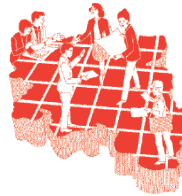


Section 6: Business

2009 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/law¹/management consultants¹
advertising/media/film¹
agriculture/fishing
banking/finance/insurance¹
communication/information systems¹
conglomerate/holding company¹
construction
engineering/research/development
food & beverage production¹
health/welfare/pharmaceuticals¹
manufacturing
mining/forestry/oil/gas
public utilities
real estate
retail trade
transportation
travel/tourism/restaurants¹
wholesale trade/importing/exporting

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/communications
equipment/distribution
finance/investment
maintenance/building
office equipment
property/real estate
services
vehicles

Home office or business

types: separate business
extension of regular job

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