

APPENDIX O:

EXPOSURE TO OTHER MEDIA

A. DATA COLLECTION

In PMB 2009, information related to the respondent's exposure to media other than magazines was collected by personal interview. Included were:

- Number of hours tuned to electronic media;
- Exposure "yesterday" and frequency of exposure to daily (Monday to Friday) newspapers;
- Exposure to "last Saturday's" issue and frequency of exposure to Saturday newspapers;
- Exposure to "last Sunday's" issue and frequency of exposure to Sunday newspapers;
- Exposure to local community newspapers;
- Potential outdoor exposure;
- Use of bus, streetcar or subway.

B. TABLE FORMATS AND DEFINITIONS

1. Quintiles

In PMB 2009, as in previous years, quintiles were established for both broadcast media and PMB publications. In quintile analysis respondents are ranked in descending order of total hours tuned, hours spent on the internet, or aggregate magazine readership with the list of respondents in each case then broken into equal fifths, or quintiles. (All quintiles are established on weighted data using a base of individuals 18 years of age and over. All respondents 12 years of age and over are, however, assigned to the defined quintiles.)

Proportional quintiles for each medium have been established for Total Canada, English Canada and French Canada. Additionally, subscribers may custom access data using any definition of viewing/listening hours or readership—respondents' aggregate scores for each medium have been written to the data file and can be accessed through computer analysis.

2. Broadcast Quintiles

A hypothetical case illustrating the methodology behind the Quintile grouping is shown below:

Example:

Respondent "A" informs the interviewer that he watches television 4 days out of 5 weekdays (Monday–Friday). He stipulates that he watches these numbers of hours in various dayparts on an average weekday:

Before 5:00 p.m.	1/2 Hour
Between 5:00 and 7:00 p.m.	1/2 Hour
From 7:00 to 11:00 p.m.	3 Hours
After 11:00 p.m.	1/2 Hour

Respondent "A" also tells the interview that he watches the following number of hours of television on weekends:

Total Saturday	5 Hours
Total Sunday	6 Hours

From this information it can be determined that Respondent "A" watches a total of 29 total hours of television in an average week:

4 Weekdays x 4.5 Hours Per Day	18 Hours
Saturday Viewing	5 Hours
Sunday Viewing	<u>6 Hours</u>
Total Viewing Time/Week	29 Hours

This procedure is followed for 10 respondents, called "A" through "J". The respondents are ranked in descending order of hours tuned, and the list is broken into equal fifths, or quintiles.

Hypothetical Respondent	Hypothetical Number Of Hours Tuned/Week	Hypothetical Quintile
C	45	1—30 Hours Or More
E	30	
A	29	2—Under 30 Hours To 25 Hours
J	25	
I	20	3—Under 25 Hours To 10 Hours
B	10	
D	9	4—Under 10 Hours To 5 Hours
F	5	
H	4	5—Fewer Than 5 Hours
G	0	

Radio quintiles are established in a similar manner.

The parameters of each of the established broadcast quintiles are shown below:

Television (Weekly Viewing—Total Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	33.09 – 156.00	19.8
2	22.18 – 33.08	19.8
3	15.18 – 22.17	19.8
4	8.18 – 15.17	19.9
5	Under 8.18	20.7

Television (Weekly Viewing—English Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	31.76 – 156.00	19.9
2	21.34 – 31.75	19.8
3	14.43 – 21.33	20.4
4	7.93 – 14.42	19.9
5	Under 7.93	20.0

Television (Weekly Viewing—French Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	37.76 – 151.00	20.0
2	25.93 – 37.75	20.6
3	18.18 – 25.92	19.4
4	9.1 – 18.17	20.0
5	Under 9.1	20.0

Radio (Weekly Listening—Total Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	24.26 – 156.00	20.0
2	10.43 – 24.25	19.9
3	5.18 – 10.42	18.2
4	1.02 – 5.17	21.5
5	Under 1.02	20.4

