

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Home Hardware leads DIY stores in customer satisfaction**

#### **Canadian Tire and Réno-Dépôt also tops in corporate image**

TORONTO, APRIL 26<sup>th</sup>, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1587 Canadians 18 years of age and older, Home Hardware (including Home Building Centres) scored highest in customer satisfaction (53% very satisfied) among leading Canadian home improvement stores. Canadian Tire is a close second (50%), followed by Réno-Dépôt and Home Depot (46% very satisfied each). Lowe's (41%) and Rona (39%) do not fare as well. Appreciation for Home Hardware is especially common to the oldest (67% very satisfied) and females (61%), Canadian Tire also finds favour among the oldest (57%), females (55%) and the least wealthy (64%).

It is clear (and not surprising) that there is strong alignment between satisfaction with service received and a positive image of a store. In each case, those who had a high opinion of the store for its products and services were also very satisfied with the service they received (Home Hardware - 53% very satisfied, among those who have a positive corporate image - 64% very satisfied).

#### **Home Hardware, Canadian Tire, Réno-Dépôt lead in corporate image**

Four-in-ten say Home Hardware (40%), Réno-Dépôt (40%) and Canadian Tire (39%) offer "excellent" products and services, and these three leaders are followed by Home Depot (36%), Rona (31%) and Lowe's (30%).

In this case, the relationship between perceptions of positive image and satisfaction with customer service is even stronger, and those who have good service experiences rate each store higher for excellence overall. Those who were satisfied with their Home Hardware experience were more likely to give the store a high image rating (49%) than were all users (40%).

#### **Canadian Tire most widely used, Home Depot second**

Canadian Tire is the most widely used home improvement store (81%), and this is especially the case among Gen X (45 to 54 - 89%), the wealthiest (\$80K to \$250K - 92%) and in Atlantic Canada (87%). Home Depot is the second most widely used DIY store (63%), especially among Gen X (72%), males (70%), the wealthiest (\$80K to \$100K - 78%, \$100K to \$250K - 84%) in Alberta (72%) and Ontario (70%). No other DIY store is used by as many as one half of Canadians in total (Home

## **TORONTO**

**April 26<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Home Hardware (including Home Building Centres) scored highest in customer satisfaction (53% very satisfied) among leading Canadian home improvement stores.
- Four-in-ten say Home Hardware (40%), Réno Depot (40%) and Canadian Tire (39%) offer "excellent" products and services.
- Canadian Tire is the most widely used home improvement store (81%).

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Hardware - 45%, Rona - 47%, Lowe's - 22%, Réno-Dépôt - 11%). Home Hardware is more common in Atlantic Canada (77%), Ontario and BC (55% each). Lowe's is more common in Ontario and Alberta (36% each), while Rona is common in Quebec (66%), the prairies (56%) and Alberta (61%). Rona-Owned Réno-Dépôt has a presence only in Quebec (44%).

## Conclusion

While not the largest chain in Canada, Home Hardware convincingly secures its place as the best-rated DIY store for customer satisfaction and corporate image. By the same token, Canadian Tire and Réno-Dépôt manage to post similarly high corporate image ratings to Home Hardware, despite Réno-Dépôt's relatively low customer satisfaction score. This may be partly because Home Hardware does not have a strong presence in Quebec, and thus leaves a vacuum in image perceptions for other stores to fill.

"It appears the message of "homeowners helping homeowners" has been successful, not only in reinforcing the positive customer experience, but also in supporting a good corporate citizen message. It is clear, however, that Réno-Dépôt's strong position in Quebec is due to regional pride," said Forum Research president Dr. Lorne Bozinoff.

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## HIGHLIGHTS:

- While not the largest chain in Canada, Home Hardware convincingly secures its place as the best-rated DIY store for customer satisfaction and corporate image.
- "It appears the message of "homeowners helping homeowners" has been successful, not only in reinforcing the positive customer experience, but also in supporting a good corporate citizen message. It is clear, however, that Réno Depot's strong position in Quebec is due to regional pride," said Forum Research president Dr. Lorne Bozinoff.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1587 randomly selected Canadians 18 years of age and older. The poll was conducted between April 22<sup>nd</sup> and 26<sup>th</sup>, 2014.

