

## **APPENDIX F:**

### **THE INTERVIEW**

The PMB 2010 personal interview was structured to collect four types of information.

- **Quantitative data** on the receipt and readership of magazines and newspapers.
- **Qualitative data** on behaviour and attitudes towards magazines and newspapers read.
- **Demographic information** about the respondent.
- **Exposure to other media.**

#### **A. DETERMINATION AND DEFINITION OF AUDIENCE — MAGAZINES**

Audience measurement in PMB 2010 is based on use of a recent reading (RR) methodology. The RR procedure is designed to produce an estimate of the number of individuals who have contact with a particular issue of a publication during its issue life. All recency models set out to measure the audience of any publication by measuring the number of people who see it during the typical issue period (past week for weeklies, past month for monthlies, and so on). It can be shown algebraically that the number of people who see any issue of a publication during the issue period will be a close approximation of the real requirement, that is, the number of people who see a typical issue.

Unfortunately, with more than a handful of publications, measurement becomes onerous for interviewer and respondent alike and, therefore, efforts are made to reduce the interview fatigue.

Most significant is the use of a screening question to quickly establish likelihood of exposure to the survey issue and hence reduce the necessity of determining precise recall of “when read” for each magazine surveyed.

#### **1. Publication Rotation**

In order to avoid any bias which might be attributed to the questioning sequence for the magazines, the titles were grouped by frequency into four groups: weeklies and bi-weeklies, 12, 11 and 10 times a year; 9, 8 and 7 times a year; 6, 5 and 4 times a year. Each group was listed alphabetically on a separate page. The groups were then assembled in the questionnaire so that each group of publications had an equal opportunity to appear first, second, third and fourth in questioning order. Within each group an "X" indicated the magazine with which the interviewer had to start, and an arrow, the questioning sequence. In total this provided 16 different rotation versions.

## 2. Screening

An integral part of this method is a preliminary screening procedure to determine whether the respondent might have read or looked into any copy of the magazine in the past year. This question allows the opportunity of claiming occasional readership of, or familiarity with, a magazine while screening out those who, in all probability, would not qualify as average issue readers.

For each publication, a 3 x 4½ black and white logo or title card was produced. Each logo card indicated language and frequency of publication. The following question was asked for each group of screening cards:

1. I would like you to look at these white title cards for some different publications. In each case, I would like you to tell me whether you personally happen to have read or looked into any copy of the publication in the past year. Before we begin, however, I need to explain a few terms.

By any copy I mean any issue of the publication that you may have seen in the past year, it doesn't matter how old it was, where you read or looked into it, or whether it was your copy or someone else's.

And, it doesn't matter how much or how little you read, or how much time you may have spent reading it—you may have just looked at a few pages, or you may have read it cover to cover.

To arrive at an answer the respondent was required to place each screening card on a sorting board in one of three distinct piles labelled "**Yes**", "**Not Sure**" and "**No**". Responses were recorded on the questionnaire as the respondent handed back the cards one at a time starting with those on the "**No**" pile. This technique not only allowed for respondent participation in the interview, but also encouraged a review of each screening card.

Respondents who claimed not to have read or looked into a copy of the magazine in the past year (i.e., who "screen-out") were classified as non-readers of that magazine and therefore were not asked the "recent reading" question. The remaining respondents who said "yes" or "not sure" (i.e., who "screened-in") were classified as potential issue readers and were asked subsequent questions. The screening question is asked of all groups of titles before proceeding to the "recency" and frequency questions.

## 3. Average Issue Readership

For each magazine "screened-in" the respondent was asked the last time that any issue had been read. The actual question was:

- 2-a) When did you last read or look into any issue of (**Show Title Card And Read Title**)?

Referring to the **(Name Colour)** Card D, please read the statement and code that applies. **[If Respondent Says “Today” Say: When did you last read or look into any copy of (Read Title) apart from today?]**

Only respondents who claim to have previously looked into a survey issue in the typical issue period are classified as average issue readers.

