

APPENDIX P: DEFINITIONS

1. Average Issue Audience

Respondents are defined as average issue readers if they claimed to have read or looked into a surveyed issue of a given publication.

2. Community Size

The Community Size categories in the published report are based on the concepts of the Census Metropolitan Area (CMA), Census Agglomeration (CA) and Census Subdivision (CSD), as defined by Statistics Canada.

CMAs—to their urban core are added those communities that are considered to lie within the influence of the core city. These fringe areas comprise communities of all sizes (even rural). A similar procedure is used to define CAs.

A Census Subdivision is defined as a general term applying to municipalities, Indian Reserves, unorganized territories and subdivisions. It is the smallest unit in size relative to CMAs and CAs, and as such, may comprise a subset of these units.

Following is a distribution of the major Canadian cities in each of the community size classifications above 100M:

Community Size	2001 Census
1 Million +	Toronto, Montreal, Vancouver
500,000 To 999,999	Quebec City, Ottawa/Gatineau, Hamilton, Winnipeg, Calgary, Edmonton
100,000 To 500,000	Halifax, Moncton, St. John's, Saint John NB, Cape Breton, Chicoutimi-Jonquière, Sherbrooke, Trois Rivières, Kitchener/Waterloo, London, Guelph, Oshawa, Barrie, Peterborough, Kingston, Chatham – Kent, St. Catharines – Niagara, Windsor, Greater Sudbury, Thunder Bay, Regina, Saskatoon, Abbotsford, Kelowna, Victoria,

3. English Canada/French Canada

French Canada is defined as comprising respondents in the province of Quebec, Ottawa/Gatineau CMA, Northern Ontario and New Brunswick who claim to speak French most often at home. English Canada is defined as consisting of all other respondents.

4. Head Of Household

The male head of household and female head of household are identified. Both are derived through self-definition by the respondent in answer to the question: "Do you consider yourself to be the male/female head of this household?" In theory, then, a household may contain both a male and a female head of household.

5. Household Income

A question on total household income was asked of respondents (See Exhibit Card O). When a respondent refused to answer the income question, the interviewer was instructed to estimate this income and record the fact that this was an estimate. The percentage of incomes reported and estimated were as follows:

	Household Income	
	%	
Information Provided By Respondent	66.4	
Interviewer's Estimate	33.6	
Refused/No Estimate	-	

Household Income Category	Household Income	
	Provided Income	Estimated Income
	Distribution %	Distribution %
No Income	0.5	0.2
Under \$10,000	3.8	0.6
\$10,000 To \$14,999	4.2	1.8
\$15,000 To \$19,999	4.9	3.9
\$20,000 To \$24,999	4.5	3.7
\$25,000 To \$29,999	4.2	4.2
\$30,000 To \$34,999	4.5	5.0
\$35,000 To \$39,999	3.7	4.5
\$40,000 To \$44,999	4.5	6.4
\$45,000 To \$49,999	4.5	7.0
\$50,000 To \$59,999	8.3	11.5
\$60,000 To \$74,999	11.3	13.5
\$75,000 To \$99,999	15.3	16.5
\$100,000 To \$124,999	11.6	10.9
\$125,000 To \$149,999	5.5	4.3
\$150,000 And Over	8.8	6.2

* Less than 0.05%.

6. Language

There were four questions on language (common to both interviewing periods) in the questionnaire, namely:

- Language of interview—one answer allowed;
- Language first learned in childhood—one answer allowed;
- Language spoken at least conversationally—multiple answers allowed;
- Language most often spoken at home—one answer allowed.

7. Occupation

If the respondent claimed to be working, he/she was asked three questions about occupation, namely:

What is your job title?

What kind of work do you do?

In what kind of business, industry or service do you work?

Professionals were also asked their professional qualifications. Respondents were then coded into one of 41 occupation groups using an updated Occupational Code List prepared by PMB. For a list of major occupation and non-working groups, refer to (Appendix H: Editing And Coding).

8. Company Size

If the respondent claimed to be employed, he/she was asked about the size of the company as follows:

Is there more than one location?

How many people employed at the location where you work?

If more than one location (unless in Government), they are asked — How many employed across all locations in Canada?

The company size summary code reflects the total number of company employees across Canada. It includes all respondents who are employed full time or part time.

If the company has only one location, then the number of employees in the summary code is the number at that location.

If the company has more than one location, then the summary code is based on the question “across all locations”.

The groups are as follows:

Under 10; 10 to 19; 20 to 49; 50 to 99; 100 to 249; 250 to 499, 500 to 999; 1000 +.

Respondents who are employed by the Government are included in the "1000 +" group.

9. Business Target Audience

As part of the basic PMB personal interview, all respondents were asked their personal income as well as a series of questions regarding their employment status, occupation and involvement in business as follows:

- a) Self-description of employment status, such as, professional, professional with managerial responsibilities, etc.
- b) Type of business, industry, or service.
- c) Kind of work.
- d) Job title.
- e) Specific professional qualifications.
- f) Company size and number reporting if in managerial position.
- g) Involvement in specific job areas, such as, overall corporate policy, finance, etc.
- h) Involvement in suggesting, advising or purchasing of products or services. (See sub-section d)—Business Purchase Involvement Definition.)

Responses to these questions are used to establish qualification as part of four business target audiences as follows:

- a) Selected Professionals/Business Managers (SPBMs)—Narrow Definition
- b) SPBMs—Broad Definition

PMB has established two SPMB definitions: one is referred to as the Narrow definition; the other as the Broad definition. (The Broad definition is used to determine re-contact interviews and special weight schemes for merging the re-contact sample.)

In both cases the system of qualification is to some degree reliant on an individual's self-classification of his or her employment status. The relevant self-classification options are:

- 01 Professional Self-Employed
- 02 Other Self-Employed
- 03 Professional With Managerial Responsibilities
- 04 Professional
- 05 Managerial Position

a) SPBM—Narrow Definition—Option A

i) Those who are 25 years of age or older and one of the following:

All Graduate Or Professional Engineers
Architect
Certified General Account (C.G.A.)
Certified Public Accountant (C.P.A.)
Chartered Accountant, Chartered Auditor
Chiropractor
C.M.A.
Financial Analyst (C.F.A.)
Judge, Magistrate
Lawyer, Solicitor
Mathematician, Statistician, Actuary
Osteopaths
Physician, Surgeon, Dentist, Doctor
Professor
Psychiatrist
Psychologist
Stock Broker
Veterinarian

ii) Failed professionals (01, 03, 04) and other self-employed (02) and managerial position (05) who are:

25 Years Of Age Or Older;
Qualify On Purchase Influence*;
Work In:

Government;
Retail With 20 Or More Employees;
Serve To Business With 5 Or More Employees;
Other Businesses With 10 Or More Employees.

And:

Have three or more individuals reporting, either directly or indirectly.
(This is the surrogate for managerial title test.)

iii) For those who fail (i) or (ii)—individuals who meet the age, influence and organization size criteria and who are in certain occupations with a managerial title qualify:

I Professional self-employed/other self-employed/professionals (01, 02, 04):

Must have **one or more** reporting directly or indirectly and a managerial title such as, director or administrative officer, superintendent, manager, supervisor, etc., but excluding those in the following non-business occupations: religious order or ministry, pilot, sales representative (insurance, real estate or buyers), teaching, the arts (journalist, editor, broadcaster), clerical/secretarial, medical technologist/technologist, skilled service or labour, unskilled service or labour, fishing/farming/trapping.

II Professionals with managerial responsibility/managerial position (03, 05):

Must have a managerial title as in iii)-1 above **but no reporting criterion is required.**

* If a respondent answers "yes" to any of the following statements, he or she qualifies as having business purchase influence:

1. Suggesting or advising that a product or service is needed.
2. Determining the specifications of a product or service.
3. Recommending which products or services will be considered.
4. Participating in selection of potential suppliers.
5. Giving final approval for purchase or lease.

b) SPBM—Broad Definition—Option B (Historical Reference MPCs)

i) Valid Professionals: Those who are 25 years of age or older and one of the following:

All Graduate Or Professional Engineers
Architect
Certified General Account (C.G.A.)
Certified Public Accountant (C.P.A.)
Chartered Accountant, Chartered Auditor
Chiropractor
C.M.A.
Financial Analyst (C.F.A.)
Judge, Magistrate
Lawyer, Solicitor
Mathematician, Statistician, Actuary
Osteopaths
Physician, Surgeon, Dentist, Doctor
Professor
Psychiatrist
Psychologist
Stock Broker
Veterinarian

ii) Self-Defined: Professionals with managerial responsibilities and managerial position (03, 05) who are:

25 Years Of Age Or Older;
Qualify On Purchase Influence;
Work In:
Government;
Retail With 20 Or More Employees;
Serve To Business With 5 Or More Employees;
Other Businesses With 10 Or More Employees.

iii) Self-Defined: Professional self-employed, other self-employed and professional (01, 02, 04) who are:

25 Years Of Age Or Older;
Qualify On Purchase Influence;
Work In:
Government;
Retail With 20 Or More Employees;
Serve To Business With 5 Or More Employees;
Other Businesses With 10 Or More Employees.

And:

Have one or more individuals reporting, either directly or indirectly.

10. Personal Income

A question on personal income was included in the questionnaire. The breaks were the same as household income. Interviewer estimates were also allowed and identified as such. The percentages follow:

	Personal Income %
Information Provided By Respondent	76.9
Interviewer's Estimate	23.1
Refused/No Estimate	–

Personal Income Category	Personal Income	
	Provided Income Distribution %	Estimated Income Distribution %
No Income	12.5	7.4
Under \$10,000	14.8	8.4
\$10,000 To \$14,999	9.1	10.4
\$15,000 To \$19,999	8.2	10.6
\$20,000 To \$24,999	6.8	9.2
\$25,000 To \$29,999	6.2	8.2
\$30,000 To \$34,999	6.0	8.0
\$35,000 To \$39,999	5.1	6.3
\$40,000 To \$44,999	5.1	6.5
\$45,000 To \$49,999	4.3	5.8
\$50,000 To \$59,999	7.0	6.9
\$60,000 To \$74,999	6.3	5.4
\$75,000 To \$99,999	4.3	3.7
\$100,000 To \$124,999	2.1	1.5
\$125,000 To \$149,999	0.8	0.6
\$150,000 And Over	1.4	1.0

11. Total Audience

The total audience of a publication may be defined as consisting of qualified readers of an average issue of that publication, regardless of how or where the issue was obtained.

12. Principal Grocery Shopper

In the personal questionnaire, respondents were asked to specify which household member did most of the household grocery shopping. Those who answered "self" or "self and other household member equally" are classified as **Principal Grocery Shoppers**.

13. Principal Wage Earner

The respondent was asked whether he/she was the main wage or income earner in the household.

14. Education Levels

Attained levels of education are available in PMB 2008. In the reported volumes, the headings are derived from:

PMB 2008	Meaning Individuals With Highest Level Achieved
Post Graduate Degree +	University Certificate Or Diploma Above Bachelor's Level
Bachelor's Degree	Bachelor's Degree(s) (Eg., B.A., B.SC., LLB)
University Certificate/Other Non-University Certificate	Certificate/Diploma Below Bachelor's Level Including Community College/CEGEP, Etc.
Trade Certificate/Diploma	Trade Certificate/Diploma
Secondary/High School Graduate	Secondary Or High School Graduation Certificate
No Certificate Or Diploma	No Secondary Or High School Certificate Or Higher Degree Certification

15. Ethnic Background

a) Asian & Other Summary Code

The term, "Asian" includes respondents who answered "yes" to any of Filipino, South Asian, East/South Asian, West Asian, Arab, Chinese, Japanese and Korean in the ethnic background question. The summary code, "Asian & Other" includes all respondents who answered "yes" to Asian AND any other ethnic background, including any Asian as listed above. For example, respondents answering Filipino & Latin OR Filipino & South Asian would be coded as Asian & Other.

b) Aboriginal & Other Summary Code

Includes all respondents who answered "yes" to "Aboriginal" and any other ethnic background, excluding "Asian" as defined above.

16. Sexual Orientation

Sexual Orientation is determined from responses to the “Partnership Section” in the leave-behind questionnaire.

Same sex orientation is the total of: individuals who answered married or common law partner with the same sex in addition to individuals who currently have no partner, but who said they would prefer to be married, or in a common law partnership with someone of the same sex.

Responses in the leave-behind questionnaire in the “Partnership Section” are filtered on those 18 years of age and older and are force-edited to match marital status responses in the personal questionnaire.

17. Quintiles

See Appendix O: Exposure To Other Media.

18. Definitions (J.D. Power And Associates—Automotive Groupings)

PMB 2008 includes updated J.D. Power automotive groupings that have been designed to reflect new market realities. The matrix is based on six segments and no classification codes. The charts below show how each vehicle is defined in the segments/sub-segments.

Segment	Sub-Segment
Compact	Compact Basic Compact Conventional Compact CUV Compact Sporty Compact Utility Premium Compact Car
Compact Premium	Compact Premium Conventional Compact Premium CUV Compact Premium Sporty Compact Premium Utility
Midsize	Midsize Conventional Midsize CUV Midsize Pickup Midsize Sporty Midsize Utility Midsize Van
Midsize Premium	Midsize Premium Conventional Midsize Premium CUV Midsize Premium Sporty Midsize Premium Utility
Large	Large Conventional Large Pickup Large Utility Large Van
Large Premium	Large Premium Conventional Large Premium Pickup Large Premium Sporty Large Premium Utility

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Segment	Sub-Segment	Make/Model
Compact	Basic Compact	Chevrolet Aveo
Compact	Basic Compact	Honda Fit
Compact	Basic Compact	Hyundai Accent
Compact	Basic Compact	Kia Rio
Compact	Basic Compact	Kia Rio V
Compact	Basic Compact	Nissan Versa
Compact	Basic Compact	Pontiac Wave
Compact	Basic Compact	Toyota Echo/Yaris
Compact	Conventional Compact	Acura EL/CSX
Compact	Conventional Compact	Chevrolet Cavalier
Compact	Conventional Compact	Chevrolet Cobalt
Compact	Conventional Compact	Chevrolet Optra/Optra 5
Compact	Conventional Compact	Dodge Caliber
Compact	Conventional Compact	Dodge Neon/SX 2.0
Compact	Conventional Compact	Ford Escort/ZX2
Compact	Conventional Compact	Ford Focus
Compact	Conventional Compact	Honda Civic
Compact	Conventional Compact	Honda Insight
Compact	Conventional Compact	Hyundai Elantra
Compact	Conventional Compact	Kia Spectra
Compact	Conventional Compact	Mazda 3/Protegé
Compact	Conventional Compact	MINI Cooper
Compact	Conventional Compact	Nissan Sentra
Compact	Conventional Compact	Pontiac Pursuit/G5 Pursuit
Compact	Conventional Compact	Pontiac Sunfire
Compact	Conventional Compact	Pontiac Vibe
Compact	Conventional Compact	Saturn Ion
Compact	Conventional Compact	Saturn S-Series
Compact	Conventional Compact	Toyota Corolla
Compact	Conventional Compact	Toyota Matrix
Compact	Conventional Compact	Toyota Prius
Compact	Conventional Compact	Volkswagen Beetle
Compact	Conventional Compact	Volkswagen Golf/Rabbit
Compact	Conventional Compact	Volkswagen Jetta
Compact	Compact CUV	Chevrolet Equinox
Compact	Compact CUV	Chevrolet HHR
Compact	Compact CUV	Chrysler PT Cruiser
Compact	Compact CUV	Dodge Nitro
Compact	Compact CUV	Ford Escape
Compact	Compact CUV	Honda CRV
Compact	Compact CUV	Hyundai Sante Fe
Compact	Compact CUV	Hyundai Tucson
Compact	Compact CUV	Jeep Compass

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Segment	Sub-Segment	Make/Model
Compact	Compact CUV	Jeep Patriot
Compact	Compact CUV	Kia Sportage
Compact	Compact CUV	Mazda Tribute
Compact	Compact CUV	Pontiac Aztek
Compact	Compact CUV	Pontiac Torrent
Compact	Compact CUV	Saturn Vue
Compact	Compact CUV	Subaru Forester
Compact	Compact CUV	Toyota RAV4
Compact	Compact Sporty	Mazda Miata/MX-5
Compact	Compact Sporty	Other Volkswagen
Compact	Compact Sporty	Pontiac Solstice
Compact	Compact Sporty	Saturn Sky
Compact	Compact Sporty	Subaru Impreza/WRX
Compact	Compact Sporty	Volkswagen Cabriolet/EOS
Compact	Compact Utility	Chevrolet Tracker
Compact	Compact Utility	Jeep Liberty
Compact	Compact Utility	Jeep TJ/Wrangler
Compact	Compact Utility	Nissan Xterra
Compact	Compact Utility	Nissan X-Trail
Compact	Compact Utility	Toyota FJ Cruiser
Compact Premium	Compact Premium Conventional	Acura TSX
Compact Premium	Compact Premium Conventional	Audi A2/A3
Compact Premium	Compact Premium Conventional	Audi A4/A6
Compact Premium	Compact Premium Conventional	BMW 3-Series
Compact Premium	Compact Premium Conventional	Cadillac CTS
Compact Premium	Compact Premium Conventional	Infiniti G35
Compact Premium	Compact Premium Conventional	Lexus IS Series
Compact Premium	Compact Premium Conventional	Lincoln Zephyr/MKZ
Compact Premium	Compact Premium Conventional	Mercedes-Benz B Class
Compact Premium	Compact Premium Conventional	Mercedes-Benz C Class Sedan
Compact Premium	Compact Premium Conventional	Other Acura
Compact Premium	Compact Premium Conventional	Other Audi
Compact Premium	Compact Premium Conventional	Other Saab
Compact Premium	Compact Premium Conventional	Saab 9.3
Compact Premium	Compact Premium Conventional	Saab 9.5
Compact Premium	Compact Premium Conventional	Volvo 30
Compact Premium	Compact Premium Conventional	Volvo 40/50
Compact Premium	Compact Premium Conventional	Volvo 60/70
Compact Premium	Compact Premium Conventional	Volvo 850
Compact Premium	Compact Premium CUV	Acura RDX
Compact Premium	Compact Premium CUV	BMW X3, X5
Compact Premium	Compact Premium Sporty	Acura RSX
Compact Premium	Compact Premium Sporty	Chrysler Crossfire

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Segment	Sub-Segment	Make/Model
Compact Premium	Compact Premium Sporty	Other Nissan
Compact Premium	Compact Premium Sporty	Porsche Any Model
Compact Premium	Compact Premium Sporty	Saab 9.2X
Compact Premium	Compact Premium Utility	Other Infinity Truck/SUV
Large	Large Conventional	Buick LeSabre
Large	Large Conventional	Buick Lucerne
Large	Large Conventional	Buick Park Avenue/Ultra
Large	Large Conventional	Chevrolet Impala
Large	Large Conventional	Chrysler 300/300M/300C
Large	Large Conventional	Chrysler Concorde
Large	Large Conventional	Dodge Charger
Large	Large Conventional	Dodge Magnum
Large	Large Conventional	Ford Crown Victoria
Large	Large Conventional	Ford Five Hundred
Large	Large Conventional	Mercury Grand Marquis
Large	Large Conventional	Nissan Maxima
Large	Large Conventional	Pontiac Bonneville
Large	Large Conventional	Pontiac Grand Prix
Large	Large Conventional	Toyota Avalon
Large	Large Pickup	Chevrolet Avalanche
Large	Large Pickup	Chevrolet C/K 1500-3500 Silverado
Large	Large Pickup	Dodge Ram Pickup
Large	Large Pickup	Ford Pickup (Full Size)
Large	Large Pickup	GMC Sierra 1500-3500
Large	Large Pickup	Nissan Titan
Large	Large Pickup	Toyota Tundra
Large	Large Utility	Chevrolet Suburban/Tahoe
Large	Large Utility	Chrysler Aspen
Large	Large Utility	Ford Expedition
Large	Large Utility	GMC Suburban/Yukon/Yukon XL/Denali
Large	Large Utility	Nissan Armada
Large	Large Utility	Toyota Sequoia
Large	Large Van	Chevrolet Express Van
Large	Large Van	Dodge Ram Van/Wagon
Large	Large Van	Dodge Sprinter
Large	Large Van	GMC Savana Van
Large	Large Van	Ford Econoline
Large	Large Van	Other GMC
Large Premium	Large Premium Conventional	Cadillac Deville/Concours/DTS
Large Premium	Large Premium Conventional	Lincoln Town Car
Large Premium	Large Premium Pickup	Cadillac Escalade/EXT/ESV
Large Premium	Large Premium Pickup	Lincoln Mark LT
Large Premium	Large Premium Sporty	Jaguar Any Model

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Segment	Sub-Segment	Make/Model
Large Premium	Large Premium Sporty	Other BMW
Large Premium	Large Premium Utility	HUMMER Any Model
Large Premium	Large Premium Utility	Infinity QX56
Large Premium	Large Premium Utility	Lincoln Navigator
Large Premium	Large Premium Utility	Other Mercedes Truck/SUV
Midsize	Midsize Conventional	Buick Allure
Midsize	Midsize Conventional	Buick Century
Midsize	Midsize Conventional	Buick Regal
Midsize	Midsize Conventional	Chevrolet Epica
Midsize	Midsize Conventional	Chevrolet Malibu/Malibu Maxx
Midsize	Midsize Conventional	Chrysler Sebring
Midsize	Midsize Conventional	Eagle Any Model
Midsize	Midsize Conventional	Ford Contour
Midsize	Midsize Conventional	Ford Fusion
Midsize	Midsize Conventional	Ford Taurus
Midsize	Midsize Conventional	Honda Accord
Midsize	Midsize Conventional	Hyundai Sonata
Midsize	Midsize Conventional	Hyundai XG300/Azera
Midsize	Midsize Conventional	Mazda 6/626
Midsize	Midsize Conventional	Mercury Mystique
Midsize	Midsize Conventional	Mercury Sable
Midsize	Midsize Conventional	Nissan Altima
Midsize	Midsize Conventional	Oldsmobile Alero
Midsize	Midsize Conventional	Oldsmobile Intrigue
Midsize	Midsize Conventional	Other Buick
Midsize	Midsize Conventional	Other Chevrolet
Midsize	Midsize Conventional	Pontiac G6
Midsize	Midsize Conventional	Pontiac Grand Am
Midsize	Midsize Conventional	Saturn Aura
Midsize	Midsize Conventional	Saturn L-Series
Midsize	Midsize Conventional	Subaru Legacy
Midsize	Midsize Conventional	Subaru Outback
Midsize	Midsize Conventional	Toyota Camry
Midsize	Midsize Conventional	Volkswagen Passat
Midsize	Midsize CUV	Buick Rendezvous
Midsize	Midsize CUV	Chrysler Pacifica
Midsize	Midsize CUV	Ford Edge
Midsize	Midsize CUV	Ford Freestyle
Midsize	Midsize CUV	GMC Acadia
Midsize	Midsize CUV	Nissan Murano
Midsize	Midsize CUV	Saturn Outlook
Midsize	Midsize CUV	Toyota Highlander
Midsize	Midsize Pickup	Chevrolet S-10 Series/Colorado

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Segment	Sub-Segment	Make/Model
Midsize	Midsize Pickup	Dodge Dakota
Midsize	Midsize Pickup	Ford Explorer/Sport Trac
Midsize	Midsize Pickup	Ford Ranger
Midsize	Midsize Pickup	GMC Sonoma/Canyon
Midsize	Midsize Pickup	Honda Ridgeline
Midsize	Midsize Pickup	Nissan Frontier
Midsize	Midsize Pickup	Toyota Tacoma
Midsize	Midsize Sporty	Chevrolet Camaro
Midsize	Midsize Sporty	Chevrolet Monte Carlo
Midsize	Midsize Sporty	Chevrolet SSR
Midsize	Midsize Sporty	Eagle Talon
Midsize	Midsize Sporty	Ford Mustang
Midsize	Midsize Sporty	Honda Prelude
Midsize	Midsize Sporty	Mazda RX-8
Midsize	Midsize Sporty	Mercury Cougar
Midsize	Midsize Sporty	Pontiac Firebird
Midsize	Midsize Sporty	Toyota Solara
Midsize	Midsize Utility	Buick Rainier
Midsize	Midsize Utility	Chevrolet Trail Blazer/Blazer
Midsize	Midsize Utility	Dodge Durango
Midsize	Midsize Utility	GMC Envoy/Jimmy
Midsize	Midsize Utility	Honda Pilot
Midsize	Midsize Utility	Jeep Commander
Midsize	Midsize Utility	Jeep Grand Cherokee
Midsize	Midsize Utility	Kia Sorento
Midsize	Midsize Utility	Nissan Pathfinder
Midsize	Midsize Utility	Toyota 4Runner
Midsize	Midsize Van	Buick Terraza
Midsize	Midsize Van	Chevrolet Astro
Midsize	Midsize Van	Chevrolet Venture/Uplander
Midsize	Midsize Van	Chrysler Town & Country
Midsize	Midsize Van	Dodge Caravan/Grand Caravan
Midsize	Midsize Van	Ford Freestar
Midsize	Midsize Van	Ford Windstar
Midsize	Midsize Van	GMC Safari
Midsize	Midsize Van	Honda Odyssey
Midsize	Midsize Van	Hyundai Entourage
Midsize	Midsize Van	Kia Sedona
Midsize	Midsize Van	Mazda MPV
Midsize	Midsize Van	Mercury Villager
Midsize	Midsize Van	Nissan Quest
Midsize	Midsize Van	Oldsmobile Silhouette
Midsize	Midsize Van	Pontiac Trans Sport/Montana/SV6

