



Category	Statistic Label	Variable Label
Demographics	gender_female	Female
Demographics	gender_male	Male
Demographics	hhdattrib_091	Single person household
Demographics	hhdattrib_092	Married family household
Demographics	hhdattrib_093	Multi-occupancy single sex household
Demographics	hhdattrib_094	Multi-occupancy mixed sex household
Demographics	hhdattrib_095	Cohabiting couple household
Demographics	occ_a	Length of Residence: 0-2 Years
Demographics	occ_b	Length of Residence: 3-5 Years
Demographics	occ_c	Length of Residence: 6-9 Years
Demographics	occ_d	Length of Residence: 10+ Years
Demographics	lukp_a2_age1	Aged 18-24
Demographics	lukp_a2_age2	Aged 25-34
Demographics	lukp_a2_age3	Aged 35-44
Demographics	lukp_a2_age4	Aged 45-54
Demographics	lukp_a2_age5	Aged 55-64
Demographics	lukp_a2_age6	Aged 65-74
Demographics	lukp_a2_age7	Aged 75+
Demographics	lukp_a2_income1	Household income 0-9,999
Demographics	lukp_a2_income2	Household income 10,000-19,999
Demographics	lukp_a2_income3	Household income 20,000-29,999
Demographics	lukp_a2_income4	Household income 30,000-39,999
Demographics	lukp_a2_income5	Household income 40,000-49,999
Demographics	lukp_a2_income6a	Household income 50,000-74,999
Demographics	lukp_a2_income6b	Household income 75,000-99,999
Demographics	lukp_a2_income6c	Household income 100,000+
Demographics	lukp_a2_children1	Children at home : 0
Demographics	lukp_a2_children2a	Children at home : 1
Demographics	lukp_a2_children2b	Children at home : 2
Demographics	lukp_a2_children3	Children at home : 3+
Demographics	lukp_a2_children4	Children at home aged 0-4
Demographics	lukp_a2_children5	Children at home aged 5-10
Demographics	lukp_a2_children6	Children at home aged 11-15
Demographics	lukp_a2_children7	Children at home aged 16-24
Demographics	lukp_a2_hhd1	Household size : 1 person
Demographics	lukp_a2_hhd2	Household size : 2 persons
Demographics	lukp_a2_hhd5	Household size : 3-4 persons
Demographics	lukp_a2_hhd6	Household size : 5+ persons
Demographics	lukp_nbeds1	Number of Beds : 1
Demographics	lukp_nbeds2	Number of Beds : 2
Demographics	lukp_nbeds3	Number of Beds : 3
Demographics	lukp_nbeds4	Number of Beds : 4
Demographics	lukp_nbeds5p	Number of Beds : 5 plus
Demographics	lukp_occd2	Occupation: Director / Managerial
Demographics	lukp_occd3	Occupation: Housewife
Demographics	lukp_occd5	Occupation: Office Worker
Demographics	lukp_occd6	Occupation: Professional
Demographics	lukp_occd7	Occupation: Public Sector
Demographics	lukp_occd8	Occupation: Retired
Demographics	lukp_occd9	Occupation: Self Employed
Demographics	lukp_occd10	Occupation: Shop Worker
Demographics	lukp_occd11	Occupation: Skilled / Manual Worker
Demographics	lukp_occd12	Occupation: Student
Demographics	lukp_occd13	Occupation: Unemployed
Demographics	fr_de_nrsa	Social grade A
Demographics	fr_de_nrsb	Social grade B
Demographics	fr_de_nrsc1	Social grade C1
Demographics	fr_de_nrsc2	Social grade C2
Demographics	fr_de_nrsd	Social grade D
Demographics	fr_de_nrse	Social grade E
Demographics	lukp_employed	Is employed
Demographics	lukp_employedn	Is not employed
Demographics	lukp_homeworkft	Works at home full time

Demographics	lukp_homeworkpt	Works at home part-time / occasionally
Demographics	lukp_a2_age11	Aged 25-29
Demographics	lukp_a2_age12	Aged 30-34
Demographics	lukp_a2_age13	Aged 35-39
