



Web Analysis

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## Appendix



## Introduction

The purpose of this report is to analyze **Dr.Oetker**'s website [www.oetker.ca](http://www.oetker.ca), evaluate, and provide recommendations to aid in the client's budget distribution and to secure future advertising budgets for buying strategy, executional analysis, and reporting.

This report will evaluate the following:

- Site Category
- Target
- Site Purpose/Objectives
- Structure
- Layout
- Navigation
- Functionality
- Colours and Graphics
- Content
- Multimedia
- Engagement
- Advertising
- Search Engine Rank
- Traffic Building Strategies



## Objective

- To engage and to educate consumers.



## Site Category - Dr.Oetker

The purpose of this section is to define **Dr. Oetker's** site category.

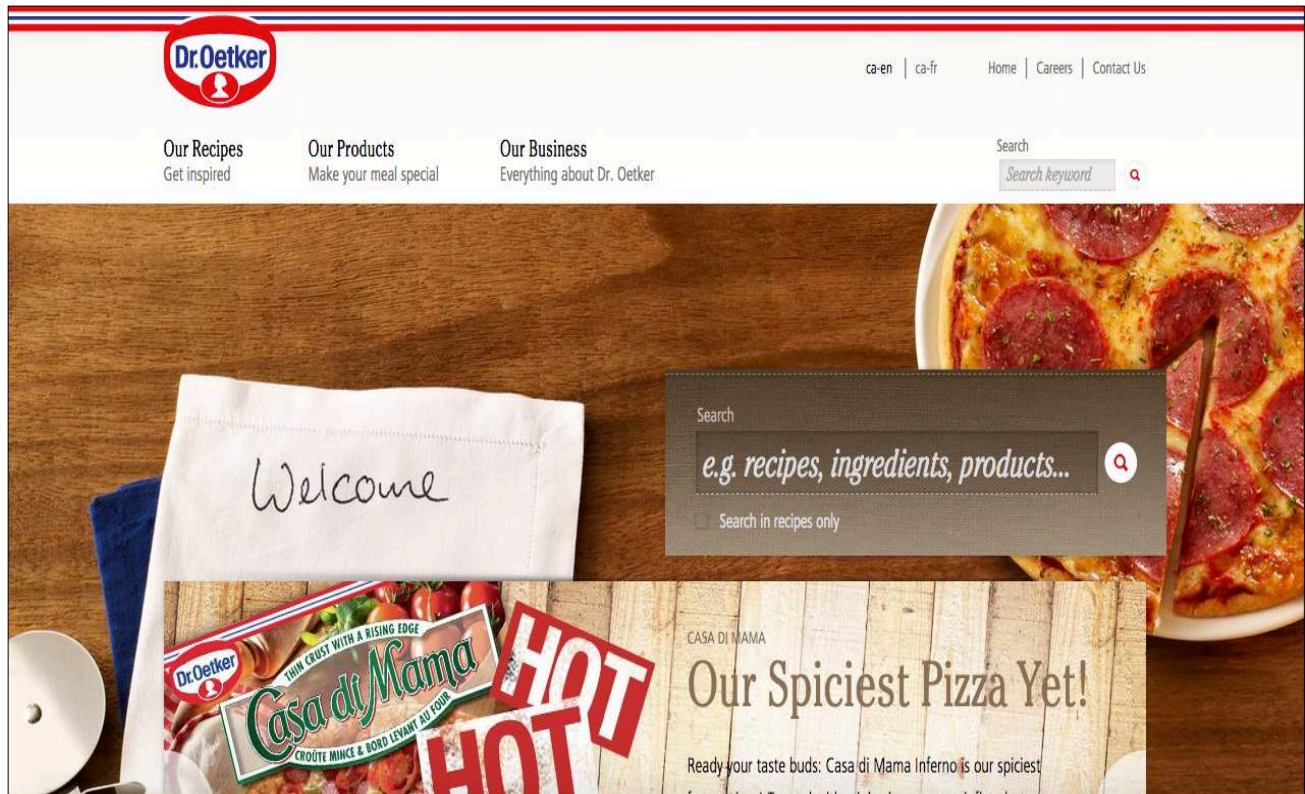


Figure 1,1- Dr. Oetker Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.

- **Oetker.ca** is a consumer packaged goods information website.

## Target – Dr. Oetker

The purpose of this section is to define the target of **Dr. Oetker's** website.



*Figure 2.1. Google Images, Canadian woman with children retrieved February 23<sup>rd</sup> 2015*

Target Market	
Gender	Female
Age	\$35,000-\$75,000
Household Size	2+
Marital Status	Married
Family	Children

*Figure 2.2 PMB 2013 Spring 2-Year Readership and Product Database*

## Site Purpose/Objective

The purpose of this section is to evaluate the purpose/objectives of **Dr. Oetker's** website.

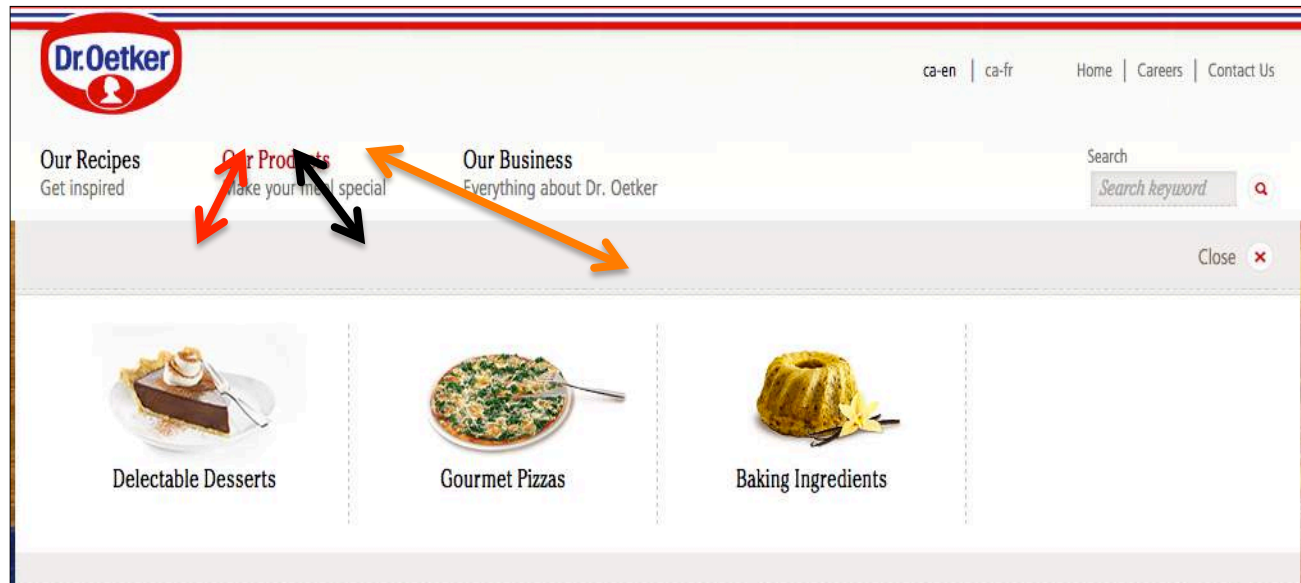


Figure 3.1 Dr. Oetker Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.



Figure 3.2 - Dr. Oetker Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.

 <p>MUG CAKE <b>Treat Yourself to a Mug Cake</b></p> <p>Indulge with a decadent Chocolate or French Vanilla and Chocolate Bits Mug Cake. Ready to eat in 5 minutes, it's a great way to enjoy a quiet moment of indulgence. &gt; <a href="#">See Details</a></p>	 <p>MEAT LOVERS REJOICE!</p> <p>CASA DI MAMA <b>Meat Lovers Rejoice</b></p> <p>Satisfy your meat cravings with our newest varieties: Ristorante Pepperoni and Casa di Mama Bacon. It's sure to be a staple in your freezer! &gt; <a href="#">Learn More</a></p>	 <p>INSTANT PUDDING <b>Try our Pudding Suprême</b></p> <p>Introducing our European-inspired Pudding Suprême. It's rich and creamy instant pudding, and with no artificial colours or flavours, it's an indulgence you can feel good about. &gt; <a href="#">Learn More</a></p>
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Figure 3.3 - Dr. Oetker Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.

### Evaluation:

- Lists recipes and products, such as desserts, pizza and baking ingredients.
- Describes the brand's history, careers, and FAQ that include links to paid media such as Facebook and YouTube.
- Website objective is to educate consumers.

## Structure

This section is to evaluate the structure of **Dr. Oetker's** website.



*Figure 4.1 - Dr. Oetker Website, Homepage retrieved February 5<sup>th</sup>, 2015.*

### **Evaluation:**

- Website has a strong, clearly defined structure.
- The labels are well organized and easy to navigate.



## Layout – Dr. Oetker

The purpose of this section is to analyze the layout of **Dr. Oetker's** website.

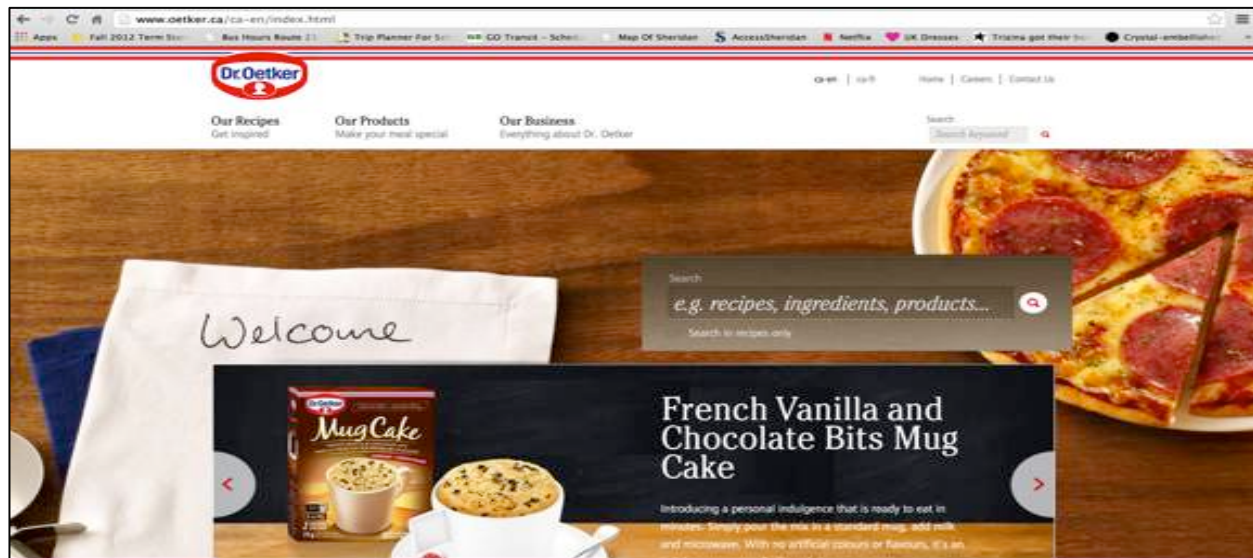


Figure 5.1 Dr. Oetker Website, Homepage retrieved February 5<sup>th</sup>, 2015.

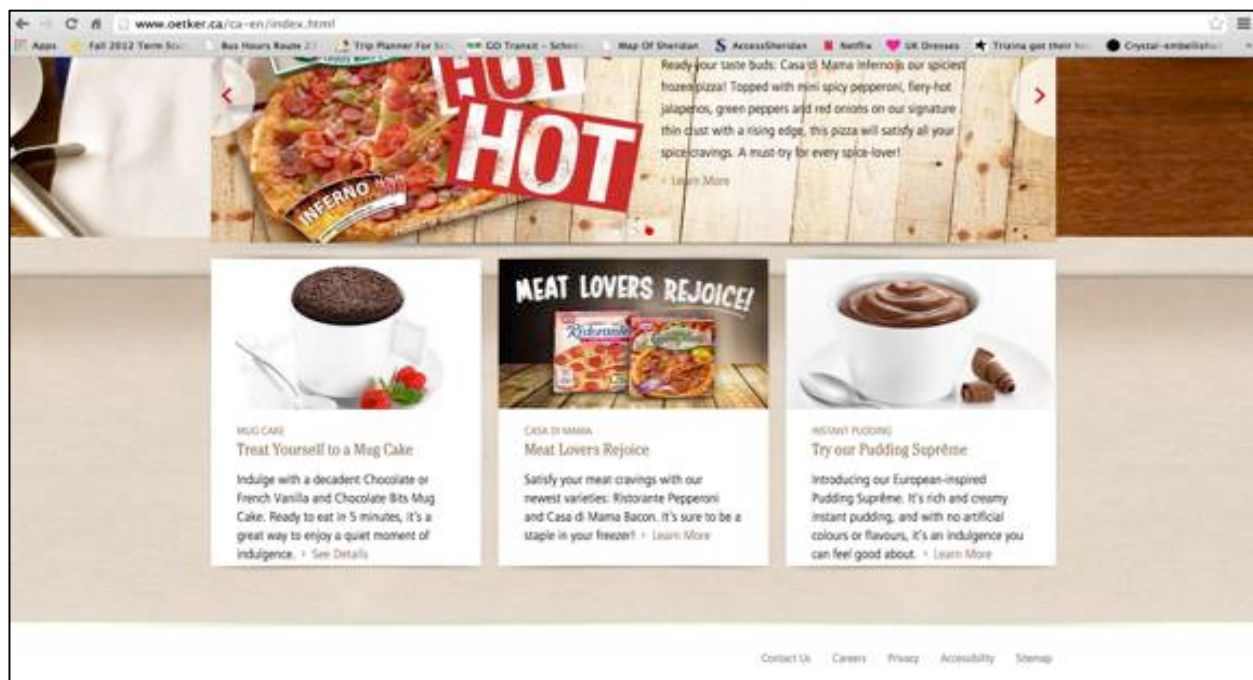


Figure 5.2 Dr. Oetker Website, Homepage retrieved February 5<sup>th</sup>, 2015.

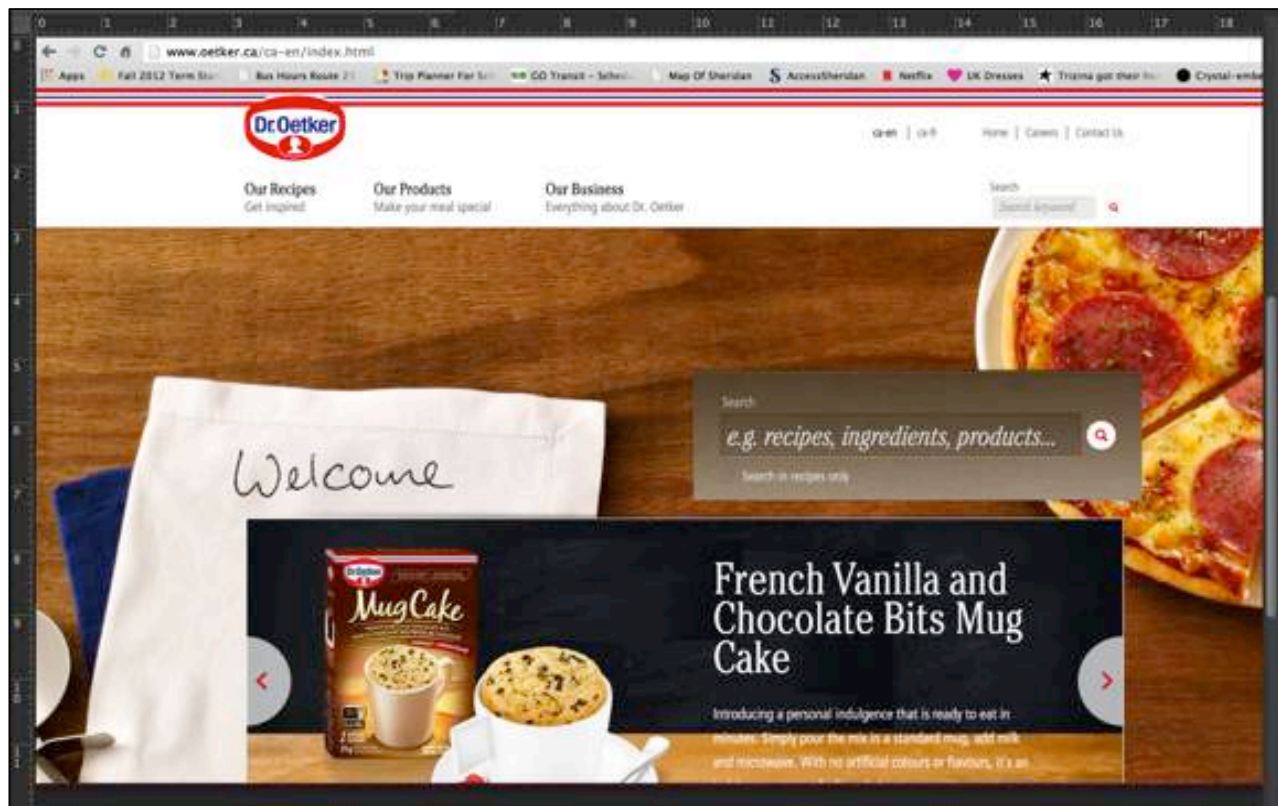


Figure 5.3 Dr. Oetker Website, Homepage retrieved February 5<sup>th</sup>, 2015.

## Evaluation:

- Header is consistent throughout the website.
- Footer of each page contains the sitemap, careers, privacy, accessibility, and contact information.
- Website contains limited white space and box templates for images and content.
- The background image is visible on each page and is relevance to the site category.
- The content is laid out 2 inches from the top and 1.3 inches from the bottom. The site has a consistent grid base layout arranging content in an organized layout.

## Navigation – Dr. Oetker

The purpose of this section is to evaluate the navigation of **Dr. Oetker's** website.

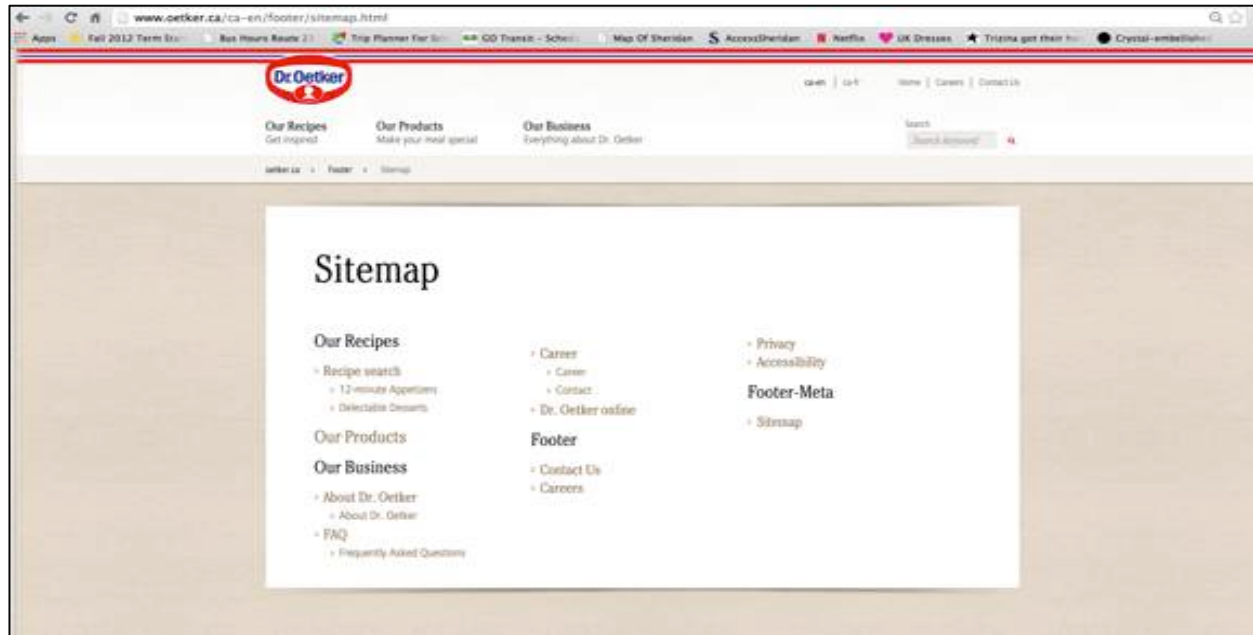


Figure 6.1 Dr. Oetker Website, Homepage retrieved February 5<sup>th</sup>, 2015.

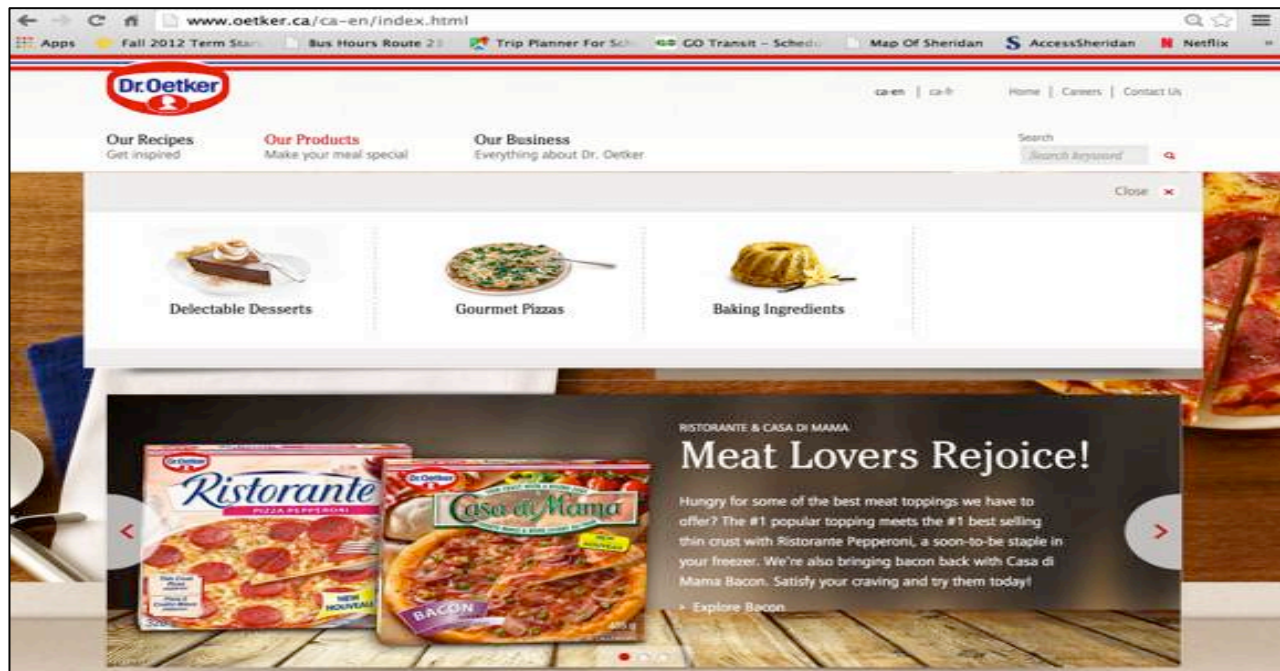


Figure 6.2 Dr. Oetker Website, Homepage retrieved February 5<sup>th</sup>, 2015.



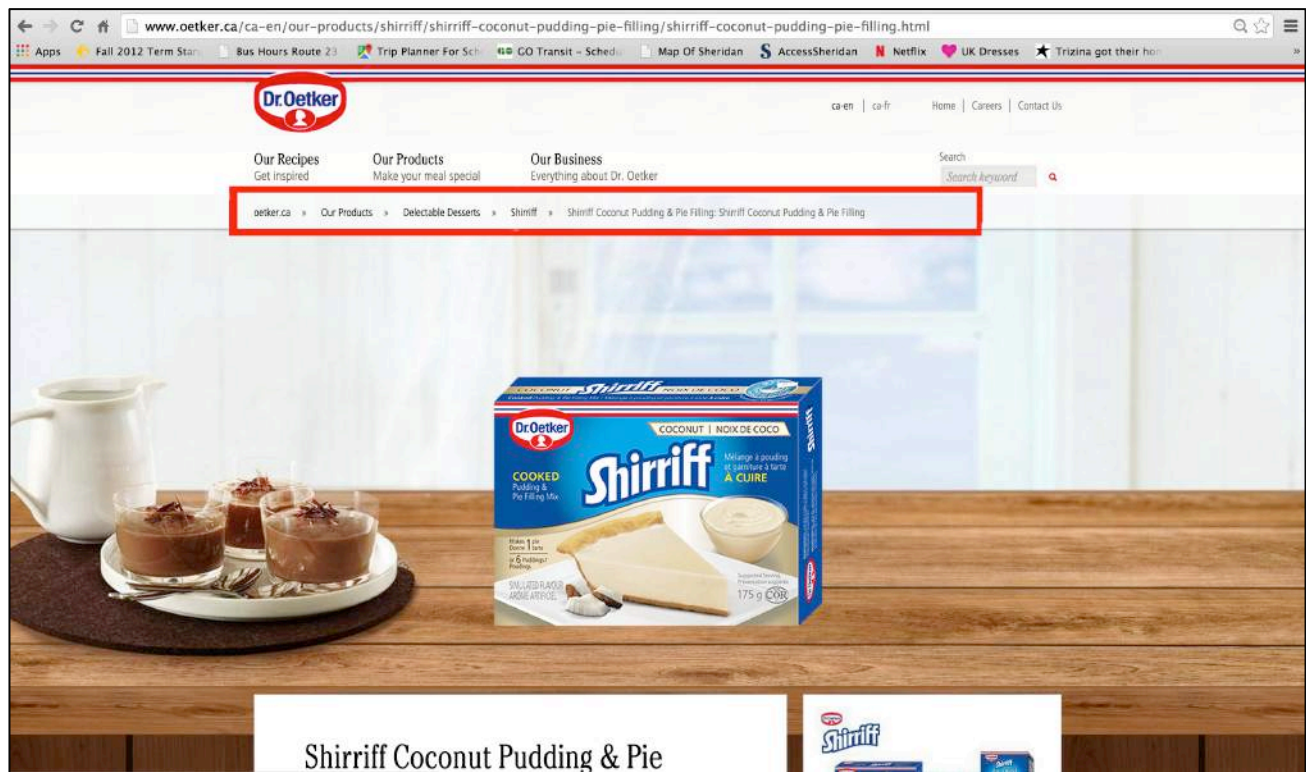


Figure 6.3 Dr. Oetker Website, Product Page retrieved February 5<sup>th</sup>, 2015

### Evaluation:

- Navigation is simple and horizontal. This allows visitors to easily navigate site to find content of interest.
- Labels are descriptive. Drop down menus offer further content.
- Sitemap divided into the following: Our Recipes, Our Products, Our Business, FAQ and Footer.
- Breadcrumbs visible for visitor as shown in *Figure 6.3*

## Functionality

The purpose of this section is to evaluate the functionality of **Dr. Oetker's** website.

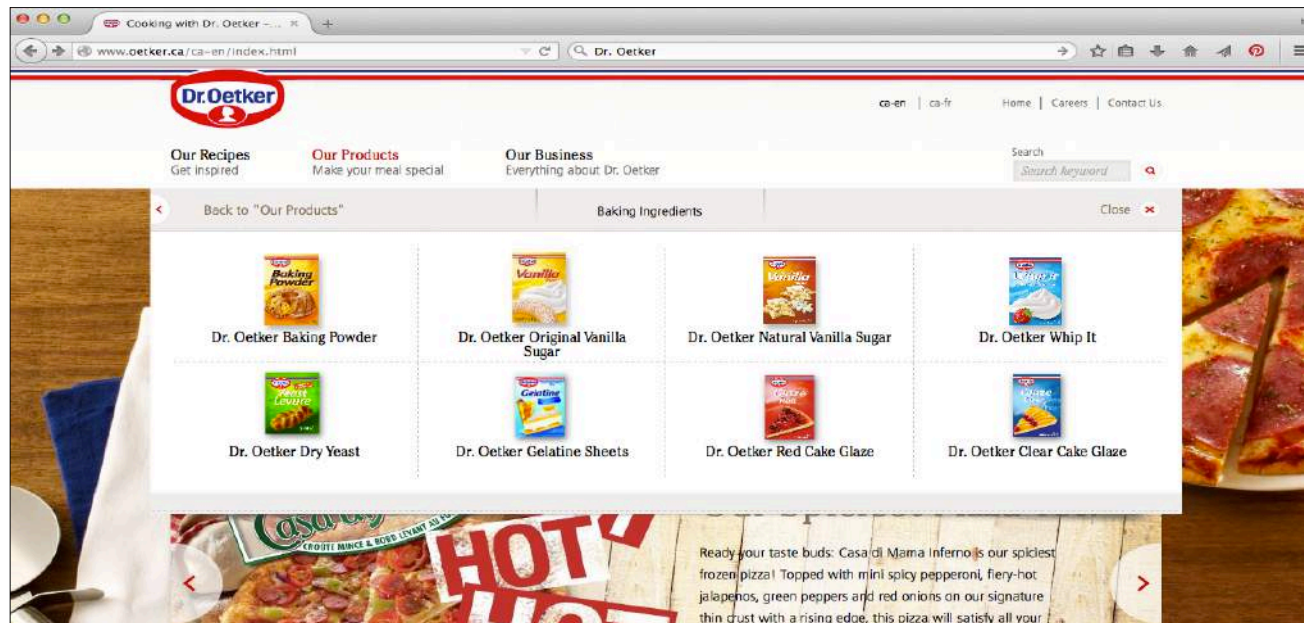


Figure 7.1 – Dr. Oetker Website, landing Page with drop down menu with product images retrieved February 5<sup>th</sup>, 2015

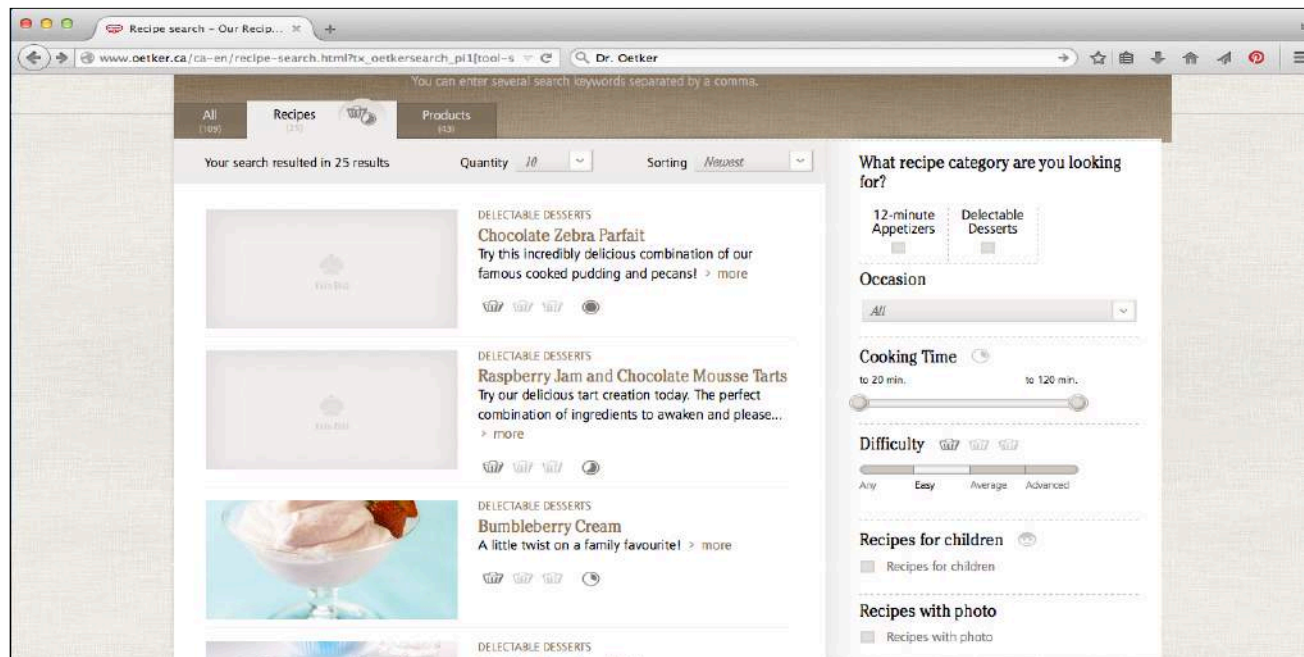
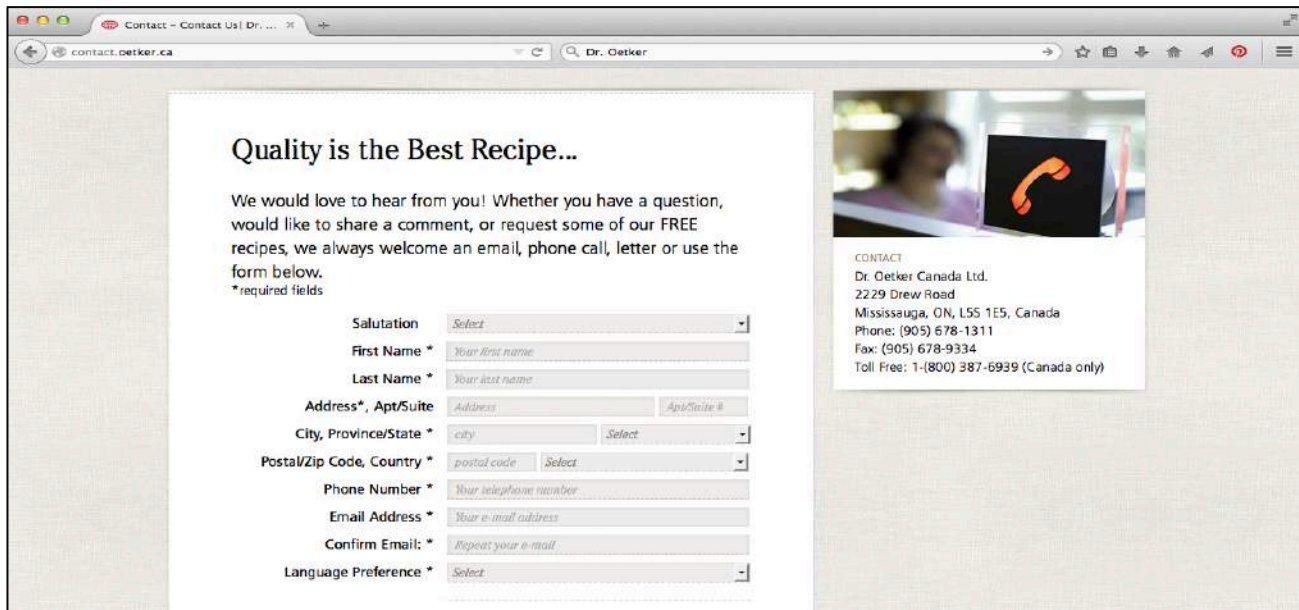


Figure 7.2 – Dr. Oetker Website, recipe search with slide selector retrieved February 5<sup>th</sup>, 2015



**Quality is the Best Recipe...**

We would love to hear from you! Whether you have a question, would like to share a comment, or request some of our FREE recipes, we always welcome an email, phone call, letter or use the form below.

\*required fields

Salutation Select

First Name \* Your first name

Last Name \* Your last name

Address\*, Apt/Suite Address Apt/Suite #

City, Province/State \* city Select

Postal/Zip Code, Country \* postal code Select

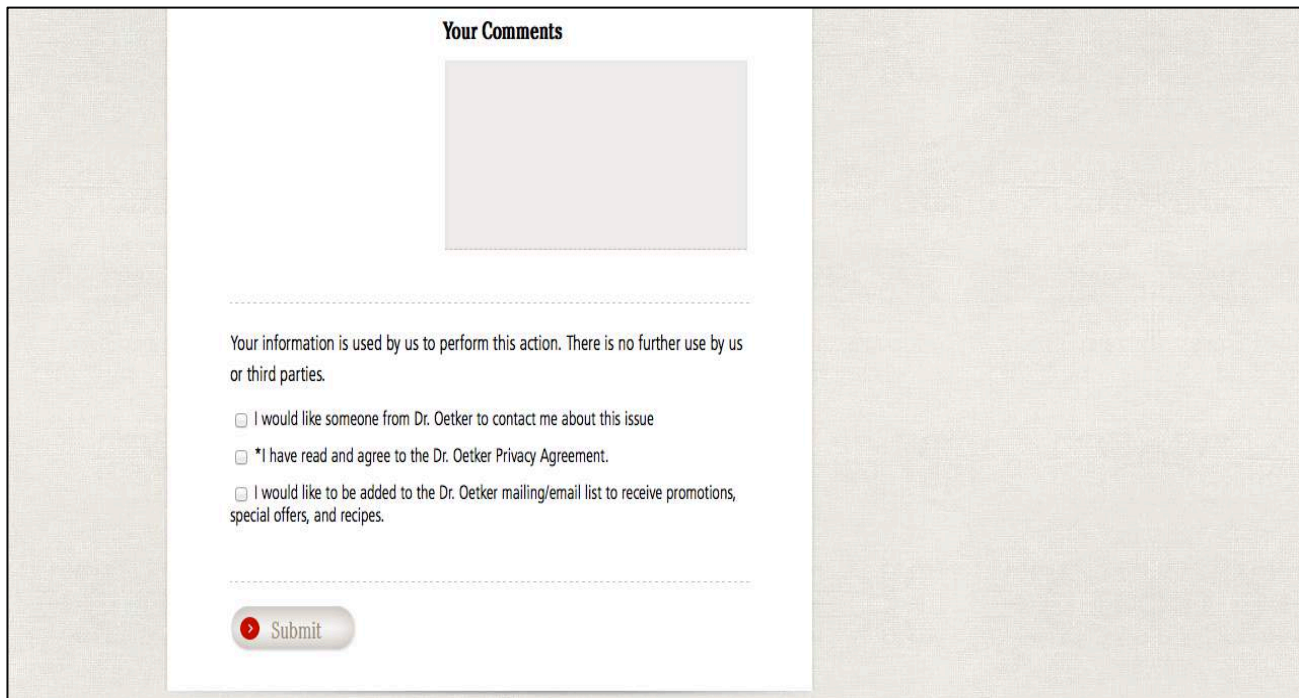
Phone Number \* Your telephone number

Email Address \* Your e-mail address

Confirm Email: \* Repeat your e-mail

Language Preference \* Select

**CONTACT**  
 Dr. Oetker Canada Ltd.  
 2229 Drew Road  
 Mississauga, ON, L5S 1E5, Canada  
 Phone: (905) 678-1311  
 Fax: (905) 678-9334  
 Toll Free: 1-(800) 387-6939 (Canada only)



**Your Comments**

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Your information is used by us to perform this action. There is no further use by us or third parties.

☐ I would like someone from Dr. Oetker to contact me about this issue

☐ \*I have read and agree to the Dr. Oetker Privacy Agreement.

☐ I would like to be added to the Dr. Oetker mailing/email list to receive promotions, special offers, and recipes.

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Figure 7.3 – Dr. Oetker Website, Simple form for registration to receive additional brand info such as recipes retrieved February 5<sup>th</sup>, 2015



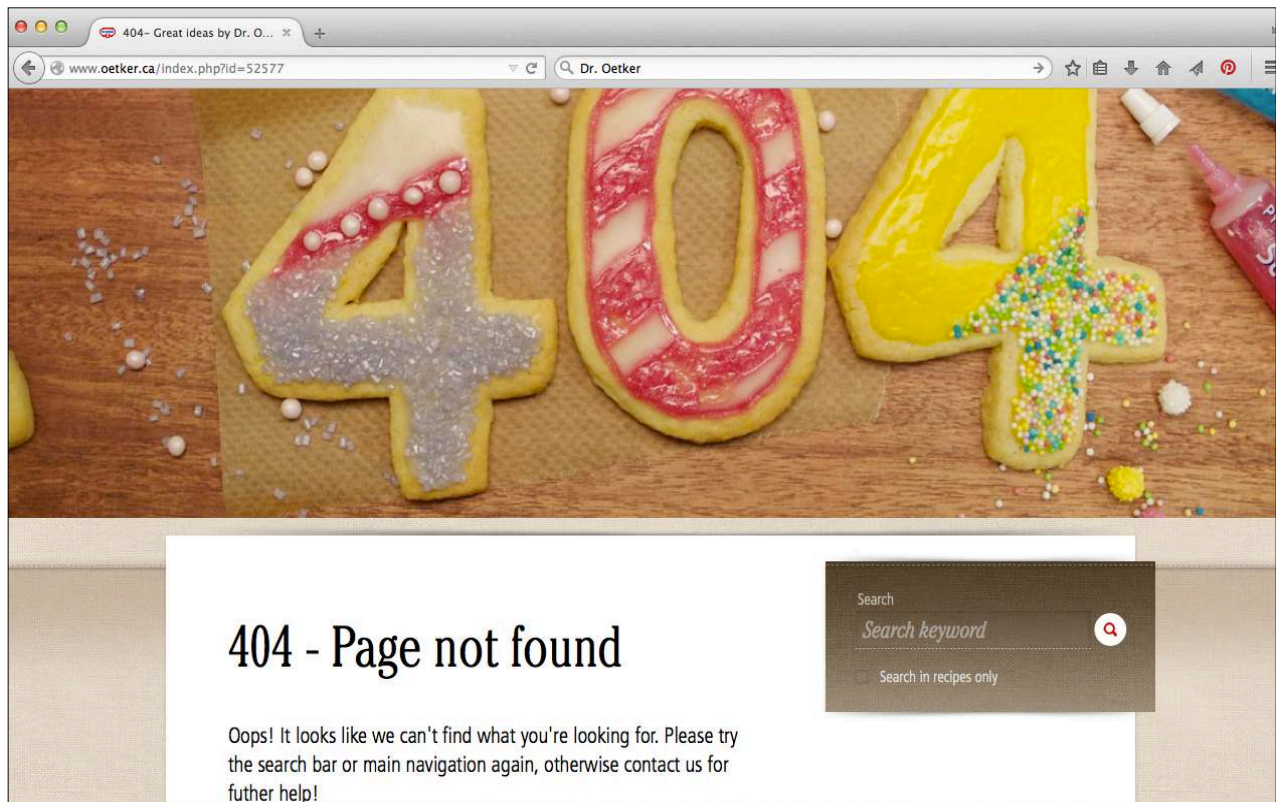


Figure 7. 4 – Dr. Oetker Website, image links result in error message “404 – Page Not Found” retrieved February 5<sup>th</sup>, 2015

### Evaluation:

- Target able to interact with site; however, is limited to the landing page with its main header options and the slide selector options for recipes.
- Recipe section enables target to interact by selecting occasion, amount of time and difficulty of recipe by swiping cursor across each level.
- Search function limited to brand products and recipes – excludes external links or searches.
- Main interactive elements are drop-down menus.
- Registration for additional info or free recipes is easy to use.
- Website has fast download; however, some image links lead to error message “404 - Not Found”.

## Colour and Graphics

The purpose of this section is to analyze the colour and graphics of **Dr. Oetker's** website.

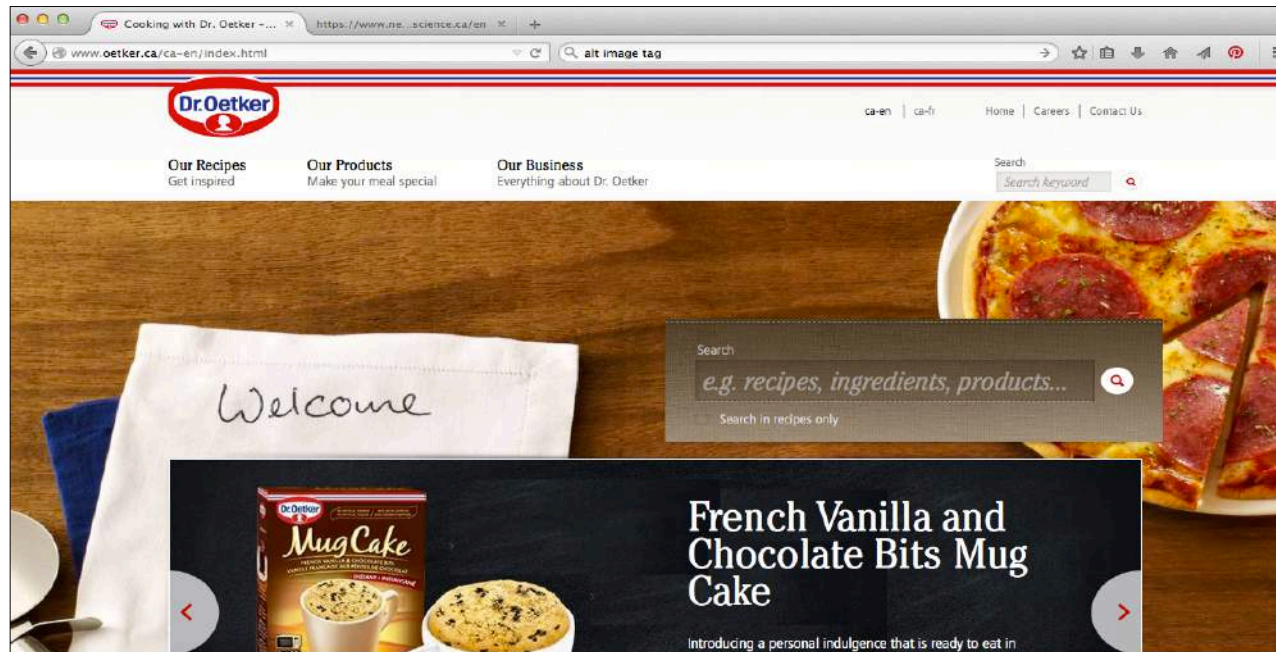


Figure 8.1 – Dr. Oetker Website, colour palette consistent throughout website. Graphics and colour complement content retrieved February 5<sup>th</sup>, 2015

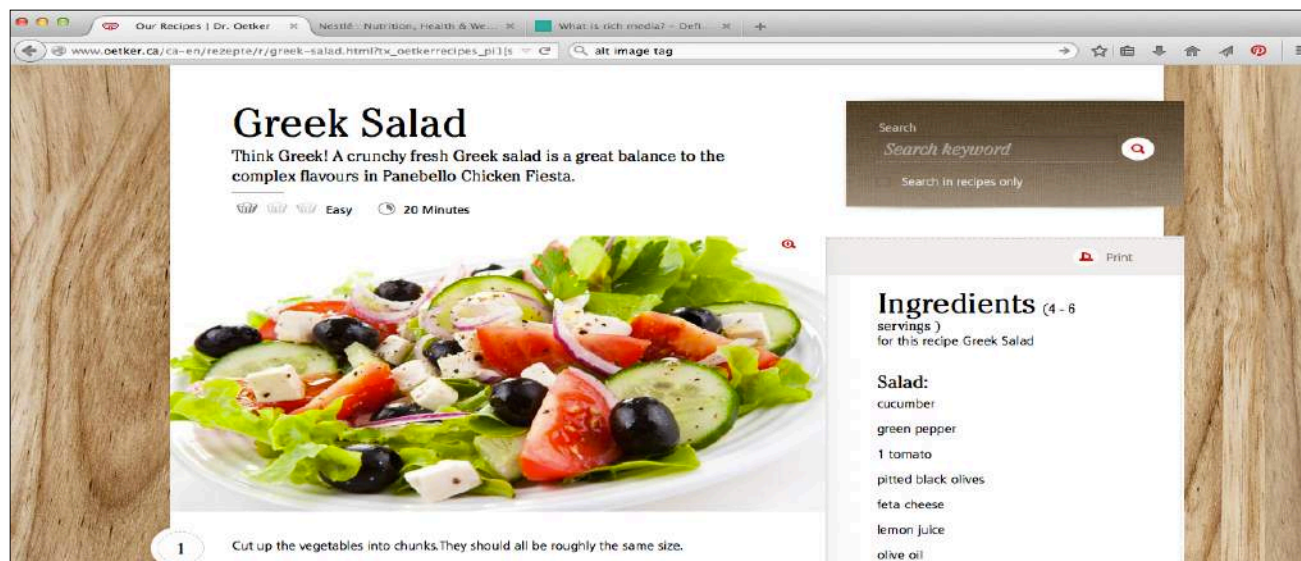


Figure 8.2 – Dr. Oetker Website, graphics used for recipes are visually appealing to the target retrieved February 5<sup>th</sup>, 2015.



Figure 8.3 – Dr. Oetker Website, graphics are displaced, low resolution, and lack colour on “About” page retrieved February 5<sup>th</sup>, 2015.

### Evaluation:

- Colour palette consistent throughout website. Palette is neutral with warm tones that are pleasing to the eye. Content is approachable and inviting
- Background colours compliment graphics and darker text.
- Text size is larger than 12-point font; easy to read with a combination of both serif and sans-serif fonts.
- Graphics are visually appealing to the target
- Rich text media, such as streaming video and sound, are missing.
- Disorganization of graphics when visiting “About” page: size, colour, and quality lacking. Large negative space between copy and creative.



## Content

This section evaluates the content of **Dr. Oetker's** website.

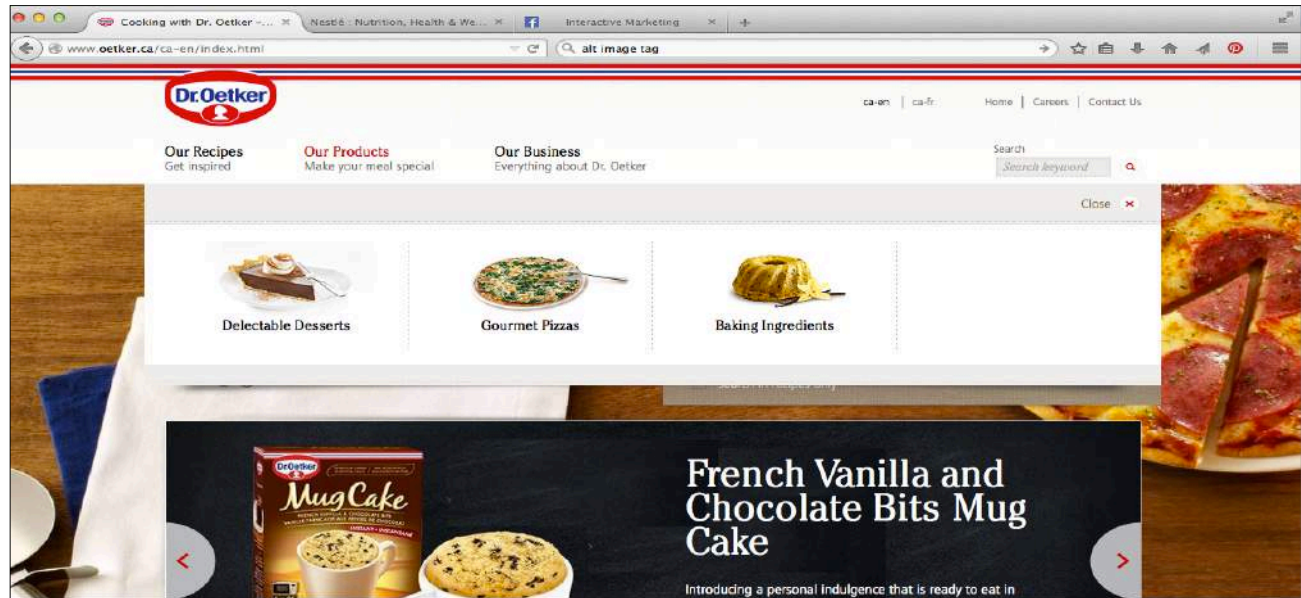


Figure 9.1 – Product information limited to desserts, gourmet pizza, and baking ingredients.

