

ORDER	VARIABLE	DESCRIPTION	CATEGORY
0	CODE	Code	Basics
0	GEO	Geographic Summarization Indicator	Basics
1	BASHHD	Households	Basics
2	DS39A1	Had you ever done any grocery shopping online before the impact of COVID-19? - Yes	COVID-19 Impact
3	DS39A2	Had you ever done any grocery shopping online before the impact of COVID-19? - No (!)	COVID-19 Impact
4	HM98301	Visited restaurant since (COVID-19) reopening - Yes	COVID-19 Impact
5	HM98302	Visited restaurant since (COVID-19) reopening - No	COVID-19 Impact
6	HM99311	COVID-19 - Purchase ready-to-eat - Prepared HOT food - Not buying/Not applicable	COVID-19 Impact
7	HM99312	COVID-19 - Purchase ready-to-eat - Prepared HOT food - Less than pre-COVID	COVID-19 Impact
8	HM99313	COVID-19 - Purchase ready-to-eat - Prepared HOT food - Same as pre-COVID	COVID-19 Impact
9	HM99194	COVID-19 - Purchase ready-to-eat - Prepared HOT food - More than pre-COVID (*)	COVID-19 Impact
10	HM993121	COVID-19 - Purchase ready-to-eat - Prepared FRESH food - Not buying/Not applicable	COVID-19 Impact
11	HM993122	COVID-19 - Purchase ready-to-eat - Prepared FRESH food - Less than pre-COVID	COVID-19 Impact
12	HM993123	COVID-19 - Purchase ready-to-eat - Prepared FRESH food - Same as pre-COVID	COVID-19 Impact
13	HM993124	COVID-19 - Purchase ready-to-eat - Prepared FRESH food - More than pre-COVID (*)	COVID-19 Impact
14	HM993131	COVID-19 - Order from Restaurant - Pick up or delivery - Not buying/Not applicable	COVID-19 Impact
15	HM993132	COVID-19 - Order from Restaurant - Pick up or delivery - Less than pre-COVID	COVID-19 Impact
16	HM993133	COVID-19 - Order from Restaurant - Pick up or delivery - Same as pre-COVID	COVID-19 Impact
17	HM993134	COVID-19 - Order from Restaurant - Pick up or delivery - More than pre-COVID	COVID-19 Impact
18	HM993141	COVID-19 - Purchase Meal Kits - Not buying/Not applicable	COVID-19 Impact
19	HM993142	COVID-19 - Purchase Meal Kits - Less than pre-COVID (!)	COVID-19 Impact
20	HM993143	COVID-19 - Purchase Meal Kits - Same as pre-COVID (!)	COVID-19 Impact
21	HM993144	COVID-19 - Purchase Meal Kits - More than pre-COVID (*)	COVID-19 Impact
22	HM873331	COVID-19 - Purchase ready-to-eat - Avoid Reason - Expensive	COVID-19 Impact
23	HM873351	COVID-19 - Purchase ready-to-eat - Avoid Reason - Worried about potential health risks (!)	COVID-19 Impact
24	HM873381	COVID-19 - Purchase ready-to-eat - Avoid Reason - I am cooking more at home than before	COVID-19 Impact
25	HM101A111	Post-COVID Intent - Purchase ready-to-eat - Prepared HOT food - Not buying/Not applicable	COVID-19 Impact
26	HM101A122	Post-COVID Intent - Purchase ready-to-eat - Prepared HOT food - Less than pre-COVID	COVID-19 Impact
27	HM101A133	Post-COVID Intent - Purchase ready-to-eat - Prepared HOT food - Same as pre-COVID	COVID-19 Impact
28	HM101A144	Post-COVID Intent - Purchase ready-to-eat - Prepared HOT food - More than pre-COVID (*)	COVID-19 Impact
29	HM101A211	Post-COVID Intent - Purchase ready-to-eat - Prepared FRESH food - Not buying/Not applicable	COVID-19 Impact
30	HM101A222	Post-COVID Intent - Purchase ready-to-eat - Prepared FRESH food - Less than pre-COVID	COVID-19 Impact
31	HM101A233	Post-COVID Intent - Purchase ready-to-eat - Prepared FRESH food - Same as pre-COVID	COVID-19 Impact
32	HM101A244	Post-COVID Intent - Purchase ready-to-eat - Prepared FRESH food - More than pre-COVID (*)	COVID-19 Impact
33	HM101A311	Post-COVID Intent - Order from Restaurant - Pick up or delivery - Not buying/Not applicable	COVID-19 Impact
34	HM101A322	Post-COVID Intent - Order from Restaurant - Pick up or delivery - Less than pre-COVID	COVID-19 Impact
35	HM101A333	Post-COVID Intent - Order from Restaurant - Pick up or delivery - Same as pre-COVID	COVID-19 Impact
36	HM101A344	Post-COVID Intent - Order from Restaurant - Pick up or delivery - More than pre-COVID (!)	COVID-19 Impact
37	HM101A411	Post-COVID Intent - Purchase Meal Kits - Not buying/Not applicable	COVID-19 Impact
38	HM101A422	Post-COVID Intent - Purchase Meal Kits - Less than pre-COVID (!)	COVID-19 Impact
39	HM101A433	Post-COVID Intent - Purchase Meal Kits - Same as pre-COVID	COVID-19 Impact
40	HM101A444	Post-COVID Intent - Purchase Meal Kits - More than pre-COVID (*)	COVID-19 Impact
41	H3A3441	Health matters - Risk of COVID-19 exposure - Not concerned at all (*)	COVID-19 Impact
42	H3A3442	Health matters - Risk of COVID-19 exposure - Not very concerned	COVID-19 Impact
43	H3A3443	Health matters - Risk of COVID-19 exposure - Somewhat concerned	COVID-19 Impact
44	H3A3444	Health matters - Risk of COVID-19 exposure - Very concerned	COVID-19 Impact
45	H87111	Minimize COVID-19 exposure - I am staying home more	COVID-19 Impact
46	H87121	Minimize COVID-19 exposure - I am avoiding crowded stores/ public spaces	COVID-19 Impact
47	H87131	Minimize COVID-19 exposure - I am spending more time outside (!)	COVID-19 Impact
48	H87141	Minimize COVID-19 exposure - I am seeing friends/ family less	COVID-19 Impact
49	H87151	Minimize COVID-19 exposure - I have started taking vitamins and supplements	COVID-19 Impact
50	H87161	Minimize COVID-19 exposure - I am wearing a mask/ PPE when out of the home	COVID-19 Impact
51	H87171	Minimize COVID-19 exposure - I am wearing gloves outside the home (!)	COVID-19 Impact
52	H87191	Minimize COVID-19 exposure - I am engaging in more physical activity	COVID-19 Impact
53	H8711101	Minimize COVID-19 exposure - I am ordering groceries online (!)	COVID-19 Impact
54	H8711111	Minimize COVID-19 exposure - I have started buying in bulk/ more pantry loading	COVID-19 Impact
55	H91A1112	COVID-19 Impact physical lifestyle frequency - Going outside to do physical activity - More	COVID-19 Impact
56	H91A1113	COVID-19 Impact physical lifestyle frequency - Going outside to do physical activity - Same	COVID-19 Impact
57	H91A1145	COVID-19 Impact physical lifestyle frequency - Going outside to do physical activity - Less	COVID-19 Impact
58	H91A1167	COVID-19 Impact physical lifestyle frequency - Going outside to do physical activity - Have not done before, or no longer doing (!)	COVID-19 Impact
59	H91A1212	COVID-19 Impact physical lifestyle frequency - Self-guided at home workouts - More	COVID-19 Impact
60	H91A1213	COVID-19 Impact physical lifestyle frequency - Self-guided at home workouts - Same	COVID-19 Impact
61	H91A1245	COVID-19 Impact physical lifestyle frequency - Self-guided at home workouts - Less (*)	COVID-19 Impact
62	H91A1267	COVID-19 Impact physical lifestyle frequency - Self-guided at home workouts - Have not done before, or no longer doing	COVID-19 Impact
63	H91A1312	COVID-19 Impact physical lifestyle frequency - Online home workouts - More	COVID-19 Impact
64	H91A1313	COVID-19 Impact physical lifestyle frequency - Online home workouts - Same (!)	COVID-19 Impact
65	H91A1345	COVID-19 Impact physical lifestyle frequency - Online home workouts - Less (*)	COVID-19 Impact
66	H91A1367	COVID-19 Impact physical lifestyle frequency - Online home workouts - Have not done before, or no longer doing	COVID-19 Impact
67	H91A1412	COVID-19 Impact physical lifestyle frequency - Purchasing fitness equipment/ machines - More (*)	COVID-19 Impact
68	H91A1413	COVID-19 Impact physical lifestyle frequency - Purchasing fitness equipment/ machines - Same (!)	COVID-19 Impact
69	H91A1445	COVID-19 Impact physical lifestyle frequency - Purchasing fitness equipment/ machines - Less (*)	COVID-19 Impact
70	H91A1467	COVID-19 Impact physical lifestyle frequency - Purchasing fitness equipment/ machines - Have not done before, or no longer doing	COVID-19 Impact
71	H91A1512	COVID-19 Impact physical lifestyle frequency - Going to the gym - More (*)	COVID-19 Impact
72	H91A1513	COVID-19 Impact physical lifestyle frequency - Going to the gym - Same (*)	COVID-19 Impact
73	H91A1545	COVID-19 Impact physical lifestyle frequency - Going to the gym - Less (*)	COVID-19 Impact
74	H91A1567	COVID-19 Impact physical lifestyle frequency - Going to the gym - Have not done before, or no longer doing	COVID-19 Impact
75	H91A1612	COVID-19 Impact physical lifestyle frequency - Participating on a sports team - More (*)	COVID-19 Impact
76	H91A1613	COVID-19 Impact physical lifestyle frequency - Participating on a sports team - Same (*)	COVID-19 Impact
77	H91A1645	COVID-19 Impact physical lifestyle frequency - Participating on a sports team - Less (*)	COVID-19 Impact
78	H91A1667	COVID-19 Impact physical lifestyle frequency - Participating on a sports team - Have not done before, or no longer doing	COVID-19 Impact

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79	H91A1712	COVID-19 Impact physical lifestyle frequency - Paying attention to how much exercise i am getting - More	COVID-19 Impact
80	H91A1713	COVID-19 Impact physical lifestyle frequency - Paying attention to how much exercise i am getting - Same	COVID-19 Impact
81	H91A1745	COVID-19 Impact physical lifestyle frequency - Paying attention to how much exercise i am getting - Less (!)	COVID-19 Impact
82	H91A1767	COVID-19 Impact physical lifestyle frequency - Paying attention to how much exercise i am getting - Have not done before, or no longer doing (!)	COVID-19 Impact
83	H91A1812	COVID-19 Impact physical lifestyle frequency - Trying new types of activity - More	COVID-19 Impact
84	H91A1813	COVID-19 Impact physical lifestyle frequency - Trying new types of activity - Same	COVID-19 Impact
85	H91A1845	COVID-19 Impact physical lifestyle frequency - Trying new types of activity - Less (!)	COVID-19 Impact
86	H91A1867	COVID-19 Impact physical lifestyle frequency - Trying new types of activity - Have not done before, or no longer	COVID-19 Impact
87	H94111	COVID-19 Impact Organic foods - Purchasing more (!)	COVID-19 Impact
88	H94211	COVID-19 Impact Organic foods - Purchasing fewer (!)	COVID-19 Impact
89	H94311	COVID-19 Impact Organic foods - Spending more (*)	COVID-19 Impact
90	H9474511	COVID-19 Impact Organic foods - Unable to afford anymore	COVID-19 Impact
91	H94511	COVID-19 Impact Organic foods - Believe best to eat during this time (*)	COVID-19 Impact
92	H94611	COVID-19 Impact Organic foods - Don't believe it is best to eat during this time (*)	COVID-19 Impact
93	H94711	COVID-19 Impact Organic foods - Feel safer consuming	COVID-19 Impact
94	H94811	COVID-19 Impact Organic foods - Feel unsafe consuming (*)	COVID-19 Impact
95	H94911	COVID-19 Impact Organic foods - None of the above	COVID-19 Impact
96	H99A112	Pre-COVID-19 eating profile [Avg Wk] - Skip a meal - Daily	COVID-19 Impact
97	H99A133	Pre-COVID-19 eating profile [Avg Wk] - Skip a meal - Multiple times a week	COVID-19 Impact
98	H99A144	Pre-COVID-19 eating profile [Avg Wk] - Skip a meal - Once or twice a week	COVID-19 Impact
99	H99A155	Pre-COVID-19 eating profile [Avg Wk] - Skip a meal - Never	COVID-19 Impact
100	H99A211	Pre-COVID-19 eating profile [Avg Wk] - Prepare a main dish from raw ingredients - Multiple times a day (!)	COVID-19 Impact
101	H99A222	Pre-COVID-19 eating profile [Avg Wk] - Prepare a main dish from raw ingredients - Daily	COVID-19 Impact
102	H99A233	Pre-COVID-19 eating profile [Avg Wk] - Prepare a main dish from raw ingredients - Multiple times a week	COVID-19 Impact
103	H99A244	Pre-COVID-19 eating profile [Avg Wk] - Prepare a main dish from raw ingredients - Once or twice a week	COVID-19 Impact
104	H99A255	Pre-COVID-19 eating profile [Avg Wk] - Prepare a main dish from raw ingredients - Never (!)	COVID-19 Impact
105	H99A2123	Pre-COVID-19 eating profile [Avg Wk] - Eat a pre-packaged/already prepared main dish - Multiple times a week	COVID-19 Impact
106	H99A344	Pre-COVID-19 eating profile [Avg Wk] - Eat a pre-packaged/already prepared main dish - Once or twice a week	COVID-19 Impact
107	H99A355	Pre-COVID-19 eating profile [Avg Wk] - Eat a pre-packaged/already prepared main dish - Never	COVID-19 Impact
108	H99A4123	Pre-COVID-19 eating profile [Avg Wk] - Eat from quick-service/fast food restaurant - Multiple times a week (!)	COVID-19 Impact
109	H99A444	Pre-COVID-19 eating profile [Avg Wk] - Eat from quick-service/fast food restaurant - Once or twice a week	COVID-19 Impact
110	H99A455	Pre-COVID-19 eating profile [Avg Wk] - Eat from quick-service/fast food restaurant - Never	COVID-19 Impact
111	H99A611	Pre-COVID-19 eating profile [Avg Wk] - Snack between meals - Multiple times a day (*)	COVID-19 Impact
112	H99A622	Pre-COVID-19 eating profile [Avg Wk] - Snack between meals - Daily	COVID-19 Impact
113	H99A633	Pre-COVID-19 eating profile [Avg Wk] - Snack between meals - Multiple times a week	COVID-19 Impact
114	H99A644	Pre-COVID-19 eating profile [Avg Wk] - Snack between meals - Once or twice a week	COVID-19 Impact
115	H99A655	Pre-COVID-19 eating profile [Avg Wk] - Snack between meals - Never (!)	COVID-19 Impact
116	H99A711	Pre-COVID-19 eating profile [Avg Wk] - Drink 32 ounces of water - Multiple times a day (!)	COVID-19 Impact
117	H99A722	Pre-COVID-19 eating profile [Avg Wk] - Drink 32 ounces of water - Daily	COVID-19 Impact
118	H99A733	Pre-COVID-19 eating profile [Avg Wk] - Drink 32 ounces of water - Multiple times a week	COVID-19 Impact
119	H99A744	Pre-COVID-19 eating profile [Avg Wk] - Drink 32 ounces of water - Once or twice a week	COVID-19 Impact
120	H99A755	Pre-COVID-19 eating profile [Avg Wk] - Drink 32 ounces of water - Never (!)	COVID-19 Impact
121	DS28A191	Order online for delivery to home - Not Willing To Use (*)	Shopping Smart
122	DS28A192	Order online for delivery to home - Somewhat Willing To Use (!)	Shopping Smart
123	DS28A193	Order online for delivery to home - Definitely Willing To Use (!)	Shopping Smart
124	DS28K194	Order online for delivery to home - Already Using (!)	Shopping Smart
125	DS28A291	Order online and pick up inside the store - Not Willing To Use (!)	Shopping Smart
126	DS28A292	Order online and pick up inside the store - Somewhat Willing To Use (!)	Shopping Smart
127	DS28A293	Order online and pick up inside the store - Definitely Willing To Use (*)	Shopping Smart
128	DS28K294	Order online and pick up inside the store - Already Using (!)	Shopping Smart
129	DS28A391	Order online and use drive-thru or curbside pick-up - Not Willing To Use (*)	Shopping Smart
130	DS28A392	Order online and use drive-thru or curbside pick-up - Somewhat Willing To Use (!)	Shopping Smart
131	DS28A393	Order online and use drive-thru or curbside pick-up - Definitely Willing To Use (!)	Shopping Smart
132	DS28K394	Order online and use drive-thru or curbside pick-up - Already Using	Shopping Smart
133	DS28A691	Order online for home same-day delivery by a personal shopper - Not Willing To Use	Shopping Smart
134	DS28A692	Order online for home same-day delivery by a personal shopper - Somewhat Willing To Use (!)	Shopping Smart
135	DS28A693	Order online for home same-day delivery by a personal shopper - Definitely Willing To Use (*)	Shopping Smart
136	DS28K694	Order online for home same-day delivery by a personal shopper - Already Using (*)	Shopping Smart
137	DS28A891	Use online subscription-based grocery shopping - Not Willing To Use	Shopping Smart
138	DS28A892	Use online subscription-based grocery shopping - Somewhat Willing To Use (!)	Shopping Smart
139	DS28A893	Use online subscription-based grocery shopping - Definitely Willing To Use (*)	Shopping Smart
140	DS28K894	Use online subscription-based grocery shopping - Already Using (*)	Shopping Smart
141	DS28A991	Use a hand-held store scanner to purchase products as you shop to avoid checkout lines - Not Willing To Use (!)	Shopping Smart
142	DS28A992	Use a hand-held store scanner to purchase products as you shop to avoid checkout lines - Somewhat Willing To Use	Shopping Smart
143	DS28A993	Use a hand-held store scanner to purchase products as you shop to avoid checkout lines - Definitely Willing To Use	Shopping Smart
144	DS28K994	Use a hand-held store scanner to purchase products as you shop to avoid checkout lines - Already Using (*)	Shopping Smart
145	DS28A1091	Use self-service checkouts to reduce checkout time - Not Willing To Use (!)	Shopping Smart
146	DS28A1092	Use self-service checkouts to reduce checkout time - Somewhat Willing To Use (*)	Shopping Smart
147	DS28A1093	Use self-service checkouts to reduce checkout time - Definitely Willing To Use (*)	Shopping Smart
148	DS28K1094	Use self-service checkouts to reduce checkout time - Already Using	Shopping Smart
149	DS28A1191	Use in-store computers to view extended ranges of products available from that retailer online - Not Willing To Use	Shopping Smart
150	DS28A1192	Use in-store computers to view extended ranges of products available from that retailer online - Somewhat Willing To Use	Shopping Smart
151	DS28A1193	Use in-store computers to view extended ranges of products available from that retailer online - Definitely Willing To Use (!)	Shopping Smart
152	DS28K1194	Use in-store computers to view extended ranges of products available from that retailer online - Already Using (*)	Shopping Smart
153	DS28A1291	Login to store WIFI with my mobile to receive more information or offers while in-store - Not Willing To Use (!)	Shopping Smart
154	DS28A1292	Login to store WIFI with my mobile to receive more information or offers while in-store - Somewhat Willing To Use (!)	Shopping Smart
155	DS28A1293	Login to store WIFI with my mobile to receive more information or offers while in-store - Definitely Willing To Use (!)	Shopping Smart
156	DS28K1294	Login to store WIFI with my mobile to receive more information or offers while in-store - Already Using (*)	Shopping Smart
157	DS28A1391	Download mobile retailer or loyalty app to receive offers while in-store - Not Willing To Use (*)	Shopping Smart
158	DS28A1392	Download mobile retailer or loyalty app to receive offers while in-store - Somewhat Willing To Use (!)	Shopping Smart
159	DS28A1393	Download mobile retailer or loyalty app to receive offers while in-store - Definitely Willing To Use (!)	Shopping Smart

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160	DS28K1394	Download mobile retailer or loyalty app to receive offers while in-store - Already Using	Shopping Smart
161	DS28A1491	Use online or mobile shopping lists - Not Willing To Use (*)	Shopping Smart
162	DS28A1492	Use online or mobile shopping lists - Somewhat Willing To Use (!)	Shopping Smart
163	DS28A1493	Use online or mobile shopping lists - Definitely Willing To Use (!)	Shopping Smart
164	DS28K1494	Use online or mobile shopping lists - Already Using (!)	Shopping Smart
165	DS28A1591	Use online or mobile coupons - Not Willing To Use (*)	Shopping Smart
166	DS28A1592	Use online or mobile coupons - Somewhat Willing To Use (!)	Shopping Smart
167	DS28A1593	Use online or mobile coupons - Definitely Willing To Use (!)	Shopping Smart
168	DS28K1594	Use online or mobile coupons - Already Using (!)	Shopping Smart
169	DS28A1691	Scan QR codes with phone to access more detailed product information while in-store - Not Willing To Use (!)	Shopping Smart
170	DS28A1692	Scan QR codes with phone to access more detailed product information while in-store - Somewhat Willing To Use (!)	Shopping Smart
171	DS28A1693	Scan QR codes with phone to access more detailed product information while in-store - Definitely Willing To Use (!)	Shopping Smart
172	DS28K1694	Scan QR codes with phone to access more detailed product information while in-store - Already Using (*)	Shopping Smart
173	DS28A1791	Use a personal in-store shopper - Not Willing To Use	Shopping Smart
174	DS28A1792	Use a personal in-store shopper - Somewhat Willing To Use (!)	Shopping Smart
175	DS28A1793	Use a personal in-store shopper - Definitely Willing To Use (*)	Shopping Smart
176	DS28K1794	Use a personal in-store shopper - Already Using (*)	Shopping Smart
177	DS28A491	Order online and pick up at other locations - Not Willing To Use	Shopping Smart
178	DS28A492	Order online and pick up at other locations - Somewhat Willing To Use (!)	Shopping Smart
179	DS28A493	Order online and pick up at other locations - Definitely Willing To Use (*)	Shopping Smart
180	DS28K494	Order online and pick up at other locations - Already Using (*)	Shopping Smart
181	DS211	Grocery - Have researched but never purchased Online	Online Shopping - Research/Purchases
182	DS212	Grocery - Have purchased online	Online Shopping - Research/Purchases
183	DS213	Grocery - Have not purchased/researched online	Online Shopping - Research/Purchases
184	DS20A121	Grocery - Canned/package foods - Have Purchased Online	Online Shopping - Research/Purchases
185	DS20A122	Grocery - Canned/package foods - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
186	DS20A123	Grocery - Canned/package foods - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
187	DS20A124	Grocery - Canned/package foods - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
188	DS20A221	Grocery - Beauty/grooming products - Have Purchased Online	Online Shopping - Research/Purchases
189	DS20A222	Grocery - Beauty/grooming products - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
190	DS20A223	Grocery - Beauty/grooming products - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
191	DS20A224	Grocery - Beauty/grooming products - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
192	DS20A321	Grocery - Baby products - Have Purchased Online (!)	Online Shopping - Research/Purchases
193	DS20A322	Grocery - Baby products - Have Browsed/Researched Online But Not Purchased Online (!)	Online Shopping - Research/Purchases
194	DS20A323	Grocery - Baby products - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future (!)	Online Shopping - Research/Purchases
195	DS20A324	Grocery - Baby products - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
196	DS20A421	Grocery - Pet care - Have Purchased Online	Online Shopping - Research/Purchases
197	DS20A422	Grocery - Pet care - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
198	DS20A423	Grocery - Pet care - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
199	DS20A424	Grocery - Pet care - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
200	DS20A521	Grocery - Household items - Have Purchased Online	Online Shopping - Research/Purchases
201	DS20A522	Grocery - Household items - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
202	DS20A523	Grocery - Household items - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
203	DS20A524	Grocery - Household items - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
204	DS20A621	Grocery - Paper products - Have Purchased Online	Online Shopping - Research/Purchases
205	DS20A622	Grocery - Paper products - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
206	DS20A623	Grocery - Paper products - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
207	DS20A624	Grocery - Paper products - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
208	DS20A721	Grocery - Healthcare items - Have Purchased Online	Online Shopping - Research/Purchases
209	DS20A722	Grocery - Healthcare items - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
210	DS20A723	Grocery - Healthcare items - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
211	DS20A724	Grocery - Healthcare items - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
212	DS20A821	Grocery - Fresh foods - Have Purchased Online	Online Shopping - Research/Purchases
213	DS20A822	Grocery - Fresh foods - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
214	DS20A823	Grocery - Fresh foods - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
215	DS20A824	Grocery - Fresh foods - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
216	DS20A921	Grocery - Meal kits - Have Purchased Online (!)	Online Shopping - Research/Purchases
217	DS20A922	Grocery - Meal kits - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
218	DS20A923	Grocery - Meal kits - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
219	DS20A924	Grocery - Meal kits - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
220	DS20A1121	Grocery - Beverages - Have Purchased Online	Online Shopping - Research/Purchases
221	DS20A1122	Grocery - Beverages - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
222	DS20A1123	Grocery - Beverages - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
223	DS20A1124	Grocery - Beverages - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
224	DS20A1021	Grocery - Frozen Foods - Have Purchased Online	Online Shopping - Research/Purchases
225	DS20A1022	Grocery - Frozen Foods - Have Browsed/Researched Online But Not Purchased Online	Online Shopping - Research/Purchases
226	DS20A1023	Grocery - Frozen Foods - Have Not Browsed/Researched Or Purchased Online But Might Consider In The Future	Online Shopping - Research/Purchases
227	DS20A1024	Grocery - Frozen Foods - Do Not Ever Plan To Browse/Research Or Purchase This Product Online	Online Shopping - Research/Purchases
228	DS731N51	How many times have you browsed/researched grocery items online [Pst 3 Mths] - 1-2 Times	Online Shopping - Research/Purchases
229	DS731N52	How many times have you browsed/researched grocery items online [Pst 3 Mths] - 3-4 Times	Online Shopping - Research/Purchases
230	DS731N53	How many times have you browsed/researched grocery items online [Pst 3 Mths] - 5-6 Times (!)	Online Shopping - Research/Purchases
231	DS731N54	How many times have you browsed/researched grocery items online [Pst 3 Mths] - 7-9 Times (*)	Online Shopping - Research/Purchases
232	DS731N55	How many times have you browsed/researched grocery items online [Pst 3 Mths] - 10 Or More Times	Online Shopping - Research/Purchases
233	DS731N56	How many times have you browsed/researched grocery items online [Pst 3 Mths] - None (*)	Online Shopping - Research/Purchases
234	DS2141N51	How many times have you purchased grocery items online [Pst 3 Mths] - 1-2 Times	Online Shopping - Research/Purchases
235	DS2141N52	How many times have you purchased grocery items online [Pst 3 Mths] - 3-4 Times (!)	Online Shopping - Research/Purchases
236	DS2141N53	How many times have you purchased grocery items online [Pst 3 Mths] - 5-6 Times (*)	Online Shopping - Research/Purchases
237	DS2141N545	How many times have you purchased grocery items online [Pst 3 Mths] - 7 Or More Times (*)	Online Shopping - Research/Purchases
238	DS2141N56	How many times have you purchased grocery items online [Pst 3 Mths] - None (*)	Online Shopping - Research/Purchases
239	DS31A11I	Percentage of grocery/household spending occurred online versus in-store [Pst 3 Mths] - Online - Incidence	Online Shopping - Research/Purchases
240	DS31A11C	Percentage of grocery/household spending occurred online versus in-store [Pst 3 Mths] - Online - Consumption (%)	Online Shopping - Research/Purchases
241	DS31A22I	Percentage of grocery/household spending occurred online versus in-store [Pst 3 Mths] - Instore - Incidence	Online Shopping - Research/Purchases

