



## Data Dictionary

# Consumer Shopping Patterns



220 Duncan Mill Road, Suite 519

Toronto, ON, Canada

M3B 3J5

Tel: 416.760.8828 Fax: 416.760.8826

Email: [info@manifolddatamining.com](mailto:info@manifolddatamining.com)

[www.manifolddatamining.com](http://www.manifolddatamining.com)



## Shopping Patterns - Grocery Stores

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>Grocery Stores Shopped in the Past Month at</b>		
G_COOP	Grocery store past month: Co-op	Percentage	PP15_
G_GATWAY	Grocery store past month: grocerygateway.com	Percentage	PP15_
G_IGA	Grocery store past month: IGA/Foodland	Percentage	PP15_
G_LOBLAW	Grocery store past month: Loblaws	Percentage	PP15_
G_MM	Grocery store past month: M & M Meat Shops	Percentage	PP15_
G_METRO	Grocery store past month: Metro	Percentage	PP15_
G_PRVG	Grocery store past month: Provigo	Percentage	PP15_
G_RLCAN	Grocery store past month: Real Canadian/Atlantic Superstore	Percentage	PP15_
G_SFWAY	Grocery store past month: Safeway	Percentage	PP15_
G_SVOFD	Grocery store past month: Save-On-Foods	Percentage	PP15_
G_SOBEY	Grocery store past month: Sobeys	Percentage	PP15_
G_DCGSNF	Grocery store past month: Discount grocery stores (e.g. No Frills, MAXI)	Percentage	PP15_
G_FINEFD	Grocery store past month: Fine food stores/butcher shops	Percentage	PP15_
G_WH	Grocery store past month: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
G_DEPT	Grocery store past month: Department stores (e.g. Walmart)	Percentage	PP15_
G_DRGST	Grocery store past month: Drug Stores (any)	Percentage	PP15_
G_OL	Grocery store past month: Other online/Internet grocery stores	Percentage	PP15_
G_OTH	Grocery store past month: Other grocery stores	Percentage	PP15_
	<b>Terciles of Grocery Store Shopping Frequency</b>		
G_COOP_H	Grocery store: Co-op: Heavy	Percentage	PP15_
G_GATWAY_H	Grocery store: grocerygateway.com: Heavy	Percentage	PP15_
G_IGA_H	Grocery store: IGA/Foodland: Heavy	Percentage	PP15_
G_LOBLAW_H	Grocery store: Loblaws: Heavy	Percentage	PP15_
G_MM_H	Grocery store: M & M Meat Shops : Heavy	Percentage	PP15_
G_METRO_H	Grocery store: Metro: Heavy	Percentage	PP15_
G_PRVG_H	Grocery store: Provigo: Heavy	Percentage	PP15_
G_RLCAN_H	Grocery store: Real Canadian/Atlantic Superstore: Heavy	Percentage	PP15_
G_SFWAY_H	Grocery store: Safeway: Heavy	Percentage	PP15_
G_SVOFD_H	Grocery store: Save-On-Foods: Heavy	Percentage	PP15_
G_SOBEY_H	Grocery store: Sobeys: Heavy	Percentage	PP15_
G_DCGSNF_H	Grocery store: Discount grocery stores (e.g. No Frills, MAXI): Heavy	Percentage	PP15_
G_FINEFD_H	Grocery store: Fine food stores/butcher shops: Heavy	Percentage	PP15_
G_WH_H	Grocery store: Big box/warehouse stores (e.g. Costco): Heavy	Percentage	PP15_
G_DEPT_H	Grocery store: Department stores (e.g. Wal-Mart): Heavy	Percentage	PP15_
G_DRGST_H	Grocery store: Drug stores (any): Heavy	Percentage	PP15_
G_OL_H	Grocery store: Online/Internet grocery stores: Heavy	Percentage	PP15_
G_OTH_H	Grocery store: Other grocery stores: Heavy	Percentage	PP15_
G_COOP_M	Grocery store: Co-op: Medium	Percentage	PP15_

## Shopping Patterns - Grocery Stores

Variable	Description	Unit	Weight Variable
G_GATEWAY_M	Grocery store: grocerygateway.com: Medium	Percentage	PP15_
G_IGA_M	Grocery store: IGA/Foodland: Medium	Percentage	PP15_
G_LOBLAW_M	Grocery store: Loblaws: Medium	Percentage	PP15_
G_MM_M	Grocery store: M & M Meat Shops : Medium	Percentage	PP15_
G_METRO_M	Grocery store: Metro: Medium	Percentage	PP15_
G_PRVG_M	Grocery store: Provigo: Medium	Percentage	PP15_
G_RLCAN_M	Grocery store: Real Canadian/Atlantic Superstore: Medium	Percentage	PP15_
G_SFWAY_M	Grocery store: Safeway: Medium	Percentage	PP15_
G_SVOFD_M	Grocery store: Save-On-Foods: Medium	Percentage	PP15_
G_SOBEY_M	Grocery store: Sobeys: Medium	Percentage	PP15_
G_DCGSNF_M	Grocery store: Discount grocery stores (e.g. No Frills, MAXI): Medium	Percentage	PP15_
G_FINEFD_M	Grocery store: Fine food stores/butcher shops: Medium	Percentage	PP15_
G_WH_M	Grocery store: Big box/warehouse stores (e.g. Costco): Medium	Percentage	PP15_
G_DEPT_M	Grocery store: Department stores (e.g. Wal-Mart): Medium	Percentage	PP15_
G_DRGST_M	Grocery store: Drug Stores (any): Medium	Percentage	PP15_
G_OL_M	Grocery store: Online/Internet grocery stores: Medium	Percentage	PP15_
G_OTH_M	Grocery store: Other grocery stores: Medium	Percentage	PP15_
G_COOP_L	Grocery store: Co-op: Light	Percentage	PP15_
G_GATEWAY_L	Grocery store: grocerygateway.com: Light	Percentage	PP15_
G_IGA_L	Grocery store: IGA/Foodland: Light	Percentage	PP15_
G_LOBLAW_L	Grocery store: Loblaws: Light	Percentage	PP15_
G_MM_L	Grocery store: M & M Meat Shops : Light	Percentage	PP15_
G_METRO_L	Grocery store: Metro: Light	Percentage	PP15_
G_PRVG_L	Grocery store: Provigo: Light	Percentage	PP15_
G_RLCAN_L	Grocery store: Real Canadian/Atlantic Superstore: Light	Percentage	PP15_
G_SFWAY_L	Grocery store: Safeway: Light	Percentage	PP15_
G_SVOFD_L	Grocery store: Save-On-Foods: Light	Percentage	PP15_
G_SOBEY_L	Grocery store: Sobeys: Light	Percentage	PP15_
G_DCGSNF_L	Grocery store: Discount grocery stores (e.g. No Frills, MAXI): Light	Percentage	PP15_
G_FINEFD_L	Grocery store: Fine food stores/butcher shops: Light	Percentage	PP15_
G_WH_L	Grocery store: Big box/warehouse stores (e.g. Costco): Light	Percentage	PP15_
G_DEPT_L	Grocery store: Department stores (e.g. Wal-Mart): Light	Percentage	PP15_
G_DRGST_L	Grocery store: Drug stores (any): Light	Percentage	PP15_
G_OL_L	Grocery store: Online/Internet grocery stores: Light	Percentage	PP15_
G_OTH_L	Grocery store: Other grocery stores: Light	Percentage	PP15_

## Shopping Patterns - Convenience Stores

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>Convenience Stores Shopped in the Past Month at</b>		
CV_7ELV	Convenience store past month: 7-Eleven	Percentage	PP15_
CV_MAC	Convenience store past month: Mac's/Couche-Tard/Circle K	Percentage	PP15_
CV_GAS	Convenience store past month: Gas station convenience stores (any)	Percentage	PP15_
CV_OTH	Convenience store past month: Other convenience stores	Percentage	PP15_
	<b>Terciles of Convenience Stores Shopping Frequency</b>		
CV_7ELV_H	Convenience store: 7-Eleven: Heavy	Percentage	PP15_
CV_MAC_H	Convenience store: Mac's/Couche-Tard/Circle K: Heavy	Percentage	PP15_
CV_GAS_H	Convenience store: Gas station convenience stores (any): Heavy	Percentage	PP15_
CV_OTH_H	Convenience store: Other Convenience stores: Heavy	Percentage	PP15_
CV_7ELV_M	Convenience store: 7-Eleven: Medium	Percentage	PP15_
CV_MAC_M	Convenience store: Mac's/Couche-Tard/Circle K: Medium	Percentage	PP15_
CV_GAS_M	Convenience store: Gas station convenience stores (any): Medium	Percentage	PP15_
CV_OTH_M	Convenience store: Other Convenience stores: Medium	Percentage	PP15_
CV_7ELV_L	Convenience store: 7-Eleven: Light	Percentage	PP15_
CV_MAC_L	Convenience store: Mac's/Couche-Tard/Circle K: Light	Percentage	PP15_
CV_GAS_L	Convenience store: Gas station convenience stores (any): Light	Percentage	PP15_
CV_OTH_L	Convenience store: Other Convenience stores: Light	Percentage	PP15_