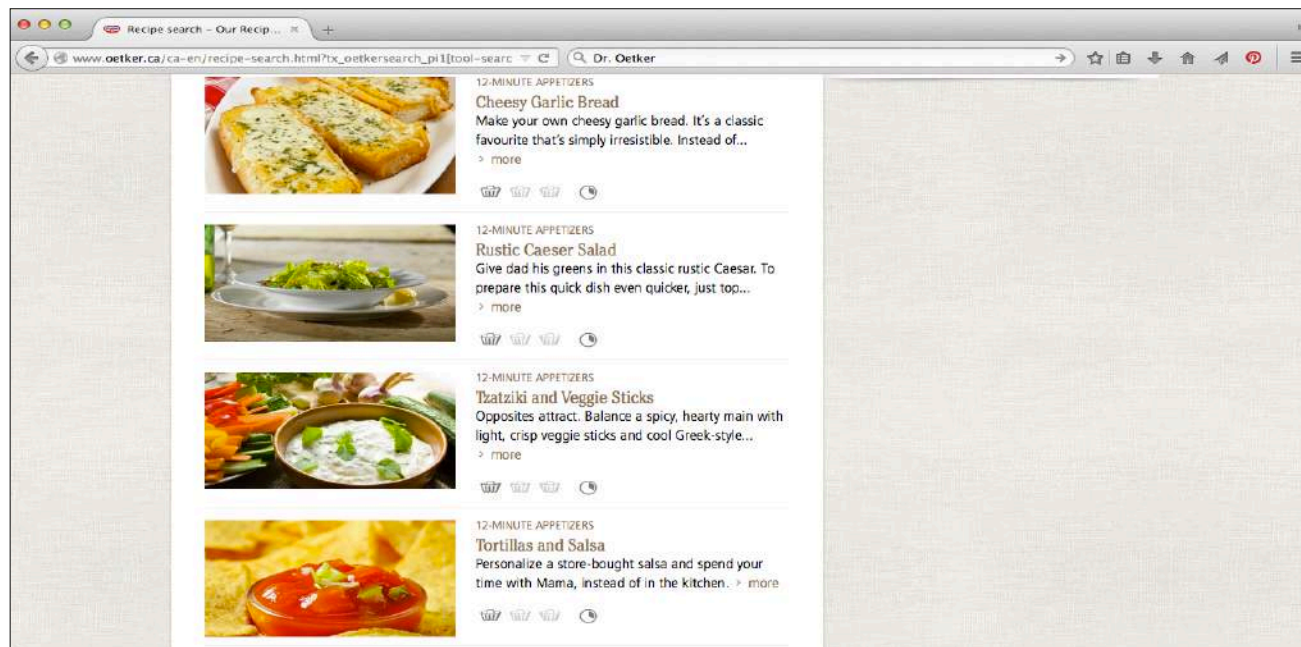


Figure 9.2 – General recipe search, not limited to recipes that incorporate brand products only.

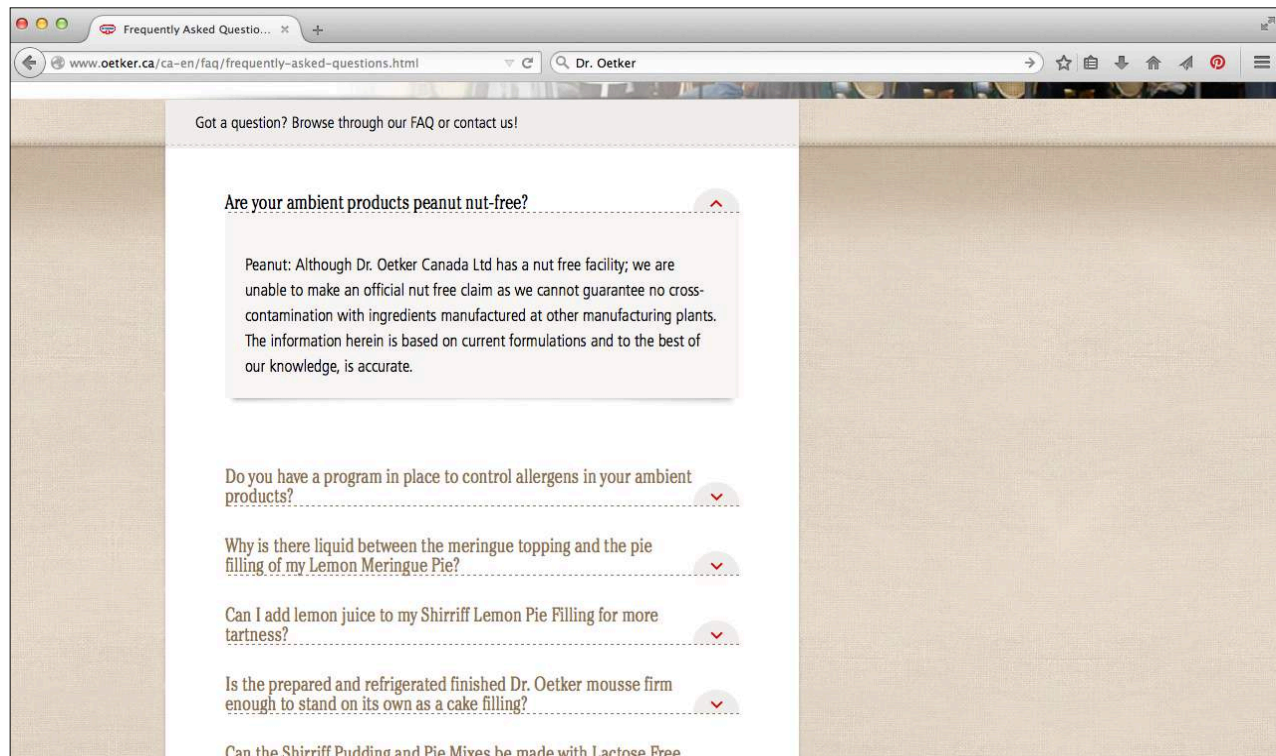


Figure 9.3 – Web writing techniques, such as short paragraphs, give the target enough information to understand the content. Questions ask dietary

## Evaluation:

- Content is clear; information found with minimal clicks (up to 3 max.).
- Products limited to desserts, gourmet pizza, and baking ingredients.
- Recipes lack organization and do not necessarily incorporate ingredients/products from the brand; no categorical organization.
- Short paragraphs used to give target enough information to continue reading.
- Drop-down menu educates target regarding “peanut-free” and “lactose-free” alternatives.



## Multimedia

The purpose of this section is to evaluate the multimedia of **Dr. Oetker's** website.

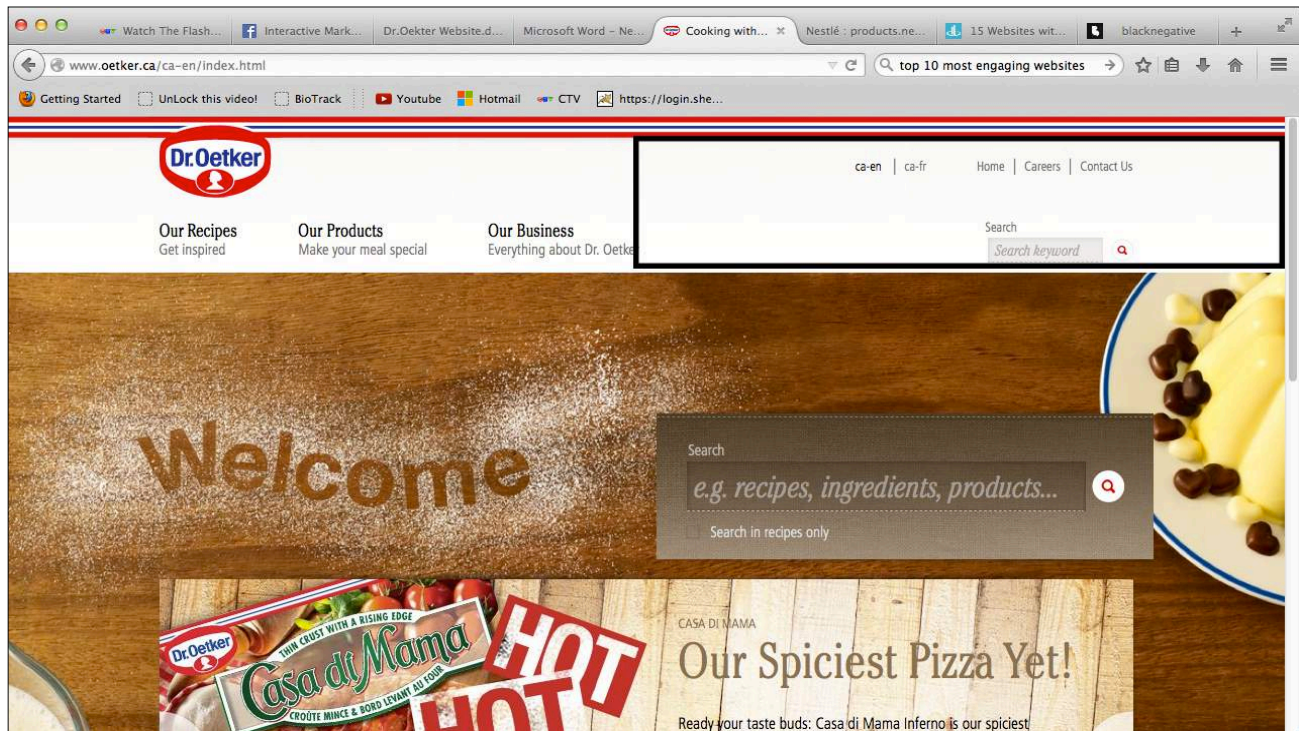


Figure 10.1 - Dr. Oetker Canada Website, Homepage retrieved February 6<sup>th</sup>, 2015.

### **Evaluation:**

- Website uses limited multimedia. *Figure 10.1* highlights where links to social media sites and blogs would normally appear.
- Website does not have a company blog, mobile website, or links to social media. These options are hidden within the site map.

## Engagement

The purpose of this section is to evaluate the engagement of **Dr. Oetker's** website.

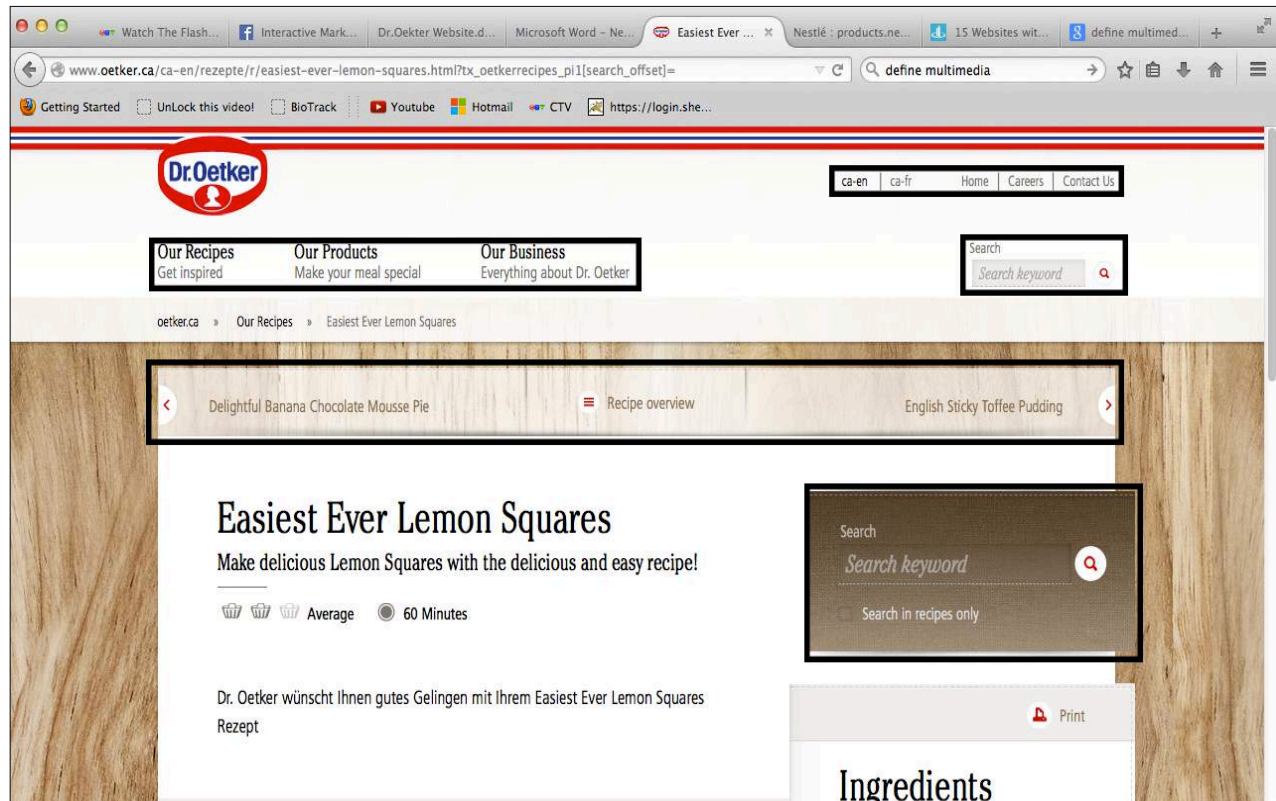


Figure 11.1, Dr. Oetker Canada Website, Homepage retrieved February 6<sup>th</sup>, 2015.

### **Evaluation:**

- Website uses clicking and scrolling to navigate.
- Web pages appear at once with no graphics to engage the visitor.
- Content does not fit above or below the fold; additional scrolling is necessary.

## Advertising

The purpose of this section is to evaluate the advertising of **Dr. Oetker's** website.

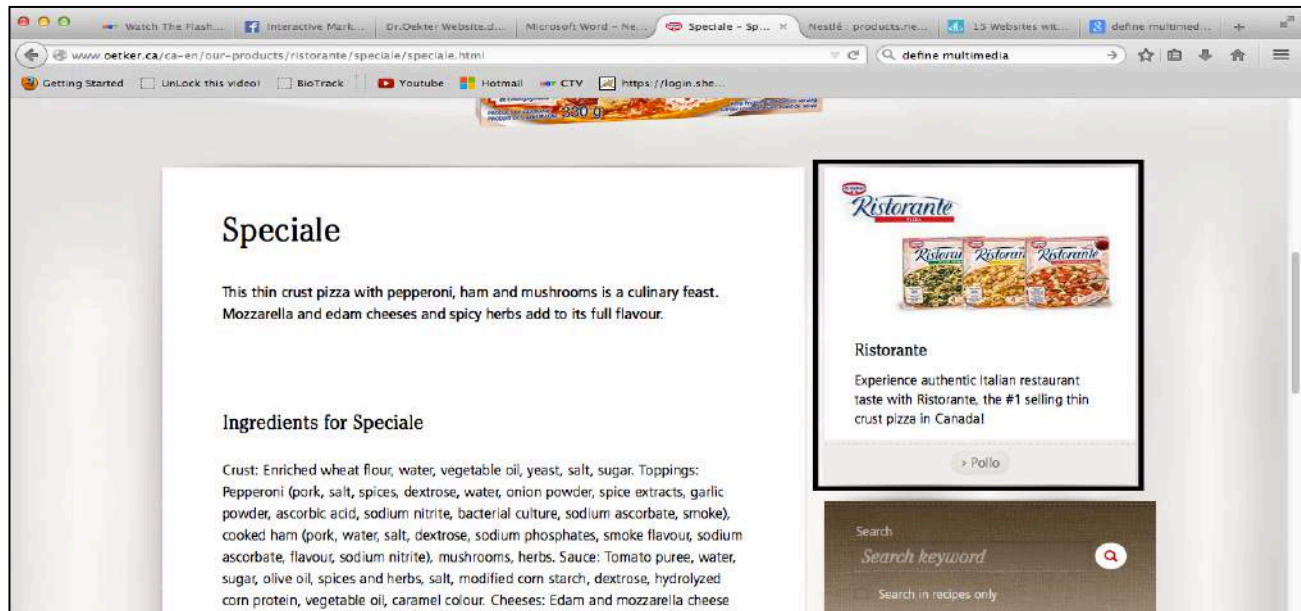


Figure 12.1 , Dr. Oetker Canada Website, Homepage retrieved February 6<sup>th</sup>, 2015.

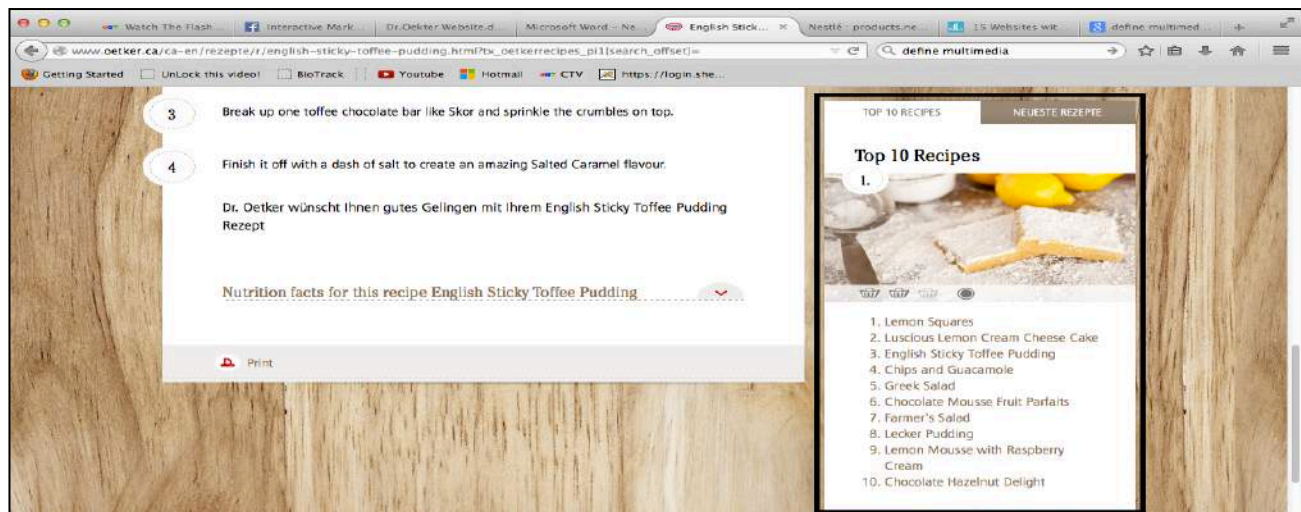


Figure 12.2, Dr. Oetker Canada Website, Homepage retrieved February 6<sup>th</sup>, 2015.

## Evaluation:

- Website banner ads are specific to each product, while some feature built-in recipe lists.
- Ads are simple, clean, and show most pertinent information with colourful graphics to engage visitor.





## Search Engine Rank

The search engine rank evaluates **Dr. Oetker's** rank on Google and Bing, as well as the use of each brand's key words.

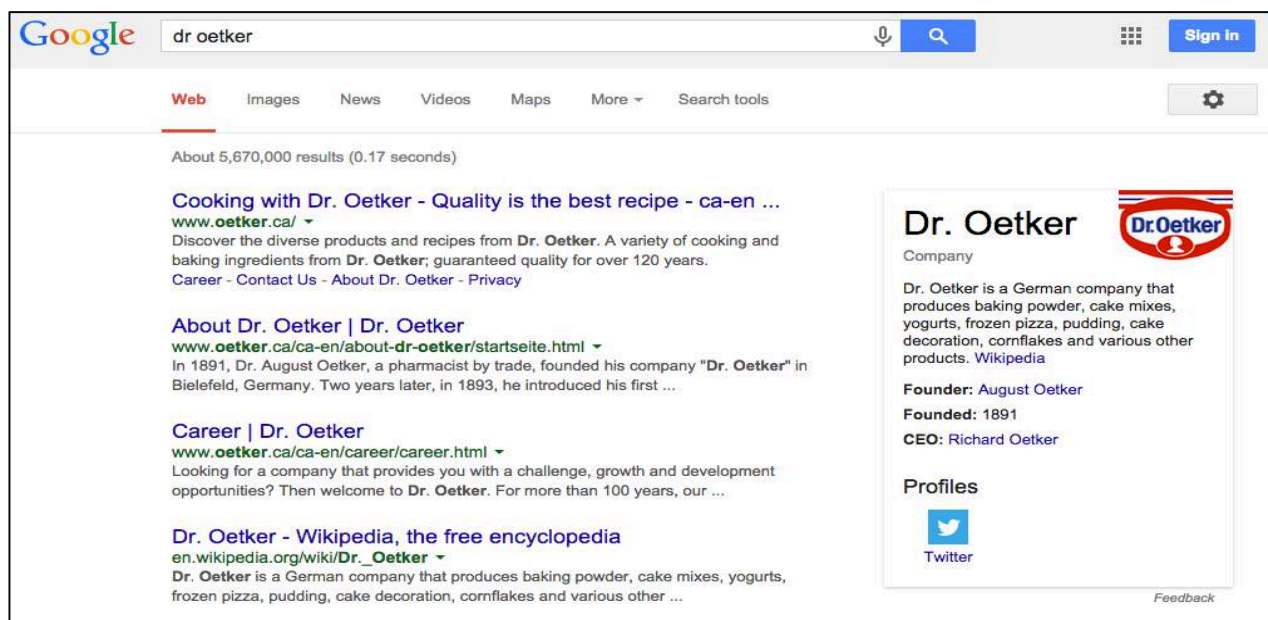


Figure 13.1 Google Website, Google search engine results when “Dr Oetker” is searched retrieved February 5<sup>th</sup>, 2015

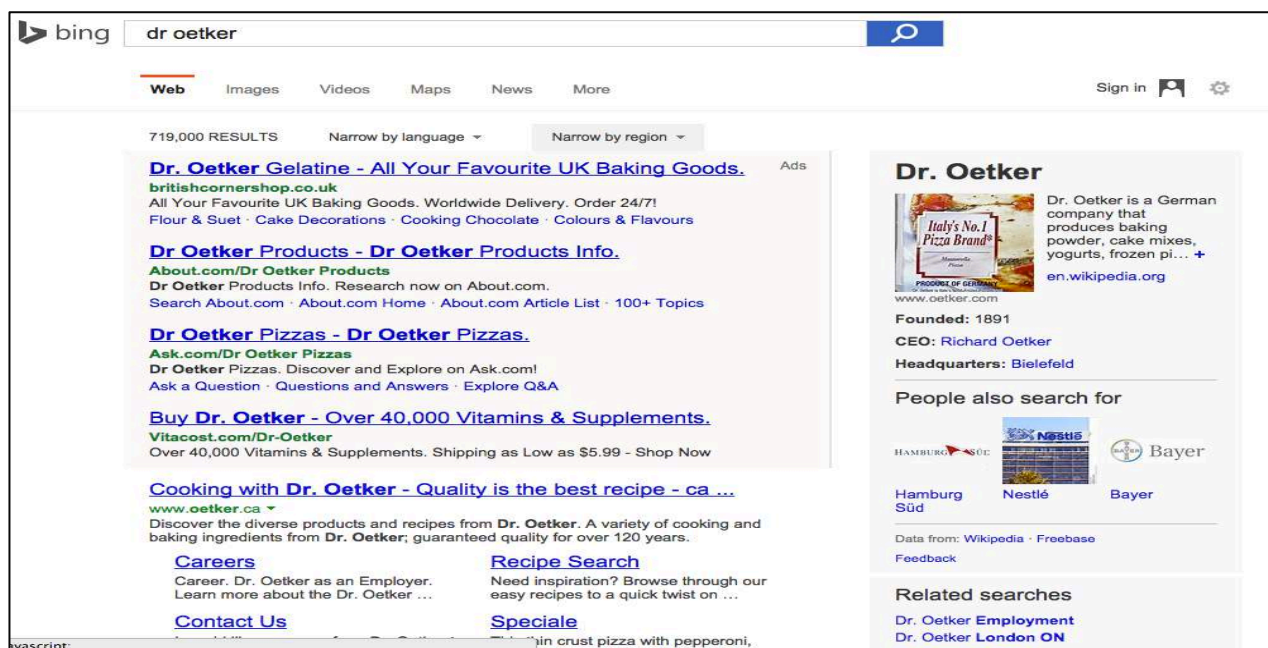


Figure 13.2 Bing Website, Bing search engine results when “dr oetker” is searched retrieved February 5<sup>th</sup>, 2015

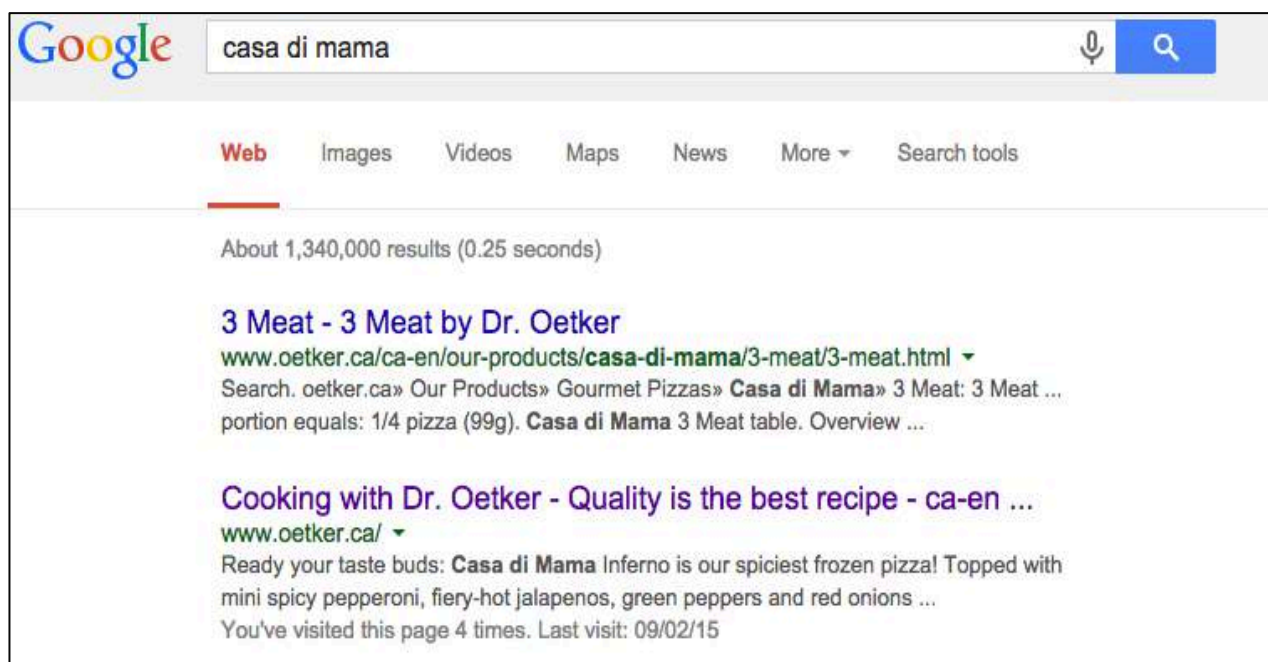


Figure 13.3 Google Website, Google search results when “casa di mama” is searched retrieved February 5<sup>th</sup>, 2015.

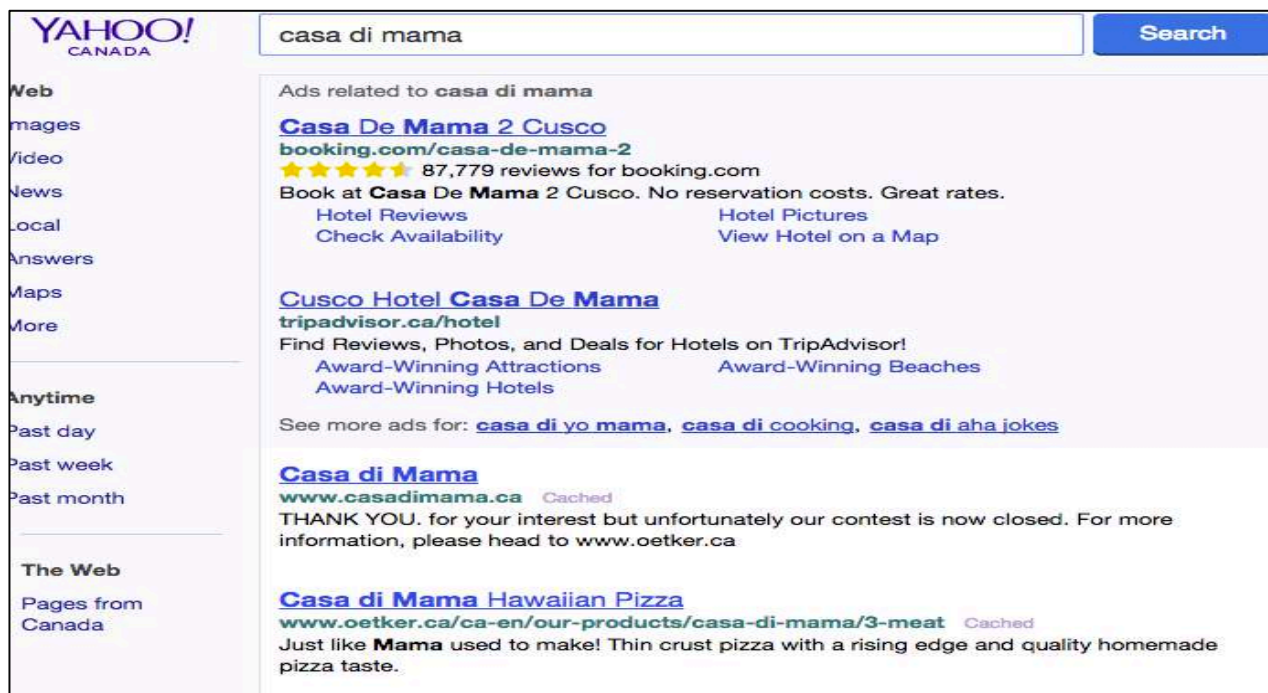


Figure 13.4 Yahoo Website, Yahoo search engine results when “casa di mama” is searched retrieved February 5<sup>th</sup>, 2015

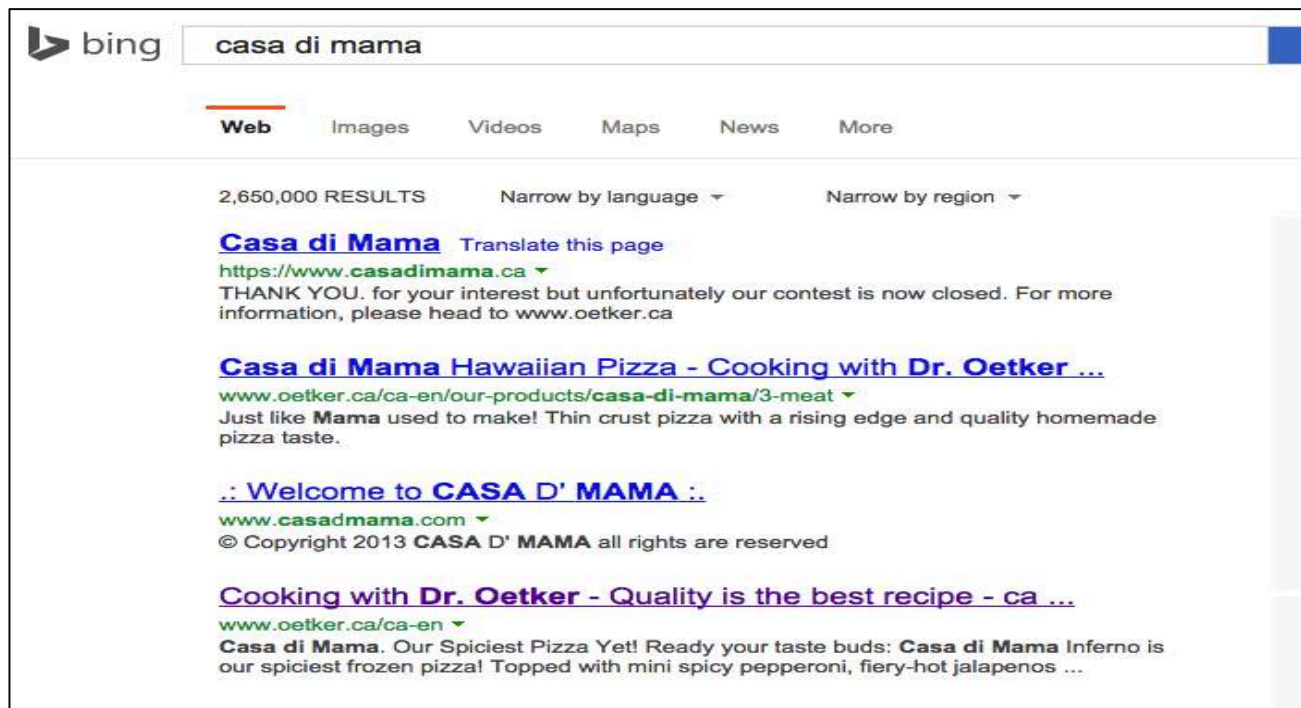


Figure 13.5 Bing Website, Bing search engine results when “casa di mama” is searched retrieved February 5<sup>th</sup>, 2015

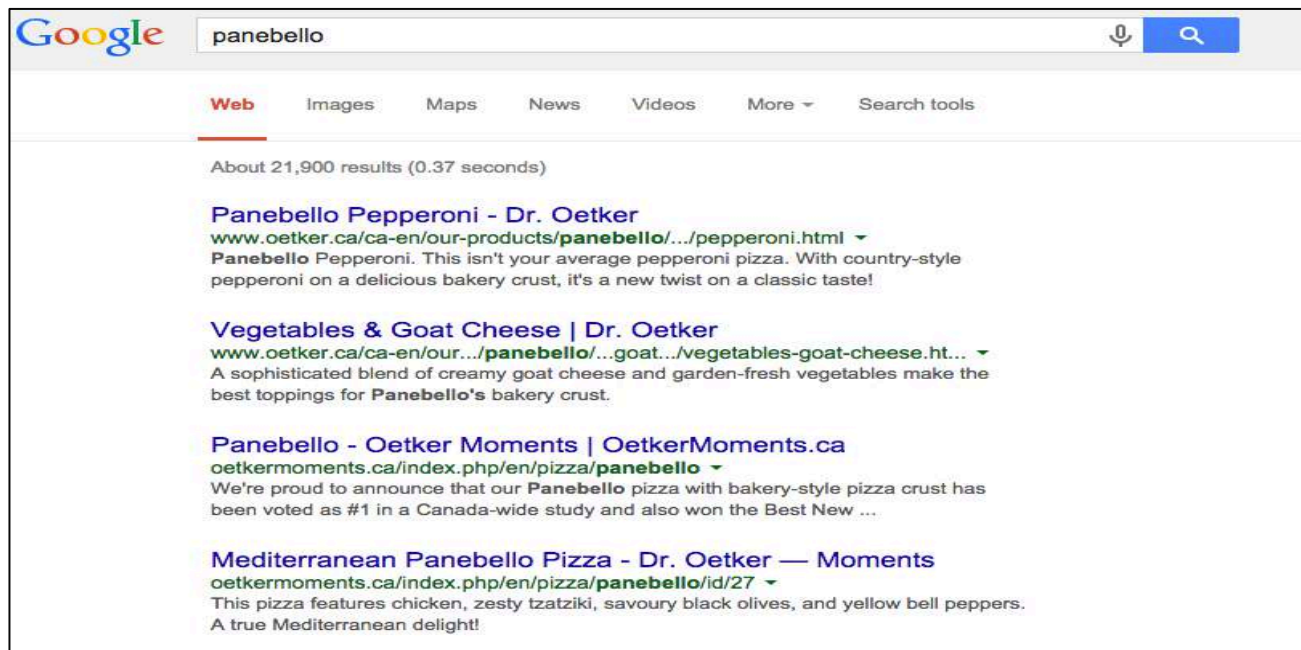


Figure 13.64 Google Website, Google search engine results when “panebello” is searched retrieved February 5<sup>th</sup>, 2015





**YAHOO! CANADA**

panebello Search

**Web**  
Images  
Video  
News  
Local  
Answers  
Maps  
More

**Anytime**  
Past day  
Past week  
Past month

**The Web**  
Pages from Canada

**Panebello Pepperoni - Cooking with Dr. Oetker - Quality is the best ...**  
[www.oetker.ca/ca-en/our-products/panebello/pepperoni](http://www.oetker.ca/ca-en/our-products/panebello/pepperoni) Cached  
**Panebello** Pepperoni. This isn't your average pepperoni pizza. With country-style pepperoni on a delicious bakery crust, it's a new twist on a classic taste!

**Dr.Oetker's Panebello Pizza - Oetker Moments | OetkerMoments.ca**  
[oetkermoments.ca/index.php/en/pizza/panebello](http://oetkermoments.ca/index.php/en/pizza/panebello) Cached  
We're proud to announce that our **Panebello** pizza with bakery-style pizza crust has been voted as #1 in a Canada-wide study and also won the Best New Product Award.

**Classic Canadian - Classic Canadian by Dr. Oetker**  
[www.oetker.ca/ca-en/our-products/panebello/classic-canadian](http://www.oetker.ca/ca-en/our-products/panebello/classic-canadian) Cached  
A meat lover's delight, the **Classic Canadian Panebello** pizza boasts classic pepperoni, bacon, and mushrooms on a bakery-inspired crust.

**Canada Coupon: \$2 Off Dr. Oetker Panebello Pizza (Save.ca Coupon)**  
[www.mrsjanuary.com/...2-off-dr-oetker-panebello-pizza-save-ca-coupon](http://www.mrsjanuary.com/...2-off-dr-oetker-panebello-pizza-save-ca-coupon) Cached  
Save \$2 off Dr. Oetker **Panebello** Pizza with this new coupon from Save.ca. You must go through Facebook and answer 1 question before you are able to order y

**DR. OETKER PANEBELLO Bakery Crust Pizza Coupon - Canada Grocery Coupons**  
[www.grocerysavings.ca/printableCanadianGroceryCoupons.asp?id=813](http://www.grocerysavings.ca/printableCanadianGroceryCoupons.asp?id=813) Cached  
Your coupon is loading ... If not automatically sent to DR. OETKER **PANEBELLO** Bakery Crust Pizza coupon click here

Figure 13.7 Yahoo Website, Yahoo search engine results when “panebello” is searched retrieved February 5<sup>th</sup>, 2015.

**bing** panebello Search

**Web** Images Videos Maps News More

645,000 RESULTS Narrow by language ▼ Narrow by region ▼

**Panebello Pepperoni - Cooking with Dr. Oetker - Quality is ...**  
[www.oetker.ca/ca-en/our-products/panebello/pepperoni](http://www.oetker.ca/ca-en/our-products/panebello/pepperoni) ▼  
**Panebello** Pepperoni. This isn't your average pepperoni pizza. With country-style pepperoni on a delicious bakery crust, it's a new twist on a classic taste!

**Dr.Oetker's Panebello Pizza**  
[oetkermoments.ca/index.php/en/pizza/panebello](http://oetkermoments.ca/index.php/en/pizza/panebello) ▼  
We're proud to announce that our **Panebello** pizza with bakery-style pizza crust has been voted as #1 in a Canada-wide study and also won the Best New Product Award.

**Classic Canadian - Classic Canadian by Dr. Oetker**  
[www.oetker.ca/ca-en/our-products/panebello/classic-canadian](http://www.oetker.ca/ca-en/our-products/panebello/classic-canadian) ▼  
A meat lover's delight, the **Classic Canadian Panebello** pizza boasts classic pepperoni, bacon, and mushrooms on a bakery-inspired crust.

**Canada Coupon: \$2 Off Dr. Oetker Panebello Pizza (Save.ca ...**  
[www.mrsjanuary.com/...2-off-dr-oetker-panebello-pizza-save-ca-coupon](http://www.mrsjanuary.com/...2-off-dr-oetker-panebello-pizza-save-ca-coupon) ▼  
Save \$2 off Dr. Oetker **Panebello** Pizza with this new coupon from Save.ca. You must go through Facebook and answer 1 question before you are able to order y

**DR. OETKER PANEBELLO Bakery Crust Pizza Coupon - ...**  
[www.grocerysavings.ca/printableCanadianGroceryCoupons.asp?id=813](http://www.grocerysavings.ca/printableCanadianGroceryCoupons.asp?id=813) ▼

Figure 13. 8 Bing Website, Bing search engine results when “panebello” is searched retrieved February 5<sup>th</sup>, 2015

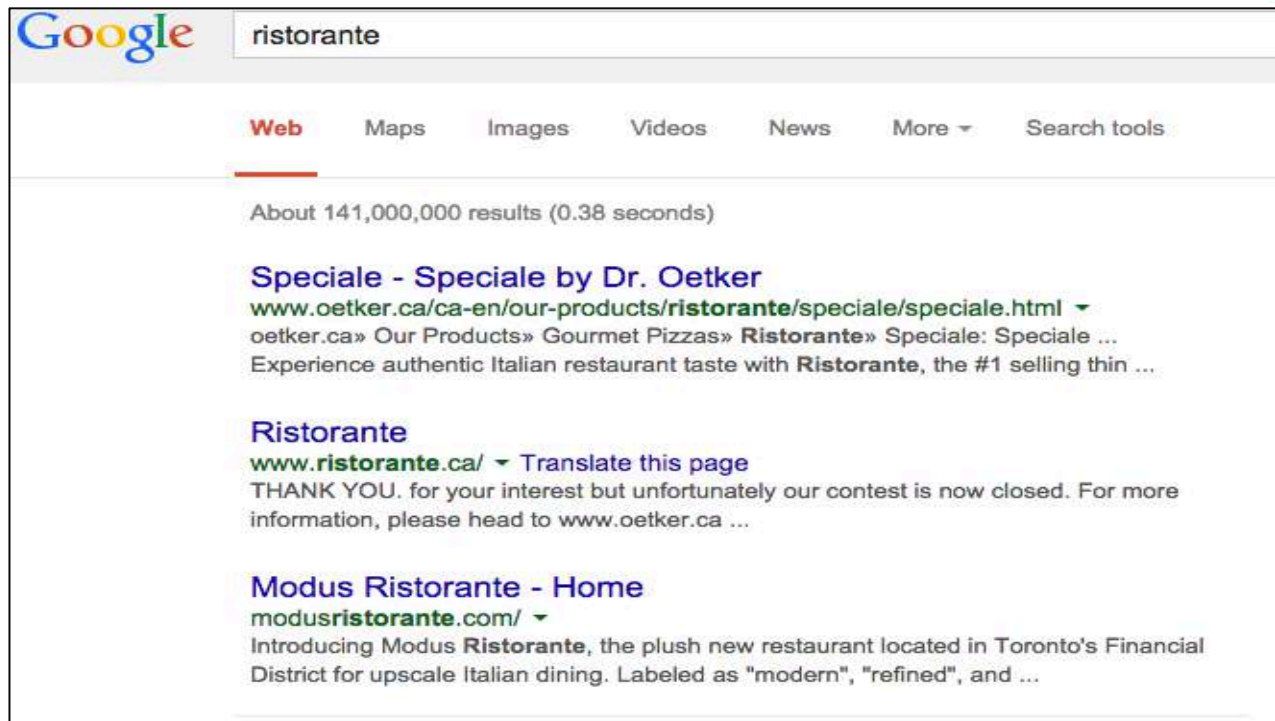


Figure 13.9 Google Website, Google search engine results when “ristorante” is searched retrieved February 5<sup>th</sup>, 2015

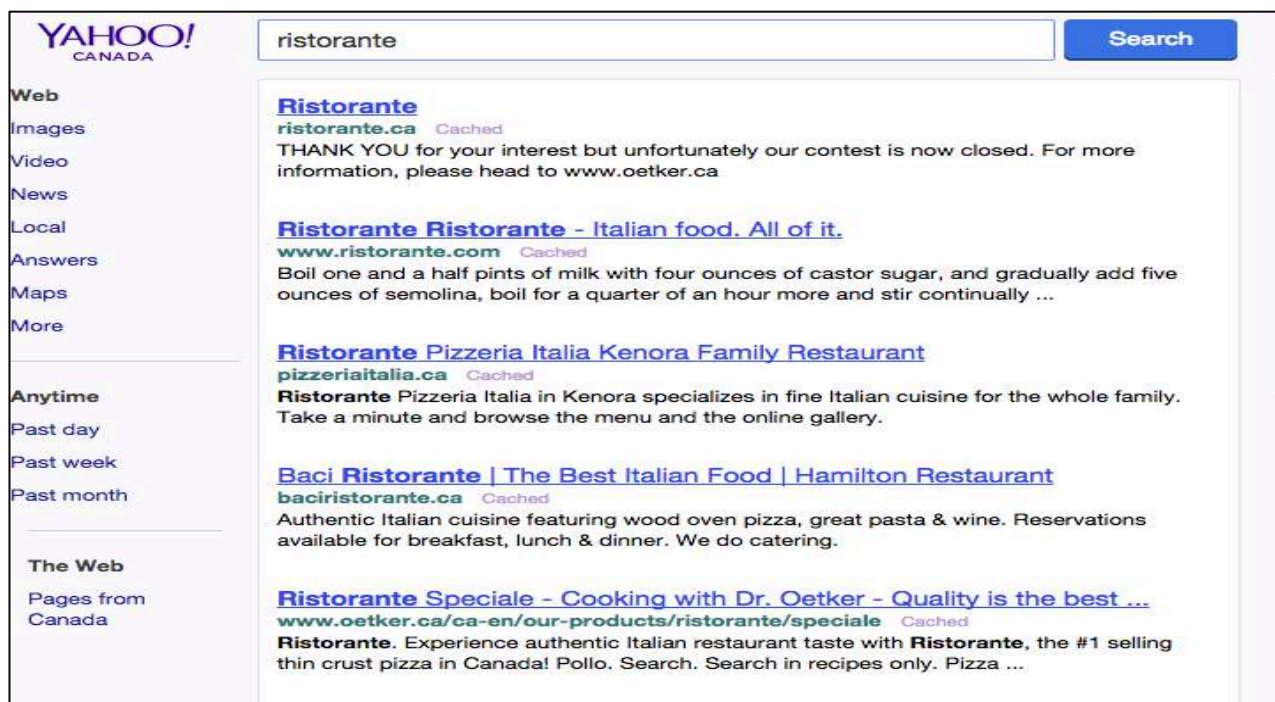


Figure 13.10 Yahoo Website, Yahoo search engine results when “ristorante” is searched retrieved February 5<sup>th</sup>, 2015



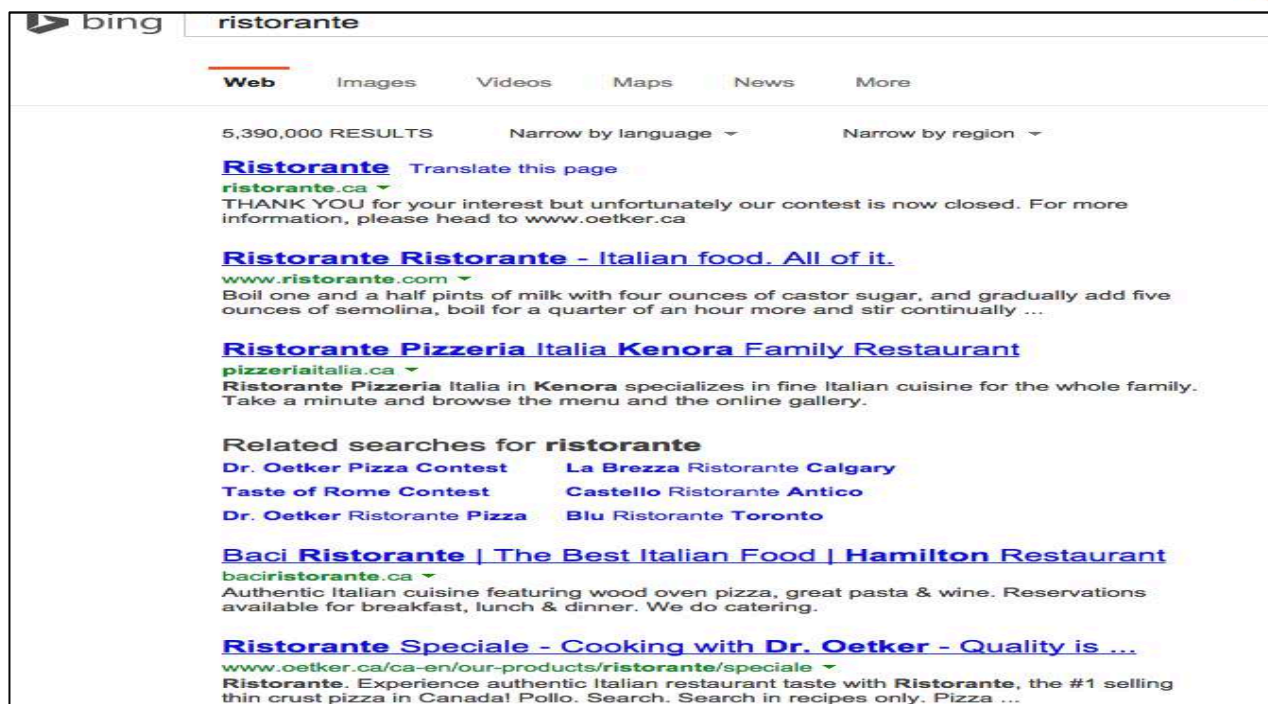


Figure 13.11 Bing Website, Bing search engine results when “ristorante” is searched retrieved February 5<sup>th</sup>, 2015

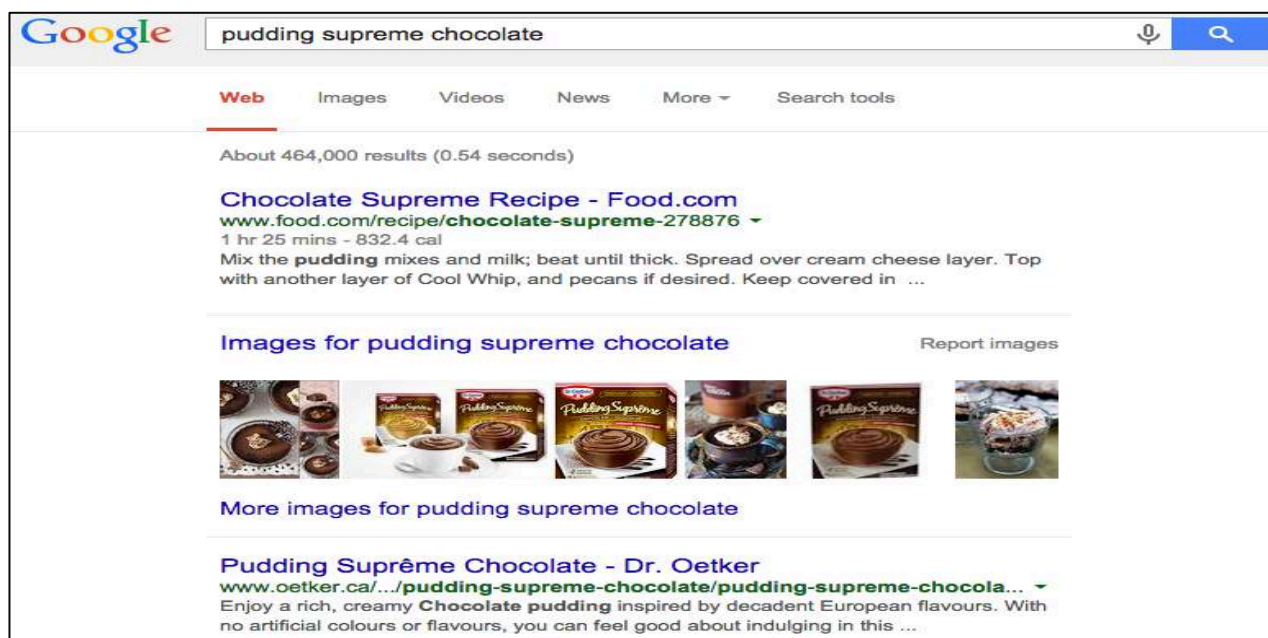


Figure 13.12 Google Website, Google search engine results when “Pudding supreme chocolate” is searched retrieved February 5<sup>th</sup>, 2015

