

Average User CA

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Loading Data From CSV and Update Header

```
my.data=read.csv("Online Recipe Sharing.csv", header=TRUE)
colnames(my.data)
```

```
## [1] "Timestamp"
## [2] "What.is.your.age."
## [3] "Who.is.the.usual.meal.prepper.in.your.household."
## [4] "Do.you..or.any.household.member.you.share.meals.with..have.any.dietary.restrictions."
## [5] "How.often.do.you.eat.food.prepared.at.home."
## [6] "When.you.are.cooking.using.a.recipe..what.format.do.you.view.the.recipe.in..Select.all.that.appl"
## [7] "When.you.are.looking.for.a.recipe..what.websites.do.you.visit.the.most.."
## [8] "Which.website.do.you.enjoy.using.for.finding.recipes."
## [9] "Optional..Explain.what.you.like.about.these.websites."
## [10] "Which.website.do.you.NOT.enjoy.using.for.finding.recipes."
## [11] "Optional..Explain.what.you.dislike.about.these.websites."
## [12] "When.deciding.what.to.cook..how.often.do.you.search.for.a.specific.recipe.in.the.search.bar.pr"
## [13] "How.often.do.you.use.the.search.bar.to.find.a.recipe.you.have.used.in.the.past."
## [14] "When.deciding.on.a.dish.to.prepare..how.often.do.you.browse.available.articles.or.recipe.colle"
## [15] "When.deciding.what.to.cook..how.many.recipes.do.you.typically.click.on.before.you.find.a.suita"
## [16] "Do.the.websites.you.visit.when.looking.for.inspiration.on.what.to.cook.differ.from.the.websites"
## [17] "When.you.are.looking.for.cooking.inspiration..what.websites.do.you.visit.the.most.."
## [18] "Which.websites.do.you.enjoy.using.when.looking.for.cooking.inspiration."
## [19] "Optional..Explain.what.you.like.about.these.websites..1"
## [20] "Which.websites.do.you.NOT.enjoy.using.when.looking.for.cooking.inspiration."
## [21] "Optional..Explain.what.you.dislike.about.these.websites..1"
## [22] "When.looking.for.recipe.recommendations.or.reviews.where.do.you.look..Select.all.that.apply"
## [23] "What.source.of.recommendations.or.reviews.is.most.likely.to.influence.your.recipe.choice..Sele"
## [24] "How.often.do.you.try.a.new.recipe.based.on.a.recommendation.or.review.from.a.trusted.source."
## [25] "How.often.do.you.seek.out.a.recipe.recommendation.or.review.from.a.trusted.source."
## [26] "How.often.do.you.recommend.or.review.a.recipe.you.have.made."
## [27] "How.often.do.you.save.a.recipe.to.use.later."
## [28] "When.saving.recipes.to.use.later..what.tools.do.you.use."
## [29] "How.often.do.you.make.a.recipe.exactly.as.written..As.opposed.to.finding.a.recipe.that.exactly"
## [30] "If.you.make.modifications.to.a.recipe.what.factors.influence.your.modifications..Select.all.th"
## [31] "How.often.do.you.take.note.of.a.modification.you.have.made.to.a.recipe."
## [32] "How.do.you.take.note.of.modifications.you.have.made.to.a.recipe."
## [33] "Are.you.satisfied.with.the.available.options.for.recording.recipe.notes."
## [34] "Would.you.like.to.take.digital.notes.given.better.note.taking.options."
## [35] "How.often.do.you.discuss.a.recipe.you.have.made."
```

```
## [36] "How.often.do.you.read.the.discussion.of.a.recipe."
## [37] "What.medium.do.you.primarily.use.to.discuss.recipes."
## [38] "What.do.you.like.most.about.the.discussion.platforms.you.use."
## [39] "Just.looking.at.the.layout..choose.the.option.you.like.the.most."
## [40] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..1"
## [41] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..2"
## [42] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..3"
## [43] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..4"
## [44] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..5"
```

```
colnames(my.data)<-c("Timestamp", "Age", "Primary.Meal.Prepper", "Household.Dietary.Restriction",
"Home.Cooking.Rate",
"Primary.Recipe.Format",
"Primary.Search.Website",
"Enjoyed.Website.Searching", "Comments.Enjoyed.Website.Searching", "NOT.Enjoyed.Website.Searching", "Comments.Enjoyed.Website.Browsing", "Comments.NOT.Enjoyed.Website.Browsing",
"Previous.Recipe.Search.Frequency",
"Browsing.While.Searching.Frequency",
"Click.Rate",
"Search.Browse.Same.Websites",
"Primary.Browsing.Website",
"Enjoyed.Website.Browsing",
"Comments.Enjoyed.Website.Browsing", "NOT.Enjoyed.Website.Browsing", "Comments.NOT.Enjoyed.Website.Browsing",
"Source.of.Influential.Reviews", "Frequency.Reviews.Effect.Behavior",
"Frequency.Seek.Out.Review",
"Frequency.of.Review",
"Frequency.of.Recipe.Saving",
"Method.of.Recipe.Saving",
"Modification.Frequency",
"Modification.Influence.Factors",
"Modification.Record.Frequency",
"Modification.Record.Method",
"Satisfaction.with.Available.Record.Methods",
"Interest.in.Improved.Record.Method",
"Frequency.of.Recipe.Discussion", "Frequency.of.Reading.Discussion",
"Primary.Discussion.Medium", "Enjoyed.Features.of.Discussion.Mediums", "Ingredients.L.V.Above",
"Ingredients.L.Comments.Inline.V.Below", "Ingredients.Above.Comments.Below.V.Inline", "Ingredients.By.Step.V.Scroll.L",
"Ingredients.By.Step.V.Scroll.L",
"Ingredients.Above.V.Scroll.L")
```

Re-Factor Data

If Respondent indicated that they search and browse on the same websites, populate the empty cells with the same data. This assumes that the user's searching behavior is exactly the same as the browsing behavior if the user selected yes for searching and browsing on the same websites.

```
for (i in 1:nrow(my.data)){
  if (my.data$Search.Browse.Same.Websites[i]=="No"){
    my.data$Primary.Browsing.Website[i]<-my.data$Primary.Search.Website[i]
    my.data$Enjoyed.Website.Browsing[i]<-my.data$Enjoyed.Website.Searching[i]
    my.data$NOT.Enjoyed.Website.Browsing[i]<-my.data$NOT.Enjoyed.Website.Searching[i]
  }
}
```

Since the data set is small, I am consolidating some of the categories.

- Primary Meal Prepper will be Respondent if the individual taking the survey indicated that they are the primary meal prepper in their household or if they cook for themselves, and other in all other cases.
- Dietary restriction will become a yes or no question
- Home Cooking Rate will become Daily if the respondents cooks at home most days, weekly if the respondent cooks several times a week, and monthly is the respondent cooks a couple times a month.

my.data

##	Timestamp	Age
## 1	2021/02/12 10:50:26 PM EST	18 - 24 years old
## 2	2021/02/12 11:38:42 PM EST	18 - 24 years old
## 3	2021/02/13 7:53:46 AM EST	18 - 24 years old
## 4	2021/02/13 10:33:30 AM EST	18 - 24 years old
## 5	2021/02/13 11:03:34 AM EST	18 - 24 years old
## 6	2021/02/13 11:16:23 AM EST	18 - 24 years old
## 7	2021/02/13 11:20:25 AM EST	18 - 24 years old
## 8	2021/02/13 12:04:54 PM EST	18 - 24 years old
## 9	2021/02/13 12:28:28 PM EST	18 - 24 years old
## 10	2021/02/13 2:00:24 PM EST	55 - 64 years old
## 11	2021/02/13 2:26:53 PM EST	55 - 64 years old
## 12	2021/02/13 2:44:37 PM EST	18 - 24 years old
## 13	2021/02/13 3:32:57 PM EST	18 - 24 years old
## 14	2021/02/13 3:43:29 PM EST	18 - 24 years old
## 15	2021/02/13 3:46:23 PM EST	35 - 44 years old
## 16	2021/02/13 4:08:30 PM EST	18 - 24 years old
## 17	2021/02/13 4:11:11 PM EST	18 - 24 years old
## 18	2021/02/13 6:00:29 PM EST	18 - 24 years old
## 19	2021/02/13 6:33:08 PM EST	25 - 34 years old
## 20	2021/02/13 8:20:22 PM EST	18 - 24 years old
## 21	2021/02/13 10:20:49 PM EST	25 - 34 years old
## 22	2021/02/14 12:32:25 AM EST	55 - 64 years old
## 23	2021/02/14 1:58:41 AM EST	18 - 24 years old
## 24	2021/02/14 3:24:28 PM EST	18 - 24 years old
## 25	2021/02/14 7:30:26 PM EST	18 - 24 years old
## 26	2021/02/15 8:49:25 AM EST	18 - 24 years old
## 27	2021/02/15 9:26:56 AM EST	18 - 24 years old
## 28	2021/02/15 9:45:18 AM EST	18 - 24 years old
## 29	2021/02/15 11:10:16 AM EST	18 - 24 years old
## 30	2021/02/15 2:42:04 PM EST	18 - 24 years old
## 31	2021/02/15 3:30:17 PM EST	18 - 24 years old
## 32	2021/02/15 3:43:30 PM EST	18 - 24 years old
## 33	2021/02/15 5:42:27 PM EST	18 - 24 years old
## 34	2021/02/15 7:34:29 PM EST	25 - 34 years old
## 35	2021/02/15 9:26:24 PM EST	18 - 24 years old
## 36	2021/02/16 1:07:08 AM EST	18 - 24 years old
## 37	2021/02/16 5:46:50 AM EST	18 - 24 years old
## 38	2021/02/16 9:49:46 AM EST	18 - 24 years old
## 39	2021/02/16 11:25:00 AM EST	18 - 24 years old
## 40	2021/02/16 1:04:05 PM EST	18 - 24 years old
## 41	2021/02/16 1:51:32 PM EST	18 - 24 years old

42 2021/02/16 1:54:24 PM EST 25 - 34 years old
 ## 43 2021/02/16 2:09:32 PM EST 18 - 24 years old
 ## 44 2021/02/16 5:22:49 PM EST 45 - 54 years old
 ## 45 2021/02/17 4:29:06 AM EST 18 - 24 years old
 ## 46 2021/02/17 6:45:03 PM EST 18 - 24 years old
 ## 47 2021/02/18 11:09:46 AM EST 18 - 24 years old
 ## 48 2021/02/18 4:22:31 PM EST 18 - 24 years old
 ## 49 2021/02/18 4:28:35 PM EST 18 - 24 years old
 ## 50 2021/02/18 4:30:26 PM EST 18 - 24 years old
 ## 51 2021/02/18 4:30:42 PM EST 18 - 24 years old
 ## 52 2021/02/18 4:34:57 PM EST 18 - 24 years old
 ## 53 2021/02/18 4:59:22 PM EST 18 - 24 years old
 ## 54 2021/02/19 11:45:09 AM EST 25 - 34 years old
 ## 55 2021/02/19 4:32:19 PM EST 18 - 24 years old
 ## 56 2021/02/20 9:50:53 AM EST 55 - 64 years old
 ## 57 2021/02/21 9:21:49 PM EST 18 - 24 years old
 ## 58 2021/02/22 5:30:52 PM EST 18 - 24 years old

##	Primary.Meal.Prepper
## 1	You
## 2	Roommate
## 3	I cook for myself
## 4	Parent
## 5	You
## 6	I cook for myself
## 7	Parent
## 8	Parent
## 9	Parent
## 10	You
## 11	You
## 12	You
## 13	I cook for myself
## 14	Sibling
## 15	You
## 16	Parent
## 17	I cook for myself
## 18	You
## 19	I cook for myself
## 20	You
## 21	Spouse
## 22	You
## 23	I cook for myself
## 24	I cook for myself
## 25	I cook for myself
## 26	You
## 27	Parent
## 28	You
## 29	Parent
## 30	You
## 31	I cook for myself
## 32	I cook for myself
## 33	I cook for myself
## 34	You
## 35	I cook for myself
## 36	I cook for myself

## 37	Parent
## 38	You
## 39	I cook for myself
## 40	Parent
## 41	Parent
## 42	I cook for myself
## 43	Parent
## 44	You
## 45	Roommate
## 46	Parent
## 47	House keeper makes most meals, otherwise, we each make our own thing
## 48	You
## 49	You
## 50	You
## 51	I cook for myself
## 52	Parent
## 53	Parent
## 54	Spouse
## 55	I cook for myself
## 56	You
## 57	I cook for myself
## 58	I cook for myself
##	Household.Dietary.Restriction
## 1	Vegitarian
## 2	Vegitarian;Lactose intolerant
## 3	Flexitarian/rarely cook meat
## 4	Vegitarian
## 5	Lactose intolerant
## 6	Nut allergy
## 7	None
## 8	None
## 9	None
## 10	None
## 11	Organic
## 12	Vegan
## 13	None
## 14	Gluten-free
## 15	Gluten-free
## 16	Lactose intolerant
## 17	None
## 18	Vegitarian
## 19	None
## 20	Vegitarian;Lactose intolerant
## 21	None
## 22	Gluten-free;Vegitarian;Lactose intolerant
## 23	Vegan
## 24	Gluten-free;Nut allergy
## 25	None
## 26	Flexitarian/ on a diet privileging plant-based and fair trade options
## 27	Nut allergy
## 28	None
## 29	None
## 30	Nut allergy;Lactose intolerant;Sea food free
## 31	None

## 32	Sugar-free;Lactose intolerant
## 33	Lactose intolerant
## 34	Vegitarian
## 35	None
## 36	None
## 37	seafood allergy, halal
## 38	Lactose intolerant
## 39	Nut alergy
## 40	None
## 41	Halal
## 42	Lactose intolerant
## 43	None
## 44	None
## 45	None
## 46	None
## 47	Vegitarian
## 48	None
## 49	None
## 50	None
## 51	Lactose intolerant
## 52	None
## 53	None
## 54	None
## 55	Vegan
## 56	None
## 57	None
## 58	
##	Home.Cooking.Rate
## 1	Almost every meal
## 2	Once or twice a month
## 3	Almost every meal
## 4	Almost every meal
## 5	Almost every meal
## 6	Almost every meal
## 7	Almost every meal
## 8	Almost every meal
## 9	Almost every meal
## 10	Almost every meal
## 11	Every meal
## 12	Almost every meal
## 13	Once or twice a week
## 14	Daily
## 15	Every meal
## 16	Daily
## 17	Every meal
## 18	Several times a week
## 19	Every meal
## 20	Almost every meal
## 21	Once or twice a week
## 22	Almost every meal
## 23	Daily
## 24	Almost every meal
## 25	Almost every meal
## 26	Almost every meal

```

## 27 Once or twice a month
## 28     Almost every meal
## 29     Almost every meal
## 30 Several times a week
## 31     Almost every meal
## 32         Daily
## 33 Once or twice a month
## 34         Every meal
## 35 Several times a week
## 36 Several times a week
## 37     Almost every meal
## 38         Daily
## 39     Almost every meal
## 40     Almost every meal
## 41     Almost every meal
## 42     Almost every meal
## 43     Almost every meal
## 44     Almost every meal
## 45     Almost every meal
## 46 Several times a week
## 47     Almost every meal
## 48 Once or twice a week
## 49         Daily
## 50         Every meal
## 51 Several times a week
## 52         Every meal
## 53         Every meal
## 54     Almost every meal
## 55     Almost every meal
## 56     Almost every meal
## 57         Daily
## 58     Almost every meal
##
##                                     Primary.Recipe.Format
## 1                                     Mobile Website
## 2                                     Mobile Website
## 3 Mobile Website;Desktop Website;Digital photos of cookbook recipes
## 4                                     Mobile Website
## 5                                     Mobile Website
## 6                                     Desktop Website
## 7                                     Cook Book;Mobile Website
## 8                                     Desktop Website
## 9                                     Mobile Website;Desktop Website
## 10                                    Printed from Internet;Mobile Website
## 11                                    Mobile Website;Video recipe
## 12                                    Cook Book;Mobile Website;Desktop Website
## 13                                    Printed from Internet;Cook Book
## 14                                    Printed from Internet;Cook Book;Mobile Website
## 15                                    Mobile Website
## 16                                    Mobile Website
## 17                                    Desktop Website
## 18                                    Mobile Website;Desktop Website
## 19                                    Mobile Website;Desktop Website;handwritten
## 20                                    Cook Book;Mobile Website;Desktop Website;Video recipe
## 21                                    Video recipe

```

```

## 22      Printed from Internet;Cook Book;Desktop Website;Recipe cards
## 23              Mobile Website;Desktop Website
## 24              Mobile Website;Video recipe;mom's recipes
## 25                      Desktop Website
## 26      Cook Book;Mobile Website;Desktop Website;Video recipe
## 27      Cook Book;Mobile Website;Desktop Website;Video recipe
## 28                      Mobile Website
## 29                      Mobile Website;Video recipe
## 30                      Mobile Website;Desktop Website
## 31                      Video recipe
## 32              Mobile Website;Desktop Website;Video recipe
## 33                      Desktop Website
## 34              Mobile Website;Desktop Website
## 35      Cook Book;Mobile Website;Desktop Website;Video recipe
## 36                      Mobile Website
## 37                      Mobile Website
## 38              Cook Book;Desktop Website;Video recipe
## 39                      Mobile Website;Desktop Website
## 40              Cook Book;Mobile Website;Video recipe
## 41              Cook Book;Mobile Website;Video recipe
## 42      Printed from Internet;Cook Book;Mobile Website;Desktop Website
## 43                      Video recipe
## 44              Printed from Internet;Desktop Website
## 45              Mobile Website;Desktop Website;Video recipe
## 46                      Mobile Website;Video recipe
## 47              Cook Book;Mobile Website;Video recipe
## 48                      Desktop Website
## 49                      Desktop Website
## 50                      Mobile Website;Desktop Website
## 51              Printed from Internet;Video recipe
## 52                      Desktop Website;Video recipe
## 53              Printed from Internet
## 54              Mobile Website;Desktop Website
## 55                      Mobile Website
## 56      Mobile Website;Some old family recipes on 3x5 cards etc.
## 57      Printed from Internet;Cook Book;Mobile Website;Desktop Website
## 58                      Mobile Website;Video recipe
##
## 1
## 2
## 3      YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten
## 4
## 5
## 6
## 7
## 8
## 9                      Online Cooking Magazines (New York Times, Bon Appetit
## 10
## 11
## 12                      Online Cooking Magazines (New York Times, Bon Appetit
## 13
## 14                      Online Co
## 15
## 16

```


## 17	
## 18	
## 19	
## 20	TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon A
## 21	
## 22	Blog
## 23	
## 24	
## 25	
## 26	
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## 28	
## 29	YouTube;Online Co
## 30	
## 31	
## 32	Facebook;YouTube;Online Cooking Magazines (New York Times, Bon A
## 33	YouTube;Online Cooking Magazines (New York Times, Bon A
## 34	Pinto
## 35	YouTube;Online Cooking Magazines (New York Times, Bon Appetit
## 36	Online Cooking Magazines (New York Times, Bon Appetit
## 37	
## 38	YouTube;Online Cooking Magazines (New York Times, Bon A
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## 40	YouTube;On
## 41	
## 42	Online Cooking
## 43	
## 44	Online Co
## 45	Online Cooking Magazines (New York Times, Bon A
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## 49	
## 50	TikTok;Online Cooking Magazines (New York Times, Bon Appetit
## 51	
## 52	
## 53	
## 54	Online Cooking Magazines (New York Times, Bon Appetit
## 55	
## 56	
## 57	
## 58	YouTube;Online Cooking Magazines (New York Times, Bon Appetit
##	
## 1	Online Cooking Magaz
## 2	
## 3	Online Cooking Magazines (New York Times, Bon Appetit
## 4	
## 5	
## 6	Online Cooking Magaz
## 7	YouTube;Online Cooking Magazines (New York
## 8	
## 9	Blogs (Budg
## 10	
## 11	Blogs (Budg

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## 12      TikTok;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budg
## 13
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## 22      Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen
## 23
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## 25
## 26      Pinterest;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budg
## 27
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## 33
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## 35
## 36      Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budg
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## 50
## 51
## 52
## 53
## 54      Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budg
## 55
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## 57
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##
## 1
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## 5
## 6

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1

(about the blogs and cooking websites etc.)

For those

I don't seek recipes because I have a food delivery service called good foods. So I don't look to

2 Facebook;Reddit;TikTok;Pinterest;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, e
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21 Facebook;Reddit;TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, e
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48 Facebook;Reddit;TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, e
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56 Facebook;Reddit;TikTok;Pinter
57 Pinter
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26 While I still might enjoy some videos from t
27
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39
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41
42
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44
45
46 In most cases, the author puts a little story about their personal connection to the recipe (exam
47 I really hate pinterest. I looked up one
48
49
50

```

## 51
## 52
## 53
## 54
## 55
## 56
## 57
## 58
##      Recipe.Search.Bar.Frequency Previous.Recipe.Search.Frequency
## 1              1                      1
## 2              5                      5
## 3              4                      3
## 4              4                      4
## 5              2                      1
## 6              3                      3
## 7              3                      4
## 8              1                      2
## 9              1                      4
## 10             4                      4
## 11             5                      5
## 12             2                      3
## 13             5                      2
## 14             3                      3
## 15             2                      2
## 16             3                      2
## 17             4                      5
## 18             4                      4
## 19             4                      4
## 20             4                      5
## 21             1                      2
## 22             2                      3
## 23             4                      4
## 24             3                      2
## 25             2                      3
## 26             4                      2
## 27             4                      4
## 28             2                      3
## 29             5                      5
## 30             1                      1
## 31             1                      3
## 32             4                      4
## 33             3                      4
## 34             4                      5
## 35             1                      4
## 36             2                      4
## 37             1                      2
## 38             2                      2
## 39             2                      2
## 40             4                      4
## 41             2                      3
## 42             5                      3
## 43             3                      4
## 44             2                      3
## 45             3                      3

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## 46	2	5
## 47	1	5
## 48	4	3
## 49	1	3
## 50	5	4
## 51	3	5
## 52	NA	5
## 53	4	1
## 54	4	4
## 55	5	3
## 56	3	4
## 57	4	4
## 58	2	2

##	Browsing.While.Searching.Frequecny	Click.Rate	Search.Browse.Same.Websites
## 1	4	4 - 7	Yes
## 2	1	0 - 3	No
## 3	4	4 - 7	Yes
## 4	2	0 - 3	Yes
## 5	4	0 - 3	No
## 6	3	0 - 3	No
## 7	5	8 - 11	Yes
## 8	1	0 - 3	Yes
## 9	3	0 - 3	No
## 10	5	4 - 7	No
## 11	5	4 - 7	Yes
## 12	3	0 - 3	No
## 13	1	0 - 3	No
## 14	5	4 - 7	No
## 15	2	4 - 7	Yes
## 16	1	4 - 7	Yes
## 17	3	0 - 3	No
## 18	3	4 - 7	Yes
## 19	5	4 - 7	Yes
## 20	4	0 - 3	No
## 21	2	4 - 7	Yes
## 22	3	0 - 3	Yes
## 23	3	0 - 3	No
## 24	2	0 - 3	Yes
## 25	2	0 - 3	Yes
## 26	4	4 - 7	Yes
## 27	2	4 - 7	Yes
## 28	1	0 - 3	No
## 29	2	0 - 3	No
## 30	1	0 - 3	No
## 31	3	0 - 3	Yes
## 32	5	0 - 3	No
## 33	4	4 - 7	Yes
## 34	3	4 - 7	Yes
## 35	3	0 - 3	Yes
## 36	3	0 - 3	No
## 37	1	4 - 7	No
## 38	2	0 - 3	Yes
## 39	2	0 - 3	Yes
## 40	3	4 - 7	No

##	41	2	0 - 3	No
##	42	1	0 - 3	No
##	43	1	0 - 3	No
##	44	2	4 - 7	No
##	45	4	0 - 3	Yes
##	46	4	16 - 19	No
##	47	1	0 - 3	Yes
##	48	3	0 - 3	Yes
##	49	2	0 - 3	No
##	50	5	0 - 3	Yes
##	51	2	0 - 3	No
##	52	4	0 - 3	No
##	53	3	0 - 3	No
##	54	3	0 - 3	No
##	55	5	4 - 7	Yes
##	56	4	4 - 7	Yes
##	57	2	4 - 7	No
##	58	3	4 - 7	No
##				
##	1			Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;Pinterest;TikTok
##	2			
##	3			Reddit;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);Pinterest;TikTok
##	4			YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);Pinterest;TikTok
##	5			
##	6			Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;Pinterest;TikTok
##	7			
##	8			
##	9			Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;Pinterest;TikTok
##	10			
##	11			Facebook;Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;Pinterest;TikTok
##	12			Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;Pinterest;TikTok
##	13			
##	14			Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;Pinterest;TikTok
##	15			Pinterest;Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;TikTok
##	16			
##	17			
##	18			Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;Pinterest;TikTok
##	19			
##	20			TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube
##	21			
##	22			
##	23			
##	24			
##	25			
##	26			Pinterest;Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;TikTok
##	27			
##	28			
##	29			YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);Pinterest;TikTok
##	30			
##	31			
##	32			Facebook;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);Pinterest;TikTok
##	33			YouTube;Blogs (Budget Bytes, Smitten Kitchen, etc.);Pinterest;TikTok
##	34			Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.);YouTube;TikTok
##	35			


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## 36      Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitt
## 37
## 38
## 39      Online Cooking
## 40      YouTube;Online Cooking Magazines (New York T
## 41
## 42      Online Cooking Magazines (New York Times, Bon Ap
## 43
## 44      Online Cooking Magazines (New York Times, B
## 45      (
## 46
## 47
## 48
## 49
## 50      TikTok;Online Cooking Magazines (New York Times, I
## 51
## 52
## 53
## 54      Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitt
## 55
## 56
## 57
## 58      YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitt
##
## 1      Online Cooking Magazines (New Y
## 2
## 3
## 4      YouTube;Online Cooking Magazines
## 5
## 6      Online Cooking Magazines (New Y
## 7
## 8
## 9      Blogs (Budget Bytes, S
## 10     P
## 11     Facebook;Blogs (Budget Bytes, S
## 12      TikTok;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, S
## 13
## 14
## 15     Pinterest;Blogs (Budget I
## 16
## 17
## 18
## 19
## 20     TikTok;Pinterest;Online Cooking Magazines
## 21
## 22
## 23     Pinte
## 24
## 25
## 26     YouTube;Blogs (Budget I
## 27
## 28
## 29     YouTube;Online Cooking Magazines (New Y
## 30

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YouTube;Blogs (Budget Bytes, etc.)

Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, etc.)

Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, etc.)

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45
46
47 It is a love-hate thing. I get down a rabbit hole of youtube videos and I see that there is a vid
48
49
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51
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58

1
2 Facebook;Reddit;TikTok;Pinterest;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, e
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16
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18
19
20