## Shopping Patterns - Department Stores

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>Department Stores Shopped in the Past Year at</b>		
DP_AMAZN	Department store past month: Amazon.com/Amazon.ca	Percentage	PP15_
DP_CANT	Department store past month: Canadian Tire	Percentage	PP15_
DP_CSTC	Department store past month: Costco	Percentage	PP15_
DP_GNTT	Department store past month: Giant Tiger	Percentage	PP15_
DP_BAY	Department store past month: Hudson's Bay	Percentage	PP15_
DP_WLMRT	Department store past month: Walmart/Walmart Supercentres	Percentage	PP15_
DP_OL	Department store past month: Online/Internet department stores	Percentage	PP15_
DP_OTH	Department store past month: Other department stores	Percentage	PP15_
	<b>Terciles of Department Stores Shopping Frequency</b>		
DP_AMAZN_H	Department store: Amazon.com/Amazon.ca: Heavy	Percentage	PP15_
DP_CANT_H	Department store: Canadian Tire: Heavy	Percentage	PP15_
DP_CSTC_H	Department store: Costco: Heavy	Percentage	PP15_
DP_GNTT_H	Department store: Giant Tiger: Heavy	Percentage	PP15_
DP_BAY_H	Department store: Hudson's Bay: Heavy	Percentage	PP15_
DP_WLMRT_H	Department store: Walmart/Walmart Supercentres: Heavy	Percentage	PP15_
DP_OL_H	Department store: Online/Internet department stores: Heavy	Percentage	PP15_
DP_OTH_H	Department store: Other department stores: Heavy	Percentage	PP15_
DP_AMAZN_M	Department store: Amazon.com/Amazon.ca	Percentage	PP15_
DP_CANT_M	Department store: Canadian Tire: Medium	Percentage	PP15_
DP_CSTC_M	Department store: Costco: Medium	Percentage	PP15_
DP_GNTT_M	Department store: Giant Tiger: Medium	Percentage	PP15_
DP_BAY_M	Department store: Hudson's Bay: Medium	Percentage	PP15_
DP_WLMRT_M	Department store: Walmart/Walmart Supercentres: Medium	Percentage	PP15_
DP_OL_M	Department store: Online/Internet department stores: Medium	Percentage	PP15_
DP_OTH_M	Department store: Other department stores: Medium	Percentage	PP15_
DP_AMAZN_L	Department store: Amazon.com/Amazon.ca	Percentage	PP15_
DP_CANT_L	Department store: Canadian Tire: Light	Percentage	PP15_
DP_CSTC_L	Department store: Costco: Light	Percentage	PP15_
DP_GNTT_L	Department store: Giant Tiger: Light	Percentage	PP15_
DP_BAY_L	Department store: Hudson's Bay: Light	Percentage	PP15_
DP_WLMRT_L	Department store: Walmart/Walmart Supercentres: Light	Percentage	PP15_
DP_OL_L	Department store: Online/Internet department stores: Light	Percentage	PP15_
DP_OTH_L	Department store: Other department stores: Light	Percentage	PP15_

## Shopping Patterns - Drug Stores

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>Drug Stores Shopped in the Past Month at</b>		
DR_IDA	Drug store past month: Guardian/IDA	Percentage	PP15_
DR_JN	Drug store past month: Jean Coutu	Percentage	PP15_
DR_LND	Drug store past month: London Drugs	Percentage	PP15_
DR_PHMSV	Drug store past month: Pharmasave	Percentage	PP15_
DR_PRXM	Drug store past month: Proxim	Percentage	PP15_
DR_PHMPL	Drug store past month: Rexall/Pharma Plus	Percentage	PP15_
DR_SHPP	Drug store past month: Shoppers Drug Mart/Pharmaprix	Percentage	PP15_
DR_WH	Drug store past month: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
DR_GRCY	Drug store past month: Grocery stores (any)	Percentage	PP15_
DR_NHPRD	Drug store past month: Natural health product stores (e.g. Nutrition House, Le Naturiste)	Percentage	PP15_
DR_OL	Drug store past month: Online/Internet drug stores	Percentage	PP15_
DR_OTH	Drug store past month: Other drug stores	Percentage	PP15_
	<b>Terciles of Drug Stores Shopping Frequency</b>		
DR_IDA_H	Drug store: Guardian/IDA: Heavy	Percentage	PP15_
DR_JN_H	Drug store: Jean Coutu: Heavy	Percentage	PP15_
DR_LND_H	Drug store: London Drugs: Heavy	Percentage	PP15_
DR_PHMSV_H	Drug store: Pharmasave: Heavy	Percentage	PP15_
DR_PRXM_H	Drug store: Proxim: Heavy	Percentage	PP15_
DR_PHMPL_H	Drug store: Rexall/Pharma Plus: Heavy	Percentage	PP15_
DR_SHPP_H	Drug store: Shoppers Drug Mart/Pharmaprix: Heavy	Percentage	PP15_
DR_WH_H	Drug store: Big box/warehouse stores (e.g. Costco): Heavy	Percentage	PP15_
DR_GRCY_H	Drug store: Grocery stores (any): Heavy	Percentage	PP15_
DR_NHPRD_H	Drug store: Natural health product stores (e.g. Nutrition House, Le Naturiste): Heavy	Percentage	PP15_
DR_OL_H	Drug store: Online/Internet drug stores: Heavy	Percentage	PP15_
DR_OTH_H	Drug store: Other drug stores: Heavy	Percentage	PP15_
DR_IDA_M	Drug store: Guardian/IDA: Medium	Percentage	PP15_
DR_JN_M	Drug store: Jean Coutu: Medium	Percentage	PP15_
DR_LND_M	Drug store: London Drugs: Medium	Percentage	PP15_
DR_PHMSV_M	Drug store: Pharmasave: Medium	Percentage	PP15_
DR_PRXM_M	Drug store: Proxim: Medium	Percentage	PP15_
DR_PHMPL_M	Drug store: Rexall/Pharma Plus: Medium	Percentage	PP15_
DR_SHPP_M	Drug store: Shoppers Drug Mart/Pharmaprix: Medium	Percentage	PP15_
DR_WH_M	Drug store: Big box/warehouse stores (e.g. Costco): Medium	Percentage	PP15_
DR_GRCY_M	Drug store: Grocery stores (any): Medium	Percentage	PP15_
DR_NHPRD_M	Drug store: Natural health product stores (e.g. Nutrition House, Le Naturiste): Medium	Percentage	PP15_
DR_OL_M	Drug store: Online/Internet drug stores: Medium	Percentage	PP15_

## Shopping Patterns - Drug Stores

Variable	Description	Unit	Weight Variable
DR_OTH_M	Drug store: Other drug stores: Medium	Percentage	PP15_
DR_IDA_L	Drug store: Guardian/IDA: Light	Percentage	PP15_
DR_JN_L	Drug store: Jean Coutu: Light	Percentage	PP15_
DR_LND_L	Drug store: London Drugs: Light	Percentage	PP15_
DR_PHMSV_L	Drug store: Pharmasave: Light	Percentage	PP15_
DR_PRXM_L	Drug store: Proxim: Light	Percentage	PP15_
DR_PHMPL_L	Drug store: Rexall/Pharma Plus: Light	Percentage	PP15_
DR_SHPP_L	Drug store: Shoppers Drug Mart/Pharmaprix: Light	Percentage	PP15_
DR_WH_L	Drug store: Big box/warehouse stores (e.g. Costco): Light	Percentage	PP15_
DR_GRCY_L	Drug store: Grocery stores (any): Light	Percentage	PP15_
DR_NHPRD_L	Drug store: Natural health product stores (e.g. Nutrition House, Le Naturiste): Light	Percentage	PP15_
DR_OL_L	Drug store: Online/Internet drug stores: Light	Percentage	PP15_
DR_OTH_L	Drug store: Other drug stores: Light	Percentage	PP15_

