

MAJOR MARKET RETAIL REPORT 2008

the reference on Canada's major retailers

"MMRR provides a quick perspective on where consumers are shopping and their reasons why... it helps us ensure London Drugs is catering to its target customers."

-Stephanie Lett
Manager, Marketing Business
London Drugs

"As a retailer, we value MMRR for obtaining consumer feedback on such topics as shopping habits, retailer performance and competitive activity."

-Caroline Quinn
Director of Direct Marketing
Staples Business Depot

"[MMRR is] an invaluable resource for The Gazette, providing us - and our advertisers - with crucial insight regarding the Canadian retail landscape."

-David Klimek
Research and Planning Manager
The Montreal Gazette

Kubas Consultants' **MAJOR MARKET RETAIL REPORT (MMRR)** is an innovative, comprehensive investigation of Canadian retailers and markets designed for industry professionals and practitioners. The study covers the country's six largest markets and examines the big picture as well as the close-in competitive action in 32 product categories.

It's what you need to know to do business today.

MMRR provides essential business intelligence on retail markets, consumers, shopping habits, media usage, trends, retailer performance, competitive activity, and more. The report is based on a major consumer research survey conducted expressly for the study. This is original, independent and objective data.

Who can benefit from MMRR?

Retailers – find out what your customers think of your products, your prices, and your store. **MMRR** will even tell you where else your customers shop. Also, find out more about retail trends and practices.

Vendors and Suppliers – stay informed about your retail accounts, their customers, and the dynamics of the retail marketplace. **MMRR** includes information you can use to hone your marketing and distribution channel strategies.

MMRR covers:

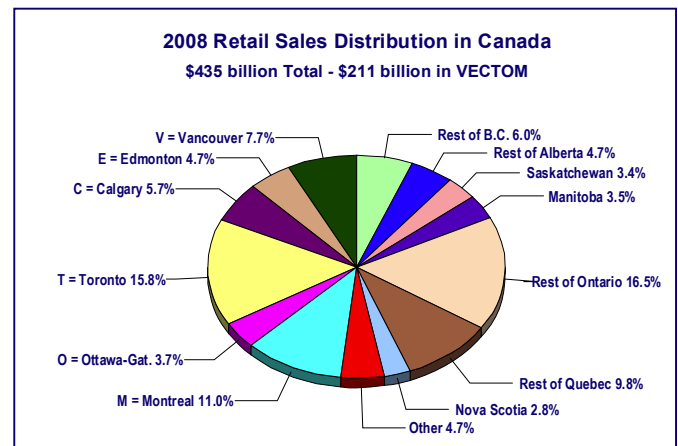
- ✓ **133 specific retailers** including department stores, mass merchants, specialty retailers, national and regional chains.
- ✓ **32 non-food product categories** in HBA, soft goods, hard goods, and durables.
- ✓ **Canada's VECTOM markets:** Vancouver, Edmonton, Calgary, Toronto, Ottawa, and Montreal.

These are Canada's decision markets, where the money is, and where marketing plans are forged and tested.

Now available electronically!

We've heard your pleas! The electronic version of **MMRR** allows you to:

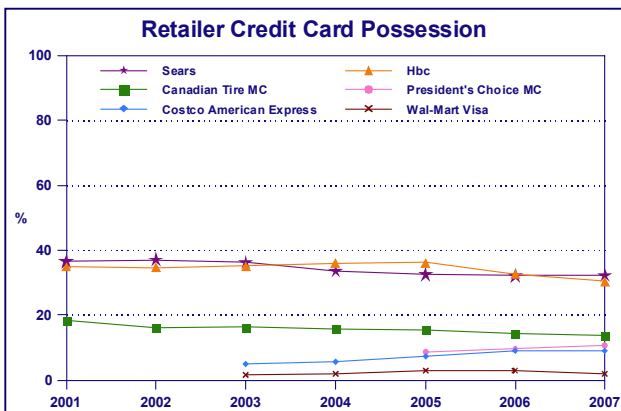
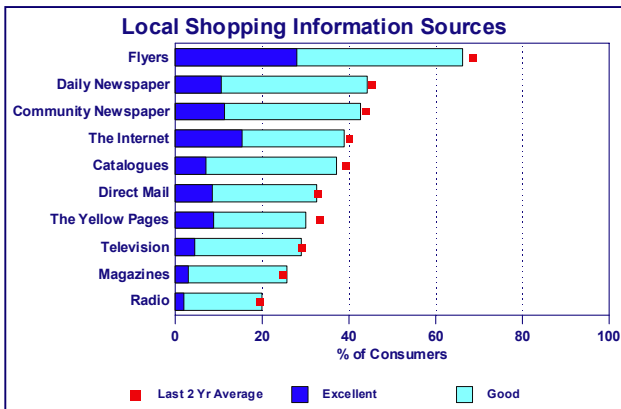
- ✓ Share information more readily with colleagues.
- ✓ Print as many colour or black & white copies as you need – of the full document, or selected pages.
- ✓ Navigate the report easily using electronic bookmarks.
- ✓ Use a search function to locate specific information.



