

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1	CODE	Code	Geography	0
2	GEO	Geographic Summarization Indicator	Geography	0
3	SBAS18HP	Household Population 18+	Basics	1
4	SQ5C7	Number of friends/connections in ALL SM networks - 0- 49	Social Media General	1
5	SQ5C8	Number of friends/connections in ALL SM networks - 50-99	Social Media General	1
6	SQ5C9	Number of friends/connections in ALL SM networks - 100-149	Social Media General	1
7	SQ5C10	Number of friends/connections in ALL SM networks - 150-199	Social Media General	1
8	SQ5C11	Number of friends/connections in ALL SM networks - 200-299	Social Media General	1
9	SQ5C12	Number of friends/connections in ALL SM networks - 300-399	Social Media General	1
10	SQ5C13	Number of friends/connections in ALL SM networks - 400-499	Social Media General	1
11	SQ5C14	Number of friends/connections in ALL SM networks - 500-1000	Social Media General	1
12	SQ5C15	Number of friends/connections in ALL SM networks - More than 1000	Social Media General	1
13	SQ6B_1C1	Actions taken using SM - Like brand on Facebook - Yes	Social Media General	1
14	SQ6B_2C2	Actions taken using SM - Follow brand on Twitter - Yes	Social Media General	1
15	SQ6B_3C3	Actions taken using SM - Subscribe to brand email newsletter - Yes	Social Media General	1
16	SQ6B_4C4	Actions taken using SM - Subscribe to brand channel on YouTube - Yes	Social Media General	1
17	SQ6B_5C5	Actions taken using SM - Follow brand on Google+ - Yes	Social Media General	1
18	SQ6B_6C6	Actions taken using SM - Register or join an exclusive online community of consumers who also like the brand - Yes	Social Media General	1
19	SQ6CC1	Number of different brands you have elected to interact with through SM [Pst YR] - 0	Social Media General	1
20	SQ6CC2	Number of different brands you have elected to interact with through SM [Pst YR] - 1	Social Media General	1
21	SQ6CC3	Number of different brands you have elected to interact with through SM [Pst YR] - 2-5	Social Media General	1
22	SQ6CC4	Number of different brands you have elected to interact with through SM [Pst YR] - 6-10	Social Media General	1
23	SQ6CC5	Number of different brands you have elected to interact with through SM [Pst YR] - 11-15	Social Media General	1
24	SQ6CC6	Number of different brands you have elected to interact with through SM [Pst YR] - 16-20	Social Media General	1
25	SQ6CC7	Number of different brands you have elected to interact with through SM [Pst YR] - More than 20	Social Media General	1
26	SQ6D_1C1	Reasons chosen to follow brands through SM - To get coupons and discounts	Social Media General	1
27	SQ6D_2C2	Reasons chosen to follow brands through SM - To enter contests	Social Media General	1
28	SQ6D_3C3	Reasons chosen to follow brands through SM - To be among the first to hear brand news	Social Media General	1
29	SQ6D_4C4	Reasons chosen to follow brands through SM - To provide feedback to the brand about their products or services	Social Media General	1
30	SQ6D_5C5	Reasons chosen to follow brands through SM - To make suggestions to the brand for new products or services	Social Media General	1
31	SQ6D_6C6	Reasons chosen to follow brands through SM - To share brand-related stories with other consumers	Social Media General	1
32	SQ6D_7C7	Reasons chosen to follow brands through SM - Other	Social Media General	1
33	SQ6D_8C8	Reasons chosen to follow brands through SM - None of the above	Social Media General	1
34	SQ6EC1	Ever chosen to disengage from brand's SM - Yes	Social Media General	1
35	SQ6EC2	Ever chosen to disengage from brand's SM - No	Social Media General	1
36	SQ6EC3	Ever chosen to disengage from brand's SM - Unsure / does not apply	Social Media General	1
37	SQ6F_1C1	Reason to disengage from a brand - Too many messages	Social Media General	1
38	SQ6F_2C2	Reason to disengage from a brand - Not enough value	Social Media General	1
39	SQ6F_3C3	Reason to disengage from a brand - I stopped purchasing products from this brand	Social Media General	1
40	SQ6F_4C4	Reason to disengage from a brand - Other	Social Media General	1
41	SQ1_1C45	Describes me - Use SM to stay connected with my family	Social Media Attitudes	1
42	SQ1_2C45	Describes me - Use SM to stay connected with my personal contacts	Social Media Attitudes	1
43	SQ1_3C45	Describes me - Use SM to stay connected with my work and professional contacts	Social Media Attitudes	1
44	SQ1_4C45	Describes me - Use SM to keep up to date on news & events in my industry	Social Media Attitudes	1
45	SQ1_5C45	Describes me - Use SM to keep up to date on general news & events	Social Media Attitudes	1
46	SQ1_6C45	Describes me - Feel comfortable meeting and communicating with people through SM	Social Media Attitudes	1
47	SQ1_7C4	Describes me - Feel comfortable collaborating with others through SM	Social Media Attitudes	1
48	SQ1_8C4	Agreement - I am well informed about SM	Social Media Attitudes	1
49	SQ7_1C45	Agreement - I am open to receiving relevant marketing messages through social media channels	Social Media Attitudes	1
50	SQ7_2C45	Agreement - I am very comfortable sharing my personal information with social media sites	Social Media Attitudes	1
51	SQ7_3C45	Agreement - Sharing my personal information with friends/acquaintances in SM environments does not concern me	Social Media Attitudes	1
52	SQ7_4C45	Agreement - Social media companies should not be allowed to own or share my personal information	Social Media Attitudes	1
53	SQ7_5C45	Agreement - I tend to ignore marketing and advertisements when I'm in a social media environment	Social Media Attitudes	1
54	SQ7_6C45	Agreement - I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company	Social Media Attitudes	1
55	SQ6_1C45	Seek suggestions/recommendations when considering - Big-ticket purchases (like appliances, home electronics, or furniture)	Social Media Purchases	1
56	SQ6_2C45	Seek suggestions/recommendations when considering - Vacation, travel-related purchases	Social Media Purchases	1

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57	SQ6_3C45	Seek suggestions/recommendations when considering - Car, auto-related purchases	Social Media Purchases	1
58	SQ6_4C45	Seek suggestions/recommendations when considering - Smaller-ticket purchases (like DVD's, books, flowers)	Social Media Purchases	1
59	SQ6_5C45	Seek suggestions/recommendations when considering - Entertainment-related purchases (like concerts, musicals, movies)	Social Media Purchases	1
60	SQ6_6C45	Seek suggestions/recommendations when considering - Child-related purchases (like toys, strollers, lessons)	Social Media Purchases	1
61	SQ6_7C45	Seek suggestions/recommendations when considering - Insurance	Social Media Purchases	1
62	SQ6_8C45	Seek suggestions/recommendations when considering - Banking, credit cards	Social Media Purchases	1
63	SQ6_9C45	Seek suggestions/recommendations when considering - Health-related purchases	Social Media Purchases	1
64	SQ6_11C45	Seek suggestions/recommendations when considering - Fashion-related purchases	Social Media Purchases	1
65	SQ6_12C45	Seek suggestions/recommendations when considering - Home decor purchases	Social Media Purchases	1
66	SQ6_10C45	Seek suggestions/recommendations when considering - Other	Social Media Purchases	1
67	SQ4A_1C1	Facebook - Read my news feed - Never	Social Media Activities	1
68	SQ4A_1C2	Facebook - Read my news feed - A few times per year	Social Media Activities	1
69	SQ4A_1C3	Facebook - Read my news feed - About once per month	Social Media Activities	1
70	SQ4A_1C4	Facebook - Read my news feed - A few times per month	Social Media Activities	1
