

APPENDIX R: SAMPLING TOLERANCES

A. GENERAL COMMENT

In surveys based on a sample of a population, the projected results can be expected to differ somewhat from comparable results obtained by surveying the entire population. Two tosses of a coin will not necessarily yield 50% heads and 50% tails. Increasing the number of tosses to 10 or 100 will produce results very close to 50-50, but they will not necessarily be exactly that. These expected differences, which are produced by the sampling process can be measured if the sample itself is designed properly. These measures are termed sampling tolerances and in this report are the widely used 95 percent confidence limits, or two-sigma tolerance. These confidence limits are such that there is a 95% chance of the population value lying within the interval defined by the survey estimate plus or minus the sampling tolerance. For example, if for an estimate of 1,000,000 the sampling tolerance is 75,000, then the chances are 19 out of 20 (95%) that the true value of the population lies within the range 925,000 to 1,075,000.

B. EFFECTS OF SURVEY DESIGN

Sampling tolerances are determined by the sample design, and are a function of the size of sample employed and the homogeneity of the characteristics in the surveyed population. Other factors being equal, larger samples produce smaller tolerances, and uniformly dispersed characteristics produce smaller sampling tolerances than "bunched" or clustered characteristics.

It should be noted that apart from both normal and non-sampling errors associated with any comparison between a sampled set and a complete census using an identical technique, an element of systematic bias exists. This can result from questionnaire construction, comprehension and interpretation of the questionnaire, and language difficulties. This bias is not necessarily uniform, but may vary by individual sub-sample.

Theoretically, every separate estimate has its own sampling tolerance. As a practical matter it would be totally impossible to tabulate and make available this vast array of data. As an alternative, the user is provided in the tables following with a basic set of sampling tolerances and reasonably fast methods of estimating all other survey estimate tolerances.

C. PMB 2010

Different estimates of tolerances levels are provided for users; one based on a theoretical estimate and two from replicated sample estimates:

1. Theoretical

The theoretical formula presented below applies to truly random samples. Its applicability to PMB 2010 is limited by two factors.

- 1) PMB 2010 sample is clustered which tends to increase sampling error;
- 2) PMB 2010 over-represents higher income areas which may result in reduced sampling error.

Formula:

$$\text{Tolerance Limit} \times \sqrt{\left[\frac{p(100-p)}{n} \right]}$$

p = Readership score (%)

n = Sample size

Tolerance limit = 1.96 at 95% confidence level

2. Replicated Sample Estimates

The use of replicated samples permits the calculation of tolerance limits from within survey data. Essentially, the sample is divided into "n" random sub-samples or replicates. The degree of difference in readership among the replicates provides a measure of the tolerance ranges. In PMB 2010 ten replicates were used.

a) Robust Estimates [As described by Denning (1960)]

Formula:

$$\text{Tolerance Limit} \times \left[\frac{(H-L)}{k} \right]$$

H = Highest readership score among k replicates

L = Lowest readership score among k replicates

k = Number of replicates

Tolerance limit = 1.96 at 95% confidence level

b) Average Estimates [Based on a theoretical definition of variance]

Formula:

$$\sqrt{\frac{\sum(x_i - x)^2}{k(k-1)}} \times \text{Tolerance Limit}$$

k = Number of replicates

x = Readership score for the replicate

x = Overall average of the readership score

Tolerance limit = 1.96 at 95% confidence level

The three estimates for average issue readership scores are presented on the following pages.

Additional tolerance limits reference tables are also provided on Pages R16 to R18.

D. METHODS FOR ESTIMATING OTHER SAMPLE TOLERANCES

Reasonable estimates of other tolerances can be calculated by using the ratio of the selected sample (actual) to the 24,262 actual full number of interviews in PMB 2010.

If...

—Selected sample of females 12 to 17 years of age is 906

Then...

—Ratio of selected to full sample $\frac{906}{24262} = 0.03734$

So...

—Multiply selected tolerance from previous table by

$$\sqrt{\frac{1}{0.0373}} = 5.18 \times \text{Tolerance Limit}$$

PMB 2010: 2 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	95% Confidence Interval (+ / -)		
		A	B	C
24 HOURS TORONTO	1.2	0.1	0.3	0.3
ALIVE	1.8	0.2	0.3	0.3
BRITISH COLUMBIA MAGAZINE	3.5	0.2	0.3	0.3
CAA MAGAZINE	8.2	0.3	0.5	0.5
CANADIAN BUSINESS	4.0	0.2	0.4	0.4
CANADIAN FAMILY	2.9	0.2	0.4	0.3
CANADIAN GARDENING	6.5	0.3	0.3	0.3
CANADIAN GEOGRAPHIC	11.7	0.4	0.3	0.4
CANADIAN HEALTH	4.9	0.3	0.5	0.5
CANADIAN HEALTH & LIFESTYLE	7.5	0.3	0.7	0.6
CANADIAN HOME WORKSHOP	3.3	0.2	0.3	0.3
CANADIAN HOUSE & HOME	8.1	0.3	0.4	0.6
CANADIAN LIVING	13.7	0.4	0.7	0.7
CHATELAINE	12.2	0.4	0.6	0.6
COTTAGE LIFE	2.7	0.2	0.3	0.3
ELLE CANADA	5.6	0.3	0.4	0.4
ENROUTE	3.5	0.2	0.5	0.4
EYE WEEKLY	0.7	0.1	0.3	0.3
FAMOUS	3.8	0.2	0.8	0.7
FASHION MAGAZINE	6.6	0.3	0.5	0.5
FINANCIAL POST MAGAZINE	3.8	0.2	0.4	0.3
FLARE	4.8	0.3	0.4	0.4
FOOD & DRINK	7.6	0.3	0.6	0.6
GLOW	2.8	0.2	0.3	0.3
GOLF CANADA	4.7	0.3	0.4	0.5
GOOD TIMES	1.7	0.2	0.3	0.3
HARROWSMITH COUNTRY LIFE	2.6	0.2	0.4	0.3
HELLO! CANADA	2.2	0.2	0.2	0.1
HOMEMAKERS	5.1	0.3	0.3	0.4
HOUR	0.3	0.1	0.1	0.1
LOULOU (ENGLISH)	2.4	0.2	0.4	0.4
MACLEAN'S	8.1	0.3	0.7	0.7
METRO TORONTO	2.3	0.2	0.4	0.4
METRO VANCOUVER	0.7	0.1	0.1	0.1
MIRROR	0.4	0.1	0.1	0.1
MONEYSENSE	2.9	0.2	0.3	0.3
MOVIE ENTERTAINMENT	6.2	0.3	0.4	0.5
NATIONAL POST (M-F)	1.7	0.2	0.2	0.2
NATIONAL POST (SAT)	1.9	0.2	0.2	0.2
NOW	1.2	0.1	0.2	0.3
ONTARIO OUT OF DOORS	2.0	0.2	0.3	0.3
OUR CANADA	3.4	0.2	0.4	0.3
OUTDOOR CANADA	5.3	0.3	0.3	0.3
PARENTS CANADA	4.1	0.2	0.4	0.4
PEOPLE	12.2	0.4	0.8	0.6
PROFESSIONALLY SPEAKING	1.1	0.1	0.4	0.4
PROFIT	0.9	0.1	0.1	0.1
READER'S DIGEST	21.8	0.5	0.6	0.6
REPORT ON BUSINESS MAGAZINE	4.4	0.3	0.4	0.4
STARWEEK	2.9	0.2	0.2	0.3
STYLE AT HOME	4.6	0.3	0.5	0.6
THE BEAVER/CANADA'S HISTORY	1.1	0.1	0.3	0.3
THE GLOBE AND MAIL (M-F)	3.7	0.2	0.2	0.2
THE GLOBE AND MAIL (SAT)	4.1	0.2	0.4	0.4
THE HEALTH JOURNAL	4.0	0.2	0.6	0.6
THE HOCKEY NEWS MAGAZINE	7.3	0.3	0.4	0.4
THE TORONTO SUN (M-F)	3.0	0.2	0.3	0.3
THE TORONTO SUN (SAT)	2.0	0.2	0.3	0.3
THE TORONTO SUN (SUN)	2.6	0.2	0.2	0.3
TODAY'S PARENT	5.8	0.3	0.3	0.3
TORONTO LIFE	2.5	0.2	0.3	0.4
TORONTO STAR (M-F)	4.8	0.3	0.3	0.3
TORONTO STAR (SAT)	6.0	0.3	0.3	0.3
TORONTO STAR (SUN)	4.0	0.2	0.3	0.3

