

ORDER	BEHAVIOURS	CATEGORY
1	Ad Blockers-Installed In Browser	Advertising - Ad Blockers
2	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Attended an event (movie/theatre/show)	Advertising - Ad Influence
3	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Commented on the ad or product/brand/service on social media	Advertising - Ad Influence
4	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Downloaded a coupon	Advertising - Ad Influence
5	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Purchased a product/brand/service	Advertising - Ad Influence
6	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Recommended the advertised product/brand/service	Advertising - Ad Influence
7	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Searched online for a product/brand/service	Advertising - Ad Influence
8	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Talked about the ad or product/brand/service with others	Advertising - Ad Influence
9	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Used a coupon	Advertising - Ad Influence
10	Ad Influence-After Seeing An Ad In-Magazines (print or digital) - Visited a retail/restaurant location	Advertising - Ad Influence
11	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Attended an event (movie/theatre/show)	Advertising - Ad Influence
12	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Commented on the ad or product/brand/service on social media	Advertising - Ad Influence
13	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Downloaded a coupon	Advertising - Ad Influence
14	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Purchased a product/brand/service	Advertising - Ad Influence
15	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Recommended the advertised product/brand/service	Advertising - Ad Influence
16	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Searched online for a product/brand/service	Advertising - Ad Influence
17	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Talked about the ad or product/brand/service with others	Advertising - Ad Influence
18	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Used a coupon	Advertising - Ad Influence
19	Ad Influence-After Seeing An Ad In-Newspapers (print or digital) - Visited a retail/restaurant location	Advertising - Ad Influence
20	Ad Influence-After Hearing An Ad On-Radio - Attended an event (movie/theatre/show)	Advertising - Ad Influence
21	Ad Influence-After Hearing An Ad On-Radio - Commented on the ad or product/brand/service on social media	Advertising - Ad Influence
22	Ad Influence-After Hearing An Ad On-Radio - Downloaded a coupon	Advertising - Ad Influence
23	Ad Influence-After Hearing An Ad On-Radio - Purchased a product/brand/service	Advertising - Ad Influence
24	Ad Influence-After Hearing An Ad On-Radio - Recommended the advertised product/brand/service	Advertising - Ad Influence
25	Ad Influence-After Hearing An Ad On-Radio - Searched online for a product/brand/service	Advertising - Ad Influence
26	Ad Influence-After Hearing An Ad On-Radio - Talked about the ad or product/brand/service with others	Advertising - Ad Influence
27	Ad Influence-After Hearing An Ad On-Radio - Used a coupon	Advertising - Ad Influence
28	Ad Influence-After Hearing An Ad On-Radio - Visited a retail/restaurant location	Advertising - Ad Influence
29	Ad Influence-After Seeing An Ad In-TV - Attended an event (movie/theatre/show)	Advertising - Ad Influence
30	Ad Influence-After Seeing An Ad In-TV - Commented on the ad or product/brand/service on social media	Advertising - Ad Influence
31	Ad Influence-After Seeing An Ad In-TV - Downloaded a coupon	Advertising - Ad Influence
32	Ad Influence-After Seeing An Ad In-TV - Purchased a product/brand/service	Advertising - Ad Influence
33	Ad Influence-After Seeing An Ad In-TV - Recommended the advertised product/brand/service	Advertising - Ad Influence
34	Ad Influence-After Seeing An Ad In-TV - Searched online for a product/brand/service	Advertising - Ad Influence
35	Ad Influence-After Seeing An Ad In-TV - Talked about the ad or product/brand/service with others	Advertising - Ad Influence
36	Ad Influence-After Seeing An Ad In-TV - Used a coupon	Advertising - Ad Influence
37	Ad Influence-After Seeing An Ad In-TV - Visited a retail/restaurant location	Advertising - Ad Influence
38	Ad Influence-After Seeing An Ad On-Internet/Social Media - Attended an event (movie/theatre/show)	Advertising - Ad Influence
39	Ad Influence-After Seeing An Ad On-Internet/Social Media - Commented on the ad or product/brand/service on social media	Advertising - Ad Influence
40	Ad Influence-After Seeing An Ad On-Internet/Social Media - Downloaded a coupon	Advertising - Ad Influence
41	Ad Influence-After Seeing An Ad On-Internet/Social Media - Purchased a product/brand/service	Advertising - Ad Influence
42	Ad Influence-After Seeing An Ad On-Internet/Social Media - Recommended the advertised product/brand/service	Advertising - Ad Influence
43	Ad Influence-After Seeing An Ad On-Internet/Social Media - Searched online for a product/brand/service	Advertising - Ad Influence
44	Ad Influence-After Seeing An Ad On-Internet/Social Media - Talked about the ad or product/brand/service with others	Advertising - Ad Influence
45	Ad Influence-After Seeing An Ad On-Internet/Social Media - Used a coupon	Advertising - Ad Influence
46	Ad Influence-After Seeing An Ad On-Internet/Social Media - Visited a retail/restaurant location	Advertising - Ad Influence
47	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Attended an event (movie/theatre/show)	Advertising - Ad Influence
48	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Commented on the ad or product/brand/service on social media	Advertising - Ad Influence
49	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Downloaded a coupon	Advertising - Ad Influence
50	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Purchased a product/brand/service	Advertising - Ad Influence
51	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Recommended the advertised product/brand/service	Advertising - Ad Influence
52	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Searched online for a product/brand/service	Advertising - Ad Influence
53	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Talked about the ad or product/brand/service with others	Advertising - Ad Influence
54	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Used a coupon	Advertising - Ad Influence
55	Ad Influence-After Seeing An Ad In-Outdoor/Billboard - Visited a retail/restaurant location	Advertising - Ad Influence
