

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1	CODE	Code	Geography	0
2	GEO	Geographic Summarization Indicator	Geography	0
3	SBAS18HP	Total Household Population 18+	Basics	1
4	S5C7	Number of friends/connections in ALL SM networks - 0-49	Social Media General	1
5	S5C8	Number of friends/connections in ALL SM networks - 50-99	Social Media General	1
6	S5C9	Number of friends/connections in ALL SM networks - 100-149	Social Media General	1
7	S5C10	Number of friends/connections in ALL SM networks - 150-199	Social Media General	1
8	S5C11	Number of friends/connections in ALL SM networks - 200-299	Social Media General	1
9	S5C12	Number of friends/connections in ALL SM networks - 300-399	Social Media General	1
10	S5C13	Number of friends/connections in ALL SM networks - 400-499	Social Media General	1
11	S5C14	Number of friends/connections in ALL SM networks - 500-1000	Social Media General	1
12	S5C15	Number of friends/connections in ALL SM networks - More than 1000	Social Media General	1
13	S6B_1C1	Actions taken using SM - Like brand on Facebook - Yes	Social Media General	1
14	S6B_2C2	Actions taken using SM - Follow brand on Twitter - Yes	Social Media General	1
15	S6B_3C3	Actions taken using SM - Subscribe to brand email newsletter - Yes	Social Media General	1
16	S6B_4C4	Actions taken using SM - Subscribe to brand channel on YouTube - Yes	Social Media General	1
17	S6B_5C5	Actions taken using SM - Follow brand on Google+ - Yes	Social Media General	1
18	S6B_6C6	Actions taken using SM - Register or join an exclusive online community of consumers who also like the brand - Yes	Social Media General	1
19	S6B_8C8	Actions taken using SM - Follow brand on Instagram - Yes	Social Media General	1
20	S6CC1	Number of different brands you have elected to interact with through SM [Pst Yr] - 0	Social Media General	1
21	S6CC2	Number of different brands you have elected to interact with through SM [Pst Yr] - 1	Social Media General	1
22	S6CC3	Number of different brands you have elected to interact with through SM [Pst Yr] - 2-5	Social Media General	1
23	S6CC4	Number of different brands you have elected to interact with through SM [Pst Yr] - 6-10	Social Media General	1
24	S6CC5	Number of different brands you have elected to interact with through SM [Pst Yr] - 11-15	Social Media General	1
25	S6CC6	Number of different brands you have elected to interact with through SM [Pst Yr] - 16-20 (!)	Social Media General	1
26	S6CC7	Number of different brands you have elected to interact with through SM [Pst Yr] - More than 20	Social Media General	1
27	S6D_1C1	Reasons chosen to follow brands through SM - To get coupons and discounts	Social Media General	1
28	S6D_2C2	Reasons chosen to follow brands through SM - To enter contests	Social Media General	1
29	S6D_3C3	Reasons chosen to follow brands through SM - To be among the first to hear brand news	Social Media General	1
30	S6D_4C4	Reasons chosen to follow brands through SM - To provide feedback to the brand about their products or services	Social Media General	1
31	S6D_5C5	Reasons chosen to follow brands through SM - To make suggestions to the brand for new products or services	Social Media General	1
32	S6D_6C6	Reasons chosen to follow brands through SM - To share brand-related stories with other consumers	Social Media General	1
33	S6D_8C8	Reasons chosen to follow brands through SM - To learn about a brand's products and services	Social Media General	1
34	S6D_9C9	Reasons chosen to follow brands through SM - To engage with content	Social Media General	1
35	S6EC1	Ever chosen to unlike/unsubscribe from brand's SM - Yes	Social Media General	1
36	S6EC2	Ever chosen to unlike/unsubscribe from brand's SM - No	Social Media General	1
37	S6EC3	Ever chosen to unlike/unsubscribe from brand's SM - Unsure	Social Media General	1
38	S6F_1C1	Reason to unlike/unsubscribe from a brand - Too many messages	Social Media General	1
39	S6F_2C2	Reason to unlike/unsubscribe from a brand - Not enough value	Social Media General	1
40	S6F_3C3	Reason to unlike/unsubscribe from a brand - Stopped purchasing products from brand	Social Media General	1
41	S6F_4C4	Reason to unlike/unsubscribe from a brand - Other	Social Media General	1
42	S1_1C45	Describes me - Use SM to stay connected with family	Social Media Attitudes	1
43	S1_2C45	Describes me - Use SM to stay connected with personal contacts	Social Media Attitudes	1
44	S1_3C45	Describes me - Use SM to stay connected with work/professional contacts	Social Media Attitudes	1
45	S1_4C45	Describes me - Use SM to keep up to date on news/events in my industry	Social Media Attitudes	1
46	S1_5C45	Describes me - Use SM to keep up to date on general news/events	Social Media Attitudes	1
47	S1_6C45	Describes me - Feel comfortable meeting and communicating with people through SM	Social Media Attitudes	1
48	S1_7C45	Describes me - Feel comfortable collaborating with others through SM	Social Media Attitudes	1
49	S1_8C45	Describes me - I am well informed about SM	Social Media Attitudes	1
50	S1_9C45	Describes me - I use SM to connect with brands/celebrities	Social Media Attitudes	1
51	S7_1C45	I am open to receiving relevant marketing messages through social media channels	Social Media Attitudes	1
52	S7_2C45	I am very comfortable sharing my personal information with social media sites	Social Media Attitudes	1
53	S7_3C45	Sharing my personal information with friends/acquaintances in SM environments does not concern me	Social Media Attitudes	1
54	S7_4C45	Social media companies should not be allowed to own or share my personal information	Social Media Attitudes	1
55	S7_5C45	I tend to ignore marketing and advertisements when I'm in a social media environment	Social Media Attitudes	1
56	S7_6C45	I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company	Social Media Attitudes	1
57	S6_1C45	Seek suggestions/recommendations when considering - Big-ticket purchases (like appliances, home electronics, or furniture)	Social Media Purchases	1
58	S6_2C45	Seek suggestions/recommendations when considering - Vacation, travel-related purchases	Social Media Purchases	1
59	S6_3C45	Seek suggestions/recommendations when considering - Car, auto-related purchases	Social Media Purchases	1
60	S6_4C45	Seek suggestions/recommendations when considering - Smaller-ticket purchases (like DVD's, books, flowers)	Social Media Purchases	1
61	S6_5C45	Seek suggestions/recommendations when considering - Entertainment-related purchases (like concerts, musicals, movies)	Social Media Purchases	1

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62	S6_6C45	Seek suggestions/recommendations when considering - Child-related purchases (like toys, strollers, lessons)	Social Media Purchases	1
63	S6_7C45	Seek suggestions/recommendations when considering - Insurance	Social Media Purchases	1
64	S6_8C45	Seek suggestions/recommendations when considering - Banking, credit cards	Social Media Purchases	1
65	S6_9C45	Seek suggestions/recommendations when considering - Health-related purchases	Social Media Purchases	1
66	S6_11C45	Seek suggestions/recommendations when considering - Fashion-related purchases	Social Media Purchases	1
67	S6_12C45	Seek suggestions/recommendations when considering - Home decor purchases	Social Media Purchases	1
68	S6_13C45	Seek suggestions/recommendations when considering - Choosing non-profit organization to make a donation	Social Media Purchases	1
69	S6_10C45	Seek suggestions/recommendations when considering - Other	Social Media Purchases	1
70	S3C1_1C1	Typically use to access SM platforms - Morning - Desktop computer	Social Media Usage	1
71	S3C1_2C2	Typically use to access SM platforms - Morning - Laptop	Social Media Usage	1
72	S3C1_3C3	Typically use to access SM platforms - Morning - Mobile phone	Social Media Usage	1
73	S3C1_4C4	Typically use to access SM platforms - Morning - Tablet	Social Media Usage	1
74	S3C1_5C5	Typically use to access SM platforms - Morning - None of these devices	Social Media Usage	1
75	S3C2_1C1	Typically use to access SM platforms - Afternoon - Desktop computer	Social Media Usage	1
76	S3C2_2C2	Typically use to access SM platforms - Afternoon - Laptop	Social Media Usage	1
77	S3C2_3C3	Typically use to access SM platforms - Afternoon - Mobile phone	Social Media Usage	1
78	S3C2_4C4	Typically use to access SM platforms - Afternoon - Tablet	Social Media Usage	1
79	S3C2_5C5	Typically use to access SM platforms - Afternoon - None of these devices	Social Media Usage	1
80	S3C3_1C1	Typically use to access SM platforms - Dinner time - Desktop computer	Social Media Usage	1
81	S3C3_2C2	Typically use to access SM platforms - Dinner time - Laptop	Social Media Usage	1
82	S3C3_3C3	Typically use to access SM platforms - Dinner time - Mobile phone	Social Media Usage	1
83	S3C3_4C4	Typically use to access SM platforms - Dinner time - Tablet	Social Media Usage	1
84	S3C3_5C5	Typically use to access SM platforms - Dinner time - None of these devices	Social Media Usage	1
85	S3C4_1C1	Typically use to access SM platforms - Evening - Desktop computer	Social Media Usage	1
86	S3C4_2C2	Typically use to access SM platforms - Evening - Laptop	Social Media Usage	1
87	S3C4_3C3	Typically use to access SM platforms - Evening - Mobile phone	Social Media Usage	1
88	S3C4_4C4	Typically use to access SM platforms - Evening - Tablet	Social Media Usage	1
89	S3C4_5C5	Typically use to access SM platforms - Evening - None of these devices	Social Media Usage	1
90	S3C5_1C1	Typically use to access SM platforms - Late night - Desktop computer	Social Media Usage	1
