

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1	CODE	Code	Geography	0
2	GEO	Geographic Summarization Indicator	Geography	0
3	RBAS18HP	Total Household Population 18+	Basics	1
4	E1_1C1	Freq. doing online [Pst 2 Mths] - Email - Never (!)	Online Usage	1
5	E1_1C2	Freq. doing online [Pst 2 Mths] - Email - About once or twice a month	Online Usage	1
6	E1_1C3	Freq. doing online [Pst 2 Mths] - Email - About once or twice a week	Online Usage	1
7	E1_1C4	Freq. doing online [Pst 2 Mths] - Email - Daily or more	Online Usage	1
8	E1_2C1	Freq. doing online [Pst 2 Mths] - Instant messaging - Never	Online Usage	1
9	E1_2C2	Freq. doing online [Pst 2 Mths] - Instant messaging - About once or twice a month	Online Usage	1
10	E1_2C3	Freq. doing online [Pst 2 Mths] - Instant messaging - About once or twice a week	Online Usage	1
11	E1_2C4	Freq. doing online [Pst 2 Mths] - Instant messaging - Daily or more	Online Usage	1
12	E1_3C1	Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - Never	Online Usage	1
13	E1_3C2	Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - About once or twice a month	Online Usage	1
14	E1_3C3	Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - About once or twice a week	Online Usage	1
15	E1_3C4	Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - Daily or more	Online Usage	1
16	E1_4C1	Freq. doing online [Pst 2 Mths] - Online dating/relationship - Never	Online Usage	1
17	E1_4C2	Freq. doing online [Pst 2 Mths] - Online dating/relationship - About once or twice a month	Online Usage	1
18	E1_4C3	Freq. doing online [Pst 2 Mths] - Online dating/relationship - About once or twice a week	Online Usage	1
19	E1_4C4	Freq. doing online [Pst 2 Mths] - Online dating/relationship - Daily or more	Online Usage	1
20	E1_5C1	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Never	Online Usage	1
21	E1_5C2	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - About once or twice a month	Online Usage	1
22	E1_5C3	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - About once or twice a week	Online Usage	1
23	E1_5C4	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Daily or more	Online Usage	1
24	E1_6C1	Freq. doing online [Pst 2 Mths] - Played video games - Never	Online Usage	1
25	E1_6C2	Freq. doing online [Pst 2 Mths] - Played video games - About once or twice a month	Online Usage	1
26	E1_6C3	Freq. doing online [Pst 2 Mths] - Played video games - About once or twice a week	Online Usage	1
27	E1_6C4	Freq. doing online [Pst 2 Mths] - Played video games - Daily or more	Online Usage	1
28	E1_7C1	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Never	Online Usage	1
29	E1_7C2	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - About once or twice a month	Online Usage	1
30	E1_7C3	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - About once or twice a week	Online Usage	1
31	E1_7C4	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Daily or more	Online Usage	1
32	E1_8C1	Freq. doing online [Pst 2 Mths] - Read the news - Never	Online Usage	1
33	E1_8C2	Freq. doing online [Pst 2 Mths] - Read the news - About once or twice a month	Online Usage	1
34	E1_8C3	Freq. doing online [Pst 2 Mths] - Read the news - About once or twice a week	Online Usage	1
35	E1_8C4	Freq. doing online [Pst 2 Mths] - Read the news - Daily or more	Online Usage	1
36	E1_9C1	Freq. doing online [Pst 2 Mths] - Commented on a news article - Never	Online Usage	1
37	E1_9C2	Freq. doing online [Pst 2 Mths] - Commented on a news article - About once or twice a month	Online Usage	1
38	E1_9C3	Freq. doing online [Pst 2 Mths] - Commented on a news article - About once or twice a week	Online Usage	1
39	E1_9C4	Freq. doing online [Pst 2 Mths] - Commented on a news article - Daily or more	Online Usage	1
40	E1_10C1	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Never	Online Usage	1
41	E1_10C2	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - About once or twice a month	Online Usage	1
42	E1_10C3	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - About once or twice a week	Online Usage	1
43	E1_10C4	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Daily or more	Online Usage	1
44	E1_11C1	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Never	Online Usage	1
45	E1_11C2	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - About once or twice a month	Online Usage	1
46	E1_11C3	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - About once or twice a week	Online Usage	1
47	E1_11C4	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Daily or more	Online Usage	1
48	E1_12C1	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Never	Online Usage	1
49	E1_12C2	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - About once or twice a month	Online Usage	1
50	E1_12C3	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - About once or twice a week	Online Usage	1
51	E1_12C4	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Daily or more	Online Usage	1
52	E1_13C1	Freq. doing online [Pst 2 Mths] - Banking/paid bills - Never	Online Usage	1
53	E1_13C2	Freq. doing online [Pst 2 Mths] - Banking/paid bills - About once or twice a month	Online Usage	1
54	E1_13C3	Freq. doing online [Pst 2 Mths] - Banking/paid bills - About once or twice a week	Online Usage	1
55	E1_13C4	Freq. doing online [Pst 2 Mths] - Banking/paid bills - Daily or more	Online Usage	1
56	E1_14C1	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - Never	Online Usage	1
57	E1_14C2	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - About once or twice a month	Online Usage	1
58	E1_14C34	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - More than once or twice a week	Online Usage	1
59	E1_15C1	Freq. doing online [Pst 2 Mths] - Applied for a mortgage, loan or credit card - Never	Online Usage	1
60	E1_15C2	Freq. doing online [Pst 2 Mths] - Applied for a mortgage, loan or credit card - About once or twice a month	Online Usage	1
61	E1_15C34	Freq. doing online [Pst 2 Mths] - Applied for a mortgage, loan or credit card - More than once or twice a week (!)	Online Usage	1

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
62	E1_16C1	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - Never	Online Usage	1
63	E1_16C2	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - About once or twice a month	Online Usage	1
64	E1_16C34	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - More than once or twice a week	Online Usage	1
65	E1_17C1	Freq. doing online [Pst 2 Mths] - Researched real estate - Never	Online Usage	1
66	E1_17C2	Freq. doing online [Pst 2 Mths] - Researched real estate - About once or twice a month	Online Usage	1
67	E1_17C3	Freq. doing online [Pst 2 Mths] - Researched real estate - About once or twice a week	Online Usage	1
68	E1_17C4	Freq. doing online [Pst 2 Mths] - Researched real estate - Daily or more	Online Usage	1
69	E1_18C1	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Never	Online Usage	1
70	E1_18C2	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - About once or twice a month	Online Usage	1
71	E1_18C3	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - About once or twice a week	Online Usage	1
72	E1_18C4	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Daily or more	Online Usage	1
73	E1_19C1	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - Never	Online Usage	1
74	E1_19C2	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - About once or twice a month	Online Usage	1
75	E1_19C34	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - More than once or twice a week	Online Usage	1
76	E1_20C1	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - Never	Online Usage	1
77	E1_20C2	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - About once or twice a month	Online Usage	1
78	E1_20C34	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - More than once or twice a week	Online Usage	1
79	E1_21C1	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - Never	Online Usage	1
80	E1_21C2	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - About once or twice a month	Online Usage	1
81	E1_21C34	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - More than once or twice a week	Online Usage	1
82	E1_22C1	Freq. doing online [Pst 2 Mths] - Purchase through a group-buying site (Groupon, Teambuy) - Never	Online Usage	1
83	E1_22C2	Freq. doing online [Pst 2 Mths] - Purchase through a group-buying site (Groupon, Teambuy) - About once or twice a month	Online Usage	1
84	E1_22C34	Freq. doing online [Pst 2 Mths] - Purchase through a group-buying site (Groupon, Teambuy) - More than once or twice a week	Online Usage	1
85	E1_25C1	Freq. doing online [Pst 2 Mths] - Purchase a second-hand item through a site (e.g. Kijiji or Craigslist) - Never	Online Usage	1
86	E1_25C2	Freq. doing online [Pst 2 Mths] - Purchase a second-hand item through a site (e.g. Kijiji or Craigslist) - About once or twice a month	Online Usage	1
87	E1_25C34	Freq. doing online [Pst 2 Mths] - Purchase a second-hand item through a site (e.g. Kijiji or Craigslist) - More than once or twice a week	Online Usage	1
88	E1_26C1	Freq. doing online [Pst 2 Mths] - Purchase through an online auction site (e.g. eBay) - Never	Online Usage	1
89	E1_26C2	Freq. doing online [Pst 2 Mths] - Purchase through an online auction site (e.g. eBay) - About once or twice a month	Online Usage	1
90	E1_26C34	Freq. doing online [Pst 2 Mths] - Purchase through an online auction site (e.g. eBay) - More than once or twice a week	Online Usage	1
91	E1_23C1	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Never	Online Usage	1
92	E1_23C2	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - About once or twice a month	Online Usage	1
93	E1_23C3	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - About once or twice a week	Online Usage	1
94	E1_23C4	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Daily or more	Online Usage	1
95	E1_24C1	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - Never	Online Usage	1
96	E1_24C2	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - About once or twice a month	Online Usage	1
97	E1_24C34	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - More than once or twice a week	Online Usage	1
98	E1_27C1	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - Never	Online Usage	1
99	E1_27C2	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - About once or twice a month	Online Usage	1
100	E1_27C34	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - More than once or twice a week	Online Usage	1
101	E1_28C1	Freq. doing online [Pst 2 Mths] - Purchase from an e-commerce company (e.g. Amazon or AliExpress) - Never	Online Usage	1
102	E1_28C2	Freq. doing online [Pst 2 Mths] - Purchase from an e-commerce company (e.g. Amazon or AliExpress) - About once or twice a month	Online Usage	1
103	E1_28C34	Freq. doing online [Pst 2 Mths] - Purchase from an e-commerce company (e.g. Amazon or AliExpress) - More than once or twice a week	Online Usage	1
104	E1_29C1	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer with physical location near me - Never	Online Usage	1
105	E1_29C2	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer with physical location near me - About once or twice a month	Online Usage	1
106	E1_29C34	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer with physical location near me - More than once or twice a week	Online Usage	1
107	E1_30C1	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer without physical location near me - Never	Online Usage	1

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
108	E1_30C2	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer without physical location near me - About once or twice a month	Online Usage	1
109	E1_30C34	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer without physical location near me - More than once or twice a week	Online Usage	1
110	E1_31C1	Freq. doing online [Pst 2 Mths] - Food home delivery services (e.g. Foodora & JustEat) - Never	Online Usage	1
111	E1_31C2	Freq. doing online [Pst 2 Mths] - Food home delivery services (e.g. Foodora & JustEat) - About once or twice a month	Online Usage	1
112	E1_31C34	Freq. doing online [Pst 2 Mths] - Food home delivery services (e.g. Foodora & JustEat) - More than once or twice a week	Online Usage	1
113	E2A_1C1	Gather information about products/services - In person at a store, branch or office - Automotive	Information Gathering	1
114	E2A_2C2	Gather information about products/services - In person at a store, branch or office - Babies and children	Information Gathering	1
115	E2A_3C3	Gather information about products/services - In person at a store, branch or office - Media (books , magazines, music, DVD's)	Information Gathering	1
116	E2A_4C4	Gather information about products/services - In person at a store, branch or office - Clothing & Fashions	Information Gathering	1
117	E2A_5C5	Gather information about products/services - In person at a store, branch or office - Home Electronics & Computers	Information Gathering	1
118	E2A_6C6	Gather information about products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)	Information Gathering	1
119	E2A_7C7	Gather information about products/services - In person at a store, branch or office - Gift card / certificate	Information Gathering	1
120	E2A_8C8	Gather information about products/services - In person at a store, branch or office - Groceries	Information Gathering	1
121	E2A_9C9	Gather information about products/services - In person at a store, branch or office - Beauty & Cosmetics	Information Gathering	1
122	E2A_10C10	Gather information about products/services - In person at a store, branch or office - Home & Garden	Information Gathering	1
123	E2A_11C11	Gather information about products/services - In person at a store, branch or office - Financial products	Information Gathering	1
124	E2A_12C12	Gather information about products/services - In person at a store, branch or office - Office supplies	Information Gathering	1
125	E2A_13C13	Gather information about products/services - In person at a store, branch or office - Pets	Information Gathering	1
126	E2A_14C14	Gather information about products/services - In person at a store, branch or office - Pharmaceuticals	Information Gathering	1
127	E2A_15C15	Gather information about products/services - In person at a store, branch or office - Sporting goods	Information Gathering	1
128	E2A_16C16	Gather information about products/services - In person at a store, branch or office - Vacation / travel	Information Gathering	1
129	E2A_18C18	Gather information about products/services - In person at a store, branch or office - Food Home delivery services (e.g. Foodora & JustEat)	Information Gathering	1
130	E2A_19C19	Gather information about products/services - In person at a store, branch or office - Wireless service providers (e.g. mobile phone and internet)	Information Gathering	1
131	E2A_20C20	Gather information about products/services - In person at a store, branch or office - Insurance products	Information Gathering	1
132	E2A_17C17	Gather information about products/services - In person at a store, branch or office - None of the above	Information Gathering	1
133	E2B_1C1	Gather information about products/services - Online/website via computer - Automotive	Information Gathering	1
134	E2B_2C2	Gather information about products/services - Online/website via computer - Babies and children	Information Gathering	1
135	E2B_3C3	Gather information about products/services - Online/website via computer - Media (books , magazines, music, DVD's)	Information Gathering	1
136	E2B_4C4	Gather information about products/services - Online/website via computer - Clothing & Fashions	Information Gathering	1
137	E2B_5C5	Gather information about products/services - Online/website via computer - Home Electronics & Computers	Information Gathering	1
138	E2B_6C6	Gather information about products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)	Information Gathering	1
139	E2B_7C7	Gather information about products/services - Online/website via computer - Gift card / certificate	Information Gathering	1
140	E2B_8C8	Gather information about products/services - Online/website via computer - Groceries	Information Gathering	1
141	E2B_9C9	Gather information about products/services - Online/website via computer - Beauty & Cosmetics	Information Gathering	1
142	E2B_10C10	Gather information about products/services - Online/website via computer - Home & Garden	Information Gathering	1
143	E2B_11C11	Gather information about products/services - Online/website via computer - Financial products	Information Gathering	1
144	E2B_12C12	Gather information about products/services - Online/website via computer - Office supplies	Information Gathering	1
145	E2B_13C13	Gather information about products/services - Online/website via computer - Pets	Information Gathering	1
