

## APPENDIX I:

### WEIGHTING PROCEDURES AND PROJECTION TO POPULATION

#### A. PURPOSE OF WEIGHTING SCHEMES

The PMB 2009 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 2009 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)<sup>1</sup> 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
<b>Montreal:</b>								
(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
<b>Montreal:</b>				
(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 2009. 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 income<sup>1</sup> 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:

<b>Atlantic</b>	— Centres <sup>2</sup> 100M And Over
	— Balance
<b>Quebec</b>	— Montreal—English <sup>3</sup>
	— Montreal—French
	— Montreal—Other
	— Gatineau
	— Balance Of Centres 100M And Over
	— Balance
<b>Ontario</b>	— Toronto
	— Hamilton
	— Ottawa
	— Balance Of 100M And Over
	— Balance

1. See Section: **3. Income Adjustments.**

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

3. Language spoken most often at home.

<b>Manitoba/ Saskatchewan</b>	— Centres 100M And Over
	— Balance
<b>Alberta</b>	— Calgary
	— Edmonton
	— Balance
<b>British Columbia</b>	— 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,<sup>1</sup> sex and age variations in response rates. Populations estimates were obtained, first for 273 cells made up of 13<sup>2</sup> 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 age<sup>3</sup> and sex groupings were:

<b>Males:</b>	12 To 17 Years	<b>Females:</b>	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 2009:

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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, 2008.

## **E. DERIVATION OF INDEPENDENT ESTIMATES OF HOUSEHOLDS AND POPULATION**

Estimates of households and population as of June 30, 2008 are not directly available from Statistics Canada. Estimates were developed by TNS Canadian Facts using the following sources:

### **1. Population:**

- a) Provision of special 2006 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, 2007.
- c) Annual estimates of population for census metropolitan areas as of June 30, 2007.
- d) Provincial and CMA population counts 2006 Census data.

### **2. Households:**

- a) Provincial and CMA household counts, 2006 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, 2007 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, 2008 estimates were developed as follows:

- Pro-rata from population estimates.

These estimates were compared with Census 2006 household data.

## **3. Income Adjustments**

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 2009, 2006 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.

**PMB 2009: 2 Year Database**  
**Actual Number Of Interviews Per Cell**

	Total	Households				
		1 Male	1 Female	Two	Three	Four +
<b>Total Households</b>	24887	1753	2548	8794	4336	7456
<b>Atlantic:</b>						
Centres 100M And Over	415	26	32	153	78	126
Balance	988	47	139	441	169	192
<b>Quebec:</b>						
Montreal—French	3530	282	397	1245	625	981
Montreal—English	1068	81	106	314	203	364
Montreal—Other	538	24	30	165	123	196
Gatineau	193	12	17	70	39	55
Quebec City	686	52	73	218	161	182
Balance Of 100M And Over	263	28	39	121	32	43
Balance	1167	112	175	530	141	209
<b>Ontario:</b>						
Toronto	4179	261	383	1140	799	1596
Hamilton	479	32	38	169	81	159
Ottawa	1071	55	99	391	187	339
Balance Of 100M And Over	1240	71	103	428	223	415
Balance	1813	134	184	807	252	436
<b>Manitoba/Saskatchewan:</b>						
Centres 100M And Over	819	54	63	278	141	283
Balance	551	45	95	229	73	109
<b>Alberta:</b>						
Calgary	896	55	75	300	162	304
Edmonton	639	43	38	236	121	201
Balance	779	57	85	302	116	219
<b>British Columbia:</b>						
Vancouver	2313	181	222	708	434	768
Balance Of 100M And Over	220	15	20	96	34	55
Balance	1040	86	135	453	142	224

