

var	cat	exposure=1	p.value	var_label
P_OCCUPATION		92051	NA	n
	1.n(%) [miss]	6262 (6.8%) [0]	1	Occupation - Person
	2.n(%) [miss]	4319 (4.7%) [0]		
	3.n(%) [miss]	1384 (1.5%) [0]		
	4.n(%) [miss]	4491 (4.9%) [0]		
	5.n(%) [miss]	6063 (6.6%) [0]		
	6.n(%) [miss]	486 (0.5%) [0]		
	7.n(%) [miss]	7646 (8.3%) [0]		
	8.n(%) [miss]	8393 (9.1%) [0]		
	9.n(%) [miss]	1461 (1.6%) [0]		
	A.n(%) [miss]	201 (0.2%) [0]		
	B.n(%) [miss]	85 (0.1%) [0]		
	C.n(%) [miss]	746 (0.8%) [0]		
	D.n(%) [miss]	88 (0.1%) [0]		
	E.n(%) [miss]	16 (0%) [0]		
	F.n(%) [miss]	63 (0.1%) [0]		
	G.n(%) [miss]	3 (0%) [0]		
	H.n(%) [miss]	76 (0.1%) [0]		
	I.n(%) [miss]	1 (0%) [0]		
	J.n(%) [miss]	103 (0.1%) [0]		
	K.n(%) [miss]	34 (0%) [0]		
	L.n(%) [miss]	3 (0%) [0]		
	NL.n(%) [miss]	43417 (47.2%) [0]		
	V.n(%) [miss]	172 (0.2%) [0]		
	W.n(%) [miss]	1067 (1.2%) [0]		
	X.n(%) [miss]	92 (0.1%) [0]		
	Y.n(%) [miss]	2848 (3.1%) [0]		
	Z.n(%) [miss]	2531 (2.8%) [0]		
H_RELIGION_CAUSE	1.n(%) [miss]	22040 (23.9%) [0]	1	Causes Supported Financially - Religious
	NL.n(%) [miss]	70011 (76.1%) [0]		
H_SMOKING	1.n(%) [miss]	11050 (12%) [0]	1	Smoking/tbacco
	NL.n(%) [miss]	81001 (88%) [0]		
H_INCOME	1.n(%) [miss]	10280 (11.2%) [0]	1	Income - Estimated Household - Narrow Ranges - 100%
	2.n(%) [miss]	8216 (8.9%) [0]		
	3.n(%) [miss]	11969 (13%) [0]		
	4.n(%) [miss]	12918 (14%) [0]		
	5.n(%) [miss]	11432 (12.4%) [0]		
	6.n(%) [miss]	5893 (6.4%) [0]		
	7.n(%) [miss]	7520 (8.2%) [0]		
	8.n(%) [miss]	7262 (7.9%) [0]		
	9.n(%) [miss]	2901 (3.1%) [0]		
	A.n(%) [miss]	4606 (5%) [0]		
	B.n(%) [miss]	4312 (4.7%) [0]		
	C.n(%) [miss]	1057 (1.1%) [0]		
	D.n(%) [miss]	3685 (4%) [0]		
H_CAT_OWNER	1.n(%) [miss]	35719 (38.8%) [0]	1	Cat Owner
	NL.n(%) [miss]	56332 (61.2%) [0]		
H_HOME_IMPROVE	1.n(%) [miss]	68506 (74.4%) [0]	1	Home Improvement Grouping
	NL.n(%) [miss]	23545 (25.6%) [0]		
H_HOME_ROOF_TYPE	01.n(%) [miss]	83 (0.1%) [0]	1	Home Roof Type (Real Property data only)
	02.n(%) [miss]	5 (0%) [0]		
	03.n(%) [miss]	124 (0.1%) [0]		
	04.n(%) [miss]	635 (0.7%) [0]		
	05.n(%) [miss]	30 (0%) [0]		
	06.n(%) [miss]	2 (0%) [0]		
	07.n(%) [miss]	31 (0%) [0]		
	08.n(%) [miss]	7938 (8.6%) [0]		
	09.n(%) [miss]	19 (0%) [0]		
	11.n(%) [miss]	1879 (2%) [0]		
	12.n(%) [miss]	5 (0%) [0]		
	13.n(%) [miss]	241 (0.3%) [0]		
	14.n(%) [miss]	180 (0.2%) [0]		
	20.n(%) [miss]	1673 (1.8%) [0]		
	21.n(%) [miss]	5 (0%) [0]		
	NL.n(%) [miss]	79201 (86%) [0]		
H_AUTO_WORK	1.n(%) [miss]	47960 (52.1%) [0]	1	Auto Work
	NL.n(%) [miss]	44091 (47.9%) [0]		
H_ENVIRONMENT	1.n(%) [miss]	21743 (23.6%) [0]	1	Causes Supported Financially - Environment or Wildlife
	NL.n(%) [miss]	70308 (76.4%) [0]		
