

PRODUCT/RETAIL/LIFESTYLE

AUTOMOTIVE

VEHICLES

Personally currently have a driver's license

- Yes
- No

Number of automobiles/vans/utility trucks/in household (owned or leased) (HH):

- None
- One
- Two
- Three
- Four or more

Type of household vehicle (owned or leased):

- obtained most recently (HH), obtained second most recently (HH), personally drive most often -

- Car
- Station Wagon
- Van
- Pickup Truck
- Compact Sports Utility
- Full Size Sports Utility
- Other type of vehicle/unsure of type of vehicle

Household vehicle obtained in the past year (owned or leased)

- obtained most recently (HH), obtained second most recently (HH), personally drive most often -

- Yes
- No

Model year of household vehicle (owned or leased):

- obtained most recently (HH), obtained second most recently (HH), personally drive most often -

- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000 or earlier

How obtained household vehicle (owned or leased):

- obtained most recently (HH), obtained second most recently (HH), personally drive most often -

- New, purchased
- New, leased
- Used, purchased from dealer
- Used, leased from dealer
- Used, purchased from previous owner

Type of Engine:

- obtained most recently (HH), obtained second most recently (HH)

- Diesel
- Ethanol
- Gasoline (Petroleum)
- Hybrid
- Natural gas
- Other
- Not sure of engine type

If household leased a vehicle

- obtained most recently (HH), obtained second most recently (HH), personally drive most often -

- Leased personally
- Leased through company

If household purchased a vehicle, how was it paid for?

- obtained most recently (HH), obtained second most recently (HH), personally drive most often -

- Paid in full (no loan)
- By dealer financing
- Provided by company
- Loan from bank or trust company
- Loan from other finance company
- Some other way

Total cost of household vehicle (owned or leased):

- obtained most recently (HH), obtained second most recently (HH), personally drive most often -

- \$10,000 or less
- \$10,001 to \$15,000
- \$15,001 to \$20,000
- \$20,001 to \$30,000
- \$30,001 to \$40,000
- \$40,001 to \$50,000
- \$50,001 to \$75,000
- More than \$75,000

AUTOMOTIVE MODELS

Make and model of household vehicle (owned or leased):

- obtained most recently (**HH**), obtained second most recently (**HH**), personally drive most often -

ACURA	Corvette	Escape	Azera/Genesis	CX9
CSX/EL	Cruze	Expedition	Elantra	Mazda 3/Protégé
MDX	Epica	Explorer/Sport Trac	Entourage	Mazda 6/626/ Cronos
RDX	Equinox	F Series Pickup Truck	Sante Fe	MPV
RL/NSX	Express	Five Hundred/ Taurus	Sonata	MX-5/Miata
RSX/Integra	HHR	Flex	Tiburon	RX8
TL	Impala	Focus	Tuscon	Tribute
TSX	Malibu	Freestar/Windstar	Vera Cruz	Other Mazda Car
ZDX	Monte Carlo	Freestyle/Taurus X	Other Hyundai	Other Mazda Pickup Truck
Other Acura	Optra	Fusion	INFINITI (Any)	Other Mazda Van
AUDI	Silverado Pickup	Mustang	ISUZU (Any)	MERCEDES BENZ
A3/A4/A4 Cabriolet/ A4 Avant	Suburban/Tahoe	Ranger Pickup Truck	JAGUAR (Any)	B-Class
A5/S5	Tracker	Thunderbird	JEEP	C-Class Coupe
A6/S6	Trailblazer	Other Ford Car	Commander	C-Class Sedan/ Wagon
A8/S8	Traverse	Other Ford Wagon/ Sports Utility	Compass	E-Class
Allroad	Venture/Uplander	Other Ford Van	Grand Cherokee	GL-Class
Q5/Q7	Other Chevrolet Car	Other Ford Pickup Truck	Liberty	Maybach
R8	Other Chevrolet Sports Utility	GMC	Patriot	M-Class
S4/RS4	Other Chevrolet Van	Acadia	Wrangler/4-door/TJ	R-Class
TT Cabriolet/ Roadster	Other Chevrolet Pickup Truck	Canyon/Sonoma Pickup Truck	Other Jeep	S-Class
Other Audi	CHRYSLER	Envoy/XL/XUV	KIA	Smart fortwo
BMW	300/300C	Jimmy	Amanti	Other Mercedes Benz
1 series	Aspen	Safari	Borrego	MERCURY
3 series	Crossfire	Savana	Magentis	Grand Marquis
5 or 7 series	Pacifica	Sierra Pickup Truck	Rio/Rio5	Sable
6 series/M-coupe	PT Cruiser	Terrain	Rondo	Other Mercury Car
Mini-Cooper	Sebring	Yukon/Yukon Denali/XL	Sedona	Other Mercury Van
X3	Sebring Convertible	Other GMC Sports Utility	Sorento	MITSUBISHI
X5	Town & Country Van	Other GMC Van	Spectra/Spectra 5/ Soul	Any Mitsubishi Car
X6	Other Chrysler Car	Other GMC Pickup Truck	Sportage	Any Mitsubishi Truck
Z4/M-Roadster	Other Chrysler Van	HONDA	Other Kia	NISSAN
Other BMW	Other Chrysler Pickup Truck	Accord Coupe	LEXUS	350Z/350Z Convertible/GT-R
BUICK	DODGE	Accord Sedan	ES300/350	Altima
Century/Regal/ Allure/Lacrosse	Avenger	Civic Coupe	GS300/350/400/ 430	Armada
Enclave	Caliber	Civic Hatchback	GS450h	Cube
Le Sabre	Caravan/Grand Caravan	Civic Sedan	HS250h	Hardbody/Frontier Pickup
Lucerne	Challenger	Civic Sedan Hybrid	IS250/350/ISF	Maxima
Park Avenue	Charger	Crosstour	LS460	Pathfinder/Murano/ Xterra
Rainier	Dakota Pickup Truck	CRV	LS600h	Quest Van
Rendezvous	Durango	Element	LX570/RX350	Sentra
Terrazza	Journey	Fit	RX400h	Titan
Other Buick	Magnum	Insight	SC Coupe	Other Lexus hybrid
CADILLAC	Nitro	Odyssey	Other Lexus	LINCOLN
Catera/CTS	Ram Pickup Truck	Pilot	Aviator/Navigator	Continental/Town Car
Deville/DHS/DTS	Sprinter	Ridgeline	LS	Mark LT
Escalade	Other Dodge Car	S2000	MKS	MKX/MKT
Seville/Eldorado/ STS	Other Dodge Station Wagon/ Sports Utility	Other Honda Car	Zephyr/MKZ	Other Lincoln
SRX	Other Dodge Van	Other Honda Sports Utility	Other Kia	MAZDA
XLR	Other Dodge Pickup Truck	Other Honda Van	B Series Pickup	CX7
Other Cadillac	FORD	HUMMER (Any)	MAZDA	
CHEVROLET	Clubwagon/ Econoline	HYUNDAI		
Astro	Crown Victoria	Accent		
Avalanche	Edge			
Aveo				
Blazer				
Camaro				
Cavalier/Cobalt				
Colorado/S-10 Pickup				

AUTOMOTIVE MODELS CONT'D

Other Oldsmobile Car	SAAB (Any)	SUZUKI	Tercel	VOLVO
Other Oldsmobile Van	SATURN	Equator	Tundra	C30/S40/V40/V50
PLYMOUTH (Any)	ION/Astra	Esteem/Aerio	Venza	Cross Country/ XC70/XC90
PONTIAC	LS/LW/Aura	Swift/Swift+ SX4	Yaris Hatchback	C70
Aztek	Outlook	Verona	Other Toyota Car	S70/V70
Bonneville	Relay	Vitara/Grand Vitara/XL7	Other Toyota Van	S80/S60
Firebird	SC	Other Suzuki	Other Toyota Pickup Truck	XC60
G8	Sky	TOYOTA	VOLKSWAGON	Any Volvo Station Wagon
Grand AM/G6	SL/SW	4 Runner	City Jetta	Other Volvo Car
Grand Prix	VUE	Avalon	EOS	
Solstice	Other Saturn	Camry	Golf/City Golf	
Sunfire/Pursuit/G5	SUBARU	Camry Hybrid	Jetta	
Torrent	B9 Tribeca	Celica/Paseo	New Beetle/New Beetle Convertible	
TransSport/TransSport Montana/SV6	Forester	Corolla	Passat/Passat CC	
Vibe	Impreza	Echo	Rabbit	
Wave G3	Impreza WRX/Sti	FJ Cruiser	Routan	
Other Pontiac Car	Legacy	Highlander	Tiguan	
Other Pontiac Van	Outback	Highlander Hybrid	Touareg	
	Other Subaru Car	Matrix	Other Volkswagon Car	
	Other Subaru Station Wagon/ Sports Utility	Prius	Other Volkswagon Van	
		RAV 4		
		Sequoia		
		Sienna		
		Solara		
		Tacoma/T100 (Pickup)		

PORSCHE (Any)

AUTOMOTIVE SERVICES

Household currently has a roadside assistance program (HH)

- Yes
- No

Automotive services personally had done in past 12 months:

- Body work
- Brakes repaired
- Muffler/exhaust replacement
- Oil change
- Tires repaired/installed
- Transmission repaired
- Tune-up
- Wheel alignment
- Windshield replacement
- Other service

Automotive services personally had done by:

CORE STORES

Canadian Tire
Goodyear/Fountain Tire
Midas (excl. Québec City)
Mr. Lube
Speedy Muffler, Brake and Wheel (excl. Québec City)
Walmart
Auto/Car Dealerships/ Service Department
Self/other family member
Any Other Service Outlet

NEW BRUNSWICK

FREDERICTON

Auto Value
Dana's Collision Centre
Jensens Transmission
Norco Transmission
Wonder Auto Centre

MONCTON

Coast Tire
Major Discount Auto
Rust Check
Wonder Auto

SAINT JOHN

Al's Ultra Car
Autopro
Coast Tire
Fairweather Tire
Preferred Collision

NOVA SCOTIA

HALIFAX

Coast Tire
Mighty Muffler

QUÉBEC

MONTRÉAL

Fix Auto
Lebeau vitres d'autos
Mr. Muffler/Monsieur Muffler
OK Tire Stores/OK Centres Du Pneu

QUÉBEC CITY

Antirouille Métropolitain
Auto Pro
Costco
Monsieur Muffler

ONTARIO

GUELPH

Carline Muffler
Dettmer Tire
Any oil & lube station
Any windshield service store

HAMILTON

Active Green & Ross
Central Repair Shops
Costco
Eccles Auto Service
Any windshield service stores

KITCHENER

Jiffy Lube
The Mufflerman
Any oil & lube station
Any windshield service store

LONDON

Central Tire
Hanford Firestone
Mr. Transmission
Q Lube



AUTOMOTIVE SERVICES CONT'D

OTTAWA-GATINEAU

Commercial Tire
Frisby Tire
Mr. Muffler/Monsieur
Muffler

ST. CATHARINES-

NIAGARA (09)

Jiffy Lube/Q Lube

TORONTO

Firestone/Bridgestone
Mr. Transmission

WINDSOR

Fast Lane
Jerome Taylor
Rose City Ford
Windsor Chrysler

MANITOBA

WINNIPEG

Super Lube/Super Tune &
Brake

SASKATCHEWAN

REGINA

Auto Electric
Lubexx
Minute Muffler & Brake
Regina Muffler & Brake

SASKATOON

OK Tire Stores

ALBERTA

CALGARY

Blaskin & Lane Tire Centre
KAL Tire
OK Tire Stores

EDMONTON

KAL Tire
Lubex
Tirecraft Auto Centre

BRITISH COLUMBIA

VANCOUVER

Budget Brake & Muffler
KAL Tire
Minit-Tune & Brake

VICTORIA

Firestone Tire
Island Muffler & Brake
Quadra Big O Tires
Tires Unlimited

AUTOMOTIVE SUPPLIES AND PRODUCTS

Personally bought automotive supplies or products in the past 12 months (e.g. oil, spark plugs, fan belts, etc.)

- Yes
- No

Where personally bought automotive supplies or products:

CORE STORES

Canadian Tire
Midas (excl. Québec City)
Mr. Lube
NAPA Auto Parts
PartSource
Speedy Muffler, Brake and
Wheel (excl. Québec
City)
Walmart
Auto/Car Dealerships
Local Service/Gas Station
Any Other Service Outlet

NEW BRUNSWICK

FREDERICTON

Auto Machinery
Carquest Auto Parts
Greens Auto Parts
Jardine Auctioneers

MONCTON

Action Truck Parts
Carquest Auto Parts
Marshland Auto
Midway Auto Parts

SAINT JOHN

APM
Carquest Auto Parts
Robert Buzzell
Shur-Fit

NOVA SCOTIA

HALIFAX

Refer to Core Store List

QUÉBEC

MONTREAL

Antirouille Métropolitain
Inc.
Costco
Mr. Muffler/Monsieur
Muffler

QUÉBEC CITY

Centre Goodyear
Du-Ro
Import Expert
Lebeau vitres d'autos

ONTARIO

GUELPH

Auto Wreckers
Guelph Auto Parts

HAMILTON

Parkdale Auto Parts &
Supplies
Princess Auto
Costco

KITCHENER

Auto Wreckers
Princess Auto
Any windsheild service
store (eg. Go Glass)
Any other oil & lube sta-
tion (eg. economy lube-
Self/other family member

LONDON

Carquest Auto Parts
Princess Auto
TSC Stores

OTTAWA-GATINEAU

Active Green & Ross
Gary's Radiator
Oil Changers
Princess Auto

ST. CATHARINES-

NIAGARA (09)

Niagara Battery & Tire

TORONTO

Costco
GM Goodwrench
Mr. Transmission

WINDSOR

Carquest Auto Parts
Costco
Princess Auto

MANITOBA

WINNIPEG

Princess Auto

AUTOMOTIVE SUPPLIES AND PRODUCTS CONT'D

SASKATCHEWAN

REGINA

Auto Electric
Fountain Tire
Parts Mart
Princess Auto

SASKATOON

Sutherland Automotive

ALBERTA

CALGARY

Auto Value
Blaskin & Lane Tire Centre
Glenmore Auto Parts

EDMONTON

Auto Parts Plus
Bumper to Bumper
Tire Warehouse

BRITISH COLUMBIA

VANCOUVER

Costco
Lordco
Princess Auto
Real Canadian Superstore

VICTORIA

Gorge Auto Supply
JB Group
Lordco Auto Parts
Sidney Auto Supply

TIRES

Personally bought tires in the past 12 months

- Yes
- No

Where personally bought tires:

CORE STORES

Canadian Tire
Costco
Firestone Tire &
Automotive Centre
(excl. Winnipeg)
Goodyear
Midas (excl. Montréal)
Walmart
Auto/Car Dealerships
Local Service/Gas Station
Any Other Service Outlet

NEW BRUNSWICK

FREDERICTON

Coast Tire
Discount Tire
Hunter Tire
Kelly Tire
S&S Tire

MONCTON

Coast Tire
Garland Tires
Lutes Mountain Tire
OK Tire
Tire Shack

SAINT JOHN

Coast Tire
Miller Tire
Personal Auto & Tire
Supreme Auto Centre
Wonder Auto Centre

NOVA SCOTIA

HALIFAX

Refer to Core Stores List

QUÉBEC

MONTRÉAL

Mr. Muffler/Monsieur
Muffler
OK Tire Stores/OK Centre
Du Pneus
President Tire
Unipneu et mécanique

QUÉBEC CITY

Autopneu Auclair
C.T.R
Desharnais Service de
Pneus/Unipneu
Pneus Ratté

ONTARIO

GUELPH

Beverly Tire
Dettmer Tire
Ted's Tire Discounter

HAMILTON

Refer to Core Store List

KITCHENER

Dettmer Tire
Tire Team Centres
Tireco
Any independent tire
dealer (eg. Bast, OK)

LONDON

Hanford Firestone
KAL Tire
Nationwide Tire
OK Tire Stores
Thames Tires

OTTAWA-GATINEAU

Commercial Tire
Frisby Tire
OK Tire Stores/OK
Centres Du Pneu
Pneu Lavoie

ST. CATHARINES-

NIAGARA (09)

Niagara Battery & Tire

TORONTO

Active Green & Ross
Part Source

WINDSOR

Belle Tire
PartSource
Pep Boys
Serbu Tires

MANITOBA

WINNIPEG

Refer to Core Stores List

SASKATCHEWAN

REGINA

Accent Tire
Belmont Tire
Fountain Tire
KAL Tire
OK Tire Stores

SASKATOON

KAL Tire
OK Tire Stores

ALBERTA

CALGARY

Blaskin & Lane Tire Centre
Integra Tire
KAL Tire
OK Tire Stores

EDMONTON

KAL Tire
Tire Warehouse
Tirecraft Auto Centre
Trail Tire

BRITISH COLUMBIA

VANCOUVER

Big O Tires
KAL Tire
National Tire Wholesale
OK Tire Stores

VICTORIA

Fountain Tire
OK Tire Stores
Quadra Big O Tires
Scotia Automotive
Tires Unlimited



INTENT TO PURCHASE OR LEASE VEHICLES

Household likely to acquire a vehicle in the next 12 months (HH)

- Yes
- No

Type of vehicle household likely to purchase or lease (HH):

- Car
- Station wagon
- Van
- Pickup Truck
- Compact sports utility vehicle
- Full size sports utility vehicle
- Other type of vehicle
- Not sure of vehicle type

Type of engine in vehicle household is likely to purchase or lease (HH):

- Gasoline (petroleum)
- Diesel
- Hybrid
- Natural gas
- Ethanol
- Other
- Not sure of engine type

Household likely to purchase new or used vehicle (HH):

- New vehicle
- Used vehicle from dealer
- Used vehicle from previous owner
- Not sure

BANKING, FINANCIAL SERVICES & INVESTMENTS, AND CREDIT CARDS

Banking and financial services personally currently have :

- Account which allows only chequing
- Account which allows both chequing and savings
- Account which allows only savings
- Automobile loan
- Internet banking
- Mortgage for a house/other property
- Personal banking services package for a monthly fee
- Line of credit
- Pre-authorized bill payment
- Reverse mortgage
- Seniors bank plan
- Telephone banking plan
- Other loans

Banking and financial services personally used in past 3 months:

- Account which allows only chequing
- Account which allows only savings
- Account which allows both chequing and savings
- Internet banking
- Personal line of credit
- Telephone banking plan

Personal method of transactions in the - past 12 months, method used most often - :

- At a teller
- At an automated teller machine
- Internet banking
- Telephone banking

Loans and insurance services personally obtained in the past 12 months:

- institution used for main banking, another bank/trust/credit union/Caisse Populaire, other type of institution -

- Automobile loan
- Automobile insurance
- Home insurance
- Line of credit
- Mortgage on a house or other property
- Reverse mortgage
- Other loans
- Life Insurance
- Other Insurance

Personally have investments

- Yes
- No

Investments personally have:

- Company pension plan
- Real estate other than your home
- Registered Education Savings Plan (RESP)
- RRIF
- RRSP

Type of security personally have:

- outside an RRSP, inside an RRSP -

- Canada Savings Bonds
- Common or preferred stock
- GICs
- Other bonds
- Mutual funds
- Provincial Savings Bonds
- Term Deposits
- Treasury bills

Personally sought financial advice/planning assistance in past 12 months:

- Yes
- No

Type of firm personally used for investing in past 12 months: - for main investing, others used sometimes -

- Bank/Trust/Credit Union/Caisse Populaire
- Discount brokerage
- Full service brokerage
- Insurance company
- Mutual fund company
- Other
- Did not invest

BANKING, FINANCIAL SERVICES & INVESTMENTS, AND CREDIT CARDS CONT'D

Total value of investments & savings (excluding principal dwelling) personally hold:

- | | | |
|-----------------------|-------------------------|--------------------------|
| • None | • \$15,001 to \$25,000 | • \$100,001 to \$250,000 |
| • \$5,000 or less | • \$25,001 to \$50,000 | • \$250,000 to \$500,000 |
| • \$5,001 to \$15,000 | • \$50,001 to \$100,000 | • More than \$500,000 |

Number of credit cards personally have in your name, jointly, or through your company:

- | | | | |
|--------|---------|--------|---------------|
| • None | • Two | • Four | • Six or more |
| • One | • Three | • Five | |

Types of credit cards personally have in your name, jointly, or through your company:

- | | | |
|---|-----------------|--|
| • Bank/Credit Union card (eg. Visa, MasterCard, etc.) | • Store card | • Other card (eg. American Express, EnROUTE/Diner's Club Int., etc.) |
| | • Gasoline card | |

Typical payment made on credit cards personally have in your name, jointly, or through your company:

- | | |
|-----------|----------------|
| • Partial | • Full balance |
|-----------|----------------|

Financial institutions personally used: - for main banking, others used in past 12 months -

CORE INSTITUTIONS

BMO (Bank of Montreal)
 Caisses Desjardins (excl. Halifax, Calgary, Edmonton, & Victoria)
 CIBC (Canadian Imperial Bank of Commerce)
 HSBC/Hong Kong Bank of Canada (excl. Moncton & Guelph)
 ING Direct
 National Bank of Canada
 President's Choice Financial (Loblaws)
 RBC Financial/Royal Bank
 Scotiabank
 TD Canada Trust
 Other bank
 Other trust company
 Other credit union
 Other

NEW BRUNSWICK

FREDERICTON

Centum Financial
 Peace Hills Trust
 York Credit Union

MONCTON

Citibank
 Omista Credit
 PSE Credit

SAINT JOHN

Bayview Credit Union
 Citi Financial
 Freedom Mortgage
 Money Concepts
 Wells Fargo Finance

NOVA SCOTIA

HALIFAX

Credit Union Atlantic

QUÉBEC

MONTRÉAL

Laurentian Bank
 Multi-prêts Mortgage Broker

QUÉBEC CITY

Banque Laurentienne
 Trust Général

ONTARIO

GUELPH

Guelph & Wellington Credit Union
 Regal Capital Planners

HAMILTON

Refer to core institutions list

KITCHENER

Grand River Credit Union
 Mennonite Savings and Credit Union

LONDON

Canaccord Capital
 Dundee Private Investors
 Edward Jones
 Investors Group
 Libro Financial Group

OTTAWA-GATINEAU

CS Co-op Credit Union
 Investors Group
 Ottawa-Carleton Credit Union

ST. CATHARINES-NIAGARA (09)

FirstOntario Credit Union
 Meridian Credit Union

TORONTO

ICICI Bank

WINDSOR

Caisse Populaire Tecumseh
 Motor City Credit Union
 Windsor Family Credit Union
 Woodslee Credit Union

MANITOBA

WINNIPEG

Assiniboine Credit Union
 Cambrian Credit Union
 Crosstown Credit Union
 Entegra Credit Union
 Steinbach Credit Union

SASKATCHEWAN

REGINA

Conexus Credit Union
 Page Credit Union
 TCU Financial

SASKATOON

Canadian Western Bank
 Laurentian Bank
 Saskatoon Credit Union
 Teacher's Credit Union

ALBERTA

CALGARY

Apex Credit Union
 ATB Financial (Alberta Treasury Branches)
 Canadian Western Bank
 First Calgary Savings & Credit Union
 Key Savings

EDMONTON

ATB Financial
 Canadian Western Bank
 Capital City Savings/Servus
 Investors Group

BRITISH COLUMBIA

VANCOUVER

Coast Capital Savings
 Envision
 North Shore Credit Union
 VanCity
 Westminster Savings Credit Union

VICTORIA

Canadian Western Bank
 Coast Capital Savings
 Greater Victoria Savings Credit Union
 Island Savings Credit Union

BUSINESS PURCHASE INFLUENCE

Personally involved in business purchasing, leasing or contracting decisions in the past 12 months

- Yes
- No

Value of business purchasing, leasing or contracting decisions personally involved in during past 12 months:

- Under \$1,000
- \$1,000 to \$10,000
- \$10,001 to \$50,000
- \$50,001 to \$100,000
- \$100,001 to \$250,000
- More than \$250,000

Personally have - no influence, some influence, final authority - on business purchasing, leasing, or contracting decisions for the following services and products:

Financial Services

- Banking/investments/insurance

Telephone Services

- Data communications equipment
- Long distance supplier
- Telephone equipment and services

Office Equipment

- Computer hardware
- Computer software

- Internet service provider

- Photocopier and fax equipment

- Office furniture

Services

- Outside services and consultants

Business Facilities

- Business travel services
- Meeting facilities

Business Vehicles

- Fleet autos
- Trucks/trailers

Maintenance

- Maintenance and building services

Property/Real Estate

- Industrial/commercial/institutional locations (buildings and property)

Personally have some influence on the following business purchasing, leasing, or contracting decisions and your organization expects to purchase in the next 12 months:

- Automotive vehicles
- Cell phone/pager
- Computer - desktop
- Computer - laptop
- Fax machine
- Furniture
- Image scanner
- Phone service or other equipment
- Printer
- Photocopier
- Personal digital assistant (e.g. Palm Pilot, BlackBerry)
- Security system
- Video camera
- None of the above

GROCERIES & BEVERAGES

GROCERY SHOPPING

Personal responsibility for grocery shopping

- Mainly responsible
- Share responsibility
- Rarely/never shop for groceries

Type of store your household shopped at for groceries in the past month (HH):

- Discount Supermarkets (eg. No Frills, Maxi, Food Basics, Super C)
- SuperCentres (eg. Walmart, etc.)
- Grocery store/supermarket
- Convenience store/ Pharmacy
- Warehouse outlet (eg. Costco, etc.)
- Bulk food store
- Health food store
- Meat/Butcher shop
- Produce store
- Ethnic food store
- Local farmers' market

Your household - regularly, sometimes, never - (HH):

- Buys non-branded or private labels/store brands (e.g. "No Name", President's)
- Choice, Master Choice, Our Compliments
- Buys national brands
- Uses cents-off coupons

Household expenditure on groceries in an average week (HH):

- \$50 or less
- \$51 to \$75
- \$76 to \$100
- \$101 to \$150
- More than \$150

Stores at which your household shopped for groceries - in the past month, most often - (HH):

NEW BRUNSWICK

FREDERICTON

Atlantic Superstore
Norms Butcher Block
Peters Meat Market
Price Chopper
Sobeys
St. Mary's Supermarket
Victory Meat

MONCTON

Atlantic Superstore
Co-op
Rinzler Meat
Sobeys
Other stores

SAINT JOHN

Atlantic Superstore
Bulk Barn
Co-op
Giant Tiger
On the Vine
Save Easy
Sobeys

NOVA SCOTIA

HALIFAX

Atlantic Superstore
Chris Brothers
Costco
M&M Meats
Pete's Frootique
Sobeys
Walmart

GROCERY SHOPPING CONT'D

QUÉBEC

MONTRÉAL

IGA
Loblaws
Maxi
Metro
Provigo
Super C
Any local market

QUÉBEC CITY

IGA/Bonichoix
IGA Extra
Jardin Mobile
Maxi/Maxi & Cie
Metro
Provigo/Loblaws
Super C
Other Stores

ONTARIO

GUELPH

Boxed Meat Revolution
Food Basics
M&M Meats
Metro
No Frills
Price Chopper
Zehrs

HAMILTON

Food Basics
Fortinos
No Frills
Price Chopper
Sobeys
Metro

KITCHENER

Central Fresh Market
Food Basics
Price Chopper
Real Canadian Superstore
Sobeys
Valu-Mart
Zehrs

LONDON

Costco
Food Basics
Loblaws/Real Canadian
Superstore
Metro
No Frills
Price Chopper
Walmart

OTTAWA-GATINEAU

Farm Boy
Loblaws
Metro
Produce Depot
Sobeys
Your Independent Grocer

ST. CATHARINES-

NIAGARA (09)

A&P/ Metro
Food Basics
IGA/Sobeys
No Frills
Pupos Supermarket
Real Canadian Superstore
Zehrs

TORONTO

Metro/Food Basics
Costco
Loblaws/Valu-Mart/Your
Independent/Fortinos/
No Frills
M&M Meats
Sobeys/IGA/Price
Chopper
Walmart

