

# **NADbank<sup>®</sup> 2009**

**2009 DAILY NEWSPAPER READERSHIP STUDY**

## **TECHNICAL REPORT**

Sponsored by:

**PARTICIPATING MEMBERS OF NADBANK INC.**

# TABLE OF CONTENTS

---

	Page
A. INTRODUCTION.....	1
1. Membership And Management.....	1
2. Objectives.....	1
3. Method.....	1
4. Content.....	2
5. Markets.....	5
B. SAMPLING.....	7
1. Sample Method.....	7
2. Sampling Operations—Plus Digit Markets.....	7
3. Sampling Operations—Directory Sample Markets.....	10
4. Language Screening.....	11
5. Respondent Selection.....	11
C. DATA COLLECTION.....	17
1. Interviewing Period.....	17
2. Telephone Interviewing Locations.....	17
3. Training Procedures.....	18
4. Field Effort.....	19
5. Quality Control.....	21
D. RESPONSE RATES.....	22
1. The Telephone Survey.....	22
2. Mail Survey.....	23
E. READERSHIP MEASUREMENTS.....	29
1. Readership Questionnaire Revised in 2001.....	29
2. Resident and Non-Resident Newspapers.....	29
3. Average Issue Audience.....	31
4. Weekday Or Five Day Cume.....	31
5. Six Or Seven Day Cume.....	31
6. Readership Of TV Listings.....	31
7. Duplicate Readership.....	31
8. Time Spent Reading Resident Newspaper.....	32
F. DEFINITIONS.....	32
1. Quintiles.....	32
2. Average Time Spent Watching Television, Listening To The Radio, Reading A Magazine Or On-Line.....	32
3. Sample Size.....	33
4. Unweighted Count.....	33
5. Population Base (Projected Population).....	33
6. Household Base.....	33
7. Base.....	34
8. Census Metropolitan Area (CMA).....	34

## TABLE OF CONTENTS (cont'd)

---

	Page
9. Census Agglomerations (CA).....	34
10. PMA.....	34
11. Extended Markets .....	34
12. Average Income (Household and Personal) .....	35
13. Education Summary .....	36
14. Average Age.....	36
15. Language.....	36
16. Family Status.....	37
17. Average Expenditures .....	38
18. Occupation .....	41
G. QUESTIONNAIRE CHANGES.....	47
1. The Telephone Interview.....	47
2. Mail Product Survey .....	47
3. Pre-Testing.....	47
H. EDITING AND CODING.....	48
1. The Telephone Interview.....	48
2. The Mail Questionnaire .....	48
I. ASCRIPTION .....	51
1. Income.....	51
2. Clustering Markets for Income Ascription .....	57
3. Product Data .....	59
J. WEIGHTING PROCEDURES .....	65
1. Purpose Of Weight Schemes.....	65
2. Application Of Weighting .....	65
3. Independent Estimates Of Households And Population .....	69
4. Distribution Of Final Population Weights By Market .....	81
5. Margin of Error .....	85
K. NEWSPAPERS AND TELEVISION MAGAZINES MEASURED IN NADBANK®2009 .....	86
1. Readership/Product Markets.....	86
2. Readership Only Markets.....	93

## **A. INTRODUCTION**

### **1. Membership And Management**

The Newspaper Audience Databank (NADbank<sup>®</sup>) is an annual urban market study initiated and funded by daily newspaper members of NADbank Inc. The study is managed by NADbank Inc. and designed and overseen by a Technical Committee representing member newspapers, advertisers and advertising agencies. The 2009 study was conducted by TNS Canadian Facts.

### **2. Objectives**

The overall objectives of the study are to:

- Measure Canadian daily newspaper audiences on a market by market basis;
- Provide information on consumer behaviour such as product usage and purchase intent, retail shopping habits, travel and leisure activities.

### **3. Method**

NADbank continues to be a two-part survey in most markets; a telephone interview which collects readership and demographic data, followed by a self-completed mail questionnaire which collects detailed product usage, retail shopping and lifestyle data. The telephone interview is computer controlled by a CATI system.

The measurement period for NADbank<sup>®</sup> 2009 is comprised of two waves. The Winter/Spring wave covers the period from January to June. The Fall wave measures the period from September to December.

A total of forty-one markets are participating in NADbank 2009. Of these, fifteen participated only in the telephone survey. They are:

Halifax EMA	Belleville
Charlottetown	Sarnia
Summerside	Chatham
Cape Breton	Prince George
New Glasgow	Medicine Hat
Truro	Red Deer
Brantford	Lethbridge
Orillia	

## **4. Content**

### **a) The Telephone Questionnaire**

The telephone questionnaire collects media behaviour, newspaper readership information and demographics. Specifically, the following information was collected:

- Media behaviour:
  - TV Watching
  - Radio listening, including stations
  - Magazine readership
  - Internet access, including newspapers
- Newspaper readership:
  - Three month screen
  - Weekday (read yesterday)
  - Weekend (read last Saturday/Sunday)
  - Frequency
  - Time spent reading
  - Method of receipt
  - Content readership
  - TV magazines
- Demographic information about the respondent; both personal and household.

Markets that participate in the readership-only study have the option of measuring readership of community newspapers if these are their major competitors. In 2009, readership of community newspapers<sup>1</sup> was included in Charlottetown, Summerside, New Glasgow, Belleville, Sarnia, Chatham, Orillia, Red Deer, Lethbridge and Prince George. All readership-only market respondents are also asked about media relied on for different categories of information.

### **b) The Mail Questionnaire**

The mail product survey collected the following information:

- Media reliance sources
- Time spent with media
- Internet access and usage
- Book purchase

---

<sup>1</sup> Community newspaper readership was also measured in the Halifax, Saint John, Kingston, St. Catharines and Vancouver readership questionnaires in 2009. Business publication readership was measured in the Montreal & Quebec City readership questionnaires in 2009.

- CD purchase
- DVD purchase/rental
- Customer reward/loyalty programs
- Daily newspaper classified usage
- Flyers/inserts
- Television viewing habits
- Lottery ticket expenditure
- Photography / Film and Photo-finishing
- Participation in hobbies, outdoor activities, individual and team sports, fitness and exercise.
- Professional sporting events attended
- Leisure activities-Arts and Entertainment
- Local attractions/annual events attended
- Movie attendance
- Restaurants
- Gift cards
- Vacation/Leisure travel
- Business travel
- Automotive - vehicle ownership, future purchases
- Auto Services, supplies/products, tires
- Roadside assistance program
- Car, truck or van rental
- Retail shopping - Personal categories (e.g., men's clothing, women's clothing, shoes/footwear etc.)
- Shopping malls/districts
- Grocery shopping
- Alcoholic beverage consumption
- Retail shopping - Household categories (e.g., major appliances, furniture, home entertainment, computer hardware and software)
- Long distance expenditure
- Cell phones
- Personal electronic devices
- Home improvements
- Retail shopping - Home accessories, building and gardening supplies
- Banking/financial services and investments
- Credit Cards
- Real estate/Home purchase
- Business influence

- Life events/Lifestyle changes
- Pets

**c) Proprietary Questions**

In addition to the national questions, NADbank members can ask a limited number of proprietary questions within specified markets. These are included in the mail questionnaire and always positioned at the end of the questionnaire. The data for these questions are provided only to the individual member.

## 5. Markets

The markets included in NADbank® 2009 are as follows:

Markets:	Population (18+) <sup>3</sup>	Market Boundary <sup>4</sup>	2009 Target Sample	2009 Actual Sample
<b>Atlantic:</b>				
2.5 St. John's, Nfld.	146,962	CMA	500	531
2.3 Charlottetown	49,161	CA	225	246
2.3 Summerside	12,830	CA	225	253
3 Halifax	319,344	CMA	400	413
2.3 Halifax EMA	609,372	EMA	100	105
2.3 Cape Breton	84,326	CA	225	232
2.3 New Glasgow	28,859	CA	225	244
2.3 Truro	37,209	CA	225	234
3 Moncton	108,998	CMA	250	296
3 Saint John, N.B.	99,770	CMA	250	242
3 Fredericton	71,855	CA	250	254
<b>Québec:</b>				
2.6 Saguenay	122,515	CMA	500	509
2.6 Trois-Rivières	118,552	CMA	500	510
2.6 Sherbrooke	134,161	CMA	500	519
2.6 Granby	57,781	CA	450	463
3 Québec City	610,891	CMA	1000	966
3 Montréal CMA	3,019,660	CMA	3000	2924
-Cross-Section	N/A	CMA	2700	2610
1 -Oversample	N/A	CMA	300	314
Montreal EMA	155,205	EMA	400	437
<b>Ontario:</b>				
3 Ottawa-Gatineau	953,386	CMA	1900	1875
3 Kingston	127,547	CMA	250	241
3 Toronto CMA	4,434,630	CMA	4000	4028
3 Oshawa	273,527	CMA	400	405
3 Hamilton	579,132	CMA	600	599
3 Kitchener	375,441	CMA	650	657
3 Guelph	105,212	CMA	400	405
3 London	383,539	CMA	400	402
3 St. Catharines PMA	169,081	CMA	225	223
3 Niagara-Welland	156,163	CMA	350	345
3 Windsor	260,795	CMA	400	402
2.3 Brantford	106,564	CMA	250	287
2.6 Cornwall	47,979	CA	225	232
2.5 Peterborough	94,965	CA	225	236

*continued...*

<b>Markets:</b>	<b>Population (18+)<sup>3</sup></b>	<b>Market Boundary</b>	<b>2009 Target Sample</b>	<b>2009 Actual Sample</b>	
<b><i>Ontario (con't):</i></b>					
2,3	Orillia	34,945	CA	225	235
2,6	Sudbury	130,058	CMA	225	229
2,6	North Bay	50,874	CA	225	406
2,6	Timmins	33,716	CA	225	238
2,6	Sault Ste. Marie	65,270	CA	225	232
2,6	Thunder Bay	98,056	CMA	300	302
2,3	Belleville	74,616	CA	225	257
2,5	Cobourg/Port Hope	36,247	CA	300	301
2,6	Barrie	141,544	CMA	275	276
2,3	Sarnia	72,522	CA	225	215
2,5	Owen Sound	26,841	CA	225	223
2,3	Chatham	87,452	CA	225	244
<b><i>Prairies:</i></b>					
3	Winnipeg	574,699	CMA	800	750
2,5	Brandon	37,992	CA	225	242
3	Regina	162,914	CMA	400	408
3	Saskatoon	197,656	CMA	400	372
2,3	Medicine Hat	60,082	CA	225	234
3	Calgary	956,498	CMA	1600	1559
2,3	Red Deer	70,709	CA	225	228
3	Edmonton	914,296	CMA	1400	1309
2,3	Lethbridge	81,630	CA	225	222
<b><i>British Columbia:</i></b>					
2,5	Kamloops	77,380	CA	225	231
2,3	Prince George	68,106	CA	275	281
3	Vancouver	1,874,612	CMA	2600	2629
3	Victoria	291,009	CMA	400	387

- Note:
1. The Montréal Oversample represents respondents where language spoken most often at home is not French.
  2. Telephone survey only.
  3. Estimated population June, 2009 (Statistics Canada).
  4. Statistics Canada urban market boundaries.
  5. Populations and sample sizes reflect the 2007 participation year.
  6. Populations and sample sizes reflect the 2008 participation year.

## **B. SAMPLING**

### **1. Sample Method**

A Plus Digit telephone sample is used in most markets in NADbank 2009. This sampling procedure modifies a known live residential telephone number by adding a random number to the last digit. The objective is to improve the probability of reaching households that are currently omitted from the listing of published residential numbers; either because the household has requested a non-published telephone number or because it has recently moved. Details of the procedure used are provided in Section 2.

An exception is made to the practice of using a Plus Digit telephone sample in the case of smaller urban markets that choose to participate only in the readership portion of the survey. For these markets, the sample is drawn from the universe of published household telephone numbers and no subsequent modifications are made. Further details are provided in Section 3.

The total annual sample for any participating market is randomly assigned to eight equal streams. Four of the eight streams are assigned to the Spring wave of interviewing and four to the Fall wave. In the Spring 2009 wave, the four streams were issued in weeks 1, 3, 5 and 7. In the Fall 2009 wave, two streams were issued in week 20 and two were issued in week 21.

### **2. Sampling Operations—Plus Digit Markets**

The following steps were undertaken in the preparation of the NADbank<sup>®</sup> 2009 sample:

- a) Geographic stratification;
- b) Definition of market boundaries by postal code (FSA/LDU);
- c) Preparation of a seed sample of live residential telephone numbers from a directory listing company (Info Canada).
- d) Sample modification by adding a random number to the last digit of each telephone number in the seed sample;
- e) Following the creation of the randomized (+ digit) sample, the file was compared with the file of listed non-residential numbers and all matches were indicated.
- f) Random assignment of the sample to eight sample streams (A, B, C, D, E, F, G and H) Within each stream, sample is randomly divided into the

five interviewing days (Tuesday to Saturday) and, within each day, into 10 equal replicates. Streams A, B, C and D were used for the Spring wave. The Fall wave comprised streams E to H.

- g) Household contact screening in the Montréal market to determine language information for the over-sample of non-French sample requirements;
- h) Random selection of one particular individual to be interviewed.

Each step is described in detail below.

#### **a) Geographic Stratification**

In order to facilitate regional sampling, the St. Catharines-Niagara CMA, the Hamilton CMA and the Ottawa-Gatineau CMA are each stratified into two sub-regions.

- St. Catharines-Niagara CMA
  - St. Catharines PMA
  - Niagara - Welland (Balance of St. Catharines CMA)
- Hamilton CMA
  - Burlington Census Subdivision
  - Hamilton PMA
- Ottawa-Gatineau CMA
  - Ottawa
  - Gatineau

The Ottawa-Gatineau sample is drawn disproportionate to population in order to yield a larger base of respondents in Gatineau. The same is true for the Niagara Welland component of St. Catharines-Niagara.

#### **b) Definition Of Market Boundaries**

The market boundaries (CMA/CA) are defined as closely as possible by the full postal code (FSA/LDU). As the boundaries of postal codes do not always coincide with Statistics Canada census boundaries, some postal codes are included that are, in part, outside the defined CMA, CA or other geographical universe. At the analysis stage, at least 95% of final completions within each market are within the defined boundary. The remaining 5% may be located slightly outside the area. This procedure is described in more detail in section D.

**c) Creation Of Seed Sample**

The seed sample is drawn randomly from a universe consisting of all live residential telephone subscribers in the market area, as defined by the postal codes. No pre-stratification is used.

Once the seed sample has been prepared, the postal code attached to each telephone number is compared with the list of applicable FSAs to ensure that there are no significant gaps and that no out of boundary FSAs are included.

A sample of participating markets then is selected for further analysis. In these markets, the proportion of seed sample numbers by FSA is compared with Canada Post household counts for each of these FSAs. The expectation is that the two distributions should be similar. If true, the seed sample distributions are presumed to be appropriate for all markets. For the 2009 study, comparisons were made for 10 markets and the distributions were found to be acceptable in all cases.

**d) Sample Modification (Plus-Digit)**

The seed sample is modified by the addition of a random number to the last digit of each telephone number. In the 2009 study a “one” was added to each number. (For example: 416 123 6785 became 416 123 6786).

**e) Sample Pre-Cleaning**

After the random Plus-Digit was added to each sample record, the sample file was compared with the Info Canada file of published business telephone numbers and a record was made of each match.

In aggregate, a total of 7,747 numbers, or 4 % of the gross sample, was identified as a business number at the pre-cleaning stage. These numbers were left in the sample but not dialed. They were then logged in the record of contact as a non-residential number.

After the business number pre-cleaning, the file was passed to a third party organization to be cleaned for Not-in-Service numbers.

Each number is mechanically dialed and the Telco status code is read and recorded. By this means, many of the NIS numbers were pre-identified. As with the business numbers, they were left in the sample but not dialed.

In 2009, a total of 49,460 numbers representing 27% of the gross sample was pre-identified as a Not-in-Service number.

Exhibit 3-a shows the proportion of telephone numbers by market pre-identified as either a business telephone number or a not-in-service number.

**f) Random Assignment Into Streams**

The sample for the Spring wave was issued in four **equal** streams (A, B, C and D), with each stream allocated to five equal day of week sub-samples (Tuesday to Saturday) and each day of week sub-sample further divided into ten equal replicates. The streams were issued in each of weeks 1, 3, 5 and 7.

The sample for the Fall wave also was issued in four equal streams (E to H). Streams E and F both were issued in field week 20 and both streams G and H were issued in week 21. Based on a review of the Spring interviewing, sample sizes for E through H streams were modified in some markets to adjust for either over or under achievement versus the spring target. Markets where Fall sample was adjusted are identified in Exhibit 2.

Each stream was treated identically in terms of field effort. Each stream was dialed for 13 weeks irrespective of the number of completions and response rate achieved. Dialing was rigidly controlled by day of week for eight weeks. In weeks 9 through 12, the available sample was dialed each day until it was resolved. In week 13, all remaining active numbers were brought forward and dialed each day.

**3. Sampling Operations—Directory Sample Markets**

With two exceptions, the procedures used to produce a telephone directory sample are identical to those previously described for the Plus Digit Markets. The exceptions are that no random digit is applied (2-d).

In 2009, a listed directory sample was used in sixteen markets: Halifax EMA, Charlottetown, Summerside, Truro, New Glasgow, Cape Breton, Montreal EMA, Belleville, Orillia, Brantford, Sarnia, Chatham, Red Deer, Medicine Hat, Lethbridge and Prince George.

Exhibit 1 shows the call plan by stream and day of week, Exhibit 2 shows the actual sample issued by stream and Exhibit 3 shows the proportion of completions achieved on each day.

#### **4. Language Screening**

In the Montréal CMA, there is a requirement for an over-sampling of the "non-French" population. For the over-sample survey, households are screened at the household contact stage for "non-French" eligibility. Home language is used to define "non-French". If French and other languages are both used in the home, "non-French" is determined on the basis of mother tongue. If classification is not possible with the use of either home language or mother tongue, the language of interview is used to classify the respondent.

#### **5. Respondent Selection**

The "recent birthday" method is used to randomly select one individual from within the household. The selected individual is the person 18 years of age or older who most recently had a birthday. No substitutions are permitted. The exceptions to the "no substitution" rule are as follows:

- If it is established on the first household contact that the selected respondent will be away for the duration of the survey period, the person with the next most recent birthday can be substituted;
- If it is established that the selected respondent lives in more than one location and spends more days in the other location(s), the household can be re-screened with this person excluded.

EXHIBIT: 1

NADbank® 2009 Release Of Sample Streams By Week Of Interviewing  
Spring Wave

Field Week	Week Beginning Tuesday	Stream A	Stream B	Stream C	Stream D
1	Jan 20	Control			
2	Jan 27	Control			
3	Feb 03	Control	Control		
4	Feb 10	Control	Control		
-	Feb 17	<b>Family Day – No Interviewing This Week</b>			
5	Feb 24	Control	Control	Control	
6	Mar 03	Control	Control	Control	
7	Mar 10	Control	Control	Control	Control
8	Mar 17	Control	Control	Control	Control
9	Mar 24	Open	Control	Control	Control
10	Mar 31	Open	Control	Control	Control
11	Apr 07	Open	Open	Control	Control
-	Apr 14	<b>Easter – No Interviewing This Week</b>			
12	Apr 21	Open	Open	Control	Control
13	Apr 28	Clean Up	Open	Open	Control
14	May 05		Open	Open	Control
15	May 12		Clean up	Open	Open
-	May 19	<b>Victoria Day – No Interviewing This Week</b>			
16	May 26			Open	Open
17	June 02			Clean Up	Open
18	June 09				Open
19	June 16				Clean Up

Fall Wave

Field Week	Week Beginning Tuesday	Stream E	Stream F	Stream G	Stream H
20	Sept 15	Control	Control		
21	Sept 22	Control	Control	Control	Control
22	Sept 29	Control	Control	Control	Control
23	Oct 06	Control	Control	Control	Control
-	Oct 13	<b>Thanksgiving – No Interviewing This Week</b>			
24	Oct 20	Control	Control	Control	Control
25	Oct 27	Control	Control	Control	Control
26	Nov 03	Control	Control	Control	Control
27	Nov 10	Control	Control	Control	Control
28	Nov 17	Open	Open	Control	Control
29	Nov 24	Open	Open	Open	Open
30	Dec 01	Open	Open	Open	Open
31	Dec 08	Open	Open	Open	Open
32	Dec 15	Clean Up	Clean Up	Open	Open
33	Dec 22			Clean Up	Clean Up

**EXHIBIT: 1 (Continued)**  
**NADbank® 2009 Interviewing Plan For Each Sample Stream**  
**By Day Of Week**

<b>Dialing Week</b>	<b>Tuesday Sample</b>	<b>Wednesday Sample</b>	<b>Thursday Sample</b>	<b>Friday Sample</b>	<b>Saturday Sample</b>
1	Tuesday	Wednesday	Thursday	Friday	Saturday
2	Tuesday	Wednesday	Thursday	Friday	Saturday
3	Wednesday	Thursday	Friday	Saturday	Tuesday
4	Wednesday	Thursday	Friday	Saturday	Tuesday
5	Thursday	Friday	Saturday	Tuesday	Wednesday
6	Thursday	Friday	Saturday	Tuesday	Wednesday
7	Wed, Thurs	Tues, Fri	Tues, Sat	Wed, Sat	Thurs, Fri
8	Fri, Sat	Thurs, Sat	Wed, Fri	Tues, Thurs	Tues, Wed
9			Open Dialing		
10			Open Dialing		
11			Open Dialing		
12			Open Dialing		
13	Clean-up/Make Up Any Missed Control Sample Dialing Nights				

