

APPENDIX I:

WEIGHTING PROCEDURES AND PROJECTION TO POPULATION

A. PURPOSE OF WEIGHTING SCHEMES

The PMB 2010 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 2010 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)¹ 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
Montreal:								
(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
Montreal:				
(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 four samples, that is, two six-month samples each year weighted to 6,000 that comprise PMB 2010. This has the effect of ensuring that each of the two annualized 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 income¹ and size within 22 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 \$15M
\$15M To \$19,999
\$20M to \$24,999
\$25M To \$29,999
\$30M To \$34,999
\$35M To \$49,999
\$50M to \$74,999
\$75M To \$100M
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:

Atlantic	— Centres ² 100M And Over
	— Balance
Quebec	— Montreal—English ³
	— Montreal—French
	— Montreal—Other
	— Gatineau
	— Quebec City
	— Balance Of Centres 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.

Ontario	— Toronto
	— Hamilton
	— Ottawa
	— Balance Of 100M And Over
	— Balance
Manitoba/ Saskatchewan	— Centres 100M And Over
	— Balance
Alberta	— Calgary
	— Edmonton
	— Balance
British Columbia	— 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,¹ sex and age variations in response rates. Populations estimates were obtained, first for 140 cells made up of 7² personal income groupings and 20 regional strata and, secondly, for 264 cells made up of 2 sexes, 6 age groups and 22 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 age³ and sex groupings were:

Males:	12 To 17 Years	Females:	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 2010:

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; and, \$50M to 74,999 and \$75M and over were also 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, 2009.

E. DERIVATION OF INDEPENDENT ESTIMATES OF HOUSEHOLDS AND POPULATION

Estimates of households and population as of June 30, 2009 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, 2008.
- c) Annual estimates of population for census metropolitan areas as of June 30, 2008.
- 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, 2008 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, 2009 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 2010, 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,¹ 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.

¹. Regional Strata do not include language in Montreal Quebec reducing the number of regional strata from 22 to 20 for both the household and personal income matrices.

PMB 2010: 2 Year Database
Actual Number Of Interviews Per Cell

	Total	Households				Four +
		1 Male	1 Female	Two	Three	
Total Households	24262	1642	2513	8655	4282	7170
Atlantic:						
Centres 100M And Over	430	23	38	166	89	114
Balance	921	49	143	407	146	176
Quebec:						
Montreal—French	3506	259	349	1229	624	1045
Montreal—English	1016	78	83	308	201	346
Montreal—Other	497	16	30	146	115	190
Gatineau	205	13	19	71	51	51
Quebec City	671	54	70	220	138	189
Balance Of 100M And Over	273	29	48	113	30	53
Balance	1115	101	164	499	162	189
Ontario:						
Toronto	4055	268	373	1189	781	1444
Hamilton	469	29	34	159	93	154
Ottawa	989	52	100	376	164	297
Balance Of 100M And Over	1173	68	102	400	217	386
Balance	1802	129	201	794	263	415
Manitoba/Saskatchewan:						
Centres 100M And Over	796	47	69	270	142	268
Balance	482	33	76	215	57	101
Alberta:						
Calgary	921	52	71	306	186	306
Edmonton	617	41	46	221	115	194
Balance	740	51	89	272	116	212
British Columbia:						
Vancouver	2334	153	240	755	418	769
Balance Of 100M And Over	232	15	30	95	33	59
Balance	1018	82	138	444	141	213

PMB 2010: 2 Year Database
Sample Data After Application Of Household Design And Projection Weights

