

Ocean Variable Listing

Category	Variable Label	Label on Delivery
Demographics	Female	gender_female
Demographics	Male	gender_male
Demographics	Aged 18-24	lukp_a2_age1
Demographics	Aged 25-34	lukp_a2_age2
Demographics	Aged 35-44	lukp_a2_age3
Demographics	Aged 45-54	lukp_a2_age4
Demographics	Aged 55-64	lukp_a2_age5
Demographics	Aged 65-74	lukp_a2_age6
Demographics	Aged 75+	lukp_a2_age7
Demographics	Five-year ageband: 25-29	lukp_a2_age11
Demographics	Five-year ageband: 30-34	lukp_a2_age12
Demographics	Five-year ageband: 35-39	lukp_a2_age13
Demographics	Five-year ageband: 40-44	lukp_a2_age14
Demographics	Five-year ageband: 45-49	lukp_a2_age15
Demographics	Five-year ageband: 50-54	lukp_a2_age16
Demographics	Five-year ageband: 55-59	lukp_a2_age17
Demographics	Five-year ageband: 60-64	lukp_a2_age18
Demographics	Five-year ageband: 65-69	lukp_a2_age19
Demographics	Five-year ageband: 70-74	lukp_a2_age20
Demographics	Five-year ageband: 75-79	lukp_a2_age21
Demographics	Five-year ageband: 80-84	lukp_a2_age22
Demographics	Five-year ageband: 85+	lukp_a2_age23
Demographics	Ocean Affluence 1: Getting by	affluence19_1
Demographics	Ocean Affluence 2: Thriving	affluence19_2
Demographics	Ocean Affluence 3: Prosperous	affluence19_3
Demographics	Ocean Affluence 4: Mass Affluent	affluence19_4
Demographics	Ocean Affluence 5: Affluent	affluence19_5
Demographics	Ocean Affluence 6: Wealthy	affluence19_6
Demographics	Ocean Affluence 7: Higher Net Worth	affluence19_7
Demographics	Household income 0-9,999	lukp_a2_income1
Demographics	Household income 10,000-19,999	lukp_a2_income2
Demographics	Household income 20,000-29,999	lukp_a2_income3
Demographics	Household income 30,000-39,999	lukp_a2_income4
Demographics	Household income 40,000-49,999	lukp_a2_income5
Demographics	Household income 50,000-74,999	lukp_a2_income6a
Demographics	Household income 75,000-99,999	lukp_a2_income6b
Demographics	Household income 100,000+	lukp_a2_income6c
Demographics	Single adult household	fr_hhdcl_single
Demographics	Couple household	fr_hhdcl_couple
Demographics	Married couple household	fr_hhdcl_married
Demographics	Cohabiting couple household	fr_hhdcl_cohab
Demographics	Multi-occupancy household	fr_hhdcl_multiocc
Demographics	Children at home : 0	lukp_a2_children1
Demographics	Children at home : 1	lukp_a2_children2a
Demographics	Children at home : 2	lukp_a2_children2b
Demographics	Children at home : 3+	lukp_a2_children3
Demographics	Children at home aged 0-4	lukp_a2_children4
Demographics	Children at home aged 5-10	lukp_a2_children5
Demographics	Children at home aged 11-15	lukp_a2_children6
Demographics	Children at home aged 16-24	lukp_a2_children7
Demographics	Household size : 1 person	lukp_a2_hhd1
Demographics	Household size : 2 persons	lukp_a2_hhd2
Demographics	Household size : 3-4 persons	lukp_a2_hhd5
Demographics	Household size : 5+ persons	lukp_a2_hhd6
Demographics	Number of Beds : 1	lukp_nbeds1
Demographics	Number of Beds : 2	lukp_nbeds2
Demographics	Number of Beds : 3	lukp_nbeds3
Demographics	Number of Beds : 4	lukp_nbeds4
Demographics	Number of Beds : 5 plus	lukp_nbeds5p
Demographics	Relationship: couple	fr_relcouple
Demographics	Relationship: single (including previously married)	fr_relsingle
Demographics	Occupation: Director / Managerial	lukp_occd2
Demographics	Occupation: Looking after home	lukp_occd3
Demographics	Occupation: Office Worker	lukp_occd5
Demographics	Occupation: Professional	lukp_occd6
Demographics	Occupation: Retired	lukp_occd8

Demographics	Occupation: Service Sector	lukp_occd10
Demographics	Occupation: Skilled / Manual Worker	lukp_occd11
Demographics	Occupation: Student	lukp_occd12
Demographics	Occupation: Unemployed	lukp_occd13
Demographics	Is self employed	lukp_occd9
Demographics	Is an employee	lukp_occd14
Demographics	Social grade A	fr_de_nrsa
Demographics	Social grade B	fr_de_nrsb
Demographics	Social grade C1	fr_de_nrsc1
Demographics	Social grade C2	fr_de_nrsc2
Demographics	Social grade D	fr_de_nrsc3
Demographics	Social grade E	fr_de_nrsc4
Demographics	Is employed	lukp_employed
Demographics	Is not employed	lukp_employedn
Demographics	Works at home full time	lukp_homeworkft
Demographics	Highest qualification achieved: unfinished secondary education or lower	oc14_hlq_sec_less
Demographics	Highest qualification achieved: GCSE or equivalent	oc14_hlq_gcse_eq
Demographics	Highest qualification achieved: A-level or equivalent	oc14_hlq_alevel_eq
Demographics	Highest qualification achieved: university degree or higher	oc14_hlq_unip
Home	Owner-occupied	lukp_a2_house1
Home	Social renting	lukp_a2_house2
Home	Private renting	lukp_a2_house3
Home	HA rented	fr_pd_livha2
Home	LA rented	fr_pd_livla2
Home	Home owned outright	lukp_house5
Home	Home owned with mortgage	lukp_mortgage
Home	Home owned with mortgage: shared ownership	fr_mor_sharedmort
Home	Home owned with mortgage: full ownership	fr_mor_fullmort
