

ORDER	VARIABLE	DESCRIPTION	CATEGORY
0	CODE	Code	Geography
0	GEO	Geographic Summarization Indicator	Geography
1	RBAS18HP	Total Household Population 18 Years Or Over	Basics
2	E1_1C1	Freq. doing online [Pst 2 Mths] - Email - Never (!)	Online Usage
3	E1_1C2	Freq. doing online [Pst 2 Mths] - Email - Monthly	Online Usage
4	E1_1C3	Freq. doing online [Pst 2 Mths] - Email - Weekly	Online Usage
5	E1_1C4	Freq. doing online [Pst 2 Mths] - Email - Daily	Online Usage
6	E1_2C1	Freq. doing online [Pst 2 Mths] - Instant messaging - Never	Online Usage
7	E1_2C2	Freq. doing online [Pst 2 Mths] - Instant messaging - Monthly	Online Usage
8	E1_2C3	Freq. doing online [Pst 2 Mths] - Instant messaging - Weekly	Online Usage
9	E1_2C4	Freq. doing online [Pst 2 Mths] - Instant messaging - Daily	Online Usage
10	E1_4C1	Freq. doing online [Pst 2 Mths] - Online dating/relationship - Never	Online Usage
11	E1_4C2	Freq. doing online [Pst 2 Mths] - Online dating/relationship - Monthly	Online Usage
12	E1_4C3	Freq. doing online [Pst 2 Mths] - Online dating/relationship - Weekly	Online Usage
13	E1_4C4	Freq. doing online [Pst 2 Mths] - Online dating/relationship - Daily	Online Usage
14	E1_5C1	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Never	Online Usage
15	E1_5C2	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Monthly	Online Usage
16	E1_5C3	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Weekly	Online Usage
17	E1_5C4	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Daily	Online Usage
18	E1_6C1	Freq. doing online [Pst 2 Mths] - Played video games - Never	Online Usage
19	E1_6C2	Freq. doing online [Pst 2 Mths] - Played video games - Monthly	Online Usage
20	E1_6C3	Freq. doing online [Pst 2 Mths] - Played video games - Weekly	Online Usage
21	E1_6C4	Freq. doing online [Pst 2 Mths] - Played video games - Daily	Online Usage
22	E1_7C1	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Never	Online Usage
23	E1_7C2	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Monthly	Online Usage
24	E1_7C3	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Weekly	Online Usage
25	E1_7C4	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Daily	Online Usage
26	E1_8C1	Freq. doing online [Pst 2 Mths] - Read the news - Never	Online Usage
27	E1_8C2	Freq. doing online [Pst 2 Mths] - Read the news - Monthly	Online Usage
28	E1_8C3	Freq. doing online [Pst 2 Mths] - Read the news - Weekly	Online Usage
29	E1_8C4	Freq. doing online [Pst 2 Mths] - Read the news - Daily	Online Usage
30	E1_9C1	Freq. doing online [Pst 2 Mths] - Commented on a news article - Never	Online Usage
31	E1_9C2	Freq. doing online [Pst 2 Mths] - Commented on a news article - Monthly	Online Usage
32	E1_9C3	Freq. doing online [Pst 2 Mths] - Commented on a news article - Weekly	Online Usage
33	E1_9C4	Freq. doing online [Pst 2 Mths] - Commented on a news article - Daily	Online Usage
34	E1_10C1	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Never	Online Usage
35	E1_10C2	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Monthly	Online Usage
36	E1_10C3	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Weekly	Online Usage
37	E1_10C4	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Daily	Online Usage
38	E1_11C1	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Never	Online Usage
39	E1_11C2	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Monthly	Online Usage
40	E1_11C3	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Weekly	Online Usage
41	E1_11C4	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Daily	Online Usage
42	E1_12C1	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Never	Online Usage
43	E1_12C2	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Monthly	Online Usage
44	E1_12C3	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Weekly	Online Usage
45	E1_12C4	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Daily	Online Usage
46	E1_13C1	Freq. doing online [Pst 2 Mths] - Banking/paid bills - Never	Online Usage
47	E1_13C2	Freq. doing online [Pst 2 Mths] - Banking/paid bills - Monthly	Online Usage
48	E1_13C3	Freq. doing online [Pst 2 Mths] - Banking/paid bills - Weekly	Online Usage
49	E1_13C4	Freq. doing online [Pst 2 Mths] - Banking/paid bills - Daily	Online Usage
50	E1_14C1	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - Never	Online Usage
51	E1_14C2	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - Monthly	Online Usage
52	E1_14C3	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - Weekly	Online Usage
53	E1_14C4	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - Daily	Online Usage
54	E1_16C1	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - Never	Online Usage
55	E1_16C2	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - Monthly	Online Usage
56	E1_16C34	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - Weekly or more	Online Usage
57	E1_17C1	Freq. doing online [Pst 2 Mths] - Researched real estate - Never	Online Usage
58	E1_17C2	Freq. doing online [Pst 2 Mths] - Researched real estate - Monthly	Online Usage
59	E1_17C3	Freq. doing online [Pst 2 Mths] - Researched real estate - Weekly	Online Usage
60	E1_17C4	Freq. doing online [Pst 2 Mths] - Researched real estate - Daily	Online Usage
61	E1_18C1	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Never	Online Usage
62	E1_18C2	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Monthly	Online Usage
63	E1_18C3	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Weekly	Online Usage
64	E1_18C4	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Daily	Online Usage
65	E1_19C1	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - Never	Online Usage
66	E1_19C2	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - Monthly	Online Usage
67	E1_19C34	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - Weekly or more	Online Usage
68	E1_20C1	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - Never	Online Usage
69	E1_20C2	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - Monthly	Online Usage
70	E1_20C3	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - Weekly	Online Usage
71	E1_20C4	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - Daily (!)	Online Usage
72	E1_21C1	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - Never	Online Usage
73	E1_21C2	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - Monthly	Online Usage
74	E1_21C3	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - Weekly	Online Usage
75	E1_21C4	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - Daily (!)	Online Usage
76	E1_22C1	Freq. doing online [Pst 2 Mths] - Purchase through a group-buying site (e.g. Groupon) - Never	Online Usage
77	E1_22C2	Freq. doing online [Pst 2 Mths] - Purchase through a group-buying site (e.g. Groupon) - Monthly	Online Usage
78	E1_22C34	Freq. doing online [Pst 2 Mths] - Purchase through a group-buying site (e.g. Groupon) - Weekly or more	Online Usage

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79	E1_25C1	Freq. doing online [Pst 2 Mths] - Purchase a second-hand item through a site (e.g. Kijiji or Craigslist) - Never	Online Usage
80	E1_25C2	Freq. doing online [Pst 2 Mths] - Purchase a second-hand item through a site (e.g. Kijiji or Craigslist) - Monthly	Online Usage
81	E1_25C34	Freq. doing online [Pst 2 Mths] - Purchase a second-hand item through a site (e.g. Kijiji or Craigslist) - Weekly or more	Online Usage
82	E1_26C1	Freq. doing online [Pst 2 Mths] - Purchase through an online auction site (e.g. eBay) - Never	Online Usage
83	E1_26C2	Freq. doing online [Pst 2 Mths] - Purchase through an online auction site (e.g. eBay) - Monthly	Online Usage
84	E1_26C34	Freq. doing online [Pst 2 Mths] - Purchase through an online auction site (e.g. eBay) - Weekly or more	Online Usage
85	E1_23C1	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Never	Online Usage
86	E1_23C2	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Monthly	Online Usage
87	E1_23C3	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Weekly	Online Usage
88	E1_23C4	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Daily	Online Usage
89	E1_24C1	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - Never	Online Usage
90	E1_24C2	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - Monthly	Online Usage
91	E1_24C3	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - Weekly	Online Usage
92	E1_24C4	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - Daily (!)	Online Usage
93	E1_27C1	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - Never	Online Usage
94	E1_27C2	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - Monthly	Online Usage
95	E1_27C34	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - Weekly or more	Online Usage
96	E1_28C1	Freq. doing online [Pst 2 Mths] - Purchase from an e-commerce company (e.g. Amazon or AliExpress) - Never	Online Usage
97	E1_28C2	Freq. doing online [Pst 2 Mths] - Purchase from an e-commerce company (e.g. Amazon or AliExpress) - Monthly	Online Usage
98	E1_28C3	Freq. doing online [Pst 2 Mths] - Purchase from an e-commerce company (e.g. Amazon or AliExpress) - Weekly	Online Usage
99	E1_28C4	Freq. doing online [Pst 2 Mths] - Purchase from an e-commerce company (e.g. Amazon or AliExpress) - Daily (!)	Online Usage
100	E1_29C1	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer with physical location near me - Never	Online Usage
101	E1_29C2	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer with physical location near me - Monthly	Online Usage
102	E1_29C34	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer with physical location near me - Weekly or more	Online Usage
103	E1_30C1	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer without physical location near me - Never	Online Usage
104	E1_30C2	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer without physical location near me - Monthly	Online Usage
105	E1_30C34	Freq. doing online [Pst 2 Mths] - Purchase from an online retailer without physical location near me - Weekly or more	Online Usage
106	E1_31C1	Freq. doing online [Pst 2 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes) - Never	Online Usage
107	E1_31C2	Freq. doing online [Pst 2 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes) - Monthly	Online Usage
108	E1_31C34	Freq. doing online [Pst 2 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes) - Weekly or more	Online Usage
109	E1_32C1	Freq. doing online [Pst 2 Mths] - Purchased an online meal kit (e.g. Good Food, Hello Fresh) - Never	Online Usage
110	E1_32C2	Freq. doing online [Pst 2 Mths] - Purchased an online meal kit (e.g. Good Food, Hello Fresh) - Monthly	Online Usage
111	E1_32C34	Freq. doing online [Pst 2 Mths] - Purchased an online meal kit (e.g. Good Food, Hello Fresh) - Weekly or more	Online Usage
112	E1_33C1	Freq. doing online [Pst 2 Mths] - Applied for a mortgage - Never	Online Usage
113	E1_33C2	Freq. doing online [Pst 2 Mths] - Applied for a mortgage - Monthly	Online Usage
114	E1_33C34	Freq. doing online [Pst 2 Mths] - Applied for a mortgage - Weekly or more (!)	Online Usage
115	E1_34C1	Freq. doing online [Pst 2 Mths] - Applied for a loan - Never	Online Usage
116	E1_34C2	Freq. doing online [Pst 2 Mths] - Applied for a loan - Monthly	Online Usage
117	E1_34C34	Freq. doing online [Pst 2 Mths] - Applied for a loan - Weekly or more (!)	Online Usage
118	E1_35C1	Freq. doing online [Pst 2 Mths] - Applied for a credit card - Never	Online Usage
119	E1_35C2	Freq. doing online [Pst 2 Mths] - Applied for a credit card - Monthly	Online Usage
120	E1_35C34	Freq. doing online [Pst 2 Mths] - Applied for a credit card - Weekly or more (!)	Online Usage
121	E1_36C1	Freq. doing online [Pst 2 Mths] - Open a banking account - Never	Online Usage
122	E1_36C2	Freq. doing online [Pst 2 Mths] - Open a banking account - Monthly	Online Usage
123	E1_36C34	Freq. doing online [Pst 2 Mths] - Open a banking account - Weekly or more	Online Usage
124	E1_37C1	Freq. doing online [Pst 2 Mths] - Made Investments using Robo-advisors (e.g. WealthSimple) - Never	Online Usage
125	E1_37C2	Freq. doing online [Pst 2 Mths] - Made Investments using Robo-advisors (e.g. WealthSimple) - Monthly	Online Usage
126	E1_37C34	Freq. doing online [Pst 2 Mths] - Made Investments using Robo-advisors (e.g. WealthSimple) - Weekly or more	Online Usage
127	E1_38C1	Freq. doing online [Pst 2 Mths] - Send/Receive money using Interac e-Transfers - Never	Online Usage
128	E1_38C2	Freq. doing online [Pst 2 Mths] - Send/Receive money using Interac e-Transfers - Monthly	Online Usage
129	E1_38C3	Freq. doing online [Pst 2 Mths] - Send/Receive money using Interac e-Transfers - Weekly	Online Usage
130	E1_38C4	Freq. doing online [Pst 2 Mths] - Send/Receive money using Interac e-Transfers - Daily (!)	Online Usage
131	E1_39C1	Freq. doing online [Pst 2 Mths] - Subscribe to financial advice newsletter - Never	Online Usage
132	E1_39C2	Freq. doing online [Pst 2 Mths] - Subscribe to financial advice newsletter - Monthly	Online Usage
133	E1_39C3	Freq. doing online [Pst 2 Mths] - Subscribe to financial advice newsletter - Weekly	Online Usage
134	E1_39C4	Freq. doing online [Pst 2 Mths] - Subscribe to financial advice newsletter - Daily (!)	Online Usage
135	E27BC1	Have an account with a fintech company (e.g. Wealthsimple, Borrowell) - Yes	Online Usage
136	E2A_1C1	Gather information about products/services - In person at a store, branch or office - Automotive	Information Gathering
137	E2A_2C2	Gather information about products/services - In person at a store, branch or office - Babies and children	Information Gathering
138	E2A_3C3	Gather information about products/services - In person at a store, branch or office - Media (books, magazines, music, DVD's)	Information Gathering
139	E2A_4C4	Gather information about products/services - In person at a store, branch or office - Clothing & Fashions	Information Gathering
140	E2A_5C5	Gather information about products/services - In person at a store, branch or office - Home Electronics & Computers	Information Gathering
141	E2A_6C6	Gather information about products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)	Information Gathering
142	E2A_7C7	Gather information about products/services - In person at a store, branch or office - Gift card / certificate	Information Gathering
143	E2A_8C8	Gather information about products/services - In person at a store, branch or office - Groceries	Information Gathering
144	E2A_9C9	Gather information about products/services - In person at a store, branch or office - Beauty & Cosmetics	Information Gathering
145	E2A_10C10	Gather information about products/services - In person at a store, branch or office - Home & Garden	Information Gathering
146	E2A_11C11	Gather information about products/services - In person at a store, branch or office - Financial products	Information Gathering
147	E2A_12C12	Gather information about products/services - In person at a store, branch or office - Office supplies	Information Gathering
148	E2A_13C13	Gather information about products/services - In person at a store, branch or office - Pets and pet goods	Information Gathering
149	E2A_14C14	Gather information about products/services - In person at a store, branch or office - Health products or services	Information Gathering
150	E2A_15C15	Gather information about products/services - In person at a store, branch or office - Sporting goods	Information Gathering
151	E2A_16C16	Gather information about products/services - In person at a store, branch or office - Vacation / travel	Information Gathering
152	E2A_18C18	Gather information about products/services - In person at a store, branch or office - Food delivery services (e.g. UberEats & SkipTheDishes)	Information Gathering
153	E2A_19C19	Gather information about products/services - In person at a store, branch or office - Wireless service providers	Information Gathering
154	E2A_20C20	Gather information about products/services - In person at a store, branch or office - Insurance products	Information Gathering
155	E2A_21C21	Gather information about products/services - In person at a store, branch or office - Online meal kits (e.g. Good Food, Hello Fresh)	Information Gathering
156	E2A_22C22	Gather information about products/services - In person at a store, branch or office - Government services	Information Gathering
157	E2B_1C1	Gather information about products/services - Online/website via computer - Automotive	Information Gathering
158	E2B_2C2	Gather information about products/services - Online/website via computer - Babies and children	Information Gathering

