

SHOPPING

| CONVENIENCE STORES | PERSONALLY SHOPPED | | DEPARTMENT STORES/ DISCOUNT DEPARTMENT STORES | PERSONALLY SHOPPED | |
|--|--------------------|-----------------|--|--------------------|------------------------|
| | Past 6 Months | Past 30 Days | | Most Often | Others Sometimes |
| YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF TIMES: None <input type="checkbox"/> 1-5 <input type="checkbox"/> 6-10 <input type="checkbox"/> 11-15 <input type="checkbox"/> 16-20 <input type="checkbox"/> 21+ <input type="checkbox"/> STORES: 7 Eleven Food Stores <input type="checkbox"/> Beckers <input type="checkbox"/> Boni-Soir <input type="checkbox"/> Couche-Tard <input type="checkbox"/> Great Canadian News <input type="checkbox"/> Green Gables <input type="checkbox"/> Hasty Market <input type="checkbox"/> Mac's Convenience Stores <input type="checkbox"/> Mainway <input type="checkbox"/> Mike's Market <input type="checkbox"/> Needs <input type="checkbox"/> Provi-Soir <input type="checkbox"/> Quickie Convenience Stores <input type="checkbox"/> Town Pantry <input type="checkbox"/> Convenience Stores At Gas Stations <input type="checkbox"/> Other Convenience Stores <input type="checkbox"/> | | | Sears Department Stores <input type="checkbox"/> Sears Catalogue <input type="checkbox"/> Sears Furniture & Appliance Home Stores <input type="checkbox"/> Sears Internet Site <input type="checkbox"/> Sears Outlet/Clearance Stores <input type="checkbox"/> Other Sears Stores <input type="checkbox"/> The Bay <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> Canadian Tire <input type="checkbox"/> Costco <input type="checkbox"/> Sam's Club <input type="checkbox"/> | | |
| | | | CUSTOMER REWARD PROGRAMS | PERSONALLY BELONG | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> | Currently | |
| | | | CUSTOMER REWARD PROGRAMS | YOU PERSONALLY | |
| | | | | Use | Used Past 7 Days |
| DRUG STORES | PERSONALLY SHOPPED | | TYPES: | | |
| | Past 6 Months | Past 30 Days | | | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF TIMES: None <input type="checkbox"/> 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5 Or More <input type="checkbox"/> STORES: Costco <input type="checkbox"/> Sam's Club <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> Brunet <input type="checkbox"/> Famili-Prix <input type="checkbox"/> Guardian Drug <input type="checkbox"/> Hy & Zells <input type="checkbox"/> IDA <input type="checkbox"/> Jean Coutu <input type="checkbox"/> Lawton's <input type="checkbox"/> London Drug <input type="checkbox"/> People's Drug Mart <input type="checkbox"/> Pharma Plus/Rexall <input type="checkbox"/> PharmaSave <input type="checkbox"/> Proxim <input type="checkbox"/> Shopper's Drug Mart/Pharmaprix <input type="checkbox"/> Uniprix <input type="checkbox"/> Grocery Stores <input type="checkbox"/> Other <input type="checkbox"/> | | | Airlines <input type="checkbox"/> Book Stores <input type="checkbox"/> Car Rental <input type="checkbox"/> Coffee Shops <input type="checkbox"/> Credit Card <input type="checkbox"/> Department Stores <input type="checkbox"/> Drug Stores <input type="checkbox"/> Gasoline Stations <input type="checkbox"/> Grocery Stores <input type="checkbox"/> Hotel <input type="checkbox"/> Internet <input type="checkbox"/> Music Stores <input type="checkbox"/> Photo Stores <input type="checkbox"/> Train <input type="checkbox"/> Other <input type="checkbox"/> BRANDS: Aeroplan <input type="checkbox"/> Air Miles Reward Programme <input type="checkbox"/> American Express Membership Rewards <input type="checkbox"/> Canadian Tire Money <input type="checkbox"/> Canadian Tire Options Points <input type="checkbox"/> Creditz <input type="checkbox"/> Diners Club Rewards <input type="checkbox"/> Esso Extra Program <input type="checkbox"/> HBC Rewards/Club Z <input type="checkbox"/> Indigo/Chapters/Coles IRewards <input type="checkbox"/> Kids Futures <input type="checkbox"/> PC Points <input type="checkbox"/> Petro Points <input type="checkbox"/> RBC Rewards <input type="checkbox"/> Sears Club <input type="checkbox"/> Sears Colours Rewards <input type="checkbox"/> Shoppers/Pharmaprix Optimum <input type="checkbox"/> Other <input type="checkbox"/> | | |
| DEPARTMENT STORES/ DISCOUNT DEPARTMENT STORES | PERSONALLY SHOPPED | | FREQUENT FLYER PROGRAMS | PERSONALLY | |