H_FITNESS_TRACK	1.n(%) [miss]	10016 (10.9%) [0]	1	Fitness Trackers
	NL.n(%) [miss]	82035 (89.1%) [0]		
H_DIETING	1.n(%) [miss]	41962 (45.6%) [0]	1	Dieting/Weight Loss
	NL.n(%) [miss]	50099 (54.4%) [0]		
H_BOATING	1.n(%) [miss]	19273 (20.9%) [0]	1	Boating/Sailing
	NL.n(%) [miss]	72779 (79.1%) [0]		
P_HISPANIC_LANG	B.n(%) [miss]	253 (0.3%) [0]	1	Hispanic Language Preference - Person
	E.n(%) [miss]	1007 (1.1%) [0]		
	NL.n(%) [miss]	24498 (26.6%) [0]		
	S.n(%) [miss]	582 (0.6%) [0]		
	X.n(%) [miss]	65713 (71.4%) [0]		
H_VETERAN_AID	1.n(%) [miss]	18249 (19.8%) [0]	1	Causes Supported Financially - Veterans
	NL.n(%) [miss]	73802 (80.2%) [0]		
H_LEFT_CAUSES	1.n(%) [miss]	7873 (8.3%) [0]	1	Causes Supported Financially - Politically Liberal
	NL.n(%) [miss]	84379 (91.7%) [0]		
H_HEALTH_CAUSE	1.n(%) [miss]	31697 (34.4%) [0]	1	Causes Supported Financially - Health
	NL.n(%) [miss]	60354 (65.6%) [0]		
H_TRUCK_OWNER	1.n(%) [miss]	35251 (38.3%) [0]	1	Vehicle - Truck Owner
	NL.n(%) [miss]	56800 (61.7%) [0]		
H_RV_OWNER	1.n(%) [miss]	17120 (18.6%) [0]	1	Vehicle - Recreational Vehicle Owner
	NL.n(%) [miss]	74931 (81.4%) [0]		
H_FITNESS_WARRIOR	1.n(%) [miss]	24695 (26.8%) [0]	1	Fitness Warriors
	NL.n(%) [miss]	67396 (73.2%) [0]		
H_WALKING	1.n(%) [miss]	33439 (36.3%) [0]	1	Exercise - Walking
	NL.n(%) [miss]	58612 (63.7%) [0]		
H_GREEN_LIVE	1.n(%) [miss]	38819 (42.2%) [0]	1	Green Living
	NL.n(%) [miss]	53232 (57.8%) [0]		
H_HOME_SQFT	A.n(%) [miss]	933 (1%) [0]	1	Home Square Footage - Ranges (Real Property data only)
	B.n(%) [miss]	4000 (4.3%) [0]		
	C.n(%) [miss]	7676 (8.3%) [0]		
	D.n(%) [miss]	7296 (7.9%) [0]		
	E.n(%) [miss]	7069 (7.7%) [0]		
	F.n(%) [miss]	5046 (5.5%) [0]		
	G.n(%) [miss]	6089 (6.6%) [0]		
	H.n(%) [miss]	3247 (3.5%) [0]		
	I.n(%) [miss]	1487 (1.6%) [0]		
	J.n(%) [miss]	647 (0.7%) [0]		
	K.n(%) [miss]	644 (0.7%) [0]		
	L.n(%) [miss]	160 (0.2%) [0]		
	M.n(%) [miss]	75 (0.1%) [0]		
	N.n(%) [miss]	411 (0.4%) [0]		
	NL.n(%) [miss]	47271 (51.3%) [0]		
H_BUY_CIGARS	1.n(%) [miss]	7484 (8.1%) [0]	1	Cigars
	NL.n(%) [miss]	84567 (91.9%) [0]		
H_SMART_HOME	1.n(%) [miss]	10692 (11.6%) [0]	1	Smart Home Enthusiasts
	NL.n(%) [miss]	81359 (88.4%) [0]		
H_RUN_JOG	1.n(%) [miss]	9214 (10%) [0]	1	Exercise - Running/Jogging
	NL.n(%) [miss]	82837 (90%) [0]		
H_CHILD_CAUSES	1.n(%) [miss]	22145 (24.1%) [0]	1	Causes Supported Financially - Childrens
	NL.n(%) [miss]	69906 (75.9%) [0]		
H_SELF_IMPROVE	1.n(%) [miss]	27133 (29.5%) [0]	1	Self Improvement
	NL.n(%) [miss]	64918 (70.5%) [0]		
H_OTHER_CAUSES	1.n(%) [miss]	11562 (12.6%) [0]	1	Causes Supported Financially - Other
	NL.n(%) [miss]	90489 (97.4%) [0]		