146	E2B_14C14	Gather information about products/services - Online/website via computer - Pharmaceuticals	Information Gathering	1
147	E2B_15C15	Gather information about products/services - Online/website via computer - Sporting goods	Information Gathering	1
148	E2B_16C16	Gather information about products/services - Online/website via computer - Vacation / travel	Information Gathering	1
149	E2B_18C18	Gather information about products/services - Online/website via computer - Food Home delivery services (e.g. Foodora & JustEat)	Information Gathering	1
150	E2B_19C19	Gather information about products/services - Online/website via computer - Wireless service providers (e.g. mobile phone and internet)	Information Gathering	1
151	E2B_20C20	Gather information about products/services - Online/website via computer - Insurance products	Information Gathering	1
152	E2B_17C17	Gather information about products/services - Online/website via computer - None of the above	Information Gathering	1
153	E2C_1C1	Gather information about products/services - Online via your mobile device - Automotive	Information Gathering	1
154	E2C_2C2	Gather information about products/services - Online via your mobile device - Babies and children	Information Gathering	1

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155	E2C_3C3	Gather information about products/services - Online via your mobile device - Media (books , magazines, music, DVD's)	Information Gathering	1
156	E2C_4C4	Gather information about products/services - Online via your mobile device - Clothing & Fashions	Information Gathering	1
157	E2C_5C5	Gather information about products/services - Online via your mobile device - Home Electronics & Computers	Information Gathering	1
158	E2C_6C6	Gather information about products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)	Information Gathering	1
159	E2C_7C7	Gather information about products/services - Online via your mobile device - Gift card / certificate	Information Gathering	1
160	E2C_8C8	Gather information about products/services - Online via your mobile device - Groceries	Information Gathering	1
161	E2C_9C9	Gather information about products/services - Online via your mobile device - Beauty & Cosmetics	Information Gathering	1
162	E2C_10C10	Gather information about products/services - Online via your mobile device - Home & Garden	Information Gathering	1
163	E2C_11C11	Gather information about products/services - Online via your mobile device - Financial products	Information Gathering	1
164	E2C_12C12	Gather information about products/services - Online via your mobile device - Office supplies	Information Gathering	1
165	E2C_13C13	Gather information about products/services - Online via your mobile device - Pets	Information Gathering	1
166	E2C_14C14	Gather information about products/services - Online via your mobile device - Pharmaceuticals	Information Gathering	1
167	E2C_15C15	Gather information about products/services - Online via your mobile device - Sporting goods	Information Gathering	1
168	E2C_16C16	Gather information about products/services - Online via your mobile device - Vacation / travel	Information Gathering	1
169	E2C_18C18	Gather information about products/services - Online via your mobile device - Food Home delivery services (e.g. Foodora & JustEat)	Information Gathering	1
170	E2C_19C19	Gather information about products/services - Online via your mobile device - Wireless service providers (e.g. mobile phone and internet)	Information Gathering	1
171	E2C_20C20	Gather information about products/services - Online via your mobile device - Insurance products	Information Gathering	1
172	E2C_17C17	Gather information about products/services - Online via your mobile device - None of the above	Information Gathering	1
173	E2D_1C1	Gather information about products/services - By talking to someone on the phone - Automotive	Information Gathering	1
174	E2D_2C2	Gather information about products/services - By talking to someone on the phone - Babies and children	Information Gathering	1
175	E2D_3C3	Gather information about products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)	Information Gathering	1
176	E2D_4C4	Gather information about products/services - By talking to someone on the phone - Clothing & Fashions	Information Gathering	1
177	E2D_5C5	Gather information about products/services - By talking to someone on the phone - Home Electronics & Computers	Information Gathering	1
178	E2D_6C6	Gather information about products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)	Information Gathering	1
179	E2D_7C7	Gather information about products/services - By talking to someone on the phone - Gift card / certificate	Information Gathering	1
180	E2D_8C8	Gather information about products/services - By talking to someone on the phone - Groceries	Information Gathering	1
181	E2D_9C9	Gather information about products/services - By talking to someone on the phone - Beauty & Cosmetics	Information Gathering	1
182	E2D_10C10	Gather information about products/services - By talking to someone on the phone - Home & Garden	Information Gathering	1
183	E2D_11C11	Gather information about products/services - By talking to someone on the phone - Financial products	Information Gathering	1
184	E2D_12C12	Gather information about products/services - By talking to someone on the phone - Office supplies	Information Gathering	1
185	E2D_13C13	Gather information about products/services - By talking to someone on the phone - Pets	Information Gathering	1
186	E2D_14C14	Gather information about products/services - By talking to someone on the phone - Pharmaceuticals	Information Gathering	1
187	E2D_15C15	Gather information about products/services - By talking to someone on the phone - Sporting goods	Information Gathering	1
188	E2D_16C16	Gather information about products/services - By talking to someone on the phone - Vacation / travel	Information Gathering	1
189	E2D_18C18	Gather information about products/services - By talking to someone on the phone - Food Home delivery services (e.g. Foodora & JustEat)	Information Gathering	1
190	E2D_19C19	Gather information about products/services - By talking to someone on the phone - Wireless service providers (e.g. mobile phone and internet)	Information Gathering	1
191	E2D_20C20	Gather information about products/services - By talking to someone on the phone - Insurance products	Information Gathering	1
192	E2D_17C17	Gather information about products/services - By talking to someone on the phone - None of the above	Information Gathering	1
193	E2E_1C1	Gather information about products/services - Using 'live chat' with customer service online - Automotive	Information Gathering	1
194	E2E_2C2	Gather information about products/services - Using 'live chat' with customer service online - Babies and children	Information Gathering	1
195	E2E_3C3	Gather information about products/services - Using 'live chat' with customer service online - Media (books , magazines, music, DVD's)	Information Gathering	1
196	E2E_4C4	Gather information about products/services - Using 'live chat' with customer service online - Clothing & Fashions	Information Gathering	1
197	E2E_5C5	Gather information about products/services - Using 'live chat' with customer service online - Home Electronics & Computers	Information Gathering	1
198	E2E_6C6	Gather information about products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events)	Information Gathering	1
199	E2E_7C7	Gather information about products/services - Using 'live chat' with customer service online - Gift card / certificate	Information Gathering	1

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
200	E2E_8C8	Gather information about products/services - Using 'live chat' with customer service online - Groceries (!)	Information Gathering	1
201	E2E_9C9	Gather information about products/services - Using 'live chat' with customer service online - Beauty & Cosmetics	Information Gathering	1
202	E2E_10C10	Gather information about products/services - Using 'live chat' with customer service online - Home & Garden	Information Gathering	1
203	E2E_11C11	Gather information about products/services - Using 'live chat' with customer service online - Financial products	Information Gathering	1
204	E2E_12C12	Gather information about products/services - Using 'live chat' with customer service online - Office supplies	Information Gathering	1
205	E2E_13C13	Gather information about products/services - Using 'live chat' with customer service online - Pets	Information Gathering	1
206	E2E_14C14	Gather information about products/services - Using 'live chat' with customer service online - Pharmaceuticals	Information Gathering	1
207	E2E_15C15	Gather information about products/services - Using 'live chat' with customer service online - Sporting goods	Information Gathering	1
208	E2E_16C16	Gather information about products/services - Using 'live chat' with customer service online - Vacation / travel	Information Gathering	1
209	E2E_18C18	Gather information about products/services - Using 'live chat' with customer service online - Food Home delivery services (e.g. Foodora & JustEat)	Information Gathering	1
210	E2E_19C19	Gather information about products/services - Using 'live chat' with customer service online - Wireless service providers (e.g. mobile phone and internet)	Information Gathering	1
211	E2E_20C20	Gather information about products/services - Using 'live chat' with customer service online - Insurance products	Information Gathering	1
212	E2E_17C17	Gather information about products/services - Using 'live chat' with customer service online - None of the above	Information Gathering	1
213	E2A2_1C1	Prefer to purchase products/services - In person at a store, branch or office - Automotive	Purchase Preference	2
214	E2A2_2C2	Prefer to purchase products/services - In person at a store, branch or office - Babies and children	Purchase Preference	2
215	E2A2_3C3	Prefer to purchase products/services - In person at a store, branch or office - Media (books , magazines, music, DVD's)	Purchase Preference	2
216	E2A2_4C4	Prefer to purchase products/services - In person at a store, branch or office - Clothing & Fashions	Purchase Preference	2
217	E2A2_5C5	Prefer to purchase products/services - In person at a store, branch or office - Home Electronics & Computers	Purchase Preference	2
218	E2A2_6C6	Prefer to purchase products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)	Purchase Preference	2
219	E2A2_7C7	Prefer to purchase products/services - In person at a store, branch or office - Gift card / certificate	Purchase Preference	2
220	E2A2_8C8	Prefer to purchase products/services - In person at a store, branch or office - Groceries	Purchase Preference	2
221	E2A2_9C9	Prefer to purchase products/services - In person at a store, branch or office - Beauty & Cosmetics	Purchase Preference	2
222	E2A2_10C10	Prefer to purchase products/services - In person at a store, branch or office - Home & Garden	Purchase Preference	2
223	E2A2_11C11	Prefer to purchase products/services - In person at a store, branch or office - Financial products	Purchase Preference	2
224	E2A2_12C12	Prefer to purchase products/services - In person at a store, branch or office - Office supplies	Purchase Preference	2
225	E2A2_13C13	Prefer to purchase products/services - In person at a store, branch or office - Pets	Purchase Preference	2
226	E2A2_14C14	Prefer to purchase products/services - In person at a store, branch or office - Pharmaceuticals	Purchase Preference	2
227	E2A2_15C15	Prefer to purchase products/services - In person at a store, branch or office - Sporting goods	Purchase Preference	2
228	E2A2_16C16	Prefer to purchase products/services - In person at a store, branch or office - Vacation / travel	Purchase Preference	2
229	E2A2_18C18	Prefer to purchase products/services - In person at a store, branch or office - Food Home delivery services (e.g. Foodora & JustEat)	Purchase Preference	2
230	E2A2_19C19	Prefer to purchase products/services - In person at a store, branch or office - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference	2
231	E2A2_20C20	Prefer to purchase products/services - In person at a store, branch or office - Insurance products	Purchase Preference	2
232	E2A2_17C17	Prefer to purchase products/services - In person at a store, branch or office - None of the above	Purchase Preference	2
233	E2B2_1C1	Prefer to purchase products/services - Online/website via computer - Automotive	Purchase Preference	2
234	E2B2_2C2	Prefer to purchase products/services - Online/website via computer - Babies and children	Purchase Preference	2
235	E2B2_3C3	Prefer to purchase products/services - Online/website via computer - Media (books , magazines, music, DVD's)	Purchase Preference	2
236	E2B2_4C4	Prefer to purchase products/services - Online/website via computer - Clothing & Fashions	Purchase Preference	2
237	E2B2_5C5	Prefer to purchase products/services - Online/website via computer - Home Electronics & Computers	Purchase Preference	2
238	E2B2_6C6	Prefer to purchase products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)	Purchase Preference	2
239	E2B2_7C7	Prefer to purchase products/services - Online/website via computer - Gift card / certificate	Purchase Preference	2
240	E2B2_8C8	Prefer to purchase products/services - Online/website via computer - Groceries	Purchase Preference	2
241	E2B2_9C9	Prefer to purchase products/services - Online/website via computer - Beauty & Cosmetics	Purchase Preference	2
242	E2B2_10C10	Prefer to purchase products/services - Online/website via computer - Home & Garden	Purchase Preference	2
243	E2B2_11C11	Prefer to purchase products/services - Online/website via computer - Financial products	Purchase Preference	2
244	E2B2_12C12	Prefer to purchase products/services - Online/website via computer - Office supplies	Purchase Preference	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
245	E2B2_13C13	Prefer to purchase products/services - Online/website via computer - Pets	Purchase Preference	2
246	E2B2_14C14	Prefer to purchase products/services - Online/website via computer - Pharmaceuticals	Purchase Preference	2
247	E2B2_15C15	Prefer to purchase products/services - Online/website via computer - Sporting goods	Purchase Preference	2
248	E2B2_16C16	Prefer to purchase products/services - Online/website via computer - Vacation / travel	Purchase Preference	2
249	E2B2_18C18	Prefer to purchase products/services - Online/website via computer - Food Home delivery services (e.g. Foodora & JustEat)	Purchase Preference	2
250	E2B2_19C19	Prefer to purchase products/services - Online/website via computer - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference	2
251	E2B2_20C20	Prefer to purchase products/services - Online/website via computer - Insurance products	Purchase Preference	2
252	E2B2_17C17	Prefer to purchase products/services - Online/website via computer - None of the above	Purchase Preference	2
253	E2C2_1C1	Prefer to purchase products/services - Online via your mobile device - Automotive	Purchase Preference	2
254	E2C2_2C2	Prefer to purchase products/services - Online via your mobile device - Babies and children	Purchase Preference	2
255	E2C2_3C3	Prefer to purchase products/services - Online via your mobile device - Media (books , magazines, music, DVD's)	Purchase Preference	2
256	E2C2_4C4	Prefer to purchase products/services - Online via your mobile device - Clothing & Fashions	Purchase Preference	2
257	E2C2_5C5	Prefer to purchase products/services - Online via your mobile device - Home Electronics & Computers	Purchase Preference	2
258	E2C2_6C6	Prefer to purchase products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)	Purchase Preference	2
259	E2C2_7C7	Prefer to purchase products/services - Online via your mobile device - Gift card / certificate	Purchase Preference	2
260	E2C2_8C8	Prefer to purchase products/services - Online via your mobile device - Groceries	Purchase Preference	2
261	E2C2_9C9	Prefer to purchase products/services - Online via your mobile device - Beauty & Cosmetics	Purchase Preference	2
262	E2C2_10C10	Prefer to purchase products/services - Online via your mobile device - Home & Garden	Purchase Preference	2
263	E2C2_11C11	Prefer to purchase products/services - Online via your mobile device - Financial products	Purchase Preference	2
264	E2C2_12C12	Prefer to purchase products/services - Online via your mobile device - Office supplies	Purchase Preference	2
265	E2C2_13C13	Prefer to purchase products/services - Online via your mobile device - Pets	Purchase Preference	2
266	E2C2_14C14	Prefer to purchase products/services - Online via your mobile device - Pharmaceuticals	Purchase Preference	2