PMB 2010: 2 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	95% Confidence Interval (+ / -)		
		A	B	C
TRIBUTE	5.5	0.3	0.7	0.7
TV WEEK MAGAZINE	0.8	0.1	0.2	0.2
VANCOUVER MAGAZINE	1.1	0.1	0.3	0.3
VERVEGIRL	1.2	0.1	0.4	0.5
WESTERN LIVING	1.9	0.2	0.3	0.2
WESTWORLD/GOING PLACES	5.1	0.3	0.4	0.4
WHAT'S COOKING	12.2	0.4	0.5	0.5
WHAT'S UP FAMILY MAGAZINE	1.3	0.1	0.2	0.2
ZOOMER MAGAZINE	1.6	0.2	0.2	0.2
24 HEURES MONTREAL	0.9	0.1	0.1	0.1
7 JOURS	3.1	0.2	0.3	0.3
AFFAIRES PLUS	1.0	0.1	0.2	0.2
BEL AGE MAGAZINE	2.1	0.2	0.1	0.1
CHATELAINE (FR)	3.3	0.2	0.2	0.2
CHEZ-SOI	2.2	0.2	0.3	0.3
CLIN D'OEIL	2.3	0.2	0.4	0.4
COOL!	1.2	0.1	0.2	0.2
COTE JARDINS	0.8	0.1	0.1	0.1
COUP DE POUCE	4.2	0.3	0.4	0.4
DECORMAG	1.9	0.2	0.3	0.3
DERNIERE HEURE	1.2	0.1	0.3	0.3
ECHOS VEDETTES	0.8	0.1	0.3	0.3
ELLE QUEBEC	2.6	0.2	0.3	0.3
ENFANTS QUEBEC	0.9	0.1	0.2	0.2
FAMOUS QUEBEC	0.6	0.1	0.2	0.2
FEMME D'AUJOURD'HUI	0.7	0.1	0.3	0.3
FLEURS, PLANTES ET JARDINS	1.7	0.2	0.2	0.2
LA SEMAINE	1.7	0.2	0.2	0.2
L'ACTUALITE	2.9	0.2	0.4	0.4
LE DEVOIR (L-V)	0.4	0.1	0.1	0.1
LE DEVOIR (SAM)	0.4	0.1	0.1	0.1
LE JOURNAL DE MONTREAL (L-V)	3.8	0.2	0.3	0.3
LE JOURNAL DE MONTREAL (SAM)	3.5	0.2	0.3	0.2
LE JOURNAL DE MONTREAL (DIM)	2.8	0.2	0.2	0.2
LE JOURNAL DE QUEBEC (L-V)	1.2	0.1	0.2	0.2
LE JOURNAL DE QUEBEC (SAM)	1.4	0.1	0.2	0.2
LE JOURNAL DE QUEBEC (DIM)	0.9	0.1	0.2	0.2
LE LUNDI	1.5	0.2	0.2	0.2
LE MAGAZINE JOBBOOM	1.3	0.1	0.1	0.1
LES AFFAIRES	0.9	0.1	0.2	0.2
LES IDEES DE MA MAISON	2.3	0.2	0.4	0.4
LOULOU (FR)	1.0	0.1	0.2	0.2
MADAME	0.9	0.1	0.1	0.1
METRO MONTREAL	1.2	0.1	0.2	0.2
MOI & CIE	0.8	0.1	0.2	0.2
PRIMEURS	1.1	0.1	0.2	0.2
QU'EST-CE QUI MIJOTE	4.7	0.3	0.6	0.6
RENOVATION BRICOLAGE	1.8	0.2	0.3	0.4
RICARDO	1.8	0.2	0.3	0.3
SELECTION DU READER'S DIGEST	3.5	0.2	0.5	0.5
SENTIER CHASSE-PECHE	1.8	0.2	0.2	0.2
STAR INC.	1.3	0.1	0.2	0.2
STAR SYSTEME	1.3	0.1	0.3	0.3
SUMMUM	0.9	0.1	0.3	0.3
TOURING (FRE & ENG)	3.8	0.2	0.3	0.4
TOUT SIMPLEMENT CLODINE	1.1	0.1	0.3	0.3
TV 7 JOURS/TV HEBDO	2.2	0.2	0.4	0.4
VOIR	1.6	0.2	0.2	0.2

PMB 2010: 2 Year Database — Table Of Tolerance Ranges

	Total Readers	95% Confidence Range (+ / -)		
	12 + %	A	B	C
24 HOURS TORONTO	1.2	1.1- 1.4	0.9- 1.6	1.0- 1.5
ALIVE	1.8	1.6- 2.0	1.5- 2.1	1.5- 2.1
BRITISH COLUMBIA MAGAZINE	3.5	3.3- 3.7	3.2- 3.8	3.2- 3.8
CAA MAGAZINE	8.2	7.9- 8.5	7.7- 8.7	7.7- 8.7
CANADIAN BUSINESS	4.0	3.7- 4.2	3.6- 4.4	3.6- 4.4
CANADIAN FAMILY	2.9	2.7- 3.2	2.6- 3.3	2.6- 3.2
CANADIAN GARDENING	6.5	6.2- 6.8	6.2- 6.9	6.2- 6.8
CANADIAN GEOGRAPHIC	11.7	11.3-12.1	11.4-12.1	11.4-12.1
CANADIAN HEALTH	4.9	4.6- 5.1	4.4- 5.3	4.4- 5.3
CANADIAN HEALTH & LIFESTYLE	7.5	7.1- 7.8	6.8- 8.1	6.9- 8.0
CANADIAN HOME WORKSHOP	3.3	3.1- 3.5	3.0- 3.6	3.0- 3.6
CANADIAN HOUSE & HOME	8.1	7.8- 8.5	7.7- 8.5	7.6- 8.7
CANADIAN LIVING	13.7	13.2-14.1	12.9-14.4	13.0-14.3
CHATELAINE	12.2	11.8-12.6	11.7-12.8	11.7-12.8
COTTAGE LIFE	2.7	2.5- 2.9	2.5- 3.0	2.5- 3.0
ELLE CANADA	5.6	5.3- 5.9	5.1- 6.0	5.2- 6.0
ENROUTE	3.5	3.3- 3.8	3.1- 4.0	3.1- 3.9
EYE WEEKLY	0.7	0.6- 0.9	0.5- 1.0	0.5- 1.0
FAMOUS	3.8	3.5- 4.0	3.0- 4.5	3.0- 4.5
FASHION MAGAZINE	6.6	6.2- 6.9	6.1- 7.0	6.1- 7.0
FINANCIAL POST MAGAZINE	3.8	3.6- 4.1	3.4- 4.2	3.5- 4.2
FLARE	4.8	4.6- 5.1	4.4- 5.2	4.4- 5.3
FOOD & DRINK	7.6	7.2- 7.9	7.0- 8.2	7.0- 8.2
GLOW	2.8	2.6- 3.1	2.6- 3.1	2.5- 3.2
GOLF CANADA	4.7	4.4- 4.9	4.3- 5.1	4.2- 5.1
GOOD TIMES	1.7	1.6- 1.9	1.4- 2.0	1.4- 2.0
HARROWSMITH COUNTRY LIFE	2.6	2.4- 2.8	2.2- 3.0	2.3- 2.9
HELLO! CANADA	2.2	2.0- 2.4	2.0- 2.3	2.0- 2.3
HOMEMAKERS	5.1	4.8- 5.3	4.7- 5.4	4.7- 5.5
HOURLY	0.3	0.2- 0.4	0.2- 0.4	0.2- 0.4
LOULOU (ENGLISH)	2.4	2.2- 2.6	2.1- 2.8	2.1- 2.8
MACLEAN'S	8.1	7.8- 8.5	7.4- 8.9	7.5- 8.8
METRO TORONTO	2.3	2.1- 2.4	1.9- 2.6	1.9- 2.6
METRO VANCOUVER	0.7	0.6- 0.8	0.6- 0.8	0.6- 0.8
MIRROR	0.4	0.3- 0.5	0.3- 0.5	0.3- 0.5
MONEYSENSE	2.9	2.7- 3.2	2.7- 3.2	2.7- 3.2
MOVIE ENTERTAINMENT	6.2	5.9- 6.5	5.8- 6.7	5.8- 6.7
NATIONAL POST (M-F)	1.7	1.5- 1.8	1.4- 1.9	1.4- 1.9
NATIONAL POST (SAT)	1.9	1.7- 2.1	1.6- 2.1	1.6- 2.1
NOW	1.2	1.1- 1.4	1.0- 1.5	1.0- 1.5
ONTARIO OUT OF DOORS	2.0	1.8- 2.2	1.7- 2.3	1.7- 2.3
OUR CANADA	3.4	3.2- 3.6	3.0- 3.8	3.1- 3.7
OUTDOOR CANADA	5.3	5.0- 5.6	5.0- 5.7	5.0- 5.6
PARENTS CANADA	4.1	3.8- 4.3	3.7- 4.5	3.6- 4.5
PEOPLE	12.2	11.8-12.6	11.4-12.9	11.5-12.8
PROFESSIONALLY SPEAKING	1.1	0.9- 1.2	0.6- 1.5	0.7- 1.4
PROFIT	0.9	0.8- 1.1	0.8- 1.1	0.8- 1.1
READER'S DIGEST	21.8	21.3-22.4	21.3-22.4	21.3-22.4
REPORT ON BUSINESS MAGAZINE	4.4	4.1- 4.6	4.0- 4.8	4.0- 4.8
STARWEEK	2.9	2.6- 3.1	2.6- 3.1	2.6- 3.1
STYLE AT HOME	4.6	4.3- 4.8	4.1- 5.1	4.0- 5.1
THE BEAVER/CANADA'S HISTORY	1.1	1.0- 1.3	0.9- 1.4	0.9- 1.4
THE GLOBE AND MAIL (M-F)	3.7	3.5- 3.9	3.5- 3.9	3.5- 3.9
THE GLOBE AND MAIL (SAT)	4.1	3.8- 4.3	3.6- 4.5	3.6- 4.5
THE HEALTH JOURNAL	4.0	3.7- 4.2	3.4- 4.5	3.4- 4.5
THE HOCKEY NEWS MAGAZINE	7.3	6.9- 7.6	6.8- 7.7	6.8- 7.7
THE TORONTO SUN (M-F)	3.0	2.8- 3.2	2.6- 3.3	2.7- 3.3
THE TORONTO SUN (SAT)	2.0	1.8- 2.2	1.7- 2.3	1.7- 2.3
THE TORONTO SUN (SUN)	2.6	2.4- 2.8	2.4- 2.8	2.3- 2.8
TODAY'S PARENT	5.8	5.5- 6.1	5.5- 6.1	5.4- 6.1
TORONTO LIFE	2.5	2.3- 2.7	2.2- 2.9	2.2- 2.9
TORONTO STAR (M-F)	4.8	4.6- 5.1	4.6- 5.1	4.5- 5.1
TORONTO STAR (SAT)	6.0	5.7- 6.3	5.7- 6.3	5.7- 6.3
TORONTO STAR (SUN)	4.0	3.7- 4.2	3.6- 4.3	3.7- 4.2