Demographics	lukp_a2_age14	Aged 40-44
Demographics	lukp_a2_age15	Aged 45-49
Demographics	lukp_a2_age16	Aged 50-54
Demographics	lukp_a2_age17	Aged 55-59
Demographics	lukp_a2_age18	Aged 60-64
Demographics	lukp_a2_age19	Aged 65-69
Demographics	lukp_a2_age20	Aged 70-74
Demographics	lukp_a2_age21	Aged 75-79
Demographics	lukp_a2_age22	Aged 80-84
Demographics	lukp_a2_age23	Aged 85+
Home	lukp_a2_house1	Owner-occupied
Home	lukp_a2_house2	Social renting
Home	lukp_a2_house3	Private renting
Home	lukp_house5	House owned outright
Home	lukp_a2_house4	Bungalow
Home	lukp_a2_house5	Detached house
Home	lukp_a2_house6	Flat or maisonette
Home	lukp_a2_house7	Semi-detached house
Home	lukp_a2_house8	Terraced house
Home	lukp_hhdval0to100k	Value of home: 0 to 100k
Home	lukp_hhdval100to150k	Value of home: 100 to 150k
Home	lukp_hhdval150to250k	Value of home: 150 to 250k
Home	lukp_hhdval250to500k	Value of home: 250 to 500k
Home	lukp_hhdval500kp	Value of home: 500k plus
Home	lukp_hhdval500to750k	Value of home: 500 to 750k
Home	lukp_hhdval750kto1m	Value of home: 750k to 1m
Home	lukp_hhdval1mplus	Value of home: 1m plus
Home	lukp_houseage1	Home built pre 1900
Home	lukp_houseage2	Home built 1901 to 1920
Home	lukp_houseage3	Home built 1921 to 1940
Home	lukp_houseage4	Home built 1941 to 1960
Home	lukp_houseage5	Home built 1961 to 1975
Home	lukp_houseage6	Home built 1976 to 1990
Home	lukp_houseage7a	Home built 1991-2005
Home	lukp_houseage7b	Home built 2006 or later
Home	lukp_mortgage	Home owned with mortgage
Motoring	lukp_car0	Number of Cars 0
Motoring	lukp_car1	Number of Cars 1
Motoring	lukp_car2	Number of cars 2
Motoring	lukp_car3p	Number of cars 3+
Motoring	lukp_car1ab	Main Car class - Mini or Supermini
Motoring	lukp_car1c	Main Car class - Small Family
Motoring	lukp_car1d	Main Car class - Large Family
Motoring	lukp_car1ef	Main Car class - Luxury or Executive
Motoring	lukp_car1ghi	Main Car class - Sports or 4x4 or MPV
Lifestyle	lukp_hols1p	Holiday : 1+ times per year
Lifestyle	lukp_hols2p	Holiday : 2+ times per year
Lifestyle	lukp_holdest1	Holiday in Africa
Lifestyle	lukp_holdest2	Holiday in Asia
Lifestyle	lukp_holdest3	Holiday in Australia / New Zealand
Lifestyle	lukp_holdest4	Holiday in Caribbean
Lifestyle	lukp_holdest5	Holiday in Spain / Mediterranean
Lifestyle	lukp_holdest6	Holiday in UK / Ireland
Lifestyle	lukp_holdest7	Holiday in Europe (other)
Lifestyle	lukp_holdest8	Holiday in USA / Canada
Lifestyle	lukp_holdest9	Holiday : Other destination
Lifestyle	lukp_holtype1	Holiday : Activity / Outdoor Sports
Lifestyle	lukp_holtype9	Holiday : coach tour UK
Lifestyle	lukp_holtype10	Holiday : coach tour abroad
Lifestyle	lukp_holtype3	Holiday : Cruise
Lifestyle	lukp_holtype4	Holiday : Package
Lifestyle	lukp_holtype6	Holiday : Self-catering
Lifestyle	lukp_holtype7	Holiday : Weekend short break
Lifestyle	lukp_holtype11	Holiday : caravan
Lifestyle	lukp_holbooknet	Book holiday via internet
Lifestyle	lukp_holbookagent	Book holiday via travel agent
Lifestyle	lukp_holspend1	Holiday Spend : 0 to 249
Lifestyle	lukp_holspend2	Holiday Spend : 250 to 499
Lifestyle	lukp_holspend3	Holiday Spend : 500 to 999
Lifestyle	lukp_holspend4	Holiday Spend : 1000 plus
Lifestyle	lukp_interests1	Interests : angling
Lifestyle	lukp_interests4	Interests : charity / voluntary work
Lifestyle	lukp_interests5	Interests : cinema

