



Data Dictionary

Consumer Shopping Behaviour



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Shopping Behaviour - Grocery Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Grocery Stores In-Store Shopped Past Month	
G_COOP	Grocery in-store: Co-op	PP15_
G_IGA	Grocery in-store: IGA/Foodland	PP15_
G_LOBLAW	Grocery in-store: Loblaws	PP15_
G_MM	Grocery in-store: M&M Food Market	PP15_
G_METRO	Grocery in-store: Metro	PP15_
G_PRVG	Grocery in-store: Provigo	PP15_
G_RLCAN	Grocery in-store: Real Canadian/Atlantic Superstore	PP15_
G_SFWAY	Grocery in-store: Safeway	PP15_
G_SVOFD	Grocery in-store: Save-On-Foods	PP15_
G_SOBEY	Grocery in-store: Sobeys	PP15_
G_DCGSNF	Grocery in-store: Discount grocery stores (e.g. No Frills, MAXI)	PP15_
G_FINEFD	Grocery in-store: Fine food stores/butcher shops	PP15_
G_WH	Grocery in-store: Big box/warehouse stores (e.g. Costco)	PP15_
G_WMT	Grocery in-store: Walmart/Walmart Supercentres	PP15_
G_DEPT	Grocery in-store: Other department stores	PP15_
G_DRGST	Grocery in-store: Drug Stores (any)	PP15_
G_OTH	Grocery in-store: Other grocery stores	PP15_
	Grocery Stores Online Shopped Past Month	
G_OLCOOP	Grocery online: Co-op	PP15_
G_OLGATWAY	Grocery online: Grocerygateway.com	PP15_
G_OLIGA	Grocery online: IGA/Foodland	PP15_
G_OLLOBLAW	Grocery online: Loblaws	PP15_
G_OLMM	Grocery online: M&M Food Market	PP15_
G_OLMETRO	Grocery online: Metro	PP15_
G_OLPRVG	Grocery online: Provigo	PP15_
G_OLRLCAN	Grocery online: Real Canadian/Atlantic Superstore	PP15_
G_OLSWAY	Grocery online: Safeway	PP15_
G_OLSVOFD	Grocery online: Save-On-Foods	PP15_
G_OLSOBEY	Grocery online: Sobeys	PP15_
G_OLDCGSNF	Grocery online: Discount grocery stores (e.g. No Frills, MAXI)	PP15_
G_OLFINEFD	Grocery online: Fine food stores/butcher shops	PP15_
G_OLWH	Grocery online: Big box/warehouse stores (e.g. Costco)	PP15_
G_OLWMT	Grocery online: Walmart/Walmart Supercentres	PP15_
G_OLDEPT	Grocery online: Other department stores	PP15_
G_OLDRGST	Grocery online: Drug Stores (any)	PP15_
G_OLOTH	Grocery online: Other grocery stores	PP15_
	Grocery Stores Shopping Frequency	
G_COOP_H	Grocery store: Co-op: Heavy	PP15_
G_IGA_H	Grocery store: IGA/Foodland: Heavy	PP15_

Shopping Behaviour - Grocery Stores

Variable	Description	Weight
G_LOBLAW_H	Grocery store: Loblaws: Heavy	PP15_
G_MM_H	Grocery store: M&M Food Market: Heavy	PP15_
G_METRO_H	Grocery store: Metro: Heavy	PP15_
G_PRVG_H	Grocery store: Provigo: Heavy	PP15_
G_RLCAN_H	Grocery store: Real Canadian/Atlantic Superstore: Heavy	PP15_
G_SFWAY_H	Grocery store: Safeway: Heavy	PP15_
G_SVOFD_H	Grocery store: Save-On-Foods: Heavy	PP15_
G_SOBEY_H	Grocery store: Sobeys: Heavy	PP15_
G_DCGSNF_H	Grocery store: Discount grocery stores (e.g. No Frills, MAXI): Heavy	PP15_
G_FINEFD_H	Grocery store: Fine food stores/butcher shops: Heavy	PP15_
G_WH_H	Grocery store: Big box/warehouse stores (e.g. Costco): Heavy	PP15_
G_WMT_H	Grocery store: Walmart/Walmart Supercentres: Heavy	PP15_
G_DEPT_H	Grocery store: Other department stores: Heavy	PP15_
G_DRGST_H	Grocery store: Drug stores (any): Heavy	PP15_
G_OTH_H	Grocery store: Other grocery stores: Heavy	PP15_
G_COOP_M	Grocery store: Co-op: Medium	PP15_
G_GATWAY_M	Grocery store: Grocerygateway.com: Medium	PP15_
G_IGA_M	Grocery store: IGA/Foodland: Medium	PP15_
G_LOBLAW_M	Grocery store: Loblaws: Medium	PP15_
G_MM_M	Grocery store: M&M Food Market: Medium	PP15_
G_METRO_M	Grocery store: Metro: Medium	PP15_
G_PRVG_M	Grocery store: Provigo: Medium	PP15_
G_RLCAN_M	Grocery store: Real Canadian/Atlantic Superstore: Medium	PP15_
G_SFWAY_M	Grocery store: Safeway: Medium	PP15_
G_SVOFD_M	Grocery store: Save-On-Foods: Medium	PP15_
G_SOBEY_M	Grocery store: Sobeys: Medium	PP15_
G_DCGSNF_M	Grocery store: Discount grocery stores (e.g. No Frills, MAXI): Medium	PP15_
G_FINEFD_M	Grocery store: Fine food stores/butcher shops: Medium	PP15_
G_WH_M	Grocery store: Big box/warehouse stores (e.g. Costco): Medium	PP15_
G_WMT_M	Grocery store: Walmart/Walmart Supercentres: Medium	PP15_
G_DEPT_M	Grocery store: Other department stores: Medium	PP15_
G_DRGST_M	Grocery store: Drug Stores (any): Medium	PP15_
G_OTH_M	Grocery store: Other grocery stores: Medium	PP15_
G_COOP_L	Grocery store: Co-op: Light	PP15_
G_GATWAY_L	Grocery store: grocerygateway.com: Light	PP15_
G_IGA_L	Grocery store: IGA/Foodland: Light	PP15_
G_LOBLAW_L	Grocery store: Loblaws: Light	PP15_
G_MM_L	Grocery store: M&M Food Market: Light	PP15_
G_METRO_L	Grocery store: Metro: Light	PP15_
G_PRVG_L	Grocery store: Provigo: Light	PP15_
G_RLCAN_L	Grocery store: Real Canadian/Atlantic Superstore: Light	PP15_
G_SFWAY_L	Grocery store: Safeway: Light	PP15_
G_SVOFD_L	Grocery store: Save-On-Foods: Light	PP15_
G_SOBEY_L	Grocery store: Sobeys: Light	PP15_

Shopping Behaviour - Grocery Stores

Variable	Description	Weight
G_DCGSNF_L	Grocery store: Discount grocery stores (e.g. No Frills, MAXI): Light	PP15_
G_FINEFD_L	Grocery store: Fine food stores/butcher shops: Light	PP15_
G_WH_L	Grocery store: Big box/warehouse stores (e.g. Costco): Light	PP15_
G_WMT_L	Grocery store: Walmart/Walmart Supercentres: Light	PP15_
G_DEPT_L	Grocery store: Other department stores: Light	PP15_
G_DRGST_L	Grocery store: Drug stores (any): Light	PP15_
G_OTH_L	Grocery store: Other grocery stores: Light	PP15_

Shopping Behaviour - Convenience Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Convenience Stores In-Store Shopped Past Month	
CV_7ELV	Convenience in-store: 7-Eleven	PP15_
CV_CIRK	Convenience in-store: Circle K/Couche-Tard	PP15_
CV_GAS	Convenience in-store: Gas station convenience stores (any)	PP15_
CV_OTH	Convenience in-store: Other convenience stores	PP15_
	Convenience Stores Online Shopped Past Month	
CV_OL7ELV	Convenience online: 7-Eleven	PP15_
CV_OLCIRK	Convenience online: Circle K/Couche-Tard	PP15_
CV_OLGAS	Convenience online: Gas station convenience stores (any)	PP15_
CV_OLOTH	Convenience online: Other convenience stores	PP15_
	Convenience Stores Shopping Frequency	
CV_7ELV_H	Convenience store: 7-Eleven: Heavy	PP15_
CV_CIRK_H	Convenience store: Circle K/Couche-Tard: Heavy	PP15_
CV_GAS_H	Convenience store: Gas station convenience stores (any): Heavy	PP15_
CV_OTH_H	Convenience store: Other convenience stores: Heavy	PP15_
CV_7ELV_M	Convenience store: 7-Eleven: Medium	PP15_
CV_CIRK_M	Convenience store: Circle K/Couche-Tard: Medium	PP15_
CV_GAS_M	Convenience store: Gas station convenience stores (any): Medium	PP15_
CV_OTH_M	Convenience store: Other convenience stores: Medium	PP15_
CV_7ELV_L	Convenience store: 7-Eleven: Light	PP15_
CV_CIRK_L	Convenience store: Circle K/Couche-Tard: Light	PP15_
CV_GAS_L	Convenience store: Gas station convenience stores (any): Light	PP15_
CV_OTH_L	Convenience store: Other convenience stores: Light	PP15_

Shopping Behaviour - Department Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Department Stores In-Store Shopped Past Year	
DP_CANT	Department store in-store: Canadian Tire	PP15_
DP_CSTC	Department store in-store: Costco	PP15_
DP_GNTT	Department store in-store: Giant Tiger	PP15_
DP_BAY	Department store in-store: Hudson's Bay	PP15_
DP_WLMRT	Department store in-store: Walmart/Walmart Supercentres	PP15_
DP_OTH	Department store in-store: Other Department store stores	PP15_
	Department Stores Online Shopped Past Year	
DP_OLAMAZN	Department store online: Amazon.com/Amazon.ca	PP15_
DP_OLCANT	Department store online: Canadian Tire	PP15_
DP_OLCSTC	Department store online: Costco	PP15_
DP_OLGNTT	Department store online: Giant Tiger	PP15_
DP_OLBAY	Department store online: Hudson's Bay	PP15_
DP_OLWLMRT	Department store online: Walmart/Walmart Supercentres	PP15_
DP_OLWELL	Department store online: Well.ca	PP15_
DP_OLOTH	Department store online: Other Department store stores	PP15_
	Department Stores Shopping Frequency	
DP_AMAZN_H	Department store: Amazon.com/Amazon.ca: Heavy	PP15_
DP_CANT_H	Department store: Canadian Tire: Heavy	PP15_
DP_CSTC_H	Department store: Costco: Heavy	PP15_
DP_GNTT_H	Department store: Giant Tiger: Heavy	PP15_
DP_BAY_H	Department store: Hudson's Bay: Heavy	PP15_
DP_WLMRT_H	Department store: Walmart/Walmart Supercentres: Heavy	PP15_
DP_WELL_H	Department store: Well.ca - Heavy	PP15_
DP_OTH_H	Department store: Other department stores: Heavy	PP15_
DP_AMAZN_M	Department store: Amazon.com/Amazon.ca: Medium	PP15_
DP_CANT_M	Department store: Canadian Tire: Medium	PP15_
DP_CSTC_M	Department store: Costco: Medium	PP15_
DP_GNTT_M	Department store: Giant Tiger: Medium	PP15_
DP_BAY_M	Department store: Hudson's Bay: Medium	PP15_
DP_WLMRT_M	Department store: Walmart/Walmart Supercentres: Medium	PP15_
DP_WELL_M	Department store: Well.ca - Medium	PP15_
DP_OTH_M	Department store: Other department stores: Medium	PP15_
DP_AMAZN_L	Department store: Amazon.com/Amazon.ca: Light	PP15_
DP_CANT_L	Department store: Canadian Tire: Light	PP15_
DP_CSTC_L	Department store: Costco: Light	PP15_
DP_GNTT_L	Department store: Giant Tiger: Light	PP15_
DP_BAY_L	Department store: Hudson's Bay: Light	PP15_
DP_WLMRT_L	Department store: Walmart/Walmart Supercentres: Light	PP15_
DP_WELL_L	Department store: Well.ca - Light	PP15_

