

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1	CODE		Geography	0
2	GEO		Geography	0
3	NBAS12HP	Total Household Population 12 Year or Over	Basics	1
4	Q4700700AO	Vehicles in HH -- 1+(Vehicles)	Automotive: Products	1
5	Q4700700IO	Vehicles in HH -- 1+	Automotive: Products	1
6	Q470030C01	Type - Vehicle Driven [M OfT] -- Sedan	Automotive: Products	1
7	Q470030C02	Type - Vehicle Driven [M OfT] -- Sub-compact	Automotive: Products	1
8	Q470030C03	Type - Vehicle Driven [M OfT] -- Sports car	Automotive: Products	1
9	Q470030C04	Type - Vehicle Driven [M OfT] -- Minivan/station wagon	Automotive: Products	1
10	Q470030C05	Type - Vehicle Driven [M OfT] -- Sport utility vehicle	Automotive: Products	1
11	Q470030C06	Type - Vehicle Driven [M OfT] -- Pick-up truck	Automotive: Products	1
12	Q470030C07	Type - Vehicle Driven [M OfT] -- Full-sized van	Automotive: Products	1
13	Q470030C08	Type - Vehicle Driven [M OfT] -- Other	Automotive: Products	1
14	Q470060C01	Title - Vehicle Driven [M OfT] -- Bought new	Automotive: Products	1
15	Q470060C02	Title - Vehicle Driven [M OfT] -- Bought used	Automotive: Products	1
16	Q470060C03	Title - Vehicle Driven [M OfT] -- Leased new	Automotive: Products	1
17	Q470060C04	Title - Vehicle Driven [M OfT] -- Leased used	Automotive: Products	1
18	Q470060C05	Title - Vehicle Driven [M OfT] -- Don't know/not sure	Automotive: Products	1
19	Q470040C01	Model Year - Vehicle Driven [M OfT] -- 2016 or newer	Automotive: Products	1
20	Q470040C02	Model Year - Vehicle Driven [M OfT] -- 2015	Automotive: Products	1
21	Q470040C03	Model Year - Vehicle Driven [M OfT] -- 2014	Automotive: Products	1
22	Q470040C04	Model Year - Vehicle Driven [M OfT] -- 2013	Automotive: Products	1
23	Q470040C05	Model Year - Vehicle Driven [M OfT] -- 2012	Automotive: Products	1
24	Q470040C06	Model Year - Vehicle Driven [M OfT] -- 2011	Automotive: Products	1
25	Q470040C07	Model Year - Vehicle Driven [M OfT] -- 2010	Automotive: Products	1
26	Q470040C08	Model Year - Vehicle Driven [M OfT] -- 2009	Automotive: Products	1
27	Q470040C09	Model Year - Vehicle Driven [M OfT] -- 2008	Automotive: Products	1
28	Q470040C10	Model Year - Vehicle Driven [M OfT] -- 2007	Automotive: Products	1
29	Q470040C11	Model Year - Vehicle Driven [M OfT] -- 2006	Automotive: Products	1
30	Q470040C12	Model Year - Vehicle Driven [M OfT] -- 2005 or older	Automotive: Products	1
31	Q470040C13	Model Year - Vehicle Driven [M OfT] -- Don't know/not sure	Automotive: Products	1
32	Q470010C01	Distance Driven Per Year -- None	Automotive: Products	1
33	Q470010C02	Distance Driven Per Year -- 1 to 9,999 Km (1 to 5,999 miles)	Automotive: Products	1
34	Q470010C03	Distance Driven Per Year -- 10,000 to 19,999 Km (6,000 to 11,999 miles)	Automotive: Products	1
35	Q470010C04	Distance Driven Per Year -- 20,000 to 29,999 Km (12,000 to 17,999 miles)	Automotive: Products	1
36	Q470010C05	Distance Driven Per Year -- 30,000 or more Km (18,000 or more miles)	Automotive: Products	1
37	Q4700100AO	Distance Driven Per Year -- 1+(Kilometres)	Automotive: Products	1
38	Q4700100IO	Distance Driven Per Year -- 1+	Automotive: Products	1
39	Q470050C01	Involvement in Purchase Decision -- I was not involved in the decision	Automotive: Products	1
40	Q470050C02	Involvement in Purchase Decision -- I made the decision alone	Automotive: Products	1
41	Q470050C03	Involvement in Purchase Decision -- I participated in the decision with someone else	Automotive: Products	1
42	Q470080C01	Title - Vehicle Purchased [Pst 2 Yrs] -- No, not in the past 2 years	Automotive: Products	1
43	Q470080C02	Title - Vehicle Purchased [Pst 2 Yrs] -- Yes, purchased new	Automotive: Products	1
44	Q470080C03	Title - Vehicle Purchased [Pst 2 Yrs] -- Yes, purchased used	Automotive: Products	1
45	Q470080C04	Title - Vehicle Purchased [Pst 2 Yrs] -- Yes, leased new	Automotive: Products	1
46	Q470080C05	Title - Vehicle Purchased [Pst 2 Yrs] -- Yes, leased used	Automotive: Products	1
47	Q4710400AO	Spent - Purchase/Lease Vehicle [Pst 2 Yrs] -- 1+(Dollars)	Automotive: Products	1
48	Q4710400IO	Spent - Purchase/Lease Vehicle [Pst 2 Yrs] -- 1+	Automotive: Products	1
49	Q470090C01	Planned Action at End of Lease -- Purchase the vehicle	Automotive: Products	1
50	Q470090C02	Planned Action at End of Lease -- Return the vehicle to the lessor	Automotive: Products	1
51	Q470100C01	Planned [Next Yr] -- Definitely will purchase or lease	Automotive: Products	1
52	Q470100C02	Planned [Next Yr] -- Likely will purchase or lease	Automotive: Products	1
53	Q470100C03	Planned [Next Yr] -- Likely will not purchase or lease	Automotive: Products	1
54	Q470100C04	Planned [Next Yr] -- Definitely will not purchase or lease	Automotive: Products	1
55	Q4701200AO	Planned Spend - Purchase/Lease Vehicle -- 1+(Dollars)	Automotive: Products	1
56	Q4701200IO	Planned Spend - Purchase/Lease Vehicle -- 1+	Automotive: Products	1
57	Q4701301C1	Automotive Assistance Services -- Auto club -- Have service	Automotive: Products	1
58	Q4701302C1	Automotive Assistance Services -- Manufacturer's roadside assistance program -- Have service	Automotive: Products	1
59	Q4701303C1	Automotive Assistance Services -- OnStar or other direct communication service -- Have service	Automotive: Products	1
60	Q471010C01	Planned Type - Purchase/Lease Vehicle -- Sedan	Automotive: Products	1
61	Q471010C02	Planned Type - Purchase/Lease Vehicle -- Sub-compact	Automotive: Products	1
62	Q471010C04	Planned Type - Purchase/Lease Vehicle -- Minivan/station wagon	Automotive: Products	1
63	Q471010C05	Planned Type - Purchase/Lease Vehicle -- Sport utility vehicle	Automotive: Products	1
64	Q471010C06	Planned Type - Purchase/Lease Vehicle -- Pick-up truck	Automotive: Products	1
65	Q471010IO3	Planned Type - Purchase/Lease Vehicle -- Other	Automotive: Products	1
66	Q471020C01	Considerations - Next Vehicle -- Definitely will consider a hybrid vehicle	Automotive: Products	1
67	Q471020C02	Considerations - Next Vehicle -- Likely will consider a hybrid vehicle	Automotive: Products	1
68	Q471020C03	Considerations - Next Vehicle -- Likely will not consider a hybrid vehicle	Automotive: Products	1
69	Q471020C04	Considerations - Next Vehicle -- Definitely will not consider a hybrid vehicle	Automotive: Products	1
70	Q4710202C1	Considerations - Next Vehicle -- Definitely will consider a fully electric vehicle	Automotive: Products	1
71	Q4710202C2	Considerations - Next Vehicle -- Likely will consider a fully electric vehicle	Automotive: Products	1
72	Q4710202C3	Considerations - Next Vehicle -- Likely will not consider a fully electric vehicle	Automotive: Products	1
73	Q4710202C4	Considerations - Next Vehicle -- Definitely will not consider a fully electric vehicle	Automotive: Products	1
74	Q4710203C1	Considerations - Next Vehicle -- Definitely will consider the same brand of vehicle	Automotive: Products	1
75	Q4710203C2	Considerations - Next Vehicle -- Likely will consider the same brand of vehicle	Automotive: Products	1
76	Q4710203C3	Considerations - Next Vehicle -- Likely will not consider the same brand of vehicle	Automotive: Products	1
77	Q4710203C4	Considerations - Next Vehicle -- Definitely will not consider the same brand of vehicle	Automotive: Products	1
78	Q471030C02	Satellite Radio Subscription -- Yes	Automotive: Products	1
79	Q471050C01	Involved In - Vehicle Insurance Decision -- Very involved	Automotive: Products	1
80	Q471050C02	Involved In - Vehicle Insurance Decision -- Somewhat involved	Automotive: Products	1
81	Q471050C03	Involved In - Vehicle Insurance Decision -- Not very involved	Automotive: Products	1
82	Q471050C04	Involved In - Vehicle Insurance Decision -- Not at all involved	Automotive: Products	1
83	Q471050C05	Involved In - Vehicle Insurance Decision -- Don't have access to a vehicle	Automotive: Products	1
84	Q471080C02	Licensed to drive -- Yes	Automotive: Products	1

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85	Q4800101I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Collision repair/body work -- Professional	Automotive: Service	1
86	Q4800101I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Collision repair/body work -- Yourself/Family or friend	Automotive: Service	1
87	Q4800101I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Collision repair/body work -- Never/Don't know/Not sure	Automotive: Service	1
88	Q4800102I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Oil change/lube -- Professional	Automotive: Service	1
89	Q4800102I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Oil change/lube -- Yourself/Family or friend	Automotive: Service	1
90	Q4800102I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Oil change/lube -- Never/Don't know/Not sure	Automotive: Service	1
91	Q4800103I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Paint job -- Professional	Automotive: Service	1
92	Q4800103I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Paint job -- Yourself/Family or friend	Automotive: Service	1
93	Q4800103I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Paint job -- Never/Don't know/Not sure	Automotive: Service	1
94	Q4800104I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Performance enhancement (any) -- Professional	Automotive: Service	1
95	Q4800104I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Performance enhancement (any) -- Yourself/Family or friend	Automotive: Service	1
96	Q4800104I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Performance enhancement (any) -- Never/Don't know/Not sure	Automotive: Service	1
97	Q4800105I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Repair brakes -- Professional	Automotive: Service	1
98	Q4800105I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Repair brakes -- Yourself/Family or friend	Automotive: Service	1
99	Q4800105I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Repair brakes -- Never/Don't know/Not sure	Automotive: Service	1
100	Q4800106I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Repair transmission -- Professional	Automotive: Service	1
101	Q4800106I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Repair transmission -- Yourself/Family or friend	Automotive: Service	1
102	Q4800106I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Repair transmission -- Never/Don't know/Not sure	Automotive: Service	1
103	Q4800107I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace muffler/shocks -- Professional	Automotive: Service	1
104	Q4800107I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace muffler/shocks -- Yourself/Family or friend	Automotive: Service	1
105	Q4800107I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace muffler/shocks -- Never/Don't know/Not sure	Automotive: Service	1
106	Q4800108I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace tires -- Professional	Automotive: Service	1
107	Q4800108I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace tires -- Yourself/Family or friend	Automotive: Service	1
108	Q4800108I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace tires -- Never/Don't know/Not sure	Automotive: Service	1
109	Q4800109I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace windshield -- Professional	Automotive: Service	1
110	Q4800109I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace windshield -- Yourself/Family or friend	Automotive: Service	1
111	Q4800109I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Replace windshield -- Never/Don't know/Not sure	Automotive: Service	1
112	Q4800110I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Rust protection -- Professional	Automotive: Service	1
113	Q4800110I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Rust protection -- Yourself/Family or friend	Automotive: Service	1
114	Q4800110I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Rust protection -- Never/Don't know/Not sure	Automotive: Service	1
115	Q4800111I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Tune up -- Professional	Automotive: Service	1
116	Q4800111I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Tune up -- Yourself/Family or friend	Automotive: Service	1
117	Q4800111I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Tune up -- Never/Don't know/Not sure	Automotive: Service	1
118	Q4800112I2	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Other major repair job (over \$200) -- Professional	Automotive: Service	1
119	Q4800112I5	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Other major repair job (over \$200) -- Yourself/Family or friend	Automotive: Service	1
120	Q4800112I1	Where Maintenance Last Done - Vehicle Driven [M Oft] -- Other major repair job (over \$200) -- Never/Don't know/Not sure	Automotive: Service	1
121	Q4800201C1	Shopped [Pst Yr] - Automotive Parts or Service -- Active Green & Ross	Automotive: Service	1
122	Q4800202C1	Shopped [Pst Yr] - Automotive Parts or Service -- Apple Auto Glass	Automotive: Service	1
123	Q4800203C1	Shopped [Pst Yr] - Automotive Parts or Service -- Bridgestone/Firestone	Automotive: Service	1
124	Q4800204C1	Shopped [Pst Yr] - Automotive Parts or Service -- Canadian Tire/Pit Stop	Automotive: Service	1
125	Q4800205C1	Shopped [Pst Yr] - Automotive Parts or Service -- Costco	Automotive: Service	1
126	Q4800206C1	Shopped [Pst Yr] - Automotive Parts or Service -- GM Goodwrench	Automotive: Service	1
127	Q4800207C1	Shopped [Pst Yr] - Automotive Parts or Service -- Goodyear Select (Certified Auto Centre)	Automotive: Service	1
128	Q4800208C1	Shopped [Pst Yr] - Automotive Parts or Service -- Midas Auto Service Experts	Automotive: Service	1
129	Q4800210C1	Shopped [Pst Yr] - Automotive Parts or Service -- Mr. Lube	Automotive: Service	1
130	Q4800211C1	Shopped [Pst Yr] - Automotive Parts or Service -- NAPA Auto Parts	Automotive: Service	1
131	Q4800212C1	Shopped [Pst Yr] - Automotive Parts or Service -- OK Tire	Automotive: Service	1
132	Q4800213C1	Shopped [Pst Yr] - Automotive Parts or Service -- PartSource	Automotive: Service	1
133	Q4800214C1	Shopped [Pst Yr] - Automotive Parts or Service -- Speedy Auto Glass	Automotive: Service	1
134	Q4800215C1	Shopped [Pst Yr] - Automotive Parts or Service -- Speedy Auto Service	Automotive: Service	1
135	Q4800216C1	Shopped [Pst Yr] - Automotive Parts or Service -- Walmart	Automotive: Service	1
136	Q4800217C1	Shopped [Pst Yr] - Automotive Parts or Service -- Car dealership (excl. GM Goodwrench)	Automotive: Service	1
137	Q4800218C1	Shopped [Pst Yr] - Automotive Parts or Service -- Consumer-to-consumer website	Automotive: Service	1
138	Q4800219C1	Shopped [Pst Yr] - Automotive Parts or Service -- Other parts/service shops	Automotive: Service	1
139	Q4820101C1	Bought Fuel [Pst Mth] - Gas Stations -- Canadian Tire	Automotive: Service	1
140	Q4820102C1	Bought Fuel [Pst Mth] - Gas Stations -- Chevron	Automotive: Service	1
141	Q4820103C1	Bought Fuel [Pst Mth] - Gas Stations -- Esso	Automotive: Service	1
142	Q4820104C1	Bought Fuel [Pst Mth] - Gas Stations -- Husky/Mohawk	Automotive: Service	1
143	Q4820105C1	Bought Fuel [Pst Mth] - Gas Stations -- Petro Canada	Automotive: Service	1
144	Q4820106C1	Bought Fuel [Pst Mth] - Gas Stations -- Shell	Automotive: Service	1
145	Q4820107C1	Bought Fuel [Pst Mth] - Gas Stations -- Other gas stations	Automotive: Service	1
146	Q4960100AO	In-Town Travel (as Driver or Passenger) [Pst Mth] -- 1+(Kilometres)	Automotive: Service	1
147	Q4960100IO	In-Town Travel (as Driver or Passenger) [Pst Mth] -- 1+	Automotive: Service	1
148	Q4960200AO	In-Town Travel (as Driver or Passenger) [Pst Wk] -- 1+(Kilometres)	Automotive: Service	1
149	Q4960200IO	In-Town Travel (as Driver or Passenger) [Pst Wk] -- 1+	Automotive: Service	1
150	Q4960300AO	In-Town Travel - People in Vehicle -- 1+(People)	Automotive: Service	1
151	Q4960300IO	In-Town Travel - People in Vehicle -- 1+	Automotive: Service	1
152	Q5300500AO	Value - Involved In [Pst Yr] - Business Purchase Decision -- 1+(Dollars)	Business	1
153	Q5300500IO	Value - Involved In [Pst Yr] - Business Purchase Decision -- 1+	Business	1
154	Q5300601C1	Area Involvement Level - Business Purchase Decision -- Advertising/communication services -- No direct involvement	Business	1
155	Q5300601C5	Area Involvement Level - Business Purchase Decision -- Advertising/communication services -- I am consulted/I recommend	Business	1
156	Q5300601C4	Area Involvement Level - Business Purchase Decision -- Advertising/communication services -- I authorize	Business	1
157	Q5300602C1	Area Involvement Level - Business Purchase Decision -- Business travel -- No direct involvement	Business	1
158	Q5300602C5	Area Involvement Level - Business Purchase Decision -- Business travel -- I am consulted/I recommend	Business	1
159	Q5300602C4	Area Involvement Level - Business Purchase Decision -- Business travel -- I authorize	Business	1
160	Q5300603C1	Area Involvement Level - Business Purchase Decision -- Computer hardware/software -- No direct involvement	Business	1



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161	Q5300603C5	Area Involvement Level - Business Purchase Decision -- Computer hardware/software -- I am consulted	Business	1
162	Q5300603C4	Area Involvement Level - Business Purchase Decision -- Computer hardware/software -- I authorize	Business	1
163	Q5300604C1	Area Involvement Level - Business Purchase Decision -- Computer online/Internet services -- No direct involvement	Business	1
164	Q5300604C5	Area Involvement Level - Business Purchase Decision -- Computer online/Internet services -- I am consulted/I recommend	Business	1
165	Q5300604C4	Area Involvement Level - Business Purchase Decision -- Computer online/Internet services -- I authorize	Business	1
166	Q5300605C1	Area Involvement Level - Business Purchase Decision -- Convention arrangements -- No direct involvement	Business	1
167	Q5300605C5	Area Involvement Level - Business Purchase Decision -- Convention arrangements -- I am consulted/I recommend	Business	1
168	Q5300605C4	Area Involvement Level - Business Purchase Decision -- Convention arrangements -- I authorize	Business	1
169	Q5300606C1	Area Involvement Level - Business Purchase Decision -- Corporate events/team building -- No direct involvement	Business	1
170	Q5300606C5	Area Involvement Level - Business Purchase Decision -- Corporate events/team building -- I am consulted/I recommend	Business	1
171	Q5300606C4	Area Involvement Level - Business Purchase Decision -- Corporate events/team building -- I authorize	Business	1
172	Q5300607C1	Area Involvement Level - Business Purchase Decision -- Courier services -- No direct involvement	Business	1
173	Q5300607C2	Area Involvement Level - Business Purchase Decision -- Courier services -- I am consulted/I recommend	Business	1
174	Q5300607C4	Area Involvement Level - Business Purchase Decision -- Courier services -- I authorize	Business	1
175	Q5300608C1	Area Involvement Level - Business Purchase Decision -- Employee education/training -- No direct involvement	Business	1
176	Q5300608C5	Area Involvement Level - Business Purchase Decision -- Employee education/training -- I am consulted/I recommend	Business	1
177	Q5300608C4	Area Involvement Level - Business Purchase Decision -- Employee education/training -- I authorize	Business	1
178	Q5300609C1	Area Involvement Level - Business Purchase Decision -- Handheld communications devices -- No direct involvement	Business	1
179	Q5300609C5	Area Involvement Level - Business Purchase Decision -- Handheld communications devices -- I am consulted/I recommend	Business	1
180	Q5300609C4	Area Involvement Level - Business Purchase Decision -- Handheld communications devices -- I authorize	Business	1
181	Q5300610C1	Area Involvement Level - Business Purchase Decision -- Office equipment -- No direct involvement	Business	1
182	Q5300610C5	Area Involvement Level - Business Purchase Decision -- Office equipment -- I am consulted/I recommend	Business	1
183	Q5300610C4	Area Involvement Level - Business Purchase Decision -- Office equipment -- I authorize	Business	1
184	Q5300611C1	Area Involvement Level - Business Purchase Decision -- Office food catering -- No direct involvement	Business	1
185	Q5300611C5	Area Involvement Level - Business Purchase Decision -- Office food catering -- I am consulted/I recommend	Business	1
186	Q5300611C4	Area Involvement Level - Business Purchase Decision -- Office food catering -- I authorize	Business	1
187	Q5300612C1	Area Involvement Level - Business Purchase Decision -- Office furniture -- No direct involvement	Business	1
188	Q5300612C5	Area Involvement Level - Business Purchase Decision -- Office furniture -- I am consulted/I recommend	Business	1
189	Q5300612C4	Area Involvement Level - Business Purchase Decision -- Office furniture -- I authorize	Business	1
190	Q5300613C1	Area Involvement Level - Business Purchase Decision -- Office supplies -- No direct involvement	Business	1
191	Q5300613C5	Area Involvement Level - Business Purchase Decision -- Office supplies -- I am consulted/I recommend	Business	1
192	Q5300613C4	Area Involvement Level - Business Purchase Decision -- Office supplies -- I authorize	Business	1
193	Q5300614C1	Area Involvement Level - Business Purchase Decision -- Office telephone systems/long distance service -- No direct involvement	Business	1
194	Q5300614C5	Area Involvement Level - Business Purchase Decision -- Office telephone systems/long distance service -- I am consulted/I recommend	Business	1
195	Q5300614C4	Area Involvement Level - Business Purchase Decision -- Office telephone systems/long distance service -- I authorize	Business	1
196	Q5300615C1	Area Involvement Level - Business Purchase Decision -- Payroll services -- No direct involvement	Business	1
197	Q5300615C5	Area Involvement Level - Business Purchase Decision -- Payroll services -- I am consulted/I recommend	Business	1
198	Q5300615C4	Area Involvement Level - Business Purchase Decision -- Payroll services -- I authorize	Business	1
199	Q5300616C1	Area Involvement Level - Business Purchase Decision -- Personnel agencies -- No direct involvement	Business	1
200	Q5300616C5	Area Involvement Level - Business Purchase Decision -- Personnel agencies -- I am consulted/I recommend	Business	1
201	Q5300616C4	Area Involvement Level - Business Purchase Decision -- Personnel agencies -- I authorize	Business	1
202	Q5300617C1	Area Involvement Level - Business Purchase Decision -- Professional services -- No direct involvement	Business	1
203	Q5300617C5	Area Involvement Level - Business Purchase Decision -- Professional services -- I am consulted/I recommend	Business	1
204	Q5300617C4	Area Involvement Level - Business Purchase Decision -- Professional services -- I authorize	Business	1
205	Q5300618C1	Area Involvement Level - Business Purchase Decision -- Security services (any) -- No direct involvement	Business	1
206	Q5300618C5	Area Involvement Level - Business Purchase Decision -- Security services (any) -- I am consulted/I recommend	Business	1
207	Q5300618C4	Area Involvement Level - Business Purchase Decision -- Security services (any) -- I authorize	Business	1
208	Q5300619C1	Area Involvement Level - Business Purchase Decision -- Tools/equipment/farm equipment (rent or buy) -- No direct involvement	Business	1
209	Q5300619C2	Area Involvement Level - Business Purchase Decision -- Tools/equipment/farm equipment (rent or buy) -- I am consulted/I recommend	Business	1
210	Q5300619C3	Area Involvement Level - Business Purchase Decision -- Tools/equipment/farm equipment (rent or buy) -- I authorize	Business	1
211	Q530070C01	Own a Business -- Home based business	Business	1
212	Q530070C02	Own a Business -- Small business with under 20 employees (not home based)	Business	1
213	Q530070C03	Own a Business -- Business with 20 or more employees (not home based)	Business	1
214	Q530070C04	Own a Business -- Other type of business	Business	1
215	Q530070C05	Own a Business -- None of these, do not personally own a business	Business	1
216	Q530110C01	Employees at Your Location - Size of Employer -- 1-4 people	Business	1
217	Q530110C02	Employees at Your Location - Size of Employer -- 5-9 people	Business	1
218	Q530110C03	Employees at Your Location - Size of Employer -- 10-24 people	Business	1
219	Q530110C04	Employees at Your Location - Size of Employer -- 25-49 people	Business	1
220	Q530110C05	Employees at Your Location - Size of Employer -- 50-99 people	Business	1
221	Q530110C06	Employees at Your Location - Size of Employer -- 100-249 people	Business	1
222	Q530110C07	Employees at Your Location - Size of Employer -- 250-499 people	Business	1
223	Q530110C08	Employees at Your Location - Size of Employer -- 500 or more	Business	1
224	Q530110A0	Employees at Your Location - Size of Employer -- 1+(People)	Business	1
225	Q530110O10	Employees at Your Location - Size of Employer -- 1+	Business	1
226	Q530120C01	Employees in Organization - Size of Employer -- 1-4 people	Business	1
227	Q530120C02	Employees in Organization - Size of Employer -- 5-9 people	Business	1
228	Q530120C03	Employees in Organization - Size of Employer -- 10-24 people	Business	1
229	Q530120C04	Employees in Organization - Size of Employer -- 25-49 people	Business	1
230	Q530120C05	Employees in Organization - Size of Employer -- 50-99 people	Business	1

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231	Q530120C06	Employees in Organization - Size of Employer -- 100-249 people	Business	1
232	Q530120C07	Employees in Organization - Size of Employer -- 250-499 people	Business	1
233	Q530120C08	Employees in Organization - Size of Employer -- 500 or more	Business	1
234	Q5301200A0	Employees in Organization - Size of Employer -- 1+(People)	Business	1
235	Q5301200I0	Employees in Organization - Size of Employer -- 1+	Business	1
236	Q532010C02	Your building has - Elevator Digital Screens -- Yes	Business	1
237	Q532020C01	Frequency of watching - Elevator Digital Screens -- Every time	Business	1
238	Q532020C02	Frequency of watching - Elevator Digital Screens -- Most of the time	Business	1
239	Q532020C04	Frequency of watching - Elevator Digital Screens -- Hardly ever	Business	1
240	Q5200101C1	Used [Pst Yr] -- BMO Bank of Montreal -- Principal institution	Finance: Banking	2
241	Q5200101C2	Used [Pst Yr] -- BMO Bank of Montreal -- Non-principal institution used	Finance: Banking	2
242	Q5200102C1	Used [Pst Yr] -- Caisse Populaire Desjardins -- Principal institution	Finance: Banking	2
243	Q5200102C2	Used [Pst Yr] -- Caisse Populaire Desjardins -- Non-principal institution used	Finance: Banking	2
244	Q5200103C1	Used [Pst Yr] -- CIBC -- Principal institution	Finance: Banking	2
245	Q5200103C2	Used [Pst Yr] -- CIBC -- Non-principal institution used	Finance: Banking	2
246	Q5200104C1	Used [Pst Yr] -- HSBC Bank Canada -- Principal institution	Finance: Banking	2
247	Q5200104C2	Used [Pst Yr] -- HSBC Bank Canada -- Non-principal institution used	Finance: Banking	2
248	Q5200105C1	Used [Pst Yr] -- Laurentian Bank -- Principal institution	Finance: Banking	2
249	Q5200105C2	Used [Pst Yr] -- Laurentian Bank -- Non-principal institution used	Finance: Banking	2
250	Q5200106C1	Used [Pst Yr] -- National Bank of Canada -- Principal institution	Finance: Banking	2
251	Q5200106C2	Used [Pst Yr] -- National Bank of Canada -- Non-principal institution used	Finance: Banking	2
252	Q5200107C1	Used [Pst Yr] -- President's Choice Financial -- Principal institution	Finance: Banking	2
253	Q5200107C2	Used [Pst Yr] -- President's Choice Financial -- Non-principal institution used	Finance: Banking	2
254	Q5200108C1	Used [Pst Yr] -- RBC Royal Bank -- Principal institution	Finance: Banking	2
255	Q5200108C2	Used [Pst Yr] -- RBC Royal Bank -- Non-principal institution used	Finance: Banking	2
256	Q5200109C1	Used [Pst Yr] -- Scotiabank -- Principal institution	Finance: Banking	2
257	Q5200109C2	Used [Pst Yr] -- Scotiabank -- Non-principal institution used	Finance: Banking	2
258	Q5200110C1	Used [Pst Yr] -- Tangerine -- Principal institution	Finance: Banking	2
259	Q5200110C2	Used [Pst Yr] -- Tangerine -- Non-principal institution used	Finance: Banking	2
260	Q5200111C1	Used [Pst Yr] -- TD Canada Trust -- Principal institution	Finance: Banking	2
261	Q5200111C2	Used [Pst Yr] -- TD Canada Trust -- Non-principal institution used	Finance: Banking	2
262	Q5200113C1	Used [Pst Yr] -- Other - Banks -- Principal institution	Finance: Banking	2
263	Q5200113C2	Used [Pst Yr] -- Other - Banks -- Non-principal institution used	Finance: Banking	2
264	Q5200114C1	Used [Pst Yr] -- Other - Credit unions/caisses populaires/d'économie -- Principal institution	Finance: Banking	2
265	Q5200114C2	Used [Pst Yr] -- Other - Credit unions/caisses populaires/d'économie -- Non-principal institution used	Finance: Banking	2
266	Q5201101C1	Used [Pst Mth] - Financial Services -- Automated bank teller machine	Finance: Banking	2
267	Q5201102C1	Used [Pst Mth] - Financial Services -- Debit card for purchases	Finance: Banking	2
268	Q5201103C1	Used [Pst Mth] - Financial Services -- Debit quick pay card	Finance: Banking	2
269	Q5201104C1	Used [Pst Mth] - Financial Services -- Gas station quick pay card	Finance: Banking	2
270	Q5201105C1	Used [Pst Mth] - Financial Services -- Telephone banking	Finance: Banking	2
271	Q5201106C1	Used [Pst Mth] - Financial Services -- Online/Internet banking	Finance: Banking	2
272	Q5201107C1	Used [Pst Mth] - Financial Services -- Online/Internet stock trading	Finance: Banking	2
273	Q5201401C1	Credit Cards -- American Express - Standard	Finance: Banking	2
274	Q5201402C1	Credit Cards -- American Express - Gold/Platinum etc.	Finance: Banking	2
275	Q5201403C1	Credit Cards -- Mastercard - Standard	Finance: Banking	2
276	Q5201404C1	Credit Cards -- Mastercard - Gold/Platinum etc.	Finance: Banking	2
277	Q5201405C1	Credit Cards -- Visa - Standard	Finance: Banking	2
278	Q5201406C1	Credit Cards -- Visa - Gold/Platinum etc.	Finance: Banking	2
279	Q5201407C1	Credit Cards -- Hudson's Bay	Finance: Banking	2
280	Q5201408C1	Credit Cards -- Sears	Finance: Banking	2
281	Q5201409C1	Credit Cards -- Other department store card(s) - Standard	Finance: Banking	2
282	Q5201410C1	Credit Cards -- Gas service station card(s) - Standard	Finance: Banking	2
283	Q5201411C1	Credit Cards -- Travel & entertainment card(s) - Standard	Finance: Banking	2
284	Q5211100A0	Value - Personal Debts & Liabilities -- 1+(Dollars)	Finance: Banking	2
285	Q5211100I0	Value - Personal Debts & Liabilities -- 1+	Finance: Banking	2
286	Q521120C02	Used [Pst Yr] - Cash Advance Service -- Yes	Finance: Banking	2
287	Q520150C01	Donations [Pst Yr] - Charities -- Nothing	Finance: Charity Donations	2
288	Q520150C02	Donations [Pst Yr] - Charities -- \$1 - \$20	Finance: Charity Donations	2
289	Q520150C03	Donations [Pst Yr] - Charities -- \$21 - \$50	Finance: Charity Donations	2
290	Q520150C04	Donations [Pst Yr] - Charities -- \$51 - \$100	Finance: Charity Donations	2
291	Q520150C05	Donations [Pst Yr] - Charities -- \$101 - \$500	Finance: Charity Donations	2
292	Q520150C06	Donations [Pst Yr] - Charities -- More than \$500	Finance: Charity Donations	2
293	Q5201500A0	Donations [Pst Yr] - Charities -- 1+(Dollars)	Finance: Charity Donations	2
294	Q5201500I0	Donations [Pst Yr] - Charities -- 1+	Finance: Charity Donations	2
295	Q5200901C1	Insurance Services -- Automobile insurance	Finance: Insurance	2
296	Q5200902C1	Insurance Services -- Group health/disability insurance	Finance: Insurance	2
297	Q5200903C1	Insurance Services -- Group life insurance	Finance: Insurance	2
298	Q5200904C1	Insurance Services -- Home insurance	Finance: Insurance	2
299	Q5200905C1	Insurance Services -- Mortgage insurance	Finance: Insurance	2
300	Q5200906C1	Insurance Services -- Pet insurance	Finance: Insurance	2
301	Q5200907C1	Insurance Services -- Private disability/health insurance	Finance: Insurance	2
302	Q5200908C1	Insurance Services -- Private life insurance	Finance: Insurance	2
303	Q5200909C1	Insurance Services -- Travel insurance (any - purch Pst 2 Yrs)	Finance: Insurance	2
304	Q5200910C1	Insurance Services -- Other insurance	Finance: Insurance	2
305	Q5201001C1	Switched [Pst 2 Yrs] - Insurance Services -- Automobile insurance	Finance: Insurance	2
306	Q5201002C1	Switched [Pst 2 Yrs] - Insurance Services -- Group health/disability insurance	Finance: Insurance	2
307	Q5201003C1	Switched [Pst 2 Yrs] - Insurance Services -- Group life insurance	Finance: Insurance	2
308	Q5201004C1	Switched [Pst 2 Yrs] - Insurance Services -- Home insurance	Finance: Insurance	2
309	Q5201005C1	Switched [Pst 2 Yrs] - Insurance Services -- Mortgage insurance	Finance: Insurance	2
310	Q5201007C1	Switched [Pst 2 Yrs] - Insurance Services -- Private disability/health insurance	Finance: Insurance	2
311	Q5201008C1	Switched [Pst 2 Yrs] - Insurance Services -- Private life insurance	Finance: Insurance	2
312	Q5201009C1	Switched [Pst 2 Yrs] - Insurance Services -- Travel insurance	Finance: Insurance	2
313	Q5200301C1	Used Financial Institutions - Investments -- Bank	Finance: Investments	2
314	Q5200302C1	Used Financial Institutions - Investments -- Credit union/caisses populaires/d'économie	Finance: Investments	2



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
315	Q5200303C1	Used Financial Institutions - Investments -- Discount broker	Finance: Investments	2
316	Q5200304C1	Used Financial Institutions - Investments -- Financial planner	Finance: Investments	2
317	Q5200305C1	Used Financial Institutions - Investments -- Full service investment broker	Finance: Investments	2
318	Q5200306C1	Used Financial Institutions - Investments -- Insurance company	Finance: Investments	2
319	Q5200307C1	Used Financial Institutions - Investments -- Mutual fund company	Finance: Investments	2
320	Q5200308C1	Used Financial Institutions - Investments -- Trust company	Finance: Investments	2
321	Q520040C02	Switched [Pst 2 Yrs] - Investment Institution	Finance: Investments	2
322	Q5200501C1	Financial Services/Investments -- Automobile loan	Finance: Investments	2
323	Q5200502C1	Financial Services/Investments -- Banking services package	Finance: Investments	2
324	Q5200504C1	Financial Services/Investments -- Canada Savings Bonds	Finance: Investments	2
325	Q5200506C1	Financial Services/Investments -- Guaranteed Investment Certificates	Finance: Investments	2
326	Q5200507C1	Financial Services/Investments -- Investment real estate	Finance: Investments	2
327	Q5200508C1	Financial Services/Investments -- Mortgage	Finance: Investments	2
328	Q5200509C1	Financial Services/Investments -- Mutual funds	Finance: Investments	2
329	Q5200510C1	Financial Services/Investments -- Personal line of credit	Finance: Investments	2
330	Q5200511C1	Financial Services/Investments -- Personal overdraft protection	Finance: Investments	2
331	Q5200512C1	Financial Services/Investments -- Registered Education Savings Plan (RESP)	Finance: Investments	2
332	Q5200513C1	Financial Services/Investments -- Registered Retirement Income Fund (RRIF)	Finance: Investments	2
333	Q5200514C1	Financial Services/Investments -- Registered Retirement Savings Plan (RRSP)	Finance: Investments	2
334	Q5200515C1	Financial Services/Investments -- Reverse mortgage	Finance: Investments	2
335	Q5200516C1	Financial Services/Investments -- RSP loan	Finance: Investments	2
336	Q5200517C1	Financial Services/Investments -- Senior services bank plan	Finance: Investments	2
337	Q5200518C1	Financial Services/Investments -- Small business loan	Finance: Investments	2
338	Q5200519C1	Financial Services/Investments -- Stocks	Finance: Investments	2
339	Q5200520C1	Financial Services/Investments -- Term deposits	Finance: Investments	2
340	Q5200521C1	Financial Services/Investments -- Will/estate planning	Finance: Investments	2
341	Q5200522C1	Financial Services/Investments -- Other bonds	Finance: Investments	2
342	Q5200523C1	Financial Services/Investments -- Other personal loan	Finance: Investments	2
343	Q520080C01	Contributed Maximum Allowable Amount - RRSP -- No	Finance: Investments	2
344	Q520080C02	Contributed Maximum Allowable Amount - RRSP -- Yes	Finance: Investments	2
345	Q520080C03	Contributed Maximum Allowable Amount - RRSP -- Don't have RRSP	Finance: Investments	2
346	Q5210700AO	Contributed [Typ Yr] - RRSP -- 1+(Dollars)	Finance: Investments	2
347	Q5210700IO	Contributed [Typ Yr] - RRSP -- 1+	Finance: Investments	2
348	Q5211000AO	Value - Personal Savings & Investments -- 1+(Dollars)	Finance: Investments	2
349	Q5211000IO	Value - Personal Savings & Investments -- 1+	Finance: Investments	2
350	Q520070C01	Prepared By - Canadian Personal Tax Return -- Self/friend/relative	Finance: Tax & Wills	2
351	Q520070C02	Prepared By - Canadian Personal Tax Return -- Accountant	Finance: Tax & Wills	2
352	Q520070C03	Prepared By - Canadian Personal Tax Return -- Professional financial advisor	Finance: Tax & Wills	2
353	Q520070C04	Prepared By - Canadian Personal Tax Return -- Tax preparation service	Finance: Tax & Wills	2
354	Q520070C05	Prepared By - Canadian Personal Tax Return -- Other type of service(s)	Finance: Tax & Wills	2
355	Q520070C06	Prepared By - Canadian Personal Tax Return -- Have never filed a Canadian income tax return	Finance: Tax & Wills	2
356	Q521060C02	Online - How Filed [M Rcmt] - Canadian Personal Tax Return -- Yes	Finance: Tax & Wills	2
357	Q4500100AO	Drinks [Pst Wk] - Beer -- 1+(Bottles, Cans or Glasses)	Alcohol	3
358	Q4500100IO	Drinks [Pst Wk] - Beer -- 1+	Alcohol	3
359	Q4510300AO	Drinks [Pst Wk] - Beer (outside the home)-- 1+(Bottles, Cans or Glasses)	Alcohol	3
360	Q4510300IO	Drinks [Pst Wk] - Beer (outside the home)-- 1+	Alcohol	3
361	Q4500301I1	Brand Drink - Beer -- Alexander Keith's (any) -- Drink	Alcohol	3
362	Q4500302I1	Brand Drink - Beer -- Beck's -- Drink	Alcohol	3
363	Q4500303I1	Brand Drink - Beer -- Black Label -- Drink	Alcohol	3
364	Q4500305I1	Brand Drink - Beer -- Bud Light -- Drink	Alcohol	3
365	Q4500304I1	Brand Drink - Beer -- Budweiser -- Drink	Alcohol	3
366	Q4500306I1	Brand Drink - Beer -- Carling -- Drink	Alcohol	3
367	Q4500307I1	Brand Drink - Beer -- Coors Light -- Drink	Alcohol	3
368	Q4500308I1	Brand Drink - Beer -- Corona -- Drink	Alcohol	3
369	Q4500309I1	Brand Drink - Beer -- Creemore Springs (any) -- Drink	Alcohol	3
370	Q4500310I1	Brand Drink - Beer -- Guinness -- Drink	Alcohol	3
371	Q4500311I1	Brand Drink - Beer -- Heineken -- Drink	Alcohol	3
372	Q4500312I1	Brand Drink - Beer -- Kokanee -- Drink	Alcohol	3
373	Q4500313I1	Brand Drink - Beer -- Labatt Blue -- Drink	Alcohol	3
374	Q4500314I1	Brand Drink - Beer -- Labatt Blue Light -- Drink	Alcohol	3
375	Q4500315I1	Brand Drink - Beer -- Lakeport (any) -- Drink	Alcohol	3
376	Q4500317I1	Brand Drink - Beer -- Mill Street (any) -- Drink	Alcohol	3
377	Q4500316I1	Brand Drink - Beer -- Miller Genuine Draft -- Drink	Alcohol	3
378	Q4500318I1	Brand Drink - Beer -- Molson Canadian -- Drink	Alcohol	3
379	Q4500319I1	Brand Drink - Beer -- Molson Canadian Light -- Drink	Alcohol	3
380	Q4500321I1	Brand Drink - Beer -- Molson Dry -- Drink	Alcohol	3
381	Q4500320I1	Brand Drink - Beer -- Molson Export -- Drink	Alcohol	3
382	Q4500322I1	Brand Drink - Beer -- Moosehead (any) -- Drink	Alcohol	3
383	Q4500323I1	Brand Drink - Beer -- Rickards (any) -- Drink	Alcohol	3
384	Q4500324I1	Brand Drink - Beer -- Sleeman (any) -- Drink	Alcohol	3
385	Q4500325I1	Brand Drink - Beer -- Steam Whistle -- Drink	Alcohol	3
386	Q4500326I1	Brand Drink - Beer -- Stella Artois -- Drink	Alcohol	3
387	Q4500327I1	Brand Drink - Beer -- Unibroue (any) -- Drink	Alcohol	3
388	Q4500328I1	Brand Drink - Beer -- Other Labatt brand -- Drink	Alcohol	3
389	Q4500329I1	Brand Drink - Beer -- Other Molson brand -- Drink	Alcohol	3
390	Q4500330I1	Brand Drink - Beer -- Other Canadian microbrewery/craft beer -- Drink	Alcohol	3
391	Q4500331I1	Brand Drink - Beer -- Other American brand -- Drink	Alcohol	3
392	Q4500332I1	Brand Drink - Beer -- Other imported brand -- Drink	Alcohol	3
393	Q4500501C1	Types Drank [Pst Mth] - Beer -- Regular priced domestic beer (excl.microbrewery beers)	Alcohol	3
394	Q4500502C1	Types Drank [Pst Mth] - Beer -- Value priced domestic beer (excl. microbrewery beers)	Alcohol	3
395	Q4500503C1	Types Drank [Pst Mth] - Beer -- Light beer	Alcohol	3
396	Q4500504C1	Types Drank [Pst Mth] - Beer -- Microbrewery/craft beer	Alcohol	3
397	Q4500505C1	Types Drank [Pst Mth] - Beer -- Imported beer	Alcohol	3
398	Q4500506C1	Types Drank [Pst Mth] - Beer -- Home brew/ "U-Brew"	Alcohol	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
399	Q4500507C1	Types Drank [Pst Mth] - Beer -- Non-alcoholic beer	Alcohol	3
400	Q450060C02	Changed Commercial Brand [Pst 2 Yrs] -- Yes	Alcohol	3
401	Q4501301C1	Where Purchased [Pst Mth] - Beverages -- Provincial liquor store	Alcohol	3
402	Q4501302C1	Where Purchased [Pst Mth] - Beverages -- Specialty wine store (in grocery store or stand-alone)	Alcohol	3
403	Q4501303C1	Where Purchased [Pst Mth] - Beverages -- Do-it-yourself wine making store	Alcohol	3
404	Q4501304C1	Where Purchased [Pst Mth] - Beverages -- Convenience stores (Alberta and Quebec only)	Alcohol	3
405	Q4501305C1	Where Purchased [Pst Mth] - Beverages -- Grocery stores (Alberta and Quebec only)	Alcohol	3
406	Q4501306C1	Where Purchased [Pst Mth] - Beverages -- Other store	Alcohol	3
407	Q450145C1	Drank [Pst Mth] - Beverages -- American wine	Alcohol	3
408	Q450146C1	Drank [Pst Mth] - Beverages -- Australian wine	Alcohol	3
409	Q450144C1	Drank [Pst Mth] - Beverages -- Canadian wine	Alcohol	3
410	Q450129C1	Drank [Pst Mth] - Beverages -- Cider	Alcohol	3
411	Q450130C1	Drank [Pst Mth] - Beverages -- Coolers/pre-mixed drinks	Alcohol	3
412	Q450147C1	Drank [Pst Mth] - Beverages -- European wine	Alcohol	3
413	Q450132C1	Drank [Pst Mth] - Beverages -- Gin	Alcohol	3
414	Q450131C1	Drank [Pst Mth] - Beverages -- Liqueurs (any)	Alcohol	3
415	Q450139C1	Drank [Pst Mth] - Beverages -- Other whisky	Alcohol	3
416	Q450133C1	Drank [Pst Mth] - Beverages -- Port/sherry	Alcohol	3
417	Q450140C1	Drank [Pst Mth] - Beverages -- Red wine (any)	Alcohol	3
418	Q450141C1	Drank [Pst Mth] - Beverages -- Rosé wine (any)	Alcohol	3
419	Q450134C1	Drank [Pst Mth] - Beverages -- Rum	Alcohol	3
420	Q450137C1	Drank [Pst Mth] - Beverages -- Rye/Canadian whisky	Alcohol	3
421	Q450138C1	Drank [Pst Mth] - Beverages -- Scotch whisky	Alcohol	3
422	Q450142C1	Drank [Pst Mth] - Beverages -- Sparkling/champagne (any)	Alcohol	3
423	Q450135C1	Drank [Pst Mth] - Beverages -- Tequila	Alcohol	3
424	Q450136C1	Drank [Pst Mth] - Beverages -- Vodka	Alcohol	3
425	Q450143C1	Drank [Pst Mth] - Beverages -- White wine (any)	Alcohol	3
426	Q450148C1	Drank [Pst Mth] - Beverages -- Other imported wine	Alcohol	3
427	Q450149C1	Drank [Pst Mth] - Beverages -- Other alcoholic beverages (excluding beer)	Alcohol	3
428	Q4501101A0	Drinks Per Day - Beverages -- Regular coffee -- 1+(Cups)	Food: Beverages	3
429	Q4501101I0	Drinks Per Day - Beverages -- Regular coffee -- 1+	Food: Beverages	3
430	Q4501102A0	Drinks Per Day - Beverages -- Decaffeinated coffee -- 1+(Cups)	Food: Beverages	3
431	Q4501102I0	Drinks Per Day - Beverages -- Decaffeinated coffee -- 1+	Food: Beverages	3
432	Q4501103A0	Drinks Per Day - Beverages -- Flavoured coffee -- 1+(Cups)	Food: Beverages	3
433	Q4501103I0	Drinks Per Day - Beverages -- Flavoured coffee -- 1+	Food: Beverages	3
434	Q4501104A0	Drinks Per Day - Beverages -- Regular tea -- 1+(Cups)	Food: Beverages	3
435	Q4501104I0	Drinks Per Day - Beverages -- Regular tea -- 1+	Food: Beverages	3
436	Q4501105A0	Drinks Per Day - Beverages -- Herbal tea -- 1+(Cups)	Food: Beverages	3
437	Q4501105I0	Drinks Per Day - Beverages -- Herbal tea -- 1+	Food: Beverages	3
438	Q4501106A0	Drinks Per Day - Beverages -- Premium coffee/tea -- 1+(Cups)	Food: Beverages	3
439	Q4501106I0	Drinks Per Day - Beverages -- Premium coffee/tea -- 1+	Food: Beverages	3
440	Q450101C1	Drank [Pst Mth] - Beverages -- Coca Cola	Food: Beverages	3
441	Q450102C1	Drank [Pst Mth] - Beverages -- Diet Coke	Food: Beverages	3
442	Q450103C1	Drank [Pst Mth] - Beverages -- Pepsi	Food: Beverages	3
443	Q450104C1	Drank [Pst Mth] - Beverages -- Diet Pepsi	Food: Beverages	3
444	Q450105C1	Drank [Pst Mth] - Beverages -- Other colas	Food: Beverages	3
445	Q450106C1	Drank [Pst Mth] - Beverages -- Other diet colas	Food: Beverages	3
446	Q450107C1	Drank [Pst Mth] - Beverages -- Seven Up	Food: Beverages	3
447	Q450108C1	Drank [Pst Mth] - Beverages -- Diet Seven Up	Food: Beverages	3
448	Q450109C1	Drank [Pst Mth] - Beverages -- Sprite	Food: Beverages	3
449	Q450110C1	Drank [Pst Mth] - Beverages -- Diet Sprite	Food: Beverages	3
450	Q450111C1	Drank [Pst Mth] - Beverages -- Ginger Ale	Food: Beverages	3
451	Q450112C1	Drank [Pst Mth] - Beverages -- Other regular soft drink flavours	Food: Beverages	3
452	Q450113C1	Drank [Pst Mth] - Beverages -- Other diet soft drinks	Food: Beverages	3
453	Q450114C1	Drank [Pst Mth] - Beverages -- Milk	Food: Beverages	3
454	Q450115C1	Drank [Pst Mth] - Beverages -- Chocolate milk	Food: Beverages	3
455	Q450116C1	Drank [Pst Mth] - Beverages -- Fruit drink	Food: Beverages	3
456	Q450117C1	Drank [Pst Mth] - Beverages -- Fruit juice	Food: Beverages	3
457	Q450118C1	Drank [Pst Mth] - Beverages -- Sparkling fruit drink/juice	Food: Beverages	3
458	Q450119C1	Drank [Pst Mth] - Beverages -- Bottled water	Food: Beverages	3
459	Q450120C1	Drank [Pst Mth] - Beverages -- Enhanced/flavoured water	Food: Beverages	3
460	Q450121C1	Drank [Pst Mth] - Beverages -- Iced tea	Food: Beverages	3
461	Q450122C1	Drank [Pst Mth] - Beverages -- Energy drinks	Food: Beverages	3
462	Q450123C1	Drank [Pst Mth] - Beverages -- Sports energy drink	Food: Beverages	3
463	Q450124C1	Drank [Pst Mth] - Beverages -- Protein drinks (powder or pre-mixed)	Food: Beverages	3
464	Q450125C1	Drank [Pst Mth] - Beverages -- Soy/almond beverages (any)	Food: Beverages	3
465	Q450150C1	Drank [Pst Mth] - Beverages -- Tomato/vegetable juice	Food: Beverages	3
466	Q450128C1	Drank [Pst Mth] - Beverages -- Other non-alcoholic beverages	Food: Beverages	3
467	Q4610101C1	Ate [Pst Mth] - Food Products -- Boxed chocolates	Food: Snacks & Confectionery	3
468	Q4610102C1	Ate [Pst Mth] - Food Products -- Chewing gum/bubble gum	Food: Snacks & Confectionery	3
469	Q4610103C1	Ate [Pst Mth] - Food Products -- Chocolate bars/candy bars	Food: Snacks & Confectionery	3
470	Q4610104C1	Ate [Pst Mth] - Food Products -- Cookies (store bought ready to eat)	Food: Snacks & Confectionery	3
471	Q4610105C1	Ate [Pst Mth] - Food Products -- Crackers	Food: Snacks & Confectionery	3
472	Q4610106C1	Ate [Pst Mth] - Food Products -- Energy/power bars	Food: Snacks & Confectionery	3
473	Q4610107C1	Ate [Pst Mth] - Food Products -- Granola bars	Food: Snacks & Confectionery	3
474	Q4610108C1	Ate [Pst Mth] - Food Products -- Hard candies/mints and chewy candies	Food: Snacks & Confectionery	3
475	Q4610109C1	Ate [Pst Mth] - Food Products -- Ice cream & ice treat products	Food: Snacks & Confectionery	3
476	Q4610110C1	Ate [Pst Mth] - Food Products -- Peanuts and nuts	Food: Snacks & Confectionery	3
477	Q4610111C1	Ate [Pst Mth] - Food Products -- Popcorn	Food: Snacks & Confectionery	3
478	Q4610112C1	Ate [Pst Mth] - Food Products -- Potato chips/corn & tortilla chips	Food: Snacks & Confectionery	3
479	Q4610113C1	Ate [Pst Mth] - Food Products -- Pretzels	Food: Snacks & Confectionery	3
480	Q4610114C1	Ate [Pst Mth] - Food Products -- Rice cakes	Food: Snacks & Confectionery	3
481	Q4610115C1	Ate [Pst Mth] - Food Products -- Other snack foods	Food: Snacks & Confectionery	3
482	Q5460101C2	Used in HH [Pst Mth] - Packaged Goods -- Butter -- Yes	Grocery: Dairy	3



