



Data Dictionary

Consumer Shopping Patterns



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CATEGORY	Variable Name	Description
Geography	POSTCODE	POSTCODE
Weight	PP15_	Population of age 15 and up
Weight	PP18_	Population of age 18 and up
Weight	HH_TOT	Number of households
Purchase	OW_BBFUR	Own: Baby furniture
Purchase	OW_BED	Own: Bed/mattress
Purchase	OW_OFFFUR	Own: All other furniture (excluding bed/mattress and baby furniture)
Purchase	OW_BCYC	Own: Bicycle/bicycle equipment
Purchase	OW_BOAT	Own: Boat (any)
Purchase	OW_CMRAFLM	Own: Camera (film/digital)
Purchase	OW_CMPEQP	Own: Camping equipment
Purchase	OW_CMPTRL	Own: Camping trailer/motorhome/RV
Purchase	OW_CARALRM	Own: Car alarm/security system
Purchase	OW_PRNT	Own: Computer accessories (e.g. printer)
Purchase	OW_PCSW	Own: Computer software
Purchase	OW_EREADER	Own: e-Reader (e.g. Kindle)
Purchase	OW_FIREPLC	Own: Fireplace (any)
Purchase	OW_GRPTFUR	Own: Garden/Patio furniture (any)
Purchase	OW_GASBBQ	Own: Gas barbeque
Purchase	OW_GOLFEQP	Own: Golf equipment
Purchase	OW_HOCKEY	Own: Hockey equipment
Purchase	OW_EXCEQP	Own: Home exercise equipment
Purchase	OW_HOTTUB	Own: Hot tub/spa
Purchase	OW_APPLIAN	Own: Major appliances (e.g. fridge, dryer)
Purchase	OW_MOTORCY	Own: Motorcycle
Purchase	OW_MINSTR	Own: Musical instrument (e.g. guitar, keyboard)
Purchase	OW_OFFEQP	Own: Office equipment
Purchase	OW_PC	Own: Personal computer/tablet
Purchase	OW_POOL	Own: Pool (above or in-ground)
Purchase	OW_MP3	Own: Portable MP3 player/digital music player (e.g. iPod)
Purchase	OW_PRAFUNE	Own: Pre-arranged funeral services (for self or someone else)
Purchase	OW_SKIEQP	Own: Ski/snowboard equipment
Purchase	OW_SNOWMBL	Own: Snowmobile/ATV (All-terrain vehicle)
Purchase	OW_STEREO	Own: Stereo/audio equipment
Purchase	OW_TABLET	Own: Tablet
Purchase	OW_TV	Own: Television
Purchase	OW_TIRE	Own: Tires
Purchase	OW_VDOCAM	Own: Video camera and accessories
Purchase	OW_GMSYS	Own: Video game system - console or handheld (e.g. Xbox, Wii)
Purchase	OW_VDOPLY	Own: Video player (e.g. DVD, Blu-ray player)
Purchase	OW_WEDSVR	Own: Wedding services (any)
Purchase	PC_BBFUR	Purchased Past 2 Years: Baby furniture
Purchase	PC_BED	Purchased Past 2 Years: Bed/mattress
Purchase	PC_OFFFUR	Purchased Past 2 Years: All other furniture (excluding bed/mattress and baby furniture)
Purchase	PC_BCYC	Purchased Past 2 Years: Bicycle/bicycle equipment
Purchase	PC_BOAT	Purchased Past 2 Years: Boat (any)
Purchase	PC_CMRAFLM	Purchased Past 2 Years: Camera (film/digital)
Purchase	PC_CMPEQP	Purchased Past 2 Years: Camping equipment
Purchase	PC_CMPTRL	Purchased Past 2 Years: Camping trailer/Motorhome/RV
Purchase	PC_CARALRM	Purchased Past 2 Years: Car alarm/security system
Purchase	PC_PRNT	Purchased Past 2 Years: Computer accessories (e.g. printer)
Purchase	PC_PCSW	Purchased Past 2 Years: Computer software
Purchase	PC_EREADER	Purchased Past 2 Years: e-Reader (e.g. Kindle)

CATEGORY	Variable Name	Description
Purchase	PC_FIREPLC	Purchased Past 2 Years: Fireplace (any)
Purchase	PC_GRPTFUR	Purchased Past 2 Years: Garden/Patio furniture (any)
Purchase	PC_GASBBQ	Purchased Past 2 Years: Gas barbeque
Purchase	PC_GOLFEQP	Purchased Past 2 Years: Golf equipment
Purchase	PC_HOCKEY	Purchased Past 2 Years: Hockey equipment
Purchase	PC_EXCEQP	Purchased Past 2 Years: Home exercise equipment
Purchase	PC_HOTTUB	Purchased Past 2 Years: Hot tub/spa
Purchase	PC_APPLIAN	Purchased Past 2 Years: Major appliances (e.g. fridge, dryer)
Purchase	PC_MOTORCY	Purchased Past 2 Years: Motorcycle
Purchase	PC_MINSTR	Purchased Past 2 Years: Musical instrument (e.g. guitar, keyboard)
Purchase	PC_OFFEQP	Purchased Past 2 Years: Office equipment
Purchase	PC_PC	Purchased Past 2 Years: Personal computer/tablet
Purchase	PC_POOL	Purchased Past 2 Years: Pool (above or in-ground)
Purchase	PC_MP3	Purchased Past 2 Years: Portable MP3 player/digital music player (e.g. iPod)
Purchase	PC_PRAFUNE	Purchased Past 2 Years: Pre-arranged funeral services (for self or someone else)
Purchase	PC_SKIEQP	Purchased Past 2 Years: Ski/snowboard equipment
Purchase	PC_SNOWMBL	Purchased Past 2 Years: Snowmobile/ATV (All-terrain vehicle)
Purchase	PC_STEREO	Purchased Past 2 Years: Stereo/audio equipment
Purchase	PC_TABLET	Purchased Past 2 Years: Tablet
Purchase	PC_TV	Purchased Past 2 Years: Television
Purchase	PC_TIRE	Purchased Past 2 Years: Tires
Purchase	PC_VDOCAM	Purchased Past 2 Years: Video camera and accessories
Purchase	PC_GMSYS	Purchased Past 2 Years: Video game system - console or handheld (e.g. Xbox, Wii)
Purchase	PC_VDOPLY	Purchased Past 2 Years: Video player (e.g. DVD, Blu-ray player)
Purchase	PC_WEDSVR	Purchased Past 2 Years: Wedding services (any)
Purchase	PI_BBFUR	Purchase Intention Next 2 Years: Baby furniture
Purchase	PI_BED	Purchase Intention Next 2 Years: Bed/mattress
Purchase	PI_OFFFUR	Purchase Intention Next 2 Years: All other furniture (excluding bed/mattress and baby furniture)
Purchase	PI_BCYC	Purchase Intention Next 2 Years: Bicycle/bicycle equipment
Purchase	PI_BOAT	Purchase Intention Next 2 Years: Boat (any)
Purchase	PI_CMRAFLM	Purchase Intention Next 2 Years: Camera (film/digital)
Purchase	PI_CMPEQP	Purchase Intention Next 2 Years: Camping equipment
Purchase	PI_CMPTRL	Purchase Intention Next 2 Years: Camping trailer/Motorhome/RV
Purchase	PI_CARALRM	Purchase Intention Next 2 Years: Car alarm/security system
Purchase	PI_PRNT	Purchase Intention Next 2 Years: Computer accessories (e.g. printer)
Purchase	PI_PCSW	Purchase Intention Next 2 Years: Computer software
Purchase	PI_EREADER	Purchase Intention Next 2 Years: e-Reader (e.g. Kindle)
Purchase	PI_FIREPLC	Purchase Intention Next 2 Years: Fireplace (any)
Purchase	PI_GRPTFUR	Purchase Intention Next 2 Years: Garden/Patio furniture (any)
Purchase	PI_GASBBQ	Purchase Intention Next 2 Years: Gas barbeque
Purchase	PI_GOLFEQP	Purchase Intention Next 2 Years: Golf equipment
Purchase	PI_HOCKEY	Purchase Intention Next 2 Years: Hockey equipment
Purchase	PI_EXCEQP	Purchase Intention Next 2 Years: Home exercise equipment
Purchase	PI_HOTTUB	Purchase Intention Next 2 Years: Hot tub/spa
Purchase	PI_APPLIAN	Purchase Intention Next 2 Years: Major appliances (e.g. fridge, dryer)
Purchase	PI_MOTORCY	Purchase Intention Next 2 Years: Motorcycle
Purchase	PI_MINSTR	Purchase Intention Next 2 Years: Musical instrument (e.g. guitar, keyboard)
Purchase	PI_OFFEQP	Purchase Intention Next 2 Years: Office equipment
Purchase	PI_PC	Purchase Intention Next 2 Years: Personal computer/tablet
Purchase	PI_POOL	Purchase Intention Next 2 Years: Pool (above or in-ground)

CATEGORY	Variable Name	Description
Purchase	PI_MP3	Purchase Intention Next 2 Years: Portable MP3 player/digital music player (e.g. iPod)
Purchase	PI_PRAFUNE	Purchase Intention Next 2 Years: Pre-arranged funeral services (for self or someone else)
Purchase	PI_SKIEQP	Purchase Intention Next 2 Years: Ski/snowboard equipment
Purchase	PI_SNOWMBL	Purchase Intention Next 2 Years: Snowmobile/ATV (All-terrain vehicle)
Purchase	PI_STEREO	Purchase Intention Next 2 Years: Stereo/audio equipment
Purchase	PI_TABLET	Purchase Intention Next 2 Years: Tablet
Purchase	PI_TV	Purchase Intention Next 2 Years: Television
Purchase	PI_TIRE	Purchase Intention Next 2 Years: Tires
Purchase	PI_VDOCAM	Purchase Intention Next 2 Years: Video camera and accessories
Purchase	PI_GMSYS	Purchase Intention Next 2 Years: Video game system - console or handheld (e.g. Xbox, Wii)
Purchase	PI_VDOPLY	Purchase Intention Next 2 Years: Video player (e.g. DVD, Blu-ray player)
Purchase	PI_WEDSVR	Purchase Intention Next 2 Years: Wedding services (any)
Purchase	PC_HR24	Purchased at any store (in person or online) in the past 24 hours
Purchase	PA_RDM_30	Purchased after hearing/listening Radio: Less than 30 minutes
Purchase	PA_RDM3060	Purchased after hearing/listening Radio: 30-60 minutes
Purchase	PA_RDM60_	Purchased after hearing/listening Radio: More than 60 minutes
Purchase	PA_RDNO	Purchased after hearing/listening Radio: Did not use/Don't know
Purchase	PA_TVM_30	Purchased after watching/looking at TV: Less than 30 minutes
Purchase	PA_TVM3060	Purchased after watching/looking at TV: 30-60 minutes
Purchase	PA_TV60_	Purchased after watching/looking at TV: More than 60 minutes
Purchase	PA_TVNO	Purchased after watching/looking at TV: Did not use/Don't know
Purchase	PA_MZM_30	Purchased after reading/looking at Magazine: Less than 30 minutes
Purchase	PA_MZM3060	Purchased after reading/looking at Magazine: 30-60 minutes
Purchase	PA_MZM60_	Purchased after reading/looking at Magazine: More than 60 minutes
Purchase	PA_MZNO	Purchased after reading/looking at Magazine: Did not use/Don't know
Purchase	PA_NPM_30	Purchase after reading/looking at Daily Newspaper: Less than 30 minutes
Purchase	PA_NPM3060	Purchase after reading/looking at Daily Newspaper: 30-60 minutes
Purchase	PA_NPM60_	Purchase after reading/looking at Daily Newspaper: More than 60 minutes
Purchase	PA_NPNO	Purchase after reading/looking at Daily Newspaper: Did not use/Don't know
Purchase	PA_ADM_30	Purchased after reading/looking at Outdoor Advertising: Less than 30 minutes
Purchase	PA_ADM3060	Purchased after reading/looking at Outdoor Advertising: 30-60 minutes
Purchase	PA_ADM60_	Purchased after reading/looking at Outdoor Advertising: More than 60 minutes
Purchase	PA_ADNO	Purchased after reading/looking at Outdoor Advertising: Did not use/Don't know
Purchase	PA_ITM_30	Purchased after accessing Internet: Less than 30 minutes
Purchase	PA_ITM3060	Purchased after accessing Internet: 30-60 minutes
Purchase	PA_ITM60_	Purchased after accessing Internet: More than 60 minutes
Purchase	PA_ITNO	Purchased after accessing Internet: Did not use/Don't know
Purchase	LY_RADIO	Loyalty Programs: Radio station loyalty club
Purchase	LY_AEROPLN	Loyalty Programs: Aeroplan
Purchase	LY_AIRMILE	Loyalty Programs: Air Miles (excl. airline frequent flyer programs)
Purchase	LY_OTHAIR	Loyalty Programs: Other airline frequent flyer program
Purchase	LY_CANTIRE	Loyalty Programs: Canadian Tire Money
Purchase	LY_HBC	Loyalty Programs: Hudson's Bay Rewards
Purchase	LY_SEARS	Loyalty Programs: Sears Club
Purchase	LY_SHOPPER	Loyalty Programs: Shoppers Drug Mart Optimum
Purchase	LY_GROCERY	Loyalty Programs: Grocery store card(any)
Purchase	LY_OTHSTOR	Loyalty Programs: Other store program