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Segment	Sub-Segment	Make/Model
Midsize	Midsize Van	Saturn Relay
Midsize	Midsize Van	Toyota Sienna
Midsize Premium	Midsize Premium Conventional	BMW 5 Series
Midsize Premium	Midsize Premium Conventional	Cadillac Seville/STS
Midsize Premium	Midsize Premium Conventional	Chrysler Intrepid
Midsize Premium	Midsize Premium Conventional	Chrysler LHS
Midsize Premium	Midsize Premium Conventional	Infiniti M35/45
Midsize Premium	Midsize Premium Conventional	Lexus ES Series
Midsize Premium	Midsize Premium Conventional	Lincoln LS
Midsize Premium	Midsize Premium Conventional	Mercedes-Benz E Class
Midsize Premium	Midsize Premium Conventional	Other Chrysler
Midsize Premium	Midsize Premium Conventional	Other Lexus Car
Midsize Premium	Midsize Premium Conventional	Other Volvo
Midsize Premium	Midsize Premium Conventional	Volvo S80
Midsize Premium	Midsize Premium CUV	Acura MDX
Midsize Premium	Midsize Premium CUV	Cadillac SRX
Midsize Premium	Midsize Premium CUV	Infiniti FX35/45
Midsize Premium	Midsize Premium CUV	Lexus RX Series
Midsize Premium	Midsize Premium CUV	Lincoln Aviator
Midsize Premium	Midsize Premium CUV	Lincoln MKX
Midsize Premium	Midsize Premium CUV	Mercedes-Benz M Class
Midsize Premium	Midsize Premium CUV	Volkswagen Touareg
Midsize Premium	Midsize Premium Sporty	Chevrolet Corvette
Midsize Premium	Midsize Premium Sporty	Ford Thunderbird
Midsize Premium	Midsize Premium Utility	Saab 9.7
Unclassified	Unclassified	Daewoo - Any Model
Unclassified	Unclassified	Lada - Any Model
Unclassified	Unclassified	Land Rover - Any Model
Unclassified	Unclassified	Mazda Truck/SUV
Unclassified	Unclassified	Mitsubishi - Any Model
Unclassified	Unclassified	Other Cadillac
Unclassified	Unclassified	Other Dodge
Unclassified	Unclassified	Other Ford
Unclassified	Unclassified	Other Honda
Unclassified	Unclassified	Other Hyundai
Unclassified	Unclassified	Other Infinity Car
Unclassified	Unclassified	Other Jeep
Unclassified	Unclassified	Other Kia
Unclassified	Unclassified	Other Lexus SUV
Unclassified	Unclassified	Other Lincoln
Unclassified	Unclassified	Other Mazda
Unclassified	Unclassified	Other Mercedes Car
Unclassified	Unclassified	Other Mercury

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Segment	Sub-Segment	Make/Model
Unclassified	Unclassified	Other MINI
Unclassified	Unclassified	Other Pontiac
Unclassified	Unclassified	Other Saturn
Unclassified	Unclassified	Other Subaru
Unclassified	Unclassified	Other Toyota
Unclassified	Unclassified	Suzuki – Any Model
Unclassified	Unclassified	Volkswagen City Golf/City Jetta

18. MOPEs

This is a common acronym used to include managers, owners and professionals. Individual job titles comprising these groups are listed in the Codebook section "Detailed Occupation Codes". PMB occupation codes are designed to match Statistics Canada National Occupation Classification Codes.