Home	Detached house	lukp_a2_house5
Home	Flat or maisonette	lukp_a2_house6
Home	Semi-detached house	lukp_a2_house7
Home	Terraced house	lukp_a2_house8
Home	Value of home - actual value	hval
Home	Value of home: 0 to 100k	lukp_hhdval0to100k
Home	Value of home: 100 to 150k	lukp_hhdval100to150k
Home	Value of home: 150 to 250k	lukp_hhdval150to250k
Home	Value of home: 250 to 500k	lukp_hhdval250to500k
Home	Value of home: 500k plus	lukp_hhdval500kp
Home	Value of home: 500 to 750k	lukp_hhdval500to750k
Home	Value of home: 750k to 1m	lukp_hhdval750kto1m
Home	Value of home: 1m plus	lukp_hhdval1mplus
Home	Owns a holiday home	oc14_holhome
Motoring	Number of cars : 0	lukp_car0
Motoring	Number of cars : 1	lukp_car1
Motoring	Number of cars : 2	lukp_car2
Motoring	Number of cars : 3+	lukp_car3p
Motoring	Main car uses traditional fuel	oc14_cartrad
Motoring	Main car is hybrid or electric	oc14_carhybel
Motoring	Main Car class - Hatchback	oc14_carhatchback
Motoring	Main Car class - Estate	oc14_caresta
Motoring	Main Car class - Saloon	oc14_carsaloon
Motoring	Main Car class - Luxury	oc14_carlux
Motoring	Main Car class - Other	oc14_carother
Motoring	Yearly mileage less than 4000 miles	oc14_carmilt4k
Motoring	Yearly mileage 4000-9000 miles	oc14_carmil4k9k
Motoring	Yearly mileage more than 9000 miles	oc14_carmil9kp
Lifestyle	Normal commute : public transport	oc14_commute_pub
Lifestyle	Normal commute : private transport	oc14_commute_priv
Lifestyle	Normal commute : other (walk, cycle, other)	oc14_commute_other
Lifestyle	Holiday : 1+ times per year	lukp_hols1p
Lifestyle	Holiday : 2+ times per year	lukp_hols2p
Lifestyle	Holiday : short haul	lukp_holshorthaul
Lifestyle	Holiday : long haul	lukp_hollonghaul
Lifestyle	Holiday : activity / outdoor sports	lukp_holtype1
Lifestyle	Holiday : coach tour	lukp_holtype2
Lifestyle	Holiday : cruise	lukp_holtype3
Lifestyle	Holiday : package	lukp_holtype4
Lifestyle	Holiday : weekend short break	lukp_holtype7
Lifestyle	Holiday : caravan	lukp_holtype11
Lifestyle	Book holiday via internet	lukp_holbooknet
Lifestyle	Book holiday via travel agent	lukp_holbookagent
Lifestyle	Interests : angling	lukp_interests1
Lifestyle	Interests : helping out in the community	lukp_interests4
Lifestyle	Interests : cinema	lukp_interests5
Lifestyle	Interests : cookery	lukp_interests6
Lifestyle	Interests : DIY	lukp_interests9
Lifestyle	Interests : antiques or fine art	lukp_interests55
Lifestyle	Interests : eating out	lukp_interests10
Lifestyle	Interests : exercise / sports	lukp_interests12
Lifestyle	Interests : gambling (offline)	lukp_interests43
Lifestyle	Interests : gardening	lukp_interests18

Lifestyle	Interests : playing golf	lukp_interests19
Lifestyle	Interests : healthy eating	lukp_interests44
Lifestyle	Interests : hiking / climbing / other outdoor pursuits	lukp_interests21
Lifestyle	Interests : pets	lukp_interests48
Lifestyle	Interests : reading books	lukp_interests28
Lifestyle	Interests : listening to music	lukp_interests29
Lifestyle	Interests : TV	lukp_interests51
Lifestyle	Interests : vegetarian products	lukp_interests52
Lifestyle	Interests : art and craft	lukp_interests60
Lifestyle	Interests : meditation / mindfulness	lukp_interests61
Lifestyle	Follows : football	lukp_footteam
Lifestyle	Follows : rugby	lukp_interests30
Lifestyle	Follows : athletics / marathon	lukp_athletics
Lifestyle	Follows : cricket	lukp_cricket
Lifestyle	Follows : cycling	lukp_cycling
Lifestyle	Follows : motorsport	lukp_motorsport
Lifestyle	Follows : tennis	lukp_tennis
Lifestyle	Follows : sailing	lukp_sailing
Lifestyle	Magazines read : business educational science	lukp_magbizedu
Lifestyle	Magazines read : celebrity	lukp_magceleb
Lifestyle	Magazines read : food and cooking	lukp_magcook
Lifestyle	Magazines read : health	lukp_maghealth
Lifestyle	Magazines read : home and gardening	lukp_maghome
Lifestyle	Magazines read : technology	lukp_magit
Lifestyle	Magazines read : fashion	lukp_magfashion
Lifestyle	Magazines read : motor	lukp_magmotor
Lifestyle	Magazines read : music	lukp_magmusicfilm
Lifestyle	Magazines read : sport	lukp_magsport
Lifestyle	Magazines read : travel	lukp_magtravel
Lifestyle	Reads magazines digitally	ips_readmagsdigi
Lifestyle	Reads printed magazines	ips_readmagspaper
Lifestyle	Listens to the radio (not online)	ips_radio
Lifestyle	Listens to the radio in the car	oc14_carradio
Lifestyle	Visited premium pubs in the past 12 months	oc14_pub_p
Lifestyle	Visited mass pubs in the past 12 months	oc14_pub_m
Lifestyle	Visited value pubs in the past 12 months	oc14_pub_v
Lifestyle	Visits value restaurants - most often	oc14_restrnt_v
Lifestyle	Visits mass restaurants - most often	oc14_restrnt_m
Lifestyle	Visits premium restaurants - most often	oc14_restrnt_p
Shopping	Shop at Asda	lukp_shopat1
Shopping	Main supermarket for food: M and S	lukp_shopat7
Shopping	Shop at Morrisons	lukp_shopat2