71	SQ4A_1C5	Facebook - Read my news feed - A few times per week	Social Media Activities	1
72	SQ4A_1C6	Facebook - Read my news feed - About every day	Social Media Activities	1
73	SQ4A_2C1	Facebook - Update my status - Never	Social Media Activities	1
74	SQ4A_2C2	Facebook - Update my status - A few times per year	Social Media Activities	1
75	SQ4A_2C3	Facebook - Update my status - About once per month	Social Media Activities	1
76	SQ4A_2C4	Facebook - Update my status - A few times per month	Social Media Activities	1
77	SQ4A_2C5	Facebook - Update my status - A few times per week	Social Media Activities	1
78	SQ4A_2C6	Facebook - Update my status - About every day	Social Media Activities	1
79	SQ4A_3C1	Facebook - Answer messages - Never	Social Media Activities	1
80	SQ4A_3C2	Facebook - Answer messages - A few times per year	Social Media Activities	1
81	SQ4A_3C3	Facebook - Answer messages - About once per month	Social Media Activities	1
82	SQ4A_3C4	Facebook - Answer messages - A few times per month	Social Media Activities	1
83	SQ4A_3C5	Facebook - Answer messages - A few times per week	Social Media Activities	1
84	SQ4A_3C6	Facebook - Answer messages - About every day	Social Media Activities	1
85	SQ4A_4C1	Facebook - Post photos - Never	Social Media Activities	1
86	SQ4A_4C2	Facebook - Post photos - A few times per year	Social Media Activities	1
87	SQ4A_4C3	Facebook - Post photos - About once per month	Social Media Activities	1
88	SQ4A_4C4	Facebook - Post photos - A few times per month	Social Media Activities	1
89	SQ4A_4C5	Facebook - Post photos - A few times per week	Social Media Activities	1
90	SQ4A_4C6	Facebook - Post photos - About every day	Social Media Activities	1
91	SQ4A_5C1	Facebook - Tag people in photos - Never	Social Media Activities	1
92	SQ4A_5C2	Facebook - Tag people in photos - A few times per year	Social Media Activities	1
93	SQ4A_5C3	Facebook - Tag people in photos - About once per month	Social Media Activities	1
94	SQ4A_5C4	Facebook - Tag people in photos - A few times per month	Social Media Activities	1
95	SQ4A_5C5	Facebook - Tag people in photos - A few times per week	Social Media Activities	1
96	SQ4A_5C6	Facebook - Tag people in photos - About every day	Social Media Activities	1
97	SQ4A_6C1	Facebook - Comment on or Like other users' posts, status updates or photos - Never	Social Media Activities	1
98	SQ4A_6C2	Facebook - Comment on or Like other users' posts, status updates or photos - A few times per year	Social Media Activities	1
99	SQ4A_6C3	Facebook - Comment on or Like other users' posts, status updates or photos - About once per month	Social Media Activities	1
100	SQ4A_6C4	Facebook - Comment on or Like other users' posts, status updates or photos - A few times per month	Social Media Activities	1
101	SQ4A_6C5	Facebook - Comment on or Like other users' posts, status updates or photos - A few times per week	Social Media Activities	1
102	SQ4A_6C6	Facebook - Comment on or Like other users' posts, status updates or photos - About every day	Social Media Activities	1
103	SQ4A_7C1	Facebook - Like or become a fan of a page created by a brand, company or organization - Never	Social Media Activities	1
104	SQ4A_7C2	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per year	Social Media Activities	1
105	SQ4A_7C3	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month	Social Media Activities	1
106	SQ4A_7C4	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month	Social Media Activities	1
107	SQ4A_7C5	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week	Social Media Activities	1
108	SQ4A_7C6	Facebook - Like or become a fan of a page created by a brand, company or organization - About every day	Social Media Activities	1

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109	SQ4A_8C1	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - Never	Social Media Activities	1
110	SQ4A_8C2	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - A few times per year	Social Media Activities	1
111	SQ4A_8C3	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - About once per month	Social Media Activities	1
112	SQ4A_8C4	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - A few times per month	Social Media Activities	1
113	SQ4A_8C5	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - A few times per week	Social Media Activities	1
114	SQ4A_8C6	Facebook - Create a Facebook group or fan page for a company, cause, event or organization - About every day	Social Media Activities	1
115	SQ4A_9C1	Facebook - Post Videos - Never	Social Media Activities	1
116	SQ4A_9C2	Facebook - Post Videos - A few times per year	Social Media Activities	1
117	SQ4A_9C3	Facebook - Post Videos - About once per month	Social Media Activities	1
118	SQ4A_9C4	Facebook - Post Videos - A few times per month	Social Media Activities	1
119	SQ4A_9C5	Facebook - Post Videos - A few times per week	Social Media Activities	1
120	SQ4A_9C6	Facebook - Post Videos - About every day	Social Media Activities	1
121	SQ4B_1C1	Twitter - Read tweets - Never	Social Media Activities	1
122	SQ4B_1C2	Twitter - Read tweets - A few times per year	Social Media Activities	1
123	SQ4B_1C3	Twitter - Read tweets - About once per month	Social Media Activities	1
124	SQ4B_1C4	Twitter - Read tweets - A few times per month	Social Media Activities	1
125	SQ4B_1C5	Twitter - Read tweets - A few times per week	Social Media Activities	1
126	SQ4B_1C6	Twitter - Read tweets - About every day	Social Media Activities	1
127	SQ4B_2C1	Twitter - Tweet - Never	Social Media Activities	1
128	SQ4B_2C2	Twitter - Tweet - A few times per year	Social Media Activities	1
129	SQ4B_2C3	Twitter - Tweet - About once per month	Social Media Activities	1
130	SQ4B_2C4	Twitter - Tweet - A few times per month	Social Media Activities	1
131	SQ4B_2C5	Twitter - Tweet - A few times per week	Social Media Activities	1
132	SQ4B_2C6	Twitter - Tweet - About every day	Social Media Activities	1
133	SQ4B_3C1	Twitter - Share a link in a tweet - Never	Social Media Activities	1
134	SQ4B_3C2	Twitter - Share a link in a tweet - A few times per year	Social Media Activities	1
135	SQ4B_3C3	Twitter - Share a link in a tweet - About once per month	Social Media Activities	1
136	SQ4B_3C4	Twitter - Share a link in a tweet - A few times per month	Social Media Activities	1
137	SQ4B_3C5	Twitter - Share a link in a tweet - A few times per week	Social Media Activities	1
138	SQ4B_3C6	Twitter - Share a link in a tweet - About every day	Social Media Activities	1
139	SQ4B_4C1	Twitter - Respond to tweets - Never	Social Media Activities	1
140	SQ4B_4C2	Twitter - Respond to tweets - A few times per year	Social Media Activities	1
141	SQ4B_4C3	Twitter - Respond to tweets - About once per month	Social Media Activities	1
142	SQ4B_4C4	Twitter - Respond to tweets - A few times per month	Social Media Activities	1
143	SQ4B_4C5	Twitter - Respond to tweets - A few times per week	Social Media Activities	1
144	SQ4B_4C6	Twitter - Respond to tweets - About every day	Social Media Activities	1
145	SQ4B_5C1	Twitter - Send or Receive Direct Messages - Never	Social Media Activities	1
146	SQ4B_5C2	Twitter - Send or Receive Direct Messages - A few times per year	Social Media Activities	1
147	SQ4B_5C3	Twitter - Send or Receive Direct Messages - About once per month	Social Media Activities	1
148	SQ4B_5C4	Twitter - Send or Receive Direct Messages - A few times per month	Social Media Activities	1
149	SQ4B_5C5	Twitter - Send or Receive Direct Messages - A few times per week	Social Media Activities	1
150	SQ4B_5C6	Twitter - Send or Receive Direct Messages - About every day	Social Media Activities	1
151	SQ4B_6C1	Twitter - Actively follow new users - Never	Social Media Activities	1