**PMB 2009: 2 Year Database**  
**Sample Data After Application Of Household Design And Projection Weights**

	Total*	Households (x 000)				
		1 Male	1 Female	Two	Three	Four +
<b>Total Households</b>	12743	1438	1842	4147	2073	3243
<b>Atlantic:</b>						
Centres 100M And Over	367	35	54	125	67	86
Balance	536	49	66	189	102	131
<b>Quebec:</b>						
Montreal—French	1117	155	205	366	178	213
Montreal—English	264	38	50	79	39	58
Montreal—Other	161	12	16	43	34	56
Gatineau	117	13	18	39	22	27
Quebec City	318	43	60	106	51	58
Balance Of 100M And Over	195	26	35	66	31	38
Balance	1016	133	141	352	169	222
<b>Ontario:</b>						
Toronto	1959	183	250	537	346	644
Hamilton	277	30	40	88	45	74
Ottawa	344	39	50	111	57	87
Balance Of 100M And Over	952	102	139	312	155	244
Balance	1245	122	167	447	192	319
<b>Manitoba/Saskatchewan:</b>						
Centres 100M And Over	464	57	78	148	71	110
Balance	391	47	57	132	53	102
<b>Alberta:</b>						
Calgary	439	47	54	144	74	121
Edmonton	422	49	57	136	68	112
Balance	423	45	46	146	66	120
<b>British Columbia:</b>						
Vancouver	886	113	135	267	135	236
Balance Of 100M And Over	276	31	48	100	39	59
Balance	575	73	76	214	84	128

\* May not add because of computer rounding.

**PMB 2009: 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 +
<b>Total Individuals 12 +</b>	24887	11398	1002	1009	1346	3105	2823	2113
<b>Atlantic:</b>								
Centres 100M And Over	415	197	16	21	25	58	45	32
Balance	988	368	30	18	40	85	95	100
<b>Quebec:</b>								
Montreal—French	3530	1639	149	142	227	453	450	218
Montreal—English	1068	526	48	55	72	166	99	86
Montreal—Other	538	255	21	11	35	75	53	60
Gatineau	193	98	7	7	10	33	25	16
Quebec City	686	330	32	33	47	89	94	35
Balance Of 100M And Over	263	98	7	7	15	21	24	24
Balance	1167	455	30	23	48	89	133	132
<b>Ontario:</b>								
Toronto	4179	2014	200	208	240	609	438	319
Hamilton	479	233	23	20	32	68	47	43
Ottawa	1071	508	46	51	52	167	119	73
Balance Of 100M And Over	1240	580	59	49	61	162	154	95
Balance	1813	809	46	49	85	212	197	220
<b>Manitoba/Saskatchewan:</b>								
Centres 100M And Over	819	386	33	50	36	105	101	61
Balance	551	202	13	13	15	39	52	70
<b>Alberta:</b>								
Calgary	896	432	53	47	65	134	82	51
Edmonton	639	291	23	30	37	72	65	64
Balance	779	327	32	36	50	61	79	69
<b>British Columbia:</b>								
Vancouver	2313	1112	86	102	104	292	307	221
Balance Of 100M And Over	220	100	6	7	11	29	27	20
Balance	1040	438	42	30	39	86	137	104

**PMB 2009: 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 +
<b>Total Individuals 12 +</b>	24887	13489	960	906	1768	3590	3474	2791
<b>Atlantic:</b>								
Centres 100M And Over	415	218	12	15	43	51	66	31
Balance	988	620	17	29	73	142	183	176
<b>Quebec:</b>								
Montreal—French	3530	1891	150	124	235	550	504	328
Montreal—English	1068	542	46	39	69	152	129	107
Montreal—Other	538	283	19	19	56	74	67	48
Gatineau	193	95	5	6	17	31	24	12
Quebec City	686	356	25	32	50	98	105	46
Balance Of 100M And Over	263	165	11	16	16	36	49	37
Balance	1167	712	30	32	73	145	231	201
<b>Ontario:</b>								
Toronto	4179	2165	160	170	295	668	470	402
Hamilton	479	246	15	20	26	65	63	57
Ottawa	1071	563	49	47	66	145	166	90
Balance Of 100M And Over	1240	660	54	41	97	188	149	131
Balance	1813	1004	69	59	115	204	282	275
<b>Manitoba/Saskatchewan:</b>								
Centres 100M And Over	819	433	36	37	63	123	101	73
Balance	551	349	18	16	50	58	83	124
<b>Alberta:</b>								
Calgary	896	464	40	39	69	126	106	84
Edmonton	639	348	30	25	40	104	85	64
Balance	779	452	32	34	73	104	109	100
<b>British Columbia:</b>								
Vancouver	2313	1201	95	72	157	378	293	206
Balance Of 100M And Over	220	120	9	6	22	19	39	25
Balance	1040	602	38	28	63	129	170	174