Shopping	Shop at Sainsbury	lukp_shopat3
Shopping	Shop at Tesco	lukp_shopat5
Shopping	Shop at Waitrose	lukp_shopat6
Shopping	Shop at Co-op	lukp_shopat8
Shopping	Shop at Lidl	lukp_shopat9
Shopping	Shop at Aldi	lukp_shopat10
Shopping	Weekly supermarket spend : 0-30	lukp_gspend1
Shopping	Weekly supermarket spend : 30-50	lukp_gspend2
Shopping	Weekly supermarket spend : 50-80	lukp_gspend3
Shopping	Weekly supermarket spend : 80-100	lukp_gspend4
Shopping	Weekly supermarket spend : 100+	lukp_gspend5
Shopping	Food Shopping - Budget Ranges	oc14_food_b
Shopping	Food Shopping - Premium Ranges	oc14_food_p
Shopping	Food Shopping - Healthy Option Ranges	oc14_food_health
Shopping	Shopped in past 12 months: House of Fraser	fr_shopatret2
Charities	Charities : Animal Welfare	lukp_charity1
Charities	Charities : Childrens Welfare	lukp_charity2
Charities	Charities : Elderly	lukp_charity5
Charities	Charities : Environmental/wildlife	oc14_charity16
Charities	Charities : Medical	lukp_charity7
Charities	Charities : Overseas development	lukp_charity8
Charities	Charities : Cancer	lukp_charity11
Charities	Charities : Visual Impairment	lukp_charity13
Charities	Charities : Mental Health	lukp_charity15
Charities	Consider charity legacy	lukp_charitywill
Newspapers	Daily Express	lukp_daily1
Newspapers	Daily Mail	lukp_daily2
Newspapers	Daily Mirror	lukp_daily3
Newspapers	Daily Record	lukp_daily4
Newspapers	Daily Telegraph	lukp_daily6
Newspapers	The Guardian	lukp_daily8
Newspapers	Daily Star	lukp_daily10
Newspapers	The Sun	lukp_daily11
Newspapers	The Times	lukp_daily12
Newspapers	Mail on Sunday	lukp_sunday2
Newspapers	Sun Sunday	lukp_sunday3
Newspapers	The Observer	lukp_sunday4
Newspapers	Sunday Express	lukp_sunday5
Newspapers	Sunday Mirror	lukp_sunday6

Newspapers	Sunday People	lukp_sunday7
Newspapers	Sunday Telegraph	lukp_sunday9
Newspapers	Sunday Times	lukp_sunday10
Newspapers	Reads newspapers digitally	ips_readnewsdigi
Newspapers	Reads printed newspapers	ips_readnewspaper
Finance - Banking	Has current account	fr_cur_1plus
Finance - Banking	Has 2+ current accounts	fr_cur_2plus
Finance - Banking	Has recently used overdraft facility on current account	fr_cur_over
Finance - Banking	Has recently switched current account	lukp_switchcurrent
Finance - Banking	Uses direct debits / standing orders	fr_cur_mandd
Finance - Banking	Uses contactless payments on debit card	fr_cur_contless
Finance - Banking	Uses NFC on mobile for payments	fr_mob_paynfc
Finance - Banking	Has basic bank account	fr_cur_basic
Finance - Banking	Has standard bank account	fr_cur_std
Finance - Banking	Has fee-paying bank account	fr_cur_fee
Finance - Banking	Has premium bank account	fr_cur_premium
Finance - Banking	Has a current account with a neo challenger bank	fr_cur_neochall
Finance - Savings and Investments	Has savings account	fr_sav_acc
Finance - Savings and Investments	Has savings, value 1-500	fr_sav_vala
Finance - Savings and Investments	Has savings, value 500-2500	fr_sav_val3
Finance - Savings and Investments	Has savings, value 2500-10000	fr_sav_val4
Finance - Savings and Investments	Has savings, value 10000-25000	fr_sav_val5
Finance - Savings and Investments	Has savings, value 25000+	fr_sav_val6
Finance - Savings and Investments	Has savings, value 100000+	fr_sav_val6d
Finance - Savings and Investments	Has instant access account	fr_sav_instant
Finance - Savings and Investments	Has notice account	fr_sav_notice
Finance - Savings and Investments	Has stocks and shares ISA	fr_inv_sharesisa
Finance - Savings and Investments	Has Cash ISA	fr_sav_cashisa
Finance - Savings and Investments	Has Unit Trusts	fr_inv_unittrust
Finance - Savings and Investments	Has stocks and shares	fr_inv_shares
Finance - Savings and Investments	Has investment bonds	fr_inv_bonds
Finance - Savings and Investments	Has a National Savings product	fr_sav_natsav
Finance - Savings and Investments	Money invested in past or as lump sum, not paid in recently	fr_sav_lumpsum
Finance - Savings and Investments	Regularly pay money in	fr_sav_regular
Finance - Savings and Investments	Has Investments	lukp_invhas
Finance - Savings and Investments	Has no investments	lukp_invnone
Finance - Savings and Investments	Has investments, value 1-500	fr_inv_vala
Finance - Savings and Investments	Has investments, value 500-2500	fr_inv_val3
Finance - Savings and Investments	Has investments, value 2500-10000	fr_inv_val4
Finance - Savings and Investments	Has investments, value 10000-25000	fr_inv_val5
Finance - Savings and Investments	Has investments, value 25000+	fr_inv_val6
Finance - Savings and Investments	Has investments, value 100000+	fr_inv_val6d
Finance - Cards	Has credit card	lukp_havcredcd
Finance - Cards	Credit card balance 1000+	lukp_ccard1kp
Finance - Cards	Credit card balance 2000+	lukp_ccard2kp
Finance - Cards	Always pays credit card balance in full	lukp_paycredinfull
