

## 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>	

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## 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	

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## 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

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# Psychographic Clusters

## Product

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

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# 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)