



Data Dictionary

Consumer Psychographic Patterns



220 Duncan Mill Road, Suite 519
Toronto, ON, Canada
M3B 3J5

Tel: 416.760.8828 Fax: 416.760.8826
Email: info@manifolddatamining.com
www.manifolddatamining.com



| CATEGORY | Variable Name | Description |
|--------------------------|---------------|--|
| Geography | POSTCODE | 6-Digit Postal Code |
| Weight | PP15_ | Population of age 15 and up |
| Weight | PP18_ | Population of age 18 and up |
| Weight | HH_TOT | Number of households |
| Leisure: Lottery & Event | VR_RETAI | Rented or purchased Video Past Month From: DVD retail store locations (e.g. SuperClub Videotron) |
| Leisure: Lottery & Event | VR_ITUNE | Rented or purchased Video Past Month From: iTunes |
| Leisure: Lottery & Event | VR_OTOL | Rented or purchased Video Past Month From: Other online video rental service (e.g. Cineplex) |
| Leisure: Lottery & Event | VR_CABLE | Rented Video Past Month From: Pay per view via cable/satellite/fibre optic |
| Leisure: Lottery & Event | VR_MEDIA | On-demand media service (e.g. Netflix) |
| Leisure: Lottery & Event | VR_CRVTV1 | Spend viewing CraveTV: 1-59 minutes |
| Leisure: Lottery & Event | VR_CRVTV2 | Spend viewing CraveTV: 1-2 hours |
| Leisure: Lottery & Event | VR_CRVTV3 | Spend viewing CraveTV: 3 hours or more |
| Leisure: Lottery & Event | VR_ILICO1 | Spend viewing illico: 1-59 minutes |
| Leisure: Lottery & Event | VR_ILICO2 | Spend viewing illico: 1-2 hours |
| Leisure: Lottery & Event | VR_ILICO3 | Spend viewing illico: 3 hours or more |
| Leisure: Lottery & Event | VR_NETFL1 | Spend viewing Netflix: 1-59 minutes |
| Leisure: Lottery & Event | VR_NETFL2 | Spend viewing Netflix: 1-2 hours |
| Leisure: Lottery & Event | VR_NETFL3 | Spend viewing Netflix: 3 hours or more |
| Leisure: Lottery & Event | VR_SHOMI1 | Spend viewing Shomi: 1-59 minutes |
| Leisure: Lottery & Event | VR_SHOMI2 | Spend viewing Shomi: 1-2 hours |
| Leisure: Lottery & Event | VR_SHOMI3 | Spend viewing Shomi: 3 hours or more |
| Leisure: Lottery & Event | VR_OTSEV1 | Spend viewing Other services: 1-59 minutes |
| Leisure: Lottery & Event | VR_OTSEV2 | Spend viewing Other services: 1-2 hours |
| Leisure: Lottery & Event | VR_OTSEV3 | Spend viewing Other services: 3 hours or more |
| Leisure: Lottery & Event | LT_INSWN | Bought Lottery Tickets Past Month From: Instant wins (any) |
| Leisure: Lottery & Event | LT_SPTLT | Bought Lottery Tickets Past Month From: Sports lotteries (any) |
| Leisure: Lottery & Event | LT_BANCO | Bought Lottery Tickets Past Month From: Banco/KENO/Daily KENO |
| Leisure: Lottery & Event | LT_ENC | Bought Lottery Tickets Past Month From: Encore/Extra/Tag/Mini |
| Leisure: Lottery & Event | LT_49 | Bought Lottery Tickets Past Month From: Atlantic 49/Ontario 49/Quebec 49/BC49/Western 649 |
| Leisure: Lottery & Event | LT_PAYD | Bought Lottery Tickets Past Month From: Payday/Jour de paye |
| Leisure: Lottery & Event | LT_PICK3 | Bought Lottery Tickets Past Month From: Pick 2/Pick 3/Pik 4/La Quotidienne 3/4 |
| Leisure: Lottery & Event | LT_LOTTR | Bought Lottery Tickets Past Month From: Lottario |
| Leisure: Lottery & Event | LT_LT649 | Bought Lottery Tickets Past Month From: Lotto 6/49 |
| Leisure: Lottery & Event | LT_MAX | Bought Lottery Tickets Past Month From: Lotto Max |
| Leisure: Lottery & Event | LT_POKER | Bought Lottery Tickets Past Month From: Poker Lotto |
| Leisure: Lottery & Event | LT_OTHLT | Bought Lottery Tickets Past Month From: Other lotteries |
| Leisure: Lottery & Event | LT_SPCLT | Bought Lottery Tickets Past Year From: Hospital/Special event/Charity |
| Leisure: Lottery & Event | LT_PCS | Casino Past Year: Visit a Casino inside your own province |
| Leisure: Lottery & Event | LT_OPCODES | Casino Past Year: Visit a casino outside your province or country |
| Leisure: Lottery & Event | LT_OLCS | Casino Past Year: Play online/Internet casino games (e.g. Poker) |
| Leisure: Lottery & Event | LT_SLMCH | Casino Past Year: Slot machines (any location) |
| Leisure: Lottery & Event | LT_HRSRC | Casino Past Year: Wager money on horse racing |
| Leisure: Lottery & Event | LT_BINGO | Casino Past Year: Play bingo |
| Leisure: Lottery & Event | LT_INSWN_R | Lottery - Instant Wins (any): Regularly |
| Leisure: Lottery & Event | LT_SPTLT_R | Lottery - Sports lotteries (any): Regularly |
| Leisure: Lottery & Event | LT_BANCO_R | Lottery - Banco/KENO/Daily KENO: Regularly |
| Leisure: Lottery & Event | LT_ENC_R | Lottery - Encore/Extra/Tag/Mini: Regularly |

| CATEGORY | Variable Name | Description |
|--------------------------|---------------|--|
| Leisure: Lottery & Event | LT_49_R | Lottery - Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649: Regularly |
| Leisure: Lottery & Event | LT_PAYD_R | Lottery - Payday/Jour de paye: Regularly |
| Leisure: Lottery & Event | LT_PICK3_R | Lottery - Pick 2/Pick 3/Pik 4/La Quotidienne 3/4: Regularly |
| Leisure: Lottery & Event | LT_LOTTR_R | Lottery - Lottario: Regularly |
| Leisure: Lottery & Event | LT_LT649_R | Lottery - Lotto 6/49: Regularly |
