

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