



Data Dictionary

Consumer Media Patterns



220 Duncan Mill Road, Suite 519

Toronto, ON, Canada

M3B 3J5

Tel: 416.760.8828 Fax: 416.760.8826

Email: info@manifolddatamining.com

www.manifolddatamining.com



Media Patterns - Flyer

Variable	Description	Unit	Weight Variable
	GEOGRAPHY		
POSTCODE	6-Digit Postal Code	Character	
	WEIGHT		
PP15_	Population of age 15 and up	Count	
	Flyer And Coupon Usage		
FLY_APPS_N	Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Never	Percentage	PP15_
FLY_APPS_S	Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Seldom	Percentage	PP15_
FLY_APPS_O	Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Occasionally	Percentage	PP15_
FLY_APPS_F	Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Frequently	Percentage	PP15_
FLY_CPN	Coupons: Never	Percentage	PP15_
FLY_CPS	Coupons: Seldom	Percentage	PP15_
FLY_CPO	Coupons: Occasionally	Percentage	PP15_
FLY_CPF	Coupons: Frequently	Percentage	PP15_
FLY_DEMN	Direct email offers: Never	Percentage	PP15_
FLY_DEMS	Direct email offers: Seldom	Percentage	PP15_
FLY_DEMO	Direct email offers: Occasionally	Percentage	PP15_
FLY_DEMF	Direct email offers: Frequently	Percentage	PP15_
FLY_DOORN	Flyers delivered to the door or in the mail: Never	Percentage	PP15_
FLY_DOORS	Flyers delivered to the door or in the mail: Seldom	Percentage	PP15_
FLY_DOORO	Flyers delivered to the door or in the mail: Occasionally	Percentage	PP15_
FLY_DOORF	Flyers delivered to the door or in the mail: Frequently	Percentage	PP15_
FLY_CNPN	Flyers inserted into a community newspaper: Never	Percentage	PP15_
FLY_CNPS	Flyers inserted into a community newspaper: Seldom	Percentage	PP15_
FLY_CNPO	Flyers inserted into a community newspaper: Occasionally	Percentage	PP15_
FLY_CNPF	Flyers inserted into a community newspaper: Frequently	Percentage	PP15_
FLY_DPN	Flyers inserted into a daily newspaper: Never	Percentage	PP15_
FLY_DPS	Flyers inserted into a daily newspaper: Seldom	Percentage	PP15_
FLY_DPO	Flyers inserted into a daily newspaper: Occasionally	Percentage	PP15_
FLY_DPF	Flyers inserted into a daily newspaper: Frequently	Percentage	PP15_
FLY_GIWEBN	General information from the Internet/websites: Never	Percentage	PP15_
FLY_GIWEBS	General information from the Internet/websites: Seldom	Percentage	PP15_
FLY_GIWEBO	General information from the Internet/websites: Occasionally	Percentage	PP15_
FLY_GIWEBF	General information from the Internet/websites: Frequently	Percentage	PP15_
FLY_STOREN	Local store catalogues: Never	Percentage	PP15_
FLY_STORES	Local store catalogues: Seldom	Percentage	PP15_
FLY_STOREO	Local store catalogues: Occasionally	Percentage	PP15_
FLY_STOREF	Local store catalogues: Frequently	Percentage	PP15_
FLY_MAILN	Mail order : Never	Percentage	PP15_
FLY_MAILS	Mail order : Seldom	Percentage	PP15_
FLY_MAILO	Mail order : Occasionally	Percentage	PP15_

Media Patterns - Flyer

Variable	Description	Unit	Weight Variable
FLY_MAILF	Mail order : Frequently	Percentage	PP15_
FLY_YPN	Yellow Pages (print or online): Never	Percentage	PP15_
FLY_YPS	Yellow Pages (print or online): Seldom	Percentage	PP15_
FLY_YPO	Yellow Pages (print or online): Occasionally	Percentage	PP15_
FLY_YPF	Yellow Pages (print or online): Frequently	Percentage	PP15_
FLY_ATTVF	Opinion of flyers delivered: Very favourable	Percentage	PP15_
FLY_ATTSF	Opinion of flyers delivered: Somewhat favourable	Percentage	PP15_
FLY_ATTSU	Opinion of flyers delivered: Somewhat unfavourable	Percentage	PP15_
FLY_ATTVU	Opinion of flyers delivered: Very unfavourable	Percentage	PP15_
	Visited A Store Upon Hearing A Radio Commercial		
FLY_SSDAY	Visited store upon hearing a radio commercial: Later that same day	Percentage	PP15_
FLY_SSWK	Visited store upon hearing a radio commercial: Later that same week	Percentage	PP15_
FLY_SWKL	Visited store upon hearing a radio commercial: More than a week later	Percentage	PP15_
	Visited A Website Upon Hearing A Radio Commercial		
FLY_WSDAY	Visited website upon hearing a radio commercial: Later that same day	Percentage	PP15_
FLY_WSWK	Visited website upon hearing a radio commercial: Later that same week	Percentage	PP15_
FLY_WWKL	Visited website upon hearing a radio commercial: More than a week later	Percentage	PP15_
	Did A General Internet/online Search Upon Hearing A Commercial		
FLY_ISDAY	Did a general Internet/online search: Later that same day	Percentage	PP15_
FLY_ISWK	Did a general Internet/online search: Later that same week	Percentage	PP15_
FLY_IWKL	Did a general Internet/online search: More than a week later	Percentage	PP15_
	Visited a Store Upon Hearing a Disc. On LOCAL ON-AIR RADIO		
FLY_RSDAY	Visited store upon hearing a radio disc.: Later that same day	Percentage	PP15_
FLY_RSWK	Visited store upon hearing a radio disc.: Later that same week	Percentage	PP15_
FLY_RWKL	Visited store upon hearing a radio disc.: More than a week later	Percentage	PP15_
	Accessed a Website Upon Hearing a Disc. on LOCAL ON-AIR RADIO		
FLY_ASDAY	Accessed a website upon hearing a radio disc.: Later that same day	Percentage	PP15_
FLY_ASWK	Accessed a website upon hearing a radio disc.: Later that same week	Percentage	PP15_
FLY_AWKL	Accessed a website upon hearing a radio disc.: More than a week later	Percentage	PP15_
	Attended an Event Upon Hearing a Disc. on LOCAL ON-AIR RADIO		
FLY_ESDAY	Attended an event upon hearing a radio disc.: Later that same day	Percentage	PP15_
FLY_ESWK	Attended an event upon hearing a radio disc.: Later that same week	Percentage	PP15_
FLY_EWKL	Attended an event upon hearing a radio disc.: More than a week later	Percentage	PP15_
	Advertisement Avoidance		
AD_NTVN	Ad. avoidance: Television (e.g. flip channels): Never	Percentage	PP15_
AD_NTVS	Ad. avoidance: Television (e.g. flip channels): Seldom	Percentage	PP15_
AD_NTVO	Ad. avoidance: Television (e.g. flip channels): Occasionally	Percentage	PP15_
AD_NTVF	Ad. avoidance: Television (e.g. flip channels): Frequently	Percentage	PP15_
AD_NRDN	Ad. avoidance: Radio (e.g. change station): Never	Percentage	PP15_
AD_NRDS	Ad. avoidance: Radio (e.g. change station): Seldom	Percentage	PP15_
AD_NRDO	Ad. avoidance: Radio (e.g. change station): Occasionally	Percentage	PP15_
AD_NRDF	Ad. avoidance: Radio (e.g. change station): Frequently	Percentage	PP15_

Media Patterns - Flyer

Variable	Description	Unit	Weight Variable
AD_NWEBN	Ad. avoidance: Internet - Web browsing: Never	Percentage	PP15_
AD_NWEBS	Ad. avoidance: Internet - Web browsing: Seldom	Percentage	PP15_
AD_NWEBO	Ad. avoidance: Internet - Web browsing: Occasionally	Percentage	PP15_
AD_NWEBF	Ad. avoidance: Internet - Web browsing: Frequently	Percentage	PP15_
AD_NSMN	Ad. avoidance: Internet - Social media: Never	Percentage	PP15_
AD_NSMS	Ad. avoidance: Internet - Social media: Seldom	Percentage	PP15_
AD_NSMO	Ad. avoidance: Internet - Social media: Occasionally	Percentage	PP15_
AD_NSMF	Ad. avoidance: Internet - Social media: Frequently	Percentage	PP15_
AD_NDNN	Ad. avoidance: Daily newspapers (Print Ed.) (e.g. turn page/ignore): Never	Percentage	PP15_
AD_NDNS	Ad. avoidance: Daily newspapers (Print Ed.) (e.g. turn page/ignore): Seldom	Percentage	PP15_
AD_NDNO	Ad. avoidance: Daily newspapers (Print Ed.) (e.g. turn page/ignore): Occasionally	Percentage	PP15_
AD_NDNF	Ad. avoidance: Daily newspapers (Print Ed.) (e.g. turn page/ignore): Frequently	Percentage	PP15_
AD_NDOLN	Ad. avoidance: Daily newspapers (Online Ed.) (e.g. block/ignore banner ads): Never	Percentage	PP15_
AD_NDOLS	Ad. avoidance: Daily newspapers (Online Ed.) (e.g. block/ignore banner ads): Seldom	Percentage	PP15_
AD_NDOLO	Ad. avoidance: Daily newspapers (Online Ed.) (e.g. block/ignore banner ads): Occasionally	Percentage	PP15_
AD_NDOLF	Ad. avoidance: Daily newspapers (Online Ed.) (e.g. block/ignore banner ads): Frequently	Percentage	PP15_
AD_NCNN	Ad. avoidance: Community newspapers (e.g. turn page/ignore): Never	Percentage	PP15_
AD_NCNS	Ad. avoidance: Community newspapers (e.g. turn page/ignore): Seldom	Percentage	PP15_
AD_NCNO	Ad. avoidance: Community newspapers (e.g. turn page/ignore): Occasionally	Percentage	PP15_
AD_NCNF	Ad. avoidance: Community newspapers (e.g. turn page/ignore): Frequently	Percentage	PP15_
AD_NMZN	Ad. avoidance: Magazines (e.g. turn page/ignore): Never	Percentage	PP15_
AD_NMZS	Ad. avoidance: Magazines (e.g. turn page/ignore): Seldom	Percentage	PP15_
AD_NMZO	Ad. avoidance: Magazines (e.g. turn page/ignore): Occasionally	Percentage	PP15_
AD_NMZF	Ad. avoidance: Magazines (e.g. turn page/ignore): Frequently	Percentage	PP15_
	Advertisement Noticed Past 7 Days		
AD_NBLBD	Ad. noticed past 7 days: Billboards (e.g. along roadways, on buildings)	Percentage	PP15_
AD_NDGTL	Ad. noticed past 7 days: Digital billboards	Percentage	PP15_
AD_NMVTH	Ad. noticed past 7 days: Movie theater ads	Percentage	PP15_
AD_NPIBS	Ad. noticed past 7 days: Posters inside buses	Percentage	PP15_
AD_NPISB	Ad. noticed past 7 days: Posters inside subway/metro cars	Percentage	PP15_
AD_NPBSX	Ad. noticed past 7 days: Posters on bus exteriors	Percentage	PP15_
AD_NPICT	Ad. noticed past 7 days: Posters inside commuter trains	Percentage	PP15_
AD_NPISM	Ad. noticed past 7 days: Posters inside shopping malls	Percentage	PP15_

Media Patterns - Flyer

Variable	Description	Unit	Weight Variable
AD_NPIPW	Ad. noticed past 7 days: Posters inside public washrooms	Percentage	PP15_
AD_NSCIE	Ad. noticed past 7 days: Screens inside elevators	Percentage	PP15_
AD_NPTXS	Ad. noticed past 7 days: Posters on taxis	Percentage	PP15_
AD_NPSAP	Ad. noticed past 7 days: Posters/screens inside airports	Percentage	PP15_
AD_NPSCS	Ad. noticed past 7 days: Posters/screens on subway/metro platforms	Percentage	PP15_
AD_NPSCT	Ad. noticed past 7 days: Posters/screens on transit shelters	Percentage	PP15_
AD_NPSCO	Ad. noticed past 7 days: Posters/screens on other outdoor public spaces (e.g. columns, benches)	Percentage	PP15_

Media Patterns - Internet

Variable	Description	Unit	Weight Variable
	GEOGRAPHY		
POSTCODE	6-Digit Postal Code	Character	
	WEIGHT		
PP15_	Population of age 15 and up	Count	
	Have Internet Access		
IT_HOME	Internet access at home	Percentage	PP15_
IT_WORK	Internet access at work	Percentage	PP15_
IT_SCH	Internet access at school/college/university	Percentage	PP15_
IT_OTH	Internet access at some other location	Percentage	PP15_
IT_YDAY	Accessed internet yesterday: yes	Percentage	PP15_
IT_TWK0	Did not access the internet in the past 7 days	Percentage	PP15_
IT_TWK5	Accessed internet in the past 7 days: Less than 5 hours	Percentage	PP15_
IT_TWK10	Accessed internet in the past 7 days: 5 to 10 hours	Percentage	PP15_
IT_TWK15	Accessed internet in the past 7 days: 10 to 15 hours	Percentage	PP15_
IT_TWK25	Accessed internet in the past 7 days: 15 to 25 hours	Percentage	PP15_
IT_TWK25_	Accessed internet in the past 7 days: More than 25 hours	Percentage	PP15_
	Internet Access Through		
IT_CONDSL	Internet access through: ADSL/DSL/Fibre optic (e.g. Bell Fibe/Telus high speed)	Percentage	PP15_
IT_CONCABL	Internet access through: Cable high speed (e.g. Rogers/Shaw/Cogeco high speed)	Percentage	PP15_
IT_CONMOBL	Internet access through: Mobile broadband modem or data stick	Percentage	PP15_
IT_CONOTH	Internet access through: Other type of Internet access (e.g. Satellite, ISDN, dial-up)	Percentage	PP15_
IT_CONNOT	Internet access through: Don't know	Percentage	PP15_
IT_CONNON	Internet access through: None, don't have Internet access at home	Percentage	PP15_
	Mobile Internet Access Through		
IT_MMC	Mobile internet access in past 7 days: Gaming console	Percentage	PP15_
IT_MPHONE	Mobile internet access in past 7 days: Mobile phones or smartphones	Percentage	PP15_
IT_MTABLE	Mobile internet access in past 7 days: Tablets (i.e. iPad, PlayBook, Android)	Percentage	PP15_
	Internet Usage		
IT_AUDIO	Listen to a radio broadcast via streaming audio	Percentage	PP15_
IT_LISMUSC	Listen to internet-only music service (e.g. Spotify)	Percentage	PP15_
IT_PODCAST	Listen to a podcast	Percentage	PP15_
IT_MP3	Download music/MP3 files (free or paid)	Percentage	PP15_
IT_RADIO	Access a radio station's website	Percentage	PP15_
IT_VIDEO	Watch a TV broadcast via streaming video	Percentage	PP15_
IT_OVIDEO	Watch any other streaming video (not a TV broadcast, not a download)	Percentage	PP15_
IT_DVIDEO	Download any video	Percentage	PP15_
IT_TV	Access a TV station's website	Percentage	PP15_
IT_MZ	Read or look into online magazines	Percentage	PP15_
IT_NSAP	Read or look into online newspapers	Percentage	PP15_
IT_PHONE	Use online telephone directory to locate phone number/address	Percentage	PP15_