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
483	Q5460102C2	Used in HH [Pst Mth] - Packaged Goods -- Ice cream/Ice treat products -- Yes	Grocery: Dairy	3
484	Q5460103C2	Used in HH [Pst Mth] - Packaged Goods -- Yogurt -- Yes	Grocery: Dairy	3
485	Q5460104C2	Used in HH [Pst Mth] - Packaged Goods -- Cream cheese -- Yes	Grocery: Dairy	3
486	Q5460105C2	Used in HH [Pst Mth] - Packaged Goods -- Hard cheese -- Yes	Grocery: Dairy	3
487	Q5460106C2	Used in HH [Pst Mth] - Packaged Goods -- Processed cheese -- Yes	Grocery: Dairy	3
488	Q5460107C2	Used in HH [Pst Mth] - Packaged Goods -- Soft cheese -- Yes	Grocery: Dairy	3
489	D900010C01	HH Spend [Pst Wk] - Groceries -- Less than \$50	Grocery: Shopping	3
490	D900010C02	HH Spend [Pst Wk] - Groceries -- \$50 - \$75	Grocery: Shopping	3
491	D900010C03	HH Spend [Pst Wk] - Groceries -- \$76 - \$100	Grocery: Shopping	3
492	D900010C04	HH Spend [Pst Wk] - Groceries -- \$101 - \$150	Grocery: Shopping	3
493	D900010C05	HH Spend [Pst Wk] - Groceries -- \$151 - \$200	Grocery: Shopping	3
494	D900010C06	HH Spend [Pst Wk] - Groceries -- More than \$200	Grocery: Shopping	3
495	D9000100A0	HH Spend [Pst Wk] - Groceries -- 1+(Dollars)	Grocery: Shopping	3
496	D9000100I0	HH Spend [Pst Wk] - Groceries -- 1+	Grocery: Shopping	3
497	Q2900200A0	HH Spend [Avg Wk] - Groceries -- 1+(Dollars)	Grocery: Shopping	3
498	Q2900200I0	HH Spend [Avg Wk] - Groceries -- 1+	Grocery: Shopping	3
499	Q5460901C1	Done [Pst Wk] - Behaviour -- Purchased fresh prepared dinners from supermarket	Grocery: Shopping	3
500	Q5460903C1	Done [Pst Wk] - Behaviour -- Purchased gluten-free products	Grocery: Shopping	3
501	Q5460904C1	Done [Pst Wk] - Behaviour -- Purchased low carbohydrate food	Grocery: Shopping	3
502	Q5460905C1	Done [Pst Wk] - Behaviour -- Purchased low fat/light food	Grocery: Shopping	3
503	Q5460906C1	Done [Pst Wk] - Behaviour -- Purchased organic fruits and vegetables	Grocery: Shopping	3
504	Q5460907C1	Done [Pst Wk] - Behaviour -- Purchased organic meat	Grocery: Shopping	3
505	Q5460908C1	Done [Pst Wk] - Behaviour -- Purchased other organic food items	Grocery: Shopping	3
506	Q5460909C1	Done [Pst Wk] - Behaviour -- Purchased soy-based food	Grocery: Shopping	3
507	Q5620101C1	Responsible for -- Grocery shopping -- Myself most of the time/always	Grocery: Shopping	3
508	Q5620101C2	Responsible for -- Grocery shopping -- Equally shared with another person	Grocery: Shopping	3
509	Q5620101C3	Responsible for -- Grocery shopping -- Someone else most of the time/always	Grocery: Shopping	3
510	Q2100101C1	Visited or Ordered from [Pst Mth] - Fast Food -- A&W	Restaurants	3
511	Q2100102C1	Visited or Ordered from [Pst Mth] - Fast Food -- Arby's	Restaurants	3
512	Q2100103C1	Visited or Ordered from [Pst Mth] - Fast Food -- Burger King	Restaurants	3
513	Q2100104C1	Visited or Ordered from [Pst Mth] - Fast Food -- Dairy Queen	Restaurants	3
514	Q2100105C1	Visited or Ordered from [Pst Mth] - Fast Food -- Domino's Pizza	Restaurants	3
515	Q2100106C1	Visited or Ordered from [Pst Mth] - Fast Food -- Harvey's	Restaurants	3
516	Q2100107C1	Visited or Ordered from [Pst Mth] - Fast Food -- KFC	Restaurants	3
517	Q2100108C1	Visited or Ordered from [Pst Mth] - Fast Food -- McDonald's	Restaurants	3
518	Q2100109C1	Visited or Ordered from [Pst Mth] - Fast Food -- Mr. Sub	Restaurants	3
519	Q2100118C1	Visited or Ordered from [Pst Mth] - Fast Food -- Pizza Hut	Restaurants	3
520	Q2100110C1	Visited or Ordered from [Pst Mth] - Fast Food -- Pizza Pizza	Restaurants	3
521	Q2100111C1	Visited or Ordered from [Pst Mth] - Fast Food -- Quiznos Classic Subs	Restaurants	3
522	Q2100112C1	Visited or Ordered from [Pst Mth] - Fast Food -- Subway	Restaurants	3
523	Q2100113C1	Visited or Ordered from [Pst Mth] - Fast Food -- Taco Bell	Restaurants	3
524	Q2100114C1	Visited or Ordered from [Pst Mth] - Fast Food -- Taco Time	Restaurants	3
525	Q2100115C1	Visited or Ordered from [Pst Mth] - Fast Food -- Valentine	Restaurants	3
526	Q2100116C1	Visited or Ordered from [Pst Mth] - Fast Food -- Wendy's	Restaurants	3
527	Q2100119C1	Visited or Ordered from [Pst Mth] - Fast Food -- Other fast food restaurants	Restaurants	3
528	Q2200101C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- Coffee Time	Restaurants	3
529	Q2200102C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- Country Style	Restaurants	3
530	Q2200103C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- David's Tea	Restaurants	3
531	Q2200104C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- Dunkin' Donuts	Restaurants	3
532	Q2200110C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- McCafé/McDonald's	Restaurants	3
533	Q2200106C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- Second Cup	Restaurants	3
534	Q2200107C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- Starbucks	Restaurants	3
535	Q2200108C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- Tim Hortons	Restaurants	3
536	Q2200112C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- Timothy's	Restaurants	3
537	Q2200111C1	Visited or Ordered from [Pst Mth] - Coffee/Donut -- Other coffee/donut stores	Restaurants	3
538	Q2300101C1	Visited or Ordered from [Pst Yr] - Restaurants -- Boston Pizza	Restaurants	3
539	Q2300102C1	Visited or Ordered from [Pst Yr] - Restaurants -- Earls	Restaurants	3
540	Q2300103C1	Visited or Ordered from [Pst Yr] - Restaurants -- East Side Mario's	Restaurants	3
541	Q2300104C1	Visited or Ordered from [Pst Yr] - Restaurants -- Jack Astor's	Restaurants	3
542	Q2300105C1	Visited or Ordered from [Pst Yr] - Restaurants -- Kelsey's	Restaurants	3
543	Q2300106C1	Visited or Ordered from [Pst Yr] - Restaurants -- Milestones	Restaurants	3
544	Q2300107C1	Visited or Ordered from [Pst Yr] - Restaurants -- Montana's	Restaurants	3
545	Q2300108C1	Visited or Ordered from [Pst Yr] - Restaurants -- Original Joe's	Restaurants	3
546	Q2300110C1	Visited or Ordered from [Pst Yr] - Restaurants -- St.Hubert BBQ	Restaurants	3
547	Q2300111C1	Visited or Ordered from [Pst Yr] - Restaurants -- Swiss Chalet	Restaurants	3
548	Q2300112C1	Visited or Ordered from [Pst Yr] - Restaurants -- The Keg	Restaurants	3
549	Q2300113C1	Visited or Ordered from [Pst Yr] - Restaurants -- Other casual/family restaurants	Restaurants	3
550	Q2300301C1	Ordering Methods Used [Pst Mth] - Restaurants -- Take Out	Restaurants	3
551	Q2300302C1	Ordering Methods Used [Pst Mth] - Restaurants -- Home Delivery	Restaurants	3
552	Q2300303C1	Ordering Methods Used [Pst Mth] - Restaurants -- Eat In Restaurant	Restaurants	3
553	Q2300304C1	Ordering Methods Used [Pst Mth] - Restaurants -- Drive Through	Restaurants	3
554	Q2300305C1	Ordering Methods Used [Pst Mth] - Restaurants -- Online/Internet food delivery service (excluding groceries)	Restaurants	3
555	Q2400201A0	Spent for Business [Pst Mth] - Restaurants -- Restaurants for business reasons -- 1+(Dollars)	Restaurants	3
556	Q2400201I0	Spent for Business [Pst Mth] - Restaurants -- Restaurants for business reasons -- 1+	Restaurants	3
557	Q2400202A0	Spent for Pleasure/Personal [Pst Mth] - Restaurants -- Restaurants for pleasure/personal reasons -- 1+(Dollars)	Restaurants	3
558	Q2400202I0	Spent for Pleasure/Personal [Pst Mth] - Restaurants -- Restaurants for pleasure/personal reasons -- 1+	Restaurants	3
559	Q2410301C1	Type Visited [Pst Yr] - Restaurants -- Breakfast style restaurant	Restaurants	3
560	Q2410302C1	Type Visited [Pst Yr] - Restaurants -- Burger restaurants	Restaurants	3
561	Q2410304C1	Type Visited [Pst Yr] - Restaurants -- Chicken restaurants	Restaurants	3
562	Q2410306C1	Type Visited [Pst Yr] - Restaurants -- Food court outlets at a shopping mall	Restaurants	3
563	Q2410307C1	Type Visited [Pst Yr] - Restaurants -- Ice cream/frozen yogurt restaurants	Restaurants	3
564	Q2410308C1	Type Visited [Pst Yr] - Restaurants -- Asian/oriental restaurants	Restaurants	3
565	Q2410309C1	Type Visited [Pst Yr] - Restaurants -- Italian restaurants	Restaurants	3
566	Q2410310C1	Type Visited [Pst Yr] - Restaurants -- Mexican/Burrito-style restaurants	Restaurants	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
567	Q2410311C1	Type Visited [Pst Yr] - Restaurants -- Other ethnic restaurants	Restaurants	3
568	Q2410312C1	Type Visited [Pst Yr] - Restaurants -- Pizza restaurants	Restaurants	3
569	Q2410314C1	Type Visited [Pst Yr] - Restaurants -- Seafood/Fish & Chips restaurants	Restaurants	3
570	Q2410315C1	Type Visited [Pst Yr] - Restaurants -- Steakhouse	Restaurants	3
571	Q2410316C1	Type Visited [Pst Yr] - Restaurants -- Submarine/sandwich restaurants	Restaurants	3
572	Q2410319C1	Type Visited [Pst Yr] - Restaurants -- Fast casual restaurants	Restaurants	3
573	Q2410303C1	Type Visited [Pst Yr] - Restaurants -- Casual/family dining restaurants	Restaurants	3
574	Q2410317C1	Type Visited [Pst Yr] - Restaurants -- High quality formal dine-in restaurants	Restaurants	3
575	Q2410313C1	Type Visited [Pst Yr] - Restaurants -- Pub restaurants	Restaurants	3
576	Q2410320C1	Type Visited [Pst Yr] - Restaurants -- Sports bars	Restaurants	3
577	Q2410321C1	Type Visited [Pst Yr] - Restaurants -- Other types of restaurants	Restaurants	3
578	Q2920601C1	Bought Anything [Pst Wk] -- Restaurant take out/drive through -- Morning (5:01am to 10am)	Restaurants	3
579	Q2920602C1	Bought Anything [Pst Wk] -- Restaurant take out/drive through -- Mid-day (10:01am to 3pm)	Restaurants	3
580	Q2920603C1	Bought Anything [Pst Wk] -- Restaurant take out/drive through -- Afternoon (3:01pm to 6pm)	Restaurants	3
581	Q2920604C1	Bought Anything [Pst Wk] -- Restaurant take out/drive through -- Early evening (6:01pm to 9pm)	Restaurants	3
582	Q2920605C1	Bought Anything [Pst Wk] -- Restaurant take out/drive through -- Late evening/night (9:01pm to 5am)	Restaurants	3
583	Q0500101C1	Shopped [Pst Yr] - Clothing Stores -- Addition-Elle	Retailers: Apparel & Jewellery	4
584	Q0500102C1	Shopped [Pst Yr] - Clothing Stores -- Banana Republic	Retailers: Apparel & Jewellery	4
585	Q0500103C1	Shopped [Pst Yr] - Clothing Stores -- Children's clothing stores (any)	Retailers: Apparel & Jewellery	4
586	Q0500104C1	Shopped [Pst Yr] - Clothing Stores -- Danier Leather	Retailers: Apparel & Jewellery	4
587	Q0500105C1	Shopped [Pst Yr] - Clothing Stores -- Eddie Bauer	Retailers: Apparel & Jewellery	4
588	Q0500106C1	Shopped [Pst Yr] - Clothing Stores -- Fairweather	Retailers: Apparel & Jewellery	4
589	Q0500107C1	Shopped [Pst Yr] - Clothing Stores -- Forever 21	Retailers: Apparel & Jewellery	4
590	Q0500108C1	Shopped [Pst Yr] - Clothing Stores -- Gap	Retailers: Apparel & Jewellery	4
591	Q0500109C1	Shopped [Pst Yr] - Clothing Stores -- H&M	Retailers: Apparel & Jewellery	4
592	Q0500110C1	Shopped [Pst Yr] - Clothing Stores -- Harry Rosen	Retailers: Apparel & Jewellery	4
593	Q0500111C1	Shopped [Pst Yr] - Clothing Stores -- Holt Renfrew	Retailers: Apparel & Jewellery	4
594	Q0500112C1	Shopped [Pst Yr] - Clothing Stores -- Joe Fresh	Retailers: Apparel & Jewellery	4
595	Q0500113C1	Shopped [Pst Yr] - Clothing Stores -- Laura (any)	Retailers: Apparel & Jewellery	4
596	Q0500114C1	Shopped [Pst Yr] - Clothing Stores -- Le Chateau	Retailers: Apparel & Jewellery	4
597	Q0500115C1	Shopped [Pst Yr] - Clothing Stores -- Marks Work Wearhouse	Retailers: Apparel & Jewellery	4
598	Q0500116C1	Shopped [Pst Yr] - Clothing Stores -- Marshalls	Retailers: Apparel & Jewellery	4
599	Q0500118C1	Shopped [Pst Yr] - Clothing Stores -- Moores	Retailers: Apparel & Jewellery	4
600	Q0500119C1	Shopped [Pst Yr] - Clothing Stores -- Old Navy	Retailers: Apparel & Jewellery	4
601	Q0500120C1	Shopped [Pst Yr] - Clothing Stores -- Reitmans	Retailers: Apparel & Jewellery	4
602	Q0500121C1	Shopped [Pst Yr] - Clothing Stores -- Roots	Retailers: Apparel & Jewellery	4
603	Q0500122C1	Shopped [Pst Yr] - Clothing Stores -- Stitches	Retailers: Apparel & Jewellery	4
604	Q0500123C1	Shopped [Pst Yr] - Clothing Stores -- Suzy Shier	Retailers: Apparel & Jewellery	4
605	Q0500124C1	Shopped [Pst Yr] - Clothing Stores -- Tip Top Tailors	Retailers: Apparel & Jewellery	4
606	Q0500125C1	Shopped [Pst Yr] - Clothing Stores -- Winners	Retailers: Apparel & Jewellery	4
607	Q0500126C1	Shopped [Pst Yr] - Clothing Stores -- Zara	Retailers: Apparel & Jewellery	4
608	Q0500127C1	Shopped [Pst Yr] - Clothing Stores -- Jean stores (any)	Retailers: Apparel & Jewellery	4
609	Q0500134C1	Shopped [Pst Yr] - Clothing Stores -- Formal wear stores (any)	Retailers: Apparel & Jewellery	4
610	Q0500128C1	Shopped [Pst Yr] - Clothing Stores -- Maternity stores	Retailers: Apparel & Jewellery	4
611	Q0500129C1	Shopped [Pst Yr] - Clothing Stores -- Specialty apparel - Lingerie	Retailers: Apparel & Jewellery	4
612	Q0500130C1	Shopped [Pst Yr] - Clothing Stores -- Department stores (any)	Retailers: Apparel & Jewellery	4
613	Q0500131C1	Shopped [Pst Yr] - Clothing Stores -- Second-hand stores	Retailers: Apparel & Jewellery	4
614	Q0500132C1	Shopped [Pst Yr] - Clothing Stores -- Online/Internet clothing stores	Retailers: Apparel & Jewellery	4
615	Q0500133C1	Shopped [Pst Yr] - Clothing Stores -- Other clothing stores	Retailers: Apparel & Jewellery	4
616	Q1100101C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Ben Moss Jewellers	Retailers: Apparel & Jewellery	4
617	Q1100111C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Charm Diamond Centres	Retailers: Apparel & Jewellery	4
618	Q1100102C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- High-end jewellery stores	Retailers: Apparel & Jewellery	4
619	Q1100103C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Mappins Jewellers	Retailers: Apparel & Jewellery	4
620	Q1100104C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Michael Hill Jeweller	Retailers: Apparel & Jewellery	4
621	Q1100105C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Peoples	Retailers: Apparel & Jewellery	4
622	Q1100106C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Spence Diamonds	Retailers: Apparel & Jewellery	4
623	Q1100107C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Big box/warehouse stores	Retailers: Apparel & Jewellery	4
624	Q1100108C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Department stores (any)	Retailers: Apparel & Jewellery	4
625	Q1100109C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Online/Internet jewellery stores	Retailers: Apparel & Jewellery	4
626	Q1100112C1	Frequency of Shopping [Pst Yr] - Jewellery Stores -- Other jewellery stores	Retailers: Apparel & Jewellery	4
627	Q1600101C1	Shopped [Pst Yr] - Footwear Stores -- Aldo	Retailers: Apparel & Jewellery	4
628	Q1600102C1	Shopped [Pst Yr] - Footwear Stores -- Browns/B2	Retailers: Apparel & Jewellery	4
629	Q1600103C1	Shopped [Pst Yr] - Footwear Stores -- Call It Spring/Boutique Spring	Retailers: Apparel & Jewellery	4
630	Q1600104C1	Shopped [Pst Yr] - Footwear Stores -- Globo	Retailers: Apparel & Jewellery	4
631	Q1600105C1	Shopped [Pst Yr] - Footwear Stores -- Little Burgundy	Retailers: Apparel & Jewellery	4
632	Q1600106C1	Shopped [Pst Yr] - Footwear Stores -- Naturalizer	Retailers: Apparel & Jewellery	4
633	Q1600107C1	Shopped [Pst Yr] - Footwear Stores -- Nine West (the store)	Retailers: Apparel & Jewellery	4
634	Q1600108C1	Shopped [Pst Yr] - Footwear Stores -- Payless ShoeSource	Retailers: Apparel & Jewellery	4
635	Q1600109C1	Shopped [Pst Yr] - Footwear Stores -- SoftMoc	Retailers: Apparel & Jewellery	4
636	Q1600110C1	Shopped [Pst Yr] - Footwear Stores -- The Shoe Company	Retailers: Apparel & Jewellery	4
637	Q1600111C1	Shopped [Pst Yr] - Footwear Stores -- Town Shoes	Retailers: Apparel & Jewellery	4
638	Q1600112C1	Shopped [Pst Yr] - Footwear Stores -- Department stores (any)	Retailers: Apparel & Jewellery	4
639	Q1600113C1	Shopped [Pst Yr] - Footwear Stores -- Sports stores (any)	Retailers: Apparel & Jewellery	4
640	Q1600114C1	Shopped [Pst Yr] - Footwear Stores -- Online/Internet shoe stores	Retailers: Apparel & Jewellery	4
641	Q1600115C1	Shopped [Pst Yr] - Footwear Stores -- Other shoe stores	Retailers: Apparel & Jewellery	4
642	Q0200101C1	Shopped [Pst Mth] - Convenience Stores -- 7-Eleven -- Shopped/past mo.	Retailers: Convenience	4
643	Q0200102C1	Shopped [Pst Mth] - Convenience Stores -- Mac's/Couche-Tard/Circle K -- Shopped/past mo.	Retailers: Convenience	4
644	Q0200103C1	Shopped [Pst Mth] - Convenience Stores -- Gas station convenience stores (any) -- Shopped/past mo.	Retailers: Convenience	4
645	Q0200104C1	Shopped [Pst Mth] - Convenience Stores -- Other convenience stores -- Shopped/past mo.	Retailers: Convenience	4
646	Q2920401C1	Bought Anything [Pst Wk] -- Convenience stores -- Morning (5:01am to 10am)	Retailers: Convenience	4
647	Q2920402C1	Bought Anything [Pst Wk] -- Convenience stores -- Mid-day (10:01am to 3pm)	Retailers: Convenience	4
648	Q2920403C1	Bought Anything [Pst Wk] -- Convenience stores -- Afternoon (3:01pm to 6pm)	Retailers: Convenience	4
649	Q2920404C1	Bought Anything [Pst Wk] -- Convenience stores -- Early evening (6:01pm to 9pm)	Retailers: Convenience	4
650	Q2920405C1	Bought Anything [Pst Wk] -- Convenience stores -- Late evening/night (9:01pm to 5am)	Retailers: Convenience	4



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
651	Q0300101C1	Shopped [Pst Mth] - Drug Stores -- Guardian/IDA	Retailers: Drug Stores	4
652	Q0300102C1	Shopped [Pst Mth] - Drug Stores -- Jean Coutu	Retailers: Drug Stores	4
653	Q0300103C1	Shopped [Pst Mth] - Drug Stores -- London Drugs	Retailers: Drug Stores	4
654	Q0300104C1	Shopped [Pst Mth] - Drug Stores -- Pharmasave	Retailers: Drug Stores	4
655	Q0300105C1	Shopped [Pst Mth] - Drug Stores -- Proxim	Retailers: Drug Stores	4
656	Q0300106C1	Shopped [Pst Mth] - Drug Stores -- Rexall/Pharma Plus	Retailers: Drug Stores	4
657	Q0300107C1	Shopped [Pst Mth] - Drug Stores -- Shoppers Drug Mart/Pharmaprix	Retailers: Drug Stores	4
658	Q0300108C1	Shopped [Pst Mth] - Drug Stores -- Big box/warehouse stores	Retailers: Drug Stores	4
659	Q0300109C1	Shopped [Pst Mth] - Drug Stores -- Grocery stores (any)	Retailers: Drug Stores	4
660	Q0300110C1	Shopped [Pst Mth] - Drug Stores -- Natural health products retailers	Retailers: Drug Stores	4
661	Q0300111C1	Shopped [Pst Mth] - Drug Stores -- Online/Internet drug stores	Retailers: Drug Stores	4
662	Q0300112C1	Shopped [Pst Mth] - Drug Stores -- Other drug stores	Retailers: Drug Stores	4
663	Q2920701C1	Bought Anything [Pst Wk] -- Drug stores -- Morning (5:01am to 10am)	Retailers: Drug Stores	4
664	Q2920702C1	Bought Anything [Pst Wk] -- Drug stores -- Mid-day (10:01am to 3pm)	Retailers: Drug Stores	4
665	Q2920703C1	Bought Anything [Pst Wk] -- Drug stores -- Afternoon (3:01pm to 6pm)	Retailers: Drug Stores	4
666	Q2920704C1	Bought Anything [Pst Wk] -- Drug stores -- Early evening (6:01pm to 9pm)	Retailers: Drug Stores	4
667	Q2920705C1	Bought Anything [Pst Wk] -- Drug stores -- Late evening/night (9:01pm to 5am)	Retailers: Drug Stores	4
668	Q1400101C1	Shopped [Pst Yr] - Home Electronics Stores -- Apple (online store)	Retailers: Electronics	4
669	Q1400102C1	Shopped [Pst Yr] - Home Electronics Stores -- Apple (retail store)	Retailers: Electronics	4
670	Q1400103C1	Shopped [Pst Yr] - Home Electronics Stores -- Best Buy	Retailers: Electronics	4
671	Q1400104C1	Shopped [Pst Yr] - Home Electronics Stores -- Dell Computer (online store)	Retailers: Electronics	4
672	Q1400106C1	Shopped [Pst Yr] - Home Electronics Stores -- Staples	Retailers: Electronics	4
673	Q1400108C1	Shopped [Pst Yr] - Home Electronics Stores -- The Source	Retailers: Electronics	4
674	Q1400109C1	Shopped [Pst Yr] - Home Electronics Stores -- Big box/warehouse stores	Retailers: Electronics	4
675	Q1400110C1	Shopped [Pst Yr] - Home Electronics Stores -- Department stores (any)	Retailers: Electronics	4
676	Q1400111C1	Shopped [Pst Yr] - Home Electronics Stores -- Furniture stores	Retailers: Electronics	4
677	Q1400112C1	Shopped [Pst Yr] - Home Electronics Stores -- Other online/Internet electronics stores (excl. Apple/Dell online stores)	Retailers: Electronics	4
678	Q1400113C1	Shopped [Pst Yr] - Home Electronics Stores -- Other electronics stores	Retailers: Electronics	4
679	Q0100101C1	Shopped [Pst Mth] - Grocery Stores -- Co-op	Retailers: Grocery	4
680	Q0100117C1	Shopped [Pst Mth] - Grocery Stores -- grocerygateway.com	Retailers: Grocery	4
681	Q0100102C1	Shopped [Pst Mth] - Grocery Stores -- IGA/Foodland	Retailers: Grocery	4
682	Q0100103C1	Shopped [Pst Mth] - Grocery Stores -- Loblaws	Retailers: Grocery	4
683	Q0100104C1	Shopped [Pst Mth] - Grocery Stores -- M & M Meat Shops	Retailers: Grocery	4
684	Q0100105C1	Shopped [Pst Mth] - Grocery Stores -- Metro	Retailers: Grocery	4
685	Q0100106C1	Shopped [Pst Mth] - Grocery Stores -- Provigo	Retailers: Grocery	4
686	Q0100107C1	Shopped [Pst Mth] - Grocery Stores -- Real Canadian/Atlantic Superstore	Retailers: Grocery	4
687	Q0100108C1	Shopped [Pst Mth] - Grocery Stores -- Safeway	Retailers: Grocery	4
688	Q0100109C1	Shopped [Pst Mth] - Grocery Stores -- Sobeys	Retailers: Grocery	4
689	Q0100110C1	Shopped [Pst Mth] - Grocery Stores -- Discount grocery stores	Retailers: Grocery	4
690	Q0100111C1	Shopped [Pst Mth] - Grocery Stores -- Fine food stores/butcher shops	Retailers: Grocery	4
691	Q0100112C1	Shopped [Pst Mth] - Grocery Stores -- Big box/warehouse stores	Retailers: Grocery	4
692	Q0100113C1	Shopped [Pst Mth] - Grocery Stores -- Department stores	Retailers: Grocery	4
693	Q0100114C1	Shopped [Pst Mth] - Grocery Stores -- Drug stores (any)	Retailers: Grocery	4
694	Q0100115C1	Shopped [Pst Mth] - Grocery Stores -- Online/Internet grocery stores	Retailers: Grocery	4
695	Q0100118C1	Shopped [Pst Mth] - Grocery Stores -- Other grocery stores	Retailers: Grocery	4
696	Q2920501C1	Bought Anything [Pst Wk] -- Grocery/food stores -- Morning (5:01am to 10am)	Retailers: Grocery	4
697	Q2920502C1	Bought Anything [Pst Wk] -- Grocery/food stores -- Mid-day (10:01am to 3pm)	Retailers: Grocery	4
698	Q2920503C1	Bought Anything [Pst Wk] -- Grocery/food stores -- Afternoon (3:01pm to 6pm)	Retailers: Grocery	4
699	Q2920504C1	Bought Anything [Pst Wk] -- Grocery/food stores -- Early evening (6:01pm to 9pm)	Retailers: Grocery	4
700	Q2920505C1	Bought Anything [Pst Wk] -- Grocery/food stores -- Late evening/night (9:01pm to 5am)	Retailers: Grocery	4
701	Q1000116C1	Shopped [Pst Yr] - Home Improvement Stores -- BMR	Retailers: Home Improvement	4
702	Q1000101C1	Shopped [Pst Yr] - Home Improvement Stores -- Canadian Tire	Retailers: Home Improvement	4
703	Q1000117C1	Shopped [Pst Yr] - Home Improvement Stores -- Crate & Barrel	Retailers: Home Improvement	4
704	Q1000102C1	Shopped [Pst Yr] - Home Improvement Stores -- Home Depot	Retailers: Home Improvement	4
705	Q1000103C1	Shopped [Pst Yr] - Home Improvement Stores -- Home Hardware	Retailers: Home Improvement	4
706	Q1000104C1	Shopped [Pst Yr] - Home Improvement Stores -- Home Outfitters	Retailers: Home Improvement	4
707	Q1000105C1	Shopped [Pst Yr] - Home Improvement Stores -- HomeSense	Retailers: Home Improvement	4
708	Q1000106C1	Shopped [Pst Yr] - Home Improvement Stores -- Lee Valley Tools	Retailers: Home Improvement	4
709	Q1000107C1	Shopped [Pst Yr] - Home Improvement Stores -- Lowe's Home Improvement	Retailers: Home Improvement	4
710	Q1000108C1	Shopped [Pst Yr] - Home Improvement Stores -- Pier 1 Imports	Retailers: Home Improvement	4
711	Q1000109C1	Shopped [Pst Yr] - Home Improvement Stores -- Rona Stores (any)	Retailers: Home Improvement	4
712	Q1000110C1	Shopped [Pst Yr] - Home Improvement Stores -- Lighting stores (any)	Retailers: Home Improvement	4
713	Q1000111C1	Shopped [Pst Yr] - Home Improvement Stores -- Department stores (any)	Retailers: Home Improvement	4
714	Q1000112C1	Shopped [Pst Yr] - Home Improvement Stores -- Independent hardware stores (any)	Retailers: Home Improvement	4
715	Q1000113C1	Shopped [Pst Yr] - Home Improvement Stores -- Online/Internet home décor/home improvement stores	Retailers: Home Improvement	4
716	Q0400110C1	Shopped [Pst Yr] - Department Stores -- Amazon.com/Amazon.ca	Retailers: Household	4
717	Q0400101C1	Shopped [Pst Yr] - Department Stores -- Canadian Tire	Retailers: Household	4
718	Q0400102C1	Shopped [Pst Yr] - Department Stores -- Costco	Retailers: Household	4
719	Q0400103C1	Shopped [Pst Yr] - Department Stores -- Giant Tiger	Retailers: Household	4
720	Q0400104C1	Shopped [Pst Yr] - Department Stores -- Hudson's Bay	Retailers: Household	4
721	Q0400105C1	Shopped [Pst Yr] - Department Stores -- Sears	Retailers: Household	4
722	Q0400107C1	Shopped [Pst Yr] - Department Stores -- Walmart/Walmart Supercentres	Retailers: Household	4
723	Q0400108C1	Shopped [Pst Yr] - Department Stores -- Online/Internet department stores	Retailers: Household	4
724	Q0400109C1	Shopped [Pst Yr] - Department Stores -- Other department stores	Retailers: Household	4
725	Q0800101C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Ikea	Retailers: Household	4
726	Q0800102C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- La-Z-Boy Furniture Galleries	Retailers: Household	4
727	Q0800103C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Leon's	Retailers: Household	4
728	Q0800104C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Pier 1 Imports	Retailers: Household	4
729	Q0800105C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Sleep Country/Dormez-Vous	Retailers: Household	4
730	Q0800106C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Structube	Retailers: Household	4
731	Q0800107C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- The Brick	Retailers: Household	4
732	Q0800108C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- United Furniture Warehouse	Retailers: Household	4
733	Q0800109C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Urban Barn	Retailers: Household	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
734	Q0800110C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Department stores (any)	Retailers: Household	4
735	Q0800111C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Electronics stores (any)	Retailers: Household	4
736	Q0800112C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Online/Internet furniture/appliance stores	Retailers: Household	4
737	Q0800113C1	Shopped [Pst Yr] - Furniture/Appliance Stores -- Other furniture/appliance stores	Retailers: Household	4
738	Q1300101C1	Shopped [Pst Yr] - Optical Stores -- Hakim Optical	Retailers: Household	4
739	Q1300102C1	Shopped [Pst Yr] - Optical Stores -- IRIS	Retailers: Household	4
740	Q1300103C1	Shopped [Pst Yr] - Optical Stores -- LensCrafters	Retailers: Household	4
741	Q1300104C1	Shopped [Pst Yr] - Optical Stores -- Pearle Vision	Retailers: Household	4
742	Q1300105C1	Shopped [Pst Yr] - Optical Stores -- Sunglass Hut	Retailers: Household	4
743	Q1300106C1	Shopped [Pst Yr] - Optical Stores -- Vogue Optical	Retailers: Household	4
744	Q1300107C1	Shopped [Pst Yr] - Optical Stores -- Big box/warehouse stores	Retailers: Household	4
745	Q1300108C1	Shopped [Pst Yr] - Optical Stores -- Department stores (any)	Retailers: Household	4
746	Q1300109C1	Shopped [Pst Yr] - Optical Stores -- Online/Internet optical stores	Retailers: Household	4
747	Q1300110C1	Shopped [Pst Yr] - Optical Stores -- Other optical stores	Retailers: Household	4
748	Q1900101C1	Shopped [Pst Yr] - Pet Supply Stores -- Global Pet Foods	Retailers: Household	4
749	Q1900102C1	Shopped [Pst Yr] - Pet Supply Stores -- Pet Valu	Retailers: Household	4
750	Q1900103C1	Shopped [Pst Yr] - Pet Supply Stores -- PetSmart	Retailers: Household	4
751	Q1900104C1	Shopped [Pst Yr] - Pet Supply Stores -- PJ's Pets/Pets Unlimited	Retailers: Household	4
752	Q1900105C1	Shopped [Pst Yr] - Pet Supply Stores -- Big box/warehouse stores	Retailers: Household	4
753	Q1900106C1	Shopped [Pst Yr] - Pet Supply Stores -- Department stores (any)	Retailers: Household	4
754	Q1900107C1	Shopped [Pst Yr] - Pet Supply Stores -- Grocery stores (any)	Retailers: Household	4
755	Q1900108C1	Shopped [Pst Yr] - Pet Supply Stores -- Veterinarian office (any)	Retailers: Household	4
756	Q1900109C1	Shopped [Pst Yr] - Pet Supply Stores -- Online/Internet pet/pet supply stores	Retailers: Household	4
757	Q1900110C1	Shopped [Pst Yr] - Pet Supply Stores -- Other pet/pet supply stores	Retailers: Household	4
758	Q5461001C1	Pets -- Bird(s) -- Have	Retailers: Household	4
759	Q5461002C1	Pets -- Cat(s) -- Have	Retailers: Household	4
760	Q5461003C1	Pets -- Dog(s) -- Have	Retailers: Household	4
761	Q5461004C1	Pets -- Fish -- Have	Retailers: Household	4
762	Q5461005C1	Pets -- Other animal(s) -- Have	Retailers: Household	4
763	Q891200C01	Pets -- Yes	Retailers: Household	4
764	Q0600101C1	Shopped [Pst Yr] - Book Stores -- Chapters/Indigo (the store)	Retailers: Leisure Products	4
765	Q0600102C1	Shopped [Pst Yr] - Book Stores -- Coles	Retailers: Leisure Products	4
766	Q0600103C1	Shopped [Pst Yr] - Book Stores -- Big box/warehouse stores	Retailers: Leisure Products	4
767	Q0600104C1	Shopped [Pst Yr] - Book Stores -- Department/grocery/drug stores	Retailers: Leisure Products	4
768	Q0600105C1	Shopped [Pst Yr] - Book Stores -- eBook stores (any)	Retailers: Leisure Products	4
769	Q0600106C1	Shopped [Pst Yr] - Book Stores -- Amazon.com/Amazon.ca	Retailers: Leisure Products	4
770	Q0600107C1	Shopped [Pst Yr] - Book Stores -- Chapters.Indigo.ca (the web site)	Retailers: Leisure Products	4
771	Q0600108C1	Shopped [Pst Yr] - Book Stores -- Other online/Internet book stores	Retailers: Leisure Products	4
772	Q0600109C1	Shopped [Pst Yr] - Book Stores -- Other book stores	Retailers: Leisure Products	4
773	Q1700116C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Atmosphere	Retailers: Leisure Products	4
774	Q1700103C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Foot Locker	Retailers: Leisure Products	4
775	Q1700104C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Golf Town	Retailers: Leisure Products	4
776	Q1700105C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Lululemon Athletica	Retailers: Leisure Products	4
777	Q1700106C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Mountain Equipment Co-op	Retailers: Leisure Products	4
778	Q1700107C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Play it Again Sports	Retailers: Leisure Products	4
779	Q1700108C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Sport Chek	Retailers: Leisure Products	4
780	Q1700109C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Sporting Life	Retailers: Leisure Products	4
781	Q1700110C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Sports Experts	Retailers: Leisure Products	4
782	Q1700111C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- The Running Room	Retailers: Leisure Products	4
783	Q1700112C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Big box/warehouse stores	Retailers: Leisure Products	4
784	Q1700113C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Department stores (any)	Retailers: Leisure Products	4
785	Q1700114C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Online/Internet sporting goods & athletic wear stores	Retailers: Leisure Products	4
786	Q1700115C1	Shopped [Pst Yr] - Sporting Goods/Athletic Stores -- Other sporting goods & athletic wear stores	Retailers: Leisure Products	4
787	Q1800101C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- Disney Store	Retailers: Leisure Products	4
788	Q1800102C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- EB Games	Retailers: Leisure Products	4
789	Q1800103C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- Mastermind	Retailers: Leisure Products	4
790	Q1800104C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- Scholar's Choice	Retailers: Leisure Products	4
791	Q1800105C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- Toys 'R Us/Babies 'R Us	Retailers: Leisure Products	4
792	Q1800106C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- Big box/warehouse stores	Retailers: Leisure Products	4
793	Q1800110C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- Book stores	Retailers: Leisure Products	4
794	Q1800107C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- Department stores (any)	Retailers: Leisure Products	4
795	Q1800108C1	Shopped [Pst Yr] - Toys/Games/Learning Stores -- Online/Internet toy/game/learning stores	Retailers: Leisure Products	4
796	Q2510101C1	Shopped [Pst Mth] - Video Rental/Purchase -- DVD retail store locations	Retailers: Leisure Products	4
797	Q2510103C1	Shopped [Pst Mth] - Video Rental/Purchase -- iTunes	Retailers: Leisure Products	4
798	Q2510104C1	Shopped [Pst Mth] - Video Rental/Purchase -- Other online video rental service	Retailers: Leisure Products	4
799	Q2510105C1	Shopped [Pst Mth] - Video Rental/Purchase -- Pay per view via cable/satellite/fibre optic	Retailers: Leisure Products	4
800	Q251030C02	Have a paid media service -- Yes	Retailers: Leisure Products	4
801	Q1500101C1	Shopped [Pst Yr] - Office/Stationery Stores -- Staples	Retailers: Office Supplies	4
802	Q1500102C1	Shopped [Pst Yr] - Office/Stationery Stores -- Big box/warehouse stores	Retailers: Office Supplies	4
803	Q1500103C1	Shopped [Pst Yr] - Office/Stationery Stores -- Department stores (any)	Retailers: Office Supplies	4
804	Q1500104C1	Shopped [Pst Yr] - Office/Stationery Stores -- Online/Internet office stores	Retailers: Office Supplies	4
805	Q1500105C1	Shopped [Pst Yr] - Office/Stationery Stores -- Other office (stationery) stores	Retailers: Office Supplies	4
806	Q2920101C1	Member - Loyalty Programs -- Radio station loyalty club	Loyalty Programs	5
807	Q2920102C1	Member - Loyalty Programs -- Aeroplan	Loyalty Programs	5
808	Q2920103C1	Member - Loyalty Programs -- Air Miles (excl. airline frequent flyer programs)	Loyalty Programs	5
809	Q2920104C1	Member - Loyalty Programs -- Other airline frequent flyer program	Loyalty Programs	5
810	Q2920105C1	Member - Loyalty Programs -- Canadian Tire Money	Loyalty Programs	5
811	Q2920106C1	Member - Loyalty Programs -- Hudson's Bay Rewards	Loyalty Programs	5
812	Q2920107C1	Member - Loyalty Programs -- Sears Club	Loyalty Programs	5
813	Q2920108C1	Member - Loyalty Programs -- Shoppers Drug Mart Optimum	Loyalty Programs	5
814	Q2920109C1	Member - Loyalty Programs -- Grocery store card (any)	Loyalty Programs	5
815	Q2920110C1	Member - Loyalty Programs -- Other store program	Loyalty Programs	5
816	Q2920111C1	Member - Loyalty Programs -- Esso Extra Program	Loyalty Programs	5
817	Q2920112C1	Member - Loyalty Programs -- Petro Points	Loyalty Programs	5



