

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1				
3	Total Adults 18+			
4		Index	100	100
5	Most recent car rental for business use was from Hertz on Demand		*	*
6		Index	100	286
7	Young singles: adults age 18-24, single			
8		Index	100	274
9	Most recent car rental for personal use was through Hertz on Demand		*	*
10		Index	100	252
11	Used instant messaging/IM through online gaming service site - past month			
12		Index	100	242
13	Personally played streamed/downloaded TV show/TV content through video game player - past month			
14		Index	100	241
15	Accessed social networking site thorough online gaming service site - past month			
16		Index	100	240
17	Personally listened to music through online gaming service site - past month			
18		Index	100	238
19	Young couples: adults age 30-39, no children 17 or under living at home			
20		Index	100	236
21	Personally played streamed/downloaded movie through video game player - past month			
22		Index	100	235
23	Participated in audio or video chat through online gaming service site - past year			
24		Index	100	232
25	Currently attending college or university			
26		Index	100	229
27	Personally played streamed/downloaded video games - past month			
28		Index	100	227
29	Personally played streamed/downloaded game demos/movie trailers through video game player - past month			
30		Index	100	225
31	Find out about new video games through radio			
32		Index	100	225
33	Bought maternity clothes - past year			
34		Index	100	220
35	Most recent car rental for personal use was through Zipcar			*
36		Index	100	211
37	Listen to Urban Contemporary radio format (subset of Urban)			
38		Index	100	208
39	Find out about new video games on Internet/online			
40		Index	100	208
41	Marital status: single, never married			
42		Index	100	208
43	Personally played MMO (Massive multi-player online game) - past month			
44		Index	100	207
45	Participated in snowboarding - past year			
46		Index	100	207
47	Listened to or purchased rap music recordings/other audio - past 6 months			
48		Index	100	207
49	Find out about new video games on TV			
50		Index	100	207
51	Personally played multiplayer game online using a video game system - past month			
52		Index	100	204
53	Find out about new video games through friends			
54		Index	100	204
55	Find out about new video games in magazines			
56		Index	100	204
57	Watched a full-length movie on mobile/cell/smartphone - past month			
58		Index	100	202
59	Household spent \$100 or more on baby furniture/equipment - past 6 months			
60		Index	100	201
61	Marital status: engaged to be married			
62		Index	100	200
63	Find out about new video games in newspapers			
64		Index	100	200
65	Watched video (other than streamed or live TV or movie) on mobile/cell/smartphone - past month			
66		Index	100	198

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			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1				
67	Played video/electronic games on console - past year			
68		Index	100	197
69	I have a great deal of knowledge/experience in video games			
70		Index	100	197
71	Participated in skateboarding - past year			
72		Index	100	197
73	Listen to Rhythmic radio format			
74		Index	100	196
75	Bought any condoms - past 6 months			
76		Index	100	195
77	Household bought any baby furniture/equipment - past 6 months			
78		Index	100	193
79	Attended Mixed Martial Arts (MMA) events - past year			
80		Index	100	193
81	Bought weight lifting/training shoes - past year			
82		Index	100	193
83	Listened to or purchased hip-hop music recordings/other audio - past 6 months			
84		Index	100	192
85	Watched live TV on mobile/cell/smartphone - past month			
86		Index	100	191
87	Watched a downloaded or streamed TV program on mobile/cell/smartphone - past month			
88		Index	100	190
89	Find out about new video games through family			
90		Index	100	189
91	Shopped Foot Action - past 3 months			
92		Index	100	188
93	Watched a video clip on mobile/cell/smartphone - past month			
94		Index	100	188
95	Listened to or purchased indie music recordings/other audio - past 6 months			
96		Index	100	186
97	Participated in Motocross -past year			
98		Index	100	186
99	Acquired personal loan for education (student loan) - past year			
100		Index	100	185
101	Visited Six Flags Magic Mountain (California) - past year			
102		Index	100	185
103	Purchase video games or video game systems through game console			
104		Index	100	185
105	Have/had acne - past year			
106		Index	100	184
107	My family/friends often ask for and trust my advice on video games			
108		Index	100	183
109	Participated in rock climbing - past year			
110		Index	100	183
111	Personally used education app on mobile/cell phone - past month			
112		Index	100	183
113	Played portable video/electronic games - past year			
114		Index	100	182
115	My mode of transportation on a typical weekend is driving in a carpool			
116		Index	100	181
117	Participated in soccer - past year			
118		Index	100	181
119	Used organic baby foods - past 6 months			
120		Index	100	180
121	Household spent less than \$100 on baby furniture/equipment - past 6 months			
122		Index	100	180
123	Obtained childcare or parenting information on Internet/online - past month			
124		Index	100	180
125	Bought any clothing for child 1-2 years old - past 6 months			
126		Index	100	179
127	Personally used photography/camera app on mobile/cell phone - past month			
128		Index	100	179
129	Personally played multiplayer game online using a computer - past month			
130		Index	100	179

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	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
131	Downloaded a video game on Internet/online - past month			
132		Index	100	178
133	Shopped H&M - past 3 months			
134		Index	100	178
135	Uploaded or added video to a website on Internet/online - past month			
136		Index	100	178
137	Household does not own a television			
138		Index	100	178
139	Most recently acquired vehicle was leased for 60 months or longer			
140		Index	100	178
141	Listen to CHR/Top 40 radio format			
142		Index	100	177
143	Visited tanning salon - past 6 months			
144		Index	100	176
145	Marital status: Living with partner/fiancé/boyfriend or girlfriend (same or opposite sex)			
146		Index	100	176
147	Purchase video games or video game systems at GameFly			
148		Index	100	176
149	Purchase music/other audio at Google Play			
150		Index	100	175
151	Personally used music app on mobile/cell phone - past month			
152		Index	100	175
153	Watched a movie on Internet/online - past month			
154		Index	100	175
155	Have/had ADD/ADHD - past year			
156		Index	100	174
157	Participated in kick boxing - past year			
158		Index	100	174
159	Personally used social networking app on mobile/cell phone - past month			
160		Index	100	173
161	Had professional laser hair removal treatments - past 6 months			
162		Index	100	173
163	Ordered from Sephora.com - past year			
164		Index	100	173
165	Visited Adventure Island (Florida) - past year			
166		Index	100	173
167	5 or more children under age 18 currently living at home			
168		Index	100	173
169	Shopped Finish Line - past 3 months			
170		Index	100	172
171	Personally/jointly have personal loan for education (student loan)			
172		Index	100	172
173	My mode of transportation on a typical weekend is riding the subway/Metro			
174		Index	100	172
175	Patronized Dave & Buster's - past 6 months			
176		Index	100	171
177	Kind of fine jewelry purchased in past year: Engagement ring			
178		Index	100	171
179	Auto/vehicle covered by Esurance insurance policy			
180		Index	100	171
181	Ordered from Bluefly.com - past year			*
182		Index	100	171
183	Bought a football - past year			
184		Index	100	170
185	Shopped Champs Sports - past 3 months			
186		Index	100	170
187	Downloaded music on Internet/online - past month			
188		Index	100	170
189	Took a domestic honeymoon trip - past year			
190		Index	100	170
191	Bought any clothing for baby under 1 year - past 6 months			
192		Index	100	170
193	Bought weight lifting equipment - past year			
194		Index	100	170

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1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
195 196	Downloaded a movie on Internet/online - past month	Index	100	169
197 198	Shopped PacSun - past 3 months	Index	100	169
199 200	Visited Six Flags Discovery Kingdom (California) - past year	Index	100	169
201 202	Bought basketball shoes - past year	Index	100	169
203 204	I have a great deal of knowledge/experience in products for babies or children	Index	100	168
205 206	Visited pediatrician (with child) - past year	Index	100	168
207 208	Patronized Chuck E Cheese - past 6 months	Index	100	168
209 210	Read comic books as leisure activity - past year	Index	100	168
211 212	Downloaded a song on mobile/cell/smartphone - past month	Index	100	168
213 214	My mode of transportation on a typical weekend is taking a taxi/cab	Index	100	168
215 216	Listened to a podcast on mobile/cell/smartphone - past month	Index	100	168
217 218	Ever listen to any Internet radio	Index	100	168
219 220	Shopped Express - past 3 months	Index	100	167
221 222	Patronized Wing-Stop - past 6 months	Index	100	167
223 224	Participated in basketball - past year	Index	100	167
225 226	Personally used games app on mobile/cell phone - past month	Index	100	167
227 228	Personally used banking/finance app on mobile/cell phone - past month	Index	100	167
229 230	Wrote an online blog - past month	Index	100	167
231 232	Stayed at W Hotel - past year	Index	100	166
233 234	Played billiards/pool as leisure activity - past year	Index	100	166
235 236	Spent \$26-\$50 on children's shoes - past 6 months	Index	100	166
237 238	Bought liquor at convenience store - past 6 months	Index	100	166
239 240	Visited a website for entertainment information on mobile/cell/smartphone - past month	Index	100	165
241 242	Visited Dorney Park & Wild Water Kingdom (Pennsylvania) - past year	Index	100	165
243 244	Social Networking is important to me to gain access to VIP or Members-Only events.	Index	100	165
245 246	Personally used health/fitness app on mobile/cell phone - past month	Index	100	165
247 248	Participated in football - past year	Index	100	165
249 250	Most recently acquired vehicle was leased for 48 months	Index	100	165
251 252	Listened to or purchased R&B music recordings/other audio - past 6 months	Index	100	165
253 254	Read any magazine on a magazine app showing digital magazine - past 6 months	Index	100	164
255 256	Participated in roller skating - past year	Index	100	164
257 258	Participated in Fantasy Sports League - past year	Index	100	164

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	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
259 260	Household bought humidifier - past year	Index	100	164
261 262	Shopped Forever 21 - past 3 months	Index	100	164
263 264	Spent \$51-\$99 on children's shoes - past 6 months	Index	100	164
265 266	Used text messaging to respond to an advertisement on mobile/cell/smartphone - past month	Index	100	164
267 268	Bought electric trains - past year	Index	100	164
269 270	Smoked cigars - past 6 months	Index	100	164
271 272	Participated in martial arts - past year	Index	100	163
273 274	My mode of transportation on a typical weekend is taking a train (railroad)	Index	100	163
275 276	Consumed liquor at a bar/club - past month	Index	100	163
277 278	Means of travel on any domestic trip - past year: Scheduled bus	Index	100	163
279 280	Listened to or purchased alternative music recordings/other audio - past 6 months	Index	100	163
281 282	Ordered from OldNavy.com - past year	Index	100	163
283 284	I have a great deal of knowledge/experience in new technology	Index	100	163
285 286	Visited Sea World California - past year	Index	100	163
287 288	Consulted radio for advice on sightseeing/activities - past year	Index	100	163
289 290	4 children under age 18 currently living at home	Index	100	163
291 292	Collect comic books as a hobby	Index	100	163
293 294	Personally used education app on a tablet or e-reader - past month	Index	100	163
295 296	Downloaded a game on mobile/cell/smartphone - past month	Index	100	163
297 298	Personally used sports app on mobile/cell phone - past month	Index	100	163
299 300	Looked for employment on Internet/online - past month	Index	100	162
301 302	Participated in hockey - past year	Index	100	162
303 304	Flew Virgin America on any domestic trip	Index	100	162
305 306	Purchase video games or video game systems at GameStop	Index	100	162
307 308	Personally used shopping/retail app on mobile/cell phone - past month	Index	100	162
309 310	Most recent car rental for business use was from Zipcar	Index	100	162
311 312	Shopped RAC Rent-A-Center - past year	Index	100	162
313 314	Paid any bills using mobile device - past year	Index	100	161
315 316	Downloaded podcasts/podcasting on Internet/online - past month	Index	100	161
317 318	Watched a TV program on Internet/online - past month	Index	100	161
319 320	Other household member, not self, is the parent of child(ren) under age 18 living in household	Index	100	161
321 322	I have a great deal of knowledge/experience in mobile/cellphones	Index	100	161

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	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
323	Participated in Karaoke as leisure activity - past year			
324		Index	100	161
325	Never vote in statewide elections			
326		Index	100	161
327	Listened to or purchased Reggae music recordings/other audio - past 6 months			
328		Index	100	161
329	Visited Cedar Point (Ohio) - past year			
330		Index	100	161
331	Participated in surfing/windsurfing - past year			
332		Index	100	161
333	Attended World Cup Soccer - past year			
334		Index	100	161
335	Participated in softball - past year			
336		Index	100	161
337	Watch video (other than TV show or movie) on Internet/online - past month			
338		Index	100	160
339	Bought soccer shoes - past year			
340		Index	100	160
341	Purchase video games or video game systems at gaming store (excluding GameFly or GameStop)			
342		Index	100	160
343	Used text messaging to vote in a contest or make a choice on mobile/cell/smartphone - past month			
344		Index	100	160
345	My family/friends often ask for and trust my advice on mobile/cellphones			
346		Index	100	160
347	Visited online blogs - past month			
348		Index	100	160
349	Purchase video games or video game systems on Internet/online			
350		Index	100	160
351	My mode of transportation on a typical weekday is driving in a carpool			
352		Index	100	160
353	Participated in marathon/triathlon (training and events) - past year			
354		Index	100	159
355	Spent \$25 or less on children's shoes - past 6 months			
356		Index	100	159
357	Downloaded a TV program on Internet/online - past month			
358		Index	100	159
359	Ever visited a social networking site other than Facebook on a tablet or e-reader			
360		Index	100	159
361	Participated in racquetball - past year			
362		Index	100	159
363	Had professional makeup application/makeover - past 6 months			
364		Index	100	159
365	Visited a website for financial information on mobile/cell/smartphone - past month			
366		Index	100	159
367	Purchased a product on mobile/cellular/smartphone - past month			
368		Index	100	158
369	Listened to Internet-only radio or other online music or audio services (e.g., Pandora, Rhapsody, Spotify, etc.) on Internet/online - past month			
370		Index	100	158
371	Visited or used a social networking site on mobile/cell/smartphone - past month			
372		Index	100	158
373	Visited Six Flags Great America (Illinois) - past year			
374		Index	100	158
375	Listen to Urban radio formats (any genre)			
376		Index	100	158
377	Personally used movies app on a tablet or e-reader - past month			
378		Index	100	158
379	3 children under age 18 currently living at home			
380		Index	100	158
381	Used cigarette rolling papers - past 6 months			
382		Index	100	158
383	Participated in roller-blading/in-line skating - past year			
384		Index	100	158
385	Listened to or purchased soundtrack recordings/other audio - past 6 months			
386		Index	100	158

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	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
387	Rented or purchased horror movies/other video - past month			
388		Index	100	158
389	Participated in jogging/running - past year			
390		Index	100	158
391	Bought any clothing for child 3-5 years old - past 6 months			
392		Index	100	157
393	Visited Six Flags New England (Massachusetts) - past year			
394		Index	100	157
395	Patronized Cold Stone Creamery - past 6 months			
396		Index	100	157
397	Listened to music on mobile/cell/smartphone - past month			
398		Index	100	157
399	Bought large/baby dolls - past year			
400		Index	100	157
401	Ordered from BananaRepublic.com - past year			
402		Index	100	157
403	Bought baseball glove - past year			
404		Index	100	157
405	Shopped Foot Locker - past 3 months			
406		Index	100	157
407	Patronized Qdoba Mexican Grill - past 6 months			
408		Index	100	157
409	Other adult made decision on any theme park visit			
410		Index	100	157
411	Personally used books app on mobile/cell phone - past month			
412		Index	100	156
413	Used "cold turkey" smoking cessation method - past year			
414		Index	100	156
415	Ever watched a TV show on a tablet or e-reader			
416		Index	100	156
417	Personally used TV/Cable app on a tablet or e-reader - past month			
418		Index	100	156
419	Took an online/Internet class or course - past month			
420		Index	100	156
421	Never vote in national elections			
422		Index	100	156
423	Never vote in local elections			
424		Index	100	156
425	Listened to or purchased pop/top 40 music recordings/other audio - past 6 months			
426		Index	100	156
427	Read electronic version of any magazine (digital reproduction or magazine app) - past 6 months			
428		Index	100	156
429	Member of Planet Fitness			
430		Index	100	156
431	Purchase video games or video game systems at video store			
432		Index	100	156
433	Listened to tennis on radio - past year			
434		Index	100	155
435	Participated in on-line dating on Internet/online - past month			
436		Index	100	155
437	Personally used any app on mobile/cell phone - past month			
438		Index	100	155
439	Bought sound games - past year			
440		Index	100	155
441	Drank any malt liquor - past 6 months			
442		Index	100	155
443	Drank any malt liquor - past 6 months			
444		Index	100	155
445	Attended MLS Soccer games - past year			
446		Index	100	155
447	Patronized Buffalo Wild Wings - past 6 months			
448		Index	100	155
449	Used an application or "app" on mobile/cell/smartphone - past year			
450		Index	100	155

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	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
451	Played chess as leisure activity - past year			
452		Index	100	154
453	Ever watched a movie on a tablet or e-reader			
454		Index	100	154
455	My family/friends often ask for and trust my advice on products for babies or children			
456		Index	100	154
457	Household Composition: One adult, children under 18			
458		Index	100	154
459	Bought swing set - past year			
460		Index	100	154
461	Participated in volleyball - past year			
462		Index	100	154
463	Participated in bowling - past year			
464		Index	100	154
465	Visited Six Flags Great Adventure (New Jersey) - past year			
466		Index	100	154
467	Visited Disney's California Adventure - past year			
468		Index	100	154
469	Bought children's vitamins/nutritional supplements - past 6 months			
470		Index	100	154
471	Bought tricycle - past year			
472		Index	100	154
473	Participated in Frisbee - past year			
474		Index	100	153
475	Shopped RAC Rent-A-Center - past year			
476		Index	100	153
477	Bought juice drinks at convenience store - past month			
478		Index	100	153
479	I have a great deal of knowledge/experience on the Internet			
480		Index	100	153
481	Participated in ice skating - past year			
482		Index	100	153
483	Ordered from American Eagle Outfitters (ae.com) - past year			
484		Index	100	153
485	My family/friends often ask for and trust my advice on new technology			
486		Index	100	153
487	Purchase video games or video game systems at toy store			
488		Index	100	153
489	Attended summer Extreme Sports competitions - past year			*
490		Index	100	153
491	Visited a website for sports on mobile/cell/smartphone - past month			
492		Index	100	153
493	I have a great deal of knowledge/experience in home electronics			
494		Index	100	152
495	Used a check cashing service - past year			
496		Index	100	152
497	Personally used navigation/maps app on mobile/cell phone - past month			
498		Index	100	152
499	Household used a professional moving van line - past yer			
500		Index	100	152
501	Listen to Alternative radio format			
502		Index	100	152
503	Shopped Hollister - past 3 months			
504		Index	100	152
505	Visited Disneyland (California) - past year			
506		Index	100	152
507	Patronized Hooters - past 6 months			
508		Index	100	152
509	Posted a comment or review on a blog, online forum, message or bulletin board - past month			
510		Index	100	152
511	Ordered from LiveNation.com - past year			
512		Index	100	152
513	Participated in baseball - past year			
514		Index	100	152

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1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
515	Visited Six Flags Over Texas - past year			
516		Index	100	152
517	Spent \$400 or more in total on children's clothing - past 6 months			
518		Index	100	152
519	Consumed beer at a bar/club - past month			
520		Index	100	152
521	Bought girl action figures - past year			
522		Index	100	152
523	Participated in jet skiing - past year			
524		Index	100	152
525	Visited Sesame Place (Pennsylvania) - past year			
526		Index	100	151
527	Scanned a QR code or other tag on mobile/cell/smartphone - past month			
528		Index	100	151
529	Listened to or purchased dance music recordings/other audio - past 6 months			
530		Index	100	151
531	Social Networking is important to me to show support for my favorite companies or brands.			
532		Index	100	151
533	My mode of transportation on a typical weekend is taking a bus			
534		Index	100	151
535	Household Composition: No married couple, more than one adult			
536		Index	100	151
537	Bought child's bicycle - past year			
538		Index	100	151
539	Spent \$100-\$199 in total on children's clothing - past 6 months			
540		Index	100	151
541	Ordered from Gap.com - past year			
542		Index	100	151
543	Patronized Ben & Jerry's - past 6 months			
544		Index	100	151
545	Listened to or purchased Spanish/Latin music recordings/other audio - past 6 months			
546		Index	100	151
547	Downloaded wallpaper on mobile/cell/smartphone - past month			
548		Index	100	151
549	Household bought dining room furniture - past year			
550		Index	100	151
551	Bought toy cars - past year			
552		Index	100	151
553	I have a great deal of knowledge/experience in alcoholic beverages other than wine and beer			
554		Index	100	151
555	Household bought curtains - past year			
556		Index	100	151
557	Bought surround sound speakers - past year			
558		Index	100	151
559	Mufflers bought at Pep Boys - past year			
560		Index	100	151
561	Redeemed a mobile coupon on mobile/cell/smartphone - past month			
562		Index	100	151
563	Engaged in drawing, painting as leisure activity - past year			
564		Index	100	150
565	Searched for information about a product on mobile/cell/smartphone - past month			
566		Index	100	150
567	Signed up for a text message "alert" service on mobile/cell/smartphone - past month			
568		Index	100	150
569	Listened to any radio on Internet/online - past month			
570		Index	100	150
571	Personally used news app on mobile/cell phone - past month			
572		Index	100	150
573	Personally have considerable interest in video ads seen in bars/pubs			
574		Index	100	150
575	Most recently acquired vehicle was leased for 24 months or less			
576		Index	100	150
577	Personally used photography app on a tablet or e-reader - past month			
578		Index	100	150