```

## 21      Facebook;Reddit;TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, e
## 22
## 23
## 24
## 25
## 26
## 27
## 28
## 29
## 30
## 31
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## 50
## 51
## 52
## 53
## 54
## 55
## 56      Reddit;TikTok;Pinter
## 57      Pinter
## 58
##
## 1      Hard to search
## 2
## 3      Poor search functions do not often return high quality results, I prefer to start my search on a v
## 4
## 5
## 6
## 7      The interface is messy and none of the suggestions seem to rel
## 8
## 9
## 10
## 11
## 12
## 13
## 14
## 15

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A lot of the recipes are focused on preser

weird recipes that look yucky, videos are too quick, 'trendy fo

I don't not enjoy them, I just do not actively seek inspirat

Blogs (Budget Bytes, Sm

Immediate far

Immedi

Immediate family / Friends;Blogs (Budget Bytes, Sm

```

## 11 Immediate family / Fr
## 12
## 13
## 14
## 15
## 16
## 17 Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines (
## 18
## 19
## 20 Immediate family / Friends;Groups on s
## 21
## 22 Immediate family / Friends;Blogs
## 23 Immediate famil
## 24
## 25
## 26
## 27
## 28
## 29
## 30
## 31
## 32
## 33 Immediate family / Friends;Blogs (Budget Bytes, Sm
## 34
## 35 Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines (
## 36 Immediate far
## 37
## 38 Immediate famil
## 39 Immedi
## 40
## 41
## 42 Immedi
## 43
## 44 Blogs (Budget Bytes, Sm
## 45
## 46
## 47
## 48
## 49
## 50
## 51
## 52
## 53
## 54 Immediate family / Friends;Blogs (Budget Bytes, Sm
## 55
## 56
## 57 Immediate family / Friends;Online Cooking Magazines (
## 58 Blogs (Budget Bytes, Sm
##
## 1 Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines
## 2
## 3
## 4 Immediate family / Friends;Online Cooking Magazines (New York Times, Bon Appetit, etc.);
## 5

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```

## 6 Immediate family / Friends;Online Cooking Magazines;
## 7
## 8
## 9 Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);
## 10 Online Cooking Magazines (New York Times, Bon Appetit, etc.);
## 11
## 12 Immediate family / Friends;
## 13
## 14
## 15 Immediate family / Friends;Influence;
## 16
## 17
## 18 Groups on social media;
## 19 Blogs
## 20 Immediate family / Friends;
## 21
## 22
## 23
## 24
## 25 Online Cooking Magazines;
## 26 Immediate family / Friends;
## 27 Immediate family / Friends;
## 28 Immediate family / Friends;
## 29 Influence;
## 30
## 31 Immediate family / Friends;
## 32 Groups on social media;Influence;
## 33 Immediate family / Friends;
## 34 Immediate family / Friends;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Influence;
## 35 Immediate family / Friends;Online Cooking Magazines;
## 36 Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines;
## 37
## 38 Influence;
## 39
## 40 Immediate family / Friends;Influence;
## 41 Influencers (Instagram, YouTube, Tiktok, etc.);
## 42
## 43 Influence;
## 44 Immediate family / Friends;
## 45 Immediate family / Friends;
## 46 Immediate family / Friends;Influence;
## 47 Immediate family / Friends;Influence;
## 48
## 49 Online Cooking Magazines;
## 50
## 51
## 52 Immediate family / Friends;Influence;
## 53 Immediate family / Friends;
## 54 Immediate family / Friends;Online Cooking Magazines (New York Times, Bon Appetit, etc.);
## 55
## 56 Online Cooking Magazines (New York Times, Bon Appetit, etc.);
## 57 Immediate family / Friends;
## 58 Blogs
## Frequency.Reviews.Effect.Behavior Frequency.Seek.Out.Review

```

## 1	2	2
## 2	1	1
## 3	3	3
## 4	4	3
## 5	3	2
## 6	4	4
## 7	5	4
## 8	2	1
## 9	4	3
## 10	4	4
## 11	5	3
## 12	4	4
## 13	3	1
## 14	3	3
## 15	4	4
## 16	5	4
## 17	4	4
## 18	4	3
## 19	3	3
## 20	5	5
## 21	NA	NA
## 22	4	4
## 23	3	2
## 24	3	4
## 25	3	3
## 26	4	4
## 27	2	2
## 28	1	1
## 29	3	2
## 30	2	1
## 31	4	2
## 32	5	5
## 33	1	4
## 34	4	4
## 35	5	4
## 36	4	4
## 37	4	3
## 38	4	3
## 39	4	4
## 40	4	4
## 41	4	4
## 42	4	5
## 43	4	1
## 44	3	2
## 45	4	4
## 46	4	5
## 47	2	3
## 48	3	3
## 49	2	2
## 50	5	5
## 51	1	3
## 52	4	4
## 53	4	3
## 54	4	3

## 55	1	2
## 56	3	2
## 57	4	3
## 58	3	2
##	Frequency.of.Review	Frequency.of.Recipe.Saving
## 1	1	1
## 2	1	1
## 3	4	4
## 4	4	4
## 5	1	2
## 6	3	2
## 7	3	4
## 8	2	2
## 9	3	4
## 10	2	4
## 11	3	2
## 12	1	3
## 13	4	1
## 14	4	5
## 15	4	3
## 16	4	3
## 17	1	3
## 18	4	4
## 19	1	4
## 20	4	5
## 21	NA	NA
## 22	3	4
## 23	2	4
## 24	4	3
## 25	1	1
## 26	4	5
## 27	3	3
## 28	2	3
## 29	1	5
## 30	1	1
## 31	1	2
## 32	2	5
## 33	1	3
## 34	1	1
## 35	5	2
## 36	4	4
## 37	2	3
## 38	3	4
## 39	3	2
## 40	3	4
## 41	5	2
## 42	1	4
## 43	5	4
## 44	2	2
## 45	1	4
## 46	3	5
## 47	2	1
## 48	3	2
## 49	2	4

## 50	2	4	
## 51	1	5	
## 52	4	5	
## 53	2	4	
## 54	3	5	
## 55	4	3	
## 56	2	4	
## 57	3	4	
## 58	4	4	
##			Method.of.L
## 1			
## 2			
## 3			Brow
## 4			Browser Bookmarks;Digital :
## 5			
## 6			s
## 7			Save function built into your website of choice;Digital :
## 8			
## 9			Browser Bookmarks;Digital :
## 10			Physical :
## 11			Digital :
## 12			Pinterest;Save function built into your webs
## 13			
## 14			Physical filing system;Save function built into your website of choice;Digital :
## 15			
## 16			Save function built into your website of choice;Browser Bookmarks;Digital :
## 17			Save function built into your webs
## 18			Brow
## 19			Physical filing system;Brow
## 20			Physical filing system;Save function built into your webs
## 21			
## 22			Physical filing system;Save function built into your website of choice;Browser Bookmarks;Digital :
## 23			
## 24			
## 25			Brow
## 26			Pinterest;Browser Bookmarks;Digital :
## 27			Brow
## 28			Brow
## 29			Brow
## 30			Brow
## 31			
## 32			Physical filing system;Save function built into your website of choice;Brow
## 33			Digital :
## 34			Brow
## 35			Browser Bookmarks;Digital :
## 36			Brow
## 37			Digital :
## 38			Brow
## 39			Physical :
## 40			
## 41			I tell myself I won't forget how to make this recipe and
## 42			Brow
## 43			tik
## 44			Physical filing system;Digital :

## 45	Save function built into your webs
## 46	Save function built into your webs
## 47	
## 48	Digital :
## 49	Digital :
## 50	Digital :
## 51	Digital :
## 52	Save function built into your webs
## 53	Brow
## 54	Digital :
## 55	Brow
## 56	Physical filing system;Brow
## 57	Pinterest;Digital :
## 58	Brow
##	Modification.Frequency
## 1	1
## 2	5
## 3	2
## 4	2
## 5	NA
## 6	3
## 7	4
## 8	5
## 9	3
## 10	4
## 11	3
## 12	3
## 13	5
## 14	2
## 15	4
## 16	2
## 17	4
## 18	4
## 19	2
## 20	3
## 21	NA
## 22	2
## 23	3
## 24	2
## 25	3
## 26	3
## 27	2
## 28	3
## 29	4
## 30	2
## 31	1
## 32	3
## 33	3
## 34	2
## 35	2
## 36	3
## 37	2
## 38	5
## 39	1

```

## 40          1
## 41          4
## 42          4
## 43          1
## 44          4
## 45          2
## 46          4
## 47          3
## 48          3
## 49          4
## 50          4
## 51          2
## 52          2
## 53          5
## 54          4
## 55          1
## 56          3
## 57          3
## 58          5
##
## 1          Dietary restriction;Allergies;Flavor or food preference;Nutritional or dietary need
## 2
## 3          Flavor or food preference
## 4 Dietary restriction;Flavor or food preference;Nutritional or dietary need;Necessary ingredient(s)
## 5
## 6          Dietary restriction;Allergies;Necessary ingredient(s)
## 7
## 8
## 9          Necessary ingredient(s)
## 10
## 11
## 12          Dietary restriction;Flavor or food preference;Necessary ingredient(s)
## 13
## 14          Dietary restr
## 15
## 16          Flavor or food preference;Necessary ingredient(s)
## 17          Flavor or food p
## 18
## 19          Flavor or food preference;Necessary ingredient(s) unavailable;Use ingredients in your
## 20          Dietary restriction;Allergies;Flavor or food preference
## 21
## 22          Dietary restriction;Allergies;Flavor or food pre
## 23          Dietary restr
## 24          Dietary restriction;Allergies;Flavor or food preference
## 25          Dietary restriction;Allergies;Flavor or food preference;Necessary ingredient(s)
## 26          Dietary
## 27
## 28          Flavor or food preference;Necessary ingredient(s)
## 29          Flavor or food preference
## 30
## 31
## 32          Dietary restric
## 33          Dietary restr
## 34          Dietary restriction

```

## 35		Necessary ingredient(s)
## 36	Dietary restriction;Flavor or food preference;Nutritional or dietary need	
## 37		
## 38		
## 39		Necessary ingredient(s)
## 40		Flavor or food preference
## 41		Nutritional or dietary need
## 42		Dietary restriction
## 43		
## 44		
## 45		
## 46	Dietary restriction;Nutritional or dietary need	
## 47	Flavor or food preference;Nutritional or dietary need	
## 48		
## 49		
## 50		Flavor or food preference
## 51		
## 52		Flavor or food preference
## 53		
## 54		Flavor or food preference
## 55	Dietary restriction;Flavor or food preference	
## 56	Flavor or food preference;Necessary ingredient(s)	
## 57	Flavor or food preference;Necessary ingredient(s)	
## 58		Flavor or food preference
##	Modification.Record.Frequency	
## 1	1	
## 2	1	
## 3	2	
## 4	2	
## 5	1	
## 6	2	
## 7	4	
## 8	1	
## 9	2	
## 10	5	
## 11	1	
## 12	1	
## 13	1	
## 14	3	
## 15	2	
## 16	2	
## 17	1	
## 18	1	
## 19	2	
## 20	3	
## 21	NA	
## 22	5	
## 23	1	
## 24	1	
## 25	1	
## 26	4	
## 27	4	
## 28	2	
## 29	4	

## 30	1
## 31	1
## 32	5
## 33	5
## 34	4
## 35	1
## 36	3
## 37	1
## 38	1
## 39	2
## 40	2
## 41	1
## 42	5
## 43	1
## 44	1
## 45	1
## 46	1
## 47	1
## 48	NA
## 49	4
## 50	2
## 51	2
## 52	1
## 53	1
## 54	2
## 55	1
## 56	2
## 57	2
## 58	1
##	Modification.Record.Method
## 1	
## 2	None
## 3	Mentally?
## 4	Digital notes
## 5	Physical notes
## 6	Mental note
## 7	Physical notes;Digital notes
## 8	Physical notes
## 9	Physical notes
## 10	Physical notes
## 11	
## 12	
## 13	I donâ\200\231t :o
## 14	Physical notes
## 15	Comments section provided for recipe
## 16	Digital notes
## 17	Comments section provided for recipe
## 18	Memory
## 19	Physical notes
## 20	Physical notes
## 21	
## 22	Physical notes
## 23	N/A
## 24	

```

## 25
## 26 Digital notes;I mostly just remember it for next time
## 27
## 28           Digital notes
## 29           brainpower
## 30           I dont
## 31
## 32 Comments section provided for recipe;Digital notes
## 33           Digital notes
## 34           I don't
## 35
## 36           I store it in my noggin
## 37           I don't..
## 38
## 39           Physical notes
## 40           i dont
## 41
## 42           Mental note
## 43           i don't
## 44           Physical notes
## 45           Digital notes
## 46
## 47
## 48           Physical notes
## 49           Digital notes
## 50           Digital notes
## 51           Digital notes
## 52
## 53
## 54           Digital notes
## 55
## 56           Comments section provided for recipe
## 57
## 58
## Satisfaction.with.Available.Record.Methods
## 1           3
## 2           3
## 3           2
## 4           2
## 5           3
## 6           3
## 7           3
## 8           5
## 9           2
## 10          5
## 11          2
## 12          3
## 13          3
## 14          5
## 15          1
## 16          2
## 17          3
## 18          3
## 19          2

```

## 20	3
## 21	NA
## 22	1
## 23	3
## 24	NA
## 25	3
## 26	2
## 27	3
## 28	3
## 29	4
## 30	3
## 31	NA
## 32	3
## 33	5
## 34	5
## 35	3
## 36	4
## 37	3
## 38	3
## 39	3
## 40	3
## 41	3
## 42	3
## 43	3
## 44	4
## 45	3
## 46	NA
## 47	3
## 48	NA
## 49	4
## 50	3
## 51	5
## 52	4
## 53	NA
## 54	3
## 55	1
## 56	4
## 57	2
## 58	1
##	Interest.in.Improved.Record.Method Frequency.of.Recipe.Discussion
## 1	No 1
## 2	No 1
## 3	Yes 4
## 4	Yes 4
## 5	No 4
## 6	Yes 4
## 7	Yes 4
## 8	No 2
## 9	Yes 2
## 10	No 4
## 11	Yes 3
## 12	Yes 4
## 13	No 1
## 14	Yes 1

## 15	Yes	2
## 16	Yes	4
## 17	No	4
## 18	Yes	4
## 19	Yes	3
## 20	Yes	4
## 21		NA
## 22	Yes	4
## 23	No	4
## 24		4
## 25	No	2
## 26	Yes	5
## 27	Yes	3
## 28	Yes	1
## 29	Yes	2
## 30	No	2
## 31	No	3
## 32	Yes	3
## 33	No	1
## 34	No	4
## 35	Yes	5
## 36	No	4
## 37	Yes	2
## 38	No	2
## 39	Yes	3
## 40		4
## 41	Yes	1
## 42	Yes	5
## 43	No	5
## 44	Yes	1
## 45	No	4
## 46		1
## 47	No	2
## 48	Yes	3
## 49	Yes	4
## 50	Yes	4
## 51	Yes	1
## 52	No	5
## 53	No	4
## 54	No	4
## 55	Yes	2
## 56	No	2
## 57	Yes	3
## 58	Yes	3
##	Frequency.of.Reading.Discussion	
## 1	1	
## 2	1	
## 3	4	
## 4	1	
## 5	2	
## 6	2	
## 7	3	
## 8	1	
## 9	4	

## 10	4
## 11	5
## 12	3
## 13	4
## 14	2
## 15	3
## 16	1
## 17	3
## 18	1
## 19	2
## 20	3
## 21	NA
## 22	3
## 23	2
## 24	4
## 25	1
## 26	5
## 27	2
## 28	1
## 29	4
## 30	1
## 31	4
## 32	2
## 33	1
## 34	1
## 35	2
## 36	2
## 37	1
## 38	3
## 39	4
## 40	2
## 41	4
## 42	3
## 43	1
## 44	2
## 45	4
## 46	1
## 47	1
## 48	3
## 49	4
## 50	1
## 51	1
## 52	4
## 53	2
## 54	2
## 55	1
## 56	2
## 57	2
## 58	4
##	
## 1	
## 2	
## 3	
## 4	

```

## 5
## 6 Online Cooking Magazines (New York Times, Bon App
## 7
## 8
## 9
## 10
## 11
## 12
## 13
## 14
## 15
## 16
## 17 Online Cooking Magazines (New York T
## 18
## 19
## 20 Pinterest;Online Cooking Magazines (New York T
## 21
## 22
## 23
## 24
## 25
## 26 Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, etc);Blogs (Budget Bytes, Smitten
## 27
## 28
## 29 Online Cooking Magazines (New York Times, Bon Appetit, etc);Blogs (Budget Bytes, Smitten
## 30
## 31
## 32
## 33
## 34
## 35
## 36
## 37
## 38
## 39 I c
## 40
## 41
## 42 Variou
## 43
## 44
## 45 Online Cooking Magazines (New York Times, Bon Appetit, etc);Blogs (Budget Bytes, Smitten
## 46
## 47
## 48
## 49
## 50
## 51
## 52
## 53
## 54
## 55
## 56
## 57
## 58

```


 ## 1
 ## 2
 ## 3 Dedicated groups for different interests;Up/down voting posts;Up/down voting comments;5 star review
 ## 4 Comment replies;Comment threads;Up/down
 ## 5
 ## 6 Up/d
 ## 7
 ## 8
 ## 9 Comment replies
 ## 10
 ## 11
 ## 12 Dedicated groups for different interests;Up/down
 ## 13
 ## 14
 ## 15 Ded:
 ## 16
 ## 17
 ## 18
 ## 19 Dedicated groups for different interests;Up/down voting posts;Up/down
 ## 20 Comment replies;Comment threads;Up/down
 ## 21
 ## 22
 ## 23
 ## 24
 ## 25 Ded:
 ## 26 Comment replies;5 star review
 ## 27 Dedicated groups for
 ## 28
 ## 29 Comment replies
 ## 30
 ## 31
 ## 32 Comment replies
 ## 33
 ## 34
 ## 35
 ## 36
 ## 37
 ## 38 Up/down voting posts;Up/down voting
 ## 39 Comment threads;Up/down voting posts;Up/down voting comments;5 star review
 ## 40
 ## 41
 ## 42 Dedicated groups for different
 ## 43
 ## 44
 ## 45 Comment replies
 ## 46
 ## 47
 ## 48
 ## 49
 ## 50
 ## 51
 ## 52 Dedicated groups for different interests;Comment replies;Up/down
 ## 53 Up/down voting posts;5 star review

54
55
56
57
58

##	Ingredients.L.V.Above	Ingredients.L.Comments.Inline.V.Below
## 1	A	A
## 2	B	A
## 3	A	A
## 4	A	A
## 5	B	B
## 6	A	B
## 7	B	B
## 8	A	A
## 9	A	B
## 10	B	A
## 11	A	B
## 12	B	A
## 13	B	A
## 14	B	B
## 15	A	A
## 16	B	B
## 17	B	A
## 18	B	A
## 19	A	B
## 20	A	B
## 21		
## 22	B	A
## 23	B	A
## 24	B	A
## 25	A	A
## 26	B	A
## 27	A	A
## 28	A	A
## 29	B	A
## 30	A	A
## 31	A	B
## 32	A	A
## 33	A	A
## 34	A	
## 35	A	A
## 36	A	A
## 37	B	A
## 38	A	A
## 39	A	B
## 40	B	A
## 41	B	A
## 42	A	B
## 43	A	A
## 44	B	A
## 45	A	B
## 46	B	A
## 47	B	A
## 48	B	B

Up/d

## 49	B	B
## 50	A	A
## 51	B	A
## 52	A	A
## 53	B	A
## 54	A	B
## 55	B	B
## 56	A	A
## 57	A	B
## 58	A	A
##	Ingredients.Above.Comments.Below.V.Inline	Ingredients.By.Step.V.Above
## 1	A	A
## 2	B	A
## 3	A	B
## 4	B	A
## 5	B	A
## 6	B	B
## 7	B	B
## 8	A	B
## 9	B	A
## 10	B	A
## 11	A	A
## 12	B	A
## 13	B	A
## 14	B	B
## 15	B	A
## 16	B	A
## 17	A	A
## 18	A	A
## 19	B	A
## 20	B	A
## 21		
## 22	A	A
## 23	B	A
## 24	A	A
## 25	A	B
## 26	A	B
## 27	B	A
## 28	B	A
## 29	A	B
## 30	A	A
## 31	B	A
## 32	B	A
## 33	B	A
## 34	A	A
## 35	B	A
## 36	A	B
## 37	A	A
## 38	A	A
## 39	B	B
## 40	A	A
## 41	B	B
## 42	B	A
## 43	B	A

## 44		B	A
## 45		B	A
## 46		A	A
## 47		B	A
## 48		B	A
## 49		A	A
## 50		A	A
## 51		A	A
## 52		A	B
## 53		A	A
## 54		B	B
## 55		B	A
## 56		B	A
## 57		B	B
## 58		A	A
##	Ingredients.By.Step.V.Scroll.L	Ingredients.Above.V.Scroll.L	
## 1	B	B	
## 2	A	A	
## 3	B	B	
## 4	B	B	
## 5	A	B	
## 6	B	B	
## 7	B	B	
## 8	A	A	
## 9	A	B	
## 10	A	B	
## 11	B	B	
## 12	B	B	
## 13	A	A	
## 14	A	A	
## 15	B	B	
## 16	A	A	
## 17	A	B	
## 18	A	A	
## 19	B	B	
## 20	A	B	
## 21			
## 22	A	B	
## 23	A	B	
## 24	A	B	
## 25	A	A	
## 26	B	B	
## 27	B	B	
## 28	A	B	
## 29	A	B	
## 30	A	B	
## 31	A	B	
## 32	A	B	
## 33	A	B	
## 34	A	B	
## 35	A	A	
## 36	B	B	
## 37	A	A	
## 38	A	B	

## 39	B	B
## 40	A	B
## 41	B	B
## 42	B	B
## 43	A	A
## 44	B	B
## 45	B	B
## 46	A	A
## 47	A	A
## 48	A	B
## 49	B	A
## 50	A	B
## 51	A	A
## 52	B	B
## 53	A	B
## 54	B	B
## 55	A	B
## 56	B	B
## 57	B	B
## 58	B	B

```

my.data.factored<-my.data
my.data.factored$Age<-as.factor(my.data$Age)

my.data.factored$Primary.Meal.Prepper<-as.factor(my.data.factored$Primary.Meal.Prepper)

my.data.factored$Household.Dietary.Restriction<-as.factor(my.data.factored$Household.Dietary.Restriction)

my.data.factored$Home.Cooking.Rate<-as.factor(my.data.factored$Home.Cooking.Rate)

my.data.factored$Ingredients.L.V.Above<-as.factor(my.data.factored$Ingredients.L.V.Above)
my.data.factored$Ingredients.By.Step.V.Above<-as.factor(my.data.factored$Ingredients.By.Step.V.Above)
my.data.factored$Ingredients.Above.V.Scroll.L<-as.factor(my.data.factored$Ingredients.Above.V.Scroll.L)
my.data.factored$Ingredients.L.Comments.Inline.V.Below<-as.factor(my.data.factored$Ingredients.L.Comments.Inline.V.Below)
my.data.factored$Ingredients.By.Step.V.Scroll.L<-
  as.factor(my.data.factored$Ingredients.By.Step.V.Scroll.L)
my.data.factored$Ingredients.Above.Comments.Below.V.Inline<-
  as.factor(my.data.factored$Ingredients.Above.Comments.Below.V.Inline)
my.data.factored<- mutate(my.data.factored,
  Age = fct_collapse(Age,
    YA = c("18 - 24 years old", "25 - 34 years old"),
    Adult = c("35 - 44 years old", "45 - 54 years old", "55 - 64 years old"),
    Primary.Meal.Prepper = fct_collapse(Primary.Meal.Prepper,
      Respondent = c("You", "I cook for myself"),
      other_level = "Other"),
    Household.Dietary.Restriction=fct_collapse(Household.Dietary.Restriction,
      No="None",
      other_level = "Yes"),
    Home.Cooking.Rate=fct_collapse(Home.Cooking.Rate,
      Daily=c("Almost every meal", "Daily", "Every meal"),
      Weekly.or.Less=c("Several times a week", "Once or twice a week"),
      Ingredients.L.V.Above=fct_collapse(Ingredients.L.V.Above,
        Ing.L =c("A"),
        Ing.Above=("B")),

```



```

Ingredients.By.Step.V.Above=fct_collapse(Ingredients.By.Step.V.Above,
                                           Ing.By.Step=c("A"),
                                           Ing.Above=c("B")),
Ingredients.Above.V.Scroll.L=fct_collapse(Ingredients.Above.V.Scroll.L,
                                           Ing.Above=c("A"),
                                           Scroll.L=c("B")),
Ingredients.L.Comments.Inline.V.Below=fct_collapse(Ingredients.L.Comments.Inline.V.Below,
                                                    Ing.L.Com.Inline=c("A"),
                                                    Ing.L.Com.Above=c("B")),
Ingredients.By.Step.V.Scroll.L=fct_collapse(Ingredients.By.Step.V.Scroll.L,
                                           Ing.By.Step=c("A"),
                                           Ing.Scroll=c("B")),
Ingredients.Above.Comments.Below.V.Inline=fct_collapse(Ingredients.Above.Comments.Below.V.Inline,
                                                         Ing.Above.C.Below=c("A"),
                                                         Ing.Above.C.Inline=c("B"))
)
head(my.data.factorred)

```

```

##           Timestamp Age Primary.Meal.Prepper
## 1 2021/02/12 10:50:26 PM EST  YA           Respondent
## 2 2021/02/12 11:38:42 PM EST  YA           Other
## 3 2021/02/13 7:53:46 AM EST   YA           Respondent
## 4 2021/02/13 10:33:30 AM EST  YA           Other
## 5 2021/02/13 11:03:34 AM EST  YA           Respondent
## 6 2021/02/13 11:16:23 AM EST  YA           Respondent
## Household.Dietary.Restriction Home.Cooking.Rate
## 1                               Yes           Daily
## 2                               Yes   Weekly.or.Less
## 3                               Yes           Daily
## 4                               Yes           Daily
## 5                               Yes           Daily
## 6                               Yes           Daily
##           Primary.Recipe.Format
## 1                               Mobile Website
## 2                               Mobile Website
## 3 Mobile Website;Desktop Website;Digital photos of cookbook recipes
## 4                               Mobile Website
## 5                               Mobile Website
## 6                               Desktop Website
##
## 1
## 2
## 3 YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.)
## 4
## 5
## 6
##
## 1                               Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.)
## 2
## 3 Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.)
## 4                               Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.)
## 5
## 6                               Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen, etc.)

