

STEREO EQUIPMENT, VIDEO GAMES, PRE-RECORDED VIDEO TAPES

STEREO EQUIPMENT	YOUR HOUSEHOLD		VIDEO GAME SYSTEMS	PERSONALLY PLAY		PRE-RECORDED DVD/VIDEO — Purchased —	PERSONALLY PURCHASED	
	Owns	Bought Past 2 Years		Past 30 Days	Times/Average Week		Past 12 Months	
YES <input type="checkbox"/> NO <input type="checkbox"/> TYPES: Home Stereo <input type="checkbox"/> Large Portable —CD/Cassette/Radio <input type="checkbox"/> Pocket Size —MP3 Player <input type="checkbox"/> —CD <input type="checkbox"/> AMOUNT SPENT: \$1–\$100 <input type="checkbox"/> \$101–\$249 <input type="checkbox"/> \$250–\$499 <input type="checkbox"/> \$500–\$999 <input type="checkbox"/> \$1,000–\$1,999 <input type="checkbox"/> \$2,000+ <input type="checkbox"/>			YES <input type="checkbox"/> NO <input type="checkbox"/> None <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7+ <input type="checkbox"/>			YES <input type="checkbox"/> NO <input type="checkbox"/> KINDS: DVD <input type="checkbox"/> VHS <input type="checkbox"/> NUMBER OF DVDS: 1–2 <input type="checkbox"/> 3–5 <input type="checkbox"/> 6–9 <input type="checkbox"/> 10–14 <input type="checkbox"/> 15+ <input type="checkbox"/> NUMBER OF VIDEOS: 1–2 <input type="checkbox"/> 3–5 <input type="checkbox"/> 6–9 <input type="checkbox"/> 10–14 <input type="checkbox"/> 15+ <input type="checkbox"/> TYPES: Action/Adventure <input type="checkbox"/> Adult/Explicit <input type="checkbox"/> Animated <input type="checkbox"/> Comedy <input type="checkbox"/> Drama <input type="checkbox"/> Exercise/Fitness <input type="checkbox"/> Family/Children Oriented <input type="checkbox"/> Foreign <input type="checkbox"/> Horror <input type="checkbox"/> "How-To" Video <input type="checkbox"/> Musical <input type="checkbox"/> News/Information/Documentary <input type="checkbox"/> Science Fiction <input type="checkbox"/> Sports <input type="checkbox"/> Other <input type="checkbox"/>		
			VIDEO GAME CARTRIDGES/CDs	PERSONALLY PAST 30 DAYS				
				Rented	Purchased			
			NUMBER: None <input type="checkbox"/> 1–2 <input type="checkbox"/> 3–5 <input type="checkbox"/> 6–9 <input type="checkbox"/> 10–14 <input type="checkbox"/> 15+ <input type="checkbox"/>					
			PRE-RECORDED DVD/VIDEO — Rented —	PERSONALLY RENTED				
				Past 30 Days				
			YES <input type="checkbox"/> NO <input type="checkbox"/> KINDS: DVD <input type="checkbox"/> VHS <input type="checkbox"/> NUMBER OF DVDS: 1–2 <input type="checkbox"/> 3–5 <input type="checkbox"/> 6–9 <input type="checkbox"/> 10–14 <input type="checkbox"/> 15+ <input type="checkbox"/> NUMBER OF VIDEOS: 1–2 <input type="checkbox"/> 3–5 <input type="checkbox"/> 6–9 <input type="checkbox"/> 10–14 <input type="checkbox"/> 15+ <input type="checkbox"/> WHERE RENTED: Blockbuster Video <input type="checkbox"/> Club International Video <input type="checkbox"/> Gone Hollywood <input type="checkbox"/> Jumbo Video <input type="checkbox"/> Rogers Video <input type="checkbox"/> Super Club Vidéotron <input type="checkbox"/> VHQ <input type="checkbox"/> Videoflicks <input type="checkbox"/> Video Super Choix <input type="checkbox"/> Video Update <input type="checkbox"/> Other Video Stores <input type="checkbox"/> Convenience Stores <input type="checkbox"/> Other <input type="checkbox"/>			Sears <input type="checkbox"/> Sears Catalogue <input type="checkbox"/> The Bay <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> 2001 Stereo/Video <input type="checkbox"/> A & B Sound Electronic <input type="checkbox"/> Bay Bloor Radio <input type="checkbox"/> Best Buy <input type="checkbox"/> Dumoulin Electronic Stores <input type="checkbox"/> Future Shop <input type="checkbox"/> Hi-Fi Centre Electronics <input type="checkbox"/> Leon's <input type="checkbox"/> Radio Shack <input type="checkbox"/> Stereo Plus <input type="checkbox"/> The Brick <input type="checkbox"/> The Sony Store <input type="checkbox"/> Canadian Tire <input type="checkbox"/> Costco <input type="checkbox"/> Sam's Club <input type="checkbox"/> London Drugs <input type="checkbox"/> Other Stores <input type="checkbox"/>		
STEREO/TELEVISION/HOME THEATRE			WHERE BOUGHT					
			Past 2 Years					
			Best Buy <input type="checkbox"/> Future Shop <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> Costco <input type="checkbox"/> Toys 'R' Us <input type="checkbox"/> Blockbuster Video <input type="checkbox"/> Jumbo Video <input type="checkbox"/> Rogers Video <input type="checkbox"/> Super Club Vidéotron <input type="checkbox"/> Other Video Stores <input type="checkbox"/> A & B Sound <input type="checkbox"/> HMV <input type="checkbox"/> Music World <input type="checkbox"/> Other Music Stores <input type="checkbox"/> Archambault <input type="checkbox"/> Chapters <input type="checkbox"/> Indigo <input type="checkbox"/> Renaud-Bray <input type="checkbox"/> Play/Columbia House <input type="checkbox"/> Adult/Explicit Video Stores <input type="checkbox"/> Convenience Stores <input type="checkbox"/> Drug Stores <input type="checkbox"/> Grocery Stores <input type="checkbox"/> Other <input type="checkbox"/>					

