

The product and service information in the PMB 2008 Study Guide is divided into 18 categories, cross-referenced to the relevant pages of the 2007 Product Profile questionnaire (please refer to the questionnaire to check the actual wording).

Most product data are in the PMB 2008 **2-year** database, from a sample of approximately 25,000 respondents interviewed in 2006 (12,500) and 2007 (12,500). However, some products were included in only the 2007 fieldwork, with data available in only the PMB 2008 **1-year** database (highlighted as ¹).

All the product data may be cross-tabulated with readership and other media data – evidence of the high value of the PMB study as a single-source database.

The Study Guide also lists the demographics and psychographics, retail stores (Appendix A), and television viewing (Appendix B).

The PMB personal interview collects information on magazine readership (see next page) and exposure to other media. Product data are collected from a leave-behind questionnaire completed after the personal interview.

Members may arrange computer access to the data. In addition, PMB provides web access at www.pmb.ca for standard demographic data on all product categories.

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PMB 2008 Publications

English

24 Hours Toronto	Gardening Life	Show (formerly BellTV Magazine)
Alive ¹	GardenWise	Sports Illustrated
British Columbia Magazine	Glow	Starweek
CAA Magazine	Golf Canada	Style at Home
Canadian Business	Good Times	Teen Tribute
Canadian Family	Harrowsmith Country Life	The Beaver ¹
Canadian Gardening	Homemaker's Magazine	The Globe & Mail
Canadian Geographic	Hour	The Hockey News Magazine
Canadian Health & Lifestyle	Inside Entertainment	The Toronto Sun
Canadian Home and Country	Maclean's	TIME
Canadian Home Workshop	Metro Toronto ¹	Today's Parent
Canadian House & Home	Metro Vancouver ¹	Toronto Life
Canadian Living	MIRROR	Toronto Star
CARP/50 Plus	MoneySense	Tribute
Chatelaine	Movie Entertainment	TV Week Magazine
City Parent	National Post	Vancouver Magazine
Cottage Life	NOW	vervegirl
Elle Canada	Ontario Golf	Western Living
enRoute	Ontario OUT OF DOORS	Westworld
EYE WEEKLY	Ottawa Magazine	what's cooking
Famous	Outdoor Canada	What's Up Kids Family
FASHION	People	Magazine
Financial Post Business	Professionally Speaking	Wish ¹
Flare	Profit	
Food & Drink	Reader's Digest	
Forever Young	Report on Business Magazine	

French

24 Heures Montréal ¹	Femme d'aujourd'hui	Primeurs
7 Jours	Filles clin d'œil	Québec Science
Adorable	Fleurs Plantes et Jardins	qu'est-ce qui mijote
Affaires Plus	ICI	Rénovation Bricolage
Bel Âge Magazine	La Semaine	Ricardo
Châtelaine	L'actualité	Sélection du Reader's Digest
Clin d'œil	Le Devoir	Sentier Chasse-Pêche
Commerce	Le Journal de Montréal	Star Inc.
Cool!	Le Journal de Québec ¹	Star Système
Côté Jardins	Le Lundi	Styles de Vie
Coup de Pouce	Le Magazine Enfants Québec	Summum
Décoration Chez-Soi	Le Magazine Jobboom	Touring
Décormag	Les Affaires	Tout Simplement Clodine ¹
Dernière Heure	Les Idées de ma Maison	TV 7 Jours/TV Hebdo
Échos-Vedettes	Madame	VOIR
Elle Québec	Magazine	
En Primeur	Métro Montréal ¹	
Extra (formerly BellTV Magazine)	Moi & Cie ¹	
Famous Québec	PME	

Section 1: Media Activity

2007 Product Questionnaire (81-1 to 81-4); PMB Personal Questionnaire



Magazine Readership

publications read
issues read
how copy came into hands
where read
reading occasions
degree of interest
time spent reading

Magazine Purchasing (at newsstand)

bought

Magazine Subscription

in household
as gift

Campus/Student Newspapers

frequency of reading

Community Newspapers

read in past week/past month
read per month
time spent reading

Daily Newspapers

read/looked into
weekdays read/looked into
sections usually read:
automotive, classified, comics, editorial
pages, entertainment/movies/TV/radio,
fashion/lifestyle, food, general news,
real estate/homes, finance/business,
sports, travel
amount usually read
weekend reading
read/looked into
editions past 4 weekends

Direct mail

frequency of reading
brochures
catalogues
coupon booklets
envelopes
flyers (Polybag/Polysac,
newspapers/magazines, other)

Internet/www (see also Section 11)

accessed, past month
time spent, past week

Internet Purchasing

bought, past 12 months
time spent, past week

types: books, clothing, footwear, cosmetics,
groceries, home electronics, movies,
music, PC/software, investments,
toys/games, travel(accommodation,
car rental, cruises, flights, packages),
video games
amount spent

Internet Service Provider

usage, brands

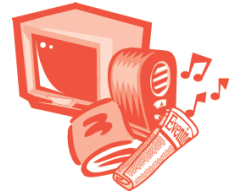
Internet Websites

personally visited, past month
types: adult education, auction, automotive,
banking, career/job search, email¹,
entertainment (books, games, movies,
music), gambling, health¹, investments,
online, dating, maps, real estate, search
engines, telephone directories, travel,
weather, magazines, newspapers,
radio, TV

(continued)

Section 1: Media Activity

2007 Product Questionnaire (81-1 to 81-4)



In-town travel

distance travelled past week/month

Materials delivered by Publi-Sac

read/looked into contents

Public Transit

single trips past week/month:
subway/RT/Sky Train, GO Train/
Trains de Banlieu, Bus/Streetcar

Shopping Malls

times visited past week/month

Telephone Yellow Pages

frequency of usage
last time used

Radio

weekdays listened
time spent listening

Format types: album rock/classic rock, news, sports, big band/music of your life, classical/fine arts, dance, modern rock/alternative rock, multicultural, new country, news/talk/information/sports, oldies (50's, 60's, 70's), soft music/adult contemporary, rap/hiphop, retro (80's), top 40/current hits, traditional country

Program types: (*most often, sometimes*)
humour, newscasts, phone-in shows, sports-news, talk/information, traffic, weather

Sports (# times per month: basketball, baseball, football, hockey)

Television

weekdays viewed
time spent viewing

Specialty channels (*Appendix B*)
time spent viewing

Programs (*Appendix B*)

daily strip, news/current affairs, news

magazine, primetime, sports, events

Program types:

business news
children's/cartoons
documentaries/biographies
family dramas
fashion/beauty
game shows
infomercials/paid programming
instructional shows (*gardening/home/cooking*)
movies
music video
nature shows
news/current affairs
reality tv
religion
science fiction/fantasy dramas
situation comedies
soap/serial dramas
sports
stand-up comedy
suspense/crime dramas
symphony/opera/ballet
talk shows
variety/specials

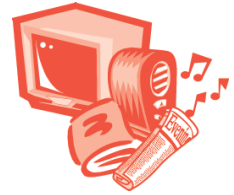
Sports

times watched per month
auto racing (NASCAR, Formula 1, Champ Car¹)
bowling
boxing
CFL Football
regular season, playoffs
curling
extreme sports
figure skating
golf

(continued)

Section 1: Media Activity

2007 Product Questionnaire (81-1 to 81-4)



horse racing
lacrosse
Major League Baseball
regular season, playoffs
NBA Basketball
regular season, playoffs
NFL Football
regular season, playoffs
NHL Hockey
regular season, playoffs
poker¹
professional wrestling
skiing/ski-jumping/snowboarding
soccer
tennis
volleyball

TV reception

channels
cable
satellite service
antenna
digital
high speed phone
service provider: **brands**

TV remote controller usage

frequency of using during commercials
to mute sound
to switch channels

Section 2: Personal Care

2007 Product Questionnaire (82-1 to 82-9)



Feminine hygiene

Cleansing & care

times used

kinds: douches, external feminine itch relief¹, feminine bath & shower gel¹, feminine cleansing cloths¹, feminine deodorant spray¹, feminine powder¹, feminine wash¹

brands¹

In-home pregnancy test

used past 12 months

Menopause remedies

times used

types: patches, pills

kinds: natural/herbal products

Pantiliners

times used

types: regular, long, thong

kinds: black, white

brands

Pre-menstrual or period pain remedies

times used

used for: backaches, bloating, breast tenderness, cramps, food cravings, headaches, mood swing/irritability

brands

Sanitary napkins

times used

types: thick, ultra thin

kinds: wings, non-wings

brands

Tampons

times used

applicator: plastic, cardboard/flushable, no applicator

brands

Yeast infection products

times used

brands

Hair Care

Hair colouring products

times used

types: highlighting, permanent, semi-permanent, temporary

forms: liquid/lotion, mousse, gel/creme

brands

Hair conditioners

times used

kinds: clarifying, colour retention, curl, colour specific¹, cream¹, hairdressing, hot oil, intensive treatment, leave-in, moisturizing, regular/instant, smoothing, strengthening¹, thickening¹, volumizing

brands

Hair salon

times used

services: hair cut, colouring, styling
\$ spent last visit

Hair sprays

times used

types: aerosol, manual pump

brands

Hair styling gels

times used

kinds: anti-frizz, creams, mud, pomades, regular, shine, straightening, waxes

brands

Hair styling mousse

times used

brands

Shampoo

times used

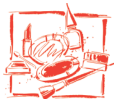
kinds: baby, children's, clarifying, combination shampoo/conditioner, colour retention, colour specific¹, curly hair, dry hair, medicated/anti-dandruff, moisturizing, regular, smoothing, strengthening¹, thickening¹, volumizing

brands

(continued)

Section 2: Personal Care

2007 Product Questionnaire (82-1 to 82-9)



Small appliances

use: blow dryer, curling iron (*electric, butane*), electric curlers

Hair Removal

Hair removal

times used

types: bladeless kits¹, cream/lotion, wax (at home, at salon), electrolysis, laser