152	SQ4B_6C2	Twitter - Actively follow new users - A few times per year	Social Media Activities	1
153	SQ4B_6C3	Twitter - Actively follow new users - About once per month	Social Media Activities	1
154	SQ4B_6C4	Twitter - Actively follow new users - A few times per month	Social Media Activities	1
155	SQ4B_6C5	Twitter - Actively follow new users - A few times per week	Social Media Activities	1
156	SQ4B_6C6	Twitter - Actively follow new users - About every day	Social Media Activities	1
157	SQ4B_7C1	Twitter - Follow users back who follow you - Never	Social Media Activities	1
158	SQ4B_7C2	Twitter - Follow users back who follow you - A few times per year	Social Media Activities	1
159	SQ4B_7C3	Twitter - Follow users back who follow you - About once per month	Social Media Activities	1
160	SQ4B_7C4	Twitter - Follow users back who follow you - A few times per month	Social Media Activities	1
161	SQ4B_7C5	Twitter - Follow users back who follow you - A few times per week	Social Media Activities	1
162	SQ4B_7C6	Twitter - Follow users back who follow you - About every day	Social Media Activities	1
163	SQ4B_8C1	Twitter - Retweet - Never	Social Media Activities	1
164	SQ4B_8C2	Twitter - Retweet - A few times per year	Social Media Activities	1
165	SQ4B_8C3	Twitter - Retweet - About once per month	Social Media Activities	1
166	SQ4B_8C4	Twitter - Retweet - A few times per month	Social Media Activities	1
167	SQ4B_8C5	Twitter - Retweet - A few times per week	Social Media Activities	1
168	SQ4B_8C6	Twitter - Retweet - About every day	Social Media Activities	1
169	SQ4G_1C1	Instagram/Flickr (or other photo sharing platform) - View photos - Never	Social Media Activities	2

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170	SQ4G_1C2	Instagram/Flickr (or other photo sharing platform) - View photos - About once a month or less	Social Media Activities	2
171	SQ4G_1C4	Instagram/Flickr (or other photo sharing platform) - View photos - A few times per month	Social Media Activities	2
172	SQ4G_1C5	Instagram/Flickr (or other photo sharing platform) - View photos - A few times per week	Social Media Activities	2
173	SQ4G_1C6	Instagram/Flickr (or other photo sharing platform) - View photos - About every day	Social Media Activities	2
174	SQ4G_2C1	Instagram/Flickr (or other photo sharing platform) - Post photos - Never	Social Media Activities	2
175	SQ4G_2C2	Instagram/Flickr (or other photo sharing platform) - Post photos - A few times per year	Social Media Activities	2
176	SQ4G_2C3	Instagram/Flickr (or other photo sharing platform) - Post photos - About once per month	Social Media Activities	2
177	SQ4G_2C4	Instagram/Flickr (or other photo sharing platform) - Post photos - A few times per month	Social Media Activities	2
178	SQ4G_2C5	Instagram/Flickr (or other photo sharing platform) - Post photos - A few times per week	Social Media Activities	2
179	SQ4G_2C6	Instagram/Flickr (or other photo sharing platform) - Post photos - About every day	Social Media Activities	2
180	SQ4G_3C1	Instagram/Flickr (or other photo sharing platform) - Post photos using interesting filters or effects - Never	Social Media Activities	2
181	SQ4G_3C2	Instagram/Flickr (or other photo sharing platform) - Post photos using interesting filters or effects - About once a month or less	Social Media Activities	2
182	SQ4G_3C4	Instagram/Flickr (or other photo sharing platform) - Post photos using interesting filters or effects - A few times per month	Social Media Activities	2
183	SQ4G_3C5	Instagram/Flickr (or other photo sharing platform) - Post photos using interesting filters or effects - A few times per week or more	Social Media Activities	2
184	SQ4G_4C1	Instagram/Flickr (or other photo sharing platform) - Comment on other people's photos - Never	Social Media Activities	2
185	SQ4G_4C2	Instagram/Flickr (or other photo sharing platform) - Comment on other people's photos - A few times per year	Social Media Activities	2
186	SQ4G_4C3	Instagram/Flickr (or other photo sharing platform) - Comment on other people's photos - About once per month	Social Media Activities	2
187	SQ4G_4C4	Instagram/Flickr (or other photo sharing platform) - Comment on other people's photos - A few times per month	Social Media Activities	2
188	SQ4G_4C5	Instagram/Flickr (or other photo sharing platform) - Comment on other people's photos - A few times per week	Social Media Activities	2
189	SQ4G_4C6	Instagram/Flickr (or other photo sharing platform) - Comment on other people's photos - About every day	Social Media Activities	2
190	SQ4G_5C1	Instagram/Flickr (or other photo sharing platform) - Like other people's photos - Never	Social Media Activities	2
191	SQ4G_5C2	Instagram/Flickr (or other photo sharing platform) - Like other people's photos - About once a month or less	Social Media Activities	2
192	SQ4G_5C4	Instagram/Flickr (or other photo sharing platform) - Like other people's photos - A few times per month	Social Media Activities	2
193	SQ4G_5C5	Instagram/Flickr (or other photo sharing platform) - Like other people's photos - A few times per week	Social Media Activities	2
194	SQ4G_5C6	Instagram/Flickr (or other photo sharing platform) - Like other people's photos - About every day	Social Media Activities	2
195	SQ4D_1C1	YouTube - Watch videos - Never	Social Media Activities	2
196	SQ4D_1C2	YouTube - Watch videos - A few times per year	Social Media Activities	2
197	SQ4D_1C3	YouTube - Watch videos - About once per month	Social Media Activities	2
198	SQ4D_1C4	YouTube - Watch videos - A few times per month	Social Media Activities	2
199	SQ4D_1C5	YouTube - Watch videos - A few times per week	Social Media Activities	2
200	SQ4D_1C6	YouTube - Watch videos - About every day	Social Media Activities	2
201	SQ4D_2C1	YouTube - Share videos - Never	Social Media Activities	2
202	SQ4D_2C2	YouTube - Share videos - A few times per year	Social Media Activities	2
203	SQ4D_2C3	YouTube - Share videos - About once per month	Social Media Activities	2
204	SQ4D_2C4	YouTube - Share videos - A few times per month	Social Media Activities	2
205	SQ4D_2C5	YouTube - Share videos - A few times per week	Social Media Activities	2
206	SQ4D_2C6	YouTube - Share videos - About every day	Social Media Activities	2
207	SQ4D_3C1	YouTube - Rate or Like videos - Never	Social Media Activities	2
208	SQ4D_3C2	YouTube - Rate or Like videos - A few times per year	Social Media Activities	2
209	SQ4D_3C3	YouTube - Rate or Like videos - About once per month	Social Media Activities	2
210	SQ4D_3C4	YouTube - Rate or Like videos - A few times per month	Social Media Activities	2
211	SQ4D_3C5	YouTube - Rate or Like videos - A few times per week	Social Media Activities	2
212	SQ4D_3C6	YouTube - Rate or Like videos - About every day	Social Media Activities	2
213	SQ4D_4C1	YouTube - Embed a video on a web page or blog - Never	Social Media Activities	2
214	SQ4D_4C2	YouTube - Embed a video on a web page or blog - A few times per year	Social Media Activities	2
215	SQ4D_4C3	YouTube - Embed a video on a web page or blog - About once per month	Social Media Activities	2
216	SQ4D_4C4	YouTube - Embed a video on a web page or blog - A few times per month	Social Media Activities	2
217	SQ4D_4C5	YouTube - Embed a video on a web page or blog - A few times per week	Social Media Activities	2
218	SQ4D_4C6	YouTube - Embed a video on a web page or blog - About every day	Social Media Activities	2
219	SQ4D_5C1	YouTube - Create and post a video - Never	Social Media Activities	2
220	SQ4D_5C2	YouTube - Create and post a video - A few times per year	Social Media Activities	2