Finance - Cards	Usually / always pays credit card in full	fr_cds_trans
Finance - Cards	Has 2+ credit cards	fr_cds_2plus
Finance - Cards	Uses credit card 6+ times per month	fr_cds_use6t1m
Finance - Cards	Spent 0-50 in last month on a credit card	fr_cds_spend50
Finance - Cards	Spent 50-100 in last month on a credit card	fr_cds_spend100
Finance - Cards	Spent 100-250 in last month on a credit card	fr_cds_spend250
Finance - Cards	Spent 250-500 in last month on a credit card	fr_cds_spend500
Finance - Cards	Spent 500+ in last month on a credit card	fr_cds_spe500plus
Finance - Cards	Spent 500-750 in last month on a credit card	fr_cds_spe750
Finance - Cards	Spent 750-1000 in last month on a credit card	fr_cds_spe1000
Finance - Cards	Spent 1000+ in last month on a credit card	fr_cds_spe1000plus
Finance - Cards	Usually makes minimum payment on card	fr_cds_revol
Finance - Cards	New credit card in last year	fr_cds_new1y
Finance - Mortgages	Has mortgage	fr_mor_has
Finance - Mortgages	Has endowment mortgage	lukp_mortendow
Finance - Mortgages	Has repayment mortgage	lukp_mortrepay
Finance - Mortgages	Has interest only mortgage	fr_mor_inter
Finance - Mortgages	Has other mortgage (mixed, pension, PEP, ISA etc.)	fr_mor_other
Finance - Mortgages	Has mortgage more than 10 years old	fr_mor_10yplus
Finance - Mortgages	Has offset mortgage	fr_mor_offset
Finance - Mortgages	Mortgage rate type: Variable	lukp_mortvar
Finance - Mortgages	Mortgage rate type: standard variable rate	fr_mor_standvar
Finance - Mortgages	Mortgage rate type: other variable rate	fr_mor_othervar
Finance - Mortgages	Mortgage rate type: Fixed	lukp_mortfix
Finance - Mortgages	Outstanding mortgage value up to 50k	fr_morvalnow0_50
Finance - Mortgages	Outstanding mortgage value 50k-100k	fr_morvalnow50_100
Finance - Mortgages	Outstanding mortgage value 100k-150k	fr_morvalnow100_150
Finance - Mortgages	Outstanding mortgage value 150k-200k	fr_morvalnow150_200
Finance - Mortgages	Outstanding mortgage value 200k+	fr_morvalnow200p
Finance - Mortgages	Monthly mortgage repayment 1-250 pounds	fr_morpay1_250
Finance - Mortgages	Monthly mortgage repayment 250-500 pounds	fr_morpay250_500
Finance - Mortgages	Monthly mortgage repayment 500-750 pounds	fr_morpay500_750
Finance - Mortgages	Monthly mortgage repayment 750-1000 pounds	fr_morpay750_1000
Finance - Mortgages	Monthly mortgage repayment 1000 pounds plus	fr_morpay1000p
Finance - Mortgages	Has mortgage on property other than currently live in	fr_mor_othprop

Finance - Mortgages	Has mortgage on more than one property	fr_mor_has1p
Finance - Mortgages	Began saving to fund house purchase by living in family home in the past year	fr_lyr_savhs
Finance - Mortgages	Contributed towards a child/dependents deposit for a mortgage in the past year	fr_lyr_helpdep
Finance - Mortgages	Received contribution towards a deposit for a mortgage in the past year	fr_lyr_rechelpdep
Finance - Loans	Has loan	lupk_loan
Finance - Loans	Has unsecured loan	fr_loa_uns
Finance - Loans	Has motor finance loan	fr_loa_auto2
Finance - Loans	Has 2+ loans	fr_loa_2plus
Finance - Loans	Has loan for home improvement	fr_loa_forhome
Finance - Loans	Has loan for consolidation	fr_loa_forcon
Finance - Loans	Has loan for other purchases (including holidays and cars)	fr_loa_forother
Finance - Loans	Has used in last 12 months: mail order / retail / store instalment credit	fr_loa_storecredit
Finance - Loans	Unsecured debt greater than 15k	lupk_unsecdgt15k
Finance - Loans	Has student loan	fr_loa_stu
Finance - Loans	Monthly loan repayment 1-100 pounds	fr_loapay1_100
Finance - Loans	Monthly loan repayment 100-200 pounds	fr_loapay100_200
Finance - Loans	Monthly loan repayment 200-300 pounds	fr_loapay200_300
Finance - Loans	Monthly loan repayment more than 300 pounds	fr_loapay300p
Finance - Insurance	Have only home structure insurance	fr_ins_structonly
Finance - Insurance	Have only contents insurance	fr_ins_contonly
Finance - Insurance	Have both structure and contents insurance	fr_ins_contstruct
Finance - Insurance	Has breakdown cover	lupk_breakdown
Finance - Insurance	Has travel insurance	lupk_instravel
Finance - Insurance	Has comprehensive motor insurance	fr_ins_compmotor
Finance - Insurance	Has annual travel insurance	fr_ins_travel1y
Finance - Insurance	Has pet insurance	fr_ins_pet
Finance - Health Insurance	Has medical insurance (PMI)	lupk_hlth
Finance - Health Insurance	Has medical insurance (PMI) - pay all personally	lupk_phlth
Finance - Health Insurance	Has medical insurance (PMI) - employer pays part or all	lupk_chlth
Finance - Health Insurance	Has medical insurance (PMI) - is covered by a family member	lupk_fhlth
Finance - Pension	Has pension scheme	fr_pen_has
Finance - Pension	Has pension scheme organised through company	fr_pen_co
Finance - Pension	Has pension scheme organised personally	fr_pen_pers
