

INSTRUCTIONS:

Dear Fellow Shopper:

This quick survey is easy and will only take a few minutes. Here's all you have to do:

- 1) Let me know the products that you or other people living in your home may have used by marking a dark "X" in the appropriate boxes.
- 2) Please take into account products used by you and all other people living in your home.
- 3) If you get to a category that is not used in your home, just "X" the "DO NOT USE" box and skip it.
- 4) For each category, "X" as many boxes as apply.

EXAMPLE: in my family, we usually eat Campbell's or Lipton Soup, but we also used Progresso in the past 12 months. I would "X" boxes as follows:

SOUP

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Campbell's	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Healthy Choice	<input type="checkbox"/>	<input type="checkbox"/>
Lipton	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Progresso	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

URGENT: Please take a few moments right now to complete this survey. It's important. I appreciate your help.

Sincerely,

Laura

Laura David

P.S. Please note: It is extremely important that the information you provide be accurate.

SOUP

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Campbell's	<input type="checkbox"/>	<input type="checkbox"/>
Healthy Choice	<input type="checkbox"/>	<input type="checkbox"/>
Lipton	<input type="checkbox"/>	<input type="checkbox"/>
Progresso	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

HOUSEHOLD BAGS

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
TALL KITCHEN WASTE BAGS		

Glad - Drawstring	<input type="checkbox"/>	<input type="checkbox"/>
- Quick-Tie	<input type="checkbox"/>	<input type="checkbox"/>
Hefty - CinchSak	<input type="checkbox"/>	<input type="checkbox"/>
- other Hefty kitchen	<input type="checkbox"/>	<input type="checkbox"/>
Other kitchen waste bags	<input type="checkbox"/>	<input type="checkbox"/>

FOOD STORAGE BAGS

Hefty OneZip	<input type="checkbox"/>	<input type="checkbox"/>
Ziploc - Easy Zipper	<input type="checkbox"/>	<input type="checkbox"/>
- regular	<input type="checkbox"/>	<input type="checkbox"/>
Glad	<input type="checkbox"/>	<input type="checkbox"/>
Other food storage bags	<input type="checkbox"/>	<input type="checkbox"/>

JARRED PASTA SAUCE

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Classico	<input type="checkbox"/>	<input type="checkbox"/>

Five Brothers - Creamy	<input type="checkbox"/>	<input type="checkbox"/>
- Tomato	<input type="checkbox"/>	<input type="checkbox"/>
Francesco Rinaldi	<input type="checkbox"/>	<input type="checkbox"/>
Prego	<input type="checkbox"/>	<input type="checkbox"/>
Ragú - Tomato	<input type="checkbox"/>	<input type="checkbox"/>
- Cheese Creations	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

How frequently is jarred pasta sauce used in your household?

Twice per week or more often	<input type="checkbox"/>
Once per week	<input type="checkbox"/>
2 or 3 times per month	<input type="checkbox"/>
Once a month or less often	<input type="checkbox"/>

MARGARINE & BUTTER

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Butter	<input type="checkbox"/>	<input type="checkbox"/>

Brummel & Brown	<input type="checkbox"/>	<input type="checkbox"/>
Fleischmann's	<input type="checkbox"/>	<input type="checkbox"/>
I Can't Believe It's Not Butter!	<input type="checkbox"/>	<input type="checkbox"/>
Parkay	<input type="checkbox"/>	<input type="checkbox"/>
Smart Balance	<input type="checkbox"/>	<input type="checkbox"/>
Shedd's Spread Country Crock	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

CHOLESTEROL LOWERING SPREADS

Benecol	<input type="checkbox"/>	<input type="checkbox"/>
Take Control	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

1) How often do you purchase any or all of the above products?

Twice a month or more	<input type="checkbox"/>
Once a month	<input type="checkbox"/>
Less than once a month	<input type="checkbox"/>

2) Which other products does your household use 3 times per week or more?

Cream cheese	<input type="checkbox"/>
Jams or jellies	<input type="checkbox"/>
Yogurt	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

HAND & BODY LOTION

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Curel	<input type="checkbox"/>	<input type="checkbox"/>

Keri	<input type="checkbox"/>	<input type="checkbox"/>
Lubriderm	<input type="checkbox"/>	<input type="checkbox"/>
Neutrogena	<input type="checkbox"/>	<input type="checkbox"/>
Nivea	<input type="checkbox"/>	<input type="checkbox"/>
Suave	<input type="checkbox"/>	<input type="checkbox"/>
Vaseline Intensive Care	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

How many bottles of hand & body lotion are purchased in your household in one year?