267	E2C2_15C15	Prefer to purchase products/services - Online via your mobile device - Sporting goods	Purchase Preference	2
268	E2C2_16C16	Prefer to purchase products/services - Online via your mobile device - Vacation / travel	Purchase Preference	2
269	E2C2_18C18	Prefer to purchase products/services - Online via your mobile device - Food Home delivery services (e.g. Foodora & JustEat)	Purchase Preference	2
270	E2C2_19C19	Prefer to purchase products/services - Online via your mobile device - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference	2
271	E2C2_20C20	Prefer to purchase products/services - Online via your mobile device - Insurance products	Purchase Preference	2
272	E2C2_17C17	Prefer to purchase products/services - Online via your mobile device - None of the above	Purchase Preference	2
273	E2D2_1C1	Prefer to purchase products/services - By talking to someone on the phone - Automotive	Purchase Preference	2
274	E2D2_2C2	Prefer to purchase products/services - By talking to someone on the phone - Babies and children	Purchase Preference	2
275	E2D2_3C3	Prefer to purchase products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)	Purchase Preference	2
276	E2D2_4C4	Prefer to purchase products/services - By talking to someone on the phone - Clothing & Fashions	Purchase Preference	2
277	E2D2_5C5	Prefer to purchase products/services - By talking to someone on the phone - Home Electronics & Computers	Purchase Preference	2
278	E2D2_6C6	Prefer to purchase products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)	Purchase Preference	2
279	E2D2_7C7	Prefer to purchase products/services - By talking to someone on the phone - Gift card / certificate	Purchase Preference	2
280	E2D2_8C8	Prefer to purchase products/services - By talking to someone on the phone - Groceries	Purchase Preference	2
281	E2D2_9C9	Prefer to purchase products/services - By talking to someone on the phone - Beauty & Cosmetics	Purchase Preference	2
282	E2D2_10C10	Prefer to purchase products/services - By talking to someone on the phone - Home & Garden	Purchase Preference	2
283	E2D2_11C11	Prefer to purchase products/services - By talking to someone on the phone - Financial products	Purchase Preference	2
284	E2D2_12C12	Prefer to purchase products/services - By talking to someone on the phone - Office supplies	Purchase Preference	2
285	E2D2_13C13	Prefer to purchase products/services - By talking to someone on the phone - Pets	Purchase Preference	2
286	E2D2_14C14	Prefer to purchase products/services - By talking to someone on the phone - Pharmaceuticals	Purchase Preference	2
287	E2D2_15C15	Prefer to purchase products/services - By talking to someone on the phone - Sporting goods	Purchase Preference	2
288	E2D2_16C16	Prefer to purchase products/services - By talking to someone on the phone - Vacation / travel	Purchase Preference	2
289	E2D2_18C18	Prefer to purchase products/services - By talking to someone on the phone - Food Home delivery services (e.g. Foodora & JustEat)	Purchase Preference	2
290	E2D2_19C19	Prefer to purchase products/services - By talking to someone on the phone - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference	2
291	E2D2_20C20	Prefer to purchase products/services - By talking to someone on the phone - Insurance products	Purchase Preference	2
292	E2D2_17C17	Prefer to purchase products/services - By talking to someone on the phone - None of the above	Purchase Preference	2
293	E2E2_1C1	Prefer to purchase products/services - Using 'live chat' with customer service online - Automotive	Purchase Preference	2
294	E2E2_2C2	Prefer to purchase products/services - Using 'live chat' with customer service online - Babies and children	Purchase Preference	2
295	E2E2_3C3	Prefer to purchase products/services - Using 'live chat' with customer service online - Media (books , magazines, music, DVD's)	Purchase Preference	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
296	E2E2_4C4	Prefer to purchase products/services - Using 'live chat' with customer service online - Clothing & Fashions	Purchase Preference	2
297	E2E2_5C5	Prefer to purchase products/services - Using 'live chat' with customer service online - Home Electronics & Computers	Purchase Preference	2
298	E2E2_6C6	Prefer to purchase products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events)	Purchase Preference	2
299	E2E2_7C7	Prefer to purchase products/services - Using 'live chat' with customer service online - Gift card / certificate	Purchase Preference	2
300	E2E2_8C8	Prefer to purchase products/services - Using 'live chat' with customer service online - Groceries (!)	Purchase Preference	2
301	E2E2_9C9	Prefer to purchase products/services - Using 'live chat' with customer service online - Beauty & Cosmetics	Purchase Preference	2
302	E2E2_10C10	Prefer to purchase products/services - Using 'live chat' with customer service online - Home & Garden	Purchase Preference	2
303	E2E2_11C11	Prefer to purchase products/services - Using 'live chat' with customer service online - Financial products	Purchase Preference	2
304	E2E2_12C12	Prefer to purchase products/services - Using 'live chat' with customer service online - Office supplies	Purchase Preference	2
305	E2E2_13C13	Prefer to purchase products/services - Using 'live chat' with customer service online - Pets	Purchase Preference	2
306	E2E2_14C14	Prefer to purchase products/services - Using 'live chat' with customer service online - Pharmaceuticals	Purchase Preference	2
307	E2E2_15C15	Prefer to purchase products/services - Using 'live chat' with customer service online - Sporting goods	Purchase Preference	2
308	E2E2_16C16	Prefer to purchase products/services - Using 'live chat' with customer service online - Vacation / travel	Purchase Preference	2
309	E2E2_18C18	Prefer to purchase products/services - Using 'live chat' with customer service online - Food Home delivery services (e.g. Foodora & JustEat)	Purchase Preference	2
310	E2E2_19C19	Prefer to purchase products/services - Using 'live chat' with customer service online - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference	2
311	E2E2_20C20	Prefer to purchase products/services - Using 'live chat' with customer service online - Insurance products	Purchase Preference	2
312	E2E2_17C17	Prefer to purchase products/services - Using 'live chat' with customer service online - None of the above	Purchase Preference	2
313	E2A3_1C1	Obtain customer service for products/services - In person at a store, branch or office - Automotive	Customer Service	2
314	E2A3_2C2	Obtain customer service for products/services - In person at a store, branch or office - Babies and children	Customer Service	2
315	E2A3_3C3	Obtain customer service for products/services - In person at a store, branch or office - Media (books , magazines, music, DVD's)	Customer Service	2
316	E2A3_4C4	Obtain customer service for products/services - In person at a store, branch or office - Clothing & Fashions	Customer Service	2
317	E2A3_5C5	Obtain customer service for products/services - In person at a store, branch or office - Home Electronics & Computers	Customer Service	2
318	E2A3_6C6	Obtain customer service for products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)	Customer Service	2
319	E2A3_7C7	Obtain customer service for products/services - In person at a store, branch or office - Gift card / certificate	Customer Service	2
320	E2A3_8C8	Obtain customer service for products/services - In person at a store, branch or office - Groceries	Customer Service	2
321	E2A3_9C9	Obtain customer service for products/services - In person at a store, branch or office - Beauty & Cosmetics	Customer Service	2
322	E2A3_10C10	Obtain customer service for products/services - In person at a store, branch or office - Home & Garden	Customer Service	2
323	E2A3_11C11	Obtain customer service for products/services - In person at a store, branch or office - Financial products	Customer Service	2
324	E2A3_12C12	Obtain customer service for products/services - In person at a store, branch or office - Office supplies	Customer Service	2
325	E2A3_13C13	Obtain customer service for products/services - In person at a store, branch or office - Pets	Customer Service	2
326	E2A3_14C14	Obtain customer service for products/services - In person at a store, branch or office - Pharmaceuticals	Customer Service	2
327	E2A3_15C15	Obtain customer service for products/services - In person at a store, branch or office - Sporting goods	Customer Service	2
328	E2A3_16C16	Obtain customer service for products/services - In person at a store, branch or office - Vacation / travel	Customer Service	2
329	E2A3_18C18	Obtain customer service for products/services - In person at a store, branch or office - Food Home delivery services (e.g. Foodora & JustEat)	Customer Service	2
330	E2A3_19C19	Obtain customer service for products/services - In person at a store, branch or office - Wireless service providers (e.g. mobile phone and internet)	Customer Service	2
331	E2A3_20C20	Obtain customer service for products/services - In person at a store, branch or office - Insurance products	Customer Service	2
332	E2A3_17C17	Obtain customer service for products/services - In person at a store, branch or office - None of the above	Customer Service	2
333	E2B3_1C1	Obtain customer service for products/services - Online/website via computer - Automotive	Customer Service	2
334	E2B3_2C2	Obtain customer service for products/services - Online/website via computer - Babies and children	Customer Service	2
335	E2B3_3C3	Obtain customer service for products/services - Online/website via computer - Media (books , magazines, music, DVD's)	Customer Service	2
336	E2B3_4C4	Obtain customer service for products/services - Online/website via computer - Clothing & Fashions	Customer Service	2
337	E2B3_5C5	Obtain customer service for products/services - Online/website via computer - Home Electronics & Computers	Customer Service	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
338	E2B3_6C6	Obtain customer service for products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)	Customer Service	2
339	E2B3_7C7	Obtain customer service for products/services - Online/website via computer - Gift card / certificate	Customer Service	2
340	E2B3_8C8	Obtain customer service for products/services - Online/website via computer - Groceries	Customer Service	2
341	E2B3_9C9	Obtain customer service for products/services - Online/website via computer - Beauty & Cosmetics	Customer Service	2
342	E2B3_10C10	Obtain customer service for products/services - Online/website via computer - Home & Garden	Customer Service	2
343	E2B3_11C11	Obtain customer service for products/services - Online/website via computer - Financial products	Customer Service	2
344	E2B3_12C12	Obtain customer service for products/services - Online/website via computer - Office supplies	Customer Service	2
345	E2B3_13C13	Obtain customer service for products/services - Online/website via computer - Pets	Customer Service	2
346	E2B3_14C14	Obtain customer service for products/services - Online/website via computer - Pharmaceuticals	Customer Service	2
347	E2B3_15C15	Obtain customer service for products/services - Online/website via computer - Sporting goods	Customer Service	2
348	E2B3_16C16	Obtain customer service for products/services - Online/website via computer - Vacation / travel	Customer Service	2
349	E2B3_18C18	Obtain customer service for products/services - Online/website via computer - Food Home delivery services (e.g. Foodora & JustEat)	Customer Service	2
350	E2B3_19C19	Obtain customer service for products/services - Online/website via computer - Wireless service providers (e.g. mobile phone and internet)	Customer Service	2
351	E2B3_20C20	Obtain customer service for products/services - Online/website via computer - Insurance products	Customer Service	2
352	E2B3_17C17	Obtain customer service for products/services - Online/website via computer - None of the above	Customer Service	2
353	E2C3_1C1	Obtain customer service for products/services - Online via your mobile device - Automotive	Customer Service	2
354	E2C3_2C2	Obtain customer service for products/services - Online via your mobile device - Babies and children	Customer Service	2
355	E2C3_3C3	Obtain customer service for products/services - Online via your mobile device - Media (books , magazines, music, DVD's)	Customer Service	2
356	E2C3_4C4	Obtain customer service for products/services - Online via your mobile device - Clothing & Fashions	Customer Service	2
357	E2C3_5C5	Obtain customer service for products/services - Online via your mobile device - Home Electronics & Computers	Customer Service	2
358	E2C3_6C6	Obtain customer service for products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)	Customer Service	2
359	E2C3_7C7	Obtain customer service for products/services - Online via your mobile device - Gift card / certificate	Customer Service	2
360	E2C3_8C8	Obtain customer service for products/services - Online via your mobile device - Groceries	Customer Service	2
361	E2C3_9C9	Obtain customer service for products/services - Online via your mobile device - Beauty & Cosmetics	Customer Service	2
362	E2C3_10C10	Obtain customer service for products/services - Online via your mobile device - Home & Garden	Customer Service	2
363	E2C3_11C11	Obtain customer service for products/services - Online via your mobile device - Financial products	Customer Service	2
364	E2C3_12C12	Obtain customer service for products/services - Online via your mobile device - Office supplies	Customer Service	2
365	E2C3_13C13	Obtain customer service for products/services - Online via your mobile device - Pets	Customer Service	2
366	E2C3_14C14	Obtain customer service for products/services - Online via your mobile device - Pharmaceuticals	Customer Service	2
367	E2C3_15C15	Obtain customer service for products/services - Online via your mobile device - Sporting goods	Customer Service	2
368	E2C3_16C16	Obtain customer service for products/services - Online via your mobile device - Vacation / travel	Customer Service	2
369	E2C3_18C18	Obtain customer service for products/services - Online via your mobile device - Food Home delivery services (e.g. Foodora & JustEat)	Customer Service	2
370	E2C3_19C19	Obtain customer service for products/services - Online via your mobile device - Wireless service providers (e.g. mobile phone and internet)	Customer Service	2
371	E2C3_20C20	Obtain customer service for products/services - Online via your mobile device - Insurance products	Customer Service	2
372	E2C3_17C17	Obtain customer service for products/services - Online via your mobile device - None of the above	Customer Service	2
373	E2D3_1C1	Obtain customer service for products/services - By talking to someone on the phone - Automotive	Customer Service	2
374	E2D3_2C2	Obtain customer service for products/services - By talking to someone on the phone - Babies and children	Customer Service	2
375	E2D3_3C3	Obtain customer service for products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)	Customer Service	2
376	E2D3_4C4	Obtain customer service for products/services - By talking to someone on the phone - Clothing & Fashions	Customer Service	2
377	E2D3_5C5	Obtain customer service for products/services - By talking to someone on the phone - Home Electronics & Computers	Customer Service	2
378	E2D3_6C6	Obtain customer service for products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)	Customer Service	2
379	E2D3_7C7	Obtain customer service for products/services - By talking to someone on the phone - Gift card / certificate	Customer Service	2
380	E2D3_8C8	Obtain customer service for products/services - By talking to someone on the phone - Groceries	Customer Service	2
381	E2D3_9C9	Obtain customer service for products/services - By talking to someone on the phone - Beauty & Cosmetics	Customer Service	2
382	E2D3_10C10	Obtain customer service for products/services - By talking to someone on the phone - Home & Garden	Customer Service	2
383	E2D3_11C11	Obtain customer service for products/services - By talking to someone on the phone - Financial products	Customer Service	2
384	E2D3_12C12	Obtain customer service for products/services - By talking to someone on the phone - Office supplies	Customer Service	2
385	E2D3_13C13	Obtain customer service for products/services - By talking to someone on the phone - Pets	Customer Service	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
386	E2D3_14C14	Obtain customer service for products/services - By talking to someone on the phone - Pharmaceuticals	Customer Service	2
