



Data Dictionary

Consumer Media Usage



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Media Usage - Ads and Flyers

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Flyer and Coupon Usage	
FLY_APPSN	Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Never	PP15_
FLY_APPSS	Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Seldom	PP15_
FLY_APPS0	Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Occasionally	PP15_
FLY_APPSF	Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Frequently	PP15_
FLY_CPN	Coupons: Never	PP15_
FLY_CPS	Coupons: Seldom	PP15_
FLY_CPO	Coupons: Occasionally	PP15_
FLY_CPF	Coupons: Frequently	PP15_
FLY_DEMN	Direct email offers: Never	PP15_
FLY_DEMS	Direct email offers: Seldom	PP15_
FLY_DEMO	Direct email offers: Occasionally	PP15_
FLY_DEMF	Direct email offers: Frequently	PP15_
FLY_DOORN	Flyers delivered to the door or in the mail: Never	PP15_
FLY_DOORS	Flyers delivered to the door or in the mail: Seldom	PP15_
FLY_DOORO	Flyers delivered to the door or in the mail: Occasionally	PP15_
FLY_DOORF	Flyers delivered to the door or in the mail: Frequently	PP15_
FLY_CNPN	Flyers inserted into a community newspaper: Never	PP15_
FLY_CNPS	Flyers inserted into a community newspaper: Seldom	PP15_
FLY_CNPO	Flyers inserted into a community newspaper: Occasionally	PP15_
FLY_CNPF	Flyers inserted into a community newspaper: Frequently	PP15_
FLY_DPN	Flyers inserted into a daily newspaper: Never	PP15_
FLY_DPS	Flyers inserted into a daily newspaper: Seldom	PP15_
FLY_DPO	Flyers inserted into a daily newspaper: Occasionally	PP15_
FLY_DPF	Flyers inserted into a daily newspaper: Frequently	PP15_
FLY_GIWEBN	General information from the internet/websites: Never	PP15_
FLY_GIWEBS	General information from the internet/websites: Seldom	PP15_
FLY_GIWEBO	General information from the internet/websites: Occasionally	PP15_
FLY_GIWEBF	General information from the internet/websites: Frequently	PP15_
FLY_STOREN	Local store catalogues: Never	PP15_
FLY_STORES	Local store catalogues: Seldom	PP15_
FLY_STOREO	Local store catalogues: Occasionally	PP15_
FLY_STOREF	Local store catalogues: Frequently	PP15_
FLY_MAILN	Mail order: Never	PP15_
FLY_MAILS	Mail order: Seldom	PP15_
FLY_MAILO	Mail order: Occasionally	PP15_
FLY_MAILF	Mail order: Frequently	PP15_
FLY_YPPN	Yellow Pages (printed directory): Never	PP15_
FLY_YPPS	Yellow Pages (printed directory): Seldom	PP15_

Media Usage - Ads and Flyers

Variable	Description	Weight
FLY_YPPO	Yellow Pages (printed directory): Occasionally	PP15_
FLY_YPPF	Yellow Pages (printed directory): Frequently	PP15_
FLY_YPON	Yellow Pages (online or app): Never	PP15_
FLY_YPOS	Yellow Pages (online or app): Seldom	PP15_
FLY_YPOO	Yellow Pages (online or app): Occasionally	PP15_
FLY_YPOF	Yellow Pages (online or app): Frequently	PP15_
Opinion of Flyers Delivered to Your Door		
FLY_ATTVF	Flyers delivered: Very favourable	PP15_
FLY_ATTSF	Flyers delivered: Somewhat favourable	PP15_
FLY_ATTSU	Flyers delivered: Somewhat unfavourable	PP15_
FLY_ATTVU	Flyers delivered: Very unfavourable	PP15_
Upon Hearing a Radio Commercial		
FLY_SSDAY	Visited store: Later that same day	PP15_
FLY_SSWK	Visited store: Later that same week	PP15_
FLY_SWKL	Visited store: More than a week later	PP15_
FLY_WSDAY	Visited website: Later that same day	PP15_
FLY_WSWK	Visited website: Later that same week	PP15_
FLY_WWKL	Visited website: More than a week later	PP15_
FLY_ISDAY	Did online search: Later that same day	PP15_
FLY_ISWK	Did online search: Later that same week	PP15_
FLY_IWKL	Did online search: More than a week later	PP15_
FLY_TSSDAY	Did tell someone else: Later that same day	PP15_
FLY_TSSWK	Did tell someone else: Later that same week	PP15_
FLY_TSWKL	Did tell someone else: More than a week later	PP15_
FLY_PSDAY	Did make a purchase: Later that same day	PP15_
FLY_PSWK	Did make a purchase: Later that same week	PP15_
FLY_PWKL	Did make a purchase: More than a week later	PP15_
Upon Hearing a Discussion On Local On-Air Radio		
FLY_RSDAY	Visited store upon hearing a radio disc.: Later that same day	PP15_
FLY_RSWK	Visited store upon hearing a radio disc.: Later that same week	PP15_
FLY_RWKL	Visited store upon hearing a radio disc.: More than a week later	PP15_
FLY_ASDAY	Accessed a website upon hearing a radio disc.: Later that same day	PP15_
FLY_ASWK	Accessed a website upon hearing a radio disc.: Later that same week	PP15_
FLY_AWKL	Accessed a website upon hearing a radio disc.: More than a week later	PP15_
FLY_ESDAY	Attended an event upon hearing a radio disc.: Later that same day	PP15_
FLY_ESWK	Attended an event upon hearing a radio disc.: Later that same week	PP15_
FLY_EWKL	Attended an event upon hearing a radio disc.: More than a week later	PP15_
Advertisement Avoidance		
AD_NTVN	Ad avoidance: Television (e.g. flip channels): Never	PP15_
AD_NTVS	Ad avoidance: Television (e.g. flip channels): Seldom	PP15_
AD_NTVO	Ad avoidance: Television (e.g. flip channels): Occasionally	PP15_
AD_NTVF	Ad avoidance: Television (e.g. flip channels): Frequently	PP15_
AD_NRDN	Ad avoidance: Radio (e.g. change station): Never	PP15_

Media Usage - Ads and Flyers

Variable	Description	Weight
AD_NRDS	Ad avoidance: Radio (e.g. change station): Seldom	PP15_
AD_NRDO	Ad avoidance: Radio (e.g. change station): Occasionally	PP15_
AD_NRDF	Ad avoidance: Radio (e.g. change station): Frequently	PP15_
AD_NWEBN	Ad avoidance: Internet - Web browsing: Never	PP15_
AD_NWEBS	Ad avoidance: Internet - Web browsing: Seldom	PP15_
AD_NWEBO	Ad avoidance: Internet - Web browsing: Occasionally	PP15_
AD_NWEBF	Ad avoidance: Internet - Web browsing: Frequently	PP15_
AD_NSMN	Ad avoidance: Internet - Social media: Never	PP15_
AD_NSMS	Ad avoidance: Internet - Social media: Seldom	PP15_
AD_NSMO	Ad avoidance: Internet - Social media: Occasionally	PP15_
AD_NSMF	Ad avoidance: Internet - Social media: Frequently	PP15_
AD_NSAN	Ad avoidance: Internet - Streaming audio: Never	PP15_
AD_NSAS	Ad avoidance: Internet - Streaming audio: Seldom	PP15_
AD_NSAO	Ad avoidance: Internet - Streaming audio: Occasionally	PP15_
AD_NSAF	Ad avoidance: Internet - Streaming audio: Frequently	PP15_
AD_NSVN	Ad avoidance: Internet - Streaming video: Never	PP15_
AD_NSVS	Ad avoidance: Internet - Streaming video: Seldom	PP15_
AD_NSVO	Ad avoidance: Internet - Streaming video: Occasionally	PP15_
AD_NSVF	Ad avoidance: Internet - Streaming video: Frequently	PP15_
AD_NPCN	Ad avoidance: Internet - Podcasts: Never	PP15_
AD_NPCS	Ad avoidance: Internet - Podcasts: Seldom	PP15_
AD_NPCO	Ad avoidance: Internet - Podcasts: Occasionally	PP15_
AD_NPCF	Ad avoidance: Internet - Podcasts: Frequently	PP15_
AD_NDNN	Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Never	PP15_
AD_NDNS	Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Seldom	PP15_
AD_NDNO	Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Occasionally	PP15_
AD_NDNF	Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Frequently	PP15_
AD_NDOLN	Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Never	PP15_
AD_NDOLS	Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Seldom	PP15_
AD_NDOLO	Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Occasionally	PP15_
AD_NDOLF	Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Frequently	PP15_
AD_NCNN	Ad avoidance: Community newspapers (e.g. turn page/ignore): Never	PP15_
AD_NCNS	Ad avoidance: Community newspapers (e.g. turn page/ignore): Seldom	PP15_
AD_NCNO	Ad avoidance: Community newspapers (e.g. turn page/ignore): Occasionally	PP15_
AD_NCNF	Ad avoidance: Community newspapers (e.g. turn page/ignore): Frequently	PP15_
AD_NMZN	Ad avoidance: Magazines (e.g. turn page/ignore): Never	PP15_
AD_NMZS	Ad avoidance: Magazines (e.g. turn page/ignore): Seldom	PP15_
AD_NMZO	Ad avoidance: Magazines (e.g. turn page/ignore): Occasionally	PP15_
AD_NMZF	Ad avoidance: Magazines (e.g. turn page/ignore): Frequently	PP15_
	Advertisement Noticed Past 7 Days	

Media Usage - Ads and Flyers

Variable	Description	Weight
AD_NPSAP	Ad noticed: Advertising inside airports	PP15_
AD_NPIBS	Ad noticed: Advertising inside buses	PP15_
AD_NPICT	Ad noticed: Advertising inside commuter trains	PP15_
AD_NMVTH	Ad noticed: Advertising inside movie theatres	PP15_
AD_NPIPW	Ad noticed: Advertising inside public washrooms	PP15_
AD_NPISM	Ad noticed: Advertising inside shopping malls	PP15_
AD_NPISB	Ad noticed: Advertising inside subway/metro cars	PP15_
AD_NPBSX	Ad noticed: Advertising on bus exteriors	PP15_
AD_NPSCO	Ad noticed: Advertising on street furniture (e.g. bus benches, bike racks)	PP15_
AD_NPSCS	Ad noticed: Advertising on subway/metro platforms	PP15_
AD_NPTXS	Ad noticed: Advertising on taxi exteriors	PP15_
AD_NPSCT	Ad noticed: Advertising on transit shelters	PP15_
AD_NBLBD	Ad noticed: Billboards (e.g. along roads, high traffic pedestrian areas, on buildings, etc.)	PP15_
AD_NDGTL	Ad noticed: Digital billboards	PP15_
AD_NSCIE	Ad noticed: Screens inside elevators	PP15_

Media Usage - Internet

Variable	Description	Weight
Geography		
POSTCODE	6-Digit Postal Code	
Weight		
PP15_	Population of age 15 and over	
Have Internet Access		
IT_CONNT	Have internet access from any location: Yes	PP15_
IT_YDAY	Connected to internet yesterday: Yes	PP15_
IT_CONNTP7	Accessed internet in the past 7 days: Yes	PP15_
IT_TWK5	Accessed internet in the past 7 days: Less than 5 hours	PP15_
IT_TWK10	Accessed internet in the past 7 days: 5 to 10 hours	PP15_
IT_TWK15	Accessed internet in the past 7 days: 10 to 15 hours	PP15_
IT_TWK25	Accessed internet in the past 7 days: 15 to 25 hours	PP15_
IT_TWK25_	Accessed internet in the past 7 days: More than 25 hours	PP15_
Internet Access through		
IT_CONDSL	Internet access: ADSL/DSL/Fibre optic (e.g. Bell Fibe/Telus high speed)	PP15_
IT_CONCABL	Internet access: Cable high speed (e.g. Rogers/Shaw/Cogeco high speed)	PP15_
IT_CONMOBL	Internet access: Mobile broadband modem or data stick	PP15_
IT_CONOTH	Internet access: Other type of Internet access (e.g. Satellite, ISDN, dial-up)	PP15_
IT_CONNOT	Internet access: Don't know	PP15_
IT_CONNON	Internet access: None, don't have Internet access at home	PP15_
Internet Activities Past 7 Days - Audio		
IT_MP3	Download music/MP3 files (free or paid)	PP15_
IT_PODC	Listen to a podcast	PP15_
IT_AUDIO	Listen to a radio broadcast via streaming audio	PP15_
IT_MUSC	Listen to Internet-only music service (free) (e.g. Spotify)	PP15_
IT_LIOM	Listen to Internet-only music service (paid) (e.g. Tidal)	PP15_
IT_MSCSV	Listen to music via streaming video service (e.g. YouTube)	PP15_
Internet Activities Past 7 Days - Video		
IT_DVIDEO	Download any video content (free or paid)	PP15_
IT_SVIDEO	Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	PP15_
IT_VIDEO	Watch a TV broadcast via streaming video	PP15_
IT_FRSVID	Watch free streaming music videos(e.g. YouTube, Vevo)	PP15_
IT_PUSVID	Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	PP15_
IT_OTVID	Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	PP15_
Internet Activities Past 7 Days - Social		
IT_SONET	Participate in an online social network (e.g. Facebook, Twitter)	PP15_
IT_VCON	Participate in an online video conference for business or personal	PP15_
IT_FRIE	Share/refer/link friends or people you know to a website or an article	PP15_
IT_ADS	Click on an internet advertisement	PP15_
IT_CONTST	Enter online contests	PP15_
IT_SEARCH	Internet search - business, services, products	PP15_
IT_CLAD	Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	PP15_

