

APPENDIX I:

WEIGHTING PROCEDURES AND PROJECTION TO POPULATION

A. PURPOSE OF WEIGHTING SCHEMES

The PMB 2008 design calls for the application of two basic weight schemes to each respondent record:

Household Weight Scheme: This scheme is designed to permit examination of household data correctly reflecting the population of households in Canada. It should not be used in conjunction with any personal characteristics.

Individual Weight Scheme: This scheme is designed to permit examination of individual data by correctly reflecting the population of Canadian individuals 12 years of age and older.

Each weight scheme takes into account survey design factors and differential response rates which are an integral part of the PMB 2008 sampling plan. As such, each scheme has two components:

- 1) **Design Weights:** These correct intentional disproportionate area or individual sampling or intentionally biased selection procedures.
- 2) **Adjustment Weights:** These correct sample composition to household statistics derived from analyses of Census Canada data.

B. HOUSEHOLD WEIGHT SCHEME

1. Design Weight

The **DESIGN** weight at this stage corrects for the over-representation of households in specific major urban communities (area disproportionality) such as Toronto and Montreal. Additionally, it corrects for the over-representation of households in DAs that have relatively high income levels. Disproportionality in both cases was pre-determined, and the number of DAs selected was derived from specific household counts in each sub-stratum (see sample selection procedures Appendix B) prior to selection.

The design or pre-weight also corrects for under or over-achievement of completions in each sub-stratum. While the theoretical sample design is based on completing between 6 and 7 interviews in each primary sampling unit, some variance invariably occurs. As such, unless the expected completion rate in each of the high- and low-income sub-strata is achieved, some adjustments should be made to bring the sample into line with the theoretical targets.

A design correction factor for each sub-stratum (See Appendix B: Sample Design)¹ was calculated by:

- a) Dividing the unadjusted household population by the number of contacts to correct for regional income and managerial/administrators disproportional assignments;
- b) Dividing the result of the above calculation by the actual completion rate.

An alternate or simplified method of calculation was actually used to achieve this result, namely, by dividing the household population in each sub-stratum by the actual number of completions in that sub-stratum. The following example illustrates these methods:

Design Correction Factor Calculation

	Unadjusted Census No. Of House- holds (000's)	Adjusted No. Of Households After Over- sampling (000's)	No. Of Contacts	Design Weight	Com- pletion Rate	Com- pleted Inter- views	Adjusted Design Weight	Proving
Montreal:								
(High Income)	183.440	945.668	968	0.1895	0.588	569	0.3223	183
(Low Income)	741.160	1273.472	1298	0.5710	0.662	859	0.8625	741

Alternate Method

	Unadjusted Census No. Of Households (000's)	Completed Interviews	Adjusted Design Weight	Proving
Montreal:				
(High Income)	183.440	569	0.3223	183
(Low Income)	741.160	859	0.8628	741

1. Design weights are applied independently to each of the two samples that comprise PMB 2008. This has the effect of ensuring that each of the two samples represents ½ of the total.

2. Adjustment Weight

The **ADJUSTMENT** weight corrects the sample for different response rates achieved in households of different size. The database after application of the design weights was analyzed by household income¹ and size within 21 regional strata and projected to estimates of the number of households in each cell. (Information on the derivation of household counts is subsequently provided.) The household income adjustment weights were applied prior to the household size adjustment weights.

The household income groupings were:

Under \$10M	\$30M To \$34,999
\$10M To \$14,999	\$35M To \$49,999
\$15M To \$19,999	\$50M To \$74,999
\$20M To \$24,999	\$75M To \$100M
\$25M To \$29,999	Over \$100M

The household size groupings were:

- 1 Person Who Is Male
- 1 Person Who Is Female
- 2 Persons
- 3 Persons
- 4 Persons Or More

Regional strata were:

- | | |
|-----------------|--------------------------------------|
| Atlantic | — Centres ² 100M And Over |
| | — Balance |
| Quebec | — Montreal—English ³ |
| | — Montreal—French |
| | — Montreal—Other |
| | — Gatineau |
| | — Balance Of Centres 100M And Over |
| | — Balance |

1. TNS Canadian Facts used the most recent Canadian Tax Filer information available to build estimates for each of the household and personal income groups. For PMB 2008, 2005 tax filer data were used. The estimating model, developed by TNS Canadian Facts, involves conversion of family tax filer information to household based income data, followed by projection to new estimates of income for each of the household income groups reported in PMB. The income projections created, within each regional stratum, are used as cell-weighting-adjustment-targets for each of the household and personal income cohorts. Individual tax filer data are used to project to the personal income groups. The household and personal income within regional strata matrices did not include Montreal by language group.

