

## 4.6

### THE RELATIONSHIP BETWEEN THE DURATION OF THE PMB INTERVIEW AND A NUMBER OF FACTORS DETERMINING THE 'QUALITY' OF RESPONSE

#### INTRODUCTION

In addition to measuring Average Issue Readership by a modified 'Through-the-Book' method, PMB also collects information on time spent reading and number of reading occasions for the specific issues respondents claim to read, and the general level of interest in that particular magazine title.

We would tend to view the first two measures as 'exposure' measures and the latter as an 'attitudinal measure, perhaps closer to an 'affinity index' or 'Q-factor', although both fall into Per Langhoff's definition of 'reaction' qualities for magazines. We believe time spent reading (and to a lesser extent, occasions read) to be a quite important measure affecting communication effectiveness, as Rolf Speetzen pointed out in the paper he presented in New Orleans, although we recognise the drawbacks to which Liliana Denon drew our attention in her paper when these factors are being used to compare individual titles. In this paper our analyses use only aggregate data.

#### HYPOTHESES

Given this background, we thought it might prove useful to look at the relationship between the duration of the PMB interview and a number of measures to see whether we could throw any light on 'quality of response'. We started with three hypotheses:

(1) The overall length of the personal interview is a function of respondent demographics;

(2) Quantity and quality of magazine readership is closely correlated with the duration of the TTB (Through-the-Book) portion of the interview;

(3) Response to the self-completion questionnaire is casually related to the duration of the personal interview.

#### ANALYSES

Our analyses were conducted on the 12,838 respondents aged 12 years and over to the PMB 1985 questionnaire used in 1983 and 1984 fieldwork. The first step was to segment the respondents into quintiles according to the duration of the interview which ranged from around 20 minutes to well over an hour in some cases. When Canadian Facts took their first run at this, we saw quite dramatic differences between the number of respondents per quintile depending on whether they were English or French, a factor we should have anticipated, since the number of magazines presented for screening is a critical variable and in Quebec and Ottawa/Hull we carry both French language and English language magazines, averaging 35 in number, compared with 25 for English Canada. The quintiles derived are shown in Table 1.

We therefore calculated new quintiles for English and French Canada separately, and these form the basis of the analyses for the purpose of this paper.

#### Demographics

To test our first hypothesis, we ran the quintiles by a whole range of demographics, and then looked closely at the key discriminators which were age and sex, community size, education, occupation and household income, first for English Canada and then for French Canada.

#### ENGLISH CANADA

Table 2 shows the age profile of each quintile. The lightest quintile (shortest duration of interview) is

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clearly the oldest, while quintiles 2 and 4 have younger profiles. Quintile 3 contains an above average proportion of 25-34's.

From Table 3 we see that the proportion of women increases with the duration of the interview. And there are differences by community size. The lighter quintiles contain a larger proportion of respondents who live in rural communities or urban centres under 1mm population. This may suggest the need to undertake a more detailed examination regionally or by selected city.

Three other significant discriminators are education, occupation, and income shown in the next Tables 4, 5 and 6.

Overall the tendency is for quintiles 4 and 5 to comprise better educated respondents in better jobs with higher household incomes, while quintile 1 has a higher proportion of those who have only grade level education, tend to work in lower-order occupations and earn under \$20,000 pa.

On the bases of these analyses, we conclude that for English Canada there are differences in demographics between the quintiles, which confirm our first hypothesis. We would add the reservation, however, that these results should be considered in the light of the differences between the number of magazines carried by region.

