

ORDER	VARIABLE	DESCRIPTION	CATEGORY
0	CODE	Code	Geography
0	GEO	Geographic Summarization Indicator	Geography
1	SBAS18HP	Total Household Population 18 Years Or Over	Basics
2	S5C7	Number of friends/connections in ALL SM networks - 0-49	Social Media General
3	S5C8	Number of friends/connections in ALL SM networks - 50-99	Social Media General
4	S5C9	Number of friends/connections in ALL SM networks - 100-149	Social Media General
5	S5C10	Number of friends/connections in ALL SM networks - 150-199	Social Media General
6	S5C11	Number of friends/connections in ALL SM networks - 200-299	Social Media General
7	S5C12	Number of friends/connections in ALL SM networks - 300-399	Social Media General
8	S5C13	Number of friends/connections in ALL SM networks - 400-499	Social Media General
9	S5C14	Number of friends/connections in ALL SM networks - 500-1000	Social Media General
10	S5C15	Number of friends/connections in ALL SM networks - More than 1000	Social Media General
11	S8_1C1	Have made a donation through a Social Media channel - Yes	Social Media General
12	S6B_1C1	Actions taken using SM - Like brand on Facebook - Yes	Social Media General
13	S6B_2C2	Actions taken using SM - Follow brand on Twitter - Yes	Social Media General
14	S6B_3C3	Actions taken using SM - Subscribe to brand email newsletter - Yes	Social Media General
15	S6B_4C4	Actions taken using SM - Subscribe to brand channel on YouTube - Yes	Social Media General
16	S6B_6C6	Actions taken using SM - Register or join an exclusive online community of consumers who also like the brand - Yes	Social Media General
17	S6B_8C8	Actions taken using SM - Follow brand on Instagram - Yes	Social Media General
18	S6CC1	Number of different brands you have elected to interact with through SM [Pst Yr] - 0	Social Media General
19	S6CC2	Number of different brands you have elected to interact with through SM [Pst Yr] - 1	Social Media General
20	S6CC3	Number of different brands you have elected to interact with through SM [Pst Yr] - 2-5	Social Media General
21	S6CC4	Number of different brands you have elected to interact with through SM [Pst Yr] - 6-10	Social Media General
22	S6CC5	Number of different brands you have elected to interact with through SM [Pst Yr] - 11-15	Social Media General
23	S6CC6	Number of different brands you have elected to interact with through SM [Pst Yr] - 16-20 (!)	Social Media General
24	S6CC7	Number of different brands you have elected to interact with through SM [Pst Yr] - More than 20 (!)	Social Media General
25	S6D_1C1	Reasons chosen to follow brands through SM - To get coupons and discounts	Social Media General
26	S6D_2C2	Reasons chosen to follow brands through SM - To enter contests	Social Media General
27	S6D_3C3	Reasons chosen to follow brands through SM - To be among the first to hear brand news	Social Media General
28	S6D_4C4	Reasons chosen to follow brands through SM - To provide feedback to the brand about their products or services	Social Media General
29	S6D_5C5	Reasons chosen to follow brands through SM - To make suggestions to the brand for new products or services	Social Media General
30	S6D_6C6	Reasons chosen to follow brands through SM - To share brand-related stories with other consumers	Social Media General
31	S6D_8C8	Reasons chosen to follow brands through SM - To learn about a brand's products and services	Social Media General
32	S6D_9C9	Reasons chosen to follow brands through SM - To engage with content	Social Media General
33	S6EC1	Ever chosen to unlike/unsubscribe from brand's SM - Yes	Social Media General
34	S6EC2	Ever chosen to unlike/unsubscribe from brand's SM - No	Social Media General
35	S6EC3	Ever chosen to unlike/unsubscribe from brand's SM - Unsure	Social Media General
36	S6F_1C1	Reason to unlike/unsubscribe from a brand - Too many messages	Social Media General
37	S6F_2C2	Reason to unlike/unsubscribe from a brand - Not enough value	Social Media General
38	S6F_3C3	Reason to unlike/unsubscribe from a brand - Stopped purchasing products from brand	Social Media General
39	S6F_4C4	Reason to unlike/unsubscribe from a brand - Other	Social Media General
40	S1_1C45	Describes me - Use SM to stay connected with family	Social Media Attitudes
41	S1_2C45	Describes me - Use SM to stay connected with personal contacts	Social Media Attitudes
42	S1_3C45	Describes me - Use SM to stay connected with work/professional contacts	Social Media Attitudes
43	S1_4C45	Describes me - Use SM to keep up to date on news/events in my industry	Social Media Attitudes
44	S1_5C45	Describes me - Use SM to keep up to date on general news/events	Social Media Attitudes
45	S1_6C45	Describes me - Feel comfortable meeting and communicating with people through SM	Social Media Attitudes
46	S1_7C45	Describes me - Feel comfortable collaborating with others through SM	Social Media Attitudes
47	S1_8C45	Describes me - I am well informed about SM	Social Media Attitudes
48	S1_9C45	Describes me - I use SM to connect with brands/celebrities	Social Media Attitudes
49	S7_1C45	I am open to receiving relevant marketing messages through social media channels	Social Media Attitudes
50	S7_2C45	I am very comfortable sharing my personal information with social media sites	Social Media Attitudes
51	S7_3C45	Sharing my personal information with friends/acquaintances in SM environments does not concern me	Social Media Attitudes
52	S7_4C45	Social media companies should not be allowed to own or share my personal information	Social Media Attitudes
53	S7_5C45	I tend to ignore marketing and advertisements when I'm in a social media environment	Social Media Attitudes
54	S7_6C45	I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company	Social Media Attitudes
55	S6_1C45	Seek suggestions/recommendations when considering - Big-ticket purchases (like appliances, home electronics, or furniture)	Social Media Purchases
56	S6_2C45	Seek suggestions/recommendations when considering - Vacation, travel-related purchases	Social Media Purchases
57	S6_3C45	Seek suggestions/recommendations when considering - Car, auto-related purchases	Social Media Purchases
58	S6_4C45	Seek suggestions/recommendations when considering - Smaller-ticket purchases (like DVD's, books, flowers)	Social Media Purchases
59	S6_5C45	Seek suggestions/recommendations when considering - Entertainment-related purchases (like concerts, musicals, movies)	Social Media Purchases
60	S6_6C45	Seek suggestions/recommendations when considering - Child-related purchases (like toys, strollers, lessons)	Social Media Purchases
61	S6_7C45	Seek suggestions/recommendations when considering - Insurance	Social Media Purchases
62	S6_8C45	Seek suggestions/recommendations when considering - Banking, credit cards	Social Media Purchases

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63	S6_9C45	Seek suggestions/recommendations when considering - Health-related purchases	Social Media Purchases
64	S6_11C45	Seek suggestions/recommendations when considering - Fashion-related purchases	Social Media Purchases
65	S6_12C45	Seek suggestions/recommendations when considering - Home decor purchases	Social Media Purchases
66	S6_13C45	Seek suggestions/recommendations when considering - Choosing non-profit organization to make a donation	Social Media Purchases
67	S6_10C45	Seek suggestions/recommendations when considering - Other	Social Media Purchases
68	S3C1_1C1	Typically use to access SM platforms - Morning - Desktop computer	Social Media Usage
69	S3C1_2C2	Typically use to access SM platforms - Morning - Laptop	Social Media Usage
70	S3C1_3C3	Typically use to access SM platforms - Morning - Mobile phone	Social Media Usage
71	S3C1_4C4	Typically use to access SM platforms - Morning - Tablet	Social Media Usage
72	S3C1_5C5	Typically use to access SM platforms - Morning - None of these devices	Social Media Usage
73	S3C2_1C1	Typically use to access SM platforms - Afternoon - Desktop computer	Social Media Usage
74	S3C2_2C2	Typically use to access SM platforms - Afternoon - Laptop	Social Media Usage
75	S3C2_3C3	Typically use to access SM platforms - Afternoon - Mobile phone	Social Media Usage
76	S3C2_4C4	Typically use to access SM platforms - Afternoon - Tablet	Social Media Usage
77	S3C2_5C5	Typically use to access SM platforms - Afternoon - None of these devices	Social Media Usage
78	S3C3_1C1	Typically use to access SM platforms - Dinner time - Desktop computer	Social Media Usage
79	S3C3_2C2	Typically use to access SM platforms - Dinner time - Laptop	Social Media Usage
80	S3C3_3C3	Typically use to access SM platforms - Dinner time - Mobile phone	Social Media Usage
81	S3C3_4C4	Typically use to access SM platforms - Dinner time - Tablet	Social Media Usage
82	S3C3_5C5	Typically use to access SM platforms - Dinner time - None of these devices	Social Media Usage
83	S3C4_1C1	Typically use to access SM platforms - Evening - Desktop computer	Social Media Usage
84	S3C4_2C2	Typically use to access SM platforms - Evening - Laptop	Social Media Usage
85	S3C4_3C3	Typically use to access SM platforms - Evening - Mobile phone	Social Media Usage
86	S3C4_4C4	Typically use to access SM platforms - Evening - Tablet	Social Media Usage
87	S3C4_5C5	Typically use to access SM platforms - Evening - None of these devices	Social Media Usage
88	S3C5_1C1	Typically use to access SM platforms - Late night - Desktop computer	Social Media Usage
89	S3C5_2C2	Typically use to access SM platforms - Late night - Laptop	Social Media Usage
90	S3C5_3C3	Typically use to access SM platforms - Late night - Mobile phone	Social Media Usage
91	S3C5_4C4	Typically use to access SM platforms - Late night - Tablet	Social Media Usage
92	S3C5_5C5	Typically use to access SM platforms - Late night - None of these devices	Social Media Usage
93	S3A1_1C1	Facebook - Have Account	Social Media Usage
94	S3A_1C1	Facebook - Usage - Currently use	Social Media Usage
95	S3A_1C2	Facebook - Usage - Plan to use [Nxt Yr]	Social Media Usage
96	S3A_1C3	Facebook - Usage - Neither use nor plan to use	Social Media Usage
97	S3B_1C2	Facebook - Frequency of use [Pst Yr] - Daily	Social Media Usage