Media Usage - Internet

Variable	Description	Weight
IT_GAME	Play/download online games	PP15_
IT_MSG	Send/receive a text/instant message	PP15_
IT_EMAIL	Send/receive email	PP15_
IT_PIC	Take pictures/video	PP15_
IT_ADBLK	Use ad blocking software	PP15_
IT_APPS	Use Apps	PP15_
IT_MAPS	Use maps/directions service (e.g. Google maps)	PP15_
IT_PHONE	Use online telephone directory to locate phone number/address	PP15_
	Internet Activities Past 7 Days - Shopping/Services	
IT_CMP	Compare products/prices while shopping	PP15_
IT_CONS	Consult consumer reviews	PP15_
IT_BNKING	Do banking/pay bills online	PP15_
IT_DCPN	Download/print discount coupon	PP15_
IT_GROU	Purchase group deal (e.g. Groupon, WagJag)	PP15_
IT_PPRDSV	Purchase products or services	PP15_
IT_SMS	Receive store offers by SMS	PP15_
IT_PROD	Research products/services you might like to try or buy	PP15_
IT_SCAN	Scan mobile tagging barcode/QR	PP15_
	Internet Activities Past 7 Days - Content	
IT_NSITE	Access a news site	PP15_
IT_RADIO	Access a radio station's website	PP15_
IT_TV	Access a TV station's website	PP15_
IT_AUTNS	Access automotive news	PP15_
IT_CELE	Access celebrity gossip content	PP15_
IT_FASH	Access fashion or beauty-related	PP15_
IT_FOOD	Access food/recipes content	PP15_
IT_HEALTH	Access health-related	PP15_
IT_FURN	Access home furnishings/decor-related	PP15_
IT_SPORT	Access professional sports	PP15_
IT_RLEST	Access real estate listings/sites	PP15_
IT_RESTG	Access restaurant guides/reviews	PP15_
IT_TRAV	Access travel content	PP15_
IT_MZ	Read or look into online magazines	PP15_
IT_NSAP	Read or look into online newspapers	PP15_
	Internet Activities - Using Mobile Phone - Audio	
IT_MMP3	Mobile phone - Download music/MP3 files (free or paid)	PP15_
IT_MPODC	Mobile phone - Listen to a podcast	PP15_
IT_MAUDIO	Mobile phone - Listen to a radio broadcast via streaming audio	PP15_
IT_MMUSC	Mobile phone - Listen to Internet-only music service (free) (e.g. Spotify)	PP15_
IT_MLIOM	Mobile phone - Listen to Internet-only music service (paid) (e.g. Tidal)	PP15_
IT_MMSCSV	Mobile phone - Listen to music via streaming video service (e.g. YouTube)	PP15_
	Internet Activities - Using Mobile phone - Video	
IT_MDVIDEO	Mobile phone - Download any video content (free or paid)	PP15_

Media Usage - Internet

Variable	Description	Weight
IT_MSVIDEO	Mobile phone - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	PP15_
IT_MVIDEO	Mobile phone - Watch a TV broadcast via streaming video	PP15_
IT_MFRSVID	Mobile phone - Watch free streaming music videos(e.g. YouTube, Vevo)	PP15_
IT_MPUSVID	Mobile phone - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	PP15_
IT_MOTVID	Mobile phone - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	PP15_
	Internet Activities - Using Mobile phone - Social	
IT_MSONET	Mobile phone - Participate in an online social network (e.g. Facebook, Twitter)	PP15_
IT_MVCON	Mobile phone - Participate in an online video conference conference for business or personal	PP15_
IT_MFRIE	Mobile phone - Share/refer/link friends or people you know to a website or an article	PP15_
IT_MADS	Mobile phone - Click on an Internet advertisement	PP15_
IT_MCONTST	Mobile phone - Enter online contests	PP15_
IT_MSEARCH	Mobile phone - Internet search - business, services, products	PP15_
IT_MCLAD	Mobile phone - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	PP15_
IT_MGAME	Mobile phone - Play/download online games	PP15_
IT_MMSG	Mobile phone - Send/receive a text/instant message	PP15_
IT_MEMAIL	Mobile phone - Send/receive email	PP15_
IT_MPIC	Mobile phone - Take pictures/video	PP15_
IT_MADBLK	Mobile phone - Use ad blocking software	PP15_
IT_MAPPS	Mobile phone - Use Apps	PP15_
IT_MMAPS	Mobile phone - Use maps/directions service (e.g. Google maps)	PP15_
IT_MPHONE	Mobile phone - Use online telephone directory to locate phone number/address	PP15_
	Internet Activities - Using Mobile phone - Shopping/Services	
IT_MCMP	Mobile phone - Compare products/prices while shopping	PP15_
IT_MCONS	Mobile phone - Consult consumer reviews	PP15_
IT_MBNKING	Mobile phone - Do banking/pay bills online	PP15_
IT_MDCPN	Mobile phone - Download/print discount coupon	PP15_
IT_MGROU	Mobile phone - Purchase group deal (e.g. Groupon, WagJag)	PP15_
IT_MPPRDSV	Mobile phone - Purchase products or services	PP15_
IT_MSMS	Mobile phone - Receive store offers by SMS	PP15_
IT_MPROD	Mobile phone - Research products/services you might like to try or buy	PP15_
IT_MSCAN	Mobile phone - Scan mobile tagging barcode/QR	PP15_
	Internet Activities - Using Mobile phone - Content	
IT_MNSITE	Mobile phone - Access a news site	PP15_
IT_MRADIO	Mobile phone - Access a radio station's website	PP15_
IT_MTV	Mobile phone - Access a TV station's website	PP15_
IT_MAUTNS	Mobile phone - Access automotive news	PP15_
IT_MCELE	Mobile phone - Access celebrity gossip content	PP15_

Media Usage - Internet

Variable	Description	Weight
IT_MFASH	Mobile phone - Access fashion or beauty-related	PP15_
IT_MFOOD	Mobile phone - Access food/recipes content	PP15_
IT_MHEALTH	Mobile phone - Access health-related	PP15_
IT_MFURN	Mobile phone - Access home furnishings/decor-related	PP15_
IT_MSPORT	Mobile phone - Access professional sports	PP15_
IT_MRLEST	Mobile phone - Access real estate listings/sites	PP15_
IT_MRESTG	Mobile phone - Access restaurant guides/reviews	PP15_
IT_MTRAV	Mobile phone - Access travel content	PP15_
IT_MMZ	Mobile phone - Read or look into online magazines	PP15_
IT_MNSPAP	Mobile phone - Read or look into online newspapers	PP15_
	Internet Activities - Using Tablet/e-Reader - Audio	
IT_TMP3	Tablet - Download music/MP3 files (free or paid)	PP15_
IT_TPODC	Tablet - Listen to a podcast	PP15_
IT_TAUDIO	Tablet - Listen to a radio broadcast via streaming audio	PP15_
IT_TMUSC	Tablet - Listen to Internet-only music service (free) (e.g. Spotify)	PP15_
IT_TLIOM	Tablet - Listen to Internet-only music service (paid) (e.g. Tidal)	PP15_
IT_TMSCV	Tablet - Listen to music via streaming video service (e.g. YouTube, Vevo)	PP15_
	Internet Activities - Using Tablet/e-Reader - Video	
IT_TDVIDEO	Tablet - Download any video content (free or paid)	PP15_
IT_TSVIDEO	Tablet - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	PP15_
IT_TVIDEO	Tablet - Watch a TV broadcast via streaming video	PP15_
IT_TFRSVID	Tablet - Watch free streaming music videos(e.g. YouTube, Vevo)	PP15_
IT_TPUSVID	Tablet - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	PP15_
IT_TOTVID	Tablet - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	PP15_
	Internet Activities - Using Tablet/e-Reader - Social	
IT_TSONET	Tablet - Participate in an online social network (e.g. Facebook, Twitter)	PP15_
IT_TVCON	Tablet - Participate in an online video conference for business or personal (e.g. Zoom, Teams, FaceTime)	PP15_
IT_TFRIE	Tablet - Share/refer/link friends or people you know to a website or an article	PP15_
IT_TADS	Tablet - Click on an Internet advertisement	PP15_
IT_TCONTST	Tablet - Enter online contests	PP15_
IT_TSEARCH	Tablet - Internet search - business, services, products	PP15_
IT_TCLAD	Tablet - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	PP15_
IT_TGAME	Tablet - Play/download online games	PP15_
IT_TMSG	Tablet - Send/receive a text/instant message	PP15_
IT_TEMAIL	Tablet - Send/receive email	PP15_
IT_TPIC	Tablet - Take pictures/video	PP15_
IT_TADBLK	Tablet - Use ad blocking software	PP15_
IT_TAPPS	Tablet - Use Apps	PP15_
IT_TMAPS	Tablet - Use maps/directions service (e.g. Google maps)	PP15_

Media Usage - Internet

Variable	Description	Weight
IT_TPHONE	Tablet - Use online telephone directory to locate phone number/address	PP15_
Internet Activities - Using Tablet/e-Reader - Shopping/Services		
IT_TCMP	Tablet - Compare products/prices while shopping	PP15_
IT_TCONS	Tablet - Consult consumer reviews	PP15_
IT_TBNKING	Tablet - Do banking/pay bills online	PP15_
IT_TDCPN	Tablet - Download/print discount coupon	PP15_
IT_TPPRDSV	Tablet - Purchase products or services	PP15_
IT_TSMS	Tablet - Receive store offers by SMS	PP15_
IT_TPROD	Tablet - Research products/services you might like to try or buy	PP15_
IT_TSCAN	Tablet - Scan mobile tagging barcode/QR	PP15_
Internet Activities - Using Tablet/e-Reader - Content		
IT_TNSITE	Tablet - Access a news site	PP15_
IT_TRADIO	Tablet - Access a radio station's website	PP15_
IT_TTV	Tablet - Access a TV station's website	PP15_
IT_TAUTNS	Tablet - Access automotive news	PP15_
IT_TCELE	Tablet - Access celebrity gossip content	PP15_
IT_TFASH	Tablet - Access fashion or beauty-related	PP15_
IT_TFOOD	Tablet - Access food/recipes content	PP15_
IT_THEALTH	Tablet - Access health-related	PP15_
IT_TFURN	Tablet - Access home furnishings/decor-related	PP15_
IT_TSPORT	Tablet - Access professional sports	PP15_
IT_TRLEST	Tablet - Access real estate listings/sites	PP15_
IT_TRESTG	Tablet - Access restaurant guides/reviews	PP15_
IT_TTRAV	Tablet - Access travel content	PP15_
IT_TMZ	Tablet - Read or look into online magazines	PP15_
IT_TNSPAP	Tablet - Read or look into online newspapers	PP15_
Internet Activities - Using PC/laptop - Audio		
IT_CMP3	PC - Download music/MP3 files (free or paid)	PP15_
IT_CPODC	PC - Listen to a podcast	PP15_
IT_CAUDIO	PC - Listen to a radio broadcast via streaming audio	PP15_
IT_CLIOM	PC - Listen to Internet-only music service (paid) (e.g. Tidal)	PP15_
IT_CMSCV	PC - Listen to music via streaming video service (e.g. YouTube, Vevo)	PP15_
Internet Activities - Using PC/laptop - Video		
IT_CDVIDEO	PC - Download any video content (free or paid)	PP15_
IT_CSVIDEO	PC - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	PP15_
IT_CVIDEO	PC - Watch a TV broadcast via streaming video	PP15_
IT_CFRSVID	PC - Watch free streaming music videos(e.g. YouTube, Vevo)	PP15_
IT_CPUSVID	PC - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	PP15_
IT_COTVID	PC - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	PP15_
Internet Activities - Using PC/laptop - Social		
IT_CSONET	PC - Participate in an online social network (e.g. Facebook, Twitter)	PP15_

Media Usage - Internet

Variable	Description	Weight
IT_CVCON	PC - Participate in an online video conference for business or personal	PP15_
IT_CFRIE	PC - Share/refer/link friends or people you know to a website or an article	PP15_
IT_CADS	PC - Click on an Internet advertisement	PP15_
IT_CCONTST	PC - Enter online contests	PP15_
IT_CSEARCH	PC - Internet search - business, services, products	PP15_
IT_CCLAD	PC - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	PP15_
IT_CGAME	PC - Play/download online games	PP15_
IT_CMSG	PC - Send/receive a text/instant message	PP15_
IT_CEMAIL	PC - Send/receive email	PP15_
IT_CPIC	PC - Take pictures/video	PP15_
IT_CADBLK	PC - Use ad blocking software	PP15_
IT_CAPPS	PC - Use Apps	PP15_
IT_CMAPS	PC - Use maps/directions service (e.g. Google maps)	PP15_
IT_CPHONE	PC - Use online telephone directory to locate phone number/address	PP15_
	Internet Activities - Using PC/laptop - Shopping/Services	
IT_CCMP	PC - Compare products/prices while shopping	PP15_
IT_CCONS	PC - Consult consumer reviews	PP15_
IT_CBNKING	PC - Do banking/pay bills online	PP15_
IT_CDCPN	PC - Download/print discount coupon	PP15_
IT_CGROU	PC - Purchase group deal (e.g. Groupon, WagJag)	PP15_
IT_CPPRDSV	PC - Purchase products or services	PP15_
IT_CSMS	PC - Receive store offers by SMS	PP15_
IT_CPROD	PC - Research products/services you might like to try or buy	PP15_
IT_CSCAN	PC - Scan mobile tagging barcode/QR	PP15_
	Internet Activities - Using PC/laptop - Content	
IT_CNSITE	PC - Access a news site	PP15_
IT_CRADIO	PC - Access a radio station's website	PP15_
IT_CTV	PC - Access a TV station's website	PP15_
IT_CAUTNS	PC - Access automotive news	PP15_
IT_CCELE	PC - Access celebrity gossip content	PP15_
IT_CFASH	PC - Access fashion or beauty-related	PP15_
IT_CFOOD	PC - Access food/recipes content	PP15_
IT_CHEALTH	PC - Access health-related	PP15_
IT_CFURN	PC - Access home furnishings/decor-related	PP15_
IT_CSPORT	PC - Access professional sports	PP15_
IT_CRLEST	PC - Access real estate listings/sites	PP15_
IT_CRESTG	PC - Access restaurant guides/reviews	PP15_
IT_CTRAV	PC - Access travel content	PP15_
IT_CMZ	PC - Read or look into online magazines	PP15_
IT_CNSPAP	PC - Read or look into online newspapers	PP15_
	Online Social Networks Used in the Past 7 Days	
IT_SMFCBK	Social networks: Facebook	PP15_
IT_SMINSTG	Social networks: Instagram	PP15_