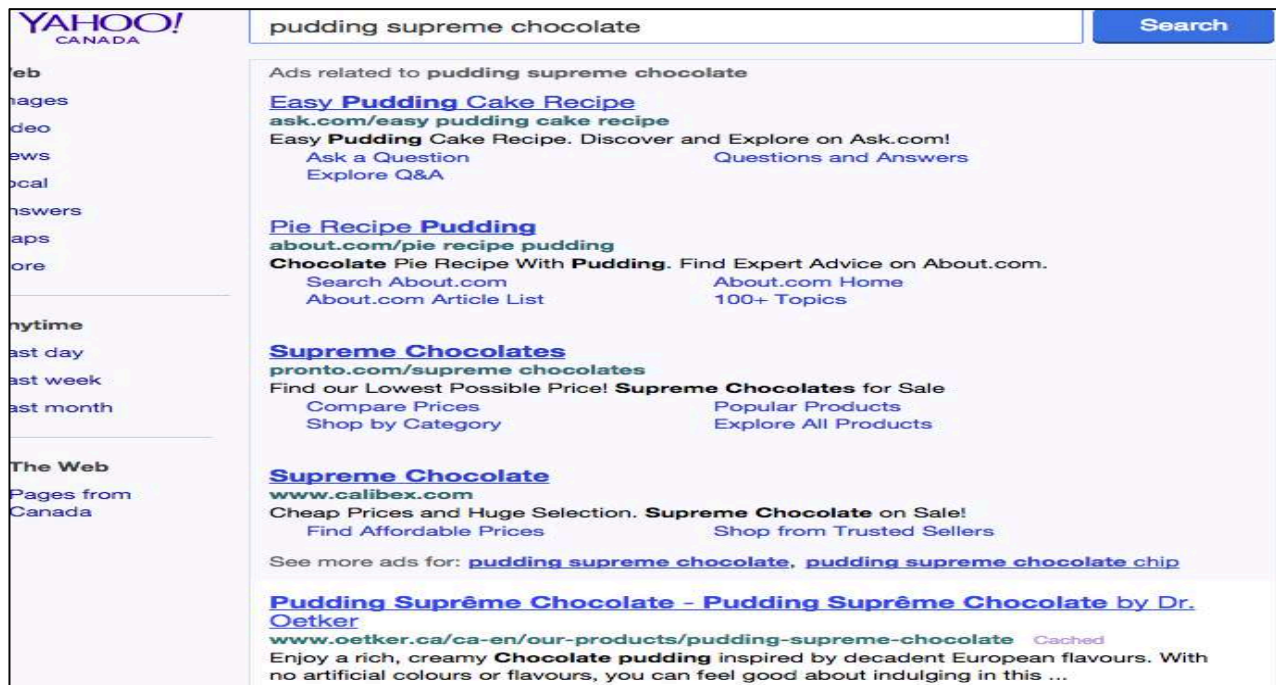


Figure 13.13 Yahoo Website, Yahoo search engine results when "Pudding supreme chocolate" is searched, retrieved February 5<sup>th</sup>, 2015

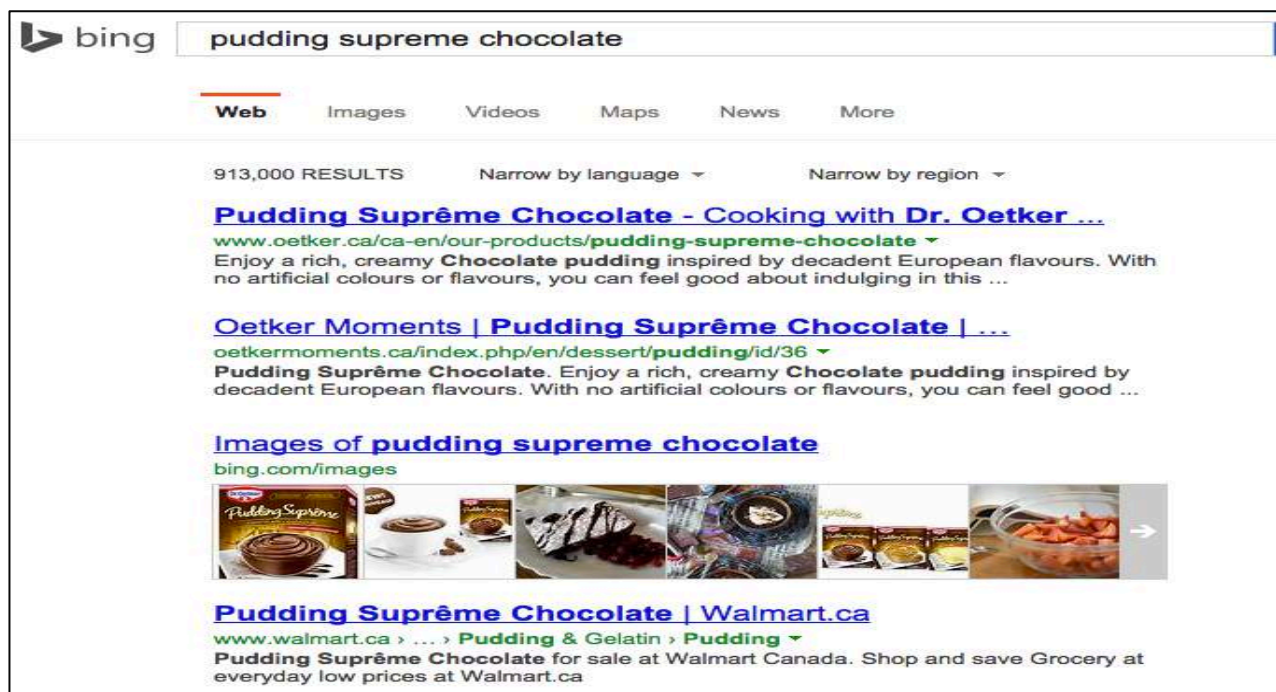


Figure 13.14 Bing Website, Bing search engine results when "Pudding supreme chocolate" is searched, retrieved February 5<sup>th</sup>, 2015

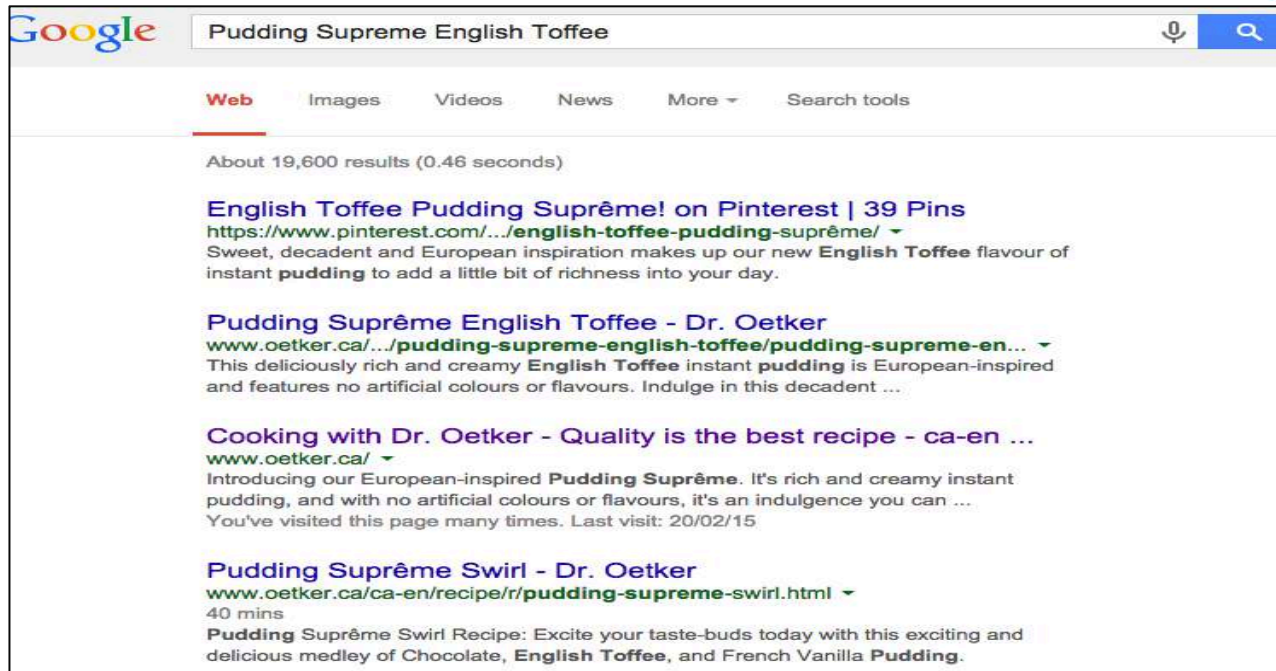


Figure 13.15 Google Website, Google search engine results when “Pudding Supreme English Toffee” is searched retrieved February 5<sup>th</sup>, 2015

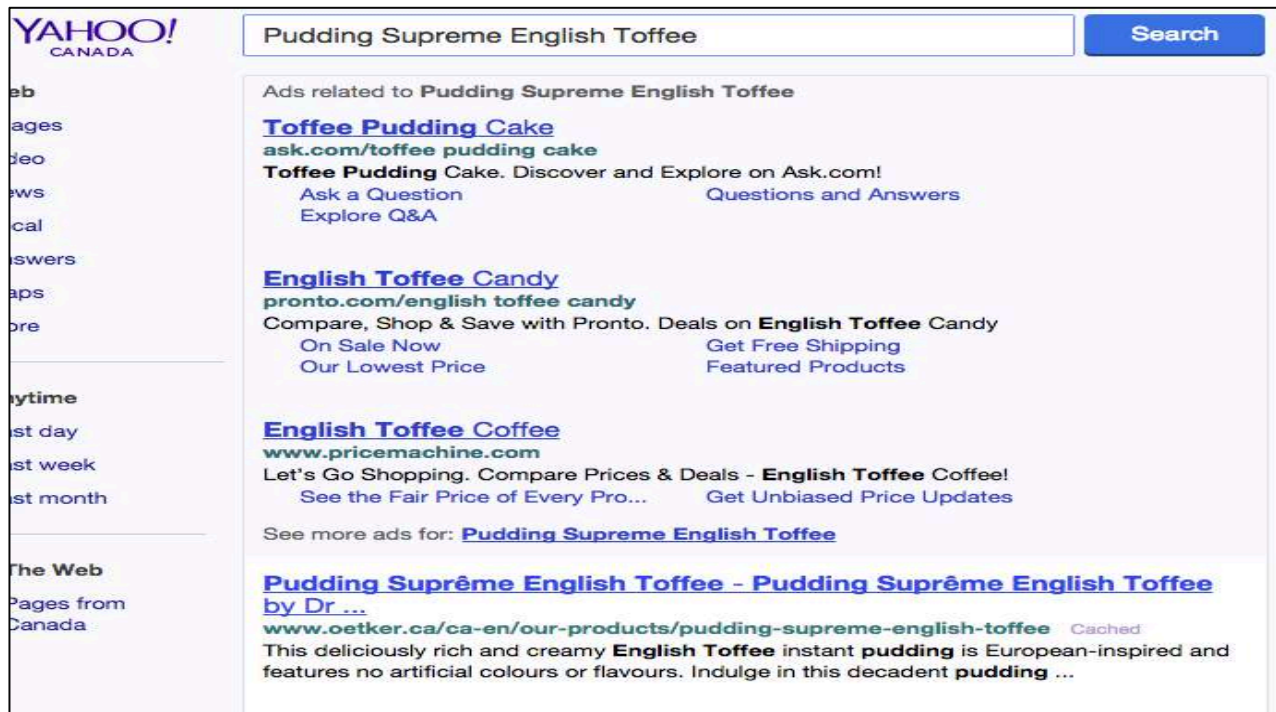


Figure 13.16 Yahoo Website, Yahoo search engine results when “Pudding Supreme English Toffee” is searched retrieved February 5<sup>th</sup>, 2015



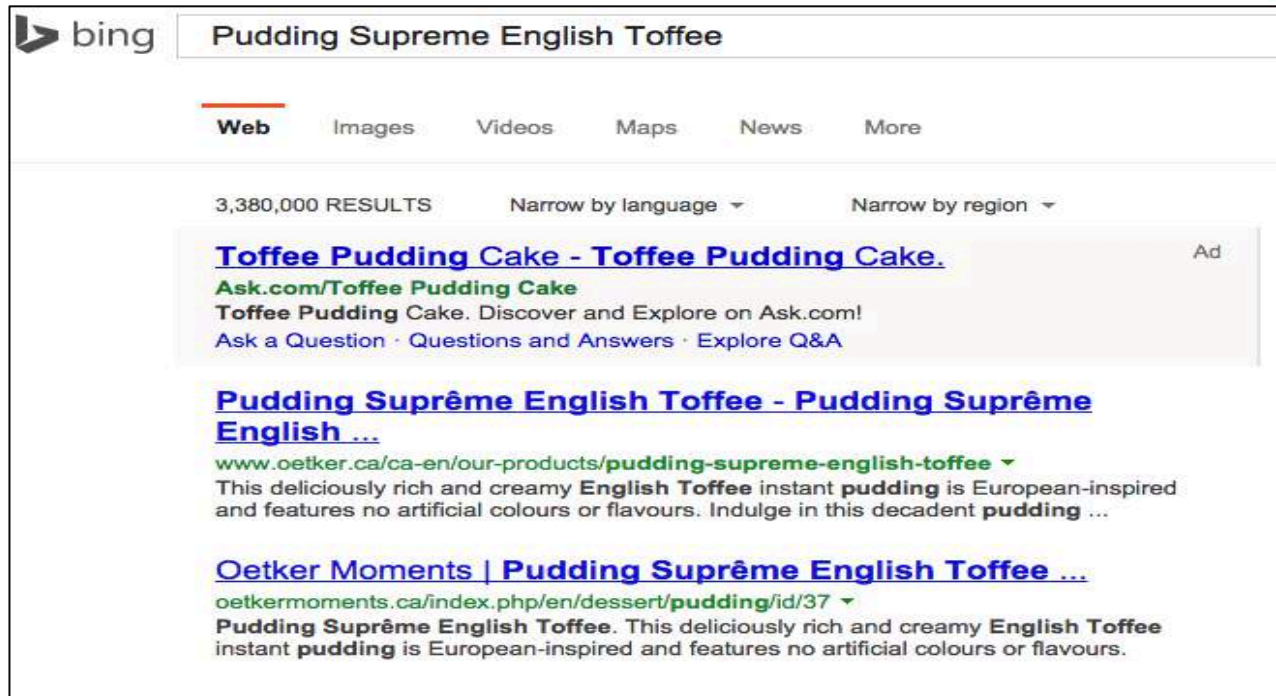


Figure 13.17 Bing Website, Bing search engine results when “Pudding Supreme English Toffee” is searched retrieved February 5<sup>th</sup>, 2015

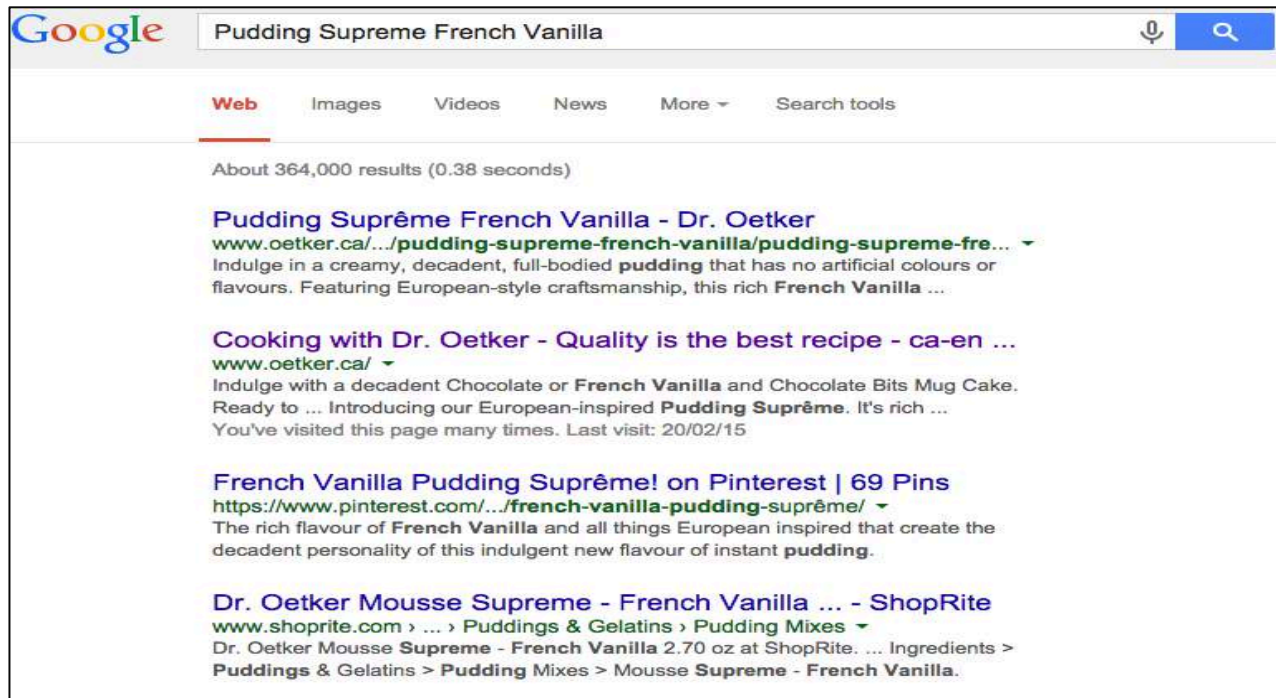


Figure 13.18 Google Website, Google search engine results when “Pudding Supreme French Vanilla” is searched retrieved February 5<sup>th</sup>, 2015

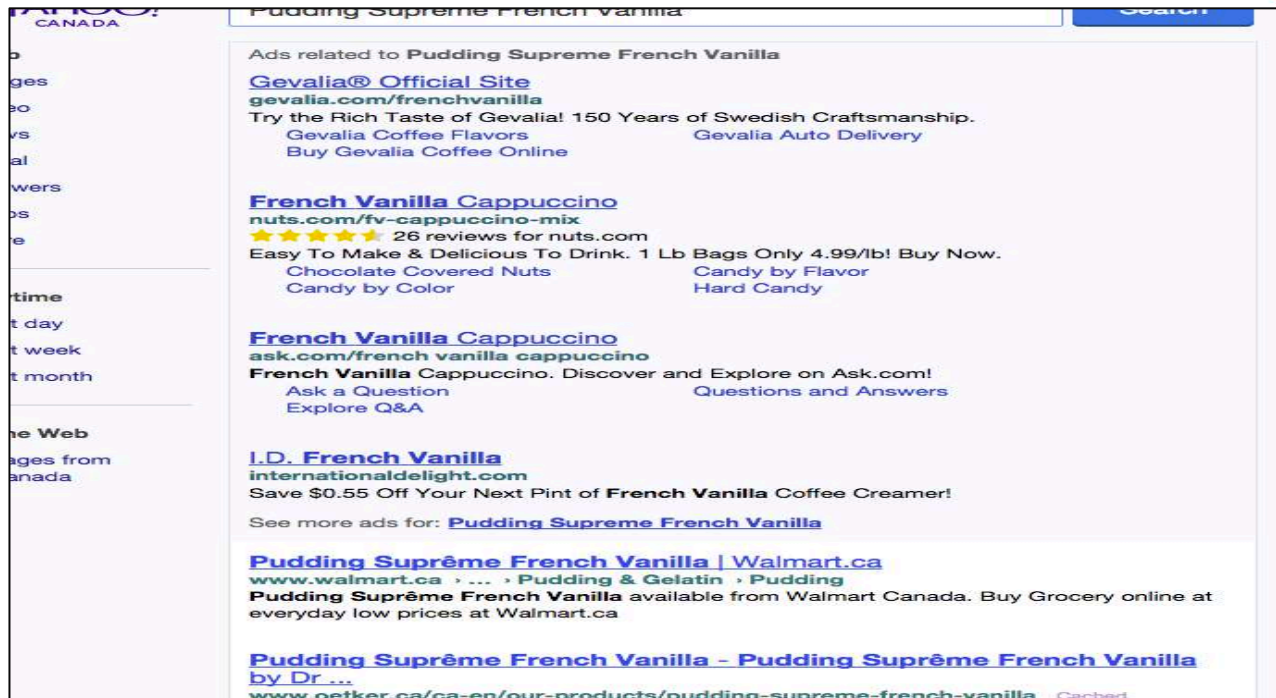


Figure 13.19 Yahoo Website, Yahoo search engine results when “Pudding Supreme French Vanilla” is searched retrieved February 5<sup>th</sup>, 2015

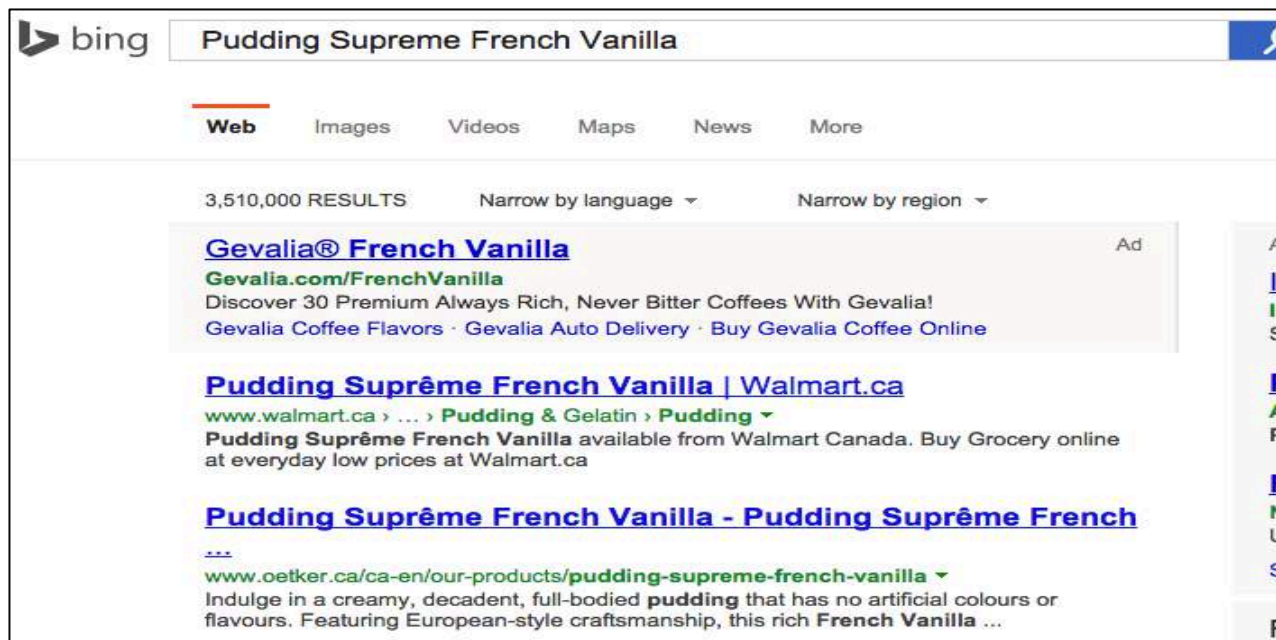


Figure 13.20 Bing Website, Bing search engine results when “Pudding Supreme French Vanilla” is searched retrieved February 5<sup>th</sup>, 2015

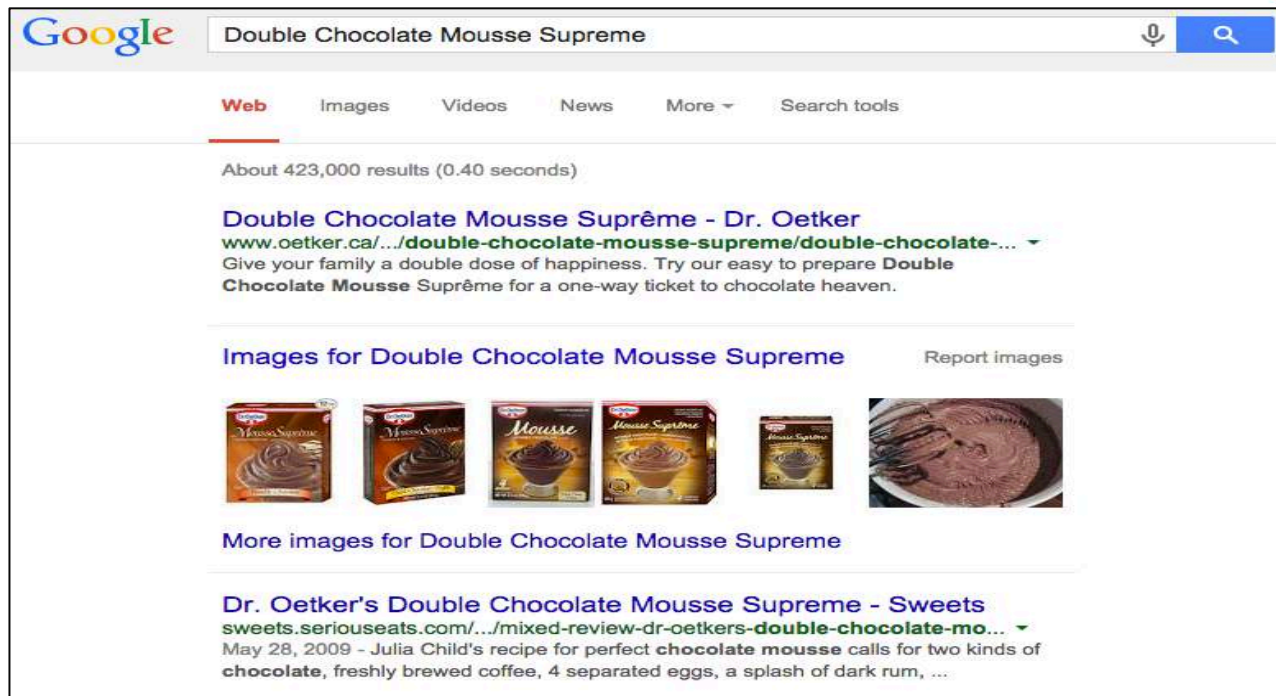


Figure 13.21 Google Website, Google search engine results when “Double Chocolate Mousse Supreme” is searched retrieved February 5<sup>th</sup>, 2015.

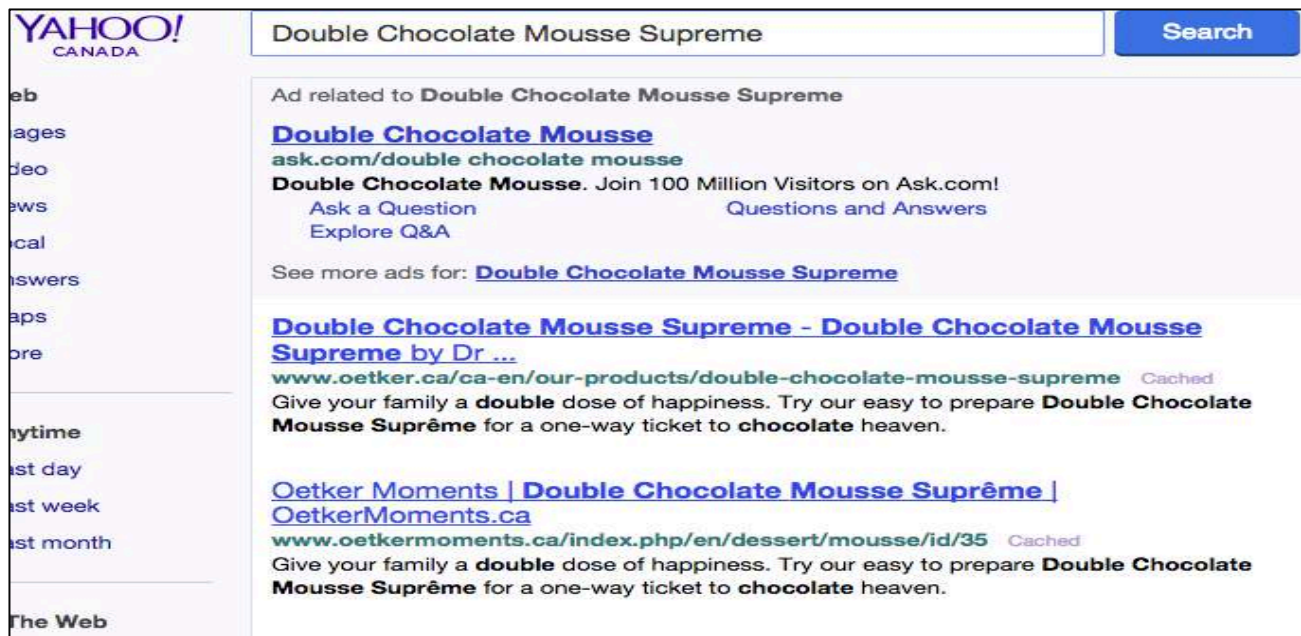


Figure 13.22 Yahoo Website, Yahoo search engine results when “Double Chocolate Mousse Supreme” is searched retrieved February 5<sup>th</sup>, 2015.



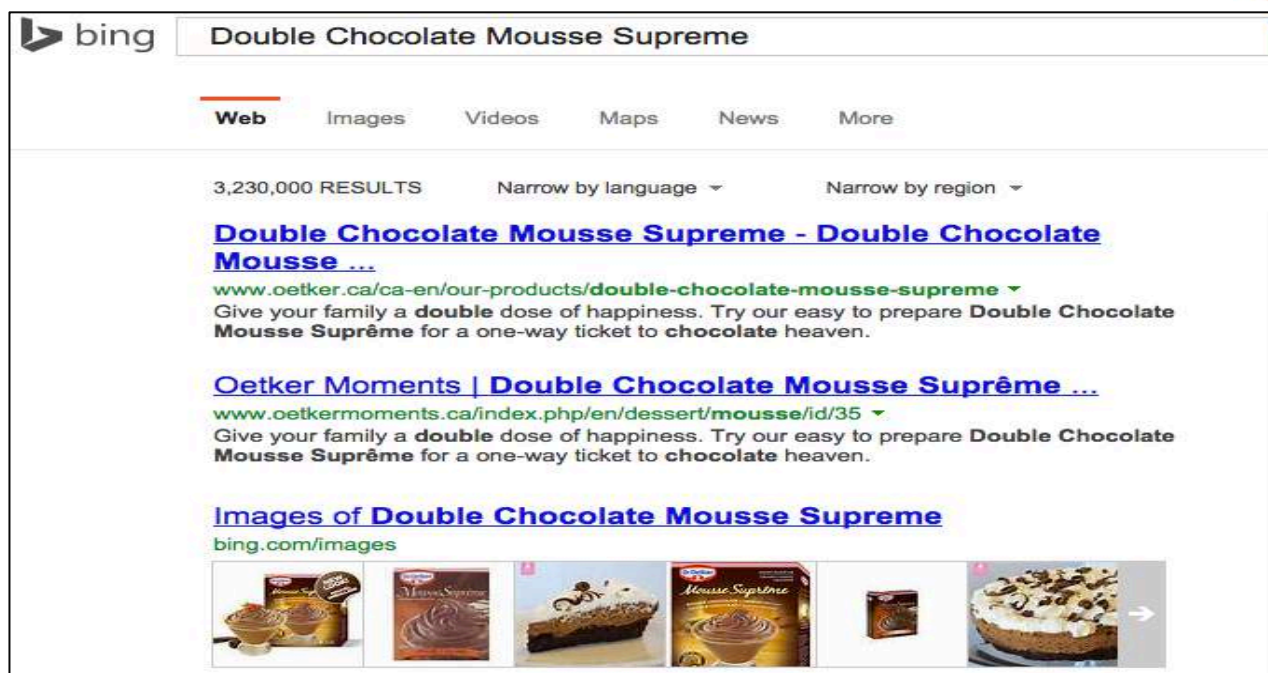


Figure 13.23 Bing Website, Bing search engine results when “Double Chocolate Mousse Supreme” is searched retrieved February 5<sup>th</sup>, 2015

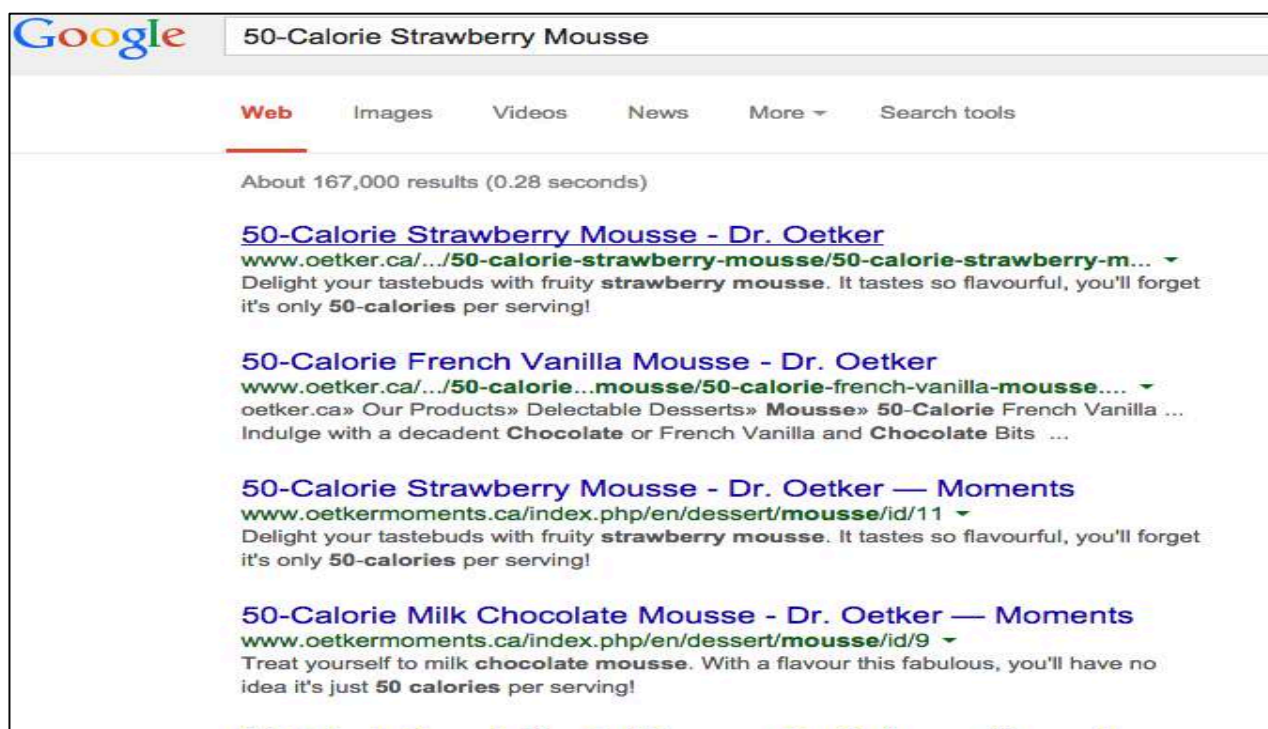
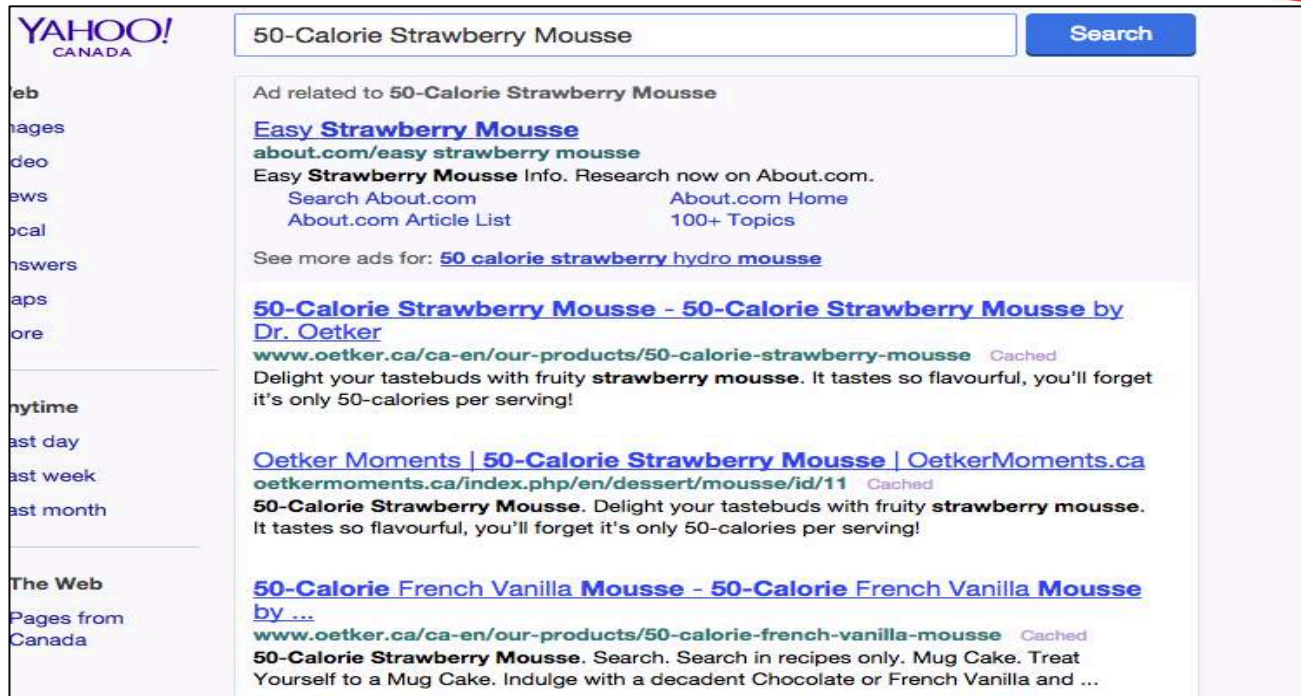


Figure 13.24 Google Website, Google search engine results when “50-Calorie Strawberry Mousse” is searched retrieved February 5<sup>th</sup>, 2015



**YAHOO! CANADA**

50-Calorie Strawberry Mousse Search

Ad related to 50-Calorie Strawberry Mousse

**Easy Strawberry Mousse**  
[about.com/easy-strawberry-mousse](http://about.com/easy-strawberry-mousse)  
 Easy **Strawberry Mousse** Info. Research now on About.com.  
[Search About.com](#) [About.com Home](#)  
[About.com Article List](#) [100+ Topics](#)

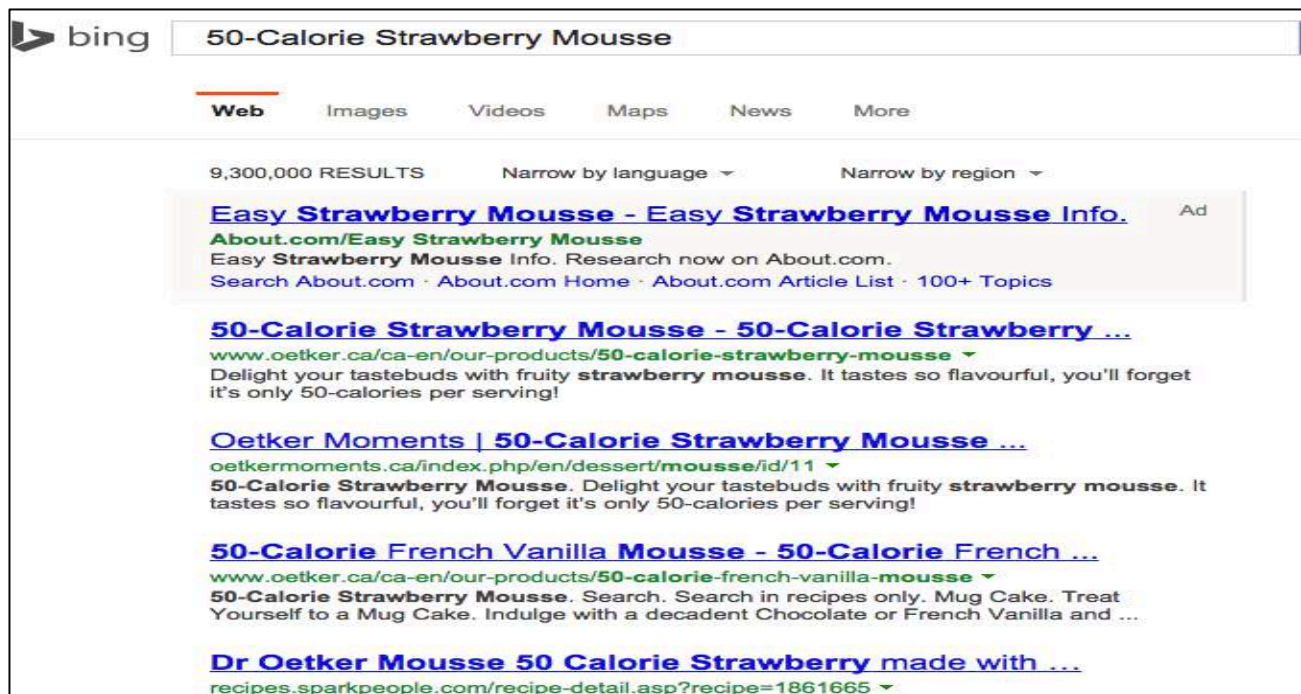
See more ads for: [50-calorie-strawberry-hydro-mousse](#)

**50-Calorie Strawberry Mousse - 50-Calorie Strawberry Mousse by Dr. Oetker**  
[www.oetker.ca/ca-en/our-products/50-calorie-strawberry-mousse](http://www.oetker.ca/ca-en/our-products/50-calorie-strawberry-mousse) Cached  
 Delight your tastebuds with fruity **strawberry mousse**. It tastes so flavourful, you'll forget it's only 50-calories per serving!

**Oetker Moments | 50-Calorie Strawberry Mousse | OetkerMoments.ca**  
[oetkermoments.ca/index.php/en/dessert/mousse/id/11](http://oetkermoments.ca/index.php/en/dessert/mousse/id/11) Cached  
**50-Calorie Strawberry Mousse**. Delight your tastebuds with fruity **strawberry mousse**. It tastes so flavourful, you'll forget it's only 50-calories per serving!

**50-Calorie French Vanilla Mousse - 50-Calorie French Vanilla Mousse by ...**  
[www.oetker.ca/ca-en/our-products/50-calorie-french-vanilla-mousse](http://www.oetker.ca/ca-en/our-products/50-calorie-french-vanilla-mousse) Cached  
**50-Calorie Strawberry Mousse**. Search. Search in recipes only. Mug Cake. Treat Yourself to a Mug Cake. Indulge with a decadent Chocolate or French Vanilla and ...

Figure 13.25 Yahoo Website, Yahoo search engine results when “50-Calorie Strawberry Mousse” is searched retrieved February 5<sup>th</sup>, 2015



**bing**

50-Calorie Strawberry Mousse

**Web** Images Videos Maps News More

9,300,000 RESULTS Narrow by language ▼ Narrow by region ▼

**Easy Strawberry Mousse - Easy Strawberry Mousse Info.** Ad  
[About.com/Easy Strawberry Mousse](http://About.com/Easy-Strawberry-Mousse)  
 Easy **Strawberry Mousse** Info. Research now on About.com.  
[Search About.com](#) · [About.com Home](#) · [About.com Article List](#) · [100+ Topics](#)

**50-Calorie Strawberry Mousse - 50-Calorie Strawberry ...**  
[www.oetker.ca/ca-en/our-products/50-calorie-strawberry-mousse](http://www.oetker.ca/ca-en/our-products/50-calorie-strawberry-mousse) ▼  
 Delight your tastebuds with fruity **strawberry mousse**. It tastes so flavourful, you'll forget it's only 50-calories per serving!

**Oetker Moments | 50-Calorie Strawberry Mousse ...**  
[oetkermoments.ca/index.php/en/dessert/mousse/id/11](http://oetkermoments.ca/index.php/en/dessert/mousse/id/11) ▼  
**50-Calorie Strawberry Mousse**. Delight your tastebuds with fruity **strawberry mousse**. It tastes so flavourful, you'll forget it's only 50-calories per serving!

**50-Calorie French Vanilla Mousse - 50-Calorie French ...**  
[www.oetker.ca/ca-en/our-products/50-calorie-french-vanilla-mousse](http://www.oetker.ca/ca-en/our-products/50-calorie-french-vanilla-mousse) ▼  
**50-Calorie Strawberry Mousse**. Search. Search in recipes only. Mug Cake. Treat Yourself to a Mug Cake. Indulge with a decadent Chocolate or French Vanilla and ...

**Dr Oetker Mousse 50 Calorie Strawberry made with ...**  
[recipes.sparkpeople.com/recipe-detail.asp?recipe=1861665](http://recipes.sparkpeople.com/recipe-detail.asp?recipe=1861665) ▼

Figure 13.26 Bing Website, Bing search engine results when “50-Calorie Strawberry Mousse” is searched retrieved February 5<sup>th</sup>, 2015



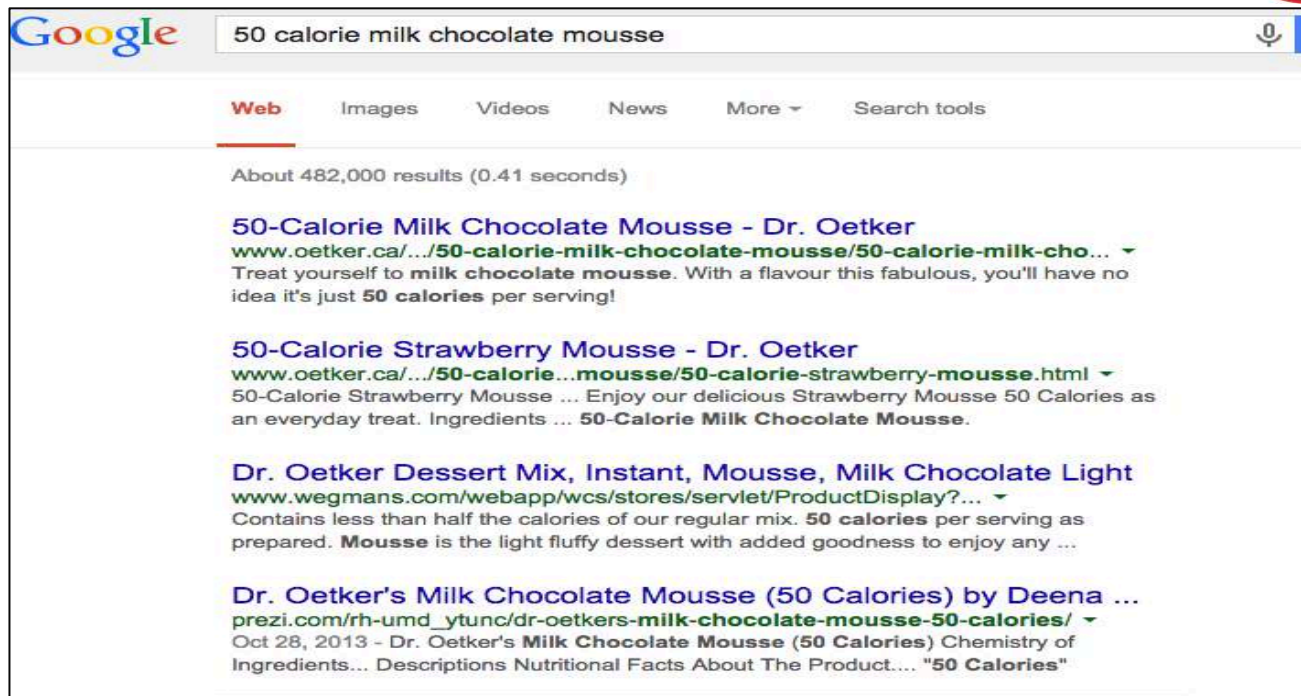


Figure 13.27 Google Website, Google search engine results when “50-Calorie Milk Chocolate Mousse” is searched retrieved February 5<sup>th</sup>, 2015

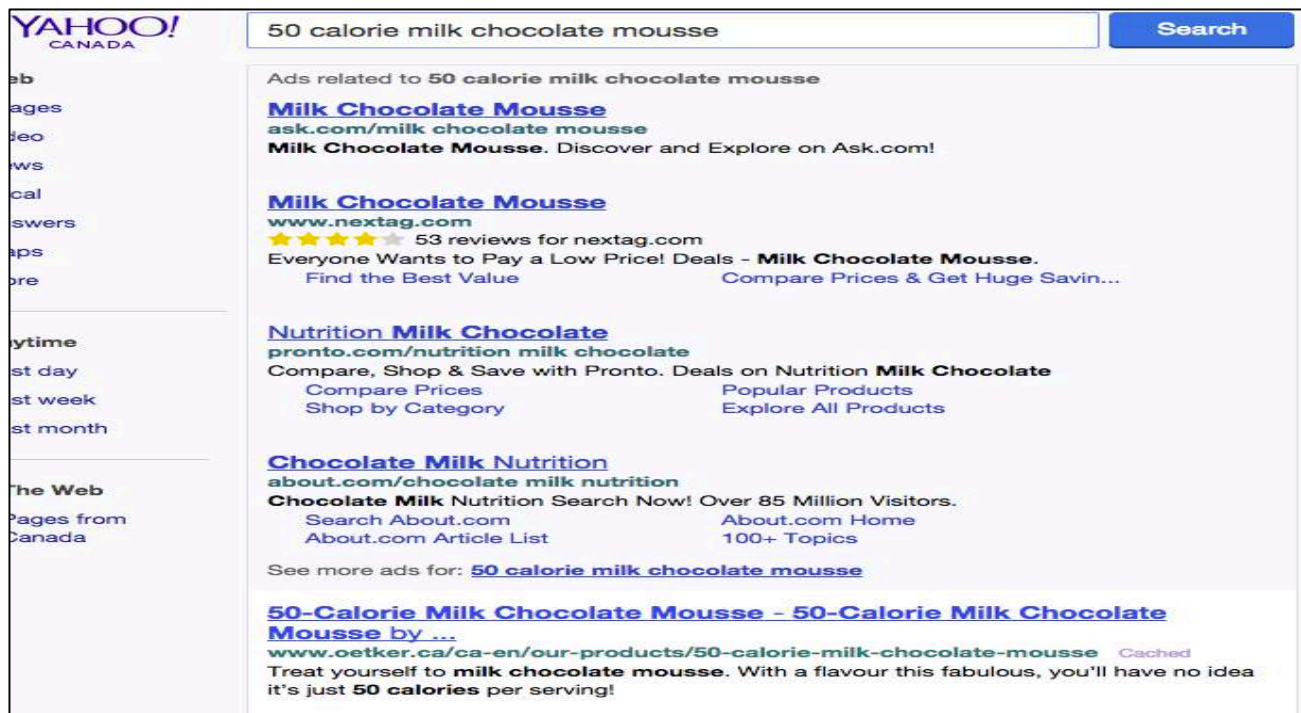


Figure 13.28 Yahoo Website, Yahoo search engine results when “50-Calorie Milk Chocolate Mousse” is searched retrieved February 5<sup>th</sup>, 2015

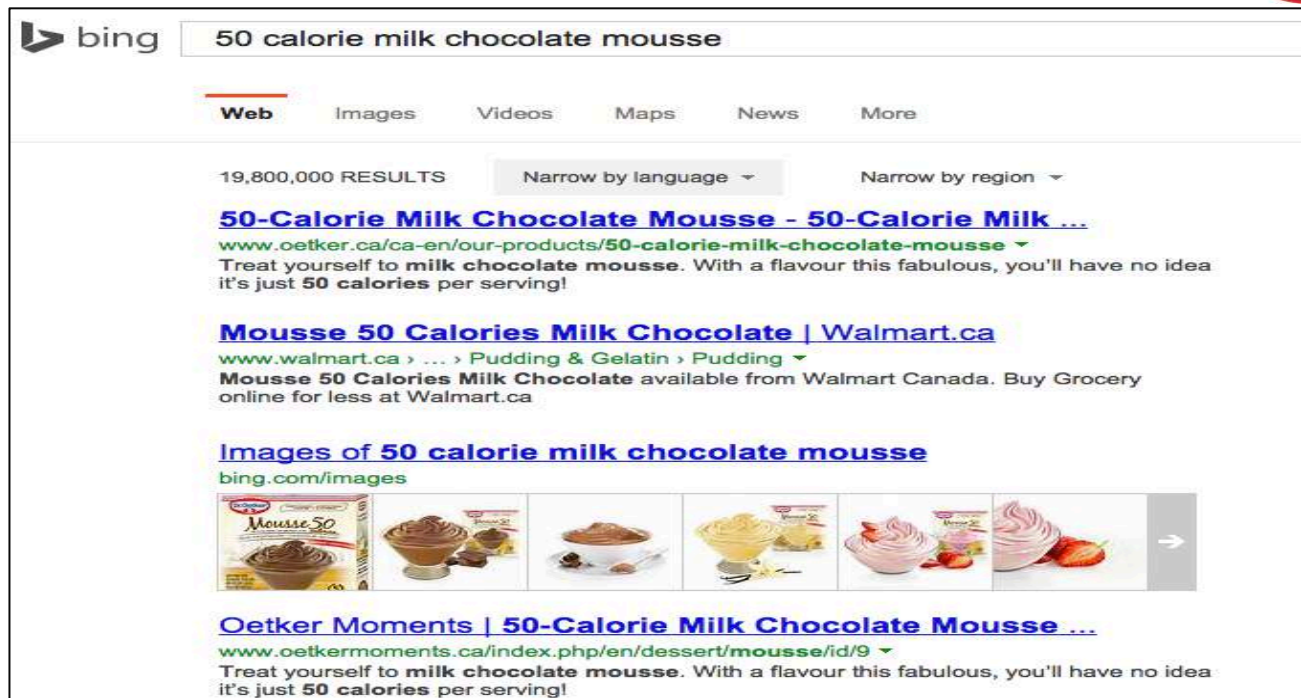


Figure 13.29 Bing Website, Bing search engine results when “50-Calorie Milk Chocolate Mousse” is searched retrieved February 5<sup>th</sup>, 2015