CATEGORY	Variable Name	Description
Purchase	LY_ESSO	Loyalty Programs: Esso Extra Program
Purchase	LY_PETRO	Loyalty Programs: Petro Points
Purchase	LY_OTHGAS	Loyalty Programs: Other gas program
Purchase	LY_SCENE	Loyalty Programs: SCENE (Cineplex)
Purchase	LY_OTH	Loyalty Programs: Other Loyalty program
Purchase	LY_CRDCD	Loyalty Programs: Credit card with Loyalty rewards
Purchase	LY_COSTCO	Loyalty Programs: Costco membership (paid)
Purchase	LY_CRADIO	Loyalty Points Collected Past Week: Radio station loyalty club
Purchase	LY_CAERPLN	Loyalty Points Collected Past Week: Aeroplan
Purchase	LY_CAIRMIL	Loyalty Points Collected Past Week: Air Miles (excl. airline frequent flyer programs)
Purchase	LY_COTHAIR	Loyalty Points Collected Past Week: Other airline frequent flyer program
Purchase	LY_CCANTIR	Loyalty Points Collected Past Week: Canadian Tire Money
Purchase	LY_CHBC	Loyalty Points Collected Past Week: Hudson's Bay Rewards
Purchase	LY_CSEARS	Loyalty Points Collected Past Week: Sears Club
Purchase	LY_CSHOPP	Loyalty Points Collected Past Week: Shoppers Drug Mart Optimum
Purchase	LY_CGRcery	Loyalty Points Collected Past Week: Grocery store card (any)
Purchase	LY_COTHST	Loyalty Points Collected Past Week: Other store program
Purchase	LY_CESSO	Loyalty Points Collected Past Week: Esso Extra Program
Purchase	LY_CPETRO	Loyalty Points Collected Past Week: Petro Points
Purchase	LY_COTHGAS	Loyalty Points Collected Past Week: Other gas program
Purchase	LY_CSCENE	Loyalty Points Collected Past Week: SCENE (Cineplex)
Purchase	LY_COTH	Loyalty Points Collected Past Week: Other loyalty program
Purchase	LY_CCRDCD	Loyalty Points Collected Past Week: Credit card with loyalty rewards
Purchase	LY_RRADIO	Loyalty Points Redeemed Past Year: Radio station loyalty club
Purchase	LY_RAERPLN	Loyalty Points Redeemed Past Year: Aeroplan
Purchase	LY_RAIRMIL	Loyalty Points Redeemed Past Year: Air Miles (excl. airline frequent flyer programs)
Purchase	LY_ROTTHAIR	Loyalty Points Redeemed Past Year: Other airline frequent flyer program
Purchase	LY_RCANTIR	Loyalty Points Redeemed Past Year: Canadian Tire Money
Purchase	LY_RHBC	Loyalty Points Redeemed Past Year: Hudson's Bay Rewards
Purchase	LY_RSEARS	Loyalty Points Redeemed Past Year: Sears Club
Purchase	LY_RSHOPP	Loyalty Points Redeemed Past Year: Shoppers Drug Mart Optimum
Purchase	LY_RGRcery	Loyalty Points Redeemed Past Year: Grocery store card (any)
Purchase	LY_ROTTHST	Loyalty Points Redeemed Past Year: Other store program
Purchase	LY_RESSO	Loyalty Points Redeemed Past Year: Esso Extra Program
Purchase	LY_RPETRO	Loyalty Points Redeemed Past Year: Petro Points
Purchase	LY_ROTTHGAS	Loyalty Points Redeemed Past Year: Other gas program
Purchase	LY_RSCENE	Loyalty Points Redeemed Past Year: SCENE (Cineplex)
Purchase	LY_ROTTH	Loyalty Points Redeemed Past Year: Other loyalty program
Purchase	LY_RCRDCD	Loyalty Points Redeemed Past Year: Credit card with loyalty rewards
Purchase	DT_CONVMOR	Shopping Time Convenience Stores: Morning (5am to 10am)
Purchase	DT_CONVMD	Shopping Time Convenience Stores: Mid-day (10am to 3pm)
Purchase	DT_CONVAFT	Shopping Time Convenience Stores: Afternoon (3pm to 6pm)
Purchase	DT_CONVEVN	Shopping Time Convenience Stores: Early evening (6pm to 9pm)
Purchase	DT_CONVNGT	Shopping Time Convenience Stores: Late evening/night (9pm to 5am)
Purchase	DT_FDSTMOR	Shopping Time Grocery/Food Stores: Morning (5am to 10am)
Purchase	DT_FDSTMD	Shopping Time Grocery/Food Stores: Mid-day (10am to 3pm)
Purchase	DT_FDSTAFT	Shopping Time Grocery/Food Stores: Afternoon (3pm to 6pm)
Purchase	DT_FDSTEVN	Shopping Time Grocery/Food Stores: Early evening (6pm to 9pm)
Purchase	DT_FDSTNGT	Shopping Time Grocery/Food Stores: Late evening/night (9pm to 5am)
Purchase	DT_TKOTMOR	Restaurant Take Out/Drive Through: Morning (5am to 10am)
Purchase	DT_TKOTMD	Restaurant Take Out/Drive Through: Mid-day (10am to 3pm)
Purchase	DT_TKOTAFT	Restaurant Take Out/Drive Through: Afternoon (3pm to 6pm)
Purchase	DT_TKOTEVN	Restaurant Take Out/Drive Through: Early evening (6pm to 9pm)
Purchase	DT_TKOTNGT	Restaurant Take Out/Drive Through: Late evening/night (9pm to 5am)

CATEGORY	Variable Name	Description
Purchase	PH_RSHPME	Grocery shopping: Myself
Purchase	PH_RSHPES	Grocery shopping: Equally shared
Purchase	PH_RSHPOT	Grocery shopping: Someone else
Purchase	PH_RCLNME	Household cleaning: Myself
Purchase	PH_RCLNES	Household cleaning: Equally shared
Purchase	PH_RCLNOT	Household cleaning: Someone else
Purchase	PH_RDPURME	Making decisions about major purchases: Myself
Purchase	PH_RDPURES	Making decisions about major purchases: Equally shared
Purchase	PH_RDPURROT	Making decisions about major purchases: Someone else
Purchase	PH_RMEALME	Meal preparation: Myself
Purchase	PH_RMEALES	Meal preparation: Equally shared
Purchase	PH_RMEALOT	Meal preparation: Someone else
Spending	SP_GRHNO	Spending on Grocery: Total HH Spend Weekly-No reply
Spending	SP_GRH49	Spending on Grocery: Total HH Spend Weekly-Less than \$50
Spending	SP_GRH74	Spending on Grocery: Total HH Spend Weekly-\$50 - \$75
Spending	SP_GRH99	Spending on Grocery: Total HH Spend Weekly-\$76 - \$100
Spending	SP_GRH149	Spending on Grocery: Total HH Spend Weekly-\$101 - \$150
Spending	SP_GRH199	Spending on Grocery: Total HH Spend Weekly-\$151 - \$200
Spending	SP_GRH200	Spending on Grocery: Total HH Spend Weekly-More than \$200
Spending	SP_GRNO	Personal Grocery Spending Weekly: Nothing
Spending	SP_GR49	Personal Grocery Spending Weekly: \$1-\$49
Spending	SP_GR74	Personal Grocery Spending Weekly: \$50-\$74
Spending	SP_GR99	Personal Grocery Spending Weekly: \$75-\$99
Spending	SP_GR149	Personal Grocery Spending Weekly: \$100-\$149
Spending	SP_GR199	Personal Grocery Spending Weekly: \$150-\$199
Spending	SP_GR200	Personal Grocery Spending Weekly: \$200 or more
Spending	SP_BBNO	Spending Annually on Bath and Bedding: Nothing
Spending	SP_BB249	Spending Annually on Bath and Bedding: \$1 - \$249
Spending	SP_BB499	Spending Annually on Bath and Bedding: \$250 - \$499
Spending	SP_BB500	Spending Annually on Bath and Bedding: \$500 or more
Spending	SP_BONO	Spending Annually on Books (excl. textbooks): Nothing
Spending	SP_BO249	Spending Annually on Books (excl. textbooks): \$1 - \$249
Spending	SP_BO499	Spending Annually on Books (excl. textbooks): \$250 - \$499
Spending	SP_BO500	Spending Annually on Books (excl. textbooks): \$500 or more
Spending	SP_CCNO	Spending Annually on Children's clothing/shoes: Nothing
Spending	SP_CC249	Spending Annually on Children's clothing/shoes: \$1 - \$249
Spending	SP_CC499	Spending Annually on Children's clothing/shoes: \$250 - \$499
Spending	SP_CC500	Spending Annually on Children's clothing/shoes: \$500 or more
Spending	SP_CBNO	Spending Annually on Cross-border shopping in the United States (any goods or services): Nothing
Spending	SP_CB249	Spending Annually on Cross-border shopping in the United States (any goods or services): \$1 - \$249
Spending	SP_CB499	Spending Annually on Cross-border shopping in the United States (any goods or services): \$250 - \$499
Spending	SP_CB500	Spending Annually on Cross-border shopping in the United States (any goods or services): \$500 or more
Spending	SP_FLNO	Spending Annually on Flowers (for self or as gift for someone else): Nothing
Spending	SP_FL249	Spending Annually on Flowers (for self or as gift for someone else): \$1 - \$249
Spending	SP_FL499	Spending Annually on Flowers (for self or as gift for someone else): \$250 - \$499
Spending	SP_FL500	Spending Annually on Flowers (for self or as gift for someone else): \$500 or more
Spending	SP_FNTNO	Spending Annually on Furniture (excluding patio): Nothing

CATEGORY	Variable Name	Description
Spending	SP_FNT249	Spending Annually on Furniture (excluding patio) \$1 - \$249
Spending	SP_FNT499	Spending Annually on Furniture (excluding patio): \$250 - \$499
Spending	SP_FNT500	Spending Annually on Furniture (excluding patio): \$500 or more
Spending	SP_GSNO	Spending Annually on Garden supplies (e.g. seeds, rake): Nothing
Spending	SP_GS249	Spending Annually on Garden supplies (e.g. seeds, rake): \$1 - \$249
Spending	SP_GS499	Spending Annually on Garden supplies (e.g. seeds, rake): \$250 - \$499
Spending	SP_GS500	Spending Annually on Garden supplies (e.g. seeds, rake): \$500 or more
Spending	SP_HSNO	Spending Annually on Hair salon: Nothing
Spending	SP_HS249	Spending Annually on Hair salon: \$1 - \$249
Spending	SP_HS499	Spending Annually on Hair salon: \$250 - \$499
Spending	SP_HS500	Spending Annually on Hair salon: \$500 or more
Spending	SP_HDNO	Spending Annually on Home décor (e.g. window coverings): Nothing
Spending	SP_HD249	Spending Annually on Home décor (e.g. window coverings): \$1 - \$249
Spending	SP_HD499	Spending Annually on Home décor (e.g. window coverings): \$250 - \$499
Spending	SP_HD500	Spending Annually on Home décor (e.g. window coverings): \$500 or more
Spending	SP_JWNO	Spending Annually on Jewellery (incl. watches): Nothing
Spending	SP_JW249	Spending Annually on Jewellery (incl. watches): \$1 - \$249
Spending	SP_JW499	Spending Annually on Jewellery (incl. watches): \$250 - \$499
Spending	SP_JW500	Spending Annually on Jewellery (incl. watches): \$500 or more
Spending	SP_LLNO	Spending Annually on Legal/Lawyer's/Notary Services: Nothing
Spending	SP_LL249	Spending Annually on Legal/Lawyer's/Notary Services: \$1 - \$249
Spending	SP_LL499	Spending Annually on Legal/Lawyer's/Notary Services: \$250 - \$499
Spending	SP_LL500	Spending Annually on Legal/Lawyer's/Notary Services: \$500 or more
Spending	SP_MCNO	Spending Annually on Men's clothing: Nothing
Spending	SP_MC249	Spending Annually on Men's clothing: \$1 - \$249
Spending	SP_MC499	Spending Annually on Men's clothing: \$250 - \$499
Spending	SP_MC500	Spending Annually on Men's clothing: \$500 or more
Spending	SP_MSNO	Spending Annually on Men's shoes: Nothing
Spending	SP_MS249	Spending Annually on Men's shoes: \$1 - \$249
Spending	SP_MS499	Spending Annually on Men's shoes: \$250 - \$499
Spending	SP_MS500	Spending Annually on Men's shoes: \$500 or more
Spending	SP_MDNO	Spending Annually on Music CDs/Music download: Nothing
Spending	SP_MD249	Spending Annually on Music CDs/Music download: \$1 - \$249
Spending	SP_MD499	Spending Annually on Music CDs/Music download: \$250 - \$499
Spending	SP_MD500	Spending Annually on Music CDs/Music download: \$500 or more
Spending	SP_PSNO	Spending Annually on Party supplies/costumes: Nothing
Spending	SP_PS249	Spending Annually on Party supplies/costumes: \$1 - \$249
Spending	SP_PS499	Spending Annually on Party supplies/costumes: \$250 - \$499
Spending	SP_PS500	Spending Annually on Party supplies/costumes: \$500 or more
Spending	SP_PTNO	Spending Annually on Power tools (e.g. drill): Nothing
Spending	SP_PT249	Spending Annually on Power tools (e.g. drill): \$1 - \$249
Spending	SP_PT499	Spending Annually on Power tools (e.g. drill): \$250 - \$499
Spending	SP_PT500	Spending Annually on Power tools (e.g. drill): \$500 or more
Spending	SP_PDPNO	Spending Annually on Printing of digital photographs at store/online service: Nothing
Spending	SP_PDP249	Spending Annually on Printing of digital photographs at store/online service: \$1 - \$249
Spending	SP_PDP499	Spending Annually on Printing of digital photographs at store/online service: \$250 - \$499
Spending	SP_PDP500	Spending Annually on Printing of digital photographs at store/online service: \$500 or more
Spending	SP_PGNO	Spending Annually on Purchase of gift certificates/cards: Nothing
Spending	SP_PG249	Spending Annually on Purchase of gift certificates/cards: \$1 - \$249