Media Usage - Internet

Variable	Description	Weight
IT_SMLNKDN	Social networks: LinkedIn	PP15_
IT_SMPINT	Social networks: Pinterest	PP15_
IT_SMRED	Social networks: Reddit	PP15_
IT_SMSC	Social networks: Snapchat	PP15_
IT_SMTT	Social networks: TikTok	PP15_
IT_SMTWTT	Social networks: Twitter	PP15_
IT_SMWA	Social networks: Whatsapp	PP15_
IT_SMDATE	Social networks: Online/internet dating sites/apps	PP15_
IT_SMYT	Social networks: YouTube videos/channels	PP15_
IT_SMOTH	Social networks: Other	PP15_
	Online Yesterday	
IT_YSEARCH	Online yesterday: Internet search - business, services, products	PP15_
IT_YCONT	Online yesterday: Access content (e.g. news, sports, commentary, information, travel, entertainment, etc.)	PP15_
IT_YSONET	Online yesterday: Participate in a social network (e.g. Facebook, Twitter)	PP15_
IT_YSHOP	Online yesterday: Shop for products/services	PP15_
IT_YAUD	Online yesterday: Listen to audio (e.g. podcast, radio streaming broadcast)	PP15_
IT_YVID	Online yesterday: Watch a video (e.g. TV streaming broadcast, subscription-based e.g. Netflix, YouTube)	PP15_
IT_YOTACT	Online yesterday: Other activities online	PP15_
	Internet Average Weekday Web Access	
IT_WD1	Internet weekday access: Never	PP15_
IT_WD2	Internet weekday access: Less than 1 day a week	PP15_
IT_WD3	Internet weekday access: 1 day	PP15_
IT_WD4	Internet weekday access: 2 days	PP15_
IT_WD5	Internet weekday access: 3 days	PP15_
IT_WD6	Internet weekday access: 4 days	PP15_
IT_WD7	Internet weekday access: 5 days	PP15_
	Internet Average Weekend Web Access	
IT_WK1	Internet weekend access: Never	PP15_
IT_WK2	Internet weekend access: Less than 1 day	PP15_
IT_WK3	Internet weekend access: 1 day	PP15_
IT_WK4	Internet weekend access: 2 days	PP15_
	Internet Time Spent Online Average Day	
IT_TD0	Time spent online average day: Did not access	PP15_
IT_TD1	Time spent online average day: Less than 1 hour	PP15_
IT_TD2	Time spent online average day: 1 to 2 hours	PP15_
IT_TD3	Time spent online average day: 2 to 3 hours	PP15_
IT_TD4	Time spent online average day: 3 to 4 hours	PP15_
IT_TD4_	Time spent online average day: More than 4 hours	PP15_
	Internet Usage Terciles	
IT_TT0	The Internet Terciles: No usage	PP15_
IT_TT1	The Internet Terciles: Light	PP15_

Media Usage - Internet

Variable	Description	Weight
IT_TT2	The Internet Terciles: Medium	PP15_
IT_TT3	The Internet Terciles: Heavy	PP15_
	Internet Usage Quintiles	
IT_TQ0	The Internet Quintiles: No usage	PP15_
IT_TQ1	The Internet Quintiles: Light	PP15_
IT_TQ2	The Internet Quintiles: Medium light	PP15_
IT_TQ3	The Internet Quintiles: Medium	PP15_
IT_TQ4	The Internet Quintiles: Medium heavy	PP15_
IT_TQ5	The Internet Quintiles: Heavy	PP15_
	Purchase/Intend to Purchase New Technology Products and Services	
IT_PPHON1	5G/LTE Mobile Phones: Intend to buy in the next 2 years	PP15_
IT_PPHON2	5G/LTE Mobile Phones: Already purchased	PP15_
IT_PCLOU1	Cloud computing (Internet application and data service): Intend to buy in the next 2 years	PP15_
IT_PCLOU2	Cloud computing (Internet application and data service): Already purchased	PP15_
IT_PHDCS1	HDTV cable or satellite service or fibre optic : Intend to buy in the next 2 years	PP15_
IT_PHDCS2	HDTV cable or satellite service or fibre optic : Already purchased	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	PP15_
IT_PMSPS2	Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Already purchased	PP15_
IT_PPVR1	Personal video recorder (PVR): Intend to buy in the next 2 years	PP15_
IT_PPVR2	Personal video recorder (PVR): Already purchased	PP15_
IT_PSHA1	Smart home appliances (e.g. fridge, security, lighting etc.) : Intend to buy in the next 2 years	PP15_
IT_PSHA2	Smart home appliances (e.g. fridge, security, lighting etc.) : Already purchased	PP15_
IT_PSMS1	Subscribe to a streaming music service (e.g. Spotify, YouTube Music): Intend to buy in the next 2 years	PP15_
IT_PSMS2	Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Already purchased	PP15_
IT_PSTV1	Subscription to Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): Intend to buy in the next 2 years	PP15_
IT_PSTV2	Subscription to Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): Already purchased	PP15_
IT_P4KTV1	Ultra HD TV 4K: Intend to buy in the next 2 years	PP15_
IT_P4KTV2	Ultra HD TV 4K: Already purchased	PP15_
IT_PVASS1	Voice-activated smart speakers (e.g. Amazon Alexa, Google Home): Intend to buy in the next 2 years	PP15_
IT_PVASS2	Voice-activated smart speakers (e.g. Amazon Alexa, Google Home): Already purchased	PP15_
IT_PWRD1	Wearable devices (e.g. smart watch, virtual reality glasses) : Intend to buy in the next 2 years	PP15_
IT_PWRD2	Wearable devices (e.g. smart watch, virtual reality glasses) : Already purchased	PP15_

Media Usage - Internet

Variable	Description	Weight
IT_PSWH1	Wireless headphones: Intend to buy in the next 2 years	PP15_
IT_PSWH2	Wireless headphones: Already purchased	PP15_
	Time Spent on Internet - M-F (Average Day)	
IT_TDMF0	Time spent on internet - M-F: Zero	PP15_
IT_TDMF1	Time spent on internet - M-F: Less than 1 hour	PP15_
IT_TDMF2	Time spent on internet - M-F: 1 to 2 hours	PP15_
IT_TDMF3	Time spent on internet - M-F: 2 to 3 hours	PP15_
IT_TDMF4	Time spent on internet - M-F: 3 to 4 hours	PP15_
IT_TDMF4_	Time spent on internet - M-F: More than 4 hours	PP15_
IT_TDSS0	Time spent on internet - Sa-Su: Zero	PP15_
IT_TDSS1	Time spent on internet - Sa-Su: Less than 1 hour	PP15_
IT_TDSS2	Time spent on internet - Sa-Su: 1 to 2 hours	PP15_
IT_TDSS3	Time spent on internet - Sa-Su: 2 to 3 hours	PP15_
IT_TDSS4	Time spent on internet - Sa-Su: 3 to 4 hours	PP15_
IT_TDSS4_	Time spent on internet - Sa-Su: More than 4 hours	PP15_

Media Usage - Magazine

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

Media Usage - Magazine

Variable	Description	Weight
MZ_OURCA	Magazine: Our Canada	PP15_
MZ_OUTDOOR	Magazine: Outdoor Canada	PP15_
MZ_RDIG	Magazine: Reader's Digest	PP15_
MZ_ROBM	Magazine: Report on Business Magazine	PP15_
MZ_STYLHM	Magazine: Style at Home	PP15_
MZ_PARENT	Magazine: Today's Parent	PP15_
MZ_ZMRM	Magazine: Zoomer Magazine	PP15_
MZ_EMGZN	Magazine: Other English-Canadian magazines	PP15_
MZ_7JOU	Magazine: 7 Jours	PP15_
MZ_BELAGE	Magazine: Bel Age	PP15_
MZ_CHATF	Magazine: Chatelaine (French edition)	PP15_
MZ_CLIN	Magazine: Clin d'œil	PP15_
MZ_COUP	Magazine: Coup de Pouce	PP15_
MZ_ELLEQ	Magazine: Elle Quebec	PP15_
MZ_LACT	Magazine: L'Actualite	PP15_
MZ_LAFFAR	Magazine: Les Affaires/Les Affaires Plus	PP15_
MZ_IDEES	Magazine: Les idees de ma maison	PP15_
MZ_RICARD	Magazine: Ricardo	PP15_
MZ_RDIGS	Magazine: Selection du Reader's Digest	PP15_
MZ_TRGN	Magazine: Touring	PP15_
MZ_FMGZN	Magazine: Other French-Canadian magazines	PP15_
MZ_HMGN	Magazine: Better Homes & Gardens	PP15_
MZ_COSMOPL	Magazine: Cosmopolitan	PP15_
MZ_FMCR	Magazine: Family Circle	PP15_
MZ_HSKEEP	Magazine: Good Housekeeping	PP15_
MZ_NTLGEO	Magazine: National Geographic	PP15_
MZ_PEOP	Magazine: People	PP15_
MZ_SPORI	Magazine: Sports Illustrated	PP15_
MZ_TIME	Magazine: Time	PP15_
MZ_WDAY	Magazine: Woman's Day	PP15_
MZ_USMGZN	Magazine: Other U.S magazines	PP15_
Magazines Reading Time Summary		
MZ_YDAY	Read magazine yesterday: Yes	PP15_
Magazines Days Read Monday - Sunday		
MZ_LMMS1	Magazines days read: M - Su-Never	PP15_
MZ_LMMS2	Magazines days read: M - Su-Less than 1 day a week	PP15_
MZ_LMMS3	Magazines days read: M - Su-1 day	PP15_
MZ_LMMS4	Magazines days read: M - Su-2 days	PP15_
MZ_LMMS5	Magazines days read: M - Su-3 days	PP15_
MZ_LMMS6	Magazines days read: M - Su-4 days	PP15_
MZ_LMMS7	Magazines days read: M - Su-5 days	PP15_
MZ_LMMS9	Magazines days read: M - Su-7 days	PP15_
Magazines Summary: Weekday avg. Time Reading		

Media Usage - Magazine

Variable	Description	Weight
MZ_TWD0	Weekday read: Did not read	PP15_
MZ_TWD1	Weekday read: 15 min or less	PP15_
MZ_TWD2	Weekday read: 16 to 30 min	PP15_
MZ_TWD3	Weekday read: 31 to 60 min	PP15_
MZ_TWD4	Weekday read: More than 60 min	PP15_
	Magazines Weekly Read	
MZ_TWK0	Magazines weekly read: Zero	PP15_
MZ_TWK1	Magazines weekly read: 30 min or less	PP15_
MZ_TWK2	Magazines weekly read: 31 to 60 min	PP15_
MZ_TWK3	Magazines weekly read: 61 to 240 min	PP15_
MZ_TWK4	Magazines weekly read: More than 240 min	PP15_
	Magazines Reading Terciles	
MZ_TCIL0	Magazines reading terciles: No usage	PP15_
MZ_TCIL1	Magazines reading terciles: Light	PP15_
MZ_TCIL2	Magazines reading terciles: Medium	PP15_
MZ_TCIL3	Magazines reading terciles: Heavy	PP15_
	Magazines Reading Quintiles	
MZ_QTIL0	Magazines reading quintiles: No usage	PP15_
MZ_QTIL1	Magazines reading quintiles: Light	PP15_
MZ_QTIL2	Magazines reading quintiles: Medium light	PP15_
MZ_QTIL3	Magazines reading quintiles: Medium	PP15_
MZ_QTIL4	Magazines reading quintiles: Medium heavy	PP15_
MZ_QTIL5	Magazines reading quintiles: Heavy	PP15_

Media Usage - Newspaper

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Read Newspaper Yesterday	
NP_YDAYD	Read daily newspaper yesterday: Yes	PP15_
NP_YDAYLC	Read local community newspaper yesterday: Yes	PP15_
	Readership on Weekdays	
NP_GLOBMF0	The Globe and Mail: Never	PP15_
NP_GLOBMF1	The Globe and Mail: 1 Day	PP15_
NP_GLOBMF2	The Globe and Mail: 2 Days	PP15_
NP_GLOBMF3	The Globe and Mail: 3 Days	PP15_
NP_GLOBMF4	The Globe and Mail: 4 Days	PP15_
NP_GLOBMF5	The Globe and Mail: 5 Days	PP15_
NP_POSTMF0	National Post: Never	PP15_
NP_POSTMF1	National Post: 1 Day	PP15_
NP_POSTMF2	National Post: 2 Days	PP15_
NP_POSTMF3	National Post: 3 Days	PP15_
NP_POSTMF4	National Post: 4 Days	PP15_
NP_POSTMF5	National Post: 5 Days	PP15_
NP_LOCAMF0	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	PP15_
NP_LOCAMF1	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 Day	PP15_
NP_LOCAMF2	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 Days	PP15_
NP_LOCAMF3	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 3 Days	PP15_
NP_LOCAMF4	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 4 Days	PP15_
NP_LOCAMF5	Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 5 Days	PP15_
	Readership on Weekend	
NP_GLOBWE0	Weekend the Globe and Mail: Never	PP15_
NP_GLOBWE1	Weekend the Globe and Mail: 1 Day	PP15_
NP_POSTWE0	Weekend National Post: Never	PP15_
NP_POSTWE1	Weekend National Post: 1 day	PP15_
NP_LOCWE0	Weekend Any local daily newspaper(s): Never	PP15_
NP_LOCWE1	Weekend Any local daily newspaper(s): 1 day	PP15_
NP_LOCWE2	Weekend Any local daily newspaper(s): 2 days	PP15_
	Summary Time Spent Reading Daily Paper: Weekday	
NP_SMF0	Weekday time spent on daily paper: Did not read	PP15_
NP_SMF15	Weekday time spent on daily paper: Less than 15 min	PP15_
NP_SMF1529	Weekday time spent on daily paper: 15 to 29 min	PP15_
NP_SMF3044	Weekday time spent on daily paper: 30 to 44 min	PP15_
NP_SMF4559	Weekday time spent on daily paper: 45 to 59 min	PP15_
NP_SMF6090	Weekday time spent on daily paper: 60 to 90 min	PP15_
NP_SMF90_	Weekday time spent on daily paper: More than 90 min	PP15_
	Summary Time Spent Reading Daily Paper: Weekend	

Media Usage - Newspaper

Variable	Description	Weight
NP_SWE0	Weekend time spent on daily paper: Did not read	PP15_
NP_SWE15	Weekend time spent on daily paper: Less than 15 min	PP15_
NP_SWE1529	Weekend time spent on daily paper: 15 to 29 min	PP15_
NP_SWE3044	Weekend time spent on daily paper: 30 to 44 min	PP15_
NP_SWE4559	Weekend time spent on daily paper: 45 to 59 min	PP15_
NP_SWE6090	Weekend time spent on daily paper: 60 to 90 min	PP15_
NP_SWE90_	Weekend time spent on daily paper: More than 90 min	PP15_
Readership Monday-Friday		
NP_DAYMF0	Weekday daily reading: Never	PP15_
NP_DAYMF_1	Weekday daily reading: Less than 1 day a week	PP15_
NP_DAYMF1	Weekday daily reading: 1 day	PP15_
NP_DAYMF2	Weekday daily reading: 2 days	PP15_
NP_DAYMF3	Weekday daily reading: 3 days	PP15_
NP_DAYMF4	Weekday daily reading: 4 days	PP15_
NP_DAYMF5	Weekday daily reading: 5 days	PP15_
Readership Weekend		
NP_DAYSS1	Newspaper SAT-SUN: None	PP15_
NP_DAYSS2	Newspaper SAT-SUN: Less than 1 day	PP15_
NP_DAYSS3	Newspaper SAT-SUN: 1 day	PP15_
NP_DAYSS4	Newspaper SAT-SUN: 2 days	PP15_
NP_PAID1	Subscription of any local daily newspaper: No	PP15_
NP_PAID2	Subscription of any local daily newspaper: Yes	PP15_
Read Local Community Newspaper in Past 7 Days		
NP_7DAYLC	Read local community newspaper past 7 days: Yes	PP15_
Frequency Reading the Local Community Newspaper		
NP_LCN	Read local community newspaper: Never	PP15_
NP_LCS	Read local community newspaper: Seldom	PP15_
NP_LCO	Read local community newspaper: Occasionally	PP15_
NP_LCF	Read local community newspaper: Frequently	PP15_
Number of Local Community Newspapers Read		
NP_LCNP0	Number of local community newspapers read: 0	PP15_
NP_LCNP1	Number of local community newspapers read: 1	PP15_
NP_LCNP2	Number of local community newspapers read: 2	PP15_
NP_LCNP3	Number of local community newspapers read: 3	PP15_
NP_LCNP4	Number of local community newspapers read: 4	PP15_
NP_LCNP5	Number of local community newspapers read: 5	PP15_
Terciles of Usage		
NP_TCILD0	Summary daily newspaper terciles: No usage	PP15_
NP_LTCILD	Summary daily newspaper terciles: Light	PP15_
NP_MTCILD	Summary daily newspaper terciles: Medium	PP15_
NP_HTCILD	Summary daily newspaper terciles: Heavy	PP15_
NP_TCILC0	Summary local community newspaper terciles: No usage	PP15_
NP_LTCILC	Summary local community newspaper terciles: Light	PP15_

