

ENOUGH ALREADY, PLEASE...JUST LEAVE ME ALONE!!!

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Summary

In February, 1992, ARF released a report on *whether, and how, the number of interview attempts affects survey research results*. The project, termed Arrowhead 12, reviewed four major studies to investigate the impact of the number of call attempts on demographics, readership, and product and service usage. The general conclusions from the project were that, in a number of areas, the results of later calls differed significantly from the first call. In particular, the report concluded that limiting survey results to the initial calls underrepresented the higher socio-economic groups as well as younger people.

This paper extends the analyses in the Arrowhead 12 report to include the results from the Canadian PMB'92 study. The PMB'92 study meets the requirements set out by the Arrowhead 12 project team. Furthermore, data from PMB'92 is available for almost every variable reviewed in the Arrowhead 12 report.

The results from PMB'92 are almost identical to those presented in the Arrowhead 12 report and support the general conclusions. However, there are a few differences and these are discussed in this paper.

The analysis is then taken a step further to explore how many calls are required before the results not only show no statistically significant difference with the final results but rather show virtually no difference - in effect, zero tolerance. Based on the PMB'92 results, a maximum of seven calls in total would meet this stringent objective.

One of the major recommendations presented in the conclusion to this report is that rather than a strict response rate goal, a limit of seven calls to any one household be imposed. The data clearly supports that the results after seven calls match almost exactly to the final results across a wide demographic list of variables as well as the measurement of readership, and the use of selected products and services.

The data presented also demonstrates that seven calls represents a maximum across an entire study. In smaller communities, fewer calls may be sufficient to achieve results which match the final distributions.

The report concludes with the recommendation that the total number of calls be limited to seven in any one study, or the achievement of a 65% response rate in any one cell of the sampling plan, provided that at least five calls have been made.

The adoption of these limits would accomplish two objectives. Either the overall cost of the study could be reduced or the monies saved directed to additional interviews. Of equal importance, as a responsible industry we could go a long way to reducing respondent harassment.

Complete data from PMB'92 supporting both the Arrowhead 12 and the progressive call analyses are presented in the Appendices to this report.

1 Introduction

One of the major issues cited in survey research today is,

- * *the effort needed to achieve target response rates (and the number of attempts required to achieve these targets)*

In some studies, repeated attempts at different times of days and different days of the week, and the use of different interviewers and supervisors, are used to try and achieve needed response rates. In many cases, the objective seems to be to achieve the goal at any cost, even it means wearing down the poor respondent to the point of exasperation. In fact, one of our failsafe methods revolves around the interviewer showing up at the respondent's doorstep on one of the worst days of the year. More often than not the poor respondent weakens at the sight and invites the interviewer into the home. In other situations, we may fly top interviewers across the country to help with the local response rates.

To what end? Are these extraordinary efforts worth the time, the cost, and more importantly, the negative impact on the respondent? Do these last interviews, completed after such tenacity on the part of the

interviewer, impact the results at all? There is a growing concern in the research community that we cannot continue this process.

Most clients can no longer afford these extraordinary efforts. Furthermore, consistent attempts to complete an interview after repeated refusals will only lead to more people reacting adversely to survey research. It is contingent upon our industry to adopt more *sympathetic* approaches to the interview process. We must learn from the same customer satisfaction surveys which we conduct for our clients that one bad experience on the part of a respondent has more impact than 10 compliments.

On the other hand, if we reduce the response rate targets too far what are the potential implications on the survey results? There are always two sides to a coin!

This issue of *whether and how the number of interview attempts affects survey research results* lead the ARF Research Quality Council to undertake the Arrowhead 12 project. The report on their investigations was published in February, 1992 with the following general conclusions:

- * *demographic, magazine readership, and product and service usage usually differ significantly from one callback to another. Those reached on one call differ from those reached on two to four calls who in turn differ from those reached on five or more calls.*
- * *data based on one call as compared to those based on the total number of calls are predominantly significantly different. However, the magnitude of those observed significant differences vary ...*

In particular, the review noted that,

- * *Individuals with higher socio-economic status -- income, education -- require more callbacks to make certain they are represented in the sample.*
- * *Readership figures for general interest magazines based on different call slices did not differ significantly...*

Readership figures for special interest magazines on the other hand did differ significantly between call slices and between one call and total calls.
- * *Product usage data show a mixture of cases where call slices sometimes differ significantly and sometimes do not ... [areas] where one call significantly underestimated usage -- shampoos, yogurt, diet cola, and VCR purchase -- it could be hypothesized that active, outgoing people are less likely to be at home.*