91	S3C5_2C2	Typically use to access SM platforms - Late night - Laptop	Social Media Usage	1
92	S3C5_3C3	Typically use to access SM platforms - Late night - Mobile phone	Social Media Usage	1
93	S3C5_4C4	Typically use to access SM platforms - Late night - Tablet	Social Media Usage	1
94	S3C5_5C5	Typically use to access SM platforms - Late night - None of these devices	Social Media Usage	1
95	S3A1_1C1	Facebook - Have Account	Social Media Usage	1
96	S3A_1C1	Facebook - Usage - Currently use	Social Media Usage	1
97	S3A_1C2	Facebook - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
98	S3A_1C3	Facebook - Usage - Neither use nor plan to use	Social Media Usage	1
99	S3B_1C2	Facebook - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
100	S3B_1C3	Facebook - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
101	S3B_1C4	Facebook - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
102	S3C_1C1	Facebook - Usage expectations [Nxt Yr] - Less	Social Media Usage	1
103	S3C_1C2	Facebook - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
104	S3C_1C3	Facebook - Usage expectations [Nxt Yr] - More	Social Media Usage	1
105	S3A1_2C2	Twitter - Have Account	Social Media Usage	1
106	S3A_2C1	Twitter - Usage - Currently use	Social Media Usage	1
107	S3A_2C2	Twitter - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
108	S3A_2C3	Twitter - Usage - Neither use nor plan to use	Social Media Usage	1
109	S3B_2C2	Twitter - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
110	S3B_2C3	Twitter - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
111	S3B_2C4	Twitter - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
112	S3C_2C1	Twitter - Usage expectations [Nxt Yr] - Less	Social Media Usage	1
113	S3C_2C2	Twitter - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
114	S3C_2C3	Twitter - Usage expectations [Nxt Yr] - More	Social Media Usage	1
115	S3A1_16C16	Instagram - Have Account	Social Media Usage	1
116	S3A_16C1	Instagram - Usage - Currently use	Social Media Usage	1
117	S3A_16C2	Instagram - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
118	S3A_16C3	Instagram - Usage - Neither use nor plan to use	Social Media Usage	1
119	S3B_16C2	Instagram - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
120	S3B_16C3	Instagram - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
121	S3B_16C4	Instagram - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
122	S3C_16C1	Instagram - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage	1
123	S3C_16C2	Instagram - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
124	S3C_16C3	Instagram - Usage expectations [Nxt Yr] - More	Social Media Usage	1
125	S3A1_3C3	YouTube - Have Account	Social Media Usage	1
126	S3A_3C1	YouTube - Usage - Currently use	Social Media Usage	1
127	S3A_3C2	YouTube - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
128	S3A_3C3	YouTube - Usage - Neither use nor plan to use	Social Media Usage	1

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129	S3B_3C2	YouTube - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
130	S3B_3C3	YouTube - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
131	S3B_3C4	YouTube - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
132	S3C_3C1	YouTube - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage	1
133	S3C_3C2	YouTube - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
134	S3C_3C3	YouTube - Usage expectations [Nxt Yr] - More	Social Media Usage	1
135	S3A1_19C19	Snapchat - Have Account	Social Media Usage	1
136	S3A_19C1	Snapchat - Usage - Currently use	Social Media Usage	1
137	S3A_19C2	Snapchat - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
138	S3A_19C3	Snapchat - Usage - Neither use nor plan to use	Social Media Usage	1
139	S3B_19C2	Snapchat - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
140	S3B_19C3	Snapchat - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
141	S3B_19C4	Snapchat - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
142	S3C_19C1	Snapchat - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage	1
143	S3C_19C2	Snapchat - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
144	S3C_19C3	Snapchat - Usage expectations [Nxt Yr] - More (!)	Social Media Usage	1
145	S3A1_7C7	LinkedIn - Have Account	Social Media Usage	1
146	S3A_7C1	LinkedIn - Usage - Currently use	Social Media Usage	1
147	S3A_7C2	LinkedIn - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
148	S3A_7C3	LinkedIn - Usage - Neither use nor plan to use	Social Media Usage	1
149	S3B_7C2	LinkedIn - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
150	S3B_7C3	LinkedIn - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
151	S3B_7C4	LinkedIn - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
152	S3C_7C1	LinkedIn - Usage expectations [Nxt Yr] - Less	Social Media Usage	1
153	S3C_7C2	LinkedIn - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
154	S3C_7C3	LinkedIn - Usage expectations [Nxt Yr] - More	Social Media Usage	1
155	S3A1_20C20	WhatsApp - Have Account	Social Media Usage	1
156	S3A_20C1	WhatsApp - Usage - Currently use	Social Media Usage	1
157	S3A_20C2	WhatsApp - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
158	S3A_20C3	WhatsApp - Usage - Neither use nor plan to use	Social Media Usage	1
159	S3B_20C2	WhatsApp - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
160	S3B_20C3	WhatsApp - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
161	S3B_20C4	WhatsApp - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
162	S3C_20C1	WhatsApp - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage	1
163	S3C_20C2	WhatsApp - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
164	S3C_20C3	WhatsApp - Usage expectations [Nxt Yr] - More	Social Media Usage	1
165	S3A1_13C13	Google+ - Have Account	Social Media Usage	1
166	S3A_13C1	Google+ - Usage - Currently use	Social Media Usage	1
167	S3A_13C2	Google+ - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
168	S3A_13C3	Google+ - Usage - Neither use nor plan to use	Social Media Usage	1
169	S3B_13C2	Google+ - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
170	S3B_13C3	Google+ - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
171	S3B_13C4	Google+ - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
172	S3C_13C1	Google+ - Usage expectations [Nxt Yr] - Less	Social Media Usage	1
173	S3C_13C2	Google+ - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
174	S3C_13C3	Google+ - Usage expectations [Nxt Yr] - More	Social Media Usage	1
175	S3A1_12C12	Blogs - Have Account	Social Media Usage	1
176	S3A_12C1	Blogs - Usage - Currently use	Social Media Usage	1
177	S3A_12C2	Blogs - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
178	S3A_12C3	Blogs - Usage - Neither use nor plan to use	Social Media Usage	1
179	S3B_12C2	Blogs - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
180	S3B_12C3	Blogs - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
181	S3B_12C4	Blogs - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
182	S3C_12C1	Blogs - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage	1
183	S3C_12C2	Blogs - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
184	S3C_12C3	Blogs - Usage expectations [Nxt Yr] - More (!)	Social Media Usage	1
185	S3A_4C1	Audio Podcasts - Usage - Currently use	Social Media Usage	1
186	S3A_4C2	Audio Podcasts - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
187	S3A_4C3	Audio Podcasts - Usage - Neither use nor plan to use	Social Media Usage	1
188	S3B_4C2	Audio Podcasts - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
189	S3B_4C3	Audio Podcasts - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
190	S3B_4C4	Audio Podcasts - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
191	S3C_4C1	Audio Podcasts - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage	1
192	S3C_4C2	Audio Podcasts - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
193	S3C_4C3	Audio Podcasts - Usage expectations [Nxt Yr] - More	Social Media Usage	1
194	S3A_5C1	Wikis - Usage (like Wikipedia) - Currently use	Social Media Usage	1
195	S3A_5C2	Wikis - Usage (like Wikipedia) - Plan to use [Nxt Yr]	Social Media Usage	1
196	S3A_5C3	Wikis - Usage (like Wikipedia) - Neither use nor plan to use	Social Media Usage	1
197	S3B_5C2	Wikis - Frequency of use [Pst Yr] - Daily	Social Media Usage	1

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198	S3B_5C3	Wikis - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
199	S3B_5C4	Wikis - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
200	S3C_5C1	Wikis - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage	1
201	S3C_5C2	Wikis - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
202	S3C_5C3	Wikis - Usage expectations [Nxt Yr] - More	Social Media Usage	1
203	S3A1_15C15	Pinterest - Have Account	Social Media Usage	1
204	S3A_15C1	Pinterest - Usage - Currently use	Social Media Usage	1
205	S3A_15C2	Pinterest - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
206	S3A_15C3	Pinterest - Usage - Neither use nor plan to use	Social Media Usage	1
207	S3B_15C2	Pinterest - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
208	S3B_15C3	Pinterest - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
209	S3B_15C4	Pinterest - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
210	S3C_15C1	Pinterest - Usage expectations [Nxt Yr] - Less	Social Media Usage	1
211	S3C_15C2	Pinterest - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
212	S3C_15C3	Pinterest - Usage expectations [Nxt Yr] - More	Social Media Usage	1
213	S3A1_22C22	Health and Fitness Sites - Have Account	Social Media Usage	1
214	S3A_22C1	Health and Fitness Sites - Usage - Currently use	Social Media Usage	1