221	SQ4D_5C3	YouTube - Create and post a video - About once per month	Social Media Activities	2

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222	SQ4D_5C4	YouTube - Create and post a video - A few times per month	Social Media Activities	2
223	SQ4D_5C5	YouTube - Create and post a video - A few times per week	Social Media Activities	2
224	SQ4D_5C6	YouTube - Create and post a video - About every day	Social Media Activities	2
225	SQ4D_6C1	YouTube - Leave a comment on a video or post a response video - Never	Social Media Activities	2
226	SQ4D_6C2	YouTube - Leave a comment on a video or post a response video - A few times per year	Social Media Activities	2
227	SQ4D_6C3	YouTube - Leave a comment on a video or post a response video - About once per month	Social Media Activities	2
228	SQ4D_6C4	YouTube - Leave a comment on a video or post a response video - A few times per month	Social Media Activities	2
229	SQ4D_6C5	YouTube - Leave a comment on a video or post a response video - A few times per week	Social Media Activities	2
230	SQ4D_6C6	YouTube - Leave a comment on a video or post a response video - About every day	Social Media Activities	2
231	SQ4I_1C1	LinkedIn - Update your profile information - Never	Social Media Activities	2
232	SQ4I_1C2	LinkedIn - Update your profile information - A few times per year	Social Media Activities	2
233	SQ4I_1C3	LinkedIn - Update your profile information - About once per month	Social Media Activities	2
234	SQ4I_1C4	LinkedIn - Update your profile information - A few times per month	Social Media Activities	2
235	SQ4I_1C5	LinkedIn - Update your profile information - A few times per week	Social Media Activities	2
236	SQ4I_1C6	LinkedIn - Update your profile information - About every day	Social Media Activities	2
237	SQ4I_2C1	LinkedIn - Search and review other profiles - Never	Social Media Activities	2
238	SQ4I_2C2	LinkedIn - Search and review other profiles - A few times per year	Social Media Activities	2
239	SQ4I_2C3	LinkedIn - Search and review other profiles - About once per month	Social Media Activities	2
240	SQ4I_2C4	LinkedIn - Search and review other profiles - A few times per month	Social Media Activities	2
241	SQ4I_2C5	LinkedIn - Search and review other profiles - A few times per week	Social Media Activities	2
242	SQ4I_2C6	LinkedIn - Search and review other profiles - About every day	Social Media Activities	2
243	SQ4I_3C1	LinkedIn - Create a connection - Never	Social Media Activities	2
244	SQ4I_3C2	LinkedIn - Create a connection - A few times per year	Social Media Activities	2
245	SQ4I_3C3	LinkedIn - Create a connection - About once per month	Social Media Activities	2
246	SQ4I_3C4	LinkedIn - Create a connection - A few times per month	Social Media Activities	2
247	SQ4I_3C5	LinkedIn - Create a connection - A few times per week	Social Media Activities	2
248	SQ4I_3C6	LinkedIn - Create a connection - About every day	Social Media Activities	2
249	SQ4I_4C1	LinkedIn - Request a recommendation - Never	Social Media Activities	2
250	SQ4I_4C2	LinkedIn - Request a recommendation - A few times per year	Social Media Activities	2
251	SQ4I_4C3	LinkedIn - Request a recommendation - About once per month	Social Media Activities	2
252	SQ4I_4C4	LinkedIn - Request a recommendation - A few times per month	Social Media Activities	2
253	SQ4I_4C5	LinkedIn - Request a recommendation - A few times per week or more	Social Media Activities	2
254	SQ4I_5C1	LinkedIn - Join a LinkedIn group - Never	Social Media Activities	2
255	SQ4I_5C2	LinkedIn - Join a LinkedIn group - A few times per year	Social Media Activities	2
256	SQ4I_5C3	LinkedIn - Join a LinkedIn group - About once per month	Social Media Activities	2
257	SQ4I_5C4	LinkedIn - Join a LinkedIn group - A few times per month	Social Media Activities	2
258	SQ4I_5C5	LinkedIn - Join a LinkedIn group - A few times per week or more	Social Media Activities	2
259	SQ4I_6C1	LinkedIn - Participate in LinkedIn forums - Never	Social Media Activities	2
260	SQ4I_6C2	LinkedIn - Participate in LinkedIn forums - A few times per year	Social Media Activities	2
261	SQ4I_6C3	LinkedIn - Participate in LinkedIn forums - About once per month	Social Media Activities	2
262	SQ4I_6C4	LinkedIn - Participate in LinkedIn forums - A few times per month	Social Media Activities	2
263	SQ4I_6C5	LinkedIn - Participate in LinkedIn forums - A few times per week	Social Media Activities	2
264	SQ4I_6C6	LinkedIn - Participate in LinkedIn forums - About every day	Social Media Activities	2
265	SQ4J_1C1	FourSquare - Check in to a location - Never	Social Media Activities	2
266	SQ4J_1C2	FourSquare - Check in to a location - About once a month or less	Social Media Activities	2
267	SQ4J_1C4	FourSquare - Check in to a location - A few times per month or more	Social Media Activities	2
268	SQ4E_1C1	Audio Podcasts - Listen to podcasts - Never	Social Media Activities	2
269	SQ4E_1C2	Audio Podcasts - Listen to podcasts - A few times per year	Social Media Activities	2
270	SQ4E_1C3	Audio Podcasts - Listen to podcasts - About once per month	Social Media Activities	2
271	SQ4E_1C4	Audio Podcasts - Listen to podcasts - A few times per month	Social Media Activities	2
272	SQ4E_1C5	Audio Podcasts - Listen to podcasts - A few times per week	Social Media Activities	2
273	SQ4E_1C6	Audio Podcasts - Listen to podcasts - About every day	Social Media Activities	2
274	SQ4E_3C1	Audio Podcasts - Subscribe to a podcast series - Never	Social Media Activities	2
275	SQ4E_3C2	Audio Podcasts - Subscribe to a podcast series - A few times per year	Social Media Activities	2
276	SQ4E_3C3	Audio Podcasts - Subscribe to a podcast series - About once per month	Social Media Activities	2
277	SQ4E_3C4	Audio Podcasts - Subscribe to a podcast series - A few times per month	Social Media Activities	2
278	SQ4E_3C5	Audio Podcasts - Subscribe to a podcast series - A few times per week	Social Media Activities	2
279	SQ4E_3C6	Audio Podcasts - Subscribe to a podcast series - About every day	Social Media Activities	2
280	SQ4F_1C1	Wikis (e.g. Wikipedia) - Read articles/definitions - Never	Social Media Activities	2
281	SQ4F_1C2	Wikis (e.g. Wikipedia) - Read articles/definitions - A few times per year	Social Media Activities	2
282	SQ4F_1C3	Wikis (e.g. Wikipedia) - Read articles/definitions - About once per month	Social Media Activities	2
283	SQ4F_1C4	Wikis (e.g. Wikipedia) - Read articles/definitions - A few times per month	Social Media Activities	2
284	SQ4F_1C5	Wikis (e.g. Wikipedia) - Read articles/definitions - A few times per week	Social Media Activities	2
285	SQ4F_1C6	Wikis (e.g. Wikipedia) - Read articles/definitions - About every day	Social Media Activities	2
286	SQ4F_2C1	Wikis (e.g. Wikipedia) - Use it for research - Never	Social Media Activities	2
287	SQ4F_2C2	Wikis (e.g. Wikipedia) - Use it for research - A few times per year	Social Media Activities	2
288	SQ4F_2C3	Wikis (e.g. Wikipedia) - Use it for research - About once per month	Social Media Activities	2

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
289	SQ4F_2C4	Wikis (e.g. Wikipedia) - Use it for research - A few times per month	Social Media Activities	2
290	SQ4F_2C5	Wikis (e.g. Wikipedia) - Use it for research - A few times per week	Social Media Activities	2
291	SQ4F_2C6	Wikis (e.g. Wikipedia) - Use it for research - About every day	Social Media Activities	2
292	SQ4F_3C1	Wikis (e.g. Wikipedia) - Create or edit a wiki post - Never	Social Media Activities	2
293	SQ4F_3C2	Wikis (e.g. Wikipedia) - Create or edit a wiki post - A few times per year	Social Media Activities	2
