPON CENTER WHEN FOOD	118
SHOPPING	115.08.9	OWN BOWLING BALL	118
SHOPPING	171.63.4	USE CENTS-OFF COUPONS FOR FAST FOOD/RESTAURANT	118
SHOPPING	96.25.8	BOUGHT MAJOR HOUSEHOLD APPLIANCES DURING LAST 12 MONTHS	117
SHOPPING	171.27.1	SPENT \$150 OR MORE ON AVERAGE PER WEEK ON GROCERY SHOPPING	117
SHOPPING	171.61.4	REDEEM CENTS-OFF COUPONS AT RESTAURANTS/FAST FOOD CHAINS	117
SHOPPING	171.27.3	SPENT \$101-\$124 ON AVERAGE PER WEEK ON GROCERY SHOPPING	116
SHOPPING	102.59.0	SHOPPED AT ANY HARDWARE STORE DURING LAST 3 MONTHS	116
SHOPPING	268.51.6	SOMETIMES REFER TO PROMOTION DISPLAYS WITHOUT PRODUCTS WHEN FOOD SH	116
SHOPPING	96.25.5	BOUGHT HOME ELECTRONICS DURING LAST 12 MONTHS	116
SHOPPING	115.13.3	PURCHASED SNOW SKIS DURING LAST 12 MONTHS	115
SHOPPING	115.13.Y	PURCHASED STATIONARY BICYCLES DURING LAST 12 MONTHS	115
SHOPPING	171.41.8	USE CENTS-OFF COUPONS HANDED OUT IN OR NEAR STORE	115
SHOPPING	268.52.X	SOMETIMES REFER TO PROMOTIONS WITHOUT PRODUCTS WHEN SHOPPING (EXCLU	114
SHOPPING	115.13.9	PURCHASED HOME GYM EQUIPMENT DURING LAST 12 MONTHS	114
SHOPPING	115.12.2	PURCHASED FISHING REEL DURING LAST 12 MONTHS	114
SHOPPING	115.08.5	OWN AIRGUN	114
SHOPPING	171.63.1	USE CENTS-OFF COUPONS FOR BEAUTY/GROOMING PRODUCTS	114
SHOPPING	121.70.4	VISITED A SHOPPING MALL 1-3 TIMES DURING LAST 4 WEEKS	113
SHOPPING	115.11.0	SHOPPED AT 7-ELEVEN CONVENIENCE STORE DURING LAST 4 WEEKS	112
SHOPPING	136.53.2	SOMETIMES REFER TO IN-STORE SAMPLES WHEN FOOD SHOPPING	112
SHOPPING	115.14.6	PURCHASED CAMPING LANTERNS DURING LAST 12 MONTHS	112
SHOPPING	268.51.9	SOMETIMES REFER TO PROMOTION OR DISPLAY AT END OF AISLE WHEN FOOD SHO	112
SHOPPING	136.54.2	SOMETIMES REFER TO VIDEO MONITOR DISPLAYS WHEN FOOD SHOPPING	111
SHOPPING	268.51.3	SOMETIMES REFER TO FREE STANDING DISPLAYS WITH PRODUCT WHEN FOOD SHO	111
SHOPPING	171.41.6	USE CENTS-OFF COUPONS IN OR ON PACKAGES	111
SHOPPING	136.46.2	SOMETIMES REFER TO OVERHEAD AISLE MARKERS WHEN FOOD SHOPPING	111

