

Kantar Consulting Canadian Shopper Survey Retailers Covered

Retailer Banner	Years Tracked	Retailer Banner	Years Tracked	Retailer Banner	Years Tracked
7-Eleven	2014 2016 2017	Esso	2014 2016 2017	Irving	2014 2016 2017
Amazon.ca	2016 2017	Extra Foods	2014 2016 2017	Jean Coutu	2014 2016 2017
BeautyBoutique.ca	2016 2017	Food Basics	2014 2016 2017	Loblaws	2014 2016 2017
Calgary Co-Op	2014 2016 2017	Fortinos	2014 2016 2017	Loblaws Great Food	2014 2016 2017
Canadian Tire	2014 2016 2017	Freshco	2014 2016 2017	London Drugs	2014 2016 2017
Costco	2014 2016 2017	Giant Tiger	2014 2016 2017	Longo's	2014 2016 2017
Costco.ca	2016 2017	Highland Farms	2014 2016	Lowe's*	2017
Couche Tard	2014 2016 2017	Home Depot*	2017	Mac's	2014 2016 2017
Dollar Tree	2014 2016 2017	Husky	2014 2016 2017	Maritimes Co-op	2014
Dollarama	2014 2016 2017	IGA	2014 2016 2017	Maxi	2014 2016 2017
Dominion	2014 2016 2017	IGA.net	2016 2017	Maxi & Cie	2014 2016 2017

* New retailers in 2017

Kantar Consulting Canadian Shopper Survey Retailers Covered (cont.)

Retailer Banner	Years Tracked	Retailer Banner	Years Tracked	Retailer Banner	Years Tracked
Metro	2014 2016 2017	Safeway	2014 2016 2017	Thrifty	2014 2016 2017
Metro Plus	2014 2016 2017	Save Easy	2014 2016 2017	Ultramar	2014 2016 2017
No Frills	2014 2016 2017	Save on Foods	2014 2016 2017	Valu-Mart	2014 2016 2017
Petro Canada	2014 2016 2017	Shell	2014 2016 2017	Walmart	2014 2016 2017
Pharmaprix	2014 2016 2017	Shop.ca	2016	Walmart Supercentre (includes full grocery offering)	2014 2016 2017
Price Chopper	2014	Shop.loblaws.ca	2016 2017	Walmart.ca	2016 2017
Provigo	2014 2016 2017	Shoppers Drug Mart	2014 2016 2017	Well.ca	2016 2017
Real Atlantic Superstore	2014 2016 2017	Sobeys	2014 2016 2017	Whole Foods	2014 2016 2017
Real Canadian Superstore	2014 2016 2017	Super C	2014 2016 2017	Your Independent Grocer	2014 2016 2017
Rexall	2014 2016 2017	T & T Supermarkets	2014 2016 2017	Zehrs	2014 2016 2017
		Target	2014		

Kantar Consulting Canadian Shopper Survey Channel Hierarchies

Convenience

- 7-Eleven
- Couche Tard
- Esso
- Husky
- Irving
- Mac's
- Petro Canada
- Shell
- Ultramar

Drug

- Shoppers Drug Mart (Total Drug Stores)
 - Beautyboutique.ca
 - Pharmaprix
 - Shoppers Drug Mart

Drug (cont.)

- Jean Coutu
- London Drugs
- Rexall

Hypermarket/Mass Merchandiser

- Loblaw (Total Hypermarkets)
 - Maxi & Cie
 - Real Atlantic Superstore
 - Real Canadian Superstore
- Walmart (Total)
 - Walmart
 - Walmart Supercentre
 - Walmart.ca
- Canadian Tire
- Target

Supermarkets

- Loblaw (Total Supermarkets)
 - Loblaws (Loblaws Supermarkets)
 - Loblaws
 - Loblaws Great Food
 - Shop.Lablaws.ca
 - Dominion
 - Extra Foods
 - Fortinos
 - Provigo
 - Save Easy
 - T&T Supermarkets
 - Valu-Mart
 - Your Independent Grocer
 - Zehrs

Kantar Consulting Canadian Shopper Dashboard Channel Hierarchies (cont.)

Supermarkets (cont.)

- Metro (Total Supermarkets)
 - Metro
 - Metro Plus
- Sobeys (Total Supermarket)
 - Safeway
 - Sobeys
 - Thrifty
 - IGA (Total)
 - IGA
 - IGA.net
- Calgary Co-op
- Highland Farms
- Longo's
- Maritimes Co-op
- Save-on Foods
- Whole Foods

Total Online

- Pure Play online
 - Amazon.ca
 - Shop.ca
 - Well.ca
- Multi-channel online
 - Beautyboutique.ca
 - Costco.ca
 - IGA.net
 - Shop.Loblaws.ca
 - Walmart.ca

Value Discounters

- Single Price Point
 - Dollar Tree
 - Dollarama
- Soft Discounter (Limited Asst. Grocery)
 - Loblaw (Total Soft Discounters)
 - Maxi
 - No Frills
 - Metro (Total Soft Discounters)
 - Food Basics
 - Super C
 - Sobeys (Total Soft Discounters)
 - Freshco
 - Price Chopper
- Giant Tiger

Kantar Consulting Canadian Shopper Dashboard Retailer Hierarchies

- **Costco (Total)**
 - Costco
 - Costco.ca
- **Loblaw (Total)**
 - Shoppers Drug Mart (Total Drug Stores)
 - Beautyboutique.ca
 - Pharmaprix
 - Shoppers Drug Mart
 - Loblaw (Total Soft Discounters)
 - Maxi
 - No Frills
 - Loblaw (Total Supermarkets)
 - Loblaws (Loblaws Supermarkets)
 - Loblaws
 - Loblaws Great Food
 - Shop.Loblaws.ca
- Loblaw (Total Supermarkets)
 - Dominion
 - Extra Foods
 - Fortinos
 - Provigo
 - Save Easy
 - T & T Supermarkets
 - Valu-Mart
 - Your Independent Grocer
 - Zehrs
- Loblaw (Total Hypermarkets)
 - Maxi & Cie
 - Real Atlantic Superstore
 - Real Canadian Superstore
- **Metro (Total)**
 - Metro (Total Soft Discounters)
 - Food Basics
 - Super C
 - Metro (Total Supermarkets)
 - Metro
 - Metro Plus
- **Sobeys (Total)**
 - Sobeys (Total Soft Discounter)
 - Freshco
 - Price Chopper

Kantar Consulting Canadian Shopper Dashboard Retailer Hierarchies (cont.)

- **Sobeys (Total)**

- Sobeys (Total Supermarket)
 - Safeway
 - Sobeys
 - Thrifty
 - IGA (Total)
 - IGA
 - IGA.net

- **Walmart (Total)**

- Walmart
- Walmart Supercentre
- Walmart.ca

Other Retailers

- 7-Eleven
- Couche Tard
- Esso
- Husky
- Irving
- Mac's
- Petro Canada
- Shell
- Ultramar
- Home Depot
- Lowe's
- Dollar Tree
- Dollarama
- Giant Tiger
- Amazon.ca

Other Retailers (Cont.)

- Shop.ca
- Well.ca
- Jean Coutu
- London Drugs
- Rexall
- Calgary Co-op
- Highland Farms
- Longo's
- Maritimes Co-op
- Save-on-Foods
- Whole Foods
- Canadian Tire
- Target