**PMB 2009: 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 +
<b>Total Individuals 12 +</b>	28703	14142	1329	1610	2283	3878	3095	1947
<b>Atlantic:</b>								
Centres 100M And Over	818	393	37	46	64	108	88	50
Balance	1240	609	54	64	78	159	157	98
<b>Quebec:</b>								
Montreal—French	2287	1110	103	119	192	328	236	132
Montreal—English	563	274	26	30	51	76	52	39
Montreal—Other	394	193	14	19	36	50	40	34
Gatineau	252	123	12	14	21	37	27	12
Quebec City	652	316	25	34	55	85	74	42
Balance Of 100M And Over	410	199	18	23	31	52	48	28
Balance	2232	1118	100	107	154	275	297	184
<b>Ontario:</b>								
Toronto	4804	2346	224	268	429	700	451	274
Hamilton	628	306	30	36	46	87	63	45
Ottawa	766	375	35	43	66	108	77	44
Balance Of 100M And Over	2128	1044	103	120	167	296	216	142
Balance	2818	1395	137	159	166	351	342	240
<b>Manitoba/Saskatchewan:</b>								
Centres 100M And Over	999	487	48	60	87	130	100	62
Balance	879	440	50	55	58	105	98	74
<b>Alberta:</b>								
Calgary	1004	505	46	61	104	151	97	47
Edmonton	954	476	46	61	90	131	95	53
Balance	986	512	51	71	90	131	105	62
<b>British Columbia:</b>								
Vancouver	2032	999	86	116	175	286	210	125
Balance Of 100M And Over	600	291	25	34	44	74	64	50
Balance	1258	629	58	71	77	155	160	109

\* May not add because of computer rounding.

**PMB 2009: 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 +
<b>Total Individuals 12 +</b>	28703	14561	1262	1537	2242	3849	3175	2497
<b>Atlantic:</b>								
Centres 100M And Over	818	425	35	44	67	114	93	70
Balance	1240	630	51	61	79	160	159	120
<b>Quebec:</b>								
Montreal—French	2287	1177	99	119	188	322	252	197
Montreal—English	563	288	25	29	51	74	55	54
Montreal—Other	394	201	13	17	36	47	45	42
Gatineau	252	129	12	13	21	38	27	17
Quebec City	652	336	25	33	51	83	81	62
Balance Of 100M And Over	410	210	17	22	29	52	50	42
Balance	2232	1113	95	96	143	262	291	226
<b>Ontario:</b>								
Toronto	4804	2458	212	261	443	710	477	354
Hamilton	628	321	29	34	46	86	67	60
Ottawa	766	391	33	41	65	110	81	60
Balance Of 100M And Over	2128	1083	98	116	163	295	223	188
Balance	2818	1423	130	150	163	346	344	290
<b>Manitoba/Saskatchewan:</b>								
Centres 100M And Over	999	511	47	58	84	131	104	88
Balance	879	439	48	52	57	100	94	89
<b>Alberta:</b>								
Calgary	1004	500	43	58	98	145	95	60
Edmonton	954	478	43	58	85	129	95	68
Balance	986	474	47	63	78	118	99	69
<b>British Columbia:</b>								
Vancouver	2032	1033	81	111	177	292	214	158
Balance Of 100M And Over	600	309	24	32	43	76	69	64
Balance	1258	629	54	67	74	156	160	118

\* May not add because of computer rounding.

**PMB 2009: 1 Year Database**  
**Actual Number Of Interviews Per Cell**

	Total	Households				
		1 Male	1 Female	Two	Three	Four +
<b>Total Households</b>	12438	852	1250	4430	2178	3728
<b>Atlantic:</b>						
Centres 100M And Over	211	12	20	86	39	54
Balance	479	21	65	208	88	97
<b>Quebec:</b>						
Montreal—French	1764	132	190	606	312	524
Montreal—English	530	42	43	152	108	185
Montreal—Other	279	11	18	76	64	110
Gatineau	101	7	7	37	25	25
Quebec City	344	24	36	117	77	90
Balance Of 100M And Over	139	16	18	67	15	23
Balance	570	50	74	269	82	95
<b>Ontario:</b>						
Toronto	2104	131	193	601	411	768
Hamilton	236	19	17	78	47	75
Ottawa	527	27	54	203	78	165
Balance Of 100M And Over	612	39	53	209	105	206
Balance	908	59	86	413	133	217
<b>Manitoba/Saskatchewan:</b>						
Centres 100M And Over	413	27	32	131	61	162
Balance	267	17	42	119	36	53
<b>Alberta:</b>						
Calgary	459	25	43	160	78	153
Edmonton	316	25	16	119	60	96
Balance	380	25	45	140	58	112
<b>British Columbia:</b>						
Vancouver	1159	87	112	356	216	388
Balance Of 100M And Over	117	9	12	52	14	30
Balance	523	47	74	231	71	100

