

Section 6: Business

2008 Product Questionnaire (84-1 to 84-2)



Company or employer

Work location: head office, branch/division/
subsidiary

Type of company:

charitable organization
educational institution
government (Federal, Provincial, Municipal)
non-profit organization
professional practice
public or private company

Type of business:

accounting
advertising/media
agriculture/fishing/food/beverage
banking/finance
communication
construction
education
engineering/research/development
health/welfare
importing/exporting
information systems
insurance
law
management consulting
manufacturing
market research
mining/forestry
oil/gas
public utilities
real estate
retail trade
transportation
wholesale trade

Total gross revenue (Canadian operation)

Decisions about business purchasing/leasing

\$ spent with respondent involvement
type of purchasing/leasing decisions
(consult, recommend, authorize)
business facilities
computers
equipment/distribution
finance/investment
maintenance/building
office equipment
property/real estate
services
telecommunications
vehicles

Home office or business

types: separate business
extension of regular job

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