

NADbank[®] 2008

2008 DAILY NEWSPAPER READERSHIP STUDY

TECHNICAL REPORT

Sponsored by:

PARTICIPATING MEMBERS OF NADBANK INC.

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A. INTRODUCTION

1. Membership And Management

The Newspaper Audience Databank (NADbank[®]) 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 2008 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[®] 2008 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 thirty-seven markets are participating in NADbank 2008. Of these, twelve participated only in the telephone survey. They are:

Halifax EMA	Cornwall
Saguenay	North Bay
Trois Rivieres	Sault Ste. Marie
Sherbrooke	Sudbury
Granby	Thunder Bay
Barrie	Timmins

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 2008, readership of community newspapers¹ was included in Sherbrooke, Trois Rivières, Saguenay, Granby, Cornwall, Sudbury, North Bay, Thunder Bay, Timmins, Sault Ste. Marie and Barrie. 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

¹ Community newspaper readership was also measured in the Halifax, Vancouver and St. Catharines readership questionnaires in 2008. Business publication readership was measured in the Montreal & Quebec City readership questionnaires in 2008.

- Book purchase
- CD / Audio tape purchase
- VHS / 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, fitness and exercise, outdoor activities, individual and team sports.
- Professional sporting events attended
- Leisure activities-Arts and Entertainment
- Local attractions/annual events attended
- Movie attendance
- Restaurants
- Gift cards
- Alcoholic beverage consumption
- 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
- Retail shopping - Household categories (e.g., major appliances, furniture, home entertainment, computer hardware and software)
- Long distance expenditure
- Cell phones/pagers

- Personal electronic devices
- Home improvements
- Retail shopping - Home accessories, building and gardening supplies
- Banking/financial services and investments
- Credit Cards
- Home purchase/Real estate
- Business purchase influence
- Life events/Lifestyle changes

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® 2008 are as follows:

Markets:	Population (18+) ³	Market Boundary ⁴	2008 Target Sample	2008 Actual Sample
Atlantic:				
^{2.5} St. John's, Nfld.	146,962	CMA	500	531
^{2.6} Charlottetown	48,053	CA	225	245
^{2.6} Summerside	13,051	CA	225	242
³ Halifax	309,240	CMA	600	606
³ Halifax EMA	601,669	EMA	200	206
^{2.6} Cape Breton	88,618	CA	225	237
^{2.6} New Glasgow	29,549	CA	225	253
^{2.6} Truro	36,990	CA	225	251
³ Moncton	103,690	CMA	500	524
³ Saint John, N.B.	99,342	CMA	500	544
³ Fredericton	72,188	CA	500	510
Québec:				
^{2.3} Saguenay	122,515	CMA	500	509
^{2.3} Trois-Rivières	118,552	CMA	500	510
^{2.3} Sherbrooke	134,161	CMA	500	519
^{2.3} Granby	57,781	CA	450	463
³ Québec City	601,382	CMA	1000	1018
³ Montréal CMA	2,964,149	CMA	3000	3001
-Cross-Section	N/A	CMA	2700	2700
¹ -Oversample	N/A	CMA	300	301
-Montreal EMA*	N/A	EMA	200	227
Ontario:				
³ Ottawa-Gatineau	925,072	CMA	1900	1831
³ Kingston	124,401	CMA	250	267
³ Toronto CMA	4,367,859	CMA	4000	3901
³ Oshawa	270,945	CMA	400	406
³ Hamilton	569,315	CMA	1150	1134
³ Kitchener	365,181	CMA	1300	1269
³ Guelph	106,453	CMA	800	782
³ London	370,654	CMA	400	401
³ St. Catharines PMA	164,068	CMA	225	226
³ Niagara-Welland	151,895	CMA	350	345
³ Windsor	256,211	CMA	400	401
^{2.6} Brantford	77,267	CA	240	254
^{2.3} Cornwall	47,979	CA	225	232
^{2.5} Peterborough	94,965	CA	225	236

continued...

Markets:	Population (18+) ³	Market Boundary	2008 Target Sample	2008 Actual Sample	
<i>Ontario (con't):</i>					
2.6	Orillia	37,010	CA	225	246
2.3	Sudbury	130,058	CMA	225	229
2.3	North Bay	50,874	CA	225	406
2.3	Timmins	33,716	CA	225	238
2.3	Sault Ste. Marie	65,270	CA	225	232
2.3	Thunder Bay	98,056	CMA	300	302
2.6	Belleville	75,324	CA	225	230
2.5	Cobourg/Port Hope	36,247	CA	300	301
2.3	Barrie	141,544	CMA	275	276
2.6	Sarnia	72,776	CA	225	234
2.5	Owen Sound	26,841	CA	225	223
2.6	Chatham	84,525	CA	225	236
<i>Prairies:</i>					
3	Winnipeg	559,687	CMA	800	747
2.5	Brandon	37,992	CA	225	242
3	Regina	157,069	CMA	400	417
3	Saskatoon	187,064	CMA	400	402
2.6	Medicine Hat	53,477	CA	225	215
3	Calgary	914,888	CMA	1400	1335
2.6	Red Deer	59,790	CA	225	227
3	Edmonton	864,860	CMA	1400	1377
2.6	Lethbridge	58,641	CA	225	224
<i>British Columbia:</i>					
2.6	Kelowna	138,299	CA	225	235
2.5	Kamloops	77,380	CA	225	231
2.6	Prince George	61,212	CA	275	284
3	Vancouver	1,864,407	CMA	2600	2596
3	Victoria	281,111	CMA	800	727

- 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, 2008 (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 2006 participation year.
- * Montreal EMA - Fall wave participation only

B. SAMPLING

1. Sample Method

A Plus Digit telephone sample is used in most markets in NADbank 2008. 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 2008 wave, the four streams were issued in weeks 1, 3, 5 and 7. In the Fall 2008 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[®] 2008 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 2008 study, comparisons were made for 11 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 2008 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 6,256 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 2008, a total of 48,220 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 2008, a listed directory sample was used in nine markets: Halifax EMA, Granby, Cornwall, Sudbury, North Bay, Timmins, Sault Ste. Marie, Thunder Bay and Barrie.

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® 2008 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 22	Control			
2	Jan 29	Control			
3	Feb 05	Control	Control		
4	Feb 12	Control	Control		
-	Feb 19	Family Day – No Interviewing This Week			
5	Feb 26	Control	Control	Control	
6	Mar 04	Control	Control	Control	Control
7	Mar 11	Control	Control	Control	Control
8	Mar 18	Control	Control	Control	Control
-	Mar 25	Easter – No Interviewing This Week			
9	Apr 01	Open	Control	Control	Control
10	Apr 08	Open	Control	Control	Control
11	Apr 15	Open	Open	Control	Control
12	Apr 22	Open	Open	Control	Control
13	Apr 29	Clean Up	Open	Open	
14	May 06		Open	Open	Control
15	May 13		Clean up	Open	Open
-	May 20	Victoria Day – No Interviewing This Week			
16	May 27			Open	Open
17	June 03			Clean Up	Open
18	June 10				Open
19	June 17				Clean Up

Fall Wave

Field Week	Week Beginning Tuesday	Stream E	Stream F	Stream G	Stream H
20	Sept 09	Control	Control		
21	Sept 16	Control	Control	Control	Control
22	Sept 23	Control	Control	Control	Control
23	Sept 30	Control	Control	Control	Control
24	Oct 07	Control	Control	Control	Control
-	Oct 14	Thanksgiving – No Interviewing This Week			
25	Oct 21	Control	Control	Control	Control
26	Oct 28	Control	Control	Control	Control
27	Nov 04	Control	Control	Control	Control
28	Nov 11	Open	Open	Control	Control
29	Nov 18	Open	Open	Open	Open
30	Nov 25	Open	Open	Open	Open
31	Dec 02	Open	Open	Open	Open
32	Dec 09	Clean Up	Clean Up	Open	Open
33	Dec 16			Clean Up	Clean Up

EXHIBIT: 1 (Continued)
NADbank[®] 2008 Interviewing Plan For Each Sample Stream
By Day Of Week

Dialing Week	Tuesday Sample	Wednesday Sample	Thursday Sample	Friday Sample	Saturday Sample
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® 2008 - Issuance Of Telephone Sample

		Sample Stream								
	Market	A	B	C	D	E	F	G	H	Gross Sample
Atlantic:										
3	Halifax	272	269	271	271	531	531	531	531	3207
2	Halifax EMA	69	69	69	68	79	79	79	79	591
3	Moncton	248	249	249	248	281	281	281	281	2118
3	Saint John, N.B.	262	259	256	262	410	410	410	409	2678
3	Fredericton	249	250	249	250	312	312	312	312	2246
Québec:										
2,4	Saguenay	207	206	206	206	186	186	186	186	1569
2	Trois-Rivières	207	206	206	206	207	206	206	206	1650
2	Sherbrooke	207	206	206	206	207	206	206	206	1650
2	Granby	141	141	140	139	141	140	140	140	1122
	Québec City	438	438	436	436	438	438	437	437	3498
4	Montréal Cross-Section	1638	1638	1636	1637	1580	1580	1580	1580	12869
1,4	Montréal Oversample	750	750	749	750	724	725	725	724	5898
	Montréal EMA*	N/A	N/A	N/A	N/A	144	144	144	143	575
Ontario:										
4	Ottawa-Gatineau	1288	1287	1285	1286	1224	1224	1223	1223	10040
3	Kingston	182	181	181	181	197	196	196	196	1510
3	Toronto CMA	3940	3936	3939	3944	4553	4552	4552	4552	33966
3	Oshawa	250	250	250	250	276	275	275	275	2101
4	Hamilton	861	861	862	858	843	842	841	841	6809
	Kitchener	892	892	894	889	892	892	892	892	7133
3	Guelph	466	467	467	465	492	491	491	491	3830
	London	275	274	274	275	275	275	275	274	2197
	St. Catharines PMA	163	163	161	162	163	162	162	162	1298
3	Niagara-Welland	262	262	262	262	293	292	292	292	2217
	Windsor	262	262	261	262	262	262	262	262	2095
2,3	Cornwall	91	89	91	90	111	111	110	110	803
2	Sudbury	85	85	84	83	85	84	84	84	674
2	North Bay	94	94	93	93	94	94	94	93	749
2,3	Timmins	84	85	83	84	92	91	91	91	701
2	Sault Ste. Marie	94	94	94	93	94	94	94	93	750
2	Thunder Bay	122	122	122	122	123	122	122	122	977
2	Barrie	115	116	115	115	116	116	115	115	923
Prairies:										
	Winnipeg	604	605	605	605	605	605	605	604	4838
3	Regina	225	225	225	225	269	269	269	268	1975
3	Saskatoon	200	200	200	199	225	225	225	225	1699
3	Calgary	1047	1049	1049	1045	1288	1288	1288	1287	9341
3	Edmonton	1038	1037	1034	1034	1286	1286	1286	1286	9287
British Columbia:										
3	Vancouver	2953	2952	2958	2955	3855	3855	3855	3854	27233
3	Victoria	561	561	560	562	712	711	711	711	5089