Radio (Weekly Listening—English Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	23.76 – 156.00	20.2
2	10.18 – 23.75	19.3
3	5.18 – 10.17	18.9
4	1.02 – 5.17	21.4
5	Under 1.02	20.2

Radio (Weekly Listening—French Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	27.51 – 156.00	20.1
2	10.93 – 27.50	20.9
3	4.84 – 10.92	20.8
4	0.93 – 4.83	19.0
5	Under 0.93	19.2

3. PMB Publication Quintiles

a) Magazines

From issue readership and frequency of reading information, it is possible to assign respondents to publication quintiles based on their aggregate average monthly exposure to all magazines.

In order to determine the aggregate score for a particular respondent, it is necessary to calculate the probability of reading on the basis of a reading frequency classification.

Consider this hypothetical illustration for Publication "A":

Reading Frequency Classification	Number Of Respondents	Average Issue Readers	Reading Probability*
All Or Almost All	1000	875	0.8750
Most (About 3 In 4)	500	350	0.7000
Some (About Half)	500	225	0.4500
A Few (About 1 In 4)	500	100	0.2000
Occasionally	500	50	0.1000
Never	1000	25	0.0250

* Reading probabilities were calculated on a base of individuals 12 years of age and older.

A similar procedure is carried out for each publication in the survey.

Each publication also has an issue frequency factor. For example, a monthly publication has a factor of 1.00 (issues per month), and a publication that publishes 10 times a year has a factor of 0.833. (In our example, if publication "A" is published weekly, it has an issue frequency factor of 4.33.)

The average monthly exposure for each publication can now be calculated for each respondent. If a particular respondent claims to read "Most (3 in 4)" issues of publication "A", the reading probability score multiplied by the issue frequency score produces the average monthly exposure to publication "A", i.e., $(0.7000 \times 4.33) = 3.031$. This procedure is followed for every magazine in the survey. An array of the sum of the average monthly exposure scores for each respondent is used to establish PMB Publication Quintiles.

It should be noted that the quintile into which a respondent falls does not necessarily relate to readership of any individual magazine. For example, a respondent may fall into the "lightest" reading quintile, yet still be a reader of 4 out of 4 issues of a particular magazine.

PMB Magazine Quintiles—Total Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 18 Years And Over %
1	7.188 – 71.553	20.0
2	3.930 – 7.187	20.0
3	1.962 – 3.929	20.0
4	0.622 – 1.961	20.0
5	Under 0.622	20.0

PMB Magazine Quintiles—English Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 18 Years And Over %
1	6.564 – 46.077	20.0
2	3.651 – 6.563	20.0
3	1.860 – 3.650	20.0
4	0.622 – 1.859	20.0
5	Under 0.622	20.0

PMB Magazine Quintiles—French Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 18 Years And Over %
1	10.067 – 71.553	20.0
2	5.399 – 10.066	20.0
3	2.521 – 5.398	20.0
4	0.646 – 2.520	20.0
5	< 0.646	20.0

b) Newspapers

Claimed frequency, on average, of reading any daily newspaper during the week (1 to 5 issues) and of reading Saturday issues (1 to 4 issues over the past 4 weeks) and Sunday issues (1 to 4 issues over the past 4 weeks) are used to determine an aggregate 7 day reading score for each respondent.

In each case, the calculation involves adding the weekday, Saturday and Sunday readership factors derived from responses to each of the general newspaper readership questions as indicated below:

Newspaper Quintiles — Factors

		Factor
Weekday Issues (On Average)	Never	0.00
	Less Than 1 Day	0.50
	1 Day	1.00
	2 Days	2.00
	3 Days	3.00
	4 Days	4.00
Saturday Issues (Past 4 Weeks)	5 Days	5.00
	None	0.00
	1	0.25
	2	0.50
	3	0.75
Sunday Issues (Past 4 Weeks)	4	1.00
	None	0.00
	1	0.25
	2	0.50
	3	0.75
4	1.00	