Lifestyle	lukp_interests6	Interests : cookery
Lifestyle	lukp_interests9	Interests : DIY
Lifestyle	lukp_interests55	Interests : antiques or fine art
Lifestyle	lukp_interests10	Interests : eating out
Lifestyle	lukp_interests11	Interests : environment / wildlife
Lifestyle	lukp_interests12	Interests : exercise / sports
Lifestyle	lukp_interests17	Interests : foreign travel
Lifestyle	lukp_interests43	Interests : gambling
Lifestyle	lukp_interests18	Interests : gardening
Lifestyle	lukp_interests19	Interests : playing golf
Lifestyle	lukp_interests44	Interests : healthy eating
Lifestyle	lukp_interests21	Interests : hiking / walking
Lifestyle	lukp_interests47	Interests : organic foods
Lifestyle	lukp_interests48	Interests : pets
Lifestyle	lukp_interests28	Interests : reading books
Lifestyle	lukp_interests29	Interests : records / tapes / cds
Lifestyle	lukp_interests32	Interests : self improvement / education
Lifestyle	lukp_interests51	Interests : TV
Lifestyle	lukp_interests52	Interests : vegetarian products
Lifestyle	lukp_interests54	Interests : wine
Lifestyle	lukp_footteam	Interests : football supporter
Lifestyle	lukp_bookhistory	Read History/Biography
Lifestyle	lukp_bookhealth	Read Health/Alternative Therapy
Lifestyle	lukp_bookscifi	Read Science Fiction/Fantasy
Lifestyle	lukp_bookthrill	Read Mystery/Detective/Thrillers
Lifestyle	lukp_holbookdirect	Book holiday directly
Lifestyle	lukp_bookromance	Read Romance
Lifestyle	lukp_bookpop	Read Best Sellers
Lifestyle	lukp_magbizedu	Magazines read : business educational science
Lifestyle	lukp_magceleb	Magazines read : celebrity
Lifestyle	lukp_magcook	Magazines read : food and cooking
Lifestyle	lukp_maghealth	Magazines read : health
Lifestyle	lukp_maghome	Magazines read : home and gardening
Lifestyle	lukp_magit	Magazines read : computers and electrical
Lifestyle	lukp_magmenstyle	Magazines read : men style and generic
Lifestyle	lukp_magmotor	Magazines read : motor
Lifestyle	lukp_magmusicfilm	Magazines read : music and film
Lifestyle	lukp_magsport	Magazines read : sport
Lifestyle	lukp_magtravel	Magazines read : travel
Lifestyle	lukp_magtv	Magazines read : tv
Lifestyle	lukp_magwomen	Magazines read : womens
Lifestyle	lukp_magwomengloss	Magazines read : womens glossy
Shopping	lukp_shopat1	Shop at Asda
Shopping	lukp_shopat7	Shop for food at M and S
Shopping	lukp_shopat2	Shop at Morrisons
Shopping	lukp_shopat3	Shop at Sainsbury
Shopping	lukp_shopat5	Shop at Tesco
Shopping	lukp_shopat6	Shop at Waitrose
Shopping	lukp_shopat8	Shop at Co-op
Shopping	lukp_gspend1	Weekly supermarket spend : 0-25
Shopping	lukp_gspend2	Weekly supermarket spend : 25-50
Shopping	lukp_gspend3	Weekly supermarket spend : 50-75
Shopping	lukp_gspend4	Weekly supermarket spend : 75-100
Shopping	lukp_gspend5	Weekly supermarket spend : 100+
Charities	lukp_charity1	Charities : Animal Welfare
Charities	lukp_charity2	Charities : Childrens Welfare
Charities	lukp_charity3	Charities : Disability
Charities	lukp_charity4	Charities : Disaster Relief
Charities	lukp_charity5	Charities : Elderly
Charities	lukp_charity6	Charities : Environment
Charities	lukp_charity7	Charities : Medical
Charities	lukp_charity8	Charities : Overseas development
Charities	lukp_charity9	Charities : Wildlife
Charities	lukp_charity11	Charities : Cancer
Charities	lukp_charity12	Charities : Homeless