	Total*	Households (x 000)				
		1 Male	1 Female	Two	Three	Four +
Total Households	13004	1546	1929	4355	2078	3096
Atlantic:						
Centres 100M And Over	378	39	59	135	66	79
Balance	590	59	80	224	105	122
Quebec:						
Montreal—French	1130	170	209	380	170	201
Montreal—English	272	42	49	80	40	62
Montreal—Other	190	14	18	55	42	61
Gatineau	120	14	18	41	21	26
Quebec City	330	45	63	118	49	54
Balance Of 100M And Over	218	31	40	78	32	37
Balance	1024	138	157	379	158	192
Ontario:						
Toronto	1987	196	258	539	355	638
Hamilton	292	32	43	95	48	76
Ottawa	358	40	56	117	58	87
Balance Of 100M And Over	1203	132	173	405	196	298
Balance	942	100	127	357	140	217
Manitoba/Saskatchewan:						
Centres 100M And Over	484	62	83	159	73	108
Balance	390	49	58	138	51	94
Alberta:						
Calgary	461	55	60	151	77	118
Edmonton	448	56	62	149	71	109
Balance	451	51	50	163	70	117
British Columbia:						
Vancouver	894	114	139	268	141	232
Balance Of 100M And Over	279	33	48	102	38	57
Balance	563	74	77	222	79	111

* May not add because of computer rounding.

PMB 2010: 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 +
Total Individuals 12 +	24262	11055	924	932	1360	3005	2700	2134
Atlantic:								
Centres 100M And Over	430	182	8	14	23	53	48	36
Balance	921	363	23	26	32	70	88	124
Quebec:								
Montreal—French	3506	1636	159	132	213	457	429	246
Montreal—English	1016	499	54	43	71	152	100	79
Montreal—Other	497	217	17	12	24	70	44	50
Gatineau	205	107	7	9	14	40	24	13
Quebec City	671	307	38	25	43	71	93	37
Balance Of 100M And Over	273	95	6	5	11	29	22	22
Balance	1115	448	31	25	56	88	127	121
Ontario:								
Toronto	4055	1969	167	190	268	580	416	348
Hamilton	469	237	19	14	27	78	46	53
Ottawa	989	459	32	49	66	143	101	68
Balance Of 100M And Over	1173	546	46	52	61	155	132	100
Balance	1802	794	45	47	89	210	211	192
Manitoba/Saskatchewan:								
Centres 100M And Over	796	345	39	36	28	97	85	60
Balance	482	189	14	12	29	40	43	51
Alberta:								
Calgary	921	421	40	47	58	127	91	58
Edmonton	617	282	21	27	37	70	65	62
Balance	740	327	34	33	53	66	70	71
British Columbia:								
Vancouver	2334	1092	80	94	108	286	300	224
Balance Of 100M And Over	232	102	6	7	9	33	27	20
Balance	1018	438	38	33	40	90	138	99

**PMB 2010: 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 +
Total Individuals 12 +	24262	13207	906	884	1712	3486	3466	2753
Atlantic:								
Centres 100M And Over	430	248	14	16	46	67	62	43
Balance	921	558	15	29	54	125	160	175
Quebec:								
Montreal—French	3506	1870	170	107	243	543	486	321
Montreal—English	1016	517	43	40	64	154	124	92
Montreal—Other	497	280	14	14	46	86	72	48
Gatineau	205	98	5	5	16	32	29	11
Quebec City	671	364	27	29	43	108	105	52
Balance Of 100M And Over	273	178	13	23	17	30	51	44
Balance	1115	667	26	38	66	134	219	184
Ontario:								
Toronto	4055	2086	139	146	292	611	495	403
Hamilton	469	232	20	19	24	67	57	45
Ottawa	989	530	31	39	82	141	153	84
Balance Of 100M And Over	1173	627	53	39	95	163	146	131
Balance	1802	1008	61	61	116	202	303	265
Manitoba/Saskatchewan:								
Centres 100M And Over	796	451	38	43	65	114	110	81
Balance	482	293	18	13	43	48	74	97
Alberta:								
Calgary	921	500	46	37	70	155	108	84
Edmonton	617	335	23	26	46	94	80	66
Balance	740	413	31	39	53	102	105	83
British Columbia:								
Vancouver	2334	1242	91	81	159	362	304	245
Balance Of 100M And Over	232	130	3	4	18	24	42	39
Balance	1018	580	25	36	54	124	181	160

