

# Canadian National Survey – January 2012

## Questionnaire

### ADVERTISING

In the past 30 days which, if any, of the following actions have you taken as a result of seeing a product or service advertised on the following types of media? Select all that apply for each action.

	Visited a website to research a product/ service	Visited a website to purchase a product/ service	Went to a store to purchase the product or service	Called a toll-free number shown in an ad
On Elevator Video Screens in the building where you work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In a Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In a Magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In an airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### SHOPPING

When do you shop for the following products? Select all that apply.

	During your morning commute to work	During work hours/lunch hour	During your evening commute home from work	On the weekend	Do not shop for this type of product
<b>Technology</b>					
Home Computer Hardware or Software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Computer Hardware or Software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cell phones, blackberry, iphone etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Electronics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Consumer Goods</b>					
Packaged goods (Batteries, household cleaners, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men Toiletries (eg: Shaving cream, razors, deodorants, after shave, shaving creams, cologne etc...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women Toiletries (eg: deodorants, hair care, oral care body lotions, fragrances etc...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing/Shoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Groceries</b>					
Snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bottled Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcoholic Beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## ALCOHOL

How often did you drink the following in PAST MONTH

	Never	Once a month	2-3 times a month	Once a week	2-3 times a month	At east once a day
Rye/Canadian whisky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scotch whisky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other whisky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canadian wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Australian wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other imported wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other alcoholic beverages (including beer)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## INTERNET

Which of the following types of websites have you researched at work for products or services in the past 6 months? Select all that apply.

- Automobile related websites
- Travel related websites for personal trips
- Travel related websites for business trips
- Financial Product websites (e.g. Mutual Funds)
- Financial Services websites (e.g. Online Banking; Online Brokerage companies)
- Consumer Electronics (e.g. TVs, MP3 Players, Computers, etc)
- Telecommunication product and services (e.g. Cell phone providers, blackberry, iphone etc)
- Clothes, toiletries and accessories
- None of these

How many online purchases have you made in the past 3 months at work?

- 1
- 2 - 4
- 5 - 9
- 10 or more
- None

What products or services have you purchased online at work in the past 3 months? Select all that apply.

- Books
- Business Office Supplies
- Home Office Supplies

- CDs / DVDs
- Clothing
- Home Computer Hardware or Software
- Business Computer Hardware or Software
- Cell phone, black berry, iphone etc.
- Groceries
- Home Electronics
- Jewelry
- None of these

What percent of your online shopping do you do at work?

- Less than 25%
- 25%-49%
- 50%-74%
- 75%-99%
- 100%

## FINANCE

Do you use a Financial Advisor?

- Yes
- No
- Prefer not to answer

Which of the following investment types do you currently have (excluding any RRSP you may have)? Please select all that apply.

- Mutual Funds
- Stocks (outside of Mutual Funds)
- Bonds
- Education Savings Plan
- Certificate of Deposit (CD)
- Other
- None of the above
- Prefer not to answer

Which of the following institutions, if any, do you conduct banking with or have investments with? Select all that apply.

	Conduct Banking	Have Investments	Don't know/Not sure
RBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TD Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scotia Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bank of Montreal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CIBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynamic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fidelity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Franklin Templeton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ING Direct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manulife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charles Schwab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invesco Trimark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the total dollar value of your investment portfolio (including your RRSP)?

- Less than \$10,000
- \$10,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000 - \$749,999
- \$750,000 - \$999,999
- \$1 Million or more
- Do not have an investment portfolio
- Prefer not to answer

Which of the following types of credit cards do you have for personal use? Please select all that apply.

- Any Visa Platinum
- Any Mastercard Platinum
- Any American Express Platinum
- Any other Platinum Card
- Any Visa Gold Card
- Any Mastercard Gold Card
- Any American Express Gold Card
- Any other Gold Card
- Any other Visa
- Any other Mastercard
- Any other American Express
- Any Diners Club
- Any other Credit Card
- Do not have a credit card

Which card do you consider your primary credit card?

- Any Visa Platinum
- Any Mastercard Platinum
- Any American Express Platinum
- Any other Platinum Card
- Any Visa Gold Card
- Any Mastercard Gold Card
- Any American Express Gold Card
- Any other Gold Card
- Any other Visa
- Any other Mastercard

- Any other American Express
- Any Diners Club
- Any other Credit Card

Why is this your primary card? Please select all that apply.

- Frequent Flier / Airline Miles Program
- Other Point Program
- Cash rebate program
- Lower interest rate
- Higher credit limit
- Prestige
- Card is affiliated with my bank
- Other

How much do you charge on your credit cards in a typical month?

- Less than \$500
- \$500 - \$999
- \$1,000 - \$4,999
- \$5,000 - \$9,999
- \$10,000 or more
- Prefer not to answer

## TECHNOLOGY

Which of the following do you currently own? Select all that apply.

- Cell Phone
- BlackBerry
- iPhone
- Motorola Q
- Palm Pre
- Other Handheld PDA
- None of these

Which of the following do you plan to purchase in next 12 months? Select all that apply.

- Cell Phone
- BlackBerry
- iPhone
- Motorola Q
- Palm Pre
- Other Handheld PDA
- None of these

Who is your current cell phone provider?

- Bell
- Rogers
- Telus
- Fido
- Virgin
- Other

How likely are you to change your cell phone service provider in the next 12 months?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely

Which cell phone provider are you considering changing to?

- Bell
- Rogers
- Telus
- Fido
- Virgin
- Other

What percentage of your cell phone usage is for business?

- None
- Less than 25%
- 25% - 49%
- 50%- 74%
- 75% - 99%
- 100%

## COMPANY DECISION MAKING

Please indicate your level of involvement, if any, in the purchase decision for products, services and /or equipment for your office. Select all that apply for each type of equipment.

	Suggest / Advise that there is a need	Evaluate the Need	Recommend Specific Products and/or Suppliers	Make Final Decision	Not involved in decision making
ANY business products or services for your company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business computer equipment (including Printers and Computers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business telecommunication equipment (including cell phone service providers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