## Shopping Patterns - Clothing Stores

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>Clothing Stores Shopped in the Past Year at</b>		
C_ADDELL	Clothing store past year: Addition-Elle	Percentage	PP15_
C_BANANA	Clothing store past year: Banana Republic	Percentage	PP15_
C_CHILD	Clothing store past year: Children's clothing store (any) (e.g.	Percentage	PP15_
C_EDDIE	Clothing store past year: Eddie Bauer	Percentage	PP15_
C_FAIRW	Clothing store past year: Fairweather	Percentage	PP15_
C_FOREVR	Clothing store past year: Forever 21	Percentage	PP15_
C_GAP	Clothing store past year: Gap	Percentage	PP15_
C_HM	Clothing store past year: H&M	Percentage	PP15_
C_HARRY	Clothing store past year: Harry Rosen	Percentage	PP15_
C_HOLTRF	Clothing store past year: Holt Renfrew	Percentage	PP15_
C_JOE	Clothing store past year: Joe Fresh	Percentage	PP15_
C_LAURA	Clothing store past year: Laura (any)	Percentage	PP15_
C_CHATEA	Clothing store past year: Le Chateau	Percentage	PP15_
C_MARKS	Clothing store past year: Marks Work Wearhouse	Percentage	PP15_
C_MARSH	Clothing store past year: Marshalls	Percentage	PP15_
C_MOORE	Clothing store past year: Moores	Percentage	PP15_
C_NAVY	Clothing store past year: Old Navy	Percentage	PP15_
C_REITMN	Clothing store past year: Reitmans	Percentage	PP15_
C_ROOTS	Clothing store past year: Roots	Percentage	PP15_
C_SIMON	Clothing store past year: Simons	Percentage	PP15_
C_STICHE	Clothing store past year: Stitches	Percentage	PP15_
C_SUZY	Clothing store past year: Suzy Shier	Percentage	PP15_
C_TIPTOP	Clothing store past year: Tip Top Tailors	Percentage	PP15_
C_WINNER	Clothing store past year: Winners	Percentage	PP15_
C_ZARA	Clothing store past year: Zara	Percentage	PP15_
C_JEAN	Clothing store past year: Jean store (any) (e.g. Levi Strauss and Company)	Percentage	PP15_
C_FORMLW	Clothing store past year: Formal wear store (e.g. Freeman)	Percentage	PP15_
C_MATERN	Clothing store past year: Maternity store (e.g. Thyme)	Percentage	PP15_
C_SPLR	Clothing store past year: Specialty apparel - Lingerie	Percentage	PP15_
C_DEPT	Clothing store past year: Department store (any)	Percentage	PP15_
C_SDHAND	Clothing store past year: Second-hand store	Percentage	PP15_
C_OL	Clothing store past year: Online/Internet clothing store	Percentage	PP15_
C_OTH	Clothing store past year: Other clothing store	Percentage	PP15_
	<b>Clothing Stores Shopping Frequency</b>		
C_ADDELL_R	Clothing store: Addition-Elle: Regularly	Percentage	PP15_
C_BANANA_R	Clothing store: Banana Republic: Regularly	Percentage	PP15_
C_CHILD_R	Clothing store: Children's clothing stores (any) (e.g. GapKids): Regularly	Percentage	PP15_



## Shopping Patterns - Clothing Stores

Variable	Description	Unit	Weight Variable
C_EDDIE_R	Clothing store: Eddie Bauer: Regularly	Percentage	PP15_
C_FAIRW_R	Clothing store: Fairweather: Regularly	Percentage	PP15_
C_FOREVR_R	Clothing store: Forever 21: Regularly	Percentage	PP15_
C_GAP_R	Clothing store: Gap: Regularly	Percentage	PP15_
C_HM_R	Clothing store: H&M: Regularly	Percentage	PP15_
C_HARRY_R	Clothing store: Harry Rosen: Regularly	Percentage	PP15_
C_HOLTRF_R	Clothing store: Holt Renfrew: Regularly	Percentage	PP15_
C_JOE_R	Clothing store: Joe Fresh: Regularly	Percentage	PP15_
C_LAURA_R	Clothing store: Laura (any): Regularly	Percentage	PP15_
C_CHATEA_R	Clothing store: Le Chateau: Regularly	Percentage	PP15_
C_MARKS_R	Clothing store: Marks Work Wearhouse: Regularly	Percentage	PP15_
C_MARSH_R	Clothing store: Marshalls: Regularly	Percentage	PP15_
C_MOORE_R	Clothing store: Moores: Regularly	Percentage	PP15_
C_NAVY_R	Clothing store: Old Navy: Regularly	Percentage	PP15_
C_REITMN_R	Clothing store: Reitmans: Regularly	Percentage	PP15_
C_ROOTS_R	Clothing store: Roots: Regularly	Percentage	PP15_
C_SIMON_R	Clothing store: Roots: Regularly	Percentage	PP15_
C_STICHE_R	Clothing store: Stitches: Regularly	Percentage	PP15_
C_SUZY_R	Clothing store: Suzy Shier: Regularly	Percentage	PP15_
C_TIPTOP_R	Clothing store: Tip Top Tailors: Regularly	Percentage	PP15_
C_WINNER_R	Clothing store: Winners: Regularly	Percentage	PP15_
C_ZARA_R	Clothing store: Zara: Regularly	Percentage	PP15_
C_JEAN_R	Clothing store: Jean stores (any) (e.g. Levi Strauss and Company): Regularly	Percentage	PP15_
C_FORMLW_R	Clothing store: Formal wear stores (e.g. Freeman): Regularly	Percentage	PP15_
C_MATERN_R	Clothing store: Maternity stores (e.g. Thyme): Regularly	Percentage	PP15_
C_SPLR_R	Clothing store: Specialty apparel - Lingerie: Regularly	Percentage	PP15_
C_DEPT_R	Clothing store: Department stores (any): Regularly	Percentage	PP15_
C_SDHAND_R	Clothing store: Second-hand stores: Regularly	Percentage	PP15_
C_OL_R	Clothing store: Online/Internet clothing stores: Regularly	Percentage	PP15_
C_OTH_R	Clothing store: Other clothing stores: Regularly	Percentage	PP15_
C_ADDELL_O	Clothing store: Addition-Elle: Occasionally	Percentage	PP15_
C_BANANA_O	Clothing store: Banana Republic: Occasionally	Percentage	PP15_
C_CHILD_O	Clothing store: Children's clothing stores (any) (e.g. GapKids): Occasionally	Percentage	PP15_
C_EDDIE_O	Clothing store: Eddie Bauer: Occasionally	Percentage	PP15_
C_FAIRW_O	Clothing store: Fairweather: Occasionally	Percentage	PP15_
C_FOREVR_O	Clothing store: Forever 21: Occasionally	Percentage	PP15_
C_GAP_O	Clothing store: Gap: Occasionally	Percentage	PP15_
C_HM_O	Clothing store: H&M: Occasionally	Percentage	PP15_
C_HARRY_O	Clothing store: Harry Rosen: Occasionally	Percentage	PP15_
C_HOLTRF_O	Clothing store: Holt Renfrew: Occasionally	Percentage	PP15_
C_JOE_O	Clothing store: Joe Fresh: Occasionally	Percentage	PP15_
C_LAURA_O	Clothing store: Laura (any): Occasionally	Percentage	PP15_

## Shopping Patterns - Clothing Stores

Variable	Description	Unit	Weight Variable
C_CHATEA_O	Clothing store: Le Chateau: Occasionally	Percentage	PP15_
C_MARKS_O	Clothing store: Marks Work Wearhouse: Occasionally	Percentage	PP15_
C_MARSH_O	Clothing store: Marshalls: Occasionally	Percentage	PP15_
C_MOORE_O	Clothing store: Moores: Occasionally	Percentage	PP15_
C_NAVY_O	Clothing store: Old Navy: Occasionally	Percentage	PP15_
C_REITMN_O	Clothing store: Reitmans: Occasionally	Percentage	PP15_
C_ROOTS_O	Clothing store: Roots: Occasionally	Percentage	PP15_
C_SIMON_O	Clothing store: Roots: Occasionally	Percentage	PP15_
C_STICHE_O	Clothing store: Stitches: Occasionally	Percentage	PP15_
C_SUZY_O	Clothing store: Suzy Shier: Occasionally	Percentage	PP15_
C_TIPTOP_O	Clothing store: Tip Top Tailors: Occasionally	Percentage	PP15_
C_WINNER_O	Clothing store: Winners: Occasionally	Percentage	PP15_
C_ZARA_O	Clothing store: Zara: Occasionally	Percentage	PP15_
C_JEAN_O	Clothing store: Jean stores (any) (e.g. Levi Strauss and Company): Occasionally	Percentage	PP15_
C_FORMLW_O	Clothing store: Formal wear stores (e.g. Freeman): Occasionally	Percentage	PP15_
C_MATERN_O	Clothing store: Maternity stores (e.g. Thyme): Occasionally	Percentage	PP15_
C_SPLR_O	Clothing store: Specialty apparel - Lingerie: Occasionally	Percentage	PP15_
C_DEPT_O	Clothing store: Department stores (any): Occasionally	Percentage	PP15_
C_SDHAND_O	Clothing store: Second-hand stores: Occasionally	Percentage	PP15_
C_OL_O	Clothing store: Online/Internet clothing stores: Occasionally	Percentage	PP15_
C_OTH_O	Clothing store: Other clothing stores: Occasionally	Percentage	PP15_

