

File Information

| Notes          |                                |                  |
|----------------|--------------------------------|------------------|
| Output Created | 24-NOV-2008 12:28:48           |                  |
| Comments       |                                |                  |
| Input          | Data                           | G:\Liverpool.sav |
|                | Active Dataset                 | RichardandJudy   |
|                | Filter                         | <none>           |
|                | Weight                         | <none>           |
|                | Split File                     | <none>           |
|                | N of Rows in Working Data File | 134              |
| Syntax         | DISPLAY DICTIONARY.            |                  |
| Resources      | Elapsed Time                   | 0:00:00.00       |
|                | Processor Time                 | 0:00:00.00       |

[RichardandJudy] G:\Liverpool.sav

Variable Information

| Variable   | Position | Label                         | Measurement Level | Column Width | Alignment | Print Format | Write Format | Missing Values |
|------------|----------|-------------------------------|-------------------|--------------|-----------|--------------|--------------|----------------|
| ID         | 1        | ID Number                     | Scale             | 8            | Right     | F8           | F8           |                |
| LanguageID | 2        | Language ID                   | Nominal           | 8            | Right     | F8           | F8           |                |
| siteid     | 3        | Site where data was collected | Scale             | 8            | Right     | F8           | F8           |                |
| Biog       | 4        | Biography                     | Nominal           | 5            | Right     | F2           | F2           | 99             |
| Hist       | 5        | History                       | Nominal           | 4            | Right     | F2           | F2           | 99             |
| Poet       | 6        | Poetry                        | Nominal           | 4            | Right     | F2           | F2           | 99             |
| Hum        | 7        | Humour                        | Nominal           | 4            | Right     | F2           | F2           | 99             |
| ClassLit   | 8        | Classical Lit                 | Nominal           | 6            | Right     | F2           | F2           | 99             |
| SciFi      | 9        | Sci Fi, Fantasy, Horror       | Nominal           | 4            | Right     | F2           | F2           | 99             |
| Plays      | 10       | Plays                         | Nominal           | 4            | Right     | F2           | F2           | 99             |
| Myst       | 11       | Mystery                       | Nominal           | 4            | Right     | F2           | F2           | 99             |
| West       | 12       | Western                       | Nominal           | 4            | Right     | F2           | F2           | 99             |
| Romance    | 13       | Romance                       | Nominal           | 7            | Right     | F2           | F2           | 99             |
| Cartoon    | 14       | Cartoon                       | Nominal           | 6            | Right     | F2           | F2           | 99             |
| ContempFic | 15       | Contemporary Fiction          | Nominal           | 9            | Right     | F2           | F2           | 99             |
| YAdult     | 16       | Young Adult                   | Nominal           | 6            | Right     | F2           | F2           | 99             |
| Theol      | 17       | Theology                      | Nominal           | 4            | Right     | F2           | F2           | 99             |
| SelfHelp   | 18       | Self-Help                     | Nominal           | 6            | Right     | F2           | F2           | 99             |

|               |    |  |         |    |       |      |      |      |
|---------------|----|--|---------|----|-------|------|------|------|
| Pol           | 19 | Politics                               | Nominal | 5  | Right | F2   | F2   | 99   |
| WomenWrit     | 20 | Women's Writing                        | Nominal | 8  | Right | F2   | F2   | 99   |
| ChickLit      | 21 | Chick Lit                              | Nominal | 6  | Right | F2   | F2   | 99   |
| HistFic       | 22 | Historical Fiction                     | Nominal | 5  | Right | F2   | F2   | 99   |
| Stories       | 23 | Short Stories                          | Nominal | 5  | Right | F2   | F2   | 99   |
| ChildLit      | 24 | Children's Literature                  | Nominal | 6  | Right | F2   | F2   | 99   |
| GenFic        | 25 | General Fiction                        | Nominal | 5  | Right | F2   | F2   | 99   |
| LitFic        | 26 | Literary Fiction                       | Nominal | 4  | Right | F2   | F2   | 99   |
| CanLit        | 27 | Canadian Literature                    | Nominal | 5  | Right | F2   | F2   | 99   |
| ThrillCrime   | 28 | Thriller/Crime                         | Nominal | 8  | Right | F2   | F2   | 99   |
| WorldLit      | 29 | World Literature/Foreign Languages     | Nominal | 6  | Right | F2   | F2   | 99   |
| OtherFic      | 30 | Other types of fiction read            | Nominal | 7  | Right | F2.1 | F2.1 | 99.0 |
| OtherFicTypes | 31 | Example of other types of fiction read | Nominal | 10 | Left  | A500 | A500 |      |
| Acad          | 32 | Academic / text books                  | Nominal | 4  | Right | F2   | F2   | 99   |
| LitCrit       | 33 | Literary criticism                     | Nominal | 5  | Right | F2   | F2   | 99   |
| Social        | 34 | Social issues                          | Nominal | 5  | Right | F2   | F2   | 99   |
| GenderBks     | 35 | Gender                                 | Nominal | 8  | Right | F2   | F2   | 99   |
| Psych         | 36 | Psychology                             | Nominal | 5  | Right | F2   | F2   | 99   |
| Sci           | 37 | Science                                | Nominal | 3  | Right | F2   | F2   | 99   |
| Business      | 38 | Business/finance                       | Nominal | 7  | Right | F2   | F2   | 99   |
| Environmt     | 39 | Environment/nature/animals             | Nominal | 7  | Right | F2   | F2   | 99   |
| Travel        | 40 | Travel                                 | Nominal | 5  | Right | F2   | F2   | 99   |
| Essays        | 41 | Essays/journalism                      | Nominal | 6  | Right | F2   | F2   | 99   |
| Philos        | 42 | Philosophy                             | Nominal | 5  | Right | F3   | F3   | 99   |
| Food          | 43 | Cooking & Food                         | Nominal | 4  | Right | F2   | F2   | 99   |

|                   |    |                                       |         |    |       |      |      |    |
|-------------------|----|---------------------------------------|---------|----|-------|------|------|----|
| Health            | 44 | Health                                | Nominal | 5  | Right | F2   | F2   | 99 |
| Hobbies           | 45 | Hobbies                               | Nominal | 6  | Right | F2   | F2   | 99 |
| HomeGard          | 46 | Home & Garden                         | Nominal | 8  | Right | F2   | F2   | 99 |
| Arts              | 47 | Arts                                  | Nominal | 4  | Right | F2   | F2   | 99 |
| StudyWork         | 48 | Study or Work Related                 | Nominal | 8  | Right | F2   | F2   | 99 |
| ReadMost          | 49 | One type of book read most            | Nominal | 10 | Right | F8   | F8   | 99 |
| ReadHowMuch       | 50 | Length of time spent reading per week | Ordinal | 11 | Right | F8   | F8   | 99 |
| OtherLangReadName | 51 | Other name of language not listed     | Nominal | 15 | Left  | A500 | A500 |    |
| AloneRm           | 52 | Alone in a room                       | Nominal | 7  | Right | F8   | F8   | 99 |
| AloneOthAround    | 53 | Alone but with other around           | Nominal | 11 | Right | F8   | F8   | 99 |
| OutLoudOth        | 54 | Out loud with others                  | Nominal | 9  | Right | F8   | F8   | 99 |
| Transport         | 55 | On transport or while travelling      | Nominal | 7  | Right | F8   | F8   | 99 |
| Waiting           | 56 | While waiting                         | Nominal | 6  | Right | F8   | F8   | 99 |
| Bed               | 57 | In bed                                | Nominal | 3  | Right | F8   | F8   | 99 |
| WorkSch           | 58 | At work/at school                     | Nominal | 7  | Right | F8   | F8   | 99 |
| Bookstore         | 59 | In bookstore                          | Nominal | 7  | Right | F8   | F8   | 99 |
| Cafe              | 60 | In cafe                               | Nominal | 4  | Right | F8   | F8   | 99 |
| ToChildren        | 61 | To children                           | Nominal | 8  | Right | F8   | F8   | 99 |
| Bathroom          | 62 | In bathroom                           | Nominal | 7  | Right | F8   | F8   | 99 |
| InLib             | 63 | At library                            | Nominal | 4  | Right | F8   | F8   | 99 |
| Car               | 64 | In the car                            | Nominal | 4  | Right | F8   | F8   | 99 |
| Exercise          | 65 | While exercising                      | Nominal | 6  | Right | F8   | F8   | 99 |
| Outdoors          | 66 | Outdoors                              | Nominal | 7  | Right | F8   | F8   | 99 |
| Audio             | 67 | Listen to books                       | Nominal | 6  | Right | F8   | F8   | 99 |
| Computer          | 68 | On computer/internet                  | Nominal | 7  | Right | F8   | F8   | 99 |

