

Section 10: Apparel; Miscellaneous Products

2008 Product Questionnaire (86-1 to 86-6)



Arts and crafts

where bought (*Appendix A*)

Books

\$ spent

paperbacks/hardbacks

bought

where bought (*Appendix A*)

Boxed Chocolates

boxes bought (*total, as gifts*)

brands

Clothing

Men's clothing

\$ spent

bought (*past year*)

casual/khaki pants, coats, dress pants, jeans,
leather jackets, outdoor, shirts, suits, socks,
sports jackets, sweaters, ties, underwear

where bought (*Appendix A*)

Women's clothing

\$ spent

bought (*past year*)

blazer/jackets, blouses/shirts, brassieres,
coats, dresses, jeans, leather jackets, other
lingerie, outdoor, skirts, slacks/trousers,
sleepwear, sportswear (*athletic*), sweaters,
swimwear, underwear

where bought (*Appendix A*)

Stockings, pantyhose

bought

style: knee-highs, pantyhose, stockings,
tights

Customer reward, frequent flyer programs

types: airlines, book stores, car rental,
coffee shops, credit card,
department stores, drug stores,
gasoline stations, grocery stores,
hotel, photo stores, train

brands

brands: frequent flyer programs

Flowers

times bought

reasons: as a gift, for self

Footwear

\$ spent

types: boots, casual, dress, sandals,
sports/athletic, hiking

insole types: cushioned, deodorant,
winter warmth

where bought (*Appendix A*)

Greeting Cards

bought

where bought (*Appendix A*)

Stationery/Office Supplies

where bought (*Appendix A*)

(continued)

1 = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database

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Jewellery/Watches/Luggage

Costume jewellery

\$ spent: on self, as gift

kinds: bracelet, brooch/pin, earrings,
necklace, ring

Fine jewellery

\$ spent: on self, as gift

types: diamond, gold with gems, gold
without gems, platinum, sterling

kinds: bracelet, brooch/pin, earrings,
necklace, diamond engagement
ring, other engagement ring,
other ring, other jewellery

where bought (*Appendix A*)

Luggage/other accessories

\$ spent

kinds: handbags, luggage, umbrellas,

Watches

\$ spent: on self, as gifts

types: men's, women's

Shopping

Convenience stores

times shopped

where shopped (*Appendix A*)

Department stores/discount department stores

times shopped

brands

Drug stores

times shopped

where shopped (*Appendix A*)

Toys and Games

\$ spent

types: action figures/accessories,
board games, building sets,
children's books, comic books, dolls,
educational toys, gym sets,
infant toys, large cars/trucks,
miniature diecast cars/trucks,
model kits, plush toys, pre-school
toys, puzzles, racing sets,
radio controlled toys, riding toys/
tricycles

where bought (*Appendix A*)

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