



## Data Dictionary

# Consumer Psychographics Patterns



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Variable	Description	Unit	Weight Variable
	<b>GEOGRAPHY</b>		
POSTCODE	6-Digit Postal Code	Character	
	<b>WEIGHT</b>		
PP15_	Population of age 15 and up	Count	
	<b>The variables describe % Population Age 15+ who feel strongly that</b>		
	<b>Attitude about Advertising</b>		
PY_ADPACK	"New and improved" on packages is just an advertising gimmick	Percentage	PP15_
PY_ADBRA	Premium priced brands are generally worth the extra money	Percentage	PP15_
PY_ADSOUR	Advertising is an important source of information to me	Percentage	PP15_
PY_SAINPU	Free-trial/product samples can influence my purchase decisions	Percentage	PP15_
	<b>Health Consciousness</b>		
PY_HLNUT	I am very concerned about the nutritional content of food products I buy	Percentage	PP15_
PY_HLLCAL	I prefer low-calorie or "light" foods and drinks	Percentage	PP15_
PY_EAHLFD	I would like to eat healthy foods more often	Percentage	PP15_
PY_HLWGHT	I am careful of what I eat in order to keep my weight under control	Percentage	PP15_
PY_VEISHE	Vegetarianism is a healthy option	Percentage	PP15_
	<b>Opinion about New Products</b>		
PY_BYLTGG	I buy the latest high-tech gadgets before most people I know	Percentage	PP15_
PY_NPWTRY	Most new products are worth a try	Percentage	PP15_
PY_NPLTRY	I like to try new and different products	Percentage	PP15_
PY_TRPSRC	I have tried a product/service based on a personal recommendation	Percentage	PP15_
	<b>Brand Loyalty</b>		
PY_RCPDOT	I offer recommendations of products/services to other people	Percentage	PP15_
PY_BLIMP	If I see something interesting in a store, I will usually buy it on impulse	Percentage	PP15_
PY_BLPASS	I tend to pass up my favourite brand if something else is on sale	Percentage	PP15_
PY_BLBUY	If one of my usual brands is on special, I will buy extra	Percentage	PP15_
PY_BLSCL	It's important to buy products from socially-responsible/environmentally-friendly companies	Percentage	PP15_
PY_BLSTIC	Once I find a brand I like, I stick with it	Percentage	PP15_
PY_BLNNAM	No-name products are as good as nationally advertised brands	Percentage	PP15_
PY_VLCPGB	I value companies who give back to the community	Percentage	PP15_
	<b>Cost Sensitivity</b>		
PY_PMEFPD	I am willing to pay more for eco-friendly products	Percentage	PP15_
PY_CSMORE	When I make a purchase, I often spend more than I thought I would	Percentage	PP15_
PY_CSTIME	I am willing to pay a little extra to save time shopping	Percentage	PP15_
PY_CSCHOR	To me, shopping is a chore rather than a pleasure	Percentage	PP15_
PY_CSCONV	When I buy products I am looking for convenience, not price	Percentage	PP15_
PY_LSWMRET	I worry about not having enough money to retire	Percentage	PP15_
PY_CSPOST	I prefer to postpone a purchase than buy on credit	Percentage	PP15_
PY_CPPRST	I compare grocery prices at different stores	Percentage	PP15_
PY_BULOPR	I make an effort to buy local produce/products	Percentage	PP15_
PY_CSSPND	I am more of a spender than a saver	Percentage	PP15_
	<b>Social Network</b>		
PY_TRNPEA	I like to try new places to eat	Percentage	PP15_

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PY_SNBUSY	I lead a fairly busy social life	Percentage	PP15_
PY_SNHOME	I do more entertaining at home now than ever before	Percentage	PP15_
PY_FRIMSO	My friends' opinions are an important source of information for me	Percentage	PP15_
PY_IMPEFA	I place a lot of importance on personal appearance	Percentage	PP15_
PY_COOLSE	I am concerned about the issues of online security/identity theft	Percentage	PP15_
PY_MOCHME	It is important to monitor what children watch/listen to/access via media	Percentage	PP15_
PY_SNSTSM	Staying connected via social media is very important to me	Percentage	PP15_
	<b>Lifestyle</b>		
PY_LSCHAN	I try to keep abreast of changes in style and fashions	Percentage	PP15_
PY_LSMONE	I take care of money matters and bill paying in our household	Percentage	PP15_
PY_LSEXTR	I enjoy being extravagant	Percentage	PP15_
PY_LSSOPH	I consider myself to be sophisticated	Percentage	PP15_
PY_LSDBWF	I have difficulty trying to balance my work and family/personal life	Percentage	PP15_
PY_LCSURG	I have had or would consider cosmetic procedures/surgery	Percentage	PP15_
PY_LSSHPST	I prefer to shop at retail store location for the customer experience		
PY_LSSHPOL	I prefer to shop online for convenience	Percentage	PP15_
	<b>Social Activity and Family</b>		
PY_PPLTSP	I prepare a grocery list before doing my shopping	Percentage	PP15_
PY_SACOOK	I like to cook	Percentage	PP15_
PY_INLNCT	I am interested in learning about different cultures	Percentage	PP15_
PY_SAUQUIET	I would rather spend a quiet evening at home than go out to a party	Percentage	PP15_
PY_SAKIDS	Family life and having children are most important to me	Percentage	PP15_
PY_SATV	Television is my primary source of entertainment	Percentage	PP15_
PY_SANEAT	My home is kept very neat and clean	Percentage	PP15_
PY_OLNRPRD	Online streaming services do not replace radio	Percentage	PP15_
PY_RDPERS	Radio feels more personal than other media	Percentage	PP15_
PY_SAMARJ	Use of marijuana should be legalized in Canada	Percentage	PP15_
PY_SAVOTE	I consider it important to vote in elections	Percentage	PP15_
	<b>Self-Esteem</b>		
PY_INCREV	I consider myself to be informed on current events or issues	Percentage	PP15_
PY_SEACHI	I generally achieve what I set out to do	Percentage	PP15_
PY_SEDRES	An important part of my life and activities is dressing smartly	Percentage	PP15_
PY_SEINDE	I am more independent than most people	Percentage	PP15_
PY_SEADV	I am adventurous/"outdoorsy"	Percentage	PP15_