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
818	Q2920113C1	Member - Loyalty Programs -- Other gas program	Loyalty Programs	5
819	Q2920114C1	Member - Loyalty Programs -- SCENE (Cineplex)	Loyalty Programs	5
820	Q2920115C1	Member - Loyalty Programs -- Other loyalty program	Loyalty Programs	5
821	Q2920116C1	Member - Loyalty Programs -- Credit card with loyalty rewards	Loyalty Programs	5
822	Q2920117C1	Member - Loyalty Programs -- Costco membership (paid)	Loyalty Programs	5
823	Q2920201C1	Collected [Pst Wk] - Loyalty Programs -- Radio station loyalty club	Loyalty Programs	5
824	Q2920202C1	Collected [Pst Wk] - Loyalty Programs -- Aeroplan	Loyalty Programs	5
825	Q2920203C1	Collected [Pst Wk] - Loyalty Programs -- Air Miles (excl. airline frequent flyer programs)	Loyalty Programs	5
826	Q2920204C1	Collected [Pst Wk] - Loyalty Programs -- Other airline frequent flyer program	Loyalty Programs	5
827	Q2920205C1	Collected [Pst Wk] - Loyalty Programs -- Canadian Tire Money	Loyalty Programs	5
828	Q2920206C1	Collected [Pst Wk] - Loyalty Programs -- Hudson's Bay Rewards	Loyalty Programs	5
829	Q2920207C1	Collected [Pst Wk] - Loyalty Programs -- Sears Club	Loyalty Programs	5
830	Q2920208C1	Collected [Pst Wk] - Loyalty Programs -- Shoppers Drug Mart Optimum	Loyalty Programs	5
831	Q2920209C1	Collected [Pst Wk] - Loyalty Programs -- Grocery store card (any)	Loyalty Programs	5
832	Q2920210C1	Collected [Pst Wk] - Loyalty Programs -- Other store program	Loyalty Programs	5
833	Q2920211C1	Collected [Pst Wk] - Loyalty Programs -- Esso Extra Program	Loyalty Programs	5
834	Q2920212C1	Collected [Pst Wk] - Loyalty Programs -- Petro Points	Loyalty Programs	5
835	Q2920213C1	Collected [Pst Wk] - Loyalty Programs -- Other gas program	Loyalty Programs	5
836	Q2920214C1	Collected [Pst Wk] - Loyalty Programs -- SCENE (Cineplex)	Loyalty Programs	5
837	Q2920215C1	Collected [Pst Wk] - Loyalty Programs -- Other loyalty program	Loyalty Programs	5
838	Q2920216C1	Collected [Pst Wk] - Loyalty Programs -- Credit card with loyalty rewards	Loyalty Programs	5
839	Q2920301C1	Redeemed [Pst Yr] - Loyalty Programs -- Radio station loyalty club	Loyalty Programs	5
840	Q2920302C1	Redeemed [Pst Yr] - Loyalty Programs -- Aeroplan	Loyalty Programs	5
841	Q2920303C1	Redeemed [Pst Yr] - Loyalty Programs -- Air Miles (excl. airline frequent flyer programs)	Loyalty Programs	5
842	Q2920304C1	Redeemed [Pst Yr] - Loyalty Programs -- Other airline frequent flyer program	Loyalty Programs	5
843	Q2920305C1	Redeemed [Pst Yr] - Loyalty Programs -- Canadian Tire Money	Loyalty Programs	5
844	Q2920306C1	Redeemed [Pst Yr] - Loyalty Programs -- Hudson's Bay Rewards	Loyalty Programs	5
845	Q2920307C1	Redeemed [Pst Yr] - Loyalty Programs -- Sears Club	Loyalty Programs	5
846	Q2920308C1	Redeemed [Pst Yr] - Loyalty Programs -- Shoppers Drug Mart Optimum	Loyalty Programs	5
847	Q2920309C1	Redeemed [Pst Yr] - Loyalty Programs -- Grocery store card (any)	Loyalty Programs	5
848	Q2920310C1	Redeemed [Pst Yr] - Loyalty Programs -- Other store program	Loyalty Programs	5
849	Q2920311C1	Redeemed [Pst Yr] - Loyalty Programs -- Esso Extra Program	Loyalty Programs	5
850	Q2920312C1	Redeemed [Pst Yr] - Loyalty Programs -- Petro Points	Loyalty Programs	5
851	Q2920313C1	Redeemed [Pst Yr] - Loyalty Programs -- Other gas program	Loyalty Programs	5
852	Q2920314C1	Redeemed [Pst Yr] - Loyalty Programs -- SCENE (Cineplex)	Loyalty Programs	5
853	Q2920315C1	Redeemed [Pst Yr] - Loyalty Programs -- Other loyalty program	Loyalty Programs	5
854	Q2920316C1	Redeemed [Pst Yr] - Loyalty Programs -- Credit card with loyalty rewards	Loyalty Programs	5
855	Q2900301AO	Spent [Pst Yr] - Consumer Items -- Bath and bedding -- 1+(Dollars)	Retail Purchasing	5
856	Q2900301IO	Spent [Pst Yr] - Consumer Items -- Bath and bedding -- 1+	Retail Purchasing	5
857	Q2900302AO	Spent [Pst Yr] - Consumer Items -- Books (excl. textbooks) -- 1+(Dollars)	Retail Purchasing	5
858	Q2900302IO	Spent [Pst Yr] - Consumer Items -- Books (excl. textbooks) -- 1+	Retail Purchasing	5
859	Q2900303AO	Spent [Pst Yr] - Consumer Items -- Children's clothing/shoes -- 1+(Dollars)	Retail Purchasing	5
860	Q2900303IO	Spent [Pst Yr] - Consumer Items -- Children's clothing/shoes -- 1+	Retail Purchasing	5
861	Q2900304AO	Spent [Pst Yr] - Consumer Items -- Cross-border shopping in the United States (any goods or services) -- 1+(Dollars)	Retail Purchasing	5
862	Q2900304IO	Spent [Pst Yr] - Consumer Items -- Cross-border shopping in the United States (any goods or services) -- 1+	Retail Purchasing	5
863	Q2900305AO	Spent [Pst Yr] - Consumer Items -- Flowers (for self or as gift for someone else) -- 1+(Dollars)	Retail Purchasing	5
864	Q2900305IO	Spent [Pst Yr] - Consumer Items -- Flowers (for self or as gift for someone else) -- 1+	Retail Purchasing	5
865	Q2900306AO	Spent [Pst Yr] - Consumer Items -- Furniture (excluding patio) -- 1+(Dollars)	Retail Purchasing	5
866	Q2900306IO	Spent [Pst Yr] - Consumer Items -- Furniture (excluding patio) -- 1+	Retail Purchasing	5
867	Q2900307AO	Spent [Pst Yr] - Consumer Items -- Garden supplies -- 1+(Dollars)	Retail Purchasing	5
868	Q2900307IO	Spent [Pst Yr] - Consumer Items -- Garden supplies -- 1+	Retail Purchasing	5
869	Q2900308AO	Spent [Pst Yr] - Consumer Items -- Hair salon -- 1+(Dollars)	Retail Purchasing	5
870	Q2900308IO	Spent [Pst Yr] - Consumer Items -- Hair salon -- 1+	Retail Purchasing	5
871	Q2900309AO	Spent [Pst Yr] - Consumer Items -- Home décor -- 1+(Dollars)	Retail Purchasing	5
872	Q2900309IO	Spent [Pst Yr] - Consumer Items -- Home décor -- 1+	Retail Purchasing	5
873	Q2900310AO	Spent [Pst Yr] - Consumer Items -- Jewellery (incl. watches) -- 1+(Dollars)	Retail Purchasing	5
874	Q2900310IO	Spent [Pst Yr] - Consumer Items -- Jewellery (incl. watches) -- 1+	Retail Purchasing	5
875	Q2900311AO	Spent [Pst Yr] - Consumer Items -- Legal/lawyer's/notary services -- 1+(Dollars)	Retail Purchasing	5
876	Q2900311IO	Spent [Pst Yr] - Consumer Items -- Legal/lawyer's/notary services -- 1+	Retail Purchasing	5
877	Q2900312AO	Spent [Pst Yr] - Consumer Items -- Men's clothing -- 1+(Dollars)	Retail Purchasing	5
878	Q2900312IO	Spent [Pst Yr] - Consumer Items -- Men's clothing -- 1+	Retail Purchasing	5
879	Q2900313AO	Spent [Pst Yr] - Consumer Items -- Men's shoes -- 1+(Dollars)	Retail Purchasing	5
880	Q2900313IO	Spent [Pst Yr] - Consumer Items -- Men's shoes -- 1+	Retail Purchasing	5
881	Q2900314AO	Spent [Pst Yr] - Consumer Items -- Music CDs/music download -- 1+(Dollars)	Retail Purchasing	5
882	Q2900314IO	Spent [Pst Yr] - Consumer Items -- Music CDs/music download -- 1+	Retail Purchasing	5
883	Q2900315AO	Spent [Pst Yr] - Consumer Items -- Online/Internet shopping (any products or services) -- 1+(Dollars)	Retail Purchasing	5
884	Q2900315IO	Spent [Pst Yr] - Consumer Items -- Online/Internet shopping (any products or services) -- 1+	Retail Purchasing	5
885	Q2900316AO	Spent [Pst Yr] - Consumer Items -- Party supplies/costumes -- 1+(Dollars)	Retail Purchasing	5
886	Q2900316IO	Spent [Pst Yr] - Consumer Items -- Party supplies/costumes -- 1+	Retail Purchasing	5
887	Q2900317AO	Spent [Pst Yr] - Consumer Items -- Power tools -- 1+(Dollars)	Retail Purchasing	5
888	Q2900317IO	Spent [Pst Yr] - Consumer Items -- Power tools -- 1+	Retail Purchasing	5
889	Q2900319AO	Spent [Pst Yr] - Consumer Items -- Purchase of gift certificates/cards -- 1+(Dollars)	Retail Purchasing	5
890	Q2900319IO	Spent [Pst Yr] - Consumer Items -- Purchase of gift certificates/cards -- 1+	Retail Purchasing	5
891	Q2900320AO	Spent [Pst Yr] - Consumer Items -- School supplies -- 1+(Dollars)	Retail Purchasing	5
892	Q2900320IO	Spent [Pst Yr] - Consumer Items -- School supplies -- 1+	Retail Purchasing	5
893	Q2900321AO	Spent [Pst Yr] - Consumer Items -- Small appliances -- 1+(Dollars)	Retail Purchasing	5
894	Q2900321IO	Spent [Pst Yr] - Consumer Items -- Small appliances -- 1+	Retail Purchasing	5
895	Q2900322AO	Spent [Pst Yr] - Consumer Items -- Sporting goods (any) -- 1+(Dollars)	Retail Purchasing	5
896	Q2900322IO	Spent [Pst Yr] - Consumer Items -- Sporting goods (any) -- 1+	Retail Purchasing	5
897	Q2900323AO	Spent [Pst Yr] - Consumer Items -- Toys/games/novelties -- 1+(Dollars)	Retail Purchasing	5
898	Q2900323IO	Spent [Pst Yr] - Consumer Items -- Toys/games/novelties -- 1+	Retail Purchasing	5
899	Q2900324AO	Spent [Pst Yr] - Consumer Items -- Women's clothing -- 1+(Dollars)	Retail Purchasing	5
900	Q2900324IO	Spent [Pst Yr] - Consumer Items -- Women's clothing -- 1+	Retail Purchasing	5

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
901	Q5620102C1	Responsible For -- Household cleaning duties -- Respondent	Retail Purchasing	5
902	Q5620102C2	Responsible For -- Household cleaning duties -- Shared	Retail Purchasing	5
903	Q5620102C3	Responsible For -- Household cleaning duties -- Someone Else	Retail Purchasing	5
904	Q5620103C1	Responsible For -- Making decisions about major purchases -- Respondent	Retail Purchasing	5
905	Q5620103C2	Responsible For -- Making decisions about major purchases -- Shared	Retail Purchasing	5
906	Q5620103C3	Responsible For -- Making decisions about major purchases -- Someone Else	Retail Purchasing	5
907	Q5620104C1	Responsible For -- Meal preparation -- Respondent	Retail Purchasing	5
908	Q5620104C2	Responsible For -- Meal preparation -- Shared	Retail Purchasing	5
909	Q5620104C3	Responsible For -- Meal preparation -- Someone Else	Retail Purchasing	5
910	Q2000101C1	Store Types -- Shopped [Pst Mth]-- Bulk food stores	Retail Shopping	5
911	Q2000120C1	Store Types -- Shopped [Pst Mth]-- Camera stores and photo/digital finishing	Retail Shopping	5
912	Q2000102C1	Store Types -- Shopped [Pst Mth]-- Carpet/floor covering stores	Retail Shopping	5
913	Q2000103C1	Store Types -- Shopped [Pst Mth]-- Craft supply stores	Retail Shopping	5
914	Q2000104C1	Store Types -- Shopped [Pst Mth]-- Dollar stores	Retail Shopping	5
915	Q2000105C1	Store Types -- Shopped [Pst Mth]-- Factory outlet stores/malls	Retail Shopping	5
916	Q2000106C1	Store Types -- Shopped [Pst Mth]-- Fashion accessories stores (e.g. Ardene)	Retail Shopping	5
917	Q2000107C1	Store Types -- Shopped [Pst Mth]-- Garden stores	Retail Shopping	5
918	Q2000121C1	Store Types -- Shopped [Pst Mth]-- Health/beauty stores	Retail Shopping	5
919	Q2000108C1	Store Types -- Shopped [Pst Mth]-- Health/beauty stores (e.g. The Body Shop)	Retail Shopping	5
920	Q2000110C1	Store Types -- Shopped [Pst Mth]-- Kitchen stores (e.g. Stokes)	Retail Shopping	5
921	Q2000111C1	Store Types -- Shopped [Pst Mth]-- Music stores (selling musical instruments/sheet music)	Retail Shopping	5
922	Q2000112C1	Store Types -- Shopped [Pst Mth]-- Natural/health food stores	Retail Shopping	5
923	Q2000113C1	Store Types -- Shopped [Pst Mth]-- Online classified websites (e.g. Kijiji)	Retail Shopping	5
924	Q2000115C1	Store Types -- Shopped [Pst Mth]-- Online music/movie download stores	Retail Shopping	5
925	Q2000116C1	Store Types -- Shopped [Pst Mth]-- Shopping mall stores	Retail Shopping	5
926	Q2000117C1	Store Types -- Shopped [Pst Mth]-- Small local fruits & vegetables stores/farmers' markets	Retail Shopping	5
927	Q2000118C1	Store Types -- Shopped [Pst Mth]-- Stand-alone boutique shops	Retail Shopping	5
928	Q2000119C1	Store Types -- Shopped [Pst Mth]--Online/Internet stores	Retail Shopping	5
929	Q2930001C1	Own - Items -- Baby furniture	Retail Shopping	5
930	Q2930002C1	Own - Items -- Bed/mattress	Retail Shopping	5
931	Q2930003C1	Own - Items -- All other furniture (excl. bed/mattress and baby furniture)	Retail Shopping	5
932	Q29300037C1	Own - Items -- Bicycle/bicycle equipment	Retail Shopping	5
933	Q2930004C1	Own - Items -- Boat (any)	Retail Shopping	5
934	Q2930005C1	Own - Items -- Camera (film/digital)	Retail Shopping	5
935	Q2930006C1	Own - Items -- Camping equipment	Retail Shopping	5
936	Q2930007C1	Own - Items -- Camping trailer/motorhome/RV	Retail Shopping	5
937	Q2930008C1	Own - Items -- Car alarm/security system	Retail Shopping	5
938	Q2930009C1	Own - Items -- Computer accessories	Retail Shopping	5
939	Q2930010C1	Own - Items -- Computer software	Retail Shopping	5
940	Q2930011C1	Own - Items -- e-Reader	Retail Shopping	5
941	Q2930012C1	Own - Items -- Fireplace (any)	Retail Shopping	5
942	Q2930013C1	Own - Items -- Garden/patio furniture (any)	Retail Shopping	5
943	Q2930014C1	Own - Items -- Gas barbeque	Retail Shopping	5
944	Q2930015C1	Own - Items -- Golf equipment	Retail Shopping	5
945	Q2930016C1	Own - Items -- Hockey equipment	Retail Shopping	5
946	Q2930017C1	Own - Items -- Home exercise equipment	Retail Shopping	5
947	Q2930018C1	Own - Items -- Hot tub/spa	Retail Shopping	5
948	Q2930019C1	Own - Items -- Major appliances	Retail Shopping	5
949	Q2930020C1	Own - Items -- Motorcycle	Retail Shopping	5
950	Q2930021C1	Own - Items -- Musical instrument	Retail Shopping	5
951	Q2930022C1	Own - Items -- Office equipment	Retail Shopping	5
952	Q2930023C1	Own - Items -- Personal computer	Retail Shopping	5
953	Q2930024C1	Own - Items -- Pool (above or in-ground)	Retail Shopping	5
954	Q2930025C1	Own - Items -- Portable MP3 player/digital music player	Retail Shopping	5
955	Q2930026C1	Own - Items -- Pre-arranged funeral services (for self or someone else)	Retail Shopping	5
956	Q2930027C1	Own - Items -- Ski/snowboard equipment	Retail Shopping	5
957	Q2930028C1	Own - Items -- Snowmobile/ATV (All-terrain vehicle)	Retail Shopping	5
958	Q2930029C1	Own - Items -- Stereo/audio equipment	Retail Shopping	5
959	Q2930038C1	Own - Items -- Tablet	Retail Shopping	5
960	Q2930030C1	Own - Items -- Television	Retail Shopping	5
961	Q2930031C1	Own - Items -- Tires	Retail Shopping	5
962	Q2930033C1	Own - Items -- Video camera and accessories	Retail Shopping	5
963	Q2930034C1	Own - Items -- Video game system - console or handheld	Retail Shopping	5
964	Q2930035C1	Own - Items -- Video player	Retail Shopping	5
965	Q2930039C1	Own - Items -- Wedding services (any)	Retail Shopping	5
966	Q2930101C1	Purchased [Pst 2 Yrs] - Items -- Baby furniture	Retail Shopping	5
967	Q2930102C1	Purchased [Pst 2 Yrs] - Items -- Bed/mattress	Retail Shopping	5
968	Q2930103C1	Purchased [Pst 2 Yrs] - Items -- All other furniture (excl. bed/mattress and baby furniture)	Retail Shopping	5
969	Q2930137C1	Purchased [Pst 2 Yrs] - Items -- Bicycle/bicycle equipment	Retail Shopping	5
970	Q2930104C1	Purchased [Pst 2 Yrs] - Items -- Boat (any)	Retail Shopping	5
971	Q2930105C1	Purchased [Pst 2 Yrs] - Items -- Camera (film/digital)	Retail Shopping	5
972	Q2930106C1	Purchased [Pst 2 Yrs] - Items -- Camping equipment	Retail Shopping	5
973	Q2930107C1	Purchased [Pst 2 Yrs] - Items -- Camping trailer/motorhome/RV	Retail Shopping	5
974	Q2930108C1	Purchased [Pst 2 Yrs] - Items -- Car alarm/security system	Retail Shopping	5
975	Q2930109C1	Purchased [Pst 2 Yrs] - Items -- Computer accessories	Retail Shopping	5
976	Q2930110C1	Purchased [Pst 2 Yrs] - Items -- Computer software	Retail Shopping	5
977	Q2930111C1	Purchased [Pst 2 Yrs] - Items -- e-Reader	Retail Shopping	5
978	Q2930112C1	Purchased [Pst 2 Yrs] - Items -- Fireplace (any)	Retail Shopping	5
979	Q2930113C1	Purchased [Pst 2 Yrs] - Items -- Garden/patio furniture (any)	Retail Shopping	5
980	Q2930114C1	Purchased [Pst 2 Yrs] - Items -- Gas barbeque	Retail Shopping	5
981	Q2930115C1	Purchased [Pst 2 Yrs] - Items -- Golf equipment	Retail Shopping	5
982	Q2930116C1	Purchased [Pst 2 Yrs] - Items -- Hockey equipment	Retail Shopping	5
983	Q2930117C1	Purchased [Pst 2 Yrs] - Items -- Home exercise equipment	Retail Shopping	5
984	Q2930118C1	Purchased [Pst 2 Yrs] - Items -- Hot tub/spa	Retail Shopping	5



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
985	Q2930119C1	Purchased [Pst 2 Yrs] - Items -- Major appliances	Retail Shopping	5
986	Q2930120C1	Purchased [Pst 2 Yrs] - Items -- Motorcycle	Retail Shopping	5
987	Q2930121C1	Purchased [Pst 2 Yrs] - Items -- Musical instrument	Retail Shopping	5
988	Q2930122C1	Purchased [Pst 2 Yrs] - Items -- Office equipment	Retail Shopping	5
989	Q2930123C1	Purchased [Pst 2 Yrs] - Items -- Personal computer	Retail Shopping	5
990	Q2930124C1	Purchased [Pst 2 Yrs] - Items -- Pool (above or in-ground)	Retail Shopping	5
991	Q2930125C1	Purchased [Pst 2 Yrs] - Items -- Portable MP3 player/digital music player	Retail Shopping	5
992	Q2930126C1	Purchased [Pst 2 Yrs] - Items -- Pre-arranged funeral services (for self or someone else)	Retail Shopping	5
993	Q2930127C1	Purchased [Pst 2 Yrs] - Items -- Ski/snowboard equipment	Retail Shopping	5
994	Q2930128C1	Purchased [Pst 2 Yrs] - Items -- Snowmobile/ATV (All-terrain vehicle)	Retail Shopping	5
995	Q2930129C1	Purchased [Pst 2 Yrs] - Items -- Stereo/audio equipment	Retail Shopping	5
996	Q2930138C1	Purchased [Pst 2 Yrs] - Items -- Tablet	Retail Shopping	5
997	Q2930130C1	Purchased [Pst 2 Yrs] - Items -- Television	Retail Shopping	5
998	Q2930131C1	Purchased [Pst 2 Yrs] - Items -- Tires	Retail Shopping	5
999	Q2930133C1	Purchased [Pst 2 Yrs] - Items -- Video camera and accessories	Retail Shopping	5
1000	Q2930134C1	Purchased [Pst 2 Yrs] - Items -- Video game system - console or handheld	Retail Shopping	5
1001	Q2930135C1	Purchased [Pst 2 Yrs] - Items -- Video player	Retail Shopping	5
1002	Q2930139C1	Purchased [Pst 2 Yrs] - Items -- Wedding services (any)	Retail Shopping	5
1003	Q2930201C1	Intend [Nxt 2 Yrs] - Items -- Baby furniture	Retail Shopping	5
1004	Q2930202C1	Intend [Nxt 2 Yrs] - Items -- Bed/mattress	Retail Shopping	5
1005	Q2930203C1	Intend [Nxt 2 Yrs] - Items -- All other furniture (excl. bed/mattress and baby furniture)	Retail Shopping	5
1006	Q2930237C1	Intend [Nxt 2 Yrs] - Items -- Bicycle/bicycle equipment	Retail Shopping	5
1007	Q2930204C1	Intend [Nxt 2 Yrs] - Items -- Boat (any)	Retail Shopping	5
1008	Q2930205C1	Intend [Nxt 2 Yrs] - Items -- Camera (film/digital)	Retail Shopping	5
1009	Q2930206C1	Intend [Nxt 2 Yrs] - Items -- Camping equipment	Retail Shopping	5
1010	Q2930207C1	Intend [Nxt 2 Yrs] - Items -- Camping trailer/motorhome/RV	Retail Shopping	5
1011	Q2930208C1	Intend [Nxt 2 Yrs] - Items -- Car alarm/security system	Retail Shopping	5
1012	Q2930209C1	Intend [Nxt 2 Yrs] - Items -- Computer accessories	Retail Shopping	5
1013	Q2930210C1	Intend [Nxt 2 Yrs] - Items -- Computer software	Retail Shopping	5
1014	Q2930211C1	Intend [Nxt 2 Yrs] - Items -- e-Reader	Retail Shopping	5
1015	Q2930212C1	Intend [Nxt 2 Yrs] - Items -- Fireplace (any)	Retail Shopping	5
1016	Q2930213C1	Intend [Nxt 2 Yrs] - Items -- Garden/patio furniture (any)	Retail Shopping	5
1017	Q2930214C1	Intend [Nxt 2 Yrs] - Items -- Gas barbeque	Retail Shopping	5
1018	Q2930215C1	Intend [Nxt 2 Yrs] - Items -- Golf equipment	Retail Shopping	5
1019	Q2930216C1	Intend [Nxt 2 Yrs] - Items -- Hockey equipment	Retail Shopping	5
1020	Q2930217C1	Intend [Nxt 2 Yrs] - Items -- Home exercise equipment	Retail Shopping	5
1021	Q2930218C1	Intend [Nxt 2 Yrs] - Items -- Hot tub/spa	Retail Shopping	5
1022	Q2930219C1	Intend [Nxt 2 Yrs] - Items -- Major appliances	Retail Shopping	5
1023	Q2930220C1	Intend [Nxt 2 Yrs] - Items -- Motorcycle	Retail Shopping	5
1024	Q2930221C1	Intend [Nxt 2 Yrs] - Items -- Musical instrument	Retail Shopping	5
1025	Q2930222C1	Intend [Nxt 2 Yrs] - Items -- Office equipment	Retail Shopping	5
1026	Q2930223C1	Intend [Nxt 2 Yrs] - Items -- Personal computer	Retail Shopping	5
1027	Q2930224C1	Intend [Nxt 2 Yrs] - Items -- Pool (above or in-ground)	Retail Shopping	5
1028	Q2930225C1	Intend [Nxt 2 Yrs] - Items -- Portable MP3 player/digital music player	Retail Shopping	5
1029	Q2930226C1	Intend [Nxt 2 Yrs] - Items -- Pre-arranged funeral services (for self or someone else)	Retail Shopping	5
1030	Q2930227C1	Intend [Nxt 2 Yrs] - Items -- Ski/snowboard equipment	Retail Shopping	5
1031	Q2930228C1	Intend [Nxt 2 Yrs] - Items -- Snowmobile/ATV (All-terrain vehicle)	Retail Shopping	5
1032	Q2930229C1	Intend [Nxt 2 Yrs] - Items -- Stereo/audio equipment	Retail Shopping	5
1033	Q2930238C1	Intend [Nxt 2 Yrs] - Items -- Tablet	Retail Shopping	5
1034	Q2930230C1	Intend [Nxt 2 Yrs] - Items -- Television	Retail Shopping	5
1035	Q2930231C1	Intend [Nxt 2 Yrs] - Items -- Tires	Retail Shopping	5
1036	Q2930233C1	Intend [Nxt 2 Yrs] - Items -- Video camera and accessories	Retail Shopping	5
1037	Q2930234C1	Intend [Nxt 2 Yrs] - Items -- Video game system - console or handheld	Retail Shopping	5
1038	Q2930235C1	Intend [Nxt 2 Yrs] - Items -- Video player	Retail Shopping	5
1039	Q2930239C1	Intend [Nxt 2 Yrs] - Items -- Wedding services (any)	Retail Shopping	5
1040	Q5440101C2	Used [Pst Wk] - Cosmetic Products -- Acne products	Personal Care: Cosmetics	6
1041	Q5440102C2	Used [Pst Wk] - Cosmetic Products -- Anti-aging creams	Personal Care: Cosmetics	6
1042	Q5440103C2	Used [Pst Wk] - Cosmetic Products -- Body wash	Personal Care: Cosmetics	6
1043	Q5440104C2	Used [Pst Wk] - Cosmetic Products -- Denture cleaners	Personal Care: Cosmetics	6
1044	Q5440105C2	Used [Pst Wk] - Cosmetic Products -- Deodorants/anti-perspirants	Personal Care: Cosmetics	6
1045	Q5440106C2	Used [Pst Wk] - Cosmetic Products -- Electric toothbrush	Personal Care: Cosmetics	6
1046	Q5440107C2	Used [Pst Wk] - Cosmetic Products -- Facial cleansers	Personal Care: Cosmetics	6
1047	Q5440108C2	Used [Pst Wk] - Cosmetic Products -- Facial moisturizers	Personal Care: Cosmetics	6
1048	Q5440109C2	Used [Pst Wk] - Cosmetic Products -- Hair removal products	Personal Care: Cosmetics	6
1049	Q5440110C2	Used [Pst Wk] - Cosmetic Products -- Hairstyling gel/spray	Personal Care: Cosmetics	6
1050	Q5440111C2	Used [Pst Wk] - Cosmetic Products -- Hand/body lotion	Personal Care: Cosmetics	6
1051	Q5440117C2	Used [Pst Wk] - Cosmetic Products -- Men's/women's razor/shaver	Personal Care: Cosmetics	6
1052	Q5440118C2	Used [Pst Wk] - Cosmetic Products -- Mouthwash, rinse and/or breath fresheners	Personal Care: Cosmetics	6
1053	Q5440119C2	Used [Pst Wk] - Cosmetic Products -- Shampoo/hair conditioner	Personal Care: Cosmetics	6
1054	Q5440120C2	Used [Pst Wk] - Cosmetic Products -- Shaving creams/gels	Personal Care: Cosmetics	6
1055	Q5450200A0	Spent [Pst Mth] - Cosmetic Products -- 1+(Dollars)	Personal Care: Cosmetics	6
1056	Q5450200I0	Spent [Pst Mth] - Cosmetic Products -- 1+	Personal Care: Cosmetics	6
1057	Q544080C02	Purchased [Pst Yr] - Perfume/Cologne -- Yes	Personal Care: Cosmetics	6
1058	Q5440901A0	Spent [Pst Yr] - Perfume/Cologne -- For self -- 1+(Dollars)	Personal Care: Cosmetics	6
1059	Q5440901I0	Spent [Pst Yr] - Perfume/Cologne -- For self -- 1+	Personal Care: Cosmetics	6
1060	Q5440902A0	Spent [Pst Yr] - Perfume/Cologne -- As a gift -- 1+(Dollars)	Personal Care: Cosmetics	6
1061	Q5440902I0	Spent [Pst Yr] - Perfume/Cologne -- As a gift -- 1+	Personal Care: Cosmetics	6
1062	Q5441801C1	Done [Pst Yr] - Esthetic Services -- Salon/spray tanning	Personal Care: Cosmetics	6
1063	Q5441802C1	Done [Pst Yr] - Esthetic Services -- Tattooing	Personal Care: Cosmetics	6
1064	Q5441803C1	Done [Pst Yr] - Esthetic Services -- Piercing	Personal Care: Cosmetics	6
1065	Q5441804C1	Done [Pst Yr] - Esthetic Services -- Hand and foot care	Personal Care: Cosmetics	6
1066	Q5441805C1	Done [Pst Yr] - Esthetic Services -- Massage	Personal Care: Cosmetics	6
1067	Q5441806C1	Done [Pst Yr] - Esthetic Services -- Waxing	Personal Care: Cosmetics	6
1068	Q5441807C1	Done [Pst Yr] - Esthetic Services -- Facials/cosmetics	Personal Care: Cosmetics	6

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1069	Q5441808C1	Done [Pst Yr] - Esthetic Services -- Body scrubs/wraps	Personal Care: Cosmetics	6
1070	Q5441809C1	Done [Pst Yr] - Esthetic Services -- Laser hair removal	Personal Care: Cosmetics	6
1071	Q5441810C1	Done [Pst Yr] - Esthetic Services -- Other spa treatments	Personal Care: Cosmetics	6
1072	Q5440301I1	Shavers Used [Pst Wk] - Cosmetic Products -- Disposable -- Use	Personal Care: Grooming	6
1073	Q5440302I1	Shavers Used [Pst Wk] - Cosmetic Products -- Non-disposable -- Use	Personal Care: Grooming	6
1074	Q5440303I1	Shavers Used [Pst Wk] - Cosmetic Products -- Electric dry shaver -- Use	Personal Care: Grooming	6
1075	Q270010C01	Done [Pst Yr] - Esthetic Services -- Do not wear prescription glasses or contact lenses	Personal Care: Health	6
1076	Q270010C02	Done [Pst Yr] - Esthetic Services -- Glasses	Personal Care: Health	6
1077	Q270010C03	Done [Pst Yr] - Esthetic Services -- Contact lenses	Personal Care: Health	6
1078	Q270010C04	Done [Pst Yr] - Esthetic Services -- Both glasses and contact lenses	Personal Care: Health	6
1079	Q2700200A0	Spent [Pst Yr] - Vision Correction -- 1+(Dollars)	Personal Care: Health	6
1080	Q2700200I0	Spent [Pst Yr] - Vision Correction -- 1+	Personal Care: Health	6
1081	Q270030C01	Laser eye surgery consideration - Vision Correction -- Very likely	Personal Care: Health	6
1082	Q270030C02	Laser eye surgery consideration - Vision Correction -- Somewhat likely	Personal Care: Health	6
1083	Q270030C03	Laser eye surgery consideration - Vision Correction -- Not very likely	Personal Care: Health	6
1084	Q270030C04	Laser eye surgery consideration - Vision Correction -- Not at all likely	Personal Care: Health	6
1085	Q270030C05	Laser eye surgery consideration - Vision Correction -- Have already had laser eye surgery	Personal Care: Health	6
1086	Q5440401C2	Used [Pst Mth] - Health Care items -- Adhesive bandages	Personal Care: Health	6
1087	Q5440402C2	Used [Pst Mth] - Health Care items -- Analgesic lotions/rubs for muscle pain	Personal Care: Health	6
1088	Q5440403C2	Used [Pst Mth] - Health Care items -- Antacids & stomach settling products	Personal Care: Health	6
1089	Q5440404C2	Used [Pst Mth] - Health Care items -- Anti-nauseant/motion sickness remedies	Personal Care: Health	6
1090	Q5440405C2	Used [Pst Mth] - Health Care items -- Cold/cough/sinus remedies (non-prescription)	Personal Care: Health	6
1091	Q5440406C2	Used [Pst Mth] - Health Care items -- Condoms/contraceptives (non-prescription)	Personal Care: Health	6
1092	Q5440407C2	Used [Pst Mth] - Health Care items -- Contraceptives (prescription)	Personal Care: Health	6
1093	Q5440408C2	Used [Pst Mth] - Health Care items -- First aid ointments/creams	Personal Care: Health	6
1094	Q5440409C2	Used [Pst Mth] - Health Care items -- Headache remedies/pain relievers (non-prescription)	Personal Care: Health	6
1095	Q5440410C2	Used [Pst Mth] - Health Care items -- Natural remedies	Personal Care: Health	6
1096	Q5440411C2	Used [Pst Mth] - Health Care items -- Seasonal usage of allergy/sinus medication	Personal Care: Health	6
1097	Q5440412C2	Used [Pst Mth] - Health Care items -- Sleeping tablets	Personal Care: Health	6
1098	Q5440413C2	Used [Pst Mth] - Health Care items -- Smoking cessation patches/gum	Personal Care: Health	6
1099	Q5440414C2	Used [Pst Mth] - Health Care items -- Home hair colour	Personal Care: Health	6
1100	Q5440415C2	Used [Pst Mth] - Health Care items -- Home teeth whitening products	Personal Care: Health	6
1101	Q5440601C2	Used [Pst Yr] - Skin Protectant Items -- Insect repellent (any)	Personal Care: Health	6
1102	Q5440602C2	Used [Pst Yr] - Skin Protectant Items -- Self tanning creams/foams	Personal Care: Health	6
1103	Q5440603C2	Used [Pst Yr] - Skin Protectant Items -- Sunscreen (any SPF)	Personal Care: Health	6
1104	Q5441201C1	Used [Pst Yr] - Diet Control Treatments -- Diet pills	Personal Care: Health	6
1105	Q5441202C1	Used [Pst Yr] - Diet Control Treatments -- Weight control drinks/mixes	Personal Care: Health	6
1106	Q5441203C1	Used [Pst Yr] - Diet Control Treatments -- Other meal replacement	Personal Care: Health	6
1107	Q5441204C1	Used [Pst Yr] - Diet Control Treatments -- Exercise	Personal Care: Health	6
1108	Q5441205C1	Used [Pst Yr] - Diet Control Treatments -- Monitor diet	Personal Care: Health	6
1109	Q5441206C1	Used [Pst Yr] - Diet Control Treatments -- Nutritionist	Personal Care: Health	6
1110	Q5441208C1	Used [Pst Yr] - Diet Control Treatments -- Weight Watchers	Personal Care: Health	6
1111	Q5441209C1	Used [Pst Yr] - Diet Control Treatments -- Other weight control centre(s)	Personal Care: Health	6
1112	Q5441210C1	Used [Pst Yr] - Diet Control Treatments -- Other	Personal Care: Health	6
1113	Q5441401C2	Taken [Pst Wk] - Vitamins, Minerals & Herbal Supplements -- Herbal supplements	Personal Care: Health	6
1114	Q5441402C2	Taken [Pst Wk] - Vitamins, Minerals & Herbal Supplements -- Minerals	Personal Care: Health	6
1115	Q5441403C2	Taken [Pst Wk] - Vitamins, Minerals & Herbal Supplements -- Vitamins	Personal Care: Health	6
1116	Q5441404C2	Taken [Pst Wk] - Vitamins, Minerals & Herbal Supplements -- Medication for chronic condition (diabetes, high blood pressure, thyroid, etc)	Personal Care: Health	6
1117	Q5441501C1	Visited [Pst Yr] - Health Care Providers -- Acupuncturist	Personal Care: Health	6
1118	Q5441502C1	Visited [Pst Yr] - Health Care Providers -- Chiropractor	Personal Care: Health	6
1119	Q5441503C1	Visited [Pst Yr] - Health Care Providers -- Cosmetic surgeon	Personal Care: Health	6
1120	Q5441504C1	Visited [Pst Yr] - Health Care Providers -- Homeopath/naturopath	Personal Care: Health	6
1121	Q5441505C1	Visited [Pst Yr] - Health Care Providers -- Massage therapist	Personal Care: Health	6
1122	Q5441506C1	Visited [Pst Yr] - Health Care Providers -- Optometrist/ophthalmologist	Personal Care: Health	6
1123	Q5441507C1	Visited [Pst Yr] - Health Care Providers -- Osteopath	Personal Care: Health	6
1124	Q5441508C1	Visited [Pst Yr] - Health Care Providers -- Physiotherapist	Personal Care: Health	6
1125	Q5441509C1	Visited [Pst Yr] - Health Care Providers -- Podiatrist/chiroprapist	Personal Care: Health	6
1126	Q5441510C1	Visited [Pst Yr] - Health Care Providers -- Private clinic/hospital in Canada not paid for by the Prov. health care	Personal Care: Health	6
1127	Q5441511C1	Visited [Pst Yr] - Health Care Providers -- Private clinic/hospital in USA (any)	Personal Care: Health	6
1128	Q5441512C1	Visited [Pst Yr] - Health Care Providers -- Private nurse (in-home care)	Personal Care: Health	6
1129	Q5441601C1	Have - Health Care Items -- Hearing aid	Personal Care: Health	6
1130	Q5441602C1	Have - Health Care Items -- Insulin pump	Personal Care: Health	6
1131	Q5441603C1	Have - Health Care Items -- Mobility assistance aids	Personal Care: Health	6
1132	Q5441604C1	Have - Health Care Items -- Orthopedic insole	Personal Care: Health	6
1133	Q5441605C1	Have - Health Care Items -- Orthopedic supports and/or braces	Personal Care: Health	6
1134	Q5441606C1	Have - Health Care Items -- Other home health care products	Personal Care: Health	6
1135	Q544210C02	Involved In - Care decisions for aging parents -- Yes	Personal Care: Health	6
1136	Q5441701C1	Done [Pst Yr] - Dental Services -- Braces	Personal Care: Oral Hygiene	6
1137	Q5441702C1	Done [Pst Yr] - Dental Services -- Dental procedure (any)	Personal Care: Oral Hygiene	6
1138	Q5441703C1	Done [Pst Yr] - Dental Services -- Teeth whitening	Personal Care: Oral Hygiene	6
1139	Q5441704C1	Done [Pst Yr] - Dental Services -- Other cosmetic dental service	Personal Care: Oral Hygiene	6
1140	Q500070C02	Plan to Move [Nxt 2 Yrs] - Plan to Move -- Yes	Housing & Shelter	6
1141	Q5000901C1	Main Heating Source -- Home heating -- Oil	Housing & Shelter	6
1142	Q5000901C2	Main Heating Source -- Home heating -- Gas	Housing & Shelter	6
1143	Q5000901C3	Main Heating Source -- Home heating -- Electricity	Housing & Shelter	6
1144	Q5000901C4	Main Heating Source -- Home heating -- Other	Housing & Shelter	6
1145	Q5000902C1	Main Heating Source -- Water heating -- Oil	Housing & Shelter	6
1146	Q5000902C2	Main Heating Source -- Water heating -- Gas	Housing & Shelter	6
1147	Q5000902C3	Main Heating Source -- Water heating -- Electricity	Housing & Shelter	6
1148	Q5000902C4	Main Heating Source -- Water heating -- Other	Housing & Shelter	6
1149	Q500100C02	Owned - Vacation Home -- Yes	Housing & Shelter	6
1150	Q5001101C1	Services - Used [Pst 2 Yrs] -- Home inspector	Housing & Shelter	6
1151	Q5001102C1	Services - Used [Pst 2 Yrs] -- Mortgage broker	Housing & Shelter	6