Media Usage - Newspaper

Variable	Description	Weight
NP_MTCILC	Summary local community newspaper terciles: Medium	PP15_
NP_HTCILC	Summary local community newspaper terciles: Heavy	PP15_
Reading Patterns by Section		
NP_AUTON	Read by section - Automotive: Never	PP15_
NP_AUTOS	Read by section - Automotive: Seldom	PP15_
NP_AUTOO	Read by section - Automotive: Occasionally	PP15_
NP_AUTOF	Read by section - Automotive: Frequently	PP15_
NP_BUSIN	Read by section - Business & Financial: Never	PP15_
NP_BUSIS	Read by section - Business & Financial: Seldom	PP15_
NP_BUSIO	Read by section - Business & Financial: Occasionally	PP15_
NP_BUSIF	Read by section - Business & Financial: Frequently	PP15_
NP_CL_ADN	Read by section - Classified Ads (excl. real estate): Never	PP15_
NP_CL_ADS	Read by section - Classified Ads (excl. real estate): Seldom	PP15_
NP_CL_ADO	Read by section - Classified Ads (excl. real estate): Occasionally	PP15_
NP_CL_ADF	Read by section - Classified Ads (excl. real estate): Frequently	PP15_
NP_HTECHN	Read by section - Computer/high tech: Never	PP15_
NP_HTECHS	Read by section - Computer/high tech: Seldom	PP15_
NP_HTECHO	Read by section - Computer/high tech: Occasionally	PP15_
NP_HTECHF	Read by section - Computer/high tech: Frequently	PP15_
NP_EDITN	Read by section - Editorials: Never	PP15_
NP_EDITS	Read by section - Editorials: Seldom	PP15_
NP_EDITO	Read by section - Editorials: Occasionally	PP15_
NP_EDITF	Read by section - Editorials: Frequently	PP15_
NP_FASHN	Read by section - Fashion/lifestyle: Never	PP15_
NP_FASHS	Read by section - Fashion/lifestyle: Seldom	PP15_
NP_FASHO	Read by section - Fashion/lifestyle: Occasionally	PP15_
NP_FASHF	Read by section - Fashion/lifestyle: Frequently	PP15_
NP_FOODN	Read by section - Food: Never	PP15_
NP_FOODS	Read by section - Food: Seldom	PP15_
NP_FOODO	Read by section - Food: Occasionally	PP15_
NP_FOODF	Read by section - Food: Frequently	PP15_
NP_HEALTHN	Read by section - Health: Never	PP15_
NP_HEALTHS	Read by section - Health: Seldom	PP15_
NP_HEALTHO	Read by section - Health: Occasionally	PP15_
NP_HEALTHF	Read by section - Health: Frequently	PP15_
NP_INEWN	Read by section - International news/world Section: Never	PP15_
NP_INEWS	Read by section - International news/world Section: Seldom	PP15_
NP_INEWO	Read by section - International news/world Section: Occasionally	PP15_
NP_INEWF	Read by section - International news/world section: Frequently	PP15_
NP_LNEWN	Read by section - Local & regional news: Never	PP15_
NP_LNEWS	Read by section - Local & regional news: Seldom	PP15_
NP_LNEWO	Read by section - Local & regional news: Occasionally	PP15_
NP_LNEWF	Read by section - Local & regional news: Frequently	PP15_

Media Usage - Newspaper

Variable	Description	Weight
NP_MOVIN	Read by section - Movie & entertainment: Never	PP15_
NP_MOVIS	Read by section - Movie & entertainment: Seldom	PP15_
NP_MOVIO	Read by section - Movie & entertainment: Occasionally	PP15_
NP_MOVIF	Read by section - Movie & entertainment: Frequently	PP15_
NP_NNEWN	Read by section - National news: Never	PP15_
NP_NNEWS	Read by section - National news: Seldom	PP15_
NP_NNEWO	Read by section - National news: Occasionally	PP15_
NP_NNEWF	Read by section - National news: Frequently	PP15_
NP_HOMEN	Read by section - New homes section: Never	PP15_
NP_HOMES	Read by section - New homes section: Seldom	PP15_
NP_HOMEO	Read by section - New homes section: Occasionally	PP15_
NP_HOMEF	Read by section - New homes section: Frequently	PP15_
NP_RESTAN	Read by section - Real estate listings: Never	PP15_
NP_RESTAS	Read by section - Real estate listings: Seldom	PP15_
NP_RESTAO	Read by section - Real estate listings: Occasionally	PP15_
NP_RESTAF	Read by section - Real estate listings: Frequently	PP15_
NP_SPORN	Read by section - Sports: Never	PP15_
NP_SPORS	Read by section - Sports: Seldom	PP15_
NP_SPORO	Read by section - Sports: Occasionally	PP15_
NP_SPORF	Read by section - Sports: Frequently	PP15_
NP_TRAVN	Read by section - Travel: Never	PP15_
NP_TRAVS	Read by section - Travel: Seldom	PP15_
NP_TRAVO	Read by section - Travel: Occasionally	PP15_
NP_TRAVF	Read by section - Travel: Frequently	PP15_
	Method of Reading	
NP_READ1	I read most or all pages/sections	PP15_
NP_READ2	I read selected pages/sections only	PP15_
NP_READ3	I read selected pages/sections and skim through the rest of the paper quickly	PP15_
NP_READ4	I look through the whole paper casually	PP15_

Media Usage - Radio

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

Media Usage - Radio

Variable	Description	Weight
RD_HR3542	Weekly tuning: 35 To 42 hours	PP15_
RD_HR4249	Weekly tuning: 42 To 49 hours	PP15_
RD_HR49_	Weekly tuning: more than 49 hours	PP15_
	Radio Usage Patterns	
RD_MON	Daily reach - Monday	PP15_
RD_TUE	Daily reach - Tuesday	PP15_
RD_WED	Daily reach - Wednesday	PP15_
RD_THU	Daily reach - Thursday	PP15_
RD_FRI	Daily reach - Friday	PP15_
RD_SAT	Daily reach - Saturday	PP15_
RD_SUN	Daily reach - Sunday	PP15_
RD_MS51A	Reach: Day Mon-Sun 5am -1am	PP15_
RD_MF610A	Reach: Breakfast Mon-Fri 6am -10am	PP15_
RD_MF10A3P	Reach: Day Mon-Fri 10am-3pm	PP15_
RD_MF37P	Reach: Drive Mon-Fri 3pm -7pm	PP15_
RD_MF7P0A	Reach: Evening Mon-Fri 7pm - 12am	PP15_
RD_SAT7A7P	Reach: Sat 7am -7pm	PP15_
RD_SUN7A7P	Reach: Sun 7am -7pm	PP15_
RD_MF51A	Reach: Mon-Fri 5am -1am	PP15_
RD_SS51A	Reach: Sat-Sun 5am -1am	PP15_
RD_MF7A7P	Reach: Mon-Fri 7am -7pm	PP15_
	Radio Reach by Location	
RD_HOME	Radio reach: Home	PP15_
RD_VEH	Radio reach: Vehicle	PP15_
RD_WORK	Radio reach: Work	PP15_
RD_OTHER	Radio reach: Other	PP15_
	Listenership by Program	
RD_AAA	Radio program: Adult Album Alternative (AAA)	PP15_
RD_ADC	Radio program: Adult contemporary	PP15_
RD_MSTRK	Radio program: AOR/mainstream Rock	PP15_
RD_ALNEWS	Radio program: All news	PP15_
RD_ADST	Radio program: Adult standards	PP15_
RD_CCNTY	Radio program: Classic country	PP15_
RD_CLASS	Radio program: Classical/fine arts	PP15_
RD_MSTM	Radio program: Mainstream top 40/CHR	PP15_
RD_CLAHIT	Radio program: Classic hits	PP15_
RD_CMDY	Radio program: Comedy	PP15_
RD_CLARK	Radio program: Classic rock	PP15_
RD_ETHNIC	Radio program: Ethnic/multi-cultural	PP15_
RD_OLDIE	Radio program: Oldies	PP15_
RD_HADC	Radio program: Hot adult contemporary	PP15_
RD_JAZZ	Radio program: Jazz	PP15_
RD_MDRK	Radio program: Modern/alternative Rock	PP15_

Media Usage - Radio

Variable	Description	Weight
RD_MULTI	Radio program: Multi/variety/specialty	PP15_
RD_NOTC	Radio program: Not classified	PP15_
RD_NEWS	Radio program: News/talk	PP15_
RD_RELIG	Radio program: Religion	PP15_
RD_SPORT	Radio program: Sports	PP15_
RD_TCNTY	Radio program: Today's country	PP15_
RD_URBAN	Radio program: Urban	PP15_
	Terciles of Usage	
RD_LAAA	Radio program: Adult Album Alternative (AAA) - Light	PP15_
RD_MAAA	Radio program: Adult Album Alternative (AAA) - Medium	PP15_
RD_HAAA	Radio program: Adult Album Alternative (AAA) - Heavy	PP15_
RD_LTADC	Radio program: Adult contemporary - Light	PP15_
RD_MTADC	Radio program: Adult contemporary - Medium	PP15_
RD_HTADC	Radio program: Adult contemporary - Heavy	PP15_
RD_LMSTRK	Radio program: AOR/mainstream rock - Light	PP15_
RD_MMSTRK	Radio program: AOR/mainstream rock - Medium	PP15_
RD_HMSTRK	Radio program: AOR/mainstream rock - Heavy	PP15_
RD_LALNEWS	Radio program: All news Light	PP15_
RD_MALNEWS	Radio program: All news Medium	PP15_
RD_HALNEWS	Radio program: All news - Heavy	PP15_
RD_LADST	Radio program: Adult standards - Light	PP15_
RD_MADST	Radio program: Adult standards - Medium	PP15_
RD_HADST	Radio program: Adult standards - Heavy	PP15_
RD_LCCNTY	Radio program: Classic country - Light	PP15_
RD_MCCNTY	Radio program: Classic country - Medium	PP15_
RD_HCCNTY	Radio program: Classic country - Heavy	PP15_
RD_LCLASS	Radio program: Classical/fine arts - Light	PP15_
RD_MCLASS	Radio program: Classical/fine arts - Medium	PP15_
RD_HCLASS	Radio program: Classical/fine arts - Heavy	PP15_
RD_LMSTM	Radio program: Mainstream top 40/CHR - Light	PP15_
RD_MMSTM	Radio program: Mainstream top 40/CHR - Medium	PP15_
RD_HMSTM	Radio program: Mainstream top 40/CHR - Heavy	PP15_
RD_LCLAHIT	Radio program: Classic hits - Light	PP15_
RD_MCLAHIT	Radio program: Classic hits - Medium	PP15_
RD_HCLAHIT	Radio program: Classic hits - Heavy	PP15_
RD_LCLARK	Radio program: Classic rock - Light	PP15_
RD_MCLARK	Radio program: Classic rock - Medium	PP15_
RD_HCLARK	Radio program: Classic rock - Heavy	PP15_
RD_LETHNIC	Radio program: Ethnic/multi-cultural - Light	PP15_
RD_METHNIC	Radio program: Ethnic/multi-cultural - Medium	PP15_
RD_HETHNIC	Radio program: Ethnic/multi-cultural - Heavy	PP15_
RD_LOLDIE	Radio program: Oldies - Light	PP15_
RD_MOLDIE	Radio program: Oldies - Medium	PP15_

Media Usage - Radio

Variable	Description	Weight
RD_HOLDIE	Radio program: Oldies - Heavy	PP15_
RD_LHADC	Radio program: Hot adult contemporary - Light	PP15_
RD_MHADC	Radio program: Hot adult contemporary - Medium	PP15_
RD_HHADC	Radio program: Hot adult contemporary - Heavy	PP15_
RD_LJAZZ	Radio program: Jazz - Light	PP15_
RD_MJAZZ	Radio program: Jazz - Medium	PP15_
RD_HJAZZ	Radio program: Jazz - Heavy	PP15_
RD_LMDRK	Radio program: Modern/alternative rock - Light	PP15_
RD_MMDRK	Radio program: Modern/alternative rock - Medium	PP15_
RD_HMDRK	Radio program: Modern/alternative rock - Heavy	PP15_
RD_LMULTI	Radio program: Multi/variety/specialty - Light	PP15_
RD_MMULTI	Radio program: Multi/variety/specialty - Medium	PP15_
RD_HMULTI	Radio program: Multi/variety/specialty - Heavy	PP15_
RD_LNOTC	Radio program: Not classified - Light	PP15_
RD_MNOTC	Radio program: Not classified - Medium	PP15_
RD_HNOTC	Radio program: Not classified - Heavy	PP15_
RD_LNEWS	Radio program: News/talk - Light	PP15_
RD_MNEWS	Radio program: News/talk - Medium	PP15_
RD_HNEWS	Radio program: News/talk - Heavy	PP15_
RD_LRELIG	Radio program: Religion - Light	PP15_
RD_MRELIG	Radio program: Religion - Medium	PP15_
RD_HRELIG	Radio program: Religion - Heavy	PP15_
RD_LSPORT	Radio program: Sports - Light	PP15_
RD_MSPORT	Radio program: Sports - Medium	PP15_
RD_HSPORT	Radio program: Sports - Heavy	PP15_
RD_LTCNTRY	Radio program: Today's country - Light	PP15_
RD_MTCNTRY	Radio program: Today's country - Medium	PP15_
RD_HTCNTRY	Radio program: Today's country - Heavy	PP15_
	Importance of the Following Radio Attributes	
RD_ATRFC1	Traffic reports at rush hours: Extremely important	PP15_
RD_ATRFC2	Traffic reports at rush hours: Very important	PP15_
RD_AWEATH1	Weather reports: Extremely important	PP15_
RD_AWEATH2	Weather reports: Very important	PP15_
RD_AHEADL1	Headline news: Extremely important	PP15_
RD_AHEADL2	Headline news: Very important	PP15_
RD_ASPTNS1	Sports news: Extremely important	PP15_
RD_ASPTNS2	Sports news: Very important	PP15_
RD_AMUSNS1	Music news: Extremely important	PP15_
RD_AMUSNS2	Music news: Very important	PP15_
RD_ALOCNS1	Local news/events: Extremely important	PP15_
RD_ALOCNS2	Local news/events: Very important	PP15_
RD_AENTNS1	Entertainment news/celebrity gossip: Extremely important	PP15_
RD_AENTNS2	Entertainment news/celebrity gossip: Very important	PP15_