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159	E2B_3C3	Gather information about products/services - Online/website via computer - Media (books , magazines, music, DVD's)	Information Gathering
160	E2B_4C4	Gather information about products/services - Online/website via computer - Clothing & Fashions	Information Gathering
161	E2B_5C5	Gather information about products/services - Online/website via computer - Home Electronics & Computers	Information Gathering
162	E2B_6C6	Gather information about products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)	Information Gathering
163	E2B_7C7	Gather information about products/services - Online/website via computer - Gift card / certificate	Information Gathering
164	E2B_8C8	Gather information about products/services - Online/website via computer - Groceries	Information Gathering
165	E2B_9C9	Gather information about products/services - Online/website via computer - Beauty & Cosmetics	Information Gathering
166	E2B_10C10	Gather information about products/services - Online/website via computer - Home & Garden	Information Gathering
167	E2B_11C11	Gather information about products/services - Online/website via computer - Financial products	Information Gathering
168	E2B_12C12	Gather information about products/services - Online/website via computer - Office supplies	Information Gathering
169	E2B_13C13	Gather information about products/services - Online/website via computer - Pets and pet goods	Information Gathering
170	E2B_14C14	Gather information about products/services - Online/website via computer - Health products or services	Information Gathering
171	E2B_15C15	Gather information about products/services - Online/website via computer - Sporting goods	Information Gathering
172	E2B_16C16	Gather information about products/services - Online/website via computer - Vacation / travel	Information Gathering
173	E2B_18C18	Gather information about products/services - Online/website via computer - Food delivery services (e.g. UberEats & SkipTheDishes)	Information Gathering
174	E2B_19C19	Gather information about products/services - Online/website via computer - Wireless service providers	Information Gathering
175	E2B_20C20	Gather information about products/services - Online/website via computer - Insurance products	Information Gathering
176	E2B_21C21	Gather information about products/services - Online/website via computer - Online meal kits (e.g. Good Food, Hello Fresh)	Information Gathering
177	E2B_22C22	Gather information about products/services - Online/website via computer - Government services	Information Gathering
178	E2C_1C1	Gather information about products/services - Online via your mobile device - Automotive	Information Gathering
179	E2C_2C2	Gather information about products/services - Online via your mobile device - Babies and children	Information Gathering
180	E2C_3C3	Gather information about products/services - Online via your mobile device - Media (books , magazines, music, DVD's)	Information Gathering
181	E2C_4C4	Gather information about products/services - Online via your mobile device - Clothing & Fashions	Information Gathering
182	E2C_5C5	Gather information about products/services - Online via your mobile device - Home Electronics & Computers	Information Gathering
183	E2C_6C6	Gather information about products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)	Information Gathering
184	E2C_7C7	Gather information about products/services - Online via your mobile device - Gift card / certificate	Information Gathering
185	E2C_8C8	Gather information about products/services - Online via your mobile device - Groceries	Information Gathering
186	E2C_9C9	Gather information about products/services - Online via your mobile device - Beauty & Cosmetics	Information Gathering
187	E2C_10C10	Gather information about products/services - Online via your mobile device - Home & Garden	Information Gathering
188	E2C_11C11	Gather information about products/services - Online via your mobile device - Financial products	Information Gathering
189	E2C_12C12	Gather information about products/services - Online via your mobile device - Office supplies	Information Gathering
190	E2C_13C13	Gather information about products/services - Online via your mobile device - Pets and pet goods	Information Gathering
191	E2C_14C14	Gather information about products/services - Online via your mobile device - Health products or services	Information Gathering
192	E2C_15C15	Gather information about products/services - Online via your mobile device - Sporting goods	Information Gathering
193	E2C_16C16	Gather information about products/services - Online via your mobile device - Vacation / travel	Information Gathering
194	E2C_18C18	Gather information about products/services - Online via your mobile device - Food delivery services (e.g. UberEats & SkipTheDishes)	Information Gathering
195	E2C_19C19	Gather information about products/services - Online via your mobile device - Wireless service providers	Information Gathering
196	E2C_20C20	Gather information about products/services - Online via your mobile device - Insurance products	Information Gathering
197	E2C_21C21	Gather information about products/services - Online via your mobile device - Online meal kits (e.g. Good Food, Hello Fresh)	Information Gathering
198	E2C_22C22	Gather information about products/services - Online via your mobile device - Government services	Information Gathering
199	E2D_1C1	Gather information about products/services - By talking to someone on the phone - Automotive	Information Gathering
200	E2D_2C2	Gather information about products/services - By talking to someone on the phone - Babies and children	Information Gathering
201	E2D_3C3	Gather information about products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)	Information Gathering
202	E2D_4C4	Gather information about products/services - By talking to someone on the phone - Clothing & Fashions	Information Gathering
203	E2D_5C5	Gather information about products/services - By talking to someone on the phone - Home Electronics & Computers	Information Gathering
204	E2D_6C6	Gather information about products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)	Information Gathering
205	E2D_7C7	Gather information about products/services - By talking to someone on the phone - Gift card / certificate	Information Gathering
206	E2D_8C8	Gather information about products/services - By talking to someone on the phone - Groceries	Information Gathering
207	E2D_9C9	Gather information about products/services - By talking to someone on the phone - Beauty & Cosmetics	Information Gathering
208	E2D_10C10	Gather information about products/services - By talking to someone on the phone - Home & Garden	Information Gathering
209	E2D_11C11	Gather information about products/services - By talking to someone on the phone - Financial products	Information Gathering
210	E2D_12C12	Gather information about products/services - By talking to someone on the phone - Office supplies	Information Gathering
211	E2D_13C13	Gather information about products/services - By talking to someone on the phone - Pets and pet goods	Information Gathering
212	E2D_14C14	Gather information about products/services - By talking to someone on the phone - Health products or services	Information Gathering
213	E2D_15C15	Gather information about products/services - By talking to someone on the phone - Sporting goods	Information Gathering
214	E2D_16C16	Gather information about products/services - By talking to someone on the phone - Vacation / travel	Information Gathering
215	E2D_18C18	Gather information about products/services - By talking to someone on the phone - Food delivery services (e.g. UberEats & SkipTheDishes)	Information Gathering
216	E2D_19C19	Gather information about products/services - By talking to someone on the phone - Wireless service providers	Information Gathering
217	E2D_20C20	Gather information about products/services - By talking to someone on the phone - Insurance products	Information Gathering
218	E2D_21C21	Gather information about products/services - By talking to someone on the phone - Online meal kits (e.g. Good Food, Hello Fresh)	Information Gathering
219	E2D_22C22	Gather information about products/services - By talking to someone on the phone - Government services	Information Gathering
220	E2E_1C1	Gather information about products/services - Using 'live chat' with customer service online - Automotive	Information Gathering
221	E2E_3C3	Gather information about products/services - Using 'live chat' with customer service online - Media (books , magazines, music, DVD's) (!)	Information Gathering
222	E2E_4C4	Gather information about products/services - Using 'live chat' with customer service online - Clothing & Fashions (!)	Information Gathering
223	E2E_5C5	Gather information about products/services - Using 'live chat' with customer service online - Home Electronics & Computers	Information Gathering
224	E2E_6C6	Gather information about products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events) (!)	Information Gathering
225	E2E_7C7	Gather information about products/services - Using 'live chat' with customer service online - Gift card / certificate (!)	Information Gathering
226	E2E_10C10	Gather information about products/services - Using 'live chat' with customer service online - Home & Garden (!)	Information Gathering
227	E2E_11C11	Gather information about products/services - Using 'live chat' with customer service online - Financial products	Information Gathering
228	E2E_12C12	Gather information about products/services - Using 'live chat' with customer service online - Office supplies (!)	Information Gathering
229	E2E_14C14	Gather information about products/services - Using 'live chat' with customer service online - Health products or services (!)	Information Gathering
230	E2E_15C15	Gather information about products/services - Using 'live chat' with customer service online - Sporting goods (!)	Information Gathering
231	E2E_16C16	Gather information about products/services - Using 'live chat' with customer service online - Vacation / travel	Information Gathering
232	E2E_18C18	Gather information about products/services - Using 'live chat' with customer service online - Food delivery services (e.g. UberEats & SkipTheDishes)	Information Gathering
233	E2E_19C19	Gather information about products/services - Using 'live chat' with customer service online - Wireless service providers	Information Gathering
234	E2E_20C20	Gather information about products/services - Using 'live chat' with customer service online - Insurance products	Information Gathering
235	E2E_21C21	Gather information about products/services - Using 'live chat' with customer service online - Online meal kits (e.g. Good Food, Hello Fresh) (!)	Information Gathering
236	E2E_22C22	Gather information about products/services - Using 'live chat' with customer service online - Government services	Information Gathering
237	E2A2_1C1	Prefer to purchase products/services - In person at a store, branch or office - Automotive	Purchase Preference
238	E2A2_2C2	Prefer to purchase products/services - In person at a store, branch or office - Babies and children	Purchase Preference

ORDER	VARIABLE	DESCRIPTION	CATEGORY
239	E2A2_3C3	Prefer to purchase products/services - In person at a store, branch or office - Media (books , magazines, music, DVD's)	Purchase Preference
240	E2A2_4C4	Prefer to purchase products/services - In person at a store, branch or office - Clothing & Fashions	Purchase Preference
241	E2A2_5C5	Prefer to purchase products/services - In person at a store, branch or office - Home Electronics & Computers	Purchase Preference
242	E2A2_6C6	Prefer to purchase products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)	Purchase Preference
243	E2A2_7C7	Prefer to purchase products/services - In person at a store, branch or office - Gift card / certificate	Purchase Preference
244	E2A2_8C8	Prefer to purchase products/services - In person at a store, branch or office - Groceries	Purchase Preference
245	E2A2_9C9	Prefer to purchase products/services - In person at a store, branch or office - Beauty & Cosmetics	Purchase Preference
246	E2A2_10C10	Prefer to purchase products/services - In person at a store, branch or office - Home & Garden	Purchase Preference
247	E2A2_11C11	Prefer to purchase products/services - In person at a store, branch or office - Financial products	Purchase Preference
248	E2A2_12C12	Prefer to purchase products/services - In person at a store, branch or office - Office supplies	Purchase Preference
249	E2A2_13C13	Prefer to purchase products/services - In person at a store, branch or office - Pets and pet goods	Purchase Preference
250	E2A2_14C14	Prefer to purchase products/services - In person at a store, branch or office - Health products or services	Purchase Preference
251	E2A2_15C15	Prefer to purchase products/services - In person at a store, branch or office - Sporting goods	Purchase Preference
252	E2A2_16C16	Prefer to purchase products/services - In person at a store, branch or office - Vacation / travel	Purchase Preference
253	E2A2_18C18	Prefer to purchase products/services - In person at a store, branch or office - Food delivery services (e.g. UberEats & SkipTheDishes)	Purchase Preference
254	E2A2_19C19	Prefer to purchase products/services - In person at a store, branch or office - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference
255	E2A2_20C20	Prefer to purchase products/services - In person at a store, branch or office - Insurance products	Purchase Preference
256	E2A2_21C21	Prefer to purchase products/services - In person at a store, branch or office - Online meal kits (e.g. Good Food, Hello Fresh)	Purchase Preference
257	E2A2_22C22	Prefer to purchase products/services - In person at a store, branch or office - Government services	Purchase Preference
258	E2B2_1C1	Prefer to purchase products/services - Online/website via computer - Automotive	Purchase Preference
259	E2B2_2C2	Prefer to purchase products/services - Online/website via computer - Babies and children	Purchase Preference
260	E2B2_3C3	Prefer to purchase products/services - Online/website via computer - Media (books , magazines, music, DVD's)	Purchase Preference
261	E2B2_4C4	Prefer to purchase products/services - Online/website via computer - Clothing & Fashions	Purchase Preference
262	E2B2_5C5	Prefer to purchase products/services - Online/website via computer - Home Electronics & Computers	Purchase Preference
263	E2B2_6C6	Prefer to purchase products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)	Purchase Preference
264	E2B2_7C7	Prefer to purchase products/services - Online/website via computer - Gift card / certificate	Purchase Preference
265	E2B2_8C8	Prefer to purchase products/services - Online/website via computer - Groceries	Purchase Preference
266	E2B2_9C9	Prefer to purchase products/services - Online/website via computer - Beauty & Cosmetics	Purchase Preference
267	E2B2_10C10	Prefer to purchase products/services - Online/website via computer - Home & Garden	Purchase Preference
268	E2B2_11C11	Prefer to purchase products/services - Online/website via computer - Financial products	Purchase Preference
269	E2B2_12C12	Prefer to purchase products/services - Online/website via computer - Office supplies	Purchase Preference
270	E2B2_13C13	Prefer to purchase products/services - Online/website via computer - Pets and pet goods	Purchase Preference
271	E2B2_14C14	Prefer to purchase products/services - Online/website via computer - Health products or services	Purchase Preference
272	E2B2_15C15	Prefer to purchase products/services - Online/website via computer - Sporting goods	Purchase Preference
273	E2B2_16C16	Prefer to purchase products/services - Online/website via computer - Vacation / travel	Purchase Preference
274	E2B2_18C18	Prefer to purchase products/services - Online/website via computer - Food delivery services (e.g. UberEats & SkipTheDishes)	Purchase Preference
275	E2B2_19C19	Prefer to purchase products/services - Online/website via computer - Wireless service providers	Purchase Preference
276	E2B2_20C20	Prefer to purchase products/services - Online/website via computer - Insurance products	Purchase Preference
277	E2B2_21C21	Prefer to purchase products/services - Online/website via computer - Online meal kits (e.g. Good Food, Hello Fresh)	Purchase Preference
278	E2B2_22C22	Prefer to purchase products/services - Online/website via computer - Government services	Purchase Preference
279	E2C2_1C1	Prefer to purchase products/services - Online via your mobile device - Automotive	Purchase Preference
280	E2C2_2C2	Prefer to purchase products/services - Online via your mobile device - Babies and children	Purchase Preference
281	E2C2_3C3	Prefer to purchase products/services - Online via your mobile device - Media (books , magazines, music, DVD's)	Purchase Preference
282	E2C2_4C4	Prefer to purchase products/services - Online via your mobile device - Clothing & Fashions	Purchase Preference
283	E2C2_5C5	Prefer to purchase products/services - Online via your mobile device - Home Electronics & Computers	Purchase Preference
284	E2C2_6C6	Prefer to purchase products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)	Purchase Preference
285	E2C2_7C7	Prefer to purchase products/services - Online via your mobile device - Gift card / certificate	Purchase Preference
286	E2C2_8C8	Prefer to purchase products/services - Online via your mobile device - Groceries	Purchase Preference
287	E2C2_9C9	Prefer to purchase products/services - Online via your mobile device - Beauty & Cosmetics	Purchase Preference
288	E2C2_10C10	Prefer to purchase products/services - Online via your mobile device - Home & Garden	Purchase Preference
289	E2C2_11C11	Prefer to purchase products/services - Online via your mobile device - Financial products	Purchase Preference
290	E2C2_12C12	Prefer to purchase products/services - Online via your mobile device - Office supplies	Purchase Preference
291	E2C2_13C13	Prefer to purchase products/services - Online via your mobile device - Pets and pet goods	Purchase Preference
292	E2C2_14C14	Prefer to purchase products/services - Online via your mobile device - Health products or services	Purchase Preference
293	E2C2_15C15	Prefer to purchase products/services - Online via your mobile device - Sporting goods	Purchase Preference
294	E2C2_16C16	Prefer to purchase products/services - Online via your mobile device - Vacation / travel	Purchase Preference
295	E2C2_18C18	Prefer to purchase products/services - Online via your mobile device - Food delivery services (e.g. UberEats & SkipTheDishes)	Purchase Preference
296	E2C2_19C19	Prefer to purchase products/services - Online via your mobile device - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference
297	E2C2_20C20	Prefer to purchase products/services - Online via your mobile device - Insurance products	Purchase Preference
298	E2C2_21C21	Prefer to purchase products/services - Online via your mobile device - Online meal kits (e.g. Good Food, Hello Fresh)	Purchase Preference
299	E2C2_22C22	Prefer to purchase products/services - Online via your mobile device - Government services	Purchase Preference
300	E2D2_1C1	Prefer to purchase products/services - By talking to someone on the phone - Automotive	Purchase Preference
301	E2D2_2C2	Prefer to purchase products/services - By talking to someone on the phone - Babies and children (!)	Purchase Preference
302	E2D2_3C3	Prefer to purchase products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)	Purchase Preference
303	E2D2_4C4	Prefer to purchase products/services - By talking to someone on the phone - Clothing & Fashions	Purchase Preference
304	E2D2_5C5	Prefer to purchase products/services - By talking to someone on the phone - Home Electronics & Computers	Purchase Preference
305	E2D2_6C6	Prefer to purchase products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)	Purchase Preference
306	E2D2_7C7	Prefer to purchase products/services - By talking to someone on the phone - Gift card / certificate	Purchase Preference
307	E2D2_8C8	Prefer to purchase products/services - By talking to someone on the phone - Groceries (!)	Purchase Preference
308	E2D2_9C9	Prefer to purchase products/services - By talking to someone on the phone - Beauty & Cosmetics	Purchase Preference
309	E2D2_10C10	Prefer to purchase products/services - By talking to someone on the phone - Home & Garden	Purchase Preference
310	E2D2_11C11	Prefer to purchase products/services - By talking to someone on the phone - Financial products	Purchase Preference
311	E2D2_12C12	Prefer to purchase products/services - By talking to someone on the phone - Office supplies	Purchase Preference
312	E2D2_13C13	Prefer to purchase products/services - By talking to someone on the phone - Pets and pet goods (!)	Purchase Preference
313	E2D2_14C14	Prefer to purchase products/services - By talking to someone on the phone - Health products or services	Purchase Preference
314	E2D2_15C15	Prefer to purchase products/services - By talking to someone on the phone - Sporting goods	Purchase Preference
315	E2D2_16C16	Prefer to purchase products/services - By talking to someone on the phone - Vacation / travel	Purchase Preference
316	E2D2_18C18	Prefer to purchase products/services - By talking to someone on the phone - Food delivery services (e.g. UberEats & SkipTheDishes)	Purchase Preference
317	E2D2_19C19	Prefer to purchase products/services - By talking to someone on the phone - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference
318	E2D2_20C20	Prefer to purchase products/services - By talking to someone on the phone - Insurance products	Purchase Preference