|                    |    |  |         |     |       |       |       |    |
|--------------------|----|--|---------|-----|-------|-------|-------|----|
| Anywhere           | 69 | Anywhere/e<br>verywhere                    | Nominal | 8   | Right | F8    | F8    | 99 |
| OtherReadPlace     | 70 | Other<br>places they<br>read               | Nominal | 12  | Right | F8    | F8    | 99 |
| OtherReadPlaceName | 71 | Example of<br>other places<br>they read    | Nominal | 15  | Left  | A1000 | A1000 |    |
| RoleReadPlays      | 72 | Role<br>reading has<br>played in life      | Nominal | 126 | Left  | A1500 | A1500 |    |
| FriendRec          | 73 | Friend's<br>recommend<br>ations            | Nominal | 8   | Right | F8    | F8    | 99 |
| FamilyRec          | 74 | Family<br>member's<br>recommend<br>ations  | Nominal | 8   | Right | F8    | F8    | 99 |
| WorkRec            | 75 | Work<br>colleague's<br>recommend<br>ations | Nominal | 8   | Right | F8    | F8    | 99 |
| Celebchoice        | 76 | Oprah's<br>choices                         | Nominal | 10  | Right | F8    | F8    | 99 |
| Prize              | 77 | Prize<br>winners                           | Nominal | 8   | Right | F8    | F8    | 99 |
| Cover              | 78 | I like the<br>cover or<br>jacket copy      | Nominal | 8   | Right | F8    | F8    | 99 |
| StoreRec           | 79 | Book store<br>recommend<br>ations          | Nominal | 8   | Right | F8    | F8    | 99 |
| SchoolReq          | 80 | School<br>requirement<br>s                 | Nominal | 8   | Right | F8    | F8    | 99 |
| Bestsell           | 81 | Bestseller<br>lists                        | Nominal | 8   | Right | F8    | F8    | 99 |
| FavAuth            | 82 | Favourite<br>author                        | Nominal | 8   | Right | F8    | F8    | 99 |
| Gift               | 83 | Gifts from<br>people                       | Nominal | 8   | Right | F8    | F8    | 99 |
| PublGuide          | 84 | Publisher's<br>reading<br>group<br>guides  | Nominal | 8   | Right | F8    | F8    | 99 |

|              |    |   |         |     |       |      |      |    |
|--------------|----|---|---------|-----|-------|------|------|----|
| FaceBClubRec | 85 | Face-to-face book club recommendation           | Nominal | 11  | Right | F8   | F8   | 99 |
| WebBClubRec  | 86 | On-line book club recommendation                | Nominal | 11  | Right | F8   | F8   | 99 |
| MagRev       | 87 | Magazine review                                 | Nominal | 8   | Right | F8   | F8   | 99 |
| MagRevName   | 88 | One magazine/reviewer used to choose books      | Nominal | 67  | Left  | A500 | A500 |    |
| TVRec        | 89 | TV show or personality                          | Nominal | 9   | Right | F8   | F8   | 99 |
| TVRecName    | 90 | One TV show/personality used to choose books    | Nominal | 39  | Left  | A500 | A500 |    |
| RadioRec     | 91 | Radio show or personality                       | Nominal | 8   | Right | F8   | F8   | 99 |
| RadioRecName | 92 | One radio show/personality used to choose books | Nominal | 65  | Left  | A500 | A500 |    |
| WebRec       | 93 | Web sites, blogs or reviews                     | Nominal | 8   | Right | F8   | F8   | 99 |
| WebRecName   | 94 | One website/blog/review used to choose books    | Nominal | 68  | Left  | A500 | A500 |    |
| NewspRec     | 95 | Newspaper sections or reviews                   | Nominal | 8   | Right | F8   | F8   | 99 |
| NewspRecName | 96 | One newspaper/review used to choose books       | Nominal | 109 | Left  | A500 | A500 |    |

|                      |     |  |         |     |       |       |       |    |
|----------------------|-----|--|---------|-----|-------|-------|-------|----|
| BkMention            | 97  | Mentioned in other books                   | Nominal | 8   | Right | F8    | F8    | 99 |
| SearchWeb            | 98  | Search/browse internet                     | Nominal | 8   | Right | F8    | F8    | 99 |
| SearchDatabase       | 99  | Search bookstore/library database          | Nominal | 12  | Right | F8    | F8    | 99 |
| BrowseBkStore        | 100 | Browse bookstores                          | Nominal | 12  | Right | F8    | F8    | 99 |
| BrowseLib            | 101 | Browse library                             | Nominal | 8   | Right | F8    | F8    | 99 |
| LibRec               | 102 | Library recommendations                    | Nominal | 8   | Right | F8    | F8    | 99 |
| ReadPartBk           | 103 | Reading parts of book eg jacket, passages  | Nominal | 11  | Right | F8    | F8    | 99 |
| PersonalInterest     | 104 | Personal criteria/areas of interest        | Nominal | 13  | Right | F8    | F8    | 99 |
| WorkResearch         | 105 | Work/research related                      | Nominal | 11  | Right | F8    | F8    | 99 |
| OtherChooseWay       | 106 | Other ways they choose books               | Nominal | 13  | Right | F8    | F8    | 99 |
| OtherChooseWayName   | 107 | One other way used to choose books         | Nominal | 115 | Left  | A1000 | A1000 |    |
| OBOtherChooseWayName | 108 | Other way used to choose books             | Scale   | 18  | Right | F8    | F8    |    |
| ChooseMost           | 109 | One method most used to choose books       | Nominal | 14  | Right | F8    | F8    | 99 |
| MagRevNameMost       | 110 | One magazine/reviewer used to choose books | Nominal | 14  | Left  | A200  | A200  |    |

|                          |     |   |         |    |       |       |       |    |
|--------------------------|-----|---|---------|----|-------|-------|-------|----|
| TVRecNameMost            | 111 | One TV show/personality used to choose books    | Nominal | 13 | Left  | A200  | A200  |    |
| RadioRecNameMost         | 112 | One radio show/personality used to choose books | Nominal | 14 | Left  | A200  | A200  |    |
| WebRecNameMost           | 113 | One website/blog/review used to choose books    | Nominal | 13 | Left  | A200  | A200  |    |
| NewspRecNameMost         | 114 | One newspaper/review used to choose books       | Nominal | 15 | Left  | A200  | A200  |    |
| OtherChooseWayNameMost   | 115 | Other way used to choose books                  | Nominal | 57 | Left  | A1000 | A1000 |    |
| OBOtherChooseWayNameMost | 116 | Other one way used to choose books              | Scale   | 32 | Right | F8    | F8    |    |
| WhyChoose                | 117 | Why they choose books most often in this way    | Nominal | 84 | Left  | A500  | A500  |    |
| WhereGetBooks            | 118 | Where they usually get books to read            | Nominal | 13 | Right | F8    | F8    | 99 |
| WhereGetOther            | 119 | Other place they usually get books to read      | Nominal | 79 | Left  | A200  | A200  |    |
| BookSpending             | 120 | Money spent on books per year                   | Ordinal | 12 | Right | F8    | F8    | 99 |
| BClubMember              | 121 | Member of book club now or in the past          | Nominal | 13 | Right | F8    | F8    | 99 |

|                      |     |   |         |    |       |    |    |    |
|----------------------|-----|---|---------|----|-------|----|----|----|
| BCType               |     |   |         |    |       |    |    |    |
|                      | 122 | Member of face-to-face or virtual book club         | Nominal | 8  | Right | F8 | F8 | 99 |
| WatchTodayBC         |     |   |         |    |       |    |    |    |
|                      | 123 | Watch NBC's "Today's Book Club"                     | Nominal | 8  | Right | F8 | F8 | 99 |
| ReadTodayBCPicks     |     |   |         |    |       |    |    |    |
|                      | 124 | Read NBC's "Today's Book Club" picks                | Nominal | 8  | Right | F8 | F8 | 99 |
| WatchGMA             |     |   |         |    |       |    |    |    |
|                      | 125 | Watch ABC's "Good Morning America's Read This"      | Nominal | 8  | Right | F8 | F8 | 99 |
| ReadGMAPicks         |     |   |         |    |       |    |    |    |
|                      | 126 | Read ABC's "Good Morning America's Read This" picks | Nominal | 8  | Right | F8 | F8 | 99 |
| WatchProgram         |     |   |         |    |       |    |    |    |
|                      | 127 | Watch BBC's "The Big Read"                          | Nominal | 12 | Right | F8 | F8 | 99 |
| ReadProgramBks       |     |   |         |    |       |    |    |    |
|                      | 128 | Read any of the top 100 books in "The Big Read"     | Nominal | 13 | Right | F8 | F8 | 99 |
| WatchPgTurners       |     |   |         |    |       |    |    |    |
|                      | 129 | Watch BBC's "Page Turners"                          | Nominal | 12 | Right | F8 | F8 | 99 |
| ReadPgTurners        |     |   |         |    |       |    |    |    |
|                      | 130 | Read any of the books in "Page Turners"             | Nominal | 12 | Right | F8 | F8 | 99 |
| WatchOprahBC         |     |   |         |    |       |    |    |    |
|                      | 131 | Watch Oprah's Book Club                             | Nominal | 12 | Right | F8 | F8 | 99 |
| ParticipOprahWebDisc |     |   |         |    |       |    |    |    |
|                      | 132 | Participate in Oprah's Book Club online discussions | Nominal | 16 | Right | F8 | F8 | 99 |



