

| Order | Variable | Description   | Category     |
|-------|----------|---|--------------|
| 0     | CODE     | Code  | Geography    |
| 0     | GEO      | Geographic Summarization Indicator  | Geography    |
| 1     | RBAS18HP | Household Population 18+  | Basics       |
| 2     | E1_1C1   | Freq. doing online [Pst 2 Mths] - Email - Never (!)   | Online Usage |
| 3     | E1_1C2   | Freq. doing online [Pst 2 Mths] - Email - About once or twice a month   | Online Usage |
| 4     | E1_1C3   | Freq. doing online [Pst 2 Mths] - Email - About once or twice a week  | Online Usage |
| 5     | E1_1C4   | Freq. doing online [Pst 2 Mths] - Email - Daily or more   | Online Usage |
| 6     | E1_2C1   | Freq. doing online [Pst 2 Mths] - Instant messaging - Never   | Online Usage |
| 7     | E1_2C2   | Freq. doing online [Pst 2 Mths] - Instant messaging - About once or twice a month                                   | Online Usage |
| 8     | E1_2C3   | Freq. doing online [Pst 2 Mths] - Instant messaging - About once or twice a week                                    | Online Usage |
| 9     | E1_2C4   | Freq. doing online [Pst 2 Mths] - Instant messaging - Daily or more   | Online Usage |
| 10    | E1_3C1   | Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - Never                              | Online Usage |
| 11    | E1_3C2   | Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - About once or twice a month        | Online Usage |
| 12    | E1_3C3   | Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - About once or twice a week         | Online Usage |
| 13    | E1_3C4   | Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - Daily or more                      | Online Usage |
| 14    | E1_4C1   | Freq. doing online [Pst 2 Mths] - Online dating/relationship - Never  | Online Usage |
| 15    | E1_4C2   | Freq. doing online [Pst 2 Mths] - Online dating/relationship - About once or twice a month                          | Online Usage |
| 16    | E1_4C3   | Freq. doing online [Pst 2 Mths] - Online dating/relationship - About once or twice a week                           | Online Usage |
| 17    | E1_4C4   | Freq. doing online [Pst 2 Mths] - Online dating/relationship - Daily or more (!)                                    | Online Usage |
| 18    | E1_5C1   | Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Never                                       | Online Usage |
| 19    | E1_5C2   | Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - About once or twice a month                 | Online Usage |
| 20    | E1_5C3   | Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - About once or twice a week                  | Online Usage |
| 21    | E1_5C4   | Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Daily or more                               | Online Usage |
| 22    | E1_6C1   | Freq. doing online [Pst 2 Mths] - Played video games - Never  | Online Usage |
| 23    | E1_6C2   | Freq. doing online [Pst 2 Mths] - Played video games - About once or twice a month                                  | Online Usage |
| 24    | E1_6C3   | Freq. doing online [Pst 2 Mths] - Played video games - About once or twice a week                                   | Online Usage |
| 25    | E1_6C4   | Freq. doing online [Pst 2 Mths] - Played video games - Daily or more  | Online Usage |
| 26    | E1_7C1   | Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Never  | Online Usage |
| 27    | E1_7C2   | Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - About once or twice a month                  | Online Usage |
| 28    | E1_7C3   | Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - About once or twice a week                   | Online Usage |
| 29    | E1_7C4   | Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Daily or more                                | Online Usage |
| 30    | E1_8C1   | Freq. doing online [Pst 2 Mths] - Read the news - Never   | Online Usage |
| 31    | E1_8C2   | Freq. doing online [Pst 2 Mths] - Read the news - About once or twice a month                                       | Online Usage |
| 32    | E1_8C3   | Freq. doing online [Pst 2 Mths] - Read the news - About once or twice a week  | Online Usage |
| 33    | E1_8C4   | Freq. doing online [Pst 2 Mths] - Read the news - Daily or more   | Online Usage |
| 34    | E1_9C1   | Freq. doing online [Pst 2 Mths] - Commented on a news article - Never   | Online Usage |
| 35    | E1_9C2   | Freq. doing online [Pst 2 Mths] - Commented on a news article - About once or twice a month                         | Online Usage |
| 36    | E1_9C3   | Freq. doing online [Pst 2 Mths] - Commented on a news article - About once or twice a week                          | Online Usage |
| 37    | E1_9C4   | Freq. doing online [Pst 2 Mths] - Commented on a news article - Daily or more                                       | Online Usage |
| 38    | E1_10C1  | Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Never                                       | Online Usage |
| 39    | E1_10C2  | Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - About once or twice a month                 | Online Usage |
| 40    | E1_10C3  | Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - About once or twice a week                  | Online Usage |
| 41    | E1_10C4  | Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Daily or more                               | Online Usage |
| 42    | E1_11C1  | Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Never                                   | Online Usage |
| 43    | E1_11C2  | Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - About once or twice a month             | Online Usage |
| 44    | E1_11C3  | Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - About once or twice a week              | Online Usage |
| 45    | E1_11C4  | Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Daily or more (!)                       | Online Usage |
| 46    | E1_12C1  | Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Never                                 | Online Usage |
| 47    | E1_12C2  | Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - About once or twice a month           | Online Usage |
| 48    | E1_12C3  | Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - About once or twice a week            | Online Usage |
| 49    | E1_12C4  | Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Daily or more                         | Online Usage |
| 50    | E1_13C1  | Freq. doing online [Pst 2 Mths] - Banking/paid bills - Never  | Online Usage |
| 51    | E1_13C2  | Freq. doing online [Pst 2 Mths] - Banking/paid bills - About once or twice a month                                  | Online Usage |
| 52    | E1_13C3  | Freq. doing online [Pst 2 Mths] - Banking/paid bills - About once or twice a week                                   | Online Usage |
| 53    | E1_13C4  | Freq. doing online [Pst 2 Mths] - Banking/paid bills - Daily or more  | Online Usage |
| 54    | E1_14C1  | Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - Never  | Online Usage |
| 55    | E1_14C2  | Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - About once or twice a month                  | Online Usage |
| 56    | E1_14C34 | Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - More than once or twice a week               | Online Usage |
| 57    | E1_15C1  | Freq. doing online [Pst 2 Mths] - Applied for a mortgage, loan or credit card - Never                               | Online Usage |
| 58    | E1_15C2  | Freq. doing online [Pst 2 Mths] - Applied for a mortgage, loan or credit card - About once or twice a month         | Online Usage |
| 59    | 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 |
| 60    | E1_16C1  | Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - Never                                    | Online Usage |
| 61    | E1_16C2  | Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - About once or twice a month              | Online Usage |
| 62    | E1_16C34 | Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - More than once or twice a week           | Online Usage |
| 63    | E1_17C1  | Freq. doing online [Pst 2 Mths] - Researched real estate - Never  | Online Usage |
| 64    | E1_17C2  | Freq. doing online [Pst 2 Mths] - Researched real estate - About once or twice a month                              | Online Usage |
| 65    | E1_17C3  | Freq. doing online [Pst 2 Mths] - Researched real estate - About once or twice a week                               | Online Usage |
| 66    | E1_17C4  | Freq. doing online [Pst 2 Mths] - Researched real estate - Daily or more  | Online Usage |
| 67    | E1_18C1  | Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Never                                       | Online Usage |
| 68    | E1_18C2  | Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - About once or twice a month                 | Online Usage |
| 69    | E1_18C3  | Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - About once or twice a week                  | Online Usage |
| 70    | E1_18C4  | Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Daily or more (!)                           | Online Usage |
| 71    | E1_19C1  | Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - Never   | Online Usage |
| 72    | E1_19C2  | Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - About once or twice a month                   | Online Usage |
| 73    | E1_19C34 | Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - More than once or twice a week                | Online Usage |
| 74    | E1_20C1  | Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - Never                          | Online Usage |
| 75    | 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 |
| 76    | 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 |
| 77    | E1_21C1  | Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - Never                       | Online Usage |
| 78    | 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 |

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| 79    | 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          |
| 80    | E1_22C1   | Freq. doing online [Pst 2 Mths] - Purchase through a group-buying site (Groupon, Teambuy) - Never   | Online Usage          |
| 81    | E1_22C2   | Freq. doing online [Pst 2 Mths] - Purchase through a group-buying site (Groupon, Teambuy) - About once or twice a month                   | Online Usage          |
| 82    | 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          |
| 83    | E1_25C1   | Freq. doing online [Pst 2 Mths] - Purchase a second-hand item through a site (e.g. Kijiji or Craigslist) - Never                          | Online Usage          |
| 84    | 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          |
| 85    | 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          |
| 86    | E1_26C1   | Freq. doing online [Pst 2 Mths] - Purchase through an online auction site (e.g. eBay) - Never   | Online Usage          |
| 87    | 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          |
| 88    | 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          |
| 89    | E1_23C1   | Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Never   | Online Usage          |
| 90    | E1_23C2   | Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - About once or twice a month   | Online Usage          |
| 91    | E1_23C3   | Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - About once or twice a week  | Online Usage          |
| 92    | E1_23C4   | Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Daily or more   | Online Usage          |
| 93    | E1_24C1   | Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - Never   | Online Usage          |
| 94    | E1_24C2   | Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - About once or twice a month                                       | Online Usage          |
| 95    | 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          |
| 96    | E1_27C1   | Freq. doing online [Pst 2 Mths] - Made a charitable donation online - Never   | Online Usage          |
| 97    | E1_27C2   | Freq. doing online [Pst 2 Mths] - Made a charitable donation online - About once or twice a month   | Online Usage          |
| 98    | E1_27C34  | Freq. doing online [Pst 2 Mths] - Made a charitable donation online - More than once or twice a week                                      | Online Usage          |
| 99    | E1_28C1   | Freq. doing online [Pst 2 Mths] - Purchase from an e-commerce company (e.g. Amazon or AliExpress) - Never                                 | Online Usage          |
| 100   | 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          |
| 101   | 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          |
| 102   | E1_29C1   | Freq. doing online [Pst 2 Mths] - Purchase from an online retailer with physical location near me - Never                                 | Online Usage          |
| 103   | 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          |
| 104   | 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          |
| 105   | E1_30C1   | Freq. doing online [Pst 2 Mths] - Purchase from an online retailer without physical location near me - Never                              | Online Usage          |
| 106   | 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          |
| 107   | 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          |
| 108   | E1_31C1   | Freq. doing online [Pst 2 Mths] - Food home delivery services (e.g. Foodora & JustEat) - Never  | Online Usage          |
| 109   | E1_31C2   | Freq. doing online [Pst 2 Mths] - Food home delivery services (e.g. Foodora & JustEat) - About once or twice a month                      | Online Usage          |
| 110   | 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          |
| 111   | E1_32C1   | Freq. doing online [Pst 2 Mths] - Purchased an online meal kit (e.g. Good Food, Hello Fresh) - Never                                      | Online Usage          |
| 112   | E1_32C2   | Freq. doing online [Pst 2 Mths] - Purchased an online meal kit (e.g. Good Food, Hello Fresh) - About once or twice a month                | Online Usage          |
| 113   | E1_32C34  | Freq. doing online [Pst 2 Mths] - Purchased an online meal kit (e.g. Good Food, Hello Fresh) - More than once or twice a week             | Online Usage          |
| 114   | E27BC1    | Have an account with a fintech company (e.g. Wealthsimple, Borrowell) - Yes   | Online Usage          |
| 115   | E2A_1C1   | Gather information about products/services - In person at a store, branch or office - Automotive  | Information Gathering |
| 116   | E2A_2C2   | Gather information about products/services - In person at a store, branch or office - Babies and children                                 | Information Gathering |
| 117   | E2A_3C3   | Gather information about products/services - In person at a store, branch or office - Media (books , magazines, music, DVD's)             | Information Gathering |
| 118   | E2A_4C4   | Gather information about products/services - In person at a store, branch or office - Clothing & Fashions                                 | Information Gathering |
| 119   | E2A_5C5   | Gather information about products/services - In person at a store, branch or office - Home Electronics & Computers                        | Information Gathering |
| 120   | E2A_6C6   | Gather information about products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)   | Information Gathering |
| 121   | E2A_7C7   | Gather information about products/services - In person at a store, branch or office - Gift card / certificate                             | Information Gathering |
| 122   | E2A_8C8   | Gather information about products/services - In person at a store, branch or office - Groceries   | Information Gathering |
| 123   | E2A_9C9   | Gather information about products/services - In person at a store, branch or office - Beauty & Cosmetics                                  | Information Gathering |
| 124   | E2A_10C10 | Gather information about products/services - In person at a store, branch or office - Home & Garden                                       | Information Gathering |
| 125   | E2A_11C11 | Gather information about products/services - In person at a store, branch or office - Financial products                                  | Information Gathering |
| 126   | E2A_12C12 | Gather information about products/services - In person at a store, branch or office - Office supplies                                     | Information Gathering |
| 127   | E2A_13C13 | Gather information about products/services - In person at a store, branch or office - Pets and pet goods                                  | Information Gathering |
| 128   | E2A_14C14 | Gather information about products/services - In person at a store, branch or office - Health products or services                         | Information Gathering |
| 129   | E2A_15C15 | Gather information about products/services - In person at a store, branch or office - Sporting goods                                      | Information Gathering |
| 130   | E2A_16C16 | Gather information about products/services - In person at a store, branch or office - Vacation / travel                                   | Information Gathering |
| 131   | E2A_18C18 | Gather information about products/services - In person at a store, branch or office - Food Home delivery services                         | Information Gathering |
| 132   | E2A_19C19 | Gather information about products/services - In person at a store, branch or office - Wireless service providers                          | Information Gathering |
| 133   | E2A_20C20 | Gather information about products/services - In person at a store, branch or office - Insurance products                                  | Information Gathering |
| 134   | E2A_21C21 | Gather information about products/services - In person at a store, branch or office - Online meal kits (e.g. Good Food, Hello Fresh)      | Information Gathering |
| 135   | E2A_22C22 | Gather information about products/services - In person at a store, branch or office - Government services                                 | Information Gathering |
| 136   | E2B_1C1   | Gather information about products/services - Online/website via computer - Automotive   | Information Gathering |
| 137   | E2B_2C2   | Gather information about products/services - Online/website via computer - Babies and children  | Information Gathering |
| 138   | E2B_3C3   | Gather information about products/services - Online/website via computer - Media (books , magazines, music, DVD's)                        | Information Gathering |
| 139   | E2B_4C4   | Gather information about products/services - Online/website via computer - Clothing & Fashions  | Information Gathering |
| 140   | E2B_5C5   | Gather information about products/services - Online/website via computer - Home Electronics & Computers                                   | Information Gathering |
| 141   | E2B_6C6   | Gather information about products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)              | Information Gathering |
| 142   | E2B_7C7   | Gather information about products/services - Online/website via computer - Gift card / certificate  | Information Gathering |
| 143   | E2B_8C8   | Gather information about products/services - Online/website via computer - Groceries  | Information Gathering |
| 144   | E2B_9C9   | Gather information about products/services - Online/website via computer - Beauty & Cosmetics   | Information Gathering |
| 145   | E2B_10C10 | Gather information about products/services - Online/website via computer - Home & Garden  | Information Gathering |
| 146   | E2B_11C11 | Gather information about products/services - Online/website via computer - Financial products   | Information Gathering |
| 147   | E2B_12C12 | Gather information about products/services - Online/website via computer - Office supplies  | Information Gathering |
| 148   | E2B_13C13 | Gather information about products/services - Online/website via computer - Pets and pet goods   | Information Gathering |
| 149   | E2B_14C14 | Gather information about products/services - Online/website via computer - Health products or services                                    | Information Gathering |
| 150   | E2B_15C15 | Gather information about products/services - Online/website via computer - Sporting goods   | Information Gathering |
| 151   | E2B_16C16 | Gather information about products/services - Online/website via computer - Vacation / travel  | Information Gathering |
| 152   | E2B_18C18 | Gather information about products/services - Online/website via computer - Food Home delivery services                                    | Information Gathering |
| 153   | E2B_19C19 | Gather information about products/services - Online/website via computer - Wireless service providers                                     | Information Gathering |
| 154   | E2B_20C20 | Gather information about products/services - Online/website via computer - Insurance products   | Information Gathering |
| 155   | E2B_21C21 | Gather information about products/services - Online/website via computer - Online meal kits (e.g. Good Food, Hello Fresh)                 | Information Gathering |
| 156   | E2B_22C22 | Gather information about products/services - Online/website via computer - Government services  | Information Gathering |
| 157   | E2C_1C1   | Gather information about products/services - Online via your mobile device - Automotive   | Information Gathering |
| 158   | E2C_2C2   | Gather information about products/services - Online via your mobile device - Babies and children  | Information Gathering |