98	S3B_1C3	Facebook - Frequency of use [Pst Yr] - Weekly	Social Media Usage
99	S3B_1C4	Facebook - Frequency of use [Pst Yr] - Monthly	Social Media Usage
100	S3C_1C1	Facebook - Usage expectations [Nxt Yr] - Less	Social Media Usage
101	S3C_1C2	Facebook - Usage expectations [Nxt Yr] - The Same	Social Media Usage
102	S3C_1C3	Facebook - Usage expectations [Nxt Yr] - More	Social Media Usage
103	S3A1_2C2	Twitter - Have Account	Social Media Usage
104	S3A_2C1	Twitter - Usage - Currently use	Social Media Usage
105	S3A_2C2	Twitter - Usage - Plan to use [Nxt Yr]	Social Media Usage
106	S3A_2C3	Twitter - Usage - Neither use nor plan to use	Social Media Usage
107	S3B_2C2	Twitter - Frequency of use [Pst Yr] - Daily	Social Media Usage
108	S3B_2C3	Twitter - Frequency of use [Pst Yr] - Weekly	Social Media Usage
109	S3B_2C4	Twitter - Frequency of use [Pst Yr] - Monthly	Social Media Usage
110	S3C_2C1	Twitter - Usage expectations [Nxt Yr] - Less	Social Media Usage
111	S3C_2C2	Twitter - Usage expectations [Nxt Yr] - The Same	Social Media Usage
112	S3C_2C3	Twitter - Usage expectations [Nxt Yr] - More (!)	Social Media Usage
113	S3A1_16C16	Instagram - Have Account	Social Media Usage
114	S3A_16C1	Instagram - Usage - Currently use	Social Media Usage
115	S3A_16C2	Instagram - Usage - Plan to use [Nxt Yr]	Social Media Usage
116	S3A_16C3	Instagram - Usage - Neither use nor plan to use	Social Media Usage
117	S3B_16C2	Instagram - Frequency of use [Pst Yr] - Daily	Social Media Usage
118	S3B_16C3	Instagram - Frequency of use [Pst Yr] - Weekly	Social Media Usage
119	S3B_16C4	Instagram - Frequency of use [Pst Yr] - Monthly	Social Media Usage
120	S3C_16C1	Instagram - Usage expectations [Nxt Yr] - Less	Social Media Usage
121	S3C_16C2	Instagram - Usage expectations [Nxt Yr] - The Same	Social Media Usage
122	S3C_16C3	Instagram - Usage expectations [Nxt Yr] - More	Social Media Usage
123	S3A1_3C3	YouTube - Have Account	Social Media Usage
124	S3A_3C1	YouTube - Usage - Currently use	Social Media Usage
125	S3A_3C2	YouTube - Usage - Plan to use [Nxt Yr]	Social Media Usage
126	S3A_3C3	YouTube - Usage - Neither use nor plan to use	Social Media Usage
127	S3B_3C2	YouTube - Frequency of use [Pst Yr] - Daily	Social Media Usage
128	S3B_3C3	YouTube - Frequency of use [Pst Yr] - Weekly	Social Media Usage
129	S3B_3C4	YouTube - Frequency of use [Pst Yr] - Monthly	Social Media Usage
130	S3C_3C1	YouTube - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage

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131	S3C_3C2	YouTube - Usage expectations [Nxt Yr] - The Same	Social Media Usage
132	S3C_3C3	YouTube - Usage expectations [Nxt Yr] - More	Social Media Usage
133	S3A1_15C15	Pinterest - Have Account	Social Media Usage
134	S3A_15C1	Pinterest - Usage - Currently use	Social Media Usage
135	S3A_15C2	Pinterest - Usage - Plan to use [Nxt Yr]	Social Media Usage
136	S3A_15C3	Pinterest - Usage - Neither use nor plan to use	Social Media Usage
137	S3B_15C2	Pinterest - Frequency of use [Pst Yr] - Daily	Social Media Usage
138	S3B_15C3	Pinterest - Frequency of use [Pst Yr] - Weekly	Social Media Usage
139	S3B_15C4	Pinterest - Frequency of use [Pst Yr] - Monthly	Social Media Usage
140	S3C_15C1	Pinterest - Usage expectations [Nxt Yr] - Less	Social Media Usage
141	S3C_15C2	Pinterest - Usage expectations [Nxt Yr] - The Same	Social Media Usage
142	S3C_15C3	Pinterest - Usage expectations [Nxt Yr] - More (!)	Social Media Usage
143	S3A1_7C7	LinkedIn - Have Account	Social Media Usage
144	S3A_7C1	LinkedIn - Usage - Currently use	Social Media Usage
145	S3A_7C2	LinkedIn - Usage - Plan to use [Nxt Yr]	Social Media Usage
146	S3A_7C3	LinkedIn - Usage - Neither use nor plan to use	Social Media Usage
147	S3B_7C2	LinkedIn - Frequency of use [Pst Yr] - Daily	Social Media Usage
148	S3B_7C3	LinkedIn - Frequency of use [Pst Yr] - Weekly	Social Media Usage
149	S3B_7C4	LinkedIn - Frequency of use [Pst Yr] - Monthly	Social Media Usage
150	S3C_7C1	LinkedIn - Usage expectations [Nxt Yr] - Less	Social Media Usage
151	S3C_7C2	LinkedIn - Usage expectations [Nxt Yr] - The Same	Social Media Usage
152	S3C_7C3	LinkedIn - Usage expectations [Nxt Yr] - More	Social Media Usage
153	S3A1_19C19	Snapchat - Have Account	Social Media Usage
154	S3A_19C1	Snapchat - Usage - Currently use	Social Media Usage
155	S3A_19C2	Snapchat - Usage - Plan to use [Nxt Yr]	Social Media Usage
156	S3A_19C3	Snapchat - Usage - Neither use nor plan to use	Social Media Usage
157	S3B_19C2	Snapchat - Frequency of use [Pst Yr] - Daily	Social Media Usage
158	S3B_19C3	Snapchat - Frequency of use [Pst Yr] - Weekly	Social Media Usage
159	S3B_19C4	Snapchat - Frequency of use [Pst Yr] - Monthly	Social Media Usage
160	S3C_19C1	Snapchat - Usage expectations [Nxt Yr] - Less (!)	Social Media Usage
161	S3C_19C2	Snapchat - Usage expectations [Nxt Yr] - The Same	Social Media Usage
162	S3A1_20C20	WhatsApp - Have Account	Social Media Usage
163	S3A_20C1	WhatsApp - Usage - Currently use	Social Media Usage
164	S3A_20C2	WhatsApp - Usage - Plan to use [Nxt Yr]	Social Media Usage
165	S3A_20C3	WhatsApp - Usage - Neither use nor plan to use	Social Media Usage
166	S3B_20C2	WhatsApp - Frequency of use [Pst Yr] - Daily	Social Media Usage
167	S3B_20C3	WhatsApp - Frequency of use [Pst Yr] - Weekly	Social Media Usage
168	S3B_20C4	WhatsApp - Frequency of use [Pst Yr] - Monthly	Social Media Usage
169	S3C_20C1	WhatsApp - Usage expectations [Nxt Yr] - Less	Social Media Usage
170	S3C_20C2	WhatsApp - Usage expectations [Nxt Yr] - The Same	Social Media Usage
171	S3C_20C3	WhatsApp - Usage expectations [Nxt Yr] - More	Social Media Usage
172	S3A1_21C21	Reddit - Have Account	Social Media Usage
173	S3A_21C1	Reddit - Usage - Currently use	Social Media Usage
174	S3A_21C2	Reddit - Usage - Plan to use [Nxt Yr]	Social Media Usage
175	S3A_21C3	Reddit - Usage - Neither use nor plan to use	Social Media Usage
176	S3B_21C2	Reddit - Frequency of use [Pst Yr] - Daily	Social Media Usage
177	S3B_21C3	Reddit - Frequency of use [Pst Yr] - Weekly	Social Media Usage
178	S3B_21C4	Reddit - Frequency of use [Pst Yr] - Monthly	Social Media Usage
179	S3C_21C2	Reddit - Usage expectations [Nxt Yr] - The Same	Social Media Usage
180	S3A1_29C29	WeChat - Have Account	Social Media Usage
181	S3A_29C1	WeChat - Usage - Currently use	Social Media Usage
182	S3A_29C2	WeChat - Usage - Plan to use [Nxt Yr]	Social Media Usage
183	S3A_29C3	WeChat - Neither use nor plan to use	Social Media Usage
184	S3B_29C2	WeChat - Frequency of use [Pst Yr] - Daily	Social Media Usage
185	S3B_29C3	WeChat - Frequency of use [Pst Yr] - Weekly (!)	Social Media Usage
186	S3B_29C4	WeChat - Frequency of use [Pst Yr] - Monthly (!)	Social Media Usage
187	S3C_29C2	WeChat - Usage expectations [Nxt Yr] - The Same	Social Media Usage
188	S3A1_27C27	Twitch - Have Account	Social Media Usage
189	S3A_27C3	Twitch - Neither use nor plan to use	Social Media Usage
190	S3A_27C1	Twitch - Usage - Currently use	Social Media Usage
191	S3A_27C2	Twitch - Usage - Plan to use [Nxt Yr]	Social Media Usage
192	S3C_27C2	Twitch - Usage expectations [Nxt Yr] - The Same	Social Media Usage
193	S3A_28C1	Weibo - Usage - Currently use (!)	Social Media Usage
194	S3A_28C2	Weibo - Usage - Plan to use [Nxt Yr]	Social Media Usage
195	S3A_28C3	Weibo - Neither use nor plan to use	Social Media Usage
196	S3C_28C2	Weibo - Usage expectations [Nxt Yr] - The Same (!)	Social Media Usage
197	S3A1_26C26	TikTok - Have Account	Social Media Usage
198	S3A_26C1	TikTok - Usage - Currently use	Social Media Usage

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199	S3A_26C2	TikTok - Usage - Plan to use [Nxt Yr]	Social Media Usage
200	S3A_26C3	TikTok - Neither use nor plan to use	Social Media Usage
201	S3B_26C2	TikTok - Frequency of use [Pst Yr] - Daily	Social Media Usage
202	S3B_26C3	TikTok - Frequency of use [Pst Yr] - Weekly	Social Media Usage
203	S3B_26C4	TikTok - Frequency of use [Pst Yr] - Monthly (!)	Social Media Usage
204	S3C_26C2	TikTok - Usage expectations [Nxt Yr] - The Same	Social Media Usage
205	S3A1_6C6	Flickr - Have Account	Social Media Usage
206	S3A_6C1	Flickr - Usage - Currently use	Social Media Usage
207	S3A_6C2	Flickr - Usage - Plan to use [Nxt Yr]	Social Media Usage
208	S3A_6C3	Flickr - Usage - Neither use nor plan to use	Social Media Usage
209	S3C_6C2	Flickr - Usage expectations [Nxt Yr] - The Same	Social Media Usage
210	S3A1_23C23	Tinder - Have Account (!)	Social Media Usage
211	S3A_23C1	Tinder - Usage - Currently use	Social Media Usage
212	S3A_23C2	Tinder - Usage - Plan to use [Nxt Yr]	Social Media Usage
213	S3A_23C3	Tinder - Usage - Neither use nor plan to use	Social Media Usage
214	S3C_23C2	Tinder - Usage expectations [Nxt Yr] - The Same (!)	Social Media Usage
215	S3A1_25C25	Dating platform (excl. Tinder) - Have Account	Social Media Usage
216	S3A_25C1	Dating platform (excl. Tinder) - Usage - Currently use	Social Media Usage
217	S3A_25C2	Dating platform (excl. Tinder) - Usage - Plan to use [Nxt Yr]	Social Media Usage
218	S3A_25C3	Dating platform (excl. Tinder) - Usage - Neither use nor plan to use	Social Media Usage
219	S3C_25C2	A dating platform other than Tinder - Usage expectations [Nxt Yr] - The Same	Social Media Usage
220	S3A1_22C22	Health and Fitness Sites - Have Account	Social Media Usage
221	S3A_22C1	Health and Fitness Sites - Usage - Currently use	Social Media Usage
222	S3A_22C2	Health and Fitness Sites - Usage - Plan to use [Nxt Yr]	Social Media Usage
223	S3A_22C3	Health and Fitness Sites - Usage - Neither use nor plan to use	Social Media Usage
224	S3B_22C2	Health and Fitness Sites - Frequency of use [Pst Yr] - Daily	Social Media Usage
225	S3B_22C3	Health and Fitness Sites - Frequency of use [Pst Yr] - Weekly	Social Media Usage
226	S3B_22C4	Health and Fitness Sites - Frequency of use [Pst Yr] - Monthly (!)	Social Media Usage
227	S3C_22C2	Health and Fitness Sites - Usage expectations [Nxt Yr] - The Same	Social Media Usage
228	S3C_22C3	Health and Fitness Sites - Usage expectations [Nxt Yr] - More (!)	Social Media Usage
229	S3A_4C1	Audio Podcasts - Usage - Currently use	Social Media Usage
230	S3A_4C2	Audio Podcasts - Usage - Plan to use [Nxt Yr]	Social Media Usage