Media Patterns - Internet

Variable	Description	Unit	Weight Variable
IT_SONET	Participate in an online social network (e.g. Facebook, Twitter)	Percentage	PP15_
IT_ADS	Click on an Internet advertisement	Percentage	PP15_
IT_CONS	Consult consumer reviews	Percentage	PP15_
IT_CLAD	Place/respond to an online classified advertisement (e.g. Craigslist, eBa	Percentage	PP15_
IT_GROU	Purchase group deal (e.g. Groupon, WagJag)	Percentage	PP15_
IT_PPRDSV	Purchase products or services	Percentage	PP15_
IT_BNKING	Do banking / pay bills online	Percentage	PP15_
IT_NSITE	Access a news site	Percentage	PP15_
IT_AUTNEWS	Access automotive news	Percentage	PP15_
IT_CELE	Access celebrity gossip content	Percentage	PP15_
IT_FASHION	Access fashion or beauty-related	Percentage	PP15_
IT_FOOD	Access food/recipes content	Percentage	PP15_
IT_HEALTH	Access health-related	Percentage	PP15_
IT_FURN	Access home furnishings	Percentage	PP15_
IT_SPORT	Access professional sports	Percentage	PP15_
IT_RLEST	Access real estate listings	Percentage	PP15_
IT_RESTG	Access restaurant guides	Percentage	PP15_
IT_TRAV	Access travel content	Percentage	PP15_
IT_MAPS	Use maps/directions service (e.g. Google maps)	Percentage	PP15_
IT_PROD	Research products/services you might like to try or buy	Percentage	PP15_
IT_FRIE	Share/refer/link friends or people you know to a website or an article	Percentage	PP15_
IT_CONTEST	Enter online contests	Percentage	PP15_
IT_DCPN	Download / print discount coupon	Percentage	PP15_
IT_GAME	Play online games	Percentage	PP15_
IT_ADBLK	Use ad. blocking software	Percentage	PP15_
	Online Social Networks Used in the Past 30 Days		
IT_SMFCBK	Social networks: Facebook	Percentage	PP15_
IT_SMINSTG	Social networks: Instagram	Percentage	PP15_
IT_SMLNKDN	Social networks: LinkedIn	Percentage	PP15_
IT_SMPINT	Social networks: Pinterest	Percentage	PP15_
IT_SMSC	Social networks: Snapchat	Percentage	PP15_
IT_SMTUMBL	Social networks: Tumblr	Percentage	PP15_
IT_SMTWTT	Social networks: Twitter	Percentage	PP15_
IT_SMDATE	Social networks: Online/Internet dating sites/apps	Percentage	PP15_
IT_SMVPHSR	Social networks: Video/photo sharing (e.g. Flickr)	Percentage	PP15_
IT_SMYT	Social networks: YouTube videos/channels	Percentage	PP15_
IT_SMOTH	Social networks: Other	Percentage	PP15_
	Internet Access Time		
	Internet Average Weekday Web Access		
IT_WD1	Internet weekday access: Never	Percentage	PP15_
IT_WD2	Internet weekday access: Less than 1 day a week	Percentage	PP15_
IT_WD3	Internet weekday access: 1 day	Percentage	PP15_
IT_WD4	Internet weekday access: 2 days	Percentage	PP15_
IT_WD5	Internet weekday access: 3 days	Percentage	PP15_

Media Patterns - Internet

Variable	Description	Unit	Weight Variable
IT_WD6	Internet weekday access: 4 days	Percentage	PP15_
IT_WD7	Internet weekday access: 5 days	Percentage	PP15_
	Internet Average Weekend Web Access		
IT_WK1	Internet weekend access: Never	Percentage	PP15_
IT_WK2	Internet weekend access: Less than 1 day	Percentage	PP15_
IT_WK3	Internet weekend access: 1 day	Percentage	PP15_
IT_WK4	Internet weekend access: 2 days	Percentage	PP15_
	Internet Average Weekday Web Access Time		
	Internet Weekdays 6am - 9am(<=180 M)		
IT_D69A1	Internet weekdays 6am - 9am: Not Surf	Percentage	PP15_
IT_D69A2	Internet weekdays 6am - 9am: Less than 30 Minutes	Percentage	PP15_
IT_D69A3	Internet weekdays 6am - 9am: Less than 60 Minutes	Percentage	PP15_
IT_D69A4	Internet weekdays 6am - 9am: Less than 120 Minutes	Percentage	PP15_
IT_D69A5	Internet weekdays 6am - 9am: Less than 180 Minutes	Percentage	PP15_
	Internet Weekdays 9am - noon(<=180M)		
IT_D9N1	Internet weekdays 9am - noon: Not Surf	Percentage	PP15_
IT_D9N2	Internet weekdays 9am - noon: Less than 30 Minutes	Percentage	PP15_
IT_D9N3	Internet weekdays 9am - noon: Less than 60 Minutes	Percentage	PP15_
IT_D9N4	Internet weekdays 9am - noon: Less than 120 Minutes	Percentage	PP15_
IT_D9N5	Internet weekdays 9am - noon: Less than 180 Minutes	Percentage	PP15_
	Internet Weekdays Noon - 5pm(<=300M)		
IT_DN5P1	Internet weekdays Noon - 5pm: Not Surf	Percentage	PP15_
IT_DN5P2	Internet weekdays Noon - 5pm: Less than 30 Minutes	Percentage	PP15_
IT_DN5P3	Internet weekdays Noon - 5pm: Less than 60 Minutes	Percentage	PP15_
IT_DN5P4	Internet weekdays Noon - 5pm: Less than 120 Minutes	Percentage	PP15_
IT_DN5P5	Internet weekdays Noon - 5pm: Less than 180 Minutes	Percentage	PP15_
IT_DN5P6	Internet weekdays Noon - 5pm: Greater than 180 Minutes	Percentage	PP15_
	Internet Weekdays 5pm - 7pm(<120M)		
IT_D57P1	Internet weekdays 5pm - 7pm: Not Surf	Percentage	PP15_
IT_D57P2	Internet weekdays 5pm - 7pm: Less than 30 Minutes	Percentage	PP15_
IT_D57P3	Internet weekdays 5pm - 7pm: Less than 60 Minutes	Percentage	PP15_
IT_D57P4	Internet weekdays 5pm - 7pm: Less than 120 Minutes	Percentage	PP15_
	Internet Weekdays 7pm - 11pm(<=240M)		
IT_D711P1	Internet weekdays 7pm - 11pm: Not Surf	Percentage	PP15_
IT_D711P2	Internet weekdays 7pm - 11pm: Less than 30 Minutes	Percentage	PP15_
IT_D711P3	Internet weekdays 7pm - 11pm: Less than 60 Minutes	Percentage	PP15_
IT_D711P4	Internet weekdays 7pm - 11pm: Less than 120 Minutes	Percentage	PP15_
IT_D711P5	Internet weekdays 7pm - 11pm: Less than 180 Minutes	Percentage	PP15_
IT_D711P6	Internet weekdays 7pm - 11pm: Greater than 180 Minutes	Percentage	PP15_
	Internet Weekdays 11pm - 2am(<=180M)		
IT_D11P2A1	Internet weekdays 11pm - 2am: Not Surf	Percentage	PP15_
IT_D11P2A2	Internet weekdays 11pm - 2am: Less than 30 Minutes	Percentage	PP15_
IT_D11P2A3	Internet weekdays 11pm - 2am: Less than 60 Minutes	Percentage	PP15_
IT_D11P2A4	Internet weekdays 11pm - 2am: Less than 120 Minutes	Percentage	PP15_

Media Patterns - Internet

Variable	Description	Unit	Weight Variable
IT_D11P2A5	Internet weekdays 11pm - 2am: Less than 180 Minutes	Percentage	PP15_
	Internet Weekdays 2am - 6am(<=240M)		
IT_D26A1	Internet weekdays 2am - 6am: Not Surf	Percentage	PP15_
IT_D26A2	Internet weekdays 2am - 6am: Less than 30 Minutes	Percentage	PP15_
IT_D26A3	Internet weekdays 2am - 6am: Less than 60 Minutes	Percentage	PP15_
IT_D26A4	Internet weekdays 2am - 6am: Less than 120 Minutes	Percentage	PP15_
IT_D26A5	Internet weekdays 2am - 6am: Less than 180 Minutes	Percentage	PP15_
IT_D26A6	Internet weekdays 2am - 6am: Greater than 180 Minutes	Percentage	PP15_
	The Internet Time Spent Online Average Day		
IT_TD0	Time spent online average day: Did not access	Percentage	PP15_
IT_TD1	Time spent online average day: Less than 1 hour	Percentage	PP15_
IT_TD2	Time spent online average day: 1 to 2 hours	Percentage	PP15_
IT_TD3	Time spent online average day: 2 to 3 hours	Percentage	PP15_
IT_TD4	Time spent online average day: 3 to 4 hours	Percentage	PP15_
IT_TD4_	Time spent online average day: More than 4 hours	Percentage	PP15_
	The Internet Terciles		
IT_TT0	The Internet Terciles: No Usage	Percentage	PP15_
IT_TT1	The Internet Terciles: Light	Percentage	PP15_
IT_TT2	The Internet Terciles: Medium	Percentage	PP15_
IT_TT3	The Internet Terciles: Heavy	Percentage	PP15_
	The Internet Quintiles		
IT_TQ0	The Internet Quintiles: No Usage	Percentage	PP15_
IT_TQ1	The Internet Quintiles: Light	Percentage	PP15_
IT_TQ2	The Internet Quintiles: Medium Light	Percentage	PP15_
IT_TQ3	The Internet Quintiles: Medium	Percentage	PP15_
IT_TQ4	The Internet Quintiles: Medium Heavy	Percentage	PP15_
IT_TQ5	The Internet Quintiles: Heavy	Percentage	PP15_
	Purchase/Intend to Purchase New Technology Products and Services		
IT_PPHON1	4G/LTE mobile phones: Intend to buy in the next 2 years	Percentage	PP15_
IT_PPHON2	4G/LTE mobile phones: Already purchased	Percentage	PP15_
IT_PCLOU1	Cloud computing (Internet application and data service): Intend to buy in the next 2 years	Percentage	PP15_
IT_PCLOU2	Cloud computing (Internet application and data service): Already purchased	Percentage	PP15_
IT_PHDCS1	HDTV cable or satellite service or fibre optic: Intend to buy in the next 2 years	Percentage	PP15_
IT_PHDCS2	HDTV cable or satellite service or fibre optic: Already purchased	Percentage	PP15_
IT_PMSPS1	Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Intend to buy in the next 2 years	Percentage	PP15_
IT_PMSPS2	Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Already purchased	Percentage	PP15_
IT_PPVR1	Personal video recorder (PVR): Intend to buy in the next 2 years	Percentage	PP15_
IT_PPVR2	Personal video recorder (PVR): Already purchased	Percentage	PP15_

Media Patterns - Internet

Variable	Description	Unit	Weight Variable
IT_PSMS1	Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Intend to buy in the next 2 years	Percentage	PP15_
IT_PSMS2	Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Already purchased	Percentage	PP15_
IT_PSRS1	Subscription based satellite radio service (e.g. SiriusXM): Intend to buy in the next 2 years	Percentage	PP15_
IT_PSRS2	Subscription based satellite radio service (e.g. SiriusXM): Already purchased	Percentage	PP15_
IT_P4KTV1	Ultra HD TV 4K: Intend to buy in the next 2 years	Percentage	PP15_
IT_P4KTV2	Ultra HD TV 4K: Already purchased	Percentage	PP15_
IT_PWRD1	Wearable devices (e.g. iWatch, fitness tracker): Intend to buy in the next 2 years	Percentage	PP15_
IT_PWRD2	Wearable devices (e.g. iWatch, fitness tracker): Already purchased	Percentage	PP15_

