

CATS & DOGS/BABY/CHILDREN'S PRODUCTS

| CAT FOOD — Packaged Dry — | USED IN HOUSEHOLD | | BABY FOODS | USED IN HOUSEHOLD | | TOILET TRAINING PRODUCTS | USED IN HOUSEHOLD | |
|---|-------------------|------------------|--|-------------------|-------------|---|-------------------|------------------|
| | Most Often | Others Sometimes | | Past 6 Months | Past 7 Days | | Past 6 Months | |
| TYPES: Premium <input type="checkbox"/> <input type="checkbox"/> Regular <input type="checkbox"/> <input type="checkbox"/> Store Brand/No-Name <input type="checkbox"/> <input type="checkbox"/> BRANDS: Eukanuba <input type="checkbox"/> <input type="checkbox"/> Hills/Science Diet <input type="checkbox"/> <input type="checkbox"/> Iams <input type="checkbox"/> <input type="checkbox"/> Meow Mix <input type="checkbox"/> <input type="checkbox"/> Nutro <input type="checkbox"/> <input type="checkbox"/> President's Choice <input type="checkbox"/> <input type="checkbox"/> Purina Cat Chow <input type="checkbox"/> <input type="checkbox"/> Purina Fancy Feast Gourmet Gold <input type="checkbox"/> <input type="checkbox"/> Purina Friskies <input type="checkbox"/> <input type="checkbox"/> Purina Healthful Life From Cat Chow <input type="checkbox"/> <input type="checkbox"/> Purina Kitten Chow <input type="checkbox"/> <input type="checkbox"/> Purina ONE <input type="checkbox"/> <input type="checkbox"/> Purina Pro Plan <input type="checkbox"/> <input type="checkbox"/> Royal Canin <input type="checkbox"/> <input type="checkbox"/> Special Kitty <input type="checkbox"/> <input type="checkbox"/> Techni-Cal <input type="checkbox"/> <input type="checkbox"/> Whiskas <input type="checkbox"/> <input type="checkbox"/> Generic Brand <input type="checkbox"/> <input type="checkbox"/> Premium Store Brand <input type="checkbox"/> <input type="checkbox"/> Veterinary Brands <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/> | | | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF CONTAINERS: None <input type="checkbox"/> 1-4 <input type="checkbox"/> 5-9 <input type="checkbox"/> 10+ <input type="checkbox"/> | | | YES <input type="checkbox"/> NO <input type="checkbox"/> TYPES: Disposable Training Pants <input type="checkbox"/> Disposable Diaper <input type="checkbox"/> Cloth Training Pants <input type="checkbox"/> Regular Underwear <input type="checkbox"/> Other <input type="checkbox"/> | | |
| | | | INFANT CEREAL | USED IN HOUSEHOLD | | BABY/CHILDREN'S CARE PRODUCTS | | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF SERVINGS: None <input type="checkbox"/> 1-4 <input type="checkbox"/> 5-9 <input type="checkbox"/> 10+ <input type="checkbox"/> | Past 6 Months | Past 7 Days | YES <input type="checkbox"/> NO <input type="checkbox"/> Baby — Soap <input type="checkbox"/> — Oil/Lotion <input type="checkbox"/> — Powder <input type="checkbox"/> Children's — Toothpaste <input type="checkbox"/> — Toothbrush <input type="checkbox"/> — Sunscreen <input type="checkbox"/> | Past 6 Months | Past 30 Days |
| | | | PREPARED INFANT FORMULA | USED IN HOUSEHOLD | | BABY WIPES | | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF SERVINGS: None <input type="checkbox"/> 1-4 <input type="checkbox"/> 5-9 <input type="checkbox"/> 10+ <input type="checkbox"/> | Past 6 Months | Past 7 Days | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF WIPES: None <input type="checkbox"/> 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5-6 <input type="checkbox"/> 7-9 <input type="checkbox"/> 10+ <input type="checkbox"/> | Past 6 Months | Average Day |
| | | | DIAPERS | USED IN HOUSEHOLD | | BABY WIPES | | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> NUMBER OF DIAPERS: None <input type="checkbox"/> 1-9 <input type="checkbox"/> 10-24 <input type="checkbox"/> 25-49 <input type="checkbox"/> 50+ <input type="checkbox"/> | Past 6 Months | Past 7 Days | YES <input type="checkbox"/> NO <input type="checkbox"/> TYPES: Cloth <input type="checkbox"/> Disposable <input type="checkbox"/> BRANDS: Huggies <input type="checkbox"/> <input type="checkbox"/> Just For Kids <input type="checkbox"/> <input type="checkbox"/> Kandoo <input type="checkbox"/> <input type="checkbox"/> Pampers <input type="checkbox"/> <input type="checkbox"/> Pampers Sensitive <input type="checkbox"/> <input type="checkbox"/> Store Brand <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/> | Most Often | Others Sometimes |
| | | | PET FOOD — Where Bought — | USED IN HOUSEHOLD | | | | |
| | | | Global Pet Foods <input type="checkbox"/> J.E. Mondou <input type="checkbox"/> PJ's Pet Centres <input type="checkbox"/> Pet Smart <input type="checkbox"/> Pet Valu <input type="checkbox"/> Super Pet <input type="checkbox"/> Other Pet Store <input type="checkbox"/> Canadian Tire <input type="checkbox"/> Walmart <input type="checkbox"/> Zellers <input type="checkbox"/> Drug Store <input type="checkbox"/> Supermarket/Grocery <input type="checkbox"/> Other Grocery Store <input type="checkbox"/> From The Vet <input type="checkbox"/> Warehouse Stores <input type="checkbox"/> Other <input type="checkbox"/> | Past 30 Days | | | | |
| | | | ANIMAL HEALTH PRODUCTS FOR DOGS & CATS | PURCHASED | | | | |
| | | | YES <input type="checkbox"/> NO <input type="checkbox"/> PURPOSE: Fleas & Ticks <input type="checkbox"/> Heartworm <input type="checkbox"/> Other <input type="checkbox"/> TYPES: Collars <input type="checkbox"/> Injectable (Prescribed) <input type="checkbox"/> Tablet (Prescribed) <input type="checkbox"/> Spot On (Prescribed) <input type="checkbox"/> Shampoo <input type="checkbox"/> Mousse <input type="checkbox"/> | Past 12 Months | | | | |