ORDER	VARIABLE	DESCRIPTION	CATEGORY
319	E2D2_21C21	Prefer to purchase products/services - By talking to someone on the phone - Online meal kits (e.g. Good Food, Hello Fresh) (!)	Purchase Preference
320	E2D2_22C22	Prefer to purchase products/services - By talking to someone on the phone - Government services	Purchase Preference
321	E2E2_1C1	Prefer to purchase products/services - Using 'live chat' with customer service online - Automotive (!)	Purchase Preference
322	E2E2_5C5	Prefer to purchase products/services - Using 'live chat' with customer service online - Home Electronics & Computers (!)	Purchase Preference
323	E2E2_6C6	Prefer to purchase products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events) (!)	Purchase Preference
324	E2E2_11C11	Prefer to purchase products/services - Using 'live chat' with customer service online - Financial products	Purchase Preference
325	E2E2_14C14	Prefer to purchase products/services - Using 'live chat' with customer service online - Health products or services (!)	Purchase Preference
326	E2E2_16C16	Prefer to purchase products/services - Using 'live chat' with customer service online - Vacation / travel	Purchase Preference
327	E2E2_19C19	Prefer to purchase products/services - Using 'live chat' with customer service online - Wireless service providers (e.g. mobile phone and internet)	Purchase Preference
328	E2E2_20C20	Prefer to purchase products/services - Using 'live chat' with customer service online - Insurance products	Purchase Preference
329	E2E2_22C22	Prefer to purchase products/services - Using 'live chat' with customer service online - Government services	Purchase Preference
330	E2A3_1C1	Obtain customer service for products/services - In person at a store, branch or office - Automotive	Customer Service
331	E2A3_2C2	Obtain customer service for products/services - In person at a store, branch or office - Babies and children	Customer Service
332	E2A3_9C9	Obtain customer service for products/services - In person at a store, branch or office - Beauty & Cosmetics	Customer Service
333	E2A3_4C4	Obtain customer service for products/services - In person at a store, branch or office - Clothing & Fashions	Customer Service
334	E2A3_6C6	Obtain customer service for products/services - In person at a store, branch or office - Event tickets (movies, concerts, sporting events)	Customer Service
335	E2A3_11C11	Obtain customer service for products/services - In person at a store, branch or office - Financial products	Customer Service
336	E2A3_18C18	Obtain customer service for products/services - In person at a store, branch or office - Food delivery services (e.g. UberEats & SkipTheDishes)	Customer Service
337	E2A3_7C7	Obtain customer service for products/services - In person at a store, branch or office - Gift card / certificate	Customer Service
338	E2A3_22C22	Obtain customer service for products/services - In person at a store, branch or office - Government services	Customer Service
339	E2A3_8C8	Obtain customer service for products/services - In person at a store, branch or office - Groceries	Customer Service
340	E2A3_14C14	Obtain customer service for products/services - In person at a store, branch or office - Health products or services	Customer Service
341	E2A3_10C10	Obtain customer service for products/services - In person at a store, branch or office - Home & Garden	Customer Service
342	E2A3_5C5	Obtain customer service for products/services - In person at a store, branch or office - Home Electronics & Computers	Customer Service
343	E2A3_20C20	Obtain customer service for products/services - In person at a store, branch or office - Insurance products	Customer Service
344	E2A3_3C3	Obtain customer service for products/services - In person at a store, branch or office - Media (books , magazines, music, DVD's)	Customer Service
345	E2A3_12C12	Obtain customer service for products/services - In person at a store, branch or office - Office supplies	Customer Service
346	E2A3_21C21	Obtain customer service for products/services - In person at a store, branch or office - Online meal kits (e.g. Good Food, Hello Fresh)	Customer Service
347	E2A3_13C13	Obtain customer service for products/services - In person at a store, branch or office - Pets and pet goods	Customer Service
348	E2A3_15C15	Obtain customer service for products/services - In person at a store, branch or office - Sporting goods	Customer Service
349	E2A3_16C16	Obtain customer service for products/services - In person at a store, branch or office - Vacation / travel	Customer Service
350	E2A3_19C19	Obtain customer service for products/services - In person at a store, branch or office - Wireless service providers (e.g. mobile phone and internet)	Customer Service
351	E2B3_1C1	Obtain customer service for products/services - Online/website via computer - Automotive	Customer Service
352	E2B3_2C2	Obtain customer service for products/services - Online/website via computer - Babies and children	Customer Service
353	E2B3_9C9	Obtain customer service for products/services - Online/website via computer - Beauty & Cosmetics	Customer Service
354	E2B3_4C4	Obtain customer service for products/services - Online/website via computer - Clothing & Fashions	Customer Service
355	E2B3_6C6	Obtain customer service for products/services - Online/website via computer - Event tickets (movies, concerts, sporting events)	Customer Service
356	E2B3_11C11	Obtain customer service for products/services - Online/website via computer - Financial products	Customer Service
357	E2B3_18C18	Obtain customer service for products/services - Online/website via computer - Food delivery services (e.g. UberEats & SkipTheDishes)	Customer Service
358	E2B3_7C7	Obtain customer service for products/services - Online/website via computer - Gift card / certificate	Customer Service
359	E2B3_22C22	Obtain customer service for products/services - Online/website via computer - Government services	Customer Service
360	E2B3_8C8	Obtain customer service for products/services - Online/website via computer - Groceries	Customer Service
361	E2B3_14C14	Obtain customer service for products/services - Online/website via computer - Health products or services	Customer Service
362	E2B3_10C10	Obtain customer service for products/services - Online/website via computer - Home & Garden	Customer Service
363	E2B3_5C5	Obtain customer service for products/services - Online/website via computer - Home Electronics & Computers	Customer Service
364	E2B3_20C20	Obtain customer service for products/services - Online/website via computer - Insurance products	Customer Service
365	E2B3_3C3	Obtain customer service for products/services - Online/website via computer - Media (books , magazines, music, DVD's)	Customer Service
366	E2B3_12C12	Obtain customer service for products/services - Online/website via computer - Office supplies	Customer Service
367	E2B3_21C21	Obtain customer service for products/services - Online/website via computer - Online meal kits (e.g. Good Food, Hello Fresh)	Customer Service
368	E2B3_13C13	Obtain customer service for products/services - Online/website via computer - Pets and pet goods	Customer Service
369	E2B3_15C15	Obtain customer service for products/services - Online/website via computer - Sporting goods	Customer Service
370	E2B3_16C16	Obtain customer service for products/services - Online/website via computer - Vacation / travel	Customer Service
371	E2B3_19C19	Obtain customer service for products/services - Online/website via computer - Wireless service providers (e.g. mobile phone and internet)	Customer Service
372	E2C3_1C1	Obtain customer service for products/services - Online via your mobile device - Automotive	Customer Service
373	E2C3_2C2	Obtain customer service for products/services - Online via your mobile device - Babies and children	Customer Service
374	E2C3_9C9	Obtain customer service for products/services - Online via your mobile device - Beauty & Cosmetics	Customer Service
375	E2C3_4C4	Obtain customer service for products/services - Online via your mobile device - Clothing & Fashions	Customer Service
376	E2C3_6C6	Obtain customer service for products/services - Online via your mobile device - Event tickets (movies, concerts, sporting events)	Customer Service
377	E2C3_11C11	Obtain customer service for products/services - Online via your mobile device - Financial products	Customer Service
378	E2C3_18C18	Obtain customer service for products/services - Online via your mobile device - Food delivery services (e.g. UberEats & SkipTheDishes)	Customer Service
379	E2C3_7C7	Obtain customer service for products/services - Online via your mobile device - Gift card / certificate	Customer Service
380	E2C3_22C22	Obtain customer service for products/services - Online via your mobile device - Government services	Customer Service
381	E2C3_8C8	Obtain customer service for products/services - Online via your mobile device - Groceries	Customer Service
382	E2C3_14C14	Obtain customer service for products/services - Online via your mobile device - Health products or services	Customer Service
383	E2C3_10C10	Obtain customer service for products/services - Online via your mobile device - Home & Garden	Customer Service
384	E2C3_5C5	Obtain customer service for products/services - Online via your mobile device - Home Electronics & Computers	Customer Service
385	E2C3_20C20	Obtain customer service for products/services - Online via your mobile device - Insurance products	Customer Service
386	E2C3_3C3	Obtain customer service for products/services - Online via your mobile device - Media (books , magazines, music, DVD's)	Customer Service
387	E2C3_12C12	Obtain customer service for products/services - Online via your mobile device - Office supplies	Customer Service
388	E2C3_21C21	Obtain customer service for products/services - Online via your mobile device - Online meal kits (e.g. Good Food, Hello Fresh)	Customer Service
389	E2C3_13C13	Obtain customer service for products/services - Online via your mobile device - Pets and pet goods	Customer Service
390	E2C3_15C15	Obtain customer service for products/services - Online via your mobile device - Sporting goods	Customer Service
391	E2C3_16C16	Obtain customer service for products/services - Online via your mobile device - Vacation / travel	Customer Service
392	E2C3_19C19	Obtain customer service for products/services - Online via your mobile device - Wireless service providers (e.g. mobile phone and internet)	Customer Service
393	E2D3_1C1	Obtain customer service for products/services - By talking to someone on the phone - Automotive	Customer Service
394	E2D3_2C2	Obtain customer service for products/services - By talking to someone on the phone - Babies and children	Customer Service
395	E2D3_9C9	Obtain customer service for products/services - By talking to someone on the phone - Beauty & Cosmetics	Customer Service
396	E2D3_4C4	Obtain customer service for products/services - By talking to someone on the phone - Clothing & Fashions	Customer Service
397	E2D3_6C6	Obtain customer service for products/services - By talking to someone on the phone - Event tickets (movies, concerts, sporting events)	Customer Service
398	E2D3_11C11	Obtain customer service for products/services - By talking to someone on the phone - Financial products	Customer Service

ORDER	VARIABLE	DESCRIPTION	CATEGORY
399	E2D3_18C18	Obtain customer service for products/services - By talking to someone on the phone - Food delivery services (e.g. UberEats & SkipTheDishes)	Customer Service
400	E2D3_7C7	Obtain customer service for products/services - By talking to someone on the phone - Gift card / certificate	Customer Service
401	E2D3_22C22	Obtain customer service for products/services - By talking to someone on the phone - Government services	Customer Service
402	E2D3_8C8	Obtain customer service for products/services - By talking to someone on the phone - Groceries	Customer Service
403	E2D3_14C14	Obtain customer service for products/services - By talking to someone on the phone - Health products or services	Customer Service
404	E2D3_10C10	Obtain customer service for products/services - By talking to someone on the phone - Home & Garden	Customer Service
405	E2D3_5C5	Obtain customer service for products/services - By talking to someone on the phone - Home Electronics & Computers	Customer Service
406	E2D3_20C20	Obtain customer service for products/services - By talking to someone on the phone - Insurance products	Customer Service
407	E2D3_3C3	Obtain customer service for products/services - By talking to someone on the phone - Media (books , magazines, music, DVD's)	Customer Service
408	E2D3_12C12	Obtain customer service for products/services - By talking to someone on the phone - Office supplies	Customer Service
409	E2D3_21C21	Obtain customer service for products/services - By talking to someone on the phone - Online meal kits (e.g. Good Food, Hello Fresh)	Customer Service
410	E2D3_13C13	Obtain customer service for products/services - By talking to someone on the phone - Pets and pet goods	Customer Service
411	E2D3_15C15	Obtain customer service for products/services - By talking to someone on the phone - Sporting goods	Customer Service
412	E2D3_16C16	Obtain customer service for products/services - By talking to someone on the phone - Vacation / travel	Customer Service
413	E2D3_19C19	Obtain customer service for products/services - By talking to someone on the phone - Wireless service providers (e.g. mobile phone and internet)	Customer Service
414	E2E3_1C1	Obtain customer service for products/services - Using 'live chat' with customer service online - Automotive	Customer Service
415	E2E3_2C2	Obtain customer service for products/services - Using 'live chat' with customer service online - Babies and children	Customer Service
416	E2E3_9C9	Obtain customer service for products/services - Using 'live chat' with customer service online - Beauty & Cosmetics	Customer Service
417	E2E3_4C4	Obtain customer service for products/services - Using 'live chat' with customer service online - Clothing & Fashions	Customer Service
418	E2E3_6C6	Obtain customer service for products/services - Using 'live chat' with customer service online - Event tickets (movies, concerts, sporting events)	Customer Service
419	E2E3_11C11	Obtain customer service for products/services - Using 'live chat' with customer service online - Financial products	Customer Service
420	E2E3_18C18	Obtain customer service for products/services - Using 'live chat' with customer service online - Food delivery services (e.g. UberEats &	Customer Service
421	E2E3_7C7	Obtain customer service for products/services - Using 'live chat' with customer service online - Gift card / certificate	Customer Service
422	E2E3_22C22	Obtain customer service for products/services - Using 'live chat' with customer service online - Government services	Customer Service
423	E2E3_8C8	Obtain customer service for products/services - Using 'live chat' with customer service online - Groceries	Customer Service
424	E2E3_14C14	Obtain customer service for products/services - Using 'live chat' with customer service online - Health products or services	Customer Service
425	E2E3_10C10	Obtain customer service for products/services - Using 'live chat' with customer service online - Home & Garden	Customer Service
426	E2E3_5C5	Obtain customer service for products/services - Using 'live chat' with customer service online - Home Electronics & Computers	Customer Service
427	E2E3_20C20	Obtain customer service for products/services - Using 'live chat' with customer service online - Insurance products	Customer Service
428	E2E3_3C3	Obtain customer service for products/services - Using 'live chat' with customer service online - Media (books , magazines, music, DVD's)	Customer Service
429	E2E3_12C12	Obtain customer service for products/services - Using 'live chat' with customer service online - Office supplies	Customer Service
430	E2E3_21C21	Obtain customer service for products/services - Using 'live chat' with customer service online - Online meal kits (e.g. Good Food, Hello Fresh)	Customer Service
431	E2E3_13C13	Obtain customer service for products/services - Using 'live chat' with customer service online - Pets and pet goods	Customer Service
432	E2E3_15C15	Obtain customer service for products/services - Using 'live chat' with customer service online - Sporting goods	Customer Service
433	E2E3_16C16	Obtain customer service for products/services - Using 'live chat' with customer service online - Vacation / travel	Customer Service
434	E2E3_19C19	Obtain customer service for products/services - Using 'live chat' with customer service online - Wireless service providers (e.g. mobile phone and	Customer Service
435	E10_1_1C1	Online sources used for research - Automotive - Retailer's websites	Online Product Research
436	E10_1_2C2	Online sources used for research - Automotive - Manufacturer's websites	Online Product Research
437	E10_1_3C3	Online sources used for research - Automotive - Comparison shopping websites	Online Product Research
438	E10_1_5C5	Online sources used for research - Automotive - Amazon	Online Product Research
439	E10_1_6C6	Online sources used for research - Automotive - Social media	Online Product Research
440	E10_1_8C8	Online sources used for research - Automotive - None	Online Product Research
441	E10_10C1	Online sources used for research - Insurance products - Retailer's websites	Online Product Research
442	E10_10C2	Online sources used for research - Insurance products - Manufacturer's websites	Online Product Research
443	E10_10C3	Online sources used for research - Insurance products - Comparison shopping websites	Online Product Research
444	E10_10C5	Online sources used for research - Insurance products - Amazon (!)	Online Product Research
445	E10_10C6	Online sources used for research - Insurance products - Social media (!)	Online Product Research
446	E10_10C8	Online sources used for research - Insurance products - None	Online Product Research
447	E10_1C1	Online sources used for research - Home & garden - Retailer's websites	Online Product Research
448	E10_1C2	Online sources used for research - Home & garden - Manufacturer's websites	Online Product Research
449	E10_1C3	Online sources used for research - Home & garden - Comparison shopping websites	Online Product Research
450	E10_1C5	Online sources used for research - Home & garden - Amazon	Online Product Research
451	E10_1C6	Online sources used for research - Home & garden - Social media	Online Product Research
452	E10_1C8	Online sources used for research - Home & garden - None	Online Product Research
453	E10_2_1C1	Online sources used for research - Babies and children - Retailer's websites	Online Product Research
454	E10_2_2C2	Online sources used for research - Babies and children - Manufacturer's websites	Online Product Research
455	E10_2_3C3	Online sources used for research - Babies and children - Comparison shopping websites	Online Product Research
456	E10_2_5C5	Online sources used for research - Babies and children - Amazon	Online Product Research
457	E10_2_6C6	Online sources used for research - Babies and children - Social media (!)	Online Product Research
458	E10_2_8C8	Online sources used for research - Babies and children - None	Online Product Research
459	E10_21C1	Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - Retailer's websites	Online Product Research
460	E10_21C2	Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - Manufacturer's websites	Online Product Research
461	E10_21C3	Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - Comparison shopping websites	Online Product Research
462	E10_21C5	Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - Amazon (!)	Online Product Research
463	E10_21C6	Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - Social media (!)	Online Product Research
464	E10_21C8	Online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - None	Online Product Research
465	E10_22C1	Online sources used for research - Government services - Retailer's websites	Online Product Research
466	E10_22C2	Online sources used for research - Government services - Manufacturer's websites	Online Product Research
467	E10_22C3	Online sources used for research - Government services - Comparison shopping websites	Online Product Research
468	E10_22C5	Online sources used for research - Government services - Amazon (!)	Online Product Research
469	E10_22C6	Online sources used for research - Government services - Social media	Online Product Research
470	E10_22C7	Online sources used for research - Government services - Other	Online Product Research
471	E10_22C8	Online sources used for research - Government services - None	Online Product Research
472	E10_2C1	Online sources used for research - Financial products - Retailer's websites	Online Product Research
473	E10_2C2	Online sources used for research - Financial products - Manufacturer's websites	Online Product Research
474	E10_2C3	Online sources used for research - Financial products - Comparison shopping websites	Online Product Research
475	E10_2C5	Online sources used for research - Financial products - Amazon (!)	Online Product Research
476	E10_2C6	Online sources used for research - Financial products - Social media	Online Product Research
477	E10_2C8	Online sources used for research - Financial products - None	Online Product Research
478	E10_3_1C1	Online sources used for research - Media (books , magazines, music, DVD's) - Retailer's websites	Online Product Research