| Leisure: Lottery & Event | LT_MAX_R | Lottery - Lotto Max: Regularly |
| Leisure: Lottery & Event | LT_POKER_R | Lottery - Poker Lotto: Regularly |
| Leisure: Lottery & Event | LT_OTHLT_R | Lottery - Other lotteries: Regularly |
| Leisure: Lottery & Event | LT_SPCLT_R | Lottery - Hospital/Special event/Charity: Regularly |
| Leisure: Lottery & Event | LT_PCS_R | Casio - Visit a casino inside your own province: Regularly |
| Leisure: Lottery & Event | LT_OPCODES_R | Casio - Visit a casino outside your province or country: Regularly |
| Leisure: Lottery & Event | LT_OLCS_R | Casio - Play online/Internet casino games (e.g. Poker): Regularly |
| Leisure: Lottery & Event | LT_SLMCH_R | Casio - Slot machines (any location): Regularly |
| Leisure: Lottery & Event | LT_HRSRC_R | Casio - Wager money on horse racing: Regularly |
| Leisure: Lottery & Event | LT_BINGO_R | Casio - Play bingo: Regularly |
| Leisure: Lottery & Event | LT_INSWN_O | Lottery - Instant Wins (any): Occasionally |
| Leisure: Lottery & Event | LT_SPTLT_O | Lottery - Sports lotteries (any): Occasionally |
| Leisure: Lottery & Event | LT_BANCO_O | Lottery - Banco/Prairie/Daily KENO: Occasionally |
| Leisure: Lottery & Event | LT_ENC_O | Lottery - Encore/Extra/Tag/Mini: Occasionally |
| Leisure: Lottery & Event | LT_49_O | Lottery - Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649: Occasionally |
| Leisure: Lottery & Event | LT_PAYD_O | Lottery - Payday/Jour de paye: Occasionally |
| Leisure: Lottery & Event | LT_PICK3_O | Lottery - Pick 2/Pick 3/Pik 4/La Quotidienne 3/4: Occasionally |
| Leisure: Lottery & Event | LT_LOTTR_O | Lottery - Lottario: Occasionally |
| Leisure: Lottery & Event | LT_LT649_O | Lottery - Lotto 6/49: Occasionally |
| Leisure: Lottery & Event | LT_MAX_O | Lottery - Lotto Max: Occasionally |
| Leisure: Lottery & Event | LT_POKER_O | Lottery - Poker Lotto: Occasionally |
| Leisure: Lottery & Event | LT_OTHLT_O | Lottery - Other lotteries: Occasionally |
| Leisure: Lottery & Event | LT_SPCLT_O | Lottery - Hospital/Special event/Charity: Occasionally |
| Leisure: Lottery & Event | LT_PCS_O | Casio - Visit a casino inside your own province: Occasionally |
| Leisure: Lottery & Event | LT_OPCODES_O | Casio - Visit a casino outside your province or country: Occasionally |
| Leisure: Lottery & Event | LT_OLCS_O | Casio - Play online/Internet casino games (e.g. Poker): Occasionally |
| Leisure: Lottery & Event | LT_SLMCH_O | Casio - Slot machines (any location): Occasionally |
| Leisure: Lottery & Event | LT_HRSRC_O | Casio - Wager money on horse racing: Occasionally |
| Leisure: Lottery & Event | LT_BINGO_O | Casio - Play bingo: Occasionally |
| Leisure: Lottery & Event | LT_SP0 | Lottery spending per month: Nothing |
| Leisure: Lottery & Event | LT_SP4 | Lottery spending per month: \$1-\$4 |
| Leisure: Lottery & Event | LT_SP9 | Lottery spending per month: \$5-\$9 |
| Leisure: Lottery & Event | LT_SP19 | Lottery spending per month: \$10-\$19 |
| Leisure: Lottery & Event | LT_SP29 | Lottery spending per month: \$20-\$29 |
| Leisure: Lottery & Event | LT_SP50 | Lottery spending per month: \$30-\$50 |
| Leisure: Lottery & Event | LT_SP50M | Lottery spending per month: More than \$50 |
| Leisure: Lottery & Event | LS_AHGSC | Schools past 3 years: Adult high schools (any) |
| Leisure: Lottery & Event | LS_CDICOL | Schools past 3 years: Career Colleges (any) (e.g. CDI College) |
| Leisure: Lottery & Event | LS_CMMCOL | Schools past 3 years: Community Colleges (any) |
| Leisure: Lottery & Event | LS_UNIV | Schools past 3 years: Universities (any) |
| Leisure: Lottery & Event | LS_MNGMTR | Schools past 3 years: Executive/management training (any) |
| Leisure: Lottery & Event | LS_FTCMCOL | Enrolled full time: Community college (any) |
| Leisure: Lottery & Event | LS_FTCEGEP | Enrolled full time: CEGEP (any) |
| Leisure: Lottery & Event | LS_FTCRCOL | Enrolled full time: Career college/trade school (any) |
| Leisure: Lottery & Event | LS_FTUNIV | Enrolled full time: University (any) |
| Leisure: Lottery & Event | LS_FTOTCOL | Enrolled full time: Other school (any) |
| Leisure: Lottery & Event | LS_KUMON | Learning centre past 3 years: Kumon Math and Reading Center |
| Leisure: Lottery & Event | LS_SYLVAN | Learning centre past 3 years: Sylvan Learning Center |

| CATEGORY | Variable Name | Description |
|--------------------------|---------------|---|
| Leisure: Lottery & Event | LS_OTHLRN | Learning centre past 3 years: Other learning centers |
| Leisure: Lottery & Event | LS_CAMPS | Learning centre past 3 years: Activity camps (summer/March break) |
| Leisure: Lottery & Event | LS_PDECSPT | Learning centre past 3 years: Paid extracurricular activities/sports |
| Leisure: Lottery & Event | LS_PSCH | Learning centre past 3 years: Private schools (e.g. Montessori) |
| Leisure: Lottery & Event | LS_JBSROL | Job search past year: on-line/Internet job sites (e.g. Workopolis.com) used |
| Leisure: Lottery & Event | LS_JBSRRC | Job search past year: Respond to recruitment ad. |
| Leisure: Lottery & Event | LS_MARRY | Life Events Past 2 Years: Marry |