| | Past 6 Months | Past 30 Days | | Belong To | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF TIMES: None <input type="checkbox"/> 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5+ <input type="checkbox"/> | | | Air Canada Aeroplan —Basic Member <input type="checkbox"/> —Prestige Member <input type="checkbox"/> —Elite/Super Elite Member <input type="checkbox"/> CanJet Smart Rewards <input type="checkbox"/> Other Airline Frequent Flyer Program —Basic Member <input type="checkbox"/> —Middle Level Member <input type="checkbox"/> —Highest Level Member <input type="checkbox"/> | | |

CLOTHES, SHOES, ACCESSORIES, TOYS/GAMES, ARTS & CRAFTS, GREETING CARDS, FLOWERS

| MEN'S CLOTHING | PERSONALLY BOUGHT | MEN'S CLOTHING | PERSONALLY BOUGHT | WOMEN'S CLOTHING | PERSONALLY BOUGHT |
|--|------------------------------------|---|------------------------------------|--|-------------------|
| | Past 12 Months | | Past 12 Months | | Past 12 Months |
| YES <input type="checkbox"/> NO <input type="checkbox"/> AMOUNT SPENT: \$500 Or Less <input type="checkbox"/> \$501-\$1,000 <input type="checkbox"/> \$1,001-\$1,500 <input type="checkbox"/> \$1,501-\$2,500 <input type="checkbox"/> \$2,501-\$4,000 <input type="checkbox"/> Over \$4,000 <input type="checkbox"/> | | WHERE BOUGHT (Continued): Roots <input type="checkbox"/> RW & Co. <input type="checkbox"/> Simon's <input type="checkbox"/> The Gap <input type="checkbox"/> Thrifty's <input type="checkbox"/> Tilley Endurables <input type="checkbox"/> Tip Top Tailors <input type="checkbox"/> West Coast <input type="checkbox"/> Winners <input type="checkbox"/> Work World <input type="checkbox"/> Zara <input type="checkbox"/> Other Clothing Specialty Store <input type="checkbox"/> Mail Order <input type="checkbox"/> <i>Other Stores</i> <input type="checkbox"/> | | WHERE BOUGHT (Continued): Addition-Elle <input type="checkbox"/> Aritzia <input type="checkbox"/> Au Coton <input type="checkbox"/> Banana Republic <input type="checkbox"/> Benetton <input type="checkbox"/> Bikini Village <input type="checkbox"/> Bootlegger <input type="checkbox"/> Braemar <input type="checkbox"/> Charmante <input type="checkbox"/> Claire France <input type="checkbox"/> Club Monaco <input type="checkbox"/> Colette <input type="checkbox"/> Cotton Ginny/Cotton Ginny Plus <input type="checkbox"/> D'Allairs <input type="checkbox"/> Danier Leather <input type="checkbox"/> Dalmy's <input type="checkbox"/> Dynamite <input type="checkbox"/> Eddie Bauer <input type="checkbox"/> Fairweather <input type="checkbox"/> H&M <input type="checkbox"/> Holt Renfrew <input type="checkbox"/> Irene Hill <input type="checkbox"/> Jacob <input type="checkbox"/> Jean Machine <input type="checkbox"/> L'Aubainerie <input type="checkbox"/> La Cache <input type="checkbox"/> La Senza <input type="checkbox"/> Laura/Laura Petites <input type="checkbox"/> Le Château <input type="checkbox"/> Le Garage <input type="checkbox"/> L'Équipeur <input type="checkbox"/> Les Ailes de la Mode <input type="checkbox"/> L'Officiel <input type="checkbox"/> Marie Claire <input type="checkbox"/> Mark's Work Wearhouse <input type="checkbox"/> Melanie Lyne <input type="checkbox"/> Northern Reflections <input type="checkbox"/> Ogilvy's <input type="checkbox"/> Old Navy <input type="checkbox"/> Original Levi's Store <input type="checkbox"/> Pantorama <input type="checkbox"/> Penningtons <input type="checkbox"/> Reitman's <input type="checkbox"/> Roots <input type="checkbox"/> RW & Co. <input type="checkbox"/> San Francisco <input type="checkbox"/> Simon's <input type="checkbox"/> Smart Set <input type="checkbox"/> Stitches <input type="checkbox"/> Suzy Shier <input type="checkbox"/> Tabi International <input type="checkbox"/> Talbots <input type="checkbox"/> The Gap <input type="checkbox"/> Thrifty's <input type="checkbox"/> Thyme Maternity <input type="checkbox"/> Tilley Endurables <input type="checkbox"/> Tristan et Iseut <input type="checkbox"/> Warehouse One <input type="checkbox"/> Weekend Edition <input type="checkbox"/> Winners <input type="checkbox"/> Zara <input type="checkbox"/> <i>Other Clothing Specialty Store</i> <input type="checkbox"/> Mail Order <input type="checkbox"/> <i>Other Stores</i> <input type="checkbox"/> | |
| MEN'S CLOTHING | NUMBER BOUGHT IN PAST 12 MONTHS | | | | |
| | 1-2 3+ | | | | |