Media Usage - Radio

Variable	Description	Weight
RD_APRDAD1	Info about products and services likely to buy: Extremely important	PP15_
RD_APRDAD2	Info about products and services likely to buy: Very important	PP15_
RD_ASALES1	Info about sales at local stores: Extremely important	PP15_
RD_ASALES2	Info about sales at local stores: Very important	PP15_
RD_AKILLT1	Making time in the car more enjoyable: Extremely important	PP15_
RD_AKILLT2	Making time in the car more enjoyable: Very important	PP15_
RD_ADAYWK1	Being part of my day at work: Extremely important	PP15_
RD_ADAYWK2	Being part of my day at work: Very important	PP15_
RD_ADAYHM1	Being part of my day at home: Extremely important	PP15_
RD_ADAYHM2	Being part of my day at home: Very important	PP15_
RD_AINFMD1	Keeping informed: Extremely important	PP15_
RD_AINFMD2	Keeping informed: Very important	PP15_
RD_ADLIFE1	Being part of daily life: Extremely important	PP15_
RD_ADLIFE2	Being part of daily life: Very important	PP15_
RD_ANHITS1	Hearing the latest hits: Extremely important	PP15_
RD_ANHITS2	Hearing the latest hits: Very important	PP15_
RD_ANMUSC1	Discovering new music/songs/artists: Extremely important	PP15_
RD_ANMUSC2	Discovering new music/songs/artists: Very important	PP15_
RD_AFORUM1	Discussion forum on news and public affairs: Extremely important	PP15_
RD_AFORUM2	Discussion forum on news and public affairs: Very important	PP15_
RD_ACONT1	Possibility to enter contests and win prizes: Extremely important	PP15_
RD_ACONT2	Possibility to enter contests and win prizes: Very important	PP15_
How Often Listen to the Radio While		
RD_LWORKS	Listen to radio while working or school (any location): Seldom	PP15_
RD_LWORKO	Listen to radio while working or school (any location): Occasionally	PP15_
RD_LWORKF	Listen to radio while working or school (any location): Frequently	PP15_
RD_LHWORKS	Listen to radio while doing house/yard work: Seldom	PP15_
RD_LHWORKO	Listen to radio while doing house/yard work: Occasionally	PP15_
RD_LHWORKF	Listen to radio while doing house/yard work: Frequently	PP15_
RD_LEXERCS	Listen to radio while exercising/working out: Seldom	PP15_
RD_LEXERCO	Listen to radio while exercising/working out: Occasionally	PP15_
RD_LEXERCF	Listen to radio while exercising/working out: Frequently	PP15_
RD_LREADYO	Listen to radio while getting ready for school/work: Seldom	PP15_
RD_LREADYO	Listen to radio while getting ready for school/work: Occasionally	PP15_
RD_LREADYF	Listen to radio while getting ready for school/work: Frequently	PP15_
RD_LRELAXS	Listen to radio while relaxing at home: Seldom	PP15_
RD_LRELAXO	Listen to radio while relaxing at home: Occasionally	PP15_
RD_LRELAXF	Listen to radio while relaxing at home: Frequently	PP15_
RD_LWAYWKS	Listen to radio while travelling to/from work/school: Seldom	PP15_
RD_LWAYWKO	Listen to radio while travelling to/from work/school: Occasionally	PP15_
RD_LWAYWKF	Listen to radio while travelling to/from work/school: Frequently	PP15_
RD_LWAYSXS	Listen to radio while travelling to shopping: Seldom	PP15_
RD_LWAYSXS	Listen to radio while travelling to shopping: Occasionally	PP15_

Media Usage - Radio

Variable	Description	Weight
RD_LWAYSHF	Listen to radio while travelling to shopping: Frequently	PP15_
RD_LALARMS	Listen to radio at waking up/radio alarm: Seldom	PP15_
RD_LALARMO	Listen to radio at waking up/radio alarm: Occasionally	PP15_
RD_LALARMF	Listen to radio at waking up/radio alarm: Frequently	PP15_
	SiriusXM Subscription	
RD_XMVR	Subscribed SiriusXM vehicle radio	PP18_
RD_XMHPR	Subscribed SiriusXM home or portable radio	PP18_
	Audio Used When Driving Past Month	
RD_CAR_AM	Audio used past month: AM/FM radio	PP15_
RD_CAR_HD	Audio used past month: HD radio (digital AM/FM)	PP15_
RD_CAR_XM	Audio used past month: SiriusXM satellite radio	PP15_
RD_CAR_CD	Audio used past month: Owned music (e.g. digital music, CDs)	PP15_
RD_CAR_PD	Audio used past month: Podcast	PP15_
RD_CAR_OL	Audio used past month: Radio station online streaming	PP15_
RD_CAR_SAF	Audio used past month: Streaming audio service (free)	
RD_CAR_SA	Audio used past month: Streaming audio service (paid)	PP15_
RD_CAR_OT	Audio used past month: Other source	PP15_
	Audio Used When Driving Most Often	
RD_CARM_AM	Audio used most often: AM/FM radio	PP15_
RD_CARM_HD	Audio used most often: HD radio (digital AM/FM)	PP15_
RD_CARM_XM	Audio used most often: SiriusXM satellite radio	PP15_
RD_CARM_OM	Audio used most often: Owned music (e.g. digital music, CDs)	PP15_
RD_CARM_PD	Audio used most often: Podcast	PP15_
RD_CARM_OL	Audio used most often: Radio station online streaming	PP15_
RD_CARM_SAF	Audio used most often: Streaming audio service (free)	PP15_
RD_CARM_SA	Audio used most often: Streaming audio service (paid)	PP15_
RD_CARM_OT	Audio used most often: Other source	PP15_
RD_CARM_NT	Audio used most often: None of these	PP15_
	Audio Device Used to Listen to AM/FM Broadcast Radio Past 7 Days	
RD_DVC_MP	Audio device: Smartphone	PP15_
RD_DVC_PC	Audio device: Tablet/laptop/desktop computer	PP15_
RD_DVC_SSPK	Audio device: Smart speaker (eg Echo, Google Home)	PP15_
RD_DVC_RAD	Audio device: In-home or portable AM/FM Audio	PP15_
RD_DVC_AUD	Audio device: Other in-home audio devices (eg Bluetooth speaker, traditional stereo)	PP15_
RD_DVC_CAR	Audio device: In-car AM/FM Audio	PP15_
RD_DVC_TV	Audio device: TV channels that broadcast radio stations	PP15_
RD_DVC_OT	Audio device: Other devices	PP15_
	Radio Online Used Past 7 Days	
RD_OL_ARD	Radio online: AccuRadio	PP15_
RD_OL_APM	Radio online: Amazon Prime Music	PP15_
RD_OL_AMS	Radio online: Apple Music (the streaming service)	PP15_
RD_OL_ADB	Radio online: Audible	PP15_

Media Usage - Radio

Variable	Description	Weight
RD_OL_CBC	Radio online: CBC Listen	PP15_
RD_OL_PD	Radio online: Google Podcasts	PP15_
RD_OL_IHR	Radio online: iHeartRadio (any station via the iHeart app or website)	PP15_
RD_OL_AM	Radio online: Listen to a traditional on-air AM/FM radio station via a stream on that station's specific website or a station specific app	PP15_
RD_OL_RCO	Radio online: Radio-Canada Ohdio	PP15_
RD_OL_RPC	Radio online: Radioplayer Canada (any station via the Radioplayer app or website)	PP15_
RD_OL_XM	Radio online: SiriusXM (web or app streaming)	PP15_
RD_OL_SCD	Radio online: SoundCloud	PP15_
RD_OL_SPF	Radio online: Spotify - free access with ads	PP15_
RD_OL_SPS	Radio online: Spotify - subscription without ads	PP15_
RD_OL_SMC	Radio online: Stingray Music	PP15_
RD_OL_TI	Radio online: TuneIn	PP15_
RD_OL_YTM	Radio online: YouTube for music videos	PP15_
RD_OL_YTF	Radio online: YouTube Music free access with ads	PP15_
RD_OL_YTP	Radio online: YouTube Music subscription without ads	PP15_
RD_OL_OT	Radio online: Other online/Internet music, talk or sports radio app, website or service	PP15_
	Time Spent on Streaming Audio Average Day	PP15_
RD_LSAUD0	Streaming audio - M-SU: Zero	PP15_
RD_LSAUD1	Streaming audio - M-SU: Less than 1 hour	PP15_
RD_LSAUD2	Streaming audio - M-SU: 1 to 2 hours	PP15_
RD_LSAUD3	Streaming audio - M-SU: 2 to 3 hours	PP15_
RD_LSAUD4	Streaming audio - M-SU: 3 to 4 hours	PP15_
RD_LSAUD5	Streaming audio - M-SU: More than 4 hours	PP15_

Media Usage - Television

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	TV Watching Summary	
TV_YDAY	TV watching yesterday: Yes	PP15_
TV_WD0	TV watching weekday: Never	PP15_
TV_WDAY1_	TV watching weekday: Less than 1 day a week	PP15_
TV_WDAY1	TV watching weekday: 1 day	PP15_
TV_WDAY2	TV watching weekday: 2 days	PP15_
TV_WDAY3	TV watching weekday: 3 days	PP15_
TV_WDAY4	TV watching weekday: 4 days	PP15_
TV_WDAY5	TV watching weekday: 5 days	PP15_
TV_WEND0	TV watching weekend: Never	PP15_
TV_WEND1_	TV watching weekend: Less than 1 day	PP15_
TV_WEND1	TV watching weekend: 1 day	PP15_
TV_WEND2	TV watching weekend: 2 days	PP15_
	Summary Time Spent on Watching TV Weekday	
TV_HRMF0	TV watching weekday: Did not watch	PP15_
TV_HRMF_1	TV watching weekday: Less than 1 hour	PP15_
TV_HRMF12	TV watching weekday: 1 to 2 hrs	PP15_
TV_HRMF34	TV watching weekday: 2 to 4 hrs	PP15_
TV_HRMF56	TV watching weekday: 4 to 6 hrs	PP15_
TV_HRMF78	TV watching weekday: 6 to 8 hrs	PP15_
TV_HRMF8_	TV watching weekday: More than 8 hrs	PP15_
	Summary Time Spent on Watching TV Saturday	
TV_HRSA0	TV watching Saturday: Did not watch	PP15_
TV_HRSA_1	TV watching Saturday: Less than 1 hour	PP15_
TV_HRSA12	TV watching Saturday: 1 to 2 hrs	PP15_
TV_HRSA34	TV watching Saturday: 2 to 4 hrs	PP15_
TV_HRSA56	TV watching Saturday: 4 to 6 hrs	PP15_
TV_HRSA78	TV watching Saturday: 6 to 8 hrs	PP15_
TV_HRSA8_	TV watching Saturday: More than 8 hrs	PP15_
	Summary Time Spent on Watching TV Sunday	
TV_HRSU0	TV watching Sunday: Did not watch	PP15_
TV_HRSU_1	TV watching Sunday: Less than 1 hour	PP15_
TV_HRSU12	TV watching Sunday: 1 to 2 hrs	PP15_
TV_HRSU34	TV watching Sunday: 2 to 4 hrs	PP15_
TV_HRSU56	TV watching Sunday: 4 to 6 hrs	PP15_
TV_HRSU78	TV watching Sunday: 6 to 8 hrs	PP15_
TV_HRSU8_	TV watching Sunday: More than 8 hrs	PP15_
	Watching TV (M-Su) Average Day	
TV_HRMSU0	Watching TV (M-Su) average day: Zero	PP15_

Media Usage - Television

Variable	Description	Weight
TV_HRMSU_1	Watching TV (M-Su) average day: Less than 1 hour	PP15_
TV_HRMSU12	Watching TV (M-Su) average day: 1 to 2 hrs	PP15_
TV_HRMSU34	Watching TV (M-Su) average day: 2 to 4 hrs	PP15_
TV_HRMSU56	Watching TV (M-Su) average day: 4 to 6 hrs	PP15_
TV_HRMSU78	Watching TV (M-Su) average day: 6 to 8 hrs	PP15_
TV_HRMSU8_	Watching TV (M-Su) average day: More than 8 hrs	PP15_
	Watching TV (Sa-Su)	
TV_HRMSS0	Watching TV (Sa-Su) - total : Zero	PP15_
TV_HRMSS_1	Watching TV (Sa-Su) - total : Less than 1 hour	PP15_
TV_HRMSS12	Watching TV (Sa-Su) - total : 1 to 2 hrs	PP15_
TV_HRMSS34	Watching TV (Sa-Su) - total : 2 to 4 hrs	PP15_
TV_HRMSS56	Watching TV (Sa-Su) - total : 4 to 6 hrs	PP15_
TV_HRMSS78	Watching TV (Sa-Su) - total : 6 to 8 hrs	PP15_
TV_HRMSS8_	Watching TV (Sa-Su) - total : More than 8 hrs	PP15_
	Terciles of Viewing	
TV_TCIL0	TV viewing: No usage	PP15_
TV_LTCIL	TV viewing: Light	PP15_
TV_MTCIL	TV viewing: Medium	PP15_
TV_HTCIL	TV viewing: Heavy	PP15_
	TV Program	
TV_AUTO	TV Program: Auto Racing	PP15_
TV_BSBALL	TV Program: Baseball (When in Season)	PP15_
TV_BKBALL	TV Program: Basketball (When in Season)	PP15_
TV_CARTOO	TV Program: Cartoons	PP15_
TV_CFL	TV Program: CFL Football (When in Season)	PP15_
TV_CHILD	TV Program: Children's programs	PP15_
TV_CTSHOW	TV Program: Contest shows (e.g. America's Got Talent)	PP15_
TV_COOK	TV Program: Cooking programs	PP15_
TV_CURLING	TV Program: Curling (when in season)	PP15_
TV_DTSDRM	TV Program: Daytime soap/serial dramas (e.g. The Young and the Restless)	PP15_
TV_DTALK	TV Program: Daytime talk shows	PP15_
TV_DOC	TV Program: Documentaries	PP15_
TV_ENTNEWS	TV Program: Entertainment news programs (e.g. ET/etalk)	PP15_
TV_ENEWS	TV Program: Evening local news	PP15_
TV_SKATE	TV Program: Figure skating	PP15_
TV_GMSHOW	TV Program: Game shows	PP15_
TV_GOLF	TV Program: Golf	PP15_
TV_HOCKEY	TV Program: Hockey (when inseason)	PP15_
TV_HOREDE	TV Program: Home renovation/decoration shows	PP15_
TV_NTALK	TV Program: Late night talk shows	PP15_
TV_MARWRE	TV Program: Mixed martial arts/wrestling (e.g. UFC, WWE Raw)	PP15_
TV_MNEWS	TV Program: Morning local news	PP15_
TV_MOVIE	TV Program: Movies	PP15_

