

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