PMB 2010: 2 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	95% Confidence Range (+ / -)		
		A	B	C
TRIBUTE	5.5	5.2- 5.7	4.7- 6.2	4.8- 6.1
TV WEEK MAGAZINE	0.8	0.7- 0.9	0.6- 1.0	0.6- 1.0
VANCOUVER MAGAZINE	1.1	1.0- 1.2	0.8- 1.4	0.8- 1.4
VERVEGIRL	1.2	1.0- 1.3	0.8- 1.5	0.7- 1.6
WESTERN LIVING	1.9	1.7- 2.1	1.7- 2.2	1.7- 2.1
WESTWORLD/GOING PLACES	5.1	4.8- 5.3	4.6- 5.5	4.6- 5.5
WHAT'S COOKING	12.2	11.8-12.6	11.7-12.6	11.7-12.6
WHAT'S UP FAMILY MAGAZINE	1.3	1.1- 1.4	1.1- 1.4	1.1- 1.4
ZOOMER MAGAZINE	1.6	1.5- 1.8	1.4- 1.8	1.4- 1.8
24 HEURES MONTREAL	0.9	0.8- 1.0	0.8- 1.0	0.8- 1.0
7 JOURS	3.1	2.9- 3.4	2.8- 3.5	2.8- 3.5
AFFAIRES PLUS	1.0	0.9- 1.1	0.8- 1.1	0.8- 1.2
BEL AGE MAGAZINE	2.1	1.9- 2.3	1.9- 2.2	1.9- 2.2
CHATELAINE (FR)	3.3	3.0- 3.5	3.1- 3.5	3.0- 3.5
CHEZ-SOI	2.2	2.0- 2.3	1.9- 2.4	1.9- 2.5
CLIN D'OEIL	2.3	2.1- 2.5	1.8- 2.7	1.8- 2.7
COOL!	1.2	1.1- 1.3	1.0- 1.4	1.0- 1.4
COTE JARDINS	0.8	0.7- 0.9	0.7- 0.9	0.6- 0.9
COUP DE POUCE	4.2	4.0- 4.5	3.8- 4.6	3.8- 4.6
DECORMAG	1.9	1.8- 2.1	1.7- 2.2	1.6- 2.2
DERNIERE HEURE	1.2	1.1- 1.3	0.9- 1.5	0.9- 1.5
ECHOS VEDETTES	0.8	0.7- 0.9	0.5- 1.2	0.5- 1.2
ELLE QUEBEC	2.6	2.4- 2.8	2.4- 2.9	2.4- 2.9
ENFANTS QUEBEC	0.9	0.8- 1.0	0.7- 1.1	0.6- 1.1
FAMOUS QUEBEC	0.6	0.5- 0.7	0.4- 0.7	0.4- 0.7
FEMME D'AUJOURD'HUI	0.7	0.6- 0.8	0.4- 1.0	0.4- 1.0
FLEURS, PLANTES ET JARDINS	1.7	1.5- 1.9	1.5- 1.9	1.5- 1.9
LA SEMAINE	1.7	1.5- 1.9	1.5- 1.9	1.5- 1.9
L'ACTUALITE	2.9	2.6- 3.1	2.4- 3.3	2.5- 3.2
LE DEVOIR (L-V)	0.4	0.3- 0.5	0.3- 0.5	0.3- 0.5
LE DEVOIR (SAM)	0.4	0.4- 0.5	0.3- 0.6	0.3- 0.6
LE JOURNAL DE MONTREAL (L-V)	3.8	3.6- 4.0	3.5- 4.1	3.5- 4.1
LE JOURNAL DE MONTREAL (SAM)	3.5	3.2- 3.7	3.2- 3.7	3.2- 3.7
LE JOURNAL DE MONTREAL (DIM)	2.8	2.6- 3.1	2.6- 3.0	2.6- 3.0
LE JOURNAL DE QUEBEC (L-V)	1.2	1.0- 1.3	1.0- 1.4	1.0- 1.4
LE JOURNAL DE QUEBEC (SAM)	1.4	1.3- 1.6	1.2- 1.7	1.2- 1.7
LE JOURNAL DE QUEBEC (DIM)	0.9	0.8- 1.0	0.7- 1.2	0.7- 1.1
LE LUNDI	1.5	1.3- 1.7	1.3- 1.7	1.3- 1.7
LE MAGAZINE JOBBOOM	1.3	1.1- 1.4	1.1- 1.4	1.1- 1.4
LES AFFAIRES	0.9	0.8- 1.0	0.6- 1.1	0.6- 1.1
LES IDEES DE MA MAISON	2.3	2.2- 2.5	2.0- 2.7	2.0- 2.7
LOULOU (FR)	1.0	0.9- 1.1	0.8- 1.2	0.8- 1.2
MADAME	0.9	0.8- 1.0	0.8- 1.0	0.8- 1.0
METRO MONTREAL	1.2	1.0- 1.3	1.0- 1.4	1.0- 1.4
MOI & CIE	0.8	0.7- 0.9	0.7- 1.0	0.7- 1.0
PRIMEURS	1.1	1.0- 1.3	1.0- 1.3	1.0- 1.3
QU'EST-CE QUI MIJOTE	4.7	4.4- 5.0	4.1- 5.3	4.1- 5.3
RENOVATION BRICOLAGE	1.8	1.6- 1.9	1.4- 2.1	1.4- 2.2
RICARDO	1.8	1.6- 2.0	1.5- 2.1	1.5- 2.1
SELECTION DU READER'S DIGEST	3.5	3.2- 3.7	3.0- 3.9	3.0- 4.0
SENTIER CHASSE-PECHE	1.8	1.6- 2.0	1.6- 2.0	1.6- 2.0
STAR INC.	1.3	1.2- 1.5	1.1- 1.5	1.1- 1.5
STAR SYSTEME	1.3	1.1- 1.4	1.0- 1.5	1.0- 1.5
SUMMUM	0.9	0.8- 1.0	0.6- 1.2	0.6- 1.2
TOURING (FRE & ENG)	3.8	3.6- 4.1	3.5- 4.2	3.5- 4.2
TOUT SIMPLEMENT CLODINE	1.1	1.0- 1.2	0.8- 1.4	0.9- 1.4
TV 7 JOURS/TV HEBDO	2.2	2.1- 2.4	1.9- 2.6	1.9- 2.6
VOIR	1.6	1.4- 1.7	1.4- 1.7	1.4- 1.8