215	S3A_22C2	Health and Fitness Sites - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
216	S3A_22C3	Health and Fitness Sites - Usage - Neither use nor plan to use	Social Media Usage	1
217	S3B_22C2	Health and Fitness Sites - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
218	S3B_22C3	Health and Fitness Sites - Frequency of use [Pst Yr] - Weekly	Social Media Usage	1
219	S3B_22C4	Health and Fitness Sites - Frequency of use [Pst Yr] - Monthly	Social Media Usage	1
220	S3C_22C1	Health and Fitness Sites - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage	1
221	S3C_22C2	Health and Fitness Sites - Usage expectations [Nxt Yr] - The Same	Social Media Usage	1
222	S3C_22C3	Health and Fitness Sites - Usage expectations [Nxt Yr] - More	Social Media Usage	1
223	S3A1_21C21	Reddit - Have Account	Social Media Usage	1
224	S3A_21C1	Reddit - Usage - Currently use	Social Media Usage	1
225	S3A_21C2	Reddit - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
226	S3A_21C3	Reddit - Usage - Neither use nor plan to use	Social Media Usage	1
227	S3B_21C2	Reddit - Frequency of use [Pst Yr] - Daily	Social Media Usage	1
228	S3B_21C3	Reddit - Frequency of use [Pst Yr] - Weekly (!)	Social Media Usage	1
229	S3B_21C4	Reddit - Frequency of use [Pst Yr] - Monthly (!)	Social Media Usage	1
230	S3A1_23C23	Tinder - Have Account	Social Media Usage	1
231	S3A_23C1	Tinder - Usage - Currently use	Social Media Usage	1
232	S3A_23C2	Tinder - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
233	S3A_23C3	Tinder - Usage - Neither use nor plan to use	Social Media Usage	1
234	S3A1_6C6	Flickr - Have Account	Social Media Usage	1
235	S3A_6C1	Flickr - Usage - Currently use	Social Media Usage	1
236	S3A_6C2	Flickr - Usage - Plan to use [Nxt Yr]	Social Media Usage	1
237	S3A_6C3	Flickr - Usage - Neither use nor plan to use	Social Media Usage	1
238	S4A_1C1	Facebook - Read my news feed - Never	Social Media Activities - Facebook	2
239	S4A_1C2	Facebook - Read my news feed - About once per month	Social Media Activities - Facebook	2
240	S4A_1C3	Facebook - Read my news feed - A few times per month	Social Media Activities - Facebook	2
241	S4A_1C4	Facebook - Read my news feed - A few times per week	Social Media Activities - Facebook	2
242	S4A_1C56	Facebook - Read my news feed - Once per day or more	Social Media Activities - Facebook	2
243	S4A_2C1	Facebook - Update my status - Never	Social Media Activities - Facebook	2
244	S4A_2C2	Facebook - Update my status - About once per month	Social Media Activities - Facebook	2
245	S4A_2C3	Facebook - Update my status - A few times per month	Social Media Activities - Facebook	2
246	S4A_2C4	Facebook - Update my status - A few times per week	Social Media Activities - Facebook	2
247	S4A_2C56	Facebook - Update my status - Once per day or more	Social Media Activities - Facebook	2
248	S4A_3C1	Facebook - Answer messages - Never	Social Media Activities - Facebook	2
249	S4A_3C2	Facebook - Answer messages - About once per month	Social Media Activities - Facebook	2
250	S4A_3C3	Facebook - Answer messages - A few times per month	Social Media Activities - Facebook	2
251	S4A_3C4	Facebook - Answer messages - A few times per week	Social Media Activities - Facebook	2
252	S4A_3C56	Facebook - Answer messages - Once per day or more	Social Media Activities - Facebook	2
253	S4A_4C1	Facebook - Post photos - Never	Social Media Activities - Facebook	2
254	S4A_4C2	Facebook - Post photos - About once per month	Social Media Activities - Facebook	2
255	S4A_4C3	Facebook - Post photos - A few times per month	Social Media Activities - Facebook	2
256	S4A_4C4	Facebook - Post photos - A few times per week	Social Media Activities - Facebook	2
257	S4A_4C56	Facebook - Post photos - Once per day or more	Social Media Activities - Facebook	2
258	S4A_5C1	Facebook - Tag people in photos - Never	Social Media Activities - Facebook	2
259	S4A_5C2	Facebook - Tag people in photos - About once per month	Social Media Activities - Facebook	2
260	S4A_5C3	Facebook - Tag people in photos - A few times per month	Social Media Activities - Facebook	2
261	S4A_5C4	Facebook - Tag people in photos - A few times per week	Social Media Activities - Facebook	2
262	S4A_5C56	Facebook - Tag people in photos - Once per day or more	Social Media Activities - Facebook	2
263	S4A_6C1	Facebook - Comment/Like other users' posts - Never	Social Media Activities - Facebook	2
264	S4A_6C2	Facebook - Comment/Like other users' posts - About once per month	Social Media Activities - Facebook	2
265	S4A_6C3	Facebook - Comment/Like other users' posts - A few times per month	Social Media Activities - Facebook	2
266	S4A_6C4	Facebook - Comment/Like other users' posts - A few times per week	Social Media Activities - Facebook	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
267	S4A_6C56	Facebook - Comment/Like other users' posts - Once per day or more	Social Media Activities - Facebook	2
268	S4A_7C1	Facebook - Like or become a fan of a page created by a brand, company or organization - Never	Social Media Activities - Facebook	2
269	S4A_7C2	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month	Social Media Activities - Facebook	2
270	S4A_7C3	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month	Social Media Activities - Facebook	2
271	S4A_7C4	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week	Social Media Activities - Facebook	2
272	S4A_7C56	Facebook - Like or become a fan of a page created by a brand, company or organization - Once per day or more	Social Media Activities - Facebook	2
273	S4A_8C1	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - Never	Social Media Activities - Facebook	2
274	S4A_8C2	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - About once per month	Social Media Activities - Facebook	2
275	S4A_8C3	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - A few times per month	Social Media Activities - Facebook	2
276	S4A_8C4	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - A few times per week	Social Media Activities - Facebook	2
277	S4A_8C56	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - Once per day or more	Social Media Activities - Facebook	2
278	S4A_9C1	Facebook - Post videos - Never	Social Media Activities - Facebook	2
279	S4A_9C2	Facebook - Post videos - About once per month	Social Media Activities - Facebook	2
280	S4A_9C3	Facebook - Post videos - A few times per month	Social Media Activities - Facebook	2
281	S4A_9C4	Facebook - Post videos - A few times per week	Social Media Activities - Facebook	2
282	S4A_9C56	Facebook - Post videos - Once per day or more	Social Media Activities - Facebook	2
283	S4A_10C1	Facebook - Watch videos - Never	Social Media Activities - Facebook	2
284	S4A_10C2	Facebook - Watch videos - About once per month	Social Media Activities - Facebook	2
285	S4A_10C3	Facebook - Watch videos - A few times per month	Social Media Activities - Facebook	2
286	S4A_10C4	Facebook - Watch videos - A few times per week	Social Media Activities - Facebook	2
287	S4A_10C56	Facebook - Watch videos - Once per day or more	Social Media Activities - Facebook	2
288	S4A_11C1	Facebook - Watch live videos - Never	Social Media Activities - Facebook	2
289	S4A_11C2	Facebook - Watch live videos - About once per month	Social Media Activities - Facebook	2
290	S4A_11C3	Facebook - Watch live videos - A few times per month	Social Media Activities - Facebook	2
291	S4A_11C4	Facebook - Watch live videos - A few times per week	Social Media Activities - Facebook	2
292	S4A_11C56	Facebook - Watch live videos - Once per day or more	Social Media Activities - Facebook	2
293	S4A_12C1	Facebook - Click on an ad - Never	Social Media Activities - Facebook	2
294	S4A_12C2	Facebook - Click on an ad - About once per month	Social Media Activities - Facebook	2
295	S4A_12C3	Facebook - Click on an ad - A few times per month	Social Media Activities - Facebook	2
296	S4A_12C4	Facebook - Click on an ad - A few times per week	Social Media Activities - Facebook	2
297	S4A_12C56	Facebook - Click on an ad - Once per day or more	Social Media Activities - Facebook	2
298	S4B_1C1	Twitter - Read tweets - Never (!)	Social Media Activities - Twitter	2
299	S4B_1C2	Twitter - Read tweets - About once per month	Social Media Activities - Twitter	2
300	S4B_1C3	Twitter - Read tweets - A few times per month	Social Media Activities - Twitter	2
301	S4B_1C4	Twitter - Read tweets - A few times per week	Social Media Activities - Twitter	2
302	S4B_1C56	Twitter - Read tweets - Once per day or more	Social Media Activities - Twitter	2
303	S4B_2C1	Twitter - Tweet - Never	Social Media Activities - Twitter	2
304	S4B_2C2	Twitter - Tweet - About once per month	Social Media Activities - Twitter	2
305	S4B_2C3	Twitter - Tweet - A few times per month	Social Media Activities - Twitter	2
306	S4B_2C4	Twitter - Tweet - A few times per week	Social Media Activities - Twitter	2
307	S4B_2C56	Twitter - Tweet - Once per day or more	Social Media Activities - Twitter	2
308	S4B_3C1	Twitter - Share a link to a blog post , news article or item of interest - Never	Social Media Activities - Twitter	2
309	S4B_3C2	Twitter - Share a link to a blog post , news article or item of interest - About once per month	Social Media Activities - Twitter	2
310	S4B_3C3	Twitter - Share a link to a blog post , news article or item of interest - A few times per month	Social Media Activities - Twitter	2
311	S4B_3C4	Twitter - Share a link to a blog post , news article or item of interest - A few times per week	Social Media Activities - Twitter	2