2. All community size groupings based on CMA and CA definitions.

3. Language spoken most often at home.

Ontario	— Toronto
	— Hamilton
	— Ottawa
	— Balance Of 100M And Over
	— Balance
Manitoba/ Saskatchewan	— Centres 100M And Over
	— Balance
Alberta	— Calgary
	— Edmonton
	— Balance
British Columbia	— Vancouver
	— Balance Of 100M And Over
	— Balance

The product of all **DESIGN** weights and the **ADJUSTMENT** weight is the **HOUSEHOLD** weight. The household weights are applied to the data for analyses of household characteristics. They are not suitable on their own for the analyses of personal characteristics of respondents. For this latter type of analysis, **INDIVIDUAL** weighting is required.

C. INDIVIDUAL WEIGHT SCHEME

The individual weight scheme is applied to the sample after application of the household weight scheme.

1. Design Weight

The design weight for individuals was used to correct for different chances of selection depending on the number of people aged 12 or older in the household. Within a household, only one person was selected for interview with each qualifying member having an equal chance of selection. Therefore, the chance of selection was 100 percent in a one-person household, 50% in a two-person household, and 25% in a four-person household. As such, individuals in larger households have a lower chance of selection and are under-represented in the unweighted sample. Each respondent was therefore weighted by the number of qualifying people in that household. The maximum weight permitted was 10.

2. Adjustment Weights

Prior to application of the final population, income, sex, age and regional adjustment weights, the sample was weighted by day-of-week within the regional sub-strata. This pre-weight was added to balance day-of-week completion levels to permit reporting of daily newspaper audience levels.

An additional pre-weight was developed to correct for differential response by week of interview. The recent reading methodology requires that interviewing not only be continuous throughout the year, but also be balanced by time period, in particular, to accommodate measurement of infrequent and irregular publications. Application of this weight ensures that each week in the year is represented equally in the sample.

The final set of adjustment weights correct for regional, personal income,¹ sex and age variations in response rates. Populations estimates were obtained, first for 273 cells made up of 13² personal income groupings and 21 regional strata and, secondly, for 252 cells made up of 2 sexes, 6 age groups and 21 regional strata. In each case, an identical matrix was produced using the survey data after weighting by the Household Weight Scheme and the Individual Design Weights. The two matrices were compared and a weight for each cell was calculated by dividing the Projected Population Estimate by the survey data figure.

The age³ and sex groupings were:

Males:	12 To 17 Years	Females:	12 To 17 Years
	18 To 24 Years		18 To 24 Years
	25 To 34 Years		25 To 34 Years
	35 To 49 Years		35 To 49 Years
	50 To 64 Years		50 To 64 Years
	65 Years And Over		65 Years And Over

The regional strata were identical to those used at the household weight scheme level.

In situations with a large weighting matrix, it is not unusual to find cells with an insufficient respondent count to justify independent weighting/projection. At the time of weighting, any cell with fewer than 5 actual respondents would have been considered for collapsing.

D. RANGE OF WEIGHTS

In order to increase sample sizes in markets or regions which have a special interest, the sampling procedure over-represented certain groups in the population. Additionally, as formerly discussed, individuals in larger households were intentionally under-represented. The consequence of these disproportionalities is a relatively wide range of design weights.

Of greater concern is the range of weights after application of design factors. As a means of providing interested readers with full documentation to permit examination of the impact of the household and individual weight schemes, the following data were used for PMB 2008:

1. Ibid.

2. Personal income grouping were identical to the household income cohorts except the \$25m to \$34,999 and \$30m to \$34,999 were grouped together.

3. The personal income weighting matrix is based only on individuals 15 years of age and older.

- 1) Actual number of interviews per cell.
- 2) Household and population estimates as at June 30, 2007.

