Canadian Retail Brands Questionnaire

Which of the following brands have you used in the past 12 months? Please select all that apply	
Airlines Air Canada	
□ Porter	
□ WestJet	
Retail ☐ Hudson's Bay company	
□ Sears	
☐ Home Depot	
□ Rona Inc	
Shoppers drugmart	
Canadian TireWalmart	
□ None of the above	
Which of the following brands are you considering using in the next 12 months? Please select all that apply	
Airlines	
Air CanadaPorter	
□ WestJet	
Retail	
☐ Hudson's Bay company	
□ Sears	
Home Depot	
Rona Inc	
Shoppers drugmartCanadian Tire	
□ Walmart	
None of the above	

What are the most likely reason for using/recommending the following brands? Please select all that apply

	Reliability	Quality	Customer Service	Availability	Cost	Reputation	Cool factor	My kind of Brand
Air Canada	0	0	0	0	0	0		0
Porter	0	\circ	\circ	0	0	0		0
WestJet	0	0	0	0	0	0		0
Hudson's Bay Company	0	0	0	0	0	0		0
Sears	0	0	0	0	0	0		0
Home Depot	0	0	0	0	0	0		0
Rona Inc	0	0	0	0	0	0	0	0
Shoppers drugmart	0	0	0	0	0	0		0
Canadian tire	0	0	0	0	0	0		0
Walmart	0	0	0	0		0		0

Based on everything you know/heard or experienced, how would you rate the following brands?

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
Airlines						
Air Canada	•		0	\circ	0	•
Porter	0	0	0	0	0	0
WestJet	0			\circ	0	0
Retail						
Hudson's Bay Company	0		0	0	0	•
Sears	0		0	0	0	0
Home Depot	•		0	\circ	0	•
Rona Inc	0			0	0	0
Shoppers drugmart	0			0	0	0
Canadian tire	0		0	0	0	0
Walmart	O	0			0	0