BABY/CHILDREN'S PRODUCTS, CLOTHING/SHOES

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|---|--------------------------------------|--|--------------------------------------|
| CHILDREN'S MEDICATION | USED IN HOUSEHOLD | CHILDREN'S CLOTHING/SHOES | YOUR HOUSEHOLD BOUGHT PAST 12 MONTHS |
| | Past 3 Months | | Clothing/Shoes |
| YES <input type="checkbox"/> NO <input type="checkbox"/> TYPES: Anti-Nauseant/Motion Sickness Remedies <input type="checkbox"/> Cold Tablets/Liquids <input type="checkbox"/> Laxatives <input type="checkbox"/> Medicated Throat Lozenges <input type="checkbox"/> Pain Relievers <input type="checkbox"/> Vitamins <input type="checkbox"/> | | WHERE BOUGHT (Continued): L'Aubainerie <input type="checkbox"/> La Senza Girl <input type="checkbox"/> Le Chateau <input type="checkbox"/> Northern Getaway <input type="checkbox"/> Please Mum <input type="checkbox"/> Roots <input type="checkbox"/> The Children's Place <input type="checkbox"/> Thrifty's <input type="checkbox"/> Warehouse One <input type="checkbox"/> Winners <input type="checkbox"/> Other Clothing Specialty Store <input type="checkbox"/> Bata <input type="checkbox"/> Kiddie Kobbler <input type="checkbox"/> Panda Stores <input type="checkbox"/> Yellow <input type="checkbox"/> Mail Order <input type="checkbox"/> Other Stores <input type="checkbox"/> | |
| CHILDREN'S COUGH SYRUP | USED IN HOUSEHOLD | | |
| | Past 3 Months | | |
| YES <input type="checkbox"/> NO <input type="checkbox"/> | | | |
| CHILDREN'S CLOTHING/SHOES | YOUR HOUSEHOLD BOUGHT PAST 12 MONTHS | BABY/CHILDREN FURNITURE/EQUIPMENT | YOUR HOUSEHOLD BOUGHT PAST 12 MONTHS |
| | Clothing Shoes | | Past 12 Months |
| BOUGHT FOR: Baby Under 1 Year <input type="checkbox"/> <input type="checkbox"/> Children 1-5 Years <input type="checkbox"/> <input type="checkbox"/> Children 6-12 Years <input type="checkbox"/> <input type="checkbox"/> AMOUNT SPENT: Less Than \$25 <input type="checkbox"/> <input type="checkbox"/> \$25-\$50 <input type="checkbox"/> <input type="checkbox"/> \$51-\$99 <input type="checkbox"/> <input type="checkbox"/> \$100-\$199 <input type="checkbox"/> <input type="checkbox"/> \$200+ <input type="checkbox"/> <input type="checkbox"/> | | YES <input type="checkbox"/> NO <input type="checkbox"/> ITEMS: Strollers <input type="checkbox"/> Cribs <input type="checkbox"/> Bunk Beds <input type="checkbox"/> Car Seats <input type="checkbox"/> High Chairs <input type="checkbox"/> WHERE BOUGHT: Sears <input type="checkbox"/> The Bay <input type="checkbox"/> Walmart <input type="checkbox"/> Zellers <input type="checkbox"/> Ikea <input type="checkbox"/> Once Upon A Child <input type="checkbox"/> Toys "R" Us <input type="checkbox"/> Babies "R" Us <input type="checkbox"/> Infant/Children Specialty Store <input type="checkbox"/> Thrift/Second Hand Stores <input type="checkbox"/> Other Stores <input type="checkbox"/> | |
| CHILDREN'S CLOTHING/SHOES | YOUR HOUSEHOLD BOUGHT PAST 12 MONTHS | | |
| | Clothing/Shoes | | |
| WHERE BOUGHT: Sears <input type="checkbox"/> Sears Catalogue <input type="checkbox"/> The Bay <input type="checkbox"/> Saan <input type="checkbox"/> Walmart <input type="checkbox"/> Zellers <input type="checkbox"/> Babies "R" Us <input type="checkbox"/> Clément <input type="checkbox"/> Disney Store <input type="checkbox"/> Gap <input type="checkbox"/> Giant Tiger <input type="checkbox"/> Gymboree <input type="checkbox"/> H&M <input type="checkbox"/> | | | |