

APPENDIX Q: SEASONAL READERSHIP

Total average issue readership scores have been calculated for each month of interviewing over the interviewing period.

Average Number Of Magazine Issues Read — By Interview Month

	PMB 2008		
	Total 12 +	English Canada	French Canada
Population	28,423	22,440	5983
Total	5.3	4.9	6.6
Month Of Interview:			
September 2005	5.0	4.9	6.3
October 2005	5.8	5.5	6.4
November 2005	5.4	5.0	7.2
December 2005	5.3	4.8	7.5
January 2006	5.4	5.2	7.0
February 2006	5.9	5.3	7.3
March 2006	5.7	5.5	6.3
April 2006	4.7	4.4	6.3
May 2006	4.9	4.6	6.3
June 2006	5.6	5.4	6.5
July 2006	5.1	4.7	6.6
August 2006	5.2	4.5	7.5
September 2006	5.2	4.8	6.4
October 2006	4.9	4.6	5.6
November 2006	5.4	4.9	7.2
December 2006	6.0	5.2	8.2
January 2007	5.6	5.7	5.3
February 2007	5.7	5.0	8.0
March 2007	5.1	5.0	5.3
April 2007	5.1	4.9	5.7
May 2007	5.2	4.8	6.8
June 2007	4.9	4.7	6.0
July 2007	5.1	5.1	5.4
August 2007	5.1	5.0	5.5
September 2007	4.9	4.9	5.1
October 2007	4.5	4.2	6.7
November 2007	5.0	4.1	9.4
December 2007	4.5	3.2	12.1