387	E2D3_15C15	Obtain customer service for products/services - By talking to someone on the phone - Sporting goods	Customer Service	2
388	E2D3_16C16	Obtain customer service for products/services - By talking to someone on the phone - Vacation / travel	Customer Service	2
389	E2D3_18C18	Obtain customer service for products/services - By talking to someone on the phone - Food Home delivery services (e.g. Foodora & JustEat)	Customer Service	2
390	E2D3_19C19	Obtain customer service for products/services - By talking to someone on the phone - Wireless service providers (e.g. mobile phone and internet)	Customer Service	2
391	E2D3_20C20	Obtain customer service for products/services - By talking to someone on the phone - Insurance products	Customer Service	2
392	E2D3_17C17	Obtain customer service for products/services - By talking to someone on the phone - None of the above	Customer Service	2
393	E2E3_1C1	Obtain customer service for products/services - Using 'live chat' with customer service online - Automotive	Customer Service	2
394	E2E3_2C2	Obtain customer service for products/services - Using 'live chat' with customer service online - Babies and children	Customer Service	2
395	E2E3_3C3	Obtain customer service for products/services - Using 'live chat' with customer service online - Media (books , magazines, music, DVD's)	Customer Service	2
396	E2E3_4C4	Obtain customer service for products/services - Using 'live chat' with customer service online - Clothing & Fashions	Customer Service	2
397	E2E3_5C5	Obtain customer service for products/services - Using 'live chat' with customer service online - Home Electronics & Computers	Customer Service	2
398	E2E3_6C6	Obtain customer service for products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events)	Customer Service	2
399	E2E3_7C7	Obtain customer service for products/services - Using 'live chat' with customer service online - Gift card / certificate	Customer Service	2
400	E2E3_8C8	Obtain customer service for products/services - Using 'live chat' with customer service online - Groceries	Customer Service	2
401	E2E3_9C9	Obtain customer service for products/services - Using 'live chat' with customer service online - Beauty & Cosmetics	Customer Service	2
402	E2E3_10C10	Obtain customer service for products/services - Using 'live chat' with customer service online - Home & Garden	Customer Service	2
403	E2E3_11C11	Obtain customer service for products/services - Using 'live chat' with customer service online - Financial products	Customer Service	2
404	E2E3_12C12	Obtain customer service for products/services - Using 'live chat' with customer service online - Office supplies	Customer Service	2
405	E2E3_13C13	Obtain customer service for products/services - Using 'live chat' with customer service online - Pets	Customer Service	2
406	E2E3_14C14	Obtain customer service for products/services - Using 'live chat' with customer service online - Pharmaceuticals	Customer Service	2
407	E2E3_15C15	Obtain customer service for products/services - Using 'live chat' with customer service online - Sporting goods	Customer Service	2
408	E2E3_16C16	Obtain customer service for products/services - Using 'live chat' with customer service online - Vacation / travel	Customer Service	2
409	E2E3_18C18	Obtain customer service for products/services - Using 'live chat' with customer service online - Food Home delivery services (e.g. Foodora & JustEat)	Customer Service	2
410	E2E3_19C19	Obtain customer service for products/services - Using 'live chat' with customer service online - Wireless service providers (e.g. mobile phone and internet)	Customer Service	2
411	E2E3_20C20	Obtain customer service for products/services - Using 'live chat' with customer service online - Insurance products	Customer Service	2
412	E2E3_17C17	Obtain customer service for products/services - Using 'live chat' with customer service online - None of the above	Customer Service	2
413	E3A_1C1	Retail products researched online [Pst 12 Mths] - Automotive	Online Product Research	3
414	E3A_2C2	Retail products researched online [Pst 12 Mths] - Babies and children	Online Product Research	3
415	E3A_3C3	Retail products researched online [Pst 12 Mths] - Media (books , magazines, music, DVD's)	Online Product Research	3
416	E3A_4C4	Retail products researched online [Pst 12 Mths] - Clothing & Fashions	Online Product Research	3
417	E3A_5C5	Retail products researched online [Pst 12 Mths] - Home Electronics & Computers	Online Product Research	3
418	E3A_6C6	Retail products researched online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events)	Online Product Research	3
419	E3A_7C7	Retail products researched online [Pst 12 Mths] - Gift card / certificate	Online Product Research	3
420	E3A_8C8	Retail products researched online [Pst 12 Mths] - Groceries	Online Product Research	3
421	E3A_9C9	Retail products researched online [Pst 12 Mths] - Beauty & Cosmetics	Online Product Research	3
422	E3A_10C10	Retail products researched online [Pst 12 Mths] - Home & Garden	Online Product Research	3
423	E3A_11C11	Retail products researched online [Pst 12 Mths] - Financial products	Online Product Research	3
424	E3A_12C12	Retail products researched online [Pst 12 Mths] - Office supplies	Online Product Research	3
425	E3A_13C13	Retail products researched online [Pst 12 Mths] - Pets	Online Product Research	3
426	E3A_14C14	Retail products researched online [Pst 12 Mths] - Pharmaceuticals	Online Product Research	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
427	E3A_15C15	Retail products researched online [Pst 12 Mths] - Sporting goods	Online Product Research	3
428	E3A_16C16	Retail products researched online [Pst 12 Mths] - Vacation / travel	Online Product Research	3
429	E3A_18C18	Retail products researched online [Pst 12 Mths] - Food Home delivery services (e.g. Foodora & JustEat)	Online Product Research	3
430	E3A_19C19	Retail products researched online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet)	Online Product Research	3
431	E3A_20C20	Retail products researched online [Pst 12 Mths] - Insurance products	Online Product Research	3
432	E3A_17C17	Retail products researched online [Pst 12 Mths] - None of the above	Online Product Research	3
433	E9_1C1	Percentage of total time research online - Automotive - None	Online Product Research	3
434	E9_1C2	Percentage of total time research online - Automotive - Less than 10%	Online Product Research	3
435	E9_1C3	Percentage of total time research online - Automotive - 10% to 24%	Online Product Research	3
436	E9_1C4	Percentage of total time research online - Automotive - 25% to 49%	Online Product Research	3
437	E9_1C5	Percentage of total time research online - Automotive - 50% to 74%	Online Product Research	3
438	E9_1C6	Percentage of total time research online - Automotive - 75% to 100%	Online Product Research	3
439	E9_2C1	Percentage of total time research online - Babies & Kids - None	Online Product Research	3
440	E9_2C2	Percentage of total time research online - Babies & Kids - Less than 10%	Online Product Research	3
441	E9_2C3	Percentage of total time research online - Babies & Kids - 10% to 24%	Online Product Research	3
442	E9_2C4	Percentage of total time research online - Babies & Kids - 25% to 49%	Online Product Research	3
443	E9_2C5	Percentage of total time research online - Babies & Kids - 50% to 74%	Online Product Research	3
444	E9_2C6	Percentage of total time research online - Babies & Kids - 75% to 100%	Online Product Research	3
445	E9_3C1	Percentage of total time research online - Media (books , magazines, music, DVD's) - None	Online Product Research	3
446	E9_3C2	Percentage of total time research online - Media (books , magazines, music, DVD's) - Less than 10%	Online Product Research	3
447	E9_3C3	Percentage of total time research online - Media (books , magazines, music, DVD's) - 10% to 24%	Online Product Research	3
448	E9_3C4	Percentage of total time research online - Media (books , magazines, music, DVD's) - 25% to 49%	Online Product Research	3
449	E9_3C5	Percentage of total time research online - Media (books , magazines, music, DVD's) - 50% to 74%	Online Product Research	3
450	E9_3C6	Percentage of total time research online - Media (books , magazines, music, DVD's) - 75% to 100%	Online Product Research	3
451	E9_4C1	Percentage of total time research online - Clothing & Fashions - None	Online Product Research	3
452	E9_4C2	Percentage of total time research online - Clothing & Fashions - Less than 10%	Online Product Research	3
453	E9_4C3	Percentage of total time research online - Clothing & Fashions - 10% to 24%	Online Product Research	3
454	E9_4C4	Percentage of total time research online - Clothing & Fashions - 25% to 49%	Online Product Research	3
455	E9_4C5	Percentage of total time research online - Clothing & Fashions - 50% to 74%	Online Product Research	3
456	E9_4C6	Percentage of total time research online - Clothing & Fashions - 75% to 100%	Online Product Research	3
457	E9_5C1	Percentage of total time research online - Home Electronics & Computers - None (!)	Online Product Research	3
458	E9_5C2	Percentage of total time research online - Home Electronics & Computers - Less than 10%	Online Product Research	3
459	E9_5C3	Percentage of total time research online - Home Electronics & Computers - 10% to 24%	Online Product Research	3
460	E9_5C4	Percentage of total time research online - Home Electronics & Computers - 25% to 49%	Online Product Research	3
461	E9_5C5	Percentage of total time research online - Home Electronics & Computers - 50% to 74%	Online Product Research	3
462	E9_5C6	Percentage of total time research online - Home Electronics & Computers - 75% to 100%	Online Product Research	3
463	E9_6C1	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - None	Online Product Research	3
464	E9_6C2	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - Less than 10%	Online Product Research	3
465	E9_6C3	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 10% to 24%	Online Product Research	3
466	E9_6C4	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 25% to 49%	Online Product Research	3
467	E9_6C5	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 50% to 74%	Online Product Research	3
468	E9_6C6	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 75% to 100%	Online Product Research	3
469	E9_7C1	Percentage of total time research online - Gift card / certificate - None	Online Product Research	3
470	E9_7C2	Percentage of total time research online - Gift card / certificate - Less than 10%	Online Product Research	3
471	E9_7C3	Percentage of total time research online - Gift card / certificate - 10% to 24%	Online Product Research	3
472	E9_7C4	Percentage of total time research online - Gift card / certificate - 25% to 49%	Online Product Research	3
473	E9_7C5	Percentage of total time research online - Gift card / certificate - 50% to 74%	Online Product Research	3
474	E9_7C6	Percentage of total time research online - Gift card / certificate - 75% to 100%	Online Product Research	3
475	E9_8C1	Percentage of total time research online - Groceries - None	Online Product Research	3
476	E9_8C2	Percentage of total time research online - Groceries - Less than 10%	Online Product Research	3
477	E9_8C3	Percentage of total time research online - Groceries - 10% to 24%	Online Product Research	3
478	E9_8C4	Percentage of total time research online - Groceries - 25% to 49%	Online Product Research	3
479	E9_8C5	Percentage of total time research online - Groceries - 50% to 74%	Online Product Research	3
480	E9_8C6	Percentage of total time research online - Groceries - 75% to 100%	Online Product Research	3
481	E9_9C1	Percentage of total time research online - Beauty & Cosmetics - None	Online Product Research	3
482	E9_9C2	Percentage of total time research online - Beauty & Cosmetics - Less than 10%	Online Product Research	3
483	E9_9C3	Percentage of total time research online - Beauty & Cosmetics - 10% to 24%	Online Product Research	3
484	E9_9C4	Percentage of total time research online - Beauty & Cosmetics - 25% to 49%	Online Product Research	3

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485	E9_9C5	Percentage of total time research online - Beauty & Cosmetics - 50% to 74%	Online Product Research	3
486	E9_9C6	Percentage of total time research online - Beauty & Cosmetics - 75% to 100%	Online Product Research	3
487	E9_10C1	Percentage of total time research online - Home & Garden - None	Online Product Research	3
488	E9_10C2	Percentage of total time research online - Home & Garden - Less than 10%	Online Product Research	3
489	E9_10C3	Percentage of total time research online - Home & Garden - 10% to 24%	Online Product Research	3
490	E9_10C4	Percentage of total time research online - Home & Garden - 25% to 49%	Online Product Research	3
491	E9_10C5	Percentage of total time research online - Home & Garden - 50% to 74%	Online Product Research	3
492	E9_10C6	Percentage of total time research online - Home & Garden - 75% to 100%	Online Product Research	3
493	E9_11C1	Percentage of total time research online - Financial & Insurance products - None	Online Product Research	3
494	E9_11C2	Percentage of total time research online - Financial & Insurance products - Less than 10%	Online Product Research	3
495	E9_11C3	Percentage of total time research online - Financial & Insurance products - 10% to 24%	Online Product Research	3
496	E9_11C4	Percentage of total time research online - Financial & Insurance products - 25% to 49%	Online Product Research	3
497	E9_11C5	Percentage of total time research online - Financial & Insurance products - 50% to 74%	Online Product Research	3
498	E9_11C6	Percentage of total time research online - Financial & Insurance products - 75% to 100%	Online Product Research	3
499	E9_12C1	Percentage of total time research online - Office supplies - None	Online Product Research	3
500	E9_12C2	Percentage of total time research online - Office supplies - Less than 10%	Online Product Research	3
501	E9_12C3	Percentage of total time research online - Office supplies - 10% to 24%	Online Product Research	3
502	E9_12C4	Percentage of total time research online - Office supplies - 25% to 49%	Online Product Research	3
503	E9_12C5	Percentage of total time research online - Office supplies - 50% to 74%	Online Product Research	3
504	E9_12C6	Percentage of total time research online - Office supplies - 75% to 100%	Online Product Research	3
505	E9_13C1	Percentage of total time research online - Pets - None	Online Product Research	3
506	E9_13C2	Percentage of total time research online - Pets - Less than 10%	Online Product Research	3
507	E9_13C3	Percentage of total time research online - Pets - 10% to 24%	Online Product Research	3
508	E9_13C4	Percentage of total time research online - Pets - 25% to 49%	Online Product Research	3
509	E9_13C5	Percentage of total time research online - Pets - 50% to 74%	Online Product Research	3
510	E9_13C6	Percentage of total time research online - Pets - 75% to 100%	Online Product Research	3
511	E9_14C1	Percentage of total time research online - Pharmaceuticals - None	Online Product Research	3
512	E9_14C2	Percentage of total time research online - Pharmaceuticals - Less than 10%	Online Product Research	3
513	E9_14C3	Percentage of total time research online - Pharmaceuticals - 10% to 24%	Online Product Research	3
514	E9_14C4	Percentage of total time research online - Pharmaceuticals - 25% to 49%	Online Product Research	3
515	E9_14C5	Percentage of total time research online - Pharmaceuticals - 50% to 74%	Online Product Research	3
516	E9_14C6	Percentage of total time research online - Pharmaceuticals - 75% to 100%	Online Product Research	3
517	E9_15C1	Percentage of total time research online - Sporting goods - None	Online Product Research	3
518	E9_15C2	Percentage of total time research online - Sporting goods - Less than 10%	Online Product Research	3
519	E9_15C3	Percentage of total time research online - Sporting goods - 10% to 24%	Online Product Research	3
520	E9_15C4	Percentage of total time research online - Sporting goods - 25% to 49%	Online Product Research	3
521	E9_15C5	Percentage of total time research online - Sporting goods - 50% to 74%	Online Product Research	3
522	E9_15C6	Percentage of total time research online - Sporting goods - 75% to 100%	Online Product Research	3
523	E9_16C1	Percentage of total time research online - Vacation / travel - None (!)	Online Product Research	3
524	E9_16C2	Percentage of total time research online - Vacation / travel - Less than 10%	Online Product Research	3
525	E9_16C3	Percentage of total time research online - Vacation / travel - 10% to 24%	Online Product Research	3
526	E9_16C4	Percentage of total time research online - Vacation / travel - 25% to 49%	Online Product Research	3