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242	DS31A22C	Percentage of grocery/household spending occurred online versus in-store [Pst 3 Mths] - Instore - Consumption (%)	Online Shopping - Research/Purchases
243	DS331	Purchasing groceries online impact on trips to physical grocery store - More trips (*)	Online Shopping - Research/Purchases
244	DS332	Purchasing groceries online impact on trips to physical grocery store - Same number of trips	Online Shopping - Research/Purchases
245	DS333	Purchasing groceries online impact on trips to physical grocery store - Less trips	Online Shopping - Research/Purchases
246	DS36A123	Convenience to go shop for groceries online - Convenient	Online Shopping - Research/Purchases
247	DS36A4567	Convenience to go shop for groceries online - Neutral (!)	Online Shopping - Research/Purchases
248	DS36A8910	Convenience to go shop for groceries online - Inconvenient (*)	Online Shopping - Research/Purchases
249	DS37A1	Websites seen or heard of - Amazon.ca	Online Shopping - Grocery Retailers
250	DS37A2	Websites seen or heard of - Costco.ca	Online Shopping - Grocery Retailers
251	DS37A3	Websites seen or heard of - Foodland.ca (!)	Online Shopping - Grocery Retailers
252	DS37A5	Websites seen or heard of - Grocerygateway.ca (By Longo'S)	Online Shopping - Grocery Retailers
253	DS37A7	Websites seen or heard of - Instacart.Com	Online Shopping - Grocery Retailers
254	DS37A8	Websites seen or heard of - Loblaws.ca	Online Shopping - Grocery Retailers
255	DS37A11	Websites seen or heard of - Metro.ca	Online Shopping - Grocery Retailers
256	DS37A12	Websites seen or heard of - Pcexpress.ca (Loblaws, Nofrills, Realcanadiansuperstore, Fortinos, Valuemark, Shoppers Drug Mart, Zehrs, Independent, Wholesale Club)	Online Shopping - Grocery Retailers
257	DS37A15	Websites seen or heard of - Realcanadiansuperstore.ca	Online Shopping - Grocery Retailers
258	DS37A16	Websites seen or heard of - Save-On-Foods.Com	Online Shopping - Grocery Retailers
259	DS37A18	Websites seen or heard of - Sobeys.Com	Online Shopping - Grocery Retailers
260	DS37A19	Websites seen or heard of - Spud.ca (!)	Online Shopping - Grocery Retailers
261	DS37A21	Websites seen or heard of - Walmart.ca	Online Shopping - Grocery Retailers
262	DS37A22	Websites seen or heard of - Other (!)	Online Shopping - Grocery Retailers
263	DS37A23	Websites seen or heard of - None Of The Above	Online Shopping - Grocery Retailers
264	DS38A1	Websites shopped [Pst 3 Mths] - Amazon.ca	Online Shopping - Grocery Retailers
265	DS38A2	Websites shopped [Pst 3 Mths] - Costco.ca (!)	Online Shopping - Grocery Retailers
266	DS38A12	Websites shopped [Pst 3 Mths] - Pcexpress.ca (Loblaws, Nofrills, Realcanadiansuperstore, Fortinos, Valuemark, Shoppers Drug Mart, Zehrs, Independent, Wholesale Club) (!)	Online Shopping - Grocery Retailers
267	DS38A21	Websites shopped [Pst 3 Mths] - Walmart.ca (!)	Online Shopping - Grocery Retailers
268	DS41A1	Website used for buying groceries online [Mst Oft] - Amazon.ca (!)	Online Shopping - Grocery Retailers
269	DS41A12	Website used for buying groceries online [Mst Oft] - Pcexpress.ca (Loblaws, Nofrills, Realcanadiansuperstore, Fortinos, Valuemark, Shoppers Drug Mart, Zehrs, Independent, Wholesale Club) (!)	Online Shopping - Grocery Retailers
270	DS41A21	Website used for buying groceries online [Mst Oft] - Walmart.ca (*)	Online Shopping - Grocery Retailers
271	DS48A1	Methods most preferred to get your online grocery orders - Order Online And Pick Up In Stores (!)	Online Shopping - Research/Purchases
272	DS48A2	Methods most preferred to get your online grocery orders - Order Online And Deliver To The Address I Prefer	Online Shopping - Research/Purchases
273	DS48A3	Methods most preferred to get your online grocery orders - Both Picking Up In Stores And Delivery Are Fine (!)	Online Shopping - Research/Purchases
274	DS49A1	Thinking about this coming year, do you plan to buy grocery products online. - A Lot Less Often	Online Shopping - Research/Purchases
275	DS49A2	Thinking about this coming year, do you plan to buy grocery products online. - A Little Less Often (*)	Online Shopping - Research/Purchases
276	DS49A3	Thinking about this coming year, do you plan to buy grocery products online. - About The Same As I Do Now	Online Shopping - Research/Purchases
277	DS49A4	Thinking about this coming year, do you plan to buy grocery products online. - A Little More Often	Online Shopping - Research/Purchases
278	DS49A5	Thinking about this coming year, do you plan to buy grocery products online. - A Lot More Often (!)	Online Shopping - Research/Purchases
279	DS50A1	Reasons you would NOT shop online more often - I Never Think To Use The Internet For Shopping (!)	Online Shopping - Research/Purchases
280	DS50A5	Reasons you would NOT shop online more often - Shopping For Grocery Items In-Store Offers A More Enjoyable Experience Than Online	Online Shopping - Research/Purchases
281	DS50A7	Reasons you would NOT shop online more often - I Like To Physically Interact With The Product Before Buying	Online Shopping - Research/Purchases
282	DS50A8	Reasons you would NOT shop online more often - I Don'T Trust The Quality Of The Products Available Online (!)	Online Shopping - Research/Purchases
283	DS50A9	Reasons you would NOT shop online more often - I Don'T Want To Pay The Shipping Cost Irrespective Of The Convenience	Online Shopping - Research/Purchases
284	DS50A10	Reasons you would NOT shop online more often - I Avoid Sharing Credit Card Information On The Internet (!)	Online Shopping - Research/Purchases
285	DS50A11	Reasons you would NOT shop online more often - Deliveries Sent To My Home Might Be Lost/Damaged/ Stolen (!)	Online Shopping - Research/Purchases
286	DS50A12	Reasons you would NOT shop online more often - Prices Are Higher Online Than In The Store (!)	Online Shopping - Research/Purchases
287	DS54A1	Received grocery/household products as part of online subscription service [Pst 6 Mths] - Yes (!)	Online Shopping - Research/Purchases
288	DS54A2	Received grocery/household products as part of online subscription service [Pst 6 Mths] - No	Online Shopping - Research/Purchases
289	DS58A1	When purchasing grocery items online, electronic device used - Desktop / laptop computer	Online Shopping - Research/Purchases
290	DS58A245	When purchasing grocery items online, electronic device used - Tablet (e.g. iPad, Kindle Fire) (!)	Online Shopping - Research/Purchases
291	DS58A3	When purchasing grocery items online, electronic device used - Smartphone (e.g. iPhone, Samsung, LG)	Online Shopping - Research/Purchases
292	EI53171	Ordered Meal kit [Pst 12 Mths] - Have ordered a meal kit (!)	Online Shopping - Research/Purchases
293	EI53174	Ordered Meal kit [Pst 12 Mths] - Have not, but will consider in future	Online Shopping - Research/Purchases
294	EI53175	Ordered Meal kit [Pst 12 Mths] - Have not, and will not consider in future	Online Shopping - Research/Purchases
295	EI35A118	Options for groceries, household cleaning and/or health & beauty products - Order online and pick up inside the store - Not using and have no interest in trying	Online Shopping - Pickup & Delivery
296	EI35A1182	Options for groceries, household cleaning and/or health & beauty products - Order online and pick up inside the store - Not using, but would consider using in the future	Online Shopping - Pickup & Delivery
297	EI35A1181	Options for groceries, household cleaning and/or health & beauty products - Order online and pick up inside the store - Already using (!)	Online Shopping - Pickup & Delivery
298	EI35A2183	Options for groceries, household cleaning and/or health & beauty products - Order online and delivered home - Not using and have no interest in trying	Online Shopping - Pickup & Delivery
299	EI35A2182	Options for groceries, household cleaning and/or health & beauty products - Order online and delivered home - Not using, but would consider using in the future	Online Shopping - Pickup & Delivery
300	EI35A2181	Options for groceries, household cleaning and/or health & beauty products - Order online and delivered home - Already using (!)	Online Shopping - Pickup & Delivery
301	EI35A318	Options for groceries, household cleaning and/or health & beauty products - Order online and pick up outside the store - Not using and have no interest in trying	Online Shopping - Pickup & Delivery
302	EI35A3182	Options for groceries, household cleaning and/or health & beauty products - Order online and pick up outside the store - Not using, but would consider using in the future	Online Shopping - Pickup & Delivery
303	EI35A3181	Options for groceries, household cleaning and/or health & beauty products - Order online and pick up outside the store - Already using (!)	Online Shopping - Pickup & Delivery
304	EI35A418	Options for groceries, household cleaning and/or health & beauty products - Order online and use drive-thru pick up - Not using and have no interest in trying	Online Shopping - Pickup & Delivery
305	EI35A4182	Options for groceries, household cleaning and/or health & beauty products - Order online and use drive-thru pick up - Not using, but would consider using in the future	Online Shopping - Pickup & Delivery
306	EI35A4181	Options for groceries, household cleaning and/or health & beauty products - Order online and use drive-thru pick up - Already using (*)	Online Shopping - Pickup & Delivery
307	EI35A518	Options for groceries, household cleaning and/or health & beauty products - Order online using a subscription or automatic refill service - Not using and have no interest in trying	Online Shopping - Pickup & Delivery

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308	EI35A5182	Options for groceries, household cleaning and/or health & beauty products - Order online using a subscription or automatic refill service - Not using, but would consider using in the future	Online Shopping - Pickup & Delivery
309	EI35A5181	Options for groceries, household cleaning and/or health & beauty products - Order online using a subscription or automatic refill service - Already using (!)	Online Shopping - Pickup & Delivery
310	EI35A618	Options for groceries, household cleaning and/or health & beauty products - Order online and use a personal shopper who delivers to my home (e.g. Instacart, Inabuggy, etc.) - Not using and have no interest in trying	Online Shopping - Pickup & Delivery
311	EI35A6182	Options for groceries, household cleaning and/or health & beauty products - Order online and use a personal shopper who delivers to my home (e.g. Instacart, Inabuggy, etc.) - Not using, but would consider using in the future	Online Shopping - Pickup & Delivery
312	EI35A6181	Options for groceries, household cleaning and/or health & beauty products - Order online and use a personal shopper who delivers to my home (e.g. Instacart, Inabuggy, etc.) - Already using (*)	Online Shopping - Pickup & Delivery
313	HM92191	Meal kits [Pst 6 Mths] - Avoid Reason - Too expensive compared to buying the same products in grocery stores	Online Shopping - Research/Purchases
314	HM92192	Meal kits [Pst 6 Mths] - Avoid Reason - Too expensive compared to eating at a restaurant	Online Shopping - Research/Purchases
315	HM92193	Meal kits [Pst 6 Mths] - Avoid Reason - It takes more time to plan and order a meal kit than I like (!)	Online Shopping - Research/Purchases
316	HM92194	Meal kits [Pst 6 Mths] - Avoid Reason - It takes more time to prepare than I like (*)	Online Shopping - Research/Purchases
317	HM92195	Meal kits [Pst 6 Mths] - Avoid Reason - I can't pick and choose the ingredients in my meal kit	Online Shopping - Research/Purchases
318	HM92196	Meal kits [Pst 6 Mths] - Avoid Reason - I can't inspect fresh goods before buying	Online Shopping - Research/Purchases
319	HM92197	Meal kits [Pst 6 Mths] - Avoid Reason - Delivery times can be hard to schedule (!)	Online Shopping - Research/Purchases
320	HM92201	Meal kits [Pst 6 Mths] - Avoid Reason - It's easier to shop for fresh goods in grocery stores	Online Shopping - Research/Purchases
321	HM92202	Meal kits [Pst 6 Mths] - Avoid Reason - The menu doesn't look attractive (!)	Online Shopping - Research/Purchases
322	HM92203	Meal kits [Pst 6 Mths] - Avoid Reason - The menu can't be customized to my needs (!)	Online Shopping - Research/Purchases
323	HM92204	Meal kits [Pst 6 Mths] - Avoid Reason - The portion size is too small (!)	Online Shopping - Research/Purchases
324	HM92206	Meal kits [Pst 6 Mths] - Avoid Reason - There is too much packaging taste (!)	Online Shopping - Research/Purchases
325	HM92208	Meal kits [Pst 6 Mths] - Avoid Reason - The packaging is not environmentally friendly (!)	Online Shopping - Research/Purchases
326	HM92209	Meal kits [Pst 6 Mths] - Avoid Reason - Meal kits are not delivered/available in my area (*)	Online Shopping - Research/Purchases
327	HM92211	Meal kits [Pst 6 Mths] - Avoid Reason - I enjoy creating meals from scratch	Online Shopping - Research/Purchases
328	HM92212	Meal kits [Pst 6 Mths] - Avoid Reason - Not everyone in household will eat from the meal kit (!)	Online Shopping - Research/Purchases
329	HM92214	Meal kits [Pst 6 Mths] - Avoid Reason - I am concerned about the food safety of refrigerated items that are	Online Shopping - Research/Purchases
330	HM92216	Meal kits [Pst 6 Mths] - Avoid Reason - I don't know much about meal kits / I have never heard of them	Online Shopping - Research/Purchases
331	DS56A1	Have membership or credit cards - Air Miles	Store Loyalty
332	DS56A2	Have membership or credit cards - Amazon Prime	Store Loyalty
333	DS56A5	Have membership or credit cards - Costco membership	Store Loyalty
334	DS56A6	Have membership or credit cards - PC Optimum	Store Loyalty
335	DS56A7	Have membership or credit cards - PC Insiders (paid subscription with free shipping for GM & free grocery pickup) (!)	Store Loyalty
336	DS56A9	Have membership or credit cards - Walmart Mastercard	Store Loyalty
337	EI31A1161	The store is a convenient location for me - Highly influential	Store Loyalty
338	EI31A1162	The store is a convenient location for me - Somewhat influential	Store Loyalty
339	EI31A1163	The store is a convenient location for me - Not at all influential (!)	Store Loyalty
340	EI31A2161	The store has the lowest prices overall - Highly influential	Store Loyalty
341	EI31A2162	The store has the lowest prices overall - Somewhat influential	Store Loyalty
342	EI31A2163	The store has the lowest prices overall - Not at all influential (!)	Store Loyalty
343	EI31A3161	The store's staff are friendly and knowledgeable - Highly influential	Store Loyalty
344	EI31A3162	The store's staff are friendly and knowledgeable - Somewhat influential	Store Loyalty
345	EI31A3163	The store's staff are friendly and knowledgeable - Not at all influential	Store Loyalty
346	EI31A4161	I discover good value for my money when shopping - Highly influential	Store Loyalty
347	EI31A4162	I discover good value for my money when shopping - Somewhat influential	Store Loyalty
348	EI31A4163	I discover good value for my money when shopping - Not at all influential (*)	Store Loyalty
349	EI31A5161	The store has the products I want and they are regularly in stock - Highly influential	Store Loyalty
350	EI31A5162	The store has the products I want and they are regularly in stock - Somewhat influential	Store Loyalty
351	EI31A5163	The store has the products I want and they are regularly in stock - Not at all influential (*)	Store Loyalty
352	EI31A6161	The store has short checkout lines/fast checkout - Highly influential	Store Loyalty
353	EI31A6162	The store has short checkout lines/fast checkout - Somewhat influential	Store Loyalty
354	EI31A6163	The store has short checkout lines/fast checkout - Not at all influential	Store Loyalty
355	EI31A7161	The store has an organized layout that makes it easy to shop - Highly influential	Store Loyalty
356	EI31A7162	The store has an organized layout that makes it easy to shop - Somewhat influential	Store Loyalty
357	EI31A7163	The store has an organized layout that makes it easy to shop - Not at all influential	Store Loyalty
358	EI31A8161	The store makes it easy for me to get in and get out quickly - Highly influential	Store Loyalty
359	EI31A8162	The store makes it easy for me to get in and get out quickly - Somewhat influential	Store Loyalty
360	EI31A8163	The store makes it easy for me to get in and get out quickly - Not at all influential	Store Loyalty
361	EI31A9161	The store has great sales and promotions - Highly influential	Store Loyalty
362	EI31A9162	The store has great sales and promotions - Somewhat influential	Store Loyalty
363	EI31A9163	The store has great sales and promotions - Not at all influential (*)	Store Loyalty
364	EI31A10161	It is the only store that carries what I want - Highly influential	Store Loyalty
365	EI31A10162	It is the only store that carries what I want - Somewhat influential	Store Loyalty
366	EI31A10163	It is the only store that carries what I want - Not at all influential	Store Loyalty
367	EI31A11161	The store has high quality fresh produce - Highly influential	Store Loyalty
368	EI31A11162	The store has high quality fresh produce - Somewhat influential	Store Loyalty
369	EI31A11163	The store has high quality fresh produce - Not at all influential (*)	Store Loyalty
370	EI31A12161	The store has a variety of freshly prepared foods and meal solutions - Highly influential	Store Loyalty
371	EI31A12162	The store has a variety of freshly prepared foods and meal solutions - Somewhat influential	Store Loyalty
372	EI31A12163	The store has a variety of freshly prepared foods and meal solutions - Not at all influential	Store Loyalty
373	EI31A13161	The store has a high quality meat department - Highly influential	Store Loyalty
374	EI31A13162	The store has a high quality meat department - Somewhat influential	Store Loyalty
375	EI31A13163	The store has a high quality meat department - Not at all influential	Store Loyalty
376	EI31A14161	The store carries the food and non-food items that I need (one stop shop) - Highly influential	Store Loyalty
377	EI31A14162	The store carries the food and non-food items that I need (one stop shop) - Somewhat influential	Store Loyalty
378	EI31A14163	The store carries the food and non-food items that I need (one stop shop) - Not at all influential	Store Loyalty
379	EI31A15161	The store has a customer loyalty card program - Highly influential	Store Loyalty
380	EI31A15162	The store has a customer loyalty card program - Somewhat influential	Store Loyalty
381	EI31A15163	The store has a customer loyalty card program - Not at all influential	Store Loyalty
382	EI31A16161	The store carries a good variety and selection of organic products - Highly influential (!)	Store Loyalty
383	EI31A16162	The store carries a good variety and selection of organic products - Somewhat influential	Store Loyalty
384	EI31A16163	The store carries a good variety and selection of organic products - Not at all influential	Store Loyalty
385	EI31A17161	The store has a special section to cater to my dietary needs (e.g. health food, gluten-free) - Highly influential	Store Loyalty
386	EI31A17162	The store has a special section to cater to my dietary needs (e.g. health food, gluten-free) - Somewhat influential	Store Loyalty

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387	EI31A17163	The store has a special section to cater to my dietary needs (e.g. health food, gluten-free) - Not at all influential	Store Loyalty
388	EI31A18161	The store carries a wide variety of ethnic products - Highly influential	Store Loyalty
389	EI31A18162	The store carries a wide variety of ethnic products - Somewhat influential	Store Loyalty
390	EI31A18163	The store carries a wide variety of ethnic products - Not at all influential	Store Loyalty
391	EI31A19161	The store carries a variety of items and services - Highly influential	Store Loyalty
392	EI31A19162	The store carries a variety of items and services - Somewhat influential	Store Loyalty
393	EI31A19163	The store carries a variety of items and services - Not at all influential	Store Loyalty
394	EI31A20161	I like the store ambiance - Highly influential	Store Loyalty
395	EI31A20162	I like the store ambiance - Somewhat influential	Store Loyalty
396	EI31A20163	I like the store ambiance - Not at all influential	Store Loyalty
397	EI31A21161	The store has extended hours - Highly influential	Store Loyalty
398	EI31A21162	The store has extended hours - Somewhat influential	Store Loyalty
399	EI31A21163	The store has extended hours - Not at all influential	Store Loyalty
400	EI31A22161	I'm loyal to their store brands (e.g. President's Choice, Compliments, etc.) - Highly influential	Store Loyalty
401	EI31A22162	I'm loyal to their store brands (e.g. President's Choice, Compliments, etc.) - Somewhat influential	Store Loyalty
402	EI31A22163	I'm loyal to their store brands (e.g. President's Choice, Compliments, etc.) - Not at all influential	Store Loyalty
403	EI31A23161	The store has an app for their loyalty program and offers personalized promotions - Highly influential	Store Loyalty
404	EI31A23162	The store has an app for their loyalty program and offers personalized promotions - Somewhat influential	Store Loyalty
405	EI31A23163	The store has an app for their loyalty program and offers personalized promotions - Not at all influential	Store Loyalty
406	EI31A24161	The store has self-checkout - Highly influential	Store Loyalty
407	EI31A24162	The store has self-checkout - Somewhat influential	Store Loyalty
408	EI31A24163	The store has self-checkout - Not at all influential	Store Loyalty
409	EI31A25161	The store offers an online shopping option - Highly influential (!)	Store Loyalty
410	EI31A25162	The store offers an online shopping option - Somewhat influential	Store Loyalty
411	EI31A25163	The store offers an online shopping option - Not at all influential	Store Loyalty
412	EI31A26161	The store carries a selection of alcoholic beverages - Highly influential (*)	Store Loyalty
413	EI31A26162	The store carries a selection of alcoholic beverages - Somewhat influential	Store Loyalty
414	EI31A26163	The store carries a selection of alcoholic beverages - Not at all influential	Store Loyalty
415	DS33111810	Convenience to go shop at a grocery store - Convenient	Store Loyalty
416	DS3311147	Convenience to go shop at a grocery store - Neutral	Store Loyalty
417	DS3311113	Convenience to go shop at a grocery store - Inconvenient (*)	Store Loyalty
418	EI33A7151	Retailer loyalty programs are important to me - Strongly disagree (*)	Store Loyalty
419	EI33A7152	Retailer loyalty programs are important to me - Disagree (*)	Store Loyalty
420	EI33A7153	Retailer loyalty programs are important to me - Neutral	Store Loyalty
421	EI33A7154	Retailer loyalty programs are important to me - Agree	Store Loyalty
422	EI33A7155	Retailer loyalty programs are important to me - Strongly agree	Store Loyalty
423	DS57A1	Payment method(s) used to make grocery purchases online - Credit card	Price & Payment
424	DS57A2	Payment method(s) used to make grocery purchases online - Digital payment systems (e.g. PayPal) (*)	Price & Payment
425	DS57A7	Payment method(s) used to make grocery purchases online - Debit card (!)	Price & Payment
426	DS57A12	Payment method(s) used to make grocery purchases online - Other	Price & Payment
427	EI2781	Trying to spend less on overall grocery bill in order to save on household expenses - Yes	Price & Payment
428	EI28191	Spend less - Only buy items when on sale	Price & Payment
429	EI28291	Spend less - Use coupons whenever I shop/most often	Price & Payment
430	EI28391	Spend less - Stock-up when on sale	Price & Payment
431	EI28491	Spend less - Seek out stores for the lowest price	Price & Payment
432	EI28591	Spend less - Buy less expensive store brand products	Price & Payment
433	EI28691	Spend less - Buy less expensive name brand products	Price & Payment
434	EI28791	Spend less - Shop more at discount retailers	Price & Payment
435	EI28891	Spend less - Shop at stores closer to home/work to save on gas	Price & Payment
436	EI28991	Spend less - Buy larger sizes for better value	Price & Payment
437	EI28109	Spend less - Shop more online (!)	Price & Payment
438	EI281191	Spend less - Purchase smaller sizes with a lower unit price	Price & Payment
439	EI281291	Spend less - Shop at specific retailers to build loyalty points	Price & Payment
440	EI281391	Spend less - Price match or ad match to get lower prices at participating retailers	Price & Payment
441	EI281491	Spend less - Buy less expensive alternatives (e.g. lower priced cuts of meat)	Price & Payment
442	EI281591	Spend less - Only buy essentials	Price & Payment
443	H271421	Willing to pay more - Probiotic/prebiotic (!)	Price & Payment
444	H272421	Willing to pay more - Organic	Price & Payment
445	H273421	Willing to pay more - Foods/beverages that have added vitamins/minerals (!)	Price & Payment
446	H274421	Willing to pay more - Foods/beverages that promote a specific health benefit (!)	Price & Payment
447	H275421	Willing to pay more - Foods/beverages that are shown to reduce risk of chronic disease (!)	Price & Payment
448	H276421	Willing to pay more - Food/beverages that offer 1 serving of vegetables/fruit per serving (!)	Price & Payment
449	H277421	Willing to pay more - Gluten-free (*)	Price & Payment
450	H278421	Willing to pay more - Reduced fat (!)	Price & Payment
451	H279421	Willing to pay more - Reduced sugar or sugar-free	Price & Payment
452	H2710421	Willing to pay more - Reduced salt/sodium	Price & Payment
453	H2711421	Willing to pay more - Low calorie (!)	Price & Payment
454	H2712421	Willing to pay more - Low carb (!)	Price & Payment
455	H2715421	Willing to pay more - Trans fat free (!)	Price & Payment
456	H2716421	Willing to pay more - No artificial preservatives	Price & Payment
457	H2717421	Willing to pay more - No artificial colours or flavours	Price & Payment
458	H2718421	Willing to pay more - All-natural	Price & Payment
459	EI441A1	Financial status [Pst Yr] - I've only had enough money for shelter, food and basics	Financial Status
460	EI441A2	Financial status [Pst Yr] - I've been able to live comfortably, and bought some things just because I like them	Financial Status
461	EI441A3	Financial status [Pst Yr] - I've been able to spend freely (!)	Financial Status
462	EI211	Financial status compared to a year ago - Much better off financially now (*)	Financial Status
463	EI212	Financial status compared to a year ago - Somewhat better off financially now	Financial Status
464	EI213	Financial status compared to a year ago - About the same	Financial Status
465	EI214	Financial status compared to a year ago - Somewhat worse off financially now	Financial Status
466	EI215	Financial status compared to a year ago - Much worse off financially now (*)	Financial Status
467	EI4819A1	Interest rates rise [Nxt 12 Mths] - Very concerned	Financial Status
468	EI4819A2	Interest rates rise [Nxt 12 Mths] - Somewhat concerned	Financial Status
469	EI4819A3	Interest rates rise [Nxt 12 Mths] - Not too concerned	Financial Status
470	EI4819A4	Interest rates rise [Nxt 12 Mths] - Not at all concerned (!)	Financial Status

ORDER	VARIABLE	DESCRIPTION	CATEGORY
471	EI4819A5	Interest rates rise [Nxt 12 Mths] - I do not have any existing loans, line of credit or mortgage	Financial Status
472	EI4919B1	Interest rate rise that will strain household finances - 0-0.49% (!)	Financial Status
473	EI4919B2	Interest rate rise that will strain household finances - 0.5-0.99% (!)	Financial Status
474	EI4919B3	Interest rate rise that will strain household finances - 1.0-1.49%	Financial Status
475	EI4919B4	Interest rate rise that will strain household finances - 1.5-1.99% (!)	Financial Status
476	EI4919B5	Interest rate rise that will strain household finances - 2.0-2.49% (!)	Financial Status
477	EI4919B6	Interest rate rise that will strain household finances - 2.5-3.0% (^)	Financial Status
478	EI4919B7	Interest rate rise that will strain household finances - More than 3.0% (!)	Financial Status
479	EI4919B8	Interest rate rise that will strain household finances - Not applicable	Financial Status
480	PL23A111	Frequency purchase store brand/private label - Non-prescription (over-the-counter) medication - Never (!)	Private Label - Purchases
481	PL23A122	Frequency purchase store brand/private label - Non-prescription (over-the-counter) medication - Rarely	Private Label - Purchases
482	PL23A133	Frequency purchase store brand/private label - Non-prescription (over-the-counter) medication - Sometimes	Private Label - Purchases
483	PL23A144	Frequency purchase store brand/private label - Non-prescription (over-the-counter) medication - Often	Private Label - Purchases
484	PL23A155	Frequency purchase store brand/private label - Non-prescription (over-the-counter) medication - Always (!)	Private Label - Purchases
485	PL23A211	Frequency purchase store brand/private label - Food - Never (^)	Private Label - Purchases
486	PL23A222	Frequency purchase store brand/private label - Food - Rarely (!)	Private Label - Purchases
487	PL23A233	Frequency purchase store brand/private label - Food - Sometimes	Private Label - Purchases
488	PL23A244	Frequency purchase store brand/private label - Food - Often	Private Label - Purchases
489	PL23A255	Frequency purchase store brand/private label - Food - Always (!)	Private Label - Purchases
490	PL23A311	Frequency purchase store brand/private label - Health & beauty care products - Never	Private Label - Purchases
491	PL23A322	Frequency purchase store brand/private label - Health & beauty care products - Rarely	Private Label - Purchases
492	PL23A333	Frequency purchase store brand/private label - Health & beauty care products - Sometimes	Private Label - Purchases
493	PL23A344	Frequency purchase store brand/private label - Health & beauty care products - Often	Private Label - Purchases
494	PL23A355	Frequency purchase store brand/private label - Health & beauty care products - Always (^)	Private Label - Purchases
495	PL23A411	Frequency purchase store brand/private label - Household care products - Never (!)	Private Label - Purchases
496	PL23A422	Frequency purchase store brand/private label - Household care products - Rarely	Private Label - Purchases
497	PL23A433	Frequency purchase store brand/private label - Household care products - Sometimes	Private Label - Purchases
498	PL23A444	Frequency purchase store brand/private label - Household care products - Often	Private Label - Purchases
499	PL23A455	Frequency purchase store brand/private label - Household care products - Always (!)	Private Label - Purchases
500	PL31111	Purchase influence store/brand private label non-prescription medication - Trusted / previous experience (!)	Private Label - Purchases
501	PL3137	Purchase influence store/brand private label non-prescription medication - Price	Private Label - Purchases
502	PL3561	Purchasing influence store brand/private label food products - Trusted / previous experience	Private Label - Purchases
503	PL3565	Purchasing influence store brand/private label food products - Price	Private Label - Purchases
504	PL3895	Purchasing influence store brand/private label health & beauty care products - Price (!)	Private Label - Purchases
505	PL4111	Purchasing influence store brand/private label household care products - Trusted / previous experience (!)	Private Label - Purchases
506	PL41125	Purchasing influence store brand/private label household care products - Price	Private Label - Purchases
507	EI461712	If raw material costs rose - Offer larger economy sizes with lower price per usage/serving - Most Prefer	Repackaging Preferences
508	EI46173N5	If raw material costs rose - Offer larger economy sizes with lower price per usage/serving - Neutral	Repackaging Preferences
509	EI461767	If raw material costs rose - Offer larger economy sizes with lower price per usage/serving - Least prefer (!)	Repackaging Preferences
510	EI462712	If raw material costs rose - Introduce new, smaller pack sizes at lower prices - Most Prefer	Repackaging Preferences
511	EI46273N5	If raw material costs rose - Introduce new, smaller pack sizes at lower prices - Neutral	Repackaging Preferences
512	EI462767	If raw material costs rose - Introduce new, smaller pack sizes at lower prices - Least prefer	Repackaging Preferences
513	EI463712	If raw material costs rose - Modestly reduce packaging size of products (also called 'downsizing'), but keep price the same - Most Prefer	Repackaging Preferences
514	EI46373N5	If raw material costs rose - Modestly reduce packaging size of products (also called 'downsizing'), but keep price the same - Neutral	Repackaging Preferences
515	EI463767	If raw material costs rose - Modestly reduce packaging size of products (also called 'downsizing'), but keep price the same - Least prefer	Repackaging Preferences
516	EI464712	If raw material costs rose - Raise prices of existing items proportionately - Most Prefer	Repackaging Preferences
517	EI46473N5	If raw material costs rose - Raise prices of existing items proportionately - Neutral	Repackaging Preferences
518	EI464767	If raw material costs rose - Raise prices of existing items proportionately - Least prefer	Repackaging Preferences
519	EI465712	If raw material costs rose - Offer same number of sales, but at less of a savings - Most Prefer	Repackaging Preferences
520	EI46573N5	If raw material costs rose - Offer same number of sales, but at less of a savings - Neutral	Repackaging Preferences
521	EI465767	If raw material costs rose - Offer same number of sales, but at less of a savings - Least prefer	Repackaging Preferences
522	EI466712	If raw material costs rose - Offer fewer sales - Most Prefer	Repackaging Preferences
523	EI46673N5	If raw material costs rose - Offer fewer sales - Neutral	Repackaging Preferences
524	EI466767	If raw material costs rose - Offer fewer sales - Least prefer	Repackaging Preferences
525	EI467712	If raw material costs rose - Produce slightly lower quality products, but keep price the same - Most Prefer (!)	Repackaging Preferences
526	EI46773N5	If raw material costs rose - Produce slightly lower quality products, but keep price the same - Neutral	Repackaging Preferences
527	EI467767	If raw material costs rose - Produce slightly lower quality products, but keep price the same - Least prefer	Repackaging Preferences
528	EI15A121	Eating habits [Pst 3 Mths] - Eating breakfast at home - Much more often	Meal Habits
529	EI15A122	Eating habits [Pst 3 Mths] - Eating breakfast at home - Somewhat more often (!)	Meal Habits
530	EI15A123	Eating habits [Pst 3 Mths] - Eating breakfast at home - No change	Meal Habits
531	EI15A124	Eating habits [Pst 3 Mths] - Eating breakfast at home - Somewhat less often (^)	Meal Habits
532	EI15A125	Eating habits [Pst 3 Mths] - Eating breakfast at home - Much less often (^)	Meal Habits
533	EI15A126	Eating habits [Pst 3 Mths] - Eating breakfast at home - Don't do/Not applicable (^)	Meal Habits
534	EI15A221	Eating habits [Pst 3 Mths] - Bring lunch to work/ pack a lunch - Much more often (!)	Meal Habits
535	EI15A222	Eating habits [Pst 3 Mths] - Bring lunch to work/ pack a lunch - Somewhat more often (!)	Meal Habits
536	EI15A223	Eating habits [Pst 3 Mths] - Bring lunch to work/ pack a lunch - No change	Meal Habits
537	EI15A224	Eating habits [Pst 3 Mths] - Bring lunch to work/ pack a lunch - Somewhat less often (^)	Meal Habits
538	EI15A225	Eating habits [Pst 3 Mths] - Bring lunch to work/ pack a lunch - Much less often (^)	Meal Habits
539	EI15A226	Eating habits [Pst 3 Mths] - Bring lunch to work/ pack a lunch - Don't do/Not applicable	Meal Habits
540	EI15A321	Eating habits [Pst 3 Mths] - Eating dinner at home - Much more often	Meal Habits
541	EI15A322	Eating habits [Pst 3 Mths] - Eating dinner at home - Somewhat more often	Meal Habits
542	EI15A323	Eating habits [Pst 3 Mths] - Eating dinner at home - No change	Meal Habits
543	EI15A324	Eating habits [Pst 3 Mths] - Eating dinner at home - Somewhat less often (^)	Meal Habits
544	EI15A325	Eating habits [Pst 3 Mths] - Eating dinner at home - Much less often (^)	Meal Habits
545	EI15A326	Eating habits [Pst 3 Mths] - Eating dinner at home - Don't do/Not applicable (^)	Meal Habits
546	EI15A421	Eating habits [Pst 3 Mths] - Eating dinner at a restaurant - Much more often (^)	Meal Habits
547	EI15A422	Eating habits [Pst 3 Mths] - Eating dinner at a restaurant - Somewhat more often (!)	Meal Habits
548	EI15A423	Eating habits [Pst 3 Mths] - Eating dinner at a restaurant - No change	Meal Habits
549	EI15A424	Eating habits [Pst 3 Mths] - Eating dinner at a restaurant - Somewhat less often	Meal Habits
550	EI15A425	Eating habits [Pst 3 Mths] - Eating dinner at a restaurant - Much less often	Meal Habits
551	EI15A426	Eating habits [Pst 3 Mths] - Eating dinner at a restaurant - Don't do/Not applicable (!)	Meal Habits

