

C A R D F O R M A T

<u>D e t a i l s</u>	<u>C a r d C o l u m n</u>			
	<u>Dependent Variables</u>		<u>Independent Variable</u>	
	<u>From</u>	<u>To</u>	<u>Form</u>	<u>To</u>
Serial Number	1	3	1	3
Dependent Variable	-	4 (Code 2)	-	4 (Code 1)
Community	-	5	-	5
Sex	-	6	-	6
City	-	7	-	7
Product Group	-	8	8 & 9 Blank	
Brand	-	9		
		10 & 11 (Blank)		
16 Personality Factors	-	-	10 42 & 43 (Blank)	41
EPPS Needs (15	-	-	44	73
Dependent Variables(30)	12	51	-	-

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