

## **APPENDIX A:**

### **QUESTIONNAIRE DEVELOPMENT**

The specifications for PMB 2009 included the need to produce two questionnaires: one that is administered personally (Personal Questionnaire) and one that is left with the respondent (Product Questionnaire) to be completed at a later date. In general, TNS Canadian Facts was directed to:

- 1) Ensure that the questions posed would be:
  - a) Precisely understood and well received by respondents;
  - b) Economically administered.
- 2) Translate the questionnaires into French for review by PMB.
- 3) Design a complete set of interviewer instruction manuals to be reviewed and approved by PMB.

#### **A. PERSONAL QUESTIONNAIRE**

The personal questionnaire is divided into four sections:

SECTION A:	Other Media Habits
SECTION B:	Publication Readership
SECTION C:	Internet
SECTION D:	Basic Data

Section B includes two sets of questions: one designed to capture readership of both weekday and weekend issues of specified daily newspapers; one designed to capture readership of specified magazines or periodicals. Each of these is rotated such that in one-half of the interviews the newspaper section appears first and in one-half the magazine section appears first. While the daily newspaper readership questions remain unchanged from previous surveys, the through-the-book (TTB) methodology that had been used for magazines was replaced in PMB 2001 with what is referred to as the recent reading (RR) methodology.

The RR model is used in a great majority of readership surveys conducted around the world. However, the actual methods that provide inputs to the model differ widely from country to country.

The advertising and publishing industries require information on the number of individuals who have contact with a particular issue of a publication during its issue life. This is known to be difficult to measure directly, particularly if there is a large number of publications involved. It can

be shown algebraically, however, that the number of people who see any issue of a publication during the issue period will be a close approximation to the real requirement, that is, the number of people who see a typical issue. Thus all recency models set out to do the same thing—measure the audience to any publication by measuring the number of people who see it during the typical issue period (past week for weeklies, past month for monthlies, and so on).

This type of measurement also gives rise to some difficulties. It is agreed that the reading experience is highly variable. Experience can range from highly regular to very infrequent or sporadic without necessary reference to particular events or memorable time points. Yet the essence of recency models is to require each individual, regardless of the type of reading experience, to recall the time frame of readership of a large number of publications.

The difficulty then is to design a recency model that will work for all readers, (even those who have only marginal experience with a publication), and for all publications, (even those that are irregularly published).

A brief outline of the Canadian RR model follows:

- 1) Past year screening of all survey publications divided into four groups: Weeklies and bi-weeklies, those published 12, 11 or 10 times per year, those published 9, 8 or 7 times a year, and those published 6, 5 or 4 times a year. (The order of presentation of each group is rotated. For each publication respondents are shown a black and white logo or title card which includes a statement regarding language and frequency of publication.)
- 2) After all publications have been screened, for each title “yes” or “not sure” in the past year, respondents are asked when they last read or looked into any issue and, in turn, the frequency of reading the publication. The order of presentation, by group, is rotated as above. Titles are listed alphabetically and presented in reverse order in half the cases. Logo cards are again presented for these questions.

As an aid to recall, a time scale is presented. The scale varies as follows for each group of titles:

**Weeklies and Bi-Weeklies:** Yesterday, Past 2 to 3 Days, Past Week (7 Days), Past 2 Weeks (14 Days), Past 3 Weeks (21 Days), Longer Ago.

**12, 11, 10 Times Per Year:** Past Week (7 Days), Past 2 Weeks (14 Days), Past Month (30 Days), Past 5 Weeks, Past 6 Weeks, Past 2 Months (60 Days), Longer Ago.

**9, 8 or 7 Times Per Year:** Past Week (7 Days), Past Month (30 Days), Past 6 Weeks, Past 7 Weeks, Past 2 Months (60 Days), Past 3 Months (90 Days), Longer Ago.

**6, 5 or 4 Times Per Year:** Past Week (7 Days), Past Month (30 Days), Past 2 Months (60 Days), Past 3 Months (90 Days), Past 4 Months (120 Days), Past 6 Months, Longer Ago.

Each prompt card, therefore, includes seven time periods, and a maximum of four determines qualification as an average issue reader.

- 3) Qualitative questions are asked in sequence for each title presented in the same order as above. Only titles claimed to have been read in one of the top four time periods are asked these questions. The sequence is:
  - a) How last copy read “came into hands”;
  - b) Places where last copy was “read or looked into”;
  - c) Number of occasions looked into last copy read;
  - d) Amount of time spent reading last copy read;
  - e) Interest rating for publication in general on a scale from 1 to 10.

Qualitative questions are only reported on a base of average issue readers of each publication.

## **B. PRODUCT QUESTIONNAIRE**

Early in 1995, PMB initiated a review of the product profile questionnaire. The aim was to: create a new questionnaire with a simplified format making it easier to complete; based on category spending, permit the addition of a larger number of product categories and a significant increase in brand data.

After extensive development work with TNS Canadian Facts including the completion of both a pre-test and a full, in-field, pilot study, a new product questionnaire was adopted for introduction in January of 1996. Principal organizational aspects of the new product questionnaire include:

- 1) All question areas are organized into nine sections. Other media, section 1, always appears first; the household grocery section always appears last; with the exception of the life-style/environmental section, which appears before groceries, all other sections are organized into four groups and rotated top-to-bottom (four rotations) to help offset possible order-of-presentation bias.
- 2) The household grocery section can be completed by someone other than the selected respondent who may not be the principal grocery shopper.
- 3) All English and French self-completion materials are produced to desktop publishing quality to improve layout, general appearance and facilitate self-completion to help minimize respondent fatigue.

- 4) All questionnaires are designed for laser scanning entry prior to the application of comprehensive multi-stage computer cleaning and editing routines.

A complete list of product fields reported is provided in the “Product Index”.

### **C. TRANSLATION**

The questionnaires and all associated field materials were translated by translation staff in TNS Canadian Facts' Montreal office and reviewed by PMB staff in Montreal.