Media Patterns - Magazine

Variable	Description	Unit	Weight Variable
	GEOGRAPHY		
POSTCODE	6-Digit Postal Code	Character	
	WEIGHT		
PP15_	Population of age 15 and up	Count	
	Reading Patterns by Type		
MZ_ALT	Magazine type: Alternative weekly publications (e.g. NOW, Georgia Straight, Voir)	Percentage	PP15_
MZ_ART	Magazine type: Art & antiques	Percentage	PP15_
MZ_AUTO	Magazine type: Automobile & motorcycle	Percentage	PP15_
MZ_BABY	Magazine type: Babies & parenting	Percentage	PP15_
MZ_BRIDE	Magazine type: Brides/bridal	Percentage	PP15_
MZ_BUSI	Magazine type: Business & finance	Percentage	PP15_
MZ_CHILD	Magazine type: Children & teen	Percentage	PP15_
MZ_COMP	Magazine type: Computer, science & technology	Percentage	PP15_
MZ_ENT	Magazine type: Entertainment/Celebrity (e.g. Hello)	Percentage	PP15_
MZ_FASH	Magazine type: Fashion	Percentage	PP15_
MZ_FOOD	Magazine type: Food & beverage	Percentage	PP15_
MZ_GARD	Magazine type: Gardening & homes	Percentage	PP15_
MZ_HF	Magazine type: Health/Fitness	Percentage	PP15_
MZ_HOBB	Magazine type: Hobbies	Percentage	PP15_
MZ_HD	Magazine type: Home décor	Percentage	PP15_
MZ_MEN	Magazine type: Men's (e.g. Maxim, GQ)	Percentage	PP15_
MZ_MUSIC	Magazine type: Music-Read	Percentage	PP15_
MZ_NAT	Magazine type: Nature & ecology	Percentage	PP15_
MZ_NEW	Magazine type: News & current affairs	Percentage	PP15_
MZ_FOTO	Magazine type: Photography, video, audio	Percentage	PP15_
MZ_SENIR	Magazine type: Senior citizens	Percentage	PP15_
MZ_SPOR	Magazine type: Sports & recreation	Percentage	PP15_
MZ_TRA	Magazine type: Travel & tourism	Percentage	PP15_
MZ_WMEN	Magazine type: Women's (e.g. Cosmopolitan)	Percentage	PP15_
MZ_OTH	Magazine type: Other magazine types	Percentage	PP15_
	Reading Patterns by Magazine		
MZ_ACR	Magazine: Air Canada enRoute	Percentage	PP15_
MZ_CAA	Magazine: CAA magazines (any)	Percentage	PP15_
MZ_GEO	Magazine: Canadian Geographic	Percentage	PP15_
MZ_CHL	Magazine: Canadian Health & Lifestyle	Percentage	PP15_
MZ_HSHM	Magazine: Canadian House and Home	Percentage	PP15_
MZ_LIVING	Magazine: Canadian Living	Percentage	PP15_
MZ_CHATE	Magazine: Chatelaine (English edition)	Percentage	PP15_
MZ_CINEPLX	Magazine: Cineplex Magazine	Percentage	PP15_
MZ_CTGLF	Magazine: Cottage Life	Percentage	PP15_
MZ_ELLE	Magazine: ELLE Canada	Percentage	PP15_
MZ_FDDNK	Magazine: Food & Drink	Percentage	PP15_
MZ_MACL	Magazine: Maclean's	Percentage	PP15_

Media Patterns - Magazine

Variable	Description	Unit	Weight Variable
MZ_OUTDOOR	Magazine: Outdoor Canada	Percentage	PP15_
MZ_RDIG	Magazine: Reader's Digest	Percentage	PP15_
MZ_ROBM	Magazine: Report On Business Magazine	Percentage	PP15_
MZ_SPTM	Magazine: Sportsnet Magazine	Percentage	PP15_
MZ_STYLHM	Magazine: Style at Home	Percentage	PP15_
MZ_HOCKEY	Magazine: The Hockey News Magazine	Percentage	PP15_
MZ_PARENT	Magazine: Today's Parent	Percentage	PP15_
MZ_TRIBUTE	Magazine: Tribute	Percentage	PP15_
MZ_COOK	Magazine: What's Cooking	Percentage	PP15_
MZ_ZMRM	Magazine: Zoomer Magazine	Percentage	PP15_
MZ_EMGZN	Magazine: Other English-Canadian magazines	Percentage	PP15_
MZ_7JOU	Magazine: 7 Jours	Percentage	PP15_
MZ_BELAGE	Magazine: Bel Âge	Percentage	PP15_
MZ_CHATF	Magazine: Châtelaine (French edition)	Percentage	PP15_
MZ_CLIN	Magazine: Clin d'œil	Percentage	PP15_
MZ_COUP	Magazine: Coup de Pouce	Percentage	PP15_
MZ_ELLEQ	Magazine: Elle Québec	Percentage	PP15_
MZ_LACT	Magazine: L'Actualité	Percentage	PP15_
MZ_IDEES	Magazine: Les idées de ma maison	Percentage	PP15_
MZ_MJIOTE	Magazine: Qu'est-ce qui mijote	Percentage	PP15_
MZ_RICARD	Magazine: RICARDO	Percentage	PP15_
MZ_RDIGS	Magazine: Sélection du Reader's Digest	Percentage	PP15_
MZ_TRGN	Magazine: Touring	Percentage	PP15_
MZ_VERO	Magazine: Véro Magazine	Percentage	PP15_
MZ_FMGZN	Magazine: Other French-Canadian magazines	Percentage	PP15_
MZ_HMGN	Magazine: Better Homes & Gardens	Percentage	PP15_
MZ_FMCR	Magazine: Family Circle	Percentage	PP15_
MZ_GAMEI	Magazine: Game Informer	Percentage	PP15_
MZ_HSKEEP	Magazine: Good Housekeeping	Percentage	PP15_
MZ_LADY	Magazine: Ladies' Home Journal	Percentage	PP15_
MZ_NTLGEO	Magazine: National Geographic	Percentage	PP15_
MZ_PEOP	Magazine: People	Percentage	PP15_
MZ_SPORI	Magazine: Sports Illustrated	Percentage	PP15_
MZ_TASTEHM	Magazine: Taste of Home	Percentage	PP15_
MZ_TIME	Magazine: Time	Percentage	PP15_
MZ_WDAY	Magazine: Woman's Day	Percentage	PP15_
MZ_USMGZN	Magazine: Other U.S magazines	Percentage	PP15_
	Magazines Reading Time Summary		
MZ_YDAY	Read magazine yesterday: Yes	Percentage	PP15_
	Magazines Days Read Monday - Sunday		
MZ_LMMS1	Magazines days read: M - Su-Never	Percentage	PP15_
MZ_LMMS2	Magazines days read: M - Su-Less than 1 day a week	Percentage	PP15_
MZ_LMMS3	Magazines days read: M - Su-1 day	Percentage	PP15_
MZ_LMMS4	Magazines days read: M - Su-2 days	Percentage	PP15_

Media Patterns - Magazine

Variable	Description	Unit	Weight Variable
MZ_LMMS5	Magazines days read: M - Su-3 days	Percentage	PP15_
MZ_LMMS6	Magazines days read: M - Su-4 days	Percentage	PP15_
MZ_LMMS7	Magazines days read: M - Su-5 days	Percentage	PP15_
MZ_LMMS8	Magazines days read: M - Su-6 days	Percentage	PP15_
MZ_LMMS9	Magazines days read: M - Su-7 days	Percentage	PP15_
	Magazines Summary: Weekday avg. Time Reading		
MZ_TWD0	Weekday read: Did not read	Percentage	PP15_
MZ_TWD1	Weekday read: 15 min or less	Percentage	PP15_
MZ_TWD2	Weekday read: 16 to 30 min	Percentage	PP15_
MZ_TWD3	Weekday read: 31 to 60 min	Percentage	PP15_
MZ_TWD4	Weekday read: More than 60 min	Percentage	PP15_
	Magazines Reading Terciles		
MZ_TCIL0	Magazines reading terciles: No Usage	Percentage	PP15_
MZ_TCIL1	Magazines reading terciles: Light	Percentage	PP15_
MZ_TCIL2	Magazines reading terciles: Medium	Percentage	PP15_
MZ_TCIL3	Magazines reading terciles: Heavy	Percentage	PP15_
	Magazines Reading Quintiles		
MZ_QTIL0	Magazines reading quintiles: No Usage	Percentage	PP15_
MZ_QTIL1	Magazines reading quintiles: Light	Percentage	PP15_
MZ_QTIL2	Magazines reading quintiles: Medium Light	Percentage	PP15_
MZ_QTIL3	Magazines reading quintiles: Medium	Percentage	PP15_
MZ_QTIL4	Magazines reading quintiles: Medium Heavy	Percentage	PP15_
MZ_QTIL5	Magazines reading quintiles: Heavy	Percentage	PP15_

Media Patterns - Newspaper

Variable	Description	Unit	Weight Variable
	GEOGRAPHY		
POSTCODE	6-Digit Postal Code	Character	
	WEIGHT		
PP15_	Population of age 15 and up	Count	
	NEWSPAPER READERSHIP		
	Read Newspaper Yesterday		
NP_YDAYD	Read daily newspaper yesterday: Yes	Percentage	PP15_
NP_YDAYLC	Read local community newspaper yesterday: Yes	Percentage	PP15_
	Readership on Weekdays		
NP_GLOBMF0	The Globe and Mail: Never	Percentage	PP15_
NP_GLOBMF1	The Globe and Mail: 1 Day	Percentage	PP15_
NP_GLOBMF2	The Globe and Mail: 2 Days	Percentage	PP15_
NP_GLOBMF3	The Globe and Mail: 3 Days	Percentage	PP15_
NP_GLOBMF4	The Globe and Mail: 4 Days	Percentage	PP15_
NP_GLOBMF5	The Globe and Mail: 5 Days	Percentage	PP15_
NP_POSTMF0	National Post: Never	Percentage	PP15_
NP_POSTMF1	National Post: 1 Day	Percentage	PP15_
NP_POSTMF2	National Post: 2 Days	Percentage	PP15_
NP_POSTMF3	National Post: 3 Days	Percentage	PP15_
NP_POSTMF4	National Post: 4 Days	Percentage	PP15_
NP_POSTMF5	National Post: 5 Days	Percentage	PP15_
NP_LOCAMF0	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	Percentage	PP15_
NP_LOCAMF1	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 Day	Percentage	PP15_
NP_LOCAMF2	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 Days	Percentage	PP15_
NP_LOCAMF3	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 3 Days	Percentage	PP15_
NP_LOCAMF4	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 4 Days	Percentage	PP15_
NP_LOCAMF5	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 5 Days	Percentage	PP15_
	Readership on Weekend		
NP_GLOBWE0	Weekend the Globe And Mail: Never	Percentage	PP15_
NP_GLOBWE1	Weekend the Globe And Mail: 1 Day	Percentage	PP15_
NP_POSTWE0	Weekend National Post: Never	Percentage	PP15_
NP_POSTWE1	Weekend National Post: 1 day	Percentage	PP15_
NP_LOCWE0	Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	Percentage	PP15_
NP_LOCWE1	Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 day	Percentage	PP15_
NP_LOCWE2	Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 days	Percentage	PP15_

Media Patterns - Newspaper

Variable	Description	Unit	Weight Variable
Summary Time Spent Reading Daily Paper: Weekday			
NP_SMF0	Weekday time spent on daily paper: Did Not Read	Percentage	PP15_
NP_SMF15	Weekday time spent on daily paper: Less than 15 mins	Percentage	PP15_
NP_SMF1529	Weekday time spent on daily paper: 15 to 29 mins	Percentage	PP15_
NP_SMF3044	Weekday time spent on daily paper: 30 to 44 mins	Percentage	PP15_
NP_SMF4559	Weekday time spent on daily paper: 45 to 59 mins	Percentage	PP15_
NP_SMF6090	Weekday time spent on daily paper: 60 to 90 mins	Percentage	PP15_
NP_SMF90_	Weekday time spent on daily paper: More than 90 mins	Percentage	PP15_
Summary Time Spent Reading Daily Paper: Weekend			
NP_SWE0	Weekend time spent on daily paper: Did Not Read	Percentage	PP15_
NP_SWE15	Weekend time spent on daily paper: Less than 15 mins	Percentage	PP15_
NP_SWE1529	Weekend time spent on daily paper: 15 to 29 mins	Percentage	PP15_
NP_SWE3044	Weekend time spent on daily paper: 30 to 44 mins	Percentage	PP15_
NP_SWE4559	Weekend time spent on daily paper: 45 to 59 mins	Percentage	PP15_
NP_SWE6090	Weekend time spent on daily paper: 60 to 90 mins	Percentage	PP15_
NP_SWE90_	Weekend time spent on daily paper: More than 90 mins	Percentage	PP15_
Readership Monday-Friday			
NP_DAYMF0	Weekday daily reading: Never	Percentage	PP15_
NP_DAYMF_1	Weekday daily reading: Less than 1 day a week	Percentage	PP15_
NP_DAYMF1	Weekday daily reading: 1 Day	Percentage	PP15_
NP_DAYMF2	Weekday daily reading: 2 days	Percentage	PP15_
NP_DAYMF3	Weekday daily reading: 3 days	Percentage	PP15_
NP_DAYMF4	Weekday daily reading: 4 days	Percentage	PP15_
NP_DAYMF5	Weekday daily reading: 5 days	Percentage	PP15_
Readership Weekend			
NP_DAYSS1	Newspaper SAT-SUN: None	Percentage	PP15_
NP_DAYSS2	Newspaper SAT-SUN: Less than 1 day	Percentage	PP15_
NP_DAYSS3	Newspaper SAT-SUN: 1 day	Percentage	PP15_
NP_DAYSS4	Newspaper SAT-SUN: 2 days	Percentage	PP15_
NP_PAID1	Subscription of any local daily newspaper: No	Percentage	PP15_
NP_PAID2	Subscription of any local daily newspaper: Yes	Percentage	PP15_
Read Local Community Newspaper in Past 7 Days			
NP_7DAYLC	Read local community newspaper past 7 days: Yes	Percentage	PP15_
Frequency Reading the Local Community Newspaper			
NP_LCN	Read local community newspaper: Never	Percentage	PP15_
NP_LCS	Read local community newspaper: Seldom	Percentage	PP15_
NP_LCO	Read local community newspaper: Occasionally	Percentage	PP15_
NP_LCF	Read local community newspaper: Frequently	Percentage	PP15_
Number of Local Community Newspapers Read			
NP_LCNP0	Number of local community newspapers read: 0	Percentage	PP15_
NP_LCNP1	Number of local community newspapers read: 1	Percentage	PP15_
NP_LCNP2	Number of local community newspapers read: 2	Percentage	PP15_
NP_LCNP3	Number of local community newspapers read: 3	Percentage	PP15_
NP_LCNP4	Number of local community newspapers read: 4	Percentage	PP15_