**CPR Report by Category:
Shopping**

CATEGORY	CCP CODE	VARIABLE NAME	Score
SHOPPING	121.68.Y	VISITED A SHOPPING MALL 4-5 TIMES DURING LAST 4 WEEKS	111
SHOPPING	171.63.5	USE CENTS-OFF COUPONS FOR FOOD/GROCERY PRODUCTS	111
SHOPPING	136.67.2	SOMETIMES REFER TO LIGHTED MERCHANDISE GRAPHICS WHEN SHOPPING (EXCLU	111
SHOPPING	96.25.1	BOUGHT AUTOMOBILE DURING LAST 12 MONTHS	111
SHOPPING	171.27.2	SPENT \$125-\$149 ON AVERAGE PER WEEK ON GROCERY SHOPPING	111
SHOPPING	121.68.6	VISITED A SHOPPING MALL DURING LAST 4 WEEKS	110
SHOPPING	268.52.5	SOMETIMES REFER TO FREE STANDING DISPLAYS WITH PRODUCT WHEN SHOPPING	110
SHOPPING	136.47.2	SOMETIMES REFER TO MESSAGE/OFFERS AT THE SHELF WHEN FOOD SHOPPING	110
SHOPPING	136.65.2	SOMETIMES REFER TO RADIO/PUBLIC ADD ANOUNCEMENT IN STORE WHEN SHOPPIN	110
SHOPPING	268.53.2	SOMETIMES REFER TO PROMOTION OR DISPLAY AT END OF AISLE WHEN SHOPPING	110
SHOPPING	136.66.2	SOMETIMES REFER TO VIDEO MONITOR DISPLAYS WHEN SHOPPING (EXCLUDING FO	110
SHOPPING	171.60.1	USED AN ON-SHELF COUPON MACHINE	110
SHOPPING	136.64.2	SOMETIMES REFER STORE BROCHURES/FLYERS WHEN SHOPPING (EXCLUDING FOO	109
SHOPPING	171.61.3	REDEEM CENTS-OFF COUPONS AT SUPERMARKET/GROCERY/CONVENIENCE STORES	109
SHOPPING	136.52.2	SOMETIMES REFER TO IN-STORE DEMONSTRATIONS WHEN FOOD SHOPPING	108
SHOPPING	171.63.6	USE CENTS-OFF COUPONS FOR HOUSEHOLD CLEANING PRODUCTS	108
SHOPPING	136.61.2	SOMETIMES REFER TO DEPARTMENTAL SIGNS OR AISLE MARKERS IN STORE WHEN :	108
SHOPPING	115.14.2	PURCHASED STAIR CLIMBING MACHINE DURING LAST 12 MONTHS	108
SHOPPING	171.41.1	USE CENTS-OFF COUPONS FROM COLOR LEAFLETS RECEIVED BY MAIL	108
SHOPPING	165.41.4	PURCHASED AUTOMOTIVE FROM A CATALOG DURING LAST 12 MONTHS	108
SHOPPING	136.62.2	SOMETIMES REFER SIGNS ON MERCHANDISE RACK/SHELVES WHEN SHOPPING (EXC	108
SHOPPING	171.63.2	USE CENTS-OFF COUPONS FOR BEVERAGES	108
SHOPPING	115.08.1	OWN FISHING ROD	108
SHOPPING	102.42.1	SHOPPED AT A CONVENIENCE STORE 1-3 TIMES LAST 4 WEEKS	107
SHOPPING	136.48.7	SOMETIMES REFER TO ADVERTISING ON THE FLOOR WHEN SHOPPING (EXCLUDING I	107
SHOPPING	171.41.2	USE CENTS-OFF COUPONS FROM OTHER ITEMS RECEIVED BY MAIL	106
SHOPPING	171.63.8	USE CENTS-OFF COUPONS FOR PET FOODS	106
SHOPPING	171.63.3	USE CENTS-OFF COUPONS FOR DRUG PRODUCTS	106
SHOPPING	171.63.7	USE CENTS-OFF COUPONS FOR PAPER GOODS	106
SHOPPING	268.52.8	SOMETIMES REFER TO IN-STORE DEMONSTRATIONS WHEN SHOPPING (EXCLUDING I	105
SHOPPING	136.48.4	SOMETIMES REFER TO ADVERTISING ON THE FLOOR WHEN FOOD SHOPPING	105
SHOPPING	115.11.5	OWN ANY SPORTING GOODS	105
SHOPPING	165.34.6	PURCHASED MENS APPAREL FROM A CATALOG DURING LAST 12 MONTHS	104
SHOPPING	115.08.2	OWN FISHING REEL	104
SHOPPING	171.40.1	USE CENTS-OFF COUPONS	104
SHOPPING	171.27.5	SPENT \$71-80 ON AVERAGE PER WEEK ON GROCERY SHOPPING	103