56	Direct Mail - Use to Plan/Make a Purchase - Addressed Mail Offers - Often or Always	Advertising - Direct Mail
57	Direct Mail - Use to Plan/Make a Purchase - Brochures - Often or Always	Advertising - Direct Mail
58	Direct Mail - Use to Plan/Make a Purchase - Catalogues - Often or Always	Advertising - Direct Mail
59	Direct Mail - Use to Plan/Make a Purchase - Coupon Booklets - Often or Always	Advertising - Direct Mail
60	Direct Mail - Use to Plan/Make a Purchase - Email Coupons - Often or Always	Advertising - Direct Mail
61	Direct Mail - Use to Plan/Make a Purchase - Newsletters - Often or Always	Advertising - Direct Mail
62	Direct Mail - Use to Plan/Make a Purchase - Unaddressed Mail Offers - Often or Always	Advertising - Direct Mail
63	Flyer/Insert/Coupon - Read/Looked at Content from Publi-Sac [Pst Mth] - In Past 7 Days	Advertising - Direct Mail
64	Flyer/Insert/Coupon - Type more likely to use - Digital	Advertising - Direct Mail
65	Flyer/Insert/Coupon - Type more likely to use - Printed	Advertising - Direct Mail
66	Flyer/Insert/Coupon - Used [Pst Yr] - Yes	Advertising - Direct Mail
67	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Appliances or Furniture - Sometimes or More Frequently	Advertising - Direct Mail
68	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Clothing and Accessories - Sometimes or More Frequently	Advertising - Direct Mail
69	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Computer Hardware/Software - Sometimes or More Frequently	Advertising - Direct Mail
70	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Entertainment/Restaurants - Sometimes or More Frequently	Advertising - Direct Mail
71	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Fitness Clubs - Sometimes or More Frequently	Advertising - Direct Mail
72	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Groceries - Sometimes or More Frequently	Advertising - Direct Mail
73	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Health Care or Personal Care Items - Sometimes or More Frequently	Advertising - Direct Mail
74	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Home Entertainment Items - Sometimes or More Frequently	Advertising - Direct Mail
75	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Home Furnishings - Sometimes or More Frequently	Advertising - Direct Mail
76	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Home Improvement Products and Services - Sometimes or More Frequently	Advertising - Direct Mail
77	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Investments or Banking Services - Sometimes or More Frequently	Advertising - Direct Mail
78	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Other Products or Services - Sometimes or More Frequently	Advertising - Direct Mail
79	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Sports Equipment - Sometimes or More Frequently	Advertising - Direct Mail
80	Flyers/Inserts/Coupons - How Often Use Print/Digital to Plan/Make Purchases - Wireless Products (Cell Phones/Smartphones) - Sometimes or More Frequently	Advertising - Direct Mail
81	Out of Home Advertising Exposure - Digital screens in elevators at work - Yes	Advertising - Out of Home
82	Public Transit - Last Time Used - Past Month	Advertising - Out of Home
83	Types of Out of Home Advertising Seen [Pst Wk] - At Airport	Advertising - Out of Home
84	Types of Out of Home Advertising Seen [Pst Wk] - At Gas Stations	Advertising - Out of Home
85	Types of Out of Home Advertising Seen [Pst Wk] - At Indoor Parking	Advertising - Out of Home
86	Types of Out of Home Advertising Seen [Pst Wk] - At Outdoor Parking	Advertising - Out of Home
87	Types of Out of Home Advertising Seen [Pst Wk] - At Quick Service Restaurants	Advertising - Out of Home
88	Types of Out of Home Advertising Seen [Pst Wk] - At Sport/Fitness Clubs	Advertising - Out of Home
89	Types of Out of Home Advertising Seen [Pst Wk] - At Sports Venues	Advertising - Out of Home
90	Types of Out of Home Advertising Seen [Pst Wk] - At Subway Stations/Platforms/Trains	Advertising - Out of Home
91	Types of Out of Home Advertising Seen [Pst Wk] - Bus Stop/Shelter	Advertising - Out of Home
92	Types of Out of Home Advertising Seen [Pst Wk] - In Cinema Lobby	Advertising - Out of Home
93	Types of Out of Home Advertising Seen [Pst Wk] - In concourse pathways in commercial buildings	Advertising - Out of Home
94	Types of Out of Home Advertising Seen [Pst Wk] - In Convenience Stores	Advertising - Out of Home
95	Types of Out of Home Advertising Seen [Pst Wk] - In Elevators	Advertising - Out of Home

ORDER	BEHAVIOURS	CATEGORY
96	Types of Out of Home Advertising Seen [Pst Wk] - In elevators in commercial buildings	Advertising - Out of Home
97	Types of Out of Home Advertising Seen [Pst Wk] - In elevators in residential buildings	Advertising - Out of Home
98	Types of Out of Home Advertising Seen [Pst Wk] - In local arenas/recreational centres	Advertising - Out of Home
99	Types of Out of Home Advertising Seen [Pst Wk] - In Nightclubs/Pubs	Advertising - Out of Home
100	Types of Out of Home Advertising Seen [Pst Wk] - In Shopping Centres/Malls	Advertising - Out of Home
101	Types of Out of Home Advertising Seen [Pst Wk] - Inside/Outside Bus	Advertising - Out of Home
102	Types of Out of Home Advertising Seen [Pst Wk] - Inside/Outside Retail Stores	Advertising - Out of Home
103	Types of Out of Home Advertising Seen [Pst Wk] - Inside/Outside Taxi	Advertising - Out of Home
104	Types of Out of Home Advertising Seen [Pst Wk] - On Campus	Advertising - Out of Home
105	Types of Out of Home Advertising Seen [Pst Wk] - Restaurants/restobars	Advertising - Out of Home
106	Types of Out of Home Advertising Seen [Pst Wk] - Roadside Billboards	Advertising - Out of Home
107	Types of Out of Home Advertising Seen [Pst Wk] - Washrooms	Advertising - Out of Home
108	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - At Airport	Advertising - Out of Home
109	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - At Gas Stations	Advertising - Out of Home
110	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - At Indoor Parking	Advertising - Out of Home
111	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - At Outdoor Parking	Advertising - Out of Home
112	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - At Quick Service Restaurants	Advertising - Out of Home
113	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - At Sport/Fitness clubs	Advertising - Out of Home
114	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - At Sports Venues	Advertising - Out of Home
115	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - At Subway Stations/Platforms/Trains	Advertising - Out of Home
