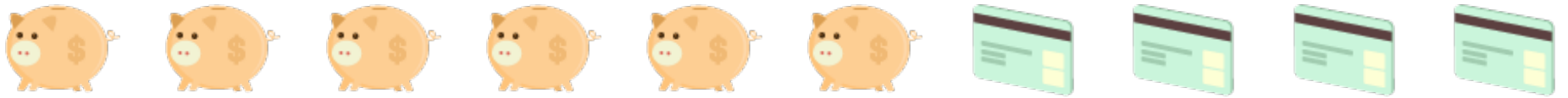




Did you know?

6 in 10

Canadians feel the economy is still in a recession





Did you know?

almost **3 in 10**

feel they are worse off now compared to 6 months ago, however there is a positive economic outlook for the next six months





Did you know?

4 in 10

are eating at home more often than they did a year ago





Did you know?

almost **5 in 10**

feel that they are overweight





Did you know?

6 in 10

are buying local products now





2010 BrandSpark Canadian Shopper Study

The 2010 BrandSpark Canadian Shopper Study (BCSS) captures the true voice of Canada's principal grocery shopper, featuring consumer attitudes regarding shopping and media habits, the economy, the environment, natural and organic trends, and much more. The BCSS findings are the most up-to-date and relevant in today's market. Conducted since 2004 the BCSS is one of the only studies with year over year trends showing changes over time as well as new emerging trends.

Methodology

BrandSpark International, in collaboration with SSI (Survey Sampling International) conducted an online survey among 27,390 Canadian consumers (Age 18+) who are involved in household grocery shopping. The survey was fielded between November 5 and December 14, 2009. The sample was weighted by principal grocery shopper by gender, age and region to conform to PMB data.

Research Overview

- Early Adopters Profiles
- Drivers of Purchase – Food, Health and Beauty and Household Products
- Attitudinal Perceptions (trended)
- Future Levels of Spending
- Media and Marketing Tactics (including new forms of media)
- Full Demographics (including grocery store shopping habits)

Did You Know?

40% of consumers are eating at home more often, than they did a year ago.

82% of consumers believe that some companies are exploiting environmentally friendly claims for marketing purposes

Key Questions Answered

- What's important to principal grocery shoppers (PGS) when buying new products?
- What types of products / offerings will consumers continue to purchase in these economic conditions? What will they defer or cancel? Where will they spend more?
- What media influences the PGS the most when it comes to new products?
- What are the current health concerns of the PGS?
- Who are the PGS Early Adopters and how do you target them for increased marketing effectiveness?
- What are the brands / products that PGS consider to be environmentally responsible? What brands do they trust most?
- What do the words "natural," "organic" and "environmentally friendly" mean to the PGS?
- How important is buying "local"?

New for 2010!

- What are the drivers of purchase for Health and Beauty and Household Care products
- How have consumers' attitudes changed regarding organics? Local products?
- What changes have consumers made that they will maintain when the economy rebounds?
- Which forms of media are perceived as purely entertainment? Purely informative?
- BrandSpark has launched its first annual Global Shopper study including the US, UK, Australia, Germany, France, Brazil, and China.

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