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.
* Montreal EMA - Fall wave participation only

EXHIBIT: 3
NADbank® 2008
Telephone Interview
Completions By Day Of Week—Before Weighting

Market	Tues	Wed	Thurs	Fri	Sat	Total
	%	%	%	%	%	#
Atlantic:						
Halifax	24	24	16	19	17	606
Halifax EMA	23	20	16	17	24	206
Moncton	26	22	18	18	15	523
Saint John, N.B.	20	25	21	17	17	544
Fredericton	26	18	21	17	18	508
Québec:						
Saguenay	23	21	20	14	22	509
Trois-Rivières	22	21	21	16	20	510
Sherbrooke	21	21	20	17	21	518
Granby	22	21	19	16	22	463
Québec City	24	19	16	17	24	1018
Montréal Cross-Section	22	20	19	15	23	2700
1 Montréal Oversample	23	22	20	18	18	301
Montréal EMA*	17	20	18	13	32	
Ontario:						
Ottawa-Gatineau	22	22	19	18	20	1831
Kingston	20	23	19	19	18	267
Toronto CMA	23	22	19	17	20	3886
Oshawa	21	18	20	18	24	405
Hamilton	25	21	20	15	19	1132
Kitchener	25	21	18	17	19	1266
Guelph	22	23	22	17	16	782
London	26	21	20	13	20	400
St. Catharines PMA	24	22	21	14	19	225
Niagara-Welland	26	21	17	19	18	345
Windsor	24	23	20	15	19	398
Cornwall	24	22	19	16	18	232
Sudbury	28	18	17	16	20	229
North Bay	23	16	20	13	19	243
Timmins	24	19	18	18	21	238
Sault Ste. Marie	24	18	25	21	13	232
Thunder Bay	19	22	21	15	24	302
Barrie	24	22	17	17	18	276
Prairies:						
Winnipeg	26	22	21	15	16	746
Regina	19	21	22	19	19	420
Saskatoon	23	20	20	16	21	408
Calgary	22	22	21	17	18	1339
Edmonton	23	21	19	16	21	1378
British Columbia:						
Vancouver	25	21	19	17	18	2579
Victoria	25	19	21	15	20	727

Note: 1. The Montréal oversample represents non-French respondents.
* Montreal EMA - Fall wave participation only

Exhibit: 3-A)
NADbank® 2008
Proportion Of Gross Sample Pre-Identified As Business/Not-In-Service

Market	Total 2008 Gross Sample²	Number Pre-Identified as business	Number Pre-Identified as NIS	% of Gross Sample
Atlantic:				
² Halifax	3207	95	982	33.6
³ Halifax EMA	591	0	0	0
² Moncton	2118	80	668	35.3
² Saint John, N.B.	2678	78	906	36.7
² Fredericton	2246	78	709	35.0
Québec:				
² Saguenay	1569	53	367	26.8
Trois-Rivières	1650	61	367	25.9
Sherbrooke	1650	40	144	11.2
³ Granby	1122	0	0	0
² Québec City	3498	116	808	26.4
² Montréal Cross-Section	12869	419	3457	30.1
¹ Montréal Oversample	5898	229	1608	31.1
³ Montréal EMA*	575	0	0	0
Ontario:				
² Ottawa-Gatineau	10040	326	3043	33.6
² Kingston	1510	62	450	33.9
² Toronto CMA	33966	1268	11046	36.3
² Oshawa	2101	77	444	24.8
² Hamilton	6809	248	1966	32.5
Kitchener	7133	291	1911	30.9
² Guelph	3830	148	936	28.3
London	2197	66	744	36.9
St. Catharines PMA	1298	62	312	28.8
² Niagara-Welland	2217	77	567	29.0
Windsor	2095	79	640	34.3
^{2,3} Cornwall	803	0	0	0
³ Sudbury	674	0	0	0
³ North Bay	749	0	0	0
^{2,3} Timmins	701	0	0	0
³ Sault Ste. Marie	750	0	0	0
³ Thunder Bay	977	0	0	0
³ Barrie	923	0	0	0
Prairies:				
Winnipeg	4838	152	1551	35.2
² Regina	1975	47	301	17.6
² Saskatoon	1699	41	340	22.4
² Calgary	9341	352	2002	25.2
² Edmonton	9287	397	2080	26.7
British Columbia:				
² Vancouver	27233	1098	8402	34.9
² Victoria	5089	216	1469	33.1

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
* Montreal EMA - Fall wave participation only

C. DATA COLLECTION

1. Interviewing Period

a) Telephone Survey

Telephone interviewing for the Spring wave commenced in all markets on Tuesday, January 22, 2008. The last interviewing day was Saturday, June 21, 2008. Interviewing was suspended in all markets from February 19 through February 23 inclusive since newspapers in some markets did not publish on Family Day (February 18). Also, interviewing was suspended in all markets from March 25 through March 29 inclusive since newspapers in some markets had non-publishing days over the Easter weekend. Likewise, interviewing was suspended in all markets from May 20 to 24, due to non-publication by some newspapers on Victoria Day (May 19).

Telephone interviewing for the Fall wave began on Tuesday, September 9, 2008 and ran through to Saturday, December 21, 2008. Interviewing in all markets was suspended from October 14 to 18 inclusive due to non-publication by some newspapers on Thanksgiving Day (October 13).

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 23, 2008. The last questionnaires were mailed on December 22, 2008. The last day for data acceptance for the 2008 release was January 30, 2009.

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 2008 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[®] field team comprised approximately 300 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.
- **2nd refusal:** Recalled two weeks later on the design day of week.
- **3rd 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 13,624 respondents or 86% of those receiving a mail questionnaire were sent a reminder card.
- **Day 34:** The telephone reminder calls began. A total of 7,677 respondents or 49% 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 177,914 telephone numbers was prepared.

All 177,914 telephone numbers were assigned. Of these, 110,312 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 43%. The range by market was 30% to 64%. (See Exhibit 4 for market by market response rates)

2. Mail Survey

A total of 15,790 respondents (63%) accepted a mail questionnaire. A total of 9,617 mail questionnaires (61%) were returned and, of these, 9,229 (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® 2008 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
	#	#	#	#	#	#	#	#	#	#	#	#	#	#
Total Telephone Numbers Assigned	3207	2118	2678	2246	3498	12869	5898	575	10040	1510	33966	2101	3830	7133
Acceptable Exclusions:														
Not-In-Service/Non-Residential Respondent Not Available Throughout Study Period	1467	1019	1344	1104	1466	5866	2643	81	4664	729	17710	851	1732	3393
Language Problem (Household And Respondent)	33	15	27	20	33	148	24	11	99	10	381	35	62	100
No 18+ Years In Household	3	15	4	8	8	187	2348	1	85	7	975	22	36	88
Ex-Boundary Exclusions	4	1	1	1	0	5	2	0	1	0	47	2	4	9
Continuous Non-Contact (100%)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Incomplete Questionnaire	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Total Excluded From Frame	1872	1242	1642	1312	1765	7296	5392	133	6062	926	23046	1126	2245	4302
Total Potential Completions	1335	876	1036	934	1733	5573	506	442	3978	584	10920	975	1585	2831
Busy/No Answer	24	12	18	9	63	234	30	10	107	5	290	17	14	38
Household/Respondent Refusal	2%	1%	2%	1%	4%	4%	6%	2%	3%	1%	3%	2%	1%	1%
Unfulfilled Appt./Respondent Unavailable / Household Contact Inconvenient	703	334	470	412	621	2490	151	182	1999	310	6583	548	776	1507
	53%	38%	45%	44%	36%	45%	30%	41%	50%	53%	60%	56%	49%	53%
Completed Interviews	2	6	4	3	31	149	24	23	41	2	146	4	13	17
Eligible breakoffs included	0%	1%	0%	0%	2%	3%	5%	5%	1%	0%	1%	0%	1%	1%
Male completions	606	524	544	510	1018	2700	301	227	1831	267	3901	406	782	1269
RESPONSE RATE	45%	60%	53%	55%	59%	48%	59%	51%	46%	46%	36%	42%	49%	45%
Mail Questionnaire Acceptance Rate:	65%	69%	67%	62%	62%	60%	64%	66%	59%	66%	60%	67%	63%	69%

