

## APPENDIX H: EDITING AND CODING

A variety of rules and routines was instituted in order to prepare the data as collected for entry and analysis. Minor but recurring problems requiring special attention included:

- Incorrect question routing;
- Incomplete responses;
- Illegal responses;
- Questions not pre-coded (occupation).

Individual interviewers and their supervisors were answerable for the completeness, accuracy and legibility of the data. During the coding special care was taken to ensure that proper routing had been observed in the administration of the questionnaire.

### A. THE PERSONAL INTERVIEW

#### 1. General Rules

- a) **Routing:** Questionnaire skip patterns were applied rigidly. Data that should not have been collected were deleted.
- b) **Multiple Responses:** These were not allowed except in special instances. Where they occurred, individual rules were established.
- c) **No-Answers:** Where information was missing, attempts were made to collect it by calling on the respondent either in person or by telephone. In some instances, other questionnaire information allowed an inference of the correct response. A "not stated" code was used when all other attempts were unsuccessful. Exceptions are noted below. All "not stated" or "refused" answers were given explicit codes/keystrokes so that all keystrokes add to total base size.
- d) **No Pre-Coding:** These questions were coded using pre-established routines.
- e) **Respondent Selected Procedure** was always checked against other questions, such as age, family composition, and income and sometimes against education and occupation.

## 2. Specific Rules

These rules should be read in conjunction with the questionnaire.<sup>1</sup> If a specific question is not mentioned below, no special editing was carried out.

### Section A

Question 1: **LANGUAGE OF INTERVIEW**  
Other "specified" languages were not entered.

Question 3 To 10: **BROADCAST EXPOSURE (RADIO AND TELEVISION)**  
TV viewing and radio listening were coded as hours and minutes. Maximum time for Saturdays and Sundays was 24 hours each.

### Section B—Publication Readership

Question 1: If no answer was recorded at screening but issue readership is "YES", screening was coded as "Yes".

Question 2-a): If no answer was recorded for issue readership but a primary source was recorded, a 1, 2, 3 or 4 was coded for issue readership.

Question 2-b): **IF YES TO READERSHIP** but no answer to frequency, answer was distinguished by receipt:

- Primary receipt coded "all issues"
- Secondary receipt coded "a few issues"

Question 3-a): **SOURCE OF COPY**  
If interviewer probing provided sufficient write-in information to re-code, it was carried out.

If "Yes" was coded for screening and for issue readership but no answer was recorded for how received, source was coded "some other way". However, if the magazine was newspaper carried, it was coded "came with newspaper bought at a newsstand."

Following is a listing of possible codes for surveyed publications.

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<sup>1</sup>. Refers to question numbers in the 2001 questionnaire.