ORDER	VARIABLE	DESCRIPTION	CATEGORY
552	EI15A521	Eating habits [Pst 3 Mths] - Bring prepared food home or get meals delivered - Much more often (*)	Meal Habits
553	EI15A522	Eating habits [Pst 3 Mths] - Bring prepared food home or get meals delivered - Somewhat more often (!)	Meal Habits
554	EI15A523	Eating habits [Pst 3 Mths] - Bring prepared food home or get meals delivered - No change	Meal Habits
555	EI15A524	Eating habits [Pst 3 Mths] - Bring prepared food home or get meals delivered - Somewhat less often (!)	Meal Habits
556	EI15A525	Eating habits [Pst 3 Mths] - Bring prepared food home or get meals delivered - Much less often (!)	Meal Habits
557	EI15A526	Eating habits [Pst 3 Mths] - Bring prepared food home or get meals delivered - Don't do/Not applicable	Meal Habits
558	EI15A621	Eating habits [Pst 3 Mths] - Eating at fast food restaurants - Much more often (*)	Meal Habits
559	EI15A622	Eating habits [Pst 3 Mths] - Eating at fast food restaurants - Somewhat more often (!)	Meal Habits
560	EI15A623	Eating habits [Pst 3 Mths] - Eating at fast food restaurants - No change	Meal Habits
561	EI15A624	Eating habits [Pst 3 Mths] - Eating at fast food restaurants - Somewhat less often	Meal Habits
562	EI15A625	Eating habits [Pst 3 Mths] - Eating at fast food restaurants - Much less often	Meal Habits
563	EI15A6256	Eating habits [Pst 3 Mths] - Eating at fast food restaurants - Don't do/Not applicable	Meal Habits
564	EI15A721	Eating habits [Pst 3 Mths] - Choosing a less expensive restaurant - Much more often (!)	Meal Habits
565	EI15A722	Eating habits [Pst 3 Mths] - Choosing a less expensive restaurant - Somewhat more often	Meal Habits
566	EI15A723	Eating habits [Pst 3 Mths] - Choosing a less expensive restaurant - No change	Meal Habits
567	EI15A724	Eating habits [Pst 3 Mths] - Choosing a less expensive restaurant - Somewhat less often (*)	Meal Habits
568	EI15A725	Eating habits [Pst 3 Mths] - Choosing a less expensive restaurant - Much less often (*)	Meal Habits
569	EI15A726	Eating habits [Pst 3 Mths] - Choosing a less expensive restaurant - Don't do/Not applicable	Meal Habits
570	EI15A821	Eating habits [Pst 3 Mths] - Picking up a prepared meal from a grocery/food store - Much more often (*)	Meal Habits
571	EI15A822	Eating habits [Pst 3 Mths] - Picking up a prepared meal from a grocery/food store - Somewhat more often (!)	Meal Habits
572	EI15A823	Eating habits [Pst 3 Mths] - Picking up a prepared meal from a grocery/food store - No change	Meal Habits
573	EI15A824	Eating habits [Pst 3 Mths] - Picking up a prepared meal from a grocery/food store - Somewhat less often (!)	Meal Habits
574	EI15A825	Eating habits [Pst 3 Mths] - Picking up a prepared meal from a grocery/food store - Much less often (!)	Meal Habits
575	EI15A826	Eating habits [Pst 3 Mths] - Picking up a prepared meal from a grocery/food store - Don't do/Not applicable	Meal Habits
576	EI15A921	Eating habits [Pst 3 Mths] - Using Food Delivery apps (Uber eats, Foodora, Skip the Dishes, DoorDash etc.) - Much more often (*)	Meal Habits
577	EI15A922	Eating habits [Pst 3 Mths] - Using Food Delivery apps (Uber eats, Foodora, Skip the Dishes, DoorDash etc.) - Somewhat more often (*)	Meal Habits
578	EI15A923	Eating habits [Pst 3 Mths] - Using Food Delivery apps (Uber eats, Foodora, Skip the Dishes, DoorDash etc.) - No	Meal Habits
579	EI15A924	Eating habits [Pst 3 Mths] - Using Food Delivery apps (Uber eats, Foodora, Skip the Dishes, DoorDash etc.) - Somewhat less often (*)	Meal Habits
580	EI15A925	Eating habits [Pst 3 Mths] - Using Food Delivery apps (Uber eats, Foodora, Skip the Dishes, DoorDash etc.) - Much less often (*)	Meal Habits
581	EI15A926	Eating habits [Pst 3 Mths] - Using Food Delivery apps (Uber eats, Foodora, Skip the Dishes, DoorDash etc.) - Don't do/Not applicable	Meal Habits
582	EI15A021	Eating habits [Pst 3 Mths] - Ordering Meal kits - Much more often (*)	Meal Habits
583	EI15A022	Eating habits [Pst 3 Mths] - Ordering Meal kits - Somewhat more often (*)	Meal Habits
584	EI15A023	Eating habits [Pst 3 Mths] - Ordering Meal kits - No change	Meal Habits
585	EI15A024	Eating habits [Pst 3 Mths] - Ordering Meal kits - Somewhat less often (*)	Meal Habits
586	EI15A025	Eating habits [Pst 3 Mths] - Ordering Meal kits - Much less often (*)	Meal Habits
587	EI15A026	Eating habits [Pst 3 Mths] - Ordering Meal kits - Don't do/Not applicable	Meal Habits
588	H12A1211	I do not typically eat breakfast - Weekdays	Meal Habits
589	H12A2211	I do not typically eat breakfast - Weekends	Meal Habits
590	H12A3111	I eat breakfast on the go (e.g., on the way to work, school, etc.) - Weekdays	Meal Habits
591	H12A4111	I eat breakfast on the go (e.g., on the way to work, school, etc.) - Weekends (*)	Meal Habits
592	H12A5111	I eat a sit-down breakfast - Weekdays	Meal Habits
593	H12A6111	I eat a sit-down breakfast - Weekends	Meal Habits
594	HM21131	Dinner type [Pst 12 Mths] - Cooked supper at home and consumed it the same day	Meal Type - Occasion
595	HM21231	Dinner type [Pst 12 Mths] - Consumed supper leftovers that were cooked at home on a previous day	Meal Type - Occasion
596	HM21331	Dinner type [Pst 12 Mths] - Heated up a frozen prepared meal for supper	Meal Type - Occasion
597	HM21431	Dinner type [Pst 12 Mths] - Meal prep / batch cooking	Meal Type - Occasion
598	HM2163	Dinner type [Pst 12 Mths] - Used a meal kit for supper (!)	Meal Type - Occasion
599	HM21731	Dinner type [Pst 12 Mths] - Purchased ready-to-eat / prepared foods for supper from a retailer's prepared foods counter	Meal Type - Occasion
600	HM21831	Dinner type [Pst 12 Mths] - Ordered food for delivery for supper through a food ordering & delivery app / website	Meal Type - Occasion
601	HM21931	Dinner type [Pst 12 Mths] - Ordered food for delivery for supper directly from the restaurant by phone / restaurant app / website	Meal Type - Occasion
602	HM211031	Dinner type [Pst 12 Mths] - Ordered takeout food for pickup at the restaurant or at the drive thru for supper	Meal Type - Occasion
603	HM211131	Dinner type [Pst 12 Mths] - Sit-down meal for supper at a fast food restaurant	Meal Type - Occasion
604	HM211231	Dinner type [Pst 12 Mths] - Sit-down meal for supper at a full-service restaurant	Meal Type - Occasion
605	HM211331	Dinner type [Pst 12 Mths] - Skipped supper on at least one occasion	Meal Type - Occasion
606	HM27A1412	Dinner frequency [Avg Wk] - Cooked supper at home and consumed it the same day - 1-2 days a week	Meal Type - Frequency
607	HM27A14345	Dinner frequency [Avg Wk] - Cooked supper at home and consumed it the same day - 3-5 days a week	Meal Type - Frequency
608	HM27A1467	Dinner frequency [Avg Wk] - Cooked supper at home and consumed it the same day - 6-7 days a week	Meal Type - Frequency
609	HM27A2412	Dinner frequency [Avg Wk] - Consumed supper leftovers that were cooked at home on a previous day - 1-2 days a week	Meal Type - Frequency
610	HM27A2435	Dinner frequency [Avg Wk] - Consumed supper leftovers that were cooked at home on a previous day - 3-5 days a week	Meal Type - Frequency
611	HM27A2467	Dinner frequency [Avg Wk] - Consumed supper leftovers that were cooked at home on a previous day - 6-7 days a week (*)	Meal Type - Frequency
612	HM27A3412	Dinner frequency [Avg Wk] - Heated up a frozen prepared meal for supper - 1-2 days a week	Meal Type - Frequency
613	HM27A4412	Dinner frequency [Avg Wk] - Meal prep / batch cooking - 1-2 days a week	Meal Type - Frequency
614	HM27A7412	Dinner frequency [Avg Wk] - Purchased ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - 1-2 days a week	Meal Type - Frequency
615	HM27A84	Dinner frequency [Avg Wk] - Ordered food for delivery for supper through a food ordering & delivery app / website - 1-2 days a week (!)	Meal Type - Frequency
616	HM27A94	Dinner frequency [Avg Wk] - Ordered food for delivery for supper directly from the restaurant by phone / restaurant app / website - 1-2 days a week	Meal Type - Frequency
617	HM27A10412	Dinner frequency [Avg Wk] - Ordered takeout food for pickup at the restaurant or at the drive thru for supper - 1-2 days a week	Meal Type - Frequency
618	HM27A12412	Dinner frequency [Avg Wk] - Sit-down meal for supper at a full-service restaurant - 1-2 days a week (!)	Meal Type - Frequency
619	HMQ7111A	A sit-down meal for supper at a fast food restaurant - Affordable - Satisfied (!)	Meal Type - Satisfaction
620	HMQ7114A	A sit-down meal for supper at a fast food restaurant - Convenient / saves time - Satisfied	Meal Type - Satisfaction
621	HMQ7115A	A sit-down meal for supper at a fast food restaurant - Fresh / high-quality - Satisfied (!)	Meal Type - Satisfaction

ORDER	VARIABLE	DESCRIPTION	CATEGORY
622	HMQ7118A	A sit-down meal for supper at a fast food restaurant - Suitable / filling portion sizes - Satisfied (!)	Meal Type - Satisfaction
623	HMQ7117A	A sit-down meal for supper at a fast food restaurant - Taste - Satisfied (!)	Meal Type - Satisfaction
624	HMQ7119A	A sit-down meal for supper at a fast food restaurant - Variety - Satisfied (!)	Meal Type - Satisfaction
625	HMQ7121A	A sit-down meal for supper at a full-service restaurant - Affordable - Satisfied (!)	Meal Type - Satisfaction
626	HMQ7124A	A sit-down meal for supper at a full-service restaurant - Convenient / saves time - Satisfied	Meal Type - Satisfaction
627	HMQ7125A	A sit-down meal for supper at a full-service restaurant - Fresh / high-quality - Satisfied	Meal Type - Satisfaction
628	HMQ7126A	A sit-down meal for supper at a full-service restaurant - Healthy - Satisfied	Meal Type - Satisfaction
629	HMQ7128A	A sit-down meal for supper at a full-service restaurant - Suitable / filling portion sizes - Satisfied	Meal Type - Satisfaction
630	HMQ7127A	A sit-down meal for supper at a full-service restaurant - Taste - Satisfied	Meal Type - Satisfaction
631	HMQ7129A	A sit-down meal for supper at a full-service restaurant - Variety - Satisfied	Meal Type - Satisfaction
632	HMQ721A	Consuming supper leftovers that were cooked at home on a previous day - Affordable - Satisfied	Meal Type - Satisfaction
633	HMQ724A	Consuming supper leftovers that were cooked at home on a previous day - Convenient / saves time - Satisfied	Meal Type - Satisfaction
634	HMQ723A	Consuming supper leftovers that were cooked at home on a previous day - Effort required to prepare / cook -	Meal Type - Satisfaction
635	HMQ725A	Consuming supper leftovers that were cooked at home on a previous day - Fresh / high-quality - Satisfied	Meal Type - Satisfaction
636	HMQ726A	Consuming supper leftovers that were cooked at home on a previous day - Healthy - Satisfied	Meal Type - Satisfaction
637	HMQ722A	Consuming supper leftovers that were cooked at home on a previous day - Preparation / cooking time - Satisfied	Meal Type - Satisfaction
638	HMQ728A	Consuming supper leftovers that were cooked at home on a previous day - Suitable / filling portion sizes - Satisfied	Meal Type - Satisfaction
639	HMQ727A	Consuming supper leftovers that were cooked at home on a previous day - Taste - Satisfied	Meal Type - Satisfaction
640	HMQ729A	Consuming supper leftovers that were cooked at home on a previous day - Variety - Satisfied	Meal Type - Satisfaction
641	HMQ711A	Cooking supper at home and consuming it the same day - Affordable - Satisfied	Meal Type - Satisfaction
642	HMQ714A	Cooking supper at home and consuming it the same day - Convenient / saves time - Satisfied	Meal Type - Satisfaction
643	HMQ713A	Cooking supper at home and consuming it the same day - Effort required to prepare / cook - Satisfied	Meal Type - Satisfaction
644	HMQ715A	Cooking supper at home and consuming it the same day - Fresh / high-quality - Satisfied	Meal Type - Satisfaction
645	HMQ716A	Cooking supper at home and consuming it the same day - Healthy - Satisfied	Meal Type - Satisfaction
646	HMQ712A	Cooking supper at home and consuming it the same day - Preparation / cooking time - Satisfied	Meal Type - Satisfaction
647	HMQ718A	Cooking supper at home and consuming it the same day - Suitable / filling portion sizes - Satisfied	Meal Type - Satisfaction
648	HMQ717A	Cooking supper at home and consuming it the same day - Taste - Satisfied	Meal Type - Satisfaction
649	HMQ719A	Cooking supper at home and consuming it the same day - Variety - Satisfied	Meal Type - Satisfaction
650	HMQ731A	Heating up a frozen prepared meal for supper - Affordable - Satisfied	Meal Type - Satisfaction
651	HMQ734A	Heating up a frozen prepared meal for supper - Convenient / saves time - Satisfied	Meal Type - Satisfaction
652	HMQ733A	Heating up a frozen prepared meal for supper - Effort required to prepare / cook - Satisfied	Meal Type - Satisfaction
653	HMQ735A	Heating up a frozen prepared meal for supper - Fresh / high-quality - Satisfied	Meal Type - Satisfaction
654	HMQ736A	Heating up a frozen prepared meal for supper - Healthy - Satisfied (!)	Meal Type - Satisfaction
655	HMQ732A	Heating up a frozen prepared meal for supper - Preparation / cooking time - Satisfied	Meal Type - Satisfaction
656	HMQ738A	Heating up a frozen prepared meal for supper - Suitable / filling portion sizes - Satisfied	Meal Type - Satisfaction
657	HMQ737A	Heating up a frozen prepared meal for supper - Taste - Satisfied	Meal Type - Satisfaction
658	HMQ739A	Heating up a frozen prepared meal for supper - Variety - Satisfied	Meal Type - Satisfaction
659	HMQ791A	Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Affordable - Satisfied (!)	Meal Type - Satisfaction
660	HMQ794A	Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Convenient / saves time - Satisfied	Meal Type - Satisfaction
661	HMQ795A	Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Fresh / high-quality - Satisfied	Meal Type - Satisfaction
662	HMQ796A	Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Healthy - Satisfied (!)	Meal Type - Satisfaction
663	HMQ798A	Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Suitable / filling portion sizes - Satisfied	Meal Type - Satisfaction
664	HMQ797A1	Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Taste - Satisfied	Meal Type - Satisfaction
665	HMQ799A	Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Variety - Satisfied	Meal Type - Satisfaction
666	HMQ784A	Ordering food for delivery for supper through a food ordering & delivery app / website - Convenient / saves time - Satisfied (!)	Meal Type - Satisfaction
667	HMQ785A	Ordering food for delivery for supper through a food ordering & delivery app / website - Fresh / high-quality - Satisfied (!)	Meal Type - Satisfaction
668	HMQ788A	Ordering food for delivery for supper through a food ordering & delivery app / website - Suitable / filling portion sizes - Satisfied (!)	Meal Type - Satisfaction
669	HMQ787A	Ordering food for delivery for supper through a food ordering & delivery app / website - Taste - Satisfied (!)	Meal Type - Satisfaction
670	HMQ789A	Ordering food for delivery for supper through a food ordering & delivery app / website - Variety - Satisfied (!)	Meal Type - Satisfaction
671	HMQ7101A	Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Affordable - Satisfied	Meal Type - Satisfaction
672	HMQ7104A	Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Convenient / saves time -	Meal Type - Satisfaction
673	HMQ7105A	Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Fresh / high-quality - Satisfied	Meal Type - Satisfaction
674	HMQ7106A	Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Healthy - Satisfied (!)	Meal Type - Satisfaction
675	HMQ7108A	Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Suitable / filling portion sizes - Satisfied	Meal Type - Satisfaction
676	HMQ7107A	Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Taste - Satisfied	Meal Type - Satisfaction
677	HMQ7109A	Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Variety - Satisfied	Meal Type - Satisfaction
678	HMQ771A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Affordable - Satisfied (!)	Meal Type - Satisfaction
679	HMQ774A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Convenient / saves time - Satisfied	Meal Type - Satisfaction
680	HMQ773A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Effort required to prepare / cook - Satisfied	Meal Type - Satisfaction
681	HMQ775A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Fresh / high-quality - Satisfied (!)	Meal Type - Satisfaction
682	HMQ776A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Healthy - Satisfied (!)	Meal Type - Satisfaction
683	HMQ772A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Preparation / cooking time - Satisfied	Meal Type - Satisfaction
684	HMQ778A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Suitable / filling portion sizes - Satisfied	Meal Type - Satisfaction
685	HMQ777A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Taste - Satisfied	Meal Type - Satisfaction

ORDER	VARIABLE	DESCRIPTION	CATEGORY
686	HM779A	Purchasing ready-to-eat / prepared foods for supper (for takeout or dine-in) from a retailer's prepared foods counter - Variety - Satisfied (!)	Meal Type - Satisfaction
687	HM713111	Purchased ready-to-eat [Pst 12 Mths] - Retailer - Costco	Ready-To-Eat - Purchases
688	HM7112111	Purchased ready-to-eat [Pst 12 Mths] - Retailer - Metro/Metro Plus (!)	Ready-To-Eat - Purchases
689	HM711K111	Purchased ready-to-eat [Pst 12 Mths] - Retailer - Real Canadian Superstore (!)	Ready-To-Eat - Purchases
690	HM7115133	Purchased ready-to-eat [Pst 12 Mths] - Retailer - Safeway (!)	Ready-To-Eat - Purchases
691	HM7115122	Purchased ready-to-eat [Pst 12 Mths] - Retailer - Sobeys (!)	Ready-To-Eat - Purchases
692	HM7118111	Purchased ready-to-eat [Pst 12 Mths] - Retailer - Walmart / Walmart Supercentre (!)	Ready-To-Eat - Purchases
693	HM63A1203	Purchased ready-to-eat [Mst Oft] - Retailer - Costco (!)	Ready-To-Eat - Purchases
694	HM791171	Purchased ready-to-eat [Mst Rct] - Added food/drink from home - Item - Beverage(s) (e.g. pop / soda, milk, water, etc.)	Ready-To-Eat - Purchases
695	HM792171	Purchased ready-to-eat [Mst Rct] - Added food/drink from home - Item - Homemade salad (!)	Ready-To-Eat - Purchases
696	HM793171	Purchased ready-to-eat [Mst Rct] - Added food/drink from home - Item - Vegetables / fruit (!)	Ready-To-Eat - Purchases
697	HM794171	Purchased ready-to-eat [Mst Rct] - Added food/drink from home - Item - Bread (!)	Ready-To-Eat - Purchases
698	HM796171	Purchased ready-to-eat [Mst Rct] - Added food/drink from home - Item - Dessert (e.g. ice cream, cookies, cake, etc.) (!)	Ready-To-Eat - Purchases
699	HM751131	Purchased ready-to-eat [Pst 12 Mths] - Item - Rotisserie chicken	Ready-To-Eat - Purchases
700	HM752131	Purchased ready-to-eat [Pst 12 Mths] - Item - Chicken wings	Ready-To-Eat - Purchases
701	HM754131	Purchased ready-to-eat [Pst 12 Mths] - Item - Burgers (!)	Ready-To-Eat - Purchases
702	HM755131	Purchased ready-to-eat [Pst 12 Mths] - Item - Fried chicken	Ready-To-Eat - Purchases
703	HM756131	Purchased ready-to-eat [Pst 12 Mths] - Item - Hot dogs (*)	Ready-To-Eat - Purchases
704	HM759131	Purchased ready-to-eat [Pst 12 Mths] - Item - Chicken breasts (!)	Ready-To-Eat - Purchases
705	HM7511131	Purchased ready-to-eat [Pst 12 Mths] - Item - Other prepared meat entrée (!)	Ready-To-Eat - Purchases
706	HM7513131	Purchased ready-to-eat [Pst 12 Mths] - Item - Potatoes (e.g. potato wedges, French fries, roasted potatoes, etc.)	Ready-To-Eat - Purchases
707	HM7514131	Purchased ready-to-eat [Pst 12 Mths] - Item - Pizza	Ready-To-Eat - Purchases
708	HM7515131	Purchased ready-to-eat [Pst 12 Mths] - Item - Sushi rolls	Ready-To-Eat - Purchases
709	HM7516131	Purchased ready-to-eat [Pst 12 Mths] - Item - Sandwiches / wraps	Ready-To-Eat - Purchases
710	HM7517131	Purchased ready-to-eat [Pst 12 Mths] - Item - Salad	Ready-To-Eat - Purchases
711	HM7518131	Purchased ready-to-eat [Pst 12 Mths] - Item - Pasta dishes	Ready-To-Eat - Purchases
712	HM7520131	Purchased ready-to-eat [Pst 12 Mths] - Item - Appetizers (e.g. spring rolls, dips, samosas, meatballs, etc.) (!)	Ready-To-Eat - Purchases
713	HM7522131	Purchased ready-to-eat [Pst 12 Mths] - Item - Soup / stew / chili (!)	Ready-To-Eat - Purchases
714	HM76141	Purchased ready-to-eat [Mst Rct] - Added in-store food/drink to meal - Yes	Ready-To-Eat - Purchases
715	HM78161	Purchased ready-to-eat [Mst Rct] - Added in-store food/drink that I already had at home - Yes	Ready-To-Eat - Purchases
716	HM81191	Purchased ready-to-eat - When eat - Same day	Ready-To-Eat - Purchases
717	HM81192	Purchased ready-to-eat - When eat - Sometimes consume on a later day in the week (!)	Ready-To-Eat - Purchases
718	H801181N10	Spend on ready-to-eat/prepared foods [Avg Meal] - \$1-\$10	Ready-To-Eat - Purchases
719	H801181120	Spend on ready-to-eat/prepared foods [Avg Meal] - \$11-\$20	Ready-To-Eat - Purchases
720	H80118321	Spend on ready-to-eat/prepared foods [Avg Meal] - \$21 or more (!)	Ready-To-Eat - Purchases
721	HM701101	Purchased ready-to-eat [Pst 12 Mths] - Reason - Convenient / saves time	Ready-To-Eat - Purchase Decisions
722	HM702101	Purchased ready-to-eat [Pst 12 Mths] - Reason - Affordable	Ready-To-Eat - Purchase Decisions
723	HM704101	Purchased ready-to-eat [Pst 12 Mths] - Reason - My entire household / family enjoys ready-to-eat / prepared foods	Ready-To-Eat - Purchase Decisions
724	HM705101	Purchased ready-to-eat [Pst 12 Mths] - Reason - ready-to-eat / prepared foods are a fun treat / special occasion meal for my household / family	Ready-To-Eat - Purchase Decisions
725	HM706101	Purchased ready-to-eat [Pst 12 Mths] - Reason - Wide variety of options offered (!)	Ready-To-Eat - Purchase Decisions
726	HM60A101	Purchased ready-to-eat [Pst 12 Mths] - Reason - I trust the store can ensure customers safety (!)	Ready-To-Eat - Purchase Decisions
727	HM707101	Purchased ready-to-eat [Pst 12 Mths] - Reason - Healthy options offered (!)	Ready-To-Eat - Purchase Decisions
728	HM708101	Purchased ready-to-eat [Pst 12 Mths] - Reason - Fresh / high-quality options offered (!)	Ready-To-Eat - Purchase Decisions
729	HM7010101	Purchased ready-to-eat [Pst 12 Mths] - Reason - Taste	Ready-To-Eat - Purchase Decisions
730	HM7011101	Purchased ready-to-eat [Pst 12 Mths] - Reason - ready-to-eat / prepared foods are better than what I can get at a fast food or full-service restaurant (!)	Ready-To-Eat - Purchase Decisions
731	HM7013101	Purchased ready-to-eat [Pst 12 Mths] - Reason - I purchased on impulse / last-minute decision when I saw it in-	Ready-To-Eat - Purchase Decisions
732	HM7014101	Purchased ready-to-eat [Pst 12 Mths] - Reason - I just didn't feel like cooking	Ready-To-Eat - Purchase Decisions
733	HM7015101	Purchased ready-to-eat [Pst 12 Mths] - Reason - I was doing my grocery shopping anyway, so I decided to pick it up	Ready-To-Eat - Purchase Decisions
734	HM7016101	Purchased ready-to-eat [Pst 12 Mths] - Reason - I had no time to cook / cooking is stressful	Ready-To-Eat - Purchase Decisions
735	HM7017101	Purchased ready-to-eat [Pst 12 Mths] - Reason - Requires little to no cleanup	Ready-To-Eat - Purchase Decisions
736	HM7018101	Purchased ready-to-eat [Pst 12 Mths] - Reason - There was a special offer / daily deal on a specific ready-to-eat / prepared food meal	Ready-To-Eat - Purchase Decisions
737	HM665101	Purchased ready-to-eat - Primary Retailer Reason - Better prices (!)	Ready-To-Eat - Purchase Decisions
738	HM667101	Purchased ready-to-eat - Primary Retailer Reason - Offers high quality prepared foods and hot meal solutions (!)	Ready-To-Eat - Purchase Decisions
739	HM661201	Purchased ready-to-eat - Primary Retailer Reason - Is located near where I live/work/commute	Ready-To-Eat - Purchase Decisions
740	HM671101	Purchasing ready-to-eat - Avoid Retailer Reason - Limited food options to choose from	Ready-To-Eat - Purchase Decisions
741	HM672101	Purchasing ready-to-eat - Avoid Retailer Reason - High prices	Ready-To-Eat - Purchase Decisions
742	HM673101	Purchasing ready-to-eat - Avoid Retailer Reason - Rarely offers sales/promotions (!)	Ready-To-Eat - Purchase Decisions
743	HM674101	Purchasing ready-to-eat - Avoid Retailer Reason - Poor quality prepared foods and hot meal solutions	Ready-To-Eat - Purchase Decisions
744	HM675101	Purchasing ready-to-eat - Avoid Retailer Reason - Out of stock	Ready-To-Eat - Purchase Decisions
745	HM676101	Purchasing ready-to-eat - Avoid Retailer Reason - Limited store hours (!)	Ready-To-Eat - Purchase Decisions
746	HM677101	Purchasing ready-to-eat - Avoid Retailer Reason - Slow/inefficient store checkout	Ready-To-Eat - Purchase Decisions
747	HM679101	Purchasing ready-to-eat - Avoid Retailer Reason - Not located close to where I live/work/commute	Ready-To-Eat - Purchase Decisions
748	HM6710101	Purchasing ready-to-eat - Avoid Retailer Reason - Doesn't offer good portion sizes	Ready-To-Eat - Purchase Decisions
749	HM6711101	Purchasing ready-to-eat - Avoid Retailer Reason - Food is not fresh	Ready-To-Eat - Purchase Decisions
750	HM6712001	Purchasing ready-to-eat - Avoid Retailer Reason - Unavailability of options to suit different dietary needs (!)	Ready-To-Eat - Purchase Decisions
751	HM72A151	Purchased ready-to-eat [Mst Rct] - Add on item - Bottled / canned beverages (!)	Ready-To-Eat - Purchase Decisions
752	HM72A152	Purchased ready-to-eat [Mst Rct] - Add on item - Bagged salad (!)	Ready-To-Eat - Purchase Decisions
753	HM72A153	Purchased ready-to-eat [Mst Rct] - Add on item - Vegetables / fruit (!)	Ready-To-Eat - Purchase Decisions
754	HM72A154	Purchased ready-to-eat [Mst Rct] - Add on item - Bread (!)	Ready-To-Eat - Purchase Decisions
755	HM72A156	Purchased ready-to-eat [Mst Rct] - Add on item - Dessert (e.g. ice cream, cookies, cake, etc.) (!)	Ready-To-Eat - Purchase Decisions
756	HM843221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - Too expensive	Ready-To-Eat - Purchase Decisions
757	HM844221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - My household / family doesn't like them (!)	Ready-To-Eat - Purchase Decisions
758	HM845221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - Not enough variety offered (!)	Ready-To-Eat - Purchase Decisions
759	HM846221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - No healthy options offered (!)	Ready-To-Eat - Purchase Decisions
760	HM847221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - No fresh / high-quality options offered (!)	Ready-To-Eat - Purchase Decisions
761	HM849221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - Do not taste good / don't think they would taste good (!)	Ready-To-Eat - Purchase Decisions
762	HM8410221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - The ready-to-eat / prepared foods offered are not better than what I can cook at home	Ready-To-Eat - Purchase Decisions