CATEGORY	Variable Name	Description
Spending	SP_PG499	Spending Annually on Purchase of gift certificates/cards: \$250 - \$499
Spending	SP_PG500	Spending Annually on Purchase of gift certificates/cards: \$500 or more
Spending	SP_SCNO	Spending Annually on Purchase of School supplies: Nothing
Spending	SP_SC249	Spending Annually on Purchase of School supplies: \$1 - \$249
Spending	SP_SC499	Spending Annually on Purchase of School supplies: \$250 - \$499
Spending	SP_SC500	Spending Annually on Purchase of School supplies: \$500 or more
Spending	SP_APNO	Spending Annually on Small appliances (e.g. toaster): Nothing
Spending	SP_AP249	Spending Annually on Small appliances (e.g. toaster): \$1 - \$249
Spending	SP_AP499	Spending Annually on Small appliances (e.g. toaster): \$250 - \$499
Spending	SP_AP500	Spending Annually on Small appliances (e.g. toaster): \$500 or more
Spending	SP_SGNO	Spending Annually on Sporting goods (any): Nothing
Spending	SP_SG249	Spending Annually on Sporting goods (any): \$1 - \$249
Spending	SP_SG499	Spending Annually on Sporting goods (any): \$250 - \$499
Spending	SP_SG500	Spending Annually on Sporting goods (any): \$500 or more
Spending	SP_TONO	Spending Annually on Toys/Games/Novelties: Nothing
Spending	SP_TO249	Spending Annually on Toys/Games/Novelties: \$1 - \$249
Spending	SP_TO499	Spending Annually on Toys/Games/Novelties: \$250 - \$499
Spending	SP_TO500	Spending Annually on Toys/Games/Novelties: \$500 or more
Spending	SP_WCNO	Spending Annually on Women's clothing: Nothing
Spending	SP_WC249	Spending Annually on Women's clothing: \$1 - \$249
Spending	SP_WC499	Spending Annually on Women's clothing: \$250 - \$499
Spending	SP_WC500	Spending Annually on Women's clothing: \$500 or more
Spending	SP_WSNO	Spending Annually on Women's shoes: Nothing
Spending	SP_WS249	Spending Annually on Women's shoes: \$1 - \$249
Spending	SP_WS499	Spending Annually on Women's shoes: \$250 - \$499
Spending	SP_WS500	Spending Annually on Women's shoes: \$500 or more
Shopping: Grocery	G_COOP	Grocery Shopped Past Month: Co-op
Shopping: Grocery	G_GATWAY	Grocery Shopped Past Month: grocerygateway.com
Shopping: Grocery	G_IGA	Grocery Shopped Past Month: IGA/Foodland
Shopping: Grocery	G_LOBLAW	Grocery Shopped Past Month: Loblaw's
Shopping: Grocery	G_MM	Grocery Shopped Past Month: M & M Meat Shops
Shopping: Grocery	G_METRO	Grocery Shopped Past Month: Metro
Shopping: Grocery	G_PRVG	Grocery Shopped Past Month: Provigo
Shopping: Grocery	G_RLCAN	Grocery Shopped Past Month: Real Canadian/Atlantic Superstore
Shopping: Grocery	G_SFWAY	Grocery Shopped Past Month: Safeway
Shopping: Grocery	G_SOBEY	Grocery Shopped Past Month: Sobeys
Shopping: Grocery	G_DCGSNF	Grocery Shopped Past Month: Discount grocery stores (e.g. No Frills, MAXI)
Shopping: Grocery	G_FINEFD	Grocery Shopped Past Month: Fine food stores/butcher shops
Shopping: Grocery	G_WH	Grocery Shopped Past Month: Big box/warehouse stores (e.g. Costco)
Shopping: Grocery	G_DEPT	Grocery Shopped Past Month: Department stores (e.g. Wal-Mart)
Shopping: Grocery	G_DRGST	Grocery Shopped Past Month: Drug Stores (any)
Shopping: Grocery	G_OL	Grocery Shopped Past Month: Online/Internet grocery stores
Shopping: Grocery	G_OTH	Grocery Shopped Past Month: Other grocery stores
Shopping: Grocery	G_COOP_H	Grocery Shopping: Co-op: Heavy
Shopping: Grocery	G_GATWAY_H	Grocery Shopping: grocerygateway.com: Heavy
Shopping: Grocery	G_IGA_H	Grocery Shopping: IGA/Foodland: Heavy
Shopping: Grocery	G_LOBLAW_H	Grocery Shopping: Loblaw's: Heavy
Shopping: Grocery	G_MM_H	Grocery Shopping: M & M Meat Shops : Heavy
Shopping: Grocery	G_METRO_H	Grocery Shopping: Metro: Heavy
Shopping: Grocery	G_PRVG_H	Grocery Shopping: Provigo: Heavy
Shopping: Grocery	G_RLCAN_H	Grocery Shopping: Real Canadian/Atlantic Superstore: Heavy
Shopping: Grocery	G_SFWAY_H	Grocery Shopping: Safeway: Heavy
Shopping: Grocery	G_SOBEY_H	Grocery Shopping: Sobeys: Heavy

CATEGORY	Variable Name	Description
Shopping: Grocery	G_DCGSNF_H	Grocery Shopped: Discount grocery stores (e.g. No Frills, MAXI): Heavy
Shopping: Grocery	G_FINEFD_H	Grocery Shopped: Fine food stores/butcher shops: Heavy
Shopping: Grocery	G_WH_H	Grocery Shopping: Big box/warehouse stores (e.g. Costco): Heavy
Shopping: Grocery	G_DEPT_H	Grocery Shopping: Department stores (e.g. Wal-Mart): Heavy
Shopping: Grocery	G_DRGST_H	Grocery Shopping: Drug Stores (any): Heavy
Shopping: Grocery	G_OL_H	Grocery Shopping: Online/Internet grocery stores: Heavy
Shopping: Grocery	G_OTH_H	Grocery Shopping: Other Grocery stores: Heavy
Shopping: Grocery	G_COOP_M	Grocery Shopping: Co-op: Medium
Shopping: Grocery	G_GATWAY_M	Grocery Shopping: grocerygateway.com: Medium
Shopping: Grocery	G_IGA_M	Grocery Shopping: IGA/Foodland: Medium
Shopping: Grocery	G_LOBLAW_M	Grocery Shopping: Loblaws: Medium
Shopping: Grocery	G_MM_M	Grocery Shopping: M & M Meat Shops : Medium
Shopping: Grocery	G_METRO_M	Grocery Shopping: Metro: Medium
Shopping: Grocery	G_PRVG_M	Grocery Shopping: Provigo: Medium
Shopping: Grocery	G_RLCAN_M	Grocery Shopping: Real Canadian/Atlantic Superstore: Medium
Shopping: Grocery	G_SFWAY_M	Grocery Shopping: Safeway: Medium
Shopping: Grocery	G_SOBEY_M	Grocery Shopping: Sobeys: Medium
Shopping: Grocery	G_DCGSNF_M	Grocery Shopped: Discount grocery stores (e.g. No Frills, MAXI): Medium
Shopping: Grocery	G_FINEFD_M	Grocery Shopped: Fine food stores/butcher shops: Medium
Shopping: Grocery	G_WH_M	Grocery Shopping: Big box/warehouse stores (e.g. Costco): Medium
Shopping: Grocery	G_DEPT_M	Grocery Shopping: Department stores (e.g. Wal-Mart): Medium
Shopping: Grocery	G_DRGST_M	Grocery Shopping: Drug Stores (any): Medium
Shopping: Grocery	G_OL_M	Grocery Shopping: Online/Internet grocery stores: Medium
Shopping: Grocery	G_OTH_M	Grocery Shopping: Other grocery stores: Medium
Shopping: Grocery	G_COOP_L	Grocery Shopping: Co-op: Light
Shopping: Grocery	G_GATWAY_L	Grocery Shopping: grocerygateway.com: Light
Shopping: Grocery	G_IGA_L	Grocery Shopping: IGA/Foodland: Light
Shopping: Grocery	G_LOBLAW_L	Grocery Shopping: Loblaws: Light
Shopping: Grocery	G_MM_L	Grocery Shopping: M & M Meat Shops : Light
Shopping: Grocery	G_METRO_L	Grocery Shopping: Metro: Light
Shopping: Grocery	G_PRVG_L	Grocery Shopping: Provigo: Light
Shopping: Grocery	G_RLCAN_L	Grocery Shopping: Real Canadian/Atlantic Superstore: Light
Shopping: Grocery	G_SFWAY_L	Grocery Shopping: Safeway: Light
Shopping: Grocery	G_SOBEY_L	Grocery Shopping: Sobeys: Light
Shopping: Grocery	G_DCGSNF_L	Grocery Shopped: Discount grocery stores (e.g. No Frills, MAXI): Light
Shopping: Grocery	G_FINEFD_L	Grocery Shopped: Fine food stores/butcher shops: Light
Shopping: Grocery	G_WH_L	Grocery Shopping: Big box/warehouse stores (e.g. Costco): Light
Shopping: Grocery	G_DEPT_L	Grocery Shopping: Department stores (e.g. Wal-Mart): Light
Shopping: Grocery	G_DRGST_L	Grocery Shopping: Drug stores (any): Light
Shopping: Grocery	G_OL_L	Grocery Shopping: Online/Internet grocery stores: Light
Shopping: Grocery	G_OTH_L	Grocery Shopping: Other grocery stores: Light
Shopping: Convenience	CV_7ELV	Convenience Shopped Past Month: 7-Eleven
Shopping: Convenience	CV_MAC	Convenience Shopped Past Month: Mac's/Couche-Tard/Circle K
Shopping: Convenience	CV_GAS	Convenience Shopped Past Month: Gas station convenience stores (any)
Shopping: Convenience	CV_OTH	Convenience Shopped Past Month: Other convenience stores
Shopping: Convenience	CV_7ELV_H	Convenience Shopping: 7-Eleven: Heavy
Shopping: Convenience	CV_MAC_H	Convenience Shopping: Mac's/Couche-Tard/Circle K: Heavy
Shopping: Convenience	CV_GAS_H	Convenience Shopping: Gas station convenience stores (any): Heavy
Shopping: Convenience	CV_OTH_H	Convenience Shopping: Other Convenience stores: Heavy
Shopping: Convenience	CV_7ELV_M	Convenience Shopping: 7-Eleven: Medium
Shopping: Convenience	CV_MAC_M	Convenience Shopping: Mac's/Couche-Tard/Circle K: Medium
Shopping: Convenience	CV_GAS_M	Convenience Shopping: Gas station convenience stores (any): Medium
Shopping: Convenience	CV_OTH_M	Convenience Shopping: Other Convenience stores: Medium
Shopping: Convenience	CV_7ELV_L	Convenience Shopping: 7-Eleven: Light