| Suits <input type="checkbox"/> <input type="checkbox"/> Sports Jackets <input type="checkbox"/> <input type="checkbox"/> Leather Jackets <input type="checkbox"/> <input type="checkbox"/> Coats <input type="checkbox"/> <input type="checkbox"/> Dress Pants <input type="checkbox"/> <input type="checkbox"/> Casual/Khaki Pants <input type="checkbox"/> <input type="checkbox"/> Jeans <input type="checkbox"/> <input type="checkbox"/> Shirts <input type="checkbox"/> <input type="checkbox"/> Sweaters <input type="checkbox"/> <input type="checkbox"/> Ties <input type="checkbox"/> <input type="checkbox"/> Socks <input type="checkbox"/> <input type="checkbox"/> Underwear <input type="checkbox"/> <input type="checkbox"/> Outdoor (Weather-Proof) <input type="checkbox"/> <input type="checkbox"/> | | | | | |
| MEN'S CLOTHING | PERSONALLY BOUGHT | | | | |
| | Past 12 Months | | | | |
| WHERE BOUGHT: Sears <input type="checkbox"/> Sears Catalogue <input type="checkbox"/> The Bay <input type="checkbox"/> Saan <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> America <input type="checkbox"/> Banana Republic <input type="checkbox"/> Bovet <input type="checkbox"/> Club Monaco <input type="checkbox"/> Danier Leather <input type="checkbox"/> Eddie Bauer <input type="checkbox"/> Ernest <input type="checkbox"/> Harry Rosen <input type="checkbox"/> H&M <input type="checkbox"/> Holt Renfrew <input type="checkbox"/> Jack Fraser <input type="checkbox"/> Jean Machine <input type="checkbox"/> L'Équipeur <input type="checkbox"/> Les Ailes de la Mode <input type="checkbox"/> Mark's Work Wearhouse <input type="checkbox"/> MEXX <input type="checkbox"/> Moore's <input type="checkbox"/> Northern Elements <input type="checkbox"/> Old Navy <input type="checkbox"/> Old River <input type="checkbox"/> Original Levi's Store <input type="checkbox"/> Randy River <input type="checkbox"/> | | WOMEN'S CLOTHING | PERSONALLY BOUGHT | | |
| | | | Past 12 Months | | |
| | | | | | |
| | | WOMEN'S CLOTHING | NUMBER BOUGHT IN PAST 12 MONTHS | | |
| | | | 1-2 3+ | | |
| | | Skirts <input type="checkbox"/> <input type="checkbox"/> Slacks/Trousers <input type="checkbox"/> <input type="checkbox"/> Jeans <input type="checkbox"/> <input type="checkbox"/> Blazer/Jackets <input type="checkbox"/> <input type="checkbox"/> Dresses <input type="checkbox"/> <input type="checkbox"/> Leather Jackets <input type="checkbox"/> <input type="checkbox"/> Coats <input type="checkbox"/> <input type="checkbox"/> Blouses/Shirts <input type="checkbox"/> <input type="checkbox"/> Sweaters <input type="checkbox"/> <input type="checkbox"/> Swimwear <input type="checkbox"/> <input type="checkbox"/> Sportswear (Athletic) <input type="checkbox"/> <input type="checkbox"/> Sleepwear <input type="checkbox"/> <input type="checkbox"/> Brassieres <input type="checkbox"/> <input type="checkbox"/> Underwear <input type="checkbox"/> <input type="checkbox"/> Other Lingerie <input type="checkbox"/> <input type="checkbox"/> Outdoor (Weather-Proof) <input type="checkbox"/> <input type="checkbox"/> | | | |
| | | WOMEN'S CLOTHING | PERSONALLY BOUGHT | | |
| | | | Past 12 Months | | |
| | | WHERE BOUGHT: Sears <input type="checkbox"/> Sears Catalogue <input type="checkbox"/> The Bay <input type="checkbox"/> Saan <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> | | | |

| STOCKINGS & PANTYHOSE | PERSONALLY BOUGHT | | FOOTWEAR | PERSONALLY BOUGHT | | FINE JEWELLERY | PERSONALLY BOUGHT | |
|---|-------------------|--------------|---|-------------------|-------------------|---|-------------------|--|
| | Past 6 Months | Past 30 Days | | Past 12 Months | Past 12 Months | | | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER BOUGHT: None <input type="checkbox"/> 1-2 <input type="checkbox"/> 3-5 <input type="checkbox"/> 6-9 <input type="checkbox"/> 10+ <input type="checkbox"/> STYLE: Knee-Highs <input type="checkbox"/> Pantyhose <input type="checkbox"/> Stockings <input type="checkbox"/> Tights <input type="checkbox"/> Other <input type="checkbox"/> | | | WHERE BOUGHT: Sears <input type="checkbox"/> Sears Catalogue <input type="checkbox"/> The Bay <input type="checkbox"/> Saan <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> Aldo <input type="checkbox"/> Bata <input type="checkbox"/> Brown's <input type="checkbox"/> Calderone <input type="checkbox"/> Chaussures Cite <input type="checkbox"/> Ecco <input type="checkbox"/> Florsheim <input type="checkbox"/> Foot Locker <input type="checkbox"/> Forzani <input type="checkbox"/> Globo <input type="checkbox"/> Mark's Work Wearhouse <input type="checkbox"/> Mephisto <input type="checkbox"/> Naturalizer <input type="checkbox"/> Nine West <input type="checkbox"/> Payless ShoeSource <input type="checkbox"/> Pegabo <input type="checkbox"/> Roots <input