The Arrowhead 12 project was based on the analysis of data from four studies:

1. Mediamark Research, Inc. (MRI)
 - Spring, 1986 Product/ Media Survey
 - 9,646 personal interviews
2. Opatow Associates, Inc
 - Opatow Consumer Satisfaction Index Survey (April - June, 1986)
 - approximately 2,100 telephone interviews
3. Simmons-Scarborough
 - 1987 Simmons-Scarborough National Newspaper Study
 - approximately 59,300 telephone interviews
4. Statistical Research, Inc. (SRI)
 - 1989 Television Ownership Survey
 - 3,062 telephone interviews

2 Analysis - Part I

We would like to take this opportunity to add the experiences from the Canadian PMB'92 (Print Measurement Bureau) study to the Arrowhead 12 analyses. PMB'92 meets the criteria established by the Arrowhead 12 project team for inclusion in the study:

- * based on a probability sample
- * ability to cross-tabulate results by interview attempt
- * sponsoring agency willingness to release the results

If there is any disappointment in the Arrowhead 12 report, it is that the categories available for analysis differ between the four studies (particularly in the product and service usage section). As a result, in the demographic section there are often only two of the four studies available for comparison while in the product and service usage section there is sometimes only one (MRI).

Comparable data from PMB'92 are available for almost all of the variables investigated in Arrowhead 12. Since each variable cannot be covered individually in this paper, complete results from PMB'92 to match Arrowhead 12 are presented in Appendix A. These cover all of the demographics reported in the Arrowhead 12 study (with the exception of *race* which is not asked in the survey and *personal income* which is available for analysis but not included in the standard PMB reporting). However, other demographic variables which are part of the standard reports in PMB'92 are shown. In the product and service usage section, results from PMB'92 are available for 80% of the categories reported in Arrowhead 12.

With a few exceptions, the results from PMB'92 parallel the patterns reported in Arrowhead 12. People of higher socio-economic status are more difficult to reach. As a result there is an impact on those publications which they read and the products and services which they use. For the purposes of this presentation, we would like to focus on those demographic variables which showed the greatest differences in Arrowhead 12:

- * Income (household)
- * Education
- * Age
- * Community Size

For each of these variables, we have selected one category (eg. *household income \$50,000 or more*) for presentation in the analytical section of this report. In addition, we also would draw attention to,

- * Gender

Unlike the studies reviewed in Arrowhead 12, PMB'92 shows a significant difference in *gender*. The comparative results for all five demographic variables are presented in Tables 2.1 and 2.2.

The results from PMB'92 clearly support the general conclusions reported in Arrowhead 12 that young people and those from higher socio-economic groups require greater efforts, in terms of the number of calls needed to complete the interview, than other segments of the population. Incidentally, the impact is even greater in PMB where the sample is disproportionately allocated to the larger communities in Canada as well as to those geographic areas with people of higher average incomes and job classifications in the managerial categories.

(Reference: Tables 2.1 and 2.2)

Table 2.1

**RESULTS OF SELECTED VARIABLES BY
THE NUMBER OF INTERVIEW ATTEMPTS**

**NUMBER OF CALLS REQUIRED
TO COMPLETE THE INTERVIEW**

DEMOGRAPHICS	TOTAL	ONE	2 TO 4	5+
	%	%	%	%
Household Income				
\$50,000 or more:				
MRI	16.2	12.2	17.6	23.2
Simmons/ Scarborough	20.3	18.8	20.2	24.4
Opatow	11.9	10.5	13.5 ¹	
PMB'92	39.2	30.1	40.5	47.8
Education				
Graduated college:				
MRI	11.6	9.5	12.5	15.2
Simmons/ Scarborough	18.4	17.8	18.5	19.8
Opatow	17.3	17.3	17.2 ¹	
PMB'92	16.2	13.4	16.3	19.7
Age				
18 - 24:				
Simmons/ Scarborough	13.3	12.6	13.3	14.8
PMB'92	9.6	8.0	9.6	11.6

