

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1	CODE	Code	Geography	1
2	GEO	Geographic Summarization Indicator	Geography	1
3	RBAS18HP	Household Population 18+	Basics	1
4	RQ1_1C1	Freq. doing online [Pst 2 Mths] - Email - Never	Online Usage	1
5	RQ1_1C2	Freq. doing online [Pst 2 Mths] - Email - About once or twice a month	Online Usage	1
6	RQ1_1C3	Freq. doing online [Pst 2 Mths] - Email - About once or twice a week	Online Usage	1
7	RQ1_1C4	Freq. doing online [Pst 2 Mths] - Email - Daily or more	Online Usage	1
8	RQ1_2C1	Freq. doing online [Pst 2 Mths] - Instant messaging - Never	Online Usage	1
9	RQ1_2C2	Freq. doing online [Pst 2 Mths] - Instant messaging - About once or twice a month	Online Usage	1
10	RQ1_2C3	Freq. doing online [Pst 2 Mths] - Instant messaging - About once or twice a week	Online Usage	1
11	RQ1_2C4	Freq. doing online [Pst 2 Mths] - Instant messaging - Daily or more	Online Usage	1
12	RQ1_3C1	Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - Never	Online Usage	1
13	RQ1_3C2	Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - About once or twice a month	Online Usage	1
14	RQ1_3C3	Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - About once or twice a week	Online Usage	1
15	RQ1_3C4	Freq. doing online [Pst 2 Mths] - Contributed to chat room/blog/bulletin board - Daily or more	Online Usage	1
16	RQ1_4C1	Freq. doing online [Pst 2 Mths] - Online dating/relationship - Never	Online Usage	1
17	RQ1_4C2	Freq. doing online [Pst 2 Mths] - Online dating/relationship - About once or twice a month	Online Usage	1
18	RQ1_4C3	Freq. doing online [Pst 2 Mths] - Online dating/relationship - About once or twice a week	Online Usage	1
19	RQ1_4C4	Freq. doing online [Pst 2 Mths] - Online dating/relationship - Daily or more	Online Usage	1
20	RQ1_5C1	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Never	Online Usage	1
21	RQ1_5C2	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - About once or twice a month	Online Usage	1
22	RQ1_5C3	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - About once or twice a week	Online Usage	1
23	RQ1_5C4	Freq. doing online [Pst 2 Mths] - Downloaded (music, games, software) - Daily or more	Online Usage	1
24	RQ1_6C1	Freq. doing online [Pst 2 Mths] - Played video games - Never	Online Usage	1
25	RQ1_6C2	Freq. doing online [Pst 2 Mths] - Played video games - About once or twice a month	Online Usage	1
26	RQ1_6C3	Freq. doing online [Pst 2 Mths] - Played video games - About once or twice a week	Online Usage	1
27	RQ1_6C4	Freq. doing online [Pst 2 Mths] - Played video games - Daily or more	Online Usage	1
28	RQ1_7C1	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Never	Online Usage	1
29	RQ1_7C2	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - About once or twice a month	Online Usage	1
30	RQ1_7C3	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - About once or twice a week	Online Usage	1
31	RQ1_7C4	Freq. doing online [Pst 2 Mths] - Visited entertainment/gossip sites - Daily or more	Online Usage	1
32	RQ1_8C1	Freq. doing online [Pst 2 Mths] - Read the news - Never	Online Usage	1
33	RQ1_8C2	Freq. doing online [Pst 2 Mths] - Read the news - About once or twice a month	Online Usage	1
34	RQ1_8C3	Freq. doing online [Pst 2 Mths] - Read the news - About once or twice a week	Online Usage	1
35	RQ1_8C4	Freq. doing online [Pst 2 Mths] - Read the news - Daily or more	Online Usage	1
36	RQ1_9C1	Freq. doing online [Pst 2 Mths] - Commented on a news article - Never	Online Usage	1
37	RQ1_9C2	Freq. doing online [Pst 2 Mths] - Commented on a news article - About once or twice a month	Online Usage	1
38	RQ1_9C3	Freq. doing online [Pst 2 Mths] - Commented on a news article - About once or twice a week	Online Usage	1
39	RQ1_9C4	Freq. doing online [Pst 2 Mths] - Commented on a news article - Daily or more	Online Usage	1
40	RQ1_10C1	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Never	Online Usage	1
41	RQ1_10C2	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - About once or twice a month	Online Usage	1
42	RQ1_10C3	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - About once or twice a week	Online Usage	1
43	RQ1_10C4	Freq. doing online [Pst 2 Mths] - Reviewed/rated a product or service - Daily or more	Online Usage	1
44	RQ1_11C1	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Never	Online Usage	1
45	RQ1_11C2	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - About once or twice a month	Online Usage	1
46	RQ1_11C3	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - About once or twice a week	Online Usage	1
47	RQ1_11C4	Freq. doing online [Pst 2 Mths] - Searched directories (yellowpages, 411) - Daily or more	Online Usage	1
48	RQ1_12C1	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Never	Online Usage	1
49	RQ1_12C2	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - About once or twice a month	Online Usage	1
50	RQ1_12C3	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - About once or twice a week	Online Usage	1
51	RQ1_12C4	Freq. doing online [Pst 2 Mths] - Searched classifieds (Kijiji, Craigslist) - Daily or more	Online Usage	1
52	RQ1_13C1	Freq. doing online [Pst 2 Mths] - Banking/paid bills - Never	Online Usage	1
53	RQ1_13C2	Freq. doing online [Pst 2 Mths] - Banking/paid bills - About once or twice a month	Online Usage	1
54	RQ1_13C3	Freq. doing online [Pst 2 Mths] - Banking/paid bills - About once or twice a week	Online Usage	1
55	RQ1_13C4	Freq. doing online [Pst 2 Mths] - Banking/paid bills - Daily or more	Online Usage	1
56	RQ1_14C1	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - Never	Online Usage	1
57	RQ1_14C2	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - About once or twice a month	Online Usage	1
58	RQ1_14C3	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - About once or twice a week	Online Usage	1
59	RQ1_14C4	Freq. doing online [Pst 2 Mths] - Traded stocks, bonds, mutual funds - Daily or more	Online Usage	1

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
60	RQ1_15C1	Freq. doing online [Pst 2 Mths] - Applied for a mortgage, loan or credit card - Never	Online Usage	1
61	RQ1_15C2	Freq. doing online [Pst 2 Mths] - Applied for a mortgage, loan or credit card - About once or twice a month	Online Usage	1
62	RQ1_15C3	Freq. doing online [Pst 2 Mths] - Applied for a mortgage, loan or credit card - More than once or twice a week	Online Usage	1
63	RQ1_16C1	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - Never	Online Usage	1
64	RQ1_16C2	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - About once or twice a month	Online Usage	1
65	RQ1_16C3	Freq. doing online [Pst 2 Mths] - Researched insurance (home, life, etc) - More than once or twice a week	Online Usage	1
66	RQ1_17C1	Freq. doing online [Pst 2 Mths] - Researched real estate - Never	Online Usage	1
67	RQ1_17C2	Freq. doing online [Pst 2 Mths] - Researched real estate - About once or twice a month	Online Usage	1
68	RQ1_17C3	Freq. doing online [Pst 2 Mths] - Researched real estate - About once or twice a week	Online Usage	1
69	RQ1_17C4	Freq. doing online [Pst 2 Mths] - Researched real estate - Daily or more	Online Usage	1
70	RQ1_18C1	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Never	Online Usage	1
71	RQ1_18C2	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - About once or twice a month	Online Usage	1
72	RQ1_18C3	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - About once or twice a week	Online Usage	1
73	RQ1_18C4	Freq. doing online [Pst 2 Mths] - Researched/made travel arrangements - Daily or more	Online Usage	1
74	RQ1_19C1	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - Never	Online Usage	1
75	RQ1_19C2	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - About once or twice a month	Online Usage	1
76	RQ1_19C3	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - About once or twice a week	Online Usage	1
77	RQ1_19C4	Freq. doing online [Pst 2 Mths] - Clicked on a banner advertisement - Daily or more	Online Usage	1
78	RQ1_20C1	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - Never	Online Usage	1
79	RQ1_20C2	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - About once or twice a month	Online Usage	1
80	RQ1_20C3	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - About once or twice a week	Online Usage	1
81	RQ1_20C4	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the address on TV - Daily or more	Online Usage	1
82	RQ1_21C1	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - Never	Online Usage	1
83	RQ1_21C2	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - About once or twice a month	Online Usage	1
84	RQ1_21C3	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - About once or twice a week	Online Usage	1
85	RQ1_21C4	Freq. doing online [Pst 2 Mths] - Visited a website after seeing the website in print - Daily or more	Online Usage	1
86	RQ1_22C1	Freq. doing online [Pst 2 Mths] - Made a purchase through a group-buying site (Groupon, Teambuy) - Never	Online Usage	1