| Leisure: Lottery & Event | LS_DIVORCE | Life Events Past 2 Years: Divorce/separation |
| Leisure: Lottery & Event | LS_HCHILD | Life Events Past 2 Years: Child born/adopted |
| Leisure: Lottery & Event | LS_HGCHILD | Life Events Past 2 Years: Grandchild born/adopted |
| Leisure: Lottery & Event | LS_AKDLH | Life Events Past 2 Years: Adult child leaves home |
| Leisure: Lottery & Event | LS_PTMRTH | Life Events Past 2 Years: Parent moves into retirement/nursing home/your home |
| Leisure: Lottery & Event | LS_CHGHSCH | Life Events Past 2 Years: Complete high school |
| Leisure: Lottery & Event | LS_CUNIV | Life Events Past 2 Years: Complete college/university |
| Leisure: Lottery & Event | LS_PURFCAR | Life Events Past 2 Years: Purchase first vehicle |
| Leisure: Lottery & Event | LS_BSHOME | Life Events Past 2 Years: Bought/sold home |
| Leisure: Lottery & Event | LS_RETIRE | Life Events Past 2 Years: Retire |
| Leisure: Lottery & Event | LS_LSJOB | Life Events Past 2 Years: Lose job or be laid off |
| Leisure: Lottery & Event | LS_CHGJOB | Life Events Past 2 Years: Change job |
| Leisure: Lottery & Event | LS_MVPTHM | Life Events Past 2 Years: Move out of parents home |
| Leisure: Lottery & Event | LS_SHOPMTG | Life Events Past 2 Years: Shop for mortgage/renew mortgage |
| Leisure: Lottery & Event | LS_CMTG | Life Events Past 2 Years: Make last mortgage payment |
| Leisure: Lottery & Event | LS_QUITSMK | Life Events Past 2 Years: Quit smoking |
| Leisure: Lottery & Event | LS_MVWITH | Life Events Past 2 Years: Move in with significant other |
| Leisure: Lottery & Event | LS_CIVIL | Paid Past 3 Years: Civil-trusts-estates |
| Leisure: Lottery & Event | LS_CRMNL | Paid Past 3 Years: Criminal defense |
| Leisure: Lottery & Event | LS_DEBT | Paid Past 3 Years: Debt consolidation/bankruptcy services |
| Leisure: Lottery & Event | LS_DVRC | Paid Past 3 Years: Divorce-family law |
| Leisure: Lottery & Event | LS_IMM | Paid Past 3 Years: Immigration |
| Leisure: Lottery & Event | LS_INJRY | Paid Past 3 Years: Personal injury |
| Leisure: Lottery & Event | LS_ESTA | Paid Past 3 Years: Real estate |
| Leisure: Lottery & Event | LS_TRAF | Paid Past 3 Years: Traffic related |
| Leisure: Lottery & Event | LS_OTLGL | Paid Past 3 Years: Other legal/debt services |
| Leisure: Lottery & Event | LS_SH_AUTO | Shows Past Year: Auto shows |
| Leisure: Lottery & Event | LS_SH_BOAT | Shows Past Year: Boat shows |
| Leisure: Lottery & Event | LS_SH_BOOK | Shows Past Year: Book shows |
| Leisure: Lottery & Event | LS_SH_BRD | Shows Past Year: Bridal shows |
| Leisure: Lottery & Event | LS_SH_COTT | Shows Past Year: Cottage shows |
| Leisure: Lottery & Event | LS_SH_CRFT | Shows Past Year: Craft shows |
| Leisure: Lottery & Event | LS_SH_ELEC | Shows Past Year: Electronics/photo/video shows |
| Leisure: Lottery & Event | LS_SH_FAN | Shows Past Year: Fan shows (e.g. Comic Con) |
| Leisure: Lottery & Event | LS_SH_FTGS | Shows Past Year: Fitness/golf/ski shows |
| Leisure: Lottery & Event | LS_SH_FOOD | Shows Past Year: Food/Wine shows |
| Leisure: Lottery & Event | LS_SH_GARD | Shows Past Year: Garden shows |
| Leisure: Lottery & Event | LS_SH_HLTH | Shows Past Year: Health and Living shows |
| Leisure: Lottery & Event | LS_SH_HOME | Shows Past Year: Home shows |
| Leisure: Lottery & Event | LS_SH_JBFR | Shows Past Year: Job fairs |
| Leisure: Lottery & Event | LS_SH_MTCY | Shows Past Year: Motorcycle shows |
| Leisure: Lottery & Event | LS_SH_PET | Shows Past Year: Pet shows |
| Leisure: Lottery & Event | LS_SH_RV | Shows Past Year: RV shows |
| Leisure: Lottery & Event | LS_SH_SIF | Shows Past Year: Savings/investment/franchise shows |
| Leisure: Lottery & Event | LS_SH_SEX | Shows Past Year: Sex shows |
| Leisure: Lottery & Event | LS_SH_SPMN | Shows Past Year: Sportsman/outdoor shows |

| CATEGORY | Variable Name | Description |
|--------------------------|---------------|---|
| Leisure: Lottery & Event | LS_SH_TRVL | Shows Past Year: Travel shows |
| Leisure: Lottery & Event | LS_SH_OTH | Shows Past Year: Other shows |
| Leisure: Lottery & Event | LS_CMPSPY | Visited Past Year: College or university campus |
| Leisure: Lottery & Event | LS_FITPY | Visited Past Year: Health or fitness club |
| Leisure: Lottery & Event | LS_BALFDPY | Visited Past Year: Restaurant, resto-bar, or pub (alcohol and food) |
| Leisure: Lottery & Event | LS_BALPY | Visited Past Year: Bar or nightclub (alcohol but no food) |
| Leisure: Lottery & Event | LS_CMPSPM | Visited Past Month: College or university campus |
| Leisure: Lottery & Event | LS_FITPM | Visited Past Month: Health or fitness club |
| Leisure: Lottery & Event | LS_BALFDPM | Visited Past Month: Restaurant, resto-bar, or pub (alcohol and food) |
| Leisure: Lottery & Event | LS_BALPM | Visited Past Month: Bar or nightclub (alcohol but no food) |
| Leisure: Lottery & Event | LS_CMSPSD | Visited Past 7 Days: College or university campus |
| Leisure: Lottery & Event | LS_FITPD | Visited Past 7 Days: Health or fitness club |