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

EXHIBIT: 4 (Continued)
NADbank® 2008 Telephone Survey Record Of Call

	St. Catharines PMA	Niagara/ Welland	Hamilton	London	Windsor	Winnipeg	Regina	Saska- toon	Calgary	Edmonton	Vancouver	Victoria
	#	#	#	#	#	#	#	#	#	#	#	#
Total Telephone Numbers Assigned	1298	2217	6809	2197	2095	4838	1975	1699	9341	9287	27233	5089
Acceptable Exclusions:												
Not-In-Service/Non-Residential Respondent Not Available Throughout Study Period	624	1088	3331	1130	1011	2484	769	622	4431	4142	14001	2499
Language Problem (Household And Respondent)	22	26	80	14	24	53	14	12	96	103	256	50
No 18+ Years In Household	1	0	8	4	2	2	2	1	6	3	25	2
Ex-Boundary Exclusions	0	0	0	0	0	0	0	0	0	0	0	0
Continuous Non-Contact (100%)	119	249	676	182	198	560	257	201	1254	1395	3412	635
Incomplete Questionnaire	0	0	0	1	0	0	3	7	6	4	0	0
Total Excluded From Frame	779	1391	4178	1360	1301	3143	1052	849	5934	5750	18521	3224
Total Potential Completions	519	826	2631	837	794	1695	923	850	3407	3537	8712	1865
Busy/No Answer	9	14	47	7	11	17	4	10	58	67	190	41
	2%	2%	2%	1%	1%	1%	0%	1%	2%	2%	2%	2%
Household/Respondent Refusal	280	458	1433	423	372	921	498	438	1983	2068	5801	1086
	54%	55%	54%	51%	47%	54%	54%	52%	58%	58%	67%	58%
Unfulfilled Appt./Respondent Unavailable / Household Contact Inconvenient	4	9	17	6	10	10	4	0	31	25	125	11
	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
Completed Interviews	226	345	1134	401	401	747	417	402	1335	1377	2596	727
Eligible breakoffs included	1	0	3	1	3	2	0	1	3	3	23	0
Male completions	35%	37%	44%	37%	39%	42%	39%	43%	45%	42%	43%	40%
RESPONSE RATE	44%	42%	43%	48%	51%	44%	45%	47%	39%	39%	30%	39%
Mail Questionnaire Acceptance Rate:	72%	72%	66%	71%	70%	75%	70%	63%	63%	64%	59%	64%

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

EXHIBIT: 4 (Continued)
NADbank® 2008 Telephone Survey Record Of Call

	Halifax EMA	Saguenay	Trois- Rivières	Sher- brooke	Granby	Cornwall	Sudbury	North Bay	Timmins	Sault Ste Marie	Thunder Bay	Barrie	Total All Markets
	#	#	#	#	#	#	#	#	#	#	#	#	#
Total Telephone Numbers Assigned	591	1569	1650	1650	1122	803	674	749	701	750	977	923	177906
Acceptable Exclusions:													
Not-In-Service/Non-Residential Respondent Not Available Throughout Study Period	93	653	672	661	143	105	102	106	87	98	162	165	83248
Language Problem (Household And Respondent)	14	26	27	25	32	17	11	20	19	16	17	23	1995
No 18+ Years In Household	0	1	2	5	5	6	2	1	4	7	11	8	5224
Ex-Boundary Exclusions	0	0	3	2	0	0	0	0	1	1	0	1	141
Continuous Non-Contact (100%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Incomplete Questionnaire	71	88	103	127	81	101	89	95	33	99	103	125	19681
Total Excluded From Frame	178	768	807	820	261	229	204	222	144	221	293	322	110312
Total Potential Completions	413	801	843	830	861	574	470	527	557	529	684	601	67594
Busy/No Answer	2	17	23	10	19	4	6	3	6	2	5	8	1451
	0%	2%	3%	1%	2%	1%	1%	1%	1%	0%	1%	1%	2%
Household/Respondent Refusal	203	267	299	293	365	335	233	279	310	294	374	312	36411
	49%	33%	35%	35%	42%	58%	50%	53%	56%	56%	55%	52%	54%
Unfulfilled Appt./Respondent Unavailable / Household Contact													
Inconvenient	2	8	11	8	14	3	2	2	3	1	3	5	779
	0%	1%	1%	1%	2%	1%	0%	0%	1%	0%	0%	1%	1%
Completed Interviews	206	509	510	519	463	232	229	243	238	232	302	276	28953
Eligible breakoffs included	0	0	0	1	0	0	0	0	0	0	0	0	69
Male completions	48%	44%	42%	42%	40%	37%	40%	37%	44%	39%	47%	46%	44%
RESPONSE RATE	50%	64%	60%	63%	54%	40%	49%	46%	43%	44%	44%	46%	43%
Mail Questionnaire Acceptance Rate:	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	63%

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

EXHIBIT: 5
NADbank® 2008 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
	#	#	#	#	#	#	#	#	#	#	#	#	#	#
Total Questionnaires Mailed	396	362	364	314	633	1629	193	149	1076	176	2339	270	489	870
Reminder Mailed	89%	94%	95%	95%	79%	83%	84%	79%	87%	82%	78%	79%	84%	85%
Total Returned	275	233	235	205	442	978	110	96	676	117	1263	155	289	517
	69%	64%	65%	65%	70%	60%	57%	64%	63%	66%	54%	57%	59%	59%
Unusable Return	1	12	5	5	5	14	2	2	12	0	28	5	2	10
Undeliverable Return	2	5	3	3	8	31	5	0	19	1	41	0	3	11
Total Unusable	3	17	8	5	13	45	7	2	31	1	69	5	5	21
Total Completed (Usable) Mail Questionnaires	272	216	227	197	429	933	103	94	645	116	1194	150	284	496
RESPONSE RATE*	69%	60%	62%	63%	68%	57%	53%	63%	60%	66%	51%	56%	58%	57%
OVERALL MAIL RESPONSE RATE**	45%	41%	42%	39%	42%	35%	34%	41%	35%	43%	31%	37%	36%	39%

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

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

EXHIBIT: 5 (Continued)
NADbank® 2008 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	
	#	#	#	#	#	#	#	#	#	#	#	#	#
Total Questionnaires Mailed	144	249	749	288	280	558	290	259	837	878	1525	465	15,782
Reminder Mailed	83%	80%	84%	83%	82%	92%	91%	92%	93%	92%	93%	91%	93%
Total Returned	93	149	450	181	167	367	182	177	489	540	915	316	9,617
	65%	60%	60%	63%	60%	66%	63%	68%	58%	62%	60%	68%	61%
Unusable Return	0	2	9	2	2	7	2	1	11	8	17	9	173
Undeliverable Return	3	2	5	3	2	4	8	6	9	13	24	4	215
Total Unusable	3	4	14	5	4	11	10	7	20	21	41	13	388
Total Completed (Usable)													
Mail Questionnaires	90	145	436	176	163	356	172	170	469	519	874	303	9,229
RESPONSE RATE*	63%	58%	58%	61%	58%	64%	59%	66%	56%	59%	57%	65%	58%
OVERALL MAIL RESPONSE RATE**	40%	42%	38%	44%	41%	48%	41%	42%	35%	38%	34%	45%	37%

* 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.

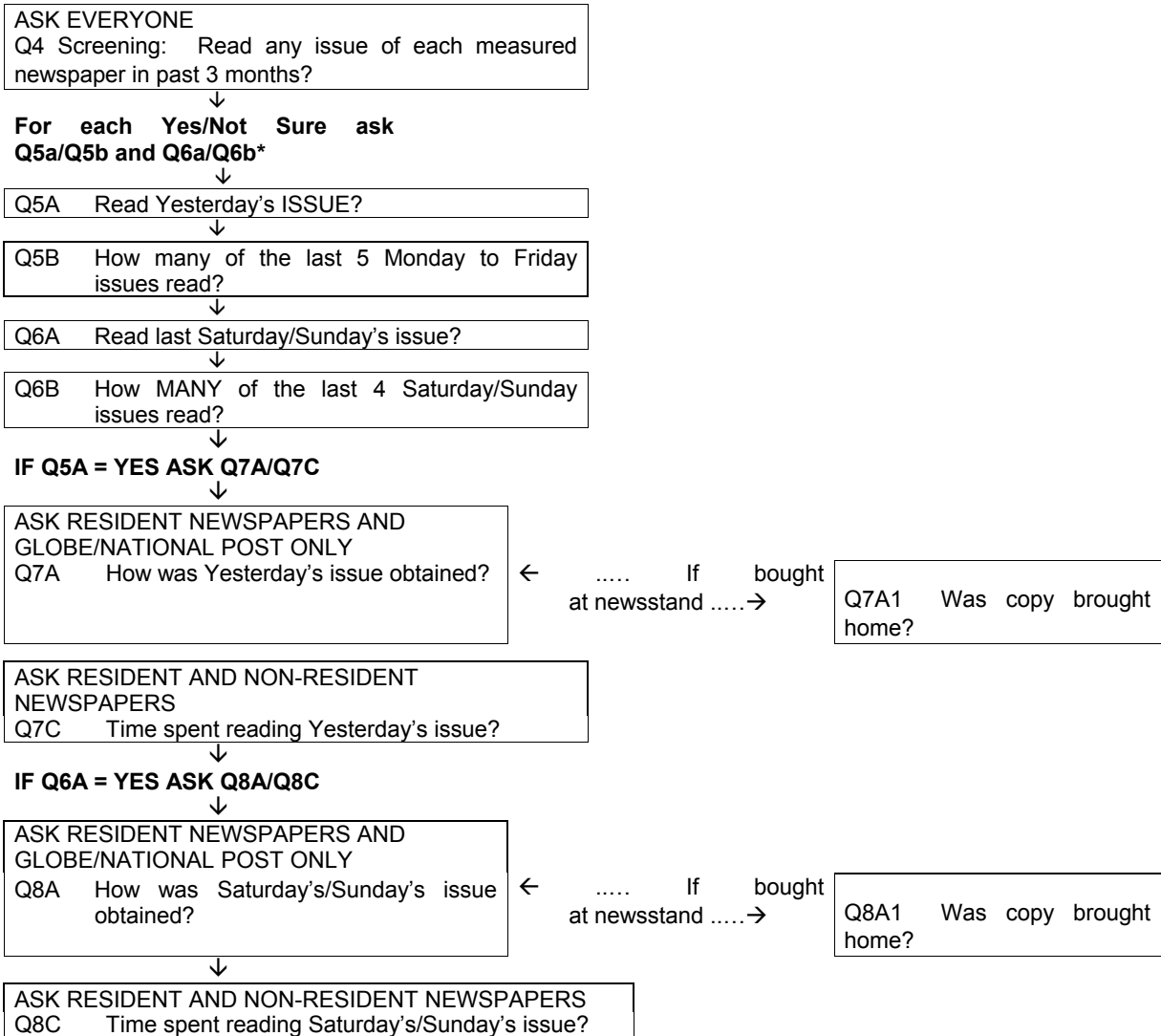
Further detail about changes to the telephone questionnaire is provided in Section G.