Media Patterns - Newspaper

Variable	Description	Unit	Weight Variable
NP_LCNP5	Number of local community newspapers read: 5	Percentage	PP15_
	NEWSPAPER USAGE PATTERNS		
	Terciles of Usage		
NP_TCILD0	Summary daily newspaper terciles: No Usage	Percentage	PP15_
NP_LTCILD	Summary daily newspaper terciles: Light	Percentage	PP15_
NP_MTCILD	Summary daily newspaper terciles: Medium	Percentage	PP15_
NP_HTCILD	Summary daily newspaper terciles: Heavy	Percentage	PP15_
NP_TCILC0	Summary local community newspaper terciles: No Usage	Percentage	PP15_
NP_LTCILC	Summary local community newspaper terciles: Light	Percentage	PP15_
NP_MTCILC	Summary local community newspaper terciles: Medium	Percentage	PP15_
NP_HTCILC	Summary local community newspaper terciles: Heavy	Percentage	PP15_
	Reading Patterns by Section		
NP_AUTON	Read by section - Automotive: Never	Percentage	PP15_
NP_AUTOS	Read by section - Automotive: Seldom	Percentage	PP15_
NP_AUTOO	Read by section - Automotive: Occasionally	Percentage	PP15_
NP_AUTOF	Read by section - Automotive: Frequently	Percentage	PP15_
NP_BUSIN	Read by section - Business & Financial: Never	Percentage	PP15_
NP_BUSIS	Read by section - Business & Financial: Seldom	Percentage	PP15_
NP_BUSIO	Read by section - Business & Financial: Occasionally	Percentage	PP15_
NP_BUSIF	Read by section - Business & Financial: Frequently	Percentage	PP15_
NP_CL_ADN	Read by section - Classified Ads (Excl. Real Estate): Never	Percentage	PP15_
NP_CL_ADS	Read by section - Classified Ads (Excl. Real Estate): Seldom	Percentage	PP15_
NP_CL_ADO	Read by section - Classified Ads (Excl. Real Estate): Occasionally	Percentage	PP15_
NP_CL_ADF	Read by section - Classified Ads (Excl. Real Estate): Frequently	Percentage	PP15_
NP_HTECHN	Read by section - Computer/High Tech: Never	Percentage	PP15_
NP_HTECHS	Read by section - Computer/High Tech: Seldom	Percentage	PP15_
NP_HTECHO	Read by section - Computer/High Tech: Occasionally	Percentage	PP15_
NP_HTECHF	Read by section - Computer/High Tech: Frequently	Percentage	PP15_
NP_EDITN	Read by section - Editorials: Never	Percentage	PP15_
NP_EDITS	Read by section - Editorials: Seldom	Percentage	PP15_
NP_EDITO	Read by section - Editorials: Occasionally	Percentage	PP15_
NP_EDITF	Read by section - Editorials: Frequently	Percentage	PP15_
NP_FASHN	Read by section - Fashion/lifestyle: Never	Percentage	PP15_
NP_FASHS	Read by section - Fashion/lifestyle: Seldom	Percentage	PP15_
NP_FASHO	Read by section - Fashion/lifestyle: Occasionally	Percentage	PP15_
NP_FASHF	Read by section - Fashion/lifestyle: Frequently	Percentage	PP15_
NP_FOODN	Read by section - Food: Never	Percentage	PP15_
NP_FOODS	Read by section - Food: Seldom	Percentage	PP15_
NP_FOODO	Read by section - Food: Occasionally	Percentage	PP15_
NP_FOODF	Read by section - Food: Frequently	Percentage	PP15_
NP_HEALTHN	Read by section - Health: Never	Percentage	PP15_
NP_HEALTHS	Read by section - Health: Seldom	Percentage	PP15_
NP_HEALTHO	Read by section - Health: Occasionally	Percentage	PP15_
NP_HEALTHF	Read by section - Health: Frequently	Percentage	PP15_

Media Patterns - Newspaper

Variable	Description	Unit	Weight Variable
NP_INEWN	Read by section - International News/World Section: Never	Percentage	PP15_
NP_INEWS	Read by section - International News/World Section: Seldom	Percentage	PP15_
NP_INEWO	Read by section - International News/World Section: Occasionally	Percentage	PP15_
NP_INEWF	Read by section - International News/World Section: Frequently	Percentage	PP15_
NP_LNEWN	Read by section - Local & Regional News: Never	Percentage	PP15_
NP_LNEWS	Read by section - Local & Regional News: Seldom	Percentage	PP15_
NP_LNEWO	Read by section - Local & Regional News: Occasionally	Percentage	PP15_
NP_LNEWF	Read by section - Local & Regional News: Frequently	Percentage	PP15_
NP_MOVIN	Read by section - Movie & Entertainment: Never	Percentage	PP15_
NP_MOVIS	Read by section - Movie & Entertainment: Seldom	Percentage	PP15_
NP_MOVIO	Read by section - Movie & Entertainment: Occasionally	Percentage	PP15_
NP_MOVIF	Read by section - Movie & Entertainment: Frequently	Percentage	PP15_
NP_NNEWN	Read by section - National News: Never	Percentage	PP15_
NP_NNEWS	Read by section - National News: Seldom	Percentage	PP15_
NP_NNEWO	Read by section - National News: Occasionally	Percentage	PP15_
NP_NNEWF	Read by section - National News: Frequently	Percentage	PP15_
NP_HOMEN	Read by section - New Homes Section: Never	Percentage	PP15_
NP_HOMES	Read by section - New Homes Section: Seldom	Percentage	PP15_
NP_HOMEO	Read by section - New Homes Section: Occasionally	Percentage	PP15_
NP_HOMEF	Read by section - New Homes Section: Frequently	Percentage	PP15_
NP_RESTAN	Read by section - Real Estate Listings: Never	Percentage	PP15_
NP_RESTAS	Read by section - Real Estate Listings: Seldom	Percentage	PP15_
NP_RESTAO	Read by section - Real Estate Listings: Occasionally	Percentage	PP15_
NP_RESTAF	Read by section - Real Estate Listings: Frequently	Percentage	PP15_
NP_SPORN	Read by section - Sports: Never	Percentage	PP15_
NP_SPORS	Read by section - Sports: Seldom	Percentage	PP15_
NP_SPORO	Read by section - Sports: Occasionally	Percentage	PP15_
NP_SPORF	Read by section - Sports: Frequently	Percentage	PP15_
NP_TRAVN	Read by section - Travel: Never	Percentage	PP15_
NP_TRAVS	Read by section - Travel: Seldom	Percentage	PP15_
NP_TRAVO	Read by section - Travel: Occasionally	Percentage	PP15_
NP_TRAVF	Read by section - Travel: Frequently	Percentage	PP15_
NP_ADSN	Read by section - Advertisement: Never	Percentage	PP15_
NP_ADSS	Read by section - Advertisement: Seldom	Percentage	PP15_
NP_ADSD	Read by section - Advertisement: Occasionally	Percentage	PP15_
NP_ADSF	Read by section - Advertisement: Frequently	Percentage	PP15_
	Method of Reading		
NP_READ1	I read most or all pages/sections	Percentage	PP15_
NP_READ2	I read selected pages/sections only	Percentage	PP15_
NP_READ3	I read selected pages/sections and skim through the rest of the paper quickly	Percentage	PP15_
NP_READ4	I look through the whole paper casually	Percentage	PP15_

Media Patterns - Radio

Variable	Description	Unit	Weight Variable
	GEOGRAPHY		
POSTCODE	6-Digit Postal Code	Character	
	WEIGHT		
PP15_	Population of age 15 and up	Count	
	RADIO USAGE		
	Radio Total Market Tuning Summary: Terciles		
RD_TCIL1	Radio Total Market: Light	Percentage	PP15_
RD_TCIL2	Radio Total Market: Medium	Percentage	PP15_
RD_TCIL3	Radio Total Market: Heavy	Percentage	PP15_
	Radio Listening Summary		
RD_YDAY	Radio listening yesterday: Yes	Percentage	PP15_
RD_WD0	Radio listening weekday: Never	Percentage	PP15_
RD_WDAY1_	Radio listening weekday: Less than 1 day a week	Percentage	PP15_
RD_WDAY1	Radio listening weekday: 1 day	Percentage	PP15_
RD_WDAY2	Radio listening weekday: 2 days	Percentage	PP15_
RD_WDAY3	Radio listening weekday: 3 days	Percentage	PP15_
RD_WDAY4	Radio listening weekday: 4 days	Percentage	PP15_
RD_WDAY5	Radio listening weekday: 5 days	Percentage	PP15_
RD_WEND0	Radio listening weekend: Never	Percentage	PP15_
RD_WEND1_	Radio listening weekend: Less than 1 day	Percentage	PP15_
RD_WEND1	Radio listening weekend: 1 day	Percentage	PP15_
RD_WEND2	Radio listening weekend: 2 days	Percentage	PP15_
	Program Types Used Regularly		
RD_PCP	Use radio regularly: Comedy programs	Percentage	PP15_
RD_PCI	Use radio regularly: Community information	Percentage	PP15_
RD_PCO	Use radio regularly: Contests	Percentage	PP15_
RD_PETHNC	Use radio regularly: Ethnic programs	Percentage	PP15_
RD_PSH	Use radio regularly: General interest talk/phone in shows	Percentage	PP15_
RD_PMU	Use radio regularly: Music	Percentage	PP15_
RD_PNE	Use radio regularly: News	Percentage	PP15_
RD_PRG	Use radio regularly: Religious programs	Percentage	PP15_
RD_PSM	Use radio regularly: Special music programs	Percentage	PP15_
RD_PSP	Use radio regularly: Sports (play-by-play)	Percentage	PP15_
RD_PSR	Use radio regularly: Sports reports	Percentage	PP15_
RD_PST	Use radio regularly: Sports talk/phone in shows	Percentage	PP15_
RD_PTR	Use radio regularly: Traffic reports	Percentage	PP15_
RD_PWE	Use radio regularly: Weather	Percentage	PP15_
	Summary: Radio Total Market Weekly Tuning		
RD_HR0	Weekly tuning: Not Listen	Percentage	PP15_
RD_HR_7	Weekly tuning: Less Than 7 Hours	Percentage	PP15_
RD_HR714	Weekly tuning: 7 To 14 Hours	Percentage	PP15_
RD_HR1421	Weekly tuning: 14 To 21 Hours	Percentage	PP15_
RD_HR2128	Weekly tuning: 21 To 28 Hours	Percentage	PP15_
RD_HR2835	Weekly tuning: 28 To 35 Hours	Percentage	PP15_

Media Patterns - Radio

Variable	Description	Unit	Weight Variable
RD_HR3542	Weekly tuning: 35 To 42 Hours	Percentage	PP15_
RD_HR4249	Weekly tuning: 42 To 49 Hours	Percentage	PP15_
RD_HR49_	Weekly tuning: More Than 49 Hours	Percentage	PP15_
	Radio Usage Patterns		
RD_MON	Daily reach - Monday	Percentage	PP15_
RD_TUE	Daily reach - Tuesday	Percentage	PP15_
RD_WED	Daily reach - Wednesday	Percentage	PP15_
RD_THU	Daily reach - Thursday	Percentage	PP15_
RD_FRI	Daily reach - Friday	Percentage	PP15_
RD_SAT	Daily reach - Saturday	Percentage	PP15_
RD_SUN	Daily reach - Sunday	Percentage	PP15_
RD_MS51A	Reach: Day Mon-Sun 5A -1A	Percentage	PP15_
RD_MF610A	Reach: Breakfast Mon-Fri 6A -10A	Percentage	PP15_
RD_MF10A3P	Reach: Day Mon-Fri 10A -3P	Percentage	PP15_
RD_MF37P	Reach: Drive Mon-Fri 3P -7P	Percentage	PP15_
RD_MF7P0A	Reach: Evening Mon-Fri 7P -MDNT	Percentage	PP15_
RD_SAT7A7P	Reach: Saturday Sat 7A -7P	Percentage	PP15_
RD_SUN7A7P	Reach: Sunday Sun 7A -7P	Percentage	PP15_
RD_MF51A	Reach: MON-FRI 5A -1A	Percentage	PP15_
RD_SS51A	Reach: SAT-SUN 5A -1A	Percentage	PP15_
RD_MF7A7P	Reach: MON-FRI 7A -7P	Percentage	PP15_
RD_MF61AN	Qtr Hours tuned: Breakfast Mon-Fri 6A -10A: None	Percentage	PP15_
RD_MF61A5	Qtr Hours tuned: Breakfast Mon-Fri 6A -10A: 5 Qtr	Percentage	PP15_
RD_MF61A15	Qtr Hours tuned: Breakfast Mon-Fri 6A -10A: 15 Qtr	Percentage	PP15_
RD_MF61A30	Qtr Hours tuned: Breakfast Mon-Fri 6A -10A: 30 Qtr	Percentage	PP15_
RD_MF61A50	Qtr Hours tuned: Breakfast Mon-Fri 6A -10A: 50 Qtr	Percentage	PP15_
RD_MF61A51	Qtr Hours tuned: Breakfast Mon-Fri 6A -10A: 50+ Qtr	Percentage	PP15_
RD_MF13PN	Qtr Hours tuned: Day Mon-Fri 10A -3P: None	Percentage	PP15_
RD_MF13P5	Qtr Hours tuned: Day Mon-Fri 10A -3P: 5 Qtr	Percentage	PP15_
RD_MF13P15	Qtr Hours tuned: Day Mon-Fri 10A -3P: 15 Qtr	Percentage	PP15_
RD_MF13P30	Qtr Hours tuned: Day Mon-Fri 10A -3P: 30 Qtr	Percentage	PP15_
RD_MF13P50	Qtr Hours tuned: Day Mon-Fri 10A -3P: 50 Qtr	Percentage	PP15_
RD_MF13P51	Qtr Hours tuned: Day Mon-Fri 10A -3P: 50+ Qtr	Percentage	PP15_
RD_MF37PN	Qtr Hours tuned: Drive Mon-Fri 3P -7P: None	Percentage	PP15_
RD_MF37P5	Qtr Hours tuned: Drive Mon-Fri 3P -7P: 5 Qtr	Percentage	PP15_
RD_MF37P15	Qtr Hours tuned: Drive Mon-Fri 3P -7P: 15 Qtr	Percentage	PP15_
RD_MF37P30	Qtr Hours tuned: Drive Mon-Fri 3P -7P: 30 Qtr	Percentage	PP15_
RD_MF37P50	Qtr Hours tuned: Drive Mon-Fri 3P -7P: 50 Qtr	Percentage	PP15_
RD_MF37P51	Qtr Hours tuned: Drive Mon-Fri 3P -7P: 50+ Qtr	Percentage	PP15_
RD_MF70AN	Qtr Hours tuned: Evening Mon-Fri 7P -MDNT: None	Percentage	PP15_
RD_MF70A5	Qtr Hours tuned: Evening Mon-Fri 7P -MDNT: 5 Qtr	Percentage	PP15_
RD_MF70A15	Qtr Hours tuned: Evening Mon-Fri 7P -MDNT: 15 Qtr	Percentage	PP15_
RD_MF70A30	Qtr Hours tuned: Evening Mon-Fri 7P -MDNT: 30 Qtr	Percentage	PP15_
RD_MF70A50	Qtr Hours tuned: Evening Mon-Fri 7P -MDNT: 50 Qtr	Percentage	PP15_