## Shopping Patterns - Shoe Stores

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>Shoe Stores Shopped in the Past Year at</b>		
SH_ALDO	Shoe store past year: Aldo	Percentage	PP15_
SH_BROWN	Shoe store past year: Browns/B2	Percentage	PP15_
SH_SPRNG	Shoe store past year: Call It Spring/Boutique Spring	Percentage	PP15_
SH_GLOBO	Shoe store past year: Globo	Percentage	PP15_
SH_LBURG	Shoe store past year: Little Burgundy	Percentage	PP15_
SH_NAT	Shoe store past year: Naturalizer	Percentage	PP15_
SH_NINEW	Shoe store past year: Nine West (the store)	Percentage	PP15_
SH_PAYLS	Shoe store past year: Payless ShoeSource	Percentage	PP15_
SH_SHOEM	Shoe store past year: SHOEme.ca	Percentage	PP15_
SH_SOFT	Shoe store past year: SoftMoc	Percentage	PP15_
SH_CMPNY	Shoe store past year: The Shoe Company	Percentage	PP15_
SH_TOWN	Shoe store past year: Town Shoes	Percentage	PP15_
SH_DEPT	Shoe store past year: Department stores (any)	Percentage	PP15_
SH_SPRT	Shoe store past year: Sports stores (any)	Percentage	PP15_
SH_OL	Shoe store past year: Other online/Internet shoe stores	Percentage	PP15_
SH_OTH	Shoe store past year: Other shoe stores	Percentage	PP15_
	<b>Shoe Stores Shopping Frequency</b>		
SH_ALDO_R	Shoe store: Aldo: Regularly	Percentage	PP15_
SH_BROWN_R	Shoe store: Browns/B2: Regularly	Percentage	PP15_
SH_SPRNG_R	Shoe store: Call It Spring/Boutique Spring: Regularly	Percentage	PP15_
SH_GLOBO_R	Shoe store: Globo: Regularly	Percentage	PP15_
SH_LBURG_R	Shoe store: Little Burgundy: Regularly	Percentage	PP15_
SH_NAT_R	Shoe store: Naturalizer: Regularly	Percentage	PP15_
SH_NINEW_R	Shoe store: Nine West (the store): Regularly	Percentage	PP15_
SH_PAYLS_R	Shoe store: Payless ShoeSource: Regularly	Percentage	PP15_
SH_SHOEM_R	Shoe store: SHOEme.ca: Regularly	Percentage	PP15_
SH_SOFT_R	Shoe store: SoftMoc: Regularly	Percentage	PP15_
SH_CMPNY_R	Shoe store: The Shoe Company: Regularly	Percentage	PP15_
SH_TOWN_R	Shoe store: Town Shoes: Regularly	Percentage	PP15_
SH_DEPT_R	Shoe store: Department stores (any): Regularly	Percentage	PP15_
SH_SPRT_R	Shoe store: Sports stores (any): Regularly	Percentage	PP15_
SH_OL_R	Shoe store: Other online/Internet shoe stores: Regularly	Percentage	PP15_
SH_OTH_R	Shoe store: Other shoe stores: Regularly	Percentage	PP15_
SH_ALDO_O	Shoe store: Aldo: Occasionally	Percentage	PP15_
SH_BROWN_O	Shoe store: Browns/B2: Occasionally	Percentage	PP15_
SH_SPRNG_O	Shoe store: Call It Spring/Boutique Spring: Occasionally	Percentage	PP15_
SH_GLOBO_O	Shoe store: Globo: Occasionally	Percentage	PP15_
SH_LBURG_O	Shoe store: Little Burgundy: Occasionally	Percentage	PP15_
SH_NAT_O	Shoe store: Naturalizer: Occasionally	Percentage	PP15_

## Shopping Patterns - Shoe Stores

Variable	Description	Unit	Weight Variable
SH_NINEW_O	Shoe store: Nine West (the store): Occasionally	Percentage	PP15_
SH_PAYLS_O	Shoe store: Payless ShoeSource: Occasionally	Percentage	PP15_
SH_SHOEM_O	Shoe store: SHOEme.ca: Occasionally	Percentage	PP15_
SH_SOFT_O	Shoe store: SoftMoc: Occasionally	Percentage	PP15_
SH_CMPNY_O	Shoe store: The Shoe Company: Occasionally	Percentage	PP15_
SH_TOWN_O	Shoe store: Town Shoes: Occasionally	Percentage	PP15_
SH_DEPT_O	Shoe store: Department stores (any): Occasionally	Percentage	PP15_
SH_SPRT_O	Shoe store: Sports stores (any): Occasionally	Percentage	PP15_
SH_OL_O	Shoe store: Other online/Internet shoe stores: Occasionally	Percentage	PP15_
SH_OTH_O	Shoe store: Other shoe stores: Occasionally	Percentage	PP15_

## Shopping Patterns - Book Stores

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>Book Stores Shopped in the Past Year at</b>		
BK_CHPTS	Book store past year: Chapters/Indigo	Percentage	PP15_
BK_COLES	Book store past year: Coles	Percentage	PP15_
BK_WH	Book store past year: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
BK_DEPT	Book store past year: Department/grocery/drug stores	Percentage	PP15_
BK_EBOOK	Book store past year: eBooks stores (any)	Percentage	PP15_
BK_AMAZN	Book store past year: Amazon.com/Amazon.ca	Percentage	PP15_
BK_OTHOL	Book store past year: Other online/Internet book stores	Percentage	PP15_
BK_OTH	Book store past year: Other book stores	Percentage	PP15_
	<b>Book Stores Shopping Frequency</b>		
BK_CHPTS_R	Book store: Chapters/Indigo: Regularly	Percentage	PP15_
BK_COLES_R	Book store: Coles: Regularly	Percentage	PP15_
BK_WH_R	Book store: Big box/warehouse stores (e.g. Costco): Regularly	Percentage	PP15_
BK_DEPT_R	Book store: Department/grocery/drug stores: Regularly	Percentage	PP15_
BK_EBOOK_R	Book store: eBooks stores (any): Regularly	Percentage	PP15_
BK_AMAZN_R	Book store: Amazon.com/Amazon.ca: Regularly	Percentage	PP15_
BK_OTHOL_R	Book store: Other online/Internet book stores: Regularly	Percentage	PP15_
BK_OTH_R	Book store: Other book stores: Regularly	Percentage	PP15_
BK_CHPTS_O	Book store: Chapters/Indigo: Occasionally	Percentage	PP15_
BK_COLES_O	Book store: Coles: Occasionally	Percentage	PP15_
BK_WH_O	Book store: Big box/warehouse stores (e.g. Costco): Occasionally	Percentage	PP15_
BK_DEPT_O	Book store: Department/grocery/drug stores: Occasionally	Percentage	PP15_
BK_EBOOK_O	Book store: eBooks stores (any): Occasionally	Percentage	PP15_
BK_AMAZN_O	Book store: Amazon.com/Amazon.ca: Occasionally	Percentage	PP15_
BK_OTHOL_O	Book store: Other online/Internet book stores: Occasionally	Percentage	PP15_
BK_OTH_O	Book store: Other book stores: Occasionally	Percentage	PP15_