**TABLE 1**  
**Duration of interview by quintile**

	<i>Total</i>	<i>10-30m</i>	<i>31-40m</i>	<i>41-45m</i>	<i>45-59m</i>	<i>1 hour or more</i>
Population base	% 100	21	26	14	18	21
English Canada	% 100	25	29	15	17	14
French Canada	% 100	9	17	10	20	45

**TABLE 2**  
**Duration of interview by quintile**

	<i>Total</i>	<i>10-30m</i>	<i>31-40m</i>	<i>41-45m</i>	<i>45-59m</i>	<i>51m+</i>
		<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	% 100	25	17	14	22	22
Age 12-17	% 100	24	18	12	24	22
Age 18-24	% 100	21	19	14	24	22
Age 25-34	% 100	23	17	17	22	21
Age 35-49	% 100	25	18	14	22	21
Age 50-64	% 100	27	17	13	21	23
Age 65+	% 100	29	15	15	20	21

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**TABLE 3**  
Duration of interview by quintile

		<i>Total</i>	<i>10-30m</i>	<i>31-40m</i>	<i>41-45m</i>	<i>45-59m</i>	<i>51m+</i>
			<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	% 100		25	17	14	22	22
Male	% 100		27	18	14	22	19
Female	% 100		22	17	14	23	24
<i>Community size</i>							
Under 100m	% 100		27	17	13	20	23
100m - 1mm	% 100		30	21	14	17	19
Over 1mm	% 100		16	15	17	30	22

**TABLE 4**  
Duration of interview by quintile

		<i>Total</i>	<i>10-30m</i>	<i>31-40m</i>	<i>41-45m</i>	<i>45-59m</i>	<i>51m+</i>
			<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	% 100		25	17	14	22	22
Graduated college +	% 100		19	20	15	23	24
Graduated high +	% 100		20	18	14	23	24
Grade school or less	% 100		32	17	14	17	20

**TABLE 5**  
Duration of interview by quintile

		<i>Total</i>	<i>10-30m</i>	<i>31-40m</i>	<i>41-45m</i>	<i>45-59m</i>	<i>51m+</i>
			<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	% 100		25	17	14	22	22
Professional/sr. mgt.	% 100		18	23	18	22	19
Other managers/owners	% 100		24	20	14	20	22
Tech/sales/teach	% 100		19	21	14	25	21
Clerical/secretarial	% 100		22	18	14	23	23
Skilled/unskil. labour	% 100		27	15	15	22	20
All other	% 100		25	17	14	21	23

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**TABLE 6**  
Duration of interview by quintile

		<i>Total</i>	<i>10-30m</i>	<i>31-40m</i>	<i>41-45m</i>	<i>45-59m</i>	<i>51m+</i>
			<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	% 100		25	17	14	22	22
Household income \$50+	% 100		19	17	17	24	22
\$35,000-\$49,999	% 100		23	19	13	23	21
\$25,000-\$34,999	% 100		24	17	13	23	23
\$20,000-\$24,999	% 100		24	18	15	22	21
Under \$20,000	% 100		29	16	14	20	21

**TABLE 7**  
Duration of interview by quintile

		<i>Total</i>	<i>10-39m</i>	<i>40-49m</i>	<i>50-59m</i>	<i>60-74m</i>	<i>75m+</i>
			<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	% 100		17	19	19	23	21
Age 12-17	% 100		18	21	19	19	23
Age 18-24	% 100		17	19	15	29	20
Age 25-34	% 100		18	20	17	23	23
Age 35-49	% 100		17	19	19	25	20
Age 50-64	% 100		17	20	23	21	19
Age 65+	% 100		17	16	20	20	26

#### FRENCH CANADA

Different and less easily discernible patterns are exhibited by French respondents. From Table 7 we see that with the exception of Quintile 3 which contains a higher proportion of older respondents, there appears to be no clear trend.

The tendency for there to be a higher proportion of females in the higher quintiles is repeated among French respondents (Table 8). The pattern by

community size, however, is reversed. Differences on the remaining criteria of education, occupation and income again tend to show less of a pattern than among English respondents (Tables 9, 10 and 11).

Quintile 3 can be seen to be older and less well educated, while quintiles 2 and 5 tend to have a much higher proportion of better educated respondents. This pattern is reflected in the occupation and income profiles.