WINDSOR

Metro
Food Basics
Foodland
Price Chopper
Real Canadian Superstore
Sobeys
Zehrs

MANITOBA

WINNIPEG

Costco
Extra Foods
Foodfare
Safeway
Sobeys
Superstore
The Bay Downtown Food
Mart

SASKATCHEWAN

REGINA

Costco
Extra Foods
Safeway
Sherwood Co-op
Sobeys
Superstore
Wholesale Club

SASKATOON

Co-op
Costco
Extra Foods
IGA
Lucky Dollar
Real Canadian Superstore
Safeway

ALBERTA

CALGARY

Calgary Co-op
Community Health Foods
Costco
M&M Meats
Real Canadian Superstore
Safeway/Food For Less
Sobeys

EDMONTON

Carnival Produce
IGA/ Garden Market IGA
M&M Meat Shops
Safeway
Save-On-Foods
Sobeys
Superstore/Real Canadian
Superstore

BRITISH COLUMBIA

VANCOUVER

Costco
IGA Marketplace
Real Canadian Superstore
Safeway
Save-On-Foods
T&T Supermarket
Any natural/organic
grocery store

VICTORIA

Country Grocer
Fairway Markets
Market Stores
Real Canadian Superstore
Safeway
Save-On-Foods
Thrifty Foods

* "Other Stores" measured in each market

ALCOHOLIC BEVERAGES

Personally drank beer at home or elsewhere in the past month

- Yes
- No

Types of beer personally drank at home or elsewhere:

- Regular
- Light (low alcohol, calories, cholesterol)
- Non-alcoholic

Kinds of beer personally drank at home or elsewhere:

- Domestic (major brands/domestic)
- Micro-brewery
- Other imported
- American
- Self-brewed
- Other



ALCOHOLIC BEVERAGES CONT'D

Number of bottles/cans/glasses of beer personally drank at home or elsewhere:

- None
- 1-3
- 4-6
- 7-12
- 13+

Personally drank wine at home or elsewhere in the past month:

- Yes
- No

Types of wine personally drank at home or elsewhere:

- Red
- White
- Rosé

Kinds of wine personally drank at home or elsewhere:

- British Columbia
- Ontario
- Other Canadian
- U.S.A.
- France
- Italy
- Australia
- South America (eg. Argentina, Chile)
- Other imported
- Self-made
- Other

Number of glasses of wine personally drank at home or elsewhere:

- None
- 1-3
- 4-6
- 7-12
- 13+

Personally drank liquor at home or elsewhere in the past month:

- Yes
- No

HOME IMPROVEMENTS & PURCHASES

BUILDING & HARDWARE SUPPLIES (WOOD, TOOLS, PLUMBING SUPPLIES, ETC.)

Personally bought building & hardware supplies in the past 12 months

- Yes
- No

Amount personally spent on building & hardware supplies:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,001 to \$2,000
- More than \$2,000

Where personally bought building & hardware supplies:

CORE STORES

Canadian Tire
Home Depot
Home Hardware/ Building Centre
Rona/Rona Lansing/ Rona Cashway/ Rona Home & Garden/ Rona l'entrepôt
Walmart
Any other building and hardware store

NEW BRUNSWICK

FREDERICTON

Devon Lumber
Happy Harry's
Topmar Building Supplies
Wilkins Building Supplies

MONCTON

2X4 Lumber
Discount Lumber
Domac
Kent Building Supplies

SAINT JOHN

Dykeman's Hardware
Kent Building Supplies
Ritchie's

NOVA SCOTIA

HALIFAX

Happy Harry's
Kent Building Supplies
Lumbermart
Pierceys

QUÉBEC

MONTRÉAL

Le groupe BMR
Sears

QUÉBEC CITY

Canac-Marquis Grenier
Quincaillerie Durand/Rona
Sears

ONTARIO

GUELPH

True Value Hardware
TSC Stores
Zellers

HAMILTON

Hamilton Builder's Supply
Lowe's
Tegs Tools and Machinery
Turkstra Lumber

KITCHENER

Sears
TSC Stores
Zellers

LONDON

Copp's Buildall
Moffatt & Powell
Patene

OTTAWA-GATINEAU

Builders Warehouse
AL Pilon Ltée.

ST. CATHARINES-

NIAGARA (09)

Farr Lumber
Turkstra Lumber
Welland Lumber

TORONTO

Lowe's
ProHardware

WINDSOR

Canada Salvage
Windsor Building Centre

MANITOBA

WINNIPEG

McDiarmid Lumber
Olympic Builders Supply
Star Building Materials
Windsor Plywood

BUILDING & HARDWARE SUPPLIES CONT'D (WOOD, TOOLS, PLUMBING SUPPLIES, ETC.)

SASKATCHEWAN

REGINA

Co-op
Peavey Mart
Windsor Plywood

SASKATOON

Co-op Home Centre
Revelstoke Home Centres
Sears
Warman Home Centre

ALBERTA

CALGARY

Restoration Hardware
Sears
TimberTown Building
Centres
Totem Building Supplies

EDMONTON

Nelson Lumber
TimberTown Building
Centre
Totem Building Supplies
Windsor Plywood

BRITISH COLUMBIA

VANCOUVER

Costco
Nucasa
Sears

VICTORIA

Lumberworld
Slegg Lumber
Windsor Plywood

FURNITURE (EXCLUDING OUTDOOR/PATIO)

Personal involvement in purchase decision of office furniture

- Very involved
- Somewhat involved
- Little/no involvement

Household bought furniture for personal residence in the past 3 years (HH), plans to buy in next 12 months (HH)

- Yes
- No

Amount household spent on furniture bought for personal residence (HH):

- \$500 or less
- \$501 to \$1,000
- \$1,001 to \$2,000
- \$2,001 to \$5,000
- More than \$5,000

Where household bought furniture (HH):

CORE STORES

Costco
La-Z-Boy Furniture
Galleries
Leon's (excl. Vancouver & Victoria)
Sears/Sears Furniture & Appliances
The Bay/Home Outfitters
The Brick (excl. Québec City)
Any discount/wholesale store
Any other local independent store

NEW BRUNSWICK

FREDERICTON

Daleys Furniture
Doug Worralls Furniture
Furniture Deals
Lanes Furniture

MONCTON

Barnaby's
Home Furniture
Lounsbury Furniture
Renaud's Furniture

SAINT JOHN

Bob's Home Furnishings
Bustin's Fine Furniture
Simply Furniture
Wacky Wheatley's

NOVA SCOTIA

HALIFAX

Ashley Furniture
Gallery 1 Furniture
Lane Home Furnishings

QUÉBEC

MONTRÉAL

IKEA
Brault & Martineau
J.C. Perrault
Mobilia

QUÉBEC CITY

Ameublement Tanguay
Croteau Meubles
Meuble Barnabé
Super Liquida Meubles

ONTARIO

GUELPH

IKEA
Any second hand/consignment store

HAMILTON

Ashley Furniture
IKEA
Park's Furniture
Stoney Creek Furniture

KITCHENER

IKEA
Any second hand/consignment store

LONDON

Kingsmill's
Lastman's Bad Boy
Tepperman's

OTTAWA-GATINEAU

Brault & Martineau
IKEA

ST. CATHARINES-

NIAGARA (09)

Refer to Core Stores List

TORONTO

IKEA
Bad Boy
DeBoer's
Sleep Country

WINDSOR

Coulters
Jones Fine Furniture
Tepperman's

MANITOBA

WINNIPEG

Ashley Furniture
Brick's Fine Furniture
Dufresne Furniture & Appliances
Késay

SASKATCHEWAN

REGINA

Alford's

Castle
Kozans
Madisons

SASKATOON

Furniture World
Konto Furniture
Sew & Home
Uncle Ed's Furniture

ALBERTA

CALGARY

Ashley Furniture
Jysk
IKEA
Specialty Fine Furniture
Specialty-Wood

EDMONTON

IKEA
Finesse Furnishings
United Furniture
Warehouse

BRITISH COLUMBIA

VANCOUVER

Jordan's
Sandy's Furniture
Any high end furniture store

VICTORIA

Dodd's Furniture
Jordan's
Scan Design

GARDENING SUPPLIES (MOWERS, RAKES, FERTILIZERS, PLANTS, TREES, ETC.)

Personally bought gardening supplies in the past 12 months

- Yes
- No

Amount personally spent on gardening supplies:

- \$100 or less
- \$101 to \$250
- \$251 to \$500
- \$501 to \$1,000
- More than \$1,000

Where personally bought gardening supplies:

CORE STORES

Canadian Tire
Home Depot
Home Hardware/Building Centre
Réno-Dépôt
Rona/Rona Lansing/Rona Cashway/Rona Home & Garden/Rona l'entrepôt
Sears
Walmart
Zellers
Any other local and independent retailer

NEW BRUNSWICK

FREDERICTON

Curries Greenhouse
Green Village
Rowans
Scotts Nursery
Wetmores Nursery

MONCTON

Audubon
Co-op Country Store
Corn Hill Nursery
John's Garden
McArthur's

SAINT JOHN

Brunswick Nurseries
Cedarcrest Gardens
Country Harvest
Halifax Seed
The Potting Shed

NOVA SCOTIA

HALIFAX

Atlantic Gardens
Halifax Seed
Kent Building Supplies
Lakeland Plant World

QUÉBEC

MONTREAL

Botanix
Costco
Le groupe BMR

QUÉBEC CITY

Centre Jardin Bourbeau
Centre Jardin Hamel
Floralies Jouvence

ONTARIO

QUELPH

Any grocery store
Any chain nursery

HAMILTON

Connon Nurseries
Gardenland
Harper's Garden Centre
Holland Park
Terra Greenhouses

KITCHENER

Any chain nursery
Any grocery Store
Any independent nursery

LONDON

Canadale Nurseries
Heeman's
Nature's Image
The Garden Patch
VanHorik's

OTTAWA-GATINEAU

Lee Valley Tools
Loblaws
Ritchie Feed & Seed

ST. CATHARINES-

NIAGARA (09)

Broadway Gardens
Stevensville Garden Centre
Vermeers

TORONTO

Weall & Cullen/Sheridan Nurseries
Grocery Store

WINDSOR

Colasantis
LP Nurseries
Zehrs

MANITOBA

WINNIPEG

McDiarmid Lumber
Schriemer's Home & Garden Showcase
Shelmerdines Nurseries
St. Mary's Nursery

SASKATCHEWAN

REGINA

Co-op
Dutch Growers
Unique Garden Centre
West 25th Floral Acres
WP Gardens

SASKATOON

Dutch Growers
Early's Farm & Garden Farm & Garden Centre
Lakeshore Garden Centre

ALBERTA

CALGARY

Burnco
Golden Acres Garden Centres
Green Gate
Sunnyside Greenhouses

EDMONTON

Greenland Garden Centre
Hole's
Kuhlman's Market Gardens
Salisbury Greenhouses

BRITISH COLUMBIA

VANCOUVER

Art Knapp
Costco
Garden Works
Potters

VICTORIA

Borden Merchantile
Cannor Nursery
Elk Lake Garden Centre
Garden Works
Marigold Nurseries

HOME ACCESSORIES (LAMPS, MIRRORS, PICTURES, CEILING FANS, ETC.)

Personally bought home accessories in the past 12 months

- Yes
- No

Types of home accessories personally bought:

- Bedding/bath
- Drapery/fabric
- Floor covering (rugs/ carpets)
- Home décor/ accessories
- Kitchen accessories
- Other accessories

Amount personally spent on home accessories:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,001 to \$2,000
- More than \$2,000

Where personally bought home accessories:

CORE STORES

Canadian Tire
Costco
Home Depot
Home Outfitters
Pier 1 Imports
Sears/Sears Furniture & Appliances
The Bay/ Home Outfitters
Winners/HomeSense
Any local/other home accessory store

NEW BRUNSWICK

FREDERICTON

A Room to Remember
Anne Smith Creations
Creative Draperies
Leon's

MONCTON

Paderno
Sutherlands
Wheaton's
Wicker Emporium

SAINT JOHN

Decor8 Finishing Touches
Interiors by Renee
Kent Building Supplies
Paderno

NOVA SCOTIA

HALIFAX

Ashley Furniture
Rona
Wicker Emporium

QUÉBEC

MONTRÉAL

Le Centre du Rasoir
Le Rouet
Linen Chest
Stokes

QUÉBEC CITY

Linen Chest
Marché du Store
Renaud & cie
Stokes

ONTARIO

GUELPH

Home Hardware
IKEA
Rona Cashway Building Centre
Any lighting store (e.g. Lites, Fashion Lighting)

HAMILTON

Home Hardware
IKEA
Schillings Gift Shoppe
Zellers

KITCHENER

Covers
Zehrs
IKEA
Any lighting store (e.g. Lighting Shoppe)

LONDON

EQ3
Kingsmill's
Lastman's Bad Boy
Tepperman's

OTTAWA-GATINEAU

Beddington's
IKEA
Linen Chest
Rona Warehouse

ST. CATHARINES-NIAGARA (09)

Cambridge Towel & Bedding

TORONTO

Bed Bath & Beyond
Blinds to Go
Pottery Barn
Rona

WINDSOR

Ambience
Jysk
Michaels
Stokes

MANITOBA

WINNIPEG

Changes by Design
Design Manitoba
Jysk
Rona

SASKATCHEWAN

REGINA

Bloomers Traditions
Casa Décor
Crocus & Ivy
WP Inside

SASKATOON

Jysk
Sew & Home
Urban Barn

ALBERTA

CALGARY

Cartwright Lighting
Crate & Barrel
IKEA
Urban Barn

EDMONTON

Jysk
Rona
The Renovation Store
Urban Barn

BRITISH COLUMBIA

VANCOUVER

Ed's Linens
Liberty
Urban Barn
Any Persian/Oriental carpet store

VICTORIA

Chintz & Co.
House Dressing
Inside Out
Urban Barn



HOME IMPROVEMENTS TO PRINCIPAL DWELLING

Home improvements to principal dwelling in past 2 years -mostly done by self or other household member, contracted out-

Interior Decorating

- Floor or window coverings (excl. area rugs)
- Interior painting
- Wallpaper/wall coverings
- Did other interior decorating

Major Remodeling/Renovations

- Remodeled kitchen
- Remodeled bathroom
- Remodeled basement
- Remodeled other room
- Made an addition
- Did other major remodeling/renovations

Other Exterior Work

- Brick/stone work
- Decking/fencing
- Exterior paint/staining
- Exterior siding
- Installed pool/hot tub
- Landscaping
- New windows, skylights or doors
- Roofing
- Did other major exterior work

Total amount spent for home improvements to principal dwelling mostly done by self or other household member:

- None
- \$1 to \$500
- \$501 to \$1,000
- \$1,001 to \$2,500
- \$2,501 to \$5,000
- \$5,001 to \$10,000
- More than \$10,000

MAJOR APPLIANCES (STOVE, WASHER, ETC.)