87	RQ1_22C2	Freq. doing online [Pst 2 Mths] - Made a purchase through a group-buying site (Groupon, Teambuy) - About once or twice a month	Online Usage	1
88	RQ1_22C3	Freq. doing online [Pst 2 Mths] - Made a purchase through a group-buying site (Groupon, Teambuy) - More than once or twice a week	Online Usage	1
89	RQ1_25C1	Freq. doing online [Pst 2 Mths] - Made a purchase of a second-hand item through a site (e.g. Kijiji or Craigslist) - Never	Online Usage	1
90	RQ1_25C2	Freq. doing online [Pst 2 Mths] - Made a purchase of a second-hand item through a site (e.g. Kijiji or Craigslist) - About once or twice a month	Online Usage	1
91	RQ1_25C3	Freq. doing online [Pst 2 Mths] - Made a purchase of a second-hand item through a site (e.g. Kijiji or Craigslist) - More than once or twice a week	Online Usage	1
92	RQ1_26C1	Freq. doing online [Pst 2 Mths] - Made a purchase at an online auction site (e.g. eBay) - Never	Online Usage	1
93	RQ1_26C2	Freq. doing online [Pst 2 Mths] - Made a purchase at an online auction site (e.g. eBay) - About once or twice a month	Online Usage	1
94	RQ1_26C3	Freq. doing online [Pst 2 Mths] - Made a purchase at an online auction site (e.g. eBay) - More than once or twice a week	Online Usage	1
95	RQ1_23C1	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Never	Online Usage	1
96	RQ1_23C2	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - About once or twice a month	Online Usage	1
97	RQ1_23C3	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - About once or twice a week	Online Usage	1
98	RQ1_23C4	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of under \$100 - Daily or more	Online Usage	1
99	RQ1_24C1	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - Never	Online Usage	1
100	RQ1_24C2	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - About once or twice a month	Online Usage	1
101	RQ1_24C3	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - About once or twice a week	Online Usage	1
102	RQ1_24C4	Freq. doing online [Pst 2 Mths] - Made a purchase(s) of \$100 or more - Daily or more	Online Usage	1
103	RQ1_27C1	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - Never	Online Usage	1
104	RQ1_27C2	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - About once or twice a month	Online Usage	1
105	RQ1_27C3	Freq. doing online [Pst 2 Mths] - Made a charitable donation online - More than once or twice a week	Online Usage	1
106	RQ2A_1C1	Gather information about products/services - In person at a store, branch or office - Financial products & services	Information Gathering	1

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
107	RQ2A_2C2	Gather information about products/services - In person at a store, branch or office - Home electronics or computers	Information Gathering	1
108	RQ2A_3C3	Gather information about products/services - In person at a store, branch or office - Household appliances or furniture	Information Gathering	1
109	RQ2A_4C4	Gather information about products/services - In person at a store, branch or office - Media	Information Gathering	1
110	RQ2A_5C5	Gather information about products/services - In person at a store, branch or office - Beauty & cosmetics	Information Gathering	1
111	RQ2A_6C6	Gather information about products/services - In person at a store, branch or office - Health & pharmacy products	Information Gathering	1
112	RQ2A_7C7	Gather information about products/services - In person at a store, branch or office - Clothing	Information Gathering	1
113	RQ2A_8C8	Gather information about products/services - In person at a store, branch or office - Arts & Entertainment	Information Gathering	1
114	RQ2B_1C1	Gather information about products/services - Online/website via computer - Financial products & services	Information Gathering	1
115	RQ2B_2C2	Gather information about products/services - Online/website via computer - Home electronics or computers	Information Gathering	1
116	RQ2B_3C3	Gather information about products/services - Online/website via computer - Household appliances or furniture	Information Gathering	1
117	RQ2B_4C4	Gather information about products/services - Online/website via computer - Media	Information Gathering	1
118	RQ2B_5C5	Gather information about products/services - Online/website via computer - Beauty & cosmetics	Information Gathering	1
119	RQ2B_6C6	Gather information about products/services - Online/website via computer - Health & pharmacy products	Information Gathering	1
120	RQ2B_7C7	Gather information about products/services - Online/website via computer - Clothing	Information Gathering	1
121	RQ2B_8C8	Gather information about products/services - Online/website via computer - Arts & Entertainment	Information Gathering	1
122	RQ2C_1C1	Gather information about products/services - Online via your mobile device - Financial products & services	Information Gathering	1
123	RQ2C_2C2	Gather information about products/services - Online via your mobile device - Home electronics or computers	Information Gathering	1
124	RQ2C_3C3	Gather information about products/services - Online via your mobile device - Household appliances or furniture	Information Gathering	1
125	RQ2C_4C4	Gather information about products/services - Online via your mobile device - Media	Information Gathering	1
126	RQ2C_5C5	Gather information about products/services - Online via your mobile device - Beauty & cosmetics	Information Gathering	1
127	RQ2C_6C6	Gather information about products/services - Online via your mobile device - Health & pharmacy products	Information Gathering	1
128	RQ2C_7C7	Gather information about products/services - Online via your mobile device - Clothing	Information Gathering	1
129	RQ2C_8C8	Gather information about products/services - Online via your mobile device - Arts & Entertainment	Information Gathering	1
130	RQ2D_1C1	Gather information about products/services - By talking to someone on the phone - Financial products & services	Information Gathering	1
131	RQ2D_2C2	Gather information about products/services - By talking to someone on the phone - Home electronics or computers	Information Gathering	1
132	RQ2D_3C3	Gather information about products/services - By talking to someone on the phone - Household appliances or furniture	Information Gathering	1
133	RQ2D_4C4	Gather information about products/services - By talking to someone on the phone - Media	Information Gathering	1
134	RQ2D_5C5	Gather information about products/services - By talking to someone on the phone - Beauty & cosmetics	Information Gathering	1
135	RQ2D_6C6	Gather information about products/services - By talking to someone on the phone - Health & pharmacy products	Information Gathering	1
136	RQ2D_7C7	Gather information about products/services - By talking to someone on the phone - Clothing	Information Gathering	1
137	RQ2D_8C8	Gather information about products/services - By talking to someone on the phone - Arts & Entertainment	Information Gathering	1
138	RQ2E_1C1	Gather information about products/services - Using 'live chat' with customer service online - Financial products & services	Information Gathering	1
139	RQ2E_2C2	Gather information about products/services - Using 'live chat' with customer service online - Home electronics or computers	Information Gathering	1
140	RQ2E_3C3	Gather information about products/services - Using 'live chat' with customer service online - Household appliances or furniture	Information Gathering	1
141	RQ2E_4C4	Gather information about products/services - Using 'live chat' with customer service online - Media	Information Gathering	1
142	RQ2E_5C5	Gather information about products/services - Using 'live chat' with customer service online - Beauty & cosmetics	Information Gathering	1
143	RQ2E_6C6	Gather information about products/services - Using 'live chat' with customer service online - Health & pharmacy products	Information Gathering	1
144	RQ2E_7C7	Gather information about products/services - Using 'live chat' with customer service online - Clothing	Information Gathering	1
145	RQ2E_8C8	Gather information about products/services - Using 'live chat' with customer service online - Arts & Entertainment	Information Gathering	1
146	RQ2A2_1C1	Prefer to purchase products/services - In person at a store, branch or office - Financial products & services	Purchase Preference	1

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147	RQ2A2_2C2	Prefer to purchase products/services - In person at a store, branch or office - Home electronics or computers	Purchase Preference	1
148	RQ2A2_3C3	Prefer to purchase products/services - In person at a store, branch or office - Household appliances or furniture	Purchase Preference	1
149	RQ2A2_4C4	Prefer to purchase products/services - In person at a store, branch or office - Media	Purchase Preference	1
150	RQ2A2_5C5	Prefer to purchase products/services - In person at a store, branch or office - Beauty & cosmetics	Purchase Preference	1
151	RQ2A2_6C6	Prefer to purchase products/services - In person at a store, branch or office - Health & pharmacy products	Purchase Preference	1