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**TABLE 8**  
Duration of interview by quintile

		<i>Total</i>	<i>10-39m</i>	<i>40-49m</i>	<i>50-59m</i>	<i>60-74m</i>	<i>75m+</i>
			<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	%	100	17	19	19	23	21
Male	%	100	20	20	19	22	20
Female	%	100	15	19	19	25	23
Community size							
Under 100m	%	100	14	16	20	29	20
100M-1mm	%	100	16	10	9	18	46
Over 1mm	%	100	22	28	22	20	8

**TABLE 9**  
Duration of interview by quintile

		<i>Total</i>	<i>10-39m</i>	<i>40-49m</i>	<i>50-59m</i>	<i>60-74m</i>	<i>75m+</i>
			<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	%	100	17	19	19	23	21
Graduated college +	%	100	14	21	15	23	28
Graduated high +	%	100	16	19	17	24	24
Grade school or less	%	100	17	19	23	21	20

**TABLE 10**  
Duration of interview by quintile

		<i>Total</i>	<i>10-39m</i>	<i>40-49m</i>	<i>50-59m</i>	<i>60-74m</i>	<i>75m+</i>
			<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	%	100	17	19	19	23	21
Professional/sr. mgt*	%	100	32	19	12	14	23
Other managers/owners*	%	100	17	25	17	17	24
Tech/sales/teach*	%	100	14	19	16	30	21
Clerical/secretarial	%	100	18	20	18	19	26
Skilled/unskil. labour	%	100	18	18	17	25	21
All other	%	100	16	19	20	24	20

\* It should be noted that some of the figures in the three top occupation groups are based on as few as 15 respondents.

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While some of the demographic differences between the quintiles are less apparent than in English Canada, and the respondent's geographic location appears to be more of an influencing factor, the general pattern of improved education, literacy and upward mobility among higher quintiles seems consistent with our hypothesis.

**Magazine readership**

Our second hypothesis is concerned with the quantity and quality of magazine readership. Tables 12, 13 and 14 show gross magazine screenings and Average Issue Readership by quintile, separately for English Canada, French Canada and total Canada.

**TABLE 11**  
**Duration of interview by quintile**

		<i>Total</i>	<i>10-39m</i> <i>Q1</i>	<i>40-49m</i> <i>Q2</i>	<i>50-59m</i> <i>Q3</i>	<i>60-74m</i> <i>Q4</i>	<i>75m+</i> <i>Q5</i>
Population base	%	100	17	19	19	23	21
Household income \$50m+	%	100	17	15	18	21	28
\$35,000-\$49,999	%	100	18	23	15	24	20
\$25,000-\$34,999	%	100	17	18	19	24	22
\$20,000-\$24,999	%	100	17	20	21	22	19
Under \$20,000	%	100	17	20	19	24	21

**TABLE 12**  
**Duration of interview by quintile**

<i>English Canada</i>		<i>Total</i>	<i>10-30m</i> <i>Q1</i>	<i>31-39m</i> <i>Q2</i>	<i>40-44m</i> <i>Q3</i>	<i>45-50m</i> <i>Q4</i>	<i>51m+</i> <i>Q5</i>
Population base	%	100	25	17	14	22	22
Gross mags screened	%	100	14	16	14	26	30
Gross AIR's	%	100	17	16	14	24	28

**TABLE 13**  
**Duration of interview by quintile**

<i>French Canada</i>		<i>Total</i>	<i>10-39m</i> <i>Q1</i>	<i>40-49m</i> <i>Q2</i>	<i>50-59m</i> <i>Q3</i>	<i>60-74m</i> <i>Q4</i>	<i>75m+</i> <i>Q5</i>
Population base	%	100	17	19	19	23	21
Gross screenings	%	100	12	17	16	25	29
Gross AIR's	%	100	13	18	17	25	27

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**TABLE 14**  
Duration of interview by quintile

<i>Total Canada</i>	<i>Total</i>	<i>10-30m</i>	<i>31-40m</i>	<i>41-45m</i>	<i>46-59m</i>	<i>1 hour or more</i>
		<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Population base	% 100	21	26	14	18	21
Gross screenings	% 100	12	25	15	22	26
Gross AIR's	% 100	15	25	14	20	26

The same pattern is seen throughout of increasing recognition of magazines (screening) and Average Issue Readership as the duration of the interview increases. We would be surprised if this were not true.