2. Resident and Non-Resident Newspapers

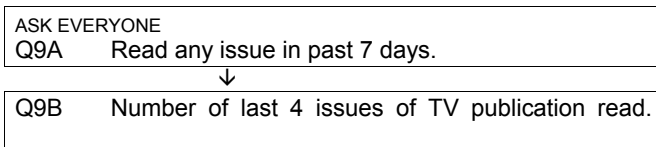
In each market the newspapers are classified as either resident or non-resident. Resident newspapers are the local daily newspapers in a particular market. Non-resident newspapers are newspapers from other markets that are available in the local market. In the 2008 study, readers of resident newspapers 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, 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 issue² 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.

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.

² 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.

3. Sample Size

In NADbank 2008, 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 2007 and 2008.

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)
- 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

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 2001 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 2001 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:

Income Ranges	Assigned Value
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:

Summary	Definition
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:

Age Range	Assigned Value
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:

Groceries: 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		Men's Clothing: 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	
Furniture: 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		Women's Clothing, Sports and Exercise Equipment: 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	
Home Entertainment items: 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		Childrens Clothing, Sports and Exercise Clothing, Shoes/Footwear, Toys and Games: 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	
Gardening: 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		Appliances: 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	
Personal or Health Care Products: 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		Building & Hardware Supplies: 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	
Automotive Services: 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		Jewellery: 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	

Watches:

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....	\$6,000.00

Long Distance Calls by Household, Personal Calls on Cellular Phone:

Expenditure Range	Assigned Value
\$20 or less.....	\$ 10.00
\$21 to \$50	\$ 35.00
\$51 to \$100	\$ 75.00
\$101 to \$250	\$ 175.00
More than \$250.....	\$ 300.00

Personal Calls on Pager:

Expenditure Range	Assigned Value
\$20 or less.....	\$ 10.00
\$21 to \$50	\$ 35.00
\$51 to \$100	\$ 75.00
\$101 to \$250	\$ 175.00
More than \$250.....	\$ 275.00

Value of Business Decisions:

Expenditure Range	Assigned Value
Under \$1,000.....	\$ 500.00
\$1,000 to \$10,000	\$ 5,500.00
\$10,001 to \$50,000	\$ 30,000.00
\$50,001 to \$100,000	\$ 75,000.00
\$100,001 to \$250,000...	\$175,000.00
More than \$250,000.....	\$750,000.00

Cosmetics & Fragrances:

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	\$1,200.00

Household Vehicle (1st or 2nd most recently acquired):

Expenditure Range	Assigned Value
\$10,000 or less.....	\$ 5,000.00
\$10,001 to \$15,000...	\$ 12,500.00
\$15,001 to \$20,000...	\$ 17,500.00
\$20,001 to \$30,000...	\$ 25,000.00
\$30,001 to \$40,000...	\$ 35,000.00
\$40,001 to \$50,000...	\$ 45,000.00
\$50,001 to \$75,000...	\$ 62,500.00
More than \$75,000....	\$100,000.00

Prescription Eyeglasses/Contact Lenses:

Expenditure Range	Assigned Value
\$100 or less.....	\$ 50.00
\$101 to \$250	\$ 175.00
\$251 to \$500	\$ 375.00
More than \$500	\$ 750.00

Maximum Spent on Single Vacation Trip:

Expenditure Range	Assigned Value
Less than \$500.....	\$ 250.00
\$500 to \$1,000	\$ 750.00
\$1,001 to \$3,000	\$ 2,000.00
\$3,001 to \$7,000	\$ 5,000.00
\$7001 to \$10,000	\$ 8,500.00
More than \$10,000.00 ...	\$15,000.00

Home Accessories Stores:

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	\$3,000.00

Computer Hardware & Software (combined):

Expenditure Range	Assigned Value
\$500 or less	\$ 250.00
\$501 to \$1,000	\$ 750.00
\$1001 to \$2,000	\$ 1,500.00
\$2001 to \$5,000	\$ 3,500.00
More than \$5,000	\$ 6,500.00

Value of Investments/Savings:		Expected Expenditure for Purchasing a Home:	
Expenditure Range	Assigned Value	Expenditure Range	Assigned Value
\$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		
		Home Improvements (Total Amount Spent on Materials)	
		Expenditure Range	Assigned Value
Lottery Tickets:		\$500 or less	\$ 250.00
Expenditure Range	Assigned Value	\$501 to \$1,000	\$ 750.00
\$10.00 or less.....	\$ 5.00	\$1,001 to \$2,500	\$ 1,750.00
\$11 to \$25.....	\$18.00	\$2,501 to \$5,000	\$ 3,750.00
\$26 to \$50.....	\$36.00	\$5,001 to \$10,000	\$ 7,500.00
More than \$50.00.....	\$60.00	More than \$10,000	\$12,000.00

18. Occupation

In NADbank 2008, 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

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

All of the occupation responses from the 2008 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 2008 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 2008, 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

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

EXHIBIT: 7
NADbank Occupation Groupings By Function

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

EXHIBIT: 7 (continued)
NADbank Occupation Groupings By Function

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

EXHIBIT: 7 (continued)
NADbank Occupation Groupings By Function

Function	Description	Example Occupations	
47	Training/Teaching	Corporate Trainer University Professor Kindergarten Teacher Elementary/Secondary Teacher	Teacher Assistant College Teachers Athletic Trainers and Coaches
48	Transportation And Distribution	Drivers Shippers Receivers	Postal Workers Carriers
49	Public Safety	Police Military Fire Sheriffs	Correctional Service Officer Security Guard Armed Forces
50	Personal Services	Undertaker/Embalmer Hair Dresser Cosmetician Manicurists	Day Care Dry Clean and Laundry Pet Groomer
51	Hospitality/ Recreation	Butcher Fast Food Cafeteria Bakers Outdoor Sport and Recreational Guides Attendants in Amusement, Rec and Sport	Waitress Hotel Desk Clerk Tour and Travel Guides
52	Writing/Drawing/ Performing	Editorial Independent Artists Singers Dancers	Journalists Columnists Writers Reporters
53	Administration And Support	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® 2008.

1. The Telephone Interview

Some changes were made to the telephone interview in 2008.

- Q24a-i, Q24a-ii, Q24a-iii and Q24b on the topic of business purchase influence were removed.

2. Mail Product Survey

The mail product survey underwent some minor modifications for 2008.

One new category was added to the questionnaire:

- Roadside Assistance Program

The questions were modified in nine existing areas:

- Time Spent with Media
- Flyers/Inserts
- Daily Newspaper Classified Ads (printed & online)
- Hobbies
- Fitness & Exercise
- Outdoor Activities
- Individual & Team Sports
- Automotive Services

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 2008 study, 23 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 2008 study, a total of 69 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 2008, 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)*. 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
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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® 2008 Personal Income Ascription: Mandatory Variables

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

Personal Income Not Stated												
	18-21	22-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70+
	Personal Income Stated:											
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® 2008 Personal Income Ascription: Mandatory Variables

4. Occupation: 100%

Level	Personal Income Not Stated								Not Employed
	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	
Personal Income Stated:									
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
Personal Income Stated:		
< \$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
Personal Income Stated:					
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® 2008 Personal Income Ascription: Optional Variables

1. Education

	Personal Income Not Stated			
	Any University	Any Community College	Graduated High School	Less
Personal Income Stated:				
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		
	Married/Living Together		Other
Personal Income Stated:			
Married/Living Together		Y	N
Other		N	Y

3. Type of Dwelling:

	Personal Income Not Stated		
	House	Apartment	Other
Personal Income Stated:			
House	Y	N	N
Apartment	N	Y	N
Other	N	N	Y

4. Home Ownership

	Personal Income Not Stated	
	Own	Rent
Personal Income Stated:		
Own	Y	N
Rent	N	Y

EXHIBIT: 10
NADbank® 2008 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 +
Personal Income Stated:			
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 +
Personal Income Stated:			
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® 2008 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.³ 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.

³ 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® 2008 Market Groupings for Income Ascription

Six Standalone Markets	2008 Completions	Eight Market Clusters	2008 Completions	
			Market	Cluster
Toronto	3901	Quebec City	1018	
Montréal	3001	Moncton	524	
Vancouver	2596	Sherbrooke	519	2061
Ottawa-Gatineau	1831			
Calgary	1335	Winnipeg	747	
Kitchener	1269	Halifax	606	
		Regina	417	
		Saskatoon	402	
		Victoria	727	
		Sudbury	229	3128
		St. Catharines	571	
		Saint John NB	544	
		Thunder Bay	302	
		Saguenay	509	
		Trois-Rivières	510	2136
		Oshawa	406	
		Windsor	401	807
		Guelph	782	
		Barrie	276	
		London	401	
		Kingston	267	1726
		Edmonton	1377	
		Hamilton	1134	2511
		Montreal EMA	227	
		Granby*	463	
		Cornwall*	232	
		Halifax EMA	206	1128
		Timmins*	238	
		Fredericton*	510	
		Sault Ste. Marie*	232	
		North Bay*	243	1223

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 2008 study, only 37% 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 selected⁴ resident newspaper

⁴ 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® 2008 Product Data Ascription Variables – Mandatory (100% Match)

GENDER	Donor:								
	Male			Female					
Recipient:									
Male	Ascribe								
Female	Ascribe								
AGE	Donor:								
	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			
HOUSEHOLD INCOME	Donor:								
	<\$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
FREQUENCY OF READING (LAST 5 WEEKDAY ISSUES FOR 2 NEWSPAPER MARKET)*	Donor:								
	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.