PMB 2010: 2 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	Relative Error Level (95% Confidence Level) Readership (+ / -)		
		A	B	C
24 HOURS TORONTO	1.2	11.2	25.7	22.7
ALIVE	1.8	9.3	17.6	18.1
BRITISH COLUMBIA MAGAZINE	3.5	6.6	7.4	8.4
CAA MAGAZINE	8.2	4.2	6.5	6.7
CANADIAN BUSINESS	4.0	6.2	11.0	10.2
CANADIAN FAMILY	2.9	7.2	12.0	10.5
CANADIAN GARDENING	6.5	4.8	5.3	4.7
CANADIAN GEOGRAPHIC	11.7	3.5	2.9	3.0
CANADIAN HEALTH	4.9	5.6	9.9	9.7
CANADIAN HEALTH & LIFESTYLE	7.5	4.4	8.7	7.4
CANADIAN HOME WORKSHOP	3.3	6.8	8.9	8.9
CANADIAN HOUSE & HOME	8.1	4.2	5.3	6.9
CANADIAN LIVING	13.7	3.2	5.3	4.9
CHATELAINE	12.2	3.4	4.7	4.5
COTTAGE LIFE	2.7	7.5	9.6	9.3
ELLE CANADA	5.6	5.2	8.1	7.3
ENROUTE	3.5	6.6	13.5	11.4
EYE WEEKLY	0.7	14.5	35.5	35.1
FAMOUS	3.8	6.4	21.1	19.3
FASHION MAGAZINE	6.6	4.8	7.3	7.4
FINANCIAL POST MAGAZINE	3.8	6.3	9.9	9.1
FLARE	4.8	5.6	8.5	8.8
FOOD & DRINK	7.6	4.4	7.6	8.0
GLOW	2.8	7.3	9.6	10.8
GOLF CANADA	4.7	5.7	9.0	9.7
GOOD TIMES	1.7	9.5	18.3	16.8
HARROWSMITH COUNTRY LIFE	2.6	7.7	14.9	12.4
HELLO! CANADA	2.2	8.4	7.0	6.4
HOMEMAKERS	5.1	5.4	6.5	7.5
HOURLY	0.3	22.2	29.6	28.3
LOULOU (ENGLISH)	2.4	8.0	14.7	15.1
MACLEAN'S	8.1	4.2	8.8	8.2
METRO TORONTO	2.3	8.3	16.8	17.0
METRO VANCOUVER	0.7	14.8	15.2	15.1
MIRROR	0.4	19.6	29.1	32.5
MONEYSENSE	2.9	7.2	8.8	9.5
MOVIE ENTERTAINMENT	6.2	4.9	7.1	7.7
NATIONAL POST (M-F)	1.7	9.7	14.7	13.4
NATIONAL POST (SAT)	1.9	9.1	12.6	13.0
NOW	1.2	11.2	19.3	22.9
ONTARIO OUT OF DOORS	2.0	8.8	15.5	14.0
OUR CANADA	3.4	6.7	11.1	10.0
OUTDOOR CANADA	5.3	5.3	6.3	6.2
PARENTS CANADA	4.1	6.1	9.5	10.4
PEOPLE	12.2	3.4	6.4	5.1
PROFESSIONALLY SPEAKING	1.1	12.2	39.1	33.2
PROFIT	0.9	12.9	14.7	15.1
READER'S DIGEST	21.8	2.4	2.6	2.7
REPORT ON BUSINESS MAGAZINE	4.4	5.9	8.9	9.3
STARWEEK	2.9	7.3	8.7	9.7
STYLE AT HOME	4.6	5.7	10.9	12.2
THE BEAVER/CANADA'S HISTORY	1.1	11.8	22.7	22.9
THE GLOBE AND MAIL (M-F)	3.7	6.4	6.4	6.5
THE GLOBE AND MAIL (SAT)	4.1	6.1	10.4	10.6
THE HEALTH JOURNAL	4.0	6.2	14.1	14.6
THE HOCKEY NEWS MAGAZINE	7.3	4.5	6.0	6.0
THE TORONTO SUN (M-F)	3.0	7.2	11.2	11.0
THE TORONTO SUN (SAT)	2.0	8.8	17.0	16.0
THE TORONTO SUN (SUN)	2.6	7.7	8.3	9.9
TODAY'S PARENT	5.8	5.1	5.1	6.0
TORONTO LIFE	2.5	7.8	12.8	14.1
TORONTO STAR (M-F)	4.8	5.6	6.0	6.1
TORONTO STAR (SAT)	6.0	5.0	4.9	4.3
TORONTO STAR (SUN)	4.0	6.2	7.7	6.8

PMB 2010: 2 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	Relative Error Level (95% Confidence Level) Readership (+ / -)		
		A	B	C
TRIBUTE	5.5	5.2	13.7	12.2
TV WEEK MAGAZINE	0.8	14.2	24.5	22.8
VANCOUVER MAGAZINE	1.1	12.0	26.0	23.9
VERVEGIRL	1.2	11.5	30.3	39.3
WESTERN LIVING	1.9	9.0	13.2	11.7
WESTWORLD/GOING PLACES	5.1	5.4	8.4	8.5
WHAT'S COOKING	12.2	3.4	3.7	3.7
WHAT'S UP FAMILY MAGAZINE	1.3	11.1	14.3	14.0
ZOOMER MAGAZINE	1.6	9.8	10.7	12.3
24 HEURES MONTREAL	0.9	13.2	14.7	15.7
7 JOURS	3.1	7.0	9.8	10.6
AFFAIRES PLUS	1.0	12.6	15.7	17.4
BEL AGE MAGAZINE	2.1	8.6	6.2	6.4
CHATELAINE (FR)	3.3	6.8	5.7	6.7
CHEZ-SOI	2.2	8.5	13.0	13.7
CLIN D'OEIL	2.3	8.3	19.0	18.5
COOL!	1.2	11.4	17.5	17.7
COTE JARDINS	0.8	14.0	16.9	18.5
COUP DE POUCE	4.2	6.0	8.9	9.0
DECORMAG	1.9	9.0	14.5	15.1
DERNIERE HEURE	1.2	11.4	22.7	23.9
ECHOS VEDETTES	0.8	13.7	41.3	38.4
ELLE QUEBEC	2.6	7.7	9.6	9.8
ENFANTS QUEBEC	0.9	13.4	25.0	28.0
FAMOUS QUEBEC	0.6	16.8	29.2	28.4
FEMME D'AUJOURD'HUI	0.7	14.8	37.6	37.0
FLEURS, PLANTES ET JARDINS	1.7	9.6	13.4	12.8
LA SEMAINE	1.7	9.6	14.4	14.0
L'ACTUALITE	2.9	7.3	14.9	13.7
LE DEVOIR (L-V)	0.4	19.9	14.3	14.4
LE DEVOIR (SAM)	0.4	18.9	28.3	25.4
LE JOURNAL DE MONTREAL (L-V)	3.8	6.3	7.2	7.0
LE JOURNAL DE MONTREAL (SAM)	3.5	6.6	7.3	6.4
LE JOURNAL DE MONTREAL (DIM)	2.8	7.4	6.8	7.1
LE JOURNAL DE QUEBEC (L-V)	1.2	11.5	16.9	16.1
LE JOURNAL DE QUEBEC (SAM)	1.4	10.4	15.9	16.7
LE JOURNAL DE QUEBEC (DIM)	0.9	13.1	26.5	22.6
LE LUNDI	1.5	10.2	15.3	13.7
LE MAGAZINE JOBBOOM	1.3	11.2	9.3	10.1
LES AFFAIRES	0.9	13.3	27.7	26.6
LES IDEES DE MA MAISON	2.3	8.1	15.7	15.7
LOULOU (FR)	1.0	12.5	16.0	16.6
MADAME	0.9	13.2	10.7	10.6
METRO MONTREAL	1.2	11.5	19.2	18.5
MOI & CIE	0.8	13.8	18.4	19.2
PRIMEURS	1.1	11.8	13.6	16.1
QU'EST-CE QUI MIJOTE	4.7	5.7	13.3	12.8
RENOVATION BRICOLAGE	1.8	9.4	18.9	23.0
RICARDO	1.8	9.3	18.6	17.0
SELECTION DU READER'S DIGEST	3.5	6.6	13.3	14.1
SENTIER CHASSE-PECHE	1.8	9.3	9.7	9.6
STAR INC.	1.3	10.9	15.8	16.5
STAR SYSTEME	1.3	11.1	21.0	19.7
SUMMUM	0.9	13.2	37.2	35.2
TOURING (FRE & ENG)	3.8	6.3	8.8	9.5
TOUT SIMPLEMENT CLODINE	1.1	11.9	26.4	23.1
TV 7 JOURS/TV HEBDO	2.2	8.3	17.0	15.9
VOIR	1.6	10.0	9.9	12.4