| Leisure: Lottery & Event | LS_BALFDPD | Visited Past 7 Days: Restaurant, resto-bar, or pub (alcohol and food) |
| Leisure: Lottery & Event | LS_BALPD | Visited Past 7 Days: Bar or nightclub (alcohol but no food) |
| Leisure: Sport & Concert | LS_MUSM | Attended/Visited Past Year: Art galleries/museums/science centres |
| Leisure: Sport & Concert | LS_EXHBT | Attended/Visited Past Year: Exhibitions/carnivals/fairs/markets |
| Leisure: Sport & Concert | LS_HIST | Attended/Visited Past Year: Historical sites |
| Leisure: Sport & Concert | LS_CTPRK | Attended/Visited Past Year: Parks/city gardens |
| Leisure: Sport & Concert | LS_MAXMV | Attended/Visited Past Year: Specialty movie theatres/IMAX |
| Leisure: Sport & Concert | LS_SPEVN | Attended/Visited Past Year: Sporting events/racing events/air shows |
| Leisure: Sport & Concert | LS_AMUSE | Attended/Visited Past Year: Video arcades/indoor amusement centres |
| Leisure: Sport & Concert | LS_THMPK | Attended/Visited Past Year: Theme parks/waterparks/water slides |
| Leisure: Sport & Concert | LS_ZOO | Attended/Visited Past Year: Zoos/aquariums/farms/drive-through animal parks |
| Leisure: Sport & Concert | LS_OTHAT | Attended/Visited Past Year: Other leisure activities/attractions |
| Leisure: Sport & Concert | LS_STDM | Attended/Visited Past Year: Auditoriums/arenas/stadiums (any) |
| Leisure: Sport & Concert | LS_CS | Attended/Visited Past Year: Casinos (any) |
| Leisure: Sport & Concert | LS_NTCLB | Attended/Visited Past Year: Night clubs/bars |
| Leisure: Sport & Concert | LS_ODSTG | Attended/Visited Past Year: Outdoor stages/parks/Parks |
| Leisure: Sport & Concert | LS_THTR | Attended/Visited Past Year: Theatres/halls |
| Leisure: Sport & Concert | LS_OTHCC | Attended/Visited Past Year: Other concert venues |
| Leisure: Sport & Concert | LS_MJTHT | Attended/Visited Past Year: Major theatres/halls/auditoriums |
| Leisure: Sport & Concert | LS_CMHT | Attended/Visited Past Year: Community theatres |
| Leisure: Sport & Concert | LS_FSTVL | Attended/Visited Past Year: Festivals |
| Leisure: Sport & Concert | LS_OTHT | Attended/Visited Past Year: Other live theatre venues |
| Leisure: Sport & Concert | LS_CLSCC | Attended/Visited Past Year: Ballet/opera/symphony |
| Leisure: Sport & Concert | LS_BAR | Attended/Visited Past Year: Bars/restaurant bars |
| Leisure: Sport & Concert | LS_FDFE | Attended/Visited Past Year: Beer/food/wine festivals |
| Leisure: Sport & Concert | LS_CMCLB | Attended/Visited Past Year: Comedy clubs/shows |
| Leisure: Sport & Concert | LS_DNCLB | Attended/Visited Past Year: Dancing/night clubs |
| Leisure: Sport & Concert | LS_DITHT | Attended/Visited Past Year: Dinner theatres |
| Leisure: Sport & Concert | LS_FMFST | Attended/Visited Past Year: Film festivals |
| Leisure: Sport & Concert | LS_MSFT | Attended/Visited Past Year: Music festivals (e.g. jazz, folk) |
| Leisure: Sport & Concert | LS_MVTHT | Attended/Visited Past Year: Movies at a theatre/drive-in |
| Leisure: Sport & Concert | LS_NPPK | Attended/Visited Past Year: National or provincial park |
| Leisure: Sport & Concert | LS_POPCC | Attended/Visited Past Year: Popular music/rock concerts |
| Leisure: Sport & Concert | LS_ADVSP | Sports/Activities in Season: Adventure sports (e.g. sky diving, scuba diving) |
| Leisure: Sport & Concert | LS_CRFT | Sports/Activities in Season: Arts/crafts/sewing/knitting |
| Leisure: Sport & Concert | LS_SNMBL | Sports/Activities in Season: ATV/snowmobiling |
| Leisure: Sport & Concert | LS_BSL | Sports/Activities in Season: Baseball/softball |
| Leisure: Sport & Concert | LS_BSKBL | Sports/Activities in Season: Basketball |
| Leisure: Sport & Concert | LS_BLLDS | Sports/Activities in Season: Billiards/pool |
| Leisure: Sport & Concert | LS_BOWL | Sports/Activities in Season: Bowling |

| CATEGORY | Variable Name | Description |
|--------------------------|---------------|--|
| Leisure: Sport & Concert | LS_CAMP | Sports/Activities in Season: Camping |
| Leisure: Sport & Concert | LS_CANOE | Sports/Activities in Season: Canoeing/kayaking |
| Leisure: Sport & Concert | LS_SKCRS | Sports/Activities in Season: Cross country skiing/snowshoeing |
| Leisure: Sport & Concert | LS_CURL | Sports/Activities in Season: Curling |
| Leisure: Sport & Concert | LS_CYCL | Sports/Activities in Season: Cycling (Mountain/road biking) |
| Leisure: Sport & Concert | LS_FSHT | Sports/Activities in Season: Fishing/hunting |
| Leisure: Sport & Concert | LS_FITAER | Sports/Activities in Season: Fitness classes |
| Leisure: Sport & Concert | LS_FITWK | Sports/Activities in Season: Fitness walking |
| Leisure: Sport & Concert | LS_FTBL | Sports/Activities in Season: Football |
| Leisure: Sport & Concert | LS_GARD | Sports/Activities in Season: Gardening |
| Leisure: Sport & Concert | LS_GOLF | Sports/Activities in Season: Golfing |
| Leisure: Sport & Concert | LS_CLUB | Sports/Activities in Season: Health club activity (e.g. weight training) |
| Leisure: Sport & Concert | LS_HIBA | Sports/Activities in Season: Hiking/backpacking |