PRODUCT CATEGORIES

- Personal Care Products
- Cosmetics & Fragrances
- Non-Prescription Health Products
- Prescription Drugs
- Photo Equipment and Services
- Jewellery, Watches, Etc.
- Books & Magazines
- Music & Videos
- Video Games and Equipment
- Children's Toys & Games
- Sporting Goods
- Athletic Footwear & Clothing
- Men's Dress Clothes
- Men's Casual Clothing
- Women's Lingerie, Hosiery, Etc.
- Women's Dress Wear
- Women's Casual Wear
- Children's Wear
- Footwear
- Linens, Towels, Bedding, Etc.
- Crafts & Fabric
- Greeting Cards & Gift Wrap
- Housewares
- Small Appliances
- Major Appliances
- Furniture
- Electronics
- Computer Hardware & Software
- Home Office & School Supplies
- Paint & Decorating Supplies
- Hardware & Home Improvement
- Lawn & Garden

Sample charts from *MMRR*



MMRR 2008 includes:

Section A – User Guide

An easy to use guide that outlines study methodology, interpretive and statistical notes, and how to get around in the Report.

Section B – The Customer

Consumer confidence, shopper attitudes, store selection factors, retail formats and new developments, promotional initiatives and media usage are among the topics covered in this section.

Section C – Patronage & Performance

Overall results for all retailers, including trade area coverage, patronage, drawing power and frequency ratio, performance scores and style index.

Section D – Product Category Analysis

A separate analysis for each category, including shopper profile, all stores and top stores shopped in the last 12 months, shopping level, market share potential, loyalty ratio, performance scores, cross-shopping index, and shopper characteristics by retailer.

Statistical Reference Tables

A separate volume containing between 270 and 670 pages, depending on the number of product categories included.

The New *MMRR* Trend Wizard

Quickly and easily illustrate 10-year comparative trends for your choice of up to 5 retailers at a time on 17 different metrics.

YOUR ORDER INCLUDES

- ✓ *MMRR 2008* Report and Statistical Tables (PDF)
- ✓ One bound copy of the *MMRR 2008* Report (upon request)
- ✓ Your choice of any of 32 product category analyses and data for your report and tables
- ✓ Electronic data file with select components
- ✓ Access to the *MMRR* database for custom analyses (available to subscribers only; additional costs may apply)

PRICING

- ✓ *MMRR STANDARD* is available for \$3,295, and includes your choice of one of the 32 product categories.
- ✓ *MMRR PLUS* is available for \$3,295 (as above) plus \$745 for each additional product category.
- ✓ *MMRR COMPLETE* is available for \$13,995 and includes all 32 product categories – a \$26,390 value!
- ✓ *MMRR CUSTOM* – We can provide a quote for a custom report based on your specific requirements. Contact us for more information.

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www.kubas.com/mmrr

Or, fax your order form to:

(416) 487-0816

If you have any questions or would like to request more information, please contact:

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NEW IN MMRR 2008

New Product Category, Video Games and Equipment: We have introduced a entire new product category in MMRR for 2008, Video Games and Equipment. This includes both hardware and software, for Playstation, Xbox, Nintendo, GameBoy, GameCube, PC games, and so on. Video games is one of the hottest segments in retail!

New Retailers: The following retailers have been added:

- * Dell Canada
- * EB Games
- * Lowe's
- * The Shopping Channel

Trend Wizard Becomes Permanent: The (fabulous) MMRR Trend Wizard will now be a cornerstone feature of MMRR reporting. It allows you to do your own 10-year trends and comparisons for MMRR retailers quickly and easily. And the Trend Wizard is included in the price!

RETAILERS: MMRR 2008

Many retailers carry several lines of merchandise and appear in multiple **MMRR** product categories (number of categories indicated in parentheses).