294	SQ4F_3C3	Wikis (e.g. Wikipedia) - Create or edit a wiki post - About once per month	Social Media Activities	2
295	SQ4F_3C4	Wikis (e.g. Wikipedia) - Create or edit a wiki post - A few times per month	Social Media Activities	2
296	SQ4F_3C5	Wikis (e.g. Wikipedia) - Create or edit a wiki post - A few times per week or more	Social Media Activities	2
297	SQ4C_1C1	Blogs - Read blog posts - Never	Social Media Activities	2
298	SQ4C_1C2	Blogs - Read blog posts - A few times per year	Social Media Activities	2
299	SQ4C_1C3	Blogs - Read blog posts - About once per month	Social Media Activities	2
300	SQ4C_1C4	Blogs - Read blog posts - A few times per month	Social Media Activities	2
301	SQ4C_1C5	Blogs - Read blog posts - A few times per week	Social Media Activities	2
302	SQ4C_1C6	Blogs - Read blog posts - About every day	Social Media Activities	2
303	SQ4C_2C1	Blogs - Leave comments on a blog - Never	Social Media Activities	2
304	SQ4C_2C2	Blogs - Leave comments on a blog - A few times per year	Social Media Activities	2
305	SQ4C_2C3	Blogs - Leave comments on a blog - About once per month	Social Media Activities	2
306	SQ4C_2C4	Blogs - Leave comments on a blog - A few times per month	Social Media Activities	2
307	SQ4C_2C5	Blogs - Leave comments on a blog - A few times per week	Social Media Activities	2
308	SQ4C_2C6	Blogs - Leave comments on a blog - About every day	Social Media Activities	2
309	SQ4C_3C1	Blogs - Publish a post on your blog - Never	Social Media Activities	2
310	SQ4C_3C2	Blogs - Publish a post on your blog - A few times per year	Social Media Activities	2
311	SQ4C_3C3	Blogs - Publish a post on your blog - About once per month	Social Media Activities	2
312	SQ4C_3C4	Blogs - Publish a post on your blog - A few times per month	Social Media Activities	2
313	SQ4C_3C5	Blogs - Publish a post on your blog - A few times per week or more	Social Media Activities	2
314	SQ4C_4C1	Blogs - Post photos/videos to your blog - Never	Social Media Activities	2
315	SQ4C_4C2	Blogs - Post photos/videos to your blog - A few times per year	Social Media Activities	2
316	SQ4C_4C3	Blogs - Post photos/videos to your blog - About once per month	Social Media Activities	2
317	SQ4C_4C4	Blogs - Post photos/videos to your blog - A few times per month	Social Media Activities	2
318	SQ4C_4C5	Blogs - Post photos/videos to your blog - A few times per week or more	Social Media Activities	2
319	SQ4H_1C1	Slideshare - View presentations - Never	Social Media Activities	2
320	SQ4H_1C2	Slideshare - View presentations - About once a month or less	Social Media Activities	2
321	SQ4H_1C4	Slideshare - View presentations - A few times per month or more	Social Media Activities	2
322	SQ2_1C1	Freq. Participate - Update your status on a social network(s) - Never	Social Media Behaviours	3
323	SQ2_1C2	Freq. Participate - Update your status on a social network(s) - A few times per year	Social Media Behaviours	3
324	SQ2_1C3	Freq. Participate - Update your status on a social network(s) - About once per month	Social Media Behaviours	3
325	SQ2_1C4	Freq. Participate - Update your status on a social network(s) - A few times per month	Social Media Behaviours	3
326	SQ2_1C5	Freq. Participate - Update your status on a social network(s) - A few times per week	Social Media Behaviours	3
327	SQ2_1C6	Freq. Participate - Update your status on a social network(s) - About every day	Social Media Behaviours	3
328	SQ2_10C1	Freq. Participate - Comment on articles or blogs - Never	Social Media Behaviours	3
329	SQ2_10C2	Freq. Participate - Comment on articles or blogs - A few times per year	Social Media Behaviours	3
330	SQ2_10C3	Freq. Participate - Comment on articles or blogs - About once per month	Social Media Behaviours	3
331	SQ2_10C4	Freq. Participate - Comment on articles or blogs - A few times per month	Social Media Behaviours	3
332	SQ2_10C5	Freq. Participate - Comment on articles or blogs - A few times per week	Social Media Behaviours	3
333	SQ2_10C6	Freq. Participate - Comment on articles or blogs - About every day	Social Media Behaviours	3
334	SQ2_11C1	Freq. Participate - Listen to radio stations or stream music online - Never	Social Media Behaviours	3
335	SQ2_11C2	Freq. Participate - Listen to radio stations or stream music online - A few times per year	Social Media Behaviours	3
336	SQ2_11C3	Freq. Participate - Listen to radio stations or stream music online - About once per month	Social Media Behaviours	3
337	SQ2_11C4	Freq. Participate - Listen to radio stations or stream music online - A few times per month	Social Media Behaviours	3
338	SQ2_11C5	Freq. Participate - Listen to radio stations or stream music online - A few times per week	Social Media Behaviours	3
339	SQ2_11C6	Freq. Participate - Listen to radio stations or stream music online - About every day	Social Media Behaviours	3
340	SQ2_12C1	Freq. Participate - Rate or review products online - Never	Social Media Behaviours	3
341	SQ2_12C2	Freq. Participate - Rate or review products online - A few times per year	Social Media Behaviours	3
342	SQ2_12C3	Freq. Participate - Rate or review products online - About once per month	Social Media Behaviours	3
343	SQ2_12C4	Freq. Participate - Rate or review products online - A few times per month	Social Media Behaviours	3
344	SQ2_12C5	Freq. Participate - Rate or review products online - A few times per week	Social Media Behaviours	3
345	SQ2_12C6	Freq. Participate - Rate or review products online - About every day	Social Media Behaviours	3
346	SQ2_13C1	Freq. Participate - Read blogs - Never	Social Media Behaviours	3
347	SQ2_13C2	Freq. Participate - Read blogs - A few times per year	Social Media Behaviours	3
348	SQ2_13C3	Freq. Participate - Read blogs - About once per month	Social Media Behaviours	3
349	SQ2_13C4	Freq. Participate - Read blogs - A few times per month	Social Media Behaviours	3
350	SQ2_13C5	Freq. Participate - Read blogs - A few times per week	Social Media Behaviours	3
351	SQ2_13C6	Freq. Participate - Read blogs - About every day	Social Media Behaviours	3
352	SQ2_14C1	Freq. Participate - Read article comments - Never	Social Media Behaviours	3
353	SQ2_14C2	Freq. Participate - Read article comments - A few times per year	Social Media Behaviours	3
354	SQ2_14C3	Freq. Participate - Read article comments - About once per month	Social Media Behaviours	3
355	SQ2_14C4	Freq. Participate - Read article comments - A few times per month	Social Media Behaviours	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
356	SQ2_14C5	Freq. Participate - Read article comments - A few times per week	Social Media Behaviours	3
357	SQ2_14C6	Freq. Participate - Read article comments - About every day	Social Media Behaviours	3
358	SQ2_15C1	Freq. Participate - Read status updates/tweets - Never	Social Media Behaviours	3
359	SQ2_15C2	Freq. Participate - Read status updates/tweets - A few times per year	Social Media Behaviours	3
360	SQ2_15C3	Freq. Participate - Read status updates/tweets - About once per month	Social Media Behaviours	3
361	SQ2_15C4	Freq. Participate - Read status updates/tweets - A few times per month	Social Media Behaviours	3
362	SQ2_15C5	Freq. Participate - Read status updates/tweets - A few times per week	Social Media Behaviours	3
363	SQ2_15C6	Freq. Participate - Read status updates/tweets - About every day	Social Media Behaviours	3
364	SQ2_16C1	Freq. Participate - View friends' photos online - Never	Social Media Behaviours	3
365	SQ2_16C2	Freq. Participate - View friends' photos online - A few times per year	Social Media Behaviours	3
366	SQ2_16C3	Freq. Participate - View friends' photos online - About once per month	Social Media Behaviours	3