312	S4B_3C56	Twitter - Share a link to a blog post , news article or item of interest - Once per day or more	Social Media Activities - Twitter	2
313	S4B_4C1	Twitter - Respond to tweets - Never	Social Media Activities - Twitter	2
314	S4B_4C2	Twitter - Respond to tweets - About once per month	Social Media Activities - Twitter	2
315	S4B_4C3	Twitter - Respond to tweets - A few times per month	Social Media Activities - Twitter	2
316	S4B_4C4	Twitter - Respond to tweets - A few times per week	Social Media Activities - Twitter	2
317	S4B_4C56	Twitter - Respond to tweets - Once per day or more	Social Media Activities - Twitter	2
318	S4B_5C1	Twitter - Send or Receive Direct Messages - Never	Social Media Activities - Twitter	2
319	S4B_5C2	Twitter - Send or Receive Direct Messages - About once per month	Social Media Activities - Twitter	2
320	S4B_5C3	Twitter - Send or Receive Direct Messages - A few times per month	Social Media Activities - Twitter	2
321	S4B_5C4	Twitter - Send or Receive Direct Messages - A few times per week	Social Media Activities - Twitter	2
322	S4B_5C56	Twitter - Send or Receive Direct Messages - Once per day or more	Social Media Activities - Twitter	2
323	S4B_6C1	Twitter - Actively follow new users - Never	Social Media Activities - Twitter	2
324	S4B_6C2	Twitter - Actively follow new users - About once per month	Social Media Activities - Twitter	2
325	S4B_6C3	Twitter - Actively follow new users - A few times per month	Social Media Activities - Twitter	2
326	S4B_6C4	Twitter - Actively follow new users - A few times per week	Social Media Activities - Twitter	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
327	S4B_6C56	Twitter - Actively follow new users - Once per day or more	Social Media Activities - Twitter	2
328	S4B_7C1	Twitter - Follow users who follow you - Never	Social Media Activities - Twitter	2
329	S4B_7C2	Twitter - Follow users who follow you - About once per month	Social Media Activities - Twitter	2
330	S4B_7C3	Twitter - Follow users who follow you - A few times per month	Social Media Activities - Twitter	2
331	S4B_7C4	Twitter - Follow users who follow you - A few times per week	Social Media Activities - Twitter	2
332	S4B_7C56	Twitter - Follow users who follow you - Once per day or more	Social Media Activities - Twitter	2
333	S4B_8C1	Twitter - Retweet - Never	Social Media Activities - Twitter	2
334	S4B_8C2	Twitter - Retweet - About once per month	Social Media Activities - Twitter	2
335	S4B_8C3	Twitter - Retweet - A few times per month	Social Media Activities - Twitter	2
336	S4B_8C4	Twitter - Retweet - A few times per week	Social Media Activities - Twitter	2
337	S4B_8C56	Twitter - Retweet - Once per day or more	Social Media Activities - Twitter	2
338	S4B_9C1	Twitter - Watch videos - Never	Social Media Activities - Twitter	2
339	S4B_9C2	Twitter - Watch videos - About once per month	Social Media Activities - Twitter	2
340	S4B_9C3	Twitter - Watch videos - A few times per month	Social Media Activities - Twitter	2
341	S4B_9C4	Twitter - Watch videos - A few times per week	Social Media Activities - Twitter	2
342	S4B_9C56	Twitter - Watch videos - Once per day or more	Social Media Activities - Twitter	2
343	S4B_10C1	Twitter - Watch live videos - Never	Social Media Activities - Twitter	2
344	S4B_10C2	Twitter - Watch live videos - About once per month	Social Media Activities - Twitter	2
345	S4B_10C3	Twitter - Watch live videos - A few times per month	Social Media Activities - Twitter	2
346	S4B_10C4	Twitter - Watch live videos - A few times per week	Social Media Activities - Twitter	2
347	S4B_10C56	Twitter - Watch live videos - Once per day or more	Social Media Activities - Twitter	2
348	S4B_11C1	Twitter - Click on an ad - Never	Social Media Activities - Twitter	2
349	S4B_11C2	Twitter - Click on an ad - About once per month	Social Media Activities - Twitter	2
350	S4B_11C3	Twitter - Click on an ad - A few times per month	Social Media Activities - Twitter	2
351	S4B_11C4	Twitter - Click on an ad - A few times per week (!)	Social Media Activities - Twitter	2
352	S4B_11C56	Twitter - Click on an ad - Once per day or more (!)	Social Media Activities - Twitter	2
353	S4M_1C1	Instagram - View photos/videos - Never (!)	Social Media Activities - Instagram	2
354	S4M_1C2	Instagram - View photos/videos - About once per month	Social Media Activities - Instagram	2
355	S4M_1C3	Instagram - View photos/videos - A few times per month	Social Media Activities - Instagram	2
356	S4M_1C4	Instagram - View photos/videos - A few times per week	Social Media Activities - Instagram	2
357	S4M_1C56	Instagram - View photos/videos - Once per day or more	Social Media Activities - Instagram	2
358	S4M_2C1	Instagram - Post photos/videos - Never	Social Media Activities - Instagram	2
359	S4M_2C2	Instagram - Post photos/videos - About once per month	Social Media Activities - Instagram	2
360	S4M_2C3	Instagram - Post photos/videos - A few times per month	Social Media Activities - Instagram	2
361	S4M_2C4	Instagram - Post photos/videos - A few times per week	Social Media Activities - Instagram	2
362	S4M_2C56	Instagram - Post photos/videos - Once per day or more	Social Media Activities - Instagram	2
363	S4M_3C1	Instagram - Like photos/videos - Never	Social Media Activities - Instagram	2
364	S4M_3C2	Instagram - Like photos/videos - About once per month	Social Media Activities - Instagram	2
365	S4M_3C3	Instagram - Like photos/videos - A few times per month	Social Media Activities - Instagram	2
366	S4M_3C4	Instagram - Like photos/videos - A few times per week	Social Media Activities - Instagram	2
367	S4M_3C56	Instagram - Like photos/videos - Once per day or more	Social Media Activities - Instagram	2
368	S4M_4C1	Instagram - Watch live videos - Never	Social Media Activities - Instagram	2
369	S4M_4C2	Instagram - Watch live videos - About once per month	Social Media Activities - Instagram	2
370	S4M_4C3	Instagram - Watch live videos - A few times per month	Social Media Activities - Instagram	2
371	S4M_4C4	Instagram - Watch live videos - A few times per week	Social Media Activities - Instagram	2
372	S4M_4C56	Instagram - Watch live videos - Once per day or more	Social Media Activities - Instagram	2
373	S4M_5C1	Instagram - Comment on photos/videos - Never	Social Media Activities - Instagram	2
374	S4M_5C2	Instagram - Comment on photos/videos - About once per month	Social Media Activities - Instagram	2
375	S4M_5C3	Instagram - Comment on photos/videos - A few times per month	Social Media Activities - Instagram	2
376	S4M_5C4	Instagram - Comment on photos/videos - A few times per week	Social Media Activities - Instagram	2
377	S4M_5C56	Instagram - Comment on photos/videos - Once per day or more	Social Media Activities - Instagram	2
378	S4M_6C1	Instagram - Send direct messages - Never	Social Media Activities - Instagram	2
379	S4M_6C2	Instagram - Send direct messages - About once per month	Social Media Activities - Instagram	2
380	S4M_6C3	Instagram - Send direct messages - A few times per month	Social Media Activities - Instagram	2
381	S4M_6C4	Instagram - Send direct messages - A few times per week	Social Media Activities - Instagram	2
382	S4M_6C56	Instagram - Send direct messages - Once per day or more	Social Media Activities - Instagram	2
383	S4M_7C1	Instagram - View a brand's page - Never	Social Media Activities - Instagram	2
384	S4M_7C2	Instagram - View a brand's page - About once per month	Social Media Activities - Instagram	2
385	S4M_7C3	Instagram - View a brand's page - A few times per month	Social Media Activities - Instagram	2
386	S4M_7C4	Instagram - View a brand's page - A few times per week	Social Media Activities - Instagram	2
387	S4M_7C56	Instagram - View a brand's page - Once per day or more	Social Media Activities - Instagram	2
388	S4M_8C1	Instagram - Click on ads - Never	Social Media Activities - Instagram	2
389	S4M_8C2	Instagram - Click on ads - About once per month	Social Media Activities - Instagram	2
390	S4M_8C3	Instagram - Click on ads - A few times per month	Social Media Activities - Instagram	2
391	S4M_8C4	Instagram - Click on ads - A few times per week (!)	Social Media Activities - Instagram	2
392	S4M_8C56	Instagram - Click on ads - Once per day or more	Social Media Activities - Instagram	2
393	S4D_1C1	YouTube - Watch videos - Never (!)	Social Media Activities - YouTube	2
394	S4D_1C2	YouTube - Watch videos - About once per month	Social Media Activities - YouTube	2
395	S4D_1C3	YouTube - Watch videos - A few times per month	Social Media Activities - YouTube	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
396	S4D_1C4	YouTube - Watch videos - A few times per week	Social Media Activities - YouTube	2
397	S4D_1C56	YouTube - Watch videos - Once per day or more	Social Media Activities - YouTube	2
398	S4D_2C1	YouTube - Share videos - Never	Social Media Activities - YouTube	2
399	S4D_2C2	YouTube - Share videos - About once per month	Social Media Activities - YouTube	2
400	S4D_2C3	YouTube - Share videos - A few times per month	Social Media Activities - YouTube	2
401	S4D_2C4	YouTube - Share videos - A few times per week	Social Media Activities - YouTube	2
402	S4D_2C56	YouTube - Share videos - Once per day or more	Social Media Activities - YouTube	2
403	S4D_3C1	YouTube - Like or dislike videos - Never	Social Media Activities - YouTube	2
404	S4D_3C2	YouTube - Like or dislike videos - About once per month	Social Media Activities - YouTube	2
405	S4D_3C3	YouTube - Like or dislike videos - A few times per month	Social Media Activities - YouTube	2
406	S4D_3C4	YouTube - Like or dislike videos - A few times per week	Social Media Activities - YouTube	2