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1152	Q5001103C1	Services - Used [Pst 2 Yrs] -- Moving company	Housing & Shelter	6
1153	Q5001104C1	Services - Used [Pst 2 Yrs] -- Real estate agent	Housing & Shelter	6
1154	Q5001105C1	Services - Used [Pst 2 Yrs] -- Real estate lawyer	Housing & Shelter	6
1155	Q5001106C1	Services - Used [Pst 2 Yrs] -- Renovator/contractor	Housing & Shelter	6
1156	Q5001107C1	Services - Used [Pst 2 Yrs] -- Self storage units	Housing & Shelter	6
1157	Q5001108C1	Services - Used [Pst 2 Yrs] -- Tool rental service	Housing & Shelter	6
1158	Q5001201C1	Services - Plan to Use [Nxt 2 Yrs] -- Home inspector	Housing & Shelter	6
1159	Q5001202C1	Services - Plan to Use [Nxt 2 Yrs] -- Mortgage broker	Housing & Shelter	6
1160	Q5001203C1	Services - Plan to Use [Nxt 2 Yrs] -- Moving company	Housing & Shelter	6
1161	Q5001204C1	Services - Plan to Use [Nxt 2 Yrs] -- Real estate agent	Housing & Shelter	6
1162	Q5001205C1	Services - Plan to Use [Nxt 2 Yrs] -- Real estate lawyer	Housing & Shelter	6
1163	Q5001206C1	Services - Plan to Use [Nxt 2 Yrs] -- Renovator/contractor	Housing & Shelter	6
1164	Q5001207C1	Services - Plan to Use [Nxt 2 Yrs] -- Self storage units	Housing & Shelter	6
1165	Q5001208C1	Services - Plan to Use [Nxt 2 Yrs] -- Tool rental service	Housing & Shelter	6
1166	Q5100101C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Added living space	Household: Improvements	6
1167	Q5100102C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Built/renovated a garage	Household: Improvements	6
1168	Q5100103C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Custom draperies/curtains	Household: Improvements	6
1169	Q5100104C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Deck/fencing	Household: Improvements	6
1170	Q5100105C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Electrical	Household: Improvements	6
1171	Q5100106C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Energy conservation projects (any)	Household: Improvements	6
1172	Q5100107C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Exterior painting/staining	Household: Improvements	6
1173	Q5100108C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Floor tiles or vinyl flooring	Household: Improvements	6
1174	Q5100109C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Hardwood/laminate flooring	Household: Improvements	6
1175	Q5100110C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Heating, ventilation, or air conditioning (HVAC)	Household: Improvements	6
1176	Q5100111C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Installed home security system	Household: Improvements	6
1177	Q5100112C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Installed windows or doors	Household: Improvements	6
1178	Q5100113C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Interior painting/wallpaper	Household: Improvements	6
1179	Q5100114C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Landscaping or yard improvements	Household: Improvements	6
1180	Q5100115C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Plumbing (any jobs)	Household: Improvements	6
1181	Q5100116C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Remodelled bathroom	Household: Improvements	6
1182	Q5100117C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Remodelled kitchen	Household: Improvements	6
1183	Q5100118C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Remodelled other room(s)	Household: Improvements	6
1184	Q5100119C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Roofing	Household: Improvements	6
1185	Q5100120C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Swimming pools/spas	Household: Improvements	6
1186	Q5100121C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Wall-to-wall carpet or rugs	Household: Improvements	6
1187	Q5100122C1	Started or Completed [Pst 2 Yrs] - Home Improvement -- Other home project(s)	Household: Improvements	6
1188	Q5100201C1	Home Improvement -- Added living space -- Myself, family or friend	Household: Improvements	6
1189	Q5100201C2	Home Improvement -- Added living space -- Contractor/tradesperson	Household: Improvements	6
1190	Q5100202C1	Home Improvement -- Built/renovated a garage -- Myself, family or friend	Household: Improvements	6
1191	Q5100202C2	Home Improvement -- Built/renovated a garage -- Contractor/tradesperson	Household: Improvements	6
1192	Q5100203C1	Home Improvement -- Custom draperies/curtains -- Myself, family or friend	Household: Improvements	6
1193	Q5100203C2	Home Improvement -- Custom draperies/curtains -- Contractor/tradesperson	Household: Improvements	6
1194	Q5100204C1	Home Improvement -- Deck/fencing -- Myself, family or friend	Household: Improvements	6
1195	Q5100204C2	Home Improvement -- Deck/fencing -- Contractor/tradesperson	Household: Improvements	6
1196	Q5100205C1	Home Improvement -- Electrical -- Myself, family or friend	Household: Improvements	6
1197	Q5100205C2	Home Improvement -- Electrical -- Contractor/tradesperson	Household: Improvements	6
1198	Q5100206C1	Home Improvement -- Energy conservation projects (any) -- Myself, family or friend	Household: Improvements	6
1199	Q5100206C2	Home Improvement -- Energy conservation projects (any) -- Contractor/tradesperson	Household: Improvements	6
1200	Q5100207C1	Home Improvement -- Exterior painting/staining -- Myself, family or friend	Household: Improvements	6
1201	Q5100207C2	Home Improvement -- Exterior painting/staining -- Contractor/tradesperson	Household: Improvements	6
1202	Q5100208C1	Home Improvement -- Floor tiles or vinyl flooring -- Myself, family or friend	Household: Improvements	6
1203	Q5100208C2	Home Improvement -- Floor tiles or vinyl flooring -- Contractor/tradesperson	Household: Improvements	6
1204	Q5100209C1	Home Improvement -- Hardwood/laminate flooring -- Myself, family or friend	Household: Improvements	6
1205	Q5100209C2	Home Improvement -- Hardwood/laminate flooring -- Contractor/tradesperson	Household: Improvements	6
1206	Q5100210C1	Home Improvement -- Heating, ventilation, or air conditioning (HVAC) -- Myself, family or friend	Household: Improvements	6
1207	Q5100210C2	Home Improvement -- Heating, ventilation, or air conditioning (HVAC) -- Contractor/tradesperson	Household: Improvements	6
1208	Q5100211C1	Home Improvement -- Installed home security system -- Myself, family or friend	Household: Improvements	6
1209	Q5100211C2	Home Improvement -- Installed home security system -- Contractor/tradesperson	Household: Improvements	6
1210	Q5100212C1	Home Improvement -- Installed windows or doors -- Myself, family or friend	Household: Improvements	6
1211	Q5100212C2	Home Improvement -- Installed windows or doors -- Contractor/tradesperson	Household: Improvements	6
1212	Q5100213C1	Home Improvement -- Interior painting/wallpaper -- Myself, family or friend	Household: Improvements	6
1213	Q5100213C2	Home Improvement -- Interior painting/wallpaper -- Contractor/tradesperson	Household: Improvements	6
1214	Q5100214C1	Home Improvement -- Landscaping or yard improvements -- Myself, family or friend	Household: Improvements	6
1215	Q5100214C2	Home Improvement -- Landscaping or yard improvements -- Contractor/tradesperson	Household: Improvements	6
1216	Q5100215C1	Home Improvement -- Plumbing (any jobs) -- Myself, family or friend	Household: Improvements	6
1217	Q5100215C2	Home Improvement -- Plumbing (any jobs) -- Contractor/tradesperson	Household: Improvements	6
1218	Q5100216C1	Home Improvement -- Remodelled bathroom -- Myself, family or friend	Household: Improvements	6
1219	Q5100216C2	Home Improvement -- Remodelled bathroom -- Contractor/tradesperson	Household: Improvements	6
1220	Q5100217C1	Home Improvement -- Remodelled kitchen -- Myself, family or friend	Household: Improvements	6
1221	Q5100217C2	Home Improvement -- Remodelled kitchen -- Contractor/tradesperson	Household: Improvements	6
1222	Q5100218C1	Home Improvement -- Remodelled other room(s) -- Myself, family or friend	Household: Improvements	6
1223	Q5100218C2	Home Improvement -- Remodelled other room(s) -- Contractor/tradesperson	Household: Improvements	6
1224	Q5100219C1	Home Improvement -- Roofing -- Myself, family or friend	Household: Improvements	6
1225	Q5100219C2	Home Improvement -- Roofing -- Contractor/tradesperson	Household: Improvements	6
1226	Q5100220C1	Home Improvement -- Swimming pools/spas -- Myself, family or friend	Household: Improvements	6
1227	Q5100220C2	Home Improvement -- Swimming pools/spas -- Contractor/tradesperson	Household: Improvements	6
1228	Q5100221C1	Home Improvement -- Wall-to-wall carpet or rugs -- Myself, family or friend	Household: Improvements	6
1229	Q5100221C2	Home Improvement -- Wall-to-wall carpet or rugs -- Contractor/tradesperson	Household: Improvements	6
1230	Q5100222C1	Home Improvement -- Other home project(s) -- Myself, family or friend	Household: Improvements	6
1231	Q5100222C2	Home Improvement -- Other home project(s) -- Contractor/tradesperson	Household: Improvements	6
1232	Q5100300AO	Spent [Pst 2 Yrs] - Home Improvement -- 1+(Dollars)	Household: Improvements	6
1233	Q5100300IO	Spent [Pst 2 Yrs] - Home Improvement -- 1+	Household: Improvements	6
1234	Q5100401C1	Household Services -- Alarm system - not monitored	Household: Improvements	6
1235	Q5100402C1	Household Services -- Cleaning services	Household: Improvements	6

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1236	Q5100403C1	Household Services -- Gardening/landscaping/lawn service	Household: Improvements	6
1237	Q5100404C1	Household Services -- Monitored home alarm service	Household: Improvements	6
1238	Q5100405C1	Household Services -- Pest control service	Household: Improvements	6
1239	Q5100406C1	Household Services -- Snow removal service	Household: Improvements	6
1240	Q5150101C2	Environment - Own -- Energy efficient furnace/air-conditioning	Environment	6
1241	Q5150102C2	Environment - Own -- Energy efficient major appliance	Environment	6
1242	Q5150103C2	Environment - Own -- Low water showerhead/toilet	Environment	6
1243	Q5150104C2	Environment - Own -- On-demand water heater	Environment	6
1244	Q5150201I3	Environment -- Composting -- Occas./Freq.	Environment	6
1245	Q5150202I3	Environment -- Product purchasing decisions based on product packaging -- Occas./Freq.	Environment	6
1246	Q5150203I3	Environment -- Reduce carbon emissions by driving less -- Occas./Freq.	Environment	6
1247	Q5150204I3	Environment -- Reduce heating/AC for energy conservation -- Occas./Freq.	Environment	6
1248	Q5150205I3	Environment -- Take energy conservation ratings into consideration when buying certain products -- Occas./Freq.	Environment	6
1249	Q5150206I3	Environment -- Take public transit instead of driving -- Occas./Freq.	Environment	6
1250	Q5150207I3	Environment -- Use appliances in off-peak electricity times -- Occas./Freq.	Environment	6
1251	Q5150208I3	Environment -- Use environmentally-friendly cleaning products -- Occas./Freq.	Environment	6
1252	Q5150209I3	Environment -- Use of programmable thermostat -- Occas./Freq.	Environment	6
1253	Q891080C01	Quintiles - TV -- Light	Media: Usage - TV	7
1254	Q891080C02	Quintiles - TV -- Medium Light	Media: Usage - TV	7
1255	Q891080C03	Quintiles - TV -- Medium	Media: Usage - TV	7
1256	Q891080C04	Quintiles - TV -- Medium Heavy	Media: Usage - TV	7
1257	Q891080C05	Quintiles - TV -- Heavy	Media: Usage - TV	7
1258	Q8910901C1	Weekly Reach - TV -- 6am - noon	Media: Usage - TV	7
1259	Q8910902C1	Weekly Reach - TV -- Noon - 7pm	Media: Usage - TV	7
1260	Q8910903C1	Weekly Reach - TV -- 7pm - 11pm	Media: Usage - TV	7
1261	Q8910904C1	Weekly Reach - TV -- 11pm - 2am	Media: Usage - TV	7
1262	Q8910905C1	Weekly Reach - TV -- 2am - 6am	Media: Usage - TV	7
1263	Q8912301C1	Weekday Reach - TV -- 6am - 9am	Media: Usage - TV	7
1264	Q8912302C1	Weekday Reach - TV -- 9am - noon	Media: Usage - TV	7
1265	Q8912303C1	Weekday Reach - TV -- Noon - 5pm	Media: Usage - TV	7
1266	Q8912304C1	Weekday Reach - TV -- 5pm - 7pm	Media: Usage - TV	7
1267	Q8912305C1	Weekday Reach - TV -- 7pm - 11pm	Media: Usage - TV	7
1268	Q8912306C1	Weekday Reach - TV -- 11pm - 2am	Media: Usage - TV	7
1269	Q8912307C1	Weekday Reach - TV -- 2am - 6am	Media: Usage - TV	7
1270	Q8912401C1	Saturday Reach - TV -- 6am - noon	Media: Usage - TV	7
1271	Q8912402C1	Saturday Reach - TV -- Noon - 7pm	Media: Usage - TV	7
1272	Q8912403C1	Saturday Reach - TV -- 7pm - 11pm	Media: Usage - TV	7
1273	Q8912404C1	Saturday Reach - TV -- 11pm - 2am	Media: Usage - TV	7
1274	Q8912405C1	Saturday Reach - TV -- 2am - 6am	Media: Usage - TV	7
1275	Q8912501C1	Sunday Reach - TV -- 6am - noon	Media: Usage - TV	7
1276	Q8912502C1	Sunday Reach - TV -- Noon - 7pm	Media: Usage - TV	7
1277	Q8912503C1	Sunday Reach - TV -- 7pm - 11pm	Media: Usage - TV	7
1278	Q8912504C1	Sunday Reach - TV -- 11pm - 2am	Media: Usage - TV	7
1279	Q8912505C1	Sunday Reach - TV -- 2am - 6am	Media: Usage - TV	7
1280	Q891030C01	Hours Spent Watching [Avg Day] - Weekday - TV -- Less than 1 hour	Media: Usage - TV	7
1281	Q891030C02	Hours Spent Watching [Avg Day] - Weekday - TV -- 1 to 2 hrs	Media: Usage - TV	7
1282	Q891030C03	Hours Spent Watching [Avg Day] - Weekday - TV -- 2.01 to 4.0 hrs	Media: Usage - TV	7
1283	Q891030C04	Hours Spent Watching [Avg Day] - Weekday - TV -- 4.01 to 6.0 hrs	Media: Usage - TV	7
1284	Q891030C05	Hours Spent Watching [Avg Day] - Weekday - TV -- 6.01 to 8.0 hrs	Media: Usage - TV	7
1285	Q891030C06	Hours Spent Watching [Avg Day] - Weekday - TV -- More than 8 hrs	Media: Usage - TV	7
1286	Q891040C01	Hours Spent Watching [Avg Day] - Saturday - TV -- Less than 1 hour	Media: Usage - TV	7
1287	Q891040C02	Hours Spent Watching [Avg Day] - Saturday - TV -- 1 to 2 hrs	Media: Usage - TV	7
1288	Q891040C03	Hours Spent Watching [Avg Day] - Saturday - TV -- 2.01 to 4.0 hrs	Media: Usage - TV	7
1289	Q891040C04	Hours Spent Watching [Avg Day] - Saturday - TV -- 4.01 to 6.0 hrs	Media: Usage - TV	7
1290	Q891040C05	Hours Spent Watching [Avg Day] - Saturday - TV -- 6.01 to 8.0 hrs	Media: Usage - TV	7
1291	Q891040C06	Hours Spent Watching [Avg Day] - Saturday - TV -- More than 8 hrs	Media: Usage - TV	7
1292	Q891050C01	Hours Spent Watching [Avg Day] - Sunday - TV -- Less than 1 hour	Media: Usage - TV	7
1293	Q891050C02	Hours Spent Watching [Avg Day] - Sunday - TV -- 1 to 2 hrs	Media: Usage - TV	7
1294	Q891050C03	Hours Spent Watching [Avg Day] - Sunday - TV -- 2.01 to 4.0 hrs	Media: Usage - TV	7
1295	Q891050C04	Hours Spent Watching [Avg Day] - Sunday - TV -- 4.01 to 6.0 hrs	Media: Usage - TV	7
1296	Q891050C05	Hours Spent Watching [Avg Day] - Sunday - TV -- 6.01 to 8.0 hrs	Media: Usage - TV	7
1297	Q891050C06	Hours Spent Watching [Avg Day] - Sunday - TV -- More than 8 hrs	Media: Usage - TV	7
1298	Q891060C01	Hours Spent Watching [Total] - All Week - TV -- Less than 7 hrs	Media: Usage - TV	7
1299	Q891060C02	Hours Spent Watching [Total] - All Week - TV -- 7 to 14 hrs	Media: Usage - TV	7
1300	Q891060C03	Hours Spent Watching [Total] - All Week - TV -- 14.01 to 21 hrs	Media: Usage - TV	7
1301	Q891060C04	Hours Spent Watching [Total] - All Week - TV -- 21.01 to 28 hrs	Media: Usage - TV	7
1302	Q891060C05	Hours Spent Watching [Total] - All Week - TV -- 28.01 to 35 hrs	Media: Usage - TV	7
1303	Q891060C06	Hours Spent Watching [Total] - All Week - TV -- 35.01 to 42 hrs	Media: Usage - TV	7
1304	Q891060C07	Hours Spent Watching [Total] - All Week - TV -- More than 42 hrs	Media: Usage - TV	7
1305	Q8925300NO	Hours Spent Watching [Avg Day] - Weekday - TV -- 1+(Minutes)	Media: Usage - TV	7
1306	Q8925300IO	Hours Spent Watching [Avg Day] - Weekday - TV -- 1+	Media: Usage - TV	7
1307	Q8925400NO	Hours Spent Watching [Avg Day] - Saturday - TV -- 1+(Minutes)	Media: Usage - TV	7
1308	Q8925400IO	Hours Spent Watching [Avg Day] - Saturday - TV -- 1+	Media: Usage - TV	7
1309	Q8925500NO	Hours Spent Watching [Avg Day] - Sunday - TV -- 1+(Minutes)	Media: Usage - TV	7
1310	Q8925500IO	Hours Spent Watching [Avg Day] - Sunday - TV -- 1+	Media: Usage - TV	7
1311	Q8925600NO	Hours Spent Watching [Total] - All Week - TV -- 1+(Minutes)	Media: Usage - TV	7
1312	Q8925600IO	Hours Spent Watching [Total] - All Week - TV -- 1+	Media: Usage - TV	7
1313	Q8925700NO	Hours Spent Watching [Avg Day] - All Week - TV -- 1+(Minutes)	Media: Usage - TV	7
1314	Q8925700IO	Hours Spent Watching [Avg Day] - All Week - TV -- 1+	Media: Usage - TV	7
1315	Q892580C01	Hours Spent Watching [Avg Day] - All Week - TV -- Less than 1 hour	Media: Usage - TV	7
1316	Q892580C02	Hours Spent Watching [Avg Day] - All Week - TV -- 1 to 2 hrs	Media: Usage - TV	7
1317	Q892580C03	Hours Spent Watching [Avg Day] - All Week - TV -- 2.01 to 4.0 hrs	Media: Usage - TV	7
1318	Q892580C04	Hours Spent Watching [Avg Day] - All Week - TV -- 4.01 to 6.0 hrs	Media: Usage - TV	7



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1319	Q892580C05	Hours Spent Watching [Avg Day] - All Week - TV -- 6.01 to 8.0 hrs	Media: Usage - TV	7
1320	Q892580C06	Hours Spent Watching [Avg Day] - All Week - TV -- More than 8 hrs	Media: Usage - TV	7
1321	Q8925900N0	Hours Spent Watching [Total] - Weekday - TV -- 1+(Minutes)	Media: Usage - TV	7
1322	Q8925900I0	Hours Spent Watching [Total] - Weekday - TV -- 1+	Media: Usage - TV	7
1323	Q892640C01	Hours Spent Watching [Total] - Weekday - TV -- Less than 5 hours	Media: Usage - TV	7
1324	Q892640C02	Hours Spent Watching [Total] - Weekday - TV -- 5 to 10 hours	Media: Usage - TV	7
1325	Q892640C03	Hours Spent Watching [Total] - Weekday - TV -- 10.01 to 15 hours	Media: Usage - TV	7
1326	Q892640C04	Hours Spent Watching [Total] - Weekday - TV -- 15.01 to 25 hours	Media: Usage - TV	7
1327	Q892640C05	Hours Spent Watching [Total] - Weekday - TV -- More than 25 hours	Media: Usage - TV	7
1328	Q8926500N0	Hours Spent Watching [Total] - Weekend - TV -- 1+(Minutes)	Media: Usage - TV	7
1329	Q8926500I0	Hours Spent Watching [Total] - Weekend - TV -- 1+	Media: Usage - TV	7
1330	Q892660C01	Hours Spent Watching [Total] - Weekend - TV -- Less than 1 hour	Media: Usage - TV	7
1331	Q892660C02	Hours Spent Watching [Total] - Weekend - TV -- 1 to 2 hrs	Media: Usage - TV	7
1332	Q892660C03	Hours Spent Watching [Total] - Weekend - TV -- 2.01 to 4.0 hrs	Media: Usage - TV	7
1333	Q892660C04	Hours Spent Watching [Total] - Weekend - TV -- 4.01 to 6.0 hrs	Media: Usage - TV	7
1334	Q892660C05	Hours Spent Watching [Total] - Weekend - TV -- 6.01 to 8.0 hrs	Media: Usage - TV	7
1335	Q892660C06	Hours Spent Watching [Total] - Weekend - TV -- More than 8 hrs	Media: Usage - TV	7
1336	Q4000201N0	Weekdays 6am - 9am - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1337	Q4000201I0	Weekdays 6am - 9am - Time Spent - TV -- 1+	Media: Usage - TV	7
1338	Q4000202N0	Weekdays 9am - noon - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1339	Q4000202I0	Weekdays 9am - noon - Time Spent - TV -- 1+	Media: Usage - TV	7
1340	Q4000203N0	Weekdays Noon - 5pm - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1341	Q4000203I0	Weekdays Noon - 5pm - Time Spent - TV -- 1+	Media: Usage - TV	7
1342	Q4000204N0	Weekdays 5pm - 7pm - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1343	Q4000204I0	Weekdays 5pm - 7pm - Time Spent - TV -- 1+	Media: Usage - TV	7
1344	Q4000205N0	Weekdays 7pm - 11pm - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1345	Q4000205I0	Weekdays 7pm - 11pm - Time Spent - TV -- 1+	Media: Usage - TV	7
1346	Q4000206N0	Weekdays 11pm - 2am - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1347	Q4000206I0	Weekdays 11pm - 2am - Time Spent - TV -- 1+	Media: Usage - TV	7
1348	Q4000207N0	Weekdays 2am - 6am - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1349	Q4000207I0	Weekdays 2am - 6am - Time Spent - TV -- 1+	Media: Usage - TV	7
1350	Q4000301N0	Saturday 6am - noon - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1351	Q4000301I0	Saturday 6am - noon - Time Spent - TV -- 1+	Media: Usage - TV	7
1352	Q4000302N0	Saturday Noon - 7pm - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1353	Q4000302I0	Saturday Noon - 7pm - Time Spent - TV -- 1+	Media: Usage - TV	7
1354	Q4000303N0	Saturday 7pm - 11pm - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1355	Q4000303I0	Saturday 7pm - 11pm - Time Spent - TV -- 1+	Media: Usage - TV	7
1356	Q4000304N0	Saturday 11pm - 2am - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1357	Q4000304I0	Saturday 11pm - 2am - Time Spent - TV -- 1+	Media: Usage - TV	7
1358	Q4000305N0	Saturday 2am - 6am - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1359	Q4000305I0	Saturday 2am - 6am - Time Spent - TV -- 1+	Media: Usage - TV	7
1360	Q4000401N0	Sunday 6am - noon - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1361	Q4000401I0	Sunday 6am - noon - Time Spent - TV -- 1+	Media: Usage - TV	7
1362	Q4000402N0	Sunday Noon - 7pm - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1363	Q4000402I0	Sunday Noon - 7pm - Time Spent - TV -- 1+	Media: Usage - TV	7
1364	Q4000403N0	Sunday 7pm - 11pm - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1365	Q4000403I0	Sunday 7pm - 11pm - Time Spent - TV -- 1+	Media: Usage - TV	7
1366	Q4000404N0	Sunday 11pm - 2am - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1367	Q4000404I0	Sunday 11pm - 2am - Time Spent - TV -- 1+	Media: Usage - TV	7
1368	Q4000405N0	Sunday 2am - 6am - Time Spent - TV -- 1+(Minutes)	Media: Usage - TV	7
1369	Q4000405I0	Sunday 2am - 6am - Time Spent - TV -- 1+	Media: Usage - TV	7
1370	Q400050C02	Watched [Yest] - TV -- Yes	Media: Usage - TV	7
1371	Q400090C01	Fast Forward Through Commercial - Prerecorded TV (VCR/TiVo/PVR) -- Do not own a VCR/TiVo/PVR	Media: Usage - TV	7
1372	Q400090C02	Fast Forward Through Commercial - Prerecorded TV (VCR/TiVo/PVR) -- Yes - always	Media: Usage - TV	7
1373	Q400090C03	Fast Forward Through Commercial - Prerecorded TV (VCR/TiVo/PVR) -- Yes - sometimes	Media: Usage - TV	7
1374	Q400090C04	Fast Forward Through Commercial - Prerecorded TV (VCR/TiVo/PVR) -- No	Media: Usage - TV	7
1375	Q4001100A0	Frequency of watching - Weekdays - TV -- 1+(Days)	Media: Usage - TV	7
1376	Q4001100I0	Frequency of watching - Weekdays - TV -- 1+	Media: Usage - TV	7
1377	Q4001500A0	Frequency of watching - Weekend - TV -- 1+(Days)	Media: Usage - TV	7
1378	Q4001500I0	Frequency of watching - Weekend - TV -- 1+	Media: Usage - TV	7
1379	Q4450101C1	Actively Avoid Advertising on -- Television (e.g. flip channels) -- Never	Media: Usage - TV	7
1380	Q4450101C2	Actively Avoid Advertising on -- Television (e.g. flip channels) -- Seldom	Media: Usage - TV	7
1381	Q4450101C3	Actively Avoid Advertising on -- Television (e.g. flip channels) -- Occasionally	Media: Usage - TV	7
1382	Q4450101C4	Actively Avoid Advertising on -- Television (e.g. flip channels) -- Frequently	Media: Usage - TV	7
1383	Q4450301C1	Other media used while watching - TV -- Radio	Media: Usage - TV	7
1384	Q4450302C1	Other media used while watching - TV -- Internet	Media: Usage - TV	7
1385	Q4450303C1	Other media used while watching - TV -- Daily Newspapers	Media: Usage - TV	7
1386	Q4450304C1	Other media used while watching - TV -- Community Newspapers	Media: Usage - TV	7
1387	Q4450305C1	Other media used while watching - TV -- Magazines	Media: Usage - TV	7
1388	Q4450306C1	Other media used while watching - TV -- No other media	Media: Usage - TV	7
1389	Q4450901C1	Methods used for watching [Avg Mth] - TV -- Television set (cable/satellite/antenna) -- Used/average month	Media: Usage - TV	7
1390	Q4450902C1	Methods used for watching [Avg Mth] - TV -- Online streaming or via download to your computer or other device -- Used/average month	Media: Usage - TV	7
1391	Q4451001C1	Frequency of methods used for watching [Avg Mth] - TV -- Television set (cable/satellite/antenna) -- Once a month	Media: Usage - TV	7
1392	Q4451001C2	Frequency of methods used for watching [Avg Mth] - TV -- Television set (cable/satellite/antenna) -- 2-3 times a month	Media: Usage - TV	7
1393	Q4451001C3	Frequency of methods used for watching [Avg Mth] - TV -- Television set (cable/satellite/antenna) -- Once a week	Media: Usage - TV	7
1394	Q4451002C1	Frequency of methods used for watching [Avg Mth] - TV -- Online streaming or via download to your computer or other device -- Once a month	Media: Usage - TV	7
1395	Q4451002C2	Frequency of methods used for watching [Avg Mth] - TV -- Online streaming or via download to your computer or other device -- 2-3 times a month	Media: Usage - TV	7

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1396	Q4451002C3	Frequency of methods used for watching [Avg Mth] - TV -- Online streaming or via download to your computer or other device -- Once a week	Media: Usage - TV	7
1397	Q4020101C1	Programs [Avg Wk] - TV -- Auto racing	Media: TV Programs - English	8
1398	Q4020102C1	Programs [Avg Wk] - TV -- Baseball (when in season)	Media: TV Programs - English	8
1399	Q4020103C1	Programs [Avg Wk] - TV -- Basketball (when in season)	Media: TV Programs - English	8
1400	Q4020104C1	Programs [Avg Wk] - TV -- Cartoons	Media: TV Programs - English	8
1401	Q4020105C1	Programs [Avg Wk] - TV -- CFL football (when in season)	Media: TV Programs - English	8
1402	Q4020106C1	Programs [Avg Wk] - TV -- Children's programs	Media: TV Programs - English	8
1403	Q4020107C1	Programs [Avg Wk] - TV -- Contest shows	Media: TV Programs - English	8
1404	Q4020108C1	Programs [Avg Wk] - TV -- Cooking programs	Media: TV Programs - English	8
1405	Q4020109C1	Programs [Avg Wk] - TV -- Curling (when in season)	Media: TV Programs - English	8
1406	Q4020110C1	Programs [Avg Wk] - TV -- Daytime soap/serial dramas	Media: TV Programs - English	8
1407	Q4020133C1	Programs [Avg Wk] - TV -- Daytime talk shows	Media: TV Programs - English	8
1408	Q4020112C1	Programs [Avg Wk] - TV -- Documentaries	Media: TV Programs - English	8
1409	Q4020134C1	Programs [Avg Wk] - TV -- Entertainment news programs	Media: TV Programs - English	8
1410	Q4020135C1	Programs [Avg Wk] - TV -- Evening local news	Media: TV Programs - English	8
1411	Q4020113C1	Programs [Avg Wk] - TV -- Figure skating	Media: TV Programs - English	8
1412	Q4020114C1	Programs [Avg Wk] - TV -- Game shows	Media: TV Programs - English	8
1413	Q4020115C1	Programs [Avg Wk] - TV -- Golf	Media: TV Programs - English	8
1414	Q4020116C1	Programs [Avg Wk] - TV -- Hockey (when in season)	Media: TV Programs - English	8
1415	Q4020117C1	Programs [Avg Wk] - TV -- Home renovation/decoration shows	Media: TV Programs - English	8
1416	Q4020136C1	Programs [Avg Wk] - TV -- Late night talk shows	Media: TV Programs - English	8
1417	Q4020118C1	Programs [Avg Wk] - TV -- Mixed martial arts/wrestling	Media: TV Programs - English	8
1418	Q4020137C1	Programs [Avg Wk] - TV -- Morning local news	Media: TV Programs - English	8
1419	Q4020119C1	Programs [Avg Wk] - TV -- Movies	Media: TV Programs - English	8
1420	Q4020120C1	Programs [Avg Wk] - TV -- News/current affairs	Media: TV Programs - English	8
1421	Q4020121C1	Programs [Avg Wk] - TV -- NFL football (when in season)	Media: TV Programs - English	8
1422	Q4020122C1	Programs [Avg Wk] - TV -- Personal makeover shows	Media: TV Programs - English	8
1423	Q4020123C1	Programs [Avg Wk] - TV -- Primetime serial dramas	Media: TV Programs - English	8
1424	Q4020124C1	Programs [Avg Wk] - TV -- Reality shows	Media: TV Programs - English	8
1425	Q4020138C1	Programs [Avg Wk] - TV -- Sci-Fi/fantasy/comic book shows	Media: TV Programs - English	8
1426	Q4020125C1	Programs [Avg Wk] - TV -- Situation comedies	Media: TV Programs - English	8
1427	Q4020126C1	Programs [Avg Wk] - TV -- Soccer	Media: TV Programs - English	8
1428	Q4020127C1	Programs [Avg Wk] - TV -- Suspense/crime dramas	Media: TV Programs - English	8
1429	Q4020139C1	Programs [Avg Wk] - TV -- Tennis (when in season)	Media: TV Programs - English	8
1430	Q4020140C1	Programs [Avg Wk] - TV -- TV infomercials	Media: TV Programs - English	8
1431	Q4020141C1	Programs [Avg Wk] - TV -- Variety/award specials	Media: TV Programs - English	8
1432	Q4020142C1	Programs [Avg Wk] - TV -- Other programs	Media: TV Programs - English	8
1433	Q4020301C1	Specialty Channels [Avg Wk] - TV -- A&E (Arts & Entertainment)	Media: TV Stations - English	9
1434	Q4020302C1	Specialty Channels [Avg Wk] - TV -- AMC	Media: TV Stations - English	9
1435	Q4020379C1	Specialty Channels [Avg Wk] - TV -- APTN	Media: TV Stations - English	9
1436	Q4020380C1	Specialty Channels [Avg Wk] - TV -- BNN (Business News Network)	Media: TV Stations - English	9
1437	Q4020303C1	Specialty Channels [Avg Wk] - TV -- Bravo!	Media: TV Stations - English	9
1438	Q4020304C1	Specialty Channels [Avg Wk] - TV -- CablePulse24 (CP24)	Media: TV Stations - English	9
1439	Q4020305C1	Specialty Channels [Avg Wk] - TV -- CBC News Network	Media: TV Stations - English	9
1440	Q4020306C1	Specialty Channels [Avg Wk] - TV -- CMT	Media: TV Stations - English	9
1441	Q4020307C1	Specialty Channels [Avg Wk] - TV -- CNN	Media: TV Stations - English	9
1442	Q4020308C1	Specialty Channels [Avg Wk] - TV -- CTV News Channel	Media: TV Stations - English	9
1443	Q4020309C1	Specialty Channels [Avg Wk] - TV -- Discovery Channel	Media: TV Stations - English	9
1444	Q4020310C1	Specialty Channels [Avg Wk] - TV -- Disney Junior (English)	Media: TV Stations - English	9
1445	Q4020311C1	Specialty Channels [Avg Wk] - TV -- DTour (TVTropolis)	Media: TV Stations - English	9
1446	Q4020312C1	Specialty Channels [Avg Wk] - TV -- E! Entertainment Television	Media: TV Stations - English	9
1447	Q4020313C1	Specialty Channels [Avg Wk] - TV -- English TV listings channel (any)	Media: TV Stations - English	9
1448	Q4020314C1	Specialty Channels [Avg Wk] - TV -- Family Channel	Media: TV Stations - English	9
1449	Q4020315C1	Specialty Channels [Avg Wk] - TV -- Food Network	Media: TV Stations - English	9
1450	Q4020318C1	Specialty Channels [Avg Wk] - TV -- Golf Channel	Media: TV Stations - English	9
1451	Q4020317C1	Specialty Channels [Avg Wk] - TV -- GSN	Media: TV Stations - English	9
1452	Q4020381C1	Specialty Channels [Avg Wk] - TV -- HBO Canada	Media: TV Stations - English	9
1453	Q4020319C1	Specialty Channels [Avg Wk] - TV -- HGTV (Home & Garden Television)	Media: TV Stations - English	9
1454	Q4020320C1	Specialty Channels [Avg Wk] - TV -- History Channel	Media: TV Stations - English	9
1455	Q4020321C1	Specialty Channels [Avg Wk] - TV -- HLN (Headline News)	Media: TV Stations - English	9
1456	Q4020322C1	Specialty Channels [Avg Wk] - TV -- M3 (MuchMore)	Media: TV Stations - English	9
1457	Q4020323C1	Specialty Channels [Avg Wk] - TV -- MTV	Media: TV Stations - English	9
1458	Q4020324C1	Specialty Channels [Avg Wk] - TV -- Much (MuchMusic)	Media: TV Stations - English	9
1459	Q4020325C1	Specialty Channels [Avg Wk] - TV -- OLN	Media: TV Stations - English	9
1460	Q4020326C1	Specialty Channels [Avg Wk] - TV -- OWN (Oprah Winfrey Network)	Media: TV Stations - English	9
1461	Q4020327C1	Specialty Channels [Avg Wk] - TV -- Showcase	Media: TV Stations - English	9
1462	Q4020328C1	Specialty Channels [Avg Wk] - TV -- Slice	Media: TV Stations - English	9
1463	Q4020331C1	Specialty Channels [Avg Wk] - TV -- Space	Media: TV Stations - English	9
1464	Q4020330C1	Specialty Channels [Avg Wk] - TV -- Speed Channel	Media: TV Stations - English	9
1465	Q4020382C1	Specialty Channels [Avg Wk] - TV -- Spike	Media: TV Stations - English	9
1466	Q4020332C1	Specialty Channels [Avg Wk] - TV -- Sportsnet	Media: TV Stations - English	9
1467	Q4020333C1	Specialty Channels [Avg Wk] - TV -- Sportsnet 360/SN 360 (The Score)	Media: TV Stations - English	9
1468	Q4020334C1	Specialty Channels [Avg Wk] - TV -- Teletoon (English)	Media: TV Stations - English	9
1469	Q4020335C1	Specialty Channels [Avg Wk] - TV -- The Comedy Network	Media: TV Stations - English	9
1470	Q4020336C1	Specialty Channels [Avg Wk] - TV -- The Learning Channel (TLC)	Media: TV Stations - English	9
1471	Q4020337C1	Specialty Channels [Avg Wk] - TV -- The Movie Network (TMN)	Media: TV Stations - English	9
1472	Q4020338C1	Specialty Channels [Avg Wk] - TV -- The Shopping Channel (TSC)	Media: TV Stations - English	9
1473	Q4020339C1	Specialty Channels [Avg Wk] - TV -- The Weather Network	Media: TV Stations - English	9
1474	Q4020340C1	Specialty Channels [Avg Wk] - TV -- Treehouse TV	Media: TV Stations - English	9
1475	Q4020341C1	Specialty Channels [Avg Wk] - TV -- TSN	Media: TV Stations - English	9
1476	Q4020342C1	Specialty Channels [Avg Wk] - TV -- TSN2	Media: TV Stations - English	9
1477	Q4020343C1	Specialty Channels [Avg Wk] - TV -- Turner Classic Movies (TCM)	Media: TV Stations - English	9
1478	Q4020345C1	Specialty Channels [Avg Wk] - TV -- VisionTV	Media: TV Stations - English	9