231	S3A_4C3	Audio Podcasts - Usage - Neither use nor plan to use	Social Media Usage
232	S3B_4C2	Audio Podcasts - Frequency of use [Pst Yr] - Daily	Social Media Usage
233	S3B_4C3	Audio Podcasts - Frequency of use [Pst Yr] - Weekly	Social Media Usage
234	S3B_4C4	Audio Podcasts - Frequency of use [Pst Yr] - Monthly	Social Media Usage
235	S3C_4C2	Audio Podcasts - Usage expectations [Nxt Yr] - The Same	Social Media Usage
236	S3C_4C3	Audio Podcasts - Usage expectations [Nxt Yr] - More	Social Media Usage
237	S3A1_12C12	Blogs - Have Account	Social Media Usage
238	S3A_12C1	Blogs - Usage - Currently use	Social Media Usage
239	S3A_12C2	Blogs - Usage - Plan to use [Nxt Yr]	Social Media Usage
240	S3A_12C3	Blogs - Usage - Neither use nor plan to use	Social Media Usage
241	S3B_12C2	Blogs - Frequency of use [Pst Yr] - Daily (!)	Social Media Usage
242	S3B_12C3	Blogs - Frequency of use [Pst Yr] - Weekly	Social Media Usage
243	S3B_12C4	Blogs - Frequency of use [Pst Yr] - Monthly	Social Media Usage
244	S3C_12C2	Blogs - Usage expectations [Nxt Yr] - The Same	Social Media Usage
245	S4A_1C1	Facebook - Read my news feed - Never	Social Media Activities - Facebook
246	S4A_1C2	Facebook - Read my news feed - About once per month	Social Media Activities - Facebook
247	S4A_1C3	Facebook - Read my news feed - A few times per month	Social Media Activities - Facebook
248	S4A_1C4	Facebook - Read my news feed - A few times per week	Social Media Activities - Facebook
249	S4A_1C56	Facebook - Read my news feed - About once per day or more	Social Media Activities - Facebook
250	S4A_2C1	Facebook - Update my status - Never	Social Media Activities - Facebook
251	S4A_2C2	Facebook - Update my status - About once per month	Social Media Activities - Facebook
252	S4A_2C3	Facebook - Update my status - A few times per month	Social Media Activities - Facebook
253	S4A_2C4	Facebook - Update my status - A few times per week	Social Media Activities - Facebook
254	S4A_2C56	Facebook - Update my status - About once per day or more	Social Media Activities - Facebook
255	S4A_3XC1	Facebook - Use Messenger - Never	Social Media Activities - Facebook
256	S4A_3XC2	Facebook - Use Messenger - About once per month	Social Media Activities - Facebook
257	S4A_3XC3	Facebook - Use Messenger - A few times per month	Social Media Activities - Facebook
258	S4A_3XC4	Facebook - Use Messenger - A few times per week	Social Media Activities - Facebook
259	S4A_3XC56	Facebook - Use Messenger - About once per day or more	Social Media Activities - Facebook
260	S4A_4C1	Facebook - Post photos - Never	Social Media Activities - Facebook
261	S4A_4C2	Facebook - Post photos - About once per month	Social Media Activities - Facebook
262	S4A_4C3	Facebook - Post photos - A few times per month	Social Media Activities - Facebook
263	S4A_4C4	Facebook - Post photos - A few times per week	Social Media Activities - Facebook
264	S4A_4C56	Facebook - Post photos - About once per day or more	Social Media Activities - Facebook
265	S4A_6C1	Facebook - Comment/Like other users' posts - Never	Social Media Activities - Facebook
266	S4A_6C2	Facebook - Comment/Like other users' posts - About once per month	Social Media Activities - Facebook

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267	S4A_6C3	Facebook - Comment/Like other users' posts - A few times per month	Social Media Activities - Facebook
268	S4A_6C4	Facebook - Comment/Like other users' posts - A few times per week	Social Media Activities - Facebook
269	S4A_6C56	Facebook - Comment/Like other users' posts - About once per day or more	Social Media Activities - Facebook
270	S4A_7C1	Facebook - Like or become a fan of a page created by a brand, company or organization - Never	Social Media Activities - Facebook
271	S4A_7C2	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month	Social Media Activities - Facebook
272	S4A_7C3	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month	Social Media Activities - Facebook
273	S4A_7C4	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week	Social Media Activities - Facebook
274	S4A_7C56	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per day or more	Social Media Activities - Facebook
275	S4A_8C1	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - Never	Social Media Activities - Facebook
276	S4A_8C2	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - About once per month	Social Media Activities - Facebook
277	S4A_8C3	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - A few times per month	Social Media Activities - Facebook
278	S4A_8C4	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - A few times per week	Social Media Activities - Facebook
279	S4A_8C56	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - About once per day or more (!)	Social Media Activities - Facebook
280	S4A_9C1	Facebook - Post videos - Never	Social Media Activities - Facebook
281	S4A_9C2	Facebook - Post videos - About once per month	Social Media Activities - Facebook
282	S4A_9C3	Facebook - Post videos - A few times per month	Social Media Activities - Facebook
283	S4A_9C4	Facebook - Post videos - A few times per week	Social Media Activities - Facebook
284	S4A_9C56	Facebook - Post videos - About once per day or more	Social Media Activities - Facebook
285	S4A_12C1	Facebook - Click on an ad - Never	Social Media Activities - Facebook
286	S4A_12C2	Facebook - Click on an ad - About once per month	Social Media Activities - Facebook
287	S4A_12C3	Facebook - Click on an ad - A few times per month	Social Media Activities - Facebook
288	S4A_12C4	Facebook - Click on an ad - A few times per week	Social Media Activities - Facebook
289	S4A_12C56	Facebook - Click on an ad - About once per day or more	Social Media Activities - Facebook
290	S4A_13C1	Facebook - Give to a Facebook fundraiser - Never	Social Media Activities - Facebook
291	S4A_13C2	Facebook - Give to a Facebook fundraiser - About once per month	Social Media Activities - Facebook
292	S4A_13C3	Facebook - Give to a Facebook fundraiser - A few times per month (!)	Social Media Activities - Facebook
293	S4A_13C4	Facebook - Give to a Facebook fundraiser - A few times per week (!)	Social Media Activities - Facebook
294	S4A_13C56	Facebook - Give to a Facebook fundraiser - About once per day or more (!)	Social Media Activities - Facebook
295	S4A_14C1	Facebook - Create a Facebook fundraiser - Never	Social Media Activities - Facebook
296	S4A_14C2	Facebook - Create a Facebook fundraiser - About once per month (!)	Social Media Activities - Facebook
297	S4A_14C3	Facebook - Create a Facebook fundraiser - A few times per month (^)	Social Media Activities - Facebook
298	S4A_14C4	Facebook - Create a Facebook fundraiser - A few times per week (!)	Social Media Activities - Facebook
299	S4A_14C56	Facebook - Create a Facebook fundraiser - About once per day or more (!)	Social Media Activities - Facebook
300	S4A_10C1	Facebook - Watch videos - Never	Social Media Activities - Facebook
301	S4A_10C2	Facebook - Watch videos - About once per month	Social Media Activities - Facebook
302	S4A_10C3	Facebook - Watch videos - A few times per month	Social Media Activities - Facebook
303	S4A_10C4	Facebook - Watch videos - A few times per week	Social Media Activities - Facebook
304	S4A_10C56	Facebook - Watch videos - About once per day or more	Social Media Activities - Facebook
305	S4A_11C1	Facebook - Watch live videos - Never	Social Media Activities - Facebook
306	S4A_11C2	Facebook - Watch live videos - About once per month	Social Media Activities - Facebook
307	S4A_11C3	Facebook - Watch live videos - A few times per month	Social Media Activities - Facebook
308	S4A_11C4	Facebook - Watch live videos - A few times per week	Social Media Activities - Facebook
309	S4A_11C56	Facebook - Watch live videos - About once per day or more	Social Media Activities - Facebook
310	S4A_15C1	Facebook - Watch eSports or competitive gaming - Never	Social Media Activities - Facebook
311	S4A_15C2	Facebook - Watch eSports or competitive gaming - About once per month	Social Media Activities - Facebook
312	S4A_15C3	Facebook - Watch eSports or competitive gaming - A few times per month	Social Media Activities - Facebook
313	S4A_15C4	Facebook - Watch eSports or competitive gaming - A few times per week	Social Media Activities - Facebook
314	S4A_15C56	Facebook - Watch eSports or competitive gaming - About once per day or more	Social Media Activities - Facebook
315	S4B_1C1	Twitter - Read tweets - Never (!)	Social Media Activities - Twitter
316	S4B_1C2	Twitter - Read tweets - About once per month	Social Media Activities - Twitter
317	S4B_1C3	Twitter - Read tweets - A few times per month	Social Media Activities - Twitter
318	S4B_1C4	Twitter - Read tweets - A few times per week	Social Media Activities - Twitter
319	S4B_1C56	Twitter - Read tweets - About once per day or more	Social Media Activities - Twitter
320	S4B_2C1	Twitter - Tweet - Never	Social Media Activities - Twitter
321	S4B_2C2	Twitter - Tweet - About once per month	Social Media Activities - Twitter
322	S4B_2C3	Twitter - Tweet - A few times per month	Social Media Activities - Twitter
323	S4B_2C4	Twitter - Tweet - A few times per week	Social Media Activities - Twitter
324	S4B_2C56	Twitter - Tweet - About once per day or more	Social Media Activities - Twitter
325	S4B_3C1	Twitter - Share a link to a blog post, news article or item of interest - Never	Social Media Activities - Twitter
326	S4B_3C2	Twitter - Share a link to a blog post, news article or item of interest - About once per month	Social Media Activities - Twitter

ORDER	VARIABLE	DESCRIPTION	CATEGORY
327	S4B_3C3	Twitter - Share a link to a blog post, news article or item of interest - A few times per month	Social Media Activities - Twitter
328	S4B_3C4	Twitter - Share a link to a blog post, news article or item of interest - A few times per week	Social Media Activities - Twitter
329	S4B_3C56	Twitter - Share a link to a blog post, news article or item of interest - About once per day or more	Social Media Activities - Twitter
330	S4B_4C1	Twitter - Respond to tweets - Never	Social Media Activities - Twitter