CPR Report by Category:
Shopping

CATEGORY	CCP CODE	VARIABLE NAME	Score
SHOPPING	102.15.Y	SHOPPED AT A CONVENIENCE STORE 4-9 TIMES LAST 4 WEEKS	103
SHOPPING	171.41.4	USE CENTS-OFF COUPONS FROM OTHER NEWSPAPER INSERTS/ADVERTISEMENTS	103
SHOPPING	114.16.9	PURCHASED GENERAL MERCHANDISE FROM A CATALOG DURING LAST 12 MONTHS	102
SHOPPING	115.15.2	PURCHASED SKI POLESN DURING LAST 12 MONTHS	102
SHOPPING	115.09.Y	OWN STATIONARY BICYCLE	102
SHOPPING	171.41.5	USE CENTS-OFF COUPONS FROM MAGAZINES	102
SHOPPING	136.51.2	SOMETIMES REFER TO RADIO/PUBLIC ADDRESS ANNOUNCEMENTS WHEN FOOD SHC	102
SHOPPING	171.41.3	USE CENTS-OFF COUPONS FROM COLOR LEAFLETS INSERTED IN NEWSPAPER	101
SHOPPING	205.35.X	PRIMARY SHOPPERS GENDER: MALE	100
SHOPPING	102.15.0	SHOPPED AT ANY CONVENIENCE STORE DURING LAST 4 WEEKS	99
SHOPPING	165.35.6	PURCHASED WOMENS APPAREL FROM A CATALOG DURING LAST 12 MONTHS	99
SHOPPING	123.69.5	SOMETIMES REFER TO ANNOUNCEMENTS IN STORE WHEN FOOD SHOPPING	99
SHOPPING	115.14.9	PURCHASED FACTORY LOADED AMMUNITION DURING LAST 12 MONTHS	98
SHOPPING	136.63.2	SOMETIMES REFER TO ADVERTISING ON SHOPPING CART WHEN SHOPPING (EXCLUD	98
SHOPPING	114.16.6	PURCHASED FOOTWEAR/SHOES FROM A CATALOG DURING LAST 12 MONTHS	98
SHOPPING	171.61.2	REDEEM CENTS-OFF COUPONS AT DRUG STORES	98
SHOPPING	136.48.2	SOMETIMES REFER TO ADVERTISING ON SHOPPING CART WHEN FOOD SHOPPING	97
SHOPPING	114.18.3	ORDERED PRODUCT VIA MAIL/PHONE ORDER DURING LAST 12 MONTHS	96
SHOPPING	171.27.6	SPENT \$61-70 ON AVERAGE PER WEEK ON GROCERY SHOPPING	96
SHOPPING	171.61.1	USE CENTS-OFF COUPONS FOR DISCOUNT STORES	95
SHOPPING	115.09.X	OWN ROWING MACHINE	95
SHOPPING	171.27.4	SPENT \$81-\$100 ON AVERAGE PER WEEK ON GROCERY SHOPPING	94
SHOPPING	121.68.X	VISITED A SHOPPING MALL 6-7 TIMES DURING LAST 4 WEEKS	94
SHOPPING	121.68.9	VISITED A SHOPPING MALL 10 OR MORE TIMES DURING LAST 4 WEEKS	94
SHOPPING	102.15.X	SHOPPED AT A CONVENIENCE STORE 10 OR MORE TIMES LAST 4 WEEKS	93
SHOPPING	115.10.9	OWN FACTORY LOADED AMMUNITION	92
SHOPPING	115.09.2	OWN HUNTING CLOTHES	91
SHOPPING	165.41.0	PURCHASED HOME LINENS FROM A CATALOG DURING LAST 12 MONTHS	90
SHOPPING	165.33.4	PURCHASED ACCESSORIES FROM A CATALOG DURING LAST 12 MONTHS	89
SHOPPING	115.12.4	PURCHASED SHOTGUN FOR HUNTINGN DURING LAST 12 MONTHS	85
SHOPPING	115.08.4	OWN SHOTGUN FOR HUNTING	84
SHOPPING	171.27.7	SPENT \$51-\$60 ON AVERAGE PER WEEK ON GROCERY SHOPPING	84
SHOPPING	115.08.3	OWN RIFLE FOR HUNTING	81
SHOPPING	115.13.2	PURCHASED HUNTING CLOTHES DURING LAST 12 MONTHS	80
SHOPPING	121.68.0	VISITED A SHOPPING MALL 8-9 TIMES DURING LAST 4 WEEKS	77
SHOPPING	171.27.8	SPENT \$41-50 ON AVERAGE PER WEEK ON GROCERY SHOPPING	69