A & B Sound (3)	NEW! Dell Canada (1)	Laura/ Plus/ Petites (2)	Sephora (2)
Addition-Elle (2)	Dumoulin (2)	Le Chateau (4)	The Shoe Company (2)
Les Ailes de la Mode (6)	NEW! EB Games (1)	Leon's (2)	Shoppers Drug Mart (7)
Aldo Shoes (1)	Eddie Bauer (4)	Levi's Store or 1850 (2)	NEW! The Shopping
American Eagle Outfitters (2)	Esprit (2)	Lewiscraft (1)	Channel (24)
Ardène (1)	Fabricland (1)	London Drugs (12)	Silk & Satin (1)
Athlete's World (1)	Fairweather (2)	NEW! Lowe's (5)	La Maison Simons (5)
The Bay (28)	Familiprix (4)	Mappins Jewellers (1)	Sleep Country Canada (1)
Ben Moss Jewellers (1)	Feetfirst (1)	Mark's Work	Smart Set (2)
Benix (2)	Foot Locker (2)	Wearhouse (3)	Smithbooks (1)
Best Buy (5)	Future Shop (6)	MDG Computers (2)	The Sony Store (2)
Birks (1)	Gap (4)	Michaels Arts & Crafts (1)	The Source (3)
Black's Photo (1)	General Paint (1)	Moores Menswear (2)	Sport Chek (2)
Bluenotes (2)	Glidden/ICI Paint (1)	Music World (1)	Sport Mart (2)
The Body Shop (2)	Globo Shoes (2)	National Sports (2)	Sports Experts (2)
Bombay Company (1)	Grand & Toy (2)	Naturalizer (1)	Stitches (2)
Botanix (1)	Guardian Drugs (3)	Northern Reflections (1)	Staples Business
BouClair (1)	H & M (6)	Office Depot (2)	Depot (3)
Braut & Martineau (3)	Hallmark Cards (1)	Old Navy (3)	Stokes (1)
The Brick (3)	Holt Renfrew (7)	Payless Shoe Source (2)	Suzy Shier (2)
Canadian Tire (11)	HMV (2)	Pegabo Shoes (1)	The Telephone Booth (1)
Carlton Cards (1)	Home Depot (5)	Penningtons (3)	Tip Top Tailors (2)
Centre Hi-Fi (1)	Home Hardware (7)	Peoples Jewellers (1)	Toys "R" Us (7)
Champs Sports (2)	Home Outfitters (4)	Pharma Plus (5)	Transit (1)
Chapters (3)	HomeSense (3)	Pharmasave (5)	Uniprix (6)
The Children's Place (2)	I.D.A. Drugs (4)	Randy River (1)	United Furniture
Claire's Accessories (1)	IKEA (3)	Real Canadian	Warehouse (1)
Club Monaco (2)	Indigo (3)	Superstore (29)	Value Village (11)
Coast Mountain Sports (3)	International Clothiers (2)	Reitmans (2)	Visions Electronics (3)
Coles Books (1)	Jacob (4)	Réno-Dépôt (3)	Wal-Mart (32)
Color Your World (1)	Japan Camera (1)	Rona (3)	Winners (6)
Corbeil Electromenagers (1)	Jean Coutu (7)	Roots (3)	Yellow Shoes (1)
Costco (29)	La Senza Lingerie (1)	The Running Room (2)	Zara (7)
Cotton Ginny (1)	La Senza Girl (1)	Sears (29)	Zellers (31)
Danier Leather (2)		Sears Home (2)	On the Internet (32)

PRODUCT CATEGORIES: MMRR 2008

The following gives the actual wording used in the **MMRR** research survey to describe product categories.

PERSONAL CARE PRODUCTS (01): hand soap, shampoo and conditioner, facial tissue, toothpaste, baby products, lotions, deodorant, etc.

COSMETICS & FRAGRANCES (02): moisturiser, cleansing crème, mascara, eyeliner and other make-up, lipstick, toiletries, perfumes and colognes, etc.

NON-PRESCRIPTION HEALTH PRODUCTS (03): aspirin and other pain killers, cough and cold remedies, stomach remedies, antacids, bandages, contact lens solution, etc., bought without a doctor's prescription.

PRESCRIPTION DRUGS (04): medicine prescribed by a doctor and supplied by a qualified pharmacist.

PHOTO EQUIPMENT AND SERVICES (05): cameras, film, photo finishing, enlargements, prints, etc.

JEWELLERY, WATCHES & RELATED (07): either for yourself or as a gift: bracelets, earrings, pendants, wristwatches, rings, etc.

BOOKS & MAGAZINES (09): hardcover and paperback books of all types, magazines and periodicals, etc.