PMB 2010: 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 +
Total Individuals 12 +	29117	14362	1325	1655	2276	3862	3223	2021
Atlantic:								
Centres 100M And Over	835	401	35	46	61	107	95	55
Balance	1227	599	53	61	73	154	157	100
Quebec:								
Montreal—French	2285	1116	103	119	193	308	250	142
Montreal—English	575	283	27	34	50	79	55	38
Montreal—Other	443	216	15	21	38	62	41	39
Gatineau	257	126	13	14	21	37	29	13
Quebec City	662	322	26	34	56	82	78	46
Balance Of 100M And Over	443	216	19	24	34	52	54	33
Balance	2174	1091	97	106	147	271	289	181
Ontario:								
Toronto	4866	2377	222	280	409	695	480	292
Hamilton	638	312	30	37	46	86	67	45
Ottawa	791	385	35	46	64	109	83	48
Balance Of 100M And Over	2792	1372	133	165	206	371	301	197
Balance	2192	1085	104	119	135	273	267	186
Manitoba/Saskatchewan:								
Centres 100M And Over	1030	504	48	65	87	130	108	67
Balance	882	439	50	53	60	105	99	72
Alberta:								
Calgary	1046	533	46	67	106	156	107	50
Edmonton	1004	509	45	68	99	136	104	56
Balance	1077	554	55	74	100	146	114	65
British Columbia:								
Vancouver	2039	1003	85	120	171	278	218	132
Balance Of 100M And Over	620	302	26	36	45	76	68	50
Balance	1239	617	57	65	73	149	159	112

* May not add because of computer rounding.

PMB 2010: 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 +
Total Individuals 12 +	29117	14755	1267	1567	2249	3803	3296	2573
Atlantic:								
Centres 100M And Over	835	434	34	46	66	113	100	75
Balance	1227	628	51	59	77	157	160	123
Quebec:								
Montreal—French	2285	1169	99	116	186	300	267	201
Montreal—English	575	292	26	34	48	77	57	50
Montreal—Other	443	228	14	20	42	57	46	49
Gatineau	257	131	12	13	21	37	29	18
Quebec City	662	340	25	34	52	79	85	65
Balance Of 100M And Over	443	227	18	23	31	52	56	46
Balance	2174	1083	92	95	136	259	283	217
Ontario:								
Toronto	4866	2490	210	269	432	695	504	380
Hamilton	638	326	29	35	47	85	69	60
Ottawa	791	405	34	46	66	109	87	64
Balance Of 100M And Over	2792	1421	129	158	204	365	309	255
Balance	2192	1107	100	111	133	268	267	228
Manitoba/Saskatchewan:								
Centres 100M And Over	1030	525	46	63	84	128	111	93
Balance	882	443	48	49	59	103	96	88
Alberta:								
Calgary	1046	513	44	60	97	145	103	63
Edmonton	1004	495	44	62	86	129	103	71
Balance	1077	522	53	65	87	134	107	76
British Columbia:								
Vancouver	2039	1036	79	112	174	282	224	164
Balance Of 100M And Over	620	317	24	35	45	76	73	64
Balance	1239	623	54	60	74	152	160	122

* May not add because of computer rounding.

PMB 2010: 1 Year Database
Actual Number Of Interviews Per Cell

	Total	Households				Four +
		1 Male	1 Female	Two	Three	
Total Households	11824	790	1263	4225	2104	3442
Atlantic:						
Centres 100M And Over	219	11	18	80	50	60
Balance	442	28	78	199	58	79
Quebec:						
Montreal—French	1742	127	159	623	312	521
Montreal—English	486	36	40	156	93	161
Montreal—Other	218	5	12	70	51	80
Gatineau	104	6	12	34	26	26
Quebec City	327	30	34	103	61	99
Balance Of 100M And Over	134	13	30	46	15	30
Balance	545	51	90	230	80	94
Ontario:						
Toronto	1951	137	180	588	370	676
Hamilton	233	10	17	81	46	79
Ottawa	462	25	46	173	86	132
Balance Of 100M And Over	561	29	49	191	112	180
Balance	894	70	115	381	130	198
Manitoba/Saskatchewan:						
Centres 100M And Over	383	20	37	139	81	106
Balance	215	16	34	96	21	48
Alberta:						
Calgary	462	27	28	146	108	153
Edmonton	301	16	30	102	55	98
Balance	360	26	44	132	58	100
British Columbia:						
Vancouver	1175	66	128	399	202	380
Balance Of 100M And Over	115	6	18	43	19	29
Balance	495	35	64	213	70	113