## Shopping Patterns - Jewellery Stores

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>Jewellery Stores Shopped in the Past Year at</b>		
JW_BENMS	Jewellery store past year: Ben Moss Jewellers	Percentage	PP15_
JW_CHARM	Jewellery store past year: Charm Diamond Centres	Percentage	PP15_
JW_BIRK	Jewellery store past year: High-end jewellery stores (e.g. Birks, Tiffany & Co.)	Percentage	PP15_
JW_MAPPN	Jewellery store past year: Mappins Jewellers	Percentage	PP15_
JW_MICHA	Jewellery store past year: Michael Hill Jeweller	Percentage	PP15_
JW_PEOPL	Jewellery store past year: Peoples	Percentage	PP15_
JW_SPENC	Jewellery store past year: Spence Diamonds	Percentage	PP15_
JW_WH	Jewellery store past year: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
JW_DEPT	Jewellery store past year: Department stores (any)	Percentage	PP15_
JW_OL	Jewellery store past year: Online/Internet jewellery stores	Percentage	PP15_
JW_OTH	Jewellery store past year: Other jewellery stores	Percentage	PP15_
	<b>Jewellery Stores Shopping Frequency</b>		
JW_BENMS_R	Jewellery store: Ben Moss Jewellers: Regularly	Percentage	PP15_
JW_CHARM_R	Jewellery store: Charm Diamond Centres: Regularly	Percentage	PP15_
JW_BIRK_R	Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Regularly	Percentage	PP15_
JW_MAPPN_R	Jewellery store: Mappins Jewellers: Regularly	Percentage	PP15_
JW_MICHA_R	Jewellery store: Michael Hill Jeweller: Regularly	Percentage	PP15_
JW_PEOPL_R	Jewellery store: Peoples: Regularly	Percentage	PP15_
JW_SPENC_R	Jewellery store: Spence Diamonds: Regularly	Percentage	PP15_
JW_WH_R	Jewellery store: Big box/warehouse stores (e.g. Costco): Regularly	Percentage	PP15_
JW_DEPT_R	Jewellery store: Department stores (any): Regularly	Percentage	PP15_
JW_OL_R	Jewellery store: Online/Internet jewellery stores: Regularly	Percentage	PP15_
JW_OTH_R	Jewellery store: Other jewellery stores: Regularly	Percentage	PP15_
JW_BENMS_O	Jewellery store: Ben Moss Jewellers: Occasionally	Percentage	PP15_
JW_CHARM_O	Jewellery store: Charm Diamond Centres: Occasionally	Percentage	PP15_
JW_BIRK_O	Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Occasionally	Percentage	PP15_
JW_MAPPN_O	Jewellery store: Mappins Jewellers: Occasionally	Percentage	PP15_
JW_MICHA_O	Jewellery store: Michael Hill Jeweller: Occasionally	Percentage	PP15_
JW_PEOPL_O	Jewellery store: Peoples: Occasionally	Percentage	PP15_
JW_SPENC_O	Jewellery store: Spence Diamonds: Occasionally	Percentage	PP15_
JW_WH_O	Jewellery store: Big box/warehouse stores (e.g. Costco): Occasionally	Percentage	PP15_
JW_DEPT_O	Jewellery store: Department stores (any): Occasionally	Percentage	PP15_
JW_OL_O	Jewellery store: Online/Internet jewellery stores: Occasionally	Percentage	PP15_
JW_OTH_O	Jewellery store: Other jewellery stores: Occasionally	Percentage	PP15_

## Shopping Pattern - Furniture/Appliance Stores

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>Furniture Stores Shopping in the Past Year at</b>		
FU_IKEA	Furniture store past year: Ikea	Percentage	PP15_
FU_LZBOY	Furniture store past year: La-Z-Boy Furniture Galleries	Percentage	PP15_
FU_LEONS	Furniture store past year: Leon's	Percentage	PP15_
FU_PIER	Furniture store past year: Pier 1 Imports	Percentage	PP15_
FU_SLEEP	Furniture store past year: Sleep Country/Dormez-Vous	Percentage	PP15_
FU_STRCT	Furniture store past year: Structube	Percentage	PP15_
FU_BRICK	Furniture store past year: The Brick	Percentage	PP15_
FU_WH	Furniture store past year: United Furniture Warehouse	Percentage	PP15_
FU_UBAR	Furniture store past year: Urban Barn	Percentage	PP15_
FU_DEPT	Furniture store past year: Department stores (any)	Percentage	PP15_
FU_ELCTR	Furniture store past year: Electronics stores (any)	Percentage	PP15_
FU_OL	Furniture store past year: Online/Internet furniture/appliance stores	Percentage	PP15_
FU_OTH	Furniture store past year: Other furniture/appliance stores	Percentage	PP15_
	<b>Furniture Stores Shopping Frequency</b>		
FU_IKEA_R	Furniture store: Ikea: Regularly	Percentage	PP15_
FU_LZBOY_R	Furniture store: La-Z-Boy Furniture Galleries: Regularly	Percentage	PP15_
FU_LEONS_R	Furniture store: Leon's: Regularly	Percentage	PP15_
FU_PIER_R	Furniture store: Pier 1 Imports: Regularly	Percentage	PP15_
FU_SLEEP_R	Furniture store: Sleep Country/Dormez-Vous: Regularly	Percentage	PP15_
FU_STRCT_R	Furniture store: Structube: Regularly	Percentage	PP15_
FU_BRICK_R	Furniture store: The Brick: Regularly	Percentage	PP15_
FU_WH_R	Furniture store: United Furniture Warehouse: Regularly	Percentage	PP15_
FU_UBAR_R	Furniture store: Urban Barn: Regularly	Percentage	PP15_
FU_DEPT_R	Furniture store: Department stores (any): Regularly	Percentage	PP15_
FU_ELCTR_R	Furniture store: Electronics stores (any): Regularly	Percentage	PP15_
FU_OL_R	Furniture store: Online/Internet furniture/appliance stores: Regularly	Percentage	PP15_
FU_OTH_R	Furniture store: Other furniture/appliance stores: Regularly	Percentage	PP15_
FU_IKEA_O	Furniture store: Ikea: Occasionally	Percentage	PP15_
FU_LZBOY_O	Furniture store: La-Z-Boy Furniture Galleries: Occasionally	Percentage	PP15_
FU_LEONS_O	Furniture store: Leon's: Occasionally	Percentage	PP15_
FU_PIER_O	Furniture store: Pier 1 Imports: Occasionally	Percentage	PP15_
FU_SLEEP_O	Furniture store: Sleep Country/Dormez-Vous: Occasionally	Percentage	PP15_
FU_STRCT_O	Furniture store: Structube: Occasionally	Percentage	PP15_
FU_BRICK_O	Furniture store: The Brick: Occasionally	Percentage	PP15_
FU_WH_O	Furniture store: United Furniture Warehouse: Occasionally	Percentage	PP15_
FU_UBAR_O	Furniture store: Urban Barn: Occasionally	Percentage	PP15_
FU_DEPT_O	Furniture store: Department stores (any): Occasionally	Percentage	PP15_

### Shopping Pattern - Furniture/Appliance Stores

Variable	Description	Unit	Weight Variable
FU_ELCTR_O	Furniture store: Electronics stores (any): Occasionally	Percentage	PP15_
FU_OL_O	Furniture store: Online/Internet furniture/appliance stores: Occasionally	Percentage	PP15_
FU_OTH_O	Furniture store: Other furniture/appliance stores: Occasionally	Percentage	PP15_



## Shopping Patterns - Home Improvement Stores

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>Home Improvement Stores Shopped in the Past Year at</b>		
H_BMR	Home Improv. store past year: BMR	Percentage	PP15_
H_CANTR	Home Improv. store past year: Canadian Tire	Percentage	PP15_
H_CRATEB	Home Improv. store past year: Crate & Barrel	Percentage	PP15_
H_DEPOT	Home Improv. store past year: Home Depot	Percentage	PP15_
H_HWARE	Home Improv. store past year: Home Hardware	Percentage	PP15_
H_OUTFT	Home Improv. store past year: Home Outfitters/Déco Découverte	Percentage	PP15_
H_SENSE	Home Improv. store past year: HomeSense	Percentage	PP15_
H_LEE	Home Improv. store past year: Lee Valley Tools	Percentage	PP15_
H_LOWE	Home Improv. store past year: Lowe's Home Improvement	Percentage	PP15_
H_PIER1	Home Improv. store past year: Pier 1 Imports	Percentage	PP15_
H_RONA	Home Improv. store past year: Rona Stores (any)	Percentage	PP15_
H_LIGHT	Home Improv. store past year: Lighting stores (any)	Percentage	PP15_
H_DEPT	Home Improv. store past year: Department stores (any)	Percentage	PP15_
H_INDEP	Home Improv. store past year: Independent hardware stores (any)	Percentage	PP15_
H_OL	Home Improv. store past year: Online/Internet home décor/home improvement stores	Percentage	PP15_
H_OTHDEC	Home Improv. store past year: Other home décor stores	Percentage	PP15_
H_OTHIMP	Home Improv. store past year: Other home improvement stores	Percentage	PP15_
	<b>Home Improvement Stores Shopping Frequency</b>		
H_BMR_R	Home Improv. store: BMR: Regularly	Percentage	PP15_
H_CANTR_R	Home Improv. store: Canadian Tire: Regularly	Percentage	PP15_
H_CRATEB_R	Home Improv. store: Crate & Barrel: Regularly	Percentage	PP15_
H_DEPOT_R	Home Improv. store: Home Depot: Regularly	Percentage	PP15_
H_HWARE_R	Home Improv. store: Home Hardware: Regularly	Percentage	PP15_
H_OUTFT_R	Home Improv. store: Home Outfitters/Déco Découverte: Regularly	Percentage	PP15_
H_SENSE_R	Home Improv. store: HomeSense: Regularly	Percentage	PP15_
H_LEE_R	Home Improv. store: Lee Valley Tools: Regularly	Percentage	PP15_
H_LOWE_R	Home Improv. store: Lowe's Home Improvement: Regularly	Percentage	PP15_
H_PIER1_R	Home Improv. store: Pier 1 Imports: Regularly	Percentage	PP15_
H_RONA_R	Home Improv. store: Rona Stores (any): Regularly	Percentage	PP15_
H_LIGHT_R	Home Improv. store: Lighting stores (any): Regularly	Percentage	PP15_
H_DEPT_R	Home Improv. store: Department stores (any): Regularly	Percentage	PP15_
H_INDEP_R	Home Improv. store: Independent hardware stores (any): Regularly	Percentage	PP15_
H_OL_R	Home Improv. store: Online/Internet home décor/improvement stores: Regularly	Percentage	PP15_
H_OTHDEC_R	Home Improv. store: Other home décor stores: Regularly	Percentage	PP15_
H_OTHIMP_R	Home Improv. store: Other home improvement stores: Regularly	Percentage	PP15_
H_BMR_O	Home Improv. store: BMR: Occasionally	Percentage	PP15_

