

## APPENDIX N:

### QUALITATIVE MAGAZINE DATA

#### A. DATA COLLECTION

All individuals who qualified as potential average issue readers (“yes” codes 1 to 4 in question 2) of a publication were asked five questions to help qualify their reading behaviour. The following questions were asked after the readership and frequency measures had been obtained for all publications:

3. Now, I would like to ask you a few more questions about the publications you have read recently.
  - a) People sometimes see a copy that originally belonged to someone else. **(HAND CARD F)** Just thinking about the last copy of **(NAME PUBLICATION)** that you read, which statement on this card best describes how the copy you read came into your hands?
  - b) Again, referring to the last issue of **(NAME PUBLICATION)** that you read, I would like you to think about all of the occasions and places where you might have read or looked into it. **(HAND CARD G)** Where did you happen to read or look into it? **PROBE:** Anywhere else? **PROBE:** Where else?
  - c) And, on how many separate occasions can you remember looking into the last issue of **(NAME PUBLICATION)** that you read?
  - d) Including all of the different times and occasions when you picked up the last issue of **(NAME PUBLICATION)** that you read, about how much time, in total, did you spend reading or looking into it? Please be as accurate as possible.
  - e) And how interesting do you find **(NAME PUBLICATION)** in general? Please give it a score between 1 and 10 for interest: 1 would be the lowest score and 10 would be the highest.

#### B. REPORT FORMAT

##### 1. Data As Collected

For each of questions -c), -d) and -e), all results were reported in terms of average (mean) scores...the average number of times a publication is looked into, the average time spent reading a publication, the average of the editorial interest scores ranging from 1 (lowest interest) to 10 (highest interest). Details on the distribution of answers are available through computer analysis of the data file.

For "number of occasions" -c) and "time spent reading" -d), the averages include the value for "None". Those reporting "Not Stated" are excluded from the calculation of the average.

## **2. Special Analyses: Time Spent Reading Per Month**

In PMB 2007 a tabulation is included in the qualitative report—Time Spent Reading Per Month. This includes the average number of minutes spent reading per month and the minutes spent reading averaged across the total population 12 and over, English Canada 18 and over, and French Canada 18 and over.

The calculations for these tables are presented below:

### **Publishing Frequency Per Year**

- Average of the number of issues per year over the study interval.

### **Average Minutes Per Issue**

- As calculated.

### **Average Minutes Per Month**

- Product of A and B divided by 12 (months).

### **Minutes Spent Reading**

- Average minutes per month multiplied by the appropriate readership for the publication (i.e., 12 +, 18 +) and divided by the appropriate population (i.e., Total 12 +, English Canada 18 +, French Canada 18 +).