Finance - Pension	Plans to use other investments for retirement	fr_pen_other
Finance - Pension	Plans to access pension fund flexibly	fr_pen_flex
Finance - Pension	Retirement income: state pension	fr_penin_state
Finance - Pension	Retirement income: company pension - final salary scheme	fr_penin_compfinsal
Finance - Pension	Retirement income: annuity from a company pension scheme	fr_penin_compannuity
Finance - Pension	Retirement income: annuity from a personal pension scheme	fr_penin_persannuity
Finance - Pension	Retirement income: savings / investments / property	fr_penin_savin
Finance - Pension	Retirement income: other	fr_penin_other
Finance - Attitudes	I regularly read the financial pages in the papers	fr_att_1
Finance - Attitudes	I hate to borrow - I would much rather save up in advance	fr_att_2
Finance - Attitudes	I would be happy to use the Internet to carry out day to day banking transactions	fr_att_4
Finance - Attitudes	I only save for a specific purpose	fr_att_9
Finance - Attitudes	I trust financial price comparison sites	fr_att_13
Finance - Attitudes	I am likely to use financial price comparison sites in the future	fr_att_14
Finance - Attitudes	I hate having to go to the branch of my bank or building society	fr_att_11
Finance - Attitudes	I am happy to use the phone to carry out day to day banking transactions	fr_att_12
Finance - Attitudes	I like to use cash when making purchases	lupk_likecash
Finance - Attitudes	I do not make financial decisions without talking to a professional	lupk_takefinadv
Finance - Attitudes	I do not mind taking risks with my money	lupk_takefinrisk
Finance - Attitudes	I am always careful that my personal details are not public	lupk_privprotect
Finance - Attitudes	I love the ease of using chat bots to get answers	lupk_likechatbots
Finance - Financial Situation	Financial situation - saving a lot	fr_finsit_savalot
Finance - Financial Situation	Financial situation - saving a little	fr_finsit_savlittle
Finance - Financial Situation	Financial situation - just managing to make ends meet	fr_finsit_even
Finance - Financial Situation	Financial situation - drawing on savings or running into debt	fr_finsit_debt
Finance - Switch	Is likely to take out or switch supplier of credit cards in next 12 months	fr_int_cds
Finance - Switch	Is likely to take out or switch supplier of current accounts in next 12 months	fr_int_cur
Finance - Switch	Is likely to take out or switch supplier of household insurance in next 12 months	fr_int_hse
Finance - Switch	Is likely to take out or switch supplier of investment products in next 12 months	fr_int_inv
Finance - Switch	Is likely to take out or switch supplier of life and pensions in next 12 months	fr_int_lifpen
Finance - Switch	Is likely to take out or switch supplier of mortgages in next 12 months	fr_int_mor
Finance - Switch	Is likely to take out or switch supplier of motor insurance in next 12 months	fr_int_mot
Finance - Switch	Is likely to take out or switch supplier of savings accounts in next 12 months	fr_int_sav
Finance - Channel	Manages current account: in branch	fr_manca_branch
Finance - Channel	Manages current account: online at home or work (not mobile)	fr_manca_fixnet
Finance - Channel	Manages current account: mobile device	fr_manca_mobnet
Finance - Channel	Manages current account: online	fr_manca_net
Finance - Channel	Manages current account: by phone	fr_manca_pho
Finance - Channel	Manages current account: by post	fr_manca_pst
Finance - Channel	Manages current account: via ATM	fr_manca_atm
Finance - Channel	Manages savings: in branch	fr_mansv_branch
Finance - Channel	Manages savings: online at home or work (not mobile)	fr_mansv_fixnet
Finance - Channel	Manages savings: mobile device	fr_mansv_mobnet
Finance - Channel	Manages savings: online	fr_mansv_net
Finance - Channel	Manages savings: by phone	fr_mansv_pho
Finance - Channel	Manages savings: by post	fr_mansv_pst
Finance - Channel	Arranged current account: in branch or other face-to-face	fr_ca_fac
Finance - Channel	Arranged current account: online	fr_ca_net

Finance - Channel	Arranged current account: by phone	fr_ca_pho
Finance - Channel	Arranged current account: by post	fr_ca_pst
Finance - Channel	Arranged commoditised financial products: in branch or other face-to-face	fr_unreg_fac
Finance - Channel	Arranged commoditised financial products: online	fr_unreg_net
Finance - Channel	Arranged commoditised financial products: by phone	fr_unreg_pho
Finance - Channel	Arranged commoditised financial products: by post	fr_unreg_pst
Finance - Channel	Arranged commoditised financial products: uses price comparison site	fr_unreg_pcs
Finance - Channel	Arranged considered financial products: in branch or other face-to-face	fr_reg_fac
Finance - Channel	Arranged considered financial products: online	fr_reg_net
Finance - Channel	Arranged considered financial products: by phone	fr_reg_pho