Personal involvement in purchase decision of major appliances

- Very involved
- Somewhat involved
- Little/no involvement

Household bought major appliances in the past 3 years (HH), plans to buy in the next 12 months (HH)

- Yes
- No

Amount household spent on major appliances bought (HH):

- \$500 or less
- \$501 to \$1,000
- \$1,001 to \$2,000
- \$2,001 to \$5,000
- More than \$5,000

Where household bought major appliances (HH):

CORE STORES

Costco (excl. Victoria)
 Future Shop
 Home Depot
 Leon's (excl. Vancouver and Victoria)
 Sears/Sears Furniture & Appliances
 The Bay
 The Brick (excl. Québec City)
 Any other local retailer

NEW BRUNSWICK

FREDERICTON

Daleys Furniture
 Doug Worralls Furniture
 Lanes Furniture
 Merrithew's Appliances

MONCTON

Alpha Appliances
 Deco Furniture
 Lounsbury Furniture
 Renaud's Furniture

SAINT JOHN

Bob's Home Furnishings
 Dave's Appliances
 Floyd's
 Zellers

NOVA SCOTIA

HALIFAX

Gallery 1 Furniture
 Nothin' Fancy

QUÉBEC

MONTRÉAL

Brault & Martineau
 Corbeil
 Meubles Domon

QUÉBEC CITY

Ameublement Tanguay
 Corbeil
 Croteau Meubles
 Réfrigération R. Lévesque

ONTARIO

GUELPH

Shuh Appliances
 TA Appliances

HAMILTON

Goemans Appliances
 Lowe's
 TA Appliances

KITCHENER

Bad Boy
 TA Appliances

LONDON

Arva Appliances
 Lastman's Bad Boy
 London Major Appliances
 Tepperman's

OTTAWA-GATINEAU

Brault & Martineau
 Corbeil
 Universal

ST. CATHARINES-

NIAGARA (09)

Refer to Core Stores List

TORONTO

Bad Boy
 IKEA
 Tasco Distributors

WINDSOR

Essex Appliance
 Lighting Boutique
 Tepperman's

MANITOBA

WINNIPEG

Ashley Furniture
 Dufresne Furniture & Appliance
 Midland Appliance World
 Stalwart Appliances by Design

SASKATCHEWAN

REGINA

Coast Wholesale
 Continental
 Economy Maytag
 Kozans

SASKATOON

Northtown Furniture & Appliances
 Saskatoon Appliance

MAJOR APPLIANCES - CONT'D (STOVE, WASHER, ETC.)

ALBERTA

CALGARY

Coast Wholesale Appliances
Calgary Home Appliance Gallery
Trail Appliances

EDMONTON

Best Appliances
TLC Appliances
Trail Appliances

BRITISH COLUMBIA

VANCOUVER

Coast Wholesale Appliances
Edmonds Appliance Centre
Trail Appliances

VICTORIA

Landsdowne Appliance
Stockli Maytag
Trail Appliances
Westcoast Appliances

LEISURE

ANNUAL EVENTS

Personally attended in the past 3 years:

NEW BRUNSWICK

FREDERICTON

Country Music Festival
Harvest Jazz & Blues
Highland Games
International Pond Hockey Tournament

MONCTON

Atlantic Seafood Festival
Magnetic Hill Concert
Shediac Lobster Festival
The World Wine & Food Expo

SAINT JOHN

Golf Tournaments
Saint John Comedy Festival
Salty Jam
Summer on the Boardwalk

NOVA SCOTIA

HALIFAX

Atlantic Film Festival
Atlantic Jazz Festival
Holiday Parade of Lights
Ideal Home Show

QUÉBEC

MONTRÉAL

Just For Laughs Comedy Festival
Les FrancoFolies de Montréal
Loto-Québec International Fireworks Display
Montréal International Jazz Festival
Montreal High Lights Festival

QUÉBEC CITY

Carnaval de Québec
Expo Québec
Festival d'été de Québec
Les Grands Feux Loto-Québec

ONTARIO

GUELPH

Fergus Highland Games
Hillside Festival
Italian Canadian Festival
Thanksgiving Day Races

HAMILTON

Around the Bay Road Race
Burlington Music Festival
FestItalia
Festival of Friends

KITCHENER

Kitchener-Waterloo or Cambridge Multi-Cultural Festival (July)
Kitchener-Waterloo Oktoberfest
Stratford Festival
The Cambridge Riverfest

LONDON

London Home Builder's Home Show
Ribfest
Sunfest

WESTERN FAIR

OTTAWA-GATINEAU

Blues Festival
Festival des montgolfières
Tulip Festival
Winterlude

ST. CATHARINES-

NIAGARA (09)

Canal Days (Port Colborne)
Grape & Wine Festival
Niagara Food Festival (Welland)
The Shaw Festival

TORONTO

Canadian International Auto Show
CNE
Grand Prix (formerly Molson Indy)
Toronto Film Festival

WINDSOR

Art in the Park
Detroit International Auto Show
Leamington Tomato Fest
Tecumseh Corn Festival

MANITOBA

WINNIPEG

Folklorama
Red River Exhibition
Winnipeg Folk Festival
Winnipeg Fringe Theatre Festival

SASKATCHEWAN

REGINA

Agribition
Buffalo Days Exhibition
Home & Garden Show
Mosaic

SASKATOON

Festival of Trees
Folkfest
Jazz Festival
Shakespear on the Saskatchewan Festival

ALBERTA

CALGARY

Calgary International Film Festival
Calgary Lilac Festival
Calgary Stampede
Folk Festival

EDMONTON

Canadian Finals Rodeo
Capital Ex (Klondike Days)
Folk Festival
Fringe Festival

BRITISH COLUMBIA

VANCOUVER

Pacific Auto Show
Pacific National Exhibition (PNE)
Vancouver Home & Interior Design Show
Vancouver Sun Run

VICTORIA

Classic Boat Festival
Jazz Fest
Symphony Splash
Tall Ships

FITNESS & EXERCISE

Fitness and exercise activities personally participate in -Never, 1 or fewer times, 2-3 times, 4+ times - per week:

- Exercising at home
- Exercising at health or fitness club
- Running or jogging
- Walking for exercise
- Yoga or Pilates
- Other health or fitness program
- Other fitness/exercise activities



HOBBIES

Hobbies personally participate in past 12 months:

- Bird watching
- Dancing
- Gardening
- Gourmet cooking
- Photography
- Playing an instrument
- Reading books
- Sewing/needlework/knitting
- Woodworking
- Video gaming
- Other handicrafts
- Other hobbies

INDIVIDUAL & TEAM SPORTS

Individual and team sports personally participate in (in season where applicable)

- *Never, 1 or less, 2-3 times, 4+ times* - per month:

- Bowling
- Curling
- Playing baseball
- Playing basketball
- Playing football
- Playing golf
- Playing hockey
- Practicing martial arts
- Playing soccer
- Playing squash/other racquet sports
- Playing tennis
- Playing volleyball
- Other sports

LEISURE ACTIVITIES

Leisure activities personally attended - *Never, 1-2 times, 3-9 times, 10+ times* - in the past 12 months:

- Ballet or dance performances
- Beauty Salon/Spa
- Casinos
- Clubs/night clubs
- Country and Western concerts
- Folk concerts and festivals
- Jazz concerts and festivals
- Live theatre
- Museums and art galleries
- Pop/rock concerts
- Pubs/bars
- Symphony or classical concerts

LIFE EVENTS

Life events personally - *happened to you in the past 12 months, expect to happen to you in the next 12 months:*

- An adult child returns to your home
- Change job
- Change principal home
- Child born/adopted
- Child gets married
- Child goes to University/College/CEGEP
- Complete schooling
- Grandchild born/adopted
- Immediate family member (incl. yourself) moves to nursing/retirement home
- Last adult child leaves home
- Lose job or be laid off
- Marry
- Make first mortgage payment
- Make last mortgage payment
- Move out of your parent's home
- Move to or from another city/town
- Move within same city/town
- Retire or semi-retire
- Start first full-time job
- Start working after period between jobs
- Take continuing education courses

LIFESTYLE CHANGES

Lifestyle changes you personally - *started 6-12 months ago and still maintain, started 6-12 months ago but did not maintain :*

- On a reduced cholesterol diet
- On a reduced calorie diet
- Quit/stopped smoking
- Exercise regularly

LOCAL ATTRACTIONS

Personally attended - *None, 1-2 times, 3-9 times, 10+ times* - in past 12 months:

NEW BRUNSWICK

FREDERICTON

Beaverbrook Art Gallery
Kings Landing
Science East

MONCTON

Magic Mountain
Magnetic Hill Zoo
Parlee Beach

SAINT JOHN

Harbour Station/Concerts
Imperial Theatre
SJ Seadogs Hockey

NOVA SCOTIA

HALIFAX

Citadel Hill
Peggy's Cove
Pier 21

LOCAL ATTRACTIONS CONT'D

QUÉBEC

MONTRÉAL

- Biodôme
- Botanical Gardens
- Casino de Montréal
- La Ronde
- Old Port

QUÉBEC CITY

- Aquarium de Québec
- Musée de la civilisation
- Village des Sports

ONTARIO

GUELPH

- Bingemans
- Junior A Hockey game (eg. Guelph Storm)
- River Run Centre

HAMILTON

- Flamborough Downs/Slots
- Hamilton Bulldogs Game
- Hamilton Tigercats Game

KITCHENER

- Bingemans
- Centre in the Square
- Junior A Hockey game (eg. Kitchener Rangers)

LONDON

- Grand Theatre
- John Labatt Centre
- Western Fair Raceway/Slots

OTTAWA-GATINEAU

- Casino du Lac-Leamy
- Maison de la culture de Gatineau
- Museum of Civilization
- National Arts Centre
- Rideau Carleton Raceway Slots

ST. CATHARINES-

NIAGARA (09)

- Casino Niagara
- Niagara Fallsview Casino
- Winery Tours

TORONTO

- Canada's Wonderland
- CN Tower
- Metro Toronto Zoo
- Ontario Science Centre
- Royal Ontario Museum (ROM)

WINDSOR

- Casino Windsor
- Detroit Casinos
- Pointe Pelee

MANITOBA

WINNIPEG

- Assiniboia Downs
- Forks Market
- MTS Centre

SASKATCHEWAN

REGINA

- Casino Regina
- Saskatchewan Roughriders
- Saskatchewan Science Centre/Imax Theatre

SASKATOON

- Mendel Art Gallery
- Wanuskewin Heritage Park
- Western Development Museum

ALBERTA

CALGARY

- Calgary Zoo
- Canada Olympic Park
- Glenbow Museum
- Heritage Park
- Spruce Meadows

EDMONTON

- Northlands Park
- West Edmonton Mall Attractions
- Whyte Avenue

BRITISH COLUMBIA

VANCOUVER

- Granville Island
- North Shore Mountains (Grouse, Seymour, Cypress)
- Science World
- Vancouver Aquarium
- Whistler

VICTORIA

- Butchart Gardens
- Royal British Columbia Museum
- Western Speedway

LOTTERY TICKETS

Amount personally spent on lottery tickets in a typical month:

- None/do not buy lottery tickets
- \$10 or less
- \$11 to \$25
- \$26 to \$50
- \$51 to \$99
- \$100+

Types of lottery tickets personally buy:

- Charities (e.g. Hospitals)
- Draws (e.g. 649)
- Instant wins (e.g. Scratch Tickets)
- Sports (e.g. Proline)

MOVIES AT A MOVIE THEATRE

Personally attended a movie at a movie theatre - in the past month, in the past 12 months -

- Yes
- No

Number of movies at a movie theatre personally attended:

- 1
- 2
- 3
- 4
- 5-9
- 10-19
- 20+

OUTDOOR ACTIVITIES

Outdoor activities in which you personally participate (in season where applicable) - Never, 1 or less, 2-3 times, 4+ times - per month:

- Bicycling
- Boating or sailing
- Camping
- Canoeing/kayaking
- Cross-country skiing
- Downhill skiing
- Fishing
- Hiking/Backpacking
- Hunting
- Ice skating
- In-line skating
- Rock climbing
- Snowboarding
- Snowmobiling/ATVing
- Swimming
- Other outdoor activities



PHOTOGRAPHY, FILM & PHOTOFINISHING

Personally - own, intend to purchase - in the next 12 months:

- 35 mm camera (Point and shoot/SLR)
- Accessories (lenses, flashes, etc.) (SLR)
- Digital point and shoot camera
- Digital single lens reflex camera
- Disposable camera
- Printer
- Memory card
- Video camera

Number of - rolls of film, digital prints - personally developed or processed in the past 6 months:

- None
- 1-4
- 5-9
- 10+

Where personally - developed or processed - in the past 6 months:

- Camera store
- Electronics store
- Supermarket/SuperCentre (Walmart, etc)
- Via the Internet
- Other

PROFESSIONAL SPORTING EVENTS

Professional sporting events personally attended - None, 1-2 times, 3-9 times, 10+ times - in the past 12 months:

- Auto Racing
- Baseball (major league or prof. minor league)
- Basketball (NBA)
- Football (CFL/NFL)
- Hockey (NHL/AHL)
- Horse racing
- Soccer
- Other professional sporting events

PUBLIC TRANSIT

Number of times in the past 5 weekdays personally used any form of public transit such as a bus, streetcar, commuter train, Métro, Trains de banlieue, O-Train, subway, LRT, Go Train, Sky Train, or West Coast Express:

- None
- 1
- 2
- 3
- 4
- 5

How many of those days did you use the TTC subway or LRT/Métro:

Only available for Toronto EMA and Montréal CMA

- None
- 1
- 2
- 3
- 4
- 5

RESTAURANTS

Types of restaurants personally eat at or order from - never, 1 or less, 2-3 times, 4+ times - in the past month:

- Family restaurants
- Fast food
- Fine dining

MULTI MEDIA

BOOKS

Personally bought hardcover or paperback books in the past 12 months

- Yes
- No

Number of hardcover or paperback books personally bought:

- 1-2
- 3-4
- 5-9
- 10-19
- 20+

CDS/DVDS

Personally bought CDs in the past 12 months, personally rented in the past 12 months

- CDs
- DVDs
- Video Games

Number of CDs personally bought - CDs, DVDs, Video Games - in the past 12 months:

- 1-2
- 3-4
- 5-9
- 10+

Number of CDs personally rented - DVDs, Video Games - in the past 12 months:

- 1-2
- 3-4
- 5-9
- 10+

REAL ESTATE

INTENT TO PURCHASE HOME

Household plans to purchase a home in the next 12 months (HH)

- Yes
- No

Household plans to purchase first home (HH):

- Yes
- No

Household plans to purchase (HH):

- New home
- Resale home

Household plans to purchase (HH):

- Apartment (incl. condo/co-op)
- Duplex, Triplex, Fourplex
- Row or townhouse (incl. condo/co-op)
- Single detached house
- Semi-detached house
- Other

Amount household expects to spend (HH):

- Less than \$100,000
- \$100,000 to \$200,000
- \$200,001 to \$300,000
- \$300,001 to \$400,000
- \$400,001 to \$500,000
- More than \$500,000

REAL ESTATE AGENT

Household will use a real estate agent to sell/buy a home in the next 12 months (HH)

- Yes
- No
- Do not plan to sell/buy

COSMETICS & FRAGRANCES

Personally bought in the past 12 months

- Cosmetics
- Fragrances

Amount personally spent on cosmetics and/or fragrances:

- \$100 or less
- \$101 to \$250
- \$251 to \$500
- \$501 to \$1,000
- More than \$1,000

RETAIL SHOPPING

EYE CARE

Personally bought eye care items in the past 2 years

- Yes
- No

Personally bought eye care items:

- Prescription eye glasses
- Contact lenses
- laser eye surgery (elective)

Amount spent on eye care items:

- \$250 or less
- \$251 to \$500
- \$501 to \$1000
- More than \$1000

JEWELLERY OR WATCHES

Personally bought - jewellery, watches - for self or others in the past 3 years

- Yes
- No

Amount personally spent on - jewellery, watches - for self or others:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,001 to \$2,000
- \$2,001 to \$3,500
- \$3,501 to \$5,000
- More than \$5,000

Where personally bought - jewellery, watches - for self or others:

CORE STORES

Peoples (excl. Montréal & Québec City)
Sears
The Bay
Walmart
Zellers
Any other local retailer

NEW BRUNSWICK

FREDERICTON

Aitken Pewter
Flannery Jewellers
MaGee Jewellers
Spicer Smith Cole

MONCTON

Gold Outlet
Ita Cast
La Mine D'or

SAINT JOHN

Birks
Charm Jewellers
Sears Goldsmith
WH Smith

NOVA SCOTIA

HALIFAX

Charm Diamond Centre
Crescent Jewellers

QUÉBEC

MONTRÉAL

Ardène
Bijouterie Diamants Elinor
Birks
Les Bijouteries Lavigreur

QUÉBEC CITY

Ardène
Bijouterie Jacobus
Bijouterie Doucet
Latendresse
Bijouterie Webster

ONTARIO

GUELPH

Costco
Any discount jeweller

HAMILTON

Ancaster Jewellers
Ashley Jewellers
Barry's Jewellers
H. Williams Jewellers

KITCHENER

Costco
Any discount jeweller

LONDON

Anstett Jewellers
Gordon's Gold
Nash Jewellers
Poag's Jewellers

OTTAWA-GATINEAU

Howard Jewellers
Jubilee Jewellers
La Maison D'or
Latendresse et Ladouceur

ST. CATHARINES-

NIAGARA (09)

Ernest Penner Fine
Jewellery

TORONTO

Birks
European Jewellery
Mappins
Tiffany & Co.

WINDSOR

Joseph Anthony
Precision Jewellers
Rosser Reeves
Zareh's

MANITOBA

WINNIPEG

Appelt's Jewellery
Ben Moss Jewellers
Michael Hill Jewellers
W.K. Chan Jewellers

SASKATCHEWAN

REGINA

GoldCraf
Olson's Jewellers
Silverado
Victoria Jewellers Ltd.

SASKATOON

Ben Moss Jewellers

ALBERTA

CALGARY

Birks
Brinkhaus
Calgary Jewellery
J Vair Anderson Jewellers

EDMONTON

Ben Moss Jewellers
Birks
Independent Jewellers
Swedish Jewellers

BRITISH COLUMBIA

VANCOUVER

Birks
Michael Hill
Ragnar
Any other high end
jewellery store

VICTORIA

Ann-Louise Jewellers
Ben Moss Jewellers
Lugaro Jewellers
Michael Hill

PERSONAL & HEALTH CARE PRODUCTS (SHAMPOO, SKIN CLEANSER, VITAMINS, ETC.)

Personally bought personal or healthcare products in the past 12 months

- Yes
- No

Types of personal or healthcare items personally bought:

Personal Care

- Facial cleanser/moisturizer/tonerOral care (toothpaste, dental floss, mouth wash, etc.)
- Hair care (hair spray, mousse, hair colour, etc.)

- Soap/bodywash/deodorant
- Other personal care items

Health Care

- Herbal supplements/remedies
- Nutritional supplements
- Prescriptions

- Pain relievers
- Vitamins
- Other health care items

Amount personally spent on personal & health care products:

- \$100 or less
- \$101 to \$250
- \$251 to \$500
- \$501 to \$1,000
- More than \$1,000

Where personally bought personal & health care products:

CORE STORES

Sears
Shoppers Drug Mart/
Pharmaprix
The Bay
The Body Shop
Walmart
Zellers
Any other local retailer

NEW BRUNSWICK

FREDERICTON

Avalon Spa
Ross Drug
Sangsters
Shamporium

MONCTON

GNC
Jean Coutu
Lawton's Drugs
Oliver Soapery

SAINT JOHN

Kennebecasis Drugs
Lawton's Drugs
Pharmasave
Superstore

NOVA SCOTIA

HALIFAX

GNC
Planet Organic

QUÉBEC

MONTRÉAL

Familiprix
Fruits et Passion
Jean Coutu
Uniprix

QUÉBEC CITY

Familiprix
Pharmacie Brunet
Jean Coutu
Proxim

ONTARIO

GUELPH

Pharma Plus
Metro
Zehrs/Zehrs Pharmacy
Any naturopath/health
food store

HAMILTON

Day/Night Pharmacy
Fortinos Pharmacy
IDA/Dell Pharmacy
Pharma Plus

KITCHENER

Bath & Body Works
Pharma Plus
Zehrs/Zehrs Pharmacy
Any naturopath/health
food store

LONDON

GNC
Pharma Plus
Any grocery store
pharmacy

OTTAWA-GATINEAU

Giant Tiger
Guardian Drugs
Jean Coutu
Pharma Plus

ST. CATHARINES-

NIAGARA (09)

Herbies Drug & Food
Warehosue
Hy & Zel's
Pharma Plus

TORONTO

GNC
Loblaws
Pharma Plus
Trade Secrets

WINDSOR

Edge Nutrition
Pharmasave
Sobeys
Zehrs

MANITOBA

WINNIPEG

Rexall/Rexall Pharma Plus
Safeway
Sobeys
Superstore

SASKATCHEWAN

REGINA

London Drugs
Pharmasave
Safeway
Superstore

SASKATOON

Pharmasave
Price Watchers Drugs
Sangsters

ALBERTA

CALGARY

Health & Wellness Stores
London Drugs
Salons/Spas/Retreats
Rexall Drugs/Paragon

EDMONTON

London Drugs
Rexall Drug Stores
Vitality Health Foods

BRITISH COLUMBIA

VANCOUVER

Costco
London Drugs
Any grocery store
Any health/vitamin
specialty store

VICTORIA

London Drugs
McGill & Orme
Pharmasave
Vitamin Shop



TOYS & GAMES

Personally bought toys & games for self or others in the past 12 months

- Yes
- No

Amount personally spent on toys & games for self or others:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,001 to \$2,000
- More than \$2,000

Where personally bought toys & games for self or others:

CORE STORES

Canadian Tire
Sears
The Bay
The Source by Circuit City
Toys 'R Us
Walmart
Zellers
Any other local retailer

NEW BRUNSWICK

FREDERICTON

Covey's Office
Science East
Think Play

MONCTON

Disney Store
GameZilla
Peek-a-Boo

SAINT JOHN

E.B. Games
GameZilla
L'il Shop of Science

NOVA SCOTIA

HALIFAX

Electronic Boutique

QUÉBEC

MONTRÉAL

E.B. Games
Le Tambourin
Le Valet d'coeur

QUÉBEC CITY

Benjo
Club Jouet
Kirouac

ONTARIO

GUELPH

Zehrs
Any electronic store
Any specialty store

HAMILTON

Fortinos
Modeller's Choice
Any specialty toy store

KITCHENER

Zehrs
Any electronics store
Any specialty store

LONDON

Baby Furniture Outlet
Scholar's Choice
The Toy Shoppe

OTTAWA-GATINEAU

Giant Tiger/Tante Marie
L'Échelle du monde
Mrs. Tiggy Winkles

ST. CATHARINES-

NIAGARA (09)

Refer to Core Stores List

TORONTO

Costco
Mastermind Educational
The Disney Store

WINDSOR

Cape Cod Hobbies
Scholar's Choice
Target U.S.

MANITOBA

WINNIPEG

B.J. Supertoy
Toad Hall Toys
The Explore Store

SASKATCHEWAN

REGINA

Helping Hands Toy Store
Learning Works
Superstore

SASKATOON

Refer to Core Stores List

ALBERTA

CALGARY

Castle Toys
E.B. Games
Scholar's Choice

EDMONTON

London Drugs
Recreation World
Superstore/Real Canadian
Superstore

BRITISH COLUMBIA

VANCOUVER

Costco
London Drugs
Real Canadian Superstore

VICTORIA

Buddies Toy Store
Kaboodles
Playfaire Alternative Toys

PETS (DOGS, CATS, OTHER)

Household currently has pet(s)

- Yes
- No

Amount spent on - food, care, vet bills, etc - in past year:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,001 to \$3,000
- More than \$3,000

MEN'S CLOTHING (EXCLUDING ATHLETIC CLOTHING)

Personally bought men's clothing for self or others in the past 12 months

- Yes
- No

Items of men's clothing personally bought for self or others:

- Coats
- Jeans
- Pants - casual/khakis
- Pants - dress
- Shirts
- Sports Jackets
- Suits
- Sweaters
- Other

Amount personally spent on men's clothing bought for self or others:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,000 to \$2,000
- More than \$2,000

Where personally bought men's clothing for self or others:

CORE STORES

Gap
Mark's
Moore's
Old Navy
Roots
Sears
The Bay
Tip Top Tailors (excl.
Montréal and Québec
City)
Walmart
Winners
Zellers
Any other chain store
Any other local
independent retailer
Any second-hand/
consignment store

NEW BRUNSWICK

FREDERICTON

Blue Notes
CJ Munn
Co-op
Family Outfitters
Peter Roberts
Radical Edge
Robert Simmonds
Sub Towne

MONCTON

Cecil D's
Colpitt's Men's Wear
Colwell Brothers

SAINT JOHN

American Eagle Outfitters
Ben's Clothing
Colwell's
Green Lee Shoes
International Clothiers
Nagles
Randy River
Stitches

NOVA SCOTIA

HALIFAX

Refer to Core Store List

QUÉBEC

MONTRÉAL

Bovet
Ernest
Harry Rosen
Les Ailes de la mode
Old River
Simons
Tristan et America
West Coast

QUÉBEC CITY

Bovet
Ernest Homme
François Côté
H&M
L'Aubainerie Concept
Mode
Les Ailes de la mode
Simons
Ureka l'Entrepôt

ONTARIO

GUELPH

Budds Department Store
Nat Mirota
Star Men's Shop
Sussman's
Any catalogue book

HAMILTON

Bill Newman's Men's Shop
Eddie Bauer
International Clothiers
Any catalogue book

KITCHENER

Budds Department Store
Star Men's Wear
Sussman's
Trends For Men
Any catalogue book

LONDON

Andrew Douglas Clothier
Bud Gowan's Formal
Buragina's Fine Men's Ap-
parel
Channer's Mens Clothiers
Kingsmill's
London's Big & Tall
Menswear
Shorten's of London

OTTAWA-GATINEAU

Club Monaco
E.R. Fisher
Harry Rosen
International Clothiers
Mondo Uomo
The Suit Exchange
Tristan & America
Warren's House of
Britches

ST. CATHARINES- NIAGARA (09)

Herzog's Men's Store

TORONTO

H&M
Club Monaco
Danier Leather
Eddie Bauer
Harry Rosen
Holt Renfrew
International Clothiers

WINDSOR

67 Richmond St.
Freed's
Hugo Boss
JC Penney
Marshall Fields
Star Men's Wear
Tommy Hilfiger

MANITOBA

WINNIPEG

Warehouse One
Harry Rosen
Hanford Drewitt
Serafino Falvo Tailors
Swank Boutique
Uomo Casuale
Vittorio Rossi Clothiers

SASKATCHEWAN

REGINA

Colin O'Brien
F.W. Barber
Jack Fraser
Oliver's
Repps Big N Tall
Trino's Men's Wear
Venice Tailors
VIP Menswear

SASKATOON

Jack Fraser

ALBERTA

CALGARY

Eddie Bauer
Formans Fashions
Harry Rosen
Henry Singer
James & Dickson
O'Connor's Men's Clothing
Thomas Jeffrey
Thrifty's/Bluenotes

EDMONTON

American Eagle Outfitters
Army & Navy
George Richards Big & Tall
Harry Rosen
Henry Singer
Thrifty's
Val Berg's Men's Wear
Any other formal wear
stores

BRITISH COLUMBIA

VANCOUVER

Banana Republic
Bootlegger
Dunn's Tailors
H&M
Harry Rosen
Holt Renfrew

VICTORIA

Adventure Clothing
British Importers
Eddie Bauer
Levi's Store
Outlooks for Men
Simply the Best
W&J Wilson
Work World

WOMEN'S CLOTHING (EXCLUDING ATHLETIC CLOTHING)