331	S4B_4C2	Twitter - Respond to tweets - About once per month	Social Media Activities - Twitter
332	S4B_4C3	Twitter - Respond to tweets - A few times per month	Social Media Activities - Twitter
333	S4B_4C4	Twitter - Respond to tweets - A few times per week	Social Media Activities - Twitter
334	S4B_4C56	Twitter - Respond to tweets - About once per day or more	Social Media Activities - Twitter
335	S4B_5C1	Twitter - Send or Receive Direct Messages - Never	Social Media Activities - Twitter
336	S4B_5C2	Twitter - Send or Receive Direct Messages - About once per month	Social Media Activities - Twitter
337	S4B_5C3	Twitter - Send or Receive Direct Messages - A few times per month	Social Media Activities - Twitter
338	S4B_5C4	Twitter - Send or Receive Direct Messages - A few times per week	Social Media Activities - Twitter
339	S4B_5C56	Twitter - Send or Receive Direct Messages - About once per day or more	Social Media Activities - Twitter
340	S4B_6C1	Twitter - Actively follow new users - Never	Social Media Activities - Twitter
341	S4B_6C2	Twitter - Actively follow new users - About once per month	Social Media Activities - Twitter
342	S4B_6C3	Twitter - Actively follow new users - A few times per month	Social Media Activities - Twitter
343	S4B_6C4	Twitter - Actively follow new users - A few times per week	Social Media Activities - Twitter
344	S4B_6C56	Twitter - Actively follow new users - About once per day or more (!)	Social Media Activities - Twitter
345	S4B_7C1	Twitter - Follow users who follow you - Never	Social Media Activities - Twitter
346	S4B_7C2	Twitter - Follow users who follow you - About once per month	Social Media Activities - Twitter
347	S4B_7C3	Twitter - Follow users who follow you - A few times per month	Social Media Activities - Twitter
348	S4B_7C4	Twitter - Follow users who follow you - A few times per week	Social Media Activities - Twitter
349	S4B_7C56	Twitter - Follow users who follow you - About once per day or more	Social Media Activities - Twitter
350	S4B_8C1	Twitter - Retweet - Never	Social Media Activities - Twitter
351	S4B_8C2	Twitter - Retweet - About once per month	Social Media Activities - Twitter
352	S4B_8C3	Twitter - Retweet - A few times per month	Social Media Activities - Twitter
353	S4B_8C4	Twitter - Retweet - A few times per week	Social Media Activities - Twitter
354	S4B_8C56	Twitter - Retweet - About once per day or more	Social Media Activities - Twitter
355	S4B_11C1	Twitter - Click on an ad - Never	Social Media Activities - Twitter
356	S4B_11C2	Twitter - Click on an ad - About once per month	Social Media Activities - Twitter
357	S4B_11C3	Twitter - Click on an ad - A few times per month (!)	Social Media Activities - Twitter
358	S4B_11C4	Twitter - Click on an ad - A few times per week (!)	Social Media Activities - Twitter
359	S4B_11C56	Twitter - Click on an ad - About once per day or more (!)	Social Media Activities - Twitter
360	S4B_9C1	Twitter - Watch videos - Never	Social Media Activities - Twitter
361	S4B_9C2	Twitter - Watch videos - About once per month	Social Media Activities - Twitter
362	S4B_9C3	Twitter - Watch videos - A few times per month	Social Media Activities - Twitter
363	S4B_9C4	Twitter - Watch videos - A few times per week	Social Media Activities - Twitter
364	S4B_9C56	Twitter - Watch videos - About once per day or more	Social Media Activities - Twitter
365	S4B_10C1	Twitter - Watch live videos - Never	Social Media Activities - Twitter
366	S4B_10C2	Twitter - Watch live videos - About once per month	Social Media Activities - Twitter
367	S4B_10C3	Twitter - Watch live videos - A few times per month	Social Media Activities - Twitter
368	S4B_10C4	Twitter - Watch live videos - A few times per week	Social Media Activities - Twitter
369	S4B_10C56	Twitter - Watch live videos - About once per day or more	Social Media Activities - Twitter
370	S4B_12C1	Twitter - Watch eSports or competitive gaming - Never	Social Media Activities - Twitter
371	S4B_12C2	Twitter - Watch eSports or competitive gaming - About once per month (!)	Social Media Activities - Twitter
372	S4B_12C3	Twitter - Watch eSports or competitive gaming - A few times per month (!)	Social Media Activities - Twitter
373	S4B_12C4	Twitter - Watch eSports or competitive gaming - A few times per week (!)	Social Media Activities - Twitter
374	S4B_12C56	Twitter - Watch eSports or competitive gaming - About once per day or more (!)	Social Media Activities - Twitter
375	S4M_1C1	Instagram - View photos/videos - Never (!)	Social Media Activities - Instagram
376	S4M_1C2	Instagram - View photos/videos - About once per month	Social Media Activities - Instagram
377	S4M_1C3	Instagram - View photos/videos - A few times per month	Social Media Activities - Instagram
378	S4M_1C4	Instagram - View photos/videos - A few times per week	Social Media Activities - Instagram
379	S4M_1C5	Instagram - View photos/videos - Once per day	Social Media Activities - Instagram
380	S4M_1C6	Instagram - View photos/videos - Several times per day	Social Media Activities - Instagram
381	S4M_2C1	Instagram - Post photos/videos - Never	Social Media Activities - Instagram
382	S4M_2C2	Instagram - Post photos/videos - About once per month	Social Media Activities - Instagram
383	S4M_2C3	Instagram - Post photos/videos - A few times per month	Social Media Activities - Instagram
384	S4M_2C4	Instagram - Post photos/videos - A few times per week	Social Media Activities - Instagram
385	S4M_2C5	Instagram - Post photos/videos - Once per day (!)	Social Media Activities - Instagram
386	S4M_2C6	Instagram - Post photos/videos - Several times per day (!)	Social Media Activities - Instagram
387	S4M_3C1	Instagram - Like photos/videos - Never	Social Media Activities - Instagram
388	S4M_3C2	Instagram - Like photos/videos - About once per month	Social Media Activities - Instagram
389	S4M_3C3	Instagram - Like photos/videos - A few times per month	Social Media Activities - Instagram
390	S4M_3C4	Instagram - Like photos/videos - A few times per week	Social Media Activities - Instagram
391	S4M_3C5	Instagram - Like photos/videos - Once per day	Social Media Activities - Instagram
392	S4M_3C6	Instagram - Like photos/videos - Several times per day	Social Media Activities - Instagram
393	S4M_4C1	Instagram - Watch live videos - Never	Social Media Activities - Instagram
394	S4M_4C2	Instagram - Watch live videos - About once per month	Social Media Activities - Instagram

ORDER	VARIABLE	DESCRIPTION	CATEGORY
395	S4M_4C3	Instagram - Watch live videos - A few times per month	Social Media Activities - Instagram
396	S4M_4C4	Instagram - Watch live videos - A few times per week	Social Media Activities - Instagram
397	S4M_4C5	Instagram - Watch live videos - Once per day	Social Media Activities - Instagram
398	S4M_4C6	Instagram - Watch live videos - Several times per day	Social Media Activities - Instagram
399	S4M_5C1	Instagram - Comment on photos/videos - Never	Social Media Activities - Instagram
400	S4M_5C2	Instagram - Comment on photos/videos - About once per month	Social Media Activities - Instagram
401	S4M_5C3	Instagram - Comment on photos/videos - A few times per month	Social Media Activities - Instagram
402	S4M_5C4	Instagram - Comment on photos/videos - A few times per week	Social Media Activities - Instagram
403	S4M_5C5	Instagram - Comment on photos/videos - Once per day	Social Media Activities - Instagram
404	S4M_5C6	Instagram - Comment on photos/videos - Several times per day	Social Media Activities - Instagram
405	S4M_6C1	Instagram - Send direct messages - Never	Social Media Activities - Instagram
406	S4M_6C2	Instagram - Send direct messages - About once per month	Social Media Activities - Instagram
407	S4M_6C3	Instagram - Send direct messages - A few times per month	Social Media Activities - Instagram
408	S4M_6C4	Instagram - Send direct messages - A few times per week	Social Media Activities - Instagram
409	S4M_6C5	Instagram - Send direct messages - Once per day	Social Media Activities - Instagram
410	S4M_6C6	Instagram - Send direct messages - Several times per day	Social Media Activities - Instagram
411	S4M_7C1	Instagram - View a brand's page - Never	Social Media Activities - Instagram
412	S4M_7C2	Instagram - View a brand's page - About once per month	Social Media Activities - Instagram
413	S4M_7C3	Instagram - View a brand's page - A few times per month	Social Media Activities - Instagram
414	S4M_7C4	Instagram - View a brand's page - A few times per week	Social Media Activities - Instagram
415	S4M_7C5	Instagram - View a brand's page - Once per day (!)	Social Media Activities - Instagram
416	S4M_7C6	Instagram - View a brand's page - Several times per day (!)	Social Media Activities - Instagram
417	S4M_8C1	Instagram - Click on ads - Never	Social Media Activities - Instagram
418	S4M_8C2	Instagram - Click on ads - About once per month	Social Media Activities - Instagram
419	S4M_8C3	Instagram - Click on ads - A few times per month	Social Media Activities - Instagram
420	S4M_8C4	Instagram - Click on ads - A few times per week	Social Media Activities - Instagram
421	S4M_8C5	Instagram - Click on ads - Once per day (!)	Social Media Activities - Instagram
422	S4M_8C6	Instagram - Click on ads - Several times per day (^)	Social Media Activities - Instagram
423	S4M_9C1	Instagram - Watch IGTV videos - Never	Social Media Activities - Instagram
424	S4M_9C2	Instagram - Watch IGTV videos - About once per month	Social Media Activities - Instagram
425	S4M_9C3	Instagram - Watch IGTV videos - A few times per month	Social Media Activities - Instagram
426	S4M_9C4	Instagram - Watch IGTV videos - A few times per week	Social Media Activities - Instagram
427	S4M_9C5	Instagram - Watch IGTV videos - Once per day (!)	Social Media Activities - Instagram
428	S4M_9C6	Instagram - Watch IGTV videos - Several times per day (!)	Social Media Activities - Instagram
429	S4D_1C1	YouTube - Watch videos - Never (!)	Social Media Activities - YouTube
430	S4D_1C2	YouTube - Watch videos - About once per month	Social Media Activities - YouTube
431	S4D_1C3	YouTube - Watch videos - A few times per month	Social Media Activities - YouTube