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763	HM8412221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - It's a hassle to go into the store to pick up ready-to-eat / prepared foods (!)	Ready-To-Eat - Purchase Decisions
764	HM8413221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - I prefer home-cooked meals	Ready-To-Eat - Purchase Decisions
765	HM8414221	Did not purchase ready-to-eat [Pst 12 Mths] - Reason - I prefer cooking	Ready-To-Eat - Purchase Decisions
766	HM83211N7	Purchase ready-to-eat - Backup plan - Prepare dinner at home	Ready-To-Eat - Purchase Decisions
767	HM854231	Motivation to purchase more ready-to-eat - If they were more affordable	Ready-To-Eat - Purchase Decisions
768	HM855231	Motivation to purchase more ready-to-eat - If they offered more sales / promotions	Ready-To-Eat - Purchase Decisions
769	HM856231	Motivation to purchase more ready-to-eat - If they offered more variety (!)	Ready-To-Eat - Purchase Decisions
770	HM857231	Motivation to purchase more ready-to-eat - If they offered more healthy options (!)	Ready-To-Eat - Purchase Decisions
771	HM858231	Motivation to purchase more ready-to-eat - If they offered more fresh / high-quality options (!)	Ready-To-Eat - Purchase Decisions
772	HM8510231	Motivation to purchase more ready-to-eat - If they tasted better (!)	Ready-To-Eat - Purchase Decisions
773	HM8511231	Motivation to purchase more ready-to-eat - If they were better than what I can cook at home (!)	Ready-To-Eat - Purchase Decisions
774	HM8512231	Motivation to purchase more ready-to-eat - If they were better than what I can get from a fast food or full-service restaurant (!)	Ready-To-Eat - Purchase Decisions
775	HM8515231	Motivation to purchase more ready-to-eat - If they bundled everything I need for a complete supper meal in one package / price (e.g. chicken, potatoes, salad, and drinks in one package) (!)	Ready-To-Eat - Purchase Decisions
776	HM8517231	Motivation to purchase more ready-to-eat - Nothing would motivate me to buy ready-to-eat / prepared foods for supper more often	Ready-To-Eat - Purchase Decisions
777	HMQ5A41I	Weekday - Cleaning up after the meal - Cooking supper at home and consuming it the same day - Incidence	Eating at Home - Cleaning
778	HMQ5A41C	Weekday - Cleaning up after the meal - Cooking supper at home and consuming it the same day - Consumption (minutes)	Eating at Home - Cleaning
779	HMQ5A42I	Weekday - Cleaning up after the meal - Consuming supper leftovers that were cooked at home on a previous day - Incidence	Eating at Home - Cleaning
780	HMQ5A42C	Weekday - Cleaning up after the meal - Consuming supper leftovers that were cooked at home on a previous day - Consumption (minutes)	Eating at Home - Cleaning
781	HMQ5A43I	Weekday - Cleaning up after the meal - Heating up a frozen prepared meal for supper - Incidence	Eating at Home - Cleaning
782	HMQ5A43C	Weekday - Cleaning up after the meal - Heating up a frozen prepared meal for supper - Consumption (minutes)	Eating at Home - Cleaning
783	HMQ5A47I	Weekday - Cleaning up after the meal - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Incidence	Eating at Home - Cleaning
784	HMQ5A47C	Weekday - Cleaning up after the meal - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Consumption (minutes)	Eating at Home - Cleaning
785	HMQ5AA3I	Average week - Batch cooking - Cleaning up - Incidence	Eating at Home - Cleaning
786	HMQ5AA3C	Average week - Batch cooking - Cleaning up - Consumption (minutes)	Eating at Home - Cleaning
787	HMQ5B41I	Weekend - Cleaning up after the meal - Cooking supper at home and consuming it the same day - Incidence	Eating at Home - Cleaning
788	HMQ5B41C	Weekend - Cleaning up after the meal - Cooking supper at home and consuming it the same day - Consumption (minutes)	Eating at Home - Cleaning
789	HMQ5B42I	Weekend - Cleaning up after the meal - Consuming supper leftovers that were cooked at home on a previous day - Incidence	Eating at Home - Cleaning
790	HMQ5B42C	Weekend - Cleaning up after the meal - Consuming supper leftovers that were cooked at home on a previous day - Consumption (minutes)	Eating at Home - Cleaning
791	HMQ5B43I	Weekend - Cleaning up after the meal - Heating up a frozen prepared meal for supper - Incidence	Eating at Home - Cleaning
792	HMQ5B43C	Weekend - Cleaning up after the meal - Heating up a frozen prepared meal for supper - Consumption (minutes)	Eating at Home - Cleaning
793	HMQ5B47I	Weekend - Cleaning up after the meal - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Incidence	Eating at Home - Cleaning
794	HMQ5B47C	Weekend - Cleaning up after the meal - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Consumption (minutes)	Eating at Home - Cleaning
795	HMQ5A21I	Weekday - Cooking - Cooking supper at home and consuming it the same day - Incidence	Eating at Home - Cooking
796	HMQ5A21C	Weekday - Cooking - Cooking supper at home and consuming it the same day - Consumption (minutes)	Eating at Home - Cooking
797	HMQ5A22I	Weekday - Cooking - Consuming supper leftovers that were cooked at home on a previous day - Incidence	Eating at Home - Cooking
798	HMQ5A22C	Weekday - Cooking - Consuming supper leftovers that were cooked at home on a previous day - Consumption (minutes)	Eating at Home - Cooking
799	HMQ5A23I	Weekday - Cooking - Heating up a frozen prepared meal for supper - Incidence	Eating at Home - Cooking
800	HMQ5A23C	Weekday - Cooking - heating up a frozen prepared meal for supper - Consumption (minutes)	Eating at Home - Cooking
801	HMQ5A27I	Weekday - Cooking - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Incidence	Eating at Home - Cooking
802	HMQ5A27C	Weekday - Cooking - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Consumption (minutes)	Eating at Home - Cooking
803	HMQ5AA2I	Average week - Batch cooking - Cooking - Incidence	Eating at Home - Cooking
804	HMQ5AA2C	Average week - Batch cooking - Cooking - Consumption (minutes)	Eating at Home - Cooking
805	HMQ5B21I	Weekend - Cooking - Cooking supper at home and consuming it the same day - Incidence	Eating at Home - Cooking
806	HMQ5B21C	Weekend - Cooking - Cooking supper at home and consuming it the same day - Consumption (minutes)	Eating at Home - Cooking
807	HMQ5B22I	Weekend - Cooking - Consuming supper leftovers that were cooked at home on a previous day - Incidence	Eating at Home - Cooking
808	HMQ5B22C	Weekend - Cooking - Consuming supper leftovers that were cooked at home on a previous day - Consumption (minutes)	Eating at Home - Cooking
809	HMQ5B23I	Weekend - Cooking - Heating up a frozen prepared meal for supper - Incidence	Eating at Home - Cooking
810	HMQ5B23C	Weekend - Cooking - Heating up a frozen prepared meal for supper - Consumption (minutes)	Eating at Home - Cooking
811	HMQ5B27I	Weekend - Cooking - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Incidence	Eating at Home - Cooking
812	HMQ5B27C	Weekend - Cooking - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Consumption (minutes)	Eating at Home - Cooking
813	HMQ5A31I	Weekday - Eating - Cooking supper at home and consuming it the same day - Incidence	Eating at Home - Eating
814	HMQ5A31C	Weekday - Eating - Cooking supper at home and consuming it the same day - Consumption (minutes)	Eating at Home - Eating
815	HMQ5A32I	Weekday - Eating - Consuming supper leftovers that were cooked at home on a previous day - Incidence	Eating at Home - Eating
816	HMQ5A32C	Weekday - Eating - Consuming supper leftovers that were cooked at home on a previous day - Consumption	Eating at Home - Eating
817	HMQ5A33I	Weekday - Eating - Heating up a frozen prepared meal for supper - Incidence	Eating at Home - Eating
818	HMQ5A33C	Weekday - Eating - Heating up a frozen prepared meal for supper - Consumption (minutes)	Eating at Home - Eating
819	HMQ5A37I	Weekday - Eating - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Incidence	Eating at Home - Eating
820	HMQ5A37C	Weekday - Eating - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Consumption (minutes)	Eating at Home - Eating
821	HMQ5B31I	Weekend - Eating - Cooking supper at home and consuming it the same day - Incidence	Eating at Home - Eating
822	HMQ5B31C	Weekend - Eating - Cooking supper at home and consuming it the same day - Consumption (minutes)	Eating at Home - Eating
823	HMQ5B32I	Weekend - Eating - Consuming supper leftovers that were cooked at home on a previous day - Incidence	Eating at Home - Eating
824	HMQ5B32C	Weekend - Eating - Consuming supper leftovers that were cooked at home on a previous day - Consumption	Eating at Home - Eating

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825	HMQ5B33I	Weekend - Eating - Heating up a frozen prepared meal for supper - Incidence	Eating at Home - Eating
826	HMQ5B33C	Weekend - Eating - Heating up a frozen prepared meal for supper - Consumption (minutes)	Eating at Home - Eating
827	HMQ5B37I	Weekend - Eating - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Incidence	Eating at Home - Eating
828	HMQ5B37C	Weekend - Eating - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Consumption (minutes)	Eating at Home - Eating
829	HMQ5A11I	Weekday - Preparing ingredients - Cooking supper at home and consuming it the same day - Incidence	Eating at Home - Prepping
830	HMQ5A11C	Weekday - Preparing ingredients - Cooking supper at home and consuming it the same day - Consumption	Eating at Home - Prepping
831	HMQ5A12I	Weekday - Preparing ingredients - Consuming supper leftovers that were cooked at home on a previous day - Incidence	Eating at Home - Prepping
832	HMQ5A12C	Weekday - Preparing ingredients - Consuming supper leftovers that were cooked at home on a previous day - Consumption (minutes)	Eating at Home - Prepping
833	HMQ5A13I	Weekday - Preparing ingredients - Heating up a frozen prepared meal for supper - Incidence	Eating at Home - Prepping
834	HMQ5A13C	Weekday - Preparing ingredients - Heating up a frozen prepared meal for supper - Consumption (minutes)	Eating at Home - Prepping
835	HMQ5A17I	Weekday - Preparing ingredients - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Incidence	Eating at Home - Prepping
836	HMQ5A17C	Weekday - Preparing ingredients - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Consumption (minutes)	Eating at Home - Prepping
837	HMQ5B11I	Weekend - Preparing ingredients - Cooking supper at home and consuming it the same day - Incidence	Eating at Home - Prepping
838	HMQ5B11C	Weekend - Preparing ingredients - Cooking supper at home and consuming it the same day - Consumption	Eating at Home - Prepping
839	HMQ5B12I	Weekend - Preparing ingredients - Consuming supper leftovers that were cooked at home on a previous day - Incidence	Eating at Home - Prepping
840	HMQ5B12C	Weekend - Preparing ingredients - Consuming supper leftovers that were cooked at home on a previous day - Consumption (minutes)	Eating at Home - Prepping
841	HMQ5B13I	Weekend - Preparing ingredients - Heating up a frozen prepared meal for supper - Incidence	Eating at Home - Prepping
842	HMQ5B13C	Weekend - Preparing ingredients - Heating up a frozen prepared meal for supper - Consumption (minutes)	Eating at Home - Prepping
843	HMQ5B17I	Weekend - Preparing ingredients - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Incidence	Eating at Home - Prepping
844	HMQ5B17C	Weekend - Preparing ingredients - Purchasing ready-to-eat / prepared foods for supper from a retailer's prepared foods counter - Consumption (minutes)	Eating at Home - Prepping
845	HMQ5AA1I	Average week - Batch cooking - Preparing ingredients - Incidence	Eating at Home - Prepping
846	HMQ5AA1C	Average week - Batch cooking - Preparing ingredients - Consumption (minutes)	Eating at Home - Prepping
847	HMQ6A110I	Weekdays - Choosing foods to order - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Incidence	Eating Out - Choosing
848	HMQ6A110C	Weekdays - Choosing foods to order - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Consumption (minutes)	Eating Out - Choosing
849	HMQ6A111I	Weekdays - Choosing foods to order - A sit-down meal for supper at a fast food restaurant - Incidence	Eating Out - Choosing
850	HMQ6A111C	Weekdays - Choosing foods to order - A sit-down meal for supper at a fast food restaurant - Consumption	Eating Out - Choosing
851	HMQ6A112I	Weekdays - Choosing foods to order - A sit-down meal for supper at a full-service restaurant - Incidence	Eating Out - Choosing
852	HMQ6A112C	Weekdays - Choosing foods to order - A sit-down meal for supper at a full-service restaurant - Consumption (minutes)	Eating Out - Choosing
853	HMQ6A118I	Weekdays - Choosing foods to order - Ordering food for delivery for supper through a food ordering & delivery app / website - Incidence (!)	Eating Out - Choosing
854	HMQ6A118C	Weekdays - Choosing foods to order - Ordering food for delivery for supper through a food ordering & delivery app / website - Consumption (minutes) (!)	Eating Out - Choosing
855	HMQ6A119I	Weekdays - Choosing foods to order - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Incidence	Eating Out - Choosing
856	HMQ6A119C	Weekdays - Choosing foods to order - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Consumption (minutes)	Eating Out - Choosing
857	HMQ6B110I	Weekends - Choosing foods to order - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Incidence	Eating Out - Choosing
858	HMQ6B110C	Weekends - Choosing foods to order - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Consumption (minutes)	Eating Out - Choosing
859	HMQ6B111I	Weekends - Choosing foods to order - A sit-down meal for supper at a fast food restaurant - Incidence	Eating Out - Choosing
860	HMQ6B111C	Weekends - Choosing foods to order - A sit-down meal for supper at a fast food restaurant - Consumption	Eating Out - Choosing
861	HMQ6B112I	Weekends - Choosing foods to order - A sit-down meal for supper at a full-service restaurant - Incidence	Eating Out - Choosing
862	HMQ6B112C	Weekends - Choosing foods to order - A sit-down meal for supper at a full-service restaurant - Consumption (minutes)	Eating Out - Choosing
863	HMQ6B118I	Weekends - Choosing foods to order - Ordering food for delivery for supper through a food ordering & delivery app / website - Incidence (!)	Eating Out - Choosing
864	HMQ6B118C	Weekends - Choosing foods to order - Ordering food for delivery for supper through a food ordering & delivery app / website - Consumption (minutes) (!)	Eating Out - Choosing
865	HMQ6B119I	Weekends - Choosing foods to order - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Incidence	Eating Out - Choosing
866	HMQ6B119C	Weekends - Choosing foods to order - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Consumption (minutes)	Eating Out - Choosing
867	HMQ6A310I	Weekdays - Eating - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Incidence	Eating Out - Eating
868	HMQ6A310C	Weekdays - Eating - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Consumption (minutes)	Eating Out - Eating
869	HMQ6A311I	Weekdays - Eating - A sit-down meal for supper at a fast food restaurant - Incidence	Eating Out - Eating
870	HMQ6A311C	Weekdays - Eating - A sit-down meal for supper at a fast food restaurant - Consumption (minutes)	Eating Out - Eating
871	HMQ6A312I	Weekdays - Eating - A sit-down meal for supper at a full-service restaurant - Incidence	Eating Out - Eating
872	HMQ6A312C	Weekdays - Eating - A sit-down meal for supper at a full-service restaurant - Consumption (minutes)	Eating Out - Eating
873	HMQ6A38I	Weekdays - Eating - Ordering food for delivery for supper through a food ordering & delivery app / website - Incidence (!)	Eating Out - Eating
874	HMQ6A38C	Weekdays - Eating - Ordering food for delivery for supper through a food ordering & delivery app / website - Consumption (minutes) (!)	Eating Out - Eating
875	HMQ6A39I	Weekdays - Eating - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Incidence	Eating Out - Eating
876	HMQ6A39C	Weekdays - Eating - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Consumption (minutes)	Eating Out - Eating
877	HMQ6B310I	Weekends - Eating - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Incidence	Eating Out - Eating
878	HMQ6B310C	Weekends - Eating - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Consumption (minutes)	Eating Out - Eating

ORDER	VARIABLE	DESCRIPTION	CATEGORY
879	HMQ6B311I	Weekends - Eating - A sit-down meal for supper at a fast food restaurant - Incidence	Eating Out - Eating
880	HMQ6B311C	Weekends - Eating - A sit-down meal for supper at a fast food restaurant - Consumption (minutes)	Eating Out - Eating
881	HMQ6B312I	Weekends - Eating - A sit-down meal for supper at a full-service restaurant - Incidence	Eating Out - Eating
882	HMQ6B312C	Weekends - Eating - A sit-down meal for supper at a full-service restaurant - Consumption (minutes)	Eating Out - Eating
883	HMQ6B38I	Weekends - Eating - Ordering food for delivery for supper through a food ordering & delivery app / website - Incidence (!)	Eating Out - Eating
884	HMQ6B38C	Weekends - Eating - Ordering food for delivery for supper through a food ordering & delivery app / website - Consumption (minutes) (!)	Eating Out - Eating
885	HMQ6B39I	Weekends - Eating - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Incidence	Eating Out - Eating
886	HMQ6B39C	Weekends - Eating - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Consumption (minutes)	Eating Out - Eating
887	HMQ6A210I	Weekdays - Waiting for food to be ready - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Incidence	Eating Out - Waiting
888	HMQ6A210C	Weekdays - Waiting for food to be ready - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Consumption (minutes)	Eating Out - Waiting
889	HMQ6A211I	Weekdays - Waiting for food to be ready - A sit-down meal for supper at a fast food restaurant - Incidence	Eating Out - Waiting
890	HMQ6A211C	Weekdays - Waiting for food to be ready - A sit-down meal for supper at a fast food restaurant - Consumption (minutes)	Eating Out - Waiting
891	HMQ6A212I	Weekdays - Waiting for food to be ready - A sit-down meal for supper at a full-service restaurant - Incidence	Eating Out - Waiting
892	HMQ6A212C	Weekdays - Waiting for food to be ready - A sit-down meal for supper at a full-service restaurant - Consumption (minutes)	Eating Out - Waiting
893	HMQ6A228I	Weekdays - Waiting for food to be ready - Ordering food for delivery for supper through a food ordering & delivery app / website - Incidence (!)	Eating Out - Waiting
894	HMQ6A228C	Weekdays - Waiting for food to be ready - Ordering food for delivery for supper through a food ordering & delivery app / website - Consumption (minutes) (!)	Eating Out - Waiting
895	HMQ6A229I	Weekdays - Waiting for food to be ready - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Incidence	Eating Out - Waiting
896	HMQ6A229C	Weekdays - Waiting for food to be ready - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Consumption (minutes)	Eating Out - Waiting
897	HMQ6B210I	Weekends - Waiting for food to be ready - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Incidence	Eating Out - Waiting
898	HMQ6B210C	Weekends - Waiting for food to be ready - Ordering takeout food for pickup at the restaurant or at the drive thru for supper - Consumption (minutes)	Eating Out - Waiting
899	HMQ6B211I	Weekends - Waiting for food to be ready - A sit-down meal for supper at a fast food restaurant - Incidence	Eating Out - Waiting
900	HMQ6B211C	Weekends - Waiting for food to be ready - A sit-down meal for supper at a fast food restaurant - Consumption (minutes)	Eating Out - Waiting
901	HMQ6B212I	Weekends - Waiting for food to be ready - A sit-down meal for supper at a full-service restaurant - Incidence	Eating Out - Waiting
902	HMQ6B212C	Weekends - Waiting for food to be ready - A sit-down meal for supper at a full-service restaurant - Consumption (minutes)	Eating Out - Waiting
903	HMQ6B228I	Weekends - Waiting for food to be ready - Ordering food for delivery for supper through a food ordering & delivery app / website - Incidence (!)	Eating Out - Waiting
904	HMQ6B228C	Weekends - Waiting for food to be ready - Ordering food for delivery for supper through a food ordering & delivery app / website - Consumption (minutes) (!)	Eating Out - Waiting
905	HMQ6B229I	Weekends - Waiting for food to be ready - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Incidence	Eating Out - Waiting
906	HMQ6B229C	Weekends - Waiting for food to be ready - Ordering food for delivery for supper directly from the restaurant by phone / restaurant app / website - Consumption (minutes)	Eating Out - Waiting
907	EI9101	Buy locally grown produce - Yes	Food Supply
908	EI29111	Buy locally produced products of Canada - Yes	Food Supply
909	EI30121	Buying local products of Canada - Very important	Food Supply
910	EI30122	Buying local products of Canada - Somewhat important	Food Supply
911	EI30123	Buying local products of Canada - Neutral	Food Supply
912	EI30124	Buying local products of Canada - Somewhat unimportant (*)	Food Supply
913	EI30125	Buying local products of Canada - Not at all important (*)	Food Supply
914	H41A1333	Food supply - The safety of the food supply in canada - Not at all concerned	Food Supply
915	H41A1332	Food supply - The safety of the food supply in canada - Somewhat concerned	Food Supply
916	H41A1331	Food supply - The safety of the food supply in canada - Very concerned	Food Supply
917	H41A2333	Food supply - The safety of domestic foods grown/produced and processed in canada - Not at all concerned	Food Supply
918	H41A2332	Food supply - The safety of domestic foods grown/produced and processed in canada - Somewhat concerned	Food Supply
919	H41A2331	Food supply - The safety of domestic foods grown/produced and processed in canada - Very concerned	Food Supply
920	H41A3333	Food supply - The food safety of imported foods - Not at all concerned	Food Supply
921	H41A3332	Food supply - The food safety of imported foods - Somewhat concerned	Food Supply
922	H41A3331	Food supply - The food safety of imported foods - Very concerned	Food Supply
923	H41A4333	Food supply - Care of animals in the food industry - Not at all concerned	Food Supply
924	H41A4332	Food supply - Care of animals in the food industry - Somewhat concerned	Food Supply
925	H41A4331	Food supply - Care of animals in the food industry - Very concerned	Food Supply
926	H421341	Food supply - Avoiding - Farm-raised salmon / fish	Food Supply
927	H422341	Food supply - Avoiding - Tilapia	Food Supply
928	H423341	Food supply - Avoiding - Tuna (!)	Food Supply
929	H424341	Food supply - Avoiding - Regular eggs (eggs that are not organic, not free-range) (!)	Food Supply
930	H425341	Food supply - Avoiding - Processed meats (sliced meats / bologna, hot dogs, etc.)	Food Supply
931	H426341	Food supply - Avoiding - Processed dairy (processed cheese, spreadable cheese, yogurt, etc.) (!)	Food Supply
932	H427341	Food supply - Avoiding - Bacon (!)	Food Supply
933	H428341	Food supply - Avoiding - Imported beef (non-Canadian beef)	Food Supply
934	H421K341	Food supply - Avoiding - Canadian beef (*)	Food Supply
935	H4211341	Food supply - Avoiding - Products containing genetically engineered and/or modified organisms (GMOs)	Food Supply
936	H4212341	Food supply - Avoiding - Produce grown outside of North America	Food Supply
937	H4213341	Food supply - Avoiding - Products made/packaged outside of North America	Food Supply
938	H4215341	Food supply - Avoiding - Meat raised with hormones / antibiotics	Food Supply
939	H4216341	Food supply - Avoiding - Other (!)	Food Supply
940	H261361	Organic food associations - Minimal to no chemical pesticides and artificial fertilizers	Organic Foods
941	H262361	Organic food associations - Foods that are produced through processes that are free of genetically engineered and/or modified organisms (GMOs)	Organic Foods

ORDER	VARIABLE	DESCRIPTION	CATEGORY
942	H263361	Organic food associations - Less harmful to/protects the environment	Organic Foods
943	H264361	Organic food associations - Healthier/more nutritious	Organic Foods
944	H265361	Organic food associations - Special attention to the safe treatment/welfare of animals	Organic Foods
945	H266361	Organic food associations - Tastes better	Organic Foods
946	H267361	Organic food associations - Fresher	Organic Foods
947	H268361	Organic food associations - Safer than foods produced by traditional means	Organic Foods
948	H269361	Organic food associations - More expensive	Organic Foods
949	H2610361	Organic food associations - Shorter shelf-life	Organic Foods
950	H281371	Organic food purchased [Pst 12 Mths] - Bagged salad (!)	Organic Foods
951	H283371	Organic food purchased [Pst 12 Mths] - Bread / grains / rice (!)	Organic Foods
952	H28041371	Organic food purchased [Pst 12 Mths] - Cereal (*)	Organic Foods
953	H285373	Organic food purchased [Pst 12 Mths] - Cheese (*)	Organic Foods
954	H286373	Organic food purchased [Pst 12 Mths] - Coffee (!)	Organic Foods
955	H287371	Organic food purchased [Pst 12 Mths] - Eggs	Organic Foods
956	H288371	Organic food purchased [Pst 12 Mths] - Fruit	Organic Foods
957	H2891371	Organic food purchased [Pst 12 Mths] - Juices / fruit drinks (*)	Organic Foods
958	H2810371	Organic food purchased [Pst 12 Mths] - Vegetables	Organic Foods
959	H2811371	Organic food purchased [Pst 12 Mths] - Meat (!)	Organic Foods
960	H2812373	Organic food purchased [Pst 12 Mths] - Dairy milk (!)	Organic Foods
961	H28131373	Organic food purchased [Pst 12 Mths] - Pasta (*)	Organic Foods
962	H2814371	Organic food purchased [Pst 12 Mths] - Pre-packaged vegetables (other than bagged salad) (!)	Organic Foods
963	H2815K73	Organic food purchased [Pst 12 Mths] - Tea (!)	Organic Foods
964	H2816373	Organic food purchased [Pst 12 Mths] - Yogurt (!)	Organic Foods
965	H2817371	Organic food purchased [Pst 12 Mths] - Fish / seafood (!)	Organic Foods
966	H281911	Organic food purchased [Pst 12 Mths] - Have purchased organic foods before, but not in the past 12 months	Organic Foods
967	H282011	Organic food purchased [Pst 12 Mths] - Have never purchased organically grown or produced foods	Organic Foods
968	H292381	Organic food where purchased [Pst 12 Mths] - Conventional grocery store (e.g. Metro, Loblaw's, Sobey's)	Organic Foods
969	H295381	Organic food where purchased [Pst 12 Mths] - Discount grocery store (e.g. No Frills, Maxi, Real Canadian Superstore)	Organic Foods
970	H297381	Organic food where purchased [Pst 12 Mths] - Farm/farmers' market	Organic Foods
971	H298382	Organic food where purchased [Pst 12 Mths] - Health food store (*)	Organic Foods
972	H299381	Organic food where purchased [Pst 12 Mths] - Mass merchandiser (e.g. Walmart) (!)	Organic Foods
973	H2910382	Organic food where purchased [Pst 12 Mths] - Organic grocery store (*)	Organic Foods
974	H2911381	Organic food where purchased [Pst 12 Mths] - Warehouse club store (e.g. Costco)	Organic Foods
975	H431391	Purchased Organic food - Reason - Eliminate or minimize use of chemical pesticides and artificial fertilizers in the production process	Organic Foods
976	H432391	Purchased Organic food - Reason - Free of genetically engineered and/or modified organisms (GMOs)	Organic Foods
977	H433391	Purchased Organic food - Reason - Special attention to the safe treatment/welfare of animals (!)	Organic Foods
978	H434391	Purchased Organic food - Reason - Tastes better	Organic Foods
979	H435391	Purchased Organic food - Reason - Fresher (!)	Organic Foods
980	H436391	Purchased Organic food - Reason - Healthier / more nutritious	Organic Foods
981	H437391	Purchased Organic food - Reason - Less harmful to/protects the environment	Organic Foods
982	H438391	Purchased Organic food - Reason - Safer than foods produced by traditional means (!)	Organic Foods
983	H439391	Purchased Organic food - Reason - Like to try new products (*)	Organic Foods
984	H4310391	Purchased Organic food - Reason - Buy it when it's on sale	Organic Foods
985	H4311391	Purchased Organic food - Reason - Buy it when it's the same price or cheaper than the non-organic option	Organic Foods
986	H4312391	Purchased Organic food - Reason - Supports local farmers	Organic Foods
987	H4313391	Purchased Organic food - Reason - Buy it when the non-organic option is not available (!)	Organic Foods
988	H4314391	Purchased Organic food - Reason - Buy it when it looks more visually appealing than the non-organic option (!)	Organic Foods
989	H7614A1	Packaged Food Purchased [Pst 12 Mths] - Cookies	Packaged Foods
990	H7624A1	Packaged Food Purchased [Pst 12 Mths] - Granola bars	Packaged Foods
991	H7634A1	Packaged Food Purchased [Pst 12 Mths] - Energy bars / protein bars	Packaged Foods
992	H7644A1	Packaged Food Purchased [Pst 12 Mths] - Granola / trail mix	Packaged Foods
993	H7654A1	Packaged Food Purchased [Pst 12 Mths] - Cold cereal	Packaged Foods
994	H7664A1	Packaged Food Purchased [Pst 12 Mths] - Salty snacks	Packaged Foods
995	H7674A1	Packaged Food Purchased [Pst 12 Mths] - Packaged bread / bread products	Packaged Foods
996	H7684A1	Packaged Food Purchased [Pst 12 Mths] - Chocolate	Packaged Foods
997	H7694A1	Packaged Food Purchased [Pst 12 Mths] - Candy	Packaged Foods
998	H76104A1	Packaged Food Purchased [Pst 12 Mths] - Fruit snacks	Packaged Foods
999	H76114A1	Packaged Food Purchased [Pst 12 Mths] - Yogurt	Packaged Foods
1000	H76124A1	Packaged Food Purchased [Pst 12 Mths] - Pudding / applesauce	Packaged Foods
1001	H76134A1	Packaged Food Purchased [Pst 12 Mths] - Spreads	Packaged Foods
1002	H571201	Increased intake - Protein - Beef	Protein
1003	H572201	Increased intake - Protein - Pork	Protein
1004	H573201	Increased intake - Protein - Chicken	Protein
1005	H574201	Increased intake - Protein - Turkey	Protein
1006	H575201	Increased intake - Protein - Fish / seafood	Protein
1007	H576201	Increased intake - Protein - Protein powder (!)	Protein
1008	H577201	Increased intake - Protein - Protein supplements (*)	Protein
1009	H578201	Increased intake - Protein - Cheese	Protein
1010	H579201	Increased intake - Protein - Yogurt	Protein
1011	H5710201	Increased intake - Protein - Tofu (*)	Protein
1012	H5711201	Increased intake - Protein - Beans	Protein
1013	H5714201	Increased intake - Protein - Plant-based proteins (!)	Protein
1014	H5712201	Increased intake - Protein - Peanuts / tree nuts / seeds	Protein
1015	H5713201	Increased intake - Protein - Eggs	Protein
1016	H5719201	Increased intake - Protein - Protein bars (!)	Protein
1017	H5715201	Increased intake - Protein - Veal (*)	Protein
1018	H5716201	Increased intake - Protein - Lamb (*)	Protein
1019	H5717201	Increased intake - Protein - Dairy milk	Protein
1020	H5718201	Increased intake - Protein - Cottage cheese (!)	Protein
1021	H5720201	Increased intake - Protein - Non-dairy alternative beverages (e.g. almond milk, soy milk) (!)	Protein
1022	H7161	Reduced intake - Sugar - Reducing intake of products containing sugar	Sweeteners
1023	H7261	Reduced intake - Sugar - Eliminating products containing sugar from diet	Sweeteners
1024	H7361	Reduced intake - Sugar - Using artificial sweeteners in place of sugar (!)	Sweeteners

