

# Section 11: Home Electronics; Personal Computers

2009 Product Questionnaire (86-6 to 86-10)



## Stereo equipment, television

### Audio/Stereo equipment

home audio system

large portable

pocket size (MP3, CD)

\$ spent

where bought (*Appendix A*)

amount spent

### Home theatre systems

*types:* prologic receiver, projection TV,  
surround-sound speakers

# speakers

### Television sets

# in household

*types:* high definition, plasma, LCD

### DVD/VCR Players

*types:* Blu Ray disc<sup>1</sup>, VCR, DVD,  
PVR/DVR

## Recorded TV programming

watched recorded TV programming

fast forward through commercials when  
watching

recorded hours watched in average week

device used most often: VCR, PVR/DVR, DVD  
recorder

When usually watched: same day, next 2-3 days,  
within a week, 1+ weeks

## Batteries

# bought

*types:* disposable, rechargeable

**brands**

## Cameras/Film

### Cameras

*types:* video, 35 MM, instant, single use

### Digital Cameras

where bought

**brands**

## Digital photos<sup>1</sup>

# of prints purchased

*how:* at home (regular printer, photo  
printer), at store

where purchased

## Personal computers

### Ownership

who uses: yourself, other adult, child

\$ spent on system

# in household

when last acquired

*bought/leased:* new/used, leased

### Usage at home/at work

# times average week

*kinds:* desktop, handheld,  
laptop/notebook

**brands**

### Operating systems:

Macintosh OS, MS DOS, Linux, UNIX,  
Windows

### Peripherals

DVD/CD burner, printer (*inkjet, B/W laser,*  
*colour laser*), scanner

(continued)

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<sup>1</sup> = new data

(included on the PMB 2010 2-year Readership Database and PMB 2010 1-year Product Database)

new brands are included on the PMB 2010 1-year Product Database

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## Software

entertainment/games, email, personal  
finance/tax, multimedia, office site, security  
\$ spent  
where bought (*Appendix A*)

## Telephone Services

*Type of service:*

Regular, VOIP, cable

*Equipment:*

answering machine, cordless phone, fax  
machine, large screen telephone,  
regular phone

*Features:*

caller display, call forwarding, call return,  
call screen, call waiting, last call return,  
three-way calling, visual call waiting  
voice messaging/voice mail

*Products*

calling card, prepaid pay phone card, prepaid  
long distance card, second phone line

## Brands<sup>1</sup>: Service Provider

### Long distance calls

# calls in past month: from home  
\$ spent  
calling destination

## Cell Phones/Smart phones/hand-held organizers

\$ spent per month  
% used for business

*features:* calendar/organizer<sup>1</sup>, camera, email,  
games, gps navigation<sup>1</sup>, internet  
access<sup>1</sup>, mp3, ringtones, text  
messaging, wallpaper, video/tv,  
push to talk

*type of plan:* prepaid, monthly

**brands: service provider**

**brands: companies**

## Pre-recorded music<sup>1</sup>

\$ spent<sup>1</sup>

*format<sup>1</sup>:* CD, MP3/downloads

*types:* album/hard rock, classical, country,  
jazz, oldies, popular/soft/classic  
rock, rap/hip hop,  
top 40/current hits

where bought/downloaded (*Appendix A*)

## Video game systems

# times played average week

Video game cartridges/CDs

# rented, # purchased

## Pre-recorded movies/DVDs

*watched using:*

DVD, VCR, video on demand,  
personal computer

# rented, # bought

*types:* action/adventure, adult, animated,  
comedy, drama, exercise/fitness,  
family, foreign, horror, "how-to",  
musical, news/info/documentary,  
science fiction, sports

where rented/purchased (*Appendix A*)

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