PMB 2010: 1 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	95% Confidence Interval (+ / -)		
		A	B	C
24 HOURS TORONTO	1.0	0.2	0.5	0.4
ALIVE	1.8	0.2	0.5	0.6
BRITISH COLUMBIA MAGAZINE	3.6	0.3	0.4	0.5
CAA MAGAZINE	7.9	0.5	0.8	0.8
CANADIAN BUSINESS	4.4	0.4	0.5	0.5
CANADIAN FAMILY	2.8	0.3	0.6	0.6
CANADIAN GARDENING	6.8	0.5	0.7	0.7
CANADIAN GEOGRAPHIC	11.4	0.6	0.9	0.8
CANADIAN HEALTH	5.6	0.4	1.1	1.1
CANADIAN HEALTH & LIFESTYLE	7.5	0.5	1.2	1.1
CANADIAN HOME WORKSHOP	2.9	0.3	0.5	0.5
CANADIAN HOUSE & HOME	8.5	0.5	0.9	1.0
CANADIAN LIVING	14.5	0.6	1.0	1.0
CHATELAINE	11.8	0.6	1.4	1.2
COTTAGE LIFE	2.3	0.3	0.4	0.4
ELLE CANADA	5.3	0.4	0.4	0.5
ENROUTE	3.2	0.3	0.4	0.4
EYE WEEKLY	0.7	0.1	0.3	0.3
FAMOUS	3.5	0.3	0.8	0.8
FASHION MAGAZINE	6.8	0.5	0.9	0.8
FINANCIAL POST MAGAZINE	3.3	0.3	0.4	0.5
FLARE	5.1	0.4	0.9	0.8
FOOD & DRINK	7.5	0.5	0.6	0.7
GLOW	2.5	0.3	0.6	0.8
GOLF CANADA	4.5	0.4	0.8	0.9
GOOD TIMES	1.5	0.2	0.4	0.3
HARROWSMITH COUNTRY LIFE	2.8	0.3	0.5	0.5
HELLO! CANADA	2.2	0.3	0.3	0.2
HOMEMAKERS	5.0	0.4	0.5	0.5
HOURLY	0.3	0.1	0.1	0.1
LOULOU (ENGLISH)	2.8	0.3	0.6	0.6
MACLEAN'S	7.9	0.5	0.5	0.5
METRO TORONTO	2.4	0.3	0.8	0.6
METRO VANCOUVER	0.9	0.2	0.2	0.2
MIRROR	0.4	0.1	0.2	0.2
MONEYSSENSE	2.9	0.3	0.4	0.5
MOVIE ENTERTAINMENT	5.7	0.4	0.8	0.8
NATIONAL POST (M-F)	1.5	0.2	0.5	0.5
NATIONAL POST (SAT)	1.3	0.2	0.2	0.2
NOW	1.1	0.2	0.3	0.3
ONTARIO OUT OF DOORS	2.2	0.3	0.5	0.4
OUR CANADA	3.1	0.3	0.4	0.4
OUTDOOR CANADA	5.3	0.4	0.6	0.6
PARENTS CANADA	3.8	0.3	0.8	0.7
PEOPLE	12.2	0.6	1.3	1.2
PROFESSIONALLY SPEAKING	1.1	0.2	0.5	0.4
PROFIT	0.7	0.2	0.2	0.2
READER'S DIGEST	20.9	0.7	1.3	1.2
REPORT ON BUSINESS MAGAZINE	4.0	0.4	0.3	0.4
STARWEEK	2.8	0.3	0.5	0.5
STYLE AT HOME	4.8	0.4	0.6	0.7
THE BEAVER/CANADA'S HISTORY	1.0	0.2	0.3	0.3
THE GLOBE AND MAIL (M-F)	3.6	0.3	0.4	0.5
THE GLOBE AND MAIL (SAT)	3.3	0.3	0.4	0.4
THE HEALTH JOURNAL	4.2	0.4	0.8	1.0
THE HOCKEY NEWS MAGAZINE	7.2	0.5	0.9	0.9
THE TORONTO SUN (M-F)	2.9	0.3	0.6	0.5
THE TORONTO SUN (SAT)	1.9	0.2	0.2	0.2
THE TORONTO SUN (SUN)	2.2	0.3	0.3	0.3
TODAY'S PARENT	5.5	0.4	0.5	0.4
TORONTO LIFE	2.8	0.3	0.5	0.5
TORONTO STAR (M-F)	5.0	0.4	0.6	0.6
TORONTO STAR (SAT)	5.7	0.4	0.6	0.7
TORONTO STAR (SUN)	3.9	0.3	0.3	0.3

PMB 2010: 1 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	95% Confidence Interval (+ / -)		
		A	B	C
TRIBUTE	5.8	0.4	0.7	0.8
TV WEEK MAGAZINE	0.8	0.2	0.1	0.2
VANCOUVER MAGAZINE	1.0	0.2	0.2	0.2
VERVEGIRL	1.3	0.2	0.5	0.5
WESTERN LIVING	1.7	0.2	0.2	0.2
WESTWORLD/GOING PLACES	4.9	0.4	0.3	0.4
WHAT'S COOKING	12.3	0.6	0.9	0.8
WHAT'S UP FAMILY MAGAZINE	1.1	0.2	0.3	0.3
ZOOMER MAGAZINE	1.6	0.2	0.3	0.3
24 HEURES MONTREAL	0.9	0.2	0.2	0.2
7 JOURS	3.0	0.3	0.5	0.4
AFFAIRES PLUS	1.1	0.2	0.3	0.3
BEL AGE MAGAZINE	1.8	0.2	0.3	0.3
CHATELAINE (FR)	3.4	0.3	0.4	0.5
CHEZ-SOI	2.1	0.3	0.4	0.4
CLIN D'OEIL	2.3	0.3	0.4	0.5
COOL!	0.9	0.2	0.2	0.2
COTE JARDINS	0.8	0.2	0.2	0.3
COUP DE POUCE	4.1	0.4	0.6	0.5
DECORMAG	1.7	0.2	0.3	0.3
DERNIERE HEURE	1.3	0.2	0.3	0.3
ECHOS VEDETTES	0.7	0.2	0.4	0.4
ELLE QUEBEC	2.8	0.3	0.5	0.5
ENFANTS QUEBEC	1.1	0.2	0.3	0.3
FAMOUS QUEBEC	0.6	0.1	0.2	0.3
FEMME D'AUJOURD'HUI	0.6	0.1	0.2	0.2
FLEURS, PLANTES ET JARDINS	1.6	0.2	0.3	0.2
LA SEMAINE	1.8	0.2	0.2	0.2
L'ACTUALITE	2.7	0.3	0.3	0.3
LE DEVOIR (L-V)	0.5	0.1	0.1	0.1
LE DEVOIR (SAM)	0.3	0.1	0.1	0.1
LE JOURNAL DE MONTREAL (L-V)	3.9	0.3	0.4	0.5
LE JOURNAL DE MONTREAL (SAM)	3.7	0.3	0.5	0.5
LE JOURNAL DE MONTREAL (DIM)	3.0	0.3	0.5	0.5
LE JOURNAL DE QUEBEC (L-V)	1.2	0.2	0.2	0.3
LE JOURNAL DE QUEBEC (SAM)	1.1	0.2	0.3	0.3
LE JOURNAL DE QUEBEC (DIM)	0.9	0.2	0.2	0.2
LE LUNDI	1.4	0.2	0.2	0.2
LE MAGAZINE JOBBOOM	1.1	0.2	0.3	0.2
LES AFFAIRES	0.8	0.2	0.2	0.2
LES IDEES DE MA MAISON	2.3	0.3	0.4	0.4
LOULOU (FR)	0.9	0.2	0.3	0.3
MADAME	0.8	0.2	0.1	0.2
METRO MONTREAL	1.1	0.2	0.3	0.3
MOI & CIE	0.9	0.2	0.3	0.3
PRIMEURS	1.4	0.2	0.2	0.2
QU'EST-CE QUI MIJOTE	4.5	0.4	0.8	0.7
RENOVATION BRICOLAGE	1.5	0.2	0.4	0.4
RICARDO	1.8	0.2	0.3	0.3
SELECTION DU READER'S DIGEST	3.5	0.3	0.5	0.4
SENTIER CHASSE-PECHE	1.8	0.2	0.5	0.4
STAR INC.	1.2	0.2	0.4	0.3
STAR SYSTEME	1.3	0.2	0.3	0.3
SUMMUM	0.9	0.2	0.2	0.1
TOURING (FRE & ENG)	3.7	0.3	0.5	0.5
TOUT SIMPLEMENT CLODINE	1.1	0.2	0.2	0.2
TV 7 JOURS/TV HEBDO	2.0	0.3	0.6	0.6
VOIR	1.3	0.2	0.2	0.2

