Part 2: Store-Specific Demographics

The demographics file consists of store-specific demographic data. The data originally comes from U.S. government (1990) census data for the Chicago metropolitan area. Market Metrics processed this data to generate demographic profiles for each of the DFF stores. The table below gives the descriptions for all the files in the demographics database.

Files can be downloaded from: https://www.chicagobooth.edu/research/kilts/datasets/dominicks

The **account** file contains the following variables.

Variable Name	Description
age9	% Population under age 9
age60	% Population over age 60
ethnic	% Blacks & Hispanics
educ	% College Graduates
nocar	% With No Vehicles
income	Log of Median Income
incsigma	Std dev of Income Distribution (Approximated)
hsizeavg	Average Household Size
hsize1	% of households with 1 person
hsize2	% of households with 2 persons
hsize34	% of households with 3 or 4 persons
hsize567	% of households with 5 or more persons
hh3plus	% of households with 3 or more persons
hh4plus	% of households with 4 or more persons
hhsingle	% of households with 1 person
hhlarge	% of households with 5 or more persons
workwom	% Working Women with full-time jobs
sinhouse	% Detached Houses
density	Trading Area in Sq Miles per Capita
hval150	% of Households with Value over $150,000
hval200	% of Households with Value over $200,000
hvalmean	Mean Household Value (Approximated)
single	% of Singles
retired	% of Retired
unemp	% of Unemployed
wrkch5	% of working women with children under 5
wrkch17	% of working women with children 6 - 17
nwrkch5	% of non-working women with children under 5
nwrkch17	% of non-working women with children 6 - 17
wrkch	% of working women with children
nwrkch	% of non-working women with children
wrkwch	% of working women with children under 5

wrkwnch	% of working women with no children
telephn	% of households with telephones
mortgage	% of households with mortgages
nwhite	% of population that is non-white
poverty	% of population with income under $15,000
shopcons	% of Constrained Shoppers
shophurr	% of Hurried Shoppers
shopavid	% of Avid Shoppers
shopstr	% of Shopping Stranges
shopunft	% of Unfettered Shoppers
shopbird	% of Shopper Birds
shopindx	Ability to Shop (Car and Single Family House)
shpindx	Ability to Shop (Car and Single Family House)