527	E9_16C5	Percentage of total time research online - Vacation / travel - 50% to 74%	Online Product Research	3
528	E9_16C6	Percentage of total time research online - Vacation / travel - 75% to 100%	Online Product Research	3
529	E9_18C1	Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - None	Online Product Research	3
530	E9_18C2	Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - Less than 10%	Online Product Research	3
531	E9_18C3	Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - 10% to 24%	Online Product Research	3
532	E9_18C4	Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - 25% to 49%	Online Product Research	3
533	E9_18C5	Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - 50% to 74%	Online Product Research	3
534	E9_18C6	Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - 75% to 100%	Online Product Research	3
535	E9_19C1	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - None	Online Product Research	3
536	E9_19C2	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - Less than 10%	Online Product Research	3
537	E9_19C3	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 10% to 24%	Online Product Research	3
538	E9_19C4	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 25% to 49%	Online Product Research	3

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539	E9_19C5	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 50% to 74%	Online Product Research	3
540	E9_19C6	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 75% to 100%	Online Product Research	3
541	E9_20C1	Percentage of total time research online - Insurance products - None	Online Product Research	3
542	E9_20C2	Percentage of total time research online - Insurance products - Less than 10%	Online Product Research	3
543	E9_20C3	Percentage of total time research online - Insurance products - 10% to 24%	Online Product Research	3
544	E9_20C4	Percentage of total time research online - Insurance products - 25% to 49%	Online Product Research	3
545	E9_20C5	Percentage of total time research online - Insurance products - 50% to 74%	Online Product Research	3
546	E9_20C6	Percentage of total time research online - Insurance products - 75% to 100%	Online Product Research	3
547	E10_1_1C1	Online sources used for research - Automotive - Retailer's websites	Online Product Research	4
548	E10_1_2C2	Online sources used for research - Automotive - Manufacturer's websites	Online Product Research	4
549	E10_1_3C3	Online sources used for research - Automotive - Comparison shopping websites	Online Product Research	4
550	E10_1_4C4	Online sources used for research - Automotive - Ebay	Online Product Research	4
551	E10_1_5C5	Online sources used for research - Automotive - Amazon	Online Product Research	4
552	E10_1_6C6	Online sources used for research - Automotive - Social media	Online Product Research	4
553	E10_1_7C7	Online sources used for research - Automotive - Other (!)	Online Product Research	4
554	E10_2_1C1	Online sources used for research - Babies and children - Retailer's websites	Online Product Research	4
555	E10_2_2C2	Online sources used for research - Babies and children - Manufacturer's websites	Online Product Research	4
556	E10_2_3C3	Online sources used for research - Babies and children - Comparison shopping websites	Online Product Research	4
557	E10_2_4C4	Online sources used for research - Babies and children - Ebay	Online Product Research	4
558	E10_2_5C5	Online sources used for research - Babies and children - Amazon	Online Product Research	4
559	E10_2_6C6	Online sources used for research - Babies and children - Social media	Online Product Research	4
560	E10_2_7C7	Online sources used for research - Babies and children - Other (!)	Online Product Research	4
561	E10_3_1C1	Online sources used for research - Media (books , magazines, music, DVD's) - Retailer's websites	Online Product Research	4
562	E10_3_2C2	Online sources used for research - Media (books , magazines, music, DVD's) - Manufacturer's websites	Online Product Research	4
563	E10_3_3C3	Online sources used for research - Media (books , magazines, music, DVD's) - Comparison shopping websites	Online Product Research	4
564	E10_3_4C4	Online sources used for research - Media (books , magazines, music, DVD's) - Ebay	Online Product Research	4
565	E10_3_5C5	Online sources used for research - Media (books , magazines, music, DVD's) - Amazon	Online Product Research	4
566	E10_3_6C6	Online sources used for research - Media (books , magazines, music, DVD's) - Social media	Online Product Research	4
567	E10_3_7C7	Online sources used for research - Media (books , magazines, music, DVD's) - Other (!)	Online Product Research	4
568	E10_4_1C1	Online sources used for research - Clothing & Fashions - Retailer's websites	Online Product Research	4
569	E10_4_2C2	Online sources used for research - Clothing & Fashions - Manufacturer's websites	Online Product Research	4
570	E10_4_3C3	Online sources used for research - Clothing & Fashions - Comparison shopping websites	Online Product Research	4
571	E10_4_4C4	Online sources used for research - Clothing & Fashions - Ebay	Online Product Research	4
572	E10_4_5C5	Online sources used for research - Clothing & Fashions - Amazon	Online Product Research	4
573	E10_4_6C6	Online sources used for research - Clothing & Fashions - Social media	Online Product Research	4
574	E10_4_7C7	Online sources used for research - Clothing & Fashions - Other (!)	Online Product Research	4
575	E10_5_1C1	Online sources used for research - Home Electronics & Computers - Retailer's websites	Online Product Research	4
576	E10_5_2C2	Online sources used for research - Home Electronics & Computers - Manufacturer's websites	Online Product Research	4
577	E10_5_3C3	Online sources used for research - Home Electronics & Computers - Comparison shopping websites	Online Product Research	4
578	E10_5_4C4	Online sources used for research - Home Electronics & Computers - Ebay	Online Product Research	4
579	E10_5_5C5	Online sources used for research - Home Electronics & Computers - Amazon	Online Product Research	4
580	E10_5_6C6	Online sources used for research - Home Electronics & Computers - Social media	Online Product Research	4
581	E10_5_7C7	Online sources used for research - Home Electronics & Computers - Other (!)	Online Product Research	4
582	E10_6_1C1	Online sources used for research - Event tickets (movies, concerts, sporting events) - Retailer's websites	Online Product Research	4
583	E10_6_2C2	Online sources used for research - Event tickets (movies, concerts, sporting events) - Manufacturer's websites	Online Product Research	4
584	E10_6_3C3	Online sources used for research - Event tickets (movies, concerts, sporting events) - Comparison shopping websites	Online Product Research	4
585	E10_6_4C4	Online sources used for research - Event tickets (movies, concerts, sporting events) - Ebay (!)	Online Product Research	4
586	E10_6_5C5	Online sources used for research - Event tickets (movies, concerts, sporting events) - Amazon	Online Product Research	4
587	E10_6_6C6	Online sources used for research - Event tickets (movies, concerts, sporting events) - Social media	Online Product Research	4
588	E10_6_7C7	Online sources used for research - Event tickets (movies, concerts, sporting events) - Other (!)	Online Product Research	4
589	E10_7_1C1	Online sources used for research - Gift card / certificate - Retailer's websites	Online Product Research	4
590	E10_7_2C2	Online sources used for research - Gift card / certificate - Manufacturer's websites	Online Product Research	4
591	E10_7_3C3	Online sources used for research - Gift card / certificate - Comparison shopping websites	Online Product Research	4
592	E10_7_4C4	Online sources used for research - Gift card / certificate - Ebay (!)	Online Product Research	4
593	E10_7_5C5	Online sources used for research - Gift card / certificate - Amazon	Online Product Research	4
594	E10_7_6C6	Online sources used for research - Gift card / certificate - Social media (!)	Online Product Research	4
595	E10_7_7C7	Online sources used for research - Gift card / certificate - Other (!)	Online Product Research	4
596	E10_8_1C1	Online sources used for research - Groceries - Retailer's websites	Online Product Research	4
597	E10_8_2C2	Online sources used for research - Groceries - Manufacturer's websites	Online Product Research	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
598	E10_8_3C3	Online sources used for research - Groceries - Comparison shopping websites	Online Product Research	4
599	E10_8_4C4	Online sources used for research - Groceries - Ebay (!)	Online Product Research	4
600	E10_8_5C5	Online sources used for research - Groceries - Amazon	Online Product Research	4
601	E10_8_6C6	Online sources used for research - Groceries - Social media (!)	Online Product Research	4
602	E10_8_7C7	Online sources used for research - Groceries - Other (!)	Online Product Research	4
603	E10_9_1C1	Online sources used for research - Beauty & cosmetics - Retailer's websites	Online Product Research	4
604	E10_9_2C2	Online sources used for research - Beauty & cosmetics - Manufacturer's websites	Online Product Research	4
605	E10_9_3C3	Online sources used for research - Beauty & cosmetics - Comparison shopping websites	Online Product Research	4
606	E10_9_4C4	Online sources used for research - Beauty & cosmetics - Ebay	Online Product Research	4
607	E10_9_5C5	Online sources used for research - Beauty & cosmetics - Amazon	Online Product Research	4
608	E10_9_6C6	Online sources used for research - Beauty & cosmetics - Social media	Online Product Research	4
609	E10_9_7C7	Online sources used for research - Beauty & cosmetics - Other (!)	Online Product Research	4
610	E10_1C1	Online sources used for research - Home & garden - Retailer's websites	Online Product Research	4
611	E10_1C2	Online sources used for research - Home & garden - Manufacturer's websites	Online Product Research	4
612	E10_1C3	Online sources used for research - Home & garden - Comparison shopping websites	Online Product Research	4
613	E10_1C4	Online sources used for research - Home & garden - Ebay	Online Product Research	4
614	E10_1C5	Online sources used for research - Home & garden - Amazon	Online Product Research	4
615	E10_1C6	Online sources used for research - Home & garden - Social media	Online Product Research	4
616	E10_1C7	Online sources used for research - Home & garden - Other (!)	Online Product Research	4
617	E10_2C1	Online sources used for research - Financial products - Retailer's websites	Online Product Research	4
618	E10_2C2	Online sources used for research - Financial products - Manufacturer's websites	Online Product Research	4
619	E10_2C3	Online sources used for research - Financial products - Comparison shopping websites	Online Product Research	4
620	E10_2C4	Online sources used for research - Financial products - Ebay (!)	Online Product Research	4
621	E10_2C5	Online sources used for research - Financial products - Amazon (!)	Online Product Research	4
622	E10_2C6	Online sources used for research - Financial products - Social media	Online Product Research	4
623	E10_2C7	Online sources used for research - Financial products - Other (!)	Online Product Research	4
624	E10_3C1	Online sources used for research - Office supplies - Retailer's websites	Online Product Research	4
625	E10_3C2	Online sources used for research - Office supplies - Manufacturer's websites	Online Product Research	4
626	E10_3C3	Online sources used for research - Office supplies - Comparison shopping websites	Online Product Research	4
627	E10_3C4	Online sources used for research - Office supplies - Ebay	Online Product Research	4
628	E10_3C5	Online sources used for research - Office supplies - Amazon	Online Product Research	4
629	E10_3C6	Online sources used for research - Office supplies - Social media (!)	Online Product Research	4
630	E10_3C7	Online sources used for research - Office supplies - Other (!)	Online Product Research	4
631	E10_4C1	Online sources used for research - Pets - Retailer's websites	Online Product Research	4
632	E10_4C2	Online sources used for research - Pets - Manufacturer's websites	Online Product Research	4
633	E10_4C3	Online sources used for research - Pets - Comparison shopping websites	Online Product Research	4
634	E10_4C4	Online sources used for research - Pets - Ebay (!)	Online Product Research	4
635	E10_4C5	Online sources used for research - Pets - Amazon	Online Product Research	4
636	E10_4C6	Online sources used for research - Pets - Social media	Online Product Research	4
637	E10_4C7	Online sources used for research - Pets - Other (!)	Online Product Research	4
638	E10_5C1	Online sources used for research - Pharmaceuticals - Retailer's websites	Online Product Research	4
639	E10_5C2	Online sources used for research - Pharmaceuticals - Manufacturer's websites	Online Product Research	4
640	E10_5C3	Online sources used for research - Pharmaceuticals - Comparison shopping websites	Online Product Research	4
641	E10_5C4	Online sources used for research - Pharmaceuticals - Ebay (!)	Online Product Research	4
642	E10_5C5	Online sources used for research - Pharmaceuticals - Amazon	Online Product Research	4
643	E10_5C6	Online sources used for research - Pharmaceuticals - Social media (!)	Online Product Research	4
644	E10_5C7	Online sources used for research - Pharmaceuticals - Other (!)	Online Product Research	4
645	E10_6C1	Online sources used for research - Sporting goods - Retailer's websites	Online Product Research	4
646	E10_6C2	Online sources used for research - Sporting goods - Manufacturer's websites	Online Product Research	4
647	E10_6C3	Online sources used for research - Sporting goods - Comparison shopping websites	Online Product Research	4
648	E10_6C4	Online sources used for research - Sporting goods - Ebay	Online Product Research	4
649	E10_6C5	Online sources used for research - Sporting goods - Amazon	Online Product Research	4
650	E10_6C6	Online sources used for research - Sporting goods - Social media	Online Product Research	4
651	E10_6C7	Online sources used for research - Sporting goods - Other (!)	Online Product Research	4
652	E10_7C1	Online sources used for research - Vacation / travel - Retailer's websites	Online Product Research	4
653	E10_7C2	Online sources used for research - Vacation / travel - Manufacturer's websites	Online Product Research	4
654	E10_7C3	Online sources used for research - Vacation / travel - Comparison shopping websites	Online Product Research	4
655	E10_7C4	Online sources used for research - Vacation / travel - Ebay (!)	Online Product Research	4
656	E10_7C5	Online sources used for research - Vacation / travel - Amazon	Online Product Research	4
657	E10_7C6	Online sources used for research - Vacation / travel - Social media	Online Product Research	4
658	E10_7C7	Online sources used for research - Vacation / travel - Other	Online Product Research	4
659	E10_8C1	Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Retailer's websites	Online Product Research	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
660	E10_8C2	Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Manufacturer's websites	Online Product Research	4
661	E10_8C3	Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Comparison shopping websites	Online Product Research	4
662	E10_8C4	Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Ebay (!)	Online Product Research	4
663	E10_8C5	Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Amazon (!)	Online Product Research	4
664	E10_8C6	Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Social media	Online Product Research	4
665	E10_8C7	Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Other (!)	Online Product Research	4
666	E10_9C1	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Retailer's websites	Online Product Research	4
667	E10_9C2	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Manufacturer's websites	Online Product Research	4
668	E10_9C3	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Comparison shopping websites	Online Product Research	4
669	E10_9C4	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Ebay (!)	Online Product Research	4
670	E10_9C5	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Amazon	Online Product Research	4
671	E10_9C6	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Social media	Online Product Research	4
672	E10_9C7	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Other (!)	Online Product Research	4
673	E10_10C1	Online sources used for research - Insurance products - Retailer's websites	Online Product Research	4
674	E10_10C2	Online sources used for research - Insurance products - Manufacturer's websites	Online Product Research	4
675	E10_10C3	Online sources used for research - Insurance products - Comparison shopping websites	Online Product Research	4
