

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 -

- 2009
- 2008
- 2007
- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000
- 1999
- 1998 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	Station Wagon/ Sports Utility	Pilot	LS
CL	Epica	Other Dodge Van	Prelude	Mark LT
CSX/EL	Equinox	Other Dodge Pickup	Ridgeline	MKS
MDX	Express	Truck	S2000	MKX
RDX	HHR		Other Honda Car	Zephyr
RL/NSX	Impala	FORD	Other Honda Sports Utility	Other Lincoln
RSX/Integra	Malibu	Aerostar	Other Honda Van	
TL	Monte Carlo	Clubwagon/ Econoline		MAZDA
TSX	Optra	Contour		B Series Pickup
Other Acura	Silverado Pickup	Crown Victoria		Mazda 3/Protégé
	SSR	Edge		Mazda 6/626/ Cronos
AUDI	Suburban/Tahoe	Escape		MPV
A3/A4/A4 Cabriolet/ A4 Avant	Tracker	Escort	HUMMER (Any)	MX-5/Miata
A5/S5	Trailblazer	Escort ZX2		RX8
A6/S6	Traverse	Expedition	HYUNDAI	Tribute
A8/S8	Venture/Uplander	Explorer/Sport Trac	Accent	Other Mazda Car
Allroad	Other Chevrolet Car	F Series Pickup	Azera/Genesis	Other Mazda Pickup Truck
Q5/Q7	Other Chevrolet Sports Utility	Truck	Elantra	Other Mazda Van
R8	Other Chevrolet Van	Five Hundred/ Taurus	Entourage	
S4/RS4	Other Chevrolet Pickup Truck	Flex	Sante Fe	
TT Cabriolet/ Roadster		Focus	Sonata	
Other Audi		Freestar/Windstar	Tiburon	
		Freestyle/Taurus X	Tuscon	
BMW	CHRYSLER	Fusion	Vera Cruz	MERCEDES BENZ
1 series	300/300C	Mustang	XG300/350/Azera	B-Class
3 series	Aspen	Ranger Pickup	Other Hyundai	C-Class Coupe
5 or 7 series	Cirrus	Truck		C-Class Sedan/ Wagon
6 series/M-coupe	Concorde/ Intrepid/300M	Thunderbird		E-Class
Mini-Cooper	Crossfire	Other Ford Car	INFINITI (Any)	GL-Class
X3	Dynasty/Le Baron	Other Ford Wagon/ Sports Utility		Maybach
X5	Neon	Other Ford Van		M-Class
X6	Pacifica	Other Ford Pickup		R-Class
Z4/M-Roadster	PT Cruiser	Truck		S-Class
Other BMW	Sebring			Smart fortwo
	Sebring Convertible	GMC		Other Mercedes Benz
BUICK	Town & Country Van	Acadia	ISUZU (Any)	
Century/Regal/ Allure/Lacrosse	Other Chrysler Car	Canyon/Sonoma Pickup Truck		JAGUAR (Any)
Enclave	Other Chrysler Van	Envoy/XL/XUV		
Le Sabre	Other Chrysler Pickup Truck	Jimmy		JEEP
Lucerne		Safari	Cherokee	Commander
Park Avenue		Savana	Compass	Grand Cherokee
Rainier		Sierra Pickup Truck	Grand Cherokee	Liberty
Rendezvous		Terrain	Patriot	Wrangler/4-door/TJ
Terrazza		Yukon/Yukon Denali/XL	Other Jeep	
Other Buick		Other GMC Sports Utility		KIA
		Other GMC Van	Amanti	
		Other GMC Pickup Truck	Borrego	
CADILLAC			Magentis	
Catera/CTS			Rio/Rio5	
Deville/DHS/DTS			Rondo	
Escalade			Sedona	
Seville/Eldorado/ STS			Sorento	
SRX			Spectra/Spectra 5/ Soul	
XLR			Sportage	
Other Cadillac			Other Kia	
				LEXUS
CHEVROLET				ES300/350
Astro				GS300/350/400/ 430
Avalanche				IS250/350/ISF
Aveo				LS460/600/400h
Blazer				LX570/RX350/400h
Camaro				SC Coupe
Cavalier/Cobalt				Other Lexus
Colorado/S-10 Pickup				
				LINCOLN
				Aviator/Navigator
				Continental/Town Car