Personally bought women's clothing for self or others in the past 12 months

- Yes
- No

Items of women's clothing personally bought for self or others:

- Blazers/jackets
- Blouses/shirts
- Coats
- Dresses
- Jeans
- Lingerie/undergarmets
- Pants - casual/khakis
- Pants - dress
- Skirts
- Suits
- Sweaters
- Other

Amount personally spent on women's clothing bought for self or others:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,000 to \$2,000
- More than \$2,000

Where personally bought women's clothing for self or others:

CORE STORES

Cotton Ginny/Cotton
Ginny Plus (excl.
Montréal and Québec
City)
Fairweather
Gap
Old Navy
Le Château
La Senza/La Vie en Rose
Penningtons
Reitmans
Roots
Sears
Smart Set
Suzy Shier (excl.
Moncton)
The Bay
Walmart
Winners
Zellers
Any other chain store
Any other local
independent retailer
Any second hand/
consignment store

NEW BRUNSWICK

FREDERICTON

Cleo
Generations
Mercedes Bridal
Ricki's
Samuel & Co.
Towne Shoppe

MONCTON

Danielle Lingerie
Hillborough Fashion
Mark's
Underwearz Lingerie
Waves Swimwear

SAINT JOHN

American Eagle Outfitters
Carriage Trade
Colwell Brothers
Ricki's
Samuel & Company
Urban Planet

NOVA SCOTIA

HALIFAX

Refer to Core Store List

QUÉBEC

MONTRÉAL

H&M
Les Ailes de la mode
San Francisco
Simons
Tristan et America
Zara

QUÉBEC CITY

H&M
L'Aubainerie Concept
Mode
Les Ailes de la mode
Mode Le Grenier
Simons
Ureka l'Entrepôt

ONTARIO

GUELPH

Mark's
Sussman's For Her
Any lingerie store
Any specialty sized
clothing store

HAMILTON

Marks'
Any lingerie store
Any other specialty sized
clothing store
Any specialty boutique

KITCHENER

Marks'
Sussman's For Her
Any lingerie store
Any other specialty sized
clothing store

LONDON

Fisher & Company
Kingsmill's
La Jolie Jupe
Laura
Life Styles
Melanie Lynn
Susan J Fashions

OTTAWA-GATINEAU

Herve St-Amour Elle et
Lui
Melanie Lynn
Stitches

ST. CATHARINES-

NIAGARA (09)

Campus Crew
Danier Leather
Fashion Max
Penningtons

TORONTO

Danier Leather
H&M
Holt Renfrew
Laura
Stitches
Zara

WINDSOR

Anne's on the Avenue
Casablanca
Chatty Collection
Frees
JC Penney
Jones of NY
Laura/Laura II/Laura
Petites
Liz Claiborne Outlet Store

MANITOBA

WINNIPEG

Hangers
Mark's
Ricki's
Cake Clothing
Laura/Laura Petites/Laura
Plus
Nygård
Swank Boutique

SASKATCHEWAN

REGINA

Bonnie's of Course
Fashion Statement
Forever Leather
Harold's
Henry's Boutique

J Michaels
Marbella Clothing
Seed Sustainable Style

SASKATOON

Northern Reflections
Ricki's

ALBERTA

CALGARY

Banana Republic
Club Monaco
Eddie Bauer
H&M
Holt Renfrew
Jacob
Laura
Liz Claiborne

EDMONTON

Army & Navy
Blu's
Dots
Hangers
Holt Renfrew
Laura/Laura Petites

BRITISH COLUMBIA

VANCOUVER

Banana Republic
Current
H&M
Holt Renfrew
Lululemon Athletica
Mark's
Plum

VICTORIA

Addition Elle
Cleo
Eddie Bauer
Jacob
Scala Boutique
Talbots
W&J Wilson

CHILDREN'S CLOTHING (UNDER 13, EXCLUDING ATHLETIC CLOTHING)

Personally bought children's clothing for family or others in the past 12 months

- Yes
- No

Amount personally spent on children's clothing bought for family or others:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,000 to \$2,000
- More than \$2,000

Where personally bought children's clothing for family or others:

CORE STORES

GapKids
Old Navy
Sears
The Bay
Walmart
Winners
Zellers
Any other local independent retailer
Any second-hand consignment store

NEW BRUNSWICK

FREDERICTON

A Room to Remember
Carrington & Co.
The Children's Place

MONCTON

Adorable
The Children's Place

SAINT JOHN

Paddington Station
Please Mum
The Children's Place

NOVA SCOTIA

HALIFAX

Refer to Core Stores List

QUÉBEC

MONTRÉAL

Clément
L'Aubainerie
The Children's Place

QUÉBEC CITY

Clément
Souris Mini
The Children's Place

ONTARIO

GUELPH

Refer to core stores list

HAMILTON

Jacob Junior
Please Mum
Any catalogue book
(eg. Sears, LL Bean)

KITCHENER

Any other chain store (eg. Please Mum)

LONDON

Kingsmill's
Lil' Charmers
The Funky Monkey

OTTAWA-GATINEAU

Au coin des petits
Kiddytown

ST. CATHARINES- NIAGARA (09)

Any other independent store in Niagara Falls/Fort Erie area

Any other independent store in St. Catharines/Thorold area

Any other independent store in Welland/Port Colborne area

TORONTO

Gymboree
Roots
The Children's Place

WINDSOR

Little Lords Little Ladies
Target U.S.
The Children's Place

MANITOBA

WINNIPEG

Please Mum
Giant Tiger
Mom's and Children's Paradise

SASKATCHEWAN

REGINA

Crocus and Ivy Kids
Super Grom
Uforia Street Wear

SASKATOON

Refer to core stores list

ALBERTA

CALGARY

Kacz Kids
Please Mum
The Children's Place

EDMONTON

Army & Navy
Please Mum
Superstore/Real Canadian Superstore

BRITISH COLUMBIA

VANCOUVER

Costco
H&M
Roots

VICTORIA

Please Mum
Sallywags
TJ's the Kiddies Store



SPORTS & EXERCISE CLOTHING

Personally bought sports and exercise clothing for self or others in the past 12 months

- Yes
- No

Amount personally spent on sports and exercise clothing bought for self or others:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,000 to \$2,000
- More than \$2,000

Where personally bought sports and exercise clothing for self or others:

CORE STORES

Canadian Tire
Foot Locker
Sears
Sport Chek/Sports Experts
The Bay
Walmart
Zellers
Any other local retailer

NEW BRUNSWICK

FREDERICTON

A Gym for Women
Cleve's
Curves
Family Outfitters
Good Life
Radical Edge
Ski Wolf

MONCTON

Cleve's
Maritime Sports

SAINT JOHN

Alex Coffin's Fitness Shop
Bikes and Beans
Cleve's
Green Lee
Running Room
Soccer Plus
Winners

NOVA SCOTIA

HALIFAX

Cleve's Sporting Goods
Coast Mountain Sports
Mountain Equipment
Co-op

QUÉBEC

MONTRÉAL

Baron Sports
Bernard Trottier Sports
Golf Town
La Cordée
Lululemon
Mountain Equipment
Co-op
SAIL

QUÉBEC CITY

Golf Town
La Vie Sportive
L'Entrepôt du Hockey
Latulippe
Mountain Equipment
Co-op
Québec Sportif
SAIL
Sports Excellence

ONTARIO

GUELPH

National Sports
Running Room
Source for Sports
Sport Mart
Any golf store
Any second hand/
consignment store

HAMILTON

Golf Town
Kenesky's
National Sports
Running Room

KITCHENER

Adventure Guide
National Sports
Sportco/Source for Sports
Sport Mart
Any golf store
Any second hand/
consignment store

LONDON

Bob Martin's Golf
London Source for Sports
National Sports
Novack's
Pete's Sports
Runners' Choice
Running Room

OTTAWA-GATINEAU

Golf Town
Mountain Equipment
Co-op
Sport Mart
Sports 4
Tommy & Lefebvre
Trailhead

ST. CATHARINES- NIAGARA (09)

Refer to Core Stores List

TORONTO

Bass ProShop
Golf Town
Lululemon
National Sports
Sport Mart
Sporting Life

WINDSOR

Bob Reaume
Columbia Sports
Nantais
National Sports
Running Factory
Sport Mart
Winners

MANITOBA

WINNIPEG

Lululemon Athletica
Nevada Bob's Golf
Running Room

SASKATCHEWAN

REGINA

Extreme Hockey Sports
Fresh Air Experience
Jersey City
Running Room
Sport Mart
Sunshine & Ski
Western Cycle
Prairie Summit

SASKATOON

Lululemon Athletica
Sport Mart

ALBERTA

CALGARY

Coast Mountain Sports
Jersey City
Lululemon
Mountain Equipment
Co-op
Nevada Bob's
Running Room
Sport Mart

EDMONTON

Coast Mountain Sports
Running Room
Sport Mart
Superstore/Real Canadian
Superstore
Totem Outdoor Outfitters
United Cycle
Winners

BRITISH COLUMBIA

VANCOUVER

Coast Mountain Sports
Comor/Pacific Boarder
Golf Town
Mountain Equipment
Co-op
Sport Mart
Any golf specialty store/
pro shop
Any ski/snowboard store

VICTORIA

Front Runners
Lululemon
Mountain Equipment
Co-op
New Balance
Robinson's Sporting
Goods
Running Room
Valhalla

SHOES AND FOOTWEAR

Personally bought shoes/footwear for self or others in the past 12 months

- Yes
- No

Types of shoes/footwear personally bought for self or others:

- Athletic shoes
- Boots
- Casual shoes
- Dress shoes
- Other

Amount personally spent on shoes/footwear personally bought for self or others:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,001 to \$2,000
- More than \$2,000

Where personally bought shoes/footwear for self or others:

CORE STORES

Aldo
Foot Locker
Payless Shoe Source
Sears
SportChek/Sports
Experts
The Bay
Walmart
Zellers
Any other chain store
Any other local
independent retailer

NEW BRUNSWICK

FREDERICTON

G.E. George
Naturalizer
Rivervalley Footwear
Spring

MONCTON

Footech
Mark's
Service Shoe & Boot
The Shoe Tree

SAINT JOHN

Cleve's
Green Lee Shoes
Manchester Shoe Salon
Naturalizer Shoes
Soft Moc

NOVA SCOTIA

HALIFAX

Oh My Sole
The Shoe Company

QUÉBEC

MONTRÉAL

Browns
Feet First
Globo
Yellow

QUÉBEC CITY

Chaussures Jean-
Paul Fortin
Chaussures Yellow
Globo
Latulippe

ONTARIO

QUELPH

Factory Shoe Outlet
Shoeper Store
Any other athletic shoe
store

HAMILTON

Factory Shoe Outlet
Miller's Shoe Store
The Shoe Company
Any specialty shoe store

KITCHENER

Factory Shoe Outlet
Shoeper Store
Any other athletic shoe
store

LONDON

Factory Shoe
Fodemesi Shoes
J. Siegel Footwear
Mugfords
Runners' Choice

OTTAWA-GATINEAU

Armstrong & Richardson
Globo
The Shoe Company
Winners

ST. CATHARINES- NIAGARA (09)

Niagara Shoe Factory
Outlet
The Boot Shop
Any other shoe store in
Niagara Falls/Fort Erie
Any other shoe store in
St. Catharines/Thorold
Any other shoe store in
Welland/Port Colborne

TORONTO

Browns
Nine West
The Shoe Company/Town
Shoes
Spring

WINDSOR

Arden Shoes
Diane Shoes
Running Factory
Shoe Box
The Shoe Company

MANITOBA

WINNIPEG

Canadian Footwear
Quark Shoes
Shoe Warehouse
European Shoe Shop
Ronald's Fine Shoes

SASKATCHEWAN

REGINA

Foster's
Loggies
Marler's
Shoe Warehouse
The Soleman Footwear
Co.

SASKATOON

Sport Mart

ALBERTA

CALGARY

Arnold Churgin
Naturalizer
Shoe Warehouse
The Shoe Company
Checkmate Shoes

EDMONTON

Red Wing Shoes
Running Room
Shoe Company
Shoe Warehouse

BRITISH COLUMBIA

VANCOUVER

Freedman Shoes
Ingledew's
Ronson's Shoes
Shoe Warehouse

VICTORIA

Foot Solutions
Footloose
Freedman Shoes
Shoe Warehouse
Walk in Comfort



SPORTS AND EXERCISE EQUIPMENT

Personally bought sports and exercise equipment for self or other in the past 12 months

- Yes
- No

Amount personally spent on sports and exercise equipment bought for self or others:

- \$100 or less
- \$101 to \$500
- \$501 to \$1,000
- \$1,001 to \$2,000
- More than \$2,000

Where personally bought sports and exercise equipment for self or others:

CORE STORES

Canadian Tire
Sport Chek/Sports
Experts/Atmosphère
Walmart
Zellers
Any other local retailer

NEW BRUNSWICK

FREDERICTON

Curves
Fitworks
Radical Edge

MONCTON

Fitworks
Spartan's

SAINT JOHN

Alex Coffin's Fitness Shop
Bike's and Beans
Cleve's
Green Lee
Running Room
Soccer Plus
Winners

NOVA SCOTIA

HALIFAX

Cleve's Sporting Goods
Coast Mountain Sports
Mountain Equipment
Co-op

QUÉBEC

MONTRÉAL

Baron Sports
Bernard Trottier Sports
Golf Town
La Cordée
Lululemon Athletica
Mountain Equipment
Co-op
SAIL

QUÉBEC CITY

La Vie Sportive
L'Entrepôt du Hockey
Latulippe

ONTARIO

GUELPH

Any second hand/
consignment store
Any other chain store

HAMILTON

Golf Town
Kenesky's
National Sports

KITCHENER

Any second hand/
consignment store
Any other chain store

LONDON

Herm's Sports
Pete's Sports

Source For Sports

OTTAWA-GATINEAU

Fitness Depot
Golf Town
Tommy & Lefebvre

ST. CATHARINES-

NIAGARA (09)