Results based on the total sample are considered accurate +/- 2%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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### *Customer Satisfaction – Summary Table*

%	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Mean
Home Hardware	53	33	7	8	<b>3.4</b>
Canadian Tire	50	35	8	6	<b>3.1</b>
Home Depot	46	39	9	7	<b>3.3</b>
Réno-Dépôt	46	47	6	1	<b>3</b>
Lowe's	41	34	10	15	<b>3.3</b>
Rona	39	43	9	9	<b>3.2</b>

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### *Corporate Image – Summary Table*

%	Excellent	Good	Fair	Poor	Mean
Réno-Dépôt	40	50	10	0	<b>3.3</b>
Home Hardware	40	42	11	8	<b>3.1</b>
Canadian Tire	39	39	15	8	<b>3.1</b>
Home Depot	36	44	13	7	<b>3.1</b>
Rona	31	48	12	8	<b>3</b>
Lowe's	30	38	15	17	<b>2.8</b>

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**April 26<sup>th</sup>, 2014**

**Home Improvement Stores Used by Canadians**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1587	106	182	295	437	567	707	880
Home Depot	63	65	68	72	58	50	70	57
Canadian Tire	81	77	85	89	82	76	84	79
Home Hardware, including Home Building Centres	45	40	45	47	53	46	49	42
Lowe's	22	24	27	23	21	16	27	18
Rona	47	46	51	55	45	39	52	43
Réno-Dépôt	11	7	13	17	8	7	11	10

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1587	191	293	228	191	141	186	40
Home Depot	63	49	52	53	74	78	84	68
Canadian Tire	81	63	77	85	91	92	92	77
Home Hardware, including Home Building Centres	45	34	42	45	47	59	55	49
Lowe's	22	15	16	19	22	24	38	49
Rona	47	35	45	46	56	53	62	62
Réno-Dépôt	11	6	9	16	19	13	10	9

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	1587	115	385	605	103	164	215
Home Depot	63	59	50	70	60	72	65
Canadian Tire	81	87	79	82	82	78	85
Home Hardware, including Home Building Centres	45	77	19	55	34	47	55
Lowe's	22	5	6	36	9	39	16
Rona	47	19	66	37	56	61	46
Réno-Dépôt	11	0	44	0	0	0	0

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**Customer Satisfaction: Home Depot**

*'How satisfied are you with your overall experience with each of the following home improvement stores in the past 12 months? If you haven't used that store in the last 12 months, just press 9. The first store is....'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	933	67	122	209	252	283	467	466
NET: Top2	84	80	82	85	90	91	82	87
NET: Btm2	16	20	18	15	10	9	18	13
Very Satisfied	46	48	38	41	54	54	41	52
Somewhat Satisfied	39	32	44	44	36	37	41	36
Somewhat Dissatisfied	9	8	13	9	6	7	9	8
Very Dissatisfied	7	12	5	6	4	2	9	4
Mean	3.2	3.2	3.1	3.2	3.4	3.4	3.1	3.4

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	933	63	142	124	132	107	155	30
NET: Top2	84	83	91	85	86	89	80	56
NET: Btm2	16	17	9	15	14	11	20	44
Very Satisfied	46	63	66	51	36	42	38	44
Somewhat Satisfied	39	20	26	34	50	47	42	13
Somewhat Dissatisfied	9	13	8	12	8	4	11	3
Very Dissatisfied	7	4	1	4	6	7	9	41
Mean	3.2	3.4	3.6	3.3	3.2	3.2	3.1	2.6

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	933	59	188	390	59	105	132
NET: Top2	84	85	91	84	85	87	73
NET: Btm2	16	15	9	16	15	13	27
Very Satisfied	46	54	49	46	47	47	35
Somewhat Satisfied	39	31	42	38	39	41	38
Somewhat Dissatisfied	9	4	6	9	9	9	15
Very Dissatisfied	7	10	3	7	5	4	12
Mean	3.2	3.3	3.4	3.2	3.3	3.3	3.0