**PMB 2009 - SPEC PACKAGE  
ALLOWABLE SOURCE OF COPY CODES  
AM771 (Waves 1-12) / AN771 (Waves 1-12)**

Allowable Codes All Publications 20, 21, 36	Don't Know/Not Sure	Public Place	Came with Newspaper	Obtained Free			Subscription to Home			Subscription to Office			Purchased At Newsstand			Some Other Way	
				Membership in Organization (Auto Club, Pay TV, etc.)	Dvd to HH/Off	On Airplane	From Paper Box, Store, Theatre, etc.	Mainly for Me	Mainly For Other(s)	For Me, And Other(s) Equally	Mainly for Me	Mainly For Other(s)	For Me, And Other(s) Equally	Mainly for Me	Mainly For Other(s)		For Me, And Other(s) Equally
<b>Publication</b>	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Alive	X	X					X										X
British Columbia Magazine	X	X						X	X	X	X	X	X	X	X	X	X
CAA (Manitoba)	X	X		X	X			X	X	X	X	X	X				X
CAA (Excl. Manitoba)	X	X		X	X			X	X	X	X	X	X				X
Canadian Business	X	X						X	X	X	X	X	X	X	X	X	X
Canadian Family	X	X						X	X	X	X	X	X	X	X	X	X
Canadian Gardening	X	X						X	X	X	X	X	X	X	X	X	X
Canadian Geographic	X	X						X	X	X	X	X	X	X	X	X	X
Canadian Health	X	X		X	X		X	X	X	X	X	X	X				X
Canadian Health & Lifestyle	X	X			X		X										X
Canadian Home Workshop	X	X						X	X	X	X	X	X	X	X	X	X
Canadian House & Home	X	X						X	X	X	X	X	X	X	X	X	X
Canadian Living	X	X						X	X	X	X	X	X	X	X	X	X
Chatelaine	X	X					X	X	X	X	X	X	X	X	X	X	X
City Parent	X	X					X										X
Cottage Life	X	X		X	X			X	X	X	X	X	X	X	X	X	X
Elle Canada	X	X						X	X	X	X	X	X	X	X	X	X
enRoute	X	X				X											X
EYE WEEKLY	X	X					X										X
Famous	X	X					X										X
FASHION Magazine	X	X		X				X	X	X	X	X	X	X	X	X	X
Financial Post Magazine	X	X	X														X
Flare	X	X					X	X	X	X	X	X	X	X	X	X	X
Food & Drink	X	X					X										X
Gardening Life	X	X						X	X	X	X	X	X	X	X	X	X
Glow	X	X		X	X			X	X	X	X	X	X	X	X	X	X
Golf Canada	X	X		X	X		X	X	X	X	X	X	X				X
Good Times	X	X						X	X	X	X	X	X				X
Harrowsmith Country Life	X	X						X	X	X	X	X	X	X	X	X	X
Homemakers	X	X		X				X	X	X	X	X	X	X	X	X	X
HOUR	X	X					X										X
Inside Entertainment	X	X	X		X		X										X
Loulou (English)	X	X						X	X	X	X	X	X	X	X	X	X
Maclean's	X	X						X	X	X	X	X	X				X
MIRROR	X	X					X										X
MoneySense	X	X						X	X	X	X	X	X	X	X	X	X
Movie Entertainment	X	X		X				X	X	X	X	X	X				X
NOW	X	X					X										X
Ontario Golf	X	X		X	X			X	X	X	X	X	X				X
Ontario OUT OF DOORS	X	X		X	X			X	X	X	X	X	X	X	X	X	X
Ottawa Magazine	X	X	X		X			X	X	X	X	X	X	X	X	X	X
Our Canada	X	X						X	X	X	X	X	X				X
Outdoor Canada	X	X						X	X	X	X	X	X	X	X	X	X
ParentsCanada	X	X					X	X	X	X	X	X	X	X	X	X	X
People	X	X						X	X	X	X	X	X	X	X	X	X
Professionally Speaking	X	X		X	X			X	X	X	X	X	X				X
PROFIT	X	X			X			X	X	X	X	X	X	X	X	X	X
Reader's Digest	X	X						X	X	X	X	X	X	X	X	X	X
Report on Business Magazine	X	X	X														X
Show	X	X		X				X	X	X	X	X	X				X
Sports Illustrated	X	X						X	X	X	X	X	X				X
Starweek	X	X	X														X
Style At Home	X	X						X	X	X	X	X	X	X	X	X	X
Teen Tribute	X	X					X										X
The Beaver	X	X						X	X	X	X	X	X				X
The Health Journal	X	X					X										X
The Hockey News Magazine	X	X						X	X	X	X	X	X	X	X	X	X
The Hockey News Weekly	X	X						X	X	X	X	X	X	X	X	X	X
TIME	X	X						X	X	X	X	X	X				X
Today's Parent	X	X		X	X		X	X	X	X	X	X	X	X	X	X	X
Toronto Life	X	X						X	X	X	X	X	X	X	X	X	X
Touring (English)	X	X		X	X			X	X	X	X	X	X				X
Tribute	X	X	X				X										X
TV Week	X	X						X	X	X	X	X	X	X	X	X	X
Vancouver Magazine	X	X			X									X	X	X	X
Vergegirl	X	X					X										X