MUSIC & VIDEOS (08): pre-recorded music, CDs and cassettes, pre-recorded movies and video tapes, laser discs, etc.

NEW! VIDEO GAMES AND EQUIPMENT (09): games, consoles and accessories for Playstation, Xbox, Nintendo, GameBoy, GameCube, PC, etc.?

CHILDREN'S TOYS & GAMES (10): kid's bikes and trikes, dolls, model cars, construction sets, activity toys, children's books, board games, etc.

SPORTING GOODS (11): soccer balls, hockey sticks, baseball gloves, skis, fishing tackle, camping equipment, etc., but not clothing and footwear.

ATHLETIC FOOTWEAR & CLOTHING (12): running shoes, court shoes, jerseys, team jackets, caps, ski outfits, etc.

MEN'S DRESS CLOTHES (13): suits, jackets, ties, dress shirts, dress slacks, coats, etc.

MEN'S CASUAL CLOTHING (14): jeans, t-shirts, socks and underwear, shorts, outdoor clothing, sweat shirts, sweaters, etc.

WOMEN'S LINGERIE, HOSIERY & RELATED (15): panty hose, bras, intimate apparel, slippers, nightgowns, pyjamas, etc.

WOMEN'S DRESS WEAR (16): office wear, suits, evening dresses, gowns, blazers, coats, etc.

WOMEN'S CASUAL WEAR (17): shorts, sweaters, jeans, t-shirts, outdoor jackets, etc.

CHILDREN'S WEAR (18): baby clothes, kid's pants and tops, socks and underwear, sweaters, jackets, snow suits, etc.

FOOTWEAR (19): shoes, boots, sandals, etc., for men, women or children, but excluding sports footwear like running shoes.

LINENS, TOWELS, BEDDING, ETC. (20): bath and hand towels, face cloths, placemats, napkins, table cloths, bed sheets, pillowcases, comforters, etc.

CRAFTS & FABRIC (21): sewing and knitting supplies, hobby materials, glues, dyes, fabric by the yard, patterns, zippers, buttons, art supplies, etc., for home projects.

GREETING CARDS & GIFT WRAP (22): Birthday cards, Christmas cards, invitations wrapping paper, bows, ribbons, etc.

HOUSEWARES (23): dishes, cutlery, kitchen gadgets, carving knives, serving trays, food storage containers, etc.

SMALL APPLIANCES (24): electric kettles, blenders, mixers, toasters, shavers, blow dryers, etc.

MAJOR APPLIANCES (25): refrigerators, stoves, washers, dryers, dishwashers, etc.

FURNITURE (26): tables, chairs, sofas, beds, dressers, desks, etc.

ELECTRONICS (27): TVs, stereo components, VCRs, camcorders, CD players, car audio, portables, etc.

COMPUTERS HARDWARE & SOFTWARE (28): Desktop or laptop computers, printers, monitors, cables, PDAs, blank CDs and DVDs, software, etc.

HOME OFFICE & SCHOOL SUPPLIES (29): pens, paper, calculators, file folders, binders, etc.

PAINT & DECORATING SUPPLIES (30): indoor and outdoor paint and stain, wallpaper of any type, brushes, stencil kits, etc.

HARDWARE & HOME IMPROVEMENT (31): nails and screws, hand and power tools, outdoor equipment, mail boxes, plumbing and electrical supplies, door locks, etc.

LAWN & GARDEN (32): water hose, soil, fertilizer, gardening tools, seeds, bulbs, patio furniture, rakes, snow shovels, sidewalk salt, etc.

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There is a separate **Part D** with the same contents for each of the 32 product categories.

SEPARATELY SUBMITTED:

Statistical Tables of tabulated survey results in a separate volume

MMRR Trend Wizard software to illustrate 10-year retailer results

MAJOR MARKET RETAIL REPORT 2008 ORDER FORM

Please choose one of the following options:
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- MMRR STANDARD** – \$3,295, which includes one product category (please indicate category of choice at right).
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- MMRR COMPLETE** – \$13,995, which includes all 32 product categories, a \$26,390 value!
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- Personal Care Products (01)
- Cosmetics & Fragrances (02)
- Non-Prescription Health Products (03)
- Prescription Drugs (04)
- Photo Equipment & Services (05)
- Jewellery, Watches & Related Items (06)
- Books & Magazines (07)
- Music & Videos (08)
- Video Games & Equipment (09)
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- Computer Hardware & Software (28)
- Home Office & School Supplies (29)
- Paint & Decorating Supplies (30)
- Hardware & Home Improvement (31)
- Lawn & Garden (32)

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