676	E10_10C4	Online sources used for research - Insurance products - Ebay (!)	Online Product Research	4
677	E10_10C5	Online sources used for research - Insurance products - Amazon (!)	Online Product Research	4
678	E10_10C6	Online sources used for research - Insurance products - Social media	Online Product Research	4
679	E10_10C7	Online sources used for research - Insurance products - Other (!)	Online Product Research	4
680	E11_1C1	Number of online sources used for research - Automotive - 1 or 2	Online Product Research	4
681	E11_1C2	Number of online sources used for research - Automotive - 3 to 5	Online Product Research	4
682	E11_1C3	Number of online sources used for research - Automotive - More than 5	Online Product Research	4
683	E11_2C1	Number of online sources used for research - Babies and children - 1 or 2	Online Product Research	4
684	E11_2C2	Number of online sources used for research - Babies and children - 3 to 5	Online Product Research	4
685	E11_2C3	Number of online sources used for research - Babies and children - More than 5 (!)	Online Product Research	4
686	E11_3C1	Number of online sources used for research - Media (books , magazines, music, DVD's) - 1 or 2	Online Product Research	4
687	E11_3C2	Number of online sources used for research - Media (books , magazines, music, DVD's) - 3 to 5	Online Product Research	4
688	E11_3C3	Number of online sources used for research - Media (books , magazines, music, DVD's) - More than 5 (!)	Online Product Research	4
689	E11_4C1	Number of online sources used for research - Clothing & fashions - 1 or 2	Online Product Research	4
690	E11_4C2	Number of online sources used for research - Clothing & fashions - 3 to 5	Online Product Research	4
691	E11_4C3	Number of online sources used for research - Clothing & fashions - More than 5	Online Product Research	4
692	E11_5C1	Number of online sources used for research - Home electronics & computers - 1 or 2	Online Product Research	4
693	E11_5C2	Number of online sources used for research - Home electronics & computers - 3 to 5	Online Product Research	4
694	E11_5C3	Number of online sources used for research - Home electronics & computers - More than 5	Online Product Research	4
695	E11_6C1	Number of online sources used for research - Event tickets (movies, concerts, sporting events) - 1 or 2	Online Product Research	4
696	E11_6C2	Number of online sources used for research - Event tickets (movies, concerts, sporting events) - 3 to 5	Online Product Research	4
697	E11_6C3	Number of online sources used for research - Event tickets (movies, concerts, sporting events) - More than 5 (!)	Online Product Research	4
698	E11_7C1	Number of online sources used for research - Gift card / certificate - 1 or 2	Online Product Research	4
699	E11_7C2	Number of online sources used for research - Gift card / certificate - 3 to 5	Online Product Research	4
700	E11_7C3	Number of online sources used for research - Gift card / certificate - More than 5 (!)	Online Product Research	4
701	E11_8C1	Number of online sources used for research - Groceries - 1 or 2	Online Product Research	4
702	E11_8C2	Number of online sources used for research - Groceries - 3 to 5	Online Product Research	4
703	E11_8C3	Number of online sources used for research - Groceries - More than 5	Online Product Research	4
704	E11_9C1	Number of online sources used for research - Beauty & cosmetics - 1 or 2	Online Product Research	4
705	E11_9C2	Number of online sources used for research - Beauty & cosmetics - 3 to 5	Online Product Research	4
706	E11_9C3	Number of online sources used for research - Beauty & cosmetics - More than 5 (!)	Online Product Research	4
707	E11_10C1	Number of online sources used for research - Home & garden - 1 or 2	Online Product Research	4
708	E11_10C2	Number of online sources used for research - Home & garden - 3 to 5	Online Product Research	4
709	E11_10C3	Number of online sources used for research - Home & garden - More than 5	Online Product Research	4
710	E11_11C1	Number of online sources used for research - Financial products - 1 or 2	Online Product Research	4
711	E11_11C2	Number of online sources used for research - Financial products - 3 to 5	Online Product Research	4
712	E11_11C3	Number of online sources used for research - Financial products - More than 5	Online Product Research	4
713	E11_12C1	Number of online sources used for research - Office supplies - 1 or 2	Online Product Research	4
714	E11_12C2	Number of online sources used for research - Office supplies - 3 to 5	Online Product Research	4
715	E11_12C3	Number of online sources used for research - Office supplies - More than 5 (!)	Online Product Research	4
716	E11_13C1	Number of online sources used for research - Pets - 1 or 2	Online Product Research	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
717	E11_13C2	Number of online sources used for research - Pets - 3 to 5	Online Product Research	4
718	E11_13C3	Number of online sources used for research - Pets - More than 5 (!)	Online Product Research	4
719	E11_14C1	Number of online sources used for research - Pharmaceuticals - 1 or 2	Online Product Research	4
720	E11_14C2	Number of online sources used for research - Pharmaceuticals - 3 to 5	Online Product Research	4
721	E11_14C3	Number of online sources used for research - Pharmaceuticals - More than 5 (!)	Online Product Research	4
722	E11_15C1	Number of online sources used for research - Sporting goods - 1 or 2	Online Product Research	4
723	E11_15C2	Number of online sources used for research - Sporting goods - 3 to 5	Online Product Research	4
724	E11_15C3	Number of online sources used for research - Sporting goods - More than 5	Online Product Research	4
725	E11_16C1	Number of online sources used for research - Vacation / travel - 1 or 2	Online Product Research	4
726	E11_16C2	Number of online sources used for research - Vacation / travel - 3 to 5	Online Product Research	4
727	E11_16C3	Number of online sources used for research - Vacation / travel - More than 5	Online Product Research	4
728	E11_18C1	Number of online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - 1 or 2	Online Product Research	4
729	E11_18C2	Number of online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - 3 to 5	Online Product Research	4
730	E11_18C3	Number of online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - More than 5 (!)	Online Product Research	4
731	E11_19C1	Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - 1 or 2	Online Product Research	4
732	E11_19C2	Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - 3 to 5	Online Product Research	4
733	E11_19C3	Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - More than 5	Online Product Research	4
734	E11_20C1	Number of online sources used for research - Insurance products - 1 or 2	Online Product Research	4
735	E11_20C2	Number of online sources used for research - Insurance products - 3 to 5	Online Product Research	4
736	E11_20C3	Number of online sources used for research - Insurance products - More than 5	Online Product Research	4
737	E12_1C1	Product information searched using online sources - Customer reviews / ratings	Online Product Research	4
738	E12_2C2	Product information searched using online sources - Consumer Reports	Online Product Research	4
739	E12_3C3	Product information searched using online sources - Expert opinions recommending "the best" product	Online Product Research	4
740	E12_4C4	Product information searched using online sources - Ideas / solutions	Online Product Research	4
741	E12_5C5	Product information searched using online sources - Price	Online Product Research	4
742	E12_6C6	Product information searched using online sources - Retailer(s) with best price	Online Product Research	4
743	E12_7C7	Product information searched using online sources - Product availability	Online Product Research	4
744	E12_8C8	Product information searched using online sources - Product specifications / details (colour, size, capabilities, etc.)	Online Product Research	4
745	E12_9C9	Product information searched using online sources - Promotional offers	Online Product Research	4
746	E12_10C10	Product information searched using online sources - Retail locations	Online Product Research	4
747	E12_11C11	Product information searched using online sources - New product launches	Online Product Research	4
748	E12_12C12	Product information searched using online sources - Other (!)	Online Product Research	4
749	E13C1	Time passed between Research and Purchase - A few hours or less	Online Product Research	4
750	E13C2	Time passed between Research and Purchase - A few days	Online Product Research	4
751	E13C3	Time passed between Research and Purchase - About 1 week	Online Product Research	4
752	E13C4	Time passed between Research and Purchase - About 2 weeks	Online Product Research	4
753	E13C5	Time passed between Research and Purchase - About a month	Online Product Research	4
754	E13C6	Time passed between Research and Purchase - More than a month	Online Product Research	4
755	E14_1C35	Action after online research - Intend to purchase	Online Product Research	4
756	E14_2C35	Action after online research - Immediately purchase online	Online Product Research	4
757	E14_3C35	Action after online research - Eventually purchase online	Online Product Research	4
758	E14_4C35	Action after online research - Purchase in-store	Online Product Research	4
759	E15_1C45	Reason for purchasing in-store after researching online - Do not own a credit card	Online Product Research	4
760	E15_2C45	Reason for purchasing in-store after researching online - Enjoy shopping experience in-store	Online Product Research	4
761	E15_3C45	Reason for purchasing in-store after researching online - Want the help of in-store sales associate	Online Product Research	4
762	E15_4C45	Reason for purchasing in-store after researching online - Product doesn't ship to Canada	Online Product Research	4
763	E15_5C45	Reason for purchasing in-store after researching online - Uncomfortable using credit card online	Online Product Research	4
764	E15_6C45	Reason for purchasing in-store after researching online - Shipping charges	Online Product Research	4
765	E15_7C45	Reason for purchasing in-store after researching online - Duty fees	Online Product Research	4
766	E15_8C45	Reason for purchasing in-store after researching online - Inconvenient returns, if needed	Online Product Research	4
767	E15_9C45	Reason for purchasing in-store after researching online - Cost of returns, if needed	Online Product Research	4
768	E15_10C45	Reason for purchasing in-store after researching online - Need immediately	Online Product Research	4
769	E15_11C45	Reason for purchasing in-store after researching online - Need to touch/feel before buy	Online Product Research	4
770	E15_12C45	Reason for purchasing in-store after researching online - online product condition concerns	Online Product Research	4
771	E15_13C45	Reason for purchasing in-store after researching online - Product fit concerns	Online Product Research	4
772	E15_14C45	Reason for purchasing in-store after researching online - Lower quality of online product concerns	Online Product Research	4
773	E3B_1C1	Retail products purchased online [Pst 12 Mths] - Automotive	Online Product Purchase	5

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
774	E3B_2C2	Retail products purchased online [Pst 12 Mths] - Babies and children	Online Product Purchase	5
775	E3B_3C3	Retail products purchased online [Pst 12 Mths] - Media (books , magazines, music, DVD's)	Online Product Purchase	5
776	E3B_4C4	Retail products purchased online [Pst 12 Mths] - Clothing & Fashions	Online Product Purchase	5
777	E3B_5C5	Retail products purchased online [Pst 12 Mths] - Home Electronics & Computers	Online Product Purchase	5
778	E3B_6C6	Retail products purchased online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events)	Online Product Purchase	5
779	E3B_7C7	Retail products purchased online [Pst 12 Mths] - Gift card / certificate	Online Product Purchase	5
780	E3B_8C8	Retail products purchased online [Pst 12 Mths] - Groceries	Online Product Purchase	5
781	E3B_9C9	Retail products purchased online [Pst 12 Mths] - Beauty & Cosmetics	Online Product Purchase	5
782	E3B_10C10	Retail products purchased online [Pst 12 Mths] - Home & Garden	Online Product Purchase	5
783	E3B_11C11	Retail products purchased online [Pst 12 Mths] - Financial products	Online Product Purchase	5
784	E3B_12C12	Retail products purchased online [Pst 12 Mths] - Office supplies	Online Product Purchase	5
785	E3B_13C13	Retail products purchased online [Pst 12 Mths] - Pets	Online Product Purchase	5
786	E3B_14C14	Retail products purchased online [Pst 12 Mths] - Pharmaceuticals	Online Product Purchase	5
787	E3B_15C15	Retail products purchased online [Pst 12 Mths] - Sporting goods	Online Product Purchase	5
788	E3B_16C16	Retail products purchased online [Pst 12 Mths] - Vacation / travel	Online Product Purchase	5
789	E3B_18C18	Retail products purchased online [Pst 12 Mths] - Food Home delivery services (e.g. Foodora & JustEat)	Online Product Purchase	5
790	E3B_19C19	Retail products purchased online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet)	Online Product Purchase	5
791	E3B_20C20	Retail products purchased online [Pst 12 Mths] - Insurance products	Online Product Purchase	5
792	E3B_17C17	Retail products purchased online [Pst 12 Mths] - None of the above	Online Product Purchase	5
793	E4_1C12	Spent online on - Automotive [Pst 12 Mths] - Less than \$100	Online Product Purchase	5
794	E4_1C34	Spent online on - Automotive [Pst 12 Mths] - \$100-\$499	Online Product Purchase	5
795	E4_1C56	Spent online on - Automotive [Pst 12 Mths] - \$500 or more	Online Product Purchase	5
796	E4_2C12	Spent online on - Babies & Kids [Pst 12 Mths] - Less than \$100	Online Product Purchase	5
797	E4_2C34	Spent online on - Babies & Kids [Pst 12 Mths] - \$100-\$499	Online Product Purchase	5
798	E4_2C56	Spent online on - Babies & Kids [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase	5
799	E4_3C1	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - Less than \$50	Online Product Purchase	5
800	E4_3C2	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$50-\$99	Online Product Purchase	5
801	E4_3C3	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$100-\$249	Online Product Purchase	5
802	E4_3C4	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$250-\$499	Online Product Purchase	5
803	E4_3C56	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$500 or more (!)	Online Product Purchase	5
804	E4_4C1	Spent online on - Clothing & Fashions [Pst 12 Mths] - Less than \$50	Online Product Purchase	5
805	E4_4C2	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
806	E4_4C3	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
807	E4_4C4	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$250-\$499	Online Product Purchase	5
808	E4_4C5	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$500-\$999	Online Product Purchase	5
809	E4_4C6	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$1000 or more	Online Product Purchase	5
810	E4_5C1	Spent online on - Home Electronics & Computers [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase	5
811	E4_5C2	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
812	E4_5C3	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
813	E4_5C4	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$250-\$499	Online Product Purchase	5
814	E4_5C5	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$500-\$999	Online Product Purchase	5
815	E4_5C6	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$1000 or more	Online Product Purchase	5
816	E4_6C1	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - Less than \$50	Online Product Purchase	5
817	E4_6C2	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
818	E4_6C3	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
819	E4_6C4	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$250-\$499	Online Product Purchase	5
820	E4_6C5	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$500-\$999	Online Product Purchase	5
821	E4_6C6	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$1000 or more (!)	Online Product Purchase	5
822	E4_7C1	Spent online on - Gift card / certificate [Pst 12 Mths] - Less than \$50	Online Product Purchase	5
823	E4_7C2	Spent online on - Gift card / certificate [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
824	E4_7C3	Spent online on - Gift card / certificate [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
825	E4_7C4	Spent online on - Gift card / certificate [Pst 12 Mths] - \$250 - \$499	Online Product Purchase	5
826	E4_7C56	Spent online on - Gift card / certificate [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase	5