Finance - Channel	Arranged considered financial products: by post	fr_reg_pst
Finance - Channel	Arranged considered financial products: uses price comparison site	fr_reg_pcs
Finance - Channel	Arranged considered financial products: uses IFA	fr_reg_ifa
Finance - Channel	Prefer to arrange future product by branch	fr_cha_prebra
Finance - Channel	Prefer to arrange future product at home or work	fr_cha_prehwk
Finance - Channel	Prefer to arrange future product by phone	fr_cha_prepho
Finance - Channel	Prefer to arrange future product by internet	fr_cha_preweb
Finance - Life Assurance	Has any life assurance	lukp_plife
Finance - Life Assurance	Has life protection policy	fr_lif_protect
Internet use	Internet user	lukp_usenet
Internet use	Internet: light user	lukp_netfreq1
Internet use	Internet: moderate user	lukp_netfreq2t10
Internet use	Internet: frequent user	lukp_netfreq10p
Internet use	Time spent on the internet on smartphone over the weekend : less than 1 hour	oc14_mobweb_wknd1
Internet use	Time spent on the internet on smartphone over the weekend : 1-5 hours	oc14_mobweb_wknd2
Internet use	Time spent on the internet on smartphone over the weekend : more than 5 hours	oc14_mobweb_wknd3
Internet use	Types of apps have on mobile/tablet : games	ips_apps_games
Internet use	Types of apps have on mobile/tablet : music	ips_apps_music
Internet use	Types of apps have on mobile/tablet : transport	ips_apps_transp
Internet use	Types of apps have on mobile/tablet : dating	ips_apps_date
Internet use	Types of apps have on mobile/tablet : eating out/takeaway	ips_apps_deliv
How accesses internet	Uses internet on mobile, at least weekly	ips_regaccessmobile2
Internet use - info	Researches products and services online, at least weekly	ips_regresearch
Internet use - info	Reads blogs, at least weekly	ips_regreadblog2
Internet use - info	Reads customer ratings or reviews, at least weekly	ips_readratings
Internet use - services	Online gambling or betting, at least weekly	ips_gamble2
Internet use - services	Online dating, at least weekly	ips_regdate2
Internet use - services	Online competitions, at least weekly	ips_regcomp
Internet use - services	Donate to charity online, at least monthly	ips_regdonate
Internet use - services	Online gaming, at least weekly	ips_onlinegames
Internet use - email	Instant messaging, at least weekly	ips_reginstmess
Internet use - email	Makes 1-1 video calls online (FaceTime, Zoom, etc.), at least weekly	ips_regchat
Internet use - media	Watches TV or films online, at least weekly	ips_tvfilmsonline
Internet use - media	Listens to free streaming music services	ips_musicstreamfree
Internet use - media	Listens to paid streaming music services	ips_musicstreampaid
Internet use - media	Downloads podcasts, at least weekly	ips_regpodcast
Internet use - media	Uses Netflix, at least once a week	ips_netflix
Internet use - media	Uses Amazon Prime TV, at least once a week	ips_amazonprimetv
Internet use - content	Blogs, at least weekly	ips_regwriteblog2
Internet use - content	Uses online forums at least once a week	ips_useforum
Internet use - content	Posts ratings or reviews, at least weekly	ips_postratings
Internet use - content	Shares content, e.g. video, articles or music, at least weekly	ips_sharestuff
Internet use - content	Uploads personal content, at least weekly	ips_uploadstuff
Internet use - content	I am willing to pay to access premium content online	ips_paypremium
Social networking	Member of a social networking site	ips_socnet
Social networking	Facebook user, at least weekly	ips_facebook
Social networking	Twitter user, at least weekly	ips_twitter
Social networking	LinkedIn user, at least weekly	ips_linkedin
Social networking	Instagram user, at least weekly	ips_instagram
Social networking	Snapchat user, at least weekly	ips_snapchat
Social networking	WhatsApp user, at least weekly	ips_whatsapp
Social networking	TikTok user, at least weekly	ips_tiktok
Social networking	Social networking 1+ times per day	ips_snfreq12
Social networking	Social Networking 1 - 6 times per week	ips_snfreq3
Social networking	Social Networking less frequently	ips_snfreq4
Technology attitudes	When I need information, the first place I look is the internet	ips_likesnetinfo
Technology attitudes	I love to buy new gadgets and appliances	oc14_buynewtech
Technology attitudes	Shopping online makes my life easier	oc14_easysshoponline
Technology attitudes	I could not live without the internet on my mobile	oc14_needmobnet
Technology attitudes	I am worried that any personal information I enter online will not remain secure	oc14_worronpriv
Technology attitudes	Computers confuse me, I will never get used to them	oc14_comp_confuse
Technology attitudes	I wait until technology becomes cheaper before considering a purchase	oc14_cheapertech
