

# Section 10: Apparel; Miscellaneous Products

2009 Product Questionnaire (86-1 to 86-6)



## 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*)  
*types of store*<sup>1</sup>: boutiques/designer,  
high end/luxury

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: customer reward programs

brands: frequent flyer programs

## Pre-paid Gift Cards<sup>1</sup>

amount spent

# purchased

*kinds*: beauty salon/spa, book store,  
clothing/footwear, coffee shop,  
department store, drug store,  
grocery store, home electronics,  
home improvement, movie theatre,  
music store, restaurant, shopping  
mall, stationery/office supplies,  
travel, video

## Footwear

\$ spent

*types*: boots, casual, dress, sandals,  
sports/athletic, hiking  
*insole types*: cushioned, deodorant,  
winter warmth

where bought (*Appendix A*)

## Greeting Cards

# bought

## Stationery/Office Supplies

where bought (*Appendix A*)

(continued)

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<sup>1</sup> = new data

(included on the PMB 2010 2-year Readership Database and PMB 2010 1-year Product Database)

new brands are included on the PMB 2010 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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1 = new data

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new brands are included on the PMB 2010 1-year Product Database