```

```

##
## 1                                     With online cooking mags and certain blogs, I l
## 2
## 3 Recipes are usually tested more rigorously by professionals (rather than random blogs), often use v
## 4
## 5
## 6
##
## 1
## 2 Facebook;Reddit;TikTok;Pinterest;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc
## 3
## 4
## 5
## 6
##
## 1                                     Comm
## 2                                     Anyone can post anything, less credibility.
## 3 With some blogs, Pinterest recipes, etc. the source might not be trustworthy, less of a guarantee
## 4
## 5
## 6                                     I d
##  Recipe.Search.Bar.Frequency Previous.Recipe.Search.Frequency
## 1                                     1                                     1
## 2                                     5                                     5
## 3                                     4                                     3
## 4                                     4                                     4
## 5                                     2                                     1
## 6                                     3                                     3
##  Browsing.While.Searching.Frequecny Click.Rate Search.Browse.Same.Websites
## 1                                     4         4 - 7                                     Yes
## 2                                     1         0 - 3                                     No
## 3                                     4         4 - 7                                     Yes
## 4                                     2         0 - 3                                     Yes
## 5                                     4         0 - 3                                     No
## 6                                     3         0 - 3                                     No
##
##                                     Primary.Brow
## 1 Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen,
## 2
## 3                                     Reddit;YouTube;Online Cooking Magazines (New York Times, Bon Appetit
## 4 YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten K
## 5
## 6 Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten K
##                                     Enjoyed.Wel
## 1 Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen
## 2
## 3
## 4 YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten
## 5
## 6 Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen
##
## 1
## 2
## 3 Lots of photos! I like also seeing a variety of types of dishes (pasta, salads, sides, etc) with th
## 4

```

```

## 5
## 6
##
## 1
## 2 Facebook;Reddit;TikTok;Pinterest;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, et
## 3
## 4
## 5
## 6
##
## 1
## 2 Hard to search
## 3 Poor search functions do not often return high quality results, I prefer to start my search on a w
## 4
## 5
## 6
##
## 1 Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking M
## 2
## 3 Immediate family / Friends;Groups on social
## 4 Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines (New York Times, Bon Appetit,
## 5 Online Cooking M
## 6 Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking M
##
## 1 Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines (New York
## 2
## 3
## 4 Immediate family / Friends;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Recipe Comm
## 5
## 6 Immediate family / Friends;Online Cooking Magazines (New York
## Frequency.Reviews.Effect.Behavior Frequency.Seek.Out.Review
## 1 2 2
## 2 1 1
## 3 3 3
## 4 4 3
## 5 3 2
## 6 4 4
## Frequency.of.Review Frequency.of.Recipe.Saving
## 1 1 1
## 2 1 1
## 3 4 4
## 4 4 4
## 5 1 2
## 6 3 2
## Method.of.Recipe.Saving Modification.Frequency
## 1 1
## 2 None 5
## 3 Browser Bookmarks 2
## 4 Browser Bookmarks;Digital filing system 2
## 5 Memory NA
## 6 search history 3
##
## 1 Dietary restriction;Allergies;Flavor or food preference;Nutritional or dietary need
## 2

```

```

## 3 Flavor or food preference
## 4 Dietary restriction;Flavor or food preference;Nutritional or dietary need;Necessary ingredient(s)
## 5
## 6 Dietary restriction;Allergies;Necessary ingredient(s)
## Modification.Record.Frequency Modification.Record.Method
## 1 1
## 2 1 None
## 3 2 Mentally?
## 4 2 Digital notes
## 5 1 Physical notes
## 6 2 Mental note
## Satisfaction.with.Available.Record.Methods Interest.in.Improved.Record.Method
## 1 3 No
## 2 3 No
## 3 2 Yes
## 4 2 Yes
## 5 3 No
## 6 3 Yes
## Frequency.of.Recipe.Discussion Frequency.of.Reading.Discussion
## 1 1 1
## 2 1 1
## 3 4 4
## 4 4 1
## 5 4 2
## 6 4 2
## Primary
## 1
## 2
## 3 In person conversation
## 4 Community Based Cooking Websites
## 5
## 6 Online Cooking Magazines (New York Times, Bon Appetit, etc);Blogs (Budget Bytes, Smitten Kitchen, etc)
## End
## 1
## 2
## 3 Dedicated groups for different interests;Up/down voting posts;Up/down voting comments;5 star reviews
## 4 Comment replies;Comment threads;Up/down
## 5
## 6 Up/down
## Ingredients.L.V.Above Ingredients.L.Comments.Inline.V.Below
## 1 Ing.L Ing.L.Com.Inline
## 2 Ing.Above Ing.L.Com.Inline
## 3 Ing.L Ing.L.Com.Inline
## 4 Ing.L Ing.L.Com.Inline
## 5 Ing.Above Ing.L.Com.Above
## 6 Ing.L Ing.L.Com.Above
## Ingredients.Above.Comments.Below.V.Inline Ingredients.By.Step.V.Above
## 1 Ing.Above.C.Below Ing.By.Step
## 2 Ing.Above.C.Inline Ing.By.Step
## 3 Ing.Above.C.Below Ing.Above
## 4 Ing.Above.C.Inline Ing.By.Step
## 5 Ing.Above.C.Inline Ing.By.Step
## 6 Ing.Above.C.Inline Ing.Above
## Ingredients.By.Step.V.Scroll.L Ingredients.Above.V.Scroll.L

```

## 1	Ing.Scroll	Scroll.L
## 2	Ing.By.Step	Ing.Above
## 3	Ing.Scroll	Scroll.L
## 4	Ing.Scroll	Scroll.L
## 5	Ing.By.Step	Scroll.L
## 6	Ing.Scroll	Scroll.L

Website Recoding:

For the sake of this analysis any website that has a test kitchen that creates editorial content or is able to curate content from professional sources is a magazine, a website with one or two people testing recipes is a blog, and a website that allows users to contribute their own recipes is community based. The information for this classification is found on the website's about page. Additionally, media such as cookbooks and podcasts are classified under Influencers due to their personality driven nature.

Discussion Method Recoding:

Any type of online chatting be it texting, discord, etc. has been grouped together into Digital Chat. Any type of interpersonal communication where a chat method was not specified is grouped into verbal.

Note saving methods that mention remembering or memory are grouped into memory, while respondents that indicate that they do not take any type of notes and do not try to remember are grouped into None.

Modification Recoding:

Modification influence factors pertaining to diet, or nutrition are grouped together under the umbrella of "Diet".

Modification influence factors pertaining to personal preference for food, flavor, or preparation method are grouped together under the category of "Personal Preference".

Modification influence factors pertaining to ingredients availability are grouped together under the category of "Ing. Availability".

```
unique(separate_rows(my.data.factorized[32],1, sep = ";"))
```

```
## # A tibble: 18 x 1
##   Modification.Record.Method
##   <chr>
## 1 ""
## 2 "None"
## 3 "Mentally?"
## 4 "Digital notes"
## 5 "Physical notes"
## 6 "Mental note"
## 7 "I don't :o"
## 8 "Comments section provided for recipe"
## 9 "Memory"
## 10 "N/A"
## 11 "I mostly just remember it for next time "
## 12 "brainpower"
## 13 "I dont"
```

```
## 14 "I don't"
## 15 "I store it in my noggin"
## 16 "I don't.."
## 17 "i dont"
## 18 "i don't"
```

```
my.data.selected<-my.data.factor[c(6,7,8,10,17,18,20,22,23,28,37,30,32,38)]
variables<-c()
```

```
##This creates a vector that will recode the variables with the proper names
```

```
for (i in 1:ncol(my.data.selected)){
  temp<- my.data.selected[i]
  temp<-separate_rows(temp,1, sep = ";")
  variables<-append(variables,temp[[1]])
  variables<-unique(variables)
  data.frame(variables)
}
```

```
variables
```

```
## [1] "Mobile Website"
## [2] "Desktop Website"
## [3] "Digital photos of cookbook recipes"
## [4] "Cook Book"
## [5] "Printed from Internet"
## [6] "Video recipe"
## [7] "handwritten"
## [8] "Recipe cards"
## [9] "mom's recipes"
## [10] "Some old family recipes on 3x5 cards etc."
## [11] "Online Cooking Magazines (New York Times, Bon Appetit, etc.)"
## [12] "Blogs (Budget Bytes, Smitten Kitchen, etc.)"
## [13] "Google"
## [14] "YouTube"
## [15] "Community Based Cooking Websites (AllRecipes, etc.)"
## [16] "Edited recipe websites (e.g. Serious Eats)"
## [17] "Allrecipes "
## [18] "Pinterest"
## [19] "Cooks I follow their websites , ie againstallgrain"
## [20] "TikTok"
## [21] "King Arthur Flour"
## [22] "Facebook"
## [23] "Reddit"
## [24] "epicurious"
## [25] "betty crocker's website"
## [26] "Serious Eats, Americaâ\200\231s Test Kitchen"
## [27] "Serious Eats!"
## [28] "Instagram"
## [29] "King Arthur Flour, NYTimes, NPR"
## [30] "My family and friends directly"
## [31] "Betty Crocker's website"
## [32] ""
## [33] "Any website that buries the recipe under tons of useless text"
## [34] "Online Cooking Magazines (New York Times, Bon Appetit, etc)"
```

```

## [35] "Instagram "
## [36] "instagram"
## [37] "I do not dislike"
## [38] "None"
## [39] "Immediate family / Friends"
## [40] "Groups on social media"
## [41] "Recipe Comments/ Other user's reviews"
## [42] "Influencers (Instagram, YouTube, Tiktok, etc.)"
## [43] "Cookbooks, podcasts"
## [44] "Flavcity on facebook"
## [45] "Browser Bookmarks"
## [46] "Digital filing system"
## [47] "Memory"
## [48] "search history"
## [49] "Save function built into your website of choice"
## [50] "Physical filing system"
## [51] "I don't "
## [52] "brain"
## [53] "memory"
## [54] "I tell myself I won't forget how to make this recipe and then I do :("
## [55] "tiktok favorites"
## [56] "In person conversation with others"
## [57] "Verbal"
## [58] "Word of mouth"
## [59] "Discord"
## [60] "With friends"
## [61] "Friends"
## [62] "Text with friends"
## [63] "Google Docs"
## [64] "Messages with friends and family "
## [65] "talking to people"
## [66] "Actual conversation with a human in person or on the phone"
## [67] "talking"
## [68] "discussing them with friends"
## [69] "Talking to friends and family"
## [70] "Chatting with pals"
## [71] "Privately with family/friends"
## [72] "I don't really. I read comments and will directly give recs to friends"
## [73] "Various channels of communication (i.e. personal text, group chats, etc.)"
## [74] "i don't"
## [75] "I text people, or I check reviews on google"
## [76] "discuss with family and friends "
## [77] "conversations/texts"
## [78] "Messaging platforms"
## [79] "don't really do this"
## [80] "Dietary restriction"
## [81] "Allergies"
## [82] "Flavor or food preference"
## [83] "Nutritional or dietary need"
## [84] "Necessary ingredient(s) unavailable"
## [85] "Use ingredients in your fridge"
## [86] "Someone's recommendation"
## [87] "laziness, sometimes recipes are too complicated for no reason"
## [88] "Mentally?"

```

```
## [89] "Digital notes"
## [90] "Physical notes"
## [91] "Mental note"
## [92] "I donâ\200\231t :o"
## [93] "Comments section provided for recipe"
## [94] "N/A"
## [95] "I mostly just remember it for next time "
## [96] "brainpower"
## [97] "I dont"
## [98] "I don't"
## [99] "I store it in my noggin"
## [100] "I don't.."
## [101] "i dont"
## [102] "5 star review system"
## [103] "Dedicated groups for different interests"
## [104] "Up/down voting posts"
## [105] "Up/down voting comments"
## [106] "Collapsible comment threads"
## [107] "Comment replies"
## [108] "Comment threads"
## [109] "Inline comments"
```

```
cleaned.variables<-c(
```

```
  "Mobile",
  "Desktop",
  "Digital",
  "Physical Print",
  "Physical Print",
  "Digital",
  "Physical Family",
  "Physical Family",
  "Physical Family",
  "Physical Family",
  "Mags",
  "Blogs",
  "Google",
  #"Youtube",
  "Video",
  "Community Based" ,
  "Mags",
  "Community Based" ,
  "Pinterest",
  "Blogs",
  # "TikTok",
  "Video",
  "Mags",
  "Facebook",
  "Reddit",
  "Mags",
  "Mags",
  "Mags",
  "Mags",
  "Instagram",
  "Mags",
```


"Friends/Family",
"Blogs",
"NA",
"Blogs",
"Mags",
"Instagram",
"Instagram",
"None",
"None",
"Friends/Family",
"Online Groups",
"Other Users",
"Influencers",
"Influencers",
"Facebook",
"Browser Bookmarks",
"Digital Filing",
"Memory",
"Search History",
"Save Function",
"Physical Filing",
"None",
"Memory",
"Memory",
"Memory",
"Save Function",
"Verbal",
"Verbal",
"Verbal",
"Digital Chat",
"Verbal",
"Verbal",
"Digital Chat",
"Google Docs",
"Digital Chat",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Digital Chat",
"None",
"Digital Chat",
"Verbal",
"Digital Chat",
"Digital Chat",
"None",
"Diet",
"Diet",
"Preference",

```

"Diet",
"Ing. Availability",
"Ing. Availability",
"Recommendation",
"Preference",
"Memory",
"Digital",
"Physical",
"Memory",
"None",
"Comments",
"None",
"Memory",
"Memory",
"None",
"None",
"Memory",
"None",
"None",
"5 Star Review",
"Groups",
"Up/Down Vote Posts",
"Up/Down Vote Com.",
"Collapse Comment",
"Comment Reply",
"Comment Thread",
"Inline Comment")

names(cleaned.variables)<-variables

```

Functions for Cleaning Data

```

dummies<-function(search.data, to.clean){
  col.names<-c(names(search.data))
  col.names<-col.names[col.names!=to.clean]
  search.data.clean<- search.data%>% separate_rows(all_of(to.clean), sep = ";")

  search.data.clean[to.clean]<-
    as.character(cleaned.variables[search.data.clean[[to.clean]])]
  search.data.clean[to.clean]<-lapply(search.data.clean[to.clean],function(x) replace(x,is.na(x),"Empty"))

  search.data.dummies<-search.data.clean%>%
    select((to.clean))%>%
    dummy()%>%
    bind_cols(search.data.clean)%>%
    select(-(to.clean))%>%
    pivot_longer(cols=-col.names, names_to = "key", values_to = "value")%>%
    filter(value!=0)

  search.data.dummies<-search.data.dummies%>%
    unique()
}

```

```

search.data.dummies<-search.data.dummies%>%
  spread(key, value, fill = 0)
}

```

Load Factored Data

```

search.data<-my.data.factored[-c(1,9,11,19,21)]
search.data<-data.frame(search.data)
new.names=c("Age", "Meal.Prepper", "Dietary.Restriction", "Home.Cook.Rate", "Primary.Format.C", "Primary.S.
  "Enjoyed.S.C", "NOT.Enjoyed.S.C", "Recipe.Search.F", "Repeat.S.F", "Browse.Search.F", "Click.Rate",
  "Search.Browse.Same", "Primary.B.C", "Enjoyed.B.C", "NOT.Enjoyed.B.C", "Primary.R.C", "Influenc
  "Use.R.F", "Seek.R.F", "R.F", "Save.F", "Save.C", "Mod.F", "Why.Mod.C", "Mod.Note.F", "Mod.Note.C",
  "Note.Method.S", "Potential.Note.Taker", "Disc.F", "Read.Disc.F", "Disc.C", "Enjoy.Disc.C", "Ing
  "Ing.L.Com.Inline.V.Below", "Ing.Above.Com.Below.V.Inline", "Ing.By.Step.V.Above", "Ing.By
  "Ing.Above.V.Scroll.L"
)
colnames(search.data)<-new.names

```

```

cleaned<-search.data
to.dummy<-select(cleaned, ends_with(".C"))
to.dummy.cols<-c(colnames(to.dummy))

for (col in to.dummy.cols){
  cleaned<-dummies(cleaned,c(col))
}

```

```

## Note: Using an external vector in selections is ambiguous.
## i Use 'all_of(to.clean)' instead of 'to.clean' to silence this message.
## i See <https://tidyselect.r-lib.org/reference/faq-external-vector.html>.
## This message is displayed once per session.

```

```

## Note: Using an external vector in selections is ambiguous.
## i Use 'all_of(col.names)' instead of 'col.names' to silence this message.
## i See <https://tidyselect.r-lib.org/reference/faq-external-vector.html>.
## This message is displayed once per session.

```

```

cleaned<-data.frame(cleaned)
to.num<-grep(".",colnames(cleaned))
cleaned[to.num]<-as.integer(unlist(cleaned[to.num]))
cleaned

```

```

##      Age Meal.Prepper Dietary.Restriction Home.Cook.Rate Recipe.Search.F
## 1    YA   Respondent                Yes           Daily           1
## 2    YA      Other                Yes Weekly.or.Less           5
## 3    YA   Respondent                Yes           Daily           4
## 4    YA      Other                Yes           Daily           4
## 5    YA   Respondent                Yes           Daily           2
## 6    YA   Respondent                Yes           Daily           3

```

## 7	YA	Other	No	Daily	3
## 8	YA	Other	No	Daily	1
## 9	YA	Other	No	Daily	1
## 10	Adult	Respondent	No	Daily	4
## 11	Adult	Respondent	Yes	Daily	5
## 12	YA	Respondent	Yes	Daily	2
## 13	YA	Respondent	No	Weekly.or.Less	5
## 14	YA	Other	Yes	Daily	3
## 15	Adult	Respondent	Yes	Daily	2
## 16	YA	Other	Yes	Daily	3
## 17	YA	Respondent	No	Daily	4
## 18	YA	Respondent	Yes	Weekly.or.Less	4
## 19	YA	Respondent	No	Daily	4
## 20	YA	Respondent	Yes	Daily	4
## 21	YA	Other	No	Weekly.or.Less	1
## 22	Adult	Respondent	Yes	Daily	2
## 23	YA	Respondent	Yes	Daily	4
## 24	YA	Respondent	Yes	Daily	3
## 25	YA	Respondent	No	Daily	2
## 26	YA	Respondent	Yes	Daily	4
## 27	YA	Other	Yes	Weekly.or.Less	4
## 28	YA	Respondent	No	Daily	2
## 29	YA	Other	No	Daily	5
## 30	YA	Respondent	Yes	Weekly.or.Less	1
## 31	YA	Respondent	No	Daily	1
## 32	YA	Respondent	Yes	Daily	4
## 33	YA	Respondent	Yes	Weekly.or.Less	3
## 34	YA	Respondent	Yes	Daily	4
## 35	YA	Respondent	No	Weekly.or.Less	1
## 36	YA	Respondent	No	Weekly.or.Less	2
## 37	YA	Other	Yes	Daily	1
## 38	YA	Respondent	Yes	Daily	2
## 39	YA	Respondent	Yes	Daily	2
## 40	YA	Other	No	Daily	4
## 41	YA	Other	Yes	Daily	2
## 42	YA	Respondent	Yes	Daily	5
## 43	YA	Other	No	Daily	3
## 44	Adult	Respondent	No	Daily	2
## 45	YA	Other	No	Daily	3
## 46	YA	Other	No	Weekly.or.Less	2
## 47	YA	Other	Yes	Daily	1
## 48	YA	Respondent	No	Weekly.or.Less	4
## 49	YA	Respondent	No	Daily	1
## 50	YA	Respondent	No	Daily	5
## 51	YA	Respondent	Yes	Weekly.or.Less	3
## 52	YA	Other	No	Daily	NA
## 53	YA	Other	No	Daily	4
## 54	YA	Other	No	Daily	4
## 55	YA	Respondent	Yes	Daily	5
## 56	Adult	Respondent	No	Daily	3
## 57	YA	Respondent	No	Daily	4
## 58	YA	Respondent	Yes	Daily	2
##	Repeat.S.F Browse.Search.F Click.Rate Search.Browse.Same Use.R.F Seek.R.F				
## 1	1	4	4 - 7	Yes	2 2

## 2	5	1	0 - 3	No	1	1
## 3	3	4	4 - 7	Yes	3	3
## 4	4	2	0 - 3	Yes	4	3
## 5	1	4	0 - 3	No	3	2
## 6	3	3	0 - 3	No	4	4
## 7	4	5	8 - 11	Yes	5	4
## 8	2	1	0 - 3	Yes	2	1
## 9	4	3	0 - 3	No	4	3
## 10	4	5	4 - 7	No	4	4
## 11	5	5	4 - 7	Yes	5	3
## 12	3	3	0 - 3	No	4	4
## 13	2	1	0 - 3	No	3	1
## 14	3	5	4 - 7	No	3	3
## 15	2	2	4 - 7	Yes	4	4
## 16	2	1	4 - 7	Yes	5	4
## 17	5	3	0 - 3	No	4	4
## 18	4	3	4 - 7	Yes	4	3
## 19	4	5	4 - 7	Yes	3	3
## 20	5	4	0 - 3	No	5	5
## 21	2	2	4 - 7	Yes	NA	NA
## 22	3	3	0 - 3	Yes	4	4
## 23	4	3	0 - 3	No	3	2
## 24	2	2	0 - 3	Yes	3	4
## 25	3	2	0 - 3	Yes	3	3
## 26	2	4	4 - 7	Yes	4	4
## 27	4	2	4 - 7	Yes	2	2
## 28	3	1	0 - 3	No	1	1
## 29	5	2	0 - 3	No	3	2
## 30	1	1	0 - 3	No	2	1
## 31	3	3	0 - 3	Yes	4	2
## 32	4	5	0 - 3	No	5	5
## 33	4	4	4 - 7	Yes	1	4
## 34	5	3	4 - 7	Yes	4	4
## 35	4	3	0 - 3	Yes	5	4
## 36	4	3	0 - 3	No	4	4
## 37	2	1	4 - 7	No	4	3
## 38	2	2	0 - 3	Yes	4	3
## 39	2	2	0 - 3	Yes	4	4
## 40	4	3	4 - 7	No	4	4
## 41	3	2	0 - 3	No	4	4
## 42	3	1	0 - 3	No	4	5
## 43	4	1	0 - 3	No	4	1
## 44	3	2	4 - 7	No	3	2
## 45	3	4	0 - 3	Yes	4	4
## 46	5	4	16 - 19	No	4	5
## 47	5	1	0 - 3	Yes	2	3
## 48	3	3	0 - 3	Yes	3	3
## 49	3	2	0 - 3	No	2	2
## 50	4	5	0 - 3	Yes	5	5
## 51	5	2	0 - 3	No	1	3
## 52	5	4	0 - 3	No	4	4
## 53	1	3	0 - 3	No	4	3
## 54	4	3	0 - 3	No	4	3
## 55	3	5	4 - 7	Yes	1	2