**EXHIBIT: 2**  
**NADbank® 2009 - Issuance Of Telephone Sample**

Sample Stream									Gross
Market	A	B	C	D	E	F	G	H	Sample
<b>Atlantic:</b>									
<sup>2,3</sup> Charlottetown	76	75	75	75	95	94	94	95	679
<sup>2,3</sup> Summerside	79	79	80	79	106	107	107	106	743
<sup>4</sup> Halifax	276	273	275	274	250	250	250	249	2097
<sup>2</sup> Halifax EMA	38	38	38	37	38	38	38	37	302
<sup>2,4</sup> Cape Breton	80	79	80	80	70	70	70	69	598
<sup>2,4</sup> New Glasgow	83	83	82	82	70	70	70	70	610
<sup>2,3</sup> Truro	88	88	87	87	94	94	94	93	725
<sup>3</sup> Moncton	138	138	138	136	238	238	235	237	1498
Saint John, N.B.	162	162	163	161	162	162	161	162	1295
Fredericton	148	147	148	147	148	148	147	147	1180
<b>Québec:</b>									
<sup>3</sup> Québec City	444	443	443	443	474	473	473	473	3666
<sup>4</sup> Montréal Cross-Section	1650	1649	1647	1648	1639	1638	1638	1638	13147
<sup>1,4</sup> Montréal Oversample	750	749	750	750	681	679	680	681	5720
Montréal EMA	138	138	137	137	150	150	150	150	1150
<b>Ontario:</b>									
<sup>3</sup> Ottawa-Gatineau	1346	1348	1346	1347	1380	1382	1382	1378	10909
Kingston	181	181	181	181	181	181	181	180	1447
<sup>3</sup> Toronto CMA	4599	4599	4602	4600	4853	4851	4861	4855	37820
<sup>3</sup> Oshawa	274	273	275	273	315	312	314	314	2350
<sup>3</sup> Hamilton	463	460	462	460	555	555	555	553	4063
<sup>3</sup> Kitchener	475	475	473	472	501	502	503	505	3906
<sup>3</sup> Guelph	260	262	259	260	283	282	283	284	2173
<sup>4</sup> London	283	284	286	285	342	341	340	342	2503
St. Catharines PMA	164	167	170	169	177	176	176	175	1374
<sup>3</sup> Niagara-Welland	293	293	294	291	343	341	341	342	3538
<sup>3</sup> Windsor	283	283	282	281	318	317	317	317	2398
<sup>2,3</sup> Brantford	95	95	95	95	183	182	182	182	1109
<sup>2,3</sup> Orillia	108	108	109	107	141	142	143	143	1001
<sup>2,3</sup> Belleville	94	94	94	93	125	125	125	125	875
<sup>2,3</sup> Sarnia	91	91	91	89	123	122	123	123	853
<sup>2,3</sup> Chatham	93	94	94	92	150	150	149	149	971
<b>Prairies:</b>									
<sup>3</sup> Winnipeg	673	671	670	675	710	705	709	705	5518
<sup>3</sup> Regina	245	244	244	245	264	264	264	263	2033
<sup>3</sup> Saskatoon	225	225	224	224	245	242	244	244	1873
<sup>2,3</sup> Medicine Hat	96	94	95	95	119	118	119	118	854
<sup>3</sup> Calgary	1620	1620	1622	1618	1836	1838	1840	1834	13828
<sup>2,3</sup> Red Deer	94	94	95	94	106	107	107	106	803
<sup>3</sup> Edmonton	1245	1245	1249	1244	1430	1428	1426	1424	10691
<sup>2</sup> Lethbridge	97	97	97	97	97	97	97	97	776
<b>British Columbia:</b>									
<sup>2,3</sup> Prince George	109	110	109	109	160	159	159	158	1073
<sup>3</sup> Vancouver	3722	3720	3726	3727	4121	4116	4120	4123	31375
<sup>3</sup> Victoria	375	372	373	374	405	405	405	406	3115

Note: 1. The Montréal oversample represents non-French respondents.  
2. Telephone survey only.  
3. Sample increased for the Fall wave.  
4. Sample decreased for the Fall wave.

**EXHIBIT: 3**  
**NADbank® 2009**  
**Telephone Interview**  
**Completions By Day Of Week—Before Weighting**

Market	Tues	Wed	Thurs	Fri	Sat	Total
	%	%	%	%	%	#
<b>Atlantic:</b>						
Charlottetown	22	16	24	22	16	246
Summerside	23	25	20	14	17	253
Halifax	26	21	18	18	17	413
Halifax EMA	21	18	26	18	18	105
Cape Breton	22	24	15	19	21	232
New Glasgow	22	23	19	18	18	244
Truro	22	24	18	18	19	234
Moncton	28	21	17	13	21	296
Saint John, N.B.	21	21	24	19	14	242
Fredericton	27	25	19	15	15	254
<b>Québec:</b>						
Québec City	24	23	20	12	21	966
Montréal Cross-Section	22	21	20	17	20	2610
1 Montréal Oversample	16	20	21	16	18	314
Montréal EMA	20	22	18	17	22	437
<b>Ontario:</b>						
Ottawa-Gatineau	23	19	21	17	21	1875
Kingston	20	29	17	18	17	241
Toronto CMA	23	21	20	17	19	4028
Oshawa	23	20	22	16	19	405
Hamilton	26	22	19	16	17	599
Kitchener	26	21	21	16	15	657
Guelph	20	23	23	18	16	405
London	24	17	21	16	21	402
St. Catharines PMA	23	23	22	17	15	223
Niagara-Welland	23	21	21	16	19	345
Windsor	22	19	20	19	20	402
Brantford	28	18	19	15	21	287
Orillia	22	16	23	19	20	235
Belleville	24	24	18	15	19	257
Sarnia	19	28	21	13	19	215
Chatham	21	22	18	19	19	244
<b>Prairies:</b>						
Winnipeg	20	22	21	15	21	750
Regina	24	23	17	17	19	408
Saskatoon	22	22	18	18	20	372
Medicine Hat	24	25	14	19	18	234
Calgary	24	22	21	16	17	1559
Red Deer	22	19	24	14	21	228
Edmonton	22	23	18	18	19	1309
Lethbridge	27	21	20	17	19	222
<b>British Columbia:</b>						
Prince George	21	21	19	18	21	281
Vancouver	22	22	20	16	20	2629
Victoria	21	25	20	16	19	387

Note: 1. The Montréal oversample represents non-French respondents.

**Exhibit: 3-A)**  
**NADbank® 2009**  
**Proportion Of Gross Sample Pre-Identified As Business/Not-In-Service**

<b>Market</b>	<b>Total 2009 Gross Sample<sup>2</sup></b>	<b>Number Pre-Identified as business</b>	<b>Number Pre-Identified as NIS</b>	<b>% of Gross Sample</b>
<b>Atlantic:</b>				
2,3 Charlottetown	679	0	0	0
2,3 Summerside	743	0	0	0
2 Halifax	2097	70	597	31.8
3 Halifax EMA	302	0	0	0
2,3 Cape Breton	598	0	0	0
2,3 New Glasgow	610	0	0	0
2,3 Truro	725	0	0	0
2 Moncton	1498	63	385	29.9
Saint John, N.B.	1295	45	367	31.8
Fredericton	1180	58	288	29.3
<b>Québec:</b>				
2 Québec City	3666	135	1246	37.7
2 Montréal Cross-Section	13147	520	4270	36.4
1,2 Montréal Oversample	5720	209	1841	35.8
2 Montréal EMA	1150	0	0	0
<b>Ontario:</b>				
2 Ottawa-Gatineau	10909	383	3665	37.1
Kingston	1447	56	475	36.7
2 Toronto CMA	37820	1781	11166	34.2
2 Oshawa	2350	100	598	29.7
2 Hamilton	4063	186	1182	33.7
2 Kitchener	3906	191	892	27.7
2 Guelph	2173	109	584	31.9
2 London	2503	100	677	31.0
St. Catharines PMA	1374	59	364	30.8
2 Niagara-Welland	3538	89	720	22.9
2 Windsor	2398	108	525	26.4
2,3 Brantford	1109	0	0	0
2,3 Orillia	1001	0	0	0
2,3 Belleville	875	0	0	0
2,3 Sarnia	853	0	0	0
2,3 Chatham	971	0	0	0
<b>Prairies:</b>				
2 Winnipeg	5518	181	1352	27.8
2 Regina	2033	77	273	17.2
2 Saskatoon	1873	90	409	26.6
2,3 Medicine Hat	854	0	0	0
2 Calgary	13828	750	2693	24.9
2,3 Red Deer	803	0	0	0
2 Edmonton	10691	595	2265	26.8
3 Lethbridge	776	0	0	0
<b>British Columbia:</b>				
2,3 Prince George	1073	0	0	0
2 Vancouver	31375	1636	11593	42.2
2 Victoria	3115	156	1033	38.2

Note: 1. The Montréal oversample represents non-French respondents.  
2. Includes sample modified in the fall wave where relevant.  
3. Telephone survey only. Numbers from listed directory sample were not involved

## **C. DATA COLLECTION**

### **1. Interviewing Period**

#### **a) Telephone Survey**

Telephone interviewing for the Spring wave commenced in all markets on Tuesday, January 20, 2009. The last interviewing day was Saturday, June 20, 2009. Interviewing was suspended in all markets from February 17 through February 21 inclusive since newspapers in some markets did not publish on Family Day (February 16). Also, interviewing was suspended in all markets from April 14 through April 18 inclusive since newspapers in some markets had non-publishing days over the Easter weekend. Likewise, interviewing was suspended in all markets from May 19 to 23, due to non-publication by some newspapers on Victoria Day (May 18).

Telephone interviewing for the Fall wave began on Tuesday, September 15, 2009 and ran through to Wednesday, December 23, 2009. Interviewing in all markets was suspended from October 13 to 17 inclusive due to non-publication by some newspapers on Thanksgiving Day (October 12).

Interviewing was conducted on Tuesday through Saturday. Weekday interviewing was conducted from 5 p.m. to 9:30 p.m. (local time). On Saturdays, interviewing was conducted from 10 a.m. to 5 p.m. No interviewing was conducted on Sundays or Mondays.

#### **b) Mail Survey**

The first questionnaires were mailed on January 21, 2009. The last questionnaires were mailed on December 29, 2009. The last day for data acceptance for the 2009 release was February 10, 2010.

### **2. Telephone Interviewing Locations**

Telephone interviewing was conducted from three central location telephone (CLT) interviewing offices across Canada. The CLT offices are located in London, Montreal and Bathurst NB. Individual markets were assigned to a specific CLT according to proximity, capacity and language abilities.

### **3. Training Procedures**

All field supervisory and interviewing staff received extensive training prior to the start of data collection.

A Field Manual, developed specifically for NADbank, was updated for the 2009 study by the project team. The manual was provided to each supervisor, monitor and interviewer working on the study prior to the formal field briefings.

During the week prior to the start of field in January, local supervisors conducted a briefing session. Prior to the start of the Fall wave, local training sessions were conducted in each CLT by a senior project person (project director and/or national field management staff)

The briefing/training session, in which all field personnel participate, covered the following activities:

- an overall explanation of the study;
- a detailed review of the field manual;
- the study design;
- household and respondent selection procedures;
- recording call outcomes;
- the importance of minimizing refusals in both the telephone and mail-back surveys;
- monitoring procedures;
- questionnaire content;
- commonly asked respondent questions;
- mock interviews;
- daily reporting requirements (supervisors only).

The NADbank<sup>®</sup> field team comprised approximately 260 interviewers, of which about half worked on any given day.

#### 4. Field Effort

##### a) Telephone Survey

Throughout the field period, all active telephone numbers were continuously dialed as governed by the dialing plan for each stream.

The following callback procedures were applied to the sample:

**Busy:** A callback was made every 30 minutes, to a maximum of 3 times in one evening.

**No Reply Or Answering Machine:** A callback was made every 60 minutes, to a maximum of 2 times in one evening.

**Household Contact Indicates It Is Not Convenient Today:** The next call was made on the designated day of week the following week. However, the time was advanced forward or backward by 90 minutes.

**Refusals:** Household and respondent refusals were suspended for 2 weeks. They were recalled as follows:

- **1st refusal:** Recalled two weeks later on the design day of week.
- **2<sup>nd</sup> refusal:** Recalled two weeks later on the design day of week.
- **3<sup>rd</sup> refusal:** The number was suspended.

A number was deactivated if it met with any of the following seven conditions:

1. It was defined as a completed interview;
2. It was not in service;
3. It was a non-residential number;
4. After the household/respondent refused participation on 3 separate occasions. (All household and respondent refusals are assigned to a specially trained sub-group of interviewers in each CLT office. Every effort is made to complete an interview upon the initial contact. However, if this is not possible, then the household is assigned to the refusal team.);
5. After encountering a language problem at the household level on 3 separate occasions, or once it has been determined that there is a

language problem with the selected respondent. (Bilingual interviewers are used for the Moncton, Montréal and Ottawa-Gatineau markets and French only interviewers are used for all other Quebec markets (e.g., Quebec City). In all other markets only English language interviewers are used. Where language problems are encountered, numerous attempts are made to speak with another household member in order to identify the eligible respondent and conduct an interview. No substitutions are made for the eligible respondent);

6. If the selected respondent was unavailable throughout the entire field period;
7. After a number has had a minimum of 12 consecutive non-contact attempts (busy, no answer, answering machine). Each dial is counted as an attempt. (For example: two no-answers in one night count as two attempts). Any number that reaches this condition prior to the end of the control dial period (Week 8) is kept in the active sample until the first time it is called in the open dial phase.

In order to maximize completions, all remaining active numbers in the sample, including first and second refusals and appointments were brought forward and dialed in week 13 of each stream in all markets.

## **b) Mail Survey**

In the markets where product usage data was collected, all respondents completing the telephone survey were asked to participate in the self-completion mail survey. A cash incentive of \$5.00 was offered. The mail questionnaire typically was sent to all willing respondents the next business day following the telephone interview. A postage-paid return envelope was provided.

Reminders were initiated with all non-responding participants a specified number of days after the initial mailing:

- **Day 17:** A reminder card was mailed. A total of 12,283 respondents or 86% of those receiving a mail questionnaire were sent a reminder card.
- **Day 34:** The telephone reminder calls began. A total of 7,638 respondents or 54% of those sent a mail questionnaire received one or more calls. Up to three attempts were made to reach the designated respondent. On the third attempt, if a contact was made with the household but the respondent was not available, a message was left.

## **5. Quality Control**

### **a) Telephone Survey**

Throughout the entire telephone field period, stringent quality control procedures are continuously administered to ensure that the highest possible standards are met. In addition to the increased control a CATI system provides to the telephone interviewing and sample management, the following control procedures are operational:

- A continuous monitoring ratio of one-to-eight;
- An overall supervisory ratio of just over one-to-six;
- Daily verbal and electronic communication between each CLT and the national field controller;
- Daily monitoring by the project team of the previous night's activity in terms of number of completed interviews, level of refusals and overall sample position by market;
- Periodic monitoring of interviewing by the national field controller and project team;
- Periodic review of completions to-date through the use of topline reports of the readership and demographic data;
- Periodic field visits to the CLT offices by members of the project team.

### **b) Mail Survey**

The following quality control procedures were administered at the mailing stage of the self-completion questionnaire.

- A data file of mail questionnaire participants was created for each market. A market code and exclusive respondent number were assigned to each respondent. This enabled a complete record to be kept of the result of each mailing.
- Questionnaires were customized by market. To ensure the correct matching of questionnaire to respondent, each questionnaire had an exclusive market code which was also included in the data file and printed on the mailing label. These two numbers were checked for a match before mailing.

## **D. RESPONSE RATES**

### **1. The Telephone Survey**

For the telephone survey, all fully completed interviews were accepted into analysis. Questionnaires that met the editing criteria of an "eligible breakoff" were also included. (See Section H1 for description of the criteria to become an eligible breakoff.)

Based on the criteria outlined earlier in the Sampling Operations section, (refer to Section B2 and B3 pages 6 and 9) a gross sample of 181,639 telephone numbers was prepared.

All 181,639 telephone numbers were assigned. Of these, 115,481 were excluded from the sample frame for the following reasons:

#### **Excluded Telephone Numbers:**

- a) Not in service, non-residential;
  - Excluded as a business number prior to dialing
  - Not in service, non-residential at dialing
- b) Respondent not available throughout the field period (extended absence - away from home/illness);
- c) Language problems (other than French/English in bilingual markets, English in English language markets and French in French language markets);
- d) Ineligible household - no one 18 years plus;
- e) Ex-boundary disqualification in excess of 5% of total completions or records that are an unacceptable distance outside the defined geographic boundary.

Completions that are identified by their postal code or exchange as being outside the defined geographic boundary for each market are listed and reviewed on a record by record basis. It is acceptable for up to 5% of completions in each market to be located slightly outside the area. Any

completions in excess of 5% or that are an unacceptable distance outside the boundary are disqualified on a random basis.

- f) 100% of continuous non-contact numbers, defined as numbers having a minimum of 12 consecutive non-contacts after 8 weeks of dialing.
- g) Incomplete/unusable questionnaire.

**Reasons for failure to obtain an interview among the eligible numbers were:**

- a) Busy/No answer;
- b) Household/Respondent refusal.
- c) Unfulfilled appointment - respondent not available/household contact inconvenient;

The overall response rate, based on total eligible numbers, was 39%. The range by market was 27% to 56%. (See Exhibit 4 for market by market response rates)

## **2. Mail Survey**

A total of 14,268 respondents (63%) accepted a mail questionnaire. A total of 8,726 mail questionnaires (61%) were returned and, of these, 8,321 (58%) were accepted into analysis. The overall mail response rate (as a percent of the total participating telephone interviews) was 37 %.

Mail questionnaires were excluded from the analyses for the following reasons:

- a) Blank questionnaires
- b) Incomplete questionnaires (less than 50% completed)
- c) Questionnaires identified by the post office as undeliverable and which could not be re-addressed.

The tables following summarize exclusions and completion rates achieved based on interviews that were accepted into analysis for the telephone survey (Exhibit 4) and the mail survey (Exhibit 5).

**EXHIBIT: 4**  
**NADbank® 2009 Telephone Survey Record Of Call**

	Halifax	Moncton	Saint John NB	Fredericton	Québec City	Montréal Cross-Section	Montréal Over-Sample*	Montréal EMA	Ottawa/Gatineau	Kingston	Toronto	Oshawa	Guelph	Kitchener
	#	#	#	#	#	#	#	#	#	#	#	#	#	#
<b>Total Telephone Numbers Assigned</b>	<b>2097</b>	<b>1498</b>	<b>1295</b>	<b>1180</b>	<b>3666</b>	<b>13147</b>	<b>5720</b>	<b>1150</b>	<b>10909</b>	<b>1447</b>	<b>37820</b>	<b>2350</b>	<b>2173</b>	<b>3906</b>
<b>Acceptable Exclusions:</b>														
Not-In-Service/Non-Residential Respondent Not Available Throughout Study Period	973	740	619	569	1641	6180	2681	204	5064	733	19967	1013	933	1902
Language Problem (Household And Respondent)	19	20	13	9	65	162	30	23	167	5	374	23	26	26
No 18+ Years In Household	5	3	4	4	9	194	2051	2	78	6	839	13	17	37
Ex-Boundary Exclusions	0	0	0	0	1	1	0	0	2	0	17	1	1	6
Continuous Non-Contact (100%)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Incomplete Questionnaire	205	148	151	109	227	1077	399	106	1456	157	4922	255	345	433
<b>Total Excluded From Frame</b>	<b>1202</b>	<b>911</b>	<b>787</b>	<b>691</b>	<b>1943</b>	<b>7614</b>	<b>5161</b>	<b>335</b>	<b>6767</b>	<b>901</b>	<b>26119</b>	<b>1305</b>	<b>1322</b>	<b>2404</b>
<b>Total Potential Completions</b>	<b>895</b>	<b>587</b>	<b>508</b>	<b>489</b>	<b>1723</b>	<b>5533</b>	<b>559</b>	<b>815</b>	<b>4142</b>	<b>546</b>	<b>11701</b>	<b>1045</b>	<b>851</b>	<b>1502</b>
Busy/No Answer	10	4	10	10	25	153	44	16	122	6	323	24	28	17
Household/Respondent Refusal	1%	1%	2%	2%	1%	3%	8%	2%	3%	1%	3%	2%	3%	1%
Unfulfilled Appt./Respondent Unavailable / Household Contact Inconvenient	472	287	252	225	701	2661	180	349	2080	298	7177	609	405	821
	53%	49%	50%	46%	41%	48%	32%	43%	50%	55%	61%	58%	48%	55%
Completed Interviews	0	0	4	0	31	109	21	13	65	1	173	7	13	7
Eligible breakoffs included	0%	0%	1%	0%	2%	2%	4%	2%	2%	0%	1%	1%	2%	0%
Male completions	413	296	242	254	966	2610	314	437	1875	241	4028	405	405	657
<b>RESPONSE RATE</b>	<b>46%</b>	<b>50%</b>	<b>48%</b>	<b>52%</b>	<b>56%</b>	<b>47%</b>	<b>56%</b>	<b>54%</b>	<b>45%</b>	<b>44%</b>	<b>34%</b>	<b>39%</b>	<b>48%</b>	<b>44%</b>
<b>Mail Questionnaire Acceptance Rate:</b>	<b>64%</b>	<b>65%</b>	<b>66%</b>	<b>66%</b>	<b>63%</b>	<b>60%</b>	<b>62%</b>	<b>68%</b>	<b>58%</b>	<b>63%</b>	<b>63%</b>	<b>72%</b>	<b>55%</b>	<b>67%</b>

\* Includes rejected French language respondents.  
Note: Percentages do not always add to 100% due to rounding.