| Leisure: Sport & Concert | LS_HOCKY | Sports/Activities in Season: Hockey |
| Leisure: Sport & Concert | LS_HMEXC | Sports/Activities in Season: Home exercise/home workout |
| Leisure: Sport & Concert | LS_ICSKT | Sports/Activities in Season: Ice skating |
| Leisure: Sport & Concert | LS_ILSKT | Sports/Activities in Season: Inline skating |
| Leisure: Sport & Concert | LS_JOG | Sports/Activities in Season: Jogging |
| Leisure: Sport & Concert | LS_MRTHN | Sports/Activities in Season: Marathon or similar event |
| Leisure: Sport & Concert | LS_PHOTO | Sports/Activities in Season: Photography |
| Leisure: Sport & Concert | LS_YOGA | Sports/Activities in Season: Pilates/yoga |
| Leisure: Sport & Concert | LS_VIDEO | Sports/Activities in Season: Playing video games |
| Leisure: Sport & Concert | LS_PWBT | Sports/Activities in Season: Power boating/Jet skiing |
| Leisure: Sport & Concert | LS_RACSP | Sports/Activities in Season: Racquet sports (e.g. Squash, racquetball, tennis) |
| Leisure: Sport & Concert | LS_READ | Sports/Activities in Season: Reading |
| Leisure: Sport & Concert | LS_SKBRD | Sports/Activities in Season: Skateboarding |
| Leisure: Sport & Concert | LS_SKDWH | Sports/Activities in Season: Skiing - downhill |
| Leisure: Sport & Concert | LS_SNBDR | Sports/Activities in Season: Snowboarding |
| Leisure: Sport & Concert | LS_SCCER | Sports/Activities in Season: Soccer |
| Leisure: Sport & Concert | LS_SWM | Sports/Activities in Season: Swimming |
| Leisure: Sport & Concert | LS_VOL | Sports/Activities in Season: Volunteer work |
| Leisure: Sport & Concert | LS_LATRC | Live sports in Season: Auto racing |
| Leisure: Sport & Concert | LS_LBSBL | Live sports in Season: Baseball |
| Leisure: Sport & Concert | LS_LBSKB | Live sports in Season: Basketball |
| Leisure: Sport & Concert | LS_LBOX | Live sports in Season: Boxing |
| Leisure: Sport & Concert | LS_LFSKT | Live sports in Season: Figure skating |
| Leisure: Sport & Concert | LS_LFTBL | Live sports in Season: Football |
| Leisure: Sport & Concert | LS_LGLF | Live sports in Season: Golf |
| Leisure: Sport & Concert | LS_LHCKY | Live sports in Season: Hockey |
| Leisure: Sport & Concert | LS_LHSRC | Live sports in Season: Horse racing |
| Leisure: Sport & Concert | LS_LLCRS | Live sports in Season: Lacrosse |
| Leisure: Sport & Concert | LS_LSCC | Live sports in Season: Soccer |
| Leisure: Sport & Concert | LS_LTNS | Live sports in Season: Tennis |
| Leisure: Sport & Concert | LS_FITCLB | Member of Club: Health/fitness club |
| Leisure: Sport & Concert | LS_GLFCLB | Member of Club: Golf club |
| Leisure: Sport & Concert | LS_MUSM_R | Art galleries/museums/science centres: Regularly |
| Leisure: Sport & Concert | LS_EXHBT_R | Exhibitions/carnivals/fairs/markets: Regularly |
| Leisure: Sport & Concert | LS_HIST_R | Historical sites: Regularly |
| Leisure: Sport & Concert | LS_CTPRK_R | Parks/city gardens: Regularly |
| Leisure: Sport & Concert | LS_MAXMV_R | Specialty movie theatres/IMAX: Regularly |
| Leisure: Sport & Concert | LS_SPEVN_R | Sporting events/racing events/air shows: Regularly |
| Leisure: Sport & Concert | LS_AMUSE_R | Video arcades/indoor amusement centres: Regularly |
| Leisure: Sport & Concert | LS_THMPK_R | Theme parks/waterparks/water slides: Regularly |

| CATEGORY | Variable Name | Description |
|--------------------------|---------------|--|
| Leisure: Sport & Concert | LS_ZOO_R | Zoos/aquariums/farms/drive-through animal parks: Regularly |
| Leisure: Sport & Concert | LS_OTHT_R | Other leisure activities/attractions: Regularly |
| Leisure: Sport & Concert | LS_STDM_R | Auditoriums/arenas/stadiums (any): Regularly |
| Leisure: Sport & Concert | LS_CS_R | Casinos (any): Regularly |
| Leisure: Sport & Concert | LS_NTCLB_R | Night clubs/bars: Regularly |
| Leisure: Sport & Concert | LS_ODSTG_R | Outdoor stages/parks: Regularly |
| Leisure: Sport & Concert | LS_THTR_R | Theatres/halls: Regularly |
| Leisure: Sport & Concert | LS_OTHCC_R | Other concert venues: Regularly |
| Leisure: Sport & Concert | LS_MJTH_R | Major theatres/halls/auditoriums: Regularly |
| Leisure: Sport & Concert | LS_CMTHT_R | Community theatres: Regularly |
| Leisure: Sport & Concert | LS_FSTVL_R | Festivals: Regularly |
| Leisure: Sport & Concert | LS_OTHT_R | Other live theatre venues: Regularly |
| Leisure: Sport & Concert | LS_CLSCC_R | Ballet/opera/symphony: Regularly |
| Leisure: Sport & Concert | LS_BAR_R | Bars/restaurant bars: Regularly |
| Leisure: Sport & Concert | LS_FDFE_R | Beer/food/wine festivals: Regularly |
| Leisure: Sport & Concert | LS_CMCLB_R | Comedy clubs/shows: Regularly |
| Leisure: Sport & Concert | LS_DNCLB_R | Dancing/night clubs: Regularly |
| Leisure: Sport & Concert | LS_DITH_R | Dinner theatres: Regularly |
| Leisure: Sport & Concert | LS_FMFST_R | Film festivals: Regularly |
| Leisure: Sport & Concert | LS_MSFT_R | Music festivals (e.g. jazz, folk): Regularly |
| Leisure: Sport & Concert | LS_MVTH_R | Movies at a theatre/drive-in: Regularly |
| Leisure: Sport & Concert | LS_NPPK_R | National or provincial park: Regularly |