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1025	H7461	Reduced intake - Sugar - Using natural sweeteners in place of sugar (!)	Sweeteners
1026	H7561	Reduced intake - Sugar - Actively looking for products that have reduced sugar content	Sweeteners
1027	H7661	Reduced intake - Sugar - Baking more frequently at home instead of purchasing prepackaged baked goods in the	Sweeteners
1028	H13181	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Ice cream/frozen desserts (!)	Sweeteners
1029	H13281	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Carbonated soft drinks	Sweeteners
1030	H13381	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Fruit juice (!)	Sweeteners
1031	H13481	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Powdered beverages	Sweeteners
1032	H13581	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Sports/athletic drinks (!)	Sweeteners
1033	H13681	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Caffeinated energy drinks (e.g., Red Bull, Monster, Rock Star)	Sweeteners
1034	H13781	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Yogurt (*)	Sweeteners
1035	H13881	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Candy / mints (!)	Sweeteners
1036	H13981	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Chewing gum (!)	Sweeteners
1037	H131081	Reduce intake of artificial sweeteners/sugar substitutes - Avoiding - Coffee sweeteners	Sweeteners
1038	H32A11181	Sweeteners - Aspartame - I avoid it as much as possible	Sweeteners
1039	H32A26181	Sweeteners - Aspartame - I check the ingredient list on food products in order to avoid it	Sweeteners
1040	H32A21181	Sweeteners - Aspartame - I've heard that it is unhealthy / i am concerned that it is bad for my health	Sweeteners
1041	H32A21114	Sweeteners - Cane Sugar - I avoid it as much as possible	Sweeteners
1042	H32A42181	Sweeteners - Cane Sugar - I check the ingredient list on food products in order to avoid it (!)	Sweeteners
1043	H32A49181	Sweeteners - Cane Sugar - I consider it to be an all-natural alternative sweetener	Sweeteners
1044	H32A28114	Sweeteners - Cane Sugar - I love the taste	Sweeteners
1045	H32A14114	Sweeteners - Cane Sugar - I use it frequently	Sweeteners
1046	H32A5181	Sweeteners - Cane Sugar - Is a healthy choice for me	Sweeteners
1047	H32A35114	Sweeteners - Cane Sugar - I've heard that it is unhealthy / i am concerned that it is bad for my health (!)	Sweeteners
1048	H32A15181	Sweeteners - High-fructose corn syrup - I avoid it as much as possible	Sweeteners
1049	H32A30181	Sweeteners - High-fructose corn syrup - I check the ingredient list on food products in order to avoid it	Sweeteners
1050	H32A20181	Sweeteners - High-fructose corn syrup - I love the taste (!)	Sweeteners
1051	H32A25181	Sweeteners - High-fructose corn syrup - I've heard that it is unhealthy / i am concerned that it is bad for my health	Sweeteners
1052	H32A48181	Sweeteners - Monk Fruit - I consider it to be an all-natural alternative sweetener (!)	Sweeteners
1053	H32A38181	Sweeteners - Monk Fruit - I don't know what this sweetener is	Sweeteners
1054	H32A6181	Sweeteners - Monk Fruit - Is a healthy choice for me (!)	Sweeteners
1055	H32A12181	Sweeteners - Splenda (sucralose-based sweetener) - I avoid it as much as possible	Sweeteners
1056	H32A27181	Sweeteners - Splenda (sucralose-based sweetener) - I check the ingredient list on food products in order to avoid it	Sweeteners
1057	H32A44181	Sweeteners - Splenda (sucralose-based sweetener) - I consider it to be an all-natural alternative sweetener (!)	Sweeteners
1058	H32A17181	Sweeteners - Splenda (sucralose-based sweetener) - I love the taste (!)	Sweeteners
1059	H32A7181	Sweeteners - Splenda (sucralose-based sweetener) - I use it frequently (!)	Sweeteners
1060	H32A2181	Sweeteners - Splenda (sucralose-based sweetener) - Is a healthy choice for me (!)	Sweeteners
1061	H32A22181	Sweeteners - Splenda (sucralose-based sweetener) - I've heard that it is unhealthy / i am concerned that it is bad for my health	Sweeteners
1062	H32A14181	Sweeteners - Stevia - I avoid it as much as possible	Sweeteners
1063	H32A29181	Sweeteners - Stevia - I check the ingredient list on food products in order to avoid it	Sweeteners
1064	H32A34181	Sweeteners - Stevia - I consider it to be an all-natural alternative sweetener	Sweeteners
1065	H32A53181	Sweeteners - Stevia - I don't know what this sweetener is (!)	Sweeteners
1066	H32A19181	Sweeteners - Stevia - I love the taste (!)	Sweeteners
1067	H32A9181	Sweeteners - Stevia - I use it frequently	Sweeteners
1068	H32A4181	Sweeteners - Stevia - Is a healthy choice for me	Sweeteners
1069	H32A24181	Sweeteners - Stevia - I've heard that it is unhealthy / i am concerned that it is bad for my health (!)	Sweeteners
1070	H32A13181	Sweeteners - Sweet n Low (saccharin-based sweetener) - I avoid it as much as possible	Sweeteners
1071	H32A28181	Sweeteners - Sweet n Low (saccharin-based sweetener) - I check the ingredient list on food products in order to avoid it	Sweeteners
1072	H32A40181	Sweeteners - Sweet n Low (saccharin-based sweetener) - I don't know what this sweetener is (!)	Sweeteners
1073	H32A23181	Sweeteners - Sweet n Low (saccharin-based sweetener) - I've heard that it is unhealthy / i am concerned that it is bad for my health	Sweeteners
1074	H151251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - Reduced sugar	Beverages
1075	H152251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - Sugar-free / unsweetened	Beverages
1076	H153251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - Low calorie	Beverages
1077	H154251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - Diet	Beverages
1078	H155251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - Sweetened with artificial sweetener (e.g., Aspartame, Splenda) (!)	Beverages
1079	H156251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - Not sweetened with artificial sweetener	Beverages
1080	H157251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - Sweetened with alternative sweeteners (e.g., agave, stevia)	Beverages
1081	H158251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - 100% juice/juice blend	Beverages
1082	H159251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - No added sugar	Beverages
1083	H1510251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - Cane Sugar (!)	Beverages
1084	H1512251	Reduce intake of artificial sweeteners/sugar substitutes - Sugar/sweetener attribute considered - None of these	Beverages
1085	H161261	Beverage consumption - Coffee	Beverages
1086	H162261	Beverage consumption - Tea	Beverages
1087	H163261	Beverage consumption - Regular soft drinks / pop	Beverages
1088	H164261	Beverage consumption - Diet soft drinks / pop	Beverages
1089	H165261	Beverage consumption - Juice / fruit drinks	Beverages
1090	H166261	Beverage consumption - Dairy milk	Beverages
1091	H167261	Beverage consumption - Non-dairy alternative milk	Beverages
1092	H168261	Beverage consumption - Bottled water	Beverages
1093	H169261	Beverage consumption - Tap water	Beverages
1094	H1610261	Beverage consumption - Filtered water	Beverages
1095	H1611261	Beverage consumption - Drink mixes (e.g., powders, syrups) (!)	Beverages
1096	H1613261	Beverage consumption - Juice / fruit drinks made from frozen concentrate	Beverages
1097	H1614261	Beverage consumption - Drinkable yogurt	Beverages
1098	H1615261	Beverage consumption - Energy drinks (*)	Beverages
1099	H1616261	Beverage consumption - Sport drinks	Beverages

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1100	H1617261	Beverage consumption - Homemade smoothies	Beverages
1101	H1618261	Beverage consumption - Pre-made / store-bought smoothies (*)	Beverages
1102	H1619261	Beverage consumption - Kombucha (!)	Beverages
1103	H1620261	Beverage consumption - Fresh pressed juice (!)	Beverages
1104	H1621261	Beverage consumption - Coconut Water (!)	Beverages
1105	H92A2111	Appealing food package claims - 1 gram of sugar per serving	Health - Label Claims
1106	H92A2211	Appealing food package claims - Reduced sugar	Health - Label Claims
1107	H92A2311	Appealing food package claims - Refined sugar free	Health - Label Claims
1108	H92A2411	Appealing food package claims - Sweetened with stevia (!)	Health - Label Claims
1109	H92A2511	Appealing food package claims - Contains real fruit	Health - Label Claims
1110	H92A2611	Appealing food package claims - Contains real vegetables	Health - Label Claims
1111	H92A2711	Appealing food package claims - Made with a unique healthy ingredient (e.g. chickpeas, cauliflower, sweet potato)	Health - Label Claims
1112	H92A2811	Appealing food package claims - Made with whole grains	Health - Label Claims
1113	H92A2911	Appealing food package claims - Made with whole wheat	Health - Label Claims
1114	H92A2101	Appealing food package claims - Dairy-free (!)	Health - Label Claims
1115	H92A21111	Appealing food package claims - Fat-free	Health - Label Claims
1116	H92A21211	Appealing food package claims - Gluten-free (!)	Health - Label Claims
1117	H92A213111	Appealing food package claims - No artificial colours / flavours	Health - Label Claims
1118	H92A214111	Appealing food package claims - Low Carb/ Keto	Health - Label Claims
1119	H92A215111	Appealing food package claims - Peanut-Free (*)	Health - Label Claims
1120	H92A216111	Appealing food package claims - Tree Nut-Free (*)	Health - Label Claims
1121	H92A217111	Appealing food package claims - Oil-free (*)	Health - Label Claims
1122	H92A218111	Appealing food package claims - Reduced fat	Health - Label Claims
1123	H92A219111	Appealing food package claims - Reduced salt / sodium	Health - Label Claims
1124	H92A220111	Appealing food package claims - No artificial ingredients	Health - Label Claims
1125	H92A221111	Appealing food package claims - Vegan/ Plant-Based (!)	Health - Label Claims
1126	H92A222111	Appealing food package claims - 100 calories per serving	Health - Label Claims
1127	H92A223111	Appealing food package claims - High fibre	Health - Label Claims
1128	H92A224111	Appealing food package claims - High protein	Health - Label Claims
1129	H92A225111	Appealing food package claims - Made in Canada	Health - Label Claims
1130	H53A14B1N3	Check Nutrition/ingredients information - Cookies - Not Important	Health - Nutrition Information
1131	H53A14B4N7	Check Nutrition/ingredients information - Cookies - Neutral	Health - Nutrition Information
1132	H5314B8N10	Check Nutrition/ingredients information - Cookies - Important (!)	Health - Nutrition Information
1133	H53A24B1N3	Check Nutrition/ingredients information - Granola bars - Not Important (*)	Health - Nutrition Information
1134	H53A24B4N7	Check Nutrition/ingredients information - Granola bars - Neutral	Health - Nutrition Information
1135	H5324B8N10	Check Nutrition/ingredients information - Granola bars - Important	Health - Nutrition Information
1136	H53A44B1N3	Check Nutrition/ingredients information - Granola / trail mix - Not Important (*)	Health - Nutrition Information
1137	H53A44B4N7	Check Nutrition/ingredients information - Granola / trail mix - Neutral	Health - Nutrition Information
1138	H5344B8N10	Check Nutrition/ingredients information - Granola / trail mix - Important	Health - Nutrition Information
1139	H53A54B1N3	Check Nutrition/ingredients information - Cold cereal - Not Important (!)	Health - Nutrition Information
1140	H53A54B4N7	Check Nutrition/ingredients information - Cold cereal - Neutral	Health - Nutrition Information
1141	H5354B8N10	Check Nutrition/ingredients information - Cold cereal - Important	Health - Nutrition Information
1142	H53A64B1N3	Check Nutrition/ingredients information - Salty snacks - Not Important	Health - Nutrition Information
1143	H53A64B4N7	Check Nutrition/ingredients information - Salty snacks - Neutral	Health - Nutrition Information
1144	H5364B8N10	Check Nutrition/ingredients information - Salty snacks - Important	Health - Nutrition Information
1145	H53A74B1N3	Check Nutrition/ingredients information - Packaged bread / bread products - Not Important (!)	Health - Nutrition Information
1146	H53A74B4N7	Check Nutrition/ingredients information - Packaged bread / bread products - Neutral	Health - Nutrition Information
1147	H5374B8N10	Check Nutrition/ingredients information - Packaged bread / bread products - Important	Health - Nutrition Information
1148	H53A84B1N3	Check Nutrition/ingredients information - Chocolate - Not Important	Health - Nutrition Information
1149	H53A84B4N7	Check Nutrition/ingredients information - Chocolate - Neutral	Health - Nutrition Information
1150	H5384B8N10	Check Nutrition/ingredients information - Chocolate - Important	Health - Nutrition Information
1151	H53A94B1N3	Check Nutrition/ingredients information - Candy - Not Important	Health - Nutrition Information
1152	H53A94B4N7	Check Nutrition/ingredients information - Candy - Neutral	Health - Nutrition Information
1153	H53A94B4N10	Check Nutrition/ingredients information - Candy - Important (*)	Health - Nutrition Information
1154	H53104B1N3	Check Nutrition/ingredients information - Fruit snacks - Not Important (*)	Health - Nutrition Information
1155	H53104B4N7	Check Nutrition/ingredients information - Fruit snacks - Neutral	Health - Nutrition Information
1156	H53104B4N10	Check Nutrition/ingredients information - Fruit snacks - Important (!)	Health - Nutrition Information
1157	H53114B1N3	Check Nutrition/ingredients information - Yogurt - Not Important (*)	Health - Nutrition Information
1158	H53114B4N7	Check Nutrition/ingredients information - Yogurt - Neutral	Health - Nutrition Information
1159	H53114B810	Check Nutrition/ingredients information - Yogurt - Important	Health - Nutrition Information
1160	H53124B1N3	Check Nutrition/ingredients information - Pudding / applesauce - Not Important (*)	Health - Nutrition Information
1161	H53124B4N7	Check Nutrition/ingredients information - Pudding / applesauce - Neutral	Health - Nutrition Information
1162	H53124B4N10	Check Nutrition/ingredients information - Pudding / applesauce - Important	Health - Nutrition Information
1163	H53134B1N3	Check Nutrition/ingredients information - Spreads - Not Important (!)	Health - Nutrition Information
1164	H53134B4N7	Check Nutrition/ingredients information - Spreads - Neutral	Health - Nutrition Information
1165	H53134B810	Check Nutrition/ingredients information - Spreads - Important	Health - Nutrition Information
1166	H8162	Most challenging to reduce - Caffeine (!)	Health - Nutrition Information
1167	H8163	Most challenging to reduce - Calories (!)	Health - Nutrition Information
1168	H8164	Most challenging to reduce - Carbohydrates	Health - Nutrition Information
1169	H8167	Most challenging to reduce - Salt/sodium	Health - Nutrition Information
1170	H8169	Most challenging to reduce - Sugar	Health - Nutrition Information
1171	H83116B1	Most important to include in diet - Carbohydrates (!)	Health - Nutrition Information
1172	H83216B1	Most important to include in diet - Fats (!)	Health - Nutrition Information
1173	H83316B1	Most important to include in diet - Fibre	Health - Nutrition Information
1174	H83416B1	Most important to include in diet - Vitamins / minerals	Health - Nutrition Information
1175	H83516B1	Most important to include in diet - Protein	Health - Nutrition Information
1176	H83616B1	Most important to include in diet - Water	Health - Nutrition Information
1177	H3A131	Health matters - Losing weight - Not concerned at all	Health - Personal
1178	H3A132	Health matters - Losing weight - Not very concerned	Health - Personal
1179	H3A133	Health matters - Losing weight - Somewhat concerned	Health - Personal
1180	H3A134	Health matters - Losing weight - Very concerned	Health - Personal
1181	H3A2331	Health matters - Minimizing potential future health problems - Not concerned at all (*)	Health - Personal
1182	H3A2332	Health matters - Minimizing potential future health problems - Not very concerned	Health - Personal
1183	H3A2333	Health matters - Minimizing potential future health problems - Somewhat concerned	Health - Personal

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1184	H3A2314	Health matters - Minimizing potential future health problems - Very concerned	Health - Personal
1185	H3A3331	Health matters - Reducing stress - Not concerned at all (!)	Health - Personal
1186	H3A3332	Health matters - Reducing stress - Not very concerned	Health - Personal
1187	H3A3333	Health matters - Reducing stress - Somewhat concerned	Health - Personal
1188	H3K3334	Health matters - Reducing stress - Very concerned	Health - Personal
1189	H5141	Preventative Health Care - Drinking water more often	Health - Personal
1190	H5241	Preventative Health Care - Exercising more often	Health - Personal
1191	H5341	Preventative Health Care - Incorporating more fresh fruits and vegetables into diet	Health - Personal
1192	H5441	Preventative Health Care - Incorporating more whole grains into diet	Health - Personal
1193	H5541	Preventative Health Care - Incorporating more fibre into diet	Health - Personal
1194	H5641	Preventative Health Care - Monitoring cholesterol	Health - Personal
1195	H5741	Preventative Health Care - Monitoring vitamin intake	Health - Personal
1196	H5841	Preventative Health Care - Participating in a weight-loss program (!)	Health - Personal
1197	H5941	Preventative Health Care - Reducing intake of carbonated soft drinks	Health - Personal
1198	H51041	Preventative Health Care - Reducing intake of sugar	Health - Personal
1199	H51141	Preventative Health Care - Reducing intake of artificial sweeteners/sugar substitutes	Health - Personal
1200	H51241	Preventative Health Care - Reducing intake of salt/sodium	Health - Personal
1201	H51341	Preventative Health Care - Reducing intake of red meat/processed meats	Health - Personal
1202	H51441	Preventative Health Care - Quitting smoking (*)	Health - Personal
1203	H51541	Preventative Health Care - Consuming more natural foods	Health - Personal
1204	H51641	Preventative Health Care - Consuming more organic foods (!)	Health - Personal
1205	H51741	Preventative Health Care - Introducing a more balanced diet	Health - Personal
1206	H51841	Preventative Health Care - Living a balanced lifestyle	Health - Personal
1207	H494AA1	Has chronic medical/health condition that affects the household diet - Yes	Health - Personal
1208	H494AA2	Has chronic medical/health condition that affects the household diet - No	Health - Personal
1209	H494AA3	Has chronic medical/health condition that affects the household diet - Prefer not to say (*)	Health - Personal
1210	H5031	Chronic medical/health condition that affects the household diet - Anxiety/Panic Disorder (!)	Health - Personal
1211	H5041	Chronic medical/health condition that affects the household diet - Arthritis (!)	Health - Personal
1212	H5061	Chronic medical/health condition that affects the household diet - Osteoarthritis (!)	Health - Personal
1213	H5071	Chronic medical/health condition that affects the household diet - Asthma (!)	Health - Personal
1214	H50141	Chronic medical/health condition that affects the household diet - Chronic Pain (!)	Health - Personal
1215	H50221	Chronic medical/health condition that affects the household diet - Depression (!)	Health - Personal
1216	H50241	Chronic medical/health condition that affects the household diet - Type 2 Diabetes	Health - Personal
1217	H50301	Chronic medical/health condition that affects the household diet - Headaches/Migraines (!)	Health - Personal
1218	H50351	Chronic medical/health condition that affects the household diet - High Cholesterol (!)	Health - Personal
1219	H50361	Chronic medical/health condition that affects the household diet - Hypertension (!)	Health - Personal
1220	H50371	Chronic medical/health condition that affects the household diet - High Blood Pressure	Health - Personal
1221	H50451	Chronic medical/health condition that affects the household diet - Obesity (!)	Health - Personal
1222	H50531	Chronic medical/health condition that affects the household diet - Thyroid Issues/Conditions (!)	Health - Personal
1223	H88A811	Physical activity level - I engage in physical activity everyday	Health - Personal
1224	H88A822	Physical activity level - I engage in physical activity a few times a week	Health - Personal
1225	H88A833	Physical activity level - I engage in physical activity once a week (!)	Health - Personal
1226	H88A844	Physical activity level - I engage in physical activity a few times a month (!)	Health - Personal
1227	H88A855	Physical activity level - I engage in physical activity infrequently	Health - Personal
1228	H88A866	Physical activity level - I do not engage in any physical activity	Health - Personal
1229	H103A311	Legally consumed cannabis - Ever - Yes	Health - Personal
1230	H103A322	Legally consumed cannabis - Ever - No	Health - Personal
1231	H103A333	Legally consumed cannabis - Ever - Prefer not to answer (*)	Health - Personal
1232	H100A011	Legally consume cannabis [Nxt 12 Mths] - Likelihood - Extremely likely (!)	Health - Personal
1233	H100A022	Legally consume cannabis [Nxt 12 Mths] - Likelihood - Very likely (*)	Health - Personal
1234	H100A033	Legally consume cannabis [Nxt 12 Mths] - Likelihood - Somewhat likely (!)	Health - Personal
1235	H100A044	Legally consume cannabis [Nxt 12 Mths] - Likelihood - Not very likely	Health - Personal
1236	H100A055	Legally consume cannabis [Nxt 12 Mths] - Likelihood - Not likely at all	Health - Personal
1237	H6151	Reduced intake [Pst 3 Mths] - Animal products (meat, eggs, and dairy) (!)	Health - Dietary Changes/Restrictions
1238	H6251	Reduced intake [Pst 3 Mths] - Artificial sweeteners/sugar substitutes	Health - Dietary Changes/Restrictions
1239	H6351	Reduced intake [Pst 3 Mths] - Caffeine	Health - Dietary Changes/Restrictions
1240	H6451	Reduced intake [Pst 3 Mths] - Calories	Health - Dietary Changes/Restrictions
1241	H6551	Reduced intake [Pst 3 Mths] - Carbohydrates	Health - Dietary Changes/Restrictions
1242	H6651	Reduced intake [Pst 3 Mths] - Cholesterol	Health - Dietary Changes/Restrictions
1243	H6751	Reduced intake [Pst 3 Mths] - Gluten (!)	Health - Dietary Changes/Restrictions
1244	H6851	Reduced intake [Pst 3 Mths] - Red meats / processed meats	Health - Dietary Changes/Restrictions
1245	H6951	Reduced intake [Pst 3 Mths] - Salt/sodium	Health - Dietary Changes/Restrictions
1246	H61051	Reduced intake [Pst 3 Mths] - Saturated fat	Health - Dietary Changes/Restrictions
1247	H61151	Reduced intake [Pst 3 Mths] - Sugar	Health - Dietary Changes/Restrictions
1248	H61251	Reduced intake [Pst 3 Mths] - Trans fat	Health - Dietary Changes/Restrictions
1249	H61351	Reduced intake [Pst 3 Mths] - Unsaturated fat (!)	Health - Dietary Changes/Restrictions
1250	H61451	Reduced intake [Pst 3 Mths] - Dairy products (e.g. milk, cheese, butter, yogurt, ice cream, etc.) (!)	Health - Dietary Changes/Restrictions
1251	H31A1151	Reducing intake - Calories - Not at all concerned	Health - Dietary Changes/Restrictions
1252	H31A1152	Reducing intake - Calories - Not very concerned	Health - Dietary Changes/Restrictions
1253	H31A1153	Reducing intake - Calories - Somewhat concerned	Health - Dietary Changes/Restrictions
1254	H31A1154	Reducing intake - Calories - Very concerned	Health - Dietary Changes/Restrictions
1255	H31A2151	Reducing intake - Carbohydrates - Not at all concerned	Health - Dietary Changes/Restrictions
1256	H31A2152	Reducing intake - Carbohydrates - Not very concerned	Health - Dietary Changes/Restrictions
1257	H31A2153	Reducing intake - Carbohydrates - Somewhat concerned	Health - Dietary Changes/Restrictions
1258	H31A2154	Reducing intake - Carbohydrates - Very concerned	Health - Dietary Changes/Restrictions
1259	H31A31512	Reducing intake - Cholesterol - Not at all concerned (!)	Health - Dietary Changes/Restrictions
1260	H31A3152	Reducing intake - Cholesterol - Not very concerned	Health - Dietary Changes/Restrictions
1261	H31A3153	Reducing intake - Cholesterol - Somewhat concerned	Health - Dietary Changes/Restrictions
1262	H31A3154	Reducing intake - Cholesterol - Very concerned	Health - Dietary Changes/Restrictions
1263	H31A4151	Reducing intake - Salt/sodium - Not at all concerned (!)	Health - Dietary Changes/Restrictions
1264	H31A4152	Reducing intake - Salt/sodium - Not very concerned	Health - Dietary Changes/Restrictions
1265	H31A4153	Reducing intake - Salt/sodium - Somewhat concerned	Health - Dietary Changes/Restrictions
1266	H31A4154	Reducing intake - Salt/sodium - Very concerned	Health - Dietary Changes/Restrictions
1267	H31A5151	Reducing intake - Saturated fat - Not at all concerned (!)	Health - Dietary Changes/Restrictions