ORDER	VARIABLE	DESCRIPTION	CATEGORY
479	E10_3_2C2	Online sources used for research - Media (books , magazines, music, DVD's) - Manufacturer's websites	Online Product Research
480	E10_3_3C3	Online sources used for research - Media (books , magazines, music, DVD's) - Comparison shopping websites	Online Product Research
481	E10_3_5C5	Online sources used for research - Media (books , magazines, music, DVD's) - Amazon	Online Product Research
482	E10_3_6C6	Online sources used for research - Media (books , magazines, music, DVD's) - Social media	Online Product Research
483	E10_3_8C8	Online sources used for research - Media (books , magazines, music, DVD's) - None	Online Product Research
484	E10_3C1	Online sources used for research - Office supplies - Retailer's websites	Online Product Research
485	E10_3C2	Online sources used for research - Office supplies - Manufacturer's websites	Online Product Research
486	E10_3C3	Online sources used for research - Office supplies - Comparison shopping websites	Online Product Research
487	E10_3C5	Online sources used for research - Office supplies - Amazon	Online Product Research
488	E10_3C6	Online sources used for research - Office supplies - Social media (!)	Online Product Research
489	E10_3C8	Online sources used for research - Office supplies - None	Online Product Research
490	E10_4_1C1	Online sources used for research - Clothing & Fashions - Retailer's websites	Online Product Research
491	E10_4_2C2	Online sources used for research - Clothing & Fashions - Manufacturer's websites	Online Product Research
492	E10_4_3C3	Online sources used for research - Clothing & Fashions - Comparison shopping websites	Online Product Research
493	E10_4_5C5	Online sources used for research - Clothing & Fashions - Amazon	Online Product Research
494	E10_4_6C6	Online sources used for research - Clothing & Fashions - Social media	Online Product Research
495	E10_4_8C8	Online sources used for research - Clothing & Fashions - None	Online Product Research
496	E10_4C1	Online sources used for research - Pets - Retailer's websites	Online Product Research
497	E10_4C2	Online sources used for research - Pets - Manufacturer's websites	Online Product Research
498	E10_4C3	Online sources used for research - Pets - Comparison shopping websites	Online Product Research
499	E10_4C5	Online sources used for research - Pets - Amazon	Online Product Research
500	E10_4C6	Online sources used for research - Pets - Social media (!)	Online Product Research
501	E10_4C8	Online sources used for research - Pets - None	Online Product Research
502	E10_5_1C1	Online sources used for research - Home Electronics & Computers - Retailer's websites	Online Product Research
503	E10_5_2C2	Online sources used for research - Home Electronics & Computers - Manufacturer's websites	Online Product Research
504	E10_5_3C3	Online sources used for research - Home Electronics & Computers - Comparison shopping websites	Online Product Research
505	E10_5_5C5	Online sources used for research - Home Electronics & Computers - Amazon	Online Product Research
506	E10_5_6C6	Online sources used for research - Home Electronics & Computers - Social media	Online Product Research
507	E10_5_8C8	Online sources used for research - Home Electronics & Computers - None (!)	Online Product Research
508	E10_5C1	Online sources used for research - Pharmaceuticals - Retailer's websites	Online Product Research
509	E10_5C2	Online sources used for research - Pharmaceuticals - Manufacturer's websites	Online Product Research
510	E10_5C3	Online sources used for research - Pharmaceuticals - Comparison shopping websites	Online Product Research
511	E10_5C5	Online sources used for research - Pharmaceuticals - Amazon	Online Product Research
512	E10_5C6	Online sources used for research - Pharmaceuticals - Social media (!)	Online Product Research
513	E10_5C8	Online sources used for research - Pharmaceuticals - None	Online Product Research
514	E10_6_1C1	Online sources used for research - Event tickets (movies, concerts, sporting events) - Retailer's websites	Online Product Research
515	E10_6_2C2	Online sources used for research - Event tickets (movies, concerts, sporting events) - Manufacturer's websites	Online Product Research
516	E10_6_3C3	Online sources used for research - Event tickets (movies, concerts, sporting events) - Comparison shopping websites	Online Product Research
517	E10_6_5C5	Online sources used for research - Event tickets (movies, concerts, sporting events) - Amazon	Online Product Research
518	E10_6_6C6	Online sources used for research - Event tickets (movies, concerts, sporting events) - Social media	Online Product Research
519	E10_6_8C8	Online sources used for research - Event tickets (movies, concerts, sporting events) - None	Online Product Research
520	E10_6C1	Online sources used for research - Sporting goods - Retailer's websites	Online Product Research
521	E10_6C2	Online sources used for research - Sporting goods - Manufacturer's websites	Online Product Research
522	E10_6C3	Online sources used for research - Sporting goods - Comparison shopping websites	Online Product Research
523	E10_6C5	Online sources used for research - Sporting goods - Amazon	Online Product Research
524	E10_6C6	Online sources used for research - Sporting goods - Social media	Online Product Research
525	E10_6C8	Online sources used for research - Sporting goods - None	Online Product Research
526	E10_7_1C1	Online sources used for research - Gift card / certificate - Retailer's websites	Online Product Research
527	E10_7_2C2	Online sources used for research - Gift card / certificate - Manufacturer's websites	Online Product Research
528	E10_7_3C3	Online sources used for research - Gift card / certificate - Comparison shopping websites	Online Product Research
529	E10_7_5C5	Online sources used for research - Gift card / certificate - Amazon	Online Product Research
530	E10_7_6C6	Online sources used for research - Gift card / certificate - Social media (!)	Online Product Research
531	E10_7_8C8	Online sources used for research - Gift card / certificate - None	Online Product Research
532	E10_7C1	Online sources used for research - Vacation / travel - Retailer's websites	Online Product Research
533	E10_7C2	Online sources used for research - Vacation / travel - Manufacturer's websites	Online Product Research
534	E10_7C3	Online sources used for research - Vacation / travel - Comparison shopping websites	Online Product Research
535	E10_7C5	Online sources used for research - Vacation / travel - Amazon	Online Product Research
536	E10_7C6	Online sources used for research - Vacation / travel - Social media	Online Product Research
537	E10_7C7	Online sources used for research - Vacation / travel - Other	Online Product Research
538	E10_7C8	Online sources used for research - Vacation / travel - None	Online Product Research
539	E10_8_1C1	Online sources used for research - Groceries - Retailer's websites	Online Product Research
540	E10_8_2C2	Online sources used for research - Groceries - Manufacturer's websites	Online Product Research
541	E10_8_3C3	Online sources used for research - Groceries - Comparison shopping websites	Online Product Research
542	E10_8_5C5	Online sources used for research - Groceries - Amazon	Online Product Research
543	E10_8_6C6	Online sources used for research - Groceries - Social media (!)	Online Product Research
544	E10_8_8C8	Online sources used for research - Groceries - None	Online Product Research
545	E10_8C1	Online sources used for research - Food delivery services (e.g. UberEats & SkipTheDishes) - Retailer's websites	Online Product Research
546	E10_8C2	Online sources used for research - Food delivery services (e.g. UberEats & SkipTheDishes) - Manufacturer's websites	Online Product Research
547	E10_8C3	Online sources used for research - Food delivery services (e.g. UberEats & SkipTheDishes) - Comparison shopping websites	Online Product Research
548	E10_8C5	Online sources used for research - Food delivery services (e.g. UberEats & SkipTheDishes) - Amazon (!)	Online Product Research
549	E10_8C6	Online sources used for research - Food delivery services (e.g. UberEats & SkipTheDishes) - Social media (!)	Online Product Research
550	E10_8C8	Online sources used for research - Food delivery services (e.g. UberEats & SkipTheDishes) - None	Online Product Research
551	E10_9_1C1	Online sources used for research - Beauty & cosmetics - Retailer's websites	Online Product Research
552	E10_9_2C2	Online sources used for research - Beauty & cosmetics - Manufacturer's websites	Online Product Research
553	E10_9_3C3	Online sources used for research - Beauty & cosmetics - Comparison shopping websites	Online Product Research
554	E10_9_5C5	Online sources used for research - Beauty & cosmetics - Amazon	Online Product Research
555	E10_9_6C6	Online sources used for research - Beauty & cosmetics - Social media	Online Product Research
556	E10_9_8C8	Online sources used for research - Beauty & cosmetics - None	Online Product Research
557	E10_9C1	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Retailer's websites	Online Product Research
558	E10_9C2	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Manufacturer's websites	Online Product Research

ORDER	VARIABLE	DESCRIPTION	CATEGORY
559	E10_9C3	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Comparison shopping websites	Online Product Research
560	E10_9C5	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Amazon	Online Product Research
561	E10_9C6	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - Social media	Online Product Research
562	E10_9C8	Online sources used for research - Wireless service providers (e.g. mobile phone and internet) - None	Online Product Research
563	E11_10C1	Number of online sources used for research - Home & garden - 1 or 2	Online Product Research
564	E11_10C2	Number of online sources used for research - Home & garden - 3 to 5	Online Product Research
565	E11_10C3	Number of online sources used for research - Home & garden - More than 5 (!)	Online Product Research
566	E11_11C1	Number of online sources used for research - Financial products - 1 or 2	Online Product Research
567	E11_11C2	Number of online sources used for research - Financial products - 3 to 5	Online Product Research
568	E11_11C3	Number of online sources used for research - Financial products - More than 5	Online Product Research
569	E11_12C1	Number of online sources used for research - Office supplies - 1 or 2	Online Product Research
570	E11_12C2	Number of online sources used for research - Office supplies - 3 to 5	Online Product Research
571	E11_12C3	Number of online sources used for research - Office supplies - More than 5 (!)	Online Product Research
572	E11_13C1	Number of online sources used for research - Pets and pet goods - About 1 or 2	Online Product Research
573	E11_13C2	Number of online sources used for research - Pets and pet goods - 3 to 5	Online Product Research
574	E11_13C3	Number of online sources used for research - Pets and pet goods - More than 5 (!)	Online Product Research
575	E11_14C1	Number of online sources used for research - Health products or services - About 1 or 2	Online Product Research
576	E11_14C2	Number of online sources used for research - Health products or services - About 3 to 5	Online Product Research
577	E11_14C3	Number of online sources used for research - Health products or services - More than 5	Online Product Research
578	E11_15C1	Number of online sources used for research - Sporting goods - 1 or 2	Online Product Research
579	E11_15C2	Number of online sources used for research - Sporting goods - 3 to 5	Online Product Research
580	E11_15C3	Number of online sources used for research - Sporting goods - More than 5	Online Product Research
581	E11_16C1	Number of online sources used for research - Vacation / travel - 1 or 2	Online Product Research
582	E11_16C2	Number of online sources used for research - Vacation / travel - 3 to 5	Online Product Research
583	E11_16C3	Number of online sources used for research - Vacation / travel - More than 5	Online Product Research
584	E11_18C1	Number of online sources used for research - Food delivery services (e.g. UberEats & SkipTheDishes) - 1 or 2	Online Product Research
585	E11_18C23	Number of online sources used for research - Food delivery services (e.g. UberEats & SkipTheDishes) - More than 2	Online Product Research
586	E11_19C1	Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - 1 or 2	Online Product Research
587	E11_19C2	Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - 3 to 5	Online Product Research
588	E11_19C3	Number of online sources used for research - Wireless service providers (e.g. mobile phone and internet) - More than 5	Online Product Research
589	E11_1C1	Number of online sources used for research - Automotive - 1 or 2	Online Product Research
590	E11_1C2	Number of online sources used for research - Automotive - 3 to 5	Online Product Research
591	E11_1C3	Number of online sources used for research - Automotive - More than 5	Online Product Research
592	E11_20C1	Number of online sources used for research - Insurance products - 1 or 2	Online Product Research
593	E11_20C2	Number of online sources used for research - Insurance products - 3 to 5	Online Product Research
594	E11_20C3	Number of online sources used for research - Insurance products - More than 5	Online Product Research
595	E11_21C1	Number of online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - About 1 or 2	Online Product Research
596	E11_21C23	Number of online sources used for research - Online meal kits (e.g. Good Food, Hello Fresh) - More than 2	Online Product Research
597	E11_22C1	Number of online sources used for research - Government services - About 1 or 2	Online Product Research
598	E11_22C2	Number of online sources used for research - Government services - 3 to 5	Online Product Research
599	E11_22C3	Number of online sources used for research - Government services - More than 5 (!)	Online Product Research
600	E11_2C1	Number of online sources used for research - Babies and children - 1 or 2	Online Product Research
601	E11_2C2	Number of online sources used for research - Babies and children - 3 to 5	Online Product Research
602	E11_2C3	Number of online sources used for research - Babies and children - More than 5 (!)	Online Product Research
603	E11_3C1	Number of online sources used for research - Media (books , magazines, music, DVD's) - 1 or 2	Online Product Research
604	E11_3C2	Number of online sources used for research - Media (books , magazines, music, DVD's) - 3 to 5	Online Product Research
605	E11_3C3	Number of online sources used for research - Media (books , magazines, music, DVD's) - More than 5 (!)	Online Product Research
606	E11_4C1	Number of online sources used for research - Clothing & fashions - 1 or 2	Online Product Research
607	E11_4C2	Number of online sources used for research - Clothing & fashions - 3 to 5	Online Product Research
608	E11_4C3	Number of online sources used for research - Clothing & fashions - More than 5	Online Product Research
609	E11_5C1	Number of online sources used for research - Home electronics & computers - 1 or 2	Online Product Research
610	E11_5C2	Number of online sources used for research - Home electronics & computers - 3 to 5	Online Product Research
611	E11_5C3	Number of online sources used for research - Home electronics & computers - More than 5	Online Product Research
612	E11_6C1	Number of online sources used for research - Event tickets (movies, concerts, sporting events) - 1 or 2	Online Product Research
613	E11_6C2	Number of online sources used for research - Event tickets (movies, concerts, sporting events) - 3 to 5	Online Product Research
614	E11_6C3	Number of online sources used for research - Event tickets (movies, concerts, sporting events) - More than 5 (!)	Online Product Research
615	E11_7C1	Number of online sources used for research - Gift card / certificate - 1 or 2	Online Product Research
616	E11_7C2	Number of online sources used for research - Gift card / certificate - 3 to 5	Online Product Research
617	E11_7C3	Number of online sources used for research - Gift card / certificate - More than 5 (!)	Online Product Research
618	E11_8C1	Number of online sources used for research - Groceries - 1 or 2	Online Product Research
619	E11_8C2	Number of online sources used for research - Groceries - 3 to 5	Online Product Research
620	E11_8C3	Number of online sources used for research - Groceries - More than 5	Online Product Research
621	E11_9C1	Number of online sources used for research - Beauty & cosmetics - 1 or 2	Online Product Research
622	E11_9C2	Number of online sources used for research - Beauty & cosmetics - 3 to 5	Online Product Research
623	E11_9C3	Number of online sources used for research - Beauty & cosmetics - More than 5 (!)	Online Product Research
624	E12_1C1	Product information searched using online sources - Customer reviews / ratings	Online Product Research
625	E12_2C2	Product information searched using online sources - Consumer Reports	Online Product Research
626	E12_3C3	Product information searched using online sources - Expert opinions recommending "the best" product	Online Product Research
627	E12_4C4	Product information searched using online sources - Ideas / solutions	Online Product Research
628	E12_5C5	Product information searched using online sources - Price	Online Product Research
629	E12_6C6	Product information searched using online sources - Retailer(s) with best price	Online Product Research
630	E12_7C7	Product information searched using online sources - Product availability	Online Product Research
631	E12_8C8	Product information searched using online sources - Product specifications / details (colour, size, capabilities, etc.)	Online Product Research
632	E12_9C9	Product information searched using online sources - Promotional offers	Online Product Research
633	E12_10C10	Product information searched using online sources - Retail locations	Online Product Research
634	E12_11C11	Product information searched using online sources - New product launches	Online Product Research
635	E13C1	Time passed between Research and Purchase - A few hours or less	Online Product Research
636	E13C2	Time passed between Research and Purchase - A few days	Online Product Research
637	E13C3	Time passed between Research and Purchase - About 1 week	Online Product Research
638	E13C4	Time passed between Research and Purchase - About 2 weeks	Online Product Research