E. DERIVATION OF INDEPENDENT ESTIMATES OF HOUSEHOLDS AND POPULATION

Estimates of households and population as of June 30, 2007 are not directly available from Statistics Canada. Estimates were developed by TNS Canadian Facts using the following sources:

1. Population:

- a) Provision of special 2001 Census Canada statistics on all population and household weighting matrices including household income, personal income, size-of-household and language detail.
- b) Post-censal estimates of population by sex and age, Canada and provinces, June 30, 2006.
- c) Annual estimates of population for census metropolitan areas as of June 30, 2006.
- d) Provincial and CMA population counts 2001 Census data.

2. Households:

- a) Provincial and CMA household counts, 2001 Census Canada.

TNS Canadian Facts estimates of households and population based on analyses of growth rates and population movement were compared with Statistics Canada estimates wherever possible. Adjustments were subsequently made to ensure that relationships within and across strata were generally preserved.

1. Population:

- a) Provincial and city totals by age within sex were taken from the June 30, 2006 post-censal estimates.
- b) Separate community size totals were derived. Age and sex detail in these cases was pro-rated down and across on the latest available provincial and city post-censal detail such that the across row cells add to the total "cell" in a) above.

2. Households:

The June 30, 2007 estimates were developed as follows:

- Pro-rata from population estimates.

These estimates were compared with Census 2001 household data.

PMB 2008: 2 Year Database
Actual Number Of Interviews Per Cell

	Total	Households				Four +
		1 Male	1 Female	Two	Three	
Total Households	24915	1764	2530	8593	4420	7608
Atlantic:						
Centres 100M And Over	419	30	34	144	76	135
Balance	983	56	131	419	179	198
Quebec:						
Montreal—French	3505	292	425	1206	637	945
Montreal—English	1090	79	127	325	181	378
Montreal—Other	544	26	27	176	122	193
Gatineau	192	12	27	60	32	61
Quebec City	687	54	77	238	139	179
Balance Of 100M And Over	288	28	39	114	39	68
Balance	1131	107	173	501	131	219
Ontario:						
Toronto	4194	251	342	1104	823	1674
Hamilton	481	32	46	179	63	161
Ottawa	1061	59	87	369	202	344
Balance Of 100M And Over	1249	66	107	430	241	405
Balance	1823	148	200	766	252	457
Manitoba/Saskatchewan:						
Centres 100M And Over	816	57	63	282	157	257
Balance	567	47	98	239	71	112
Alberta:						
Calgary	888	59	60	297	182	290
Edmonton	649	39	48	202	128	232
Balance	795	69	79	318	119	210
British Columbia:						
Vancouver	2301	162	202	678	461	798
Balance Of 100M And Over	227	14	24	95	38	56
Balance	1025	77	114	451	147	236

PMB 2008: 2 Year Database
Sample Data After Application Of Household Design And Projection Weights

	Total*	Households (x 000)				
		1 Male	1 Female	Two	Three	Four +
Total Households	12560	1418	1817	4088	2042	3195
Atlantic:						
Centres 100M And Over	364	35	54	124	66	86
Balance	511	46	63	180	97	125
Quebec:						
Montreal—French	1108	154	204	363	176	211
Montreal—English	262	38	49	79	39	58
Montreal—Other	159	12	16	43	33	55
Gatineau	116	13	18	38	21	26
Quebec City	313	42	59	105	50	57
Balance Of 100M And Over	197	26	35	66	32	38
Balance	1009	132	140	350	168	220
Ontario:						
Toronto	1923	180	245	527	339	632
Hamilton	276	29	40	88	45	74
Ottawa	340	38	50	110	56	86
Balance Of 100M And Over	949	102	138	311	155	243
Balance	1245	122	167	447	192	319
Manitoba/Saskatchewan:						
Centres 100M And Over	459	56	78	147	70	108
Balance	384	46	56	130	52	101
Alberta:						
Calgary	418	45	51	137	70	115
Edmonton	401	46	54	129	65	107
Balance	419	44	46	145	65	118
British Columbia:						
Vancouver	870	111	132	262	132	232
Balance Of 100M And Over	273	30	47	99	38	59
Balance	564	71	75	210	82	126

* May not add because of computer rounding.