116	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - Bus Stop/Shelter	Advertising - Out of Home
117	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In Cinema Lobby	Advertising - Out of Home
118	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In concourse pathways in commercial buildings	Advertising - Out of Home
119	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In Convenience Stores	Advertising - Out of Home
120	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In Elevators	Advertising - Out of Home
121	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In elevators in commercial buildings	Advertising - Out of Home
122	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In elevators in residential buildings	Advertising - Out of Home
123	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In local arenas/recreational centres	Advertising - Out of Home
124	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In Nightclubs/Pubs	Advertising - Out of Home
125	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - In Shopping Centres/Malls	Advertising - Out of Home
126	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - Inside/Outside Bus	Advertising - Out of Home
127	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - Inside/Outside Retail Stores	Advertising - Out of Home
128	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - Inside/Outside Taxi	Advertising - Out of Home
129	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - On Campus	Advertising - Out of Home
130	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - Restaurants/restobars	Advertising - Out of Home
131	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - Roadside Billboards	Advertising - Out of Home
132	Types of Out of Home Advertising Seen [Pst Wk] - Digital Screen - Washrooms	Advertising - Out of Home
133	Work - Have Home Office - Yes	Advertising - Work From Home
134	Work - Type Home Office - Extension Of Regular Job	Advertising - Work From Home
135	Work - Type Home Office - Separate Business	Advertising - Work From Home
136	Frequent Flyer Programs - Belong to Any - Yes	Advertising - Rewards or Frequent Flyer Programs
137	Reward Program - Belong [Currently] - Yes	Advertising - Rewards or Frequent Flyer Programs
138	Newspaper (Digital) - Quintiles - Heavy	Media - Media Usage
139	Newspaper (Digital) - Quintiles - Light	Media - Media Usage
140	Newspaper (Digital) - Quintiles - Medium	Media - Media Usage
141	Newspaper (Digital) - Quintiles - Medium Heavy	Media - Media Usage
142	Newspaper (Digital) - Quintiles - Medium Light	Media - Media Usage
143	Newspaper (Print) - Quintiles - Heavy	Media - Media Usage
144	Newspaper (Print) - Quintiles - Light	Media - Media Usage
145	Newspaper (Print) - Quintiles - Medium	Media - Media Usage
146	Newspaper (Print) - Quintiles - Medium Heavy	Media - Media Usage
147	Newspaper (Print) - Quintiles - Medium Light	Media - Media Usage
148	Magazine (Digital) - Quintiles - Heavy	Media - Media Usage
149	Magazine (Digital) - Quintiles - Light	Media - Media Usage
150	Magazine (Digital) - Quintiles - Medium	Media - Media Usage
151	Magazine (Digital) - Quintiles - Medium Heavy	Media - Media Usage
152	Magazine (Digital) - Quintiles - Medium Light	Media - Media Usage
153	Magazine (Print) - Quintiles - Heavy	Media - Media Usage
154	Magazine (Print) - Quintiles - Light	Media - Media Usage
155	Magazine (Print) - Quintiles - Medium	Media - Media Usage
156	Magazine (Print) - Quintiles - Medium Heavy	Media - Media Usage
157	Magazine (Print) - Quintiles - Medium Light	Media - Media Usage
158	Radio - Heavy	Media - Media Usage
159	Radio - Light	Media - Media Usage
160	Radio - Medium	Media - Media Usage
161	Television - Heavy	Media - Media Usage
162	Television - Light	Media - Media Usage
163	Television - Medium	Media - Media Usage
164	Internet via Mobile - Heavy	Media - Media Usage
165	Internet via Mobile - Light	Media - Media Usage
166	Internet via Mobile - Medium	Media - Media Usage
167	Community Newspapers - When Read [Lst] - Past Month	Media - Readership
168	Newspaper - Digital - Accessed [Mst Oft] - Computer	Media - Readership
169	Newspaper - Digital - Accessed [Mst Oft] - Smartphone	Media - Readership
170	Newspaper - Digital - Accessed [Mst Oft] - Tablet	Media - Readership
171	Newspaper - Digital - Sections Read [Usually] - Arts and Entertainment	Media - Readership
172	Newspaper - Digital - Sections Read [Usually] - Automotive	Media - Readership
173	Newspaper - Digital - Sections Read [Usually] - Classifieds	Media - Readership
174	Newspaper - Digital - Sections Read [Usually] - Comics/Comic Strips	Media - Readership
175	Newspaper - Digital - Sections Read [Usually] - Editorials	Media - Readership
176	Newspaper - Digital - Sections Read [Usually] - Fashion or Lifestyle	Media - Readership
177	Newspaper - Digital - Sections Read [Usually] - Finance or Business	Media - Readership
178	Newspaper - Digital - Sections Read [Usually] - Food	Media - Readership
179	Newspaper - Digital - Sections Read [Usually] - Health	Media - Readership
180	Newspaper - Digital - Sections Read [Usually] - Home or Real Estate	Media - Readership
181	Newspaper - Digital - Sections Read [Usually] - Local News	Media - Readership
182	Newspaper - Digital - Sections Read [Usually] - Provincial or National News	Media - Readership
183	Newspaper - Digital - Sections Read [Usually] - Puzzles and Games	Media - Readership
184	Newspaper - Digital - Sections Read [Usually] - Sports	Media - Readership
185	Newspaper - Digital - Sections Read [Usually] - Travel	Media - Readership
186	Newspaper - Digital - Sections Read [Usually] - World News	Media - Readership
187	Newspaper - Digital - When Read [Lst] - Past Week	Media - Readership
188	Newspaper - Print - When Read [Lst] - Past Week	Media - Readership
189	Newspaper - When Read [Lst] - Past Week	Media - Readership
190	Magazine - Bought/Subscribed [Pst Yr] - Digital Edition	Media - Readership

ORDER	BEHAVIOURS	CATEGORY
191	Magazine - Bought/Subscribed [Pst Yr] - Print	Media - Readership
192	Magazine - Digital - Access via Computer	Media - Readership
193	Magazine - Digital - Access via Smartphone	Media - Readership
194	Magazine - Digital - Access via Tablet	Media - Readership
195	Magazine - Digital - When Read [Lst] - Past Month	Media - Readership
196	Magazine - Print - When Read [Lst] - Past Month	Media - Readership
197	Magazine - When Read [Lst] - Past Month	Media - Readership
198	Radio - Device used to listen - Computer	Media - Radio
199	Radio - Device used to listen - Connected TV/Smart TV	Media - Radio