Table 2.2

**RESULTS OF SELECTED VARIABLES BY
THE NUMBER OF INTERVIEW ATTEMPTS**

**NUMBER OF CALLS REQUIRED TO
COMPLETE THE INTERVIEW**

DEMOGRAPHICS	TOTAL	ONE	2 TO 4	5+
	%	%	%	%
County Size				
TYPE A:				
SRI	42.3	36.6	45.5	50.2
PMB'92	45.7	32.3	43.9	67.1
Gender				
Male:				
Opatow	26.8	25.5	28.3 ²	
PMB'92 ³	43.6	40.8	43.9	46.6

1

1 Opatow results are shown only for the first call and for 2 or more calls

2 Opatow results are shown for the first call and for 2 or more calls

3 PMB '92 - Community size of 1 million plus used as a surrogate for County Type A

As mentioned earlier, Arrowhead 12 reported that, unlike special interest magazines, the readership of general interest magazines (Reader's Digest and TV Guide) did not change significantly. For special interest magazines, one call "*significantly underestimated readership based on total calls*". This is one of the few conclusions in Arrowhead 12 which is **not** supported by the PMB'92 results.

Reader's Digest demonstrated significant differences between the readership reported using only the first call and the readership measured by subsequent calls. The readership of TV Guide increased in the second through fourth calls then declined over the remaining calls. However, other general interest magazines measured in PMB such as Time and Macleans showed significant differences between calls in the measurement of their readership. Typical of the special interest magazines, readership of Canadian Business was significantly different after the fourth call.

(Reference: Table 2.3)

In general, readership of magazines based on the first call *underestimated* the final readership data⁴. Of the 69 magazines reported in PMB'92, 47 showed lower readership in the first call than after all calls had been made (though often not significantly). It is interesting to note that of the 23 magazines with reported readership either equal or higher on the first call, 15 are published in French only.⁵

Based on the PMB'92 data, we would postulate that the difference in readership between those answering on the first call compared with those answering on later calls may once again be more a function of the type of people who read magazines of **any format** rather than differences between general interest and special interest magazines ... but that is an issue for another day. A complete listing of the PMB reported publications is presented in Appendix A.

Table 2.3

**RESULTS OF SELECTED VARIABLES BY
THE NUMBER OF INTERVIEW ATTEMPTS**

<u>READERSHIP</u>	<u>NUMBER OF CALLS REQUIRED TO COMPLETE THE INTERVIEW</u>			
	<u>TOTAL</u> %	<u>ONE</u> %	<u>2 TO 4</u> %	<u>5 +</u> %
Reader's Digest:				
MRI	32.1	31.5	32.0	34.5
PMB'92	13.7	15.2	13.7	11.9
TV Guide:				
MRI	27.7	27.6	27.7	28.0
PMB'92	8.2	7.6	8.5	8.0
Business Week :				
MRI	4.0	2.9	4.5	5.5
Canadian Business :				
PMB'92	2.4	2.0	2.1	3.5

4 Reader's Digest, unlike the majority of magazines reported in PMB '92, shows **higher readership** on the first call.

5 Of the 69 magazines reported in PMB '92, 24 are published in French only.

Results reported in Arrowhead 12 show that for some product and service areas there are significant differences between the interviews completed on the first call and those completed on later calls. Other categories showed little if any difference.

For example, data from the MRI and Simmons/ Scarborough studies showed that ...

- * *respondents who engage in activities away from home -- domestic travel, movie attendance -- are more difficult to reach and significant differences between one call and total calls can be expected*
- * *it is harder to reach respondents with characteristics related to income -- credit card activity, subscription to cable TV, non-use of cents-off-coupons*

These conclusions are supported by the data in PMB'92. A complete analysis of PMB'92 for most of the product and service categories reported in Arrowhead 12 is presented in Appendix A.

However, there are a few categories where the results from PMB'92 differ from Arrowhead 12. The data from MRI presented in the ARF report shows that results from the first call are not significantly different from later calls for mouthwash, imported beer, vodka, and frozen dinner usage. The results from PMB'92 support the conclusions for mouthwash and frozen dinner usage. However, the analysis from PMB'92 does show significant differences for both imported beer and vodka. We believe this to be consistent with the demographics and lifestyles of those consuming these products (people of higher socio-economic status) and therefore consistent with the general Arrowhead 12 conclusions.

(Reference: Tables 2.4 and 2.5)

In summary, the results from PMB'92 presented in Appendix A support the Arrowhead 12 report from ARF. Where there are differences, we believe the data presented from PMB'92 actually tend to be more supportive of the general conclusions in Arrowhead 12.

