

comScore Definition of Demographic Codes and Product Categories (from 2004)

Most Educated Head of the Household

0	Less than a high school diploma
1	High School diploma or equivalent
2	Some college but no degree
3	Associate degree
4	Bachelor's degree
5	Graduate degree
99	Missing

Age of Eldest Head of Household and Age of User

1	18-20
2	21-24
3	25-29
4	30-34
5	35-39
6	40-44
7	45-49
8	50-54
9	55-59
10	60-64
11	65 and over
99	Unknown

Connection Speed

0	Not broadband
1	Broadband

Country of Origin

1	Hispanic
0	Non Hispanic

Household Income

1	Less than 15k
2	15k-24.999k
3	25k-34.999k
4	35k-49.999k
5	50k-74.999k
6	75k-99.999k
7	100k+
11	Less than 25k
12	25k-39.999k
13	40k-59.999k
14	60k-74.999k
15	75k-99.999k
16	100k-149.999k
17	150k-199.999k
18	200k+
99	Unknown

Household Size

1	1
2	2
3	3
4	4
5	5
6	6+
99	Unknown

Racial Background

1	Caucasian
2	African American
3	Asian
5	Other
-88	Unknown
-99	Prefer not to say

Census Region of Residence

1	North East
2	North Central
3	South
4	West
88	Unknown
99	Unknown

Child present

0	No
1	Yes

Product Category ID	Product Category Name
1	Apparel
2	Shoes
3	Accessories
4	Jewelry & Watches
5	Other Apparel Items
6	Home Furniture
7	Home Appliances
8	Tools & Equipment
9	Kitchen & Dining
10	Bed & Bath
11	Garden & Patio
12	Pet Supplies
13	Food & Beverage
14	Automotive Accessories
15	Sport & Fitness
16	Health & Beauty
17	Art & Collectibles
18	Tobacco Products
19	Baby Supplies
20	Other Home & Living Items
21	Books & Magazines
22	Music
23	Movies & Videos
24	Other Bmv
25	Desktop Computers
26	Laptop Computers
27	Handhelds, Pdas & Portable Devices
28	Printers, Monitors & Peripherals
29	Computer Software (X Pc Games)
30	Other Computer Supplies
31	Audio & Video Equipment
32	Cameras & Equipment
33	Mobile Phones & Plans
34	Other Electronics & Supplies
35	Pc Video Games
36	Console Video Games
37	Video Game Consoles & Accessories
38	Business Machines
39	Office Furniture
40	Office Supplies
41	Movie Tickets
42	Event Tickets
43	Air Travel
44	Hotel Reservations
45	Car Rental
46	Travel Packages
47	Other Travel
48	Online Content Sales
49	Online Service Subscriptions
50	Personals & Dating
51	Photo Printing Services
52	Shipping Services
53	Other Services
54	Toys & Games (X Video Games)
55	Arts, Crafts & Party Supplies
56	Other Toy & Game Items
57	Flowers
58	Greetings
59	Gift Certificates & Coupons
60	Other Flower & Gift Items
99	Unclassified