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| 159   | E2C_3C3    | Gather information about products/services - Online via your mobile device - Media (books , magazines, music, DVD's)                             | Information Gathering |
| 160   | E2C_4C4    | Gather information about products/services - Online via your mobile device - Clothing & Fashions   | Information Gathering |
| 161   | E2C_5C5    | Gather information about products/services - Online via your mobile device - Home Electronics & Computers  | Information Gathering |
| 162   | E2C_6C6    | Gather information about products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)                   | Information Gathering |
| 163   | E2C_7C7    | Gather information about products/services - Online via your mobile device - Gift card / certificate   | Information Gathering |
| 164   | E2C_8C8    | Gather information about products/services - Online via your mobile device - Groceries   | Information Gathering |
| 165   | E2C_9C9    | Gather information about products/services - Online via your mobile device - Beauty & Cosmetics  | Information Gathering |
| 166   | E2C_10C10  | Gather information about products/services - Online via your mobile device - Home & Garden   | Information Gathering |
| 167   | E2C_11C11  | Gather information about products/services - Online via your mobile device - Financial products  | Information Gathering |
| 168   | E2C_12C12  | Gather information about products/services - Online via your mobile device - Office supplies   | Information Gathering |
| 169   | E2C_13C13  | Gather information about products/services - Online via your mobile device - Pets and pet goods  | Information Gathering |
| 170   | E2C_14C14  | Gather information about products/services - Online via your mobile device - Health products or services   | Information Gathering |
| 171   | E2C_15C15  | Gather information about products/services - Online via your mobile device - Sporting goods  | Information Gathering |
| 172   | E2C_16C16  | Gather information about products/services - Online via your mobile device - Vacation / travel   | Information Gathering |
| 173   | E2C_18C18  | Gather information about products/services - Online via your mobile device - Food Home delivery services   | Information Gathering |
| 174   | E2C_19C19  | Gather information about products/services - Online via your mobile device - Wireless service providers  | Information Gathering |
| 175   | E2C_20C20  | Gather information about products/services - Online via your mobile device - Insurance products  | Information Gathering |
| 176   | E2C_21C21  | Gather information about products/services - Online via your mobile device - Online meal kits (e.g. Good Food, Hello Fresh)                      | Information Gathering |
| 177   | E2C_22C22  | Gather information about products/services - Online via your mobile device - Government services   | Information Gathering |
| 178   | E2D_1C1    | Gather information about products/services - By talking to someone on the phone - Automotive   | Information Gathering |
| 179   | E2D_2C2    | Gather information about products/services - By talking to someone on the phone - Babies and children  | Information Gathering |
| 180   | E2D_3C3    | Gather information about products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)                        | Information Gathering |
| 181   | E2D_4C4    | Gather information about products/services - By talking to someone on the phone - Clothing & Fashions  | Information Gathering |
| 182   | E2D_5C5    | Gather information about products/services - By talking to someone on the phone - Home Electronics & Computers                                   | Information Gathering |
| 183   | E2D_6C6    | Gather information about products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)              | Information Gathering |
| 184   | E2D_7C7    | Gather information about products/services - By talking to someone on the phone - Gift card / certificate  | Information Gathering |
| 185   | E2D_8C8    | Gather information about products/services - By talking to someone on the phone - Groceries  | Information Gathering |
| 186   | E2D_9C9    | Gather information about products/services - By talking to someone on the phone - Beauty & Cosmetics   | Information Gathering |
| 187   | E2D_10C10  | Gather information about products/services - By talking to someone on the phone - Home & Garden  | Information Gathering |
| 188   | E2D_11C11  | Gather information about products/services - By talking to someone on the phone - Financial products   | Information Gathering |
| 189   | E2D_12C12  | Gather information about products/services - By talking to someone on the phone - Office supplies  | Information Gathering |
| 190   | E2D_13C13  | Gather information about products/services - By talking to someone on the phone - Pets and pet goods   | Information Gathering |
| 191   | E2D_14C14  | Gather information about products/services - By talking to someone on the phone - Health products or services                                    | Information Gathering |
| 192   | E2D_15C15  | Gather information about products/services - By talking to someone on the phone - Sporting goods   | Information Gathering |
| 193   | E2D_16C16  | Gather information about products/services - By talking to someone on the phone - Vacation / travel  | Information Gathering |
| 194   | E2D_18C18  | Gather information about products/services - By talking to someone on the phone - Food Home delivery services                                    | Information Gathering |
| 195   | E2D_19C19  | Gather information about products/services - By talking to someone on the phone - Wireless service providers                                     | Information Gathering |
| 196   | E2D_20C20  | Gather information about products/services - By talking to someone on the phone - Insurance products   | Information Gathering |
| 197   | E2D_21C21  | Gather information about products/services - By talking to someone on the phone - Online meal kits (e.g. Good Food, Hello Fresh)                 | Information Gathering |
| 198   | E2D_22C22  | Gather information about products/services - By talking to someone on the phone - Government services  | Information Gathering |
| 199   | E2E_1C1    | Gather information about products/services - Using 'live chat' with customer service online - Automotive   | Information Gathering |
| 200   | E2E_4C4    | Gather information about products/services - Using 'live chat' with customer service online - Clothing & Fashions (!)                            | Information Gathering |
| 201   | E2E_5C5    | Gather information about products/services - Using 'live chat' with customer service online - Home Electronics & Computers                       | Information Gathering |
| 202   | E2E_6C6    | Gather information about products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events)  | Information Gathering |
| 203   | E2E_10C10  | Gather information about products/services - Using 'live chat' with customer service online - Home & Garden (!)                                  | Information Gathering |
| 204   | E2E_11C11  | Gather information about products/services - Using 'live chat' with customer service online - Financial products                                 | Information Gathering |
| 205   | E2E_12C12  | Gather information about products/services - Using 'live chat' with customer service online - Office supplies (!)                                | Information Gathering |
| 206   | E2E_14C14  | Gather information about products/services - Using 'live chat' with customer service online - Health products or services                        | Information Gathering |
| 207   | E2E_15C15  | Gather information about products/services - Using 'live chat' with customer service online - Sporting goods (!)                                 | Information Gathering |
| 208   | E2E_16C16  | Gather information about products/services - Using 'live chat' with customer service online - Vacation / travel                                  | Information Gathering |
| 209   | E2E_18C18  | Gather information about products/services - Using 'live chat' with customer service online - Food Home delivery services                        | Information Gathering |
| 210   | E2E_19C19  | Gather information about products/services - Using 'live chat' with customer service online - Wireless service providers                         | Information Gathering |
| 211   | E2E_20C20  | Gather information about products/services - Using 'live chat' with customer service online - Insurance products                                 | Information Gathering |
| 212   | E2E_21C21  | Gather information about products/services - Using 'live chat' with customer service online - Online meal kits (e.g. Good Food, Hello Fresh) (!) | Information Gathering |
| 213   | E2E_22C22  | Gather information about products/services - Using 'live chat' with customer service online - Government services                                | Information Gathering |
| 214   | E2A2_1C1   | Prefer to purchase products/services - In person at a store, branch or office - Automotive   | Purchase Preference   |
| 215   | E2A2_2C2   | Prefer to purchase products/services - In person at a store, branch or office - Babies and children  | Purchase Preference   |
| 216   | E2A2_3C3   | Prefer to purchase products/services - In person at a store, branch or office - Media (books , magazines, music, DVD's)                          | Purchase Preference   |
| 217   | E2A2_4C4   | Prefer to purchase products/services - In person at a store, branch or office - Clothing & Fashions  | Purchase Preference   |
| 218   | E2A2_5C5   | Prefer to purchase products/services - In person at a store, branch or office - Home Electronics & Computers                                     | Purchase Preference   |
| 219   | E2A2_6C6   | Prefer to purchase products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)                | Purchase Preference   |
| 220   | E2A2_7C7   | Prefer to purchase products/services - In person at a store, branch or office - Gift card / certificate  | Purchase Preference   |
| 221   | E2A2_8C8   | Prefer to purchase products/services - In person at a store, branch or office - Groceries  | Purchase Preference   |
| 222   | E2A2_9C9   | Prefer to purchase products/services - In person at a store, branch or office - Beauty & Cosmetics   | Purchase Preference   |
| 223   | E2A2_10C10 | Prefer to purchase products/services - In person at a store, branch or office - Home & Garden  | Purchase Preference   |
| 224   | E2A2_11C11 | Prefer to purchase products/services - In person at a store, branch or office - Financial products   | Purchase Preference   |
| 225   | E2A2_12C12 | Prefer to purchase products/services - In person at a store, branch or office - Office supplies  | Purchase Preference   |
| 226   | E2A2_13C13 | Prefer to purchase products/services - In person at a store, branch or office - Pets and pet goods   | Purchase Preference   |
| 227   | E2A2_14C14 | Prefer to purchase products/services - In person at a store, branch or office - Health products or services                                      | Purchase Preference   |
| 228   | E2A2_15C15 | Prefer to purchase products/services - In person at a store, branch or office - Sporting goods   | Purchase Preference   |
| 229   | E2A2_16C16 | Prefer to purchase products/services - In person at a store, branch or office - Vacation / travel  | Purchase Preference   |
| 230   | 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   |
| 231   | 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   |
| 232   | E2A2_20C20 | Prefer to purchase products/services - In person at a store, branch or office - Insurance products   | Purchase Preference   |
| 233   | E2A2_21C21 | Prefer to purchase products/services - In person at a store, branch or office - Online meal kits (e.g. Good Food, Hello Fresh)                   | Purchase Preference   |
| 234   | E2A2_22C22 | Prefer to purchase products/services - In person at a store, branch or office - Government services  | Purchase Preference   |
| 235   | E2B2_1C1   | Prefer to purchase products/services - Online/website via computer - Automotive  | Purchase Preference   |
| 236   | E2B2_2C2   | Prefer to purchase products/services - Online/website via computer - Babies and children   | Purchase Preference   |
| 237   | E2B2_3C3   | Prefer to purchase products/services - Online/website via computer - Media (books , magazines, music, DVD's)                                     | Purchase Preference   |
| 238   | E2B2_4C4   | Prefer to purchase products/services - Online/website via computer - Clothing & Fashions   | Purchase Preference   |

| Order | Variable   | Description   | Category            |
|-------|------------|---|---------------------|
| 239   | E2B2_5C5   | Prefer to purchase products/services - Online/website via computer - Home Electronics & Computers   | Purchase Preference |
| 240   | E2B2_6C6   | Prefer to purchase products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)                              | Purchase Preference |
| 241   | E2B2_7C7   | Prefer to purchase products/services - Online/website via computer - Gift card / certificate  | Purchase Preference |
| 242   | E2B2_8C8   | Prefer to purchase products/services - Online/website via computer - Groceries  | Purchase Preference |
| 243   | E2B2_9C9   | Prefer to purchase products/services - Online/website via computer - Beauty & Cosmetics   | Purchase Preference |
| 244   | E2B2_10C10 | Prefer to purchase products/services - Online/website via computer - Home & Garden  | Purchase Preference |
| 245   | E2B2_11C11 | Prefer to purchase products/services - Online/website via computer - Financial products   | Purchase Preference |
| 246   | E2B2_12C12 | Prefer to purchase products/services - Online/website via computer - Office supplies  | Purchase Preference |
| 247   | E2B2_13C13 | Prefer to purchase products/services - Online/website via computer - Pets and pet goods   | Purchase Preference |
| 248   | E2B2_14C14 | Prefer to purchase products/services - Online/website via computer - Health products or services  | Purchase Preference |
| 249   | E2B2_15C15 | Prefer to purchase products/services - Online/website via computer - Sporting goods   | Purchase Preference |
| 250   | E2B2_16C16 | Prefer to purchase products/services - Online/website via computer - Vacation / travel  | Purchase Preference |
| 251   | E2B2_18C18 | Prefer to purchase products/services - Online/website via computer - Food Home delivery services  | Purchase Preference |
| 252   | E2B2_19C19 | Prefer to purchase products/services - Online/website via computer - Wireless service providers   | Purchase Preference |
| 253   | E2B2_20C20 | Prefer to purchase products/services - Online/website via computer - Insurance products   | Purchase Preference |
| 254   | E2B2_21C21 | Prefer to purchase products/services - Online/website via computer - Online meal kits (e.g. Good Food, Hello Fresh)                                 | Purchase Preference |
| 255   | E2B2_22C22 | Prefer to purchase products/services - Online/website via computer - Government services  | Purchase Preference |
| 256   | E2C2_1C1   | Prefer to purchase products/services - Online via your mobile device - Automotive   | Purchase Preference |
| 257   | E2C2_2C2   | Prefer to purchase products/services - Online via your mobile device - Babies and children  | Purchase Preference |
| 258   | E2C2_3C3   | Prefer to purchase products/services - Online via your mobile device - Media (books , magazines, music, DVD's)                                      | Purchase Preference |
| 259   | E2C2_4C4   | Prefer to purchase products/services - Online via your mobile device - Clothing & Fashions  | Purchase Preference |
| 260   | E2C2_5C5   | Prefer to purchase products/services - Online via your mobile device - Home Electronics & Computers   | Purchase Preference |
| 261   | E2C2_6C6   | Prefer to purchase products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)                            | Purchase Preference |
| 262   | E2C2_7C7   | Prefer to purchase products/services - Online via your mobile device - Gift card / certificate  | Purchase Preference |
| 263   | E2C2_8C8   | Prefer to purchase products/services - Online via your mobile device - Groceries  | Purchase Preference |
| 264   | E2C2_9C9   | Prefer to purchase products/services - Online via your mobile device - Beauty & Cosmetics   | Purchase Preference |
| 265   | E2C2_10C10 | Prefer to purchase products/services - Online via your mobile device - Home & Garden  | Purchase Preference |
| 266   | E2C2_11C11 | Prefer to purchase products/services - Online via your mobile device - Financial products   | Purchase Preference |
| 267   | E2C2_12C12 | Prefer to purchase products/services - Online via your mobile device - Office supplies  | Purchase Preference |
| 268   | E2C2_13C13 | Prefer to purchase products/services - Online via your mobile device - Pets and pet goods   | Purchase Preference |
| 269   | E2C2_14C14 | Prefer to purchase products/services - Online via your mobile device - Health products or services  | Purchase Preference |
| 270   | E2C2_15C15 | Prefer to purchase products/services - Online via your mobile device - Sporting goods   | Purchase Preference |
| 271   | E2C2_16C16 | Prefer to purchase products/services - Online via your mobile device - Vacation / travel  | Purchase Preference |
| 272   | E2C2_18C18 | Prefer to purchase products/services - Online via your mobile device - Food Home delivery services (e.g. Foodora & JustEat)                         | Purchase Preference |
| 273   | E2C2_19C19 | Prefer to purchase products/services - Online via your mobile device - Wireless service providers (e.g. mobile phone and internet)                  | Purchase Preference |
| 274   | E2C2_20C20 | Prefer to purchase products/services - Online via your mobile device - Insurance products   | Purchase Preference |
| 275   | E2C2_21C21 | Prefer to purchase products/services - Online via your mobile device - Online meal kits (e.g. Good Food, Hello Fresh)                               | Purchase Preference |
| 276   | E2C2_22C22 | Prefer to purchase products/services - Online via your mobile device - Government services  | Purchase Preference |
| 277   | E2D2_1C1   | Prefer to purchase products/services - By talking to someone on the phone - Automotive  | Purchase Preference |
| 278   | E2D2_2C2   | Prefer to purchase products/services - By talking to someone on the phone - Babies and children   | Purchase Preference |
| 279   | E2D2_3C3   | Prefer to purchase products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)                                 | Purchase Preference |
| 280   | E2D2_4C4   | Prefer to purchase products/services - By talking to someone on the phone - Clothing & Fashions   | Purchase Preference |
| 281   | E2D2_5C5   | Prefer to purchase products/services - By talking to someone on the phone - Home Electronics & Computers  | Purchase Preference |
| 282   | E2D2_6C6   | Prefer to purchase products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)                       | Purchase Preference |
| 283   | E2D2_7C7   | Prefer to purchase products/services - By talking to someone on the phone - Gift card / certificate   | Purchase Preference |
| 284   | E2D2_8C8   | Prefer to purchase products/services - By talking to someone on the phone - Groceries   | Purchase Preference |
| 285   | E2D2_9C9   | Prefer to purchase products/services - By talking to someone on the phone - Beauty & Cosmetics  | Purchase Preference |
| 286   | E2D2_10C10 | Prefer to purchase products/services - By talking to someone on the phone - Home & Garden   | Purchase Preference |
| 287   | E2D2_11C11 | Prefer to purchase products/services - By talking to someone on the phone - Financial products  | Purchase Preference |
| 288   | E2D2_12C12 | Prefer to purchase products/services - By talking to someone on the phone - Office supplies   | Purchase Preference |
| 289   | E2D2_13C13 | Prefer to purchase products/services - By talking to someone on the phone - Pets and pet goods  | Purchase Preference |
| 290   | E2D2_14C14 | Prefer to purchase products/services - By talking to someone on the phone - Health products or services   | Purchase Preference |
| 291   | E2D2_15C15 | Prefer to purchase products/services - By talking to someone on the phone - Sporting goods  | Purchase Preference |
| 292   | E2D2_16C16 | Prefer to purchase products/services - By talking to someone on the phone - Vacation / travel   | Purchase Preference |
| 293   | E2D2_18C18 | Prefer to purchase products/services - By talking to someone on the phone - Food Home delivery services (e.g. Foodora & JustEat)                    | Purchase Preference |
| 294   | 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 |
| 295   | E2D2_20C20 | Prefer to purchase products/services - By talking to someone on the phone - Insurance products  | Purchase Preference |
| 296   | E2D2_21C21 | Prefer to purchase products/services - By talking to someone on the phone - Online meal kits (e.g. Good Food, Hello Fresh)                          | Purchase Preference |
| 297   | E2D2_22C22 | Prefer to purchase products/services - By talking to someone on the phone - Government services   | Purchase Preference |
| 298   | E2E2_1C1   | Prefer to purchase products/services - Using 'live chat' with customer service online - Automotive  | Purchase Preference |
| 299   | E2E2_5C5   | Prefer to purchase products/services - Using 'live chat' with customer service online - Home Electronics & Computers                                | Purchase Preference |
| 300   | E2E2_6C6   | Prefer to purchase products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events)           | Purchase Preference |
| 301   | E2E2_11C11 | Prefer to purchase products/services - Using 'live chat' with customer service online - Financial products  | Purchase Preference |
| 302   | E2E2_14C14 | Prefer to purchase products/services - Using 'live chat' with customer service online - Health products or services (!)                             | Purchase Preference |
| 303   | E2E2_16C16 | Prefer to purchase products/services - Using 'live chat' with customer service online - Vacation / travel   | Purchase Preference |
| 304   | E2E2_18C18 | Prefer to purchase products/services - Using 'live chat' with customer service online - Food Home delivery services (e.g. Foodora & JustEat)        | Purchase Preference |
| 305   | 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 |
| 306   | E2E2_20C20 | Prefer to purchase products/services - Using 'live chat' with customer service online - Insurance products  | Purchase Preference |
| 307   | E2E2_21C21 | Prefer to purchase products/services - Using 'live chat' with customer service online - Online meal kits (e.g. Good Food, Hello Fresh) (!)          | Purchase Preference |
| 308   | E2E2_22C22 | Prefer to purchase products/services - Using 'live chat' with customer service online - Government services   | Purchase Preference |
| 309   | E2A3_1C1   | Obtain customer service for products/services - In person at a store, branch or office - Automotive   | Customer Service    |
| 310   | E2A3_2C2   | Obtain customer service for products/services - In person at a store, branch or office - Babies and children  | Customer Service    |
| 311   | E2A3_3C3   | Obtain customer service for products/services - In person at a store, branch or office - Media (books , magazines, music, DVD's)                    | Customer Service    |
| 312   | E2A3_4C4   | Obtain customer service for products/services - In person at a store, branch or office - Clothing & Fashions  | Customer Service    |
| 313   | E2A3_5C5   | Obtain customer service for products/services - In person at a store, branch or office - Home Electronics & Computers                               | Customer Service    |
| 314   | E2A3_6C6   | Obtain customer service for products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)          | Customer Service    |
| 315   | E2A3_7C7   | Obtain customer service for products/services - In person at a store, branch or office - Gift card / certificate                                    | Customer Service    |
| 316   | E2A3_8C8   | Obtain customer service for products/services - In person at a store, branch or office - Groceries  | Customer Service    |
| 317   | E2A3_9C9   | Obtain customer service for products/services - In person at a store, branch or office - Beauty & Cosmetics   | Customer Service    |
| 318   | E2A3_10C10 | Obtain customer service for products/services - In person at a store, branch or office - Home & Garden  | Customer Service    |