432	S4D_1C4	YouTube - Watch videos - A few times per week	Social Media Activities - YouTube
433	S4D_1C56	YouTube - Watch videos - About once per day or more	Social Media Activities - YouTube
434	S4D_2C1	YouTube - Share videos - Never	Social Media Activities - YouTube
435	S4D_2C2	YouTube - Share videos - About once per month	Social Media Activities - YouTube
436	S4D_2C3	YouTube - Share videos - A few times per month	Social Media Activities - YouTube
437	S4D_2C4	YouTube - Share videos - A few times per week	Social Media Activities - YouTube
438	S4D_2C56	YouTube - Share videos - About once per day or more	Social Media Activities - YouTube
439	S4D_3C1	YouTube - Like or dislike videos - Never	Social Media Activities - YouTube
440	S4D_3C2	YouTube - Like or dislike videos - About once per month	Social Media Activities - YouTube
441	S4D_3C3	YouTube - Like or dislike videos - A few times per month	Social Media Activities - YouTube
442	S4D_3C4	YouTube - Like or dislike videos - A few times per week	Social Media Activities - YouTube
443	S4D_3C56	YouTube - Like or dislike videos - About once per day or more	Social Media Activities - YouTube
444	S4D_4C1	YouTube - Embed a video on a web page or blog - Never	Social Media Activities - YouTube
445	S4D_4C2	YouTube - Embed a video on a web page or blog - About once per month	Social Media Activities - YouTube
446	S4D_4C3	YouTube - Embed a video on a web page or blog - A few times per month	Social Media Activities - YouTube
447	S4D_4C4	YouTube - Embed a video on a web page or blog - A few times per week	Social Media Activities - YouTube
448	S4D_4C56	YouTube - Embed a video on a web page or blog - About once per day or more	Social Media Activities - YouTube
449	S4D_5C1	YouTube - Create and post a video - Never	Social Media Activities - YouTube
450	S4D_5C2	YouTube - Create and post a video - About once per month	Social Media Activities - YouTube
451	S4D_5C3	YouTube - Create and post a video - A few times per month	Social Media Activities - YouTube
452	S4D_5C4	YouTube - Create and post a video - A few times per week (!)	Social Media Activities - YouTube
453	S4D_5C56	YouTube - Create and post a video - About once per day or more (!)	Social Media Activities - YouTube
454	S4D_6C1	YouTube - Leave a comment on a video or post a response video - Never	Social Media Activities - YouTube
455	S4D_6C2	YouTube - Leave a comment on a video or post a response video - About once per month	Social Media Activities - YouTube
456	S4D_6C3	YouTube - Leave a comment on a video or post a response video - A few times per month	Social Media Activities - YouTube
457	S4D_6C4	YouTube - Leave a comment on a video or post a response video - A few times per week	Social Media Activities - YouTube
458	S4D_6C56	YouTube - Leave a comment on a video or post a response video - About once per day or more	Social Media Activities - YouTube
459	S4D_9C1	YouTube - Click on an ad - Never	Social Media Activities - YouTube
460	S4D_9C2	YouTube - Click on an ad - About once per month	Social Media Activities - YouTube
461	S4D_9C3	YouTube - Click on an ad - A few times per month	Social Media Activities - YouTube
462	S4D_9C4	YouTube - Click on an ad - A few times per week	Social Media Activities - YouTube

ORDER	VARIABLE	DESCRIPTION	CATEGORY
463	S4D_9C56	YouTube - Click on an ad - About once per day or more	Social Media Activities - YouTube
464	S4D_8C1	YouTube - Watch live videos - Never	Social Media Activities - YouTube
465	S4D_8C2	YouTube - Watch live videos - About once per month	Social Media Activities - YouTube
466	S4D_8C3	YouTube - Watch live videos - A few times per month	Social Media Activities - YouTube
467	S4D_8C4	YouTube - Watch live videos - A few times per week	Social Media Activities - YouTube
468	S4D_8C56	YouTube - Watch live videos - About once per day or more	Social Media Activities - YouTube
469	S4D_10C1	YouTube - Watch eSports or competitive gaming - Never	Social Media Activities - YouTube
470	S4D_10C2	YouTube - Watch eSports or competitive gaming - About once per month	Social Media Activities - YouTube
471	S4D_10C3	YouTube - Watch eSports or competitive gaming - A few times per month	Social Media Activities - YouTube
472	S4D_10C4	YouTube - Watch eSports or competitive gaming - A few times per week	Social Media Activities - YouTube
473	S4D_10C56	YouTube - Watch eSports or competitive gaming - About once per day or more (!)	Social Media Activities - YouTube
474	S4L_1C1	Snapchat - Send photos/videos - Never	Social Media Activities - Snapchat
475	S4L_1C23	Snapchat - Send photos/videos - Once to a few times per month	Social Media Activities - Snapchat
476	S4L_1C456	Snapchat - Send photos/videos - A few times per week or more	Social Media Activities - Snapchat
477	S4L_2C1	Snapchat - Receive photos/videos - Never (!)	Social Media Activities - Snapchat
478	S4L_2C23	Snapchat - Receive photos/videos - Once to a few times per month	Social Media Activities - Snapchat
479	S4L_2C456	Snapchat - Receive photos/videos - A few times per week or more	Social Media Activities - Snapchat
480	S4L_3C1	Snapchat - Read Snapchat discover/News - Never	Social Media Activities - Snapchat
481	S4L_3C23	Snapchat - Read Snapchat discover/News - Once to a few times per month	Social Media Activities - Snapchat
482	S4L_3C456	Snapchat - Read Snapchat discover/News - A few times per week or more	Social Media Activities - Snapchat
483	S4L_4C1	Snapchat - View a brand's snaps - Never	Social Media Activities - Snapchat
484	S4L_4C23	Snapchat - View a brand's snaps - Once to a few times per month (!)	Social Media Activities - Snapchat
485	S4L_4C456	Snapchat - View a brand's snaps - A few times per week or more (!)	Social Media Activities - Snapchat
486	S4L_5C1	Snapchat - Send direct text messages - Never	Social Media Activities - Snapchat
487	S4L_5C23	Snapchat - Send direct text messages - Once to a few times per month	Social Media Activities - Snapchat
488	S4L_5C456	Snapchat - Send direct text messages - A few times per week or more	Social Media Activities - Snapchat
489	S4L_6C1	Snapchat - Use group chat - Never	Social Media Activities - Snapchat
490	S4L_6C23	Snapchat - Use group chat - Once to a few times per month (!)	Social Media Activities - Snapchat
491	S4L_6C456	Snapchat - Use group chat - A few times per week or more	Social Media Activities - Snapchat
492	S4L_7C1	Snapchat - Use filters or effects - Never	Social Media Activities - Snapchat
493	S4L_7C23	Snapchat - Use filters or effects - Once to a few times per month	Social Media Activities - Snapchat
494	S4L_7C456	Snapchat - Use filters or effects - A few times per week or more	Social Media Activities - Snapchat
495	S4L_8C1	Snapchat - Use video chat - Never	Social Media Activities - Snapchat
496	S4L_8C23	Snapchat - Use video chat - Once to a few times per month	Social Media Activities - Snapchat
497	S4L_8C456	Snapchat - Use video chat - A few times per week or more (!)	Social Media Activities - Snapchat
498	S4L_9C1	Snapchat - View ads - Never	Social Media Activities - Snapchat
499	S4L_9C23	Snapchat - View ads - Once to a few times per month (!)	Social Media Activities - Snapchat
500	S4L_9C456	Snapchat - View ads - A few times per week or more (!)	Social Media Activities - Snapchat
501	S4I_1C1	LinkedIn - Update your profile information - Never	Social Media Activities - LinkedIn
502	S4I_1C2	LinkedIn - Update your profile information - About once per month	Social Media Activities - LinkedIn
503	S4I_1C3	LinkedIn - Update your profile information - A few times per month	Social Media Activities - LinkedIn
504	S4I_1C4	LinkedIn - Update your profile information - A few times per week (!)	Social Media Activities - LinkedIn
505	S4I_1C56	LinkedIn - Update your profile information - About once per day or more (!)	Social Media Activities - LinkedIn
506	S4I_2C1	LinkedIn - Search and review other profiles - Never	Social Media Activities - LinkedIn
507	S4I_2C2	LinkedIn - Search and review other profiles - About once per month	Social Media Activities - LinkedIn
508	S4I_2C3	LinkedIn - Search and review other profiles - A few times per month	Social Media Activities - LinkedIn
509	S4I_2C4	LinkedIn - Search and review other profiles - A few times per week	Social Media Activities - LinkedIn
510	S4I_2C56	LinkedIn - Search and review other profiles - About once per day or more (!)	Social Media Activities - LinkedIn
511	S4I_3C1	LinkedIn - Create a connection - Never	Social Media Activities - LinkedIn
512	S4I_3C2	LinkedIn - Create a connection - About once per month	Social Media Activities - LinkedIn
513	S4I_3C3	LinkedIn - Create a connection - A few times per month	Social Media Activities - LinkedIn
514	S4I_3C4	LinkedIn - Create a connection - A few times per week	Social Media Activities - LinkedIn
515	S4I_3C56	LinkedIn - Create a connection - About once per day or more (!)	Social Media Activities - LinkedIn
516	S4I_4C1	LinkedIn - Request a recommendation - Never	Social Media Activities - LinkedIn
517	S4I_4C2	LinkedIn - Request a recommendation - About once per month	Social Media Activities - LinkedIn
518	S4I_4C3	LinkedIn - Request a recommendation - A few times per month (!)	Social Media Activities - LinkedIn
519	S4I_4C4	LinkedIn - Request a recommendation - A few times per week (!)	Social Media Activities - LinkedIn
520	S4I_4C56	LinkedIn - Request a recommendation - About once per day or more (^)	Social Media Activities - LinkedIn
521	S4I_5C1	LinkedIn - Join a LinkedIn group - Never	Social Media Activities - LinkedIn
522	S4I_5C2	LinkedIn - Join a LinkedIn group - About once per month	Social Media Activities - LinkedIn
523	S4I_5C3	LinkedIn - Join a LinkedIn group - A few times per month (!)	Social Media Activities - LinkedIn
524	S4I_5C4	LinkedIn - Join a LinkedIn group - A few times per week (!)	Social Media Activities - LinkedIn
525	S4I_5C56	LinkedIn - Join a LinkedIn group - About once per day or more (^)	Social Media Activities - LinkedIn
526	S4I_6C1	LinkedIn - Participate in LinkedIn forums - Never	Social Media Activities - LinkedIn
