

SHOPPING

	PERSONALLY SHOPPED	DEPARTMENT STORES/ DISCOUNT DEPARTMENT STORES	PERSONALLY SHOPPED	FREQUENT FLYER PROGRAMS	PERSONALLY
CONVENIENCE STORES	Past 6 Months Past 30 Days		Past 6 Months Past 30 Days		Belong To
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"/>		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"/> DEPARTMENT STORES/ DISCOUNT DEPARTMENT STORES	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"/>	Air Canada Aeroplan —Basic Member <input type="checkbox"/> —Prestige Member <input type="checkbox"/> —Elite/Super Elite Member <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"/>	
DRUG STORES	PERSONALLY SHOPPED Past 6 Months Past 30 Days	CUSTOMER REWARD PROGRAMS	PERSONALLY BELONG Currently	PRE-PAID GIFT CARDS	PERSONALLY BOUGHT 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 & Zel's <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"/>		YES <input type="checkbox"/> NO <input type="checkbox"/> CUSTOMER REWARD PROGRAMS	YOU PERSONALLY Use <input type="checkbox"/> Used Past 7 Days <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/> AMOUNT SPENT: Less Than \$49 <input type="checkbox"/> \$50-\$99 <input type="checkbox"/> \$100-\$199 <input type="checkbox"/> \$200-\$249 <input type="checkbox"/> \$250 Or More <input type="checkbox"/> NUMBER PURCHASED: None <input type="checkbox"/> 1-4 <input type="checkbox"/> 5-9 <input type="checkbox"/> 10+ <input type="checkbox"/> KINDS: Beauty Salon/Spa <input type="checkbox"/> Book Store <input type="checkbox"/> Clothing/Footwear <input type="checkbox"/> Coffee Shop <input type="checkbox"/> Department Store <input type="checkbox"/> Drugstore <input type="checkbox"/> Grocery Store <input type="checkbox"/> Home Electronics <input type="checkbox"/> Home Improvement <input type="checkbox"/> Movie Theatre <input type="checkbox"/> Music Store <input type="checkbox"/> Restaurant <input type="checkbox"/> Shopping Mall <input type="checkbox"/> Stationery/Office Supplies <input type="checkbox"/> Travel <input type="checkbox"/> Video Store <input type="checkbox"/> Other <input type="checkbox"/>	
		TYPES: 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"/> 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"/> Diners Club Rewards <input type="checkbox"/> Esso Extra Program <input type="checkbox"/> Futura Rewards <input type="checkbox"/> HBC Rewards/Club Z <input type="checkbox"/> Indigo/Chapters/Coles IRewards <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"/>			

CLOTHES

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): 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"/> Banana Republic <input type="checkbox"/> Bikini Village <input type="checkbox"/> Bootlegger <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"/> Danier Leather <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"/> Jacob <input type="checkbox"/> L'Aubainerie <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"/> Lucky Jeans <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"/> Old Navy <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 <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"/> Tristan et Iseut <input type="checkbox"/> Warehouse One <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		WOMEN'S CLOTHING		PERSONALLY BOUGHT		
		1-2	3+			Past 12 Months		
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"/>		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: 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"/> Roots <input type="checkbox"/> RW & Co. <input type="checkbox"/> Simon <input type="checkbox"/> The Gap <input type="checkbox"/> Thrifty's <input type="checkbox"/> Tilley Endurables <input type="checkbox"/> Tip Top Tailors <input type="checkbox"/>		WOMEN'S CLOTHING 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"/>		
MEN'S CLOTHING		PERSONALLY BOUGHT		WOMEN'S CLOTHING		NUMBER BOUGHT IN PAST 12 MONTHS		
		Past 12 Months				1-2	3+	
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"/> Roots <input type="checkbox"/> RW & Co. <input type="checkbox"/> Simon <input type="checkbox"/> The Gap <input type="checkbox"/> Thrifty's <input type="checkbox"/> Tilley Endurables <input type="checkbox"/> Tip Top Tailors <input type="checkbox"/>		WOMEN'S CLOTHING 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"/>		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"/>				
WOMEN'S CLOTHING		PERSONALLY BOUGHT		WOMEN'S CLOTHING		PERSONALLY BOUGHT		
		Most Often				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"/>		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"/>		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"/>		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"/>		

SHOES, ACCESSORIES

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"/> Holt Renfrew <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"/> Soft Moc <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/Spring 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"/> 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 6 Months	Past 30 Days			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"/>								