PMB 2010: 1 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	95% Confidence Range (+ / -)		
		A	B	C
24 HOURS TORONTO	1.0	0.9- 1.2	0.6- 1.5	0.6- 1.4
ALIVE	1.8	1.5- 2.0	1.2- 2.3	1.2- 2.3
BRITISH COLUMBIA MAGAZINE	3.6	3.2- 3.9	3.2- 4.0	3.1- 4.1
CAA MAGAZINE	7.9	7.4- 8.3	7.0- 8.7	7.0- 8.7
CANADIAN BUSINESS	4.4	4.0- 4.8	3.9- 4.9	3.9- 4.9
CANADIAN FAMILY	2.8	2.5- 3.1	2.2- 3.4	2.3- 3.4
CANADIAN GARDENING	6.8	6.4- 7.3	6.2- 7.5	6.2- 7.5
CANADIAN GEOGRAPHIC	11.4	10.8-12.0	10.5-12.4	10.6-12.2
CANADIAN HEALTH	5.6	5.2- 6.0	4.5- 6.7	4.5- 6.7
CANADIAN HEALTH & LIFESTYLE	7.5	7.0- 8.0	6.3- 8.8	6.4- 8.6
CANADIAN HOME WORKSHOP	2.9	2.6- 3.2	2.4- 3.5	2.4- 3.4
CANADIAN HOUSE & HOME	8.5	8.0- 9.0	7.7- 9.4	7.5- 9.5
CANADIAN LIVING	14.5	13.9-15.2	13.5-15.6	13.5-15.5
CHATELAINE	11.8	11.2-12.4	10.4-13.2	10.6-13.0
COTTAGE LIFE	2.3	2.0- 2.5	1.9- 2.6	1.9- 2.7
ELLE CANADA	5.3	4.9- 5.7	4.9- 5.7	4.8- 5.8
ENROUTE	3.2	2.9- 3.5	2.8- 3.7	2.8- 3.6
EYE WEEKLY	0.7	0.5- 0.8	0.4- 1.0	0.4- 1.0
FAMOUS	3.5	3.1- 3.8	2.6- 4.3	2.7- 4.2
FASHION MAGAZINE	6.8	6.4- 7.3	5.9- 7.7	6.0- 7.7
FINANCIAL POST MAGAZINE	3.3	3.0- 3.7	2.9- 3.8	2.9- 3.8
FLARE	5.1	4.7- 5.5	4.2- 6.0	4.3- 5.8
FOOD & DRINK	7.5	7.1- 8.0	6.9- 8.2	6.9- 8.2
GLOW	2.5	2.3- 2.8	1.9- 3.2	1.8- 3.3
GOLF CANADA	4.5	4.1- 4.9	3.7- 5.3	3.6- 5.4
GOOD TIMES	1.5	1.3- 1.7	1.2- 1.9	1.2- 1.9
HARROWSMITH COUNTRY LIFE	2.8	2.5- 3.1	2.3- 3.3	2.3- 3.3
HELLO! CANADA	2.2	1.9- 2.5	1.9- 2.5	2.0- 2.4
HOMEMAKERS	5.0	4.6- 5.4	4.5- 5.5	4.5- 5.6
HOURLY	0.3	0.2- 0.4	0.1- 0.4	0.1- 0.4
LOULOU (ENGLISH)	2.8	2.5- 3.1	2.2- 3.4	2.2- 3.3
MACLEAN'S	7.9	7.4- 8.4	7.4- 8.4	7.4- 8.4
METRO TORONTO	2.4	2.1- 2.7	1.6- 3.1	1.7- 3.0
METRO VANCOUVER	0.9	0.7- 1.1	0.7- 1.2	0.7- 1.1
MIRROR	0.4	0.3- 0.5	0.2- 0.6	0.3- 0.6
MONEYSSENSE	2.9	2.6- 3.2	2.5- 3.3	2.4- 3.3
MOVIE ENTERTAINMENT	5.7	5.3- 6.2	4.9- 6.6	4.9- 6.6
NATIONAL POST (M-F)	1.5	1.3- 1.7	1.0- 1.9	1.0- 1.9
NATIONAL POST (SAT)	1.3	1.1- 1.5	1.0- 1.5	1.0- 1.5
NOW	1.1	0.9- 1.3	0.8- 1.4	0.8- 1.4
ONTARIO OUT OF DOORS	2.2	1.9- 2.4	1.7- 2.7	1.8- 2.6
OUR CANADA	3.1	2.7- 3.4	2.6- 3.5	2.7- 3.5
OUTDOOR CANADA	5.3	4.9- 5.7	4.7- 5.9	4.7- 5.9
PARENTS CANADA	3.8	3.4- 4.1	3.0- 4.6	3.1- 4.5
PEOPLE	12.2	11.6-12.7	10.9-13.4	10.9-13.4
PROFESSIONALLY SPEAKING	1.1	0.9- 1.3	0.6- 1.6	0.6- 1.5
PROFIT	0.7	0.6- 0.9	0.5- 1.0	0.5- 0.9
READER'S DIGEST	20.9	20.2-21.6	19.6-22.2	19.7-22.1
REPORT ON BUSINESS MAGAZINE	4.0	3.7- 4.4	3.7- 4.3	3.7- 4.4
STARWEEK	2.8	2.5- 3.0	2.3- 3.2	2.3- 3.2
STYLE AT HOME	4.8	4.4- 5.2	4.2- 5.4	4.1- 5.6
THE BEAVER/CANADA'S HISTORY	1.0	0.8- 1.2	0.7- 1.3	0.7- 1.3
THE GLOBE AND MAIL (M-F)	3.6	3.2- 3.9	3.2- 4.0	3.1- 4.0
THE GLOBE AND MAIL (SAT)	3.3	2.9- 3.6	2.9- 3.6	2.9- 3.7
THE HEALTH JOURNAL	4.2	3.8- 4.5	3.4- 4.9	3.2- 5.1
THE HOCKEY NEWS MAGAZINE	7.2	6.7- 7.7	6.3- 8.1	6.3- 8.1
THE TORONTO SUN (M-F)	2.9	2.6- 3.2	2.2- 3.5	2.3- 3.4
THE TORONTO SUN (SAT)	1.9	1.6- 2.1	1.6- 2.1	1.6- 2.1
THE TORONTO SUN (SUN)	2.2	1.9- 2.4	1.8- 2.5	1.9- 2.5
TODAY'S PARENT	5.5	5.1- 5.9	5.0- 6.0	5.0- 5.9
TORONTO LIFE	2.8	2.5- 3.0	2.2- 3.3	2.2- 3.3
TORONTO STAR (M-F)	5.0	4.6- 5.4	4.4- 5.6	4.4- 5.6
TORONTO STAR (SAT)	5.7	5.3- 6.2	5.1- 6.3	5.1- 6.4
TORONTO STAR (SUN)	3.9	3.5- 4.2	3.6- 4.2	3.5- 4.2

PMB 2010: 1 Year Database — Table Of Tolerance Ranges

	Total Readers	95% Confidence Range (+ / -)		
	12 + %	A	B	C
TRIBUTE	5.8	5.3- 6.2	5.1- 6.4	5.0- 6.5
TV WEEK MAGAZINE	0.8	0.6- 1.0	0.7- 0.9	0.6- 1.0
VANCOUVER MAGAZINE	1.0	0.8- 1.1	0.8- 1.1	0.8- 1.2
VERVEGIRL	1.3	1.1- 1.5	0.7- 1.8	0.8- 1.8
WESTERN LIVING	1.7	1.4- 1.9	1.4- 1.9	1.4- 1.9
WESTWORLD/GOING PLACES	4.9	4.5- 5.3	4.5- 5.2	4.5- 5.3
WHAT'S COOKING	12.3	11.7-12.9	11.4-13.2	11.5-13.1
WHAT'S UP FAMILY MAGAZINE	1.1	0.9- 1.3	0.8- 1.4	0.8- 1.4
ZOOMER MAGAZINE	1.6	1.4- 1.8	1.3- 1.9	1.3- 1.9
24 HEURES MONTREAL	0.9	0.7- 1.1	0.7- 1.1	0.7- 1.1
7 JOURS	3.0	2.7- 3.3	2.5- 3.4	2.6- 3.4
AFFAIRES PLUS	1.1	0.9- 1.3	0.8- 1.4	0.8- 1.4
BEL AGE MAGAZINE	1.8	1.6- 2.1	1.5- 2.1	1.5- 2.2
CHATELAINE (FR)	3.4	3.1- 3.7	2.9- 3.8	2.9- 3.9
CHEZ-SOI	2.1	1.8- 2.3	1.7- 2.5	1.7- 2.4
CLIN D'OEIL	2.3	2.1- 2.6	1.9- 2.8	1.9- 2.8
COOL!	0.9	0.7- 1.0	0.6- 1.1	0.6- 1.1
COTE JARDINS	0.8	0.6- 0.9	0.6- 1.0	0.5- 1.0
COUP DE POUCE	4.1	3.8- 4.5	3.6- 4.7	3.6- 4.7
DECORMAG	1.7	1.4- 1.9	1.4- 1.9	1.4- 1.9
DERNIERE HEURE	1.3	1.1- 1.5	1.0- 1.6	0.9- 1.6
ECHOS VEDETTES	0.7	0.6- 0.9	0.3- 1.1	0.4- 1.1
ELLE QUEBEC	2.8	2.5- 3.1	2.3- 3.3	2.3- 3.2
ENFANTS QUEBEC	1.1	0.9- 1.3	0.8- 1.4	0.8- 1.4
FAMOUS QUEBEC	0.6	0.5- 0.7	0.4- 0.8	0.3- 0.9
FEMME D'AUJOURD'HUI	0.6	0.4- 0.7	0.4- 0.7	0.4- 0.7
FLEURS, PLANTES ET JARDINS	1.6	1.4- 1.9	1.4- 1.9	1.4- 1.9
LA SEMAINE	1.8	1.6- 2.1	1.6- 2.1	1.6- 2.0
L'ACTUALITE	2.7	2.4- 3.0	2.4- 3.0	2.4- 3.0
LE DEVOIR (L-V)	0.5	0.3- 0.6	0.3- 0.6	0.3- 0.6
LE DEVOIR (SAM)	0.3	0.2- 0.4	0.2- 0.5	0.2- 0.5
LE JOURNAL DE MONTREAL (L-V)	3.9	3.5- 4.2	3.4- 4.3	3.4- 4.4
LE JOURNAL DE MONTREAL (SAM)	3.7	3.3- 4.0	3.2- 4.1	3.2- 4.1
LE JOURNAL DE MONTREAL (DIM)	3.0	2.7- 3.3	2.5- 3.5	2.5- 3.5
LE JOURNAL DE QUEBEC (L-V)	1.2	1.0- 1.4	0.9- 1.4	0.9- 1.4
LE JOURNAL DE QUEBEC (SAM)	1.1	1.0- 1.3	0.9- 1.4	0.9- 1.4
LE JOURNAL DE QUEBEC (DIM)	0.9	0.7- 1.0	0.7- 1.0	0.7- 1.1
LE LUNDI	1.4	1.2- 1.6	1.1- 1.6	1.2- 1.6
LE MAGAZINE JOBBOOM	1.1	0.9- 1.3	0.9- 1.4	0.9- 1.3
LES AFFAIRES	0.8	0.6- 1.0	0.6- 1.0	0.6- 1.0
LES IDEES DE MA MAISON	2.3	2.1- 2.6	1.9- 2.8	1.9- 2.7
LOULOU (FR)	0.9	0.8- 1.1	0.6- 1.2	0.7- 1.2
MADAME	0.8	0.6- 1.0	0.7- 0.9	0.7- 1.0
METRO MONTREAL	1.1	0.9- 1.3	0.8- 1.4	0.8- 1.4
MOI & CIE	0.9	0.7- 1.1	0.6- 1.2	0.6- 1.2
PRIMEURS	1.4	1.1- 1.6	1.1- 1.6	1.1- 1.6
QU'EST-CE QUI MIJOTE	4.5	4.1- 4.9	3.7- 5.3	3.8- 5.2
RENOVATION BRICOLAGE	1.5	1.3- 1.7	1.1- 2.0	1.1- 1.9
RICARDO	1.8	1.6- 2.0	1.5- 2.1	1.5- 2.1
SELECTION DU READER'S DIGEST	3.5	3.2- 3.8	3.0- 4.0	3.1- 3.9
SENTIER CHASSE-PECHE	1.8	1.6- 2.1	1.4- 2.3	1.4- 2.3
STAR INC.	1.2	1.0- 1.4	0.8- 1.6	0.9- 1.5
STAR SYSTEME	1.3	1.1- 1.5	0.9- 1.6	0.9- 1.6
SUMMUM	0.9	0.7- 1.1	0.7- 1.0	0.7- 1.0
TOURING (FRE & ENG)	3.7	3.3- 4.0	3.2- 4.2	3.2- 4.1
TOUT SIMPLEMENT CLODINE	1.1	0.9- 1.3	0.9- 1.3	0.9- 1.4
TV 7 JOURS/TV HEBDO	2.0	1.8- 2.3	1.4- 2.6	1.4- 2.6
VOIR	1.3	1.1- 1.6	1.2- 1.5	1.1- 1.6

