

Major Market Retail Report 2012

Major Market Retail Report is a competitive analysis of Canadian retailers and retail markets designed for industry professionals.

Key Features and Benefits

Here are 10 reasons why you need **MMRR**.

Essential Intelligence: MMRR provides essential intelligence on retailer performance, competitive activity, consumer preferences, and more.

Critical Retail Analytics: The focus is on retail success measures, such as drawing power, shopping frequency, and performance ratings, all framed in a competitive context.

Graphical Presentation: We have developed the highly graphical MMRR Report to get information across at a glance. You'll get the picture.

Plus the Details: Detailed statistical results come in a separate volume and provide further insights when needed. A summary Excel file is lets you copy and paste data for your own analyses.

Flexible Package: Any combination of the 33 product categories can be selected for your MMRR Report.

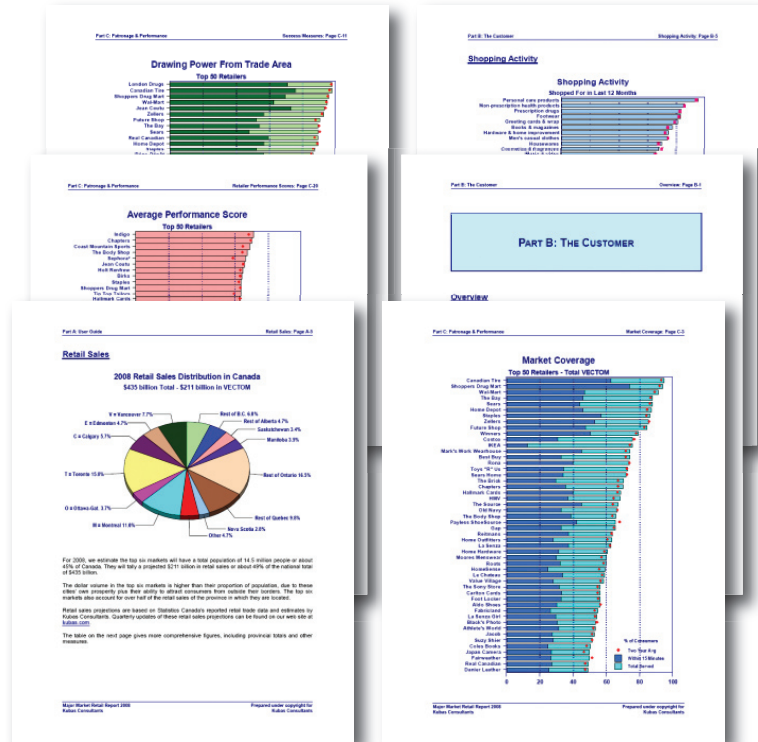
Authoritative Research: MMRR is based on hard numbers from a major research study. For 2012, you get to hear from 1,500 consumers.

Access the Database: Subscribers get exclusive access to the MMRR database for custom analyses such as in-depth competitive profiles and specific queries.

The Latest: Research for MMRR is conducted in the current year, a few months before publication. It's the most current, up-to-date look at the market available.

Extraordinary Value: MMRR is a comprehensive package of essential retail intelligence, available at a fraction of what it would cost to do it yourself.

Built-In Expertise: MMRR is a product of KubasPrimedia, formerly Kubas Consultants, a recognized authority on Canadian retailing for over 30 years.



Who Uses MMRR?

Retailers who need to track consumer trends and their competitive position in the marketplace.

Product manufacturers who need to monitor retail channels and trends.

Shopping center owners and managers who need to assess retailer quality and fit.

Financial institutions that deal with the retail industry.

Advertising media, ad agencies and other service providers with retail accounts.

U.S. retailers and others who need an expert overview of the Canadian market.

Contact Us

For more info or to order MMRR contact:
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mmrr@kubas.com

Or see us online at www.kubas.com/mmrr

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Retailers

Addition-Elle	Dell Canada	La Senza Lingerie	The Shopping Channel
Aerie by American Eagle	Dulux	La Vie En Rose	Simons
Aldo	Dynamite	Laura	Sirens
American Eagle Outfitters	EB Games	Le Chateau	Sleep Country Canada
Apple Store	Eddie Bauer	Leon's	Smart Set
Ardène	Fairweather	Levi's Store or 1850	Smithbooks
Athlete's World	Familiprix	London Drugs	Soft Moc
Atmosphere	Feetfirst	Lowe's	The Sony Store
Banana Republic	Fido	MAC Cosmetics	The Source
Bath & Body Works	Foot Locker	Mappins Jewellers	Source for Sports
The Bay	Forever XXI	Mark's Work Wearhouse	Sport Chek
Bed Bath & Beyond	Future Shop	The Medicine Shoppe	Sport Mart
Bell/ Bell Mobility	Gap	Mexx	Sports Experts
Ben Moss Jewellers	The Garage Clothing Co.	Moore's Menswear	Spring Shoes
Benix	General Paint	National Sports	Staples
Best Buy	Globo	Naturalizer	Stitches
Birks	Grand & Toy	Northern Reflections	Stokes
Black's Photo	Guardian Drugs	Old Navy	Suzy Shier
Bluenotes	Guess	Payless Shoe Source	The Telephone Booth
The Body Shop	H & M	Penningtons	Telus Mobility
Bombay Company	Hallmark Cards	Peoples Jewellers	Tip Top Tailors
Botanix	HMV	Pharmasave	Town Shoes
Bouclair	Holt Renfrew	R.W. & Co.	Toys 'R' Us/ Babies 'R' Us
Brault & Martineau	Home Depot	Real Canadian Superstore	Uniprix
The Brick	Home Hardware	Reitmans	United Furniture Warehouse
Canadian Tire	Home Outfitters	Réno-Dépôt	Value Village
Carlton Cards	HomeSense	Rexall Pharma Plus	Visions Electronics
Centre Hi-Fi	I.D.A. Drugs	Ricki's	Walmart
Champs Sports	IKEA	Rogers Wireless	Wind Mobile
Chapters	Indigo	Rona	Winners
The Children's Place	International Clothiers	Roots	Yellow Shoes
Claire's Accessories	Jacob	The Running Room	Zara
Club Monaco	Japan Camera	Sears	Zellers
Coles Books	Jean Coutu	Sears Home	
Corbeil Electromenagers	Joe Fresh	Sephora	Plus:
Costco	Koodo Mobility	The Shoe Company	On the Internet
Danier Leather	La Senza Girl	Shoppers Drug Mart	A dollar store

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Product Categories

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

Product categories are defined by example. For further information, visit www.kubas.com/mmrr.