**PMB 2009: 1 Year Database**  
**Sample Data After Application Of Household Design And Projection Weights**

	Total*	Households (x 000)				
		1 Male	1 Female	Two	Three	Four +
<b>Total Households</b>	12743	1438	1842	4147	2073	3243
<b>Atlantic:</b>						
Centres 100M And Over	367	35	54	125	67	86
Balance	536	49	66	189	102	131
<b>Quebec:</b>						
Montreal—French	1117	155	205	366	178	213
Montreal—English	264	38	50	79	39	58
Montreal—Other	161	12	16	43	34	56
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Balance	1016	133	141	352	169	222
<b>Ontario:</b>						
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Ottawa	344	39	50	111	57	87
Balance Of 100M And Over	952	102	139	312	155	244
Balance	1245	122	167	447	192	319
<b>Manitoba/Saskatchewan:</b>						
Centres 100M And Over	464	57	78	148	71	110
Balance	391	47	57	132	53	102
<b>Alberta:</b>						
Calgary	439	47	54	144	74	121
Edmonton	422	49	57	136	68	112
Balance	423	45	46	146	66	120
<b>British Columbia:</b>						
Vancouver	886	113	135	267	135	236
Balance Of 100M And Over	276	31	48	100	39	59
Balance	575	73	76	214	84	128

\* May not add because of computer rounding.

**PMB 2009: 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 +
<b>Total Individuals 12 +</b>	12438	5664	477	487	711	1530	1369	1090
<b>Atlantic:</b>								
Centres 100M And Over	211	93	6	10	10	27	21	19
Balance	479	187	16	11	23	36	49	52
<b>Quebec:</b>								
Montreal—French	1764	809	71	63	123	218	219	115
Montreal—English	530	258	19	30	38	81	48	42
Montreal—Other	279	122	8	7	13	40	24	30
Gatineau	101	54	2	5	5	23	10	9
Quebec City	344	153	16	11	21	38	47	20
Balance Of 100M And Over	139	55	4	2	7	13	12	17
Balance	570	232	17	10	23	51	61	70
<b>Ontario:</b>								
Toronto	2104	1015	99	101	137	293	208	177
Hamilton	236	121	11	10	16	41	22	21
Ottawa	527	253	22	22	39	77	53	40
Balance Of 100M And Over	612	282	29	23	31	74	73	52
Balance	908	413	24	21	53	113	100	102
<b>Manitoba/Saskatchewan:</b>								
Centres 100M And Over	413	191	20	23	15	52	51	30
Balance	267	94	5	5	10	23	23	28
<b>Alberta:</b>								
Calgary	459	206	22	25	29	64	35	31
Edmonton	316	149	9	16	21	37	33	33
Balance	380	161	16	21	26	33	36	29
<b>British Columbia:</b>								
Vancouver	1159	544	41	51	51	141	150	110
Balance Of 100M And Over	117	52	2	5	6	13	15	11
Balance	523	220	18	15	14	42	79	52