Refer to Core Stores List

TORONTO

Bass Pro Shop
Golf Town
Sporting Life

WINDSOR

Fitness Depot
Fitness Source
Sears

MANITOBA

WINNIPEG

Exercise Direct
Fitness Experience
Krevco Lifestyles

SASKATCHEWAN

REGINA

Fitness Warehouse
Flaman Sales
Western Cycle

SASKATOON

Sears

ALBERTA

CALGARY

Fitness Depot
Nevada Bob's
Mountain Equipment
Co-op

EDMONTON

Sears
Sport Mart
United Cycle

BRITISH COLUMBIA

VANCOUVER

Costco
Fitness Depot
Sport Mart

VICTORIA

Aloyd Fitness Equipment
Golf Town
Sports Traders

CUSTOMER REWARD/LOYALTY PROGRAMMES

Personally belong to a customer reward/loyalty program

- Yes
- No

Customer reward/loyalty programs personally collected or redeemed in past 6 months:

- Airlines (eg. Aeroplan, Air Miles)
- Financial institutions/credit cards (eg. RBC Rewards, American Express Membership Rewards)
- Gasoline (eg. Petro Points, Esso Extra Program)
- Major department stores (eg. HBC Rewards, Sears Club)
- Other retail stores (eg. Canadian Tire Money, Shoppers/Pharmaprix Optimum)
- Other

GIFT CARDS

Types of merchants where personally - purchased and used - gift cards in the past 6 months:

- Entertainment (incl. cinema, restaurants)
- Major department stores
- Other retail stores
- Other
- None

RETAIL SHOPPING STORES

Where personally made any purchase in the past 12 months:

CORE STORES

Best Buy (excl. Québec City, Saskatoon)
Canadian Tire
Costco
Future Shop
Home Depot
Sears
Shoppers Drug Mart/Pharmaprix
Staples/Business Depot/Bureau En Gros
Telus
The Bay
The Source by Circuit City
Walmart
Zellers

NEW BRUNSWICK

FREDERICTON

Atlantic Superstore
Cleve's
Cox Electronics
Covey's Office
Giant Tiger
Kent Building Supplies
Liquidation World
Mark's
Penningtons
Samuel & Co.
Scoop & Save

MONCTON

Dollar Store
HomeSense
Jean Coutu
Lawton's Drugs
Michaels
Wheaton's
Winners

SAINT JOHN

Cleve's
Cox Radio & TV
Dollarama
Giant Tiger
Green Lee Shoes
Kennebecasis Drugs
Kent Building Supplies
Lawton's
Liquidation World
Snoozy's Mattress Gallery
Wacky Wheatley's

NOVA SCOTIA

HALIFAX

Bulk Barn
Carsand Mosher
Chapters
Danier Leather
DownEast Cellular
Fabricville
Maritime Travel
Mills Brothers
Pets Unlimited
The Bombay Company
XS Cargo

QUÉBEC

MONTRÉAL

Archambault
Bouclair
Chapters/Indigo/Coles
Fabricville
HMV
Holt Renfrew
Jean Coutu
Ogilvy
Renaud-Bray
Réno-Dépôt
Rona l'entrepôt

QUÉBEC CITY

Ameublement Tanguay
Les Ailes de la mode
Linen Chest
Jean-Coutu
Pharmacie Racine
Quincaillerie Durand/Rona
Réno-Dépôt
Rona l'entrepôt
Signature Maurice Tanguay
Simons

ONTARIO

GUELPH

Bulk Barn
Country Depot
Home Hardware
IKEA
M&M Meats
Rona Cashway Building Centre
Winners
Any florist/flower shop
Any mattress store
Any eye optical store
Any specialty pet store

HAMILTON

Alexanian Carpet and Flooring
Chapters (Chapters/Indigo/Coles)
Giant Tiger
Liquidation World
M&M Meats
QSI Windows and Doors
Reliance Home Comfort
Tegs Tools and Machinery
Woven Legends
Any dry cleaners
Any mattress store
Any pool/spa shop

KITCHENER

Home Hardware
IKEA
M&M Meats
Michael's Arts & Crafts
Rona Home and Garden
Winners
Any florist/flower shop
Any mattress store
Any eye optical store
Any specialty pet store
Any convenience store

LONDON

Bell World/Bell Mobility
Liquidation World
Kingsmills
Lens Mills
Robert Q
Rogers Wireless
XS Cargo
Sears Outlet Stores
Winners

OTTAWA-GATINEAU

Blinds To Go
Bouclair
Brault & Martineau
City Mattress
Fabricland
Giant Tiger
IKEA
Linen Chest
Mattress Mart
McIntosh & Watts
XS Cargo

ST. CATHARINES-NIAGARA (09)

PetSmart
Price Chopper
Rexall Pharmacy
Source for Sports-Buckner's
Any florist/flower store
Any office supply store



RETAIL SHOPPING STORES CONT'D

ST. CATHARINES (CONT'D)

Any paint/wallpaper store
Any winery or wine store

TORONTO

Black's Photography
Chapters/Indigo
Crate & Barrel
H&M
Henry's Camera
HMV
Home Hardware
HomeSense
Loblaws (Real Canadian Superstore/
Joe Fresh)
Lowe's
Mark's
PetSmart
Winners

WINDSOR

Bargain Shop
Canada Salvage
Freed's
Home Hardware
Jysk
Leon's
Meijer
Real Canadian Superstore
Rona
Target U.S.
The Brick

MANITOBA

WINNIPEG

Advance Electronics
Apple Store
Giant Tiger
Winners/Home Outfitters
HomeSense
Jysk
Mark's
Pier 1 Imports

Rona Home & Garden Centre
Visions Electronics
Sephora
Urban Barn

SASKATCHEWAN

REGINA

Alford's
Auntie Fanny's Fine Furniture
Castle Furniture
Continental Factory Direct
Father's Furniture
Fiorante Floors & Home Furnishing
Sears Clearance Centre
Urbane
Woodcraft Fine Furniture

SASKATOON

McNally Robinson Booksellers
Prairie Meats
Sport Chek
Sport Mart

ALBERTA

CALGARY

Boutique of Leathers
Bass Pro Shops
Chapters/Indigo
Crate & Barrel
Gap
Golf Town
Lammle's Western Wear & Track
London Drugs
Mark's
Michaels Arts & Crafts
Petland/PetSmart
Winners

EDMONTON

Carpet World
End of the Roll
Fabricland
HMV

Liquor World/Liquor Depot
London Drugs
McBain Camera
PetSmart
PJ Pet's Centres/Super Pet
Superstore/Real Canadian
Superstore
The Real Canadian Liquorstore

BRITISH COLUMBIA

VANCOUVER

Army & Navy
Chapters
Danier Leather
HMV
IKEA
Lenscrafters
Pearle Vision
Value Village
Any US retailer

VICTORIA

Capital Iron
Fabricland
Home Outfitters
London Drugs
Michael's Arts and Crafts
Pier 1 Imports
Real Canadian Superstore
Any Oak Bay store
Any Sidney store

SHOPPING MALLS, CENTRES OR DISTRICTS

Shopping malls, centres or districts personally - visited past month, visited past 12 months, visited most often - :

NEW BRUNSWICK

FREDERICTON

Boyce Farmers Market
Brookside Mall
Carriage Place Mall
Corbett Centre
Devon Plaza
Hanwell Business Centre
Keswick Landing
Knowledge Park Business Centre
Main St. Place
New Maryland Business Centre
Oromocto Mall
Prospect Power Centre
Regent Mall
Village Square
West Hills Plaza

MONCTON

Champlain Place
Highfield Square
Northwest Plaza
Trinity Power Centre

SAINT JOHN

Brunswick Place
East Point Shopping
Hampton Mall
Lancaster Mall
Lansdowne Place
Loch Lomond Place
Market Square
McAllister Place
Parkway Mall
Prince Edward Square Mall
Ricky's Shopping Centre
Sobey's Plaza
Village Place Mall
Westmorland Place
Westwind Place

NOVA SCOTIA

HALIFAX

Barrington Place Shops
Bayers Lake Shopping District
Bedford Place Mall
Dartmouth Crossing
Halifax Shopping Centre
Historic Properties Granville Mall
Mic Mac Mall
Park Lane
Penhorn Mall
Scotia Square Mall
Spring Garden Road Shopping
District
Sunnyside Mall
West End Mall

SHOPPING MALLS, CENTRES OR DISTRICTS CONT'D

QUÉBEC

MONTRÉAL

Carrefour Angrignon
Carrefour Laval
Centre Laval
Champlain Mall
Eaton Centre
Fairview Pointe-Claire
Galeries d'Anjou
Marché Central
Place Montréal Trust
Place Versailles
Place Vertu
Promenades St. Bruno
Quartier Dix-30
Rockland Centre
St. Denis Street
Ste. Catherine Street

QUÉBEC CITY

Carrefour Charlesbourg
Galeries Chagnon
Galeries Charlesbourg
Galeries de la Capitale
Halles du Petit Cartier
Halles Fleur de Lys
Halles Ste-Foy
Laurier
Méga Centre Lebourgneuf
Petit Champlain
Place de la Cité
Place des Quatres Bourgeois
Place Fleurs de Lys
Place Ste-Foy
Promenades Beauport

ONTARIO

GUELPH

Bullfrog Mall
Cambridge Centre
Cambridge Power Centre
(Bridgecam)
Conestoga Mall (Waterloo)
Downtown Gelp
Fairview Park Mall (Kitchener)
Fergus/Elora
Gateway Park Power Centre-Costco
(Kitchener)
Hartsland Plaza
Old Quebec Street
Speedvale Mall
St. Jacobs Factory Outlet/Town of St.
Jacobs
Stone Road Mall (Guelph)
Stone Square Plaza
Willow West Mall

HAMILTON

Ancaster Meadowlands Centre
Appleby Mall
Brant Street Power Centre
Burlington Downtown
Burlington Mall
Centre Mall
Eastgate Square
Hamilton Downtown
Jackson Square
Limeridge Mall

Locke Street
Mapleview Centre
Mountain Plaza
South Hamilton Square (Rymal Road
& Upper James)
Any Factory Outlet Mall

KITCHENER

Cambridge Centre
Cambridge Power Centre
(Bridgecam)
Conestoga Mall (Waterloo)
Downtown Kitchener
Fairview Park Mall (Kitchener)
Gateway Park Power Centre-Costco
(Kitchener)
Highland Hills Mall (Kitchener)
Laurentain Power Centre (Kitchener)
Southworks Factory Outlet Mall
(Cambridge)
St. Jacobs Factory Outlet/Town of St.
Jacobs
Stanley Park Mall (Kitchener)
Stone Road Mall (Guelph)
Sunrise Centre (Kitchener)
Uptown Waterloo
Zellers Plaza (Bridgeport Road)

LONDON

Argyle Mall
Cherryhill Village Mall
Citi Place
Covent Garden Market
Hyde Park/Fanshawe Power Centre
London Downtown
Masonville Place
Northland Mall
Oakridge Mall
Richmond Row
Sherwood Forest Mall
Wellington/Exeter Power Centre
Westmount Shopping Centre
White Oaks Mall
Wortley Village

OTTAWA-GATINEAU

Barrhaven/Strandherd Road
Bayshore Shopping Centre
Billings Bridge Plaza Shopping
Centre
Carlingwood Shopping Centre
College Square
Gloucester Centre
Kanata Centrum
Les Galeries de Hull
Merivale Mall
Place D'Orleans Shopping Centre
Promenades de L'Outaouais
Rideau Centre
South Keys Shopping Centre
Sparks Street Mall
St. Laurent Shopping Centre

St. CATHARINES-NIAGARA (09)

4th Ave/Louth St. Box Store
Shopping Area (St. Catharines)
Canada One Factory Outlets (Niagara
Falls)
Downtown Niagara Falls
Downtown St. Catharines

Downtown Welland
Fairview Mall (St. Catharines)
Grantham Plaza (St. Catharines)
Lincoln Centre (Welland)
Main Street Niagara Falls
Niagara Square (Niagara Falls)
North Welland Shopping District
Seaway Mall (Welland)
Stamford Green Town & Country
Plaza (Niagara Falls)
The Pen Centre (St. Catharines)
Any Shopping Centre or Area in
Western New York

TORONTO

Bay-Bloor or Yorkville
Bayview Village
Dufferin Mall
Eaton Centre
Eglinton Square
Erin Mills Town Centre
Fairview Mall
Markville Mall
Power Centres: Woodbine & HWY 7,
Heartland, HWY 7 & 400, Harwood
& HWY 2, Warden & Eglinton
Scarborough Town Centre
Sherway Gardens
Square One
Vaughn Mills
Woodbine Centre
Yorkdale

WINDSOR

City Centre
Devonshire Mall
Great Lakes Crossings
LaSalle
Leamington/Kingsville/Amherstburg
Market Square
Oakland Mall
Old Walkerville
Ottawa Street
Roundhouse Centre
Tecumseh Mall
Tecumseh/St. Clair Beach
The Summerset Collection
Walker Road Power Centre
Windsor Crossing

MANITOBA

WINNIPEG

City Place
Forks Market
Garden City
Grant Park
Kenaston Common
Kildonan Place
Northgate
Polo Park
Portage Place
St. Vital Centre
Winnipeg Square



SHOPPING MALLS, CENTRES OR DISTRICTS CONT'D

SASKATCHEWAN

REGINA

Cathedral Area and Avonhurst Shopping Centre
 Cornwall
 East Landing Mall
 Golden Mile
 Normanview
 Northgate
 Regina Downtown
 Sherwood Village
 Southland
 Victoria Gate
 Victoria Square Mall
 Warehouse District
 West Landing Mall

SASKATOON

Avalon Shopping Centre
 Canarama Shopping Centre
 Centre at Circle and 8th
 College Park Mall
 Confederation Mall
 Downtown Retail Stores
 Grosvenor Park Mall
 Market Mall
 Midtown Plaza
 Preston Crossing
 River City Mall
 Scotia Centre
 Stonegate
 The Mall at Lawson Heights
 Westgate Plaza

ALBERTA

CALGARY

17th Avenue/Mount Royal Shopping District
 Beacon Hill
 Chinook Centre
 CrossIron Mills
 Crowfoot Crossing
 Deerfoot Mall
 Deerfoot Meadows
 Downtown (incl. TD Square, Bankers Hall & Scotia Centre)
 Market Mall
 Marlborough Mall
 North Hill Shopping Centre
 Shawnessy Village
 Southcentre Mall
 Sunridge Mall
 Westhills Towne Centre/Signal Hill

