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1	Variable	Label	Values
2	age	Age	Continuous
3	gender	Gender	0=Female1=Male2=Prefer not to answer
4	ethn_race	Ethnicity/ Origin (race)	0=White1=Hispanic or Latino2=Black or African American3=Native American or Native Indian4=Asian/Pacific Islander5= Other
5	employ	Employment status	0=Working part-time1=Working full-time2=Student (full or part-time)3=Not working
6	socmed	Has an account on any social media site	0=Yes1=No
7	socmed_user	Do you consider yourself an avid social media user?	0=Yes1=No
8	howoften_fb	How often do you use Facebook?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
9	howoften_tw	How often do you use Twitter?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
10	howoften_inst	How often do you use Instagram?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
11	howoften_link	How often do you use LinkedIn?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
12	howoften_snap	How often do you use Snapchat?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
13	howoften_pin	How often do you use Pinterest?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
14	howoften_vaco	How often do you use VSCO?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
15	howoften_red	How often do you use Reddit?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
16	howoften_tum	How often do you use Tumblr?	0=Multiple Times Per Day1=Daily2=Multiple Times Per Week3=Weekly4=Bi-Weekly5=Monthly 6=Never/Don't Have an Account44=Multiple chosen55=inconsistent
17	smday	How often do you use social media per day?	0= 0 hours1=1-2 hours2=3-4 hours3=5+ hours
18	sm_purp	Purpose of social media	0= Stay in touch with family/friends1= Stay up-to-date on current events/news2= Share photos/videos with friends3= Fill spare time4= Find entertaining content5= General networking/making friends/meet new people6= Create new posts/share opinion7= Other
19	smimage	Effect of social media on body image	0=Negative1=Positive2=Indifferent
20	sm_app	Does social media make you want to change your appearance?	0=Yes1=No2=Maybe
21	tan_idea	Do you like the idea of tanning?	0=Yes1=No2=Indifferent
22	tanever	Have you ever gone, or do you currently, go tanning? (indoors or outdoors)	0=Yes1=No
23	tan_year	Not including spray-on tans, during the past 12 months, how many times have you gone tanning?	0= more than once a week1= weekly2= bi-weekly (every two weeks)3= monthly4= bi-monthly (every two months)5= only once or twice6= never
24	tanfriend	Do you know anyone who has gone indoor tanning in the past 12 months?	0=Yes1=No
25	fitzskin	How would you rate your skin type on the Fitzpatrick Skin Type Scale	0= Type I - Ivory 1= Type II - Blege 2= Type III - Light Brown3= Type IV - Medium Brown 4= Type V - Dark Brown5= Type VI - very Dark Brown
26	cancer_cause	Which do you think is more likely to cause skin cancer?	0=The Sun1=Tanning Beds2=I think they both cause skin cancer3=I don't think either cause skin cancer
27	indoor	Where do you prefer to go indoor tanning?	0=Tanning Salon1=Gym2=Private bed/booth3=I do not tan indoors. I outdoor tan4=Other
28	att_tan	Do you consider yourself more attractive when you are tan?	0=Yes1=No2=Not sure
29	harm_tan	Do you think that tanning is harmful?	0=Never1=Rarely2=Sometimes3=Most of the time4=Always
30	ed_tan	Have you ever been educated about tanning beds? (in school, watching a commercial, etc.)	0=Yes1=No2=Unsure
31	tan_can	Do you ever worry about getting skin cancer?	0= Frequently 1= Sometimes2=I try not to think about it3=I don't think that I will get skin cancer4=No opinion
32	died_sc	Do you know someone who has died from skin cancer?	0=Yes1=No2= Maybe
33	stop_tan	Do you believe it would be hard for you to stop tanning? (indoors or outdoors)	0=Yes1=No2= Maybe
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