## Shopping Patterns - Home Improvement Stores

Variable	Description	Unit	Weight Variable
H_CANTR_O	Home Improv. store: Canadian Tire: Occasionally	Percentage	PP15_
H_CRATEB_O	Home Improv. store: Crate & Barrel: Occasionally	Percentage	PP15_
H_DEPOT_O	Home Improv. store: Home Depot: Occasionally	Percentage	PP15_
H_HWARE_O	Home Improv. store: Home Hardware: Occasionally	Percentage	PP15_
H_OUTFT_O	Home Improv. store: Home Outfitters/Déco Découverte: Occasionally	Percentage	PP15_
H_SENSE_O	Home Improv. store: HomeSense: Occasionally	Percentage	PP15_
H_LEE_O	Home Improv. store: Lee Valley Tools: Occasionally	Percentage	PP15_
H_LOWE_O	Home Improv. store: Lowe's Home Improvement: Occasionally	Percentage	PP15_
H_PIER1_O	Home Improv. store: Pier 1 Imports: Occasionally	Percentage	PP15_
H_RONA_O	Home Improv. store: Rona Stores (any): Occasionally	Percentage	PP15_
H_LIGHT_O	Home Improv. store: Lighting stores (any): Occasionally	Percentage	PP15_
H_DEPT_O	Home Improv. store: Department stores (any): Occasionally	Percentage	PP15_
H_INDEP_O	Home Improv. store: Independent hardware stores (any): Occasionally	Percentage	PP15_
H_OL_O	Home Improv. store: Online/Internet home décor/improvement stores: Occasionally	Percentage	PP15_
H_OTHDEC_O	Home Improv. store: Other home décor stores: Occasionally	Percentage	PP15_
H_OTHIMP_O	Home Improv. store: Other home improvement stores: Occasionally	Percentage	PP15_

## Shopping Patterns - Optical Stores and Eyewear

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>Eyewear</b>		
OP_GLSNO	Type of eyewear: Do not wear prescription glasses or contact lenses	Percentage	PP15_
OP_GLS	Type of eyewear: Glasses	Percentage	PP15_
OP_GLSCL	Type of eyewear: Contact lenses	Percentage	PP15_
OP_GLSACL	Type of eyewear: Both glasses and contact lenses	Percentage	PP15_
OP_SP0	Optical/Eyewear Spending in past 12 mo: Nothing	Percentage	PP15_
OP_SP99	Optical/Eyewear Spending in past 12 mo: \$1-\$99	Percentage	PP15_
OP_SP199	Optical/Eyewear Spending in past 12 mo: \$100-\$199	Percentage	PP15_
OP_SP399	Optical/Eyewear Spending in past 12 mo: \$200-\$399	Percentage	PP15_
OP_SP400	Optical/Eyewear Spending in past 12 mo: \$400 or more	Percentage	PP15_
OP_SGVL	Likelihood of laser eye surgery-Very likely	Percentage	PP15_
OP_SGSL	Likelihood of laser eye surgery-Somewhat likely	Percentage	PP15_
OP_SGNVL	Likelihood of laser eye surgery-Not very likely	Percentage	PP15_
OP_SGNL	Likelihood of laser eye surgery-Not at all likely	Percentage	PP15_
OP_SGDHAD	Likelihood of laser eye surgery-Have already had laser eye surgery	Percentage	PP15_
	<b>Optical Stores Shopped in the Past Year at</b>		
OP_CLEAR	Optical store past year: clearly.ca	Percentage	PP15_
OP_HAKIM	Optical store past year: Hakim Optical	Percentage	PP15_
OP_IRIS	Optical store past year: IRIS	Percentage	PP15_
OP_LENSC	Optical store past year: LensCrafters	Percentage	PP15_
OP_PEARL	Optical store past year: Pearle Vision	Percentage	PP15_
OP_SNHUT	Optical store past year: Sunglass Hut	Percentage	PP15_
OP_VOGUE	Optical store past year: Vogue Optical	Percentage	PP15_
OP_WH	Optical store past year: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
OP_DEPT	Optical store past year: Department stores (any)	Percentage	PP15_
OP_OL	Optical store past year: Other online/Internet optical stores	Percentage	PP15_
OP_OTH	Optical store past year: Other optical stores	Percentage	PP15_
	<b>Optical Stores Shopping Frequency</b>		
OP_CLEAR_R	Optical store: clearly.ca: Regularly	Percentage	PP15_
OP_HAKIM_R	Optical store: Hakim Optical: Regularly	Percentage	PP15_
OP_IRIS_R	Optical store: IRIS: Regularly	Percentage	PP15_
OP_LENSC_R	Optical store: LensCrafters: Regularly	Percentage	PP15_
OP_PEARL_R	Optical store: Pearle Vision: Regularly	Percentage	PP15_
OP_SNHUT_R	Optical store: Sunglass Hut: Regularly	Percentage	PP15_
OP_VOGUE_R	Optical store: Vogue Optical: Regularly	Percentage	PP15_
OP_WH_R	Optical store: Big box/warehouse stores (e.g. Costco): Regularly	Percentage	PP15_
OP_DEPT_R	Optical store: Department stores (any): Regularly	Percentage	PP15_
OP_OL_R	Optical store: Other online/Internet Optical stores: Regularly	Percentage	PP15_
OP_OTH_R	Optical store: Other Optical stores: Regularly	Percentage	PP15_
OP_CLEAR_O	Optical store: clearly.ca: Occasionally	Percentage	PP15_

## Shopping Patterns - Optical Stores and Eyewear

Variable	Description	Unit	Weight Variable
OP_HAKIM_O	Optical store: Hakim Optical: Occasionally	Percentage	PP15_
OP_IRIS_O	Optical store: IRIS: Occasionally	Percentage	PP15_
OP_LENSC_O	Optical store: LensCrafters: Occasionally	Percentage	PP15_
OP_PEARL_O	Optical store: Pearle Vision: Occasionally	Percentage	PP15_
OP_SNHUT_O	Optical store: Sunglass Hut: Occasionally	Percentage	PP15_
OP_VOGUE_O	Optical store: Vogue Optical: Occasionally	Percentage	PP15_
OP_WH_O	Optical store: Big box/warehouse stores (e.g. Costco): Occasionally	Percentage	PP15_
OP_DEPT_O	Optical store: Department stores (any): Occasionally	Percentage	PP15_
OP_OL_O	Optical store: Other online/Internet Optical stores: Occasionally	Percentage	PP15_
OP_OTH_O	Optical store: Other Optical stores: Occasionally	Percentage	PP15_