CPR Report by Category:
Shopping

CATEGORY	CCP CODE	VARIABLE NAME	Score
SHOPPING	115.13.X	PURCHASED ROWING MACHINE DURING LAST 12 MONTHS	69
SHOPPING	115.12.3	PURCHASED RIFLE FOR HUNTING DURING LAST 12 MONTHS	69
SHOPPING	171.63.9	USE CENTS-OFF COUPONS FOR TOBACCO PRODUCTS	59
SHOPPING	171.27.9	SPENT \$31-40 ON AVERAGE PER WEEK ON GROCERY SHOPPING	58
SHOPPING	171.27.0	SPENT \$30 OR LESS ON AVERAGE PER WEEK ON GROCERY SHOPPING	57
SHOPPING	171.61.5	REDEEM CENTS-OFF COUPONS AT NEWSSTANDS/TOBACCO STANDS	52

**CPR Report by Category:
Spanish-Language Media - Topline**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

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

CATEGORY	CCP CODE	VARIABLE NAME	Score
SPANISH LANGUAGE MEDIA - TOPLINE	231.79.1	LISTEN TO SPANISH ON RADIO MON-SUN TOTAL (24 HRS)	75

**CPR Report by Category:
Telecom**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
TELECOM	268.56.3	USE BLUETOOTH AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	164
TELECOM	126.20.9	USE VIDEO TELEPHONE	160
TELECOM	268.56.6	USE MP3/DIGITAL MUSIC PLAYER AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PH	156
TELECOM	126.51.1	CELL/WIRELESS PHONE BILL LAST MONTH WAS \$250 OR MORE	145
TELECOM	268.55.0	USE NATIONWIDE COVERAGE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHON	144
TELECOM	126.45.1	CELL/WIRELESS PHONE USED FOR BUSINESS	144
TELECOM	122.79.5	76%-100% OF CELL/WIRELESS PHONE USAGE FOR BUSINESS	142
TELECOM	268.55.X	USE SMS TEXT MESSAGING AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	141
TELECOM	268.55.8	USE CAMCORDER PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	138
TELECOM	268.55.6	USE CAMERA/PICTURE PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHOI	133
TELECOM	268.56.4	USE CAMCORDER PHONE AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	125
TELECOM	122.71.3	CURRENT CELL/WIRELESS PHONE PLAN IS AN ANNUAL OR MULTI-YEAR CONTRACT	123
TELECOM	268.56.7	USE WALKIE-TALKIE/PUSH-TO-TALK AS AN ADDITIONAL SERVICE ON CELL/WIRELESS	123
TELECOM	201.63.0	USE PAGERS-BEEPERS	123
TELECOM	268.55.Y	USE THREE WAY CALLING AS AN ADDITIONAL SERVICE ON CELL/WIRELESS PHONE	121
TELECOM	122.80.5	USE A FAMILY PLAN FOR CELL/WIRELESS PHONE	119
TELECOM	126.42.1	OWN A CELL/WIRELESS PHONE	110
TELECOM	126.45.2	CELL/WIRELESS PHONE USED FOR PERSONAL USE	108
TELECOM	181.31.0	USED LOCAL TELEPHONE (FOR BUSINESS/PERSONAL) DURING LAST 30 DAYS	101
TELECOM	126.51.6	CELL/WIRELESS PHONE BILL LAST MONTH WAS LESS THAN \$50	100
TELECOM	122.80.4	USE AN INDIVIDUAL PLAN FOR CELL/WIRELESS PHONE	100
TELECOM	95.73.Y	DO NOT USE CELL/WIRELESS PHONE FOR BUSINESS	99
TELECOM	99.17.1	USE CREDIT/PRE-PAID CALL CARDS	93
TELECOM	126.55.1	MADE A 900 PHONE CALL DURING THE LAST 6 MONTHS	92
TELECOM	122.80.3	CURRENT CELL/WIRELESS PHONE PLAN IS A NO CONTRACT PLAN (NOT A PREPAID PI	83
TELECOM	122.80.2	CURRENT CELL/WIRELESS PHONE PLAN IS A PREPAID PLAN	82
TELECOM	103.32.0	MADE COLLECT CALLS OUTSIDE THE US DURING LAST 3 MONTHS	70