**PMB 2008: 2 Year Database
Actual Number Of Interviews Per Cell—Males**

	Males/ Females Total	Males						
		Total	12-17	18-24	25-34	35-49	50-64	65 +
Total Individuals 12 +	24915	11391	1102	1028	1357	3103	2835	1966
Atlantic:								
Centres 100M And Over	419	200	16	17	26	58	54	29
Balance	983	368	28	19	42	96	90	93
Quebec:								
Montreal—French	3505	1620	158	154	224	462	422	200
Montreal—English	1090	536	66	56	69	159	107	79
Montreal—Other	544	261	23	13	43	68	48	66
Gatineau	192	91	12	3	11	25	29	11
Quebec City	687	334	32	44	50	85	92	31
Balance Of 100M And Over	288	111	8	11	12	31	31	18
Balance	1131	436	25	28	51	83	136	113
Ontario:								
Toronto	4194	2029	214	204	227	618	457	309
Hamilton	481	227	29	20	29	56	46	47
Ottawa	1061	494	55	50	52	150	122	65
Balance Of 100M And Over	1249	576	57	56	63	167	147	86
Balance	1823	808	59	52	79	192	219	207
Manitoba/Saskatchewan:								
Centres 100M And Over	816	385	39	46	41	108	99	52
Balance	567	206	17	14	10	37	57	71
Alberta:								
Calgary	888	443	55	48	68	139	88	45
Edmonton	649	274	33	24	36	65	66	50
Balance	795	348	27	29	48	69	85	90
British Columbia:								
Vancouver	2301	1097	94	103	119	312	290	179
Balance Of 100M And Over	227	104	8	6	9	32	29	20
Balance	1025	443	47	31	48	91	121	105

PMB 2008: 2 Year Database
Actual Number Of Interviews Per Cell—Females

	Males/ Females	Females						
	Total	Total	12-17	18-24	25-34	35-49	50-64	65 +
Total Individuals 12 +	24915	13524	984	941	1885	3620	3382	2712
Atlantic:								
Centres 100M And Over	419	219	11	9	37	71	57	34
Balance	983	615	23	27	78	152	175	160
Quebec:								
Montreal—French	3505	1885	154	135	261	515	499	321
Montreal—English	1090	554	41	43	74	163	125	108
Montreal—Other	544	283	20	25	68	61	59	50
Gatineau	192	101	8	6	23	30	17	17
Quebec City	687	353	27	33	51	97	102	43
Balance Of 100M And Over	288	177	10	15	18	48	48	38
Balance	1131	695	33	32	78	142	213	197
Ontario:								
Toronto	4194	2165	182	162	296	684	484	357
Hamilton	481	254	17	20	29	55	71	62
Ottawa	1061	567	54	50	71	151	150	91
Balance Of 100M And Over	1249	673	58	48	104	185	149	129
Balance	1823	1015	67	67	118	210	268	285
Manitoba/Saskatchewan:								
Centres 100M And Over	816	431	32	35	56	133	105	70
Balance	567	361	13	17	49	62	77	143
Alberta:								
Calgary	888	445	38	36	78	125	101	67
Edmonton	649	375	37	25	52	110	83	68
Balance	795	447	22	41	81	97	101	105
British Columbia:								
Vancouver	2301	1204	83	78	173	377	292	201
Balance Of 100M And Over	227	123	10	8	17	28	38	22
Balance	1025	582	44	29	73	124	168	144

PMB 2008: 2 Year Database
Sample Data After Application Of Design, Household Adjustment, Conversion,
Day-Of-Week And Projection Weights—Males