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1479	Q4020346C1	Specialty Channels [Avg Wk] - TV -- W Network	Media: TV Stations - English	9
1480	Q4020347C1	Specialty Channels [Avg Wk] - TV -- YTV	Media: TV Stations - English	9
1481	Q4020348C1	Specialty Channels [Avg Wk] - TV -- Other English specialty channels	Media: TV Stations - English	9
1482	Q4020401C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- A&E (Arts & Entertainment) -- 1-59 minutes	Media: TV Stations - English	9
1483	Q4020401C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- A&E (Arts & Entertainment) -- 1-2 hours	Media: TV Stations - English	9
1484	Q4020401C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- A&E (Arts & Entertainment) -- 3 hours or more	Media: TV Stations - English	9
1485	Q4020401A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- A&E (Arts & Entertainment) -- 1+(Hours)	Media: TV Stations - English	9
1486	Q4020401I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- A&E (Arts & Entertainment) -- 1+	Media: TV Stations - English	9
1487	Q4020402C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- AMC -- 1-59 minutes	Media: TV Stations - English	9
1488	Q4020402C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- AMC -- 1-2 hours	Media: TV Stations - English	9
1489	Q4020402C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- AMC -- 3 hours or more	Media: TV Stations - English	9
1490	Q4020402A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- AMC -- 1+(Hours)	Media: TV Stations - English	9
1491	Q4020402I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- AMC -- 1+	Media: TV Stations - English	9
1492	Q4020403A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- APTN -- 1+(Hours)	Media: TV Stations - English	9
1493	Q4020403I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- APTN -- 1+	Media: TV Stations - English	9
1494	Q4020404A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- BNN (Business News Network) -- 1+(Hours)	Media: TV Stations - English	9
1495	Q4020404I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- BNN (Business News Network) -- 1+	Media: TV Stations - English	9
1496	Q4020403C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Bravo! -- 1-59 minutes	Media: TV Stations - English	9
1497	Q4020403C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Bravo! -- 1-2 hours	Media: TV Stations - English	9
1498	Q4020403C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Bravo! -- 3 hours or more	Media: TV Stations - English	9
1499	Q4020405A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Bravo! -- 1+(Hours)	Media: TV Stations - English	9
1500	Q4020405I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Bravo! -- 1+	Media: TV Stations - English	9
1501	Q4020404C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CablePulse24 (CP24) -- 1-59 minutes	Media: TV Stations - English	9
1502	Q4020404C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CablePulse24 (CP24) -- 1-2 hours	Media: TV Stations - English	9
1503	Q4020404C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CablePulse24 (CP24) -- 3 hours or more	Media: TV Stations - English	9
1504	Q4020406A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CablePulse24 (CP24) -- 1+(Hours)	Media: TV Stations - English	9
1505	Q4020406I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CablePulse24 (CP24) -- 1+	Media: TV Stations - English	9
1506	Q4020405C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CBC News Network -- 1-59 minutes	Media: TV Stations - English	9
1507	Q4020405C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CBC News Network -- 1-2 hours	Media: TV Stations - English	9
1508	Q4020405C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CBC News Network -- 3 hours or more	Media: TV Stations - English	9
1509	Q4020407A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CBC News Network -- 1+(Hours)	Media: TV Stations - English	9
1510	Q4020407I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CBC News Network -- 1+	Media: TV Stations - English	9
1511	Q4020408A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CMT -- 1+(Hours)	Media: TV Stations - English	9
1512	Q4020408I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CMT -- 1+	Media: TV Stations - English	9
1513	Q4020407C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CNN -- 1-59 minutes	Media: TV Stations - English	9
1514	Q4020407C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CNN -- 1-2 hours	Media: TV Stations - English	9
1515	Q4020407C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CNN -- 3 hours or more	Media: TV Stations - English	9
1516	Q4020409A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CNN -- 1+(Hours)	Media: TV Stations - English	9
1517	Q4020409I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CNN -- 1+	Media: TV Stations - English	9
1518	Q4020408C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CTV News Channel -- 1-59 minutes	Media: TV Stations - English	9
1519	Q4020408C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CTV News Channel -- 1-2 hours	Media: TV Stations - English	9
1520	Q4020408C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CTV News Channel -- 3 hours or more	Media: TV Stations - English	9
1521	Q4020410A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CTV News Channel -- 1+(Hours)	Media: TV Stations - English	9
1522	Q4020410I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- CTV News Channel -- 1+	Media: TV Stations - English	9
1523	Q4020409C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Discovery Channel -- 1-59 minutes	Media: TV Stations - English	9
1524	Q4020409C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Discovery Channel -- 1-2 hours	Media: TV Stations - English	9
1525	Q4020409C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Discovery Channel -- 3 hours or more	Media: TV Stations - English	9
1526	Q4020411A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Discovery Channel -- 1+(Hours)	Media: TV Stations - English	9
1527	Q4020411I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Discovery Channel -- 1+	Media: TV Stations - English	9
1528	Q4020412A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Disney Junior (English) -- 1+(Hours)	Media: TV Stations - English	9
1529	Q4020412I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Disney Junior (English) -- 1+	Media: TV Stations - English	9
1530	Q4020413A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- DTour (TVTropolis) -- 1+(Hours)	Media: TV Stations - English	9
1531	Q4020413I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- DTour (TVTropolis) -- 1+	Media: TV Stations - English	9
1532	Q4020414A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- E! Entertainment Television -- 1+(Hours)	Media: TV Stations - English	9
1533	Q4020414I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- E! Entertainment Television -- 1+	Media: TV Stations - English	9
1534	Q4020413C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- English TV listings channel (any) -- 1-59 minutes	Media: TV Stations - English	9
1535	Q4020413C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- English TV listings channel (any) -- 1-2 hours	Media: TV Stations - English	9
1536	Q4020413C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- English TV listings channel (any) -- 3 hours or more	Media: TV Stations - English	9
1537	Q4020415A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- English TV listings channel (any) -- 1+(Hours)	Media: TV Stations - English	9
1538	Q4020415I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- English TV listings channel (any) -- 1+	Media: TV Stations - English	9
1539	Q4020416A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Family Channel -- 1+(Hours)	Media: TV Stations - English	9
1540	Q4020416I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Family Channel -- 1+	Media: TV Stations - English	9
1541	Q4020415C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Food Network -- 1-59 minutes	Media: TV Stations - English	9
1542	Q4020415C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Food Network -- 1-2 hours	Media: TV Stations - English	9
1543	Q4020415C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Food Network -- 3 hours or more	Media: TV Stations - English	9
1544	Q4020417A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Food Network -- 1+(Hours)	Media: TV Stations - English	9
1545	Q4020417I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Food Network -- 1+	Media: TV Stations - English	9
1546	Q4020418C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Golf Channel -- 1-59 minutes	Media: TV Stations - English	9
1547	Q4020418C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Golf Channel -- 1-2 hours	Media: TV Stations - English	9
1548	Q4020418C3	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Golf Channel -- 3 hours or more	Media: TV Stations - English	9
1549	Q4020418A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Golf Channel -- 1+(Hours)	Media: TV Stations - English	9
1550	Q4020418I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Golf Channel -- 1+	Media: TV Stations - English	9
1551	Q4020419A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- GSN -- 1+(Hours)	Media: TV Stations - English	9
1552	Q4020419I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- GSN -- 1+	Media: TV Stations - English	9
1553	Q4020471C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HBO Canada -- 1-59 minutes	Media: TV Stations - English	9
1554	Q4020471C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HBO Canada -- 1-2 hours	Media: TV Stations - English	9
1555	Q4020471C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HBO Canada -- 3 hours or more	Media: TV Stations - English	9
1556	Q4020420A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HBO Canada -- 1+(Hours)	Media: TV Stations - English	9
1557	Q4020420I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HBO Canada -- 1+	Media: TV Stations - English	9
1558	Q4020419C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HGTV (Home & Garden Television) -- 1-59 minutes	Media: TV Stations - English	9
1559	Q4020419C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HGTV (Home & Garden Television) -- 1-2 hours	Media: TV Stations - English	9



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1560	Q4020419C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HGTV (Home & Garden Television) -- 3 hours or more	Media: TV Stations - English	9
1561	Q4020421A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HGTV (Home & Garden Television) -- 1+(Hours)	Media: TV Stations - English	9
1562	Q4020421I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HGTV (Home & Garden Television) -- 1+	Media: TV Stations - English	9
1563	Q4020420C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- History Channel -- 1-59 minutes	Media: TV Stations - English	9
1564	Q4020420C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- History Channel -- 1-2 hours	Media: TV Stations - English	9
1565	Q4020420C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- History Channel -- 3 hours or more	Media: TV Stations - English	9
1566	Q4020422A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- History Channel -- 1+(Hours)	Media: TV Stations - English	9
1567	Q4020422I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- History Channel -- 1+	Media: TV Stations - English	9
1568	Q4020423A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HLN (Headline News) -- 1+(Hours)	Media: TV Stations - English	9
1569	Q4020423I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- HLN (Headline News) -- 1+	Media: TV Stations - English	9
1570	Q4020424A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- M3 (MuchMore) -- 1+(Hours)	Media: TV Stations - English	9
1571	Q4020424I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- M3 (MuchMore) -- 1+	Media: TV Stations - English	9
1572	Q4020425A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- MTV -- 1+(Hours)	Media: TV Stations - English	9
1573	Q4020425I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- MTV -- 1+	Media: TV Stations - English	9
1574	Q4020426A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Much (MuchMusic) -- 1+(Hours)	Media: TV Stations - English	9
1575	Q4020426I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Much (MuchMusic) -- 1+	Media: TV Stations - English	9
1576	Q4020427A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- OLN -- 1+(Hours)	Media: TV Stations - English	9
1577	Q4020427I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- OLN -- 1+	Media: TV Stations - English	9
1578	Q4020426C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- OWN (Oprah Winfrey Network) -- 1-59 minutes	Media: TV Stations - English	9
1579	Q4020426C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- OWN (Oprah Winfrey Network) -- 1-2 hours	Media: TV Stations - English	9
1580	Q4020426C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- OWN (Oprah Winfrey Network) -- 3 hours or more	Media: TV Stations - English	9
1581	Q4020428A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- OWN (Oprah Winfrey Network) -- 1+(Hours)	Media: TV Stations - English	9
1582	Q4020428I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- OWN (Oprah Winfrey Network) -- 1+	Media: TV Stations - English	9
1583	Q4020427C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Showcase -- 1-59 minutes	Media: TV Stations - English	9
1584	Q4020427C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Showcase -- 1-2 hours	Media: TV Stations - English	9
1585	Q4020427C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Showcase -- 3 hours or more	Media: TV Stations - English	9
1586	Q4020429A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Showcase -- 1+(Hours)	Media: TV Stations - English	9
1587	Q4020429I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Showcase -- 1+	Media: TV Stations - English	9
1588	Q4020428C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Slice -- 1-59 minutes	Media: TV Stations - English	9
1589	Q4020428C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Slice -- 1-2 hours	Media: TV Stations - English	9
1590	Q4020428C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Slice -- 3 hours or more	Media: TV Stations - English	9
1591	Q4020430A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Slice -- 1+(Hours)	Media: TV Stations - English	9
1592	Q4020430I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Slice -- 1+	Media: TV Stations - English	9
1593	Q4020431C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Space -- 1-59 minutes	Media: TV Stations - English	9
1594	Q4020431C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Space -- 1-2 hours	Media: TV Stations - English	9
1595	Q4020431C3	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Space -- 3 hours or more	Media: TV Stations - English	9
1596	Q4020431A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Space -- 1+(Hours)	Media: TV Stations - English	9
1597	Q4020431I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Space -- 1+	Media: TV Stations - English	9
1598	Q4020432A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Speed Channel -- 1+(Hours)	Media: TV Stations - English	9
1599	Q4020432I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Speed Channel -- 1+	Media: TV Stations - English	9
1600	Q4020472C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Spike -- 1-59 minutes	Media: TV Stations - English	9
1601	Q4020472C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Spike -- 1-2 hours	Media: TV Stations - English	9
1602	Q4020472C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Spike -- 3 hours or more	Media: TV Stations - English	9
1603	Q4020433A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Spike -- 1+(Hours)	Media: TV Stations - English	9
1604	Q4020433I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Spike -- 1+	Media: TV Stations - English	9
1605	Q4020432C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet -- 1-59 minutes	Media: TV Stations - English	9
1606	Q4020432C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet -- 1-2 hours	Media: TV Stations - English	9
1607	Q4020432C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet -- 3 hours or more	Media: TV Stations - English	9
1608	Q4020434A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet -- 1+(Hours)	Media: TV Stations - English	9
1609	Q4020434I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet -- 1+	Media: TV Stations - English	9
1610	Q4020433C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet 360/SN 360 (The Score) -- 1-59 minutes	Media: TV Stations - English	9
1611	Q4020433C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet 360/SN 360 (The Score) -- 1-2 hours	Media: TV Stations - English	9
1612	Q4020433C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet 360/SN 360 (The Score) -- 3 hours or more	Media: TV Stations - English	9
1613	Q4020435A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet 360/SN 360 (The Score) -- 1+(Hours)	Media: TV Stations - English	9
1614	Q4020435I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Sportsnet 360/SN 360 (The Score) -- 1+	Media: TV Stations - English	9
1615	Q4020436A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Teletoon (English) -- 1+(Hours)	Media: TV Stations - English	9
1616	Q4020436I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Teletoon (English) -- 1+	Media: TV Stations - English	9
1617	Q4020435C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Comedy Network -- 1-59 minutes	Media: TV Stations - English	9
1618	Q4020435C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Comedy Network -- 1-2 hours	Media: TV Stations - English	9
1619	Q4020435C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Comedy Network -- 3 hours or more	Media: TV Stations - English	9
1620	Q4020437A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Comedy Network -- 1+(Hours)	Media: TV Stations - English	9
1621	Q4020437I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Comedy Network -- 1+	Media: TV Stations - English	9
1622	Q4020436C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Learning Channel (TLC) -- 1-59 minutes	Media: TV Stations - English	9
1623	Q4020436C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Learning Channel (TLC) -- 1-2 hours	Media: TV Stations - English	9
1624	Q4020436C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Learning Channel (TLC) -- 3 hours or more	Media: TV Stations - English	9
1625	Q4020438A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Learning Channel (TLC) -- 1+(Hours)	Media: TV Stations - English	9
1626	Q4020438I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Learning Channel (TLC) -- 1+	Media: TV Stations - English	9
1627	Q4020437C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Movie Network (TMN) -- 1-59 minutes	Media: TV Stations - English	9
1628	Q4020437C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Movie Network (TMN) -- 1-2 hours	Media: TV Stations - English	9
1629	Q4020437C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Movie Network (TMN) -- 3 hours or more	Media: TV Stations - English	9
1630	Q4020439A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Movie Network (TMN) -- 1+(Hours)	Media: TV Stations - English	9
1631	Q4020439I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Movie Network (TMN) -- 1+	Media: TV Stations - English	9
1632	Q4020440A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Shopping Channel (TSC) -- 1+(Hours)	Media: TV Stations - English	9
1633	Q4020440I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Shopping Channel (TSC) -- 1+	Media: TV Stations - English	9
1634	Q4020439C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Weather Network -- 1-59 minutes	Media: TV Stations - English	9
1635	Q4020439C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Weather Network -- 1-2 hours	Media: TV Stations - English	9
1636	Q4020439C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Weather Network -- 3 hours or more	Media: TV Stations - English	9
1637	Q4020441A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Weather Network -- 1+(Hours)	Media: TV Stations - English	9
1638	Q4020441I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- The Weather Network -- 1+	Media: TV Stations - English	9
1639	Q4020442A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Treehouse TV -- 1+(Hours)	Media: TV Stations - English	9



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1640	Q4020442I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Treehouse TV -- 1+	Media: TV Stations - English	9
1641	Q4020441C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN -- 1-59 minutes	Media: TV Stations - English	9
1642	Q4020441C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN -- 1-2 hours	Media: TV Stations - English	9
1643	Q4020441C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN -- 3 hours or more	Media: TV Stations - English	9
1644	Q4020443A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN -- 1+(Hours)	Media: TV Stations - English	9
1645	Q4020443I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN -- 1+	Media: TV Stations - English	9
1646	Q4020442C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN2 -- 1-59 minutes	Media: TV Stations - English	9
1647	Q4020442C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN2 -- 1-2 hours	Media: TV Stations - English	9
1648	Q4020442C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN2 -- 3 hours or more	Media: TV Stations - English	9
1649	Q4020444A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN2 -- 1+(Hours)	Media: TV Stations - English	9
1650	Q4020444I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TSN2 -- 1+	Media: TV Stations - English	9
1651	Q4020443C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Turner Classic Movies (TCM) -- 1-59 minutes	Media: TV Stations - English	9
1652	Q4020443C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Turner Classic Movies (TCM) -- 1-2 hours	Media: TV Stations - English	9
1653	Q4020443C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Turner Classic Movies (TCM) -- 3 hours or more	Media: TV Stations - English	9
1654	Q4020445A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Turner Classic Movies (TCM) -- 1+(Hours)	Media: TV Stations - English	9
1655	Q4020445I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Turner Classic Movies (TCM) -- 1+	Media: TV Stations - English	9
1656	Q4020445C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VisionTV -- 1-59 minutes	Media: TV Stations - English	9
1657	Q4020445C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VisionTV -- 1-2 hours	Media: TV Stations - English	9
1658	Q4020445C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VisionTV -- 3 hours or more	Media: TV Stations - English	9
1659	Q4020446A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VisionTV -- 1+(Hours)	Media: TV Stations - English	9
1660	Q4020446I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VisionTV -- 1+	Media: TV Stations - English	9
1661	Q4020446C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- W Network -- 1-59 minutes	Media: TV Stations - English	9
1662	Q4020446C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- W Network -- 1-2 hours	Media: TV Stations - English	9
1663	Q4020446C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- W Network -- 3 hours or more	Media: TV Stations - English	9
1664	Q4020447A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- W Network -- 1+(Hours)	Media: TV Stations - English	9
1665	Q4020447I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- W Network -- 1+	Media: TV Stations - English	9
1666	Q4020448A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- YTV -- 1+(Hours)	Media: TV Stations - English	9
1667	Q4020448I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- YTV -- 1+	Media: TV Stations - English	9
1668	Q4020448C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Other English specialty channels -- 1-59 minutes	Media: TV Stations - English	9
1669	Q4020448C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Other English specialty channels -- 1-2 hours	Media: TV Stations - English	9
1670	Q4020448C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Other English specialty channels -- 3 hours or more	Media: TV Stations - English	9
1671	Q4020449A0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Other English specialty channels -- 1+(Hours)	Media: TV Stations - English	9
1672	Q4020449I0	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Other English specialty channels -- 1+	Media: TV Stations - English	9
1673	Q4020501C1	Digital Channels [Avg Wk] - TV -- ABC Spark	Media: TV Stations - English	10
1674	Q4020502C1	Digital Channels [Avg Wk] - TV -- Action	Media: TV Stations - English	10
1675	Q4020503C1	Digital Channels [Avg Wk] - TV -- Animal Planet	Media: TV Stations - English	10
1676	Q4020504C1	Digital Channels [Avg Wk] - TV -- BBC Canada	Media: TV Stations - English	10
1677	Q4020506C1	Digital Channels [Avg Wk] - TV -- Cottage Life	Media: TV Stations - English	10
1678	Q4020507C1	Digital Channels [Avg Wk] - TV -- DejaView	Media: TV Stations - English	10
1679	Q4020508C1	Digital Channels [Avg Wk] - TV -- Discovery Science	Media: TV Stations - English	10
1680	Q4020509C1	Digital Channels [Avg Wk] - TV -- Disney XD	Media: TV Stations - English	10
1681	Q4020511C1	Digital Channels [Avg Wk] - TV -- DIY Network	Media: TV Stations - English	10
1682	Q4020512C1	Digital Channels [Avg Wk] - TV -- FX Canada/FXX	Media: TV Stations - English	10
1683	Q4020548C1	Digital Channels [Avg Wk] - TV -- Game TV	Media: TV Stations - English	10
1684	Q4020513C1	Digital Channels [Avg Wk] - TV -- H2	Media: TV Stations - English	10
1685	Q4020515C1	Digital Channels [Avg Wk] - TV -- Independent Film Channel (IFC)	Media: TV Stations - English	10
1686	Q4020516C1	Digital Channels [Avg Wk] - TV -- Investigation Discovery	Media: TV Stations - English	10
1687	Q4020517C1	Digital Channels [Avg Wk] - TV -- Leafs TV	Media: TV Stations - English	10
1688	Q4020518C1	Digital Channels [Avg Wk] - TV -- Lifetime	Media: TV Stations - English	10
1689	Q4020519C1	Digital Channels [Avg Wk] - TV -- MovieTime	Media: TV Stations - English	10
1690	Q4020520C1	Digital Channels [Avg Wk] - TV -- Mystery	Media: TV Stations - English	10
1691	Q4020521C1	Digital Channels [Avg Wk] - TV -- Nat Geo Wild	Media: TV Stations - English	10
1692	Q4020522C1	Digital Channels [Avg Wk] - TV -- National Geographic Channel	Media: TV Stations - English	10
1693	Q4020523C1	Digital Channels [Avg Wk] - TV -- NBA TV Canada	Media: TV Stations - English	10
1694	Q4020524C1	Digital Channels [Avg Wk] - TV -- Sportsnet ONE	Media: TV Stations - English	10
1695	Q4020526C1	Digital Channels [Avg Wk] - TV -- Teletoon Retro	Media: TV Stations - English	10
1696	Q4020549C1	Digital Channels [Avg Wk] - TV -- Travel + Escape	Media: TV Stations - English	10
1697	Q4020528C1	Digital Channels [Avg Wk] - TV -- W Movies	Media: TV Stations - English	10
1698	Q4020530C1	Digital Channels [Avg Wk] - TV -- English on-demand channels (any)	Media: TV Stations - English	10
1699	Q4020531C1	Digital Channels [Avg Wk] - TV -- Other English digital channels	Media: TV Stations - English	10
1700	Q4020601A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- ABC Spark -- 1+(Hours)	Media: TV Stations - English	10
1701	Q4020601I0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- ABC Spark -- 1+	Media: TV Stations - English	10
1702	Q4020602A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Action -- 1+(Hours)	Media: TV Stations - English	10
1703	Q4020602I0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Action -- 1+	Media: TV Stations - English	10
1704	Q4020603A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Animal Planet -- 1+(Hours)	Media: TV Stations - English	10
1705	Q4020603I0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Animal Planet -- 1+	Media: TV Stations - English	10
1706	Q4020604C1	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- BBC Canada -- 1-59 minutes	Media: TV Stations - English	10
1707	Q4020604C2	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- BBC Canada -- 1-2 hours	Media: TV Stations - English	10
1708	Q4020604C7	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- BBC Canada -- 3 hours or more	Media: TV Stations - English	10
1709	Q4020604A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- BBC Canada -- 1+(Hours)	Media: TV Stations - English	10
1710	Q4020604I0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- BBC Canada -- 1+	Media: TV Stations - English	10
1711	Q4020606A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Cottage Life -- 1+(Hours)	Media: TV Stations - English	10
1712	Q4020606I0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Cottage Life -- 1+	Media: TV Stations - English	10
1713	Q4020608A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- DejaView -- 1+(Hours)	Media: TV Stations - English	10
1714	Q4020608I0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- DejaView -- 1+	Media: TV Stations - English	10
1715	Q4020608C1	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Discovery Science -- 1-59 minutes	Media: TV Stations - English	10
1716	Q4020608C2	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Discovery Science -- 1-2 hours	Media: TV Stations - English	10
1717	Q4020608C7	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Discovery Science -- 3 hours or more	Media: TV Stations - English	10
1718	Q4020609A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Discovery Science -- 1+(Hours)	Media: TV Stations - English	10
1719	Q4020609I0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Discovery Science -- 1+	Media: TV Stations - English	10
1720	Q4020610A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Disney XD -- 1+(Hours)	Media: TV Stations - English	10
1721	Q4020610I0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Disney XD -- 1+	Media: TV Stations - English	10
1722	Q4020611A0	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- DIY Network -- 1+(Hours)	Media: TV Stations - English	10



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1723	Q4020611IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- DIY Network -- 1+	Media: TV Stations - English	10
1724	Q4020612AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- FX Canada/FXX -- 1+(Hours)	Media: TV Stations - English	10
1725	Q4020612IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- FX Canada/FXX -- 1+	Media: TV Stations - English	10
1726	Q4020613AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Game TV -- 1+(Hours)	Media: TV Stations - English	10
1727	Q4020613IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Game TV -- 1+	Media: TV Stations - English	10
1728	Q4020614AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- H2 -- 1+(Hours)	Media: TV Stations - English	10
1729	Q4020614IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- H2 -- 1+	Media: TV Stations - English	10
1730	Q4020616AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Independent Film Channel (IFC) -- 1+(Hours)	Media: TV Stations - English	10
1731	Q4020616IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Independent Film Channel (IFC) -- 1+	Media: TV Stations - English	10
1732	Q4020617AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Investigation Discovery -- 1+(Hours)	Media: TV Stations - English	10
1733	Q4020617IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Investigation Discovery -- 1+	Media: TV Stations - English	10
1734	Q4020618AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Leafs TV -- 1+(Hours)	Media: TV Stations - English	10
1735	Q4020618IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Leafs TV -- 1+	Media: TV Stations - English	10
1736	Q4020619AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Lifetime -- 1+(Hours)	Media: TV Stations - English	10
1737	Q4020619IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Lifetime -- 1+	Media: TV Stations - English	10
1738	Q4020620AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- MovieTime -- 1+(Hours)	Media: TV Stations - English	10
1739	Q4020620IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- MovieTime -- 1+	Media: TV Stations - English	10
1740	Q4020620C1	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Mystery -- 1-59 minutes	Media: TV Stations - English	10
1741	Q4020620C2	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Mystery -- 1-2 hours	Media: TV Stations - English	10
1742	Q4020620C7	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Mystery -- 3 hours or more	Media: TV Stations - English	10
1743	Q4020607AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Mystery -- 1+(Hours)	Media: TV Stations - English	10
1744	Q4020607IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Mystery -- 1+	Media: TV Stations - English	10
1745	Q4020621AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Nat Geo Wild -- 1+(Hours)	Media: TV Stations - English	10
1746	Q4020621IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Nat Geo Wild -- 1+	Media: TV Stations - English	10
1747	Q4020622C1	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- National Geographic Channel -- 1-59 minutes	Media: TV Stations - English	10
1748	Q4020622C2	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- National Geographic Channel -- 1-2 hours	Media: TV Stations - English	10
1749	Q4020622C7	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- National Geographic Channel -- 3 hours or more	Media: TV Stations - English	10
1750	Q4020622AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- National Geographic Channel -- 1+(Hours)	Media: TV Stations - English	10
1751	Q4020622IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- National Geographic Channel -- 1+	Media: TV Stations - English	10
1752	Q4020623AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- NBA TV Canada -- 1+(Hours)	Media: TV Stations - English	10
1753	Q4020623IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- NBA TV Canada -- 1+	Media: TV Stations - English	10
1754	Q4020624C1	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Sportsnet ONE -- 1-59 minutes	Media: TV Stations - English	10
1755	Q4020624C2	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Sportsnet ONE -- 1-2 hours	Media: TV Stations - English	10
1756	Q4020624C7	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Sportsnet ONE -- 3 hours or more	Media: TV Stations - English	10
1757	Q4020624AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Sportsnet ONE -- 1+(Hours)	Media: TV Stations - English	10
1758	Q4020624IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Sportsnet ONE -- 1+	Media: TV Stations - English	10
1759	Q4020625AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Teletoon Retro -- 1+(Hours)	Media: TV Stations - English	10
1760	Q4020625IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Teletoon Retro -- 1+	Media: TV Stations - English	10
1761	Q4020627AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Travel + Escape -- 1+(Hours)	Media: TV Stations - English	10
1762	Q4020627IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Travel + Escape -- 1+	Media: TV Stations - English	10
1763	Q4020628C1	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- W Movies -- 1-59 minutes	Media: TV Stations - English	10
1764	Q4020628C2	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- W Movies -- 1-2 hours	Media: TV Stations - English	10
1765	Q4020628C3	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- W Movies -- 3 hours or more	Media: TV Stations - English	10
1766	Q4020628AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- W Movies -- 1+(Hours)	Media: TV Stations - English	10
1767	Q4020628IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- W Movies -- 1+	Media: TV Stations - English	10
1768	Q4020629AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- English on-demand channels (any) -- 1+(Hours)	Media: TV Stations - English	10
1769	Q4020629IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- English on-demand channels (any) -- 1+	Media: TV Stations - English	10
1770	Q4020630AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Other English digital channels -- 1+(Hours)	Media: TV Stations - English	10
1771	Q4020630IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Other English digital channels -- 1+	Media: TV Stations - English	10
1772	Q4020349C1	Specialty Channels [Avg Wk] - TV -- ARTV	Media: TV Stations - French	11
1773	Q4020350C1	Specialty Channels [Avg Wk] - TV -- Canal D	Media: TV Stations - French	11
1774	Q4020351C1	Specialty Channels [Avg Wk] - TV -- Canal Vie	Media: TV Stations - French	11
1775	Q4020352C1	Specialty Channels [Avg Wk] - TV -- Évasion	Media: TV Stations - French	11
1776	Q4020353C1	Specialty Channels [Avg Wk] - TV -- French TV listings channel (any)	Media: TV Stations - French	11
1777	Q4020354C1	Specialty Channels [Avg Wk] - TV -- Historia	Media: TV Stations - French	11
1778	Q4020355C1	Specialty Channels [Avg Wk] - TV -- Le Canal Nouvelles (LCN)	Media: TV Stations - French	11
1779	Q4020356C1	Specialty Channels [Avg Wk] - TV -- Le Réseau de l'information (RDI)	Media: TV Stations - French	11
1780	Q4020357C1	Specialty Channels [Avg Wk] - TV -- Le Réseau des Sports (RDS)	Media: TV Stations - French	11
1781	Q4020358C1	Specialty Channels [Avg Wk] - TV -- MétéoMédia	Media: TV Stations - French	11
1782	Q4020359C1	Specialty Channels [Avg Wk] - TV -- MusiMax	Media: TV Stations - French	11
1783	Q4020360C1	Specialty Channels [Avg Wk] - TV -- MusiquePlus	Media: TV Stations - French	11
1784	Q4020361C1	Specialty Channels [Avg Wk] - TV -- RDS2	Media: TV Stations - French	11
1785	Q4020362C1	Specialty Channels [Avg Wk] - TV -- Séries+	Media: TV Stations - French	11
1786	Q4020363C1	Specialty Channels [Avg Wk] - TV -- Super Écran	Media: TV Stations - French	11
1787	Q4020364C1	Specialty Channels [Avg Wk] - TV -- Télétoon (French)	Media: TV Stations - French	11
1788	Q4020365C1	Specialty Channels [Avg Wk] - TV -- TV5 Québec Canada (TV5)	Media: TV Stations - French	11
1789	Q4020368C1	Specialty Channels [Avg Wk] - TV -- UNIS	Media: TV Stations - French	11
1790	Q4020372C1	Specialty Channels [Avg Wk] - TV -- VRAC TV	Media: TV Stations - French	11
1791	Q4020369C1	Specialty Channels [Avg Wk] - TV -- Z (Ztélé)	Media: TV Stations - French	11
1792	Q4020370C1	Specialty Channels [Avg Wk] - TV -- Other French specialty channels	Media: TV Stations - French	11
1793	Q4020371C1	Specialty Channels [Avg Wk] - TV -- Premium multicultural foreign channels	Media: TV Stations - French	11
1794	Q4020450AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- ARTV -- 1+(Hours)	Media: TV Stations - French	11
1795	Q4020450IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- ARTV -- 1+	Media: TV Stations - French	11
1796	Q4020450C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal D -- 1-59 minutes	Media: TV Stations - French	11
1797	Q4020450C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal D -- 1-2 hours	Media: TV Stations - French	11
1798	Q4020450C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal D -- 3 hours or more	Media: TV Stations - French	11
1799	Q4020451AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal D -- 1+(Hours)	Media: TV Stations - French	11
1800	Q4020451IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal D -- 1+	Media: TV Stations - French	11
1801	Q4020451C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal Vie -- 1-59 minutes	Media: TV Stations - French	11
1802	Q4020451C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal Vie -- 1-2 hours	Media: TV Stations - French	11
1803	Q4020451C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal Vie -- 3 hours or more	Media: TV Stations - French	11
1804	Q4020452AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal Vie -- 1+(Hours)	Media: TV Stations - French	11
1805	Q4020452IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Canal Vie -- 1+	Media: TV Stations - French	11
1806	Q4020453AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Évasion -- 1+(Hours)	Media: TV Stations - French	11



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1807	Q4020453IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Évasion -- 1+	Media: TV Stations - French	11
1808	Q4020454AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- French TV listings channel (any) -- 1+(Hours)	Media: TV Stations - French	11
1809	Q4020454IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- French TV listings channel (any) -- 1+	Media: TV Stations - French	11
1810	Q4020455AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Historia -- 1+(Hours)	Media: TV Stations - French	11
1811	Q4020455IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Historia -- 1+	Media: TV Stations - French	11
1812	Q4020455C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Canal Nouvelles (LCN) -- 1-59 minutes	Media: TV Stations - French	11
1813	Q4020455C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Canal Nouvelles (LCN) -- 1-2 hours	Media: TV Stations - French	11
1814	Q4020455C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Canal Nouvelles (LCN) -- 3 hours or more	Media: TV Stations - French	11
1815	Q4020456AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Canal Nouvelles (LCN) -- 1+(Hours)	Media: TV Stations - French	11
1816	Q4020456IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Canal Nouvelles (LCN) -- 1+	Media: TV Stations - French	11
1817	Q4020456C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau de l'information (RDI) -- 1-59 minutes	Media: TV Stations - French	11
1818	Q4020456C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau de l'information (RDI) -- 1-2 hours	Media: TV Stations - French	11
1819	Q4020456C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau de l'information (RDI) -- 3 hours or more	Media: TV Stations - French	11
1820	Q4020457AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau de l'information (RDI) -- 1+(Hours)	Media: TV Stations - French	11
1821	Q4020457IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau de l'information (RDI) -- 1+	Media: TV Stations - French	11
1822	Q4020457C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau des Sports (RDS) -- 1-59 minutes	Media: TV Stations - French	11
1823	Q4020457C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau des Sports (RDS) -- 1-2 hours	Media: TV Stations - French	11
1824	Q4020457C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau des Sports (RDS) -- 3 hours or more	Media: TV Stations - French	11
1825	Q4020458AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau des Sports (RDS) -- 1+(Hours)	Media: TV Stations - French	11
1826	Q4020458IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Le Réseau des Sports (RDS) -- 1+	Media: TV Stations - French	11
1827	Q4020459AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- MétéoMédia -- 1+(Hours)	Media: TV Stations - French	11
1828	Q4020459IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- MétéoMédia -- 1+	Media: TV Stations - French	11
1829	Q4020460AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- MusiMax -- 1+(Hours)	Media: TV Stations - French	11
1830	Q4020460IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- MusiMax -- 1+	Media: TV Stations - French	11
1831	Q4020461AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- MusiquePlus -- 1+(Hours)	Media: TV Stations - French	11
1832	Q4020461IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- MusiquePlus -- 1+	Media: TV Stations - French	11
1833	Q4020462AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- RDS2 -- 1+(Hours)	Media: TV Stations - French	11
1834	Q4020462IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- RDS2 -- 1+	Media: TV Stations - French	11
1835	Q4020462C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Séries+ -- 1-59 minutes	Media: TV Stations - French	11
1836	Q4020462C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Séries+ -- 1-2 hours	Media: TV Stations - French	11
1837	Q4020462C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Séries+ -- 3 hours or more	Media: TV Stations - French	11
1838	Q4020463AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Séries+ -- 1+(Hours)	Media: TV Stations - French	11
1839	Q4020463IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Séries+ -- 1+	Media: TV Stations - French	11
1840	Q4020464AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Super Écran -- 1+(Hours)	Media: TV Stations - French	11
1841	Q4020464IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Super Écran -- 1+	Media: TV Stations - French	11
1842	Q4020464C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Télétoon (French) -- 1-59 minutes	Media: TV Stations - French	11
1843	Q4020464C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Télétoon (French) -- 1-2 hours	Media: TV Stations - French	11
1844	Q4020464C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Télétoon (French) -- 3 hours or more	Media: TV Stations - French	11
1845	Q4020465AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Télétoon (French) -- 1+(Hours)	Media: TV Stations - French	11
1846	Q4020465IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Télétoon (French) -- 1+	Media: TV Stations - French	11
1847	Q4020465C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TV5 Québec Canada (TV5) -- 1-59 minutes	Media: TV Stations - French	11
1848	Q4020465C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TV5 Québec Canada (TV5) -- 1-2 hours	Media: TV Stations - French	11
1849	Q4020465C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TV5 Québec Canada (TV5) -- 3 hours or more	Media: TV Stations - French	11
1850	Q4020466AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TV5 Québec Canada (TV5) -- 1+(Hours)	Media: TV Stations - French	11
1851	Q4020466IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- TV5 Québec Canada (TV5) -- 1+	Media: TV Stations - French	11
1852	Q4020467AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- UNIS -- 1+(Hours)	Media: TV Stations - French	11
1853	Q4020467IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- UNIS -- 1+	Media: TV Stations - French	11
1854	Q4020466C1	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VRAK TV -- 1-59 minutes	Media: TV Stations - French	11
1855	Q4020466C2	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VRAK TV -- 1-2 hours	Media: TV Stations - French	11
1856	Q4020466C7	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VRAK TV -- 3 hours or more	Media: TV Stations - French	11
1857	Q4020468AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VRAK TV -- 1+(Hours)	Media: TV Stations - French	11
1858	Q4020468IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- VRAK TV -- 1+	Media: TV Stations - French	11
1859	Q4020469AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Z (Ztélé) -- 1+(Hours)	Media: TV Stations - French	11
1860	Q4020469IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Z (Ztélé) -- 1+	Media: TV Stations - French	11
1861	Q4020470AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Other French specialty channels -- 1+(Hours)	Media: TV Stations - French	11
1862	Q4020470IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Other French specialty channels -- 1+	Media: TV Stations - French	11
1863	Q4020471AO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Premium multicultural foreign channels -- 1+(Hours)	Media: TV Stations - French	11
1864	Q4020471IO	Hours Spent Watching [Avg Wk] - Specialty Channels - TV -- Premium multicultural foreign channels -- 1+	Media: TV Stations - French	11
1865	Q4020532C1	Digital Channels [Avg Wk] - TV -- addikTV	Media: TV Stations - French	11
1866	Q4020534C1	Digital Channels [Avg Wk] - TV -- CASA	Media: TV Stations - French	11
1867	Q4020535C1	Digital Channels [Avg Wk] - TV -- Cinépop	Media: TV Stations - French	11
1868	Q4020536C1	Digital Channels [Avg Wk] - TV -- Disney Junior (French)	Media: TV Stations - French	11
1869	Q4020537C1	Digital Channels [Avg Wk] - TV -- Explora	Media: TV Stations - French	11
1870	Q4020550C1	Digital Channels [Avg Wk] - TV -- Investigation	Media: TV Stations - French	11
1871	Q4020538C1	Digital Channels [Avg Wk] - TV -- MOI&cie	Media: TV Stations - French	11
1872	Q4020540C1	Digital Channels [Avg Wk] - TV -- Prise 2	Media: TV Stations - French	11
1873	Q4020541C1	Digital Channels [Avg Wk] - TV -- RDS Info	Media: TV Stations - French	11
1874	Q4020542C1	Digital Channels [Avg Wk] - TV -- Télétoon Rétro (French)	Media: TV Stations - French	11
1875	Q4020543C1	Digital Channels [Avg Wk] - TV -- TVA Sports	Media: TV Stations - French	11
1876	Q4020544C1	Digital Channels [Avg Wk] - TV -- Yoopa	Media: TV Stations - French	11
1877	Q4020545C1	Digital Channels [Avg Wk] - TV -- Zeste	Media: TV Stations - French	11
1878	Q4020546C1	Digital Channels [Avg Wk] - TV -- French on-demand channels (any)	Media: TV Stations - French	11
1879	Q4020547C1	Digital Channels [Avg Wk] - TV -- Other French digital channels	Media: TV Stations - French	11
1880	Q4020631AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- addikTV -- 1+(Hours)	Media: TV Stations - French	11
1881	Q4020631IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- addikTV -- 1+	Media: TV Stations - French	11
1882	Q4020633AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- CASA -- 1+(Hours)	Media: TV Stations - French	11
1883	Q4020633IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- CASA -- 1+	Media: TV Stations - French	11
1884	Q4020634AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Cinépop -- 1+(Hours)	Media: TV Stations - French	11
1885	Q4020634IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Cinépop -- 1+	Media: TV Stations - French	11
1886	Q4020635AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Disney Junior (French) -- 1+(Hours)	Media: TV Stations - French	11
1887	Q4020635IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Disney Junior (French) -- 1+	Media: TV Stations - French	11
1888	Q4020636AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Explora -- 1+(Hours)	Media: TV Stations - French	11

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1889	Q4020636IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Explora -- 1+	Media: TV Stations - French	11
1890	Q4020637AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Investigation -- 1+(Hours)	Media: TV Stations - French	11
1891	Q4020637IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Investigation -- 1+	Media: TV Stations - French	11
1892	Q4020638AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- MOI&cie -- 1+(Hours)	Media: TV Stations - French	11
1893	Q4020638IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- MOI&cie -- 1+	Media: TV Stations - French	11
1894	Q4020639AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Prise 2 -- 1+(Hours)	Media: TV Stations - French	11
1895	Q4020639IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Prise 2 -- 1+	Media: TV Stations - French	11
1896	Q4020641AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Télétoon Rétro (French) -- 1+(Hours)	Media: TV Stations - French	11
1897	Q4020641IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Télétoon Rétro (French) -- 1+	Media: TV Stations - French	11
1898	Q4020643C1	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- TVA Sports -- 1-59 minutes	Media: TV Stations - French	11
1899	Q4020643C2	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- TVA Sports -- 1-2 hours	Media: TV Stations - French	11
1900	Q4020643C7	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- TVA Sports -- 3 hours or more	Media: TV Stations - French	11
1901	Q4020642AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- TVA Sports -- 1+(Hours)	Media: TV Stations - French	11
1902	Q4020642IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- TVA Sports -- 1+	Media: TV Stations - French	11
1903	Q4020643AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Yoopa -- 1+(Hours)	Media: TV Stations - French	11
1904	Q4020643IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Yoopa -- 1+	Media: TV Stations - French	11
1905	Q4020645C1	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Zeste -- 1-59 minutes	Media: TV Stations - French	11
1906	Q4020645C2	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Zeste -- 1-2 hours	Media: TV Stations - French	11
1907	Q4020645C7	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Zeste -- 3 hours or more	Media: TV Stations - French	11
1908	Q4020644AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Zeste -- 1+(Hours)	Media: TV Stations - French	11
1909	Q4020644IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Zeste -- 1+	Media: TV Stations - French	11
1910	Q4020645AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- French on-demand channels (any) -- 1+(Hours)	Media: TV Stations - French	11
1911	Q4020645IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- French on-demand channels (any) -- 1+	Media: TV Stations - French	11
1912	Q4020646AO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Other French digital channels -- 1+(Hours)	Media: TV Stations - French	11
1913	Q4020646IO	Hours Spent Watching [Avg Wk] - Digital Channels - TV -- Other French digital channels -- 1+	Media: TV Stations - French	11
1914	D001010C01	Total Market Reach - Radio -- Yes	Media: Usage - Radio	12
1915	D0010200NO	Hours Weekly - Radio Listeners -- 1+(Quarter Hours)	Media: Usage - Radio	12
1916	D0010200IO	Hours Weekly - Radio Listeners -- 1+	Media: Usage - Radio	12
1917	D001030C01	Quintiles - Radio -- Light	Media: Usage - Radio	12
1918	D001030C02	Quintiles - Radio -- Light/Medium	Media: Usage - Radio	12
1919	D001030C03	Quintiles - Radio -- Medium	Media: Usage - Radio	12
1920	D001030C04	Quintiles - Radio -- Medium/Heavy	Media: Usage - Radio	12
1921	D001030C05	Quintiles - Radio -- Heavy	Media: Usage - Radio	12
1922	D001040C01	Terciles - Radio -- Light	Media: Usage - Radio	12
1923	D001040C02	Terciles - Radio -- Medium	Media: Usage - Radio	12
1924	D001040C03	Terciles - Radio -- Heavy	Media: Usage - Radio	12
1925	Q390030C02	Listened [Yest] - Radio -- Yes	Media: Usage - Radio	12
1926	D001050C01	All Week MON-SUN 5A -1A - Radio -- Listeners	Media: Usage - Radio	12
1927	D001060C01	Breakfast MON-FRI 6A -10A - Radio -- Listeners	Media: Usage - Radio	12
1928	D001070C01	Day MON-FRI 10A -3P - Radio -- Listeners	Media: Usage - Radio	12
1929	D001080C01	Drive MON-FRI 3P -7P - Radio -- Listeners	Media: Usage - Radio	12
1930	D001090C01	Evening MON-FRI 7P -MDNT - Radio -- Listeners	Media: Usage - Radio	12
1931	D001100C01	Saturday SAT 7A -7P - Radio -- Listeners	Media: Usage - Radio	12
1932	D001110C01	Sunday SUN 7A -7P - Radio -- Listeners	Media: Usage - Radio	12
1933	D001120C01	Weekday MON-FRI 5A -1A - Radio -- Listeners	Media: Usage - Radio	12
1934	D001130C01	Weekend SAT-SUN 5A -1A - Radio -- Listeners	Media: Usage - Radio	12
1935	D001140C01	Daytime MON-FRI 7A -7P - Radio -- Listeners	Media: Usage - Radio	12
1936	D0011500NO	All Week MON-SUN 5A -1A - Hours Tuned -Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1937	D0011500IO	All Week MON-SUN 5A -1A - Hours Tuned -Radio -- 1+	Media: Usage - Radio	12
1938	D0011600NO	Breakfast MON-FRI 6A -10A - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1939	D0011600IO	Breakfast MON-FRI 6A -10A - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1940	D0011700NO	Day MON-FRI 10A -3P - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1941	D0011700IO	Day MON-FRI 10A -3P - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1942	D0011800NO	Drive MON-FRI 3P -7P - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1943	D0011800IO	Drive MON-FRI 3P -7P - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1944	D0011900NO	Evening MON-FRI 7P -MDNT - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1945	D0011900IO	Evening MON-FRI 7P -MDNT - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1946	D0012000NO	Saturday SAT 7A -7P - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1947	D0012000IO	Saturday SAT 7A -7P - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1948	D0012100NO	Sunday SUN 7A -7P - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1949	D0012100IO	Sunday SUN 7A -7P - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1950	D0012200NO	Weekday MON-FRI 5A -1A - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1951	D0012200IO	Weekday MON-FRI 5A -1A - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1952	D0012300NO	Weekend SAT-SUN 5A -1A - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1953	D0012300IO	Weekend SAT-SUN 5A -1A - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1954	D0012400NO	Daytime MON-FRI 7A -7P - Hours Tuned - Radio -- 1+(Quarter Hours)	Media: Usage - Radio	12
1955	D0012400IO	Daytime MON-FRI 7A -7P - Hours Tuned - Radio -- 1+	Media: Usage - Radio	12
1956	D0090101C1	Radio Listeners -- Monday	Media: Usage - Radio	12
1957	D0090102C1	Radio Listeners -- Tuesday	Media: Usage - Radio	12
1958	D0090103C1	Radio Listeners -- Wednesday	Media: Usage - Radio	12
1959	D0090104C1	Radio Listeners -- Thursday	Media: Usage - Radio	12
1960	D0090105C1	Radio Listeners -- Friday	Media: Usage - Radio	12
1961	D0090106C1	Radio Listeners -- Saturday	Media: Usage - Radio	12
1962	D0090107C1	Radio Listeners -- Sunday	Media: Usage - Radio	12
1963	D950010C01	Hours Weekly - Radio Listeners -- Less than 7 hours	Media: Usage - Radio	12
1964	D950010C02	Hours Weekly - Radio Listeners -- 7 to 14 hours	Media: Usage - Radio	12
1965	D950010C03	Hours Weekly - Radio Listeners -- 14.01 to 21 hours	Media: Usage - Radio	12
1966	D950010C04	Hours Weekly - Radio Listeners -- 21.01 to 28 hours	Media: Usage - Radio	12
1967	D950010C05	Hours Weekly - Radio Listeners -- 28.01 to 35 hours	Media: Usage - Radio	12
1968	D950010C06	Hours Weekly - Radio Listeners -- 35.01 to 42 hours	Media: Usage - Radio	12
1969	D950010C07	Hours Weekly - Radio Listeners -- 42.01 to 49 hours	Media: Usage - Radio	12
1970	D950010C08	Hours Weekly - Radio Listeners -- More than 49 hours	Media: Usage - Radio	12
1971	D9500100AO	Hours Weekly - Radio Listeners -- 1+(Hours)	Media: Usage - Radio	12
1972	D9500100IO	Hours Weekly - Radio Listeners -- 1+	Media: Usage - Radio	12