407	S4D_3C56	YouTube - Like or dislike videos - Once per day or more	Social Media Activities - YouTube	2
408	S4D_4C1	YouTube - Embed a video on a web page or blog - Never	Social Media Activities - YouTube	2
409	S4D_4C2	YouTube - Embed a video on a web page or blog - About once per month	Social Media Activities - YouTube	2
410	S4D_4C3	YouTube - Embed a video on a web page or blog - A few times per month	Social Media Activities - YouTube	2
411	S4D_4C4	YouTube - Embed a video on a web page or blog - A few times per week	Social Media Activities - YouTube	2
412	S4D_4C56	YouTube - Embed a video on a web page or blog - Once per day or more	Social Media Activities - YouTube	2
413	S4D_5C1	YouTube - Create and post a video - Never	Social Media Activities - YouTube	2
414	S4D_5C2	YouTube - Create and post a video - About once per month	Social Media Activities - YouTube	2
415	S4D_5C3	YouTube - Create and post a video - A few times per month	Social Media Activities - YouTube	2
416	S4D_5C4	YouTube - Create and post a video - A few times per week (!)	Social Media Activities - YouTube	2
417	S4D_5C56	YouTube - Create and post a video - Once per day or more (!)	Social Media Activities - YouTube	2
418	S4D_6C1	YouTube - Leave a comment on a video or post a response video - Never	Social Media Activities - YouTube	2
419	S4D_6C2	YouTube - Leave a comment on a video or post a response video - About once per month	Social Media Activities - YouTube	2
420	S4D_6C3	YouTube - Leave a comment on a video or post a response video - A few times per month	Social Media Activities - YouTube	2
421	S4D_6C4	YouTube - Leave a comment on a video or post a response video - A few times per week	Social Media Activities - YouTube	2
422	S4D_6C56	YouTube - Leave a comment on a video or post a response video - Once per day or more	Social Media Activities - YouTube	2
423	S4D_8C1	YouTube - Watch live videos - Never	Social Media Activities - YouTube	2
424	S4D_8C2	YouTube - Watch live videos - About once per month	Social Media Activities - YouTube	2
425	S4D_8C3	YouTube - Watch live videos - A few times per month	Social Media Activities - YouTube	2
426	S4D_8C4	YouTube - Watch live videos - A few times per week	Social Media Activities - YouTube	2
427	S4D_8C56	YouTube - Watch live videos - Once per day or more	Social Media Activities - YouTube	2
428	S4D_9C1	YouTube - Click on an ad - Never	Social Media Activities - YouTube	2
429	S4D_9C2	YouTube - Click on an ad - About once per month	Social Media Activities - YouTube	2
430	S4D_9C3	YouTube - Click on an ad - A few times per month	Social Media Activities - YouTube	2
431	S4D_9C4	YouTube - Click on an ad - A few times per week	Social Media Activities - YouTube	2
432	S4D_9C56	YouTube - Click on an ad - Once per day or more	Social Media Activities - YouTube	2
433	S4L_1C1	Snapchat - Send photos/videos - Never (!)	Social Media Activities - Snapchat	2
434	S4L_1C23	Snapchat - Send photos/videos - Once to a few times per month	Social Media Activities - Snapchat	2
435	S4L_1C56	Snapchat - Send photos/videos - A few times per week or more	Social Media Activities - Snapchat	2
436	S4L_2C1	Snapchat - Receive photos/videos - Never (!)	Social Media Activities - Snapchat	2
437	S4L_2C23	Snapchat - Receive photos/videos - Once to a few times per month	Social Media Activities - Snapchat	2
438	S4L_2C56	Snapchat - Receive photos/videos - A few times per week or more	Social Media Activities - Snapchat	2
439	S4L_3C1	Snapchat - Read Snapchat discover/News - Never	Social Media Activities - Snapchat	2
440	S4L_3C23	Snapchat - Read Snapchat discover/News - Once to a few times per month	Social Media Activities - Snapchat	2
441	S4L_3C56	Snapchat - Read Snapchat discover/News - A few times per week or more	Social Media Activities - Snapchat	2
442	S4L_4C1	Snapchat - View a brand's snaps - Never	Social Media Activities - Snapchat	2
443	S4L_4C23	Snapchat - View a brand's snaps - Once to a few times per month	Social Media Activities - Snapchat	2
444	S4L_4C56	Snapchat - View a brand's snaps - A few times per week or more	Social Media Activities - Snapchat	2
445	S4L_5C1	Snapchat - Send direct text messages - Never	Social Media Activities - Snapchat	2
446	S4L_5C23	Snapchat - Send direct text messages - Once to a few times per month	Social Media Activities - Snapchat	2
447	S4L_5C56	Snapchat - Send direct text messages - A few times per week or more	Social Media Activities - Snapchat	2
448	S4L_6C1	Snapchat - Use group chat - Never	Social Media Activities - Snapchat	2
449	S4L_6C23	Snapchat - Use group chat - Once to a few times per month	Social Media Activities - Snapchat	2
450	S4L_6C56	Snapchat - Use group chat - A few times per week or more	Social Media Activities - Snapchat	2
451	S4L_7C1	Snapchat - Use filters or effects - Never	Social Media Activities - Snapchat	2
452	S4L_7C23	Snapchat - Use filters or effects - Once to a few times per month	Social Media Activities - Snapchat	2
453	S4L_7C56	Snapchat - Use filters or effects - A few times per week or more	Social Media Activities - Snapchat	2
454	S4L_8C1	Snapchat - Use video chat - Never	Social Media Activities - Snapchat	2
455	S4L_8C23	Snapchat - Use video chat - Once to a few times per month	Social Media Activities - Snapchat	2
456	S4L_8C56	Snapchat - Use video chat - A few times per week or more	Social Media Activities - Snapchat	2
457	S4L_9C1	Snapchat - View ads - Never	Social Media Activities - Snapchat	2
458	S4L_9C23	Snapchat - View ads - Once to a few times per month	Social Media Activities - Snapchat	2
459	S4L_9C56	Snapchat - View ads - A few times per week or more	Social Media Activities - Snapchat	2
460	S4I_1C1	LinkedIn - Update your profile information - Never	Social Media Activities - LinkedIn	3
461	S4I_1C2	LinkedIn - Update your profile information - About once per month	Social Media Activities - LinkedIn	3
462	S4I_1C3	LinkedIn - Update your profile information - A few times per month	Social Media Activities - LinkedIn	3
463	S4I_1C456	LinkedIn - Update your profile information - A few times per week or more	Social Media Activities - LinkedIn	3
464	S4I_2C1	LinkedIn - Search and review other profiles - Never	Social Media Activities - LinkedIn	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
465	S4I_2C2	LinkedIn - Search and review other profiles - About once per month	Social Media Activities - LinkedIn	3
466	S4I_2C3	LinkedIn - Search and review other profiles - A few times per month	Social Media Activities - LinkedIn	3
467	S4I_2C456	LinkedIn - Search and review other profiles - A few times per week or more	Social Media Activities - LinkedIn	3
468	S4I_3C1	LinkedIn - Create a connection - Never	Social Media Activities - LinkedIn	3
469	S4I_3C2	LinkedIn - Create a connection - About once per month	Social Media Activities - LinkedIn	3
470	S4I_3C3	LinkedIn - Create a connection - A few times per month	Social Media Activities - LinkedIn	3
471	S4I_3C456	LinkedIn - Create a connection - A few times per week or more	Social Media Activities - LinkedIn	3
472	S4I_4C1	LinkedIn - Request a recommendation - Never	Social Media Activities - LinkedIn	3
473	S4I_4C2	LinkedIn - Request a recommendation - About once per month	Social Media Activities - LinkedIn	3
474	S4I_4C3	LinkedIn - Request a recommendation - A few times per month	Social Media Activities - LinkedIn	3
475	S4I_4C456	LinkedIn - Request a recommendation - A few times per week or more	Social Media Activities - LinkedIn	3
476	S4I_5C1	LinkedIn - Join a LinkedIn group - Never	Social Media Activities - LinkedIn	3
477	S4I_5C2	LinkedIn - Join a LinkedIn group - About once per month	Social Media Activities - LinkedIn	3
478	S4I_5C3	LinkedIn - Join a LinkedIn group - A few times per month (!)	Social Media Activities - LinkedIn	3
479	S4I_5C456	LinkedIn - Join a LinkedIn group - A few times per week or more	Social Media Activities - LinkedIn	3
480	S4I_6C1	LinkedIn - Participate in LinkedIn forums - Never	Social Media Activities - LinkedIn	3
481	S4I_6C2	LinkedIn - Participate in LinkedIn forums - About once per month	Social Media Activities - LinkedIn	3
482	S4I_6C3	LinkedIn - Participate in LinkedIn forums - A few times per month (!)	Social Media Activities - LinkedIn	3
483	S4I_6C456	LinkedIn - Participate in LinkedIn forums - A few times per week or more (!)	Social Media Activities - LinkedIn	3
484	S4I_7C1	LinkedIn - Read your newsfeed - Never	Social Media Activities - LinkedIn	3
485	S4I_7C2	LinkedIn - Read your newsfeed - About once per month	Social Media Activities - LinkedIn	3
486	S4I_7C3	LinkedIn - Read your newsfeed - A few times per month	Social Media Activities - LinkedIn	3
487	S4I_7C456	LinkedIn - Read your newsfeed - A few times per week or more	Social Media Activities - LinkedIn	3
488	S4I_8C1	LinkedIn - Watch videos - Never	Social Media Activities - LinkedIn	3
489	S4I_8C2	LinkedIn - Watch videos - About once per month	Social Media Activities - LinkedIn	3
490	S4I_8C3	LinkedIn - Watch videos - A few times per month	Social Media Activities - LinkedIn	3
491	S4I_8C456	LinkedIn - Watch videos - A few times per week or more	Social Media Activities - LinkedIn	3
492	S4I_9C1	LinkedIn - Click on an ad - Never	Social Media Activities - LinkedIn	3
493	S4I_9C2	LinkedIn - Click on an ad - About once per month	Social Media Activities - LinkedIn	3
494	S4I_9C3	LinkedIn - Click on an ad - A few times per month	Social Media Activities - LinkedIn	3
495	S4I_9C456	LinkedIn - Click on an ad - A few times per week or more	Social Media Activities - LinkedIn	3