Shopping Behaviour - Department Stores

Variable	Description	Weight
DP_OTH_L	Department store: Other department stores: Light	PP15_

Shopping Behaviour - Drug Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Drug Stores In-Store Shopped Past Month	
DR_IDA	Drug in-store: Guardian/IDA	PP15_
DR_JN	Drug in-store: Jean Coutu	PP15_
DR_LND	Drug in-store: London Drugs	PP15_
DR_PHMSV	Drug in-store: Pharmasave	PP15_
DR_PRXM	Drug in-store: Proxim	PP15_
DR_PHMPL	Drug in-store: Rexall/Pharma Plus	PP15_
DR_SHPP	Drug in-store: Shoppers Drug Mart/Pharmaprix	PP15_
DR_WH	Drug in-store: Big box/warehouses (e.g. Costco)	PP15_
DR_GRCY	Drug in-store: Groceries (any)	PP15_
DR_NHPRD	Drug in-store: Natural health products (e.g. Nutrition House, Le Naturiste)	PP15_
DR_OTH	Drug in-store: Other drugs	PP15_
	Drug Stores Online Shopped Past Month	
DR_OLJN	Drug online: Jean Coutu	PP15_
DR_OLLND	Drug online: London Drugs	PP15_
DR_OLPHMSV	Drug online: Pharmasave	PP15_
DR_OLPHMPL	Drug online: Rexall/Pharma Plus	PP15_
DR_OLSHPP	Drug online: Shoppers Drug Mart/Pharmaprix	PP15_
DR_OLWH	Drug online: Big box/warehouses (e.g. Costco)	PP15_
DR_OLGRCY	Drug online: Groceries (any)	PP15_
DR_OLNHPRD	Drug online: Natural health products (e.g. Nutrition House, Le Naturiste)	PP15_
DR_OLOTH	Drug online: Other drugs	PP15_
	Drug Stores Shopping Frequency	
DR_JN_H	Drug store: Jean Coutu: Heavy	PP15_
DR_LND_H	Drug store: London Drugs: Heavy	PP15_
DR_PHMSV_H	Drug store: Pharmasave: Heavy	PP15_
DR_PHMPL_H	Drug store: Rexall/Pharma Plus: Heavy	PP15_
DR_SHPP_H	Drug store: Shoppers Drug Mart/Pharmaprix: Heavy	PP15_
DR_WH_H	Drug store: Big box/warehouse stores (e.g. Costco): Heavy	PP15_
DR_GRCY_H	Drug store: Grocery stores (any): Heavy	PP15_
DR_NHPRD_H	Drug store: Natural health product stores (e.g. Nutrition House, Le Naturiste): Heavy	PP15_
DR_OTH_H	Drug store: Other drug stores: Heavy	PP15_
DR_IDA_M	Drug store: Guardian/IDA: Medium	PP15_
DR_JN_M	Drug store: Jean Coutu: Medium	PP15_
DR_LND_M	Drug store: London Drugs: Medium	PP15_
DR_PHMSV_M	Drug store: Pharmasave: Medium	PP15_
DR_PRXM_M	Drug store: Proxim: Medium	PP15_
DR_PHMPL_M	Drug store: Rexall/Pharma Plus: Medium	PP15_
DR_SHPP_M	Drug store: Shoppers Drug Mart/Pharmaprix: Medium	PP15_

Shopping Behaviour - Drug Stores

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

Shopping Behaviour - Clothing Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Clothing Stores In-Store Shopped Past Year	
C_ARITZI	Clothing in-store: Aritzia	PP15_
C_BANANA	Clothing in-store: Banana Republic	PP15_
C_CHILD	Clothing in-store: Children's clothing store (any) (e.g. GapKids)	PP15_
C_EDDIE	Clothing in-store: Eddie Bauer	PP15_
C_FAIRW	Clothing in-store: Fairweather	PP15_
C_GAP	Clothing in-store: Gap	PP15_
C_HM	Clothing in-store: H&M	PP15_
C_HARRY	Clothing in-store: Harry Rosen	PP15_
C_HOLTRF	Clothing in-store: Holt Renfrew	PP15_
C_JOE	Clothing in-store: Joe Fresh	PP15_
C_LAURA	Clothing in-store: Laura (any)	PP15_
C_MARKS	Clothing in-store: Marks Work Wearhouse	PP15_
C_MARSH	Clothing in-store: Marshalls	PP15_
C_MOORE	Clothing in-store: Moores	PP15_
C_NAVY	Clothing in-store: Old Navy	PP15_
C_PENN	Clothing in-store: Penningtons	PP15_
C_REITMN	Clothing in-store: Reitmans	PP15_
C_ROOTS	Clothing in-store: Roots	PP15_
C_SIMON	Clothing in-store: Simons	PP15_
C_STICHE	Clothing in-store: Stitches/Urban Planet/Sirens	PP15_
C_SUZY	Clothing in-store: Suzy Shier	PP15_
C_TIPTOP	Clothing in-store: Tip Top Tailors	PP15_
C_VALUEV	Clothing in-store: Value Village	PP15_
C_WINNER	Clothing in-store: Winners	PP15_
C_ZARA	Clothing in-store: Zara	PP15_
C_JEAN	Clothing in-store: Jean store (any) (e.g. Levi Strauss and Company)	PP15_
C_FORMLW	Clothing in-store: Formal wear store (e.g. Freeman)	PP15_
C_MATERN	Clothing in-store: Maternity store	PP15_
C_SPLR	Clothing in-store: Specialty apparel - Lingerie	PP15_
C_DEPT	Clothing in-store: Department store (any)	PP15_
C_SDHAND	Clothing in-store: Second-hand store	PP15_
C_OTH	Clothing in-store: Other clothing store	PP15_
	Clothing Stores Online Shopped Past Year	
C_OLARITZI	Clothing online: Aritzia	PP15_
C_OLBANANA	Clothing online: Banana Republic	PP15_
C_OLCHILD	Clothing online: Children's clothing store (any) (e.g. GapKids)	PP15_
C_OLEDDIE	Clothing online: Eddie Bauer	PP15_
C_OLFAIRW	Clothing online: Fairweather	PP15_
C_OLGAP	Clothing online: Gap	PP15_

Shopping Behaviour - Clothing Stores

Variable	Description	Weight
C_OLHM	Clothing online: H&M	PP15_
C_OLHARRY	Clothing online: Harry Rosen	PP15_
C_OLHOLTRF	Clothing online: Holt Renfrew	PP15_
C_OLJOE	Clothing online: Joe Fresh	PP15_
C_OLLAURA	Clothing online: Laura (any)	PP15_
C_OLMARKS	Clothing online: Marks Work Wearhouse	PP15_
C_OLMARSH	Clothing online: Marshalls	PP15_
C_OLMOORE	Clothing online: Moores	PP15_
C_OLNAVY	Clothing online: Old Navy	PP15_
C_OLPENN	Clothing online: Penningtons	PP15_
C_OLREITMN	Clothing online: Reitmans	PP15_
C_OLROOTS	Clothing online: Roots	PP15_
C_OLSIMON	Clothing online: Simons	PP15_
C_OLSTICHE	Clothing online: Stitches/Urban Planet/Sirens	PP15_
C_OLSUZY	Clothing online: Suzy Shier	PP15_
C_OLVALUEV	Clothing online: Value Village	PP15_
C_OLWINNER	Clothing online: Winners	PP15_
C_OLZARA	Clothing online: Zara	PP15_
C_OLJEAN	Clothing online: Jean store (any) (e.g. Levi Strauss and Company)	PP15_
C_OLMATERN	Clothing online: Maternity store	PP15_
C_OLSPLR	Clothing online: Specialty apparel - Lingerie	PP15_
C_OLDEPT	Clothing online: Department store (any)	PP15_
C_OLSDHAND	Clothing online: Second-hand store	PP15_
C_OLOTH	Clothing online: Other clothing store	PP15_
	Clothing Stores Shopping Frequency - Regularly	
C_ARITZI_R	Clothing store: Aritzia: Regularly	PP15_
C_BANANA_R	Clothing store: Banana Republic: Regularly	PP15_
C_CHILD_R	Clothing store: Children's clothing stores (any) (e.g. GapKids): Regularly	PP15_
C_EDDIE_R	Clothing store: Eddie Bauer: Regularly	PP15_
C_FAIRW_R	Clothing store: Fairweather: Regularly	PP15_
C_GAP_R	Clothing store: Gap: Regularly	PP15_
C_HM_R	Clothing store: H&M: Regularly	PP15_
C_HARRY_R	Clothing store: Harry Rosen: Regularly	PP15_
C_HOLTRF_R	Clothing store: Holt Renfrew: Regularly	PP15_
C_JOE_R	Clothing store: Joe Fresh: Regularly	PP15_
C_LAURA_R	Clothing store: Laura (any): Regularly	PP15_
C_MARKS_R	Clothing store: Marks Work Wearhouse: Regularly	PP15_
C_MARSH_R	Clothing store: Marshalls: Regularly	PP15_
C_MOORE_R	Clothing store: Moores: Regularly	PP15_
C_NAVY_R	Clothing store: Old Navy: Regularly	PP15_
C_REITMN_R	Clothing store: Reitmans: Regularly	PP15_
C_ROOTS_R	Clothing store: Roots: Regularly	PP15_
C_SIMON_R	Clothing store: Roots: Regularly	PP15_
C_STICHE_R	Clothing store: Stitches/Urban Planet/Sirens: Regularly	PP15_

