

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 2009		
	Total 12 +	English Canada	French Canada
Population	28,703	22,810	5,893
Total	4.3	3.9	5.9
Month Of Interview:			
October 2006	4.3	3.9	6.4
November 2006	4.6	4.0	6.7
December 2006	4.9	4.3	6.8
January 2007	4.7	4.7	4.8
February 2007	4.8	3.9	7.8
March 2007	4.3	4.2	5.3
April 2007	4.5	4.2	5.5
May 2007	4.5	4.0	6.6
June 2007	4.2	3.8	6.2
July 2007	4.4	4.2	5.0
August 2007	4.3	4.1	5.0
September 2007	4.0	3.8	4.7
October 2007	4.0	3.6	5.9
November 2007	4.2	3.6	6.6
December 2007	4.7	4.1	6.2
January 2008	4.6	4.4	5.6
February 2008	4.4	3.8	6.5
March 2008	4.5	4.0	7.3
April 2008	4.0	3.7	5.0
May 2008	4.1	3.6	5.5
June 2008	4.0	3.7	4.8
July 2008	4.0	3.5	6.2
August 2008	4.1	3.6	6.3
September 2008	3.9	3.3	6.3
October 2008	3.6	3.2	5.6
November 2008	4.1	3.5	7.1
December 2008	4.0	3.9	4.8