Razors/shavers

times used

kinds: electric shaver, disposable razor, permanent razor with replaceable blades

brands

Shaving creams or gels

times used

types: cream/foam, gel, soap

Men's Aftershave Lotion

times used

types: splash, lotion, gel

Oral Hygiene

Breath fresheners

times used

types: breath spray¹, gum, mints, mini mints, instant dissolve strip

brands

Dentures

types: full, partial. both full & partial

Denture adhesive

times used

brands

Denture cleansers

times used

types: powder, paste, effervescent tablets

brands

Dental floss

times used

types: flavoured, unflavoured

kinds: waxed, unwaxed, dental tape, flossers

Mouthwash/Dental rinse

times used

types: mouthwash, dental rinse, fluoride dental rinse, pre-brushing rinse

kinds: alcohol based, non-alcohol based

brands

Toothbrushes

bought/received

types: manual, rechargeable, battery

received from: dentist, store

brands

Toothpaste

times used

types: paste, gel

kinds: acid erosion protection¹, anti-gingivitis¹, 2 in one, all in one, all in one & whitening, baking soda, breath freshening, regular, sensitive, tartar control, whitening

forms: pump, stand up tube, regular

brands

Tooth whitening systems

times used

brands

Perfume and Cologne

times used

types: after bath splash, body spray, cologne, eau de toilette, perfume

\$ spent for self

\$spent for gifts (men, women)

Personal Care

Body wash

times used

types: antibacterial, deodorant, exfoliating, firming, moisturizing, regular, sensitive skin, unscented

brands

Cotton swabs

times used

brands

(continued)

Section 2: Personal Care

2007 Product Questionnaire (82-1 to 82-9)



Deodorant/Antiperspirants

times used

types: scented, unscented

kinds: anti perspirant/deodorant,
deodorant only

forms: aerosol, body sprays, clear gel, clear
stick, invisible white stick, roll-on,
soft solid, stick

brands

Hand, body cream/lotion

times used

types: aloe, anti age/wrinkle, nighttime,
regular, skin firming, with AHA,
with sunscreen, with vitamins,
shave minimizing

kinds: extra strength, scented, unscented
sensitive skin,

forms: cream, lotion

used for: hands, face, feet, rest of body

skin condition: dry, extra dry, normal, oily,
sensitive

brands

Lip balm

times used

Personal care soaps

times used

types: antibacterial, baby, complexion/
moisturizer, deodorant, exfoliating,
regular, sensitive skin

kinds: scented, unscented

forms: bar, liquid

brands

Section 3: Health Care & Remedies

2007 Product Questionnaire (82-9 to 82-15)



Cosmetic facial treatments

types: chemical peel, cosmetic dental surgery, dermabrasion, injectable (Botox, Collagen, Restylane¹, Juvederm¹), laser resurfacing, non-surgical face lift¹

Eyewear

Contact lens cleaning solutions

times used

Eyewear

types: prescription eyeglasses, bi-focals, contact lenses, disposable contact lenses, prescription sunglasses, non-prescription sunglasses

\$ spent on last pair

where bought (*Appendix A*)

Health Care Products

Adhesive bandages

times used

types: clear, fabric, fast acting, foam, liquid, medicated, plastic, polysporin, silver, spray, waterproof

brands

Eye drops

times used

types: non-prescription, prescription

brands

First aid creams/ointments

times used

types: cream, ointment

brands

Medical Conditions/Prescription Remedies

kinds: anti-arthritics, anti-asthmatics, anti-cholesterol, anti-depressants, anti-hypertensives, prescription painkillers

conditions: arthritis, asthma, chronic excessive sweating, depression, diabetes, erectile difficulties, heart attack¹, high blood pressure, high cholesterol, incontinence, overactive bladder, stroke¹, ulcer

brands

Pain relievers

Arthritis/rheumatism

times used

brands

Back Pain

times used

brands

Headaches

times used

types: caplets, capsules, creams, gelpcaps, liqigels, tablets

kinds: with codeine, without codeine

brands

Muscle, body pain

times used

brands

(continued)

Section 3: Health Care & Remedies

2007 Product Questionnaire (82-9 to 82-15)



Vitamins, Minerals, Herbal Supplements

taken per day

Vitamins & Minerals:

vitamin: A or D, B, C, E, folic acid, calcium, calcium magnesium, coenzyme Q10, glucosamine or chondroitin sulfate, iron

Multi Vitamins

taken: daily, every other day, once a week, less often

brands

Herbal supplements:

chamomile, don quai, echinacea, evening primrose oil, flax seed oil, garlic, ginkgo biloba, ginseng, kava kava, lecithin/omega (essential), omega 3/fish oil¹, plant sterols¹, saw palmetto, St. John's Wort

Personal Products

Condoms, contraceptives

types: condoms (*regular¹, textured¹, thin/sensitive¹, flavours,/colours¹, non-latex¹*), spermicidal foams/creams/jellies, birth control pills

brands

Diet control/weight management

reasons: blood sugar level, cholesterol level, lactose intolerance, maintain weight, physical fitness, regularity, salt restriction, weight gain¹, weight loss

treatments: diet pills, exercise, lactose intolerance medication, meal replacements, monitor diet, nutritionist, weight control centre

method/brands

Health care visits

types: acupuncturist, aromatherapy, chiropractor, cosmetic surgeon, GP/ family physician, homeopathy, massage therapy, naturopathy, osteopath, physiotherapist

Home health care products

hearing aid, prosthetic device, supports and braces, walker, wheelchair

Incontinence products

brands

Insect repellents

containers

Smoking Cessation Products

personally used

Sunburn/After sun products

times used

types: cream, gel, spray

Suntan, sunscreen products

times used

types: SPF 1-14, 15, 16-35, 35+

kinds: suntan oil, sunscreen, self tanner

brands

Remedies

Allergy and sinus remedies

times used

kinds: caplets, capsules, gelcaps, instant dissolve strips¹, liquid, nose strips, tablets

used for: allergy (skin, food, other)¹ sinus

brands

(continued)

Section 3: Health Care & Remedies

2007 Product Questionnaire (82-9 to 82-15)



Anti-nauseant/motion sickness remedies

times used

types: chewable tablet, liquid, long acting caplet, natural/herbal products¹, natural source ginger¹, soft gels¹, suppositories¹, swallowable tablet

used for: flu nausea, general nausea, motion/travel sickness

brands

Cold remedies

times used

kinds: caplets, capsules, gelcaps, instant dissolve strips¹, liquid, powders, rubs, tablets

brands

Cough drops

times used

used for: allergy, cough, sore throat, stuffy nose

brands

Cough syrup

times used

brands

Diarrhea remedies

times used

types: liquid, pill

Hemorrhoid remedies

times used

brands

Laxatives

times used

Medicated throat remedies

times used

kinds: lozenges, spray

Non-prescription products for preventing heart attack/stroke

how often used

brands

Topical pain relievers

times used

forms¹: rubs, microwave/freezer compress, patch, wraps/sleeve

kinds¹: hot, cold, combination

types¹: natural sourced remedy¹, no odour,

strengths - regular - ultra/extra

brands

Sleeping tablets

times used

Upset stomach remedies

times used

types: chewable tablet, effervescent, liquid, pill/caplet, softgel capsules, soft chews¹

used for: acid indigestion, acid reflux, calcium supplement, gas/bloating, heartburn, upset stomach

brands

Section 4: Automotive

2007 Product Questionnaire (83-1 to 83-5)



Cars, Vans, Trucks

vehicles in household

Most recently acquired , 2nd most recent:

owned/leased, new/used, type, length of lease, model year, when purchased/leased, how financed, amount spent, purchase influence, principal driver, responsibility for maintenance, serviced by, warranty

brands

work done, past year

alignment (*done by*)

brakes (*done by*)

lube/oil/filter (*done by*)

maintenance

body work, brake lining/pad replacement, clutch replacement, major engine repair, minor engine repair, paint job, tune-up, windshield replacement

muffler/exhaust (*repaired by*)

shock absorbers (*replaced by*)

tires (*replaced by*)

upgrades/accessories added

alloy wheels, audio, body lowering kits, engine performance enhancer, hood protector/front bra, rear trunk spoilers, remote starter, running boards, roof rack, splash guards/mudflaps, satellite radio¹, navigation system¹

Auto insurance

any auto insurance; new/different

acquired through: agent/broker, bank, insurance company, professional/alumni association, place of employment

Automotive supplies

where bought (*Appendix A*)

Car Batteries

Car Washes

types: soft cloth, brush, self serve (coin operated), self, touchless

brands

Driver's licence (own)

Gasoline (# litres bought)

types: diesel, ethanol blends, propane, unleaded

kinds: full service, self service (regular/pay-at-pump)

grades: mid-grade, premium, regular, super premium/ultra

brands

Mileage/Kms driven

Motorcycles

have license

owned

bought new/used

when bought

type of engine

brands

Motor oil (# litres bought)

brands

Roadside Assistance Programs

covered by: brands

Tires (# purchased)

kinds: light truck/SUV, performance passenger, standard passenger, winter/snow

brands

Section 5: Travel

2007 Product Questionnaire (83-6 to 83-9)



Airlines

round trips

brands: airlines used

class: first, business/executive, economy

fare: full fare, charter, standby, discount

Attractions

Ontario

African Lion Safari, Art Gallery of Ontario
Canada's Wonderland, CN Tower, Cullen
Gardens, Eaton Centre, Harbourfront,
Marineland, Medieval Times, Metro Zoo,
Ontario Place, Ontario Science Centre,
Playdium, Royal Ontario Museum,
Shaw Festival, Stratford Festival,
Wild Water Kingdom

Quebec

Biodôme, Botanical Gardens, Granby Zoo,
La Ronde, Mont Tremblant, Musée de la
Civilisation (Quebec), Museum of Civilization
(Gatineau), Museum of Fine Arts (Montréal),
Old Port Montreal, Old Quebec City,
Parc Safari, Village des Sports Park

Western Canada

Butchart Gardens (Victoria), Olympic Park,
Eaton Centre Metrotown/Metropolis
(B.C.), Grouse Mountain, (BC), Museum of
Man & Nature (Winnipeg), Stanley Park
(Vancouver), Vancouver Aquarium, West
Edmonton Mall, Whistler

USA

Disneyland, Walt Disney World

Business travel

trips

Primary means of travel; # times:
air, car, train

Length of stay:

same day, overnight

Destination; # trips (*past year*)

Canada

Vancouver, Calgary, Edmonton, Regina/
Saskatoon, Winnipeg, Toronto, Ottawa,
Montreal, Quebec, Halifax, other destinations
in home province, elsewhere in Canada