Shopping Behaviour - Clothing Stores

Variable	Description	Weight
C_SUZY_R	Clothing store: Suzy Shier: Regularly	PP15_
C_TIPTOP_R	Clothing store: Tip Top Tailors: Regularly	PP15_
C_VALUEV_R	Clothing store: Value Village: Regularly	PP15_
C_WINNER_R	Clothing store: Winners: Regularly	PP15_
C_ZARA_R	Clothing store: Zara: Regularly	PP15_
C_JEAN_R	Clothing store: Jean stores (any) (e.g. Levi Strauss and Company): Regularly	PP15_
C_FORMLW_R	Clothing store: Formal wear stores (e.g. Freeman): Regularly	PP15_
C_SPLR_R	Clothing store: Specialty apparel - Lingerie: Regularly	PP15_
C_DEPT_R	Clothing store: Department stores (any): Regularly	PP15_
C_SDHAND_R	Clothing store: Second-hand stores: Regularly	PP15_
C_OTH_R	Clothing store: Other clothing stores: Regularly	PP15_
Clothing Stores Shopping Frequency - Occasionally		
C_ARITZI_O	Clothing store: Aritzia: Occasionally	PP15_
C_BANANA_O	Clothing store: Banana Republic: Occasionally	PP15_
C_CHILD_O	Clothing store: Children's clothing stores (any) (e.g. GapKids): Occasionally	PP15_
C_EDDIE_O	Clothing store: Eddie Bauer: Occasionally	PP15_
C_FAIRW_O	Clothing store: Fairweather: Occasionally	PP15_
C_GAP_O	Clothing store: Gap: Occasionally	PP15_
C_HM_O	Clothing store: H&M: Occasionally	PP15_
C_HARRY_O	Clothing store: Harry Rosen: Occasionally	PP15_
C_HOLTRF_O	Clothing store: Holt Renfrew: Occasionally	PP15_
C_JOE_O	Clothing store: Joe Fresh: Occasionally	PP15_
C_LAURA_O	Clothing store: Laura (any): Occasionally	PP15_
C_MARKS_O	Clothing store: Marks Work Warehouse: Occasionally	PP15_
C_MARSH_O	Clothing store: Marshalls: Occasionally	PP15_
C_MOORE_O	Clothing store: Moores: Occasionally	PP15_
C_NAVY_O	Clothing store: Old Navy: Occasionally	PP15_
C_REITMN_O	Clothing store: Reitmans: Occasionally	PP15_
C_ROOTS_O	Clothing store: Roots: Occasionally	PP15_
C_SIMON_O	Clothing store: Roots: Occasionally	PP15_
C_STICHE_O	Clothing store: Stitches/Urban Planet/Sirens: Occasionally	PP15_
C_SUZY_O	Clothing store: Suzy Shier: Occasionally	PP15_
C_TIPTOP_O	Clothing store: Tip Top Tailors: Occasionally	PP15_
C_VALUEV_O	Clothing store: Value Village: Occasionally	PP15_
C_WINNER_O	Clothing store: Winners: Occasionally	PP15_
C_ZARA_O	Clothing store: Zara: Occasionally	PP15_
C_JEAN_O	Clothing store: Jean stores (any) (e.g. Levi Strauss and Company): Occasionally	PP15_
C_FORMLW_O	Clothing store: Formal wear stores (e.g. Freeman): Occasionally	PP15_
C_SPLR_O	Clothing store: Specialty apparel - Lingerie: Occasionally	PP15_
C_DEPT_O	Clothing store: Department stores (any): Occasionally	PP15_
C_SDHAND_O	Clothing store: Second-hand stores: Occasionally	PP15_
C_OTH_O	Clothing store: Other clothing stores: Occasionally	PP15_

Shopping Behaviour - Shoe Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Shoe Stores In-Store Shopped Past Year	
SH_ALDO	Shoe in-store: Aldo	PP15_
SH_BROWN	Shoe in-store: Browns/B2	PP15_
SH_SPRNG	Shoe in-store: Call It Spring/Boutique Spring	PP15_
SH_GLOBO	Shoe in-store: Globo	PP15_
SH_LBURG	Shoe in-store: Little Burgundy	PP15_
SH_NAT	Shoe in-store: Naturalizer	PP15_
SH_SOFT	Shoe in-store: SoftMoc	PP15_
SH_CMPNY	Shoe in-store: The Shoe Company	PP15_
SH_DEPT	Shoe in-store: Department stores (any)	PP15_
SH_SPRT	Shoe in-store: Sports stores (any)	PP15_
SH_OTH	Shoe in-store: Other shoe stores	PP15_
	Shoe Stores Online Shopped Past Year	
SH_OLALDO	Shoe online: Aldo	PP15_
SH_OLBROWN	Shoe online: Browns/B2	PP15_
SH_OLSPRNG	Shoe online: Call It Spring/Boutique Spring	PP15_
SH_OLGLOBO	Shoe online: Globo	PP15_
SH_OLJUST	Shoe online: JustFab.ca	PP15_
SH_OLLBURG	Shoe online: Little Burgundy	PP15_
SH_OLNAT	Shoe online: Naturalizer	PP15_
SH_OLSOFT	Shoe online: SoftMoc	PP15_
SH_OLCMPNY	Shoe online: The Shoe Company	PP15_
SH_OLDEPT	Shoe online: Department stores (any)	PP15_
SH_OLSPRT	Shoe online: Sports stores (any)	PP15_
SH_OLOTH	Shoe online: Other shoe stores	PP15_
	Shoe Stores Shopping Frequency	
SH_ALDO_R	Shoe store: Aldo: Regularly	PP15_
SH_BROWN_R	Shoe store: Browns/B2: Regularly	PP15_
SH_SPRNG_R	Shoe store: Call It Spring/Boutique Spring: Regularly	PP15_
SH_GLOBO_R	Shoe store: Globo: Regularly	PP15_
SH_LBURG_R	Shoe store: Little Burgundy: Regularly	PP15_
SH_NAT_R	Shoe store: Naturalizer: Regularly	PP15_
SH_SOFT_R	Shoe store: SoftMoc: Regularly	PP15_
SH_CMPNY_R	Shoe store: The Shoe Company: Regularly	PP15_
SH_DEPT_R	Shoe store: Department stores (any): Regularly	PP15_
SH_SPRT_R	Shoe store: Sports stores (any): Regularly	PP15_
SH_OTH_R	Shoe store: Other shoe stores: Regularly	PP15_
SH_ALDO_O	Shoe store: Aldo: Occasionally	PP15_
SH_BROWN_O	Shoe store: Browns/B2: Occasionally	PP15_
SH_SPRNG_O	Shoe store: Call It Spring/Boutique Spring: Occasionally	PP15_

Shopping Behaviour - Shoe Stores

Variable	Description	Weight
SH_GLOBO_O	Shoe store: Globo: Occasionally	PP15_
SH_LBURG_O	Shoe store: Little Burgundy: Occasionally	PP15_
SH_NAT_O	Shoe store: Naturalizer: Occasionally	PP15_
SH_SOFT_O	Shoe store: SoftMoc: Occasionally	PP15_
SH_CMPNY_O	Shoe store: The Shoe Company: Occasionally	PP15_
SH_DEPT_O	Shoe store: Department stores (any): Occasionally	PP15_
SH_SPRT_O	Shoe store: Sports stores (any): Occasionally	PP15_
SH_OTH_O	Shoe store: Other shoe stores: Occasionally	PP15_

Shopping Behaviour - Book Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Book Stores In-Store Shopped Past Year	
BK_CHPTS	Book in-store: Chapters/Indigo	PP15_
BK_COLES	Book in-store: Coles	PP15_
BK_WH	Book in-store: Big box/warehouse stores (e.g. Costco)	PP15_
BK_DEPT	Book in-store: Department/grocery/drug stores	PP15_
BK_OTH	Book in-store: Other bookstores	PP15_
	Book Stores Online Shopped Past Year	
BK_OLAMAZN	Book online: Amazon.com/Amazon.ca	PP15_
BK_OLCHPTS	Book online: Chapters/Indigo	PP15_
BK_OLCOLES	Book online: Coles	PP15_
BK_OLWH	Book online: Big box/warehouse stores (e.g. Costco)	PP15_
BK_OLDEPT	Book online: Department/grocery/drug stores	PP15_
BK_OLEBOOK	Book online: eBooks stores (any)	PP15_
BK_OLOTH	Book online: Other bookstores	PP15_
	Book Stores Shopping Frequency	
BK_AMAZN_R	Book store: Amazon.com/Amazon.ca: Regularly	PP15_
BK_CHPTS_R	Book store: Chapters/Indigo: Regularly	PP15_
BK_COLES_R	Book store: Coles: Regularly	PP15_
BK_WH_R	Book store: Big box/warehouse stores (e.g. Costco): Regularly	PP15_
BK_DEPT_R	Book store: Department/grocery/drug stores: Regularly	PP15_
BK_EBOOK_R	Book store: eBooks stores (any): Regularly	PP15_
BK_OTH_R	Book store: Other bookstores: Regularly	PP15_
BK_AMAZN_O	Book store: Amazon.com/Amazon.ca: Occasionally	PP15_
BK_CHPTS_O	Book store: Chapters/Indigo: Occasionally	PP15_
BK_COLES_O	Book store: Coles: Occasionally	PP15_
BK_WH_O	Book store: Big box/warehouse stores (e.g. Costco): Occasionally	PP15_
BK_DEPT_O	Book store: Department/grocery/drug stores: Occasionally	PP15_
BK_EBOOK_O	Book store: eBooks stores (any): Occasionally	PP15_
BK_OTH_O	Book store: Other bookstores: Occasionally	PP15_

Shopping Behaviour - Jewellery Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Jewellery Stores In-Store Shopped Past Year	
JW_BENMS	Jewellery in-store: Ben Moss Jewellers	PP15_
JW_CHARM	Jewellery in-store: Charm Diamond Centres	PP15_
JW_BIRK	Jewellery in-store: High-end jewellery stores (e.g. Birks, Tiffany & Co.)	PP15_
JW_MICHA	Jewellery in-store: Michael Hill Jeweller	PP15_
JW_PEOPL	Jewellery in-store: Peoples	PP15_
JW_SPENC	Jewellery in-store: Spence Diamonds	PP15_
JW_WH	Jewellery in-store: Big box/warehouse stores (e.g. Costco)	PP15_
JW_DEPT	Jewellery in-store: Department stores (any)	PP15_
JW_OTH	Jewellery in-store: Other jewellery stores	PP15_
	Jewellery Stores Online Shopped Past Year	
JW_OLBIRK	Jewellery online: High-end jewellery stores (e.g. Birks, Tiffany & Co.)	PP15_
JW_OLMICHA	Jewellery online: Michael Hill Jeweller	PP15_
JW_OLPEOPL	Jewellery online: Peoples	PP15_
JW_OLWH	Jewellery online: Big box/warehouse stores (e.g. Costco)	PP15_
JW_OLDEPT	Jewellery online: Department stores (any)	PP15_
JW_OLOTH	Jewellery online: Other jewellery stores	PP15_
	Jewellery Stores Shopping Frequency	
JW_CHARM_R	Jewellery store: Charm Diamond Centres: Regularly	PP15_
JW_BIRK_R	Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Regularly	PP15_
JW_MICHA_R	Jewellery store: Michael Hill Jeweller: Regularly	PP15_
JW_PEOPL_R	Jewellery store: Peoples: Regularly	PP15_
JW_WH_R	Jewellery store: Big box/warehouse stores (e.g. Costco): Regularly	PP15_
JW_DEPT_R	Jewellery store: Department stores (any): Regularly	PP15_
JW_OTH_R	Jewellery store: Other jewellery stores: Regularly	PP15_
JW_BENMS_O	Jewellery store: Ben Moss Jewellers: Occasionally	PP15_
JW_CHARM_O	Jewellery store: Charm Diamond Centres: Occasionally	PP15_
JW_BIRK_O	Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Occasionally	PP15_
JW_MICHA_O	Jewellery store: Michael Hill Jeweller: Occasionally	PP15_
JW_PEOPL_O	Jewellery store: Peoples: Occasionally	PP15_
JW_SPENC_O	Jewellery store: Spence Diamonds: Occasionally	PP15_
JW_WH_O	Jewellery store: Big box/warehouse stores (e.g. Costco): Occasionally	PP15_
JW_DEPT_O	Jewellery store: Department stores (any): Occasionally	PP15_
JW_OTH_O	Jewellery store: Other jewellery stores: Occasionally	PP15_