	Males/ Females Total*	Males						
		Total	12-17	18-24	25-34	35-49	50-64	65 +
Total Individuals 12 +	28423	14001	1318	1590	2258	3845	3069	1922
Atlantic:								
Centres 100M And Over	811	390	36	46	64	107	88	49
Balance	1258	620	54	67	81	163	157	98
Quebec:								
Montreal—French	2274	1104	101	117	192	320	239	134
Montreal—English	560	273	26	29	51	74	53	39
Montreal—Other	392	192	14	18	36	49	40	35
Gatineau	250	122	12	13	21	36	27	12
Quebec City	645	312	25	33	55	82	75	42
Balance Of 100M And Over	411	200	18	22	31	51	49	29
Balance	2213	1110	101	109	153	288	285	173
Ontario:								
Toronto	4731	2311	220	264	420	682	454	273
Hamilton	628	306	30	36	45	86	64	45
Ottawa	760	372	35	43	65	106	78	45
Balance Of 100M And Over	2130	1046	102	120	166	293	220	144
Balance	2836	1407	140	162	179	371	325	230
Manitoba/Saskatchewan:								
Centres 100M And Over	990	483	47	60	87	127	101	61
Balance	865	434	50	55	57	106	94	72
Alberta:								
Calgary	959	481	43	56	97	142	96	46
Edmonton	910	453	43	56	84	123	94	52
Balance	977	499	54	66	81	133	102	63
British Columbia:								
Vancouver	1998	982	83	114	172	277	210	125
Balance Of 100M And Over	594	287	25	33	43	73	64	49
Balance	1230	614	58	70	74	156	152	105

* May not add because of computer rounding.

PMB 2008: 2 Year Database
Sample Data After Application Of Design, Household Adjustment, Conversion,
Day-Of-Week And Projection Weights—Females

	Males/ Females	Females						
	Total*	Total	12–17	18–24	25–34	35–49	50–64	65 +
Total Individuals 12 +	28423	14422	1252	1518	2216	3812	3151	2473
Atlantic:								
Centres 100M And Over	811	421	35	44	67	112	93	70
Balance	1258	638	51	64	81	162	159	121
Quebec:								
Montreal—French	2274	1170	98	116	188	314	256	198
Montreal—English	560	287	25	29	51	72	56	54
Montreal—Other	392	200	13	17	36	46	46	42
Gatineau	250	128	12	13	21	37	28	17
Quebec City	645	332	24	33	51	80	81	62
Balance Of 100M And Over	411	211	17	21	29	51	51	42
Balance	2213	1104	96	97	141	276	278	216
Ontario:								
Toronto	4731	2420	207	256	435	690	480	351
Hamilton	628	321	28	34	46	85	68	60
Ottawa	760	388	33	41	64	108	82	60
Balance Of 100M And Over	2130	1084	97	115	163	291	229	189
Balance	2836	1429	134	153	171	364	326	281
Manitoba/Saskatchewan:								
Centres 100M And Over	990	507	45	58	84	127	106	87
Balance	865	431	47	50	55	101	90	88
Alberta:								
Calgary	959	478	41	54	92	137	95	59
Edmonton	910	457	41	54	79	121	94	67
Balance	977	478	50	61	73	124	98	72
British Columbia:								
Vancouver	1998	1016	79	110	174	282	215	156
Balance Of 100M And Over	594	306	24	32	42	75	69	64
Balance	1230	616	55	66	72	157	151	115

* May not add because of computer rounding.

PMB 2008: 1 Year Database
Actual Number Of Interviews Per Cell

	Total	Households				
		1 Male	1 Female	Two	Three	Four +
Total Households	12449	901	1298	4364	2158	3728
Atlantic:						
Centres 100M And Over	204	14	12	67	39	72
Balance	509	26	74	233	81	95
Quebec:						
Montreal—French	1766	150	207	639	313	457
Montreal—English	538	39	63	162	95	179
Montreal—Other	259	13	12	89	59	86
Gatineau	92	5	10	33	14	30
Quebec City	342	28	37	101	84	92
Balance Of 100M And Over	124	12	21	54	17	20
Balance	597	62	101	261	59	114
Ontario:						
Toronto	2075	130	190	539	388	828
Hamilton	243	13	21	91	34	84
Ottawa	544	28	45	188	109	174
Balance Of 100M And Over	628	32	50	219	118	209
Balance	905	75	98	394	119	219
Manitoba/Saskatchewan:						
Centres 100M And Over	406	27	31	147	80	121
Balance	284	28	53	110	37	56
Alberta:						
Calgary	437	30	32	140	84	151
Edmonton	323	18	22	117	61	105
Balance	399	32	40	162	58	107
British Columbia:						
Vancouver	1154	94	110	352	218	380
Balance Of 100M And Over	103	6	8	44	20	25
Balance	517	39	61	222	71	124