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**Customer Satisfaction: Canadian Tire**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1287	84	155	261	357	430	602	685
NET: Top2	86	82	84	85	89	91	84	88
NET: Btm2	14	18	16	15	11	9	16	12
Very Satisfied	50	53	46	47	49	57	46	55
Somewhat Satisfied	35	30	38	38	40	34	38	33
Somewhat Dissatisfied	8	7	10	10	7	6	8	8
Very Dissatisfied	6	11	5	5	4	3	8	4
Mean	3.3	3.2	3.3	3.3	3.3	3.4	3.2	3.4

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**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	1287	122	226	192	165	126	173	32
NET: Top2	86	90	91	89	86	78	84	57
NET: Btm2	14	10	9	11	14	22	16	43
Very Satisfied	50	64	50	55	54	46	42	27
Somewhat Satisfied	35	26	40	34	32	32	42	30
Somewhat Dissatisfied	8	7	7	3	9	18	9	7
Very Dissatisfied	6	3	3	9	6	4	7	37
Mean	3.3	3.5	3.4	3.3	3.3	3.2	3.2	2.5

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	1287	96	327	497	79	120	168
NET: Top2	86	84	89	86	82	94	75
NET: Btm2	14	16	11	14	18	6	25
Very Satisfied	50	44	53	56	46	54	33
Somewhat Satisfied	35	40	36	30	36	40	42
Somewhat Dissatisfied	8	10	9	7	11	5	9
Very Dissatisfied	6	6	1	7	6	1	16
Mean	3.3	3.2	3.4	3.3	3.2	3.5	2.9

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**Customer Satisfaction: Home Hardware**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	734	41	79	133	223	258	362	372
NET: Top2	86	79	83	86	90	94	81	91
NET: Btm2	14	21	17	14	10	6	19	9
Very Satisfied	53	46	42	53	60	67	46	61
Somewhat Satisfied	33	33	41	34	29	27	36	30
Somewhat Dissatisfied	7	4	12	7	7	3	9	4
Very Dissatisfied	8	17	4	7	3	3	10	5
Mean	3.3	3.1	3.2	3.3	3.5	3.6	3.2	3.5

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	734	65	125	102	93	79	104	22
NET: Top2	86	95	86	93	88	89	78	39
NET: Btm2	14	5	14	7	12	11	22	61
Very Satisfied	53	58	57	58	46	60	45	20
Somewhat Satisfied	33	36	29	36	41	28	34	19
Somewhat Dissatisfied	7	0	7	1	11	6	10	6
Very Dissatisfied	8	5	7	6	1	5	11	55
Mean	3.3	3.5	3.4	3.5	3.3	3.4	3.1	2.0

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	734	86	78	352	36	65	117
NET: Top2	86	90	82	89	91	85	76
NET: Btm2	14	10	18	11	9	15	24
Very Satisfied	53	55	45	57	54	46	47
Somewhat Satisfied	33	35	37	31	37	39	29
Somewhat Dissatisfied	7	5	8	5	8	7	10
Very Dissatisfied	8	5	10	6	1	8	14
Mean	3.3	3.4	3.2	3.4	3.4	3.2	3.1

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**Customer Satisfaction: Lowe's**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	305	22	45	65	86	87	173	132
NET: Top2	75	64	85	72	81	83	70	82
NET: Btm2	25	36	15	28	19	17	30	18
Very Satisfied	41	46	36	33	45	46	39	44
Somewhat Satisfied	34	18	49	38	36	37	32	37
Somewhat Dissatisfied	10	7	6	20	11	9	12	8
Very Dissatisfied	15	29	9	8	8	8	18	11
Mean	3.0	2.8	3.1	3.0	3.2	3.2	2.9	3.2

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	305	19	35	40	38	35	61	17
NET: Top2	75	80	82	89	69	76	74	38
NET: Btm2	25	20	18	11	31	24	26	62
Very Satisfied	41	63	32	46	40	36	30	27
Somewhat Satisfied	34	17	50	43	29	41	44	11
Somewhat Dissatisfied	10	9	6	2	10	13	18	7
Very Dissatisfied	15	11	12	9	21	11	8	55
Mean	3.0	3.3	3.0	3.3	2.9	3.0	3.0	2.1