Media Usage - Television

Variable	Description	Weight
TV_NEWS	TV Program: National news/current affairs	PP15_
TV_NFL	TV Program: NFL Football (when inseason)	PP15_
TV_PMKOV	TV Program: Personal makeover shows (e.g. The Biggest Loser)	PP15_
TV_PTSDRM	TV Program: Primetime serial dramas (e.g. NCIS)	PP15_
TV_REALITY	TV Program: Reality shows (e.g. Survivor)	PP15_
TV_CMDIES	TV Program: Situation comedies	PP15_
TV_SOCCER	TV Program: Soccer	PP15_
TV_DRAMA	TV Program: Suspense/crime dramas	PP15_
TV_TENNIS	TV Program: Tennis (when in season)	PP15_
TV_INFO	TV Program: TV Infomercials	PP15_
TV_SPEC	TV Program: Variety/award specials	PP15_
TV_OTHER	TV Program: Other programs	PP15_
	TV Channel	
TV_A_E	TV Channel: A&E (Arts & Entertainment)	PP15_
TV_AMC	TV Channel: AMC	PP15_
TV_CP24	TV Channel: CablePulse24 (CP24)	PP15_
TV_CBC	TV Channel: CBC News Network	PP15_
TV_CMT	TV Channel: CMT	PP15_
TV_CNN	TV Channel: CNN	PP15_
TV_CRAVE	TV Channel: Crave	PP15_
TV_CTV	TV Channel: CTV News Channel	PP15_
TV_DISC	TV Channel: Discovery Channel	PP15_
TV_DISVEL	TV Channel: Disney Velocity	PP15_
TV_DTOUR	TV Channel: DTour	PP15_
TV_EENTER	TV Channel: E! Entertainment Television	PP15_
TV_FAMJ	TV Channel: Family Jr.	PP15_
TV_FTV	TV Channel: Food Network	PP15_
TV_FOXNS	TV Channel: Fox News US	PP15_
TV_GBC	TV Channel: Global News BC	PP15_
TV_GSN	TV Channel: GSN	PP15_
TV_HBO	TV Channel: HBO Canada	PP15_
TV_HGTV	TV Channel: HGTV	PP15_
TV_HIST	TV Channel: History Channel	PP15_
TV_HLN	TV Channel: HLN (Headline News)	PP15_
TV_HOLS	TV Channel: Hollywood Suite	PP15_
TV_MSNBC	TV Channel: MSNBC US	PP15_
TV_MTV	TV Channel: MTV	PP15_
TV_MMUSIC	TV Channel: Much	PP15_
TV_NG	TV Channel: Nat Geo Wild	PP15_
TV_SHCASE	TV Channel: Showcase	PP15_
TV_SLICE	TV Channel: Slice	PP15_
TV_SPNET	TV Channel: Sportsnet	PP15_
TV_SPNT360	TV Channel: Sportsnet 360/SN 360	PP15_

Media Usage - Television

Variable	Description	Weight
TV_TOONE	TV Channel: Teletoon (English)	PP15_
TV_TLC	TV Channel: The Learning Channel (TLC)	PP15_
TV_SHOP	TV Channel: The Shopping Channel (TSC)	PP15_
TV_WEATH	TV Channel: The Weather Network	PP15_
TV_TREE	TV Channel: Treehouse TV	PP15_
TV_TSN	TV Channel: TSN	PP15_
TV_TSN2	TV Channel: TSN2	PP15_
TV_TCM	TV Channel: Turner Classic Movies (TCM)	PP15_
TV_VISION	TV Channel: VisionTV	PP15_
TV_WTN	TV Channel: W Network	PP15_
TV_YTV	TV Channel: YTV	PP15_
TV_SPECIAL	TV Channel: Other English specialty channels	PP15_
TV_ARTV	TV Channel: ARTV	PP15_
TV_D	TV Channel: Canal D	PP15_
TV_VIE	TV Channel: Canal Vie	PP15_
TV_EVASION	TV Channel: Evasion	PP15_
TV_HISTOR	TV Channel: Historia	PP15_
TV_LCN	TV Channel: Le Canal Nouvelles (LCN)	PP15_
TV_RDI	TV Channel: Le Reseau de l' information (RDI)	PP15_
TV_RDS	TV Channel: Le Reseau des Sports (RDS)	PP15_
TV_MMEDIA	TV Channel: MeteoMedia	PP15_
TV_RD2	TV Channel: RDS2	PP15_
TV_SERIEP	TV Channel: Series+	PP15_
TV_SECRAN	TV Channel: Super Ecran	PP15_
TV_TOONF	TV Channel: Teletoon (French)	PP15_
TV_TV5	TV Channel: TV5 Quebec Canada (TV5)	PP15_
TV_UNIS	TV Channel: UNIS	PP15_
TV_VRAK	TV Channel: VRAK TV	PP15_
TV_ZTELE	TV Channel: Z (Ztele)	PP15_
TV_FSPEC	TV Channel: Other French specialty channels	PP15_
TV_PMFC	TV Channel: Premium multicultural foreign channels (e.g. DW, Al Jazeera, RT, Teletatino)	PP15_

Media Usage - Multi Media and Cross Use

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	When Watching TV, also Using Other Media	
MM_TV RD	When watching TV, also listening radio	PP15_
MM_TV WEB	When watching TV, also using internet - Web browsing	PP15_
MM_TV SM	When watching TV, also using internet - Social media	PP15_
MM_TV DNP	When watching TV, also reading daily newspapers	PP15_
MM_TV CNP	When watching TV, also reading community newspapers	PP15_
MM_TV NZ	When watching TV, also reading magazines	PP15_
MM_TV NOTH	When watching TV, not consuming other media	PP15_
	When Listening to Radio, also Using Other Media	
MM_RDTV	When listening radio, also watching TV	PP15_
MM_RDWEB	When listening radio, also using internet - Web browsing	PP15_
MM_RD SM	When listening radio, also using internet - Social media	PP15_
MM_RDDNP	When listening radio, also reading daily newspapers	PP15_
MM_RDCNP	When listening radio, also reading community newspapers	PP15_
MM_RDMZ	When listening radio, also reading magazines	PP15_
MM_RDNOTH	When listening radio, not consuming other media	PP15_
	When Using Internet - Web Browsing, also Using Other Media	
MM_ITTV	When using internet - Web browsing, also watching TV	PP15_
MM_ITRD	When using internet - Web browsing, also listening radio	PP15_
MM_ITSM	When using internet - Web browsing, also using social media	PP15_
MM_ITDNP	When using internet - Web browsing, also reading daily newspapers	PP15_
MM_ITCNP	When using internet - Web browsing, also reading community newspapers	PP15_
MM_ITMZ	When using internet - Web browsing, also reading magazines	PP15_
MM_ITNOTH	When using internet - Web browsing, not consuming other media	PP15_
	When Using Internet - Social Media, also Using Other Media	
MM_ITSMTV	When using internet - Social media, also watching TV	PP15_
MM_ITSMRD	When using internet - Social media, also listening radio	PP15_
MM_ITSMWEB	When using internet - Social media, also using web browsing	PP15_
MM_ITSMDNP	When using internet - Social media, also reading daily newspapers	PP15_
MM_ITSMCNP	When using internet - Social media, also reading community newspapers	PP15_
MM_ITSMMZ	When using internet - Social media, also reading magazines	PP15_
MM_ITSMNOH	When using internet - Social media, not consuming other media	PP15_
	When Reading Daily Newspaper, also Using Other Media	
MM_DNPTV	When reading daily newspaper, also watching TV	PP15_
MM_DNPRD	When reading daily newspaper, also listening radio	PP15_
MM_DNPWEB	When reading daily newspaper, also using internet - Web browsing	PP15_
MM_DNP SM	When reading daily newspaper, also using internet - Social media	PP15_
MM_DNPCNP	When reading daily newspaper, also reading community newspapers	PP15_
MM_DNPMZ	When reading daily newspaper, also reading magazines	PP15_

Media Usage - Multi Media and Cross Use

Variable	Description	Weight
MM_DNPNOTH	When reading daily newspaper, not consuming other media	PP15_
	When Reading Community Newspaper, also Using Other Media	
MM_CNPTV	When reading community newspaper, also watching TV	PP15_
MM_CNPRD	When reading community newspaper, also listening radio	PP15_
MM_CNPWB	When reading community newspaper, also using internet - Web browsing	PP15_
MM_CNPSM	When reading community newspaper, also using internet - Social media	PP15_
MM_CNPDNP	When reading community newspaper, also reading daily newspapers	PP15_
MM_CNPMZ	When reading community newspaper, also reading magazines	PP15_
MM_CNPNOTH	When reading community newspaper, not consuming other media	PP15_
	When Reading Magazine, also Using Other Media	
MM_MZTV	When reading magazines, also watching TV	PP15_
MM_MZRD	When reading magazines, also listening radio	PP15_
MM_MZWB	When reading magazines, also using internet - Web browsing	PP15_
MM_MZSM	When reading magazines, also using internet - Social media	PP15_
MM_MZDNP	When reading magazines, also reading daily newspapers	PP15_
MM_MZCNP	When reading magazines, also reading community newspapers	PP15_
MM_MZNOTH	When reading magazines, not consuming other media	PP15_
	Watching TV Shows or Shows on Speciality Stations Avg Week	
MM_TVSWCB	Regular TV (cable, satellite or antenna)	PP15_
MM_TVSWCB1	Regular TV (cable, satellite or antenna): Less than 1 hour	PP15_
MM_TVSWCB2	Regular TV (cable, satellite or antenna): 1-2 hours	PP15_
MM_TVSWCB3	Regular TV (cable, satellite or antenna): 3-6 hours	PP15_
MM_TVSWCB4	Regular TV (cable, satellite or antenna): 7 hours or more	PP15_
MM_TVSWP	Subscription-based video services (e.g. Netflix)	PP15_
MM_TVSWP1	Subscription-based video services (e.g. Netflix): Less than 1 hour	PP15_
MM_TVSWP2	Subscription-based video services (e.g. Netflix): 1-2 hours	PP15_
MM_TVSWP3	Subscription-based video services (e.g. Netflix): 3-6 hours	PP15_
MM_TVSWP4	Subscription-based video services (e.g. Netflix): 7 hours or more	PP15_
MM_TVSWF	Free advertising-based video services (e.g. YouTube, CBC Gem, ICI TOU.TV)	PP15_
MM_TVSWF1	Free advertising-based video services (e.g. YouTube): Less than 1 hour	PP15_
MM_TVSWF2	Free advertising-based video services (e.g. YouTube): 1-2 hours	PP15_
MM_TVSWF3	Free advertising-based video services (e.g. YouTube): 3-6 hours	PP15_
MM_TVSWF4	Free advertising-based video services (e.g. YouTube): 7 hours or more	PP15_
	Streaming - Paid Subscription-Based Video Services	
SM_AMZP	Amazon Prime	PP15_
SM_APTV	Apple TV+	PP15_
SM_CBCP	CBC Gem Premium	PP15_
SM_CILL	Club illico	PP15_
SM_CRA	Crave	PP15_
SM_DISP	Disney+	PP15_
SM_ICIE	ICI TOU.TV Extra	PP15_
SM_NTTV	Internet-based TV services (e.g. Shaw BlueCurve TV, Bell Alt TV, Rogers Ignite TV, illico)	PP15_
SM_NFLX	Netflix	PP15_

Media Usage - Multi Media and Cross Use

Variable	Description	Weight
SM_PARP	Paramount+/CBS All Access	PP15_
SM_VOD	Video-on-demand cable providers	PP15_
SM_YTP	YouTube Premium	PP15_
SM_PVO	Any other paid subscription-based video services	PP15_
Streaming - Free Advertising-Based Video Services		
SM_CBCG	CBC Gem	PP15_
SM_CTVH	CTV Hub	PP15_
SM_FBV	Facebook videos	PP15_
SM_GTVP	Global TV App	PP15_
SM_ICI	ICI TOU.TV	PP15_
SM_NOOV	Noovo	PP15_
SM_TUBI	Tubi	PP15_
SM_TVAP	TVA+	PP15_
SM_YT	YouTube	PP15_
SM_FVO	Any other free advertising-based video services	PP15_
Streaming - Paid Subscription-Based Music Services		
SM_AMZM	Amazon Music	PP15_
SM_APM	Apple Music	PP15_
SM_DZP	Deezer Premium	PP15_
SM_LXL	LiveXLive	PP15_
SM_XM	SiriusXM Radio (any station)	PP15_
SM_SPFP	Spotify Premium	PP15_
SM_TDL	Tidal	PP15_
SM_YTM	YouTube Music (paid)	PP15_
SM_PMO	Any other paid subscription-based music services	PP15_
Streaming - Free Advertising-Based Music Services		
SM_DZB	Deezer Basic	PP15_
SM_IHTR	iHeartRadio	PP15_
SM_SPFB	Spotify Basic	PP15_
SM_YTNP	YouTube (non-paid)	PP15_
SM_FMO	Any other free advertising-based music streaming services	PP15_
Streaming - Paid Video Average Week		
SM_AMZP1	Amazon Prime: Less than 1 hour	PP15_
SM_AMZP2	Amazon Prime: 1-2 hours	PP15_
SM_AMZP3	Amazon Prime: 3-6 hours	PP15_
SM_AMZP4	Amazon Prime: 7 hours or more	PP15_
SM_APTV1	Apple TV+: Less than 1 hour	PP15_
SM_APTV2	Apple TV+: 1-2 hours	PP15_
SM_APTV3	Apple TV+: 3-6 hours	PP15_
SM_APTV4	Apple TV+: 7 hours or more	PP15_
SM_CBCP1	CBC Gem Premium: Less than 1 hour	PP15_
SM_CBCP2	CBC Gem Premium: 1-2 hours	PP15_
SM_CBCP3	CBC Gem Premium: 3-6 hours	PP15_