The major question is whether this increases in quantity of reading is at the expense of reading quality. Tables 15, 16 and 17 examine this premise through a further analysis of the average number of reading occasions, average time spent reading, and average

interest level of the Average Issue Readers within each quintile. In each case, all the measures increased with the duration of the interview, thus confirming our second hypothesis. Simply put, respondents who read more magazines (and thereby take longer to complete the personal interview) also tend to read more thoroughly (as exhibited through the two 'exposure' measures) and have an overall higher level of interest in the magazines they read (as exhibited by the 'attitude' measure).

**TABLE 15**  
Duration of interview by quintile

<i>English Canada</i>	<i>Total</i>	<i>10-30m</i>	<i>31-39m</i>	<i>40-44m</i>	<i>45-50m</i>	<i>51m+</i>
		<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Average reading occasions	2.79	2.18	2.68	2.76	2.95	3.09
Average time spent reading (m)	46.7	37.2	43.6	47.9	48.3	52.4
Average interest in magazines	4.5	3.5	4.3	4.5	5.2	5.3

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**TABLE 16**  
Duration of interview by quintile

<i>French Canada</i>	<i>Total</i>	<i>10-39m</i>	<i>40-49m</i>	<i>50-59m</i>	<i>60-74m</i>	<i>75m+</i>
		<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Average reading occasions	2.55	2.27	2.52	2.31	2.58	2.85
Average time spent reading (m)	49.5	40.3	46.6	42.2	51.2	58.8
Average interest in magazines	4.9	4.1	4.7	4.7	5.2	5.3

**TABLE 17**  
Duration of interview by quintile

<i>Total Canada</i>	<i>Total</i>	<i>10-30m</i>	<i>31-40m</i>	<i>41-45m</i>	<i>46-59m</i>	<i>1 hour or more</i>
		<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
Average reading occasions	2.73	2.13	2.68	2.84	2.85	2.96
Average time spent reading (m)	47.5	37.2	45.4	48.2	47.0	54.8
Average interest in magazines	4.6	3.5	4.4	4.7	4.9	5.2

**Leave-behind response levels**

The third hypothesis was that there is a direct relationship between the length of time spent in the personal interview and the respondent's willingness to complete the leave-behind self-completion questionnaire through which PMB gathers information on people's product and brand use, leisure activities and lifestyles. Response levels to the leave-behind by quintile for English, French and Total Canada are shown in Table 18.

support of the three hypotheses tested. Respondents who spend longer in the personal interview tend to be more literate and economically better-off than those who spend less time. In particular, those who spend very little time (less than 30 minutes) are more inclined to be relatively poorly educated and in lower income occupations. Respondents who spend longer in the personal interview demonstrate above average readership, read the magazines more thoroughly and show a higher level of interest in the magazines they read. They are also more inclined to accept and complete the leave-behind self-completion questionnaire.

**SUMMARY**

The analyses provide evidence in



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At a practical level, there is no evidence to date that quality of response is adversely affected by the

number of magazines presented to the respondent in the Through-the-Book interview.

**TABLE 18**  
Duration of interview by quintile

<i>Completed 1/b</i>	<i>Total</i>	<i>Q1</i>	<i>Q2</i>	<i>Q3</i>	<i>Q4</i>	<i>Q5</i>
English Canada	% 81	73	81	83	84	88
French Canada	% 81	74	79	83	82	87
Total Canada	% 81	73	81	84	84	86

**REFERENCES**

Denon, Liliana (1981) 'Some measurement of reading quality' (New Orleans Proceedings)

Speetzen, Rolf (1981) 'The value of media exposures' (New Orleans Proceedings).