|                          |     |  |         |     |       |       |       |    |
|--------------------------|-----|--|---------|-----|-------|-------|-------|----|
| ReadOprahPicks           | 133 | Read any of the Oprah's Book Club choices                        | Nominal | 12  | Right | F8    | F8    | 99 |
| WatchProgramTV           | 134 | Watch Richard & Judy's Book Club                                 | Nominal | 11  | Right | F8    | F8    | 99 |
| ParticipProgramTVWebDisc | 135 | Online member of Richard and Judy's Book Club                    | Nominal | 15  | Right | F8    | F8    | 99 |
| Particip                 | 136 | Listened to or watch Program now or in past                      | Nominal | 13  | Right | F8    | F8    | 99 |
| ReadProgramPicks         | 137 | ReadBook Club choice   | Nominal | 12  | Right | F8    | F8    | 99 |
| OtherProg                | 138 | Other book-type program(s) listened/watched/participated in      | Nominal | 106 | Left  | A1000 | A1000 |    |
| OBOtherProg              | 139 | Other book type programs(s) listened/watched/participated forced | Scale   | 8   | Right | F8    | F8    | 99 |
| OBAattend                | 140 | Attended events  | Nominal | 14  | Right | F8    | F8    | 99 |
| OBEventsAttendedForced1  | 141 | OB Events attended forced 1                                      | Nominal | 33  | Right | F8    | F8    | 99 |
| OBEventsAttendedForced2  | 142 | OB Events attended forced 2                                      | Nominal | 18  | Right | F8    | F8    | 99 |
| OBEventsAttendedForced3  | 143 | OB Events attended forced 3                                      | Nominal | 18  | Right | F8    | F8    | 99 |
| OBEventsAttended         | 144 | Bk Fest events attended  | Nominal | 7   | Left  | A300  | A300  |    |

|                     |     |                                      |         |     |       |       |       |      |
|---------------------|-----|--------------------------------------|---------|-----|-------|-------|-------|------|
| OBImpressions       | 145 | Impressions of Program events        | Nominal | 57  | Left  | A500  | A500  |      |
| OBImpressionsForced | 146 | Impressions of Program events forced | Ordinal | 41  | Right | F8    | F8    | 99   |
| OBInfluence         | 147 | How influenced impressions of book   | Nominal | 156 | Left  | A1000 | A1000 |      |
| OBInfluenceForced1  | 148 | OB Influence forced                  | Nominal | 34  | Right | F8    | F8    | 99   |
| OBInfluenceForced2  | 149 | OB Influence forced                  | Nominal | 34  | Right | F8    | F8    | 99   |
| OBInfluenceForced3  | 150 | OB Influence forced                  | Nominal | 34  | Right | F8.1  | F8.1  | 99.0 |
| Newsp               | 151 | Found out about OB via newspaper     | Nominal | 8   | Right | F8    | F8    | 99   |
| TV                  | 152 | Found out about OB via television    | Nominal | 8   | Right | F8    | F8    | 99   |
| Radio               | 153 | Found out about OB via radio         | Nominal | 8   | Right | F8    | F8    | 99   |
| Web                 | 154 | Found out about OB via internet      | Nominal | 8   | Right | F8    | F8    | 99   |
| FindLib             | 155 | Found out about OB via library       | Nominal | 8   | Right | F8    | F8    | 99   |
| MailList            | 156 | Found out about OB via mailing list  | Nominal | 8   | Right | F8    | F8    | 99   |
| Friends             | 157 | Found out about OB via friends       | Nominal | 8   | Right | F8    | F8    | 99   |
| Family              | 158 | Found out about OB via family        | Nominal | 8   | Right | F8    | F8    | 99   |

|                       |     |  |         |    |       |      |      |    |
|-----------------------|-----|--|---------|----|-------|------|------|----|
| WorkColl              | 159 | Found out about OB via work colleagues           | Nominal | 8  | Right | F8   | F8   | 99 |
| BClubMemb             | 160 | Found out about OB via book club members         | Nominal | 10 | Right | F8   | F8   | 99 |
| Poster                | 161 | Found out about OB via flyer/poster              | Nominal | 8  | Right | F8   | F8   | 99 |
| OtherFindEvents       | 162 | Other way they found out about OB                | Nominal | 11 | Right | F8   | F8   | 99 |
| OtherFindEventsDetail | 163 | Detail of other way they found out about OB      | Nominal | 15 | Left  | A200 | A200 |    |
| OBWebVisit            | 164 | Visited Program website                          | Nominal | 16 | Right | F8   | F8   | 99 |
| LearnBook             | 165 | To learn about the book                          | Nominal | 8  | Right | F8   | F8   | 99 |
| LearnAuth             | 166 | To learn about the author                        | Nominal | 8  | Right | F8   | F8   | 99 |
| LearnEvents           | 167 | To learn about special events                    | Nominal | 9  | Right | F8   | F8   | 99 |
| OBPromot              | 168 | To access promotional material about the Program | Nominal | 15 | Right | F8   | F8   | 99 |
| OBFeedback            | 169 | To send feedback to Program organisers           | Nominal | 16 | Right | F8   | F8   | 99 |
| OBSpensors            | 170 | To access information about Program sponsors     | Nominal | 16 | Right | F8   | F8   | 99 |
| NoWebVisit            | 171 | Did not visit website                            | Nominal | 8  | Right | F8   | F8   | 99 |

|                     |     |   |         |     |       |      |      |               |
|---------------------|-----|---|---------|-----|-------|------|------|---------------|
| OtherWebUse         | 172 | Other (please specify below)                                | Nominal | 10  | Right | F8   | F8   | 99            |
| OtherWebUseDetail   | 173 | Other features of website used                              | Nominal | 14  | Left  | A500 | A500 |               |
| OBOtherWebUseDetail | 174 | Other Features of website useful                            | Scale   | 33  | Right | F8   | F8   | 99            |
| OBWebUseful         | 175 | Website useful or not                                       | Nominal | 4   | Right | F8   | F8   | 99            |
| OBWebUseWhy         | 176 | Why website was/was not useful                              | Nominal | 116 | Left  | A700 | A700 |               |
| OBWebUseWhyForced   | 177 | Why Website was/was not useful                              | Scale   | 24  | Right | F8   | F8   | 97 through 99 |
| NoAchieve           | 178 | I don't believe it achieves anything                        | Nominal | 8   | Right | F8   | F8   | 99            |
| StrengthCommun      | 179 | Strengthens community bonds                                 | Nominal | 14  | Right | F8   | F8   | 99            |
| ConnectReaders      | 180 | Facilitates connections between readers                     | Nominal | 13  | Right | F8   | F8   | 99            |
| MotivateRead        | 181 | Motivates people to read                                    | Nominal | 10  | Right | F8   | F8   | 99            |
| EncourTalk          | 182 | Encourages people to talk about books they are reading      | Nominal | 8   | Right | F8   | F8   | 99            |
| EncourRead          | 183 | Encourages people to read books they wouldn't normally read | Nominal | 9   | Right | F8   | F8   | 99            |

|                    |     |  |         |    |       |      |      |    |
|--------------------|-----|--|---------|----|-------|------|------|----|
| MeetNew            | 184 | Helps people meet new people                                     | Nominal | 8  | Right | F8   | F8   | 99 |
| HelpSell           | 185 | Helps publishers sell books                                      | Nominal | 8  | Right | F8   | F8   | 99 |
| PromoteAuth        | 186 | Promotes authors' works  | Nominal | 11 | Right | F8   | F8   | 99 |
| IntellectEnrich    | 187 | Provides intellectual enrichment                                 | Nominal | 12 | Right | F8   | F8   | 99 |
| ArticulateExper    | 188 | Helps people articulate personal experiences                     | Nominal | 13 | Right | F8   | F8   | 99 |
| HighlightRegion    | 189 | Highlights regional and/or national authors                      | Nominal | 12 | Right | F8   | F8   | 99 |
| EncourNonRead      | 190 | Encourages non-readers to read                                   | Nominal | 12 | Right | F8   | F8   | 99 |
| AssistBkChoice     | 191 | Makes choosing a book easy for those who don't know what to read | Nominal | 11 | Right | F8   | F8   | 99 |
| PrivateEnrich      | 192 | Enriches the private reading experience                          | Nominal | 10 | Right | F8   | F8   | 99 |
| OtherAchieve       | 193 | Other (please specify below)                                     | Nominal | 10 | Right | F8   | F8   | 99 |
| OBAchieve          | 194 | What the Program Achieves Catergorized                           | Nominal | 19 | Right | F8   | F8   | 99 |
| OtherAchieveDetail | 195 | Other things Program achieves                                    | Nominal | 57 | Left  | A500 | A500 |    |