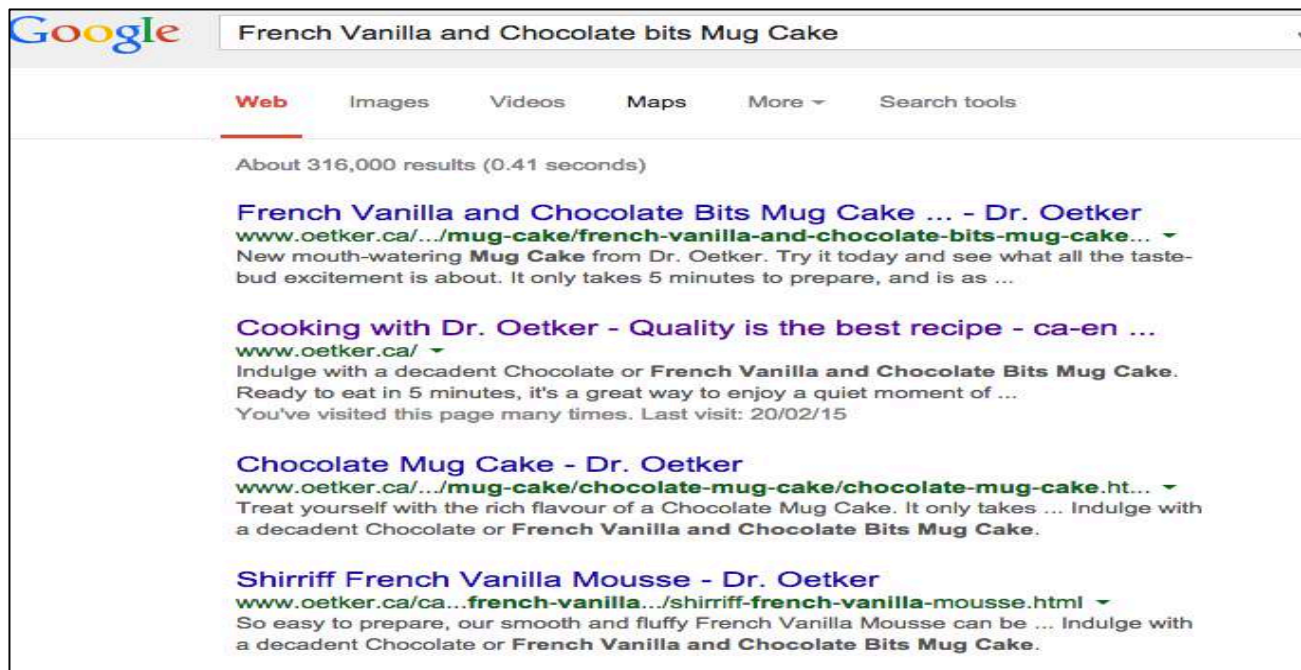


Figure 13.30 Google Website, Google search engine results when “French Vanilla and Chocolate Bits Mug Cake” is searched retrieved February 5<sup>th</sup>, 2015



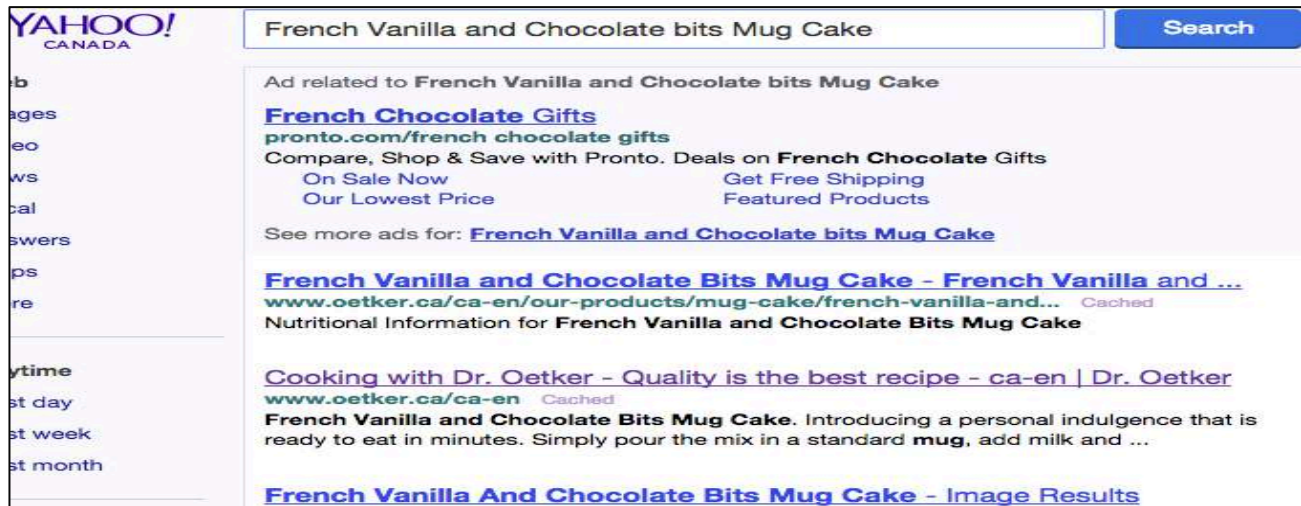


Figure 13.31 Yahoo Website, Yahoo search engine results when “French Vanilla and Chocolate Bits Mug Cake” is searched retrieved February 5<sup>th</sup>, 2015

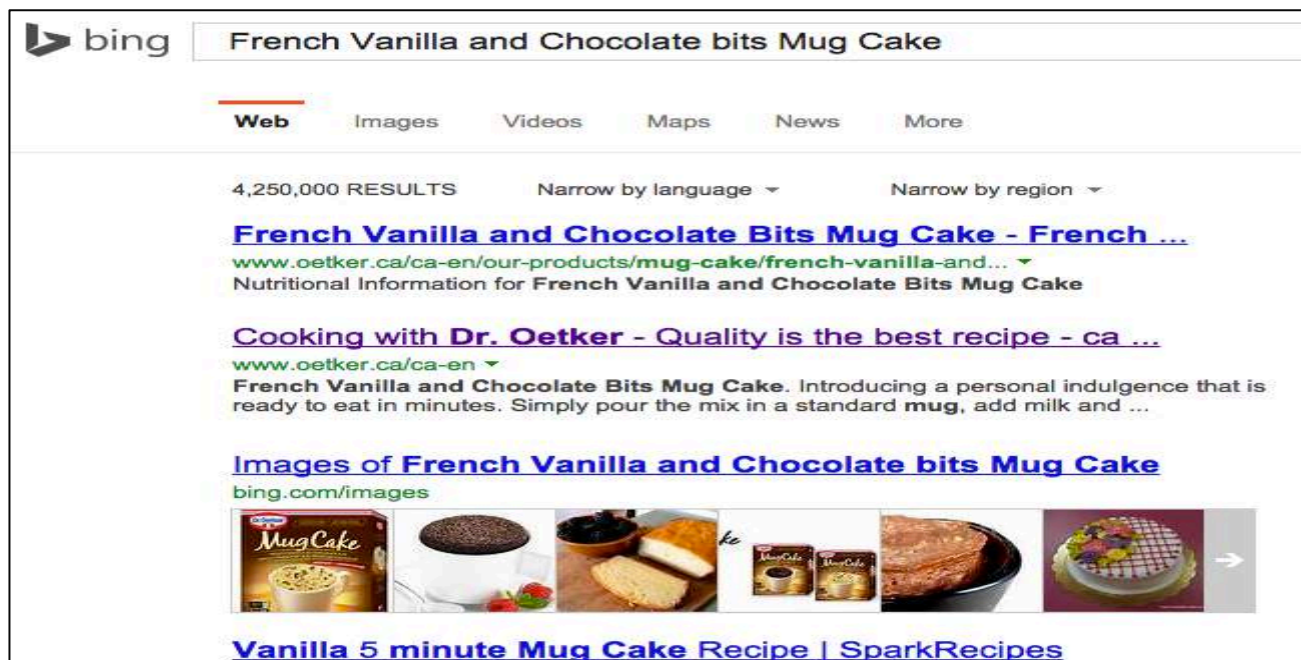


Figure 13.32 Bing Website, Bing search engine results when “French Vanilla and Chocolate Bits Mug Cake” is searched retrieved February 5<sup>th</sup>, 2015

## Evaluation

- **Dr. Oetker** is the top organic result on Google and Bing when searching “Dr. Oetker”.
- The website utilizes product names as keywords; however, additional key words may be incorporated to strengthen search.

The chart below demonstrates the website's use of product names as key words input into the following search engines:

Key Words	Search Engines		
	Google	Yahoo	Bing
<b>Casa Di Mama</b>	Yes, see figure 13.3	Yes, see figure 13.4	Yes, see figure 13.5
<b>Panebello</b>	Yes, see figure 13.6	Yes, see figure 13.7	Yes, see figure 13.8
<b>Ristorante</b>	Yes, see figure 13.9	Yes, see figure 13.10	Yes, see figure 13.11
<b>Pizza</b>	No	No	No
<b>Pudding Supreme Choclate</b>	Yes, see figure 13.12	Yes, see figure 13.13	Yes, see figure 13.14
<b>Pudding Supreme English Toffee</b>	Yes, see figure 13.15	Yes, see figure 13.16	Yes, see figure 13.17
<b>Pudding Supreme French Vanilla</b>	Yes, see figure 13.18	Yes, see figure 13.19	Yes, see figure 13.20
<b>Pudding</b>	No	No	No
<b>Double Chocolate Mousse Supreme</b>	Yes, see figure 13.21	Yes, see figure 13.22	Yes, see figure 13.23
<b>50-Calorie Strawberry Mousse</b>	Yes, see figure 13.24	Yes, see figure 13.25	Yes, see figure 13.26
<b>50-Calorie Milk Chocolate Mousse</b>	Yes, see figure 13.27	Yes, see figure 13.28	Yes, see figure 13.29
<b>Mousse</b>	No	No	No
<b>Chocolate Mug Cake</b>	No	No	No
<b>French Vanilla and Chocolate bits Mug Cake</b>	Yes, see figure 13.30	Yes, see figure 13.31	Yes, see figure 13.32
<b>Mug Cake</b>	No	No	No



## Traffic Building Strategies

This analysis focuses on the traffic building strategies utilized by **Dr. Oetker**.

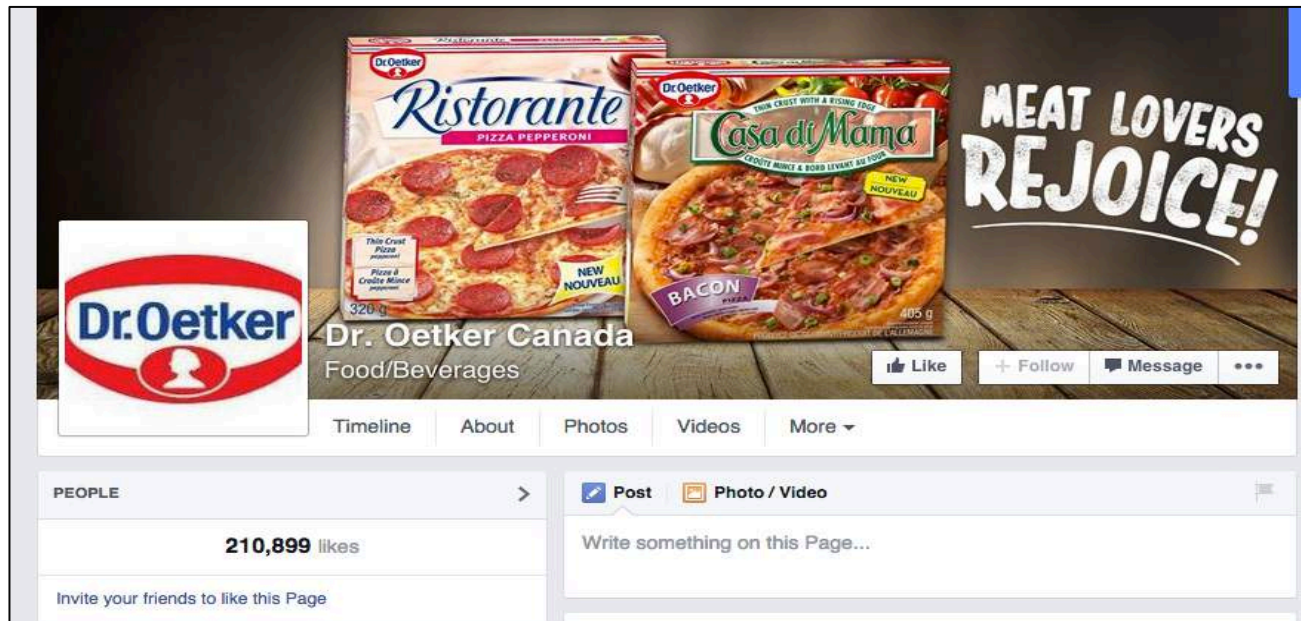


Figure 14.1. – Facebook Website, Dr.Oetker Canada's Facebook page retrieved February 5<sup>th</sup>, 2015

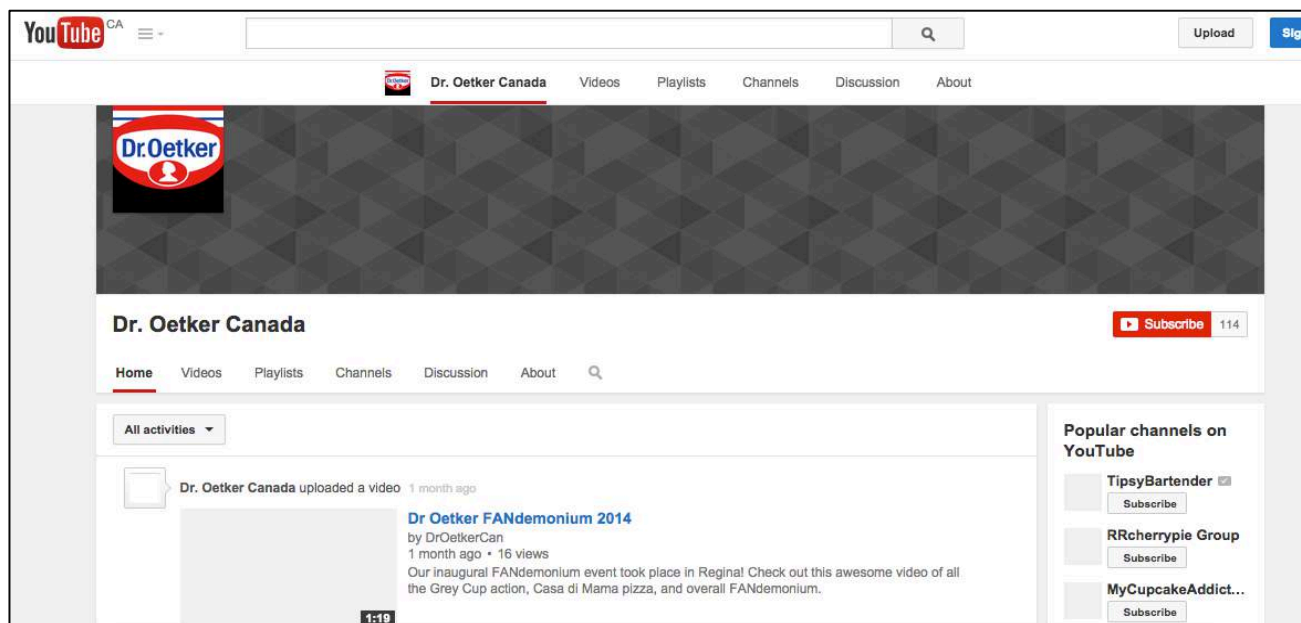


Figure 14.2. – YouTube Website, Dr. Oetker Canada's Youtube page retrieved February 5<sup>th</sup>, 2015

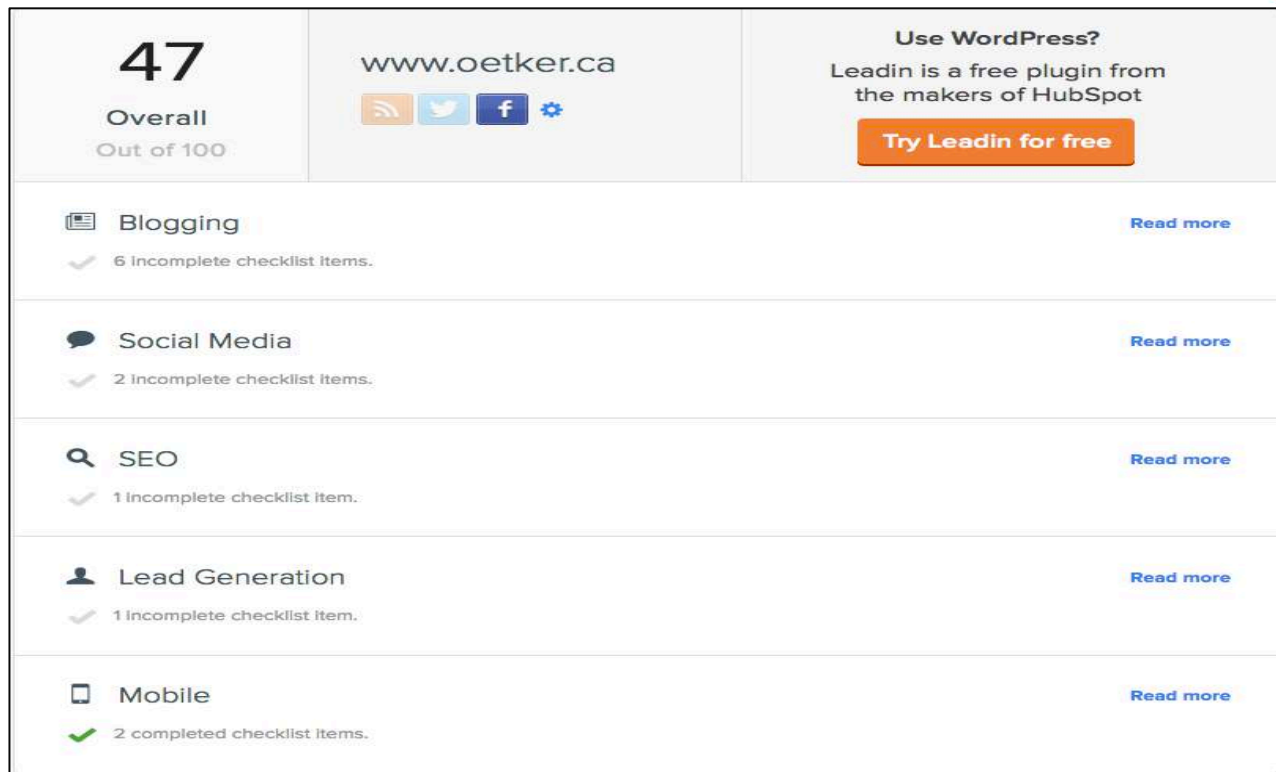


Figure 14.3 – Grader Website, report on [www.oetker.ca](http://www.oetker.ca) retrieved February 5<sup>th</sup>, 2015



Figure 14. 4 – Twitter Website, Dr. Oetker Canada's unutilized Twitter account retrieved February 5<sup>th</sup>, 2015

**Oxford opens wallet wide to buy Boston buildings ... - RENX**  
[renx.ca/newsletter/commercial-real-estate-news-may-21-2014/](http://renx.ca/newsletter/commercial-real-estate-news-may-21-2014/) ▾  
 May 21, 2014 - Oxford opens wallet wide to buy Boston buildings. Oxford Properties Group Inc. — BX-N. A \$2.1-billion sale of five Boston-area office buildings ...

**Dairy-Free Baking Mixes (All-Purpose, Cake, and More)**  
[dairyfreecooking.about.com/od/dairyfreebasics/a/bakingmixes.htm](http://dairyfreecooking.about.com/od/dairyfreebasics/a/bakingmixes.htm) ▾  
 Sometimes, even a dairy-free baker like myself runs out of time or needs a break from measuring, sifting and mixing. Below is a list of some of my favorite ...

**Harper Government Supports Jobs and Growth in London ...**  
[www.feddevontario.gc.ca/eic/site/723.nsf/eng/00809.html](http://www.feddevontario.gc.ca/eic/site/723.nsf/eng/00809.html) ▾  
 Harper Government Supports Jobs and Growth in London. For immediate release. May 24, 2012. London, Ontario — Thanks in part to a \$12-million investment ...

**Sitemap - Footer | Dr. Oetker**  
[www.oetker.ca/ca-fr/footer/sitemap.html](http://www.oetker.ca/ca-fr/footer/sitemap.html) ▾ Translate this page  
 Our Recipes · Recipe search · 12-minute Appetizers · Delectable Desserts · Nos produits · Notre entreprise · Au Sujet de Dr. Oetker · Au Sujet de Dr. Oetker · FAQ.

**CFIG :: Industry Links**  
[www.cfig.ca/page.asp?id=5](http://www.cfig.ca/page.asp?id=5) ▾  
 Affiliate Members Access Gas Service Inc. Active International · Assurances Palladium Insurance · Canadian Food Safety Consulting Group Ltd. Farm Credit ...

**Casa di Mama**  
[www.casadimama.ca/](http://www.casadimama.ca/) ▾ Translate this page  
 THANK YOU. for your interest but unfortunately our contest is now closed. For more information, please head to [www.oetker.ca](http://www.oetker.ca) ...

Figure 14.5 Google Website, Link Popularity report on [www.oetker.ca](http://www.oetker.ca)'s link popularity in Google retrieved February 5<sup>th</sup>, 2015

**bing** "oetker.ca" -site:oetker.ca

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13,100 RESULTS Narrow by language ▾ Narrow by region ▾

**Cooking with Dr. Oetker - Quality is the best recipe - ca ...**  
[www.oetker.ca](http://www.oetker.ca) ▾  
 Ristorante & Casa di Mama. Meat Lovers Rejoice! Hungry for some of the best meat toppings we have to offer? The #1 popular topping meets the #1 best selling thin ...

**Careers**  
 Career. Dr. Oetker as an Employer. Learn more about the Dr. Oetker ...

**Recipe Search**  
 Our Products. French Vanilla and Chocolate Bits Mug Cake. Why ...

**Contact Us**  
 I would like someone from Dr. Oetker to contact me about this issue \* I ...

**Speciale**  
 This thin crust pizza with pepperoni, smoked ham and mushrooms is a ...

**Shirriff Lemon Pie Filling**  
 Make the perfect pie, every time! Start with our famous citrusy ...

**Shirriff Key Lime Pie Filling**  
 Fall in love with lime! Make a refreshing key lime pie any time ...

**About Dr. Oetker | Dr. Oetker**  
[www.oetker.ca/ca-en/about-dr-oetker](http://www.oetker.ca/ca-en/about-dr-oetker) ▾  
[oetker.ca](http://oetker.ca) » Our Business » About Dr. Oetker: About Dr. Oetker. About Dr. Oetker. In 1891, Dr. August Oetker, ... Dr. Oetker is a family-owned enterprise, ...

**Related**  
 Oetker Pizz  
 Oetker Cont  
 Dr. Oetker C  
 Dr. Oetker C  
 Dr. Oetker C  
 Dr. Oetker M  
 Dr. Oetker L  
 Dr. Oetker C

Figure 14.6 Google Website, Link Popularity report on [www.oetker.ca](http://www.oetker.ca)'s link popularity in Google retrieved February 5<sup>th</sup>, 2015





## [Cooking with Dr. Oetker - Quality is the best recipe - ca ...](#)

[www.oetker.ca](#) ▼

Ristorante & Casa di Mama. Meat Lovers Rejoice! Hungry for some of the best meat toppings we have to offer? The #1 popular topping meets the #1 best selling thin ...

### [Careers](#)

Career. Dr. Oetker as an Employer.  
Learn more about the Dr. Oetker ...

### [Recipe Search](#)

Our Products. French Vanilla and  
Chocolate Bits Mug Cake. Why ...

### [Contact Us](#)

I would like someone from Dr. Oetker to  
contact me about this issue \* I ...

### [Speciale](#)

This thin crust pizza with pepperoni,  
smoked ham and mushrooms is a ...

### [Shirriff Lemon Pie Filling](#)

Make the perfect pie, every time! Start  
with our famous citrusy ...

### [Shirriff Key Lime Pie Filling](#)

Fall in love with lime! Make a refreshing  
key lime pie any time ...

## [About Dr. Oetker | Dr. Oetker](#)

[www.oetker.ca/ca-en/about-dr-oetker](#) ▼

[oetker.ca](#) » Our Business » About Dr. Oetker: About Dr. Oetker. About Dr. Oetker. In  
1891, Dr. August Oetker, ... Dr. Oetker is a family-owned enterprise, ...

## [Oetker Moments | OetkerMoments.ca](#)

[www.oetkermoments.ca](#) ▼

Dr. Oetker — Moments. français; FAQ's; Promotions; Where to Buy; Log in; login. Email.  
Password. Remember me. forgot your password? Gourmet Pizza; ... [oetker.ca](#) ...

## [Dr. Oetker :: Foodservice Home](#)

[www.oetkerfoodservice.ca](#) ▼

Dr. Oetker CA Foodservice Homepage. SEARCH: Foodservice Home; Products. Dessert  
Mixes. Instant Mousse Mixes. Regular Instant Mousse Mixes. 82213 Regular Dark ...

## [Dr. Oetker Canada | Facebook](#)

<https://www.facebook.com/droetkercanada> ▼

Dr. Oetker Canada. 210,903 likes · 220 talking about this. Thanks for stopping by.

## [Dr. Oetker Canada Ltd. | Company Profiles | CPG Connect ...](#)

[cpgconnect.ca/company-profiles/company-info/Dr.-Oetker-Canada-Ltd./490](#) ▼

Dr. Oetker Canada Ltd. is the Canadian division of the Oetker Group, a multinational

Figure 14.7 Google Website, Link Popularity report on [www.oetker.ca](#)'s link popularity in Google retrieved February 5<sup>th</sup>, 2015





Figure 14.8 Yahoo Website, Link Popularity report on [www.oetker.ca's](http://www.oetker.ca) link popularity in Yahoo retrieved February 5<sup>th</sup>, 2015.

## Evaluation

- The website utilizes paid media, such as Facebook and YouTube, as its main social media platforms to drive traffic.
- Website Grader rated **Dr. Oetker's** marketing effectiveness a 47/100.
- **Dr. Oetker** does not have a blog linked to its website.
- A Twitter account has been activated; however, it is private and not used.
- Website images have alt tags; each page is labelled with **Dr. Oetker** in its name. However, each page does not have a unique description.
- Link Popularity reports that **Dr. Oetker** has 8 links on Google that specifically link to its website. Bing has 13,100 links that specifically link to its website. And Yahoo has 2 links that specifically link to its website.

## Site Category – Nestlé Canada

The purpose of this section is to define Nestlé's site category.

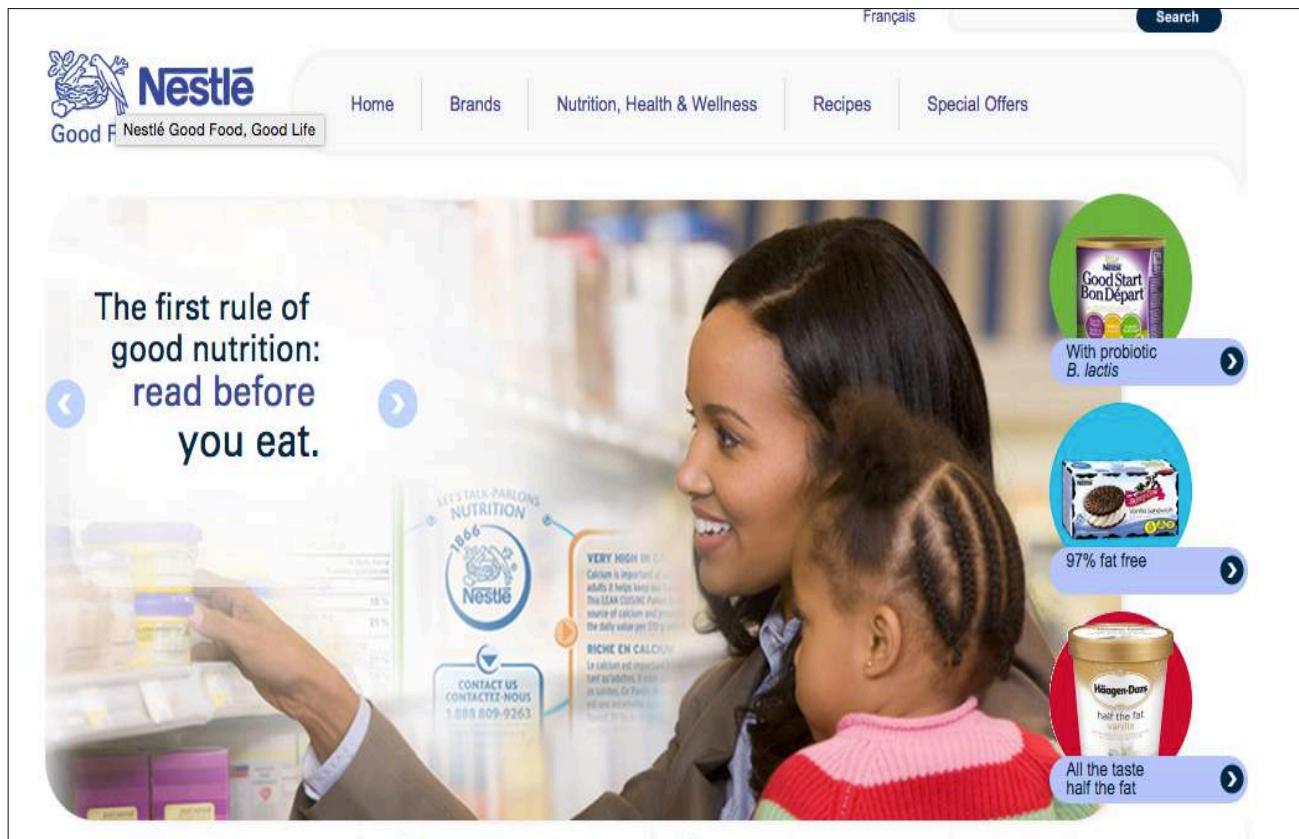


Figure 15.1- Nestlé Canada Website, Homepage retrieved February 5th, 2015.

### Evaluation:

- Nestlé is a consumer packaged goods and information website.

## Target

The purpose of this section is to define the target of Nestlé.

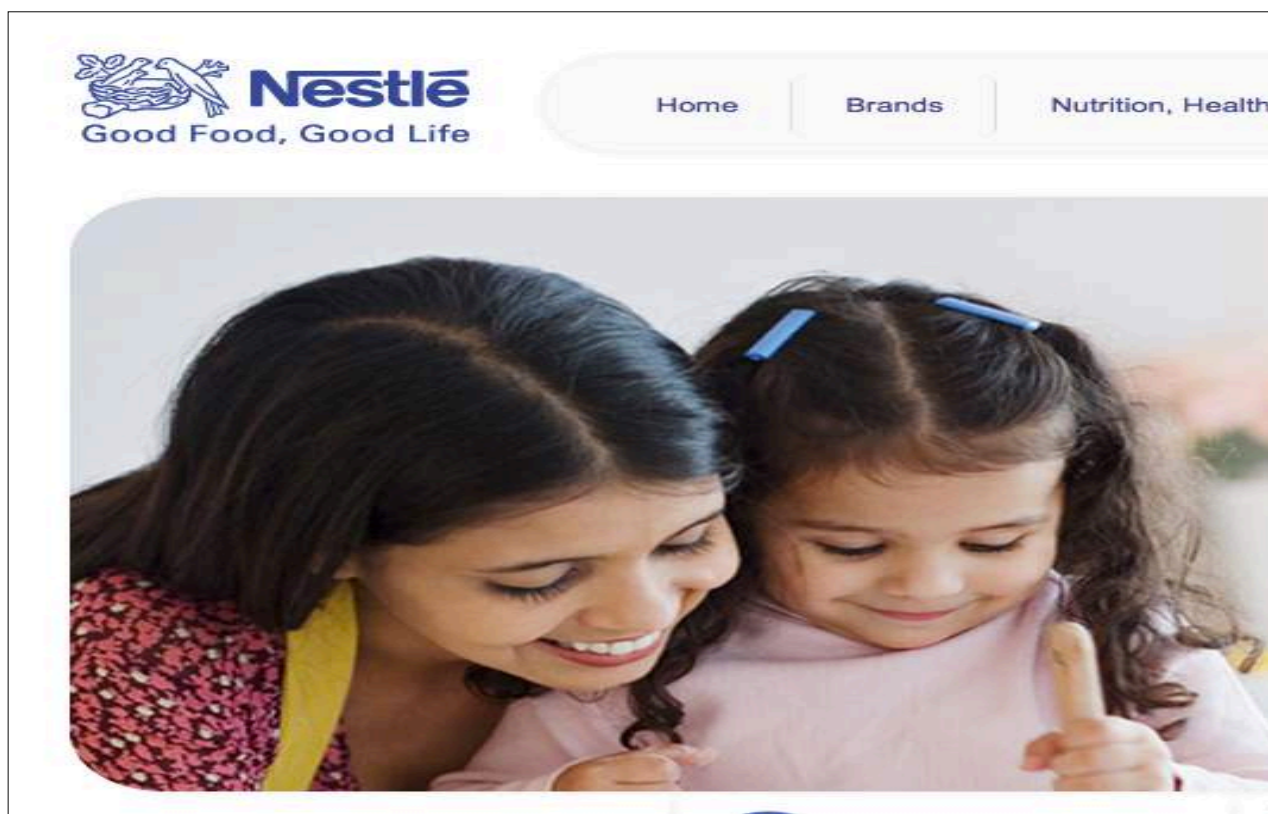


Figure 16.1 - Nestlé Canada Website, Homepage retrieved February 5th, 2015.

Target Market	
Gender	Female
Age	25-35 years
Household Income	\$40,000- 59,000
Household Size	4+
Children	Children

Figure 16.2 - ComScore, Path: MyMetrix, Nestlé Demographics, January 26th, 2015

## Site Purpose/Objectives

The purpose of this section is to evaluate the site purpose/objectives of Nestlé.

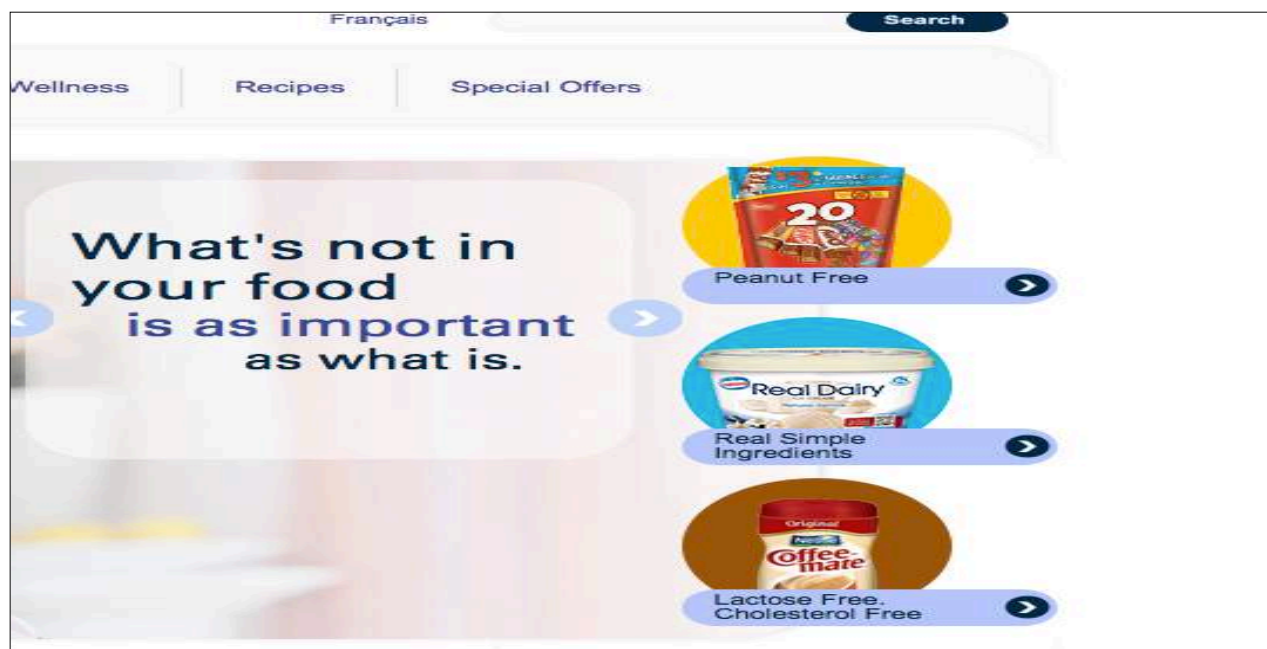


Figure 17.1 - Nestlé Canada Website, Homepage retrieved February 5th, 2015.



Figure 17.2- Nestlé Canada Website, Homepage retrieved February 5th, 2015.



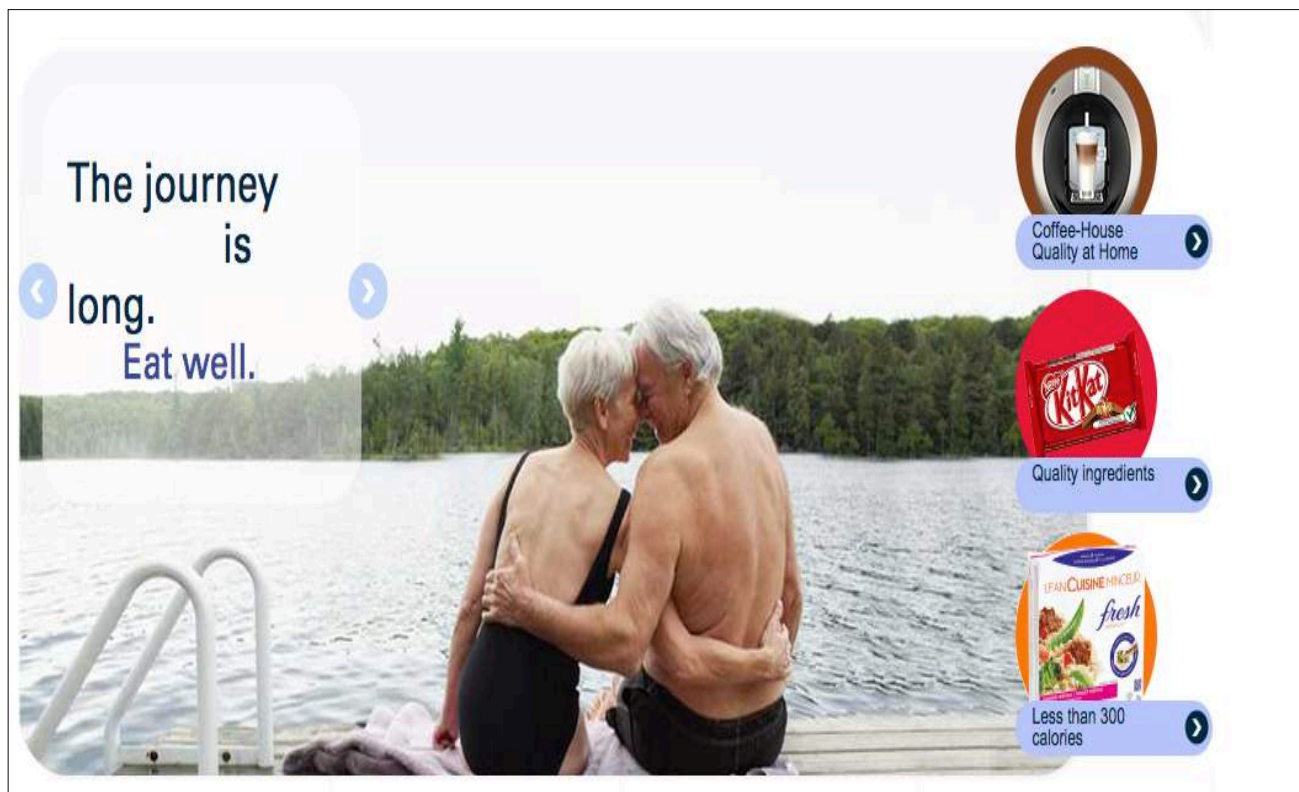


Figure 17.3 - Nestlé Canada Website, Homepage retrieved February 5th, 2015.

### Evaluation:

- Site's purpose is to create shared value for the target covering nutrition, health and wellness.
- Website focuses on providing excellent customer service.

## Structure

The purpose of this section is to evaluate the structure of Nestlé.

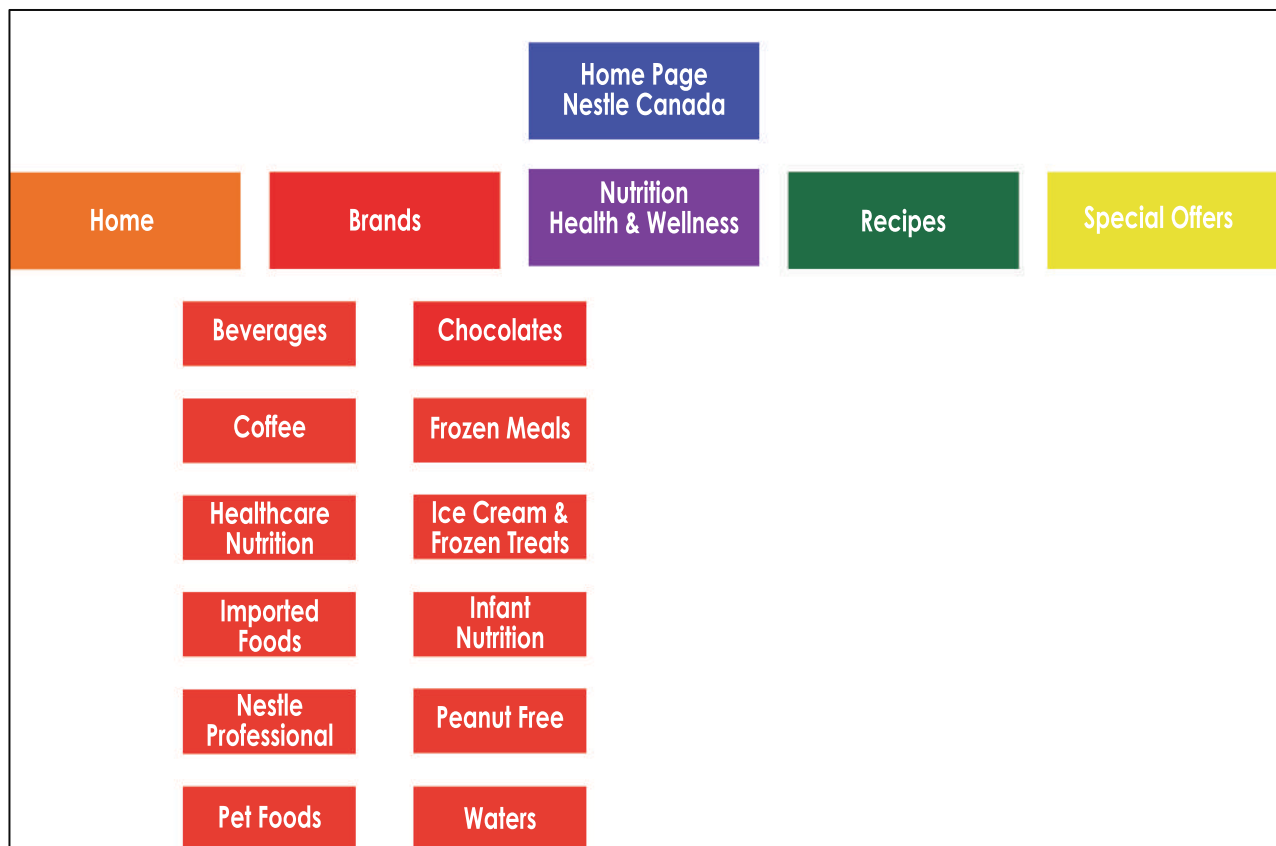


Figure 18.1 - Nestle Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.

### Evaluation:

- The website has a strong, clearly defined structure. The labels are well organized for visitors to easily navigate the site.

## Layout

The purpose of this section is to analyze the layout of Nestlé.

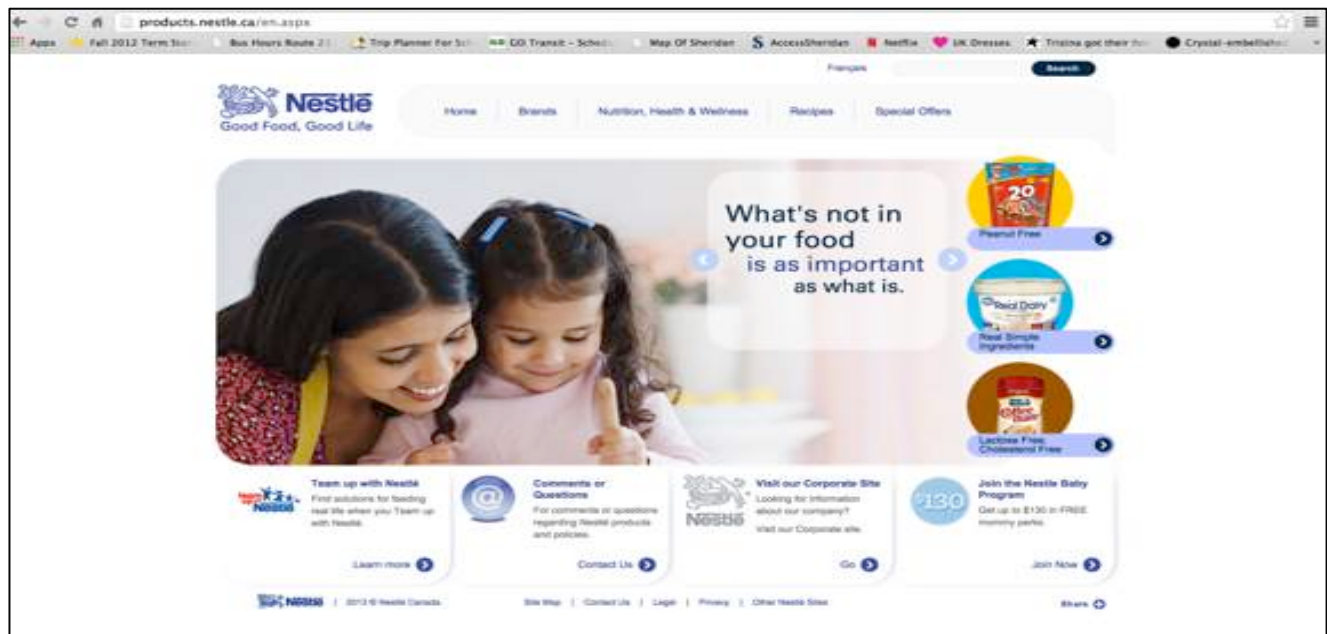


Figure 19.1 Nestlé Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.

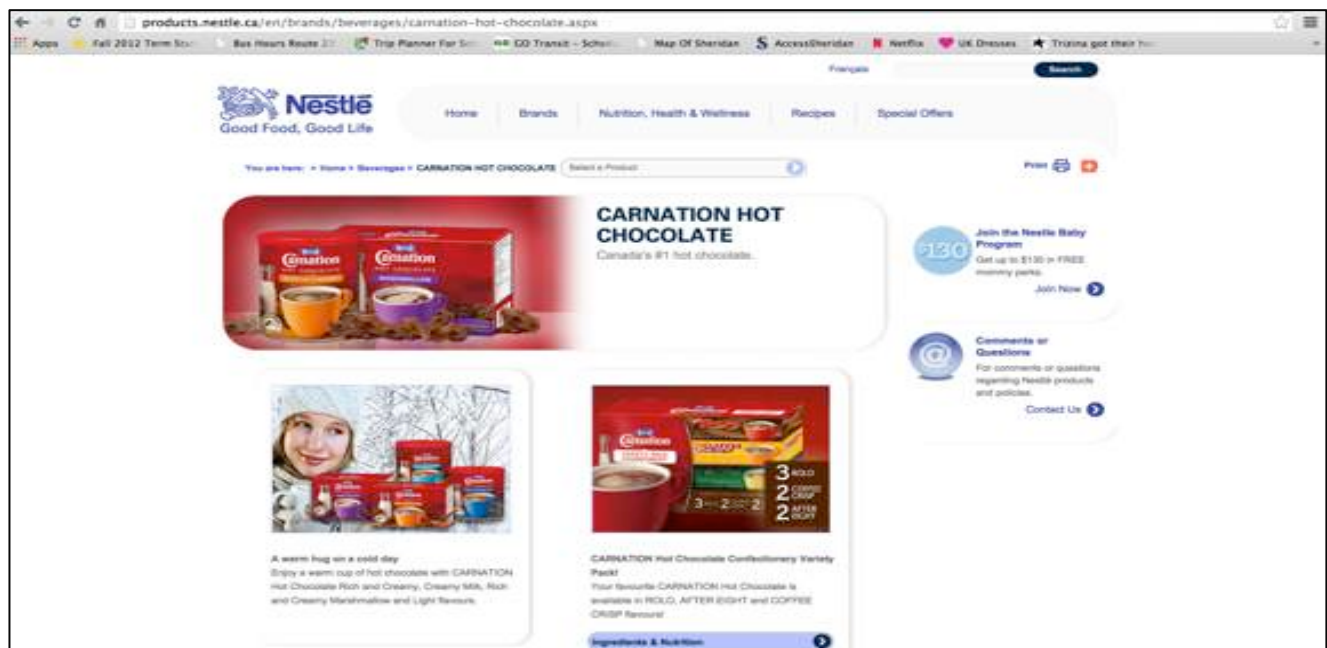


Figure 19.2 Nestlé Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.