EXHIBIT: 14
NADbank® 2008 Product Data Ascription Variables –Optional (At Least One)

Accommodation Recipient: Owned Rented Not Stated	Donor: Owned Rented Not Stated
	Ascribe Ascribe Ascribe
Education Recipient: Graduated H.S. Or Better Not Graduated H.S. / Not Stated	Donor: Graduated H.S. Or Better Not Graduated H.S./Not Stated
	Ascribe Ascribe
Marital Status Recipient: Single All Others	Donor: Single All Others
	Ascribe Ascribe
Presence Of Children Under 18 Recipient: Yes No	Donor: Yes No
	Ascribe Ascribe
Read Yesterday's Issue Of selected Newspaper* Recipient: Yes All Others	Donor: Yes All Others
	Ascribe Ascribe

* **Selected Newspapers:**

1. Halifax	The Chronicle-Herald	11. London	The London Free Press
2. Québec City	Le Journal de Québec	12. St. Catharines	The Standard
3. Montréal	Le Journal de Montréal	13. Windsor	The Windsor Star
4. Ottawa-Gatineau	Ottawa Citizen	14. Winnipeg	Winnipeg Free Press
5. Kingston	The Kingston Whig-Standard	15. Regina	Leader-Post
6. Toronto	Toronto Star	16. Saskatoon	The StarPhoenix
7. Toronto Extension	The Toronto Sun	17. Calgary	Calgary Herald
8. Hamilton	The Hamilton Spectator	18. Edmonton	Edmonton Journal
9. Kitchener	The Record	19. Vancouver	The Sun
10. Guelph	Guelph Mercury	20. Victoria	Times Colonist

The selected resident newspaper in multi-resident newspaper markets is the one with the highest unweighted AIR (read yesterday)

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	
	%	%	#	#	%
Atlantic					
¹ St. John's NFLD	23.5	28.1	N/A	N/A	N/A
¹ Charlottetown	24.1	26.9	N/A	N/A	N/A
¹ Summerside	24.0	31.4	N/A	N/A	N/A
Halifax	30.9	33.7			
Halifax EMA	29.1	31.9	N/A	N/A	N/A
¹ Cape Breton	29.8	34.6	N/A	N/A	N/A
¹ New Glasgow	21.3	25.7	N/A	N/A	N/A
¹ Truro	28.0	29.3	N/A	N/A	N/A
Moncton	25.0	26.1			
Saint John NB	35.5	39.2			
Fredericton	29.0	31.2			
Quebec					
¹ Saguenay	17.5	20.2	N/A	N/A	N/A
¹ Trois Rivières	21.0	24.7	N/A	N/A	N/A
¹ Sherbrooke	16.4	20.8	N/A	N/A	N/A
¹ Granby	21.2	24.4	N/A	N/A	N/A
Québec City	24.8	27.3			
Montréal	24.3	27.5			
Ontario					
Ottawa-Gatineau	25.2	27.7			
Kingston	15.3	17.0			
Toronto CMA	26.6	28.8			
Oshawa	23.4	26.4			
Hamilton	26.2	28.0			
Kitchener	27.0	29.5			
Guelph	30.6	31.8			
London	11.7	11.8			
St. Catharines	13.4	15.2			
Windsor	11.9	14.0			
¹ Brantford	21.2	23.9	N/A	N/A	N/A
¹ Cornwall	30.6	35.3	N/A	N/A	N/A
¹ Peterborough	27.1	29.7	N/A	N/A	N/A
¹ Orillia	32.1	32.1	N/A	N/A	N/A
¹ Sudbury	28.8	30.6	N/A	N/A	N/A
¹ North Bay	31.3	32.5	N/A	N/A	N/A
¹ 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 #	
Ontario (con't)					
¹ Sault Ste. Marie	31.9	33.6	N/A	N/A	N/A
¹ Thunder Bay	33.1	35.1	N/A	N/A	N/A
¹ Belleville	24.5	26.2	N/A	N/A	N/A
¹ Cobourg/Port Hope	31.2	33.2	N/A	N/A	N/A
¹ Barrie	23.9	27.9	N/A	N/A	N/A
¹ Sarnia	28.2	31.6	N/A	N/A	N/A
¹ Owen Sound	32.7	36.8	N/A	N/A	N/A
¹ Chatham	31.4	33.5	N/A	N/A	N/A
Prairies					
Winnipeg	10.2	11.3			
¹ Brandon	24.0	28.9	N/A	N/A	N/A
Regina	12.9	14.0			
Saskatoon	14.3	15.5			
¹ Medicine Hat	27.6	28.5	N/A	N/A	N/A
Calgary	24.8	27.0			
¹ Red Deer	21.1	26.4	N/A	N/A	N/A
Edmonton	13.1	14.4			
¹ Lethbridge	21.9	23.2	N/A	N/A	N/A
British Columbia					
¹ Kelowna	23.0	27.2	N/A	N/A	N/A
¹ Kamloops	30.3	30.3	N/A	N/A	N/A
¹ Prince George	20.4	22.9	N/A	N/A	N/A
Vancouver	29.7	32.4			
Victoria	27.4	28.5			

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[®], 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%.⁵

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.

⁵ In 2008, an exception was made in Halifax due to the heavily disproportionate number of interviews conducted in each wave in order to allow for a single year data release for this market. Equalization would have reduced the effective sample size considerably with a corresponding increase in the margin of error.. Therefore, only a day-of week adjustment was made to the Halifax data in the first weighting stage.

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.

Data Collection Period	Full Sample Markets	Half Sample Markets
Fall 2008	50%	25%
Spring 2008	50%	25%
Fall 2007	N/A	25%
Spring 2007	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 regions⁶ are weighted separately:
 - City of Vancouver
 - North Shore (City of North Vancouver, North Vancouver district, West Vancouver)
 - Richmond/South Delta
 - Burnaby/New Westminister
 - 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.

	Selection Probability	WEIGHT: 1 Divided By Selection Probability
1 Person	1	1
2 Persons	0.5	2
3 Persons	0.333	3
4 Persons	0.25	4

d) Individual Adjustment Weights

These weights adjust for sex and age variations in response rates. Population

⁶ 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

estimates are obtained for the following age within sex groupings on a market-by-market basis.

	Males	Females
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 regions⁷ were weighted separately:
 - City of Vancouver
 - North Shore (City of North Vancouver, North Vancouver district, West Vancouver)

⁷ 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

- 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.

In the 2008 study, it was not necessary to collapse cells in any of the markets.

3. Independent Estimates Of Households And Population

In NADbank® 2008, household and population projection estimates are based on a combination of the 2001 census and the 2007 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) 2001 Census estimates of population - age within sex within market area (CMA, CA or Other) (Statistics Canada 93-310).
- ii) 2007 post-censal estimate of age within sex within market area (CMA, CA and other) (Statistics Canada 91-213).
- iii) 2008 population projection by province (Statistics Canada 91-213).⁸

As noted previously, different levels of population estimates are available for CMA and non-CMA markets. Therefore, the procedures used to derive the 2008 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 2008;
- 2. Develop an age by gender distribution suitable for projecting to the 2008 population total for each market

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 2008 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 2007 post-censal estimate.

⁸ As of 2007, Statistics Canada has stopped providing CMA level population projections as part of their publication
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- c) The projected 2008 total population is then distributed by age within gender using the proportions provided in the 2006 post-censal age by gender estimate.

ii) Non-CMA Markets

- a) The projected total population for each non-CMA market for 2008 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 2001 census.
- c) The projected total population is distributed by age within gender according to the 2001 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 2008. 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 2001 census data were used to profile the projected population in each market.

c) Households

2001 Census estimates of households, Provincial and market (CMA, CA or other) Statistics Canada 93-310 were used here.

The 2008-- estimates were developed as follows:

- Pro-rata from population estimates.

These estimates were compared with Census 2001 household data.

No post-censal estimates of average household size are available from Statistics Canada, therefore, the average household size from the 2001 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® 2008 Data Base							
Actual Number of Interviews Per Cell							
Market:	Total	Males					
	18+	Total	18-24	25-34	35-49	50-64	65+
Atlantic							
² St. John's NFLD	531	233	17	54	82	59	21
³ Charlottetown	245	104	11	13	38	25	17
³ Summerside	242	94	8	10	25	32	19
Halifax	606	242	21	18	65	87	51
Halifax EMA	812	339	27	27	91	124	70
³ Cape Breton	237	103	9	4	27	32	31
³ New Glasgow	253	98	11	10	31	28	18
³ Truro	239	103	9	8	39	28	19
Moncton	524	210	12	51	59	55	33
Saint John NB	544	194	20	32	57	60	25
Fredericton	510	217	25	37	66	59	30
Quebec							
Saguenay	509	222	20	37	57	74	34
Trois Rivières	510	216	16	28	64	74	34
Sherbrooke	519	220	30	24	58	72	36
Granby	463	191	13	32	46	60	40
Québec City	1018	450	37	86	143	123	61
Montréal	3001	1213	123	226	426	287	151
¹ English	556	231	26	39	85	47	34
¹ French	2060	802	76	148	271	213	94
¹ Other	385	180	21	39	70	27	23
Montréal Island	1444	588	68	123	200	119	78
Balance of Montréal	1557	625	55	103	226	168	73
Ontario							
Ottawa-Gatineau	1831	824	75	142	272	220	115
¹ English/Other	1064	502	49	82	173	133	65
¹ French	767	322	26	60	99	87	50
City of Ottawa	1064	495	51	80	160	131	73
City of Gatineau	767	329	24	62	112	89	42
Kingston	511	205	21	22	65	55	42
Toronto EMA	4307	1909	188	291	689	478	263
Toronto CMA	3901	1734	171	265	629	429	240
City of Toronto	1717	756	62	119	257	202	116
Balance of Toronto CMA	2184	978	109	146	372	227	124
Oshawa	406	175	17	26	60	49	23
Hamilton	1134	515	38	82	161	149	85
¹ Burlington CSD	275	123	6	17	42	35	23
¹ Hamilton PMA	859	392	32	65	119	114	62
Kitchener CMA	1232	547	50	97	184	123	93
City of Kitchener	547	252	25	38	96	52	41
City of Waterloo	255	114	15	21	33	26	19
City of Cambridge	261	110	6	24	30	30	20
Kitchener EMA	1269	561	51	98	187	128	97