EDMONTON

Bonnie Doon Shopping Centre
 Capilano Mall
 Edmonton City Centre
 Kingsway Garden Mall
 Londonderry Mall
 Manulife Place or Commerce Place
 Mayfield Common
 Mill Woods Town Centre
 Northgate Centre
 South Edmonton Common
 Southgate Shopping Centre
 SouthPark Centre
 West Edmonton Mall
 Westmount Shopping Centre
 Whyte Avenue

BRITISH COLUMBIA

VANCOUVER

Aberdeen/Yaohan Centre/Parker Place
 Brentwood Mall
 Coquitlam Centre
 Guildford Centre
 Lansdowne Centre
 Lougheed Mall
 Metrotown/Metropolis
 Oakridge Centre
 Pacific Centre
 Park Royal
 Richmond Centre
 Robson Street
 South Granville
 Surrey Place Mall
 Willowbrook Mall

VICTORIA

Admiral's Walk
 Bay Centre
 Beacon Plaza
 Broadmead Village
 Downtown Victoria
 Fairfield Plaza
 Hillside Centre
 Mayfair Centre
 Millstream Village
 Royal Oak Shopping Centre
 Saanich Centre
 Tillicum Centre
 Town and Country
 University Heights
 Westshore Town Centre

TRAVEL (LEISURE & BUSINESS)

LEISURE TRAVEL

Personally taken an overnight vacation trip in - past 12 months, past 3 years -

- Yes
- No

Number of personal overnight vacation trips taken in - past 12 months, past 3 years - :

- 1
- 2
- 3
- 4-5
- 6-11
- 12 or more

Modes of transportation personally used during any overnight vacation trip in the past 3 years:

- Airplane
- Boat/ship
- Bus
- Private automobile/
- truck, van
- Rented automobile/
- truck, van
- Train

Types of travel packages/tours personally purchased for an overnight vacation trip taken in the past 3 years:

- Beach/resort package
- Casino/gambling (overnight)
- Cruise (overnight)
- Golf package (overnight)
- Outdoor adventure/Eco tourism (e.g. hiking)
- Ski holiday (overnight)
- Sightseeing tour - in Canada
- Sightseeing tour - in USA
- Sightseeing tour - any other country
- Other
- Did not purchase a package/ tour

LEISURE TRAVEL CONT'D

Personally used a travel agent for overnight vacation trips taken in the past 3 years:

- To arrange for car rental
- To book hotel rooms
- To book airline tickets
- To book a package tour
- To book cruise ship tickets
- To book train tickets
- Other services

Personally used Internet travel sites for overnight personal vacation trips taken in the past 3 years, in past 12 months:

- To arrange for car rental
- To book hotel rooms
- To book airline tickets
- To book a package tour
- To book cruise ship tickets
- To book train tickets
- Other services

Accommodation personally used during any overnight vacation trips taken in the past 3 years:

- Campground/RV park
- Resort/lodge
- Hotel
- Cottage (owned/rented)
- Motel
- Stayed with family/friends
- Other accommodation

Number of nights personally away from home on longest vacation trip taken in the past 3 years:

- 1-3 nights
- 8-14 nights
- 4-7 nights
- 15-21 nights
- More than 21 nights

Maximum amount personally spent for self and all other household members on a single vacation trip in the past 3 years:

- Less than \$500
- \$1,001-\$3,000
- \$7,001-\$10,000
- More than \$10,000
- \$500 - \$1,000
- \$3,001-\$7,000

Destination of any overnight vacation trips personally taken in the past 3 years:

CANADA

Newfoundland & Labrador
 Nova Scotia
 New Brunswick
 Prince Edward Island
 Montréal
 Other Québec
 Toronto
 Ottawa
 Other Ontario
 Manitoba
 Saskatchewan
 Calgary
 Edmonton
 Other Alberta
 Vancouver
 Victoria
 Other British Columbia
 Yukon, Northwest Territories, Nunavut

USA

New England
 Boston
 Other Massachusetts
 Other New England (Maine, New Hampshire, Vermont, Connecticut, Rhode Island)

Middle Atlantic

New York City
 Other New York State
 Pennsylvania
 New Jersey

South Atlantic

Washington, DC
 North Carolina
 South Carolina
 Georgia
 Orlando
 Other Florida
 Other South Atlantic (Maryland, Delaware, West Virginia, Virginia)

East/North Central

Detroit
 Other Michigan
 Chicago
 Other Illinois
 Indiana
 Ohio

West/North Central

(North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas, Missouri)

East/South Central

(Kentucky, Tennessee, Mississippi, Alabama)

West/South Central

New Orleans
 Other Louisiana
 Dallas/Forth Worth
 Houston
 Other Texas
 Other West/South Central States (Oklahoma, Arkansas)

Mountain

Arizona
 Colorado
 Nevada, incl. Las Vegas
 Other Mountain States (Montana, Idaho, Wyoming, Utah, New Mexico)

Pacific

San Francisco
 Los Angeles
 Other California
 Oregon
 Washington
 Hawaii
 Alaska

INTERNATIONAL

France
 United Kingdom
 Germany
 Italy
 Spain
 Greece
 Other Western Europe
 Eastern Europe
 Africa
 Middle East
 Japan
 China/Hong Kong
 Other Asia
 Mexico
 Cuba
 Dominican Republic
 Other Caribbean/Bermuda
 Other Central/South America
 Australia/New Zealand
 Other international destinations

Likely to take - 0, 1-2, 3-5, 6+ - overnight personal vacation trips in the next 6 months:

- Within my own province
- To the United States
- To other provinces/territories
- To Mexico/Caribbean
- To Europe/other countries



BUSINESS TRIPS OUT OF TOWN (INCL. DAY TRIPS AND/OR OVERNIGHT)

Personally taken a business trip to another city in the past 12 months

- Yes
- No

Number of business trips out of town personally taken:

- 1
- 2-5
- 6-11
- 12-19
- 20-29
- 30 or more

Modes of transportation personally used during any business trips out of town:

- Private automobile/truck, van
- Rented automobile/truck, van
- Bus
- Train
- Airplane
- Boat/ship

Number of round trips by air personally taken for business trips out of town:

- None
- 1
- 2-5
- 6-11
- 12-19
- 20-29
- 30 or more

Number of nights personally spent in a hotel on a business trip out of town:

- None
- 1-3
- 4-7
- 8-14
- 15-21
- 22+

Travel agent used to book business trips out of town:

- Yes
- No

Personally used Internet travel sites for business trips out of town:

- To book airline tickets
- To book train tickets
- To book hotel rooms
- To arrange for car rental
- Other services

Destination of any business travel (out of town):

CANADA

Newfoundland & Labrador
Nova Scotia
New Brunswick
Prince Edward Island
Montréal
Other Québec
Toronto
Ottawa
Other Ontario
Manitoba
Saskatchewan
Calgary
Edmonton
Other Alberta
Vancouver

Victoria
Other British Columbia
Yukon, Northwest Territories,
Nunavut

USA

Atlanta
Boston
Chicago
Dallas/Forth Worth
Detroit
Houston
Las Vegas
Los Angeles
New Orleans

New York City
Orlando
San Francisco
Washington, DC
Other US cities

INTERNATIONAL

France
United Kingdom
Germany
Italy
Spain
Greece
Other Western Europe
Eastern Europe
Africa

Middle East
Japan
China/Hong Kong
Other Asia
Mexico
Cuba
Dominican Republic
Other Caribbean/Bermuda
Other Central/South America
Australia/New Zealand
Other international destinations

TECHNOLOGY

HOME ENTERTAINMENT ITEMS (E.G. STEREO, TV, VCR)

Household bought home entertainment items in the past 2 years (HH)

- Yes
- No

Amount household spent on home entertainment items bought in the past 2 years (HH):

- \$500 or less
- \$501 to \$1,000
- \$1,001 to \$2,000
- \$2,001 to \$5,000
- More than \$5,000

Home entertainment items in household - currently has, likely to buy in the next 12 months - (HH):

- Compact disc player
- DVD player
- Flat screen TV (Plasma, LCD)
- Home Theatre System
- PVR (Personal video recorder)
- Satellite radio
- Satellite TV dish
- Traditional TV
- Video game system (eg. Wii, Playstation, Nintendo, XBox)
- Other home entertainment items

Where your household purchased home entertainment items in the past 2 years (HH):

CORE STORES

Best Buy (excl.
Québec City, Saskatoon)
Canadian Tire
Costco
Future Shop
Sears
Sony Style
The Bay
The Source by Circuit City
Walmart
Any other local retailer

QUÉBEC

MONTRÉAL
Brault & Martineau
Centre Hi-Fi
Dumoulin
QUÉBEC CITY
Ambeublement Tanguay/
Tanguay Électronique
Clef de Sol
Stéréo Plus

ONTARIO

GUELPH
Powerline
Zehrs
HAMILTON
East Hamilton Radio
TigerDirect.ca
KITCHENER
Gibson Sight & Sound
Steve's TV
Zehrs
LONDON
Lastman's Bad Boy
London Audio
Tepperman's
OTTAWA-GATINEAU
Audiotronics/Dumoulin
Électronique
Bleeker

ST. CATHARINES- NIAGARA (09)

Refer to Core Stores List

TORONTO

2001 Audio Video
Bay Bloor Radio
Zellers

WINDSOR

Leon's
Tepperman's
The Brick

ALBERTA

CALGARY
London Drugs
Soundsaround
Visions Electronics
EDMONTON
London Drugs
The Brick
Visions Electronics

BRITISH COLUMBIA

VANCOUVER
London Drugs
Visions Electronics
VICTORIA
Atlas Audio Video
The Brick

NEW BRUNSWICK

FREDERICTON

Cox Radio & TV
Leon's
Wacky Wheatley's

MONCTON

Sounds Fantastic
Wacky Wheatley's

SAINT JOHN

Cox Radio & TV
Leon's
Wacky Wheatley's

NOVA SCOTIA

HALIFAX

Wacky Wheatley's

MANITOBA

WINNIPEG

Advance Electronics
Dufresne Furniture and
Appliances
Vision Electronics

SASKATCHEWAN

REGINA

Audio Warehouse
Krazy Kiley's
Visions Electronics

SASKATOON

Audio Warehouse
Kiley's Electronics
Visions Electronics



COMPUTER HARDWARE AND SOFTWARE

Household bought for personal home use in the past 2 years (HH)

- Computer hardware
- Computer software

Amount household spent on computer software or hardware combined for personal home use (HH):

- \$500 or less
- \$501 to \$1,000
- \$1,001 to \$2,000
- \$2,001 to \$5,000
- More than \$5,000

Where household bought computer software or hardware for personal home use (HH):

CORE STORES

Best Buy (excl. Québec City, Saskatoon)
 Costco
 Dell
 Future Shop
 MDG Computers
 Staples/Business Depot/Bureau En Gros
 The Source by Circuit City
 Direct from other manufacturers
 Any other retail outlet

NEW BRUNSWICK

FREDERICTON

CompuPro
 Data Storms
 Digital World
 Interactive Computer
 Wacky Wheatley's

MONCTON

ATS Computer
 Denier's
 Geeks Unlimited
 PC Housecalls
 PC Medic
 Unison Digital

SAINT JOHN

Appleby's
 Beats and Bytes
 Cox Radio & TV
 Easy Home
 McLean Micro
 Wacky Wheatley's

NOVA SCOTIA

HALIFAX

Wacky Wheatley's

QUÉBEC

MONTRÉAL

Apple Store
 Compucentre
 Dumoulin
 EB Games
 GameBuzz

QUÉBEC CITY

Ameublement Tanguay/Tanguay
 Électronique
 Clef de Sol
 Info CLICK
 Informatique Mercier
 Micro Logic
 S.T.O. Centre d'ordinateurs

ONTARIO

GUELPH

Carbon Computing
 Computer XS
 Any other chain store (eg. Walmart)

HAMILTON

Canada Computers
 Summit Direct
 TigerDirect.ca

KITCHENER

Carbon Computing
 Computer XS
 Any other chain store

LONDON

Computer Liquidators
 Computers Canada
 Personal Computers
 Superior Computers

OTTAWA-GATINEAU

Network Supply

St. CATHARINES-NIAGARA (09)

Summit Direct

TORONTO

Compucentre
 Factory Direct
 Sony Style

WINDSOR

Liquidation Warehouse
 PC Outfitters

MANITOBA

WINNIPEG

Apple Store
 Computer Boulevard
 CDC
 Computer Avenue
 Computer Trends
 Memory Express

SASKATCHEWAN

REGINA

Krazy Kiley's
 PC Computers
 PC Place
 RCE
 PWC
 Visions

SASKATOON

Computer Trends
 Visions Electronics

ALBERTA

CALGARY

Apple Store
 Computer Trends
 Laptop Depot
 London Drugs
 Memory Express
 Westworld Computers

EDMONTON

BCOM Computers
 Computer Trends Canada
 Laptop Depot
 London Drugs
 Memory Express
 Vision Electronics

BRITISH COLUMBIA

VANCOUVER

London Drugs
 Visions Electronics
 Other online retailer

VICTORIA

Campus Computers
 Discovery Computers
 Priority One
 Sneaker's Computers

COMPUTER EQUIPMENT

Household - currently has, is likely to buy in the next 12 months - (HH)

- Laptop/Notebook computer
- Desktop computer
- Printer/scanner
- Router
- Other

PERSONAL ELECTRONIC DEVICES

Personal electronic devices - currently have, likely to buy/upgrade next 12 months -

- Personal digital assistant (e.g. palm pilot, BlackBerry)
- MP3 Player, iPod

TELEPHONE SERVICES AND EQUIPMENT

LONG DISTANCE CALLS

Amount household spends in an average month on long distance calls (HH):

- \$20 or less
- \$21 - \$50
- \$51 - \$100
- \$101 - \$250
- More than \$250

CELL PHONES

Personally have a - cell phone -

- Yes
- No

Features personally have on your cell phone:

- Camera/video
- E-mail
- Games/Apps
- Ringtones
- MP3s
- Text messaging
- Web browser
- Other

Amount personally spent in an average month on your - cell phone - :

- \$20 or less
- \$21 to \$50
- \$51 to \$100
- \$101 to \$250
- More than \$250

Monthly payment plan personally have for - cell phone - :

- Prepaid
- Monthly fee

Personally intend to acquire a - cell phone - in the next 12 months:

- Yes
- No