CATEGORY	Variable Name	Description
Shopping: Convenience	CV_MAC_L	Convenience Shopping: Mac's/Couche-Tard/Circle K: Light
Shopping: Convenience	CV_GAS_L	Convenience Shopping: Gas station convenience stores (any): Light
Shopping: Convenience	CV_OTH_L	Convenience Shopping: Other Convenience stores: Light
Shopping: Department	DP_AMAZN	Department Shopped Past Year: Amazon.com/Amazon.ca
Shopping: Department	DP_CANT	Department Shopped Past Year: Canadian Tire
Shopping: Department	DP_CSTC	Department Shopped Past Year: Costco
Shopping: Department	DP_GNTT	Department Shopped Past Year: Giant Tiger
Shopping: Department	DP_BAY	Department Shopped Past Year: Hudson's Bay
Shopping: Department	DP_SRS	Department Shopped Past Year: Sears
Shopping: Department	DP_WLMRT	Department Shopped Past Year: Walmart/Walmart Supercentres
Shopping: Department	DP_OL	Department Shopped Past Year: Online/Internet department stores
Shopping: Department	DP_OTH	Department Shopped Past Year: Other department stores
Shopping: Department	DP_AMAZN_H	Department Shopping: Amazon.com/Amazon.ca
Shopping: Department	DP_CANT_H	Department Shopping: Canadian Tire: Heavy
Shopping: Department	DP_CSTC_H	Department Shopping: Costco: Heavy
Shopping: Department	DP_GNTT_H	Department Shopping: Giant Tiger: Heavy
Shopping: Department	DP_BAY_H	Department Shopping: Hudson's Bay: Heavy
Shopping: Department	DP_SRS_H	Department Shopping: Sears: Heavy
Shopping: Department	DP_WLMRT_H	Department Shopping: Walmart/Walmart Supercentres: Heavy
Shopping: Department	DP_OL_H	Department Shopping: Online/Internet department stores: Heavy
Shopping: Department	DP_OTH_H	Department Shopping: Other department stores: Heavy
Shopping: Department	DP_AMAZN_M	Department Shopping: Amazon.com/Amazon.ca
Shopping: Department	DP_CANT_M	Department Shopping: Canadian Tire: Medium
Shopping: Department	DP_CSTC_M	Department Shopping: Costco: Medium
Shopping: Department	DP_GNTT_M	Department Shopping: Giant Tiger: Medium
Shopping: Department	DP_BAY_M	Department Shopping: Hudson's Bay: Medium
Shopping: Department	DP_SRS_M	Department Shopping: Sears: Medium
Shopping: Department	DP_WLMRT_M	Department Shopping: Walmart/Walmart Supercentres: Medium
Shopping: Department	DP_OL_M	Department Shopping: Online/Internet department stores: Medium
Shopping: Department	DP_OTH_M	Department Shopping: Other department stores: Medium
Shopping: Department	DP_AMAZN_L	Department Shopping: Amazon.com/Amazon.ca
Shopping: Department	DP_CANT_L	Department Shopping: Canadian Tire: Light
Shopping: Department	DP_CSTC_L	Department Shopping: Costco: Light
Shopping: Department	DP_GNTT_L	Department Shopping: Giant Tiger: Light
Shopping: Department	DP_BAY_L	Department Shopping: Hudson's Bay: Light
Shopping: Department	DP_SRS_L	Department Shopping: Sears: Light
Shopping: Department	DP_WLMRT_L	Department Shopping: Walmart/Walmart Supercentres: Light
Shopping: Department	DP_OL_L	Department Shopping: Online/Internet department stores: Light
Shopping: Department	DP_OTH_L	Department Shopping: Other department stores: Light
Shopping: Drug	DR_IDA	Drug Shopped Past Month: Guardian/IDA
Shopping: Drug	DR_JN	Drug Shopped Past Month: Jean Coutu
Shopping: Drug	DR_LND	Drug Shopped Past Month: London Drugs
Shopping: Drug	DR_PHMSV	Drug Shopped Past Month: Pharmasave
Shopping: Drug	DR_PRXM	Drug Shopped Past Month: Proxim
Shopping: Drug	DR_PHMPL	Drug Shopped Past Month: Rexall/Pharma Plus
Shopping: Drug	DR_SHPP	Drug Shopped Past Month: Shoppers Drug Mart/Pharmaprix
Shopping: Drug	DR_WH	Drug Shopped Past Month: Big box/warehouse stores (e.g. Costco)
Shopping: Drug	DR_GRCY	Drug Shopped Past Month: Grocery stores (any)
Shopping: Drug	DR_NHPRD	Drug Shopped Past Month: Natural health products retailers (e.g. Nutrition House)
Shopping: Drug	DR_OL	Drug Shopped Past Month: Online/Internet drug stores
Shopping: Drug	DR_OTH	Drug Shopped Past Month: Other drug stores
Shopping: Drug	DR_IDA_H	Drug Shopping: Guardian/IDA: Heavy
Shopping: Drug	DR_JN_H	Drug Shopping: Jean Coutu: Heavy
Shopping: Drug	DR_LND_H	Drug Shopping: London Drugs: Heavy

CATEGORY	Variable Name	Description
Shopping: Drug	DR_PHMSV_H	Drug Shopping: Pharmasave: Heavy
Shopping: Drug	DR_PRXM_H	Drug Shopping: Proxim: Heavy
Shopping: Drug	DR_PHMPL_H	Drug Shopping: Rexall/Pharma Plus: Heavy
Shopping: Drug	DR_SHPP_H	Drug Shopping: Shoppers Drug Mart/Pharmaprix: Heavy
Shopping: Drug	DR_WH_H	Drug Shopping: Big box/warehouse stores (e.g. Costco): Heavy
Shopping: Drug	DR_GRCY_H	Drug Shopping: Grocery stores (any): Heavy
Shopping: Drug	DR_NHPRD_H	Drug Shopping: Natural health products retailers (e.g. Nutrition House): Heavy
Shopping: Drug	DR_OL_H	Drug Shopping: Online/Internet drug stores: Heavy
Shopping: Drug	DR_OTH_H	Drug Shopping: Other drug stores: Heavy
Shopping: Drug	DR_IDA_M	Drug Shopping: Guardian/IDA: Medium
Shopping: Drug	DR_JN_M	Drug Shopping: Jean Coutu: Medium
Shopping: Drug	DR_LND_M	Drug Shopping: London Drugs: Medium
Shopping: Drug	DR_PHMSV_M	Drug Shopping: Pharmasave: Medium
Shopping: Drug	DR_PRXM_M	Drug Shopping: Proxim: Medium
Shopping: Drug	DR_PHMPL_M	Drug Shopping: Rexall/Pharma Plus: Medium
Shopping: Drug	DR_SHPP_M	Drug Shopping: Shoppers Drug Mart/Pharmaprix: Medium
Shopping: Drug	DR_WH_M	Drug Shopping: Big box/warehouse stores (e.g. Costco): Medium
Shopping: Drug	DR_GRCY_M	Drug Shopping: Grocery stores (any): Medium
Shopping: Drug	DR_NHPRD_M	Drug Shopping: Natural health products retailers (e.g. Nutrition House): Medium
Shopping: Drug	DR_OL_M	Drug Shopping: Online/Internet drug stores: Medium
Shopping: Drug	DR_OTH_M	Drug Shopping: Other drug stores: Medium
Shopping: Drug	DR_IDA_L	Drug Shopping: Guardian/IDA: Light
Shopping: Drug	DR_JN_L	Drug Shopping: Jean Coutu: Light
Shopping: Drug	DR_LND_L	Drug Shopping: London Drugs: Light
Shopping: Drug	DR_PHMSV_L	Drug Shopping: Pharmasave: Light
Shopping: Drug	DR_PRXM_L	Drug Shopping: Proxim: Light
Shopping: Drug	DR_PHMPL_L	Drug Shopping: Rexall/Pharma Plus: Light
Shopping: Drug	DR_SHPP_L	Drug Shopping: Shoppers Drug Mart/Pharmaprix: Light
Shopping: Drug	DR_WH_L	Drug Shopping: Big box/warehouse stores (e.g. Costco): Light
Shopping: Drug	DR_GRCY_L	Drug Shopping: Grocery stores (any): Light
Shopping: Drug	DR_NHPRD_L	Drug Shopping: Natural health products retailers (e.g. Nutrition House): Light
Shopping: Drug	DR_OL_L	Drug Shopping: Online/Internet drug stores: Light
Shopping: Drug	DR_OTH_L	Drug Shopping: Other drug stores: Light
Shopping: Clothing	C_ADDELL	Clothing Shopped Past Year: Addition-Elle
Shopping: Clothing	C_BANANA	Clothing Shopped Past Year: Banana Republic
Shopping: Clothing	C_CHILD	Clothing Shopped Past Year: Children's clothing stores (any) (e.g. GapKids)
Shopping: Clothing	C_DANIER	Clothing Shopped Past Year: Danier Leather
Shopping: Clothing	C_EDDIE	Clothing Shopped Past Year: Eddie Bauer
Shopping: Clothing	C_FAIRW	Clothing Shopped Past Year: Fairweather
Shopping: Clothing	C_FOREVR	Clothing Shopped Past Year: Forever 21
Shopping: Clothing	C_GAP	Clothing Shopped Past Year: Gap
Shopping: Clothing	C_HM	Clothing Shopped Past Year: H&M
Shopping: Clothing	C_HARRY	Clothing Shopped Past Year: Harry Rosen
Shopping: Clothing	C_HOLTRF	Clothing Shopped Past Year: Holt Renfrew
Shopping: Clothing	C_JOE	Clothing Shopped Past Year: Joe Fresh
Shopping: Clothing	C_LAURA	Clothing Shopped Past Year: Laura (any)
Shopping: Clothing	C_CHATEA	Clothing Shopped Past Year: Le Chateau
Shopping: Clothing	C_MARKS	Clothing Shopped Past Year: Marks Work Wearhouse
Shopping: Clothing	C_MARSH	Clothing Shopped Past Year: Marshalls
Shopping: Clothing	C_MOORE	Clothing Shopped Past Year: Moores

CATEGORY	Variable Name	Description
Shopping: Clothing	C_NAVY	Clothing Shopped Past Year: Old Navy
Shopping: Clothing	C_REITMN	Clothing Shopped Past Year: Reitmans
Shopping: Clothing	C_ROOTS	Clothing Shopped Past Year: Roots
Shopping: Clothing	C_STICHE	Clothing Shopped Past Year: Stitches
Shopping: Clothing	C_SUZY	Clothing Shopped Past Year: Suzy Shier
Shopping: Clothing	C_TIPTOP	Clothing Shopped Past Year: Tip Top Tailors
Shopping: Clothing	C_WINNER	Clothing Shopped Past Year: Winners
Shopping: Clothing	C_ZARA	Clothing Shopped Past Year: Zara
Shopping: Clothing	C_JEAN	Clothing Shopped Past Year: Jean stores (any) (e.g. Levi Strauss and Company)
Shopping: Clothing	C_FORMLW	Clothing Shopped Past Year: Formal wear stores (e.g. Freeman)
Shopping: Clothing	C_MATERN	Clothing Shopped Past Year: Maternity stores (e.g. Thyme)
Shopping: Clothing	C_SPLR	Clothing Shopped Past Year: Specialty apparel - Lingerie
Shopping: Clothing	C_DEPT	Clothing Shopped Past Year: Department stores (any)
Shopping: Clothing	C_SDHAND	Clothing Shopped Past Year: Second-hand stores
Shopping: Clothing	C_OL	Clothing Shopped Past Year: Online/Internet clothing stores
Shopping: Clothing	C_OTH	Clothing Shopped Past Year: Other clothing stores
Shopping: Clothing	C_ADDELL_R	Clothing Shopping: Addition-Elle: Regularly
Shopping: Clothing	C_BANANA_R	Clothing Shopping: Banana Republic: Regularly
Shopping: Clothing	C_CHILD_R	Clothing Shopping: Children's clothing stores (any) (e.g. GapKids):Regularly
Shopping: Clothing	C_DANIER_R	Clothing Shopping: Danier Leather: Regularly
Shopping: Clothing	C_EDDIE_R	Clothing Shopping: Eddie Bauer: Regularly
Shopping: Clothing	C_FAIRW_R	Clothing Shopping: Fairweather: Regularly
Shopping: Clothing	C_FOREVR_R	Clothing Shopping: Forever 21: Regularly
Shopping: Clothing	C_GAP_R	Clothing Shopping: Gap: Regularly
Shopping: Clothing	C_HM_R	Clothing Shopping: H&M: Regularly
Shopping: Clothing	C_HARRY_R	Clothing Shopping: Harry Rosen: Regularly
Shopping: Clothing	C_HOLTRF_R	Clothing Shopping: Holt Renfrew: Regularly
Shopping: Clothing	C_JOE_R	Clothing Shopping: Joe Fresh: Regularly
Shopping: Clothing	C_LAURA_R	Clothing Shopping: Laura (any): Regularly
Shopping: Clothing	C_CHATEA_R	Clothing Shopping: Le Chateau: Regularly
Shopping: Clothing	C_MARKS_R	Clothing Shopping: Marks Work Wearhouse: Regularly
Shopping: Clothing	C_MARSH_R	Clothing Shopping: Marshalls: Regularly
Shopping: Clothing	C_MOORE_R	Clothing Shopping: Moores: Regularly
Shopping: Clothing	C_NAVY_R	Clothing Shopping: Old Navy: Regularly
Shopping: Clothing	C_REITMN_R	Clothing Shopping: Reitmans: Regularly
Shopping: Clothing	C_ROOTS_R	Clothing Shopping: Roots: Regularly
Shopping: Clothing	C_STICHE_R	Clothing Shopping: Stitches: Regularly
Shopping: Clothing	C_SUZY_R	Clothing Shopping: Suzy Shier: Regularly
Shopping: Clothing	C_TIPTOP_R	Clothing Shopping: Tip Top Tailors: Regularly
Shopping: Clothing	C_WINNER_R	Clothing Shopping: Winners: Regularly
Shopping: Clothing	C_ZARA_R	Clothing Shopping: Zara: Regularly
Shopping: Clothing	C_JEAN_R	Clothing Shopping: Jean stores (any) (e.g. Levi Strauss and Company): Regularly
Shopping: Clothing	C_FORMLW_R	Clothing Shopping: Formal wear stores (e.g. Freeman): Regularly
Shopping: Clothing	C_MATERN_R	Clothing Shopping: Maternity stores (e.g. Thyme): Regularly
Shopping: Clothing	C_SPLR_R	Clothing Shopping: Specialty apparel - Lingerie: Regularly
Shopping: Clothing	C_DEPT_R	Clothing Shopping: Department stores (any): Regularly
Shopping: Clothing	C_SDHAND_R	Clothing Shopping: Second-hand stores: Regularly
Shopping: Clothing	C_OL_R	Clothing Shopping: Online/Internet clothing stores: Regularly
Shopping: Clothing	C_OTH_R	Clothing Shopping: Other clothing stores: Regularly
Shopping: Clothing	C_ADDELL_O	Clothing Shopping: Addition-Elle: Occasionally
Shopping: Clothing	C_BANANA_O	Clothing Shopping: Banana Republic: Occasionally