**EXHIBIT: 4 (Continued)**  
**NADbank® 2009 Telephone Survey Record Of Call**

	St. Catharines		Niagara/Welland		Hamilton	London	Windsor	Winnipeg	Regina	Saska- toon		Calgary	Edmonton	Vancouver	Victoria
	PMA														
	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#
<b>Total Telephone Numbers Assigned</b>	<b>1374</b>	<b>2538</b>	<b>4063</b>	<b>2503</b>	<b>2398</b>	<b>5518</b>	<b>2033</b>	<b>1873</b>	<b>13828</b>	<b>10691</b>	<b>31375</b>	<b>3115</b>			
<b>Acceptable Exclusions:</b>															
Not-In-Service/Non-Residential Respondent Not Available Throughout Study Period	701	1295	2046	1130	1148	2913	818	755	6803	4896	16400	1608			
Language Problem (Household And Respondent)	13	28	38	20	25	48	16	18	114	89	257	17			
No 18+ Years In Household	2	0	5	0	2	1	0	0	2	5	18	0			
Ex-Boundary Exclusions	0	0	0	0	0	0	0	0	0	0	0	0			
Continuous Non-Contact (100%) Incomplete Questionnaire	147	304	446	232	248	732	262	235	2255	1824	4058	435			
<b>Total Excluded From Frame</b>	<b>876</b>	<b>1646</b>	<b>2586</b>	<b>1590</b>	<b>1454</b>	<b>3740</b>	<b>1105</b>	<b>1017</b>	<b>9355</b>	<b>6909</b>	<b>21555</b>	<b>2076</b>			
<b>Total Potential Completions</b>	<b>498</b>	<b>892</b>	<b>1477</b>	<b>913</b>	<b>944</b>	<b>1778</b>	<b>928</b>	<b>856</b>	<b>4473</b>	<b>3782</b>	<b>9820</b>	<b>1039</b>			
Busy/No Answer	8	11	12	9	19	48	5	7	102	75	512	36			
	2%	1%	1%	1%	2%	3%	1%	1%	2%	2%	5%	3%			
Household/Respondent Refusal	265	529	859	491	512	952	510	474	2764	2366	6457	600			
	53%	59%	58%	54%	54%	54%	55%	55%	62%	63%	66%	58%			
Unfulfilled Appt./Respondent Unavailable / Household Contact Inconvenient	2	7	7	11	11	28	5	3	48	32	222	16			
	0%	1%	0%	1%	1%	2%	1%	0%	1%	1%	2%	2%			
<b>Completed Interviews</b>	<b>223</b>	<b>345</b>	<b>599</b>	<b>402</b>	<b>402</b>	<b>750</b>	<b>408</b>	<b>372</b>	<b>1559</b>	<b>1309</b>	<b>2629</b>	<b>387</b>			
Eligible breakoffs included	7	3	2	6	1	0	0	0	9	7	33	0			
Male completions	40%	35%	37%	44%	40%	39%	40%	37%	42%	42%	42%	44%			
<b>RESPONSE RATE</b>	<b>45%</b>	<b>39%</b>	<b>41%</b>	<b>44%</b>	<b>43%</b>	<b>42%</b>	<b>44%</b>	<b>43%</b>	<b>35%</b>	<b>35%</b>	<b>27%</b>	<b>37%</b>			
<b>Mail Questionnaire Acceptance Rate:</b>	<b>66%</b>	<b>73%</b>	<b>74%</b>	<b>72%</b>	<b>67%</b>	<b>61%</b>	<b>61%</b>	<b>65%</b>	<b>63%</b>	<b>66%</b>	<b>63%</b>	<b>59%</b>			

Note: Percentages do not always add to 100% due to rounding.  
N/A = Not Applicable.

**EXHIBIT: 4 (Continued)**  
**NADbank® 2009 Telephone Survey Record Of Call**

	Halifax EMA	Charlotte- town	Summer- side	Cape Breton	New Glasgow	Truro	Brant- ford	Orillia	Belle- ville	Sarnia	Chatham	Medicine Hat	Red Deer	Leth- bridge	Prince George	Total Markets	All #
	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#
<b>Total Telephone Numbers Assigned</b>	<b>302</b>	<b>679</b>	<b>743</b>	<b>598</b>	<b>610</b>	<b>725</b>	<b>1109</b>	<b>1001</b>	<b>875</b>	<b>853</b>	<b>971</b>	<b>854</b>	<b>803</b>	<b>776</b>	<b>1073</b>	<b>181,639</b>	
<b>Acceptable Exclusions:</b>																	
Not-In-Service/Non-Residential Respondent Not Available Throughout Study Period	51	123	105	64	87	132	206	185	180	138	205	137	199	153	198	<b>86,075</b>	
Language Problem (Household And Respondent)	5	11	23	17	16	17	12	11	15	16	12	13	11	32	20	<b>1,876</b>	
No 18+ Years In Household	1	1	0	3	1	0	13	7	2	5	11	7	11	14	9	<b>4,666</b>	
Ex-Boundary Exclusions	0	0	0	0	0	0	1	1	1	0	0	1	2	0	0	<b>70</b>	
Continuous Non-Contact (100%)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	<b>0</b>	
Incomplete Questionnaire	41	72	77	47	53	77	154	192	104	119	103	159	130	133	163	<b>22,792</b>	
<b>Total Excluded From Frame</b>	<b>98</b>	<b>207</b>	<b>205</b>	<b>131</b>	<b>157</b>	<b>226</b>	<b>386</b>	<b>396</b>	<b>302</b>	<b>278</b>	<b>331</b>	<b>318</b>	<b>353</b>	<b>332</b>	<b>390</b>	<b>115,481</b>	
<b>Total Potential Completions</b>	<b>204</b>	<b>472</b>	<b>538</b>	<b>467</b>	<b>453</b>	<b>499</b>	<b>723</b>	<b>605</b>	<b>573</b>	<b>575</b>	<b>640</b>	<b>536</b>	<b>450</b>	<b>444</b>	<b>683</b>	<b>66,158</b>	
Busy/No Answer	0	2	7	11	1	6	17	16	15	9	6	14	5	4	30	<b>1,779</b>	
	0%	0%	1%	2%	0%	1%	2%	3%	3%	2%	1%	3%	1%	1%	4%	<b>3%</b>	
Household/Respondent Refusal	99	222	277	220	207	258	406	344	297	347	385	285	215	217	364	<b>37,439</b>	
	49%	47%	51%	47%	46%	52%	56%	57%	52%	60%	60%	53%	48%	49%	53%	<b>57%</b>	
Unfulfilled Appt./Respondent Unavailable / Household Contact																	
Inconvenient	0	2	1	4	1	1	13	10	4	4	5	3	2	1	8	<b>895</b>	
	0%	0%	0%	1%	0%	0%	2%	2%	1%	1%	1%	1%	0%	0%	1%	<b>1%</b>	
<b>Completed Interviews</b>	<b>105</b>	<b>246</b>	<b>253</b>	<b>232</b>	<b>244</b>	<b>234</b>	<b>287</b>	<b>235</b>	<b>257</b>	<b>215</b>	<b>244</b>	<b>234</b>	<b>228</b>	<b>222</b>	<b>281</b>	<b>26,045</b>	
Eligible breakoffs included	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	<b>114</b>	
Male completions	43%	39%	48%	40%	41%	40%	35%	41%	43%	44%	41%	42%	36%	46%	46%	<b>43%</b>	
<b>RESPONSE RATE</b>	<b>51%</b>	<b>52%</b>	<b>47%</b>	<b>50%</b>	<b>54%</b>	<b>47%</b>	<b>40%</b>	<b>39%</b>	<b>45%</b>	<b>37%</b>	<b>38%</b>	<b>44%</b>	<b>51%</b>	<b>50%</b>	<b>41%</b>	<b>39%</b>	
<b>Mail Questionnaire Acceptance Rate:</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>63%</b>	

Note: Percentages do not always add to 100% due to rounding.  
N/A = Not Applicable.

**EXHIBIT: 5**  
**NADbank® 2009 Mail Survey Record Of Contact**

	Halifax	Moncton	Saint John NB	Fredericton	Québec City	Montréal Cross-Section	Montréal Over-sample	Montréal EMA	Ottawa-Gatineau	Kingston	Toronto	Oshawa	Guelph	Kitchener
	#	#	#	#	#	#	#	#	#	#	#	#	#	#
<b>Total Questionnaires Mailed</b>	<b>266</b>	<b>192</b>	<b>159</b>	<b>167</b>	<b>612</b>	<b>1577</b>	<b>196</b>	<b>299</b>	<b>1085</b>	<b>152</b>	<b>2538</b>	<b>290</b>	<b>222</b>	<b>437</b>
Reminder Mailed	86%	96%	91%	93%	84%	82%	88%	87%	86%	78%	79%	79%	80%	82%
<b>Total Returned</b>	<b>187</b>	<b>127</b>	<b>110</b>	<b>92</b>	<b>408</b>	<b>931</b>	<b>119</b>	<b>205</b>	<b>687</b>	<b>105</b>	<b>1420</b>	<b>154</b>	<b>140</b>	<b>281</b>
	70%	66%	69%	55%	67%	59%	61%	69%	63%	69%	56%	53%	63%	64%
Unusable Return	0	0	0	2	8	22	4	9	14	1	45	3	1	6
Undeliverable Return	2	4	0	3	2	21	9	3	20	1	42	4	4	12
<b>Total Unusable</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>5</b>	<b>10</b>	<b>43</b>	<b>13</b>	<b>12</b>	<b>34</b>	<b>2</b>	<b>87</b>	<b>7</b>	<b>5</b>	<b>18</b>
<b>Total Completed (Usable) Mail Questionnaires</b>	<b>185</b>	<b>123</b>	<b>110</b>	<b>87</b>	<b>398</b>	<b>888</b>	<b>106</b>	<b>193</b>	<b>653</b>	<b>103</b>	<b>1333</b>	<b>147</b>	<b>135</b>	<b>263</b>
<b>RESPONSE RATE*</b>	<b>70%</b>	<b>64%</b>	<b>69%</b>	<b>52%</b>	<b>65%</b>	<b>56%</b>	<b>54%</b>	<b>65%</b>	<b>60%</b>	<b>68%</b>	<b>53%</b>	<b>51%</b>	<b>61%</b>	<b>60%</b>
<b>OVERALL MAIL RESPONSE RATE**</b>	<b>45%</b>	<b>42%</b>	<b>45%</b>	<b>34%</b>	<b>41%</b>	<b>34%</b>	<b>34%</b>	<b>44%</b>	<b>35%</b>	<b>43%</b>	<b>33%</b>	<b>36%</b>	<b>33%</b>	<b>40%</b>

\* Usable mail questionnaires as a percent of total mailed out.

\*\* Usable mail questionnaires as a percent of total telephone interviews.

**EXHIBIT: 5 (Continued)**  
**NADbank® 2009 Mail Survey Record Of Contact**

	St.												Total All Read/Prod Markets
	Catharines PMA	Niagara- Welland	Hamilton	London	Windsor	Winnipeg	Regina	Saskatoon	Calgary	Edmonton	Vancouver	Victoria	
	#	#	#	#	#	#	#	#	#	#	#	#	#
<b>Total Questionnaires</b>													
<b>Mailed</b>	<b>151</b>	<b>250</b>	<b>442</b>	<b>291</b>	<b>270</b>	<b>455</b>	<b>248</b>	<b>243</b>	<b>984</b>	<b>865</b>	<b>1648</b>	<b>229</b>	<b>14268</b>
Reminder Mailed	76%	77%	82%	80%	83%	93%	94%	93%	93%	93%	93%	93%	93%
<b>Total Returned</b>	<b>101</b>	<b>146</b>	<b>266</b>	<b>198</b>	<b>160</b>	<b>301</b>	<b>161</b>	<b>160</b>	<b>586</b>	<b>542</b>	<b>991</b>	<b>148</b>	<b>8726</b>
	67%	58%	60%	68%	59%	66%	65%	66%	60%	63%	60%	65%	61%
Unusable Return	0	2	5	4	5	4	0	2	8	7	20	5	177
Undeliverable Return	2	2	6	2	8	8	4	4	12	15	32	6	228
<b>Total Unusable</b>	<b>2</b>	<b>4</b>	<b>11</b>	<b>6</b>	<b>13</b>	<b>12</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>22</b>	<b>52</b>	<b>11</b>	<b>405</b>
<b>Total Completed (Usable)</b>													
<b>Mail Questionnaires</b>	<b>99</b>	<b>142</b>	<b>255</b>	<b>192</b>	<b>147</b>	<b>289</b>	<b>157</b>	<b>154</b>	<b>566</b>	<b>520</b>	<b>939</b>	<b>137</b>	<b>8321</b>
<b>RESPONSE RATE*</b>	<b>66%</b>	<b>57%</b>	<b>58%</b>	<b>66%</b>	<b>54%</b>	<b>64%</b>	<b>63%</b>	<b>63%</b>	<b>58%</b>	<b>60%</b>	<b>57%</b>	<b>60%</b>	<b>58%</b>
<b>OVERALL MAIL RESPONSE RATE**</b>	<b>44%</b>	<b>41%</b>	<b>43%</b>	<b>48%</b>	<b>37%</b>	<b>39%</b>	<b>38%</b>	<b>41%</b>	<b>36%</b>	<b>40%</b>	<b>36%</b>	<b>35%</b>	<b>37%</b>

\* Usable mail questionnaires as a percent of total mailed out.

\*\* Usable mail questionnaires as a percent of total telephone interviews.

## **E. READERSHIP MEASUREMENTS**

### **1. Screening Question Introduced in 2001**

In many markets, the number of daily newspapers being measured has increased considerably in recent years. In 2001, a screening question was inserted at the start of the readership section. This question asks respondents to indicate whether or not they have read or looked into each of the newspapers being measured in the market within the past three months. For each newspaper screened in, the standard readership questions are asked. For each newspaper screened out, no further readership questions are asked.

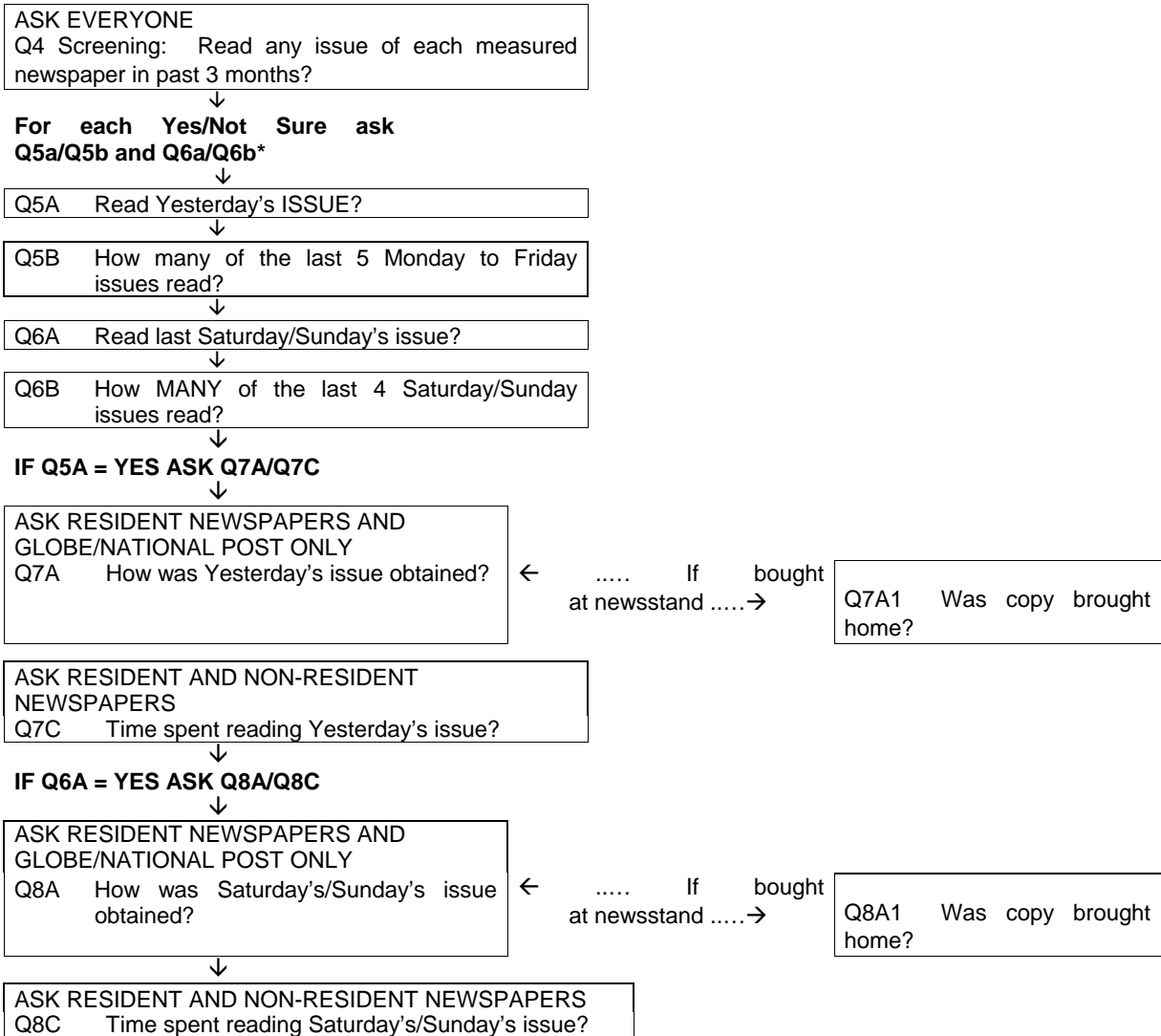
Further detail about changes to the telephone questionnaire is provided in Section G.

### **2. Resident and Non-Resident Newspapers**

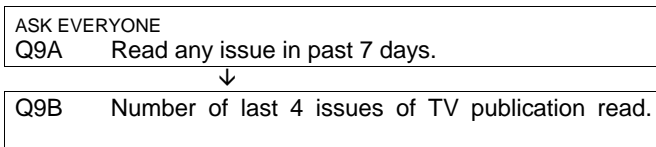
In each market the newspapers are classified as either resident or non-resident. Resident newspapers are the local daily newspapers in a particular market. Non-resident newspapers are newspapers from other markets that are available in the local market. In the 2009 study, readers of resident newspapers were asked more detailed questions than were readers of non-resident newspapers. The exceptions were The Globe and Mail and National Post. These two national newspapers were asked the same questions as resident newspapers in all markets where they were measured.

The readership questions and their routing are as follows:

**a) Readership Questions**



**b) TV PUBLICATIONS**



\* The Resident Free Daily newspapers in the Toronto, Montréal, Ottawa, Calgary, Edmonton and Vancouver markets (weekday editions only) were only asked Q4, Q5A/Q5B and Q7c.

### 3. Average Issue Audience

The average issue audience is defined as **read yesterday** readers for weekday issues and **read last weekend** readers for weekend issues. Expressed as a percentage, A.I.R. is referred to as Net Reach.

### 4. Weekday Or Five Day Cume

The five day cume is derived from a subjective measure of readership which is generated by the following question:

How many of the last five Monday to Friday issues of (Name newspaper) did you happen to read or look into?

The five day cume represents the number of individuals who read at least one issue of the **last five Monday to Friday** issues of a specific newspaper - that is, individuals reading one, two, three, four **or** five weekday issues of a paper are added in this calculation.

### 5. Six Or Seven Day Cume

The six or seven day cume incorporates two questions. The first is the subjective estimate of the number of the last five Monday to Friday issues read of a specific newspaper (used in the calculation of the five day cume). The second is a **read last weekend** measure:

Did you personally happen to read or look into last Saturday's/Sunday's issue of (name newspaper), either at home or somewhere else?

These two questions, in combination, represent the number of people reading at least **one** issue of a particular paper **in any given week**, including Saturday and Sunday editions, depending upon the publication schedules in each market.

### 6. Readership Of TV Listings

This readership measure is defined as those who report in the telephone interview, at Q9A, that they read or looked into a specific TV Listing publication in the past 7 days.

## 7. Duplicate Readership

Duplicate readership is derived through a cross-tabulation of **read yesterday** readership measures between two or more member papers in a market.

## 8. Time Spent Reading Resident Newspaper

### a) Average

Actual values in minutes are used to calculate the average time spent reading yesterday's newspaper, the Saturday edition and the Sunday edition. Refused/Don't Know/Not Stated are excluded from the calculation.

### b) Total Time

Total time spent reading is a summary of all issues read in past week (weekday and weekend). It is based on respondents who read yesterday's issue<sup>2</sup> or a weekend issue (Saturday/Sunday). It is calculated by multiplying each respondent's time spent reading yesterday's issue by the number of weekday issues read and adding the reading time for each weekend issue (Saturday/Sunday) read.

## F. DEFINITIONS

### 1. Quintiles

Quintiles are established for the broadcast media (television and radio). A quintile is calculated by multiplying each respondents' yesterday's viewing/listening time by 5 and adding last weekend's viewing/listening time to yield a total week's hours in each case. The total hours are listed in descending order and then divided into equal fifth's or quintiles. This analysis is provided separately for television and radio usage in each of the markets surveyed. All quintiles are calculated using **weighted** data.

---

<sup>2</sup> Time spent reading is only asked of respondents who read yesterday's issue, so that respondents who read some weekday issues but not yesterday's issue, are not included in the weekday calculation.

## **2. Average Time Spent Watching Television, Listening To The Radio, Reading A Magazine Or On-Line**

Actual values in minutes are used to calculate the average time spent with each activity. Zero minutes is included in the calculation. Refused/Don't Know/Not Stated are excluded.

## **3. Sample Size**

In NADbank 2009, the sample size shown in the data tabulations is the number of people interviewed in the current year for all full sample markets. For all half-sample markets, the sample size is a blended sum of 2008 and 2009.

## **4. Unweighted Count**

The **actual** sample size of a specific group of respondents. For example, the number of people 18 to 24 years of age actually interviewed in a market.

## **5. Population Base (Projected Population)**

The total number of people to which the sample is projected to represent the population of a target group.

## **6. Household Base**

This base is the estimated total number of households within the target group represented.

A number of tables are tabulated on a household rather than a population base. The household base is used for all questions that describe household behaviour rather than individual behaviour. The questions are as follows:

- Vacation expenditure
- Automobiles/vans/utility trucks (make/models owned/leased)
- Roadside assistance program
- Future vehicle purchase
- Grocery shopping
- Major appliances/furniture/home entertainment/computer hardware and software (recent/future purchase)

- Long distance expenditure
- Home improvements
- Home purchase/Real estate agent usage
- Household composition
- Pets

When these data are being analyzed on-line by users, it will be more appropriate to use the household weight rather than the population weight. The location of each weight is described in the codebook.

The difference in interpretation of the two bases is described below using video cameras as an example:

Population Base: “x” percent of people in this market claim to live in a household that has a video camera.

Household Base: Video cameras are present in “y” percent of households.

More details on how to read the tables are provided in the preface to the actual market tables.