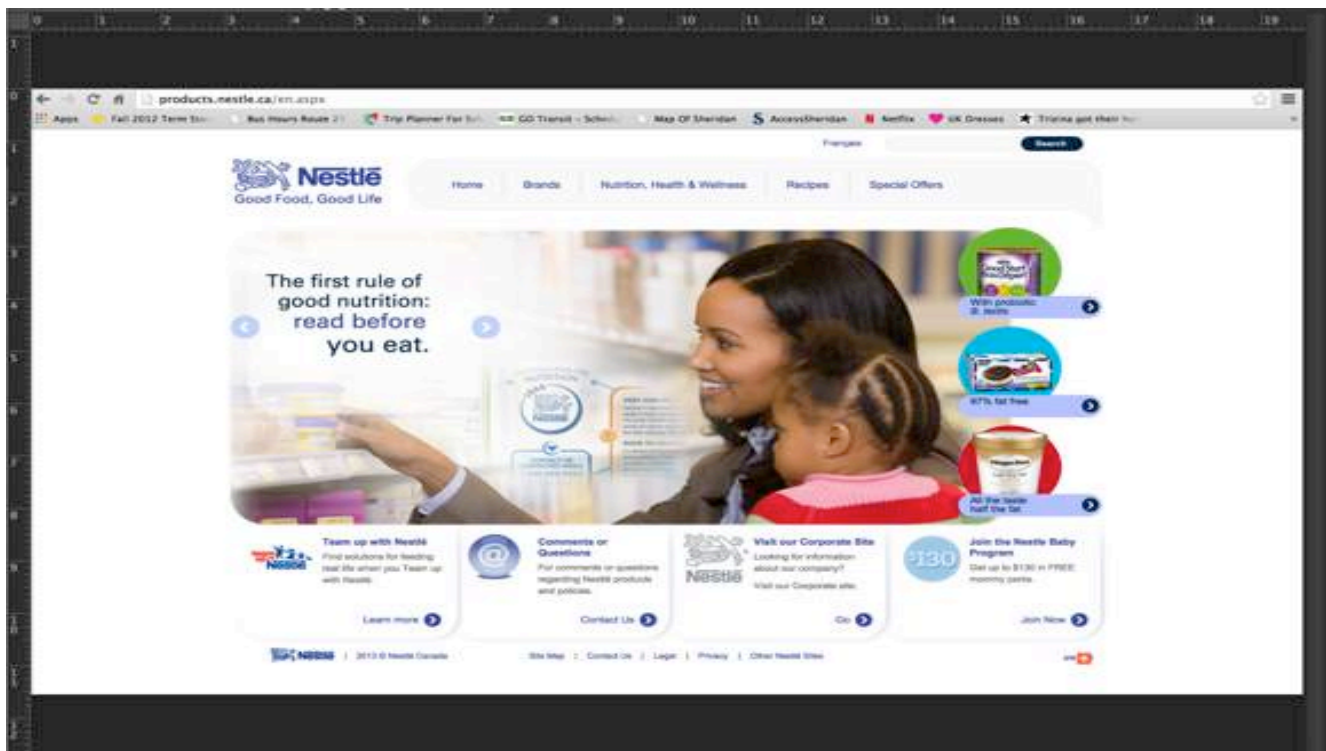


Figure 19.3 Nestlé Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.

### Evaluation:

- The header, containing a logo, slogan and brand image, is displayed on the top left corner of each webpage along with a navigation option on the top right corner.
- The footer contains Nestlé Canada logo, copyright, sitemap, contact us, legal, privacy and other Nestlé sites.
- Great amount of white space to emphasize the high quality images on each page.
- The content is centred on each page with 3 inches on both sides.
- The website has a consistent grid base layout that arranges content into sections creating a clean and organized layout.

## Navigation

The purpose of this section is to evaluate the navigation of Nestlé.

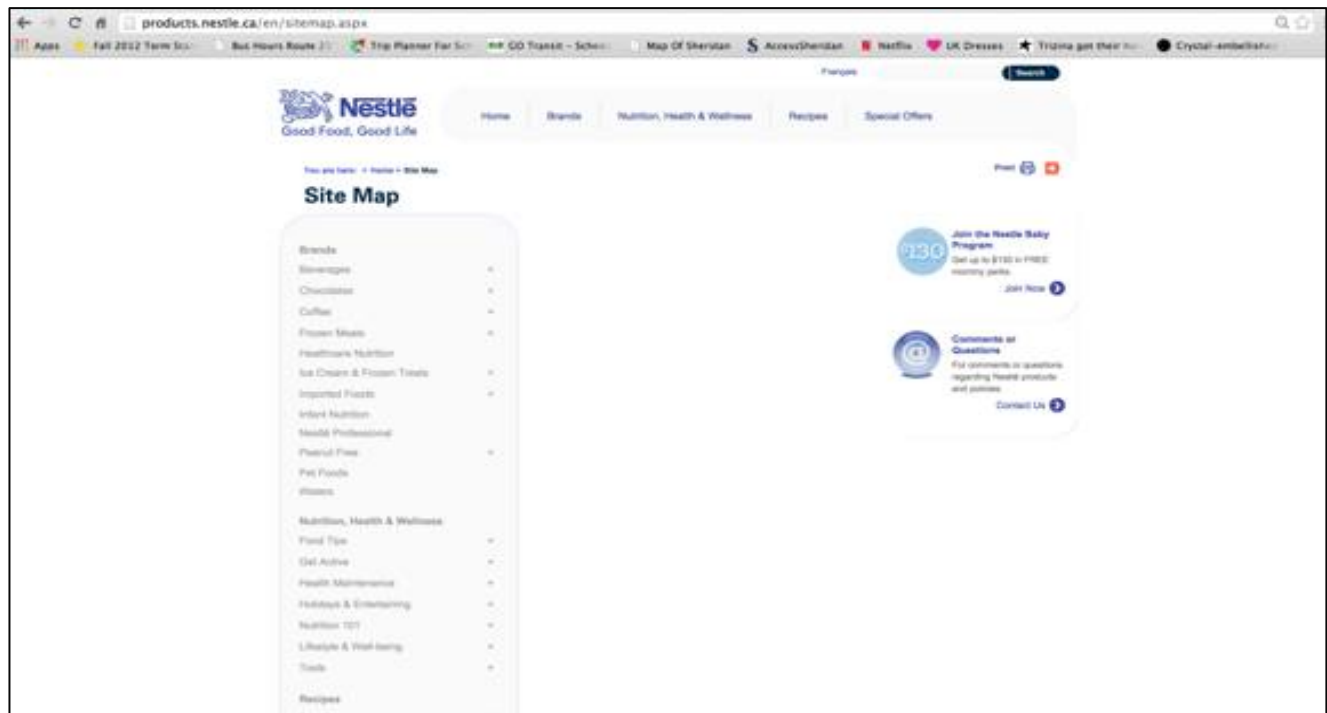


Figure 20.1 Nestlé Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.

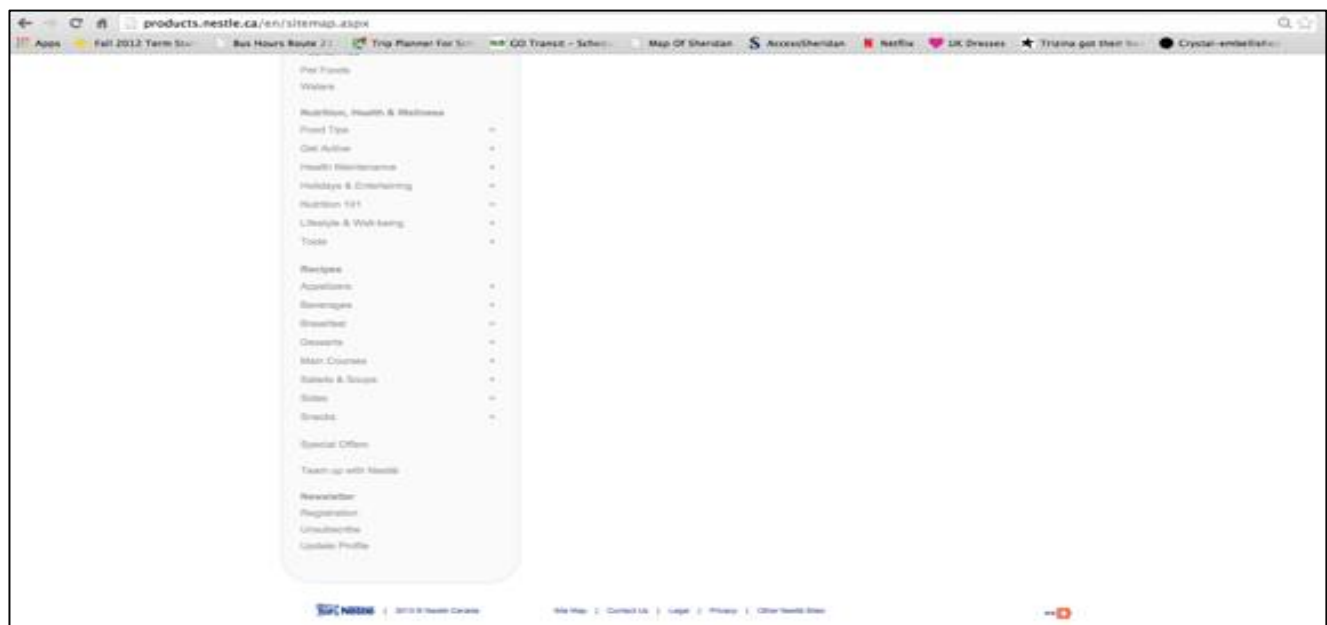


Figure 20.2 Nestlé Canada Website, Homepage retrieved February 5<sup>th</sup>, 2015.

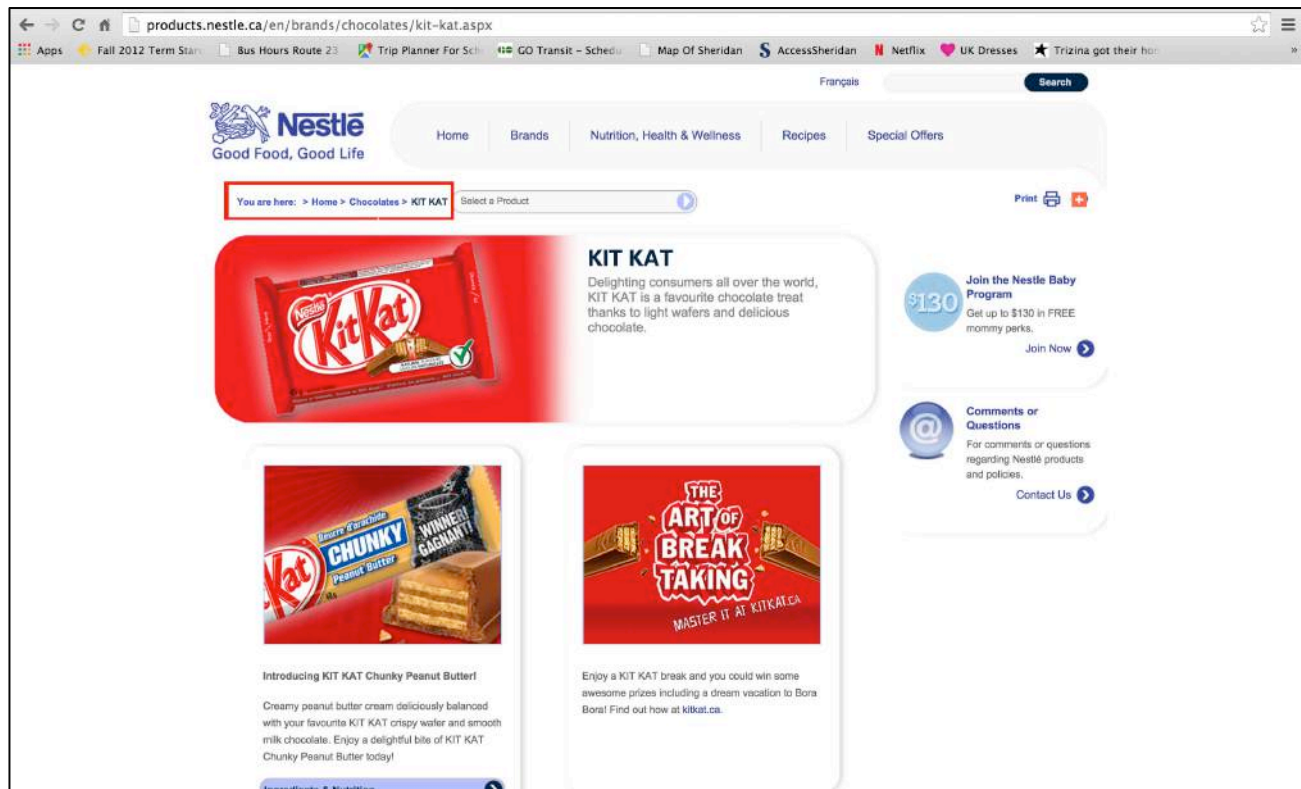


Figure 20.3 – Nestlé Canada Website, Product Page retrieved February 5<sup>th</sup>, 2015

### Evaluation:

- Navigation is direct and displayed in a horizontal format. This allows visitors to easily navigate the website to find content of interest.
- Labels are descriptive and clearly communicate to visitors; Subheads expand to show more product information
- Breadcrumbs visible for the visitor as shown in *Figure 20.3*



## Functionality

The purpose of this section is to analyze the functionality of Nestlé.

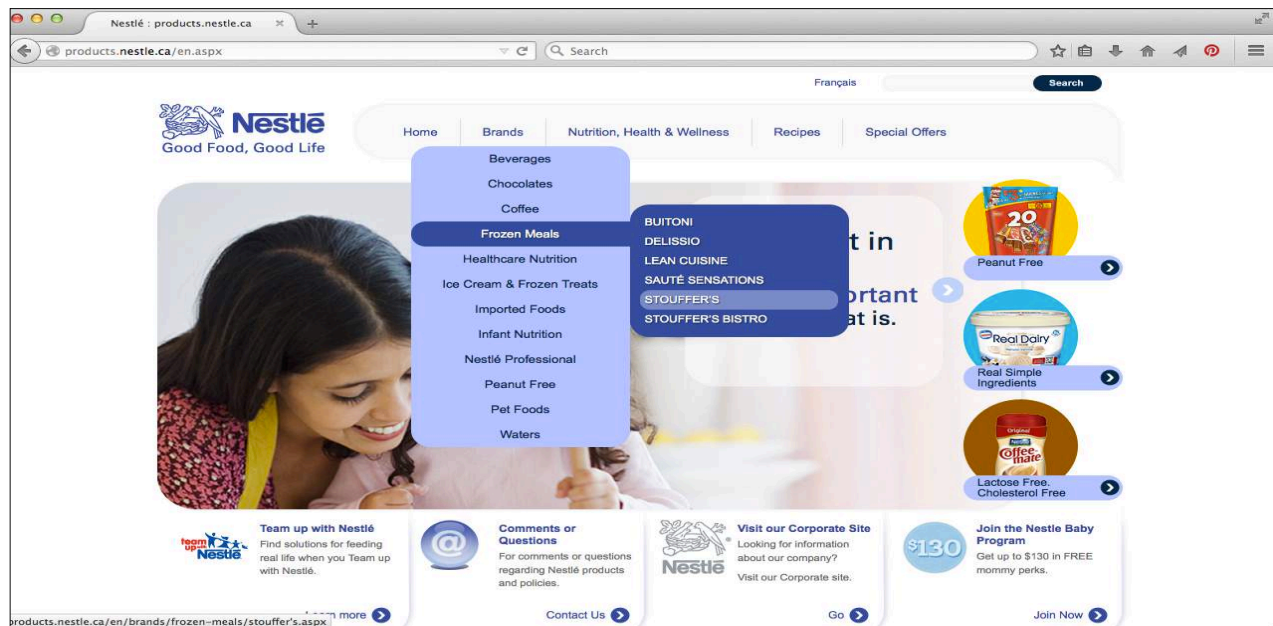


Figure 21.1- Nestlé Website, Landing page header options with drop-down and side menu retrieved February 5<sup>th</sup>, 2015

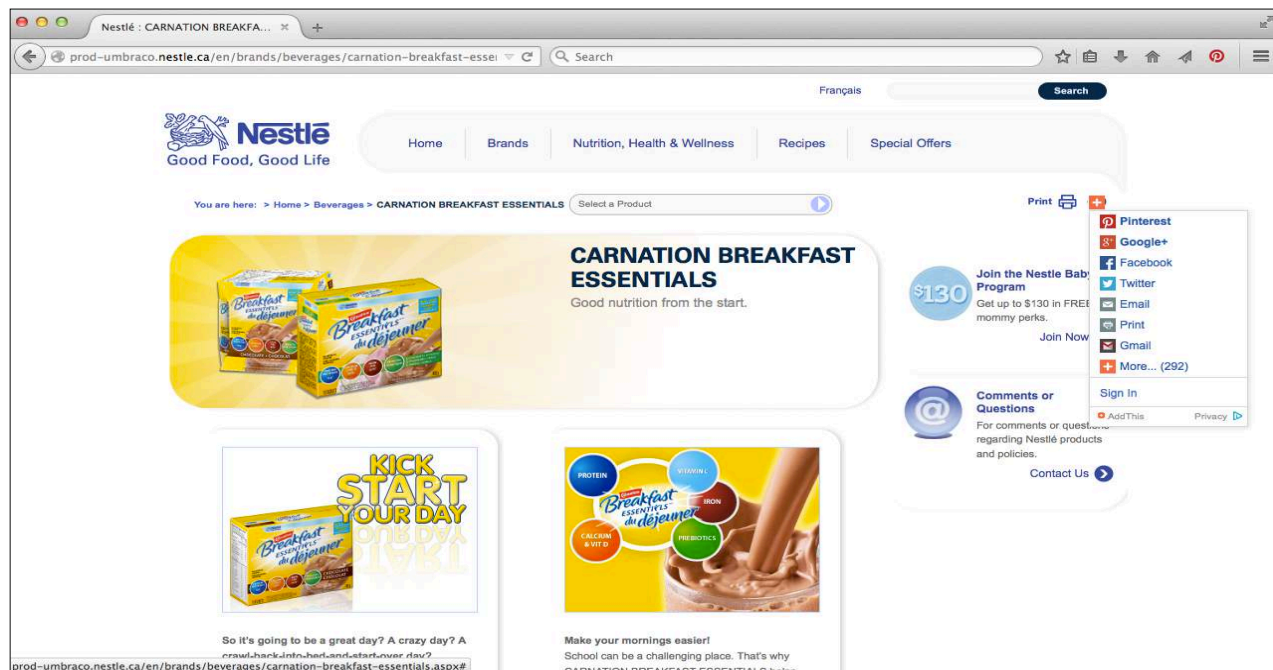


Figure 21.2 - Nestlé Website, Target able to interact with brand via social media; however, difficult to find retrieved February 5<sup>th</sup>, 2015

Nestlé - Registration

https://products.nestle.ca/en/newsletter/registration.aspx

Fransais Search

Nestlé Good Food, Good Life

Home Brands Nutrition, Health & Wellness Recipes Special Offers

You are here: Home > Newsletter > Registration

Print

### Get exclusive communications from Nestlé

At Nestlé, we know that raising a family today can be a lot of work—we have families too! From work to school to practices or whatever else life throws at you, it can be difficult to find time to surprise your family with delicious meals and fun activities. That's why we're happy to bring you communications from Nestlé and Feeding Real Life, our new e-newsletter that offers updates on product news, special offers, recipes, and health and wellness information.

Complete the form below so you can start receiving Feeding Real Life, as well as exclusive brand communications.

Enter your information below to sign up.

\* Indicates required information

#### Contact Information

\*Title  
Please select...

\*First Name

\*Last Name

\*Gender  
☐ Male ☐ Female

\*Year of Birth

\*Telephone

\*Telephone Type  
☐ Mobile ☐ Home ☐ Work

Second Telephone

Telephone Type  
☐ Mobile ☐ Home ☐ Work

\*Email

\*Confirm email address

\*Address

Address 2

\*City

Which Nestlé products do you currently purchase or use?

- ☐ Chocolate bars
- ☐ Boxed/package chocolate
- ☐ Instant coffee
- ☐ Powdered beverages mixed with milk (eg chocolate milk)
- ☐ Powdered beverages mixed with water (eg juice crystals / ice tea)
- ☐ Non-Dairy coffee whiteners
- ☐ Frozen dinners or entrées
- ☐ Frozen handheld snacks (eg pizza pockets)
- ☐ Tubbed ice cream
- ☐ Pre-packaged ice cream bars, sandwiches or cones
- ☐ Energy bars or sports nutrition bars
- ☐ Infant cereals or formula

After you click "submit", you will receive an e-mail at the address you have given us so we can confirm your updated information. Please click on the link provided in this e-mail to complete your update.

Type the two words

Privacy & Terms

By clicking "SUBMIT" you will be opted into receiving news and offers from Nestlé Canada Inc. and its affiliates about products and services.

Cancel Submit

If you experience any difficulty completing this form, please click here to contact our webmaster

**Already Registered?**  
Update your profile  
If you are already registered to receive our newsletter, simply update your profile.  
Update

**Unsubscribe**  
Click here to unsubscribe from receiving e-mails from Nestlé Canada.  
Unsubscribe

Figure 21.4 – Nestlé Website, Registration is simple and customizable retrieved February 5<sup>th</sup>, 2015

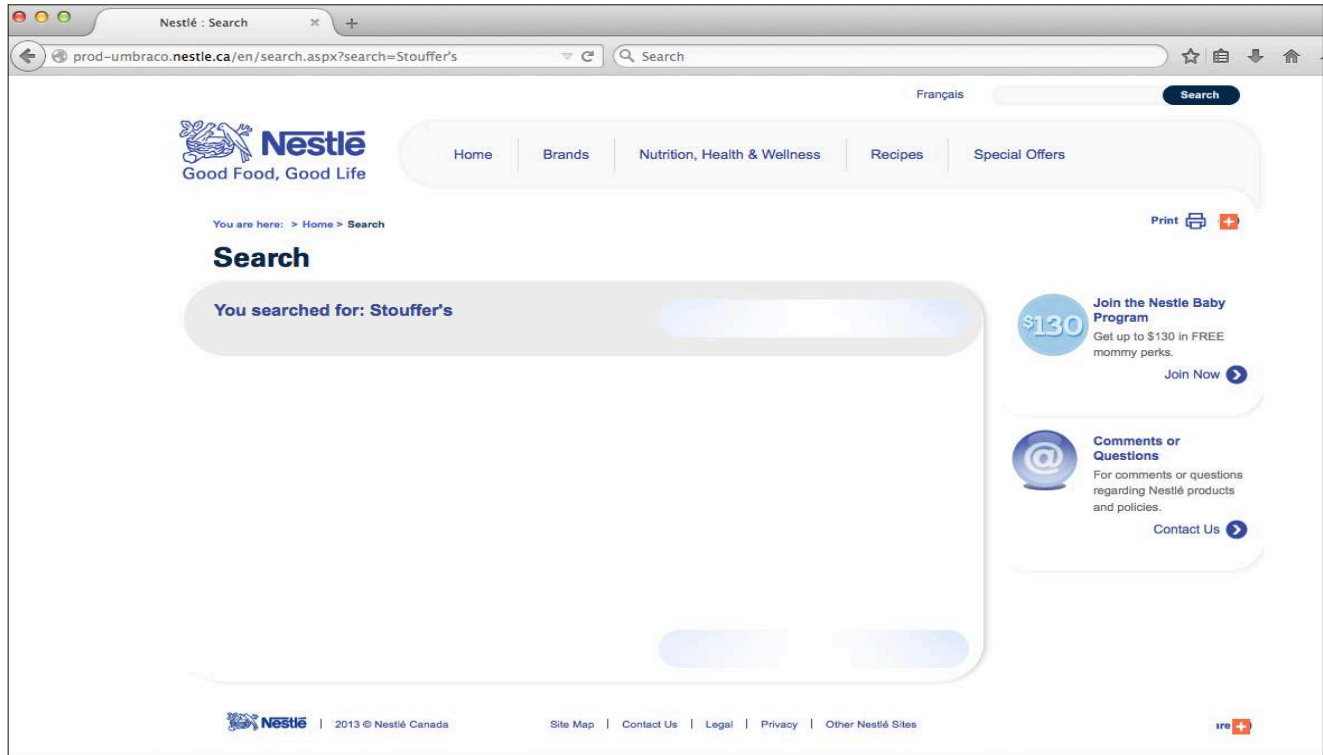


Figure 21.3 – Nestlé Website, Search function yields minimal to no results retrieved February 5<sup>th</sup>, 2015

### Evaluation:

- Target is able to interact with various forms on site, such as the drop-down menus; target able to connect with brand through social media; however, social media icons hard to find.
- Registration for additional brand information is simple and customizable
- Search function is limited, yielding minimal or no results.
- Internal and external links work; quick download time; No JavaScript errors.



## Colour and Graphics

The purpose of this section is to analyze the colour and graphics of Nestlé.

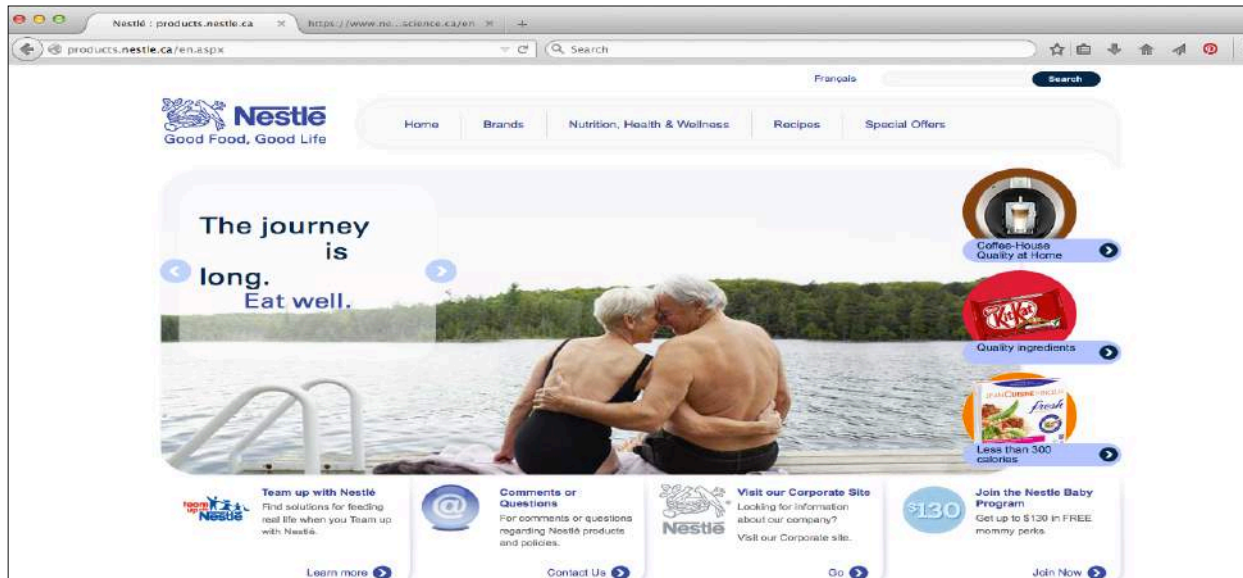


Figure 22.1 – Nestlé Website, Colour palette consistent throughout website. Graphics and colour complement content retrieved February 5<sup>th</sup>, 2015.

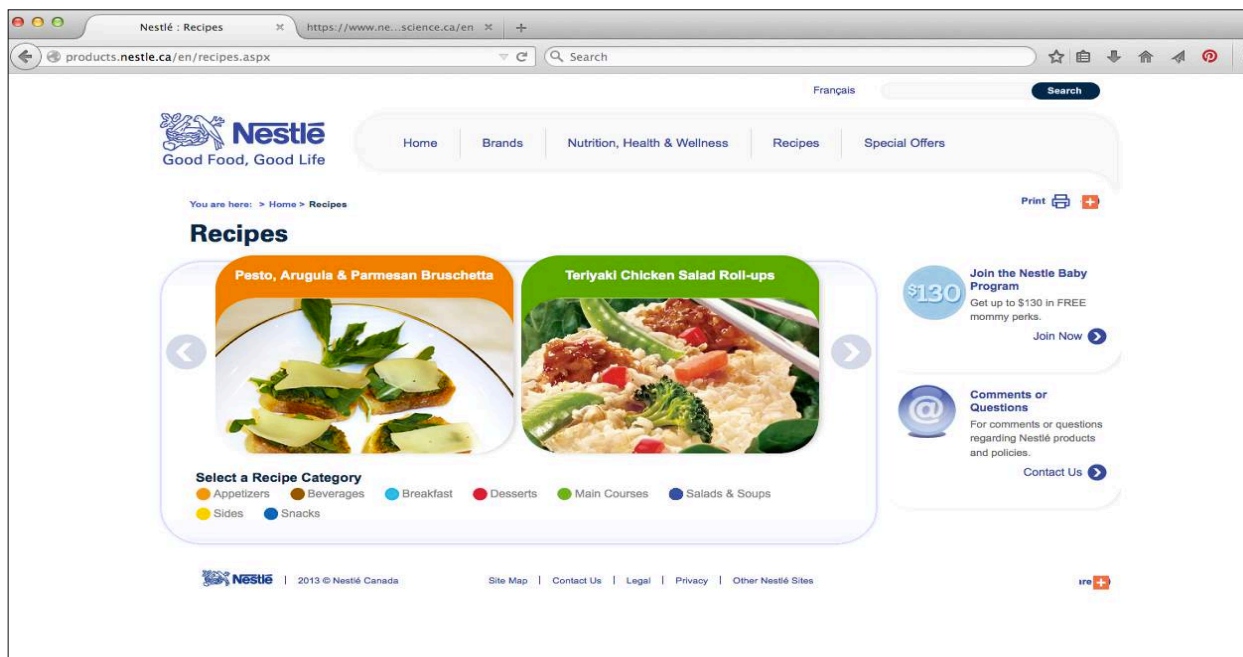


Figure 22.2 – Nestlé Website, Graphics used for recipes are visually appealing to the target retrieved February 5<sup>th</sup>, 2015.

**Evaluation:**

- Colour palette consistent throughout website; Background and text limited to three colours max
- Text light to read. Text is mostly sans-serif and is smaller than 12-point font.
- Graphics and colour complement brand messaging.
- Graphics are visually appealing to the target
- Rich text media, such as streaming video and sound, are missing.
- Quick download time.

## Content

The purpose of this section is to evaluate the content of Nestlé.

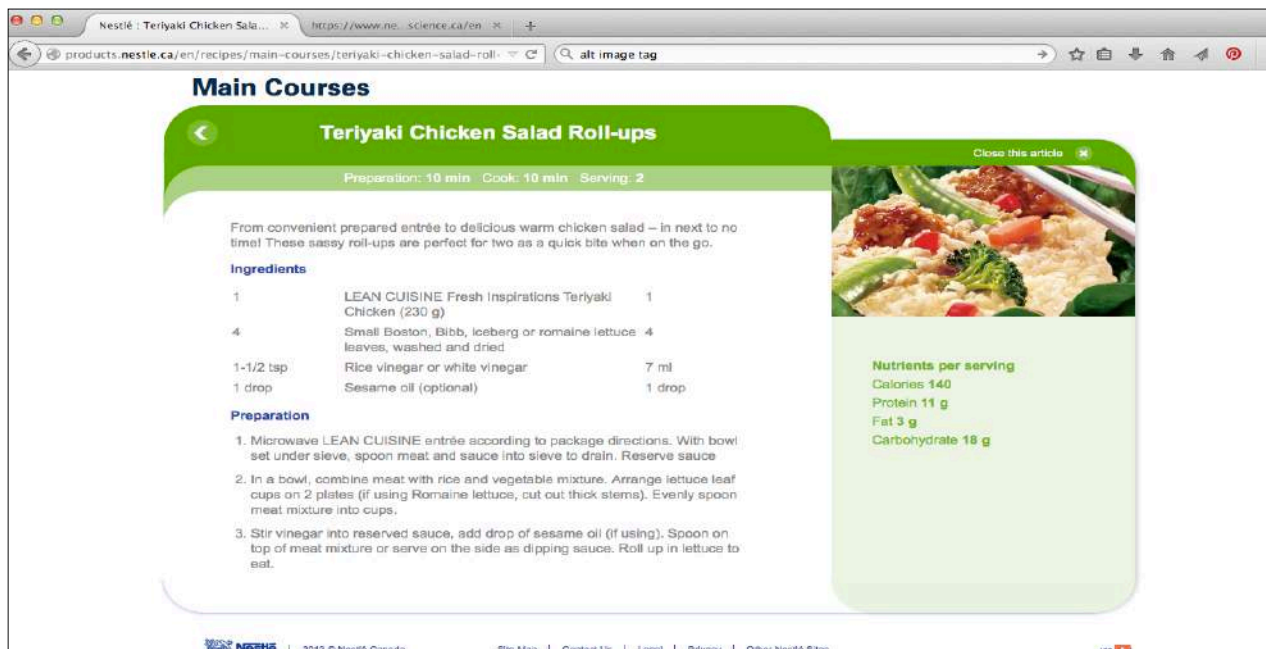


Figure 23.1– Nestlé Website, Recipes offered are clear and to the point, incorporating products offered by the brand retrieved February 5<sup>th</sup>, 2015

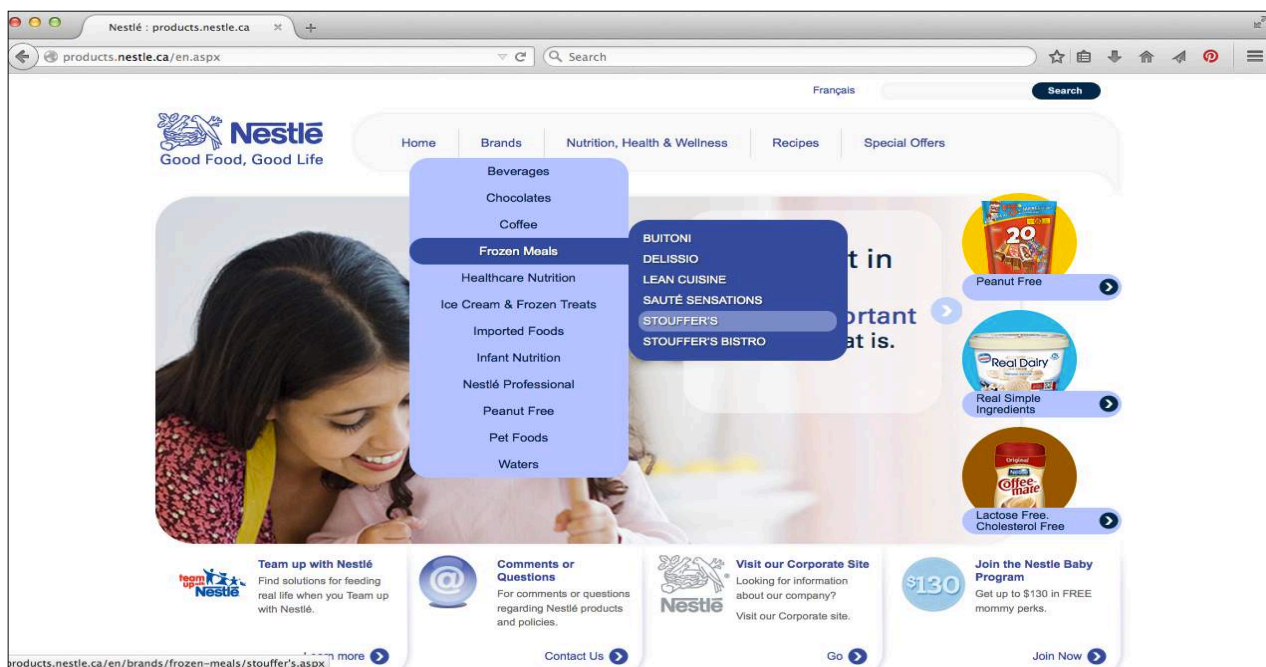


Figure 23.2 – Nestlé Website, Majority of information accessible from landing page and easily viewed with drop-down menus retrieved February 5<sup>th</sup>, 2015.



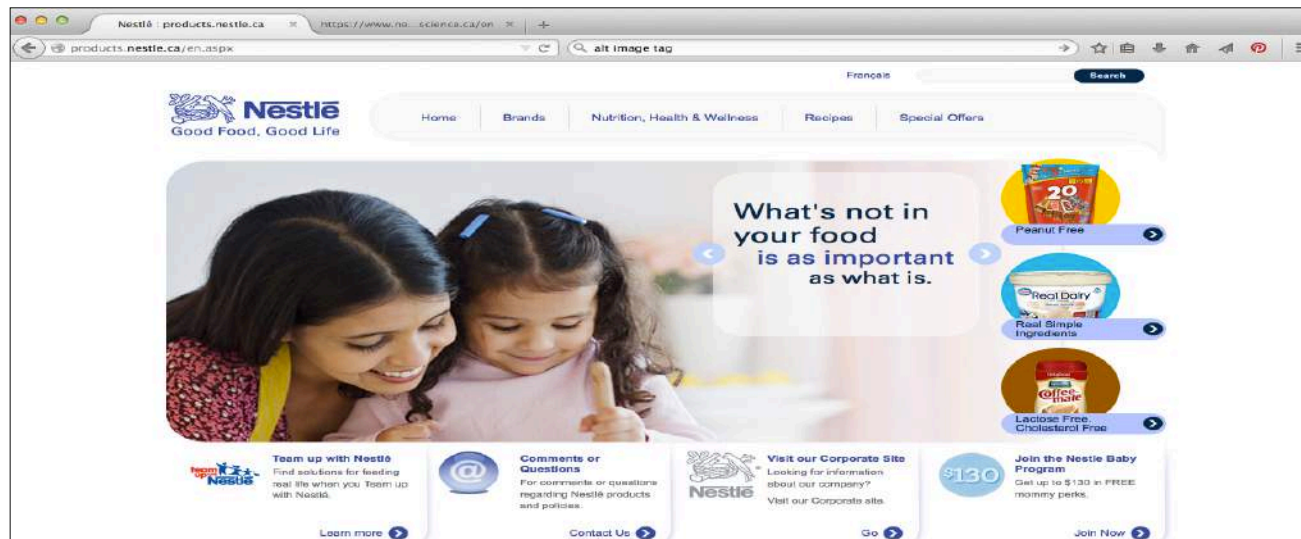


Figure 23.3 –Nestlé Website, Information offered with regards to specialty diet items, such as peanut-free and lactose-free retrieved February 5<sup>th</sup>, 2015

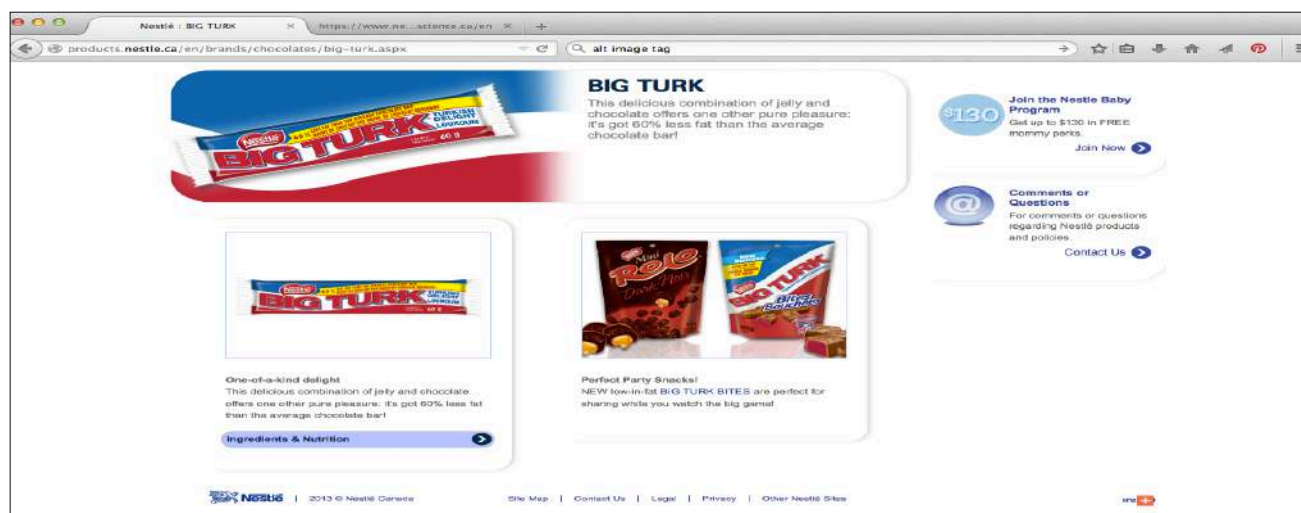


Figure 23.4– Nestlé Website, Headings, bullets, and short paragraphs are used as effective web writing techniques retrieved February 5<sup>th</sup>, 2015

## Evaluation:

- Content is clear and concise, information offered on various Nestlé brands.
- Information found with ease on landing page due to drop-down menu.
- Information offered on nutrition relative to specialty diets, such as peanut-free and lactose-free.
- Web writing techniques employed using headings and short paragraphs.

## Multimedia

The purpose of this section is to evaluate Nestlé's multimedia.

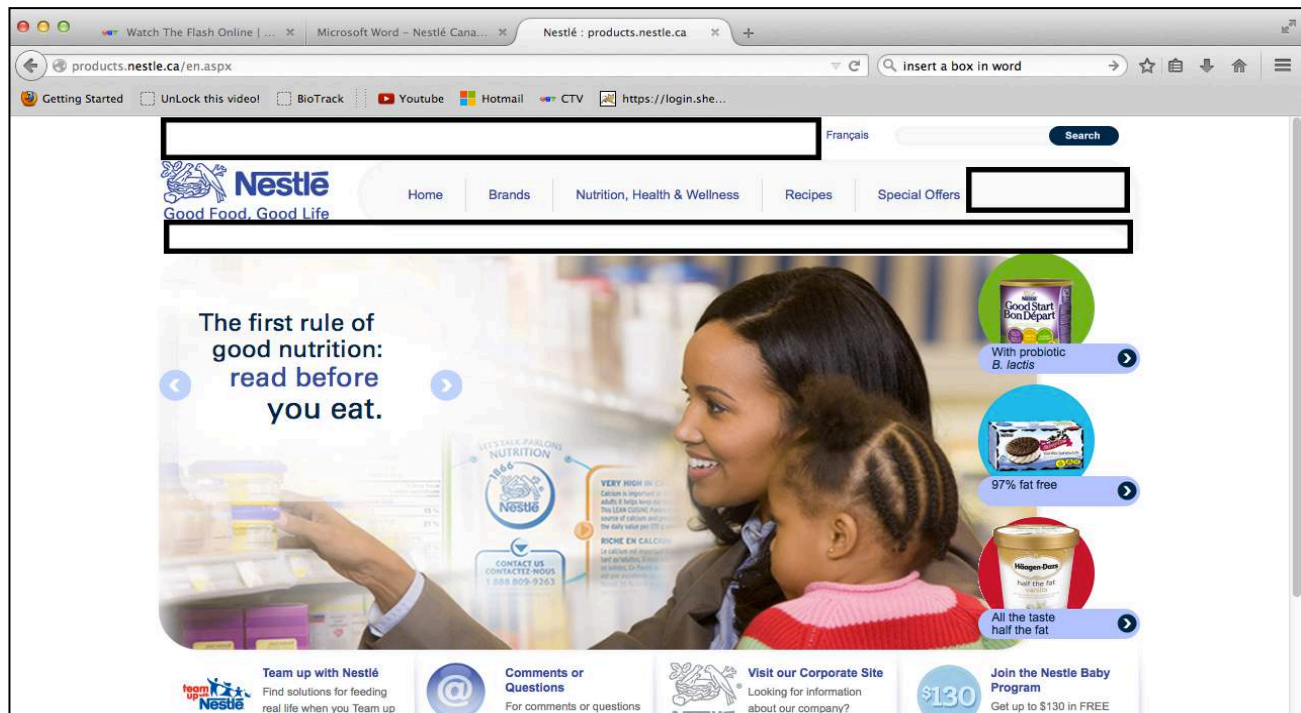


Figure 24.1 - Nestlé Canada Website, Homepage retrieved February 6<sup>th</sup>, 2015.

## Evaluation:

- Limited multimedia forms.
- Does not include company blog or links to social media sites; links to social media sites should appear above the fold.

## Engagement – Nestlé Canada

The purpose of this section is to review visitor engagement with Nestlé.

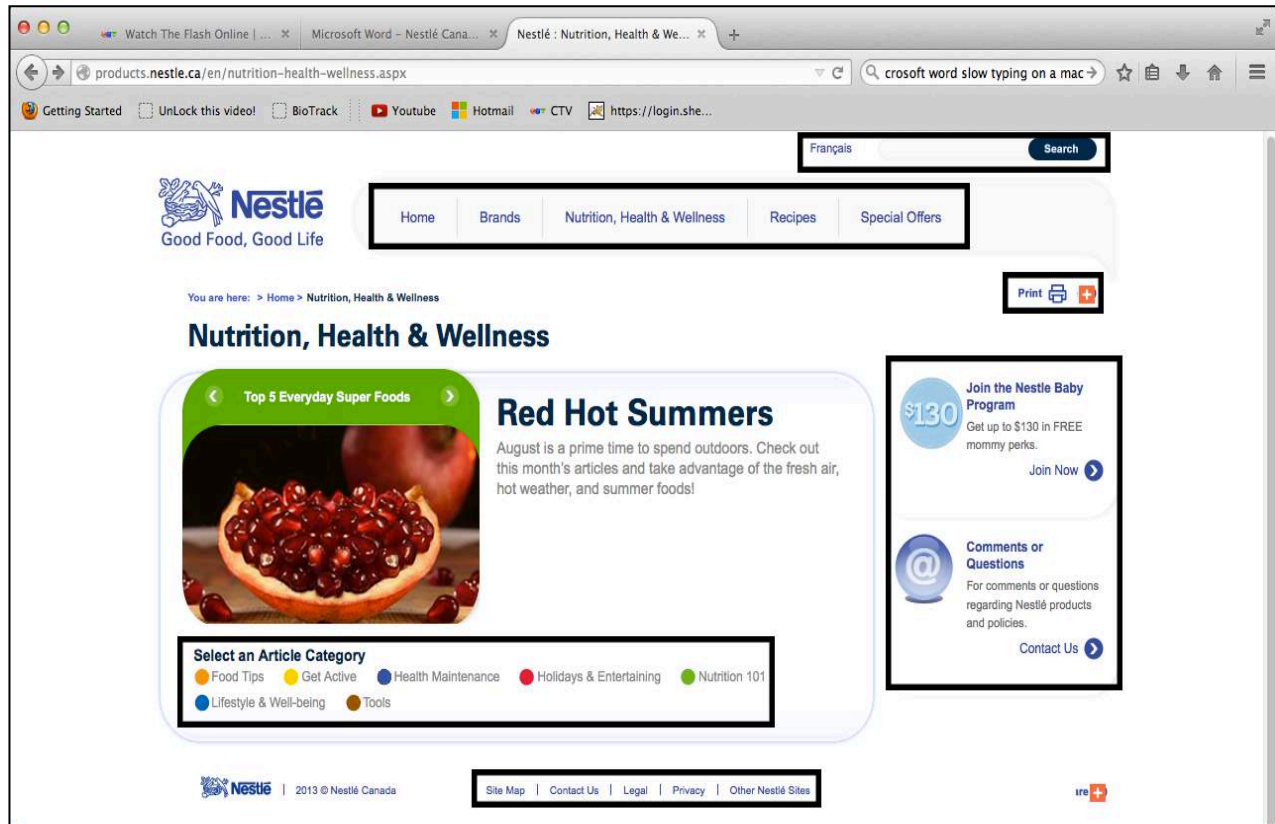


Figure 25.1 - Nestlé Canada Website, Homepage retrieved February 6<sup>th</sup>, 2015.

### Evaluation:

- The website's navigation is central and involves clicking and scrolling.
- Lack of branding and engaging features
- Some pages feature a small section after the fold – mostly body copy and navigation bar.



## Advertising – Nestle Canada

The purpose of this section is to analyze Nestlé's advertising.

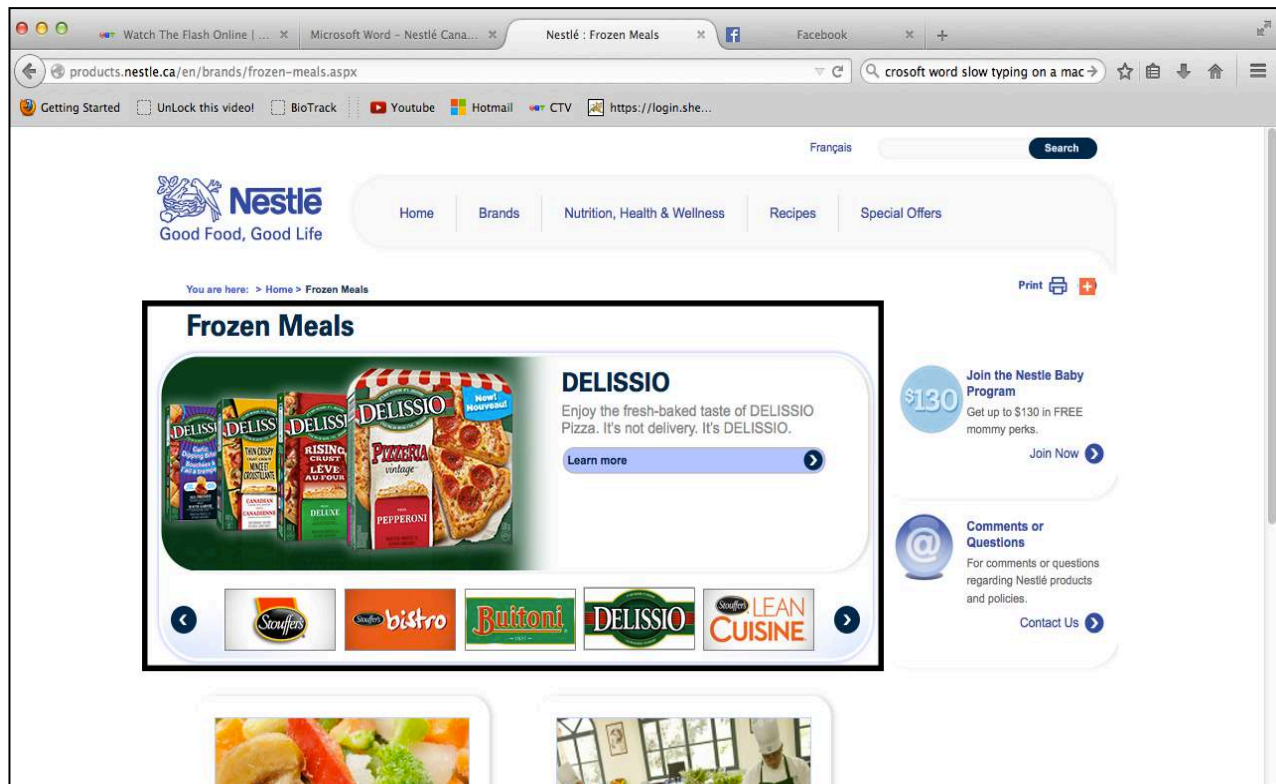


Figure 26.1 - Nestle Canada Website, Homepage retrieved February 6<sup>th</sup>, 2015.

### Evaluation:

- Advertising on website reflects the category of products that the visitor chooses to view. There are very few advertisements on the website.

## Search Engine Rank

The search engine rank evaluates Nestlé's rank on Google and Bing, as well as the use of each brand's key words.