CATEGORY	Variable Name	Description
Shopping: Clothing	C_CHILD_O	Clothing Shopping: Children's clothing stores (any) (e.g. GapKids):Occasionally
Shopping: Clothing	C_DANIER_O	Clothing Shopping: Danier Leather: Occasionally
Shopping: Clothing	C_EDDIE_O	Clothing Shopping: Eddie Bauer: Occasionally
Shopping: Clothing	C_FAIRW_O	Clothing Shopping: Fairweather: Occasionally
Shopping: Clothing	C_FOREVR_O	Clothing Shopping: Forever 21: Occasionally
Shopping: Clothing	C_GAP_O	Clothing Shopping: Gap: Occasionally
Shopping: Clothing	C_HM_O	Clothing Shopping: H&M: Occasionally
Shopping: Clothing	C_HARRY_O	Clothing Shopping: Harry Rosen: Occasionally
Shopping: Clothing	C_HOLTRF_O	Clothing Shopping: Holt Renfrew: Occasionally
Shopping: Clothing	C_JOE_O	Clothing Shopping: Joe Fresh: Occasionally
Shopping: Clothing	C_LAURA_O	Clothing Shopping: Laura (any): Occasionally
Shopping: Clothing	C_CHATEA_O	Clothing Shopping: Le Chateau: Occasionally
Shopping: Clothing	C_MARKS_O	Clothing Shopping: Marks Work Wearhouse: Occasionally
Shopping: Clothing	C_MARSH_O	Clothing Shopping: Marshalls: Occasionally
Shopping: Clothing	C_MOORE_O	Clothing Shopping: Moores: Occasionally
Shopping: Clothing	C_NAVY_O	Clothing Shopping: Old Navy: Occasionally
Shopping: Clothing	C_REITMN_O	Clothing Shopping: Reitmans: Occasionally
Shopping: Clothing	C_ROOTS_O	Clothing Shopping: Roots: Occasionally
Shopping: Clothing	C_STICHE_O	Clothing Shopping: Stitches: Occasionally
Shopping: Clothing	C_SUZY_O	Clothing Shopping: Suzy Shier: Occasionally
Shopping: Clothing	C_TIPTOP_O	Clothing Shopping: Tip Top Tailors: Occasionally
Shopping: Clothing	C_WINNER_O	Clothing Shopping: Winners: Occasionally
Shopping: Clothing	C_ZARA_O	Clothing Shopping: Zara: Occasionally
Shopping: Clothing	C_JEAN_O	Clothing Shopping: Jean stores (any) (e.g. Levi Strauss and Company): Occasionally
Shopping: Clothing	C_FORMLW_O	Clothing Shopping: Formal wear stores (e.g. Freeman): Occasionally
Shopping: Clothing	C_MATERN_O	Clothing Shopping: Maternity stores (e.g. Thyme): Occasionally
Shopping: Clothing	C_SPLR_O	Clothing Shopping: Specialty apparel - Lingerie: Occasionally
Shopping: Clothing	C_DEPT_O	Clothing Shopping: Department stores (any): Occasionally
Shopping: Clothing	C_SDHAND_O	Clothing Shopping: Second-hand stores: Occasionally
Shopping: Clothing	C_OL_O	Clothing Shopping: Online/Internet clothing stores: Occasionally
Shopping: Clothing	C_OTH_O	Clothing Shopping: Other clothing stores: Occasionally
Shopping: Shoe	SH_ALDO	Shoe Shopped Past Year: Aldo
Shopping: Shoe	SH_BROWN	Shoe Shopped Past Year: Browns/B2
Shopping: Shoe	SH_SPRNG	Shoe Shopped Past Year: Call It Spring/Boutique Spring
Shopping: Shoe	SH_GLOBO	Shoe Shopped Past Year: Globo
Shopping: Shoe	SH_LBURG	Shoe Shopped Past Year: Little Burgundy
Shopping: Shoe	SH_NAT	Shoe Shopped Past Year: Naturalizer
Shopping: Shoe	SH_NINEW	Shoe Shopped Past Year: Nine West (the store)
Shopping: Shoe	SH_PAYLS	Shoe Shopped Past Year: Payless ShoeSource
Shopping: Shoe	SH_SOFT	Shoe Shopped Past Year: SoftMoc
Shopping: Shoe	SH_CMPNY	Shoe Shopped Past Year: The Shoe Company
Shopping: Shoe	SH_TOWN	Shoe Shopped Past Year: Town Shoes
Shopping: Shoe	SH_DEPT	Shoe Shopped Past Year: Department stores (any)
Shopping: Shoe	SH_SPRT	Shoe Shopped Past Year: Sports stores (any)
Shopping: Shoe	SH_OL	Shoe Shopped Past Year: Online/Internet shoe stores
Shopping: Shoe	SH_OTH	Shoe Shopped Past Year: Other shoe stores
Shopping: Shoe	SH_ALDO_R	Shoe Shopping: Aldo: Regularly
Shopping: Shoe	SH_BROWN_R	Shoe Shopping: Browns/B2: Regularly
Shopping: Shoe	SH_SPRNG_R	Shoe Shopping: Call It Spring/Boutique Spring: Regularly
Shopping: Shoe	SH_GLOBO_R	Shoe Shopping: Globo: Regularly
Shopping: Shoe	SH_LBURG_R	Shoe Shopping: Little Burgundy: Regularly
Shopping: Shoe	SH_NAT_R	Shoe Shopping: Naturalizer: Regularly
Shopping: Shoe	SH_NINEW_R	Shoe Shopping: Nine West (the store): Regularly

CATEGORY	Variable Name	Description
Shopping: Shoe	SH_PAYLS_R	Shoe Shopping: Payless ShoeSource: Regularly
Shopping: Shoe	SH_SOFT_R	Shoe Shopping: SoftMoc: Regularly
Shopping: Shoe	SH_CMPNY_R	Shoe Shopping: The Shoe Company: Regularly
Shopping: Shoe	SH_TOWN_R	Shoe Shopping: Town Shoes: Regularly
Shopping: Shoe	SH_DEPT_R	Shoe Shopping: Department stores (any): Regularly
Shopping: Shoe	SH_SPRT_R	Shoe Shopping: Sports stores (any): Regularly
Shopping: Shoe	SH_OL_R	Shoe Shopping: Online/Internet shoe stores: Regularly
Shopping: Shoe	SH_OTH_R	Shoe Shopping: Other shoe stores: Regularly
Shopping: Shoe	SH_ALDO_O	Shoe Shopping: Aldo: Occasionally
Shopping: Shoe	SH_BROWN_O	Shoe Shopping: Browns/B2: Occasionally
Shopping: Shoe	SH_SPRNG_O	Shoe Shopping: Call It Spring/Boutique Spring: Occasionally
Shopping: Shoe	SH_GLOBO_O	Shoe Shopping: Globo: Occasionally
Shopping: Shoe	SH_LBURG_O	Shoe Shopping: Little Burgundy: Occasionally
Shopping: Shoe	SH_NAT_O	Shoe Shopping: Naturalizer: Occasionally
Shopping: Shoe	SH_NINEW_O	Shoe Shopping: Nine West (the store): Occasionally
Shopping: Shoe	SH_PAYLS_O	Shoe Shopping: Payless ShoeSource: Occasionally
Shopping: Shoe	SH_SOFT_O	Shoe Shopping: SoftMoc: Occasionally
Shopping: Shoe	SH_CMPNY_O	Shoe Shopping: The Shoe Company: Occasionally
Shopping: Shoe	SH_TOWN_O	Shoe Shopping: Town Shoes: Occasionally
Shopping: Shoe	SH_DEPT_O	Shoe Shopping: Department stores (any): Occasionally
Shopping: Shoe	SH_SPRT_O	Shoe Shopping: Sports stores (any): Occasionally
Shopping: Shoe	SH_OL_O	Shoe Shopping: Online/Internet shoe stores: Occasionally
Shopping: Shoe	SH_OTH_O	Shoe Shopping: Other shoe stores: Occasionally
Shopping: Book	BK_CHPTS	Book Shopped Past Year: Chapters/Indigo (the store)
Shopping: Book	BK_COLES	Book Shopped Past Year: Coles
Shopping: Book	BK_WH	Book Shopped Past Year: Big box/warehouse stores (e.g. Costco)
Shopping: Book	BK_DEPT	Book Shopped Past Year: Department/grocery/drug stores
Shopping: Book	BK_EBOOK	Book Shopped Past Year: eBooks stores (any) (e.g. Kindle)
Shopping: Book	BK_AMAZN	Book Shopped Past Year: Amazon.com/Amazon.ca
Shopping: Book	BK_CHPOL	Book Shopped Past Year: Chapters.Indigo.ca (the web site)
Shopping: Book	BK_OTHOL	Book Shopped Past Year: Other online/Internet book stores
Shopping: Book	BK_OTH	Book Shopped Past Year: Other book stores
Shopping: Book	BK_CHPTS_R	Book Shopping: Chapters/Indigo (the store): Regularly
Shopping: Book	BK_COLES_R	Book Shopping: Coles: Regularly
Shopping: Book	BK_WH_R	Book Shopping: Big box/warehouse stores (e.g. Costco): Regularly
Shopping: Book	BK_DEPT_R	Book Shopping: Department/grocery/drug stores: Regularly
Shopping: Book	BK_EBOOK_R	Book Shopping: eBooks stores (any) (e.g. Kindle): Regularly
Shopping: Book	BK_AMAZN_R	Book Shopping: Amazon.com/Amazon.ca: Regularly
Shopping: Book	BK_CHPOL_R	Book Shopping: Chapters.Indigo.ca (the web site): Regularly
Shopping: Book	BK_OTHOL_R	Book Shopping: Other online/Internet book stores: Regularly
Shopping: Book	BK_OTH_R	Book Shopping: Other book stores: Regularly
Shopping: Book	BK_CHPTS_O	Book Shopping: Chapters/Indigo (the store): Occasionally
Shopping: Book	BK_COLES_O	Book Shopping: Coles: Occasionally
Shopping: Book	BK_WH_O	Book Shopping: Big box/warehouse stores (e.g. Costco): Occasionally
Shopping: Book	BK_DEPT_O	Book Shopping: Department/grocery/drug stores: Occasionally
Shopping: Book	BK_EBOOK_O	Book Shopping: eBooks stores (any) (e.g. Kindle): Occasionally
Shopping: Book	BK_AMAZN_O	Book Shopping: Amazon.com/Amazon.ca: Occasionally
Shopping: Book	BK_CHPOL_O	Book Shopping: Chapters.Indigo.ca (the web site): Occasionally
Shopping: Book	BK_OTHOL_O	Book Shopping: Other online/Internet book stores: Occasionally
Shopping: Book	BK_OTH_O	Book Shopping: Other book stores: Occasionally
Shopping: Jewellery	JW_BENMS	Jewellery Shopped Past Year: Ben Moss Jewellers
Shopping: Jewellery	JW_CHARM	Jewellery Shopped Past Year: Charm Diamond Centres
Shopping: Jewellery	JW_BIRK	Jewellery Shopped Past Year: High-end jewellery stores (e.g. Birks, Tiffany & Co.)

