

QUESTIONNAIRE CHANGES IN PMB 2009 FALL RELEASE

PMB Fall 2009 Personal Questionnaire Changes

| Section | Question | Change | Reason |
|---------|----------------------------|----------------------------------|--|
| A5 | Local Community Newspapers | Read past month: Deleted | Personal questionnaire streamlining. Question retained in product qnr. |
| A6 | In-Town Travel | Kms traveled past 4 wks: Deleted | Personal questionnaire streamlining. Past week in-town travel retained |
| A7 | Public Transit | # of trips past 4 wks: Deleted | Personal questionnaire streamlining. Past week public transit usage retained |
| D7 | Hhld and Personal income | Scale change | Personal questionnaire streamlining by combining two lowest boxes |

PMB Fall 2009 Product Questionnaire Changes

| Section | Category | Change | Reason |
|-----------|--|--|--|
| 81-1 | Television viewing | Daypart viewing changed to past month viewing. Reported in PMB 2009 Fall as past month | Product questionnaire streamlining |
| 81-3 | Radio program types | Question deleted | Information available from radio station types question |
| 81-4 | Radio Sports | Question deleted | Research Committee decision: information not needed at that level of detail. |
| 81-4 | On-line purchasing | Individual lines for Accommodation / Car Rental / Cruises / Flights and insurance replaced by a single line "Travel" | Change made to include other product categories in the on-line purchasing question. Car rental booking via internet remains available in the Car Rental section. |
| 81-4 | Daily Newspapers | Amount usually read: Deleted | Research Committee decision: information not needed. Time spent is available for individual titles. |
| 81-4 | Local Community Newspapers | Time spent reading: Deleted | # of issues read (out of four) retained in personal qnr |
| 81-4 | Telephone Yellow Pages | Question deleted | Changing marketplace for this type of information. Data no longer needed |
| 83-5 | Motorcycles | When bought: Deleted | Body style question added at request of sponsor (avail. PMB 2010 Spring) |
| 83-6 | Motor oil | Number of liters bought: Deleted | Question change: number of oil changes in past year (avail. PMB 2010 Spring) |
| 83-6 | Tires | Time period change (3 years to past year) | Standardization of time periods |
| 84-1 | Decisions about Business Purchasing/Leasing | Categories re-arranged and simplified | Questionnaire streamlining in order to avoid respondent fatigue |
| 85-1 | Debit/Bank cards | Have; and used for past 30 days: New data in Fall 2009 | Improvement |
| 86-4 | Greeting Cards | Where bought: Deleted | Question no longer sponsored |
| 86-6 | Photofinishing | Question deleted. Replaced by digital photos | Changing marketplace (avail. PMB 2010 Spring) |
| 86-7 | Compact Discs | Question deleted. Replaced by Pre-Recorded Music | Changing marketplace (avail. PMB 2010 Spring) |
| 86-8/86-9 | Handheld Organizer/Email Device- Cellular Phones | Black box update and updated features | Changing marketplace. Info on amount spent and service provider is maintained. New info on brands and features avail. PMB 2010 Spring |

Background

*PMB monitors the size of the questionnaire carefully to maintain respondent cooperation, and to reduce costs .
 *Streamlining questionnaire enables new questions to be included for future reporting.
 *New questions put in the questionnaire will be reported for the first time in next spring release ; however, items deleted to make way for them become unavailable in this Fall release.