|                       |     |  |         |    |       |       |       |    |
|-----------------------|-----|--|---------|----|-------|-------|-------|----|
| OBOtherAchieveDetail  | 196 | Other things Program achieves Categorized            | Nominal | 19 | Right | F8    | F8    | 99 |
| OtherParticipDetail   | 197 | Other main reason for participating in Program       | Nominal | 74 | Left  | A500  | A500  |    |
| OBOtherParticipDetail | 198 | Other main reason for participating in Program       | Scale   | 20 | Right | F8    | F8    | 99 |
| EventAttend           | 199 | Attended event alone or with others                  | Nominal | 18 | Right | F8    | F8    | 99 |
| EventContact          | 200 | Met anyone at events and planning to stay in touch   | Nominal | 18 | Right | F8    | F8    | 99 |
| BookChoice            | 201 | What type of book is best choice and why             | Nominal | 45 | Left  | A1000 | A1000 |    |
| OBBookChoiceForced1   | 202 | Best book choice for OB forced 1st mentioned         | Nominal | 30 | Right | F8    | F8    | 99 |
| OBBookChoiceForced2   | 203 | Best book choice for OB forced 2nd mentioned         | Nominal | 30 | Right | F8    | F8    | 99 |
| OBBookChoiceForced3   | 204 | Best book choice for OB forced 3rd mentioned         | Scale   | 8  | Right | F8    | F8    |    |
| SeenInfo              | 205 | Non-participant exposure to Brum Bk Fest information | Nominal | 15 | Right | F8    | F8    | 99 |

|                        |     |  |         |    |       |       |       |    |
|------------------------|-----|--|---------|----|-------|-------|-------|----|
| NotHeard               | 206 | I haven't heard about it                                       | Nominal | 8  | Right | F8    | F8    | 99 |
| NotLiked               | 207 | Didn't like the book   | Nominal | 8  | Right | F8    | F8    | 99 |
| NoTime                 | 208 | Didn't have the time   | Nominal | 8  | Right | F8    | F8    | 99 |
| BadLocat               | 209 | Inconvenient locations   | Nominal | 10 | Right | F8    | F8    | 99 |
| DislikeTalk            | 210 | I don't like talking about my reading experience               | Nominal | 8  | Right | F8    | F8    | 99 |
| DislikeAuth            | 211 | I don't like the author  | Nominal | 8  | Right | F8    | F8    | 99 |
| NoInterest             | 212 | Events didn't interest me                                      | Nominal | 8  | Right | F8    | F8    | 99 |
| NoSkills               | 213 | I don't have the skills to talk about books                    | Nominal | 8  | Right | F8    | F8    | 99 |
| NonListenCBC           | 214 | Don't listen to CBC  | Nominal | 10 | Right | F8    | F8    | 99 |
| CombTopNonParticip     | 215 | Reason for Not Participating Categorized                       | Scale   | 20 | Right | F8    | F8    |    |
| OtherNonParticipDetail | 216 | Detail of other reason for not participating in OB             | Nominal | 46 | Left  | A1000 | A1000 |    |
| OtherNonParticip       | 217 | Detail of other reason for not participating in OB categorized | Nominal | 13 | Right | F8    | F8    | 99 |

|                            |     |   |         |    |       |       |       |    |
|----------------------------|-----|---|---------|----|-------|-------|-------|----|
| OtherTopNonParticipDetails | 218 | Main reason for not participating in OB | Nominal | 41 | Left  | A1000 | A1000 |    |
| TopNonParticip             | 219 | Main reason for not participating in OB | Nominal | 19 | Right | F8    | F8    |    |
| NonAttend                  | 220 | No public book events                   | Nominal | 8  | Right | F8    | F8    | 99 |
| AuthRead                   | 221 | Author readings                         | Nominal | 8  | Right | F8    | F8    | 99 |
| BkFest                     | 222 | Book Festival                           | Nominal | 13 | Right | F8    | F8    | 99 |
| OtherFest                  | 223 | Other Book Festival                     | Nominal | 9  | Right | F8    | F8    | 99 |
| LibEvents                  | 224 | Local library events                    | Nominal | 8  | Right | F8    | F8    | 99 |
| LitClass                   | 225 | Literature class                        | Nominal | 8  | Right | F8    | F8    | 99 |
| OtherBookEvents            | 226 | Other book events attended              | Nominal | 12 | Right | F8    | F8    | 99 |
| OtherBookEventsDetail      | 227 | Example of other book events attended   | Nominal | 5  | Left  | A500  | A500  |    |
| BelongGroups               | 228 | Belong to any groups or clubs           | Nominal | 3  | Right | F8    | F8    | 99 |
| TypeGroups                 | 229 | Types of group or club                  | Nominal | 77 | Left  | A500  | A500  |    |
| OBTypeGroups               | 230 | Type of group or club categorized       | Scale   | 21 | Right | F8    | F8    | 99 |
| Gender                     | 231 | Gender                                  | Nominal | 16 | Right | F8    | F8    | 99 |
| SpecID                     | 232 | Specified identification                | Nominal | 11 | Left  | A200  | A200  |    |
| Ethnic                     | 233 | Ethnicity                               | Nominal | 77 | Left  | A200  | A200  |    |
| EthnicForced               | 234 | Ethnicity forced into categories        | Nominal | 17 | Right | F8    | F8    | 99 |
| Municipality               | 235 | Municipality                            | Nominal | 8  | Left  | A255  | A255  |    |
| Age                        | 236 | Age                                     | Scale   | 10 | Right | F8    | F8    | 99 |



|                  |     |                                |         |    |       |      |      |    |
|------------------|-----|--------------------------------|---------|----|-------|------|------|----|
| Occup            | 237 | Occupation                     | Nominal | 63 | Left  | A200 | A200 |    |
| Occupfrcd        | 238 | Occupation Forced              | Scale   | 8  | Right | F8   | F8   |    |
| Title            | 239 | Job title                      | Nominal | 58 | Left  | A200 | A200 |    |
| Educ             | 240 | Education level                | Ordinal | 8  | Right | F8   | F8   | 99 |
| HousehInhabTotal | 241 | People living in household     | Scale   | 20 | Right | F20  | F20  | 99 |
| HousehUnder18    | 242 | Household inhabitants under 18 | Scale   | 20 | Right | F20  | F20  | 99 |
| Class            | 243 | Class                          | Ordinal | 8  | Right | F8   | F8   | 99 |
| CanContact       | 244 | Permission to contact          | Nominal | 8  | Right | F8   | F8   | 99 |
| InDraw           | 245 | Want name in draw              | Nominal | 8  | Right | F8   | F8   | 99 |
| language         | 246 | Languauge used to Read         | Scale   | 10 | Right | F8   | F8   |    |

Variables in the working file

Variable Values

| Value      |       | Label            |
|------------|-------|------------------|
| LanguageID | 0     | English          |
|            | 1     | French           |
|            | 2     | Other            |
| siteid     | 1     | Canada Reads     |
|            | 2     | Richard and Judy |
|            | 3     | Seattle          |
|            | 4     | Vancouver        |
|            | 5     | Liverpool        |
|            | 6     | Huntsville       |
|            | 7     | Chicago          |
|            | 8     | Brum             |
|            | 9     | Bristol          |
| Biog       | 1     | Yes              |
|            | 2     | No               |
|            | 99(a) | Missing          |
| Hist       | 1     | Yes              |
|            | 2     | No               |
|            | 99(a) | Missing          |
| Poet       | 1     | Yes              |
|            | 2     | No               |
|            | 99(a) | Missing          |

|            |       |         |
|------------|-------|---------|
| Hum        | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| ClassLit   | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| SciFi      | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| Plays      | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| Myst       | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| West       | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| Romance    | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| Cartoon    | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| ContempFic | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| YAdult     | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| Theol      | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| SelfHelp   | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| Pol        | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| WomenWrit  | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| ChickLit   | 1     | Yes     |
|            | 2     | No      |
|            | 99(a) | Missing |
| HistFic    | 1     | Yes     |
|            | 2     | No      |