## **7. Base**

A description of the population to which the sample is projected. The base for the study as a whole and many questions is adults 18+. Some data is filtered by a qualifying question, e.g., amount spent on men’s clothing is based on those who have bought men’s clothing in the past 12 months.

## **8. Census Metropolitan Area (CMA)**

The main labour market area of an urbanized core of at least 100,000 population, based on the 2006 census. (Statistics Canada definition)

## **9. Census Agglomerations (CA)**

The main labour market area of an urbanized core of at least 10,000 population, based on the 2006 census. Once a CA attains an urbanized core population of at least 100,000 it becomes a CMA (Statistics Canada definition).

## **10. PMA**

The PMA (Primary Market Area) is a geographic definition used in the St. Catharines-Niagara and Hamilton markets. In St. Catharines-Niagara, it includes St. Catharines, Thorold, Niagara-on-the-Lake, Lincoln and Pelham. In Hamilton, it is the balance of the CMA excluding Burlington CSD.

## **11. Extended Markets**

### **a. Oshawa CMA (Toronto Extension)**

Prior to 2007, the Toronto Extension was comprised of an aggregation of smaller markets in Southern Ontario that are typically not measured individually in NADbank. In recent years, the Toronto Extension was an amalgamation of Oshawa CMA and Collingwood.

In 2007, Collingwood was removed from this market and the Toronto Extension is now comprised solely of Oshawa CMA.

It is shown as a separate market in the Codebook and can be analyzed as a stand-alone market. However, it is excluded from the markets that make up the “All Market” and “Ontario Market” summary codes.

### **b. Kitchener EMA**

The Kitchener EMA boundary matches that of the Waterloo Regional Municipality (Census Division 30). The Kitchener CMA comprises most, though not all, of the Waterloo Region.

Operationally, a sample is drawn to be representative of the Waterloo Region.

At the data analysis stage, respondents were assigned either to the CMA or the balance of the EMA based on a combination of postal code and responses to the question about the town or city in which they live (Q28c). The base size of completed interviews in the balance of the EMA is too small to permit independent analysis. Accordingly, the data can be analyzed either at the CMA level or at the full EMA level (which includes the CMA data).

## **12. Average Income (Household and Personal)**

This is calculated by multiplying the total responses in each income range by the

assigned value for the range and dividing by the total population. In the calculation of personal income “no income” is included in the average.

The assigned values used to derive average income are as follows:

<b>Income Ranges</b>	<b>Assigned Value</b>
Less Than \$20,000 .....	\$ 14,999
\$ 20,000 To \$29,999 .....	\$ 24,999
\$ 30,000 To \$39,999 .....	\$ 34,999
\$ 40,000 To \$49,999 .....	\$ 44,999
\$ 50,000 To \$59,999 .....	\$ 54,999
\$ 60,000 To \$74,999 .....	\$ 67,499
\$ 75,000 To \$99,999 .....	\$ 87,499
\$100,000 To \$124,999 .....	\$ 112,499
\$125,000 Or More .....	\$149,999

### 13. Education Summary

The education level summaries are defined as follows:

<b>Summary</b>	<b>Definition</b>
Some High School Or Less....	Includes: Some/Graduated Grade School, Some High School
Graduated High School.....	Graduated High School
Some Post Secondary .....	Includes: Some/Graduated Community College/Technical College/CEGEP and Some University
University Graduate or Plus ...	Includes: Graduated University, Some/Graduated Post Graduate University

### 14. Average Age

Average age is based on all respondents who provided their age or age range. Age was estimated for those who provided only a range. This was done by allocating them to the assigned value for the range.

The assigned values used are as follows:

<b>Age Range</b>	<b>Assigned Value</b>
18-24 years .....	21
25-34 years .....	30
35-49 years .....	42
50-54 years .....	52
55-64 years .....	60
65 years or older .....	70

Respondents who did not provide information on either year of birth or age range were assigned an age value equal to the average age for the market. This assignment

is typically applied to fewer than 2% of respondents.

## **15. Language**

Language (mother tongue and home-language) is shown in three linguistic groups, English, French and Other. “Other” is a summary of the “other” languages spoken. If more than one “other” language is mentioned it is only counted once in the “other” summary.

### **a) Home Language**

In the market tables, home language is also shown as follows:

French

English/Other

“English/Other” is an unduplicated summary of English and other languages. In cases where both English and an “other” language is given, the two responses are only counted once in the summary.

### **b) Unduplicated Language**

Unduplicated language is a summary of language. It is derived for use in two markets, Montréal and Ottawa-Gatineau and is used as the basis for the application of weighting (refer to Section J).

Home language (Q15) is the primary variable used to define which classification (English, French and Other) is assigned. In cases where French and other language(s) are used in the home, assignment of language is determined on the basis of mother tongue (Q14). Individuals whose mother tongue is French and another language are assigned according to the language of the interview.

## **16. Family Status**

Family Status is defined in two separate groups:

### **1. Unattached And Attached**

Unattached is defined as Single, Widowed, Separated or Divorced

Attached is defined as Married/Living Together

**2. Adult With Child And Adult Only**

Adult with child—child defined as under 18 years

Adult only—all household members are 18 years or older

## 17. Average Expenditures

Average expenditures for groceries, retail items, auto services, vehicles, vacations, real estate and business decisions are provided, as well as the value of personal investments and savings. The assigned values used to derive the averages for these items are as follows:

<p><b>Groceries:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$50 or less .....</td> <td>\$ 25.00</td> </tr> <tr> <td>\$51 to \$75 .....</td> <td>\$ 63.50</td> </tr> <tr> <td>\$76 to \$100 .....</td> <td>\$ 88.50</td> </tr> <tr> <td>\$101 to \$150 .....</td> <td>\$126.00</td> </tr> <tr> <td>More than \$150.....</td> <td>\$225.00</td> </tr> </tbody> </table> <p><b>Furniture:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$500 or less .....</td> <td>\$ 250.00</td> </tr> <tr> <td>\$501 to \$1,000 .....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1,001 to \$2,000 .....</td> <td>\$1,500.00</td> </tr> <tr> <td>\$2,001 to \$5,000 .....</td> <td>\$3,500.00</td> </tr> <tr> <td>More than \$5,000 ....</td> <td>\$7,500.00</td> </tr> </tbody> </table> <p><b>Home Entertainment items:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$500 or less .....</td> <td>\$ 250.00</td> </tr> <tr> <td>\$501 to \$1,000 .....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1,001 to \$2,000 .....</td> <td>\$1,500.00</td> </tr> <tr> <td>\$2,001 to \$5,000 .....</td> <td>\$3,500.00</td> </tr> <tr> <td>More than \$5,000 ....</td> <td>\$7,000.00</td> </tr> </tbody> </table> <p><b>Gardening:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$100 or less .....</td> <td>\$ 50.00</td> </tr> <tr> <td>\$101 to \$250 .....</td> <td>\$ 175.00</td> </tr> <tr> <td>\$251 to \$500 .....</td> <td>\$ 375.00</td> </tr> <tr> <td>\$501 to \$1,000 .....</td> <td>\$ 750.00</td> </tr> <tr> <td>More than \$1,000.....</td> <td>\$1,500.00</td> </tr> </tbody> </table> <p><b>Personal or Health Care Products:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$100 or less.....</td> <td>\$ 50.00</td> </tr> <tr> <td>\$101 to \$250 .....</td> <td>\$ 175.00</td> </tr> <tr> <td>\$251 to \$500 .....</td> <td>\$ 375.00</td> </tr> <tr> <td>\$501 to \$1,000 .....</td> <td>\$ 750.00</td> </tr> <tr> <td>More than \$1,000.....</td> <td>\$1,400.00</td> </tr> </tbody> </table> <p><b>Automotive Services:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$100 or less .....</td> <td>\$ 50.00</td> </tr> <tr> <td>\$101 to \$500 .....</td> <td>\$ 300.00</td> </tr> <tr> <td>\$501 to \$1,000 .....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1001 to \$2,000 .....</td> <td>\$1,500.00</td> </tr> <tr> <td>More than \$2,000 ....</td> <td>\$2,500.00</td> </tr> </tbody> </table>	Expenditure Range	Assigned Value	\$50 or less .....	\$ 25.00	\$51 to \$75 .....	\$ 63.50	\$76 to \$100 .....	\$ 88.50	\$101 to \$150 .....	\$126.00	More than \$150.....	\$225.00	Expenditure Range	Assigned Value	\$500 or less .....	\$ 250.00	\$501 to \$1,000 .....	\$ 750.00	\$1,001 to \$2,000 .....	\$1,500.00	\$2,001 to \$5,000 .....	\$3,500.00	More than \$5,000 ....	\$7,500.00	Expenditure Range	Assigned Value	\$500 or less .....	\$ 250.00	\$501 to \$1,000 .....	\$ 750.00	\$1,001 to \$2,000 .....	\$1,500.00	\$2,001 to \$5,000 .....	\$3,500.00	More than \$5,000 ....	\$7,000.00	Expenditure Range	Assigned Value	\$100 or less .....	\$ 50.00	\$101 to \$250 .....	\$ 175.00	\$251 to \$500 .....	\$ 375.00	\$501 to \$1,000 .....	\$ 750.00	More than \$1,000.....	\$1,500.00	Expenditure Range	Assigned Value	\$100 or less.....	\$ 50.00	\$101 to \$250 .....	\$ 175.00	\$251 to \$500 .....	\$ 375.00	\$501 to \$1,000 .....	\$ 750.00	More than \$1,000.....	\$1,400.00	Expenditure Range	Assigned Value	\$100 or less .....	\$ 50.00	\$101 to \$500 .....	\$ 300.00	\$501 to \$1,000 .....	\$ 750.00	\$1001 to \$2,000 .....	\$1,500.00	More than \$2,000 ....	\$2,500.00	<p><b>Men's Clothing:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$100 or less.....</td> <td>\$ 50.00</td> </tr> <tr> <td>\$101 to \$500.....</td> <td>\$ 300.00</td> </tr> <tr> <td>\$501 to \$1000.....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1001 to \$2000.....</td> <td>\$1,500.00</td> </tr> <tr> <td>More than \$2000 .....</td> <td>\$2,400.00</td> </tr> </tbody> </table> <p><b>Women's Clothing, Sports and Exercise Equipment:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$100 or less.....</td> <td>\$ 50.00</td> </tr> <tr> <td>\$101 to \$500.....</td> <td>\$ 300.00</td> </tr> <tr> <td>\$501 to \$1000.....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1001 to \$2000.....</td> <td>\$1,500.00</td> </tr> <tr> <td>More than \$2000 .....</td> <td>\$2,500.00</td> </tr> </tbody> </table> <p><b>Childrens Clothing, Sports and Exercise Clothing, Shoes/Footwear, Toys and Games:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$100 or less.....</td> <td>\$ 50.00</td> </tr> <tr> <td>\$101 to \$500.....</td> <td>\$ 300.00</td> </tr> <tr> <td>\$501 to \$1000.....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1001 to \$2000.....</td> <td>\$1,500.00</td> </tr> <tr> <td>More than \$2000 .....</td> <td>\$2,200.00</td> </tr> </tbody> </table> <p><b>Appliances:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$500 or less .....</td> <td>\$ 250.00</td> </tr> <tr> <td>\$501 to \$1,000.....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1,001 to \$2,000.....</td> <td>\$1,500.00</td> </tr> <tr> <td>\$2,001 to \$5,000.....</td> <td>\$3,500.00</td> </tr> <tr> <td>More than \$5,000 .....</td> <td>\$6,500.00</td> </tr> </tbody> </table> <p><b>Building &amp; Hardware Supplies:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$100 or less.....</td> <td>\$ 50.00</td> </tr> <tr> <td>\$101 to \$500 .....</td> <td>\$ 300.00</td> </tr> <tr> <td>\$501 to \$1,000 .....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1,001 to \$2,000 .....</td> <td>\$1,500.00</td> </tr> <tr> <td>More than \$2,000 .....</td> <td>\$2,750.00</td> </tr> </tbody> </table> <p><b>Jewellery:</b></p> <table> <thead> <tr> <th>Expenditure Range</th> <th>Assigned Value</th> </tr> </thead> <tbody> <tr> <td>\$100 or less.....</td> <td>\$ 50.00</td> </tr> <tr> <td>\$101 to \$500 .....</td> <td>\$ 300.00</td> </tr> <tr> <td>\$501 to \$1,000 .....</td> <td>\$ 750.00</td> </tr> <tr> <td>\$1,001 to \$2,000 .....</td> <td>\$1,500.00</td> </tr> <tr> <td>\$2,001 to \$3,500 .....</td> <td>\$2,750.00</td> </tr> <tr> <td>\$3,501 to \$5,000 .....</td> <td>\$4,250.00</td> </tr> <tr> <td>More than \$5,000 .....</td> <td>\$7,500.00</td> </tr> </tbody> </table>	Expenditure Range	Assigned Value	\$100 or less.....	\$ 50.00	\$101 to \$500.....	\$ 300.00	\$501 to \$1000.....	\$ 750.00	\$1001 to \$2000.....	\$1,500.00	More than \$2000 .....	\$2,400.00	Expenditure Range	Assigned Value	\$100 or less.....	\$ 50.00	\$101 to \$500.....	\$ 300.00	\$501 to \$1000.....	\$ 750.00	\$1001 to \$2000.....	\$1,500.00	More than \$2000 .....	\$2,500.00	Expenditure Range	Assigned Value	\$100 or less.....	\$ 50.00	\$101 to \$500.....	\$ 300.00	\$501 to \$1000.....	\$ 750.00	\$1001 to \$2000.....	\$1,500.00	More than \$2000 .....	\$2,200.00	Expenditure Range	Assigned Value	\$500 or less .....	\$ 250.00	\$501 to \$1,000.....	\$ 750.00	\$1,001 to \$2,000.....	\$1,500.00	\$2,001 to \$5,000.....	\$3,500.00	More than \$5,000 .....	\$6,500.00	Expenditure Range	Assigned Value	\$100 or less.....	\$ 50.00	\$101 to \$500 .....	\$ 300.00	\$501 to \$1,000 .....	\$ 750.00	\$1,001 to \$2,000 .....	\$1,500.00	More than \$2,000 .....	\$2,750.00	Expenditure Range	Assigned Value	\$100 or less.....	\$ 50.00	\$101 to \$500 .....	\$ 300.00	\$501 to \$1,000 .....	\$ 750.00	\$1,001 to \$2,000 .....	\$1,500.00	\$2,001 to \$3,500 .....	\$2,750.00	\$3,501 to \$5,000 .....	\$4,250.00	More than \$5,000 .....	\$7,500.00
Expenditure Range	Assigned Value																																																																																																																																																				
\$50 or less .....	\$ 25.00																																																																																																																																																				
\$51 to \$75 .....	\$ 63.50																																																																																																																																																				
\$76 to \$100 .....	\$ 88.50																																																																																																																																																				
\$101 to \$150 .....	\$126.00																																																																																																																																																				
More than \$150.....	\$225.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$500 or less .....	\$ 250.00																																																																																																																																																				
\$501 to \$1,000 .....	\$ 750.00																																																																																																																																																				
\$1,001 to \$2,000 .....	\$1,500.00																																																																																																																																																				
\$2,001 to \$5,000 .....	\$3,500.00																																																																																																																																																				
More than \$5,000 ....	\$7,500.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$500 or less .....	\$ 250.00																																																																																																																																																				
\$501 to \$1,000 .....	\$ 750.00																																																																																																																																																				
\$1,001 to \$2,000 .....	\$1,500.00																																																																																																																																																				
\$2,001 to \$5,000 .....	\$3,500.00																																																																																																																																																				
More than \$5,000 ....	\$7,000.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$100 or less .....	\$ 50.00																																																																																																																																																				
\$101 to \$250 .....	\$ 175.00																																																																																																																																																				
\$251 to \$500 .....	\$ 375.00																																																																																																																																																				
\$501 to \$1,000 .....	\$ 750.00																																																																																																																																																				
More than \$1,000.....	\$1,500.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$100 or less.....	\$ 50.00																																																																																																																																																				
\$101 to \$250 .....	\$ 175.00																																																																																																																																																				
\$251 to \$500 .....	\$ 375.00																																																																																																																																																				
\$501 to \$1,000 .....	\$ 750.00																																																																																																																																																				
More than \$1,000.....	\$1,400.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$100 or less .....	\$ 50.00																																																																																																																																																				
\$101 to \$500 .....	\$ 300.00																																																																																																																																																				
\$501 to \$1,000 .....	\$ 750.00																																																																																																																																																				
\$1001 to \$2,000 .....	\$1,500.00																																																																																																																																																				
More than \$2,000 ....	\$2,500.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$100 or less.....	\$ 50.00																																																																																																																																																				
\$101 to \$500.....	\$ 300.00																																																																																																																																																				
\$501 to \$1000.....	\$ 750.00																																																																																																																																																				
\$1001 to \$2000.....	\$1,500.00																																																																																																																																																				
More than \$2000 .....	\$2,400.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$100 or less.....	\$ 50.00																																																																																																																																																				
\$101 to \$500.....	\$ 300.00																																																																																																																																																				
\$501 to \$1000.....	\$ 750.00																																																																																																																																																				
\$1001 to \$2000.....	\$1,500.00																																																																																																																																																				
More than \$2000 .....	\$2,500.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$100 or less.....	\$ 50.00																																																																																																																																																				
\$101 to \$500.....	\$ 300.00																																																																																																																																																				
\$501 to \$1000.....	\$ 750.00																																																																																																																																																				
\$1001 to \$2000.....	\$1,500.00																																																																																																																																																				
More than \$2000 .....	\$2,200.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$500 or less .....	\$ 250.00																																																																																																																																																				
\$501 to \$1,000.....	\$ 750.00																																																																																																																																																				
\$1,001 to \$2,000.....	\$1,500.00																																																																																																																																																				
\$2,001 to \$5,000.....	\$3,500.00																																																																																																																																																				
More than \$5,000 .....	\$6,500.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$100 or less.....	\$ 50.00																																																																																																																																																				
\$101 to \$500 .....	\$ 300.00																																																																																																																																																				
\$501 to \$1,000 .....	\$ 750.00																																																																																																																																																				
\$1,001 to \$2,000 .....	\$1,500.00																																																																																																																																																				
More than \$2,000 .....	\$2,750.00																																																																																																																																																				
Expenditure Range	Assigned Value																																																																																																																																																				
\$100 or less.....	\$ 50.00																																																																																																																																																				
\$101 to \$500 .....	\$ 300.00																																																																																																																																																				
\$501 to \$1,000 .....	\$ 750.00																																																																																																																																																				
\$1,001 to \$2,000 .....	\$1,500.00																																																																																																																																																				
\$2,001 to \$3,500 .....	\$2,750.00																																																																																																																																																				
\$3,501 to \$5,000 .....	\$4,250.00																																																																																																																																																				
More than \$5,000 .....	\$7,500.00																																																																																																																																																				

<b>Watches:</b>		<b>Household Vehicle (1<sup>st</sup> or 2<sup>nd</sup> most recently acquired):</b>	
<b>Expenditure Range</b>	<b>Assigned Value</b>	<b>Expenditure Range</b>	<b>Assigned Value</b>
\$100 or less.....	\$ 50.00	\$10,000 or less.....	\$ 5,000.00
\$101 to \$500 .....	\$ 300.00	\$10,001 to \$15,000...	\$ 12,500.00
\$501 to \$1,000 .....	\$ 750.00	\$15,001 to \$20,000...	\$ 17,500.00
\$1,001 to \$2,000 .....	\$1,500.00	\$20,001 to \$30,000...	\$ 25,000.00
\$2,001 to \$3,500 .....	\$2,750.00	\$30,001 to \$40,000...	\$ 35,000.00
\$3,501 to \$5,000 .....	\$4,250.00	\$40,001 to \$50,000...	\$ 45,000.00
More than \$5,000....	\$6,000.00	\$50,001 to \$75,000...	\$ 62,500.00
		More than \$75,000....	\$100,000.00
<b>Long Distance Calls by Household, Personal Calls on Cellular Phone:</b>		<b>Prescription Eyeglasses/Contact Lenses/Laser Eye Surgery:</b>	
<b>Expenditure Range</b>	<b>Assigned Value</b>	<b>Expenditure Range</b>	<b>Assigned Value</b>
\$20 or less.....	\$ 10.00	\$250 or less.....	\$ 125.00
\$21 to \$50 .....	\$ 35.00	\$251 to \$500.....	\$ 375.00
\$51 to \$100 .....	\$ 75.00	\$501 to \$1,000.....	\$ 750.00
\$101 to \$250 .....	\$ 175.00	More than \$1,000.....	\$ 1,250.00
More than \$250.....	\$ 300.00		
<b>Pets (food, care, vet bills):</b>		<b>Maximum Spent on Single Vacation Trip:</b>	
<b>Expenditure Range</b>	<b>Assigned Value</b>	<b>Expenditure Range</b>	<b>Assigned Value</b>
\$100 or less.....	\$ 50.00	Less than \$500.....	\$ 250.00
\$101 to \$500.....	\$ 300.00	\$500 to \$1,000.....	\$ 750.00
\$501 to \$1,000.....	\$ 750.00	\$1,001 to \$3,000.....	\$ 2,000.00
\$1,001 to \$3,000 .....	\$ 2,000.00	\$3,001 to \$7,000.....	\$ 5,000.00
More than \$3,000.....	\$ 4,000.00	\$7001 to \$10,000.....	\$ 8,500.00
		More than \$10,000.00 ...	\$15,000.00
<b>Value of Business Decisions:</b>		<b>Home Accessories Stores:</b>	
<b>Expenditure Range</b>	<b>Assigned Value</b>	<b>Expenditure Range</b>	<b>Assigned Value</b>
Under \$1,000.....	\$ 500.00	\$100 or less.....	\$ 50.00
\$1,000 to \$10,000 .....	\$ 5,500.00	\$101 to \$500 .....	\$ 300.00
\$10,001 to \$50,000 .....	\$ 30,000.00	\$501 to \$1,000 .....	\$ 750.00
\$50,001 to \$100,000 .....	\$ 75,000.00	\$1001 to \$2,000 .....	\$1,500.00
\$100,001 to \$250,000...	\$175,000.00	More than \$2,000 .....	\$3,000.00
More than \$250,000.....	\$750,000.00		
<b>Cosmetics &amp; Fragrances:</b>		<b>Computer Hardware &amp; Software (combined):</b>	
<b>Expenditure Range</b>	<b>Assigned Value</b>	<b>Expenditure Range</b>	<b>Assigned Value</b>
\$100 or less.....	\$ 50.00	\$500 or less .....	\$ 250.00
\$101 to \$250 .....	\$ 175.00	\$501 to \$1,000 .....	\$ 750.00
\$251 to \$500 .....	\$ 375.00	\$1001 to \$2,000 .....	\$ 1,500.00
\$501 to \$1,000 .....	\$ 750.00	\$2001 to \$5,000 .....	\$ 3,500.00
More than \$1,000 .....	\$1,200.00	More than \$5,000 .....	\$ 6,500.00

<b>Value of Investments/Savings:</b>		<b>Expected Expenditure for Purchasing a Home:</b>	
<b>Expenditure Range</b>	<b>Assigned Value</b>	<b>Expenditure Range</b>	<b>Assigned Value</b>
\$5,000 or less .....	\$ 2,500.00	Under \$100,000 .....	\$ 50,000.00
\$5,001 to \$15,000 .....	\$ 10,000.00	\$100,000 to \$200,000 .....	\$ 150,000.00
\$15,001 to \$25,000 .....	\$ 20,000.00	\$201,000 to \$300,000 .....	\$ 250,000.00
\$25,001 to \$50,000 .....	\$ 37,500.00	\$301,000 to \$400,000 .....	\$ 350,000.00
\$50,001 to \$100,000 ....	\$ 75,000.00	\$401,000 to \$500,000 .....	\$ 450,000.00
\$100,001 to \$250,000 ...	\$ 175,000.00	More than \$500,000 .....	\$1,000,000.00
\$250,001 to \$500,000 ...	\$ 375,000.00		
Over \$500,000 .....	\$1,500,000.00		
<b>Lottery Tickets:</b>		<b>Home Improvements (Total Amount Spent)</b>	
<b>Expenditure Range</b>	<b>Assigned Value</b>	<b>Expenditure Range</b>	<b>Assigned Value</b>
\$10.00 or less.....	\$ 5.00	\$500 or less .....	\$ 250.00
\$11 to \$25.....	\$18.00	\$501 to \$1,000 .....	\$ 750.00
\$26 to \$50.....	\$36.00	\$1,001 to \$2,500 .....	\$ 1,750.00
More than \$50.00.....	\$60.00	\$2,501 to \$5,000 .....	\$ 3,750.00
		\$5,001 to \$10,000 .....	\$ 7,500.00
		More than \$10,000 .....	\$12,000.00

## 18. Occupation

In NADbank 2009, occupation is classified using the 1991 standard Occupation Classification (SOC) system. The SOC 1991 is a statistical classification designed by Statistics Canada to classify data on occupation from the Census of Population and other Statistics Canada surveys.