**PMB 2009 - SPEC PACKAGE  
ALLOWABLE SOURCE OF COPY CODES  
AM771 (Waves 1-12) / AN771 (Waves 1-12)**

<div style="border: 1px solid black; padding: 5px; width: fit-content;">                     Allowable Codes All Publications 20, 21, 36                 </div>	Don't Know/Not Sure	Public Place	Came with Newspaper	Obtained Free				Subscription to Home			Subscription to Office			Purchased At Newsstand			Some Other Way
				Membership in Organization (Auto Club, Pay TV, etc.)	Dvd to HH/Off	On Airplane	From Paper Box, Store, Theatre, etc.	Mainly for Me	Mainly For Other(s)	For Me, And Other(s) Equally	Mainly for Me	Mainly For Other(s)	For Me, And Other(s) Equally	Mainly for Me	Mainly For Other(s)	For Me, And Other(s) Equally	
Publication	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Western Living	X	X			X												X
Westworld	X	X		X	X			X	X	X	X	X	X				X
What's Cooking	X	X			X												X
What's Up Kids Family Magazine	X	X					X	X	X	X	X	X	X				X
Wish	X	X						X	X	X	X	X	X	X	X	X	X
7 Jours	X	X	X					X	X	X	X	X	X	X	X	X	X
Adorable	X	X			X			X	X	X	X	X	X	X	X	X	X
Affaires Plus	X	X			X		X	X	X	X	X	X	X	X	X	X	X
Bel Âge Magazine	X	X			X			X	X	X	X	X	X	X	X	X	X
Châtelaine	X	X					X	X	X	X	X	X	X	X	X	X	X
Clin d'Oeil	X	X						X	X	X	X	X	X	X	X	X	X
Commerce	X	X		X	X		X	X	X	X	X	X	X	X	X	X	X
Cool!	X	X						X	X	X	X	X	X	X	X	X	X
Côté Jardins	X	X						X	X	X	X	X	X	X	X	X	X
Coup de Pouce	X	X			X			X	X	X	X	X	X	X	X	X	X
Décoration Chez-Soi	X	X						X	X	X	X	X	X	X	X	X	X
Décormag	X	X			X			X	X	X	X	X	X	X	X	X	X
Dernière Heure	X	X						X	X	X	X	X	X	X	X	X	X
Échos Vedettes	X	X						X	X	X	X	X	X	X	X	X	X
Elle Québec	X	X				X		X	X	X	X	X	X	X	X	X	X
En Primeur	X	X					X										X
Extra	X	X		X				X	X	X	X	X	X				X
Famous Quebec	X	X					X										X
Femme d'Aujourd'hui	X	X						X	X	X	X	X	X	X	X	X	X
Filles Clin d'Oeil	X	X						X	X	X	X	X	X	X	X	X	X
Fleurs, Plantes et Jardins	X	X			X			X	X	X	X	X	X	X	X	X	X
ICI	X	X					X										X
L'Actualité	X	X				X	X	X	X	X	X	X	X	X	X	X	X
La Semaine	X	X												X	X	X	X
Le Lundi	X	X						X	X	X	X	X	X	X	X	X	X
Le Magazine Enfants Québec	X	X		X	X		X	X	X	X	X	X	X	X	X	X	X
Le Magazine Jobboom	X	X					X										X
Les Affaires	X	X			X			X	X	X	X	X	X	X	X	X	X
Les Idées de Ma Maison	X	X						X	X	X	X	X	X	X	X	X	X
Loulou (Français)	X	X						X	X	X	X	X	X	X	X	X	X
Madame	X	X			X			X	X	X	X	X	X	X	X	X	X
Moi&cie	X	X												X	X	X	X
PME	X	X		X	X			X	X	X	X	X	X				X
Primeurs	X	X			X			X	X	X	X	X	X				X
Québec Science	X	X						X	X	X	X	X	X	X	X	X	X
qu'est-ce qui mijote	X	X			X												X
Rénovation Bricolage	X	X						X	X	X	X	X	X	X	X	X	X
Ricardo	X	X												X	X	X	X
Sélection du Reader's Digest	X	X						X	X	X	X	X	X	X	X	X	X
Sentier Chasse-Pêche	X	X						X	X	X	X	X	X	X	X	X	X
Star Inc.	X	X						X	X	X	X	X	X	X	X	X	X
Star Système	X	X												X	X	X	X
Styles de vie	X	X	X														X
Summum	X	X			X			X	X	X	X	X	X	X	X	X	X
Touring (Fr)	X	X		X	X			X	X	X	X	X	X				X
Tout Simplement Clodine	X	X						X	X	X	X	X	X	X	X	X	X
TV 7 Jours	X	X						X	X	X	X	X	X	X	X	X	X
TV Hebdo	X	X						X	X	X	X	X	X	X	X	X	X
VOIR	X	X					X										X

- Question 3-b): **WHERE LOOKED INTO**  
Coded "not stated" if no answer for source.
- Question 3-c): **NUMBER OF READING OCCASIONS**  
Maximum allowed was "98 plus".
- Question 3-d): **AMOUNT OF TIME SPENT READING**  
Magazine reading time was coded in hours and minutes up to maximum of 99 hours and 59 minutes.

### **Section NB1—Newspaper Readership**

- Question 1: If no answer was recorded at screening but issue readership is "YES", screening was coded as "Yes".
- Question 2-a): If no answer was recorded for issue readership but a primary source was recorded, a "Yes" was recorded for issue readership.
- Question 2-b): **IF YES TO READERSHIP** but no answer to frequency, answer was distinguished by receipt:
- Primary receipt coded "5"
  - Secondary receipt coded "2"
- Question 3-a): **SOURCE OF COPY**  
If interviewer probing provided sufficient write-in information to re-code, it was carried out.
- If "Yes" was coded for screening and for issue readership but no answer was recorded for how received, source was coded "some other way". However, if the magazine was newspaper carried, it was coded "came with newspaper bought at a newsstand."
- Question 3-b): **AMOUNT OF TIME SPENT READING**  
Magazine reading time was coded in hours and minutes up to maximum of 99 hours and 59 minutes.
- Question 4-a): If "No" was recorded for weekend issue readership but a primary source was recorded, a "Yes" was recorded for weekend issue readership.