ORDER	VARIABLE	DESCRIPTION	CATEGORY
639	E13C5	Time passed between Research and Purchase - About a month	Online Product Research
640	E13C6	Time passed between Research and Purchase - More than a month	Online Product Research
641	E14_1C35	Action after online research - Intend to purchase	Online Product Research
642	E14_2C35	Action after online research - Immediately purchase online	Online Product Research
643	E14_3C35	Action after online research - Eventually purchase online	Online Product Research
644	E14_4C35	Action after online research - Purchase in-store	Online Product Research
645	E15_10C45	Reason for purchasing in-store after researching online - Need immediately	Online Product Research
646	E15_11C45	Reason for purchasing in-store after researching online - Need to touch/feel before buy	Online Product Research
647	E15_12C45	Reason for purchasing in-store after researching online - online product condition concerns	Online Product Research
648	E15_13C45	Reason for purchasing in-store after researching online - Product fit concerns	Online Product Research
649	E15_14C45	Reason for purchasing in-store after researching online - Quality or freshness	Online Product Research
650	E15_15C45	Reason for purchasing in-store after researching online - Other	Online Product Research
651	E15_1C45	Reason for purchasing in-store after researching online - Do not own a credit card	Online Product Research
652	E15_2C45	Reason for purchasing in-store after researching online - Enjoy shopping experience in-store	Online Product Research
653	E15_3C45	Reason for purchasing in-store after researching online - Want the help of in-store sales associate	Online Product Research
654	E15_4C45	Reason for purchasing in-store after researching online - Product doesn't ship to Canada	Online Product Research
655	E15_5C45	Reason for purchasing in-store after researching online - Uncomfortable using credit card online	Online Product Research
656	E15_6C45	Reason for purchasing in-store after researching online - Shipping charges	Online Product Research
657	E15_7C45	Reason for purchasing in-store after researching online - Duty fees	Online Product Research
658	E15_8C45	Reason for purchasing in-store after researching online - Inconvenient returns, if needed	Online Product Research
659	E15_9C45	Reason for purchasing in-store after researching online - Cost of returns, if needed	Online Product Research
660	E3A_1C1	Retail products researched online [Pst 12 Mths] - Automotive	Online Product Research
661	E3A_2C2	Retail products researched online [Pst 12 Mths] - Babies and children	Online Product Research
662	E3A_3C3	Retail products researched online [Pst 12 Mths] - Media (books , magazines, music, DVD's)	Online Product Research
663	E3A_4C4	Retail products researched online [Pst 12 Mths] - Clothing & Fashions	Online Product Research
664	E3A_5C5	Retail products researched online [Pst 12 Mths] - Home Electronics & Computers	Online Product Research
665	E3A_6C6	Retail products researched online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events)	Online Product Research
666	E3A_7C7	Retail products researched online [Pst 12 Mths] - Gift card / certificate	Online Product Research
667	E3A_8C8	Retail products researched online [Pst 12 Mths] - Groceries	Online Product Research
668	E3A_9C9	Retail products researched online [Pst 12 Mths] - Beauty & Cosmetics	Online Product Research
669	E3A_10C10	Retail products researched online [Pst 12 Mths] - Home & Garden	Online Product Research
670	E3A_11C11	Retail products researched online [Pst 12 Mths] - Financial products	Online Product Research
671	E3A_12C12	Retail products researched online [Pst 12 Mths] - Office supplies	Online Product Research
672	E3A_13C13	Retail products researched online [Pst 12 Mths] - Pets and pet goods	Online Product Research
673	E3A_14C14	Retail products researched online [Pst 12 Mths] - Health products or services	Online Product Research
674	E3A_15C15	Retail products researched online [Pst 12 Mths] - Sporting goods	Online Product Research
675	E3A_16C16	Retail products researched online [Pst 12 Mths] - Vacation / travel	Online Product Research
676	E3A_17C17	Retail products researched online [Pst 12 Mths] - None of the above	Online Product Research
677	E3A_18C18	Retail products researched online [Pst 12 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes)	Online Product Research
678	E3A_19C19	Retail products researched online [Pst 12 Mths] - Wireless service providers	Online Product Research
679	E3A_20C20	Retail products researched online [Pst 12 Mths] - Insurance products	Online Product Research
680	E3A_21C21	Retail products researched online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh)	Online Product Research
681	E3A_22C22	Retail products researched online [Pst 12 Mths] - Government services	Online Product Research
682	E9_10C1	Percentage of total time research online - Home & Garden - None	Online Product Research
683	E9_10C2	Percentage of total time research online - Home & Garden - Less than 10%	Online Product Research
684	E9_10C3	Percentage of total time research online - Home & Garden - 10% to 24%	Online Product Research
685	E9_10C4	Percentage of total time research online - Home & Garden - 25% to 49%	Online Product Research
686	E9_10C5	Percentage of total time research online - Home & Garden - 50% to 74%	Online Product Research
687	E9_10C6	Percentage of total time research online - Home & Garden - 75% to 100%	Online Product Research
688	E9_11C1	Percentage of total time research online - Financial products - None	Online Product Research
689	E9_11C2	Percentage of total time research online - Financial products - Less than 10%	Online Product Research
690	E9_11C3	Percentage of total time research online - Financial products - 10% to 24%	Online Product Research
691	E9_11C4	Percentage of total time research online - Financial products - 25% to 49%	Online Product Research
692	E9_11C5	Percentage of total time research online - Financial products - 50% to 74%	Online Product Research
693	E9_11C6	Percentage of total time research online - Financial products - 75% to 100%	Online Product Research
694	E9_12C1	Percentage of total time research online - Office supplies - None	Online Product Research
695	E9_12C2	Percentage of total time research online - Office supplies - Less than 10%	Online Product Research
696	E9_12C3	Percentage of total time research online - Office supplies - 10% to 24%	Online Product Research
697	E9_12C4	Percentage of total time research online - Office supplies - 25% to 49%	Online Product Research
698	E9_12C5	Percentage of total time research online - Office supplies - 50% to 74%	Online Product Research
699	E9_12C6	Percentage of total time research online - Office supplies - 75% to 100%	Online Product Research
700	E9_13C1	Percentage of total time research online - Pets and pet goods - None	Online Product Research
701	E9_13C2	Percentage of total time research online - Pets and pet goods - Less than 10%	Online Product Research
702	E9_13C3	Percentage of total time research online - Pets and pet goods - 10% to 24%	Online Product Research
703	E9_13C4	Percentage of total time research online - Pets and pet goods - 25% to 49%	Online Product Research
704	E9_13C5	Percentage of total time research online - Pets and pet goods - 50% to 74%	Online Product Research
705	E9_13C6	Percentage of total time research online - Pets and pet goods - 75% to 100%	Online Product Research
706	E9_14C1	Percentage of total time research online - Health products or services - None	Online Product Research
707	E9_14C2	Percentage of total time research online - Health products or services - Less than 10%	Online Product Research
708	E9_14C3	Percentage of total time research online - Health products or services - 10% to 24%	Online Product Research
709	E9_14C4	Percentage of total time research online - Health products or services - 25% to 49%	Online Product Research
710	E9_14C5	Percentage of total time research online - Health products or services - 50% to 74%	Online Product Research
711	E9_14C6	Percentage of total time research online - Health products or services - 75% to 100%	Online Product Research
712	E9_15C1	Percentage of total time research online - Sporting goods - None	Online Product Research
713	E9_15C2	Percentage of total time research online - Sporting goods - Less than 10%	Online Product Research
714	E9_15C3	Percentage of total time research online - Sporting goods - 10% to 24%	Online Product Research
715	E9_15C4	Percentage of total time research online - Sporting goods - 25% to 49%	Online Product Research
716	E9_15C5	Percentage of total time research online - Sporting goods - 50% to 74%	Online Product Research
717	E9_15C6	Percentage of total time research online - Sporting goods - 75% to 100%	Online Product Research
718	E9_16C1	Percentage of total time research online - Vacation / travel - None (!)	Online Product Research

ORDER	VARIABLE	DESCRIPTION	CATEGORY
719	E9_16C2	Percentage of total time research online - Vacation / travel - Less than 10%	Online Product Research
720	E9_16C3	Percentage of total time research online - Vacation / travel - 10% to 24%	Online Product Research
721	E9_16C4	Percentage of total time research online - Vacation / travel - 25% to 49%	Online Product Research
722	E9_16C5	Percentage of total time research online - Vacation / travel - 50% to 74%	Online Product Research
723	E9_16C6	Percentage of total time research online - Vacation / travel - 75% to 100%	Online Product Research
724	E9_18C1	Percentage of total time research online - Food delivery services (e.g. UberEats & SkipTheDishes) - None	Online Product Research
725	E9_18C2	Percentage of total time research online - Food delivery services (e.g. UberEats & SkipTheDishes) - Less than 10%	Online Product Research
726	E9_18C3	Percentage of total time research online - Food delivery services (e.g. UberEats & SkipTheDishes) - 10% to 24% (!)	Online Product Research
727	E9_18C45	Percentage of total time research online - Food delivery services (e.g. UberEats & SkipTheDishes) - 25% to 74%	Online Product Research
728	E9_18C6	Percentage of total time research online - Food delivery services (e.g. UberEats & SkipTheDishes) - 75% to 100%	Online Product Research
729	E9_19C1	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - None	Online Product Research
730	E9_19C2	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - Less than 10%	Online Product Research
731	E9_19C3	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 10% to 24%	Online Product Research
732	E9_19C4	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 25% to 49%	Online Product Research
733	E9_19C5	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 50% to 74%	Online Product Research
734	E9_19C6	Percentage of total time research online - Wireless service providers (e.g. mobile phone and internet) - 75% to 100%	Online Product Research
735	E9_1C1	Percentage of total time research online - Automotive - None	Online Product Research
736	E9_1C2	Percentage of total time research online - Automotive - Less than 10%	Online Product Research
737	E9_1C3	Percentage of total time research online - Automotive - 10% to 24%	Online Product Research
738	E9_1C4	Percentage of total time research online - Automotive - 25% to 49%	Online Product Research
739	E9_1C5	Percentage of total time research online - Automotive - 50% to 74%	Online Product Research
740	E9_1C6	Percentage of total time research online - Automotive - 75% to 100%	Online Product Research
741	E9_20C1	Percentage of total time research online - Insurance products - None	Online Product Research
742	E9_20C2	Percentage of total time research online - Insurance products - Less than 10%	Online Product Research
743	E9_20C3	Percentage of total time research online - Insurance products - 10% to 24%	Online Product Research
744	E9_20C4	Percentage of total time research online - Insurance products - 25% to 49%	Online Product Research
745	E9_20C5	Percentage of total time research online - Insurance products - 50% to 74%	Online Product Research
746	E9_20C6	Percentage of total time research online - Insurance products - 75% to 100%	Online Product Research
747	E9_21C1	Percentage of total time research online - Online meal kits - None	Online Product Research
748	E9_21C2	Percentage of total time research online - Online meal kits - Less than 10%	Online Product Research
749	E9_21C3	Percentage of total time research online - Online meal kits - 10% to 24% (!)	Online Product Research
750	E9_21C45	Percentage of total time research online - Online meal kits - 25% to 74%	Online Product Research
751	E9_21C6	Percentage of total time research online - Online meal kits - 75% to 100%	Online Product Research
752	E9_22C1	Percentage of total time research online - Government services - None	Online Product Research
753	E9_22C2	Percentage of total time research online - Government services - Less than 10%	Online Product Research
754	E9_22C3	Percentage of total time research online - Government services - 10% to 24%	Online Product Research
755	E9_22C4	Percentage of total time research online - Government services - 25% to 49%	Online Product Research
756	E9_22C5	Percentage of total time research online - Government services - 50% to 74%	Online Product Research
757	E9_22C6	Percentage of total time research online - Government services - 75% to 100%	Online Product Research
758	E9_2C1	Percentage of total time research online - Babies & Kids - None	Online Product Research
759	E9_2C2	Percentage of total time research online - Babies & Kids - Less than 10%	Online Product Research
760	E9_2C3	Percentage of total time research online - Babies & Kids - 10% to 24%	Online Product Research
761	E9_2C4	Percentage of total time research online - Babies & Kids - 25% to 49%	Online Product Research
762	E9_2C5	Percentage of total time research online - Babies & Kids - 50% to 74%	Online Product Research
763	E9_2C6	Percentage of total time research online - Babies & Kids - 75% to 100%	Online Product Research
764	E9_3C1	Percentage of total time research online - Media (books , magazines, music, DVD's) - None	Online Product Research
765	E9_3C2	Percentage of total time research online - Media (books , magazines, music, DVD's) - Less than 10%	Online Product Research
766	E9_3C3	Percentage of total time research online - Media (books , magazines, music, DVD's) - 10% to 24%	Online Product Research
767	E9_3C4	Percentage of total time research online - Media (books , magazines, music, DVD's) - 25% to 49%	Online Product Research
768	E9_3C5	Percentage of total time research online - Media (books , magazines, music, DVD's) - 50% to 74%	Online Product Research
769	E9_3C6	Percentage of total time research online - Media (books , magazines, music, DVD's) - 75% to 100%	Online Product Research
770	E9_4C1	Percentage of total time research online - Clothing & Fashions - None	Online Product Research
771	E9_4C2	Percentage of total time research online - Clothing & Fashions - Less than 10%	Online Product Research
772	E9_4C3	Percentage of total time research online - Clothing & Fashions - 10% to 24%	Online Product Research
773	E9_4C4	Percentage of total time research online - Clothing & Fashions - 25% to 49%	Online Product Research
774	E9_4C5	Percentage of total time research online - Clothing & Fashions - 50% to 74%	Online Product Research
775	E9_4C6	Percentage of total time research online - Clothing & Fashions - 75% to 100%	Online Product Research
776	E9_5C1	Percentage of total time research online - Home Electronics & Computers - None (!)	Online Product Research
777	E9_5C2	Percentage of total time research online - Home Electronics & Computers - Less than 10%	Online Product Research
778	E9_5C3	Percentage of total time research online - Home Electronics & Computers - 10% to 24%	Online Product Research
779	E9_5C4	Percentage of total time research online - Home Electronics & Computers - 25% to 49%	Online Product Research
780	E9_5C5	Percentage of total time research online - Home Electronics & Computers - 50% to 74%	Online Product Research
781	E9_5C6	Percentage of total time research online - Home Electronics & Computers - 75% to 100%	Online Product Research
782	E9_6C1	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - None	Online Product Research
783	E9_6C2	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - Less than 10%	Online Product Research
784	E9_6C3	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 10% to 24%	Online Product Research
785	E9_6C4	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 25% to 49%	Online Product Research
786	E9_6C5	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 50% to 74%	Online Product Research
787	E9_6C6	Percentage of total time research online - Event tickets (movies, concerts, sporting events) - 75% to 100%	Online Product Research
788	E9_7C1	Percentage of total time research online - Gift card / certificate - None	Online Product Research
789	E9_7C2	Percentage of total time research online - Gift card / certificate - Less than 10%	Online Product Research
790	E9_7C3	Percentage of total time research online - Gift card / certificate - 10% to 24%	Online Product Research
791	E9_7C4	Percentage of total time research online - Gift card / certificate - 25% to 49%	Online Product Research
792	E9_7C5	Percentage of total time research online - Gift card / certificate - 50% to 74%	Online Product Research
793	E9_7C6	Percentage of total time research online - Gift card / certificate - 75% to 100%	Online Product Research
794	E9_8C1	Percentage of total time research online - Groceries - None	Online Product Research
795	E9_8C2	Percentage of total time research online - Groceries - Less than 10%	Online Product Research
796	E9_8C3	Percentage of total time research online - Groceries - 10% to 24%	Online Product Research
797	E9_8C4	Percentage of total time research online - Groceries - 25% to 49%	Online Product Research
798	E9_8C5	Percentage of total time research online - Groceries - 50% to 74%	Online Product Research