The basic principle of classification of the SOC is that of "kind of work performed". Occupations are identified and grouped primarily in terms of the work usually performed, this being identified by the tasks, duties and responsibilities of the occupation. Due to this structure, the reader should be cognizant of the fact that the occupation codes thus derived focus on skill level rather than skill type.

The structure of the 1991 SOC is developed on a 4 digit code structure with the addition of each additional digit providing a further refinement by sub category. The first digit defines the broad occupational category. Within these categories, one or more major groups are identified; within each major group, one or more minor groups are identified and within each minor group, one or more unit groups are identified.

An example of the coding structure is described below:

- 3 Health Occupations
- 30 Professional Occupations in Health
- 301 Physicians, Dentists and Veterinarians
- 3012 General Practitioners and Family Physicians

For a more detailed description of the 1991 SOC structure, interested readers are referred to Statistics Canada's web site at:

[www.statcan.ca/english/Subjects/Standard/soc/1991/soc91-menu.htm](http://www.statcan.ca/english/Subjects/Standard/soc/1991/soc91-menu.htm)

A hot link to the French language version is accessible from that site.

All of the occupation responses from the 2009 telephone survey have been coded at the 4-digit level using the 1991 SOC structure. Due to concerns about small base sizes, NADbank policy is that the occupation codes will be available on-line only at the 2-digit level. A description of all of the codes available is provided in the 2009 codebook.

**a) Source Data**

The SOC code to be applied is determined by reference to the following questions:

Q17	Education	Q22a,b,c	Kind of business, job title, job description
Q20a	Employment status	Q22ai	Works in Government or private sector
Q20b	Employed full or part-time	Q22d	Professional qualifications
Q16a,b	Age	Q27	Personal income
Q23c	No. of people employed in Canada		

**b) Grouping By Occupation Level and Function**

In NADbank 2009, the occupation summary groupings provided in both the NADbank market tables and in the on-line version of the data base reflect the level and function classifications developed by the NADbank Technical Committee. Each 4-digit SOC code has been allocated to one of the 7 levels and to one of the 20 functions. A description of the levels and functions, along with example occupations for each, is provided in Exhibits 6 and 7 following.

**EXHIBIT: 6**  
**NADbank Occupational Groupings By Level**

<b>Level</b>	<b>Description</b>	<b>Example Occupations</b>	
11	<b>Senior Management</b>	Owner/Partner President Chairman CEO COO General Manager Managing Director	CIO Vice President Controller Director Department Head Other Company Officer
12	<b>Other Management</b>	Other Manager Supervisor/Superintendent	Other Exec/Managerial Title
13	<b>Professionals (not elsewhere classified)</b>	Actuary Architect Chiropractor Chartered Accountant Dentist Doctor/Surgeon Lawyer/Judge	Professor (University) Psychologist (Licensed Ph. D) Psychiatrist Veterinarian Elected Public Official Minister, Priest, Rabbi, Nun etc.
14	<b>Other White Collar</b>		
15	<b>Paraprofessionals</b>	Legal Medical (Dental Hygienist, Ambulance Attendant, Paramedic) Nursing Scientific Technicians/technologists Social Work (Childcare worker, social worker) Teaching (Elementary/secondary)	
16	<b>Information Systems</b>	Systems analyst Programmer	Computer Operator
17	<b>Sales (not in-store)</b>	Insurance/Investment Broker/Agent Sales Representatives	Real Estate Broker/Agent
18	<b>Other White Collar (not elsewhere classified)</b>		
19	<b>Clerical/Administrative/ Business Support</b>	Bank Teller Bookkeeper	Retail clerk Secretary/Stenographer
20	<b>Blue Collar</b>		
21	<b>Skilled Service</b>	Military/Police/Fire Fighter	
22	<b>Skilled Labour</b>	Plumber Electrician	Mechanic Draftsman
23	<b>Unskilled Service/Labour</b>	Manual Labourers Waiter	
24	<b>Arts/Literary/ Recreational</b>	Musician/Dancer/Other performer Coach/Athlete/Trainer	

**EXHIBIT: 7**  
**NADbank Occupation Groupings By Function**

<b>Function</b>	<b>Description</b>	<b>Example Occupations</b>	
31	<b>Accounting</b>	Accountants Auditors	Bookkeepers Insurance Adjusters
32	<b>Financial Investment</b>	Financial Analyst Corporate Investing Brokers	Financial Planners CFA CFP
33	<b>Building/Construction Trades</b>	Electrical Trades Masonry Plastering Roofers Painters	Plumbers Metal Workers Carpenters Mill Rights Construction Workers
35	<b>Engineering And Design</b>	Chemical Civil Electrical Industrial Agricultural Mechanical Metallurgical Mining	Petroleum Aerospace Nuclear Engineers Community Planners Professional Engineers Industrial Design City Planner Property Site Selection
36	<b>Science/Mathematics/ Statistics</b>	Scientific Research Lab Technician Chemist Librarians Estimators	Mathematicians Statisticians Actuaries Conservators
37	<b>Facility Operations, Maintenance or Repair Services</b>	Mechanics Groundskeeper Building Maintenance	Cleaners Gardeners
38	<b>Information Systems</b>	Chief Technical Officer Data Entry Clerk Data Processing Staff	Programmers Systems Analyst Computer Hardware Maintenance

**EXHIBIT: 7 (continued)**  
**NADbank Occupation Groupings By Function**

<b>Function</b>	<b>Description</b>	<b>Example Occupations</b>	
39	<b>Legal</b>	Lawyers Paralegal	Legal Secretaries Contract Administrators
40	<b>Medical</b>	Doctors Chiropractors Other Medical Specialists Dentists Veterinarians	Nurses Dieticians Optometrists Physiotherapists
41	<b>Overall Corporate Policy</b>	General Management Legislators Senior Government Managers And Officials	
42	<b>Personnel, Industrial Relations</b>	Benefits and Claims Hiring Outplacement	Inspectors Employment Counselors
43	<b>Purchasing</b>	Purchasing Buyers Purchasing Agents	
44	<b>Manufacturing/Utilities/ Primary Industries</b>	Tailors Upholsterers Jewelers Assembly Operations Inspecting	Manufacturing Managers/Supv. Machine operators Farmers Fishermen/women Labourers
45	<b>Sales/Marketing/Advertising/ Research</b>	Sales Marketing Store Managers Advertising	Franchise Director Media Research Editorial Research
46	<b>Social Service/Ministry</b>	Social Workers Welfare Sociologists Psychologists	Nuns and Brothers Priest Ministers of Religion

**EXHIBIT: 7 (continued)**  
**NADbank Occupation Groupings By Function**

<b>Function</b>	<b>Description</b>	<b>Example Occupations</b>	
<b>47</b>	<b>Training/Teaching</b>	Corporate Trainer University Professor Kindergarten Teacher Elementary/Secondary Teacher	Teacher Assistant College Teachers Athletic Trainers and Coaches
<b>48</b>	<b>Transportation And Distribution</b>	Drivers Shippers Receivers	Postal Workers Carriers
<b>49</b>	<b>Public Safety</b>	Police Military Fire Sheriffs	Correctional Service Officer Security Guard Armed Forces
<b>50</b>	<b>Personal Services</b>	Undertaker/Embalmer Hair Dresser Cosmetician Manicurists	Day Care Dry Clean and Laundry Pet Groomer
<b>51</b>	<b>Hospitality/ Recreation</b>	Butcher Fast Food Cafeteria Bakers Outdoor Sport and Recreational Guides Attendants in Amusement, Rec and Sport	Waitress Hotel Desk Clerk Tour and Travel Guides
<b>52</b>	<b>Writing/Drawing/ Performing</b>	Editorial Independent Artists Singers Dancers	Journalists Columnists Writers Reporters
<b>53</b>	<b>Administration And Support</b>	Secretaries Court Recorders General Office and Administrative Support Clerks Typists Record and File Clerks Receptionist and Switchboard Operators	

## **G. QUESTIONNAIRE CHANGES**

The following changes were made to the information collected in NADbank® 2009.

### **1. The Telephone Interview**

Some changes were made to the telephone interview in 2009.

- Yellow pages was added to the list of media in Q1a-i. Additionally, Q1a-i was rearranged and split into Q1a-i and Q1a-ii.

### **2. Mail Product Survey**

The mail product survey underwent some minor modifications for 2009.

One new category was added to the questionnaire:

- Pets (dogs, cats, other)

The questions were modified in twenty-three existing areas:

- Internet
- On-line Purchases/Transactions
- Books, CDs, DVD Purchases and Rentals
- Customer Reward/Loyalty Programs
- TV Viewing
- Photography
- Hobbies
- Outdoor/Indoor Activities
- Individual & Team Sports
- Leisure Activities
- Fitness & Exercise
- Restaurants
- Vacation/Leisure Travel
- Automotive
- Eye Care
- Grocery Shopping
- Wine

- Home Entertainment Items
- Computer Equipment
- Cell Phones
- Home Improvements to Principal Dwelling
- Financial Institutions, Loans/Insurance, Investments
- Real Estate

No categories were deleted from the questionnaire.

### **3. Pre-Testing**

The NADbank® telephone questionnaire was pre-tested prior to field commencement in order to check the correctness, workability and timing.

The number of pre-test telephone interviews conducted was as follows:

- English            10
- French            10

The changes to the product questionnaire were minor. As such, no pretest was conducted.

## **H. EDITING AND CODING**

### **1. The Telephone Interview**

The use of a CATI system for telephone interviewing provides a level of ongoing editing which is not possible in a paper-and-pencil format. The programming of the questionnaire is such that subsequent questions are not presented until valid responses are entered on previous questions. This internal control ensures that the correct question routing is followed and that, when required, the randomization or rotation of stimuli are executed.

In the event that information is missing, and the correct response cannot be inferred from other data, the questionnaire is either rejected or a not stated category is assigned depending on the question. No inferences are permitted on any key readership questions relating to average issue readership or cume measures.

In the 2009 study, 2 telephone questionnaires were rejected.

In June 2002, the NADbank Technical Committee approved the re-introduction of

the concept of "eligible breakoffs". At the editing stage, partially completed interviews wherein the data were complete through to Q23D were reclassified as completed interviews. In the 2009 study, a total of 114 interviews met the condition and were reclassified.

## **2. The Mail Questionnaire**

In a self-completion questionnaire there is no internal control to ensure that the questionnaire is followed correctly. Directives are provided in the questionnaire but, in some cases, directives are not followed correctly and, in other cases, directives are simply ignored. As a means of ensuring valid responses are not lost, an extensive, comprehensive set of computer edit routines is applied to the data. Specific rules are established to accommodate the peculiarities of each question area. The general procedures, as well as relevant specific edit routines are as follows.

### **a) General Editing Procedures—Mail Questionnaire**

#### **1. Sections With Varying Time Periods (Past Week, Past Month, Past 12 Months, Past 3 Years etc.)**

- i) If "No" or "None of the above" was answered in the longer time period but the shorter time period(s) was not answered—the shorter time period(s) was coded "No" or "None of the above".
- ii) If the shorter time period was answered but the longer time period was blank—the longer time period was coded the same as the shorter time period.

#### **2. Sections With Category Filters (A Yes Or No Response Determines If The Section Is Answered)**

- i) If the filter was not answered but the subsequent usage sections were answered—the filter was coded "yes".
- ii) If the filter was "no", but the subsequent usage sections were answered - the filter was re-coded "yes".

#### **3. Single Response Questions (Main Reason, Primary Source etc.)**

If two answers were given to single response questions - both responses were accepted. When three or more responses were given they were re-coded as “No main reason”, “No primary source”, “No main grocery store” etc. The exception was “Types of Financial institutions used for main banking” where up to four responses were accepted.

#### **4. Routing**

Questionnaire skip patterns were applied rigidly. Data that should not have been collected were deleted.

#### **5. No Answers**

Where information was missing, a “Don’t know/Not stated” code was used.

#### **6. Incomplete Questionnaire**

Only questionnaires that had at least 50 percent of the data complete were accepted into analysis.

### **b) Specific Editing Procedures—Mail Questionnaire**

These rules should be read in conjunction with the mail questionnaire. If a specific section is not mentioned below, no specific editing was carried out.

#### **1. Automotive Section (Pages 9 To 12 of mail questionnaire)**

##### **a) Household Vehicle Personally Drive Most Often**

- A response was only accepted if personally had a drivers licence. If not, left blank.

##### **b) Car, Truck or Van Rental**

- This was only coded “Yes” if had a drivers licence.

#### **2. Retail Shopping (Page 12 of mail questionnaire)**

- A computer logic edit was made to ensure that all mentions of past 12 month reliance on the stores listed in “Retail Shopping” and used for individual category purchases over the same time frame are included in the master “Retail Shopping” codes.

### **3. Business Travel by Airplane (Page 8 of mail questionnaire)**

- A computer logic edit was made to ensure that if a respondent indicates that 1 or more round trips were taken by airplane in the past 12 months, airplane was also indicated as a mode of transportation used in the previous question.

#### **c) Data Entry—Mail Questionnaire**

All returned questionnaires are scanned with the data being captured directly to disk. Once the data are captured, a custom designed software program reviews the data within each pre-defined pick-up field. Tolerance limits are set on the fields. Any questionnaire with questionable data is passed electronically to an editor who reviews the document on-screen. This individual determines whether each queried field is a valid response and modifies the data accordingly.

## I. ASCRIPTION

Ascription is a mathematical technique used to achieve a complete data set. The application of the technique permits the projection of a sample to its universe without the application of weighting procedures that are different from those used in the main analysis. The technique ascribes missing data by assigning responses from a donor respondent to a recipient respondent with similar characteristics. Ascription is used in two instances in NADbank 2009, Income (telephone questionnaire) and Product data (mail questionnaire).

### 1. Income

As in most surveys, the most frequently refused question of importance is the one concerning income. In order to provide meaningful projections on income, (both household and personal) all missing data within the 2 variables are ascribed.

The program is run separately to ascribe each of personal and household income. Each model contains both a block of **mandatory** variables (a match is required in all cases at the 100% level) and a block of **optional** variables (a match is required on at least one of the variables)<sup>\*</sup>. The variables used are as follows:

Personal Income Ascription	
Mandatory Variables	Optional Variables
Market/Cluster	Education
Gender	Marital Status
Age	Type of Dwelling
Occupation	Home Ownership
Personal income (partial)	
Household Income	

Household Income Ascription	
Mandatory Variables	Optional Variables
Market/Cluster	Gender
1 Person HH = Personal Income	Age
Household size	
Number employed for pay	
Home Ownership	
Type of dwelling	
Occupation	

There is no limit to the number of times that a donor can be used.

The following exhibits (8-11) detail the mandatory and optional variables for both personal and household income.

- \* In cases where more than one potential donor has been identified, the model selects the donor that provides the largest number of matches among the list of optional variables. In the event that two or more donors provide a match on a similar number of variables, the model selects the donor that has been used least often.
- \*\* Only under or over \$50,000 was provided. The full income detail was refused or not stated.

**EXHIBIT: 8**  
**NADbank® 2009 Personal Income Ascription: Mandatory Variables**

1. **Market: 100%**
2. **Gender: 100%**
3. **Age: 100%**

<b>Personal Income Not Stated</b>												
	18-21	22-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70+
	<b>Personal Income Stated:</b>											
18 - 21	Y	Y	N	N	N	N	N	N	N	N	N	N
22 - 24	Y	Y	N	N	N	N	N	N	N	N	N	N
25 - 29	N	N	Y	Y	N	N	N	N	N	N	N	N
30 - 34	N	N	Y	Y	Y	N	N	N	N	N	N	N
35 - 39	N	N	N	N	Y	Y	N	N	N	N	N	N
40 - 44	N	N	N	N	Y	Y	Y	N	N	N	N	N
45 - 49	N	N	N	N	N	Y	Y	Y	N	N	N	N
50 - 54	N	N	N	N	N	N	Y	Y	Y	N	N	N
55 - 59	N	N	N	N	N	N	N	Y	Y	Y	N	N
60 - 64	N	N	N	N	N	N	N	N	Y	Y	N	N
65 - 69	N	N	N	N	N	N	N	N	N	Y	Y	Y
70 +	N	N	N	N	N	N	N	N	N	N	Y	Y

**Special Notes:**

1. Ascription is completed each year pre merger with previous years.
2. The age groups used for income ascription are derived from the respondent's exact age. In the cases where a respondent has provided only an age range, the assigned value for the range is used to allocate the respondent into the appropriate age category. For a description of the assigned values used, refer to section F14 on page 39.

**EXHIBIT: 8 (continued)**  
**NADbank® 2009 Personal Income Ascription: Mandatory Variables**

**4. Occupation: 100%**

Level	Personal Income Not Stated								
	11	12	13	15/17	18/19	21/22	23	24	
	Senior Management	Other Management	Professionals	Para Prof./Info Systems	Other White Collar	Blue Collar Skilled	Blue Collar Unskilled	Other	Not Employed
<b>Personal Income Stated:</b>									
Senior Management	Y		Y						
Other Management		Y		Y					
Professionals	Y		Y						
Para Prof/Info systems		Y		Y		Y			
Other White Collar					Y		Y	Y	
Blue collar skilled				Y		Y			
Blue collar unskilled					Y		Y	Y	
Other					Y		Y	Y	
Not Employed									Y

**5. Personal Income**

	Personal Income Not Stated (Partial)	
	< \$50M	> \$50M
<b>Personal Income Stated:</b>		
< \$50M	Y	N
> \$50M	N	Y

**6. Household Income**

	Personal Income Not Stated				
	Household Not Stated	< \$30M	\$30M To \$49M	\$50M To \$74.9M	\$75M & Over
<b>Personal Income Stated:</b>					
Household Not Stated	Y	N	N	N	N
< \$30M	N	Y	N	N	N
\$30M-\$49M	N	N	Y	N	N
\$50M-\$74.9M	N	N	N	Y	Y
\$75M & Over	N	N	N	Y	Y

**EXHIBIT: 9**  
**NADbank® 2009 Personal Income Ascription: Optional Variables**

**1. Education**

	Personal Income Not Stated			
	Any University	Any Community College	Graduated High School	Less
<b>Personal Income Stated:</b>				
Any University	Y	N	N	N
Any Community College	N	Y	N	N
Graduated High School	N	N	Y	N
Less	N	N	N	Y

**2. Marital Status**

	Personal Income Not Stated		Other
	Married/Living Together		
<b>Personal Income Stated:</b>			
Married/Living Together		Y	N
Other		N	Y

**3. Type of Dwelling:**

	Personal Income Not Stated		
	House	Apartment	Other
<b>Personal Income Stated:</b>			
House	Y	N	N
Apartment	N	Y	N
Other	N	N	Y

**4. Home Ownership**

	Personal Income Not Stated	
	Own	Rent
<b>Personal Income Stated:</b>		
Own	Y	N
Rent	N	Y

**EXHIBIT: 10**  
**NADbank® 2009 Household Income Ascription: Mandatory Variables**

1. **One Person Households Equal Personal Income**
2. **Market/Cluster: 100%**
3. **Household Size: 100%**

	Household Income (Not Stated)		
	Number In Household		
	2	3	4 +
<b>Personal Income Stated:</b>			
2	Y	N	N
3	N	Y	N
4 +	N	N	Y

4. **Number of People Contributing To Household Income: 100%**

	Household Income Not Stated		
	Number Of Contributors		
	1	2	3 +
<b>Personal Income Stated:</b>			
1	Y	N	N
2	N	Y	N
3 +	N	N	Y

5. **Home Ownership: 100%**

	Own	Rent
Own	Y	N
Rent	N	Y

6. **Type of Dwelling: 100%**

	Home	Apartment	Other
House	Y	N	N
Apartment	N	Y	N
Other	N	N	Y

7. **Occupation: 100% (as in personal income)**

**EXHIBIT: 11**  
**NADbank® 2009 Household Income Ascription: Optional Variables**

---

1. **Gender**
2. **Age (As In Personal Income Ascription)**

## **2. Clustering Markets for Income Ascription**

Ideally, each NADbank market would be analyzed independently for the purposes of income ascription. However, the probability of finding an appropriate donor for each required recipient varies directly with the size of the pool of potential donors. The goal set for application of the model was to have a minimum gross sample of 1000 total respondents. Several markets meet or exceed that level on their own. The remaining markets were aggregated into "like" groups for the purposes of income ascription.