CATEGORY	Variable Name	Description
Shopping: Jewellery	JW_MAPPN	Jewellery Shopped Past Year: Mappins Jewellers
Shopping: Jewellery	JW_MICHA	Jewellery Shopped Past Year: Michael Hill Jeweller
Shopping: Jewellery	JW_PEOPL	Jewellery Shopped Past Year: Peoples
Shopping: Jewellery	JW_SPENC	Jewellery Shopped Past Year: Spence Diamonds
Shopping: Jewellery	JW_WH	Jewellery Shopped Past Year: Big box/warehouse stores (e.g. Costco)
Shopping: Jewellery	JW_DEPT	Jewellery Shopped Past Year: Department stores (any)
Shopping: Jewellery	JW_OL	Jewellery Shopped Past Year: Online/Internet jewellery stores
Shopping: Jewellery	JW_OTH	Jewellery Shopped Past Year: Other jewellery stores
Shopping: Jewellery	JW_BENMS_R	Jewellery Shopping: Ben Moss Jewellers: Regularly
Shopping: Jewellery	JW_CHARM_R	Jewellery Shopping: Charm Diamond Centres: Regularly
Shopping: Jewellery	JW_BIRK_R	Jewellery Shopping: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Regularly
Shopping: Jewellery	JW_MAPPN_R	Jewellery Shopping: Mappins Jewellers: Regularly
Shopping: Jewellery	JW_MICHA_R	Jewellery Shopping: Michael Hill Jeweller: Regularly
Shopping: Jewellery	JW_PEOPL_R	Jewellery Shopping: Peoples: Regularly
Shopping: Jewellery	JW_SPENC_R	Jewellery Shopping: Spence Diamonds: Regularly
Shopping: Jewellery	JW_WH_R	Jewellery Shopping: Big box/warehouse stores (e.g. Costco): Regularly
Shopping: Jewellery	JW_DEPT_R	Jewellery Shopping: Department stores (any): Regularly
Shopping: Jewellery	JW_OL_R	Jewellery Shopping: Online/Internet jewellery stores: Regularly
Shopping: Jewellery	JW_OTH_R	Jewellery Shopping: Other jewellery stores: Regularly
Shopping: Jewellery	JW_BENMS_O	Jewellery Shopping: Ben Moss Jewellers: Occasionally
Shopping: Jewellery	JW_CHARM_O	Jewellery Shopping: Charm Diamond Centres: Occasionally
Shopping: Jewellery	JW_BIRK_O	Jewellery Shopping: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Occasionally
Shopping: Jewellery	JW_MAPPN_O	Jewellery Shopping: Mappins Jewellers: Occasionally
Shopping: Jewellery	JW_MICHA_O	Jewellery Shopping: Michael Hill Jeweller: Occasionally
Shopping: Jewellery	JW_PEOPL_O	Jewellery Shopping: Peoples: Occasionally
Shopping: Jewellery	JW_SPENC_O	Jewellery Shopping: Spence Diamonds: Occasionally
Shopping: Jewellery	JW_WH_O	Jewellery Shopping: Big box/warehouse stores (e.g. Costco): Occasionally
Shopping: Jewellery	JW_DEPT_O	Jewellery Shopping: Department stores (any): Occasionally
Shopping: Jewellery	JW_OL_O	Jewellery Shopping: Online/Internet jewellery stores: Occasionally
Shopping: Jewellery	JW_OTH_O	Jewellery Shopping: Other jewellery stores: Occasionally
Shopping: Furniture	FU_IKEA	Furniture Shopped Past Year: Ikea
Shopping: Furniture	FU_LZBOY	Furniture Shopped Past Year: La-Z-Boy Furniture Galleries
Shopping: Furniture	FU_LEONS	Furniture Shopped Past Year: Leon's
Shopping: Furniture	FU_PIER	Furniture Shopped Past Year: Pier 1 Imports
Shopping: Furniture	FU_SLEEP	Furniture Shopped Past Year: Sleep Country/Dormez-Vous
Shopping: Furniture	FU_STRCT	Furniture Shopped Past Year: Structube
Shopping: Furniture	FU_BRICK	Furniture Shopped Past Year: The Brick
Shopping: Furniture	FU_WH	Furniture Shopped Past Year: United Furniture Warehouse
Shopping: Furniture	FU_UBAR	Furniture Shopped Past Year: Urban Barn
Shopping: Furniture	FU_DEPT	Furniture Shopped Past Year: Department stores (any)
Shopping: Furniture	FU_ELCTR	Furniture Shopped Past Year: Electronics stores (any)
Shopping: Furniture	FU_OL	Furniture Shopped Past Year: Online/Internet furniture/appliance stores
Shopping: Furniture	FU_OTH	Furniture Shopped Past Year: Other furniture/appliance stores
Shopping: Furniture	FU_IKEA_R	Furniture Shopping: Ikea: Regularly
Shopping: Furniture	FU_LZBOY_R	Furniture Shopping: La-Z-Boy Furniture Galleries: Regularly
Shopping: Furniture	FU_LEONS_R	Furniture Shopping: Leon's: Regularly
Shopping: Furniture	FU_PIER_R	Furniture Shopping: Pier 1 Imports: Regularly
Shopping: Furniture	FU_SLEEP_R	Furniture Shopping: Sleep Country/Dormez-Vous: Regularly
Shopping: Furniture	FU_STRCT_R	Furniture Shopping: Structube: Regularly
Shopping: Furniture	FU_BRICK_R	Furniture Shopping: The Brick: Regularly
Shopping: Furniture	FU_WH_R	Furniture Shopping: United Furniture Warehouse: Regularly
Shopping: Furniture	FU_UBAR_R	Furniture Shopping: Urban Barn: Regularly

CATEGORY	Variable Name	Description
Shopping: Furniture	FU_DEPT_R	Furniture Shopping: Department stores (any): Regularly
Shopping: Furniture	FU_ELCTR_R	Furniture Shopping: Electronics stores (any): Regularly
Shopping: Furniture	FU_OL_R	Furniture Shopping: Online/Internet furniture/appliance stores: Regularly
Shopping: Furniture	FU_OTH_R	Furniture Shopping: Other furniture/appliance stores: Regularly
Shopping: Furniture	FU_IKEA_O	Furniture Shopping: Ikea: Occasionally
Shopping: Furniture	FU_LZBOY_O	Furniture Shopping: La-Z-Boy Furniture Galleries: Occasionally
Shopping: Furniture	FU_LEONS_O	Furniture Shopping: Leon's: Occasionally
Shopping: Furniture	FU_PIER_O	Furniture Shopping: Pier 1 Imports: Occasionally
Shopping: Furniture	FU_SLEEP_O	Furniture Shopping: Sleep Country/Dormez-Vous: Occasionally
Shopping: Furniture	FU_STRCT_O	Furniture Shopping: Structube: Occasionally
Shopping: Furniture	FU_BRICK_O	Furniture Shopping: The Brick: Occasionally
Shopping: Furniture	FU_WH_O	Furniture Shopping: United Furniture Warehouse: Occasionally
Shopping: Furniture	FU_UBAR_O	Furniture Shopping: Urban Barn: Occasionally
Shopping: Furniture	FU_DEPT_O	Furniture Shopping: Department stores (any): Occasionally
Shopping: Furniture	FU_ELCTR_O	Furniture Shopping: Electronics stores (any): Occasionally
Shopping: Furniture	FU_OL_O	Furniture Shopping: Online/Internet furniture/appliance stores: Occasionally
Shopping: Furniture	FU_OTH_O	Furniture Shopping: Other furniture/appliance stores: Occasionally
Shopping: HomeImprov	H_BMR	Home Improv. Shopped Past Year: BMR
Shopping: HomeImprov	H_CANTR	Home Improv. Shopped Past Year: Canadian Tire
Shopping: HomeImprov	H_CRATEB	Home Improv. Shopped Past Year: Crate & Barrel
Shopping: HomeImprov	H_DEPOT	Home Improv. Shopped Past Year: Home Depot
Shopping: HomeImprov	H_HWARE	Home Improv. Shopped Past Year: Home Hardware
Shopping: HomeImprov	H_OUTFT	Home Improv. Shopped Past Year: Home Outfitters/Déco Découverte
Shopping: HomeImprov	H_SENSE	Home Improv. Shopped Past Year: HomeSense
Shopping: HomeImprov	H_LEE	Home Improv. Shopped Past Year: Lee Valley Tools
Shopping: HomeImprov	H_LOWE	Home Improv. Shopped Past Year: Lowe's Home Improvement
Shopping: HomeImprov	H_PIER1	Home Improv. Shopped Past Year: Pier 1 Imports
Shopping: HomeImprov	H_RONA	Home Improv. Shopped Past Year: Rona Stores (any)
Shopping: HomeImprov	H_LIGHT	Home Improv. Shopped Past Year: Lighting stores (any)
Shopping: HomeImprov	H_DEPT	Home Improv. Shopped Past Year: Department stores (any)
Shopping: HomeImprov	H_INDEP	Home Improv. Shopped Past Year: Independent hardware stores (any)
Shopping: HomeImprov	H_OL	Home Improv. Shopped Past Year: Online/Internet home décor/home improvement stores
Shopping: HomeImprov	H_OTHDEC	Home Improv. Shopped Past Year: Other home décor stores
Shopping: HomeImprov	H_OTHIMP	Home Improv. Shopped Past Year: Other home improvement stores
Shopping: HomeImprov	H_BMR_R	Home Improv. Shopping: BMR: Regularly
Shopping: HomeImprov	H_CANTR_R	Home Improv. Shopping: Canadian Tire: Regularly
Shopping: HomeImprov	H_CRATEB_R	Home Improv. Shopping: Crate & Barrel: Regularly
Shopping: HomeImprov	H_DEPOT_R	Home Improv. Shopping: Home Depot: Regularly
Shopping: HomeImprov	H_HWARE_R	Home Improv. Shopping: Home Hardware: Regularly
Shopping: HomeImprov	H_OUTFT_R	Home Improv. Shopping: Home Outfitters/Déco Découverte: Regularly
Shopping: HomeImprov	H_SENSE_R	Home Improv. Shopping: HomeSense: Regularly
Shopping: HomeImprov	H_LEE_R	Home Improv. Shopping: Lee Valley Tools: Regularly
Shopping: HomeImprov	H_LOWE_R	Home Improv. Shopping: Lowe's Home Improvement: Regularly
Shopping: HomeImprov	H_PIER1_R	Home Improv. Shopping: Pier 1 Imports: Regularly
Shopping: HomeImprov	H_RONA_R	Home Improv. Shopping: Rona Stores (any): Regularly
Shopping: HomeImprov	H_LIGHT_R	Home Improv. Shopping: Lighting stores (any): Regularly
Shopping: HomeImprov	H_DEPT_R	Home Improv. Shopping: Department stores (any): Regularly
Shopping: HomeImprov	H_INDEP_R	Home Improv. Shopping: Independent hardware stores (any): Regularly
Shopping: HomeImprov	H_OL_R	Home Improv. Shopping: Independent hardware stores (any): Regularly
Shopping: HomeImprov	H_OTHDEC_R	Home Improv. Shopping: Other home décor stores: Regularly