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1973	Q3900100NO	Weekday 1A - 5A - Time Spent [Avg] - Radio -- 1+(Minutes)	Media: Usage - Radio	12
1974	Q3900100IO	Weekday 1A - 5A - Time Spent [Avg] - Radio -- 1+	Media: Usage - Radio	12
1975	Q3900200NO	Saturday 1A - 5A - Time Spent [Avg] - Radio -- 1+(Minutes)	Media: Usage - Radio	12
1976	Q3900200IO	Saturday 1A - 5A - Time Spent [Avg] - Radio -- 1+	Media: Usage - Radio	12
1977	Q3910300NO	Sunday 1A - 5A - Time Spent [Avg] - Radio -- 1+(Minutes)	Media: Usage - Radio	12
1978	Q3910300IO	Sunday 1A - 5A - Time Spent [Avg] - Radio -- 1+	Media: Usage - Radio	12
1979	D0020101C1	Programs - Radio -- Weekly Reach Adult Album Alternative (AAA)	Media: Usage - Radio	12
1980	D0020102C1	Programs - Radio -- Weekly Reach Adult Contemporary	Media: Usage - Radio	12
1981	D0020103C1	Programs - Radio -- Weekly Reach AOR/Mainstream Rock	Media: Usage - Radio	12
1982	D0020104C1	Programs - Radio -- Weekly Reach All News	Media: Usage - Radio	12
1983	D0020105C1	Programs - Radio -- Weekly Reach Adult Standards	Media: Usage - Radio	12
1984	D0020107C1	Programs - Radio -- Weekly Reach Classic Country	Media: Usage - Radio	12
1985	D0020108C1	Programs - Radio -- Weekly Reach Classical/Fine Arts	Media: Usage - Radio	12
1986	D0020109C1	Programs - Radio -- Weekly Reach Mainstream Top 40/CHR	Media: Usage - Radio	12
1987	D0020110C1	Programs - Radio -- Weekly Reach Classic Hits	Media: Usage - Radio	12
1988	D0020111C1	Programs - Radio -- Weekly Reach Comedy	Media: Usage - Radio	12
1989	D0020112C1	Programs - Radio -- Weekly Reach Classic Rock	Media: Usage - Radio	12
1990	D0020113C1	Programs - Radio -- Weekly Reach Ethnic/Multi-cultural	Media: Usage - Radio	12
1991	D0020114C1	Programs - Radio -- Weekly Reach Oldies	Media: Usage - Radio	12
1992	D0020115C1	Programs - Radio -- Weekly Reach Hot Adult Contemporary	Media: Usage - Radio	12
1993	D0020117C1	Programs - Radio -- Weekly Reach Modern/Alternative Rock	Media: Usage - Radio	12
1994	D0020118C1	Programs - Radio -- Weekly Reach Multi/Variety/Specialty	Media: Usage - Radio	12
1995	D0020119C1	Programs - Radio -- Weekly Reach Not Classified	Media: Usage - Radio	12
1996	D0020120C1	Programs - Radio -- Weekly Reach News/Talk	Media: Usage - Radio	12
1997	D0020121C1	Programs - Radio -- Weekly Reach Religious	Media: Usage - Radio	12
1998	D0020122C1	Programs - Radio -- Weekly Reach Sports	Media: Usage - Radio	12
1999	D0020123C1	Programs - Radio -- Weekly Reach Today's Country	Media: Usage - Radio	12
2000	Q8910100AO	Late Night Radio Tuning - Weekday -- 1+(Hours)	Media: Usage - Radio	12
2001	Q8910100IO	Late Night Radio Tuning - Weekday -- 1+	Media: Usage - Radio	12
2002	Q8910200AO	Late Night Radio Tuning - Weekend -- 1+(Hours)	Media: Usage - Radio	12
2003	Q8910200IO	Late Night Radio Tuning - Weekend -- 1+	Media: Usage - Radio	12
2004	Q8912600AO	Late Night Radio Tuning - Saturday -- 1+(Hours)	Media: Usage - Radio	12
2005	Q8912600IO	Late Night Radio Tuning - Saturday -- 1+	Media: Usage - Radio	12
2006	Q8912700AO	Late Night Radio Tuning - Sunday -- 1+(Hours)	Media: Usage - Radio	12
2007	Q8912700IO	Late Night Radio Tuning - Sunday -- 1+	Media: Usage - Radio	12
2008	Q8912800NO	Late Night Radio Tuning [Total Minutes] - Weekend -- 1+(Minutes)	Media: Usage - Radio	12
2009	Q8912800IO	Late Night Radio Tuning [Total Minutes] - Weekend -- 1+	Media: Usage - Radio	12
2010	Q391010C01	Frequency of Listening - Weekdays - Radio -- Never	Media: Usage - Radio	12
2011	Q391010C02	Frequency of Listening - Weekdays - Radio -- Less than 1 day a week	Media: Usage - Radio	12
2012	Q391010C03	Frequency of Listening - Weekdays - Radio -- 1 day	Media: Usage - Radio	12
2013	Q391010C04	Frequency of Listening - Weekdays - Radio -- 2 days	Media: Usage - Radio	12
2014	Q391010C05	Frequency of Listening - Weekdays - Radio -- 3 days	Media: Usage - Radio	12
2015	Q391010C06	Frequency of Listening - Weekdays - Radio -- 4 days	Media: Usage - Radio	12
2016	Q391010C07	Frequency of Listening - Weekdays - Radio -- 5 days	Media: Usage - Radio	12
2017	Q3910100AO	Frequency of Listening - Weekdays - Radio -- 1+(Days)	Media: Usage - Radio	12
2018	Q3910100IO	Frequency of Listening - Weekdays - Radio -- 1+	Media: Usage - Radio	12
2019	Q391020C01	Frequency of Listening - Weekend - Radio -- None	Media: Usage - Radio	12
2020	Q391020C02	Frequency of Listening - Weekend - Radio -- Less than 1 day	Media: Usage - Radio	12
2021	Q391020C03	Frequency of Listening - Weekend - Radio -- 1 day	Media: Usage - Radio	12
2022	Q391020C04	Frequency of Listening - Weekend - Radio -- 2 days	Media: Usage - Radio	12
2023	Q3910200AO	Frequency of Listening - Weekend - Radio -- 1+(Days)	Media: Usage - Radio	12
2024	Q3910200IO	Frequency of Listening - Weekend - Radio -- 1+	Media: Usage - Radio	12
2025	Q560040111	Imp. Attrib. - Radio -- Traffic reports in the morning and afternoon rush hours -- Important	Media: Usage - Radio	12
2026	Q560040211	Imp. Attrib. - Radio -- Weather reports and updates -- Important	Media: Usage - Radio	12
2027	Q560040311	Imp. Attrib. - Radio -- Headline news -- Important	Media: Usage - Radio	12
2028	Q560040411	Imp. Attrib. - Radio -- Sports news -- Important	Media: Usage - Radio	12
2029	Q560040511	Imp. Attrib. - Radio -- Music news -- Important	Media: Usage - Radio	12
2030	Q560040611	Imp. Attrib. - Radio -- Community news and news about local events -- Important	Media: Usage - Radio	12
2031	Q560040711	Imp. Attrib. - Radio -- Entertainment news/celebrity gossip -- Important	Media: Usage - Radio	12
2032	Q560040811	Imp. Attrib. - Radio -- Information about products and services I might like to try or buy -- Important	Media: Usage - Radio	12
2033	Q560040911	Imp. Attrib. - Radio -- Information about sales at local stores and services -- Important	Media: Usage - Radio	12
2034	Q560041011	Imp. Attrib. - Radio -- Making my time in the car more enjoyable -- Important	Media: Usage - Radio	12
2035	Q560041111	Imp. Attrib. - Radio -- Being part of my day at work -- Important	Media: Usage - Radio	12
2036	Q560041211	Imp. Attrib. - Radio -- Being part of my day at home -- Important	Media: Usage - Radio	12
2037	Q560041311	Imp. Attrib. - Radio -- Keeping me informed -- Important	Media: Usage - Radio	12
2038	Q560041411	Imp. Attrib. - Radio -- Being part of my general daily life -- Important	Media: Usage - Radio	12
2039	Q560041511	Imp. Attrib. - Radio -- Hearing the latest hits -- Important	Media: Usage - Radio	12
2040	Q560041611	Imp. Attrib. - Radio -- Discovering new music/songs/artists -- Important	Media: Usage - Radio	12
2041	Q560041711	Imp. Attrib. - Radio -- Discussion forum on news and public affairs -- Important	Media: Usage - Radio	12
2042	Q560041811	Imp. Attrib. - Radio -- Possibility to enter contests and win prizes -- Important	Media: Usage - Radio	12
2043	Q560050113	Frequency of listening while - Radio -- At work or at school -- Occas./Freq.	Media: Usage - Radio	12
2044	Q560050213	Frequency of listening while - Radio -- Doing house/yardwork -- Occas./Freq.	Media: Usage - Radio	12
2045	Q560050313	Frequency of listening while - Radio -- Exercising/working out -- Occas./Freq.	Media: Usage - Radio	12
2046	Q560050413	Frequency of listening while - Radio -- Getting ready for school/work/function -- Occas./Freq.	Media: Usage - Radio	12
2047	Q560050513	Frequency of listening while - Radio -- Relaxing at home -- Occas./Freq.	Media: Usage - Radio	12
2048	Q560050613	Frequency of listening while - Radio -- Travelling to/from work/school -- Occas./Freq.	Media: Usage - Radio	12
2049	Q560050713	Frequency of listening while - Radio -- Travelling to grocery store or other type of shopping/errands -- Occas./Freq.	Media: Usage - Radio	12
2050	Q560050813	Frequency of listening while - Radio -- Waking up/radio alarm -- Occas./Freq.	Media: Usage - Radio	12
2051	Q5620601C1	Visited a store after hearing commercial - Radio -- Later that same day	Media: Usage - Radio	12
2052	Q5620602C1	Visited a store after hearing commercial - Radio -- Later that same week	Media: Usage - Radio	12
2053	Q5620603C1	Visited a store after hearing commercial - Radio -- More than a week later	Media: Usage - Radio	12
2054	Q5620701C1	Visited a website after hearing commercial - Radio -- Later that same day	Media: Usage - Radio	12
2055	Q5620702C1	Visited a website after hearing commercial - Radio -- Later that same week	Media: Usage - Radio	12

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2056	Q5620703C1	Visited a website after hearing commercial - Radio -- More than a week later	Media: Usage - Radio	12
2057	D0090201C1	Location Listened - Radio -- Total Reach by Location - Home	Media: Usage - Radio	12
2058	D0090202C1	Location Listened - Radio -- Total Reach by Location - Vehicle	Media: Usage - Radio	12
2059	D0090203C1	Location Listened - Radio -- Total Reach by Location - Work	Media: Usage - Radio	12
2060	D0090204C1	Location Listened - Radio -- Total Reach by Location - Other	Media: Usage - Radio	12
2061	Q3900401C1	Listened Regularly - Radio -- Comedy programs	Media: Usage - Radio	12
2062	Q3900402C1	Listened Regularly - Radio -- Community information	Media: Usage - Radio	12
2063	Q3900403C1	Listened Regularly - Radio -- Contests	Media: Usage - Radio	12
2064	Q3900404C1	Listened Regularly - Radio -- Ethnic programs	Media: Usage - Radio	12
2065	Q3900405C1	Listened Regularly - Radio -- General interest talk/phone in shows	Media: Usage - Radio	12
2066	Q3900406C1	Listened Regularly - Radio -- Music	Media: Usage - Radio	12
2067	Q3900407C1	Listened Regularly - Radio -- News	Media: Usage - Radio	12
2068	Q3900408C1	Listened Regularly - Radio -- Religious programs	Media: Usage - Radio	12
2069	Q3900409C1	Listened Regularly - Radio -- Special music programs	Media: Usage - Radio	12
2070	Q3900410C1	Listened Regularly - Radio -- Sports (play-by-play)	Media: Usage - Radio	12
2071	Q3900411C1	Listened Regularly - Radio -- Sports reports	Media: Usage - Radio	12
2072	Q3900412C1	Listened Regularly - Radio -- Sports talk/phone in shows	Media: Usage - Radio	12
2073	Q3900413C1	Listened Regularly - Radio -- Traffic reports	Media: Usage - Radio	12
2074	Q3900414C1	Listened Regularly - Radio -- Weather	Media: Usage - Radio	12
2075	Q4450102C1	Actively Avoid Advertising on -- Radio (e.g. change station) -- Never	Media: Usage - Radio	12
2076	Q4450102C2	Actively Avoid Advertising on -- Radio (e.g. change station) -- Seldom	Media: Usage - Radio	12
2077	Q4450102C3	Actively Avoid Advertising on -- Radio (e.g. change station) -- Occasionally	Media: Usage - Radio	12
2078	Q4450102C4	Actively Avoid Advertising on -- Radio (e.g. change station) -- Frequently	Media: Usage - Radio	12
2079	Q4450401C1	Other media used while listening - Radio -- Television	Media: Usage - Radio	12
2080	Q4450402C1	Other media used while listening - Radio -- Internet	Media: Usage - Radio	12
2081	Q4450403C1	Other media used while listening - Radio -- Daily Newspapers	Media: Usage - Radio	12
2082	Q4450404C1	Other media used while listening - Radio -- Community Newspapers	Media: Usage - Radio	12
2083	Q4450405C1	Other media used while listening - Radio -- Magazines	Media: Usage - Radio	12
2084	Q4450406C1	Other media used while listening - Radio -- No other media	Media: Usage - Radio	12
2085	Q4410400N0	Time Spent Reading [Avg Day] - Magazine -- 1+(Minutes)	Media: Usage - Print (Magazine)	13
2086	Q4410400I0	Time Spent Reading [Avg Day] - Magazine -- 1+	Media: Usage - Print (Magazine)	13
2087	Q4410500A0	Days Read [Avg Wk] - Magazine -- 1+(Days)	Media: Usage - Print (Magazine)	13
2088	Q4410500I0	Days Read [Avg Wk] - Magazine -- 1+	Media: Usage - Print (Magazine)	13
2089	Q8912100N0	Minutes Spent [Total] - Weekly - Magazine -- 1+(Minutes)	Media: Usage - Print (Magazine)	13
2090	Q8912100I0	Minutes Spent [Total] - Weekly - Magazine -- 1+	Media: Usage - Print (Magazine)	13
2091	Q891360C01	Quintiles - Magazine -- Light	Media: Usage - Print (Magazine)	13
2092	Q891360C02	Quintiles - Magazine -- Medium Light	Media: Usage - Print (Magazine)	13
2093	Q891360C03	Quintiles - Magazine -- Medium	Media: Usage - Print (Magazine)	13
2094	Q891360C04	Quintiles - Magazine -- Medium Heavy	Media: Usage - Print (Magazine)	13
2095	Q891360C05	Quintiles - Magazine -- Heavy	Media: Usage - Print (Magazine)	13
2096	Q4450106C1	Actively Avoid Advertising in -- Community newspapers (e.g. turn page/ignore) -- Never	Media: Usage - Print (Magazine)	13
2097	Q4450106C2	Actively Avoid Advertising in -- Community newspapers (e.g. turn page/ignore) -- Seldom	Media: Usage - Print (Magazine)	13
2098	Q4450106C3	Actively Avoid Advertising in -- Community newspapers (e.g. turn page/ignore) -- Occasionally	Media: Usage - Print (Magazine)	13
2099	Q4450106C4	Actively Avoid Advertising in -- Community newspapers (e.g. turn page/ignore) -- Frequently	Media: Usage - Print (Magazine)	13
2100	Q4450107C1	Actively Avoid Advertising in -- Magazines (e.g. turn page/ignore) -- Never	Media: Usage - Print (Magazine)	13
2101	Q4450107C2	Actively Avoid Advertising in -- Magazines (e.g. turn page/ignore) -- Seldom	Media: Usage - Print (Magazine)	13
2102	Q4450107C3	Actively Avoid Advertising in -- Magazines (e.g. turn page/ignore) -- Occasionally	Media: Usage - Print (Magazine)	13
2103	Q4450107C4	Actively Avoid Advertising in -- Magazines (e.g. turn page/ignore) -- Frequently	Media: Usage - Print (Magazine)	13
2104	Q4450801C1	Other Media Used While Reading - Magazine -- Television	Media: Usage - Print (Magazine)	13
2105	Q4450802C1	Other Media Used While Reading - Magazine -- Radio	Media: Usage - Print (Magazine)	13
2106	Q4450803C1	Other Media Used While Reading - Magazine -- Internet	Media: Usage - Print (Magazine)	13
2107	Q4450804C1	Other Media Used While Reading - Magazine -- Daily Newspapers	Media: Usage - Print (Magazine)	13
2108	Q4450805C1	Other Media Used While Reading - Magazine -- Community Newspapers	Media: Usage - Print (Magazine)	13
2109	Q4450806C1	Other Media Used While Reading - Magazine -- No other media	Media: Usage - Print (Magazine)	13
2110	Q441010C02	Read [Yest] - Magazine	Media: Usage - Print (Magazine) - English Canadian	13
2111	Q4410201C1	Read [Pst Mth] - Magazine -- CAA Magazine	Media: Usage - Print (Magazine) - English Canadian	13
2112	Q4410202C1	Read [Pst Mth] - Magazine -- Canadian Gardening	Media: Usage - Print (Magazine) - English Canadian	13
2113	Q4410203C1	Read [Pst Mth] - Magazine -- Canadian Geographic	Media: Usage - Print (Magazine) - English Canadian	13
2114	Q4410204C1	Read [Pst Mth] - Magazine -- Canadian Health & Lifestyle	Media: Usage - Print (Magazine) - English Canadian	13
2115	Q4410205C1	Read [Pst Mth] - Magazine -- Canadian House and Home	Media: Usage - Print (Magazine) - English Canadian	13
2116	Q4410206C1	Read [Pst Mth] - Magazine -- Canadian Living	Media: Usage - Print (Magazine) - English Canadian	13
2117	Q4410207C1	Read [Pst Mth] - Magazine -- Chatelaine (English edition)	Media: Usage - Print (Magazine) - English Canadian	13
2118	Q4410208C1	Read [Pst Mth] - Magazine -- Cineplex Magazine	Media: Usage - Print (Magazine) - English Canadian	13
2119	Q4410209C1	Read [Pst Mth] - Magazine -- ELLE Canada	Media: Usage - Print (Magazine) - English Canadian	13
2120	Q4410210C1	Read [Pst Mth] - Magazine -- FASHION Magazine	Media: Usage - Print (Magazine) - English Canadian	13
2121	Q4410211C1	Read [Pst Mth] - Magazine -- Food & Drink	Media: Usage - Print (Magazine) - English Canadian	13
2122	Q4410212C1	Read [Pst Mth] - Magazine -- Maclean's	Media: Usage - Print (Magazine) - English Canadian	13
2123	Q4410213C1	Read [Pst Mth] - Magazine -- Outdoor Canada	Media: Usage - Print (Magazine) - English Canadian	13
2124	Q4410214C1	Read [Pst Mth] - Magazine -- Reader's Digest	Media: Usage - Print (Magazine) - English Canadian	13
2125	Q4410215C1	Read [Pst Mth] - Magazine -- Style at Home	Media: Usage - Print (Magazine) - English Canadian	13
2126	Q4410216C1	Read [Pst Mth] - Magazine -- The Hockey News Magazine	Media: Usage - Print (Magazine) - English Canadian	13
2127	Q4410217C1	Read [Pst Mth] - Magazine -- Today's Parent	Media: Usage - Print (Magazine) - English Canadian	13
2128	Q4410219C1	Read [Pst Mth] - Magazine -- What's Cooking	Media: Usage - Print (Magazine) - English Canadian	13
2129	Q4410220C1	Read [Pst Mth] - Magazine -- Other English-Canadian magazines	Media: Usage - Print (Magazine) - English Canadian	13
2130	Q4410236C1	Read [Pst Mth] - Magazine -- Better Homes & Gardens	Media: Usage - Print (Magazine) - English U.S.	13
2131	Q4410237C1	Read [Pst Mth] - Magazine -- Family Circle	Media: Usage - Print (Magazine) - English U.S.	13
2132	Q4410238C1	Read [Pst Mth] - Magazine -- Good Housekeeping	Media: Usage - Print (Magazine) - English U.S.	13
2133	Q4410240C1	Read [Pst Mth] - Magazine -- National Geographic	Media: Usage - Print (Magazine) - English U.S.	13
2134	Q4410241C1	Read [Pst Mth] - Magazine -- People	Media: Usage - Print (Magazine) - English U.S.	13
2135	Q4410242C1	Read [Pst Mth] - Magazine -- Sports Illustrated	Media: Usage - Print (Magazine) - English U.S.	13
2136	Q4410243C1	Read [Pst Mth] - Magazine -- Taste of Home	Media: Usage - Print (Magazine) - English U.S.	13
2137	Q4410244C1	Read [Pst Mth] - Magazine -- Time	Media: Usage - Print (Magazine) - English U.S.	13
2138	Q4410245C1	Read [Pst Mth] - Magazine -- Woman's Day	Media: Usage - Print (Magazine) - English U.S.	13
2139	Q4410248C1	Read [Pst Mth] - Magazine -- Other U.S. magazines	Media: Usage - Print (Magazine) - English U.S.	13



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2140	Q4410221C1	Read [Pst Mth] - Magazine -- 7 Jours	Media: Usage - Print (Magazine) - French	13
2141	Q4410222C1	Read [Pst Mth] - Magazine -- Bel Âge	Media: Usage - Print (Magazine) - French	13
2142	Q4410225C1	Read [Pst Mth] - Magazine -- Châteline (French edition)	Media: Usage - Print (Magazine) - French	13
2143	Q4410224C1	Read [Pst Mth] - Magazine -- Clin d'oeil	Media: Usage - Print (Magazine) - French	13
2144	Q4410226C1	Read [Pst Mth] - Magazine -- Coup de Pouce	Media: Usage - Print (Magazine) - French	13
2145	Q4410249C1	Read [Pst Mth] - Magazine -- Décormag	Media: Usage - Print (Magazine) - French	13
2146	Q4410227C1	Read [Pst Mth] - Magazine -- Elle Québec	Media: Usage - Print (Magazine) - French	13
2147	Q4410228C1	Read [Pst Mth] - Magazine -- L'Actualité	Media: Usage - Print (Magazine) - French	13
2148	Q4410229C1	Read [Pst Mth] - Magazine -- Les idées de ma maison	Media: Usage - Print (Magazine) - French	13
2149	Q4410247C1	Read [Pst Mth] - Magazine -- MOI & cie	Media: Usage - Print (Magazine) - French	13
2150	Q4410231C1	Read [Pst Mth] - Magazine -- qu'est-ce qui mijote	Media: Usage - Print (Magazine) - French	13
2151	Q4410233C1	Read [Pst Mth] - Magazine -- Sélection du Reader's Digest	Media: Usage - Print (Magazine) - French	13
2152	Q4410234C1	Read [Pst Mth] - Magazine -- Touring	Media: Usage - Print (Magazine) - French	13
2153	Q4410235C1	Read [Pst Mth] - Magazine -- Other French-Canadian magazines	Media: Usage - Print (Magazine) - French	13
2154	Q4450104C1	Actively Avoid Advertising in -- Daily newspapers (print edition) (e.g. turn page/ignore) -- Never	Media: Usage - Print (Newspaper)	13
2155	Q4450104C2	Actively Avoid Advertising in -- Daily newspapers (print edition) (e.g. turn page/ignore) -- Seldom	Media: Usage - Print (Newspaper)	13
2156	Q4450104C3	Actively Avoid Advertising in -- Daily newspapers (print edition) (e.g. turn page/ignore) -- Occasionally	Media: Usage - Print (Newspaper)	13
2157	Q4450104C4	Actively Avoid Advertising in -- Daily newspapers (print edition) (e.g. turn page/ignore) -- Frequently	Media: Usage - Print (Newspaper)	13
2158	Q4450105C1	Actively Avoid Advertising in -- Daily newspapers (online edition) (e.g. turn page/ignore) -- Never	Media: Usage - Print (Newspaper)	13
2159	Q4450105C2	Actively Avoid Advertising in -- Daily newspapers (online edition) (e.g. turn page/ignore) -- Seldom	Media: Usage - Print (Newspaper)	13
2160	Q4450105C3	Actively Avoid Advertising in -- Daily newspapers (online edition) (e.g. turn page/ignore) -- Occasionally	Media: Usage - Print (Newspaper)	13
2161	Q4450105C4	Actively Avoid Advertising in -- Daily newspapers (online edition) (e.g. turn page/ignore) -- Frequently	Media: Usage - Print (Newspaper)	13
2162	Q4450601C1	Other Media Used While Reading - Daily Newspaper -- Television	Media: Usage - Print (Newspaper)	13
2163	Q4450602C1	Other Media Used While Reading - Daily Newspaper -- Radio	Media: Usage - Print (Newspaper)	13
2164	Q4450603C1	Other Media Used While Reading - Daily Newspaper -- Internet	Media: Usage - Print (Newspaper)	13
2165	Q4450604C1	Other Media Used While Reading - Daily Newspaper -- Community Newspapers	Media: Usage - Print (Newspaper)	13
2166	Q4450605C1	Other Media Used While Reading - Daily Newspaper -- Magazines	Media: Usage - Print (Newspaper)	13
2167	Q4450606C1	Other Media Used While Reading - Daily Newspaper -- No other media	Media: Usage - Print (Newspaper)	13
2168	Q4200101AO	Weekdays - Read [Avg Wk] - Daily Newspaper -- The Globe and Mail (print edition) -- 1+(Days)	Media: Usage - Print (Newspaper) - English	13
2169	Q4200101IO	Weekdays - Read [Avg Wk] - Daily Newspaper -- The Globe and Mail (print edition) -- 1+	Media: Usage - Print (Newspaper) - English	13
2170	Q4200102AO	Weekdays - Read [Avg Wk] - Daily Newspaper -- National Post (print edition) -- 1+(Days)	Media: Usage - Print (Newspaper) - English	13
2171	Q4200102IO	Weekdays - Read [Avg Wk] - Daily Newspaper -- National Post (print edition) -- 1+	Media: Usage - Print (Newspaper) - English	13
2172	Q4200103AO	Weekdays - Read [Avg Wk] - Daily Newspaper -- Any local daily newspaper(s) (print edition) -- 1+(Days)	Media: Usage - Print (Newspaper) - English	13
2173	Q4200103IO	Weekdays - Read [Avg Wk] - Daily Newspaper -- Any local daily newspaper(s) (print edition) -- 1+	Media: Usage - Print (Newspaper) - English	13
2174	Q4200200NO	Minutes Spent - Weekday - Daily Newspaper -- 1+(Minutes)	Media: Usage - Print (Newspaper) - English	13
2175	Q4200200IO	Minutes Spent - Weekday - Daily Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2176	Q4200301AO	Weekend Days - Read [Avg Wk] - Daily Newspaper -- The Globe and Mail (print edition) -- 1+(Days)	Media: Usage - Print (Newspaper) - English	13
2177	Q4200301IO	Weekend Days - Read [Avg Wk] - Daily Newspaper -- The Globe and Mail (print edition) -- 1+	Media: Usage - Print (Newspaper) - English	13
2178	Q4200302AO	Weekend Days - Read [Avg Wk] - Daily Newspaper -- National Post (print edition) -- 1+(Days)	Media: Usage - Print (Newspaper) - English	13
2179	Q4200302IO	Weekend Days - Read [Avg Wk] - Daily Newspaper -- National Post (print edition) -- 1+	Media: Usage - Print (Newspaper) - English	13
2180	Q4200303AO	Weekend Days - Read [Avg Wk] - Daily Newspaper -- Any local daily newspaper(s) (print edition) -- 1+(Days)	Media: Usage - Print (Newspaper) - English	13
2181	Q4200303IO	Weekend Days - Read [Avg Wk] - Daily Newspaper -- Any local daily newspaper(s) (print edition) -- 1+	Media: Usage - Print (Newspaper) - English	13
2182	Q4200400NO	Minutes Spent - Weekend - Daily Newspaper -- 1+(Minutes)	Media: Usage - Print (Newspaper) - English	13
2183	Q4200400IO	Minutes Spent - Weekend - Daily Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2184	Q4200501I3	Frequency Read - Daily Newspaper Section - Newspaper -- Automotive -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2185	Q4200502I3	Frequency Read - Daily Newspaper Section - Newspaper -- Business & financial -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2186	Q4200503I3	Frequency Read - Daily Newspaper Section - Newspaper -- Classified ads (excl. real estate) -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2187	Q4200504I3	Frequency Read - Daily Newspaper Section - Newspaper -- Computer/high tech -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2188	Q4200505I3	Frequency Read - Daily Newspaper Section - Newspaper -- Editorials -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2189	Q4200506I3	Frequency Read - Daily Newspaper Section - Newspaper -- Fashion/lifestyle -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2190	Q4200507I3	Frequency Read - Daily Newspaper Section - Newspaper -- Food -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2191	Q4200508I3	Frequency Read - Daily Newspaper Section - Newspaper -- Health -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2192	Q4200509I3	Frequency Read - Daily Newspaper Section - Newspaper -- International news/world section -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2193	Q4200510I3	Frequency Read - Daily Newspaper Section - Newspaper -- Local & regional news -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2194	Q4200511I3	Frequency Read - Daily Newspaper Section - Newspaper -- Movie & entertainment -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2195	Q4200512I3	Frequency Read - Daily Newspaper Section - Newspaper -- National news -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2196	Q4200513I3	Frequency Read - Daily Newspaper Section - Newspaper -- New homes section -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2197	Q4200514I3	Frequency Read - Daily Newspaper Section - Newspaper -- Real estate listings -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2198	Q4200515I3	Frequency Read - Daily Newspaper Section - Newspaper -- Sports -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2199	Q4200516I3	Frequency Read - Daily Newspaper Section - Newspaper -- Travel -- Occas./Freq.	Media: Usage - Print (Newspaper) - English	13
2200	Q420070C01	How Read - Daily Newspapers -- I read most or all pages/sections	Media: Usage - Print (Newspaper) - English	13
2201	Q420070C02	How Read - Daily Newspapers -- I read selected pages/sections only	Media: Usage - Print (Newspaper) - English	13
2202	Q420070C03	How Read - Daily Newspapers -- I read selected pages/sections and skim through the rest of the paper quickly	Media: Usage - Print (Newspaper) - English	13
2203	Q420070C04	How Read - Daily Newspapers -- I look through the whole paper casually	Media: Usage - Print (Newspaper) - English	13
2204	Q420080C01	Looking for advertisements while reading - Frequency - Daily Newspaper -- Never	Media: Usage - Print (Newspaper) - English	13
2205	Q420080C02	Looking for advertisements while reading - Frequency - Daily Newspaper -- Seldom	Media: Usage - Print (Newspaper) - English	13
2206	Q420080C03	Looking for advertisements while reading - Frequency - Daily Newspaper -- Occasionally	Media: Usage - Print (Newspaper) - English	13
2207	Q420080C04	Looking for advertisements while reading - Frequency - Daily Newspaper -- Frequently	Media: Usage - Print (Newspaper) - English	13
2208	Q4200901C1	Usually Read - Daily Newspaper -- Between 6:01 a.m. and 10 a.m.	Media: Usage - Print (Newspaper) - English	13
2209	Q4200902C1	Usually Read - Daily Newspaper -- Between 10:01 a.m. and noon	Media: Usage - Print (Newspaper) - English	13
2210	Q4200903C1	Usually Read - Daily Newspaper -- Between 12:01 p.m. and 3 p.m.	Media: Usage - Print (Newspaper) - English	13
2211	Q4200904C1	Usually Read - Daily Newspaper -- Between 3:01 p.m. and 6 p.m.	Media: Usage - Print (Newspaper) - English	13
2212	Q4200905C1	Usually Read - Daily Newspaper -- Between 6:01 p.m. and 7 p.m.	Media: Usage - Print (Newspaper) - English	13
2213	Q4200906C1	Usually Read - Daily Newspaper -- Between 7:01 p.m. and 9 p.m.	Media: Usage - Print (Newspaper) - English	13
2214	Q4200907C1	Usually Read - Daily Newspaper -- Between 9:01 p.m. and midnight	Media: Usage - Print (Newspaper) - English	13
2215	Q4200908C1	Usually Read - Daily Newspaper -- Between midnight and 6 a.m.	Media: Usage - Print (Newspaper) - English	13
2216	Q420100C02	Read [Yest] - Daily Newspaper -- Yes	Media: Usage - Print (Newspaper) - English	13
2217	Q420110C01	Frequency of reading - Weekdays - Daily Newspaper -- Never	Media: Usage - Print (Newspaper) - English	13
2218	Q420110C02	Frequency of reading - Weekdays - Daily Newspaper -- Less than 1 day a week	Media: Usage - Print (Newspaper) - English	13
2219	Q420110C03	Frequency of reading - Weekdays - Daily Newspaper -- 1 day	Media: Usage - Print (Newspaper) - English	13
2220	Q420110C04	Frequency of reading - Weekdays - Daily Newspaper -- 2 days	Media: Usage - Print (Newspaper) - English	13
2221	Q420110C05	Frequency of reading - Weekdays - Daily Newspaper -- 3 days	Media: Usage - Print (Newspaper) - English	13
2222	Q420110C06	Frequency of reading - Weekdays - Daily Newspaper -- 4 days	Media: Usage - Print (Newspaper) - English	13
2223	Q420110C07	Frequency of reading - Weekdays - Daily Newspaper -- 5 days	Media: Usage - Print (Newspaper) - English	13



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2224	Q4201100AO	Frequency of reading - Weekdays - Daily Newspaper -- 1+(Days)	Media: Usage - Print (Newspaper) - English	13
2225	Q4201100IO	Frequency of reading - Weekdays - Daily Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2226	Q421010C01	Frequency of reading - Weekend - Daily Newspaper -- None	Media: Usage - Print (Newspaper) - English	13
2227	Q421010C02	Frequency of reading - Weekend - Daily Newspaper -- Less than 1 day	Media: Usage - Print (Newspaper) - English	13
2228	Q421010C03	Frequency of reading - Weekend - Daily Newspaper -- 1 day	Media: Usage - Print (Newspaper) - English	13
2229	Q421010C04	Frequency of reading - Weekend - Daily Newspaper -- 2 days	Media: Usage - Print (Newspaper) - English	13
2230	Q4210100AO	Frequency of reading - Weekend - Daily Newspaper -- 1+(Days)	Media: Usage - Print (Newspaper) - English	13
2231	Q4210100IO	Frequency of reading - Weekend - Daily Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2232	Q421020C02	Paid Home Delivery Subscription - Local Daily Newspaper -- Yes	Media: Usage - Print (Newspaper) - English	13
2233	Q8911000NO	Hours Spent [Total] - Weekly - Daily Newspaper -- 1+(Minutes)	Media: Usage - Print (Newspaper) - English	13
2234	Q8911000IO	Hours Spent [Total] - Weekly - Daily Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2235	Q891110C01	Minutes Spent - Weekday - Daily Newspaper -- Less than 15 mins	Media: Usage - Print (Newspaper) - English	13
2236	Q891110C02	Minutes Spent - Weekday - Daily Newspaper -- 15 to 29 mins	Media: Usage - Print (Newspaper) - English	13
2237	Q891110C03	Minutes Spent - Weekday - Daily Newspaper -- 30 to 44 mins	Media: Usage - Print (Newspaper) - English	13
2238	Q891110C04	Minutes Spent - Weekday - Daily Newspaper -- 45 to 59 mins	Media: Usage - Print (Newspaper) - English	13
2239	Q891110C05	Minutes Spent - Weekday - Daily Newspaper -- 60 to 90 mins	Media: Usage - Print (Newspaper) - English	13
2240	Q891110C06	Minutes Spent - Weekday - Daily Newspaper -- More than 90 mins	Media: Usage - Print (Newspaper) - English	13
2241	Q8911100AO	Minutes Spent - Weekday - Daily Newspaper -- 1+(Minutes)	Media: Usage - Print (Newspaper) - English	13
2242	Q8911100IO	Minutes Spent - Weekday - Daily Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2243	Q891120C01	Minutes Spent - Weekend - Daily Newspaper -- Less than 15 mins	Media: Usage - Print (Newspaper) - English	13
2244	Q891120C02	Minutes Spent - Weekend - Daily Newspaper -- 15 to 29 mins	Media: Usage - Print (Newspaper) - English	13
2245	Q891120C03	Minutes Spent - Weekend - Daily Newspaper -- 30 to 44 mins	Media: Usage - Print (Newspaper) - English	13
2246	Q891120C04	Minutes Spent - Weekend - Daily Newspaper -- 45 to 59 mins	Media: Usage - Print (Newspaper) - English	13
2247	Q891120C05	Minutes Spent - Weekend - Daily Newspaper -- 60 to 90 mins	Media: Usage - Print (Newspaper) - English	13
2248	Q891120C06	Minutes Spent - Weekend - Daily Newspaper -- More than 90 mins	Media: Usage - Print (Newspaper) - English	13
2249	Q8911200AO	Minutes Spent - Weekend - Daily Newspaper -- 1+(Minutes)	Media: Usage - Print (Newspaper) - English	13
2250	Q8911200IO	Minutes Spent - Weekend - Daily Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2251	Q892040C01	Hours Spent [Total] - Weekly - Daily Newspaper -- Less than 1 hour	Media: Usage - Print (Newspaper) - English	13
2252	Q892040C02	Hours Spent [Total] - Weekly - Daily Newspaper -- 1 to 2 hours	Media: Usage - Print (Newspaper) - English	13
2253	Q892040C03	Hours Spent [Total] - Weekly - Daily Newspaper -- 2.01 to 3 hours	Media: Usage - Print (Newspaper) - English	13
2254	Q892040C04	Hours Spent [Total] - Weekly - Daily Newspaper -- 3.01 to 4 hours	Media: Usage - Print (Newspaper) - English	13
2255	Q892040C05	Hours Spent [Total] - Weekly - Daily Newspaper -- 4.01 to 6 hours	Media: Usage - Print (Newspaper) - English	13
2256	Q892040C06	Hours Spent [Total] - Weekly - Daily Newspaper -- 6.01 to 8 hours	Media: Usage - Print (Newspaper) - English	13
2257	Q892040C07	Hours Spent [Total] - Weekly - Daily Newspaper -- 8.01 to 10 hours	Media: Usage - Print (Newspaper) - English	13
2258	Q892040C08	Hours Spent [Total] - Weekly - Daily Newspaper -- More than 10 hours	Media: Usage - Print (Newspaper) - English	13
2259	Q8920400AO	Hours Spent [Total] - Weekly - Daily Newspaper -- 1+(Hours)	Media: Usage - Print (Newspaper) - English	13
2260	Q8920400IO	Hours Spent [Total] - Weekly - Daily Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2261	Q891140C01	Quintiles - Daily Newspapers -- Light	Media: Usage - Print (Newspaper) - English	13
2262	Q891140C02	Quintiles - Daily Newspapers -- Medium Light	Media: Usage - Print (Newspaper) - English	13
2263	Q891140C03	Quintiles - Daily Newspapers -- Medium	Media: Usage - Print (Newspaper) - English	13
2264	Q891140C04	Quintiles - Daily Newspapers -- Medium Heavy	Media: Usage - Print (Newspaper) - English	13
2265	Q891140C05	Quintiles - Daily Newspapers -- Heavy	Media: Usage - Print (Newspaper) - English	13
2266	Q891130C01	Terciles - Daily Newspapers -- Light	Media: Usage - Print (Newspaper) - English	13
2267	Q891130C02	Terciles - Daily Newspapers -- Medium	Media: Usage - Print (Newspaper) - English	13
2268	Q891130C03	Terciles - Daily Newspapers -- Heavy	Media: Usage - Print (Newspaper) - English	13
2269	Q4450701C1	Other Media Used While Reading - Community Newspaper -- Television	Media: Usage - Print (Newspaper)	13
2270	Q4450702C1	Other Media Used While Reading - Community Newspaper -- Radio	Media: Usage - Print (Newspaper)	13
2271	Q4450703C1	Other Media Used While Reading - Community Newspaper -- Internet	Media: Usage - Print (Newspaper)	13
2272	Q4450704C1	Other Media Used While Reading - Community Newspaper -- Daily Newspapers	Media: Usage - Print (Newspaper)	13
2273	Q4450705C1	Other Media Used While Reading - Community Newspaper -- Magazines	Media: Usage - Print (Newspaper)	13
2274	Q4450706C1	Other Media Used While Reading - Community Newspaper -- No other media	Media: Usage - Print (Newspaper)	13
2275	Q430010C01	Frequency of reading - Community Newspaper -- Never	Media: Usage - Print (Newspaper) - English	13
2276	Q430010C02	Frequency of reading - Community Newspaper -- Seldom	Media: Usage - Print (Newspaper) - English	13
2277	Q430010C03	Frequency of reading - Community Newspaper -- Occasionally	Media: Usage - Print (Newspaper) - English	13
2278	Q430010C04	Frequency of reading - Community Newspaper -- Frequently	Media: Usage - Print (Newspaper) - English	13
2279	Q4300200NO	Time Spent Reading - Community Newspaper -- 1+(Minutes)	Media: Usage - Print (Newspaper) - English	13
2280	Q4300200IO	Time Spent Reading - Community Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2281	Q4300300NO	Number of Community Newspapers Read [Avg Mth] -- 1+(Issues)	Media: Usage - Print (Newspaper) - English	13
2282	Q4300300IO	Number of Community Newspapers Read [Avg Mth] -- 1+	Media: Usage - Print (Newspaper) - English	13
2283	Q430040C02	Read [Yest] - Community Newspaper -- Yes	Media: Usage - Print (Newspaper) - English	13
2284	Q431010C02	Read [Pst Wk] - Community Newspaper -- Yes	Media: Usage - Print (Newspaper) - English	13
2285	Q8911500AO	Minutes Spent - Community Newspaper -- 1+(Minutes)	Media: Usage - Print (Newspaper) - English	13
2286	Q8911500IO	Minutes Spent - Community Newspaper -- 1+	Media: Usage - Print (Newspaper) - English	13
2287	Q891170C01	Quintiles - Community Newspaper -- Light	Media: Usage - Print (Newspaper) - English	13
2288	Q891170C02	Quintiles - Community Newspaper -- Medium Light	Media: Usage - Print (Newspaper) - English	13
2289	Q891170C03	Quintiles - Community Newspaper -- Medium	Media: Usage - Print (Newspaper) - English	13
2290	Q891170C04	Quintiles - Community Newspaper -- Medium Heavy	Media: Usage - Print (Newspaper) - English	13
2291	Q891170C05	Quintiles - Community Newspaper -- Heavy	Media: Usage - Print (Newspaper) - English	13
2292	Q891180C00	Number of Local Community Newspapers Read -- None	Media: Usage - Print (Newspaper) - English	13
2293	Q891180C01	Number of Local Community Newspapers Read -- 1	Media: Usage - Print (Newspaper) - English	13
2294	Q891180C02	Number of Local Community Newspapers Read -- 2	Media: Usage - Print (Newspaper) - English	13
2295	Q891180C03	Number of Local Community Newspapers Read -- 3	Media: Usage - Print (Newspaper) - English	13
2296	Q891180C04	Number of Local Community Newspapers Read -- 4	Media: Usage - Print (Newspaper) - English	13
2297	Q891180C05	Number of Local Community Newspapers Read -- 5+	Media: Usage - Print (Newspaper) - English	13
2298	Q8911800AO	Number of Local Community Newspapers Read -- 1+(Issues)	Media: Usage - Print (Newspaper) - English	13
2299	Q8911800IO	Number of Local Community Newspapers Read -- 1+	Media: Usage - Print (Newspaper) - English	13
2300	Q4100301C2	Have Access - Internet -- At home -- Yes	Media: Usage - Internet	14
2301	Q4100302C2	Have Access - Internet -- At work -- Yes	Media: Usage - Internet	14
2302	Q4100303C2	Have Access - Internet -- At school/college/university -- Yes	Media: Usage - Internet	14
2303	Q4100304C2	Have Access - Internet -- At some other location -- Yes	Media: Usage - Internet	14
2304	Q4120101C2	Access using mobile devices - Internet -- Mobile phones or smartphones -- Yes	Media: Usage - Internet	14
2305	Q4120102C2	Access using mobile devices - Internet -- Tablets -- Yes	Media: Usage - Internet	14
2306	Q411020C01	Home Connection - Internet -- ADSL/DSL/Fibre optic	Media: Usage - Internet	14
2307	Q411020C02	Home Connection - Internet -- Cable high speed	Media: Usage - Internet	14