152	RQ2A2_7C7	Prefer to purchase products/services - In person at a store, branch or office - Clothing	Purchase Preference	1
153	RQ2A2_8C8	Prefer to purchase products/services - In person at a store, branch or office - Arts & Entertainment	Purchase Preference	1
154	RQ2B2_1C1	Prefer to purchase products/services - Online/website via computer - Financial products & services	Purchase Preference	1
155	RQ2B2_2C2	Prefer to purchase products/services - Online/website via computer - Home electronics or computers	Purchase Preference	1
156	RQ2B2_3C3	Prefer to purchase products/services - Online/website via computer - Household appliances or furniture	Purchase Preference	1
157	RQ2B2_4C4	Prefer to purchase products/services - Online/website via computer - Media	Purchase Preference	1
158	RQ2B2_5C5	Prefer to purchase products/services - Online/website via computer - Beauty & cosmetics	Purchase Preference	1
159	RQ2B2_6C6	Prefer to purchase products/services - Online/website via computer - Health & pharmacy products	Purchase Preference	1
160	RQ2B2_7C7	Prefer to purchase products/services - Online/website via computer - Clothing	Purchase Preference	1
161	RQ2B2_8C8	Prefer to purchase products/services - Online/website via computer - Arts & Entertainment	Purchase Preference	1
162	RQ2C2_1C1	Prefer to purchase products/services - Online via your mobile device - Financial products & services	Purchase Preference	1
163	RQ2C2_2C2	Prefer to purchase products/services - Online via your mobile device - Home electronics or computers	Purchase Preference	1
164	RQ2C2_3C3	Prefer to purchase products/services - Online via your mobile device - Household appliances or furniture	Purchase Preference	1
165	RQ2C2_4C4	Prefer to purchase products/services - Online via your mobile device - Media	Purchase Preference	1
166	RQ2C2_5C5	Prefer to purchase products/services - Online via your mobile device - Beauty & cosmetics	Purchase Preference	1
167	RQ2C2_6C6	Prefer to purchase products/services - Online via your mobile device - Health & pharmacy products	Purchase Preference	1
168	RQ2C2_7C7	Prefer to purchase products/services - Online via your mobile device - Clothing	Purchase Preference	1
169	RQ2C2_8C8	Prefer to purchase products/services - Online via your mobile device - Arts & Entertainment	Purchase Preference	1
170	RQ2D2_1C1	Prefer to purchase products/services - By talking to someone on the phone - Financial products & services	Purchase Preference	1
171	RQ2D2_2C2	Prefer to purchase products/services - By talking to someone on the phone - Home electronics or computers	Purchase Preference	1
172	RQ2D2_3C3	Prefer to purchase products/services - By talking to someone on the phone - Household appliances or furniture	Purchase Preference	1
173	RQ2D2_4C4	Prefer to purchase products/services - By talking to someone on the phone - Media	Purchase Preference	1
174	RQ2D2_5C5	Prefer to purchase products/services - By talking to someone on the phone - Beauty & cosmetics	Purchase Preference	1
175	RQ2D2_6C6	Prefer to purchase products/services - By talking to someone on the phone - Health & pharmacy products	Purchase Preference	1
176	RQ2D2_7C7	Prefer to purchase products/services - By talking to someone on the phone - Clothing	Purchase Preference	1
177	RQ2D2_8C8	Prefer to purchase products/services - By talking to someone on the phone - Arts & Entertainment	Purchase Preference	1
178	RQ2E2_1C1	Prefer to purchase products/services - Using 'live chat' with customer service online - Financial products & services	Purchase Preference	1
179	RQ2E2_2C2	Prefer to purchase products/services - Using 'live chat' with customer service online - Home electronics or computers	Purchase Preference	1
180	RQ2E2_3C3	Prefer to purchase products/services - Using 'live chat' with customer service online - Household appliances or furniture	Purchase Preference	1
181	RQ2E2_4C4	Prefer to purchase products/services - Using 'live chat' with customer service online - Media	Purchase Preference	1
182	RQ2E2_5C5	Prefer to purchase products/services - Using 'live chat' with customer service online - Beauty & cosmetics	Purchase Preference	1
183	RQ2E2_6C6	Prefer to purchase products/services - Using 'live chat' with customer service online - Health & pharmacy products	Purchase Preference	1
184	RQ2E2_7C7	Prefer to purchase products/services - Using 'live chat' with customer service online - Clothing	Purchase Preference	1
185	RQ2E2_8C8	Prefer to purchase products/services - Using 'live chat' with customer service online - Arts & Entertainment	Purchase Preference	1
186	RQ2A3_1C1	Obtain customer service for products/services - In person at a store, branch or office - Financial products & services	Customer Service	2
187	RQ2A3_2C2	Obtain customer service for products/services - In person at a store, branch or office - Home electronics or computers	Customer Service	2
188	RQ2A3_3C3	Obtain customer service for products/services - In person at a store, branch or office - Household appliances or furniture	Customer Service	2
189	RQ2A3_4C4	Obtain customer service for products/services - In person at a store, branch or office - Media	Customer Service	2

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190	RQ2A3_5C5	Obtain customer service for products/services - In person at a store, branch or office - Beauty & cosmetics	Customer Service	2
191	RQ2A3_6C6	Obtain customer service for products/services - In person at a store, branch or office - Health & pharmacy products	Customer Service	2
192	RQ2A3_7C7	Obtain customer service for products/services - In person at a store, branch or office - Clothing	Customer Service	2
193	RQ2A3_8C8	Obtain customer service for products/services - In person at a store, branch or office - Arts & Entertainment	Customer Service	2
194	RQ2B3_1C1	Obtain customer service for products/services - Online/website via computer - Financial products & services	Customer Service	2
195	RQ2B3_2C2	Obtain customer service for products/services - Online/website via computer - Home electronics or computers	Customer Service	2
196	RQ2B3_3C3	Obtain customer service for products/services - Online/website via computer - Household appliances or furniture	Customer Service	2
197	RQ2B3_4C4	Obtain customer service for products/services - Online/website via computer - Media	Customer Service	2
198	RQ2B3_5C5	Obtain customer service for products/services - Online/website via computer - Beauty & cosmetics	Customer Service	2
199	RQ2B3_6C6	Obtain customer service for products/services - Online/website via computer - Health & pharmacy products	Customer Service	2
200	RQ2B3_7C7	Obtain customer service for products/services - Online/website via computer - Clothing	Customer Service	2
201	RQ2B3_8C8	Obtain customer service for products/services - Online/website via computer - Arts & Entertainment	Customer Service	2
202	RQ2C3_1C1	Obtain customer service for products/services - Online via your mobile device - Financial products & services	Customer Service	2
203	RQ2C3_2C2	Obtain customer service for products/services - Online via your mobile device - Home electronics or computers	Customer Service	2
204	RQ2C3_3C3	Obtain customer service for products/services - Online via your mobile device - Household appliances or furniture	Customer Service	2
205	RQ2C3_4C4	Obtain customer service for products/services - Online via your mobile device - Media	Customer Service	2
206	RQ2C3_5C5	Obtain customer service for products/services - Online via your mobile device - Beauty & cosmetics	Customer Service	2
207	RQ2C3_6C6	Obtain customer service for products/services - Online via your mobile device - Health & pharmacy products	Customer Service	2
208	RQ2C3_7C7	Obtain customer service for products/services - Online via your mobile device - Clothing	Customer Service	2
209	RQ2C3_8C8	Obtain customer service for products/services - Online via your mobile device - Arts & Entertainment	Customer Service	2
210	RQ2D3_1C1	Obtain customer service for products/services - By talking to someone on the phone - Financial products & services	Customer Service	2
211	RQ2D3_2C2	Obtain customer service for products/services - By talking to someone on the phone - Home electronics or computers	Customer Service	2
212	RQ2D3_3C3	Obtain customer service for products/services - By talking to someone on the phone - Household appliances or furniture	Customer Service	2
213	RQ2D3_4C4	Obtain customer service for products/services - By talking to someone on the phone - Media	Customer Service	2
214	RQ2D3_5C5	Obtain customer service for products/services - By talking to someone on the phone - Beauty & cosmetics	Customer Service	2
215	RQ2D3_6C6	Obtain customer service for products/services - By talking to someone on the phone - Health & pharmacy products	Customer Service	2
216	RQ2D3_7C7	Obtain customer service for products/services - By talking to someone on the phone - Clothing	Customer Service	2