200	Radio - Device used to listen - Conventional Radio	Media - Radio
201	Radio - Device used to listen - In Car Radio	Media - Radio
202	Radio - Device used to listen - Set top box (i.e. Apple TV, Roku)	Media - Radio
203	Radio - Device used to listen - Smartphone	Media - Radio
204	Radio - Device used to listen - Tablet	Media - Radio
205	Radio - How receive content - Conventional Radio (e.g., AM, FM)	Media - Radio
206	Radio - How receive content - Free Streaming	Media - Radio
207	Radio - How receive content - Other Online/Internet	Media - Radio
208	Radio - How receive content - Paid Subscription Streaming	Media - Radio
209	Radio - How receive content - Satellite	Media - Radio
210	Radio - Last Listened to Past Month	Media - Radio
211	Radio - Podcast Genre Follow - Arts	Media - Radio
212	Radio - Podcast Genre Follow - Business	Media - Radio
213	Radio - Podcast Genre Follow - Comedy	Media - Radio
214	Radio - Podcast Genre Follow - Games & Hobbies	Media - Radio
215	Radio - Podcast Genre Follow - Health & Living	Media - Radio
216	Radio - Podcast Genre Follow - Kids & Family	Media - Radio
217	Radio - Podcast Genre Follow - Movies	Media - Radio
218	Radio - Podcast Genre Follow - Music	Media - Radio
219	Radio - Podcast Genre Follow - News & Politics	Media - Radio
220	Radio - Podcast Genre Follow - Science	Media - Radio
221	Radio - Podcast Genre Follow - Society & Culture	Media - Radio
222	Radio - Podcast Genre Follow - Sports	Media - Radio
223	Radio - Podcast Genre Follow - Technology	Media - Radio
224	Radio - Podcast Genre Follow - TV	Media - Radio
225	Radio - Satellite - Listened [Pst Mth] - Yes	Media - Radio
226	Radio - Where Listen - Car	Media - Radio
227	Radio - Where Listen - Home	Media - Radio
228	Radio - Where Listen - Public Transit	Media - Radio
229	Radio - Where Listen - Walking/Running	Media - Radio
230	Radio - Where Listen - Work	Media - Radio
231	TV - Hhid has Reception - Cable	Media - Television
232	TV - Hhid has Reception - Fibre Optic	Media - Television
233	TV - Hhid has Reception - Satellite Service	Media - Television
234	TV - How Watch TV - Watch a TV channel's catch - up/on - demand service	Media - Television
235	TV - How Watch TV - Watch subscription services (e.g. Netflix, Crave TV, Amazon prime etc.)	Media - Television
236	TV - How Watch TV - Watch television live as it is broadcast	Media - Television
237	TV - Last Watched - Past Week	Media - Television
238	TV - Reception - Off-Air Antenna	Media - Television
239	TV - Reception - Watch TV on Internet/Online	Media - Television
240	TV - Time Spent on a Typical Day - 1 - 2 hours	Media - Television
241	TV - Time Spent on a Typical Day - 2 - 4 hours	Media - Television
242	TV - Time Spent on a Typical Day - 4 - 6 hours	Media - Television
243	TV - Time Spent on a Typical Day - Less than 1 hour	Media - Television
244	TV - Time Spent on a Typical Day - More than 6 hours	Media - Television
245	TV - Video Time Spent Streaming on a Typical Day - 1 - 2 hours	Media - Television
246	TV - Video Time Spent Streaming on a Typical Day - 2 - 4 hours	Media - Television
247	TV - Video Time Spent Streaming on a Typical Day - 4 - 6 hours	Media - Television
248	TV - Video Time Spent Streaming on a Typical Day - Less than 1 hour	Media - Television
249	TV - Video Time Spent Streaming on a Typical Day - More than 6 hours	Media - Television
250	Internet/Social Media - Reason for using Social Media - Building my network	Media - Internet/Social Media
251	Internet/Social Media - Reason for using Social Media - Following industry experts/ interesting people	Media - Internet/Social Media
252	Internet/Social Media - Reason for using Social Media - Keep in contact with family	Media - Internet/Social Media
253	Internet/Social Media - Reason for using Social Media - Keep in contact with friends	Media - Internet/Social Media
254	Internet/Social Media - Reason for using Social Media - Keep up to date with celebrities I like	Media - Internet/Social Media
255	Internet/Social Media - Reason for using Social Media - Keep up to date with the news	Media - Internet/Social Media
256	Internet/Social Media - Reason for using Social Media - Keep up with brands I like	Media - Internet/Social Media
257	Internet/Social Media - Reason for using Social Media - Share my own opinions	Media - Internet/Social Media
258	Internet/Social Media - Reason for using Social Media - Share things I find interesting or entertaining (e.g. articles, videos, etc.)	Media - Internet/Social Media
259	Internet/Social Media - Reason for using Social Media - Share things that I'm doing	Media - Internet/Social Media
260	Internet/Social Media - Reason for using Social Media - To search/apply for jobs	Media - Internet/Social Media
261	Internet/Social Media - Time Spent On A Typical Day - On Mobile Device - 1 To 2 Hours	Media - Internet/Social Media
262	Internet/Social Media - Time Spent On A Typical Day - On Mobile Device - 2+ Hours	Media - Internet/Social Media
263	Internet/Social Media - Time Spent On A Typical Day - On Mobile Device - Less Than 1 Hour	Media - Internet/Social Media
264	Activities done while on Internet - Listen to Conventional Radio	Media - Internet/Social Media
265	Activities done while on Internet - None	Media - Internet/Social Media
266	Activities done while on Internet - Read Community Newspapers	Media - Internet/Social Media
267	Activities done while on Internet - Read Daily Newspapers	Media - Internet/Social Media
268	Activities done while on Internet - Read Magazines	Media - Internet/Social Media
269	Activities done while on Internet - Watch Television	Media - Internet/Social Media
270	Binge Watching - # of Times Watched on Any Screen/Device Past Month - Once a Week or More	Media - Internet/Social Media
271	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - In-Store	Online Shopping - Shop In-Store
272	Shop In-Store/Online - Books [Most Often] - In-Store	Online Shopping - Shop In-Store
273	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - In-Store	Online Shopping - Shop In-Store
274	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - In-Store	Online Shopping - Shop In-Store
275	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - In-Store	Online Shopping - Shop In-Store
276	Shop In-Store/Online - Electronics [Most Often] - In-Store	Online Shopping - Shop In-Store
277	Shop In-Store/Online - Footwear [Most Often] - In-Store	Online Shopping - Shop In-Store
278	Shop In-Store/Online - Furniture/Home Accessories [Most Often] - In-Store	Online Shopping - Shop In-Store
279	Shop In-Store/Online - Gardening Supplies [Most Often] - In-Store	Online Shopping - Shop In-Store