|             |         |         |  |
|-------------|---------|---------|--|
| Stories     | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
|             | 2       | No      |  |
| ChildLit    | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
|             | 2       | No      |  |
| GenFic      | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
|             | 2       | No      |  |
| LitFic      | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
|             | 2       | No      |  |
| CanLit      | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
|             | 2       | No      |  |
| ThrillCrime | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
|             | 2       | No      |  |
| WorldLit    | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
|             | 2       | No      |  |
| OtherFic    | 99(a)   | Missing |  |
|             | 1.0     | Yes     |  |
|             | 2.0     | No      |  |
| Acad        | 99.0(a) | Missing |  |
|             | )       |         |  |
|             | 1       | Yes     |  |
| LitCrit     | 2       | No      |  |
|             | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
| Social      | 2       | No      |  |
|             | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
| GenderBks   | 2       | No      |  |
|             | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
| Psych       | 2       | No      |  |
|             | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
| Sci         | 2       | No      |  |
|             | 99(a)   | Missing |  |
|             | 1       | Yes     |  |
| Business    | 2       | No      |  |
|             | 99(a)   | Missing |  |
|             | 1       | Yes     |  |

|           |       |            |
|-----------|-------|------------|
| Environmt | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| Travel    | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| Essays    | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| Philos    | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| Food      | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| Health    | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| Hobbies   | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| HomeGard  | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| Arts      | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| StudyWork | 1     | Yes        |
|           | 2     | No         |
|           | 99(a) | Missing    |
| ReadMost  | 1     | Biog       |
|           | 2     | Hist       |
|           | 3     | Poet       |
|           | 4     | Hum        |
|           | 5     | ClassLit   |
|           | 6     | SciFi      |
|           | 7     | Plays      |
|           | 8     | Myst       |
|           | 9     | West       |
|           | 10    | Romance    |
|           | 11    | Cartoon    |
|           | 12    | ContempFic |
|           | 13    | YAdult     |
|           | 14    | Theol      |
|           | 15    | SelfHelp   |
|           | 16    | Pol        |
|           | 17    | WomenWrit  |

|                |       |               |
|----------------|-------|---------------|
|                | 18    | ChickLit      |
|                | 19    | HistFic       |
|                | 20    | Stories       |
|                | 21    | ChildLit      |
|                | 22    | GenFic        |
|                | 23    | LitFic        |
|                | 24    | CanLit        |
|                | 25    | ThrillCrime   |
|                | 26    | WorldLit      |
|                | 27    | Acad          |
|                | 28    | LitCrit       |
|                | 29    | Social        |
|                | 30    | GenderBks     |
|                | 31    | Psych         |
|                | 32    | Sci           |
|                | 33    | Business      |
|                | 34    | Environmt     |
|                | 35    | Travel        |
|                | 36    | Essays        |
|                | 37    | Philos        |
|                | 38    | Food          |
|                | 39    | Health        |
|                | 40    | Hobbies       |
|                | 41    | HomeGard      |
|                | 42    | Arts          |
|                | 43    | StudyWork     |
|                | 44    | OtherFic      |
|                | 45    | OtherNonFic   |
|                | 99(a) | Missing       |
| ReadHowMuch    | 1     | LessThanOneHr |
|                | 2     | TwoToFiveHrs  |
|                | 3     | SixToTenHrs   |
|                | 4     | OverTenHrs    |
|                | 99(a) | Missing       |
| AloneRm        | 1     | Yes           |
|                | 2     | No            |
|                | 99(a) | Missing       |
| AloneOthAround | 1     | Yes           |
|                | 2     | No            |
|                | 99(a) | Missing       |
| OutLoudOth     | 1     | Yes           |
|                | 2     | No            |
|                | 99(a) | Missing       |
| Transport      | 1     | Yes           |
|                | 2     | No            |
|                | 99(a) | Missing       |
| Waiting        | 1     | Yes           |

|                |       |         |
|----------------|-------|---------|
| Bed            | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| WorkSch        | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Bookstore      | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Cafe           | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| ToChildren     | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Bathroom       | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| InLib          | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Car            | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Exercise       | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Outdoors       | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Audio          | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Computer       | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| Anywhere       | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| OtherReadPlace | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |
| FriendRec      | 2     | No      |
|                | 99(a) | Missing |
|                | 1     | Yes     |

|              |       |         |
|--------------|-------|---------|
| FamilyRec    | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| WorkRec      | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| Celebchoice  | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| Prize        | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| Cover        | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| StoreRec     | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| SchoolReq    | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| Bestsell     | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| FavAuth      | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| Gift         | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| PublGuide    | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| FaceBClubRec | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| WebBClubRec  | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| MagRev       | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| TVRec        | 1     | Yes     |
|              | 2     | No      |
|              | 99(a) | Missing |
| RadioRec     | 1     | Yes     |
|              | 2     | No      |

|                      |       |                            |
|----------------------|-------|----------------------------|
| WebRec               | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| NewspRec             | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| BkMention            | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| SearchWeb            | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| SearchDatabase       | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| BrowseBkStore        | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| BrowseLib            | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| LibRec               | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| ReadPartBk           | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| PersonalInterest     | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| WorkResearch         | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| OtherChooseWay       | 99(a) | Missing                    |
|                      | 1     | Yes                        |
|                      | 2     | No                         |
| OBOtherChooseWayName | 99(a) | Missing                    |
|                      | 1     | mentioned in other books   |
|                      | 2     | search browse internet     |
|                      | 3     | browse bookstore           |
|                      | 4     | browse library             |
|                      | 5     | library recommendations    |
|                      | 6     | reading parts of books     |
|                      | 7     | personal criteria interest |
|                      | 8     | work/research related      |
|                      | 9     | search bookstore database  |
|                      | 10    | search library database    |



|                          |       |  |
|--------------------------|-------|--|
| ChooseMost               | 11    | browse secondhand sources                            |
|                          | 12    | bookstore offers                                     |
|                          | 13    | price related choice                                 |
|                          | 14    | chance/serendipity                                   |
|                          | 15    | multiple ways  |
|                          | 16    | resist idea of using external source recommendations |
|                          | 17    | Book Club  |
|                          | 18    | Other  |
|                          | 99    | missing  |
|                          | 1     | FriendRec  |
|                          | 2     | FamilyRec  |
|                          | 3     | WorkRec  |
|                          | 4     | RandJChoice  |
|                          | 5     | Prize  |
|                          | 6     | Cover  |
|                          | 7     | StoreChoice  |
|                          | 8     | SchoolReq  |
|                          | 9     | Bestsell   |
|                          | 10    | FavAuth  |
|                          | 11    | Gift   |
| OBOtherChooseWayNameMost | 12    | PublGuide  |
|                          | 13    | FaceBClubRec   |
|                          | 14    | WebBClubRec  |
|                          | 15    | MagRev   |
|                          | 16    | TVRec  |
|                          | 17    | RadioRec   |
|                          | 18    | WebRec   |
|                          | 19    | NewspRec   |
|                          | 20    | Other  |
|                          | 99(a) | Missing  |
|                          | 1     | mentioned in other books                             |
|                          | 2     | search browse internet                               |
|                          | 3     | browse bookstore                                     |
|                          | 4     | browse library                                       |
|                          | 5     | library recommendations                              |
|                          | 6     | reading parts of books                               |
|                          | 7     | personal criteria interest                           |
|                          | 8     | work/research related                                |
|                          | 9     | search bookstore database                            |
|                          | 10    | search library database                              |
|                          | 11    | browse secondhand sources                            |
|                          | 12    | bookstore offers                                     |
|                          | 13    | price related choice                                 |
|                          | 14    | chance/serendipity                                   |
|                          | 15    | multiple ways  |

|                  |       |  |
|------------------|-------|--|
|                  | 16    | resist idea of using external source recommendations |
|                  | 17    | Book Club  |
|                  | 18    | Other  |
| WhereGetBooks    | 99    | missing  |
|                  | 1     | ChainStore   |
|                  | 2     | IndepStore   |
|                  | 3     | Lib  |
|                  | 4     | Borrow   |
|                  | 5     | Gift   |
|                  | 6     | Other  |
| BookSpending     | 99(a) | Missing  |
|                  | 1     | LessThanGBP10  |
|                  | 2     | GBP11-25   |
|                  | 3     | GBP26-50   |
|                  | 4     | GBP51-75   |
|                  | 5     | GBP76-100  |
|                  | 6     | GBP101-200   |
|                  | 7     | GBP201-300   |
|                  | 8     | GBP301-400   |
|                  | 9     | OverGBP400   |
| BClubMember      | 99(a) | Missing  |
|                  | 1     | Yes  |
|                  | 2     | No   |
| BCType           | 99(a) | Missing  |
|                  | 1     | FaceBClub  |
|                  | 2     | WebBClub   |
|                  | 3     | BothBClub  |
|                  | 4     | NotApplic  |
| WatchTodayBC     | 99(a) | Missing  |
|                  | 1     | Yes  |
|                  | 2     | No   |
|                  | 3     | Sometimes  |
| ReadTodayBCPicks | 99(a) | Missing  |
|                  | 1     | Yes  |
|                  | 2     | No   |
|                  | 3     | Sometimes  |
| WatchGMA         | 99(a) | Missing  |
|                  | 1     | Yes  |
|                  | 2     | No   |
|                  | 3     | Sometimes  |
| ReadGMAPicks     | 99(a) | Missing  |
|                  | 1     | Yes  |
|                  | 2     | No   |
|                  | 3     | Sometimes  |
| WatchProgram     | 99(a) | Missing  |
|                  | 1     | Yes  |