type="checkbox"/> Shoe Club <input type="checkbox"/> Simard <input type="checkbox"/> Sport Mart <input type="checkbox"/> Sterling Shoes <input type="checkbox"/> Superstar Athletic Footwear <input type="checkbox"/> The Shoe Company <input type="checkbox"/> The Shoe Warehouse <input type="checkbox"/> Town Shoe <input type="checkbox"/> Transit Shoes <input type="checkbox"/> Winners <input type="checkbox"/> Yellow <input type="checkbox"/> Other Shoe Stores <input type="checkbox"/> Other Stores <input type="checkbox"/> | | | YES <input type="checkbox"/> NO <input type="checkbox"/> AMOUNT SPENT FOR SELF: None <input type="checkbox"/> Under \$100 <input type="checkbox"/> \$100-\$499 <input type="checkbox"/> \$500-\$999 <input type="checkbox"/> \$1,000-\$1,999 <input type="checkbox"/> \$2,000+ <input type="checkbox"/> AMOUNT SPENT AS GIFTS: None <input type="checkbox"/> Under \$100 <input type="checkbox"/> \$100-\$499 <input type="checkbox"/> \$500-\$999 <input type="checkbox"/> \$1,000-\$1,999 <input type="checkbox"/> \$2,000+ <input type="checkbox"/> KINDS: Bracelet <input type="checkbox"/> Brooch/Pin <input type="checkbox"/> Earrings <input type="checkbox"/> Necklace <input type="checkbox"/> Diamond Engagement Ring <input type="checkbox"/> Other Engagement Ring <input type="checkbox"/> Other Ring <input type="checkbox"/> Other Jewellery <input type="checkbox"/> TYPES: Diamond <input type="checkbox"/> Gold With Gems <input type="checkbox"/> Gold Without Gems <input type="checkbox"/> Platinum <input type="checkbox"/> Sterling <input type="checkbox"/> Other <input type="checkbox"/> WHERE BOUGHT: Costco <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"/> Ben Moss Jewellers <input type="checkbox"/> Birks <input type="checkbox"/> Charm <input type="checkbox"/> Mappin's <input type="checkbox"/> People's <input type="checkbox"/> Tiffany & Company <input type="checkbox"/> Winners <input type="checkbox"/> Other Stores <input type="checkbox"/> | | |
| FOOTWEAR | PERSONALLY BOUGHT | | | | PERSONALLY BOUGHT | | | |
| | Past 12 Months | | | | Past 12 Months | | | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> AMOUNT SPENT: \$50 Or Less <input type="checkbox"/> \$51-\$100 <input type="checkbox"/> \$101-\$250 <input type="checkbox"/> \$251-\$500 <input type="checkbox"/> Over \$500 <input type="checkbox"/> TYPES: Boots <input type="checkbox"/> Casual <input type="checkbox"/> Dress <input type="checkbox"/> Sandals <input type="checkbox"/> Sports/Athletic <input type="checkbox"/> Hiking Boots <input type="checkbox"/> INSOLE TYPES: Cushioned <input type="checkbox"/> Deodorant <input type="checkbox"/> Winter Warmth <input type="checkbox"/> | | | | | | | | |

CLOTHES, SHOES, ACCESSORIES, TOYS/GAMES, ARTS & CRAFTS, GREETING CARDS, FLOWERS

| | | | | | | |
|---|-------------------|---|-------------------|--|-------------------|--|
| COSTUME JEWELLERY | PERSONALLY BOUGHT | TOYS & GAMES | PERSONALLY BOUGHT | ARTS & CRAFTS | PERSONALLY BOUGHT | |
| | Past 12 Months | | Past 12 Months | | Past 12 Months | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> AMOUNT SPENT FOR SELF: None <input type="checkbox"/> \$1-\$24 <input type="checkbox"/> \$25-\$49 <input type="checkbox"/> \$50-\$99 <input type="checkbox"/> \$100+ <input type="checkbox"/> AMOUNT SPENT AS GIFTS: None <input type="checkbox"/> \$1-\$24 <input type="checkbox"/> \$25-\$49 <input type="checkbox"/> \$50-\$99 <input type="checkbox"/> \$100+ <input type="checkbox"/> KINDS: Bracelet <input type="checkbox"/> Brooch/Pin <input type="checkbox"/> Earrings <input type="checkbox"/> Necklace <input type="checkbox"/> Ring <input type="checkbox"/> | | YES <input type="checkbox"/> NO <input type="checkbox"/> AMOUNT SPENT: \$1-\$49 <input type="checkbox"/> \$50-\$99 <input type="checkbox"/> \$100-\$199 <input type="checkbox"/> \$200+ <input type="checkbox"/> TYPES: Infant Toys <input type="checkbox"/> Pre-School Toys <input type="checkbox"/> Dolls <input type="checkbox"/> Push Toys <input type="checkbox"/> Riding Toys/Tricycles <input type="checkbox"/> Gym Set <input type="checkbox"/> Radio Controlled Toys <input type="checkbox"/> Building Sets <input type="checkbox"/> Action Figures & Accessories <input type="checkbox"/> Racing Sets <input type="checkbox"/> Model Kits <input type="checkbox"/> Large Cars/Trucks <input type="checkbox"/> Miniature Diecast Cars/Trucks <input type="checkbox"/> Educational Toys <input type="checkbox"/> Board Games <input type="checkbox"/> Children's