USA:

New York, Boston, Chicago, Detroit,
Las Vegas, Los Angeles, San Francisco,
Washington DC, Dallas/Houston,
elsewhere in USA

Other foreign

United Kingdom, elsewhere in Europe,
Mexico/Central/South America,
MiddleEast/Africa, Asia,
Australia/New Zealand

Car Rental

times: personal, business

reason for renting: required larger vehicle,
do not own vehicle, to avoid kms on
leased vehicle, vacation

method: reservation made in advance,
upon arrival at destination

brands

Cruise ships

length of trip

Section 5: Travel

2007 Product Questionnaire (83-6 to 83-9)



Events

Ontario

CNE, Caribana, Gay Pride, International Jazz Festival, Grand Prix, Oktoberfest, Royal Agricultural Winter Fair, Toronto International Film Festival, Winterlude

Quebec

Carnaval d'Hiver de Québec, Divers cité/ Fierté Gaie Montréal, Expo Québec, Festival de Mongolfières, Festival d'Été de Québec, Festival International de Jazz, Festival International de Lanaudière, Festival Juste Pour Rire/Just for Laughs, Feux de Loto Québec, Grand Prix de Montréal, Le Mondial SAQ, Les Francololies, Montréal, Fêtes de la Nouvelle-France, Montreal World Film Festival

Western Canada

Calgary Stampede and Exhibition, Canadian International Dragon Boats Festival, International Jazz Festival, Capital Ex¹, Manitoba Air Show, Molson Indy, PNE

Hotels; Motels

nights: business, vacation/personal
type of accommodation
economy, luxury, resort

Personal /Vacation travel (within Canada)

trips
Destination
Newfoundland, Nova Scotia, New Brunswick, Prince Edward Island, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, NWT/Yukon/Nunavut
means of travel (# trips)
air, bus, car, RV/camper, train
length of trips

type of accommodation

hotel, motel, B&B, resort/lodge, camping/trailer park, home (friends or relatives), private cottage, commercial cottage, timeshare

last trip

children on trip

\$ spent

Activities on trips

attend conference, attend cultural events, attend sporting events, go shopping, go to a beach, golf, hunting/fishing, hiking/adventure tours, sightseeing, skiing/snowboarding, snowmobiling, sports activities, take in night life, visit national or provincial park, visit friend/relatives, visit museum/art gallery, visit theme park/zoo

Used travel agent for:

car rental, entire trip, flight reservations, hotel reservations, local sightseeing, vacation packages

Personal/Vacation Travel (outside of Canada)

trips

Destination:

USA

Northeast US, Florida, Southeast US, Other Southern States, Arizona, California, Nevada, Other Western States, Hawaii, Other USA

Other foreign

Bermuda, Bahamas, Cuba, Dominican Republic, Other Caribbean, Mexico, Central America, South America, Britain/Ireland, France, Germany, Italy, Other Europe, Middle East, South Africa, Other Africa, Japan, Hong Kong, Other Asia, Australia/New Zealand

(continued)

Section 5: Travel

2007 Product Questionnaire (83-6 to 83-9)



Means of travel (# trips)

air, boat/cruise, bus/train, car, RV/camper

length of trips

type of accommodation

hotel, motel, bed & breakfast, resort/lodge
camping/trailer park, home (friends or relatives), cottage, timeshare

Activities on trip

attend conference, attend cultural events,
attend sporting events, go shopping, go
to a beach, golf, hiking/adventure tours,
sightseeing, skiing/snowboarding, sports
activities, take in night life, visit national
or state park, visit friends/relatives, visit
museum/art gallery, visit theme park/zoo

Used travel agent for:

car rental, entire trip, flight reservations,
hotel reservations, local sightseeing,
vacation packages

Last trip

\$ spent

children

medical insurance

Sports/Entertainment Venues

Ontario

Air Canada Centre, Corel Centre,
Rogers Centre (Skydome)

Quebec

Bell Centre, Olympic Stadium, Pepsi
Coliseum (Québec), Place des Arts¹

Western Canada

BC Place, Coliseum (Edmonton),
General Motors Place, Pengrowth
Saddledome

Eastern Canada

Metro Centre (Halifax)

Shows and Exhibitions

types:

auto, boat, book, bridal, computer, cottage,
crafts, food, franchise, garden, golf, health
& wellness, home, motorcycle, outdoor, pet,
psychic, RV, savings/investments,
ski/snowboard, sportsmen's, tourism
and travel, wine and cheese, woodworking

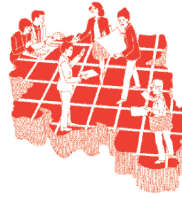
Travellers Cheques

\$ spent

types: American Express (regular cheques,
cheques for two), MasterCard/
Thomas Cook, Visa

Section 6: Business

2007 Product Questionnaire (84-1 to 84-2)



Company or employer

Work location: head office, branch/division/
subsidiary

Type of company:

charitable organization
educational institution
government (Federal, Provincial, Municipal)
non-profit organization
professional practice
public or private company

Type of business:

accounting
advertising/media
agriculture/fishing/food/beverage
banking/finance
communication
construction
education
engineering/research/development
health/welfare
importing/exporting
information systems
insurance
law
management consulting
manufacturing
market research
mining/forestry
oil/gas
public utilities
real estate
retail trade
transportation
wholesale trade

Total gross revenue (Canadian operation)

Decisions about business purchasing/leasing

\$ spent with respondent involvement
type of purchasing/leasing decisions
(consult, recommend, authorize)
business facilities
computers
equipment/distribution
finance/investment
maintenance/building
office equipment
property/real estate
services
telecommunications
vehicles

Home office or business

types: separate business
extension of regular job

Section 7: Financial

2007 Product Questionnaire (85-1 to 85-4)



Banking and Financial Services

Main banking/others sometimes

brands: institutions

Services

- ATM/banking machine card
- children's package
- debit card for purchase
- electronic banking package
- flat fee package
- pre-authorized bill payment
- private banking
- seniors package
- small office/home office package
- student package

Telephone/Internet banking

personally used

used for: account queries, credit card application, insurance information, interest rate information, investment information, loan (application, information), mortgage (application, information), paying bills, purchasing insurance, purchasing investments, RSP contributions, transferring funds

brands: institutions

Loan/line of credit

types: home equity (line of credit, loan), personal line of credit, personal loan (auto, other), overdraft protection, student line of credit, student loan (government, bank), home improvement plan, investment loan, RRSP loan, small business loan

brands: institutions

Mortgages

types: principal residence, other real estate, reverse

brands: institutions

Credit cards

currently owned
amount spent
usually pay: minimum amount, partial payment, full amount, none

brands: card name, card issued by, monthly amount

Donations

Canadian charities

\$ amount

types: alumni, cultural, educational, environmental, hospital foundations, political, religious

organizations: Alzheimer Society, Arthritis Society, Big Brothers/Sisters, Cancer Society, Children's Wish, Diabetes Association, Easter Seals, Heart & Stroke, Kidney Foundation, Osteoporosis Society, Salvation Army, Sharelife, United Jewish Appeal, United Way

International relief/development

\$ amount

(continued)

Section 7: Financial

2007 Product Questionnaire (85-1 to 85-4)



Income tax returns

filed past 12 months

method of filing: mailed return, e-file, netfile,
tefile

types: discounted return, regular

brands: who prepared return

Insurance

Life insurance

types: critical illness, long term care,
term, universal, whole life

kinds: group life, personal life

\$ value of personal life insurance

acquired through: agent/broker, bank/trust
company, credit card offer,
financial planner, insurance
company, Internet, place of
employment, professional/
alumni association, full
service/discount broker

brands: companies

Homeowners/personal property insurance

types: home, condo, personal property/
contents, vacation property

acquired through: agent/broker, bank/trust
company, insurance
company, professional/
alumni association,
place of employment

Private health insurance

kinds: dental insurance, disability

Mutual Funds

method: in person, by phone, Internet

types: within RRSP, outside RRSP

types: Balanced/Asset Allocation,
Canadian bond, Canadian equity,
Dividend, Energy, Environmental,
Guaranteed investment, Income,
Index, International bond,
International equity, Money
market, Mortgage, Precious
metals, Segregated funds, Science
& technology, Socially responsible,
Specialty equity, T-bill

brands: institutions

Non-RRSP Investments

institutions used:

bank, Caisse Populaire, credit
union, direct mutual fund company,
discount broker, finance company,
financial planner, full service broker,
life insurance company,
trust company

kinds: Canada Savings Bonds, collectibles,
common/preferred stock, company
pension, corporate bonds, ESOP,
GIC's, investment real estate,
precious metals, RESP, RRIF/
annuity, term deposits, treasury
bills, segregated funds, Quebec
Savings Bonds, other provincial
bonds

Stocks/bonds (# transactions)

Securities & savings (total value)

(continued)

Section 7: Financial

2007 Product Questionnaire (85-1 to 85-4)



RRSP Investments

kinds: self-directed, other

institutions used:

bank, Caisse Populaire, credit union, direct mutual fund company, discount broker, finance company, financial planner, full service broker, life insurance company, trust company

investments: Canada Savings Bonds, other savings bonds, common or preferred stock, GIC's, labour funds, strip or coupon bonds, segregated funds, term deposits

when contributed: monthly, once-a-year
\$ contributed, average year

Wills/estate planning

Have will

kinds: including trust

prepared by: bank/trust company, lawyer, financial advisor, life insurance agent/broker, self

updated: over 2 years ago, past 2 years

Section 8: Real Estate; Home Improvements

2007 Product Questionnaire (85-5 to 85-7)



Gardening

have: garden/balcony garden
maintenance done by: professional gardening service, self, other household member
supplies bought: bulbs, fertilizer (garden, lawn), herbicides, insecticides, plants (annuals, perennials, vegetables), seeds, shrubs, sod, soil, trees, weed treatment
types: organic, regular
gardening equipment/assessories bought: furniture, gardening tools, hydroponic equipment, lawn mower (electric, gas, riding, non-power), ponds/pumps, statues, trimmers
\$ spent
where bought (*Appendix A*)

Home

Own
length of time lived there
owned by (self, self and other)
swimming pool
\$ value
first home owned
kind: bought new, previously owned
Rent
\$ monthly rental
first home rented
when moved in: previously occupied, new