367	SQ2_16C4	Freq. Participate - View friends' photos online - A few times per month	Social Media Behaviours	3
368	SQ2_16C5	Freq. Participate - View friends' photos online - A few times per week	Social Media Behaviours	3
369	SQ2_16C6	Freq. Participate - View friends' photos online - About every day	Social Media Behaviours	3
370	SQ2_17C1	Freq. Participate - Watch video online - Never	Social Media Behaviours	3
371	SQ2_17C2	Freq. Participate - Watch video online - A few times per year	Social Media Behaviours	3
372	SQ2_17C3	Freq. Participate - Watch video online - About once per month	Social Media Behaviours	3
373	SQ2_17C4	Freq. Participate - Watch video online - A few times per month	Social Media Behaviours	3
374	SQ2_17C5	Freq. Participate - Watch video online - A few times per week	Social Media Behaviours	3
375	SQ2_17C6	Freq. Participate - Watch video online - About every day	Social Media Behaviours	3
376	SQ2_2C1	Freq. Participate - Post photos online - Never	Social Media Behaviours	3
377	SQ2_2C2	Freq. Participate - Post photos online - A few times per year	Social Media Behaviours	3
378	SQ2_2C3	Freq. Participate - Post photos online - About once per month	Social Media Behaviours	3
379	SQ2_2C4	Freq. Participate - Post photos online - A few times per month	Social Media Behaviours	3
380	SQ2_2C5	Freq. Participate - Post photos online - A few times per week	Social Media Behaviours	3
381	SQ2_2C6	Freq. Participate - Post photos online - About every day	Social Media Behaviours	3
382	SQ2_3C1	Freq. Participate - Post videos online - Never	Social Media Behaviours	3
383	SQ2_3C2	Freq. Participate - Post videos online - A few times per year	Social Media Behaviours	3
384	SQ2_3C3	Freq. Participate - Post videos online - About once per month	Social Media Behaviours	3
385	SQ2_3C4	Freq. Participate - Post videos online - A few times per month	Social Media Behaviours	3
386	SQ2_3C5	Freq. Participate - Post videos online - A few times per week	Social Media Behaviours	3
387	SQ2_3C6	Freq. Participate - Post videos online - About every day	Social Media Behaviours	3
388	SQ2_4C1	Freq. Participate - Share your GPS location - Never	Social Media Behaviours	3
389	SQ2_4C2	Freq. Participate - Share your GPS location - A few times per year	Social Media Behaviours	3
390	SQ2_4C3	Freq. Participate - Share your GPS location - About once per month	Social Media Behaviours	3
391	SQ2_4C4	Freq. Participate - Share your GPS location - A few times per month	Social Media Behaviours	3
392	SQ2_4C5	Freq. Participate - Share your GPS location - A few times per week	Social Media Behaviours	3
393	SQ2_4C6	Freq. Participate - Share your GPS location - About every day	Social Media Behaviours	3
394	SQ2_5C1	Freq. Participate - Publish blog, Tumblr, online journal - Never	Social Media Behaviours	3
395	SQ2_5C2	Freq. Participate - Publish blog, Tumblr, online journal - A few times per year	Social Media Behaviours	3
396	SQ2_5C3	Freq. Participate - Publish blog, Tumblr, online journal - About once per month	Social Media Behaviours	3
397	SQ2_5C4	Freq. Participate - Publish blog, Tumblr, online journal - A few times per month	Social Media Behaviours	3
398	SQ2_5C5	Freq. Participate - Publish blog, Tumblr, online journal - A few times per week	Social Media Behaviours	3
399	SQ2_5C6	Freq. Participate - Publish blog, Tumblr, online journal - About every day	Social Media Behaviours	3
400	SQ2_6C1	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - Never	Social Media Behaviours	3
401	SQ2_6C2	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per year	Social Media Behaviours	3
402	SQ2_6C3	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - About once per month	Social Media Behaviours	3
403	SQ2_6C4	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per month	Social Media Behaviours	3
404	SQ2_6C5	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - A few times per week	Social Media Behaviours	3
405	SQ2_6C6	Freq. Participate - Share links with friends and colleagues (via email, through sharing tools, etc.) - About every day	Social Media Behaviours	3
406	SQ2_7C1	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - Never	Social Media Behaviours	3
407	SQ2_7C2	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per year	Social Media Behaviours	3
408	SQ2_7C3	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - About once per month	Social Media Behaviours	3
409	SQ2_7C4	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per month	Social Media Behaviours	3
410	SQ2_7C5	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - A few times per week	Social Media Behaviours	3

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
411	SQ2_7C6	Freq. Participate - Play games with others online (from Scrabble to World of Warcraft) - About every day	Social Media Behaviours	3
412	SQ2_8C1	Freq. Participate - Participate in online forums - Never	Social Media Behaviours	3
413	SQ2_8C2	Freq. Participate - Participate in online forums - A few times per year	Social Media Behaviours	3
414	SQ2_8C3	Freq. Participate - Participate in online forums - About once per month	Social Media Behaviours	3
415	SQ2_8C4	Freq. Participate - Participate in online forums - A few times per month	Social Media Behaviours	3
416	SQ2_8C5	Freq. Participate - Participate in online forums - A few times per week	Social Media Behaviours	3
417	SQ2_8C6	Freq. Participate - Participate in online forums - About every day	Social Media Behaviours	3
418	SQ2_9C1	Freq. Participate - Participate in online chats (e.g. Instant Messaging) - Never	Social Media Behaviours	3
419	SQ2_9C2	Freq. Participate - Participate in online chats (e.g. Instant Messaging) - A few times per year	Social Media Behaviours	3
420	SQ2_9C3	Freq. Participate - Participate in online chats (e.g. Instant Messaging) - About once per month	Social Media Behaviours	3
421	SQ2_9C4	Freq. Participate - Participate in online chats (e.g. Instant Messaging) - A few times per month	Social Media Behaviours	3
422	SQ2_9C5	Freq. Participate - Participate in online chats (e.g. Instant Messaging) - A few times per week	Social Media Behaviours	3
423	SQ2_9C6	Freq. Participate - Participate in online chats (e.g. Instant Messaging) - About every day	Social Media Behaviours	3
424	SQ3C1_1C1	Typically use to access SM platforms - Desktop computer (Morning)	Social Media Usage	4
425	SQ3C1_2C2	Typically use to access SM platforms - Laptop (Morning)	Social Media Usage	4
426	SQ3C1_3C3	Typically use to access SM platforms - Mobile phone (Morning)	Social Media Usage	4
427	SQ3C1_4C4	Typically use to access SM platforms - Tablet (Morning)	Social Media Usage	4
428	SQ3C1_5C5	Typically use to access SM platforms - None of these devices (Morning)	Social Media Usage	4
429	SQ3C2_1C1	Typically use to access SM platforms - Desktop computer (Afternoon)	Social Media Usage	4
430	SQ3C2_2C2	Typically use to access SM platforms - Laptop (Afternoon)	Social Media Usage	4
431	SQ3C2_3C3	Typically use to access SM platforms - Mobile phone (Afternoon)	Social Media Usage	4
432	SQ3C2_4C4	Typically use to access SM platforms - Tablet (Afternoon)	Social Media Usage	4
433	SQ3C2_5C5	Typically use to access SM platforms - None of these devices (Afternoon)	Social Media Usage	4
434	SQ3C3_1C1	Typically use to access SM platforms - Desktop computer (Dinner time)	Social Media Usage	4
435	SQ3C3_2C2	Typically use to access SM platforms - Laptop (Dinner time)	Social Media Usage	4
436	SQ3C3_3C3	Typically use to access SM platforms - Mobile phone (Dinner time)	Social Media Usage	4
437	SQ3C3_4C4	Typically use to access SM platforms - Tablet (Dinner time)	Social Media Usage	4