217	RQ2D3_8C8	Obtain customer service for products/services - By talking to someone on the phone - Arts & Entertainment	Customer Service	2
218	RQ2E3_1C1	Obtain customer service for products/services - Using 'live chat' with customer service online - Financial products & services	Customer Service	2
219	RQ2E3_2C2	Obtain customer service for products/services - Using 'live chat' with customer service online - Home electronics or computers	Customer Service	2
220	RQ2E3_3C3	Obtain customer service for products/services - Using 'live chat' with customer service online - Household appliances or furniture	Customer Service	2
221	RQ2E3_4C4	Obtain customer service for products/services - Using 'live chat' with customer service online - Media	Customer Service	2
222	RQ2E3_5C5	Obtain customer service for products/services - Using 'live chat' with customer service online - Beauty & cosmetics	Customer Service	2
223	RQ2E3_6C6	Obtain customer service for products/services - Using 'live chat' with customer service online - Health & pharmacy products	Customer Service	2
224	RQ2E3_7C7	Obtain customer service for products/services - Using 'live chat' with customer service online - Clothing	Customer Service	2
225	RQ2E3_8C8	Obtain customer service for products/services - Using 'live chat' with customer service online - Arts & Entertainment	Customer Service	2
226	RQ3A_1C1	Retail products researched online - Automotive	Online Product Research	2
227	RQ3A_2C2	Retail products researched online - Babies & Kids	Online Product Research	2
228	RQ3A_3C3	Retail products researched online - Media (books , magazines, music, DVD's)	Online Product Research	2
229	RQ3A_4C4	Retail products researched online - Clothing & Fashions	Online Product Research	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
230	RQ3A_5C5	Retail products researched online - Home Electronics & Computers	Online Product Research	2
231	RQ3A_6C6	Retail products researched online - Event tickets (movies, concerts, sporting events)	Online Product Research	2
232	RQ3A_7C7	Retail products researched online - Gift card / certificate	Online Product Research	2
233	RQ3A_8C8	Retail products researched online - Groceries	Online Product Research	2
234	RQ3A_9C9	Retail products researched online - Beauty & Cosmetics	Online Product Research	2
235	RQ3A_10C10	Retail products researched online - Home & Garden	Online Product Research	2
236	RQ3A_11C11	Retail products researched online - Financial & Insurance products	Online Product Research	2
237	RQ3A_12C12	Retail products researched online - Office supplies	Online Product Research	2
238	RQ3A_13C13	Retail products researched online - Pets	Online Product Research	2
239	RQ3A_14C14	Retail products researched online - Pharmaceuticals	Online Product Research	2
240	RQ3A_15C15	Retail products researched online - Sporting goods	Online Product Research	2
241	RQ3A_16C16	Retail products researched online - Vacation / travel	Online Product Research	2
242	RQ3A_17C17	Retail products researched online - None of the above	Online Product Research	2
243	RQ10_1C1	Online sources consulted when making purchase decision - Retailers' websites	Online Product Research	2
244	RQ10_2C2	Online sources consulted when making purchase decision - Manufacturers' websites	Online Product Research	2
245	RQ10_3C3	Online sources consulted when making purchase decision - Comparison shopping websites (e.g.ShopTolt, Shopbot, NexTag)	Online Product Research	2
246	RQ10_4C4	Online sources consulted when making purchase decision - Ebay	Online Product Research	2
247	RQ10_5C5	Online sources consulted when making purchase decision - Amazon	Online Product Research	2
248	RQ10_6C6	Online sources consulted when making purchase decision - Your social media networks (like Facebook /Twitter friends)	Online Product Research	2
249	RQ10_7C7	Online sources consulted when making purchase decision - Other	Online Product Research	2
250	RQ11C1	Number of online sources consulted - About 1 or 2	Online Product Research	2
251	RQ11C2	Number of online sources consulted - About 3 to 5	Online Product Research	2
252	RQ11C3	Number of online sources consulted - More than 5	Online Product Research	2
253	RQ12_1C1	Product information searched using online sources - Customer reviews / ratings	Online Product Research	2
254	RQ12_2C2	Product information searched using online sources - Consumer Reports	Online Product Research	2
255	RQ12_3C3	Product information searched using online sources - Expert opinions recommending "the best" product	Online Product Research	2
256	RQ12_4C4	Product information searched using online sources - Ideas / solutions	Online Product Research	2
257	RQ12_5C5	Product information searched using online sources - Price	Online Product Research	2
258	RQ12_6C6	Product information searched using online sources - Retailer(s) with best price	Online Product Research	2
259	RQ12_7C7	Product information searched using online sources - Product availability	Online Product Research	2
260	RQ12_8C8	Product information searched using online sources - Product specifications / details (colour, size, capabilities, etc.)	Online Product Research	2
261	RQ12_9C9	Product information searched using online sources - Promotional offers	Online Product Research	2
262	RQ12_10C10	Product information searched using online sources - Retail locations	Online Product Research	2
263	RQ12_11C11	Product information searched using online sources - New product launches	Online Product Research	2
264	RQ12_12C12	Product information searched using online sources - Other	Online Product Research	2
265	RQ13C1	Time passed between Research and Purchase - A few hours or less	Online Product Research	2
266	RQ13C2	Time passed between Research and Purchase - A few days	Online Product Research	2
267	RQ13C3	Time passed between Research and Purchase - About 1 week	Online Product Research	2
268	RQ13C4	Time passed between Research and Purchase - About 2 weeks	Online Product Research	2
269	RQ13C5	Time passed between Research and Purchase - About a month	Online Product Research	2
270	RQ13C6	Time passed between Research and Purchase - More than a month	Online Product Research	2
271	RQ14_1C45	Behaviour after online research - Have every intention of buying the product	Online Product Research	2
272	RQ14_2C45	Behaviour after online research - Buy the product immediately online	Online Product Research	2
273	RQ14_3C45	Behaviour after online research - Buy the product eventually online	Online Product Research	2
274	RQ14_4C45	Behaviour after online research - Use information found online to buy product in store	Online Product Research	2
275	RQ9C1	Freq. using online research prior to making purchase - Less than 10% of the time	Online Product Research	2
276	RQ9C2	Freq. using online research prior to making purchase - 10% to 24% of the time	Online Product Research	2
277	RQ9C3	Freq. using online research prior to making purchase - 25% to 49% of the time	Online Product Research	2
278	RQ9C4	Freq. using online research prior to making purchase - 50% to 74% of the time	Online Product Research	2
279	RQ9C5	Freq. using online research prior to making purchase - 75% to 100% of the time	Online Product Research	2
280	RQ15_2C2	Reason for purchasing in store after researching online - Do not own a credit card	Online Product Research	2
281	RQ15_3C3	Reason for purchasing in store after researching online - Enjoy the experience of shopping in store	Online Product Research	2
282	RQ15_4C4	Reason for purchasing in store after researching online - Want the help of in-store sales associate	Online Product Research	2
283	RQ15_5C5	Reason for purchasing in store after researching online - Product doesn't ship to Canada	Online Product Research	2
284	RQ15_6C6	Reason for purchasing in store after researching online - Not comfortable sharing credit card information online	Online Product Research	2
285	RQ15_7C7	Reason for purchasing in store after researching online - Not willing to incur shipping costs	Online Product Research	2
286	RQ15_8C8	Reason for purchasing in store after researching online - Not willing to incur duty fees	Online Product Research	2
287	RQ15_9C9	Reason for purchasing in store after researching online - Inconvenience of returning product, if needed	Online Product Research	2
288	RQ15_10C10	Reason for purchasing in store after researching online - Cost of returning product, if needed	Online Product Research	2
289	RQ15_11C11	Reason for purchasing in store after researching online - Shipping will take too long, need it immediately	Online Product Research	2
290	RQ15_12C12	Reason for purchasing in store after researching online - Want to try the product before buying	Online Product Research	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
291	RQ15_13C13	Reason for purchasing in store after researching online - Concern that the product will arrive in less-than-perfect condition	Online Product Research	2
292	RQ15_13C14	Reason for purchasing in store after researching online - Other	Online Product Research	2