## 56		4		4	4 - 7	Yes	3	2
## 57		4		2	4 - 7	No	4	3
## 58		2		3	4 - 7	No	3	2
##	R.F	Save.F	Mod.F	Mod.Note.F	Note.Method.S	Potential.Note.Taker	Disc.F	
## 1	1	1	1	1	3	No	1	
## 2	1	1	5	1	3	No	1	
## 3	4	4	2	2	2	Yes	4	
## 4	4	4	2	2	2	Yes	4	
## 5	1	2	NA	1	3	No	4	
## 6	3	2	3	2	3	Yes	4	
## 7	3	4	4	4	3	Yes	4	
## 8	2	2	5	1	5	No	2	
## 9	3	4	3	2	2	Yes	2	
## 10	2	4	4	5	5	No	4	
## 11	3	2	3	1	2	Yes	3	
## 12	1	3	3	1	3	Yes	4	
## 13	4	1	5	1	3	No	1	
## 14	4	5	2	3	5	Yes	1	
## 15	4	3	4	2	1	Yes	2	
## 16	4	3	2	2	2	Yes	4	
## 17	1	3	4	1	3	No	4	
## 18	4	4	4	1	3	Yes	4	
## 19	1	4	2	2	2	Yes	3	
## 20	4	5	3	3	3	Yes	4	
## 21	NA	NA	NA	NA	NA		NA	
## 22	3	4	2	5	1	Yes	4	
## 23	2	4	3	1	3	No	4	
## 24	4	3	2	1	NA		4	
## 25	1	1	3	1	3	No	2	
## 26	4	5	3	4	2	Yes	5	
## 27	3	3	2	4	3	Yes	3	
## 28	2	3	3	2	3	Yes	1	
## 29	1	5	4	4	4	Yes	2	
## 30	1	1	2	1	3	No	2	
## 31	1	2	1	1	NA	No	3	
## 32	2	5	3	5	3	Yes	3	
## 33	1	3	3	5	5	No	1	
## 34	1	1	2	4	5	No	4	
## 35	5	2	2	1	3	Yes	5	
## 36	4	4	3	3	4	No	4	
## 37	2	3	2	1	3	Yes	2	
## 38	3	4	5	1	3	No	2	
## 39	3	2	1	2	3	Yes	3	
## 40	3	4	1	2	3		4	
## 41	5	2	4	1	3	Yes	1	
## 42	1	4	4	5	3	Yes	5	
## 43	5	4	1	1	3	No	5	
## 44	2	2	4	1	4	Yes	1	
## 45	1	4	2	1	3	No	4	
## 46	3	5	4	1	NA		1	
## 47	2	1	3	1	3	No	2	
## 48	3	2	3	NA	NA	Yes	3	
## 49	2	4	4	4	4	Yes	4	
## 50	2	4	4	2	3	Yes	4	

## 51	1	5	2	2	5	Yes	1
## 52	4	5	2	1	4	No	5
## 53	2	4	5	1	NA	No	4
## 54	3	5	4	2	3	No	4
## 55	4	3	1	1	1	Yes	2
## 56	2	4	3	2	4	No	2
## 57	3	4	3	2	2	Yes	3
## 58	4	4	5	1	1	Yes	3
##	Read.Disc.F	Ing.L.V.Above	Ing.L.Com.Inline.V.Below				
## 1	1	Ing.L	Ing.L.Com.Inline				
## 2	1	Ing.Above	Ing.L.Com.Inline				
## 3	4	Ing.L	Ing.L.Com.Inline				
## 4	1	Ing.L	Ing.L.Com.Inline				
## 5	2	Ing.Above	Ing.L.Com.Above				
## 6	2	Ing.L	Ing.L.Com.Above				
## 7	3	Ing.Above	Ing.L.Com.Above				
## 8	1	Ing.L	Ing.L.Com.Inline				
## 9	4	Ing.L	Ing.L.Com.Above				
## 10	4	Ing.Above	Ing.L.Com.Inline				
## 11	5	Ing.L	Ing.L.Com.Above				
## 12	3	Ing.Above	Ing.L.Com.Inline				
## 13	4	Ing.Above	Ing.L.Com.Inline				
## 14	2	Ing.Above	Ing.L.Com.Above				
## 15	3	Ing.L	Ing.L.Com.Inline				
## 16	1	Ing.Above	Ing.L.Com.Above				
## 17	3	Ing.Above	Ing.L.Com.Inline				
## 18	1	Ing.Above	Ing.L.Com.Inline				
## 19	2	Ing.L	Ing.L.Com.Above				
## 20	3	Ing.L	Ing.L.Com.Above				
## 21	NA						
## 22	3	Ing.Above	Ing.L.Com.Inline				
## 23	2	Ing.Above	Ing.L.Com.Inline				
## 24	4	Ing.Above	Ing.L.Com.Inline				
## 25	1	Ing.L	Ing.L.Com.Inline				
## 26	5	Ing.Above	Ing.L.Com.Inline				
## 27	2	Ing.L	Ing.L.Com.Inline				
## 28	1	Ing.L	Ing.L.Com.Inline				
## 29	4	Ing.Above	Ing.L.Com.Inline				
## 30	1	Ing.L	Ing.L.Com.Inline				
## 31	4	Ing.L	Ing.L.Com.Above				
## 32	2	Ing.L	Ing.L.Com.Inline				
## 33	1	Ing.L	Ing.L.Com.Inline				
## 34	1	Ing.L					
## 35	2	Ing.L	Ing.L.Com.Inline				
## 36	2	Ing.L	Ing.L.Com.Inline				
## 37	1	Ing.Above	Ing.L.Com.Inline				
## 38	3	Ing.L	Ing.L.Com.Inline				
## 39	4	Ing.L	Ing.L.Com.Above				
## 40	2	Ing.Above	Ing.L.Com.Inline				
## 41	4	Ing.Above	Ing.L.Com.Inline				
## 42	3	Ing.L	Ing.L.Com.Above				
## 43	1	Ing.L	Ing.L.Com.Inline				
## 44	2	Ing.Above	Ing.L.Com.Inline				
## 45	4	Ing.L	Ing.L.Com.Above				

## 46	1	Ing.Above	Ing.L.Com.Inline
## 47	1	Ing.Above	Ing.L.Com.Inline
## 48	3	Ing.Above	Ing.L.Com.Above
## 49	4	Ing.Above	Ing.L.Com.Above
## 50	1	Ing.L	Ing.L.Com.Inline
## 51	1	Ing.Above	Ing.L.Com.Inline
## 52	4	Ing.L	Ing.L.Com.Inline
## 53	2	Ing.Above	Ing.L.Com.Inline
## 54	2	Ing.L	Ing.L.Com.Above
## 55	1	Ing.Above	Ing.L.Com.Above
## 56	2	Ing.L	Ing.L.Com.Inline
## 57	2	Ing.L	Ing.L.Com.Above
## 58	4	Ing.L	Ing.L.Com.Inline
##	Ing.Above.Com.Below.V.Inline Ing.By.Step.V.Above Ing.By.Step.V.Scroll.L		
## 1		Ing.Above.C.Below	Ing.By.Step Ing.Scroll
## 2		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 3		Ing.Above.C.Below	Ing.Abov Ing.Scroll
## 4		Ing.Above.C.Inline	Ing.By.Step Ing.Scroll
## 5		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 6		Ing.Above.C.Inline	Ing.Abov Ing.Scroll
## 7		Ing.Above.C.Inline	Ing.Abov Ing.Scroll
## 8		Ing.Above.C.Below	Ing.Abov Ing.By.Step
## 9		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 10		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 11		Ing.Above.C.Below	Ing.By.Step Ing.Scroll
## 12		Ing.Above.C.Inline	Ing.By.Step Ing.Scroll
## 13		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 14		Ing.Above.C.Inline	Ing.Abov Ing.By.Step
## 15		Ing.Above.C.Inline	Ing.By.Step Ing.Scroll
## 16		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 17		Ing.Above.C.Below	Ing.By.Step Ing.By.Step
## 18		Ing.Above.C.Below	Ing.By.Step Ing.By.Step
## 19		Ing.Above.C.Inline	Ing.By.Step Ing.Scroll
## 20		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 21			
## 22		Ing.Above.C.Below	Ing.By.Step Ing.By.Step
## 23		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 24		Ing.Above.C.Below	Ing.By.Step Ing.By.Step
## 25		Ing.Above.C.Below	Ing.Abov Ing.By.Step
## 26		Ing.Above.C.Below	Ing.Abov Ing.Scroll
## 27		Ing.Above.C.Inline	Ing.By.Step Ing.Scroll
## 28		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 29		Ing.Above.C.Below	Ing.Abov Ing.By.Step
## 30		Ing.Above.C.Below	Ing.By.Step Ing.By.Step
## 31		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 32		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 33		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 34		Ing.Above.C.Below	Ing.By.Step Ing.By.Step
## 35		Ing.Above.C.Inline	Ing.By.Step Ing.By.Step
## 36		Ing.Above.C.Below	Ing.Abov Ing.Scroll
## 37		Ing.Above.C.Below	Ing.By.Step Ing.By.Step
## 38		Ing.Above.C.Below	Ing.By.Step Ing.By.Step
## 39		Ing.Above.C.Inline	Ing.Abov Ing.Scroll
## 40		Ing.Above.C.Below	Ing.By.Step Ing.By.Step

## 41	Ing.Above.C.Inline	Ing.Abov	Ing.Scroll
## 42	Ing.Above.C.Inline	Ing.By.Step	Ing.Scroll
## 43	Ing.Above.C.Inline	Ing.By.Step	Ing.By.Step
## 44	Ing.Above.C.Inline	Ing.By.Step	Ing.Scroll
## 45	Ing.Above.C.Inline	Ing.By.Step	Ing.Scroll
## 46	Ing.Above.C.Below	Ing.By.Step	Ing.By.Step
## 47	Ing.Above.C.Inline	Ing.By.Step	Ing.By.Step
## 48	Ing.Above.C.Inline	Ing.By.Step	Ing.By.Step
## 49	Ing.Above.C.Below	Ing.By.Step	Ing.Scroll
## 50	Ing.Above.C.Below	Ing.By.Step	Ing.By.Step
## 51	Ing.Above.C.Below	Ing.By.Step	Ing.By.Step
## 52	Ing.Above.C.Below	Ing.Abov	Ing.Scroll
## 53	Ing.Above.C.Below	Ing.By.Step	Ing.By.Step
## 54	Ing.Above.C.Inline	Ing.Abov	Ing.Scroll
## 55	Ing.Above.C.Inline	Ing.By.Step	Ing.By.Step
## 56	Ing.Above.C.Inline	Ing.By.Step	Ing.Scroll
## 57	Ing.Above.C.Inline	Ing.Abov	Ing.Scroll
## 58	Ing.Above.C.Below	Ing.By.Step	Ing.Scroll
##	Ing.Above.V.Scroll.L Primary.Format.C_Desktop	Primary.Format.C_Digital	
## 1	Scroll.L	0	0
## 2	Ing.Above	0	0
## 3	Scroll.L	1	1
## 4	Scroll.L	0	0
## 5	Scroll.L	0	0
## 6	Scroll.L	1	0
## 7	Scroll.L	0	0
## 8	Ing.Above	1	0
## 9	Scroll.L	1	0
## 10	Scroll.L	0	0
## 11	Scroll.L	0	1
## 12	Scroll.L	1	0
## 13	Ing.Above	0	0
## 14	Ing.Above	0	0
## 15	Scroll.L	0	0
## 16	Ing.Above	0	0
## 17	Scroll.L	1	0
## 18	Ing.Above	1	0
## 19	Scroll.L	1	0
## 20	Scroll.L	1	1
## 21		0	1
## 22	Scroll.L	1	0
## 23	Scroll.L	1	0
## 24	Scroll.L	0	1
## 25	Ing.Above	1	0
## 26	Scroll.L	1	1
## 27	Scroll.L	1	1
## 28	Scroll.L	0	0
## 29	Scroll.L	0	1
## 30	Scroll.L	1	0
## 31	Scroll.L	0	1
## 32	Scroll.L	1	1
## 33	Scroll.L	1	0
## 34	Scroll.L	1	0
## 35	Ing.Above	1	1

## 36	Scroll.L	0	0
## 37	Ing.Above	0	0
## 38	Scroll.L	1	1
## 39	Scroll.L	1	0
## 40	Scroll.L	0	1
## 41	Scroll.L	0	1
## 42	Scroll.L	1	0
## 43	Ing.Above	0	1
## 44	Scroll.L	1	0
## 45	Scroll.L	1	1
## 46	Ing.Above	0	1
## 47	Ing.Above	0	1
## 48	Scroll.L	1	0
## 49	Ing.Above	1	0
## 50	Scroll.L	1	0
## 51	Ing.Above	0	1
## 52	Scroll.L	1	1
## 53	Scroll.L	0	0
## 54	Scroll.L	1	0
## 55	Scroll.L	0	0
## 56	Scroll.L	0	0
## 57	Scroll.L	1	0
## 58	Scroll.L	0	1
##	Primary.Format.C_Mobile	Primary.Format.C_Physical.Family	
## 1	1	0	
## 2	1	0	
## 3	1	0	
## 4	1	0	
## 5	1	0	
## 6	0	0	
## 7	1	0	
## 8	0	0	
## 9	1	0	
## 10	1	0	
## 11	1	0	
## 12	1	0	
## 13	0	0	
## 14	1	0	
## 15	1	0	
## 16	1	0	
## 17	0	0	
## 18	1	0	
## 19	1	1	
## 20	1	0	
## 21	0	0	
## 22	0	1	
## 23	1	0	
## 24	1	1	
## 25	0	0	
## 26	1	0	
## 27	1	0	
## 28	1	0	
## 29	1	0	
## 30	1	0	

## 31	0	0
## 32	1	0
## 33	0	0
## 34	1	0
## 35	1	0
## 36	1	0
## 37	1	0
## 38	0	0
## 39	1	0
## 40	1	0
## 41	1	0
## 42	1	0
## 43	0	0
## 44	0	0
## 45	1	0
## 46	1	0
## 47	1	0
## 48	0	0
## 49	0	0
## 50	1	0
## 51	0	0
## 52	0	0
## 53	0	0
## 54	1	0
## 55	1	0
## 56	1	1
## 57	1	0
## 58	1	0
##	Primary.Format.C_Physical.Print	Primary.S.C_Blogs
## 1	0	1
## 2	0	0
## 3	0	1
## 4	0	0
## 5	0	0
## 6	0	1
## 7	1	0
## 8	0	0
## 9	0	1
## 10	1	0
## 11	0	1
## 12	1	1
## 13	1	0
## 14	1	0
## 15	0	1
## 16	0	0
## 17	0	0
## 18	0	1
## 19	0	1
## 20	1	1
## 21	0	0
## 22	1	1
## 23	0	0
## 24	0	0
## 25	0	0

## 26	1	1	
## 27	1	1	
## 28	0	0	
## 29	0	0	
## 30	0	0	
## 31	0	0	
## 32	0	1	
## 33	0	1	
## 34	0	1	
## 35	1	1	
## 36	0	1	
## 37	0	0	
## 38	1	1	
## 39	0	1	
## 40	1	0	
## 41	1	0	
## 42	1	0	
## 43	0	0	
## 44	1	0	
## 45	0	1	
## 46	0	0	
## 47	1	0	
## 48	0	0	
## 49	0	0	
## 50	0	1	
## 51	1	0	
## 52	0	1	
## 53	1	0	
## 54	0	1	
## 55	0	1	
## 56	0	0	
## 57	1	0	
## 58	0	1	
##	Primary.S.C_Community.Based	Primary.S.C_Facebook	Primary.S.C_Google
## 1	0	0	1
## 2	0	0	1
## 3	1	0	0
## 4	0	0	1
## 5	0	0	0
## 6	0	0	0
## 7	0	0	0
## 8	0	0	1
## 9	1	0	1
## 10	1	0	0
## 11	1	0	1
## 12	1	0	1
## 13	0	0	1
## 14	1	0	1
## 15	0	0	0
## 16	0	0	1
## 17	0	0	0
## 18	1	0	0
## 19	1	0	0
## 20	1	0	0

## 21	0	0	0	
## 22	1	0	0	
## 23	0	0	0	
## 24	1	0	0	
## 25	0	0	1	
## 26	1	0	1	
## 27	1	0	1	
## 28	1	0	1	
## 29	1	0	1	
## 30	0	0	1	
## 31	0	0	0	
## 32	1	1	0	
## 33	1	0	0	
## 34	0	0	0	
## 35	1	0	1	
## 36	1	0	1	
## 37	0	0	1	
## 38	1	0	0	
## 39	1	0	0	
## 40	1	0	0	
## 41	0	0	1	
## 42	1	0	0	
## 43	0	0	0	
## 44	1	0	1	
## 45	1	0	0	
## 46	0	0	1	
## 47	0	0	1	
## 48	0	0	1	
## 49	0	0	1	
## 50	1	0	1	
## 51	0	0	1	
## 52	0	0	0	
## 53	1	0	1	
## 54	1	0	1	
## 55	0	0	1	
## 56	0	0	1	
## 57	0	0	1	
## 58	1	0	1	
##	Primary.S.C_Mags	Primary.S.C_Pinterest	Primary.S.C_Reddit	Primary.S.C_Video
## 1	1	0	0	0
## 2	0	0	0	0
## 3	1	0	0	1
## 4	0	0	0	0
## 5	0	0	0	1
## 6	1	0	0	0
## 7	1	0	0	0
## 8	0	0	0	0
## 9	1	0	0	0
## 10	1	0	0	0
## 11	0	0	0	0
## 12	1	0	0	0
## 13	0	0	0	0
## 14	1	0	0	0
## 15	0	1	0	0

## 16	0	0	0	1
## 17	1	0	0	0
## 18	0	0	0	0
## 19	0	0	0	0
## 20	1	1	0	1
## 21	0	0	0	1
## 22	1	0	0	0
## 23	0	1	0	0
## 24	0	0	0	1
## 25	0	0	0	0
## 26	0	0	0	1
## 27	0	0	0	1
## 28	0	0	0	0
## 29	1	0	0	1
## 30	0	0	0	0
## 31	0	0	0	1
## 32	1	0	0	1
## 33	1	0	0	1
## 34	1	1	0	0
## 35	1	0	0	1
## 36	1	0	0	0
## 37	0	0	0	0
## 38	1	0	0	1
## 39	0	0	1	1
## 40	1	0	0	1
## 41	0	0	0	1
## 42	1	0	0	0
## 43	0	0	0	1
## 44	1	0	0	0
## 45	1	0	0	0
## 46	0	0	0	1
## 47	1	0	0	1
## 48	0	0	0	1
## 49	0	0	0	0
## 50	1	0	0	1
## 51	0	0	0	1
## 52	0	0	0	1
## 53	0	0	0	0
## 54	1	0	0	0
## 55	0	0	0	0
## 56	1	0	0	0
## 57	0	1	0	1
## 58	1	0	0	1
##	Enjoyed.S.C_Blogs	Enjoyed.S.C_Community.Based	Enjoyed.S.C_Friends.Family	
## 1	1	0	0	
## 2	0	0	0	
## 3	1	0	0	
## 4	0	0	0	
## 5	0	0	0	
## 6	1	0	0	
## 7	0	1	0	
## 8	0	1	0	
## 9	1	1	0	
## 10	0	1	0	

## 11	1	1	0
## 12	1	1	0
## 13	0	0	0
## 14	0	1	0
## 15	0	0	0
## 16	0	0	0
## 17	0	0	0
## 18	0	0	0
## 19	1	0	0
## 20	1	0	0
## 21	0	0	0
## 22	1	1	0
## 23	0	0	0
## 24	0	0	0
## 25	0	0	0
## 26	1	1	0
## 27	1	1	0
## 28	0	1	0
## 29	0	1	0
## 30	0	0	0
## 31	0	0	0
## 32	0	0	0
## 33	1	0	0
## 34	1	0	0
## 35	1	0	0
## 36	1	1	0
## 37	0	0	0
## 38	0	1	0
## 39	1	0	1
## 40	0	0	0
## 41	0	0	0
## 42	0	1	0
## 43	0	0	0
## 44	0	1	0
## 45	0	0	0
## 46	0	0	0
## 47	1	0	0
## 48	0	0	0
## 49	0	0	0
## 50	0	0	0
## 51	0	0	0
## 52	0	0	0
## 53	0	1	0
## 54	1	1	0
## 55	1	0	0
## 56	0	0	0
## 57	0	0	0
## 58	0	0	0
##	Enjoyed.S.C_Google	Enjoyed.S.C_Instagram	Enjoyed.S.C_Mags
## 1	1	0	1
## 2	1	0	0
## 3	0	0	1
## 4	0	0	1
## 5	1	0	0

## 6	1	0	1
## 7	0	0	1
## 8	0	0	0
## 9	1	0	0
## 10	0	0	1
## 11	1	0	0
## 12	1	0	1
## 13	1	0	0
## 14	0	0	0
## 15	1	0	0
## 16	1	0	0
## 17	0	1	0
## 18	1	0	0
## 19	0	0	0
## 20	0	0	1
## 21	0	0	0
## 22	0	0	1
## 23	1	0	1
## 24	1	0	0
## 25	1	0	0
## 26	1	0	1
## 27	0	0	0
## 28	1	0	0
## 29	0	0	1
## 30	1	0	0
## 31	0	0	0
## 32	0	0	1
## 33	0	0	0
## 34	0	0	0
## 35	0	0	1
## 36	1	0	1
## 37	1	0	0
## 38	0	0	1
## 39	1	0	0
## 40	0	0	0
## 41	1	0	0
## 42	0	0	0
## 43	0	0	0
## 44	0	0	0
## 45	0	0	1
## 46	0	0	0
## 47	1	0	0
## 48	0	0	0
## 49	1	0	0
## 50	1	0	0
## 51	1	0	0
## 52	0	0	0
## 53	0	0	0
## 54	1	0	1
## 55	1	0	0
## 56	1	0	1
## 57	1	0	0
## 58	1	0	0
##	Enjoyed.S.C_Pinterest	Enjoyed.S.C_Reddit	Enjoyed.S.C_Video

## 1	0	0	0
## 2	0	0	0
## 3	0	0	0
## 4	0	0	0
## 5	0	0	0
## 6	0	0	0
## 7	0	0	1
## 8	0	0	0
## 9	0	0	0
## 10	1	0	0
## 11	0	0	0
## 12	0	0	1
## 13	0	0	0
## 14	0	0	0
## 15	1	0	0
## 16	0	0	0
## 17	0	0	0
## 18	0	1	0
## 19	0	0	0
## 20	1	0	1
## 21	0	0	1
## 22	0	0	0
## 23	1	0	1
## 24	0	0	1
## 25	0	0	0
## 26	1	0	1
## 27	0	0	1
## 28	0	0	1
## 29	0	0	1
## 30	0	0	0
## 31	0	0	1
## 32	0	0	1
## 33	0	0	1
## 34	0	0	0
## 35	0	0	1
## 36	0	0	0
## 37	0	0	0
## 38	0	0	1
## 39	0	1	1
## 40	0	0	1
## 41	0	0	1
## 42	0	0	1
## 43	0	0	1
## 44	0	0	0
## 45	0	0	0
## 46	0	0	1
## 47	0	0	0
## 48	0	0	1
## 49	0	0	0
## 50	0	0	0
## 51	0	1	1
## 52	0	0	1
## 53	0	0	0
## 54	0	0	0

## 55	0	0	1
## 56	0	0	0
## 57	0	0	1
## 58	0	0	0
##	NOT.Enjoyed.S.C_Blogs	NOT.Enjoyed.S.C_Community.Based	NOT.Enjoyed.S.C_Empty
## 1	0	0	0
## 2	1	1	0
## 3	1	0	0
## 4	0	0	0
## 5	0	0	0
## 6	0	0	0
## 7	0	0	0
## 8	0	0	0
## 9	0	0	0
## 10	1	0	0
## 11	0	0	1
## 12	0	0	0
## 13	0	0	1
## 14	0	0	0
## 15	0	0	0
## 16	0	0	0
## 17	0	0	0
## 18	0	0	0
## 19	0	0	0
## 20	0	1	0
## 21	1	1	0
## 22	0	0	1
## 23	0	0	0
## 24	0	0	0
## 25	0	0	0
## 26	0	0	0
## 27	0	0	0
## 28	0	0	0
## 29	1	0	0
## 30	1	0	0
## 31	0	0	0
## 32	0	0	0
## 33	0	0	0
## 34	0	1	0
## 35	0	1	0
## 36	0	0	0
## 37	1	0	0
## 38	1	0	0
## 39	0	0	0
## 40	0	0	0
## 41	0	0	0
## 42	0	0	1
## 43	0	0	0
## 44	0	0	1
## 45	1	0	0
## 46	1	1	0
## 47	0	0	0
## 48	1	1	0
## 49	0	0	0