527	S4I_6C2	LinkedIn - Participate in LinkedIn forums - About once per month	Social Media Activities - LinkedIn
528	S4I_6C3	LinkedIn - Participate in LinkedIn forums - A few times per month (!)	Social Media Activities - LinkedIn
529	S4I_6C4	LinkedIn - Participate in LinkedIn forums - A few times per week (^)	Social Media Activities - LinkedIn
530	S4I_6C56	LinkedIn - Participate in LinkedIn forums - About once per day or more (^)	Social Media Activities - LinkedIn

ORDER	VARIABLE	DESCRIPTION	CATEGORY
531	S4I_7C1	LinkedIn - Read your newsfeed - Never	Social Media Activities - LinkedIn
532	S4I_7C2	LinkedIn - Read your newsfeed - About once per month	Social Media Activities - LinkedIn
533	S4I_7C3	LinkedIn - Read your newsfeed - A few times per month	Social Media Activities - LinkedIn
534	S4I_7C4	LinkedIn - Read your newsfeed - A few times per week	Social Media Activities - LinkedIn
535	S4I_7C56	LinkedIn - Read your newsfeed - About once per day or more	Social Media Activities - LinkedIn
536	S4I_8C1	LinkedIn - Watch videos - Never	Social Media Activities - LinkedIn
537	S4I_8C2	LinkedIn - Watch videos - About once per month	Social Media Activities - LinkedIn
538	S4I_8C3	LinkedIn - Watch videos - A few times per month	Social Media Activities - LinkedIn
539	S4I_8C4	LinkedIn - Watch videos - A few times per week	Social Media Activities - LinkedIn
540	S4I_8C56	LinkedIn - Watch videos - About once per day or more	Social Media Activities - LinkedIn
541	S4I_9C1	LinkedIn - Click on an ad - Never	Social Media Activities - LinkedIn
542	S4I_9C2	LinkedIn - Click on an ad - About once per month	Social Media Activities - LinkedIn
543	S4I_9C3	LinkedIn - Click on an ad - A few times per month	Social Media Activities - LinkedIn
544	S4I_9C4	LinkedIn - Click on an ad - A few times per week (!)	Social Media Activities - LinkedIn
545	S4I_9C56	LinkedIn - Click on an ad - About once per day or more (!)	Social Media Activities - LinkedIn
546	S4I_10C1	LinkedIn - View a job posting - Never	Social Media Activities - LinkedIn
547	S4I_10C2	LinkedIn - View a job posting - About once per month	Social Media Activities - LinkedIn
548	S4I_10C3	LinkedIn - View a job posting - A few times per month	Social Media Activities - LinkedIn
549	S4I_10C4	LinkedIn - View a job posting - A few times per week	Social Media Activities - LinkedIn
550	S4I_10C56	LinkedIn - View a job posting - About once per day or more	Social Media Activities - LinkedIn
551	S4I_11C1	LinkedIn - Post an article, video or picture - Never	Social Media Activities - LinkedIn
552	S4I_11C2	LinkedIn - Post an article, video or picture - About once per month	Social Media Activities - LinkedIn
553	S4I_11C3	LinkedIn - Post an article, video or picture - A few times per month (!)	Social Media Activities - LinkedIn
554	S4I_11C4	LinkedIn - Post an article, video or picture - A few times per week (!)	Social Media Activities - LinkedIn
555	S4I_11C56	LinkedIn - Post an article, video or picture - About once per day or more (!)	Social Media Activities - LinkedIn
556	S4I_12C1	LinkedIn - Comment on content - Never	Social Media Activities - LinkedIn
557	S4I_12C2	LinkedIn - Comment on content - About once per month	Social Media Activities - LinkedIn
558	S4I_12C3	LinkedIn - Comment on content - A few times per month	Social Media Activities - LinkedIn
559	S4I_12C4	LinkedIn - Comment on content - A few times per week (!)	Social Media Activities - LinkedIn
560	S4I_12C56	LinkedIn - Comment on content - About once per day or more (!)	Social Media Activities - LinkedIn
561	S4N_1C1	WhatsApp - Send/receive messages - Never (!)	Social Media Activities - WhatsApp
562	S4N_1C2	WhatsApp - Send/receive messages - About once per month	Social Media Activities - WhatsApp
563	S4N_1C3	WhatsApp - Send/receive messages - A few times per month	Social Media Activities - WhatsApp
564	S4N_1C4	WhatsApp - Send/receive messages - A few times per week	Social Media Activities - WhatsApp
565	S4N_1C5	WhatsApp - Send/receive messages - Once per day	Social Media Activities - WhatsApp
566	S4N_1C6	WhatsApp - Send/receive messages - Several times per day	Social Media Activities - WhatsApp
567	S4N_2C1	WhatsApp - Send/receive images - Never	Social Media Activities - WhatsApp
568	S4N_2C2	WhatsApp - Send/receive images - About once per month	Social Media Activities - WhatsApp
569	S4N_2C3	WhatsApp - Send/receive images - A few times per month	Social Media Activities - WhatsApp
570	S4N_2C4	WhatsApp - Send/receive images - A few times per week	Social Media Activities - WhatsApp
571	S4N_2C5	WhatsApp - Send/receive images - Once per day	Social Media Activities - WhatsApp
572	S4N_2C6	WhatsApp - Send/receive images - Several times per day	Social Media Activities - WhatsApp
573	S4N_3C1	WhatsApp - Send receive documents and files - Never	Social Media Activities - WhatsApp
574	S4N_3C2	WhatsApp - Send receive documents and files - About once per month	Social Media Activities - WhatsApp
575	S4N_3C3	WhatsApp - Send receive documents and files - A few times per month	Social Media Activities - WhatsApp
576	S4N_3C4	WhatsApp - Send receive documents and files - A few times per week	Social Media Activities - WhatsApp
577	S4N_3C5	WhatsApp - Send receive documents and files - Once per day	Social Media Activities - WhatsApp
578	S4N_3C6	WhatsApp - Send receive documents and files - Several times per day	Social Media Activities - WhatsApp
579	S4N_4C1	WhatsApp - Use group chats - Never	Social Media Activities - WhatsApp
580	S4N_4C2	WhatsApp - Use group chats - About once per month	Social Media Activities - WhatsApp
581	S4N_4C3	WhatsApp - Use group chats - A few times per month	Social Media Activities - WhatsApp
582	S4N_4C4	WhatsApp - Use group chats - A few times per week	Social Media Activities - WhatsApp
583	S4N_4C5	WhatsApp - Use group chats - Once per day	Social Media Activities - WhatsApp
584	S4N_4C6	WhatsApp - Use group chats - Several times per day	Social Media Activities - WhatsApp
585	S4N_5C1	WhatsApp - Use voice calls - Never	Social Media Activities - WhatsApp
586	S4N_5C2	WhatsApp - Use voice calls - About once per month	Social Media Activities - WhatsApp
587	S4N_5C3	WhatsApp - Use voice calls - A few times per month	Social Media Activities - WhatsApp
588	S4N_5C4	WhatsApp - Use voice calls - A few times per week	Social Media Activities - WhatsApp
589	S4N_5C5	WhatsApp - Use voice calls - Once per day	Social Media Activities - WhatsApp
590	S4N_5C6	WhatsApp - Use voice calls - Several times per day	Social Media Activities - WhatsApp
591	S4P_1C2	Reddit - View content - About once per month	Social Media Activities - Reddit
592	S4P_1C3	Reddit - View content - A few times per month (!)	Social Media Activities - Reddit
593	S4P_1C4	Reddit - View content - A few times per week (!)	Social Media Activities - Reddit
594	S4P_1C5	Reddit - View content - Once per day (!)	Social Media Activities - Reddit
595	S4P_1C6	Reddit - View content - Several times per day (!)	Social Media Activities - Reddit
596	S4P_2C1	Reddit - Post content - Never	Social Media Activities - Reddit
597	S4P_2C2	Reddit - Post content - About once per month (!)	Social Media Activities - Reddit
598	S4P_2C3456	Reddit - Post content - A few times per month or more	Social Media Activities - Reddit

ORDER	VARIABLE	DESCRIPTION	CATEGORY
599	S4P_3C1	Reddit - Vote on content - Never	Social Media Activities - Reddit
600	S4P_3C2	Reddit - Vote on content - About once per month (!)	Social Media Activities - Reddit
601	S4P_3C3456	Reddit - Vote on content - A few times per month or more	Social Media Activities - Reddit
602	S4P_4C1	Reddit - Follow specific Subreddits - Never	Social Media Activities - Reddit
603	S4P_4C2	Reddit - Follow specific Subreddits - About once per month (!)	Social Media Activities - Reddit
604	S4P_4C3456	Reddit - Follow specific Subreddits - A few times per month or more	Social Media Activities - Reddit
605	S4E_1C1	Audio Podcasts - Listen to a business podcast - Never	Social Media Activities - Audio Podcasts
606	S4E_1C2	Audio Podcasts - Listen to a business podcast - About once per month	Social Media Activities - Audio Podcasts
607	S4E_1C3	Audio Podcasts - Listen to a business podcast - A few times per month	Social Media Activities - Audio Podcasts
608	S4E_1C456	Audio Podcasts - Listen to a business podcast - A few times per week or more	Social Media Activities - Audio Podcasts
609	S4E_2C1	Audio Podcasts - Subscribe to a business podcast - Never	Social Media Activities - Audio Podcasts
610	S4E_2C2	Audio Podcasts - Subscribe to a business podcast - About once per month	Social Media Activities - Audio Podcasts
611	S4E_2C3	Audio Podcasts - Subscribe to a business podcast - A few times per month (^)	Social Media Activities - Audio Podcasts
612	S4E_2C456	Audio Podcasts - Subscribe to a business podcast - A few times per week or more (!)	Social Media Activities - Audio Podcasts
613	S4E_3C1	Audio Podcasts - Listen to a comedy podcast - Never	Social Media Activities - Audio Podcasts
614	S4E_3C2	Audio Podcasts - Listen to a comedy podcast - About once per month	Social Media Activities - Audio Podcasts
615	S4E_3C3	Audio Podcasts - Listen to a comedy podcast - A few times per month	Social Media Activities - Audio Podcasts
616	S4E_3C456	Audio Podcasts - Listen to a comedy podcast - A few times per week or more	Social Media Activities - Audio Podcasts
617	S4E_4C1	Audio Podcasts - Subscribe to a comedy podcast - Never	Social Media Activities - Audio Podcasts
618	S4E_4C2	Audio Podcasts - Subscribe to a comedy podcast - About once per month	Social Media Activities - Audio Podcasts
619	S4E_4C3	Audio Podcasts - Subscribe to a comedy podcast - A few times per month (^)	Social Media Activities - Audio Podcasts
620	S4E_4C456	Audio Podcasts - Subscribe to a comedy podcast - A few times per week or more (!)	Social Media Activities - Audio Podcasts
621	S4E_5C1	Audio Podcasts - Listen to an educational podcast - Never	Social Media Activities - Audio Podcasts
622	S4E_5C2	Audio Podcasts - Listen to an educational podcast - About once per month	Social Media Activities - Audio Podcasts
