

## PMB 2009 FALL - TECHNICAL STATEMENT

The PMB Research Committee oversees the design, implementation and production of the PMB study. The recommendation of research suppliers is also the responsibility of the PMB Research Committee. Members of this committee serve on a voluntary basis and are drawn from the member categories of periodicals and agencies/advertisers.

PMB acknowledges the professionalism and efforts of those who have contributed their time and expertise to the study. As of September 2009, the Research Committee Members are:

### BUYERS

Jennifer Clark  
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Richard Ivey  
Chris Herlihey  
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TRANSCONTINENTAL

### THE SURVEY

The PMB 2009 FALL survey is designed to meet the industry needs for fair and impartial print media research in Canada. PMB 2009 FALL shows results based on Recent Reading methodology. For full details of readership technique and other technical matters, users are advised to consult the PMB 2009 Spring Technical Appendix.

#### 1) Selection of Research Supplier

*TNS Canadian Facts* is responsible for all major aspects of the research including sampling, fieldwork, data entry and data processing.

#### 2) Survey Period

PMB 2009 FALL 2-Year results are based on interviewing between April 2007 and March 2009. PMB 2009 FALL 1-Year results are based on interviewing between April 2008 and March 2009.

<b>Interview Period</b>	<b>April 2007 – March 2008</b>	<b>April 2008 – March 2009</b>	<b>Sample</b>
PMB 2009 FALL 2-Year	X	X	24,841
PMB 2009 FALL 1-Year		X	12,391

#### 3) Sample

The underlying sample design used in previous studies was maintained: That is, all Canadian households (with minor exceptions - e.g. far North, institutions, Indian reservations, and small Dissemination Areas i.e. fewer than 45 households) were given a chance of being selected as part of a nationally representative sample. The Primary Sampling Units were Dissemination Areas (DA), with an average number of interviews per PSU of approximately 6.

The number of interviews completed by month is controlled so that, after appropriate weighting, each month has an approximately equal representation in the total year.

4) **Publications Reported**

The PMB 2009 FALL study includes readership data for 114 publications:

Publication Type	PMB 2009 SPRING		PMB 2009 FALL	
	1-Yr titles Reported in 2-yr database	2-Yr Database #Reported	18 months titles Reported in 2-yr database	2-Yr Database #Reported
National English	5	44	5	42
French	1	45	1	44
Regional English	0	21	0	19
Bilingual	0	3	0	3
<b>TOTAL</b>	<b>6</b>	<b>113</b>	<b>6</b>	<b>108</b>

Of the 114 titles reported, the six listed below entered measurement in October 2007. Their readership in PMB 2009 FALL release is based on 18 measured months and 6 months imputed using statistically approved methods.

First Time Reported in PMB 2009 SPRING	
English	French
Canadian Health Loulou (English) Our Canada Parents Canada The Health Journal	Loulou (French)

5) **Circulation Data and Readers Per Copy Levels**

In order to calculate readers per copy, PMB relies on publishers to provide circulation statements supported by "Publishers Compilation Subject to Audit" by an independent audit organization. Circulation statements in accordance with PMB requirements were received from all publications except those indicated. Publications so indicated are shown with zero circulation, and with no readers-per-copy figures.

6) **Statistical Reliability/Sample Tolerances**

PMB advises that the design of the study is such that the statistics reported for all publications are subject to the statistical tolerances associated with the sample sizes noted. PMB urges users to refer to the tables of statistical tolerances included in the Technical Appendix.

PMB indicates those cells with small samples by asterisking. The cell size criteria are similar to those authorised by PMB for use by on-line licensees:

- Unweighted cell count 21-40      Single Asterisk
- Unweighted cell count <21      Double Asterisk



7) **Verification**

It is PMB's objective to maintain the highest quality in data collection. This requires detailed checking of interviewers' work.

In addition to the supplier's internal quality control procedures, PMB verifies at least one interview in every Dissemination Area (DA), averaging about 1 in 7. PMB 2009 SPRING verifications revealed a small number (0.1%) of cases where it was not possible to confirm the interview. In such cases all the interviewer's work was reviewed, and, if necessary, rejected and the assignment(s) replaced. The FALL results do not differ in any material way.

