

# Section 11: Home Electronics; Personal Computers

2008 Product Questionnaire (86-6 to 86-10)



## Stereo equipment, television

Stereo equipment

- home stereo
- large portable
- pocket size (MP3, CD)
- \$ spent
- where bought (*Appendix A*)
- amount spent<sup>1</sup>

Home theatre systems

- types:* prologic receiver, projection TV, surround-sound speakers
- # speakers

Television sets

- # in household
- types:* high definition, plasma, LCD

DVD/VCR Players

- types:* VCR, DVD, PVR, DVR, programing

## Recorded TV programming

- watched recorded TV programming
- fast forward through commercials when watching
- recorded hours watched in average week
- device used most often: VCR, PVR/DVR, DVD recorder
- When usually watched: same day, next 2-3 days, within a week, 1+ weeks

## Batteries

- # bought
- types:* disposable, rechargeable
- brands**

## Cameras/Film

Cameras

- types:* video, 35 MM, advanced photo system, instant<sup>1</sup>, single use<sup>1</sup>

Digital Cameras

- where bought<sup>1</sup>
- brands**

Film

- personally bought

Photofinishing

- # rolls, # film prints, # digital prints
- types:* film, digital
- where developed/printed (*Appendix A*)

**brands**

Handheld organizer/e-mail device

- own; bought past year
- features:* email, games, phone, text messaging, web browsing

**brands**

## Personal computers

Ownership

- who uses: yourself, other adult, child
- \$ spent on system
- # in household
- when last acquired
- bought/leased:* new/used, leased

Usage at home/at work

- # times average week
- kinds:* desktop, handheld, laptop/notebook

**brands**

Operating systems:

- Macintosh OS, MS DOS, Linux, UNIX, Windows

Peripherals

- DVD/CD burner, printer (*inkjet, B/W laser, colour laser*), scanner

(continued)

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<sup>1</sup> = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database

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## Software

entertainment/games, email, personal  
finance/tax, multimedia, office site, security  
\$ spent  
where bought (*Appendix A*)

## Telephone Services

### Equipment:

answering machine, cordless phone, fax  
machine, large screen telephone,  
regular phone

### Features:

caller display, call forwarding, call return,  
call screen, call waiting, last call return,  
three-way calling, visual call waiting  
voice messaging/voice mail

### Type of service:

Regular, VOIP, cable

### Long distance calls

# calls in past month: from home  
\$ spent  
calling destination

# 1-800/1-888 calls

# 1-900 calls

### Products

calling card, prepaid pay phone card, prepaid  
long distance card, second phone line

## Cellular Phone

\$ spent per month  
% used for business

*features:* camera, email, games, mp3,  
ringtones, text messaging,  
wallpaper, web browser, video/tv,  
push to talk

*type of plan:* prepaid, monthly

**brands: service provider**

## Compact discs (# bought, # given as gift)

*types:* album/hard rock, classical, country,  
jazz, oldies, popular/soft/classic  
rock, rap/hip hop,  
top 40/current hits  
where bought (*Appendix A*)

## Video game systems

# times played average week

## Video game cartridges/CDs

# rented, # purchased

## Pre-recorded movies/DVDs

### *watched using:*

DVD, VCR, video on demand,  
personal computer

# rented, # bought

*types:* action/adventure, adult, animated,  
comedy, drama, exercise/fitness,  
family, foreign, horror, "how-to",  
musical, news/info/documentary,  
science fiction, sports

where bought/purchased (*Appendix A*)

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