293	RQ3B_1C1	Retail products purchased online - Automotive	Online Product Purchase	3
294	RQ3B_2C2	Retail products purchased online - Babies & Kids	Online Product Purchase	3
295	RQ3B_3C3	Retail products purchased online - Media (books , magazines, music, DVD's)	Online Product Purchase	3
296	RQ3B_4C4	Retail products purchased online - Clothing & Fashions	Online Product Purchase	3
297	RQ3B_5C5	Retail products purchased online - Home Electronics & Computers	Online Product Purchase	3
298	RQ3B_6C6	Retail products purchased online - Event tickets (movies, concerts, sporting events)	Online Product Purchase	3
299	RQ3B_7C7	Retail products purchased online - Gift card / certificate	Online Product Purchase	3
300	RQ3B_8C8	Retail products purchased online - Groceries	Online Product Purchase	3
301	RQ3B_9C9	Retail products purchased online - Beauty & Cosmetics	Online Product Purchase	3
302	RQ3B_10C10	Retail products purchased online - Home & Garden	Online Product Purchase	3
303	RQ3B_11C11	Retail products purchased online - Financial & Insurance products	Online Product Purchase	3
304	RQ3B_12C12	Retail products purchased online - Office supplies	Online Product Purchase	3
305	RQ3B_13C13	Retail products purchased online - Pets	Online Product Purchase	3
306	RQ3B_14C14	Retail products purchased online - Pharmaceuticals	Online Product Purchase	3
307	RQ3B_15C15	Retail products purchased online - Sporting goods	Online Product Purchase	3
308	RQ3B_16C16	Retail products purchased online - Vacation / travel	Online Product Purchase	3
309	RQ3B_17C17	Retail products purchased online - None of the above	Online Product Purchase	3
310	RQ4_2C1	Spent online on - Babies & Kids [Pst Yr] - Less than \$50	Online Product Purchase	3
311	RQ4_2C2	Spent online on - Babies & Kids [Pst Yr] - \$50-\$99	Online Product Purchase	3
312	RQ4_2C3	Spent online on - Babies & Kids [Pst Yr] - \$100-\$249	Online Product Purchase	3
313	RQ4_2C4	Spent online on - Babies & Kids [Pst Yr] - \$250-\$499	Online Product Purchase	3
314	RQ4_2C5	Spent online on - Babies & Kids [Pst Yr] - \$500 or more	Online Product Purchase	3
315	RQ4_3C1	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - Less than \$50	Online Product Purchase	3
316	RQ4_3C2	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$50-\$99	Online Product Purchase	3
317	RQ4_3C3	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$100-\$249	Online Product Purchase	3
318	RQ4_3C4	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$250-\$499	Online Product Purchase	3
319	RQ4_3C5	Spent online on - Media (books , magazines, music, DVD's) [Pst Yr] - \$500 or more	Online Product Purchase	3
320	RQ4_4C1	Spent online on - Clothing & Fashions [Pst Yr] - Less than \$50	Online Product Purchase	3
321	RQ4_4C2	Spent online on - Clothing & Fashions [Pst Yr] - \$50-\$99	Online Product Purchase	3
322	RQ4_4C3	Spent online on - Clothing & Fashions [Pst Yr] - \$100-\$249	Online Product Purchase	3
323	RQ4_4C4	Spent online on - Clothing & Fashions [Pst Yr] - \$250-\$499	Online Product Purchase	3
324	RQ4_4C5	Spent online on - Clothing & Fashions [Pst Yr] - \$500-\$999	Online Product Purchase	3
325	RQ4_4C6	Spent online on - Clothing & Fashions [Pst Yr] - \$1000 or more	Online Product Purchase	3
326	RQ4_5C1	Spent online on - Home Electronics & Computers [Pst Yr] - Less than \$50	Online Product Purchase	3
327	RQ4_5C2	Spent online on - Home Electronics & Computers [Pst Yr] - \$50-\$99	Online Product Purchase	3
328	RQ4_5C3	Spent online on - Home Electronics & Computers [Pst Yr] - \$100-\$249	Online Product Purchase	3
329	RQ4_5C4	Spent online on - Home Electronics & Computers [Pst Yr] - \$250-\$499	Online Product Purchase	3
330	RQ4_5C5	Spent online on - Home Electronics & Computers [Pst Yr] - \$500-\$999	Online Product Purchase	3
331	RQ4_5C6	Spent online on - Home Electronics & Computers [Pst Yr] - \$1000 or more	Online Product Purchase	3
332	RQ4_6C1	Spent online on - Event tickets (movies, concerts, sporting events) [Pst Yr] - Less than \$50	Online Product Purchase	3
333	RQ4_6C2	Spent online on - Event tickets (movies, concerts, sporting events) [Pst Yr] - \$50-\$99	Online Product Purchase	3
334	RQ4_6C3	Spent online on - Event tickets (movies, concerts, sporting events) [Pst Yr] - \$100-\$249	Online Product Purchase	3
335	RQ4_6C4	Spent online on - Event tickets (movies, concerts, sporting events) [Pst Yr] - \$250-\$499	Online Product Purchase	3
336	RQ4_6C5	Spent online on - Event tickets (movies, concerts, sporting events) [Pst Yr] - \$500-\$999	Online Product Purchase	3
337	RQ4_6C6	Spent online on - Event tickets (movies, concerts, sporting events) [Pst Yr] - \$1000 or more	Online Product Purchase	3
338	RQ4_7C1	Spent online on - Gift card / certificate [Pst Yr] - Less than \$50	Online Product Purchase	3
339	RQ4_7C2	Spent online on - Gift card / certificate [Pst Yr] - \$50-\$99	Online Product Purchase	3
340	RQ4_7C3	Spent online on - Gift card / certificate [Pst Yr] - \$100-\$249	Online Product Purchase	3
341	RQ4_7C4	Spent online on - Gift card / certificate [Pst Yr] - \$250 or more	Online Product Purchase	3
342	RQ4_8C1	Spent online on - Groceries [Pst Yr] - Less than \$100	Online Product Purchase	3
343	RQ4_8C3	Spent online on - Groceries [Pst Yr] - \$100-\$499	Online Product Purchase	3
344	RQ4_8C5	Spent online on - Groceries [Pst Yr] - \$500 or more	Online Product Purchase	3
345	RQ4_9C1	Spent online on - Beauty & Cosmetics [Pst Yr] - Less than \$50	Online Product Purchase	3
346	RQ4_9C2	Spent online on - Beauty & Cosmetics [Pst Yr] - \$50-\$99	Online Product Purchase	3
347	RQ4_9C3	Spent online on - Beauty & Cosmetics [Pst Yr] - \$100-\$249	Online Product Purchase	3
348	RQ4_9C4	Spent online on - Beauty & Cosmetics [Pst Yr] - \$250-\$499	Online Product Purchase	3
349	RQ4_9C5	Spent online on - Beauty & Cosmetics [Pst Yr] - \$500 or more	Online Product Purchase	3
350	RQ4_10C1	Spent online on - Home & Garden [Pst Yr] - Less than \$50	Online Product Purchase	3
351	RQ4_10C2	Spent online on - Home & Garden [Pst Yr] - \$50-\$99	Online Product Purchase	3
352	RQ4_10C3	Spent online on - Home & Garden [Pst Yr] - \$100-\$249	Online Product Purchase	3
353	RQ4_10C4	Spent online on - Home & Garden [Pst Yr] - \$250-\$499	Online Product Purchase	3
354	RQ4_10C5	Spent online on - Home & Garden [Pst Yr] - \$500 or more	Online Product Purchase	3
355	RQ4_11C1	Spent online on - Financial & Insurance products [Pst Yr] - Less than \$50	Online Product Purchase	3
356	RQ4_11C2	Spent online on - Financial & Insurance products [Pst Yr] - \$50-\$249	Online Product Purchase	3
357	RQ4_11C4	Spent online on - Financial & Insurance products [Pst Yr] - \$250-\$499	Online Product Purchase	3
358	RQ4_11C5	Spent online on - Financial & Insurance products [Pst Yr] - \$500-\$999	Online Product Purchase	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
359	RO4_11C6	Spent online on - Financial & Insurance products [Pst Yr] - \$1000 or more	Online Product Purchase	3
360	RO4_12C1	Spent online on - Office supplies [Pst Yr] - Less than \$50	Online Product Purchase	3
361	RO4_12C2	Spent online on - Office supplies [Pst Yr] - \$50-\$99	Online Product Purchase	3
362	RO4_12C3	Spent online on - Office supplies [Pst Yr] - \$100-\$249	Online Product Purchase	3
363	RO4_12C4	Spent online on - Office supplies [Pst Yr] - \$250-\$499	Online Product Purchase	3
364	RO4_12C5	Spent online on - Office supplies [Pst Yr] - \$500 or more	Online Product Purchase	3
365	RO4_13C1	Spent online on - Pets [Pst Yr] - Less than \$50	Online Product Purchase	3
366	RO4_13C2	Spent online on - Pets [Pst Yr] - \$50-\$99	Online Product Purchase	3
367	RO4_13C3	Spent online on - Pets [Pst Yr] - \$100 or more	Online Product Purchase	3
368	RO4_14C1	Spent online on - Pharmaceuticals [Pst Yr] - Less than \$100	Online Product Purchase	3
369	RO4_14C3	Spent online on - Pharmaceuticals [Pst Yr] - \$100 or more	Online Product Purchase	3
370	RO4_15C1	Spent online on - Sporting goods [Pst Yr] - Less than \$50	Online Product Purchase	3
371	RO4_15C2	Spent online on - Sporting goods [Pst Yr] - \$50-\$99	Online Product Purchase	3
372	RO4_15C3	Spent online on - Sporting goods [Pst Yr] - \$100-\$249	Online Product Purchase	3
373	RO4_15C4	Spent online on - Sporting goods [Pst Yr] - \$250-\$499	Online Product Purchase	3
374	RO4_15C5	Spent online on - Sporting goods [Pst Yr] - \$500 or more	Online Product Purchase	3
375	RO4_16C1	Spent online on - Vacation / travel [Pst Yr] - Less than \$100	Online Product Purchase	3
376	RO4_16C3	Spent online on - Vacation / travel [Pst Yr] - \$100-\$249	Online Product Purchase	3
377	RO4_16C4	Spent online on - Vacation / travel [Pst Yr] - \$250-\$499	Online Product Purchase	3
378	RO4_16C5	Spent online on - Vacation / travel [Pst Yr] - \$500-\$999	Online Product Purchase	3
379	RO4_16C6	Spent online on - Vacation / travel [Pst Yr] - \$1000 or more	Online Product Purchase	3
380	RO5_1C1	Percentage of total spend spent online [Pst Yr] - Automotive - Less than 10%	Online Product Purchase	3