280	Shop In-Store/Online - Groceries [Most Often] - In-Store	Online Shopping - Shop In-Store
281	Shop In-Store/Online - Household Appliances [Most Often] - In-Store	Online Shopping - Shop In-Store
282	Shop In-Store/Online - Jewellery [Most Often] - In-Store	Online Shopping - Shop In-Store
283	Shop In-Store/Online - Men's Clothing [Most Often] - In-Store	Online Shopping - Shop In-Store
284	Shop In-Store/Online - Movies [Most Often] - In-Store	Online Shopping - Shop In-Store
285	Shop In-Store/Online - Music [Most Often] - In-Store	Online Shopping - Shop In-Store

ORDER	BEHAVIOURS	CATEGORY
286	Shop In-Store/Online - Personal Care [Most Often] - In-Store	Online Shopping - Shop In-Store
287	Shop In-Store/Online - Pet Food/Care [Most Often] - In-Store	Online Shopping - Shop In-Store
288	Shop In-Store/Online - Sporting Goods/Athletic Wear [Most Often] - In-Store	Online Shopping - Shop In-Store
289	Shop In-Store/Online - Tickets - Concert [Most Often] - In-Store	Online Shopping - Shop In-Store
290	Shop In-Store/Online - Tickets - Movie [Most Often] - In-Store	Online Shopping - Shop In-Store
291	Shop In-Store/Online - Tickets - Sporting Events [Most Often] - In-Store	Online Shopping - Shop In-Store
292	Shop In-Store/Online - Tickets - Theatre [Most Often] - In-Store	Online Shopping - Shop In-Store
293	Shop In-Store/Online - Toys/Games/Learning [Most Often] - In-Store	Online Shopping - Shop In-Store
294	Shop In-Store/Online - Travel [Most Often] - In-Store	Online Shopping - Shop In-Store
295	Shop In-Store/Online - Video Games [Most Often] - In-Store	Online Shopping - Shop In-Store
296	Shop In-Store/Online - Women's Clothing [Most Often] - In-Store	Online Shopping - Shop In-Store
297	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online	Online Shopping - Shop Online
298	Shop In-Store/Online - Books [Most Often] - Online	Online Shopping - Shop Online
299	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - Online	Online Shopping - Shop Online
300	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - Online	Online Shopping - Shop Online
301	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - Online	Online Shopping - Shop Online
302	Shop In-Store/Online - Electronics [Most Often] - Online	Online Shopping - Shop Online
303	Shop In-Store/Online - Footwear [Most Often] - Online	Online Shopping - Shop Online
304	Shop In-Store/Online - Furniture/Home Accessories [Most Often] - Online	Online Shopping - Shop Online
305	Shop In-Store/Online - Gardening Supplies [Most Often] - Online	Online Shopping - Shop Online
306	Shop In-Store/Online - Groceries [Most Often] - Online	Online Shopping - Shop Online
307	Shop In-Store/Online - Household Appliances [Most Often] - Online	Online Shopping - Shop Online
308	Shop In-Store/Online - Jewellery [Most Often] - Online	Online Shopping - Shop Online
309	Shop In-Store/Online - Men's Clothing [Most Often] - Online	Online Shopping - Shop Online
310	Shop In-Store/Online - Movies [Most Often] - Online	Online Shopping - Shop Online
311	Shop In-Store/Online - Music [Most Often] - Online	Online Shopping - Shop Online
312	Shop In-Store/Online - Personal Care [Most Often] - Online	Online Shopping - Shop Online
313	Shop In-Store/Online - Pet Food/Care [Most Often] - Online	Online Shopping - Shop Online
314	Shop In-Store/Online - Sporting Goods/Athletic Wear [Most Often] - Online	Online Shopping - Shop Online
315	Shop In-Store/Online - Tickets - Concert [Most Often] - Online	Online Shopping - Shop Online
316	Shop In-Store/Online - Tickets - Movie [Most Often] - Online	Online Shopping - Shop Online
317	Shop In-Store/Online - Tickets - Sporting Events [Most Often] - Online	Online Shopping - Shop Online
318	Shop In-Store/Online - Tickets - Theatre [Most Often] - Online	Online Shopping - Shop Online
319	Shop In-Store/Online - Toys/Games/Learning [Most Often] - Online	Online Shopping - Shop Online
320	Shop In-Store/Online - Travel [Most Often] - Online	Online Shopping - Shop Online
321	Shop In-Store/Online - Video Games [Most Often] - Online	Online Shopping - Shop Online
322	Shop In-Store/Online - Women's Clothing [Most Often] - Online	Online Shopping - Shop Online
323	Online Shipping Services - Avoid shopping with a retailer that charges extra for shipment	Online Shopping - Online Shipping Services
324	Online Shipping Services - Become a Member/VIP in order to get products shipped for free	Online Shopping - Online Shipping Services
325	Online Shipping Services - Make an online purchase from a retailer specifically because they offer free and fast shipping	Online Shopping - Online Shipping Services
326	Online Shipping Services - Pay extra in order to get products the same day or on day after	Online Shopping - Online Shipping Services
327	Online Shipping Services - Personally Use - Click - and - collect	Online Shopping - Online Shipping Services
328	Online Shipping Services - Personally Use - Express Shipping	Online Shopping - Online Shipping Services
329	Online Shipping Services - Personally Use - Free Shipping	Online Shopping - Online Shipping Services
330	Online Shipping Services - Personally Use - Other Paid Shipping	Online Shopping - Online Shipping Services
331	Online Shipping Services - Shop online but pick up at the location (store, warehouse, etc.)	Online Shopping - Online Shipping Services
332	Online Shipping Services - Spend requested amount of dollars in order to get products shipped for free	Online Shopping - Online Shipping Services
333	Online Shipping Services - Stop shopping with an online retailer due to a bad shipping experience	Online Shopping - Online Shipping Services
334	Online Purchase - How Often Shop Online - Once a week or more	Online Shopping - Online Spending
335	Online Purchase - Amount Spent [Pst Mth] - \$1,001+	Online Shopping - Online Spending
336	Online Purchase - Amount Spent [Pst Mth] - \$101-250	Online Shopping - Online Spending
337	Online Purchase - Amount Spent [Pst Mth] - \$1-100	Online Shopping - Online Spending
338	Online Purchase - Amount Spent [Pst Mth] - \$251-400	Online Shopping - Online Spending
339	Online Purchase - Amount Spent [Pst Mth] - \$401-1,000	Online Shopping - Online Spending
340	Online Purchase - Payment Method - Credit Card	Online Shopping - Online Spending
341	Online Purchase - Payment Method - Debit Card	Online Shopping - Online Spending
342	Online Purchase - Payment Method - E-Transfer	Online Shopping - Online Spending
343	Online Purchase - Payment Method - PayPal	Online Shopping - Online Spending
344	Shopping In-Store/Online-Events Personally Participate In - Back To School	Online Shopping - Participate in Sales Events