| Order | Variable   | Description  | Category         |
|-------|------------|--|------------------|
| 319   | E2A3_11C11 | Obtain customer service for products/services - In person at a store, branch or office - Financial products  | Customer Service |
| 320   | E2A3_12C12 | Obtain customer service for products/services - In person at a store, branch or office - Office supplies   | Customer Service |
| 321   | E2A3_13C13 | Obtain customer service for products/services - In person at a store, branch or office - Pets and pet goods  | Customer Service |
| 322   | E2A3_14C14 | Obtain customer service for products/services - In person at a store, branch or office - Health products or services                                 | Customer Service |
| 323   | E2A3_15C15 | Obtain customer service for products/services - In person at a store, branch or office - Sporting goods  | Customer Service |
| 324   | E2A3_16C16 | Obtain customer service for products/services - In person at a store, branch or office - Vacation / travel   | Customer Service |
| 325   | 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 |
| 326   | 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 |
| 327   | E2A3_20C20 | Obtain customer service for products/services - In person at a store, branch or office - Insurance products  | Customer Service |
| 328   | E2A3_21C21 | Obtain customer service for products/services - In person at a store, branch or office - Online meal kits (e.g. Good Food, Hello Fresh)              | Customer Service |
| 329   | E2A3_22C22 | Obtain customer service for products/services - In person at a store, branch or office - Government services   | Customer Service |
| 330   | E2B3_1C1   | Obtain customer service for products/services - Online/website via computer - Automotive   | Customer Service |
| 331   | E2B3_2C2   | Obtain customer service for products/services - Online/website via computer - Babies and children  | Customer Service |
| 332   | E2B3_3C3   | Obtain customer service for products/services - Online/website via computer - Media (books , magazines, music, DVD's)                                | Customer Service |
| 333   | E2B3_4C4   | Obtain customer service for products/services - Online/website via computer - Clothing & Fashions  | Customer Service |
| 334   | E2B3_5C5   | Obtain customer service for products/services - Online/website via computer - Home Electronics & Computers   | Customer Service |
| 335   | E2B3_6C6   | Obtain customer service for products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)                      | Customer Service |
| 336   | E2B3_7C7   | Obtain customer service for products/services - Online/website via computer - Gift card / certificate  | Customer Service |
| 337   | E2B3_8C8   | Obtain customer service for products/services - Online/website via computer - Groceries  | Customer Service |
| 338   | E2B3_9C9   | Obtain customer service for products/services - Online/website via computer - Beauty & Cosmetics   | Customer Service |
| 339   | E2B3_10C10 | Obtain customer service for products/services - Online/website via computer - Home & Garden  | Customer Service |
| 340   | E2B3_11C11 | Obtain customer service for products/services - Online/website via computer - Financial products   | Customer Service |
| 341   | E2B3_12C12 | Obtain customer service for products/services - Online/website via computer - Office supplies  | Customer Service |
| 342   | E2B3_13C13 | Obtain customer service for products/services - Online/website via computer - Pets and pet goods   | Customer Service |
| 343   | E2B3_14C14 | Obtain customer service for products/services - Online/website via computer - Health products or services  | Customer Service |
| 344   | E2B3_15C15 | Obtain customer service for products/services - Online/website via computer - Sporting goods   | Customer Service |
| 345   | E2B3_16C16 | Obtain customer service for products/services - Online/website via computer - Vacation / travel  | Customer Service |
| 346   | E2B3_18C18 | Obtain customer service for products/services - Online/website via computer - Food Home delivery services (e.g. Foodora & JustEat)                   | Customer Service |
| 347   | E2B3_19C19 | Obtain customer service for products/services - Online/website via computer - Wireless service providers (e.g. mobile phone and internet)            | Customer Service |
| 348   | E2B3_20C20 | Obtain customer service for products/services - Online/website via computer - Insurance products   | Customer Service |
| 349   | E2B3_21C21 | Obtain customer service for products/services - Online/website via computer - Online meal kits (e.g. Good Food, Hello Fresh)                         | Customer Service |
| 350   | E2B3_22C22 | Obtain customer service for products/services - Online/website via computer - Government services  | Customer Service |
| 351   | E2C3_1C1   | Obtain customer service for products/services - Online via your mobile device - Automotive   | Customer Service |
| 352   | E2C3_2C2   | Obtain customer service for products/services - Online via your mobile device - Babies and children  | Customer Service |
| 353   | E2C3_3C3   | Obtain customer service for products/services - Online via your mobile device - Media (books , magazines, music, DVD's)                              | Customer Service |
| 354   | E2C3_4C4   | Obtain customer service for products/services - Online via your mobile device - Clothing & Fashions  | Customer Service |
| 355   | E2C3_5C5   | Obtain customer service for products/services - Online via your mobile device - Home Electronics & Computers   | Customer Service |
| 356   | E2C3_6C6   | Obtain customer service for products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)                    | Customer Service |
| 357   | E2C3_7C7   | Obtain customer service for products/services - Online via your mobile device - Gift card / certificate  | Customer Service |
| 358   | E2C3_8C8   | Obtain customer service for products/services - Online via your mobile device - Groceries  | Customer Service |
| 359   | E2C3_9C9   | Obtain customer service for products/services - Online via your mobile device - Beauty & Cosmetics   | Customer Service |
| 360   | E2C3_10C10 | Obtain customer service for products/services - Online via your mobile device - Home & Garden  | Customer Service |
| 361   | E2C3_11C11 | Obtain customer service for products/services - Online via your mobile device - Financial products   | Customer Service |
| 362   | E2C3_12C12 | Obtain customer service for products/services - Online via your mobile device - Office supplies  | Customer Service |
| 363   | E2C3_13C13 | Obtain customer service for products/services - Online via your mobile device - Pets and pet goods   | Customer Service |
| 364   | E2C3_14C14 | Obtain customer service for products/services - Online via your mobile device - Health products or services  | Customer Service |
| 365   | E2C3_15C15 | Obtain customer service for products/services - Online via your mobile device - Sporting goods   | Customer Service |
| 366   | E2C3_16C16 | Obtain customer service for products/services - Online via your mobile device - Vacation / travel  | Customer Service |
| 367   | E2C3_18C18 | Obtain customer service for products/services - Online via your mobile device - Food Home delivery services (e.g. Foodora & JustEat)                 | Customer Service |
| 368   | E2C3_19C19 | Obtain customer service for products/services - Online via your mobile device - Wireless service providers (e.g. mobile phone and internet)          | Customer Service |
| 369   | E2C3_20C20 | Obtain customer service for products/services - Online via your mobile device - Insurance products   | Customer Service |
| 370   | E2C3_21C21 | Obtain customer service for products/services - Online via your mobile device - Online meal kits (e.g. Good Food, Hello Fresh)                       | Customer Service |
| 371   | E2C3_22C22 | Obtain customer service for products/services - Online via your mobile device - Government services  | Customer Service |
| 372   | E2D3_1C1   | Obtain customer service for products/services - By talking to someone on the phone - Automotive  | Customer Service |
| 373   | E2D3_2C2   | Obtain customer service for products/services - By talking to someone on the phone - Babies and children   | Customer Service |
| 374   | E2D3_3C3   | Obtain customer service for products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)                         | Customer Service |
| 375   | E2D3_4C4   | Obtain customer service for products/services - By talking to someone on the phone - Clothing & Fashions   | Customer Service |
| 376   | E2D3_5C5   | Obtain customer service for products/services - By talking to someone on the phone - Home Electronics & Computers                                    | Customer Service |
| 377   | E2D3_6C6   | Obtain customer service for products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)               | Customer Service |
| 378   | E2D3_7C7   | Obtain customer service for products/services - By talking to someone on the phone - Gift card / certificate   | Customer Service |
| 379   | E2D3_8C8   | Obtain customer service for products/services - By talking to someone on the phone - Groceries   | Customer Service |
| 380   | E2D3_9C9   | Obtain customer service for products/services - By talking to someone on the phone - Beauty & Cosmetics  | Customer Service |
| 381   | E2D3_10C10 | Obtain customer service for products/services - By talking to someone on the phone - Home & Garden   | Customer Service |
| 382   | E2D3_11C11 | Obtain customer service for products/services - By talking to someone on the phone - Financial products  | Customer Service |
| 383   | E2D3_12C12 | Obtain customer service for products/services - By talking to someone on the phone - Office supplies   | Customer Service |
| 384   | E2D3_13C13 | Obtain customer service for products/services - By talking to someone on the phone - Pets and pet goods  | Customer Service |
| 385   | E2D3_14C14 | Obtain customer service for products/services - By talking to someone on the phone - Health products or services                                     | Customer Service |
| 386   | E2D3_15C15 | Obtain customer service for products/services - By talking to someone on the phone - Sporting goods  | Customer Service |
| 387   | E2D3_16C16 | Obtain customer service for products/services - By talking to someone on the phone - Vacation / travel   | Customer Service |
| 388   | 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 |
| 389   | 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 |
| 390   | E2D3_20C20 | Obtain customer service for products/services - By talking to someone on the phone - Insurance products  | Customer Service |
| 391   | E2D3_21C21 | Obtain customer service for products/services - By talking to someone on the phone - Online meal kits (e.g. Good Food, Hello Fresh)                  | Customer Service |
| 392   | E2D3_22C22 | Obtain customer service for products/services - By talking to someone on the phone - Government services   | Customer Service |
| 393   | E2E3_1C1   | Obtain customer service for products/services - Using 'live chat' with customer service online - Automotive  | Customer Service |
| 394   | E2E3_2C2   | Obtain customer service for products/services - Using 'live chat' with customer service online - Babies and children                                 | Customer Service |
| 395   | E2E3_3C3   | Obtain customer service for products/services - Using 'live chat' with customer service online - Media (books , magazines, music, DVD's)             | Customer Service |
| 396   | E2E3_4C4   | Obtain customer service for products/services - Using 'live chat' with customer service online - Clothing & Fashions                                 | Customer Service |
| 397   | E2E3_5C5   | Obtain customer service for products/services - Using 'live chat' with customer service online - Home Electronics & Computers                        | Customer Service |
| 398   | E2E3_6C6   | Obtain customer service for products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events)   | Customer Service |

| Order | Variable   | Description  | Category                |
|-------|------------|--|-------------------------|
| 399   | E2E3_7C7   | Obtain customer service for products/services - Using 'live chat' with customer service online - Gift card / certificate                                     | Customer Service        |
| 400   | E2E3_8C8   | Obtain customer service for products/services - Using 'live chat' with customer service online - Groceries   | Customer Service        |
| 401   | E2E3_9C9   | Obtain customer service for products/services - Using 'live chat' with customer service online - Beauty & Cosmetics  | Customer Service        |
| 402   | E2E3_10C10 | Obtain customer service for products/services - Using 'live chat' with customer service online - Home & Garden   | Customer Service        |
| 403   | E2E3_11C11 | Obtain customer service for products/services - Using 'live chat' with customer service online - Financial products  | Customer Service        |
| 404   | E2E3_12C12 | Obtain customer service for products/services - Using 'live chat' with customer service online - Office supplies   | Customer Service        |
| 405   | E2E3_13C13 | Obtain customer service for products/services - Using 'live chat' with customer service online - Pets and pet goods  | Customer Service        |
| 406   | E2E3_14C14 | Obtain customer service for products/services - Using 'live chat' with customer service online - Health products or services                                 | Customer Service        |
| 407   | E2E3_15C15 | Obtain customer service for products/services - Using 'live chat' with customer service online - Sporting goods  | Customer Service        |
| 408   | E2E3_16C16 | Obtain customer service for products/services - Using 'live chat' with customer service online - Vacation / travel   | Customer Service        |
| 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        |
| 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        |
| 411   | E2E3_20C20 | Obtain customer service for products/services - Using 'live chat' with customer service online - Insurance products  | Customer Service        |
| 412   | E2E3_21C21 | Obtain customer service for products/services - Using 'live chat' with customer service online - Online meal kits (e.g. Good Food, Hello Fresh)              | Customer Service        |
| 413   | E2E3_22C22 | Obtain customer service for products/services - Using 'live chat' with customer service online - Government services   | Customer Service        |
| 414   | E3A_1C1    | Retail products researched online [Pst 12 Mths] - Automotive   | Online Product Research |
| 415   | E3A_2C2    | Retail products researched online [Pst 12 Mths] - Babies and children  | Online Product Research |
| 416   | E3A_3C3    | Retail products researched online [Pst 12 Mths] - Media (books , magazines, music, DVD's)  | Online Product Research |
| 417   | E3A_4C4    | Retail products researched online [Pst 12 Mths] - Clothing & Fashions  | Online Product Research |
| 418   | E3A_5C5    | Retail products researched online [Pst 12 Mths] - Home Electronics & Computers   | Online Product Research |
| 419   | E3A_6C6    | Retail products researched online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events)  | Online Product Research |
| 420   | E3A_7C7    | Retail products researched online [Pst 12 Mths] - Gift card / certificate  | Online Product Research |
| 421   | E3A_8C8    | Retail products researched online [Pst 12 Mths] - Groceries  | Online Product Research |
| 422   | E3A_9C9    | Retail products researched online [Pst 12 Mths] - Beauty & Cosmetics   | Online Product Research |
| 423   | E3A_10C10  | Retail products researched online [Pst 12 Mths] - Home & Garden  | Online Product Research |
| 424   | E3A_11C11  | Retail products researched online [Pst 12 Mths] - Financial products   | Online Product Research |
| 425   | E3A_12C12  | Retail products researched online [Pst 12 Mths] - Office supplies  | Online Product Research |
| 426   | E3A_13C13  | Retail products researched online [Pst 12 Mths] - Pets and pet goods   | Online Product Research |
| 427   | E3A_14C14  | Retail products researched online [Pst 12 Mths] - Health products or services  | Online Product Research |
| 428   | E3A_15C15  | Retail products researched online [Pst 12 Mths] - Sporting goods   | Online Product Research |
| 429   | E3A_16C16  | Retail products researched online [Pst 12 Mths] - Vacation / travel  | Online Product Research |
| 430   | E3A_18C18  | Retail products researched online [Pst 12 Mths] - Food Home delivery services  | Online Product Research |
| 431   | E3A_19C19  | Retail products researched online [Pst 12 Mths] - Wireless service providers   | Online Product Research |
| 432   | E3A_20C20  | Retail products researched online [Pst 12 Mths] - Insurance products   | Online Product Research |
| 433   | E3A_21C21  | Retail products researched online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh)   | Online Product Research |
| 434   | E3A_22C22  | Retail products researched online [Pst 12 Mths] - Government services  | Online Product Research |
| 435   | E3A_17C17  | Retail products researched online [Pst 12 Mths] - None of the above  | Online Product Research |
| 436   | E9_1C1     | Percentage of total time research online - Automotive - None   | Online Product Research |
| 437   | E9_1C2     | Percentage of total time research online - Automotive - Less than 10%  | Online Product Research |
| 438   | E9_1C3     | Percentage of total time research online - Automotive - 10% to 24%   | Online Product Research |
| 439   | E9_1C4     | Percentage of total time research online - Automotive - 25% to 49%   | Online Product Research |
| 440   | E9_1C5     | Percentage of total time research online - Automotive - 50% to 74%   | Online Product Research |
| 441   | E9_1C6     | Percentage of total time research online - Automotive - 75% to 100%  | Online Product Research |
| 442   | E9_2C1     | Percentage of total time research online - Babies & Kids - None  | Online Product Research |
| 443   | E9_2C2     | Percentage of total time research online - Babies & Kids - Less than 10%   | Online Product Research |
| 444   | E9_2C3     | Percentage of total time research online - Babies & Kids - 10% to 24%  | Online Product Research |
| 445   | E9_2C4     | Percentage of total time research online - Babies & Kids - 25% to 49%  | Online Product Research |
| 446   | E9_2C5     | Percentage of total time research online - Babies & Kids - 50% to 74% (!)  | Online Product Research |
| 447   | E9_2C6     | Percentage of total time research online - Babies & Kids - 75% to 100%   | Online Product Research |
| 448   | E9_3C1     | Percentage of total time research online - Media (books , magazines, music, DVD's) - None  | Online Product Research |
| 449   | E9_3C2     | Percentage of total time research online - Media (books , magazines, music, DVD's) - Less than 10%   | Online Product Research |
| 450   | E9_3C3     | Percentage of total time research online - Media (books , magazines, music, DVD's) - 10% to 24%  | Online Product Research |
| 451   | E9_3C4     | Percentage of total time research online - Media (books , magazines, music, DVD's) - 25% to 49%  | Online Product Research |
| 452   | E9_3C5     | Percentage of total time research online - Media (books , magazines, music, DVD's) - 50% to 74%  | Online Product Research |
| 453   | E9_3C6     | Percentage of total time research online - Media (books , magazines, music, DVD's) - 75% to 100%   | Online Product Research |
| 454   | E9_4C1     | Percentage of total time research online - Clothing & Fashions - None  | Online Product Research |
| 455   | E9_4C2     | Percentage of total time research online - Clothing & Fashions - Less than 10%   | Online Product Research |
| 456   | E9_4C3     | Percentage of total time research online - Clothing & Fashions - 10% to 24%  | Online Product Research |
| 457   | E9_4C4     | Percentage of total time research online - Clothing & Fashions - 25% to 49%  | Online Product Research |
| 458   | E9_4C5     | Percentage of total time research online - Clothing & Fashions - 50% to 74%  | Online Product Research |
| 459   | E9_4C6     | Percentage of total time research online - Clothing & Fashions - 75% to 100%   | Online Product Research |
| 460   | E9_5C1     | Percentage of total time research online - Home Electronics & Computers - None (!)   | Online Product Research |
| 461   | E9_5C2     | Percentage of total time research online - Home Electronics & Computers - Less than 10%  | Online Product Research |
| 462   | E9_5C3     | Percentage of total time research online - Home Electronics & Computers - 10% to 24%   | Online Product Research |
| 463   | E9_5C4     | Percentage of total time research online - Home Electronics & Computers - 25% to 49%   | Online Product Research |
| 464   | E9_5C5     | Percentage of total time research online - Home Electronics & Computers - 50% to 74%   | Online Product Research |
| 465   | E9_5C6     | Percentage of total time research online - Home Electronics & Computers - 75% to 100%  | Online Product Research |
| 466   | E9_6C1     | Percentage of total time research online - Event tickets (movies, concerts, sporting events) - None  | Online Product Research |
| 467   | E9_6C2     | Percentage of total time research online - Event tickets (movies, concerts, sporting events) - Less than 10%   | Online Product Research |
| 468   | E9_6C3     | Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 10% to 24%  | Online Product Research |
| 469   | E9_6C4     | Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 25% to 49%  | Online Product Research |
| 470   | E9_6C5     | Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 50% to 74%  | Online Product Research |
| 471   | E9_6C6     | Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 75% to 100%   | Online Product Research |
| 472   | E9_7C1     | Percentage of total time research online - Gift card / certificate - None  | Online Product Research |
| 473   | E9_7C2     | Percentage of total time research online - Gift card / certificate - Less than 10%   | Online Product Research |
| 474   | E9_7C3     | Percentage of total time research online - Gift card / certificate - 10% to 24%  | Online Product Research |
| 475   | E9_7C4     | Percentage of total time research online - Gift card / certificate - 25% to 49%  | Online Product Research |
| 476   | E9_7C5     | Percentage of total time research online - Gift card / certificate - 50% to 74%  | Online Product Research |
| 477   | E9_7C6     | Percentage of total time research online - Gift card / certificate - 75% to 100%   | Online Product Research |
| 478   | E9_8C1     | Percentage of total time research online - Groceries - None  | Online Product Research |