Charities	lukp_charity13	Charities : The Blind
Charities	lukp_charity15	Charities : Mental Health
Charities	lukp_charity10	Regularly donate to charity
Charities	lukp_charitywill	Consider charity legacy
Newspapers	lukp_daily1	Daily Express
Newspapers	lukp_daily2	Daily Mail
Newspapers	lukp_daily3	Daily Mirror
Newspapers	lukp_daily4	Daily Record
Newspapers	lukp_daily6	Daily Telegraph
Newspapers	lukp_daily8	The Guardian
Newspapers	lukp_daily9	The Independent
Newspapers	lukp_daily10	Daily Star

Newspapers	lukp_daily11	The Sun
Newspapers	lukp_daily12	The Times
Newspapers	lukp_sunday2	Mail on Sunday
Newspapers	lukp_sunday3	Sun Sunday
Newspapers	lukp_sunday4	The Observer
Newspapers	lukp_sunday5	Sunday Express
Newspapers	lukp_sunday6	Sunday Mirror
Newspapers	lukp_sunday7	Sunday People
Newspapers	lukp_sunday9	Sunday Telegraph
Newspapers	lukp_sunday10	Sunday Times
Finance - Banking	fr_cur_1plus	Has current account
Finance - Banking	fr_cur_2plus	Has 2+ current accounts
Finance - Banking	fr_cur_joint	Has joint account
Finance - Banking	fr_cur_over	Has recently used overdraft facility on current account
Finance - Banking	fr_cur_phone	Uses telephone banking
Finance - Banking	fr_cur_mannet	Manages current account online
Finance - Banking	fr_cur_basic	Has basic bank account
Finance - Banking	fr_cur_std	Has standard bank account
Finance - Banking	fr_cur_fee	Has fee-paying bank account
Finance - Banking	fr_cur_premium	Has premium bank account
Finance - Savings and Investments	fr_sav_acc	Has savings account
Finance - Savings and Investments	fr_sav_vala	Has savings, value 1-500
Finance - Savings and Investments	fr_sav_valb	Has savings, value 500-10000
Finance - Savings and Investments	fr_sav_valc	Has savings, value 10000+
Finance - Savings and Investments	fr_sav_val3	Has savings, value 500-2500
Finance - Savings and Investments	fr_sav_val4	Has savings, value 2500-10000
Finance - Savings and Investments	fr_sav_val5	Has savings, value 10000-25000
Finance - Savings and Investments	fr_sav_val6	Has savings, value 25000+
Finance - Savings and Investments	fr_sav_val6d	Has savings, value 100000+
Finance - Savings and Investments	fr_sav_instant	Has instant access account
Finance - Savings and Investments	fr_sav_notice	Has notice account
Finance - Savings and Investments	fr_inv_sharesisa	Has stocks and shares ISA
Finance - Savings and Investments	fr_sav_cashisa	Has Cash ISA
Finance - Savings and Investments	fr_inv_unittrust	Has Unit Trusts
Finance - Savings and Investments	fr_inv_shares	Has stocks and shares
Finance - Savings and Investments	fr_inv_bonds	Has investment bonds
Finance - Savings and Investments	fr_sav_natsav	Has a National Savings product
Finance - Savings and Investments	lukp_invhas	Has Investments
Finance - Savings and Investments	lukp_invnone	Has no investments
Finance - Savings and Investments	fr_inv_vala	Has investments, value 1-500
Finance - Savings and Investments	fr_inv_valb	Has investments, value 500-10000
Finance - Savings and Investments	fr_inv_valc	Has investments, value 10000+
Finance - Savings and Investments	fr_inv_val3	Has investments, value 500-2500
Finance - Savings and Investments	fr_inv_val4	Has investments, value 2500-10000
Finance - Savings and Investments	fr_inv_val5	Has investments, value 10000-25000
Finance - Savings and Investments	fr_inv_val6	Has investments, value 25000+