ORDER	VARIABLE	DESCRIPTION	CATEGORY
799	E9_8C6	Percentage of total time research online - Groceries - 75% to 100%	Online Product Research
800	E9_9C1	Percentage of total time research online - Beauty & Cosmetics - None	Online Product Research
801	E9_9C2	Percentage of total time research online - Beauty & Cosmetics - Less than 10%	Online Product Research
802	E9_9C3	Percentage of total time research online - Beauty & Cosmetics - 10% to 24%	Online Product Research
803	E9_9C4	Percentage of total time research online - Beauty & Cosmetics - 25% to 49%	Online Product Research
804	E9_9C5	Percentage of total time research online - Beauty & Cosmetics - 50% to 74%	Online Product Research
805	E9_9C6	Percentage of total time research online - Beauty & Cosmetics - 75% to 100%	Online Product Research
806	E3B_1C1	Retail products purchased online [Pst 12 Mths] - Automotive	Online Product Purchase
807	E3B_2C2	Retail products purchased online [Pst 12 Mths] - Babies and children	Online Product Purchase
808	E3B_9C9	Retail products purchased online [Pst 12 Mths] - Beauty & Cosmetics	Online Product Purchase
809	E3B_4C4	Retail products purchased online [Pst 12 Mths] - Clothing & Fashions	Online Product Purchase
810	E3B_6C6	Retail products purchased online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events)	Online Product Purchase
811	E3B_11C11	Retail products purchased online [Pst 12 Mths] - Financial products	Online Product Purchase
812	E3B_18C18	Retail products purchased online [Pst 12 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes)	Online Product Purchase
813	E3B_7C7	Retail products purchased online [Pst 12 Mths] - Gift card / certificate	Online Product Purchase
814	E3B_22C22	Retail products purchased online [Pst 12 Mths] - Government services	Online Product Purchase
815	E3B_8C8	Retail products purchased online [Pst 12 Mths] - Groceries	Online Product Purchase
816	E3B_14C14	Retail products purchased online [Pst 12 Mths] - Health products or services	Online Product Purchase
817	E3B_10C10	Retail products purchased online [Pst 12 Mths] - Home & Garden	Online Product Purchase
818	E3B_5C5	Retail products purchased online [Pst 12 Mths] - Home Electronics & Computers	Online Product Purchase
819	E3B_20C20	Retail products purchased online [Pst 12 Mths] - Insurance products	Online Product Purchase
820	E3B_3C3	Retail products purchased online [Pst 12 Mths] - Media (books , magazines, music, DVD's)	Online Product Purchase
821	E3B_17C17	Retail products purchased online [Pst 12 Mths] - None of the above	Online Product Purchase
822	E3B_12C12	Retail products purchased online [Pst 12 Mths] - Office supplies	Online Product Purchase
823	E3B_21C21	Retail products purchased online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh)	Online Product Purchase
824	E3B_13C13	Retail products purchased online [Pst 12 Mths] - Pets and pet goods	Online Product Purchase
825	E3B_15C15	Retail products purchased online [Pst 12 Mths] - Sporting goods	Online Product Purchase
826	E3B_16C16	Retail products purchased online [Pst 12 Mths] - Vacation / travel	Online Product Purchase
827	E3B_19C19	Retail products purchased online [Pst 12 Mths] - Wireless service providers	Online Product Purchase
828	E4_10C1	Spent online on - Home & Garden [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase
829	E4_10C2	Spent online on - Home & Garden [Pst 12 Mths] - \$50-\$99	Online Product Purchase
830	E4_10C3	Spent online on - Home & Garden [Pst 12 Mths] - \$100-\$249	Online Product Purchase
831	E4_10C4	Spent online on - Home & Garden [Pst 12 Mths] - \$250-\$499 (!)	Online Product Purchase
832	E4_10C56	Spent online on - Home & Garden [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
833	E4_11C1	Spent online on - Financial products [Pst 12 Mths] - Less than \$50	Online Product Purchase
834	E4_11C23	Spent online on - Financial products [Pst 12 Mths] - \$50-\$249	Online Product Purchase
835	E4_11C45	Spent online on - Financial products [Pst 12 Mths] - \$250-\$999 (!)	Online Product Purchase
836	E4_11C6	Spent online on - Financial products [Pst 12 Mths] - \$1000 or more	Online Product Purchase
837	E4_12C1	Spent online on - Office supplies [Pst 12 Mths] - Less than \$50	Online Product Purchase
838	E4_12C2	Spent online on - Office supplies [Pst 12 Mths] - \$50-\$99	Online Product Purchase
839	E4_12C3	Spent online on - Office supplies [Pst 12 Mths] - \$100-\$249	Online Product Purchase
840	E4_12C4	Spent online on - Office supplies [Pst 12 Mths] - \$250-\$499	Online Product Purchase
841	E4_12C56	Spent online on - Office supplies [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
842	E4_13C1	Spent online on - Pets and pet goods [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase
843	E4_13C2	Spent online on - Pets and pet goods [Pst 12 Mths] - \$50-\$99 (!)	Online Product Purchase
844	E4_13C3	Spent online on - Pets and pet goods [Pst 12 Mths] - \$100-\$249 (!)	Online Product Purchase
845	E4_13C456	Spent online on - Pets and pet goods [Pst 12 Mths] - \$250 or more	Online Product Purchase
846	E4_14C1	Spent online on - Health products or services [Pst 12 Mths] - Less than \$50	Online Product Purchase
847	E4_14C2	Spent online on - Health products or services [Pst 12 Mths] - \$50-\$99	Online Product Purchase
848	E4_14C3	Spent online on - Health products or services [Pst 12 Mths] - \$100-\$249	Online Product Purchase
849	E4_14C4	Spent online on - Health products or services [Pst 12 Mths] - \$250-\$499	Online Product Purchase
850	E4_14C56	Spent online on - Health products or services [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
851	E4_15C1	Spent online on - Sporting goods [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase
852	E4_15C2	Spent online on - Sporting goods [Pst 12 Mths] - \$50-\$99	Online Product Purchase
853	E4_15C3	Spent online on - Sporting goods [Pst 12 Mths] - \$100-\$249	Online Product Purchase
854	E4_15C4	Spent online on - Sporting goods [Pst 12 Mths] - \$250-\$499	Online Product Purchase
855	E4_15C56	Spent online on - Sporting goods [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
856	E4_16C12	Spent online on - Vacation / travel [Pst 12 Mths] - Less than \$100 (!)	Online Product Purchase
857	E4_16C3	Spent online on - Vacation / travel [Pst 12 Mths] - \$100-\$249 (!)	Online Product Purchase
858	E4_16C4	Spent online on - Vacation / travel [Pst 12 Mths] - \$250-\$499	Online Product Purchase
859	E4_16C5	Spent online on - Vacation / travel [Pst 12 Mths] - \$500-\$999	Online Product Purchase
860	E4_16C6	Spent online on - Vacation / travel [Pst 12 Mths] - \$1000 or more	Online Product Purchase
861	E4_18C1	Spent online on - Food delivery services (e.g. UberEats & SkipTheDishes) [Pst 12 Mths] - Less than \$50	Online Product Purchase
862	E4_18C2	Spent online on - Food delivery services (e.g. UberEats & SkipTheDishes) [Pst 12 Mths] - \$50-\$99	Online Product Purchase
863	E4_18C3	Spent online on - Food delivery services (e.g. UberEats & SkipTheDishes) [Pst 12 Mths] - \$100-\$249	Online Product Purchase
864	E4_18C4	Spent online on - Food delivery services (e.g. UberEats & SkipTheDishes) [Pst 12 Mths] - \$250-\$499	Online Product Purchase
865	E4_18C56	Spent online on - Food delivery services (e.g. UberEats & SkipTheDishes) [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
866	E4_19C1	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths]- Less than \$50 (!)	Online Product Purchase
867	E4_19C2	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths]- \$50-\$99	Online Product Purchase
868	E4_19C3	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths]- \$100-\$249	Online Product Purchase
869	E4_19C4	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths]- \$250-\$499	Online Product Purchase
870	E4_19C5	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths]- \$500-\$999	Online Product Purchase
871	E4_19C6	Spent online on - Wireless service providers (e.g. mobile phone and internet) [Pst 12 Mths]- \$1000 or more	Online Product Purchase
872	E4_1C1	Spent online on - Automotive [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase
873	E4_1C2	Spent online on - Automotive [Pst 12 Mths] - \$50-\$99 (!)	Online Product Purchase
874	E4_1C3	Spent online on - Automotive [Pst 12 Mths] - \$100-\$249	Online Product Purchase
875	E4_1C4	Spent online on - Automotive [Pst 12 Mths] - \$250-\$499 (!)	Online Product Purchase
876	E4_1C5	Spent online on - Automotive [Pst 12 Mths] - \$500-\$999 (!)	Online Product Purchase
877	E4_1C6	Spent online on - Automotive [Pst 12 Mths] - \$1000 or more (!)	Online Product Purchase
878	E4_20C12	Spent online on - Insurance products [Pst 12 Mths] - Less than \$100 (!)	Online Product Purchase

ORDER	VARIABLE	DESCRIPTION	CATEGORY
879	E4_20C3	Spent online on - Insurance products [Pst 12 Mths] - \$100-\$249 (!)	Online Product Purchase
880	E4_20C4	Spent online on - Insurance products [Pst 12 Mths] - \$250-\$499 (!)	Online Product Purchase
881	E4_20C5	Spent online on - Insurance products [Pst 12 Mths] - \$500-\$999 (!)	Online Product Purchase
882	E4_20C6	Spent online on - Insurance products [Pst 12 Mths] - \$1000 or more	Online Product Purchase
883	E4_21C1	Spent online on - Online meal kits (e.g. Good Food, Hello Fresh) [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase
884	E4_21C2	Spent online on - Online meal kits (e.g. Good Food, Hello Fresh) [Pst 12 Mths] - \$50-\$99 (!)	Online Product Purchase
885	E4_21C3	Spent online on - Online meal kits (e.g. Good Food, Hello Fresh) [Pst 12 Mths] - \$100-\$249 (!)	Online Product Purchase
886	E4_21C456	Spent online on - Online meal kits (e.g. Good Food, Hello Fresh) [Pst 12 Mths] - \$250 or more (!)	Online Product Purchase
887	E4_22C1	Spent online on - Government services [Pst 12 Mths] - Less than \$50	Online Product Purchase
888	E4_22C2	Spent online on - Government services [Pst 12 Mths] - \$50-\$99 (!)	Online Product Purchase
889	E4_22C3	Spent online on - Government services [Pst 12 Mths] - \$100-\$249	Online Product Purchase
890	E4_22C4	Spent online on - Government services [Pst 12 Mths] - \$250-\$499 (!)	Online Product Purchase
891	E4_22C56	Spent online on - Government services [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
892	E4_2C1	Spent online on - Babies & Kids [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase
893	E4_2C2	Spent online on - Babies & Kids [Pst 12 Mths] - \$50-\$99 (!)	Online Product Purchase
894	E4_2C3	Spent online on - Babies & Kids [Pst 12 Mths] - \$100-\$249	Online Product Purchase
895	E4_2C4	Spent online on - Babies & Kids [Pst 12 Mths] - \$250-\$499 (!)	Online Product Purchase
896	E4_2C56	Spent online on - Babies & Kids [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
897	E4_3C1	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - Less than \$50	Online Product Purchase
898	E4_3C2	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$50-\$99	Online Product Purchase
899	E4_3C3	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$100-\$249	Online Product Purchase
900	E4_3C4	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$250-\$499	Online Product Purchase
901	E4_3C56	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$500 or more (!)	Online Product Purchase
902	E4_4C1	Spent online on - Clothing & Fashions [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase
903	E4_4C2	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$50-\$99	Online Product Purchase
904	E4_4C3	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$100-\$249	Online Product Purchase
905	E4_4C4	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$250-\$499	Online Product Purchase
906	E4_4C5	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$500-\$999	Online Product Purchase
907	E4_4C6	Spent online on - Clothing & Fashions [Pst 12 Mths] - \$1000 or more	Online Product Purchase
908	E4_5C12	Spent online on - Home Electronics & Computers [Pst 12 Mths] - Less than \$100	Online Product Purchase
909	E4_5C3	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$100-\$249	Online Product Purchase
910	E4_5C4	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$250-\$499	Online Product Purchase
911	E4_5C5	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$500-\$999	Online Product Purchase
912	E4_5C6	Spent online on - Home Electronics & Computers [Pst 12 Mths] - \$1000 or more	Online Product Purchase
913	E4_6C1	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - Less than \$50	Online Product Purchase
914	E4_6C2	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$50-\$99	Online Product Purchase
915	E4_6C3	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$100-\$249	Online Product Purchase
916	E4_6C4	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$250-\$499	Online Product Purchase
917	E4_6C5	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$500-\$999	Online Product Purchase
918	E4_6C6	Spent online on - Event tickets (movies, concerts, sporting events) [Pst 12 Mths] - \$1000 or more	Online Product Purchase
919	E4_7C1	Spent online on - Gift card / certificate [Pst 12 Mths] - Less than \$50	Online Product Purchase
920	E4_7C2	Spent online on - Gift card / certificate [Pst 12 Mths] - \$50-\$99	Online Product Purchase
921	E4_7C3	Spent online on - Gift card / certificate [Pst 12 Mths] - \$100-\$249	Online Product Purchase
922	E4_7C4	Spent online on - Gift card / certificate [Pst 12 Mths] - \$250-\$499	Online Product Purchase
923	E4_7C56	Spent online on - Gift card / certificate [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
924	E4_8C1	Spent online on - Groceries [Pst 12 Mths] - Less than \$50 (!)	Online Product Purchase
925	E4_8C2	Spent online on - Groceries [Pst 12 Mths] - \$50-\$99 (!)	Online Product Purchase
926	E4_8C3	Spent online on - Groceries [Pst 12 Mths] - \$100-\$249	Online Product Purchase
927	E4_8C4	Spent online on - Groceries [Pst 12 Mths] - \$250-\$499 (!)	Online Product Purchase
928	E4_8C5	Spent online on - Groceries [Pst 12 Mths] - \$500-\$999 (!)	Online Product Purchase
929	E4_8C6	Spent online on - Groceries [Pst 12 Mths] - \$1000 or more (!)	Online Product Purchase
930	E4_9C1	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - Less than \$50	Online Product Purchase
931	E4_9C2	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$50-\$99	Online Product Purchase
932	E4_9C3	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$100-\$249	Online Product Purchase
933	E4_9C4	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$250-\$499	Online Product Purchase
934	E4_9C56	Spent online on - Beauty & Cosmetics [Pst 12 Mths] - \$500 or more (!)	Online Product Purchase
935	E5_10C1	Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - Less than 10%	Online Product Purchase
936	E5_10C2	Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 10% to 24%	Online Product Purchase
937	E5_10C3	Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 25% to 49%	Online Product Purchase
938	E5_10C45	Percentage of total spend spent online [Pst 12 Mths] - Home & Garden - 50% to 100%	Online Product Purchase
939	E5_11C1	Percentage of total spend spent online [Pst 12 Mths] - Financial products - Less than 10%	Online Product Purchase
940	E5_11C2	Percentage of total spend spent online [Pst 12 Mths] - Financial products - 10% to 24% (!)	Online Product Purchase
941	E5_11C3	Percentage of total spend spent online [Pst 12 Mths] - Financial products - 25% to 49% (!)	Online Product Purchase
942	E5_11C4	Percentage of total spend spent online [Pst 12 Mths] - Financial products - 50% to 74% (!)	Online Product Purchase
943	E5_11C5	Percentage of total spend spent online [Pst 12 Mths] - Financial products - 75% to 100%	Online Product Purchase
944	E5_12C1	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - Less than 10%	Online Product Purchase
945	E5_12C2	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 10% to 24%	Online Product Purchase
946	E5_12C3	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 25% to 49%	Online Product Purchase
947	E5_12C4	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 50% to 74%	Online Product Purchase
948	E5_12C5	Percentage of total spend spent online [Pst 12 Mths] - Office supplies - 75% to 100%	Online Product Purchase
949	E5_13C12	Percentage of total spend spent online [Pst 12 Mths] - Pets and pet goods - 10% to 24% (!)	Online Product Purchase
950	E5_13C3	Percentage of total spend spent online [Pst 12 Mths] - Pets and pet goods - 25% to 49% (!)	Online Product Purchase
951	E5_13C45	Percentage of total spend spent online [Pst 12 Mths] - Pets and pet goods - 50% to 100% (!)	Online Product Purchase
952	E5_14C1	Percentage of total spend spent online [Pst 12 Mths] - Health products or services - Less than 10%	Online Product Purchase
953	E5_14C2	Percentage of total spend spent online [Pst 12 Mths] - Health products or services - 10% to 24%	Online Product Purchase
954	E5_14C3	Percentage of total spend spent online [Pst 12 Mths] - Health products or services - 25% to 49%	Online Product Purchase
955	E5_14C45	Percentage of total spend spent online [Pst 12 Mths] - Health products or services - 50% to 100%	Online Product Purchase
956	E5_15C1	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - Less than 10%	Online Product Purchase
957	E5_15C2	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 10% to 24%	Online Product Purchase
958	E5_15C3	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 25% to 49%	Online Product Purchase