| Order | Variable  | Description  | Category                |
|-------|-----------|--|-------------------------|
| 479   | E9_8C2    | Percentage of total time research online - Groceries - Less than 10%   | Online Product Research |
| 480   | E9_8C3    | Percentage of total time research online - Groceries - 10% to 24%  | Online Product Research |
| 481   | E9_8C4    | Percentage of total time research online - Groceries - 25% to 49%  | Online Product Research |
| 482   | E9_8C5    | Percentage of total time research online - Groceries - 50% to 74%  | Online Product Research |
| 483   | E9_8C6    | Percentage of total time research online - Groceries - 75% to 100%   | Online Product Research |
| 484   | E9_9C1    | Percentage of total time research online - Beauty & Cosmetics - None   | Online Product Research |
| 485   | E9_9C2    | Percentage of total time research online - Beauty & Cosmetics - Less than 10%  | Online Product Research |
| 486   | E9_9C3    | Percentage of total time research online - Beauty & Cosmetics - 10% to 24%   | Online Product Research |
| 487   | E9_9C4    | Percentage of total time research online - Beauty & Cosmetics - 25% to 49%   | Online Product Research |
| 488   | E9_9C5    | Percentage of total time research online - Beauty & Cosmetics - 50% to 74%   | Online Product Research |
| 489   | E9_9C6    | Percentage of total time research online - Beauty & Cosmetics - 75% to 100%  | Online Product Research |
| 490   | E9_10C1   | Percentage of total time research online - Home & Garden - None  | Online Product Research |
| 491   | E9_10C2   | Percentage of total time research online - Home & Garden - Less than 10%   | Online Product Research |
| 492   | E9_10C3   | Percentage of total time research online - Home & Garden - 10% to 24%  | Online Product Research |
| 493   | E9_10C4   | Percentage of total time research online - Home & Garden - 25% to 49%  | Online Product Research |
| 494   | E9_10C5   | Percentage of total time research online - Home & Garden - 50% to 74%  | Online Product Research |
| 495   | E9_10C6   | Percentage of total time research online - Home & Garden - 75% to 100%   | Online Product Research |
| 496   | E9_11C1   | Percentage of total time research online - Financial products - None   | Online Product Research |
| 497   | E9_11C2   | Percentage of total time research online - Financial products - Less than 10%  | Online Product Research |
| 498   | E9_11C3   | Percentage of total time research online - Financial products - 10% to 24%   | Online Product Research |
| 499   | E9_11C4   | Percentage of total time research online - Financial products - 25% to 49%   | Online Product Research |
| 500   | E9_11C5   | Percentage of total time research online - Financial products - 50% to 74%   | Online Product Research |
| 501   | E9_11C6   | Percentage of total time research online - Financial products - 75% to 100%  | Online Product Research |
| 502   | E9_12C1   | Percentage of total time research online - Office supplies - None  | Online Product Research |
| 503   | E9_12C2   | Percentage of total time research online - Office supplies - Less than 10%   | Online Product Research |
| 504   | E9_12C3   | Percentage of total time research online - Office supplies - 10% to 24%  | Online Product Research |
| 505   | E9_12C4   | Percentage of total time research online - Office supplies - 25% to 49%  | Online Product Research |
| 506   | E9_12C5   | Percentage of total time research online - Office supplies - 50% to 74%  | Online Product Research |
| 507   | E9_12C6   | Percentage of total time research online - Office supplies - 75% to 100%   | Online Product Research |
| 508   | E9_13C1   | Percentage of total time research online - Pets and pet goods - None   | Online Product Research |
| 509   | E9_13C2   | Percentage of total time research online - Pets and pet goods - Less than 10%  | Online Product Research |
| 510   | E9_13C3   | Percentage of total time research online - Pets and pet goods - 10% to 24%   | Online Product Research |
| 511   | E9_13C4   | Percentage of total time research online - Pets and pet goods - 25% to 49%   | Online Product Research |
| 512   | E9_13C5   | Percentage of total time research online - Pets and pet goods - 50% to 74% (!)   | Online Product Research |
| 513   | E9_13C6   | Percentage of total time research online - Pets and pet goods - 75% to 100%  | Online Product Research |
| 514   | E9_14C1   | Percentage of total time research online - Health products or services - None  | Online Product Research |
| 515   | E9_14C2   | Percentage of total time research online - Health products or services - Less than 10%                                 | Online Product Research |
| 516   | E9_14C3   | Percentage of total time research online - Health products or services - 10% to 24%                                    | Online Product Research |
| 517   | E9_14C4   | Percentage of total time research online - Health products or services - 25% to 49%                                    | Online Product Research |
| 518   | E9_14C5   | Percentage of total time research online - Health products or services - 50% to 74%                                    | Online Product Research |
| 519   | E9_14C6   | Percentage of total time research online - Health products or services - 75% to 100%                                   | Online Product Research |
| 520   | E9_15C1   | Percentage of total time research online - Sporting goods - None   | Online Product Research |
| 521   | E9_15C2   | Percentage of total time research online - Sporting goods - Less than 10%  | Online Product Research |
| 522   | E9_15C3   | Percentage of total time research online - Sporting goods - 10% to 24%   | Online Product Research |
| 523   | E9_15C4   | Percentage of total time research online - Sporting goods - 25% to 49%   | Online Product Research |
| 524   | E9_15C5   | Percentage of total time research online - Sporting goods - 50% to 74%   | Online Product Research |
| 525   | E9_15C6   | Percentage of total time research online - Sporting goods - 75% to 100%  | Online Product Research |
| 526   | E9_16C1   | Percentage of total time research online - Vacation / travel - None (!)  | Online Product Research |
| 527   | E9_16C2   | Percentage of total time research online - Vacation / travel - Less than 10%   | Online Product Research |
| 528   | E9_16C3   | Percentage of total time research online - Vacation / travel - 10% to 24%  | Online Product Research |
| 529   | E9_16C4   | Percentage of total time research online - Vacation / travel - 25% to 49%  | Online Product Research |
| 530   | E9_16C5   | Percentage of total time research online - Vacation / travel - 50% to 74%  | Online Product Research |
| 531   | E9_16C6   | Percentage of total time research online - Vacation / travel - 75% to 100%   | Online Product Research |
| 532   | E9_18C1   | Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - None                 | Online Product Research |
| 533   | E9_18C2   | Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - Less than 10%        | Online Product Research |
| 534   | E9_18C3   | Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - 10% to 24% (!)       | Online Product Research |
| 535   | E9_18C45  | Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - 25% to 74%           | Online Product Research |
| 536   | E9_18C6   | Percentage of total time research online - Food home delivery services (e.g. Foodora & JustEat) - 75% to 100%          | Online Product Research |
| 537   | E9_19C1   | Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - None          | Online Product Research |
| 538   | E9_19C2   | Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - Less than 10% | Online Product Research |
| 539   | E9_19C3   | Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 10% to 24%    | Online Product Research |
| 540   | E9_19C4   | Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 25% to 49%    | Online Product Research |
| 541   | E9_19C5   | Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 50% to 74%    | Online Product Research |
| 542   | E9_19C6   | Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 75% to 100%   | Online Product Research |
| 543   | E9_20C1   | Percentage of total time research online - Insurance products - None   | Online Product Research |
| 544   | E9_20C2   | Percentage of total time research online - Insurance products - Less than 10%  | Online Product Research |
| 545   | E9_20C3   | Percentage of total time research online - Insurance products - 10% to 24%   | Online Product Research |
| 546   | E9_20C4   | Percentage of total time research online - Insurance products - 25% to 49%   | Online Product Research |
| 547   | E9_20C5   | Percentage of total time research online - Insurance products - 50% to 74%   | Online Product Research |
| 548   | E9_20C6   | Percentage of total time research online - Insurance products - 75% to 100%  | Online Product Research |
| 549   | E9_21C1   | Percentage of total time research online - Online meal kits - None   | Online Product Research |
| 550   | E9_21C2   | Percentage of total time research online - Online meal kits - Less than 10%  | Online Product Research |
| 551   | E9_21C345 | Percentage of total time research online - Online meal kits - 10% to 74%   | Online Product Research |
| 552   | E9_21C6   | Percentage of total time research online - Online meal kits - 75% to 100%  | Online Product Research |
| 553   | E9_22C1   | Percentage of total time research online - Government services - None  | Online Product Research |
| 554   | E9_22C2   | Percentage of total time research online - Government services - Less than 10%   | Online Product Research |
| 555   | E9_22C3   | Percentage of total time research online - Government services - 10% to 24%  | Online Product Research |
| 556   | E9_22C4   | Percentage of total time research online - Government services - 25% to 49%  | Online Product Research |
| 557   | E9_22C5   | Percentage of total time research online - Government services - 50% to 74%  | Online Product Research |
| 558   | E9_22C6   | Percentage of total time research online - Government services - 75% to 100%   | Online Product Research |