EXHIBIT: 16-a) (con't)

NADbank® 2008 Data Base							
Actual Number of Interviews Per Cell							
Market:	Total	Males					
	18+	Total	18-24	25-34	35-49	50-64	65+
Ontario (con't)							
Guelph	782	314	34	47	97	87	49
London	813	335	32	58	80	110	55
St. Catharines	1141	458	45	64	136	120	93
St. Catharines PMA	453	175	19	28	59	35	34
Niagara-Welland	688	283	26	36	77	85	59
Windsor	812	334	39	50	128	72	45
³ Brantford	255	100	11	20	27	24	18
Cornwall	232	86	6	7	25	33	15
² Peterborough	236	87	7	12	30	22	16
³ Orillia	246	102	7	13	37	25	20
Sudbury	229	94	5	16	31	24	18
North Bay	243	92	7	8	26	30	21
Timmins	238	103	5	12	39	27	20
Sault Ste. Marie	232	88	9	7	27	29	16
Thunder Bay	302	141	11	18	28	56	28
³ Belleville	233	105	8	15	35	30	17
² Cobourg/Port Hope	301	124	10	10	40	38	26
Barrie	276	125	9	20	44	31	21
³ Sarnia	234	92	7	19	33	23	10
² Owen Sound	223	86	7	7	22	31	19
³ Chatham	236	99	6	15	30	28	20
Prairies							
Winnipeg	1552	644	55	80	181	210	118
² Brandon	242	105	12	16	26	32	19
Regina	820	322	33	49	100	88	52
Saskatoon	798	348	47	50	115	83	53
³ Medicine Hat	214	95	7	14	28	28	18
Calgary	1335	612	51	105	214	157	85
³ Red Deer	227	111	13	25	37	20	16
Edmonton	2566	1091	111	183	342	285	170
³ Lethbridge	224	96	8	17	20	32	19
British Columbia							
³ Kelowna	235	98	10	7	27	28	26
² Kamloops	231	87	7	4	31	32	13
³ Prince George	284	122	8	24	40	35	15
Vancouver	2596	1117	105	139	329	320	224
Victoria	727	290	24	43	75	75	73

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 2006 and carried forward to the current data base.

EXHIBIT: 16-b)

NADbank® 2008 Data Base							
Actual Number of Interviews Per Cell							
Market:	Total		Females				
	18+	Total	18-24	25-34	35-49	50-64	65+
Atlantic							
² St. John's NFLD	531	298	34	48	95	81	40
³ Charlottetown	245	141	7	20	28	28	48
³ Summerside	242	148	7	12	41	47	41
Halifax	606	364	17	44	95	127	81
Halifax EMA	812	473	22	48	128	170	105
³ Cape Breton	237	134	5	9	37	44	39
³ New Glasgow	253	155	5	18	42	57	33
³ Truro	239	136	6	13	36	49	32
Moncton	524	314	20	45	87	98	64
Saint John NB	544	350	25	50	85	108	82
Fredericton	510	293	19	49	89	68	68
Quebec							
Saguenay	509	287	15	33	77	96	66
Trois Rivières	510	294	20	38	89	84	63
Sherbrooke	519	299	29	47	76	91	56
Granby	463	272	18	26	85	86	57
Québec City	1018	568	48	85	156	162	117
Montréal	3001	1788	114	305	560	456	353
¹ English	556	325	20	48	107	80	70
¹ French	2060	1258	78	194	380	343	263
¹ Other	385	205	16	63	73	33	20
Montréal Island	1444	856	61	163	236	212	184
Balance of Montréal	1557	932	53	142	324	244	169
Ontario							
Ottawa-Gatineau	1831	1007	54	163	343	276	171
¹ English/Other	1064	562	37	90	177	158	100
¹ French	767	445	17	73	166	118	71
City of Ottawa	1064	569	36	84	176	159	114
City of Gatineau	767	438	18	79	167	117	57
Kingston	511	306	26	39	72	89	80
Toronto EMA	4307	2398	170	354	831	641	402
Toronto CMA	3901	2167	153	322	758	576	358
City of Toronto	1717	961	69	152	287	254	199
Balance of Toronto CMA	2184	1206	84	170	471	322	159
Oshawa	406	231	17	32	73	65	44
Hamilton	1134	619	37	86	177	170	149
¹ Burlington CSD	275	152	3	22	45	46	36
¹ Hamilton PMA	859	467	34	64	132	124	113
Kitchener CMA	1232	685	61	115	225	182	102
City of Kitchener	547	295	30	55	100	70	40
City of Waterloo	255	141	17	19	42	36	27
City of Cambridge	261	151	10	27	56	40	18
Kitchener EMA	1269	708	62	118	231	189	108

EXHIBIT: 16-b) (continued)

NADbank® 2008 Data Base							
Actual Number of Interviews Per Cell							
Market:	Total	Females					
	18+	Total	18-24	25-34	35-49	50-64	65+
Ontario (con't)							
Guelph	782	468	39	79	152	113	85
London	813	478	43	79	142	122	92
St. Catharines	1141	683	38	74	189	197	185
St. Catharines PMA	453	278	16	34	77	71	80
Niagara-Welland	688	405	22	40	112	126	105
Windsor	812	478	34	67	151	117	109
³ Brantford	255	155	5	24	46	42	38
Cornwall	232	146	5	20	37	44	40
² Peterborough	236	149	12	17	45	35	40
³ Orillia	246	144	5	13	37	48	41
Sudbury	229	135	5	16	38	48	28
North Bay	243	151	9	23	33	46	40
Timmins	238	135	4	27	43	36	25
Sault Ste. Marie	232	144	11	11	28	42	52
Thunder Bay	302	161	5	7	41	57	51
³ Belleville	233	128	6	11	49	37	25
² Cobourg/Port Hope	301	177	6	26	44	56	45
Barrie	276	151	7	23	62	32	27
³ Sarnia	234	142	6	21	48	40	27
² Owen Sound	223	137	11	10	24	46	46
³ Chatham	236	137	15	13	44	33	32
Prairies							
Winnipeg	1552	908	61	104	269	244	230
² Brandon	242	137	8	21	34	32	42
Regina	820	498	43	73	135	134	113
Saskatoon	798	450	35	79	110	120	106
³ Medicine Hat	214	119	11	15	33	21	39
Calgary	1335	723	51	112	238	194	128
³ Red Deer	227	116	11	31	24	25	25
Edmonton	2566	1475	118	241	434	386	296
³ Lethbridge	224	128	15	20	28	39	26
British Columbia							
³ Kelowna	235	137	7	15	30	34	51
² Kamloops	231	144	5	13	50	44	32
³ Prince George	284	162	12	27	50	46	27
Vancouver	2596	1479	78	178	458	433	332
Victoria	727	437	22	42	107	117	149

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 2006 and carried forward to the current data base.

EXHIBIT: 17-a)

NADbank® 2008 Data Base							
Sample Data After Application Of Weight Schemes							
Market:	Total		Males				
	18+	Total	18-24	25-34	35-49	50-64	65+
Atlantic							
² St. John's NFLD	1470	700	88	143	218	170	81
³ Charlottetown	481	224	33	37	63	58	33
³ Summerside	131	60	8	10	17	15	10
Halifax	3092	1492	190	292	472	350	188
Halifax EMA	6017	2922	355	470	872	756	469
³ Cape Breton	886	418	56	51	119	117	76
³ New Glasgow	295	142	20	19	41	37	25
³ Truro	370	179	23	25	54	46	31
Moncton	1037	492	67	80	143	119	83
Saint John NB	993	474	63	82	140	119	69
Fredericton	722	350	52	75	102	77	45
Quebec							
Saguenay	1225	602	73	97	173	168	92
Trois Rivières	1186	566	65	90	159	154	97
Sherbrooke	1342	646	89	122	185	158	93
Granby	578	280	33	48	77	76	47
Québec City	6014	2903	340	555	849	744	416
Montréal	29642	14343	1678	2791	4540	3276	2058
¹ English	5112	2478	299	512	756	522	390
¹ French	20855	10074	1191	1922	3282	2357	1323
¹ Other	3674	1791	189	357	503	397	345
Montréal Island	15841	7550	911	1628	2228	1598	1185
Balance of Montréal	13800	6793	767	1163	2312	1677	873
Ontario							
Ottawa-Gatineau	9251	4502	569	877	1452	1039	566
¹ English/Other	6495	3201	406	639	1023	722	409
¹ French	2756	1302	163	237	429	316	156
City of Ottawa	6973	3396	433	664	1083	772	444
City of Gatineau	2277	1107	136	213	370	267	122
Kingston	1244	609	73	107	186	145	98
Toronto EMA	46388	22552	2861	4512	7437	4831	2911
Toronto CMA	43679	21219	2680	4288	7003	4513	2736
City of Toronto	21615	10383	1242	2349	3165	2119	1508
Balance of Toronto CMA	22063	10836	1438	1939	3837	2394	1228
Oshawa	2709	1332	181	224	434	318	175
Hamilton	5693	2766	357	456	874	630	448
¹ Burlington CSD	1411	686	89	113	216	157	111
¹ Hamilton PMA	4282	2080	269	344	658	473	337
Kitchener CMA	3652	1806	243	358	592	385	228
City of Kitchener	1594	811	116	143	312	143	97
City of Waterloo	823	408	77	71	111	96	52
City of Cambridge	737	350	29	91	94	90	46
Kitchener EMA	3852	1907	257	373	625	409	243

EXHIBIT: 17-a) (continued)