In order to determine the most appropriate groupings, census income data were used. For each CMA, occupations were subdivided into 6 categories and average employment income was determined for each segment.<sup>3</sup> These data were used as input to a cluster analysis program to form the market groupings used.

The following Exhibit 12 shows the markets ascribed independently and those clustered together for the purposes of income ascription.

---

<sup>3</sup> Income data at this level of detail are not available for markets with populations below the CMA threshold. Accordingly, these were assigned to clusters on judgment using average HH income from employment as a guide.

**EXHIBIT: 12**  
**NADbank® 2009 Market Groupings for Income Ascription**

Standalone Markets	2009	Seven Market Clusters	2009 Completions	
	Completions		Market	Cluster
Toronto	4028	Quebec City	966	
Montréal	2924	Moncton*	296	
Vancouver	2629	Fredericton	254	
Ottawa-Gatineau	1875	Chatham*	244	
Calgary	1559	Belleville*	257	
		Charlottetown*	246	
		Orillia*	235	2498
		Winnipeg	750	
		Halifax	413	
		Regina	408	
		Saskatoon	372	
		Victoria	387	
		Prince George*	281	
		Medicine Hat*	234	
		Brantford*	287	3132
		St. Catharines	568	
		Saint John NB*	242	
		Lethbridge*	222	1032
		Oshawa	405	
		Windsor	402	807
		Guelph	405	
		London	402	
		Kingston	241	
		Sarnia*	215	1263
		Hamilton	599	
		Kitchener	657	
		Edmonton	1309	
		Red Deer*	228	2793
		Montreal EMA	437	
		Halifax EMA	105	
		Truro*	234	
		New Glasgow*	244	
		Summerside*	253	
		Cape Breton*	232	1505

Note: \* Markets denoted with an asterisk are CA's for which "Income By Occupation" census data are not available. These markets have been assigned to their relevant clusters based on average household income per the 2006 census

### 3. Product Data

With the introduction of the self-completion (mail) product questionnaire, we are faced with a level of non-response to the product information. Readership and demographic information are available for **all** completed telephone interviews, but in the 2009 study, only 58% of respondents in the readership/product markets actually completed the mail questionnaire. (Refer to Section D, Exhibit 5 for completion rates by market).

In order to provide meaningful projections of the product data, the non-response is handled through an ascription model. No changes are made to the readership or demographic data.

Essentially, application of this model means that a respondent who has not provided product information is “married” to a similar respondent who has provided product information.

The product ascription model uses two blocks of variables, **mandatory** and **optional**. They are described in detail below.

- a) **Mandatory variables** where a match, in **all** cases, is required at the 100% level.
  - Gender
  - Age
  - Household Income
  - Frequency of reading daily newspaper
  - Language (Montréal and Ottawa-Gatineau only)
  
- b) **Optional variables** where a match on at least **one** of the variables is required.
  - Type of dwelling
  - Education
  - Marital Status
  - Presence of children in household
  - Readership of selected<sup>4</sup> resident newspaper

---

<sup>4</sup> The selected resident newspaper in multi-resident newspaper markets is the one with the highest unweighted AIR (read yesterday)

In cases where more than one donor qualifies, the donor with the most matches on the optional variables and who has been used the least as a donor is selected. There is **no limit** to the number of times a donor is used.

For markets that conduct full samples in the current year, the product ascription model is run on current year data only. Other markets report data on a two-year blended basis. For these markets, the product ascription is applied using a two-step procedure.

Step 1: Product data are stripped from all respondents who were recipients in the primary year.

Step 2: Respondents from both years are combined and used in the current ascription procedure.

The following exhibits (13 and 14) detail the Mandatory and Optional variables.

**EXHIBIT: 13**  
**NADbank® 2009 Product Data Ascription Variables – Mandatory (100% Match)**

<b>GENDER</b>	<b>Donor:</b>								
	Male			Female					
Recipient:									
Male	Ascribe								
Female	Ascribe								
<b>AGE</b>	<b>Donor:</b>								
	18-24	25-34	35-49	50-59	60-64	>64			
Recipient:									
<18									
18-24	Ascribe	Ascribe							
25-34	Ascribe	Ascribe	Ascribe						
35-49		Ascribe	Ascribe	Ascribe					
50-59			Ascribe	Ascribe	Ascribe				
60-64				Ascribe	Ascribe	Ascribe			
>64					Ascribe	Ascribe			
<b>HOUSEHOLD INCOME</b>	<b>Donor:</b>								
	<\$20M	\$20M-\$29.9M	\$30M-\$39.9M	\$40M-\$49.9M	\$50M-\$59.9M	\$60M-\$74.9M	\$75M-\$99.9M	\$100M-\$124.9M	\$125M or more
Recipient:									
<\$20M	Ascribe	Ascribe							
\$20M-\$29.9M	Ascribe	Ascribe	Ascribe						
\$30M-\$39.9M		Ascribe	Ascribe	Ascribe					
\$40M-\$49.9M			Ascribe	Ascribe	Ascribe				
\$50M-\$59.9M				Ascribe	Ascribe	Ascribe			
\$60M-\$74.9M					Ascribe	Ascribe	Ascribe		
\$75M-\$99.9M						Ascribe	Ascribe	Ascribe	
\$100M-\$124.9M							Ascribe	Ascribe	Ascribe
\$125M or more								Ascribe	Ascribe
<b>FREQUENCY OF READING (LAST 5 WEEKDAY ISSUES FOR 2 NEWSPAPER MARKET)*</b>	<b>Donor:</b>								
	3 Or Less	4 To 7	8 Or More						
Recipient:									
3 Or Less	Ascribe								
4 To 7	Ascribe								
8 Or More	Ascribe								

For a market with one resident newspaper, the frequency range is divided into two groups: less than or equal to 2 and 3 or more.

For the four + newspaper markets (e.g., Toronto) the range is divided into three groups: 3 or less/4 to 9/10 or more.



In total, ?? respondents with missing product data could not be matched. They were, therefore, classified as “not stated” on all relevant product data.

The following table indicates the missing data ascribed for both income and product data by market.

Market	% Of Missing Data Ascribed				
	Income		Product	Product	Ascribed
	Personal	Household	Not Ascribed	Ascribed	
	%	%	#	#	%
<b>Atlantic</b>					
<sup>1</sup> St. John's NFLD	23.5	28.1	N/A	N/A	N/A
<sup>1</sup> Charlottetown	26.0	32.1	N/A	N/A	N/A
<sup>1</sup> Summerside	32.4	36.4	N/A	N/A	N/A
Halifax	11.4	11.4			
Halifax EMA	10.8	11.1	N/A	N/A	N/A
<sup>1</sup> Cape Breton	28.4	31.5	N/A	N/A	N/A
<sup>1</sup> New Glasgow	25.8	29.9	N/A	N/A	N/A
<sup>1</sup> Truro	27.4	32.5	N/A	N/A	N/A
Moncton	9.0	9.6			
Saint John NB	11.7	12.3			
Fredericton	9.7	10.3			
<b>Quebec</b>					
<sup>1</sup> Saguenay	17.5	20.2	N/A	N/A	N/A
<sup>1</sup> Trois Rivières	21.0	24.7	N/A	N/A	N/A
<sup>1</sup> Sherbrooke	16.4	20.8	N/A	N/A	N/A
<sup>1</sup> Granby	21.2	24.4	N/A	N/A	N/A
Québec City	22.5	25.1			
Montréal	25.9	28.7			
Montréal EMA	22.4	24.3			
<b>Ontario</b>					
Ottawa-Gatineau	27.7	29.3			
Kingston	13.2	14.8			
Toronto CMA	12.5	14.3			
Oshawa	25.4	25.4			
Hamilton	9.3	9.9			
Kitchener	9.2	9.8			
Guelph	9.9	10.2			
London	12.6	13.4			
St. Catharines	14.4	15.8			
Windsor	13.4	13.7			
<sup>1</sup> Brantford	30.3	30.7	N/A	N/A	N/A
<sup>1</sup> Cornwall	30.6	35.3	N/A	N/A	N/A
<sup>1</sup> Peterborough	27.1	29.7	N/A	N/A	N/A
<sup>1</sup> Orillia	29.8	28.9	N/A	N/A	N/A
<sup>1</sup> Sudbury	28.8	30.6	N/A	N/A	N/A
<sup>1</sup> North Bay	31.3	32.5	N/A	N/A	N/A
<sup>1</sup> Timmins	25.6	31.1	N/A	N/A	N/A

Continued...

Market	% Of Missing Data Ascribed				
	Income		Product	Product	Ascribed %
	Personal %	Household %	Not Ascribed #	Ascribed #	
<b>Ontario (con't)</b>					
<sup>1</sup> Sault Ste. Marie	31.9	33.6	N/A	N/A	N/A
<sup>1</sup> Thunder Bay	33.1	35.1	N/A	N/A	N/A
<sup>1</sup> Belleville	28.0	30.7	N/A	N/A	N/A
<sup>1</sup> Cobourg/Port Hope	31.2	33.2	N/A	N/A	N/A
<sup>1</sup> Barrie	23.9	27.9	N/A	N/A	N/A
<sup>1</sup> Sarnia	29.8	34.0	N/A	N/A	N/A
<sup>1</sup> Owen Sound	32.7	36.8	N/A	N/A	N/A
<sup>1</sup> Chatham	29.5	29.1	N/A	N/A	N/A
<b>Prairies</b>					
Winnipeg	14.2	15.3			
<sup>1</sup> Brandon	24.0	28.9	N/A	N/A	N/A
Regina	14.4	16.0			
Saskatoon	15.8	17.2			
<sup>1</sup> Medicine Hat	28.6	28.2	N/A	N/A	N/A
Calgary	25.1	27.4			
<sup>1</sup> Red Deer	25.9	27.2	N/A	N/A	N/A
Edmonton	12.0	13.0			
<sup>1</sup> Lethbridge	21.6	21.2	N/A	N/A	N/A
<b>British Columbia</b>					
<sup>1</sup> Kamloops	30.3	30.3	N/A	N/A	N/A
<sup>1</sup> Prince George	22.1	24.9	N/A	N/A	N/A
Vancouver	26.8	29.9			
Victoria	11.8	11.3			

Note 1: Readership only markets

## **J. WEIGHTING PROCEDURES**

### **1. Purpose Of Weight Schemes**

The purpose of the weighting schemes is to allow for the selection probabilities within the research design used, and for non-response that may affect the profile of the interviews conducted. These are called DESIGN weights and ADJUSTMENT weights.

### **2. Application Of Weighting**

Four weight schemes are applied, in the following order:

- a) Survey Period weight;
- b) Household Size weight;
- c) Household Conversion weight;
- d) Individual Adjustment weight.

Each of these weight schemes is described in detail below.

#### **a) Survey Period Weight**

In NADbank<sup>®</sup>, the data collection time frame is spread over two waves—Spring (January to June) and Fall (September to December). The goal is to obtain a similar number of completed interviews in each of the two time periods. In practice, however, the actual number of interviews in each period typically is different. To insure that the results reflect the two time periods in an unbiased manner, each must have equal representation. Accordingly, an adjustment is made such that the contribution of each wave to the total number of completed interviews for the year is exactly 50%.

In addition, some markets choose to do half samples each year. As such, their survey results are based on data collected over two years. In these markets, the survey period adjustment is expanded such that the contribution made by each year's interviewing is exactly fifty percent of the total.

A day-of-week adjustment also is applied at this weighting stage to insure that each of the five measurement days in each time period provides an equal contribution to the total.

The following table summarizes the adjusted contribution of each wave after the survey period weight has been applied.

<b>Data Collection Period</b>	<b>Full Sample Markets</b>	<b>Half Sample Markets</b>
Fall 2009	50%	25%
Spring 2009	50%	25%
Fall 2008	N/A	25%
Spring 2008	N/A	25%

#### **b) Household Size Weight**

The second stage of weighting adjusts for differential response by household size. It is an Adjustment Weight.

Each household size category is matched to the household size profile obtained from the Census. The household size categories used are 1, 2, 3, 4+ persons. Households with 5 or more people are given the same weight as 4 person households. For any particular market the weights will be:

1 person	$C1/S1=p1$
2 persons	$C2/S2=p2$
3 persons	$C3/S3=p3$
4 or more persons	$C4/S4=p4$

Where: C1 = Census estimate of the percentage of households with 1 person.

S1 = Survey estimate of the percentage of households with 1 person.

In the majority of cases, the weighting matrix is applied to the total sample in the defined CMA/CA. In some areas, the weighting is applied separately to different geographic sub-areas. These are listed below.

- Montréal CMA—The Island of Montréal and the Balance of Montréal CMA are weighted separately.
- Ottawa-Gatineau CMA—Ottawa and Gatineau are weighted separately.
- St. Catharines-Niagara CMA—St. Catharines PMA and Niagara-Welland (balance

of CMA) are weighted separately.

- Hamilton CMA—Burlington CSD and Hamilton PMA are weighted separately.
- Oshawa CMA (Toronto Extension) is weighted separately.
- Toronto CMA – City of Toronto and Balance of Toronto CMA are weighted separately.
- Vancouver CMA – The following six sub regions<sup>5</sup> are weighted separately:
  - City of Vancouver
  - North Shore (City of North Vancouver, North Vancouver district, West Vancouver)
  - Richmond/South Delta
  - Burnaby/New Westminster
  - North East Sector (Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra, Maple Ridge, Pitt Meadows)
  - South East Sector (Surrey, Langley, North Delta, White Rock)

**c) Household Conversion Weight**

The sample design specifies that one person aged 18 years or over will be randomly selected from all such eligible persons living in the household. The result is that a person's probability of being selected for the interview is proportional to the number of eligible persons 18 years of age or over. In a one person household the probability is 1, and in a four person household it will be 0.25.

Individuals living in larger households have a lower chance of being selected. To correct for this, each person receives a weight of 1 divided by the selection probability. This is equivalent to giving a weight equal to the number of eligible people in the household.

	<b>Selection Probability</b>	<b>WEIGHT: 1 Divided By Selection Probability</b>
1 Person	1	1
2 Persons	0.5	2
3 Persons	0.333	3
4 Persons	0.25	4

---

<sup>5</sup> Population data were developed for each region by aggregating census tracts. In cases where a census tract overlapped boundaries, the tract was split by EA. In aggregate, the six regions comprise the complete Vancouver CMA

#### d) Individual Adjustment Weights

These weights adjust for sex and age variations in response rates. Population estimates are obtained for the following age within sex groupings on a market-by-market basis.

	<b>Males</b>	<b>Females</b>
18-24 Years	X	X
25-34 Years	X	X
35-49 Years	X	X
50-64 Years	X	X
65+ Years	X	X

An identical weighting matrix is produced using the survey data that have all the previous weight schemes applied. The two matrices are compared and a weight is produced by dividing the Projected Population Value in a cell by the weighted respondents in that cell. Thus both the individual weighting and population projections are completed at this stage.

In some markets the weighting is applied to separate language or geographic sub-samples. These exceptions are as follows:

A language grouping is applied only to the following markets:

- Ottawa-Gatineau CMA—French, English/Other
- Montréal CMA—French, English, Other

A geographic grouping is applied only to the following markets:

- Montréal CMA—The Island of Montréal and the Balance of Montréal CMA are weighted separately.
- Ottawa CMA – Ottawa and Gatineau are weighted separately
- St. Catharines-Niagara CMA—St. Catharines PMA and Niagara-Welland (balance of CMA) are weighted separately.
- Hamilton CMA—Burlington CSD and Hamilton PMA are weighted separately.
- Toronto CMA – City of Toronto and Balance of Toronto CMA are weighted separately

- Vancouver CMA – The following six sub regions<sup>6</sup> were weighted separately:
  - City of Vancouver
  - North Shore (City of North Vancouver, North Vancouver district, West Vancouver)
  - Richmond/South Delta
  - Burnaby/New Westminster
  - North East Sector (Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra, Maple Ridge, Pitt Meadows)
  - South East Sector (Surrey, Langley, North Delta, White Rock)

### **Secondary Submarket Weighting within a CMA:**

In selected CMA's, there is a need to report on a defined urban submarket(s) contained within the CMA. However, the sample sizes within these urban submarkets cannot support the geographic weighting scheme described above for CMAs such as Toronto and Vancouver. Accordingly, a second weighting scheme is applied for use when these urban submarkets are analyzed independently.

- Secondary submarket weighting is provided for the Kitchener CMA and the St. Catharines-Niagara CMA. In each case, the CMA is divided into individual cities. Each of the cities is weighted to reflect its individual city population projections. A separate individual adjustment weight is also applied. The matrix used in this separate adjustment is reduced to four age groups (50-64 and 65+ are combined to 50+) due to the sample sizes available in each of the individual cities.

**Kitchener CMA:** The CMA is divided into the cities of Kitchener, Waterloo and Cambridge plus the remaining rural component of the CMA.

**St. Catharines-Niagara CMA:** The CMA is divided into the St. Catharines PMA, the cities of Niagara Falls and Welland, plus the remaining rural component of the CMA.

When analyzing the data at the city level, the separate city weights should be used in each case. The CMA weights do not apply. Refer to the Codebook for details.

### **Collapsing Cells:**

When a large weighting matrix is applied, it is not unusual to find that a particular cell has an insufficient population count to justify independent weighting/projections. In those cases, the cells are collapsed with adjacent cells.

---

<sup>6</sup> Population data were developed for each region by aggregating census tracts. In cases where a census tract overlapped boundaries, the tract was split by EA. In aggregate, the six regions comprise the complete Vancouver CMA

In the 2009 study, cells were collapsed in Summerside, Truro, Belleville, Orillia and Chatham.

### **3. Independent Estimates Of Households And Population**

In NADbank® 2009, household and population projection estimates are based on a combination of the 2006 census and the 2008 post-censal estimates provided by Statistics Canada. The level of detail provided in the post-censal estimates varies by size of market. More detail is provided for markets at the CMA level than for smaller markets.

In cases where detailed estimate data are not directly available from Statistics Canada, the required estimates have been developed by TNS Canadian Facts. These estimates of households and population are based on analyses of growth rates and population movement. They are compared with Statistics Canada estimates wherever possible. Adjustments subsequently are made to insure that relationships within and across strata are preserved to the extent possible.

The following sources were used in the preparation of the estimates:

#### **a) Population**

- i) 2006 Census estimates of population - age within sex within market area (CMA, CA or Other) (Statistics Canada 97-551-XCB 2006 009).
- ii) 2008 post-censal estimate of age within sex within market area (CMA) (Statistics Canada Canadian Demographic Estimates 2007-2008).
- iii) 2009 population projection by province (Statistics Canada Quarterly Demographic Estimates 91-002-X).<sup>7</sup>

As noted previously, different levels of population estimates are available for CMA and non-CMA markets. Therefore, the procedures used to derive the 2009 population estimates are slightly different in each case. However, estimates for both market types follow two principal steps:

1. Develop the projected total population 18+ for each market for 2009;
2. Develop an age by gender distribution suitable for projecting to the 2009 population total for each market

---

<sup>7</sup> As of 2007, Statistics Canada has stopped providing CMA level population projections as part of their publication

The population estimate procedure for each market type is described in the following paragraphs:

**i) CMA Markets**

- a) The projected total population for each CMA market for 2009 is derived by estimating the trend of population growth and the general pattern of population movement in the region.
- b) The age by gender distribution for each CMA is obtained from Statistics Canada's 2008 post-censal estimate.
- c) The projected 2009 total population is then distributed by age within gender using the proportions provided in the 2008 post-censal age by gender estimate.

**ii) Non-CMA Markets**

- a) The projected total population for each non-CMA market for 2009 is derived by estimating the trend of population growth and the general pattern of population movement in the region.
- b) The age by gender distribution is obtained from the 2006 census.
- c) The projected total population is distributed by age within gender according to the 2006 census distribution as an initial estimate.

**iii) Final Adjustment to Population Projection**

Once the initial projected age by gender estimates of all CMA, non-CMA and other communities in each province have been generated, the sum is compared to the Statistics Canada provincial projection for 2009. Each community is then proportionately adjusted up or down to ensure that the sum of all markets matches the projected provincial total. The adjustment is applied to each age by gender combination.

**b) Language**

In the final weighting stage, Montréal and Ottawa-Gatineau are weighted separately by age within sex within language (home language - French, English and other) within each CMA. An analysis profiling age within sex within language was obtained from Statistics Canada for this purpose. No post-censal estimates of age within sex within language are available from Statistics Canada. Therefore, the 2006 census data were used to profile the projected population in each market.

**c) Households**

2006 Census estimates of households, Provincial and market (CMA, CA or other) Statistics Canada 97-554-XCB 2006 011 were used here.

The 2009-- estimates were developed as follows:

- Pro-rata from population estimates.

These estimates were compared with Census 2006 household data.

No post-censal estimates of average household size are available from Statistics Canada, therefore, the average household size from the 2006 Census was used to pro-rate the projected number of households.

The following exhibits (16 and 17) detail the actual and weighted data within gender and age by market.