| Leisure: Sport & Concert | LS_POPCC_R | Popular music/rock concerts: Regularly |
| Leisure: Sport & Concert | LS_ADVSP_R | Sports/Activities: Adventure sports (e.g. sky diving, scuba diving): Regularly |
| Leisure: Sport & Concert | LS_CRFT_R | Sports/Activities: Arts/crafts/sewing/knitting: Regularly |
| Leisure: Sport & Concert | LS_SNMBL_R | Sports/Activities Season: ATV/snowmobiling-Regularly |
| Leisure: Sport & Concert | LS_BSL_R | Sports/Activities: Baseball/softball: Regularly |
| Leisure: Sport & Concert | LS_BSKBL_R | Sports/Activities: Basketball: Regularly |
| Leisure: Sport & Concert | LS_BLLDS_R | Sports/Activities: Billiards/pool: Regularly |
| Leisure: Sport & Concert | LS_BOWL_R | Sports/Activities: Bowling: Regularly |
| Leisure: Sport & Concert | LS_CAMP_R | Sports/Activities: Camping: Regularly |
| Leisure: Sport & Concert | LS_CANOE_R | Sports/Activities: Canoeing/kayaking: Regularly |
| Leisure: Sport & Concert | LS_CURL_R | Sports/Activities: Curling: Regularly |
| Leisure: Sport & Concert | LS_CYCL_R | Sports/Activities: Cycling (Mountain/road biking): Regularly |
| Leisure: Sport & Concert | LS_FSHT_R | Sports/Activities: Fishing/hunting: Regularly |
| Leisure: Sport & Concert | LS_FITA_R | Sports/Activities: Fitness classes: Regularly |
| Leisure: Sport & Concert | LS_FITWK_R | Sports/Activities: Fitness walking: Regularly |
| Leisure: Sport & Concert | LS_FTBL_R | Sports/Activities: Football: Regularly |
| Leisure: Sport & Concert | LS_GARD_R | Sports/Activities: Gardening: Regularly |
| Leisure: Sport & Concert | LS_GOLF_R | Sports/Activities: Golfing: Regularly |
| Leisure: Sport & Concert | LS_CLUB_R | Sports/Activities: Health club activity (e.g. weight training): Regularly |
| Leisure: Sport & Concert | LS_HIBA_R | Sports/Activities: Hiking/backpacking: Regularly |
| Leisure: Sport & Concert | LS_HOCKY_R | Sports/Activities: Hockey: Regularly |
| Leisure: Sport & Concert | LS_HMEXC_R | Sports/Activities: Home exercise/home workout: Regularly |
| Leisure: Sport & Concert | LS_ICSKT_R | Sports/Activities: Ice skating: Regularly |
| Leisure: Sport & Concert | LS_ILSKT_R | Sports/Activities: Inline skating: Regularly |
| Leisure: Sport & Concert | LS_JOG_R | Sports/Activities: Jogging: Regularly |
| Leisure: Sport & Concert | LS_MRTHN_R | Sports/Activities: Marathon or similar event: Regularly |
| Leisure: Sport & Concert | LS_PHOTO_R | Sports/Activities: Photography: Regularly |
| Leisure: Sport & Concert | LS_YOGA_R | Sports/Activities: Pilates/yoga: Regularly |
| Leisure: Sport & Concert | LS_VIDEO_R | Sports/Activities: Playing video games: Regularly |
| Leisure: Sport & Concert | LS_PWBT_R | Sports/Activities: Power boating/Jet skiing: Regularly |

| CATEGORY | Variable Name | Description |
|--------------------------|---------------|---|
| Leisure: Sport & Concert | LS_RACSP_R | Sports/Activities: Racquet sports (e.g. Squash, racquetball, tennis): Regularly |
| Leisure: Sport & Concert | LS_READ_R | Sports/Activities: Reading: Regularly |
| Leisure: Sport & Concert | LS_SKBRD_R | Sports/Activities: Skateboarding: Regularly |
| Leisure: Sport & Concert | LS_SKCRS_R | Sports/Activities: Skiing - cross country: Regularly |
| Leisure: Sport & Concert | LS_SKDWH_R | Sports/Activities: Skiing - downhill: Regularly |
| Leisure: Sport & Concert | LS_SNBDR_R | Sports/Activities: Snowboarding: Regularly |
| Leisure: Sport & Concert | LS_SCCER_R | Sports/Activities: Soccer: Regularly |
| Leisure: Sport & Concert | LS_SWM_R | Sports/Activities: Swimming: Regularly |
| Leisure: Sport & Concert | LS_VOL_R | Sports/Activities: Volunteer work-Regularly |
| Leisure: Sport & Concert | LS_MUSM_O | Art galleries/museums/science centres: Occasionally |
| Leisure: Sport & Concert | LS_EXHBT_O | Exhibitions/carnivals/fairs/markets: Occasionally |
| Leisure: Sport & Concert | LS_HIST_O | Historical sites: Occasionally |
| Leisure: Sport & Concert | LS_CTPRK_O | Parks/City gardens: Occasionally |
| Leisure: Sport & Concert | LS_MAXMV_O | Specialty movie theatres/IMAX: Occasionally |
| Leisure: Sport & Concert | LS_SPEVN_O | Sporting events/racing events/air shows: Occasionally |
| Leisure: Sport & Concert | LS_AMUSE_O | Video arcades/indoor amusement centres: Occasionally |
| Leisure: Sport & Concert | LS_THMPK_O | Theme parks/waterparks/water slides: Occasionally |
| Leisure: Sport & Concert | LS_ZOO_O | Zoos/aquariums/farms/drive-through animal parks: Occasionally |
| Leisure: Sport & Concert | LS_OTHAT_O | Other leisure activities/attraction: Occasionally |
| Leisure: Sport & Concert | LS_STDM_O | Auditoriums/arenas/stadiums (any): Occasionally |
| Leisure: Sport & Concert | LS_CS_O | Casinos (any): Occasionally |
| Leisure: Sport & Concert | LS_NTCLB_O | Night clubs/bars: Occasionally |
| Leisure: Sport & Concert | LS_ODSTG_O | Outdoor stages/parks: Occasionally |
| Leisure: Sport & Concert | LS_THTR_O | Theatres/halls: Occasionally |
| Leisure: Sport & Concert | LS_OTHCC_O | Other concert venues: Occasionally |
| Leisure: Sport & Concert | LS_MJTHT_O | Major theatres/halls/auditoriums: Occasionally |