Finance - Savings and Investments	fr_inv_val6d	Has investments, value 100000+
Finance - Cards	lukp_havcredcd	Has credit card
Finance - Cards	lukp_ccard1kp	Credit card balance 1000+
Finance - Cards	lukp_ccard2kp	Credit card balance 2000+
Finance - Cards	lukp_paycredinfull	Always pays credit card balance in full
Finance - Cards	fr_cds_2plus	Has 2+ credit cards
Finance - Cards	fr_cds_use6t1m	Uses credit card 6+ times per month
Finance - Cards	fr_cds_spend50	Spent 0-50 in last month on a credit card
Finance - Cards	fr_cds_spend100	Spent 50-100 in last month on a credit card
Finance - Cards	fr_cds_spend250	Spent 100-250 in last month on a credit card
Finance - Cards	fr_cds_spend500	Spent 250-500 in last month on a credit card
Finance - Cards	fr_cds_spe500plus	Spent 500+ in last month on a credit card
Finance - Cards	fr_cds_revol	Usually makes minimum payment on card
Finance - Mortgages	fr_mor_has	Has mortgage
Finance - Mortgages	lukp_mortendow	Has endowment mortgage
Finance - Mortgages	lukp_mortrepay	Has repayment mortgage
Finance - Mortgages	fr_mor_10yplus	Has mortgage more than 10 years old
Finance - Mortgages	fr_mor_offset	Has offset mortgage
Finance - Mortgages	fr_mor_other	Has other mortgage (mixed, pension, PEP, Interest only, ISA etc.)
Finance - Loans	lukp_loan	Has loan
Finance - Loans	fr_loa_uns	Has unsecured loan
Finance - Loans	fr_loa_2plus	Has 2+ loans
Finance - Loans	fr_loa_forhome	Has loan for home improvement
Finance - Loans	fr_loa_forcon	Has loan for consolidation
Finance - Loans	fr_loa_forother	Has loan for other purchases (including holidays and cars)
Finance - Loans	lukp_unsecgt15k	Unsecured debt greater than 15k
Finance - Insurance	fr_ins_struct2	Have home structure insurance
Finance - Insurance	fr_ins_cont	Have home contents insurance
Finance - Insurance	lukp_breakdown	Has breakdown cover
Finance - Insurance	lukp_instravel	Has travel insurance
Finance - Insurance	fr_ins_compmotor	Has comprehensive motor insurance

Finance - Insurance	fr_ins_travel1y	Has annual travel insurance
Finance - Insurance	fr_ins_pet	Has pet insurance
Finance - Health Insurance	lukp_hlth	Has medical insurance (PMI)
Finance - Health Insurance	lukp_phlth	Has medical insurance (PMI) - pay all personally
Finance - Health Insurance	lukp_chlth	Has medical insurance (PMI) - employer pays part or all
Finance - Pension	fr_pen_has	Has pension scheme
Finance - Pension	fr_pen_co	Has pension scheme organised through company
Finance - Pension	fr_pen_pers	Has pension scheme organised personally
Finance - Pension	fr_pen_other	Plans to use other investments for retirement
Finance - Attitudes	fr_att_1	I regularly read the financial pages in the papers
Finance - Attitudes	fr_att_2	I hate to borrow - I would much rather save up in advance
Finance - Attitudes	fr_att_4	I would be happy to use the Internet to carry out day to day banking transactions
Finance - Attitudes	fr_att_5	I always know broadly how much is in my bank account at any one time
Finance - Attitudes	fr_att_6	There are one or two financial institutions which I always turn to first
Finance - Attitudes	fr_att_7	The way I deal with my finances reflects how my parents dealt with theirs
Finance - Attitudes	fr_att_9	I only save for a specific purpose
Finance - Attitudes	fr_att_13	I trust financial price comparison sites