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2308	Q411020C03	Home Connection - Internet -- Mobile broadband modem or data stick	Media: Usage - Internet	14
2309	Q411020C04	Home Connection - Internet -- Other type of Internet access	Media: Usage - Internet	14
2310	Q411020C05	Home Connection - Internet -- Don't know	Media: Usage - Internet	14
2311	Q411020C09	Home Connection - Internet -- None, don't have Internet access at home	Media: Usage - Internet	14
2312	Q411030C02	Used Internet Yesterday -- Yes	Media: Usage - Internet	14
2313	Q4100601C1	Activity [Pst Mth] - Internet -- Access a news site	Media: Usage - Internet	14
2314	Q4100602C1	Activity [Pst Mth] - Internet -- Access a radio station's website	Media: Usage - Internet	14
2315	Q4100603C1	Activity [Pst Mth] - Internet -- Access a TV station's website	Media: Usage - Internet	14
2316	Q4100604C1	Activity [Pst Mth] - Internet -- Access automotive news/content	Media: Usage - Internet	14
2317	Q4100605C1	Activity [Pst Mth] - Internet -- Access celebrity gossip content	Media: Usage - Internet	14
2318	Q4100606C1	Activity [Pst Mth] - Internet -- Access fashion or beauty-related content	Media: Usage - Internet	14
2319	Q4100607C1	Activity [Pst Mth] - Internet -- Access food/recipes content	Media: Usage - Internet	14
2320	Q4100608C1	Activity [Pst Mth] - Internet -- Access health-related content	Media: Usage - Internet	14
2321	Q4100609C1	Activity [Pst Mth] - Internet -- Access home furnishings/decor-related content	Media: Usage - Internet	14
2322	Q4100611C1	Activity [Pst Mth] - Internet -- Access professional sports content	Media: Usage - Internet	14
2323	Q4100612C1	Activity [Pst Mth] - Internet -- Access real estate listings/sites	Media: Usage - Internet	14
2324	Q4100613C1	Activity [Pst Mth] - Internet -- Access restaurant guides/reviews	Media: Usage - Internet	14
2325	Q4100614C1	Activity [Pst Mth] - Internet -- Access travel content	Media: Usage - Internet	14
2326	Q4100615C1	Activity [Pst Mth] - Internet -- Click on an Internet advertisement	Media: Usage - Internet	14
2327	Q4100616C1	Activity [Pst Mth] - Internet -- Consult consumer reviews	Media: Usage - Internet	14
2328	Q4100618C1	Activity [Pst Mth] - Internet -- Do banking/pay bills online	Media: Usage - Internet	14
2329	Q4100620C1	Activity [Pst Mth] - Internet -- Download any video content	Media: Usage - Internet	14
2330	Q4100621C1	Activity [Pst Mth] - Internet -- Download music/MP3 files (free or paid)	Media: Usage - Internet	14
2331	Q4100622C1	Activity [Pst Mth] - Internet -- Download/print discount coupon	Media: Usage - Internet	14
2332	Q4100623C1	Activity [Pst Mth] - Internet -- Enter online contests	Media: Usage - Internet	14
2333	Q4100624C1	Activity [Pst Mth] - Internet -- Listen to a podcast	Media: Usage - Internet	14
2334	Q4100625C1	Activity [Pst Mth] - Internet -- Listen to a radio broadcast via streaming audio	Media: Usage - Internet	14
2335	Q4100626C1	Activity [Pst Mth] - Internet -- Listen to Internet-only music service	Media: Usage - Internet	14
2336	Q4100627C1	Activity [Pst Mth] - Internet -- Participate in an online social network	Media: Usage - Internet	14
2337	Q4100628C1	Activity [Pst Mth] - Internet -- Place/respond to an online classified advertisement	Media: Usage - Internet	14
2338	Q4100629C1	Activity [Pst Mth] - Internet -- Play online games	Media: Usage - Internet	14
2339	Q4100630C1	Activity [Pst Mth] - Internet -- Purchase group deal	Media: Usage - Internet	14
2340	Q4100631C1	Activity [Pst Mth] - Internet -- Purchase products or services	Media: Usage - Internet	14
2341	Q4100632C1	Activity [Pst Mth] - Internet -- Read or look into on-line magazines	Media: Usage - Internet	14
2342	Q4100633C1	Activity [Pst Mth] - Internet -- Read or look into on-line newspapers	Media: Usage - Internet	14
2343	Q4100635C1	Activity [Pst Mth] - Internet -- Research products/services you might like to try or buy	Media: Usage - Internet	14
2344	Q4100638C1	Activity [Pst Mth] - Internet -- Share/refer/link friends or people you know to a website or an article	Media: Usage - Internet	14
2345	Q4100640C1	Activity [Pst Mth] - Internet -- Use maps/directions service	Media: Usage - Internet	14
2346	Q4100641C1	Activity [Pst Mth] - Internet -- Use online telephone directory to locate phone number/address	Media: Usage - Internet	14
2347	Q4100642C1	Activity [Pst Mth] - Internet -- Watch a TV broadcast via streaming video	Media: Usage - Internet	14
2348	Q4100643C1	Activity [Pst Mth] - Internet -- Watch any other streaming video (not a TV broadcast, not a download)	Media: Usage - Internet	14
2349	Q4100700AO	Days Connected [Avg Wk] - Internet -- 1+(Days)	Media: Usage - Internet	14
2350	Q4100700IO	Days Connected [Avg Wk] - Internet -- 1+	Media: Usage - Internet	14
2351	Q4100800AO	Days Connected [Avg Wknd] - Internet -- 1+(Days)	Media: Usage - Internet	14
2352	Q4100800IO	Days Connected [Avg Wknd] - Internet -- 1+	Media: Usage - Internet	14
2353	Q4100901C1	Used Online Social Networks [Pst Mth] - Internet -- Facebook	Media: Usage - Internet	14
2354	Q4100902C1	Used Online Social Networks [Pst Mth] - Internet -- Google+	Media: Usage - Internet	14
2355	Q4100903C1	Used Online Social Networks [Pst Mth] - Internet -- Instagram	Media: Usage - Internet	14
2356	Q4100904C1	Used Online Social Networks [Pst Mth] - Internet -- LinkedIn	Media: Usage - Internet	14
2357	Q4100905C1	Used Online Social Networks [Pst Mth] - Internet -- Pinterest	Media: Usage - Internet	14
2358	Q4100906C1	Used Online Social Networks [Pst Mth] - Internet -- Tumblr	Media: Usage - Internet	14
2359	Q4100907C1	Used Online Social Networks [Pst Mth] - Internet -- Twitter	Media: Usage - Internet	14
2360	Q4100908C1	Used Online Social Networks [Pst Mth] - Internet -- Online/Internet dating sites	Media: Usage - Internet	14
2361	Q4100909C1	Used Online Social Networks [Pst Mth] - Internet -- Video/photo sharing	Media: Usage - Internet	14
2362	Q4100910C1	Used Online Social Networks [Pst Mth] - Internet -- Other	Media: Usage - Internet	14
2363	Q4110401NO	Weekday Browsing - Internet -- weekdays 6am - 9am -- 1+(Minutes)	Media: Usage - Internet	14
2364	Q4110401IO	Weekday Browsing - Internet -- weekdays 6am - 9am -- 1+	Media: Usage - Internet	14
2365	Q4110402NO	Weekday Browsing - Internet -- weekdays 9am - noon -- 1+(Minutes)	Media: Usage - Internet	14
2366	Q4110402IO	Weekday Browsing - Internet -- weekdays 9am - noon -- 1+	Media: Usage - Internet	14
2367	Q4110403NO	Weekday Browsing - Internet -- weekdays Noon - 5pm -- 1+(Minutes)	Media: Usage - Internet	14
2368	Q4110403IO	Weekday Browsing - Internet -- weekdays Noon - 5pm -- 1+	Media: Usage - Internet	14
2369	Q4110404NO	Weekday Browsing - Internet -- weekdays 5pm - 7pm -- 1+(Minutes)	Media: Usage - Internet	14
2370	Q4110404IO	Weekday Browsing - Internet -- weekdays 5pm - 7pm -- 1+	Media: Usage - Internet	14
2371	Q4110405NO	Weekday Browsing - Internet -- weekdays 7pm - 11pm -- 1+(Minutes)	Media: Usage - Internet	14
2372	Q4110405IO	Weekday Browsing - Internet -- weekdays 7pm - 11pm -- 1+	Media: Usage - Internet	14
2373	Q4110406NO	Weekday Browsing - Internet -- weekdays 11pm - 2am -- 1+(Minutes)	Media: Usage - Internet	14
2374	Q4110406IO	Weekday Browsing - Internet -- weekdays 11pm - 2am -- 1+	Media: Usage - Internet	14
2375	Q4110407NO	Weekday Browsing - Internet -- weekdays 2am - 6am -- 1+(Minutes)	Media: Usage - Internet	14
2376	Q4110407IO	Weekday Browsing - Internet -- weekdays 2am - 6am -- 1+	Media: Usage - Internet	14
2377	Q4110501NO	Weekend Browsing - Internet -- weekends 6am - 9am -- 1+(Minutes)	Media: Usage - Internet	14
2378	Q4110501IO	Weekend Browsing - Internet -- weekends 6am - 9am -- 1+	Media: Usage - Internet	14
2379	Q4110502NO	Weekend Browsing - Internet -- weekends 9am - noon -- 1+(Minutes)	Media: Usage - Internet	14
2380	Q4110502IO	Weekend Browsing - Internet -- weekends 9am - noon -- 1+	Media: Usage - Internet	14
2381	Q4110503NO	Weekend Browsing - Internet -- weekends Noon - 5pm -- 1+(Minutes)	Media: Usage - Internet	14
2382	Q4110503IO	Weekend Browsing - Internet -- weekends Noon - 5pm -- 1+	Media: Usage - Internet	14
2383	Q4110504NO	Weekend Browsing - Internet -- weekends 5pm - 7pm -- 1+(Minutes)	Media: Usage - Internet	14
2384	Q4110504IO	Weekend Browsing - Internet -- weekends 5pm - 7pm -- 1+	Media: Usage - Internet	14
2385	Q4110505NO	Weekend Browsing - Internet -- weekends 7pm - 11pm -- 1+(Minutes)	Media: Usage - Internet	14
2386	Q4110505IO	Weekend Browsing - Internet -- weekends 7pm - 11pm -- 1+	Media: Usage - Internet	14
2387	Q4110506NO	Weekend Browsing - Internet -- weekends 11pm - 2am -- 1+(Minutes)	Media: Usage - Internet	14
2388	Q4110506IO	Weekend Browsing - Internet -- weekends 11pm - 2am -- 1+	Media: Usage - Internet	14
2389	Q4110507NO	Weekend Browsing - Internet -- weekends 2am - 6am -- 1+(Minutes)	Media: Usage - Internet	14
2390	Q4110507IO	Weekend Browsing - Internet -- weekends 2am - 6am -- 1+	Media: Usage - Internet	14
2391	Q8912900NO	Hours Spent [Avg Day] - All Week - Internet -- 1+(Minutes)	Media: Usage - Internet	14

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2392	Q8912900I0	Hours Spent [Avg Day] - All Week - Internet -- 1+	Media: Usage - Internet	14
2393	Q891300C01	Hours Spent [Avg Day] - All Week - Internet -- Less than 1 hour	Media: Usage - Internet	14
2394	Q891300C02	Hours Spent [Avg Day] - All Week - Internet -- 1 to 2 hours	Media: Usage - Internet	14
2395	Q891300C03	Hours Spent [Avg Day] - All Week - Internet -- 2.01 to 3 hours	Media: Usage - Internet	14
2396	Q891300C04	Hours Spent [Avg Day] - All Week - Internet -- 3.01 to 4 hours	Media: Usage - Internet	14
2397	Q891300C05	Hours Spent [Avg Day] - All Week - Internet -- More than 4 hours	Media: Usage - Internet	14
2398	Q8913100N0	Hours Spent [Total] - All Week - Internet -- 1+(Minutes)	Media: Usage - Internet	14
2399	Q8913100I0	Hours Spent [Total] - All Week - Internet -- 1+	Media: Usage - Internet	14
2400	Q891320C01	Hours Spent [Total] - All Week - Internet -- Less than 5 hours	Media: Usage - Internet	14
2401	Q891320C02	Hours Spent [Total] - All Week - Internet -- 5 to 10 hours	Media: Usage - Internet	14
2402	Q891320C03	Hours Spent [Total] - All Week - Internet -- 10.01 to 15 hours	Media: Usage - Internet	14
2403	Q891320C04	Hours Spent [Total] - All Week - Internet -- 15.01 to 25 hours	Media: Usage - Internet	14
2404	Q891320C05	Hours Spent [Total] - All Week - Internet -- More than 25 hours	Media: Usage - Internet	14
2405	Q891330C01	Terciles - Internet -- Light	Media: Usage - Internet	14
2406	Q891330C02	Terciles - Internet -- Medium	Media: Usage - Internet	14
2407	Q891330C03	Terciles - Internet -- Heavy	Media: Usage - Internet	14
2408	Q891340C01	Quintiles - Internet -- Light	Media: Usage - Internet	14
2409	Q891340C02	Quintiles - Internet -- Medium Light	Media: Usage - Internet	14
2410	Q891340C03	Quintiles - Internet -- Medium	Media: Usage - Internet	14
2411	Q891340C04	Quintiles - Internet -- Medium Heavy	Media: Usage - Internet	14
2412	Q891340C05	Quintiles - Internet -- Heavy	Media: Usage - Internet	14
2413	Q8913900N0	Hours Spent [Total] - Weekday - Internet -- 1+(Minutes)	Media: Usage - Internet	14
2414	Q8913900I0	Hours Spent [Total] - Weekday - Internet -- 1+	Media: Usage - Internet	14
2415	Q891370C01	Hours Spent [Total] - Weekday - Internet -- Less than 5 hours	Media: Usage - Internet	14
2416	Q891370C02	Hours Spent [Total] - Weekday - Internet -- 5 to 10 hours	Media: Usage - Internet	14
2417	Q891370C03	Hours Spent [Total] - Weekday - Internet -- 10.01 to 15 hours	Media: Usage - Internet	14
2418	Q891370C04	Hours Spent [Total] - Weekday - Internet -- 15.01 to 25 hours	Media: Usage - Internet	14
2419	Q891370C05	Hours Spent [Total] - Weekday - Internet -- More than 25 hours	Media: Usage - Internet	14
2420	Q8914000N0	Hours Spent [Total] - Weekend - Internet -- 1+(Minutes)	Media: Usage - Internet	14
2421	Q8914000I0	Hours Spent [Total] - Weekend - Internet -- 1+	Media: Usage - Internet	14
2422	Q891380C01	Hours Spent [Total] - Weekend - Internet -- Less than 1 hour	Media: Usage - Internet	14
2423	Q891380C02	Hours Spent [Total] - Weekend - Internet -- 1 to 2 hours	Media: Usage - Internet	14
2424	Q891380C03	Hours Spent [Total] - Weekend - Internet -- 2.01 to 3 hours	Media: Usage - Internet	14
2425	Q891380C04	Hours Spent [Total] - Weekend - Internet -- 3.01 to 4 hours	Media: Usage - Internet	14
2426	Q891380C05	Hours Spent [Total] - Weekend - Internet -- More than 4 hours	Media: Usage - Internet	14
2427	Q8926000N0	Hours Spent [Avg Day] - Weekday - Internet -- 1+(Minutes)	Media: Usage - Internet	14
2428	Q8926000I0	Hours Spent [Avg Day] - Weekday - Internet -- 1+	Media: Usage - Internet	14
2429	Q892610C01	Hours Spent [Avg Day] - Weekday - Internet -- Less than 1 hour	Media: Usage - Internet	14
2430	Q892610C02	Hours Spent [Avg Day] - Weekday - Internet -- 1 to 2 hours	Media: Usage - Internet	14
2431	Q892610C03	Hours Spent [Avg Day] - Weekday - Internet -- 2.01 to 3 hours	Media: Usage - Internet	14
2432	Q892610C04	Hours Spent [Avg Day] - Weekday - Internet -- 3.01 to 4 hours	Media: Usage - Internet	14
2433	Q892610C05	Hours Spent [Avg Day] - Weekday - Internet -- More than 4 hours	Media: Usage - Internet	14
2434	Q8926200N0	Hours Spent [Avg Day] - Weekend - Internet -- 1+(Minutes)	Media: Usage - Internet	14
2435	Q8926200I0	Hours Spent [Avg Day] - Weekend - Internet -- 1+	Media: Usage - Internet	14
2436	Q892630C01	Hours Spent [Avg Day] - Weekend - Internet -- Less than 1 hour	Media: Usage - Internet	14
2437	Q892630C02	Hours Spent [Avg Day] - Weekend - Internet -- 1 to 2 hours	Media: Usage - Internet	14
2438	Q892630C03	Hours Spent [Avg Day] - Weekend - Internet -- 2.01 to 3 hours	Media: Usage - Internet	14
2439	Q892630C04	Hours Spent [Avg Day] - Weekend - Internet -- 3.01 to 4 hours	Media: Usage - Internet	14
2440	Q892630C05	Hours Spent [Avg Day] - Weekend - Internet -- More than 4 hours	Media: Usage - Internet	14
2441	Q4450103C1	Actively Avoid Advertising on -- Internet (e.g. block/ignore ads) -- Never	Media: Usage - Internet	14
2442	Q4450103C2	Actively Avoid Advertising on -- Internet (e.g. block/ignore ads) -- Seldom	Media: Usage - Internet	14
2443	Q4450103C3	Actively Avoid Advertising on -- Internet (e.g. block/ignore ads) -- Occasionally	Media: Usage - Internet	14
2444	Q4450103C4	Actively Avoid Advertising on -- Internet (e.g. block/ignore ads) -- Frequently	Media: Usage - Internet	14
2445	Q4450501C1	Other Media Used While Browsing - Internet -- Television	Media: Usage - Internet	14
2446	Q4450502C1	Other Media Used While Browsing - Internet -- Radio	Media: Usage - Internet	14
2447	Q4450503C1	Other Media Used While Browsing - Internet -- Daily Newspapers	Media: Usage - Internet	14
2448	Q4450504C1	Other Media Used While Browsing - Internet -- Community Newspapers	Media: Usage - Internet	14
2449	Q4450505C1	Other Media Used While Browsing - Internet -- Magazines	Media: Usage - Internet	14
2450	Q4450506C1	Other Media Used While Browsing - Internet -- No other media	Media: Usage - Internet	14
2451	Q4400301I3	Frequency of Use - Direct Mail -- Coupons -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2452	Q4400302I3	Frequency of Use - Direct Mail -- Direct email offers -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2453	Q4400303I3	Frequency of Use - Direct Mail -- Flyers delivered to the door or in the mail -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2454	Q4400304I3	Frequency of Use - Direct Mail -- Flyers inserted into a community newspaper -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2455	Q4400305I3	Frequency of Use - Direct Mail -- Flyers inserted into a daily newspaper -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2456	Q4400306I3	Frequency of Use - Direct Mail -- General information from the Internet/websites -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2457	Q4400307I3	Frequency of Use - Direct Mail -- Local store catalogues -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2458	Q4400308I3	Frequency of Use - Direct Mail -- Mail order -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2459	Q4400309I3	Frequency of Use - Direct Mail -- Online flyers -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2460	Q4400310I3	Frequency of Use - Direct Mail -- Yellow Pages (print or online) -- Occas./Freq.	Media: Usage - Direct & Outdoor	14
2461	Q440040C01	Opinion of - Flyers to Door/By Mail -- Very favourable	Media: Usage - Direct & Outdoor	14
2462	Q440040C02	Opinion of - Flyers to Door/By Mail -- Somewhat favourable	Media: Usage - Direct & Outdoor	14
2463	Q440040C03	Opinion of - Flyers to Door/By Mail -- Somewhat unfavourable	Media: Usage - Direct & Outdoor	14
2464	Q440040C04	Opinion of - Flyers to Door/By Mail -- Very unfavourable	Media: Usage - Direct & Outdoor	14
2465	Q4451301C1	Noticed advertising [Pst Wk] - Out-of-Home -- Billboards	Media: Usage - Direct & Outdoor	14
2466	Q4451302C1	Noticed advertising [Pst Wk] - Out-of-Home -- Digital billboards	Media: Usage - Direct & Outdoor	14
2467	Q4451303C1	Noticed advertising [Pst Wk] - Out-of-Home -- Movie theater ads	Media: Usage - Direct & Outdoor	14
2468	Q4451304C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters inside buses	Media: Usage - Direct & Outdoor	14
2469	Q4451305C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters inside subway/metro cars	Media: Usage - Direct & Outdoor	14
2470	Q4451306C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters on bus exteriors	Media: Usage - Direct & Outdoor	14
2471	Q4451307C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters inside commuter trains	Media: Usage - Direct & Outdoor	14
2472	Q4451308C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters inside shopping malls	Media: Usage - Direct & Outdoor	14
2473	Q4451309C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters inside public washrooms	Media: Usage - Direct & Outdoor	14
2474	Q4451310C1	Noticed advertising [Pst Wk] - Out-of-Home -- Screens inside elevators	Media: Usage - Direct & Outdoor	14
2475	Q4451311C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters on taxis	Media: Usage - Direct & Outdoor	14



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2476	Q4451312C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters/screens on subway/metro platforms	Media: Usage - Direct & Outdoor	14
2477	Q4451313C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters/screens on transit shelters	Media: Usage - Direct & Outdoor	14
2478	Q4451314C1	Noticed advertising [Pst Wk] - Out-of-Home -- Posters/screens on other outdoor public spaces (e.g. columns, benches, bike racks)	Media: Usage - Direct & Outdoor	14
2479	Q4950200AO	Trips [Avg Wk] - Local Bus/Streetcar -- 1+(Trips)	Media: Usage - Direct & Outdoor	14
2480	Q4950200IO	Trips [Avg Wk] - Local Bus/Streetcar -- 1+	Media: Usage - Direct & Outdoor	14
2481	Q530000C00	Employment Status -- Presumed employed	Media: Usage - Direct & Outdoor	14
2482	Q5300200AO	Minutes Spent Each Day - Driving from Home to Work -- 1+(Minutes)	Media: Usage - Direct & Outdoor	14
2483	Q5300200IO	Minutes Spent Each Day - Driving from Home to Work -- 1+	Media: Usage - Direct & Outdoor	14
2484	Q5300300AO	Minutes Spent Each Day - Commuting from Home to Work by Public Transit -- 1+(Minutes)	Media: Usage - Direct & Outdoor	14
2485	Q5300300IO	Minutes Spent Each Day - Commuting from Home to Work by Public Transit -- 1+	Media: Usage - Direct & Outdoor	14
2486	Q5310200AO	Commuters in Vehicle [Avg] - Automobile - Commuting -- 1+(People)	Media: Usage - Direct & Outdoor	14
2487	Q5310200IO	Commuters in Vehicle [Avg] - Automobile - Commuting -- 1+	Media: Usage - Direct & Outdoor	14
2488	Q531030C01	Mode - Commuting from Home to Work -- Car/truck/van as driver	Media: Usage - Direct & Outdoor	14
2489	Q531030C02	Mode - Commuting from Home to Work -- Car/truck/van as passenger	Media: Usage - Direct & Outdoor	14
2490	Q531030C03	Mode - Commuting from Home to Work -- Public transit	Media: Usage - Direct & Outdoor	14
2491	Q531030C04	Mode - Commuting from Home to Work -- Walk	Media: Usage - Direct & Outdoor	14
2492	Q531030C05	Mode - Commuting from Home to Work -- Bicycle	Media: Usage - Direct & Outdoor	14
2493	Q531030C06	Mode - Commuting from Home to Work -- Other mode of transportation	Media: Usage - Direct & Outdoor	14
2494	Q4150101C1	New Technology Products/Services -- 4G/LTE mobile phones -- Intend to buy in the next 2 years	New Technology	15
2495	Q4150101C2	New Technology Products/Services -- 4G/LTE mobile phones -- Already purchased	New Technology	15
2496	Q4150103C1	New Technology Products/Services -- Cloud computing (Internet application and data service) -- Intend to buy in the next 2 years	New Technology	15
2497	Q4150103C2	New Technology Products/Services -- Cloud computing (Internet application and data service) -- Already purchased	New Technology	15
2498	Q4150104C1	New Technology Products/Services -- Digital bundle from one service provider -- Intend to buy in the next 2 years	New Technology	15
2499	Q4150104C2	New Technology Products/Services -- Digital bundle from one service provider -- Already purchased	New Technology	15
2500	Q4150105C1	New Technology Products/Services -- HDTV cable or satellite service or fibre optic -- Intend to buy in the next 2 years	New Technology	15
2501	Q4150105C2	New Technology Products/Services -- HDTV cable or satellite service or fibre optic -- Already purchased	New Technology	15
2502	Q4150106C1	New Technology Products/Services -- Internet video devices for TV -- Intend to buy in the next 2 years	New Technology	15
2503	Q4150106C2	New Technology Products/Services -- Internet video devices for TV -- Already purchased	New Technology	15
2504	Q4150107C1	New Technology Products/Services -- Personal video recorder (PVR) -- Intend to buy in the next 2 years	New Technology	15
2505	Q4150107C2	New Technology Products/Services -- Personal video recorder (PVR) -- Already purchased	New Technology	15
2506	Q4150108C1	New Technology Products/Services -- Subscribe to a streaming music service -- Intend to buy in the next 2 years	New Technology	15
2507	Q4150108C2	New Technology Products/Services -- Subscribe to a streaming music service -- Already purchased	New Technology	15
2508	Q4150109C1	New Technology Products/Services -- Subscription based satellite radio service -- Intend to buy in the next 2 years	New Technology	15
2509	Q4150109C2	New Technology Products/Services -- Subscription based satellite radio service -- Already purchased	New Technology	15
2510	Q4150111C1	New Technology Products/Services -- Wearable devices -- Intend to buy in the next 2 years	New Technology	15
2511	Q4150111C2	New Technology Products/Services -- Wearable devices -- Already purchased	New Technology	15
2512	Q360020C01	Supplier - Local Telephone Service -- Aliant/Bell	Telecoms	15
2513	Q360020C03	Supplier - Local Telephone Service -- Telus	Telecoms	15
2514	Q360020C09	Supplier - Local Telephone Service -- Cogeco	Telecoms	15
2515	Q360020C10	Supplier - Local Telephone Service -- Rogers	Telecoms	15
2516	Q360020C11	Supplier - Local Telephone Service -- Shaw	Telecoms	15
2517	Q360020C12	Supplier - Local Telephone Service -- Videotron	Telecoms	15
2518	Q360020C13	Supplier - Local Telephone Service -- Other cable companies	Telecoms	15
2519	Q360020C14	Supplier - Local Telephone Service -- VoIP (any)	Telecoms	15
2520	Q360020C15	Supplier - Local Telephone Service -- Other suppliers	Telecoms	15
2521	Q360020C16	Supplier - Local Telephone Service -- Don't know	Telecoms	15
2522	Q360020C17	Supplier - Local Telephone Service -- Do not have one	Telecoms	15
2523	Q360030C01	Supplier - Long Distance Telephone Service -- Aliant/Bell	Telecoms	15
2524	Q360030C02	Supplier - Long Distance Telephone Service -- Primus	Telecoms	15
2525	Q360030C03	Supplier - Long Distance Telephone Service -- Telus	Telecoms	15
2526	Q360030C09	Supplier - Long Distance Telephone Service -- Cogeco	Telecoms	15
2527	Q360030C10	Supplier - Long Distance Telephone Service -- Rogers	Telecoms	15
2528	Q360030C11	Supplier - Long Distance Telephone Service -- Shaw	Telecoms	15
2529	Q360030C12	Supplier - Long Distance Telephone Service -- Videotron	Telecoms	15
2530	Q360030C13	Supplier - Long Distance Telephone Service -- Other cable companies	Telecoms	15
2531	Q360030C14	Supplier - Long Distance Telephone Service -- VoIP (any)	Telecoms	15
2532	Q360030C15	Supplier - Long Distance Telephone Service -- Other suppliers	Telecoms	15
2533	Q360030C16	Supplier - Long Distance Telephone Service -- Don't know	Telecoms	15
2534	Q360030C17	Supplier - Long Distance Telephone Service -- Do not have one	Telecoms	15
2535	Q3600401C2	Changed Supplier [Pst Yr] -- Local telephone service -- Yes	Telecoms	15
2536	Q3600402C2	Changed Supplier [Pst Yr] -- Long distance telephone service -- Yes	Telecoms	15
2537	Q3700201C1	Use - Wireless -- A cell phone -- Use	Telecoms	15
2538	Q3700202C1	Use - Wireless -- A smartphone -- Use	Telecoms	15
2539	Q3700300AO	Spent [Avg Mth] - Wireless -- 1+(Dollars)	Telecoms	15
2540	Q3700300IO	Spent [Avg Mth] - Wireless -- 1+	Telecoms	15
2541	Q370030C01	Spent [Avg Mth] - Wireless -- Less than \$30 per month	Telecoms	15
2542	Q370030C02	Spent [Avg Mth] - Wireless -- \$30-\$99 per month	Telecoms	15
2543	Q370030C03	Spent [Avg Mth] - Wireless -- \$100 or more per month	Telecoms	15
2544	Q370030C04	Spent [Avg Mth] - Wireless -- Don't know	Telecoms	15
2545	Q3700401C1	Supplier - Wireless -- Bell/Aliant Mobility	Telecoms	15
2546	Q3700402C1	Supplier - Wireless -- Chatr	Telecoms	15
2547	Q3700403C1	Supplier - Wireless -- FIDO	Telecoms	15
2548	Q3700404C1	Supplier - Wireless -- Koodo Mobile	Telecoms	15
2549	Q3700405C1	Supplier - Wireless -- Mobilicity	Telecoms	15
2550	Q3700406C1	Supplier - Wireless -- PC Mobile	Telecoms	15
2551	Q3700407C1	Supplier - Wireless -- Rogers	Telecoms	15
2552	Q3700408C1	Supplier - Wireless -- Telus Mobility	Telecoms	15

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2553	Q3700409C1	Supplier - Wireless -- Videotron	Telecoms	15
2554	Q3700410C1	Supplier - Wireless -- Virgin Mobile	Telecoms	15
2555	Q3700411C1	Supplier - Wireless -- WIND Mobile	Telecoms	15
2556	Q3700412C1	Supplier - Wireless -- Other wireless network provider	Telecoms	15
2557	Q3700413C1	Supplier - Wireless -- Don't know	Telecoms	15
2558	Q3700501C2	Changed your network provider [Pst Yr] - Wireless -- Yes	Telecoms	15
2559	Q3700502C2	Upgraded your service plan or added services [Pst Yr] - Wireless -- Yes	Telecoms	15
2560	Q3700701C1	Used [Pst Wk] - Wireless -- Access social networks	Telecoms	15
2561	Q3700702C1	Used [Pst Wk] - Wireless -- Compare products/prices while shopping	Telecoms	15
2562	Q3700703C1	Used [Pst Wk] - Wireless -- Download apps	Telecoms	15
2563	Q3700704C1	Used [Pst Wk] - Wireless -- Internet search (business, services, products)	Telecoms	15
2564	Q3700705C1	Used [Pst Wk] - Wireless -- Listen to music	Telecoms	15
2565	Q3700706C1	Used [Pst Wk] - Wireless -- Listen to radio	Telecoms	15
2566	Q3700707C1	Used [Pst Wk] - Wireless -- Make purchases/transactions	Telecoms	15
2567	Q3700708C1	Used [Pst Wk] - Wireless -- Play games	Telecoms	15
2568	Q3700709C1	Used [Pst Wk] - Wireless -- Receive store offers by SMS	Telecoms	15
2569	Q3700710C1	Used [Pst Wk] - Wireless -- Redeem a mobile coupon	Telecoms	15
2570	Q3700711C1	Used [Pst Wk] - Wireless -- Scan mobile tagging barcode/QR	Telecoms	15
2571	Q3700712C1	Used [Pst Wk] - Wireless -- Send/receive a text/instant message	Telecoms	15
2572	Q3700713C1	Used [Pst Wk] - Wireless -- Send/receive e-mail	Telecoms	15
2573	Q3700714C1	Used [Pst Wk] - Wireless -- Take pictures/video	Telecoms	15
2574	Q3700715C1	Used [Pst Wk] - Wireless -- Watch TV or video	Telecoms	15
2575	Q3000101C1	Attended/Visited [Pst Yr] - Local Attractions -- Art galleries/museums/science centres	Sports & Leisure	16
2576	Q3000102C1	Attended/Visited [Pst Yr] - Local Attractions -- Exhibitions/carnivals/fairs/markets	Sports & Leisure	16
2577	Q3000103C1	Attended/Visited [Pst Yr] - Local Attractions -- Historical sites	Sports & Leisure	16
2578	Q3000104C1	Attended/Visited [Pst Yr] - Local Attractions -- Parks/city gardens	Sports & Leisure	16
2579	Q3000105C1	Attended/Visited [Pst Yr] - Local Attractions -- Specialty movie theatres/IMAX	Sports & Leisure	16
2580	Q3000106C1	Attended/Visited [Pst Yr] - Local Attractions -- Sporting events/racing events/air shows	Sports & Leisure	16
2581	Q3000107C1	Attended/Visited [Pst Yr] - Local Attractions -- Video arcades/indoor amusement centres	Sports & Leisure	16
2582	Q3000108C1	Attended/Visited [Pst Yr] - Local Attractions -- Theme parks/waterparks/water slides	Sports & Leisure	16
2583	Q3000109C1	Attended/Visited [Pst Yr] - Local Attractions -- Zoos/aquariums/farms/drive-through animal parks	Sports & Leisure	16
2584	Q3000110C1	Attended/Visited [Pst Yr] - Local Attractions -- Other leisure activities/attractions	Sports & Leisure	16
2585	Q3100101C1	Attended/Visited [Pst Yr] - Concerts -- Auditoriums/arenas/stadiums (any)	Sports & Leisure	16
2586	Q3100102C1	Attended/Visited [Pst Yr] - Concerts -- Casinos (any)	Sports & Leisure	16
2587	Q3100103C1	Attended/Visited [Pst Yr] - Concerts -- Night clubs/bars	Sports & Leisure	16
2588	Q3100104C1	Attended/Visited [Pst Yr] - Concerts -- Outdoor stages/parks	Sports & Leisure	16
2589	Q3100105C1	Attended/Visited [Pst Yr] - Concerts -- Theatres/halls	Sports & Leisure	16
2590	Q3100106C1	Attended/Visited [Pst Yr] - Concerts -- Other concert venues	Sports & Leisure	16
2591	Q3200101C1	Attended/Visited [Pst Yr] - Theatre -- Major theatres/halls/auditoriums	Sports & Leisure	16
2592	Q3200102C1	Attended/Visited [Pst Yr] - Theatre -- Community theatres	Sports & Leisure	16
2593	Q3200103C1	Attended/Visited [Pst Yr] - Theatre -- Festivals	Sports & Leisure	16
2594	Q3200104C1	Attended/Visited [Pst Yr] - Theatre -- Other live theatre venues	Sports & Leisure	16
2595	Q3300101C1	Attended [Pst Yr] - Attractions/Events -- Auto shows	Sports & Leisure	16
2596	Q3300102C1	Attended [Pst Yr] - Attractions/Events -- Boat shows	Sports & Leisure	16
2597	Q3300122C1	Attended [Pst Yr] - Attractions/Events -- Book shows	Sports & Leisure	16
2598	Q3300103C1	Attended [Pst Yr] - Attractions/Events -- Bridal shows	Sports & Leisure	16
2599	Q3300104C1	Attended [Pst Yr] - Attractions/Events -- Cottage shows	Sports & Leisure	16
2600	Q3300105C1	Attended [Pst Yr] - Attractions/Events -- Craft shows	Sports & Leisure	16
2601	Q3300106C1	Attended [Pst Yr] - Attractions/Events -- Electronics/photo/video shows	Sports & Leisure	16
2602	Q3300107C1	Attended [Pst Yr] - Attractions/Events -- Fan shows	Sports & Leisure	16
2603	Q3300108C1	Attended [Pst Yr] - Attractions/Events -- Fitness/golf/ski shows	Sports & Leisure	16
2604	Q3300109C1	Attended [Pst Yr] - Attractions/Events -- Food/wine shows	Sports & Leisure	16
2605	Q3300110C1	Attended [Pst Yr] - Attractions/Events -- Garden shows	Sports & Leisure	16
2606	Q3300111C1	Attended [Pst Yr] - Attractions/Events -- Health and living shows	Sports & Leisure	16
2607	Q3300112C1	Attended [Pst Yr] - Attractions/Events -- Home shows	Sports & Leisure	16
2608	Q3300113C1	Attended [Pst Yr] - Attractions/Events -- Job fairs	Sports & Leisure	16
2609	Q3300114C1	Attended [Pst Yr] - Attractions/Events -- Motorcycle shows	Sports & Leisure	16
2610	Q3300115C1	Attended [Pst Yr] - Attractions/Events -- Pet shows	Sports & Leisure	16
2611	Q3300116C1	Attended [Pst Yr] - Attractions/Events -- RV shows	Sports & Leisure	16
2612	Q3300117C1	Attended [Pst Yr] - Attractions/Events -- Savings/investment/franchise shows	Sports & Leisure	16
2613	Q3300118C1	Attended [Pst Yr] - Attractions/Events -- Sex shows	Sports & Leisure	16
2614	Q3300119C1	Attended [Pst Yr] - Attractions/Events -- Sportsman/outdoor shows	Sports & Leisure	16
2615	Q3300120C1	Attended [Pst Yr] - Attractions/Events -- Travel shows	Sports & Leisure	16
2616	Q3300123C1	Attended [Pst Yr] - Attractions/Events -- Other shows	Sports & Leisure	16
2617	Q3400101C1	Attended/Visited [Pst Yr] - Attractions/Events -- Ballet/opera/symphony	Sports & Leisure	16
2618	Q3400102C1	Attended/Visited [Pst Yr] - Attractions/Events -- Bars/restaurant bars	Sports & Leisure	16
2619	Q3400103C1	Attended/Visited [Pst Yr] - Attractions/Events -- Beer/food/wine festivals	Sports & Leisure	16
2620	Q3400104C1	Attended/Visited [Pst Yr] - Attractions/Events -- Comedy clubs/shows	Sports & Leisure	16
2621	Q3400105C1	Attended/Visited [Pst Yr] - Attractions/Events -- Dancing/night clubs	Sports & Leisure	16
2622	Q3400106C1	Attended/Visited [Pst Yr] - Attractions/Events -- Dinner theatres	Sports & Leisure	16
2623	Q3400107C1	Attended/Visited [Pst Yr] - Attractions/Events -- Film festivals	Sports & Leisure	16
2624	Q3400108C1	Attended/Visited [Pst Yr] - Attractions/Events -- Music festivals	Sports & Leisure	16
2625	Q3400109C1	Attended/Visited [Pst Yr] - Attractions/Events -- Movies at a theatre/drive-in	Sports & Leisure	16
2626	Q3400110C1	Attended/Visited [Pst Yr] - Attractions/Events -- National or provincial park	Sports & Leisure	16
2627	Q3400111C1	Attended/Visited [Pst Yr] - Attractions/Events -- Popular music/rock concerts	Sports & Leisure	16
2628	Q3410101C1	Taken courses/Enrolled at [Pst 3 Yrs] - Schools -- Adult high schools (any)	Sports & Leisure	16
2629	Q3410102C1	Taken courses/Enrolled at [Pst 3 Yrs] - Schools -- Career colleges (any)	Sports & Leisure	16
2630	Q3410103C1	Taken courses/Enrolled at [Pst 3 Yrs] - Schools -- Community colleges (any)	Sports & Leisure	16
2631	Q3410104C1	Taken courses/Enrolled at [Pst 3 Yrs] - Schools -- Universities (any)	Sports & Leisure	16
2632	Q3410105C1	Taken courses/Enrolled at [Pst 3 Yrs] - Schools -- Executive/management training (any)	Sports & Leisure	16
2633	Q3410201C1	Attended by household children [Pst 3 Yrs] - Learning Centres -- Kumon/Sylvan	Sports & Leisure	16
2634	Q3410204C1	Attended by household children [Pst 3 Yrs] - Learning Centres -- Other learning center(s)	Sports & Leisure	16
2635	Q3410205C1	Attended by household children [Pst 3 Yrs] - Learning Centres -- Activity camps (summer/March break)	Sports & Leisure	16
2636	Q3410206C1	Attended by household children [Pst 3 Yrs] - Learning Centres -- Paid extracurricular activities/sports	Sports & Leisure	16



