

Section 12: Leisure; Restaurants; Tobacco

2008 Product Questionnaire (86-11 to 86-13)



Attendance

amusement parks, art gallery, ballet, theatre, museum, music concerts (classical, jazz, popular, rock, country), nightclubs/bars, opera, spas, zoo/aquariums

Gambling

Bingo/Video lottery terminals

types: bingo hall, video lottery terminals

Casinos

times visited

types: casino, local charity/fair casino

Lottery tickets

\$ spent in average month

types: instant wins, (by price)

brands: instant wins, draws

Meeting/Dating Services

Usage, past 6 months

Movies

last time attended

times attended

types: action/adventure, animated, comedy, drama, family, foreign, horror, science fiction

Participation in activities

baking from scratch, billiards, bird watching, camping, collecting coins/stamps, crafts, dancing, dressmaking/sewing, entertaining at home, gardening, gourmet cooking, knitting, photography, woodworking (building; stripping/refinishing/staining)

Boating/Water Sports

canoeing, power boating, rowing, sailing, windsurfing

Fitness

aerobics, exercise at home, health/fitness club, jogging, swimming,

Sports

archery, badminton, bowling, bicycle riding, skiing (cross-country, downhill), fishing, golf, hunting, ice skating, in-line skating, mountain biking, motorcycling, snowboarding, snowmobiling, squash, tennis

Team Sports

basketball, baseball/softball, curling, football, ice hockey, roller hockey, soccer, volleyball

Professional sports attendance

auto racing, baseball, basketball, figure skating, football, golf, hockey, horse-racing, soccer, tennis, wrestling

Restaurants

Personally used

where: delivery, eat-in, food court, take out, drive-thru

types: buffets, burger, casual/family dining, chicken, coffee/donut shops, convenience stores, department stores, Greek, grocery store take-out, ice cream parlours, oriental, pizza, pubs/sports bars, sub-sandwiches, taco

brands: burger, casual/family dining, chicken, coffee/donut shops, ice cream/yogurt parlours, pizza, taco, sub/sandwich

High quality restaurants

personally use

times visited

(continued)

1 = 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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Public activities

active in a social issue or community project

volunteer work

worked for a political party/candidate

written to public official

written to editor of a newspaper/magazine

Sports, Recreational Equipment

own/purchased: boating equipment, camping,

ski (*cross-country, downhill*),

snowboarding, exercise, fishing,

golf, hockey, hunting

where bought (*Appendix A*)

\$ spent

Recreational items/vehicles:

all-terrain vehicle, bicycle, power boat

(inboard motor, outboard motor), personal

water craft, sail boat, camper/trailer,

snowmobile, motor home/RV, windsurfer/

surfboard

Cigarettes

packs

1 = new data

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