PMB 2008: 1 Year Database
Sample Data After Application Of Household Design And Projection Weights

	Total*	Households (x 000)				
		1 Male	1 Female	Two	Three	Four +
Total Households	12560	1418	1817	4088	2042	3195
Atlantic:						
Centres 100M And Over	364	35	54	124	66	86
Balance	511	46	63	180	97	125
Quebec:						
Montreal—French	1108	154	204	363	176	211
Montreal—English	262	38	49	79	39	58
Montreal—Other	159	12	16	43	33	55
Gatineau	116	13	18	38	21	26
Quebec City	313	42	59	105	50	57
Balance Of 100M And Over	197	26	35	66	32	38
Balance	1009	132	140	350	168	220
Ontario:						
Toronto	1923	180	245	527	339	632
Hamilton	276	29	40	88	45	74
Ottawa	340	38	50	110	56	86
Balance Of 100M And Over	949	102	138	311	155	243
Balance	1245	122	167	447	192	319
Manitoba/Saskatchewan:						
Centres 100M And Over	459	56	78	147	70	108
Balance	384	46	56	130	52	101
Alberta:						
Calgary	418	45	51	137	70	115
Edmonton	401	46	54	129	65	107
Balance	419	44	46	145	65	118
British Columbia:						
Vancouver	870	111	132	262	132	232
Balance Of 100M And Over	273	30	47	99	38	59
Balance	564	71	75	210	82	126

* May not add because of computer rounding.

PMB 2008: 1 Year Database
Actual Number Of Interviews Per Cell—Males

	Males/ Females Total	Males						
		Total	12-17	18-24	25-34	35-49	50-64	65 +
Total Individuals 12 +	12449	5734	525	522	635	1575	1454	1023
Atlantic:								
Centres 100M And Over	204	104	10	11	15	31	24	13
Balance	509	181	14	7	17	49	46	48
Quebec:								
Montreal—French	1766	830	78	79	104	235	231	103
Montreal—English	538	268	29	25	34	85	51	44
Montreal—Other	259	133	13	4	22	35	29	30
Gatineau	92	44	5	2	5	10	15	7
Quebec City	342	177	16	22	26	51	47	15
Balance Of 100M And Over	124	43	3	5	8	8	12	7
Balance	597	223	13	13	25	38	72	62
Ontario:								
Toronto	2075	999	101	107	103	316	230	142
Hamilton	243	112	12	10	16	27	25	22
Ottawa	544	255	24	29	13	90	66	33
Balance Of 100M And Over	628	298	30	26	30	88	81	43
Balance	905	396	22	28	32	99	97	118
Manitoba/Saskatchewan:								
Centres 100M And Over	406	195	13	27	21	53	50	31
Balance	284	108	8	8	5	16	29	42
Alberta:								
Calgary	437	226	31	22	36	70	47	20
Edmonton	323	142	14	14	16	35	32	31
Balance	399	166	16	15	24	28	43	40
British Columbia:								
Vancouver	1154	568	45	51	53	151	157	111
Balance Of 100M And Over	103	48	4	2	5	16	12	9
Balance	517	218	24	15	25	44	58	52

PMB 2008: 1 Year Database
Actual Number Of Interviews Per Cell—Females

	Males/ Females	Females						
	Total	Total	12-17	18-24	25-34	35-49	50-64	65 +
Total Individuals 12 +	12449	6715	482	445	909	1764	1730	1385
Atlantic:								
Centres 100M And Over	204	100	5	5	18	27	33	12
Balance	509	328	9	14	40	72	95	98
Quebec:								
Montreal—French	1766	936	71	65	127	256	252	165
Montreal—English	538	270	21	18	37	71	65	58
Montreal—Other	259	126	8	13	32	23	27	23
Gatineau	92	48	3	4	11	15	7	8
	342	165	11	16	24	41	54	19
Balance Of 100M And Over	124	81	4	7	9	17	21	23
Balance	597	374	16	17	38	74	118	111
Ontario:								
Toronto	2075	1076	90	81	145	348	236	176
Hamilton	243	131	8	9	15	30	37	32
Ottawa	544	289	29	23	33	78	86	70
Balance Of 100M And Over	628	330	25	23	44	98	79	61
Balance	905	509	38	33	54	91	142	151
Manitoba/Saskatchewan:								
Centres 100M And Over	406	211	15	15	26	67	47	41
Balance	284	176	7	8	26	32	36	67
Alberta:								
Calgary	437	211	20	18	36	58	47	32
Edmonton	323	181	20	8	19	55	40	39
Balance	399	233	13	18	44	50	54	54
British Columbia:								
Vancouver	1154	586	41	34	83	185	149	94
Balance Of 100M And Over	103	55	6	4	10	9	18	8
Balance	517	299	22	12	38	67	87	73