PERSONAL COMPUTERS

SOFTWARE	PERSONALLY USED PAST 12 MONTHS	
	At Home	At Work
	<p>Accounting <input type="checkbox"/> <input type="checkbox"/></p> <p>CAD/CAM <input type="checkbox"/> <input type="checkbox"/></p> <p>Calendar/Time Management . . . <input type="checkbox"/> <input type="checkbox"/></p> <p>Communications <input type="checkbox"/> <input type="checkbox"/></p> <p>Database/Filing <input type="checkbox"/> <input type="checkbox"/></p> <p>Desktop Publishing <input type="checkbox"/> <input type="checkbox"/></p> <p>Education/Training <input type="checkbox"/> <input type="checkbox"/></p> <p>Entertainment/Games <input type="checkbox"/> <input type="checkbox"/></p> <p>Graphics <input type="checkbox"/> <input type="checkbox"/></p> <p>Personal Finance/Tax <input type="checkbox"/> <input type="checkbox"/></p> <p>Photo Editing Software <input type="checkbox"/> <input type="checkbox"/></p> <p>Presentation Graphics <input type="checkbox"/> <input type="checkbox"/></p> <p>Networking <input type="checkbox"/> <input type="checkbox"/></p> <p>Spreadsheet <input type="checkbox"/> <input type="checkbox"/></p> <p>Utility <input type="checkbox"/> <input type="checkbox"/></p> <p>Word Processing <input type="checkbox"/> <input type="checkbox"/></p> <p>AMOUNT SPENT:</p> <p>None <input type="checkbox"/></p> <p>\$1–\$250 <input type="checkbox"/></p> <p>\$251–\$500 <input type="checkbox"/></p> <p>\$501–\$1,000 <input type="checkbox"/></p> <p>\$1,001+ <input type="checkbox"/></p>	
PERSONAL COMPUTERS/ SOFTWARE	PERSONALLY BOUGHT	
	Past 12 Months	
<p>WHERE BOUGHT:</p> <p>Best Buy <input type="checkbox"/></p> <p>Compucentre <input type="checkbox"/></p> <p>CompuSmart <input type="checkbox"/></p> <p>Costco <input type="checkbox"/></p> <p>Dell <input type="checkbox"/></p> <p>Future Shop <input type="checkbox"/></p> <p>Grand & Toy <input type="checkbox"/></p> <p>IBM Home Computing Store <input type="checkbox"/></p> <p>Office Depot <input type="checkbox"/></p> <p>Radio Shack <input type="checkbox"/></p> <p>Staples Business Depot/ Bureau En Gros <input type="checkbox"/></p> <p>London Drugs <input type="checkbox"/></p> <p>Local Computer Supplier/Store <input type="checkbox"/></p> <p>Mail Order <input type="checkbox"/></p> <p>Other <input type="checkbox"/></p>		

