



Conversion of NUMERIS Scale to Manifold Scale

Category	Sub-Category	Manifold Scale	NUMERIS Scale	Description
Restaurant	Coffee Fast Food	Regularly	2, 3	2: 2-3 times a month, 3: Once a week or more
		Occasionally	1	1: Once a month
Restaurant	Restaurant	Regularly	2, 3	2: 2-11 times a year , 3: Once a month or more
		Occasionally	1	1: Once a year.
Leisure: Lottery & Event	Lottery	Regularly	2, 3	2: Tickets bought past month: 2-3
		Occasionally	1	1: Tickets bought past month: 1
Leisure: Lottery & Event	Casino	Regularly	3	3: 2 times or more a year
		Occasionally	2	2: One time a year
Leisure: Sport & Concert	Local Attractions/Places Theatres/Concerts	Regularly	2, 3	2: 2-6 times a year, 3: 7 times a year or more
		Occasionally	1	1: Once a year

Beverage: Wine		Heavy	3	3: Once a week or more
		Medium	2	2: 2-3 times a month
		Light	1	1: Once a month
Beverage: Soft Drink	Tea / Coffee	Heavy	4	4: 2 or more per day
		Medium	3	3: 1 per day
		Light	2	2: Less than 1 per day
Beverage: Soft Drink	Other Soft Drink	Heavy	3	3: Once a week or more
		Medium	2	2: 2-3 times a month
		Light	1	1: Once a month
Snack		Heavy	3	3: Once a week or more
		Medium	2	2: 2-3 times a month
		Light	1	1: Once a month
Shopping	Grocery stores Convenience stores Drug stores	Heavy	3	3: Once a week or more
		Medium	2	2: 2-3 times a month
		Light	1	1: Once a month
Shopping	Department stores	Heavy	3	3: Once a month or more
		Medium	2	2: 2-11 times a year
		Light	1	1: Once a year
Shopping	All Other Stores	Regularly	2, 3	2: 2-11 times a year, 3: Once a month or more
		Occasionally	1	1: Once a year