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1268	H31A5152	Reducing intake - Saturated fat - Not very concerned	Health - Dietary Changes/Restrictions
1269	H31A5153	Reducing intake - Saturated fat - Somewhat concerned	Health - Dietary Changes/Restrictions
1270	H31A5154	Reducing intake - Saturated fat - Very concerned	Health - Dietary Changes/Restrictions
1271	H31A6151	Reducing intake - Sugar - Not at all concerned (!)	Health - Dietary Changes/Restrictions
1272	H31A6152	Reducing intake - Sugar - Not very concerned	Health - Dietary Changes/Restrictions
1273	H31A6153	Reducing intake - Sugar - Somewhat concerned	Health - Dietary Changes/Restrictions
1274	H31A6154	Reducing intake - Sugar - Very concerned	Health - Dietary Changes/Restrictions
1275	H31A7151	Reducing intake - Trans fat - Not at all concerned (!)	Health - Dietary Changes/Restrictions
1276	H31A7152	Reducing intake - Trans fat - Not very concerned	Health - Dietary Changes/Restrictions
1277	H31A7153	Reducing intake - Trans fat - Somewhat concerned	Health - Dietary Changes/Restrictions
1278	H31A7154	Reducing intake - Trans fat - Very concerned	Health - Dietary Changes/Restrictions
1279	H91191	Increased intake [Pst 3 Mths] - Calcium	Health - Dietary Changes/Restrictions
1280	H92191	Increased intake [Pst 3 Mths] - Fibre	Health - Dietary Changes/Restrictions
1281	H93191	Increased intake [Pst 3 Mths] - Fruits	Health - Dietary Changes/Restrictions
1282	H94191	Increased intake [Pst 3 Mths] - Iron	Health - Dietary Changes/Restrictions
1283	H95191	Increased intake [Pst 3 Mths] - Dairy milk	Health - Dietary Changes/Restrictions
1284	H96191	Increased intake [Pst 3 Mths] - Omega 3	Health - Dietary Changes/Restrictions
1285	H97191	Increased intake [Pst 3 Mths] - Organic foods (!)	Health - Dietary Changes/Restrictions
1286	H98191	Increased intake [Pst 3 Mths] - Potassium (!)	Health - Dietary Changes/Restrictions
1287	H99191	Increased intake [Pst 3 Mths] - Probiotic active cultures	Health - Dietary Changes/Restrictions
1288	H910191	Increased intake [Pst 3 Mths] - Protein	Health - Dietary Changes/Restrictions
1289	H911191	Increased intake [Pst 3 Mths] - Tea	Health - Dietary Changes/Restrictions
1290	H912191	Increased intake [Pst 3 Mths] - Vegetables	Health - Dietary Changes/Restrictions
1291	H913191	Increased intake [Pst 3 Mths] - Vitamin D	Health - Dietary Changes/Restrictions
1292	H914191	Increased intake [Pst 3 Mths] - Water	Health - Dietary Changes/Restrictions
1293	H915191	Increased intake [Pst 3 Mths] - Whole grains	Health - Dietary Changes/Restrictions
1294	H916191	Increased intake [Pst 3 Mths] - Coconut oil (!)	Health - Dietary Changes/Restrictions
1295	H334281	Food allergy/sensitivity - Milk/Dairy/Lactose Intolerance	Health - Dietary Changes/Restrictions
1296	H335281	Food allergy/sensitivity - Fish / shellfish (e.g. salmon, tuna, shrimp, lobster, crab, etc.) (!)	Health - Dietary Changes/Restrictions
1297	H337281	Food allergy/sensitivity - Wheat/Flour/Gluten (Celiac) (*)	Health - Dietary Changes/Restrictions
1298	H338281	Food allergy/sensitivity - Food additives (e.g. MSG, sulphites, etc.) (!)	Health - Dietary Changes/Restrictions
1299	H841311	Check label/packaging for food sensitivity/allergy - Peanut-free product (*)	Health - Dietary Changes/Restrictions
1300	H842311	Check label/packaging for food sensitivity/allergy - May contain peanuts / nuts (*)	Health - Dietary Changes/Restrictions
1301	H843311	Check label/packaging for food sensitivity/allergy - Made in a nut free / peanut free facility (*)	Health - Dietary Changes/Restrictions
1302	H844311	Check label/packaging for food sensitivity/allergy - May contain milk / milk products (*)	Health - Dietary Changes/Restrictions
1303	H845311	Check label/packaging for food sensitivity/allergy - May contain shellfish (*)	Health - Dietary Changes/Restrictions
1304	H846311	Check label/packaging for food sensitivity/allergy - MSG-free	Health - Dietary Changes/Restrictions
1305	H847311	Check label/packaging for food sensitivity/allergy - GMO-free product	Health - Dietary Changes/Restrictions
1306	H848311	Check label/packaging for food sensitivity/allergy - May contain sulphites (!)	Health - Dietary Changes/Restrictions
1307	H849311	Check label/packaging for food sensitivity/allergy - Gluten-free (!)	Health - Dietary Changes/Restrictions
1308	H67242B	Diet - Ketogenic / Keto (*)	Health - Dietary Changes/Restrictions
1309	H67342B	Diet - Gluten-free (*)	Health - Dietary Changes/Restrictions
1310	H67442B	Diet - Refined sugar-free (*)	Health - Dietary Changes/Restrictions
1311	H67542B1	Diet - Low sodium / salt	Health - Dietary Changes/Restrictions
1312	H67642B	Diet - Low fat (*)	Health - Dietary Changes/Restrictions
1313	H67742B	Diet - Dairy-free / lactose-free (!)	Health - Dietary Changes/Restrictions
1314	H67342B28	Diet - Flexitarian (*)	Health - Dietary Changes/Restrictions
1315	H67342B29	Diet - Vegetarian (*)	Health - Dietary Changes/Restrictions
1316	H673141B289	Diet - Intermittent fasting / time-restricted eating (*)	Health - Dietary Changes/Restrictions
1317	H95A4111	Diet influence - Low sodium/salt - Due to a health condition (!)	Health - Dietary Changes/Restrictions
1318	H96A555	Diet length of time - Low sodium/salt - 5+ years (!)	Health - Dietary Changes/Restrictions
1319	H54A14C1N3	Store should offer healthier alternative - Cookies - Not Important	Health - Healthier Alternatives
1320	H54A14C4N7	Store should offer healthier alternative - Cookies - Neutral	Health - Healthier Alternatives
1321	H5414C8N10	Store should offer healthier alternative - Cookies - Important	Health - Healthier Alternatives
1322	H54A24C1N3	Store should offer healthier alternative - Granola bars - Not Important (!)	Health - Healthier Alternatives
1323	H54A24C4N7	Store should offer healthier alternative - Granola bars - Neutral	Health - Healthier Alternatives
1324	H5424C8N10	Store should offer healthier alternative - Granola bars - Important	Health - Healthier Alternatives
1325	H54A44C1N3	Store should offer healthier alternative - Granola / trail mix - Not Important (*)	Health - Healthier Alternatives
1326	H54A44C4N7	Store should offer healthier alternative - Granola / trail mix - Neutral	Health - Healthier Alternatives
1327	H5444C8N10	Store should offer healthier alternative - Granola / trail mix - Important	Health - Healthier Alternatives
1328	H54A54C1N3	Store should offer healthier alternative - Cold cereal - Not Important (!)	Health - Healthier Alternatives
1329	H54A54C4N7	Store should offer healthier alternative - Cold cereal - Neutral	Health - Healthier Alternatives
1330	H5454C8N10	Store should offer healthier alternative - Cold cereal - Important	Health - Healthier Alternatives
1331	H54A64C1N3	Store should offer healthier alternative - Salty snacks - Not Important	Health - Healthier Alternatives
1332	H54A64C4N7	Store should offer healthier alternative - Salty snacks - Neutral	Health - Healthier Alternatives
1333	H5464C8N10	Store should offer healthier alternative - Salty snacks - Important	Health - Healthier Alternatives
1334	H54A74C1N3	Store should offer healthier alternative - Packaged bread / bread products - Not Important	Health - Healthier Alternatives
1335	H54A74C4N7	Store should offer healthier alternative - Packaged bread / bread products - Neutral	Health - Healthier Alternatives
1336	H5474C8N10	Store should offer healthier alternative - Packaged bread / bread products - Important	Health - Healthier Alternatives
1337	H54A84C1N3	Store should offer healthier alternative - Chocolate - Not Important	Health - Healthier Alternatives
1338	H54A84C4N7	Store should offer healthier alternative - Chocolate - Neutral	Health - Healthier Alternatives
1339	H5484C8N10	Store should offer healthier alternative - Chocolate - Important	Health - Healthier Alternatives
1340	H54A94C1N3	Store should offer healthier alternative - Candy - Not Important	Health - Healthier Alternatives
1341	H54A94C4N7	Store should offer healthier alternative - Candy - Neutral	Health - Healthier Alternatives
1342	H54A94C4N10	Store should offer healthier alternative - Candy - Important (!)	Health - Healthier Alternatives
1343	H54104C1N3	Store should offer healthier alternative - Fruit snacks - Not Important (*)	Health - Healthier Alternatives
1344	H54104C4N7	Store should offer healthier alternative - Fruit snacks - Neutral	Health - Healthier Alternatives
1345	H54104C4N10	Store should offer healthier alternative - Fruit snacks - Important (!)	Health - Healthier Alternatives
1346	H54114C1N3	Store should offer healthier alternative - Yogurt - Not Important (!)	Health - Healthier Alternatives
1347	H54114C4N7	Store should offer healthier alternative - Yogurt - Neutral	Health - Healthier Alternatives
1348	H54114C810	Store should offer healthier alternative - Yogurt - Important	Health - Healthier Alternatives
1349	H54124C1N3	Store should offer healthier alternative - Pudding / applesauce - Not Important (!)	Health - Healthier Alternatives
1350	H54124C4N7	Store should offer healthier alternative - Pudding / applesauce - Neutral	Health - Healthier Alternatives
1351	H54124C810	Store should offer healthier alternative - Pudding / applesauce - Important	Health - Healthier Alternatives

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1352	H54134C1N3	Store should offer healthier alternative - Spreads - Not Important	Health - Healthier Alternatives
1353	H54134C4N7	Store should offer healthier alternative - Spreads - Neutral	Health - Healthier Alternatives
1354	H54134C810	Store should offer healthier alternative - Spreads - Important	Health - Healthier Alternatives
1355	H104A123	Beliefs - Live for today vs Think about tomorrow - More Live for today (!)	Psychographics - General
1356	H104A4567	Beliefs - Live for today vs Think about tomorrow - Neutral	Psychographics - General
1357	H104A8910	Beliefs - Live for today vs Think about tomorrow - More Think about tomorrow	Psychographics - General
1358	H107A123	Beliefs - Take the stairs vs Ride the elevator - More Take the stairs	Psychographics - General
1359	H107A4567	Beliefs - Take the stairs vs Ride the elevator - Neutral	Psychographics - General
1360	H107A8910	Beliefs - Take the stairs vs Ride the elevator - More Ride the elevator	Psychographics - General
1361	H108A123	Beliefs - Read the Book vs Watch the movie - More Read the book	Psychographics - General
1362	H108A4567	Beliefs - Read the Book vs Watch the movie - Neutral	Psychographics - General
1363	H108A8910	Beliefs - Read the Book vs Watch the movie - More Watch the movie	Psychographics - General
1364	H109A123	Beliefs - Sleep vs Exercise - More Sleep	Psychographics - General
1365	H109A4567	Beliefs - Sleep vs Exercise - Neutral	Psychographics - General
1366	H109A8910	Beliefs - Sleep vs Exercise - More Exercise	Psychographics - General
1367	H110A123	Beliefs - Taste vs Healthy - More Taste over Healthy	Psychographics - General
1368	H110A4567	Beliefs - Taste vs Healthy - Neutral	Psychographics - General
1369	H110A8910	Beliefs - Taste vs Healthy - More Healthy over Taste	Psychographics - General
1370	H111A123	Beliefs - Happy vs Sad - More Happy	Psychographics - General
1371	H111A4567	Beliefs - Happy vs Sad - Neutral	Psychographics - General
1372	H111A8910	Beliefs - Happy vs Sad - More Sad (*)	Psychographics - General
1373	H112A123	Beliefs - Overweight vs Underweight - More Overweight	Psychographics - General
1374	H112A4567	Beliefs - Overweight vs Underweight - Neutral	Psychographics - General
1375	H112A8910	Beliefs - Overweight vs Underweight - More Underweight (*)	Psychographics - General
1376	H113A123	Beliefs - Healthy vs Unhealthy - More Healthy	Psychographics - General
1377	H113A4567	Beliefs - Healthy vs Unhealthy - Neutral	Psychographics - General
1378	H113A8910	Beliefs - Healthy vs Unhealthy - More Unhealthy (!)	Psychographics - General
1379	H114A123	Beliefs - Impulsive vs Planned - More Impulsive (!)	Psychographics - General
1380	H114A4567	Beliefs - Impulsive vs Planned - Neutral	Psychographics - General
1381	H114A8910	Beliefs - Impulsive vs Planned - More Planned	Psychographics - General
1382	H115A123	Beliefs - Price vs Quality - More Price	Psychographics - General
1383	H115A4567	Beliefs - Price vs Quality - Neutral	Psychographics - General
1384	H115A8910	Beliefs - Price vs Quality - More Quality	Psychographics - General
1385	H116A123	Beliefs - Indoor vs Outdoor - More Indoor	Psychographics - General
1386	H116A4567	Beliefs - Indoor vs Outdoor - Neutral	Psychographics - General
1387	H116A8910	Beliefs - Indoor vs Outdoor - More Outdoor	Psychographics - General
1388	H117A123	Beliefs - Liberal vs Conservative - More Liberal	Psychographics - General
1389	H117A4567	Beliefs - Liberal vs Conservative - Neutral	Psychographics - General
1390	H117A8910	Beliefs - Liberal vs Conservative - More Conservative	Psychographics - General
1391	H118A123	Beliefs - Follow the trends vs Pioneer the path - More Follow the trends (!)	Psychographics - General
1392	H118A4567	Beliefs - Follow the trends vs Pioneer the path - Neutral	Psychographics - General
1393	H118A8910	Beliefs - Follow the trends vs Pioneer the path - More Pioneer the path	Psychographics - General
1394	H119A123	Beliefs - Scientist vs Celebrity - More Scientist	Psychographics - General
1395	H119A4567	Beliefs - Scientist vs Celebrity - Neutral	Psychographics - General
1396	H119A8910	Beliefs - Scientist vs Celebrity - More Celebrity (*)	Psychographics - General
1397	H120A123	Beliefs - Legacy Brand vs Small start-up - More Legacy Brand (!)	Psychographics - General
1398	H120A4567	Beliefs - Legacy Brand vs Small start-up - Neutral	Psychographics - General
1399	H120A8910	Beliefs - Legacy Brand vs Small start-up - More Small start-up	Psychographics - General
1400	H121A123	Beliefs - From the earth vs Man-made - More From the earth	Psychographics - General
1401	H121A4567	Beliefs - From the earth vs Man-made - Neutral	Psychographics - General
1402	H121A8910	Beliefs - From the earth vs Man-made - More Man-made (*)	Psychographics - General
1403	H122A123	Beliefs - Social media vs Professional review - More Social Media (*)	Psychographics - General
1404	H122A4567	Beliefs - Social media vs Professional review - Neutral	Psychographics - General
1405	H122A8910	Beliefs - Social media vs Professional review - More Professional review	Psychographics - General
1406	H123A123	Beliefs - Introvert vs Extrovert - More Introvert	Psychographics - General
1407	H123A4567	Beliefs - Introvert vs Extrovert - Neutral	Psychographics - General
1408	H123A8910	Beliefs - Introvert vs Extrovert - More Extrovert	Psychographics - General
1409	H124A123	Beliefs - Best for me vs Best for the group - More Best for me	Psychographics - General
1410	H124A4567	Beliefs - Best for me vs Best for the group - Neutral	Psychographics - General
1411	H124A8910	Beliefs - Best for me vs Best for the group - More Best for the group	Psychographics - General
1412	H125A123	Beliefs - Aggressive vs Passive - More Aggressive (*)	Psychographics - General
1413	H125A4567	Beliefs - Aggressive vs Passive - Neutral	Psychographics - General
1414	H125A8910	Beliefs - Aggressive vs Passive - More Passive	Psychographics - General
1415	H126A123	Beliefs - Open vs Closed - More Open	Psychographics - General
1416	H126A4567	Beliefs - Open vs Closed - Neutral	Psychographics - General
1417	H126A8910	Beliefs - Open vs Closed - More Closed (!)	Psychographics - General
1418	DS22A161	I just don't think about shopping online for grocery items - Strongly Disagree	Psychographics - Online Shopping
1419	DS22A162	I just don't think about shopping online for grocery items - Somewhat Disagree	Psychographics - Online Shopping
1420	DS22A163	I just don't think about shopping online for grocery items - Neither Agree Nor Disagree	Psychographics - Online Shopping
1421	DS22A164	I just don't think about shopping online for grocery items - Somewhat Agree	Psychographics - Online Shopping
1422	DS22A165	I just don't think about shopping online for grocery items - Strongly Agree	Psychographics - Online Shopping
1423	DS22A261	I don't know of any online retailer websites where I can shop for grocery items - Strongly Disagree	Psychographics - Online Shopping
1424	DS22A262	I don't know of any online retailer websites where I can shop for grocery items - Somewhat Disagree	Psychographics - Online Shopping
1425	DS22A263	I don't know of any online retailer websites where I can shop for grocery items - Neither Agree Nor Disagree	Psychographics - Online Shopping
1426	DS22A264	I don't know of any online retailer websites where I can shop for grocery items - Somewhat Agree (!)	Psychographics - Online Shopping
1427	DS22A265	I don't know of any online retailer websites where I can shop for grocery items - Strongly Agree (*)	Psychographics - Online Shopping
1428	DS22A361	Online retailer websites are difficult to use - Strongly Disagree	Psychographics - Online Shopping
1429	DS22A362	Online retailer websites are difficult to use - Somewhat Disagree	Psychographics - Online Shopping
1430	DS22A363	Online retailer websites are difficult to use - Neither Agree Nor Disagree	Psychographics - Online Shopping
1431	DS22A364	Online retailer websites are difficult to use - Somewhat Agree	Psychographics - Online Shopping
1432	DS22A365	Online retailer websites are difficult to use - Strongly Agree (!)	Psychographics - Online Shopping
1433	DS22A461	I have easy access to a fast internet connection - Strongly Disagree (*)	Psychographics - Online Shopping
1434	DS22A462	I have easy access to a fast internet connection - Somewhat Disagree (*)	Psychographics - Online Shopping
1435	DS22A463	I have easy access to a fast internet connection - Neither Agree Nor Disagree	Psychographics - Online Shopping

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1436	DS22A464	I have easy access to a fast internet connection - Somewhat Agree	Psychographics - Online Shopping
1437	DS22A465	I have easy access to a fast internet connection - Strongly Agree	Psychographics - Online Shopping
1438	DS22A2661	I don't like to pay shipping costs for shopping online - Strongly Disagree (*)	Psychographics - Online Shopping
1439	DS22A2662	I don't like to pay shipping costs for shopping online - Somewhat Disagree (*)	Psychographics - Online Shopping
1440	DS22A2663	I don't like to pay shipping costs for shopping online - Neither Agree Nor Disagree	Psychographics - Online Shopping
1441	DS22A2664	I don't like to pay shipping costs for shopping online - Somewhat Agree	Psychographics - Online Shopping
1442	DS22A2665	I don't like to pay shipping costs for shopping online - Strongly Agree	Psychographics - Online Shopping
1443	DS22A2861	I don't have time to spend navigating through online shopping sites - Strongly Disagree	Psychographics - Online Shopping
1444	DS22A2862	I don't have time to spend navigating through online shopping sites - Somewhat Disagree	Psychographics - Online Shopping
1445	DS22A2863	I don't have time to spend navigating through online shopping sites - Neither Agree Nor Disagree	Psychographics - Online Shopping
1446	DS22A2864	I don't have time to spend navigating through online shopping sites - Somewhat Agree	Psychographics - Online Shopping
1447	DS22A2865	I don't have time to spend navigating through online shopping sites - Strongly Agree	Psychographics - Online Shopping
1448	DS22A2961	Online shopping takes less time than going to the store - Strongly Disagree	Psychographics - Online Shopping
1449	DS22A2962	Online shopping takes less time than going to the store - Somewhat Disagree	Psychographics - Online Shopping
1450	DS22A2963	Online shopping takes less time than going to the store - Neither Agree Nor Disagree	Psychographics - Online Shopping
1451	DS22A2964	Online shopping takes less time than going to the store - Somewhat Agree	Psychographics - Online Shopping
1452	DS22A2965	Online shopping takes less time than going to the store - Strongly Agree	Psychographics - Online Shopping
1453	DS22A3261	I am typically at home at the right time to receive deliveries - Strongly Disagree	Psychographics - Online Shopping
1454	DS22A3262	I am typically at home at the right time to receive deliveries - Somewhat Disagree	Psychographics - Online Shopping
1455	DS22A3263	I am typically at home at the right time to receive deliveries - Neither Agree Nor Disagree	Psychographics - Online Shopping
1456	DS22A3264	I am typically at home at the right time to receive deliveries - Somewhat Agree	Psychographics - Online Shopping
1457	DS22A3265	I am typically at home at the right time to receive deliveries - Strongly Agree	Psychographics - Online Shopping
1458	DS22A3361	Deliveries sent to my home might be lost/damaged/ stolen - Strongly Disagree (!)	Psychographics - Online Shopping
1459	DS22A3362	Deliveries sent to my home might be lost/damaged/ stolen - Somewhat Disagree	Psychographics - Online Shopping
1460	DS22A3363	Deliveries sent to my home might be lost/damaged/ stolen - Neither Agree Nor Disagree	Psychographics - Online Shopping
1461	DS22A3364	Deliveries sent to my home might be lost/damaged/ stolen - Somewhat Agree	Psychographics - Online Shopping
1462	DS22A3365	Deliveries sent to my home might be lost/damaged/ stolen - Strongly Agree	Psychographics - Online Shopping
1463	DS24A181	I never think to use the internet for shopping - Strongly Disagree	Psychographics - Online Shopping
1464	DS24A182	I never think to use the internet for shopping - Somewhat Disagree	Psychographics - Online Shopping
1465	DS24A183	I never think to use the internet for shopping - Neither Agree Nor Disagree	Psychographics - Online Shopping
1466	DS24A184	I never think to use the internet for shopping - Somewhat Agree	Psychographics - Online Shopping
1467	DS24A185	I never think to use the internet for shopping - Strongly Agree	Psychographics - Online Shopping
1468	DS24A281	I subscribe to product or store emails/newsletters to stay informed - Strongly Disagree	Psychographics - Online Shopping
1469	DS24A282	I subscribe to product or store emails/newsletters to stay informed - Somewhat Disagree	Psychographics - Online Shopping
1470	DS24A283	I subscribe to product or store emails/newsletters to stay informed - Neither Agree Nor Disagree	Psychographics - Online Shopping
1471	DS24A284	I subscribe to product or store emails/newsletters to stay informed - Somewhat Agree	Psychographics - Online Shopping
1472	DS24A285	I subscribe to product or store emails/newsletters to stay informed - Strongly Agree	Psychographics - Online Shopping
1473	DS24A381	I always manage my grocery list with a grocery retailer's mobile app or online tool - Strongly Disagree	Psychographics - Online Shopping
1474	DS24A382	I always manage my grocery list with a grocery retailer's mobile app or online tool - Somewhat Disagree	Psychographics - Online Shopping
1475	DS24A383	I always manage my grocery list with a grocery retailer's mobile app or online tool - Neither Agree Nor Disagree	Psychographics - Online Shopping
1476	DS24A384	I always manage my grocery list with a grocery retailer's mobile app or online tool - Somewhat Agree	Psychographics - Online Shopping
1477	DS24A385	I always manage my grocery list with a grocery retailer's mobile app or online tool - Strongly Agree (!)	Psychographics - Online Shopping
1478	DS24A481	I use price saving apps when in store - Strongly Disagree	Psychographics - Online Shopping
1479	DS24A482	I use price saving apps when in store - Somewhat Disagree	Psychographics - Online Shopping
1480	DS24A483	I use price saving apps when in store - Neither Agree Nor Disagree	Psychographics - Online Shopping
1481	DS24A484	I use price saving apps when in store - Somewhat Agree	Psychographics - Online Shopping
1482	DS24A485	I use price saving apps when in store - Strongly Agree	Psychographics - Online Shopping
1483	DS24A581	I always use price saving apps or websites when planning a shopping trip - Strongly Disagree	Psychographics - Online Shopping
1484	DS24A582	I always use price saving apps or websites when planning a shopping trip - Somewhat Disagree	Psychographics - Online Shopping
1485	DS24A583	I always use price saving apps or websites when planning a shopping trip - Neither Agree Nor Disagree	Psychographics - Online Shopping
1486	DS24A584	I always use price saving apps or websites when planning a shopping trip - Somewhat Agree	Psychographics - Online Shopping
1487	DS24A585	I always use price saving apps or websites when planning a shopping trip - Strongly Agree	Psychographics - Online Shopping
1488	DS24A681	Many of my friends do their shopping online - Strongly Disagree	Psychographics - Online Shopping
1489	DS24A682	Many of my friends do their shopping online - Somewhat Disagree	Psychographics - Online Shopping
1490	DS24A683	Many of my friends do their shopping online - Neither Agree Nor Disagree	Psychographics - Online Shopping
1491	DS24A684	Many of my friends do their shopping online - Somewhat Agree	Psychographics - Online Shopping
1492	DS24A685	Many of my friends do their shopping online - Strongly Agree (*)	Psychographics - Online Shopping
1493	DS24A781	Shopping websites are often very confusing - Strongly Disagree (!)	Psychographics - Online Shopping
1494	DS24A782	Shopping websites are often very confusing - Somewhat Disagree	Psychographics - Online Shopping
1495	DS24A783	Shopping websites are often very confusing - Neither Agree Nor Disagree	Psychographics - Online Shopping
1496	DS24A784	Shopping websites are often very confusing - Somewhat Agree	Psychographics - Online Shopping
1497	DS24A785	Shopping websites are often very confusing - Strongly Agree (!)	Psychographics - Online Shopping
1498	DS24A881	I spend considerable time researching grocery products online prior to buying - Strongly Disagree	Psychographics - Online Shopping
1499	DS24A882	I spend considerable time researching grocery products online prior to buying - Somewhat Disagree	Psychographics - Online Shopping
1500	DS24A883	I spend considerable time researching grocery products online prior to buying - Neither Agree Nor Disagree	Psychographics - Online Shopping
1501	DS24A884	I spend considerable time researching grocery products online prior to buying - Somewhat Agree	Psychographics - Online Shopping
1502	DS24A885	I spend considerable time researching grocery products online prior to buying - Strongly Agree (*)	Psychographics - Online Shopping
1503	DS24A981	I like to read online reviews prior to purchasing a product - Strongly Disagree	Psychographics - Online Shopping
1504	DS24A982	I like to read online reviews prior to purchasing a product - Somewhat Disagree	Psychographics - Online Shopping
1505	DS24A983	I like to read online reviews prior to purchasing a product - Neither Agree Nor Disagree	Psychographics - Online Shopping
1506	DS24A984	I like to read online reviews prior to purchasing a product - Somewhat Agree	Psychographics - Online Shopping
1507	DS24A985	I like to read online reviews prior to purchasing a product - Strongly Agree	Psychographics - Online Shopping
1508	DS24A1081	I subscribe to product or store emails/newsletters to save money - Strongly Disagree	Psychographics - Online Shopping
1509	DS24A1082	I subscribe to product or store emails/newsletters to save money - Somewhat Disagree	Psychographics - Online Shopping
1510	DS24A1083	I subscribe to product or store emails/newsletters to save money - Neither Agree Nor Disagree	Psychographics - Online Shopping
1511	DS24A1084	I subscribe to product or store emails/newsletters to save money - Somewhat Agree	Psychographics - Online Shopping
1512	DS24A1085	I subscribe to product or store emails/newsletters to save money - Strongly Agree	Psychographics - Online Shopping
1513	DS27A18A1	Browsing/researching for grocery products online allows me to make price comparisons easier - Strongly Disagree	Psychographics - Online Shopping
1514	DS27A18A2	Browsing/researching for grocery products online allows me to make price comparisons easier - Somewhat Disagree	Psychographics - Online Shopping
1515	DS27A18A3	Browsing/researching for grocery products online allows me to make price comparisons easier - Neither Agree Nor Disagree	Psychographics - Online Shopping
1516	DS27A18A4	Browsing/researching for grocery products online allows me to make price comparisons easier - Somewhat Agree	Psychographics - Online Shopping
1517	DS27A18A5	Browsing/researching for grocery products online allows me to make price comparisons easier - Strongly Agree (!)	Psychographics - Online Shopping
1518	DS27A48A1	Browsing/researching for grocery products online reduces the time I spend in-store - Strongly Disagree	Psychographics - Online Shopping

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1519	DS27A48A2	Browsing/researching for grocery products online reduces the time I spend in-store - Somewhat Disagree	Psychographics - Online Shopping
1520	DS27A48A3	Browsing/researching for grocery products online reduces the time I spend in-store - Neither Agree Nor Disagree	Psychographics - Online Shopping
1521	DS27A48A4	Browsing/researching for grocery products online reduces the time I spend in-store - Somewhat Agree	Psychographics - Online Shopping
1522	DS27A48A5	Browsing/researching for grocery products online reduces the time I spend in-store - Strongly Agree	Psychographics - Online Shopping
1523	DS27A58A1	I make fewer impulse purchases when shopping for grocery products online - Strongly Disagree	Psychographics - Online Shopping
1524	DS27A58A2	I make fewer impulse purchases when shopping for grocery products online - Somewhat Disagree	Psychographics - Online Shopping
1525	DS27A58A3	I make fewer impulse purchases when shopping for grocery products online - Neither Agree Nor Disagree	Psychographics - Online Shopping
1526	DS27A58A4	I make fewer impulse purchases when shopping for grocery products online - Somewhat Agree	Psychographics - Online Shopping
1527	DS27A58A5	I make fewer impulse purchases when shopping for grocery products online - Strongly Agree	Psychographics - Online Shopping
1528	DS27A78A1	I tend to spend less money on grocery products I buy online than in-store - Strongly Disagree	Psychographics - Online Shopping
1529	DS27A78A2	I tend to spend less money on grocery products I buy online than in-store - Somewhat Disagree	Psychographics - Online Shopping
1530	DS27A78A3	I tend to spend less money on grocery products I buy online than in-store - Neither Agree Nor Disagree	Psychographics - Online Shopping
1531	DS27A78A4	I tend to spend less money on grocery products I buy online than in-store - Somewhat Agree	Psychographics - Online Shopping
1532	DS27A78A5	I tend to spend less money on grocery products I buy online than in-store - Strongly Agree (!)	Psychographics - Online Shopping
1533	DS27A88A1	I tend to spend more money on grocery products I buy online than in-store - Strongly Disagree	Psychographics - Online Shopping
1534	DS27A88A2	I tend to spend more money on grocery products I buy online than in-store - Somewhat Disagree	Psychographics - Online Shopping
1535	DS27A88A3	I tend to spend more money on grocery products I buy online than in-store - Neither Agree Nor Disagree	Psychographics - Online Shopping
1536	DS27A88A4	I tend to spend more money on grocery products I buy online than in-store - Somewhat Agree	Psychographics - Online Shopping
1537	DS27A88A5	I tend to spend more money on grocery products I buy online than in-store - Strongly Agree (!)	Psychographics - Online Shopping
1538	DS261101	When planing/making a grocery shopping trip, type of apps used - App for a store to buy products online	Psychographics - Online Shopping
1539	DS262101	When planing/making a grocery shopping trip, type of apps used - App for a regular store you physically shop at	Psychographics - Online Shopping
1540	DS263101	When planing/making a grocery shopping trip, type of apps used - App offering coupons and discounts for different products and stores	Psychographics - Online Shopping
1541	DS264101	When planing/making a grocery shopping trip, type of apps used - Product/Price Comparison App	Psychographics - Online Shopping
1542	DS265101	When planing/making a grocery shopping trip, type of apps used - Shopping List App	Psychographics - Online Shopping
1543	DS266101	When planing/making a grocery shopping trip, type of apps used - I have a smartphone/tablet, but do not use any of the apps	Psychographics - Online Shopping
1544	DS267101	When planing/making a grocery shopping trip, type of apps used - I do not have a smartphone or tablet	Psychographics - Online Shopping
1545	EI54171	Never think to shop online, uncomfortable with technology or entering personal information when online shopping	Psychographics - Online Shopping
1546	EI54172	No time to shop online. Don't like pre-planning meals. Improvised trips to the store work to quickly decide what to	Psychographics - Online Shopping
1547	EI54173	Spend time researching comparing grocery products online prior to buying, then decide whether to buy offline or	Psychographics - Online Shopping
1548	EI54174	Enjoy convenience of shopping for groceries online as part of routine. Trust the internet and knowledgeable when using it (!)	Psychographics - Online Shopping
1549	EI555175	Shopping for groceries in physical stores is more fun than online shopping - Strongly disagree (*)	Psychographics - Online Shopping
1550	EI555174	Shopping for groceries in physical stores is more fun than online shopping - Disagree (*)	Psychographics - Online Shopping
1551	EI555173	Shopping for groceries in physical stores is more fun than online shopping - Neither agree or disagree	Psychographics - Online Shopping
1552	EI555172	Shopping for groceries in physical stores is more fun than online shopping - Agree	Psychographics - Online Shopping
1553	EI555171	Shopping for groceries in physical stores is more fun than online shopping - Strongly agree	Psychographics - Online Shopping
1554	EI557175	Browsing through online sites to find grocery products is time consuming - Strongly disagree (*)	Psychographics - Online Shopping
1555	EI557174	Browsing through online sites to find grocery products is time consuming - Disagree (!)	Psychographics - Online Shopping
1556	EI557173	Browsing through online sites to find grocery products is time consuming - Neither agree or disagree	Psychographics - Online Shopping
1557	EI557172	Browsing through online sites to find grocery products is time consuming - Agree	Psychographics - Online Shopping
1558	EI557171	Browsing through online sites to find grocery products is time consuming - Strongly agree	Psychographics - Online Shopping
1559	EI5513175	I won't buy groceries online unless I know how to easily return products - Strongly disagree (!)	Psychographics - Online Shopping
1560	EI5513174	I won't buy groceries online unless I know how to easily return products - Disagree (!)	Psychographics - Online Shopping
1561	EI5513173	I won't buy groceries online unless I know how to easily return products - Neither agree or disagree	Psychographics - Online Shopping
1562	EI5513172	I won't buy groceries online unless I know how to easily return products - Agree	Psychographics - Online Shopping
1563	EI5513171	I won't buy groceries online unless I know how to easily return products - Strongly agree	Psychographics - Online Shopping
1564	EI5514175	I shop groceries online only if it really saves me money - Strongly disagree	Psychographics - Online Shopping
1565	EI5514174	I shop groceries online only if it really saves me money - Disagree	Psychographics - Online Shopping
1566	EI5514173	I shop groceries online only if it really saves me money - Neither agree or disagree	Psychographics - Online Shopping
1567	EI5514172	I shop groceries online only if it really saves me money - Agree	Psychographics - Online Shopping
1568	EI5514171	I shop groceries online only if it really saves me money - Strongly agree	Psychographics - Online Shopping
1569	EI5515175	Online grocery shopping sites are confusing and products aren't easy to find - Strongly disagree (!)	Psychographics - Online Shopping
1570	EI5515174	Online grocery shopping sites are confusing and products aren't easy to find - Disagree	Psychographics - Online Shopping
1571	EI5515173	Online grocery shopping sites are confusing and products aren't easy to find - Neither agree or disagree	Psychographics - Online Shopping
1572	EI5515172	Online grocery shopping sites are confusing and products aren't easy to find - Agree	Psychographics - Online Shopping
1573	EI5515171	Online grocery shopping sites are confusing and products aren't easy to find - Strongly agree (!)	Psychographics - Online Shopping
1574	EI5516175	I usually research grocery products in a store before buying them online - Strongly disagree	Psychographics - Online Shopping
1575	EI5516174	I usually research grocery products in a store before buying them online - Disagree	Psychographics - Online Shopping
1576	EI5516173	I usually research grocery products in a store before buying them online - Neither agree or disagree	Psychographics - Online Shopping
1577	EI5516172	I usually research grocery products in a store before buying them online - Agree (!)	Psychographics - Online Shopping
1578	EI5516171	I usually research grocery products in a store before buying them online - Strongly agree (!)	Psychographics - Online Shopping
1579	DS22A561	I like to touch and smell produce to decide what to buy - Strongly Disagree (*)	Psychographics - Shopping Preferences
1580	DS22A562	I like to touch and smell produce to decide what to buy - Somewhat Disagree (*)	Psychographics - Shopping Preferences
1581	DS22A563	I like to touch and smell produce to decide what to buy - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1582	DS22A564	I like to touch and smell produce to decide what to buy - Somewhat Agree	Psychographics - Shopping Preferences
1583	DS22A565	I like to touch and smell produce to decide what to buy - Strongly Agree	Psychographics - Shopping Preferences
1584	DS22A661	I like to smell beauty /grooming products to decide what to buy - Strongly Disagree (!)	Psychographics - Shopping Preferences
1585	DS22A662	I like to smell beauty /grooming products to decide what to buy - Somewhat Disagree	Psychographics - Shopping Preferences
1586	DS22A663	I like to smell beauty /grooming products to decide what to buy - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1587	DS22A664	I like to smell beauty /grooming products to decide what to buy - Somewhat Agree	Psychographics - Shopping Preferences
1588	DS22A665	I like to smell beauty /grooming products to decide what to buy - Strongly Agree	Psychographics - Shopping Preferences
1589	DS22A761	I prefer to pick out my own cuts of meat/fish/poultry - Strongly Disagree (*)	Psychographics - Shopping Preferences
1590	DS22A762	I prefer to pick out my own cuts of meat/fish/poultry - Somewhat Disagree (*)	Psychographics - Shopping Preferences
1591	DS22A763	I prefer to pick out my own cuts of meat/fish/poultry - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1592	DS22A764	I prefer to pick out my own cuts of meat/fish/poultry - Somewhat Agree	Psychographics - Shopping Preferences
1593	DS22A765	I prefer to pick out my own cuts of meat/fish/poultry - Strongly Agree	Psychographics - Shopping Preferences
1594	DS22A861	I like to read nutritional labels to decide what to buy - Strongly Disagree (*)	Psychographics - Shopping Preferences
1595	DS22A862	I like to read nutritional labels to decide what to buy - Somewhat Disagree (!)	Psychographics - Shopping Preferences
1596	DS22A863	I like to read nutritional labels to decide what to buy - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1597	DS22A864	I like to read nutritional labels to decide what to buy - Somewhat Agree	Psychographics - Shopping Preferences
1598	DS22A865	I like to read nutritional labels to decide what to buy - Strongly Agree	Psychographics - Shopping Preferences
1599	DS22A961	I like to read ingredient lists to decide what to buy - Strongly Disagree (*)	Psychographics - Shopping Preferences