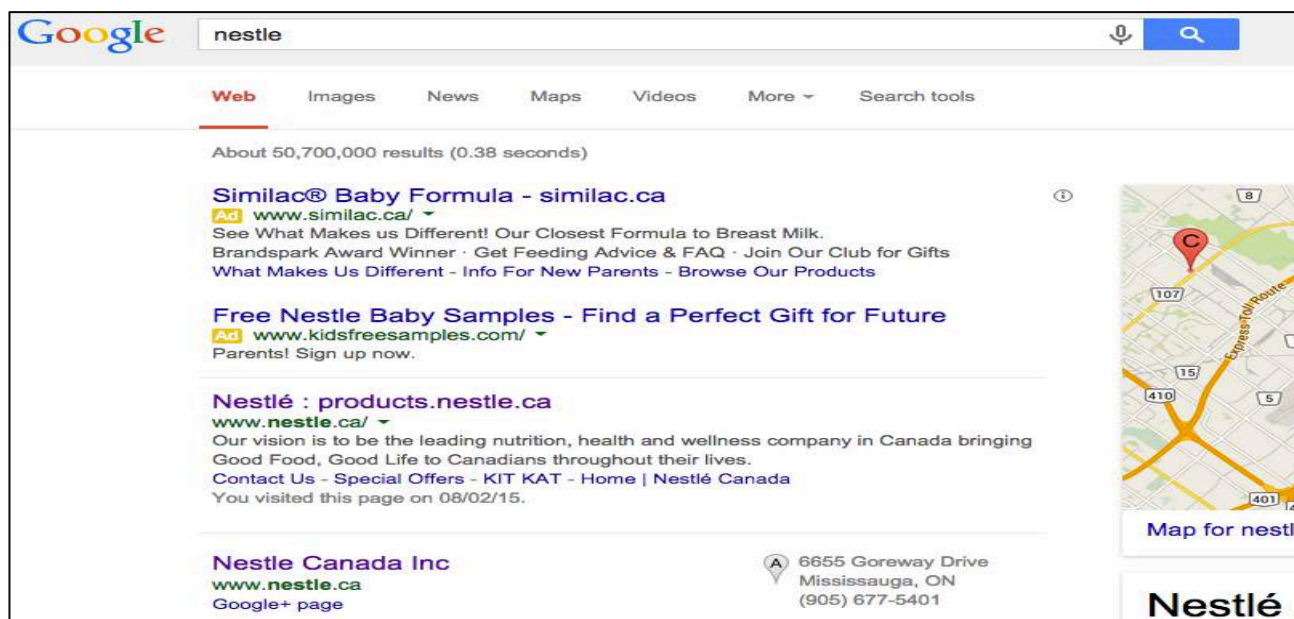


Figure 27.1. Google Website, Google search engine results when “nestle” is searched retrieved February 5<sup>th</sup>, 2015

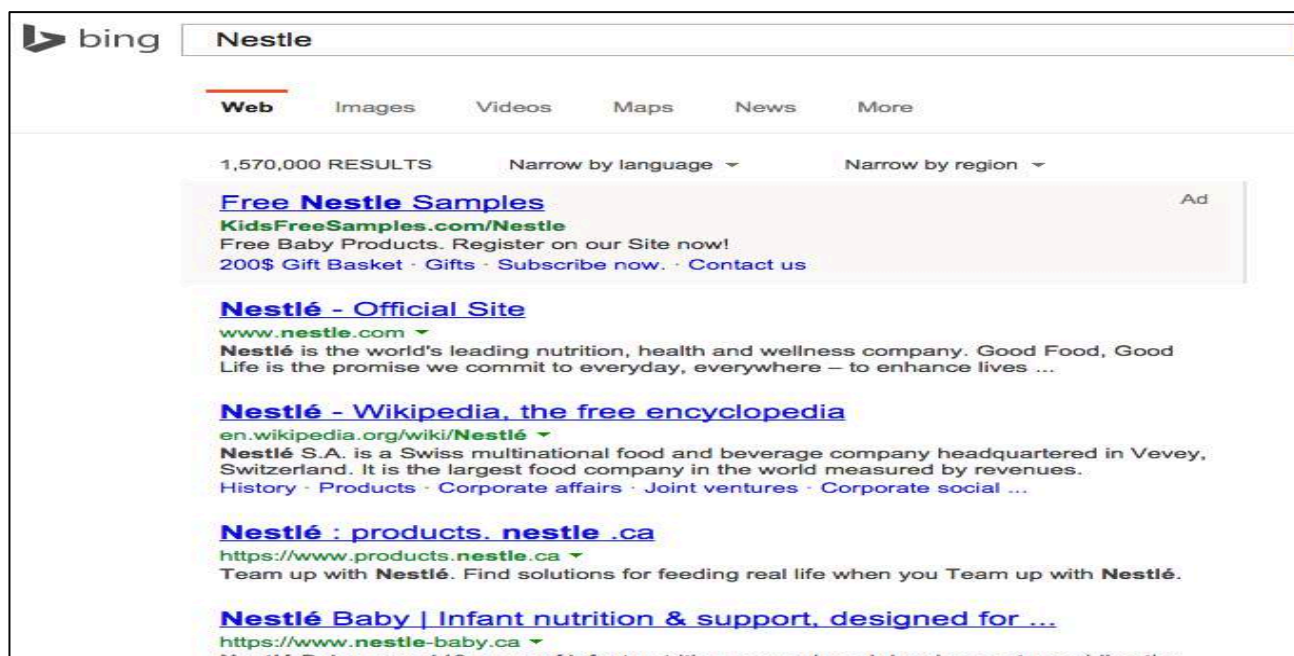


Figure 27.2. Bing Website, Bing search engine results when “nestle” is searched retrieved February 5<sup>th</sup>, 2015

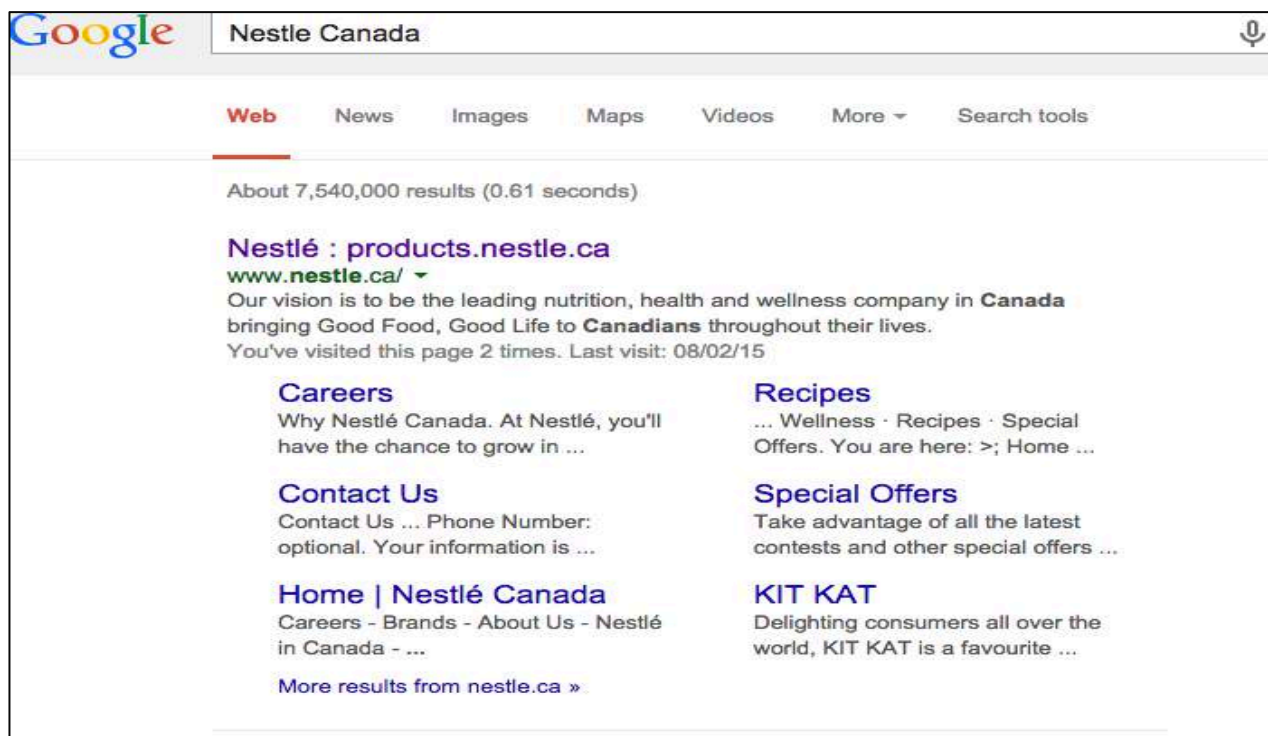


Figure 27.3. Google Website, Google search engine results when “Nestle Canada” is searched retrieved February 5<sup>th</sup>, 2015

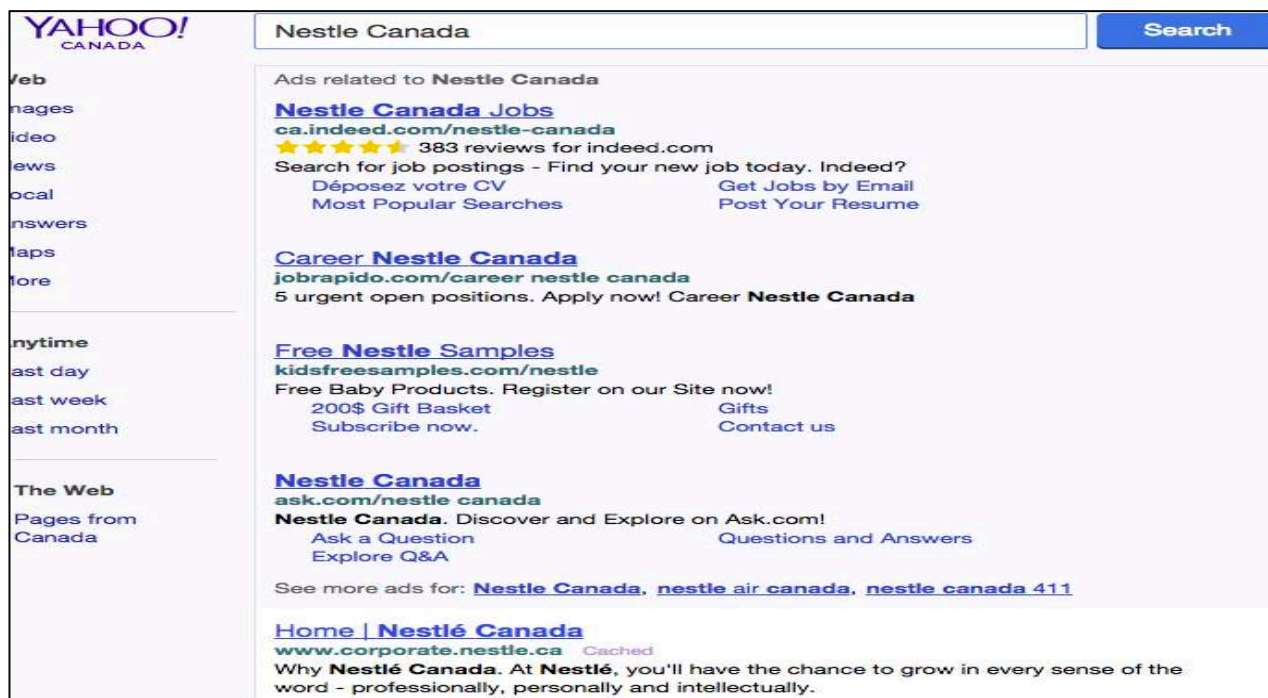


Figure 27.4 Yahoo Website, Yahoo search engine results when “Nestle Canada” is searched retrieved February 5<sup>th</sup>, 2015



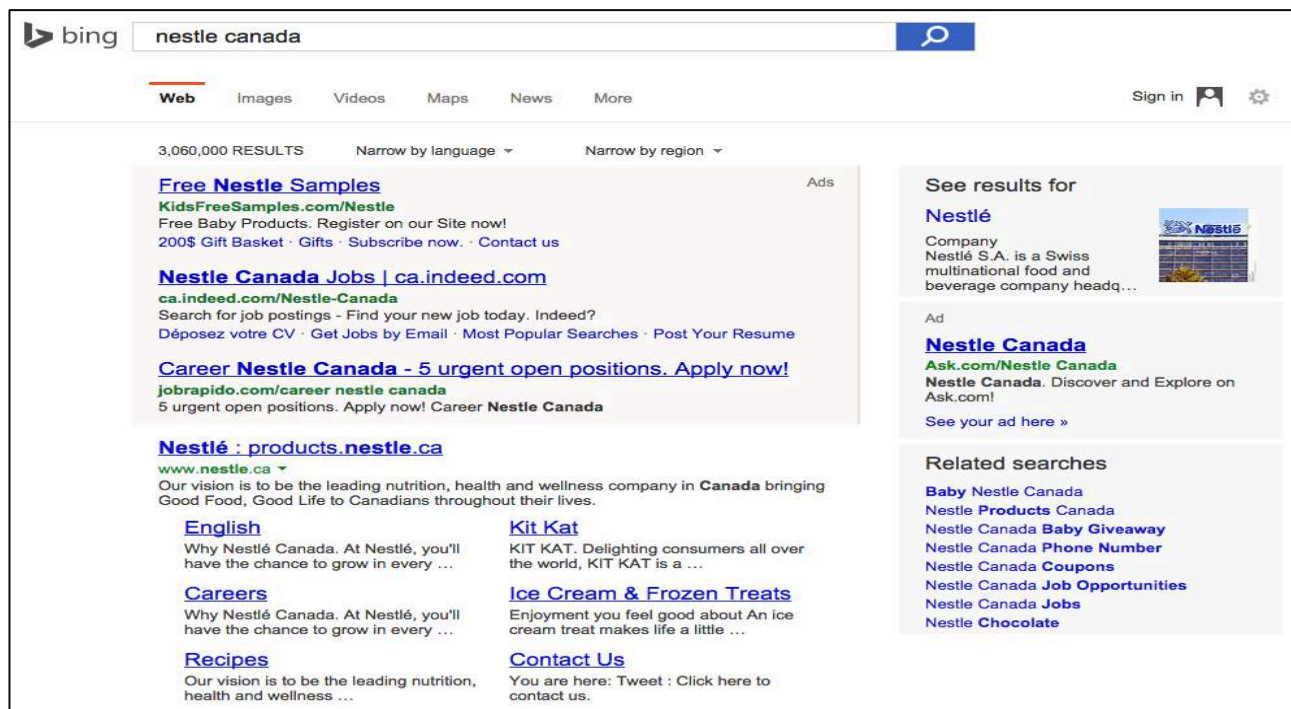


Figure 27.5. Bing Website, Bing search engine results when “nestle Canada” is searched retrieved February 5<sup>th</sup>, 2015

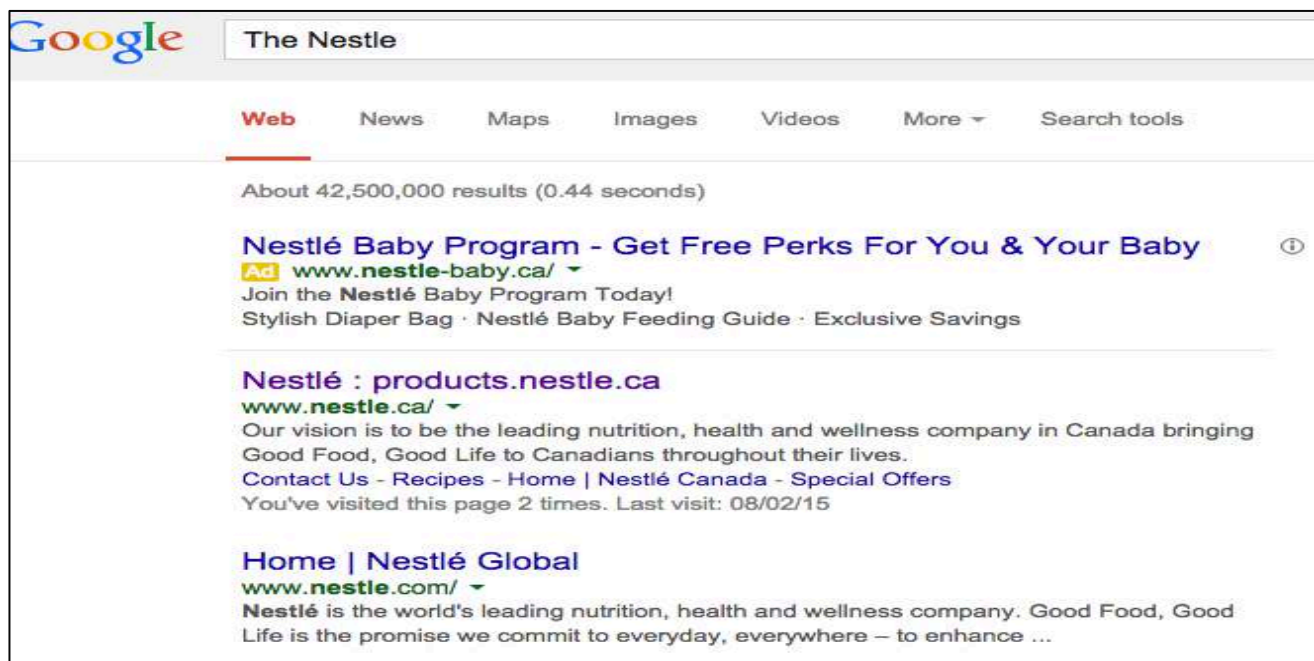


Figure 27.6 Google Website, Google search engine results when “The Nestle” is searched retrieved February 5<sup>th</sup>, 2015

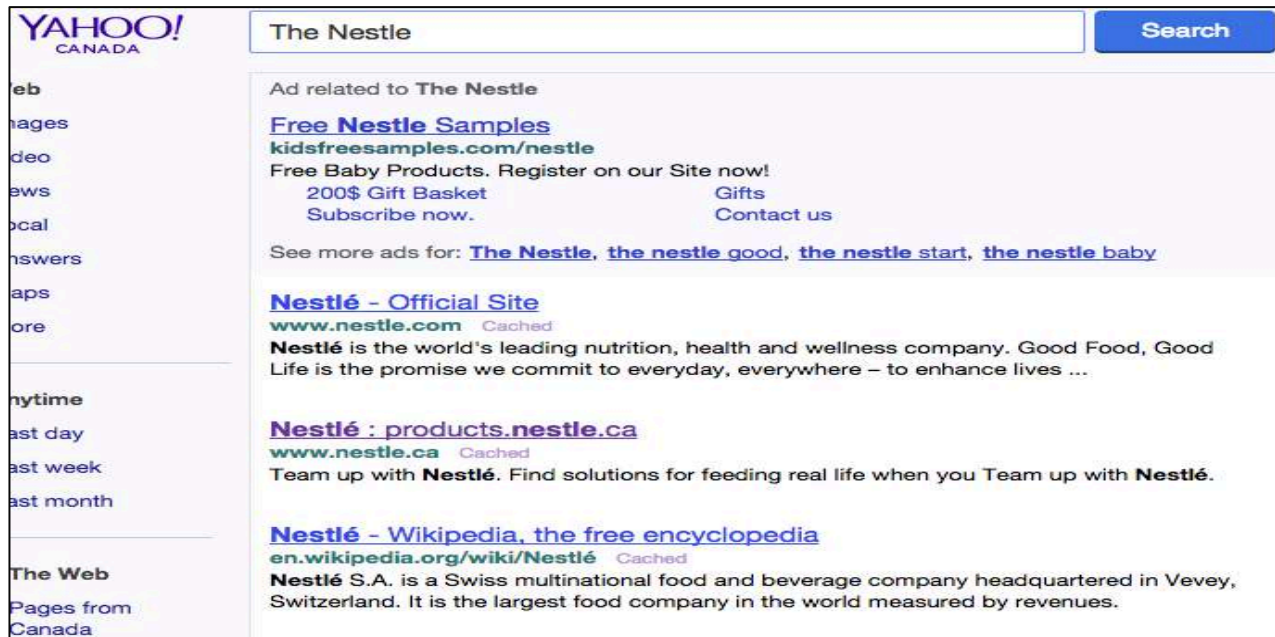


Figure 27.7 Yahoo Website, Yahoo search engine results when “The Nestle” is searched. Retrieved February 5<sup>th</sup>, 2015



Figure 27.8 - Bing Website, Bing search engine results when “The Nestle” is searched. Retrieved February 5<sup>th</sup>, 2015

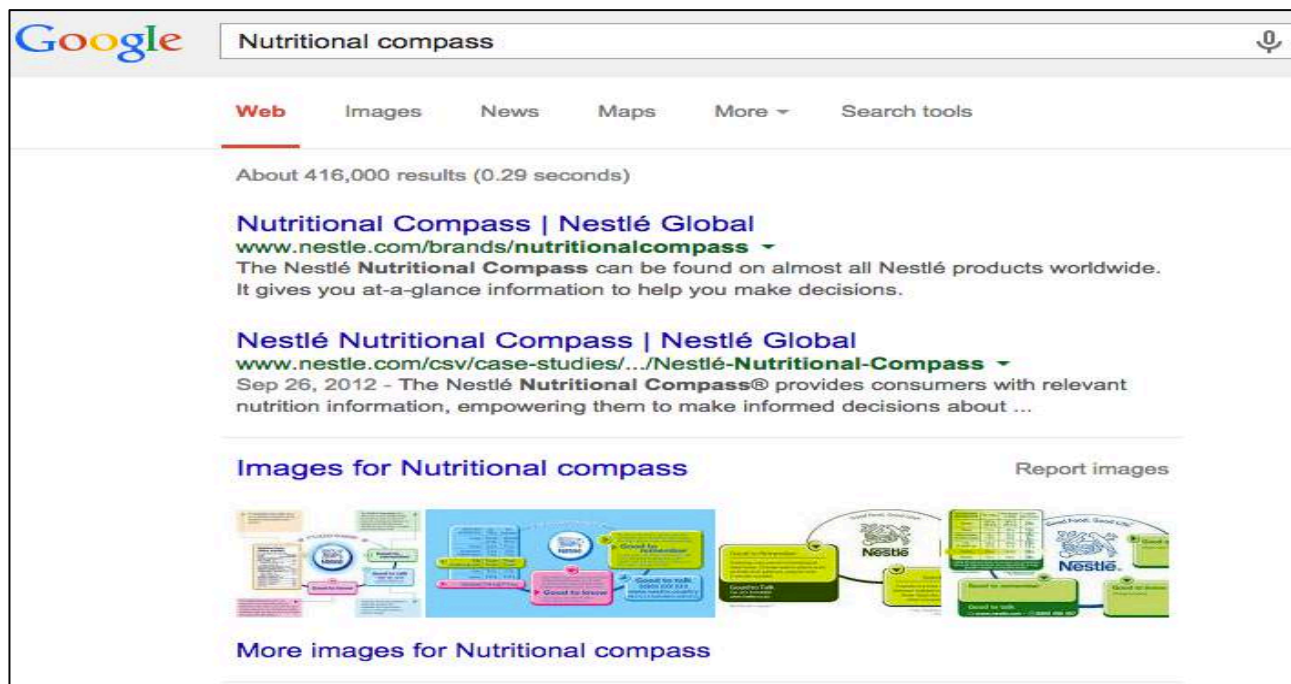


Figure 27.9 – Google Website, Google search engine results when “Nutritional Compass” is searched. . Retrieved February 5<sup>th</sup>, 2015

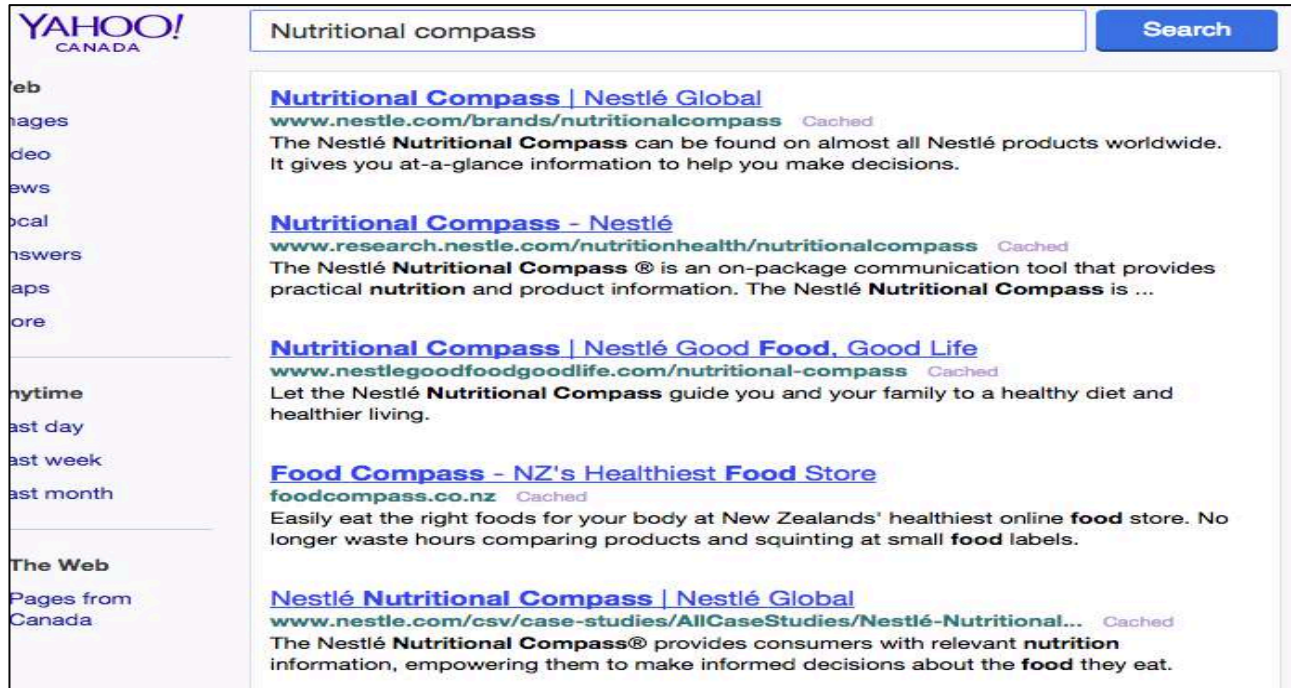


Figure 27.10 Yahoo Website, Yahoo search engine results when “Nutritional Compass” is searched. . Retrieved February 5<sup>th</sup>, 2015



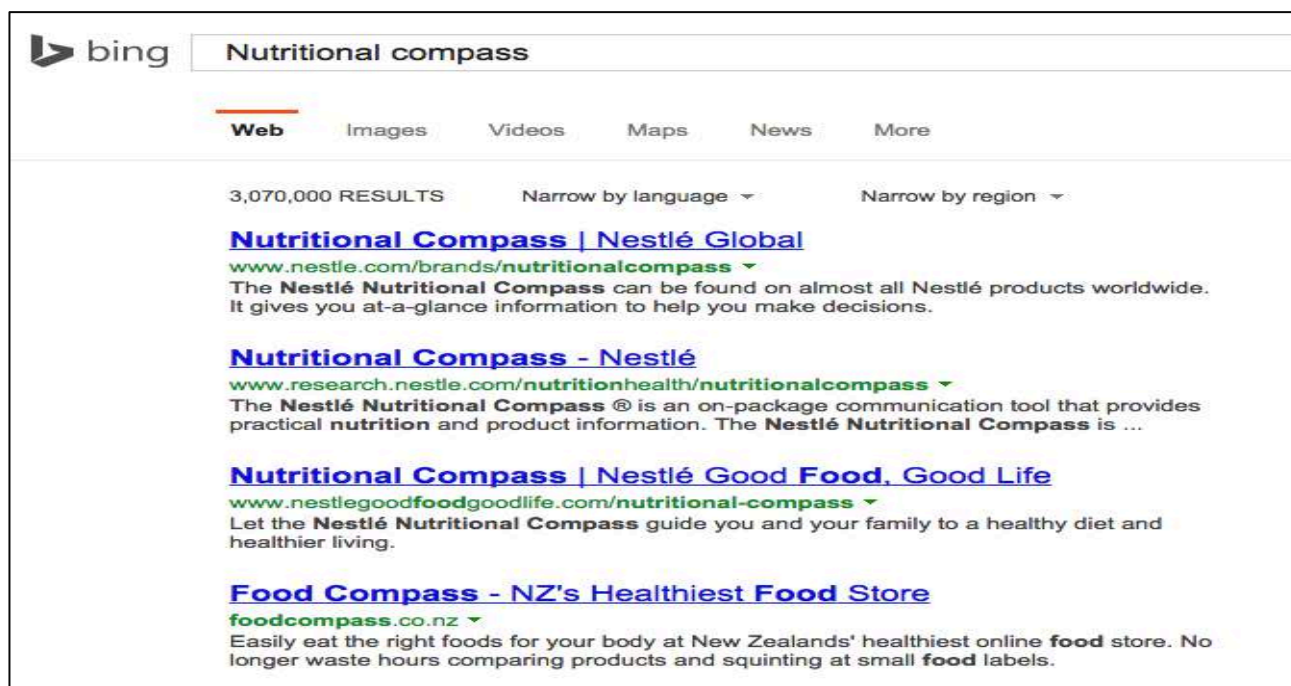


Figure 27.11 Bing Website, Bing search engine results when “Nutritional Compass” is searched. Retrieved February 5<sup>th</sup>, 2015

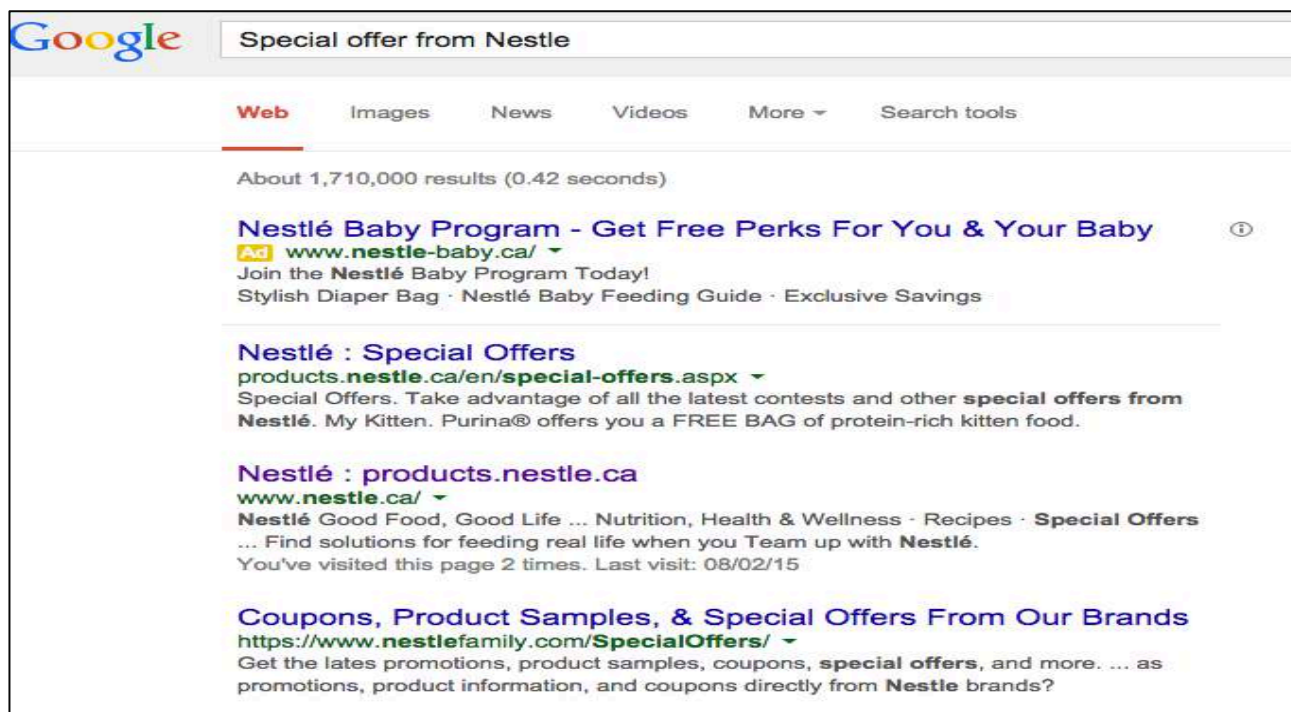


Figure 27.12 Google Website, Google search engine results when “Special offer from Nestle” is searched. Retrieved February 5<sup>th</sup>, 2015

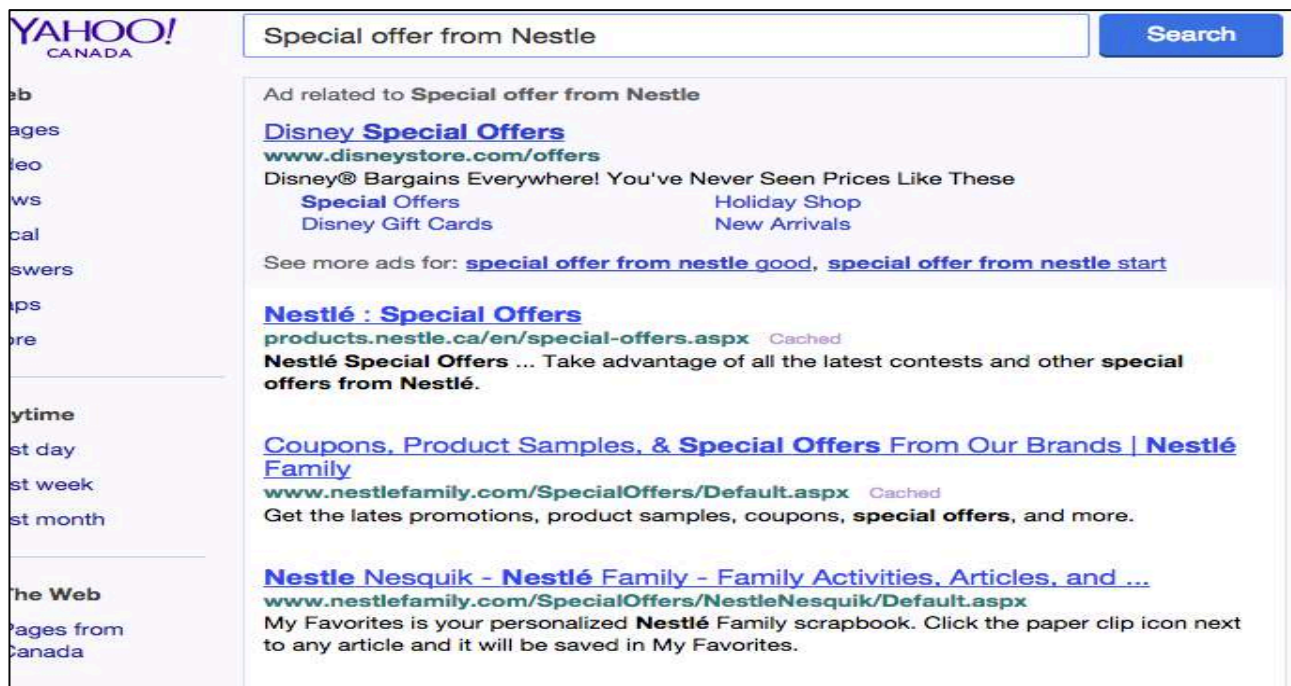


Figure 27.13 Yahoo Website, Yahoo search engine results when “Special offer from Nestle” is searched. Retrieved February 5<sup>th</sup>, 2015



Figure 27.14 Bing Website, Bing search engine results when “Special offer from Nestle” is searched. Retrieved February 5<sup>th</sup>, 2015

### Evaluation:

- Nestlé is the top organic result on Google and Bing when searching “Nestlé”.
- Nestlé utilizes the following keywords: Nestlé Canada, Good Food, Good Life, The Good Report, The Nestlé, Nutritional Compass, Special Offers from Nestlé.

The chart below demonstrates the website’s use of product names as key words input into the following search engines:

Key Words	Search Engines		
	Google	Yahoo	Bing
<b>Nestlé Canada</b>	Yes, see figure 13.3	Yes, see figure 13.4	Yes, see figure 13.5
<b>Good Food</b>	No	No	No
<b>Good Life</b>	No	No	No
<b>The Good Report</b>	No	No	No
<b>The Nestlé</b>	Yes, see figure 13.6	Yes, see figure 13.7	Yes, see figure 13.8
<b>Nutritional Compass</b>	Yes, see figure 13.9	Yes, see figure 13.10	Yes, see figure 13.11
<b>Special Offer from Nestlé</b>	Yes, see figure 13.12	Yes, see figure 13.13	Yes, see figure 13.14

## Traffic Building Strategies

This analysis focuses on the traffic building strategies utilized by Nestlé

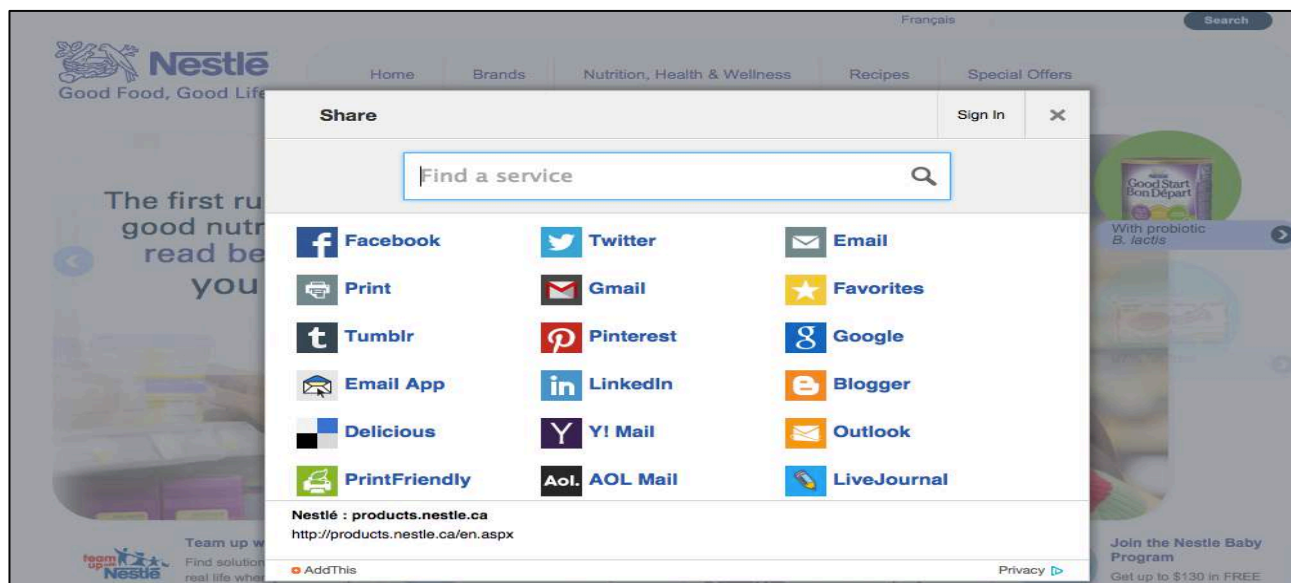


Figure 28.1 A list of Nestlé's social media platforms they utilize.

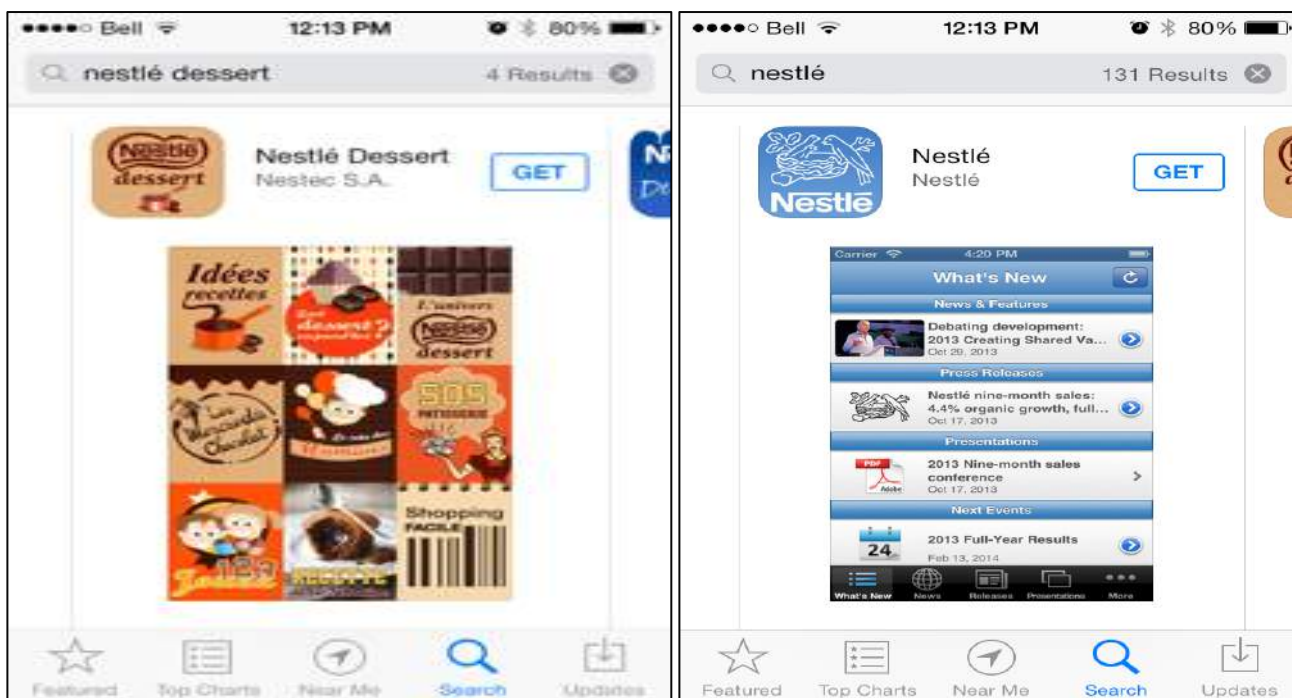


Figure 28.2 and Figure 28.3 – Nestlé App Site, Two Nestlé apps available in the app store. Retrieved February 5<sup>th</sup>, 2015



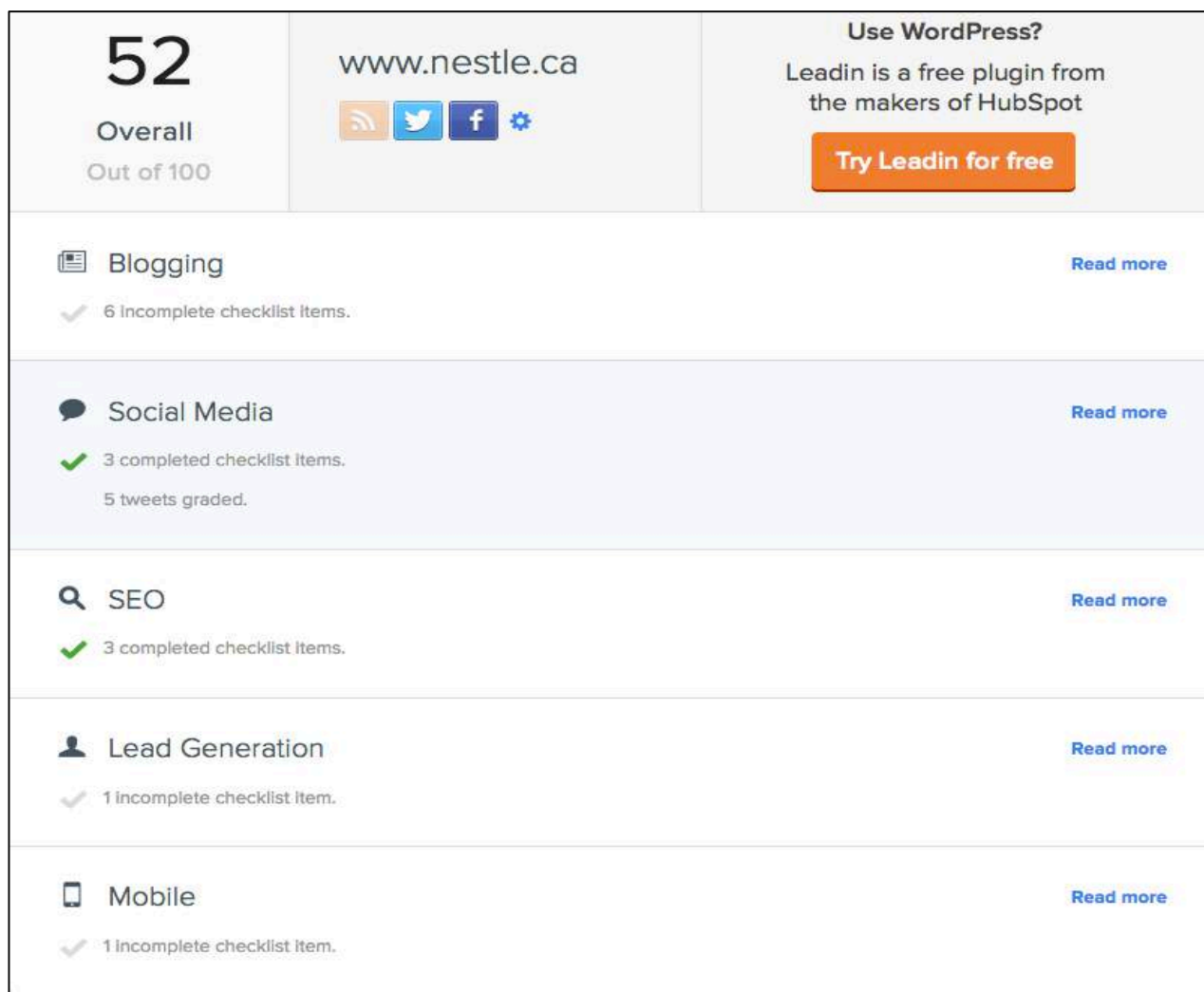


Figure 28.4 - Grader's Website, report on [www.nestle.ca](http://www.nestle.ca) Retrieved February 5<sup>th</sup>, 2015

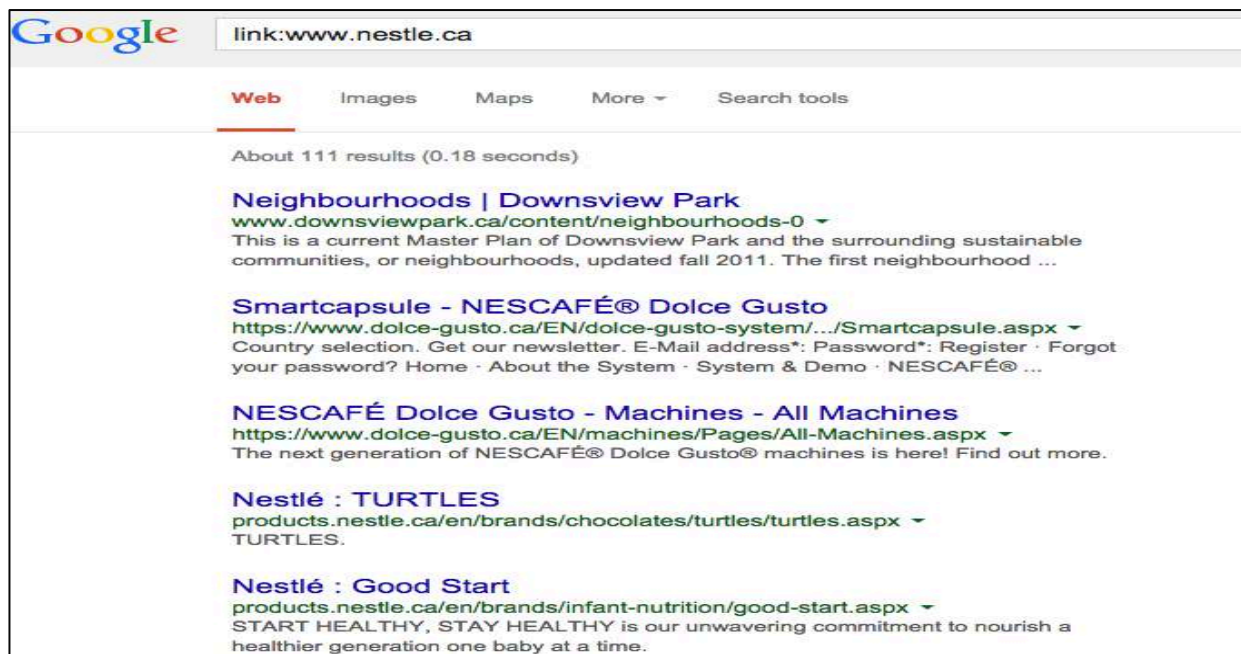


Figure 28.5 – Google Website, Link Popularity report on [www.nestle.ca](http://www.nestle.ca)'s link popularity in Google. Retrieved February 5<sup>th</sup>, 2015

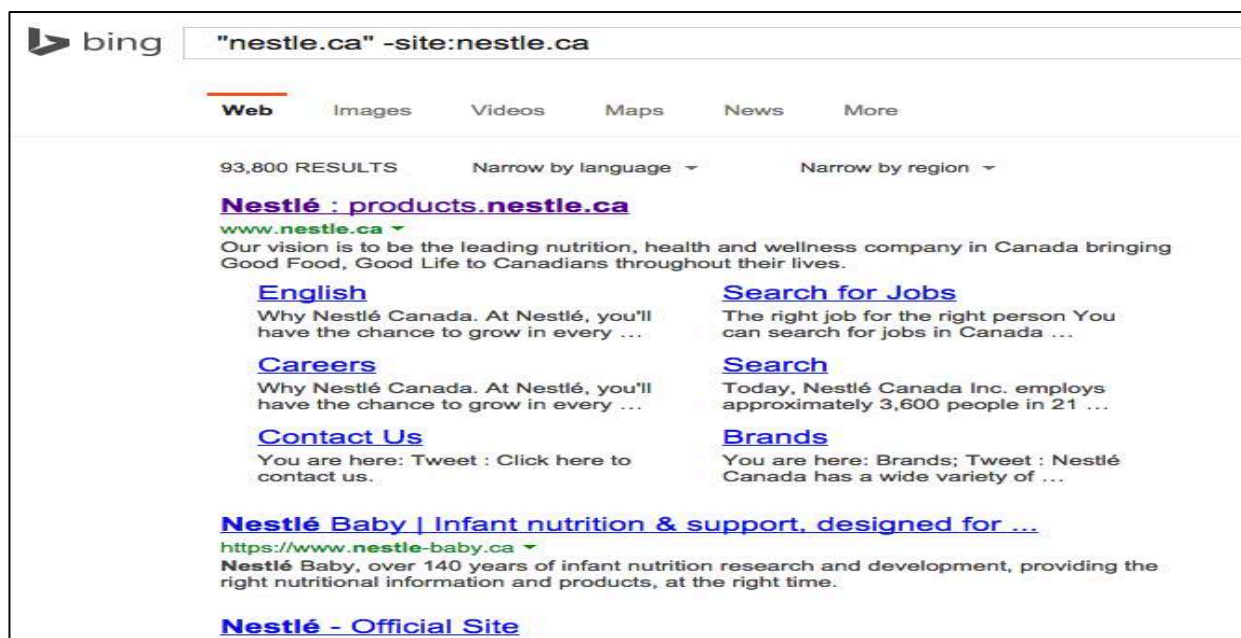


Figure 28.6 – Bing Website, Link Popularity report on [www.nestle.ca](http://www.nestle.ca)'s link popularity in Bing. Retrieved February 5<sup>th</sup>, 2015

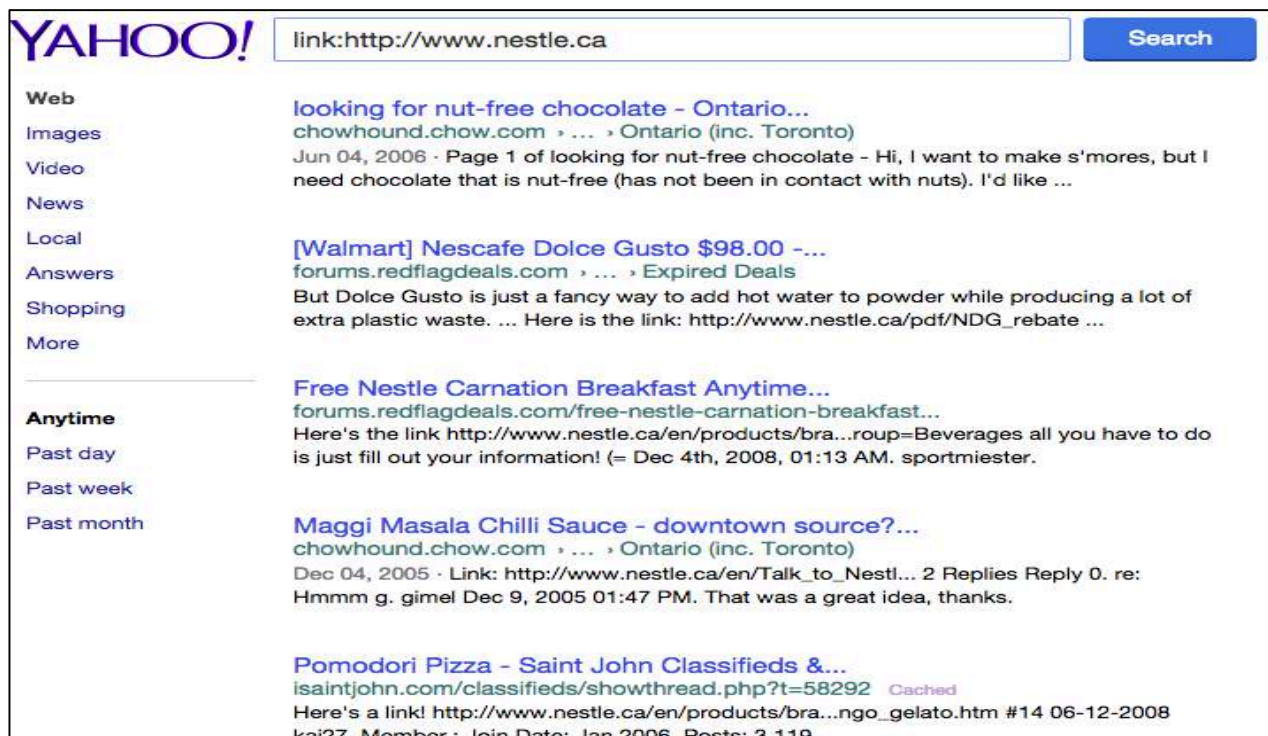


Figure 28.7 – Yahoo Website, Link Popularity report on [www.nestle.ca](http://www.nestle.ca)'s link popularity in Yahoo. Retrieved February 5<sup>th</sup>, 2015

## Evaluation:

- Nestlé utilizes paid media such as Facebook, Twitter and Pinterest as their main social media platforms to drive traffic.
- Nestlé also utilizes mobile apps for Apple and Android.
- Website Grader rated Nestlé's marketing effectiveness a 52/100
- Nestlé does not have a blog linked to their website.
- All images have alt tags and each page is titled with Nestlé; each page has a unique description.
- Link Popularity reported Nestlé has 111 links on Google that specifically link to its website. Bing has 93,800 links that specifically link to its website. And Yahoo has 10 links that specifically link to its website.