## Shopping Patterns - Electronics Stores

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>Electronics Stores Shopped in the Past Year at</b>		
ST_APPON	Electronics store past year: Apple (online store)	Percentage	PP15_
ST_APPRE	Electronics store past year: Apple (retail store)	Percentage	PP15_
ST_BSTBY	Electronics store past year: Best Buy	Percentage	PP15_
ST_DELL	Electronics store past year: Dell Computer (online store)	Percentage	PP15_
ST_STAPL	Electronics store past year: Staples	Percentage	PP15_
ST_SOURC	Electronics store past year: The Source	Percentage	PP15_
ST_WH	Electronics store past year: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
ST_DEPT	Electronics store past year: Department stores (any)	Percentage	PP15_
ST_FURNT	Electronics store past year: Furniture stores (e.g. Leon's/The Brick)	Percentage	PP15_
ST_OL	Electronics store past year: Other Online electronics stores (excl. Apple/Dell online stores)	Percentage	PP15_
ST_OTH	Electronics store past year: Other electronics stores	Percentage	PP15_
	<b>Electronics Stores Shopping Frequency</b>		
ST_APPON_R	Electronics store: Apple (online store): Regularly	Percentage	PP15_
ST_APPRE_R	Electronics store: Apple (retail store): Regularly	Percentage	PP15_
ST_BSTBY_R	Electronics store: Best Buy: Regularly	Percentage	PP15_
ST_DELL_R	Electronics store: Dell Computer (online store): Regularly	Percentage	PP15_
ST_STAPL_R	Electronics store: Staples: Regularly	Percentage	PP15_
ST_SOURC_R	Electronics store: The Source: Regularly	Percentage	PP15_
ST_WH_R	Electronics store: Big box/warehouse stores (e.g. Costco): Regularly	Percentage	PP15_
ST_DEPT_R	Electronics store: Department stores (any): Regularly	Percentage	PP15_
ST_FURNT_R	Electronics store: Furniture stores (e.g. Leon's/The Brick): Regularly	Percentage	PP15_
ST_OL_R	Electronics store: Other Online electronics stores (excl. Apple/Dell online stores): Regularly	Percentage	PP15_
ST_OTH_R	Electronics store: Other electronics stores: Regularly	Percentage	PP15_
ST_APPON_O	Electronics store: Apple (online store):Occasionally	Percentage	PP15_
ST_APPRE_O	Electronics store: Apple (retail store):Occasionally	Percentage	PP15_
ST_BSTBY_O	Electronics store: Best Buy: Occasionally	Percentage	PP15_
ST_DELL_O	Electronics store: Dell Computer (online store): Occasionally	Percentage	PP15_
ST_STAPL_O	Electronics store: Staples: Occasionally	Percentage	PP15_
ST_SOURC_O	Electronics store: The Source: Occasionally	Percentage	PP15_
ST_WH_O	Electronics store: Big box/warehouse stores (e.g. Costco): Occasionally	Percentage	PP15_
ST_DEPT_O	Electronics store: Department stores (any): Occasionally	Percentage	PP15_
ST_FURNT_O	Electronics store: Furniture stores (e.g. Leon's/The Brick): Occasionally	Percentage	PP15_

## Shopping Patterns - Electronics Stores

Variable	Description	Unit	Weight Variable
ST_OL_O	Electronics store: Other online electronics stores (excl. Apple/Dell online stores): Occasionally	Percentage	PP15_
ST_OTH_O	Electronics store: Other electronics stores: Occasionally	Percentage	PP15_

## Shopping Patterns - Office Supply Stores

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>Office Supply Stores Shopped in the Past Year at</b>		
OF_STAPL	Office Supply store past year: Staples	Percentage	PP15_
OF_WH	Office Supply store past year: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
OF_DEPT	Office Supply store past year: Department stores (any)	Percentage	PP15_
OF_OL	Office Supply store past year: Online/Internet office stores (e.g. OfficeMax Grand & Toy)	Percentage	PP15_
OF_OTH	Office Supply store past year: Other office (stationery) stores	Percentage	PP15_
	<b>Office Supply Stores Shopping Frequency</b>		
OF_STAPL_R	Office Supply store: Staples: Regularly	Percentage	PP15_
OF_WH_R	Office Supply store: Big box/warehouse stores (e.g. Costco): Regularly	Percentage	PP15_
OF_DEPT_R	Office Supply store: Department stores (any): Regularly	Percentage	PP15_
OF_OL_R	Office Supply store: Online/Internet office stores (e.g. OfficeMax Grand & Toy): Regularly	Percentage	PP15_
OF_OTH_R	Office Supply store: Other office (stationery) stores: Regularly	Percentage	PP15_
OF_STAPL_O	Office Supply store: Staples: Occasionally	Percentage	PP15_
OF_WH_O	Office Supply store: Big box/warehouse stores (e.g. Costco): Occasionally	Percentage	PP15_
OF_DEPT_O	Office Supply store: Department stores (any): Occasionally	Percentage	PP15_
OF_OL_O	Office Supply store: Online/Internet office stores (e.g. OfficeMax Grand & Toy): Occasionally	Percentage	PP15_
OF_OTH_O	Office Supply store: Other office (stationery) stores: Occasionally	Percentage	PP15_

## Shopping Patterns - Sporting Goods Stores

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>Sporting Goods Stores Shopped in the Past Year at</b>		
SP_ATMS	Sporting Goods store past year: Atmosphere	Percentage	PP15_
SP_FTLCK	Sporting Goods store past year: Foot Locker	Percentage	PP15_
SP_GOLFT	Sporting Goods store past year: Golf Town	Percentage	PP15_
SP_LULU	Sporting Goods store past year: Lululemon Athletica	Percentage	PP15_
SP_MTEQP	Sporting Goods store past year: Mountain Equipment Co-op	Percentage	PP15_
SP_PLYAG	Sporting Goods store past year: Play it Again Sports	Percentage	PP15_
SP_CHEK	Sporting Goods store past year: Sport Chek	Percentage	PP15_
SP_LIFE	Sporting Goods store past year: Sporting Life	Percentage	PP15_
SP_EXPT	Sporting Goods store past year: Sports Experts	Percentage	PP15_
SP_RUNRM	Sporting Goods store past year: The Running Room	Percentage	PP15_
SP_WH	Sporting Goods store past year: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
SP_DEPT	Sporting Goods store past year: Department stores (any)	Percentage	PP15_
SP_OL	Sporting Goods store past year: Online/Internet sporting goods & athletic wear stores	Percentage	PP15_
SP_OTH	Sporting Goods store past year: Other sporting goods & athletic wear stores	Percentage	PP15_
	<b>Sporting Goods Stores Shopping Frequency</b>		
SP_ATMS_R	Sporting Goods store: Atmosphere: Regularly	Percentage	PP15_
SP_FTLCK_R	Sporting Goods store: Foot Locker: Regularly	Percentage	PP15_
SP_GOLFT_R	Sporting Goods store: Golf Town: Regularly	Percentage	PP15_
SP_LULU_R	Sporting Goods store: Lululemon Athletica: Regularly	Percentage	PP15_
SP_MTEQP_R	Sporting Goods store: MEC: Regularly	Percentage	PP15_
SP_PLYAG_R	Sporting Goods store: Play it Again Sports: Regularly	Percentage	PP15_
SP_CHEK_R	Sporting Goods store: Sport Chek: Regularly	Percentage	PP15_
SP_LIFE_R	Sporting Goods store: Sporting Life: Regularly	Percentage	PP15_
SP_EXPT_R	Sporting Goods store: Sports Experts: Regularly	Percentage	PP15_
SP_RUNRM_R	Sporting Goods store: The Running Room: Regularly	Percentage	PP15_
SP_WH_R	Sporting Goods store: Big box/warehouse stores (e.g. Costco): Regularly	Percentage	PP15_
SP_DEPT_R	Sporting Goods store: Department stores (any): Regularly	Percentage	PP15_
SP_OL_R	Sporting Goods store: Online sporting goods & athletic wear stores: Regularly	Percentage	PP15_
SP_OTH_R	Sporting Goods store: Other sporting goods & athletic wear stores: Regularly	Percentage	PP15_
SP_ATMS_O	Sporting Goods store: Atmosphere: Occasionally	Percentage	PP15_
SP_FTLCK_O	Sporting Goods store: Foot Locker: Occasionally	Percentage	PP15_
SP_GOLFT_O	Sporting Goods store: Golf Town: Occasionally	Percentage	PP15_
SP_LULU_O	Sporting Goods store: Lululemon Athletica: Occasionally	Percentage	PP15_



## Shopping Patterns - Sporting Goods Stores

Variable	Description	Unit	Weight Variable
SP_MTEQP_O	Sporting Goods store: MEC: Occasionally	Percentage	PP15_
SP_PLYAG_O	Sporting Goods store: Play it Again Sports: Occasionally	Percentage	PP15_
SP_CHEK_O	Sporting Goods store: Sport Chek: Occasionally	Percentage	PP15_
SP_LIFE_O	Sporting Goods store: Sporting Life: Occasionally	Percentage	PP15_
SP_EXPT_O	Sporting Goods store: Sports Experts: Occasionally	Percentage	PP15_
SP_RUNRM_O	Sporting Goods store: The Running Room: Occasionally	Percentage	PP15_
SP_WH_O	Sporting Goods store: Big box/warehouse stores (e.g. Costco): Occasionally	Percentage	PP15_
SP_DEPT_O	Sporting Goods store: Department stores (any): Occasionally	Percentage	PP15_
SP_OL_O	Sporting Goods store: Online sporting goods & athletic wear stores: Occasionally	Percentage	PP15_
SP_OTH_O	Sporting Goods store: Other sporting goods & athletic wear stores: Occasionally	Percentage	PP15_

