

Section 1: Media Activity

2009 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 newsstand)

bought

Magazine Subscription

in household

as gift

Campus/Student Newspapers

frequency of reading

Community Newspapers

read in past week/past month

read per month

Daily Newspapers

read/looked into

weekdays read/looked into

sections usually read:

automotive, classified, editorial pages,

entertainment/movies/TV/radio,

fashion/lifestyle, food, general news,

health¹, real estate/homes, finance/

business, sports, travel

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

Other Internet Activities¹

types: instant messaging, blogging, podcast,

watched tv show, social networking

Internet Purchasing

bought, past 12 months

types: books, clothing/footwear, cosmetics/
skincare¹, groceries, home electronics,
home furnishings¹, movies, computer
hardware/software, sports
equipment¹, toys/games, travel,
video games

amount spent

Internet Service Provider

usage, brands

Internet Websites

personally visited, past month

types: adult education, auction, automotive,
beauty/fashion¹, career/job search,
email, entertainment (books, games,
movies, music), food/recipes¹,
gambling, health, home improvement
decor¹, investments, online, dating,
maps, news¹, real estate, search
engines, social networking¹, telephone
directories, weather, magazines,
newspapers, online classifieds¹, online
dating¹, sports¹
radio, TV

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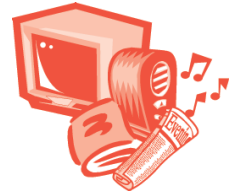
¹ = new data

(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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2009 Product Questionnaire (81-1 to 81-4)



In-town travel

distance travelled past week

Materials delivered by Publi-Sac

read/looked into contents

Public Transit

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

Shopping Malls

times visited past week/month

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

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
video on demand¹

Sports

times watched per month
auto racing (NASCAR, Formula 1, Champ Car)
boxing
CFL Football
regular season, playoffs
curling
equestrian
extreme sports
figure skating
golf
lacrosse
Major League Baseball
regular season, playoffs
NBA Basketball
regular season, playoffs
NFL Football
regular season, playoffs
NHL Hockey
regular season, playoffs

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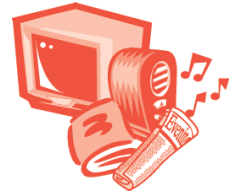
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poker
professional wrestling
skiing/ski-jumping/snowboarding
soccer
tennis
track & field
volleyball

TV reception

channels
cable
satellite service
antenna
digital
high definition service¹
tv via phone lines
tv via the internet
service provider: **brands**

TV remote controller usage

frequency of using during commercials
to mute sound
to switch channels

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