Books <input type="checkbox"/> Comic Books <input type="checkbox"/> Puzzles <input type="checkbox"/> WHERE BOUGHT: Sears <input type="checkbox"/> Sears Catalogue <input type="checkbox"/> The Bay <input type="checkbox"/> Saan <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> Disney Stores <input type="checkbox"/> Master-Mind <input type="checkbox"/> Toys Plus More <input type="checkbox"/> Toys R Us <input type="checkbox"/> Canadian Tire <input type="checkbox"/> Costco <input type="checkbox"/> Sam's Club <input type="checkbox"/> <i>Other Stores</i> <input type="checkbox"/> | | YES <input type="checkbox"/> NO <input type="checkbox"/> WHERE BOUGHT: Canadian Tire <input type="checkbox"/> Curry's <input type="checkbox"/> Crafts Canada <input type="checkbox"/> Leisureworld <input type="checkbox"/> Lewiscraft <input type="checkbox"/> Loomis <input type="checkbox"/> Michael's Arts & Crafts <input type="checkbox"/> Omer DeSerres <input type="checkbox"/> Sears <input type="checkbox"/> The Bay <input type="checkbox"/> Wal-Mart <input type="checkbox"/> White Rose <input type="checkbox"/> Zellers <input type="checkbox"/> <i>Other Stores</i> <input type="checkbox"/> | | |
| WATCHES | PERSONALLY BOUGHT | | | GREETING CARDS | PERSONALLY BOUGHT | |
| | Past 12 Months | | | | Past 6 Months | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> AMOUNT SPENT FOR SELF: Under \$25 <input type="checkbox"/> \$25-\$50 <input type="checkbox"/> \$51-\$100 <input type="checkbox"/> \$101-\$250 <input type="checkbox"/> Over \$250 <input type="checkbox"/> AMOUNT SPENT AS GIFTS: Under \$25 <input type="checkbox"/> \$25-\$50 <input type="checkbox"/> \$51-\$100 <input type="checkbox"/> \$101-\$250 <input type="checkbox"/> Over \$250 <input type="checkbox"/> TYPES: Men's <input type="checkbox"/> Women's <input type="checkbox"/> | | | | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF CARDS: Less Than 5 <input type="checkbox"/> 5-10 <input type="checkbox"/> 11-14 <input type="checkbox"/> 15+ <input type="checkbox"/> WHERE BOUGHT: Carlton Cards <input type="checkbox"/> Hallmark <input type="checkbox"/> <i>Other Card Stores</i> <input type="checkbox"/> Department Stores <input type="checkbox"/> Dollar/Discount Stores <input type="checkbox"/> Drug Stores <input type="checkbox"/> Grocery Stores <input type="checkbox"/> <i>Other Stores</i> <input type="checkbox"/> | | |
| LUGGAGE/OTHER ACCESSORIES | PERSONALLY BOUGHT | STATIONERY/ OFFICE SUPPLIES | PERSONALLY BOUGHT | FLOWERS | PERSONALLY BOUGHT | |
| | Past 12 Months | | Past 6 Months | | Past 12 Months | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> AMOUNT SPENT: \$1-\$49 <input type="checkbox"/> \$50-\$99 <input type="checkbox"/> \$100-\$199 <input type="checkbox"/> \$200+ <input type="checkbox"/> KINDS: Luggage <input type="checkbox"/> Umbrellas <input type="checkbox"/> Handbags <input type="checkbox"/> | | YES <input type="checkbox"/> NO <input type="checkbox"/> WHERE BOUGHT: Grand & Toy <input type="checkbox"/> Office Place <input type="checkbox"/> Staples/Business Depot/ Bureau en Gros <input type="checkbox"/> Corporate Express <input type="checkbox"/> Zellers <input type="checkbox"/> Wal-Mart <input type="checkbox"/> <i>Other Stores</i> <input type="checkbox"/> | | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF TIMES: 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5+ <input type="checkbox"/> REASONS: As A Gift <input type="checkbox"/> For Self <input type="checkbox"/> | | |

BOXED CHOCOLATES, BOOKS, MAGAZINES, CAMERAS

| BOXED CHOCOLATES | PERSONALLY BOUGHT | | BOOKS | PERSONALLY BOUGHT PAST 12 MONTHS | | SINGLE USE CAMERAS | PERSONALLY BOUGHT | | |
|---|-----------------------------|--|---|----------------------------------|-----------------------------|--|-------------------|--|--|
| | Boxes/ Past 12 Months | | | Paperback | Hardback | | Past 12 Months | | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> TOTAL NUMBER: 1-2 <input type="checkbox"/> 3-5 <input type="checkbox"/> 6-9 <input type="checkbox"/> 10-14 <input type="checkbox"/> 15+ <input type="checkbox"/> TOTAL NUMBER BOUGHT FOR GIFT: None <input type="checkbox"/> 1-2 <input type="checkbox"/> 3-5 <input type="checkbox"/> 6+ <input type="checkbox"/> BRANDS: After Eight <input type="checkbox"/> Bernard Callebaut <input type="checkbox"/> Black Magic <input type="checkbox"/> Excellence d'Or <input type="checkbox"/> Ferrero Rocher <input type="checkbox"/> Ganong <input type="checkbox"/> Godiva <input