Media Usage - Multi Media and Cross Use

Variable	Description	Weight
SM_CILL1	Club illico: Less than 1 hour	PP15_
SM_CILL2	Club illico: 1-2 hours	PP15_
SM_CILL3	Club illico: 3-6 hours	PP15_
SM_CRA1	Crave: Less than 1 hour	PP15_
SM_CRA2	Crave: 1-2 hours	PP15_
SM_CRA3	Crave: 3-6 hours	PP15_
SM_CRA4	Crave: 7 hours or more	PP15_
SM_DISP1	Disney+: Less than 1 hour	PP15_
SM_DISP2	Disney+: 1-2 hours	PP15_
SM_DISP3	Disney+: 3-6 hours	PP15_
SM_DISP4	Disney+: 7 hours or more	PP15_
SM_ICIE1	ICI TOU.TV Extra: Less than 1 hour	PP15_
SM_ICIE2	ICI TOU.TV Extra: 1-2 hours	PP15_
SM_ICIE3	ICI TOU.TV Extra: 3-6 hours	PP15_
SM_NTTV1	Internet-based TV: Less than 1 hour	PP15_
SM_NTTV2	Internet-based TV: 1-2 hours	PP15_
SM_NTTV3	Internet-based TV: 3-6 hours	PP15_
SM_NTTV4	Internet-based TV: 7 hours or more	PP15_
SM_NFLX1	Netflix: Less than 1 hour	PP15_
SM_NFLX2	Netflix: 1-2 hours	PP15_
SM_NFLX3	Netflix: 3-6 hours	PP15_
SM_NFLX4	Netflix: 7 hours or more	PP15_
SM_PARP1	Paramount+/CBS All Access: Less than 1 hour	PP15_
SM_PARP2	Paramount+/CBS All Access: 1-2 hours	PP15_
SM_PARP3	Paramount+/CBS All Access: 3-6 hours	PP15_
SM_PARP4	Paramount+/CBS All Access: 7 hours or more	PP15_
SM_VOD1	Video-on-demand cable: Less than 1 hour	PP15_
SM_VOD2	Video-on-demand cable: 1-2 hours	PP15_
SM_VOD3	Video-on-demand cable: 3-6 hours	PP15_
SM_VOD4	Video-on-demand cable: 7 hours or more	PP15_
SM_YTP1	YouTube Premium: Less than 1 hour	PP15_
SM_YTP2	YouTube Premium: 1-2 hours	PP15_
SM_YTP3	YouTube Premium: 3-6 hours	PP15_
SM_YTP4	YouTube Premium: 7 hours or more	PP15_
SM_PVO1	Other paid video services: Less than 1 hour	PP15_
SM_PVO2	Other paid video services: 1-2 hours	PP15_
SM_PVO3	Other paid video services: 3-6 hours	PP15_
SM_PVO4	Other paid video services: 7 hours or more	PP15_
	Streaming - Free Advertising-Based Video Avg Week	
SM_CBCG1	CBC Gem: Less than 1 hour	PP15_
SM_CBCG2	CBC Gem: 1-2 hours	PP15_
SM_CBCG3	CBC Gem: 3-6 hours	PP15_
SM_CTVH1	CTV Hub: Less than 1 hour	PP15_

Media Usage - Multi Media and Cross Use

Variable	Description	Weight
SM_CTVH2	CTV Hub: 1-2 hours	PP15_
SM_CTVH3	CTV Hub: 3-6 hours	PP15_
SM_FBV1	Facebook videos: Less than 1 hour	PP15_
SM_FBV2	Facebook videos: 1-2 hours	PP15_
SM_FBV3	Facebook videos: 3-6 hours	PP15_
SM_FBV4	Facebook videos: 7 hours or more	PP15_
SM_GTVP1	Global TV App: Less than 1 hour	PP15_
SM_GTVP2	Global TV App: 1-2 hours	PP15_
SM_GTVP3	Global TV App: 3-6 hours	PP15_
SM_ICI1	ICI TOU.TV: Less than 1 hour	PP15_
SM_ICI2	ICI TOU.TV: 1-2 hours	PP15_
SM_ICI3	ICI TOU.TV: 3-6 hours	PP15_
SM_NOOV1	Noovo: Less than 1 hour	PP15_
SM_NOOV2	Noovo: 1-2 hours	PP15_
SM_NOOV3	Noovo: 3-6 hours	PP15_
SM_TUBI1	Tubi: Less than 1 hour	PP15_
SM_TUBI2	Tubi: 1-2 hours	PP15_
SM_TUBI3	Tubi: 3-6 hours	PP15_
SM_TVAP1	TVA+: Less than 1 hour	PP15_
SM_TVAP2	TVA+: 1-2 hours	PP15_
SM_TVAP3	TVA+: 3-6 hours	PP15_
SM_YT1	YouTube: Less than 1 hour	PP15_
SM_YT2	YouTube: 1-2 hours	PP15_
SM_YT3	YouTube: 3-6 hours	PP15_
SM_YT4	YouTube: 7 hours or more	PP15_
SM_FVO1	Other free video services: Less than 1 hour	PP15_
SM_FVO2	Other free video services: 1-2 hours	PP15_
SM_FVO3	Other free video services: 3-6 hours	PP15_
SM_FVO4	Other free video services: 7 hours or more	PP15_
	Streaming - Paid Subscription-Based Music Avg Week	
SM_AMZM1	Amazon Music: Less than 1 hour	PP15_
SM_AMZM2	Amazon Music: 1-2 hours	PP15_
SM_AMZM3	Amazon Music: 3-6 hours	PP15_
SM_AMZM4	Amazon Music: 7 hours or more	PP15_
SM_APM1	Apple Music: Less than 1 hour	PP15_
SM_APM2	Apple Music: 1-2 hours	PP15_
SM_APM3	Apple Music: 3-6 hours	PP15_
SM_APM4	Apple Music: 7 hours or more	PP15_
SM_XM1	SiriusXM Radio: Less than 1 hour	PP15_
SM_XM2	SiriusXM Radio: 1-2 hours	PP15_
SM_XM3	SiriusXM Radio: 3-6 hours	PP15_
SM_XM4	SiriusXM Radio: 7 hours or more	PP15_
SM_SPFP1	Spotify Premium: Less than 1 hour	PP15_

Media Usage - Multi Media and Cross Use

Variable	Description	Weight
SM_SPFP2	Spotify Premium: 1-2 hours	PP15_
SM_SPFP3	Spotify Premium: 3-6 hours	PP15_
SM_SPFP4	Spotify Premium: 7 hours or more	PP15_
SM_YTM1	YouTube Music (paid): Less than 1 hour	PP15_
SM_YTM2	YouTube Music (paid): 1-2 hours	PP15_
SM_YTM3	YouTube Music (paid): 3-6 hours	PP15_
SM_YTM4	YouTube Music (paid): 7 hours or more	PP15_
SM_PMO1	Other paid music services: Less than 1 hour	PP15_
SM_PMO4	Other paid music services: 7 hours or more	PP15_
Streaming - Free Advertising-Based Music Avg Week		
SM_IHTR1	iHeartRadio: Less than 1 hour	PP15_
SM_IHTR2	iHeartRadio: 1-2 hours	PP15_
SM_IHTR3	iHeartRadio: 3-6 hours	PP15_
SM_IHTR4	iHeartRadio: 7 hours or more	PP15_
SM_SPFB1	Spotify Basic: Less than 1 hour	PP15_
SM_SPFB2	Spotify Basic: 1-2 hours	PP15_
SM_SPFB3	Spotify Basic: 3-6 hours	PP15_
SM_SPFB4	Spotify Basic: 7 hours or more	PP15_
SM_YTNP1	YouTube (non-paid): Less than 1 hour	PP15_
SM_YTNP2	YouTube (non-paid): 1-2 hours	PP15_
SM_YTNP3	YouTube (non-paid): 3-6 hours	PP15_
SM_YTNP4	YouTube (non-paid): 7 hours or more	PP15_
SM_FMO1	Other free music streaming services: Less than 1 hour	PP15_
SM_FMO2	Other free music streaming services: 1-2 hours	PP15_
SM_FMO3	Other free music streaming services: 3-6 hours	PP15_
SM_FMO4	Other free music streaming services: 7 hours or more	PP15_
Cross Media Use - Radio/TV Users		
CM_RDTVLL	Light radio/light TV	PP15_
CM_RDTVHL	Heavy radio/light TV	PP15_
CM_RDTV LH	Light radio/heavy TV	PP15_
CM_RDTVHH	Heavy radio/heavy TV	PP15_
Cross Media Use - Radio/Daily Newspaper Users		
CM_RDNPLL	Light radio/light newspaper	PP15_
CM_RDNPHL	Heavy radio/light newspaper	PP15_
CM_RDNPLH	Light radio/heavy newspaper	PP15_
CM_RDNPHH	Heavy radio/heavy newspaper	PP15_
Cross Media Use - TV/Daily Newspaper Users		
CM_TV NPLL	Light TV/light newspaper	PP15_
CM_TV NPHL	Heavy TV/light newspaper	PP15_
CM_TV NPLH	Light TV/heavy newspaper	PP15_
CM_TV NPHH	Heavy TV/heavy newspaper	PP15_
Cross Media Use - Radio/Internet Users		
CM_RDITLL	Light radio/light internet	PP15_

Media Usage - Multi Media and Cross Use

Variable	Description	Weight
CM_RDITHL	Heavy radio/light internet	PP15_
CM_RDITLH	Light radio/heavy internet	PP15_
CM_RDITHH	Heavy radio/heavy internet	PP15_
	Cross Media Use - TV/Internet Users	
CM_TVITLL	Light TV/light internet	PP15_
CM_TVITHL	Heavy TV/light internet	PP15_
CM_TVITLH	Light TV/heavy internet	PP15_
CM_TVITHH	Heavy TV/heavy internet	PP15_
	Cross Media Use - Daily Newspaper/Internet Users	
CM_NPITLL	Light newspaper/light internet	PP15_
CM_NPITHL	Heavy newspaper/light internet	PP15_
CM_NPITLH	Light newspaper/heavy internet	PP15_
CM_NPITHH	Heavy newspaper/heavy internet	PP15_
	Cross Media Use - Radio/Magazines Users	
CM_RDMZLL	Light radio/light magazines	PP15_
CM_RDMZHL	Heavy radio/light magazines	PP15_
CM_RDMZLH	Light radio/heavy magazines	PP15_
CM_RDMZHH	Heavy radio/heavy magazines	PP15_
	Cross Media Use - TV/Magazines Users	
CM_TVMZLL	Light TV/light magazines	PP15_
CM_TVMZHL	Heavy TV/light magazines	PP15_
CM_TVMZLH	Light TV/heavy magazines	PP15_
CM_TVMZHH	Heavy TV/heavy magazines	PP15_
	Cross Media Use - Daily Newspaper/Magazines Users	
CM_NPMZLL	Light newspaper/light magazines	PP15_
CM_NPMZHL	Heavy newspaper/light magazines	PP15_
CM_NPMZLH	Light newspaper/heavy magazines	PP15_
CM_NPMZHH	Heavy newspaper/heavy magazines	PP15_
	Cross Media Use - Internet Users/Magazines Users	
CM_ITMZLL	Light internet/light magazines	PP15_
CM_ITMZHL	Heavy internet/light magazines	PP15_
CM_ITMZLH	Light internet/heavy magazines	PP15_
CM_ITMZHH	Heavy internet/heavy magazines	PP15_

New Variables

Variable	Description	Weight
	Upon Hearing a Radio Commercial	
FLY_TSSDAY	Did tell someone else: Later that same day	PP15_
FLY_TSSWK	Did tell someone else: Later that same week	PP15_
FLY_TSWKL	Did tell someone else: More than a week later	PP15_
FLY_PSDAY	Did make a purchase: Later that same day	PP15_
FLY_PSWK	Did make a purchase: Later that same week	PP15_
FLY_PWKL	Did make a purchase: More than a week later	PP15_
	Online Social Networks Used in the Past 7 Days	
IT_SMCH	Social networks: Clubhouse	PP15_
IT_SMRED	Social networks: Reddit	PP15_
IT_SMTT	Social networks: TikTok	PP15_
IT_SMWA	Social networks: Whatsapp	PP15_
	Internet Activities Past 7 Days - Audio	
IT_LIOM	Listen to Internet-only music service	PP15_
IT_VCON	Participate in an online video conference for business or personal	PP15_
	Internet Activities - Using Mobile Phone - Audio	
IT_MLIOM	Mobile phone - Listen to Internet-only music service (paid) (e.g. Tidal)	PP15_
	Internet Activities - Using Mobile phone - Social	
IT_MVCON	Mobile phone - Participate in an online video conference conference for business or personal	PP15_
	Internet Activities - Using Tablet/e-Reader - Audio	
IT_TLIOM	Tablet - Listen to Internet-only music service (paid) (e.g. Tidal)	PP15_
	Internet Activities - Using Tablet/e-Reader - Social	
IT_TVCON	Tablet - Participate in an online video conference for business or personal (e.g. Zoom, Teams, FaceTime)	PP15_
	Internet Activities - Using PC/laptop - Audio	
IT_CLIOM	PC - Listen to Internet-only music service	PP15_
	Internet Activities - Using PC/laptop - Social	
IT_CVCON	PC - Participate in an online video conference	PP15_
	Online Social Networks Used in the Past 7 Days	
IT_SMCH	Social networks: Clubhouse	PP15_
IT_SMRED	Social networks: Reddit	PP15_
IT_SMTT	Social networks: TikTok	PP15_
IT_SMWA	Social networks: Whatsapp	PP15_
	Purchase/Intend to Purchase New Technology Products and Services	
IT_PSWH1	Wireless headphones: Intend to buy in the next 2 years	PP15_
IT_PSWH2	Wireless headphones: Already purchased	PP15_
	Audio Used When Driving Past Month	
RD_CAR_SAF	Audio used past month: Streaming audio service (free)	
	Audio Used When Driving Most Often	
RD_CARM_SAF	Audio used most often: Streaming audio service (free)	PP15_
	Audio Device Used to Listen to AM/FM Broadcast Radio Past 7 Days	
RD_DVC_TV	Audio device: TV channels that broadcast radio stations	PP15_