Technology attitudes	I would not mind being targeted with relevant location-based offers on my mobile	ips_acceptlbs
Technology attitudes	I am happy to use voice activated assistants if it makes my life easier	ips_acceptvoa
Technology attitudes	If an advert on the Internet looks interesting I will click on it	ips_followads
Technology attitudes	If I were to see a product advertised on my mobile I would check it out online	ips_mobascheckout
Technology attitudes	My mobile is my main source of entertainment	ips_mobentertain
Technology attitudes	My mobile is an important part of my social life	ips_mobimportant
Technology attitudes	When using search engines, I trust the sponsored highlighted links	ips_trustsearchads
Technology attitudes	I am addicted to the Internet	ips_intaddict
Technology attitudes	There is nothing wrong with downloading/streaming music or video (TV/movies) for free	ips_freestreamfine

Technology attitudes	I like to have the latest mobile phone	ips_likeslatestmob
Technology and Telecoms	Uses iPad or other tablet	ips_usetablet
Technology and Telecoms	Has at home: games console	ips_useconsole
Technology and Telecoms	Has a smartwatch, fitness band or payment band	fr_smartband
Technology and Telecoms	Watch TV	lukup_exhavedigtv
Technology and Telecoms	Has pay TV	ips_paytv
Technology and Telecoms	Uses to watch TV: Sky	ips_tvsky
Technology and Telecoms	Watches catch-up TV / VoD with ads at least once a week	ips_vodwads
Technology and Telecoms	Watches ITV	oc14_chn_itv
Technology and Telecoms	Watches Channel 4	oc14_chn_channel4
Technology and Telecoms	Watches Channel 5	oc14_chn_channel5
Technology and Telecoms	Watches Sky 1	oc14_chn_sky1
Technology and Telecoms	Watches Sky Atlantic	oc14_chn_skyatlantic
Technology and Telecoms	Have Smart Home Appliance(s) (Smart Fridge etc.)	ips_smthomeappl
Technology and Telecoms	Has Intelligent Home Assistant (Amazon Echo, Google Assistant etc.)	ips_smthomeassist
Technology and Telecoms	Have Smart Home Utility Manager (Nest, Hive etc.)	ips_smthomeutil
Technology and Telecoms	Has Streaming Device (Apple TV, Amazon Fire TV, Chromecast etc.)	ips_tvstreaming
Technology and Telecoms	Has Virtual Reality Headset	ips_vrheadset
Technology and Telecoms	Has smart speakers at home	oc14_homesmartsspeak
Technology and Telecoms	Has smart lighting or light switches at home	oc14_homesmartlight
Technology and Telecoms	Has WiFi plugs or power sockets at home	oc14_homewifiplugs
Technology and Telecoms	Has a drone	ips_drone
Technology and Telecoms	Has wireless speakers	ips_wrlspeak
ecommerce	Buys online, at least weekly	ips_netbuy2
ecommerce	Buys online, less than once a week	ips_netbuy1
ecommerce	Researches in shops, buys online	ips_bricktoclick
ecommerce	Researches online, buys in shops	ips_clicktobrick
Mobile phone	Has mobile	lukup_mobhas
Mobile phone	Pay as you go mobile	ips_mobpayg
Mobile phone	Pay monthly contract	ips_mobcontract
Mobile phone	Play games on mobile devices, at least weekly	ips_mobreggames
Mobile phone	Has mobile phone with no internet access	fr_mob_basic
Mobile phone	Has smartphone	fr_mob_smart
Mobile phone	I am willing to pay for apps on my mobile	ips_mobappwillpay
Mobile phone	I often end up paying for additional services on free apps used on my mobile	ips_mobpayextra
Home computing	Has PC at home (desktop or laptop)	ips_haspc
Shopping Quality	Premium Market Stores - Clothing / Footwear	oc14_clothing_p
Shopping Quality	Mass Market Stores - Clothing / Footwear	oc14_clothing_m
Shopping Quality	Value Market Stores - Clothing / Footwear	oc14_clothing_v
Shopping Quality	Premium Market Stores - Furniture / Fittings	oc14_furn_p
Shopping Quality	Mass Market Stores - Furniture / Fittings	oc14_furn_m
Shopping Quality	Value Market Stores - Furniture / Fittings	oc14_furn_v
Shopping Quality	Premium Market Stores - Electrical	oc14_electric_p
Shopping Quality	Mass Market Stores - Electrical	oc14_electric_m
Shopping Quality	Value Market Stores - Electrical	oc14_electric_v
Green Lifestyle	Rarely leaves TV or PC on standby for long periods of time at home	oc14_eco_standby
Green Lifestyle	Rarely keeps the tap running while brushing teeth	oc14_eco_tap
Green Lifestyle	Rarely leaves the heating on when going out for a few hours	oc14_eco_heating
Green Lifestyle	Takes own shopping bag when shopping	oc14_eco_shopbag
Green Lifestyle	Re-uses items like empty bottles, tubs, jars, envelopes or paper	oc14_eco_reuse
Green Lifestyle	Rarely leaves mobile charger in the socket when not in use	oc14_eco_charger
Green Lifestyle	Recycles items rather than throwing them away	oc14_eco_recycle
Green Lifestyle	Makes an effort to cut down on the use of gas/electricity at home	oc14_eco_energy
Green Lifestyle	Makes an effort to cut down on water usage at home	oc14_eco_water
Green Lifestyle	Believes there is too much concern with the environment	oc14_eco_toomuch