Question 4-b): **IF YES TO WEEKEND ISSUE SPECIFIC** but no answer to frequency, answer was distinguished by receipt:

- Primary receipt coded "4"
- Secondary receipt coded "2"

Question 5-a): **SOURCE OF COPY**  
If interviewer probing provided sufficient write-in information to re-code, it was carried out.

If "Yes" was coded for screening and for issue readership but no answer was recorded for how received, source was coded "some other way". However, if the magazine was newspaper carried, it was coded "came with newspaper bought at a newsstand."

Question 5-b): **AMOUNT OF TIME SPENT READING**  
Magazine reading time was coded in hours and minutes up to maximum of 99 hours and 59 minutes.

### **Section C—Internet**

Question 1: If codes "3 to 8" recorded at screening but "time spent" in past seven days, screening was changed to "2".

Question 2: **AMOUNT OF TIME SPENT ON INTERNET**  
Internet time in past seven days was coded in hours and minutes up to a maximum of 99 hours and 59 minutes.

Question 3-a): If access code for any website is more recent than screening, screening code changed accordingly.

Question 3-b): **WHERE ACCESSED**  
Coded "Not Stated" if no answer to where accessed.

### **Section D—Basic Data**

Question 1 & 3: **LANGUAGE—CONVERSATION AND OF READING**  
Multiple responses were permitted. Additional "specified" languages were not entered.

- Question 2:           **LANGUAGE SPOKEN MOST OFTEN AT HOME**  
In the case of multiple responses, the first language listed was selected except in the case of an English and French multiple response on a French-language questionnaire, in which case French was selected. Information from “Language Of Reading” sometimes allowed inference for correct assumption. Additional specified languages were not entered.
- Question 5:           **EDUCATION LEVEL**  
In the case of multiple certificates/diplomas/degrees, the most advanced was selected.
- Question 10:         **EMPLOYMENT STATUS (RESPONDENT AND SPOUSE/MATE)**  
If there were no answer, an attempt was made to infer the response from data in Questions 8 and 12 of Section C.
- Question 12:         **OCCUPATION**  
This question was coded in accordance with classification systems developed by Canadian Facts and PMB. Classification involves use of 4 columns (numeric field).
- Question 12-f)/  
12-g):               **NUMBER OF PERSONS EMPLOYED BY YOUR LOCATION AND ORGANIZATION**  
A maximum of "9998 plus" was coded.
- Question 13:         **NUMBER OF PEOPLE WHO REPORT TO YOU DIRECTLY OR INDIRECTLY**  
A maximum of "600 plus" was coded.
- Question 22:         **HOUSEHOLD COMPOSITION**  
If total in each category did not add to total number in the household, a telephone call to the respondent was made to correct it.
- Question 23:         **HOUSEHOLD INCOME**  
To indicate that a given income was estimated by the interviewer, a code 90 was entered in addition to the income code.
- Question 24:         **PERSONAL INCOME**  
Again, a given income which was estimated by the interviewer was coded 90 in the adjacent field.  
  
Where no estimated income was given when it was refused, it was coded "not stated".

## **B. THE LEAVE-BEHIND QUESTIONNAIRE**

Because the product data were collected via a self-administered questionnaire, the editing required was extensive. In some cases directives were not followed correctly; in other cases directives were simply ignored. As a means of ensuring that valid responses were not lost, an extensive, comprehensive set of computer edit routines was applied. While specific rules were established to accommodate the peculiarities of each question area, only the general procedures are outlined below.

### **1. Sections With Category Filters**

- a) Filter "Not Stated", but subsequent usage sections answered—filter coded "Yes".
- b) Filter "Not Stated" and all usage data answered "None/Never"—filter coded "None/Never".
- c) Filter "No", but subsequent usage section answered—filter re-coded "Yes".
- d) Filter and usage questions not answered—filter coded "Not Stated" and usage section left blank.
- e) Filter "Yes", but subsequent not answered—filter coded "Not Stated" and section left blank.
- f) Filter "Yes", only some subsequent usage questions answered—those not answered coded "None/Never".

### **2. Sections Without Category Filters**

- a) Some usage questions answered within section—others coded "None/Never".
- b) Section blank—all coded "Not Stated".

### **3. Female Only Sections**

- a) Answered by male—responses eliminated.
- b) Not answered by female—all questions coded "Not Stated".

### **4. Male Only Sections**

- a) Answers by female—responses eliminated.
- b) Not answered by male—all questions coded "Not Stated".

### **5. Overall**

- a) Multiple answers to single response questions—all responses coded.