type="checkbox"/> Guyliau <input type="checkbox"/> Jacob Suchard <input type="checkbox"/> Laura Secord <input type="checkbox"/> Lindt Lindor <input type="checkbox"/> Lowney <input type="checkbox"/> Mauna Loa <input type="checkbox"/> Milka <input type="checkbox"/> Pot of Gold <input type="checkbox"/> Purdy's <input type="checkbox"/> Quality Street <input type="checkbox"/> Russell Stover <input type="checkbox"/> Terry's Chocolate Orange/Raspberry <input type="checkbox"/> Toblerone <input type="checkbox"/> Turtles <input type="checkbox"/> Store Brands <input type="checkbox"/> Other <input type="checkbox"/> | | | WHERE BOUGHT (Continued): Book Club <input type="checkbox"/> <input type="checkbox"/> Newsstand <input type="checkbox"/> <input type="checkbox"/> University Bookstore <input type="checkbox"/> <input type="checkbox"/> Other Bookstore <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/> | | | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER BOUGHT: 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5+ <input type="checkbox"/> BRANDS: AGFA <input type="checkbox"/> Black's <input type="checkbox"/> Fuji <input type="checkbox"/> Kodak <input type="checkbox"/> Konica <input type="checkbox"/> Photo Lab <input type="checkbox"/> Polaroid <input type="checkbox"/> President's Choice <input type="checkbox"/> Vivitar <input type="checkbox"/> Other <input type="checkbox"/> | | | |
| | | | MAGAZINES — By Subscription — | PERSONALLY | | | | | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> FOR OWN HOUSEHOLD: None <input type="checkbox"/> 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5+ <input type="checkbox"/> | Currently Subscribe | | | | | |
| | | | MAGAZINES — Bought At Newsstand — | PERSONALLY BOUGHT | | | | | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER BOUGHT: 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5+ <input type="checkbox"/> | Past 3 Months | | | | | |
| | | | DIGITAL CAMERAS | PERSONALLY | | | | | |
| | | | YES <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/> <input type="checkbox"/> BRANDS: Canon <input type="checkbox"/> <input type="checkbox"/> Fuji <input type="checkbox"/> <input type="checkbox"/> Hewlett Packard <input type="checkbox"/> <input type="checkbox"/> Kodak <input type="checkbox"/> <input type="checkbox"/> Minolta <input type="checkbox"/> <input type="checkbox"/> Nikon <input type="checkbox"/> <input type="checkbox"/> Olympus <input type="checkbox"/> <input type="checkbox"/> Pentax <input type="checkbox"/> <input type="checkbox"/> Polaroid <input type="checkbox"/> <input type="checkbox"/> Sony <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/> | Bought Past 12 Months | | | | | |
| | | | INSTANT CAMERAS | PERSONALLY BOUGHT | | | | | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> BRANDS: Polaroid Izone <input type="checkbox"/> Polaroid Joycam <input type="checkbox"/> Other Polaroid <input type="checkbox"/> Fuji Instax <input type="checkbox"/> Other <input type="checkbox"/> | Past 12 Months | | | | | |
| BOOKS | PERSONALLY BOUGHT | | | | | | | | |
| | | | BOOKS | PERSONALLY BOUGHT PAST 12 MONTHS | | | | | |
| | | | | | Past 12 Months | | | | |
| | | | | | Paperback | Hardback | | | |
| | | | NUMBER BOUGHT: 1-2 <input type="checkbox"/> <input type="checkbox"/> 3-4 <input type="checkbox"/> <input type="checkbox"/> 5+ <input type="checkbox"/> <input type="checkbox"/> | | | | | | |
| | | | WHERE BOUGHT: Archambault <input type="checkbox"/> <input type="checkbox"/> Book Warehouse Stores <input type="checkbox"/> <input type="checkbox"/> Chapters <input type="checkbox"/> <input type="checkbox"/> Christian Bookstores <input type="checkbox"/> <input type="checkbox"/> Coles <input type="checkbox"/> <input type="checkbox"/> Duthie Books <input type="checkbox"/> <input type="checkbox"/> Great Canadian Book Company <input type="checkbox"/> <input type="checkbox"/> Indigo <input type="checkbox"/> <input type="checkbox"/> McNally Robinson <input type="checkbox"/> <input type="checkbox"/> Relay Books <input type="checkbox"/> <input type="checkbox"/> Renaud-Bray <input type="checkbox"/> <input type="checkbox"/> Smithbooks <input type="checkbox"/> <input type="checkbox"/> | | | | | | |
| | | | CAMERAS | PERSONALLY | | | | | |
| | | | | | Bought Past 12 Months | | | | |