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
579	Shopped American Eagle - past 3 months			
580		Index	100	150
581	Bought archery bow - past year			
582		Index	100	149
583	Bought electronic ear thermometer - past year			
584		Index	100	149
585	Ordered from PacSun.com - past year			
586		Index	100	149
587	Patronized any family restaurant/steakhouse for home delivery - past 6 months			
588		Index	100	149
589	Bought doll accessories - past year			
590		Index	100	149
591	Purchase video games or video game systems at electronics store			
592		Index	100	149
593	Bought water toys - past year			
594		Index	100	149
595	Had vehicle transmission serviced at Cottman - past year			*
596		Index	100	149
597	Personally drove 50,000 miles or more - past year			
598		Index	100	149
599	Personally used fitness app on a tablet or e-reader - past month			
600		Index	100	149
601	Visited Knott's Berry Farm (California) - past year			
602		Index	100	149
603	Patronized Jimmy John's - past 6 months			
604		Index	100	149
605	Bought men's formal wear (tuxedo) - past year			
606		Index	100	149
607	Bought boy action figures - past year			
608		Index	100	149
609	Participated in Karate - past year			
610		Index	100	149
611	Single parent of child(ren) under age 18 living in household			
612		Index	100	149
613	Shopped Victoria's Secret - past 3 months			
614		Index	100	149
615	Had vehicle transmission serviced at Aamco - past year			
616		Index	100	148
617	Bought infant toys - past year			
618		Index	100	148
619	Visited a search engine on mobile/cell/smartphone - past month			
620		Index	100	148
621	My family/friends often ask for and trust my advice on alcoholic beverages other than wine and beer			
622		Index	100	148
623	Have changed auto/vehicle insurance coverage 3 or more times in last 5 years			
624		Index	100	148
625	Use portable Mp3 player to watch video/movies			
626		Index	100	148
627	Social Networking is important to me to meet or network with professional contacts.			
628		Index	100	148
629	Participated in whitewater rafting - past year			
630		Index	100	148
631	Bought outdoor or pocket knife - past year			
632		Index	100	148
633	My mode of transportation on a typical weekday is riding the subway/Metro			
634		Index	100	148
635	Bought any clothing for child under age 12 - past 6 months			
636		Index	100	148
637	Visited a website for news on mobile/cell/smartphone - past month			
638		Index	100	148
639	Participated in scuba diving - past year			
640		Index	100	148
641	Visited Legoland (California) - past year			
642		Index	100	148

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
643	Patronized Chipotle Mexican Grill - past 6 months			
644		Index	100	148
645	Listen to Rock radio formats			
646		Index	100	148
647	My family/friends often ask for and trust my advice on the Internet			
648		Index	100	148
649	Listened to or purchased foreign language instructional recordings/other audio - past 6 months			
650		Index	100	148
651	Bought electronic dolls/animals - past year			
652		Index	100	148
653	Bought women's fur coat, jacket, stole - past year			
654		Index	100	148
655	Rented or purchased family/child-oriented movies/other video - past month			
656		Index	100	147
657	Downloaded a ringtone on mobile/cell/smartphone - past month			
658		Index	100	147
659	Patronized any fast-food/drive-in restaurant for home delivery - past 6 months			
660		Index	100	147
661	Usually shop convenience stores in the evening (7PM-Midnight)			
662		Index	100	147
663	Visited bars/night clubs - past year			
664		Index	100	147
665	Spent \$200 or more on children's shoes - past 6 months			
666		Index	100	147
667	Bought a soccer ball - past year			
668		Index	100	147
669	Attended a circus - past year			
670		Index	100	147
671	Shopped David's Bridal - past 3 months			
672		Index	100	147
673	Technology Attitudes: Building electronics is a hobby of mine.			
674		Index	100	147
675	Personally used reference app on mobile/cell phone - past month			
676		Index	100	147
677	Visited King's Island (Ohio) - past year			
678		Index	100	147
679	Visited Great America (California) - past year			
680		Index	100	147
681	Have seen video ads in bars/pubs - past 6 months			
682		Index	100	147
683	Personally used weather app on mobile/cell phone - past month			
684		Index	100	147
685	Internet/Online Attitudes: I like to keep my personal Internet pages updated with information about my life.			
686		Index	100	147
687	Ordered by mail or phone from Victoria's Secret - past year			
688		Index	100	147
689	Purchased any fine jewelry at Kay Jewelers - past year			
690		Index	100	147
691	Shopped The Disney Store - past 3 months			
692		Index	100	146
693	Bought hand gun - past year			
694		Index	100	146
695	Stayed at Howard Johnson - past year			
696		Index	100	146
697	Listened to WWE wrestling on radio - past year			*
698		Index	100	146
699	Bought a basketball - past year			
700		Index	100	146
701	Own sport/performance motorcycle/street bike			
702		Index	100	146
703	Personally used travel app on mobile/cell phone - past month			
704		Index	100	146
705	Ever downloaded music on a tablet or e-reader			
706		Index	100	146

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
707	Visited Kings Dominion (Virginia) - past year			
708		Index	100	146
709	Participated in backpacking - past year			
710		Index	100	146
711	I have a great deal of knowledge/experience in fashion other than clothing and shoes			
712		Index	100	146
713	Participated in ping-pong/table tennis - past year			
714		Index	100	146
715	Read electronic version of any magazine on magazine's own website - past 6 months			
716		Index	100	146
717	Auto/vehicle covered by The General insurance policy			
718		Index	100	146
719	Visited Six Flags St. Louis - past year			
720		Index	100	145
721	Spent \$500-\$999 on children's toys and games - past year			
722		Index	100	145
723	Visited a Spanish-language website - past month			
724		Index	100	145
725	Social Networking is important to me to receive exclusive offers, coupons or other discounts.			
726		Index	100	145
727	Have seen video ads in gyms/health clubs - past 6 months			
728		Index	100	145
729	Country of ancestors' origin (Hispanic respondents only): Dominican Republic or other Central American country			
730		Index	100	145
731	My family/friends often ask for and trust my advice on fashion, shoes			
732		Index	100	145
733	I have a great deal of knowledge/experience in fashion, shoes			
734		Index	100	145
735	Personally used music app on a tablet or e-reader - past month			
736		Index	100	145
737	Household net worth: Under \$50,000			
738		Index	100	145
739	My family/friends often ask for and trust my advice on music			
740		Index	100	145
741	Consulted Kayak.com for advice on sightseeing/activities - past year			
742		Index	100	145
743	Personally used social networking app on a tablet or e-reader - past month			
744		Index	100	145
745	Listened to or purchased hard rock music recordings/other audio - past 6 months			
746		Index	100	145
747	Own competition off-road/dirt bike/motorcycle			
748		Index	100	145
749	Used H&R Block TaxCut Internet/Online program for tax preparation - past year			
750		Index	100	145
751	Purchase music/other audio at online sites other than Amazon Prime Music, Google Play, iTunes			
752		Index	100	145
753	Personally rented a truck/trailer from Enterprise - past year			
754		Index	100	145
755	Spent \$200-\$399 in total on children's clothing - past 6 months			
756		Index	100	145
757	Spent \$300-\$499 in total on watches - past year			
758		Index	100	144
759	Visited Walt Disney World (Florida): Typhoon Lagoon - past year			
760		Index	100	144
761	Bought a shotgun - past year			
762		Index	100	144
763	Bought motor oil at gas station/garage to personally add/change - past year			
764		Index	100	144
765	Visited Busch Gardens (Virginia) - past year			
766		Index	100	144
767	Used electronic/e-cigarette smoking cessation method - past year			
768		Index	100	144
769	Bought frozen beverage at convenience store - past month			
770		Index	100	144

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
771	Participated in Pilates - past year			
772		Index	100	144
773	Participated in stationary/outdoor rowing - past year			
774		Index	100	144
775	Ordered from Payless.com - past year			
776		Index	100	144
777	Bought men's fur coat or jacket - past year			
778		Index	100	144
779	Rented or purchased exercise/fitness movies/other video - past month			
780		Index	100	144
781	Affiliated with political party other than Democratic or Republican			
782		Index	100	144
783	Participated in Zumba - past year			
784		Index	100	144
785	Visited indoor water park - past year			
786		Index	100	144
787	Participated in dancing/went out dancing as leisure activity - past year			
788		Index	100	144
789	Visited a chat room on Internet/online - past month			
790		Index	100	144
791	Ordered from StubHub.com - past year			
792		Index	100	144
793	Used TurboTax Internet/Online program for tax preparation - past year			
794		Index	100	144
795	Ordered by mail or phone from Nordstrom - past year			
796		Index	100	143
797	Personally have considerable interest in video ads seen in gyms/health clubs			
798		Index	100	143
799	Attended weightlifting competitions - past year			*
800		Index	100	143
801	Member of 24 Hour Fitness			
802		Index	100	143
803	Patronized any family restaurant/steakhouse of snacks - past 6 months			
804		Index	100	143
805	Household bought family room furniture - past year			
806		Index	100	143
807	Bought Flowmaster muffler(s) for vehicle - past year			
808		Index	100	143
809	My family/friends often ask for and trust my advice on beer			
810		Index	100	143
811	Bought beer at convenience store - past 6 months			
812		Index	100	143
813	Looked at an advertisement sent via text message on mobile/cell/smartphone - past month			
814		Index	100	143
815	Visited a website for maps/directions on mobile/cell/smartphone - past month			
816		Index	100	143
817	Rented or purchased TV show videos - past month			
818		Index	100	143
819	Shopped J. Crew - past 3 months			
820		Index	100	143
821	Social Networking is important to me to meet new friends.			
822		Index	100	143
823	Patronized Moe's Southwest Grill - past 6 months			
824		Index	100	143
825	Consumed sweetened bottled water or seltzer - past 6 months			
826		Index	100	143
827	Patronized Little Caesars - past 6 months			
828		Index	100	143
829	Participated in archery - past year			
830		Index	100	143
831	Any child(ren) under age 18 currently living at home			
832		Index	100	142
833	Bought MP3 player docking station - past year			
834		Index	100	142

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
835	Attended NBA basketball playoffs/finals - past year			
836		Index	100	142
837	Participated in paddle tennis - past year			
838		Index	100	142
839	Attended NHL Playoffs and Stanley Cup Finals - past year			
840		Index	100	142
841	Visited Wisconsin Dells - past year			
842		Index	100	142
843	I am always looking for a new thrill.			
844		Index	100	142
845	Visited a website for weather on mobile/cell/smartphone - past month			
846		Index	100	142
847	Bought softball/baseball bats - past year			
848		Index	100	142
849	Visited Six Flags Over Georgia - past year			
850		Index	100	142
851	My family/friends often ask for and trust my advice on home electronics			
852		Index	100	142
853	Attended NCAA Basketball Tournament games - past year			
854		Index	100	142
855	Listened to or purchased new age music recordings/other audio - past 6 months			
856		Index	100	142
857	Consulted TV for advice on sightseeing/activities - past year			
858		Index	100	142
859	Listened to MLS soccer on radio - past year			
860		Index	100	142
861	Social Networking is important to me to find people who have interests similar to mine.			
862		Index	100	142
863	Bought plush dolls/animals - past year			
864		Index	100	141
865	Household bought a DVD player - past year			
866		Index	100	141
867	Heard about current auto/vehicle insurance carrier through an Internet ad			
868		Index	100	141
869	Ordered from Target.com - past year			
870		Index	100	141
871	I have a great deal of knowledge/experience in movies			
872		Index	100	141
873	Ordered from Fandango.com - past year			
874		Index	100	141
875	My family/friends often ask for and trust my advice on sporting equipment			
876		Index	100	141
877	Shared photos through an Internet/online website - past month			
878		Index	100	141
879	Made a phone call on Internet/online - past month			
880		Index	100	141
881	Visited a TV network or TV show's website on Internet/online - past month			
882		Index	100	141
883	Country of ancestors' origin (Hispanic respondents only): Mexico			
884		Index	100	141
885	My family/friends often ask for and trust my advice on movies			
886		Index	100	141
887	Bought men's designer jeans - past year			
888		Index	100	141
889	My family/friends often ask for and trust my advice on fashion, clothing			
890		Index	100	141
891	Patronized Benihana - past 6 months			
892		Index	100	141
893	Bought gasoline at 7-Eleven - past 6 months			
894		Index	100	141
895	Patronized Domino's Pizza - past 6 months			
896		Index	100	141
897	Purchase music/other audio at iTunes			
898		Index	100	141

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
899	I have a great deal of knowledge/experience in fashion, clothing			
900		Index	100	141
901	Personally used local information app on mobile/cell phone - past month			
902		Index	100	141
903	Technology Attitudes: I want others to say "wow" when they see my electronics.			
904		Index	100	141
905	Patronized Orange Julius - past 6 months			
906		Index	100	141
907	Social Networking is important to me to rate or review products and services.			
908		Index	100	141
909	Listened to World Cup soccer on radio - past year			
910		Index	100	141
911	Patronized Checkers - past 6 months			
912		Index	100	140
913	My mode of transportation on a typical weekday is taking a bus			
914		Index	100	140
915	Spent \$51-\$99 in total on children's clothing - past 6 months			
916		Index	100	140
917	Auto/vehicle insurance acquired from an insurance company via website			
918		Index	100	140
919	Consumed liquor in someone else's home - past month			
920		Index	100	140
921	Personally have considerable interest in video ads seen in movie theater lobbies			
922		Index	100	140
923	My family/friends often ask for and trust my advice on beauty			
924		Index	100	140
925	Bought doll clothing - past year			
926		Index	100	140
927	Patronized Papa John's - past 6 months			
928		Index	100	140
929	Participated in Yoga - past year			
930		Index	100	140
931	Have seen video ads in coffee shops, cafes or delis - past 6 months			
932		Index	100	140
933	Computer peripherals own at home: Blu-ray ROM			
934		Index	100	140
935	Have seen video ads in office building lobbies - past 6 months			
936		Index	100	140
937	Shopped Sephora - past 3 months			
938		Index	100	140
939	Spent \$100-\$199 on children's shoes - past 6 months			
940		Index	100	140
941	I have a great deal of knowledge/experience in beauty			
942		Index	100	140
943	Member of Anytime Fitness			
944		Index	100	140
945	Personally rented a truck/trailer to move personal/household goods - past year			
946		Index	100	140
947	Visited any zoo - past year			
948		Index	100	140
949	Have seen video ads in office building elevators - past 6 months			
950		Index	100	140
951	I have a great deal of knowledge/experience in computers			
952		Index	100	140
953	I have a great deal of knowledge/experience in music			
954		Index	100	139
955	Bought beer at drug store - past 6 months			
956		Index	100	139
957	Internet Three in One: Visit the Internet for relaxation, inspiration and information			
958		Index	100	139
959	Used Internet/online gambline site - past month			
960		Index	100	139
961	Ordered from ToysRUs.com - past year			
962		Index	100	139

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
963	I have a great deal of knowledge/experience in sporting equipment			
964		Index	100	139
965	Shopped Body Shop - past 3 months			
966		Index	100	139
967	Visited a theme park - past year			
968		Index	100	139
969	Ever listened to music on a tablet or e-reader			
970		Index	100	139
971	My family/friends often ask for and trust my advice on fashion other than clothing and shoes			
972		Index	100	139
973	Social Networking is important to me to find information about a movie, TV station or show.			
974		Index	100	139
975	Internet/Online Attitudes: The Internet is a main source of entertainment for me.			
976		Index	100	139
977	Consumed beer in someone else's home - past month			
978		Index	100	139
979	Patronized CiCi's Pizza - past 6 months			
980		Index	100	139
981	Currently own/lease any Scion			
982		Index	100	139
983	Purchase music/other audio at electronics stores			
984		Index	100	139
985	2 children under age 18 currently living at home			
986		Index	100	139
987	Personally the parent of child(ren) under age 18 living in household			
988		Index	100	139
989	Personally made decision (alone or with someone else) on any theme park visit			
990		Index	100	138
991	Bought home theater/entertainment system - past year			
992		Index	100	138
993	I have a great deal of knowledge/experience in photography			
994		Index	100	138
995	General Attitudes: I like to live a lifestyle that impresses others.			
996		Index	100	138
997	Shopped IKEA - past year			
998		Index	100	138
999	I must admit I like to show off.			
1000		Index	100	138
1001	Participated in snowmobiling - past year			
1002		Index	100	138
1003	Purchase music/other audio at Amazon Prime Music			
1004		Index	100	138
1005	Ordered from Buy.com - past year			
1006		Index	100	138
1007	General Attitudes: I enjoy being the center of attention.			
1008		Index	100	138
1009	Have seen video ads in movie theater lobbies - past 6 months			
1010		Index	100	138
1011	Downloaded an application or "app" on mobile/cell/smartphone - past month			
1012		Index	100	138
1013	My family/friends often ask for and trust my advice on photography			
1014		Index	100	138
1015	Ordered from Michaels.com - past year			
1016		Index	100	138
1017	Rented or purchased news/information/documentary movies/other video - past month			
1018		Index	100	138
1019	Household bought charcoal grill - past year			
1020		Index	100	138
1021	Personally have considerable interest in video ads seen at gas stations			
1022		Index	100	138
1023	Listened to streaming AM/FM broadcast radio station on Internet/online - past month			
1024		Index	100	138
1025	Collect sports trading cards as a hobby			
1026		Index	100	137

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1027	Race: Multi-Racial			
1028		Index	100	137
1029	Attended winter Extreme Sports competitions - past year			*
1030		Index	100	137
1031	Member of Life Time Fitness			
1032		Index	100	137
1033	Played trivia games as leisure activity - past year			
1034		Index	100	137
1035	Used any Internet/Online tax preparation program or service for tax preparation - past year			
1036		Index	100	137
1037	Shopped 7-Eleven for groceries/food - past 6 months			
1038		Index	100	137
1039	Bought baseball/softball shoes - past year			
1040		Index	100	137
1041	Patronized T.G.I. Friday's - past 6 months			
1042		Index	100	137
1043	Bought beer at convenience store - past month			
1044		Index	100	137
1045	Ever watched video other than movie or TV show on a tablet or e-reader			
1046		Index	100	137
1047	Used ATM/other financial services at convenience store - past month			
1048		Index	100	137
1049	Bought mountain bicycle - past year			
1050		Index	100	137
1051	Used organic pasta - past 6 months			
1052		Index	100	137
1053	My family/friends often ask for and trust my advice on computers			
1054		Index	100	137
1055	Technology Attitudes: I like to have a lot of gadgets.			
1056		Index	100	137
1057	Spent \$1,000+ on children's toys and games - past year			
1058		Index	100	137
1059	Spent \$50 or less in total on children's clothing - past 6 months			
1060		Index	100	137
1061	Rented or purchased comedy movies/other video - past month			
1062		Index	100	137
1063	Social Networking is important to me to find out about products and services.			
1064		Index	100	137
1065	Bought gasoline for vehicle more than 3 times a week - past 6 months			
1066		Index	100	137
1067	Most recent vehicle bought/leased is any Scion			
1068		Index	100	136
1069	Received a text message "alert" on mobile/cell/smartphone - past month			
1070		Index	100	136
1071	Patronized Jack in the Box - past 6 months			
1072		Index	100	136
1073	Looked up movie listings or show times on Internet/online - past month			
1074		Index	100	136
1075	Theme Parks - Visited: Sea World Florida - past year			
1076		Index	100	136
1077	Personally have considerable interest in video ads seen in coffee shops, cafes or delis			
1078		Index	100	136
1079	Had professional body waxing - past 6 months			
1080		Index	100	136
1081	Used organic ice cream - past 6 months			
1082		Index	100	136
1083	I have a great deal of knowledge/experience in snacks			
1084		Index	100	136
1085	Used Wi-Fi or wireless connection outside of home in past month			
1086		Index	100	136
1087	Participated in tennis - past year			
1088		Index	100	136
1089	Attended regular season NBA basketball games - past year			
1090		Index	100	136

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1091	Household Composition: Married couple, no adult children, children under 18			
1092		Index	100	136
1093	Participated in horseback riding - past year			
1094		Index	100	136
1095	Attended NHL ice hockey games - past year			
1096		Index	100	136
1097	Participated in spinning exercises - past year			
1098		Index	100	136
1099	Listen to Hot AC radio format (subset of Adult Contemporary)			
1100		Index	100	136
1101	Visited Sea World Texas - past year			
1102		Index	100	136
1103	Visited OB/Gyn - past year			
1104		Index	100	136
1105	Patronized Panda Express - past 6 months			
1106		Index	100	136
1107	Visited Universal Studios (California) - past year			
1108		Index	100	136
1109	Race: Asian			
1110		Index	100	136
1111	Purchased any diamond fine jewelry pieces - past year			
1112		Index	100	136
1113	Bought board games - past year			
1114		Index	100	135
1115	Shopped AM/PM - past 6 months			
1116		Index	100	135
1117	Decision-maker for most recent vehicle bought/leased was someone else			
1118		Index	100	135
1119	Played games on Internet/online - past month			
1120		Index	100	135
1121	Personally have considerable interest in video ads seen in office building lobbies			
1122		Index	100	135
1123	Auto/vehicle covered by Infinity insurance policy			
1124		Index	100	135
1125	Used instant messenger/IM on Internet/online - past month			
1126		Index	100	135
1127	Have seen video ads in convenience stores - past 6 months			
1128		Index	100	135
1129	Most recent vehicle bought/leased is any Mitsubishi			
1130		Index	100	135
1131	Shopped Lady Foot Locker - past 3 months			
1132		Index	100	135
1133	Had brakes installed at Meineke - past year			
1134		Index	100	135
1135	Wired or sent money through MoneyGram - past year			
1136		Index	100	135
1137	Heard about current auto/vehicle insurance carrier through an Internet quote comparison service			
1138		Index	100	135
1139	Own hockey equipment			
1140		Index	100	135
1141	I have a great deal of knowledge/experience in beer			
1142		Index	100	135
1143	Shopped The Gap - past 3 months			
1144		Index	100	135
1145	Bought women's formal wear (evening dress) - past year			
1146		Index	100	135
1147	Member of LA Fitness			
1148		Index	100	135
1149	Bought educational toys - past year			
1150		Index	100	135
1151	My family/friends often ask for and trust my advice on snacks			
1152		Index	100	135
1153	Visited Hershey Park (Pennsylvania) - past year			
1154		Index	100	135

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1155	My family/friends often ask for and trust my advice on soft drinks			
1156		Index	100	134
1157	Stayed at Extended StayAmerica - past year			
1158		Index	100	134
1159	Bought headphones (ear buds) - past year			
1160		Index	100	134
1161	Went running or jogging on any domestic vacation or honeymoon trip			
1162		Index	100	134
1163	Shopped Old Navy - past 3 months			
1164		Index	100	134
1165	Social Networking is important to me to reconnect with people from my past.			
1166		Index	100	134
1167	Purchased any platinum fine jewelry pieces - past year			
1168		Index	100	134
1169	Patronized Starbucks - past 6 months			
1170		Index	100	134
1171	Listen to Mexican/Tejano/Ranchera radio formats (subset of Hispanic)			
1172		Index	100	134
1173	Personally used sports app on a tablet or e-reader - past month			
1174		Index	100	134
1175	Personally rented a truck/trailer from Budget - past year			
1176		Index	100	134
1177	Bought pre-school toys - past year			
1178		Index	100	134
1179	Have seen video ads in shopping malls - past 6 months			
1180		Index	100	134
1181	Bought running/jogging shoes - past year			
1182		Index	100	134
1183	Bought wireless speakers - past year			
1184		Index	100	134
1185	Household bought room-size rugs - past year			
1186		Index	100	134
1187	Shopped Banana Republic - past 3 months			
1188		Index	100	133
1189	Acquired personal loan (not for education) - past year			
1190		Index	100	133
1191	Social Networking is important to me to keep in touch with family/friends.			
1192		Index	100	133
1193	Have seen video ads in fast-food or family restaurants - past 6 months			
1194		Index	100	133
1195	Bought wine at convenience store - past 6 months			
1196		Index	100	133
1197	Household bought sectional sofa - past year			
1198		Index	100	133
1199	Social Networking is important to me to play games.			
1200		Index	100	133
1201	Attended boxing matches - past year			
1202		Index	100	133
1203	Patronized Rally's - past 6 months			
1204		Index	100	133
1205	1 child under age 18 currently living at home			
1206		Index	100	133
1207	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.			
1208		Index	100	133
1209	Used organic cheese - past 6 months			
1210		Index	100	133
1211	Member of Gold's Gym			
1212		Index	100	133
1213	Ever uploaded photos on a tablet or e-reader			
1214		Index	100	133
1215	Have/had yeast infection - past year (women only)			
1216		Index	100	133
1217	Internet/Online Attitudes: The Internet is a good way to meet new people.			
1218		Index	100	133

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1219	Highest level education completed/highest degree received: Some college, no degree			
1220		Index	100	133
1221	Personally rented a truck/trailer from Penske - past year			
1222		Index	100	133
1223	Spent \$100-\$249 in total on men's cologne for self - past year			
1224		Index	100	133
1225	Bought hand-held massager(s) - past year			
1226		Index	100	133
1227	Shopped Shell convenience store - past 6 months			
1228		Index	100	133
1229	Heard about current auto/vehicle insurance carrier through search engine			
1230		Index	100	133
1231	Read digital reproduction of any magazine (such as Zinio, Nook, or Kindle Fire versions) - past 6 months			
1232		Index	100	133
1233	My mode of transportation on a typical weekday is riding a bicycle			
1234		Index	100	133
1235	Household bought kitchen furniture - past year			
1236		Index	100	133
1237	General Attitudes: Risk-taking is exciting to me.			
1238		Index	100	132
1239	Rented or purchased romance movies/other video - past month			
1240		Index	100	132
1241	General Attitudes: My goal is to make it to the top of my profession.			
1242		Index	100	132
1243	Computer peripherals own at home: Blu-ray RE (Blu-ray burner)			
1244		Index	100	132
1245	I have a great deal of knowledge/experience in new food items			
1246		Index	100	132
1247	Consulted Orbitz.com for advice on sightseeing/activities - past year			
1248		Index	100	132
1249	Personally of Hispanic or Spanish origin or descent			
1250		Index	100	132
1251	Bought road bicycle - past year			
1252		Index	100	132
1253	Personally used "Daily Deals" app on a tablet or e-reader - past month			
1254		Index	100	132
1255	Used organic chocolate - past 6 months			
1256		Index	100	132
1257	Household bought electric air cleaner - past year			
1258		Index	100	132
1259	Used organic bread - past 6 months			
1260		Index	100	132
1261	Participated in hunting with a handgun - past year			
1262		Index	100	132
1263	Listened to NBA basketball playoffs/finals on radio - past year			
1264		Index	100	132
1265	Patronized Del Taco - past 6 months			
1266		Index	100	132
1267	Total value of business products/services - personal purchase involvement: Under \$1,000			
1268		Index	100	132
1269	Currently own/lease any Mitsubishi			
1270		Index	100	132
1271	My family/friends often ask for and trust my advice on radio			
1272		Index	100	132
1273	Listen to radio for inspiration only			
1274		Index	100	132
1275	Personally have considerable interest in video ads seen in airports			
1276		Index	100	132
1277	Status: Achieving a higher social status is very important			
1278		Index	100	132
1279	Currently own/lease any foreign/import vehicle bought/leased used in the past year			
1280		Index	100	132
1281	Social Networking is important to me to find information about news or other current events.			
1282		Index	100	132

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1283	My family/friends often ask for and trust my advice on physical fitness			
1284		Index	100	132
1285	Bought fashion dolls - past year			
1286		Index	100	132
1287	Visited Six Flags America (Maryland) - past year			
1288		Index	100	132
1289	I have a great deal of knowledge/experience in soft drinks			
1290		Index	100	131
1291	Shopped Exxon/Mobil On the Run - past 6 months			
1292		Index	100	131
1293	Bought construction toys - past year			
1294		Index	100	131
1295	Personally rented a truck/trailer - past year			
1296		Index	100	131
1297	Attended rodeo - past year			
1298		Index	100	131
1299	Kind of fine jewelry purchased in past year: Any brooch/pin			
1300		Index	100	131
1301	Household bought home-office furniture - past year			
1302		Index	100	131
1303	Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people.			
1304		Index	100	131
1305	Listened to or purchased folk music recordings/other audio - past 6 months			
1306		Index	100	131
1307	Eating habits: Consider self to be vegan			
1308		Index	100	131
1309	Bought hunting boots - past year			
1310		Index	100	131
1311	Attended WWE wrestling matches - past year			
1312		Index	100	131
1313	Bought word games - past year			
1314		Index	100	131
1315	Use portable Mp3 player for listening to podcasts			
1316		Index	100	131
1317	Visited Walt Disney World (Florida): Blizzard Beach - past year			
1318		Index	100	131
1319	Interest In Advertising: Advertising on mobile phones provides me with useful information about new products and services.			
1320		Index	100	131
1321	Household bought trash compactor - past year			*
1322		Index	100	131
1323	Patronized any fast-food/drive-in restaurant for snacks - past 6 months			
1324		Index	100	131
1325	Used organic meats - past 6 months			
1326		Index	100	131
1327	Interest In Advertising: Advertising on mobile phones provides me with meaningful information about the product use of other consumers.			
1328		Index	100	131
1329	Watched Mixed Martial Arts (MMA) on TV - past year			
1330		Index	100	131
1331	Household bought separate room air conditioner - past year			
1332		Index	100	131
1333	Another household member added motor oil additives - past year			
1334		Index	100	131
1335	Referred to Internet Yellow Pages for education/schools - past year			
1336		Index	100	131
1337	Participated in water skiing - past year			
1338		Index	100	131
1339	Played board games as leisure activity - past year			
1340		Index	100	130
1341	Patronized Carl's Jr. - past 6 months			
1342		Index	100	130
1343	Participated in weight lifting - past year			
1344		Index	100	130
1345	Household bought gas built-in range oven - past year			
1346		Index	100	130

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1347	Ordered from Priceline.com - past year			
1348		Index	100	130
1349	Ever played a multi-player game on a tablet or e-reader			
1350		Index	100	130
1351	Used organic spaghetti/pasta - past 6 months			
1352		Index	100	130
1353	Country of ancestors' origin (Hispanic respondents only): Puerto Rico			
1354		Index	100	130
1355	Household bought wall unit/wall system - past year			
1356		Index	100	130
1357	Most recent vehicle bought/leased was leased			
1358		Index	100	130
1359	Spent less than \$100 in total on sports/recreation equipment - past year			
1360		Index	100	130
1361	Shopped Toys 'R' Us - past 3 months			
1362		Index	100	130
1363	Bought fishing equipment other than rod, reel, lure/hooks - past year			
1364		Index	100	130
1365	Flew AeroMexico on any foreign trip (including Alaska, Hawaii)			
1366		Index	100	130
1367	Bought any clothing for child 6-12 years old - past 6 months			
1368		Index	100	130
1369	Own a soccer ball			
1370		Index	100	130
1371	Shopped Apple Store - past year			
1372		Index	100	130
1373	Personally rented a truck/trailer from U-Haul - past year			
1374		Index	100	130
1375	Have seen video ads in drug stores - past 6 months			
1376		Index	100	130
1377	Obtained information about entertainment or celebrities on Internet/online - past month			
1378		Index	100	130
1379	Rented or purchased foreign movies/other video - past month			
1380		Index	100	130
1381	Bought multi-component audio system - past year			*
1382		Index	100	129
1383	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.			
1384		Index	100	129
1385	Computer peripherals own at home: Webcam			
1386		Index	100	129
1387	Consulted Travelzoo.com for advice on sightseeing/activities - past year			
1388		Index	100	129
1389	General Attitudes: I strive to achieve a high social status.			
1390		Index	100	129
1391	Attended NFL football Monday or Thursday night games - past year			
1392		Index	100	129
1393	Bought builder sets - past year			
1394		Index	100	129
1395	Purchased any fine jewelry at Zales - past year			
1396		Index	100	129
1397	Patronized El Torito - past 6 months			
1398		Index	100	129
1399	Interest In Advertising: Advertising on mobile phones provides me with useful information about bargains.			
1400		Index	100	129
1401	My mode of transportation on a typical weekday is taking a train (railroad)			
1402		Index	100	129
1403	Bought men's sweater - past year			
1404		Index	100	129
1405	Attended pro bull riding competitions - past year			*
1406		Index	100	129
1407	Listened to or purchased self-improvement recordings/other audio - past 6 months			
1408		Index	100	129
1409	Patronized Chili's Grill & Bar - past 6 months			
1410		Index	100	129

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1411	Household bought bed frame/headboard - past year			
1412		Index	100	129
1413	Social Networking is important to me to find local information.			
1414		Index	100	129
1415	Participated in downhill skiing - past year			
1416		Index	100	129
1417	Social Networking is important to me to follow the activities of my friends and family.			
1418		Index	100	129
1419	Household bought custom-made picture frames - past year			
1420		Index	100	129
1421	I like a lot of excitement in my life.			
1422		Index	100	129
1423	Bought liquor online - past 6 months			*
1424		Index	100	129
1425	Spent \$200-\$499 on children's toys and games - past year			
1426		Index	100	129
1427	Listen to radio for both relaxation and inspiration			
1428		Index	100	129
1429	Own a football			
1430		Index	100	129
1431	I have a great deal of knowledge/experience in radio			
1432		Index	100	128
1433	Bought electronic games - past year			
1434		Index	100	128
1435	Mufflers installed by another household member - past year			
1436		Index	100	128
1437	Consulted Hotwire.com for advice on sightseeing/activities - past year			
1438		Index	100	128
1439	Referred to Internet Yellow Pages for beauty salons - past year			
1440		Index	100	128
1441	Regularly exercise 2+ times per week at place other than home, fitness club/gym			
1442		Index	100	128
1443	Bought wine at drug store - past 6 months			
1444		Index	100	128
1445	Ordered from iTunes.com (Apple Store) - past year			
1446		Index	100	128
1447	Highest level education completed/highest degree received: 12th grade, no diploma			
1448		Index	100	128
1449	Patronized Taco Bell - past 6 months			
1450		Index	100	128
1451	Currently own/lease any vehicle bought/leased used in the past year			
1452		Index	100	128
1453	Spent \$3,000 or more in total on clothing - past year			
1454		Index	100	128
1455	Technology Attitudes: I give others advice when they are looking to buy technology or electronics products.			
1456		Index	100	128
1457	Mufflers installed by self - past year			
1458		Index	100	128
1459	Have/had bipolar disorder - past year			
1460		Index	100	128
1461	Bought a bicycle helmet - past year			
1462		Index	100	128
1463	Household bought table/floor lamps - past year			
1464		Index	100	128
1465	Used organic granola - past 6 months			
1466		Index	100	128
1467	Flew Frontier Airlines on any domestic trip			
1468		Index	100	128
1469	I follow the latest trends and fashions.			
1470		Index	100	128
1471	Used organic coffee - past 6 months			
1472		Index	100	127
1473	Bought beer online - past 6 months			*
1474		Index	100	127

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1				
1475	Rented or purchased action/adventure movies/other video - past month			
1476		Index	100	127
1477	Currently own/lease any domestic vehicle bought/leased used in the past year			
1478		Index	100	127
1479	Household bought any camping equipment - past year			
1480		Index	100	127
1481	If making decision on new car or truck today, would buy a Jeep			
1482		Index	100	127
1483	Internet/Online Attitudes: I would feel disconnected without the Internet.			
1484		Index	100	127
1485	Eating habits: Consider self to be vegetarian			
1486		Index	100	127
1487	Bought women's dress - past year			
1488		Index	100	127
1489	Shopped 7-Eleven - past 6 months			
1490		Index	100	127
1491	Audio/entertainment system in any vehicle currently owned/leased was an aftermarket purchase			
1492		Index	100	127
1493	Personally have considerable interest in video ads seen in office building elevators			
1494		Index	100	127
1495	Consulted TV for advice on fees/travel arrangements - past year			
1496		Index	100	127
1497	Spent \$100 or more on any sports clothing/apparel - past year			
1498		Index	100	127
1499	Used organic frozen foods - past 6 months			
1500		Index	100	127
1501	Spent \$150 or more in total on any athletic shoes - past year			
1502		Index	100	127
1503	Shopped Abercrombie & Fitch - past 3 months			
1504		Index	100	127
1505	Bought MagnaFlow muffler(s) for vehicle - past year			*
1506		Index	100	127
1507	Visited Six Flags Fiesta (Texas) - past year			
1508		Index	100	127
1509	Regularly exercise 2+ times per week at fitness club/gym			
1510		Index	100	127
1511	Watched MLS soccer on TV - past year			
1512		Index	100	127
1513	Shopped GNC - past 6 months			
1514		Index	100	127
1515	Fashion & Style Attitudes: I'll buy trendy clothes even if they're not the highest quality.			
1516		Index	100	127
1517	Bought action games - past year			
1518		Index	100	127
1519	Ordered from Walmart.com - past year			
1520		Index	100	127
1521	I have a great deal of knowledge/experience in education			
1522		Index	100	127
1523	Technology Attitudes: I am among the first of my friends and colleagues to try new technology products.			
1524		Index	100	127
1525	Spent \$150 or more on any sports clothing/apparel - past year			
1526		Index	100	127
1527	Drank any prepared mixed drinks with liquor - past 6 months			
1528		Index	100	127
1529	Use portable Mp3 player for listening to music			
1530		Index	100	127
1531	Ordered from BestBuy.com - past year			
1532		Index	100	127
1533	Visited Universal Studios Islands of Adventure (Florida) - past year			
1534		Index	100	127
1535	Visited a radio station, radio program or radio personality's website on Internet/online - past month			
1536		Index	100	126
1537	My family/friends often ask for and trust my advice on new food items			
1538		Index	100	126

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1539	Spent \$100-\$299 in total on watches - past year			
1540		Index	100	126
1541	Household net worth: \$50,000-\$99,999			
1542		Index	100	126
1543	Spent total of \$100-\$149 on any sports clothing/apparel - past year			
1544		Index	100	126
1545	Have seen video ads seen at gas stations - past 6 months			
1546		Index	100	126
1547	Used Wi-Fi as in-flight entertainment on last domestic plane trip			
1548		Index	100	126
1549	Personally used shopping/retail app on a tablet or e-reader - past month			
1550		Index	100	126
1551	Have seen video ads in airports - past 6 months			
1552		Index	100	126
1553	Household used housekeeping/personal cleaning service once a week - past year			*
1554		Index	100	126
1555	Spent less than \$100 on any sports clothing/apparel - past year			
1556		Index	100	126
1557	Traveled with persons other than family, child(ren) under 18, or friends (such as co-workers, etc.) - past year			
1558		Index	100	126
1559	I like outrageous people and things.			
1560		Index	100	126
1561	Bought men's casual/non-business suit - past year			
1562		Index	100	126
1563	My family/friends often ask for and trust my advice on TV shows			
1564		Index	100	126
1565	Have seen video ads in warehouse/club stores - past 6 months			
1566		Index	100	126
1567	Household bought a Blu-ray player - past year			
1568		Index	100	126
1569	Ever obtained financial information on a tablet or e-reader			
1570		Index	100	126
1571	Bought noise-reduction headphones - past year			
1572		Index	100	126
1573	Attended NFL football weekend games - past year			
1574		Index	100	126
1575	Referred to Internet Yellow Pages for pizza - past year			
1576		Index	100	126
1577	Participated in aerobics - past year			
1578		Index	100	126
1579	Household bought convertible sofa-bed - past year			
1580		Index	100	126
1581	Technology Attitudes: I often take the opportunity to discuss my knowledge of technology or electronic products with others.			
1582		Index	100	126
1583	Bought any toys - past year			
1584		Index	100	126
1585	Obtained sports news/information on Internet/online - past month			
1586		Index	100	126
1587	If making decision on new car or truck today, would buy an Audi			
1588		Index	100	126
1589	Patronized Quiznos - past 6 months			
1590		Index	100	126
1591	Purchased a watch as a gift for a man - past year			
1592		Index	100	126
1593	Patronized any fast-food/drive-in restaurant for Mexican food - past 6 months			
1594		Index	100	126
1595	Spent \$100 or more at laundry/laundromat - past 6 months			
1596		Index	100	126
1597	Personally used banking/finance app on a tablet or e-reader - past month			
1598		Index	100	126
1599	Most recent vehicle bought/leased has Radar detector			
1600		Index	100	126
1601	Personally have considerable interest in video ads seen in shopping malls			
1602		Index	100	126

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1603	I have a great deal of knowledge/experience in business travel			
1604		Index	100	125
1605	Rented or purchased musical movies/other video - past month			
1606		Index	100	125
1607	Any currently owned/leased vehicle was serviced by myself and someone else in household/friend - past year			
1608		Index	100	125
1609	Obtained information about an ailment/prescription drug through friends or family - past year			
1610		Index	100	125
1611	Foreign travel: Took any trip to India			
1612		Index	100	125
1613	Bought cigarettes at convenience store - past month			
1614		Index	100	125
1615	Bought a sportswatch/chronograph - past year			
1616		Index	100	125
1617	Ordered from eBay.com - past year			
1618		Index	100	125
1619	Bought 3 or more pairs of athletic shoes - past year			
1620		Index	100	125
1621	Participated in sailing - past year			
1622		Index	100	125
1623	Personally have considerable interest in video ads seen in fast-food or family restaurants			
1624		Index	100	125
1625	Obtained information for new or used car purchase on Internet/online - past month			
1626		Index	100	125
1627	Participated in swimming - past year			
1628		Index	100	125
1629	Finance Attitudes: I like to take risks when investing for the chance of a high return.			
1630		Index	100	125
1631	Internet/Online Attitudes: Going online is one of my favorite things to do with my free time.			
1632		Index	100	125
1633	Currently own/lease any Audi			
1634		Index	100	125
1635	Attended Major League Baseball Playoffs/World Series - past year			
1636		Index	100	125
1637	Patronized Round Table Pizza - past 6 months			
1638		Index	100	125
1639	Participated in canoeing/kayaking - past year			
1640		Index	100	125
1641	Ever visited Facebook on a tablet or e-reader			
1642		Index	100	125
1643	Bought mechanical toys - past year			
1644		Index	100	125
1645	Bought television for less than \$100 - past year			
1646		Index	100	125
1647	Bought women's leather coat or jacket - past year			
1648		Index	100	125
1649	Personally used games app on a tablet or e-reader - past month			
1650		Index	100	125
1651	Bought 7 or more pieces of fine jewelry - past year			
1652		Index	100	125
1653	Bought a dress watch - past year			
1654		Index	100	125
1655	Called directory assistance on mobile/cell/smartphone - past year			
1656		Index	100	125
1657	My family/friends often ask for and trust my advice on business travel			
1658		Index	100	125
1659	Finance Attitudes: I find the ups and downs of the financial markets exciting.			
1660		Index	100	125
1661	Bought soft drinks in bottles/cans at convenience store - past 6 months			
1662		Index	100	125
1663	Attended Pro Beach Volleyball competitions - past year			
1664		Index	100	125
1665	Most recent vehicle bought/leased has MP3 player connection			
1666		Index	100	125

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1667	Child made decision on any theme park visit destination			
1668		Index	100	125
1669	Patronized Wienerschnitzel - past 6 months			
1670		Index	100	124
1671	Bought gasoline at Chevron - past 6 months			
1672		Index	100	124
1673	Bought headphones other than ear buds or noise-reduction - past year			
1674		Index	100	124
1675	Consumed wine at a bar/club - past month			
1676		Index	100	124
1677	Purchased fine jewelry at retail chain (other than Jared, Kay Jewelers, Zales) - past year			
1678		Index	100	124
1679	Fashion & Style Attitudes: When a celebrity designs a product, I am more likely to buy it.			
1680		Index	100	124
1681	Read any Spanish-language magazine - past 6 months			
1682		Index	100	124
1683	Have seen video ads in grocery stores - past 6 months			
1684		Index	100	124
1685	Attended college basketball games - past year			
1686		Index	100	124
1687	Attended rock music concerts - past year			
1688		Index	100	124
1689	General Attitudes: I love keeping up with celebrity news and gossip.			
1690		Index	100	124
1691	Spent \$100 or less in total on men's high-ticket apparel items - past year			
1692		Index	100	124
1693	Consulted Hotels.com for advice on sightseeing/activities - past year			
1694		Index	100	124
1695	Patronized Einstein Bros. Bagel Shop - past 6 months			
1696		Index	100	124
1697	Patronized Chevy's - past 6 months			
1698		Index	100	124
1699	Purchased music/other audio at music stores			
1700		Index	100	124
1701	Used organic fresh milk - past 6 months			
1702		Index	100	124
1703	Smoked cigarettes - past year			
1704		Index	100	124
1705	Patronized Blimpie Subs & Salads - past 6 months			
1706		Index	100	124
1707	Bought liquor at drug store - past 6 months			
1708		Index	100	124
1709	My ideal car exudes luxury and style			
1710		Index	100	124
1711	Have/had dandruff/dry scalp - past year			
1712		Index	100	124
1713	My family/friends often ask for and trust my advice on environmentally friendly products			
1714		Index	100	124
1715	Have seen video ads in large discount/department stores - past 6 months			
1716		Index	100	124
1717	Computer peripherals own at home: Microphone			
1718		Index	100	124
1719	Have changed auto/vehicle insurance coverage 2 times in last 5 years			
1720		Index	100	124
1721	Used organic soups - past 6 months			
1722		Index	100	123
1723	Household bought a piano - past year			
1724		Index	100	123
1725	Power: Having control over people and resources is very important			
1726		Index	100	123
1727	Bought any sports/recreation equipment - past year			
1728		Index	100	123
1729	Auto/vehicle covered by SafeAuto insurance policy			
1730		Index	100	123

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1731	Patronized California Pizza Kitchen - past 6 months			
1732		Index	100	123
1733	I have a great deal of knowledge/experience on physical fitness			
1734		Index	100	123
1735	Ever listened to/watched a podcast on a tablet or e-reader			
1736		Index	100	123
1737	Paid bills on Internet/online - past month			
1738		Index	100	123
1739	Patronized Pizza Hut - past 6 months			
1740		Index	100	123
1741	Patronized Red Robin - past 6 months			
1742		Index	100	123
1743	Used text messaging to communicate with friends or family on mobile/cell/smartphone - past month			
1744		Index	100	123
1745	Computer peripherals own at home: DVD drive			
1746		Index	100	123
1747	Patronized Tim Hortons - past 6 months			
1748		Index	100	123
1749	Bought fishing rod - past year			
1750		Index	100	123
1751	Ever took a picture or video on a tablet or e-reader			
1752		Index	100	123
1753	Attended marathon/road running, triathlon and other endurance events - past year			
1754		Index	100	123
1755	Attended greyhound racing - past year			*
1756		Index	100	123
1757	Participated in auto racing - past year			
1758		Index	100	123
1759	Participated in hunting with bow and arrow - past year			
1760		Index	100	123
1761	I have a great deal of knowledge/experience in shopping			
1762		Index	100	123
1763	Patronized any fast-food/drive-in restaurant for pizza/pasta - past 6 months			
1764		Index	100	123
1765	Acquired 1st home mortgage - past year			
1766		Index	100	123
1767	Ordered from BathandBodyWorks.com - past year			
1768		Index	100	123
1769	Household bought custom-made window coverings - past year			
1770		Index	100	123
1771	Visited Universal Studios (Florida) - past year			
1772		Index	100	123
1773	Car/other vehicle batteries bought at O'Reilly Auto Part - past year			
1774		Index	100	123
1775	Adventure: Seeking adventure and risk is very important			
1776		Index	100	123
1777	Rented or purchased drama movies/other video - past month			
1778		Index	100	123
1779	Used organic fish/seafood - past 6 months			
1780		Index	100	123
1781	Personally used food/cooking app on a tablet or e-reader - past month			
1782		Index	100	123
1783	Participated in mountain bicycling - past year			
1784		Index	100	123
1785	Listened to or purchased country music recordings/other audio - past 6 months			
1786		Index	100	123
1787	Ever listen to any Internet or Satellite radio			
1788		Index	100	123
1789	Patronized Chick-Fil-A - past 6 months			
1790		Index	100	122
1791	Spent under \$100 on tires - past year			
1792		Index	100	122
1793	Shopped Rooms To Go - past year			
1794		Index	100	122

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1795	Bought men's ski jacket - past year			
1796		Index	100	122
1797	Most recent vehicle bought/leased is a coupe/sports coupe/2-door			
1798		Index	100	122
1799	Sometimes vote in national elections			
1800		Index	100	122
1801	I would like to spend a year or more in a foreign country.			
1802		Index	100	122
1803	Obtained any product samples delivered in the mail - past 6 months			
1804		Index	100	122
1805	Used organic breakfast cereals - past 6 months			
1806		Index	100	122
1807	Internet/Online Attitudes: Instant messenger keeps me in touch with my friends.			
1808		Index	100	122
1809	Technology Attitudes: I like to be connected, either by phone or Internet, at all times.			
1810		Index	100	122
1811	Household bought area rugs - past year			
1812		Index	100	122
1813	I often crave excitement.			
1814		Index	100	122
1815	My family/friends often ask for and trust my advice on education			
1816		Index	100	122
1817	Consulted Kayak.com for advice on fees/travel arrangements - past year			
1818		Index	100	122
1819	Fashion & Style Attitudes: I consider my fashion style to be trendy.			
1820		Index	100	122
1821	Patronized Sbarro - past 6 months			
1822		Index	100	122
1823	Finance Attitudes: I'm happy to use the phone to carry out day to day banking transactions.			
1824		Index	100	122
1825	Patronized any family restaurant/steakhouse for take-out - past 6 months			
1826		Index	100	122
1827	Bought liquor at supermarket/grocery - past 6 months			
1828		Index	100	122
1829	Automotive Attitudes: People often ask my advice when it comes to automobiles.			
1830		Index	100	122
1831	I have a great deal of knowledge/experience in TV shows			
1832		Index	100	122
1833	Spent \$250+ in total on men's cologne for self - past year			
1834		Index	100	122
1835	My family/friends often ask for and trust my advice on sports			
1836		Index	100	122
1837	Shopped New York & Company - past 3 months			
1838		Index	100	122
1839	Attended any adult education courses - past year			
1840		Index	100	122
1841	My family/friends often ask for and trust my advice on shopping			
1842		Index	100	122
1843	Household carries pet insurance			
1844		Index	100	122
1845	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.			
1846		Index	100	122
1847	Engaged in making photo albums/scrapbooking - past year			
1848		Index	100	122
1849	Spent total of \$201 or more at fast-food/drive-in restaurants - past month			
1850		Index	100	122
1851	Another adult made the decision for any fast-food/drive-in restaurant visit - past 6 months			
1852		Index	100	122
1853	Drank any regular cola drinks (not diet) - past 6 months			
1854		Index	100	121
1855	Visited Dollywood (Tennessee) - past year			
1856		Index	100	121
1857	Shopped Value City Furniture - past year			
1858		Index	100	121

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1859	Consumed flavored bottled water or seltzer - past 6 months			
1860		Index	100	121
1861	Used organic peanut butter - past 6 months			
1862		Index	100	121
1863	Visited Walt Disney World (Florida): Disney's Animal Kingdom - past year			
1864		Index	100	121
1865	Obtained financial information on Internet/online - past month			
1866		Index	100	121
1867	Rented or purchased science fiction movies/other video - past month			
1868		Index	100	121
1869	Any currently owned/leased vehicle was serviced by myself - past year			
1870		Index	100	121
1871	Spent \$50-\$99 on men's cologne for self - past year			
1872		Index	100	121
1873	A child made the decision for any fast-food/drive-in restaurant visit - past 6 months			
1874		Index	100	121
1875	Had paint job done on any vehicle owned/leased - past year			
1876		Index	100	121
1877	Consulted Priceline.com for advice on sightseeing/activities - past year			
1878		Index	100	121
1879	Most recent vehicle bought/leased has manual transmission			
1880		Index	100	121
1881	Finance Attitudes: People often ask my advice when it comes to financial matters.			
1882		Index	100	121
1883	Drank any premium Champagne/sparkling wine - past 6 months			
1884		Index	100	121
1885	I have a great deal of knowledge/experience on environmentally friendly products			
1886		Index	100	121
1887	Household bought separate freezer - past year			
1888		Index	100	121
1889	Watched WWE wrestling on TV - past year			
1890		Index	100	121
1891	Ordered from Ticketmaster.com - past year			
1892		Index	100	121
1893	Household owns a camping tent			
1894		Index	100	121
1895	Ordered by mail or phone from Macy's - past year			
1896		Index	100	121
1897	I dress more fashionably than most people.			
1898		Index	100	121
1899	Listened to or purchased '80s pop music recordings/other audio - past 6 months			
1900		Index	100	121
1901	Bought gasoline for vehicle 3 times per week - past 6 months			
1902		Index	100	121
1903	Patronized The Cheesecake Factory - past 6 months			
1904		Index	100	121
1905	Shopped Sheetz - past 6 months			
1906		Index	100	121
1907	Amount spent on most recent vehicle bought/leased: Under \$10,000			
1908		Index	100	121
1909	Participated in hiking - past year			
1910		Index	100	121
1911	Used any organic foods - past 6 months			
1912		Index	100	121
1913	Used H&R Block on-site office for tax preparation - past year			
1914		Index	100	121
1915	Shopped FedEx Office - past year			
1916		Index	100	121
1917	Bought beer at liquor store - past 6 months			
1918		Index	100	121
1919	Bought fountain soft drinks at convenience store - past month			
1920		Index	100	121
1921	I have a great deal of knowledge/experience in vehicles other than automobiles			
1922		Index	100	121

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1923	Engaged in photography as leisure activity - past year			
1924		Index	100	121
1925	Used TaxACT Internet/Online program for tax preparation - past year			
1926		Index	100	121
1927	My family/friends often ask for and trust my advice on coffee			
1928		Index	100	120
1929	Patronized Bojangles - past 6 months			
1930		Index	100	120
1931	Patronized El Pollo Loco - past 6 months			
1932		Index	100	120
1933	My ideal car is green and trendy			
1934		Index	100	120
1935	Visited Walt Disney World (Florida): Disney's Hollywood Studios - past year			
1936		Index	100	120
1937	Self-interest: Putting my interest ahead of others' is very important			
1938		Index	100	120
1939	Consumed beer at a restaurant - past month			
1940		Index	100	120
1941	Most recent vehicle bought/leased is any Volkswagen			
1942		Index	100	120
1943	Watch TV for inspiration only			
1944		Index	100	120
1945	Played any musical instrument as leisure activity - past year			
1946		Index	100	120
1947	Spent \$75 or more in total on any athletic shoes - past year			
1948		Index	100	120
1949	Shopped Circle K - past 6 months			
1950		Index	100	120
1951	My mode of transportation on a typical weekday is taking a taxi/cab			
1952		Index	100	120
1953	Personally have considerable interest in video ads seen in warehouse/club stores			
1954		Index	100	120
1955	Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel.			
1956		Index	100	120
1957	Interest In Advertising: For me, advertising on the Internet is amusing.			
1958		Index	100	120
1959	Consulted TripAdvisor.com for advice on sightseeing/activities - past year			
1960		Index	100	120
1961	Attended NFL football playoffs/Super Bowl - past year			
1962		Index	100	120
1963	Attended track & field events - past year			
1964		Index	100	120
1965	Made a purchase for personal use on Internet/online - past month			
1966		Index	100	120
1967	Computer peripherals own at home: CD ROM drive			
1968		Index	100	120
1969	Bought men's all-weather coat - past year			
1970		Index	100	120
1971	Attended truck and tractor pulls/mud racing events - past year			
1972		Index	100	120
1973	Bought women's skirt - past year			
1974		Index	100	120
1975	Heard about current auto/vehicle insurance carrier through a radio or TV ad			
1976		Index	100	120
1977	Bought a rifle - past year			
1978		Index	100	120
1979	Watched MLL Lacrosse on TV - past year			
1980		Index	100	120
1981	Auto/vehicle covered by GEICO insurance policy			
1982		Index	100	120
1983	Interest In Advertising: For me, advertising on mobile phones is amusing.			
1984		Index	100	120
1985	Listen to Tropical radio format (subset of Hispanic)			
1986		Index	100	120

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1987	Watched World Cup soccer on TV - past year			
1988		Index	100	120
1989	Listened to NFL football Monday or Thursday night games on radio - past year			
1990		Index	100	119
1991	Household bought inflatable air mattress (not for camping) - past year			
1992		Index	100	119
1993	I have a great deal of knowledge/experience in wine			
1994		Index	100	119
1995	Someone else decided brand of motor oil additive to buy - past year			
1996		Index	100	119
1997	Participated in salt-water fishing - past year			
1998		Index	100	119
1999	Visited Busch Gardens (Florida) - past year			
2000		Index	100	119
2001	Purchased any fine jewelry at Jared - past year			
2002		Index	100	119
2003	Bought women's designer jeans - past year			
2004		Index	100	119
2005	Business-to-business: Personally involved in selection/purchase of packaging/containers			
2006		Index	100	119
2007	Fashion & Style Attitudes: I'm willing to use the Internet to shop for fashion products.			
2008		Index	100	119
2009	Health Attitudes: I only go to the doctor when I'm very ill.			
2010		Index	100	119
2011	Bought liquor at liquor store - past 6 months			
2012		Index	100	119
2013	Auto/vehicle covered by Mercury insurance policy			
2014		Index	100	119
2015	Stayed at Motel 6 - past year			
2016		Index	100	119
2017	Listened to regular season NBA basketball on radio - past year			
2018		Index	100	119
2019	Looked at TV listings on Internet/online - past month			
2020		Index	100	119
2021	Auto/vehicle covered by Progressive insurance policy			
2022		Index	100	119
2023	Currently own/lease any Acura			
2024		Index	100	119
2025	Bought a sport watch - past year			
2026		Index	100	119
2027	Read or looked into any electronic version of a newspaper, including website - past month			
2028		Index	100	119
2029	Patronized any fast-food/drive-in restaurant on the weekend - past 6 months			
2030		Index	100	119
2031	Race: Black/African American			
2032		Index	100	119
2033	Patronized Krispy Kreme Doughnuts - past 6 months			
2034		Index	100	119
2035	Patronized Baja Fresh Mexican Grill - past 6 months			
2036		Index	100	119
2037	My family/friends often ask for and trust my advice on dieting			
2038		Index	100	119
2039	Drank any regular carbonated soft drinks (excluding colas) - past 6 months			
2040		Index	100	119
2041	Listen to Spanish AC radio format (subset of Hispanic)			
2042		Index	100	119
2043	Finance Attitudes: I only save for a specific purpose.			
2044		Index	100	119
2045	Ever visited a search engine on a tablet or e-reader			
2046		Index	100	119
2047	Food Attitudes: Often, I eat my meals on the run.			
2048		Index	100	119
2049	Have/had anxiety/panic attacks - past year			
2050		Index	100	119

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2051	My family/friends often ask for and trust my advice on vehicles other than automobiles			
2052		Index	100	119
2053	Watched professional wrestling (excluding WWE) on TV - past year			
2054		Index	100	119
2055	Shopped Smith's - past 6 months			
2056		Index	100	119
2057	Referred to Internet Yellow Pages for household furnishings - past year			
2058		Index	100	119
2059	Went skiing (cross-country or downhill) on any domestic vacation or honeymoon trip			
2060		Index	100	119
2061	Participated in target shooting - past year			
2062		Index	100	119
2063	Patronized Zaxby's - past 6 months			
2064		Index	100	119
2065	Listened to NFL football playoffs/Super Bowl on radio - past year			
2066		Index	100	119
2067	Interest In Advertising: For me, all ads on radio are alike.			
2068		Index	100	119
2069	Consumed non-sparkling bottled water or seltzer - past 6 months			
2070		Index	100	119
2071	Own a basketball			
2072		Index	100	118
2073	General Attitudes: I would continue working even if I won the lottery.			
2074		Index	100	118
2075	Spent \$100-\$199 on children's toys and games - past year			
2076		Index	100	118
2077	General Attitudes: I consider myself sophisticated.			
2078		Index	100	118
2079	My family/friends often ask for and trust my advice on business			
2080		Index	100	118
2081	Bought 3 pieces of fine jewelry - past year			
2082		Index	100	118
2083	I want to be considered fashionable.			
2084		Index	100	118
2085	Patronized any fast-food/drive-in restaurant for snacks - past 6 months			
2086		Index	100	118
2087	Patronized any fast-food/drive-in restaurant for walk-in takeout - past 6 months			
2088		Index	100	118
2089	Listened to or purchased audiobooks - past 6 months			
2090		Index	100	118
2091	Bought gasoline at Texaco - past 6 months			
2092		Index	100	118
2093	Refinished furniture as leisure activity - past year			
2094		Index	100	118
2095	Listened to or purchased soft rock music recordings/other audio - past 6 months			
2096		Index	100	118
2097	Played PC/computer games online (with software) - past year			
2098		Index	100	118
2099	Ordered from Amazon.com - past year			
2100		Index	100	118
2101	Technology Attitudes: When I find a technology or electronics product I like, I typically recommend it to people I know.			
2102		Index	100	118
2103	Bought outdoor speakers - past year			
2104		Index	100	118
2105	Household bought mattress - past year			
2106		Index	100	118
2107	Bought gasoline at Arco - past 6 months			
2108		Index	100	118
2109	Attended pro wrestling matches (excluding WWE) - past year			*
2110		Index	100	118
2111	Used a cash-advance company - past year			
2112		Index	100	118
2113	Have/had epilepsy/seizures - past year			
2114		Index	100	118

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2115	Ever obtained information about sports on a tablet or e-reader			
2116		Index	100	118
2117	Vacation Travel Attitudes: I'd rather book a trip over the Internet than meet with a travel agent.			
2118		Index	100	118
2119	Personally spend less than \$20 in foodstores in average week			
2120		Index	100	118
2121	I have a great deal of knowledge/experience in sports			
2122		Index	100	118
2123	Bought 3+ bottles women's perfume/cologne for self - past year			
2124		Index	100	118
2125	Attended motorcycle races - past year			
2126		Index	100	118
2127	Bought fishing reel - past year			
2128		Index	100	118
2129	Most recent vehicle bought/leased is any Acura			
2130		Index	100	118
2131	My family/friends often ask for and trust my advice on wine			
2132		Index	100	118
2133	The primary reason I personally drive is to commute to work			
2134		Index	100	118
2135	Household bought box spring - past year			
2136		Index	100	118
2137	Bought motor oil at Advance Auto Parts Store to personally add/change - past year			
2138		Index	100	118
2139	Listen to Country radio format			
2140		Index	100	118
2141	Food Attitudes: I don't pay much attention to my intake of fat.			
2142		Index	100	118
2143	I like to dress in the latest fashions.			
2144		Index	100	118
2145	Secretary/administrative assistant makes decision on hotel reservation for business travel			
2146		Index	100	118
2147	Country of ancestors' origin (Hispanic respondents only): South America or Spanish/Hispanic country other than Cuba,			
2148	Mexico, Puerto Rico	Index	100	118
2149	Fashion & Style Attitudes: I often try different ways to style my hair.			
2150		Index	100	118
2151	Spent less than \$1,000 in total on domestic vacation travel - past year			
2152		Index	100	118
2153	Drank any brandy, cognac, cordials, liqueurs - past 6 months			
2154		Index	100	118
2155	Ambition: Aspiring to get ahead is very important			
2156		Index	100	118
2157	Patronized Fazoli's - past 6 months			
2158		Index	100	118
2159	Patronized Uno Chicago Grill - past 6 months			
2160		Index	100	118
2161	Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others.			
2162		Index	100	118
2163	Finance Attitudes: I hate having to go to the branch of my bank or savings institution.			
2164		Index	100	118
2165	Bought 1 bottle men's cologne for self - past year			
2166		Index	100	118
2167	Attended country music concerts - past year			
2168		Index	100	118
2169	Personally have considerable interest in video ads seen in convenience stores			
2170		Index	100	118
2171	Referred to Internet Yellow Pages for pharmacies - past year			
2172		Index	100	118
2173	Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions.			
2174		Index	100	118
2175	Spent \$1,500 or more in total on fine jewelry - past year			
2176		Index	100	118
2177	Have seen video ads in medical offices - past 6 months			
2178		Index	100	118

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2179	Listened to radio for in-flight entertainment on last domestic plane trip			
2180		Index	100	118
2181	Automotive Attitudes: I consider myself to be an automotive enthusiast.			
2182		Index	100	118
2183	Consumed liquor at a restaurant - past month			
2184		Index	100	118
2185	Patronized any fast-food/drive-in restaurant for drive-through takeout - past 6 months			
2186		Index	100	117
2187	Paid any bills on Internet/online - past year			
2188		Index	100	117
2189	Patronized On the Border - past 6 months			
2190		Index	100	117
2191	My family/friends often ask for and trust my advice on living a healthy lifestyle			
2192		Index	100	117
2193	Patronized any fast-food/drive-in restaurant for supper/dinner - past 6 months			
2194		Index	100	117
2195	Flew Air Jamaica on any foreign trip (including Alaska, Hawaii)			*
2196		Index	100	117
2197	Auto/vehicle insurance acquired at dealership where car/vehicle was purchased			
2198		Index	100	117
2199	Made contributions of less than \$50 to charities/causes/other organizations - past year			
2200		Index	100	117
2201	Drank any non-premium Champagne/sparkling wine - past 6 months			
2202		Index	100	117
2203	Food Attitudes: People often ask my advice when it comes to food.			
2204		Index	100	117
2205	Attended gymnastics competitions - past year			
2206		Index	100	117
2207	Interest In Advertising: Advertising on the Internet provides me with useful information about bargains.			
2208		Index	100	117
2209	Food Attitudes: I typically drink wine with dinner.			
2210		Index	100	117
2211	A child was the decision maker for any visit to a family restaurant/steakhouse - past 6 months			
2212		Index	100	117
2213	Participated in cross-country skiing - past year			
2214		Index	100	117
2215	Bought motor oil at AutoZone to personally add/change - past year			
2216		Index	100	117
2217	Ever watched a Spanish-language TV network (Telemundo, UniMas, Univision)			
2218		Index	100	117
2219	Household converted room to home office - past year			
2220		Index	100	117
2221	Spent total of \$51-\$100 at fast-food/drive-in restaurants - past month			
2222		Index	100	117
2223	Made a purchase for business use on Internet/online - past month			
2224		Index	100	117
2225	Drank any white goods - past 6 months			
2226		Index	100	117
2227	Referred to Internet Yellow Pages for jewelers/jewelry - past year			
2228		Index	100	117
2229	Bought non-prescription/OTC medications - past month			
2230		Index	100	117
2231	Shopped Wawa - past 6 months			
2232		Index	100	117
2233	Looked for recipes on Internet/online - past month			
2234		Index	100	117
2235	General Attitudes: I must admit, I work most weekends.			
2236		Index	100	117
2237	Attended college football games - past year			
2238		Index	100	117
2239	Computer peripherals own at home: CD-RW drive (CD burner)			
2240		Index	100	117
2241	Referred to Internet Yellow Pages for attorneys - past year			
2242		Index	100	117

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2243	Bought tennis balls - past year			
2244		Index	100	117
2245	Had professional hair removal treatments (excluding waxing, laser treatments) - past year			
2246		Index	100	117
2247	Patronized Fuddruckers - past 6 months			
2248		Index	100	117
2249	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.			
2250		Index	100	117
2251	Shopped Men's Wearhouse - past 3 months			
2252		Index	100	117
2253	Mufflers bought at Midas - past year			*
2254		Index	100	117
2255	Bought bathroom scale - past year			
2256		Index	100	117
2257	Played PC/computer games offline (with software) - past year			
2258		Index	100	117
2259	I have a great deal of knowledge/experience in parenting			
2260		Index	100	117
2261	My family/friends often ask for and trust my advice on hunting			
2262		Index	100	117
2263	Used organic tea - past 6 months			
2264		Index	100	117
2265	Referred to Internet Yellow Pages for department stores - past year			
2266		Index	100	117
2267	Drank any prepared mixed drinks without liquor - past 6 months			
2268		Index	100	117
2269	Visit the Internet for both relaxation and inspiration			
2270		Index	100	116
2271	Consumed unsweetened bottled water or seltzer - past 6 months			
2272		Index	100	116
2273	Consulted Hotels.com for advice on fees/travel arrangements - past year			
2274		Index	100	116
2275	Fashion & Style Attitudes: I buy new clothes at the beginning of each season.			
2276		Index	100	116
2277	Listened to any Hispanic radio format stations, past week			
2278		Index	100	116
2279	Race: American Indian or Alaska Native			
2280		Index	100	116
2281	Patronized Taco John's - past 6 months			
2282		Index	100	116
2283	Traveled with friend(s) on any domestic trip			
2284		Index	100	116
2285	Watch soccer shows on TV			
2286		Index	100	116
2287	Used e-mail on Internet/online - past month			
2288		Index	100	116
2289	Consulted Hotwire.com for advice on fees/travel arrangements - past year			
2290		Index	100	116
2291	Ever purchased a product or service on a tablet or e-reader			
2292		Index	100	116
2293	Consulted radio for advice on fees/travel arrangements - past year			
2294		Index	100	116
2295	Usually shop convenience stores in afternoon (2PM-7PM)			
2296		Index	100	116
2297	Spent under \$100 in total on fine jewelry - past year			
2298		Index	100	116
2299	Shopped BP Food Mart - past 6 months			
2300		Index	100	116
2301	Household bought patio/deck cover - past year			
2302		Index	100	116
2303	Most recent vehicle bought/leased is any BMW			
2304		Index	100	116
2305	Ordered from Kmart.com - past year			
2306		Index	100	116

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2307	Bought motor oil at O'Reilly Auto Parts to personally add/change - past year			
2308		Index	100	116
2309	General Attitudes: Children have a right to be spoiled.			
2310		Index	100	116
2311	Listen to music as a hobby			
2312		Index	100	116
2313	Spent \$2,000 or more in total on clothing - past year			
2314		Index	100	116
2315	Have/had migraine headaches - past year			
2316		Index	100	116
2317	Ordered from Dillards.com - past year			
2318		Index	100	116
2319	Listen to Hispanic radio formats (any genre)			
2320		Index	100	116
2321	I have a great deal of knowledge/experience in pets			
2322		Index	100	116
2323	Bought tires at Big O Tires - past year			
2324		Index	100	116
2325	Purchase video games or video game systems at discount department store			
2326		Index	100	116
2327	General Attitudes: I feel really good about seeing celebrities in the media that share my ethnic background.			
2328		Index	100	116
2329	If making decision on new car or truck today, would buy a Dodge			
2330		Index	100	116
2331	Traveled with child(ren) under age 18 on any domestic trip - past year			
2332		Index	100	116
2333	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.			
2334		Index	100	116
2335	Interest In Advertising: Advertising on the Internet provides me with meaningful information about the product use of other consumers.			
2336		Index	100	116
2337	Spent \$500-\$999 in total on clothing - past year			
2338		Index	100	116
2339	Currently own/lease any compact car			
2340		Index	100	116
2341	Own 3D TV set			
2342		Index	100	116
2343	Spent \$1,000-\$1,499 in total on fine jewelry - past year			
2344		Index	100	116
2345	Technology Attitudes: I'm willing to pay more for top quality electronics.			
2346		Index	100	116
2347	Obtained any product samples in-store - past 6 months			
2348		Index	100	116
2349	Bought aerobic/fitness shoes - past year			
2350		Index	100	116
2351	Household owns combination range/microwave			
2352		Index	100	115
2353	Currently own/lease any Volkswagen			
2354		Index	100	115
2355	My family/friends often ask for and trust my advice on pets			
2356		Index	100	115
2357	Went to the beach - past year			
2358		Index	100	115
2359	Household's Internet service provider is Cox			
2360		Index	100	115
2361	Purchased any fine jewelry as a gift for someone else - past year			
2362		Index	100	115
2363	Watched Extreme Sports (Summer) on TV - past year			
2364		Index	100	115
2365	Interest In Advertising: For me, all ads in newspapers are alike.			
2366		Index	100	115
2367	Drank any whisky - past 6 months			
2368		Index	100	115
2369	Patronized Hard Rock Cafe - past 6 months			
2370		Index	100	115

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2371	Household owns any camping equipment			
2372		Index	100	115
2373	Obtained information about real estate on Internet/online - past month			
2374		Index	100	115
2375	Shopped Best Buy - past year			
2376		Index	100	115
2377	Shopped Payless - past 3 months			
2378		Index	100	115
2379	Computer peripherals own at home: Flash drive			
2380		Index	100	115
2381	Used TurboTax computer software program for tax preparation - past year			
2382		Index	100	115
2383	Bought television - past year			
2384		Index	100	115
2385	Food Attitudes: I regularly eat organic foods.			
2386		Index	100	115
2387	Household owns 1 television			
2388		Index	100	115
2389	Acquired or added to Keogh retirement plan - past year		*	*
2390		Index	100	115
2391	Patronized Sonic Drive-In - past 6 months			
2392		Index	100	115
2393	Spent under \$50 on children's toys and games - past year			
2394		Index	100	115
2395	Patronized Au Bon Pain - past 6 months			
2396		Index	100	115
2397	Had brakes installed at Midas - past year			
2398		Index	100	115
2399	Consulted Priceline.com for advice on fees/travel arrangements - past year			
2400		Index	100	115
2401	Drank any caffeine-free regular carbonated soft drinks (excluding colas) - past 6 months			
2402		Index	100	115
2403	Bought boat/deck shoes - past year			
2404		Index	100	115
2405	Stayed at Hyatt Hotels - past year			
2406		Index	100	115
2407	Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline.			
2408		Index	100	115
2409	Household owns any camping equipment			
2410		Index	100	115
2411	Read magazines for relaxation only			
2412		Index	100	115
2413	Currently own/lease any full-size sport-utility vehicle			
2414		Index	100	115
2415	Technology Attitudes: Technology helps make my life more organized.			
2416		Index	100	115
2417	Own roller blades/in-line skates			
2418		Index	100	115
2419	Had major engine repair on any vehicle owned/leased - past year			
2420		Index	100	115
2421	Listened to auto racing (excluding NASCAR) on radio - past year			
2422		Index	100	115
2423	Spent \$75-\$149 in total on any athletic shoes - past year			
2424		Index	100	115
2425	Household converted room to home office - past year; work done by self or other household member			
2426		Index	100	115
2427	Household owns waterproof/breathable apparel for camping			
2428		Index	100	115
2429	Purchased a money order - past year			
2430		Index	100	115
2431	Used Wi-Fi as in-flight entertainment on last international plane trip (includes Alaska, Hawaii)			
2432		Index	100	115
2433	Traveled with persons other than family, children under 18, friend(s) (such as co-workers, etc.) on any domestic trip			
2434		Index	100	115

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2435	Listen to Adult Contemporary radio format			
2436		Index	100	115
2437	Most recent vehicle bought/leased is any Jeep			
2438		Index	100	115
2439	Bought fishing lures or hooks - past year			
2440		Index	100	115
2441	Used chewing gum smoking cessation method - past year			
2442		Index	100	115
2443	I have a great deal of knowledge/experience in business			
2444		Index	100	115
2445	Obtained latest news/current events on Internet/online - past month			
2446		Index	100	115
2447	Service center or dealer added gasoline additives - past year			
2448		Index	100	115
2449	Drank any Champagne/sparkling wines - past 6 months			
2450		Index	100	115
2451	Bought 1 bottle men's cologne as gift - past year			
2452		Index	100	114
2453	Wealth: Having material possessions, a lot of money is very important			
2454		Index	100	114
2455	Bought men's lightweight outerwear jacket - past year			
2456		Index	100	114
2457	Household's Internet service provider is Comcast/Xfinity			
2458		Index	100	114
2459	Food Attitudes: I prefer picking up quick meals to cooking meals.			
2460		Index	100	114
2461	Used Jackson Hewitt on-site office for tax preparation - past year			
2462		Index	100	114
2463	Other adult was the decision maker for any visit to a family restaurant/steakhouse - past 6 months			
2464		Index	100	114
2465	Shopped Burlington Coat Factory - past 3 months			
2466		Index	100	114
2467	Total amount spent at convenience stores - past month: \$100 or more			
2468		Index	100	114
2469	Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit.			
2470		Index	100	114
2471	Attended regular season Major League Baseball games - past year			
2472		Index	100	114
2473	Most recent vehicle bought/leased is a 3-door hatchback/runabout			
2474		Index	100	114
2475	Bought television for \$700-\$999 - past year			
2476		Index	100	114
2477	Referred to Internet Yellow Page for auto dealers and sales - past year			
2478		Index	100	114
2479	Most recent vehicle acquired was bought/leased used (certified pre-owned)			
2480		Index	100	114
2481	Bought men's business suit - past year			
2482		Index	100	114
2483	Most recent vehicle acquired was bought/leased used (not certified pre-owned)			
2484		Index	100	114
2485	Items bought at convenience stores - past month: Any prepared foods/grill items, ice cream, candy, snack foods, dairy products, break or bakery items			
2486		Index	100	114
2487	Used organic poultry - past 6 months			
2488		Index	100	114
2489	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.			
2490		Index	100	114
2491	My family/friends often ask for and trust my advice on insurance			
2492		Index	100	114
2493	Shopped Citgo convenience store - past 6 months			
2494		Index	100	114
2495	Watched weightlifting competitions on TV - past year			
2496		Index	100	114
2497	If making decision on new car or truck today, would buy a Volkswagen			
2498		Index	100	114

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2499 2500	I have a great deal of knowledge/experience in hunting	Index	100	114
2501 2502	Bought oil filters at AutoZone - past year	Index	100	114
2503 2504	Drank any distilled liquor - past 6 months	Index	100	114
2505 2506	Wired or sent money through Western Union - past year	Index	100	114
2507 2508	My mode of transportation on a typical weekend is riding a bicycle	Index	100	114
2509 2510	Personally have considerable interest in video ads seen in large discount/department stores	Index	100	114
2511 2512	Any currently owned/leased vehicle was serviced by an auto repair chain store - past year	Index	100	114
2513 2514	Watched greyhound racing on TV - past year	Index	100	114
2515 2516	Technology Attitudes: I'm fascinated by new technology.	Index	100	114
2517 2518	Ordered from Hotels.com - past year	Index	100	114
2519 2520	Ordered from Orbitz.com - past year	Index	100	114
2521 2522	Shopped Ashley Furniture HomeStore - past year	Index	100	114
2523 2524	Referred to Internet Yellow Pages for real estate - past year	Index	100	114
2525 2526	My family/friends often ask for and trust my advice on parenting	Index	100	114
2527 2528	Kind of fine jewelry purchased in past year: Any bracelet	Index	100	114
2529 2530	My mode of transportation on a typical weekend is walking	Index	100	114
2531 2532	Foreign travel: Took any trip to Australia/New Zealand/South Pacific	Index	100	114
2533 2534	Currently own/lease any subcompact car	Index	100	114
2535 2536	General Attitudes: I'm more connected to my ethnic heritage than my parents are.	Index	100	114
2537 2538	Consumed non-flavored bottled water or seltzer - past 6 months	Index	100	114
2539 2540	Ever sent an e-mail on a tablet or e-reader	Index	100	113
2541 2542	Ordered from Hotwire.com - past year	Index	100	113
2543 2544	Watch TV for both relaxation and inspiration	Index	100	113
2545 2546	Spent \$50-\$99 in total on men's cologne as gifts - past year	Index	100	113
2547 2548	Car/other vehicle batteries installed by other household member - past year	Index	100	113
2549 2550	Consumed beer in own home - past month	Index	100	113
2551 2552	The primary reason I personally drive is for reasons other than driving to work	Index	100	113
2553 2554	Personal political outlook is very liberal	Index	100	113
2555 2556	Stayed at DoubleTree - past year	Index	100	113
2557 2558	Household owns an electric lantern for camping	Index	100	113
2559 2560	Bought men's sports jacket - past year	Index	100	113
2561 2562	Consumer Confidence: Economy/business in the U.S. is about the same now as it was a year ago	Index	100	113

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2563	Personally used news app on a tablet or e-reader - past month			
2564		Index	100	113
2565	Had professional massage - past 6 months			
2566		Index	100	113
2567	Household bought electric space heater - past year			
2568		Index	100	113
2569	Drank any brown goods - past 6 months			
2570		Index	100	113
2571	My family/friends often ask for and trust my advice on fishing			
2572		Index	100	113
2573	Household owns humidifier			
2574		Index	100	113
2575	Spent \$500 or more in total on watches - past year			
2576		Index	100	113
2577	I have a great deal of knowledge/experience in dieting			
2578		Index	100	113
2579	Bought hiking/backpacking shoes - past year			
2580		Index	100	113
2581	I have a great deal of knowledge/experience in living a healthy lifestyle			
2582		Index	100	113
2583	Attended any sports event - past year			
2584		Index	100	113
2585	Consumed liquor in own home - past month			
2586		Index	100	113
2587	Spent \$1,000-\$1,999 in total on clothing - past year			
2588		Index	100	113
2589	Bought any digital books - past year			
2590		Index	100	113
2591	Own mountain bicycle			
2592		Index	100	113
2593	Acquired a new or different auto/vehicle insurance policy - past year			
2594		Index	100	113
2595	Ordered by mail or phone from Staples - past year			
2596		Index	100	113
2597	My family/friends often ask for and trust my advice on magazines			
2598		Index	100	113
2599	Visited psychiatrist - past year			
2600		Index	100	113
2601	General Attitudes: Juggling family and work demands is very stressful for me.			
2602		Index	100	113
2603	Household owns portable dishwasher			
2604		Index	100	113
2605	Shopped Ross Stores - past 3 months			
2606		Index	100	113
2607	I like being in charge of a group.			
2608		Index	100	113
2609	Bought spark plugs at Advance Auto Parts Store - past year			
2610		Index	100	113
2611	Shopped Jennifer Leather/Convertibles - past year			
2612		Index	100	113
2613	Listened to regular season NHL hockey on radio - past year			
2614		Index	100	113
2615	Finance Attitudes: I often ask the advice of others when it comes to financial products or services.			
2616		Index	100	113
2617	Food Attitudes: Eating at a fast food restaurant is fun.			
2618		Index	100	113
2619	Stayed at Radisson Hotels - past year			
2620		Index	100	113
2621	Patronized A&W - past 6 months			
2622		Index	100	113
2623	Patronized Texas Roadhouse - past 6 months			
2624		Index	100	113
2625	Bought 1 piece of fine jewelry - past year			
2626		Index	100	113

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2627	Household owns a Blu-ray player			
2628		Index	100	113
2629	Most recent vehicle acquired was bought/leased in past year			
2630		Index	100	113
2631	Another household member installed spark plugs - past year			
2632		Index	100	113
2633	If making decision on new car or truck today, would buy a BMW			
2634		Index	100	113
2635	Acquired or added to 457(b) retirement plan - past year			*
2636		Index	100	112
2637	Shopped Bloomingdale's - past 3 months			
2638		Index	100	112
2639	Bought oil filters at Advance Auto Parts Store - past year			
2640		Index	100	112
2641	My family/friends often ask for and trust my advice on interior decorating			
2642		Index	100	112
2643	My family/friends often ask for and trust my advice on automotive products			
2644		Index	100	112
2645	Participated in fresh-water fishing - past year			
2646		Index	100	112
2647	Bought one item of men's clothing - past year			
2648		Index	100	112
2649	I have a great deal of knowledge/experience in restaurants			
2650		Index	100	112
2651	Shopped Nordstrom - past 3 months			
2652		Index	100	112
2653	Visited Walt Disney World (Florida): Magic Kingdom - past year			
2654		Index	100	112
2655	Fashion & Style Attitudes: I judge others by how "put together" they look.			
2656		Index	100	112
2657	Household bought indoor/outdoor carpet - past year			
2658		Index	100	112
2659	Patronized Whataburger - past 6 months			
2660		Index	100	112
2661	Own softball/baseball bats			
2662		Index	100	112
2663	Vacation Travel Attitudes: I frequently choose active vacations with lots to do.			
2664		Index	100	112
2665	Bought gasoline at Shell - past 6 months			
2666		Index	100	112
2667	Bought gasoline at Conoco - past 6 months			
2668		Index	100	112
2669	Interest In Advertising: For me, all ads on the Internet are alike.			
2670		Index	100	112
2671	Fashion & Style Attitudes: When I smell a perfume or cologne sample that I like in a magazine, I will purchase it			
2672		Index	100	112
2673	Spent total of \$101-\$200 at fast-food/drive-in restaurants - past month			
2674		Index	100	112
2675	Bought 3+ bottles men's cologne as gifts - past year			
2676		Index	100	112
2677	Household bought electric outdoor grill - past year			
2678		Index	100	112
2679	Interest In Advertising: For me, all ads in magazines are alike.			
2680		Index	100	112
2681	Personally spend \$20-\$39 in foodstores in average week			
2682		Index	100	112
2683	Patronized any family restaurant/steakhouse on the weekend - past 6 months			
2684		Index	100	112
2685	Interest In Advertising: For me, advertising on radio has no credibility.			
2686		Index	100	112
2687	Paid any bills by phone using credit card - past year			
2688		Index	100	112
2689	Fashion & Style Attitudes: Clothes made by fashion designers are more appealing.			
2690		Index	100	112

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2691	Paid for gasoline purchases with debit card - past month			
2692		Index	100	112
2693	Stayed at Hilton Hotels - past year			
2694		Index	100	112
2695	Independent voter/no political party affiliation			
2696		Index	100	112
2697	My family/friends often ask for and trust my advice on books			
2698		Index	100	112
2699	General Attitudes: I often feel like my life is slipping out of control.			
2700		Index	100	112
2701	My family/friends often ask for and trust my advice on home furnishings			
2702		Index	100	112
2703	I have a great deal of knowledge/experience in magazines			
2704		Index	100	112
2705	Personally used healthcare app on a tablet or e-reader - past month			
2706		Index	100	112
2707	Bought television for \$1,000-\$1,499 - past year			
2708		Index	100	112
2709	My mode of transportation on a typical weekday is walking			
2710		Index	100	112
2711	I like to lead others.			
2712		Index	100	112
2713	Technology Attitudes: To me, it's important to always be reachable wherever I am.			
2714		Index	100	112
2715	If making decision on new car or truck today, would buy a Mazda			
2716		Index	100	112
2717	Technology Attitudes: I like to read reviews before buying technology or electronics.			
2718		Index	100	112
2719	Currently own/lease any Jeep			
2720		Index	100	112
2721	Someone else responsible for maintenance work on any vehicle owned/leased			
2722		Index	100	112
2723	Paid for gas for vehicle(s) with debit card - past month			
2724		Index	100	112
2725	Personally spend \$40-\$59 in foodstores in average week			
2726		Index	100	112
2727	Own baseball gloves			
2728		Index	100	112
2729	Shopped Marshalls - past 3 months			
2730		Index	100	112
2731	Shopped Speedway - past 6 months			
2732		Index	100	112
2733	Most recent vehicle acquired was bought/leased 1-2 years ago			
2734		Index	100	112
2735	Household used any housekeeping/professional cleaning service less than once a month - past year			
2736		Index	100	112
2737	Personally, manually prepared tax return - past year			
2738		Index	100	112
2739	Watched regular season NBA basketball on TV - past year			
2740		Index	100	112
2741	Interest In Advertising: Advertising on the Internet provides me with useful information about new products and services.			
2742		Index	100	112
2743	My family/friends often ask for and trust my advice on newspapers			
2744		Index	100	111
2745	Personally drove 30,000-39,999 miles - past year			
2746		Index	100	111
2747	Health Attitudes: Over the counter medications are safer than prescription drugs.			
2748		Index	100	111
2749	Participated in snorkeling/skin-diving - past year			
2750		Index	100	111
2751	My family/friends often ask for and trust my advice on real estate			
2752		Index	100	111
2753	Patronized HomeTown Buffet - past 6 months			
2754		Index	100	111

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2755	Attended bowling competitions - past year			
2756		Index	100	111
2757	Acquired auto loan - past year			
2758		Index	100	111
2759	Shopped Target - past 3 months			
2760		Index	100	111
2761	Patronized Waffle House - past 6 months			
2762		Index	100	111
2763	I consider myself an intellectual.			
2764		Index	100	111
2765	Patronized Wendy's - past 6 months			
2766		Index	100	111
2767	Can connect to Internet from home using a wireless connection (excluding cellphones)			
2768		Index	100	111
2769	Watched movie/used video equipment as in-flight entertainment on last domestic plane trip			
2770		Index	100	111
2771	Shopped Bath & Body Works - past 3 months			
2772		Index	100	111
2773	The primary reason I personally drive is to transport others			
2774		Index	100	111
2775	Most recent vehicle bought/leased is any Audi			
2776		Index	100	111
2777	Attended dance performances as leisure activity - past year			
2778		Index	100	111
2779	Shopped Saks Fifth Avenue - past 3 months			
2780		Index	100	111
2781	Listened to NHL hockey playoffs/St Stanley Cup on radio - past year			
2782		Index	100	111
2783	Regularly exercise 2+ times per week at home			
2784		Index	100	111
2785	Household has any birds as pets			
2786		Index	100	111
2787	Went on picnics as leisure activity - past year			
2788		Index	100	111
2789	Technology Attitudes: I enjoy reading about new technology products.			
2790		Index	100	111
2791	Bought men's overcoat - past year			
2792		Index	100	111
2793	Shopped Art Van Furniture - past year			
2794		Index	100	111
2795	Participated in cooking for fun/as leisure activity - past year			
2796		Index	100	111
2797	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.			
2798		Index	100	111
2799	Household owns giant screen TV (over 42")			
2800		Index	100	111
2801	I have a great deal of knowledge/experience in automotive products			
2802		Index	100	111
2803	Household installed interior light fixtures - past year; work done by self or other household member			
2804		Index	100	111
2805	Shopped Target Pharmacy - past 6 months			
2806		Index	100	111
2807	Spent \$250+ in total on men's cologne as gifts - past year			
2808		Index	100	111
2809	Spent \$250 or more on men's high-ticket apparel items - past year			
2810		Index	100	111
2811	Bought paint/stain at department store - past year			
2812		Index	100	111
2813	Kind of fine jewelry purchased in past year: Any necklace			
2814		Index	100	111
2815	Wired or sent any money - past year			
2816		Index	100	111
2817	Household installed down spouts/gutters - past year; work done by self or other household member			
2818		Index	100	111

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2819	Bought a tennis racquet - past year			
2820		Index	100	111
2821	Purchased a watch as a gift for anyone (man/women) - past year			
2822		Index	100	111
2823	Currently own/lease any van			
2824		Index	100	111
2825	Personally/jointly have personal loan (not for education)			
2826		Index	100	111
2827	Technology Attitudes: I enjoy learning about technology or electronic products from others.			
2828		Index	100	111
2829	Played cards as leisure activity - past year			
2830		Index	100	111
2831	Patronized Baskin-Robbins - past 6 months			
2832		Index	100	111
2833	Interest In Advertising: For me, all ads on mobile phones are alike.			
2834		Index	100	111
2835	Sex: Achieving a fulfilling sexual life is very important			
2836		Index	100	111
2837	Used H&R Block TaxCut computer software program for tax preparation - past year			
2838		Index	100	111
2839	Personally used cents-off coupons to save on tobacco products - past year			
2840		Index	100	111
2841	Watched Extreme Sports (Winter) on TV - past year			
2842		Index	100	111
2843	Household bought ready-made horizontal blinds - past year			
2844		Index	100	111
2845	Bought gasoline at 76 - past 6 months			
2846		Index	100	111
2847	Bought anti-freeze/coolant at Advance Auto Parts Store - past year			
2848		Index	100	110
2849	Ordered from Walgreens.com - past year			
2850		Index	100	110
2851	Bought gasoline at Mobil - past 6 months			
2852		Index	100	110
2853	General Attitudes: I enjoy showing off my home to guests.			
2854		Index	100	110
2855	Bought women's ski jacket - past year			
2856		Index	100	110
2857	Food Attitudes: Fast food is junk food.			
2858		Index	100	110
2859	Bought gasoline at Quik Trip - past 6 months			
2860		Index	100	110
2861	Personally drove 40,000-49,999 miles - past year			
2862		Index	100	110
2863	Food Attitudes: I only buy food items that are name-brand, not generic brands.			
2864		Index	100	110
2865	Bought audio turntable - past year			*
2866		Index	100	110
2867	Visited Walt Disney World (Florida): Epcot Center - past year			
2868		Index	100	110
2869	Shopped QuikTrip - past 6 months			
2870		Index	100	110
2871	Ordered from Expedia.com - past year			
2872		Index	100	110
2873	Listened to radio as in-flight entertainment on last international plane trip (includes Alaska, Hawaii)			
2874		Index	100	110
2875	Bought men's dress shirt - past year			
2876		Index	100	110
2877	Most recent vehicle bought/leased is any Honda			
2878		Index	100	110
2879	Household Composition: Married couple, adult children and children under 18			
2880		Index	100	110
2881	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.			
2882		Index	100	110

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2883	Ordered from Zappos.com - past year			
2884		Index	100	110
2885	Rented or purchased classic movies/other video - past month			
2886		Index	100	110
2887	Food Attitudes: If generic brands are on sale, I will purchase them over my normal name-brand.			
2888		Index	100	110
2889	If making decision on new car or truck today, would buy a Subaru			
2890		Index	100	110
2891	Spent total of \$51-\$100 at family restaurants/steakhouses - past month			
2892		Index	100	110
2893	Bought gasoline at Exxon - past 6 months			
2894		Index	100	110
2895	Sometimes vote in statewide elections			
2896		Index	100	110
2897	Shopped Ulta - past 3 months			
2898		Index	100	110
2899	Ever played a single-player game on a tablet or e-reader			
2900		Index	100	110
2901	Watched NBA basketball playoffs/finals on TV - past year			
2902		Index	100	110
2903	Household owns indoor/outdoor carpet			
2904		Index	100	110
2905	Consulted friends/family for advice on sightseeing/activities - past year			
2906		Index	100	110
2907	Used any computer software program for tax preparation - past year			
2908		Index	100	110
2909	Computer peripherals own at home: External hard drive			
2910		Index	100	110
2911	Purchased any fine jewelry - past year			
2912		Index	100	110
2913	Interest In Advertising: For me, advertising on radio appears at inconvenient moments.			
2914		Index	100	110
2915	Household net worth: \$100,000-\$149,999			
2916		Index	100	110
2917	Household remodeled rooms other than bathroom, kitchen, bedroom - past year; work done by self or other household member			
2918		Index	100	110
2919	Listened to NFL football weekend games on radio - past year			
2920		Index	100	110
2921	I have a great deal of knowledge/experience in home decorating			
2922		Index	100	110
2923	Household spends \$100-\$119 in foodstores in average week			
2924		Index	100	110
2925	Bought women's blazer - past year			
2926		Index	100	110
2927	Spent \$1-\$49 in total on women's perfume/cologne as gifts - past year			
2928		Index	100	110
2929	Listened to or purchased contemporary Christian music recordings/other audio - past 6 months			
2930		Index	100	110
2931	Own plasma TV set			
2932		Index	100	110
2933	Personally used books app on a tablet or e-reader - past month			
2934		Index	100	110
2935	Participated in road bicycling - past year			
2936		Index	100	110
2937	My family/friends often ask for and trust my advice on finance/investments			
2938		Index	100	110
2939	Played Bingo as leisure activity - past year			
2940		Index	100	110
2941	Bought women's jeans (excluding designer jeans) - past year			
2942		Index	100	110
2943	Bought tennis shoes - past year			
2944		Index	100	110
2945	Food Attitudes: I'm willing to spend more for a quality bottle of wine.			
2946		Index	100	110

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
2947	Finance Attitudes: I feel overwhelmed by financial burdens.			
2948		Index	100	110
2949	Ever read a book on a tablet or e-reader			
2950		Index	100	110
2951	Stayed at Holiday Inn - past year			
2952		Index	100	110
2953	Watch weekend sports anthologies on TV			
2954		Index	100	110
2955	Spent less than \$100 in total on women's big-ticket apparel items - past year			
2956		Index	100	110
2957	Currently own/lease any Nissan			
2958		Index	100	110
2959	Bought paint/stain at hardware store - past year			
2960		Index	100	109
2961	Bought gasoline at Sinclair - past 6 months			
2962		Index	100	109
2963	Have had eczema/skin itch/rash - past year			
2964		Index	100	109
2965	Vacation Travel Attitudes: I'm happy to do very little, if any, sightseeing on my vacations.			
2966		Index	100	109
2967	General Attitudes: I like to shower my loved ones with gifts.			
2968		Index	100	109
2969	Patronized Popeyes Chicken - past 6 months			
2970		Index	100	109
2971	Participated in any sports - past year			
2972		Index	100	109
2973	Ordered from BedBathandBeyond.com - past year			
2974		Index	100	109
2975	Patronized Denny's - past 6 months			
2976		Index	100	109
2977	I have a great deal of knowledge/experience in home furnishings			
2978		Index	100	109
2979	Currently own/lease any Honda			
2980		Index	100	109
2981	Own tennis balls			
2982		Index	100	109
2983	Interest In Advertising: For me, advertising in magazines has no credibility.			
2984		Index	100	109
2985	Collect art as a hobby			
2986		Index	100	109
2987	Household owns a cooler or ice chest (under 24 quarts) for camping			
2988		Index	100	109
2989	Spent total of \$41-\$50 at fast-food/drive-in restaurants - past month			
2990		Index	100	109
2991	Listened to college baseball on radio - past year			
2992		Index	100	109
2993	Watch TV for relaxation only			
2994		Index	100	109
2995	Reason for selecting current life insurance: Simplicity of application			
2996		Index	100	109
2997	Listened to or purchased classic rock music recordings/other audio - past 6 months			
2998		Index	100	109
2999	Any vehicle currently owned/leased has 5-cylinder engine			
3000		Index	100	109
3001	Most recent vehicle bought/leased is any Nissan			
3002		Index	100	109
3003	Bought compact disc player - past year			
3004		Index	100	109
3005	Bought model kits/model sets - past year			
3006		Index	100	109
3007	Household's Internet service provider is Time Warner Cable			
3008		Index	100	109
3009	Participated in hunting with a shotgun - past year			
3010		Index	100	109

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3011	Household used cents-off coupons received/clipped from Internet or e-mail - past year			
3012		Index	100	109
3013	Patronized Subway - past 6 months			
3014		Index	100	109
3015	Stayed at Ritz-Carlton - past year			
3016		Index	100	109
3017	Watched boxing on TV - past year			
3018		Index	100	109
3019	Bought 3+ bottles men's cologne for self - past year			
3020		Index	100	109
3021	Most recent vehicle bought/leased has turbo charger			
3022		Index	100	109
3023	Took a domestic business trip personally paid for - past year			
3024		Index	100	109
3025	Other household member added or changed motor oil - past year			
3026		Index	100	109
3027	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.			
3028		Index	100	109
3029	Own racquetball balls			
3030		Index	100	109
3031	Currently own/lease any intermediate-size car			
3032		Index	100	109
3033	Buy/eat foods labeled as high-protein for weight control/other health reasons			
3034		Index	100	109
3035	Internet/Online Attitudes: The Internet is a great way to actually buy products.			
3036		Index	100	109
3037	Interest In Advertising: For me, advertising in magazines is amusing.			
3038		Index	100	109
3039	Bought factory loaded ammunition - past year			
3040		Index	100	109
3041	Had tune-up done on any vehicle owned/leased - past year			
3042		Index	100	109
3043	Patronized McDonald's - past 6 months			
3044		Index	100	109
3045	Shopped T.J. Maxx - past 3 months			
3046		Index	100	109
3047	Watch professional basketball specials on TV			
3048		Index	100	109
3049	Personally used magazine app on a tablet or e-reader - past month			
3050		Index	100	109
3051	Attended any tennis games - past year			
3052		Index	100	109
3053	Food Attitudes: I don't allow junk food in my home.			
3054		Index	100	109
3055	Consumer Confidence: Economy/business in the U.S. will be about the same in the coming year			
3056		Index	100	109
3057	Patronized any fast-food/drive-in restaurant for lunch - past 6 months			
3058		Index	100	109
3059	Excitement: Having stimulating experiences is very important			
3060		Index	100	109
3061	Watch primetime situation comedies on TV			
3062		Index	100	109
3063	Bought women's sweater - past year			
3064		Index	100	109
3065	Bought spark plugs at AutoZone - past year			
3066		Index	100	108
3067	Household owns cookware for camping			
3068		Index	100	108
3069	Consulted Expedia.com for advice on sightseeing/activities - past year			
3070		Index	100	108
3071	Bought gasoline for vehicle 2 times per week - past 6 months			
3072		Index	100	108
3073	Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings.			
3074		Index	100	108

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3075	I have a great deal of knowledge/experience in automobiles			
3076		Index	100	108
3077	Reason for selecting current life insurance: Location			
3078		Index	100	108
3079	Internet/Online Attitudes: The Internet is a great way to communicate with family/friends.			
3080		Index	100	108
3081	Spent \$2,000-\$2,999 in total on clothing - past year			
3082		Index	100	108
3083	Family member other than self makes decision on hotel reservation for personal/vacation travel			
3084		Index	100	108
3085	My family/friends often ask for and trust my advice on restaurants			
3086		Index	100	108
3087	Spent \$100-\$399 in total on fine jewelry - past year			
3088		Index	100	108
3089	Attended men's tennis games - past year			
3090		Index	100	108
3091	I have a great deal of knowledge/experience in coffee			
3092		Index	100	108
3093	Computer peripherals own at home: LAN/Network interface cards			
3094		Index	100	108
3095	My family/friends often ask for and trust my advice on grocery shopping			
3096		Index	100	108
3097	Patronized Taco Time - past 6 months			
3098		Index	100	108
3099	Bought men's leather coat or jacket - past year			
3100		Index	100	108
3101	Finance Attitudes: When I find a financial product or service that I like, I typically recommend it to people I know.			
3102		Index	100	108
3103	Use Sprint local call services			
3104		Index	100	108
3105	Any vehicle currently owned/leased is a coupe/sports coupe/2-door			
3106	Household owns a cooler or ice chest of 24 quarts or greater for camping			
3107		Index	100	108
3108	Watch professional football pre-game shows on TV			
3109		Index	100	108
3111	Visited museum - past year			
3112		Index	100	108
3113	Shopped Albertsons - past 6 months			
3114		Index	100	108
3115	Bought audio amplifier - past year			
3116		Index	100	108
3117	I have a great deal of knowledge/experience in real estate			
3118		Index	100	108
3119	Ever listen to FM radio			
3120		Index	100	108
3121	Bought binoculars - past year			
3122		Index	100	108
3123	Used men's aftershave/cologne - past 6 months			
3124		Index	100	108
3125	Patronized Dunkin' Donuts - past 6 months			
3126		Index	100	108
3127	Had alignment service/repair done on any vehicle owned/leased - past year			
3128		Index	100	108
3129	Ordered by mail or phone from Pottery Barn - past year			*
3130		Index	100	108
3131	Any vehicle currently owned/leased is a 3-door hatchback/runabout			
3132		Index	100	108
3133	Had brakes installed at Sears - past year			
3134		Index	100	108
3135	Technology Attitudes: Before buying electronics, I do as much research as possible.			
3136		Index	100	108
3137	Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel.			
3138		Index	100	108