438	SQ3C3_5C5	Typically use to access SM platforms - None of these devices (Dinner time)	Social Media Usage	4
439	SQ3C4_1C1	Typically use to access SM platforms - Desktop computer (Evening)	Social Media Usage	4
440	SQ3C4_2C2	Typically use to access SM platforms - Laptop (Evening)	Social Media Usage	4
441	SQ3C4_3C3	Typically use to access SM platforms - Mobile phone (Evening)	Social Media Usage	4
442	SQ3C4_4C4	Typically use to access SM platforms - Tablet (Evening)	Social Media Usage	4
443	SQ3C4_5C5	Typically use to access SM platforms - None of these devices (Evening)	Social Media Usage	4
444	SQ3C5_1C1	Typically use to access SM platforms - Desktop computer (Late night)	Social Media Usage	4
445	SQ3C5_2C2	Typically use to access SM platforms - Laptop (Late night)	Social Media Usage	4
446	SQ3C5_3C3	Typically use to access SM platforms - Mobile phone (Late night)	Social Media Usage	4
447	SQ3C5_4C4	Typically use to access SM platforms - Tablet (Late night)	Social Media Usage	4
448	SQ3C5_5C5	Typically use to access SM platforms - None of these devices (Late night)	Social Media Usage	4
449	SQ3A_1C1	Usage - Facebook - Currently use	Social Media Usage	4
450	SQ3A_1C2	Usage - Facebook - Plan to use [Nxt Yr]	Social Media Usage	4
451	SQ3A_1C3	Usage - Facebook - Neither use nor plan to use	Social Media Usage	4
452	SQ3B_1C1	Hours spent per week using SM [Past YR] - Facebook - Did not use	Social Media Usage	4
453	SQ3B_1C2	Hours spent per week using SM [Past YR] - Facebook - Less than 1 hour	Social Media Usage	4
454	SQ3B_1C3	Hours spent per week using SM [Past YR] - Facebook - 1-2 hours	Social Media Usage	4
455	SQ3B_1C4	Hours spent per week using SM [Past YR] - Facebook - 2-3 hours	Social Media Usage	4
456	SQ3B_1C5	Hours spent per week using SM [Past YR] - Facebook - 3-4 hours	Social Media Usage	4
457	SQ3B_1C6	Hours spent per week using SM [Past YR] - Facebook - More than 4 hours	Social Media Usage	4
458	SQ3C_1C1	Weekly use expectations [Next YR] - Facebook - Less	Social Media Usage	4
459	SQ3C_1C2	Weekly use expectations [Next YR] - Facebook - The Same	Social Media Usage	4
460	SQ3C_1C3	Weekly use expectations [Next YR] - Facebook - More	Social Media Usage	4
461	SQ3A_2C1	Usage - Twitter - Currently use	Social Media Usage	4
462	SQ3A_2C2	Usage - Twitter - Plan to use [Nxt Yr]	Social Media Usage	4
463	SQ3A_2C3	Usage - Twitter - Neither use nor plan to use	Social Media Usage	4
464	SQ3B_2C1	Hours spent per week using SM [Past YR] - Twitter - Did not use	Social Media Usage	4
465	SQ3B_2C2	Hours spent per week using SM [Past YR] - Twitter - Less than 1 hour	Social Media Usage	4
466	SQ3B_2C3	Hours spent per week using SM [Past YR] - Twitter - 1-2 hours	Social Media Usage	4
467	SQ3B_2C4	Hours spent per week using SM [Past YR] - Twitter - 2-3 hours	Social Media Usage	4
468	SQ3B_2C5	Hours spent per week using SM [Past YR] - Twitter - 3-4 hours	Social Media Usage	4
469	SQ3B_2C6	Hours spent per week using SM [Past YR] - Twitter - More than 4 hours	Social Media Usage	4
470	SQ3C_2C1	Weekly use expectations [Next YR] - Twitter - Less	Social Media Usage	4
471	SQ3C_2C2	Weekly use expectations [Next YR] - Twitter - The Same	Social Media Usage	4
472	SQ3C_2C3	Weekly use expectations [Next YR] - Twitter - More	Social Media Usage	4
473	SQ3A_16C1	Usage - Instagram - Currently use	Social Media Usage	4
474	SQ3A_16C2	Usage - Instagram - Plan to use [Nxt Yr]	Social Media Usage	4
475	SQ3A_16C3	Usage - Instagram - Neither use nor plan to use	Social Media Usage	4
476	SQ3B_16C1	Hours spent per week using SM [Past YR] - Instagram - Did not use	Social Media Usage	4



ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
477	SQ3B_16C2	Hours spent per week using SM [Past YR] - Instagram - Less than 1 hour	Social Media Usage	4
478	SQ3B_16C3	Hours spent per week using SM [Past YR] - Instagram - 1-2 hours	Social Media Usage	4
479	SQ3B_16C4	Hours spent per week using SM [Past YR] - Instagram - 2-3 hours	Social Media Usage	4
480	SQ3B_16C5	Hours spent per week using SM [Past YR] - Instagram - 3-4 hours	Social Media Usage	4
481	SQ3B_16C6	Hours spent per week using SM [Past YR] - Instagram - More than 4 hours	Social Media Usage	4
482	SQ3C_16C1	Weekly use expectations [Next YR] - Instagram - Less	Social Media Usage	4
483	SQ3C_16C2	Weekly use expectations [Next YR] - Instagram - The Same	Social Media Usage	4
484	SQ3C_16C3	Weekly use expectations [Next YR] - Instagram - More	Social Media Usage	4
485	SQ3A_3C1	Usage - YouTube - Currently use	Social Media Usage	4
486	SQ3A_3C2	Usage - YouTube - Plan to use [Nxt Yr]	Social Media Usage	4
487	SQ3A_3C3	Usage - YouTube - Neither use nor plan to use	Social Media Usage	4
488	SQ3B_3C1	Hours spent per week using SM [Past YR] - YouTube - Did not use	Social Media Usage	4
489	SQ3B_3C2	Hours spent per week using SM [Past YR] - YouTube - Less than 1 hour	Social Media Usage	4
490	SQ3B_3C3	Hours spent per week using SM [Past YR] - YouTube - 1-2 hours	Social Media Usage	4
491	SQ3B_3C4	Hours spent per week using SM [Past YR] - YouTube - 2-3 hours	Social Media Usage	4
492	SQ3B_3C5	Hours spent per week using SM [Past YR] - YouTube - 3-4 hours	Social Media Usage	4
493	SQ3B_3C6	Hours spent per week using SM [Past YR] - YouTube - More than 4 hours	Social Media Usage	4
494	SQ3C_3C1	Weekly use expectations [Next YR] - YouTube - Less	Social Media Usage	4
495	SQ3C_3C2	Weekly use expectations [Next YR] - YouTube - The Same	Social Media Usage	4
496	SQ3C_3C3	Weekly use expectations [Next YR] - YouTube - More	Social Media Usage	4
497	SQ3A_15C1	Usage - Pinterest - Currently use	Social Media Usage	4
498	SQ3A_15C2	Usage - Pinterest - Plan to use [Nxt Yr]	Social Media Usage	4
499	SQ3A_15C3	Usage - Pinterest - Neither use nor plan to use	Social Media Usage	4
500	SQ3B_15C1	Hours spent per week using SM [Past YR] - Pinterest - Did not use	Social Media Usage	4
501	SQ3B_15C2	Hours spent per week using SM [Past YR] - Pinterest - Less than 1 hour	Social Media Usage	4
502	SQ3B_15C3	Hours spent per week using SM [Past YR] - Pinterest - 1-2 hours	Social Media Usage	4
503	SQ3B_15C4	Hours spent per week using SM [Past YR] - Pinterest - 2-3 hours	Social Media Usage	4
504	SQ3B_15C5	Hours spent per week using SM [Past YR] - Pinterest - 3-4 hours	Social Media Usage	4
505	SQ3B_15C6	Hours spent per week using SM [Past YR] - Pinterest - More than 4 hours	Social Media Usage	4
506	SQ3C_15C1	Weekly use expectations [Next YR] - Pinterest - Less	Social Media Usage	4
507	SQ3C_15C2	Weekly use expectations [Next YR] - Pinterest - The Same	Social Media Usage	4
508	SQ3C_15C3	Weekly use expectations [Next YR] - Pinterest - More	Social Media Usage	4
509	SQ3A_7C1	Usage - LinkedIn - Currently use	Social Media Usage	4
510	SQ3A_7C2	Usage - LinkedIn - Plan to use [Nxt Yr]	Social Media Usage	4
511	SQ3A_7C3	Usage - LinkedIn - Neither use nor plan to use	Social Media Usage	4
512	SQ3B_7C1	Hours spent per week using SM [Past YR] - LinkedIn - Did not use	Social Media Usage	4
513	SQ3B_7C2	Hours spent per week using SM [Past YR] - LinkedIn - Less than 1 hour	Social Media Usage	4
514	SQ3B_7C3	Hours spent per week using SM [Past YR] - LinkedIn - 1-2 hours	Social Media Usage	4
515	SQ3B_7C4	Hours spent per week using SM [Past YR] - LinkedIn - 2-3 hours	Social Media Usage	4
516	SQ3B_7C5	Hours spent per week using SM [Past YR] - LinkedIn - 3-4 hours	Social Media Usage	4
517	SQ3B_7C6	Hours spent per week using SM [Past YR] - LinkedIn - More than 4 hours	Social Media Usage	4
518	SQ3C_7C1	Weekly use expectations [Next YR] - LinkedIn - Less	Social Media Usage	4
519	SQ3C_7C2	Weekly use expectations [Next YR] - LinkedIn - The Same	Social Media Usage	4