496	S4I_10C1	LinkedIn - View a job posting - Never	Social Media Activities - LinkedIn	3
497	S4I_10C2	LinkedIn - View a job posting - About once per month	Social Media Activities - LinkedIn	3
498	S4I_10C3	LinkedIn - View a job posting - A few times per month	Social Media Activities - LinkedIn	3
499	S4I_10C456	LinkedIn - View a job posting - A few times per week or more	Social Media Activities - LinkedIn	3
500	S4I_11C1	LinkedIn - Post an article, video or picture - Never	Social Media Activities - LinkedIn	3
501	S4I_11C2	LinkedIn - Post an article, video or picture - About once per month	Social Media Activities - LinkedIn	3
502	S4I_11C3	LinkedIn - Post an article, video or picture - A few times per month (!)	Social Media Activities - LinkedIn	3
503	S4I_11C456	LinkedIn - Post an article, video or picture - A few times per week or more	Social Media Activities - LinkedIn	3
504	S4I_12C1	LinkedIn - Comment on content - Never	Social Media Activities - LinkedIn	3
505	S4I_12C2	LinkedIn - Comment on content - About once per month	Social Media Activities - LinkedIn	3
506	S4I_12C3	LinkedIn - Comment on content - A few times per month	Social Media Activities - LinkedIn	3
507	S4I_12C456	LinkedIn - Comment on content - A few times per week or more	Social Media Activities - LinkedIn	3
508	S4N_1C1	WhatsApp - Send/receive messages - Never (!)	Social Media Activities - WhatsApp	3
509	S4N_1C2	WhatsApp - Send/receive messages - About once per month	Social Media Activities - WhatsApp	3
510	S4N_1C3	WhatsApp - Send/receive messages - A few times per month	Social Media Activities - WhatsApp	3
511	S4N_1C4	WhatsApp - Send/receive messages - A few times per week	Social Media Activities - WhatsApp	3
512	S4N_1C56	WhatsApp - Send/receive messages - Once per day or more	Social Media Activities - WhatsApp	3
513	S4N_2C1	WhatsApp - Send/receive images - Never	Social Media Activities - WhatsApp	3
514	S4N_2C2	WhatsApp - Send/receive images - About once per month	Social Media Activities - WhatsApp	3
515	S4N_2C3	WhatsApp - Send/receive images - A few times per month	Social Media Activities - WhatsApp	3
516	S4N_2C4	WhatsApp - Send/receive images - A few times per week	Social Media Activities - WhatsApp	3
517	S4N_2C56	WhatsApp - Send/receive images - Once per day or more	Social Media Activities - WhatsApp	3
518	S4N_3C1	WhatsApp - Send receive documents and files - Never	Social Media Activities - WhatsApp	3
519	S4N_3C2	WhatsApp - Send receive documents and files - About once per month	Social Media Activities - WhatsApp	3
520	S4N_3C3	WhatsApp - Send receive documents and files - A few times per month	Social Media Activities - WhatsApp	3
521	S4N_3C4	WhatsApp - Send receive documents and files - A few times per week	Social Media Activities - WhatsApp	3
522	S4N_3C56	WhatsApp - Send receive documents and files - Once per day or more	Social Media Activities - WhatsApp	3
523	S4N_4C1	WhatsApp - Use group chats - Never	Social Media Activities - WhatsApp	3
524	S4N_4C2	WhatsApp - Use group chats - About once per month	Social Media Activities - WhatsApp	3
525	S4N_4C3	WhatsApp - Use group chats - A few times per month	Social Media Activities - WhatsApp	3
526	S4N_4C4	WhatsApp - Use group chats - A few times per week	Social Media Activities - WhatsApp	3
527	S4N_4C56	WhatsApp - Use group chats - Once per day or more	Social Media Activities - WhatsApp	3
528	S4N_5C1	WhatsApp - Use voice calls - Never	Social Media Activities - WhatsApp	3
529	S4N_5C2	WhatsApp - Use voice calls - About once per month	Social Media Activities - WhatsApp	3
530	S4N_5C3	WhatsApp - Use voice calls - A few times per month	Social Media Activities - WhatsApp	3
531	S4N_5C4	WhatsApp - Use voice calls - A few times per week	Social Media Activities - WhatsApp	3
532	S4N_5C56	WhatsApp - Use voice calls - Once per day or more	Social Media Activities - WhatsApp	3
533	S4O_1C1	Google+ - Post content on site or app - Never	Social Media Activities - Google+	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
534	S4O_1C2	Google+ - Post content on site or app - About once per month	Social Media Activities - Google+	3
535	S4O_1C3	Google+ - Post content on site or app - A few times per month	Social Media Activities - Google+	3
536	S4O_1C4	Google+ - Post content on site or app - A few times per week	Social Media Activities - Google+	3
537	S4O_1C56	Google+ - Post content on site or app - Once per day or more	Social Media Activities - Google+	3
538	S4O_2C1	Google+ - Read content on site or app - Never	Social Media Activities - Google+	3
539	S4O_2C2	Google+ - Read content on site or app - About once per month	Social Media Activities - Google+	3
540	S4O_2C3	Google+ - Read content on site or app - A few times per month	Social Media Activities - Google+	3
541	S4O_2C4	Google+ - Read content on site or app - A few times per week	Social Media Activities - Google+	3
542	S4O_2C56	Google+ - Read content on site or app - Once per day or more	Social Media Activities - Google+	3
543	S4O_3C1	Google+ - Comment on content - Never	Social Media Activities - Google+	3
544	S4O_3C2	Google+ - Comment on content - About once per month	Social Media Activities - Google+	3
545	S4O_3C3	Google+ - Comment on content - A few times per month	Social Media Activities - Google+	3
546	S4O_3C4	Google+ - Comment on content - A few times per week	Social Media Activities - Google+	3
547	S4O_3C56	Google+ - Comment on content - Once per day or more	Social Media Activities - Google+	3
548	S4O_4C1	Google+ - Share content with other - Never	Social Media Activities - Google+	3
549	S4O_4C2	Google+ - Share content with other - About once per month	Social Media Activities - Google+	3
550	S4O_4C3	Google+ - Share content with other - A few times per month	Social Media Activities - Google+	3
551	S4O_4C4	Google+ - Share content with other - A few times per week	Social Media Activities - Google+	3
552	S4O_4C56	Google+ - Share content with other - Once per day or more	Social Media Activities - Google+	3
553	S4O_5C1	Google+ - Vote on content - Never	Social Media Activities - Google+	3
554	S4O_5C2	Google+ - Vote on content - About once per month	Social Media Activities - Google+	3
555	S4O_5C3	Google+ - Vote on content - A few times per month	Social Media Activities - Google+	3
556	S4O_5C4	Google+ - Vote on content - A few times per week	Social Media Activities - Google+	3
557	S4O_5C56	Google+ - Vote on content - Once per day or more (!)	Social Media Activities - Google+	3
558	S4C_1C1	Blogs - Read blog posts - Never (!)	Social Media Activities - Blogs	3
559	S4C_1C2	Blogs - Read blog posts - About once per month	Social Media Activities - Blogs	3
560	S4C_1C3	Blogs - Read blog posts - A few times per month	Social Media Activities - Blogs	3
561	S4C_1C456	Blogs - Read blog posts - A few times per week or more	Social Media Activities - Blogs	3
562	S4C_2C1	Blogs - Leave comments on a blog - Never	Social Media Activities - Blogs	3
563	S4C_2C2	Blogs - Leave comments on a blog - About once per month	Social Media Activities - Blogs	3
564	S4C_2C3	Blogs - Leave comments on a blog - A few times per month (!)	Social Media Activities - Blogs	3
565	S4C_2C456	Blogs - Leave comments on a blog - A few times per week or more	Social Media Activities - Blogs	3
566	S4C_3C1	Blogs - Publish a post on your blog - Never	Social Media Activities - Blogs	3
567	S4C_3C2	Blogs - Publish a post on your blog - About once per month	Social Media Activities - Blogs	3
568	S4C_3C3	Blogs - Publish a post on your blog - A few times per month (!)	Social Media Activities - Blogs	3
569	S4C_3C456	Blogs - Publish a post on your blog - A few times per week or more (!)	Social Media Activities - Blogs	3
570	S4C_4C1	Blogs - Post photos or videos to your blog - Never	Social Media Activities - Blogs	3
571	S4C_4C2	Blogs - Post photos or videos to your blog - About once per month	Social Media Activities - Blogs	3
572	S4C_4C3	Blogs - Post photos or videos to your blog - A few times per month (!)	Social Media Activities - Blogs	3
573	S4C_4C56	Blogs - Post photos or videos to your blog - Once per day or more (!)	Social Media Activities - Blogs	3
574	S4C_6C1	Blogs - Watch videos - Never	Social Media Activities - Blogs	3
575	S4C_6C2	Blogs - Watch videos - About once per month	Social Media Activities - Blogs	3
576	S4C_6C3	Blogs - Watch videos - A few times per month	Social Media Activities - Blogs	3
577	S4C_6C456	Blogs - Watch videos - A few times per week or more	Social Media Activities - Blogs	3
578	S4C_7C1	Blogs - Click on an ad - Never	Social Media Activities - Blogs	3
579	S4C_7C2	Blogs - Click on an ad - About once per month	Social Media Activities - Blogs	3
580	S4C_7C3	Blogs - Click on an ad - A few times per month (!)	Social Media Activities - Blogs	3
581	S4C_7C456	Blogs - Click on an ad - A few times per week or more (!)	Social Media Activities - Blogs	3
582	S4E_1C1	Audio Podcasts - Listen to a business podcast - Never	Social Media Activities - Audio Podcasts	3
583	S4E_1C2	Audio Podcasts - Listen to a business podcast - About once per month	Social Media Activities - Audio Podcasts	3
584	S4E_1C3	Audio Podcasts - Listen to a business podcast - A few times per month (!)	Social Media Activities - Audio Podcasts	3
585	S4E_1C456	Audio Podcasts - Listen to a business podcast - A few times per week or more	Social Media Activities - Audio Podcasts	3
586	S4E_3C1	Audio Podcasts - Listen to a comedy podcast - Never	Social Media Activities - Audio Podcasts	3
587	S4E_3C2	Audio Podcasts - Listen to a comedy podcast - About once per month	Social Media Activities - Audio Podcasts	3