ORDER	VARIABLE	DESCRIPTION	CATEGORY
959	E5_15C4	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 50% to 74%	Online Product Purchase
960	E5_15C5	Percentage of total spend spent online [Pst 12 Mths] - Sporting goods - 75% to 100% (!)	Online Product Purchase
961	E5_16C1	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - Less than 10%	Online Product Purchase
962	E5_16C2	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 10% to 24%	Online Product Purchase
963	E5_16C3	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 25% to 49%	Online Product Purchase
964	E5_16C4	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 50% to 74%	Online Product Purchase
965	E5_16C5	Percentage of total spend spent online [Pst 12 Mths] - Vacation / travel - 75% to 100%	Online Product Purchase
966	E5_18C1	Percentage of total spend spent online [Pst 12 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes) - Less than 10%	Online Product Purchase
967	E5_18C234	Percentage of total spend spent online [Pst 12 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes) - 10% to 74%	Online Product Purchase
968	E5_18C5	Percentage of total spend spent online [Pst 12 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes) - 75% to 100%	Online Product Purchase
969	E5_19C1	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - Less than 10%	Online Product Purchase
970	E5_19C2	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - 10% to 24%	Online Product Purchase
971	E5_19C3	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - 25% to 49%	Online Product Purchase
972	E5_19C4	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - 50% to 74% (!)	Online Product Purchase
973	E5_19C5	Percentage of total spend spent online [Pst 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - 75% to 100%	Online Product Purchase
974	E5_1C1	Percentage of total spend spent online [Pst 12 Mths] - Automotive - Less than 10%	Online Product Purchase
975	E5_1C2	Percentage of total spend spent online [Pst 12 Mths] - Automotive - 10% to 24%	Online Product Purchase
976	E5_1C3	Percentage of total spend spent online [Pst 12 Mths] - Automotive - 25% to 49% (!)	Online Product Purchase
977	E5_1C4	Percentage of total spend spent online [Pst 12 Mths] - Automotive - 50% to 74% (!)	Online Product Purchase
978	E5_1C5	Percentage of total spend spent online [Pst 12 Mths] - Automotive - 75% to 100% (!)	Online Product Purchase
979	E5_20C12	Percentage of total spend spent online [Pst 12 Mths] - Insurance products - Less than 25%	Online Product Purchase
980	E5_20C34	Percentage of total spend spent online [Pst 12 Mths] - Insurance products - 25% to 74%	Online Product Purchase
981	E5_20C5	Percentage of total spend spent online [Pst 12 Mths] - Insurance products - 75% to 100%	Online Product Purchase
982	E5_21C12	Percentage of total spend spent online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - Less than 25%	Online Product Purchase
983	E5_21C34	Percentage of total spend spent online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - 25% to 74% (!)	Online Product Purchase
984	E5_21C5	Percentage of total spend spent online [Pst 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - 75% to 100%	Online Product Purchase
985	E5_22C1	Percentage of total spend spent online [Pst 12 Mths] - Government Services - Less than 10%	Online Product Purchase
986	E5_22C234	Percentage of total spend spent online [Pst 12 Mths] - Government Services - 10% to 74%	Online Product Purchase
987	E5_22C5	Percentage of total spend spent online [Pst 12 Mths] - Government Services - 75% to 100%	Online Product Purchase
988	E5_2C12	Percentage of total spend spent online [Pst 12 Mths] - Babies and children - Less than 25%	Online Product Purchase
989	E5_2C345	Percentage of total spend spent online [Pst 12 Mths] - Babies and children - 25% to 100%	Online Product Purchase
990	E5_3C1	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - Less than 10%	Online Product Purchase
991	E5_3C2	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 10% to 24%	Online Product Purchase
992	E5_3C3	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 25% to 49%	Online Product Purchase
993	E5_3C4	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 50% to 74%	Online Product Purchase
994	E5_3C5	Percentage of total spend spent online [Pst 12 Mths] - Media (books , magazines, music, DVD's) - 75% to 100%	Online Product Purchase
995	E5_4C1	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - Less than 10%	Online Product Purchase
996	E5_4C2	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 10% to 24%	Online Product Purchase
997	E5_4C3	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 25% to 49%	Online Product Purchase
998	E5_4C4	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 50% to 74%	Online Product Purchase
999	E5_4C5	Percentage of total spend spent online [Pst 12 Mths] - Clothing & Fashions - 75% to 100%	Online Product Purchase
1000	E5_5C1	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - Less than 10%	Online Product Purchase
1001	E5_5C2	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 10% to 24%	Online Product Purchase
1002	E5_5C3	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 25% to 49%	Online Product Purchase
1003	E5_5C4	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 50% to 74%	Online Product Purchase
1004	E5_5C5	Percentage of total spend spent online [Pst 12 Mths] - Home Electronics & Computers - 75% to 100%	Online Product Purchase
1005	E5_6C1	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - Less than 10%	Online Product Purchase
1006	E5_6C2	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 10% to 24%	Online Product Purchase
1007	E5_6C3	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 25% to 49%	Online Product Purchase
1008	E5_6C4	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 50% to 74%	Online Product Purchase
1009	E5_6C5	Percentage of total spend spent online [Pst 12 Mths] - Event tickets (movies, concerts, sporting events) - 75% to 100%	Online Product Purchase
1010	E5_7C1	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - Less than 10%	Online Product Purchase
1011	E5_7C2	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 10% to 24%	Online Product Purchase
1012	E5_7C3	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 25% to 49%	Online Product Purchase
1013	E5_7C4	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 50% to 74%	Online Product Purchase
1014	E5_7C5	Percentage of total spend spent online [Pst 12 Mths] - Gift card / certificate - 75% to 100%	Online Product Purchase
1015	E5_8C1	Percentage of total spend spent online [Pst 12 Mths] - Groceries - Less than 10%	Online Product Purchase
1016	E5_8C2	Percentage of total spend spent online [Pst 12 Mths] - Groceries - 10% to 24%	Online Product Purchase
1017	E5_8C3	Percentage of total spend spent online [Pst 12 Mths] - Groceries - 25% to 49% (!)	Online Product Purchase
1018	E5_8C45	Percentage of total spend spent online [Pst 12 Mths] - Groceries - 50% to 100% (!)	Online Product Purchase
1019	E5_9C1	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - Less than 10%	Online Product Purchase
1020	E5_9C2	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 10% to 24%	Online Product Purchase
1021	E5_9C3	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 25% to 49%	Online Product Purchase
1022	E5_9C4	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 50% to 74%	Online Product Purchase
1023	E5_9C5	Percentage of total spend spent online [Pst 12 Mths] - Beauty & Cosmetics - 75% to 100% (!)	Online Product Purchase
1024	E6_10C1	Expected online spend [Nxt 12 Mths] - Home & Garden - Less	Online Product Purchase
1025	E6_10C2	Expected online spend [Nxt 12 Mths] - Home & Garden - The Same	Online Product Purchase
1026	E6_10C3	Expected online spend [Nxt 12 Mths] - Home & Garden - More	Online Product Purchase
1027	E6_11C1	Expected online spend [Nxt 12 Mths] - Financial products - Less (!)	Online Product Purchase
1028	E6_11C2	Expected online spend [Nxt 12 Mths] - Financial products - The Same	Online Product Purchase
1029	E6_11C3	Expected online spend [Nxt 12 Mths] - Financial products - More	Online Product Purchase
1030	E6_12C1	Expected online spend [Nxt 12 Mths] - Office supplies - Less	Online Product Purchase
1031	E6_12C2	Expected online spend [Nxt 12 Mths] - Office supplies - The Same	Online Product Purchase
1032	E6_12C3	Expected online spend [Nxt 12 Mths] - Office supplies - More	Online Product Purchase
1033	E6_13C2	Expected online spend [Nxt 12 Mths] - Pets and pet goods - The Same	Online Product Purchase
1034	E6_13C3	Expected online spend [Nxt 12 Mths] - Pets and pet goods - More	Online Product Purchase
1035	E6_14C2	Expected online spend [Nxt 12 Mths] - Health products or services - The Same	Online Product Purchase
1036	E6_14C3	Expected online spend [Nxt 12 Mths] - Health products or services - More	Online Product Purchase
1037	E6_15C1	Expected online spend [Nxt 12 Mths] - Sporting goods - Less	Online Product Purchase
1038	E6_15C2	Expected online spend [Nxt 12 Mths] - Sporting goods - The Same	Online Product Purchase

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1039	E6_15C3	Expected online spend [Nxt 12 Mths] - Sporting goods - More	Online Product Purchase
1040	E6_16C1	Expected online spend [Nxt 12 Mths] - Vacation / travel - Less	Online Product Purchase
1041	E6_16C2	Expected online spend [Nxt 12 Mths] - Vacation / travel - The Same	Online Product Purchase
1042	E6_16C3	Expected online spend [Nxt 12 Mths] - Vacation / travel - More	Online Product Purchase
1043	E6_18C2	Expected online spend [Nxt 12 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes) - The Same	Online Product Purchase
1044	E6_18C3	Expected online spend [Nxt 12 Mths] - Food delivery services (e.g. UberEats & SkipTheDishes) - More	Online Product Purchase
1045	E6_19C1	Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - LESS	Online Product Purchase
1046	E6_19C2	Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - The Same	Online Product Purchase
1047	E6_19C3	Expected online spend [Nxt 12 Mths] - Wireless service providers (e.g. mobile phone and internet) - More	Online Product Purchase
1048	E6_1C2	Expected online spend [Nxt 12 Mths] - Automotive - The Same	Online Product Purchase
1049	E6_1C3	Expected online spend [Nxt 12 Mths] - Automotive - More	Online Product Purchase
1050	E6_20C2	Expected online spend [Nxt 12 Mths] - Insurance products - The Same	Online Product Purchase
1051	E6_20C3	Expected online spend [Nxt 12 Mths] - Insurance products - More	Online Product Purchase
1052	E6_21C2	Expected online spend [Nxt 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - The Same	Online Product Purchase
1053	E6_21C3	Expected online spend [Nxt 12 Mths] - Online meal kits (e.g. Good Food, Hello Fresh) - More	Online Product Purchase
1054	E6_22C1	Expected online spend [Nxt 12 Mths] - Government services - Less	Online Product Purchase
1055	E6_22C2	Expected online spend [Nxt 12 Mths] - Government services - The Same	Online Product Purchase
1056	E6_22C3	Expected online spend [Nxt 12 Mths] - Government services - More	Online Product Purchase
1057	E6_2C2	Expected online spend [Nxt 12 Mths] - Babies & Kids - The Same	Online Product Purchase
1058	E6_2C3	Expected online spend [Nxt 12 Mths] - Babies & Kids - More	Online Product Purchase
1059	E6_3C1	Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - Less	Online Product Purchase
1060	E6_3C2	Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - The Same	Online Product Purchase
1061	E6_3C3	Expected online spend [Nxt 12 Mths] - Media (books , magazines, music, DVD's) - More	Online Product Purchase
1062	E6_4C1	Expected online spend [Nxt 12 Mths] - Clothing & Fashions - Less	Online Product Purchase
1063	E6_4C2	Expected online spend [Nxt 12 Mths] - Clothing & Fashions - The Same	Online Product Purchase
1064	E6_4C3	Expected online spend [Nxt 12 Mths] - Clothing & Fashions - More	Online Product Purchase
1065	E6_5C1	Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - Less	Online Product Purchase
1066	E6_5C2	Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - The Same	Online Product Purchase
1067	E6_5C3	Expected online spend [Nxt 12 Mths] - Home Electronics & Computers - More	Online Product Purchase
1068	E6_6C1	Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - Less	Online Product Purchase
1069	E6_6C2	Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - The Same	Online Product Purchase
1070	E6_6C3	Expected online spend [Nxt 12 Mths] - Event tickets (movies, concerts, sporting events) - More	Online Product Purchase
1071	E6_7C1	Expected online spend [Nxt 12 Mths] - Gift card / certificate - Less	Online Product Purchase
1072	E6_7C2	Expected online spend [Nxt 12 Mths] - Gift card / certificate - The Same	Online Product Purchase
1073	E6_7C3	Expected online spend [Nxt 12 Mths] - Gift card / certificate - More	Online Product Purchase
1074	E6_8C2	Expected online spend [Nxt 12 Mths] - Groceries - The Same	Online Product Purchase
1075	E6_8C3	Expected online spend [Nxt 12 Mths] - Groceries - More	Online Product Purchase
1076	E6_9C2	Expected online spend [Nxt 12 Mths] - Beauty & Cosmetics - The Same	Online Product Purchase
1077	E6_9C3	Expected online spend [Nxt 12 Mths] - Beauty & Cosmetics - More	Online Product Purchase
1078	E6BC1	Preferred form of payment online - Credit card	Online Product Purchase
1079	E6BC2	Preferred form of payment online - Debit card with enabled online function	Online Product Purchase
1080	E6BC3	Preferred form of payment online - Third party (e.g. Paypal)	Online Product Purchase
1081	E6CC1	Delivery preference - Groceries online - Delivered Direct to home	Online Product Purchase
1082	E6CC2	Delivery preference - Groceries online - Pick up in person at my local store	Online Product Purchase
1083	E6D_1C1	Online Grocery - Products purchased - Bakery	Online Product Purchase
1084	E6D_2C2	Online Grocery - Products purchased - Meat, seafood & deli	Online Product Purchase
1085	E6D_3C3	Online Grocery - Products purchased - Frozen grocery (Ice cream, frozen pizza, etc.)	Online Product Purchase
1086	E6D_4C4	Online Grocery - Products purchased - Shelf stable grocery (condiments, cereal, coffee, etc.)	Online Product Purchase
1087	E6D_5C5	Online Grocery - Products purchased - Eggs & dairy (milk, yogurt, etc.)	Online Product Purchase
1088	E6D_6C6	Online Grocery - Products purchased - Produce (fruits and vegetables)	Online Product Purchase
1089	E6D_7C7	Online Grocery - Products purchased - Non-Grocery (paper towels, pet food, etc.)	Online Product Purchase
1090	E17_1C45	Retail Store Choice Factors - Trust / Store loyalty	Retail Channel
1091	E17_2C45	Retail Store Choice Factors - Location	Retail Channel
1092	E17_3C45	Retail Store Choice Factors - Promotions / Deals	Retail Channel
1093	E17_4C45	Retail Store Choice Factors - Return Policy	Retail Channel
1094	E17_5C45	Retail Store Choice Factors - Customer Service / Knowledgeable staff	Retail Channel
1095	E17_6C45	Retail Store Choice Factors - Reliability of in-stock merchandise	Retail Channel
1096	E17_7C45	Retail Store Choice Factors - Canadian vs. US (or other)	Retail Channel
1097	E17_8C45	Retail Store Choice Factors - Recommendations from family / friends	Retail Channel
1098	E17_9C45	Retail Store Choice Factors - Social media feedback (Facebook, Twitter)	Retail Channel
1099	E17_10C45	Retail Store Choice Factors - Consumer feedback / ratings	Retail Channel
1100	E17_11C45	Retail Store Choice Factors - Rewards program	Retail Channel
1101	E17_12C45	Retail Store Choice Factors - Ability to conduct pre-purchase research online	Retail Channel
1102	E17_13C45	Retail Store Choice Factors - Ability to make final purchase online if desired	Retail Channel
1103	E17_14C45	Retail Store Choice Factors - Mobile-friendly website / access information via smartphone	Retail Channel
1104	E17_15C45	Retail Store Choice Factors - Other	Retail Channel
1105	E18C1	En route to a store, find location - via store's website	Retail Channel
1106	E18C2	En route to a store, find location - using phone navigation app (eg. Google Maps, Waze or Apple Maps)	Retail Channel
1107	E18C4	En route to a store, find location - using GPS device.	Retail Channel
1108	E18C5	En route to a store, find location - other	Retail Channel
1109	E7_1C1	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - Never	Retail Channel
1110	E7_1C2	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 1 or 2 times	Retail Channel
1111	E7_1C3	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 3 to 5 times	Retail Channel
1112	E7_1C4	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 6 to 9 times	Retail Channel
1113	E7_1C5	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 10 or more times	Retail Channel
1114	E7_2C1	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - Never	Retail Channel
1115	E7_2C2	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 1 or 2 times	Retail Channel
1116	E7_2C3	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 3 to 5 times	Retail Channel
1117	E7_2C4	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 6 to 9 times	Retail Channel
1118	E7_2C5	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 10 or more times	Retail Channel