827	E4_8C12	Spent online on - Groceries [Pst 12 Mths] - Less than \$100	Online Product Purchase	5
828	E4_8C34	Spent online on - Groceries [Pst 12 Mths] - \$100-\$499	Online Product Purchase	5
829	E4_8C56	Spent online on - Groceries [Pst 12 Mths] - \$500 or more	Online Product Purchase	5
830	E4_9C1	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - Less than \$50	Online Product Purchase	5
831	E4_9C2	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
832	E4_9C3	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
833	E4_9C4	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$250-\$499	Online Product Purchase	5
834	E4_9C56	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase	5
835	E4_10C1	Spent online on - Home & Garden [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase	5
836	E4_10C2	Spent online on - Home & Garden [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
837	E4_10C3	Spent online on - Home & Garden [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
838	E4_10C4	Spent online on - Home & Garden [Pst 12 Mths] - \$250-\$499 (!)	Online Product Purchase	5
839	E4_10C56	Spent online on - Home & Garden [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase	5
840	E4_11C12	Spent online on - Financial & Insurance products [Pst 12 Mths] - Less than \$100	Online Product Purchase	5
841	E4_11C34	Spent online on - Financial & Insurance products [Pst 12 Mths] - \$100-\$499	Online Product Purchase	5
842	E4_11C56	Spent online on - Financial & Insurance products [Pst 12 Mths] - \$500 or more	Online Product Purchase	5
843	E4_12C1	Spent online on - Office supplies [Pst 12 Mths] - Less than \$50	Online Product Purchase	5
844	E4_12C2	Spent online on - Office supplies [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
845	E4_12C3	Spent online on - Office supplies [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
846	E4_12C4	Spent online on - Office supplies [Pst 12 Mths] - \$250-\$499	Online Product Purchase	5
847	E4_12C56	Spent online on - Office supplies [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase	5
848	E4_13C12	Spent online on - Pets [Pst 12 Mths] - Less than \$100	Online Product Purchase	5
849	E4_13C3456	Spent online on - Pets [Pst 12 Mths] - \$100 or more	Online Product Purchase	5
850	E4_14C12	Spent online on - Pharmaceuticals [Pst 12 Mths] - Less than \$100	Online Product Purchase	5
851	E4_14C3456	Spent online on - Pharmaceuticals [Pst 12 Mths] - \$100 or more	Online Product Purchase	5
852	E4_15C1	Spent online on - Sporting goods [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase	5
853	E4_15C2	Spent online on - Sporting goods [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
854	E4_15C3	Spent online on - Sporting goods [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
855	E4_15C4	Spent online on - Sporting goods [Pst 12 Mths] - \$250-\$499	Online Product Purchase	5
856	E4_15C56	Spent online on - Sporting goods [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase	5
857	E4_16C12	Spent online on - Vacation / travel [Pst 12 Mths] - Less than \$100 (!)	Online Product Purchase	5
858	E4_16C3	Spent online on - Vacation / travel [Pst 12 Mths] - \$100-\$249 (!)	Online Product Purchase	5
859	E4_16C4	Spent online on - Vacation / travel [Pst 12 Mths] - \$250-\$499	Online Product Purchase	5
860	E4_16C5	Spent online on - Vacation / travel [Pst 12 Mths] - \$500-\$999	Online Product Purchase	5
861	E4_16C6	Spent online on - Vacation / travel [Pst 12 Mths] - \$1000 or more	Online Product Purchase	5
862	E4_18C1	Spent online on - Food home delivery services (e.g. Foodora & JustEat) [Pst 12 Mths] - Less than \$50	Online Product Purchase	5
863	E4_18C2	Spent online on - Food home delivery services (e.g. Foodora & JustEat) [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
864	E4_18C3	Spent online on - Food home delivery services (e.g. Foodora & JustEat) [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
865	E4_18C4	Spent online on - Food home delivery services (e.g. Foodora & JustEat) [Pst 12 Mths] - \$250-\$499 (!)	Online Product Purchase	5
866	E4_18C56	Spent online on - Food home delivery services (e.g. Foodora & JustEat) [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase	5
867	E4_19C1	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - Less than \$50	Online Product Purchase	5
868	E4_19C2	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$50-\$99	Online Product Purchase	5
869	E4_19C3	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$100-\$249	Online Product Purchase	5
870	E4_19C4	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$250-\$499	Online Product Purchase	5
871	E4_19C5	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$500-\$999	Online Product Purchase	5
872	E4_19C6	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$1000 or more	Online Product Purchase	5
873	E4_20C12	Spent online on - Insurance products [Pst 12 Mths] - Less than \$100 (!)	Online Product Purchase	5
874	E4_20C34	Spent online on - Insurance products [Pst 12 Mths] - \$100-\$499	Online Product Purchase	5
875	E4_20C5	Spent online on - Insurance products [Pst 12 Mths] - \$500-\$999 (!)	Online Product Purchase	5
876	E4_20C6	Spent online on - Insurance products [Pst 12 Mths] - \$1000 or more	Online Product Purchase	5
877	E5_1C1	Percentage of total spend spent online [Pst 12 Mths] - Automotive - Less than 10%	Online Product Purchase	5
878	E5_1C2	Percentage of total spend spent online [Pst 12 Mths] - Automotive - 10% to 24% (!)	Online Product Purchase	5
879	E5_1C3	Percentage of total spend spent online [Pst 12 Mths] - Automotive - 25% to 49% (!)	Online Product Purchase	5
880	E5_1C45	Percentage of total spend spent online [Pst 12 Mths] - Automotive - 50% or more (!)	Online Product Purchase	5
881	E5_2C1	Percentage of total spend spent online [Pst 12 Mths] - Babies & Kids - Less than 10% (!)	Online Product Purchase	5
882	E5_2C2	Percentage of total spend spent online [Pst 12 Mths] - Babies & Kids - 10% to 24% (!)	Online Product Purchase	5
883	E5_2C3	Percentage of total spend spent online [Pst 12 Mths] - Babies & Kids - 25% to 49%	Online Product Purchase	5
884	E5_2C45	Percentage of total spend spent online [Pst 12 Mths] - Babies & Kids - 50% or more	Online Product Purchase	5
885	E5_3C1	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - Less than 10%	Online Product Purchase	5
886	E5_3C2	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 10% to 24%	Online Product Purchase	5
887	E5_3C3	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 25% to 49%	Online Product Purchase	5
888	E5_3C4	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 50% to 74%	Online Product Purchase	5
889	E5_3C5	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 75% to 100%	Online Product Purchase	5
890	E5_4C1	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - Less than 10%	Online Product Purchase	5
891	E5_4C2	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 10% to 24%	Online Product Purchase	5
892	E5_4C3	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 25% to 49%	Online Product Purchase	5
893	E5_4C4	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 50% to 74%	Online Product Purchase	5

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
894	E5_4C5	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 75% to 100%	Online Product Purchase	5
895	E5_5C1	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - Less than 10%	Online Product Purchase	5
896	E5_5C2	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 10% to 24%	Online Product Purchase	5
897	E5_5C3	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 25% to 49%	Online Product Purchase	5
898	E5_5C4	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 50% to 74%	Online Product Purchase	5
899	E5_5C5	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 75% to 100%	Online Product Purchase	5
900	E5_6C1	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - Less than 10%	Online Product Purchase	5
901	E5_6C2	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 10% to 24%	Online Product Purchase	5
902	E5_6C3	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 25% to 49%	Online Product Purchase	5
903	E5_6C4	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 50% to 74%	Online Product Purchase	5
904	E5_6C5	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 75% to 100%	Online Product Purchase	5
905	E5_7C1	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - Less than 10%	Online Product Purchase	5
906	E5_7C2	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 10% to 24%	Online Product Purchase	5
907	E5_7C3	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 25% to 49%	Online Product Purchase	5
908	E5_7C4	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 50% to 74%	Online Product Purchase	5
909	E5_7C5	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 75% to 100%	Online Product Purchase	5
910	E5_8C1	Percentage of total spend spent online [Pst 12 Mths] - Groceries - Less than 10%	Online Product Purchase	5
911	E5_8C2	Percentage of total spend spent online [Pst 12 Mths] - Groceries - 10% to 24% (!)	Online Product Purchase	5
912	E5_8C345	Percentage of total spend spent online [Pst 12 Mths] - Groceries - 25% or more	Online Product Purchase	5
913	E5_9C1	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - Less than 10%	Online Product Purchase	5
914	E5_9C2	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 10% to 24%	Online Product Purchase	5
915	E5_9C3	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 25% to 49%	Online Product Purchase	5
916	E5_9C4	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 50% to 74%	Online Product Purchase	5
917	E5_9C5	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 75% to 100% (!)	Online Product Purchase	5
918	E5_10C1	Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - Less than 10%	Online Product Purchase	5
919	E5_10C2	Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 10% to 24%	Online Product Purchase	5
920	E5_10C3	Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 25% to 49%	Online Product Purchase	5
921	E5_10C45	Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 50% or more	Online Product Purchase	5
922	E5_11C1	Percentage of total spend spent online [Pst 12 Mths] - Financial & Insurance products - Less than 10%	Online Product Purchase	5
923	E5_11C2	Percentage of total spend spent online [Pst 12 Mths] - Financial & Insurance products - 10% to 24% (!)	Online Product Purchase	5
924	E5_11C3	Percentage of total spend spent online [Pst 12 Mths] - Financial & Insurance products - 25% to 49% (!)	Online Product Purchase	5
925	E5_11C4	Percentage of total spend spent online [Pst 12 Mths] - Financial & Insurance products - 50% to 74% (!)	Online Product Purchase	5
926	E5_11C5	Percentage of total spend spent online [Pst 12 Mths] - Financial & Insurance products - 75% to 100%	Online Product Purchase	5
927	E5_12C1	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - Less than 10%	Online Product Purchase	5
928	E5_12C2	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 10% to 24%	Online Product Purchase	5
929	E5_12C3	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 25% to 49%	Online Product Purchase	5
930	E5_12C4	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 50% to 74%	Online Product Purchase	5
931	E5_12C5	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 75% to 100%	Online Product Purchase	5
932	E5_13C1	Percentage of total spend spent online [Pst 12 Mths] - Pets - Less than 10% (!)	Online Product Purchase	5
933	E5_13C2	Percentage of total spend spent online [Pst 12 Mths] - Pets - 10% to 24% (!)	Online Product Purchase	5
934	E5_13C3	Percentage of total spend spent online [Pst 12 Mths] - Pets - 25% to 49% (!)	Online Product Purchase	5
935	E5_13C45	Percentage of total spend spent online [Pst 12 Mths] - Pets - 50% to 100% (!)	Online Product Purchase	5
936	E5_14C1	Percentage of total spend spent online [Pst 12 Mths] - Pharmaceuticals - Less than 10%	Online Product Purchase	5
937	E5_14C2	Percentage of total spend spent online [Pst 12 Mths] - Pharmaceuticals - 10% to 24% (!)	Online Product Purchase	5
938	E5_14C3	Percentage of total spend spent online [Pst 12 Mths] - Pharmaceuticals - 25% to 49% (!)	Online Product Purchase	5
939	E5_14C45	Percentage of total spend spent online [Pst 12 Mths] - Pharmaceuticals - 50% or more (!)	Online Product Purchase	5
940	E5_15C1	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - Less than 10%	Online Product Purchase	5
941	E5_15C2	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 10% to 24%	Online Product Purchase	5
942	E5_15C3	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 25% to 49%	Online Product Purchase	5
943	E5_15C4	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 50% to 74% (!)	Online Product Purchase	5
944	E5_15C5	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 75% to 100% (!)	Online Product Purchase	5
945	E5_16C1	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - Less than 10%	Online Product Purchase	5
946	E5_16C2	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 10% to 24%	Online Product Purchase	5
947	E5_16C3	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 25% to 49%	Online Product Purchase	5
948	E5_16C4	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 50% to 74%	Online Product Purchase	5
949	E5_16C5	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 75% to 100%	Online Product Purchase	5
950	E5_18C1	Percentage of total spend spent online [Pst 12 Mths] - Food home delivery services (e.g. Foodora & JustEat) - Less than 10%	Online Product Purchase	5

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
951	E5_18C2	Percentage of total spend spent online [Pst 12 Mths] - Food home delivery services (e.g. Foodora & JustEat) - 10% to 24% (!)	Online Product Purchase	5
952	E5_18C3	Percentage of total spend spent online [Pst 12 Mths] - Food home delivery services (e.g. Foodora & JustEat) - 25% to 49% (!)	Online Product Purchase	5
953	E5_18C4	Percentage of total spend spent online [Pst 12 Mths] - Food home delivery services (e.g. Foodora & JustEat) - 50% to 74% (!)	Online Product Purchase	5
954	E5_18C5	Percentage of total spend spent online [Pst 12 Mths] - Food home delivery services (e.g. Foodora & JustEat) - 75% to 100%	Online Product Purchase	5
955	E5_19C1	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - Less than 10%	Online Product Purchase	5
956	E5_19C2	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - 10% to 24%	Online Product Purchase	5
957	E5_19C3	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - 25% to 49%	Online Product Purchase	5
958	E5_19C4	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - 50% to 74%	Online Product Purchase	5
959	E5_19C5	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - 75% to 100%	Online Product Purchase	5
960	E5_20C1	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - Less than 10% (!)	Online Product Purchase	5
961	E5_20C2	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 10% to 24% (!)	Online Product Purchase	5
962	E5_20C3	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 25% to 49% (!)	Online Product Purchase	5
963	E5_20C4	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 50% to 74% (!)	Online Product Purchase	5
964	E5_20C5	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 75% to 100%	Online Product Purchase	5
965	E6_1C1	Expected online spend [Nxt 12 Mths] - Automotive - Less (!)	Online Product Purchase	6
966	E6_1C2	Expected online spend [Nxt 12 Mths] - Automotive - The Same	Online Product Purchase	6
967	E6_1C3	Expected online spend [Nxt 12 Mths] - Automotive - More	Online Product Purchase	6
968	E6_2C1	Expected online spend [Nxt 12 Mths] - Babies & Kids - Less (!)	Online Product Purchase	6
969	E6_2C2	Expected online spend [Nxt 12 Mths] - Babies & Kids - The Same	Online Product Purchase	6
970	E6_2C3	Expected online spend [Nxt 12 Mths] - Babies & Kids - More	Online Product Purchase	6
971	E6_3C1	Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - Less	Online Product Purchase	6
972	E6_3C2	Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - The Same	Online Product Purchase	6
973	E6_3C3	Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - More	Online Product Purchase	6
974	E6_4C1	Expected online spend [Nxt 12 Mths] - Clothing & Fashions - Less	Online Product Purchase	6
975	E6_4C2	Expected online spend [Nxt 12 Mths] - Clothing & Fashions - The Same	Online Product Purchase	6
976	E6_4C3	Expected online spend [Nxt 12 Mths] - Clothing & Fashions - More	Online Product Purchase	6
977	E6_5C1	Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - Less	Online Product Purchase	6
978	E6_5C2	Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - The Same	Online Product Purchase	6