5 or more	<input type="checkbox"/>
3 or 4	<input type="checkbox"/>
2 or fewer	<input type="checkbox"/>

FACIAL CLEANSING TOWELETES

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Bioré	<input type="checkbox"/>	<input type="checkbox"/>

Dove Daily Hydrating	<input type="checkbox"/>	<input type="checkbox"/>
Olay Daily Facials	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

HOME HAIR COLORING

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Excellence	<input type="checkbox"/>	<input type="checkbox"/>

Hydrience	<input type="checkbox"/>	<input type="checkbox"/>
Loving Care	<input type="checkbox"/>	<input type="checkbox"/>
Natural Instincts	<input type="checkbox"/>	<input type="checkbox"/>
Nice 'n Easy	<input type="checkbox"/>	<input type="checkbox"/>
Preference	<input type="checkbox"/>	<input type="checkbox"/>
Ultress	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

How often does any member of your household color their hair at home?

1 or more times a month	<input type="checkbox"/>
Every 1 to 2 months	<input type="checkbox"/>
Every 3 to 5 months	<input type="checkbox"/>
Every 6 months or less often	<input type="checkbox"/>

LAUNDRY DETERGENT

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
"all" - liquid	<input type="checkbox"/>	<input type="checkbox"/>

- powder	<input type="checkbox"/>
Cheer - liquid	<input type="checkbox"/>
- powder	<input type="checkbox"/>
Era	<input type="checkbox"/>
Gain - liquid	<input type="checkbox"/>
- powder	<input type="checkbox"/>
Surf	<input type="checkbox"/>
Tide - liquid	<input type="checkbox"/>
- powder	<input type="checkbox"/>
- tablets	<input type="checkbox"/>
Wisk - liquid	<input type="checkbox"/>
- powder	<input type="checkbox"/>
- tablets	<input type="checkbox"/>
Other - liquid	<input type="checkbox"/>
- powder	<input type="checkbox"/>

How many loads of laundry are washed in your household in an average week?

8 or more	<input type="checkbox"/>
5 to 7	<input type="checkbox"/>
4 or fewer	<input type="checkbox"/>

COUPON USE

1) How often do you use "cents off" store coupons?

More than once per week	<input type="checkbox"/>
Once per week	<input type="checkbox"/>
Less than once per week	<input type="checkbox"/>

2) In the past 4 weeks, how many store coupons have you redeemed?

More than 20	<input type="checkbox"/>
10 to 20	<input type="checkbox"/>
Less than 10	<input type="checkbox"/>

PET FOOD

Which of the following dry or canned pet foods do you buy regularly? ("X" all that apply)

Alpo	<input type="checkbox"/>	<input type="checkbox"/>
Eukanuba	<input type="checkbox"/>	<input type="checkbox"/>
Friskies	<input type="checkbox"/>	<input type="checkbox"/>
Hill's Science Diet	<input type="checkbox"/>	<input type="checkbox"/>
Iams	<input type="checkbox"/>	<input type="checkbox"/>
Pedigree	<input type="checkbox"/>	<input type="checkbox"/>
Purina Dog or Cat Chow	<input type="checkbox"/>	<input type="checkbox"/>
Purina O.N.E.	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

EYE CARE

Does anyone in your household currently wear or would consider wearing the following?

Eye glasses	<input type="checkbox"/>	<input type="checkbox"/>
Contact lenses	<input type="checkbox"/>	<input type="checkbox"/>
Overnight contact lenses	<input type="checkbox"/>	<input type="checkbox"/>
Refractive or Lasik Surgery	<input type="checkbox"/>	<input type="checkbox"/>

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
CONTACT LENS SOLUTION		

Complete ComfortPlus No Rub	<input type="checkbox"/>	<input type="checkbox"/>
Opti-Free Express No Rub	<input type="checkbox"/>	<input type="checkbox"/>
ReNu Multipurpose (white box)	<input type="checkbox"/>	<input type="checkbox"/>
ReNu Multiplus (blue box)	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

CONTACT LENS DROPS

ReNu Drops	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

DENTURE ADHESIVES

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Fixodent	<input type="checkbox"/>	<input type="checkbox"/>

Poligrip	<input type="checkbox"/>	<input type="checkbox"/>
Seabond	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

HEARING AID BATTERIES

<input type="checkbox"/> WE DO NOT USE (Skip to next category)	<input type="checkbox"/> Our Usual Brand(s)	<input type="checkbox"/> Also Used in Past 12 Months
Duracell - for hearing aids	<input type="checkbox"/>	<input type="checkbox"/>

Energizer - for hearing aids	<input type="checkbox"/>	<input type="checkbox"/>
Store brand or other	<input type="checkbox"/>	<input type="checkbox"/>

1) Where does your household usually purchase hearing aid batteries?

A hearing healthcare professional	<input type="checkbox"/>
At a retail store	<input type="checkbox"/>
By mail order or other method	<input type="checkbox"/>

2) What size hearing aid battery is usually purchased?

Size 5	<input type="checkbox"/>
Size 10	<input type="checkbox"/>
Size 13	<input type="checkbox"/>
Size 312	<input type="checkbox"/>
Size 675	<input type="checkbox"/>

Please turn to the next page