Table 2.4

**RESULTS OF SELECTED VARIABLES BY
THE NUMBER OF INTERVIEW ATTEMPTS**

<u>PRODUCTS/ SERVICES</u> <u>CONSUMER</u>	<u>NUMBER OF CALLS REQUIRED</u> <u>TO COMPLETE THE INTERVIEW</u>			
	<u>TOTAL</u> %	<u>ONE</u> %	<u>2 TO 4</u> %	<u>5 +</u> %
Shampoo:				
MRI	67.7	62.4	70.8	71.5
PMB'92	65.5	60.7	66.5	69.2
Yogurt:				
MRI	28.4	24.9	29.7	34.8
PMB'92	33.0	30.8	33.9	33.7
Imported beer:				
MRI	6.9	6.5	7.3	6.5
PMB'92	1.4	0.9	1.4	2.0

Table 2.5

**RESULTS OF SELECTED VARIABLES BY
THE NUMBER OF INTERVIEW ATTEMPTS**

**NUMBER OF CALLS REQUIRED
TO COMPLETE INTERVIEW**

<u>PRODUCTS/ SERVICES ACTIVITIES:</u>	<u>TOTAL</u> %	<u>ONE</u> %	<u>2 TO 4</u> %	<u>5 +</u> %
Domestic travel (past 12 months):				
MRI	57.3	51.8	59.3	67.2
Simmons/ Scarborough	32.2	30.9	32.0	36.1
PMB'92	48.0	45.8	48.3	50.0
Stock transaction (past 12 months):				
MRI	9.7	9.0	10.0	10.7
PMB'92	12.4	11.4	12.6	13.4
Movies (past 90 days):				
MRI	49.4	44.8	51.3	56.9
PMB'92	37.7	29.9	38.7	45.2

What then have we learned? Certainly, in our view, one the most important findings is a better understanding of the profile of people who are more likely to respond to a survey on the first call than those who answer during later calls. For example, the actions and opinions of those respondents with higher socio-economic status are not reflected until additional callbacks are included in the data base. As we mentioned earlier, we believe that overall magazine readership is also based on socio-economic values and the readership of most magazines is therefore underestimated until later calls.

Like many conclusions which we read in reports such as Arrowhead 12, most of us would probably claim that we could have guessed the results *a priori*. Put these *deja vues* aside.

We now need to take the next major step. We know that more than one call is required to reflect readership, and product and service usage accurately (not to mention obtaining a representative demographic sample). The important question is how many calls do we really need to achieve this state. This is the focus of the second part of the presentation.

With Arrowhead 12 and other similar analyses as background, we now need to take that next step ... *how many calls are really sufficient to measure activity and attitude?*

3 Analysis - Part II

The Arrowhead 12 report contains a lengthy annotated bibliography of papers dealing with non-response bias in survey research as well as the optimal number of calls needed to reflect the final results. The papers reviewed cover the time period from 1951 through 1985. Of particular note to this audience is the paper presented in Salzburg by Lester Frankel and Hans Vorster. Based on results from PMB'84, they concluded that *"the effect of more than three callbacks on estimates of survey variables is only slight"*. The paper also concluded that the costs of subsequent calls were disproportionately high.

Several other papers are reviewed in Michael Brown's *"Dear Reader ..."* which now seems to be found on every media researcher's desk. Michael Brown notes the following highlights in this review:

- * *the characteristics of the 'easy-to-find' people differed from those of individuals who required many calls ...*
Claude Heimann report on PMBII presented in Montreal
- * *higher readership levels were reported by 'callback' contacts. Differences are relatively greater among high 'socio-economic' level profile publications ...*
"McNair Print Readership Survey", New Zealand and "National Readership Survey, Australia
- * *the normal South African practice was to call back three times ... experimented with increasing this number to eight; the effects on readership levels had been small ...*
Wally Langschmidt [S.DIS4 p265]⁶

Unfortunately, limiting the number of calls to the initial call plus a set number of callbacks will not convince those financing the studies to adopt such a limit when the possible differences are *"slight"* ... *"slight"* will simply not be an acceptable term.

We would like to take this opportunity to propose that, based on the results of PMB'92, the number of calls can be limited to a maximum of seven without impacting,

- * the demographic profile
- * the measurement of readership
- * the estimates of product and service use

While less than seven calls may be sufficient in rural communities, we should commence with a single limit which can be applied across a complete study. We believe that the data presented in this paper clearly demonstrates that a maximum of seven calls removes even the limitation of *slight*.