| Leisure: Sport & Concert | LS_CMHTT_O | Community theatres: Occasionally |
| Leisure: Sport & Concert | LS_FSTVL_O | Festivals: Occasionally |
| Leisure: Sport & Concert | LS_OTHTT_O | Other live theatre venues: Occasionally |
| Leisure: Sport & Concert | LS_CLSCC_O | Ballet/opera/symphony: Occasionally |
| Leisure: Sport & Concert | LS_BAR_O | Bars/restaurant bars: Occasionally |
| Leisure: Sport & Concert | LS_FDFE_O | Beer/food/wine festivals: Occasionally |
| Leisure: Sport & Concert | LS_CMCLB_O | Comedy clubs/shows: Occasionally |
| Leisure: Sport & Concert | LS_DNCLB_O | Dancing/night clubs: Occasionally |
| Leisure: Sport & Concert | LS_DITHT_O | Dinner theatres: Occasionally |
| Leisure: Sport & Concert | LS_FMFST_O | Film festivals: Occasionally |
| Leisure: Sport & Concert | LS_MSFTT_O | Music festivals (e.g. jazz, folk): Occasionally |
| Leisure: Sport & Concert | LS_MVHTT_O | Movies at a theatre/drive-in: Occasionally |
| Leisure: Sport & Concert | LS_NPPK_O | National or provincial park: Occasionally |
| Leisure: Sport & Concert | LS_POPCC_O | Popular music/rock concerts: Occasionally |
| Leisure: Sport & Concert | LS_ADVSP_O | Sports/Activities: Adventure sports (e.g. sky diving, scuba diving): Occasionally |
| Leisure: Sport & Concert | LS_CRFT_O | Sports/Activities: Arts/crafts/sewing/knitting: Occasionally |
| Leisure: Sport & Concert | LS_SNMBL_O | Sports/Activities Season: ATV/snowmobiling: Occasionally |
| Leisure: Sport & Concert | LS_BSLB_O | Sports/Activities: Baseball/softball: Occasionally |
| Leisure: Sport & Concert | LS_BSKBL_O | Sports/Activities: Basketball: Occasionally |
| Leisure: Sport & Concert | LS_BLLDS_O | Sports/Activities: Billiards/pool: Occasionally |
| Leisure: Sport & Concert | LS_BOWL_O | Sports/Activities: Bowling: Occasionally |
| Leisure: Sport & Concert | LS_CAMP_O | Sports/Activities: Camping: Occasionally |
| Leisure: Sport & Concert | LS_CANOE_O | Sports/Activities: Canoeing/kayaking: Occasionally |
| Leisure: Sport & Concert | LS_CURL_O | Sports/Activities: Curling: Occasionally |
| Leisure: Sport & Concert | LS_CYCL_O | Sports/Activities: Cycling (Mountain/road biking): Occasionally |
| Leisure: Sport & Concert | LS_FSHT_O | Sports/Activities: Fishing/hunting: Occasionally |

| CATEGORY | Variable Name | Description |
|--------------------------|---------------|---|
| Leisure: Sport & Concert | LS_FITA_O | Sports/Activities: Fitness classes: Occasionally |
| Leisure: Sport & Concert | LS_FITWK_O | Sports/Activities: Fitness walking: Occasionally |
| Leisure: Sport & Concert | LS_FTBL_O | Sports/Activities: Football: Occasionally |
| Leisure: Sport & Concert | LS_GARD_O | Sports/Activities: Gardening: Occasionally |
| Leisure: Sport & Concert | LS_GOLF_O | Sports/Activities: Golfing: Occasionally |
| Leisure: Sport & Concert | LS_CLUB_O | Sports/Activities: Health club activity (e.g. weight training): Occasionally |
| Leisure: Sport & Concert | LS_HIBA_O | Sports/Activities: Hiking/backpacking: Occasionally |
| Leisure: Sport & Concert | LS_HOCKY_O | Sports/Activities: Hockey: Occasionally |
| Leisure: Sport & Concert | LS_HMEXC_O | Sports/Activities: Home exercise/home workout: Occasionally |
| Leisure: Sport & Concert | LS_ICSKT_O | Sports/Activities: Ice skating: Occasionally |
| Leisure: Sport & Concert | LS_ILSKT_O | Sports/Activities: Inline skating: Occasionally |
| Leisure: Sport & Concert | LS_JOG_O | Sports/Activities: Jogging: Occasionally |
| Leisure: Sport & Concert | LS_MRTHN_O | Sports/Activities: Marathon or similar event: Occasionally |
| Leisure: Sport & Concert | LS_PHOTO_O | Sports/Activities: Photography: Occasionally |
| Leisure: Sport & Concert | LS_YOGA_O | Sports/Activities: Pilates/yoga: Occasionally |
| Leisure: Sport & Concert | LS_VIDEO_O | Sports/Activities: Playing video games: Occasionally |
| Leisure: Sport & Concert | LS_PWBT_O | Sports/Activities: Power boating/Jet skiing: Occasionally |
| Leisure: Sport & Concert | LS_RACSP_O | Sports/Activities: Racquet sports (e.g. Squash, racquetball, tennis): Occasionally |
| Leisure: Sport & Concert | LS_READ_O | Sports/Activities: Reading: Occasionally |
| Leisure: Sport & Concert | LS_SKBRD_O | Sports/Activities: Skateboarding: Occasionally |
| Leisure: Sport & Concert | LS_SKCRS_O | Sports/Activities: Skiing - cross country: Occasionally |
| Leisure: Sport & Concert | LS_SKDWH_O | Sports/Activities: Skiing - downhill: Occasionally |
| Leisure: Sport & Concert | LS_SNBRD_O | Sports/Activities: Snowboarding: Occasionally |
| Leisure: Sport & Concert | LS_SCCER_O | Sports/Activities: Soccer: Occasionally |
| Leisure: Sport & Concert | LS_SWM_O | Sports/Activities: Swimming: Occasionally |
| Leisure: Sport & Concert | LS_VOL_O | Sports/Activities: Volunteer work: Occasionally |
| Psychographics | PY_ADPACK | "New and improved" on packages is just an advertising gimmick |
| Psychographics | PY_ADBRA | Premium priced brands are generally worth the extra money |
| Psychographics | PY_ADSOUR | Advertising is an important source of information to me |