## Competition Sites

Website Elements Analysis			
Element	Dr. Oetker	Nestle	Notes
Structure			Both websites are well organized and have a consistent structure.
Layout			Both websites have a pleasing layout.
Navigation			Both websites are easy to navigate.
Functionality			Nestle's website has better functionality.
Colours & Graphics			Both websites have complementary colours and graphics that are appropriate for the target.
Content			Nestle's content is clear, concise and well organized.
Multimedia			Neither site uses a variety of multimedia.
Engagement			Neither site has features that engage the user.
Advertising			<b>Dr. Oetker</b> has more advertising and it is better placed.
Search engine rank			Nestlé's has more organic search results than <b>Dr. Oetker</b> .
Traffic building strategies			Nestle utilizes more forms of traffic building strategies than <b>Dr. Oetker</b> .



## Creative Recommendations

After reviewing both [www.oetker.ca](http://www.oetker.ca) and [www.nestle.ca](http://www.nestle.ca), below outlines an evaluation and recommendation for **Dr. Oetker**:

Section	Evaluation	Recommendation
<b>Target</b>	Target not clearly defined.	Incorporate more visuals that represent the target demonstrating the product in use.
<b>Site Purpose/Objective</b>	Purpose/Objective of site is unclear.	Website to define why target should visit: is the site for recipes or for product? Suggested to use “About” section to detail site’s purpose.
<b>Structure</b>	Website has a strong, clearly defined structure. Labels are well organized for visitors to easily navigate the site.	There is no further recommendation for <b>Dr. Oetker</b> .
<b>Layout</b>	Website contains little negative space; background image overwhelms web page.	It is recommended that <b>Dr. Oetker</b> centre its background images to create greater negative space to increase eye flow.
<b>Navigation</b>	Navigation is direct and the site’s layout is horizontal. This allows visitors to easily navigate through the site to find content of interest.	There is no further recommendation for <b>Dr. Oetker</b> .
<b>Functionality</b>	Target interaction limited to landing page.	Expand site map to include promotions and social media. Search function to include external links in order to engage target.
<b>Colour and Graphics</b>	Interactive elements limited; Rich text media lacking.	Incorporate interactive elements such as streaming videos for recipes and sound in order to engage and educate the target.

<b>Content</b>	Refocus and reorganize content.	Recipes to focus on brand products and to allocate some content on specialty diet information and recipes in order to educate the target.
<b>Multimedia</b>	Website uses limited multimedia.	It is recommended that <b>Dr. Oetker</b> incorporate more forms of multimedia, such as a blog and a mobile app, to create interest amongst target users.
<b>Engagement</b>	Website uses clickable buttons that allow users to navigate the website; however, there are no graphics to engage the visitor.	It is recommended that <b>Dr. Oetker</b> incorporate additional features to increase visitor engagement and to encourage interaction amongst website users.
<b>Advertising</b>	Ads are simple, clean, and show most pertinent information with colourful graphics to engage visitor.	It is recommended that <b>Dr. Oetker</b> increase advertising on recipe pages to create positive brand awareness among website users and eye-catching.
<b>Search Engine Rank</b>	The website utilizes product names as keywords.	It is recommended that <b>Dr. Oetker</b> utilize additional key words to increase site traffic through organic search results.
<b>Traffic Building Strategies</b>	<b>Dr. Oetker</b> does not have a blog linked to its website.	It is recommended that <b>Dr. Oetker</b> consider writing a blog that is linked to its website. Social media is an effective way to reach current and future consumers that could help increase web traffic.

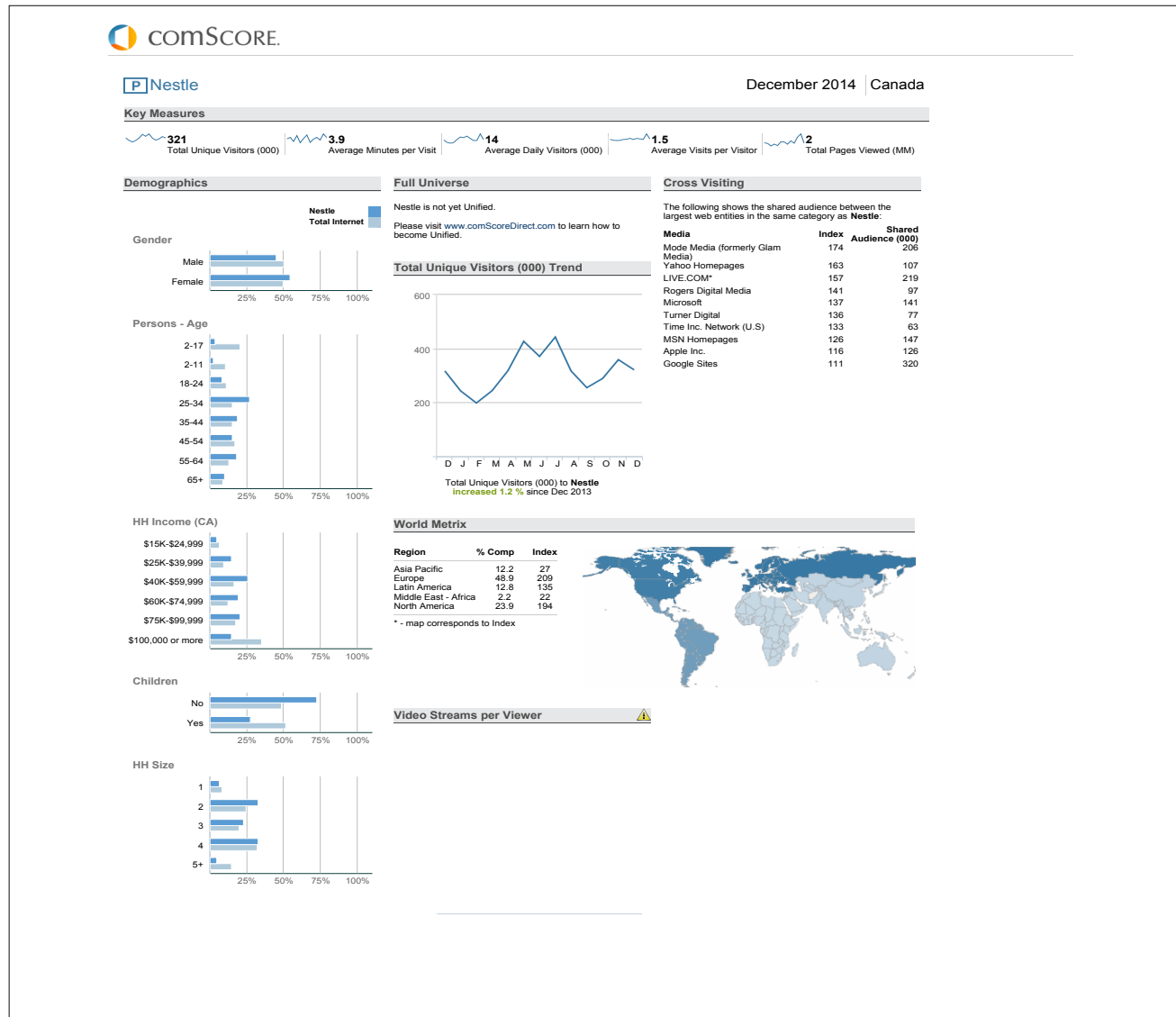


## Conclusion

Upon completing an analysis of **Dr. Oetker**'s website and its competitors, the brand's strengths are structure, layout, navigation, and colours and graphics. It is suggested **Dr. Oetker** improve its website functionality, content generation, multimedia capabilities, engagement features, search engine rank with increased key word searches and traffic building strategies with the help of paid media such as Facebook and Twitter, along with owned media like blogging, in order to remain competitive within its site category.

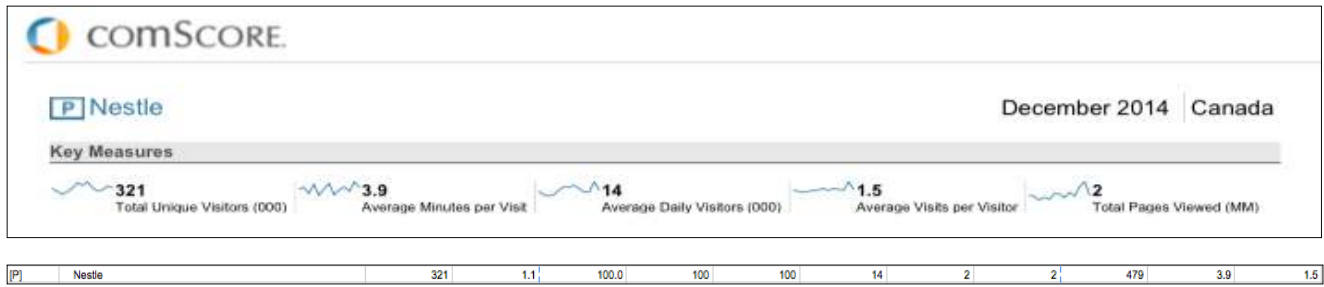
# Appendix

## ComScore Nestle Canada





ComScore Nestle Canada





## Demographic Profile

Nestle

©2015 comScore, Inc

**Geography :** Canada  
**Universe :** Home and Wor  
**Time Period :** December 2014  
**Base :** Total Audience  
**Media :** Nestle  
**Date :** 2/22/2015

Target Audience Group/Target Audience	Total Internet		
	Target Audience (000)	% Composition Unique Visitors	Target Audience (000)
Total Audience			
Total Audience	28,004	100.0	321
Persons - Age			
Persons: 12+	25,122	89.7	314
Persons: 15+	23,482	83.9	314
Persons: 18+	22,353	79.8	311
Persons: 35+	14,904	53.2	199
Persons: 50+	8,240	29.4	103
Persons: 55+	5,954	21.3	90
Persons: 2-11	2,882	10.3	8
Persons: 2-17	5,651	20.2	11
Persons: 12-17	2,769	9.9	3
Persons: 12-24	5,872	21.0	28
Persons: 12-34	10,218	36.5	115
Persons: 18-24	3,103	11.1	25
Persons: 18-34	7,449	26.6	112
Persons: 18-49	14,113	50.4	207
Persons: 21-34	6,048	21.6	100
Persons: 21-49	12,712	45.4	196
Persons: 25-34	4,346	15.5	87
Persons: 25-49	11,009	39.3	182
Persons: 25-54	13,295	47.5	195
Persons: 35-44	4,270	15.2	60
Persons: 35-49	6,664	23.8	96
Persons: 35-54	8,950	32.0	109
Persons: 35-64	12,486	44.6	167
Persons: 45-54	4,679	16.7	49
Persons: 45-64	8,215	29.3	107
Persons: 55-64	3,536	12.6	59
Persons: 65+	2,418	8.6	31
Males - Age			
All Males	14,100	50.4	145
Males: 15+	11,835	42.3	141
Males: 12+	12,556	44.8	141
Males: 18+	11,186	39.9	141
Males: 35+	7,418	26.5	108
Males: 50+	4,123	14.7	25



## Demographic Profile

### Nestle

©2015 comScore, Inc

**Geography :** Canada  
**Universe :** Home and Wor  
**Time Period :** December 2014  
**Base :** Total Audience  
**Media :** Nestle  
**Date :** 2/22/2015

#### Target Audience Group/Target Audience

#### Total Internet

	Target Audience (000)	% Composition Unique Visitors	Target Audience (000)
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Persons: 45-64	8,215	29.3	107
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All Males	14,100	50.4	145
Males: 15+	11,835	42.3	141
Males: 12+	12,556	44.8	141
Males: 18+	11,186	39.9	141
Males: 35+	7,418	26.5	108
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## Demographic Profile

### Nestle

©2015 comScore, Inc

**Geography :** Canada  
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**Time Period :** December 2014  
**Base :** Total Audience  
**Media :** Nestle  
**Date :** 2/22/2015

#### Target Audience Group/Target Audience

#### Total Internet

	Target Audience (000)	% Composition Unique Visitors	Target Audience (000)
Total Audience			
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Persons: 12-24	5,872	21.0	28
Persons: 12-34	10,218	36.5	115
Persons: 18-24	3,103	11.1	25
Persons: 18-34	7,449	26.6	112
Persons: 18-49	14,113	50.4	207
Persons: 21-34	6,048	21.6	100
Persons: 21-49	12,712	45.4	196
Persons: 25-34	4,346	15.5	87
Persons: 25-49	11,009	39.3	182
Persons: 25-54	13,295	47.5	195
Persons: 35-44	4,270	15.2	60
Persons: 35-49	6,664	23.8	96
Persons: 35-54	8,950	32.0	109
Persons: 35-64	12,486	44.6	167
Persons: 45-54	4,679	16.7	49
Persons: 45-64	8,215	29.3	107
Persons: 55-64	3,536	12.6	59
Persons: 65+	2,418	8.6	31
Males - Age			
All Males	14,100	50.4	145
Males: 15+	11,835	42.3	141
Males: 12+	12,556	44.8	141
Males: 18+	11,186	39.9	141
Males: 35+	7,418	26.5	108
Males: 50+	4,123	14.7	25



# Clears Decisions Target Market Psychographics - Behavioural

Base: age 12-99

		Totals	W 25-49 HHI: \$50K+
Totals	Unwgt	22313	3533
	(000s)	30142	4307
	Vert%	100	100
	Horz%	100	14.29
	Index	100	100
Preparing Meals-WhoRegularly PreparesThe Meals in Hhld.- Yourself	Unwgt	10880	2252
	(000s)	13404	2623
	Vert%	44.47	60.9
	Horz%	100	19.57
	Index	100	137
Preparing Meals-WhoRegularly PreparesThe Meals in Hhld.- Other HouseholdMember	Unwgt	5794	423
	(000s)	8264	619
	Vert%	27.42	14.37
	Horz%	100	7.49
	Index	100	52
Preparing Meals-WhoRegularly PreparesThe Meals in Hhld.- Yourself/ OtherHhld. MemberEqually	Unwgt	4237	685
	(000s)	6137	861
	Vert%	20.36	19.99
	Horz%	100	14.03
	Index	100	98
Preparing Meals-WhoRegularly PreparesThe Meals in Hhld.- Other	Unwgt	327	26
	(000s)	527	22*
	Vert%	1.75	0.51
	Horz%	100	4.17
	Index	100	29
Events-EverHappened To You- Married	Unwgt	10764	1993
	(000s)	13414	2392
	Vert%	44.5	55.54
	Horz%	100	17.83
	Index	100	125
Events-EverHappened To You- Child Born	Unwgt	10012	2036
	(000s)	12931	2502
	Vert%	42.9	58.09
	Horz%	100	19.35
	Index	100	135
Events-EverHappened To You- Grandchild Born	Unwgt	6669	97
	(000s)	7609	152
	Vert%	25.24	3.53
	Horz%	100	2
	Index	100	14
Events-Past 12Months or Next 12Months-Married	Unwgt	590	145
	(000s)	1017	193
	Vert%	3.37	4.48
	Horz%	100	18.98
	Index	100	133

## Clears Decisions Target Market Psychographics - Behavioural

Events-Past 12Months or Next 12Months-Child Born	Unwgt	928	340
	(000s)	1379	394
	Vert%	4.58	9.15
	Horz%	100	28.57
	Index	100	200
Events-Past 12Months or Next 12Months-GrandchildBorn	Unwgt	843	30
	(000s)	976	41*
	Vert%	3.24	0.95
	Horz%	100	4.2
	Index	100	29
Events-Past 12Months or Next 12Months-Retire OrTake EarlyRetirement	Unwgt	1250	27
	(000s)	1321	32*
	Vert%	4.38	0.74
	Horz%	100	2.42
	Index	100	17
Events-Past 12Months or Next 12Months-Lost Job OrLaid Off	Unwgt	967	172
	(000s)	1732	216
	Vert%	5.75	5.02
	Horz%	100	12.47
	Index	100	87
Events-Past 12Months or Next 12Months-CollectLump Sum From CoPension, Savings,St	Unwgt	436	56
	(000s)	577	73
	Vert%	1.91	1.69
	Horz%	100	12.65
	Index	100	89
Events-Past 12Months or Next 12Months-Change Job,Within Same Company	Unwgt	896	264
	(000s)	1248	345
	Vert%	4.14	8.01
	Horz%	100	27.64
	Index	100	193
Events-Past 12Months or Next 12Months-Change Job,New Company	Unwgt	1384	313
	(000s)	2211	398
	Vert%	7.34	9.24
	Horz%	100	18
	Index	100	126
Events-Past 12Months or Next 12Months-Start YourOwn Business	Unwgt	569	106
	(000s)	800	160
	Vert%	2.65	3.71
	Horz%	100	20
	Index	100	140
Events-Past 12Months or Next 12Months-Moved OutOf Parental Home	Unwgt	612	101
	(000s)	1104	144
	Vert%	3.66	3.34
	Horz%	100	13.04
	Index	100	91
Events-Past 12Months or Next 12Months-Buy FirstHome	Unwgt	562	163
	(000s)	960	208
	Vert%	3.18	4.83
	Horz%	100	21.67
	Index	100	152

## Clears Decisions Target Market Psychographics - Behavioural

Events-Past 12Months or Next 12Months-Sell OrChange PrincipalHome	Unwgt	1025	256
	(000s)	1295	308
	Vert%	4.3	7.15
	Horz%	100	23.78
	Index	100	166
Events-Past 12Months or Next 12Months-Buy/Lease AVehicle	Unwgt	2773	603
	(000s)	3482	739
	Vert%	11.55	17.16
	Horz%	100	21.22
	Index	100	149
Events-Past 12Months or Next 12Months-Take DriverEducation Course	Unwgt	778	90
	(000s)	1395	121
	Vert%	4.63	2.81
	Horz%	100	8.67
	Index	100	61
Events-Past 12Months or Next 12Months-Move toRetirement Home/Community	Unwgt	56	-
	(000s)	55	-#
	Vert%	0.18	-
	Horz%	100	-
	Index	100	-
Events-Past 12Months or Next 12Months-BecomeCaregiver ToElderly Relative	Unwgt	328	36
	(000s)	417	41*
	Vert%	1.38	0.95
	Horz%	100	9.83
	Index	100	69
Events-Past 12Months or Next 12Months-GraduatedFrom High School	Unwgt	637	52
	(000s)	1197	119
	Vert%	3.97	2.76
	Horz%	100	9.94
	Index	100	70
Events-Past 12Months or Next 12Months-GraduatedFrom University/College	Unwgt	755	130
	(000s)	1179	180
	Vert%	3.91	4.18
	Horz%	100	15.27
	Index	100	107
Events-Past 12Months or Next 12Months-ChildGraduates HighSchool	Unwgt	390	91
	(000s)	560	132
	Vert%	1.86	3.06
	Horz%	100	23.57
	Index	100	165
Events-Past 12Months or Next 12Months-ChildGraduatesUniversity/College	Unwgt	359	49
	(000s)	359	48
	Vert%	1.19	1.11
	Horz%	100	13.37
	Index	100	94
Events-Past 12Months or Next 12Months-Quit Smoking	Unwgt	1251	196
	(000s)	2001	275
	Vert%	6.64	6.38
	Horz%	100	13.74
	Index	100	96

## Clears Decisions Target Market Psychographics - Behavioural

Education-CurrentlyAttending-Yes	Unwgt	4239	429
	(000s)	6419	580
	Vert%	21.3	13.47
	Horz%	100	9.04
	Index	100	63
Education-Form OfEducationCurrentlyAttending-Part-Time	Unwgt	728	159
	(000s)	1030	248
	Vert%	3.42	5.76
	Horz%	100	24.08
	Index	100	169
Education-Form OfEducationCurrentlyAttending-Full-Time	Unwgt	2694	183
	(000s)	4276	222
	Vert%	14.19	5.15
	Horz%	100	5.19
	Index	100	36
Education-Form OfEducationCurrentlyAttending-Correspon dence	Unwgt	182	39
	(000s)	226	39*
	Vert%	0.75	0.91
	Horz%	100	17.26
	Index	100	121
Education-Type OfSchool CurrentlyAttending-HighSchool	Unwgt	1826	84
	(000s)	2861	138
	Vert%	9.49	3.2
	Horz%	100	4.82
	Index	100	34
Education-Type OfSchool CurrentlyAttending-Vocational/Technical School	Unwgt	264	35
	(000s)	364	35*
	Vert%	1.21	0.81
	Horz%	100	9.62
	Index	100	67
Education-Type OfSchool CurrentlyAttending-College	Unwgt	738	107
	(000s)	1072	163
	Vert%	3.56	3.78
	Horz%	100	15.21
	Index	100	106
Education-Type OfSchool CurrentlyAttending-University	Unwgt	1230	200
	(000s)	1704	229
	Vert%	5.65	5.32
	Horz%	100	13.44
	Index	100	94
Education-Type OfSchool CurrentlyAttending-Other	Unwgt	541	51
	(000s)	865	89
	Vert%	2.87	2.07
	Horz%	100	10.29
	Index	100	72
Education-Level OfStudy-Undergraduate	Unwgt	1709	183
	(000s)	2757	223
	Vert%	9.15	5.18
	Horz%	100	8.09
	Index	100	57



## Clears Decisions Target Market Psychographics - Behavioural

Education-Level OfStudy- Graduate -Masters	Unwgt	358	74
	(000s)	461	77
	Vert%	1.53	1.79
	Horz%	100	16.7
	Index	100	117
Education-Level OfStudy- Graduate -PhD	Unwgt	53	13
	(000s)	50	9#
	Vert%	0.17	0.21
	Horz%	100	18
	Index	100	126
Education-Level OfStudy- Graduate -Prof. Designation	Unwgt	316	49
	(000s)	457	59
	Vert%	1.52	1.37
	Horz%	100	12.91
	Index	100	90
Apparel/Fashion-Statements [Agree-I Enjoy Dressing For Formal Occasions]	Unwgt	11232	2121
	(000s)	14326	2462
	Vert%	47.53	57.16
	Horz%	100	17.19
	Index	100	120
Apparel/Fashion-Statements [Agree-I Feel Most Comfortable In My Jeans]	Unwgt	12376	2157
	(000s)	17007	2680
	Vert%	56.42	62.22
	Horz%	100	15.76
	Index	100	110
Apparel/Fashion-Statements [Agree-I Look For Bargains In Second-Hand Clothing Stores]	Unwgt	5014	833
	(000s)	7506	1090
	Vert%	24.9	25.31
	Horz%	100	14.52
	Index	100	102
Apparel/Fashion-Statements [Agree-Prfr To Buy Clothes That R Classic/Timeless InStyle]	Unwgt	11416	1956
	(000s)	14105	2288
	Vert%	46.8	53.12
	Horz%	100	16.22
	Index	100	114
Apparel/Fashion-Statements [Agree-I Really Enjoy Shopping For Clothes]	Unwgt	7781	1684
	(000s)	10245	2000
	Vert%	33.99	46.44
	Horz%	100	19.52
	Index	100	137
Apparel/Fashion-Statements [Agree-I Trust My Own Judgment In Picking Out My Clothes]	Unwgt	14213	2499
	(000s)	18695	2907
	Vert%	62.02	67.49
	Horz%	100	15.55
	Index	100	109
Apparel/Fashion-Statements [Agree-I Try To Keep Abreast Of Changes In Style & Fashion]	Unwgt	7728	1547
	(000s)	9921	1788
	Vert%	32.91	41.51
	Horz%	100	18.02
	Index	100	126

## Clears Decisions Target Market Psychographics - Behavioural

Events-Past 12Months or Next 12Months-Sell OrChange PrincipalHome	Unwgt	1025	256
	(000s)	1295	308
	Vert%	4.3	7.15
	Horz%	100	23.78
	Index	100	166
Events-Past 12Months or Next 12Months-Buy/Lease AVehicle	Unwgt	2773	603
	(000s)	3482	739
	Vert%	11.55	17.16
	Horz%	100	21.22
	Index	100	149
Events-Past 12Months or Next 12Months-Take DriverEducation Course	Unwgt	778	90
	(000s)	1395	121
	Vert%	4.63	2.81
	Horz%	100	8.67
	Index	100	61
Events-Past 12Months or Next 12Months-Move toRetirement Home/Community	Unwgt	56	-
	(000s)	55	-#
	Vert%	0.18	-
	Horz%	100	-
	Index	100	-
Events-Past 12Months or Next 12Months-BecomeCaregiver ToElderly Relative	Unwgt	328	36
	(000s)	417	41*
	Vert%	1.38	0.95
	Horz%	100	9.83
	Index	100	69
Events-Past 12Months or Next 12Months-GraduatedFrom High School	Unwgt	637	52
	(000s)	1197	119
	Vert%	3.97	2.76
	Horz%	100	9.94
	Index	100	70
Events-Past 12Months or Next 12Months-GraduatedFrom University/College	Unwgt	755	130
	(000s)	1179	180
	Vert%	3.91	4.18
	Horz%	100	15.27
	Index	100	107
Events-Past 12Months or Next 12Months-ChildGraduates HighSchool	Unwgt	390	91
	(000s)	560	132
	Vert%	1.86	3.06
	Horz%	100	23.57
	Index	100	165
Events-Past 12Months or Next 12Months-ChildGraduatesUniversity/College	Unwgt	359	49
	(000s)	359	48
	Vert%	1.19	1.11
	Horz%	100	13.37
	Index	100	94
Events-Past 12Months or Next 12Months-Quit Smoking	Unwgt	1251	196
	(000s)	2001	275
	Vert%	6.64	6.38
	Horz%	100	13.74
	Index	100	96

## Clears Decisions Target Market Psychographics - Behavioural

Appliance/Home Furnishings-Statements [Agree-My Home Always Has That Lived In Look]	Unwgt	12994	2146
	(000s)	16762	2463
	Vert%	55.61	57.19
	Horz%	100	14.69
	Index	100	103
Automotive-Statements [Agree-Given Choice I'd Always Choose Full Size\LuxuryAuto]	Unwgt	5851	832
	(000s)	7956	954
	Vert%	26.4	22.15
	Horz%	100	11.99
	Index	100	84
Automotive-Statements [Agree-I Get Quite Attached To My Car]	Unwgt	8381	1328
	(000s)	11087	1640
	Vert%	36.78	38.08
	Horz%	100	14.79
	Index	100	104
Automotive-Statements [Agree-I Love Expensive Sports Cars]	Unwgt	4436	571
	(000s)	6288	713
	Vert%	20.86	16.55
	Horz%	100	11.34
	Index	100	79
Automotive-Statements [Agree-I Refuse To Buy A Car That Is Not Fuel Efficient]	Unwgt	9930	1730
	(000s)	12642	2010
	Vert%	41.94	46.67
	Horz%	100	15.9
	Index	100	111
Automotive-Statements [Agree-Try To Do As Much Car Maint Work Myself,As Possible]	Unwgt	4513	438
	(000s)	6981	592
	Vert%	23.16	13.75
	Horz%	100	8.48
	Index	100	59
Automotive-Statements [Agree-If Possible-Use Local Gas Stn For Car Maint/Service]	Unwgt	5727	796
	(000s)	7743	934
	Vert%	25.69	21.69
	Horz%	100	12.06
	Index	100	84
Automotive-Statements [Agree-The Choice Of Car Tells A Great Deal About A Person]	Unwgt	7639	1092
	(000s)	9542	1212
	Vert%	31.66	28.14
	Horz%	100	12.7
	Index	100	89
Beverages/Alcohol-Statements [Agree-Canadian Beer Is The Best Beer In The World]	Unwgt	5190	696
	(000s)	7752	908
	Vert%	25.72	21.08
	Horz%	100	11.71
	Index	100	82
Beverages/Alcohol-Statements [Agree-Drinking Is Part Of My Lifestyle]	Unwgt	4383	711
	(000s)	5559	767
	Vert%	18.44	17.81
	Horz%	100	13.8
	Index	100	97

## Clears Decisions Target Market Psychographics - Behavioural

Beverages/Alcohol-Statements [Agree-I Am Prepared To Pay More For Good Quality Wine]	Unwgt	6853	1375
	(000s)	7808	1370
	Vert%	25.9	31.81
	Horz%	100	17.55
	Index	100	123
Beverages/Alcohol-Statements [Agree-I Probably Should Drink Less Alcohol]	Unwgt	4148	496
	(000s)	5614	590
	Vert%	18.63	13.7
	Horz%	100	10.51
	Index	100	74
Beverages/Alcohol-Statements [Agree-Seldom Experiment w Diffrent Alcohol Beverage Brands]	Unwgt	8399	1355
	(000s)	11005	1688
	Vert%	36.51	39.19
	Horz%	100	15.34
	Index	100	107
Beverages/Alcohol-Statements [Agree-Low Alcohol Beer Is Not A Man's Drink]	Unwgt	3159	266
	(000s)	4583	364
	Vert%	15.2	8.45
	Horz%	100	7.94
	Index	100	56
Home Electronics/Technology- Statements [Agree-I Tend To Be The First To Own New Electronic Products]	Unwgt	5603	702
	(000s)	8206	883
	Vert%	27.22	20.5
	Horz%	100	10.76
	Index	100	75
Home Electronics/Technology- Statements [Agree-More & more, I feel I am being left behind by tech]	Unwgt	7622	1220
	(000s)	9616	1402
	Vert%	31.9	32.55
	Horz%	100	14.58
	Index	100	102
Home Electronics/Technology- Statements [Agree-I cannot imagine life without the internet]	Unwgt	10462	2113
	(000s)	13594	2454
	Vert%	45.1	56.98
	Horz%	100	18.05
	Index	100	126
Home Electronics/Technology- Statements [Agree-I am excited by the development of new technologies]	Unwgt	8765	1433
	(000s)	11812	1711
	Vert%	39.19	39.73
	Horz%	100	14.49
	Index	100	101
Home Electronics/Technology- Statements [Agree-I like to buy products that offer latest-new tech]	Unwgt	6037	943
	(000s)	8281	1166
	Vert%	27.47	27.07
	Horz%	100	14.08
	Index	100	99
Business/Financial/Real Estate- Statements [Agree-I Consider Myself An Entrepreneur]	Unwgt	3525	466
	(000s)	4327	498
	Vert%	14.36	11.56
	Horz%	100	11.51
	Index	100	81



## Cleares Decisions Target Market Psychographics - Behavioural

Business/Financial/Real Estate-Statements [Agree-Always Have Accurate Acctnt Of Financial Commitments]	Unwgt	10849	1657
	(000s)	13528	2019
	Vert%	44.88	46.88
	Horz%	100	14.92
	Index	100	104
Business/Financial/Real Estate-Statements [Agree-I Am More Of A Spender Than A Saver]	Unwgt	5628	1077
	(000s)	7993	1370
	Vert%	26.52	31.81
	Horz%	100	17.14
	Index	100	120
Business/Financial/Real Estate-Statements [Agree-I Consider Myself To Be Risk-Averse Investor]	Unwgt	6928	1174
	(000s)	8083	1230
	Vert%	26.82	28.56
	Horz%	100	15.22
	Index	100	106
Business/Financial/Real Estate-Statements [Agree-Taken Steps Ensure Have Sufficnt Income 4 Retiremnt]	Unwgt	9639	1628
	(000s)	11185	1794
	Vert%	37.11	41.65
	Horz%	100	16.04
	Index	100	112
Business/Financial/Real Estate-Statements [Agree-Prefer To Postpone A Purchase Than To Buy On Credit]	Unwgt	11572	1849
	(000s)	15113	2176
	Vert%	50.14	50.52
	Horz%	100	14.4
	Index	100	101
Business/Financial/Real Estate-Statements [Agree-Seldom Make Financial Move w/out Consulting Expert]	Unwgt	6148	930
	(000s)	7717	1117
	Vert%	25.6	25.93
	Horz%	100	14.47
	Index	100	101
Business/Financial/Real Estate-Statements [Agree-I Spend Money More Carefully Than I Used To]	Unwgt	12773	2213
	(000s)	16805	2672
	Vert%	55.75	62.04
	Horz%	100	15.9
	Index	100	111
Business/Financial/Real Estate-Statements [Agree-I Will Welcome A Cashless Society]	Unwgt	5765	1027
	(000s)	7644	1224
	Vert%	25.36	28.42
	Horz%	100	16.01
	Index	100	112
Business/Financial/Real Estate-Statements [Agree-Main Goal-Make Great Deal Of Money QuickAsPossible]	Unwgt	4949	752
	(000s)	7098	877
	Vert%	23.55	20.36
	Horz%	100	12.36
	Index	100	86
Candies/Snacks-Statements [Agree-I Feel Guilty When I Eat 'Junk Food']	Unwgt	8877	1757
	(000s)	11273	2023
	Vert%	37.4	46.97
	Horz%	100	17.95
	Index	100	126

## Clears Decisions Target Market Psychographics - Behavioural

Candies/Snacks-Statements [Agree-I Like To Have A Wide Variety Of Snacks]	Unwgt	8014	1569
	(000s)	11122	1836
	Vert%	36.9	42.63
	Horz%	100	16.51
	Index	100	116
Candies/Snacks-Statements [Agree-I Look For Low Calorie/Light Snacks]	Unwgt	8984	1728
	(000s)	11362	2030
	Vert%	37.69	47.13
	Horz%	100	17.87
	Index	100	125
Candies/Snacks-Statements [Agree-I Often Buy Snacks Just With Myself In Mind]	Unwgt	7570	1095
	(000s)	10331	1315
	Vert%	34.27	30.53
	Horz%	100	12.73
	Index	100	89
Candies/Snacks-Statements [Agree-I Often Reward Myself By Having A Snack]	Unwgt	6048	1076
	(000s)	8411	1334
	Vert%	27.9	30.97
	Horz%	100	15.86
	Index	100	111
Travel/Leisure/Recreational Activities-Statements [Agree-I Am Concerned About Safety When Travelling]	Unwgt	13089	2256
	(000s)	17042	2740
	Vert%	56.54	63.62
	Horz%	100	16.08
	Index	100	113
Travel/Leisure/Recreational Activities-Statements [Agree- Very Interested In Unfamil. Destinatns 4 Vac Travel]	Unwgt	7281	1366
	(000s)	9740	1527
	Vert%	32.31	35.45
	Horz%	100	15.68
	Index	100	110
Travel/Leisure/Recreational Activities-Statements [Agree-I Enjoy Entertaining]	Unwgt	9499	1924
	(000s)	12614	2236
	Vert%	41.85	51.92
	Horz%	100	17.73
	Index	100	124
Travel/Leisure/Recreational Activities-Statements [Agree-Like To Dine-Fine Restaurants As Often As Possible]	Unwgt	6392	1184
	(000s)	7693	1220
	Vert%	25.52	28.33
	Horz%	100	15.86
	Index	100	111
Travel/Leisure/Recreational Activities-Statements [Agree-I Like To Do Handicrafts]	Unwgt	5711	1101
	(000s)	7666	1403
	Vert%	25.43	32.57
	Horz%	100	18.3
	Index	100	128
Travel/Leisure/Recreational Activities-Statements [Agree-I Tend To Go To The Movies A Lot]	Unwgt	3393	552
	(000s)	4587	675
	Vert%	15.22	15.67
	Horz%	100	14.72
	Index	100	103

# Clears Decisions Target Market Psychographics - Behavioural

Travel/Leisure/Recreational Activities-Statements [Agree-Rather Spend Night At Home Than Most Anything Else]	Unwgt	12022	2034
	(000s)	16052	2450
	Vert%	53.25	56.88
	Horz%	100	15.26
	Index	100	107
Travel/Leisure/Recreational Activities-Statements [Agree-Nwsprr/Mag Articles On Travel Infl Holiday Choice]	Unwgt	4208	714
	(000s)	5019	836
	Vert%	16.65	19.41
	Horz%	100	16.66
	Index	100	117
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-I Always Use A Shopping List]	Unwgt	10298	1845
	(000s)	13239	2224
	Vert%	43.92	51.64
	Horz%	100	16.8
	Index	100	118
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-Willing To Pay A Little Extra To Save Time Shopping]	Unwgt	7030	1394
	(000s)	8947	1719
	Vert%	29.68	39.91
	Horz%	100	19.21
	Index	100	134
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-I Have Conservative Tastes In Food]	Unwgt	8553	1129
	(000s)	11074	1368
	Vert%	36.74	31.76
	Horz%	100	12.35
	Index	100	86
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-Look At Specials-Flyers/NPaper Inserts PlanShopList]	Unwgt	10846	1805
	(000s)	14430	2308
	Vert%	47.87	53.59
	Horz%	100	15.99
	Index	100	112
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-I Love To Cook]	Unwgt	10665	1951
	(000s)	14197	2239
	Vert%	47.1	51.99
	Horz%	100	15.77
	Index	100	110
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-I Prefer Low Fat Or "Light" Foods And Drinks]	Unwgt	8600	1451
	(000s)	10620	1601
	Vert%	35.23	37.17
	Horz%	100	15.08
	Index	100	106
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-If You Want Quality Generl Have To Buy Branded Prod]	Unwgt	7552	1254
	(000s)	10032	1528
	Vert%	33.28	35.48
	Horz%	100	15.23
	Index	100	107
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-Price Isnt Most Important Thing To Me When Buy Food]	Unwgt	10567	1812
	(000s)	13221	2106
	Vert%	43.86	48.9
	Horz%	100	15.93
	Index	100	111

## Cleares Decisions Target Market Psychographics - Behavioural

Groceries/Food Shopping/Cooking/Eating-Statements [Agree-We Usually Have A Sit Down Meal Every Evening]	Unwgt	13561	2330
	(000s)	17457	2735
	Vert%	57.92	63.5
	Horz%	100	15.67
	Index	100	110
Groceries/Food Shopping/Cooking/Eating-Statements [Agree-Put Extra Effort Entertn/Preparing-Family Celebrtn]	Unwgt	15158	2785
	(000s)	19232	3242
	Vert%	63.8	75.27
	Horz%	100	16.86
	Index	100	118
Sports/Athletics-Statements [Agree-Flying A Plane Is An Envable Human Experience]	Unwgt	7593	1088
	(000s)	10175	1300
	Vert%	33.76	30.18
	Horz%	100	12.78
	Index	100	89
Sports/Athletics-Statements [Agree-I Closely Follow At Least 1 Sport During Its Season]	Unwgt	8147	925
	(000s)	10868	1057
	Vert%	36.06	24.54
	Horz%	100	9.73
	Index	100	68
Sports/Athletics-Statements [Agree-I Enjoy Keeping Fit]	Unwgt	11670	1900
	(000s)	14791	2214
	Vert%	49.07	51.4
	Horz%	100	14.97
	Index	100	105
Sports/Athletics-Statements [Agree-Like Activities That Push My Mental&Physical Limits]	Unwgt	10434	1659
	(000s)	13606	1850
	Vert%	45.14	42.95
	Horz%	100	13.6
	Index	100	95
Sports/Athletics-Statements [Agree-I Love Fresh Air And Outdoor Activities]	Unwgt	14589	2448
	(000s)	19286	2841
	Vert%	63.98	65.96
	Horz%	100	14.73
	Index	100	103
Sports/Athletics-Statements [Agree-I Rarely Exercise, Jog Or Play An Active Sport]	Unwgt	6699	1069
	(000s)	9287	1356
	Vert%	30.81	31.48
	Horz%	100	14.6
	Index	100	102
Products and Services-Statements [Agree-When I find a new prod I like,I typically recommend it]	Unwgt	14769	2703
	(000s)	19311	3178
	Vert%	64.07	73.79
	Horz%	100	16.46
	Index	100	115
Products and Services-Statements [Agree-Price is more important to me than the brand name]	Unwgt	10516	1806
	(000s)	14315	2226
	Vert%	47.49	51.68
	Horz%	100	15.55
	Index	100	109



## Clears Decisions Target Market Psychographics - Behavioural

Products and Services- Statements [Agree-People around me expect I gve good advice abt prod/srv]	Unwgt	9447	1580
	(000s)	12539	1851
	Vert%	41.6	42.98
	Horz%	100	14.76
	Index	100	103
Products and Services- Statements [Agree-Brands advertised, better quality thn brands that dont]	Unwgt	3647	488
	(000s)	5342	651
	Vert%	17.72	15.11
	Horz%	100	12.19
	Index	100	85
Products and Services- Statements [Agree-In general, I consider myself to be very brand loyal]	Unwgt	7287	1248
	(000s)	9495	1449
	Vert%	31.5	33.64
	Horz%	100	15.26
	Index	100	107
Products and Services- Statements [Agree-I like to keep informed about new products and svcs]	Unwgt	10104	1739
	(000s)	12973	2026
	Vert%	43.04	47.04
	Horz%	100	15.62
	Index	100	109
Products and Services- Statements [Agree-Im always one of first of my friends to try new prodct]	Unwgt	4363	708
	(000s)	5731	835
	Vert%	19.01	19.39
	Horz%	100	14.57
	Index	100	102
Products and Services- Statements [Agree-Brand name is the best indicator of quality]	Unwgt	4737	688
	(000s)	6479	842
	Vert%	21.49	19.55
	Horz%	100	13
	Index	100	91
Products and Services- Statements [Agree-Ads help me keep up-to-date w new/diff product/service]	Unwgt	8844	1524
	(000s)	11942	1926
	Vert%	39.62	44.72
	Horz%	100	16.13
	Index	100	113
Products and Services- Statements [Agree-I tend to buy based on quality, not price]	Unwgt	11837	1901
	(000s)	14916	2215
	Vert%	49.49	51.43
	Horz%	100	14.85
	Index	100	104
Health Care/Nutrition- Statements [Agree-Im Better Informed About Nutrition Than Avg Person]	Unwgt	9812	1842
	(000s)	11898	2015
	Vert%	39.47	46.78
	Horz%	100	16.94
	Index	100	119
Health Care/Nutrition- Statements [Agree-I Like To Consider Homeopathic And Herbal Remedies]	Unwgt	6655	1439
	(000s)	8499	1643
	Vert%	28.2	38.15
	Horz%	100	19.33
	Index	100	135

## Clears Decisions Target Market Psychographics - Behavioural

Health Care/Nutrition-Statements [Agree-Should Really Try To Eat Foods That Are Better For Me]	Unwgt	13598	2215
	(000s)	18063	2703
	Vert%	59.93	62.76
	Horz%	100	14.96
	Index	100	105
Health Care/Nutrition-Statements [Agree-Regular Exercise Is An Important Part Of My Life]	Unwgt	11837	1965
	(000s)	14997	2282
	Vert%	49.75	52.98
	Horz%	100	15.22
	Index	100	106
Health Care/Nutrition-Statements [Agree-Low Fat Foods Are Important Part Of My Regular Diet]	Unwgt	10624	1808
	(000s)	13187	2021
	Vert%	43.75	46.92
	Horz%	100	15.33
	Index	100	107
Health Care/Nutrition-Statements [Agree-I Try To Avoid Eating Pre-Packaged Foods]	Unwgt	11286	2019
	(000s)	14199	2310
	Vert%	47.11	53.63
	Horz%	100	16.27
	Index	100	114
Health Care/Nutrition-Statements [Agree-I Prefer To Buy Organic Products]	Unwgt	5851	1109
	(000s)	7532	1180
	Vert%	24.99	27.4
	Horz%	100	15.67
	Index	100	110
Health Care/Nutrition-Statements [Agree-Pay Very Close Attn-Nutritnl Content Of Food I Eat]	Unwgt	10597	1986
	(000s)	13019	2220
	Vert%	43.19	51.54
	Horz%	100	17.05
	Index	100	119
Health Care/Nutrition-Statements [Agree-I Monitor The Ingredient Lists On Packaged Foods]	Unwgt	10787	2025
	(000s)	13163	2261
	Vert%	43.67	52.5
	Horz%	100	17.18
	Index	100	120
Health Care/Nutrition-Statements [Agree-Theres Too Much Attn Today On Eat Only HealthyFoods]	Unwgt	6421	832
	(000s)	9007	1130
	Vert%	29.88	26.24
	Horz%	100	12.55
	Index	100	88
Health Care/Nutrition-Statements [Agree-Low Carbohydrate Diets Are Not Really Healthy]	Unwgt	6657	1240
	(000s)	8955	1548
	Vert%	29.71	35.94
	Horz%	100	17.29
	Index	100	121
Health Care/Nutrition-Statements [Agree-I Try To Avoid Eating Foods That Contain Trans Fats]	Unwgt	12818	2206
	(000s)	15953	2529
	Vert%	52.93	58.72
	Horz%	100	15.85
	Index	100	111

## Clears Decisions Target Market Psychographics - Behavioural

Health Care/Nutrition-Statements [Agree-I Try To Avoid Eating At Fast Food Restaurants]	Unwgt	11931	2056
	(000s)	15051	2327
	Vert%	49.93	54.03
	Horz%	100	15.46
	Index	100	108
Health Care/Nutrition-Statements [Agree-My Overall Good Health Depends On Eating Well]	Unwgt	14880	2544
	(000s)	18693	2958
	Vert%	62.02	68.68
	Horz%	100	15.82
	Index	100	111
Health Care/Nutrition-Statements [Agree-I Often Try To Eat Smaller Portions These Days]	Unwgt	11857	2092
	(000s)	14975	2487
	Vert%	49.68	57.74
	Horz%	100	16.61
	Index	100	116
The Environment-Statements [Agree-I'm willing to pay more for enviro-friendly products]	Unwgt	9988	1803
	(000s)	12942	2058
	Vert%	42.94	47.78
	Horz%	100	15.9
	Index	100	111
The Environment-Statements [Agree-I recycle everything I can]	Unwgt	16396	2743
	(000s)	21180	3252
	Vert%	70.27	75.5
	Horz%	100	15.35
	Index	100	107
The Environment-Statements [Agree-Global warming is not man-made-it's natural occurrence]	Unwgt	5168	600
	(000s)	7232	817
	Vert%	23.99	18.97
	Horz%	100	11.3
	Index	100	79
The Environment-Statements [Agree-I am concerned about the quality of our drinking water]	Unwgt	13348	2108
	(000s)	17611	2529
	Vert%	58.43	58.72
	Horz%	100	14.36
	Index	100	100
The Environment-Statements [Agree-Today, too much emphasis on conservation and the enviro]	Unwgt	4465	547
	(000s)	6200	761
	Vert%	20.57	17.67
	Horz%	100	12.27
	Index	100	86
The Environment-Statements [Agree-I give preference to "green" products]	Unwgt	10670	1890
	(000s)	13662	2113
	Vert%	45.33	49.06
	Horz%	100	15.47
	Index	100	108
The Environment-Statements [Agree-I buy products bulk/large sizes to avoid over-pckaging]	Unwgt	9472	1702
	(000s)	12583	1958
	Vert%	41.75	45.46
	Horz%	100	15.56
	Index	100	109

## Clears Decisions Target Market Psychographics - Behavioural

The Environment-Statements [Agree-Some enviro damage is acceptabl consequence of progress]	Unwgt	5812	733
	(000s)	7714	919
	Vert%	25.59	21.34
	Horz%	100	11.91
	Index	100	83
The Environment-Statements [Agree-I refuse excess bagging and wrapping when shopping]	Unwgt	12424	2128
	(000s)	16120	2510
	Vert%	53.48	58.28
	Horz%	100	15.57
	Index	100	109
The Environment-Statements [Agree-Im very concerned about effects of pollution on planet]	Unwgt	14771	2441
	(000s)	18976	2857
	Vert%	62.96	66.33
	Horz%	100	15.06
	Index	100	105
Personal and Social Views- Statements [Agree-I Do Not Manage My Time Very Well]	Unwgt	5855	840
	(000s)	8218	1072
	Vert%	27.26	24.89
	Horz%	100	13.04
	Index	100	91
Personal and Social Views- Statements [Agree-People Say That I'm Decisive And Make Decisions Easily]	Unwgt	9849	1605
	(000s)	12339	1847
	Vert%	40.94	42.88
	Horz%	100	14.97
	Index	100	105
Personal and Social Views- Statements [Agree-There Is A Lot Of Stress In My Life]	Unwgt	9091	1687
	(000s)	12321	1951
	Vert%	40.88	45.3
	Horz%	100	15.83
	Index	100	111
Personal and Social Views- Statements [Agree-I Do Not Like Having Too Many Things To Do At One Time]	Unwgt	10881	1608
	(000s)	14691	1997
	Vert%	48.74	46.37
	Horz%	100	13.59
	Index	100	95
Personal and Social Views- Statements [Agree-I Generally Achieve Everything I Set Out To Do]	Unwgt	14003	2397
	(000s)	18147	2848
	Vert%	60.21	66.12
	Horz%	100	15.69
	Index	100	110
Personal and Social Views- Statements [Agree-It Is Important To Keep Young Looking]	Unwgt	10317	1907
	(000s)	13042	2231
	Vert%	43.27	51.8
	Horz%	100	17.11
	Index	100	120
Personal and Social Views- Statements [Agree-I Feel In Control Of My Life]	Unwgt	13346	2210
	(000s)	17026	2638
	Vert%	56.49	61.25
	Horz%	100	15.49
	Index	100	108



## Clears Decisions Target Market Psychographics - Behavioural

Personal and Social Views-Statements [Agree-Its Imp To Continue Learn New Things Thru out My Life]	Unwgt	17293	2900
	(000s)	22766	3458
	Vert%	75.53	80.29
	Horz%	100	15.19
	Index	100	106
Personal and Social Views-Statements [Agree-I Rarely Give Up When Facing A Difficult Challenge]	Unwgt	15682	2615
	(000s)	20451	3096
	Vert%	67.85	71.88
	Horz%	100	15.14
	Index	100	106
Personal and Social Views-Statements [Agree-I Find I am Easily Swayed By Other People's Views]	Unwgt	5226	930
	(000s)	6864	997
	Vert%	22.77	23.15
	Horz%	100	14.53
	Index	100	102
Personal and Social Views-Statements [Agree-I Enjoy Being Extravagant]	Unwgt	4700	822
	(000s)	6221	973
	Vert%	20.64	22.59
	Horz%	100	15.64
	Index	100	109
Personal and Social Views-Statements [Agree-People Who Know Me Would Describe Me as Cheerful]	Unwgt	14425	2455
	(000s)	18590	2966
	Vert%	61.67	68.86
	Horz%	100	15.95
	Index	100	112
Personal and Social Views-Statements [Agree-I Live A Fairly Hectic Lifestyle]	Unwgt	7336	1496
	(000s)	10016	1761
	Vert%	33.23	40.89
	Horz%	100	17.58
	Index	100	123
Personal and Social Views-Statements [Agree-I Like Taking Risks]	Unwgt	6165	959
	(000s)	8543	1067
	Vert%	28.34	24.77
	Horz%	100	12.49
	Index	100	87
Personal and Social Views-Statements [Agree-To Spend, To Buy Myself... Is Grtest Pleasures In Life]	Unwgt	6375	1125
	(000s)	8553	1347
	Vert%	28.38	31.27
	Horz%	100	15.75
	Index	100	110
Personal and Social Views-Statements [Agree-I'm Willing To Sacrifice Time With Family To Get Ahead]	Unwgt	4022	476
	(000s)	5673	571
	Vert%	18.82	13.26
	Horz%	100	10.07
	Index	100	70
Personal and Social Views-Statements [Agree-I'm Concerned About The Health And Safety Of My Family]	Unwgt	16535	2724
	(000s)	21709	3288
	Vert%	72.02	76.34
	Horz%	100	15.15
	Index	100	106

