



- 35-44
- 45-54
- 55+

15. What is the highest level of education that you have completed? (ENSURE MIX OF EDUCATIONAL LEVELS, TO THE EXTENT POSSIBLE, IN EACH GROUP)

- Have not completed high school
- Completed high school
- Some college/university
- Completed college/university
- Prefer not to answer

16. And, which of the following income categories would your annual household income for 2017 fall into? (ENSURE MIX OF INCOME LEVELS, TO THE EXTENT POSSIBLE, IN EACH GROUP)

- Under \$25,000
- \$25,000-\$39,999
- \$40,000-\$64,999
- \$65,000-\$99,999
- \$100,000 or more
- Prefer not to answer

17. Record gender (NOT ASKED – ENSURE 50/50 SPLIT IN EACH GROUP)

- Male
- Female
- Non-binary

I would like to invite you to participate in a focus group (give city particulars, dates and times):

SCHEDULE OF GROUPS

Date	City	Facility	Profile	Time
Tuesday Feb 27/18	Halifax	MQO 1883 Upper Water Street,4th floor Halifax, NS B3J 1S9 902 465 3034	18-34 year olds 35+ year olds	5:30 pm 7:30 pm
Thursday March 1/18	Toronto	Consumer Vision 3 rd floor, 2 Bloor Street, W Toronto, ON M5W 3E2 416 967 1596	18-34 year olds 35+ year olds	5:30 pm 7:30 pm
Wednesday March 7/18	Calgary	Qualitative Coordination Suite 120, 707 10th Avenue SW Calgary, AB T2R 0B3 403 229 3500 tel	18-34 year olds 35+ year olds	5:30 pm 7:30 pm
Thursday March 8/18	Montreal (in French)	Consumer Vision/Leger Marketing 507 Place D'Armes, Suite 700 Montreal, QC H2Y 2W8 514 982 2464 tel	18-34 year olds 35+ year olds	5:30 pm 7:30 pm
Thursday March 8/18	Vancouver	Vancouver Focus 5th Floor 1080 Howe St. #503 Vancouver, BC V6Z 2T1	18-34 year olds 35+ year olds	5:30 pm 7:30 pm