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1600	DS22A962	I like to read ingredient lists to decide what to buy - Somewhat Disagree (!)	Psychographics - Shopping Preferences
1601	DS22A963	I like to read ingredient lists to decide what to buy - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1602	DS22A964	I like to read ingredient lists to decide what to buy - Somewhat Agree	Psychographics - Shopping Preferences
1603	DS22A965	I like to read ingredient lists to decide what to buy - Strongly Agree	Psychographics - Shopping Preferences
1604	DS22A1061	Shopping for grocery items in-store offers a more enjoyable experience than online - Strongly Disagree (*)	Psychographics - Shopping Preferences
1605	DS22A1062	Shopping for grocery items in-store offers a more enjoyable experience than online - Somewhat Disagree (!)	Psychographics - Shopping Preferences
1606	DS22A1063	Shopping for grocery items in-store offers a more enjoyable experience than online - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1607	DS22A1064	Shopping for grocery items in-store offers a more enjoyable experience than online - Somewhat Agree	Psychographics - Shopping Preferences
1608	DS22A1065	Shopping for grocery items in-store offers a more enjoyable experience than online - Strongly Agree	Psychographics - Shopping Preferences
1609	DS22A1161	It is not easy to browse options online - Strongly Disagree (!)	Psychographics - Shopping Preferences
1610	DS22A1162	It is not easy to browse options online - Somewhat Disagree	Psychographics - Shopping Preferences
1611	DS22A1163	It is not easy to browse options online - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1612	DS22A1164	It is not easy to browse options online - Somewhat Agree	Psychographics - Shopping Preferences
1613	DS22A1165	It is not easy to browse options online - Strongly Agree	Psychographics - Shopping Preferences
1614	DS22A1261	I often look at products online before purchasing them in the store - Strongly Disagree	Psychographics - Shopping Preferences
1615	DS22A1262	I often look at products online before purchasing them in the store - Somewhat Disagree	Psychographics - Shopping Preferences
1616	DS22A1263	I often look at products online before purchasing them in the store - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1617	DS22A1264	I often look at products online before purchasing them in the store - Somewhat Agree	Psychographics - Shopping Preferences
1618	DS22A1265	I often look at products online before purchasing them in the store - Strongly Agree	Psychographics - Shopping Preferences
1619	DS22A1361	I often check out products in the store before purchasing them online - Strongly Disagree	Psychographics - Shopping Preferences
1620	DS22A1362	I often check out products in the store before purchasing them online - Somewhat Disagree	Psychographics - Shopping Preferences
1621	DS22A1363	I often check out products in the store before purchasing them online - Neither Agree Nor Disagree	Psychographics - Shopping Preferences
1622	DS22A1364	I often check out products in the store before purchasing them online - Somewhat Agree	Psychographics - Shopping Preferences
1623	DS22A1365	I often check out products in the store before purchasing them online - Strongly Agree (!)	Psychographics - Shopping Preferences
1624	EI33A1151	I read store flyers with my smartphone - Strongly disagree	Psychographics - Shopping Preferences
1625	EI33A1152	I read store flyers with my smartphone - Disagree	Psychographics - Shopping Preferences
1626	EI33A1153	I read store flyers with my smartphone - Neither agree nor disagree	Psychographics - Shopping Preferences
1627	EI33A1154	I read store flyers with my smartphone - Agree	Psychographics - Shopping Preferences
1628	EI33A1155	I read store flyers with my smartphone - Strongly agree	Psychographics - Shopping Preferences
1629	EI33A2151	I tend to go to premium stores when shopping for special occasions (holidays, dinner parties, etc.) - Strongly disagree	Psychographics - Shopping Preferences
1630	EI33A2152	I tend to go to premium stores when shopping for special occasions (holidays, dinner parties, etc.) - Disagree	Psychographics - Shopping Preferences
1631	EI33A2153	I tend to go to premium stores when shopping for special occasions (holidays, dinner parties, etc.) - Neither agree nor disagree	Psychographics - Shopping Preferences
1632	EI33A2154	I tend to go to premium stores when shopping for special occasions (holidays, dinner parties, etc.) - Agree	Psychographics - Shopping Preferences
1633	EI33A2155	I tend to go to premium stores when shopping for special occasions (holidays, dinner parties, etc.) - Strongly agree (*)	Psychographics - Shopping Preferences
1634	EI34171	Out of stock item - Postpone the purchase	Psychographics - Shopping Preferences
1635	EI34172	Out of stock item - Leave the store and buy it elsewhere	Psychographics - Shopping Preferences
1636	EI34173	Out of stock item - Purchase another brand	Psychographics - Shopping Preferences
1637	EI34174	Out of stock item - Purchase another size or variety of the same brand (!)	Psychographics - Shopping Preferences
1638	EI33A5151	I tend to go to retailers with the best quality of fruits and vegetables - Strongly disagree (*)	Psychographics - Shopping Preferences
1639	EI33A5152	I tend to go to retailers with the best quality of fruits and vegetables - Disagree (*)	Psychographics - Shopping Preferences
1640	EI33A5153	I tend to go to retailers with the best quality of fruits and vegetables - Neutral	Psychographics - Shopping Preferences
1641	EI33A5154	I tend to go to retailers with the best quality of fruits and vegetables - Agree	Psychographics - Shopping Preferences
1642	EI33A5155	I tend to go to retailers with the best quality of fruits and vegetables - Strongly agree	Psychographics - Shopping Preferences
1643	EI33A6151	I like to shop at stores which have everything I need in one stop - Strongly disagree (*)	Psychographics - Shopping Preferences
1644	EI33A6152	I like to shop at stores which have everything I need in one stop - Disagree (!)	Psychographics - Shopping Preferences
1645	EI33A6153	I like to shop at stores which have everything I need in one stop - Neutral	Psychographics - Shopping Preferences
1646	EI33A6154	I like to shop at stores which have everything I need in one stop - Agree	Psychographics - Shopping Preferences
1647	EI33A6155	I like to shop at stores which have everything I need in one stop - Strongly agree	Psychographics - Shopping Preferences
1648	EI33A8151	I tend to go to stores with the lowest prices - Strongly disagree (*)	Psychographics - Shopping Preferences
1649	EI33A8152	I tend to go to stores with the lowest prices - Disagree (*)	Psychographics - Shopping Preferences
1650	EI33A8153	I tend to go to stores with the lowest prices - Neutral	Psychographics - Shopping Preferences
1651	EI33A8154	I tend to go to stores with the lowest prices - Agree	Psychographics - Shopping Preferences
1652	EI33A8155	I tend to go to stores with the lowest prices - Strongly agree	Psychographics - Shopping Preferences
1653	EI33A9151	I tend to go to stores that price match competitors' flyers - Strongly disagree (!)	Psychographics - Shopping Preferences
1654	EI33A9152	I tend to go to stores that price match competitors' flyers - Disagree (!)	Psychographics - Shopping Preferences
1655	EI33A9153	I tend to go to stores that price match competitors' flyers - Neutral	Psychographics - Shopping Preferences
1656	EI33A9154	I tend to go to stores that price match competitors' flyers - Agree	Psychographics - Shopping Preferences
1657	EI33A9155	I tend to go to stores that price match competitors' flyers - Strongly agree	Psychographics - Shopping Preferences
1658	EI33A10151	I tend to go to stores with a wide variety of healthier and better for you products - Strongly disagree (*)	Psychographics - Shopping Preferences
1659	EI33A10152	I tend to go to stores with a wide variety of healthier and better for you products - Disagree	Psychographics - Shopping Preferences
1660	EI33A10153	I tend to go to stores with a wide variety of healthier and better for you products - Neutral	Psychographics - Shopping Preferences
1661	EI33A10154	I tend to go to stores with a wide variety of healthier and better for you products - Agree	Psychographics - Shopping Preferences
1662	EI33A10155	I tend to go to stores with a wide variety of healthier and better for you products - Strongly agree (!)	Psychographics - Shopping Preferences
1663	EI33A11151	I tend to do a bigger portion of my weekly purchases in one store only - Strongly disagree (*)	Psychographics - Shopping Preferences
1664	EI33A11152	I tend to do a bigger portion of my weekly purchases in one store only - Disagree (!)	Psychographics - Shopping Preferences
1665	EI33A11153	I tend to do a bigger portion of my weekly purchases in one store only - Neutral	Psychographics - Shopping Preferences
1666	EI33A11154	I tend to do a bigger portion of my weekly purchases in one store only - Agree	Psychographics - Shopping Preferences
1667	EI33A11155	I tend to do a bigger portion of my weekly purchases in one store only - Strongly agree	Psychographics - Shopping Preferences
1668	DS22A2361	Prices are higher online than in the store - Strongly Disagree (*)	Psychographics - Price & Payment
1669	DS22A2362	Prices are higher online than in the store - Somewhat Disagree	Psychographics - Price & Payment
1670	DS22A2363	Prices are higher online than in the store - Neither Agree Nor Disagree	Psychographics - Price & Payment
1671	DS22A2364	Prices are higher online than in the store - Somewhat Agree	Psychographics - Price & Payment
1672	DS22A2365	Prices are higher online than in the store - Strongly Agree	Psychographics - Price & Payment
1673	DS22A2461	Coupons from the newspaper/flyers are not easy to use online - Strongly Disagree (*)	Psychographics - Price & Payment
1674	DS22A2462	Coupons from the newspaper/flyers are not easy to use online - Somewhat Disagree (!)	Psychographics - Price & Payment
1675	DS22A2463	Coupons from the newspaper/flyers are not easy to use online - Neither Agree Nor Disagree	Psychographics - Price & Payment
1676	DS22A2464	Coupons from the newspaper/flyers are not easy to use online - Somewhat Agree	Psychographics - Price & Payment
1677	DS22A2465	Coupons from the newspaper/flyers are not easy to use online - Strongly Agree	Psychographics - Price & Payment
1678	DS22A2561	Deals at online retailers are not as good as at regular stores - Strongly Disagree (*)	Psychographics - Price & Payment
1679	DS22A2562	Deals at online retailers are not as good as at regular stores - Somewhat Disagree	Psychographics - Price & Payment
1680	DS22A2563	Deals at online retailers are not as good as at regular stores - Neither Agree Nor Disagree	Psychographics - Price & Payment
1681	DS22A2564	Deals at online retailers are not as good as at regular stores - Somewhat Agree	Psychographics - Price & Payment
1682	DS22A2565	Deals at online retailers are not as good as at regular stores - Strongly Agree	Psychographics - Price & Payment

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1683	DS22A2761	I am a heavy coupon user - Strongly Disagree	Psychographics - Price & Payment
1684	DS22A2762	I am a heavy coupon user - Somewhat Disagree	Psychographics - Price & Payment
1685	DS22A2763	I am a heavy coupon user - Neither Agree Nor Disagree	Psychographics - Price & Payment
1686	DS22A2764	I am a heavy coupon user - Somewhat Agree	Psychographics - Price & Payment
1687	DS22A2765	I am a heavy coupon user - Strongly Agree	Psychographics - Price & Payment
1688	DS22A3161	I avoid sharing credit card information on the internet - Strongly Disagree (!)	Psychographics - Price & Payment
1689	DS22A3162	I avoid sharing credit card information on the internet - Somewhat Disagree	Psychographics - Price & Payment
1690	DS22A3163	I avoid sharing credit card information on the internet - Neither Agree Nor Disagree	Psychographics - Price & Payment
1691	DS22A3164	I avoid sharing credit card information on the internet - Somewhat Agree	Psychographics - Price & Payment
1692	DS22A3165	I avoid sharing credit card information on the internet - Strongly Agree	Psychographics - Price & Payment
1693	EI17312	Retail prices for food, household and personal care products that you purchase in grocery stores, drug stores, mass merchandisers and other outlets [Pst 3 Mths] - Increased	Psychographics - Price & Payment
1694	EI556175	I won't buy groceries online if I have to pay for delivery - Strongly disagree (*)	Psychographics - Price & Payment
1695	EI556174	I won't buy groceries online if I have to pay for delivery - Disagree (*)	Psychographics - Price & Payment
1696	EI556173	I won't buy groceries online if I have to pay for delivery - Neither agree or disagree	Psychographics - Price & Payment
1697	EI556172	I won't buy groceries online if I have to pay for delivery - Agree	Psychographics - Price & Payment
1698	EI556171	I won't buy groceries online if I have to pay for delivery - Strongly agree	Psychographics - Price & Payment
1699	EI33A12151	I am buying less fresh fruit, fresh vegetables, and fresh meat due to rising prices - Strongly disagree	Psychographics - Price & Payment
1700	EI33A12152	I am buying less fresh fruit, fresh vegetables, and fresh meat due to rising prices - Disagree	Psychographics - Price & Payment
1701	EI33A12153	I am buying less fresh fruit, fresh vegetables, and fresh meat due to rising prices - Neutral	Psychographics - Price & Payment
1702	EI33A12154	I am buying less fresh fruit, fresh vegetables, and fresh meat due to rising prices - Agree	Psychographics - Price & Payment
1703	EI33A12155	I am buying less fresh fruit, fresh vegetables, and fresh meat due to rising prices - Strongly agree (!)	Psychographics - Price & Payment
1704	EI33A1111	I use digital/online coupons - Strongly disagree	Psychographics - Price & Payment
1705	EI33A1122	I use digital/online coupons - Disagree	Psychographics - Price & Payment
1706	EI33A1133	I use digital/online coupons - Neutral	Psychographics - Price & Payment
1707	EI33A1144	I use digital/online coupons - Agree	Psychographics - Price & Payment
1708	EI33A1166	I use digital/online coupons - Strongly agree	Psychographics - Price & Payment
1709	EI33A1211	I use paper coupons - Strongly disagree	Psychographics - Price & Payment
1710	EI33A1222	I use paper coupons - Disagree	Psychographics - Price & Payment
1711	EI33A1233	I use paper coupons - Neutral	Psychographics - Price & Payment
1712	EI33A1244	I use paper coupons - Agree	Psychographics - Price & Payment
1713	EI33A1255	I use paper coupons - Strongly agree	Psychographics - Price & Payment
1714	EI33A1311	I use both digital and paper coupons whenever I shop - Strongly disagree	Psychographics - Price & Payment
1715	EI33A1322	I use both digital and paper coupons whenever I shop - Disagree	Psychographics - Price & Payment
1716	EI33A1333	I use both digital and paper coupons whenever I shop - Neutral	Psychographics - Price & Payment
1717	EI33A1344	I use both digital and paper coupons whenever I shop - Agree	Psychographics - Price & Payment
1718	EI33A1355	I use both digital and paper coupons whenever I shop - Strongly agree	Psychographics - Price & Payment
1719	EI33A1411	I keep my loyalty cards in my digital wallet/smartphone - Strongly disagree	Psychographics - Price & Payment
1720	EI33A1422	I keep my loyalty cards in my digital wallet/smartphone - Disagree	Psychographics - Price & Payment
1721	EI33A1433	I keep my loyalty cards in my digital wallet/smartphone - Neutral	Psychographics - Price & Payment
1722	EI33A1444	I keep my loyalty cards in my digital wallet/smartphone - Agree	Psychographics - Price & Payment
1723	EI33A1455	I keep my loyalty cards in my digital wallet/smartphone - Strongly agree	Psychographics - Price & Payment
1724	DS22A1461	I don't trust the quality of fresh food products available online - Strongly Disagree (!)	Psychographics - Online Product Quality
1725	DS22A1462	I don't trust the quality of fresh food products available online - Somewhat Disagree	Psychographics - Online Product Quality
1726	DS22A1463	I don't trust the quality of fresh food products available online - Neither Agree Nor Disagree	Psychographics - Online Product Quality
1727	DS22A1464	I don't trust the quality of fresh food products available online - Somewhat Agree	Psychographics - Online Product Quality
1728	DS22A1465	I don't trust the quality of fresh food products available online - Strongly Agree	Psychographics - Online Product Quality
1729	DS22A1561	I don't trust the quality of canned/package food products available online - Strongly Disagree	Psychographics - Online Product Quality
1730	DS22A1562	I don't trust the quality of canned/package food products available online - Somewhat Disagree	Psychographics - Online Product Quality
1731	DS22A1563	I don't trust the quality of canned/package food products available online - Neither Agree Nor Disagree	Psychographics - Online Product Quality
1732	DS22A1564	I don't trust the quality of canned/package food products available online - Somewhat Agree	Psychographics - Online Product Quality
1733	DS22A1565	I don't trust the quality of canned/package food products available online - Strongly Agree (!)	Psychographics - Online Product Quality
1734	DS22A1661	I trust the quality of beverages available online - Strongly Disagree (!)	Psychographics - Online Product Quality
1735	DS22A1662	I trust the quality of beverages available online - Somewhat Disagree	Psychographics - Online Product Quality
1736	DS22A1663	I trust the quality of beverages available online - Neither Agree Nor Disagree	Psychographics - Online Product Quality
1737	DS22A1664	I trust the quality of beverages available online - Somewhat Agree	Psychographics - Online Product Quality
1738	DS22A1665	I trust the quality of beverages available online - Strongly Agree	Psychographics - Online Product Quality
1739	DS22A1761	I don't trust the quality of beauty /grooming products available online - Strongly Disagree	Psychographics - Online Product Quality
1740	DS22A1762	I don't trust the quality of beauty /grooming products available online - Somewhat Disagree	Psychographics - Online Product Quality
1741	DS22A1763	I don't trust the quality of beauty /grooming products available online - Neither Agree Nor Disagree	Psychographics - Online Product Quality
1742	DS22A1764	I don't trust the quality of beauty /grooming products available online - Somewhat Agree	Psychographics - Online Product Quality
1743	DS22A1765	I don't trust the quality of beauty /grooming products available online - Strongly Agree (!)	Psychographics - Online Product Quality
1744	DS22A1861	I don't trust the quality of household items available online - Strongly Disagree	Psychographics - Online Product Quality
1745	DS22A1862	I don't trust the quality of household items available online - Somewhat Disagree	Psychographics - Online Product Quality
1746	DS22A1863	I don't trust the quality of household items available online - Neither Agree Nor Disagree	Psychographics - Online Product Quality
1747	DS22A1864	I don't trust the quality of household items available online - Somewhat Agree	Psychographics - Online Product Quality
1748	DS22A1865	I don't trust the quality of household items available online - Strongly Agree (!)	Psychographics - Online Product Quality
1749	DS22A1961	I trust the quality of baby care items available online - Strongly Disagree (!)	Psychographics - Online Product Quality
1750	DS22A1962	I trust the quality of baby care items available online - Somewhat Disagree (!)	Psychographics - Online Product Quality
1751	DS22A1963	I trust the quality of baby care items available online - Neither Agree Nor Disagree	Psychographics - Online Product Quality
1752	DS22A1964	I trust the quality of baby care items available online - Somewhat Agree	Psychographics - Online Product Quality
1753	DS22A1965	I trust the quality of baby care items available online - Strongly Agree (!)	Psychographics - Online Product Quality
1754	DS22A2061	I trust the quality of health care items available online - Strongly Disagree (!)	Psychographics - Online Product Quality
1755	DS22A2062	I trust the quality of health care items available online - Somewhat Disagree	Psychographics - Online Product Quality
1756	DS22A2063	I trust the quality of health care items available online - Neither Agree Nor Disagree	Psychographics - Online Product Quality
1757	DS22A2064	I trust the quality of health care items available online - Somewhat Agree	Psychographics - Online Product Quality
1758	DS22A2065	I trust the quality of health care items available online - Strongly Agree	Psychographics - Online Product Quality
1759	DS22A2161	I don't trust the quality of pet care items available online - Strongly Disagree	Psychographics - Online Product Quality
1760	DS22A2162	I don't trust the quality of pet care items available online - Somewhat Disagree	Psychographics - Online Product Quality
1761	DS22A2163	I don't trust the quality of pet care items available online - Neither Agree Nor Disagree	Psychographics - Online Product Quality
1762	DS22A2164	I don't trust the quality of pet care items available online - Somewhat Agree (!)	Psychographics - Online Product Quality
1763	DS22A2165	I don't trust the quality of pet care items available online - Strongly Agree (!)	Psychographics - Online Product Quality
1764	EI552175	I am concerned about the freshness of produce/expiration dates of products when shopping for groceries online - Strongly disagree (*)	Psychographics - Online Product Quality

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1765	EI552174	I am concerned about the freshness of produce/expiration dates of products when shopping for groceries online - Disagree (!)	Psychographics - Online Product Quality
1766	EI552173	I am concerned about the freshness of produce/expiration dates of products when shopping for groceries online - Neither agree or disagree	Psychographics - Online Product Quality
1767	EI552172	I am concerned about the freshness of produce/expiration dates of products when shopping for groceries online -	Psychographics - Online Product Quality
1768	EI552171	I am concerned about the freshness of produce/expiration dates of products when shopping for groceries online - Strongly agree	Psychographics - Online Product Quality
1769	EI553175	I am concerned about the quality of products when shopping groceries online - Strongly disagree (*)	Psychographics - Online Product Quality
1770	EI553174	I am concerned about the quality of products when shopping groceries online - Disagree (!)	Psychographics - Online Product Quality
1771	EI553173	I am concerned about the quality of products when shopping groceries online - Neither agree or disagree	Psychographics - Online Product Quality
1772	EI553172	I am concerned about the quality of products when shopping groceries online - Agree	Psychographics - Online Product Quality
1773	EI553171	I am concerned about the quality of products when shopping groceries online - Strongly agree	Psychographics - Online Product Quality
1774	HM68A1812	(A) Household eats supper at different times and places vs (B) at the kitchen/dining room table - Agree with A	Psychographics - Dinner
1775	HM68A1834	(A) Household eats supper at different times and places vs (B) at the kitchen/dining room table - Agree with B	Psychographics - Dinner
1776	HM68A2812	(A) Make extra food for supper to have leftovers vs (B) as needed for supper to avoid leftovers - Agree with A	Psychographics - Dinner
1777	HM68A2834	(A) Make extra food for supper to have leftovers vs (B) as needed for supper to avoid leftovers - Agree with B	Psychographics - Dinner
1778	HM68A3812	(A) Everybody in my household eats the same dinner vs (B) different members eat different suppers (e.g. diet) - Agree with A	Psychographics - Dinner
1779	HM68A3834	(A) Everybody in my household eats the same dinner vs (B) different members eat different suppers (e.g. diet) - Agree with B	Psychographics - Dinner
1780	HM68A4812	(A) Cooking supper is a chore vs (B) enjoyable - Agree with A	Psychographics - Dinner
1781	HM68A4834	(A) Cooking supper is a chore vs (B) enjoyable - Agree with B	Psychographics - Dinner
1782	HM68A5812	(A) Tend to repeat meals for supper vs (B) experiment with new - Agree with A	Psychographics - Dinner
1783	HM68A5834	(A) Tend to repeat meals for supper vs (B) experiment with new - Agree with B	Psychographics - Dinner
1784	HM68A6812	(A) Decide last minute what to eat for supper vs (B) know in advance - Agree with A	Psychographics - Dinner
1785	HM68A6834	(A) Decide last minute what to eat for supper vs (B) know in advance - Agree with B	Psychographics - Dinner
1786	HM68A7812	(A) Taste is more important than health for supper vs (B) eating healthy is more important - Agree with A	Psychographics - Dinner
1787	HM68A7834	(A) Taste is more important than health for supper vs (B) eating healthy is more important - Agree with B	Psychographics - Dinner
1788	HM68A8812	(A) Never have time to prepare supper vs (B) have time - Agree with A	Psychographics - Dinner
1789	HM68A8834	(A) Never have time to prepare supper vs (B) have time - Agree with B	Psychographics - Dinner
1790	HM68A9812	(A) Budget cost per supper vs (B) don't worry about cost - Agree with A	Psychographics - Dinner
1791	HM68A9834	(A) Budget cost per supper vs (B) don't worry about cost - Agree with B	Psychographics - Dinner
1792	HM68A10812	(A) Frequently use recipes for supper vs (B) rarely use recipes - Agree with A	Psychographics - Dinner
1793	HM68A10834	(A) Frequently use recipes for supper vs (B) rarely use recipes - Agree with B	Psychographics - Dinner
1794	DS22A2261	There's more selection for grocery items online than in the store - Strongly Disagree	Psychographics - Grocery
1795	DS22A2262	There's more selection for grocery items online than in the store - Somewhat Disagree	Psychographics - Grocery
1796	DS22A2263	There's more selection for grocery items online than in the store - Neither Agree Nor Disagree	Psychographics - Grocery
1797	DS22A2264	There's more selection for grocery items online than in the store - Somewhat Agree	Psychographics - Grocery
1798	DS22A2265	There's more selection for grocery items online than in the store - Strongly Agree (*)	Psychographics - Grocery
1799	DS22A3061	I think I would purchase groceries online when I need them - Strongly Disagree	Psychographics - Grocery
1800	DS22A3062	I think I would purchase groceries online when I need them - Somewhat Disagree	Psychographics - Grocery
1801	DS22A3063	I think I would purchase groceries online when I need them - Neither Agree Nor Disagree	Psychographics - Grocery
1802	DS22A3064	I think I would purchase groceries online when I need them - Somewhat Agree	Psychographics - Grocery
1803	DS22A3065	I think I would purchase groceries online when I need them - Strongly Agree	Psychographics - Grocery
1804	DS25171	Looking at grocery items online is fun - Agree	Psychographics - Grocery
1805	DS25173N5	Looking at grocery items online is fun - Neutral	Psychographics - Grocery
1806	DS251767	Looking at grocery items online is fun - Disagree	Psychographics - Grocery
1807	DS252712	Shopping at regular stores for grocery items is enjoyable - Agree	Psychographics - Grocery
1808	DS25273N5	Shopping at regular stores for grocery items is enjoyable - Neutral	Psychographics - Grocery
1809	DS252767	Shopping at regular stores for grocery items is enjoyable - Disagree (!)	Psychographics - Grocery
1810	DS253712	I only buy grocery items from stores that I trust - Agree	Psychographics - Grocery
1811	DS25373N5	I only buy grocery items from stores that I trust - Neutral	Psychographics - Grocery
1812	DS253767	I only buy grocery items from stores that I trust - Disagree	Psychographics - Grocery
1813	DS254712	I spend time looking for the best prices and deals on specific products - Agree	Psychographics - Grocery
1814	DS25473N5	I spend time looking for the best prices and deals on specific products - Neutral	Psychographics - Grocery
1815	DS254767	I spend time looking for the best prices and deals on specific products - Disagree	Psychographics - Grocery
1816	DS255712	I usually shop for grocery items with other people - Agree	Psychographics - Grocery
1817	DS25573N5	I usually shop for grocery items with other people - Neutral	Psychographics - Grocery
1818	DS255767	I usually shop for grocery items with other people - Disagree	Psychographics - Grocery
1819	DS256712	I tend to buy the same grocery items every week - Agree	Psychographics - Grocery
1820	DS25673N5	I tend to buy the same grocery items every week - Neutral	Psychographics - Grocery
1821	DS256767	I tend to buy the same grocery items every week - Disagree	Psychographics - Grocery
1822	DS257712	I take my time when I shop for grocery items - Agree	Psychographics - Grocery
1823	DS25773N5	I take my time when I shop for grocery items - Neutral	Psychographics - Grocery
1824	DS257767	I take my time when I shop for grocery items - Disagree	Psychographics - Grocery
1825	DS258712	I know exactly what grocery items to buy before I get to the store - Agree	Psychographics - Grocery
1826	DS25873N5	I know exactly what grocery items to buy before I get to the store - Neutral	Psychographics - Grocery
1827	DS258767	I know exactly what grocery items to buy before I get to the store - Disagree	Psychographics - Grocery
1828	DS259712	I prefer to make a few large trips for grocery items and fill in with small trips occasionally - Agree	Psychographics - Grocery
1829	DS25973N5	I prefer to make a few large trips for grocery items and fill in with small trips occasionally - Neutral	Psychographics - Grocery
1830	DS259767	I prefer to make a few large trips for grocery items and fill in with small trips occasionally - Disagree	Psychographics - Grocery
1831	DS2510712	I spend a lot of time carefully selecting my produce - Agree	Psychographics - Grocery
1832	DS251073N5	I spend a lot of time carefully selecting my produce - Neutral	Psychographics - Grocery
1833	DS2510767	I spend a lot of time carefully selecting my produce - Disagree (!)	Psychographics - Grocery
1834	DS2511712	I shop at multiple stores to find the best prices and deals - Agree	Psychographics - Grocery
1835	DS251173N5	I shop at multiple stores to find the best prices and deals - Neutral	Psychographics - Grocery
1836	DS2511767	I shop at multiple stores to find the best prices and deals - Disagree	Psychographics - Grocery
1837	DS2512712	It's easier to compare prices and the selection of grocery items online - Agree	Psychographics - Grocery
1838	DS251273N5	It's easier to compare prices and the selection of grocery items online - Neutral	Psychographics - Grocery
1839	DS2512767	It's easier to compare prices and the selection of grocery items online - Disagree	Psychographics - Grocery
1840	DS24A1181	I believe I can usually get the best value buying grocery products online - Strongly Disagree	Psychographics - Grocery
1841	DS24A1182	I believe I can usually get the best value buying grocery products online - Somewhat Disagree	Psychographics - Grocery
1842	DS24A1183	I believe I can usually get the best value buying grocery products online - Neither Agree Nor Disagree	Psychographics - Grocery
1843	DS24A1184	I believe I can usually get the best value buying grocery products online - Somewhat Agree (!)	Psychographics - Grocery