As an aid to memory, for each group of titles different time scales are presented. Each time scale had seven points, a maximum of four and a minimum of three determined readership for each title. Following are the time cards used for each group of titles. (Respondents, of course, are unaware of the significance attached to different scale points.)

| <b>CARD D</b>                        |   |
|--------------------------------------|---|
| <b>WHEN LAST READ OR LOOKED INTO</b> |   |
| Yesterday .....                      | 1 |
| Past 2 To 3 Days .....               | 2 |
| Past Week (7 Days) .....             | 3 |
| Past 2 Weeks (14 Days) .....         | 4 |
| Past 3 Weeks (21 Days) .....         | 5 |
| Past Month (30 Days) .....           | 6 |
| Longer Ago .....                     | 7 |
| GREEN—WEEKLIES & BI-WEEKLIES         |   |

| <b>CARD D</b>                        |   |
|--------------------------------------|---|
| <b>WHEN LAST READ OR LOOKED INTO</b> |   |
| Past Week (7 Days) .....             | 1 |
| Past 2 Weeks (14 Days) .....         | 2 |
| Past Month (30 Days) .....           | 3 |
| Past 5 Weeks .....                   | 4 |
| Past 6 Weeks .....                   | 5 |
| Past 2 Months (60 Days).....         | 6 |
| Longer Ago .....                     | 7 |
| BLUE—10X/MONTHLY                     |   |

**CARD D**

**WHEN LAST READ OR LOOKED INTO**

|                               |   |
|-------------------------------|---|
| Past Week (7 Days) .....      | 1 |
| Past Month (30 Days) .....    | 2 |
| Past 6 Weeks .....            | 3 |
| Past 7 Weeks .....            | 4 |
| Past 2 Months (60 Days) ..... | 5 |
| Past 3 Months (90 Days) ..... | 6 |
| Longer Ago .....              | 7 |

YELLOW—9x & 8x & 7x

**CARD D**

**WHEN LAST READ OR LOOKED INTO**

|                                |   |
|--------------------------------|---|
| Past Week (7 Days) .....       | 1 |
| Past Month (30 Days) .....     | 2 |
| Past 2 Months (60 Days) .....  | 3 |
| Past 3 Months (90 Days) .....  | 4 |
| Past 4 Months (120 Days) ..... | 5 |
| Past 6 Months .....            | 6 |
| Longer Ago .....               | 7 |

PINK—6x & 5x & 4x

The recency question and frequency question are asked, in turn, for each “screened-in”.

**4. Reading Frequency**

All respondents who answered “Yes” or “Not Sure” to the screening question were asked the frequency of reading the magazine. The frequency question took the form:

- 2-b) **(Read Title)** comes out **(Read Frequency)**. Referring to the **(Name Colour)** Card E, how many issues would you say you usually look into? Please read the statement and the number code that applies.

| <b>CARD E</b>                                     |   |
|---|---|
| <b>NUMBER OF ISSUES USUALLY LOOK INTO</b>         |   |
| Look Into All Issues (Or Almost All) .....        | 1 |
| Look Into Most Issues (About Three In Four) ..... | 2 |
| Look Into Some Issues (About Half) .....          | 3 |
| Look Into A Few Issues (About One In Four) .....  | 4 |
| Occasionally Look Into An Issue .....             | 5 |
| Never Look Into An Issue .....                    | 6 |

The answers to these questions enable all readers to be classified into six discrete claimed reading frequencies—zero out of four, less than one out of four, one out of four, two out of four, three out of four, and four out of four. For each category a reading probability can be established—the ratio between the total number who saw the survey issue and the number claiming that frequency. These probabilities can then be used as parameters in the mathematical models that estimate the reach and frequency of the magazine for a specified number of issues of the magazine. Additionally, they are used in the calculation of PMB publication quintiles.

**B. THE QUALITATIVE READERSHIP MEASURES — MAGAZINES**

After the readership and receipt questions were asked for all magazines, those readers who qualified as average issue readers were asked a series of questions about their involvement with the publication issue under study, including:

- 1) Source of copy, last copy read;
- 2) Places where looked into last copy read;
- 3) Number of separate occasions last copy read was looked into;
- 4) Total time spent reading last copy read;
- 5) Degree of interest in publication, in general.

**1. Determination Of Method Of Receipt**

Readers were asked how the last copy read came into their hands by selecting a response from those listed on Card F shown below:

| <b>CARD F</b>  |    |
|--|----|
| <b>HOW CAME INTO HANDS</b>   |    |
| <b>DON'T KNOW/NOT SURE</b> .....   | 20 |
| <b>IN PUBLIC PLACE SUCH AS DOCTOR'S OFFICE, RECEPTION AREA, ETC.</b> ..... | 21 |
| <b>CAME WITH NEWSPAPER</b> .....   | 22 |
| <b>OBTAINED FREE</b>   |    |
| From Membership In Auto Club, Pay TV, Etc. ....                            | 23 |
| Delivered Without Charge To Household Or Place Of Business .....           | 24 |
| On Airplane .....  | 25 |
| From Paper Box, Store, Theatre, Etc. ....                                  | 26 |
| <b>SUBSCRIPTION DELIVERED TO HOUSEHOLD</b>                                 |    |
| Mainly For Me .....  | 27 |
| Mainly For Other(s) .....  | 28 |
| For Me And Other(s) Equally .....  | 29 |
| <b>SUBSCRIPTION DELIVERED TO OFFICE</b>                                    |    |
| Mainly For Me .....  | 30 |
| Mainly For Other(s) .....  | 31 |
| For Me And Other(s) Equally .....  | 32 |
| <b>PURCHASED AT NEWSSTAND</b>  |    |
| Mainly For Me .....  | 33 |
| Mainly For Other(s) .....  | 34 |
| For Me And Other(s) Equally .....  | 35 |
| <b>SOME OTHER WAY</b> .....  | 36 |

There are five summarized source-of-copy codes available in PMB 2010 as follows:

|                                     |                        |
|-------------------------------------|------------------------|
| 1. Personal Subscription .....      | 27, 29, 30, 32         |
| 2. Obtained Free of Charge .....    | 23, 24, 25, 26         |
| 3. Public Place .....               | 21                     |
| 4. Distributed with Newspaper ..... | 22                     |
| 5. Newsstand/Other .....            | 28, 31, 33, 34, 35, 36 |

**2. Places Where Looked Into**

Respondents were required to select a response from above from 10 possible answers on Card G:

| <b>CARD G</b>   |    |
|---|----|
| <b>WHERE LOOKED INTO ISSUE</b>  |    |
| At A School Or A Library .....  | 1  |
| At Your Place Of Work .....   | 2  |
| In A Beauty Shop Or Barber Shop, In A Doctor's Or A Dentist's Office, Or In Some Other Reception Area ..... | 3  |
| While Travelling To Or From Work .....  | 4  |
| While Travelling By Airplane .....  | 5  |
| Other Travelling .....  | 6  |
| While Standing At A Newsstand Or Checkout Counter .....   | 7  |
| In Someone Else's Home .....  | 8  |
| In Your Own Home .....  | 9  |
| Somewhere Else (Please Specify Where) .....   | 10 |

These categories allow for classification of the audience into two main groups, "at home" and "out-of-home" readers.

**3. Number Of Separate Occasions Looked Into Particular Issue**

The number of occasions question took the form:

On how many separate occasions can you remember looking into the last issue of **(Name Publication)** that you read?

#### 4. Total Time Spent Reading Particular Issue

The total time spend reading question took the form:

Including all of the different times and occasions when you picked up the last issue of **(Name Publication)** that you read, about how much time, in total, did you spend reading or looking into it? Please be as accurate as possible.

#### 5. Degree Of Interest In Publication (General)

The degree of interest question took the form:

How interesting do you find **(Name Publication)** in general? Please give it a score between 1 and 10 for interest, 1 would be the lowest score and 10 the highest.

### C. DETERMINATION AND DEFINITION OF AUDIENCE — NEWSPAPERS

#### 1. Rotation Patterns

The newspaper readership questions are part of the publication readership section. In one-half of the cases the newspaper section is asked before the magazine section and, in the other half of the cases, the magazine section appears first.

Newspapers are grouped into weekday and weekend issues and, within grouping, all papers are listed alphabetically in each regional version. The weekday readership questions are always asked before the weekend readership questions. Within each of the weekday and weekend groups, the order of presentation is alphabetically reversed in half the cases to avoid possible order of presentation bias.

#### 2. Screening

Commencing in the 2006/2007 interviewing year, a preliminary screening section was included to determine if respondents might have read or looked into any copy of the newspaper in the past three months. This question gives the opportunity of claiming occasional readership of, or familiarity with a newspaper, while screening out those who are unlikely to qualify as average issue readers.

Black and white masthead cards, identical to those used in the magazine section, were produced for each newspaper. At the screening stage, respondents are asked to indicate past three-month readership by placing each masthead card in one of three piles “**Yes**”, “**No**” and “**Not Sure**”. The procedure and recording mechanisms followed are identical to those used at the magazine screening stage formerly discussed.

### **3. Average Issue Readership**

For each newspaper “screen-in”, audience measurement in PMB 2010 is based on “issue specific” recall, that is, did you read or look into “yesterday’s” issue of **(Name Paper)** or last “Saturday’s” or “Sunday’s” issue of **(Name Paper)**. If interviewing on Saturday, Sunday or Monday, the “yesterday” reference is to last “Friday’s” issue.