AUTOMOTIVE MODELS CONT'D

Other Nissan Pickup Truck	Vibe	Esteem/Aerio	Other Toyota Car	XC60
OLDSMOBILE	Wave G3	Sidekick/Samurai/X90	Other Toyota Van	Any Volvo Station Wagon
Alero	Other Pontiac Car	Swift/Forsa/Swift+ SX4	Other Toyota Pickup Truck	Other Volvo Car
Aurora	PORSCHE (Any)	Verona	VOLKSWAGON	
Bravada		Vitara/Grand Vitara/XL7	Golf/City Golf	
Intrigue	SAAB (Any)	Other Suzuki	City Jetta	
Silhouette			EOS	
Other Oldsmobile Car	SATURN	TOYOTA	Golf/Rabbit	
Other Oldsmobile Van	ION/Astra	4 Runner/SR series	Jetta	
PLYMOUTH	LS/LW/Aura	Avalon	New Beetle/New Beetle Convertible	
Neon	Relay	Camry/Solara	Passat/Passat CC	
Voyager/Grand Voyager	SC	Celica/Paseo	Rabbit	
Other Plymouth	Sky	Corolla	Routan	
PONTIAC	SL/SW	Echo	Tiguan	
Aztek	VUE/Outlook	FJ Cruiser/Highlander/Venza	Touareg	
Bonneville	Other Saturn	Matrix	Other Volkswagon Car	
Firebird	SUBARU	Prius	Other Volkswagon Van	
G8	B9 Tribeca	RAV 4	VOLVO	
Grand AM/G6	Forester	Sequoia	200 Series/700 Series	
Grand Prix	Impreza	Sienna	C30/S40/V40/V50	
Solstice	Legacy	Tacoma/T100 (Pickup)	Cross Country/XC70/XC90	
Sunfire/Pursuit/G5	Outback	Tercel	C70	
Torrent	Other Subaru Car	Tundra	S70/V70	
TransSport/TransSport	Other Subaru Station Wagon/ Sports Utility	Yaris Hatchback	S80/S60	
Montana/SV6	SUZUKI	Yaris Sedan		
	Equator	Other Toyota Hybrid		

AUTOMOTIVE SERVICES

Household currently has a roadside assistance program (HH)

- Yes
- No

Automotive services personally had done in past 12 months:

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

Automotive services personally had done by:

CORE STORES

Canadian Tire
Midas (excl. Québec City)
Speedy Muffler, Brake and Wheel (excl. Québec City)
Wal-Mart
Auto/Car Dealerships
Local Service/Gas Stations
Self/other family member
Other

NEW BRUNSWICK

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

MONCTON

Coast Tire
Major Discount Auto
Mr. Lube
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 CentrePneus

QUÉBEC CITY

Antirouille Métropolitain
Auto Pro
Centre Goodyear
Costco
Monsieur Muffler

ONTARIO

GUELPH

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

HAMILTON

Active Green & Ross
Central Repair Shops
Any oil & lube station
Any windshield service stores

KINGSTON

Edward's Ford
Gateway Toyota
Kingston Dodge
Kingston Nissan
Taylor Auto Mall



AUTOMOTIVE SERVICES CONT'D

KITCHENER

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

LONDON

Central Tire
Hanford Firestone
Mr. Lube
Mr. Transmission
Q Lube

OTTAWA-GATINEAU

Commercial Tire
Frisby Tire
Goodyear Auto Service/
Centre Goodyear
Mr. Lube
Mr. Muffler/Monsieur
Muffler

ST. CATHARINES-NIAGARA

Jiffy Lube/Q Lube

TORONTO

Firestone/Bridgestone
Goodyear
Mr. Lube
Mr. Transmission

WINDSOR

Fast Lane
Jerome Taylor
Mr. Lube
Rose City Ford
Windsor Chrysler

MANITOBA

WINNIPEG

Refer to Core Stores List

SASKATCHEWAN

REGINA

Auto Electric
Lubexx
Minute Muffler & Brake
Mr. Lube
Regina Muffler & Brake

SASKATOON

OK Tire Auto Parts

ALBERTA

CALGARY

Blaskin & Lane Tire Centre
Fountain Tire/Goodyear
KAL Tire
Mr. Lube
OK Tire Stores

EDMONTON

Fountain Tire
KAL Tire
Lubex
Mr. Lube
Tirecraft Auto Centre

BRITISH COLUMBIA

VANCOUVER

Budget Brake & Muffler
Fountain Tire/Goodyear
KAL Tire
Minit-Tune & Brake
Mr. Lube

VICTORIA

Firestone Tire
Fountain 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)
Speedy Muffler, Brake and
Wheel (excl. Québec
City)
Wal-Mart
Auto/Car Dealerships
Local Service/Gas Station
Other