Home Improvements

Principal residence, vacation home:
remodeling, additions, decorating, flooring/
carpeting, cabinetry, landscaping, plumbing/
heating/air conditioning, windows/doors/

insulation
home improvements; \$ spent
done by: self, other household member, contractor
type of addition to home:
attic fans/vents
bathroom fixtures
caulking
ceiling tiles
central air cleaning system
ceramic tiles
deck/porch/patio
doors
door knobs/locks
electrical service,
exterior siding
garage door opener
insulation
kitchen cabinets/fixtures
lighting fixtures (indoor, outdoor)
remodel (basement/attic,
bathroom, family room, kitchen)
roofing
skylights
storage shed
swimming pool
vinyl flooring
wall paper/wall coverings
wall-to-wall carpeting
weather stripping
windows
wood flooring
wood treatment

(continued)

Section 8: Real Estate; Home Improvements

2007 Product Questionnaire (85-5 to 85-7)



Home Improvements/Tools

where purchased (Appendix A)

Paint/Stain

amount bought

bought by (*self; other hh member; contractor*)

types: interior, exterior, rust paint

brands: paint, stain

Home Heating

Home water heating: electricity, natural gas, oil,
solar, wood

Real Estate

Property owned:

vacation/weekend home, farm, real estate
(*retirement, investment*), vacant land

Vacation Home

type: cottage (summer, winterized),
chalet, country home, vacation
house/condominium

location: Atlantic Provinces, Quebec,
Ontario, Prairie Provinces, BC,
USA, other country

Tools (*owned, bought past year*)

air compressor

chain saw

electric drill (*corded, cordless*)

electric sander

hand tools

power saw (*circular, jig, table, mitre*)

rechargeable flashlights

router

snowblowers

Section 9: Household Appliances; Furniture; Furnishings

2007 Product Questionnaire (85-7, 85-8)



Appliances for climate control

air conditioner (central, separate room),
automatic thermostat, ceiling fan, central air
cleaner, dehumidifier, fireplace, heat pump,
humidifier, wood stove

Furniture and home accessories

\$ spent

items bought: area rugs, bathroom towels,
bathroom accessories, bedding/
linen, bedding accessories,
blankets

where purchased (*Appendix A*)

Furniture, home furnishings

Furniture

items bought: adjustable bed, bedroom set,
other bedroom furniture, dining
room set, other dining room
furniture, mattress, patio/
garden furniture, sofa, wall unit

kinds: in kit, pre-assembled

times shopped

\$ spent

Window treatments

items: blinds, curtains, drapes, shutters,
upholstery fabric

\$ spent

Small household appliances, durables

blender, bread making machine, can opener,
cappuccino/espresso maker, coffee grinder,
coffee maker, food processor, frying pan, iron,
juicer/extractor, knife, mixer (hand held,
other), steam cooker, toaster,
toaster oven, wok

reasons for purchase: for own home, as gift

Water filter devices

types: on tap faucet mounted, table top/
counter water cooler, pitcher, floor
water cooler, under sink,
whole home system

replacement filters: # filters

brands

Large household appliances, durables

automatic dishwasher, washing machine (*top
loading, front loading*), carpet steam cleaner,
central vacuum system, clothes dryer, garage
door opener, gas BBQ, home fire extinguisher,
hot tub/whirlpool spa, microwave oven,
monitored security system, refrigerator,
security system, self-cleaning oven, separate
freezer, sewing machine, smoke/fire detector,
stacked washer/dryer, vacuum cleaner,
water softener

where purchased (*Appendix A*)

reasons for purchase: for own home, as gift

Cooking/serving products

barbecue equipment, cutlery (*silver plated,
stainless, sterling silver*), microwave cookware,
pot & pans, storage containers, tableware
(*china, crystal*)

Section 10: Apparel; Miscellaneous Products

2007 Product Questionnaire (86-1 to 86-6)



Arts and crafts

where bought (*Appendix A*)

Books

\$ spent

paperbacks/hardbacks

bought

where bought (*Appendix A*)

Boxed Chocolates

boxes bought (*total, as gifts*)

brands

Clothing

Men's clothing

\$ spent

bought (*past year*)

casual/khaki pants, coats, dress pants, jeans,
leather jackets, outdoor, shirts, suits, socks,
sports jackets, sweaters, ties, underwear

where bought (*Appendix A*)

Women's clothing

\$ spent

bought (*past year*)

blazer/jackets, blouses/shirts, brassieres,
coats, dresses, jeans, leather jackets, other
lingerie, outdoor, skirts, slacks/trousers,
sleepwear, sportswear (*athletic*), sweaters,
swimwear, underwear

where bought (*Appendix A*)

Stockings, pantyhose

bought

style: knee-highs, pantyhose, stockings,
tights

Customer reward, frequent flyer programs

types: airlines, book stores, car rental,
coffee shops, credit card,
department stores, drug stores,
gasoline stations, grocery stores,
hotel, internet, photo stores,
music stores, train¹

brands

brands: frequent flyer programs

Flowers

times bought

reasons: as a gift, for self

Footwear

\$ spent

types: boots, casual, dress, sandals,
sports/athletic, hiking

insole types: cushioned, deodorant,
winter warmth

where bought (*Appendix A*)

Greeting Cards

bought

where bought (*Appendix A*)

Stationery/Office Supplies

where bought (*Appendix A*)

(continued)

Section 10: Apparel; Miscellaneous Products

2007 Product Questionnaire (86-1 to 86-6)



Jewellery/Watches/Luggage

Costume jewellery

\$ spent: on self, as gift

kinds: bracelet, brooch/pin, earrings,
necklace, ring

Fine jewellery

\$ spent: on self, as gift

types: diamond, gold with gems, gold
without gems, platinum, sterling
kinds: bracelet, brooch/pin, earrings,
necklace, diamond engagement
ring, other engagement ring,
other ring, other jewellery

where bought (*Appendix A*)

Luggage/other accessories

\$ spent

kinds: handbags, luggage, umbrellas,

Watches

\$ spent: on self, as gifts

types: men's, women's

Portrait Studios

used, past year

Shopping

Convenience stores

times shopped

where shopped (*Appendix A*)

Department stores/discount department stores

times shopped

brands

Drug stores

times shopped

where shopped (*Appendix A*)

Toys and Games

\$ spent

types: action figures/accessories,
board games, building sets,
children's books, comic books, dolls,
educational toys, gym sets,
infant toys, large cars/trucks,
miniature diecast cars/trucks,
model kits, plush toys, pre-school
toys, puzzles, racing sets,
radio controlled toys, riding toys/
tricycles

where bought (*Appendix A*)

Section 11: Home Electronics; Personal Computers

2007 Product Questionnaire (86-6 to 86-10)



Stereo equipment, television

Stereo equipment

- home stereo
- large portable
- pocket size (MP3, CD)
- \$ spent
- where bought (*Appendix A*)

Home theatre systems

- types:* prologic receiver, projection TV, surround-sound speakers
- # speakers

Television sets

- # in household
- types:* high definition, plasma, LCD

DVD/VCR Players

- types:* VCR, DVD, PVR, DVR, programing

Recorded TV programming

- watched recorded TV programming¹
- fast forward through commercials when watching¹
- recorded hours watched in average week¹
- device used most often¹: VCR, PVR/DVR, DVD recorder
- When usually watched¹: same day, next 2-3 days, within a week, 1+ weeks

Batteries

- # bought
- types:* disposable, rechargeable
- brands**

Cameras/Film

Cameras

- types:* video, 35 MM, advanced photo system, cartridge 110
- where bought (*Appendix A*)
- brands**

Digital Cameras

brands

Instant Cameras

brands

Single Use Cameras

- # bought
- brands**

Film

- # rolls
- types:* instant film, advanced photo system (APS), 35 MM
- brands**
- where bought (*Appendix A*)

Photofinishing

- # rolls, # film prints, # digital prints
- types:* film, digital
- where developed/printed (*Appendix A*)
- brands**

Handheld organizer/e-mail device

- own; bought past year
- features:* email, games, phone, text messaging, web browsing
- brands**

Personal computers

Ownership

- who uses: yourself, other adult, child
- \$ spent on system
- # in household
- when last acquired
- bought/leased:* new/used, leased

Usage at home/at work

- # times average week
- kinds:* desktop, handheld, laptop/notebook
- brands**

Operating systems:

- Macintosh OS, MS DOS, Linux, UNIX, Windows

Peripherals

- DVD/CD burner, printer (*inkjet, B/W laser, colour laser*), scanner

(continued)

Section 11: Home Electronics; Personal Computers



2007 Product Questionnaire (86-6 to 86-10)

Software

entertainment/games, email¹, personal
finance/tax, multimedia¹, office site¹, security¹
\$ spent
where bought (*Appendix A*)

Telephone Services

Equipment:

answering machine, cellular phone, cordless
phone, fax machine, large screen telephone,
regular phone

Features:

caller display, call forwarding, call return,
call screen, call waiting, last call return,
three-way calling, visual call waiting
voice messaging/voice mail

Type of service:

Regular, VOIP, cable¹

Long distance calls

calls in past month: from home

\$ spent

calling destination

1-800/1-888 calls

1-900 calls

Products

calling card, prepaid pay phone card, prepaid
long distance card, second phone line

Cellular Phone

\$ spent per month

% used for business

features: camera, email, games, mp3¹,
ringtones, text messaging,
wallpaper, web browser, video/tv¹,
push to talk

type of plan: prepaid, monthly

brands: service provider

Tapes/Compact discs (# bought, # given as gift)

types: album/hard rock, classical, country,
jazz, oldies, popular/soft/classic
rock, rap/hip hop,
top 40/current hits

kinds: CD's, tapes

where bought (*Appendix A*)

Video game systems

times played average week

Video game cartridges/CDs

rented, # purchased

Pre-recorded movies/DVDs

watched using¹:

DVD, VCR, video on demand,
personal computer

rented, # bought

types: action/adventure, adult, animated,
comedy, drama, exercise/fitness,
family, foreign, horror, "how-to",
musical, news/info/documentary,
science fiction, sports

where bought/purchased (*Appendix A*)