## 50	0	0	0
## 51	0	0	0
## 52	0	0	1
## 53	0	0	0
## 54	0	0	0
## 55	0	0	0
## 56	1	1	0
## 57	1	1	0
## 58	0	0	1
##	NOT.Enjoyed.S.C_Facebook	NOT.Enjoyed.S.C_Google	NOT.Enjoyed.S.C_Mags
## 1	1	0	0
## 2	1	0	1
## 3	1	0	0
## 4	1	0	0
## 5	0	0	0
## 6	1	0	0
## 7	0	0	0
## 8	1	0	0
## 9	1	0	0
## 10	1	0	0
## 11	0	0	0
## 12	1	0	0
## 13	0	0	0
## 14	0	0	0
## 15	0	0	0
## 16	1	0	0
## 17	0	0	0
## 18	1	0	0
## 19	0	0	0
## 20	0	0	0
## 21	1	0	1
## 22	0	0	0
## 23	1	0	0
## 24	0	0	1
## 25	1	0	0
## 26	1	0	0
## 27	0	0	0
## 28	1	0	0
## 29	1	0	0
## 30	0	0	0
## 31	1	0	0
## 32	0	0	0
## 33	1	0	0
## 34	1	1	0
## 35	0	1	0
## 36	1	0	0
## 37	0	0	0
## 38	0	0	0
## 39	1	0	0
## 40	0	1	0
## 41	1	0	0
## 42	0	0	0
## 43	1	0	0
## 44	0	0	0

## 45	0	0	0
## 46	0	0	0
## 47	0	0	0
## 48	1	0	1
## 49	0	0	0
## 50	0	0	0
## 51	1	0	0
## 52	0	0	0
## 53	1	0	0
## 54	0	0	0
## 55	1	0	0
## 56	1	0	0
## 57	0	0	0
## 58	0	0	0
##	NOT.Enjoyed.S.C_Pinterest	NOT.Enjoyed.S.C_Reddit	NOT.Enjoyed.S.C_Video
## 1	1	1	1
## 2	1	1	1
## 3	1	0	1
## 4	1	1	1
## 5	0	1	1
## 6	1	0	1
## 7	1	0	1
## 8	0	0	0
## 9	0	1	1
## 10	0	1	1
## 11	0	0	0
## 12	0	0	0
## 13	0	0	0
## 14	0	0	1
## 15	0	0	1
## 16	1	1	1
## 17	0	1	0
## 18	0	0	1
## 19	0	0	1
## 20	0	0	0
## 21	1	1	1
## 22	0	0	0
## 23	0	0	0
## 24	1	0	0
## 25	0	0	1
## 26	0	1	1
## 27	0	0	1
## 28	1	1	0
## 29	1	1	1
## 30	0	0	0
## 31	0	0	1
## 32	1	1	1
## 33	0	1	1
## 34	0	1	1
## 35	0	0	0
## 36	0	1	1
## 37	1	1	1
## 38	0	0	0
## 39	1	0	1

## 40	0	0	0
## 41	0	0	1
## 42	0	0	0
## 43	0	0	0
## 44	0	0	0
## 45	0	0	0
## 46	0	0	0
## 47	1	0	0
## 48	1	1	1
## 49	1	0	0
## 50	1	0	0
## 51	1	0	1
## 52	0	0	0
## 53	1	1	1
## 54	1	0	1
## 55	1	0	1
## 56	1	1	1
## 57	1	0	0
## 58	0	0	0
##	Primary.B.C_Blogs	Primary.B.C_Community.Based	Primary.B.C_Facebook
## 1	1	0	0
## 2	0	0	0
## 3	0	0	0
## 4	1	0	0
## 5	0	0	0
## 6	1	0	0
## 7	0	0	0
## 8	0	0	0
## 9	1	1	0
## 10	0	1	0
## 11	1	1	1
## 12	1	1	0
## 13	0	0	0
## 14	0	1	0
## 15	1	1	0
## 16	0	0	1
## 17	0	0	0
## 18	1	1	0
## 19	1	0	0
## 20	1	1	0
## 21	0	0	0
## 22	0	0	0
## 23	0	0	0
## 24	0	1	0
## 25	0	1	0
## 26	1	1	0
## 27	0	0	0
## 28	0	1	0
## 29	0	1	0
## 30	0	0	0
## 31	0	0	0
## 32	1	1	1
## 33	1	1	0
## 34	1	0	0

## 35	0	0	1
## 36	1	1	0
## 37	0	0	0
## 38	0	0	0
## 39	0	0	0
## 40	0	1	0
## 41	0	0	0
## 42	0	1	0
## 43	0	0	0
## 44	0	1	0
## 45	0	0	0
## 46	0	0	0
## 47	0	0	0
## 48	0	0	0
## 49	0	0	0
## 50	0	1	0
## 51	0	0	0
## 52	1	0	0
## 53	0	1	0
## 54	1	1	0
## 55	0	0	0
## 56	0	0	0
## 57	0	0	0
## 58	1	1	0
##	Primary.B.C_Friends.Family	Primary.B.C_Google	Primary.B.C_Instagram
## 1	0	1	0
## 2	0	1	0
## 3	0	1	0
## 4	0	0	0
## 5	0	0	0
## 6	0	0	0
## 7	0	0	0
## 8	0	1	0
## 9	0	1	0
## 10	0	0	0
## 11	0	1	0
## 12	0	1	0
## 13	0	1	0
## 14	0	1	0
## 15	0	0	0
## 16	0	0	0
## 17	0	0	0
## 18	0	0	0
## 19	0	0	0
## 20	0	0	0
## 21	0	1	0
## 22	0	0	0
## 23	0	0	0
## 24	0	0	0
## 25	0	1	0
## 26	0	0	0
## 27	0	0	1
## 28	0	1	0
## 29	0	1	0

## 30	0	1	0	
## 31	0	0	0	
## 32	0	0	0	
## 33	0	0	0	
## 34	0	0	1	
## 35	0	0	0	
## 36	0	1	0	
## 37	0	1	0	
## 38	0	0	0	
## 39	1	0	0	
## 40	0	0	0	
## 41	0	1	0	
## 42	0	0	0	
## 43	0	0	0	
## 44	0	1	0	
## 45	0	1	1	
## 46	0	1	0	
## 47	0	0	0	
## 48	0	1	0	
## 49	0	1	0	
## 50	0	1	0	
## 51	0	1	0	
## 52	0	0	0	
## 53	0	1	0	
## 54	0	1	0	
## 55	0	0	0	
## 56	0	0	0	
## 57	0	1	0	
## 58	0	1	0	
##	Primary.B.C_Mags	Primary.B.C_Pinterest	Primary.B.C_Reddit	Primary.B.C_Video
## 1	1	0	0	0
## 2	0	0	0	0
## 3	1	0	1	1
## 4	1	0	0	1
## 5	0	0	0	1
## 6	1	0	0	0
## 7	0	0	0	1
## 8	0	0	0	0
## 9	1	0	0	0
## 10	1	0	0	0
## 11	0	0	0	0
## 12	1	0	0	0
## 13	0	0	0	0
## 14	1	0	0	0
## 15	0	1	0	0
## 16	0	0	0	1
## 17	1	0	0	0
## 18	0	0	0	0
## 19	0	0	0	1
## 20	1	1	0	1
## 21	0	0	0	1
## 22	1	0	0	0
## 23	0	1	0	0
## 24	0	0	0	1

## 25	0	0	0	1
## 26	0	1	0	0
## 27	0	0	0	1
## 28	0	0	0	0
## 29	1	0	0	1
## 30	0	0	0	0
## 31	0	0	0	1
## 32	1	0	0	1
## 33	0	0	0	1
## 34	1	1	0	0
## 35	0	0	0	1
## 36	1	0	0	0
## 37	0	0	0	0
## 38	0	0	1	1
## 39	1	0	0	0
## 40	1	0	0	1
## 41	0	0	0	1
## 42	1	0	0	0
## 43	0	0	0	1
## 44	1	0	0	0
## 45	1	0	0	0
## 46	0	0	0	1
## 47	0	0	0	1
## 48	0	0	0	1
## 49	0	0	0	0
## 50	1	0	0	1
## 51	0	0	0	1
## 52	0	0	0	1
## 53	0	0	0	0
## 54	1	0	0	0
## 55	1	0	0	1
## 56	1	0	0	0
## 57	0	1	0	1
## 58	1	0	0	1
##	Enjoyed.B.C_Blogs	Enjoyed.B.C_Community.Based	Enjoyed.B.C_Facebook	
## 1	1	0	0	
## 2	0	0	0	
## 3	0	0	0	
## 4	1	0	0	
## 5	0	0	0	
## 6	1	0	0	
## 7	0	0	0	
## 8	0	0	0	
## 9	1	1	0	
## 10	0	1	0	
## 11	1	1	1	
## 12	1	1	0	
## 13	0	0	0	
## 14	0	1	0	
## 15	1	1	0	
## 16	0	0	0	
## 17	0	0	0	
## 18	0	0	0	
## 19	1	0	0	

## 20	1	0	0
## 21	0	0	0
## 22	0	0	0
## 23	0	0	0
## 24	0	0	0
## 25	0	0	0
## 26	1	1	0
## 27	0	0	0
## 28	0	1	0
## 29	0	1	0
## 30	0	0	0
## 31	0	0	0
## 32	0	0	0
## 33	1	1	0
## 34	1	0	0
## 35	0	0	1
## 36	1	1	0
## 37	0	0	0
## 38	0	0	0
## 39	0	0	0
## 40	0	0	0
## 41	0	0	0
## 42	0	1	0
## 43	0	0	0
## 44	0	1	0
## 45	0	0	0
## 46	0	0	0
## 47	0	0	0
## 48	0	0	0
## 49	0	0	0
## 50	0	0	0
## 51	0	0	0
## 52	0	0	0
## 53	0	1	0
## 54	1	1	0
## 55	0	0	0
## 56	0	0	0
## 57	0	0	0
## 58	0	0	0
##	Enjoyed.B.C_Google	Enjoyed.B.C_Instagram	Enjoyed.B.C_Mags
## 1	1	0	1
## 2	1	0	0
## 3	0	0	0
## 4	0	0	1
## 5	1	0	0
## 6	1	0	1
## 7	0	0	0
## 8	1	0	0
## 9	1	0	0
## 10	0	0	1
## 11	1	0	0
## 12	1	0	1
## 13	1	0	0
## 14	0	0	0

## 15	0	0	0
## 16	0	0	0
## 17	0	1	0
## 18	0	0	0
## 19	0	0	0
## 20	0	0	1
## 21	1	0	0
## 22	0	0	1
## 23	1	0	1
## 24	0	0	0
## 25	0	0	0
## 26	0	0	0
## 27	0	1	0
## 28	1	0	0
## 29	0	0	1
## 30	1	0	0
## 31	0	0	0
## 32	0	0	1
## 33	0	0	0
## 34	0	1	0
## 35	0	0	0
## 36	1	0	1
## 37	1	0	0
## 38	0	0	0
## 39	0	0	1
## 40	0	0	0
## 41	1	0	0
## 42	0	0	0
## 43	0	0	0
## 44	0	0	0
## 45	1	0	1
## 46	0	0	0
## 47	0	0	0
## 48	1	0	0
## 49	1	0	0
## 50	1	0	1
## 51	1	0	0
## 52	0	0	0
## 53	0	0	0
## 54	1	0	1
## 55	0	0	1
## 56	0	0	1
## 57	1	0	0
## 58	1	0	0
##	Enjoyed.B.C_Pinterest	Enjoyed.B.C_Reddit	Enjoyed.B.C_Video
## 1	0	0	0
## 2	0	0	0
## 3	0	1	1
## 4	0	0	1
## 5	0	0	0
## 6	0	0	0
## 7	0	0	1
## 8	0	0	0
## 9	0	0	0

## 10	1	0	0
## 11	0	0	0
## 12	0	0	1
## 13	0	0	0
## 14	0	0	0
## 15	1	0	0
## 16	0	0	1
## 17	0	0	0
## 18	0	1	0
## 19	0	0	0
## 20	1	0	1
## 21	0	0	1
## 22	0	0	0
## 23	1	0	1
## 24	0	0	1
## 25	0	0	1
## 26	0	0	1
## 27	0	0	1
## 28	0	0	1
## 29	0	0	1
## 30	0	0	0
## 31	0	0	1
## 32	0	0	1
## 33	0	0	1
## 34	0	0	0
## 35	0	0	1
## 36	0	0	0
## 37	0	0	0
## 38	0	1	1
## 39	0	0	0
## 40	0	0	1
## 41	0	0	1
## 42	0	0	1
## 43	0	0	1
## 44	0	0	0
## 45	0	0	0
## 46	0	0	1
## 47	0	0	1
## 48	0	0	1
## 49	0	0	0
## 50	0	0	1
## 51	0	1	1
## 52	0	0	1
## 53	0	0	0
## 54	0	0	0
## 55	0	0	1
## 56	0	0	0
## 57	0	0	1
## 58	0	0	0
##	NOT.Enjoyed.B.C_Blogs	NOT.Enjoyed.B.C_Community.Based	NOT.Enjoyed.B.C_Empty
## 1	0	0	0
## 2	1	1	0
## 3	0	1	0
## 4	0	0	0

## 5	0	0	0
## 6	0	0	0
## 7	0	0	0
## 8	0	0	0
## 9	0	0	0
## 10	1	0	0
## 11	0	0	0
## 12	0	0	0
## 13	0	0	1
## 14	0	0	0
## 15	0	0	0
## 16	0	0	0
## 17	0	0	0
## 18	0	0	0
## 19	0	0	0
## 20	0	1	0
## 21	1	1	0
## 22	0	0	1
## 23	0	0	0
## 24	0	0	0
## 25	0	0	1
## 26	0	0	0
## 27	0	0	1
## 28	0	0	0
## 29	1	0	0
## 30	1	0	0
## 31	0	0	0
## 32	0	0	0
## 33	0	0	0
## 34	0	0	0
## 35	0	0	1
## 36	0	0	0
## 37	1	0	0
## 38	0	0	0
## 39	0	0	0
## 40	0	0	0
## 41	0	0	0
## 42	0	0	1
## 43	0	0	0
## 44	0	0	1
## 45	0	0	0
## 46	1	1	0
## 47	0	0	1
## 48	0	0	0
## 49	0	0	0
## 50	0	0	0
## 51	0	0	0
## 52	0	0	1
## 53	0	0	0
## 54	0	0	0
## 55	0	1	0
## 56	1	1	0
## 57	1	1	0
## 58	0	0	1

##	NOT.Enjoyed.B.C_Facebook	NOT.Enjoyed.B.C_Google	NOT.Enjoyed.B.C_Mags
## 1	1	0	0
## 2	1	0	1
## 3	1	1	0
## 4	1	0	0
## 5	0	0	0
## 6	1	0	0
## 7	0	0	0
## 8	1	0	0
## 9	1	0	0
## 10	1	0	0
## 11	0	0	0
## 12	1	0	0
## 13	0	0	0
## 14	0	0	0
## 15	0	0	1
## 16	0	0	0
## 17	0	0	0
## 18	0	0	0
## 19	0	0	0
## 20	0	0	0
## 21	1	0	1
## 22	0	0	0
## 23	1	0	0
## 24	0	0	1
## 25	0	0	0
## 26	0	0	0
## 27	0	0	0
## 28	1	0	0
## 29	1	0	0
## 30	0	0	0
## 31	1	0	0
## 32	0	0	0
## 33	1	0	0
## 34	1	1	0
## 35	0	0	0
## 36	1	0	0
## 37	0	0	0
## 38	0	0	0
## 39	1	1	0
## 40	0	1	0
## 41	1	0	0
## 42	0	0	0
## 43	1	0	0
## 44	0	0	0
## 45	1	0	0
## 46	0	0	0
## 47	0	0	0
## 48	0	0	0
## 49	0	0	0
## 50	1	0	0
## 51	1	0	0
## 52	0	0	0
## 53	1	0	0

## 54	0	0	0
## 55	1	0	0
## 56	0	0	0
## 57	0	0	0
## 58	0	0	0
##	NOT.Enjoyed.B.C_None	NOT.Enjoyed.B.C_Pinterest	NOT.Enjoyed.B.C_Reddit
## 1	0	1	1
## 2	0	1	1
## 3	0	0	0
## 4	0	1	1
## 5	0	0	1
## 6	0	1	0
## 7	0	1	0
## 8	0	0	0
## 9	0	0	1
## 10	0	0	1
## 11	1	0	0
## 12	0	0	0
## 13	0	0	0
## 14	0	0	0
## 15	0	0	0
## 16	0	1	1
## 17	0	0	1
## 18	0	0	0
## 19	0	0	0
## 20	0	0	0
## 21	0	1	1
## 22	0	0	0
## 23	0	0	0
## 24	0	1	0
## 25	0	0	0
## 26	0	0	1
## 27	0	0	0
## 28	0	1	1
## 29	0	1	1
## 30	0	0	0
## 31	0	0	0
## 32	0	1	1
## 33	0	1	1
## 34	0	0	1
## 35	0	0	0
## 36	0	0	1
## 37	0	1	1
## 38	0	1	0
## 39	0	1	0
## 40	0	0	0
## 41	0	0	0
## 42	0	0	0
## 43	0	0	0
## 44	0	0	0
## 45	0	0	0
## 46	0	0	0
## 47	0	0	0
## 48	0	0	1

## 49	0	1	0
## 50	0	0	0
## 51	0	1	0
## 52	0	0	0
## 53	0	1	1
## 54	0	1	0
## 55	0	0	1
## 56	0	1	1
## 57	0	1	0
## 58	0	0	0
##	NOT.Enjoyed.B.C_Video	Primary.R.C_Blogs	Primary.R.C_Friends.Family
## 1	1	1	0
## 2	1	0	0
## 3	0	0	1
## 4	1	1	0
## 5	1	0	0
## 6	1	1	1
## 7	0	0	1
## 8	0	0	1
## 9	1	1	1
## 10	1	0	0
## 11	0	1	1
## 12	0	0	1
## 13	0	0	0
## 14	1	1	1
## 15	1	1	1
## 16	1	0	1
## 17	0	1	1
## 18	1	0	0
## 19	1	1	0
## 20	0	0	1
## 21	1	0	1
## 22	0	1	1
## 23	0	0	1
## 24	0	0	1
## 25	0	0	0
## 26	0	0	1
## 27	0	0	1
## 28	0	0	0
## 29	1	0	0
## 30	0	0	1
## 31	1	0	1
## 32	1	0	1
## 33	1	1	1
## 34	1	0	1
## 35	0	1	1
## 36	1	1	1
## 37	1	0	1
## 38	1	0	1
## 39	0	0	1
## 40	0	0	1
## 41	1	0	0
## 42	0	0	1
## 43	0	0	0

## 44	0	1	0
## 45	0	0	1
## 46	0	0	1
## 47	0	0	1
## 48	1	0	1
## 49	0	0	1
## 50	0	0	1
## 51	1	0	0
## 52	0	0	0
## 53	1	0	0
## 54	1	1	1
## 55	0	1	0
## 56	1	0	0
## 57	0	0	1
## 58	0	1	0
##	Primary.R.C_Influencers	Primary.R.C_Mags	Primary.R.C_None
## 1	0	1	0
## 2	0	0	1
## 3	0	0	0
## 4	0	1	0
## 5	0	1	0
## 6	0	1	0
## 7	0	1	0
## 8	0	0	0
## 9	0	1	0
## 10	0	1	0
## 11	1	0	0
## 12	1	0	0
## 13	0	0	0
## 14	0	0	0
## 15	1	0	0
## 16	0	0	0
## 17	1	1	0
## 18	0	0	0
## 19	0	0	0
## 20	1	1	0
## 21	0	0	0
## 22	1	1	0
## 23	1	1	0
## 24	0	0	0
## 25	0	1	0
## 26	0	0	0
## 27	0	0	0
## 28	0	0	0
## 29	1	1	0
## 30	0	0	0
## 31	0	0	0
## 32	0	0	0
## 33	0	1	0
## 34	1	0	0
## 35	1	1	0
## 36	0	1	0
## 37	0	1	0
## 38	1	1	0

## 39	0	1	0
## 40	1	0	0
## 41	1	0	0
## 42	0	1	0
## 43	1	0	0
## 44	0	1	0
## 45	0	0	0
## 46	1	0	0
## 47	0	0	0
## 48	0	0	0
## 49	0	0	0
## 50	0	1	0
## 51	0	0	0
## 52	1	0	0
## 53	0	0	0
## 54	0	1	0
## 55	0	0	0
## 56	0	1	0
## 57	1	1	0
## 58	0	1	0
##	Primary.R.C_Online.Groups	Primary.R.C_Other.Users	Influential.R.C_Blogs
## 1	0	0	1
## 2	0	0	0
## 3	1	1	0
## 4	0	1	0
## 5	0	0	0
## 6	0	0	0
## 7	0	1	0
## 8	0	0	0
## 9	0	1	1
## 10	0	1	0
## 11	1	0	0
## 12	1	0	0
## 13	0	1	0
## 14	0	1	0
## 15	0	0	0
## 16	0	0	0
## 17	0	1	0
## 18	1	0	0
## 19	0	1	1
## 20	1	0	0
## 21	0	0	0
## 22	0	0	0
## 23	0	0	0
## 24	0	0	0
## 25	0	0	0
## 26	0	1	0
## 27	1	1	0
## 28	0	1	0
## 29	0	0	0
## 30	0	0	0
## 31	0	1	0
## 32	1	0	0
## 33	0	1	0

## 34	0	0	0
## 35	0	1	0
## 36	0	0	1
## 37	0	0	0
## 38	0	0	0
## 39	0	1	0
## 40	0	0	0
## 41	0	1	0
## 42	0	1	0
## 43	0	0	0
## 44	0	1	0
## 45	0	1	0
## 46	0	0	0
## 47	0	0	0
## 48	0	0	0
## 49	0	0	0
## 50	0	0	0
## 51	0	1	0
## 52	0	0	0
## 53	0	1	0
## 54	0	1	0
## 55	0	1	0
## 56	0	1	0
## 57	0	1	0
## 58	0	1	1
##	Influential.R.C_Facebook	Influential.R.C_Friends.Family	
## 1	0	0	
## 2	0	0	
## 3	0	0	
## 4	0	1	
## 5	0	1	
## 6	0	1	
## 7	0	1	
## 8	0	1	
## 9	0	1	
## 10	0	0	
## 11	1	0	
## 12	0	1	
## 13	0	0	
## 14	0	1	
## 15	0	1	
## 16	0	1	
## 17	0	1	
## 18	0	0	
## 19	0	0	
## 20	0	1	
## 21	0	1	
## 22	0	0	
## 23	0	1	
## 24	0	1	
## 25	0	0	
## 26	0	1	
## 27	0	1	
## 28	0	1	

## 29	0	0	
## 30	0	1	
## 31	0	1	
## 32	0	0	
## 33	0	1	
## 34	0	1	
## 35	0	1	
## 36	0	1	
## 37	0	1	
## 38	0	0	
## 39	0	1	
## 40	0	1	
## 41	0	0	
## 42	0	1	
## 43	0	0	
## 44	0	1	
## 45	0	1	
## 46	0	1	
## 47	0	1	
## 48	0	1	
## 49	0	0	
## 50	0	1	
## 51	0	1	
## 52	0	1	
## 53	0	1	
## 54	0	1	
## 55	0	0	
## 56	0	0	
## 57	0	1	
## 58	0	0	
##	Influential.R.C_Influencers	Influential.R.C_Mags	Influential.R.C_None
## 1	0	1	0
## 2	0	0	1
## 3	0	0	0
## 4	0	1	0
## 5	0	0	0
## 6	0	1	0
## 7	0	0	0
## 8	0	0	0
## 9	0	0	0
## 10	0	1	0
## 11	0	0	0
## 12	0	0	0
## 13	0	0	0
## 14	0	0	0
## 15	1	0	0
## 16	0	0	0
## 17	0	0	0
## 18	0	0	0
## 19	0	0	0
## 20	0	0	0
## 21	0	0	0
## 22	1	0	0
## 23	0	0	0

## 24	0	0	0
## 25	0	1	0
## 26	0	0	0
## 27	0	0	0
## 28	0	0	0
## 29	1	0	0
## 30	0	0	0
## 31	0	0	0
## 32	1	0	0
## 33	0	0	0
## 34	1	1	0
## 35	0	1	0
## 36	0	1	0
## 37	0	0	0
## 38	1	0	0
## 39	0	0	0
## 40	1	0	0
## 41	1	0	0
## 42	0	0	0
## 43	1	0	0
## 44	0	0	0
## 45	0	0	0
## 46	1	0	0
## 47	1	0	0
## 48	0	0	0
## 49	0	1	0
## 50	0	0	0
## 51	0	0	0
## 52	1	0	0
## 53	0	0	0
## 54	0	1	0
## 55	0	0	0
## 56	0	1	0
## 57	0	0	0
## 58	0	0	0
##	Influential.R.C_Online.Groups	Influential.R.C_Other.Users	
## 1	0	0	
## 2	0	0	
## 3	1	0	
## 4	0	1	
## 5	0	0	
## 6	0	0	
## 7	0	0	
## 8	0	0	
## 9	0	1	
## 10	0	1	
## 11	0	0	
## 12	0	1	
## 13	0	1	
## 14	0	0	
## 15	0	0	
## 16	0	0	
## 17	0	0	
## 18	1	1	