381	RO5_1C2	Percentage of total spend spent online [Pst Yr] - Automotive - 10% to 49%	Online Product Purchase	3
382	RO5_1C4	Percentage of total spend spent online [Pst Yr] - Automotive - 50% or more	Online Product Purchase	3
383	RO5_2C1	Percentage of total spend spent online [Pst Yr] - Babies & Kids - Less than 10%	Online Product Purchase	3
384	RO5_2C2	Percentage of total spend spent online [Pst Yr] - Babies & Kids - 10% to 24%	Online Product Purchase	3
385	RO5_2C3	Percentage of total spend spent online [Pst Yr] - Babies & Kids - 25% to 49%	Online Product Purchase	3
386	RO5_2C4	Percentage of total spend spent online [Pst Yr] - Babies & Kids - 50% to 74%	Online Product Purchase	3
387	RO5_2C5	Percentage of total spend spent online [Pst Yr] - Babies & Kids - 75% to 100%	Online Product Purchase	3
388	RO5_3C1	Percentage of total spend spent online [Pst Yr] - Media (books , magazines, music, DVD's) - Less than 10%	Online Product Purchase	3
389	RO5_3C2	Percentage of total spend spent online [Pst Yr] - Media (books , magazines, music, DVD's) - 10% to 24%	Online Product Purchase	3
390	RO5_3C3	Percentage of total spend spent online [Pst Yr] - Media (books , magazines, music, DVD's) - 25% to 49%	Online Product Purchase	3
391	RO5_3C4	Percentage of total spend spent online [Pst Yr] - Media (books , magazines, music, DVD's) - 50% to 74%	Online Product Purchase	3
392	RO5_3C5	Percentage of total spend spent online [Pst Yr] - Media (books , magazines, music, DVD's) - 75% to 100%	Online Product Purchase	3
393	RO5_4C1	Percentage of total spend spent online [Pst Yr] - Clothing & Fashions - Less than 10%	Online Product Purchase	3
394	RO5_4C2	Percentage of total spend spent online [Pst Yr] - Clothing & Fashions - 10% to 24%	Online Product Purchase	3
395	RO5_4C3	Percentage of total spend spent online [Pst Yr] - Clothing & Fashions - 25% to 49%	Online Product Purchase	3
396	RO5_4C4	Percentage of total spend spent online [Pst Yr] - Clothing & Fashions - 50% to 74%	Online Product Purchase	3
397	RO5_4C5	Percentage of total spend spent online [Pst Yr] - Clothing & Fashions - 75% to 100%	Online Product Purchase	3
398	RO5_5C1	Percentage of total spend spent online [Pst Yr] - Home Electronics & Computers - Less than 10%	Online Product Purchase	3
399	RO5_5C2	Percentage of total spend spent online [Pst Yr] - Home Electronics & Computers - 10% to 24%	Online Product Purchase	3
400	RO5_5C3	Percentage of total spend spent online [Pst Yr] - Home Electronics & Computers - 25% to 49%	Online Product Purchase	3
401	RO5_5C4	Percentage of total spend spent online [Pst Yr] - Home Electronics & Computers - 50% to 74%	Online Product Purchase	3
402	RO5_5C5	Percentage of total spend spent online [Pst Yr] - Home Electronics & Computers - 75% to 100%	Online Product Purchase	3
403	RO5_6C1	Percentage of total spend spent online [Pst Yr] - Event tickets (movies, concerts, sporting events) - Less than 10%	Online Product Purchase	3
404	RO5_6C2	Percentage of total spend spent online [Pst Yr] - Event tickets (movies, concerts, sporting events) - 10% to 24%	Online Product Purchase	3
405	RO5_6C3	Percentage of total spend spent online [Pst Yr] - Event tickets (movies, concerts, sporting events) - 25% to 49%	Online Product Purchase	3
406	RO5_6C4	Percentage of total spend spent online [Pst Yr] - Event tickets (movies, concerts, sporting events) - 50% to 74%	Online Product Purchase	3
407	RO5_6C5	Percentage of total spend spent online [Pst Yr] - Event tickets (movies, concerts, sporting events) - 75% to 100%	Online Product Purchase	3
408	RO5_7C1	Percentage of total spend spent online [Pst Yr] - Gift card / certificate - Less than 10%	Online Product Purchase	3
409	RO5_7C2	Percentage of total spend spent online [Pst Yr] - Gift card / certificate - 10% to 24%	Online Product Purchase	3
410	RO5_7C3	Percentage of total spend spent online [Pst Yr] - Gift card / certificate - 25% to 49%	Online Product Purchase	3
411	RO5_7C4	Percentage of total spend spent online [Pst Yr] - Gift card / certificate - 50% to 74%	Online Product Purchase	3
412	RO5_7C5	Percentage of total spend spent online [Pst Yr] - Gift card / certificate - 75% to 100%	Online Product Purchase	3
413	RO5_8C1	Percentage of total spend spent online [Pst Yr] - Groceries - Less than 10%	Online Product Purchase	3
414	RO5_8C2	Percentage of total spend spent online [Pst Yr] - Groceries - 10% to 24%	Online Product Purchase	3
415	RO5_8C3	Percentage of total spend spent online [Pst Yr] - Groceries - 25% or more	Online Product Purchase	3
416	RO5_9C1	Percentage of total spend spent online [Pst Yr] - Beauty & Cosmetics - Less than 10%	Online Product Purchase	3
417	RO5_9C2	Percentage of total spend spent online [Pst Yr] - Beauty & Cosmetics - 10% to 24%	Online Product Purchase	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
418	RO5_9C3	Percentage of total spend spent online [Pst Yr] - Beauty & Cosmetics - 25% to 49%	Online Product Purchase	3
419	RO5_9C4	Percentage of total spend spent online [Pst Yr] - Beauty & Cosmetics - 50% to 74%	Online Product Purchase	3
420	RO5_9C5	Percentage of total spend spent online [Pst Yr] - Beauty & Cosmetics - 75% to 100%	Online Product Purchase	3
421	RO5_10C1	Percentage of total spend spent online [Pst Yr] - Home & Garden - Less than 10%	Online Product Purchase	3
422	RO5_10C2	Percentage of total spend spent online [Pst Yr] - Home & Garden - 10% to 24%	Online Product Purchase	3
423	RO5_10C3	Percentage of total spend spent online [Pst Yr] - Home & Garden - 25% to 49%	Online Product Purchase	3
424	RO5_10C4	Percentage of total spend spent online [Pst Yr] - Home & Garden - 50% or more	Online Product Purchase	3
425	RO5_11C1	Percentage of total spend spent online [Pst Yr] - Financial & Insurance products - Less than 10%	Online Product Purchase	3
426	RO5_11C2	Percentage of total spend spent online [Pst Yr] - Financial & Insurance products - 10% to 24%	Online Product Purchase	3
427	RO5_11C3	Percentage of total spend spent online [Pst Yr] - Financial & Insurance products - 25% to 49%	Online Product Purchase	3
428	RO5_11C4	Percentage of total spend spent online [Pst Yr] - Financial & Insurance products - 50% to 74%	Online Product Purchase	3
429	RO5_11C5	Percentage of total spend spent online [Pst Yr] - Financial & Insurance products - 75% to 100%	Online Product Purchase	3
430	RO5_12C1	Percentage of total spend spent online [Pst Yr] - Office supplies - Less than 10%	Online Product Purchase	3
431	RO5_12C2	Percentage of total spend spent online [Pst Yr] - Office supplies - 10% to 24%	Online Product Purchase	3
432	RO5_12C3	Percentage of total spend spent online [Pst Yr] - Office supplies - 25% to 49%	Online Product Purchase	3
433	RO5_12C4	Percentage of total spend spent online [Pst Yr] - Office supplies - 50% to 74%	Online Product Purchase	3
434	RO5_12C5	Percentage of total spend spent online [Pst Yr] - Office supplies - 75% to 100%	Online Product Purchase	3
435	RO5_13C1	Percentage of total spend spent online [Pst Yr] - Pets - Less than 10%	Online Product Purchase	3
436	RO5_13C2	Percentage of total spend spent online [Pst Yr] - Pets - 10% to 24%	Online Product Purchase	3
437	RO5_13C3	Percentage of total spend spent online [Pst Yr] - Pets - 25% or more	Online Product Purchase	3
438	RO5_14C1	Percentage of total spend spent online [Pst Yr] - Pharmaceuticals - Less than 10%	Online Product Purchase	3
439	RO5_14C2	Percentage of total spend spent online [Pst Yr] - Pharmaceuticals - 10% to 24%	Online Product Purchase	3
440	RO5_14C3	Percentage of total spend spent online [Pst Yr] - Pharmaceuticals - 25% or more	Online Product Purchase	3
441	RO5_15C1	Percentage of total spend spent online [Pst Yr] - Sporting goods - Less than 10%	Online Product Purchase	3
442	RO5_15C2	Percentage of total spend spent online [Pst Yr] - Sporting goods - 10% to 24%	Online Product Purchase	3
443	RO5_15C3	Percentage of total spend spent online [Pst Yr] - Sporting goods - 25% to 49%	Online Product Purchase	3
444	RO5_15C4	Percentage of total spend spent online [Pst Yr] - Sporting goods - 50% to 74%	Online Product Purchase	3
445	RO5_15C5	Percentage of total spend spent online [Pst Yr] - Sporting goods - 75% to 100%	Online Product Purchase	3
446	RO5_16C1	Percentage of total spend spent online [Pst Yr] - Vacation / travel - Less than 10%	Online Product Purchase	3
447	RO5_16C2	Percentage of total spend spent online [Pst Yr] - Vacation / travel - 10% to 24%	Online Product Purchase	3
448	RO5_16C3	Percentage of total spend spent online [Pst Yr] - Vacation / travel - 25% to 49%	Online Product Purchase	3
449	RO5_16C4	Percentage of total spend spent online [Pst Yr] - Vacation / travel - 50% to 74%	Online Product Purchase	3
450	RO5_16C5	Percentage of total spend spent online [Pst Yr] - Vacation / travel - 75% to 100%	Online Product Purchase	3
451	RO6_1C1	Expected online spend [Nxt Yr] - Automotive - Less	Online Product Purchase	3
452	RO6_1C2	Expected online spend [Nxt Yr] - Automotive - The Same	Online Product Purchase	3