| Order | Variable  | Description   | Category                |
|-------|-----------|---|-------------------------|
| 559   | E10_1_1C1 | Online sources used for research - Automotive - Retailer's websites   | Online Product Research |
| 560   | E10_1_2C2 | Online sources used for research - Automotive - Manufacturer's websites   | Online Product Research |
| 561   | E10_1_3C3 | Online sources used for research - Automotive - Comparison shopping websites  | Online Product Research |
| 562   | E10_1_4C4 | Online sources used for research - Automotive - Ebay  | Online Product Research |
| 563   | E10_1_5C5 | Online sources used for research - Automotive - Amazon  | Online Product Research |
| 564   | E10_1_6C6 | Online sources used for research - Automotive - Social media  | Online Product Research |
| 565   | E10_2_1C1 | Online sources used for research - Babies and children - Retailer's websites  | Online Product Research |
| 566   | E10_2_2C2 | Online sources used for research - Babies and children - Manufacturer's websites                                    | Online Product Research |
| 567   | E10_2_3C3 | Online sources used for research - Babies and children - Comparison shopping websites                               | Online Product Research |
| 568   | E10_2_5C5 | Online sources used for research - Babies and children - Amazon   | Online Product Research |
| 569   | E10_3_1C1 | Online sources used for research - Media (books , magazines, music, DVD's) - Retailer's websites                    | Online Product Research |
| 570   | E10_3_2C2 | Online sources used for research - Media (books , magazines, music, DVD's) - Manufacturer's websites                | Online Product Research |
| 571   | E10_3_3C3 | Online sources used for research - Media (books , magazines, music, DVD's) - Comparison shopping websites           | Online Product Research |
| 572   | E10_3_4C4 | Online sources used for research - Media (books , magazines, music, DVD's) - Ebay                                   | Online Product Research |
| 573   | E10_3_5C5 | Online sources used for research - Media (books , magazines, music, DVD's) - Amazon                                 | Online Product Research |
| 574   | E10_3_6C6 | Online sources used for research - Media (books , magazines, music, DVD's) - Social media                           | Online Product Research |
| 575   | E10_4_1C1 | Online sources used for research - Clothing & Fashions - Retailer's websites  | Online Product Research |
| 576   | E10_4_2C2 | Online sources used for research - Clothing & Fashions - Manufacturer's websites                                    | Online Product Research |
| 577   | E10_4_3C3 | Online sources used for research - Clothing & Fashions - Comparison shopping websites                               | Online Product Research |
| 578   | E10_4_4C4 | Online sources used for research - Clothing & Fashions - Ebay   | Online Product Research |
| 579   | E10_4_5C5 | Online sources used for research - Clothing & Fashions - Amazon   | Online Product Research |
| 580   | E10_4_6C6 | Online sources used for research - Clothing & Fashions - Social media   | Online Product Research |
| 581   | E10_5_1C1 | Online sources used for research - Home Electronics & Computers - Retailer's websites                               | Online Product Research |
| 582   | E10_5_2C2 | Online sources used for research - Home Electronics & Computers - Manufacturer's websites                           | Online Product Research |
| 583   | E10_5_3C3 | Online sources used for research - Home Electronics & Computers - Comparison shopping websites                      | Online Product Research |
| 584   | E10_5_4C4 | Online sources used for research - Home Electronics & Computers - Ebay  | Online Product Research |
| 585   | E10_5_5C5 | Online sources used for research - Home Electronics & Computers - Amazon  | Online Product Research |
| 586   | E10_5_6C6 | Online sources used for research - Home Electronics & Computers - Social media                                      | Online Product Research |
| 587   | E10_6_1C1 | Online sources used for research - Event tickets (movies, concerts, sporting events) - Retailer's websites          | Online Product Research |
| 588   | E10_6_2C2 | Online sources used for research - Event tickets (movies, concerts, sporting events) - Manufacturer's websites      | Online Product Research |
| 589   | E10_6_3C3 | Online sources used for research - Event tickets (movies, concerts, sporting events) - Comparison shopping websites | Online Product Research |
| 590   | E10_6_5C5 | Online sources used for research - Event tickets (movies, concerts, sporting events) - Amazon (!)                   | Online Product Research |
| 591   | E10_6_6C6 | Online sources used for research - Event tickets (movies, concerts, sporting events) - Social media                 | Online Product Research |
| 592   | E10_7_1C1 | Online sources used for research - Gift card / certificate - Retailer's websites                                    | Online Product Research |
| 593   | E10_7_2C2 | Online sources used for research - Gift card / certificate - Manufacturer's websites                                | Online Product Research |
| 594   | E10_7_3C3 | Online sources used for research - Gift card / certificate - Comparison shopping websites                           | Online Product Research |
| 595   | E10_7_5C5 | Online sources used for research - Gift card / certificate - Amazon   | Online Product Research |
| 596   | E10_7_8C8 | Online sources used for research - Gift card / certificate - None   | Online Product Research |
| 597   | E10_8_1C1 | Online sources used for research - Groceries - Retailer's websites  | Online Product Research |
| 598   | E10_8_2C2 | Online sources used for research - Groceries - Manufacturer's websites  | Online Product Research |
| 599   | E10_8_3C3 | Online sources used for research - Groceries - Comparison shopping websites   | Online Product Research |
| 600   | E10_8_5C5 | Online sources used for research - Groceries - Amazon   | Online Product Research |
| 601   | E10_8_8C8 | Online sources used for research - Groceries - None   | Online Product Research |
| 602   | E10_9_1C1 | Online sources used for research - Beauty & cosmetics - Retailer's websites   | Online Product Research |
| 603   | E10_9_2C2 | Online sources used for research - Beauty & cosmetics - Manufacturer's websites                                     | Online Product Research |
| 604   | E10_9_3C3 | Online sources used for research - Beauty & cosmetics - Comparison shopping websites                                | Online Product Research |
| 605   | E10_9_5C5 | Online sources used for research - Beauty & cosmetics - Amazon  | Online Product Research |
| 606   | E10_9_6C6 | Online sources used for research - Beauty & cosmetics - Social media (!)  | Online Product Research |
| 607   | E10_1C1   | Online sources used for research - Home & garden - Retailer's websites  | Online Product Research |
| 608   | E10_1C2   | Online sources used for research - Home & garden - Manufacturer's websites  | Online Product Research |
| 609   | E10_1C3   | Online sources used for research - Home & garden - Comparison shopping websites                                     | Online Product Research |
| 610   | E10_1C4   | Online sources used for research - Home & garden - Ebay   | Online Product Research |
| 611   | E10_1C5   | Online sources used for research - Home & garden - Amazon   | Online Product Research |
| 612   | E10_2C1   | Online sources used for research - Financial products - Retailer's websites   | Online Product Research |
| 613   | E10_2C2   | Online sources used for research - Financial products - Manufacturer's websites                                     | Online Product Research |
| 614   | E10_2C3   | Online sources used for research - Financial products - Comparison shopping websites                                | Online Product Research |
| 615   | E10_2C6   | Online sources used for research - Financial products - Social media (!)  | Online Product Research |
| 616   | E10_3C1   | Online sources used for research - Office supplies - Retailer's websites  | Online Product Research |
| 617   | E10_3C2   | Online sources used for research - Office supplies - Manufacturer's websites  | Online Product Research |
| 618   | E10_3C3   | Online sources used for research - Office supplies - Comparison shopping websites                                   | Online Product Research |
| 619   | E10_3C4   | Online sources used for research - Office supplies - Ebay   | Online Product Research |
| 620   | E10_3C5   | Online sources used for research - Office supplies - Amazon   | Online Product Research |
| 621   | E10_4C1   | Online sources used for research - Pets - Retailer's websites   | Online Product Research |
| 622   | E10_4C2   | Online sources used for research - Pets - Manufacturer's websites   | Online Product Research |
| 623   | E10_4C3   | Online sources used for research - Pets - Comparison shopping websites  | Online Product Research |
| 624   | E10_4C5   | Online sources used for research - Pets - Amazon  | Online Product Research |
| 625   | E10_4C8   | Online sources used for research - Pets - None  | Online Product Research |
| 626   | E10_5C1   | Online sources used for research - Pharmaceuticals - Retailer's websites  | Online Product Research |
| 627   | E10_5C2   | Online sources used for research - Pharmaceuticals - Manufacturer's websites  | Online Product Research |
| 628   | E10_5C3   | Online sources used for research - Pharmaceuticals - Comparison shopping websites                                   | Online Product Research |
| 629   | E10_5C5   | Online sources used for research - Pharmaceuticals - Amazon   | Online Product Research |
| 630   | E10_5C8   | Online sources used for research - Pharmaceuticals - None   | Online Product Research |
| 631   | E10_6C1   | Online sources used for research - Sporting goods - Retailer's websites   | Online Product Research |
| 632   | E10_6C2   | Online sources used for research - Sporting goods - Manufacturer's websites   | Online Product Research |
| 633   | E10_6C3   | Online sources used for research - Sporting goods - Comparison shopping websites                                    | Online Product Research |
| 634   | E10_6C4   | Online sources used for research - Sporting goods - Ebay  | Online Product Research |
| 635   | E10_6C5   | Online sources used for research - Sporting goods - Amazon  | Online Product Research |
| 636   | E10_7C1   | Online sources used for research - Vacation / travel - Retailer's websites  | Online Product Research |
| 637   | E10_7C2   | Online sources used for research - Vacation / travel - Manufacturer's websites                                      | Online Product Research |
| 638   | E10_7C3   | Online sources used for research - Vacation / travel - Comparison shopping websites                                 | Online Product Research |



| Order | Variable  | Description   | Category                |
|-------|-----------|---|-------------------------|
| 639   | E10_7C6   | Online sources used for research - Vacation / travel - Social media   | Online Product Research |
| 640   | E10_7C7   | Online sources used for research - Vacation / travel - Other  | Online Product Research |
| 641   | E10_8C1   | Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Retailer's websites                 | Online Product Research |
| 642   | E10_8C2   | Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Manufacturer's websites             | Online Product Research |
| 643   | E10_8C3   | Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - Comparison shopping websites        | Online Product Research |
| 644   | E10_8C8   | Online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - None                                | Online Product Research |
| 645   | E10_9C1   | Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Retailer's websites          | Online Product Research |
| 646   | E10_9C2   | Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Manufacturer's websites      | Online Product Research |
| 647   | E10_9C3   | Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Comparison shopping websites | Online Product Research |
| 648   | E10_9C5   | Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Amazon                       | Online Product Research |
| 649   | E10_9C6   | Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Social media                 | Online Product Research |
| 650   | E10_10C1  | Online sources used for research - Insurance products - Retailer's websites   | Online Product Research |
| 651   | E10_10C2  | Online sources used for research - Insurance products - Manufacturer's websites   | Online Product Research |
| 652   | E10_10C3  | Online sources used for research - Insurance products - Comparison shopping websites  | Online Product Research |
| 653   | E10_10C6  | Online sources used for research - Insurance products - Social media (!)  | Online Product Research |
| 654   | E10_21C1  | Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - Retailer's websites                       | Online Product Research |
| 655   | E10_21C2  | Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - Manufacturer's websites                   | Online Product Research |
| 656   | E10_21C3  | Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - Comparison shopping websites (!)          | Online Product Research |
| 657   | E10_21C8  | Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - None                                      | Online Product Research |
| 658   | E10_22C1  | Online sources used for research - Government services - Retailer's websites  | Online Product Research |
| 659   | E10_22C2  | Online sources used for research - Government services - Manufacturer's websites  | Online Product Research |
| 660   | E10_22C3  | Online sources used for research - Government services - Comparison shopping websites   | Online Product Research |
| 661   | E10_22C6  | Online sources used for research - Government services - Social media   | Online Product Research |
| 662   | E10_22C7  | Online sources used for research - Government services - Other  | Online Product Research |
| 663   | E10_22C8  | Online sources used for research - Government services - None   | Online Product Research |
| 664   | E11_1C1   | Number of online sources used for research - Automotive - 1 or 2  | Online Product Research |
| 665   | E11_1C2   | Number of online sources used for research - Automotive - 3 to 5  | Online Product Research |
| 666   | E11_1C3   | Number of online sources used for research - Automotive - More than 5   | Online Product Research |
| 667   | E11_2C1   | Number of online sources used for research - Babies and children - 1 or 2   | Online Product Research |
| 668   | E11_2C23  | Number of online sources used for research - Babies and children - More than 2  | Online Product Research |
| 669   | E11_3C1   | Number of online sources used for research - Media (books , magazines, music, DVD's) - 1 or 2                                 | Online Product Research |
| 670   | E11_3C23  | Number of online sources used for research - Media (books , magazines, music, DVD's) - More than 2                            | Online Product Research |
| 671   | E11_4C1   | Number of online sources used for research - Clothing & fashions - 1 or 2   | Online Product Research |
| 672   | E11_4C2   | Number of online sources used for research - Clothing & fashions - 3 to 5   | Online Product Research |
| 673   | E11_4C3   | Number of online sources used for research - Clothing & fashions - More than 5  | Online Product Research |
| 674   | E11_5C1   | Number of online sources used for research - Home electronics & computers - 1 or 2  | Online Product Research |
| 675   | E11_5C2   | Number of online sources used for research - Home electronics & computers - 3 to 5  | Online Product Research |
| 676   | E11_5C3   | Number of online sources used for research - Home electronics & computers - More than 5                                       | Online Product Research |
| 677   | E11_6C1   | Number of online sources used for research - Event tickets (movies, concerts, sporting events) - 1 or 2                       | Online Product Research |
| 678   | E11_6C23  | Number of online sources used for research - Event tickets (movies, concerts, sporting events) - More than 2                  | Online Product Research |
| 679   | E11_7C1   | Number of online sources used for research - Gift card / certificate - 1 or 2   | Online Product Research |
| 680   | E11_7C23  | Number of online sources used for research - Gift card / certificate - More than 2  | Online Product Research |
| 681   | E11_8C1   | Number of online sources used for research - Groceries - 1 or 2   | Online Product Research |
| 682   | E11_8C2   | Number of online sources used for research - Groceries - 3 to 5   | Online Product Research |
| 683   | E11_8C3   | Number of online sources used for research - Groceries - More than 5  | Online Product Research |
| 684   | E11_9C1   | Number of online sources used for research - Beauty & cosmetics - 1 or 2  | Online Product Research |
| 685   | E11_9C23  | Number of online sources used for research - Beauty & cosmetics - More than 2   | Online Product Research |
| 686   | E11_10C1  | Number of online sources used for research - Home & garden - 1 or 2   | Online Product Research |
| 687   | E11_10C2  | Number of online sources used for research - Home & garden - 3 to 5   | Online Product Research |
| 688   | E11_10C3  | Number of online sources used for research - Home & garden - More than 5 (!)  | Online Product Research |
| 689   | E11_11C1  | Number of online sources used for research - Financial products - 1 or 2  | Online Product Research |
| 690   | E11_11C2  | Number of online sources used for research - Financial products - 3 to 5  | Online Product Research |
| 691   | E11_11C3  | Number of online sources used for research - Financial products - More than 5   | Online Product Research |
| 692   | E11_12C1  | Number of online sources used for research - Office supplies - 1 or 2   | Online Product Research |
| 693   | E11_12C23 | Number of online sources used for research - Office supplies - More than 2  | Online Product Research |
| 694   | E11_13C1  | Number of online sources used for research - Pets and pet goods - About 1 or 2  | Online Product Research |
| 695   | E11_13C23 | Number of online sources used for research - Pets and pet goods - More than 2   | Online Product Research |
| 696   | E11_14C1  | Number of online sources used for research - Health products or services - About 1 or 2                                       | Online Product Research |
| 697   | E11_14C2  | Number of online sources used for research - Health products or services - About 3 to 5                                       | Online Product Research |
| 698   | E11_14C3  | Number of online sources used for research - Health products or services - More than 5 (!)                                    | Online Product Research |
| 699   | E11_15C1  | Number of online sources used for research - Sporting goods - 1 or 2  | Online Product Research |
| 700   | E11_15C2  | Number of online sources used for research - Sporting goods - 3 to 5  | Online Product Research |
| 701   | E11_15C3  | Number of online sources used for research - Sporting goods - More than 5   | Online Product Research |
| 702   | E11_16C1  | Number of online sources used for research - Vacation / travel - 1 or 2   | Online Product Research |
| 703   | E11_16C2  | Number of online sources used for research - Vacation / travel - 3 to 5   | Online Product Research |
| 704   | E11_16C3  | Number of online sources used for research - Vacation / travel - More than 5  | Online Product Research |
| 705   | E11_18C1  | Number of online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - 1 or 2                    | Online Product Research |
| 706   | E11_18C23 | Number of online sources used for research - Food home delivery services (e.g. Foodora & JustEat) - More than 2               | Online Product Research |
| 707   | E11_19C1  | Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - 1 or 2             | Online Product Research |
| 708   | E11_19C2  | Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - 3 to 5             | Online Product Research |
| 709   | E11_19C3  | Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - More than 5        | Online Product Research |
| 710   | E11_20C1  | Number of online sources used for research - Insurance products - 1 or 2  | Online Product Research |
| 711   | E11_20C2  | Number of online sources used for research - Insurance products - 3 to 5  | Online Product Research |
| 712   | E11_20C3  | Number of online sources used for research - Insurance products - More than 5   | Online Product Research |
| 713   | E11_21C1  | Number of online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - About 1 or 2                    | Online Product Research |
| 714   | E11_21C23 | Number of online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - About 3 or more                 | Online Product Research |
| 715   | E11_22C1  | Number of online sources used for research - Government services - About 1 or 2   | Online Product Research |
| 716   | E11_22C23 | Number of online sources used for research - Government services - About 3 or more  | Online Product Research |
| 717   | E12_1C1   | Product information searched using online sources - Customer reviews / ratings  | Online Product Research |
| 718   | E12_2C2   | Product information searched using online sources - Consumer Reports  | Online Product Research |