|                           |       |                     |
|---------------------------|-------|---------------------|
| ReadProgramBks            | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| WatchPgTurners            | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| ReadPgTurners             | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| WatchOprahBC              | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| ParticipOprahWebDisc      | 2     | No                  |
|                           | 3     | Some                |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| ReadOprahPicks            | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| WatchProgramTV            | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| ParticipProgramTVWeb Disc | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| Particip                  | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| ReadProgramPicks          | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | Yes                 |
| OBOtherProg               | 2     | No                  |
|                           | 3     | Sometimes           |
|                           | 99(a) | Missing             |
|                           | 1     | A Good Read         |
|                           | 2     | Radio 4/3/2         |
|                           | 3     | Late Review         |
|                           | 4     | School/Work Related |

|                             |       |  |
|-----------------------------|-------|--|
|                             | 5     | CultureShow  |
|                             | 6     | CBC  |
|                             | 7     | Bravo  |
|                             | 9     | By the Book  |
|                             | 10    | Don't watch or listen                              |
|                             | 11    | Imprint  |
|                             | 12    | Other  |
|                             | 13    | OneBook  |
| OBAAttend                   | 99(a) | Missing  |
|                             | 1     | Yes  |
|                             | 2     | No   |
|                             | 99(a) | Missing  |
| OBEventsAttendedForce<br>d1 | 1     | Book reading by author                             |
|                             | 2     | Book reading not by author or unspecified          |
|                             | 3     | Book reading on radio                              |
|                             | 4     | Discussion of book at library                      |
|                             | 5     | Other library programming                          |
|                             | 6     | Discussion of book not at library or not specified |
|                             | 7     | Discussion of book at private book club            |
|                             | 8     | School activity                                    |
|                             | 9     | University lecture                                 |
|                             | 10    | Bookstore promotion                                |
|                             | 11    | Event with personality                             |
|                             | 12    | Theatre performance                                |
|                             | 13    | Film   |
|                             | 14    | Watched broadcast on TV                            |
|                             | 15    | Listened to OB broadcast on radio                  |
|                             | 16    | Listened to non-OB broadcast on radio              |
|                             | 17    | Listened to broadcast on internet                  |
|                             | 18    | Read online material                               |
|                             | 19    | Participated in online context                     |
|                             | 20    | Special event                                      |
|                             | 21    | No event accessible                                |
|                             | 22    | Don't remember                                     |
|                             | 23    | Other  |
|                             | 99(a) | Missing  |
| OBEventsAttendedForce<br>d2 | 1     | Book reading by author                             |
|                             | 2     | Book reading not by author or unspecified          |
|                             | 3     | Book reading on radio                              |
|                             | 4     | Discussion of book at library                      |
|                             | 5     | Other library programming                          |

|                             |       |  |
|-----------------------------|-------|--|
| OBEventsAttendedForce<br>d3 | 6     | Discussion of book not at library or not specified |
|                             | 7     | Discussion of book at private book club            |
|                             | 8     | School activity                                    |
|                             | 9     | University lecture                                 |
|                             | 10    | Bookstore promotion                                |
|                             | 11    | Event with personality                             |
|                             | 12    | Theatre performance                                |
|                             | 13    | Film   |
|                             | 14    | Watched broadcast on TV                            |
|                             | 15    | Listened to OB broadcast on radio                  |
|                             | 16    | Listened to non-OB broadcast on radio              |
|                             | 17    | Listened to broadcast on internet                  |
|                             | 18    | Read online material                               |
|                             | 19    | Participated in online context                     |
|                             | 20    | Special event                                      |
|                             | 21    | No event accessible                                |
|                             | 22    | Don't remember                                     |
|                             | 23    | Other  |
|                             | 99(a) | Missing  |
|                             | 1     | Book reading by author                             |
|                             | 2     | Book reading not by author or unspecified          |
|                             | 3     | Book reading on radio                              |
|                             | 4     | Discussion of book at library                      |
|                             | 5     | Other library programming                          |
|                             | 6     | Discussion of book not at library or not specified |
|                             | 7     | Discussion of book at private book club            |
|                             | 8     | School activity                                    |
|                             | 9     | University lecture                                 |
|                             | 10    | Bookstore promotion                                |
|                             | 11    | Event with personality                             |
|                             | 12    | Theatre performance                                |
|                             | 13    | Film   |
|                             | 14    | Watched broadcast on TV                            |
|                             | 15    | Listened to OB broadcast on radio                  |
|                             | 16    | Listened to non-OB broadcast on radio              |
|                             | 17    | Listened to broadcast on internet                  |
|                             | 18    | Read online material                               |
|                             | 19    | Participated in online context                     |
|                             | 20    | Special event                                      |

|                       |       |   |
|-----------------------|-------|---|
| OB Impressions Forced | 21    | No event accessible                                     |
|                       | 22    | Don't remember  |
|                       | 23    | Other   |
|                       | 99(a) | Missing   |
|                       | 1     | Highly positive   |
|                       | 2     | Partially positive                                      |
|                       | 3     | Ambivalent  |
|                       | 4     | Partially negative                                      |
|                       | 5     | Highly negative   |
|                       | 99(a) | Missing   |
| OB Influence Forced 1 | 1     | Gave pleasure   |
|                       | 2     | Connected book to life                                  |
|                       | 3     | Generated interest                                      |
|                       | 4     | Provided context  |
|                       | 5     | Challenged own interpretation                           |
|                       | 6     | Learnt something about the book                         |
|                       | 7     | Learnt something about the world                        |
|                       | 8     | Interested in responses of others                       |
|                       | 9     | Prompted to read the OB book(s)                         |
|                       | 10    | Prompted to read other books                            |
|                       | 11    | Prompted to read other books connected to region/nation |
|                       | 12    | Helped to make aesthetic judgment                       |
|                       | 13    | Induced reflections on community/nation                 |
|                       | 14    | Generated discussions with others                       |
|                       | 15    | Motivated to buy the book                               |
|                       | 16    | Failed to generate interest                             |
|                       | 17    | Failed to prompt to read the OB book                    |
|                       | 18    | Generated negative feelings                             |
|                       | 19    | Little or no influence                                  |
|                       | 20    | Response does not answer question                       |
| OB Influence Forced 2 | 21    | Other   |
|                       | 99(a) | Missing   |
|                       | 1     | Gave pleasure   |
|                       | 2     | Connected book to life                                  |
|                       | 3     | Generated interest                                      |
|                       | 4     | Provided context  |
|                       | 5     | Challenged own interpretation                           |
|                       | 6     | Learnt something about the book                         |
|                       | 7     | Learnt something about the world                        |

|                    |       |   |
|--------------------|-------|---|
| OBInfluenceForced3 | 8     | Interested in responses of others                       |
|                    | 9     | Prompted to read the OB book(s)                         |
|                    | 10    | Prompted to read other books                            |
|                    | 11    | Prompted to read other books connected to region/nation |
|                    | 12    | Helped to make aesthetic judgment                       |
|                    | 13    | Induced reflections on community/nation                 |
|                    | 14    | Generated discussions with others                       |
|                    | 15    | Motivated to buy the book                               |
|                    | 16    | Failed to generate interest                             |
|                    | 17    | Failed to prompt to read the OB book                    |
|                    | 18    | Generated negative feelings                             |
|                    | 19    | Little or no influence                                  |
|                    | 20    | Response does not answer question                       |
|                    | 21    | Other   |
|                    | 99(a) | Missing   |
|                    | 1.0   | Gave pleasure   |
|                    | 2.0   | Connected book to life                                  |
|                    | 3.0   | Generated interest                                      |
|                    | 4.0   | Provided context  |
|                    | 5.0   | Challenged own interpretation                           |
|                    | 6.0   | Learnt something about the book                         |
|                    | 7.0   | Learnt something about the world                        |
|                    | 8.0   | Interested in responses of others                       |
|                    | 9.0   | Prompted to read the OB book(s)                         |
|                    | 10.0  | Prompted to read other books                            |
|                    | 11.0  | Prompted to read other books connected to region/nation |
|                    | 12.0  | Helped to make aesthetic judgment                       |
|                    | 13.0  | Induced reflections on community/nation                 |
|                    | 14.0  | Generated discussions with others                       |
|                    | 15.0  | Motivated to buy the book                               |
|                    | 16.0  | Failed to generate interest                             |
|                    | 17.0  | Failed to prompt to read the OB book                    |
|                    | 18.0  | Generated negative feelings                             |
|                    | 19.0  | Little or no influence                                  |