| Psychographics | PY_SAINPU | Free-trial/product samples can influence my purchase decisions |
| Psychographics | PY_HLNUT | I am very concerned about the nutritional content of food products I buy |
| Psychographics | PY_HLLCAL | I prefer low-calorie or "light" foods and drinks |
| Psychographics | PY_EAHLFD | I would like to eat healthy foods more often |
| Psychographics | PY_HLWGHT | I am careful of what I eat in order to keep my weight under control |
| Psychographics | PY_VEISHE | Vegetarianism is a healthy option |
| Psychographics | PY_BYLTGG | I buy the latest high-tech gadgets before most people I know |
| Psychographics | PY_NPWTRY | Most new products are worth a try |
| Psychographics | PY_NPLTRY | I like to try new and different products |
| Psychographics | PY_TRPSRC | I have tried a product/service based on a personal recommendation |
| Psychographics | PY_RCPDOT | I offer recommendations of products/services to other people |
| Psychographics | PY_BLIMP | If I see something interesting in a store, I will usually buy it on impulse |
| Psychographics | PY_BLPASS | I tend to pass up my favourite brand if something else is on sale |
| Psychographics | PY_BLBUY | If one of my usual brands is on special, I will buy extra |
| Psychographics | PY_BLSCL | It's important to buy products from socially-responsible/environmentally-friendly companies |
| Psychographics | PY_BLSTIC | Once I find a brand I like, I stick with it |
| Psychographics | PY_BLNNAM | No-name products are as good as nationally advertised brands |
| Psychographics | PY_VLCPGB | I value companies who give back to the community |
| Psychographics | PY_PMEFPD | I am willing to pay more for eco-friendly products |
| Psychographics | PY_CSMORE | When I make a purchase, I often spend more than I thought I would |
| Psychographics | PY_CSTIME | I am willing to pay a little extra to save time shopping |
| Psychographics | PY_CSCHOR | To me, shopping is a chore rather than a pleasure |
| Psychographics | PY_CSCONV | When I buy products I am looking for convenience, not price |

| CATEGORY | Variable Name | Description |
|----------------|---------------|---|
| Psychographics | PY_LSWMRET | I worry about not having enough money to retire |
| Psychographics | PY_CSPOST | I prefer to postpone a purchase than buy on credit |
| Psychographics | PY_CPPRST | I compare grocery prices at different stores |
| Psychographics | PY_BULOPR | I make an effort to buy local produce/products |
| Psychographics | PY_CSSPND | I am more of a spender than a saver |
| Psychographics | PY_TRNPEA | I like to try new places to eat |
| Psychographics | PY_SNBUSY | I lead a fairly busy social life |
| Psychographics | PY_SNHOME | I do more entertaining at home now than ever before |
| Psychographics | PY_FRIMSO | My friends' opinions are an important source of information for me |
| Psychographics | PY_IMPEFA | I place a lot of importance on personal appearance |
| Psychographics | PY_COOLSE | I am concerned about the issues of online security/identity theft |
| Psychographics | PY_MOCHME | It is important to monitor what children watch/listen to/access via media |
| Psychographics | PY_SNSTSM | Staying connected via social media is very important to me |
| Psychographics | PY_LSCHAN | I try to keep abreast of changes in style and fashions |
| Psychographics | PY_LSMONE | I take care of money matters and bill paying in our household |
| Psychographics | PY_LSEXTR | I enjoy being extravagant |
| Psychographics | PY_LSSOPH | I consider myself to be sophisticated |
| Psychographics | PY_LSDBWF | I have difficulty trying to balance my work and family/personal life |
| Psychographics | PY_LCSURG | I have had or would consider cosmetic procedures/surgery |
| Psychographics | PY_MWCONT | Working makes me feel I am in control of my life |
| Psychographics | PY_PPLTSP | I prepare a grocery list before doing my shopping |
| Psychographics | PY_SACOOK | I like to cook |
| Psychographics | PY_INLNCT | I am interested in learning about different cultures |
| Psychographics | PY_SQUIET | I would rather spend a quiet evening at home than go out to a party |
| Psychographics | PY_SAKIDS | Family life and having children are most important to me |
| Psychographics | PY_SATV | Television is my primary source of entertainment |
| Psychographics | PY_SANEAT | My home is kept very neat and clean |
| Psychographics | PY_OLNRPRD | Online streaming services do not replace radio |
| Psychographics | PY_RDPERS | Radio feels more personal than other media |
| Psychographics | PY_SAMARJ | Use of marijuana should be legalized in Canada |
| Psychographics | PY_SAVOTE | I consider it important to vote in elections |
| Psychographics | PY_INCREV | I consider myself to be informed on current events or issues |
| Psychographics | PY_SEACHI | I generally achieve what I set out to do |
| Psychographics | PY_SEDRES | An important part of my life and activities is dressing smartly |
| Psychographics | PY_SEINDE | I am more independent than most people |