Section 12: Leisure; Restaurants; Tobacco

2007 Product Questionnaire (86-11 to 86-13)



Attendance

amusement parks, art gallery, ballet, theatre, museum, music concerts (classical, jazz, popular, rock, country), nightclubs/bars, opera, spas, zoo/aquariums

Gambling

Bingo/Video lottery terminals

types: bingo hall, video lottery terminals

Casinos

times visited

types: casino, local charity/fair casino

Lottery tickets

\$ spent in average month

brands: instant wins, draws

Meeting/Dating Services

Usage, past 6 months

Movies

last time attended

times attended

types: action/adventure, animated, comedy, drama, family, foreign, horror, science fiction

Participation in activities

baking from scratch, billiards, bird watching, camping, collecting coins/stamps, crafts, dancing, dressmaking/sewing, entertaining at home, gardening, gourmet cooking, knitting, photography, woodworking (building; stripping/refinishing/staining)

Boating/Water Sports

canoeing, power boating, rowing, sailing, windsurfing

Fitness

aerobics, exercise at home, health/fitness club, jogging, swimming, walking/hiking, yoga

Sports

archery, badminton, bowling, bicycle riding, skiing (cross-country, downhill), fishing, golf, hunting, ice skating, in-line skating, mountain biking, motorcycling, snowboarding, snowmobiling, squash, tennis

Team Sports

basketball, baseball/softball, curling, football, ice hockey, roller hockey, soccer, volleyball

Professional sports attendance

auto racing, baseball, basketball, figure skating, football, golf, hockey, horse-racing, soccer, tennis, wrestling

Restaurants

Personally used

where: delivery, eat-in, food court, take out, drive-thru

types: buffets, burger, casual/family dining, chicken, coffee/donut shops, convenience stores, department stores, Greek, grocery store take-out, ice cream parlours, oriental, pizza, pubs/sports bars, sub-sandwiches, taco

brands: burger, casual/family dining, chicken, coffee/donut shops, ice cream/yogurt parlours, pizza, taco, sub/sandwich

High quality restaurants

personally use

times visited

(continued)

Section 12: Leisure; Restaurants; Tobacco

2007 Product Questionnaire (86-11 to 86-13)



Public activities

active in a social issue or community project
volunteer work
worked for a political party/candidate
written to public official
written to editor of a newspaper/magazine

Sports, Recreational Equipment

own/purchased: boating equipment, camping,
ski (*cross-country, downhill*),
snowboarding, exercise, fishing,
golf, hockey, hunting
where bought (*Appendix A*)
\$ spent

Recreational items/vehicles:

all-terrain vehicle, bicycle, power boat
(inboard motor, outboard motor), personal
water craft, sail boat, camper/trailer,
snowmobile, motor home/RV, windsurfer/
surfboard

Cigarettes

packs

Section 13: Candy; Snacks

2007 Product Questionnaire (86-13 to 86-16)



Candy

Chewing gum

packs

types: breath fresheners, bubble gum,
(*regular, sugarless*), chewing gum
(*regular, sugarless*), dental gum

brands

Chewy candies

packages

brands

Chocolate/candy bars

bars/boxes/bags

types: regular single bars/packs,
king size, family bars, treat size
(*minis*), multi-packs/4 bars,
bagged chocolate, snack boxes,
stand-up bags (*wrapped chocolate*)

brands

Hard candy/mints

packages

kinds: rolls, bags, in blister packs

brands

Nuts/Seeds

containers

types: cashews, walnuts, peanuts, almonds,
sunflower seeds

Snacks

Corn & tortilla chips, cheese snacks

packages

types: flavoured tortilla chips, plain
unflavoured tortilla chips,
cheese snacks

shapes: round, triangles

brands

where eaten (*nacho & cheese sauce*):

at home, special events

Instant soup/meal in a cup/bowl

occasions

where eaten: home, office/work

brands

Low Calorie Sweeteners

times used

Meal Replacement/Nutritional Drinks/Bars

occasions

types: bars, drinks (*ready to serve*,
powdered), soup

used for: meal, treat

brands

Popcorn

packages/bowls

types: regular, caramel, flavoured

forms: already popped, popped in
microwave, home popped

brands

Potato Chips

packages

types: flavoured, regular

forms: flat, rippled/ridged

kinds: light (*less fat*), regular

brands

Pretzels

packages

types: flavoured, unflavoured

brands

Rice cakes/corn cakes/potato crisps

times

kinds: plain, flavoured
(*sweet, salty/savoury*)

brands

Snack/party mix

packages

brands

Section 14: Beverages

2007 Product Questionnaire (87-1 to 87-2)



Chocolate milk

types: low fat, ready-to-drink, made with powder, made with syrup

Coffee

cups

types: flavoured, gourmet, cappuccino, espresso, iced, other specialty

kinds: regular, decaffeinated

Energy/sport drinks

glasses

types: liquid, powder

forms: bottles, cans, drinking boxes, kids bottles, kids drinking boxes

brands

Fruit drinks/punches

glasses

brands

Hot chocolate

types: homemade, individual packages

kinds: diet/low calorie, regular

Iced tea

glasses

types: regular, diet/low calorie, unsweetened

forms: concentrate, frozen, powder, ready-to-drink

flavours: green tea, lemon, peach, raspberry, regular, tropical

brands

Milk

glasses

kinds: skimmed, 1%, 2%, whole (homogenized)

forms: buttermilk, filtered, fortified, lactose reduced, regular

Non-carbonated bottled water

glasses

types: flavoured, non-flavoured

kinds: home delivered, store bought

sizes: 330ml, 500ml, 710ml, 1L, 1.5L, 4L, 10+L

brands

Soft drinks/colas

glasses

as a mix

kinds: diet, regular

flavours: cola, citrus, cherry cola, lemon-lime, ginger ale, root beer, orange soda, cream soda

brands

Sparkling water/seltzer

glasses

types: flavoured, non-flavoured

kinds: sparkling water, mineral water, tonic/soda

Tea

cups

kinds: regular, green, herbal, other specialty

Section 15: Alcohol

2007 Product Questionnaire (87-3 to 87-7)



Beer/wine/liquor

where bought

bought as: gift, home consumption

visits: beer, wine, liquor store

Beer

types: regular, light, non-alcoholic, high alcoholic, low carb

kinds: domestic, domestic/micro breweries, American, import, home brew

forms: regular bottles, large bottles, regular cans, large cans, draught

price: discount, regular, premium

brands

Coolers (alcohol)

glasses, past month

types: beer, gin, rum, vodka, whisky, wine

brands

Spirits/Liquor (*all: # glasses, past month*)

Bourbon

brands

Brandy

brands

Cognac

brands

Cordials, liqueurs

kinds: amaretto, anisette/licorice, apricot, banana, chocolate, coconut, coffee, cream liquor, creme de menthe, fruit flavour, herbal, schnapps, triple sec, tropical fruits

brands

Gin

brands

Irish whiskey

Port/sherry

types: dry sherry, sweet sherry, port

brands

Prepared mixed drinks with liquor

brands

Rum

types: light/amber/gold, dark, white

kinds: coconut, flavoured, regular, spiced

brands

Rye/Canadian whisky

brands

Scotch whisky

types: blended, single malt

brands

Tequila

kinds: gold, silver

brands

Vermouths/aperitifs

types: dry, sweet

brands

Vodka

kinds: regular, flavoured

brands

Wine, champagne

Champagne/sparkling wine

countries: Canada, France, Germany, Italy, Spain, US

brands

Wine

types: red (*cabernet sauvignon, merlot, pinot noir; shiraz/syrah, blends*), white (*chardonnay, sauvignon blanc, pinot grigio/pinot gris, riesling, blends*), rosé

countries: Canada (*Quebec, Ontario, B.C., other*)
US (*California, Washington, other*),
France (*Bordeaux, Burgundy, other*),
Germany, Italy, Spain, Portugal,
South Africa, South America,
Eastern Europe, Australia,
New Zealand

approximate price per bottle

brands

Section 16: Groceries

2007 Product Questionnaire (89-2 to 89-19)



Food Shopping

times in average week

\$ spent

where shopped (*Appendix A*)

Purchasing/usage

no-name products, private label/store brand,
cents-off coupons, organic products

where bought: bulk food store, convenience
stores, frozen food store, fruit
and vegetable store, gourmet
food store, health food store,
public market, drug store,
department stores

Beverages served in household

Coffee: ground (# *kgs.*)

types: flavoured, unflavoured

kinds: regular, decaffeinated,
50% decaffeinated

forms: bag, tin

Coffee: instant (# *kgs.*)

kinds: regular, decaffeinated

forms: freeze-dried, instant powdered

brands

Coffee: specialty (# *occasions*)

types: cappuccino, espresso, flavoured,
latte/café au lait, other specialty

kinds: syrup, powder, ready to drink

forms: bottle, packets, single serve can,
tin/cannister

brands

Coffee: whole beans (# *kgs.*)

types: flavoured, unflavoured

kinds: regular, decaffeinated

brands

Iced tea (# *cups/glasses*)

types: concentrate (*liquid*), frozen, powder,
ready-to-drink

kinds: diet/low calorie, regular

forms: single serving

brands

Lemonade (# *glasses*)

forms: frozen, ready-to-drink, powder,
single serve boxes/bottles,
fresh squeezed

Milk (# *litres*)

types: (*chocolate milk*): low fat, regular
(*ready to drink, powder/syrup based*)

kinds: skimmed, 1%, 2%, whole

forms: buttermilk, filtered, lactose reduced,
regular, soy

used for: cooking/baking, drinking,
with tea or coffee, cereal

Orange juice (# *glasses*)

forms: frozen, liquid ready-to serve
(*refrigerated from concentrate,*
non-refrigerated from concentrate)

types: bottled (*glass, plastic*), canned,
carton, plastic jug, single serving
(*bottles, boxes*)

brands

(continued)

Section 16: Groceries

2007 Product Questionnaire (89-2 to 89-19)



Other fruit juices and drinks (# glasses)

types: bottled, canned, carton,
single serving (*bottles, boxes, cans,*
pouches)

forms: frozen concentrate, unfrozen
concentrate, refrigerated,
non-refrigerated

kinds: apple, cherry, citrus blend,
cranberry, cranberry blends, fruit
drink/punch, grape drink, grape
juice (*white, purple*), grapefruit
(pink, ruby red, white), kiwi, mango,
orange, orange/grapefruit, orange/
tangerine, passion fruit, peach,
pineapple, prune, raspberry, juice
blends

brands

Powdered fruit drinks (# glasses)

forms: pouch, plastic cannister

Soy beverages (# litres)

flavours: chocolate, fruit based, plain, vanilla

brands

Tea (# cups)

types: regular, decaffeinated

kinds: regular, herbal, green

how bought: tea bags, loose tea

brands

Tomato and vegetable juice (# glasses)

forms: bottled, canned

types: tomato, tomato clam, vegetable

brands

Food used in household

Aerosol non-stick cooking products (# cans)

Apple sauce (# cans/jars)

forms: single serve cups

Bacon (# kgs.)