## Shopping Patterns - Toy and Pet Stores

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	
HH_TOT	Number of households	Count	
	<b>Toy Stores Shopped in the Past Year at</b>		
TY_DISNY	Toy store past year: Disney Store	Percentage	PP15_
TY_EBGM	Toy store past year: EB Games	Percentage	PP15_
TY_MSTMN	Toy store past year: Mastermind	Percentage	PP15_
TY_SCHLC	Toy store past year: Scholar's Choice	Percentage	PP15_
TY_WH	Toy store past year: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
TY_BOOK	Toy store past year: Book stores (e.g. Chapters/Indigo)	Percentage	PP15_
TY_DEPT	Toy store past year: Department stores (any)	Percentage	PP15_
TY_OL	Toy store past year: Online/Internet toy/game/learning stores	Percentage	PP15_
TY_OTH	Toy store past year: Other Toy/game/Learning stores	Percentage	PP15_
	<b>Toy Stores Shopping Frequency</b>		
TY_DISNY_R	Toy store: Disney Store: Regularly	Percentage	PP15_
TY_EBGM_R	Toy store: EB Games: Regularly	Percentage	PP15_
TY_MSTMN_R	Toy store: Mastermind: Regularly	Percentage	PP15_
TY_SCHLC_R	Toy store: Scholar's Choice: Regularly	Percentage	PP15_
TY_WH_R	Toy store: Big box/warehouse stores (e.g. Costco): Regularly	Percentage	PP15_
TY_BOOK_R	Toy store: Book stores (e.g. Chapters/Indigo): Regularly	Percentage	PP15_
TY_DEPT_R	Toy store: Department stores (any): Regularly	Percentage	PP15_
TY_OL_R	Toy store: Online/Internet toy/game/learning stores: Regularly	Percentage	PP15_
TY_OTH_R	Toy store: Other Toy/game/Learning stores: Regularly	Percentage	PP15_
TY_DISNY_O	Toy store: Disney Store: Occasionally	Percentage	PP15_
TY_EBGM_O	Toy store: EB Games: Occasionally	Percentage	PP15_
TY_MSTMN_O	Toy store: Mastermind: Occasionally	Percentage	PP15_
TY_SCHLC_O	Toy store: Scholar's Choice: Occasionally	Percentage	PP15_
TY_WH_O	Toy store: Big box/warehouse stores (e.g. Costco): Occasionally	Percentage	PP15_
TY_BOOK_O	Toy store: Book stores (e.g. Chapters/Indigo): Occasionally	Percentage	PP15_
TY_DEPT_O	Toy store: Department stores (any): Occasionally	Percentage	PP15_
TY_OL_O	Toy store: Online/Internet toy/game/learning stores: Occasionally	Percentage	PP15_
TY_OTH_O	Toy store: Other Toy/game/Learning stores: Occasionally	Percentage	PP15_
	<b>Pet/Pet Supply Stores Shopped in the Past Year at</b>		
PT_GLBPF	Pet/Pet Supply store past month: Global Pet Foods	Percentage	PP15_
PT_VALU	Pet/Pet Supply store past month: Pet Valu	Percentage	PP15_
PT_MART	Pet/Pet Supply store past month: Petsmart	Percentage	PP15_
PT_WH	Pet/Pet Supply store past month: Big box/warehouse stores (e.g. Costco)	Percentage	PP15_
PT_DEPT	Pet/Pet Supply store past month: Department stores (any)	Percentage	PP15_
PT_GRCY	Pet/Pet Supply store past month: Grocery stores (any)	Percentage	PP15_
PT_VETER	Pet/Pet Supply store past month: Veterinarian office (any)	Percentage	PP15_

## Shopping Patterns - Toy and Pet Stores

Variable	Description	Unit	Weight Variable
PT_OL	Pet/Pet Supply store past month: Online/Internet pet/pet supply stores	Percentage	PP15_
PT_OTH	Pet/Pet Supply store past month: Other Pet/Pet Supply stores	Percentage	PP15_
	<b>Pet/Pet Supply Stores Shopping Frequency</b>		
PT_GLBPF_R	Pet/Pet Supply store: Global Pet Foods: Regularly	Percentage	PP15_
PT_VALU_R	Pet/Pet Supply store: Pet Valu: Regularly	Percentage	PP15_
PT_MART_R	Pet/Pet Supply store: Petsmart: Regularly	Percentage	PP15_
PT_WH_R	Pet/Pet Supply store: Big box/warehouse stores (e.g. Costco):	Percentage	PP15_
PT_DEPT_R	Pet/Pet Supply store: Department stores (any): Regularly	Percentage	PP15_
PT_GRCY_R	Pet/Pet Supply store: Grocery stores (any): Regularly	Percentage	PP15_
PT_VETER_R	Pet/Pet Supply store: Veterinarian office (any): Regularly	Percentage	PP15_
PT_OL_R	Pet/Pet Supply store: Online/Internet pet/pet supply stores: Regularly	Percentage	PP15_
PT_OTH_R	Pet/Pet Supply store: Other Pet/Pet Supply stores: Regularly	Percentage	PP15_
PT_GLBPF_O	Pet/Pet Supply store: Global Pet Foods: Occasionally	Percentage	PP15_
PT_VALU_O	Pet/Pet Supply store: Pet Valu: Occasionally	Percentage	PP15_
PT_MART_O	Pet/Pet Supply store: Petsmart: Occasionally	Percentage	PP15_
PT_WH_O	Pet/Pet Supply store: Big box/warehouse stores (e.g. Costco): Occasionally	Percentage	PP15_
PT_DEPT_O	Pet/Pet Supply store: Department stores (any): Occasionally	Percentage	PP15_
PT_GRCY_O	Pet/Pet Supply store: Grocery stores (any): Occasionally	Percentage	PP15_
PT_VETER_O	Pet/Pet Supply store: Veterinarian office (any): Occasionally	Percentage	PP15_
PT_OL_O	Pet/Pet Supply store: Online/Internet pet/pet supply stores: Occasionally	Percentage	PP15_
PT_OTH_O	Pet/Pet Supply store: Other Pet/Pet Supply stores: Occasionally	Percentage	PP15_
	<b>Household Pet Ownership</b>		
PT_PETS	Having any Pets	Percentage	HH_TOT
PT_BIRD	Having Birds	Percentage	HH_TOT
PT_CAT	Having Cats	Percentage	HH_TOT
PT_DOG	Having Dogs	Percentage	HH_TOT
PT_FISH	Having Fish	Percentage	HH_TOT
PT_OTHANM	Having Other Animals	Percentage	HH_TOT

## Shopping Patterns - Store Types

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>Shopped Past Month (Type of Store)</b>		
T_BULKF	Type of store past month: Bulk food stores	Percentage	PP15_
T_PHOTO	Type of store past month: Camera stores and photo/digital finishing	Percentage	PP15_
T_CARPET	Type of store past month: Carpet/Floor Covering stores	Percentage	PP15_
T_CSMTC	Type of store past month: Cosmetics/skin care stores (e.g. The Body Shop)	Percentage	PP15_
T_CRAFT	Type of store past month: Craft supply stores (e.g. Michaels)	Percentage	PP15_
T_DOLLAR	Type of store past month: Dollar stores	Percentage	PP15_
T_FACTOL	Type of store past month: Factory outlet stores/malls	Percentage	PP15_
T_FASAC	Type of store past month: Fashion accessories stores (e.g. Ardene)	Percentage	PP15_
T_GARDEN	Type of store past month: Garden stores	Percentage	PP15_
T_HLTHCR	Type of store past month: Home health care stores (e.g. Shoppers Home Health Care)	Percentage	PP15_
T_KCH	Type of store past month: Kitchen stores (e.g. Stokes)	Percentage	PP15_
T_MUSIC	Type of store past month: Music stores (selling musical instruments/sheet music)	Percentage	PP15_
T_NATFD	Type of store past month: Natural/health food stores	Percentage	PP15_
T_OLCWEB	Type of store past month: Online classified websites (e.g. Kijiji)	Percentage	PP15_
T_OLMMD	Type of store past month: Online music/movie download stores (e.g. iTunes)	Percentage	PP15_
T_MALL	Type of store past month: Shopping mall stores	Percentage	PP15_
T_FVFM	Type of store past month: Small local fruits & vegetables stores/farmers' markets	Percentage	PP15_
T_OL	Type of store past month: Online/Internet stores	Percentage	PP15_