

## PMB 2011 FALL SIGNIFICANT PRODUCT/PERSONAL QUESTIONNAIRE CHANGES - SUMMARY

PMB monitors the size of the questionnaire carefully to maintain respondent cooperation, and to reduce costs. Streamlining, that 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. For more information contact PMB.

### PMB Fall 2011 Personal Questionnaire Changes

Section	Question	Change	Comments
C1	SPECIALTY CHANNEL WEBSITE & PUBLICATION WEBSITE	Deleted	Now available in Fused PMB/Comscore database

### PMB Fall 2011 Product Questionnaire Changes

Section	Category	Change	Comments
81-4	OTHER INTERNET ACTIVITIES	Frequency Deleted	Monthly usage - preserved. New information on devices available in Spring 2012
81-4	INTERNET	Where accessed time period change	Past 30 days/Most often/Sometimes match to "ANY"
82-2	DENTURE ADHESIVE	Frequency of use change	Scale simplified
83-5	AUTO UPGRADES	Upgrades/Accessories - list simplified	Retained Navigation System and Satellite Radio The rest are deleted
83-5	MOTORCYCLES	Deleted: Bought, Body Style, Type of Engine, Brands	Ownership and license retained
83-6	CAR WASHES	Black Box deleted	Questionnaire streamlining
83-9	CAR RENTALS	Deleted: Method and Reason for Renting	Retained Number of times and Brandlist
85-1	BANKING & FINANCIAL SERVICES	Financial Planning used in Past 3 months deleted	Financial Planning: New Data not available until Spring 2012
86-9	LONG DISTANCE CALLS	Number of calls made and Amount Spent	Scales Simplified
86-9	CELL PHONES/SMARTPHONES/PDA	Scale Change from "Percentage Used for Business" to "Primary Used for"	Data merged to 3 scale points: Business, Personal & Business, Personal
88-4	THE ENVIRONMENT	Deleted: 3 questions	Redundant questions Deleted: - Using renewable energy sources will help reduce global warming; - The need to promote conservation and combat waste in our society is very important to me; - There is very little we can do to reduce the rate of global warming
88-5	PERSONAL AND SOCIAL VIEWS	List of attitude statements improved	36 unchanged; 10 deletions; 6 additions
89-22	AIR FRESHENERS, CARPET & ROOM DEODORIZERS	Scale Change	Scale simplified
89-25	ANIMAL HEALTH PRODUCTS FOR DOGS & CATS	Deleted: Types	Questionnaire streamlining