New Variables

Variable	Description	Weight
	Radio Online Used Past 7 Days	
RD_OL_ADB	Radio online: Audible	PP15_
RD_OL_ADM	Radio online: AudioMack	PP15_
RD_OL_PD	Radio online: Google Podcasts	PP15_
RD_OL_RCO	Radio online: Radio-Canada Ohdio	PP15_
RD_OL_XM	Radio online: SiriusXM (web or app streaming)	PP15_
RD_OL_YTF	Radio online: YouTube Music free access with ads	PP15_
RD_OL_YTP	Radio online: YouTube Music subscription without ads	PP15_
	Watching TV Shows or Shows Average Week	
MM_TVSWCB4	Regular TV (cable, satellite or antenna): 7 hours or more	PP15_
MM_TVSWP	Subscription-based video services (e.g. Netflix)	PP15_
MM_TVSWP1	Subscription-based video services (e.g. Netflix): Less than 1 hour	PP15_
MM_TVSWP2	Subscription-based video services (e.g. Netflix): 1-2 hours	PP15_
MM_TVSWP3	Subscription-based video services (e.g. Netflix): 3-6 hours	PP15_
MM_TVSWP4	Subscription-based video services (e.g. Netflix): 7 hours or more	PP15_
MM_TVSWF	Free advertising-based video services (e.g. YouTube, CBC Gem, ICI TOU.TV)	PP15_
MM_TVSWF1	Free advertising-based video services (e.g. YouTube): Less than 1 hour	PP15_
MM_TVSWF2	Free advertising-based video services (e.g. YouTube): 1-2 hours	PP15_
MM_TVSWF3	Free advertising-based video services (e.g. YouTube): 3-6 hours	PP15_
MM_TVSWF4	Free advertising-based video services (e.g. YouTube): 7 hours or more	PP15_
	Streaming - Paid Subscription-Based Video Services	
SM_AMZP	Amazon Prime	PP15_
SM_APTV	Apple TV+	PP15_
SM_CBCP	CBC Gem Premium	PP15_
SM_CILL	Club illico	PP15_
SM_CRA	Crave	PP15_
SM_DISP	Disney+	PP15_
SM_ICIE	ICI TOU.TV Extra	PP15_
SM_NTTV	Internet-based TV services (e.g. Shaw BlueCurve TV, Bell Alt TV, Rogers Ignite TV, illi	PP15_
SM_NFLX	Netflix	PP15_
SM_PARP	Paramount+/CBS All Access	PP15_
SM_VOD	Video-on-demand cable providers	PP15_
SM_YTP	YouTube Premium	PP15_
SM_PVO	Any other paid subscription-based video services	PP15_
	Streaming - Free Advertising-Based Video Services	
SM_CBCG	CBC Gem	PP15_
SM_CTVH	CTV Hub	PP15_
SM_FBV	Facebook videos	PP15_
SM_GTVP	Global TV App	PP15_
SM_ICI	ICI TOU.TV	PP15_
SM_NOOV	Noovo	PP15_
SM_TUBI	Tubi	PP15_
SM_TVAP	TVA+	PP15_

New Variables

Variable	Description	Weight
SM_YT	YouTube	PP15_
SM_FVO	Any other free advertising-based video services	PP15_
	Streaming - Paid Subscription-Based Music Services	
SM_AMZM	Amazon Music	PP15_
SM_APM	Apple Music	PP15_
SM_DZP	Deezer Premium	PP15_
SM_LXL	LiveXLive	PP15_
SM_XM	SiriusXM Radio (any station)	PP15_
SM_SPFP	Spotify Premium	PP15_
SM_TDL	Tidal	PP15_
SM_YTM	YouTube Music (paid)	PP15_
SM_PMO	Any other paid subscription-based music services	PP15_
	Streaming - Free Advertising-Based Music Services	
SM_DZB	Deezer Basic	PP15_
SM_IHTR	iHeartRadio	PP15_
SM_SPFB	Spotify Basic	PP15_
SM_YTNP	YouTube (non-paid)	PP15_
SM_FMO	Any other free advertising-based music streaming services	PP15_
	Streaming - Paid Video Average Week	
SM_AMZP1	Amazon Prime: Less than 1 hour	PP15_
SM_AMZP2	Amazon Prime: 1-2 hours	PP15_
SM_AMZP3	Amazon Prime: 3-6 hours	PP15_
SM_AMZP4	Amazon Prime: 7 hours or more	PP15_
SM_APTV1	Apple TV+: Less than 1 hour	PP15_
SM_APTV2	Apple TV+: 1-2 hours	PP15_
SM_APTV3	Apple TV+: 3-6 hours	PP15_
SM_APTV4	Apple TV+: 7 hours or more	PP15_
SM_CBCP1	CBC Gem Premium: Less than 1 hour	PP15_
SM_CBCP2	CBC Gem Premium: 1-2 hours	PP15_
SM_CBCP3	CBC Gem Premium: 3-6 hours	PP15_
SM_CILL1	Club illico: Less than 1 hour	PP15_
SM_CILL2	Club illico: 1-2 hours	PP15_
SM_CILL3	Club illico: 3-6 hours	PP15_
SM_CRA1	Crave: Less than 1 hour	PP15_
SM_CRA2	Crave: 1-2 hours	PP15_
SM_CRA3	Crave: 3-6 hours	PP15_
SM_CRA4	Crave: 7 hours or more	PP15_
SM_DISP1	Disney+: Less than 1 hour	PP15_
SM_DISP2	Disney+: 1-2 hours	PP15_
SM_DISP3	Disney+: 3-6 hours	PP15_
SM_DISP4	Disney+: 7 hours or more	PP15_
SM_ICIE1	ICI TOU.TV Extra: Less than 1 hour	PP15_
SM_ICIE2	ICI TOU.TV Extra: 1-2 hours	PP15_

New Variables

Variable	Description	Weight
SM_ICIE3	ICI TOU.TV Extra: 3-6 hours	PP15_
SM_NTTV1	Internet-based TV: Less than 1 hour	PP15_
SM_NTTV2	Internet-based TV: 1-2 hours	PP15_
SM_NTTV3	Internet-based TV: 3-6 hours	PP15_
SM_NTTV4	Internet-based TV: 7 hours or more	PP15_
SM_NFLX1	Netflix: Less than 1 hour	PP15_
SM_NFLX2	Netflix: 1-2 hours	PP15_
SM_NFLX3	Netflix: 3-6 hours	PP15_
SM_NFLX4	Netflix: 7 hours or more	PP15_
SM_PARP1	Paramount+/CBS All Access: Less than 1 hour	PP15_
SM_PARP2	Paramount+/CBS All Access: 1-2 hours	PP15_
SM_PARP3	Paramount+/CBS All Access: 3-6 hours	PP15_
SM_PARP4	Paramount+/CBS All Access: 7 hours or more	PP15_
SM_VOD1	Video-on-demand cable: Less than 1 hour	PP15_
SM_VOD2	Video-on-demand cable: 1-2 hours	PP15_
SM_VOD3	Video-on-demand cable: 3-6 hours	PP15_
SM_VOD4	Video-on-demand cable: 7 hours or more	PP15_
SM_YTP1	YouTube Premium: Less than 1 hour	PP15_
SM_YTP2	YouTube Premium: 1-2 hours	PP15_
SM_YTP3	YouTube Premium: 3-6 hours	PP15_
SM_YTP4	YouTube Premium: 7 hours or more	PP15_
SM_PVO1	Other paid video services: Less than 1 hour	PP15_
SM_PVO2	Other paid video services: 1-2 hours	PP15_
SM_PVO3	Other paid video services: 3-6 hours	PP15_
SM_PVO4	Other paid video services: 7 hours or more	PP15_
Streaming - Free Advertising-Based Video Avg Week		
SM_CBCG1	CBC Gem: Less than 1 hour	PP15_
SM_CBCG2	CBC Gem: 1-2 hours	PP15_
SM_CBCG3	CBC Gem: 3-6 hours	PP15_
SM_CTVH1	CTV Hub: Less than 1 hour	PP15_
SM_CTVH2	CTV Hub: 1-2 hours	PP15_
SM_CTVH3	CTV Hub: 3-6 hours	PP15_
SM_FBV1	Facebook videos: Less than 1 hour	PP15_
SM_FBV2	Facebook videos: 1-2 hours	PP15_
SM_FBV3	Facebook videos: 3-6 hours	PP15_
SM_FBV4	Facebook videos: 7 hours or more	PP15_
SM_GTVP1	Global TV App: Less than 1 hour	PP15_
SM_GTVP2	Global TV App: 1-2 hours	PP15_
SM_GTVP3	Global TV App: 3-6 hours	PP15_
SM_ICI1	ICI TOU.TV: Less than 1 hour	PP15_
SM_ICI2	ICI TOU.TV: 1-2 hours	PP15_
SM_ICI3	ICI TOU.TV: 3-6 hours	PP15_
SM_NOOV1	Noovo: Less than 1 hour	PP15_

New Variables

Variable	Description	Weight
SM_NOOV2	Noovo: 1-2 hours	PP15_
SM_NOOV3	Noovo: 3-6 hours	PP15_
SM_TUBI1	Tubi: Less than 1 hour	PP15_
SM_TUBI2	Tubi: 1-2 hours	PP15_
SM_TUBI3	Tubi: 3-6 hours	PP15_
SM_TVAP1	TVA+: Less than 1 hour	PP15_
SM_TVAP2	TVA+: 1-2 hours	PP15_
SM_TVAP3	TVA+: 3-6 hours	PP15_
SM_YT1	YouTube: Less than 1 hour	PP15_
SM_YT2	YouTube: 1-2 hours	PP15_
SM_YT3	YouTube: 3-6 hours	PP15_
SM_YT4	YouTube: 7 hours or more	PP15_
SM_FVO1	Other free video services: Less than 1 hour	PP15_
SM_FVO2	Other free video services: 1-2 hours	PP15_
SM_FVO3	Other free video services: 3-6 hours	PP15_
SM_FVO4	Other free video services: 7 hours or more	PP15_
	Streaming - Paid Subscription-Based Music Avg Week	
SM_AMZM1	Amazon Music: Less than 1 hour	PP15_
SM_AMZM2	Amazon Music: 1-2 hours	PP15_
SM_AMZM3	Amazon Music: 3-6 hours	PP15_
SM_AMZM4	Amazon Music: 7 hours or more	PP15_
SM_APM1	Apple Music: Less than 1 hour	PP15_
SM_APM2	Apple Music: 1-2 hours	PP15_
SM_APM3	Apple Music: 3-6 hours	PP15_
SM_APM4	Apple Music: 7 hours or more	PP15_
SM_XM1	SiriusXM Radio: Less than 1 hour	PP15_
SM_XM2	SiriusXM Radio: 1-2 hours	PP15_
SM_XM3	SiriusXM Radio: 3-6 hours	PP15_
SM_XM4	SiriusXM Radio: 7 hours or more	PP15_
SM_SPFP1	Spotify Premium: Less than 1 hour	PP15_
SM_SPFP2	Spotify Premium: 1-2 hours	PP15_
SM_SPFP3	Spotify Premium: 3-6 hours	PP15_
SM_SPFP4	Spotify Premium: 7 hours or more	PP15_
SM_YTM1	YouTube Music (paid): Less than 1 hour	PP15_
SM_YTM2	YouTube Music (paid): 1-2 hours	PP15_
SM_YTM3	YouTube Music (paid): 3-6 hours	PP15_
SM_YTM4	YouTube Music (paid): 7 hours or more	PP15_
SM_PMO1	Other paid music services: Less than 1 hour	PP15_
SM_PMO4	Other paid music services: 7 hours or more	PP15_
	Streaming - Free Advertising-Based Music Avg Week	
SM_IHTR1	iHeartRadio: Less than 1 hour	PP15_
SM_IHTR2	iHeartRadio: 1-2 hours	PP15_
SM_IHTR3	iHeartRadio: 3-6 hours	PP15_

New Variables

Variable	Description	Weight
SM_IHTR4	iHeartRadio: 7 hours or more	PP15_
SM_SPFB1	Spotify Basic: Less than 1 hour	PP15_
SM_SPFB2	Spotify Basic: 1-2 hours	PP15_
SM_SPFB3	Spotify Basic: 3-6 hours	PP15_
SM_SPFB4	Spotify Basic: 7 hours or more	PP15_
SM_YTNP1	YouTube (non-paid): Less than 1 hour	PP15_
SM_YTNP2	YouTube (non-paid): 1-2 hours	PP15_
SM_YTNP3	YouTube (non-paid): 3-6 hours	PP15_
SM_YTNP4	YouTube (non-paid): 7 hours or more	PP15_
SM_FMO1	Other free music streaming services: Less than 1 hour	PP15_
SM_FMO2	Other free music streaming services: 1-2 hours	PP15_
SM_FMO3	Other free music streaming services: 3-6 hours	PP15_
SM_FMO4	Other free music streaming services: 7 hours or more	PP15_

Removed Variables

Variable	Description	Weight
	Internet Activities - Using PC/laptop - Audio	
IT_CMUSC	PC - Listen to Internet-only music service (e.g. Spotify)	PP15_
	Online Social Networks Used in the Past 7 Days	
IT_SMTUMBL	Social networks: Tumblr	PP15_
IT_SMVPHSR	Social networks: Video/photo sharing (e.g. TikTok)	PP15_
	Internet Activities - Using Tablet/e-Reader - Shopping/Services	
IT_TGROU	Tablet - Purchase group deal (e.g. Groupon, WagJag)	PP15_
	Radio Online Used Past 7 Days	
RD_OL_GPF	Radio online used past 7 days: Google Play - free access with ads	PP15_
RD_OL_GPS	Radio online used past 7 days: Google Play - subscription without ads	PP15_
	Terciles of Usage	
RD_LCMDY	Radio program: Comedy - Light	PP15_
RD_MCMDY	Radio program: Comedy - Medium	PP15_
RD_HCMDY	Radio program: Comedy - Heavy	PP15_
RD_LURBAN	Radio program: Urban - Light	PP15_
RD_MURBAN	Radio program: Urban - Medium	PP15_
RD_HURBAN	Radio program: Urban - Heavy	PP15_
	Radio Online Used Past 7 Days	
RD_OL_LXV	Radio online used past 7 days: LiveXLive	PP15_
	TV Program	
TV_SCIFI	TV Program: Sci-Fi/fantasy/comic book shows (e.g. Arrow)	PP15_
TV_FAM	TV Channel: Family Channel	PP15_
TV_PRRR	TV Channel: Paramount Network	PP15_
	Watching TV Shows or Shows Average Month	
MM_TVSWOL	Watching TV shows from online streaming or via download	PP15_
MM_TVSWOL1	Watching TV shows from online: Once a month	PP15_
MM_TVSWOL2	Watching TV shows from online: 2-3 times a month	PP15_
MM_TVSWOL3	Watching TV shows from online: Once a week or more	PP15_
	Reading Patterns by Type	
MZ_BRIDE	Magazine type: Brides/bridal	PP15_
	Reading Patterns by Magazine	
MZ_LIVBT	Magazine: Live Better	PP15_
MZ_LCINEPL	Magazine: Le Magazine Cineplex	PP15_
MZ_VIVMX	Magazine: Vivre mieux	PP15_
MZ_GAMEI	Magazine: Game Informer	PP15_
	Magazines Days Read Monday - Sunday	
MZ_LMMS8	Magazines days read: M - Su-6 days	PP15_