8) **New in PMB 2009 FALL – New Psychographic Clusters - TBD**

New Clusters available in PMB 2009 Fall:

- The Environment
  1. The Greener Greens
  2. Passive Environmentalists
  3. I do What I Can
  4. Man Can't Control nature
  
- Personal and Social Views
  1. Independent Introverts
  2. Traditionalists
  3. Ambitious, Educated Socialists
  4. Liberal Materialists
  5. Savoring The Slow Lane
  
- Home Electronics & Technology
  1. Technos
  2. Out Of Touch
  3. Disinterested
  
- Brand Loyalty/Advertising/Pricing
  1. Engaged
  2. Price Sensitive
  3. Brand Over Price
  4. Disinterested

9) **Special Circumstances for Publications**

a) **Publications with name changes during the fieldwork period:**

**Previous Title**

What's Up Kids Family Magazine  
Décoration Chez-Soi  
Westworld; CAA Magazine Manitoba

**New Title/ Reported As**

What's Up Family Magazine  
Chez-Soi  
Westworld/Going Places/ CAA Manitoba

b) **Data available via numeric coding only:**

ICI

c) **Discontinued measurement; data is not available in PMB 2009 FALL:**

City Parent	Ceased measurement Jan 09
Ontario Golf	Ceased measurement Jan 09
Ottawa Magazine	Ceased measurement Jan 09
Québec Science	Ceased measurement Jan 09

d) **The Hockey News Magazine:** To ensure correct measurement of the quarterly publication The Hockey News Magazine, PMB includes both that publication and similarly titled The Hockey News biweekly in fieldwork. Respondents are shown title cards for both publications in the readership portion of the PMB questionnaire. Only The Hockey News Magazine, the quarterly, is eligible for reporting.

e) **National Post (M-Sat):** Effective October 2008, this publication was no longer distributed in Manitoba/Saskatchewan and Atlantic provinces. Readership results reflect this change.

f) The following publications had a change in frequency during the course of the 2-year duration of the study. In each case the appropriate change to the recent reading-qualifying interval were made to reflect the frequency change:

Affaires Plus	12 to 10	January 2009
Canadian Business	20 to 18	January 2009
Canadian Gardening	8 to 7	January 2009
Canadian Health	6 to 4	January 2009
Châtelaine	12 to 13	January 2009
Commerce	12 to 9	January 2009
Dernière Heure	48 to 25	January 2009
Les Affaires	50 to 48	January 2009
LOULOU (Eng)	12 to 11	January 2009
LOULOU (Fr)	12 to 11	January 2009
Moi&cie	25 to 23	January 2009
People	51 to 52	January 2009
qu'est-ce qui mijote	5 to 4	January 2009
Star Inc.	12 to 10	January 2009
Tribute	7 to 8	January 2009
what's cooking	5 to 4	January 2009
Canadian Business	23 to 20	January 2008
Famous Québec	10 to 11	January 2008
Fleurs, Plantes et Jardins	8 to 7	January 2008
Glow	6 to 8	January 2008
Inside Entertainment	8 to 6	January 2008
Les Affaires	52 to 50	January 2008
Tout Simplement Clodine	6 to 9	January 2008
Tribute	9 to 7	January 2008

g) **Ineligible for reporting** –

**En Primeur** – PMB has a minimum frequency for measurement of 4 issues a year. Since in 2008 and 2009 the publishing frequencies for this publication did not match that, the readership numbers would not be released in the PMB 2009 FALL study.

h) For the publication L'actualité with a frequency of 20 times per year, the theoretically correct qualifying interval of 2.5 weeks is estimated from the two adjacent scale points (2 weeks and 3 weeks) on the weekly scale card. A similar process is followed for Ricardo and Westworld Alberta, which are publications with a frequency of 5 times per year whose correct qualifying interval is 2.5 months. For these publications, all readership claims up to "past 2 months" are counted as readers, plus 50% of those who claim readership in the past 3 months.

i) In PMB 2009 FALL, one publication has a special issue that results in a change to the qualifying interval.

"Décormag" changes qualifying interval to past month (from past 5 weeks).

10) **Reporting**

a) PMB is pleased to provide members with new reporting system via Internet, which will replace the previous printed volume. The following tables will be available at [www.pmb.ca](http://www.pmb.ca):

- Top Line Readership results (all 12+)
  - All publications
  - Readership
  - Readers per copy
- Readership by demographics
  - All publications
  - Full 2 year data
  - 10 demographic items including gender, age, income, occupation, regions etc.
- Media usage by demographics
  - Major media (Magazines, Dailies, TV, Radio, Internet, Outdoor)
  - Average weekly or monthly usage
- Products usage by demographics
  - Over 2000 products and services

b) Respondent level data are available to members via the following software suppliers: IMS, KMR and Telmar.

c) As in PMB 2009 Spring release, PMB measures selected website viewing. Information is available via computer software for each measured website.