All respondents are also asked the frequency of reading each newspaper measured, both weekday and weekend issues (weekday frequency is based on claimed readership of the number read out of the last five weekday issues; weekend frequency is based on claimed readership of the number read out of the past four specific Saturday and specific Sunday issues.)

### **D. QUALITATIVE READERSHIP MEASURES — NEWSPAPERS**

For each newspaper measured, method of receipt and amount of time spent reading are also obtained among claimed readers of each weekday or weekend issue.

## E. DEMOGRAPHIC DATA

During the course of the initial household contact, the number of individuals 12 years of age or older was ascertained. Other demographics obtained included:

|   | Questionnaire Version |                  |
|---|-----------------------|------------------|
|   | Oct. 07/Sept. 08      | Oct. 08/Sept. 09 |
| Language Of Interview                                   | X                     | X                |
| Sex   | X                     | X                |
| Language First Learned In Childhood, Still Understood   | X                     | X                |
| Languages In Which You Can Conduct A Conversation       | X                     | X                |
| Language Most Often Spoken At Home                      | X                     | X                |
| Age Of Respondent                                       | X                     | X                |
| Education   | X                     | X                |
| Marital Status  | X                     | X                |
| Household Structure                                     | X                     | X                |
| Male/Female Head Of Household                           | X                     | X                |
| Grandparentage  | X                     | X                |
| Principal Wage Earner                                   | X                     | X                |
| Principal Grocery Shopper                               | X                     | X                |
| Employment Status Of Respondent                         | X                     | X                |
| Occupation  | X                     | X                |
| Number Of Employees (Total And Reporting To Respondent) | X                     | X                |
| Organization's Job Areas                                | X                     | X                |
| Involvement In Purchase Decisions For Employer          | X                     | X                |
| Ownership Or Rental Of Dwelling                         | X                     | X                |
| Type Of Dwelling  | X                     | X                |
| Family Composition                                      | X                     | X                |
| Presence Of Children                                    | X                     | X                |
| Household Income  | X                     | X                |
| Respondent Personal Income                              | X                     | X                |

## F. EXPOSURE TO OTHER MEDIA

Prior to the readership questions, all respondents were asked about their viewing, reading and listening habits with regard to other media. The sequence of questions was:

|   | Questionnaire Version |                  |
|---|-----------------------|------------------|
|   | Oct. 07/Sept. 08      | Oct. 08/Sept. 09 |
| Average Number Of Weekdays On Which Respondent Watched Television                                   | X                     | X                |
| Average Time Spent Viewing During Weekday Time Segments   | X                     | X                |
| Average Time Spent Viewing On Saturday  | X                     | X                |
| Average Time Spent Viewing On Sunday  | X                     | X                |
| Yesterday Viewing TV  | X                     | X                |
| Yesterday Listening Radio   | X                     | X                |
| Average Number Of Weekdays On Which Radio Listened To   | X                     | X                |
| Average Time Spent Listening During Weekday Time Segments   | X                     | X                |
| Average Time Spent Listening On Saturday  | X                     | X                |
| Average Time Spent Listening On Sunday  | X                     | X                |
| Readership Of Any Daily Newspapers, Yesterday   | X                     | X                |
| Readership Of Daily Newspapers' Weekday Editions  | X                     | X                |
| Readership Of Most Recent Saturday Edition Of Daily Newspapers                                      | X                     | X                |
| Frequency Of Most Recent Saturday Edition   | X                     | X                |
| Readership Of Most Recent Sunday Edition Of Daily Newspapers  | X                     | X                |
| Frequency Of Reading Sunday Edition   | X                     | X                |
| Readership Of Local Community Newspapers In Past Month And Past 7 Days                              | X                     | X                |
| Frequency Of Reading Local Community Newspapers   | X                     | X                |
| When Last Read Or Looked Into Any Magazine  | X                     | X                |
| Internet (www) Access In Past Month And Time Spent In Past 7 Days                                   | X                     | X                |
| Travel—Distance Travelled In Town/City/Suburb Past 7 Days   | X                     | X                |
| Travel—Distance Travelled In Town/City/Suburb In The Past 4 Weeks                                   | X                     | X                |
| Shopping Mall Visits In Past 7 Days And In Past 4 Weeks   | X                     | X                |
| Use Of Public Transit In Past 4 Weeks   | X                     | X                |
| Number Of Single Public Transit Trips In Past 7 Days (Montreal/Toronto And Surrounding Communities) | X                     | X                |
| Number Of Subway Trips In Past 7 Days (For Applicable Areas)  | X                     | X                |
| Number Of Single Bus And Streetcar Trips In Past 7 Days   | X                     | X                |