EXHIBIT: 16-a)

NADbank® 2009 Data Base							
Actual Number of Interviews Per Cell							
Market:	Total	Males					
	18+	Total	18-24	25-34	35-49	50-64	65+
<b>Atlantic</b>							
<sup>2</sup> St. John's NFLD	531	233	17	54	82	59	21
Charlottetown	246	101	8	9	23	39	22
Summerside	253	122	6	2	42	32	40
Halifax	1019	426	30	33	122	142	99
Halifax EMA	1330	568	38	44	160	193	133
Cape Breton	232	92	7	9	19	32	25
New Glasgow	244	104	7	10	27	33	27
Truro	234	93	6	8	19	28	32
Moncton	820	330	20	71	87	96	56
Saint John NB	786	292	27	45	88	89	43
Fredericton	764	325	35	64	101	82	43
<b>Quebec</b>							
<sup>3</sup> Saguenay	509	222	20	37	57	74	34
<sup>3</sup> Trois Rivières	510	216	16	28	64	74	34
<sup>3</sup> Sherbrooke	519	220	30	24	58	72	36
<sup>3</sup> Granby	463	191	13	32	46	60	40
Québec City	966	415	36	73	134	101	71
Montréal	2924	1181	82	189	412	321	177
<sup>1</sup> English	562	213	12	25	76	60	40
<sup>1</sup> French	2004	813	53	137	271	232	120
<sup>1</sup> Other	358	155	17	27	65	29	17
Montréal Island	1392	546	43	92	193	137	81
Balance of Montréal	1532	635	39	97	219	184	96
Montréal EMA	437	188	10	19	55	70	34
<b>Ontario</b>							
Ottawa-Gatineau	1875	829	67	112	248	262	140
<sup>1</sup> English/Other	1093	487	42	68	142	154	81
<sup>1</sup> French	782	342	25	44	106	108	59
City of Ottawa	1135	504	45	63	154	156	86
City of Gatineau	740	325	22	49	94	106	54
Kingston	508	212	14	22	62	66	48
Toronto EMA	4433	1918	182	287	712	471	266
Toronto CMA	4028	1747	167	259	654	423	244
City of Toronto	1793	758	66	120	262	185	125
Balance of Toronto CMA	2235	989	101	139	392	238	119
Oshawa	405	171	15	28	58	48	22
Hamilton	1733	738	48	120	228	220	122
<sup>1</sup> Burlington CSD	412	181	8	27	63	54	29
<sup>1</sup> Hamilton PMA	1321	557	40	93	165	166	93
Kitchener CMA	1879	838	83	140	278	202	135
City of Kitchener	837	384	43	60	130	90	61
City of Waterloo	397	184	23	30	59	44	28
City of Cambridge	397	159	9	30	52	42	26

**EXHIBIT: 16-a) (con't)**

<b>NADbank® 2009 Data Base</b>							
<b>Actual Number of Interviews Per Cell</b>							
Market:	Total	Males					
	18+	Total	18-24	25-34	35-49	50-64	65+
<b>Ontario (con't)</b>							
Kitchener EMA	1926	858	86	141	281	209	141
Guelph	1187	484	49	80	154	129	72
London	803	359	38	46	100	109	66
St. Catharines	1139	444	32	49	125	138	100
St. Catharines PMA	449	187	12	19	57	56	43
Niagara-Welland	690	257	20	30	68	82	57
Windsor	803	321	32	54	104	80	51
Brantford	287	97	6	14	29	28	20
<sup>3</sup> Cornwall	232	86	6	7	25	33	15
<sup>2</sup> Peterborough	236	87	7	12	30	22	16
Orillia	235	94	3	7	25	33	26
<sup>3</sup> Sudbury	229	94	5	16	31	24	18
<sup>3</sup> North Bay	243	92	7	8	26	30	21
<sup>3</sup> Timmins	238	103	5	12	39	27	20
<sup>3</sup> Sault Ste. Marie	232	88	9	7	27	29	16
<sup>3</sup> Thunder Bay	302	141	11	18	28	56	28
Belleville	257	110	3	13	41	24	29
<sup>2</sup> Cobourg/Port Hope	301	124	10	10	40	38	26
<sup>3</sup> Barrie	276	125	9	20	44	31	21
Sarnia	215	97	12	8	13	34	30
<sup>2</sup> Owen Sound	223	86	7	7	22	31	19
Chatham	244	98	4	16	29	27	22
<b>Prairies</b>							
Winnipeg	1497	608	45	63	172	200	128
<sup>2</sup> Brandon	242	105	12	16	26	32	19
Regina	825	327	24	56	90	93	64
Saskatoon	774	313	34	45	91	85	58
Medicine Hat	234	99	5	15	23	31	25
Calgary	1559	671	57	95	231	190	98
Red Deer	228	82	5	14	18	29	16
Edmonton	2686	1137	99	186	343	306	203
Lethbridge	222	101	11	18	21	30	21
<b>British Columbia</b>							
<sup>2</sup> Kamloops	231	87	7	4	31	32	13
Prince George	281	129	6	15	36	46	26
Vancouver	2629	1102	97	129	347	315	214
Victoria	1114	461	33	52	128	130	118

Note: 1. The listed markets include the regional/language divisions of the data that are published.  
2. Measured in 2007 and carried forward to the current data base.  
3. Measured in 2008 and carried forward to the current data base.

EXHIBIT: 16-b)

NADbank® 2009 Data Base							
Actual Number of Interviews Per Cell							
Market:	Total		Females				
	18+	Total	18-24	25-34	35-49	50-64	65+
<b>Atlantic</b>							
<sup>2</sup> St. John's NFLD	531	298	34	48	95	81	40
Charlottetown	246	145	5	5	32	57	46
Summerside	253	131	4	6	27	42	52
Halifax	1019	593	30	69	156	198	140
Halifax EMA	1330	762	35	79	204	266	178
Cape Breton	232	140	5	6	41	50	38
New Glasgow	244	140	4	12	38	54	32
Truro	234	141	4	11	33	42	51
Moncton	820	490	35	74	141	149	91
Saint John NB	786	494	28	68	127	155	116
Fredericton	764	439	34	72	123	112	98
<b>Quebec</b>							
<sup>3</sup> Saguenay	509	287	15	33	77	96	66
<sup>3</sup> Trois Rivières	510	294	20	38	89	84	63
<sup>3</sup> Sherbrooke	519	299	29	47	76	91	56
<sup>3</sup> Granby	463	272	18	26	85	86	57
Québec City	966	551	35	85	149	156	126
Montréal	2924	1743	119	264	551	473	336
<sup>1</sup> English	562	349	18	50	124	83	74
<sup>1</sup> French	2004	1191	76	162	361	348	244
<sup>1</sup> Other	358	203	25	52	66	42	18
Montréal Island	1392	846	72	138	233	215	188
Balance of Montréal	1532	897	47	126	318	258	148
Montréal EMA	437	249	17	31	57	80	64
<b>Ontario</b>							
Ottawa-Gatineau	1875	1046	64	150	355	272	205
<sup>1</sup> English/Other	1093	606	45	85	208	164	104
<sup>1</sup> French	782	440	19	65	147	108	101
City of Ottawa	1135	631	43	81	216	164	127
City of Gatineau	740	415	21	69	139	108	78
Kingston	508	296	22	38	60	90	86
Toronto EMA	4433	2515	190	388	828	665	444
Toronto CMA	4028	2281	179	359	759	593	391
City of Toronto	1793	1035	82	165	309	264	215
Balance of Toronto CMA	2235	1246	97	194	450	329	176
Oshawa	405	234	11	29	69	72	53
Hamilton	1733	995	61	143	288	266	237
<sup>1</sup> Burlington CSD	412	231	7	32	74	67	51
<sup>1</sup> Hamilton PMA	1321	764	54	111	214	199	186
Kitchener CMA	1879	1041	81	165	332	283	180
City of Kitchener	837	453	37	79	152	111	74
City of Waterloo	397	213	25	26	66	54	42
City of Cambridge	397	238	14	41	75	68	40

**EXHIBIT: 16-b) (continued)**

<b>NADbank® 2009 Data Base</b>							
<b>Actual Number of Interviews Per Cell</b>							
Market:	Total	Females					
	18+	Total	18-24	25-34	35-49	50-64	65+
<b>Ontario (con't)</b>							
Kitchener EMA	1926	1068	83	168	341	290	186
Guelph	1187	703	64	115	215	173	136
London	803	444	33	65	135	108	103
St. Catharines	1139	695	39	78	199	197	182
St. Catharines PMA	449	262	12	34	71	71	74
Niagara-Welland	690	433	27	44	128	126	108
Windsor	803	482	31	75	146	114	116
Brantford	287	190	6	26	47	64	47
<sup>3</sup> Cornwall	232	146	5	20	37	44	40
<sup>2</sup> Peterborough	236	149	12	17	45	35	40
Orillia	235	141	3	12	32	49	45
<sup>3</sup> Sudbury	229	135	5	16	38	48	28
<sup>3</sup> North Bay	243	151	9	23	33	46	40
<sup>3</sup> Timmins	238	135	4	27	43	36	25
<sup>3</sup> Sault Ste. Marie	232	144	11	11	28	42	52
<sup>3</sup> Thunder Bay	302	161	5	7	41	57	51
Belleville	257	147	5	18	39	45	40
<sup>2</sup> Cobourg/Port Hope	301	177	6	26	44	56	45
<sup>3</sup> Barrie	276	151	7	23	62	32	27
Sarnia	215	118	8	18	21	35	36
<sup>2</sup> Owen Sound	223	137	11	10	24	46	46
Chatham	244	146	10	17	34	45	40
<b>Prairies</b>							
Winnipeg	1497	889	49	101	239	264	236
<sup>2</sup> Brandon	242	137	8	21	34	32	42
Regina	825	498	39	78	122	127	132
Saskatoon	774	461	28	61	111	135	126
Medicine Hat	234	135	6	16	29	47	37
Calgary	1559	888	51	137	305	235	160
Red Deer	228	146	7	22	33	35	49
Edmonton	2686	1549	106	240	460	423	320
Lethbridge	222	121	9	18	28	36	30
<b>British Columbia</b>							
<sup>2</sup> Kamloops	231	144	5	13	50	44	32
Prince George	281	152	5	28	45	46	28
Vancouver	2629	1527	88	130	484	448	377
Victoria	1114	653	31	61	150	192	219

Note: 1. The listed markets include the regional/language divisions of the data that are published.  
2. Measured in 2007 and carried forward to the current data base.  
3. Measured in 2008 and carried forward to the current data base.

EXHIBIT: 17-a)

NADbank® 2009 Data Base							
Sample Data After Application Of Weight Schemes							
Market:	Total	Males					
	18+	Total	18-24	25-34	35-49	50-64	65+
<b>Atlantic</b>							
<sup>2</sup> St. John's NFLD	1470	700	88	143	218	170	81
Charlottetown	492	227	31	35	65	60	36
Summerside	128	59	7	9	17	15	11
Halifax	3193	1532	203	276	471	375	206
Halifax EMA	6094	2947	360	445	854	792	496
Cape Breton	843	387	45	44	105	116	76
New Glasgow	289	136	14	19	39	40	25
Truro	372	176	19	23	52	48	33
Moncton	1090	526	62	95	150	135	85
Saint John NB	998	473	61	74	133	128	78
Fredericton	719	342	47	62	100	84	49
<b>Quebec</b>							
<sup>3</sup> Saguenay	1225	602	73	97	173	168	92
<sup>3</sup> Trois Rivières	1186	566	65	90	159	154	97
<sup>3</sup> Sherbrooke	1342	646	89	122	185	158	93
<sup>3</sup> Granby	578	280	33	48	77	76	47
Québec City	6109	2961	342	559	822	780	458
Montréal	30197	14698	1741	2816	4488	3459	2194
<sup>1</sup> English	5224	2560	345	500	787	548	380
<sup>1</sup> French	20835	10134	1190	1934	3082	2503	1425
<sup>1</sup> Other	4137	2005	206	382	619	408	389
Montréal Island	15910	7729	945	1606	2214	1705	1258
Balance of Montréal	14287	6969	796	1209	2273	1754	936
Montréal EMA	1552	767	77	106	230	224	129
<b>Ontario</b>							
Ottawa-Gatineau	9534	4637	606	848	1452	1118	612
<sup>1</sup> English/Other	6780	3331	444	624	1037	783	443
<sup>1</sup> French	2753	1305	163	224	415	334	170
City of Ottawa	7215	3502	465	642	1086	830	478
City of Gatineau	2319	1135	141	206	366	388	134
Kingston	1275	624	82	103	174	155	109
Toronto EMA	47082	22890	2984	4308	7396	5116	3087
Toronto CMA	44346	21551	2800	4088	6950	4796	2916
City of Toronto	21933	10549	1294	2150	3315	2234	1556
Balance of Toronto CMA	22414	11001	1506	1938	3635	2562	1359
Oshawa	2735	1340	184	220	445	320	171
Hamilton	5791	2818	368	463	862	670	455
<sup>1</sup> Burlington CSD	1418	690	90	113	211	164	112
<sup>1</sup> Hamilton PMA	4374	2129	278	350	652	506	343
Kitchener CMA	3754	1864	265	362	584	410	244
City of Kitchener	1653	824	130	160	250	178	106
City of Waterloo	838	444	73	74	140	98	60
City of Cambridge	766	333	28	75	112	77	41

**EXHIBIT: 17-a) (continued)**

<b>NADbank® 2009 Data Base</b>							
<b>Sample Data After Application Of Weight Schemes</b>							
Market:	Total	Males	18-24	25-34	35-49	50-64	65+
	18+	Total					
<b>Ontario (con't)</b>							
Kitchener EMA	3776	1843	252	337	572	423	258
Guelph	1052	519	70	90	160	121	77
London	3835	1863	259	337	544	439	283
<sup>1</sup> St. Catharines	3252	1576	199	231	440	399	307
St. Catharines PMA	1691	815	103	119	227	206	159
Niagara-Welland	1562	761	96	111	213	193	148
Windsor	2608	1287	169	215	400	307	197
Brantford	1066	520	68	88	152	130	82
<sup>3</sup> Cornwall	480	230	28	30	65	64	44
<sup>2</sup> Peterborough	950	451	62	60	122	113	94
Orillia	349	164	18	22	46	43	36
<sup>3</sup> Sudbury	1301	633	78	97	195	160	103
<sup>3</sup> North Bay	509	243	34	34	68	65	42
<sup>3</sup> Timmins	337	168	23	26	52	43	23
<sup>3</sup> Sault Ste. Marie	653	313	41	37	86	87	62
<sup>3</sup> Thunder Bay	981	481	59	74	145	120	83
Belleville	746	355	44	51	105	89	67
<sup>2</sup> Cobourg/Port Hope	362	176	21	23	52	45	35
<sup>3</sup> Barrie	1415	699	97	127	226	153	96
Sarnia	725	346	41	46	94	97	67
<sup>2</sup> Owen Sound	268	128	17	16	36	34	26
Chatham	268	128	17	16	36	34	26
<b>Prairies</b>							
Winnipeg	5747	2806	379	528	812	672	416
<sup>2</sup> Brandon	380	178	31	29	48	39	31
Regina	1629	791	114	148	221	187	120
Saskatoon	1977	964	153	193	267	217	133
Medicine Hat	601	295	41	52	87	67	48
Calgary	9565	4872	670	1065	1561	1071	505
Red Deer	707	352	65	78	103	68	38
Edmonton	9143	4634	684	990	1361	1038	560
Lethbridge	816	394	63	71	107	88	64
<b>British Columbia</b>							
<sup>2</sup> Kamloops	774	377	56	55	105	101	59
Prince George	681	341	46	56	107	89	42
Vancouver	18746	9184	1198	1709	2782	2176	1320
Victoria	2910	1391	175	225	373	361	256

Note: 1. The listed markets include the regional/language divisions of the data that are published.  
2. Measured in 2007 and carried forward to the current data base.  
3. Measured in 2008 and carried forward to the current data base.

EXHIBIT: 17-b)

NADbank® 2009 Data Base							
Sample Data After Application Of Weight Schemes							
Market:	Total		Females				
	18+	Total	18-24	25-34	35-49	50-64	65+
<b>Atlantic</b>							
<sup>2</sup> St. John's NFLD	1470	770	86	148	236	181	119
Charlottetown	492	264	33	40	73	66	53
Summerside	128	70	8	10	19	16	17
Halifax	3193	1661	205	298	483	399	276
Halifax EMA	6094	3147	357	480	864	820	625
Cape Breton	843	547	47	54	122	122	112
New Glasgow	289	153	16	20	42	40	35
Truro	372	197	20	27	57	49	44
Moncton	1090	564	61	95	152	141	113
Saint John NB	998	524	58	80	146	134	107
Fredericton	719	376	50	65	106	90	65
<b>Quebec</b>							
<sup>3</sup> Saguenay	1225	623	64	88	173	168	130
<sup>3</sup> Trois Rivières	1186	619	64	84	163	161	147
<sup>3</sup> Sherbrooke	1342	696	89	115	182	169	141
<sup>3</sup> Granby	578	298	31	43	78	81	64
Québec City	6109	3148	341	519	792	846	650
Montréal	30197	15499	1700	2761	4335	3698	3004
<sup>1</sup> English	5224	2665	341	481	769	571	503
<sup>1</sup> French	20835	10701	1159	1864	2997	2669	2013
<sup>1</sup> Other	4137	2133	201	417	569	459	487
Montréal Island	15910	8181	1010	1532	1999	1815	1825
Balance of Montréal	14287	7318	690	1229	2336	1883	1179
Montréal EMA	1552	785	71	106	232	218	158
<b>Ontario</b>							
Ottawa-Gatineau	9534	4897	592	864	1459	1162	821
<sup>1</sup> English/Other	6780	3450	431	627	1015	801	576
<sup>1</sup> French	2753	1448	160	237	444	361	245
City of Ottawa	7215	3713	457	657	1087	868	645
City of Gatineau	2319	1184	135	207	372	294	176
Kingston	1275	652	80	100	170	162	139
Toronto EMA	47082	24191	2862	4539	7408	5366	4017
Toronto CMA	44346	22796	2688	4317	6955	5040	3796
City of Toronto	21933	11383	1279	2281	3272	2429	2121
Balance of Toronto CMA	22414	11412	1408	2036	3683	2611	1675
Oshawa	2735	1396	174	222	453	326	221
Hamilton	5791	2973	354	469	855	695	600
<sup>1</sup> Burlington CSD	1418	728	86	115	209	170	147
<sup>1</sup> Hamilton PMA	4374	2245	268	354	646	524	453
Kitchener CMA	3754	1890	246	349	558	419	318
City of Kitchener	1653	829	103	166	255	168	138
City of Waterloo	838	394	82	55	109	77	70
City of Cambridge	766	434	43	86	131	102	71

**EXHIBIT: 17-b) (continued)**

<b>NADbank® 2009 Data Base</b>							
<b>Sample Data After Application Of Weight Schemes</b>							
Market:	Total	Females					
	18+	Total	18-24	25-34	35-49	50-64	65+
<b>Ontario (con't)</b>							
Kitchener EMA	3776	1933	243	342	578	438	331
Guelph	1052	534	68	89	154	123	99
London	3835	1973	258	335	538	463	379
St. Catharines	3252	1677	185	230	443	419	399
St. Catharines PMA	1691	876	97	120	231	219	209
Niagara-Welland	1562	801	88	110	212	200	190
Windsor	2608	1321	163	221	373	309	255
Brantford	1066	546	68	85	150	133	110
<sup>3</sup> Cornwall	480	249	29	30	65	65	60
<sup>2</sup> Peterborough	950	498	64	60	127	121	126
Orillia	349	186	19	22	50	46	49
<sup>3</sup> Sudbury	1301	668	77	100	196	163	132
<sup>3</sup> North Bay	509	265	35	35	71	70	54
<sup>3</sup> Timmins	337	170	22	26	50	41	30
<sup>3</sup> Sault Ste. Marie	653	340	41	40	92	91	76
<sup>3</sup> Thunder Bay	981	500	56	72	145	118	108
Belleville	746	391	42	54	110	93	92
<sup>2</sup> Cobourg/Port Hope	362	186	20	22	53	47	44
<sup>3</sup> Barrie	1415	716	90	126	220	157	122
Sarnia	725	379	42	48	102	97	90
<sup>2</sup> Owen Sound	268	140	16	16	37	35	36
Chatham	875	453	51	59	127	111	104
<b>Prairies</b>							
Winnipeg	5747	2941	367	506	791	693	583
<sup>2</sup> Brandon	380	202	34	30	52	42	45
Regina	1629	838	112	148	223	193	161
Saskatoon	1977	1013	149	190	265	223	186
Medicine Hat	601	306	39	49	85	69	63
Calgary	9565	4693	605	975	1451	1029	633
Red Deer	707	355	60	68	103	70	53
Edmonton	9143	4509	622	865	1289	1027	706
Lethbridge	816	422	66	68	110	94	85
<b>British Columbia</b>							
<sup>2</sup> Kamloops	774	397	57	56	112	103	69
Prince George	681	340	45	58	109	86	42
Vancouver	18746	9562	1116	1742	2824	2238	1643
Victoria	2910	1519	178	223	381	394	342

Note: 1. The listed markets include the regional/language divisions of the data that are published.  
2. Measured in 2007 and carried forward to the current data base.  
3. Measured in 2008 and carried forward to the current data base.



#### **4. Distribution Of Final Population Weights By Market**

Exhibit 18 summarizes the range of population weights applied at the final stage of weighting for each market surveyed in 2009. A description of the column headings is provided below.

##### **a) Final Weights Including Projection**

The final weight applied to each record not only adjusts that respondent's weight to its appropriate age/gender proportion but also projects that record to the total population estimate within the age/gender cell. The minimum/maximum weights are respectively the smallest and largest weights that have been applied to any respondent record within the market. The ratio is obtained by dividing the Maximum weight by the Minimum weight. The higher the ratio, the greater is the range between the minimum and maximum weights.

##### **b) Average Final Weight**

This is the arithmetic mean of the final weights. It is calculated by summing all of the final weights and dividing by the number of respondents.

##### **c) Standard Deviation**

Standard deviation is a summary statistic of variance around the mean if we are simply considering the mean as a descriptive statistic. It is calculated by taking the square root of the variance around the mean. In a normal distribution, 95% of the observations lie within two standard deviations of the mean.