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1844	DS24A1185	I believe I can usually get the best value buying grocery products online - Strongly Agree (*)	Psychographics - Grocery
1845	DS24A1281	I trust most information I find online - Strongly Disagree	Psychographics - Grocery
1846	DS24A1282	I trust most information I find online - Somewhat Disagree	Psychographics - Grocery
1847	DS24A1283	I trust most information I find online - Neither Agree Nor Disagree	Psychographics - Grocery
1848	DS24A1284	I trust most information I find online - Somewhat Agree	Psychographics - Grocery
1849	DS24A1285	I trust most information I find online - Strongly Agree (*)	Psychographics - Grocery
1850	DS27A28A1	I do not refer to in-store flyers when shopping for grocery products online - Strongly Disagree	Psychographics - Grocery
1851	DS27A28A2	I do not refer to in-store flyers when shopping for grocery products online - Somewhat Disagree	Psychographics - Grocery
1852	DS27A28A3	I do not refer to in-store flyers when shopping for grocery products online - Neither Agree Nor Disagree	Psychographics - Grocery
1853	DS27A28A4	I do not refer to in-store flyers when shopping for grocery products online - Somewhat Agree	Psychographics - Grocery
1854	DS27A28A5	I do not refer to in-store flyers when shopping for grocery products online - Strongly Agree (!)	Psychographics - Grocery
1855	DS27A38A1	Shopping for grocery products online replaces the need for in-store shopping altogether - Strongly Disagree	Psychographics - Grocery
1856	DS27A38A2	Shopping for grocery products online replaces the need for in-store shopping altogether - Somewhat Disagree	Psychographics - Grocery
1857	DS27A38A3	Shopping for grocery products online replaces the need for in-store shopping altogether - Neither Agree Nor	Psychographics - Grocery
1858	DS27A38A4	Shopping for grocery products online replaces the need for in-store shopping altogether - Somewhat Agree	Psychographics - Grocery
1859	DS27A38A5	Shopping for grocery products online replaces the need for in-store shopping altogether - Strongly Agree (*)	Psychographics - Grocery
1860	DS27A68A1	I am less concerned with sales or promotions when shopping for grocery products online - Strongly Disagree	Psychographics - Grocery
1861	DS27A68A2	I am less concerned with sales or promotions when shopping for grocery products online - Somewhat Disagree	Psychographics - Grocery
1862	DS27A68A3	I am less concerned with sales or promotions when shopping for grocery products online - Neither Agree Nor	Psychographics - Grocery
1863	DS27A68A4	I am less concerned with sales or promotions when shopping for grocery products online - Somewhat Agree	Psychographics - Grocery
1864	DS27A68A5	I am less concerned with sales or promotions when shopping for grocery products online - Strongly Agree (*)	Psychographics - Grocery
1865	EI551175	For groceries, I prefer to be able to examine the products myself - Strongly disagree (*)	Psychographics - Grocery
1866	EI551174	For groceries, I prefer to be able to examine the products myself - Disagree (*)	Psychographics - Grocery
1867	EI551173	For groceries, I prefer to be able to examine the products myself - Neither agree or disagree	Psychographics - Grocery
1868	EI551172	For groceries, I prefer to be able to examine the products myself - Agree	Psychographics - Grocery
1869	EI551171	For groceries, I prefer to be able to examine the products myself - Strongly agree	Psychographics - Grocery
1870	EI554175	I am concerned that the groceries I get will not accurately match what I ordered online - Strongly disagree (*)	Psychographics - Grocery
1871	EI554174	I am concerned that the groceries I get will not accurately match what I ordered online - Disagree (!)	Psychographics - Grocery
1872	EI554173	I am concerned that the groceries I get will not accurately match what I ordered online - Neither agree or disagree	Psychographics - Grocery
1873	EI554172	I am concerned that the groceries I get will not accurately match what I ordered online - Agree	Psychographics - Grocery
1874	EI554171	I am concerned that the groceries I get will not accurately match what I ordered online - Strongly agree	Psychographics - Grocery
1875	EI558175	I shop in physical grocery stores because it takes too long to have the products delivered - Strongly disagree (!)	Psychographics - Grocery
1876	EI558174	I shop in physical grocery stores because it takes too long to have the products delivered - Disagree	Psychographics - Grocery
1877	EI558173	I shop in physical grocery stores because it takes too long to have the products delivered - Neither agree or disagree	Psychographics - Grocery
1878	EI558172	I shop in physical grocery stores because it takes too long to have the products delivered - Agree	Psychographics - Grocery
1879	EI558171	I shop in physical grocery stores because it takes too long to have the products delivered - Strongly agree	Psychographics - Grocery
1880	EI559175	I am concerned about grocery deliveries happening when I am not home - Strongly disagree (!)	Psychographics - Grocery
1881	EI559174	I am concerned about grocery deliveries happening when I am not home - Disagree (!)	Psychographics - Grocery
1882	EI559173	I am concerned about grocery deliveries happening when I am not home - Neither agree or disagree	Psychographics - Grocery
1883	EI559172	I am concerned about grocery deliveries happening when I am not home - Agree	Psychographics - Grocery
1884	EI559171	I am concerned about grocery deliveries happening when I am not home - Strongly agree	Psychographics - Grocery
1885	EI5510175	I am concerned about my grocery delivery being lost, damaged or stolen - Strongly disagree (!)	Psychographics - Grocery
1886	EI5510174	I am concerned about my grocery delivery being lost, damaged or stolen - Disagree	Psychographics - Grocery
1887	EI5510173	I am concerned about my grocery delivery being lost, damaged or stolen - Neither agree or disagree	Psychographics - Grocery
1888	EI5510172	I am concerned about my grocery delivery being lost, damaged or stolen - Agree	Psychographics - Grocery
1889	EI5510171	I am concerned about my grocery delivery being lost, damaged or stolen - Strongly agree	Psychographics - Grocery
1890	EI5511175	I am concerned about refrigerated and frozen items remaining cold/frozen during delivery - Strongly disagree (*)	Psychographics - Grocery
1891	EI5511174	I am concerned about refrigerated and frozen items remaining cold/frozen during delivery - Disagree (!)	Psychographics - Grocery
1892	EI5511173	I am concerned about refrigerated and frozen items remaining cold/frozen during delivery - Neither agree or disagree	Psychographics - Grocery
1893	EI5511172	I am concerned about refrigerated and frozen items remaining cold/frozen during delivery - Agree	Psychographics - Grocery
1894	EI5511171	I am concerned about refrigerated and frozen items remaining cold/frozen during delivery - Strongly agree	Psychographics - Grocery
1895	EI5512175	Shopping for groceries in a real stores is a way to engage socially - Strongly disagree (!)	Psychographics - Grocery
1896	EI5512174	Shopping for groceries in a real stores is a way to engage socially - Disagree (!)	Psychographics - Grocery
1897	EI5512173	Shopping for groceries in a real stores is a way to engage socially - Neither agree or disagree	Psychographics - Grocery
1898	EI5512172	Shopping for groceries in a real stores is a way to engage socially - Agree	Psychographics - Grocery
1899	EI5512171	Shopping for groceries in a real stores is a way to engage socially - Strongly agree	Psychographics - Grocery
1900	PL19A10112	I always buy the same name brands I know and trust - Disagree	Psychographics - Name Brand
1901	PL19A1013	I always buy the same name brands I know and trust - Neutral	Psychographics - Name Brand
1902	PL19A10145	I always buy the same name brands I know and trust - Agree	Psychographics - Name Brand
1903	PL19A7112	Name brand products are worth the extra price; Category - Disagree	Psychographics - Name Brand
1904	PL19A713	Name brand products are worth the extra price; Category - Neutral	Psychographics - Name Brand
1905	PL19A7145	Name brand products are worth the extra price; Category - Agree	Psychographics - Name Brand
1906	PL33A10512	I always buy the same name brand non-prescription (over-the-counter) medications I know and trust - Disagree	Psychographics - Name Brand
1907	PL33A1053	I always buy the same name brand non-prescription (over-the-counter) medications I know and trust - Neutral	Psychographics - Name Brand
1908	PL33A10545	I always buy the same name brand non-prescription (over-the-counter) medications I know and trust - Agree	Psychographics - Name Brand
1909	PL33A7512	Name brand non-prescription (over-the-counter) medications are worth the extra price - Disagree	Psychographics - Name Brand
1910	PL33A753	Name brand non-prescription (over-the-counter) medications are worth the extra price - Neutral	Psychographics - Name Brand
1911	PL33A7545	Name brand non-prescription (over-the-counter) medications are worth the extra price - Agree (*)	Psychographics - Name Brand
1912	PL37A10812	I always buy the same name brand food products I know and trust - Disagree	Psychographics - Name Brand
1913	PL37A1083	I always buy the same name brand food products I know and trust - Neutral	Psychographics - Name Brand
1914	PL37A10845	I always buy the same name brand food products I know and trust - Agree	Psychographics - Name Brand
1915	PL37A7812	Name brand food products are worth the extra price - Disagree	Psychographics - Name Brand
1916	PL37A783	Name brand food products are worth the extra price - Neutral	Psychographics - Name Brand
1917	PL37A7845	Name brand food products are worth the extra price - Agree (!)	Psychographics - Name Brand
1918	PL43101412	I always buy the same name brand household care products I know and trust - Disagree	Psychographics - Name Brand
1919	PL4310143	I always buy the same name brand household care products I know and trust - Neutral	Psychographics - Name Brand
1920	PL43101445	I always buy the same name brand household care products I know and trust - Agree	Psychographics - Name Brand
1921	PL43A71412	Name brand household care products are worth the extra price - Disagree	Psychographics - Name Brand
1922	PL43A7143	Name brand household care products are worth the extra price - Neutral	Psychographics - Name Brand
1923	PL43A71445	Name brand household care products are worth the extra price - Agree (!)	Psychographics - Name Brand
1924	PL19A1112	Store brand / private label products are a good alternative to name brands - Disagree (*)	Psychographics - Private Label
1925	PL19A113	Store brand / private label products are a good alternative to name brands - Neutral	Psychographics - Private Label
1926	PL19A1145	Store brand / private label products are a good alternative to name brands - Agree	Psychographics - Private Label

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1927	PL19A2112	Generally, store brand / private label products seem to have very cheap-looking packaging, which puts me off buying them - Disagree	Psychographics - Private Label
1928	PL19A213	Generally, store brand / private label products seem to have very cheap-looking packaging, which puts me off buying them - Neutral	Psychographics - Private Label
1929	PL19A2145	Generally, store brand / private label products seem to have very cheap-looking packaging, which puts me off buying them - Agree	Psychographics - Private Label
1930	PL19A3112	These days, the quality of most store brand / private label products is at least as good as those of the usual name brands - Disagree (!)	Psychographics - Private Label
1931	PL19A313	These days, the quality of most store brand / private label products is at least as good as those of the usual name brands - Neutral	Psychographics - Private Label
1932	PL19A3145	These days, the quality of most store brand / private label products is at least as good as those of the usual name brands - Agree	Psychographics - Private Label
1933	PL19A4112	Some store brand / private label products are higher quality than name brand products - Disagree	Psychographics - Private Label
1934	PL19A413	Some store brand / private label products are higher quality than name brand products - Neutral	Psychographics - Private Label
1935	PL19A4145	Some store brand / private label products are higher quality than name brand products - Agree	Psychographics - Private Label
1936	PL19A5112	Store brand / private label products are usually an extremely good value for the money - Disagree (!)	Psychographics - Private Label
1937	PL19A513	Store brand / private label products are usually an extremely good value for the money - Neutral	Psychographics - Private Label
1938	PL19A5145	Store brand / private label products are usually an extremely good value for the money - Agree	Psychographics - Private Label
1939	PL19A6112	Store brand / private label products are really meant for people who are on tight budgets and can't afford the best brands - Disagree	Psychographics - Private Label
1940	PL19A613	Store brand / private label products are really meant for people who are on tight budgets and can't afford the best brands - Neutral	Psychographics - Private Label
1941	PL19A6145	Store brand / private label products are really meant for people who are on tight budgets and can't afford the best brands - Agree	Psychographics - Private Label
1942	PL19A8112	If I really like a particular store brand / private label product, I am willing to pay the same or more for it than a name brand product - Disagree	Psychographics - Private Label
1943	PL19A813	If I really like a particular store brand / private label product, I am willing to pay the same or more for it than a name brand product - Neutral	Psychographics - Private Label
1944	PL19A8145	If I really like a particular store brand / private label product, I am willing to pay the same or more for it than a name brand product - Agree	Psychographics - Private Label
1945	PL19A9112	I just don't know enough about store brand / private label products to want to try them - Disagree	Psychographics - Private Label
1946	PL19A913	I just don't know enough about store brand / private label products to want to try them - Neutral	Psychographics - Private Label
1947	PL19A9145	I just don't know enough about store brand / private label products to want to try them - Agree	Psychographics - Private Label
1948	PL32412	When purchasing store brand / private label OTC medication for the first time, I typically check to confirm it has the same active ingredient as the name brand - Disagree (*)	Psychographics - Private Label
1949	PL3243	When purchasing store brand / private label OTC medication for the first time, I typically check to confirm it has the same active ingredient as the name brand - Neutral (*)	Psychographics - Private Label
1950	PL32445	When purchasing store brand / private label OTC medication for the first time, I typically check to confirm it has the same active ingredient as the name brand - Agree	Psychographics - Private Label
1951	PL33A1512	Store brand / private label non-prescription (over-the-counter) medications are a good alternative to name brand medications - Disagree (*)	Psychographics - Private Label
1952	PL33A153	Store brand / private label non-prescription (over-the-counter) medications are a good alternative to name brand medications - Neutral (*)	Psychographics - Private Label
1953	PL33A1545	Store brand / private label non-prescription (over-the-counter) medications are a good alternative to name brand medications - Agree	Psychographics - Private Label
1954	PL33A2512	Generally, store brand / private label non-prescription medications seem to have very cheap-looking packaging, which puts me off buying them - Disagree	Psychographics - Private Label
1955	PL33A253	Generally, store brand / private label non-prescription medications seem to have very cheap-looking packaging, which puts me off buying them - Neutral (!)	Psychographics - Private Label
1956	PL33A2545	Generally, store brand / private label non-prescription medications seem to have very cheap-looking packaging, which puts me off buying them - Agree (*)	Psychographics - Private Label
1957	PL33A3512	These days, the quality of most store brand / private label non-prescription (over-the-counter) medications is at least as good as those of the usual name brands - Disagree (*)	Psychographics - Private Label
1958	PL33A353	These days, the quality of most store brand / private label non-prescription (over-the-counter) medications is at least as good as those of the usual name brands - Neutral (*)	Psychographics - Private Label
1959	PL33A3545	These days, the quality of most store brand / private label non-prescription (over-the-counter) medications is at least as good as those of the usual name brands - Agree	Psychographics - Private Label
1960	PL33A4512	Some store brand / private label non-prescription (over-the-counter) medications are higher quality than name brand products - Disagree (!)	Psychographics - Private Label
1961	PL33A453	Some store brand / private label non-prescription (over-the-counter) medications are higher quality than name brand products - Neutral	Psychographics - Private Label
1962	PL33A4545	Some store brand / private label non-prescription (over-the-counter) medications are higher quality than name brand products - Agree (!)	Psychographics - Private Label
1963	PL33A5512	Store brand / private label non-prescription (over-the-counter) medications are usually an extremely good value for the money - Disagree (*)	Psychographics - Private Label
1964	PL33A553	Store brand / private label non-prescription (over-the-counter) medications are usually an extremely good value for the money - Neutral (*)	Psychographics - Private Label
1965	PL33A5545	Store brand / private label non-prescription (over-the-counter) medications are usually an extremely good value for the money - Agree	Psychographics - Private Label
1966	PL33A6512	Store brand / private label non-prescription (over-the-counter) medications are really meant for people who can't afford the best brands - Disagree	Psychographics - Private Label
1967	PL33A653	Store brand / private label non-prescription (over-the-counter) medications are really meant for people who can't afford the best brands - Neutral (!)	Psychographics - Private Label
1968	PL33A6545	Store brand / private label non-prescription (over-the-counter) medications are really meant for people who can't afford the best brands - Agree (*)	Psychographics - Private Label
1969	PL33A8512	If I really like a particular store brand / private label non-prescription (over-the-counter) medication, I am willing to pay the same or more for it than a name brand non-prescription (over-the-counter) medication - Disagree	Psychographics - Private Label
1970	PL33A853	If I really like a particular store brand / private label non-prescription (over-the-counter) medication, I am willing to pay the same or more for it than a name brand non-prescription (over-the-counter) medication - Neutral	Psychographics - Private Label
1971	PL33A8545	If I really like a particular store brand / private label non-prescription (over-the-counter) medication, I am willing to pay the same or more for it than a name brand non-prescription (over-the-counter) medication - Agree (!)	Psychographics - Private Label
1972	PL33A9512	I just don't know enough about store brand / private label non-prescription (over-the-counter) medications to want to try them - Disagree	Psychographics - Private Label

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1973	PL33A953	I just don't know enough about store brand / private label non-prescription (over-the-counter) medications to want to try them - Neutral (!)	Psychographics - Private Label
1974	PL33A9545	I just don't know enough about store brand / private label non-prescription (over-the-counter) medications to want to try them - Agree (*)	Psychographics - Private Label
1975	PL36712	When deciding to purchase store brand / private label food products for the first time, I typically read the product label for nutritional information - Disagree (*)	Psychographics - Private Label
1976	PL3673	When deciding to purchase store brand / private label food products for the first time, I typically read the product label for nutritional information - Neutral (!)	Psychographics - Private Label
1977	PL36745	When deciding to purchase store brand / private label food products for the first time, I typically read the product label for nutritional information - Agree	Psychographics - Private Label
1978	PL37A1812	Store brand / private label food products are a good alternative to name brands - Disagree (*)	Psychographics - Private Label
1979	PL37A183	Store brand / private label food products are a good alternative to name brands - Neutral (*)	Psychographics - Private Label
1980	PL37A1845	Store brand / private label food products are a good alternative to name brands - Agree	Psychographics - Private Label
1981	PL37A2812	Generally, store brand / private label food products seem to have very cheap-looking packaging, which puts me off buying them - Disagree	Psychographics - Private Label
1982	PL37A283	Generally, store brand / private label food products seem to have very cheap-looking packaging, which puts me off buying them - Neutral	Psychographics - Private Label
1983	PL37A2845	Generally, store brand / private label food products seem to have very cheap-looking packaging, which puts me off buying them - Agree (!)	Psychographics - Private Label
1984	PL37A3812	These days, the quality of most store brand / private label food products is at least as good as those of the usual name brands - Disagree (*)	Psychographics - Private Label
1985	PL37A383	These days, the quality of most store brand / private label food products is at least as good as those of the usual name brands - Neutral (!)	Psychographics - Private Label
1986	PL37A3845	These days, the quality of most store brand / private label food products is at least as good as those of the usual name brands - Agree	Psychographics - Private Label
1987	PL37A4812	Some store brand / private label food products are higher quality than name brand products - Disagree (*)	Psychographics - Private Label
1988	PL37A483	Some store brand / private label food products are higher quality than name brand products - Neutral	Psychographics - Private Label
1989	PL37A4845	Some store brand / private label food products are higher quality than name brand products - Agree	Psychographics - Private Label
1990	PL37A5812	Store brand / private label food products are usually an extremely good value for the money - Disagree (*)	Psychographics - Private Label
1991	PL37A583	Store brand / private label food products are usually an extremely good value for the money - Neutral (!)	Psychographics - Private Label
1992	PL37A5845	Store brand / private label food products are usually an extremely good value for the money - Agree	Psychographics - Private Label
1993	PL37A6812	Store brand / private label food products are really meant for people who are on tight budgets and can't afford the best brands - Disagree	Psychographics - Private Label
1994	PL37A683	Store brand / private label food products are really meant for people who are on tight budgets and can't afford the best brands - Neutral (!)	Psychographics - Private Label
1995	PL37A6845	Store brand / private label food products are really meant for people who are on tight budgets and can't afford the best brands - Agree (!)	Psychographics - Private Label
1996	PL37A8812	If I really like a particular store brand / private label food product, I am willing to pay the same or more for it than a name brand food product - Disagree	Psychographics - Private Label
1997	PL37A883	If I really like a particular store brand / private label food product, I am willing to pay the same or more for it than a name brand food product - Neutral	Psychographics - Private Label
1998	PL37A8845	If I really like a particular store brand / private label food product, I am willing to pay the same or more for it than a name brand food product - Agree	Psychographics - Private Label
1999	PL421312	When deciding to purchase store brand / private label household care products for the first time, I typically read the product label for product features - Disagree (!)	Psychographics - Private Label
2000	PL42133	When deciding to purchase store brand / private label household care products for the first time, I typically read the product label for product features - Neutral (!)	Psychographics - Private Label
2001	PL421345	When deciding to purchase store brand / private label household care products for the first time, I typically read the product label for product features - Agree	Psychographics - Private Label
2002	PL43A11412	Store brand / private label household care products are a good alternative to name brands - Disagree (*)	Psychographics - Private Label
2003	PL43A1143	Store brand / private label household care products are a good alternative to name brands - Neutral (!)	Psychographics - Private Label
2004	PL43A11445	Store brand / private label household care products are a good alternative to name brands - Agree	Psychographics - Private Label
2005	PL43A21412	Generally, store brand / private label household care products seem to have very cheap-looking packaging, which puts me off buying them - Disagree	Psychographics - Private Label
2006	PL43A2143	Generally, store brand / private label household care products seem to have very cheap-looking packaging, which puts me off buying them - Neutral	Psychographics - Private Label
2007	PL43A21445	Generally, store brand / private label household care products seem to have very cheap-looking packaging, which puts me off buying them - Agree (*)	Psychographics - Private Label
2008	PL43A31412	These days, the quality of most store brand / private label household care products is at least as good as those of the usual name brands - Disagree (*)	Psychographics - Private Label
2009	PL43A3143	These days, the quality of most store brand / private label household care products is at least as good as those of the usual name brands - Neutral (!)	Psychographics - Private Label
2010	PL43A31445	These days, the quality of most store brand / private label household care products is at least as good as those of the usual name brands - Agree	Psychographics - Private Label
2011	PL43A41412	Some store brand / private label household care products are higher quality than name brand products; Category - Disagree (!)	Psychographics - Private Label
2012	PL43A4143	Some store brand / private label household care products are higher quality than name brand products; Category - Neutral	Psychographics - Private Label
2013	PL43A41445	Some store brand / private label household care products are higher quality than name brand products; Category - Agree	Psychographics - Private Label
2014	PL43A51412	Store brand / private label household care products are usually an extremely good value for the money - Disagree (*)	Psychographics - Private Label
2015	PL43A5143	Store brand / private label household care products are usually an extremely good value for the money - Neutral (!)	Psychographics - Private Label
2016	PL43A51445	Store brand / private label household care products are usually an extremely good value for the money - Agree	Psychographics - Private Label
2017	PL43A61412	Store brand / private label household care products are really meant for people who are on tight budgets and can't afford the best brands - Disagree	Psychographics - Private Label
2018	PL43A6143	Store brand / private label household care products are really meant for people who are on tight budgets and can't afford the best brands - Neutral (!)	Psychographics - Private Label
2019	PL43A61445	Store brand / private label household care products are really meant for people who are on tight budgets and can't afford the best brands - Agree (!)	Psychographics - Private Label
2020	PL43A81412	If I really like a particular store brand / private label household care product, I am willing to pay the same or more for it than a name brand household care product - Disagree	Psychographics - Private Label
2021	PL43A8143	If I really like a particular store brand / private label household care product, I am willing to pay the same or more for it than a name brand household care product - Neutral	Psychographics - Private Label

ORDER	VARIABLE	DESCRIPTION	CATEGORY
2022	PL43A81445	If I really like a particular store brand / private label household care product, I am willing to pay the same or more for it than a name brand household care product - Agree	Psychographics - Private Label
2023	PL43A91412	I just don't know enough about store brand / private label household care products to want to try them - Disagree	Psychographics - Private Label
2024	PL43A9143	I just don't know enough about store brand / private label household care products to want to try them - Neutral	Psychographics - Private Label
2025	PL43A91445	I just don't know enough about store brand / private label household care products to want to try them - Agree (*)	Psychographics - Private Label
2026	PL44A1015	Did not purchase store brand/private label - Food - Heard bad things about store brand / private label products in this category from family/friends (!)	Psychographics - Private Label
2027	PL44A6151	Did not purchase store brand/private label - Food - I don't trust store brand / private label products in this category	Psychographics - Private Label
2028	PL44A2215	Did not purchase store brand/private label - Food - I feel embarrassed buying / consuming store brand / private label products in this category (!)	Psychographics - Private Label
2029	PL44A18151	Did not purchase store brand/private label - Food - I just prefer name brand products for this category	Psychographics - Private Label
2030	PL44A2151	Did not purchase store brand/private label - Food - Not enough of a price difference / cost savings	Psychographics - Private Label
2031	PL44A14151	Did not purchase store brand/private label - Food - Store brand / private label products in this category are low	Psychographics - Private Label
2032	PL44A26151	Did not purchase store brand/private label - Food - Store brand / private label products in this category are not effective (!)	Psychographics - Private Label
2033	PL44A11151	Did not purchase store brand/private label - Health & beauty care products - Heard bad things about store brand / private label products in this category from family/friends	Psychographics - Private Label
2034	PL44A7151	Did not purchase store brand/private label - Health & beauty care products - I don't trust store brand / private label products in this category	Psychographics - Private Label
2035	PL44A23151	Did not purchase store brand/private label - Health & beauty care products - I feel embarrassed buying / consuming store brand / private label products in this category (!)	Psychographics - Private Label
2036	PL44A19151	Did not purchase store brand/private label - Health & beauty care products - I just prefer name brand products for this category	Psychographics - Private Label
2037	PL44A3151	Did not purchase store brand/private label - Health & beauty care products - Not enough of a price difference / cost savings	Psychographics - Private Label
2038	PL44A15151	Did not purchase store brand/private label - Health & beauty care products - Store brand / private label products in this category are low quality	Psychographics - Private Label
2039	PL44A27151	Did not purchase store brand/private label - Health & beauty care products - Store brand / private label products in this category are not effective	Psychographics - Private Label
2040	PL44A1215	Did not purchase store brand/private label - Household care products - Heard bad things about store brand / private label products in this category from family/friends (!)	Psychographics - Private Label
2041	PL44A8151	Did not purchase store brand/private label - Household care products - I don't trust store brand / private label products in this category	Psychographics - Private Label
2042	PL44A2415	Did not purchase store brand/private label - Household care products - I feel embarrassed buying / consuming store brand / private label products in this category (*)	Psychographics - Private Label
2043	PL44A20151	Did not purchase store brand/private label - Household care products - I just prefer name brand products for this category	Psychographics - Private Label
2044	PL44A4151	Did not purchase store brand/private label - Household care products - Not enough of a price difference / cost	Psychographics - Private Label
2045	PL44A16151	Did not purchase store brand/private label - Household care products - Store brand / private label products in this category are low quality	Psychographics - Private Label
2046	PL44A28151	Did not purchase store brand/private label - Household care products - Store brand / private label products in this category are not effective	Psychographics - Private Label
2047	PL44A9151	Did not purchase store brand/private label - OTC medication - Heard bad things about store brand / private label products in this category from family/friends (!)	Psychographics - Private Label
2048	PL44A5151	Did not purchase store brand/private label - OTC medication - I don't trust store brand / private label products in this category	Psychographics - Private Label
2049	PL44A2115	Did not purchase store brand/private label - OTC medication - I feel embarrassed buying / consuming store brand / private label products in this category (*)	Psychographics - Private Label
2050	PL44A17151	Did not purchase store brand/private label - OTC medication - I just prefer name brand products for this category	Psychographics - Private Label
2051	PL44A1151	Did not purchase store brand/private label - OTC medication - Not enough of a price difference / cost savings	Psychographics - Private Label
2052	PL44A13151	Did not purchase store brand/private label - OTC medication - Store brand / private label products in this category are low quality (!)	Psychographics - Private Label
2053	PL44A25151	Did not purchase store brand/private label - OTC medication - Store brand / private label products in this category are not effective	Psychographics - Private Label