Media Patterns - Radio

Variable	Description	Unit	Weight Variable
RD_MF70A51	Qtr Hours tuned: Evening Mon-Fri 7P -MDNT: 50+ Qtr	Percentage	PP15_
RD_SA77PN	Qtr Hours tuned: Saturday Sat 7A -7P: None	Percentage	PP15_
RD_SA77P5	Qtr Hours tuned: Saturday Sat 7A -7P: 5 Qtr	Percentage	PP15_
RD_SA77P15	Qtr Hours tuned: Saturday Sat 7A -7P: 15 Qtr	Percentage	PP15_
RD_SA77P30	Qtr Hours tuned: Saturday Sat 7A -7P: 30 Qtr	Percentage	PP15_
RD_SA77P50	Qtr Hours tuned: Saturday Sat 7A -7P: 50 Qtr	Percentage	PP15_
RD_SU77PN	Qtr Hours tuned: Sunday Sun 7A -7P: None	Percentage	PP15_
RD_SU77P5	Qtr Hours tuned: Sunday Sun 7A -7P: 5 Qtr	Percentage	PP15_
RD_SU77P15	Qtr Hours tuned: Sunday Sun 7A -7P: 15 Qtr	Percentage	PP15_
RD_SU77P30	Qtr Hours tuned: Sunday Sun 7A -7P: 30 Qtr	Percentage	PP15_
RD_SU77P50	Qtr Hours tuned: Sunday Sun 7A -7P: 50 Qtr	Percentage	PP15_
	Radio Reach by Location		
RD_HOME	Radio reach: Home	Percentage	PP15_
RD_VEH	Radio reach: Vehicle	Percentage	PP15_
RD_WORK	Radio reach: Work	Percentage	PP15_
RD_OTHER	Radio reach: Other	Percentage	PP15_
	RADIO LISTENERSHIP		
	Listenership by Program		
RD_AAA	Radio Program: Adult Album Alternative (AAA)	Percentage	PP15_
RD_ADC	Radio Program: Adult Contemporary	Percentage	PP15_
RD_MSTRK	Radio Program: AOR/Mainstream Rock	Percentage	PP15_
RD_ALNEWS	Radio Program: All News	Percentage	PP15_
RD_ADST	Radio Program: Adult Standards	Percentage	PP15_
RD_CCNTRY	Radio Program: Classic Country	Percentage	PP15_
RD_CLASS	Radio Program: Classical/Fine Arts	Percentage	PP15_
RD_MSTM	Radio Program: Mainstream Top 40/CHR	Percentage	PP15_
RD_CLAHIT	Radio Program: Classic Hits	Percentage	PP15_
RD_CMDY	Radio Program: Comedy	Percentage	PP15_
RD_CLARK	Radio Program: Classic Rock	Percentage	PP15_
RD_ETHNIC	Radio Program: Ethnic/Multi-cultural	Percentage	PP15_
RD_OLDIE	Radio Program: Oldies	Percentage	PP15_
RD_HADC	Radio Program: Hot Adult Contemporary	Percentage	PP15_
RD_JAZZ	Radio Program: Jazz	Percentage	PP15_
RD_MDRK	Radio Program: Modern/Alternative Rock	Percentage	PP15_
RD_MULTI	Radio Program: Multi/Variety/Specialty	Percentage	PP15_
RD_NOTC	Radio Program: Not Classified	Percentage	PP15_
RD_NEWS	Radio Program: News/Talk	Percentage	PP15_
RD_RELIG	Radio Program: Religion	Percentage	PP15_
RD_SPORT	Radio Program: Sports	Percentage	PP15_
RD_TCNTRY	Radio Program: Today's Country	Percentage	PP15_
RD_URBAN	Radio Program: Urban	Percentage	PP15_
	Terciles of Usage		
RD_LAAA	Radio Program: Adult Album Alternative (AAA) - Light	Percentage	PP15_
RD_MAAA	Radio Program: Adult Album Alternative (AAA) - Medium	Percentage	PP15_

Media Patterns - Radio

Variable	Description	Unit	Weight Variable
RD_HAAA	Radio Program: Adult Album Alternative (AAA) - Heavy	Percentage	PP15_
RD_LTADC	Radio Program: Adult Contemporary - Light	Percentage	PP15_
RD_MTADC	Radio Program: Adult Contemporary - Medium	Percentage	PP15_
RD_HTADC	Radio Program: Adult Contemporary - Heavy	Percentage	PP15_
RD_LMSTRK	Radio Program: AOR/Mainstream Rock - Light	Percentage	PP15_
RD_MMSTRK	Radio Program: AOR/Mainstream Rock - Medium	Percentage	PP15_
RD_HMSTRK	Radio Program: AOR/Mainstream Rock - Heavy	Percentage	PP15_
RD_LALNEWS	Radio Program: All News - Light	Percentage	PP15_
RD_MALNEWS	Radio Program: All News - Medium	Percentage	PP15_
RD_HALNEWS	Radio Program: All News - Heavy	Percentage	PP15_
RD_LADST	Radio Program: Adult Standards - Light	Percentage	PP15_
RD_MADST	Radio Program: Adult Standards - Medium	Percentage	PP15_
RD_HADST	Radio Program: Adult Standards - Heavy	Percentage	PP15_
RD_LCCNTRY	Radio Program: Classic Country - Light	Percentage	PP15_
RD_MCCNTRY	Radio Program: Classic Country - Medium	Percentage	PP15_
RD_HCCNTRY	Radio Program: Classic Country - Heavy	Percentage	PP15_
RD_LCLASS	Radio Program: Classical/Fine Arts - Light	Percentage	PP15_
RD_MCLASS	Radio Program: Classical/Fine Arts - Medium	Percentage	PP15_
RD_HCLASS	Radio Program: Classical/Fine Arts - Heavy	Percentage	PP15_
RD_LMSTM	Radio Program: Mainstream Top 40/CHR - Light	Percentage	PP15_
RD_MMSTM	Radio Program: Mainstream Top 40/CHR - Medium	Percentage	PP15_
RD_HMSTM	Radio Program: Mainstream Top 40/CHR - Heavy	Percentage	PP15_
RD_LCLAHIT	Radio Program: Classic Hits - Light	Percentage	PP15_
RD_MCLAHIT	Radio Program: Classic Hits - Medium	Percentage	PP15_
RD_HCLAHIT	Radio Program: Classic Hits - Heavy	Percentage	PP15_
RD_LCMDY	Radio Program: Comedy - Light	Percentage	PP15_
RD_MCMDY	Radio Program: Comedy - Medium	Percentage	PP15_
RD_HCMDY	Radio Program: Comedy - Heavy	Percentage	PP15_
RD_LCLARK	Radio Program: Classic Rock - Light	Percentage	PP15_
RD_MCLARK	Radio Program: Classic Rock - Medium	Percentage	PP15_
RD_HCLARK	Radio Program: Classic Rock - Heavy	Percentage	PP15_
RD_LETHNIC	Radio Program: Ethnic/Multi-cultural - Light	Percentage	PP15_
RD_METHNIC	Radio Program: Ethnic/Multi-cultural - Medium	Percentage	PP15_
RD_HETHNIC	Radio Program: Ethnic/Multi-cultural - Heavy	Percentage	PP15_
RD_LOLDIE	Radio Program: Oldies - Light	Percentage	PP15_
RD_MOLDIE	Radio Program: Oldies - Medium	Percentage	PP15_
RD_HOLDIE	Radio Program: Oldies - Heavy	Percentage	PP15_
RD_LHADC	Radio Program: Hot Adult Contemporary - Light	Percentage	PP15_
RD_MHADC	Radio Program: Hot Adult Contemporary - Medium	Percentage	PP15_
RD_HHADC	Radio Program: Hot Adult Contemporary - Heavy	Percentage	PP15_
RD_LJAZZ	Radio Program: Jazz - Light	Percentage	PP15_
RD_MJAZZ	Radio Program: Jazz - Medium	Percentage	PP15_
RD_HJAZZ	Radio Program: Jazz - Heavy	Percentage	PP15_
RD_LMDRK	Radio Program: Modern/Alternative Rock - Light	Percentage	PP15_

Media Patterns - Radio

Variable	Description	Unit	Weight Variable
RD_MMDRK	Radio Program: Modern/Alternative Rock - Medium	Percentage	PP15_
RD_HMDRK	Radio Program: Modern/Alternative Rock - Heavy	Percentage	PP15_
RD_LMULTI	Radio Program: Multi/Variety/Specialty - Light	Percentage	PP15_
RD_MMULTI	Radio Program: Multi/Variety/Specialty - Medium	Percentage	PP15_
RD_HMULTI	Radio Program: Multi/Variety/Specialty - Heavy	Percentage	PP15_
RD_LNOTC	Radio Program: Not Classified - Light	Percentage	PP15_
RD_MNOTC	Radio Program: Not Classified - Medium	Percentage	PP15_
RD_HNOTC	Radio Program: Not Classified - Heavy	Percentage	PP15_
RD_LNEWS	Radio Program: News/Talk - Light	Percentage	PP15_
RD_MNEWS	Radio Program: News/Talk - Medium	Percentage	PP15_
RD_HNEWS	Radio Program: News/Talk - Heavy	Percentage	PP15_
RD_LRELIG	Radio Program: Religion - Light	Percentage	PP15_
RD_MRELIG	Radio Program: Religion - Medium	Percentage	PP15_
RD_HRELIG	Radio Program: Religion - Heavy	Percentage	PP15_
RD_LSPORT	Radio Program: Sports - Light	Percentage	PP15_
RD_MSPORT	Radio Program: Sports - Medium	Percentage	PP15_
RD_HSPORT	Radio Program: Sports - Heavy	Percentage	PP15_
RD_LTCNTRY	Radio Program: Today's Country - Light	Percentage	PP15_
RD_MTCNTRY	Radio Program: Today's Country - Medium	Percentage	PP15_
RD_HTCNTRY	Radio Program: Today's Country - Heavy	Percentage	PP15_
RD_LURBAN	Radio Program: Urban - Light	Percentage	PP15_
RD_MURBAN	Radio Program: Urban - Medium	Percentage	PP15_
RD_HURBAN	Radio Program: Urban - Heavy	Percentage	PP15_
	Importance of the Following Radio Attributes		
RD_ATRFC1	Traffic reports at rush hours: Extremely important	Percentage	PP15_
RD_ATRFC2	Traffic reports at rush hours: Very important	Percentage	PP15_
RD_AWEATH1	Weather reports: Extremely important	Percentage	PP15_
RD_AWEATH2	Weather reports: Very important	Percentage	PP15_
RD_AHEADL1	Headline news: Extremely important	Percentage	PP15_
RD_AHEADL2	Headline news: Very important	Percentage	PP15_
RD_ASPTNS1	Sports news: Extremely important	Percentage	PP15_
RD_ASPTNS2	Sports news: Very important	Percentage	PP15_
RD_AMUSNS1	Music news: Extremely important	Percentage	PP15_
RD_AMUSNS2	Music news: Very important	Percentage	PP15_
RD_ALOCNS1	Local news/events: Extremely important	Percentage	PP15_
RD_ALOCNS2	Local news/events: Very important	Percentage	PP15_
RD_AENTNS1	Entertainment news/celebrity gossip: Extremely important	Percentage	PP15_
RD_AENTNS2	Entertainment news/celebrity gossip: Very important	Percentage	PP15_
RD_APRDAD1	Info about products and services likely to buy: Extremely important	Percentage	PP15_
RD_APRDAD2	Info about products and services likely to buy: Very important	Percentage	PP15_
RD_ASALES1	Info about sales at local stores: Extremely important	Percentage	PP15_
RD_ASALES2	Info about sales at local stores: Very important	Percentage	PP15_
RD_AKILLT1	Making time in the car more enjoyable: Extremely important	Percentage	PP15_
RD_AKILLT2	Making time in the car more enjoyable: Very important	Percentage	PP15_