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2637	Q3410207C1	Attended by household children [Pst 3 Yrs] - Learning Centres -- Private schools	Sports & Leisure	16
2638	Q3410301C1	Currently enrolled full time - Schools -- Community college (any)	Sports & Leisure	16
2639	Q3410302C1	Currently enrolled full time - Schools -- CEGEP (any)	Sports & Leisure	16
2640	Q3410303C1	Currently enrolled full time - Schools -- Career college/trade school (any)	Sports & Leisure	16
2641	Q3410304C1	Currently enrolled full time - Schools -- University (any)	Sports & Leisure	16
2642	Q3410305C1	Currently enrolled full time - Schools -- Other school (any)	Sports & Leisure	16
2643	Q342010C02	Accessed online job sites [Pst Yr] -- Yes	Sports & Leisure	16
2644	Q3420201C1	Visited [Pst Yr] - Locations -- College or university campus	Sports & Leisure	16
2645	Q3420202C1	Visited [Pst Yr] - Locations -- Health or fitness club	Sports & Leisure	16
2646	Q3420203C1	Visited [Pst Yr] - Locations -- Restaurant, resto-bar, or pub (i.e. alcohol and food, excl. fast food)	Sports & Leisure	16
2647	Q3420204C1	Visited [Pst Yr] - Locations -- Bar or nightclub (i.e. alcohol but no food)	Sports & Leisure	16
2648	Q3420301C1	Visited [Pst Mth] - Locations -- College or university campus	Sports & Leisure	16
2649	Q3420302C1	Visited [Pst Mth] - Locations -- Health or fitness club	Sports & Leisure	16
2650	Q3420303C1	Visited [Pst Mth] - Locations -- Restaurant, resto-bar, or pub (i.e. alcohol and food, excl. fast food)	Sports & Leisure	16
2651	Q3420304C1	Visited [Pst Mth] - Locations -- Bar or nightclub (i.e. alcohol but no food)	Sports & Leisure	16
2652	Q3420401C1	Visited [Pst Wk] - Locations -- College or university campus	Sports & Leisure	16
2653	Q3420402C1	Visited [Pst Wk] - Locations -- Health or fitness club	Sports & Leisure	16
2654	Q3420403C1	Visited [Pst Wk] - Locations -- Restaurant, resto-bar, or pub (i.e. alcohol and food, excl. fast food)	Sports & Leisure	16
2655	Q3420404C1	Visited [Pst Wk] - Locations -- Bar or nightclub (i.e. alcohol but no food)	Sports & Leisure	16
2656	Q3420501AO	Frequency of visiting [Pst Wk] - Locations -- College or university campus -- 1+(Times)	Sports & Leisure	16
2657	Q3420501IO	Frequency of visiting [Pst Wk] - Locations -- College or university campus -- 1+	Sports & Leisure	16
2658	Q3420502AO	Frequency of visiting [Pst Wk] - Locations -- Health or fitness club -- 1+(Times)	Sports & Leisure	16
2659	Q3420502IO	Frequency of visiting [Pst Wk] - Locations -- Health or fitness club -- 1+	Sports & Leisure	16
2660	Q3420503AO	Frequency of visiting [Pst Wk] - Locations -- Restaurant, resto-bar, or pub (i.e. alcohol and food, excl. fast food) -- 1+(Times)	Sports & Leisure	16
2661	Q3420503IO	Frequency of visiting [Pst Wk] - Locations -- Restaurant, resto-bar, or pub (i.e. alcohol and food, excl. fast food) -- 1+	Sports & Leisure	16
2662	Q3420504AO	Frequency of visiting [Pst Wk] - Locations -- Bar or nightclub (i.e. alcohol but no food) -- 1+(Times)	Sports & Leisure	16
2663	Q3420504IO	Frequency of visiting [Pst Wk] - Locations -- Bar or nightclub (i.e. alcohol but no food) -- 1+	Sports & Leisure	16
2664	Q342060C02	Responded to recruitment ads [Pst Yr] -- Yes	Sports & Leisure	16
2665	Q3500101I2	Frequency of Participation -- Adventure sports -- Occas./Reg.	Sports & Leisure	16
2666	Q3500102I2	Frequency of Participation -- Arts/crafts/sewing/knitting -- Occas./Reg.	Sports & Leisure	16
2667	Q3500103I2	Frequency of Participation -- ATV/snowmobiling -- Occas./Reg.	Sports & Leisure	16
2668	Q3500104I2	Frequency of Participation -- Baseball/softball -- Occas./Reg.	Sports & Leisure	16
2669	Q3500105I2	Frequency of Participation -- Basketball -- Occas./Reg.	Sports & Leisure	16
2670	Q3500106I2	Frequency of Participation -- Billiards/pool -- Occas./Reg.	Sports & Leisure	16
2671	Q3500107I2	Frequency of Participation -- Bowling -- Occas./Reg.	Sports & Leisure	16
2672	Q3500108I2	Frequency of Participation -- Camping -- Occas./Reg.	Sports & Leisure	16
2673	Q3500109I2	Frequency of Participation -- Canoeing/kayaking -- Occas./Reg.	Sports & Leisure	16
2674	Q3500133I2	Frequency of Participation -- Skiing - cross country / Snowshoeing -- Occas./Reg.	Sports & Leisure	16
2675	Q3500110I2	Frequency of Participation -- Curling -- Occas./Reg.	Sports & Leisure	16
2676	Q3500111I2	Frequency of Participation -- Cycling (mountain/road biking) -- Occas./Reg.	Sports & Leisure	16
2677	Q3500112I2	Frequency of Participation -- Fishing/hunting -- Occas./Reg.	Sports & Leisure	16
2678	Q3500113I2	Frequency of Participation -- Fitness classes -- Occas./Reg.	Sports & Leisure	16
2679	Q3500114I2	Frequency of Participation -- Fitness walking -- Occas./Reg.	Sports & Leisure	16
2680	Q3500115I2	Frequency of Participation -- Football -- Occas./Reg.	Sports & Leisure	16
2681	Q3500116I2	Frequency of Participation -- Gardening -- Occas./Reg.	Sports & Leisure	16
2682	Q3500117I2	Frequency of Participation -- Golfing -- Occas./Reg.	Sports & Leisure	16
2683	Q3500118I2	Frequency of Participation -- Health club activity -- Occas./Reg.	Sports & Leisure	16
2684	Q3500119I2	Frequency of Participation -- Hiking/backpacking -- Occas./Reg.	Sports & Leisure	16
2685	Q3500120I2	Frequency of Participation -- Hockey -- Occas./Reg.	Sports & Leisure	16
2686	Q3500121I2	Frequency of Participation -- Home exercise/home workout -- Occas./Reg.	Sports & Leisure	16
2687	Q3500122I2	Frequency of Participation -- Ice skating -- Occas./Reg.	Sports & Leisure	16
2688	Q3500123I2	Frequency of Participation -- Inline skating -- Occas./Reg.	Sports & Leisure	16
2689	Q3500124I2	Frequency of Participation -- Jogging -- Occas./Reg.	Sports & Leisure	16
2690	Q3500125I2	Frequency of Participation -- Marathon or similar event -- Occas./Reg.	Sports & Leisure	16
2691	Q3500139I2	Frequency of Participation -- Photography -- Occas./Reg.	Sports & Leisure	16
2692	Q3500127I2	Frequency of Participation -- Pilates/yoga -- Occas./Reg.	Sports & Leisure	16
2693	Q3500128I2	Frequency of Participation -- Playing video games -- Occas./Reg.	Sports & Leisure	16
2694	Q3500129I2	Frequency of Participation -- Power boating/Jet skiing -- Occas./Reg.	Sports & Leisure	16
2695	Q3500130I2	Frequency of Participation -- Racquet sports -- Occas./Reg.	Sports & Leisure	16
2696	Q3500131I2	Frequency of Participation -- Reading -- Occas./Reg.	Sports & Leisure	16
2697	Q3500132I2	Frequency of Participation -- Skateboarding -- Occas./Reg.	Sports & Leisure	16
2698	Q3500134I2	Frequency of Participation -- Skiing - downhill -- Occas./Reg.	Sports & Leisure	16
2699	Q3500135I2	Frequency of Participation -- Snowboarding -- Occas./Reg.	Sports & Leisure	16
2700	Q3500136I2	Frequency of Participation -- Soccer -- Occas./Reg.	Sports & Leisure	16
2701	Q3500137I2	Frequency of Participation -- Swimming -- Occas./Reg.	Sports & Leisure	16
2702	Q3500138I2	Frequency of Participation -- Volunteer work -- Occas./Reg.	Sports & Leisure	16
2703	Q3500201I2	Frequency of attendance - Live Professional Sports Events -- Auto racing -- Occas./Reg.	Sports & Leisure	16
2704	Q3500202I2	Frequency of attendance - Live Professional Sports Events -- Baseball -- Occas./Reg.	Sports & Leisure	16
2705	Q3500203I2	Frequency of attendance - Live Professional Sports Events -- Basketball -- Occas./Reg.	Sports & Leisure	16
2706	Q3500204I2	Frequency of attendance - Live Professional Sports Events -- Boxing -- Occas./Reg.	Sports & Leisure	16
2707	Q3500205I2	Frequency of attendance - Live Professional Sports Events -- Figure skating -- Occas./Reg.	Sports & Leisure	16
2708	Q3500206I2	Frequency of attendance - Live Professional Sports Events -- Football -- Occas./Reg.	Sports & Leisure	16
2709	Q3500207I2	Frequency of attendance - Live Professional Sports Events -- Golf -- Occas./Reg.	Sports & Leisure	16
2710	Q3500208I2	Frequency of attendance - Live Professional Sports Events -- Hockey -- Occas./Reg.	Sports & Leisure	16
2711	Q3500209I2	Frequency of attendance - Live Professional Sports Events -- Horse racing -- Occas./Reg.	Sports & Leisure	16
2712	Q3500210I2	Frequency of attendance - Live Professional Sports Events -- Lacrosse -- Occas./Reg.	Sports & Leisure	16
2713	Q3500211I2	Frequency of attendance - Live Professional Sports Events -- Soccer -- Occas./Reg.	Sports & Leisure	16
2714	Q3500212I2	Frequency of attendance - Live Professional Sports Events -- Tennis -- Occas./Reg.	Sports & Leisure	16
2715	Q3500401C2	Member -- Health/fitness club -- Yes	Sports & Leisure	16
2716	Q3500402C2	Member -- Golf club -- Yes	Sports & Leisure	16
2717	Q280020C01	Average Spend [Pst Mth] - Lotteries -- Nothing	Gaming	16
2718	Q280020C02	Average Spend [Pst Mth] - Lotteries -- \$1-\$4	Gaming	16

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2719	Q280020C03	Average Spend [Pst Mth] - Lotteries -- \$5-\$9	Gaming	16
2720	Q280020C04	Average Spend [Pst Mth] - Lotteries -- \$10-\$19	Gaming	16
2721	Q280020C05	Average Spend [Pst Mth] - Lotteries -- \$20-\$29	Gaming	16
2722	Q280020C06	Average Spend [Pst Mth] - Lotteries -- \$30-\$50	Gaming	16
2723	Q280020C07	Average Spend [Pst Mth] - Lotteries -- More than \$50	Gaming	16
2724	Q2800200A0	Average Spend [Pst Mth] - Lotteries -- 1+(Dollars)	Gaming	16
2725	Q2800200I0	Average Spend [Pst Mth] - Lotteries -- 1+	Gaming	16
2726	Q2800301A0	Times Done [Pst Yr] - Gambling -- Visit a casino inside your own province -- 1+(Times)	Gaming	16
2727	Q2800301I0	Times Done [Pst Yr] - Gambling -- Visit a casino inside your own province -- 1+	Gaming	16
2728	Q2800302A0	Times Done [Pst Yr] - Gambling -- Visit a casino outside your province or country -- 1+(Times)	Gaming	16
2729	Q2800302I0	Times Done [Pst Yr] - Gambling -- Visit a casino outside your province or country -- 1+	Gaming	16
2730	Q2800303A0	Times Done [Pst Yr] - Gambling -- Play online/Internet casino games -- 1+(Times)	Gaming	16
2731	Q2800303I0	Times Done [Pst Yr] - Gambling -- Play online/Internet casino games -- 1+	Gaming	16
2732	Q2800304A0	Times Done [Pst Yr] - Gambling -- Slot machines (any location) -- 1+(Times)	Gaming	16
2733	Q2800304I0	Times Done [Pst Yr] - Gambling -- Slot machines (any location) -- 1+	Gaming	16
2734	Q2800305A0	Times Done [Pst Yr] - Gambling -- Wager money on horse racing -- 1+(Times)	Gaming	16
2735	Q2800305I0	Times Done [Pst Yr] - Gambling -- Wager money on horse racing -- 1+	Gaming	16
2736	Q2800306A0	Times Done [Pst Yr] - Gambling -- Play bingo -- 1+(Times)	Gaming	16
2737	Q2800306I0	Times Done [Pst Yr] - Gambling -- Play bingo -- 1+	Gaming	16
2738	Q2820101C1	Bought [Pst Mth] - Lotteries -- Instant wins (any)	Gaming	16
2739	Q2820102C1	Bought [Pst Mth] - Lotteries -- Sports lotteries (any)	Gaming	16
2740	Q2820103C1	Bought [Pst Mth] - Lotteries -- Banco/KENO/Daily KENO	Gaming	16
2741	Q2820104C1	Bought [Pst Mth] - Lotteries -- Encore/Extra/Tag/Mini	Gaming	16
2742	Q2820105C1	Bought [Pst Mth] - Lotteries -- Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649	Gaming	16
2743	Q2820107C1	Bought [Pst Mth] - Lotteries -- Pick 2/Pick 3/Pik 4/La Quotidienne 3/4	Gaming	16
2744	Q2820108C1	Bought [Pst Mth] - Lotteries -- Lottario	Gaming	16
2745	Q2820109C1	Bought [Pst Mth] - Lotteries -- Lotto 6/49	Gaming	16
2746	Q2820110C1	Bought [Pst Mth] - Lotteries -- Lotto Max	Gaming	16
2747	Q2820111C1	Bought [Pst Mth] - Lotteries -- Poker Lotto	Gaming	16
2748	Q2820112C1	Bought [Pst Mth] - Lotteries -- Other lotteries	Gaming	16
2749	Q2820201A0	Tickets Purchased [Pst Mth] - Lotteries -- Instant wins (any) -- 1+(Tickets)	Gaming	16
2750	Q2820201I0	Tickets Purchased [Pst Mth] - Lotteries -- Instant wins (any) -- 1+	Gaming	16
2751	Q2820202A0	Tickets Purchased [Pst Mth] - Lotteries -- Sports lotteries (any) -- 1+(Tickets)	Gaming	16
2752	Q2820202I0	Tickets Purchased [Pst Mth] - Lotteries -- Sports lotteries (any) -- 1+	Gaming	16
2753	Q2820203A0	Tickets Purchased [Pst Mth] - Lotteries -- Banco/KENO/Daily KENO -- 1+(Tickets)	Gaming	16
2754	Q2820203I0	Tickets Purchased [Pst Mth] - Lotteries -- Banco/KENO/Daily KENO -- 1+	Gaming	16
2755	Q2820204A0	Tickets Purchased [Pst Mth] - Lotteries -- Encore/Extra/Tag/Mini -- 1+(Tickets)	Gaming	16
2756	Q2820204I0	Tickets Purchased [Pst Mth] - Lotteries -- Encore/Extra/Tag/Mini -- 1+	Gaming	16
2757	Q2820205A0	Tickets Purchased [Pst Mth] - Lotteries -- Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649 -- 1+(Tickets)	Gaming	16
2758	Q2820205I0	Tickets Purchased [Pst Mth] - Lotteries -- Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649 -- 1+	Gaming	16
2759	Q2820206A0	Tickets Purchased [Pst Mth] - Lotteries -- Payday/Jour de paye -- 1+(Tickets)	Gaming	16
2760	Q2820206I0	Tickets Purchased [Pst Mth] - Lotteries -- Payday/Jour de paye -- 1+	Gaming	16
2761	Q2820207A0	Tickets Purchased [Pst Mth] - Lotteries -- Pick 2/Pick 3/Pik 4/La Quotidienne 3/4 -- 1+(Tickets)	Gaming	16
2762	Q2820207I0	Tickets Purchased [Pst Mth] - Lotteries -- Pick 2/Pick 3/Pik 4/La Quotidienne 3/4 -- 1+	Gaming	16
2763	Q2820209A0	Tickets Purchased [Pst Mth] - Lotteries -- Lotto 6/49 -- 1+(Tickets)	Gaming	16
2764	Q2820209I0	Tickets Purchased [Pst Mth] - Lotteries -- Lotto 6/49 -- 1+	Gaming	16
2765	Q2820210A0	Tickets Purchased [Pst Mth] - Lotteries -- Lotto Max -- 1+(Tickets)	Gaming	16
2766	Q2820210I0	Tickets Purchased [Pst Mth] - Lotteries -- Lotto Max -- 1+	Gaming	16
2767	Q2830101C1	Bought lottery tickets [Pst Yr] -- Hospital/special event/charity lotteries -- Bought lottery tickets/past yr.	Gaming	16
2768	Q2830201C1	Tickets Purchased [Pst Yr] - Lotteries -- Hospital/special event/charity lotteries -- 1 ticket	Gaming	16
2769	Q2830201C2	Tickets Purchased [Pst Yr] - Lotteries -- Hospital/special event/charity lotteries -- 2-3 tickets	Gaming	16
2770	Q2830201C3	Tickets Purchased [Pst Yr] - Lotteries -- Hospital/special event/charity lotteries -- 4 tickets or more	Gaming	16
2771	Q2830201A0	Tickets Purchased [Pst Yr] - Lotteries -- Hospital/special event/charity lotteries -- 1+(Tickets)	Gaming	16
2772	Q2830201I0	Tickets Purchased [Pst Yr] - Lotteries -- Hospital/special event/charity lotteries -- 1+	Gaming	16
2773	Q490060C01	Spent Last Vacation - Vacation Spending -- Under \$500	Travel: Personal	17
2774	Q490060C02	Spent Last Vacation - Vacation Spending -- \$500 - \$999	Travel: Personal	17
2775	Q490060C03	Spent Last Vacation - Vacation Spending -- \$1,000 - \$1,999	Travel: Personal	17
2776	Q490060C04	Spent Last Vacation - Vacation Spending -- \$2,000 - \$2,999	Travel: Personal	17
2777	Q490060C05	Spent Last Vacation - Vacation Spending -- \$3,000 - \$3,999	Travel: Personal	17
2778	Q490060C06	Spent Last Vacation - Vacation Spending -- \$4,000 or more	Travel: Personal	17
2779	Q4900600A0	Spent Last Vacation - Vacation Spending -- 1+(Dollars)	Travel: Personal	17
2780	Q4900600I0	Spent Last Vacation - Vacation Spending -- 1+	Travel: Personal	17
2781	Q4900501C1	Used [Pst 3 Yrs] - Vacation Accommodations -- All-inclusive resort	Travel: Personal	17
2782	Q4900502C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Spa resort	Travel: Personal	17
2783	Q4900503C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Bed and breakfast	Travel: Personal	17
2784	Q4900504C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Boat	Travel: Personal	17
2785	Q4900505C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Camping	Travel: Personal	17
2786	Q4900506C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Condominium/apartment	Travel: Personal	17
2787	Q4900507C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Cottage	Travel: Personal	17
2788	Q4900508C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Cruise ship	Travel: Personal	17
2789	Q4900509C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Friends/relatives	Travel: Personal	17
2790	Q4900510C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Hotel	Travel: Personal	17
2791	Q4900511C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Motel	Travel: Personal	17
2792	Q4900512C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Package tours	Travel: Personal	17
2793	Q4900513C1	Used [Pst 3 Yrs] - Vacation Accommodations -- RV/camper	Travel: Personal	17
2794	Q4900514C1	Used [Pst 3 Yrs] - Vacation Accommodations -- Vacation rental by owner	Travel: Personal	17
2795	Q4900701I1	Used - Vacation Services -- Book through an airline directly -- Ever	Travel: Personal	17
2796	Q4900702I1	Used - Vacation Services -- Book through a hotel directly -- Ever	Travel: Personal	17
2797	Q4900703I1	Used - Vacation Services -- Book through a full service travel agent -- Ever	Travel: Personal	17
2798	Q4900704I1	Used - Vacation Services -- Book through a discount/last minute agency -- Ever	Travel: Personal	17
2799	Q4900705I1	Used - Vacation Services -- Book a package tour -- Ever	Travel: Personal	17
2800	Q4900706I1	Used - Vacation Services -- Book through an on-line travel agency -- Ever	Travel: Personal	17
2801	Q4900707I1	Used - Vacation Services -- Book through airline/hotel website -- Ever	Travel: Personal	17
2802	Q4900708I1	Used - Vacation Services -- Other services -- Ever	Travel: Personal	17



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2803	Q4910201C1	Visited [Pst Yr] - Online Travel Services -- Belairtravel.com	Travel: Personal	17
2804	Q4910202C1	Visited [Pst Yr] - Online Travel Services -- Expedia.com/Expedia.ca	Travel: Personal	17
2805	Q4910203C1	Visited [Pst Yr] - Online Travel Services -- Hotels.com	Travel: Personal	17
2806	Q4910204C1	Visited [Pst Yr] - Online Travel Services -- itravel2000.com	Travel: Personal	17
2807	Q4910205C1	Visited [Pst Yr] - Online Travel Services -- Redtag.ca	Travel: Personal	17
2808	Q4910206C1	Visited [Pst Yr] - Online Travel Services -- Sunwing.ca	Travel: Personal	17
2809	Q4910207C1	Visited [Pst Yr] - Online Travel Services -- Travelocity.com/Travelocity.ca	Travel: Personal	17
2810	Q4910208C1	Visited [Pst Yr] - Online Travel Services -- Other discount travel sites	Travel: Personal	17
2811	Q4910209C1	Visited [Pst Yr] - Online Travel Services -- Airline websites	Travel: Personal	17
2812	Q4910210C1	Visited [Pst Yr] - Online Travel Services -- Other online travel sites	Travel: Personal	17
2813	Q4910302C1	Booked With [Pst Yr] - Online Travel Services -- Expedia.com/Expedia.ca	Travel: Personal	17
2814	Q4910303C1	Booked With [Pst Yr] - Online Travel Services -- Hotels.com	Travel: Personal	17
2815	Q4910304C1	Booked With [Pst Yr] - Online Travel Services -- itravel2000.com	Travel: Personal	17
2816	Q4910305C1	Booked With [Pst Yr] - Online Travel Services -- Redtag.ca	Travel: Personal	17
2817	Q4910306C1	Booked With [Pst Yr] - Online Travel Services -- Sunwing.ca	Travel: Personal	17
2818	Q4910307C1	Booked With [Pst Yr] - Online Travel Services -- Travelocity.com/Travelocity.ca	Travel: Personal	17
2819	Q4910308C1	Booked With [Pst Yr] - Online Travel Services -- Other discount travel sites	Travel: Personal	17
2820	Q4910309C1	Booked With [Pst Yr] - Online Travel Services -- Airline websites	Travel: Personal	17
2821	Q4910310C1	Booked With [Pst Yr] - Online Travel Services -- Other online travel sites	Travel: Personal	17
2822	Q4920801C1	Flown [Pst Yr] - Airlines -- Air Canada (any)	Travel: Personal	17
2823	Q4920802C1	Flown [Pst Yr] - Airlines -- Air France	Travel: Personal	17
2824	Q4920803C1	Flown [Pst Yr] - Airlines -- Air Transat	Travel: Personal	17
2825	Q4920804C1	Flown [Pst Yr] - Airlines -- American Airlines	Travel: Personal	17
2826	Q4920805C1	Flown [Pst Yr] - Airlines -- British Airways	Travel: Personal	17
2827	Q4920806C1	Flown [Pst Yr] - Airlines -- Delta Airlines	Travel: Personal	17
2828	Q4920807C1	Flown [Pst Yr] - Airlines -- Porter Airlines	Travel: Personal	17
2829	Q4920808C1	Flown [Pst Yr] - Airlines -- United Airlines	Travel: Personal	17
2830	Q4920809C1	Flown [Pst Yr] - Airlines -- West Jet	Travel: Personal	17
2831	Q4920810C1	Flown [Pst Yr] - Airlines -- Asian airlines	Travel: Personal	17
2832	Q4920811C1	Flown [Pst Yr] - Airlines -- Other charter airlines	Travel: Personal	17
2833	Q4920812C1	Flown [Pst Yr] - Airlines -- Other Canadian airlines	Travel: Personal	17
2834	Q4920813C1	Flown [Pst Yr] - Airlines -- Other American airlines	Travel: Personal	17
2835	Q4920814C1	Flown [Pst Yr] - Airlines -- Other European airlines	Travel: Personal	17
2836	Q4920815C1	Flown [Pst Yr] - Airlines -- Other airlines	Travel: Personal	17
2837	Q492090C01	Taken [Pst 3 Yrs] - Out-of-town vacations -- 0	Travel: Personal	17
2838	Q492090C02	Taken [Pst 3 Yrs] - Out-of-town vacations -- 1-2	Travel: Personal	17
2839	Q492090C03	Taken [Pst 3 Yrs] - Out-of-town vacations -- 3-4	Travel: Personal	17
2840	Q492090C04	Taken [Pst 3 Yrs] - Out-of-town vacations -- 5 or more	Travel: Personal	17
2841	Q4920900AO	Taken [Pst 3 Yrs] - Out-of-town vacations -- 1+(Vacations)	Travel: Personal	17
2842	Q4920900IO	Taken [Pst 3 Yrs] - Out-of-town vacations -- 1+	Travel: Personal	17
2843	Q5300901AO	Trips By air - Business Trips -- 1+(Trips)	Travel: Business	17
2844	Q5300901IO	Trips By air - Business Trips -- 1+	Travel: Business	17
2845	Q5300902AO	Trips By bus - Business Trips -- 1+(Trips)	Travel: Business	17
2846	Q5300902IO	Trips By bus - Business Trips -- 1+	Travel: Business	17
2847	Q5300903AO	Trips By car - Business Trips -- 1+(Trips)	Travel: Business	17
2848	Q5300903IO	Trips By car - Business Trips -- 1+	Travel: Business	17
2849	Q5300904AO	Trips By ferry service - Business Trips -- 1+(Trips)	Travel: Business	17
2850	Q5300904IO	Trips By ferry service - Business Trips -- 1+	Travel: Business	17
2851	Q5300905AO	Trips By rail - Business Trips -- 1+(Trips)	Travel: Business	17
2852	Q5300905IO	Trips By rail - Business Trips -- 1+	Travel: Business	17
2853	Q5301000AO	Nights Away [Pst Yr] - Business Trips -- 1+(Nights)	Travel: Business	17
2854	Q5301000IO	Nights Away [Pst Yr] - Business Trips -- 1+	Travel: Business	17
2855	Q4800401C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- Avis	Travel: Business & Personal	17
2856	Q4800402C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- Budget	Travel: Business & Personal	17
2857	Q4800403C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- Discount	Travel: Business & Personal	17
2858	Q4800404C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- Enterprise	Travel: Business & Personal	17
2859	Q4800405C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- Hertz	Travel: Business & Personal	17
2860	Q4800406C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- National Car Rental	Travel: Business & Personal	17
2861	Q4800407C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- Thrifty	Travel: Business & Personal	17
2862	Q4800408C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- U-Haul	Travel: Business & Personal	17
2863	Q4800409C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- Other car/truck/van rentals	Travel: Business & Personal	17
2864	Q4800410C1	Rented From [Pst Yr] - Car/Truck/Van Rentals -- Car sharing (any)	Travel: Business & Personal	17
2865	Q4800601AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Avis -- 1+(Times)	Travel: Business & Personal	17
2866	Q4800601IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Avis -- 1+	Travel: Business & Personal	17
2867	Q4800602AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Budget -- 1+(Times)	Travel: Business & Personal	17
2868	Q4800602IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Budget -- 1+	Travel: Business & Personal	17
2869	Q4800603AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Discount -- 1+(Times)	Travel: Business & Personal	17
2870	Q4800603IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Discount -- 1+	Travel: Business & Personal	17
2871	Q4800604AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Enterprise -- 1+(Times)	Travel: Business & Personal	17
2872	Q4800604IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Enterprise -- 1+	Travel: Business & Personal	17
2873	Q4800605AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Hertz -- 1+(Times)	Travel: Business & Personal	17
2874	Q4800605IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Hertz -- 1+	Travel: Business & Personal	17
2875	Q4800606AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- National Car Rental -- 1+(Times)	Travel: Business & Personal	17
2876	Q4800606IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- National Car Rental -- 1+	Travel: Business & Personal	17
2877	Q4800607AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Thrifty -- 1+(Times)	Travel: Business & Personal	17
2878	Q4800607IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Thrifty -- 1+	Travel: Business & Personal	17
2879	Q4800608AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- U-Haul -- 1+(Times)	Travel: Business & Personal	17
2880	Q4800608IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- U-Haul -- 1+	Travel: Business & Personal	17
2881	Q4800609AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Other car/truck/van rentals -- 1+(Times)	Travel: Business & Personal	17
2882	Q4800609IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Other car/truck/van rentals -- 1+	Travel: Business & Personal	17
2883	Q4800610AO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Car sharing (any) -- 1+(Times)	Travel: Business & Personal	17
2884	Q4800610IO	Rental Frequency [Pst Yr] - Car/Truck/Van Rentals -- Car sharing (any) -- 1+	Travel: Business & Personal	17
2885	Q4910101C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Vancouver	Travel: Destinations	17
2886	Q4910102C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Victoria	Travel: Destinations	17

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2887	Q4910103C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Whistler	Travel: Destinations	17
2888	Q4910104C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other British Columbia	Travel: Destinations	17
2889	Q4910105C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Banff	Travel: Destinations	17
2890	Q4910106C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Calgary	Travel: Destinations	17
2891	Q4910107C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Jasper	Travel: Destinations	17
2892	Q4910108C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Alberta	Travel: Destinations	17
2893	Q4910109C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Niagara Falls	Travel: Destinations	17
2894	Q4910110C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Ottawa	Travel: Destinations	17
2895	Q4910111C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Toronto	Travel: Destinations	17
2896	Q4910112C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Cottage country (any)	Travel: Destinations	17
2897	Q4910113C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Ontario	Travel: Destinations	17
2898	Q4910114C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Montreal	Travel: Destinations	17
2899	Q4910115C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Quebec City	Travel: Destinations	17
2900	Q4910116C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Quebec	Travel: Destinations	17
2901	Q4910117C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Cape Breton Island	Travel: Destinations	17
2902	Q4910118C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Nova Scotia	Travel: Destinations	17
2903	Q4910119C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Manitoba	Travel: Destinations	17
2904	Q4910120C1	Visited [Pst 3 Yrs] - Vacation Destinations -- New Brunswick	Travel: Destinations	17
2905	Q4910121C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Newfoundland and Labrador	Travel: Destinations	17
2906	Q4910122C1	Visited [Pst 3 Yrs] - Vacation Destinations -- N.W.T./Nunavut/Yukon	Travel: Destinations	17
2907	Q4910123C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Prince Edward Island	Travel: Destinations	17
2908	Q4910124C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Saskatchewan	Travel: Destinations	17
2909	Q4910125C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Alaska	Travel: Destinations	17
2910	Q4910126C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Hawaii	Travel: Destinations	17
2911	Q4910127C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Boston	Travel: Destinations	17
2912	Q4910128C1	Visited [Pst 3 Yrs] - Vacation Destinations -- New York City	Travel: Destinations	17
2913	Q4910129C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Northeast U.S.	Travel: Destinations	17
2914	Q4910130C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Los Angeles	Travel: Destinations	17
2915	Q4910131C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Las Vegas	Travel: Destinations	17
2916	Q4910132C1	Visited [Pst 3 Yrs] - Vacation Destinations -- San Francisco	Travel: Destinations	17
2917	Q4910133C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Western U.S.	Travel: Destinations	17
2918	Q4910134C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Florida	Travel: Destinations	17
2919	Q4910135C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Southern U.S.	Travel: Destinations	17
2920	Q4910136C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Midwest U.S. (any)	Travel: Destinations	17
2921	Q4910137C1	Visited [Pst 3 Yrs] - Vacation Destinations -- France	Travel: Destinations	17
2922	Q4910138C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Italy	Travel: Destinations	17
2923	Q4910139C1	Visited [Pst 3 Yrs] - Vacation Destinations -- United Kingdom (UK)/Republic of Ireland	Travel: Destinations	17
2924	Q4910140C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Europe (Incl. Turkey, Greece)	Travel: Destinations	17
2925	Q4910141C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Middle East	Travel: Destinations	17
2926	Q4910142C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Africa (Incl. Egypt)	Travel: Destinations	17
2927	Q4910143C1	Visited [Pst 3 Yrs] - Vacation Destinations -- China (Mainland)	Travel: Destinations	17
2928	Q4910144C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Hong Kong	Travel: Destinations	17
2929	Q4910145C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Asia	Travel: Destinations	17
2930	Q4910146C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Australia/New Zealand	Travel: Destinations	17
2931	Q4910147C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Cuba	Travel: Destinations	17
2932	Q4910148C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Jamaica	Travel: Destinations	17
2933	Q4910149C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other Caribbean	Travel: Destinations	17
2934	Q4910150C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Mexico	Travel: Destinations	17
2935	Q4910151C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Central/South America	Travel: Destinations	17
2936	Q4910152C1	Visited [Pst 3 Yrs] - Vacation Destinations -- Other countries	Travel: Destinations	17
2937	Q3440101C1	Happened [Pst 2 Yrs] - Life Events -- Marry	Life Events	18
2938	Q3440102C1	Happened [Pst 2 Yrs] - Life Events -- Divorce/separation	Life Events	18
2939	Q3440103C1	Happened [Pst 2 Yrs] - Life Events -- Child born/adopted	Life Events	18
2940	Q3440104C1	Happened [Pst 2 Yrs] - Life Events -- Grandchild born/adopted	Life Events	18
2941	Q3440105C1	Happened [Pst 2 Yrs] - Life Events -- Adult child leaves home	Life Events	18
2942	Q3440106C1	Happened [Pst 2 Yrs] - Life Events -- Parent moves into retirement/nursing home/your home	Life Events	18
2943	Q3440107C1	Happened [Pst 2 Yrs] - Life Events -- Complete high school	Life Events	18
2944	Q3440108C1	Happened [Pst 2 Yrs] - Life Events -- Complete college/university	Life Events	18
2945	Q3440109C1	Happened [Pst 2 Yrs] - Life Events -- Purchase first vehicle	Life Events	18
2946	Q3440110C1	Happened [Pst 2 Yrs] - Life Events -- Bought/sold home	Life Events	18
2947	Q3440111C1	Happened [Pst 2 Yrs] - Life Events -- Retire	Life Events	18
2948	Q3440112C1	Happened [Pst 2 Yrs] - Life Events -- Lose job or be laid off	Life Events	18
2949	Q3440113C1	Happened [Pst 2 Yrs] - Life Events -- Change job	Life Events	18
2950	Q3440114C1	Happened [Pst 2 Yrs] - Life Events -- Move out of parents home	Life Events	18
2951	Q3440115C1	Happened [Pst 2 Yrs] - Life Events -- Shop for mortgage/renew mortgage	Life Events	18
2952	Q3440116C1	Happened [Pst 2 Yrs] - Life Events -- Make last mortgage payment	Life Events	18
2953	Q3440117C1	Happened [Pst 2 Yrs] - Life Events -- Quit smoking	Life Events	18
2954	Q3440118C1	Happened [Pst 2 Yrs] - Life Events -- Move in with significant other	Life Events	18
2955	Q5400101I1	Statements -- 'New and improved' on packages is just an advertising gimmick -- Agree	Psychographics	18
2956	Q5400101I4	Statements -- 'New and improved' on packages is just an advertising gimmick -- Disagree	Psychographics	18
2957	Q5400102I1	Statements -- I buy the latest high-tech gadgets before most people I know -- Agree	Psychographics	18
2958	Q5400102I4	Statements -- I buy the latest high-tech gadgets before most people I know -- Disagree	Psychographics	18
2959	Q5400103I1	Statements -- Premium priced brands are generally worth the extra money -- Agree	Psychographics	18
2960	Q5400103I4	Statements -- Premium priced brands are generally worth the extra money -- Disagree	Psychographics	18
2961	Q5400104I1	Statements -- I offer recommendations of products/services to other people -- Agree	Psychographics	18
2962	Q5400104I4	Statements -- I offer recommendations of products/services to other people -- Disagree	Psychographics	18
2963	Q5400105I1	Statements -- Advertising is an important source of information to me -- Agree	Psychographics	18
2964	Q5400105I4	Statements -- Advertising is an important source of information to me -- Disagree	Psychographics	18
2965	Q5400106I1	Statements -- I am very concerned about the nutritional content of food products I buy -- Agree	Psychographics	18
2966	Q5400106I4	Statements -- I am very concerned about the nutritional content of food products I buy -- Disagree	Psychographics	18
2967	Q5400107I1	Statements -- I prefer low-calorie or "light" foods and drinks -- Agree	Psychographics	18
2968	Q5400107I4	Statements -- I prefer low-calorie or "light" foods and drinks -- Disagree	Psychographics	18
2969	Q5400108I1	Statements -- Most new products are worth a try -- Agree	Psychographics	18
2970	Q5400108I4	Statements -- Most new products are worth a try -- Disagree	Psychographics	18



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
2971	Q540010911	Statements -- I like to try new and different products -- Agree	Psychographics	18
2972	Q540010914	Statements -- I like to try new and different products -- Disagree	Psychographics	18
2973	Q540011011	Statements -- If I see something interesting in a store, I will usually buy it on impulse -- Agree	Psychographics	18
2974	Q540011014	Statements -- If I see something interesting in a store, I will usually buy it on impulse -- Disagree	Psychographics	18
2975	Q540011111	Statements -- I tend to pass up my favourite brand if something else is on sale -- Agree	Psychographics	18
2976	Q540011114	Statements -- I tend to pass up my favourite brand if something else is on sale -- Disagree	Psychographics	18
2977	Q540011211	Statements -- If one of my usual brands is on special, I will buy extra -- Agree	Psychographics	18
2978	Q540011214	Statements -- If one of my usual brands is on special, I will buy extra -- Disagree	Psychographics	18
2979	Q540011311	Statements -- It's important to buy products from socially-responsible/environmentally-friendly companies -- Agree	Psychographics	18
2980	Q540011314	Statements -- It's important to buy products from socially-responsible/environmentally-friendly companies -- Disagree	Psychographics	18
2981	Q540011411	Statements -- Once I find a brand I like, I stick with it -- Agree	Psychographics	18
2982	Q540011414	Statements -- Once I find a brand I like, I stick with it -- Disagree	Psychographics	18
2983	Q540011511	Statements -- No-name products are as good as nationally advertised brands -- Agree	Psychographics	18
2984	Q540011514	Statements -- No-name products are as good as nationally advertised brands -- Disagree	Psychographics	18
2985	Q540011611	Statements -- I am willing to pay more for eco-friendly products -- Agree	Psychographics	18
2986	Q540011614	Statements -- I am willing to pay more for eco-friendly products -- Disagree	Psychographics	18
2987	Q540011711	Statements -- When I make a purchase, I often spend more than I thought I would -- Agree	Psychographics	18
2988	Q540011714	Statements -- When I make a purchase, I often spend more than I thought I would -- Disagree	Psychographics	18
2989	Q540011811	Statements -- I am willing to pay a little extra to save time shopping -- Agree	Psychographics	18
2990	Q540011814	Statements -- I am willing to pay a little extra to save time shopping -- Disagree	Psychographics	18
2991	Q540011911	Statements -- To me, shopping is a chore rather than a pleasure -- Agree	Psychographics	18
2992	Q540011914	Statements -- To me, shopping is a chore rather than a pleasure -- Disagree	Psychographics	18
2993	Q540012011	Statements -- When I buy products I am looking for convenience, not price -- Agree	Psychographics	18
2994	Q540012014	Statements -- When I buy products I am looking for convenience, not price -- Disagree	Psychographics	18
2995	Q540012211	Statements -- I prefer to postpone a purchase than buy on credit -- Agree	Psychographics	18
2996	Q540012214	Statements -- I prefer to postpone a purchase than buy on credit -- Disagree	Psychographics	18
2997	Q540012311	Statements -- I like to try new places to eat -- Agree	Psychographics	18
2998	Q540012314	Statements -- I like to try new places to eat -- Disagree	Psychographics	18
2999	Q540012411	Statements -- I lead a fairly busy social life -- Agree	Psychographics	18
3000	Q540012414	Statements -- I lead a fairly busy social life -- Disagree	Psychographics	18
3001	Q540012511	Statements -- I do more entertaining at home now than ever before -- Agree	Psychographics	18
3002	Q540012514	Statements -- I do more entertaining at home now than ever before -- Disagree	Psychographics	18
3003	Q540012611	Statements -- I try to keep abreast of changes in style and fashions -- Agree	Psychographics	18
3004	Q540012614	Statements -- I try to keep abreast of changes in style and fashions -- Disagree	Psychographics	18
3005	Q540012711	Statements -- I take care of money matters and bill paying in our household -- Agree	Psychographics	18
3006	Q540012714	Statements -- I take care of money matters and bill paying in our household -- Disagree	Psychographics	18
3007	Q540012811	Statements -- I compare grocery prices at different stores -- Agree	Psychographics	18
3008	Q540012814	Statements -- I compare grocery prices at different stores -- Disagree	Psychographics	18
3009	Q540012911	Statements -- I value companies who give back to the community -- Agree	Psychographics	18
3010	Q540012914	Statements -- I value companies who give back to the community -- Disagree	Psychographics	18
3011	Q540013011	Statements -- I would like to eat healthy foods more often -- Agree	Psychographics	18
3012	Q540013014	Statements -- I would like to eat healthy foods more often -- Disagree	Psychographics	18
3013	Q540013111	Statements -- Working makes me feel I am in control of my life -- Agree	Psychographics	18
3014	Q540013114	Statements -- Working makes me feel I am in control of my life -- Disagree	Psychographics	18
3015	Q540013211	Statements -- I have tried a product/service based on a personal recommendation -- Agree	Psychographics	18
3016	Q540013214	Statements -- I have tried a product/service based on a personal recommendation -- Disagree	Psychographics	18
3017	Q540013311	Statements -- I enjoy being extravagant/indulgent -- Agree	Psychographics	18
3018	Q540013314	Statements -- I enjoy being extravagant/indulgent -- Disagree	Psychographics	18
3019	Q540013411	Statements -- I consider myself to be sophisticated -- Agree	Psychographics	18
3020	Q540013414	Statements -- I consider myself to be sophisticated -- Disagree	Psychographics	18
3021	Q540013511	Statements -- I prepare a grocery list before doing my shopping -- Agree	Psychographics	18
3022	Q540013514	Statements -- I prepare a grocery list before doing my shopping -- Disagree	Psychographics	18
3023	Q540013611	Statements -- I like to cook -- Agree	Psychographics	18
3024	Q540013614	Statements -- I like to cook -- Disagree	Psychographics	18
3025	Q540013711	Statements -- I am interested in learning about different cultures -- Agree	Psychographics	18
3026	Q540013714	Statements -- I am interested in learning about different cultures -- Disagree	Psychographics	18
3027	Q540013811	Statements -- I would rather spend a quiet evening at home than go out to a party -- Agree	Psychographics	18
3028	Q540013814	Statements -- I would rather spend a quiet evening at home than go out to a party -- Disagree	Psychographics	18
3029	Q540013911	Statements -- Family life and having children are most important to me -- Agree	Psychographics	18
3030	Q540013914	Statements -- Family life and having children are most important to me -- Disagree	Psychographics	18
3031	Q540014011	Statements -- Television is my primary source of entertainment -- Agree	Psychographics	18
3032	Q540014014	Statements -- Television is my primary source of entertainment -- Disagree	Psychographics	18
3033	Q540014111	Statements -- My home is kept very neat and clean -- Agree	Psychographics	18
3034	Q540014114	Statements -- My home is kept very neat and clean -- Disagree	Psychographics	18
3035	Q540014211	Statements -- I consider myself to be informed on current events or issues -- Agree	Psychographics	18
3036	Q540014214	Statements -- I consider myself to be informed on current events or issues -- Disagree	Psychographics	18
3037	Q540014311	Statements -- I generally achieve what I set out to do -- Agree	Psychographics	18
3038	Q540014314	Statements -- I generally achieve what I set out to do -- Disagree	Psychographics	18
3039	Q540014411	Statements -- An important part of my life and activities is dressing smartly -- Agree	Psychographics	18
3040	Q540014414	Statements -- An important part of my life and activities is dressing smartly -- Disagree	Psychographics	18
3041	Q540014511	Statements -- I have difficulty trying to balance my work and family/personal life -- Agree	Psychographics	18
3042	Q540014514	Statements -- I have difficulty trying to balance my work and family/personal life -- Disagree	Psychographics	18
3043	Q540014611	Statements -- I am more independent than most people -- Agree	Psychographics	18
3044	Q540014614	Statements -- I am more independent than most people -- Disagree	Psychographics	18
3045	Q540014711	Statements -- I am careful of what I eat in order to keep my weight under control -- Agree	Psychographics	18
3046	Q540014714	Statements -- I am careful of what I eat in order to keep my weight under control -- Disagree	Psychographics	18
3047	Q540014811	Statements -- My friends' opinions are an important source of information for me -- Agree	Psychographics	18
3048	Q540014814	Statements -- My friends' opinions are an important source of information for me -- Disagree	Psychographics	18
3049	Q540014911	Statements -- I place a lot of importance on personal appearance -- Agree	Psychographics	18
3050	Q540014914	Statements -- I place a lot of importance on personal appearance -- Disagree	Psychographics	18
3051	Q540015011	Statements -- I am concerned about the issues of online security/identity theft -- Agree	Psychographics	18
3052	Q540015014	Statements -- I am concerned about the issues of online security/identity theft -- Disagree	Psychographics	18

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
3053	Q54001511	Statements -- It is important to monitor what children watch/listen to/access via media -- Agree	Psychographics	18
3054	Q54001514	Statements -- It is important to monitor what children watch/listen to/access via media -- Disagree	Psychographics	18
3055	Q54001521	Statements -- I make an effort to buy local produce/products -- Agree	Psychographics	18
3056	Q54001524	Statements -- I make an effort to buy local produce/products -- Disagree	Psychographics	18
3057	Q54001531	Statements -- Vegetarianism is a healthy option -- Agree	Psychographics	18
3058	Q54001534	Statements -- Vegetarianism is a healthy option -- Disagree	Psychographics	18
3059	Q54001541	Statements -- Free-trial/product samples can influence my purchase decisions -- Agree	Psychographics	18
3060	Q54001544	Statements -- Free-trial/product samples can influence my purchase decisions -- Disagree	Psychographics	18
3061	Q54001571	Statements -- Online streaming services do not replace radio -- Agree	Psychographics	18
3062	Q54001574	Statements -- Online streaming services do not replace radio -- Disagree	Psychographics	18
3063	Q54001581	Statements -- Radio feels more personal than other media -- Agree	Psychographics	18
3064	Q54001584	Statements -- Radio feels more personal than other media -- Disagree	Psychographics	18