345	Shopping In-Store/Online-Events Personally Participate In - Black Friday	Online Shopping - Participate in Sales Events
346	Shopping In-Store/Online-Events Personally Participate In - Boxing Week	Online Shopping - Participate in Sales Events
347	Shopping In-Store/Online-Events Personally Participate In - Christmas Shopping	Online Shopping - Participate in Sales Events
348	Shopping In-Store/Online-Events Personally Participate In - Other Holiday Shopping	Online Shopping - Participate in Sales Events
349	Advertising - Advertising influences my purchase decisions - Strongly Agree	Psychographics - Advertising
350	Advertising - Advertising keeps me up to date about products/services available in the marketplace - Strongly Agree	Psychographics - Advertising
351	Advertising - Advertising plays a vital role in providing information about products and services - Strongly Agree	Psychographics - Advertising
352	Advertising - I like to share my opinions about products and services by posting reviews online - Strongly Agree	Psychographics - Advertising
353	Advertising - Out-of-Home/ Outdoor advertising affects how I see a brand - Strongly Agree	Psychographics - Advertising
354	Advertising - Overall, I consider advertising a good thing - Strongly Agree	Psychographics - Advertising
355	Consumer Products - I buy goods produced by my own country whenever I can - Strongly Agree	Psychographics - Consumer Products
356	Consumer Products - I can't resist fancy packaging - Strongly Agree	Psychographics - Consumer Products
357	Consumer Products - I feel confident using new technology products - Strongly Agree	Psychographics - Consumer Products
358	Consumer Products - I love to buy new gadgets and appliances - Strongly Agree	Psychographics - Consumer Products
359	Consumer Products - I wait until technology becomes cheaper before considering a purchase - Strongly Agree	Psychographics - Consumer Products
360	Consumer Products - It is important my household is equipped with the latest technology - Strongly Agree	Psychographics - Consumer Products
361	Consumer Products - Online product reviews have a major influence on my purchasing decisions - Strongly Agree	Psychographics - Consumer Products
362	Consumer Products - People tend to ask me for my opinion about new products and services - Strongly Agree	Psychographics - Consumer Products
363	Consumer Products - When I buy any product, its style and design are as important as its quality - Strongly Agree	Psychographics - Consumer Products
364	Environment - Companies should help consumers to be environmentally responsible - Strongly Agree	Psychographics - Environment
365	Environment - Global warming is not man-made- it's a natural occurrence - Strongly Agree	Psychographics - Environment
366	Environment - I am prepared to make lifestyle compromises to benefit the environment - Strongly Agree	Psychographics - Environment
367	Environment - I am very concerned about the effects of pollution on our planet - Strongly Agree	Psychographics - Environment
368	Environment - I buy products in bulk to avoid over packaging - Strongly Agree	Psychographics - Environment
369	Environment - I do my best to shop ethically and responsibly (e.g. rechargeables, refills, reusables, biodegradables etc.) - Strongly Agree	Psychographics - Environment
370	Environment - I make a conscious effort to recycle - Strongly Agree	Psychographics - Environment
371	Environment - I would pay more for products knowing that they are produced and packaged in an environmentally friendly way - Strongly Agree	Psychographics - Environment
372	Environment - It's not worth doing things to help the environment if others don't do the same - Strongly Agree	Psychographics - Environment
373	Environment - It's only worth doing environmentally-friendly things if they save you money - Strongly Agree	Psychographics - Environment
374	Environment - People have a duty to recycle - Strongly Agree	Psychographics - Environment
375	Environment - Today there is too much emphasis on conservation - Strongly Agree	Psychographics - Environment
376	Finance - Financial security for retirement is each individual's responsibility - Strongly Agree	Psychographics - Finance
377	Finance - I am actively looking for opportunities to earn supplemental income beyond my regular job - Strongly Agree	Psychographics - Finance
378	Finance - I am more of a spender than a saver - Strongly Agree	Psychographics - Finance
379	Finance - I am very good at managing money - Strongly Agree	Psychographics - Finance
380	Finance - I feel overwhelmed by financial burdens - Strongly Agree	Psychographics - Finance

ORDER	BEHAVIOURS	CATEGORY
381	Finance - I have already taken steps to ensure that I have sufficient income for my retirement - Strongly Agree	Psychographics - Finance
382	Finance - I seldom make a financial move without consulting an expert - Strongly Agree	Psychographics - Finance
383	Finance - I spend money more carefully than I used to - Strongly Agree	Psychographics - Finance
384	Finance - My main goal is to make as much money as possible - Strongly Agree	Psychographics - Finance
385	Finance - With a credit card I can buy the sort of things I couldn't normally afford - Strongly Agree	Psychographics - Finance
386	Food - I am willing to spend more on good quality foods - Strongly Agree	Psychographics - Food
387	Food - I like to try out new food products - Strongly Agree	Psychographics - Food
388	Food - It's worth paying more for organic food - Strongly Agree	Psychographics - Food
389	Internet - I am concerned about data protection and privacy on the Internet - Agree	Psychographics - Internet
390	Internet - I feel the need to check social networking sites every day - Agree	Psychographics - Internet
391	Internet - I often refer to the internet before making a purchase - Agree	Psychographics - Internet
392	Internet - Internet allows freedom of expression - Agree	Psychographics - Internet
393	Internet - Internet allows me to stand out and be different - Agree	Psychographics - Internet
394	Internet - Internet enables me to belong and be accepted by my friends - Agree	Psychographics - Internet
395	Internet - Internet helps me connect with other like-minded individuals - Agree	Psychographics - Internet
396	Internet - Internet is my main source of news - Agree	Psychographics - Internet
397	Internet - Internet provides a personal space - Agree	Psychographics - Internet
398	Internet - Life without the Internet would be a lot less fun - Agree	Psychographics - Internet