PMB 2010: 1 Year Database
Sample Data After Application Of Household Design And Projection Weights

	Total*	Households (x 000)				
		1 Male	1 Female	Two	Three	Four +
Total Households	13004	1546	1929	4355	2078	3096
Atlantic:						
Centres 100M And Over	378	39	59	135	66	79
Balance	590	59	80	224	105	122
Quebec:						
Montreal—French	1130	170	209	380	170	201
Montreal—English	272	42	49	80	40	62
Montreal—Other	190	14	18	55	42	61
Gatineau	120	14	18	41	21	26
Quebec City	330	45	63	118	49	54
Balance Of 100M And Over	218	31	40	78	32	37
Balance	1024	138	157	379	158	192
Ontario:						
Toronto	1987	196	258	539	355	638
Hamilton	292	32	43	95	48	76
Ottawa	358	40	56	117	58	87
Balance Of 100M And Over	1203	132	173	405	196	298
Balance	942	100	127	357	140	217
Manitoba/Saskatchewan:						
Centres 100M And Over	484	62	83	159	73	108
Balance	390	49	58	138	51	94
Alberta:						
Calgary	461	55	60	151	77	118
Edmonton	448	56	62	149	71	109
Balance	451	51	50	163	70	117
British Columbia:						
Vancouver	894	114	139	268	141	232
Balance Of 100M And Over	279	33	48	102	38	57
Balance	563	74	77	222	79	111

* May not add because of computer rounding.

PMB 2010: 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 +
Total Individuals 12 +	11824	5391	447	445	649	1475	1331	1044
Atlantic:								
Centres 100M And Over	219	89	2	4	13	26	27	17
Balance	442	176	7	15	9	34	39	72
Quebec:								
Montreal—French	1742	827	88	69	90	239	210	131
Montreal—English	486	241	35	13	33	71	52	37
Montreal—Other	218	95	9	5	11	30	20	20
Gatineau	104	53	5	4	9	17	14	4
Quebec City	327	154	22	14	22	33	46	17
Balance Of 100M And Over	134	40	2	3	4	16	10	5
Balance	545	216	14	15	33	37	66	51
Ontario:								
Toronto	1951	954	68	89	131	287	208	171
Hamilton	233	116	8	4	11	37	24	32
Ottawa	462	206	10	27	27	66	48	28
Balance Of 100M And Over	561	264	17	29	30	81	59	48
Balance	894	381	21	26	36	97	111	90
Manitoba/Saskatchewan:								
Centres 100M And Over	383	154	19	13	13	45	34	30
Balance	215	95	9	7	19	17	20	23
Alberta:								
Calgary	462	215	18	22	29	63	56	27
Edmonton	301	133	12	11	16	33	32	29
Balance	360	166	18	12	27	33	34	42
British Columbia:								
Vancouver	1175	548	39	43	57	145	150	114
Balance Of 100M And Over	115	50	4	2	3	20	12	9
Balance	495	218	20	18	26	48	59	47