**PMB 2009: 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 +
<b>Total Individuals 12 +</b>	12438	6774	478	461	859	1826	1744	1406
<b>Atlantic:</b>								
Centres 100M And Over	211	118	7	10	25	24	33	19
Balance	479	292	8	15	33	70	88	78
<b>Quebec:</b>								
Montreal—French	1764	955	79	59	108	294	252	163
Montreal—English	530	272	25	21	32	81	64	49
Montreal—Other	279	157	11	6	24	51	40	25
Gatineau	101	47	2	2	6	16	17	4
Quebec City	344	191	14	16	26	57	51	27
Balance Of 100M And Over	139	84	7	9	7	19	28	14
Balance	570	338	14	15	35	71	113	90
<b>Ontario:</b>								
Toronto	2104	1089	70	89	150	320	234	226
Hamilton	236	115	7	11	11	35	26	25
Ottawa	527	274	20	24	33	67	80	50
Balance Of 100M And Over	612	330	29	18	53	90	70	70
Balance	908	495	31	26	61	113	140	124
<b>Manitoba/Saskatchewan:</b>								
Centres 100M And Over	413	222	21	22	37	56	54	32
Balance	267	173	11	8	24	26	47	57
<b>Alberta:</b>								
Calgary	459	253	20	21	33	68	59	52
Edmonton	316	167	10	17	21	49	45	25
Balance	380	219	19	16	29	54	55	46
<b>British Columbia:</b>								
Vancouver	1159	615	54	38	74	193	144	112
Balance Of 100M And Over	117	65	3	2	12	10	21	17
Balance	523	303	16	16	25	62	83	101

**PMB 2009: 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 +
<b>Total Individuals 12 +</b>	28703	14142	1329	1610	2283	3878	3095	1947
<b>Atlantic:</b>								
Centres 100M And Over	818	393	37	46	64	108	88	50
Balance	1240	609	54	64	78	159	157	98
<b>Quebec:</b>								
Montreal—French	2287	1110	103	119	192	328	236	132
Montreal—English	563	274	26	30	51	76	52	39
Montreal—Other	394	193	14	19	36	50	40	34
Gatineau	252	123	12	14	21	37	27	12
Quebec City	652	316	25	34	55	85	74	42
Balance Of 100M And Over	410	199	18	23	31	52	48	28
Balance	2232	1118	100	107	154	275	297	184
<b>Ontario:</b>								
Toronto	4804	2346	224	268	429	700	451	274
Hamilton	628	306	30	36	46	87	63	45
Ottawa	766	375	35	43	66	108	77	44
Balance Of 100M And Over	2128	1044	103	120	167	296	216	142
Balance	2818	1395	137	159	166	351	342	240
<b>Manitoba/Saskatchewan:</b>								
Centres 100M And Over	999	487	48	60	87	130	100	62
Balance	879	440	50	55	58	105	98	74
<b>Alberta:</b>								
Calgary	1004	505	46	61	104	151	97	47
Edmonton	954	476	46	61	90	131	95	53
Balance	986	512	51	71	90	131	105	62
<b>British Columbia:</b>								
Vancouver	2032	999	86	116	175	286	210	125
Balance Of 100M And Over	600	291	25	34	44	74	64	50
Balance	1258	629	58	71	77	155	160	109

\* May not add because of computer rounding.

**PMB 2009: 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 +
<b>Total Individuals 12 +</b>	28703	14561	1262	1537	2242	3849	3175	2497
<b>Atlantic:</b>								
Centres 100M And Over	818	425	35	44	67	114	93	70
Balance	1240	630	51	61	79	160	159	120
<b>Quebec:</b>								
Montreal—French	2287	1177	99	119	188	322	252	197
Montreal—English	563	288	25	29	51	74	55	54
Montreal—Other	394	201	13	17	36	47	45	42
Gatineau	252	129	12	13	21	38	27	17
Quebec City	652	336	25	33	51	83	81	62
Balance Of 100M And Over	410	210	17	22	29	52	50	42
Balance	2232	1113	95	96	143	262	291	226
<b>Ontario:</b>								
Toronto	4804	2458	212	261	443	710	477	354
Hamilton	628	321	29	34	46	86	67	60
Ottawa	766	391	33	41	65	110	81	60
Balance Of 100M And Over	2128	1083	98	116	163	295	223	188
Balance	2818	1423	130	150	163	346	344	290
<b>Manitoba/Saskatchewan:</b>								
Centres 100M And Over	999	511	47	58	84	131	104	88
Balance	879	439	48	52	57	100	94	89
<b>Alberta:</b>								
Calgary	1004	500	43	58	98	145	95	60
Edmonton	954	478	43	58	85	129	95	68
Balance	986	474	47	63	78	118	99	69
<b>British Columbia:</b>								
Vancouver	2032	1033	81	111	177	292	214	158
Balance Of 100M And Over	600	309	24	32	43	76	69	64
Balance	1258	629	54	67	74	156	160	118

\* May not add because of computer rounding.