PMB Newspapers Quintiles—Total Canada

Quintile	Range (Issues Per Week)	Proportion Of Population 18 Years And Over
		%
1	6.01 – 7.00	18.5
2	3.51 – 6.00	21.3
3	0.76 – 3.50	21.3
4	0.25 – 0.75	6.5
5	Under 0.25	32.4

PMB Newspapers Quintiles—English Canada

Quintile	Range (Issues Per Week)	Proportion Of Population
		18 Years And Over %
1	6.01 – 7.00	16.5
2	3.26 – 6.00	23.8
3	0.76 – 3.25	20.4
4	0.25 – 0.75	6.6
5	Under 0.25	32.7

PMB Newspapers Quintiles—French Canada

Quintile	Range (Issues Per Week)	Proportion Of Population
		18 Years And Over %
1	6.76 – 7.00	23.7
2	4.01 – 6.75	15.9
3	1.01 – 4.00	18.2
4	0.25 – 1.00	11.1
5	Under 0.25	31.1

4. Internet Quintiles

Unlike other media, there are two sets of Internet quintiles, one set based on users of the medium and a second set based on total population. In the former case, non-users are added into the lightest quintile set. In the latter, non-users comprise all of the fifth quintile and some proportion of the fourth. Respondents report the number of hours/minutes spent in total on the Internet in the past 7 days. In each case, respondents are ranked in descending order of time spent, and the list is broken into fifths, or quintiles.

Internet (Weekly—Total Canada) — Total Population

Quintile	Range (Hours Per Week)	Proportion Of Population
		18 Years And Over %
1	14.51 – 100.00	18.0
2	5.84 – 14.50	21.6
3	1.76 – 5.83	20.0
4	0.00 – 1.75	20.4
5	0.00	20.0

Internet (Weekly—English Canada) — Total Population

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	14.51 – 100.00	18.7
2	6.51 – 14.50	21.1
3	1.76 – 6.50	21.4
4	0.00 – 1.75	18.8
5	0.00	20.0

Internet (Weekly—French Canada) — Total Population

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	11.01 – 98.00	19.3
2	3.84 – 11.00	19.1
3	1.34 – 3.83	17.0
4	0.00 – 1.33	24.6
5	0.00	20.0

Internet (Weekly—Total Canada) — Internet Users

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	19.01 – 100.00	20.5
2	9.51 – 19.00	19.2
3	4.01 – 9.50	19.3
4	1.77 – 4.00	22.2
5	Under 1.77	18.8

Internet (Weekly—English Canada) — Internet Users

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	18.01 – 100.00	21.5
2	9.51 – 18.00	19.9
3	4.51 – 9.50	19.6
4	1.77 – 4.50	21.2
5	Under 1.77	17.8

Internet (Weekly—French Canada) — Internet Users

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	15.01 – 98.00	17.8
2	7.01 – 15.00	17.4
3	3.01 – 7.00	22.4
4	1.35 – 3.00	22.2
5	Under 1.35	20.2

5. Media Imperatives

Quintile data were used to create Media Imperative summary codes within each of English and French Canada as follows:

a) Magazine/TV Imperatives

Magazine Imperative
TV Imperative
Dual Audience
Light

b) Magazine/Radio Imperatives

Magazine Imperative
Radio Imperative
Dual Audience
Light

c) Magazine/Newspaper Imperatives

Magazine Imperative
Newspaper Imperative
Dual Audience
Light

d) Magazine/Internet Imperatives

Magazine Imperative
Internet Imperative
Dual Audience
Light

e) Newspaper/TV Imperatives

Newspaper Imperative
TV Imperative
Dual Audience
Light

f) Newspaper/Radio Imperatives

Newspaper Imperative
Radio Imperative
Dual Audience
Light

g) Newspaper/Internet Imperatives

Newspaper Imperative
Internet Imperative
Dual Audience
Light

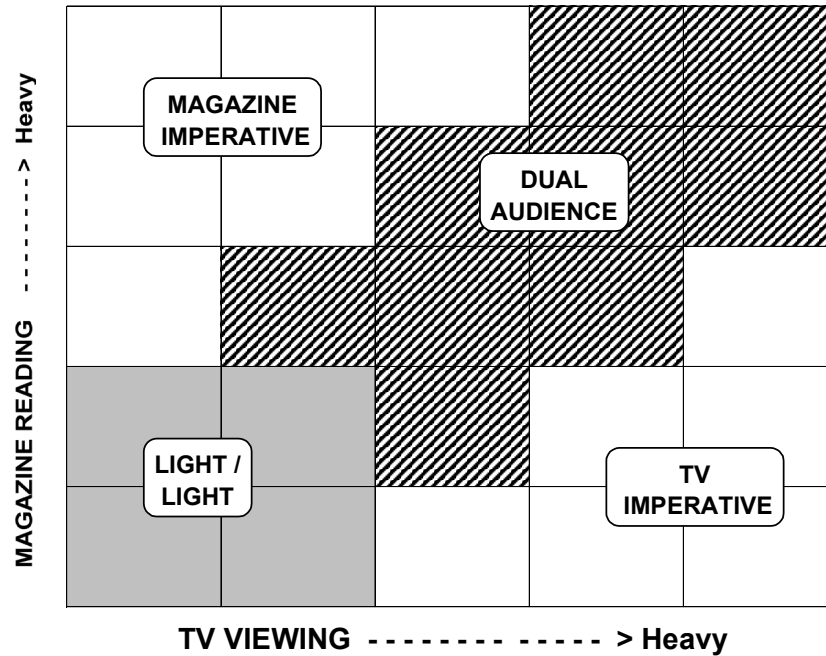
h) Internet/TV Imperatives

Internet Imperative
TV Imperative
Dual Audience
Light

i) TV/Radio Imperatives

TV Imperative
Radio Imperative
Dual Audience
Light

By way of illustration, in a) above, a “Magazine Imperative” is defined as those with average or above average magazine reading but below average or average TV viewing. “Light” is defined as those with light reading and light TV viewing; “Dual” is defined as those with exposure to both media. The following representation illustrates categorization of the media imperative groupings from quintile data:



6. Other Media

Information on other media are presented as pre-categorized levels of exposure to each medium:

Daily Newspapers (Weekdays—Monday–Friday)

Read Or Looked Into Yesterday

Never

Less Than Once A Week

1 Out Of 5 Days

2 Out Of 5 Days

3 Out Of 5 Days

4 Out Of 5 Days

5 Out Of 5 Days

Saturday Newspapers

Read Or Looked Into Last Saturday's Issue

None

1 Out Of 4 Issues

2 Out Of 4 Issues

3 Out Of 4 Issues

4 Out Of 4 Issues

Sunday Newspapers:

Read Or Looked Into Last Sunday's Issue

None

1 Out Of 4 Issues

2 Out Of 4 Issues

3 Out Of 4 Issues

4 Out Of 4 Issues

Local Community Newspapers

Read In Past Month

Read In Past 7 Days

Less Than 1 Or 1 Out Of 4 Issues

2 Out Of 4 Issues

3 Out Of 4 Issues

4 Out Of 4 Issues

Potential Exposure To Outdoor

Personal in-town mileage in a car or truck either as a driver or as a passenger in an average week

None

Under 10 Miles

10 To 20 Miles

21 To 35 Miles

36 To 50 Miles

51 To 100 Miles

101 To 150 Miles

151 To 250 Miles

Over 250 Miles

Potential Exposure To Transit

Number of single trips in an average week by

Bus Or Streetcar:

Subway:

None

None

1 To 5

1 To 5

6 To 10

6 To 10

11 To 20

11 To 20

Over 20

Over 20

Potential Exposure To Shopping Mall Advertising

Number of shopping mall trips in past 7 days

None

One

Two

Three Or More