## 19	0	0		
## 20	0	1		
## 21	0	0		
## 22	0	0		
## 23	0	0		
## 24	0	0		
## 25	0	0		
## 26	0	1		
## 27	1	0		
## 28	0	1		
## 29	0	0		
## 30	0	0		
## 31	0	1		
## 32	1	0		
## 33	0	1		
## 34	0	0		
## 35	0	0		
## 36	0	0		
## 37	0	0		
## 38	0	0		
## 39	0	0		
## 40	0	0		
## 41	0	1		
## 42	0	0		
## 43	0	0		
## 44	0	1		
## 45	0	1		
## 46	0	0		
## 47	0	0		
## 48	0	0		
## 49	0	0		
## 50	0	0		
## 51	0	0		
## 52	0	0		
## 53	0	1		
## 54	0	1		
## 55	0	1		
## 56	0	1		
## 57	0	1		
## 58	0	0		
##	Save.C_Browser.Bookmarks	Save.C_Digital.Filing	Save.C_Empty	Save.C_Memory
## 1	0	0	1	0
## 2	0	0	0	0
## 3	1	0	0	0
## 4	1	1	0	0
## 5	0	0	0	1
## 6	0	0	0	0
## 7	0	1	0	0
## 8	0	0	0	0
## 9	1	1	0	0
## 10	0	0	0	0
## 11	0	1	0	0
## 12	0	0	0	0
## 13	0	0	0	0

## 14	0	1	0	0
## 15	0	0	0	0
## 16	1	1	0	0
## 17	0	0	0	0
## 18	1	0	0	0
## 19	1	0	0	0
## 20	0	0	0	0
## 21	0	0	1	0
## 22	1	1	0	0
## 23	0	0	0	0
## 24	0	0	0	1
## 25	1	0	0	0
## 26	1	1	0	0
## 27	1	0	0	0
## 28	1	0	0	0
## 29	1	0	0	0
## 30	1	0	0	0
## 31	0	0	1	0
## 32	1	0	0	0
## 33	0	1	0	0
## 34	1	0	0	0
## 35	1	1	0	0
## 36	1	0	0	0
## 37	0	1	0	0
## 38	1	0	0	0
## 39	0	0	0	0
## 40	0	0	0	1
## 41	0	0	0	1
## 42	1	0	0	0
## 43	0	0	0	0
## 44	0	1	0	0
## 45	0	0	0	0
## 46	0	0	0	0
## 47	0	0	1	0
## 48	0	1	0	0
## 49	0	1	0	0
## 50	0	1	0	0
## 51	0	1	0	0
## 52	0	0	0	0
## 53	1	0	0	0
## 54	0	1	0	0
## 55	1	0	0	0
## 56	1	0	0	0
## 57	0	1	0	0
## 58	1	0	0	0
##	Save.C_None	Save.C_Physical.Filing	Save.C_Pinterest	Save.C_Save.Function
## 1	0	0	0	0
## 2	1	0	0	0
## 3	0	0	0	0
## 4	0	0	0	0
## 5	0	0	0	0
## 6	0	0	0	0
## 7	0	0	0	1
## 8	0	0	1	0

## 9	0	0	0	0
## 10	0	1	0	0
## 11	0	0	0	0
## 12	0	0	1	1
## 13	1	0	0	0
## 14	0	1	0	1
## 15	0	0	1	0
## 16	0	0	0	1
## 17	0	0	0	1
## 18	0	0	0	0
## 19	0	1	0	0
## 20	0	1	0	1
## 21	0	0	0	0
## 22	0	1	0	1
## 23	0	0	1	0
## 24	0	0	0	0
## 25	0	0	0	0
## 26	0	0	1	0
## 27	0	0	0	0
## 28	0	0	0	0
## 29	0	0	0	0
## 30	0	0	0	0
## 31	0	0	0	0
## 32	0	1	0	1
## 33	0	0	0	0
## 34	0	0	0	0
## 35	0	0	0	0
## 36	0	0	0	0
## 37	0	0	0	0
## 38	0	0	0	0
## 39	0	1	0	0
## 40	0	0	0	0
## 41	0	0	0	0
## 42	0	0	0	0
## 43	0	0	0	1
## 44	0	1	0	0
## 45	0	0	0	1
## 46	0	0	0	1
## 47	0	0	0	0
## 48	0	0	0	0
## 49	0	0	0	0
## 50	0	0	0	0
## 51	0	0	0	0
## 52	0	0	0	1
## 53	0	0	0	0
## 54	0	0	0	0
## 55	0	0	0	0
## 56	0	1	0	0
## 57	0	0	1	0
## 58	0	0	0	0
##	Save.C_Search.History	Why.Mod.C_Diet	Why.Mod.C_Empty	
## 1	0	1	0	
## 2	0	0	0	
## 3	0	0	0	

## 4	0	1	0
## 5	0	0	1
## 6	1	1	0
## 7	0	1	0
## 8	0	0	0
## 9	0	0	0
## 10	0	0	0
## 11	0	0	0
## 12	0	1	0
## 13	0	0	0
## 14	0	1	0
## 15	0	1	0
## 16	0	0	0
## 17	0	1	0
## 18	0	0	0
## 19	0	0	0
## 20	0	1	0
## 21	0	0	1
## 22	0	1	0
## 23	0	1	0
## 24	0	1	0
## 25	0	1	0
## 26	0	1	0
## 27	0	1	0
## 28	0	0	0
## 29	0	0	0
## 30	0	0	0
## 31	0	0	0
## 32	0	1	0
## 33	0	1	0
## 34	0	1	0
## 35	0	0	0
## 36	0	1	0
## 37	0	0	0
## 38	0	1	0
## 39	0	0	0
## 40	0	0	0
## 41	0	1	0
## 42	0	1	0
## 43	0	0	0
## 44	0	0	0
## 45	0	0	0
## 46	0	1	0
## 47	0	1	0
## 48	0	0	0
## 49	0	0	0
## 50	0	0	0
## 51	0	0	0
## 52	0	0	0
## 53	0	0	0
## 54	0	0	0
## 55	0	1	0
## 56	0	0	0
## 57	0	0	0

##	58	0	0	0
##	Why.Mod.C_Ing..Availability	Why.Mod.C_None	Why.Mod.C_Preference	
##	1	1	0	1
##	2	0	1	0
##	3	1	0	1
##	4	1	0	1
##	5	0	0	0
##	6	1	0	0
##	7	1	0	0
##	8	0	0	1
##	9	1	0	0
##	10	1	0	0
##	11	1	0	0
##	12	1	0	1
##	13	0	1	0
##	14	1	0	1
##	15	0	0	0
##	16	1	0	1
##	17	1	0	1
##	18	1	0	0
##	19	1	0	1
##	20	1	0	1
##	21	0	0	0
##	22	1	0	1
##	23	1	0	1
##	24	1	0	1
##	25	1	0	1
##	26	1	0	1
##	27	1	0	1
##	28	1	0	1
##	29	1	0	1
##	30	0	0	1
##	31	1	0	0
##	32	0	0	1
##	33	1	0	1
##	34	1	0	0
##	35	1	0	0
##	36	1	0	1
##	37	0	0	1
##	38	1	0	0
##	39	1	0	0
##	40	1	0	1
##	41	1	0	0
##	42	1	0	0
##	43	1	0	0
##	44	1	0	1
##	45	1	0	0
##	46	1	0	0
##	47	1	0	1
##	48	1	0	0
##	49	0	0	1
##	50	1	0	1
##	51	1	0	0
##	52	1	0	1

## 53	1	0	0
## 54	1	0	1
## 55	1	0	1
## 56	1	0	1
## 57	1	0	1
## 58	1	0	1
##	Why.Mod.C_Recommendation	Mod.Note.C_Comments	Mod.Note.C_Digital
## 1	0	0	0
## 2	0	0	0
## 3	0	0	0
## 4	1	0	1
## 5	0	0	0
## 6	1	0	0
## 7	0	0	1
## 8	0	0	0
## 9	1	0	0
## 10	1	0	0
## 11	0	0	0
## 12	1	0	0
## 13	0	0	0
## 14	0	0	0
## 15	0	1	0
## 16	1	0	1
## 17	0	1	0
## 18	0	0	0
## 19	0	0	0
## 20	0	0	0
## 21	0	0	0
## 22	1	0	0
## 23	0	0	0
## 24	0	0	0
## 25	1	0	0
## 26	0	0	1
## 27	0	0	0
## 28	1	0	1
## 29	0	0	0
## 30	0	0	0
## 31	0	0	0
## 32	0	1	1
## 33	0	0	1
## 34	0	0	0
## 35	1	0	0
## 36	1	0	0
## 37	0	0	0
## 38	0	0	0
## 39	1	0	0
## 40	0	0	0
## 41	0	0	0
## 42	0	0	0
## 43	0	0	0
## 44	0	0	0
## 45	0	0	1
## 46	0	0	0
## 47	0	0	0

## 48	1	0	0	
## 49	0	0	1	
## 50	0	0	1	
## 51	0	0	1	
## 52	0	0	0	
## 53	0	0	0	
## 54	0	0	1	
## 55	0	0	0	
## 56	1	1	0	
## 57	1	0	0	
## 58	0	0	0	
##	Mod.Note.C_Empty	Mod.Note.C_Memory	Mod.Note.C_None	Mod.Note.C_Physical
## 1	1	0	0	0
## 2	0	0	1	0
## 3	0	1	0	0
## 4	0	0	0	0
## 5	0	0	0	1
## 6	0	1	0	0
## 7	0	0	0	1
## 8	0	0	0	1
## 9	0	0	0	1
## 10	0	0	0	1
## 11	1	0	0	0
## 12	1	0	0	0
## 13	0	0	1	0
## 14	0	0	0	1
## 15	0	0	0	0
## 16	0	0	0	0
## 17	0	0	0	0
## 18	0	1	0	0
## 19	0	0	0	1
## 20	0	0	0	1
## 21	1	0	0	0
## 22	0	0	0	1
## 23	0	0	1	0
## 24	1	0	0	0
## 25	1	0	0	0
## 26	0	1	0	0
## 27	1	0	0	0
## 28	0	0	0	0
## 29	0	1	0	0
## 30	0	0	1	0
## 31	1	0	0	0
## 32	0	0	0	0
## 33	0	0	0	0
## 34	0	0	1	0
## 35	1	0	0	0
## 36	0	1	0	0
## 37	0	0	1	0
## 38	1	0	0	0
## 39	0	0	0	1
## 40	0	0	1	0
## 41	1	0	0	0
## 42	0	1	0	0

## 43	0	0	1	0
## 44	0	0	0	1
## 45	0	0	0	0
## 46	1	0	0	0
## 47	1	0	0	0
## 48	0	0	0	1
## 49	0	0	0	0
## 50	0	0	0	0
## 51	0	0	0	0
## 52	1	0	0	0
## 53	1	0	0	0
## 54	0	0	0	0
## 55	1	0	0	0
## 56	0	0	0	0
## 57	1	0	0	0
## 58	1	0	0	0
##	Disc.C_Blogs	Disc.C_Community.Based	Disc.C_Digital.Chat	Disc.C_Empty
## 1	0	0	0	1
## 2	0	0	0	0
## 3	0	0	0	0
## 4	0	1	0	0
## 5	0	0	0	0
## 6	1	0	0	0
## 7	0	0	1	0
## 8	0	0	0	0
## 9	0	1	0	0
## 10	0	0	0	0
## 11	0	0	0	0
## 12	0	0	1	0
## 13	0	1	0	0
## 14	0	0	0	1
## 15	0	0	0	0
## 16	0	0	1	0
## 17	1	0	0	0
## 18	0	0	0	0
## 19	0	0	0	0
## 20	1	0	0	0
## 21	0	0	0	1
## 22	0	0	0	0
## 23	0	0	0	0
## 24	0	0	0	0
## 25	0	0	0	1
## 26	1	1	0	0
## 27	0	0	0	0
## 28	0	0	0	1
## 29	1	1	0	0
## 30	0	0	0	0
## 31	0	0	0	0
## 32	0	0	0	0
## 33	0	0	0	1
## 34	0	0	0	0
## 35	0	0	0	0
## 36	0	0	0	0
## 37	0	0	0	0

## 38	0	0	0	1	
## 39	0	0	0	0	
## 40	0	0	0	0	
## 41	0	0	0	1	
## 42	0	0	1	0	
## 43	0	0	0	0	
## 44	0	0	0	1	
## 45	1	1	0	0	
## 46	0	0	0	1	
## 47	0	0	1	0	
## 48	0	0	0	0	
## 49	0	0	0	0	
## 50	0	0	0	0	
## 51	0	0	0	1	
## 52	0	0	0	0	
## 53	0	0	0	1	
## 54	0	0	1	0	
## 55	0	0	1	0	
## 56	0	0	0	0	
## 57	0	0	0	1	
## 58	0	0	0	0	
##	Disc.C_Facebook	Disc.C_Google.Docs	Disc.C_Mags	Disc.C_None	Disc.C_Pinterest
## 1	0	0	0	0	0
## 2	0	0	0	1	0
## 3	0	0	0	0	0
## 4	0	0	0	0	0
## 5	0	0	0	0	0
## 6	0	0	1	0	0
## 7	0	0	0	0	0
## 8	0	0	0	1	0
## 9	0	0	0	0	0
## 10	0	0	0	0	0
## 11	0	0	0	0	0
## 12	0	0	0	0	0
## 13	0	0	0	0	0
## 14	0	0	0	0	0
## 15	0	1	0	0	1
## 16	0	0	0	0	0
## 17	0	0	1	0	0
## 18	1	0	0	0	0
## 19	0	0	0	0	0
## 20	0	0	1	0	1
## 21	0	0	0	0	0
## 22	0	0	0	0	0
## 23	0	0	0	0	0
## 24	0	0	0	0	0
## 25	0	0	0	0	0
## 26	0	0	1	0	1
## 27	1	0	0	0	0
## 28	0	0	0	0	0
## 29	0	0	1	0	0
## 30	0	0	0	1	0
## 31	0	0	0	0	0
## 32	0	0	0	0	0

## 33	0	0	0	0	0
## 34	0	0	0	0	0
## 35	1	0	0	0	0
## 36	0	0	0	0	0
## 37	0	0	0	0	0
## 38	0	0	0	0	0
## 39	0	0	0	0	0
## 40	0	0	0	0	0
## 41	0	0	0	0	0
## 42	0	0	0	0	0
## 43	0	0	0	1	0
## 44	0	0	0	0	0
## 45	0	0	1	0	0
## 46	0	0	0	0	0
## 47	0	0	0	0	0
## 48	1	0	0	0	0
## 49	0	0	1	0	0
## 50	0	0	0	0	0
## 51	0	0	0	0	0
## 52	1	0	0	0	0
## 53	0	0	0	0	0
## 54	0	1	0	0	0
## 55	0	0	0	0	0
## 56	0	0	0	1	0
## 57	0	0	0	0	0
## 58	0	0	0	0	0
##	Disc.C_Reddit	Disc.C_Verbal	Disc.C_Video	Enjoy.Disc.C_5.Star.Review	
## 1	0	0	0	0	
## 2	0	0	0	1	
## 3	0	1	0	1	
## 4	0	0	0	1	
## 5	0	1	0	0	
## 6	0	1	0	1	
## 7	0	0	0	1	
## 8	0	0	0	0	
## 9	0	0	0	1	
## 10	0	1	0	0	
## 11	0	1	0	0	
## 12	0	0	0	0	
## 13	0	0	0	1	
## 14	0	0	0	0	
## 15	0	0	0	0	
## 16	0	0	0	0	
## 17	0	0	0	1	
## 18	0	0	0	0	
## 19	0	1	0	1	
## 20	0	0	0	1	
## 21	0	0	0	0	
## 22	0	1	0	0	
## 23	0	1	0	0	
## 24	0	1	0	0	
## 25	0	0	0	0	
## 26	0	0	0	1	
## 27	0	0	0	0	

## 28	0	0	0	0
## 29	0	0	0	1
## 30	0	0	0	0
## 31	0	0	1	0
## 32	0	0	1	1
## 33	0	0	0	0
## 34	0	1	0	1
## 35	0	0	0	0
## 36	0	1	0	0
## 37	0	1	0	0
## 38	0	0	0	0
## 39	0	1	0	1
## 40	0	1	0	0
## 41	0	0	0	0
## 42	0	0	0	0
## 43	0	0	0	0
## 44	0	0	0	1
## 45	0	0	0	1
## 46	0	0	0	0
## 47	0	0	0	1
## 48	0	0	0	1
## 49	0	0	0	0
## 50	0	1	0	1
## 51	0	0	0	0
## 52	0	0	0	0
## 53	0	0	0	1
## 54	0	0	0	0
## 55	0	0	0	0
## 56	0	0	0	0
## 57	0	0	0	0
## 58	1	0	0	1
##	Enjoy.Disc.C_Collapse.Comment		Enjoy.Disc.C_Comment.Reply	
## 1		0		0
## 2		0		0
## 3		1		0
## 4		0		1
## 5		0		0
## 6		0		0
## 7		0		0
## 8		0		1
## 9		0		1
## 10		0		0
## 11		0		1
## 12		0		0
## 13		0		0
## 14		0		0
## 15		0		0
## 16		0		0
## 17		0		0
## 18		0		0
## 19		0		0
## 20		0		1
## 21		0		0
## 22		0		0

## 23	0	0
## 24	0	0
## 25	0	0
## 26	1	1
## 27	0	1
## 28	0	0
## 29	0	1
## 30	0	0
## 31	0	1
## 32	0	1
## 33	0	0
## 34	0	0
## 35	0	0
## 36	0	0
## 37	0	0
## 38	1	0
## 39	1	0
## 40	0	0
## 41	0	0
## 42	1	0
## 43	0	1
## 44	0	0
## 45	0	1
## 46	0	0
## 47	0	0
## 48	0	0
## 49	0	0
## 50	0	0
## 51	0	0
## 52	0	1
## 53	1	0
## 54	0	0
## 55	0	0
## 56	0	0
## 57	0	0
## 58	0	0
##	Enjoy.Disc.C_Comment.Thread	Enjoy.Disc.C_Empty
## 1	0	1
## 2	0	0
## 3	0	0
## 4	1	0
## 5	0	1
## 6	0	0
## 7	0	0
## 8	0	0
## 9	1	0
## 10	0	1
## 11	0	0
## 12	0	0
## 13	0	0
## 14	0	1
## 15	0	0
## 16	0	1
## 17	0	0

## 18	0	1	0
## 19	0	0	1
## 20	1	0	0
## 21	0	1	0
## 22	0	1	0
## 23	0	1	0
## 24	0	1	0
## 25	0	0	1
## 26	0	0	0
## 27	0	0	1
## 28	0	1	0
## 29	1	0	0
## 30	0	1	0
## 31	1	0	0
## 32	1	0	0
## 33	0	1	0
## 34	0	0	0
## 35	0	1	0
## 36	0	1	0
## 37	0	1	0
## 38	0	0	0
## 39	1	0	0
## 40	0	1	0
## 41	0	1	0
## 42	0	0	1
## 43	0	0	0
## 44	0	0	0
## 45	1	0	0
## 46	0	1	0
## 47	0	0	0
## 48	0	0	0
## 49	1	0	0
## 50	0	0	0
## 51	0	1	0
## 52	0	0	1
## 53	0	0	0
## 54	0	1	0
## 55	0	1	0
## 56	0	1	0
## 57	0	1	0
## 58	0	0	0
##	Enjoy.Disc.C_Inline.Comment Enjoy.Disc.C_Up.Down.Vote.Com.		
## 1	0		0
## 2	0		0
## 3	0		1
## 4	0		0
## 5	0		0
## 6	0		0
## 7	0		0
## 8	0		0
## 9	0		0
## 10	0		0
## 11	0		0
## 12	0		1

## 13	0	0
## 14	0	0
## 15	0	0
## 16	0	0
## 17	0	0
## 18	0	0
## 19	0	1
## 20	0	1
## 21	0	0
## 22	0	0
## 23	0	0
## 24	0	0
## 25	0	0
## 26	0	0
## 27	0	0
## 28	0	0
## 29	0	0
## 30	0	0
## 31	0	0
## 32	0	0
## 33	0	0
## 34	0	0
## 35	0	0
## 36	0	0
## 37	0	0
## 38	0	1
## 39	0	1
## 40	0	0
## 41	0	0
## 42	0	0
## 43	0	0
## 44	0	0
## 45	0	0
## 46	0	0
## 47	0	0
## 48	0	0
## 49	1	0
## 50	0	0
## 51	0	0
## 52	0	1
## 53	0	0
## 54	0	0
## 55	0	0
## 56	0	0
## 57	0	0
## 58	0	0
##	Enjoy.Disc.C_Up.Down.Vote.Posts	
## 1	0	
## 2	0	
## 3	1	
## 4	1	
## 5	0	
## 6	1	
## 7	0	

## 8	0
## 9	0
## 10	0
## 11	0
## 12	1
## 13	0
## 14	0
## 15	0
## 16	0
## 17	0
## 18	0
## 19	1
## 20	0
## 21	0
## 22	0
## 23	0
## 24	0
## 25	0
## 26	0
## 27	0
## 28	0
## 29	0
## 30	0
## 31	0
## 32	0
## 33	0
## 34	0
## 35	0
## 36	0
## 37	0
## 38	1
## 39	1
## 40	0
## 41	0
## 42	0
## 43	0
## 44	0
## 45	0
## 46	0
## 47	0
## 48	0
## 49	0
## 50	0
## 51	0
## 52	1
## 53	1
## 54	0
## 55	0
## 56	0
## 57	0
## 58	1

```
# cleaned%>%
#   group_by(Age,Meal.Prepper,Dietary.Restriction,Home.Cook.Rate)%>%
```

```
# summarise(sum)
cleaned[names(select(cleaned, ends_with(".F")))] [is.na(cleaned[names(select(cleaned, ends_with(".F"))])]

aggregate(select(cleaned, where(is.numeric)), by=list(cleaned$Age,cleaned$Meal.Prepper,cleaned$Dietary.L
```

```
##      Group.1      Group.2 Group.3      Group.4 Note.Method.S
## 1      YA Respondent      No      Daily      NA
## 2      Adult Respondent      No      Daily      13
## 3      YA      Other      No      Daily      NA
## 4      YA Respondent      Yes      Daily      NA
## 5      Adult Respondent      Yes      Daily      4
## 6      YA      Other      Yes      Daily      18
## 7      YA Respondent      No Weekly.or.Less      NA
## 8      YA      Other      No Weekly.or.Less      NA
## 9      YA Respondent      Yes Weekly.or.Less      16
## 10     YA      Other      Yes Weekly.or.Less      6
##      Primary.Format.C_Desktop Primary.Format.C_Digital Primary.Format.C_Mobile
## 1      6      1      4
## 2      1      0      2
## 3      5      5      6
## 4      11     7      14
## 5      1      1      2
## 6      0      2      6
## 7      2      1      2
## 8      0      2      1
## 9      3      1      2
## 10     1      1      2
##      Primary.Format.C_Physical.Family Primary.Format.C_Physical.Print
## 1      1      1
## 2      1      2
## 3      0      3
## 4      1      5
## 5      1      1
## 6      0      3
## 7      0      2
## 8      0      0
## 9      0      1
## 10     0      1
##      Primary.S.C_Blogs Primary.S.C_Community.Based Primary.S.C_Facebook
## 1      2      3      0
## 2      0      2      0
## 3      4      6      0
## 4      12     10     1
## 5      3      2      0
## 6      0      1      0
## 7      2      2      0
## 8      0      0      0
## 9      2      2      0
## 10     1      1      0
##      Primary.S.C_Google Primary.S.C_Mags Primary.S.C_Pinterest Primary.S.C_Reddit
## 1      5      2      1      0
## 2      2      3      0      0
## 3      5      6      0      0
```

## 4	5	10	3	1
## 5	1	1	1	0
## 6	6	2	0	0
## 7	4	2	0	0
## 8	1	0	0	0
## 9	2	1	0	0
## 10	2	0	0	0
##	Primary.S.C_Video	Enjoyed.S.C_Blogs	Enjoyed.S.C_Community.Based	
## 1	3	1	1	
## 2	0	0	2	
## 3	4	2	6	
## 4	9	9	4	
## 5	0	2	2	
## 6	3	1	1	
## 7	2	2	1	
## 8	2	0	0	
## 9	2	1	0	
## 10	1	1	1	
##	Enjoyed.S.C_Friends.Family	Enjoyed.S.C_Google	Enjoyed.S.C_Instagram	
## 1	0	5	1	
## 2	0	1	0	
## 3	0	2	0	
## 4	1	10	0	
## 5	0	2	0	
## 6	0	4	0	
## 7	0	2	0	
## 8	0	0	0	
## 9	0	3	0	
## 10	0	1	0	
##	Enjoyed.S.C_Mags	Enjoyed.S.C_Pinterest	Enjoyed.S.C_Reddit	Enjoyed.S.C_Video
## 1	0	0	0	3
## 2	2	1	0	0
## 3	4	0	0	5
## 4	9	3	1	10
## 5	1	1	0	0
## 6	1	0	0	1
## 7	2	0	0	2
## 8	0	0	0	2
## 9	0	0	2	2
## 10	0	0	0	1
##	NOT.Enjoyed.S.C_Blogs	NOT.Enjoyed.S.C_Community.Based	NOT.Enjoyed.S.C_Empty	
## 1	1	1	0	
## 2	2	1	1	
## 3	2	0	1	
## 4	2	2	2	
## 5	0	0	2	
## 6	1	0	0	
## 7	1	2	1	
## 8	2	2	0	
## 9	1	0	0	
## 10	1	1	0	
##	NOT.Enjoyed.S.C_Facebook	NOT.Enjoyed.S.C_Google	NOT.Enjoyed.S.C_Mags	
## 1	3	0	0	
## 2	2	0	0	

