



RETAILERS REDEEMING MANUFACTURER COUPONS STANDARD QUESTIONNAIRE

The purpose of this questionnaire is to provide coupon-issuing manufacturers with data on retailers who redeem coupons. All information submitted will be held strictly confidential. This coupon questionnaire must be completed and on file before payment can be issued for coupon submissions.

A separate questionnaire must be prepared by each entity submitting coupons for redemption (i.e., individual store, division, or company).

Entity requesting data (manufacturer, manufacturer's agent, clearinghouse, or association):
Mandlik & Rhodes Information Services 127 East Main Street, Suite W, PO Box 249 Barrington, IL 60011-0249

Store Name: _____

Phone: _____

Fax: _____

Contact Name: _____

email: _____
 (please provide an active address - we will be contacting you by email!)

Physical Address:		
Street		
City	State	ZIP

Mailing Address:		<input type="checkbox"/> same as physical address
Street		
City	State	ZIP

I. GENERAL DATA

A. Type of Entity:

- Proprietorship Partnership
 Corporation Division

B. Entity/ Entities for which coupons will be submitted:

- Single store
 Total Company * Number of stores _____
 Division * Number of stores _____

* If you submit for more than one store, you must provide a store list. Please include address, phone and fax for each store location.

C. Date Business Started:

____ / ____ / ____

D. How did you obtain this business?

- Purchased
 Started New
 Merger

E. _____
 Company Trade Name or Store Name

F. _____
 Former Store Name (if applicable)

G. _____
 Tax Identification Number or Social Security Number

H. _____
 State of Incorporation (if applicable)

I. Wholesale Supplier(s)

Main		
Name		
Street		
City	State	ZIP

Secondary		
Name		
Street		
City	State	ZIP

J. Estimated Gross Annual Sales (\$): _____

K. Number of Employees: _____ full-time _____ part-time _____ total

L. Manufacturers from whom you buy directly: _____

II. STORE DATA

A.

	Type of Store(s)	number of stores	selling square feet	number of checkouts	open hours per week
food store:	conventional supermarket				
	combination				
	warehouse				
	small store				
	specialty				
	convenience				
drug store:	pharmacy				
	full line				
	discount store				
	department store				
	liquor store				
	hardware store				
	restaurant				
	military commissary				
	pet food dealer/ distributor				

B. Product categories stocked (check applicable categories):

- | | | |
|---|---|--|
| <input type="checkbox"/> Baby Foods | <input type="checkbox"/> Prepared Foods | <input type="checkbox"/> Produce |
| <input type="checkbox"/> Baking Mixes and Needs | <input type="checkbox"/> Soft Drinks | <input type="checkbox"/> Delicatessen |
| <input type="checkbox"/> Candy and Gum | <input type="checkbox"/> Soups | <input type="checkbox"/> Fresh Bakery |
| <input type="checkbox"/> Cereals | <input type="checkbox"/> Sugar and Syrup | <input type="checkbox"/> Cigarettes and Tobacco |
| <input type="checkbox"/> Coffee, Tea, and Cocoa | <input type="checkbox"/> Household Supplies | <input type="checkbox"/> Liquor, excluding Wine and Beer |
| <input type="checkbox"/> Condiments | <input type="checkbox"/> Paper Products | <input type="checkbox"/> Beer |
| <input type="checkbox"/> Crackers and Bread Products | <input type="checkbox"/> Pet Foods and Products | <input type="checkbox"/> Wine |
| <input type="checkbox"/> Diet Foods | <input type="checkbox"/> Soaps and Detergent | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Canned Fish and Meat | <input type="checkbox"/> Health and Beauty Aids | <input type="checkbox"/> Apparel |
| <input type="checkbox"/> Canned Fruits and Vegetables | <input type="checkbox"/> Dairy | <input type="checkbox"/> Automotive Supplies |
| <input type="checkbox"/> Snacks | <input type="checkbox"/> Fresh Meat | <input type="checkbox"/> Hardware |
| <input type="checkbox"/> Salad Dressings, Mayonnaise and Oils | <input type="checkbox"/> Packaged Meat | <input type="checkbox"/> Other General Merchandise |
| | <input type="checkbox"/> Frozen Foods | |

III. COUPON DATA

A. Estimate of average dollar value of coupons redeemed in one week: \$ _____

B. Frequency of submission of coupons:

- weekly
 monthly
 quarterly
 every _____ weeks

C. How are coupons submitted?

- Direct to Manufacturer(s)
 Through a clearinghouse (provide name & address)
 Mandlik & Rhodes Information Services
 127 East Main Street, Suite W, PO Box 249
 Barrington, IL 60011-0249

D. Are extra-value couponing practices used (i.e., doubling or tripling coupons)?

- never
 0-15 weeks per year
 15-30 weeks per year
 over 30 weeks per year

"I hereby certify that all information provided in this questionnaire is correct."

Signature _____

Title _____

Print Name _____

Date _____