CPR Report by Category:
Telecom

CATEGORY	CCP CODE	VARIABLE NAME	Score
TELECOM	103.26.0	MADE COLLECT CALLS WITHIN THE US DURING LAST 3 MONTHS	57

**CPR Report by Category:
Tobacco**



Village of Plainfield, IL (15 Minute Trade Area)

2/24/2010

Mosaic/Simmons Profiles Data Source: Experian, Experian Simmons

CATEGORY	CCP CODE	VARIABLE NAME	Score
TOBACCO	87.60.3	USED GRADUAL REDUCTION METHOD TO QUIT SMOKING DURING LAST 12 MONTHS	98
TOBACCO	87.60.9	USED GUM TO QUIT SMOKING DURING LAST 12 MONTHS	91
TOBACCO	87.60.8	USED OTHER METHOD TO QUIT SMOKING DURING LAST 12 MONTHS	87
TOBACCO	183.31.2	SMOKE SOLE BRAND CIGARETTES	84
TOBACCO	87.60.2	USED COLD TURKEY METHOD TO QUIT SMOKING DURING LAST 12 MONTHS	84
TOBACCO	185.59.1	USE CHEWING TOBACCO (ANY)	82
TOBACCO	189.24.X	USED SOLE METHOD USER TO QUIT SMOKING DURING LAST 12 MONTHS	81
TOBACCO	87.59.1	TRIED TO QUIT SMOKING DURING LAST 12 MONTHS	81
TOBACCO	87.56.1	USE TOBACCO PRODUCTS	80
TOBACCO	265.63.6	SMOKE ANY BRAND OF CIGARETTES	77
TOBACCO	87.60.7	USED A QUIT SMOKING PROGRAM TO QUIT SMOKING DURING LAST 12 MONTHS	76
TOBACCO	87.08.1	SMOKE CIGARETTES	75
TOBACCO	87.60.6	USED NICOTINE PATCH TO QUIT SMOKING DURING LAST 12 MONTHS	70
TOBACCO	87.60.1	USED ACUPUNCTURE TO QUIT SMOKING DURING LAST 12 MONTHS	67
TOBACCO	87.57.6	USE PIPE TOBACCO	62
TOBACCO	87.60.4	USED A HYPNOSIS PROGRAM TO QUIT SMOKING DURING LAST 12 MONTHS	61
TOBACCO	265.54.8	SMOKE OTHER BRAND NAME CIGARETTES	54
TOBACCO	183.31.3	SMOKE PRIMARY BRAND CIGARETTES	53
TOBACCO	265.62.0	SMOKE ANY GENERIC/STORE BRAND CIGARETTES	49
TOBACCO	87.57.7	USE ROLL-YOUR-OWN TOBACCO	39
TOBACCO	265.54.7	SMOKE OTHER GENERIC/STORE/NO NAME BRAND CIGARETTES	38