520	SQ3C_7C3	Weekly use expectations [Next YR] - LinkedIn - More	Social Media Usage	4
521	SQ3A_13C1	Usage - Google + - Currently use	Social Media Usage	4
522	SQ3A_13C2	Usage - Google + - Plan to use [Nxt Yr]	Social Media Usage	4
523	SQ3A_13C3	Usage - Google + - Neither use nor plan to use	Social Media Usage	4
524	SQ3B_13C1	Hours spent per week using SM [Past YR] - Google + - Did not use	Social Media Usage	4
525	SQ3B_13C2	Hours spent per week using SM [Past YR] - Google + - Less than 1 hour	Social Media Usage	4
526	SQ3B_13C3	Hours spent per week using SM [Past YR] - Google + - 1-2 hours	Social Media Usage	4
527	SQ3B_13C4	Hours spent per week using SM [Past YR] - Google + - 2-3 hours	Social Media Usage	4
528	SQ3B_13C5	Hours spent per week using SM [Past YR] - Google + - 3-4 hours	Social Media Usage	4
529	SQ3B_13C6	Hours spent per week using SM [Past YR] - Google + - More than 4 hours	Social Media Usage	4
530	SQ3C_13C1	Weekly use expectations [Next YR] - Google + - Less	Social Media Usage	4
531	SQ3C_13C2	Weekly use expectations [Next YR] - Google + - The Same	Social Media Usage	4
532	SQ3C_13C3	Weekly use expectations [Next YR] - Google + - More	Social Media Usage	4
533	SQ3A_6C1	Usage - Flickr - Currently use	Social Media Usage	4
534	SQ3A_6C2	Usage - Flickr - Plan to use [Nxt Yr]	Social Media Usage	4
535	SQ3A_6C3	Usage - Flickr - Neither use nor plan to use	Social Media Usage	4
536	SQ3B_6C1	Hours spent per week using SM [Past YR] - Flickr - Did not use	Social Media Usage	4
537	SQ3B_6C2	Hours spent per week using SM [Past YR] - Flickr - Less than 1 hour	Social Media Usage	4
538	SQ3B_6C3	Hours spent per week using SM [Past YR] - Flickr - 1-2 hours	Social Media Usage	4
539	SQ3B_6C4	Hours spent per week using SM [Past YR] - Flickr - More than 2 hours	Social Media Usage	4
540	SQ3C_6C1	Weekly use expectations [Next YR] - Flickr - Less	Social Media Usage	4
541	SQ3C_6C2	Weekly use expectations [Next YR] - Flickr - The Same	Social Media Usage	4
542	SQ3C_6C3	Weekly use expectations [Next YR] - Flickr - More	Social Media Usage	4
543	SQ3A_11C1	Usage - Foursquare - Currently use	Social Media Usage	4

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
544	SQ3A_11C2	Usage - Foursquare - Plan to use [Nxt Yr]	Social Media Usage	4
545	SQ3A_11C3	Usage - Foursquare - Neither use nor plan to use	Social Media Usage	4
546	SQ3B_11C1	Hours spent per week using SM [Past YR] - Foursquare - Did not use	Social Media Usage	4
547	SQ3B_11C2	Hours spent per week using SM [Past YR] - Foursquare - Less than 1 hour	Social Media Usage	4
548	SQ3B_11C3	Hours spent per week using SM [Past YR] - Foursquare - More than 1 hour	Social Media Usage	4
549	SQ3A_4C1	Usage - Audio Podcasts - Currently use	Social Media Usage	4
550	SQ3A_4C2	Usage - Audio Podcasts - Plan to use [Nxt Yr]	Social Media Usage	4
551	SQ3A_4C3	Usage - Audio Podcasts - Neither use nor plan to use	Social Media Usage	4
552	SQ3B_4C1	Hours spent per week using SM [Past YR] - Audio Podcasts - Did not use	Social Media Usage	4
553	SQ3B_4C2	Hours spent per week using SM [Past YR] - Audio Podcasts - Less than 1 hour	Social Media Usage	4
554	SQ3B_4C3	Hours spent per week using SM [Past YR] - Audio Podcasts - 1-2 hours	Social Media Usage	4
555	SQ3B_4C4	Hours spent per week using SM [Past YR] - Audio Podcasts - 2-3 hours	Social Media Usage	4
556	SQ3B_4C5	Hours spent per week using SM [Past YR] - Audio Podcasts - 3-4 hours	Social Media Usage	4
557	SQ3B_4C6	Hours spent per week using SM [Past YR] - Audio Podcasts - More than 4 hours	Social Media Usage	4
558	SQ3C_4C1	Weekly use expectations [Next YR] - Audio Podcasts - Less	Social Media Usage	4
559	SQ3C_4C2	Weekly use expectations [Next YR] - Audio Podcasts - The Same	Social Media Usage	4
560	SQ3C_4C3	Weekly use expectations [Next YR] - Audio Podcasts - More	Social Media Usage	4
561	SQ3A_5C1	Usage - WIKIs (like Wikipedia) - Currently use	Social Media Usage	4
562	SQ3A_5C2	Usage - WIKIs (like Wikipedia) - Plan to use [Nxt Yr]	Social Media Usage	4
563	SQ3A_5C3	Usage - WIKIs (like Wikipedia) - Neither use nor plan to use	Social Media Usage	4
564	SQ3B_5C1	Hours spent per week using SM [Past YR] - WIKIs (like Wikipedia) - Did not use	Social Media Usage	4
565	SQ3B_5C2	Hours spent per week using SM [Past YR] - WIKIs (like Wikipedia) - Less than 1 hour	Social Media Usage	4
566	SQ3B_5C3	Hours spent per week using SM [Past YR] - WIKIs (like Wikipedia) - 1-2 hours	Social Media Usage	4
567	SQ3B_5C4	Hours spent per week using SM [Past YR] - WIKIs (like Wikipedia) - 2-3 hours	Social Media Usage	4
568	SQ3B_5C5	Hours spent per week using SM [Past YR] - WIKIs (like Wikipedia) - 3-4 hours	Social Media Usage	4
569	SQ3B_5C6	Hours spent per week using SM [Past YR] - WIKIs (like Wikipedia) - More than 4 hours	Social Media Usage	4
570	SQ3C_5C1	Weekly use expectations [Next YR] - WIKIs (like Wikipedia) - Less	Social Media Usage	4
571	SQ3C_5C2	Weekly use expectations [Next YR] - WIKIs (like Wikipedia) - The Same	Social Media Usage	4
572	SQ3C_5C3	Weekly use expectations [Next YR] - WIKIs (like Wikipedia) - More	Social Media Usage	4
573	SQ3A_12C1	Usage - Blogs - Currently use	Social Media Usage	4
574	SQ3A_12C2	Usage - Blogs - Plan to use [Nxt Yr]	Social Media Usage	4
575	SQ3A_12C3	Usage - Blogs - Neither use nor plan to use	Social Media Usage	4
576	SQ3B_12C1	Hours spent per week using SM [Past YR] - Blogs - Did not use	Social Media Usage	4
577	SQ3B_12C2	Hours spent per week using SM [Past YR] - Blogs - Less than 1 hour	Social Media Usage	4
578	SQ3B_12C3	Hours spent per week using SM [Past YR] - Blogs - 1-2 hours	Social Media Usage	4
579	SQ3B_12C4	Hours spent per week using SM [Past YR] - Blogs - 2-3 hours	Social Media Usage	4
580	SQ3B_12C5	Hours spent per week using SM [Past YR] - Blogs - 3-4 hours	Social Media Usage	4
581	SQ3B_12C6	Hours spent per week using SM [Past YR] - Blogs - More than 4 hours	Social Media Usage	4
582	SQ3C_12C1	Weekly use expectations [Next YR] - Blogs - Less	Social Media Usage	4
583	SQ3C_12C2	Weekly use expectations [Next YR] - Blogs - The Same	Social Media Usage	4
584	SQ3C_12C3	Weekly use expectations [Next YR] - Blogs - More	Social Media Usage	4
585	SQ3A_14C1	Usage - Tumblr - Currently use	Social Media Usage	4
586	SQ3A_14C2	Usage - Tumblr - Plan to use [Nxt Yr]	Social Media Usage	4
587	SQ3A_14C3	Usage - Tumblr - Neither use nor plan to use	Social Media Usage	4
588	SQ3B_14C1	Hours spent per week using SM [Past YR] - Tumblr - Did not use	Social Media Usage	4
589	SQ3B_14C2	Hours spent per week using SM [Past YR] - Tumblr - Less than 1 hour	Social Media Usage	4
590	SQ3B_14C3	Hours spent per week using SM [Past YR] - Tumblr - 1-2 hours	Social Media Usage	4
591	SQ3B_14C4	Hours spent per week using SM [Past YR] - Tumblr - 2-4 hours	Social Media Usage	4
592	SQ3B_14C6	Hours spent per week using SM [Past YR] - Tumblr - More than 4 hours	Social Media Usage	4
593	SQ3C_14C1	Weekly use expectations [Next YR] - Tumblr - Less	Social Media Usage	4
594	SQ3C_14C2	Weekly use expectations [Next YR] - Tumblr - The Same	Social Media Usage	4
595	SQ3C_14C3	Weekly use expectations [Next YR] - Tumblr - More	Social Media Usage	4
596	SQ3A_8C1	Usage - Slideshare - Currently use	Social Media Usage	4
597	SQ3A_8C2	Usage - Slideshare - Plan to use [Nxt Yr]	Social Media Usage	4
598	SQ3A_8C3	Usage - Slideshare - Neither use nor plan to use	Social Media Usage	4
599	SQ3A_10C1	Usage - Stumbleupon - Currently use	Social Media Usage	4
600	SQ3A_10C2	Usage - Stumbleupon - Plan to use [Nxt Yr]	Social Media Usage	4
601	SQ3A_10C3	Usage - Stumbleupon - Neither use nor plan to use	Social Media Usage	4