Finance - Attitudes	fr_att_14	I am likely to use financial price comparison sites in the future
Finance - Attitudes	fr_att_11	I hate having to go to the branch of my bank or building society
Finance - Attitudes	fr_att_12	I am happy to use the phone to carry out day to day banking transactions
Finance - Switch	fr_int_cds	Is likely to take out or switch supplier of credit cards in next 12 months
Finance - Switch	fr_int_cur	Is likely to take out or switch supplier of current accounts in next 12 months
Finance - Switch	fr_int_hse	Is likely to take out or switch supplier of household insurance in next 12 months
Finance - Switch	fr_int_inv	Is likely to take out or switch supplier of investment products in next 12 months
Finance - Switch	fr_int_lifpen	Is likely to take out or switch supplier of life and pensions in next 12 months
Finance - Switch	fr_int_mor	Is likely to take out or switch supplier of mortgages in next 12 months
Finance - Switch	fr_int_mot	Is likely to take out or switch supplier of motor insurance in next 12 months
Finance - Switch	fr_int_sav	Is likely to take out or switch supplier of savings accounts in next 12 months
Finance - Channel	fr_cha_prebra	Prefer to arrange future product by branch
Finance - Channel	fr_cha_prehwk	Prefer to arrange future product at home or work
Finance - Channel	fr_cha_prepho	Prefer to arrange future product by phone
Finance - Channel	fr_cha_prepst	Prefer to arrange future product by post
Finance - Channel	fr_cha_preweb	Prefer to arrange future product by internet
Finance - Life Assurance	lukp_plife	Has Life Assurance
Finance - Life Assurance	fr_lif_protect	Has life protection policy
Internet use	lukp_usenet	Internet user
Internet use	lukp_netfreq1	Internet: light user
Internet use	lukp_netfreq2t10	Internet: moderate user
Internet use	lukp_netfreq10p	Internet: frequent user
How accesses internet	ips_regaccesshome	Uses internet on desktop or laptop at home
How accesses internet	ips_regaccesswork	Uses internet at work
How accesses internet	ips_regaccesseduc	Uses internet at school, college or university
How accesses internet	ips_regaccesscafe2	Uses internet at library, cafe etc.
How accesses internet	ips_regaccessmobile2	Uses internet on mobile
How accesses internet	ips_regaccessstvgame2	Uses internet on TV or games console
How accesses internet	ips_regaccesslaptop2	Uses internet away from home on laptop
How accesses internet	ips_regaccessipad	Uses internet on iPad etc.
How accesses internet	ips_access3g	Uses internet via 3G dongle
Internet use - info	ips_regresearch	Researches products and services online
Internet use - info	ips_regreadblog2	Reads blogs
Internet use - info	ips_regcheckshares	Checks investments online
Internet use - info	ips_readratings	Reads customer ratings or reviews
Internet use - services	ips_regauction	Online auctions
Internet use - services	ips_gamble2	Online gambling
Internet use - services	ips_regdate2	Online dating
Internet use - services	ips_regcomp	Online competitions
Internet use - services	ips_regdonate	Donate to charity online
Internet use - services	lukp_netplantrip	Online journey planning
Internet use - services	ips_onlinegames	Online gaming
Internet use - email	ips_regemail	Personal email
Internet use - email	ips_reginstmess	Instant messaging
Internet use - email	ips_regchat	Uses Skype etc.