H_NATURAL_FOOD	1.n(%) [miss]	27856 (30.3%) [0]	1	Foods - Natural
	NL.n(%) [miss]	64195 (69.7%) [0]		
H_ANIMAL_WELL	1.n(%) [miss]	19305 (21%) [0]	1	Causes Supported Financially - Animal Welfare
	NL.n(%) [miss]	72746 (79%) [0]		
H_RIGHT_CAUSES	1.n(%) [miss]	29571 (32.1%) [0]	1	Causes Supported Financially - Politically Conservative
	NL.n(%) [miss]	62480 (67.9%) [0]		
H_MCYCLE_OWNER	1.n(%) [miss]	9667 (10.5%) [0]	1	Vehicle - Motorcycle Owner
	NL.n(%) [miss]	82394 (89.5%) [0]		
H_WOMAN_WORKING	NL.n(%) [miss]	63294 (68.8%) [0]	1	Woman in the Workplace
	Y.n(%) [miss]	28757 (31.2%) [0]		
H_ORGANIC	1.n(%) [miss]	10381 (11.3%) [0]	1	Health - Organic Focus in Household
	NL.n(%) [miss]	81670 (88.7%) [0]		
H_VEGETARIAN	1.n(%) [miss]	2052 (2.2%) [0]	1	Foods - Vegetarian
	NL.n(%) [miss]	89969 (97.8%) [0]		
H_LOW_FAT	1.n(%) [miss]	28820 (31.3%) [0]	1	Cooking - Low Fat
	NL.n(%) [miss]	63231 (68.7%) [0]		
P_RACE	A.n(%) [miss]	25 (0%) [0]	1	Race Code - Person
	B.n(%) [miss]	1564 (1.7%) [0]		
	C.n(%) [miss]	9 (0%) [0]		
	H.n(%) [miss]	355 (0.4%) [0]		
	I.n(%) [miss]	96 (0.1%) [0]		
	N.n(%) [miss]	1 (0%) [0]		
	NL.n(%) [miss]	80539 (87.5%) [0]		
	O.n(%) [miss]	8428 (9.2%) [0]		
	W.n(%) [miss]	1034 (1.1%) [0]		
	X.n(%) [miss]	1897 (2.1%) [0]		
H_ADDRESS_LENGTH	A.n(%) [miss]	259 (0.3%) [0]	1	Home Length of Residence - Broad Ranges (Real Property data only)
	B.n(%) [miss]	820 (0.9%) [0]		
	C.n(%) [miss]	813 (0.9%) [0]		
	D.n(%) [miss]	973 (1.1%) [0]		
	E.n(%) [miss]	999 (1.1%) [0]		
	F.n(%) [miss]	1052 (1.1%) [0]		
	G.n(%) [miss]	1897 (2.1%) [0]		
	H.n(%) [miss]	1638 (1.8%) [0]		
	I.n(%) [miss]	3238 (3.5%) [0]		
	J.n(%) [miss]	8827 (9.6%) [0]		
	NL.n(%) [miss]	71535 (77.7%) [0]		
H_DIABETIC	1.n(%) [miss]	14402 (15.7%) [0]	1	Health - Diabetic Interest in Household
	NL.n(%) [miss]	77599 (84.3%) [0]		
H_BUSINESS_OWNER	A.n(%) [miss]	67 (0.1%) [0]	1	Business Owner
	C.n(%) [miss]	3 (0%) [0]		
	D.n(%) [miss]	5 (0%) [0]		
	NL.n(%) [miss]	91076 (98.9%) [0]		
	O.n(%) [miss]	114 (0.1%) [0]		
	P.n(%) [miss]	6 (0%) [0]		
	S.n(%) [miss]	780 (0.9%) [0]		
H_INTERNAT_AID	1.n(%) [miss]	4103 (4.5%) [0]	1	Causes Supported Financially - International Aid
	NL.n(%) [miss]	87948 (95.5%) [0]		
H_ARTS_CULTURE	1.n(%) [miss]	1721 (1.9%) [0]	1	Causes Supported Financially - Arts or Cultural
	NL.n(%) [miss]	90330 (98.1%) [0]		
H_SINGLE_PARENT	1.n(%) [miss]	8000 (8.7%) [0]	1	Single Parent
	NL.n(%) [miss]	84051 (91.3%) [0]		
H_SNOW_SKI	1.n(%) [miss]	4863 (5.3%) [0]	1	Snow Skiing
	NL.n(%) [miss]	87188 (94.7%) [0]		
P_DMA_OPT_OUT	N.n(%) [miss]	952 (1%) [0]	1	Opt out of the direct mail advertising
	NL.n(%) [miss]	91099 (99%) [0]		