Media Patterns - Radio

Variable	Description	Unit	Weight Variable
RD_ADAYWK1	Being part of my day at work: Extremely important	Percentage	PP15_
RD_ADAYWK2	Being part of my day at work: Very important	Percentage	PP15_
RD_ADAYHM1	Being part of my day at home: Extremely important	Percentage	PP15_
RD_ADAYHM2	Being part of my day at home: Very important	Percentage	PP15_
RD_AINFMD1	Keeping informed: Extremely important	Percentage	PP15_
RD_AINFMD2	Keeping informed: Very important	Percentage	PP15_
RD_ADLIFE1	Being part of daily life: Extremely important	Percentage	PP15_
RD_ADLIFE2	Being part of daily life: Very important	Percentage	PP15_
RD_ANHITS1	Hearing the latest hits: Extremely important	Percentage	PP15_
RD_ANHITS2	Hearing the latest hits: Very important	Percentage	PP15_
RD_ANMUSC1	Discovering new music/songs/artists: Extremely important	Percentage	PP15_
RD_ANMUSC2	Discovering new music/songs/artists: Very important	Percentage	PP15_
RD_AFORUM1	Discussion forum on news and public affairs: Extremely important	Percentage	PP15_
RD_AFORUM2	Discussion forum on news and public affairs: Very important	Percentage	PP15_
RD_ACONT1	Possibility to enter contests and win prizes: Extremely important	Percentage	PP15_
RD_ACONT2	Possibility to enter contests and win prizes: Very important	Percentage	PP15_
	How Often Listen to the Radio While		
RD_LWORKS	Listen to radio while At work/school: Seldom	Percentage	PP15_
RD_LWORKO	Listen to radio while At work/school: Occasionally	Percentage	PP15_
RD_LWORKF	Listen to radio while At work/school: Frequently	Percentage	PP15_
RD_LHWORKS	Listen to radio while Doing house/yard work: Seldom	Percentage	PP15_
RD_LHWORKO	Listen to radio while Doing house/yard work: Occasionally	Percentage	PP15_
RD_LHWORKF	Listen to radio while Doing house/yard work: Frequently	Percentage	PP15_
RD_LEXERCS	Listen to radio while Exercising/working out: Seldom	Percentage	PP15_
RD_LEXERCO	Listen to radio while Exercising/working out: Occasionally	Percentage	PP15_
RD_LEXERCF	Listen to radio while Exercising/working out: Frequently	Percentage	PP15_
RD_LREADYO	Listen to radio while Getting ready for school/work: Seldom	Percentage	PP15_
RD_LREADYO	Listen to radio while Getting ready for school/work: Occasionally	Percentage	PP15_
RD_LREADYF	Listen to radio while Getting ready for school/work: Frequently	Percentage	PP15_
RD_LRELAXS	Listen to radio while Relaxing at home: Seldom	Percentage	PP15_
RD_LRELAXO	Listen to radio while Relaxing at home: Occasionally	Percentage	PP15_
RD_LRELAXF	Listen to radio while Relaxing at home: Frequently	Percentage	PP15_
RD_LWAYWKS	Listen to radio while Travelling to/from work/school: Seldom	Percentage	PP15_
RD_LWAYWKO	Listen to radio while Travelling to/from work/school: Occasionally	Percentage	PP15_
RD_LWAYWKF	Listen to radio while Travelling to/from work/school: Frequently	Percentage	PP15_
RD_LWAYSXS	Listen to radio while Travelling to shopping: Seldom	Percentage	PP15_
RD_LWAYSXS	Listen to radio while Travelling to shopping: Occasionally	Percentage	PP15_
RD_LWAYSXF	Listen to radio while Travelling to shopping: Frequently	Percentage	PP15_
RD_LALARMS	Listen to radio at Waking up/radio alarm: Seldom	Percentage	PP15_
RD_LALARMO	Listen to radio at Waking up/radio alarm: Occasionally	Percentage	PP15_
RD_LALARMF	Listen to radio at Waking up/radio alarm: Frequently	Percentage	PP15_

Media Patterns - Television

Variable	Description	Unit	Weight Variable
	GEOGRAPHY		
POSTCODE	6-Digit Postal Code	Character	
	WEIGHT		
PP15_	Population of age 15 and up	Count	
	TELEVISION: USAGE PATTERNS		
	TV Watching Summary		
TV_YDAY	TV watching yesterday: Yes	Percentage	PP15_
TV_WD0	TV watching weekday: Never	Percentage	PP15_
TV_WDAY1_	TV watching weekday: Less than 1 day a week	Percentage	PP15_
TV_WDAY1	TV watching weekday: 1 day	Percentage	PP15_
TV_WDAY2	TV watching weekday: 2 days	Percentage	PP15_
TV_WDAY3	TV watching weekday: 3 days	Percentage	PP15_
TV_WDAY4	TV watching weekday: 4 days	Percentage	PP15_
TV_WDAY5	TV watching weekday: 5 days	Percentage	PP15_
TV_WEND0	TV watching weekend: Never	Percentage	PP15_
TV_WEND1_	TV watching weekend: Less than 1 day	Percentage	PP15_
TV_WEND1	TV watching weekend: 1 day	Percentage	PP15_
TV_WEND2	TV watching weekend: 2 days	Percentage	PP15_
	Summary Time Spent on Watching TV Weekday		
TV_HRMF0	Watching TV weekday: Did Not Watch	Percentage	PP15_
TV_HRMF_1	Watching TV weekday: Less than 1 hour	Percentage	PP15_
TV_HRMF12	Watching TV weekday: 1 to 2 hrs	Percentage	PP15_
TV_HRMF34	Watching TV weekday: 2 to 4 hrs	Percentage	PP15_
TV_HRMF56	Watching TV weekday: 4 to 6 hrs	Percentage	PP15_
TV_HRMF78	Watching TV weekday: 6 to 8 hrs	Percentage	PP15_
TV_HRMF8_	Watching TV weekday: More than 8 hrs	Percentage	PP15_
	Summary Time Spent on Watching TV Saturday		
TV_HRSA0	Watching TV Saturday: Did Not Watch	Percentage	PP15_
TV_HRSA_1	Watching TV Saturday: Less than 1 hour	Percentage	PP15_
TV_HRSA12	Watching TV Saturday: 1 to 2 hrs	Percentage	PP15_
TV_HRSA34	Watching TV Saturday: 2 to 4 hrs	Percentage	PP15_
TV_HRSA56	Watching TV Saturday: 4 to 6 hrs	Percentage	PP15_
TV_HRSA78	Watching TV Saturday: 6 to 8 hrs	Percentage	PP15_
TV_HRSA8_	Watching TV Saturday: More than 8 hrs	Percentage	PP15_
	Summary Time Spent on Watching TV Sunday		
TV_HRSU0	Watching TV Sunday: Did Not Watch	Percentage	PP15_
TV_HRSU_1	Watching TV Sunday: Less than 1 hour	Percentage	PP15_
TV_HRSU12	Watching TV Sunday: 1 to 2 hrs	Percentage	PP15_
TV_HRSU34	Watching TV Sunday: 2 to 4 hrs	Percentage	PP15_
TV_HRSU56	Watching TV Sunday: 4 to 6 hrs	Percentage	PP15_
TV_HRSU78	Watching TV Sunday: 6 to 8 hrs	Percentage	PP15_
TV_HRSU8_	Watching TV Sunday: More than 8 hrs	Percentage	PP15_
	Terciles of Viewing		
TV_TCIL0	TV viewing: No Usage	Percentage	PP15_
TV_LTCIL	TV viewing: Light	Percentage	PP15_

Media Patterns - Television

Variable	Description	Unit	Weight Variable
TV_MTCIL	TV viewing: Medium	Percentage	PP15_
TV_HTCIL	TV viewing: Heavy	Percentage	PP15_
	Time Spent on Watching TV		
TV_MF69AN	Watching TV weekdays 6Am - 9Am: None	Percentage	PP15_
TV_MF69A3	Watching TV weekdays 6Am - 9Am: 30 Min	Percentage	PP15_
TV_MF69A6	Watching TV weekdays 6Am - 9Am: 60 Min	Percentage	PP15_
TV_MF69A12	Watching TV weekdays 6Am - 9Am: 120 Min	Percentage	PP15_
TV_MF69A18	Watching TV weekdays 6Am - 9Am: 180 Min	Percentage	PP15_
TV_MF90PN	Watching TV weekdays 9Am - Noon: None	Percentage	PP15_
TV_MF90P3	Watching TV weekdays 9Am - Noon: 30 Min	Percentage	PP15_
TV_MF90P6	Watching TV weekdays 9Am - Noon: 60 Min	Percentage	PP15_
TV_MF90P12	Watching TV weekdays 9Am - Noon: 120 Min	Percentage	PP15_
TV_MF90P18	Watching TV weekdays 9Am - Noon: 180 Min	Percentage	PP15_
TV_MF05PN	Watching TV weekdays Noon - 5Pm: None	Percentage	PP15_
TV_MF05P3	Watching TV weekdays Noon - 5Pm: 30 Min	Percentage	PP15_
TV_MF05P6	Watching TV weekdays Noon - 5Pm: 60 Min	Percentage	PP15_
TV_MF05P12	Watching TV weekdays Noon - 5Pm: 120 Min	Percentage	PP15_
TV_MF05P18	Watching TV weekdays Noon - 5Pm: 180 Min	Percentage	PP15_
TV_MF05P19	Watching TV weekdays Noon - 5Pm: 180+ Min	Percentage	PP15_
TV_MF57PN	Watching TV weekdays 5Pm - 7Pm: None	Percentage	PP15_
TV_MF57P3	Watching TV weekdays 5Pm - 7Pm: 30 Min	Percentage	PP15_
TV_MF57P6	Watching TV weekdays 5Pm - 7Pm: 60 Min	Percentage	PP15_
TV_MF57P12	Watching TV weekdays 5Pm - 7Pm: 120 Min	Percentage	PP15_
TV_MF71PN	Watching TV weekdays 7Pm - 11Pm: None	Percentage	PP15_
TV_MF71P3	Watching TV weekdays 7Pm - 11Pm: 30 Min	Percentage	PP15_
TV_MF71P6	Watching TV weekdays 7Pm - 11Pm: 60 Min	Percentage	PP15_
TV_MF71P12	Watching TV weekdays 7Pm - 11Pm: 120 Min	Percentage	PP15_
TV_MF71P18	Watching TV weekdays 7Pm - 11Pm: 180 Min	Percentage	PP15_
TV_MF71P19	Watching TV weekdays 7Pm - 11Pm: 180+ Min	Percentage	PP15_
TV_MF12AN	Watching TV weekdays 11Pm - 2Am: None	Percentage	PP15_
TV_MF12A3	Watching TV weekdays 11Pm - 2Am: 30 Min	Percentage	PP15_
TV_MF12A6	Watching TV weekdays 11Pm - 2Am: 60 Min	Percentage	PP15_
TV_MF12A12	Watching TV weekdays 11Pm - 2Am: 120 Min	Percentage	PP15_
TV_MF12A18	Watching TV weekdays 11Pm - 2Am: 180 Min	Percentage	PP15_
TV_MF26AN	Watching TV weekdays 2Am - 6Am: None	Percentage	PP15_
TV_MF26A3	Watching TV weekdays 2Am - 6Am: 30 Min	Percentage	PP15_
TV_MF26A6	Watching TV weekdays 2Am - 6Am: 60 Min	Percentage	PP15_
TV_MF26A12	Watching TV weekdays 2Am - 6Am: 120 Min	Percentage	PP15_
TV_MF26A18	Watching TV weekdays 2Am - 6Am: 180 Min	Percentage	PP15_
TV_MF26A19	Watching TV weekdays 2Am - 6Am: 180+ Min	Percentage	PP15_
TV_SA60PN	Watching TV Saturday 6Am - Noon: None	Percentage	PP15_
TV_SA60P3	Watching TV Saturday 6Am - Noon: 30 Min	Percentage	PP15_
TV_SA60P6	Watching TV Saturday 6Am - Noon: 60 Min	Percentage	PP15_
TV_SA60P12	Watching TV Saturday 6Am - Noon: 120 Min	Percentage	PP15_
TV_SA60P18	Watching TV Saturday 6Am - Noon: 180 Min	Percentage	PP15_