CATEGORY	Variable Name	Description
Shopping: HomeImprov	H_OTHIMP_R	Home Improv. Shopping: Other home improvement stores: Regularly
Shopping: HomeImprov	H_BMR_O	Home Improv. Shopping: BMR: Occasionally
Shopping: HomeImprov	H_CANTR_O	Home Improv. Shopping: Canadian Tire: Occasionally
Shopping: HomeImprov	H_CRATEB_O	Home Improv. Shopping: Crate & Barrel: Occasionally
Shopping: HomeImprov	H_DEPOT_O	Home Improv. Shopping: Home Depot: Occasionally
Shopping: HomeImprov	H_HWARE_O	Home Improv. Shopping: Home Hardware: Occasionally
Shopping: HomeImprov	H_OUTFT_O	Home Improv. Shopping: Home Outfitters/Déco Découverte: Occasionally
Shopping: HomeImprov	H_SENSE_O	Home Improv. Shopping: HomeSense: Occasionally
Shopping: HomeImprov	H_LEE_O	Home Improv. Shopping: Lee Valley Tools: Occasionally
Shopping: HomeImprov	H_LOWE_O	Home Improv. Shopping: Lowe's Home Improvement: Occasionally
Shopping: HomeImprov	H_PIER1_O	Home Improv. Shopping: Pier 1 Imports: Occasionally
Shopping: HomeImprov	H_RONA_O	Home Improv. Shopping: Rona Stores (any): Occasionally
Shopping: HomeImprov	H_LIGHT_O	Home Improv. Shopping: Lighting stores (any): Occasionally
Shopping: HomeImprov	H_DEPT_O	Home Improv. Shopping: Department stores (any): Occasionally
Shopping: HomeImprov	H_INDEP_O	Home Improv. Shopping: Independent hardware stores (any): Occasionally
Shopping: HomeImprov	H_OL_O	Home Improv. Shopping: Online/Internet home décor/home improvement stores: Occasionally
Shopping: HomeImprov	H_OTHDEC_O	Home Improv. Shopping: Other home décor stores: Occasionally
Shopping: HomeImprov	H_OTHIMP_O	Home Improv. Shopping: Other home improvement stores: Occasionally
Shopping: Eyeware	OP_GLSNO	Type of eyewear: Do not wear prescription glasses or contact lenses
Shopping: Eyeware	OP_GLS	Type of eyewear: Glasses
Shopping: Eyeware	OP_GLSCL	Type of eyewear: Contact lenses
Shopping: Eyeware	OP_GLSACL	Type of eyewear: Both glasses and contact lenses
Shopping: Eyeware	OP_SP0	Optical/Eyewear Spending in past 12 mos: Nothing
Shopping: Eyeware	OP_SP99	Optical/Eyewear Spending in past 12 mos: \$1-\$99
Shopping: Eyeware	OP_SP199	Optical/Eyewear Spending in past 12 mos: \$100-\$199
Shopping: Eyeware	OP_SP399	Optical/Eyewear Spending in past 12 mos: \$200-\$399
Shopping: Eyeware	OP_SP400	Optical/Eyewear Spending in past 12 mos: \$400 or more
Shopping: Eyeware	OP_SGVL	Likelihood of laser eye surgery-Very likely
Shopping: Eyeware	OP_SGSL	Likelihood of laser eye surgery-Somewhat likely
Shopping: Eyeware	OP_SGNVL	Likelihood of laser eye surgery-Not very likely
Shopping: Eyeware	OP_SGNL	Likelihood of laser eye surgery-Not at all likely
Shopping: Eyeware	OP_SGDHAD	Likelihood of laser eye surgery-Have already had laser eye surgery
Shopping: Eyeware	OP_HAKIM	Optical Shopped Past Year: Hakim Optical
Shopping: Eyeware	OP_IRIS	Optical Shopped Past Year: IRIS
Shopping: Eyeware	OP_LENSC	Optical Shopped Past Year: LensCrafters
Shopping: Eyeware	OP_PEARL	Optical Shopped Past Year: Pearle Vision
Shopping: Eyeware	OP_SNHUT	Optical Shopped Past Year: Sunglass Hut
Shopping: Eyeware	OP_VOGUE	Optical Shopped Past Year: Vogue Optical
Shopping: Eyeware	OP_WH	Optical Shopped Past Year: Big box/warehouse stores (e.g. Costco)
Shopping: Eyeware	OP_DEPT	Optical Shopped Past Year: Department stores (any)
Shopping: Eyeware	OP_OL	Optical Shopped Past Year: Online/Internet optical stores
Shopping: Eyeware	OP_OTH	Optical Shopped Past Year: Other optical stores
Shopping: Eyeware	OP_HAKIM_R	Optical Shopped: Hakim Optical: Regularly
Shopping: Eyeware	OP_IRIS_R	Optical Shopped: IRIS: Regularly
Shopping: Eyeware	OP_LENSC_R	Optica Shopping: LensCrafters: Regularly
Shopping: Eyeware	OP_PEARL_R	Optica Shopping: Pearle Vision: Regularly
Shopping: Eyeware	OP_SNHUT_R	Optica Shopping: Sunglass Hut: Regularly
Shopping: Eyeware	OP_VOGUE_R	Optica Shopping: Vogue Optical: Regularly
Shopping: Eyeware	OP_WH_R	Optica Shopping: Big box/warehouse stores (e.g. Costco): Regularly
Shopping: Eyeware	OP_DEPT_R	Optica Shopping: Department stores (any): Regularly
Shopping: Eyeware	OP_OL_R	Optica Shopping: Online/Internet optical stores: Regularly

CATEGORY	Variable Name	Description
Shopping: Eyeware	OP_OTH_R	Optica Shopping: Other optical stores: Regularly
Shopping: Eyeware	OP_HAKIM_O	Optical Shopped: Hakim Optical: Occasionally
Shopping: Eyeware	OP_IRIS_O	Optical Shopped: IRIS: Occasionally
Shopping: Eyeware	OP_LENSC_O	Optica Shopping: LensCrafters: Occasionally
Shopping: Eyeware	OP_PEARL_O	Optica Shopping: Pearle Vision: Occasionally
Shopping: Eyeware	OP_SNHUT_O	Optica Shopping: Sunglass Hut: Occasionally
Shopping: Eyeware	OP_VOGUE_O	Optica Shopping: Vogue Optical: Occasionally
Shopping: Eyeware	OP_WH_O	Optica Shopping: Big box/warehouse stores (e.g. Costco): Occasionally
Shopping: Eyeware	OP_DEPT_O	Optica Shopping: Department stores (any): Occasionally
Shopping: Eyeware	OP_OL_O	Optica Shopping: Online/Internet optical stores: Occasionally
Shopping: Eyeware	OP_OTH_O	Optica Shopping: Other optical stores: Occasionally
Shopping: Electronics	ST_APPON	Electronics Shopped Past Year: Apple (online store)
Shopping: Electronics	ST_APPRE	Electronics Shopped Past Year: Apple (retail store)
Shopping: Electronics	ST_BSTBY	Electronics Shopped Past Year: Best Buy
Shopping: Electronics	ST_DELL	Electronics Shopped Past Year: Dell Computer (online store)
Shopping: Electronics	ST_STAPL	Electronics Shopped Past Year: Staples
Shopping: Electronics	ST_SOURC	Electronics Shopped Past Year: The Source
Shopping: Electronics	ST_WH	Electronics Shopped Past Year: Big box/warehouse stores (e.g. Costco)
Shopping: Electronics	ST_DEPT	Electronics Shopped Past Year: Department stores (any)
Shopping: Electronics	ST_FURNT	Electronics Shopped Past Year: Furniture stores (e.g. Leon's/The Brick)
Shopping: Electronics	ST_OL	Electronics Shopped Past Year: Other online/Internet electronics stores (excl. Apple/Dell online stores)
Shopping: Electronics	ST_OTH	Electronics Shopped Past Year: Other electronics stores
Shopping: Electronics	ST_APPON_R	Electronics Shopping: Apple (online store): Regularly
Shopping: Electronics	ST_APPRE_R	Electronics Shopping: Apple (retail store): Regularly
Shopping: Electronics	ST_BSTBY_R	Electronics Shopping: Best Buy: Regularly
Shopping: Electronics	ST_DELL_R	Electronics Shopping: Dell Computer (online store): Regularly
Shopping: Electronics	ST_STAPL_R	Electronics Shopping: Staples: Regularly
Shopping: Electronics	ST_SOURC_R	Electronics Shopping: The Source: Regularly
Shopping: Electronics	ST_WH_R	Electronics Shopping: Big box/warehouse stores (e.g. Costco): Regularly
Shopping: Electronics	ST_DEPT_R	Electronics Shopping: Department stores (any): Regularly
Shopping: Electronics	ST_FURNT_R	Electronics Shopping: Furniture stores (e.g. Leon's/The Brick): Regularly
Shopping: Electronics	ST_OL_R	Electronics Shopping: Other online/Internet electronics stores (excl. Apple/Dell online stores): Regularly
Shopping: Electronics	ST_OTH_R	Electronics Shopping: Other electronics stores: Regularly
Shopping: Electronics	ST_APPON_O	Electronics Shopping: Apple (online store): Occasionally
Shopping: Electronics	ST_APPRE_O	Electronics Shopping: Apple (retail store): Occasionally
Shopping: Electronics	ST_BSTBY_O	Electronics Shopping: Best Buy: Occasionally
Shopping: Electronics	ST_DELL_O	Electronics Shopping: Dell Computer (online store): Occasionally
Shopping: Electronics	ST_STAPL_O	Electronics Shopping: Staples: Occasionally
Shopping: Electronics	ST_SOURC_O	Electronics Shopping: The Source: Occasionally
Shopping: Electronics	ST_WH_O	Electronics Shopping: Big box/warehouse stores (e.g. Costco): Occasionally
Shopping: Electronics	ST_DEPT_O	Electronics Shopping: Department stores (any): Occasionally
Shopping: Electronics	ST_FURNT_O	Electronics Shopping: Furniture stores (e.g. Leon's/The Brick): Occasionally
Shopping: Electronics	ST_OL_O	Electronics Shopping: Other online/Internet electronics stores (excl. Apple/Dell online stores): Occasionally
Shopping: Electronics	ST_OTH_O	Electronics Shopping: Other electronics stores: Occasionally
Shopping: Office	OF_STAPL	Office Supply Shopped Past Year: Staples
Shopping: Office	OF_WH	Office Supply Shopped Past Year: Big box/warehouse stores (e.g. Costco)
Shopping: Office	OF_DEPT	Office Supply Shopped Past Year: Department stores (any)
Shopping: Office	OF_OL	Office Supply Shopped Past Year: Online/Internet office stores (e.g. OfficeMax Grand & Toy)

CATEGORY	Variable Name	Description
Shopping: Office	OF_OTH	Office Supply Shopped Past Year: Other office (stationery) stores
Shopping: Office	OF_STAPL_R	Office Supply Shopping: Staples: Regularly
Shopping: Office	OF_WH_R	Office Supply Shopping: Big box/warehouse stores (e.g. Costco): Regularly
Shopping: Office	OF_DEPT_R	Office Supply Shopping: Department stores (any): Regularly
Shopping: Office	OF_OL_R	Office Supply Shopping: Online/Internet office stores (e.g. OfficeMax Grand & Toy): Regularly
Shopping: Office	OF_OTH_R	Office Supply Shopping: Other office (stationery) stores: Regularly
Shopping: Office	OF_STAPL_O	Office Supply Shopping: Staples: Occasionally
Shopping: Office	OF_WH_O	Office Supply Shopping: Big box/warehouse stores (e.g. Costco): Occasionally
Shopping: Office	OF_DEPT_O	Office Supply Shopping: Department stores (any): Occasionally
Shopping: Office	OF_OL_O	Office Supply Shopping: Online/Internet office stores (e.g. OfficeMax Grand & Toy): Occasionally
Shopping: Office	OF_OTH_O	Office Supply Shopping: Other office (stationery) stores: Occasionally
Shopping: Sporting	SP_ATMS	Sporting Goods Shopped Past Year: Atmosphere
Shopping: Sporting	SP_FTLCK	Sporting Goods Shopped Past Year: Foot Locker
Shopping: Sporting	SP_GOLFT	Sporting Goods Shopped Past Year: Golf Town
Shopping: Sporting	SP_LULU	Sporting Goods Shopped Past Year: Lululemon Athletica
Shopping: Sporting	SP_MTEQP	Sporting Goods Shopped Past Year: Mountain Equipment Co-op
Shopping: Sporting	SP_PLYAG	Sporting Goods Shopped Past Year: Play it Again Sports
Shopping: Sporting	SP_CHEK	Sporting Goods Shopped Past Year: Sport Chek
Shopping: Sporting	SP_LIFE	Sporting Goods Shopped Past Year: Sporting Life
Shopping: Sporting	SP_EXPT	Sporting Goods Shopped Past Year: Sports Experts
Shopping: Sporting	SP_RUNRM	Sporting Goods Shopped Past Year: The Running Room
Shopping: Sporting	SP_WH	Sporting Goods Shopped Past Year: Big box/warehouse stores (e.g. Costco)
Shopping: Sporting	SP_DEPT	Sporting Goods Shopped Past Year: Department stores (any)
Shopping: Sporting	SP_OL	Sporting Goods Shopped Past Year: Online/Internet sporting goods & athletic wear stores
Shopping: Sporting	SP_OTH	Sporting Goods Shopped Past Year: Other sporting goods & athletic wear stores
Shopping: Sporting	SP_ATMS_R	Sporting Goods Shopping: Atmosphere: Regularly
Shopping: Sporting	SP_FTLCK_R	Sporting Goods Shopping: Foot Locker: Regularly
Shopping: Sporting	SP_GOLFT_R	Sporting Goods Shopping: Golf Town: Regularly
Shopping: Sporting	SP_LULU_R	Sporting Goods Shopping: Lululemon Athletica: Regularly
Shopping: Sporting	SP_MTEQP_R	Sporting Goods Shopping: Mountain Equipment Co-op: Regularly
Shopping: Sporting	SP_PLYAG_R	Sporting Goods Shopping: Play it Again Sports: Regularly
Shopping: Sporting	SP_CHEK_R	Sporting Goods Shopping: Sport Chek: Regularly
Shopping: Sporting	SP_LIFE_R	Sporting Goods Shopping: Sporting Life: Regularly
Shopping: Sporting	SP_EXPT_R	Sporting Goods Shopping: Sports Experts: Regularly
Shopping: Sporting	SP_RUNRM_R	Sporting Goods Shopping: The Running Room: Regularly
Shopping: Sporting	SP_WH_R	Sporting Goods Shopping: Big box/warehouse stores (e.g. Costco): Regularly
Shopping: Sporting	SP_DEPT_R	Sporting Goods Shopping: Department stores (any): Regularly
Shopping: Sporting	SP_OL_R	Sporting Goods Shopping: Online/Internet sporting goods & athletic wear stores: Regularly
Shopping: Sporting	SP_OTH_R	Sporting Goods Shopping: Other sporting goods & athletic wear stores: Regularly
Shopping: Sporting	SP_ATMS_O	Sporting Goods Shopping: Atmosphere: Occasionally
Shopping: Sporting	SP_FTLCK_O	Sporting Goods Shopping: Foot Locker: Occasionally
Shopping: Sporting	SP_GOLFT_O	Sporting Goods Shopping: Golf Town: Occasionally
Shopping: Sporting	SP_LULU_O	Sporting Goods Shopping: Lululemon Athletica: Occasionally
Shopping: Sporting	SP_MTEQP_O	Sporting Goods Shopping: Mountain Equipment Co-op: Occasionally
Shopping: Sporting	SP_PLYAG_O	Sporting Goods Shopping: Play it Again Sports: Occasionally
Shopping: Sporting	SP_CHEK_O	Sporting Goods Shopping: Sport Chek: Occasionally
Shopping: Sporting	SP_LIFE_O	Sporting Goods Shopping: Sporting Life: Occasionally
Shopping: Sporting	SP_EXPT_O	Sporting Goods Shopping: Sports Experts: Occasionally