PMB 2010: 1 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	Relative Error Level (95% Confidence Level) Readership (+ / -)		
		A	B	C
24 HOURS TORONTO	1.0	17.6	45.2	37.2
ALIVE	1.8	13.5	31.1	32.5
BRITISH COLUMBIA MAGAZINE	3.6	9.4	11.6	14.4
CAA MAGAZINE	7.9	6.2	10.4	10.2
CANADIAN BUSINESS	4.4	8.4	11.1	11.6
CANADIAN FAMILY	2.8	10.6	21.5	20.6
CANADIAN GARDENING	6.8	6.6	9.5	9.7
CANADIAN GEOGRAPHIC	11.4	5.0	8.3	7.3
CANADIAN HEALTH	5.6	7.4	19.2	19.8
CANADIAN HEALTH & LIFESTYLE	7.5	6.3	16.4	14.6
CANADIAN HOME WORKSHOP	2.9	10.4	18.9	16.5
CANADIAN HOUSE & HOME	8.5	5.9	10.0	11.7
CANADIAN LIVING	14.5	4.4	7.2	6.8
CHATELAINE	11.8	4.9	11.7	10.3
COTTAGE LIFE	2.3	11.8	16.7	17.7
ELLE CANADA	5.3	7.6	8.3	9.5
ENROUTE	3.2	9.9	13.7	12.8
EYE WEEKLY	0.7	21.5	37.4	39.4
FAMOUS	3.5	9.5	23.9	21.9
FASHION MAGAZINE	6.8	6.7	13.1	12.3
FINANCIAL POST MAGAZINE	3.3	9.7	13.0	13.9
FLARE	5.1	7.8	17.7	15.5
FOOD & DRINK	7.5	6.3	8.4	8.8
GLOW	2.5	11.2	25.3	29.8
GOLF CANADA	4.5	8.3	18.4	20.2
GOOD TIMES	1.5	14.5	23.1	22.2
HARROWSMITH COUNTRY LIFE	2.8	10.6	19.0	17.2
HELLO! CANADA	2.2	12.0	11.9	10.7
HOMEMAKERS	5.0	7.8	10.2	10.6
HOUR	0.3	34.3	52.7	51.5
LOULOU (ENGLISH)	2.8	10.7	21.8	20.8
MACLEAN'S	7.9	6.1	6.1	6.5
METRO TORONTO	2.4	11.5	31.6	27.2
METRO VANCOUVER	0.9	18.8	27.4	25.1
MIRROR	0.4	27.9	41.7	38.2
MONEYSENSE	2.9	10.4	13.7	15.7
MOVIE ENTERTAINMENT	5.7	7.3	14.6	14.3
NATIONAL POST (M-F)	1.5	14.7	31.6	31.2
NATIONAL POST (SAT)	1.3	15.9	18.2	18.8
NOW	1.1	17.1	28.7	31.6
ONTARIO OUT OF DOORS	2.2	12.1	23.6	19.6
OUR CANADA	3.1	10.2	14.0	13.1
OUTDOOR CANADA	5.3	7.6	10.6	11.2
PARENTS CANADA	3.8	9.1	20.2	19.4
PEOPLE	12.2	4.8	10.6	10.0
PROFESSIONALLY SPEAKING	1.1	17.3	46.2	39.7
PROFIT	0.7	20.9	29.2	28.0
READER'S DIGEST	20.9	3.5	6.1	5.9
REPORT ON BUSINESS MAGAZINE	4.0	8.8	7.8	8.9
STARWEEK	2.8	10.7	16.8	16.4
STYLE AT HOME	4.8	8.0	12.8	15.2
THE BEAVER/CANADA'S HISTORY	1.0	18.1	32.2	29.9
THE GLOBE AND MAIL (M-F)	3.6	9.4	11.5	12.7
THE GLOBE AND MAIL (SAT)	3.3	9.8	11.1	12.2
THE HEALTH JOURNAL	4.2	8.6	18.4	22.8
THE HOCKEY NEWS MAGAZINE	7.2	6.5	12.1	12.9
THE TORONTO SUN (M-F)	2.9	10.5	22.0	18.8
THE TORONTO SUN (SAT)	1.9	13.0	12.7	12.3
THE TORONTO SUN (SUN)	2.2	12.1	16.1	13.6
TODAY'S PARENT	5.5	7.5	8.6	8.2
TORONTO LIFE	2.8	10.7	19.0	19.5
TORONTO STAR (M-F)	5.0	7.9	12.4	11.5
TORONTO STAR (SAT)	5.7	7.3	10.7	11.6
TORONTO STAR (SUN)	3.9	9.0	8.0	8.6

