

Section 4: Automotive

2008 Product Questionnaire (83-1 to 83-5)



Cars, Vans, Trucks

vehicles in household

Most recently acquired , 2nd most recent:

owned/leased, new/used, type, length of lease, model year, when purchased/leased, how financed, amount spent, purchase influence, principal driver, responsibility for maintenance, serviced by, warranty, fuel type

brands

work done, past year

alignment (*done by*)

brakes (*done by*)

lube/oil/filter (*done by*)

maintenance

body work, brake lining/pad replacement, clutch replacement, major engine repair, minor engine repair, paint job, tune-up, windshield repair¹, windshield replacement

muffler/exhaust (*repaired by*)

shock absorbers (*replaced by*)

tires (*replaced by*)

upgrades/accessories added

alloy wheels, audio, body lowering kits, engine performance enhancer, hood protector/front bra, rear trunk spoilers, remote starter, running boards, roof rack, splash guards/mudflaps, satellite radio, navigation system

Auto insurance

any auto insurance; new/different

acquired through: agent/broker, bank, insurance company, professional/alumni association

Automotive supplies

where bought (*Appendix A*)

Car Batteries

Car Washes

types: soft cloth, brush, self serve (coin operated), self, touchless

brands

Driver's licence (own)

Gasoline (# litres bought)

types: diesel, ethanol blends, propane, unleaded

kinds: full service, self service (regular/pay-at-pump)

grades: mid-grade, premium, regular, super premium/ultra

brands

Mileage/Kms driven

Motorcycles

have license

owned

bought new/used

when bought

type of engine

brands

Motor oil (# litres bought)

Roadside Assistance Programs

covered by: brands

Tires (# purchased)

kinds: light truck/SUV, performance passenger, standard passenger, winter/snow

brands

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