588	S4E_3C3	Audio Podcasts - Listen to a comedy podcast - A few times per month (!)	Social Media Activities - Audio Podcasts	3
589	S4E_3C456	Audio Podcasts - Listen to a comedy podcast - A few times per week or more	Social Media Activities - Audio Podcasts	3
590	S4E_5C1	Audio Podcasts - Listen to an educational podcast - Never	Social Media Activities - Audio Podcasts	3
591	S4E_5C2	Audio Podcasts - Listen to an educational podcast - About once per month	Social Media Activities - Audio Podcasts	3
592	S4E_5C3	Audio Podcasts - Listen to an educational podcast - A few times per month	Social Media Activities - Audio Podcasts	3
593	S4E_5C456	Audio Podcasts - Listen to an educational podcast - A few times per week or more	Social Media Activities - Audio Podcasts	3
594	S4E_7C1	Audio Podcasts - Listen to a sports podcast - Never	Social Media Activities - Audio Podcasts	3
595	S4E_7C2	Audio Podcasts - Listen to a sports podcast - About once per month (!)	Social Media Activities - Audio Podcasts	3
596	S4E_7C3	Audio Podcasts - Listen to a sports podcast - A few times per month (!)	Social Media Activities - Audio Podcasts	3
597	S4E_7C456	Audio Podcasts - Listen to a sports podcast - A few times per week or more (!)	Social Media Activities - Audio Podcasts	3
598	S4E_9C1	Audio Podcasts - Listen to a technology focused podcast - Never	Social Media Activities - Audio Podcasts	3
599	S4E_9C2	Audio Podcasts - Listen to a technology focused podcast - About once per month	Social Media Activities - Audio Podcasts	3
600	S4E_9C3	Audio Podcasts - Listen to a technology focused podcast - A few times per month (!)	Social Media Activities - Audio Podcasts	3
601	S4E_9C456	Audio Podcasts - Listen to a technology focused podcast - A few times per week or more (!)	Social Media Activities - Audio Podcasts	3
602	S4E_11C1	Audio Podcasts - Listen to a news podcast - Never	Social Media Activities - Audio Podcasts	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
603	S4E_11C2	Audio Podcasts - Listen to a news podcast - About once per month	Social Media Activities - Audio Podcasts	3
604	S4E_11C3	Audio Podcasts - Listen to a news podcast - A few times per month (!)	Social Media Activities - Audio Podcasts	3
605	S4E_11C456	Audio Podcasts - Listen to a news podcast - A few times per week or more	Social Media Activities - Audio Podcasts	3
606	S4E_13C1	Audio Podcasts - Listen to another genre of podcast - Never	Social Media Activities - Audio Podcasts	3
607	S4E_13C2	Audio Podcasts - Listen to another genre of podcast - About once per month	Social Media Activities - Audio Podcasts	3
608	S4E_13C3	Audio Podcasts - Listen to another genre of podcast - A few times per month (!)	Social Media Activities - Audio Podcasts	3
609	S4E_13C456	Audio Podcasts - Listen to another genre of podcast - A few times per week or more	Social Media Activities - Audio Podcasts	3
610	S4F_1C1	Wikis (e.g. Wikipedia) - Read articles / definitions - Never (!)	Social Media Activities - Wikis	3
611	S4F_1C2	Wikis (e.g. Wikipedia) - Read articles / definitions - About once per month	Social Media Activities - Wikis	3
612	S4F_1C3	Wikis (e.g. Wikipedia) - Read articles / definitions - A few times per month	Social Media Activities - Wikis	3
613	S4F_1C4	Wikis (e.g. Wikipedia) - Read articles / definitions - A few times per week	Social Media Activities - Wikis	3
614	S4F_1C56	Wikis (e.g. Wikipedia) - Read articles / definitions - Once per day or more	Social Media Activities - Wikis	3
615	S4F_2C1	Wikis (e.g. Wikipedia) - Use it for research - Never	Social Media Activities - Wikis	3
616	S4F_2C2	Wikis (e.g. Wikipedia) - Use it for research - About once per month	Social Media Activities - Wikis	3
617	S4F_2C3	Wikis (e.g. Wikipedia) - Use it for research - A few times per month	Social Media Activities - Wikis	3
618	S4F_2C4	Wikis (e.g. Wikipedia) - Use it for research - A few times per week	Social Media Activities - Wikis	3
619	S4F_2C56	Wikis (e.g. Wikipedia) - Use it for research - Once per day or more	Social Media Activities - Wikis	3
620	S2_1C1	Freq. Participate - Update your status on a social network(s) - Never	Social Media Behaviours	4
621	S2_1C2	Freq. Participate - Update your status on a social network(s) - A few times per year	Social Media Behaviours	4
622	S2_1C3	Freq. Participate - Update your status on a social network(s) - About once per month	Social Media Behaviours	4
623	S2_1C4	Freq. Participate - Update your status on a social network(s) - A few times per month	Social Media Behaviours	4
624	S2_1C5	Freq. Participate - Update your status on a social network(s) - A few times per week	Social Media Behaviours	4
625	S2_1C6	Freq. Participate - Update your status on a social network(s) - About every day	Social Media Behaviours	4
626	S2_2C1	Freq. Participate - Post photos online - Never	Social Media Behaviours	4
627	S2_2C2	Freq. Participate - Post photos online - A few times per year	Social Media Behaviours	4
628	S2_2C3	Freq. Participate - Post photos online - About once per month	Social Media Behaviours	4
629	S2_2C4	Freq. Participate - Post photos online - A few times per month	Social Media Behaviours	4
630	S2_2C5	Freq. Participate - Post photos online - A few times per week	Social Media Behaviours	4
631	S2_2C6	Freq. Participate - Post photos online - About every day	Social Media Behaviours	4
632	S2_3C1	Freq. Participate - Post videos online - Never	Social Media Behaviours	4
633	S2_3C2	Freq. Participate - Post videos online - A few times per year	Social Media Behaviours	4
634	S2_3C3	Freq. Participate - Post videos online - About once per month	Social Media Behaviours	4
635	S2_3C4	Freq. Participate - Post videos online - A few times per month	Social Media Behaviours	4
636	S2_3C5	Freq. Participate - Post videos online - A few times per week	Social Media Behaviours	4
637	S2_3C6	Freq. Participate - Post videos online - About every day	Social Media Behaviours	4
638	S2_4C1	Freq. Participate - Share your GPS location - Never	Social Media Behaviours	4
639	S2_4C2	Freq. Participate - Share your GPS location - A few times per year	Social Media Behaviours	4
640	S2_4C3	Freq. Participate - Share your GPS location - About once per month	Social Media Behaviours	4
641	S2_4C4	Freq. Participate - Share your GPS location - A few times per month	Social Media Behaviours	4
642	S2_4C5	Freq. Participate - Share your GPS location - A few times per week	Social Media Behaviours	4
643	S2_4C6	Freq. Participate - Share your GPS location - About every day	Social Media Behaviours	4
644	S2_5C1	Freq. Participate - Publish blog, Tumblr, online journal - Never	Social Media Behaviours	4
645	S2_5C2	Freq. Participate - Publish blog, Tumblr, online journal - A few times per year	Social Media Behaviours	4
646	S2_5C3	Freq. Participate - Publish blog, Tumblr, online journal - About once per month	Social Media Behaviours	4
647	S2_5C4	Freq. Participate - Publish blog, Tumblr, online journal - A few times per month	Social Media Behaviours	4
648	S2_5C5	Freq. Participate - Publish blog, Tumblr, online journal - A few times per week	Social Media Behaviours	4
649	S2_5C6	Freq. Participate - Publish blog, Tumblr, online journal - About every day (!)	Social Media Behaviours	4
650	S2_6C1	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - Never	Social Media Behaviours	4
651	S2_6C2	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per year	Social Media Behaviours	4
652	S2_6C3	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - About once per month	Social Media Behaviours	4
653	S2_6C4	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per month	Social Media Behaviours	4
654	S2_6C5	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per week	Social Media Behaviours	4
655	S2_6C6	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - About every day	Social Media Behaviours	4
656	S2_7C1	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - Never	Social Media Behaviours	4
657	S2_7C2	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per year	Social Media Behaviours	4
658	S2_7C3	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - About once per month	Social Media Behaviours	4
659	S2_7C4	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per month	Social Media Behaviours	4
660	S2_7C5	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per week	Social Media Behaviours	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
661	S2_7C6	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - About every day	Social Media Behaviours	4
662	S2_8C1	Freq. Participate - Online forums - Never	Social Media Behaviours	4
663	S2_8C2	Freq. Participate - Online forums - A few times per year	Social Media Behaviours	4
664	S2_8C3	Freq. Participate - Online forums - About once per month	Social Media Behaviours	4
665	S2_8C4	Freq. Participate - Online forums - A few times per month	Social Media Behaviours	4
666	S2_8C5	Freq. Participate - Online forums - A few times per week	Social Media Behaviours	4
667	S2_8C6	Freq. Participate - Online forums - About every day	Social Media Behaviours	4
668	S2_9C1	Freq. Participate - Online chats (e.g. Instant Messaging) - Never	Social Media Behaviours	4
669	S2_9C2	Freq. Participate - Online chats (e.g. Instant Messaging) - A few times per year	Social Media Behaviours	4
670	S2_9C3	Freq. Participate - Online chats (e.g. Instant Messaging) - About once per month	Social Media Behaviours	4
671	S2_9C4	Freq. Participate - Online chats (e.g. Instant Messaging) - A few times per month	Social Media Behaviours	4
672	S2_9C5	Freq. Participate - Online chats (e.g. Instant Messaging) - A few times per week	Social Media Behaviours	4