| Order | Variable  | Description   | Category                |
|-------|-----------|---|-------------------------|
| 719   | E12_3C3   | Product information searched using online sources - Expert opinions recommending "the best" product                     | Online Product Research |
| 720   | E12_4C4   | Product information searched using online sources - Ideas / solutions   | Online Product Research |
| 721   | E12_5C5   | Product information searched using online sources - Price   | Online Product Research |
| 722   | E12_6C6   | Product information searched using online sources - Retailer(s) with best price   | Online Product Research |
| 723   | E12_7C7   | Product information searched using online sources - Product availability  | Online Product Research |
| 724   | E12_8C8   | Product information searched using online sources - Product specifications / details (colour, size, capabilities, etc.) | Online Product Research |
| 725   | E12_9C9   | Product information searched using online sources - Promotional offers  | Online Product Research |
| 726   | E12_10C10 | Product information searched using online sources - Retail locations  | Online Product Research |
| 727   | E12_11C11 | Product information searched using online sources - New product launches  | Online Product Research |
| 728   | E13C1     | Time passed between Research and Purchase - A few hours or less   | Online Product Research |
| 729   | E13C2     | Time passed between Research and Purchase - A few days  | Online Product Research |
| 730   | E13C3     | Time passed between Research and Purchase - About 1 week  | Online Product Research |
| 731   | E13C4     | Time passed between Research and Purchase - About 2 weeks   | Online Product Research |
| 732   | E13C5     | Time passed between Research and Purchase - About a month   | Online Product Research |
| 733   | E13C6     | Time passed between Research and Purchase - More than a month   | Online Product Research |
| 734   | E14_1C35  | Action after online research - Intend to purchase   | Online Product Research |
| 735   | E14_2C35  | Action after online research - Immediately purchase online  | Online Product Research |
| 736   | E14_3C35  | Action after online research - Eventually purchase online   | Online Product Research |
| 737   | E14_4C35  | Action after online research - Purchase in-store  | Online Product Research |
| 738   | E15_1C45  | Reason for purchasing in-store after researching online - Do not own a credit card                                      | Online Product Research |
| 739   | E15_2C45  | Reason for purchasing in-store after researching online - Enjoy shopping experience in-store                            | Online Product Research |
| 740   | E15_3C45  | Reason for purchasing in-store after researching online - Want the help of in-store sales associate                     | Online Product Research |
| 741   | E15_4C45  | Reason for purchasing in-store after researching online - Product doesn't ship to Canada                                | Online Product Research |
| 742   | E15_5C45  | Reason for purchasing in-store after researching online - Uncomfortable using credit card online                        | Online Product Research |
| 743   | E15_6C45  | Reason for purchasing in-store after researching online - Shipping charges  | Online Product Research |
| 744   | E15_7C45  | Reason for purchasing in-store after researching online - Duty fees   | Online Product Research |
| 745   | E15_8C45  | Reason for purchasing in-store after researching online - Inconvenient returns, if needed                               | Online Product Research |
| 746   | E15_9C45  | Reason for purchasing in-store after researching online - Cost of returns, if needed                                    | Online Product Research |
| 747   | E15_10C45 | Reason for purchasing in-store after researching online - Need immediately  | Online Product Research |
| 748   | E15_11C45 | Reason for purchasing in-store after researching online - Need to touch/feel before buy                                 | Online Product Research |
| 749   | E15_12C45 | Reason for purchasing in-store after researching online - online product condition concerns                             | Online Product Research |
| 750   | E15_13C45 | Reason for purchasing in-store after researching online - Product fit concerns  | Online Product Research |
| 751   | E15_14C45 | Reason for purchasing in-store after researching online - Quality or freshness  | Online Product Research |
| 752   | E15_15C45 | Reason for purchasing in-store after researching online - Other (!)   | Online Product Research |
| 753   | E3B_1C1   | Retail products purchased online [Pst 12 Mths] - Automotive   | Online Product Purchase |
| 754   | E3B_2C2   | Retail products purchased online [Pst 12 Mths] - Babies and children  | Online Product Purchase |
| 755   | E3B_3C3   | Retail products purchased online [Pst 12 Mths] - Media (books , magazines, music, DVD's)                                | Online Product Purchase |
| 756   | E3B_4C4   | Retail products purchased online [Pst 12 Mths] - Clothing & Fashions  | Online Product Purchase |
| 757   | E3B_5C5   | Retail products purchased online [Pst 12 Mths] - Home Electronics & Computers   | Online Product Purchase |
| 758   | E3B_6C6   | Retail products purchased online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events)                      | Online Product Purchase |
| 759   | E3B_7C7   | Retail products purchased online [Pst 12 Mths] - Gift card / certificate  | Online Product Purchase |
| 760   | E3B_8C8   | Retail products purchased online [Pst 12 Mths] - Groceries  | Online Product Purchase |
| 761   | E3B_9C9   | Retail products purchased online [Pst 12 Mths] - Beauty & Cosmetics   | Online Product Purchase |
| 762   | E3B_10C10 | Retail products purchased online [Pst 12 Mths] - Home & Garden  | Online Product Purchase |
| 763   | E3B_11C11 | Retail products purchased online [Pst 12 Mths] - Financial products   | Online Product Purchase |
| 764   | E3B_12C12 | Retail products purchased online [Pst 12 Mths] - Office supplies  | Online Product Purchase |
| 765   | E3B_13C13 | Retail products purchased online [Pst 12 Mths] - Pets and pet goods   | Online Product Purchase |
| 766   | E3B_14C14 | Retail products purchased online [Pst 12 Mths] - Health products or services  | Online Product Purchase |
| 767   | E3B_15C15 | Retail products purchased online [Pst 12 Mths] - Sporting goods   | Online Product Purchase |
| 768   | E3B_16C16 | Retail products purchased online [Pst 12 Mths] - Vacation / travel  | Online Product Purchase |
| 769   | E3B_17C17 | Retail products purchased online [Pst 12 Mths] - None of the above  | Online Product Purchase |
| 770   | E3B_18C18 | Retail products purchased online [Pst 12 Mths] - Food Home delivery services  | Online Product Purchase |
| 771   | E3B_19C19 | Retail products purchased online [Pst 12 Mths] - Wireless service providers   | Online Product Purchase |
| 772   | E3B_20C20 | Retail products purchased online [Pst 12 Mths] - Insurance products   | Online Product Purchase |
| 773   | E3B_21C21 | Retail products purchased online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh)                         | Online Product Purchase |
| 774   | E3B_22C22 | Retail products purchased online [Pst 12 Mths] - Government services  | Online Product Purchase |
| 775   | E4_1C12   | Spent online on - Automotive [Pst 12 Mths] - Less than \$100 (!)  | Online Product Purchase |
| 776   | E4_1C34   | Spent online on - Automotive [Pst 12 Mths] - \$100-\$499  | Online Product Purchase |
| 777   | E4_1C56   | Spent online on - Automotive [Pst 12 Mths] - \$500 or more  | Online Product Purchase |
| 778   | E4_2C12   | Spent online on - Babies & Kids [Pst 12 Mths] - Less than \$100   | Online Product Purchase |
| 779   | E4_2C3    | Spent online on - Babies & Kids [Pst 12 Mths] - \$100-\$249 (!)   | Online Product Purchase |
| 780   | E4_2C456  | Spent online on - Babies & Kids [Pst 12 Mths] - \$250 or more   | Online Product Purchase |
| 781   | E4_3C1    | Spent online on - Media (books , magazines, music, DVD's) [Pst 12 Mths] - Less than \$50                                | Online Product Purchase |
| 782   | E4_3C2    | Spent online on - Media (books , magazines, music, DVD's) [Pst 12 Mths] - \$50-\$99                                     | Online Product Purchase |
| 783   | E4_3C3    | Spent online on - Media (books , magazines, music, DVD's) [Pst 12 Mths] - \$100-\$249                                   | Online Product Purchase |
| 784   | E4_3C456  | Spent online on - Media (books , magazines, music, DVD's) [Pst 12 Mths] - \$250 or more                                 | Online Product Purchase |
| 785   | E4_4C12   | Spent online on - Clothing & Fashions [Pst 12 Mths] - Less than \$100   | Online Product Purchase |
| 786   | E4_4C3    | Spent online on - Clothing & Fashions [Pst 12 Mths] - \$100-\$249   | Online Product Purchase |
| 787   | E4_4C4    | Spent online on - Clothing & Fashions [Pst 12 Mths] - \$250-\$499   | Online Product Purchase |
| 788   | E4_4C5    | Spent online on - Clothing & Fashions [Pst 12 Mths] - \$500-\$999   | Online Product Purchase |
| 789   | E4_4C6    | Spent online on - Clothing & Fashions [Pst 12 Mths] - \$1000 or more  | Online Product Purchase |
| 790   | E4_5C12   | Spent online on - Home Electronics & Computers [Pst 12 Mths] - Less than \$100  | Online Product Purchase |
| 791   | E4_5C3    | Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$100-\$249  | Online Product Purchase |
| 792   | E4_5C4    | Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$250-\$499  | Online Product Purchase |
| 793   | E4_5C5    | Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$500-\$999  | Online Product Purchase |
| 794   | E4_5C6    | Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$1000 or more   | Online Product Purchase |
| 795   | E4_6C1    | Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - Less than \$50                      | Online Product Purchase |
| 796   | E4_6C2    | Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$50-\$99                           | Online Product Purchase |
| 797   | E4_6C3    | Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$100-\$249                         | Online Product Purchase |
| 798   | E4_6C4    | Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$250-\$499                         | Online Product Purchase |

| Order | Variable   | Description  | Category                |
|-------|------------|--|-------------------------|
| 799   | E4_6C5     | Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$500-\$999                          | Online Product Purchase |
| 800   | E4_6C6     | Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$1000 or more (!)                   | Online Product Purchase |
| 801   | E4_7C1     | Spent online on - Gift card / certificate [Pst 12 Mths] - Less than \$50   | Online Product Purchase |
| 802   | E4_7C2     | Spent online on - Gift card / certificate [Pst 12 Mths] - \$50-\$99  | Online Product Purchase |
| 803   | E4_7C3     | Spent online on - Gift card / certificate [Pst 12 Mths] - \$100-\$249  | Online Product Purchase |
| 804   | E4_7C456   | Spent online on - Gift card / certificate [Pst 12 Mths] - \$250 or more  | Online Product Purchase |
| 805   | E4_8C12    | Spent online on - Groceries [Pst 12 Mths] - Less than \$100 (!)  | Online Product Purchase |
| 806   | E4_8C34    | Spent online on - Groceries [Pst 12 Mths] - \$100-\$499  | Online Product Purchase |
| 807   | E4_8C56    | Spent online on - Groceries [Pst 12 Mths] - \$500 or more (!)  | Online Product Purchase |
| 808   | E4_9C1     | Spent online on - Beauty & Cosmetics [Pst 12 Mths] - Less than \$50 (!)  | Online Product Purchase |
| 809   | E4_9C2     | Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$50-\$99   | Online Product Purchase |
| 810   | E4_9C3     | Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$100-\$249   | Online Product Purchase |
| 811   | E4_9C456   | Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$250 or more   | Online Product Purchase |
| 812   | E4_10C12   | Spent online on - Home & Garden [Pst 12 Mths] - Less than \$100  | Online Product Purchase |
| 813   | E4_10C3    | Spent online on - Home & Garden [Pst 12 Mths] - \$100-\$249  | Online Product Purchase |
| 814   | E4_10C456  | Spent online on - Home & Garden [Pst 12 Mths] - \$250 or more  | Online Product Purchase |
| 815   | E4_11C1    | Spent online on - Financial products [Pst 12 Mths] - Less than \$50 (!)  | Online Product Purchase |
| 816   | E4_11C23   | Spent online on - Financial products [Pst 12 Mths] - \$50-\$249  | Online Product Purchase |
| 817   | E4_11C45   | Spent online on - Financial products [Pst 12 Mths] - \$250-\$999 (!)   | Online Product Purchase |
| 818   | E4_11C6    | Spent online on - Financial products [Pst 12 Mths] - \$1000 or more  | Online Product Purchase |
| 819   | E4_12C1    | Spent online on - Office supplies [Pst 12 Mths] - Less than \$50   | Online Product Purchase |
| 820   | E4_12C2    | Spent online on - Office supplies [Pst 12 Mths] - \$50-\$99  | Online Product Purchase |
| 821   | E4_12C3    | Spent online on - Office supplies [Pst 12 Mths] - \$100-\$249  | Online Product Purchase |
| 822   | E4_12C456  | Spent online on - Office supplies [Pst 12 Mths] - \$250 or more  | Online Product Purchase |
| 823   | E4_13C12   | Spent online on - Pets and pet goods [Pst 12 Mths] - Less than \$100   | Online Product Purchase |
| 824   | E4_13C3456 | Spent online on - Pets and pet goods [Pst 12 Mths] - \$100 or more   | Online Product Purchase |
| 825   | E4_14C1    | Spent online on - Health products or services [Pst 12 Mths] - Less than \$50 (!)   | Online Product Purchase |
| 826   | E4_14C2    | Spent online on - Health products or services [Pst 12 Mths] - \$50-\$99  | Online Product Purchase |
| 827   | E4_14C3    | Spent online on - Health products or services [Pst 12 Mths] - \$100-\$249  | Online Product Purchase |
| 828   | E4_14C456  | Spent online on - Health products or services [Pst 12 Mths] - \$250 or more  | Online Product Purchase |
| 829   | E4_15C12   | Spent online on - Sporting goods [Pst 12 Mths] - Less than \$100   | Online Product Purchase |
| 830   | E4_15C3    | Spent online on - Sporting goods [Pst 12 Mths] - \$100-\$249   | Online Product Purchase |
| 831   | E4_15C456  | Spent online on - Sporting goods [Pst 12 Mths] - \$250 or more   | Online Product Purchase |
| 832   | E4_16C123  | Spent online on - Vacation / travel [Pst 12 Mths] - Less than \$250  | Online Product Purchase |
| 833   | E4_16C4    | Spent online on - Vacation / travel [Pst 12 Mths] - \$250-\$499  | Online Product Purchase |
| 834   | E4_16C5    | Spent online on - Vacation / travel [Pst 12 Mths] - \$500-\$999  | Online Product Purchase |
| 835   | E4_16C6    | Spent online on - Vacation / travel [Pst 12 Mths] - \$1000 or more   | Online Product Purchase |
| 836   | E4_18C12   | Spent online on - Food home delivery services (e.g. Foodora & JustEat) [Pst 12 Mths] - Less than \$100                   | Online Product Purchase |
| 837   | E4_18C3    | Spent online on - Food home delivery services (e.g. Foodora & JustEat) [Pst 12 Mths] - \$100-\$249 (!)                   | Online Product Purchase |
| 838   | E4_18C456  | Spent online on - Food home delivery services (e.g. Foodora & JustEat) [Pst 12 Mths] - \$250 or more (!)                 | Online Product Purchase |
| 839   | E4_19C1    | Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - Less than \$50 (!)         | Online Product Purchase |
| 840   | E4_19C2    | Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$50-\$99                  | Online Product Purchase |
| 841   | E4_19C3    | Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$100-\$249                | Online Product Purchase |
| 842   | E4_19C4    | Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$250-\$499                | Online Product Purchase |
| 843   | E4_19C5    | Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$500-\$999                | Online Product Purchase |
| 844   | E4_19C6    | Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths] - \$1000 or more             | Online Product Purchase |
| 845   | E4_20C123  | Spent online on - Insurance products [Pst 12 Mths] - Less than \$250   | Online Product Purchase |
| 846   | E4_20C45   | Spent online on - Insurance products [Pst 12 Mths] - \$250-\$999   | Online Product Purchase |
| 847   | E4_20C6    | Spent online on - Insurance products [Pst 12 Mths] - \$1000 or more  | Online Product Purchase |
| 848   | E4_21C12   | Spent online on - Online meal kits (e.g. Good Food, Hello Fresh) [Pst 12 Mths] - Less than \$100 (!)                     | Online Product Purchase |
| 849   | E4_21C3456 | Spent online on - Online meal kits (e.g. Good Food, Hello Fresh) [Pst 12 Mths] - \$100 or more                           | Online Product Purchase |
| 850   | E4_22C1    | Spent online on - Government services [Pst 12 Mths] - Less than \$50   | Online Product Purchase |
| 851   | E4_22C2    | Spent online on - Government services [Pst 12 Mths] - \$50-\$99 (!)  | Online Product Purchase |
| 852   | E4_22C3    | Spent online on - Government services [Pst 12 Mths] - \$100-\$249  | Online Product Purchase |
| 853   | E4_22C456  | Spent online on - Government services [Pst 12 Mths] - \$250 or more  | Online Product Purchase |
| 854   | E5_1C12    | Percentage of total spend spent online [Pst 12 Mths] - Automotive - Less than 25%  | Online Product Purchase |
| 855   | E5_1C345   | Percentage of total spend spent online [Pst 12 Mths] - Automotive - 25% to 100%  | Online Product Purchase |
| 856   | E5_2C12    | Percentage of total spend spent online [Pst 12 Mths] - Babies and children - Less than 25%                               | Online Product Purchase |
| 857   | E5_2C345   | Percentage of total spend spent online [Pst 12 Mths] - Babies and children - 25% to 100%                                 | Online Product Purchase |
| 858   | E5_3C1     | Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - Less than 10%           | Online Product Purchase |
| 859   | E5_3C2     | Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 10% to 24%              | Online Product Purchase |
| 860   | E5_3C3     | Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 25% to 49%              | Online Product Purchase |
| 861   | E5_3C4     | Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 50% to 74%              | Online Product Purchase |
| 862   | E5_3C5     | Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 75% to 100%             | Online Product Purchase |
| 863   | E5_4C1     | Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - Less than 10%                               | Online Product Purchase |
| 864   | E5_4C2     | Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 10% to 24%                                  | Online Product Purchase |
| 865   | E5_4C3     | Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 25% to 49%                                  | Online Product Purchase |
| 866   | E5_4C4     | Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 50% to 74%                                  | Online Product Purchase |
| 867   | E5_4C5     | Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 75% to 100% (!)                             | Online Product Purchase |
| 868   | E5_5C1     | Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - Less than 10%                      | Online Product Purchase |
| 869   | E5_5C2     | Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 10% to 24%                         | Online Product Purchase |
| 870   | E5_5C3     | Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 25% to 49%                         | Online Product Purchase |
| 871   | E5_5C4     | Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 50% to 74%                         | Online Product Purchase |
| 872   | E5_5C5     | Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 75% to 100%                        | Online Product Purchase |
| 873   | E5_6C1     | Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - Less than 10% | Online Product Purchase |
| 874   | E5_6C2     | Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 10% to 24%    | Online Product Purchase |
| 875   | E5_6C3     | Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 25% to 49%    | Online Product Purchase |
| 876   | E5_6C4     | Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 50% to 74%    | Online Product Purchase |
| 877   | E5_6C5     | Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 75% to 100%   | Online Product Purchase |
| 878   | E5_7C1     | Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - Less than 10%                           | Online Product Purchase |