|                 |         |                                   |
|-----------------|---------|-----------------------------------|
|                 | 20.0    | Response does not answer question |
|                 | 21.0    | Other                             |
|                 | 99.0(a) | Missing                           |
| Newsp           | 1       | Yes                               |
|                 | 2       | No                                |
| TV              | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| Radio           | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| Web             | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| FindLib         | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| MailList        | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| Friends         | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| Family          | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| WorkColl        | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| BClubMemb       | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| Poster          | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| OtherFindEvents | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| OBWebVisit      | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
| LearnBook       | 99(a)   | Missing                           |
|                 | 1       | Yes                               |
|                 | 2       | No                                |
|                 | 3       | NotApplic                         |
|                 | 99(a)   | Missing                           |



|                     |       |  |
|---------------------|-------|--|
| LearnAuth           | 1     | Yes  |
|                     | 2     | No   |
|                     | 3     | NotApplic                                      |
|                     | 99(a) | Missing  |
| LearnEvents         | 1     | Yes  |
|                     | 2     | No   |
|                     | 3     | NotApplic                                      |
|                     | 99(a) | Missing  |
| OBPromot            | 1     | Yes  |
|                     | 2     | No   |
|                     | 3     | NotApplic                                      |
|                     | 99(a) | Missing  |
| OBFeedback          | 1     | Yes  |
|                     | 2     | No   |
|                     | 3     | NotApplic                                      |
|                     | 99(a) | Missing  |
| OBSponsors          | 1     | Yes  |
|                     | 2     | No   |
|                     | 3     | NotApplic                                      |
|                     | 99(a) | Missing  |
| NoWebVisit          | 1     | Yes  |
|                     | 2     | No   |
|                     | 99(a) | Missing  |
| OtherWebUse         | 1     | Yes  |
|                     | 2     | No   |
|                     | 3     | NotApplic                                      |
|                     | 99(a) | Missing  |
| OBOtherWebUseDetail | 1     | Panelists Opinion                              |
|                     | 2     | Work/Research Resource                         |
|                     | 3     | Read Other's Opinions about the Program        |
|                     | 4     | Catch up on Broadcast results                  |
|                     | 5     | Find out information about Celebrity Panelists |
|                     | 6     | Browse   |
|                     | 7     | Price  |
|                     | 9     | Didn't Find it Useful                          |
|                     | 97    | Not Applicable                                 |
|                     | 99(a) | Missing  |
| OBWebUseful         | 1     | Yes  |
|                     | 2     | No   |
|                     | 3     | NotApplic                                      |
|                     | 99(a) | Missing  |
| OBWebUseWhyForced   | 1     | Learn about others book choices                |
|                     | 2     | Information about books/authors/programs       |
|                     | 3     | Find out about local cultural initiatives      |

|                 |       |                                      |
|-----------------|-------|--------------------------------------|
|                 | 4     | Links to authors/publishers websites |
|                 | 5     | Captures audience                    |
|                 | 6     | Promotes reading                     |
|                 | 7     | Supplements other Programming        |
|                 | 8     | Book Reviews                         |
|                 | 9     | Fun                                  |
|                 | 10    | Book Recommendations                 |
|                 | 11    | Work Research                        |
|                 | 12    | Never Heard of It                    |
|                 | 14    | Object to others Recommendations     |
|                 | 15    | Not userfriendly                     |
|                 | 97(a) | Not applicable                       |
|                 | 98(a) | Don't Know                           |
|                 | 99(a) | Missing                              |
| NoAchieve       | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| StrengthCommun  | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| ConnectReaders  | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| MotivateRead    | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| EncourTalk      | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| EncourRead      | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| MeetNew         | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| HelpSell        | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| PromoteAuth     | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |
| IntellectEnrich | 1     | Yes                                  |
|                 | 2     | No                                   |
|                 | 99(a) | Missing                              |

|                      |       |                  |
|----------------------|-------|------------------|
| ArticulateExper      | 1     | Yes              |
|                      | 2     | No               |
|                      | 99(a) | Missing          |
| HighlightRegion      | 1     | Yes              |
|                      | 2     | No               |
|                      | 99(a) | Missing          |
| EncourNonRead        | 1     | Yes              |
|                      | 2     | No               |
|                      | 99(a) | Missing          |
| AssistBkChoice       | 1     | Yes              |
|                      | 2     | No               |
|                      | 99(a) | Missing          |
| PrivateEnrich        | 1     | Yes              |
|                      | 2     | No               |
|                      | 99(a) | Missing          |
| OtherAchieve         | 1     | Yes              |
|                      | 2     | No               |
|                      | 99(a) | Missing          |
| OBAchieve            | 1     | StrengthCommun   |
|                      | 2     | ConnectReaders   |
|                      | 3     | MotivateRead     |
|                      | 4     | EncourTalk       |
|                      | 5     | EncourRead       |
|                      | 6     | MeetNew          |
|                      | 7     | HelpSell         |
|                      | 8     | PromoteAuth      |
|                      | 9     | IntellectEnrich  |
|                      | 10    | ArticulateExper  |
|                      | 11    | HighlightRegion  |
|                      | 12    | EncourNonRead    |
|                      | 13    | AssistBkChoice   |
|                      | 14    | PrivateEnrich    |
|                      | 15    | OtherAchieve     |
| OBOtherAchieveDetail | 99(a) | Missing          |
|                      | 1     | PNonPartic       |
|                      | 2     | PStrengthCommun  |
|                      | 3     | PConnectReaders  |
|                      | 4     | PMotivateRead    |
|                      | 5     | PEncourTalk      |
|                      | 6     | PEncourRead      |
|                      | 7     | PMeetNew         |
|                      | 8     | PHelpSell        |
|                      | 9     | PPromoteAuth     |
|                      | 10    | PIntellectEnrich |
|                      | 11    | PArticulateExper |
|                      | 12    | PHighlightRegion |
|                      | 13    | PEncourNonRead   |

|                       |       |   |
|-----------------------|-------|---|
|                       | 14    | PAssistBkChoice                                     |
|                       | 15    | PPrivateEnrich                                      |
|                       | 16    | POtherParticip                                      |
|                       | 97    | Don't Know  |
|                       | 99(a) | Missing   |
| OBOtherParticipDetail | 1     | general enjoyment                                   |
|                       | 2     | obligation to support people                        |
|                       | 3     | obligation to support institution                   |
|                       | 4     | interest in author                                  |
|                       | 5     | by chance   |
|                       | 6     | work/research interest                              |
|                       | 7     | book discussion is stimulating<br>enjoyable         |
|                       | 8     | find out others<br>interpretations/tastes           |
|                       | 9     | assistnace with own book choices                    |
|                       | 10    | answer that does not relate<br>participation        |
|                       | 11    | information about books not read                    |
|                       | 99(a) | missing   |
| EventAttend           | 1     | Alone   |
|                       | 2     | WithOther   |
|                       | 99(a) | Missing   |
| EventContact          | 1     | Yes   |
|                       | 2     | No  |
|                       | 99(a) | Missing   |
| OBBBookChoiceForced1  | 1     | Accessible to a wide range of<br>readers            |
|                       | 2     | something people can identify with                  |
|                       | 3     | choices should exhibit variety                      |
|                       | 4     | Bestseller/well-publicised                          |
|                       | 5     | book lends itself to programming                    |
|                       | 6     | appealing author                                    |
|                       | 7     | national or regional or local cultural<br>relevance |
|                       | 8     | improving/edifying/challenging                      |
|                       | 10    | quality literature/classic                          |
|                       | 11    | specific genre/title mentioned                      |
|                       | 12    | reaction against the idea of 'best<br>choice'       |
|                       | 13    | any kind  |
|                       | 14    | no opinion  |
|                       | 15    | other   |
|                       | 99(a) | Missing   |
| OBBBookChoiceForced2  | 1     | Accessible to a wide range of<br>readers            |