PMB 2008: 1 Year Database
Sample Data After Application Of Design, Household Adjustment, Conversion,
Day-Of-Week And Projection Weights—Males

	Males/ Females Total*	Males						
		Total	12-17	18-24	25-34	35-49	50-64	65 +
Total Individuals 12 +	28423	14001	1318	1590	2258	3845	3069	1922
Atlantic:								
Centres 100M And Over	811	390	36	46	64	107	88	49
Balance	1258	620	54	67	81	163	157	98
Quebec:								
Montreal—French	2274	1104	101	117	192	320	239	134
Montreal—English	560	273	26	29	51	74	53	39
Montreal—Other	392	192	14	18	36	49	40	35
Gatineau	250	122	12	13	21	36	27	12
Quebec City	645	312	25	33	55	82	75	42
Balance Of 100M And Over	411	200	18	22	31	51	49	29
Balance	2213	1110	101	109	153	288	285	173
Ontario:								
Toronto	4731	2311	220	264	420	682	454	273
Hamilton	628	306	30	36	45	86	64	45
Ottawa	760	372	35	43	65	106	78	45
Balance Of 100M And Over	2130	1046	102	120	166	293	220	144
Balance	2836	1407	140	162	179	371	325	230
Manitoba/Saskatchewan:								
Centres 100M And Over	990	483	47	60	87	127	101	61
Balance	865	434	50	55	57	106	94	72
Alberta:								
Calgary	959	481	43	56	97	142	96	46
Edmonton	910	453	43	56	84	123	94	52
Balance	977	499	54	66	81	133	102	63
British Columbia:								
Vancouver	1998	982	83	114	172	277	210	125
Balance Of 100M And Over	594	287	25	33	43	73	64	49
Balance	1230	614	58	70	74	156	152	105

* May not add because of computer rounding.

PMB 2008: 1 Year Database
Sample Data After Application Of Design, Household Adjustment, Conversion,
Day-Of-Week And Projection Weights—Females

	Males/ Females	Females						
	Total*	Total	12–17	18–24	25–34	35–49	50–64	65 +
Total Individuals 12 +	28423	14422	1252	1518	2216	3812	3151	2473
Atlantic:								
Centres 100M And Over	811	421	35	44	67	112	93	70
Balance	1258	638	51	64	81	162	159	121
Quebec:								
Montreal—French	2274	1170	98	116	188	314	256	198
Montreal—English	560	287	25	29	51	72	56	54
Montreal—Other	392	200	13	17	36	46	46	42
Gatineau	250	128	12	13	21	37	28	17
Quebec City	645	332	24	33	51	80	81	62
Balance Of 100M And Over	411	211	17	21	29	51	51	42
Balance	2213	1104	96	97	141	276	278	216
Ontario:								
Toronto	4731	2420	207	256	435	690	480	351
Hamilton	628	321	28	34	46	85	68	60
Ottawa	760	388	33	41	64	108	82	60
Balance Of 100M And Over	2130	1084	97	115	163	291	229	189
Balance	2836	1429	134	153	171	364	326	281
Manitoba/Saskatchewan:								
Centres 100M And Over	990	507	45	58	84	127	106	87
Balance	865	431	47	50	55	101	90	88
Alberta:								
Calgary	959	478	41	54	92	137	95	59
Edmonton	910	457	41	54	79	121	94	67
Balance	977	478	50	61	73	124	98	72
British Columbia:								
Vancouver	1998	1016	79	110	174	282	215	156
Balance Of 100M And Over	594	306	24	32	42	75	69	64
Balance	1230	616	55	66	72	157	151	115

* May not add because of computer rounding.