| Order | Variable  | Description   | Category                |
|-------|-----------|---|-------------------------|
| 879   | E5_7C2    | Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 10% to 24%   | Online Product Purchase |
| 880   | E5_7C3    | Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 25% to 49%   | Online Product Purchase |
| 881   | E5_7C4    | Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 50% to 74%   | Online Product Purchase |
| 882   | E5_7C5    | Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 75% to 100%  | Online Product Purchase |
| 883   | E5_8C1    | Percentage of total spend spent online [Pst 12 Mths] - Groceries - Less than 10%  | Online Product Purchase |
| 884   | E5_8C2    | Percentage of total spend spent online [Pst 12 Mths] - Groceries - 10% to 24% (!)   | Online Product Purchase |
| 885   | E5_8C345  | Percentage of total spend spent online [Pst 12 Mths] - Groceries - 25% to 100%  | Online Product Purchase |
| 886   | E5_9C1    | Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - Less than 10%   | Online Product Purchase |
| 887   | E5_9C2    | Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 10% to 24%  | Online Product Purchase |
| 888   | E5_9C3    | Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 25% to 49%  | Online Product Purchase |
| 889   | E5_9C45   | Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 50% to 100%   | Online Product Purchase |
| 890   | E5_10C1   | Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - Less than 10%  | Online Product Purchase |
| 891   | E5_10C2   | Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 10% to 24%   | Online Product Purchase |
| 892   | E5_10C3   | Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 25% to 49% (!)   | Online Product Purchase |
| 893   | E5_10C45  | Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 50% to 100% (!)  | Online Product Purchase |
| 894   | E5_11C12  | Percentage of total spend spent online [Pst 12 Mths] - Financial products - Less than 25%   | Online Product Purchase |
| 895   | E5_11C34  | Percentage of total spend spent online [Pst 12 Mths] - Financial products - 25% to 74%  | Online Product Purchase |
| 896   | E5_11C5   | Percentage of total spend spent online [Pst 12 Mths] - Financial products - 75% to 100%   | Online Product Purchase |
| 897   | E5_12C1   | Percentage of total spend spent online [Pst 12 Mths] - Office supplies - Less than 10%  | Online Product Purchase |
| 898   | E5_12C2   | Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 10% to 24%   | Online Product Purchase |
| 899   | E5_12C3   | Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 25% to 49%   | Online Product Purchase |
| 900   | E5_12C4   | Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 50% to 74%   | Online Product Purchase |
| 901   | E5_12C5   | Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 75% to 100%  | Online Product Purchase |
| 902   | E5_13C12  | Percentage of total spend spent online [Pst 12 Mths] - Pets and pet goods - Less than 25%   | Online Product Purchase |
| 903   | E5_13C345 | Percentage of total spend spent online [Pst 12 Mths] - Pets and pet goods - 25% to 100%   | Online Product Purchase |
| 904   | E5_14C1   | Percentage of total spend spent online [Pst 12 Mths] - Health products or services - Less than 10%                                  | Online Product Purchase |
| 905   | E5_14C2   | Percentage of total spend spent online [Pst 12 Mths] - Health products or services - 10% to 24%                                     | Online Product Purchase |
| 906   | E5_14C3   | Percentage of total spend spent online [Pst 12 Mths] - Health products or services - 25% to 49%                                     | Online Product Purchase |
| 907   | E5_14C45  | Percentage of total spend spent online [Pst 12 Mths] - Health products or services - 50% to 100%                                    | Online Product Purchase |
| 908   | E5_15C1   | Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - Less than 10% (!)   | Online Product Purchase |
| 909   | E5_15C2   | Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 10% to 24%  | Online Product Purchase |
| 910   | E5_15C3   | Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 25% to 49%  | Online Product Purchase |
| 911   | E5_15C45  | Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 50% to 100%   | Online Product Purchase |
| 912   | E5_16C1   | Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - Less than 10% (!)  | Online Product Purchase |
| 913   | E5_16C2   | Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 10% to 24%   | Online Product Purchase |
| 914   | E5_16C3   | Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 25% to 49%   | Online Product Purchase |
| 915   | E5_16C4   | Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 50% to 74%   | Online Product Purchase |
| 916   | E5_16C5   | Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 75% to 100%  | Online Product Purchase |
| 917   | 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 |
| 918   | E5_18C234 | Percentage of total spend spent online [Pst 12 Mths] - Food Home delivery services (e.g. Foodora & JustEat) - 10% to 74%            | Online Product Purchase |
| 919   | 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 |
| 920   | 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 |
| 921   | 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 |
| 922   | 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 |
| 923   | 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 |
| 924   | 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 |
| 925   | E5_20C12  | Percentage of total spend spent online [Pst 12 Mths] - Insurance products - Less than 25%   | Online Product Purchase |
| 926   | E5_20C34  | Percentage of total spend spent online [Pst 12 Mths] - Insurance products - 25% to 74%  | Online Product Purchase |
| 927   | E5_20C5   | Percentage of total spend spent online [Pst 12 Mths] - Insurance products - 75% to 100%   | Online Product Purchase |
| 928   | E5_21C12  | Percentage of total spend spent online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - Less than 25%               | Online Product Purchase |
| 929   | E5_21C345 | Percentage of total spend spent online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - 25% to 100%                 | Online Product Purchase |
| 930   | E5_22C1   | Percentage of total spend spent online [Pst 12 Mths] - Government Services - Less than 10%  | Online Product Purchase |
| 931   | E5_22C234 | Percentage of total spend spent online [Pst 12 Mths] - Government Services - 10% to 74%   | Online Product Purchase |
| 932   | E5_22C5   | Percentage of total spend spent online [Pst 12 Mths] - Government Services - 75% to 100%  | Online Product Purchase |
| 933   | E6_1C2    | Expected online spend [Nxt 12 Mths] - Automotive - The Same   | Online Product Purchase |
| 934   | E6_1C3    | Expected online spend [Nxt 12 Mths] - Automotive - More   | Online Product Purchase |
| 935   | E6_2C2    | Expected online spend [Nxt 12 Mths] - Babies & Kids - The Same  | Online Product Purchase |
| 936   | E6_2C3    | Expected online spend [Nxt 12 Mths] - Babies & Kids - More  | Online Product Purchase |
| 937   | E6_3C1    | Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - Less  | Online Product Purchase |
| 938   | E6_3C2    | Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - The Same  | Online Product Purchase |
| 939   | E6_3C3    | Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - More  | Online Product Purchase |
| 940   | E6_4C1    | Expected online spend [Nxt 12 Mths] - Clothing & Fashions - Less  | Online Product Purchase |
| 941   | E6_4C2    | Expected online spend [Nxt 12 Mths] - Clothing & Fashions - The Same  | Online Product Purchase |
| 942   | E6_4C3    | Expected online spend [Nxt 12 Mths] - Clothing & Fashions - More  | Online Product Purchase |
| 943   | E6_5C1    | Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - Less   | Online Product Purchase |
| 944   | E6_5C2    | Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - The Same   | Online Product Purchase |
| 945   | E6_5C3    | Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - More   | Online Product Purchase |
| 946   | E6_6C1    | Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - Less                                      | Online Product Purchase |
| 947   | E6_6C2    | Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - The Same                                  | Online Product Purchase |
| 948   | E6_6C3    | Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - More                                      | Online Product Purchase |
| 949   | E6_7C1    | Expected online spend [Nxt 12 Mths] - Gift card / certificate - Less (!)  | Online Product Purchase |
| 950   | E6_7C2    | Expected online spend [Nxt 12 Mths] - Gift card / certificate - The Same  | Online Product Purchase |
| 951   | E6_7C3    | Expected online spend [Nxt 12 Mths] - Gift card / certificate - More  | Online Product Purchase |
| 952   | E6_8C2    | Expected online spend [Nxt 12 Mths] - Groceries - The Same  | Online Product Purchase |
| 953   | E6_8C3    | Expected online spend [Nxt 12 Mths] - Groceries - More  | Online Product Purchase |
| 954   | E6_9C2    | Expected online spend [Nxt 12 Mths] - Beauty & Cosmetics - The Same   | Online Product Purchase |
| 955   | E6_9C3    | Expected online spend [Nxt 12 Mths] - Beauty & Cosmetics - More   | Online Product Purchase |
| 956   | E6_10C1   | Expected online spend [Nxt 12 Mths] - Home & Garden - Less (!)  | Online Product Purchase |
| 957   | E6_10C2   | Expected online spend [Nxt 12 Mths] - Home & Garden - The Same  | Online Product Purchase |
| 958   | E6_10C3   | Expected online spend [Nxt 12 Mths] - Home & Garden - More  | Online Product Purchase |

| Order | Variable | Description  | Category                |
|-------|----------|--|-------------------------|
| 959   | E6_11C1  | Expected online spend [Nxt 12 Mths] - Financial products - Less (!)  | Online Product Purchase |
| 960   | E6_11C2  | Expected online spend [Nxt 12 Mths] - Financial products - The Same  | Online Product Purchase |
| 961   | E6_11C3  | Expected online spend [Nxt 12 Mths] - Financial products - More  | Online Product Purchase |
| 962   | E6_12C1  | Expected online spend [Nxt 12 Mths] - Office supplies - Less   | Online Product Purchase |
| 963   | E6_12C2  | Expected online spend [Nxt 12 Mths] - Office supplies - The Same   | Online Product Purchase |
| 964   | E6_12C3  | Expected online spend [Nxt 12 Mths] - Office supplies - More   | Online Product Purchase |
| 965   | E6_13C2  | Expected online spend [Nxt 12 Mths] - Pets and pet goods - The Same  | Online Product Purchase |
| 966   | E6_13C3  | Expected online spend [Nxt 12 Mths] - Pets and pet goods - More  | Online Product Purchase |
| 967   | E6_14C2  | Expected online spend [Nxt 12 Mths] - Health products or services - The Same                                 | Online Product Purchase |
| 968   | E6_14C3  | Expected online spend [Nxt 12 Mths] - Health products or services - More                                     | Online Product Purchase |
| 969   | E6_15C1  | Expected online spend [Nxt 12 Mths] - Sporting goods - Less (!)  | Online Product Purchase |
| 970   | E6_15C2  | Expected online spend [Nxt 12 Mths] - Sporting goods - The Same  | Online Product Purchase |
| 971   | E6_15C3  | Expected online spend [Nxt 12 Mths] - Sporting goods - More  | Online Product Purchase |
| 972   | E6_16C1  | Expected online spend [Nxt 12 Mths] - Vacation / travel - Less   | Online Product Purchase |
| 973   | E6_16C2  | Expected online spend [Nxt 12 Mths] - Vacation / travel - The Same   | Online Product Purchase |
| 974   | E6_16C3  | Expected online spend [Nxt 12 Mths] - Vacation / travel - More   | Online Product Purchase |
| 975   | E6_18C2  | Expected online spend [Nxt 12 Mths] - Food Home delivery services (e.g. Foodora & JustEat) - The Same        | Online Product Purchase |
| 976   | E6_18C3  | Expected online spend [Nxt 12 Mths] - Food Home delivery services (e.g. Foodora & JustEat) - More            | Online Product Purchase |
| 977   | E6_19C1  | Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - LESS     | Online Product Purchase |
| 978   | E6_19C2  | Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - The Same | Online Product Purchase |
| 979   | E6_19C3  | Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - More     | Online Product Purchase |
| 980   | E6_20C2  | Expected online spend [Nxt 12 Mths] - Insurance products - The Same  | Online Product Purchase |
| 981   | E6_20C3  | Expected online spend [Nxt 12 Mths] - Insurance products - More  | Online Product Purchase |
| 982   | E6_21C2  | Expected online spend [Nxt 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - The Same              | Online Product Purchase |
| 983   | E6_21C3  | Expected online spend [Nxt 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - More                  | Online Product Purchase |
| 984   | E6_22C1  | Expected online spend [Nxt 12 Mths] - Government services - Less   | Online Product Purchase |
| 985   | E6_22C2  | Expected online spend [Nxt 12 Mths] - Government services - The Same   | Online Product Purchase |
| 986   | E6_22C3  | Expected online spend [Nxt 12 Mths] - Government services - More   | Online Product Purchase |
| 987   | E6BC1    | Preferred form of payment online - Credit card   | Online Product Purchase |
| 988   | E6BC2    | Preferred form of payment online - Debit card with enabled online function                                   | Online Product Purchase |
| 989   | E6BC3    | Preferred form of payment online - Third party (e.g. PayPal)   | Online Product Purchase |
| 990   | E6CC1    | Delivery preference - Groceries online - Delivered Direct to home  | Online Product Purchase |
| 991   | E6CC2    | Delivery preference - Groceries online - Pick up in person at my local store                                 | Online Product Purchase |
| 992   | E6D_1C1  | Online Grocery - Products purchased - Bakery   | Online Product Purchase |
| 993   | E6D_2C2  | Online Grocery - Products purchased - Meat, seafood & deli   | Online Product Purchase |
| 994   | E6D_3C3  | Online Grocery - Products purchased - Frozen grocery (Ice cream, frozen pizza, etc.)                         | Online Product Purchase |
| 995   | E6D_4C4  | Online Grocery - Products purchased - Shelf stable grocery (condiments, cereal, coffee, etc.)                | Online Product Purchase |
| 996   | E6D_5C5  | Online Grocery - Products purchased - Eggs & dairy (milk, yogurt, etc.)                                      | Online Product Purchase |
| 997   | E6D_6C6  | Online Grocery - Products purchased - Produce (fruits and vegetables)  | Online Product Purchase |
| 998   | E6D_7C7  | Online Grocery - Products purchased - Non-Grocery (paper towels, pet food, etc.)                             | Online Product Purchase |
| 999   | E7_1C1   | Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - Never                                  | Retail Channel          |
| 1000  | E7_1C2   | Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 1 or 2 times                           | Retail Channel          |
| 1001  | E7_1C3   | Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 3 to 5 times                           | Retail Channel          |
| 1002  | E7_1C4   | Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 6 to 9 times                           | Retail Channel          |
| 1003  | E7_1C5   | Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 10 or more times                       | Retail Channel          |
| 1004  | E7_2C1   | Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - Never  | Retail Channel          |
| 1005  | E7_2C2   | Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 1 or 2 times                                 | Retail Channel          |
| 1006  | E7_2C3   | Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 3 to 5 times                                 | Retail Channel          |
| 1007  | E7_2C4   | Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 6 to 9 times                                 | Retail Channel          |
| 1008  | E7_2C5   | Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 10 or more times                             | Retail Channel          |
| 1009  | E7_3C1   | Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - Never                                  | Retail Channel          |
| 1010  | E7_3C2   | Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 1 or 2 times                           | Retail Channel          |
| 1011  | E7_3C3   | Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 3 to 5 times                           | Retail Channel          |
| 1012  | E7_3C4   | Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 6 to 9 times                           | Retail Channel          |
| 1013  | E7_3C5   | Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 10 or more times                       | Retail Channel          |
| 1014  | E7_4C1   | Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - Never                                  | Retail Channel          |
| 1015  | E7_4C2   | Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 1 or 2 times                           | Retail Channel          |
| 1016  | E7_4C3   | Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 3 to 5 times                           | Retail Channel          |
| 1017  | E7_4C4   | Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 6 to 9 times                           | Retail Channel          |
| 1018  | E7_4C5   | Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 10 or more times                       | Retail Channel          |
| 1019  | E7_5C1   | Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - Never                                     | Retail Channel          |
| 1020  | E7_5C2   | Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 1 or 2 times                              | Retail Channel          |
| 1021  | E7_5C3   | Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 3 to 5 times                              | Retail Channel          |
| 1022  | E7_5C4   | Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 6 to 9 times                              | Retail Channel          |
| 1023  | E7_5C5   | Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 10 or more times (!)                      | Retail Channel          |
| 1024  | E8_1C1   | Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - Less                                | Retail Channel          |
| 1025  | E8_1C2   | Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - The Same                            | Retail Channel          |
| 1026  | E8_1C3   | Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - More                                | Retail Channel          |
| 1027  | E8_2C1   | Expected shopping frequency [Nxt 12 Mths] - Independent boutique - Less                                      | Retail Channel          |
| 1028  | E8_2C2   | Expected shopping frequency [Nxt 12 Mths] - Independent boutique - The Same                                  | Retail Channel          |
| 1029  | E8_2C3   | Expected shopping frequency [Nxt 12 Mths] - Independent boutique - More                                      | Retail Channel          |
| 1030  | E8_3C1   | Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - Less                                | Retail Channel          |
| 1031  | E8_3C2   | Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - The Same                            | Retail Channel          |
| 1032  | E8_3C3   | Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - More                                | Retail Channel          |
| 1033  | E8_4C1   | Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - Less                                | Retail Channel          |
| 1034  | E8_4C2   | Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - The Same                            | Retail Channel          |
| 1035  | E8_4C3   | Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - More                                | Retail Channel          |
| 1036  | E8_5C1   | Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - Less                                   | Retail Channel          |
| 1037  | E8_5C2   | Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - The Same                               | Retail Channel          |
| 1038  | E8_5C3   | Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - More                                   | Retail Channel          |

