

 16%

PRODUCT USAGE

1) Does your household buy the products listed below?

COUGH, FLU OR COLD PRODUCTS

	Used in past 12 months	Our usual brand(s)
Cold-fx		
Advil cough, flu or cold products		
Tylenol cough, flu or cold products		
Store brand cough, flu or cold products		
Other cough, flu or cold products		

PERSONAL CARE PRODUCTS

	Used in past 12 months	Our usual brand(s)
Abreva		
Coldsores-fx		
Other cold sore remedies		
Breathe Right		
Other nasal strips		
Polysporin blister treatment		
Dr. Scholl's blister treatment		
Other blister treatment		

HOUSEHOLD PRODUCTS

Used in Our usual

**past 12
months** **brand(s)**

Brita products

Other water filters

2) What is your scent preference for household products?

Strong scent

Light scent

Unscented

SHOPPING

1) How often does your household use "cents off" store coupons? *

Once per week or more

Once or twice per month

Less than once per month

Never

2) How often does your household shop at the following stores?

GROCERY STORES

**Once per
week or
more** **Less than
once per
week**

Loblaws or Zehrs

Metro

Real Cdn. or Atl. Superstore

Safeway

Sobeys or IGA

Other grocery stores

DRUG STORES

**Once per
week or
more** **Less than
once per
week**

Shoppers Drug Mart or Pharmaprix

Jean Coutu

London Drugs

Rexall

Other drug stores

OTHER STORES

Once per week or more	Less than once per week
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Bulk Barn

Costco

Walmart

Pet specialty

3) Has your household shopped online in the last 12 months?

Yes

No

4) What has your household bought online in the last 12 months?

Clothing or shoes

Plus size clothing

Cosmetics

Other

Continue →



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