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3139	Household bought gas grill - past year			
3140		Index	100	108
3141	Vacation Travel Attitudes: In general, price is more important to me than convenience when making travel plans.			
3142		Index	100	108
3143	Read magazines for information only			
3144		Index	100	108
3145	Bought gasoline at SuperAmerica - past 6 months			
3146		Index	100	108
3147	Participated in baking as leisure activity - past year			
3148		Index	100	108
3149	Household's Internet service provider is Charter			
3150		Index	100	108
3151	Personally used travel app on a tablet or e-reader - past month			
3152		Index	100	108
3153	Had professional manicure - past 6 months			
3154		Index	100	108
3155	Went hunting on any domestic vacation or honeymoon trip			
3156		Index	100	108
3157	Listen to Urban AC radio format (subset of Urban)			
3158		Index	100	108
3159	Ever used a map/navigation program on a tablet or e-reader			
3160		Index	100	108
3161	Listened to NCAA basketball tournament on radio - past year			
3162		Index	100	108
3163	Spent \$1-\$49 in total on women's perfume/cologne for self - past year			
3164		Index	100	108
3165	I have a great deal of knowledge/experience in books			
3166		Index	100	108
3167	Bought 1 bottle women's perfume/cologne as gift - past year			
3168		Index	100	108
3169	Interest In Advertising: For me, advertising in newspapers appears at inconvenient moments.			
3170		Index	100	108
3171	Bought 5-6 pieces of fine jewelry - past year			
3172		Index	100	108
3173	Tax return prepared by friend or family member - past year			
3174		Index	100	108
3175	Spent \$100-\$249 in total on men's cologne as gifts - past year			
3176		Index	100	108
3177	Ordered by mail or phone from Book of the Month Club - past year			*
3178		Index	100	108
3179	Patronized P.F. Chang's - past 6 months			
3180		Index	100	108
3181	Attended horse races as leisure activity - past year			
3182		Index	100	108
3183	Watched regular season NHL ice hockey on TV - past year			
3184		Index	100	108
3185	Paid for gasoline purchases with cash - past month			
3186		Index	100	107
3187	Household subscribes to any Internet service provider			
3188		Index	100	107
3189	Consumed sparkling bottled water or seltzer - past 6 months			
3190		Index	100	107
3191	Bought anti-freeze/coolant at Pep Boys - past year			
3192		Index	100	107
3193	Own LCD TV set			
3194		Index	100	107
3195	Own weight lifting equipment			
3196		Index	100	107
3197	Paid any bills in person - past year			
3198		Index	100	107
3199	Audio/entertainment system in vehicle most recently bought/leased was upgraded with vehicle purchase			
3200		Index	100	107
3201	General Attitudes: I often find myself in a leadership position.			
3202		Index	100	107

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
1				
3203	Interest In Advertising: For me, advertising in newspapers has no credibility.			
3204		Index	100	107
3205	Paid cash to buy gas for vehicle(s) - past month			
3206		Index	100	107
3207	Patronized any family restaurant/steakhouse for supper/dinner - past 6 months			
3208		Index	100	107
3209	General Attitudes: I work primarily for the salary.			
3210		Index	100	107
3211	Food Attitudes: Frozen dinners are a convenient alternative for a meal.			
3212		Index	100	107
3213	Ordered from PetSmart.com - past year			
3214		Index	100	107
3215	Bought anti-freeze/coolant at AutoZone - past year			
3216		Index	100	107
3217	Most recent car rental for personal use was through Hertz			
3218		Index	100	107
3219	Ever obtained information on news or current events on a tablet or e-reader			
3220		Index	100	107
3221	Bought men's jeans (excluding designer jeans) - past year			
3222		Index	100	107
3223	Personally have considerable interest in video ads seen in drug stores			
3224		Index	100	107
3225	Drank any beer/ale - past 6 months			
3226		Index	100	107
3227	Traveled alone on any foreign trip - past year			
3228		Index	100	107
3229	Bought car/other vehicle batteries at Advance Auto Parts Store - past year			
3230		Index	100	107
3231	Household has any pets other than dogs, cats, birds, horses			
3232		Index	100	107
3233	Watch hockey specials on TV			
3234		Index	100	107
3235	Ordered from Overstock.com - past year			
3236		Index	100	107
3237	Household owns gas built-in range oven			
3238		Index	100	107
3239	Household owns sectional sofa			
3240		Index	100	107
3241	I like doing things that are new and different.			
3242		Index	100	107
3243	Read newspapers for information only			
3244		Index	100	107
3245	Patronized Applebee's - past 6 months			
3246		Index	100	107
3247	Interest In Advertising: For me, advertising on the Internet has no credibility.			
3248		Index	100	107
3249	Spent total of \$201-\$300 at family restaurants/steakhouses - past month			
3250		Index	100	107
3251	I have a great deal of knowledge/experience in fishing			
3252		Index	100	107
3253	Highest level education completed/highest degree received: Associate degree, academic			
3254		Index	100	107
3255	Read magazines for both relaxation and information			
3256		Index	100	107
3257	Bought gasoline at Marathon - past 6 months			
3258		Index	100	107
3259	Consulted Expedia.com for advice on fees/travel arrangements - past year			
3260		Index	100	107
3261	Watch what I eat for physical fitness reasons			
3262		Index	100	107
3263	Bought 2 pairs of athletic shoes - past year			
3264		Index	100	107
3265	Referred to Internet Yellow Pages for sports and leisure activities and equipment - past year			
3266		Index	100	107

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3267	Engaged in home decoration and furnishing as leisure activity - past year			
3268		Index	100	107
3269	Consumed any bottled water or seltzer - past 6 months			
3270		Index	100	107
3271	Most recent vehicle bought/leased has side impact air bags			
3272		Index	100	107
3273	Household remodeled bathroom - past year; work done by self or other household member			
3274		Index	100	107
3275	Foreign travel: Took any trip to Eastern Europe			
3276		Index	100	107
3277	Spent \$250 or more in total on women's big-ticket apparel items - past year			
3278		Index	100	107
3279	I like trying new things.			
3280		Index	100	107
3281	Personally used a reference app on a tablet or e-reader - past month			
3282		Index	100	107
3283	Household installed yard fence - past year; work done by self or other household member			
3284		Index	100	107
3285	Spent total of \$100-\$249 on sports/recreation equipment - past year			
3286		Index	100	107
3287	Went backpacking or hiking on any domestic vacation or honeymoon trip			
3288		Index	100	107
3289	Consulted friends/family for advice on fees/travel arrangements - past year			
3290		Index	100	107
3291	General Attitudes: I seek out variety in my everyday life.			
3292		Index	100	107
3293	Used calcium-added/vitamin-fortified fresh milk - past 6 months			
3294		Index	100	106
3295	Fashion & Style Attitudes: I often use natural or organic beauty products.			
3296		Index	100	106
3297	Automotive Attitudes: I look forward to technology advances in new vehicles.			
3298		Index	100	106
3299	Another household member installed oil filters in vehicle - past year			
3300		Index	100	106
3301	Business-to-business: Personally involved in selection/purchase of raw materials			
3302		Index	100	106
3303	Have changed auto/vehicle insurance coverage 1 time in last 5 years			
3304		Index	100	106
3305	Bought oil filters at O'Reilly Auto Parts - past year			
3306		Index	100	106
3307	Car/other vehicle batteries bought at AutoZone - past year			
3308		Index	100	106
3309	Personally have considerable interest in video ads seen in grocery stores			
3310		Index	100	106
3311	Patronized any fast-food/drive-in restaurant for sandwiches - past 6 months			
3312		Index	100	106
3313	Had professional body treatments - past 6 months			
3314		Index	100	106
3315	Business-to-business: Personally involved in selection/purchase of heavy machinery or equipment			
3316		Index	100	106
3317	Personal political outlook is somewhat liberal			
3318		Index	100	106
3319	Spent \$100 or more at barber shop - past 6 months			
3320		Index	100	106
3321	Household used cents-off coupons 0-2 times - past 3 months			
3322		Index	100	106
3323	Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects.			
3324		Index	100	106
3325	Household spends \$150 or more in foodstores in average week			
3326		Index	100	106
3327	Have tropical fish as a hobby			
3328		Index	100	106
3329	Interest In Advertising: For me, advertising on mobile phones is repeated too often.			
3330		Index	100	106

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3331 3332	Vacation Travel Attitudes: Packaged deals are great, because I don't have to plan out the details too much.	Index	100	106
3333 3334	Patronized White Castle - past 6 months	Index	100	106
3335 3336	Obtained information about an ailment/prescription drug through media advertisement (excluding TV, magazines) - past year	Index	100	106
3337 3338	Interest In Advertising: For me, advertising in magazines appears at inconvenient moments.	Index	100	106
3339 3340	Domestic travel: Took any trip to California	Index	100	106
3341 3342	Business-to-business: Personally involved in selection/purchase of web development services	Index	100	106
3343 3344	Health Attitudes: I am happy with my weight.	Index	100	106
3345 3346	Listened to or purchased classical music recordings/other audio - past 6 months	Index	100	106
3347 3348	Used Internet/Online program other than H&R BLock Tax Cut, TaxACT, or TurboTax for tax preparation - past year	Index	100	106
3349 3350	Participated in power boating - past year	Index	100	106
3351 3352	General Attitudes: I am very interested in the fine arts.	Index	100	106
3353 3354	Referred to Internet Yellow Pages for auto repair and services - past year	Index	100	106
3355 3356	Food Attitudes: I typically celebrate special occasions at restaurants.	Index	100	106
3357 3358	Most recent vehicle bought/leased is any Mazda	Index	100	106
3359 3360	Stayed at Red Roof Inn - past year	Index	100	106
3361 3362	Consulted Orbitz.com for advice on fees/travel - past year	Index	100	106
3363 3364	General Attitudes: I am so busy, I often can't finish everything I need to in a day.	Index	100	106
3365 3366	Buy/eat foods labeled as natural or organic for weight control/other health reasons	Index	100	106
3367 3368	Household's Internet service provider is Cablevision (Optimum)	Index	100	106
3369 3370	Interest In Advertising: For me, advertising on mobile phones appears at inconvenient moments.	Index	100	106
3371 3372	Had minor engine repair on any vehicle owned/leased - past year	Index	100	106
3373 3374	Technology Attitudes: Computers can be a good source of entertainment.	Index	100	106
3375 3376	Internet/Online Attitudes: The Internet is a good thing, but I worry that too much technology can be a bad thing.	Index	100	106
3377 3378	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Index	100	106
3379 3380	Ordered from SamsClub.com - past year	Index	100	106
3381 3382	Usually shop at convenience stores in the morning (6AM-10AM)	Index	100	106
3383 3384	If making decision on new car or truck today, would buy a Nissan	Index	100	106
3385 3386	Automotive Attitudes: I enjoy learning about automobiles from others.	Index	100	106
3387 3388	Kind of fine jewelry purchased in past year: Any earrings	Index	100	105
3389 3390	Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures.	Index	100	105
3391 3392	A woman's life is fulfilled only if she can provide a happy home for her family.	Index	100	105
3393 3394	Computer peripherals own at home: Speakers	Index	100	105

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3395	Household owns electric outdoor grill			
3396		Index	100	105
3397	My family/friends often ask for and trust my advice on cleaning products			
3398		Index	100	105
3399	Vacation Travel Attitudes: It's worth it to me to pay more for high quality hotel accommodations.			
3400		Index	100	105
3401	Romance: Having romance in my life is very important			
3402		Index	100	105
3403	Bought 1 bottle women's perfume/cologne for self - past year			
3404		Index	100	105
3405	Means of travel on any domestic trip - past year: Rental vehicle			
3406		Index	100	105
3407	Interest In Advertising: For me, advertising on radio is amusing.			
3408		Index	100	105
3409	Personally traveled 101-150 miles in town, city or suburb as driver or passenger in a car or truck - past week			
3410		Index	100	105
3411	Bought gasoline at Speedway - past 6 months			
3412		Index	100	105
3413	Vacation Travel Attitudes: I love doing research on a location before I go on vacation.			
3414		Index	100	105
3415	Auto/vehicle covered by USAA insurance policy			
3416		Index	100	105
3417	Acquired personal line of credit - past year			
3418		Index	100	105
3419	I love to make things I can use everyday.			
3420		Index	100	105
3421	Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases.			
3422		Index	100	105
3423	Spent total of \$250 or more on sports/recreation equipment - past year			
3424		Index	100	105
3425	Finance Attitudes: I enjoy learning about financial products or services from others.			
3426		Index	100	105
3427	Consumer Confidence: Economy/business in the U.S. will be better in the coming year			
3428		Index	100	105
3429	Household Income: \$50,000-\$59,999			
3430		Index	100	105
3431	Creativity: Being creative, imaginative is very important			
3432		Index	100	105
3433	Purchased any fine jewelry for self - past year			
3434		Index	100	105
3435	Bought 3+ bottles of women's perfume/cologne as gifts - past year			
3436		Index	100	105
3437	Spent \$50-\$74 in total on any athletic shoes - past year			
3438		Index	100	105
3439	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.			
3440		Index	100	105
3441	Spent less than \$25 in total on costume jewelry - past year			
3442		Index	100	105
3443	Purchased any gold fine jewelry pieces - past year			
3444		Index	100	105
3445	Most recent vehicle bought/leased is any Volvo			
3446		Index	100	105
3447	Interest In Advertising: For me, all ads on TV are alike.			
3448		Index	100	105
3449	Stayed at Clarion - past year			
3450		Index	100	105
3451	General Attitudes: I like to give the impression that my life is under control.			
3452		Index	100	105
3453	Vacation Travel Attitudes: On my vacations, I prefer traveling to places I've never been.			
3454		Index	100	105
3455	Consulted Travelocity.com for advice on sightseeing/activities - past year			
3456		Index	100	105
3457	General Attitudes: I consider myself outspoken.			
3458		Index	100	105

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3459	Foreign travel: Took any trip to Middle East (excluding Israel)			
3460		Index	100	105
3461	Patronized any fast-food/drive-in restaurant for chicken - past 6 months			
3462		Index	100	105
3463	Vacation Travel Attitudes: When I learn about a great vacation, I typically recommend it to people I know.			
3464		Index	100	105
3465	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.			
3466		Index	100	105
3467	Bought gasoline at BP/Amoco - past 6 months			
3468		Index	100	105
3469	Household remodeled bedroom - past year; work done by self or other household member			
3470		Index	100	105
3471	Vacation Travel Attitudes: I often take the opportunity to discuss my knowledge of vacation options with others.			
3472		Index	100	105
3473	I like a lot of variety in my life.			
3474		Index	100	105
3475	Household bought gas stove/range - past year			
3476		Index	100	105
3477	Shopped Jordan's Furniture - past year			
3478		Index	100	105
3479	Spent \$100-\$249 in total on men's high-ticket apparel items - past year			
3480		Index	100	105
3481	Own smart TV/Internet connectable TV			
3482		Index	100	105
3483	Total amount spent at convenience stores - past month: \$20-\$39			
3484		Index	100	105
3485	Spent \$50-\$99 in total on women's perfume/cologne for self - past year			
3486		Index	100	105
3487	Food Attitudes: I indulge my cravings for sweets.			
3488		Index	100	105
3489	Spent \$1-\$49 in total on men's cologne as gifts - past year			
3490		Index	100	105
3491	Foreign travel: Took any trip to China			
3492		Index	100	105
3493	Personal car rental in past year was direct from company/walk-in (no reservation)			
3494		Index	100	105
3495	Household converted garage/attic/basement into living space - past year			
3496		Index	100	105
3497	I have a great deal of knowledge/experience in insurance			
3498		Index	100	105
3499	Participated in golf - past year			
3500		Index	100	105
3501	Ever obtained information about weather on a tablet or e-reader			
3502		Index	100	105
3503	Currently own/lease any Mazda			
3504		Index	100	105
3505	Food Attitudes: I often use recipes when preparing a meal.			
3506		Index	100	105
3507	Patronized Burger King - past 6 months			
3508		Index	100	105
3509	Patronized Joe's Crab Shack - past 6 months			
3510		Index	100	105
3511	Bought 1 pair of athletic shoes - past year			
3512		Index	100	105
3513	Bought anti-freeze/coolant at gas station - past year			
3514		Index	100	105
3515	Bought beer at supermarket/grocery - past 6 months			
3516		Index	100	105
3517	Ordered from Kohls.com - past year			
3518		Index	100	105
3519	Spent \$300-\$499 in total on clothing - past year			
3520		Index	100	105
3521	Bought motor oil additives - past year			
3522		Index	100	105

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3523	Shopped Ralphs - past 6 months			
3524		Index	100	105
3525	Member of The Y (YMCA/YWCA)			
3526		Index	100	105
3527	Principal driver of most recently bought/leased vehicle is someone else			
3528		Index	100	105
3529	Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance.			
3530		Index	100	105
3531	Shopped LOFT - past 3 months			
3532		Index	100	105
3533	Shopped Crate & Barrel - past 3 months			
3534		Index	100	105
3535	Visited a health spa/retreat on any domestic vacation or honeymoon trip			
3536		Index	100	105
3537	Flew AirTran Airways on any domestic trip			
3538		Index	100	104
3539	Sailed on Disney Cruise Lines ship - past 3 years			
3540		Index	100	104
3541	Food Attitudes: I'm fine with eating at a restaurant by myself.			
3542		Index	100	104
3543	Any vehicle currently owned/leased has 4-cylinder engine			
3544		Index	100	104
3545	Participated in barbecuing as leisure activity - past year			
3546		Index	100	104
3547	Personally used weather app on a tablet or e-reader - past month			
3548		Index	100	104
3549	Patronized any family restaurant/steakhouse to eat in - past 6 months			
3550		Index	100	104
3551	Total value of business products/services - personal purchase involvement: \$10,000-\$19,999			
3552		Index	100	104
3553	Participated in hunting with a rifle - past year			
3554		Index	100	104
3555	I am very interested in how mechanical things such as engines work.			
3556		Index	100	104
3557	Food Attitudes: I only eat fast food when I'm in a rush.			
3558		Index	100	104
3559	Patronized any fast-food/drive-in restaurant on a weekday - past 6 months			
3560		Index	100	104
3561	Have charitable contribution rewards credit/debit card in own name			
3562		Index	100	104
3563	I like the challenge of doing something I have never done before.			
3564		Index	100	104
3565	Bought muffler(s) for vehicle - past year			
3566		Index	100	104
3567	My family/friends often ask for and trust my advice on automobiles			
3568		Index	100	104
3569	General Attitudes: I like to learn about foreign cultures.			
3570		Index	100	104
3571	Own a tennis racquet			
3572		Index	100	104
3573	I would rather make something than buy it.			
3574		Index	100	104
3575	Household Income: \$75,000-\$99,999			
3576		Index	100	104
3577	Did Sudoku puzzles as leisure activity - past year			
3578		Index	100	104
3579	Valvoline Instant Oil Change added or changed motor oil - past year			
3580		Index	100	104
3581	Finance Attitudes: Investing in the stock market is too risky for me.			
3582		Index	100	104
3583	Bought air filters for vehicle at Pep Boys - past year			
3584		Index	100	104
3585	Auto repair chain store added or changed motor oil - past year			
3586		Index	100	104