NADbank® 2008 Data Base							
Sample Data After Application Of Weight Schemes							
Market:	Total	Males					
	18+	Total	18-24	25-34	35-49	50-64	65+
Ontario (con't)							
Guelph	1065	522	80	99	153	113	77
London	3707	1790	234	344	537	407	267
St. Catharines	3160	1529	183	230	439	377	299
St. Catharines PMA	1641	796	95	120	228	196	156
Niagara-Welland	1519	733	88	111	211	181	143
Windsor	2562	1260	162	237	407	278	177
³ Brantford	773	373	53	63	111	87	60
Cornwall	480	230	28	30	65	64	44
² Peterborough	950	451	62	60	122	113	94
³ Orillia	370	178	22	25	51	44	36
Sudbury	1301	633	78	97	195	160	103
North Bay	509	243	34	34	68	65	42
Timmins	337	168	23	26	52	43	23
Sault Ste. Marie	653	313	41	37	86	87	62
Thunder Bay	981	481	59	74	145	120	83
³ Belleville	753	364	50	52	110	87	66
² Cobourg/Port Hope	362	176	21	23	52	45	35
Barrie	1415	699	97	127	226	153	96
³ Sarnia	728	353	47	49	102	91	64
² Owen Sound	268	128	17	16	36	34	26
³ Chatham	845	413	58	61	124	101	70
Prairies							
Winnipeg	5597	2726	357	528	820	630	391
² Brandon	380	178	31	29	48	39	31
Regina	1571	759	113	148	222	171	106
Saskatoon	1871	904	135	195	260	195	119
³ Medicine Hat	535	265	39	47	78	56	44
Calgary	9149	4588	607	1038	1510	966	467
³ Red Deer	598	297	55	64	91	55	31
Edmonton	8649	4299	610	900	1315	946	528
³ Lethbridge	586	283	50	51	75	60	46
British Columbia							
³ Kelowna	1383	664	81	90	178	163	151
² Kamloops	774	377	56	55	105	101	59
³ Prince George	612	309	49	55	98	77	31
Vancouver	18644	9130	1163	1750	2865	2097	1255
Victoria	2811	1340	160	231	368	335	247

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 2006 and carried forward to the current data base.

EXHIBIT: 17-b)

NADbank® 2008 Data Base							
Sample Data After Application Of Weight Schemes							
Market:	Total		Females				
	18+	Total	18-24	25-34	35-49	50-64	65+
Atlantic							
² St. John's NFLD	1470	770	86	148	236	181	119
³ Charlottetown	481	257	35	41	69	63	49
³ Summerside	131	70	8	11	18	17	16
Halifax	3092	1601	183	305	485	370	258
Halifax EMA	6017	3095	337	491	884	781	601
³ Cape Breton	886	468	55	55	128	122	108
³ New Glasgow	295	154	19	20	41	38	36
³ Truro	370	190	22	26	54	48	40
Moncton	1037	545	63	84	146	129	123
Saint John NB	993	520	58	85	151	127	99
Fredericton	722	371	53	73	105	79	62
Quebec							
Saguenay	1225	623	64	88	173	168	130
Trois Rivières	1186	619	64	84	163	161	147
Sherbrooke	1342	696	89	115	182	169	141
Granby	578	298	31	43	78	81	64
Québec City	6014	3111	335	514	832	808	622
Montréal	29642	15298	1650	2753	4433	3527	2935
¹ English	5112	2634	294	508	739	552	541
¹ French	20855	10781	1186	1881	3223	2521	1971
¹ Other	3674	1883	170	364	472	454	423
Montréal Island	15841	8291	950	1555	2155	1815	1816
Balance of Montréal	13800	7007	701	1198	2278	1712	1119
Ontario							
Ottawa-Gatineau	9251	4748	546	860	1448	1087	767
¹ English/Other	6495	3294	387	612	1022	738	535
¹ French	2756	1454	159	248	465	349	233
City of Ottawa	6973	3578	413	647	1104	813	601
City of Gatineau	2277	1171	133	212	384	275	166
Kingston	1244	635	72	101	182	152	128
Toronto EMA	46388	23836	2786	4655	7534	5093	3768
Toronto CMA	43679	22459	2612	4428	7105	4770	3545
City of Toronto	21615	11232	1215	2436	3208	2341	2032
Balance of Toronto CMA	22063	11227	1396	1992	3897	2429	1512
Oshawa	2709	1377	175	227	429	322	223
Hamilton	5693	2927	339	462	862	666	599
¹ Burlington CSD	1411	726	84	114	213	166	148
¹ Hamilton PMA	4282	2202	255	348	649	499	451
Kitchener CMA	3652	1846	230	345	575	396	300
City of Kitchener	1594	783	106	160	256	145	116
City of Waterloo	823	416	79	63	109	80	84
City of Cambridge	737	387	30	71	150	88	48
Kitchener EMA	3852	1945	243	359	607	419	317

EXHIBIT: 17-b) (continued)

NADbank® 2008 Data Base							
Sample Data After Application Of Weight Schemes							
Market:	Total	Females					
	18+	Total	18-24	25-34	35-49	50-64	65+
Ontario (con't)							
Guelph	1065	543	79	95	149	122	99
London	3707	1917	230	335	553	436	363
St. Catharines	3160	1631	177	223	447	393	391
St. Catharines PMA	1641	845	92	115	231	204	203
Niagara-Welland	1519	786	85	107	216	189	188
Windsor	2562	1302	156	233	395	285	233
³ Brantford	773	399	51	60	113	89	86
Cornwall	480	249	29	30	65	65	60
² Peterborough	950	498	64	60	127	121	126
³ Orillia	370	192	22	25	53	44	47
Sudbury	1301	668	77	100	196	163	132
North Bay	509	265	35	35	71	70	54
Timmins	337	170	22	26	50	41	30
Sault Ste. Marie	653	340	41	40	92	91	76
Thunder Bay	981	500	56	72	145	118	108
³ Belleville	753	389	49	53	109	91	87
² Cobourg/Port Hope	362	186	20	22	53	47	44
Barrie	1415	716	90	126	220	157	122
³ Sarnia	728	375	48	47	104	92	84
² Owen Sound	268	140	16	16	37	35	36
³ Chatham	845	432	54	58	121	103	96
Prairies							
Winnipeg	5597	2871	345	502	806	660	558
² Brandon	380	202	34	30	52	42	45
Regina	1571	811	104	146	230	178	153
Saskatoon	1871	966	132	189	270	202	173
³ Medicine Hat	535	270	38	41	77	59	55
Calgary	9149	4561	579	982	1452	946	602
³ Red Deer	598	301	55	55	90	57	44
Edmonton	8649	4350	581	848	1291	946	683
³ Lethbridge	586	304	53	46	76	64	64
British Columbia							
³ Kelowna	1383	719	78	88	192	179	181
² Kamloops	774	397	57	56	112	103	69
³ Prince George	612	303	46	55	97	71	32
Vancouver	18644	9514	1113	1770	2917	2138	1576
Victoria	2811	1471	159	228	385	363	336

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 2006 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 2008. 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® 2008 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
¹ St. John's NFLD	0.45	14.21	31.58	2.77	1.32	0.06	531	1470	2.77	0.16	5.13
² Charlottetown	0.50	7.00	14.00	1.96	1.16	0.07	245	481	1.96	0.25	3.57
² Summerside	0.12	2.74	22.83	0.54	0.36	0.02	242	131	0.54	0.22	5.06
Halifax	1.13	44.03	38.96	5.10	3.84	0.16	606	3092	5.10	0.22	5.06
Halifax EMA	1.85	56.31	30.44	7.41	4.74	0.17	812	6017	7.41	0.22	7.60
² Cape Breton	1.14	19.40	17.02	3.74	2.46	0.16	237	886	3.74	0.30	5.19
² New Glasgow	0.21	5.14	24.48	1.17	0.78	0.05	253	295	1.17	0.18	4.41
² Truro	0.37	10.77	29.11	1.55	1.19	0.08	239	370	1.55	0.24	6.96
Moncton	0.43	12.32	28.65	1.98	1.18	0.05	524	1037	1.98	0.22	6.23
Saint John NB	0.42	6.21	14.79	1.83	1.11	0.05	544	993	1.83	0.23	3.40
Fredericton	0.36	6.11	16.97	1.42	0.72	0.03	510	722	1.42	0.25	4.32
Saguenay	0.65	9.22	14.18	2.41	1.21	0.05	509	1225	2.41	0.27	3.83
Trois Rivières	0.78	7.57	9.71	2.32	1.09	0.05	510	1186	2.33	0.34	3.26
Sherbrooke	0.90	10.60	11.78	2.58	1.08	0.05	519	1342	2.59	0.35	4.10
Granby	0.35	4.99	14.26	1.25	0.62	0.03	463	578	1.25	0.28	4.00
Quebec City	1.95	19.49	9.99	5.91	2.09	0.07	1018	6014	5.91	0.33	3.30
Montréal	1.68	39.42	23.46	9.88	4.71	0.09	3001	29642	9.88	0.17	3.99
Ottawa / Gatineau	0.68	25.46	37.44	5.05	2.91	0.07	1831	9251	5.05	0.13	5.04
Kingston	0.65	10.62	16.34	2.43	1.26	0.06	511	1244	2.43	0.27	4.36
Toronto CMA	2.73	66.92	24.51	11.20	5.72	0.09	3901	43679	11.20	0.24	5.98
Oshawa	2.10	17.70	8.43	6.67	2.80	0.14	406	2709	6.67	0.31	2.65
Hamilton	1.63	37.56	23.04	5.02	2.62	0.08	1134	5693	5.02	0.32	7.48
Kitchener CMA	0.85	10.82	12.73	2.96	1.34	0.04	1232	3652	2.96	0.29	3.65
Kitchener EMA	0.87	11.22	12.90	3.04	1.37	0.04	1269	3852	3.04	0.29	3.70
Guelph	0.41	4.64	11.32	1.36	0.67	0.02	782	1065	1.36	0.30	3.41
² Brantford	0.73	17.75	24.32	3.03	1.98	0.12	255	773	3.03	0.24	5.86
London	1.26	18.55	14.72	4.56	2.25	0.08	813	3707	4.56	0.28	4.07
St. Catharines-Niagara	0.62	15.17	24.47	2.77	1.56	0.05	1141	3160	2.77	0.22	5.48
Windsor	0.87	11.75	13.51	3.16	1.47	0.05	812	2562	3.16	0.28	3.72