NEW BRUNSWICK

FREDERICTON

Auto Machinery
Carquest Auto Parts
Greens Auto Parts
Jardine Auctioneers
NAPA Auto Parts

MONCTON

Action Truck Parts
Carquest Auto Parts
Marshland Auto
Midway Auto Parts
NAPA Auto Parts

SAINT JOHN

APM
Carquest Auto Parts
NAPA Auto Parts
Robert Buzzell
Shur-Fit

NOVA SCOTIA

HALIFAX

NAPA Auto Parts

QUÉBEC

MONTRÉAL

Antirouille Métropolitain
Inc.
Costco
Mr. Muffler/Monsieur
Muffler
NAPA Autopro/NAPA
pièces d'auto

QUÉBEC CITY

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

ONTARIO

GUELPH

Auto Wreckers
Guelph Auto Parts
PartSource
UAP/NAPA Auto Parts

HAMILTON

Parkdale Auto Parts &
Supplies
PartSource
Princess Auto
UAP/NAPA Auto Parts

KINGSTON

Mr. Transmission
Princess Auto
Town and Country Auto

KITCHENER

Auto Wreckers
PartSource
Princess Auto
UAP/NAPA Auto Parts

LONDON

Carquest Auto Parts
NAPA Auto Parts
PartSource
Princess Auto
TSC Stores

OTTAWA-GATINEAU

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

ST. CATHARINES-

NIAGARA

Niagara Battery & Tire

TORONTO

Costco
GM Goodwrench
Mr. Transmission
NAPA Auto Parts

WINDSOR

Carquest Auto Parts
Costco
NAPA Auto Parts
PartSource
Princess Auto

MANITOBA

WINNIPEG

PartSource
Princess Auto

AUTOMOTIVE SUPPLIES AND PRODUCTS CONT'D

SASKATCHEWAN

REGINA

Auto Electric
Fountain Tire
NAPA Auto Parts
Parts Mart
Princess Auto

SASKATOON

NAPA Auto Parts
PartSource
Sutherland Automotive

ALBERTA

CALGARY

Auto Value
Blaskin & Lane Tire Centre
Glenmore Auto Parts
PartSource
UAP/NAPA Auto Centres

EDMONTON

Auto Parts Plus
Bumper to Bumper
PartSource
Tire Warehouse
UAP/NAPA Auto Parts

BRITISH COLUMBIA

VANCOUVER

Costco
Lordco
Princess Auto
Real Canadian Superstore
UAP/NAPA Auto Parts

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
Firestone Tire &
Automotive Centre
(excl. Winnipeg)
Goodyear
Midas (excl. Montréal)
Wal-Mart
Auto/Car Dealerships
Local Service/Gas Station
Other

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

Costco
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

Costco/Sam's Club
Dettmer Tire
Marsh Tire
Ted's Tire Discounter

HAMILTON

Active Green & Ross
Beverly Tire
Costco
Any used tire shops

KINGSTON

Attersley Tire
Benson Tire
DPD Auto Centre
KAL Tire
Township Tire

KITCHENER

Costco/Sam's Club
Dettmer Tire
Tire Team Centres
Tireco

LONDON

Don Ashman's Central Tire
Hanford Firestone
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

Niagara Battery & Tire

TORONTO

Active Green & Ross
Bargain Tire
Costco
Part Source
Superior Tire Co.

WINDSOR

Belle Tire
Costco
PartSource
Pep Boys
Serbu Tires

MANITOBA

WINNIPEG

Refer to Core Stores List

SASKATCHEWAN

REGINA

Accent Tire
Belmont Tire
Fountain Tire
KAL Tire
Lepages Tire

SASKATOON

KAL Tire
OK Tire Stores

ALBERTA

CALGARY

Blaskin & Lane Tire Centre
KAL Tire
OK Tire
Tirecraft

EDMONTON

Costco
KAL Tire
Tire Warehouse
Tirecraft Auto Centre
Trail Tire

BRITISH COLUMBIA

VANCOUVER

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

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
- Personal line of credit
- Telephone banking plan
- Internet banking

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

- At a teller
- Internet banking
- Telephone banking machine
- At an automated teller
- None of the above

Banking and financial 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
- Mortgage on a house or other property
- Line of credit
- Reverse mortgage
- Other loans
- Automobile insurance
- Home insurance
- 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)
- RRSP
- RRIF

Type of security personally have:

- outside an RRSP, inside an RRSP -

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

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

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

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

- Yes
- No