

formats for the webdata.csv file. There is a sheet listing the Variables (e.g. the columns of the webdata.csv file), and one listing the Formats corresponding to each variable. A Format can be applied to more than one variable. For instance, the Brand format is applied to the Brand variable, as well as Brand_Detail, BrandConsidered_Multi and BrandConsideredDetail_Multi. You can use the Variable sheet to see which variables use the same format. Basically, multiple fields use the Brand format, multiple fields use the Outlet format, and ProductID (explained below) uses the Product format.

Several variables are “multi-punch” variables in that the respondent can provide more than one answer to the question. To accommodate this, we add another column with three underscores and an index number.

For instance, a respondent provides two answers to the Why_Bought_Brand question. In the .csv file there are two variables:

- Why_Bought_Brand
- Why_Bought_Brand_1

As another example, BrandConsidered_Multi has four possible choices, so the variables are:

- BrandConsidered_Multi
- BrandConsidered_Multi_1
- BrandConsidered_Multi_2
- BrandConsidered_Multi_3

Multi-Punch Variable	Single Punch Version
Why_Bought_Brand	Why_Brand_Appearance
Why_Bought_Brand_1	Why_Brand_Features
	Why_Brand_Good_Name
	Why_Brand_Guarantee
	Why_Brand_Other
	Why_Brand_Prev_Owned
	Why_Brand_Price
	Why_Brand_Quality
	Why_Brand_Recommended
	Why_Brand_Right_Size

Why_Bought_Store Why_Bought_Store_1	Why_Store_Advertising Why_Store_Credit Why_Store_Display Why_Store_Experience Why_Store_Location Why_Store_Other Why_Store_Price Why_Store_Recommended Why_Store_Repairs Why_Store_Salespeople Why_Store_Saw_in_Store Why_Store_Selection Why_Store_Stand_Behind_Prod
BrandConsidered_Multi BrandConsidered_Multi_1 BrandConsidered_Multi_2 BrandConsidered_Multi_3	Shopped_Brand_X, where “X” is some brand name. This will have a value of 1 if the respondent bought Brand X or shopped for Brand X.
Outlet_Shopped_Multi Outlet_Shopped_Multi_1 Outlet_Shopped_Multi_2 Outlet_Shopped_Multi_3	Shopped_A, where “A” is some outlet/retailer name. This will have a value of 1 if the respondent bought from Store A or shopped at Store A.