Shopping Behaviour - Furniture/Appliance Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Furniture Stores In-Store Shopped Past Year	
FU_IKEA	Furniture in-store: Ikea	PP15_
FU_LZBOY	Furniture in-store: La-Z-Boy Furniture Galleries	PP15_
FU_LEONS	Furniture in-store: Leon's	PP15_
FU_SLEEP	Furniture in-store: Sleep Country/Dormez-Vous	PP15_
FU_STRCT	Furniture in-store: Structube	PP15_
FU_BRICK	Furniture in-store: The Brick/The Brick Outlet	PP15_
FU_UBAR	Furniture in-store: Urban Barn	PP15_
FU_DEPT	Furniture in-store: Department stores (any)	PP15_
FU_ELCTR	Furniture in-store: Electronics stores (any)	PP15_
FU_OTH	Furniture in-store: Other furniture/appliance stores	PP15_
	Furniture Stores Online Shopped Past Year	
FU_OLIKEA	Furniture online: Ikea	PP15_
FU_OLLZBOY	Furniture online: La-Z-Boy Furniture Galleries	PP15_
FU_OLLEONS	Furniture online: Leon's	PP15_
FU_OLSLEEP	Furniture online: Sleep Country/Dormez-Vous	PP15_
FU_OLSTRCT	Furniture online: Structube	PP15_
FU_OLBRICK	Furniture online: The Brick/The Brick Outlet	PP15_
FU_OLUBAR	Furniture online: Urban Barn	PP15_
FU_OLWAYFR	Furniture online: Wayfair.ca	PP15_
FU_OLDEPT	Furniture online: Department stores (any)	PP15_
FU_OLELCTR	Furniture online: Electronics stores (any)	PP15_
FU_OLOLMTR	Furniture online: Online/Internet mattress stores (e.g. Endy)	PP15_
FU_OLOTH	Furniture online: Other furniture/appliance stores	PP15_
	Furniture Stores Shopping Frequency	
FU_IKEA_R	Furniture store: Ikea: Regularly	PP15_
FU_LZBOY_R	Furniture store: La-Z-Boy Furniture Galleries: Regularly	PP15_
FU_LEONS_R	Furniture store: Leon's: Regularly	PP15_
FU_SLEEP_R	Furniture store: Sleep Country/Dormez-Vous: Regularly	PP15_
FU_STRCT_R	Furniture store: Structube: Regularly	PP15_
FU_BRICK_R	Furniture store: The Brick/The Brick Outlet: Regularly	PP15_
FU_UBAR_R	Furniture store: Urban Barn: Regularly	PP15_
FU_WAYFR_R	Furniture store: Wayfair.ca: Regularly	PP15_
FU_DEPT_R	Furniture store: Department stores (any): Regularly	PP15_
FU_ELCTR_R	Furniture store: Electronics stores (any): Regularly	PP15_
FU_OLMTR_R	Furniture store: Online/Internet mattress stores (e.g. Endy): Regularly	PP15_
FU_OTH_R	Furniture store: Other furniture/appliance stores: Regularly	PP15_
FU_IKEA_O	Furniture store: Ikea: Occasionally	PP15_
FU_LZBOY_O	Furniture store: La-Z-Boy Furniture Galleries: Occasionally	PP15_
FU_LEONS_O	Furniture store: Leon's: Occasionally	PP15_

Shopping Behaviour - Furniture/Appliance Stores

Variable	Description	Weight
FU_SLEEP_O	Furniture store: Sleep Country/Dormez-Vous: Occasionally	PP15_
FU_STRCT_O	Furniture store: Structube: Occasionally	PP15_
FU_BRICK_O	Furniture store: The Brick/The Brick Outlet: Occasionally	PP15_
FU_UBAR_O	Furniture store: Urban Barn: Occasionally	PP15_
FU_WAYFR_O	Furniture store: Wayfair.ca: Occasionally	PP15_
FU_DEPT_O	Furniture store: Department stores (any): Occasionally	PP15_
FU_ELCTR_O	Furniture store: Electronics stores (any): Occasionally	PP15_
FU_OLMTR_O	Furniture store: Online/Internet mattress stores (e.g. Endy): Occasionally	PP15_
FU_OTH_O	Furniture store: Other furniture/appliance stores: Occasionally	PP15_

Shopping Behaviour - Home Improvement Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Home Improvement Stores In-Store Shopped Past Year	
H_BMR	Home improv. in-store: BMR	PP15_
H_CANTR	Home improv. in-store: Canadian Tire	PP15_
H_CRATEB	Home improv. in-store: Crate & Barrel	PP15_
H_DEPOT	Home improv. in-store: Home Depot	PP15_
H_HWARE	Home improv. in-store: Home Hardware	PP15_
H_SENSE	Home improv. in-store: HomeSense	PP15_
H_LEE	Home improv. in-store: Lee Valley Tools	PP15_
H_LOWE	Home improv. in-store: Lowe's Home Improvement	PP15_
H_RONA	Home improv. in-store: Rona Stores (any)	PP15_
H_LIGHT	Home improv. in-store: Lighting stores (any)	PP15_
H_DEPT	Home improv. in-store: Department stores (any)	PP15_
H_INDEP	Home improv. in-store: Independent hardware stores (any)	PP15_
H_OTHDEC	Home improv. in-store: Other home decor stores	PP15_
H_OTHIMP	Home improv. in-store: Other home improvement stores	PP15_
	Home Improvement Stores Online Shopped Past Year	
H_OLBMR	Home improv. online: BMR	PP15_
H_OLCANTR	Home improv. online: Canadian Tire	PP15_
H_OLCRATEB	Home improv. online: Crate & Barrel	PP15_
H_OLDEPOT	Home improv. online: Home Depot	PP15_
H_OLHWARE	Home improv. online: Home Hardware	PP15_
H_OLSENSE	Home improv. online: HomeSense	PP15_
H_OLLEE	Home improv. online: Lee Valley Tools	PP15_
H_OLLOWE	Home improv. online: Lowe's Home Improvement	PP15_
H_OLRONA	Home improv. online: Rona Stores (any)	PP15_
H_OLWAYFR	Home improv. online: Wayfair.ca	PP15_
H_OLLIGHT	Home improv. online: Lighting stores (any)	PP15_
H_OLDEPT	Home improv. online: Department stores (any)	PP15_
H_OLINDEP	Home improv. online: Independent hardware stores (any)	PP15_
H_OLOTHDEC	Home improv. online: Other home decor stores	PP15_
H_OLOTHIMP	Home improv. online: Other home improvement stores	PP15_
	Home Improvement Stores Shopping Frequency	
H_BMR_R	Home improv. store: BMR: Regularly	PP15_
H_CANTR_R	Home improv. store: Canadian Tire: Regularly	PP15_
H_CRATEB_R	Home improv. store: Crate & Barrel: Regularly	PP15_
H_DEPOT_R	Home improv. store: Home Depot: Regularly	PP15_
H_HWARE_R	Home improv. store: Home Hardware: Regularly	PP15_
H_SENSE_R	Home improv. store: HomeSense: Regularly	PP15_
H_LEE_R	Home improv. store: Lee Valley Tools: Regularly	PP15_
H_LOWE_R	Home improv. store: Lowe's Home Improvement: Regularly	PP15_

Shopping Behaviour - Home Improvement Stores

Variable	Description	Weight
H_RONA_R	Home improv. store: Rona Stores (any): Regularly	PP15_
H_WAYFR_R	Home improv. store: Wayfair.ca: Regularly	PP15_
H_LIGHT_R	Home improv. store: Lighting stores (any): Regularly	PP15_
H_DEPT_R	Home improv. store: Department stores (any): Regularly	PP15_
H_INDEP_R	Home improv. store: Independent hardware stores (any): Regularly	PP15_
H_OTHDEC_R	Home improv. store: Other home decor stores: Regularly	PP15_
H_OTHIMP_R	Home improv. store: Other home improvement stores: Regularly	PP15_
H_BMR_O	Home improv. store: BMR: Occasionally	PP15_
H_CANTR_O	Home improv. store: Canadian Tire: Occasionally	PP15_
H_CRATEB_O	Home improv. store: Crate & Barrel: Occasionally	PP15_
H_DEPOT_O	Home improv. store: Home Depot: Occasionally	PP15_
H_HWARE_O	Home improv. store: Home Hardware: Occasionally	PP15_
H_SENSE_O	Home improv. store: HomeSense: Occasionally	PP15_
H_LEE_O	Home improv. store: Lee Valley Tools: Occasionally	PP15_
H_LOWE_O	Home improv. store: Lowe's Home Improvement: Occasionally	PP15_
H_RONA_O	Home improv. store: Rona Stores (any): Occasionally	PP15_
H_WAYFR_O	Home improv. store: Wayfair.ca: Occasionally	PP15_
H_LIGHT_O	Home improv. store: Lighting stores (any): Occasionally	PP15_
H_DEPT_O	Home improv. store: Department stores (any): Occasionally	PP15_
H_INDEP_O	Home improv. store: Independent hardware stores (any): Occasionally	PP15_
H_OTHDEC_O	Home improv. store: Other home decor stores: Occasionally	PP15_
H_OTHIMP_O	Home improv. store: Other home improvement stores: Occasionally	PP15_

Shopping Behaviour - Optical Stores and Eyewear

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Eyewear	
OP_GLSNO	Type of eyewear: Do not wear prescription glasses or contact lenses	PP15_
OP_GLS	Type of eyewear: Glasses	PP15_
OP_GLSCL	Type of eyewear: Contact lenses	PP15_
OP_GLSACL	Type of eyewear: Both glasses and contact lenses	PP15_
OP_SP0	Optical/eyewear spending in past 12 mo: Nothing	PP15_
OP_SP99	Optical/eyewear spending in past 12 mo: \$1-\$99	PP15_
OP_SP199	Optical/eyewear spending in past 12 mo: \$100-\$199	PP15_
OP_SP399	Optical/eyewear spending in past 12 mo: \$200-\$399	PP15_
OP_SP400	Optical/eyewear spending in past 12 mo: \$400 or more	PP15_
OP_SGVL	Likelihood of laser eye surgery: Very likely	PP15_
OP_SGSL	Likelihood of laser eye surgery: Somewhat likely	PP15_
OP_SGNVL	Likelihood of laser eye surgery: Not very likely	PP15_
OP_SGNL	Likelihood of laser eye surgery: Not at all likely	PP15_
OP_SGDHAD	Likelihood of laser eye surgery: Have already had laser eye surgery	PP15_
	Optical Stores In-Store Shopped Past Year	
OP_FYIDR	Optical in-store: FYidoctors/Visique	PP15_
OP_HAKIM	Optical in-store: Hakim Optical	PP15_
OP_IRIS	Optical in-store: IRIS	PP15_
OP_LENSC	Optical in-store: LensCrafters	PP15_
OP_PEARL	Optical in-store: Pearle Vision	PP15_
OP_SNHUT	Optical in-store: Sunglass Hut	PP15_
OP_WH	Optical in-store: Big box/warehouses (e.g. Costco)	PP15_
OP_DEPT	Optical in-store: Departments (any)	PP15_
OP_OTH	Optical in-store: Other opticals	PP15_
	Opticals Stores Online Shopped Past Year	
OP_OLCLEAR	Optical online: clearly.ca	PP15_
OP_OLLENSC	Optical online: LensCrafters	PP15_
OP_OLSNHUT	Optical online: Sunglass Hut	PP15_
OP_OLWH	Optical online: Big box/warehouses (e.g. Costco)	PP15_
OP_OLDEPT	Optical online: Departments (any)	PP15_
OP_OLOTH	Optical online: Other opticals	PP15_
	Optical Stores Shopping Frequency	
OP_CLEAR_R	Optical store: clearly.ca: Regularly	PP15_
OP_FYIDR_R	Optical store: FYidoctors/Visique: Regularly	PP15_
OP_IRIS_R	Optical store: IRIS: Regularly	PP15_
OP_LENSC_R	Optical store: LensCrafters: Regularly	PP15_
OP_SNHUT_R	Optical store: Sunglass Hut: Regularly	PP15_
OP_WH_R	Optical store: Big box/warehouse stores (e.g. Costco): Regularly	PP15_
OP_DEPT_R	Optical store: Department stores (any): Regularly	PP15_