## Clearts Decisions Target Market Psychographics - Behavioural

Personal and Social Views-Statements [Agree-Material Possessions Are Not Really Important To Me]	Unwgt	10943	1773
	(000s)	14807	2257
	Vert%	49.12	52.4
	Horz%	100	15.24
	Index	100	107
Personal and Social Views-Statements [Agree-Money Is The Best Measure Of Success]	Unwgt	3666	498
	(000s)	4958	584
	Vert%	16.45	13.56
	Horz%	100	11.78
	Index	100	82
Personal and Social Views-Statements [Agree-I Enjoy Entertaining At Home]	Unwgt	12027	2254
	(000s)	15409	2549
	Vert%	51.12	59.18
	Horz%	100	16.54
	Index	100	116
Personal and Social Views-Statements [Agree-Its Imp That Those Around Me Think That Im Doing Well]	Unwgt	8804	1413
	(000s)	11742	1643
	Vert%	38.96	38.15
	Horz%	100	13.99
	Index	100	98
Personal and Social Views-Statements [Agree-I Prefer To Work As Part Of A Team Than Work Alone]	Unwgt	9050	1596
	(000s)	11890	1837
	Vert%	39.45	42.65
	Horz%	100	15.45
	Index	100	108
Personal and Social Views-Statements [Agree-I Often Do Things On The Spur Of The Moment]	Unwgt	8721	1306
	(000s)	11941	1549
	Vert%	39.62	35.96
	Horz%	100	12.97
	Index	100	91
Personal and Social Views-Statements [Agree-I Consider Myself To Be A Spiritual Person]	Unwgt	10515	1720
	(000s)	13339	1999
	Vert%	44.25	46.41
	Horz%	100	14.99
	Index	100	105
Personal and Social Views-Statements [Agree-I Consider Myself To Be A Creative Person]	Unwgt	12505	2019
	(000s)	16419	2392
	Vert%	54.47	55.54
	Horz%	100	14.57
	Index	100	102
Personal and Social Views-Statements [Agree-I Consider Myself Interested In The Arts]	Unwgt	9893	1750
	(000s)	12569	1966
	Vert%	41.7	45.65
	Horz%	100	15.64
	Index	100	109
Personal and Social Views-Statements [Agree-I'm Willing To Volunteer My Time For A Good Cause]	Unwgt	13110	2280
	(000s)	17311	2768
	Vert%	57.43	64.27
	Horz%	100	15.99
	Index	100	112

## Clears Decisions Target Market Psychographics - Behavioural

Personal and Social Views- Statements [Agree-I Have A Keen Sense Of Adventure]	Unwgt	9885	1560
	(000s)	13175	1760
	Vert%	43.71	40.86
	Horz%	100	13.36
Personal and Social Views- Statements [Agree-I Want To Get To The Very Top In My Career]	Index	100	93
	Unwgt	7577	1185
	(000s)	10813	1444
	Vert%	35.87	33.53
Personal and Social Views- Statements [Agree-How I Spend My Time Is More Imp Than The Money I Make]	Horz%	100	13.35
	Index	100	93
	Unwgt	13479	2339
	(000s)	17650	2803
Personal and Social Views- Statements [Agree-Its Important To Have Lasting Relationship w 1 Partner]	Vert%	58.56	65.08
	Horz%	100	15.88
	Index	100	111
	Unwgt	17126	2931
Personal and Social Views- Statements [Agree-Universal Day Care Should Be A Government Priority]	(000s)	22595	3521
	Vert%	74.96	81.75
	Horz%	100	15.58
	Index	100	109
Personal and Social Views- Statements [Agree-I am In Favour of Capital Punishment]	Unwgt	11040	2042
	(000s)	14804	2519
	Vert%	49.11	58.49
	Horz%	100	17.02
Personal and Social Views- Statements [Agree-Use Of Marijuana Should Be Legalized In Canada]	Index	100	119
	Unwgt	8005	1149
	(000s)	11203	1400
	Vert%	37.17	32.51
Personal and Social Views- Statements [Agree-I am In Favour Of Privatizing Healthcare]	Horz%	100	12.5
	Index	100	87
	Unwgt	7115	1066
	(000s)	9544	1187
Personal and Social Views- Statements [Agree-We Should Have Much Stricter Gun Control Laws]	Vert%	31.66	27.56
	Horz%	100	12.44
	Index	100	87
	Unwgt	4076	616
Personal and Social Views- Statements [Agree-More Immigration To Canada Should Be Encouraged]	(000s)	4910	619
	Vert%	16.29	14.37
	Horz%	100	12.61
	Index	100	88
Personal and Social Views- Statements [Agree-I Have A Keen Sense Of Adventure]	Unwgt	12328	2180
	(000s)	15632	2443
	Vert%	51.86	56.72
	Horz%	100	15.63
Personal and Social Views- Statements [Agree-I Want To Get To The Very Top In My Career]	Index	100	109
	Unwgt	6263	1038
	(000s)	8262	1168
	Vert%	27.41	27.12
Personal and Social Views- Statements [Agree-How I Spend My Time Is More Imp Than The Money I Make]	Horz%	100	14.14
	Index	100	99
	Unwgt	13479	2339
	(000s)	17650	2803
Personal and Social Views- Statements [Agree-Its Important To Have Lasting Relationship w 1 Partner]	Vert%	58.56	65.08
	Horz%	100	15.88
	Index	100	111
	Unwgt	17126	2931
Personal and Social Views- Statements [Agree-Universal Day Care Should Be A Government Priority]	(000s)	22595	3521
	Vert%	74.96	81.75
	Horz%	100	15.58
	Index	100	109
Personal and Social Views- Statements [Agree-I am In Favour of Capital Punishment]	Unwgt	11040	2042
	(000s)	14804	2519
	Vert%	49.11	58.49
	Horz%	100	17.02
Personal and Social Views- Statements [Agree-Use Of Marijuana Should Be Legalized In Canada]	Index	100	119
	Unwgt	8005	1149
	(000s)	11203	1400
	Vert%	37.17	32.51
Personal and Social Views- Statements [Agree-I am In Favour Of Privatizing Healthcare]	Horz%	100	12.5
	Index	100	87
	Unwgt	7115	1066
	(000s)	9544	1187
Personal and Social Views- Statements [Agree-We Should Have Much Stricter Gun Control Laws]	Vert%	31.66	27.56
	Horz%	100	12.44
	Index	100	87
	Unwgt	4076	616
Personal and Social Views- Statements [Agree-More Immigration To Canada Should Be Encouraged]	(000s)	4910	619
	Vert%	16.29	14.37
	Horz%	100	12.61
	Index	100	88
Personal and Social Views- Statements [Agree-I Have A Keen Sense Of Adventure]	Unwgt	12328	2180
	(000s)	15632	2443
	Vert%	51.86	56.72
	Horz%	100	15.63
Personal and Social Views- Statements [Agree-I Want To Get To The Very Top In My Career]	Index	100	109
	Unwgt	6263	1038
	(000s)	8262	1168
	Vert%	27.41	27.12
Personal and Social Views- Statements [Agree-How I Spend My Time Is More Imp Than The Money I Make]	Horz%	100	14.14
	Index	100	99
	Unwgt	13479	2339
	(000s)	17650	2803
Personal and Social Views- Statements [Agree-Its Important To Have Lasting Relationship w 1 Partner]	Vert%	58.56	65.08
	Horz%	100	15.88
	Index	100	111
	Unwgt	17126	2931
Personal and Social Views- Statements [Agree-Universal Day Care Should Be A Government Priority]	(000s)	22595	3521
	Vert%	74.96	81.75
	Horz%	100	15.58
	Index	100	109
Personal and Social Views- Statements [Agree-I am In Favour of Capital Punishment]	Unwgt	11040	2042
	(000s)	14804	2519
	Vert%	49.11	58.49
	Horz%	100	17.02
Personal and Social Views- Statements [Agree-Use Of Marijuana Should Be Legalized In Canada]	Index	100	119
	Unwgt	8005	1149
	(000s)	11203	1400
	Vert%	37.17	32.51
Personal and Social Views- Statements [Agree-I am In Favour Of Privatizing Healthcare]	Horz%	100	12.5
	Index	100	87
	Unwgt	7115	1066
	(000s)	9544	1187
Personal and Social Views- Statements [Agree-We Should Have Much Stricter Gun Control Laws]	Vert%	31.66	27.56
	Horz%	100	12.44
	Index	100	87
	Unwgt	4076	616
Personal and Social Views- Statements [Agree-More Immigration To Canada Should Be Encouraged]	(000s)	4910	619
	Vert%	16.29	14.37
	Horz%	100	12.61
	Index	100	88

## Clears Decisions Target Market Psychographics - Behavioural

Personal and Social Views- Statements [Agree-I am Very Supportive Of Alternate Lifestyles]	Unwgt	8703	1730
	(000s)	11643	2122
	Vert%	38.63	49.27
	Horz%	100	18.23
	Index	100	128
Personal and Social Views- Statements [Agree-Violent Behaviour Of Any Kind Is Not Acceptable To Me]	Unwgt	16149	2793
	(000s)	21023	3346
	Vert%	69.75	77.69
	Horz%	100	15.92
	Index	100	111
Personal and Social Views- Statements [Agree-Teenagers Shd Be Told Not To Have Sex At An Early Age]	Unwgt	12354	2081
	(000s)	16564	2561
	Vert%	54.95	59.46
	Horz%	100	15.46
	Index	100	108
Personal and Social Views- Statements [Agree-Believe Should Be Supportive Of Same Sex Relationships]	Unwgt	11431	2235
	(000s)	14699	2633
	Vert%	48.77	61.13
	Horz%	100	17.91
	Index	100	125
Personal and Social Views- Statements [Agree-I Find Exposure To Diff.Peoples/Cultures Rewarding]	Unwgt	14379	2569
	(000s)	18339	2995
	Vert%	60.84	69.54
	Horz%	100	16.33
	Index	100	114

\* Proj relatively unstable due to small base-use with caution.

# Proj too small for reliability-shown for consistency only.

Source: PMB 2013 Spring 2-Year Readership and Product  
Database

Weighted by: Population

Thursday, February 12, 2015 6:14:16



## Clears Decisions Target Market Psychographics – Leisure

Base: All Respondents

		Totals	W25-49 HHI \$50K+
Totals	Unwgt	22313	3533
	(000s)	30142	4307
	Vert%	100	100
	Horz%	100	14.29
	Index	100	100
Activities-Participate inpast Yr BakingFrom Scratch	Unwgt	9503	2133
	(000s)	12158	2590
	Vert%	40.34	60.13
	Horz%	100	21.3
	Index	100	149
Activities-Participate inpast Yr Billiards	Unwgt	2056	250
	(000s)	3022	322
	Vert%	10.03	7.48
	Horz%	100	10.66
	Index	100	75
Activities-Participate inpast Yr BirdWatching	Unwgt	2246	299
	(000s)	2814	360
	Vert%	9.34	8.36
	Horz%	100	12.79
	Index	100	90
Activities-Participate inpast Yr Camping	Unwgt	4388	931
	(000s)	6581	1275
	Vert%	21.83	29.6
	Horz%	100	19.37
	Index	100	136
Activities-Participate inpast Yr CollectingCoins	Unwgt	863	88
	(000s)	1316	153
	Vert%	4.37	3.55
	Horz%	100	11.63
	Index	100	81
Activities-Participate inpast Yr CollectingStamps	Unwgt	506	74
	(000s)	718	80
	Vert%	2.38	1.86
	Horz%	100	11.14
	Index	100	78
Activities-Participate inpast Yr Crafts	Unwgt	3661	924
	(000s)	5072	1220
	Vert%	16.83	28.33
	Horz%	100	24.05
	Index	100	168
Activities-Participate inpast Yr Dancing	Unwgt	3271	724
	(000s)	4780	911
	Vert%	15.86	21.15
	Horz%	100	19.06
	Index	100	133

## Clears Decisions Target Market Psychographics - Leisure

Activities-Participate in past Yr Dressmaking/ Sewing	Unwgt	2383	526
	(000s)	3146	687
	Vert%	10.44	15.95
	Horz%	100	21.84
	Index	100	153
Activities-Participate in past Yr Entertaining At Home	Unwgt	7778	1871
	(000s)	10039	2189
	Vert%	33.31	50.82
	Horz%	100	21.8
	Index	100	153
Activities-Participate in past Yr Gardening	Unwgt	7686	1532
	(000s)	9257	1819
	Vert%	30.71	42.23
	Horz%	100	19.65
	Index	100	138
Activities-Participate in past Yr Gourmet Cooking	Unwgt	3615	840
	(000s)	4473	956
	Vert%	14.84	22.2
	Horz%	100	21.37
	Index	100	150
Activities-Participate in past Yr Knitting	Unwgt	2075	361
	(000s)	2492	445
	Vert%	8.27	10.33
	Horz%	100	17.86
	Index	100	125
Activities-Participate in past Yr Photography	Unwgt	4317	776
	(000s)	5816	961
	Vert%	19.3	22.31
	Horz%	100	16.52
	Index	100	116
Activities-Participate in past Yr Woodworking-Building	Unwgt	2508	196
	(000s)	3569	225
	Vert%	11.84	5.22
	Horz%	100	6.3
	Index	100	44
Participate in past Yr Woodworking-Stripping/Refinishing/Stain	Unwgt	1769	273
	(000s)	2315	377
	Vert%	7.68	8.75
	Horz%	100	16.29
	Index	100	114
Activities-Participate in past Yr Fitness-Aerobics	Unwgt	2124	626
	(000s)	2805	767
	Vert%	9.31	17.81
	Horz%	100	27.34
	Index	100	191
Activities-Participate in past Yr Fitness-Exercise At Home	Unwgt	6678	1385
	(000s)	8668	1768
	Vert%	28.76	41.05
	Horz%	100	20.4
	Index	100	143

## Clears Decisions Target Market Psychographics - Leisure

Activities-Participate inpast Yr Fitness-Health/ FitnessClub	Unwgt	3500	773
	(000s)	4261	880
	Vert%	14.14	20.43
	Horz%	100	20.65
	Index	100	145
Activities-Participate inpast Yr Fitness-Jogging	Unwgt	3068	752
	(000s)	4355	886
	Vert%	14.45	20.57
	Horz%	100	20.34
	Index	100	142
Activities-Participate inpast Yr Fitness-Swimming	Unwgt	4587	982
	(000s)	6337	1248
	Vert%	21.02	28.98
	Horz%	100	19.69
	Index	100	138
Activities-Participate inpast Yr Fitness-Walking/ Hiking	Unwgt	10250	1940
	(000s)	13226	2397
	Vert%	43.88	55.65
	Horz%	100	18.12
	Index	100	127
Activities-Participate inpast Yr Fitness-Yoga/ Pilates	Unwgt	2332	753
	(000s)	2904	847
	Vert%	9.63	19.67
	Horz%	100	29.17
	Index	100	204
Activities-Participate inpast Yr Sports-Badminton	Unwgt	1303	233
	(000s)	1966	300
	Vert%	6.52	6.97
	Horz%	100	15.26
	Index	100	107
Activities-Participate inpast Yr Sports-Bowling	Unwgt	2007	396
	(000s)	3114	625
	Vert%	10.33	14.51
	Horz%	100	20.07
	Index	100	140
Activities-Participate inpast Yr Sports-Golf	Unwgt	3294	395
	(000s)	3950	423
	Vert%	13.1	9.82
	Horz%	100	10.71
	Index	100	75
Activities-Participate inpast Yr Sports-Squash	Unwgt	329	44
	(000s)	518	60
	Vert%	1.72	1.39
	Horz%	100	11.58
	Index	100	81
Activities-Participate inpast Yr Sports-Tennis	Unwgt	1368	243
	(000s)	1792	260
	Vert%	5.95	6.04
	Horz%	100	14.51
	Index	100	102

## Cleares Decisions Target Market Psychographics - Leisure

Activities-Participate in past Yr Sports-Cross-Country Skiing	Unwgt	1199	205
	(000s)	1470	238
	Vert%	4.88	5.53
	Horz%	100	16.19
	Index	100	113
Activities-Participate in past Yr Sports-Downhill Skiing	Unwgt	1901	422
	(000s)	2239	435
	Vert%	7.43	10.1
	Horz%	100	19.43
	Index	100	136
Activities-Participate in past Yr Sports-Snowboarding	Unwgt	936	132
	(000s)	1400	124
	Vert%	4.64	2.88
	Horz%	100	8.86
	Index	100	62
Activities-Participate in past Yr Sports-Snowmobiling	Unwgt	621	105
	(000s)	1120	132
	Vert%	3.72	3.06
	Horz%	100	11.79
	Index	100	82
Activities-Participate in past Yr Sports-Ice Skating	Unwgt	3356	754
	(000s)	4700	911
	Vert%	15.59	21.15
	Horz%	100	19.38
	Index	100	136
Activities-Participate in past Yr Sports- In-Line Skating	Unwgt	773	208
	(000s)	972	218
	Vert%	3.22	5.06
	Horz%	100	22.43
	Index	100	157
Activities-Participate in past Yr Sports-Mountain Biking	Unwgt	1494	232
	(000s)	2178	254
	Vert%	7.23	5.9
	Horz%	100	11.66
	Index	100	82
Activities-Participate in past Yr Sports-Bicycle Riding	Unwgt	5637	1100
	(000s)	7067	1306
	Vert%	23.45	30.32
	Horz%	100	18.48
	Index	100	129
Activities-Participate in past Yr Sports-Motorcycling	Unwgt	784	106
	(000s)	1232	117
	Vert%	4.09	2.72
	Horz%	100	9.5
	Index	100	66
Activities-Participate in past Yr Sports-Archery	Unwgt	447	44
	(000s)	732	42
	Vert%	2.43	0.98
	Horz%	100	5.74
	Index	100	40

## Clears Decisions Target Market Psychographics - Leisure

Activities-Participate inpast Yr Sports-Fishing	Unwgt	2853	374
	(000s)	4429	536
	Vert%	14.69	12.44
	Horz%	100	12.1
	Index	100	85
Activities-Participate inpast Yr Sports-Hunting	Unwgt	817	52
	(000s)	1338	71
	Vert%	4.44	1.65
	Horz%	100	5.31
	Index	100	37
Activities-Participate inpast Yr TeamSports- Basketball	Unwgt	1026	84
	(000s)	1701	115
	Vert%	5.64	2.67
	Horz%	100	6.76
	Index	100	47
Activities-Participate inpast Yr Team Sport-Baseball/ Softball	Unwgt	825	96
	(000s)	1342	119
	Vert%	4.45	2.76
	Horz%	100	8.87
	Index	100	62
Activities-Participate inpast Yr TeamSports-Football	Unwgt	633	31
	(000s)	1005	30*
	Vert%	3.33	0.7
	Horz%	100	2.99
	Index	100	21
Activities-Participate inpast Yr TeamSports-Soccer	Unwgt	1531	166
	(000s)	2441	193
	Vert%	8.1	4.48
	Horz%	100	7.91
	Index	100	55
Activities-Participate inpast Yr TeamSports- Volleyball	Unwgt	979	129
	(000s)	1587	177
	Vert%	5.27	4.11
	Horz%	100	11.15
	Index	100	78
Activities-Participate inpast Yr TeamSports-Curling	Unwgt	475	58
	(000s)	623	54
	Vert%	2.07	1.25
	Horz%	100	8.67
	Index	100	61
Activities-Participate inpast Yr TeamSports-Ice Hockey	Unwgt	1454	114
	(000s)	2200	171
	Vert%	7.3	3.97
	Horz%	100	7.77
	Index	100	54
Activities-Participate inpast Yr TeamSports-RollerHockey	Unwgt	282	25
	(000s)	509	21*
	Vert%	1.69	0.49
	Horz%	100	4.13
	Index	100	29



## Cleairs Decisions Target Market Psychographics – Leisure

Activities-Participate inpast Yr Boating-Canoeing	Unwgt	2414	435
	(000s)	3508	464
	Vert%	11.64	10.77
	Horz%	100	13.23
	Index	100	93
Activities-Participate inpast Yr Boating-Power Boating	Unwgt	2487	490
	(000s)	3392	633
	Vert%	11.25	14.7
	Horz%	100	18.66
	Index	100	131
Activities-Participate inpast Yr Boating-Rowing	Unwgt	433	69
	(000s)	624	92
	Vert%	2.07	2.14
	Horz%	100	14.74
	Index	100	103
Activities-Participate inpast Yr Boating-Sailing	Unwgt	607	80
	(000s)	726	81
	Vert%	2.41	1.88
	Horz%	100	11.16
	Index	100	78
Activities-Participate inpast Yr Boating-Wind Surfing	Unwgt	184	20
	(000s)	276	24#
	Vert%	0.92	0.56
	Horz%	100	8.7
	Index	100	61
Activities- AttendPast Yr LiveTheatre	Unwgt	5217	963
	(000s)	6035	1069
	Vert%	20.02	24.82
	Horz%	100	17.71
	Index	100	124
Activities- AttendPast Yr Ballet	Unwgt	852	188
	(000s)	1007	212
	Vert%	3.34	4.92
	Horz%	100	21.05
	Index	100	147
Activities- AttendPast Yr Opera	Unwgt	810	102
	(000s)	829	84
	Vert%	2.75	1.95
	Horz%	100	10.13
	Index	100	71
Activities- AttendPast Yr MusicConcerts- Classical	Unwgt	1764	238
	(000s)	1821	189
	Vert%	6.04	4.39
	Horz%	100	10.38
	Index	100	73
Activities- AttendPast Yr MusicConcerts- Popular	Unwgt	2663	542
	(000s)	3093	547
	Vert%	10.26	12.7
	Horz%	100	17.69
	Index	100	124

## Cleairs Decisions Target Market Psychographics - Leisure

Activities- AttendPast Yr MusicConcerts-Jazz	Unwgt	826	142
	(000s)	941	131
	Vert%	3.12	3.04
	Horz%	100	13.92
	Index	100	97
Activities- AttendPast Yr MusicConcerts-Rock	Unwgt	2539	504
	(000s)	3461	557
	Vert%	11.48	12.93
	Horz%	100	16.09
	Index	100	113
Activities- AttendPast Yr MusicConcerts- Country	Unwgt	1082	162
	(000s)	1557	223
	Vert%	5.17	5.18
	Horz%	100	14.32
	Index	100	100
Activities- AttendPast Yr Museum	Unwgt	5067	936
	(000s)	6061	1011
	Vert%	20.11	23.47
	Horz%	100	16.68
	Index	100	117
Activities- AttendPast Yr Art Gallery	Unwgt	3156	556
	(000s)	3564	558
	Vert%	11.82	12.96
	Horz%	100	15.66
	Index	100	110
Activities- AttendPast Yr AmusementParks	Unwgt	2922	844
	(000s)	4051	1004
	Vert%	13.44	23.31
	Horz%	100	24.78
	Index	100	173
Activities- AttendPast Yr Zoo/Aquariums	Unwgt	3562	989
	(000s)	4704	1122
	Vert%	15.61	26.05
	Horz%	100	23.85
	Index	100	167
Activities- AttendPast Yr Spas	Unwgt	2654	954
	(000s)	2965	963
	Vert%	9.84	22.36
	Horz%	100	32.48
	Index	100	227
Activities- AttendPast Yr Nightclubs/Bars	Unwgt	4266	966
	(000s)	5891	1155
	Vert%	19.54	26.82
	Horz%	100	19.61
	Index	100	137
Activities- AttendPast Yr Pro SportsEvents- Auto Racing	Unwgt	635	68
	(000s)	881	73
	Vert%	2.92	1.69
	Horz%	100	8.29
	Index	100	58

## Cleats Decisions Target Market Psychographics - Leisure

Activities- AttendPast Yr Pro SportsEvents- Baseball	Unwgt	1102	160
	(000s)	1457	171
	Vert%	4.83	3.97
	Horz%	100	11.74
	Index	100	82
Activities- AttendPast Yr Pro SportsEvents- Basketball	Unwgt	456	78
	(000s)	626	88
	Vert%	2.08	2.04
	Horz%	100	14.06
	Index	100	98
Activities- AttendPast Yr Pro SportsEvents- FigureSkating	Unwgt	255	51
	(000s)	330	73
	Vert%	1.09	1.69
	Horz%	100	22.12
	Index	100	155
Activities- AttendPast Yr Pro SportsEvents- Football	Unwgt	1155	186
	(000s)	1470	205
	Vert%	4.88	4.76
	Horz%	100	13.95
	Index	100	98
Activities- AttendPast Yr Pro SportsEvents- Golf	Unwgt	499	34
	(000s)	576	45*
	Vert%	1.91	1.04
	Horz%	100	7.81
	Index	100	55
Activities- AttendPast Yr Pro SportsEvents- HorseRacing	Unwgt	399	73
	(000s)	542	107
	Vert%	1.8	2.48
	Horz%	100	19.74
	Index	100	138
Activities- AttendPast Yr Pro SportsEvents- Hockey	Unwgt	3472	553
	(000s)	4425	656
	Vert%	14.68	15.23
	Horz%	100	14.82
	Index	100	104
Activities- AttendPast Yr Pro SportsEvents- Soccer	Unwgt	666	111
	(000s)	878	126
	Vert%	2.91	2.93
	Horz%	100	14.35
	Index	100	100
Activities- AttendPast Yr Pro SportsEvents- Tennis	Unwgt	438	84
	(000s)	443	65
	Vert%	1.47	1.51
	Horz%	100	14.67
	Index	100	103
Activities- AttendPast Yr Pro SportsEvents- Wrestling	Unwgt	201	23
	(000s)	369	43*
	Vert%	1.22	1
	Horz%	100	11.65
	Index	100	82

## Clears Decisions Target Market Psychographics - Leisure

Movies-Attended/Past 12 Mos-Yes	Unwgt	13738	2636
	(000s)	18301	3151
	Vert%	60.72	73.16
	Horz%	100	17.22
	Index	100	120
Movies-#1+ TimesAttended/Past 3Mos	Unwgt	12479	2402
	(000s)	16611	2870
	Vert%	55.11	66.64
	Horz%	100	17.28
	Index	100	121
Movies-Type OfMovies Attend-Action/ Adventure	Unwgt	8249	1447
	(000s)	11455	1715
	Vert%	38	39.82
	Horz%	100	14.97
	Index	100	105
Movies-Type OfMovies Attend-Animated	Unwgt	2791	636
	(000s)	4256	762
	Vert%	14.12	17.69
	Horz%	100	17.9
	Index	100	125
Movies-Type OfMovies Attend-Comedy	Unwgt	8040	1599
	(000s)	10983	1952
	Vert%	36.44	45.32
	Horz%	100	17.77
	Index	100	124
Movies-Type OfMovies Attend-Drama	Unwgt	6334	1289
	(000s)	7652	1428
	Vert%	25.39	33.16
	Horz%	100	18.66
	Index	100	131
Movies-Type OfMovies Attend-Family/ ChildrenOriented	Unwgt	3385	1009
	(000s)	4764	1237
	Vert%	15.81	28.72
	Horz%	100	25.97
	Index	100	182
Movies-Type OfMovies Attend-Foreign	Unwgt	1376	211
	(000s)	1445	158
	Vert%	4.79	3.67
	Horz%	100	10.93
	Index	100	77
Movies-Type OfMovies Attend-Horror	Unwgt	1873	278
	(000s)	3191	403
	Vert%	10.59	9.36
	Horz%	100	12.63
	Index	100	88
Movies-Type OfMovies Attend-Science Fiction	Unwgt	2870	404
	(000s)	4126	469
	Vert%	13.69	10.89
	Horz%	100	11.37
	Index	100	80

## Clears Decisions Target Market Psychographics - Leisure

Movies-Type Of Movies Attend-Other	Unwgt	1422	188
	(000s)	1971	236
	Vert%	6.54	5.48
	Horz%	100	11.97
	Index	100	84
Sports/Rec- Own/Bought pst 12 Mos-Boating Equipment	Unwgt	2526	445
	(000s)	3305	568
	Vert%	10.96	13.19
	Horz%	100	17.19
	Index	100	120
Sports/Rec- Own/Bought pst 12 Mos-Camping Equipment	Unwgt	5869	1340
	(000s)	8149	1602
	Vert%	27.04	37.2
	Horz%	100	19.66
	Index	100	138
Sports/Rec- Own/Bought pst 12 Mos-Exercise Equipment	Unwgt	5821	1374
	(000s)	7223	1625
	Vert%	23.96	37.73
	Horz%	100	22.5
	Index	100	157
Sports/Rec- Own/Bought pst 12 Mos-Fishing Equipment	Unwgt	3850	584
	(000s)	5489	773
	Vert%	18.21	17.95
	Horz%	100	14.08
	Index	100	99
Sports/Rec- Own/Bought pst 12 Mos-Golf Equipment	Unwgt	4359	666
	(000s)	5161	734
	Vert%	17.12	17.04
	Horz%	100	14.22
	Index	100	100
Sports/Rec- Own/Bought pst 12 Mos-Hockey Equipment	Unwgt	2201	281
	(000s)	3153	384
	Vert%	10.46	8.92
	Horz%	100	12.18
	Index	100	85
Sports/Rec- Own/Bought pst 12 Mos-Hunting Equipment	Unwgt	1107	98
	(000s)	1702	143
	Vert%	5.65	3.32
	Horz%	100	8.4
	Index	100	59
Sports/Rec- Own/Bought pst 12 Mos-Ski Equipment-Cross-Country	Unwgt	1976	369
	(000s)	2172	424
	Vert%	7.21	9.84
	Horz%	100	19.52
	Index	100	137
Sports/Rec- Own/Bought pst 12 Mos-Ski Equipment-Downhill	Unwgt	2452	542
	(000s)	2480	494
	Vert%	8.23	11.47
	Horz%	100	19.92
	Index	100	139



## Clears Decisions Target Market Psychographics - Leisure

Sports/Rec- Own/Bought pst 12 Mos-Snowboarding Equ	Unwgt	1101	199
	(000s)	1554	235
	Vert%	5.16	5.46
	Horz%	100	15.12
	Index	100	106
Sports/Rec- Own/Bought pst 12 Mos-Other	Unwgt	2100	358
	(000s)	2746	422
	Vert%	9.11	9.8
	Horz%	100	15.37
	Index	100	108
Sporting Goods-Amount Spent ForEquip Past 12 Mos-\$1+	Unwgt	6959	1173
	(000s)	9276	1524
	Vert%	30.77	35.38
	Horz%	100	16.43
	Index	100	115
Sporting Goods-Amount Spent ForClothing Past 12Mos-\$1+	Unwgt	4011	910
	(000s)	5058	1000
	Vert%	16.78	23.22
	Horz%	100	19.77
	Index	100	138
Sporting Goods-Bought In Past 12Mos- Sears	Unwgt	346	46
	(000s)	451	72
	Vert%	1.5	1.67
	Horz%	100	15.96
	Index	100	112
Sporting Goods-Bought In Past 12Mos- SearsCatalogue	Unwgt	61	16
	(000s)	84	13#
	Vert%	0.28	0.3
	Horz%	100	15.48
	Index	100	108
Sporting Goods-Bought In Past 12Mos-The Bay	Unwgt	120	16
	(000s)	121	17#
	Vert%	0.4	0.39
	Horz%	100	14.05
	Index	100	98
Sporting Goods-Bought In Past 12Mos- Walmart	Unwgt	1366	278
	(000s)	2365	413
	Vert%	7.85	9.59
	Horz%	100	17.46
	Index	100	122
Sporting Goods-Bought In Past 12Mos- Zellers	Unwgt	262	59
	(000s)	378	72
	Vert%	1.25	1.67
	Horz%	100	19.05
	Index	100	133
Sporting Goods-Bought In Past 12Mos- André LalondeSports	Unwgt	60	23
	(000s)	55	17*
	Vert%	0.18	0.39
	Horz%	100	30.91
	Index	100	216

## Clearts Decisions Target Market Psychographics - Leisure

Sporting Goods-Bought In Past 12Mos- Athlete'sWorld	Unwgt	157	22
	(000s)	243	36*
	Vert%	0.81	0.84
	Horz%	100	14.81
	Index	100	104
Sporting Goods-Bought In Past 12Mos- Atmosphere	Unwgt	371	86
	(000s)	404	73
	Vert%	1.34	1.69
	Horz%	100	18.07
	Index	100	126
Sporting Goods-Bought In Past 12Mos- Baron Sports/S.A.I.L.	Unwgt	277	35
	(000s)	296	32*
	Vert%	0.98	0.74
	Horz%	100	10.81
	Index	100	76
Sporting Goods-Bought In Past 12Mos- BernardTrottier	Unwgt	78	21
	(000s)	80	20*
	Vert%	0.27	0.46
	Horz%	100	25
	Index	100	175
Sporting Goods-Bought In Past 12Mos- BoutiqueCourir	Unwgt	73	13
	(000s)	49	12#
	Vert%	0.16	0.28
	Horz%	100	24.49
	Index	100	171
Sporting Goods-Bought In Past 12Mos- BoutiqueOberson	Unwgt	79	16
	(000s)	43	4#
	Vert%	0.14	0.09
	Horz%	100	9.3
	Index	100	65
Sporting Goods-Bought In Past 12Mos- Champs	Unwgt	85	7
	(000s)	126	11#
	Vert%	0.42	0.26
	Horz%	100	8.73
	Index	100	61
Sporting Goods-Bought In Past 12Mos- ExcellenceSports	Unwgt	63	19
	(000s)	109	18#
	Vert%	0.36	0.42
	Horz%	100	16.51
	Index	100	116
Sporting Goods-Bought In Past 12Mos-Foot Locker	Unwgt	223	28
	(000s)	388	31*
	Vert%	1.29	0.72
	Horz%	100	7.99
	Index	100	56
Sporting Goods-Bought In Past 12Mos-Golf Town	Unwgt	921	108
	(000s)	942	100
	Vert%	3.13	2.32
	Horz%	100	10.62
	Index	100	74

## Clearts Decisions Target Market Psychographics - Leisure

Sporting Goods-Bought In Past 12Mos- La Cordée-Plein Air	Unwgt	187	48
	(000s)	127	26
	Vert%	0.42	0.6
	Horz%	100	20.47
	Index	100	143
Sporting Goods-Bought In Past 12Mos- NationalSports	Unwgt	159	28
	(000s)	237	25*
	Vert%	0.79	0.58
	Horz%	100	10.55
	Index	100	74
Sporting Goods-Bought In Past 12Mos- Nevada Bob's	Unwgt	92	5
	(000s)	142	9#
	Vert%	0.47	0.21
	Horz%	100	6.34
	Index	100	44
Sporting Goods-Bought In Past 12Mos- Runners World	Unwgt	81	17
	(000s)	102	18#
	Vert%	0.34	0.42
	Horz%	100	17.65
	Index	100	124
Sporting Goods-Bought In Past 12Mos- Sport Chek	Unwgt	1272	261
	(000s)	1961	363
	Vert%	6.51	8.43
	Horz%	100	18.51
	Index	100	130
Sporting Goods-Bought In Past 12Mos- Sport Mart	Unwgt	336	72
	(000s)	509	86
	Vert%	1.69	2
	Horz%	100	16.9
	Index	100	118
Sporting Goods-Bought In Past 12Mos- Sporting Life	Unwgt	161	45
	(000s)	212	44
	Vert%	0.7	1.02
	Horz%	100	20.75
	Index	100	145
Sporting Goods-Bought In Past 12Mos- Sports Experts	Unwgt	1076	202
	(000s)	1034	165
	Vert%	3.43	3.83
	Horz%	100	15.96
	Index	100	112
Sporting Goods-Bought In Past 12Mos- Tommy/ Lefevre	Unwgt	75	11
	(000s)	107	18#
	Vert%	0.35	0.42
	Horz%	100	16.82
	Index	100	118
Sporting Goods-Bought In Past 12Mos- OtherSpecialty SportingStore	Unwgt	2218	369
	(000s)	2775	400
	Vert%	9.21	9.29
	Horz%	100	14.41
	Index	100	101

## Clearts Decisions Target Market Psychographics - Leisure

Sporting Goods-Bought In Past 12Mos-Play It AgainSports	Unwgt	359	54
	(000s)	550	52
	Vert%	1.82	1.21
	Horz%	100	9.45
	Index	100	66
Sporting Goods-Bought In Past 12Mos- Other SecondHand Stores	Unwgt	215	42
	(000s)	292	63
	Vert%	0.97	1.46
	Horz%	100	21.58
	Index	100	151
Sporting Goods-Bought In Past 12Mos- Canadian Tire	Unwgt	2082	396
	(000s)	3045	568
	Vert%	10.1	13.19
	Horz%	100	18.65
	Index	100	131
Sporting Goods-Bought In Past 12Mos- Costco	Unwgt	681	169
	(000s)	839	211
	Vert%	2.78	4.9
	Horz%	100	25.15
	Index	100	176
Sporting Goods-Bought In Past 12Mos- Mountain Co-op	Unwgt	839	185
	(000s)	930	170
	Vert%	3.09	3.95
	Horz%	100	18.28
	Index	100	128
Sporting Goods-Bought In Past 12Mos- Other Stores	Unwgt	1880	409
	(000s)	2632	533
	Vert%	8.73	12.38
	Horz%	100	20.25
	Index	100	142
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- AllTerrain Vehicle	Unwgt	1362	248
	(000s)	2108	354
	Vert%	6.99	8.22
	Horz%	100	16.79
	Index	100	118
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- Motorhome/ RV	Unwgt	592	102
	(000s)	738	127
	Vert%	2.45	2.95
	Horz%	100	17.21
	Index	100	120
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- Camper/Trailer	Unwgt	1302	272
	(000s)	1882	370
	Vert%	6.24	8.59
	Horz%	100	19.66
	Index	100	138
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- Snowmobile	Unwgt	625	144
	(000s)	1133	222
	Vert%	3.76	5.15
	Horz%	100	19.59
	Index	100	137

## Cleares Decisions Target Market Psychographics - Leisure

Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- Bicycle	Unwgt	6446	1280
	(000s)	8093	1484
	Vert%	26.85	34.46
	Horz%	100	18.34
	Index	100	128
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- Sailboat	Unwgt	294	30
	(000s)	293	31*
	Vert%	0.97	0.72
	Horz%	100	10.58
	Index	100	74
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- Windsurfer/Surfboard	Unwgt	198	33
	(000s)	244	29*
	Vert%	0.81	0.67
	Horz%	100	11.89
	Index	100	83
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- Personal Water Craft	Unwgt	240	51
	(000s)	305	48
	Vert%	1.01	1.11
	Horz%	100	15.74
	Index	100	110
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- PowerBoat- Inboard Motor	Unwgt	570	128
	(000s)	721	179
	Vert%	2.39	4.16
	Horz%	100	24.83
	Index	100	174
Rec Item/Vehicle- Own/lease/boughtpst 12 Mos- PowerBoat- OutboardMotor	Unwgt	1160	143
	(000s)	1627	229
	Vert%	5.4	5.32
	Horz%	100	14.07
	Index	100	99
Public Activities-In Past 2 Years - Wrote To A PublicOfficial	Unwgt	1462	182
	(000s)	1792	238
	Vert%	5.95	5.53
	Horz%	100	13.28
	Index	100	93
Public Activities-In Past 2 Years - Wrote To An EditorOf A Paper/Magazine	Unwgt	819	109
	(000s)	1081	162
	Vert%	3.59	3.76
	Horz%	100	14.99
	Index	100	105
Public Activities-In Past 2 Years - Were Active InSocial Issue/Comm. Project	Unwgt	1873	318
	(000s)	2224	395
	Vert%	7.38	9.17
	Horz%	100	17.76
	Index	100	124
Public Activities-In Past 2 Years - Worked For APolitical Party/Canate	Unwgt	497	51
	(000s)	611	65
	Vert%	2.03	1.51
	Horz%	100	10.64
	Index	100	74



## Clears Decisions Target Market Psychographics - Leisure

Public Activities-In Past 2 Years - Volunteer Work	Unwgt	6122	1032
	(000s)	7961	1271
	Vert%	26.41	29.51
	Horz%	100	15.97
	Index	100	112
Restaurants-Personally Used InPast 30 Days-Yes	Unwgt	19070	3184
	(000s)	25194	3872
	Vert%	83.58	89.9
	Horz%	100	15.37
	Index	100	108
Restaurants-1+Times used in past30 days-Delivery	Unwgt	6017	1279
	(000s)	8650	1455
	Vert%	28.7	33.78
	Horz%	100	16.82
	Index	100	118
Restaurants-1+Times used in past30 days-Drive Thru	Unwgt	6334	1512
	(000s)	9381	1954
	Vert%	31.12	45.37
	Horz%	100	20.83
	Index	100	146
Restaurants- 1+Times used in past30 days-Eat-In	Unwgt	14794	2626
	(000s)	18978	3085
	Vert%	62.96	71.63
	Horz%	100	16.26
	Index	100	114
Restaurants- 1+Times used in past30 days-Take-Out	Unwgt	8358	1717
	(000s)	11599	2205
	Vert%	38.48	51.2
	Horz%	100	19.01
	Index	100	133
Restaurants-Type of- Buffets	Unwgt	3394	504
	(000s)	4865	648
	Vert%	16.14	15.05
	Horz%	100	13.32
	Index	100	93
Restaurants-Type of- Cafeteria	Unwgt	1435	240
	(000s)	2003	341
	Vert%	6.65	7.92
	Horz%	100	17.02
	Index	100	119
Restaurants-Type of- Casual/Family Dining	Unwgt	9970	1881
	(000s)	12900	2322
	Vert%	42.8	53.91
	Horz%	100	18
	Index	100	126
Restaurants-Type of- Convenience Store	Unwgt	986	139
	(000s)	1602	211
	Vert%	5.31	4.9
	Horz%	100	13.17
	Index	100	92

## Clears Decisions Target Market Psychographics - Leisure

Restaurants-Type of-Department Store	Unwgt	641	98
	(000s)	864	116
	Vert%	2.87	2.69
	Horz%	100	13.43
	Index	100	94
Restaurants-Type of-Food Court	Unwgt	4681	934
	(000s)	6454	1172
	Vert%	21.41	27.21
	Horz%	100	18.16
	Index	100	127
Restaurants-Type of-Grocery Store TakeOut	Unwgt	2175	489
	(000s)	3042	535
	Vert%	10.09	12.42
	Horz%	100	17.59
	Index	100	123
Restaurants- Typeof -Quick Service/Fast Food	Unwgt	5871	1223
	(000s)	8070	1449
	Vert%	26.77	33.64
	Horz%	100	17.96
	Index	100	126
Restaurants-Type of-Coffee/Donut Shops	Unwgt	6056	1194
	(000s)	8318	1538
	Vert%	27.6	35.71
	Horz%	100	18.49
	Index	100	129
Restaurants-Type of-Other	Unwgt	2516	390
	(000s)	2937	396
	Vert%	9.74	9.19
	Horz%	100	13.48
	Index	100	94
Restaurants-Type ofFood- Oriental	Unwgt	8198	1396
	(000s)	11219	1675
	Vert%	37.22	38.89
	Horz%	100	14.93
	Index	100	104
Restaurants-Type ofFood- Chinese	Unwgt	7504	1198
	(000s)	10587	1534
	Vert%	35.12	35.62
	Horz%	100	14.49
	Index	100	101
Restaurants-Type ofFood-Thai	Unwgt	2952	700
	(000s)	3202	639
	Vert%	10.62	14.84
	Horz%	100	19.96
	Index	100	140
Restaurants-Type ofFood- Japanese	Unwgt	2469	560
	(000s)	2861	568
	Vert%	9.49	13.19
	Horz%	100	19.85
	Index	100	139

## Clears Decisions Target Market Psychographics – Leisure

Restaurants-Type ofFood-Indian	Unwgt	1552	358
	(000s)	1958	434
	Vert%	6.5	10.08
	Horz%	100	22.17
	Index	100	155
Restaurants-Type ofFood-Other Asian(Vietnamese,etc)	Unwgt	1719	343
	(000s)	2037	343
	Vert%	6.76	7.96
	Horz%	100	16.84
	Index	100	118
Restaurants-Type ofFood-Pizza	Unwgt	9143	1768
	(000s)	12909	2298
	Vert%	42.83	53.36
	Horz%	100	17.8
	Index	100	125
Restaurants-Type ofFood-Other Italian	Unwgt	2839	511
	(000s)	3282	553
	Vert%	10.89	12.84
	Horz%	100	16.85
	Index	100	118
Restaurants-Type ofFood-American	Unwgt	3408	519
	(000s)	4265	600
	Vert%	14.15	13.93
	Horz%	100	14.07
	Index	100	98
Restaurants-Type ofFood-Greek	Unwgt	2230	415
	(000s)	2559	445
	Vert%	8.49	10.33
	Horz%	100	17.39
	Index	100	122
Restaurants-Type ofFood-French	Unwgt	1131	183
	(000s)	1011	127
	Vert%	3.35	2.95
	Horz%	100	12.56
	Index	100	88
Restaurants-Type ofFood-Other Ethnic(Mexican, etc)	Unwgt	1062	240
	(000s)	1270	244
	Vert%	4.21	5.67
	Horz%	100	19.21
	Index	100	134
Restaurants-Type ofFood-Bar/Pub Food	Unwgt	3029	588
	(000s)	3877	662
	Vert%	12.86	15.37
	Horz%	100	17.08
	Index	100	119
Restaurants-Type ofFood-Steakhouse	Unwgt	2602	412
	(000s)	3397	492
	Vert%	11.27	11.42
	Horz%	100	14.48
	Index	100	101

# Clears Decisions Target Market Psychographics - Leisure

Restaurants-Type ofFood-Seafood	Unwgt	2353	292
	(000s)	2950	324
	Vert%	9.79	7.52
	Horz%	100	10.98
	Index	100	77
Restaurants-Type ofFood-Chicken	Unwgt	5269	802
	(000s)	6745	931
	Vert%	22.38	21.62
	Horz%	100	13.8
	Index	100	97
Restaurants-Type ofFood-Burgers	Unwgt	6796	1177
	(000s)	9729	1559
	Vert%	32.28	36.2
	Horz%	100	16.02
	Index	100	112
Restaurants-Type ofFood-Bistro StyleFood	Unwgt	1249	243
	(000s)	1257	231
	Vert%	4.17	5.36
	Horz%	100	18.38
	Index	100	129
Restaurants-Type ofFood-Sub/Sandwiches	Unwgt	4221	835
	(000s)	6095	1077
	Vert%	20.22	25.01
	Horz%	100	17.67
	Index	100	124
Restaurants-Type ofFood-Ice Cream	Unwgt	2563	483
	(000s)	3633	619
	Vert%	12.05	14.37
	Horz%	100	17.04
	Index	100	119
Restaurants-Type ofFood-Taco	Unwgt	977	203
	(000s)	1529	284
	Vert%	5.07	6.59
	Horz%	100	18.57
	Index	100	130
Restaurants-Type ofFood-Other	Unwgt	2439	412
	(000s)	3324	506
	Vert%	11.03	11.75
	Horz%	100	15.22
	Index	100	107
High QualityRestaurants-Ate At/Past 12 Mos-Yes	Unwgt	9718	1956
	(000s)	11259	2193
	Vert%	37.35	50.92
	Horz%	100	19.48
	Index	100	136
High QualityRestaurants-#1+Times Ate/Past 30Days	Unwgt	8291	1633
	(000s)	9502	1813
	Vert%	31.52	42.09
	Horz%	100	19.08
	Index	100	134

## Cleares Decisions Target Market Psychographics - Leisure

Casinos-PersonallyVisited In Past 12Mos-Yes	Unwgt	3612	575
	(000s)	4681	750
	Vert%	15.53	17.41
	Horz%	100	16.02
	Index	100	112
Casinos-#1+ TimesVisited In Past 3Mos	Unwgt	3063	463
	(000s)	4000	575
	Vert%	13.27	13.35
	Horz%	100	14.38
	Index	100	101
Casinos-TypeVisited In Past 3Mos Casino	Unwgt	2732	445
	(000s)	3505	559
	Vert%	11.63	12.98
	Horz%	100	15.95
	Index	100	112
Casinos-TypeVisited In Past 3Mos Local Charity/Fair Casino	Unwgt	112	17
	(000s)	182	15#
	Vert%	0.6	0.35
	Horz%	100	8.24
	Index	100	58
Bingo/Video LotteryTerminals-Visited/Past 3 Mos-Yes	Unwgt	1542	236
	(000s)	2229	349
	Vert%	7.39	8.1
	Horz%	100	15.66
	Index	100	110
Bingo/Video LotteryTerminals-TypesVisited/Past 3 Mos-Bingo Hall	Unwgt	477	76
	(000s)	691	104
	Vert%	2.29	2.41
	Horz%	100	15.05
	Index	100	105
Bingo/Video LotteryTerminals-TypesVisited/Past 3 Mos-Video LotteryTerminals	Unwgt	965	155
	(000s)	1415	230
	Vert%	4.69	5.34
	Horz%	100	16.25
	Index	100	114
Lottery Tickets-Bought/Past 12 Mos-Yes	Unwgt	11492	1865
	(000s)	14773	2370
	Vert%	49.01	55.03
	Horz%	100	16.04
	Index	100	112
Lottery Tickets-\$Spent/AverageMonth-\$5.00+	Unwgt	9286	1428
	(000s)	12109	1894
	Vert%	40.17	43.97
	Horz%	100	15.64
	Index	100	109
Lottery Ticket-Scratch Game-\$1Ticket-# Bought/Avg Month-1+	Unwgt	1563	264
	(000s)	2184	362
	Vert%	7.25	8.4
	Horz%	100	16.58
	Index	100	116



Clears Decisions Target Market Psychographics - Leisure

Lottery Ticket-Scratch Game- \$2Ticket-# Bought/Avg Month-1+	Unwgt	1998	320
	(000s)	2629	393
	Vert%	8.72	9.12
	Horz%	100	14.95
	Index	100	105
Lottery Ticket-Scratch Game- \$3Ticket-# Bought/Avg Month-1+	Unwgt	1483	267
	(000s)	2216	379
	Vert%	7.35	8.8
	Horz%	100	17.1
	Index	100	120
Lottery Ticket-Scratch Game- \$4Ticket-# Bought/Avg Month-1+	Unwgt	1824	351
	(000s)	2454	420
	Vert%	8.14	9.75
	Horz%	100	17.11
	Index	100	120
Cigarettes-Personally SmokedIn Past 12 Mos- Yes	Unwgt	3637	544
	(000s)	5897	831
	Vert%	19.56	19.29
	Horz%	100	14.09
	Index	100	99
Cigarettes-#1+Packs Smoked InPast 7 Days	Unwgt	3227	468
	(000s)	5308	722
	Vert%	17.61	16.76
	Horz%	100	13.6
	Index	100	95

\* Proj relatively unstable due to small base-use with caution.

# Proj too small for reliability-shown for consistency only.

Source: PMB 2013 Spring 2-Year Readership and Product Database

Weighted by: Population

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Read more

1 Incomplete checklist item.

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Read more

1 Incomplete checklist item.