623	S4E_5C3	Audio Podcasts - Listen to an educational podcast - A few times per month	Social Media Activities - Audio Podcasts
624	S4E_5C456	Audio Podcasts - Listen to an educational podcast - A few times per week or more	Social Media Activities - Audio Podcasts
625	S4E_6C1	Audio Podcasts - Subscribe to an educational podcast - Never	Social Media Activities - Audio Podcasts
626	S4E_6C2	Audio Podcasts - Subscribe to an educational podcast - About once per month	Social Media Activities - Audio Podcasts
627	S4E_6C3	Audio Podcasts - Subscribe to an educational podcast - A few times per month (!)	Social Media Activities - Audio Podcasts
628	S4E_6C456	Audio Podcasts - Subscribe to an educational podcast - A few times per week or more (!)	Social Media Activities - Audio Podcasts
629	S4E_7C1	Audio Podcasts - Listen to a sports podcast - Never	Social Media Activities - Audio Podcasts
630	S4E_7C2	Audio Podcasts - Listen to a sports podcast - About once per month (!)	Social Media Activities - Audio Podcasts
631	S4E_7C3	Audio Podcasts - Listen to a sports podcast - A few times per month (!)	Social Media Activities - Audio Podcasts
632	S4E_7C456	Audio Podcasts - Listen to a sports podcast - A few times per week or more	Social Media Activities - Audio Podcasts
633	S4E_8C1	Audio Podcasts - Subscribe to a sports podcast - Never	Social Media Activities - Audio Podcasts
634	S4E_8C2	Audio Podcasts - Subscribe to a sports podcast - About once per month (!)	Social Media Activities - Audio Podcasts
635	S4E_8C3456	Audio Podcasts - Subscribe to a sports podcast - A few times per month or more (!)	Social Media Activities - Audio Podcasts
636	S4E_9C1	Audio Podcasts - Listen to a technology focused podcast - Never	Social Media Activities - Audio Podcasts
637	S4E_9C2	Audio Podcasts - Listen to a technology focused podcast - About once per month	Social Media Activities - Audio Podcasts
638	S4E_9C3	Audio Podcasts - Listen to a technology focused podcast - A few times per month (!)	Social Media Activities - Audio Podcasts
639	S4E_9C456	Audio Podcasts - Listen to a technology focused podcast - A few times per week or more (!)	Social Media Activities - Audio Podcasts
640	S4E_10C1	Audio Podcasts - Subscribe to a technology podcast - Never	Social Media Activities - Audio Podcasts
641	S4E_10C2	Audio Podcasts - Subscribe to a technology podcast - About once per month	Social Media Activities - Audio Podcasts
642	S4E_10C3	Audio Podcasts - Subscribe to a technology podcast - A few times per month (^)	Social Media Activities - Audio Podcasts
643	S4E_10C456	Audio Podcasts - Subscribe to a technology podcast - A few times per week or more (!)	Social Media Activities - Audio Podcasts
644	S4E_11C1	Audio Podcasts - Listen to a news podcast - Never	Social Media Activities - Audio Podcasts
645	S4E_11C2	Audio Podcasts - Listen to a news podcast - About once per month	Social Media Activities - Audio Podcasts
646	S4E_11C3	Audio Podcasts - Listen to a news podcast - A few times per month	Social Media Activities - Audio Podcasts
647	S4E_11C456	Audio Podcasts - Listen to a news podcast - A few times per week or more	Social Media Activities - Audio Podcasts
648	S4E_12C1	Audio Podcasts - Subscribe to a news podcast - Never	Social Media Activities - Audio Podcasts
649	S4E_12C2	Audio Podcasts - Subscribe to a news podcast - About once per month	Social Media Activities - Audio Podcasts
650	S4E_12C3	Audio Podcasts - Subscribe to a news podcast - A few times per month (!)	Social Media Activities - Audio Podcasts
651	S4E_12C456	Audio Podcasts - Subscribe to a news podcast - A few times per week or more (!)	Social Media Activities - Audio Podcasts
652	S4E_13C1	Audio Podcasts - Listen to another genre of podcast - Never	Social Media Activities - Audio Podcasts
653	S4E_13C2	Audio Podcasts - Listen to another genre of podcast - About once per month	Social Media Activities - Audio Podcasts
654	S4E_13C3	Audio Podcasts - Listen to another genre of podcast - A few times per month	Social Media Activities - Audio Podcasts
655	S4E_13C456	Audio Podcasts - Listen to another genre of podcast - A few times per week or more	Social Media Activities - Audio Podcasts
656	S4E_14C1	Audio Podcasts - Subscribe to another genre of podcast - Never	Social Media Activities - Audio Podcasts
657	S4E_14C2	Audio Podcasts - Subscribe to another genre of podcast - About once per month	Social Media Activities - Audio Podcasts
658	S4E_14C3	Audio Podcasts - Subscribe to another genre of podcast - A few times per month (!)	Social Media Activities - Audio Podcasts
659	S4E_14C456	Audio Podcasts - Subscribe to another genre of podcast - A few times per week or more	Social Media Activities - Audio Podcasts
660	S2_1C1	Freq. Participate - Update your status on a social network(s) - Never	Social Media Behaviours
661	S2_1C2	Freq. Participate - Update your status on a social network(s) - A few times per year	Social Media Behaviours
662	S2_1C3	Freq. Participate - Update your status on a social network(s) - About once per month	Social Media Behaviours
663	S2_1C4	Freq. Participate - Update your status on a social network(s) - A few times per month	Social Media Behaviours
664	S2_1C5	Freq. Participate - Update your status on a social network(s) - A few times per week	Social Media Behaviours
665	S2_1C6	Freq. Participate - Update your status on a social network(s) - About every day	Social Media Behaviours
666	S2_2C1	Freq. Participate - Post photos online - Never	Social Media Behaviours

ORDER	VARIABLE	DESCRIPTION	CATEGORY
667	S2_2C2	Freq. Participate - Post photos online - A few times per year	Social Media Behaviours
668	S2_2C3	Freq. Participate - Post photos online - About once per month	Social Media Behaviours
669	S2_2C4	Freq. Participate - Post photos online - A few times per month	Social Media Behaviours
670	S2_2C5	Freq. Participate - Post photos online - A few times per week	Social Media Behaviours
671	S2_2C6	Freq. Participate - Post photos online - About every day	Social Media Behaviours
672	S2_3C1	Freq. Participate - Post videos online - Never	Social Media Behaviours
673	S2_3C2	Freq. Participate - Post videos online - A few times per year	Social Media Behaviours
674	S2_3C3	Freq. Participate - Post videos online - About once per month	Social Media Behaviours
675	S2_3C4	Freq. Participate - Post videos online - A few times per month	Social Media Behaviours
676	S2_3C5	Freq. Participate - Post videos online - A few times per week	Social Media Behaviours
677	S2_3C6	Freq. Participate - Post videos online - About every day (!)	Social Media Behaviours
678	S2_4C1	Freq. Participate - Share your GPS location - Never	Social Media Behaviours
679	S2_4C2	Freq. Participate - Share your GPS location - A few times per year	Social Media Behaviours
680	S2_4C3	Freq. Participate - Share your GPS location - About once per month	Social Media Behaviours
681	S2_4C4	Freq. Participate - Share your GPS location - A few times per month	Social Media Behaviours
682	S2_4C5	Freq. Participate - Share your GPS location - A few times per week	Social Media Behaviours
683	S2_4C6	Freq. Participate - Share your GPS location - About every day	Social Media Behaviours
684	S2_5C1	Freq. Participate - Publish blog, Tumblr, online journal - Never	Social Media Behaviours
685	S2_5C2	Freq. Participate - Publish blog, Tumblr, online journal - A few times per year	Social Media Behaviours
686	S2_5C3	Freq. Participate - Publish blog, Tumblr, online journal - About once per month	Social Media Behaviours
687	S2_5C4	Freq. Participate - Publish blog, Tumblr, online journal - A few times per month	Social Media Behaviours
688	S2_5C5	Freq. Participate - Publish blog, Tumblr, online journal - A few times per week	Social Media Behaviours
689	S2_5C6	Freq. Participate - Publish blog, Tumblr, online journal - About every day (!)	Social Media Behaviours
690	S2_6C1	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - Never	Social Media Behaviours
691	S2_6C2	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per year	Social Media Behaviours
692	S2_6C3	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - About once per month	Social Media Behaviours
693	S2_6C4	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per month	Social Media Behaviours
694	S2_6C5	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per week	Social Media Behaviours
695	S2_6C6	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - About every day	Social Media Behaviours
696	S2_7C1	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - Never	Social Media Behaviours
697	S2_7C2	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per year	Social Media Behaviours
698	S2_7C3	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - About once per month	Social Media Behaviours
699	S2_7C4	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per month	Social Media Behaviours
700	S2_7C5	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per week	Social Media Behaviours
701	S2_7C6	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - About every day	Social Media Behaviours
702	S2_8C1	Freq. Participate - Online forums - Never	Social Media Behaviours
703	S2_8C2	Freq. Participate - Online forums - A few times per year	Social Media Behaviours
704	S2_8C3	Freq. Participate - Online forums - About once per month	Social Media Behaviours
705	S2_8C4	Freq. Participate - Online forums - A few times per month	Social Media Behaviours
706	S2_8C5	Freq. Participate - Online forums - A few times per week	Social Media Behaviours
707	S2_8C6	Freq. Participate - Online forums - About every day	Social Media Behaviours
708	S2_9C1	Freq. Participate - Online chats (e.g. Instant Messaging) - Never	Social Media Behaviours
709	S2_9C2	Freq. Participate - Online chats (e.g. Instant Messaging) - A few times per year	Social Media Behaviours
710	S2_9C3	Freq. Participate - Online chats (e.g. Instant Messaging) - About once per month	Social Media Behaviours
711	S2_9C4	Freq. Participate - Online chats (e.g. Instant Messaging) - A few times per month	Social Media Behaviours
712	S2_9C5	Freq. Participate - Online chats (e.g. Instant Messaging) - A few times per week	Social Media Behaviours