MMRR Store Map

Most retailers carry several lines of merchandise and are analyzed in multiple product categories. For a cross-classification of retailers by product category, please e-mail mmrr@kubas.com to get the MMRR "Store Map".

VECTOM Research

MMRR research is conducted in Vancouver, Edmonton, Calgary, Toronto, Ottawa and Montreal. These are the "VECTOM" markets that account for 49% of retail sales in Canada.

A total of 1,500 surveys were completed for MMRR 2012. A normal probability sample of this size has a maximum statistical error of $\pm 2.5\%$ at the 95% confidence level or 19 times in 20.

MMRR Report Contents

A: User Guide

- Report organization and how to find what you want
- Importance of the VECTOM markets
- Projected 2012 retail sales
- Survey methodology and statistical accuracy
- Special notes for MMRR 2012

B: The Customer

- Consumer confidence
- Projected retail spending
- Shopping activity by product category
- Shopper information sources
- Digital technology & shopping usage
- E-Advertising
- E-Commerce
- Retail loyalty programs
- Coupon usage
- Gift cards
- Target shopping interest & expectations

C: Patronage and Performance

- Market coverage
- Store patronage
- Drawing power
- Frequency ratio
- Recency ratio
- Performance scores (on 5 dimensions and average)
- Style Index and Status Index
- Retailer reference (metrics for 147 retailers)

D: Product Category Analysis (for each category)

- Shopping levels
- Shopper profile
- Top retailers by market
- Stores shopped (total, West and East)
- Loyalty ratio
- Market share potential (total, West and East)
- Cross-shopping (total, West and East)
- Performance scores
- Retailer customer profile

The MMRR Package

The MMRR Report

The Report is the key to getting the most out of MMRR. Since it can include any combination of product categories, an MMRR Report can contain anywhere from 74 to 668 pages, in a well organized format.

This is a highly graphical document designed to communicate results at a glance. See above for a description of the contents.

Statistical Tables

Major Market Retail Report is based on a large scale consumer research survey, and there are up to 646 pages of statistics included as a separate volume in the MMRR reporting package.

Use the Statistical Tables for details and breakdowns when and if you need them. The analysis, charts and graphs are already done in the MMRR Report.

Summary Data File

Included with your MMRR purchase is a Summary data file spreadsheet. It includes key competitive metrics with market breakdowns for all MMRR retailers. Copy and paste the numbers for your own analyses.

The "How To" Webinar

Not sure if Frequency Ratio is important to your business? What does our unique cross-chopping matrix tell you about your competition? A complimentary webinar on how to use MMRR is available to all purchasers.

Database Access for Custom Analysis

The MMRR database has been used by retailers and others to analyze specific marketing issues and questions. Purchasers have exclusive access to this resource to assess market trends, further examine their own business, or to take a closer look at particular competitors.

Get Your MMRR Now

Fax your completed order form to (416) 544-4616 or order online at www.kubas.com/mmrr

Please choose one of the following options:

MMRR EXECUTIVE – \$2,795

Includes consumer evaluation and overall retailer performance without product categories.

MMRR STANDARD – \$3,495

Includes your choice of 1 of 33 product categories.

MMRR PLUS – \$3,495 for one category plus \$745 for each additional category

Includes your choice of any of 33 product categories.

MMRR COMPLETE – \$14,995

Includes all 33 product categories – a \$27,335 value!

Your *MMRR* Package includes Report (PDF), Statistical Tables (PDF), a helpful “*How To Use MMRR*” webinar, access to *MMRR Research Database*, and friendly on-going help. Prices are in CDN dollars. Applicable sales tax extra. All orders are subject to confirmation.

I agree to the Purchase Terms and Conditions.

Signature: _____

Name: _____

Title: _____

Company: _____

Street: _____

City: _____

Prov/State: _____ Postal/Zip Code: _____

Phone #: () _____ Extension: _____

Email Address: _____

Select Your Product Categories

- Personal Care Products
- Cosmetics & fragrances
- Non-prescription health products
- Prescription drugs
- Greeting cards & gift wrap
- Books & magazines
- Music & videos
- Video games and equipment
- Children's toys & games
- Sporting goods
- Athletic footwear & clothing
- Men's dress clothes
- Men's casual wear
- Women's dress wear
- Women's casual wear
- Lingerie, hosiery, & related
- Jewellery, watches, & related
- Children's wear
- Footwear
- Linens, towels, bedding, etc.
- Home décor and accessories
- Housewares
- Small appliances
- Major appliances
- Furniture
- Entertainment Electronics
- Communications Electronics
- Photography & Accessories
- Computer Hardware & Software
- Home Office & School Supplies
- Paint & Decorating Supplies
- Hardware & Home Improvement
- Lawn & Garden Products

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An invoice will be sent with your order. Credit card payment can be arranged. Our terms are net 15 days and 2% per month thereafter from the original invoice date. We reserve the right to require payment in full in advance.