Baking chips (# bags)

Baking ingredients

types: baking powder, baking soda, lard,
shortening, yeast

Beef (# times served)

Bottled barbeque sauces (# bottles)

brands

Bottled seasoning sauces (# bottles)

types: chili, horseradish, hot sauces,
seafood cocktail, soy, steak, tartar,
teriyaki, worcestershire

Bouillon (# times)

types: can, carton, cube, liquid, packets,
powder

Bread/flat breads

types: bagels, English muffins,
hamburger buns, hot dog buns,
in-store bakery bread, grain bread,
pitas, tortilla/wraps, wheat bread,
white bread, wraps

Butter (# pounds)

types: regular salted, regular unsalted,
light

used for: baking, cooking, spread, topping

Canned evaporated milk (# cans)

used for: cooking/baking, with tea or coffee

Canned fish/meat (# cans)

kinds: ham, flake meat, luncheon meat,
meat spreads, tuna, salmon,
other seafood

(continued)

Section 16: Groceries

2007 Product Questionnaire (89-2 to 89-19)



Canned fruit (# containers)

types: cherries, cranberries, fruit cocktail, peaches, pears, pineapples

Canned pasta (# cans)

Cheese, natural (# kgs.)

types: low fat, low sodium, regular
kinds: blue cheese, brick, brie, camembert, cheese blends, colby, edam, feta, gouda, havarti, mild cheddar, monterey jack, mozzarella, old cheddar, parmesan/romano, swiss
forms: chunk/block, chunk/block from deli, grated, individual portion within wax, individual portions, plastic tub, shredded, slices, stick, string

used for: cooking, on its own, sandwiches

Cheese, processed (# kgs.)

types: light/lite, regular
forms: chunk/loaf, individually wrapped slices, stick/string
used for: cooking, on its own, sandwiches, slices, stick/string
used for: cooking, on its own, sandwiches,

Cheese spread/cheese sauce (# kgs.)

types: sauce, spread

Chicken, turkey (# times served)

types: chicken, turkey

Chocolate baking squares (# squares)

types: bittersweet, semi-sweet, sweet, unsweetened, white

Cocoa powder (# containers)

Cold cereals (# portions)

portions eaten other than breakfast

types: bran, granola/muesli, multi-grain, oat bran, organic ingredients, soya based/enhanced, sweetened within/frosting, wheat based, with dried fruits/berries

brands

Cold cuts (# kgs.)

forms: fresh cut, packaged

Cookie mixes (# pkgs.)

Cookies

boxes/packages

types: butter, chocolate chip, chocolate covered, figbars, fudge, marshmallow, nut, oatmeal, peanut butter, sandwich type

kinds: mini, regular

Cooking & gravy/sauces (# pkgs./containers)

types: dry sauce, gravy mix, liquid
forms: bottle, pouch, tetra, carton

brands

Crackers (# boxes)

types: cheese, crisp bread, graham, oat/oat bran, saltines, wheat/rye, other flavoured snack

kinds: low fat, low salt, regular

brands

Cranberry sauce

types: homemade, jellied, sauce

Cream (# litres)

kinds: 5%, 10%, 18%, 35%, flavoured

used for: cooking/baking, cereal, with tea or coffee

Cream cheese (# grams)

kinds: flavoured, plain

used for: as dip, as spread, baking, cooking

Dry cake mixes (# pkgs.)

Eggs (# dozen)

kinds: regular brown, regular white, omega 3 specialty, other specialty, liquid egg products

Fish, seafood (# kgs.)

forms: fresh, frozen

Flour (# kgs.)

Fruit Snacks

boxes/packages

types: bars, shapes, rolls, other

brands

(continued)

Section 16: Groceries

2007 Product Questionnaire (89-2 to 89-19)



Frostings

types: mix, pre-mixed

Frozen desserts (# *pkgs.*)

Frozen hot snacks (# *pkgs.*)

brands

Frozen main courses (# *pkgs.*)

types: low calorie/low fat, regular,
low carb, organic

brands

Frozen pizza (# *pkgs.*)

types: meal sized, mini

kinds: gourmet, regular

brands

Frozen potato products (# *pkgs.*)

types: french fries, other potatoes

Frozen snacks (# *pkgs.*)

types: cone, cup, sandwich, stick bar,
stickless bar, water ice

brands

Gelatin/Jelly Powder (# *pkgs.*)

kinds: flavoured, unflavoured

Granola/cereal/muffin bars (# *times*)

kinds: cereal bars, granola bars
(*chewy non-coated, chocolate coated,*
crunchy), muffin bars

brands

Honey (# *containers/jars*)

Ice cream, ice milk, sherbet, frozen yogurt
(# *litres*)

types: economy, regular, premium, lactose-
free, low-fat, ice milk,
no sugar added, non-dairy, sherbet/
sorbet, frozen yogurt,
ice cream desserts/cakes, soya,
low carb, added calcium

brands

Instant breakfast, mixed with milk
(# *individual portions*)

Instant coffee whitener (# *servings*)

Instant hot cereal, single serve packets

individual portions eaten for breakfast

individual portions eaten as snack

brands

Jams, Jellies (# *jars*)

types: diet/low calorie, regular,

forms: jam, jelly, marmalade, preserves

Ketchup (# *bottles*)

Lemon juice

used for: beverages, cooking/baking

Lunch Kits (# *kits*)

Margarine (# *tubs*)

used for: baking, cooking, as spread, as
topping

types: heart healthy, light, regular,
unsalted

brands

Marinade (# *bottles*)

brands

Mayonnaise, mayonnaise-type salad dressing

(# *jars/bottles*)

types: unflavoured (*reduced calorie, reduced*
fat, regular), flavoured (*reduced*
calorie, reduced fat, regular)

brands

Meal helper (# *times*)

Meat (*other*)

kinds: ham, lamb, pork, veal

Mexican dinners kits or shells (# *times*)

kinds: kits, shells

Mustard (# *jars/squeeze bottles*)

types: brown, dijon, honey, hot, yellow

forms: jar, squeeze bottle

Oriental noodles (# *times*)

kinds: cellophane packages, cups

Organic Foods

types: fruits, vegetables, grains, other

Packaged instant potatoes (# *pkgs.*)

brands

(continued)

Section 16: Groceries

2007 Product Questionnaire (89-2 to 89-19)



Pancakes (# *times*)

types: from mix (*complete, add water, add milk and eggs*), from scratch, frozen

kinds: buttermilk, regular

Pasta/noodles/sauces, flavoured (# *pkgs.*)

brands

Pasta, packaged (# *pkgs.*)

types: box, cellophane package

kinds: dry, fresh, frozen

Pasta sauce (# *containers*)

type: bottled, canned, dry mix, frozen, refrigerated

kinds: cheese, cream, pesto, tomato based tomato based with meat

Peanut butter (# *jars*)

types: crunchy, flavoured, smooth

kinds: light, no sugar/salt, natural 100% peanuts

Pickles (# *jars*)

Pie fillings

types: from can, from mix

Pizza shells/crusts (# *pkgs.*)

types: frozen, mix, ready to use

Puddings (# *containers*)

types: cooked, instant, single serve (*refrigerated, non-refrigerated*)

Ready-to-serve dips (# *containers*)

types: dry mix, refrigerated, non-refrigerated

kinds: Mediterranean style, regular

Rice, flavoured/seasoned (# *pkgs.*)

brands

Rice, plain (# *pkgs.*)

types: boil in bag, instant, regular, specialty

Rolled oats/oatmeal/hot cereals

(# *individual portions eaten as cereal*)

used for: cereal, cooking/baking

brands

Salad dressing (# *bottles or packages*)

types: low calorie/light, low fat, no fat/no cholesterol, regular

forms: liquid, powder

brands

Salad or cooking oil (# *litres*)

kinds: olive, vegetable

brands

Salsa (# *containers*)

brands

Salt/salt substitute

types: salt, salt substitute

Sausage (# *kgs.*)

types: flavoured, regular, specialty

Seasoned coating mixes (# *pkgs.*)

kinds: meat/fish, vegetables/potatoes

Seasonings/spices (# *packages or containers*)

Snack cakes (# *boxes/packages*)

Soup, condensed

occasions: eaten as soup, used in recipe/base for homemade soup

brands

Soup, dry (# *occasions*)

types: regular (*cooked*), instant (single serve, in a cup)

used: for soup, in a recipe, as a meal

brands

Soup, ready-to-serve (# *occasions*)

forms: canned, carton, jar, jar (*refrigerated*), plastic, portable cup

brands

Stuffing mixes/stuffing products (# *pkgs.*)

Sugar (# *kgs.*)

Sweetened condensed milk (# *cans*)

used for: cooking/baking, with tea or coffee

Sweet spreads (# *jars*)

types: hazelnut, mixed flavour

(continued)