| | | | | | Own | | | | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> TYPES: Video <input type="checkbox"/> <input type="checkbox"/> 35 MM <input type="checkbox"/> <input type="checkbox"/> Cartridge 110 <input type="checkbox"/> <input type="checkbox"/> Advanced Photo Systems <input type="checkbox"/> <input type="checkbox"/> BRANDS: Canon <input type="checkbox"/> <input type="checkbox"/> Fuji <input type="checkbox"/> <input type="checkbox"/> Kodak <input type="checkbox"/> <input type="checkbox"/> Minolta <input type="checkbox"/> <input type="checkbox"/> Nikon <input type="checkbox"/> <input type="checkbox"/> Pentax <input type="checkbox"/> <input type="checkbox"/> Polaroid <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/> | | | | | | |
| | | | WHERE BOUGHT: Sears <input type="checkbox"/> Sears Catalogue <input type="checkbox"/> The Bay <input type="checkbox"/> Wal-Mart <input type="checkbox"/> Zellers <input type="checkbox"/> A & B Sound <input type="checkbox"/> Best Buy <input type="checkbox"/> Black's <input type="checkbox"/> Camera Expert <input type="checkbox"/> Fotoclik <input type="checkbox"/> Future Shop <input type="checkbox"/> Henry's <input type="checkbox"/> Japan Camera <input type="checkbox"/> The Source <input type="checkbox"/> Other Photography Stores <input type="checkbox"/> Jean Coultu <input type="checkbox"/> London Drugs <input type="checkbox"/> Shoppers Drug Mart/Pharmaprix <input type="checkbox"/> Other Drug Stores <input type="checkbox"/> Costco <input type="checkbox"/> Other Stores <input type="checkbox"/> | | | | | | |

FILM, PHOTOFINISHING, PORTRAIT STUDIOS, TELEVISION SETS, AUDIO/VIDEO EQUIPMENT

| FILM | PERSONALLY BOUGHT | | PHOTOFINISHING | PERSONALLY BOUGHT | | PORTRAIT STUDIOS | PERSONALLY USED | |
|---|--------------------------|--------------------------|---|--------------------------|-------------------|--|--------------------------|---------------------------|
| | | Past 6 Months | | | Past 12 Months | | | Past 12 Months |
| YES | <input type="checkbox"/> | | YES | <input type="checkbox"/> | | YES | <input type="checkbox"/> | |
| NO | <input type="checkbox"/> | | NO | <input type="checkbox"/> | | NO | <input type="checkbox"/> | |
| NUMBER OF ROLLS: | | | TYPES: | | | TELEVISION SETS | YOUR HOUSEHOLD | |
| 1-2 | <input type="checkbox"/> | | Film | <input type="checkbox"/> | | | Owns | Bought Past 2 Years |
| 3-6 | <input type="checkbox"/> | | Digital | <input type="checkbox"/> | | YES | <input type="checkbox"/> | |
| 7-12 | <input type="checkbox"/> | | NUMBER OF FILM ROLLS: | | | NO | <input type="checkbox"/> | |
| 13-24 | <input type="checkbox"/> | | None | <input type="checkbox"/> | | NUMBER OF SETS: | | |
| 25+ | <input type="checkbox"/> | | 1-2 | <input type="checkbox"/> | | 1 | <input type="checkbox"/> | <input type="checkbox"/> |
| WHERE BOUGHT: | | | 3-6 | <input type="checkbox"/> | | 2 | <input type="checkbox"/> | <input type="checkbox"/> |
| Sears | <input type="checkbox"/> | | 7-12 | <input type="checkbox"/> | | 3-4 | <input type="checkbox"/> | <input type="checkbox"/> |
| Wal-Mart | <input type="checkbox"/> | | 13-24 | <input type="checkbox"/> | | 5+ | <input type="checkbox"/> | <input type="checkbox"/> |
| Zellers | <input type="checkbox"/> | | 25+ | <input type="checkbox"/> | | TYPES: | | |
| Black's | <input type="checkbox"/> | | NUMBER OF FILM PRINTS: | | | High Definition (HDTV) | <input type="checkbox"/> | <input type="checkbox"/> |
| Camera Expert | <input type="checkbox"/> | | 1-20 | <input type="checkbox"/> | | Thin Screen (Plasma, LCD) | <input type="checkbox"/> | <input type="checkbox"/> |
| Fotoclik | <input type="checkbox"/> | | 21-40 | <input type="checkbox"/> | | Other | <input type="checkbox"/> | <input type="checkbox"/> |
| Japan Camera | <input type="checkbox"/> | | 41-60 | <input type="checkbox"/> | | DVD/VCR/ PVR/DVR | YOUR HOUSEHOLD | |
| Kodak Image Centres | <input type="checkbox"/> | | 61+ | <input type="checkbox"/> | | | Owns | Acquired Past 2 Years |
| Other Photo Store | <input type="checkbox"/> | | NUMBER OF DIGITAL PRINTS: | | | YES | <input type="checkbox"/> | |
| Jean Coutu | <input type="checkbox"/> | | 1-20 | <input type="checkbox"/> | | NO | <input type="checkbox"/> | |
| London Drugs | <input type="checkbox"/> | | 21-40 | <input type="checkbox"/> | | TYPES: | | |
| Pharma Plus | <input type="checkbox"/> | | 41-60 | <input type="checkbox"/> | | DVD | <input type="checkbox"/> | <input type="checkbox"/> |
| Shoppers Drug Mart/Pharmaprix | <input type="checkbox"/> | | 61+ | <input type="checkbox"/> | | VCR | <input type="checkbox"/> | <input type="checkbox"/> |