453	RO6_1C3	Expected online spend [Nxt Yr] - Automotive - More	Online Product Purchase	3
454	RO6_2C1	Expected online spend [Nxt Yr] - Babies & Kids - Less	Online Product Purchase	3
455	RO6_2C2	Expected online spend [Nxt Yr] - Babies & Kids - The Same	Online Product Purchase	3
456	RO6_2C3	Expected online spend [Nxt Yr] - Babies & Kids - More	Online Product Purchase	3
457	RO6_3C1	Expected online spend [Nxt Yr] - Media (books , magazines, music, DVD's) - Less	Online Product Purchase	3
458	RO6_3C2	Expected online spend [Nxt Yr] - Media (books , magazines, music, DVD's) - The Same	Online Product Purchase	3
459	RO6_3C3	Expected online spend [Nxt Yr] - Media (books , magazines, music, DVD's) - More	Online Product Purchase	3
460	RO6_4C1	Expected online spend [Nxt Yr] - Clothing & Fashions - Less	Online Product Purchase	3
461	RO6_4C2	Expected online spend [Nxt Yr] - Clothing & Fashions - The Same	Online Product Purchase	3
462	RO6_4C3	Expected online spend [Nxt Yr] - Clothing & Fashions - More	Online Product Purchase	3
463	RO6_5C1	Expected online spend [Nxt Yr] - Home Electronics & Computers - Less	Online Product Purchase	3
464	RO6_5C2	Expected online spend [Nxt Yr] - Home Electronics & Computers - The Same	Online Product Purchase	3
465	RO6_5C3	Expected online spend [Nxt Yr] - Home Electronics & Computers - More	Online Product Purchase	3
466	RO6_6C1	Expected online spend [Nxt Yr] - Event tickets (movies, concerts, sporting events) - Less	Online Product Purchase	3
467	RO6_6C2	Expected online spend [Nxt Yr] - Event tickets (movies, concerts, sporting events) - The Same	Online Product Purchase	3
468	RO6_6C3	Expected online spend [Nxt Yr] - Event tickets (movies, concerts, sporting events) - More	Online Product Purchase	3
469	RO6_7C1	Expected online spend [Nxt Yr] - Gift card / certificate - Less	Online Product Purchase	3
470	RO6_7C2	Expected online spend [Nxt Yr] - Gift card / certificate - The Same	Online Product Purchase	3
471	RO6_7C3	Expected online spend [Nxt Yr] - Gift card / certificate - More	Online Product Purchase	3
472	RO6_8C1	Expected online spend [Nxt Yr] - Groceries - Less	Online Product Purchase	3
473	RO6_8C2	Expected online spend [Nxt Yr] - Groceries - The Same	Online Product Purchase	3
474	RO6_8C3	Expected online spend [Nxt Yr] - Groceries - More	Online Product Purchase	3
475	RO6_9C1	Expected online spend [Nxt Yr] - Beauty & Cosmetics - Less	Online Product Purchase	3
476	RO6_9C2	Expected online spend [Nxt Yr] - Beauty & Cosmetics - The Same	Online Product Purchase	3
477	RO6_9C3	Expected online spend [Nxt Yr] - Beauty & Cosmetics - More	Online Product Purchase	3
478	RO6_10C1	Expected online spend [Nxt Yr] - Home & Garden - Less	Online Product Purchase	3
479	RO6_10C2	Expected online spend [Nxt Yr] - Home & Garden - The Same	Online Product Purchase	3
480	RO6_10C3	Expected online spend [Nxt Yr] - Home & Garden - More	Online Product Purchase	3
481	RO6_11C1	Expected online spend [Nxt Yr] - Financial & Insurance products - Less	Online Product Purchase	3
482	RO6_11C2	Expected online spend [Nxt Yr] - Financial & Insurance products - The Same	Online Product Purchase	3
483	RO6_11C3	Expected online spend [Nxt Yr] - Financial & Insurance products - More	Online Product Purchase	3
484	RO6_12C1	Expected online spend [Nxt Yr] - Office supplies - Less	Online Product Purchase	3
485	RO6_12C2	Expected online spend [Nxt Yr] - Office supplies - The Same	Online Product Purchase	3
486	RO6_12C3	Expected online spend [Nxt Yr] - Office supplies - More	Online Product Purchase	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
487	RO6_13C1	Expected online spend [Nxt Yr] - Pets - Less	Online Product Purchase	3
488	RO6_13C2	Expected online spend [Nxt Yr] - Pets - The Same	Online Product Purchase	3
489	RO6_13C3	Expected online spend [Nxt Yr] - Pets - More	Online Product Purchase	3
490	RO6_14C1	Expected online spend [Nxt Yr] - Pharmaceuticals - Less	Online Product Purchase	3
491	RO6_14C2	Expected online spend [Nxt Yr] - Pharmaceuticals - The Same	Online Product Purchase	3
492	RO6_14C3	Expected online spend [Nxt Yr] - Pharmaceuticals - More	Online Product Purchase	3
493	RO6_15C1	Expected online spend [Nxt Yr] - Sporting goods - Less	Online Product Purchase	3
494	RO6_15C2	Expected online spend [Nxt Yr] - Sporting goods - The Same	Online Product Purchase	3
495	RO6_15C3	Expected online spend [Nxt Yr] - Sporting goods - More	Online Product Purchase	3
496	RO6_16C1	Expected online spend [Nxt Yr] - Vacation / travel - Less	Online Product Purchase	3
497	RO6_16C2	Expected online spend [Nxt Yr] - Vacation / travel - The Same	Online Product Purchase	3
498	RO6_16C3	Expected online spend [Nxt Yr] - Vacation / travel - More	Online Product Purchase	3
499	RO6BC1	Preferred form of payment online - Credit card	Online Product Purchase	3
500	RO6BC2	Preferred form of payment online - Debit card with enabled online function	Online Product Purchase	3
501	RO6BC3	Preferred form of payment online - Third party (e.g. Paypal)	Online Product Purchase	3
502	RQ18C1	First time looking for store - Search for the store's website on my mobile phone to find the address or contact information on the site.	Retail Channel	4
503	RQ18C2	First time looking for store - Use, for example, Google maps or Mapquest on my mobile phone to find the store's address.	Retail Channel	4
504	RQ18C4	First time looking for store - Type the name/address of the store into my portable GPS device.	Retail Channel	4
505	RQ18C5	First time looking for store - Other	Retail Channel	4
506	RQ7_1C1	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - Never	Retail Channel	4
507	RQ7_1C2	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 1 or 2 times	Retail Channel	4
508	RQ7_1C3	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 3 to 5 times	Retail Channel	4
509	RQ7_1C4	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 6 to 9 times	Retail Channel	4
510	RQ7_1C5	Shopped at Retail Outlets [Pst 3 Mths] - Big box store/retail chain - 10 or more times	Retail Channel	4
511	RQ7_2C1	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - Never	Retail Channel	4
512	RQ7_2C2	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 1 or 2 times	Retail Channel	4
513	RQ7_2C3	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 3 to 5 times	Retail Channel	4
514	RQ7_2C4	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 6 to 9 times	Retail Channel	4
515	RQ7_2C5	Shopped at Retail Outlets [Pst 3 Mths] - Independent boutique - 10 or more times	Retail Channel	4
516	RQ7_3C1	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - Never	Retail Channel	4
517	RQ7_3C2	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 1 or 2 times	Retail Channel	4
518	RQ7_3C3	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 3 to 5 times	Retail Channel	4
519	RQ7_3C4	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 6 to 9 times	Retail Channel	4
520	RQ7_3C5	Shopped at Retail Outlets [Pst 3 Mths] - Shopping mall store /plaza - 10 or more times	Retail Channel	4
521	RQ7_4C1	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - Never	Retail Channel	4
522	RQ7_4C2	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 1 or 2 times	Retail Channel	4
523	RQ7_4C3	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 3 to 5 times	Retail Channel	4
524	RQ7_4C4	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 6 to 9 times	Retail Channel	4
525	RQ7_4C5	Shopped at Retail Outlets [Pst 3 Mths] - Online/internet/e-commerce - 10 or more times	Retail Channel	4
526	RQ7_5C1	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/m-commerce - Never	Retail Channel	4
527	RQ7_5C2	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/m-commerce - 1 or 2 times	Retail Channel	4
528	RQ7_5C3	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/m-commerce - 3 to 5 times	Retail Channel	4
529	RQ7_5C4	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/m-commerce - 6 to 9 times	Retail Channel	4
530	RQ7_5C5	Shopped at Retail Outlets [Pst 3 Mths] - Mobile phone/m-commerce - 10 or more times	Retail Channel	4
531	RO8_1C1	Expected shopping frequency [Nxt Yr] - Big box store/retail chain - Less	Retail Channel	4
532	RO8_1C2	Expected shopping frequency [Nxt Yr] - Big box store/retail chain - The Same	Retail Channel	4
533	RO8_1C3	Expected shopping frequency [Nxt Yr] - Big box store/retail chain - More	Retail Channel	4
534	RO8_2C1	Expected shopping frequency [Nxt Yr] - Independent boutique - Less	Retail Channel	4
535	RO8_2C2	Expected shopping frequency [Nxt Yr] - Independent boutique - The Same	Retail Channel	4
536	RO8_2C3	Expected shopping frequency [Nxt Yr] - Independent boutique - More	Retail Channel	4
537	RO8_3C1	Expected shopping frequency [Nxt Yr] - Shopping mall store /plaza - Less	Retail Channel	4
538	RO8_3C2	Expected shopping frequency [Nxt Yr] - Shopping mall store /plaza - The Same	Retail Channel	4
539	RO8_3C3	Expected shopping frequency [Nxt Yr] - Shopping mall store /plaza - More	Retail Channel	4
540	RO8_4C1	Expected shopping frequency [Nxt Yr] - Online/internet/e-commerce - Less	Retail Channel	4
