



Data Dictionary

Consumer Psychographics Patterns



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Consumer Psychographics Patterns

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

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