Internet use - media	ips_tvfilmsonline	Watches TV or films online
Internet use - media	ips_newsonline	Reads digital newspapers or magazines
Internet use - media	ips_regradio	Listens to radio online
Internet use - media	ips_downldmusic	Downloads music
Internet use - media	ips_regpodcast	Downloads podcasts
Internet use - media	ips_regyoutube	Watches YouTube, etc.
Internet use - content	ips_regwriteblog2	Blogs
Internet use - content	ips_regcommentblog	Comments on blogs
Internet use - content	ips_useforum	Uses online forums
Internet use - content	ips_postratings	Posts ratings or reviews
Internet use - content	ips_sharestuff	Shares content, e.g. video, articles or music
Internet use - content	ips_uploadstuff	Uploads personal content
Social networking	ips_socnet	Social networking
Social networking	ips_snfreq12	Social networking 1+ times per day
Social networking	ips_facebook	Facebook member

Social networking	ips_twitter	Twitter member
Social networking	ips_linkedin	Linkedin member
Social networking	ips_othersocnet	Member of other social networking site
Social networking	ips_snfollowed	Many Twitter followers
Social networking	ips_updatestatus1	Updates social network status at least weekly
Social networking	ips_sncomment	Often comments on friends pages
Social networking	ips_snbrandlike	Likes, becomes fan of, or interacts with brand pages
Social networking	ips_snprivacy	Is careful about privacy on social networks
Technology attitudes	ips_likesnetinfo	When I need information, the first place I look is the internet
Technology Attitudes	oc14_vdemand_tv	Watches Video on Demand on a TV set
Technology attitudes	ips_likesnetaccess	I like to be able to access the internet at all times, wherever I am
Technology Attitudes	oc14_comp_confuse	Computers confuse me, I will never get used to them
Technology Attitudes	oc14_cheapertech	I wait until technology becomes cheaper before considering a purchase
Technology and Telecoms	ips_usedesktop2	Uses desktop PC at home
Technology and Telecoms	ips_uselaptop2	Uses laptop at home
Technology and Telecoms	ips_usetablet	Uses iPad or other tablet
Technology and Telecoms	ips_useereader	Uses eReader or Kindle
Technology and Telecoms	ips_useconsole	Uses games console
Technology and Telecoms	ips_landline	Uses landline home phone
Technology and Telecoms	ips_ipadmanyapps	Many apps (iPad etc.)
ecommerce	ips_buy	Has bought online in last 12 months
ecommerce	ips_netbuy2	Buys online - frequently
ecommerce	ips_netbuy1	Buys online - occasionally
ecommerce	ips_pricecompare	Often uses price comparison sites
ecommerce	ips_bricktoclick	Researches in shops, buys online
ecommerce	ips_clicktobrick	Researches online, buys in shops
ecommerce	ips_buytravel2	Books travel or holidays online
ecommerce	ips_buybooks	Buys books online
ecommerce	ips_buycddvd	Buys CDs / DVDs online
ecommerce	ips_buygrocery	Buys groceries or drinks online
ecommerce	ips_buyalcohol	Buys alcohol online
ecommerce	ips_buyclothes	Buys clothes online
ecommerce	ips_buycosmetics	Buys cosmetics or beauty products online
ecommerce	ips_buytickets	Buys online: Theatre / Cinema / Event Tickets
Mobile phone	lukp_mobhas	Has mobile
Mobile phone	ips_iphone	Has iPhone
Mobile phone	ips_othersmartphone	Has other smartphone
Mobile phone	ips_mobmanyapps	Many apps (mobile)
Mobile phone	ips_mobsocnet	Social networking on mobile
Mobile phone	ips_mobusesqr	Uses code reader (QR scanner) on mobile
Mobile phone	fr_mob_basic	Has mobile phone with no internet access
Mobile phone	fr_mob_smart	Has smartphone