979	E6_5C3	Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - More	Online Product Purchase	6
980	E6_6C1	Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - Less	Online Product Purchase	6
981	E6_6C2	Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - The Same	Online Product Purchase	6
982	E6_6C3	Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - More	Online Product Purchase	6
983	E6_7C1	Expected online spend [Nxt 12 Mths] - Gift card / certificate - Less	Online Product Purchase	6
984	E6_7C2	Expected online spend [Nxt 12 Mths] - Gift card / certificate - The Same	Online Product Purchase	6
985	E6_7C3	Expected online spend [Nxt 12 Mths] - Gift card / certificate - More	Online Product Purchase	6
986	E6_8C1	Expected online spend [Nxt 12 Mths] - Groceries - Less (!)	Online Product Purchase	6
987	E6_8C2	Expected online spend [Nxt 12 Mths] - Groceries - The Same	Online Product Purchase	6
988	E6_8C3	Expected online spend [Nxt 12 Mths] - Groceries - More	Online Product Purchase	6
989	E6_9C1	Expected online spend [Nxt 12 Mths] - Beauty & Cosmetics - Less	Online Product Purchase	6
990	E6_9C2	Expected online spend [Nxt 12 Mths] - Beauty & Cosmetics - The Same	Online Product Purchase	6
991	E6_9C3	Expected online spend [Nxt 12 Mths] - Beauty & Cosmetics - More	Online Product Purchase	6
992	E6_10C1	Expected online spend [Nxt 12 Mths] - Home & Garden - Less	Online Product Purchase	6
993	E6_10C2	Expected online spend [Nxt 12 Mths] - Home & Garden - The Same	Online Product Purchase	6
994	E6_10C3	Expected online spend [Nxt 12 Mths] - Home & Garden - More	Online Product Purchase	6
995	E6_11C1	Expected online spend [Nxt 12 Mths] - Financial & Insurance products - Less	Online Product Purchase	6
996	E6_11C2	Expected online spend [Nxt 12 Mths] - Financial & Insurance products - The Same	Online Product Purchase	6
997	E6_11C3	Expected online spend [Nxt 12 Mths] - Financial & Insurance products - More	Online Product Purchase	6
998	E6_12C1	Expected online spend [Nxt 12 Mths] - Office supplies - Less	Online Product Purchase	6
999	E6_12C2	Expected online spend [Nxt 12 Mths] - Office supplies - The Same	Online Product Purchase	6
1000	E6_12C3	Expected online spend [Nxt 12 Mths] - Office supplies - More	Online Product Purchase	6
1001	E6_13C1	Expected online spend [Nxt 12 Mths] - Pets - Less (!)	Online Product Purchase	6
1002	E6_13C2	Expected online spend [Nxt 12 Mths] - Pets - The Same	Online Product Purchase	6
1003	E6_13C3	Expected online spend [Nxt 12 Mths] - Pets - More	Online Product Purchase	6
1004	E6_14C1	Expected online spend [Nxt 12 Mths] - Pharmaceuticals - Less (!)	Online Product Purchase	6
1005	E6_14C2	Expected online spend [Nxt 12 Mths] - Pharmaceuticals - The Same	Online Product Purchase	6

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1006	E6_14C3	Expected online spend [Nxt 12 Mths] - Pharmaceuticals - More	Online Product Purchase	6
1007	E6_15C1	Expected online spend [Nxt 12 Mths] - Sporting goods - Less	Online Product Purchase	6
1008	E6_15C2	Expected online spend [Nxt 12 Mths] - Sporting goods - The Same	Online Product Purchase	6
1009	E6_15C3	Expected online spend [Nxt 12 Mths] - Sporting goods - More	Online Product Purchase	6
1010	E6_16C1	Expected online spend [Nxt 12 Mths] - Vacation / travel - Less	Online Product Purchase	6
1011	E6_16C2	Expected online spend [Nxt 12 Mths] - Vacation / travel - The Same	Online Product Purchase	6
1012	E6_16C3	Expected online spend [Nxt 12 Mths] - Vacation / travel - More	Online Product Purchase	6
1013	E6_18C1	Expected online spend [Nxt 12 Mths] - Food home delivery services (e.g. Foodora & JustEat) - Less (!)	Online Product Purchase	6
1014	E6_18C2	Expected online spend [Nxt 12 Mths] - Food home delivery services (e.g. Foodora & JustEat) - The Same	Online Product Purchase	6
1015	E6_18C3	Expected online spend [Nxt 12 Mths] - Food home delivery services (e.g. Foodora & JustEat) - More	Online Product Purchase	6
1016	E6_19C1	Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - Less	Online Product Purchase	6
1017	E6_19C2	Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - The Same	Online Product Purchase	6
1018	E6_19C3	Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - More	Online Product Purchase	6
1019	E6_20C1	Expected online spend [Nxt 12 Mths] - Insurance products - Less (!)	Online Product Purchase	6
1020	E6_20C2	Expected online spend [Nxt 12 Mths] - Insurance products - The Same	Online Product Purchase	6
1021	E6_20C3	Expected online spend [Nxt 12 Mths] - Insurance products - More	Online Product Purchase	6
1022	E6BC1	Preferred form of payment online - Credit card	Online Product Purchase	6
1023	E6BC2	Preferred form of payment online - Debit card with enabled online function	Online Product Purchase	6
1024	E6BC3	Preferred form of payment online - Third party (e.g. Paypal)	Online Product Purchase	6
1025	E7_1C1	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - Never	Retail Channel	6
1026	E7_1C2	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 1 or 2 times	Retail Channel	6
1027	E7_1C3	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 3 to 5 times	Retail Channel	6
1028	E7_1C4	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 6 to 9 times	Retail Channel	6
1029	E7_1C5	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 10 or more times	Retail Channel	6
1030	E7_2C1	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - Never	Retail Channel	6
1031	E7_2C2	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 1 or 2 times	Retail Channel	6
1032	E7_2C3	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 3 to 5 times	Retail Channel	6
1033	E7_2C4	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 6 to 9 times	Retail Channel	6
1034	E7_2C5	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 10 or more times	Retail Channel	6
1035	E7_3C1	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - Never	Retail Channel	6
1036	E7_3C2	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 1 or 2 times	Retail Channel	6
1037	E7_3C3	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 3 to 5 times	Retail Channel	6
1038	E7_3C4	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 6 to 9 times	Retail Channel	6
1039	E7_3C5	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 10 or more times	Retail Channel	6
1040	E7_4C1	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - Never	Retail Channel	6
1041	E7_4C2	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 1 or 2 times	Retail Channel	6
1042	E7_4C3	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 3 to 5 times	Retail Channel	6
1043	E7_4C4	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 6 to 9 times	Retail Channel	6
1044	E7_4C5	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 10 or more times	Retail Channel	6
1045	E7_5C1	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - Never	Retail Channel	6
1046	E7_5C2	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 1 or 2 times	Retail Channel	6
1047	E7_5C3	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 3 to 5 times	Retail Channel	6
1048	E7_5C4	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 6 to 9 times	Retail Channel	6
1049	E7_5C5	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 10 or more times	Retail Channel	6
1050	E8_1C1	Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - Less	Retail Channel	6
1051	E8_1C2	Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - The Same	Retail Channel	6
1052	E8_1C3	Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - More	Retail Channel	6
1053	E8_2C1	Expected shopping frequency [Nxt 12 Mths] - Independent boutique - Less	Retail Channel	6
1054	E8_2C2	Expected shopping frequency [Nxt 12 Mths] - Independent boutique - The Same	Retail Channel	6
1055	E8_2C3	Expected shopping frequency [Nxt 12 Mths] - Independent boutique - More	Retail Channel	6
1056	E8_3C1	Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - Less	Retail Channel	6
1057	E8_3C2	Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - The Same	Retail Channel	6
1058	E8_3C3	Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - More	Retail Channel	6
1059	E8_4C1	Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - Less	Retail Channel	6
1060	E8_4C2	Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - The Same	Retail Channel	6
1061	E8_4C3	Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - More	Retail Channel	6
1062	E8_5C1	Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - Less	Retail Channel	6
1063	E8_5C2	Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - The Same	Retail Channel	6
1064	E8_5C3	Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - More	Retail Channel	6
1065	E8BC1	Used a shopping centre app on your mobile phone while visiting a mall or other shopping centre [Pst 3 Mths] - Yes	Retail Channel	6
1066	E8BC2	Used a shopping centre app on your mobile phone while visiting a mall or other shopping centre [Pst 3 Mths] - No	Retail Channel	6

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1067	E18C1	En route to a store, find location - via store's website	Retail Channel	6
1068	E18C2	En route to a store, find location - using phone navigation app (eg. Google Maps, Waze or Apple Maps)	Retail Channel	6
1069	E18C4	En route to a store, find location - using GPS device.	Retail Channel	6
1070	E18C5	En route to a store, find location - other	Retail Channel	6
1071	E16_12C45	Purchase Decision Factors - Price	Purchase Influence	6
1072	E16_2C45	Purchase Decision Factors - Country of origin (e.g. Made in Canada)	Purchase Influence	6
1073	E16_3C45	Purchase Decision Factors - Consumer feedback / ratings	Purchase Influence	6
1074	E16_5C45	Purchase Decision Factors - Brand loyalty / reputation	Purchase Influence	6
1075	E16_6C45	Purchase Decision Factors - Store loyalty	Purchase Influence	6
1076	E16_7C45	Purchase Decision Factors - Recommendation from sales person	Purchase Influence	6
1077	E16_8C45	Purchase Decision Factors - Word of Mouth	Purchase Influence	6
1078	E16_9C45	Purchase Decision Factors - Social media feedback (Facebook, Twitter)	Purchase Influence	6
1079	E16_10C45	Purchase Decision Factors - Promotions / Deals	Purchase Influence	6
1080	E16_11C45	Purchase Decision Factors - Product quality	Purchase Influence	6
1081	E17_1C45	Retail Store Choice Factors - Trust / Store loyalty	Purchase Influence	6
1082	E17_2C45	Retail Store Choice Factors - Location	Purchase Influence	6
1083	E17_3C45	Retail Store Choice Factors - Promotions / Deals	Purchase Influence	6
1084	E17_4C45	Retail Store Choice Factors - Return Policy	Purchase Influence	6
1085	E17_5C45	Retail Store Choice Factors - Customer Service / Knowledgeable staff	Purchase Influence	6
1086	E17_6C45	Retail Store Choice Factors - Reliability of in-stock merchandise	Purchase Influence	6
1087	E17_7C45	Retail Store Choice Factors - Canadian vs. US (or other)	Purchase Influence	6
1088	E17_8C45	Retail Store Choice Factors - Recommendations from family / friends	Purchase Influence	6
1089	E17_9C45	Retail Store Choice Factors - Social media feedback (Facebook, Twitter)	Purchase Influence	6
1090	E17_10C45	Retail Store Choice Factors - Consumer feedback / ratings	Purchase Influence	6
1091	E17_11C45	Retail Store Choice Factors - Rewards program	Purchase Influence	6
1092	E17_12C45	Retail Store Choice Factors - Ability to conduct pre-purchase research online	Purchase Influence	6
1093	E17_13C45	Retail Store Choice Factors - Ability to make final purchase online if desired	Purchase Influence	6
1094	E17_14C45	Retail Store Choice Factors - Mobile-friendly website / access information via smartphone	Purchase Influence	6
1095	E19_1C34	Respond to - Direct Response TV (e.g. Infomercials, call-to-order, etc.)	Marketing	6
1096	E19_2C34	Respond to - Ad messages to voicemail	Marketing	6
1097	E19_3C34	Respond to - Text messages on mobile device	Marketing	6
1098	E19_4C34	Respond to - Ads when using search engine	Marketing	6
1099	E19_5C34	Respond to - Internet ads that don't move	Marketing	6
1100	E19_6C34	Respond to - Internet ads that have sound and/or movement	Marketing	6
1101	E19_7C34	Respond to - Internet ads that "pop up"	Marketing	6
1102	E19_8C34	Respond to - Advertorials (paid editorial content)	Marketing	6
1103	E19_9C34	Respond to - Ads on YouTube	Marketing	6
1104	E19_10C34	Respond to - Ads on social media	Marketing	6
1105	E19_11C34	Respond to - Ads that show from search or related click through content	Marketing	6
1106	E20_1C1	Receive product/promotional information from favourite retailers - Email	Marketing	6
1107	E20_2C2	Receive product/promotional information from favourite retailers - Text message	Marketing	6
1108	E20_3C3	Receive product/promotional information from favourite retailers - Phone call	Marketing	6
1109	E20_4C4	Receive product/promotional information from favourite retailers - Voice mail broadcast (i.e. message sent to your voice mailbox)	Marketing	6
1110	E20_5C5	Receive product/promotional information from favourite retailers - Direct mail (e.g. post cards, flyers, etc.)	Marketing	6
1111	E20_6C6	Receive product/promotional information from favourite retailers - Personalized website experience	Marketing	6
1112	E20_7C7	Receive product/promotional information from favourite retailers - Other	Marketing	6
1113	E21C1	Receiving text msg when near store selling product of interest - I would love this! I hate to miss a good opportunity.	Marketing	6
1114	E21C2	Receiving text msg when near store selling product of interest - This can be helpful, but I am unlikely to act on the information.	Marketing	6
1115	E21C3	Receiving text msg when near store selling product of interest - I do not want this service; it is bothersome.	Marketing	6
1116	E21C4	Receiving text msg when near store selling product of interest - I do not own a mobile phone.	Marketing	6
1117	E22C1	Receiving information on products/promotions based on past purchase experience - I would love this! I hate to miss a good opportunity.	Marketing	6
1118	E22C2	Receiving information on products/promotions based on past purchase experience - This can be helpful, but I am unlikely to act on the information.	Marketing	6
1119	E22C3	Receiving information on products/promotions based on past purchase experience - I do not want this service; it is bothersome	Marketing	6
1120	E23_1C3	I am likely to share shopping deals/product information through social media channels (e.g. Facebook, Twitter, Instagram etc.)	Attitudes	6

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1121	E23_2C3	I am likely to share shopping deals or product information through shopping websites (e.g. Redflag Deals, etc.)	Attitudes	6
1122	E23_3C3	I am likely to shop online via my mobile device, provided the process is easy	Attitudes	6
1123	E23_4C3	I use my mobile device to find retail locations that sell products I am looking to buy	Attitudes	6
1124	E23_5C3	I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier	Attitudes	6
1125	E23_6C3	I am open to receiving relevant marketing messages on my mobile device from retailers I trust	Attitudes	6
1126	E24_1C3	I am very comfortable sharing my personal information with retail companies	Attitudes	6
1127	E24_2C3	Retail companies should not be allowed to own or share my personal information	Attitudes	6
1128	E24_3C3	I am concerned about sharing my personal information with retail companies due to privacy issues, such as using it for marketing purposes	Attitudes	6
1129	E25_1C3	Comfortable sharing online with retailer or manufacturer - Age, gender or marital status	Attitudes	6
1130	E25_2C3	Comfortable sharing online with retailer or manufacturer - Income or employment information	Attitudes	6
1131	E25_3C3	Comfortable sharing online with retailer or manufacturer - Attitudes, like your opinions of products or services	Attitudes	6
1132	E25_4C3	Comfortable sharing online with retailer or manufacturer - Home or cell phone number	Attitudes	6
1133	E25_5C3	Comfortable sharing online with retailer or manufacturer - Home address	Attitudes	6
1134	E25_6C3	Comfortable sharing online with retailer or manufacturer - Health or disability status	Attitudes	6
1135	E26_1C3	Comfortable sharing online with a government agency - Age, gender or marital status	Attitudes	6
1136	E26_2C3	Comfortable sharing online with a government agency - Income or employment information	Attitudes	6
1137	E26_3C3	Comfortable sharing online with a government agency - Attitudes, like your opinions of products or services	Attitudes	6
1138	E26_4C3	Comfortable sharing online with a government agency - Home or cell phone number	Attitudes	6
1139	E26_5C3	Comfortable sharing online with a government agency - Home address	Attitudes	6
1140	E26_6C3	Comfortable sharing online with a government agency - Health or disability status	Attitudes	6