| Uniprix | <input type="checkbox"/> | | BRANDS OF INK JET PAPER: | | | PVR/DVR | <input type="checkbox"/> | <input type="checkbox"/> |
| Other Drug Stores | <input type="checkbox"/> | | Epson | <input type="checkbox"/> | | RECORDED TV PROGRAMMING | YOU PERSONALLY | |
| Atlantic Grocer/Super Store/ Super Value | <input type="checkbox"/> | | Fuji | <input type="checkbox"/> | | | | |
| Extra Foods | <input type="checkbox"/> | | Hewlett-Packard | <input type="checkbox"/> | | WATCHED RECORDED TV PROGRAMS: | | |
| Fortino's | <input type="checkbox"/> | | Kodak | <input type="checkbox"/> | | YES | <input type="checkbox"/> | |
| IGA | <input type="checkbox"/> | | Other | <input type="checkbox"/> | | NO | <input type="checkbox"/> | |
| Loblaws/Super Centre | <input type="checkbox"/> | | WHERE DEVELOPED/PRINTED: | | | FAST FORWARD THROUGH COMMERCIALS WHEN WATCHING: | | |
| Real Canadian Super Store | <input type="checkbox"/> | | At Home —Regular Printer | <input type="checkbox"/> | | Never | <input type="checkbox"/> | |
| Overwaitea/Save on Foods | <input type="checkbox"/> | | —Photo Printer | <input type="checkbox"/> | | Sometimes | <input type="checkbox"/> | |
| Safeway | <input type="checkbox"/> | | Online (Internet) | <input type="checkbox"/> | | Mostly | <input type="checkbox"/> | |
| Sobeys | <input type="checkbox"/> | | Walk-Up Photo Print Maker | <input type="checkbox"/> | | RECORDED HOURS WATCHED IN AVERAGE WEEK: | | |
| Zehrs | <input type="checkbox"/> | | Best Buy | <input type="checkbox"/> | | None | <input type="checkbox"/> | |
| Other Grocery Stores | <input type="checkbox"/> | | Wal-Mart | <input type="checkbox"/> | | 1-2 | <input type="checkbox"/> | |
| Best Buy | <input type="checkbox"/> | | Zellers | <input type="checkbox"/> | | 3-6 | <input type="checkbox"/> | |
| Convenience Stores | <input type="checkbox"/> | | Black's | <input type="checkbox"/> | | 7+ | <input type="checkbox"/> | |
| Costco | <input type="checkbox"/> | | Camera Expert | <input type="checkbox"/> | | DEVICE USED MOST OFTEN: | | |
| Canadian Tire | <input type="checkbox"/> | | Fotoclik | <input type="checkbox"/> | | VCR | <input type="checkbox"/> | |
| Future Shop | <input type="checkbox"/> | | Japan Camera | <input type="checkbox"/> | | PVR/DVR | <input type="checkbox"/> | |
| Other Stores | <input type="checkbox"/> | | Kodak Image Centres | <input type="checkbox"/> | | DVD Recorder | <input type="checkbox"/> | |
| | | | Other Photo Store | <input type="checkbox"/> | | WHEN USUALLY WATCHED: | | |
| FILM | PERSONALLY BOUGHT | | Jean Coutu | <input type="checkbox"/> | | Same Day | <input type="checkbox"/> | |
| | Most Often | Others Sometimes | London Drugs | <input type="checkbox"/> | | Next 2-3 Days | <input type="checkbox"/> | |
| TYPES: | | | Pharma Plus | <input type="checkbox"/> | | Within A Week | <input type="checkbox"/> | |
| Advanced Photo System (APS) | <input type="checkbox"/> | <input type="checkbox"/> | Shoppers Drug Mart/Pharmaprix | <input type="checkbox"/> | | More Than 1 Week Later | <input type="checkbox"/> | |
| Instant Film | <input type="checkbox"/> | <input type="checkbox"/> | Uniprix | <input type="checkbox"/> | | | | |
| 35 MM | <input type="checkbox"/> | <input type="checkbox"/> | Other Drug Stores | <input type="checkbox"/> | | | | |
| Other | <input type="checkbox"/> | <input type="checkbox"/> | Atlantic Grocer/Super Store/ Super Value | <input type="checkbox"/> | | | | |
| BRANDS: | | | Fortino's | <input type="checkbox"/> | | | | |
| AGFA | <input type="checkbox"/> | <input type="checkbox"/> | Loblaws/Super Centre | <input type="checkbox"/> | | | | |
| Astral | <input type="checkbox"/> | <input type="checkbox"/> | Real Canadian Super Store | <input type="checkbox"/> | | | | |
| Black's | <input type="checkbox"/> | <input type="checkbox"/> | Overwaitea/Save On Foods | <input type="checkbox"/> | | | | |
| Fuji | <input type="checkbox"/> | <input type="checkbox"/> | Zehrs | <input type="checkbox"/> | | | | |
| Kodak | <input type="checkbox"/> | <input type="checkbox"/> | Other Grocery Stores | <input type="checkbox"/> | | | | |
| Konica | <input type="checkbox"/> | <input type="checkbox"/> | Costco | <input type="checkbox"/> | | | | |
| Polaroid | <input type="checkbox"/> | <input type="checkbox"/> | Future Shop | <input type="checkbox"/> | | | | |
| President's Choice | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | |
| Store Brand | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | |
| Other | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | |