

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

2008 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 | | |

1 = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

Current education

2008 Product Questionnaire (88-1)

| Form | Type of school | Level of Study |
|----------------|-----------------------------|--------------------------|
| Part-time | High school | Undergraduate |
| Full-time | Vocational/technical school | Graduate |
| Correspondence | College | Masters |
| | University | Ph.D |
| | Other | Professional Designation |

Psychographic Clusters

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

Attitude statements

2008 Product Questionnaire (88-1)

| | | |
|-----------------------------------|---|---------------------------------------|
| Apparel/Fashion (8) | Cosmetics/Beauty (5) | Products & Services ¹ (10) |
| Appliance/Home Furnishings (5) | Environment ¹ (13) | Personal and Social Views (46) |
| Automotive (7) | Groceries/Food Shopping/ Cooking/Eating/Nutrition (10) | Sports/Athletics (6) |
| Beverages/Alcohol (6) | Health Care/Nutrition (15) | Travel/Leisure/Recreational (8) |
| Business/Finance/Real Estate (10) | Home Electronics/Technology (5) | |
| Candies/Snacks (5) | | |

¹ = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)