| Order | Variable  | Description   | Category           |
|-------|-----------|---|--------------------|
| 1039  | E8BC1     | Used a shopping centre app on your mobile phone while visiting a mall or other shopping centre [Pst 3 Mths] - Yes | Retail Channel     |
| 1040  | E8BC2     | Used a shopping centre app on your mobile phone while visiting a mall or other shopping centre [Pst 3 Mths] - No  | Retail Channel     |
| 1041  | E17_1C45  | Retail Store Choice Factors - Trust / Store loyalty   | Purchase Influence |
| 1042  | E17_2C45  | Retail Store Choice Factors - Location  | Purchase Influence |
| 1043  | E17_3C45  | Retail Store Choice Factors - Promotions / Deals  | Purchase Influence |
| 1044  | E17_4C45  | Retail Store Choice Factors - Return Policy   | Purchase Influence |
| 1045  | E17_5C45  | Retail Store Choice Factors - Customer Service / Knowledgeable staff  | Purchase Influence |
| 1046  | E17_6C45  | Retail Store Choice Factors - Reliability of in-stock merchandise   | Purchase Influence |
| 1047  | E17_7C45  | Retail Store Choice Factors - Canadian vs. US (or other)  | Purchase Influence |
| 1048  | E17_8C45  | Retail Store Choice Factors - Recommendations from family / friends   | Purchase Influence |
| 1049  | E17_9C45  | Retail Store Choice Factors - Social media feedback (Facebook, Twitter)   | Purchase Influence |
| 1050  | E17_10C45 | Retail Store Choice Factors - Consumer feedback / ratings   | Purchase Influence |
| 1051  | E17_11C45 | Retail Store Choice Factors - Rewards program   | Purchase Influence |
| 1052  | E17_12C45 | Retail Store Choice Factors - Ability to conduct pre-purchase research online                                     | Purchase Influence |
| 1053  | E17_13C45 | Retail Store Choice Factors - Ability to make final purchase online if desired                                    | Purchase Influence |
| 1054  | E17_14C45 | Retail Store Choice Factors - Mobile-friendly website / access information via smartphone                         | Purchase Influence |
| 1055  | E17_15C45 | Retail Store Choice Factors - Other (!)   | Retail Channel     |
| 1056  | E18C1     | En route to a store, find location - via store's website  | Retail Channel     |
| 1057  | E18C2     | En route to a store, find location - using phone navigation app (eg. Google Maps, Waze or Apple Maps)             | Retail Channel     |
| 1058  | E18C4     | En route to a store, find location - using GPS device.  | Retail Channel     |
| 1059  | E18C5     | En route to a store, find location - other  | Retail Channel     |
| 1060  | E16_2C45  | Purchase Decision Factors - Country of origin (e.g. Made in Canada)   | Purchase Influence |
| 1061  | E16_3C45  | Purchase Decision Factors - Consumer feedback / ratings   | Purchase Influence |
| 1062  | E16_5C45  | Purchase Decision Factors - Brand loyalty / reputation  | Purchase Influence |
| 1063  | E16_6C45  | Purchase Decision Factors - Store loyalty   | Purchase Influence |
| 1064  | E16_7C45  | Purchase Decision Factors - Recommendation from sales person  | Purchase Influence |
| 1065  | E16_8C45  | Purchase Decision Factors - Word of Mouth   | Purchase Influence |
| 1066  | E16_9C45  | Purchase Decision Factors - Social media feedback (Facebook, Twitter)   | Purchase Influence |
| 1067  | E16_10C45 | Purchase Decision Factors - Promotions / Deals  | Purchase Influence |
| 1068  | E16_11C45 | Purchase Decision Factors - Product quality   | Purchase Influence |
| 1069  | E16_12C45 | Purchase Decision Factors - Price   | Purchase Influence |
| 1070  | E16_1C45  | Purchase Decision Factors - Other   | Purchase Decision  |
| 1071  | E28C1     | Responsible for paying bills in household - Yes   | Billing Preference |
| 1072  | E28C2     | Responsible for paying bills in household - No  | Billing Preference |
| 1073  | E28C1C1   | Why prefer paper bill - Prefer paper  | Billing Preference |
| 1074  | E28C2C2   | Why prefer paper bill - Forget to pay E-bills   | Billing Preference |
| 1075  | E28C3C3   | Why prefer paper bill - Not confident of security   | Billing Preference |
| 1076  | E28C4C4   | Why prefer paper bill - Too much effort to switch   | Billing Preference |
| 1077  | E28C5C5   | Why prefer paper bill - Don't want to disrupt my bill-paying routine  | Billing Preference |
| 1078  | E28C6C6   | Why prefer paper bill - Other   | Billing Preference |
| 1079  | E28B1C1   | Receive bill currently - Gas - Paper (Mailed)   | Billing Preference |
| 1080  | E28B1C2   | Receive bill currently - Gas - Paperless (E-bill)   | Billing Preference |
| 1081  | E28B1C3   | Receive bill currently - Gas - Do not receive   | Billing Preference |
| 1082  | E28B2C1   | Receive bill currently - Electricity - Paper (Mailed)   | Billing Preference |
| 1083  | E28B2C2   | Receive bill currently - Electricity - Paperless (E-bill)   | Billing Preference |
| 1084  | E28B2C3   | Receive bill currently - Electricity - Do not receive   | Billing Preference |
| 1085  | E28B3C1   | Receive bill currently - Water - Paper (Mailed)   | Billing Preference |
| 1086  | E28B3C2   | Receive bill currently - Water - Paperless (E-bill)   | Billing Preference |
| 1087  | E28B3C3   | Receive bill currently - Water - Do not receive   | Billing Preference |
| 1088  | E28B4C1   | Receive bill currently - Cable - Paper (Mailed)   | Billing Preference |
| 1089  | E28B4C2   | Receive bill currently - Cable - Paperless (E-bill)   | Billing Preference |
| 1090  | E28B4C3   | Receive bill currently - Cable - Do not receive   | Billing Preference |
| 1091  | E28B5C1   | Receive bill currently - Mobile Phone - Paper (Mailed)  | Billing Preference |
| 1092  | E28B5C2   | Receive bill currently - Mobile Phone - Paperless (E-bill)  | Billing Preference |
| 1093  | E28B5C3   | Receive bill currently - Mobile Phone - Do not receive  | Billing Preference |
| 1094  | E28B6C1   | Receive bill currently - Credit Card - Paper (Mailed)   | Billing Preference |
| 1095  | E28B6C2   | Receive bill currently - Credit Card - Paperless (E-bill)   | Billing Preference |
| 1096  | E28B6C3   | Receive bill currently - Credit Card - Do not receive   | Billing Preference |
| 1097  | E28B7C1   | Receive bill currently - Bank Account - Paper (Mailed)  | Billing Preference |
| 1098  | E28B7C2   | Receive bill currently - Bank Account - Paperless (E-bill)  | Billing Preference |
| 1099  | E28B7C3   | Receive bill currently - Bank Account - Do not receive  | Billing Preference |
| 1100  | E28B8C1   | Receive bill currently - Trading Account - Paper (Mailed)   | Billing Preference |
| 1101  | E28B8C2   | Receive bill currently - Trading Account - Paperless (E-bill)   | Billing Preference |
| 1102  | E28B8C3   | Receive bill currently - Trading Account - Do not receive   | Billing Preference |
| 1103  | E28B8C4   | Receive bill currently - Trading Account - Unsure   | Billing Preference |
| 1104  | E28B9C1   | Receive bill currently - Line of Credit - Paper (Mailed)  | Billing Preference |
| 1105  | E28B9C2   | Receive bill currently - Line of Credit - Paperless (E-bill)  | Billing Preference |
| 1106  | E28B9C3   | Receive bill currently - Line of Credit - Do not receive  | Billing Preference |
| 1107  | E28B9C4   | Receive bill currently - Line of Credit - Unsure  | Billing Preference |
| 1108  | E28B10C1  | Receive bill currently - Tax - Paper (Mailed)   | Billing Preference |
| 1109  | E28B10C2  | Receive bill currently - Tax - Paperless (E-bill)   | Billing Preference |
| 1110  | E28B10C3  | Receive bill currently - Tax - Do not receive   | Billing Preference |
| 1111  | E28B10C4  | Receive bill currently - Tax - Unsure   | Billing Preference |
| 1112  | E291C1    | Pre-authorized payment (PAP) - Gas  | Payment Preference |
| 1113  | E292C2    | Pre-authorized payment (PAP) - Electricity  | Payment Preference |
| 1114  | E293C3    | Pre-authorized payment (PAP) - Water  | Payment Preference |
| 1115  | E294C4    | Pre-authorized payment (PAP) - Cable  | Payment Preference |
| 1116  | E295C5    | Pre-authorized payment (PAP) - Mobile Phone   | Payment Preference |
| 1117  | E296C6    | Pre-authorized payment (PAP) - Credit Card  | Payment Preference |
| 1118  | E297C7    | Pre-authorized payment (PAP) - Bank Account   | Payment Preference |

| Order | Variable  | Description  | Category           |
|-------|-----------|--|--------------------|
| 1119  | E298C8    | Pre-authorized payment (PAP) - Trading Account   | Payment Preference |
| 1120  | E299C9    | Pre-authorized payment (PAP) - Line of Credit  | Payment Preference |
| 1121  | E2910C10  | Pre-authorized payment (PAP) - Tax   | Payment Preference |
| 1122  | E2911C11  | Pre-authorized payment (PAP) - None of the above   | Payment Preference |
| 1123  | E2912C12  | Pre-authorized payment (PAP) - Prefer not to answer  | Payment Preference |
| 1124  | E29B1C1   | Reason not using PAP - Gas - Prefer to control how much I pay  | Payment Preference |
| 1125  | E29B1C2   | Reason not using PAP - Gas - Not confident of security   | Payment Preference |
| 1126  | E29B1C3   | Reason not using PAP - Gas - Too much effort to setup  | Payment Preference |
| 1127  | E29B1C4   | Reason not using PAP - Gas - Don't want to disrupt my bill-paying routine  | Payment Preference |
| 1128  | E29B2C1   | Reason not using PAP - Electricity - Prefer to control how much I pay  | Payment Preference |
| 1129  | E29B2C2   | Reason not using PAP - Electricity - Not confident of security   | Payment Preference |
| 1130  | E29B2C3   | Reason not using PAP - Electricity - Too much effort to setup  | Payment Preference |
| 1131  | E29B2C4   | Reason not using PAP - Electricity - Don't want to disrupt my bill-paying routine  | Payment Preference |
| 1132  | E29B3C1   | Reason not using PAP - Water - Prefer to control how much I pay  | Payment Preference |
| 1133  | E29B3C2   | Reason not using PAP - Water - Not confident of security   | Payment Preference |
| 1134  | E29B3C3   | Reason not using PAP - Water - Too much effort to setup  | Payment Preference |
| 1135  | E29B3C4   | Reason not using PAP - Water - Don't want to disrupt my bill-paying routine  | Payment Preference |
| 1136  | E29B4C1   | Reason not using PAP - Cable - Prefer to control how much I pay  | Payment Preference |
| 1137  | E29B4C2   | Reason not using PAP - Cable - Not confident of security   | Payment Preference |
| 1138  | E29B4C3   | Reason not using PAP - Cable - Too much effort to setup (!)  | Payment Preference |
| 1139  | E29B4C4   | Reason not using PAP - Cable - Don't want to disrupt my bill-paying routine  | Payment Preference |
| 1140  | E29B5C1   | Reason not using PAP - Mobile Phone - Prefer to control how much I pay   | Payment Preference |
| 1141  | E29B5C2   | Reason not using PAP - Mobile Phone - Not confident of security  | Payment Preference |
| 1142  | E29B5C3   | Reason not using PAP - Mobile Phone - Too much effort to setup (!)   | Payment Preference |
| 1143  | E29B5C4   | Reason not using PAP - Mobile Phone - Don't want to disrupt my bill-paying routine   | Payment Preference |
| 1144  | E29B6C1   | Reason not using PAP - Credit Card - Prefer to control how much I pay  | Payment Preference |
| 1145  | E29B6C2   | Reason not using PAP - Credit Card - Not confident of security   | Payment Preference |
| 1146  | E29B6C3   | Reason not using PAP - Credit Card - Too much effort to setup  | Payment Preference |
| 1147  | E29B6C4   | Reason not using PAP - Credit Card - Don't want to disrupt my bill-paying routine  | Payment Preference |
| 1148  | E29B7C1   | Reason not using PAP - Bank Account - Prefer to control how much I pay   | Payment Preference |
| 1149  | E29B7C2   | Reason not using PAP - Bank Account - Not confident of security  | Payment Preference |
| 1150  | E29B7C3   | Reason not using PAP - Bank Account - Too much effort to setup   | Payment Preference |
| 1151  | E29B7C4   | Reason not using PAP - Bank Account - Don't want to disrupt my bill-paying routine   | Payment Preference |
| 1152  | E29B8C1   | Reason not using PAP - Trading Account - Prefer to control how much I pay  | Payment Preference |
| 1153  | E29B8C2   | Reason not using PAP - Trading Account - Not confident of security   | Payment Preference |
| 1154  | E29B8C3   | Reason not using PAP - Trading Account - Too much effort to setup  | Payment Preference |
| 1155  | E29B8C4   | Reason not using PAP - Trading Account - Don't want to disrupt my bill-paying routine  | Payment Preference |
| 1156  | E29B9C1   | Reason not using PAP - Line of Credit - Prefer to control how much I pay   | Payment Preference |
| 1157  | E29B9C2   | Reason not using PAP - Line of Credit - Not confident of security  | Payment Preference |
| 1158  | E29B9C3   | Reason not using PAP - Line of Credit - Too much effort to setup   | Payment Preference |
| 1159  | E29B9C4   | Reason not using PAP - Line of Credit - Don't want to disrupt my bill-paying routine   | Payment Preference |
| 1160  | E29B10C1  | Reason not using PAP - Tax - Prefer to control how much I pay  | Payment Preference |
| 1161  | E29B10C2  | Reason not using PAP - Tax - Not confident of security   | Payment Preference |
| 1162  | E29B10C3  | Reason not using PAP - Tax - Too much effort to setup  | Payment Preference |
| 1163  | E29B10C4  | Reason not using PAP - Tax - Don't want to disrupt my bill-paying routine  | Payment Preference |
| 1164  | E19_1C34  | Respond to - Direct Response TV (e.g. Infomercials, call-to-order, etc.)   | Marketing          |
| 1165  | E19_2C34  | Respond to - Ad messages to voicemail  | Marketing          |
| 1166  | E19_3C34  | Respond to - Text messages on mobile device  | Marketing          |
| 1167  | E19_4C34  | Respond to - Ads when using search engine  | Marketing          |
| 1168  | E19_5C34  | Respond to - Internet ads that don't move  | Marketing          |
| 1169  | E19_6C34  | Respond to - Internet ads that have sound and/or movement  | Marketing          |
| 1170  | E19_7C34  | Respond to - Internet ads that "pop up"  | Marketing          |
| 1171  | E19_8C34  | Respond to - Advertorials (paid editorial content)   | Marketing          |
| 1172  | E19_9C34  | Respond to - Ads on YouTube  | Marketing          |
| 1173  | E19_10C34 | Respond to - Ads on social media   | Marketing          |
| 1174  | E19_11C34 | Respond to - Ads that show from search or related click through content  | Marketing          |
| 1175  | E20_1C1   | Receive product/promotional information from favourite retailers - Email   | Marketing          |
| 1176  | E20_2C2   | Receive product/promotional information from favourite retailers - Text message  | Marketing          |
| 1177  | E20_3C3   | Receive product/promotional information from favourite retailers - Phone call  | Marketing          |
| 1178  | E20_5C5   | Receive product/promotional information from favourite retailers - Direct mail (e.g. post cards, flyers, etc.)                                     | Marketing          |
| 1179  | E20_6C6   | Receive product/promotional information from favourite retailers - Personalized website experience   | Marketing          |
| 1180  | E20_7C7   | Receive product/promotional information from favourite retailers - Other   | Marketing          |
| 1181  | E21C1     | Receiving text msg when near store selling product of interest - I would love this! I hate to miss a good opportunity.                             | Marketing          |
| 1182  | 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          |
| 1183  | E21C3     | Receiving text msg when near store selling product of interest - I do not want this service; it is bothersome.                                     | Marketing          |
| 1184  | E21C4     | Receiving text msg when near store selling product of interest - I do not own a mobile phone.  | Marketing          |
| 1185  | E22C1     | Receiving information on products/promotions based on past purchase experience - I would love this! I hate to miss a good opportunity.             | Marketing          |
| 1186  | 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          |
| 1187  | E22C3     | Receiving information on products/promotions based on past purchase experience - I do not want this service; it is bothersome                      | Marketing          |
| 1188  | E23_1C34  | I am likely to share shopping deals/product information through social media channels (e.g. Facebook, Twitter, Instagram etc.)                     | Attitudes          |
| 1189  | E23_2C34  | I am likely to share shopping deals or product information through shopping websites (e.g. Redflag Deals, etc.)                                    | Attitudes          |
| 1190  | E23_3C34  | I am likely to shop online via my mobile device, provided the process is easy  | Attitudes          |
| 1191  | E23_4C34  | I use my mobile device to find retail locations that sell products I am looking to buy   | Attitudes          |
| 1192  | E23_5C34  | I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier  | Attitudes          |
| 1193  | E23_6C34  | I am open to receiving relevant marketing messages on my mobile device from retailers I trust  | Attitudes          |
| 1194  | E24_1C34  | I am very comfortable sharing my personal information with retail companies  | Attitudes          |
| 1195  | E24_2C34  | Retail companies should not be allowed to own or share my personal information   | Attitudes          |
| 1196  | E24_3C34  | I am concerned about sharing my personal information with retail companies due to privacy issues, such as using it for marketing purposes          | Attitudes          |
| 1197  | E25_1C34  | Comfortable sharing online with retailer or manufacturer - Age, gender or marital status   | Attitudes          |
| 1198  | E25_2C34  | Comfortable sharing online with retailer or manufacturer - Income or employment information  | Attitudes          |

| Order | Variable | Description  | Category  |
|-------|----------|--|-----------|
| 1199  | E25_3C34 | Comfortable sharing online with retailer or manufacturer - Attitudes, like your opinions of products or services | Attitudes |
| 1200  | E25_4C34 | Comfortable sharing online with retailer or manufacturer - Home or cell phone number                             | Attitudes |
| 1201  | E25_5C34 | Comfortable sharing online with retailer or manufacturer - Home address  | Attitudes |
| 1202  | E25_6C34 | Comfortable sharing online with retailer or manufacturer - Health or disability status                           | Attitudes |
| 1203  | E26_1C34 | Comfortable sharing online with a government agency - Age, gender or marital status                              | Attitudes |
| 1204  | E26_2C34 | Comfortable sharing online with a government agency - Income or employment information                           | Attitudes |
| 1205  | E26_3C34 | Comfortable sharing online with a government agency - Attitudes, like your opinions of products or services      | Attitudes |
| 1206  | E26_4C34 | Comfortable sharing online with a government agency - Home or cell phone number                                  | Attitudes |
| 1207  | E26_5C34 | Comfortable sharing online with a government agency - Home address   | Attitudes |
| 1208  | E26_6C34 | Comfortable sharing online with a government agency - Health or disability status                                | Attitudes |
| 1209  | E27C1    | Preferred way of accessing your weekly store flyer - Delivered Physical / Paper Copy                             | Attitudes |
| 1210  | E27C2    | Preferred way of accessing your weekly store flyer - In store Physical / Paper Copy                              | Attitudes |
| 1211  | E27C3    | Preferred way of accessing your weekly store flyer - Online via the store's app or website                       | Attitudes |
| 1212  | E27C4    | Preferred way of accessing your weekly store flyer - Online via a third-party app or website (i.e. Flipp)        | Attitudes |
| 1213  | E27C5    | Preferred way of accessing your weekly store flyer - I do not read store flyers                                  | Attitudes |