Shopping Behaviour - Optical Stores and Eyeware

Variable	Description	Weight
OP_OTH_R	Optical store: Other Optical stores: Regularly	PP15_
OP_CLEAR_O	Optical store: clearly.ca: Occasionally	PP15_
OP_FYIDR_O	Optical store: FYidoctors/Visique: Occasionally	PP15_
OP_HAKIM_O	Optical store: Hakim Optical: Occasionally	PP15_
OP_IRIS_O	Optical store: IRIS: Occasionally	PP15_
OP_LENSC_O	Optical store: LensCrafters: Occasionally	PP15_
OP_PEARL_O	Optical store: Pearle Vision: Occasionally	PP15_
OP_SNHUT_O	Optical store: Sunglass Hut: Occasionally	PP15_
OP_WH_O	Optical store: Big box/warehouse stores (e.g. Costco): Occasionally	PP15_
OP_DEPT_O	Optical store: Department stores (any): Occasionally	PP15_
OP_OTH_O	Optical store: Other Optical stores: Occasionally	PP15_

Shopping Behaviour - Electronics Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Electronics Stores In-Store Shopped Past Year	
ST_AP	Electronics in-store: Apple	PP15_
ST_BSTBY	Electronics in-store: Best Buy	PP15_
ST_STAPL	Electronics in-store: Staples	PP15_
ST_SOURC	Electronics in-store: The Source	PP15_
ST_WH	Electronics in-store: Big box/warehouses (e.g. Costco)	PP15_
ST_DEPT	Electronics in-store: Departments (any)	PP15_
ST_FURNT	Electronics in-store: Furnitures (e.g. Leon's/The Brick)	PP15_
ST_OTH	Electronics in-store: Other electronics	PP15_
	Electronics Stores Online Shopped Past Year	
ST_OLAP	Electronics online: Apple	PP15_
ST_OLBSTBY	Electronics online: Best Buy	PP15_
ST_OLDELL	Electronics online: Dell Computer (online)	PP15_
ST_OLSTAPL	Electronics online: Staples	PP15_
ST_OLSOURC	Electronics online: The Source	PP15_
ST_OLWH	Electronics online: Big box/warehouses (e.g. Costco)	PP15_
ST_OLDEPT	Electronics online: Departments (any)	PP15_
ST_OLFURNT	Electronics online: Furnitures (e.g. Leon's/The Brick)	PP15_
ST_OLOTH	Electronics online: Other electronics	PP15_
	Electronics Stores Shopping Frequency	
ST_AP_R	Electronics store: Apple: Regularly	PP15_
ST_BSTBY_R	Electronics store: Best Buy: Regularly	PP15_
ST_DELL_R	Electronics store: Dell Computer (online store): Regularly	PP15_
ST_STAPL_R	Electronics store: Staples: Regularly	PP15_
ST_SOURC_R	Electronics store: The Source: Regularly	PP15_
ST_WH_R	Electronics store: Big box/warehouse stores (e.g. Costco): Regularly	PP15_
ST_DEPT_R	Electronics store: Department stores (any): Regularly	PP15_
ST_FURNT_R	Electronics store: Furniture stores (e.g. Leon's/The Brick): Regularly	PP15_
ST_OTH_R	Electronics store: Other electronics stores: Regularly	PP15_
ST_AP_O	Electronics store: Apple: Occasionally	PP15_
ST_BSTBY_O	Electronics store: Best Buy: Occasionally	PP15_
ST_DELL_O	Electronics store: Dell Computer (online store): Occasionally	PP15_
ST_STAPL_O	Electronics store: Staples: Occasionally	PP15_
ST_SOURC_O	Electronics store: The Source: Occasionally	PP15_
ST_WH_O	Electronics store: Big box/warehouse stores (e.g. Costco): Occasionally	PP15_
ST_DEPT_O	Electronics store: Department stores (any): Occasionally	PP15_
ST_FURNT_O	Electronics store: Furniture stores (e.g. Leon's/The Brick): Occasionally	PP15_
ST_OTH_O	Electronics store: Other electronics stores: Occasionally	PP15_

Shopping Behaviour - Office Supply Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Office Supply Stores In-Store Shopped Past Year	
OF_STAPL	Office supply in-store: Staples	PP15_
OF_WH	Office supply in-store: Big box/warehouse stores (e.g. Costco)	PP15_
OF_DEPT	Office supply in-store: Department stores (any)	PP15_
OF_OTH	Office supply in-store: Other office (stationery) stores	PP15_
	Office Supply Stores Online Shopped Past Year	
OF_OLSTAPL	Office supply online: Staples	PP15_
OF_OLWH	Office supply online: Big box/warehouse stores (e.g. Costco)	PP15_
OF_OLDEPT	Office supply online: Department stores (any)	PP15_
OF_OL	Office supply online: Online/internet office stores (e.g. Grand & Toy)	PP15_
OF_OLOTH	Office supply online: Other office (stationery) stores	PP15_
	Office Supply Stores Shopping Frequency	
OF_STAPL_R	Office supply store: Staples: Regularly	PP15_
OF_WH_R	Office supply store: Big box/warehouse stores (e.g. Costco): Regularly	PP15_
OF_DEPT_R	Office supply store: Department stores (any): Regularly	PP15_
OF_OL_R	Office supply store: Online/internet office stores (e.g. Grand & Toy): Regularly	PP15_
OF_OTH_R	Office supply store: Other office (stationery) stores: Regularly	PP15_
OF_STAPL_O	Office supply store: Staples: Occasionally	PP15_
OF_WH_O	Office supply store: Big box/warehouse stores (e.g. Costco): Occasionally	PP15_
OF_DEPT_O	Office supply store: Department stores (any): Occasionally	PP15_
OF_OL_O	Office supply store: Online/internet office stores (e.g. Grand & Toy): Occasionally	PP15_
OF_OTH_O	Office supply store: Other office (stationery) stores: Occasionally	PP15_

Shopping Behaviour - Sporting Goods Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Sporting Goods Stores In-Store Shopped Past Year	
SP_ATMS	Sporting goods in-store: Atmosphere	PP15_
SP_FTLCK	Sporting goods in-store: Foot Locker	PP15_
SP_GOLFT	Sporting goods in-store: Golf Town	PP15_
SP_LULU	Sporting goods in-store: Lululemon Athletica	PP15_
SP_MTEQP	Sporting goods in-store: Mountain Equipment Co-op	PP15_
SP_PLYAG	Sporting goods in-store: Play it Again Sports	PP15_
SP_CHEK	Sporting goods in-store: Sport Chek	PP15_
SP_LIFE	Sporting goods in-store: Sporting Life	PP15_
SP_EXPT	Sporting goods in-store: Sports Experts	PP15_
SP_RUNRM	Sporting goods in-store: The Running Room	PP15_
SP_WH	Sporting goods in-store: Big box/warehouses (e.g. Costco)	PP15_
SP_DEPT	Sporting goods in-store: Departments (any)	PP15_
SP_OTH	Sporting goods in-store: Other sporting goods & athletic wears	PP15_
	Sporting Goods Stores Online Shopped Past Year	
SP_OLATMS	Sporting goods online: Atmosphere	PP15_
SP_OLFTLCK	Sporting goods online: Foot Locker	PP15_
SP_OLGOLFT	Sporting goods online: Golf Town	PP15_
SP_OLLULU	Sporting goods online: Lululemon Athletica	PP15_
SP_OLMTEQP	Sporting goods online: Mountain Equipment Co-op	PP15_
SP_OLCHEK	Sporting goods online: Sport Chek	PP15_
SP_OLLIFE	Sporting goods online: Sporting Life	PP15_
SP_OLEXPT	Sporting goods online: Sports Experts	PP15_
SP_OLRUNRM	Sporting goods online: The Running Room	PP15_
SP_OLWH	Sporting goods online: Big box/warehouses (e.g. Costco)	PP15_
SP_OLDEPT	Sporting goods online: Departments (any)	PP15_
SP_OLOTH	Sporting goods online: Other sporting goods & athletic wears	PP15_
	Sporting Goods Stores Shopping Frequency	
SP_ATMS_R	Sporting goods store: Atmosphere: Regularly	PP15_
SP_FTLCK_R	Sporting goods store: Foot Locker: Regularly	PP15_
SP_GOLFT_R	Sporting goods store: Golf Town: Regularly	PP15_
SP_LULU_R	Sporting goods store: Lululemon Athletica: Regularly	PP15_
SP_MTEQP_R	Sporting goods store: MEC: Regularly	PP15_
SP_PLYAG_R	Sporting goods store: Play it Again Sports: Regularly	PP15_
SP_CHEK_R	Sporting goods store: SportChek: Regularly	PP15_
SP_LIFE_R	Sporting goods store: Sporting Life: Regularly	PP15_
SP_EXPT_R	Sporting goods store: Sports Experts: Regularly	PP15_
SP_RUNRM_R	Sporting goods store: The Running Room: Regularly	PP15_
SP_WH_R	Sporting goods store: Big box/warehouse stores (e.g. Costco): Regularly	PP15_
SP_DEPT_R	Sporting goods store: Department stores (any): Regularly	PP15_

Shopping Behaviour - Sporting Goods Stores

Variable	Description	Weight
SP_OTH_R	Sporting goods store: Other sporting goods & athletic wear stores: Regularly	PP15_
SP_ATMS_O	Sporting goods store: Atmosphere: Occasionally	PP15_
SP_FTLCK_O	Sporting goods store: Foot Locker: Occasionally	PP15_
SP_GOLFT_O	Sporting goods store: Golf Town: Occasionally	PP15_
SP_LULU_O	Sporting goods store: Lululemon Athletica: Occasionally	PP15_
SP_MTEQP_O	Sporting goods store: MEC: Occasionally	PP15_
SP_PLYAG_O	Sporting goods store: Play it Again Sports: Occasionally	PP15_
SP_CHEK_O	Sporting goods store: Sport Chek: Occasionally	PP15_
SP_LIFE_O	Sporting goods store: Sporting Life: Occasionally	PP15_
SP_EXPT_O	Sporting goods store: Sports Experts: Occasionally	PP15_
SP_RUNRM_O	Sporting goods store: The Running Room: Occasionally	PP15_
SP_WH_O	Sporting goods store: Big box/warehouse stores (e.g. Costco): Occasionally	PP15_
SP_DEPT_O	Sporting goods store: Department stores (any): Occasionally	PP15_
SP_OTH_O	Sporting goods store: Other sporting goods & athletic wear stores: Occasionally	PP15_