CATEGORY	Variable Name	Description
Shopping: Sporting	SP_RUNRM_O	Sporting Goods Shopping: The Running Room: Occasionally
Shopping: Sporting	SP_WH_O	Sporting Goods Shopping: Big box/warehouse stores (e.g. Costco): Occasionally
Shopping: Sporting	SP_DEPT_O	Sporting Goods Shopping: Department stores (any): Occasionally
Shopping: Sporting	SP_OL_O	Sporting Goods Shopping: Online/Internet sporting goods & athletic wear stores: Occasionally
Shopping: Sporting	SP_OTH_O	Sporting Goods Shopping: Other sporting goods & athletic wear stores: Occasionally
Shopping: ToyPet	TY_DISNY	Toy Shopped Past Year: Disney Store
Shopping: ToyPet	TY_EBGM	Toy Shopped Past Year: EB Games
Shopping: ToyPet	TY_MSTMN	Toy Shopped Past Year: Mastermind
Shopping: ToyPet	TY_SCHLC	Toy Shopped Past Year: Scholar's Choice
Shopping: ToyPet	TY_RUS	Toy Shopped Past Year: Toys 'R Us/Babies 'R Us
Shopping: ToyPet	TY_WH	Toy Shopped Past Year: Big box/warehouse stores (e.g. Costco)
Shopping: ToyPet	TY_BOOK	Toy Shopped Past Year: Book stores (e.g. Chapters/Indigo)
Shopping: ToyPet	TY_DEPT	Toy Shopped Past Year: Department stores (any)
Shopping: ToyPet	TY_OL	Toy Shopped Past Year: Online/Internet toy/game/learning stores
Shopping: ToyPet	TY_OTH	Toy Shopped Past Year: Other Toy/game/Learning stores
Shopping: ToyPet	TY_DISNY_R	Toy Shopping: Disney Store: Regularly
Shopping: ToyPet	TY_EBGM_R	Toy Shopping: EB Games: Regularly
Shopping: ToyPet	TY_MSTMN_R	Toy Shopping: Mastermind: Regularly
Shopping: ToyPet	TY_SCHLC_R	Toy Shopping: Scholar's Choice: Regularly
Shopping: ToyPet	TY_RUS_R	Toy Shopping: Toys 'R Us/Babies 'R Us: Regularly
Shopping: ToyPet	TY_WH_R	Toy Shopping: Big box/warehouse stores (e.g. Costco): Regularly
Shopping: ToyPet	TY_BOOK_R	Toy Shopping: Book stores (e.g. Chapters/Indigo): Regularly
Shopping: ToyPet	TY_DEPT_R	Toy Shopping: Department stores (any): Regularly
Shopping: ToyPet	TY_OL_R	Toy Shopping: Online/Internet toy/game/learning stores: Regularly
Shopping: ToyPet	TY_OTH_R	Toy Shopping: Other Toy/game/Learning stores: Regularly
Shopping: ToyPet	TY_DISNY_O	Toy Shopping: Disney Store: Occasionally
Shopping: ToyPet	TY_EBGM_O	Toy Shopping: EB Games: Occasionally
Shopping: ToyPet	TY_MSTMN_O	Toy Shopping: Mastermind: Occasionally
Shopping: ToyPet	TY_SCHLC_O	Toy Shopping: Scholar's Choice: Occasionally
Shopping: ToyPet	TY_RUS_O	Toy Shopping: Toys 'R Us/Babies 'R Us: Occasionally
Shopping: ToyPet	TY_WH_O	Toy Shopping: Big box/warehouse stores (e.g. Costco): Occasionally
Shopping: ToyPet	TY_BOOK_O	Toy Shopping: Book stores (e.g. Chapters/Indigo): Occasionally
Shopping: ToyPet	TY_DEPT_O	Toy Shopping: Department stores (any): Occasionally
Shopping: ToyPet	TY_OL_O	Toy Shopping: Online/Internet toy/game/learning stores: Occasionally
Shopping: ToyPet	TY_OTH_O	Toy Shopping: Other Toy/game/Learning stores: Occasionally
Shopping: ToyPet	PT_GLBPF	Pet/Pet Supply Shopped Past Year: Global Pet Foods
Shopping: ToyPet	PT_VALU	Pet/Pet Supply Shopped Past Year: Pet Valu
Shopping: ToyPet	PT_MART	Pet/Pet Supply Shopped Past Year: Petsmart
Shopping: ToyPet	PT_PJS	Pet/Pet Supply Shopped Past Year: PJ's Pets/Pets Unlimited
Shopping: ToyPet	PT_WH	Pet/Pet Supply Shopped Past Year: Big box/warehouse stores (e.g. Costco)
Shopping: ToyPet	PT_DEPT	Pet/Pet Supply Shopped Past Year: Department stores (any)
Shopping: ToyPet	PT_GRCY	Pet/Pet Supply Shopped Past Year: Grocery stores (any)
Shopping: ToyPet	PT_VETER	Pet/Pet Supply Shopped Past Year: Veterinarian office (any)
Shopping: ToyPet	PT_OL	Pet/Pet Supply Shopped Past Year: Online/Internet pet/pet supply stores
Shopping: ToyPet	PT_OTH	Pet/Pet Supply Shopped Past Year: Other Pet/Pet Supply stores
Shopping: ToyPet	PT_GLBPF_R	Pet/Pet Supply Shopping: Global Pet Foods: Regularly
Shopping: ToyPet	PT_VALU_R	Pet/Pet Supply Shopping: Pet Valu: Regularly
Shopping: ToyPet	PT_MART_R	Pet/Pet Supply Shopping: Petsmart: Regularly
Shopping: ToyPet	PT_PJS_R	Pet/Pet Supply Shopping: PJ's Pets/Pets Unlimited: Regularly

CATEGORY	Variable Name	Description
Shopping: ToyPet	PT_WH_R	Pet/Pet Supply Shopping: Big box/warehouse stores (e.g. Costco): Regularly
Shopping: ToyPet	PT_DEPT_R	Pet/Pet Supply Shopping: Department stores (any): Regularly
Shopping: ToyPet	PT_GRCY_R	Pet/Pet Supply Shopping: Grocery stores (any): Regularly
Shopping: ToyPet	PT_VETER_R	Pet/Pet Supply Shopping: Veterinarian office (any): Regularly
Shopping: ToyPet	PT_OL_R	Pet/Pet Supply Shopping: Online/Internet pet/pet supply stores: Regularly
Shopping: ToyPet	PT_OTH_R	Pet/Pet Supply Shopping: Other Pet/Pet Supply stores: Regularly
Shopping: ToyPet	PT_GLBPF_O	Pet/Pet Supply Shopping: Global Pet Foods: Occasionally
Shopping: ToyPet	PT_VALU_O	Pet/Pet Supply Shopping: Pet Valu: Occasionally
Shopping: ToyPet	PT_MART_O	Pet/Pet Supply Shopping: Petsmart: Occasionally
Shopping: ToyPet	PT_PJS_O	Pet/Pet Supply Shopping: PJ's Pets/Pets Unlimited: Occasionally
Shopping: ToyPet	PT_WH_O	Pet/Pet Supply Shopping: Big box/warehouse stores (e.g. Costco): Occasionally
Shopping: ToyPet	PT_DEPT_O	Pet/Pet Supply Shopping: Department stores (any): Occasionally
Shopping: ToyPet	PT_GRCY_O	Pet/Pet Supply Shopping: Grocery stores (any): Occasionally
Shopping: ToyPet	PT_VETER_O	Pet/Pet Supply Shopping: Veterinarian office (any): Occasionally
Shopping: ToyPet	PT_OL_O	Pet/Pet Supply Shopping: Online/Internet pet/pet supply stores: Occasionally
Shopping: ToyPet	PT_OTH_O	Pet/Pet Supply Shopping: Other Pet/Pet Supply stores: Occasionally
Shopping: ToyPet	PT_PETS	Having any Pets
Shopping: ToyPet	PT_BIRD	Having Birds
Shopping: ToyPet	PT_CAT	Having Cats
Shopping: ToyPet	PT_DOG	Having Dogs
Shopping: ToyPet	PT_FISH	Having Fish
Shopping: ToyPet	PT_OTHANM	Having Other Animals
Shopping: Store Type	T_BULKF	Shopped Past Month: Bulk food stores
Shopping: Store Type	T_CARPET	Shopped Past Month: Carpet/Floor Covering stores
Shopping: Store Type	T_CRAFT	Shopped Past Month: Craft supply stores (e.g. Michaels)
Shopping: Store Type	T_DOLLAR	Shopped Past Month: Dollar stores
Shopping: Store Type	T_FACTOL	Shopped Past Month: Factory outlet stores/malls
Shopping: Store Type	T_FASAC	Shopped Past Month: Fashion accessories stores (e.g. Ardene)
Shopping: Store Type	T_GARDEN	Shopped Past Month: Garden stores
Shopping: Store Type	T_BEAU	Shopped Past Month: Health/beauty stores (e.g. The Body Shop)
Shopping: Store Type	T_HLTHCR	Shopped Past Month: Home health care stores (e.g. Shoppers Home Health Care)
Shopping: Store Type	T_KCH	Shopped Past Month: Kitchen stores (e.g. Stokes)
Shopping: Store Type	T_MUSIC	Shopped Past Month: Music stores (selling musical instruments/sheet music)
Shopping: Store Type	T_NATFD	Shopped Past Month: Natural/health food stores
Shopping: Store Type	T_OLCWEB	Shopped Past Month: Online classified websites (e.g. Kijiji)
Shopping: Store Type	T_OLMMD	Shopped Past Month: Online music/movie download stores (e.g. iTunes)
Shopping: Store Type	T_PHOTO	Shopped Past Month: Photo/digital finishing and camera stores (e.g. Black's)
Shopping: Store Type	T_MALL	Shopped Past Month: Shopping mall stores
Shopping: Store Type	T_FVFM	Shopped Past Month: Small local fruits & vegetables stores/farmers' markets
Shopping: Store Type	T_BOUTIQ	Shopped Past Month: Stand-alone boutique shops
Shopping: Store Type	T_OL	Shopped Past Month: Online/Internet stores