541	RO8_4C2	Expected shopping frequency [Nxt Yr] - Online/internet/e-commerce - The Same	Retail Channel	4
542	RO8_4C3	Expected shopping frequency [Nxt Yr] - Online/internet/e-commerce - More	Retail Channel	4
543	RO8_5C1	Expected shopping frequency [Nxt Yr] - Mobile phone/m-commerce - Less	Retail Channel	4
544	RO8_5C2	Expected shopping frequency [Nxt Yr] - Mobile phone/m-commerce - The Same	Retail Channel	4
545	RO8_5C3	Expected shopping frequency [Nxt Yr] - Mobile phone/m-commerce - More	Retail Channel	4
546	RO8BC1	Used a shopping centre app on your mobile phone while visiting a mall or other shopping centre [Pst 3 Mths] - Yes	Retail Channel	4
547	RO8BC2	Used a shopping centre app on your mobile phone while visiting a mall or other shopping centre [Pst 3 Mths] - No	Retail Channel	4
548	RQ16_12C45	Factors influencing purchase decisions - Price	Purchase Influence	4
549	RQ16_2C45	Factors influencing purchase decisions - Country of origin (e.g. Made in Canada)	Purchase Influence	4
550	RQ16_3C45	Factors influencing purchase decisions - Consumer feedback / ratings	Purchase Influence	4
551	RQ16_5C45	Factors influencing purchase decisions - Brand loyalty / reputation	Purchase Influence	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
552	RQ16_6C45	Factors influencing purchase decisions - Store loyalty	Purchase Influence	4
553	RQ16_7C45	Factors influencing purchase decisions - Recommendation from sales person	Purchase Influence	4
554	RQ16_8C45	Factors influencing purchase decisions - Recommendations from family / friends	Purchase Influence	4
555	RQ16_9C45	Factors influencing purchase decisions - Feedback through social media networks (Facebook, Twitter)	Purchase Influence	4
556	RQ16_10C45	Factors influencing purchase decisions - Promotions / Deals	Purchase Influence	4
557	RQ16_11C45	Factors influencing purchase decisions - Product quality	Purchase Influence	4
558	RQ16_1C45	Factors influencing purchase decisions - Other	Purchase Influence	4
559	RQ17_1C45	Factors influencing choice of Retail Store - Trust / Store loyalty	Purchase Influence	4
560	RQ17_2C45	Factors influencing choice of Retail Store - Location / Ease of access	Purchase Influence	4
561	RQ17_3C45	Factors influencing choice of Retail Store - Promotions / Deals	Purchase Influence	4
562	RQ17_4C45	Factors influencing choice of Retail Store - Return Policy	Purchase Influence	4
563	RQ17_5C45	Factors influencing choice of Retail Store - Customer Service / Knowledgeable staff	Purchase Influence	4
564	RQ17_6C45	Factors influencing choice of Retail Store - Reliability of in-stock merchandise	Purchase Influence	4
565	RQ17_7C45	Factors influencing choice of Retail Store - Canadian vs. US (or other) retail ownership	Purchase Influence	4
566	RQ17_8C45	Factors influencing choice of Retail Store - Recommendations from family / friends	Purchase Influence	4
567	RQ17_9C45	Factors influencing choice of Retail Store - Feedback through social media networks (Facebook, Twitter)	Purchase Influence	4
568	RQ17_10C45	Factors influencing choice of Retail Store - Consumer feedback / ratings	Purchase Influence	4
569	RQ17_11C45	Factors influencing choice of Retail Store - Rewards program(s)	Purchase Influence	4
570	RQ17_12C45	Factors influencing choice of Retail Store - Ability to conduct pre-purchase research online (e.g. products displayed on website)	Purchase Influence	4
571	RQ17_13C45	Factors influencing choice of Retail Store - Ability to make final purchase online if desired	Purchase Influence	4
572	RQ17_14C45	Factors influencing choice of Retail Store - Mobile-friendly version of website / ability to access information via smartphone	Purchase Influence	4
573	RQ17_15C45	Factors influencing choice of Retail Store - Other	Purchase Influence	4
574	RQ19_1C34	Effective advertising form - Direct Response TV (e.g. Infomercials, call-to-order, etc.)	Marketing	4
575	RQ19_2C34	Effective advertising form - Ad messages sent directly to your voicemail	Marketing	4
576	RQ19_3C34	Effective advertising form - Text messages sent to your mobile device	Marketing	4
577	RQ19_4C34	Effective advertising form - Ads that appear when you use a search engine (e.g. Google)	Marketing	4
578	RQ19_5C34	Effective advertising form - Internet ads that don't move	Marketing	4
579	RQ19_6C34	Effective advertising form - Internet ads that have sound and/or movement	Marketing	4
580	RQ19_7C34	Effective advertising form - Internet ads that "pop up"	Marketing	4
581	RQ19_8C34	Effective advertising form - Advertorials (paid editorial content)	Marketing	4
582	RQ20_1C1	Receive product/promotional information from favourite retailers - Email	Marketing	4
583	RQ20_2C2	Receive product/promotional information from favourite retailers - Text message	Marketing	4
584	RQ20_3C3	Receive product/promotional information from favourite retailers - Phone call	Marketing	4
585	RQ20_4C4	Receive product/promotional information from favourite retailers - Voice mail broadcast (i.e. message sent to your voice mailbox)	Marketing	4
586	RQ20_5C5	Receive product/promotional information from favourite retailers - Direct mail (e.g. post cards, flyers, etc.)	Marketing	4
587	RQ20_6C6	Receive product/promotional information from favourite retailers - Personalized website experience	Marketing	4
588	RQ20_7C7	Receive product/promotional information from favourite retailers - Other	Marketing	4
589	RQ21C1	Receiving text msg when near store selling product of interest - I would love this! I hate to miss a good opportunity.	Marketing	4
590	RQ21C2	Receiving text msg when near store selling product of interest - This can be helpful, but I am unlikely to act on the information.	Marketing	4
591	RQ21C3	Receiving text msg when near store selling product of interest - I do not want this service; it is bothersome.	Marketing	4
592	RQ21C4	Receiving text msg when near store selling product of interest - I do not own a mobile phone.	Marketing	4
593	RQ22C1	Receiving information on products/promotions based on past purchase experience - I would love this! I hate to miss a good opportunity.	Marketing	4
594	RQ22C2	Receiving information on products/promotions based on past purchase experience - This can be helpful, but I am unlikely to act on the information.	Marketing	4
595	RQ22C3	Receiving information on products/promotions based on past purchase experience - I do not want this service; it is bothersome	Marketing	4
596	RQ23_1C34	I am likely to share shopping deals/product information through social media channels	Attitudes	4
597	RQ23_2C34	I am likely to shop online via my mobile device, provided the process is easy	Attitudes	4
598	RQ23_3C34	I use my mobile device to find retail locations that sell products I am looking to buy	Attitudes	4
599	RQ23_4C34	I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier	Attitudes	4
600	RQ23_5C34	I am open to receiving relevant marketing messages on my mobile device from retailers I trust	Attitudes	4
601	RQ24_1C34	I am comfortable sharing my personal information with retail companies	Attitudes	4
602	RQ24_2C34	Retail companies should not be allowed to own or share my personal information	Attitudes	4
603	RQ24_3C34	I am concerned about sharing my personal information with retail companies due to privacy issues, such as using it for marketing purposes	Attitudes	4
604	RQ25_1C34	Comfort level of sharing online with retailer or manufacturer - Age, gender or marital status - Comfortable	Attitudes	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
605	RQ25_2C34	Comfort level of sharing online with retailer or manufacturer - Income or employment information - Comfortable	Attitudes	4
606	RQ25_3C34	Comfort level of sharing online with retailer or manufacturer - Attitudes, like your opinions of products or services - Comfortable	Attitudes	4
607	RQ25_4C34	Comfort level of sharing online with retailer or manufacturer - Home or cell phone number - Comfortable	Attitudes	4
608	RQ25_5C34	Comfort level of sharing online with retailer or manufacturer - Home address - Comfortable	Attitudes	4
609	RQ25_6C34	Comfort level of sharing online with retailer or manufacturer - Health or disability status - Comfortable	Attitudes	4
610	RQ26_1C34	Comfort level of sharing online with a government agency - Age, gender or marital status - Comfortable	Attitudes	4
611	RQ26_2C34	Comfort level of sharing online with a government agency - Income or employment information - Comfortable	Attitudes	4
612	RQ26_3C34	Comfort level of sharing online with a government agency - Attitudes, like your opinions of products or services - Comfortable	Attitudes	4
613	RQ26_4C34	Comfort level of sharing online with a government agency - Home or cell phone number - Comfortable	Attitudes	4
614	RQ26_5C34	Comfort level of sharing online with a government agency - Home address - Comfortable	Attitudes	4
615	RQ26_6C34	Comfort level of sharing online with a government agency - Health or disability status - Comfortable	Attitudes	4