TELEPHONE SERVICE & EQUIPMENT, LEISURE ACTIVITIES

TELEPHONE SERVICES	YOUR HOUSEHOLD		1-800/1-888 & 1-900 CALLS	PERSONALLY PLACED PAST 6 MONTHS	
	Has	Acquired Past 12 Months		For Information	To Purchase
TYPE OF SERVICE: Regular <input type="checkbox"/> <input type="checkbox"/> V.O.I.P. <input type="checkbox"/> <input type="checkbox"/>			YES <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/> <input type="checkbox"/>		
EQUIPMENT: Regular Phone <input type="checkbox"/> <input type="checkbox"/> Large Screen Telephone <input type="checkbox"/> <input type="checkbox"/> Cellular Phone <input type="checkbox"/> <input type="checkbox"/> Cordless Phone <input type="checkbox"/> <input type="checkbox"/> Answering Machine <input type="checkbox"/> <input type="checkbox"/> Fax Machine <input type="checkbox"/> <input type="checkbox"/>			NUMBER OF 1-800/1-888 CALLS: None <input type="checkbox"/> <input type="checkbox"/> 1 <input type="checkbox"/> <input type="checkbox"/> 2-3 <input type="checkbox"/> <input type="checkbox"/> 4-5 <input type="checkbox"/> <input type="checkbox"/> 6+ <input type="checkbox"/> <input type="checkbox"/>		
FEATURES: Call Forwarding <input type="checkbox"/> <input type="checkbox"/> Call Return <input type="checkbox"/> <input type="checkbox"/> Call Screen <input type="checkbox"/> <input type="checkbox"/> Call Waiting <input type="checkbox"/> <input type="checkbox"/> Caller Display/Name Display <input type="checkbox"/> <input type="checkbox"/> Last Call Return <input type="checkbox"/> <input type="checkbox"/> Three-Way Calling <input type="checkbox"/> <input type="checkbox"/> Visual Call Waiting <input type="checkbox"/> <input type="checkbox"/> Voice Messaging/Voice Mail <input type="checkbox"/> <input type="checkbox"/>			NUMBER OF 1-900 CALLS: None <input type="checkbox"/> <input type="checkbox"/> 1 <input type="checkbox"/> <input type="checkbox"/> 2-3 <input type="checkbox"/> <input type="checkbox"/> 4+ <input type="checkbox"/> <input type="checkbox"/>		
PRODUCTS: Calling Card <input type="checkbox"/> <input type="checkbox"/> Prepaid Pay Phone Card <input type="checkbox"/> <input type="checkbox"/> Prepaid Long Distance Card <input type="checkbox"/> <input type="checkbox"/> Second Phone Line <input type="checkbox"/> <input type="checkbox"/>			CELLULAR PHONES		
			PERSONALLY		
			Have		
			YES <input type="checkbox"/> NO <input type="checkbox"/>		
			AMOUNT SPENT PER MONTH: Less Than \$20 <input type="checkbox"/> \$20-\$35 <input type="checkbox"/> \$36-\$50 <input type="checkbox"/> \$51-\$75 <input type="checkbox"/> \$76-\$100 <input type="checkbox"/> \$101 Or Over <input type="checkbox"/>		
LONG DISTANCE CALLS			PERSONALLY PLACED FROM HOME		
			Past 30 Days		
YES <input type="checkbox"/> NO <input type="checkbox"/>			SERVICE PROVIDER: Bell Mobility <input type="checkbox"/> Fido (Microcell) <input type="checkbox"/> Mike <input type="checkbox"/> Rogers Wireless/Rogers AT&T/ Cantel <input type="checkbox"/> Telus <input type="checkbox"/> Virgin Mobile <input type="checkbox"/> Other Regional Mobility Carrier <input type="checkbox"/> Other <input type="checkbox"/>		
NUMBER OF CALLS MADE: 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5-6 <input type="checkbox"/> 7-8 <input type="checkbox"/> 9-19 <input type="checkbox"/> 20 Or More <input type="checkbox"/>			FEATURES: Camera <input type="checkbox"/> e-Mail <input type="checkbox"/> Games <input type="checkbox"/> MP3 <input type="checkbox"/> Push To Talk <input type="checkbox"/> Ringtones <input type="checkbox"/> Text Messaging <input type="checkbox"/> Video/TV <input type="checkbox"/> Wallpaper <input type="checkbox"/> Web Browse <input type="checkbox"/>		
AMOUNT SPENT: Under \$12 <input type="checkbox"/> \$12-\$19 <input type="checkbox"/> \$20-\$50 <input type="checkbox"/> \$51-\$100 <input type="checkbox"/> \$101 Or Over <input type="checkbox"/>			TYPE OF PLAN: Prepaid (Pay As You Go) <input type="checkbox"/> Monthly <input type="checkbox"/>		
CALLING DESTINATION: Within Your Province <input type="checkbox"/> Within Canada <input type="checkbox"/> U.S.A. <input type="checkbox"/> Overseas <input type="checkbox"/>			PERCENTAGE USED FOR BUSINESS: None (Personal Use Only) <input type="checkbox"/> 1-25% <input type="checkbox"/> 26-50% <input type="checkbox"/> 51-75% <input type="checkbox"/> 76-99% <input type="checkbox"/> 100% (Business Use Only) <input type="checkbox"/>		