399	Internet - The Internet improves the relationships I have with other people - Agree	Psychographics - Internet
400	Luxury/Status - I am prepared to pay more for products that elevate my status - Strongly Agree	Psychographics - Luxury/Status
401	Luxury/Status - I enjoy being extravagant - Strongly Agree	Psychographics - Luxury/Status
402	Luxury/Status - I like to live a lifestyle that impresses others - Strongly Agree	Psychographics - Luxury/Status
403	Luxury/Status - It is worth paying extra for quality goods - Strongly Agree	Psychographics - Luxury/Status
404	Luxury/Status - Money is the best measure of success - Strongly Agree	Psychographics - Luxury/Status
405	Luxury/Status - Sometimes I treat myself to something I don't need - Strongly Agree	Psychographics - Luxury/Status
406	Media & Technology - Because of online TV streaming I now watch more television than I used to - Strongly Agree	Psychographics - Media & Technology
407	Media & Technology - Being able to stream or listen to the radio online has changed the way I listen to the radio - Strongly Agree	Psychographics - Media & Technology
408	Media & Technology - I always choose not to be included on email/mailling lists - Strongly Agree	Psychographics - Media & Technology
409	Media & Technology - I couldn't live without my mobile phone - Strongly Agree	Psychographics - Media & Technology
410	Media & Technology - I prefer to watch TV programs live - Strongly Agree	Psychographics - Media & Technology
411	Media & Technology - I primarily listen to music through streaming services - Strongly Agree	Psychographics - Media & Technology
412	Media & Technology - I rely on TV to keep me informed - Strongly Agree	Psychographics - Media & Technology
413	Media & Technology - I sometimes rely on the radio for companionship - Strongly Agree	Psychographics - Media & Technology
414	Media & Technology - I'm willing to pay extra for the quality content - Strongly Agree	Psychographics - Media & Technology
415	Media & Technology - Online TV streaming services have changed the way I watch television - Strongly Agree	Psychographics - Media & Technology
416	Motivation - How I spend my time is more important than the money I make - Strongly Agree	Psychographics - Motivation
417	Motivation - I am perfectly happy with my standard of living - Strongly Agree	Psychographics - Motivation
418	Motivation - I am usually the first amongst my friends to know what's going on - Strongly Agree	Psychographics - Motivation
419	Motivation - I like taking risks - Strongly Agree	Psychographics - Motivation
420	Motivation - I want to get to the very top in my career - Strongly Agree	Psychographics - Motivation
421	Motivation - I would like to set up my own business one day - Strongly Agree	Psychographics - Motivation
422	Motivation - In this day and age it is important to juggle various tasks at the same time - Strongly Agree	Psychographics - Motivation
423	Motivation - It is important to continue learning new things throughout your life - Strongly Agree	Psychographics - Motivation
424	Motivation - You should seize opportunities in life when they arise - Strongly Agree	Psychographics - Motivation
425	Personal Appearance - I can't leave home without make-up - Strongly Agree	Psychographics - Personal Appearance
426	Personal Appearance - I do some form of sport or exercise at least once a week - Strongly Agree	Psychographics - Personal Appearance
427	Personal Appearance - I have a conservative dress style - Strongly Agree	Psychographics - Personal Appearance
428	Personal Appearance - I like to keep up with the latest fashions - Strongly Agree	Psychographics - Personal Appearance
429	Personal Appearance - I like to stand out in a crowd - Strongly Agree	Psychographics - Personal Appearance
430	Personal Appearance - I look after my health to improve my appearance - Strongly Agree	Psychographics - Personal Appearance
431	Personal Appearance - I prefer to buy clothes that are classic and timeless in style - Strongly Agree	Psychographics - Personal Appearance
432	Personal Appearance - I spend a lot of money on toiletries and cosmetics for personal use - Strongly Agree	Psychographics - Personal Appearance
433	Personal Appearance - I take great pleasure in looking after my appearance - Strongly Agree	Psychographics - Personal Appearance
434	Personal Appearance - I tend to always buy the same beauty products - Strongly Agree	Psychographics - Personal Appearance
435	Personal Appearance - I would consider having cosmetic surgery - Strongly Agree	Psychographics - Personal Appearance
436	Personal Appearance - It is important to be attractive to others - Strongly Agree	Psychographics - Personal Appearance
437	Personal Appearance - Most of the time I'm trying to lose weight - Strongly Agree	Psychographics - Personal Appearance
438	Personal Appearance - My confidence is greatly enhanced when I know I look my best - Strongly Agree	Psychographics - Personal Appearance
439	Personal Appearance - People's opinion on my appearance is very important to me - Strongly Agree	Psychographics - Personal Appearance
440	Personal Appearance - When shopping for clothes I generally look for designer labels - Strongly Agree	Psychographics - Personal Appearance
441	Personal Interest - I am particularly interested in the arts - Strongly Agree	Psychographics - Personal Interest
442	Personal Interest - I enjoy entertaining at home - Strongly Agree	Psychographics - Personal Interest
443	Personal Interest - I enjoy spending time with my family - Strongly Agree	Psychographics - Personal Interest
444	Personal Interest - I like to dine at fine restaurants as often as possible - Strongly Agree	Psychographics - Personal Interest
445	Personal Interest - I love to spend time looking at household decorating ideas - Strongly Agree	Psychographics - Personal Interest
446	Personal Interest - I participate in sports on a regular basis - Strongly Agree	Psychographics - Personal Interest
447	Personal Interest - I really enjoy cooking - Strongly Agree	Psychographics - Personal Interest
448	Personal Interest - Music is an important part of my life - Strongly Agree	Psychographics - Personal Interest
449	Personal Interest - My friends are more important to me than my family - Strongly Agree	Psychographics - Personal Interest
450	Personal Interest - Regular exercise is an important part of my life - Strongly Agree	Psychographics - Personal Interest
451	Personal Interest - Sports and recreation are important to my family - Strongly Agree	Psychographics - Personal Interest
452	Personal Interest - We often sit down for a meal together at home - Strongly Agree	Psychographics - Personal Interest