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3587	Used any hair growth products - past year			
3588		Index	100	104
3589	Shopped Giant - past 6 months			
3590		Index	100	104
3591	Household net worth: \$150,000-\$199,999			
3592		Index	100	104
3593	Looking good: Seeking the utmost attractive appearance is very important			
3594		Index	100	104
3595	Patronized Carino's Italian - past 6 months			
3596		Index	100	104
3597	General Attitudes: People who are worried about the environment are overreacting.			
3598		Index	100	104
3599	Currently own/lease any BMW			
3600		Index	100	104
3601	Consumer Confidence : Economy/business in the U.S. is better now than it was a year ago			
3602		Index	100	104
3603	Most recently acquired vehicle was leased for 36 months			
3604		Index	100	104
3605	Bought gasoline at full-service station - past 6 months			
3606		Index	100	104
3607	Listen to radio for relaxation only			
3608		Index	100	104
3609	Consulted TripAdvisor.com for advice on fees/travel arrangements - past year			
3610		Index	100	104
3611	Patronized Dairy Queen - past 6 months			
3612		Index	100	104
3613	Drank any alcoholic beverages - past 6 months			
3614		Index	100	104
3615	Food Attitudes: I enjoy being creative in the kitchen.			
3616		Index	100	104
3617	Interest In Advertising: For me, advertising in magazines is repeated too often.			
3618		Index	100	104
3619	Bought a non-prescription product after exposure to healthcare advertisement(s) - past year			
3620		Index	100	104
3621	Shopped Walgreens - past 6 months			
3622		Index	100	104
3623	Fashion & Style Attitudes: I am more likely to buy a brand that I know supports a charity.			
3624		Index	100	104
3625	Personally added or changed motor oil - past year			
3626		Index	100	104
3627	Interest In Advertising: For me, advertising on radio is repeated too often.			
3628		Index	100	104
3629	Internet/Online Attitudes: The Internet has allowed me to learn things I probably wouldn't have learned otherwise.			
3630		Index	100	104
3631	Any vehicle currently owned/leased uses electricity only, Ethanol (885), hydrogen, etc.			
3632		Index	100	104
3633	Internet/Online Attitudes: The Internet is a great way to gather information on products/services I'm considering purchasing.			
3634		Index	100	104
3635	Household Income: \$30,000-\$39,999			
3636		Index	100	104
3637	Rented car at home (local rental) for business use - past year			
3638		Index	100	104
3639	Shopped Safeway - past 6 months			
3640		Index	100	104
3641	Bought any merchandise/services from in-home sales rep - past 6 months			
3642		Index	100	104
3643	Spent \$1-\$49 in total on men's cologne for self - past year			
3644		Index	100	104
3645	Bought television for \$3,000+ - past year			
3646		Index	100	104
3647	Attended Alpine skiing and ski jumping events - past year			*
3648		Index	100	104
3649	Referred to Internet Yellow Pages for banking, finance and insurance - past year			
3650		Index	100	104

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3651	General Attitudes: My philosophy is "Life should be as much fun as possible."			
3652		Index	100	104
3653	Shopped Harris Teeter - past 6 months			
3654		Index	100	104
3655	I have more ability than most people.			
3656		Index	100	104
3657	Personally installed spark plugs - past year			
3658		Index	100	104
3659	Household's Internet service provider is AT&T			
3660		Index	100	104
3661	Shopped Dick's Sporting Goods - past 3 months			
3662		Index	100	104
3663	Member of any school or college board			
3664		Index	100	104
3665	I have a great deal of knowledge/experience in finance/investments			
3666		Index	100	104
3667	Household spent \$700 or more on big-ticket furniture/home furnishings - past year			
3668		Index	100	104
3669	Health Attitudes: In general, I think herbal supplements are effective.			
3670		Index	100	104
3671	Patronized any fast-food/drive-in restaurant for burgers/hot dogs - past 6 months			
3672		Index	100	104
3673	Personally made decision for any fast-food/drive-in restaurant visit - past 6 months			
3674		Index	100	104
3675	Own racquetball racquet			
3676		Index	100	103
3677	General Attitudes: The government should pay more attention to environmental issues.			
3678		Index	100	103
3679	Attended music performances other than country, rock, classical/opera - past year			
3680		Index	100	103
3681	Had professional facial - past 6 months			
3682		Index	100	103
3683	I would like to understand more about how the universe works.			
3684		Index	100	103
3685	Spent total of \$101-\$200 at family restaurants/steakhouses - past month			
3686		Index	100	103
3687	Interest In Advertising: For me, advertising in newspapers is repeated too often.			
3688		Index	100	103
3689	Foreign travel: Took any trip to South America			
3690		Index	100	103
3691	Shopped H-E-B - past 6 months			
3692		Index	100	103
3693	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.			
3694		Index	100	103
3695	Bought gift card/prepaid card for self - past 6 months			
3696		Index	100	103
3697	Heard about current auto/vehicle insurance carrier through friends or family			
3698		Index	100	103
3699	Household used pet training service - past year			
3700		Index	100	103
3701	Usually shop convenience stores mid-day - (10AM-2PM)			
3702		Index	100	103
3703	Shopped Walmart Supercenter - past 6 months			
3704		Index	100	103
3705	Spent total of \$50 or less at fine dining restaurants - past month			
3706		Index	100	103
3707	Curiosity: Wanting to explore and learn about new things is very important			
3708		Index	100	103
3709	Most recent car rental for business use was from Dollar			*
3710		Index	100	103
3711	Highest level education completed/highest degree received: Bachelor's degree			
3712		Index	100	103
3713	Bought women's shapewear - past year			
3714		Index	100	103

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3715 3716	Spent \$200+ on gas for vehicle(s) - past month	Index	100	103
3717 3718	Computer peripherals own at home: Tape/Cartridge drive	Index	100	103
3719 3720	Health Attitudes: I prefer alternative medicine to traditional medical practices.	Index	100	103
3721 3722	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Index	100	103
3723 3724	Own any truck used for business hauling	Index	100	103
3725 3726	Used any pipe tobacco - past 6 months	Index	100	103
3727 3728	Bought gas at convenience store - past month	Index	100	103
3729 3730	Spent \$200+ on gasoline for vehicle(s) - past month	Index	100	103
3731 3732	Household Income: \$60,000-\$74,999	Index	100	103
3733 3734	If making decision on new car or truck today, would buy a Chevrolet	Index	100	103
3735 3736	Bought pet food/pet products at PETCO - past year	Index	100	103
3737 3738	Shopped Shoe Carnival - past 3 months	Index	100	103
3739 3740	Interest In Advertising: For me, advertising on the Internet appears at inconvenient moments.	Index	100	103
3741 3742	Stayed at Ramada Inn - past year	Index	100	103
3743 3744	Kind of fine jewelry purchased in past year: Any ring (excluding engagement ring)	Index	100	103
3745 3746	Household owns a DVD player	Index	100	103
3747 3748	Household remodeled bedroom - past year	Index	100	103
3749 3750	Watched NHL ice hockey playoffs/Stanley Cup finals on TV - past year	Index	100	103
3751 3752	Food Attitudes: Food is a comfort to me.	Index	100	103
3753 3754	Domestic travel: Took any trip to Mississippi, Louisiana	Index	100	103
3755 3756	Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant.	Index	100	103
3757 3758	If making decision on new car or truck today, would buy a Honda	Index	100	103
3759 3760	I have a great deal of knowledge/experience in cooking	Index	100	103
3761 3762	Patronized Big Boy - past 6 months	Index	100	103
3763 3764	Listened to or purchased jazz music recordings/other audio - past 6 months	Index	100	103
3765 3766	Shopped Food Lion - past 6 months	Index	100	103
3767 3768	Household has any dogs as pets	Index	100	103
3769 3770	Shopped Dollar Tree - past 3 months	Index	100	103
3771 3772	Bought spark plugs at O'Reilly Auto Parts - past year	Index	100	103
3773 3774	Bought any paperback books - past year	Index	100	103
3775 3776	Personally rented a truck/trailer for commercial/business purposes - past year	Index	100	103
3777 3778	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Index	100	103

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3779	Bought 2 pieces of fine jewelry - past year			
3780		Index	100	103
3781	Consulted Yahoo!Travel for advice on sightseeing/activities - past year			
3782		Index	100	103
3783	Bought battery-operated clock - past year			
3784		Index	100	103
3785	Bought air filters for vehicle at AutoZone - past year			
3786		Index	100	103
3787	Total amount spent at convenience stores - past month: \$40-\$50			
3788		Index	100	103
3789	Spent \$100-\$249 in total on women's big-ticket apparel items - past year			
3790		Index	100	103
3791	Bought gasoline at Citgo - past 6 months			
3792		Index	100	103
3793	Household bought dehumidifier - past year			
3794		Index	100	103
3795	Spent under \$50 in total on any athletic shoes - past year			
3796		Index	100	103
3797	Read any magazines (paper or electronic versions) - past 6 months			
3798		Index	100	103
3799	Vacation Travel Attitudes: Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay.			
3800		Index	100	103
3801	Food Attitudes: When I find a food product I like, I typically recommend it to people I know.			
3802		Index	100	103
3803	Interest In Advertising: For me, advertising in newspapers is amusing.			
3804		Index	100	103
3805	I am often interested in theories.			
3806		Index	100	103
3807	Having fun: Having a good time is very important			
3808		Index	100	103
3809	Knowledge: Being well educated is very important			
3810		Index	100	103
3811	Most recent vehicle bought/leased is any Dodge			
3812		Index	100	103
3813	Interest In Advertising: For me, advertising on the Internet is repeated too often.			
3814		Index	100	103
3815	Domestic travel: Took any trip to Delaware, Maryland, District of Columbia			
3816		Index	100	103
3817	Own elbow/knee pads (in-line skating protective gear)			
3818		Index	100	102
3819	General Attitudes: Global warming is a serious threat.			
3820		Index	100	102
3821	Ever obtained information on travel on a tablet or e-reader			
3822		Index	100	102
3823	Bought three or more items of men's clothing - past year			
3824		Index	100	102
3825	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.			
3826		Index	100	102
3827	General Attitudes: I consider myself to be very sociable.			
3828		Index	100	102
3829	Fashion & Style Attitudes: I only spend what I budget on fashion items.			
3830		Index	100	102
3831	Reason for selecting current auto/vehicle insurance: Simplicity of application			
3832		Index	100	102
3833	Someone else decided on brand of tires bought - past year			
3834		Index	100	102
3835	Visit the Internet for both information and inspiration			
3836		Index	100	102
3837	Shopped Wegmans - past 6 months			
3838		Index	100	102
3839	Shopped Vons - past 6 months			
3840		Index	100	102
3841	Household income: Under \$20,000			
3842		Index	100	102

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3843	Shopped Cumberland Farms - past 6 months			
3844		Index	100	102
3845	Mufflers bought at car dealer - past year			*
3846		Index	100	102
3847	Own any sports/recreation equipment			
3848		Index	100	102
3849	Used cash-back rewards credit/debit card - past year			
3850		Index	100	102
3851	Any vehicle currently owned/leased is a sedan/hard-top/4-door			
3852		Index	100	102
3853	Household owns induction range/ove			
3854		Index	100	102
3855	Consumed wine in someone else's home - past month			
3856		Index	100	102
3857	Visited allergist - past year			
3858		Index	100	102
3859	Shopped Save-A-Lot - past 6 months			
3860		Index	100	102
3861	Flew Air Canada on any foreign trip (including Alaska, Hawaii)			
3862		Index	100	102
3863	Had brake lining or pad replacement done on any vehicle owned/leased - past year			
3864		Index	100	102
3865	Household owns separate room air conditioner			
3866		Index	100	102
3867	Bought any men's clothing - past year			
3868		Index	100	102
3869	Used women's perfume/cologne - past 6 months			
3870		Index	100	102
3871	Food Attitudes: If a food item is on sale, I buy multiple units to stock up.			
3872		Index	100	102
3873	Patronized any family restaurant/steakhouse for lunch - past 6 months			
3874		Index	100	102
3875	Foreign travel: Took any trip to the Dominican Republic			
3876		Index	100	102
3877	Food Attitudes: I don't have very much interest in cooking.			
3878		Index	100	102
3879	Used pill smoking cessation method - past year			
3880		Index	100	102
3881	Shopped Family Dollar - past 3 months			
3882		Index	100	102
3883	Listened to horse racing on radio - past year			*
3884		Index	100	102
3885	Patronized Steak 'n Shake - past 6 months			
3886		Index	100	102
3887	Health Attitudes: I take medicine as soon as I don't feel well.			
3888		Index	100	102
3889	Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion.			
3890		Index	100	102
3891	Currently own/lease any Kia			
3892		Index	100	102
3893	Watch late night talk/variety shows on TV			
3894		Index	100	102
3895	Own a sportswatch/chronograph			
3896		Index	100	102
3897	Ordered from EdibleArrangements.com - past year			
3898		Index	100	102
3899	Automotive Attitudes: The vehicle a person owns says a lot about him or her.			
3900		Index	100	102
3901	Shopped Whole Foods Market - past 6 months			
3902		Index	100	102
3903	Shopped CVS Pharmacy/Longs Drugs - past 6 months			
3904		Index	100	102
3905	Was personally the decision maker for any visit to a family restaurant/steakhouse - past 6 months			
3906		Index	100	102

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3907	Obtained information about an ailment/prescription drug through Internet site/online - past year			
3908		Index	100	102
3909	Female principal shopper for household			
3910		Index	100	102
3911	Household bought ready-made vertical blinds - past year			
3912		Index	100	102
3913	Household currently has 2 autos/vehicles covered by insurance policy			
3914		Index	100	102
3915	Took a domestic business trip that was paid for by company - past year			
3916		Index	100	102
3917	Food Attitudes: I'm always on the lookout for quick and easy meal options.			
3918		Index	100	102
3919	Most frequently shopped grocery store is less than 1 mile from home			
3920		Index	100	102
3921	Patronized Arby's - past 6 months			
3922		Index	100	102
3923	Currently own/lease any Subaru			
3924		Index	100	102
3925	Currently own/lease any foreign/import vehicle			
3926		Index	100	102
3927	Listened occasionally to traffic reports - past year			
3928		Index	100	102
3929	If making decision on new car or truck today, would buy an Infiniti			
3930		Index	100	102
3931	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.			
3932		Index	100	102
3933	Bought wine at liquor store - past 6 months			
3934		Index	100	102
3935	Household bought custom-made horizontal blinds - past year			
3936		Index	100	102
3937	Bought whole coffee beans at gourmet/specialty shop - past 6 months			
3938		Index	100	102
3939	Went shopping on any domestic vacation or honeymoon trip			
3940		Index	100	102
3941	Stayed at Westin Hotels - past year			
3942		Index	100	102
3943	General Attitudes: I am typically willing to pay more for high-quality items.			
3944		Index	100	102
3945	Radio Three in One: Listen to radio for relaxation, inspiration and information			
3946		Index	100	102
3947	Household Income: \$40,000-\$49,999			
3948		Index	100	102
3949	Ever obtained local informaton on a tablet or e-reader			
3950		Index	100	102
3951	Personally traveled 250+ miles in town, city or suburb as driver or passenger in a car or truck - past week			
3952		Index	100	102
3953	Bought pet food/pet products at wholesale membership club - past year			
3954		Index	100	102
3955	Patronized Godfather's Pizza - past 6 months			
3956		Index	100	102
3957	Installed oil filters in vehicle myself - past year			
3958		Index	100	102
3959	Patronized any fast-food/drive-in restaurant to eat in - past 6 months			
3960		Index	100	102
3961	Bought 2 bottles men's cologne for self - past year			
3962		Index	100	102
3963	Attended fishing competitions - past year			
3964		Index	100	102
3965	Foreign travel: Took any trip to Mexico			
3966		Index	100	102
3967	Patronized Olive Garden - past 6 months			
3968		Index	100	102
3969	Listened to any sports events on radio - past year			
3970		Index	100	102

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
3971	Patronized any fast-food/drive-in restaurant for breakfast - past 6 months			
3972		Index	100	102
3973	Spent \$100-\$299 in total on clothing - past year			
3974		Index	100	101
3975	Personally traveled 51-100 miles in town, city or suburb as driver or passenger in a car or truck - past week			
3976		Index	100	101
3977	General Attitudes: I feel I am more environmentally conscious than most people.			
3978		Index	100	101
3979	Obtained information about an ailment/prescription drug through TV advertisement - past year			
3980		Index	100	101
3981	I have a great deal of knowledge/experience in cleaning products			
3982		Index	100	101
3983	Own LED TV set			
3984		Index	100	101
3985	Own HDTV set			
3986		Index	100	101
3987	Bought cross-training shoes - past year			
3988		Index	100	101
3989	Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it.			
3990		Index	100	101
3991	Interest In Advertising: Advertising on radio provides me with meaningful information about the product use of other consumers.			
3992		Index	100	101
3993	Total amount spent at convenience stores - past month: \$11-\$19			
3994		Index	100	101
3995	Flew Air France on any foreign trip (including Alaska, Hawaii)			
3996		Index	100	101
3997	Food Attitudes: During a given week, I cook meals frequently.			
3998		Index	100	101
3999	Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain.			
4000		Index	100	101
4001	Bought sports sandals - past year			
4002		Index	100	101
4003	Bought television for \$300-\$699 - past year			
4004		Index	100	101
4005	Vacation Travel Attitudes: I enjoy learning about vacation options from others.			
4006		Index	100	101
4007	Regularly listen to Winter Olympics on radio			*
4008		Index	100	101
4009	Have/had ulcer(s) - past year			
4010		Index	100	101
4011	General Attitudes: Even if things look messy, I know where everything is.			
4012		Index	100	101
4013	Shopped Kroger - past 6 months			
4014		Index	100	101
4015	Spent \$100-\$249 on tires - past year			
4016		Index	100	101
4017	Any currently owned/leased vehicle was serviced by a discount department store - past year			
4018		Index	100	101
4019	Interest In Advertising: For me, advertising on mobile phones has no credibility.			
4020		Index	100	101
4021	Vacation Travel Attitudes: When I find a vacation spot I like, I go back whenever I can.			
4022		Index	100	101
4023	General Attitudes: Family is important to me, but I have other interests that are equally important.			
4024		Index	100	101
4025	Total value of business products/services - personal purchase involvement: \$1,000-\$9,999			
4026		Index	100	101
4027	Household owns a pet			
4028		Index	100	101
4029	Bought men's dress slacks - past year			
4030		Index	100	101
4031	Spent \$750-\$999 in total on fine jewelry - past year			
4032		Index	100	101
4033	Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs.			
4034		Index	100	101

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: MILLENNIALS / GENERATION Y (BORN 1977-1996)

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
4035	Bought massaging shower head - past year			
4036		Index	100	101
4037	My family/friends often ask for and trust my advice on vacation travel			
4038		Index	100	101
4039	Bought two items of men's clothing - past year			
4040		Index	100	101
4041	Bought any hardcover books - past year			
4042		Index	100	101
4043	Personally traveled 21-35 miles in town, city or suburb as driver or passenger in a car or truck - past week			
4044		Index	100	101
4045	Attended college baseball games - past year			
4046		Index	100	101
4047	Personally drove 20,000-29,999 miles - past year			
4048		Index	100	101
4049	Most recent vehicle bought/leased is a sedan/hard-top/4-door			
4050		Index	100	101
4051	Shopped Military Commissary - past 6 months			
4052		Index	100	101
4053	Vacation Travel Attitudes: I prefer guided tours to traveling independently.			
4054		Index	100	101
4055	Bought milk at convenience store - past month			
4056		Index	100	101
4057	Spent \$1,000-\$1,499 in total on domestic vacation travel - past year			
4058		Index	100	101
4059	General Attitudes: I purchase products to help organize my life.			
4060		Index	100	101
4061	Purchased any fine jewelry at an independent jeweler - past year			
4062		Index	100	101
4063	Bought Instant Game (Scratch-Off) ticket - past year			
4064		Index	100	101
4065	Household installed laminate flooring - past year; work done by self or other household member			
4066		Index	100	101
4067	Food Attitudes: I enjoy trying different types of food.			
4068		Index	100	101
4069	Patronized Friendly's - past 6 months			
4070		Index	100	101
4071	Bought pet food/pet products at grocery/supermarket - past year			
4072		Index	100	101
4073	General Attitudes: It's important to me that my children continue my family's cultural traditions.			
4074		Index	100	101
4075	Bought gasoline at Valero - past 6 months			
4076		Index	100	101
4077	General Attitudes: I'd rather prepare a meal than eat in a restaurant.			
4078		Index	100	101
4079	Bought television for \$1,500-\$2,999 - past year			
4080		Index	100	101
4081	Any vehicle currently owned/leased has V-6 engine			
4082		Index	100	101
4083	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.			
4084		Index	100	101
4085	Visited any restaurant - past month			
4086		Index	100	101
4087	I have a great deal of knowledge/experience in vacation travel			
4088		Index	100	101
4089	Household owns/leases 2 vehicles			
4090		Index	100	101
4091	Stayed at SpringHill Suites (by Marriott) - past year			
4092		Index	100	101
4093	Auto/vehicle covered by AAA insurance policy			
4094		Index	100	101
4095	Listen to Adult Hits radio format			
4096		Index	100	101
4097	General Attitudes: My friends are the most important thing in my life.			
4098		Index	100	101

	A	B	C	D
1			Total Adults 18+	Millennials/ Gen Y (Born 1977-1996)
4099	Most recent vehicle bought/leased is a station wagon			
4100		Index	100	101
4101	I like making things from wood, metal, or other such material.			
4102		Index	100	101
4103	Own a bicycle helmet			
4104		Index	100	101
4105	Household owns curtains			
4106		Index	100	101
4107	Food Attitudes: Dinners in my home are usually planned ahead of time.			
4108		Index	100	101
4109	Patronized Panera Bread - past 6 months			
4110		Index	100	101
4111	Made personal or business travel plans on Internet/online - past month			
4112		Index	100	101
4113	Household owns mattress			
4114		Index	100	101
4115	General Attitudes: Given the choice, I would be my own boss.			
4116		Index	100	101