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1119	E7_3C1	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - Never	Retail Channel
1120	E7_3C2	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 1 or 2 times	Retail Channel
1121	E7_3C3	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 3 to 5 times	Retail Channel
1122	E7_3C4	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 6 to 9 times	Retail Channel
1123	E7_3C5	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 10 or more times	Retail Channel
1124	E7_4C1	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - Never	Retail Channel
1125	E7_4C2	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 1 or 2 times	Retail Channel
1126	E7_4C3	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 3 to 5 times	Retail Channel
1127	E7_4C4	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 6 to 9 times	Retail Channel
1128	E7_4C5	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 10 or more times	Retail Channel
1129	E7_5C1	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - Never	Retail Channel
1130	E7_5C2	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 1 or 2 times	Retail Channel
1131	E7_5C3	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 3 to 5 times	Retail Channel
1132	E7_5C4	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 6 to 9 times	Retail Channel
1133	E7_5C5	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/e-commerce - 10 or more times	Retail Channel
1134	E8_1C1	Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - Less	Retail Channel
1135	E8_1C2	Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - The Same	Retail Channel
1136	E8_1C3	Expected shopping frequency [Nxt 12 Mths] - Big box store/retail chain - More	Retail Channel
1137	E8_2C1	Expected shopping frequency [Nxt 12 Mths] - Independent boutique - Less	Retail Channel
1138	E8_2C2	Expected shopping frequency [Nxt 12 Mths] - Independent boutique - The Same	Retail Channel
1139	E8_2C3	Expected shopping frequency [Nxt 12 Mths] - Independent boutique - More	Retail Channel
1140	E8_3C1	Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - Less	Retail Channel
1141	E8_3C2	Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - The Same	Retail Channel
1142	E8_3C3	Expected shopping frequency [Nxt 12 Mths] - Shopping mall store /plaza - More	Retail Channel
1143	E8_4C1	Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - Less	Retail Channel
1144	E8_4C2	Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - The Same	Retail Channel
1145	E8_4C3	Expected shopping frequency [Nxt 12 Mths] - Online/internet/e-commerce - More	Retail Channel
1146	E8_5C1	Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - Less	Retail Channel
1147	E8_5C2	Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - The Same	Retail Channel
1148	E8_5C3	Expected shopping frequency [Nxt 12 Mths] - Mobile phone/m-commerce - More	Retail Channel
1149	E8BC1	Used a shopping centre app on your mobile phone while visiting a mall or other shopping centre [Pst 3 Mths] - Yes	Retail Channel
1150	E8BC2	Used a shopping centre app on your mobile phone while visiting a mall or other shopping centre [Pst 3 Mths] - No	Retail Channel
1151	E16_2C45	Purchase Decision Factors - Country of origin (e.g. Made in Canada)	Purchase Decision
1152	E16_3C45	Purchase Decision Factors - Consumer feedback / ratings	Purchase Decision
1153	E16_5C45	Purchase Decision Factors - Brand loyalty / reputation	Purchase Decision
1154	E16_6C45	Purchase Decision Factors - Store loyalty	Purchase Decision
1155	E16_7C45	Purchase Decision Factors - Recommendation from sales person	Purchase Decision
1156	E16_8C45	Purchase Decision Factors - Word of Mouth	Purchase Decision
1157	E16_9C45	Purchase Decision Factors - Social media feedback (Facebook, Twitter)	Purchase Decision
1158	E16_10C45	Purchase Decision Factors - Promotions / Deals	Purchase Decision
1159	E16_11C45	Purchase Decision Factors - Product quality	Purchase Decision
1160	E16_12C45	Purchase Decision Factors - Price	Purchase Decision
1161	E16_1C45	Purchase Decision Factors - Other	Purchase Decision
1162	E28B10C1	Receive bill currently - Tax - Paper (Mailed)	Billing Preference
1163	E28B10C2	Receive bill currently - Tax - Paperless (E-bill)	Billing Preference
1164	E28B10C3	Receive bill currently - Tax - Do not receive	Billing Preference
1165	E28B10C4	Receive bill currently - Tax - Unsure	Billing Preference
1166	E28B1C1	Receive bill currently - Gas - Paper (Mailed)	Billing Preference
1167	E28B1C2	Receive bill currently - Gas - Paperless (E-bill)	Billing Preference
1168	E28B1C3	Receive bill currently - Gas - Do not receive	Billing Preference
1169	E28B2C1	Receive bill currently - Electricity - Paper (Mailed)	Billing Preference
1170	E28B2C2	Receive bill currently - Electricity - Paperless (E-bill)	Billing Preference
1171	E28B2C3	Receive bill currently - Electricity - Do not receive	Billing Preference
1172	E28B3C1	Receive bill currently - Water - Paper (Mailed)	Billing Preference
1173	E28B3C2	Receive bill currently - Water - Paperless (E-bill)	Billing Preference
1174	E28B3C3	Receive bill currently - Water - Do not receive	Billing Preference
1175	E28B4C1	Receive bill currently - Cable - Paper (Mailed)	Billing Preference
1176	E28B4C2	Receive bill currently - Cable - Paperless (E-bill)	Billing Preference
1177	E28B4C3	Receive bill currently - Cable - Do not receive	Billing Preference
1178	E28B5C1	Receive bill currently - Mobile Phone - Paper (Mailed)	Billing Preference
1179	E28B5C2	Receive bill currently - Mobile Phone - Paperless (E-bill)	Billing Preference
1180	E28B5C3	Receive bill currently - Mobile Phone - Do not receive	Billing Preference
1181	E28B6C1	Receive bill currently - Credit Card - Paper (Mailed)	Billing Preference
1182	E28B6C2	Receive bill currently - Credit Card - Paperless (E-bill)	Billing Preference
1183	E28B6C3	Receive bill currently - Credit Card - Do not receive	Billing Preference
1184	E28B7C1	Receive bill currently - Bank Account - Paper (Mailed)	Billing Preference
1185	E28B7C2	Receive bill currently - Bank Account - Paperless (E-bill)	Billing Preference
1186	E28B7C3	Receive bill currently - Bank Account - Do not receive	Billing Preference
1187	E28B8C1	Receive bill currently - Trading Account - Paper (Mailed)	Billing Preference
1188	E28B8C2	Receive bill currently - Trading Account - Paperless (E-bill)	Billing Preference
1189	E28B8C3	Receive bill currently - Trading Account - Do not receive	Billing Preference
1190	E28B8C4	Receive bill currently - Trading Account - Unsure	Billing Preference
1191	E28B9C1	Receive bill currently - Line of Credit - Paper (Mailed)	Billing Preference
1192	E28B9C2	Receive bill currently - Line of Credit - Paperless (E-bill)	Billing Preference
1193	E28B9C3	Receive bill currently - Line of Credit - Do not receive	Billing Preference
1194	E28B9C4	Receive bill currently - Line of Credit - Unsure	Billing Preference
1195	E28C1	Responsible for paying bills in household - Yes	Billing Preference
1196	E28C2	Responsible for paying bills in household - No	Billing Preference
1197	E28C1C1	Why prefer paper bill - Prefer paper	Billing Preference
1198	E28C2C2	Why prefer paper bill - Forget to pay E-bills	Billing Preference

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1199	E28C3C3	Why prefer paper bill - Not confident of security	Billing Preference
1200	E28C4C4	Why prefer paper bill - Too much effort to switch	Billing Preference
1201	E28C5C5	Why prefer paper bill - Don't want to disrupt my bill-paying routine	Billing Preference
1202	E28C6C6	Why prefer paper bill - Other	Billing Preference
1203	E291C1	Pre-authorized payment (PAP) - Gas	Payment Preference
1204	E292C2	Pre-authorized payment (PAP) - Electricity	Payment Preference
1205	E293C3	Pre-authorized payment (PAP) - Water	Payment Preference
1206	E294C4	Pre-authorized payment (PAP) - Cable	Payment Preference
1207	E295C5	Pre-authorized payment (PAP) - Mobile Phone	Payment Preference
1208	E296C6	Pre-authorized payment (PAP) - Credit Card	Payment Preference
1209	E297C7	Pre-authorized payment (PAP) - Bank Account	Payment Preference
1210	E298C8	Pre-authorized payment (PAP) - Trading Account	Payment Preference
1211	E299C9	Pre-authorized payment (PAP) - Line of Credit	Payment Preference
1212	E2910C10	Pre-authorized payment (PAP) - Tax	Payment Preference
1213	E2911C11	Pre-authorized payment (PAP) - None of the above	Payment Preference
1214	E2912C12	Pre-authorized payment (PAP) - Prefer not to answer	Payment Preference
1215	E29B10C1	Reason not using PAP - Tax - Prefer to control how much I pay	Payment Preference
1216	E29B10C2	Reason not using PAP - Tax - Not confident of security	Payment Preference
1217	E29B10C3	Reason not using PAP - Tax - Too much effort to setup	Payment Preference
1218	E29B10C4	Reason not using PAP - Tax - Don't want to disrupt my bill-paying routine	Payment Preference
1219	E29B1C1	Reason not using PAP - Gas - Prefer to control how much I pay	Payment Preference
1220	E29B1C2	Reason not using PAP - Gas - Not confident of security	Payment Preference
1221	E29B1C3	Reason not using PAP - Gas - Too much effort to setup	Payment Preference
1222	E29B1C4	Reason not using PAP - Gas - Don't want to disrupt my bill-paying routine	Payment Preference
1223	E29B2C1	Reason not using PAP - Electricity - Prefer to control how much I pay	Payment Preference
1224	E29B2C2	Reason not using PAP - Electricity - Not confident of security	Payment Preference
1225	E29B2C3	Reason not using PAP - Electricity - Too much effort to setup	Payment Preference
1226	E29B2C4	Reason not using PAP - Electricity - Don't want to disrupt my bill-paying routine	Payment Preference
1227	E29B3C1	Reason not using PAP - Water - Prefer to control how much I pay	Payment Preference
1228	E29B3C2	Reason not using PAP - Water - Not confident of security	Payment Preference
1229	E29B3C3	Reason not using PAP - Water - Too much effort to setup	Payment Preference
1230	E29B3C4	Reason not using PAP - Water - Don't want to disrupt my bill-paying routine	Payment Preference
1231	E29B4C1	Reason not using PAP - Cable - Prefer to control how much I pay	Payment Preference
1232	E29B4C2	Reason not using PAP - Cable - Not confident of security	Payment Preference
1233	E29B4C3	Reason not using PAP - Cable - Too much effort to setup	Payment Preference
1234	E29B4C4	Reason not using PAP - Cable - Don't want to disrupt my bill-paying routine	Payment Preference
1235	E29B5C1	Reason not using PAP - Mobile Phone - Prefer to control how much I pay	Payment Preference
1236	E29B5C2	Reason not using PAP - Mobile Phone - Not confident of security	Payment Preference
1237	E29B5C3	Reason not using PAP - Mobile Phone - Too much effort to setup	Payment Preference
1238	E29B5C4	Reason not using PAP - Mobile Phone - Don't want to disrupt my bill-paying routine	Payment Preference
1239	E29B6C1	Reason not using PAP - Credit Card - Prefer to control how much I pay	Payment Preference
1240	E29B6C2	Reason not using PAP - Credit Card - Not confident of security	Payment Preference
1241	E29B6C3	Reason not using PAP - Credit Card - Too much effort to setup	Payment Preference
1242	E29B6C4	Reason not using PAP - Credit Card - Don't want to disrupt my bill-paying routine	Payment Preference
1243	E29B7C1	Reason not using PAP - Bank Account - Prefer to control how much I pay	Payment Preference
1244	E29B7C2	Reason not using PAP - Bank Account - Not confident of security	Payment Preference
1245	E29B7C3	Reason not using PAP - Bank Account - Too much effort to setup	Payment Preference
1246	E29B7C4	Reason not using PAP - Bank Account - Don't want to disrupt my bill-paying routine	Payment Preference
1247	E29B8C1	Reason not using PAP - Trading Account - Prefer to control how much I pay	Payment Preference
1248	E29B8C2	Reason not using PAP - Trading Account - Not confident of security	Payment Preference
1249	E29B8C3	Reason not using PAP - Trading Account - Too much effort to setup	Payment Preference
1250	E29B8C4	Reason not using PAP - Trading Account - Don't want to disrupt my bill-paying routine	Payment Preference
1251	E29B9C1	Reason not using PAP - Line of Credit - Prefer to control how much I pay	Payment Preference
1252	E29B9C2	Reason not using PAP - Line of Credit - Not confident of security	Payment Preference
1253	E29B9C3	Reason not using PAP - Line of Credit - Too much effort to setup	Payment Preference
1254	E29B9C4	Reason not using PAP - Line of Credit - Don't want to disrupt my bill-paying routine	Payment Preference
1255	E19_1C34	Respond to - Direct Response TV (e.g. Infomercials, call-to-order, etc.)	Marketing
1256	E19_2C34	Respond to - Ad messages to voicemail	Marketing
1257	E19_3C34	Respond to - Text messages on mobile device	Marketing
1258	E19_4C34	Respond to - Ads when using search engine	Marketing
1259	E19_5C34	Respond to - Internet ads that don't move	Marketing
1260	E19_6C34	Respond to - Internet ads that have sound and/or movement	Marketing
1261	E19_7C34	Respond to - Internet ads that "pop up"	Marketing
1262	E19_8C34	Respond to - Advertorials (paid editorial content)	Marketing
1263	E19_9C34	Respond to - Ads on YouTube	Marketing
1264	E19_10C34	Respond to - Ads on social media	Marketing
1265	E19_11C34	Respond to - Ads that show from search or related click through content	Marketing
1266	E20_1C1	Receive product/promotional information from favourite retailers - Email	Marketing
1267	E20_2C2	Receive product/promotional information from favourite retailers - Text message	Marketing
1268	E20_3C3	Receive product/promotional information from favourite retailers - Phone call	Marketing
1269	E20_5C5	Receive product/promotional information from favourite retailers - Direct mail (e.g. post cards, flyers, etc.)	Marketing
1270	E20_6C6	Receive product/promotional information from favourite retailers - Personalized website experience	Marketing
1271	E20_7C7	Receive product/promotional information from favourite retailers - Other	Marketing
1272	E21C1	Receiving text msg when near store selling product of interest - I would love this! I hate to miss a good opportunity.	Marketing
1273	E21C2	Receiving text msg when near store selling product of interest - This can be helpful, but I am unlikely to act on the information.	Marketing
1274	E21C3	Receiving text msg when near store selling product of interest - I do not want this service; it is bothersome.	Marketing
1275	E21C4	Receiving text msg when near store selling product of interest - I do not own a mobile phone.	Marketing
1276	E22C1	Receiving information on products/promotions based on past purchase experience - I would love this! I hate to miss a good opportunity.	Marketing
1277	E22C2	Receiving information on products/promotions based on past purchase experience - This can be helpful, but I am unlikely to act on the information.	Marketing
1278	E22C3	Receiving information on products/promotions based on past purchase experience - I do not want this service; it is bothersome	Marketing
1279	E27AC1	Store flyer access preference - Delivered physical/paper copy	Marketing
1280	E27AC2	Store flyer access preference - In store physical/paper copy	Marketing



ORDER	VARIABLE	DESCRIPTION	CATEGORY
1281	E27AC3	Store flyer access preference - Online via the store's app or website	Marketing
1282	E27AC4	Store flyer access preference - Online via a third-party app or website (i.e. Flipp)	Marketing
1283	E27AC5	Store flyer access preference - I do not read store flyers	Marketing
1284	E23_1C34	I am likely to share shopping deals/product information through social media channels (e.g. Facebook, Twitter, Instagram etc.)	Attitudes
1285	E23_2C34	I am likely to share shopping deals or product information through shopping websites (e.g. Redflag Deals, etc.)	Attitudes
1286	E23_3C34	I am likely to shop online via my mobile device, provided the process is easy	Attitudes
1287	E23_4C34	I use my mobile device to find retail locations that sell products I am looking to buy	Attitudes
1288	E23_5C34	I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier	Attitudes
1289	E23_6C34	I am open to receiving relevant marketing messages on my mobile device from retailers I trust	Attitudes
1290	E24_1C34	I am very comfortable sharing my personal information with retail companies	Attitudes
1291	E24_2C34	Retail companies should not be allowed to own or share my personal information	Attitudes
1292	E24_3C34	I am concerned about sharing my personal information with retail companies due to privacy issues, such as using it for marketing purposes	Attitudes
1293	E25_1C34	Comfortable sharing online with retailer or manufacturer - Age, gender or marital status	Attitudes
1294	E25_2C34	Comfortable sharing online with retailer or manufacturer - Income or employment information	Attitudes
1295	E25_3C34	Comfortable sharing online with retailer or manufacturer - Attitudes, like your opinions of products or services	Attitudes
1296	E25_4C34	Comfortable sharing online with retailer or manufacturer - Home or cell phone number	Attitudes
1297	E25_5C34	Comfortable sharing online with retailer or manufacturer - Home address	Attitudes
1298	E25_6C34	Comfortable sharing online with retailer or manufacturer - Health or disability status	Attitudes
1299	E26_1C34	Comfortable sharing online with a government agency - Age, gender or marital status	Attitudes
1300	E26_2C34	Comfortable sharing online with a government agency - Income or employment information	Attitudes
1301	E26_3C34	Comfortable sharing online with a government agency - Attitudes, like your opinions of products or services	Attitudes
1302	E26_4C34	Comfortable sharing online with a government agency - Home or cell phone number	Attitudes
1303	E26_5C34	Comfortable sharing online with a government agency - Home address	Attitudes
1304	E26_6C34	Comfortable sharing online with a government agency - Health or disability status	Attitudes