Media Patterns - Television

Variable	Description	Unit	Weight Variable
TV_SA60P19	Watching TV Saturday 6Am - Noon: 180+ Min	Percentage	PP15_
TV_SA07PN	Watching TV Saturday Noon - 7Pm: None	Percentage	PP15_
TV_SA07P3	Watching TV Saturday Noon - 7Pm: 30 Min	Percentage	PP15_
TV_SA07P6	Watching TV Saturday Noon - 7Pm: 60 Min	Percentage	PP15_
TV_SA07P12	Watching TV Saturday Noon - 7Pm: 120 Min	Percentage	PP15_
TV_SA07P18	Watching TV Saturday Noon - 7Pm: 180 Min	Percentage	PP15_
TV_SA07P19	Watching TV Saturday Noon - 7Pm: 180+ Min	Percentage	PP15_
TV_SA71PN	Watching TV Saturday 7Pm - 11Pm: None	Percentage	PP15_
TV_SA71P3	Watching TV Saturday 7Pm - 11Pm: 30 Min	Percentage	PP15_
TV_SA71P6	Watching TV Saturday 7Pm - 11Pm: 60 Min	Percentage	PP15_
TV_SA71P12	Watching TV Saturday 7Pm - 11Pm: 120 Min	Percentage	PP15_
TV_SA71P18	Watching TV Saturday 7Pm - 11Pm: 180 Min	Percentage	PP15_
TV_SA71P19	Watching TV Saturday 7Pm - 11Pm: 180+ Min	Percentage	PP15_
TV_SA12AN	Watching TV Saturday 11Pm - 2Am: None	Percentage	PP15_
TV_SA12A3	Watching TV Saturday 11Pm - 2Am: 30 Min	Percentage	PP15_
TV_SA12A6	Watching TV Saturday 11Pm - 2Am: 60 Min	Percentage	PP15_
TV_SA12A12	Watching TV Saturday 11Pm - 2Am: 120 Min	Percentage	PP15_
TV_SA12A18	Watching TV Saturday 11Pm - 2Am: 180 Min	Percentage	PP15_
TV_SA26AN	Watching TV Saturday 2Am - 6Am: None	Percentage	PP15_
TV_SA26A3	Watching TV Saturday 2Am - 6Am: 30 Min	Percentage	PP15_
TV_SA26A6	Watching TV Saturday 2Am - 6Am: 60 Min	Percentage	PP15_
TV_SA26A12	Watching TV Saturday 2Am - 6Am: 120 Min	Percentage	PP15_
TV_SA26A18	Watching TV Saturday 2Am - 6Am: 180 Min	Percentage	PP15_
TV_SA26A19	Watching TV Saturday 2Am - 6Am: 180+ Min	Percentage	PP15_
TV_SU60PN	Watching TV Sunday 6Am - Noon: None	Percentage	PP15_
TV_SU60P3	Watching TV Sunday 6Am - Noon: 30 Min	Percentage	PP15_
TV_SU60P6	Watching TV Sunday 6Am - Noon: 60 Min	Percentage	PP15_
TV_SU60P12	Watching TV Sunday 6Am - Noon: 120 Min	Percentage	PP15_
TV_SU60P18	Watching TV Sunday 6Am - Noon: 180 Min	Percentage	PP15_
TV_SU60P19	Watching TV Sunday 6Am - Noon: 180+ Min	Percentage	PP15_
TV_SU07PN	Watching TV Sunday Noon - 7Pm: None	Percentage	PP15_
TV_SU07P3	Watching TV Sunday Noon - 7Pm: 30 Min	Percentage	PP15_
TV_SU07P6	Watching TV Sunday Noon - 7Pm: 60 Min	Percentage	PP15_
TV_SU07P12	Watching TV Sunday Noon - 7Pm: 120 Min	Percentage	PP15_
TV_SU07P18	Watching TV Sunday Noon - 7Pm: 180 Min	Percentage	PP15_
TV_SU07P19	Watching TV Sunday Noon - 7Pm: 180+ Min	Percentage	PP15_
TV_SU71PN	Watching TV Sunday 7Pm - 11Pm: None	Percentage	PP15_
TV_SU71P3	Watching TV Sunday 7Pm - 11Pm: 30 Min	Percentage	PP15_
TV_SU71P6	Watching TV Sunday 7Pm - 11Pm: 60 Min	Percentage	PP15_
TV_SU71P12	Watching TV Sunday 7Pm - 11Pm: 120 Min	Percentage	PP15_
TV_SU71P18	Watching TV Sunday 7Pm - 11Pm: 180 Min	Percentage	PP15_
TV_SU71P19	Watching TV Sunday 7Pm - 11Pm: 180+ Min	Percentage	PP15_
TV_SU12AN	Watching TV Sunday 11Pm - 2Am: None	Percentage	PP15_
TV_SU12A3	Watching TV Sunday 11Pm - 2Am: 30 Min	Percentage	PP15_
TV_SU12A6	Watching TV Sunday 11Pm - 2Am: 60 Min	Percentage	PP15_

Media Patterns - Television

Variable	Description	Unit	Weight Variable
TV_SU12A12	Watching TV Sunday 11Pm - 2Am: 120 Min	Percentage	PP15_
TV_SU12A18	Watching TV Sunday 11Pm - 2Am: 180 Min	Percentage	PP15_
TV_SU26AN	Watching TV Sunday 2Am - 6Am: None	Percentage	PP15_
TV_SU26A3	Watching TV Sunday 2Am - 6Am: 30 Min	Percentage	PP15_
TV_SU26A6	Watching TV Sunday 2Am - 6Am: 60 Min	Percentage	PP15_
TV_SU26A12	Watching TV Sunday 2Am - 6Am: 120 Min	Percentage	PP15_
TV_SU26A18	Watching TV Sunday 2Am - 6Am: 180 Min	Percentage	PP15_
TV_SU26A19	Watching TV Sunday 2Am - 6Am: 180+ Min	Percentage	PP15_
	Watching TV on a PVR/VCR		
TV_PVR1	Watch TV on PVR/VCR: Do not own a PVR/VCR	Percentage	PP15_
TV_PVR2	Watch TV on PVR/VCR: Always	Percentage	PP15_
TV_PVR3	Watch TV on PVR/VCR: Sometimes	Percentage	PP15_
TV_PVR4	Watch TV on PVR/VCR: Never	Percentage	PP15_
	TELEVISION VIEWERSHIP		
	TV Program		
TV_AUTO	TV Program: Auto Racing	Percentage	PP15_
TV_BSBALL	TV Program: Baseball (When In Season)	Percentage	PP15_
TV_BKBALL	TV Program: Basketball (When In Season)	Percentage	PP15_
TV_CARTOO	TV Program: Cartoons	Percentage	PP15_
TV_CFL	TV Program: CFL Football (When In Season)	Percentage	PP15_
TV_CHILD	TV Program: Children's programs	Percentage	PP15_
TV_CTSHOW	TV Program: Contest shows (e.g. America's Got Talent)	Percentage	PP15_
TV_COOK	TV Program: Cooking programs	Percentage	PP15_
TV_CURLING	TV Program: Curling (when in season)	Percentage	PP15_
TV_DTSDRM	TV Program: Daytime soap/serial dramas (e.g. The Young and the Restless)	Percentage	PP15_
TV_DTALK	TV Program: Daytime talk shows	Percentage	PP15_
TV_DOC	TV Program: Documentaries	Percentage	PP15_
TV_ENTNEWS	TV Program: Entertainment news programs (e.g. ET/Access Hollywood)	Percentage	PP15_
TV_ENEWS	TV Program: Evening local news	Percentage	PP15_
TV_SKATE	TV Program: Figure Skating	Percentage	PP15_
TV_GMSHOW	TV Program: Game Shows	Percentage	PP15_
TV_GOLF	TV Program: Golf	Percentage	PP15_
TV_HOCKEY	TV Program: Hockey (When In Season)	Percentage	PP15_
TV_HOREDE	TV Program: Home renovation/decoration shows	Percentage	PP15_
TV_NTALK	TV Program: Late night talk shows-Watch	Percentage	PP15_
TV_MARWRE	TV Program: Mixed martial arts/Wrestling (e.g. UFC, WWE Raw)	Percentage	PP15_
TV_MNEWS	TV Program: Morning local news	Percentage	PP15_
TV_MOVIE	TV Program: Movies	Percentage	PP15_
TV_NEWS	TV Program: National news/current affairs	Percentage	PP15_
TV_NFL	TV Program: NFL Football (When In Season)	Percentage	PP15_
TV_PMKOV	TV Program: Personal makeover shows (e.g. The Biggest Loser)	Percentage	PP15_
TV_PTSDRM	TV Program: Primetime serial dramas (e.g. Criminal Minds)	Percentage	PP15_
TV_REALITY	TV Program: Reality shows (e.g. Survivor)	Percentage	PP15_
TV_SCIFI	TV Program: Sci-Fi/fantasy/comic book shows (e.g. Arrow, Grimm)	Percentage	PP15_

Media Patterns - Television

Variable	Description	Unit	Weight Variable
TV_CMDIES	TV Program: Situation Comedies	Percentage	PP15_
TV_SOCCER	TV Program: Soccer	Percentage	PP15_
TV_DRAMA	TV Program: Suspense/Crime Dramas	Percentage	PP15_
TV_TENNIS	TV Program: Tennis (when in season)	Percentage	PP15_
TV_INFO	TV Program: TV Infomercials	Percentage	PP15_
TV_SPEC	TV Program: Variety/Award Specials	Percentage	PP15_
TV_OTHER	TV Program: Other programs	Percentage	PP15_
	TV Channel		
TV_A_E	TV Channel: A&E (Arts & Entertainment)	Percentage	PP15_
TV_AMC	TV Channel: AMC	Percentage	PP15_
TV_BNN	TV Channel: BNN (Business News Network)		
TV_BRA	TV Channel: Bravo!	Percentage	PP15_
TV_CP24	TV Channel: CablePulse24 (CP24)	Percentage	PP15_
TV_CBC	TV Channel: CBC News Network	Percentage	PP15_
TV_CMT	TV Channel: CMT	Percentage	PP15_
TV_CNN	TV Channel: CNN	Percentage	PP15_
TV_CTV	TV Channel: CTV News Channel	Percentage	PP15_
TV_DISC	TV Channel: Discovery Channel	Percentage	PP15_
TV_DTOUR	TV Channel: DTour (TVTropolis)	Percentage	PP15_
TV_EENTER	TV Channel: E! Entertainment Television	Percentage	PP15_
TV_ELIST	TV Channel: English TV Listings Channel (any)	Percentage	PP15_
TV_FAM	TV Channel: Family Channel	Percentage	PP15_
TV_FAMJ	TV Channel: Family Jr.	Percentage	PP15_
TV_FTV	TV Channel: Food Network	Percentage	PP15_
TV_FOXS	TV Channel: Fox Sports Racing	Percentage	PP15_
TV_GOLFCH	TV Channel: Golf Channel	Percentage	PP15_
TV_GSN	TV Channel: GSN	Percentage	PP15_
TV_HBO	TV Channel: HBO Canada	Percentage	PP15_
TV_HGTV	TV Channel: HGTV (Home & Garden Television)	Percentage	PP15_
TV_HIST	TV Channel: History Channel	Percentage	PP15_
TV_HLN	TV Channel: HLN (Headline News)	Percentage	PP15_
TV_M3	TV Channel: M3 (MuchMore)	Percentage	PP15_
TV_MSNBC	TV Channel: MSNBC US	Percentage	PP15_
TV_MTV	TV Channel: MTV	Percentage	PP15_
TV_MMUSIC	TV Channel: Much (MuchMusic)	Percentage	PP15_
TV_OLN	TV Channel: OLN	Percentage	PP15_
TV_OWN	TV Channel: OWN (Oprah Winfrey Network)	Percentage	PP15_
TV_SHCASE	TV Channel: Showcase	Percentage	PP15_
TV_SLICE	TV Channel: Slice	Percentage	PP15_
TV_SPACE	TV Channel: Space		
TV_SPIKE	TV Channel: Spike	Percentage	PP15_
TV_SPNET	TV Channel: Sportsnet	Percentage	PP15_
TV_SPNT360	TV Channel: Sportsnet 360/SN 360	Percentage	PP15_
TV_TOONE	TV Channel: Teletoon (English)	Percentage	PP15_
TV_CDYNET	TV Channel: The Comedy Network	Percentage	PP15_

Media Patterns - Television

Variable	Description	Unit	Weight Variable
TV_TLC	TV Channel: The Learning Channel (TLC)	Percentage	PP15_
TV_TMN	TV Channel: The Movie Network (TMN)	Percentage	PP15_
TV_SHOP	TV Channel: The Shopping Channel (TSC)	Percentage	PP15_
TV_WEATH	TV Channel: The Weather Network	Percentage	PP15_
TV_TREE	TV Channel: Treehouse TV	Percentage	PP15_
TV_TSN	TV Channel: TSN	Percentage	PP15_
TV_TSN2	TV Channel: TSN2	Percentage	PP15_
TV_TCM	TV Channel: Turner Classic Movies (TCM)	Percentage	PP15_
TV_VISION	TV Channel: VisionTV	Percentage	PP15_
TV_WTN	TV Channel: W Network	Percentage	PP15_
TV_YTV	TV Channel: YTV	Percentage	PP15_
TV_SPECIAL	TV Channel: Other English specialty channels	Percentage	PP15_
TV_ARTV	TV Channel: ARTV	Percentage	PP15_
TV_D	TV Channel: Canal D	Percentage	PP15_
TV_VIE	TV Channel: Canal Vie	Percentage	PP15_
TV_EVASION	TV Channel: Évasion	Percentage	PP15_
TV_FLISTNG	TV Channel: French TV Listings Channel (any)	Percentage	PP15_
TV_HISTOR	TV Channel: Historia	Percentage	PP15_
TV_LCN	TV Channel: Le Canal Nouvelles (LCN)	Percentage	PP15_
TV_RDI	TV Channel: Le Réseau de l' information (RDI)	Percentage	PP15_
TV_RDS	TV Channel: Le Réseau des Sports (RDS)	Percentage	PP15_
TV_MMEDIA	TV Channel: MétéoMédia	Percentage	PP15_
TV_MUSICM	TV Channel: MusiMax	Percentage	PP15_
TV_MUSICP	TV Channel: MusiquePlus	Percentage	PP15_
TV_RD2	TV Channel: RDS2	Percentage	PP15_
TV_SERIEP	TV Channel: Séries+	Percentage	PP15_
TV_SECRAN	TV Channel: Super Écran	Percentage	PP15_
TV_TOONF	TV Channel: Teletoon (French)	Percentage	PP15_
TV_TV5	TV Channel: TV5 Québec Canada (TV5)	Percentage	PP15_
TV_UNIS	TV Channel: UNIS	Percentage	PP15_
TV_VRAK	TV Channel: VRAK TV	Percentage	PP15_
TV_ZTELE	TV Channel: Z (Ztélé)	Percentage	PP15_
TV_FSPEC	TV Channel: Other French specialty channels	Percentage	PP15_
TV_PMFC	TV Channel: Premium multicultural foreign channels (e.g. DW, Al Jazeera, RT, Telelatino)	Percentage	PP15_
	Digital Channel		
TV_DABCSK1	Digital Channel: ABC Spark	Percentage	PP15_
TV_DACTN1	Digital Channel: Action	Percentage	PP15_
TV_DANIM1	Digital Channel: Animal Planet	Percentage	PP15_
TV_DCN1	Digital Channel: Cartoon Network	Percentage	PP15_
TV_DCTTG1	Digital Channel: Cottage Life	Percentage	PP15_
TV_DCRMI1	Digital Channel: Crime + Investigation (Mystery)	Percentage	PP15_
TV_DDEJA1	Digital Channel: DejaView	Percentage	PP15_
TV_DDSCI1	Digital Channel: Discovery Science	Percentage	PP15_
TV_DDISN1	Digital Channel: Disney Channel	Percentage	PP15_