## 3	5	1	0	
## 4	9	1	1	
## 5	0	0	0	
## 6	3	0	0	
## 7	2	1	1	
## 8	1	0	1	
## 9	3	0	0	
## 10	1	0	1	
##	NOT.Enjoyed.S.C_Pinterest	NOT.Enjoyed.S.C_Reddit	NOT.Enjoyed.S.C_Video	
## 1	4	2	3	
## 2	1	2	2	
## 3	4	3	5	
## 4	7	5	9	
## 5	0	0	1	
## 6	4	3	5	
## 7	1	2	2	
## 8	1	1	1	
## 9	1	1	3	
## 10	1	1	2	
##	Primary.B.C_Blogs	Primary.B.C_Community.Based	Primary.B.C_Facebook	
## 1	1	3	0	
## 2	0	2	0	
## 3	3	5	0	
## 4	8	7	1	
## 5	2	2	1	
## 6	1	1	1	
## 7	1	1	1	
## 8	0	0	0	
## 9	2	2	0	
## 10	0	0	0	
##	Primary.B.C_Friends.Family	Primary.B.C_Google	Primary.B.C_Instagram	
## 1	0	5	0	
## 2	0	1	0	
## 3	0	6	1	
## 4	1	4	1	
## 5	0	1	0	
## 6	0	3	0	
## 7	0	3	0	
## 8	0	2	0	
## 9	0	2	0	
## 10	0	1	1	
##	Primary.B.C_Mags	Primary.B.C_Pinterest	Primary.B.C_Reddit	Primary.B.C_Video
## 1	2	1	0	5
## 2	3	0	0	0
## 3	5	0	0	5
## 4	11	4	2	8
## 5	1	1	0	0
## 6	2	0	0	4
## 7	1	0	0	2
## 8	0	0	0	2
## 9	0	0	0	2
## 10	0	0	0	1
##	Enjoyed.B.C_Blogs	Enjoyed.B.C_Community.Based	Enjoyed.B.C_Facebook	
## 1	1	1	0	

## 2	0	2	0
## 3	2	4	0
## 4	6	3	0
## 5	2	2	1
## 6	1	1	0
## 7	1	1	1
## 8	0	0	0
## 9	1	1	0
## 10	0	0	0
##	Enjoyed.B.C_Google	Enjoyed.B.C_Instagram	Enjoyed.B.C_Mags
## 1	4	1	1
## 2	0	0	2
## 3	4	0	3
## 4	6	1	8
## 5	1	0	1
## 6	2	0	1
## 7	3	0	1
## 8	1	0	0
## 9	2	0	0
## 10	1	1	0
##	Enjoyed.B.C_Pinterest	Enjoyed.B.C_Reddit	Enjoyed.B.C_Video
## 1	0	0	5
## 2	1	0	0
## 3	0	0	5
## 4	2	2	10
## 5	1	0	0
## 6	0	0	4
## 7	0	0	2
## 8	0	0	2
## 9	0	2	2
## 10	0	0	1
##	NOT.Enjoyed.B.C_Blogs	NOT.Enjoyed.B.C_Community.Based	NOT.Enjoyed.B.C_Empty
## 1	1	1	1
## 2	2	1	1
## 3	1	0	1
## 4	0	3	2
## 5	0	0	1
## 6	1	0	1
## 7	0	0	2
## 8	2	2	0
## 9	1	0	0
## 10	1	1	1
##	NOT.Enjoyed.B.C_Facebook	NOT.Enjoyed.B.C_Google	NOT.Enjoyed.B.C_Mags
## 1	3	0	0
## 2	1	0	0
## 3	6	1	0
## 4	8	3	1
## 5	0	0	1
## 6	2	0	0
## 7	1	0	0
## 8	1	0	1
## 9	2	0	0
## 10	1	0	1
##	NOT.Enjoyed.B.C_None	NOT.Enjoyed.B.C_Pinterest	NOT.Enjoyed.B.C_Reddit

## 1	0	3	2
## 2	0	1	2
## 3	0	4	3
## 4	0	6	6
## 5	1	0	0
## 6	0	3	3
## 7	0	0	2
## 8	0	1	1
## 9	0	2	1
## 10	0	1	1
##	NOT.Enjoyed.B.C_Video	Primary.R.C_Blogs	Primary.R.C_Friends.Family
## 1	2	2	5
## 2	2	1	0
## 3	4	2	6
## 4	6	4	12
## 5	1	3	3
## 6	5	2	4
## 7	2	2	3
## 8	1	0	2
## 9	3	1	2
## 10	1	0	1
##	Primary.R.C_Influencers	Primary.R.C_Mags	Primary.R.C_None
## 1	2	4	0
## 2	0	3	0
## 3	4	4	0
## 4	5	9	0
## 5	3	1	0
## 6	1	2	0
## 7	1	2	0
## 8	1	0	0
## 9	0	1	0
## 10	0	0	1
##	Primary.R.C_Online.Groups	Primary.R.C_Other.Users	Influential.R.C_Blogs
## 1	0	5	1
## 2	0	3	0
## 3	0	5	1
## 4	4	6	2
## 5	1	0	0
## 6	0	3	0
## 7	0	2	1
## 8	0	0	0
## 9	1	2	0
## 10	1	1	0
##	Influential.R.C_Facebook	Influential.R.C_Friends.Family	
## 1	0	5	
## 2	0	1	
## 3	0	8	
## 4	0	10	
## 5	1	1	
## 6	0	5	
## 7	0	3	
## 8	0	2	
## 9	0	3	
## 10	0	1	

	Influential.R.C_Influencers	Influential.R.C_Mags	Influential.R.C_None
## 1	0	2	0
## 2	0	2	0
## 3	4	1	0
## 4	3	3	0
## 5	2	0	0
## 6	2	1	0
## 7	0	2	0
## 8	1	0	0
## 9	0	0	0
## 10	0	0	1

	Influential.R.C_Online.Groups	Influential.R.C_Other.Users
## 1	0	3
## 2	0	3
## 3	0	4
## 4	2	4
## 5	0	0
## 6	0	2
## 7	0	1
## 8	0	0
## 9	1	2
## 10	1	0

	Save.C_Browser.Bookmarks	Save.C_Digital.Filing	Save.C_Empty	Save.C_Memory
## 1	3	3	1	0
## 2	1	1	0	0
## 3	3	3	0	1
## 4	8	1	1	2
## 5	1	2	0	0
## 6	2	4	1	1
## 7	2	2	0	0
## 8	0	0	1	0
## 9	2	2	0	0
## 10	1	0	0	0

	Save.C_None	Save.C_Physical.Filing	Save.C_Pinterest	Save.C_Save.Function
## 1	0	1	1	1
## 2	0	3	0	0
## 3	0	0	1	4
## 4	0	3	3	3
## 5	0	1	1	1
## 6	0	1	0	2
## 7	1	0	0	0
## 8	0	0	0	1
## 9	0	0	0	0
## 10	1	0	0	0

	Save.C_Search.History	Why.Mod.C_Diet	Why.Mod.C_Empty
## 1	0	2	0
## 2	0	0	0
## 3	0	1	0
## 4	1	12	1
## 5	0	2	0
## 6	0	4	0
## 7	0	1	0
## 8	0	1	1
## 9	0	1	0

	0	1	0		
## 10					
##	Why.Mod.C_Ing..Availability	Why.Mod.C_None	Why.Mod.C_Preference		
## 1	7	0	7		
## 2	3	0	2		
## 3	9	0	5		
## 4	14	0	10		
## 5	2	0	1		
## 6	5	0	5		
## 7	3	1	1		
## 8	1	0	0		
## 9	3	0	2		
## 10	1	1	1		
##	Why.Mod.C_Recommendation	Mod.Note.C_Comments	Mod.Note.C_Digital		
## 1	3	1	3		
## 2	2	1	0		
## 3	1	0	3		
## 4	3	1	2		
## 5	1	1	0		
## 6	2	0	2		
## 7	3	0	0		
## 8	0	0	0		
## 9	0	0	2		
## 10	0	0	0		
##	Mod.Note.C_Empty	Mod.Note.C_Memory	Mod.Note.C_None	Mod.Note.C_Physical	
## 1	3	0	0	1	
## 2	0	0	0	2	
## 3	2	1	2	3	
## 4	6	4	2	3	
## 5	1	0	0	1	
## 6	2	0	1	1	
## 7	1	1	1	1	
## 8	2	0	0	0	
## 9	0	1	1	0	
## 10	1	0	1	0	
##	Disc.C_Blogs	Disc.C_Community.Based	Disc.C_Digital.Chat	Disc.C_Empty	
## 1	1	0	0	3	
## 2	0	0	0	1	
## 3	2	3	2	1	
## 4	3	1	3	2	
## 5	0	0	0	0	
## 6	0	1	2	2	
## 7	0	1	0	0	
## 8	0	0	0	2	
## 9	0	0	0	2	
## 10	0	0	0	0	
##	Disc.C_Facebook	Disc.C_Google.Docs	Disc.C_Mags	Disc.C_None	Disc.C_Pinterest
## 1	0	0	2	0	0
## 2	0	0	0	1	0
## 3	1	1	2	2	0
## 4	0	0	3	0	2
## 5	0	1	0	0	1
## 6	0	0	0	0	0
## 7	2	0	0	0	0
## 8	0	0	0	0	0

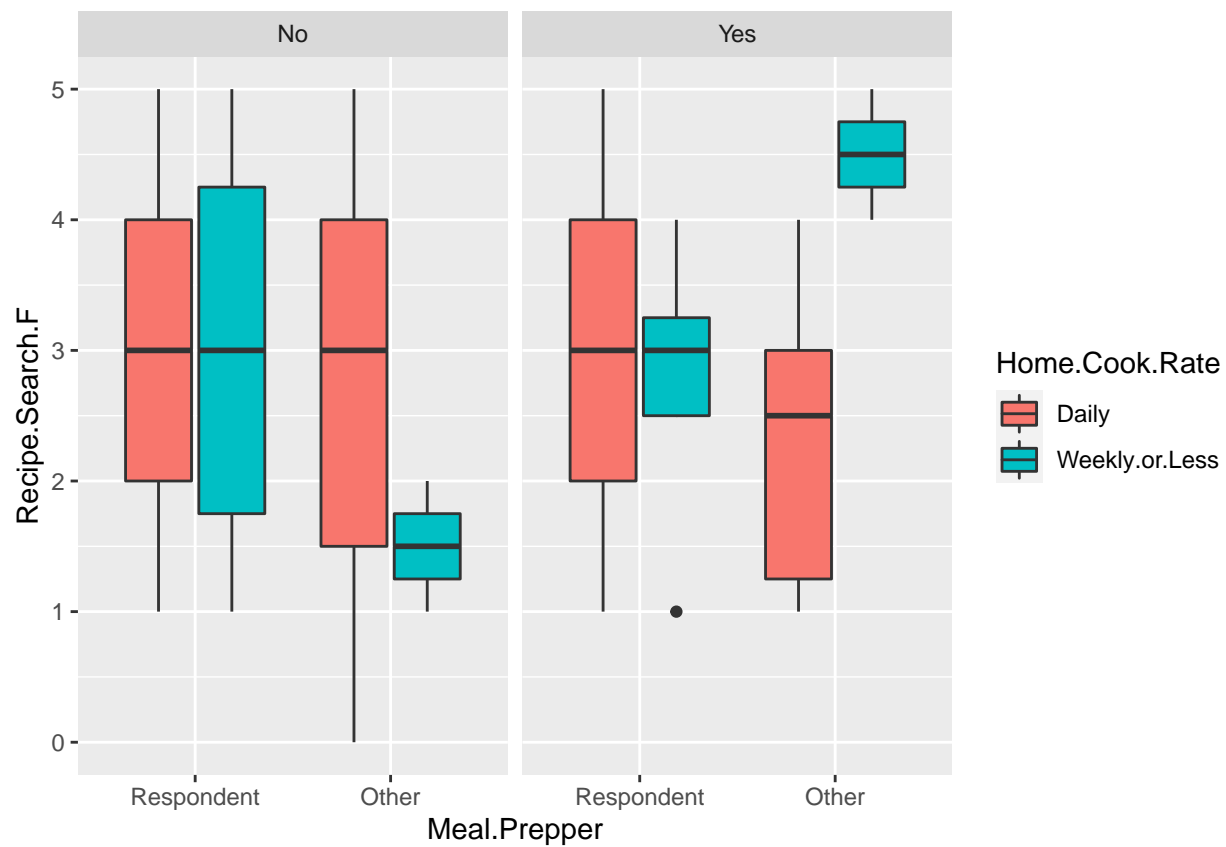
## 9	1	0	0	1	0
## 10	1	0	0	1	0
##	Disc.C_Reddit	Disc.C_Verbal	Disc.C_Video	Enjoy.Disc.C_5.Star.Review	
## 1	0	2	1		3
## 2	0	1	0		1
## 3	0	1	0		5
## 4	1	7	1		8
## 5	0	2	0		0
## 6	0	1	0		2
## 7	0	1	0		2
## 8	0	0	0		0
## 9	0	0	0		0
## 10	0	0	0		1
##	Enjoy.Disc.C_Collapse.Comment	Enjoy.Disc.C_Comment.Reply			
## 1		0		1	
## 2		0		0	
## 3		1		6	
## 4		5		3	
## 5		0		1	
## 6		0		1	
## 7		0		0	
## 8		0		0	
## 9		0		0	
## 10		0		1	
##	Enjoy.Disc.C_Comment.Thread	Enjoy.Disc.C_Empty	Enjoy.Disc.C_Groups		
## 1		2	2		2
## 2		0	2		0
## 3		3	2		1
## 4		3	5		3
## 5		0	1		1
## 6		1	4		0
## 7		0	2		0
## 8		0	2		0
## 9		0	4		0
## 10		0	0		1
##	Enjoy.Disc.C_Inline.Comment	Enjoy.Disc.C_Up.Down.Vote.Com.			
## 1		1		1	
## 2		0		0	
## 3		0		1	
## 4		0		5	
## 5		0		0	
## 6		0		0	
## 7		0		0	
## 8		0		0	
## 9		0		0	
## 10		0		0	
##	Enjoy.Disc.C_Up.Down.Vote.Posts				
## 1		1			
## 2		0			
## 3		2			
## 4		6			
## 5		0			
## 6		1			
## 7		0			

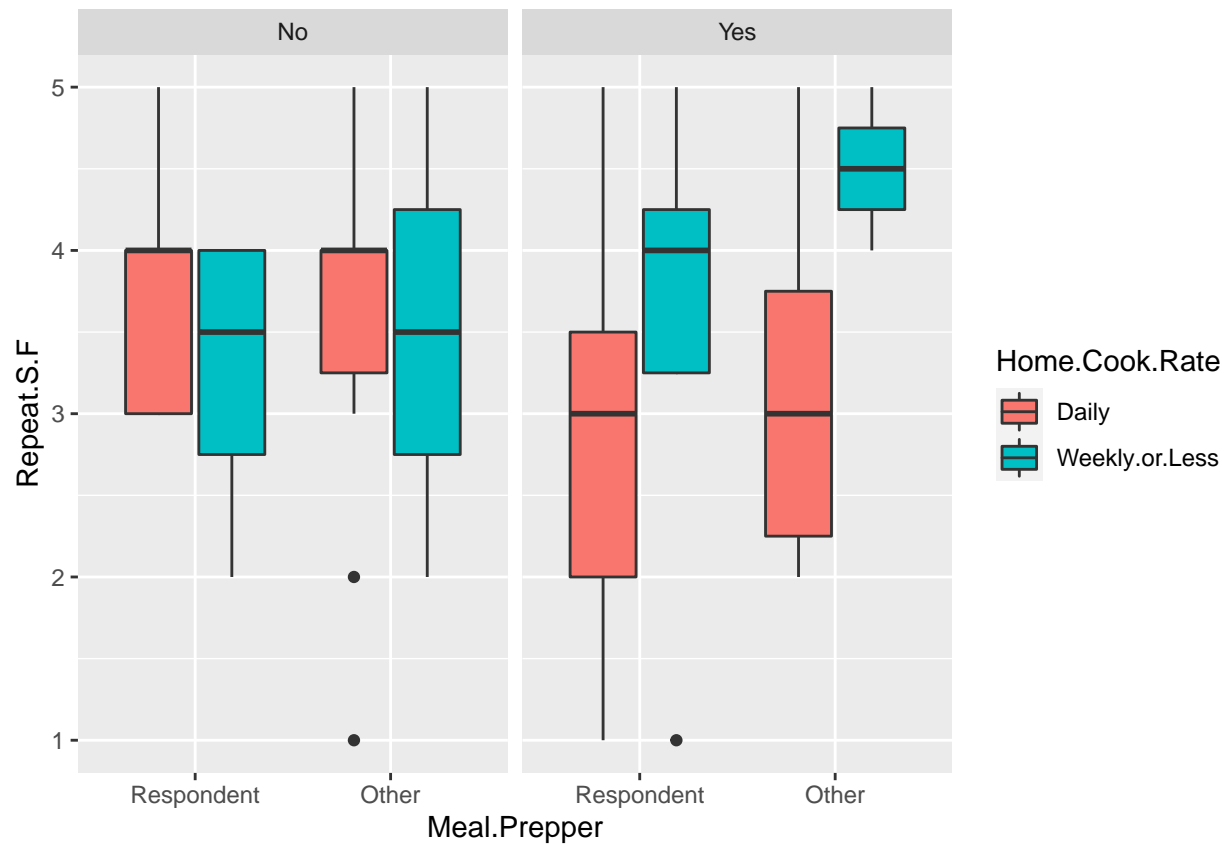
```
## 8 0
## 9 0
## 10 0
```

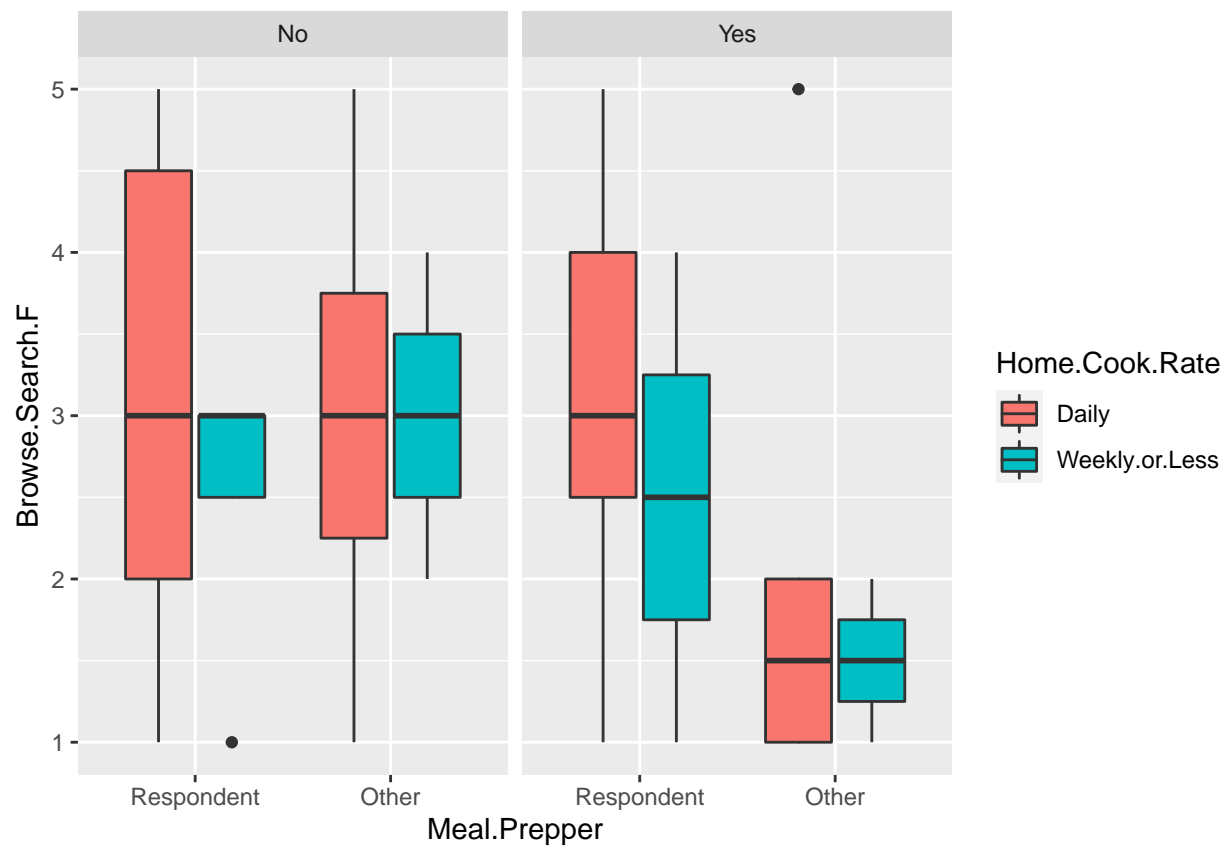
```
aggregate(select(cleaned, ends_with(".F")), by=list(cleaned$Meal.Prepper,cleaned$Dietary.Restriction,cl
```

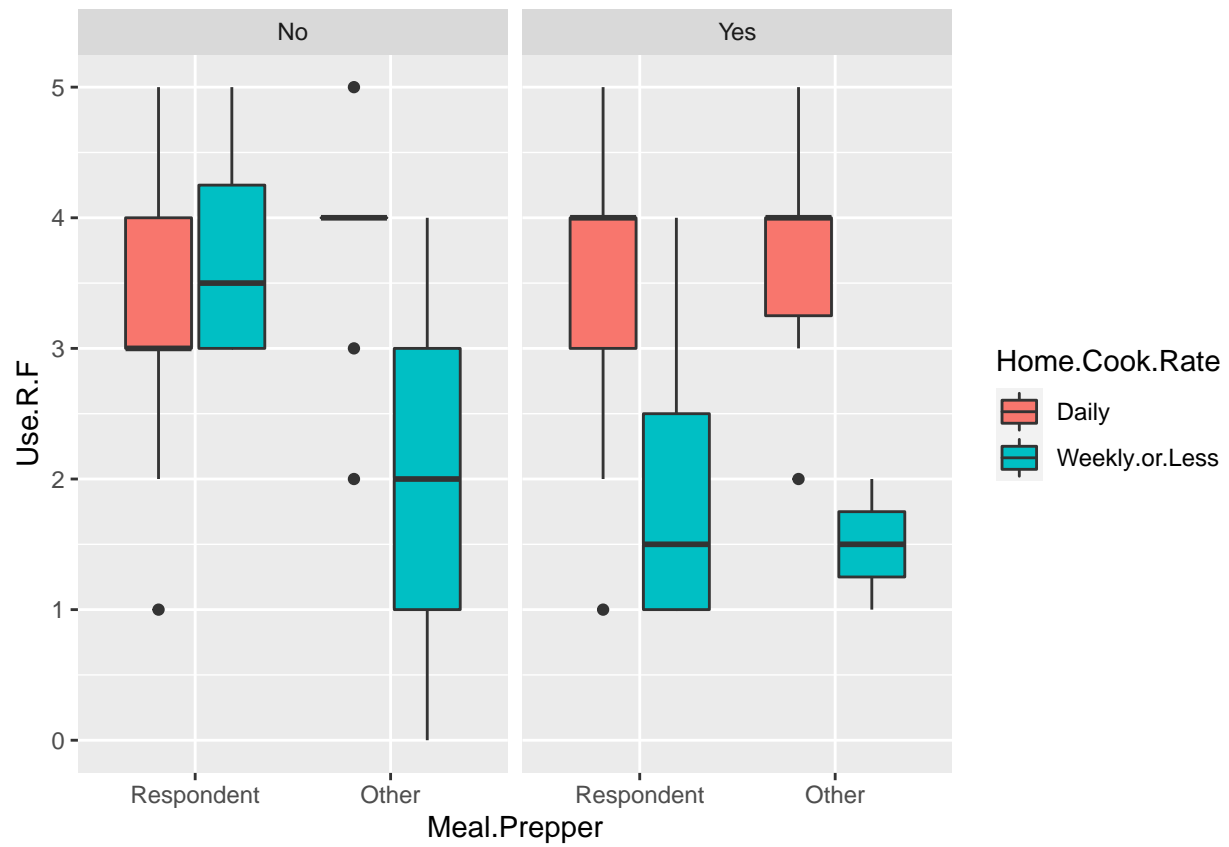
```
##      Group.1 Group.2      Group.3 Recipe.Search.F Repeat.S.F Browse.Search.F
## 1 Respondent      No      Daily      2.909091      3.636364      3.090909
## 2      Other      No      Daily      2.800000      3.600000      2.900000
## 3 Respondent      Yes      Daily      3.157895      2.894737      3.263158
## 4      Other      Yes      Daily      2.333333      3.166667      2.000000
## 5 Respondent      No Weekly.or.Less      3.000000      3.250000      2.500000
## 6      Other      No Weekly.or.Less      1.500000      3.500000      3.000000
## 7 Respondent      Yes Weekly.or.Less      2.750000      3.500000      2.500000
## 8      Other      Yes Weekly.or.Less      4.500000      4.500000      1.500000
##      Use.R.F Seek.R.F      R.F      Save.F      Mod.F Mod.Note.F      Disc.F Read.Disc.F
## 1 3.272727 2.818182 1.727273 3.181818 3.181818      2.090909 2.818182      2.363636
## 2 3.800000 2.900000 2.700000 4.100000 3.100000      1.900000 3.600000      2.700000
## 3 3.631579 3.473684 2.736842 3.210526 2.631579      2.263158 3.421053      2.894737
## 4 3.666667 3.333333 3.500000 3.000000 2.500000      1.666667 2.333333      1.666667
## 5 3.750000 3.000000 4.000000 2.250000 3.250000      1.250000 3.250000      2.750000
## 6 2.000000 2.500000 1.500000 2.500000 2.000000      0.500000 0.500000      0.500000
## 7 2.000000 2.750000 1.750000 3.250000 2.750000      2.250000 2.000000      1.000000
## 8 1.500000 1.500000 2.000000 2.000000 3.500000      2.500000 2.000000      1.500000
```