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	305	5	23	201	9	43	24
NET: Top2	75	17	62	83	57	74	47
NET: Btm2	25	83	38	17	43	26	53
Very Satisfied	41	17	41	49	20	28	18
Somewhat Satisfied	34	0	22	34	38	45	28
Somewhat Dissatisfied	10	16	7	7	19	23	10
Very Dissatisfied	15	67	31	10	24	4	44
Mean	3.0	1.7	2.7	3.2	2.5	3.0	2.2

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**Customer Satisfaction: Rona**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	736	50	92	166	200	228	379	357
NET: Top2	82	77	87	80	80	88	82	82
NET: Btm2	18	23	13	20	20	12	18	18
Very Satisfied	39	41	26	36	46	50	36	43
Somewhat Satisfied	43	36	60	44	35	37	46	39
Somewhat Dissatisfied	9	6	8	11	15	7	8	10
Very Dissatisfied	9	17	6	8	4	5	10	8
Mean	3.1	3.0	3.1	3.1	3.2	3.3	3.1	3.2

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	736	63	128	105	106	73	114	26
NET: Top2	82	83	82	88	89	90	74	56
NET: Btm2	18	17	18	12	11	10	26	44
Very Satisfied	39	59	35	38	48	39	34	30
Somewhat Satisfied	43	24	47	50	41	51	40	26
Somewhat Dissatisfied	9	5	12	6	6	6	15	0
Very Dissatisfied	9	12	6	6	5	4	11	44
Mean	3.1	3.3	3.1	3.2	3.3	3.2	3.0	2.4

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	736	24	256	207	55	86	108
NET: Top2	82	47	91	74	87	93	71
NET: Btm2	18	53	9	26	13	7	29
Very Satisfied	39	30	46	38	29	41	29
Somewhat Satisfied	43	16	45	36	58	52	43
Somewhat Dissatisfied	9	12	5	13	12	6	11
Very Dissatisfied	9	41	4	13	1	2	18
Mean	3.1	2.4	3.3	3.0	3.1	3.3	2.8

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**Customer Satisfaction: Réno-Dépôt**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	187	10	27	58	43	49	95	92
NET: Top2	92	100	92	88	90	94	88	96
NET: Btm2	8	0	8	12	10	6	12	4
Very Satisfied	46	50	40	46	45	49	37	55
Somewhat Satisfied	47	50	52	41	45	45	52	41
Somewhat Dissatisfied	6	0	8	10	10	0	9	4
Very Dissatisfied	1	0	0	2	0	6	3	0
Mean	3.4	3.5	3.3	3.3	3.4	3.4	3.2	3.5

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	187	13	31	43	32	17	25	6
NET: Top2	92	74	94	100	94	87	95	83
NET: Btm2	8	26	6	0	6	13	5	17
Very Satisfied	46	52	63	56	45	30	32	54
Somewhat Satisfied	47	22	31	44	49	57	63	29
Somewhat Dissatisfied	6	17	6	0	6	13	5	0
Very Dissatisfied	1	8	0	0	0	0	0	17
Mean	3.4	3.2	3.6	3.6	3.4	3.2	3.3	3.2

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	187	0	187	0	0	0	0
NET: Top2	92	0	92	0	0	0	0
NET: Btm2	8	0	8	0	0	0	0
Very Satisfied	46	0	46	0	0	0	0
Somewhat Satisfied	47	0	47	0	0	0	0
Somewhat Dissatisfied	6	0	6	0	0	0	0
Very Dissatisfied	1	0	1	0	0	0	0
Mean	3.4	0.0	3.4	0.0	0.0	0.0	0.0

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**Products and Services: Home Depot**

*'And overall, how would you rate each of the following home improvement stores for delivering excellent products and services? If you haven't used that company in the last 12 months, just press 9. The first store is.'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	933	67	122	209	252	283	467	466
NET: Top2	80	78	79	78	84	85	77	84
NET: Btm2	20	22	21	22	16	15	23	16
Excellent	36	36	33	31	40	42	31	41
Good	44	42	46	47	44	43	46	43
Fair	13	9	15	16	12	12	14	12
Poor	7	13	5	7	5	3	10	4
Mean	3.1	3.0	3.1	3.0	3.2	3.2	3.0	3.2