453	Personality - Does a thorough job - Strongly Agree	Psychographics - Personality
454	Personality - Gets nervous easily - Strongly Agree	Psychographics - Personality
455	Personality - Has an active imagination - Strongly Agree	Psychographics - Personality
456	Personality - Has few artistic interests - Strongly Agree	Psychographics - Personality
457	Personality - I am willing to volunteer my time for a good cause - Strongly Agree	Psychographics - Personality
458	Personality - I find I am easily swayed by other people's views - Strongly Agree	Psychographics - Personality
459	Personality - I often do things on the spur of the moment - Strongly Agree	Psychographics - Personality
460	Personality - I try to keep up with developments in technology - Strongly Agree	Psychographics - Personality
461	Personality - Is generally trusting - Strongly Agree	Psychographics - Personality
462	Personality - Is outgoing, sociable - Strongly Agree	Psychographics - Personality
463	Personality - Is relaxed, handles stress well - Strongly Agree	Psychographics - Personality
464	Personality - Is reserved - Strongly Agree	Psychographics - Personality
465	Personality - It is important that those around me think I'm doing well - Strongly Agree	Psychographics - Personality
466	Personality - It's important to me to feel respected by my peers - Strongly Agree	Psychographics - Personality
467	Personality - Tends to be lazy - Strongly Agree	Psychographics - Personality
468	Personality - Tends to find faults with others - Strongly Agree	Psychographics - Personality
469	Print/News - Computers remind me of work, reading print is a pleasure - Strongly Agree	Psychographics - Print/News
470	Print/News - I commit more time each day to seek out current news and information than I did two years ago - Strongly Agree	Psychographics - Print/News
471	Print/News - I feel it is important to pay for news and information to feel truly informed - Strongly Agree	Psychographics - Print/News
472	Print/News - I prefer to read news content online than in printed version - Strongly Agree	Psychographics - Print/News
473	Print/News - I trust newspapers to print the truth - Strongly Agree	Psychographics - Print/News
474	Print/News - I would pay for access to newspaper content online - Strongly Agree	Psychographics - Print/News
475	Print/News - Newspapers should encourage debate and challenge perspectives - Strongly Agree	Psychographics - Print/News

ORDER	BEHAVIOURS	CATEGORY
476	Print/News - Print is an uninterrupted, personal and relaxing experience - Strongly Agree	Psychographics - Print/News
477	Print/News - The physical aspect of reading print is a key part of the experience - Strongly Agree	Psychographics - Print/News
478	Shopping - Convenience of online shopping is more important than price - Strongly Agree	Psychographics - Shopping
479	Shopping - Even though I have a favourite brand, if another brand is on special offer I buy it instead - Strongly Agree	Psychographics - Shopping
480	Shopping - I always look out for special offers - Strongly Agree	Psychographics - Shopping
481	Shopping - I always use a shopping list - Strongly Agree	Psychographics - Shopping
482	Shopping - I buy new products before most of my friends - Strongly Agree	Psychographics - Shopping
483	Shopping - I check a number of sources before making a significant purchase - Strongly Agree	Psychographics - Shopping
484	Shopping - I look for the lowest possible prices when I go shopping - Strongly Agree	Psychographics - Shopping
485	Shopping - I really enjoy shopping - Strongly Agree	Psychographics - Shopping
486	Shopping - I tend to make impulse purchases - Strongly Agree	Psychographics - Shopping
487	Shopping - I think that well-known brands are better - Strongly Agree	Psychographics - Shopping
488	Shopping - I trust my own judgement in picking out my clothes - Strongly Agree	Psychographics - Shopping
489	Shopping - Once I find a brand I like I tend to stick to it - Strongly Agree	Psychographics - Shopping
490	Shopping - People come to me for advice before buying new things - Strongly Agree	Psychographics - Shopping
491	Shopping - Shopping online makes my life easier - Strongly Agree	Psychographics - Shopping
492	Shopping - When I see a new brand I often buy it to see what it's like - Strongly Agree	Psychographics - Shopping
493	Social/Political/Ethical - I find exposure to different cultures personally rewarding - Strongly Agree	Psychographics - Social/Political/Ethical
494	Social/Political/Ethical - I have refused to buy products from a company of which I disapproved - Strongly Agree	Psychographics - Social/Political/Ethical
495	Social/Political/Ethical - I think we should strive for equality for all - Strongly Agree	Psychographics - Social/Political/Ethical
496	Social/Political/Ethical - I trust the government to protect my privacy - Strongly Agree	Psychographics - Social/Political/Ethical
497	Social/Political/Ethical - I worry about violence and crime - Strongly Agree	Psychographics - Social/Political/Ethical
498	Social/Political/Ethical - It is important that a company acts ethically - Strongly Agree	Psychographics - Social/Political/Ethical
499	Social/Political/Ethical - It is more important to do your duty than to live for your own enjoyment - Strongly Agree	Psychographics - Social/Political/Ethical
500	Social/Political/Ethical - The quality of human contact has been improved through technology - Strongly Agree	Psychographics - Social/Political/Ethical
501	Travel - I love sharing my vacation experiences on social media - Strongly Agree	Psychographics - Travel
502	Travel - I prefer to travel off the beaten path - Strongly Agree	Psychographics - Travel
503	Travel - I seek out adventurous experiences when I travel - Strongly Agree	Psychographics - Travel
504	Travel - I want every aspect of my vacation to be luxurious - Strongly Agree	Psychographics - Travel
505	Travel - My vacations are focused on quality time with family/friends - Strongly Agree	Psychographics - Travel
506	Travel - On my vacations I prefer traveling to places I've never been - Strongly Agree	Psychographics - Travel
507	Travel - The best vacations involve as many activities as possible - Strongly Agree	Psychographics - Travel
508	Travel - Travel and accommodation discounts have a huge impact on my travel plans - Strongly Agree	Psychographics - Travel
509	Travel - Vacations are all about escaping my everyday life - Strongly Agree	Psychographics - Travel
510	Travel - When traveling I want to experience the local culture and lifestyle - Strongly Agree	Psychographics - Travel