**PMB 2010: 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 +
Total Individuals 12 +	11824	6433	428	423	853	1660	1722	1347
Atlantic:								
Centres 100M And Over	219	130	7	6	21	43	29	24
Balance	442	266	7	14	21	55	72	97
Quebec:								
Montreal—French	1742	915	91	48	135	249	234	158
Montreal—English	486	245	18	19	32	73	60	43
Montreal—Other	218	123	3	8	22	35	32	23
Gatineau	104	51	3	3	10	16	12	7
Quebec City	327	173	13	13	17	51	54	25
Balance Of 100M And Over	134	94	6	14	10	11	23	30
Balance	545	329	12	23	31	63	106	94
Ontario:								
Toronto	1951	997	69	57	142	291	261	177
Hamilton	233	117	13	8	13	32	31	20
Ottawa	462	256	11	15	49	74	73	34
Balance Of 100M And Over	561	297	24	21	42	73	76	61
Balance	894	513	30	35	55	89	163	141
Manitoba/Saskatchewan:								
Centres 100M And Over	383	229	17	21	28	58	56	49
Balance	215	120	7	5	19	22	27	40
Alberta:								
Calgary	462	247	26	16	37	87	49	32
Edmonton	301	168	13	9	25	45	35	41
Balance	360	194	12	23	24	48	50	37
British Columbia:								
Vancouver	1175	627	37	43	85	169	160	133
Balance Of 100M And Over	115	65	0	2	6	14	21	22
Balance	495	277	9	20	29	62	98	59

PMB 2010: 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 +
Total Individuals 12 +	29117	14362	1325	1655	2276	3862	3223	2021
Atlantic:								
Centres 100M And Over	835	401	35	46	61	107	95	55
Balance	1227	599	53	61	73	154	157	100
Quebec:								
Montreal—French	2285	1116	103	119	193	308	250	142
Montreal—English	575	283	27	34	50	79	55	38
Montreal—Other	443	216	15	21	38	62	41	39
Gatineau	257	126	13	14	21	37	29	13
Quebec City	662	322	26	34	56	82	78	46
Balance Of 100M And Over	443	216	19	24	34	52	54	33
Balance	2174	1091	97	106	147	271	289	181
Ontario:								
Toronto	4866	2377	222	280	409	695	480	292
Hamilton	638	312	30	37	46	86	67	45
Ottawa	791	385	35	46	64	109	83	48
Balance Of 100M And Over	2792	1372	133	165	206	371	301	197
Balance	2192	1085	104	119	135	273	267	186
Manitoba/Saskatchewan:								
Centres 100M And Over	1030	504	48	65	87	130	108	67
Balance	882	439	50	53	60	105	99	72
Alberta:								
Calgary	1046	533	46	67	106	156	107	50
Edmonton	1004	509	45	68	99	136	104	56
Balance	1077	554	55	74	100	146	114	65
British Columbia:								
Vancouver	2039	1003	85	120	171	278	218	132
Balance Of 100M And Over	595	302	26	36	45	76	68	50
Balance	1264	617	57	65	73	149	159	112

* May not add because of computer rounding.

PMB 2010: 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 +
Total Individuals 12 +	29117	14755	1267	1567	2249	3803	3296	2573
Atlantic:								
Centres 100M And Over	835	434	34	46	66	113	100	75
Balance	1227	628	51	59	77	157	160	123
Quebec:								
Montreal—French	2285	1169	99	116	186	300	267	201
Montreal—English	575	292	26	34	48	77	57	50
Montreal—Other	443	228	14	20	42	57	46	49
Gatineau	257	131	12	13	21	37	29	18
Quebec City	662	340	25	34	52	79	85	65
Balance Of 100M And Over	443	227	18	23	31	52	56	46
Balance	2174	1083	92	95	136	259	283	217
Ontario:								
Toronto	4866	2490	210	269	432	695	504	380
Hamilton	638	326	29	35	47	85	69	60
Ottawa	791	405	34	46	66	109	87	64
Balance Of 100M And Over	2792	1421	129	158	204	365	309	255
Balance	2192	1107	100	111	133	268	267	228
Manitoba/Saskatchewan:								
Centres 100M And Over	1030	525	46	63	84	128	111	93
Balance	882	443	48	49	59	103	96	88
Alberta:								
Calgary	1046	513	44	60	97	145	103	63
Edmonton	1004	495	44	62	86	129	103	71
Balance	1077	522	53	65	87	134	107	76
British Columbia:								
Vancouver	2039	1036	79	112	174	282	224	164
Balance Of 100M And Over	595	293	0	35	45	76	73	64
Balance	1264	647	79	60	74	152	160	122

* May not add because of computer rounding.