Shopping Behaviour - Pet Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
HH_TOT	Number of households	
	Pet/Pet Supply Stores In-Store Shopped Past Year	
PT_GLBPF	Pet/pet supply in-store: Global Pet Foods	PP15_
PT_VALU	Pet/pet supply in-store: Pet Valu	PP15_
PT_MART	Pet/pet supply in-store: PetSmart	PP15_
PT_WH	Pet/pet supply in-store: Big box/warehouses (e.g. Costco)	PP15_
PT_DEPT	Pet/pet supply in-store: Departments (any)	PP15_
PT_GRCY	Pet/pet supply in-store: Groceries (any)	PP15_
PT_VETER	Pet/pet supply in-store: Veterinarian office (any)	PP15_
PT_OTH	Pet/pet supply in-store: Other Pet/Pet Supplies	PP15_
	Pet/Pet Supply Stores Online Shopped Past Year	
PT_OLGLBPF	Pet/pet supply online: Global Pet Foods	PP15_
PT_OLVALU	Pet/pet supply online: Pet Valu	PP15_
PT_OLMART	Pet/pet supply online: PetSmart	PP15_
PT_OLWH	Pet/pet supply online: Big box/warehouses (e.g. Costco)	PP15_
PT_OLDEPT	Pet/pet supply online: Departments (any)	PP15_
PT_OLGRCY	Pet/pet supply online: Groceries (any)	PP15_
PT_OLVETER	Pet/pet supply online: Veterinarian office (any)	PP15_
PT_OLOTH	Pet/pet supply online: Other Pet/Pet Supplies	PP15_
	Pet/Pet Supply Stores Shopping Frequency	
PT_GLBPF_R	Pet/pet supply store: Global Pet Foods: Regularly	PP15_
PT_VALU_R	Pet/pet supply store: Pet Valu: Regularly	PP15_
PT_MART_R	Pet/pet supply store: PetSmart: Regularly	PP15_
PT_WH_R	Pet/pet supply store: Big box/warehouse stores (e.g. Costco): Regularly	PP15_
PT_DEPT_R	Pet/pet supply store: Department stores (any): Regularly	PP15_
PT_GRCY_R	Pet/pet supply store: Grocery stores (any): Regularly	PP15_
PT_VETER_R	Pet/pet supply store: Veterinarian office (any): Regularly	PP15_
PT_OTH_R	Pet/pet supply store: Other pet/pet supply stores: Regularly	PP15_
PT_GLBPF_O	Pet/pet supply store: Global Pet Foods: Occasionally	PP15_
PT_VALU_O	Pet/pet supply store: Pet Valu: Occasionally	PP15_
PT_MART_O	Pet/pet supply store: PetSmart: Occasionally	PP15_
PT_WH_O	Pet/pet supply store: Big box/warehouse stores (e.g. Costco): Occasionally	PP15_
PT_DEPT_O	Pet/pet supply store: Department stores (any): Occasionally	PP15_
PT_GRCY_O	Pet/pet supply store: Grocery stores (any): Occasionally	PP15_
PT_VETER_O	Pet/pet supply store: Veterinarian office (any): Occasionally	PP15_
PT_OTH_O	Pet/pet supply store: Other pet/pet supply stores: Occasionally	PP15_
	Household Pet Ownership	
PT_PETS	Have any pets	HH_TOT
PT_BIRD	Have birds	HH_TOT
PT_CAT	Have cats	HH_TOT

Shopping Behaviour - Pet Stores

Variable	Description	Weight
PT_DOG	Have dogs	HH_TOT
PT_FISH	Have fish	HH_TOT
PT_OTHANM	Have other animals	HH_TOT

Shopping Behaviour - Toy Stores

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Toy Stores In-Store Shopped Past Year	
TY_EBGM	Toy in-store: EB Games	PP15_
TY_MSTMN	Toy in-store: Mastermind	PP15_
TY_SCHLC	Toy in-store: Scholar's Choice	PP15_
TY_RUS	Toy in-store: Toys 'R Us/Babies 'R Us	PP15_
TY_WH	Toy in-store: Big box/warehouse stores (e.g. Costco)	PP15_
TY_BOOK	Toy in-store: Book stores (e.g. Chapters/Indigo)	PP15_
TY_DEPT	Toy in-store: Department stores (any)	PP15_
TY_OTH	Toy in-store: Other toy/game/Learning stores	PP15_
	Toy Stores Online Shopped Past Year	
TY_OLEBGM	Toy online: EB Games	PP15_
TY_OLMSTMN	Toy online: Mastermind	PP15_
TY_OLSCHLC	Toy online: Scholar's Choice	PP15_
TY_OLDISNY	Toy online: shopDisney.ca	PP15_
TY_OLRUS	Toy online: Toys 'R Us/Babies 'R Us	PP15_
TY_OLWH	Toy online: Big box/warehouse stores (e.g. Costco)	PP15_
TY_OLBOOK	Toy online: Book stores (e.g. Chapters/Indigo)	PP15_
TY_OLDEPT	Toy online: Department stores (any)	PP15_
TY_OLOTH	Toy online: Other toy/game/Learning stores	PP15_
	Toy Stores Shopping Frequency	
TY_EBGM_R	Toy store: EB Games: Regularly	PP15_
TY_MSTMN_R	Toy store: Mastermind: Regularly	PP15_
TY_SCHLC_R	Toy store: Scholar's Choice/Scholarschoice.ca: Regularly	PP15_
TY_DISNY_R	Toy store: shopDisney.com: Regularly	PP15_
TY_RUS_R	Toy Shopping: Toys 'R Us/Babies 'R Us: Regularly	PP15_
TY_WH_R	Toy store: Big box/warehouse stores (e.g. Costco): Regularly	PP15_
TY_BOOK_R	Toy store: Book stores (e.g. Chapters/Indigo): Regularly	PP15_
TY_DEPT_R	Toy store: Department stores (any): Regularly	PP15_
TY_OTH_R	Toy store: Other toy/game/Learning stores: Regularly	PP15_
TY_DISNY_O	Toy store: Disney Store: Occasionally	PP15_
TY_EBGM_O	Toy store: EB Games: Occasionally	PP15_
TY_MSTMN_O	Toy store: Mastermind: Occasionally	PP15_
TY_SCHLC_O	Toy store: Scholar's Choice/Scholarschoice.ca: Occasionally	PP15_
TY_DISNY_O	Toy store: shopDisney.com:: Occasionally	PP15_
TY_RUS_O	Toy Shopping: Toys 'R Us/Babies 'R Us: Occasionally	PP15_
TY_WH_O	Toy store: Big box/warehouse stores (e.g. Costco): Occasionally	PP15_
TY_BOOK_O	Toy store: Book stores (e.g. Chapters/Indigo): Occasionally	PP15_
TY_DEPT_O	Toy store: Department stores (any): Occasionally	PP15_
TY_OTH_O	Toy store: Other toy/game/Learning stores: Occasionally	PP15_

Shopping Behaviour - Store Types

Variable	Description	Weight
	Geography	
POSTCODE	6-Digit Postal Code	
	Weight	
PP15_	Population of age 15 and over	
	Store Types In-Store Shopped Past Month	
T_BULKF	Store type in-store: Bulk food stores	PP15_
T_PHOTO	Store type in-store: Camera stores and photo/digital finishing	PP15_
T_CANDY	Store type in-store: Candy/chocolate stores (e.g. Laura Secord, Chocolats Favoris)	PP15_
T_CANN	Store type in-store: Cannabis stores	PP15_
T_CARPET	Store type in-store: Carpet/floor covering stores	PP15_
T_CSMTC	Store type in-store: Cosmetics/skin care stores (e.g. The Body Shop)	PP15_
T_CRAFT	Store type in-store: Craft supply stores (e.g. Michaels)	PP15_
T_DOLLAR	Store type in-store: Dollar stores	PP15_
T_FACTOL	Store type in-store: Factory outlet stores/malls	PP15_
T_FASAC	Store type in-store: Fashion accessories stores (e.g. Ardene)	PP15_
T_GARDEN	Store type in-store: Garden stores	PP15_
T_HLTHCR	Store type in-store: Home health care stores (e.g. Shoppers Home Health Care)	PP15_
T_KCH	Store type in-store: Kitchen stores (e.g. Stokes)	PP15_
T_MUSIC	Store type in-store: Music stores (selling musical instruments/sheet music)	PP15_
T_NATFD	Store type in-store: Natural/health food stores	PP15_
T_MALL	Store type in-store: Shopping mall stores	PP15_
T_FVFM	Store type in-store: Small local fruits & vegetables stores/farmers' markets	PP15_
T_OTH	Store type in-store: Other stores	PP15_
	Store Type Shopped Online Past Month	
T_OLBULKF	Store type online: Bulk food stores	PP15_
T_OLPHOTO	Store type online: Camera stores and photo/digital finishing	PP15_
T_OLCANDY	Store type online: Candy/chocolate stores (e.g. Laura Secord, Chocolats Favoris)	PP15_
T_OLCANN	Store type online: Cannabis stores	PP15_
T_OLCARPET	Store type online: Carpet/Floor Covering stores	PP15_
T_OLCSMTC	Store type online: Cosmetics/skin care stores (e.g. The Body Shop)	PP15_
T_OLCRAFT	Store type online: Craft supply stores	PP15_
T_OLDOLLAR	Store type online: Dollar stores	PP15_
T_OLFASAC	Store type online: Fashion accessories stores (e.g. Ardene)	PP15_
T_OLGARDEN	Store type online: Garden stores	PP15_
T_OLHLTH	Store type online: Home health care stores (e.g. Shoppers Home Health Care)	PP15_
T_OLKTCH	Store type online: Kitchen stores (e.g. Stokes)	PP15_
T_OLMUSIC	Store type online: Music stores (selling musical instruments/sheet music)	PP15_
T_OLNATFD	Store type online: Natural/health food stores	PP15_
T_OLCWEB	Store type online: Online classified websites (e.g. Kijiji)	PP15_
T_OLMMD	Store type online: Online music/movie download stores (e.g. iTunes)	PP15_
T_OLOTH	Store type online: Other stores	PP15_

