



**AMERICAN
CONSUMER
OPINION®**

DEMOGRAPHICS

Children in Household
Dwelling Type
Education
Employment Status
Gender

Home Ownership
Marital Status
Occupation
Spouse's Education
Spouse's Occupation

AILMENTS

- Acne
- Alcoholism
- Allergies
- Anemia
- Anxiety Disorders
- Arthritis
- Bladder Infection
- Bloating
- Cancer
- Cataracts
- Celiac Disease
- Cirrhosis
- Constipation
- Corns/Calluses
- Depression
- Diabetes (Type 1)
- Diabetes (Type 2)
- Drug Dependency
- Eating Disorders
- Eczema or Other Skin Conditions
- Fatigue

- Flatulence/Gas
- Food Allergy
- Frequent Indigestion
- Gallstones/Gall Bladder Problems
- Gastritis
- Glaucoma
- Gluten Intolerance
- Gout
- Heart Disease
- Heartburn
- Hemorrhoids
- Hepatitis
- Hiatal Hernia
- High Blood Pressure/Hypertension
- High Cholesterol
- Hypoglycemia
- Incontinence
- Insomnia
- Irritable Bowel Syndrome
- Lactose Intolerance
- Low Blood Pressure

- Menopause Symptoms
- Menstrual Cramps
- Migraine Headaches
- Neurological Disorders
- Obesity
- Osteoporosis
- Pancreatitis
- Perimenopause Symptoms
- Periodontal/Gum Disease
- Premenopause Symptoms
- Premenstrual Syndrome (PMS)
- Prostate Problems
- Sexual Dysfunction
- Skin Rash
- Stomach Ulcers
- Stress
- Thyroid Disorders
- Ulcerative Colitis
- Vision Problems (Poor Sight, Astigmatism)
- Water Retention



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CAR

Type Owned

- Four-Door Sedan
- Hatchback
- SUV
- Truck
- Two-Door Coupe
- Van/Minivan

Engine Type

- Diesel
- Electric
- Ethanol
- Gas-Powered
- Hybrid
- Natural Gas

Purchase/Finance

- Finance Over Time
- Lease
- Pay Cash

ONLINE ACTIVITIES



- Banking
- Blogs
- Email
- Entertainment News
- Games

- News/Information
- Shopping
- Social Networks
- TV (Online)
- Videos (Web)

PERSONAL CARE

- Blood Glucose Monitor
- Body Care (Moisturizer, Body Scrub, etc.)
- Contact Lenses (Corrective)
- Dental Floss
- Dentures
- Deodorant
- Electric Toothbrush
- Eye Cosmetics
- Eyeglasses (Corrective)
- Face or Body Hair Lightener (Bleach)
- Face or Body Hair Removal (Lotion)
- Facial Care (Moisturizer, Serum, etc.)

- Facial Cosmetics
- Nail Products and Hand/Foot Care (Polish, Cuticle Cream, Callus Remover, etc.)
- Fragrance (Perfume, Cologne, Body Spray, etc.)
- Hair Color
- Hair Regrowth/Loss Prevention
- Hand Sanitizer
- Homeopathic Remedies
- Lip Cosmetics
- Maxi Pads
- Mouthwash

- Over-the-Counter Medicine (Pain Reliever, Cough Syrup, etc.)
- Self-Tanners
- Specialty Hair Care (Gloss, Deep Conditioner, etc.)
- Sun Protection
- Tampons
- Toothbrush
- Toothpaste
- Vitamins and Supplements
- Whitening Toothpaste
- Panty Liners

TOBACCO

- Cigarettes
- Cigarillos
- Cigars
- E-Cigarettes
- Smokeless Tobacco

ALCOHOL

- Beer
- Liquor
- Wine



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