Section 16: Groceries

2007 Product Questionnaire (89-2 to 89-19)



Table syrup (# *times*)

types: butter flavoured, lite, real maple
syrup added, regular

Toaster products (# *pkgs.*)

brands

Vegetables, canned (# *cans*)

kinds: baked beans, corn, mixed, tomatoes

Vegetables, frozen (# *pkgs.*)

kinds: vegetables only, with butter/cheese
sauce, with pasta

brands

Vegetarian products (# *pkgs.*)

kinds: breakfast links/patties, burgers,
veggie dogs

Vinegar

types: flavoured, regular, wine

Waffles (# *times*)

types: fresh, from mix, from scratch,
frozen

Whipped topping (# *containers*)

types: aerosol, frozen/refrigerated,
powder, liquid

brands

Wieners (# *pkgs.*)

types: flavoured, regular

Yogurt (# *containers*)

types: plain, with fruit (pre-mixed, fruit on
the bottom), other flavour

kinds: drinkable, fresh cheese,
lactose free, low fat, non-dairy,
non-fat/fat-free, regular, tubes

container size: children's size, individual
serving, large size

brands

Section 17: Household Products; Pets

2007 Product Questionnaire (89-19 to 89-24)



Air fresheners, carpet and room deodorizers

packages

types: aerosol spray, automatic spray, carpet powder, disinfectant spray, electrical oil/plug-in, fragrance discs, portable oil, scented candles, solid gel, spray, car, pump spray

brands

Cleaners

Automatic dishwasher detergent (# loads)

types: gel pacs, powder, liquid/gel, tablets, *additives:* etch protector, machine cleaner, rinse aids

brands

Bathroom cleaners (# times)

types: aerosols, creams/gels, liquid, spray, wipes

brands

Carpet and rug cleaners (# containers)

Dishwashing liquid (# times)

types: regular, ultra/concentrate

brands

Disinfectant spray (# times)

Drain cleaners (# times)

Dust/dirt cleaning system

types: dry, dusters, mitt, wet powered, wet manual

brands

Household cleaners: all purpose (# times)

types: creams/gels, liquid, powder, wipes
where used: bathroom, kitchen, other

brands

Household cleaners: spray bottle (# times)

where used: bathroom, kitchen, other

brands

Oven cleaners (# times)

Scouring cleansers (# times)

kinds: powder, creme/liquid

Scouring pads (# pads)

Toilet cleaners; in bowl (# times)

types: liquid, powder, gel, clip-on

brands

Toilet bowl cleaners: in tank

types: liquid automatic, pucks

Window/glass cleaners (# times)

Laundry Products

Bleach (# loads)

forms: liquid, powder

Dry cleaning

types: in dryer, at dry cleaners

\$ spent at dry cleaners

Fabric Refresher

Fabric softeners (# loads)

brands: dryer sheets; liquid

Laundry pre-treatments, pre-cleaners (# loads)

types: liquid, powder, spray, stick, tabs

brands

Soap/detergents for fine fabrics (# times)

Soap/detergents for regular laundry (# loads)

types: liquid (*concentrated/ultra, regular/non-ultra, high efficiency*), powder (*high efficiency, regular, concentrates/ultra*), tablets

water temperature: hot, warm, cold

brands

Spray starch (# times)

types: aerosol, liquid, pump

Section 17: Household Products; Pets

2007 Product Questionnaire (89-19 to 89-24)



Paper/Plastic Products

Aluminium foil

Disposable tableware (# *packs*)

types: plates, cups, cutlery

kinds: foam, paper, plastic

Facial tissues (# *boxes*)

brands

Garbage bags (# *bags*)

types: garden/outdoor, kitchen,
large bags, recycling

Paper towels (# *rolls*)

brands

Paper napkins (# *napkins*)

types: luncheon, dinner, other

brands

Plastic food containers

types: disposable, reusable

Plastic freezer bags (# *bags*)

Plastic sandwich bags (# *bags*)

types: open top, zipper

Plastic-type kitchen wrap (# *times*)

Pre-moistened household wipes (# *packages*)

types: adult, general purpose

kinds: scented, unscented

Toilet paper (# *rolls*)

roll size: regular, double, jumbo, mega¹

brands

Polishes

Floor wax, polish

types: cleaner, liquid wax, one step
clean-and-shine, paste wax, polish

Furniture polish/lemon oil (# *times*)

types: lemon oil, furniture polish
(*spray, other*), wipes

Pets; cats

in household

Cat food, wet (# *cans*)

brands

Cat food, packaged dry, (# *kgs*)

types: premium, regular,
storebrand/no-name

brands

Cat litter (# *kgs*)

types: clumping/scoopable, regular

Cat treats (# *times*)

Pets; dogs

in household

Dog food, wet (# *cans*)

Dog food, packaged dry (# *kgs*)

types: premium, regular,
storebrand/no-name

brands

Dog biscuits or treats

types: biscuits, rawhide, soft treats

Pet food

where bought (*Appendix A*)

Animal Health Products for Dogs and Cats

purpose: fleas & ticks, heartworm, other

types: collars, injectable (*prescribed*), pill
(*prescribed*), Spot On (*prescribed*),
shampoo, mousse

Demographics

Age	Income	Principal income earner
City	<i>household, personal</i>	Principal grocery shopper
Children in household	Marital status	Province
Community size	<i># years married</i>	Residence
Education	Meals (<i>who regularly prepares household meals</i>)	<i>length of residence</i>
Employment status	Occupation	<i>new/previously owned</i>
Ethnicity	Occupation at retirement	<i>type of dwelling</i>
Gender	<i>professional</i>	Television marketing area
Grandparent	<i>self-employed</i>	(<i>EMA, DMA</i>)
Head of household	<i>other</i>	Urban/rural
Home ownership and value	Partnership/Sexual Preference	
Household composition	<i>sexual orientation</i>	
<i>number of persons, age, relationship</i>	<i>years in partnership</i>	

Languages

(spoken conversationally, spoken most often at home, read/write)

Arabic	Greek	Spanish
Chinese	Italian	Tagalog
<i>Cantonese, other</i>	Indian	Ukrainian
English	<i>Punjabi, other</i>	Vietnamese
French	Polish	
German	Portuguese	

Events

2007 Product Questionnaire (88-1)

Become Caregiver to Elderly Relative	Collect lump-sum from company pension, savings or stock plan	Marriage
Buy first home	Ever married	Move out of parental home
Buy/lease a car	Ever had children	Move to Retirement Home/Community
Change job (same company)	Graduate from high school	Quit smoking
Change job (new company)	Graduate from university/college	Retire/take early retirement
Child born	Grandchild born	Sell or change principal home
Child graduates high school	Lose job or laid off	Start your own business
Child graduates university/college		

Current education

2007 Product Questionnaire (88-1)

Form

Part-time
Full-time
Correspondence

Type of school

High school
Vocational/technical school
College
University
Other

Level of Study

Undergraduate
Graduate
Masters
Ph.D
Professional Designation

Psychographic Clusters

Product

automotive
beverages/alcohol
candy/snacks
fashion & cosmetics
financial
food
furniture & electronics
health & nutrition
leisure/recreation/travel
Envionics Social Milieus

Attitude statements

2007 Product Questionnaire (88-1)

Apparel/Fashion (8)
Appliance/Home Furnishings (5)
Automotive (7)
Beverages/Alcohol (6)
Business/Finance/Real Estate (10)
Candies/Snacks (5)

Cosmetics/Beauty (5)
Groceries/Food Shopping/
Cooking/Eating/Nutrition (9)
Health Care/Personal Care (20)
Home Electronics (3)
Social Views (27)

Sports/Athletics (6)
Travel/Leisure/Recreational (8)

Retail Stores

Each of the 390 stores listed on the following pages is included in one or more of these 33 product categories:

Arts & Crafts	Face & Body Skincare	Personal Computers
Automotive Supplies/Products	Film	Pet Food
Baby/Children Furniture	Fine Jewellery	Photofinishing
Beer/Wine/Liquor/Spirits	Footwear	Pre-Recorded Video Tapes
Books	Furniture/home accessories	Software
Cameras	Greeting Cards	Sporting Goods
Children's Clothing/Shoes	Grocery Stores	Stationery/Office Supplies
Convenience Stores	Home improvements/Tools	Stereo Equipment
Cosmetics	Gardening	Tapes/Compact Discs
Drug stores	Household appliances/durables	Toys & Games
Eyewear	Men's Clothing	Women's Clothing

Retail Stores

2001 Stereo/Video	Bumper to Bumper	Dumoulin Electronic
7 Eleven Food Stores	Buy Low Stores	Dutch Boy
A & B Sound Electronic	Cal-Van Auto Supply	Eddie Bauer
A. Gold	Calderone	Ed's Linen Warehouse
A & P	Caméra Expert	Ernest
A & A Records	CANAC Marquis Centre	Eye Masters
Accurate Dorwin	Canadian Tire	Excellence Sports
Addition-Elle	Carlton Cards	Extra Foods
Aldo	Cashway Building Centres	F. Farhat
America	Castle Building Centres	Factorie de Tapis et Tuiles
André Lalonde Sports	Centre du Rasoir Fine Lame	Factory Carpet
Archambault	Céramique MCM	Fairweather
Aritzia	Champs	Famili-prix
Art Knapp Plantland	Chapters	Faces
Art Shoppe	Charm	Firestone Auto Centre
Astral	Charmante	Florsheim
Atlantic Grocer/Superstore/ Supervalu	Chaussures Cite	Food Basics
Athlete's World	Clement	Food City
Au Coin des Petits	Claire France	Food Town
Au Coton	Club International Vidéo	Footlocker
Bad Boy	Club Monaco	Fortino's
Baron Sports	Coles	Forzani
Bata	Colette	Fotoclik
Banana Republic	Collegiate Sports	Frisco
Bay Bloor Radio	Compusmart	Future Shop
Beckers	Computer City	Garden Works
Ben Moss Jewellers	Co-op	Giant Tiger
Benetton	Corbeil Électroménagers	Global Pet Foods ¹
Bernard Trottier	Corporate Express	Globo
Best Buy	Costco/Price Club	Goineau-Bousquet
Bikini Village	Cotton Ginny	Goodwrench
Birks	Cotton Ginny Plus	Goodyear Auto Centre
Black's	Couche-Tard	Grand & Toy
Black & Decker Retail	Crabtree & Evelyn	Great Canadian News
Blockbuster Video	Curry's	Great Canadian Book Company
Boni-Soir	D'Allairs	Green & Ross
Bootlegger	Dalmy's	
Botanix	Daniadown	
Bouclair	Danier Leather	
Boutique Courir ¹	Dans un jardin	
Boutique Oberson ¹	David Hunter Garden Centres	
Braddock Optical	De Boers	
Brault et Martineau	Deco Decouverte	
Brown's	Depan-Escompte	
Business Depot/Bureau en Gros/Staples	Disney Store	
	Do-It Centres	
	Dominion	

(continued)