673	S2_9C6	Freq. Participate - Online chats (e.g. Instant Messaging) - About every day	Social Media Behaviours	4
674	S2_10C1	Freq. Participate - Comment on articles or blogs - Never	Social Media Behaviours	4
675	S2_10C2	Freq. Participate - Comment on articles or blogs - A few times per year	Social Media Behaviours	4
676	S2_10C3	Freq. Participate - Comment on articles or blogs - About once per month	Social Media Behaviours	4
677	S2_10C4	Freq. Participate - Comment on articles or blogs - A few times per month	Social Media Behaviours	4
678	S2_10C5	Freq. Participate - Comment on articles or blogs - A few times per week	Social Media Behaviours	4
679	S2_10C6	Freq. Participate - Comment on articles or blogs - About every day	Social Media Behaviours	4
680	S2_12C1	Freq. Participate - Rate or review products online - Never	Social Media Behaviours	4
681	S2_12C2	Freq. Participate - Rate or review products online - A few times per year	Social Media Behaviours	4
682	S2_12C3	Freq. Participate - Rate or review products online - About once per month	Social Media Behaviours	4
683	S2_12C4	Freq. Participate - Rate or review products online - A few times per month	Social Media Behaviours	4
684	S2_12C5	Freq. Participate - Rate or review products online - A few times per week	Social Media Behaviours	4
685	S2_12C6	Freq. Participate - Rate or review products online - About every day	Social Media Behaviours	4
686	S2_13C1	Freq. Participate - Read blogs - Never	Social Media Behaviours	4
687	S2_13C2	Freq. Participate - Read blogs - A few times per year	Social Media Behaviours	4
688	S2_13C3	Freq. Participate - Read blogs - About once per month	Social Media Behaviours	4
689	S2_13C4	Freq. Participate - Read blogs - A few times per month	Social Media Behaviours	4
690	S2_13C5	Freq. Participate - Read blogs - A few times per week	Social Media Behaviours	4
691	S2_13C6	Freq. Participate - Read blogs - About every day	Social Media Behaviours	4
692	S2_14C1	Freq. Participate - Read article comments - Never	Social Media Behaviours	4
693	S2_14C2	Freq. Participate - Read article comments - A few times per year	Social Media Behaviours	4
694	S2_14C3	Freq. Participate - Read article comments - About once per month	Social Media Behaviours	4
695	S2_14C4	Freq. Participate - Read article comments - A few times per month	Social Media Behaviours	4
696	S2_14C5	Freq. Participate - Read article comments - A few times per week	Social Media Behaviours	4
697	S2_14C6	Freq. Participate - Read article comments - About every day	Social Media Behaviours	4
698	S2_15C1	Freq. Participate - Read status updates/tweets - Never	Social Media Behaviours	4
699	S2_15C2	Freq. Participate - Read status updates/tweets - A few times per year	Social Media Behaviours	4
700	S2_15C3	Freq. Participate - Read status updates/tweets - About once per month	Social Media Behaviours	4
701	S2_15C4	Freq. Participate - Read status updates/tweets - A few times per month	Social Media Behaviours	4
702	S2_15C5	Freq. Participate - Read status updates/tweets - A few times per week	Social Media Behaviours	4
703	S2_15C6	Freq. Participate - Read status updates/tweets - About every day	Social Media Behaviours	4
704	S2_16C1	Freq. Participate - View friends' photos online - Never	Social Media Behaviours	4
705	S2_16C2	Freq. Participate - View friends' photos online - A few times per year	Social Media Behaviours	4
706	S2_16C3	Freq. Participate - View friends' photos online - About once per month	Social Media Behaviours	4
707	S2_16C4	Freq. Participate - View friends' photos online - A few times per month	Social Media Behaviours	4
708	S2_16C5	Freq. Participate - View friends' photos online - A few times per week	Social Media Behaviours	4
709	S2_16C6	Freq. Participate - View friends' photos online - About every day	Social Media Behaviours	4
710	S2_17C1	Freq. Participate - Watch video online - Never	Social Media Behaviours	4
711	S2_17C2	Freq. Participate - Watch video online - A few times per year	Social Media Behaviours	4
712	S2_17C3	Freq. Participate - Watch video online - About once per month	Social Media Behaviours	4
713	S2_17C4	Freq. Participate - Watch video online - A few times per month	Social Media Behaviours	4
714	S2_17C5	Freq. Participate - Watch video online - A few times per week	Social Media Behaviours	4
715	S2_17C6	Freq. Participate - Watch video online - About every day	Social Media Behaviours	4
716	S2_18C1	Freq. Participate - Click links in news feeds - Never	Social Media Behaviours	4
717	S2_18C2	Freq. Participate - Click links in news feeds - A few times per year	Social Media Behaviours	4
718	S2_18C3	Freq. Participate - Click links in news feeds - About once per month	Social Media Behaviours	4
719	S2_18C4	Freq. Participate - Click links in news feeds - A few times per month	Social Media Behaviours	4
720	S2_18C5	Freq. Participate - Click links in news feeds - A few times per week	Social Media Behaviours	4
721	S2_18C6	Freq. Participate - Click links in news feeds - About every day	Social Media Behaviours	4
722	S2_19C1	Freq. Participate - Check in with locations - Never	Social Media Behaviours	4
723	S2_19C2	Freq. Participate - Check in with locations - A few times per year	Social Media Behaviours	4
724	S2_19C3	Freq. Participate - Check in with locations - About once per month	Social Media Behaviours	4
725	S2_19C4	Freq. Participate - Check in with locations - A few times per month	Social Media Behaviours	4
726	S2_19C5	Freq. Participate - Check in with locations - A few times per week	Social Media Behaviours	4
727	S2_19C6	Freq. Participate - Check in with locations - About every day	Social Media Behaviours	4
728	S2_20C1	Freq. Participate - Use SM to stay connected with family - Never	Social Media Behaviours	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
729	S2_20C2	Freq. Participate - Use SM to stay connected with family - A few times per year	Social Media Behaviours	4
730	S2_20C3	Freq. Participate - Use SM to stay connected with family - About once per month	Social Media Behaviours	4
731	S2_20C4	Freq. Participate - Use SM to stay connected with family - A few times per month	Social Media Behaviours	4
732	S2_20C5	Freq. Participate - Use SM to stay connected with family - A few times per week	Social Media Behaviours	4
733	S2_20C6	Freq. Participate - Use SM to stay connected with family - About every day	Social Media Behaviours	4
734	S2_21C1	Freq. Participate - Use SM to stay connected with personal contacts - Never	Social Media Behaviours	4
735	S2_21C2	Freq. Participate - Use SM to stay connected with personal contacts - A few times per year	Social Media Behaviours	4
736	S2_21C3	Freq. Participate - Use SM to stay connected with personal contacts - About once per month	Social Media Behaviours	4
737	S2_21C4	Freq. Participate - Use SM to stay connected with personal contacts - A few times per month	Social Media Behaviours	4
738	S2_21C5	Freq. Participate - Use SM to stay connected with personal contacts - A few times per week	Social Media Behaviours	4
739	S2_21C6	Freq. Participate - Use SM to stay connected with personal contacts - About every day	Social Media Behaviours	4
740	S2_22C1	Freq. Participate - Use SM to stay connected with work/professional contacts - Never	Social Media Behaviours	4
741	S2_22C2	Freq. Participate - Use SM to stay connected with work/professional contacts - A few times per year	Social Media Behaviours	4
742	S2_22C3	Freq. Participate - Use SM to stay connected with work/professional contacts - About once per month	Social Media Behaviours	4
743	S2_22C4	Freq. Participate - Use SM to stay connected with work/professional contacts - A few times per month	Social Media Behaviours	4
744	S2_22C5	Freq. Participate - Use SM to stay connected with work/professional contacts - A few times per week	Social Media Behaviours	4
745	S2_22C6	Freq. Participate - Use SM to stay connected with work/professional contacts - About every day	Social Media Behaviours	4
746	S2_23C1	Freq. Participate - Use SM to keep up to date on news/events in my industry - Never	Social Media Behaviours	4
747	S2_23C2	Freq. Participate - Use SM to keep up to date on news/events in my industry - A few times per year	Social Media Behaviours	4
748	S2_23C3	Freq. Participate - Use SM to keep up to date on news/events in my industry - About once per month	Social Media Behaviours	4
749	S2_23C4	Freq. Participate - Use SM to keep up to date on news/events in my industry - A few times per month	Social Media Behaviours	4
750	S2_23C5	Freq. Participate - Use SM to keep up to date on news/events in my industry - A few times per week	Social Media Behaviours	4
751	S2_23C6	Freq. Participate - Use SM to keep up to date on news/events in my industry - About every day	Social Media Behaviours	4
752	S2_24C1	Freq. Participate - Use SM to keep up to date on general news/events - Never	Social Media Behaviours	4
753	S2_24C2	Freq. Participate - Use SM to keep up to date on general news/events - A few times per year	Social Media Behaviours	4
754	S2_24C3	Freq. Participate - Use SM to keep up to date on general news/events - About once per month	Social Media Behaviours	4
755	S2_24C4	Freq. Participate - Use SM to keep up to date on general news/events - A few times per month	Social Media Behaviours	4
756	S2_24C5	Freq. Participate - Use SM to keep up to date on general news/events - A few times per week	Social Media Behaviours	4
757	S2_24C6	Freq. Participate - Use SM to keep up to date on general news/events - About every day	Social Media Behaviours	4