New Variables

Variable	Description	Weight
	Grocery Stores In-Store Shopped Past Month	
G_WMT	Grocery in-store: Walmart/Walmart Supercentres	PP15_
	Grocery Stores Online Shopped Past Month	
G_OLCOOP	Grocery online: Co-op	PP15_
G_OLGATWAY	Grocery online: grocerygateway.com	PP15_
G_OLIGA	Grocery online: IGA/Foodland	PP15_
G_OLLOBLAW	Grocery online: Loblaws	PP15_
G_OLMM	Grocery online: M&M Food Market	PP15_
G_OLMETRO	Grocery online: Metro	PP15_
G_OLPRVG	Grocery online: Provigo	PP15_
G_OLRLCAN	Grocery online: Real Canadian/Atlantic Superstore	PP15_
G_OLSFWAY	Grocery online: Safeway	PP15_
G_OLSVOFD	Grocery online: Save-On-Foods	PP15_
G_OLSOBEY	Grocery online: Sobeys	PP15_
G_OLDCGSNF	Grocery online: Discount grocery stores (e.g. No Frills, MAXI)	PP15_
G_OLFINEFD	Grocery online: Fine food stores/butcher shops	PP15_
G_OLWH	Grocery online: Big box/warehouse stores (e.g. Costco)	PP15_
G_OLWMT	Grocery online: Walmart/Walmart Supercentres	PP15_
G_OLDEPT	Grocery online: Other department stores	PP15_
G_OLDRGST	Grocery online: Drug stores (any)	PP15_
G_OLOTH	Grocery online: Other grocery stores	PP15_
	Grocery Stores Shopping Frequency	
G_WMT_L	Grocery store: Walmart/Walmart Supercentres: Light	PP15_
G_WMT_M	Grocery store: Walmart/Walmart Supercentres: Medium	PP15_
G_WMT_H	Grocery store: Walmart/Walmart Supercentres: Heavy	PP15_
	Convenience Stores Online Shopped Past Month	
CV_OL7ELV	Convenience store online: 7-Eleven	PP15_
CV_OLCIRK	Convenience store online: Circle K/Couche-Tard	PP15_
CV_OLGAS	Convenience store online: Gas station convenience store online s (any)	PP15_
CV_OLOTH	Convenience store online: Other convenience store online s	PP15_
	Drug Stores Online Shopped Past Month	
DR_OLIDA	Drug store online: Guardian/IDA	PP15_
DR_OLJN	Drug store online: Jean Coutu	PP15_
DR_OLLND	Drug store online: London Drugs	PP15_
DR_OLPHMSV	Drug store online: Pharmasave	PP15_
DR_OLPRXM	Drug store online: Proxim	PP15_
DR_OLPHMPL	Drug store online: Pharma Plus	PP15_
DR_OLSHPP	Drug store online: Shoppers Drug Mart	PP15_
DR_OLWH	Drug store online: Big box/warehouse stores (any)	PP15_
DR_OLGRCY	Drug store online: Grocery stores (any)	PP15_
DR_OLNHPRD	Drug store online: Natural health products retailers (eg Nutrition House)	PP15_
DR_OLOTH	Drug store online: Other Drug stores	PP15_
DP_OLAMAZN	Department store online: Amazon.com/Amazon.ca	PP15_
DP_OLCANT	Department store online: Canadian Tire	PP15_

New Variables

Variable	Description	Weight
DP_OLCSTC	Department store online: Costco	PP15_
DP_OLGNTT	Department store online: Giant Tiger	PP15_
DP_OLBAY	Department store online: Hudson's Bay-Shopped	PP15_
DP_OLWLMRT	Department store online: Walmart/Walmart Supercentres	PP15_
DP_OLWELL	Department store online: Wellca	PP15_
DP_OLOTH	Department store online: Other Department stores	PP15_
	Clothing Stores In-Store Shopped Past Year	
C_PENN	Clothing in-store: Penningtons	PP15_
	Clothing Stores Online Shopped Past Year	
C_OLARITZI	Clothing online: Aritzia	PP15_
C_OLBANANA	Clothing online: Banana Republic	PP15_
C_OLCHILD	Clothing online: Childrens Clothing store onlines (any)	PP15_
C_OLEDDIE	Clothing online: Eddie Bauer	PP15_
C_OLFAIRW	Clothing online: Fairweather	PP15_
C_OLGAP	Clothing online: The Gap	PP15_
C_OLHM	Clothing online: H&M	PP15_
C_OLHARRY	Clothing online: Harry Rosen	PP15_
C_OLHOLTRF	Clothing online: Holt Renfrew	PP15_
C_OLJOE	Clothing online: Joe Fresh	PP15_
C_OLLAURA	Clothing online: Laura (any)	PP15_
C_OLMARKS	Clothing online: Marks Work Wearhouse	PP15_
C_OLMARSH	Clothing online: Marshalls	PP15_
C_OLMOORE	Clothing online: Moore's	PP15_
C_OLNAVY	Clothing online: Old Navy	PP15_
C_OLPENN	Clothing online: Penningtons	PP15_
C_OLREITMN	Clothing online: Reitmans	PP15_
C_OLROOTS	Clothing online: Roots	PP15_
C_OLSIMON	Clothing online: Simons	PP15_
C_OLSTICHE	Clothing online: Stitches/Urban Planet/Sirens	PP15_
C_OLSUZY	Clothing online: Suzy Shier	PP15_
C_OLTIPTOP	Clothing online: Tip Top Tailors	PP15_
C_OLVALUEV	Clothing online: Value Village	PP15_
C_OLWINNER	Clothing online: Winners	PP15_
C_OLZARA	Clothing online: Zara	PP15_
C_OLJEAN	Clothing online: Jean stores (any) (eg Levi Strauss an	PP15_
C_OLFORMLW	Clothing online: Formal wear stores (eg Freeman)-Shopped/past yr	PP15_
C_OLMATERN	Clothing online: Maternity stores (eg Thyme)	PP15_
C_OLSPLR	Clothing online: Specialty apparel - Lingerie	PP15_
C_OLDEPT	Clothing online: Department stores (any)	PP15_
C_OLSDHAND	Clothing online: Second-hand stores	PP15_
C_OLOTH	Clothing online: Other Clothing store onlines	PP15_
	Clothing Stores Shopping Frequency	
C_PENN_R	Clothing store: Penningtons: Regularly	PP15_
C_PENN_O	Clothing store: Penningtons: Occasionally	PP15_

New Variables

Variable	Description	Weight
Shoe Stores Online Shopped Past Year		
SH_OLALDO	Shoe online: Aldo	PP15_
SH_OLBROWN	Shoe online: Brown's	PP15_
SH_OLSPRNG	Shoe online: Call It Spring/Boutique Spring	PP15_
SH_OLGLOBO	Shoe online: Globo	PP15_
SH_OLJUST	Shoe online: JustFabca	PP15_
SH_OLLBURG	Shoe online: Little Burgundy	PP15_
SH_OLNAT	Shoe online: Naturalizer	PP15_
SH_OLSOFT	Shoe online: SoftMoc	PP15_
SH_OLCMPNY	Shoe online: The Shoe Company	PP15_
SH_OLDEPT	Shoe online: Department stores (any)	PP15_
SH_OLSPRT	Shoe online: Sports stores (any)	PP15_
SH_OLOTH	Shoe online: Other Shoe stores	PP15_
Book Stores Online Shopped Past Year		
BK_OLAMAZN	Book store online: Amazon.com/Amazon.ca	PP15_
BK_OLCHPTS	Book store online: Chapters/Indigo	PP15_
BK_OLCOLES	Book store online: Coles	PP15_
BK_OLWH	Book store online: Big box/warehouse stores (any)	PP15_
BK_OLDEPT	Book store online: Department stores (any)	PP15_
BK_OLEBOOK	Book store online: eBooks stores (any)	PP15_
BK_OLOTH	Book store online: Other Book stores	PP15_
Furniture Stores Online Shopped Past Year		
FU_OLIKEA	Furniture store online: Ikea	PP15_
FU_OLLZBOY	Furniture store online: La-Z Boy	PP15_
FU_OLLEONS	Furniture store online: Leons	PP15_
FU_OLSLEEP	Furniture store online: Sleep Country/Dormez-Vous	PP15_
FU_OLSTRCT	Furniture store online: Structube	PP15_
FU_OLBRICK	Furniture store online: The Brick/The Brick Outlet	PP15_
FU_OLUBAR	Furniture store online: Urban Barn	PP15_
FU_OLWAYFR	Furniture store online: Wayfair.ca	PP15_
FU_OLDEPT	Furniture store online: Department store online s (any)	PP15_
FU_OLELCTR	Furniture store online: Electronics store online s (any)	PP15_
FU_OLOLMTR	Furniture store online: Online/Internet mattress store online s (e.g. Endy)	PP15_
FU_OLOTH	Furniture store online: Other Furniture/Appliance store online s	PP15_
Home Improvement Stores Online Shopped Past Year		
H_OLBMR	Home Improv. store online: BMR	PP15_
H_OLCANTR	Home Improv. store online: Canadian Tire	PP15_
H_OLCRATEB	Home Improv. store online: Crate & Barrel	PP15_
H_OLDEPOT	Home Improv. store online: Home Depot	PP15_
H_OLHWARE	Home Improv. store online: Home Hardware	PP15_
H_OLSENSE	Home Improv. store online: Home Sense	PP15_
H_OLLEE	Home Improv. store online: Lee Valley Tools	PP15_
H_OLLOWE	Home Improv. store online: Lowe's Home Improv. storement	PP15_
H_OLRONA	Home Improv. store online: Rona Stores (any)	PP15_

New Variables

Variable	Description	Weight
H_OLWAYFR	Home Improv. store online: Wayfairca	PP15_
H_OLLIGHT	Home Improv. store online: Lighting stores (any)	PP15_
H_OLDEPT	Home Improv. store online: Department stores (any)	PP15_
H_OLINDEP	Home Improv. store online: Independent hardware stores (any)	PP15_
H_OLOTHDEC	Home Improv. store online: Other Home Décor stores	PP15_
H_OLOTHIMP	Home Improv. store online: Other Home Improv. storement stores	PP15_
	Jewellery Stores Online Shopped Past Year	
JW_OLBENMS	Jewellery store online: Ben Moss Jewellers	PP15_
JW_OLCHARM	Jewellery store online: Charm Diamond Centres	PP15_
JW_OLBIRK	Jewellery store online: Birks/Tiffany & Co	PP15_
JW_OLMICHA	Jewellery store online: Michael Hill Jeweller	PP15_
JW_OLPEOPL	Jewellery store online: Peoples	PP15_
JW_OLSPENC	Jewellery store online: Spence Diamonds	PP15_
JW_OLWH	Jewellery store online: Big box/warehouse stores (eg Costco)	PP15_
JW_OLDEPT	Jewellery store online: Department stores (any)	PP15_
JW_OLOTH	Jewellery store online: Other Jewellery stores	PP15_
	Optical Stores Online Shopped Past Year	
OP_OLCLEAR	Optical store online: clearlyca	PP15_
OP_OLFYDR	Optical store online: FYidoctors/Visique	PP15_
OP_OLHAKIM	Optical store online: Hakim Optical	PP15_
OP_OLIRIS	Optical store online: IRIS	PP15_
OP_OLLENSC	Optical store online: Lenscrafters	PP15_
OP_OLPEARL	Optical store online: Pearle Vision	PP15_
OP_OLSNHUT	Optical store online: Sunglass Hut	PP15_
OP_OLVOGUE	Optical store online: Vogue Optical	PP15_
OP_OLWH	Optical store online: Big box/warehouse store onlines (eg Costco)	PP15_
OP_OLDEPT	Optical store online: Department store onlines (any)	PP15_
	Electronics Stores Online Shopped Past Year	
ST_OLAPPRE	Electronics store online: Apple	PP15_
ST_OLBSTBY	Electronics store online: Best Buy	PP15_
ST_OLDELL	Electronics store online: Dell Computer (online store)	PP15_
ST_OLSTAPL	Electronics store online: Staples	PP15_
ST_OLSOURC	Electronics store online: The Source	PP15_
ST_OLWH	Electronics store online: Big box/warehouse stores (e.g. Costco)	PP15_
ST_OLDEPT	Electronics store online: Department stores (any)	PP15_
ST_OLFURNT	Electronics store online: Furniture stores (e.g. Leon's/The Brick)	PP15_
ST_OLOTH	Electronics store online: Other electronics stores	PP15_
	Office Supply Stores Online Shopped Past Year	
OF_OLSTAPL	Office supply store online: Staples	PP15_
OF_OLWH	Office supply store online: Big box/warehouse stores (e.g. Costco)	PP15_
OF_OLDEPT	Office supply store online: Department stores (any)	PP15_
OF_OL	Office supply store online: Online/Internet office stores (e.g. Grand & Toy)	PP15_
OF_OLOTH	Office supply store online: Other office (stationery) stores	PP15_
	Sporting Goods Stores Online Shopped Past Year	