Retail Stores

Green Gables	L'Équipeur	Minute Muffler
Greiche & Scaff	La Cache	Miracle Food Mart
Guardian Drug	La Senza	Moore's
Gymboree	La Senza Girl	Mountain Equipment Co-Op
H&M ¹	Lansing Buildall	Mr. Grocer
HMV	Laura/Laura Petites	Muffler Man
Hakim	Lawton's	Music World
Hallmark	Lazy Boy	National Sports
Hans Christian Toy Store	Le Château	Naturalizer
Harry Rosen	Le Garage	Needs
Hasty Market	Le Jeu Dufferin	Nevada Bob's
Henry's	Le Lunetier	New Look
Héritage	Lebeau	Nine West
Hi-Fi Centre Electronics	Leisureworld	No Frills
Highland Farms	Lenscrafters	Northern Getaway
Hole's Garden Centres	Leon's	Northern Reflections
Holt Renfrew	Les Ailes de la Mode	Northern Traditions
Home Depot	Lewiscraft	Nursery Land
Home Hardware	Linen Chest	OB Allan
Home Outfitters	Loblaws/Super Centre	Obonsoins
Home Sense	Loeb Food	Ogilvy's
House of Tools	London Drug	Old Navy
Hy & Zel's	Loomis & Tooles ¹	Omer de Serres ¹
IBM Home Computer Store	Lordco Auto Parts	Once Upon a Child
IDA	Lumberland Materials Outlet	Optical Factory
IGA/IGA Extra	Lunetterie/New Look	Original Levi's Store
Ikea	Lush	Overwaitea/Save on Foods
Indigo	M&M Meat Shops	Pacific Linen
Inter Marché	Mac's Convenience Stores	Panda
Irly Bird Stores	Mainway	Pantorama
JD Mondou	Maison de la Presse Internationale	Part Source
Jack Fraser	Mappin's	Payless Shoe Source
Jacob	Marie Claire	Pearle Vision
Japan Camera	Mark's Work Wearhouse	Pegabo
Jean Coutu	Mastermind	Penningtons
Jean Machine	Matco-Ravary	Peoples
Jordan Carpet	Maxi	Petro-Canada/Certigard
Jordan's Home Furnishings	Maxi et Cie	Pet Smart
Jumbo Video Stores	McNally Robinson	Pet Stuff
Kal Tires	MDG ¹	
Kent Building Supplies	Melanie Lyne	
Kiddie Kobbler	Mephisto	
Kitchen Stuff Plus	Merle Norman	
Knetchels	Méto/MétoPlus	
Knob Hill Farms	MEXX	
Kodak Image Centres	Michael's Arts & Crafts	
L'Aubainerie	Mike's Market	

(continued)

Retail Stores

Pet Valu	Sheridan Nurseries	Tiffany & Company
Pharma Plus/Rexall	Shoe Club	Tilley Endurables
Pharmasave	Shoppers Drug Mart/ Pharmaprix	Tim-Br-Mart
Pier 1 Imports	Shopper's Optical	Tip Top Tailors
Piscines Trévi	Shorney's Optical	Tommy & Lefebvre
PJ's Pet Centre	Simard	Toys Plus More
Play/Columbia House	Simon's	Toys R Us
Play it Again Sports	Sleep Country	Town Shoe
Please Mum	Smart Set	Town Pantry
Pottery Barn	Smithbooks	Trade Secrets
Price Chopper	Soapberry Shops	Transit Shoes
Pro Hardware	Sobeys	Tristan
Provi-Soir	Speedy Muffler King	True Value
Provigo	Sports Authority	Ultra Mart
Proxim ¹	Swedish Jewellers	Uniprix
Quickie Convenience Stores	Sport Chek	United Furniture Warehouse
Rabba	Sport Mart	Up Country
Randy River	Sporting Life	Valumart
Real Canadian Super Store	Sports Experts	Videoflicks
Reitman's	Staples/Office Depot	Virgin Megastore
Relay	Stereo Plus	Vitro-Plus
Renaud-Bray	Sterling Shoes	Vogue Optical
Réno-Dépôt	Stitches	Wacky Wheatley's
Restoration Hardware	Super C	Wal-Mart
Revelstoke Home Centre	Super Club Vidéotron	Warehouse One
Revi Home & Garden Centre	Superfresh	Weall & Cullen
Richelieu	Super Pet	W.H. Perron
Rogers Video	Superstar Athletic Footwear	White Rose
RONA	Sunrise Records	Williams & Sonoma
Rona (L'Entrepôt)	Suzy Shier	Winners
Rona (Quincailleries)	Tabi International	Work World
Roots	Talbots	Yellow
Runner's World	Tanguay	Young's
RW & Co.	Tan Jay/Bianca/Alia	Yves Rocher ¹
SAAN	The Bay	Zara
Safeway	The Body Shop	Zehr
Sam's Club	The Brick	Zellers
Sam The Record Man	The Gap	
San Francisco	The Shoe Company	
Sauvé	The Shoe Warehouse	
Save-On	The Sleep Factory	
Sears	The Sony Store	
Sears Catalogue	The Source	
Sears Dealer Stores	Thrifty's	
Sears Furniture/Appliance Stores	Thruway Muffler	
Shaver Centre	Thyme Maternity	

Television Viewing

Specialty Channels

Aboriginal Peoples TV Network
 A & E
 AR TV
 Bravo!
 CNN
 Cable Pulse 24
 Canadian Learning Television
 Canal D
 Canal Evasion
 Canal Historia
 Canal Indigo
 Canal Nouvelles
 Canal Vie
 Canal Vox
 Canal Z
 CBC Newsworld
 Community Cable
 Country Music Television
 CTV Newsnet
 Discovery Channel
 Fairchild/Cathay International
 Family Channel
 Food Network Canada
 Headline News
 HGTV Home & Garden TV
 History Television
 Life Network
 Météomédia
 Moviemax
 Moviepix
 MTV Canada¹
 MuchMusic
 MuchMore Music
 Musimax
 MusiquePlus
 Outdoor Life Network
 ROB Report on Business TV
 RDS
 Réseau de l'Information
 Rogers Sportsnet
 Series +
 Showcase
 Shop TV Canada

Space: The Imagination Station
 Spike TV
 Star! The Entertainment
 Information Station
 Super Channel
 Super Écran
 Teletoon
 Telelatino
 The Comedy Network
 The Learning Channel
 The Movie Network
 The Score
 The Shopping Channel
 The Weather Network
 Treehouse TV
 TSN
 TV Ontario/Knowledge
 Network/Access Alberta/PBS
 TV Tropolis
 TV5
 Viewer's Choice/Pay-Per-View
 Vision TV
 VRAK TV
 W Network
 YTV

News/Current Affairs

Canada AM
 CBC News: Canada Now
 CBC Morning
 CBC The National
 City News
 CITY TV/ASN Breakfast TV
 CTV Early Evening News
 CTV Late Local News¹
 CTV National News
 Global Morning News¹
 Global National
 Global News
 Noon News
 Global News Hour¹
 Noon News
 Newsworld Business News
 Market Call

News Magazine Programs

20/20
 CBC Saturday Report
 CBC News: Sunday AM
 CBC News: Sunday Night¹
 Dateline
 Primetime Live
 The Fifth Estate
 Question Period
 Venture
 W5

Sports

CBC Hockey Night In Canada
 CBC Hockey Night In Canada:
 pre-game show
 Rogers Sportsnet: sportsnet news
 Rogers Sportsnet: NHL Hockey
 TSN Hockey
 TSN Sports Centre
 Off The Record
 Sportsline/Sportspage

TV Events

Academy Awards
 American Music Awards
 Billboard Awards
 Calgary Stampede
 Canadian Country Music Awards
 Canadian Grand Prix
 East Coast Music Awards
 Emmy Awards
 Figure Skating Major Events
 Gemini Awards
 Golden Globe Awards
 Golf Major Events
 Grammy Awards
 Grey Cup
 Juno Awards
 MuchMusic Video Awards
 Olympics - Summer
 Olympics - Winter
 Stanley Cup - Finals
 Superbowl
 Tennis Major Events
 World Cup Soccer

Television Viewing

Prime Time Programs

24
 Air Farce
 Amazing Race
 American Dad¹
 America's Next Top Model
 American Idol
 Battlestar Galactica
 Bones¹
 Boston Legal
 Canadian Antiques Road Show
 Canadian Idol
 Close to Home¹
 Cold Case
 Comedy Now¹
 Criminal Minds¹
 Corner Gas
 Crossing Jordan
 CSI
 CSI Miami
 CSI NY
 Dancing With The Stars¹
 Deal Or No Deal¹
 Degraasi
 Desperate Housewives
 Dr. Who
 Entourage¹
 Extreme Makeover:
 Home Edition
 Falcon Beach¹
 Family Guy
 Fashion File
 Fashion Television (FT)
 Fear Factor
 Funniest Videos
 Ghost Whisperer¹
 Gilmore Girls
 Grey's Anatomy
 House
 How I Met Your Mother¹
 Intelligence¹

Just For Laughs¹
 King of the Hill
 Las Vegas
 Law & Order
 Law & Order: Criminal Intent
 Law & Order SVU
 Lost
 Medium
 Monk
 Movie TV
 My Name Is Earl¹
 NCIS
 Numb3rs
 Pilot Guides
 Prison Break¹
 Rick Mercer's Monday Report
 Rumours¹
 Sex TV
 Smallville
 Super Nanny
 Supernatural¹
 Survivor
 The Apprentice
 The Closer¹
 The O.C.
 The Simpsons
 This Hour Has 22 Minutes
 Two and a Half Men
 Without a Trace
 Wonderful World of Disney
 Access Hollywood

Daily Programs

All My Children
 As The World Turns
 City TV/ASN Great Movies
 Cityline
 Coronation Street
 Daily Planet
 Days of Our Lives
 Dr. Phil
 Ellen Degeneres
 Entertainment Tonight
 Entertainment Tonight: Canada¹
 E-Talk
 Friends
 Jeopardy
 Live with Regis and Kelly
 Millionaire
 Oprah
 Star! Daily¹
 Sue Thomas: FBEye¹
 That 70's Show
 The Colbert Report¹
 The Daily Show
 The Hour¹
 The Simpsons
 The Tonight Show
 The View
 Young & Restless