|                     |       |  |
|---------------------|-------|--|
| OBBookChoiceForced3 | 2     | something people can identify with               |
|                     | 3     | choices should exhibit variety                   |
|                     | 4     | Bestseller/well-publicised                       |
|                     | 5     | book lends itself to programming                 |
|                     | 6     | appealing author                                 |
|                     | 7     | national or regional or local cultural relevance |
|                     | 8     | improving/edifying/challenging                   |
|                     | 10    | quality literature/classic                       |
|                     | 11    | specific genre/title mentioned                   |
|                     | 12    | reaction against the idea of 'best choice'       |
|                     | 13    | any kind   |
|                     | 14    | no opinion                                       |
|                     | 15    | other  |
|                     | 99(a) | Missing  |
| SeenInfo            | 1     | Accessible to a wide range of readers            |
|                     | 2     | something people can identify with               |
|                     | 3     | choices should exhibit variety                   |
|                     | 4     | Bestseller/well-publicised                       |
|                     | 5     | book lends itself to programming                 |
|                     | 6     | appealing author                                 |
|                     | 7     | national or regional or local cultural relevance |
|                     | 8     | improving/edifying/challenging                   |
|                     | 10    | quality literature/classic                       |
|                     | 11    | specific genre/title mentioned                   |
|                     | 12    | reaction against the idea of 'best choice'       |
|                     | 13    | any kind   |
|                     | 14    | no opinion                                       |
|                     | 15    | other  |
|                     | 99    | Missing  |
| NotHeard            | 1     | Yes  |
|                     | 2     | No   |
|                     | 99(a) | Missing  |
| NotLiked            | 1     | Yes  |
|                     | 2     | No   |
|                     | 99(a) | Missing  |
| NoTime              | 1     | Yes  |
|                     | 2     | No   |
|                     | 99(a) | Missing  |

|                    |       |   |
|--------------------|-------|---|
| BadLocat           | 1     | Yes   |
|                    | 2     | No  |
|                    | 99(a) | Missing   |
| DislikeTalk        | 1     | Yes   |
|                    | 2     | No  |
|                    | 99(a) | Missing   |
| DislikeAuth        | 1     | Yes   |
|                    | 2     | No  |
|                    | 99(a) | Missing   |
| NoInterest         | 1     | Yes   |
|                    | 2     | No  |
|                    | 99(a) | Missing   |
| NoSkills           | 1     | Yes   |
|                    | 2     | No  |
|                    | 99(a) | Missing   |
| NonListenCBC       | 1     | Yes   |
|                    | 2     | No  |
|                    | 99(a) | Missing   |
| CombTopNonParticip | 1     | Not Heard   |
|                    | 2     | Not Liked   |
|                    | 3     | No Time/Inconvient Time                               |
|                    | 4     | NonListner or Dont Watch TV or<br>Dont like Bk Radio  |
|                    | 5     | Dislike Other Reading or Resist<br>Recommendations    |
|                    | 6     | Dislike Author  |
|                    | 7     | Nonunderstand Panel                                   |
|                    | 8     | Other Top NonParticip                                 |
|                    | 9     | Already Books or Too Many Other<br>Books to Read      |
|                    | 10    | Dislike Promotional Aspect or<br>Celebrity Presenters |
|                    | 11    | Dislike Previous Experience                           |
|                    | 12    | Dislike format  |
|                    | 13    | Event to Elitist or Not Elitist<br>Enough             |
|                    | 14    | Cost  |
|                    | 15    | Dislike Wider Context                                 |
|                    | 16    | Program Diffferent from tastes or<br>expectations     |
|                    | 17    | Wasnt in the Country                                  |
| OtherNonParticip   | 99    | Missing   |
|                    | 1     | Not Heard   |
|                    | 2     | NotLiked  |
|                    | 3     | NoTime  |
|                    | 4     | LocatBad  |
|                    | 5     | DislikeTalk   |
|                    | 6     | DislikeAuth   |

|                 |       |                  |
|-----------------|-------|------------------|
| TopNonParticip  | 7     | NoInterest       |
|                 | 8     | NoSkills         |
|                 | 9     | OtherNonParticip |
|                 | 10    | No TV/Radio      |
|                 | 99(a) | Missing          |
|                 | 1     | Not Heard        |
|                 | 2     | NotLiked         |
|                 | 3     | NoTime           |
|                 | 4     | LocatBad         |
|                 | 5     | DislikeTalk      |
| NonAttend       | 6     | DislikeAuth      |
|                 | 7     | NoInterest       |
|                 | 8     | NoSkills         |
|                 | 9     | OtherNonParticip |
|                 | 10    | No TV/Radio      |
| AuthRead        | 99    | Missing          |
|                 | 1     | Yes              |
|                 | 2     | No               |
| BkFest          | 99(a) | Missing          |
|                 | 1     | Yes              |
|                 | 2     | No               |
| OtherFest       | 99(a) | Missing          |
|                 | 1     | Yes              |
|                 | 2     | No               |
| LibEvents       | 99(a) | Missing          |
|                 | 1     | Yes              |
|                 | 2     | No               |
| LitClass        | 99(a) | Missing          |
|                 | 1     | Yes              |
|                 | 2     | No               |
| OtherBookEvents | 99(a) | Missing          |
|                 | 1     | Yes              |
|                 | 2     | No               |
| BelongGroups    | 99(a) | Missing          |
|                 | 1     | Yes              |
|                 | 2     | No               |
| OBTypeGroups    | 99(a) | Missing          |
|                 | 1     | Theater/Musical  |
|                 | 2     | Writting         |
|                 | 3     | Book             |
|                 | 4     | Athletic         |
|                 | 5     | Religious        |
|                 | 6     | Gardening        |
|                 | 7     | Other            |

|              |       |                                     |
|--------------|-------|-------------------------------------|
| Gender       | 8     | University/academic                 |
|              | 99(a) | Missing                             |
|              | 1     | Female                              |
|              | 2     | Male                                |
|              | 3     | Transg                              |
| EthnicForced | 4     | PrefNoAnsw                          |
|              | 5     | NoneAbove                           |
|              | 99(a) | Missing                             |
|              | 1     | African American                    |
|              | 2     | American                            |
|              | 3     | Asian                               |
|              | 4     | Black                               |
|              | 5     | Black African                       |
|              | 6     | Black Caribbean                     |
|              | 7     | British                             |
|              | 8     | Canadian                            |
|              | 9     | Chinese                             |
|              | 10    | Eastern European                    |
|              | 11    | First Nations                       |
|              | 12    | Hispanic/Latino                     |
|              | 13    | Japanese                            |
|              | 14    | Jewish                              |
|              | 15    | Métis                               |
|              | 16    | Native American                     |
|              | 17    | Other Black British                 |
|              | 18    | Other East Asian                    |
|              | 19    | Québécois                           |
|              | 20    | South Asian                         |
|              | 21    | Western European                    |
| Age          | 22    | White                               |
|              | 23    | Other                               |
| Occupfrcd    | 24    | No sensible answer/defensive answer |
|              | 99(a) | Missing                             |
|              | 99(a) | Missing                             |
|              | 1     | Blue Collar                         |
|              | 2     | Education                           |
|              | 3     | Arts and Media                      |
|              | 4     | Librarians                          |
|              | 5     | Other White Collar                  |
|              | 6     | Self Employed                       |
|              | 7     | Unpaid Worker                       |
|              | 8     | Student                             |
|              | 9     | Retired                             |
|              | 10    | Unemployed                          |
|              | 11    | Unknown                             |
|              | 99    | Missing                             |



|                  |       |                          |
|------------------|-------|--------------------------|
| Educ             | 1     | NoHigh                   |
|                  | 2     | SomeHigh                 |
|                  | 3     | OLevels                  |
|                  | 4     | ALevels                  |
|                  | 5     | UnivDegree               |
|                  | 6     | SomeGrad                 |
|                  | 7     | GradDegree               |
|                  | 99(a) | Missing                  |
| HousehInhabTotal | 99(a) | Missing                  |
| HousehUnder18    | 99(a) | Missing                  |
| Class            | 1     | LowClass                 |
|                  | 2     | LowMidClass              |
|                  | 3     | MidClass                 |
|                  | 4     | UppMidClass              |
|                  | 5     | UppClass                 |
|                  | 99(a) | Missing                  |
| CanContact       | 1     | Yes                      |
|                  | 2     | No                       |
|                  | 99(a) | Missing                  |
| InDraw           | 1     | Yes                      |
|                  | 2     | No                       |
|                  | 99(a) | Missing                  |
| language         | 1     | English                  |
|                  | 2     | Spanish                  |
|                  | 3     | French                   |
|                  | 4     | Polish                   |
|                  | 5     | Germanic                 |
|                  | 6     | Italian                  |
|                  | 7     | Hind/Beng/Punj/Guje/Urdu |
|                  | 8     | Arabic                   |
|                  | 9     | Slavic                   |
|                  | 10    | Asian                    |
|                  | 11    | Other                    |
|                  | 99    | Missing                  |

a Missing value