

Section 1: Media Activity

2008 Product Questionnaire (81-1 to 81-4); PMB Personal Questionnaire



Magazine Readership

publications read
issues read
how copy came into hands
where read
reading occasions
degree of interest
time spent reading

Magazine Purchasing (at newstand)

bought

Magazine Subscription

in household
as gift

Campus/Student Newspapers

frequency of reading

Community Newspapers

read in past week/past month
read per month
time spent reading

Daily Newspapers

read/looked into
weekdays read/looked into
sections usually read:
automotive, classified, comics, editorial
pages, entertainment/movies/TV/radio,
fashion/lifestyle, food, general news,
real estate/homes, finance/business,
sports, travel
amount usually read
weekend reading
read/looked into
editions past 4 weekends

Direct mail

frequency of reading
brochures
catalogues
coupon booklets
envelopes
flyers (Polybag/Polysac,
newspapers/magazines, other)

Internet/www (see also Section 11)

accessed, past month
time spent, past week

Internet Purchasing

bought, past 12 months
types: books, clothing/footwear, cosmetics,
groceries, home electronics, movies,
music, PC/software, investments,
toys/games, travel(accommodation,
car rental, cruises, flights, insurance,
packages),
video games
amount spent

Internet Service Provider

usage, brands

Internet Websites

personally visited, past month
types: adult education, auction, automotive,
banking, career/job search, email,
entertainment (books, games, movies,
music), gambling, health, investments,
online, dating, maps, real estate, search
engines, social networking¹, telephone
directories, travel, weather, magazines,
newspapers,

(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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In-town travel

distance travelled past week/month

Materials delivered by Publi-Sac

read/looked into contents

Public Transit

single trips past week/month:
subway/RT/Sky Train, GO Train/
Trains de Banlieu, Bus/Streetcar

Shopping Malls

times visited past week/month

Telephone Yellow Pages

frequency of usage
last time used

Radio

weekdays listened
time spent listening

Format types: album rock/classic rock, news,
sports, big band/music of your life, classical/
fine arts, dance, modern rock/alternative
rock, multicultural, new country, news/talk/
information/sports, oldies (50's, 60's, 70's), soft
music/adult contemporary, rap/hiphop, retro
(80's), top 40/current hits, traditional country

Program types: (*most often, sometimes*)
humour, newscasts, phone-in shows,
sports-news, talk/information, traffic,
weather

Sports (# times per month: basketball,
baseball, football, hockey)

Television

weekdays viewed
time spent viewing

Specialty channels (*Appendix B*)
time spent viewing

Programs (*Appendix B*)
daily strip, news/current affairs, news
magazine, primetime, sports, events

Program types:

business news
children's/cartoons
documentaries/biographies
family dramas
fashion/beauty
game shows
infomercials/paid programming
instructional shows (*gardening/home/cooking*)
movies
music video
nature shows
news/current affairs
reality tv
religion
science fiction/fantasy dramas
situation comedies
soap/serial dramas
sports
stand-up comedy
suspense/crime dramas
symphony/opera/ballet
talk shows
variety/specials

Sports

times watched per month
auto racing (NASCAR, Formula 1, Champ Car)
boxing
CFL Football
regular season, playoffs
curling
equestrian¹
extreme sports
figure skating
golf
lacrosse

(continued)

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Major League Baseball
regular season, playoffs
NBA Basketball
regular season, playoffs
NFL Football
regular season, playoffs
NHL Hockey
regular season, playoffs
poker
professional wrestling
skiing/ski-jumping/snowboarding
soccer
tennis
track & field¹
volleyball

TV reception

channels
cable
satellite service
antenna
digital
tv via phone lines
tv via the internet¹
service provider: **brands**

TV remote controller usage

frequency of using during commercials
to mute sound
to switch channels

¹ = new data

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