713	S2_9C6	Freq. Participate - Online chats (e.g. Instant Messaging) - About every day	Social Media Behaviours
714	S2_10C1	Freq. Participate - Comment on articles or blogs - Never	Social Media Behaviours
715	S2_10C2	Freq. Participate - Comment on articles or blogs - A few times per year	Social Media Behaviours
716	S2_10C3	Freq. Participate - Comment on articles or blogs - About once per month	Social Media Behaviours
717	S2_10C4	Freq. Participate - Comment on articles or blogs - A few times per month	Social Media Behaviours
718	S2_10C5	Freq. Participate - Comment on articles or blogs - A few times per week	Social Media Behaviours
719	S2_10C6	Freq. Participate - Comment on articles or blogs - About every day	Social Media Behaviours
720	S2_11C1	Freq. Participate - Listen to radio or stream music online - Never	Social Media Behaviours
721	S2_11C2	Freq. Participate - Listen to radio or stream music online - A few times per year	Social Media Behaviours
722	S2_11C3	Freq. Participate - Listen to radio or stream music online - About once per month	Social Media Behaviours
723	S2_11C4	Freq. Participate - Listen to radio or stream music online - A few times per month	Social Media Behaviours
724	S2_11C5	Freq. Participate - Listen to radio or stream music online - A few times per week	Social Media Behaviours
725	S2_11C6	Freq. Participate - Listen to radio or stream music online - About every day	Social Media Behaviours
726	S2_12C1	Freq. Participate - Rate or review products online - Never	Social Media Behaviours
727	S2_12C2	Freq. Participate - Rate or review products online - A few times per year	Social Media Behaviours
728	S2_12C3	Freq. Participate - Rate or review products online - About once per month	Social Media Behaviours
729	S2_12C4	Freq. Participate - Rate or review products online - A few times per month	Social Media Behaviours

ORDER	VARIABLE	DESCRIPTION	CATEGORY
730	S2_12C5	Freq. Participate - Rate or review products online - A few times per week	Social Media Behaviours
731	S2_12C6	Freq. Participate - Rate or review products online - About every day	Social Media Behaviours
732	S2_13C1	Freq. Participate - Read blogs - Never	Social Media Behaviours
733	S2_13C2	Freq. Participate - Read blogs - A few times per year	Social Media Behaviours
734	S2_13C3	Freq. Participate - Read blogs - About once per month	Social Media Behaviours
735	S2_13C4	Freq. Participate - Read blogs - A few times per month	Social Media Behaviours
736	S2_13C5	Freq. Participate - Read blogs - A few times per week	Social Media Behaviours
737	S2_13C6	Freq. Participate - Read blogs - About every day	Social Media Behaviours
738	S2_14C1	Freq. Participate - Read article comments - Never	Social Media Behaviours
739	S2_14C2	Freq. Participate - Read article comments - A few times per year	Social Media Behaviours
740	S2_14C3	Freq. Participate - Read article comments - About once per month	Social Media Behaviours
741	S2_14C4	Freq. Participate - Read article comments - A few times per month	Social Media Behaviours
742	S2_14C5	Freq. Participate - Read article comments - A few times per week	Social Media Behaviours
743	S2_14C6	Freq. Participate - Read article comments - About every day	Social Media Behaviours
744	S2_15C1	Freq. Participate - Read status updates/tweets - Never	Social Media Behaviours
745	S2_15C2	Freq. Participate - Read status updates/tweets - A few times per year	Social Media Behaviours
746	S2_15C3	Freq. Participate - Read status updates/tweets - About once per month	Social Media Behaviours
747	S2_15C4	Freq. Participate - Read status updates/tweets - A few times per month	Social Media Behaviours
748	S2_15C5	Freq. Participate - Read status updates/tweets - A few times per week	Social Media Behaviours
749	S2_15C6	Freq. Participate - Read status updates/tweets - About every day	Social Media Behaviours
750	S2_16C1	Freq. Participate - View friends' photos online - Never	Social Media Behaviours
751	S2_16C2	Freq. Participate - View friends' photos online - A few times per year	Social Media Behaviours
752	S2_16C3	Freq. Participate - View friends' photos online - About once per month	Social Media Behaviours
753	S2_16C4	Freq. Participate - View friends' photos online - A few times per month	Social Media Behaviours
754	S2_16C5	Freq. Participate - View friends' photos online - A few times per week	Social Media Behaviours
755	S2_16C6	Freq. Participate - View friends' photos online - About every day	Social Media Behaviours
756	S2_17C1	Freq. Participate - Watch video online - Never	Social Media Behaviours
757	S2_17C2	Freq. Participate - Watch video online - A few times per year	Social Media Behaviours
758	S2_17C3	Freq. Participate - Watch video online - About once per month	Social Media Behaviours
759	S2_17C4	Freq. Participate - Watch video online - A few times per month	Social Media Behaviours
760	S2_17C5	Freq. Participate - Watch video online - A few times per week	Social Media Behaviours
761	S2_17C6	Freq. Participate - Watch video online - About every day	Social Media Behaviours
762	S2_18C1	Freq. Participate - Click links in news feeds - Never	Social Media Behaviours
763	S2_18C2	Freq. Participate - Click links in news feeds - A few times per year	Social Media Behaviours
764	S2_18C3	Freq. Participate - Click links in news feeds - About once per month	Social Media Behaviours
765	S2_18C4	Freq. Participate - Click links in news feeds - A few times per month	Social Media Behaviours
766	S2_18C5	Freq. Participate - Click links in news feeds - A few times per week	Social Media Behaviours
767	S2_18C6	Freq. Participate - Click links in news feeds - About every day	Social Media Behaviours
768	S2_19C1	Freq. Participate - Check in with locations - Never	Social Media Behaviours
769	S2_19C2	Freq. Participate - Check in with locations - A few times per year	Social Media Behaviours
770	S2_19C3	Freq. Participate - Check in with locations - About once per month	Social Media Behaviours
771	S2_19C4	Freq. Participate - Check in with locations - A few times per month	Social Media Behaviours
772	S2_19C5	Freq. Participate - Check in with locations - A few times per week	Social Media Behaviours
773	S2_19C6	Freq. Participate - Check in with locations - About every day	Social Media Behaviours
774	S2_20C1	Freq. Participate - Use SM to stay connected with family - Never	Social Media Behaviours
775	S2_20C2	Freq. Participate - Use SM to stay connected with family - A few times per year	Social Media Behaviours
776	S2_20C3	Freq. Participate - Use SM to stay connected with family - About once per month	Social Media Behaviours
777	S2_20C4	Freq. Participate - Use SM to stay connected with family - A few times per month	Social Media Behaviours
778	S2_20C5	Freq. Participate - Use SM to stay connected with family - A few times per week	Social Media Behaviours
779	S2_20C6	Freq. Participate - Use SM to stay connected with family - About every day	Social Media Behaviours
780	S2_21C1	Freq. Participate - Use SM to stay connected with personal contacts - Never	Social Media Behaviours
781	S2_21C2	Freq. Participate - Use SM to stay connected with personal contacts - A few times per year	Social Media Behaviours
782	S2_21C3	Freq. Participate - Use SM to stay connected with personal contacts - About once per month	Social Media Behaviours
783	S2_21C4	Freq. Participate - Use SM to stay connected with personal contacts - A few times per month	Social Media Behaviours
784	S2_21C5	Freq. Participate - Use SM to stay connected with personal contacts - A few times per week	Social Media Behaviours
785	S2_21C6	Freq. Participate - Use SM to stay connected with personal contacts - About every day	Social Media Behaviours
786	S2_22C1	Freq. Participate - Use SM to stay connected with work/professional contacts - Never	Social Media Behaviours
787	S2_22C2	Freq. Participate - Use SM to stay connected with work/professional contacts - A few times per year	Social Media Behaviours
788	S2_22C3	Freq. Participate - Use SM to stay connected with work/professional contacts - About once per month	Social Media Behaviours
789	S2_22C4	Freq. Participate - Use SM to stay connected with work/professional contacts - A few times per month	Social Media Behaviours
790	S2_22C5	Freq. Participate - Use SM to stay connected with work/professional contacts - A few times per week	Social Media Behaviours
791	S2_22C6	Freq. Participate - Use SM to stay connected with work/professional contacts - About every day	Social Media Behaviours
792	S2_23C1	Freq. Participate - Use SM to keep up to date on news/events in my industry - Never	Social Media Behaviours
793	S2_23C2	Freq. Participate - Use SM to keep up to date on news/events in my industry - A few times per year	Social Media Behaviours
794	S2_23C3	Freq. Participate - Use SM to keep up to date on news/events in my industry - About once per month	Social Media Behaviours
795	S2_23C4	Freq. Participate - Use SM to keep up to date on news/events in my industry - A few times per month	Social Media Behaviours
796	S2_23C5	Freq. Participate - Use SM to keep up to date on news/events in my industry - A few times per week	Social Media Behaviours
797	S2_23C6	Freq. Participate - Use SM to keep up to date on news/events in my industry - About every day	Social Media Behaviours

ORDER	VARIABLE	DESCRIPTION	CATEGORY
798	S2_24C1	Freq. Participate - Use SM to keep up to date on general news/events - Never	Social Media Behaviours
799	S2_24C2	Freq. Participate - Use SM to keep up to date on general news/events - A few times per year	Social Media Behaviours
800	S2_24C3	Freq. Participate - Use SM to keep up to date on general news/events - About once per month	Social Media Behaviours
801	S2_24C4	Freq. Participate - Use SM to keep up to date on general news/events - A few times per month	Social Media Behaviours
802	S2_24C5	Freq. Participate - Use SM to keep up to date on general news/events - A few times per week	Social Media Behaviours
803	S2_24C6	Freq. Participate - Use SM to keep up to date on general news/events - About every day	Social Media Behaviours