

## 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

2009 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		

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1 = new data

(included on the PMB 2010 2-year Readership Database and PMB 2010 1-year Product Database)

# Current education

2009 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

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# Attitude statements

2009 Product Questionnaire (88-1)

Apparel/Fashion (8)	Cosmetics/Beauty (5)	Products & Services (10)
Appliance/Home Furnishings (5)	Environment (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)		

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