Media Patterns - Television

Variable	Description	Unit	Weight Variable
TV_DDISNJ1	Digital Channel: Disney Junior	Percentage	PP15_
TV_DDIY1	Digital Channel: DIY Network	Percentage	PP15_
TV_DFMCHD1	Digital Channel: Family Chrgd	Percentage	PP15_
TV_DFX1	Digital Channel: FX Canada/FXX	Percentage	PP15_
TV_DGAME1	Digital Channel: Game TV	Percentage	PP15_
TV_DH21	Digital Channel: H2	Percentage	PP15_
TV_DICHN1	Digital Channel: iChannel	Percentage	PP15_
TV_DIFCH1	Digital Channel: Independent Film Channel (IFC)	Percentage	PP15_
TV_DINVD1	Digital Channel: Investigation Discovery	Percentage	PP15_
TV_DLEAF1	Digital Channel: Leafs TV	Percentage	PP15_
TV_DLFTM1	Digital Channel: Lifetime	Percentage	PP15_
TV_MVTM1	Digital Channel: MovieTime	Percentage	PP15_
TV_DNGW1	Digital Channel: Nat Geo Wild	Percentage	PP15_
TV_DNGEO1	Digital Channel: National Geographic Channel	Percentage	PP15_
TV_DNBAC1	Digital Channel: NBA TV Canada	Percentage	PP15_
TV_DSPNET1	Digital Channel: Sportsnet ONE	Percentage	PP15_
TV_DTRVL1	Digital Channel: Travel + Escape	Percentage	PP15_
TV_DWMVS1	Digital Channel: W Movies	Percentage	PP15_
TV_DODE1	Digital Channel: English On-demand channels (any)	Percentage	PP15_
TV_EDIGO1	Digital Channel: Other English digital channels	Percentage	PP15_
TV_DADD1	Digital Channel: addikTV	Percentage	PP15_
TV_DCASA1	Digital Channel: CASA	Percentage	PP15_
TV_CINEP1	Digital Channel: Cinépop	Percentage	PP15_
TV_DEXPL1	Digital Channel: Explora	Percentage	PP15_
TV_DINVS1	Digital Channel: Investigation	Percentage	PP15_
TV_DDISNC1	Digital Channel: La Chaîne Disney	Percentage	PP15_
TV_DMOIC1	Digital Channel: MOI&cie	Percentage	PP15_
TV_PRISE21	Digital Channel: Prise 2	Percentage	PP15_
TV_DRDS1	Digital Channel: RDS Info	Percentage	PP15_
TV_DTLMG1	Digital Channel: Télémagino	Percentage	PP15_
TV_DTVA1	Digital Channel: TVA Sports	Percentage	PP15_
TV_DTVA21	Digital Channel: TVA Sports 2	Percentage	PP15_
TV_DYP1	Digital Channel: Yooopa	Percentage	PP15_
TV_DZST1	Digital Channel: Zeste	Percentage	PP15_
TV_DFOD1	Digital Channel: French On-demand channels (any)	Percentage	PP15_
TV_FDIGO1	Digital Channel: Other French digital channels	Percentage	PP15_

Media Patterns - Media Cross Use

Variable	Description	Unit	Weight Variable
	GEOGRAPHY		
POSTCODE	6-Digit Postal Code	Character	
	WEIGHT		
PP15_	Population of age 15 and up	Count	
	Multimedia and Advertising		
	When Watching TV, also Using Other Media Sometimes or Regularly		
MM_TV RD	When watching TV, also listening Radio	Percentage	PP15_
MM_TV WEB	When watching TV, also using Internet - Web browsing	Percentage	PP15_
MM_TV SM	When watching TV, also using Internet - Social Media	Percentage	PP15_
MM_TV DNP	When watching TV, also reading Daily newspapers	Percentage	PP15_
MM_TV CNP	When watching TV, also reading Community newspapers	Percentage	PP15_
MM_TV NZ	When watching TV, also reading Magazines	Percentage	PP15_
MM_TV NOTH	When watching TV, not consuming other media	Percentage	PP15_
	When Listening Radio, also Using Other Media Sometimes or Regularly		
MM_RDTV	When listening Radio, also watching TV	Percentage	PP15_
MM_RDWEB	When listening radio, also using Internet - Web browsing	Percentage	PP15_
MM_RD SM	When listening radio, also using Internet - Social Media	Percentage	PP15_
MM_RDDNP	When listening radio, also reading Daily newspapers	Percentage	PP15_
MM_RDCNP	When listening radio, also reading Community newspapers	Percentage	PP15_
MM_RDMZ	When listening radio, also reading Magazines	Percentage	PP15_
MM_RDNOTH	When listening radio, not consuming other media	Percentage	PP15_
	When Using Internet - Web Browsing, also Using Other Media Sometimes or Regularly		
MM_ITTV	When connecting Internet - Web Browsing, also watching TV	Percentage	PP15_
MM_ITRD	When connecting Internet - Web Browsing, also listening Radio	Percentage	PP15_
MM_ITSM	When connecting Internet - Web browsing, also using Social media	Percentage	PP15_
MM_ITDNP	When connecting Internet - Web Browsing, also reading Daily newspaper	Percentage	PP15_
MM_ITCNP	When connecting Internet - Web Browsing, also reading Community newspapers	Percentage	PP15_
MM_ITMZ	When connecting Internet - Web Browsing, also reading Magazines	Percentage	PP15_
MM_ITNOTH	When connecting Internet - Web Browsing, not consuming other media	Percentage	PP15_
	When Using Internet - Social Media, also Using Other Media Sometimes or Regularly		
MM_ITSM TV	When connecting Internet - Social media, also watching TV	Percentage	PP15_
MM_ITSM RD	When connecting Internet - Social media, also listening Radio	Percentage	PP15_
MM_ITSM WEB	When connecting Internet - Social media, also using Web browsing	Percentage	PP15_
MM_ITSM DNP	When connecting Internet - Social media, also reading Daily newspapers	Percentage	PP15_
MM_ITSM CNP	When connecting Internet - Social media, also reading Community newspapers	Percentage	PP15_
MM_ITSM MZ	When connecting Internet - Social media, also reading Magazines	Percentage	PP15_
MM_ITSM NOH	When connecting Internet - Social media, not consuming other media	Percentage	PP15_
	When Reading Daily Newspaper, also Using Other Media Sometimes or Regularly		
MM_DNPTV	When reading daily newspaper, also watching TV	Percentage	PP15_
MM_DNPRD	When reading daily newspaper, also listening Radio	Percentage	PP15_
MM_DNPWEB	When Reading daily newspaper, also using Internet - Web browsing	Percentage	PP15_
MM_DNP SM	When reading daily newspaper, also using Internet - Social media	Percentage	PP15_

Media Patterns - Media Cross Use

Variable	Description	Unit	Weight Variable
MM_DNPCNP	When reading daily newspaper, also reading Community newspapers	Percentage	PP15_
MM_DNPMZ	When reading daily newspaper, also reading Magazines	Percentage	PP15_
MM_DNPNOTH	When reading daily newspaper, not consuming other media	Percentage	PP15_
	When Reading Community Newspaper, also Other Media Sometimes or Regularly		
MM_CNPTV	When reading community newspaper, also watching TV	Percentage	PP15_
MM_CNPRD	When reading community newspaper, also listening Radio	Percentage	PP15_
MM_CNPWB	When reading community newspaper, also using Internet - Web brows	Percentage	PP15_
MM_CNPSM	When reading community newspaper, also using Internet - Social medi	Percentage	PP15_
MM_CNPDNP	When reading community newspaper, also reading Daily newspapers	Percentage	PP15_
MM_CNPMZ	When reading community newspaper, also reading Magazines	Percentage	PP15_
MM_CNPNOTH	When reading community newspaper, not consuming other media	Percentage	PP15_
	When Reading Magazine, also Other Media Sometimes or Regularly		
MM_MZTV	When reading magazines, also watching TV	Percentage	PP15_
MM_MZRD	When reading magazines, also listening Radio	Percentage	PP15_
MM_MZWB	When reading magazines, also using Internet - Web browsing	Percentage	PP15_
MM_MZSM	When reading magazines, also using Internet - Social media	Percentage	PP15_
MM_MZDNP	When reading magazines, also reading Daily newspapers	Percentage	PP15_
MM_MZCNP	When reading magazines, also reading Community newspapers	Percentage	PP15_
MM_MZNOTH	When reading magazines, not consuming other media	Percentage	PP15_
	Watching TV Shows from Cable or Online on Average Month		
MM_TVSWCB	Watching TV shows from cable	Percentage	PP15_
MM_TVSWOL	Watching TV shows from online streaming or via download	Percentage	PP15_
MM_TVSWCB1	Watching TV shows from cable: Once a month	Percentage	PP15_
MM_TVSWCB2	Watching TV shows from cable: 2-3 times a month	Percentage	PP15_
MM_TVSWCB3	Watching TV shows from cable: Once a week or more	Percentage	PP15_
MM_TVSWOL1	Watching TV shows from online: Once a month	Percentage	PP15_
MM_TVSWOL2	Watching TV shows from online: 2-3 times a month	Percentage	PP15_
MM_TVSWOL3	Watching TV shows from online: Once a week or more	Percentage	PP15_
	Cross Media Use		
	Radio/TV Users		
CM_RDTVLL	Light Radio/Light TV	Percentage	PP15_
CM_RDTVHL	Heavy Radio/Light TV	Percentage	PP15_
CM_RDTV LH	Light Radio/Heavy TV	Percentage	PP15_
CM_RDTVHH	Heavy Radio/Heavy TV	Percentage	PP15_
	Radio/Daily Newspaper Users		
CM_RDNPLL	Light Radio/Light Newspaper	Percentage	PP15_
CM_RDNPHL	Heavy Radio/Light Newspaper	Percentage	PP15_
CM_RDNPLH	Light Radio/Heavy Newspaper	Percentage	PP15_
CM_RDNPHH	Heavy Radio/Heavy Newspaper	Percentage	PP15_
	TV/Daily Newspaper Users		
CM_TVNPLL	Light TV/Light Newspaper	Percentage	PP15_
CM_TVNPHL	Heavy TV/Light Newspaper	Percentage	PP15_
CM_TVNPLH	Light TV/Heavy Newspaper	Percentage	PP15_
CM_TVNPHH	Heavy TV/Heavy Newspaper	Percentage	PP15_

Media Patterns - Media Cross Use

Variable	Description	Unit	Weight Variable
Radio/Internet Users			
CM_RDITLL	Light Radio/Light Internet	Percentage	PP15_
CM_RDITHL	Heavy Radio/Light Internet	Percentage	PP15_
CM_RDITLH	Light Radio/Heavy Internet	Percentage	PP15_
CM_RDITHH	Heavy Radio/Heavy Internet	Percentage	PP15_
TV/Internet Users			
CM_TVITLL	Light TV/Light Internet	Percentage	PP15_
CM_TVITHL	Heavy TV/Light Internet	Percentage	PP15_
CM_TVITLH	Light TV/Heavy Internet	Percentage	PP15_
CM_TVITHH	Heavy TV/Heavy Internet	Percentage	PP15_
Daily Newspaper/Internet Users			
CM_NPITLL	Light Newspaper/Light Internet	Percentage	PP15_
CM_NPITHL	Heavy Newspaper/Light Internet	Percentage	PP15_
CM_NPITLH	Light Newspaper/Heavy Internet	Percentage	PP15_
CM_NPITHH	Heavy Newspaper/Heavy Internet	Percentage	PP15_
Radio/Magazines			
CM_RDMZLL	Light Radio/Light Magazines	Percentage	PP15_
CM_RDMZHL	Heavy Radio/Light Magazines	Percentage	PP15_
CM_RDMZLH	Light Radio/Heavy Magazines	Percentage	PP15_
CM_RDMZHH	Heavy Radio/Heavy Magazines	Percentage	PP15_
TV/Magazines			
CM_TVMZLL	Light TV/Light Magazines	Percentage	PP15_
CM_TVMZHL	Heavy TV/Light Magazines	Percentage	PP15_
CM_TVMZLH	Light TV/Heavy Magazines	Percentage	PP15_
CM_TVMZHH	Heavy TV/Heavy Magazines	Percentage	PP15_
Daily Newspaper/Magazines			
CM_NPMZLL	Light Newspaper/Light Magazines	Percentage	PP15_
CM_NPMZHL	Heavy Newspaper/Light Magazines	Percentage	PP15_
CM_NPMZLH	Light Newspaper/Heavy Magazines	Percentage	PP15_
CM_NPMZHH	Heavy Newspaper/Heavy Magazines	Percentage	PP15_
Internet Users/Magazines			
CM_ITMZLL	Light Internet/Light Magazines	Percentage	PP15_
CM_ITMZHL	Heavy Internet/Light Magazines	Percentage	PP15_
CM_ITMZLH	Light Internet/Heavy Magazines	Percentage	PP15_
CM_ITMZHH	Heavy Internet/Heavy Magazines	Percentage	PP15_