

Sheet1

DEM_TEXT,C,20	DEM_QUE,C,80	DE	DEM_A1,C,20
Sex		N	Male
Salary	How much do you earn per year?	Y	Under \$20,000
Proximity to Store	Within how many miles of our store is your home?	Y	Less than 1
		Y	Line Worker
Age		N	Under 20
	How many years have you been with the organization	Y	Less than 1
Education	What is the highest education level that you have attained		High School
Race			White
Respondent Type	Which of the following best describes you?	Y	Frequent Customer
	What is the first digit of your 3 digit kitchen number?	Y	1
	What is the second digit of your three digit kitchen number?	Y	1

Sheet1

DEM_A2,C,20	DEM_A3,C,20	DEM_A4,C,20	DEM_A5,C,20	DEM_A6,C,20
Female				
\$20,000-\$25,000	\$25,000-\$30,000	\$30,000-\$40,000	\$40,000-\$60,000	Over \$60,000
1-3	3-6	7-15	More than 15	
Manager/Supervisor	Middle Management	Senior Management		
20-29	30-39	40-49	50-59	60-65
1-5	6-10	11-20	Over 20	
Junior College	Undergraduate Degree	Masters Degree	Ph.D. or equivalent	
Black	Hispanic	Asian	Other	
Occasional Customer	Browser	Former Customer		
2	3	4	5	6
2	3	4	5	6

DEM_A7, DEDEM_A9, C, 20

Over 65

7	8	9
7	8	9