Note: 1 Measured in 2007 and carried forward to the current database
Note: 2 Measured in 2006 and carried forward to the current database

EXHIBIT: 18 (continued)
NADbank® 2008 Data Base
Range Of Final Population Weights By Market

Markets	Final Weights Including Projection			Average	Standard	Standard	No. Of Records	Projection Factor	Estd. Average Projection	Estimated Adjustment Weight	
	Minimum	Maximum	Ratio	Final Weight	Deviation	Error			Only Weight	Min	Max
	0.51	8.39	16.45	2.07	1.28	0.08	232	480	2.07	0.25	4.06
¹ Cornwall	1.34	12.33	9.20	4.02	1.98	0.13	236	950	4.03	0.33	3.06
Sudbury	1.20	27.41	22.84	5.68	3.32	0.22	229	1301	5.68	0.21	4.82
North Bay	0.55	8.77	15.95	2.09	1.35	0.09	243	509	2.09	0.26	4.19
Timmins	0.44	7.14	16.23	1.42	0.97	0.06	238	337	1.42	0.31	5.04
Sault Ste. Marie	0.85	10.17	11.96	2.81	1.61	1.11	232	653	2.81	0.30	3.61
Barrie	1.05	18.76	17.87	5.13	2.99	0.18	276	1415	5.13	0.20	3.66
Thunder Bay	1.11	15.42	13.89	3.25	2.31	0.13	302	981	3.25	0.34	4.75
² Orillia	0.35	7.83	22.37	1.50	0.98	0.06	246	370	1.50	0.23	5.21
² Belleville	0.74	14.69	19.85	3.23	1.83	0.12	233	753	3.23	0.23	4.55
¹ Cobourg/Port Hope	0.29	5.76	19.86	1.20	0.68	0.04	301	362	1.20	0.24	4.79
² Sarnia	0.78	14.75	18.91	3.11	1.80	0.12	234	728	3.11	0.25	4.74
¹ Owen Sound	0.39	5.00	12.82	1.20	0.76	0.05	223	268	1.20	0.32	4.16
² Chatham	1.30	15.67	12.05	3.58	1.71	0.11	236	845	3.58	0.36	4.38
Winnipeg	0.90	16.14	17.93	3.61	1.93	0.05	1552	5597	3.61	0.25	4.48
¹ Brandon	0.35	7.57	21.63	1.57	1.05	0.07	242	380	1.57	0.22	4.82
Regina	0.47	7.85	16.70	1.92	0.94	0.03	820	1571	1.92	0.25	4.10
Saskatoon	0.84	10.63	12.65	2.34	1.16	0.04	798	1871	2.34	0.36	4.53
² Medicine Hat	0.72	11.45	15.90	2.50	1.47	0.10	214	535	2.50	0.29	4.58
Calgary	1.82	29.56	16.24	6.85	3.40	0.09	1335	9149	6.85	0.27	4.31
² Red Deer	0.80	7.41	9.26	2.63	1.35	0.09	227	598	2.63	0.30	2.81
Edmonton	0.84	15.53	18.49	3.37	1.64	0.03	2566	8649	3.37	0.25	4.61
² Lethbridge	0.59	10.07	17.07	2.62	1.56	0.10	224	586	2.62	0.23	3.85
Kelowna	1.45	18.14	12.51	5.89	3.18	0.21	235	1383	5.89	0.25	3.08
¹ Kamloops	0.68	20.09	29.54	3.35	2.74	0.18	231	774	3.35	0.20	6.00
² Prince George	0.72	11.61	16.13	2.16	1.41	0.08	284	612	2.15	0.33	5.39
Vancouver	1.12	46.69	41.69	7.18	4.86	0.10	2596	18644	7.18	0.16	6.50
Victoria	1.24	23.68	19.10	3.87	2.16	0.08	727	2811	3.87	0.32	6.12

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

Note: 2 Measured in 2006 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®2008

1. Readership/Product Markets

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

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

(NR) = Non-Resident Newspapers, All Questions Except Q7A/8A.

* Weekday (Monday to Friday) newspaper distributed free. Only asked Q4, Q5A/Q5B and Q7C.

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

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

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) The Sunday 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)	--
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	TV Times (Saturday)
	National Post (NR)	The Saturday National Post (NR)	--
		Le Journal Les Affaires (Saturday)**	--
	Metro*	--	--
	24 heures*	--	--
	--	--	-- TV Hebdo

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(NR) = Non-Resident Newspapers, All Questions Except Q7A/8A.

* Weekday (Monday to Friday) newspaper distributed free. 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)	TV Magazine (Sunday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
	Metro*	--	--
	24 Hours* --	-- --	-- TV Hebdo
Kingston	The Kingston Whig Standard (R)	The Saturday Kingston Whig Standard (R)	TV Weekly (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 and Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR) --	The Saturday National Post (NR) --	-- Kingston TV Cable Guide
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* 24 hours *	-- --	-- --

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Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Ontario (cont'd)			
Hamilton	The Hamilton Spectator (R)	The Saturday Hamilton Spectator (R)	Go @ Home (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 Record (R)	The Saturday 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 Record (Kitchener) (NR)	The Saturday Record (NR)	--

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(NR) = Non-Resident Newspapers, 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) The Sunday 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)	--
	--	--	TV Facts (Free)
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)	--	--

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(NR) = Non-Resident Newspapers, All Questions Except Q7A/8A.

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

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Manitoba 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)*	The Saturday National Post (NR)	--
Saskatchewan Regina	Leader Post (R)	The Saturday Leader Post (R)	TV Times (Thursday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)*	The Saturday 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)*	The Saturday National Post (NR)	--

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* National Post in Winnipeg, Regina and Saskatoon – Saturday and online readership measured only

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Alberta Calgary	Calgary Herald (R) The Calgary Sun (R) The Globe & Mail (NR) National Post (NR) Metro* 24 hours*	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* 24 hours*	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) -- -- -- --
BRITISH COLUMBIA Vancouver	The Vancouver Sun (R) The Province (R) The Globe & Mail (NR) National Post (NR) Metro* 24 hours * --	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

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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)	Mayflower (Monday)
	The Globe & Mail (NR)	The Saturday Globe & Mail (NR)	--
	National Post (NR)	The Saturday National Post (NR)	--
	Metro*	--	--
Sherbrooke, PQ	La Tribune (R)	La Tribune du Samedi (R)	Voilà! (Saturday)
	The Record (R)	La Nouvelle (Wednesday)**	
Saguenay, PQ	Le Quotidien (R)	Le Quotidien du Samedi (R) Progrès Dimanche (R) Le Réveil (Sunday)**	Voilà! (Saturday)
Granby, PQ	La Voix de L'Est (R)	La Voix de L'Est du Samedi (R)	Voilà! (Saturday)
		Le Plus (Saturday)**	
Trois-Rivières, PQ	Le Nouvelliste (R)	Le Nouvelliste du Samedi (R)	Voilà! (Saturday)
		Le Journal de Trois-Rivières (Saturday) **	
Cornwall, ON	The Standard-Freeholder (R)	The Saturday Standard-Freeholder (R)	
	The Globe And Mail (NR)	The Saturday Globe And Mail (NR)	
	National Post (NR)	The Saturday National Post (NR)	
		Seaway News (Friday) **	
North Bay, ON	North Bay Nugget (R)	North Bay Weekend Nugget (R)	
	Toronto Star (NR)	The Saturday Toronto Star (NR) The Sunday Toronto Star (NR)	
	The Globe And Mail (NR)	The Saturday Globe And Mail (NR)	
	National Post (NR)	The Saturday National Post (NR)	
		Community Voices (Friday)**	

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

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Sudbury, ON	The Sudbury Star (R) Toronto Star (NR) The Toronto Sun (NR) The Globe And Mail (NR) National Post (NR)	The Sudbury Star On Saturday (R) The Saturday Toronto Star (NR) The Sunday Toronto Star (NR) The Saturday Toronto Sun (NR) The Sunday Toronto Sun (NR) The Saturday Globe And Mail (NR) The Saturday National Post (NR) The Northern Life (Wednesday, Friday) **	TV Listings (Thursday)
Thunder Bay, ON	The Chronicle Journal (R) The Globe And Mail (NR) National Post (NR)	The Saturday Chronicle Journal (R) The Sunday Chronicle Journal (R) The Saturday Globe And Mail (NR) The Saturday National Post (NR) Thunder Bay Source (Weekend Edition) **	TV Scene (Saturday)
Sault Ste Marie, ON	The Sault Star (R) Toronto Star (NR) The Globe And Mail (NR) National Post (NR)	The Saturday Sault Star (R) The Saturday Toronto Star (NR) The Sunday Toronto Star (NR) The Saturday Globe And Mail (NR) The Saturday National Post (NR) Sault This Week (Wednesday)**	TV Times (Friday)

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

Market	Daily Newspaper	Weekend Newspaper	TV Magazine
Timmins, ON	The Daily Press (R) The Globe And Mail (NR) National Post (NR)	The Saturday Daily Press (R) The Saturday Globe And Mail (NR) The Saturday National Post (NR) The Timmins Times (Wednesday, Saturday) **	TV Listings (Friday)
Barrie, ON	The Barrie Examiner (R) Toronto Star (NR) The Toronto Sun (NR) The Globe And Mail (NR) National Post (NR)	The Saturday Barrie Examiner (R) The Saturday Toronto Star (NR) The Sunday Toronto Star (NR) The Saturday Toronto Sun (NR) The Sunday Toronto Sun (NR) The Saturday Globe And Mail (NR) The Saturday National Post (NR) The Barrie Advance (Wednesday, Friday) ** This is Sunday (Sunday) **	TV Times (Friday)

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