PMB 2010: 1 Year Database — Table Of Tolerance Ranges

	Total Readers 12 + %	Relative Error Level (95% Confidence Level) Readership (+ / -)		
		A	B	C
TRIBUTE	5.8	7.3	11.6	13.1
TV WEEK MAGAZINE	0.8	20.0	17.4	19.7
VANCOUVER MAGAZINE	1.0	18.3	18.3	20.7
VERVEGIRL	1.3	15.8	41.6	39.2
WESTERN LIVING	1.7	13.8	14.8	13.8
WESTWORLD/GOING PLACES	4.9	8.0	6.9	8.2
WHAT'S COOKING	12.3	4.8	7.2	6.6
WHAT'S UP FAMILY MAGAZINE	1.1	16.9	25.1	27.2
ZOOMER MAGAZINE	1.6	14.2	21.3	19.1
24 HEURES MONTREAL	0.9	19.0	20.3	24.0
7 JOURS	3.0	10.3	15.2	13.9
AFFAIRES PLUS	1.1	16.9	25.8	28.5
BEL AGE MAGAZINE	1.8	13.2	16.6	17.5
CHATELAINE (FR)	3.4	9.6	13.2	14.8
CHEZ-SOI	2.1	12.4	18.6	17.7
CLIN D'OEIL	2.3	11.6	19.1	19.8
COOL!	0.9	19.2	26.6	27.7
COTE JARDINS	0.8	20.5	28.2	33.1
COUP DE POUCE	4.1	8.7	13.4	12.2
DECORMAG	1.7	13.9	16.3	16.3
DERNIERE HEURE	1.3	15.8	24.3	26.5
ECHOS VEDETTES	0.7	21.0	53.3	49.9
ELLE QUEBEC	2.8	10.7	17.7	16.4
ENFANTS QUEBEC	1.1	17.0	26.9	27.5
FAMOUS QUEBEC	0.6	23.4	40.3	44.1
FEMME D'AUJOURD'HUI	0.6	23.9	27.3	28.6
FLEURS, PLANTES ET JARDINS	1.6	14.0	15.5	14.4
LA SEMAINE	1.8	13.2	13.5	11.8
L'ACTUALITE	2.7	10.8	10.7	11.9
LE DEVOIR (L-V)	0.5	26.6	25.7	26.9
LE DEVOIR (SAM)	0.3	31.1	38.2	34.3
LE JOURNAL DE MONTREAL (L-V)	3.9	9.0	11.1	13.2
LE JOURNAL DE MONTREAL (SAM)	3.7	9.3	12.8	12.6
LE JOURNAL DE MONTREAL (DIM)	3.0	10.2	16.1	16.3
LE JOURNAL DE QUEBEC (L-V)	1.2	16.7	19.5	23.1
LE JOURNAL DE QUEBEC (SAM)	1.1	16.7	24.0	23.9
LE JOURNAL DE QUEBEC (DIM)	0.9	19.3	21.7	22.6
LE LUNDI	1.4	15.3	17.5	16.0
LE MAGAZINE JOBBOOM	1.1	17.0	22.9	21.0
LES AFFAIRES	0.8	20.0	29.3	28.6
LES IDEES DE MA MAISON	2.3	11.7	18.6	17.5
LOULOU (FR)	0.9	18.6	30.5	28.3
MADAME	0.8	20.0	17.2	18.8
METRO MONTREAL	1.1	16.8	26.2	25.9
MOI & CIE	0.9	18.9	28.4	28.0
PRIMEURS	1.4	15.4	15.4	16.7
QU'EST-CE QUI MIJOTE	4.5	8.3	17.3	15.2
RENOVATION BRICOLAGE	1.5	14.6	29.6	28.8
RICARDO	1.8	13.3	15.7	18.3
SELECTION DU READER'S DIGEST	3.5	9.5	13.1	11.6
SENTIER CHASSE-PECHE	1.8	13.1	24.5	23.6
STAR INC.	1.2	16.4	30.3	29.1
STAR SYSTEME	1.3	16.0	26.0	26.3
SUMMUM	0.9	19.1	17.9	16.8
TOURING (FRE & ENG)	3.7	9.2	13.3	12.3
TOUT SIMPLEMENT CLODINE	1.1	16.8	19.2	21.5
TV 7 JOURS/TV HEBDO	2.0	12.5	28.6	28.6
VOIR	1.3	15.4	13.6	16.9

Table Of Confidence Intervals—Table 1—Percentages
(95% Confidence Interval Using Formula A)

Use this table when you know unweighted sample base and readership percentage.

Reader ship %	Unweighted Sample Base													
	50	60	75	100	150	250	500	1000	1500	2000	3000	5000	12000	20000
.5	*	*	*	*	*	*	*	.4	.4	.3	.3	.2	.1	.1
1.0	*	*	*	*	*	*	.9	.6	.5	.4	.4	.3	.2	.1
1.5	*	*	*	*	*	*	1.1	.8	.6	.5	.4	.3	.2	.2
2.0	*	*	*	*	*	1.7	1.2	.9	.7	.6	.5	.4	.3	.2
2.5	*	*	*	*	*	1.9	1.4	1.0	.8	.7	.6	.4	.3	.2
3.0	*	*	*	*	2.7	2.1	1.5	1.1	.9	.7	.6	.5	.3	.2
4.0	*	*	*	3.8	3.1	2.4	1.7	1.2	1.0	.9	.7	.5	.4	.3
5.0	*	*	4.9	4.3	3.5	2.7	1.9	1.4	1.1	1.0	.8	.6	.4	.3
6.0	*	*	5.4	4.7	3.8	2.9	2.1	1.5	1.2	1.0	.8	.7	.4	.3
7.5	7.3	6.6	6.0	5.2	4.2	3.3	2.3	1.6	1.3	1.2	.9	.7	.5	.4
10.0	8.3	8.0	6.8	5.9	4.8	3.7	2.6	1.9	1.5	1.3	1.1	.8	.5	.4
12.5	9.2	8.4	7.5	6.5	5.3	4.1	2.9	2.0	1.7	1.4	1.2	.9	.6	.5
15.0	9.9	9.0	8.1	7.0	5.7	4.4	3.1	2.2	1.8	1.6	1.3	1.0	.6	.5
20.0	11.1	10.1	9.1	7.8	6.4	5.0	3.5	2.5	2.0	1.8	1.4	1.1	.7	.6
25.0	12.0	11.0	9.8	8.5	6.9	5.4	3.8	2.7	2.2	1.9	1.5	1.2	.8	.6
30.0	12.7	11.6	10.4	9.0	7.3	5.7	4.0	2.8	2.3	2.0	1.6	1.3	.8	.6
40.0	13.6	12.4	11.1	9.6	7.8	6.1	4.3	3.0	2.5	2.1	1.8	1.4	.9	.7
50.0	13.9	12.7	11.3	9.8	8.0	6.2	4.4	3.1	2.5	2.2	1.8	1.4	.9	.7

* Statistically unreliable, as the 95% interval is greater than the value itself.

How To Read This Table:

If The Base Is (i.e., Unweighted Sample Shown At The Top Of The Column) 1000
 And A Magazine Has A Readership Of 5.0%
 Then The 95% Confidence Interval Is 5.0% ± 1.4%
 (i.e.) 3.6% 6.4%

Table Of Confidence Intervals—Table 2 (000's)
(95% Confidence Interval Using Formula A)

Use this table when you know the weighted and unweighted readership for an individual cell.¹

Unweighted # In Cell	Weighted Readership					
	25M	50M	100M	250M	500M	1000M
20	± 11M	± 22M	± 44M	± 110M	± 219M	± 438M
30	9	18	36	89	179	358
40	8	15	31	77	155	310
50	7	14	28	69	139	277
75	6	11	23	57	113	226
100	5	10	20	49	98	196
125	4	9	18	44	88	175
150	4	8	16	40	80	160
200	3	7	14	35	69	139
500	2	4	9	22	44	88
1000	2	3	6	15	31	62

How To Read This Table:

If The Weighted Readership Figure Is..... 250M Readers
 And The Unweighted # Interviews Per Cell Is 150
 Then The 95% Confidence Interval For Readership Is 250M ± 40M
 (i.e.) 210M-290M

Note: All estimates of error are approximations. This particular table uses a version of formula "A" which overstates the error range by a small amount. If you wish to correct for this overstatement, multiply the above figures by the correction factors below:

Readership (%)	Correction Factor
1	.99
5	.97
10	.95
20	.89
30	.84
40	.77
50	.71
60	.63

Example: Using above example, if 250,000 readers = 5% readership then the error range is... 40M x 0.97 = 39M

¹. These types of data are frequently provided by online suppliers via terminal.

Table Of Confidence Intervals—Table 3
(95% Confidence Interval Using Formula A)

Use this table when you wish to estimate the confidence range around a readership percentage, and you know the unweighted readership for an individual cell.¹

Unweighted # In Cell	Weighted Readership %									
	.5%	1%	2%	5%	10%	15%	20%	25%	35%	50%
10	.3	.6	1.2	3.0	5.9	8.6	11.1	13.4	17.5	21.9
20	.2	.2	.8	2.1	4.2	5.6	7.8	7.2	12.3	15.5
30	.2	.3	.6	1.7	3.3	4.6	6.4	7.7	10.1	12.7
40	.2	.3	.6	1.5	2.9	4.3	5.5	6.7	8.7	11.0
50	.1	.3	.6	1.3	2.6	3.8	5.0	6.0	7.8	9.8
60	.1	.2	.4	1.2	2.4	3.5	4.5	5.5	7.1	8.9
75	.1	.2	.4	1.1	2.1	3.1	4.0	4.9	6.4	8.0
100	.09	.2	.4	.9	1.8	2.7	3.5	4.2	5.5	6.9
125	.09	.2	.4	.9	1.7	2.4	3.1	3.8	4.9	6.2
150	.08	.2	.4	.8	1.5	2.2	2.9	3.5	4.5	5.7
200	.07	.1	.2	.7	1.3	1.9	2.5	3.0	3.9	4.9
500	.04	.1	.2	.4	.8	1.2	1.6	1.9	2.5	3.1
1000	.03	.1	.2	.3	.6	.9	1.1	1.3	1.7	2.2

How To Read This Table:

If The Weighted Readership Figure Is 5%
 And The Unweighted # Interviews Per Cell Is 100
 Then The 95% Confidence Interval For Readership Is 5% ± 0.9%
 (i.e.) 4.1%–5.9%

¹. These type of data are frequently provided by online suppliers via terminal.