[record]: Record number

Open numeric response

[uuid]: Respondent identifier

Open text response

[vList3]: Groups for STC ed on cell

Values: 1 or 2

1 or 2 = Owns or has owned STC remote or audio accessory

other = not an STC customer and has not ever been

[DCM1\_1]: DCM Task: 1

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_2]: DCM Task: 2

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_3]: DCM Task: 3

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_4]: DCM Task: 4

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_5]: DCM Task: 5

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_6]: DCM Task: 6

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_7]: DCM Task: 7

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_8]: DCM Task: 8

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_9]: DCM Task: 9

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_10]: DCM Task: 10

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_11]: DCM Task: 11

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_12]: DCM Task: 12

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_13]: DCM Task: 13

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_14]: DCM Task: 14

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_15]: DCM Task: 15

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_16]: DCM Task: 16

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_17]: DCM Task: 17

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_18]: DCM Task: 18

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_19]: DCM Task: 19

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_20]: DCM Task: 20

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_21]: DCM Task: 21

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_22]: DCM Task: 22

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_23]: DCM Task: 23

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_24]: DCM Task: 24

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_25]: DCM Task: 25

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_26]: DCM Task: 26

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_27]: DCM Task: 27

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_28]: DCM Task: 28

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_29]: DCM Task: 29

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_30]: DCM Task: 30

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_31]: DCM Task: 31

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_32]: DCM Task: 32

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_33]: DCM Task: 33

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_34]: DCM Task: 34

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_35]: DCM Task: 35

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

[DCM1\_36]: DCM Task: 36

Values: 1-3

1=Option 1

2=Option 2

3=Option 3

STT2: How interested are you in purchasing or doing each of the following in the next 12 months?

Values: 1-10

10=Extremely Interested 10

9=9

8=8

7=7

6=6

5=5

4=4

3=3

2=2

1=Not At All Interested 1

[STT2r1] Purchasing a new tablet

[STT2r2] Purchasing a new smart phone

[STT2r3] Using cloud storage for storing your personal digital content

[STT2r4] Taking an online course to improve relevant skills

[D1]: What is your gender?

Values: 1-2

1=Male

2=Female

[D2]: What is your age?

Values: 1-7

1=Under 18

2=18-24

3=25-34

4=35-44

5=45-54

6=55-64

7=65 or older

[D3]: Are you a parent?

Values: 1-2

1=Yes

2=No

D4: What are the age(s) of the children living in your household?

Values: 0-1

0=Unchecked

1=Checked

[D4r1] One or more children age 2 or younger

[D4r2] One or more children between 3 and 5

[D4r3] One or more children between 6 and 12

[D4r4] One or more children between 13 and 18

[D4r5] One or more children over the age of 18

[D4r6] No children in your household

[D5]: Which of the following most closely describes your total annual household income from all sources and before taxes for 2010?

Values: 1-8

1=Under $25,000

2=$25,000 but less than $35,000

3=$35,000 but less than $50,000

4=$50,000 but less than $75,000

5=$75,000 but less than $100,000

6=$100,000 but less than $200,000

7=$200,000 or more

8=I prefer not to answer

[D6]: In which state do you live?

Values: 1-53

1=Alabama

2=Alaska

3=Arizona

4=Arkansas

5=California

6=Colorado

7=Connecticut

8=Delaware

9=District of Columbia

10=Florida

11=Georgia

12=Hawaii

13=Idaho

14=Illinois

15=Indiana

16=Iowa

17=Kansas

18=Kentucky

19=Louisiana

20=Maine

21=Maryland

22=Massachusetts

23=Michigan

24=Minnesota

25=Mississippi

26=Missouri

27=Montana

28=Nebraska

29=Nevada

30=New Hampshire

31=New Jersey

32=New Mexico

33=New York

34=North Carolina

35=North Dakota

36=Ohio

37=Oklahoma

38=Oregon

39=Pennsylvania

40=Rhode Island

41=South Carolina

42=South Dakota

43=Tennessee

44=Texas

45=Utah

46=Vermont

47=Virginia

48=Washington

49=West Virginia

50=Wisconsin

51=Wyoming

52=U.S. Territory

53=Not in the United States