##### **d) Standard Error**

The Standard Error is calculated by dividing the Standard Deviation by the square root of the sample size. Standard Error indicates the likely deviations that can be expected, and therefore the confidence limits. For example, the mean  $\pm$  2 standard errors will include the "true mean" 95% of the time.

**e) Number of Records**

This represents the total number of respondents in the database for each market.

**f) Projection Factor**

This is the target that would be applied to project the total actual sample size to the total population. The actual target value varies for each age/gender cell within the matrix.

**g) Estimated Average Projection-Only Weight**

Since the adjustment and projection weights are applied in the same stage, it is not possible to isolate the sub-components of the weight. This column provides an estimate of the size of the projection-only weight. It is obtained by dividing the projection factor by the number of records.

**h) Estimated Adjustment Weight**

These values are an estimate of the size of the minimum and maximum contribution of the adjustment weights that would be applied to bring the actual sample into correct proportions by age and gender. They are calculated by dividing the min/max total weight by the estimated projection-only weight.

**EXHIBIT: 18**  
**NADbank® 2009 Data Base**  
**Range Of Final Population Weights By Market**

Markets	Final Weights Including Projection			Average Final Weight	Standard Deviation	Standard Error	No. Of Records	Projection Factor	Estd. Average Projection Only Weight	Estimated Adjustment Weight	
	Minimum	Maximum	Ratio							Min	Max
<sup>1</sup> St. John's NFLD	0.45	14.21	31.58	2.77	1.32	0.06	531	1470	2.77	0.16	5.13
Charlottetown	0.43	15.16	35.26	2.00	1.73	0.11	246	492	2.00	0.22	7.58
Summerside	0.13	6.16	47.38	0.51	0.57	0.04	253	128	0.51	0.26	12.18
Halifax	0.46	24.95	54.24	3.13	2.39	0.07	1019	3193	3.13	0.15	7.96
Halifax EMA	0.68	30.35	44.63	4.58	3.09	0.08	1330	6094	4.58	0.68	30.35
Cape Breton	1.06	18.18	17.15	3.63	2.18	0.14	232	843	3.63	0.29	5.00
New Glasgow	0.38	6.07	15.97	1.18	0.65	0.04	244	289	1.18	0.32	5.12
Truro	0.50	6.89	13.78	1.59	1.13	0.07	234	372	1.59	0.31	4.33
Moncton	0.26	9.56	36.77	1.33	0.92	0.03	820	1090	1.33	0.20	7.19
Saint John NB	0.23	6.14	26.70	1.27	0.88	0.03	786	998	1.27	0.18	4.84
Fredericton	0.19	5.24	27.58	0.94	0.56	0.02	764	719	0.94	0.20	5.57
<sup>2</sup> Saguenay	0.65	9.22	14.18	2.41	1.21	0.05	509	1225	2.41	0.27	3.83
<sup>2</sup> Trois Rivières	0.78	7.57	9.71	2.32	1.09	0.05	510	1186	2.33	0.34	3.26
<sup>2</sup> Sherbrooke	0.90	10.60	11.78	2.58	1.08	0.05	519	1342	2.59	0.35	4.10
<sup>2</sup> Granby	0.35	4.99	14.26	1.25	0.62	0.03	463	578	1.25	0.28	4.00
Quebec City	2.26	21.01	9.30	6.32	2.72	0.09	966	6109	6.32	0.36	3.32
Montréal	2.33	83.74	35.94	10.33	5.27	0.10	2924	30197	10.33	0.23	8.11
Montréal EMA	1.12	11.51	10.28	3.55	1.58	0.08	437	1552	3.55	0.32	3.24
Ottawa / Gatineau	1.02	23.15	22.70	5.08	2.99	0.07	1875	9534	5.08	0.20	4.55
Kingston	0.57	12.06	21.16	2.51	1.43	0.06	508	1275	2.51	0.23	4.81
Toronto CMA	2.81	52.66	18.74	11.01	5.20	0.08	4028	44346	11.01	0.26	4.78
Oshawa	1.55	31.39	20.25	6.75	3.86	0.19	405	2735	6.75	0.23	4.65
Hamilton	0.70	24.10	34.43	3.34	2.13	0.05	1733	5791	3.34	0.21	7.21
Kitchener CMA	0.44	10.11	22.98	2.00	1.15	0.03	1879	3754	2.00	0.22	5.06
Kitchener EMA	0.44	10.14	23.05	1.96	1.12	0.03	1926	3776	1.96	0.22	5.17
Guelph	0.22	4.11	18.68	0.89	0.49	0.01	1187	1052	0.89	0.25	4.64
Brantford	0.64	28.32	44.25	3.71	3.57	0.21	287	1066	3.71	0.17	7.62
London	1.40	16.94	12.10	4.78	2.09	0.07	803	3835	4.78	0.29	3.55
St. Catharines-Niagara	0.61	16.10	26.39	2.86	1.87	0.06	1139	3252	2.86	0.21	5.64
Windsor	0.89	11.03	12.39	3.25	1.56	0.05	803	2608	3.25	0.27	3.40

Note: 1 Measured in 2007 and carried forward to the current database

Note: 2 Measured in 2008 and carried forward to the current database

**EXHIBIT: 18 (continued)**  
**NADbank® 2009 Data Base**  
**Range Of Final Population Weights By Market**

Markets	Final Weights Including Projection			Average	Standard	Standard	No. Of Records	Projection Factor	Estd. Average	Estimated Adjustment Weight	
	Minimum	Maximum	Ratio	Final Weight	Deviation	Error			Projection Only Weight	Min	Max
<sup>2</sup> Cornwall	0.51	8.39	16.45	2.07	1.28	0.08	232	480	2.07	0.25	4.06
<sup>1</sup> Peterborough	1.34	12.33	9.20	4.02	1.98	0.13	236	950	4.03	0.33	3.06
<sup>2</sup> Sudbury	1.20	27.41	22.84	5.68	3.32	0.22	229	1301	5.68	0.21	4.82
<sup>2</sup> North Bay	0.55	8.77	15.95	2.09	1.35	0.09	243	509	2.09	0.26	4.19
<sup>2</sup> Timmins	0.44	7.14	16.23	1.42	0.97	0.06	238	337	1.42	0.31	5.04
<sup>2</sup> Sault Ste. Marie	0.85	10.17	11.96	2.81	1.61	0.11	232	653	2.81	0.30	3.61
<sup>2</sup> Barrie	1.05	18.76	17.87	5.13	2.99	0.18	276	1415	5.13	0.20	3.66
<sup>2</sup> Thunder Bay	1.11	15.42	13.89	3.25	2.31	0.13	302	981	3.25	0.34	4.75
Orillia	0.48	10.52	21.92	1.49	1.16	0.08	235	349	1.49	0.32	7.08
Belleville	0.77	17.61	22.87	2.90	2.28	0.14	257	746	2.90	0.27	6.07
<sup>1</sup> Cobourg/Port Hope	0.29	5.76	19.86	1.20	0.68	0.04	301	362	1.20	0.24	4.79
Sarnia	0.84	11.75	13.99	3.37	2.03	0.14	215	725	3.37	0.25	3.48
<sup>1</sup> Owen Sound	0.39	5.00	12.82	1.20	0.76	0.05	223	268	1.20	0.32	4.16
Chatham	1.19	19.21	16.14	3.58	2.14	0.14	244	875	3.59	0.33	5.36
Winnipeg	0.84	21.05	25.06	3.84	2.32	0.06	1497	5747	3.84	0.22	5.48
<sup>1</sup> Brandon	0.35	7.57	21.63	1.57	1.05	0.07	242	380	1.57	0.22	4.82
Regina	0.60	10.47	17.45	1.97	1.05	0.04	825	1629	1.97	0.30	5.30
Saskatoon	0.78	11.20	14.36	2.55	1.39	0.05	774	1977	2.55	0.31	4.38
Medicine Hat	0.81	13.75	16.98	2.57	1.84	0.12	234	601	2.57	0.32	5.35
Calgary	1.32	27.23	20.63	6.14	3.32	0.08	1559	9565	6.14	0.22	4.44
Red Deer	0.61	21.69	35.56	3.10	2.61	0.17	228	707	3.10	0.20	6.99
Edmonton	0.89	15.78	17.73	3.40	1.72	0.03	2686	9143	3.40	0.26	4.64
Lethbridge	1.22	18.86	15.46	3.68	2.10	0.14	222	816	3.68	0.33	5.13
<sup>1</sup> Kamloops	0.68	20.09	29.54	3.35	2.74	0.18	231	774	3.35	0.20	6.00
Prince George	0.75	15.20	20.27	2.42	1.73	0.10	281	681	2.42	0.31	6.27
Vancouver	1.29	35.64	27.63	7.13	4.54	0.09	2629	18746	7.13	0.18	5.00
Victoria	0.66	17.34	26.27	2.61	1.80	0.05	1114	2910	2.61	0.25	6.64

Note: 1 Measured in 2007 and carried forward to the current database  
Note: 2 Measured in 2008 and carried forward to the current database

## **5. Margin of Error**

When survey data are weighted, the tables usually show two base sizes. One is the unweighted base - the actual number of respondents whose data are included in the table. The other is the weighted base, which shows the number of people in the adjusted population estimate. To determine the margin of error (e.g. 30%± 4%) for a given sample size, users typically use published tables. The unweighted base size is the one used for the calculation.

The calculations in published tables assume that the sample is a true random sample conducted under “ideal” conditions. While this is rarely true of most surveys (including NADbank), users of the data generally rely on the standard tables.

## K. NEWSPAPERS AND TELEVISION MAGAZINES MEASURED IN NADBANK®2009

### 1. Readership/Product Markets

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
<b>THE MARITIMES</b> Nova Scotia Halifax	The Chronicle Herald (R)	The Saturday Chronicle Herald (R) The Sunday Herald (R)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--
	Metro (RFD)	--	--
	--	Coast** (Thursday)	--
	--	The Community Herald** (Thursday)	--
<b>NEW BRUNSWICK</b> Saint John	Telegraph-Journal (R)	The Saturday Telegraph-Journal (R)	POP (Friday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--
	--	The Valley Viewer** (every second Tuesday)	--
	--	KV Style** (Friday)	--
Fredericton	The Daily Gleaner (R)	The Weekend Daily Gleaner (R)	TV This Week (Friday)
	The Telegraph-Journal (NR)	The Saturday Telegraph-Journal (NR)	
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--
Moncton	The Times and Transcript (R)	The Saturday Times and Transcript (R)	TV Showtime (Friday)
	The Telegraph-Journal (NR)	The Saturday Telegraph-Journal (NR)	
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

(RFD) = Resident Free Daily (Monday to Friday) only asked Q4, Q5A/Q5B and Q7C.

\* National Post in Halifax, Saint John, Fredericton and Moncton – only online readership measured.

\*\* Community Newspaper asked Q11A/11B/11C.

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Québec Québec City	Le Soleil (R)	The Saturday Le Soleil (R) The Sunday Le Soleil (R)	Voilà (Saturday)
	Le Journal de Québec (R)	The Saturday Le Journal de Québec(R) The Sunday Le Journal de Québec(R)	Télé-Horaire (Saturday) --
	--	Le Journal Les Affaires* (Saturday)	--
	--	--	TV Hebdo
Montréal	La Presse (R)	The Saturday La Presse (R)	Voilà (Saturday)
	Le Journal de Montréal (R)	The Saturday Le Journal de Montréal (R) The Sunday Le Journal de Montréal (R)	Télé-Horaire (Saturday) --
	Le Devoir (R)	The Saturday Le Devoir (R)	--
	The Gazette (R)	The Saturday Gazette (R) The Sunday Gazette (R)	TV Times (Saturday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
	Metro (RFD)	--	--
	24 heures (RFD)	--	--
	--	--	TV Hebdo
	--	Le Journal Les Affaires* (Saturday)	--

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

(RFD) = Resident Free Daily (Monday to Friday) only asked Q4, Q5A/Q5B and Q7C.

\* Le Journal Les Affaires (Business Publication) is only asked Q11A/Q11B/Q11C.

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Ontario Ottawa-Gatineau	Ottawa Citizen (R)	The Saturday Citizen (R) The Sunday Citizen (R)	TV Times (Sunday)
	Le Droit (R)	The Saturday Le Droit (R)	Voilà (Saturday)
	The Ottawa Sun (R)	The Ottawa Saturday Sun (R) The Ottawa Sunday Sun (R)	ENT (Sunday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
	Metro (RFD)	--	--
	24 Hours (RFD) --	-- --	-- TV Hebdo
Kingston	The Kingston Whig Standard (R)	The Saturday Kingston Whig Standard (R)	
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Toronto Sun (NR)	The Saturday Sun (NR) The Sunday Sun (NR)	--
	The Globe and Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
	-- --	Kingston This Week** (Tue, Thu) The Heritage** (Thursday)	-- --
Toronto	Toronto Star (R)	The Saturday Toronto Star (R) The Sunday Toronto Star (R)	Starweek (Saturday)
	The Toronto Sun (R)	The Saturday Sun (R) The Sunday Sun (R)	-- Sun Television (Sunday)
	The Globe & Mail (R) National Post (R)	The Saturday Globe & Mail (R) The Saturday National Post (R)	-- Toronto Post TV (Saturday)
	Metro Toronto (RFD) 24 hours (RFD)	-- --	-- --

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

(RFD) = Resident Free Daily (Monday to Friday). Only asked Q4, Q5A/Q5B and Q7C.

\*\* Community Newspaper asked Q11A/11B/11C.

<b>Market</b>	<b>Daily Newspaper</b>	<b>Weekend Newspaper</b>	<b>TV Magazine</b>
<b>Ontario (cont'd)</b>			
Hamilton	The Hamilton Spectator (R)	The Saturday Hamilton Spectator (R)	Wits & Pieces(Friday or Saturday)
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Toronto Sun (NR)	The Saturday Sun (NR) The Sunday Sun (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	Saturday National Post (NR)	--
Kitchener	The Waterloo Region Record (R)	The Saturday Waterloo Region Record (R)	--
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	-- --
	The Toronto Sun (NR)	The Saturday Sun (NR) The Sunday Sun (NR)	-- --
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
Guelph	Guelph Mercury (R)	The Saturday Guelph Mercury (R)	TV Week (Saturday)
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Toronto Sun (NR)	The Saturday Sun (NR) The Sunday Sun (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
	The Waterloo Region Record (Kitchener) (NR)	The Saturday Waterloo Region Record (NR)	--

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Ontario (cont'd) St. Catharines-Niagara	The Standard (R)	The Saturday Standard (R)	--
	Niagara Falls Review (R)	The Saturday Niagara Falls Review (R)	--
	The Tribune (R)	The Saturday Tribune (R)	--
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Toronto Sun (NR)	The Saturday Sun (NR) The Sunday Sun (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)  Niagara This Week** (Wednesday, Friday) Niagara News** (Friday)	--
London	The London Free Press (R)	The Saturday London Free Press(R)	TV Magazine (Saturday)
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Toronto Sun (NR)	The Saturday Sun (NR) The Sunday Sun (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
Windsor	The Windsor Star (R)	The Saturday Windsor Star (R)	TV Times (Thursday or Saturday)
	The Toronto Sun (NR)	The Toronto Sun (NR) The Toronto Sun (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
	The Detroit News (NR)	The Sunday Detroit News and Free Press (NR)	--
	Detroit Free Press (NR)	--	--

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

\*\* Community Newspaper asked Q11A/11B/11C.

<b>Market</b>	<b>Daily Newspaper</b>	<b>Weekend Newspaper</b>	<b>TV Magazine</b>
<b>Manitoba</b> Winnipeg	The Winnipeg Sun (R)	The Saturday Winnipeg Sun (R) The Sunday Winnipeg Sun (R)	TV Magazine (Sunday)
	Winnipeg Free Press (R)	The Saturday Winnipeg Free Press (R) The Sunday Winnipeg Free Press (R)	TV Plus (Saturday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--
<b>Saskatchewan</b> Regina	Leader Post (R)	The Saturday Leader Post (R)	TV Times (Thursday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--
Saskatoon	The StarPhoenix (R)	The Saturday StarPhoenix (R)	TV Times (Friday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

\* National Post in Winnipeg, Regina and Saskatoon only online readership measured.

<b>Market</b>	<b>Daily Newspaper</b>	<b>Weekend Newspaper</b>	<b>TV Magazine</b>
<b>Alberta</b> Calgary	Calgary Herald (R)  The Calgary Sun (R)  The Globe & Mail (NR) National Post (NR) Metro (RFD) 24 hours (RFD)	The Saturday Calgary Herald (R) The Sunday Calgary Herald (R)  The Saturday Calgary Sun (R) The Sunday Calgary Sun (R)  The Saturday Globe & Mail (NR) The Saturday National Post (NR) -- --	TV Times (Friday)  TV Magazine (Sunday)  -- -- -- --
Edmonton	The Edmonton Sun (R)  Edmonton Journal (R)  The Globe & Mail (NR) National Post (NR) Metro (RFD) 24 hours (RFD)	The Saturday Edmonton Sun (R) The Sunday Edmonton Sun (R)  The Saturday Edmonton Journal (R) The Sunday Edmonton Journal (R)  The Saturday Globe & Mail (NR) The Saturday National Post (NR) -- --	TV Magazine (Sunday)  TV Times (Friday)  -- -- -- --
<b>BRITISH COLUMBIA</b> Vancouver	The Vancouver Sun (R)  The Province (R)  The Globe & Mail (NR) National Post (NR) Metro (RFD) 24 hours (RFD) --	The Saturday Vancouver Sun (R)  The Sunday Province (R)  The Saturday Globe & Mail (NR) The Saturday National Post (NR) -- -- --	TV Times (Friday)  -- -- --  TV Week
Victoria	Times Colonist (R)  The Globe & Mail (NR) National Post (NR) --	The Saturday Times Colonist (R) The Sunday Times Colonist (R)  The Saturday Globe & Mail (NR)  The Saturday National Post (NR) --	TV Times (Friday)  -- -- TV Week

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

(RFD) = Resident Free Daily (Monday to Friday). Only asked Q4, Q5A/Q5B and Q7C.

## 2. Readership Only Markets

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Halifax EMA, NS	The Chronicle Herald (R)	The Saturday Chronicle Herald (R) The Sunday Chronicle Herald (R)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--
	Metro (RFD)	--	--
Charlottetown, PE	The Guardian (R)	The Saturday Guardian (R)	TV Times (Saturday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	-- The Eastern Graphic** (Wednesday)	--
Summerside, PE	The Journal Pioneer (R)	The Saturday Journal Pioneer (R)	The Journal Pioneer TV and Real Estate Guide (Friday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	-- The West Prince Graphic** (Wednesday)	--
Cape Breton, (NS)	The Cape Breton Post (R)	The Saturday Cape Breton Post (R)	TV Times (Saturday)
	The Chronicle Herald (NR)	The Saturday Chronicle Herald (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--
New Glasgow, NS	The News (R)	The Saturday News (R)	TV Times (Saturday)
	The Chronicle Herald (NR)	The Saturday Chronicle Herald (NR) The Sunday Herald (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)* --	-- The Pictou Advocate** (Wednesday)	-- TV This Week (Wednesday)
Truro, (NS)	The Truro Daily News (R)	The Saturday Truro Daily News (R)	--
	The Chronicle Herald (NR)	The Saturday Chronicle Herald (NR) The Sunday Herald (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	--	--

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

(RFD) = Resident Free Daily (Monday to Friday). Only asked Q4, Q5A/Q5B and Q7C.

\* National Post in Halifax EMA, Charlottetown, Summerside, Cape Breton, New Glasgow and Truro only online readership measured.

\*\* Community newspaper asked Q11A/11B/11C.

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Brantford, ON	The Expositor (R)	The Saturday Expositor (R)	TV Times (Friday)
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Toronto Sun (NR)	The Saturday Sun (NR) The Sunday Sun (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
Orillia, ON	The Packet and Times (R)	The Saturday Packet and Times (R)	--
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
		Orillia Today** (Tuesday, Thursday)	
Belleville, ON	The Intelligencer (R)	The Saturday Intelligencer (R)	--
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Toronto Sun (NR)	The Saturday Sun (NR) The Sunday Sun (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
	--	The Community Press** (Thursday)	--
	--	The Shield** (Friday)	--
Sarnia, ON	The Observer (R)	The Saturday Observer (R)	--
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
		Sarnia This Week** (Wednesday)	
Chatham, ON	The Chatham Daily News (R)	The Saturday Chatham Daily News (R)	TV Times (Friday)
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
		Chatham This Week** (Wednesday)	--

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

\*\* Community newspaper asked Q11A/11B/11C.

<b>Market</b>	<b>Daily Newspaper</b>	<b>Weekend Newspaper</b>	<b>TV Magazine</b>
Medicine Hat, AB	The Medicine Hat News (R) The Globe & Mail (NR) National Post (NR)	The Saturday Medicine Hat News (R) The Saturday Globe & Mail (NR) The Saturday National Post (NR)	TV Times (Friday) - - - -
Red Deer, AB	The Red Deer Advocate (R) The Globe & Mail (NR) National Post (NR) - -	The Saturday Red Deer Advocate (R) The Saturday Globe & Mail (NR) The Saturday National Post (NR) Red Deer Life** (Sunday)	TV Today (Friday) - - - - - -
Lethbridge, AB	The Lethbridge Herald (R)  The Globe & Mail (NR) National Post (NR)	The Saturday Lethbridge Herald (R) The Sunday Lethbridge Herald (R)  The Saturday Globe & Mail (NR) The Saturday National Post (NR) The Sun Times** (Wednesday) The Lethbridge Journal** (Wednesday)	Select TV (Friday)  - - - - - - - -
Prince George, BC	The Prince George Citizen (R) The Globe & Mail (NR) National Post (NR)	The Saturday Prince George Citizen (R) The Saturday Globe & Mail (NR) The Saturday National Post (NR) The Prince George Free Press** (Wednesday, Friday)	Select E (Thursday) - - - -

(R) = Resident Newspapers, The Globe and Mail and National Post asked all questions.

(NR) = Non-Resident Newspapers, asked all questions except Q7A/8A.

\*\* Community newspaper asked Q11A/11B/11C.