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	933	63	142	124	132	107	155	30
NET: Top2	80	89	85	80	81	78	79	59
NET: Btm2	20	11	15	20	19	22	21	41
Excellent	36	46	49	41	24	37	32	22
Good	44	43	36	38	57	41	47	37
Fair	13	7	13	15	10	13	15	3
Poor	7	4	2	5	8	9	6	38
Mean	3.1	3.3	3.3	3.2	3.0	3.1	3.1	2.4

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	933	59	188	390	59	105	132
NET: Top2	80	85	90	79	72	81	71
NET: Btm2	20	15	10	21	28	19	29
Excellent	36	47	43	37	28	34	19
Good	44	38	47	41	45	46	52
Fair	13	4	7	16	13	13	14
Poor	7	11	2	5	15	6	16
Mean	3.1	3.2	3.3	3.1	2.9	3.1	2.7

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**MEDIA INQUIRIES:**

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**TORONTO**

**April 26<sup>th</sup>, 2014**

**Products and Services: Canadian Tire**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1287	84	155	261	357	430	602	685
NET: Top2	78	73	74	80	81	83	73	82
NET: Btm2	22	27	26	20	19	17	27	18
Excellent	39	42	37	37	34	46	33	45
Good	39	32	37	44	47	37	41	36
Fair	15	13	19	14	15	13	16	13
Poor	8	14	8	6	5	4	11	5
Mean	3.1	3.0	3.0	3.1	3.1	3.3	3.0	3.2

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	1287	122	226	192	165	126	173	32
NET: Top2	78	86	82	77	73	77	76	43
NET: Btm2	22	14	18	23	27	23	24	57
Excellent	39	59	44	43	37	34	31	20
Good	39	28	38	34	36	43	45	23
Fair	15	7	15	13	20	17	14	21
Poor	8	6	3	9	7	7	10	36
Mean	3.1	3.4	3.2	3.1	3.0	3.0	3.0	2.3

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	1287	96	327	497	79	120	168
NET: Top2	78	75	84	77	79	84	65
NET: Btm2	22	25	16	23	21	16	35
Excellent	39	26	44	43	29	41	29
Good	39	49	40	34	50	42	36
Fair	15	14	13	15	15	14	17
Poor	8	11	3	8	6	2	17
Mean	3.1	2.9	3.3	3.1	3.0	3.2	2.8

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**TORONTO**

**April 26<sup>th</sup>, 2014**

**Products and Services: Home Hardware**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	734	41	79	133	223	258	362	372
NET: Top2	82	71	79	83	90	89	77	86
NET: Btm2	18	29	21	17	10	11	23	14
Excellent	40	32	36	39	48	48	34	46
Good	42	40	43	44	42	41	44	40
Fair	11	11	18	9	6	8	12	9
Poor	8	17	3	9	4	3	10	5
Mean	3.1	2.9	3.1	3.1	3.3	3.3	3.0	3.3

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	734	65	125	102	93	79	104	22
NET: Top2	82	89	84	87	81	84	76	41
NET: Btm2	18	11	16	13	19	16	24	59
Excellent	40	44	47	47	33	40	32	17
Good	42	45	37	40	48	44	44	24
Fair	11	6	8	9	17	11	13	4
Poor	8	5	7	4	2	5	11	55
Mean	3.1	3.3	3.2	3.3	3.1	3.2	3.0	2.0

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	734	86	78	352	36	65	117
NET: Top2	82	85	78	84	97	76	72
NET: Btm2	18	15	22	16	3	24	28
Excellent	40	42	38	42	48	37	33
Good	42	43	40	42	50	39	40
Fair	11	9	12	10	1	14	14
Poor	8	6	10	6	1	10	14
Mean	3.1	3.2	3.1	3.2	3.4	3.0	2.9

