

PMB 2011 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 July 2011, the Research Committee Members are:

BUYERS

SELLERS

Jennifer Clark	AEGIS MEDIA NORTH AMERICA	Michèle Hammond	MÉDIAS TRANSCONTINENTAL
Richard Ivey	MEDIA EXPERTS	Ann Sullivan	POSTMEDIA NETWORK INC.
Chris Herlihey	MEDIABRANDS	John Ludgate	READER'S DIGEST
David O'Neill	MEDIACOM CANADA	Ann Heinmaa	ROGERS MEDIA
Jake Norman	MINDSHARE CANADA	Lilia Lozinski	ST. JOSEPH MEDIA
Greg Ramsay	STARCOM MEDIAVEST	Mark Tuinstra	THE GLOBE AND MAIL
		Wendy Lambie	TRANSCONTINENTAL

THE SURVEY

The PMB 2011 FALL survey is designed to meet the industry needs for fair and impartial print media research in Canada. PMB 2011 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 2011 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 2011 FALL 2-Year results are based on interviewing between April 2009 and March 2011.

PMB 2011 FALL 1-Year results are based on interviewing between April 2010 and March 2011.

Interview Period	April 2009 – March 2010	April 2010 – March 2011	Sample
PMB 2011 FALL 2-Year	X	X	22,678
PMB 2011 FALL 1-Year		X	11,305

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 2011 FALL study includes readership data for 107 publications:

Publication Type	PMB 2011 SPRING	PMB 2011 FALL
	2-Yr Database #Reported	2-Yr Database #Reported
National English	47	42
French	40	41
Regional English	19	22
Bilingual	3	2
TOTAL	109	107

Of the 107 titles reported, three entered measurement in October 2009 (*Chill, Teen Tribute and Revue Espaces*). Their readership in PMB 2011 FALL release is based on 18 measured months and 6 months imputed using statistically approved methods.

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. TNS Canadian Facts supervisors verify a minimum of 20% of interviews.

8) **Discontinued Measurement**

a) **Data is not available:**

HOUR	Ceased Measurement October 2010
Femme d'Aujourd'hui	Ceased Measurement October 2010
Glow	Ceased Measurement January 2011

b) **Data is available in PMB 2011 Fall via numeric coding:**

The Health Journal	Ceased Measurement April 2011
EYE Weekly	Ceased Publication April 2011
Harrowsmith Country Life	Ceased Publication April 2011

9) **Special Circumstances for Publications**

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

<u>Previous Title</u>	<u>New Title/ Reported As</u>
Affaires Plus/a+	a+

- b) **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.
- c) **National Post:** Summer of 2009 (June 28 – Sep 7) and 2010 (July 5 – Sep 6), National Post discontinued Monday issues. The Average weekday readership for National Post is therefore based on the 4 issues Tuesday-Friday. See Technical Appendix for full details.
- d) **Metro (6 Markets):** All 6 Metro Newspaper editions are grouped and reported in a single line 'Metro (6 Markets)' in addition to Metro Toronto, Metro Vancouver and Metro Montreal.
- e) **Teen Tribute:** Reinstated for reporting in 2010 fieldwork and included in 2-year database via imputation.
- 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 was made to reflect the frequency change:

a+	8 to 7	January 2011
Financial Post Magazine	10 to 9	January 2011
Fleurs Plantes Jardins	7 to 6	January 2011
MoneySense	6 to 7	January 2011
Vancouver Magazine	9 to 10	January 2011
Western Living	9 to 10	January 2011
a+	10 to 8	January 2010
Canadian Gardening	7 to 6	January 2010
Canadian Home Workshop	9 to 6	January 2010
Financial Post Magazine	11 to 10	January 2010
La Magazine Jobboom	10 to 6	January 2010
LOULOU (Eng)	11 to 8	January 2010
LOULOU (Fr)	11 to 8	January 2010
MOI & cie	21 to 12	January 2010
Outdoor Canada	8 to 6	January 2010
Parents Canada	4 to 6	January 2010
Ricardo	5 to 8	January 2010
Tribute	7 to 6	January 2010
Vancouver Magazine	10 to 9	January 2010
Western Living	10 to 9	January 2010

- g) 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 (two weeks and three weeks) on the weekly scale card. A similar process is followed for *Westworld Alberta*, which is a publication with a frequency of five times per year whose correct qualifying interval is 2.5 months. For these publications, all readership claims up to "past two months" are counted as readers, plus 50% of those who claim readership in the past three months.

9) **Special Circumstances for Publications (Continued)**

h) PMB readership information as collected from respondents does not distinguish between special issues and regular issues. In cases where special issues have substantial circulation they are included in the estimate for the average publication interval and consequently the qualifying interval differs from that which would obtain based on the regular issue frequency. This applies to one publication in PMB 2011 Fall:

- **Chill** - average publication interval is Past 7weeks (vs. Past 2 months for regular issues)

10) **Reporting**

a) PMB is pleased to provide members with the following data at www.pmb.ca:

- Top Line Readership results (all 12+)
 - All publications
 - Readership
 - Readers per copy
- Readership by demographics
 - All publications
 - Full two 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 2,000 products and services

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

11) **Explanation Of Symbols Used**

<u>Symbols</u>	<u>Explanation</u>
H or H%	Percentage calculated horizontally
V or V%	Percentage calculated vertically
M or 000	Thousands (does not apply to unweighted figures)
I	This is a measure of the relative degree of association between the two variables, e.g.between readership of the publication and a demographic characteristic. It is relative to the total base = 100. A number greater than 100 indicates positive association, less than 100 indicates negative association.
*	Unweighted Cell Count 21-40 – Single Asterisk
**	Unweighted Cell Count <21 – Double Asterisk