Green Lifestyle	Is prepared to pay more for foods that do not contain artificial additives	oc14_eco_noartif
Green Lifestyle	Tends to use a refillable water bottle most days	oc14_eco_refillbtl
Green Lifestyle	Is prepared to make lifestyle compromises to benefit the environment	oc14_eco_compr
Green Lifestyle	Takes positive steps to reduce energy use	oc14_eco_rdcenergy
Green Lifestyle	Would never buy toiletries and cosmetics that have been tested on animals	oc14_eco_noanmtst
Green Lifestyle	Is worried about pollution and congestion caused by cars	oc14_eco_worcar
Green Lifestyle	Would be willing to volunteer time for a good cause	oc14_eco_volunteer
Green Lifestyle	Makes a conscious effort to recycle	oc14_eco_effrtrecl
Green Lifestyle	Would be prepared to pay more for environmentally friendly products	oc14_eco_paymore
Green Lifestyle	Pays attention to where the products purchased are made/grown	oc14_eco_origin
Green Lifestyle	Buys free range products whenever possible	oc14_eco_freerange
Green Lifestyle	Prefer to eat vegan food	oc14_eco_vegan
Green Lifestyle	Takes own re-usable cup to a coffee shop/cafe	oc14_eco_reusecup
Green Lifestyle	Car shares journey to work	oc14_eco_carshare
Green Lifestyle	The effects of climate change are too far in the future to really worry me	oc14_eco_toofar
Green Lifestyle	It is only worth doing environmentally-friendly things if they save you money	oc14_eco_savmon
Green Lifestyle	It is not worth me doing things to help the environment if others do not do the same	oc14_eco_otherstoo
Green Lifestyle	People have a duty to recycle	oc14_eco_recl duty
Shopping Behaviour	Supermarket Loyalty card user	oc14_smkt_loyalty
Shopping Behaviour	I am prepared to pay more for products that make life easier	oc14_willpaymore
Shopping Behaviour	It is worth paying extra for quality goods	oc14_worthpaymore
Shopping Behaviour	I buy goods produced in my own country whenever I can	oc14_natgoods
Shopping Behaviour	I tend to go for premium rather than standard goods/services	oc14_premgoods
Shopping Behaviour	I like to pay cash for everything I buy	oc14_paycash
Shopping Behaviour	I decide what I want before I do the weekly shopping	oc14_planshopping
Shopping Behaviour	I buy Fair Trade products when available	oc14_fairtrade

Shopping Behaviour	I prefer not to shop in major high street chains	oc14_avoidmajors
Shopping Behaviour	I look for the lowest possible prices when I go shopping	oc14_lowestprices
Shopping Behaviour	Shopping for groceries is a bore	oc14_grocerybore
Shopping Behaviour	I only shop at supermarkets that sell good quality fresh food	oc14_qual_smkt
Shopping Behaviour	I check a number of sources before making a significant purchase	oc14_researchsrce
Shopping Behaviour	I like advertising that gives me factual information	ips_likesfactads
Shopping Behaviour	I feel more favourably towards a company when it is involved in a charity	ips_likescompchar
Shopping Behaviour	I think more favourably of companies that sponsor events	ips_likescompsspons
Shopping Behaviour	I trust industry standards and expert reviews on products more than my friends	ips_trustsrev
Shopping Behaviour	I only buy products from a company whose ethics I agree with	ips_buycompeth
Shopping Behaviour	Celebrities influence my purchase decisions	oc14_celebinf
Shopping Behaviour	Has bought something after seeing an ad on TV in the past 12 months	oc14_bghttvtad
Shopping Behaviour	Has bought something after seeing an ad in a newspaper or magazine in the past 12 months	oc14_bghtnewspmagad
Shopping Behaviour	Has bought something after seeing a loose insert ad in the past 12 months	oc14_bghtinsertad
Shopping Behaviour	Has bought something after seeing an ad on the internet in the past 12 months	oc14_bghtnetad
Shopping Behaviour	Has bought something after seeing an email ad in the past 12 months	oc14_bghtemailad
Shopping Behaviour	Has bought something after seeing a mobile ad in the past 12 months	oc14_bghtmobilead
Shopping Behaviour	Has bought something after receiving a flyer through letterbox in the past 12 months	oc14_bghtleafletad
Shopping Behaviour	I sometimes respond to Direct Mail	oc14_respdm
Lifestyle Attitudes	Takes regular exercise	oc14_exercise
Lifestyle Attitudes	I worry a lot about myself	oc14_selfworry
Lifestyle Attitudes	I like to pursue a life of challenge, novelty and change	oc14_challenge
Lifestyle Attitudes	I am perfectly happy with my standard of living	oc14_happystdliv
Lifestyle Attitudes	I do not like the idea of being in debt	oc14_dislikedebt
Lifestyle Attitudes	I am very good at managing money	oc14_managmoney
Lifestyle Attitudes	It is important to be well insured for everything	oc14_wellinsure
Lifestyle Attitudes	Financial security after retirement is your own responsibility	oc14_pens_selfown
Lifestyle Attitudes	Switching utilities suppliers is well worth the effort	oc14_utilswitch