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**TORONTO**

**April 26<sup>th</sup>, 2014**

**Products and Services: Lowe's**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	305	22	45	65	86	87	173	132
NET: Top2	68	58	72	70	76	74	68	68
NET: Btm2	32	42	28	30	24	26	32	32
Excellent	30	28	39	21	28	39	28	34
Good	38	30	33	49	48	35	41	34
Fair	15	7	17	20	16	19	14	15
Poor	17	35	11	9	8	7	17	16
Mean	2.8	2.5	3.0	2.8	3.0	3.1	2.8	2.9

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	305	19	35	40	38	35	61	17
NET: Top2	68	78	78	79	56	73	62	40
NET: Btm2	32	22	22	21	44	27	38	60
Excellent	30	67	13	41	21	26	28	10
Good	38	11	64	38	35	47	34	29
Fair	15	10	4	12	22	16	24	7
Poor	17	11	19	9	23	11	14	53
Mean	2.8	3.3	2.7	3.1	2.5	2.9	2.7	2.0

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	305	5	23	201	9	43	24
NET: Top2	68	17	62	75	57	66	41
NET: Btm2	32	83	38	25	43	34	59
Excellent	30	0	31	40	0	7	19
Good	38	17	31	35	57	58	22
Fair	15	16	9	12	19	30	11
Poor	17	67	29	13	24	4	48
Mean	2.8	1.5	2.6	3.0	2.3	2.7	2.1

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**TORONTO**

**April 26<sup>th</sup>, 2014**

**Products and Services: Rona**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	736	50	92	166	200	228	379	357
NET: Top2	79	86	76	74	78	83	76	84
NET: Btm2	21	14	24	26	22	17	24	16
Excellent	31	31	28	28	35	37	27	37
Good	48	54	47	46	43	46	49	47
Fair	12	2	19	16	16	13	15	10
Poor	8	12	6	9	7	3	10	6
Mean	3.0	3.0	3.0	2.9	3.1	3.2	2.9	3.1

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	736	63	128	105	106	73	114	26
NET: Top2	79	86	74	82	84	85	82	50
NET: Btm2	21	14	26	18	16	15	18	50
Excellent	31	50	23	37	33	24	32	26
Good	48	37	51	46	51	61	50	24
Fair	12	7	19	11	12	11	12	4
Poor	8	6	7	6	5	4	5	46
Mean	3.0	3.3	2.9	3.1	3.1	3.1	3.1	2.3

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	736	24	256	207	55	86	108
NET: Top2	79	58	85	74	91	87	67
NET: Btm2	21	42	15	26	9	13	33
Excellent	31	41	40	29	20	28	21
Good	48	17	44	45	72	60	46
Fair	12	17	11	13	9	9	18
Poor	8	25	4	12	0	3	15
Mean	3.0	2.7	3.2	2.9	3.1	3.1	2.7

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**Products and Services: Réno-Dépôt**

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	187	10	27	58	43	49	95	92
NET: Top2	90	100	88	86	86	90	84	95
NET: Btm2	10	0	12	14	14	10	16	5
Excellent	40	50	40	36	28	43	33	46
Good	50	50	48	50	57	47	51	49
Fair	10	0	12	14	14	6	15	5
Poor	0	0	0	0	0	4	1	0
Mean	3.3	3.5	3.3	3.2	3.1	3.3	3.2	3.4

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	187	13	31	43	32	17	25	6
NET: Top2	90	84	92	96	96	65	85	91
NET: Btm2	10	16	8	4	4	35	15	9
Excellent	40	52	32	42	45	20	41	83
Good	50	32	60	55	52	44	43	9
Fair	10	16	8	4	4	35	15	0
Poor	0	0	0	0	0	0	0	9
Mean	3.3	3.4	3.2	3.4	3.4	2.9	3.3	3.7

**Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	187	0	187	0	0	0	0
NET: Top2	90	0	90	0	0	0	0
NET: Btm2	10	0	10	0	0	0	0
Excellent	40	0	40	0	0	0	0
Good	50	0	50	0	0	0	0
Fair	10	0	10	0	0	0	0
Poor	0	0	0	0	0	0	0
Mean	3.3	0.0	3.3	0.0	0.0	0.0	0.0

**TORONTO**

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