Mobile phone	fr_mob_wap	Has non-smartphone with internet access
Home computing	ips_connected	Uses internet connection at home
Home computing	ips_connectedn	Uses internet but not internet connection at home
Shopping Quality	oc14_clothing_p	Premium Market Stores - Clothing / Footwear
Shopping Quality	oc14_clothing_m	Mass Market Stores - Clothing / Footwear
Shopping Quality	oc14_clothing_v	Value Market Stores - Clothing / Footwear
Shopping Quality	oc14_furn_p	Premium Market Stores - Furniture / Fittings
Shopping Quality	oc14_furn_m	Mass Market Stores - Furniture / Fittings
Shopping Quality	oc14_furn_v	Value Market Stores - Furniture / Fittings
Shopping Quality	oc14_electric_p	Premium Market Stores - Electrical
Shopping Quality	oc14_electric_m	Mass Market Stores - Electrical
Shopping Quality	oc14_electric_v	Value Market Stores - Electrical
Green Lifestyle	oc14_eco_standby	Rarely leaves TV or PC on standby for long periods of time at home
Green Lifestyle	oc14_eco_tap	Rarely keeps the tap running while brushing teeth
Green Lifestyle	oc14_eco_heating	Rarely leaves the heating on when going out for a few hours
Green Lifestyle	oc14_eco_shopbag	Takes own shopping bag when shopping
Green Lifestyle	oc14_eco_reuse	Re-uses items like empty bottles, tubs, jars, envelopes or paper
Green Lifestyle	oc14_eco_charger	Rarely leaves the mobile phone charger in the socket when not in use
Green Lifestyle	oc14_eco_recycle	Recycles items rather than throwing them away
Green Lifestyle	oc14_eco_energy	Makes an effort to cut down on the use of gas/electricity at home
Green Lifestyle	oc14_eco_water	Makes an effort to cut down on water usage at home
Green Lifestyle	oc14_eco_toomuch	Believes there is too much concern with the environment
Shopping Behaviour	oc14_smkt_loyalty	Supermarket Loyalty card user
Shopping Behaviour	oc14_willpaymore	I am prepared to pay more for products that make life easier
Shopping Behaviour	oc14_worthpaymore	It is worth paying extra for quality goods
Shopping Behaviour	oc14_natgoods	I buy goods produced in my own country whenever I can
Shopping Behaviour	oc14_premgoods	I tend to go for premium rather than standard goods/services
Shopping Behaviour	oc14_paycash	I like to pay cash for everything I buy
Shopping Behaviour	oc14_planshopping	I decide what I want before I do the weekly shopping
Shopping Behaviour	oc14_fairtrade	I buy Fair Trade products when available
Shopping Behaviour	oc14_lowestprices	I look for the lowest possible prices when I go shopping
Shopping Behaviour	oc14_grocerybore	Shopping for groceries is a bore
Shopping Behaviour	oc14_qual_smkt	I only shop at supermarkets that sell good quality fresh food
Shopping Behaviour	oc14_researchsrce	I check a number of sources before making a significant purchase
Shopping Behaviour	oc14_researchprod	I thoroughly research products before I buy them

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oc14_exercise
oc14_selfworry
oc14_wellinformed
oc14_challenge
oc14_happystdliv
oc14_dislikedebt
oc14_managmoney
oc14_pubmealday
oc14_wellinsure
oc14_pens_selfown
oc14_utilswitch

Takes regular exercise
I worry a lot about myself
It is important to be well informed about things
I like to pursue a life of challenge, novelty and change
I am perfectly happy with my standard of living
I do not like the idea of being in debt
I am very good at managing money
Visits premium pubs for a meal - day
It is important to be well insured for everything
Financial security after retirement is your own responsibility
Switching utilities suppliers is well worth the effort