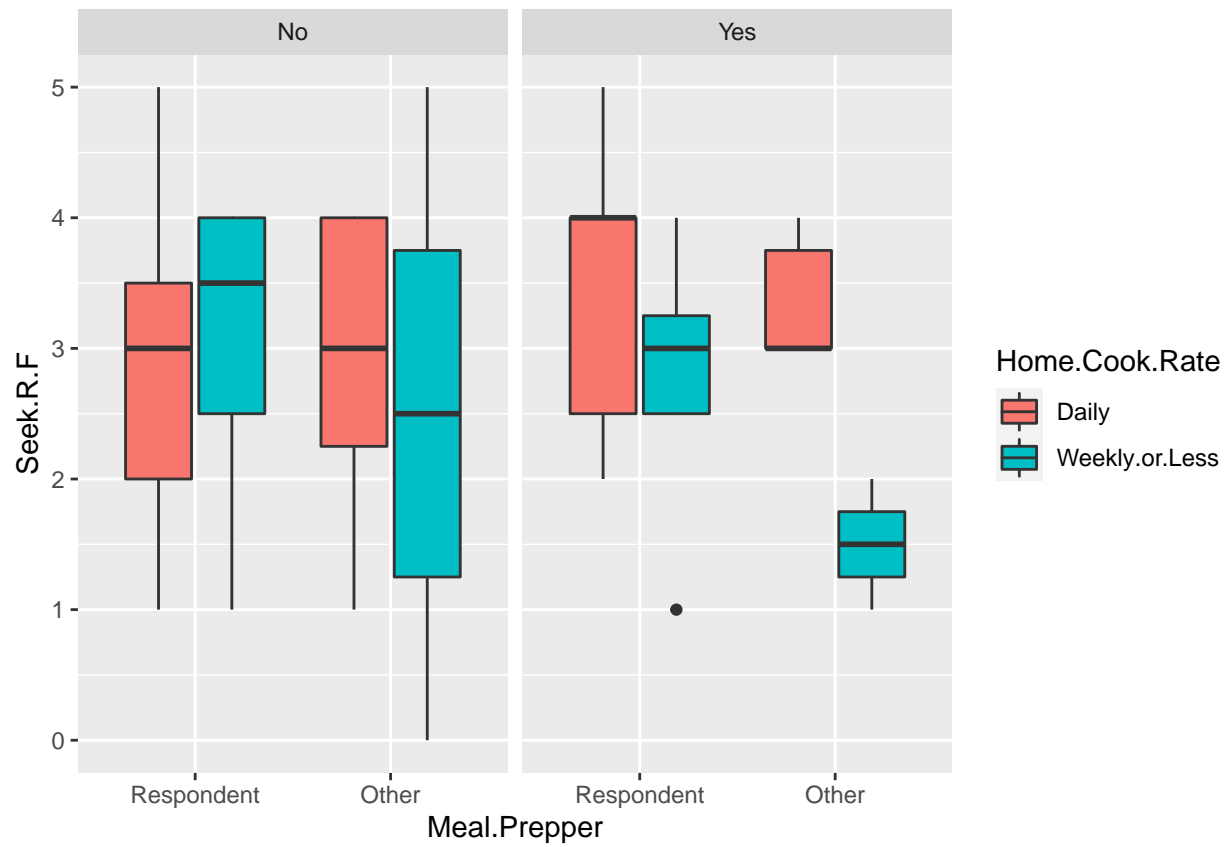
```
# grouped.df<-cleaned%>%group_by(Meal.Prepper,Dietary.Restriction,Home.Cook.Rate)
# grouped.df
for (f in names(select(cleaned, ends_with(".F")))){
  p<-ggplot(cleaned, aes(x=Meal.Prepper, fill=Home.Cook.Rate))+
    geom_boxplot(aes_string(y=f))+
    facet_grid(~Dietary.Restriction)
  print(p)
}
```

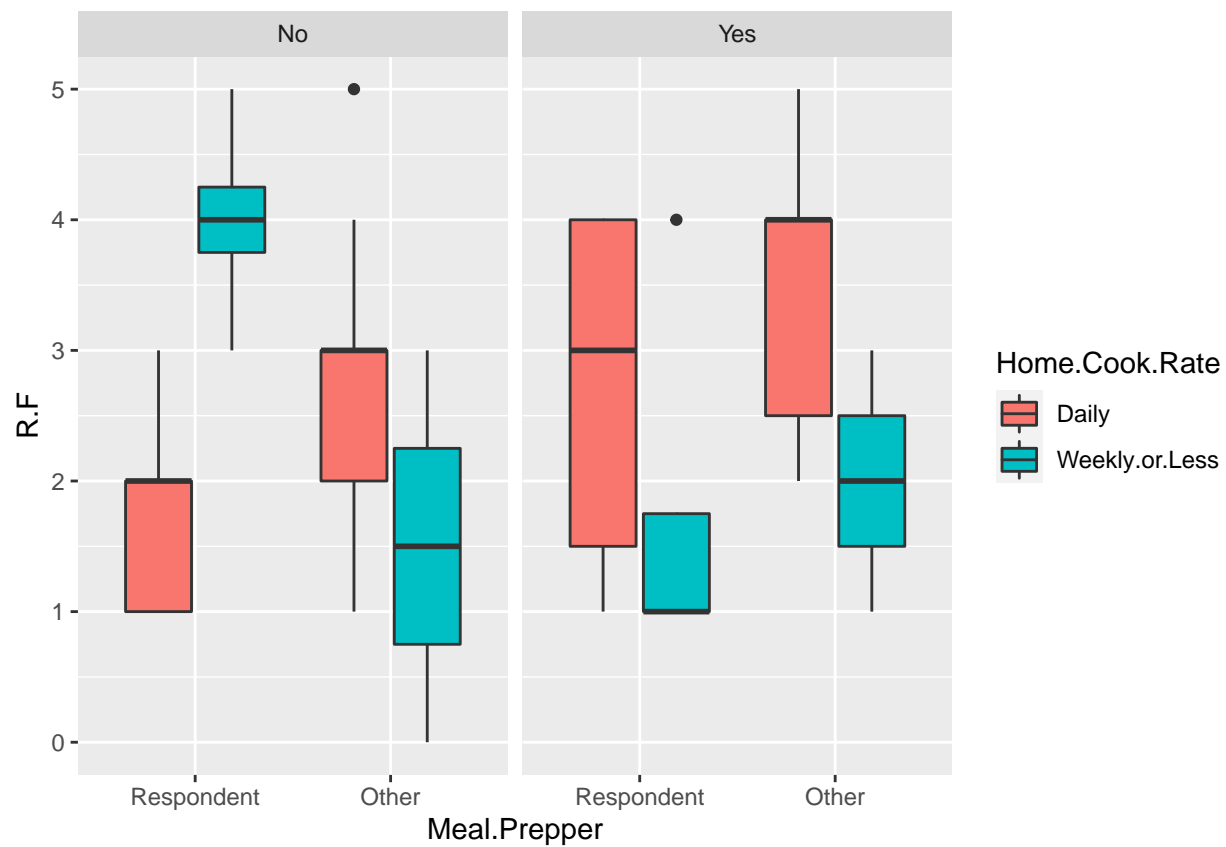


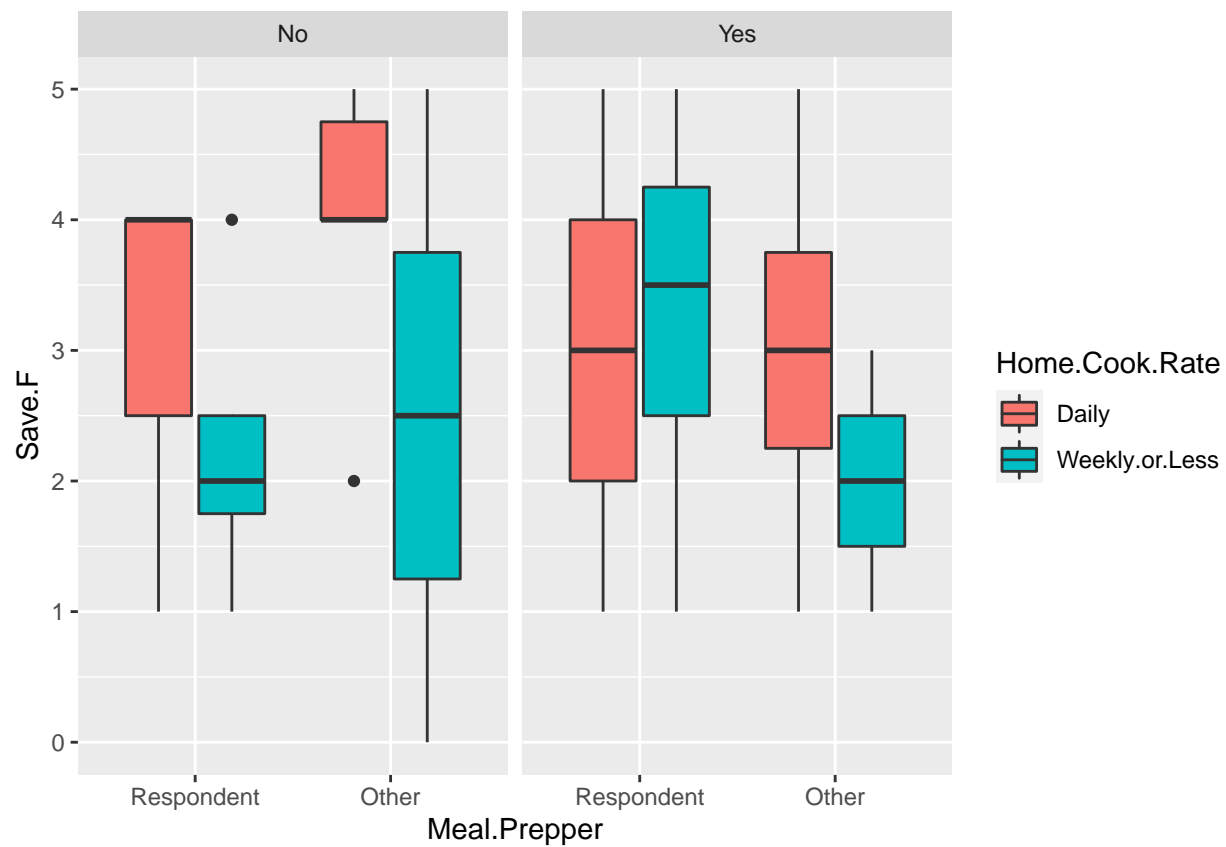


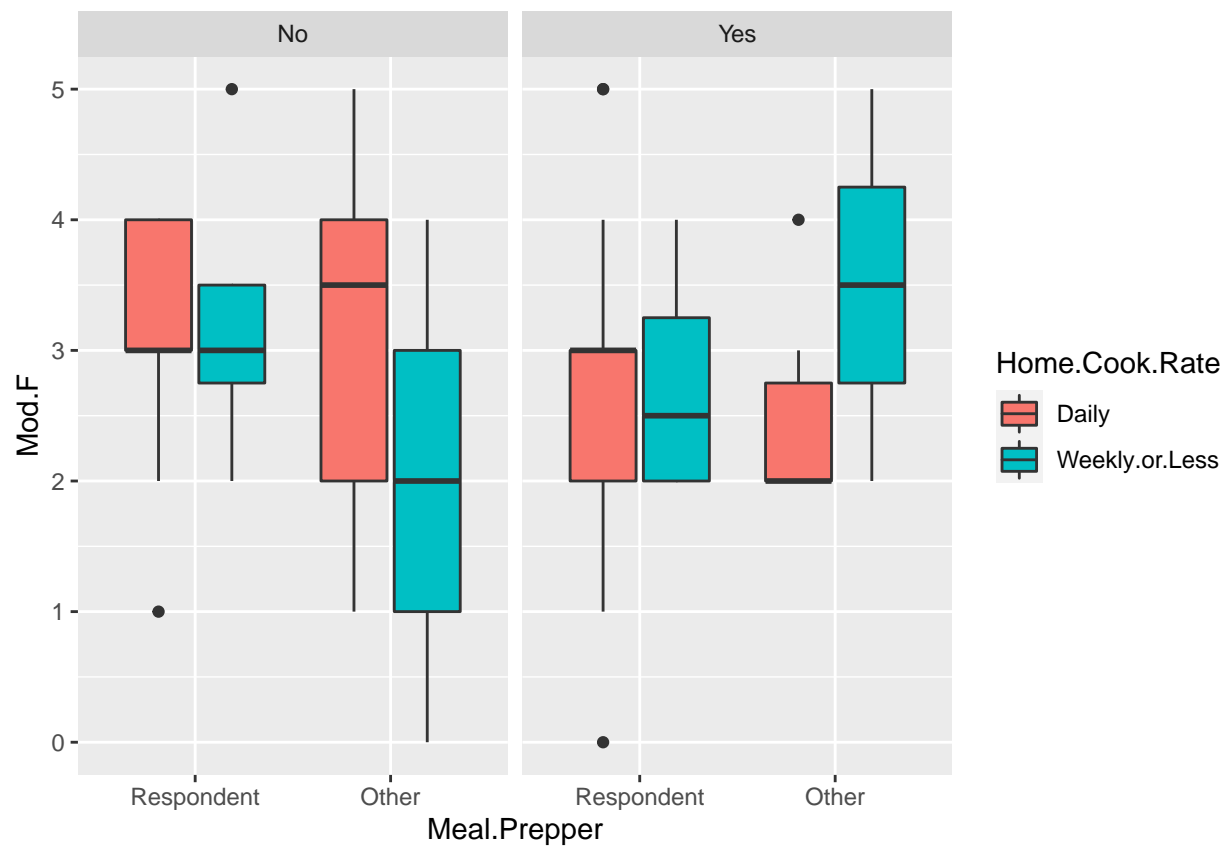


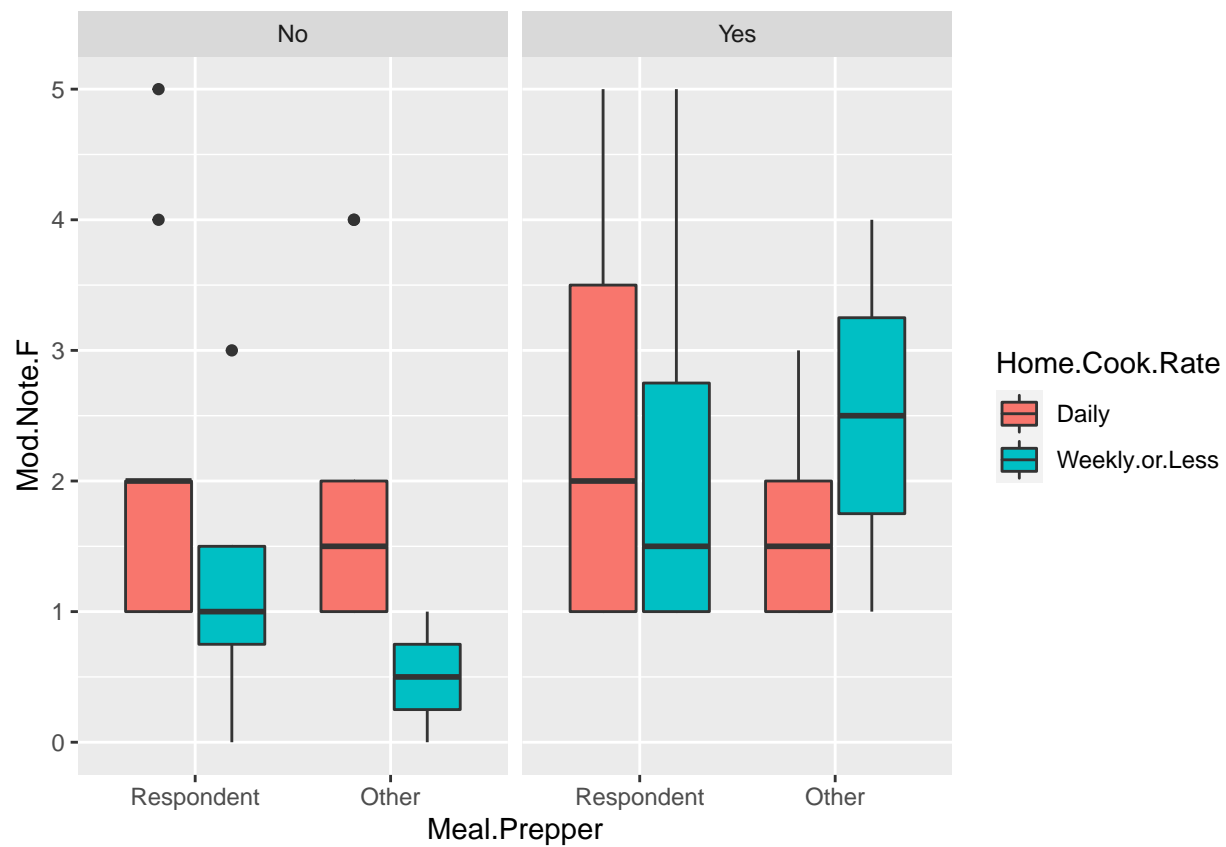


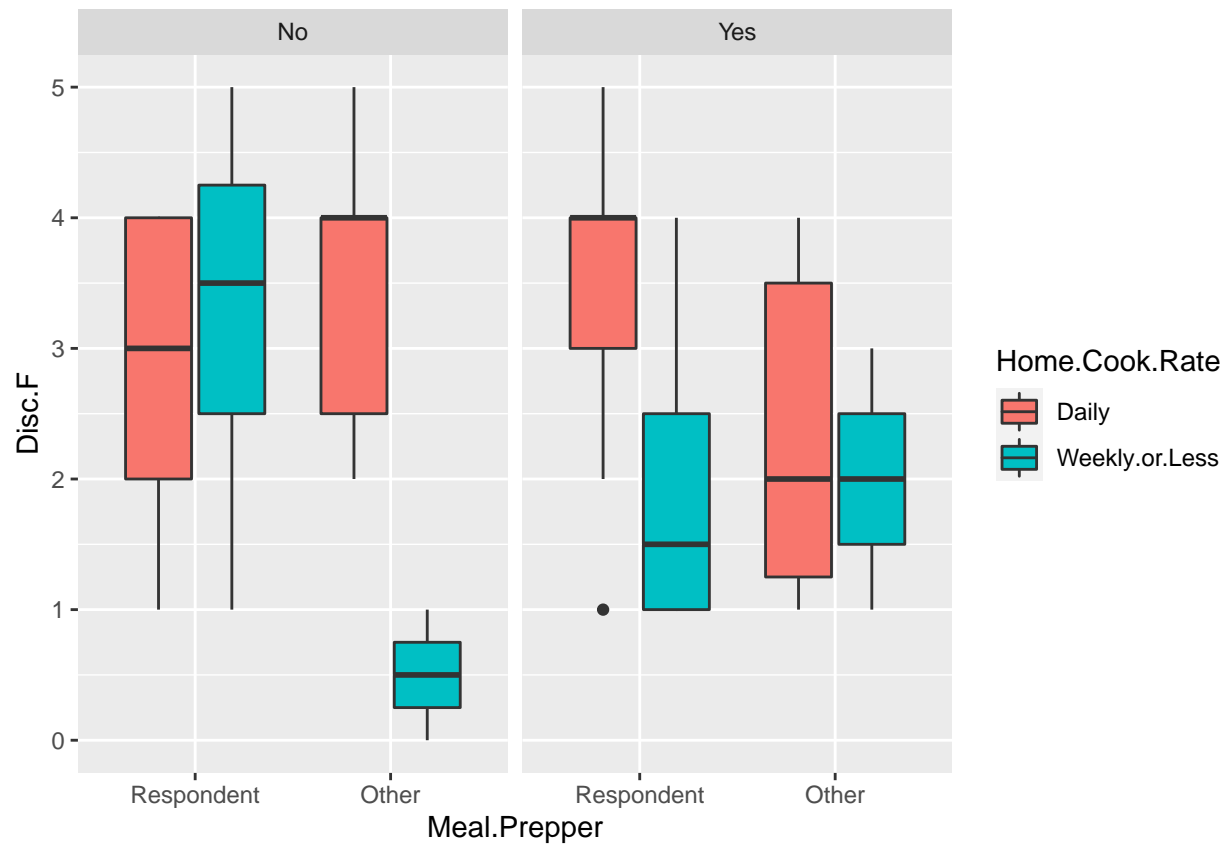


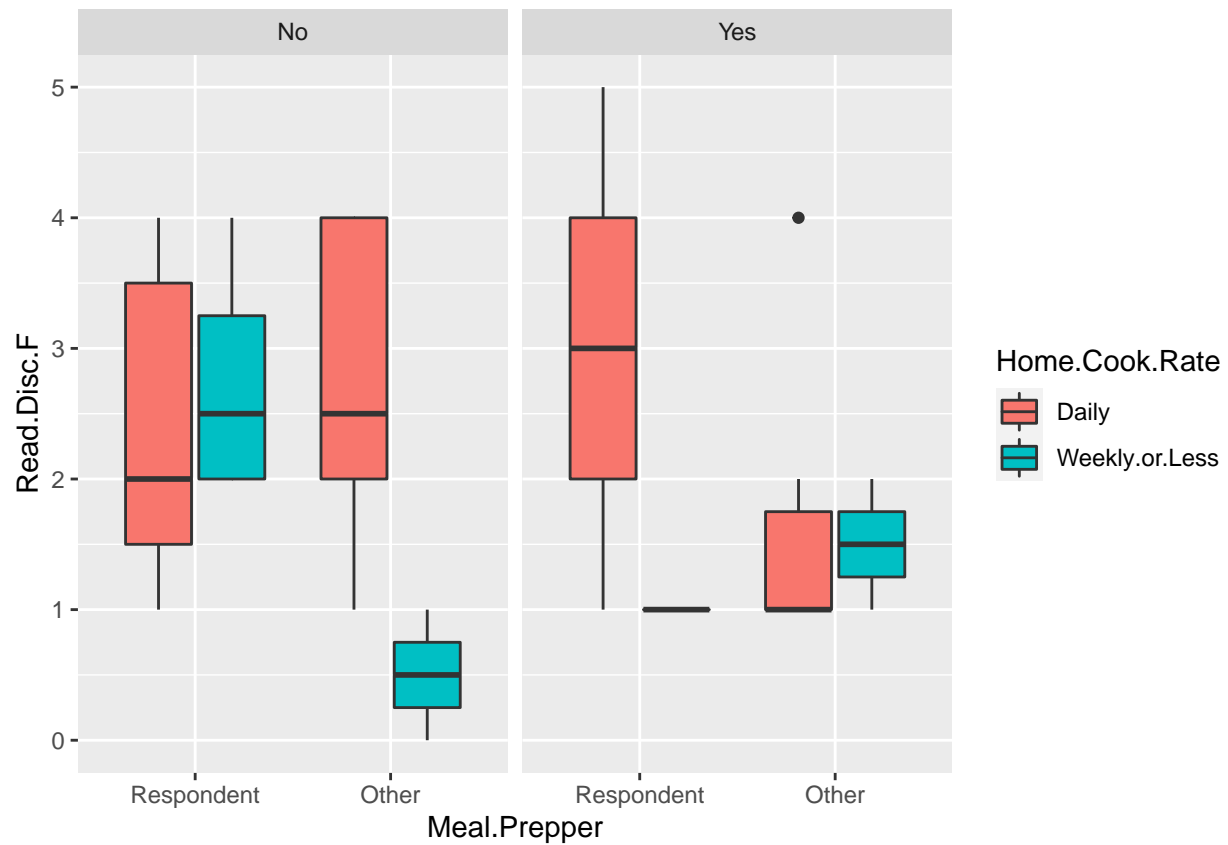












```
for (i in names(select(cleaned, starts_with("Ing.")))){
  p<-ggplot(cleaned,aes( fill=Home.Cook.Rate))+
    geom_bar(aes_string(x=i))+
    facet_grid(~Dietary.Restriction+Meal.Prepper)+
    theme(axis.text.x = element_text(angle = 90))

  print(p)
}
```