New Variables

Variable	Description	Weight
SP_OLATMS	Sporting goods store online: Atmosphere	PP15_
SP_OLFTLCK	Sporting goods store online: Foot Locker	PP15_
SP_OLGOLFT	Sporting goods store online: Golf Town	PP15_
SP_OLLULU	Sporting goods store online: Lululemon Athletica	PP15_
SP_OLMTEQP	Sporting goods store online: MEC	PP15_
SP_OLPLYAG	Sporting goods store online: Play it Again Sports	PP15_
SP_OLCHEK	Sporting goods store online: Sport Chek	PP15_
SP_OLLIFE	Sporting goods store online: Sporting Life	PP15_
SP_OLEXPT	Sporting goods store online: Sports Experts	PP15_
SP_OLRUNRM	Sporting goods store online: The Running Room	PP15_
SP_OLWH	Sporting goods store online: Big box/warehouse stores (any)	PP15_
SP_OLDEPT	Sporting goods store online: Department stores (any)	PP15_
SP_OLOTH	Sporting goods store online: Other Sporting Good/Athletic Clothing/Stores	PP15_
	Toy Stores In-Store Shopped Past Year	
TY_RUS	Toy in-store: Toys 'R Us/Babies 'R Us	PP15_
	Toy Stores Online Shopped Past Year	
TY_OLEBGM	Toy store online: EB Games	PP15_
TY_OLMSTMN	Toy store online: Mastermind	PP15_
TY_OLSCHLC	Toy store online: Scholar's Choice/Scholarschoice.ca	PP15_
TY_OLDISNY	Toy store online: shopDisney.com	PP15_
TY_OLRUS	Toy store online: Toys 'R Us/Babies 'R Us	PP15_
TY_OLWH	Toy store online: Big box/warehouse stores (e.g. Costco)	PP15_
TY_OLBOOK	Toy store online: Book stores (e.g. Chapters/Indigo)	PP15_
TY_OLDEPT	Toy store online: Department stores (any)	PP15_
TY_OLOTH	Toy store online: Other Toy/game/learning stores	PP15_
	Toy Stores Shopping Frequency	
TY_RUS_O	Toy Shopping: Toys 'R Us/Babies 'R Us: Occasionally	PP15_
TY_RUS_R	Toy Shopping: Toys 'R Us/Babies 'R Us: Regularly	PP15_
	Pet/Pet Supply Stores Online Shopped Past Year	
PT_OLGLBPF	Pet/Pet supply store online: Global Pet Foods	PP15_
PT_OLVALU	Pet/Pet supply store online: Pet Valu	PP15_
PT_OLMART	Pet/Pet supply store online: Petsmart	PP15_
PT_OLWH	Pet/Pet supply store online: Big box/warehouse stores (any)	PP15_
PT_OLDEPT	Pet/Pet supply store online: Department stores (any)	PP15_
PT_OLGRCY	Pet/Pet supply store online: Grocery stores (any)	PP15_
PT_OLVETER	Pet/Pet supply store online: Veterinarian office (any)	PP15_
PT_OLOTH	Pet/Pet supply store online: Other Pet/Pet supply store stores	PP15_
	Store Types In-Store Shopped Past Month	
T_CANN	Type of store in-storee: Cannabis stores	PP15_
	Store Type Shopped Online Past Month	
T_OLCANN	Type of store online: Cannabis stores	PP15_

Removed Variables

Variable	Description	Weight
	Grocery Stores Shopped Past Month	
G_OL	Grocery shopped: Other online/Internet ONLY grocery stores	PP15_
	Grocery Stores Shopping Frequency	
G_OL_L	Grocery store: Other online/Internet ONLY grocery stores: Light	PP15_
G_OL_M	Grocery store: Other online/Internet ONLY grocery stores: Medium	PP15_
G_OL_H	Grocery store: Other online/Internet ONLY grocery stores: Heavy	PP15_
G_GATWAY_H	Grocery store: grocerygateway.com: Heavy	PP15_
	Drug Stores Shopped Past Month	
DR_OL	Drug shopped: Online Drug stores	PP15_
	Drug Stores Shopping Frequency	
DR_OL_L	Drug store: Online Drug stores: Light	PP15_
DR_OL_M	Drug store: Online Drug stores: Medium	PP15_
DR_OL_H	Drug store: Online Drug stores: Heavy	PP15_
DR_IDA_H	Drug store: Guardian/IDA: Heavy	PP15_
DR_PRXM_H	Drug store: Proxim: Heavy	PP15_
	Department Stores Shopped Past Year	
DP_OL	Department shopped: Other online/Internet ONLY department stores	PP15_
	Department Stores Shopping Frequency	
DP_OL_L	Department store: Other online/Internet ONLY department stores: Light	PP15_
DP_OL_M	Department store: Other online/Internet ONLY department stores: Medium	PP15_
DP_OL_H	Department store: Other online/Internet ONLY department stores: Heavy	PP15_
	Clothing Stores Shopped Past Year	
C_ADDELL	Clothing store: Addition-Elle	PP15_
C_CHATEA	Clothing store: Le Chateau	PP15_
C_OL	Clothing store: Online Clothing stores	PP15_
	Clothing Stores Shopping Frequency	
C_ADDELL_O	Clothing store: Addition-Elle: Occasionally	PP15_
C_ADDELL_R	Clothing store: Addition-Elle: Regularly	PP15_
C_CHATEA_O	Clothing store: Le Chateau: Occasionally	PP15_
C_CHATEA_R	Clothing store: Le Chateau: Regularly	PP15_
C_MATERN_O	Clothing store: Maternity stores: Occasionally	PP15_
C_MATERN_R	Clothing store: Maternity stores: Regularly	PP15_
C_OL_O	Clothing store: Online Clothing stores: Occasionally	PP15_
C_OL_R	Clothing store: Online Clothing stores: Regularly	PP15_
	Shoe Stores Shopped Past Year	
SH_OL	Shoe store: Other online/Internet ONLY shoe stores	PP15_
	Shoe Stores Shopping Frequency	
SH_JUST_R	Shoe store: JustFab.ca: Regularly	PP15_
SH_JUST_O	Shoe store: JustFab.ca: Occasionally	PP15_
SH_OL_O	Shoe store: Other online/Internet ONLY shoe stores: Occasionally	PP15_
SH_OL_R	Shoe store: Other online/Internet ONLY shoe stores: Regularly	PP15_
	Book Stores Shopped Past Year	
BK_OTHOL	Book store: Other online/Internet ONLY department stores	PP15_
	Book Stores Shopping Frequency	

Removed Variables

Variable	Description	Weight
BK_OTHOL_O	Book store: Other online/Internet ONLY department stores: Occasionally	PP15_
BK_OTHOL_R	Book store: Other online/Internet ONLY department stores: Regularly	PP15_
	Furniture Stores Shopped Past Year	
FU_OL	Furniture store: Other online/Internet ONLY furniture/appliance stores	PP15_
	Furniture Stores Shopping Frequency	
FU_OL_O	Furniture store: Other online/Internet ONLY furniture/appliance stores: Occasionally	PP15_
FU_OL_R	Furniture store: Other online/Internet ONLY furniture/appliance stores: Regularly	PP15_
	Home Improvement Stores Shopped Past Year	
H_OL	Home Improv. store: Other online/Internet ONLY home décor/home improvement stores	PP15_
	Home Improvement Stores Shopping Frequency	
H_OL_O	Home Improv. store: Other online/Internet ONLY home décor/home improvement stores: Occasionally	PP15_
H_OL_R	Home Improv. store: Other online/Internet ONLY home décor/home improvement stores: Occasionally	PP15_
	Jewellery Stores Shopped Past Year	
JW_OL	Jewellery store: Online Jewellery stores	PP15_
	Jewellery Stores Shopping Frequency	
JW_BENMS_R	Jewellery store: Ben Moss Jewellers: Regularly	PP15_
JW_SPENC_R	Jewellery store: Spence Diamonds: Regularly	PP15_
JW_OL_O	Jewellery store: Online Jewellery stores: Occasionally	PP15_
JW_OL_R	Jewellery store: Online Jewellery stores: Regularly	PP15_
	Optical Stores Shopped Past Year	
OP_VOGUE	Optical store: Vogue Optical	PP15_
OP_OL	Optical store: Other online/Internet ONLY optical stores	PP15_
	Optical Stores Shopping Frequency	
OP_VOGUE_O	Optical store: Vogue Optical: Occasionally	PP15_
OP_VOGUE_R	Optical store: Vogue Optical: Regularly	PP15_
OP_HAKIM_R	Optical store: Hakim Optical: Regularly	PP15_
OP_PEARL_R	Optical store: Pearle Vision: Regularly	PP15_
OP_OL_O	Optical store: Other online/Internet ONLY optical stores: Occasionally	PP15_
OP_OL_R	Optical store: Other online/Internet ONLY optical stores: Regularly	PP15_
	Electronics Stores Shopped Past Year	
ST_OL	Electronics store: Other online/Internet ONLY electronics stores (excl. Apple/Dell online stores)	PP15_
	Electronics Stores Shopping Frequency	
ST_OL_O	Electronics store: Other online/Internet ONLY electronics stores (excl. Apple/Dell online stores): Occasionally	PP15_
ST_OL_R	Electronics store: Other online/Internet ONLY electronics stores (excl. Apple/Dell online stores): Regularly	PP15_
	Sporting Goods Stores Shopped Past Year	
SP_OL	Sporting goods store: Online Sporting Goods	PP15_
	Sporting Goods Stores Shopping Frequency	
SP_OL_O	Sporting goods store: Online Sporting Goods: Occasionally	PP15_

Removed Variables

Variable	Description	Weight
SP_OL_R	Sporting goods store: Online Sporting Goods: Regularly	PP15_
	Toy Stores Shopped Past Year	
TY_OL	Toy store: Online Toy/Game/Learning stores	PP15_
	Toy Stores Shopping Frequency	
TY_OL_O	Toy store: Online Toy/Game/Learning stores: Occasionally	PP15_
TY_OL_R	Toy store: Online Toy/Game/Learning stores: Regularly	PP15_
	Pet/Pet Supply Stores Shopped Past Year	
PT_OL	Pet/Pet supply store: Online Pet/Pet Supply stores	PP15_
	Pet/Pet Supply Stores Shopping Frequency	
PT_OL_O	Pet/Pet supply store: Online Pet/Pet Supply stores: Occasionally	PP15_
PT_OL_R	Pet/Pet supply store: Online Pet/Pet Supply stores: Regularly	PP15_