As a first step, we retrace the changes in the response to the following variables (discussed in the first part of this paper) by the number of calls made:

- * Household income:\$50,000 or more
- * Education:Graduated college
- * Age: 18 to 24
- * Community size:Type A
- * Readership:Reader's Digest
TV Guide
Canadian Business
- * Products/ Services:Shampoo
Yogurt
Imported beer
Domestic travel (past 12 months)
Stock transaction
Attend movies (past 90 days)

⁶ Using the same nomenclature and reference as that of Michael Brown in *"Dear Reader"*

As already mentioned, these are but a few of the variables available for analysis in the Canadian PMB'92 Print Measurement Bureau study. A complete listing of the results by call for the standard demographic variables, readership data, and selected product and service usage reviewed in the Arrowhead 12 report are presented in Appendix B.

The results from PMB'92 clearly demonstrate that, in the Canadian experience at least, seven calls are sufficient to achieve results which are even better than "*not significantly different*" ... they are "*virtually identical*".

The major difference appears in the community size variable. After seven calls, the total number of responses from individuals living in communities with a population of more than one million was still less than 1.0% below the final result (44.7% cf. 45.7%). This is by far the largest difference found among any of the many variables analyzed. The next greatest difference was to be found in the categories *household income \$50,000 or more* and *employment* where the results after seven calls showed differences of 0.3% with the final result. A few variables such as *marital status*, the lowest *education category*, and *attendance at movies* differed by only 0.2%.

Of the 69 publications measured in PMB, only **five** had unweighted readership data which differed by even **as much as 0.1%!!**

Each category behaves slightly differently. Some such as *gender*, *household composition*, and selected *age categories* reach their final distributions after much fewer calls. Others such as *community size*, and the top *household income* categories (as mentioned above) never quite achieve their potential.

Of the 20 categories of product and service usage studied to match the Arrowhead 12 analyses, the results of only two (*attendance at movies* and *subscribe to cable TV*) differed by more than 0.1% after seven calls ... and even then the difference in these two variables was only 0.2%.

Graphs depicting the results of successive calls for each of the 13 variables analyzed in this report are presented in Figure 3.1 through Figure 3.13 on the following pages. Of particular interest is the comparison between the demographic and product and service usage variables, and the readership data. Recall that the demographic variables and the product and service usage categories were selected for a reason. They represent those people who are traditionally more difficult to interview. As a result the graphs show a steadily increasing trend towards the final result.

The publications on the other hand were selected to show the differences between general interest and special interest magazines. The shape of the graphs are quite different. For Reader's Digest, the readership gradually decays towards its final goal. Canadian Business begins with a decay curve up to the completion of the third call then gradually climbs towards its ultimate readership level. Finally, TV Guide begins with a growth in readership through the first three calls then gradually declines from its high reading at the third call to gradually decay towards its published readership number.

Whenever the issue of limiting the number of calls is made, the reasoning is usually brought forward that it would not be necessary to have a universal limit placed across the entire sample. We know from research, and feedback from the interviewing staff directly, that it is often easier to complete a call in the rural areas than in the major urban centres.

Data presented in Appendix C illustrate the affect of progressive calls for each of the variables discussed by community size. From this data one can see that the final results are achieved with fewer calls. This effect is most noticeable in communities with a population less than 100,000.

The analysis for one demographic variable (*age - 18 to 24*) is presented in Figure 3.15. As one can see, only five calls are needed in communities with populations less than 100,000 to achieve results which match the final outcome. Results from communities with larger populations continue to change through the remaining two calls.

(Reference: Figure 3.15)

Similar results are evident for other variables. In communities with populations less than 100,000, the readership of only 18 of the 69 publications differed from the final results, and none by more than 0.1%. The results for one publication, *Canadian Business*, a monthly business magazine, are presented in Figure 3.16. One can see that the readership levels for smaller communities are achieved almost immediately while those in the larger communities show the pattern seen earlier of declining relative readership over the first few calls then increasing to the final result after six to seven calls.

(Reference: Figure 3.16)

Lastly, the results for *attending movies in the past 90 days* are presented in Figure 3.17. Again the conclusions are the same. In smaller communities, results equal to the final results are achieved after five calls.

(Reference: Figure 3.17)

4 Conclusions

We know that there are differences between call attempts. The greater the number of calls the increased likelihood that the final sample will better represent the defined population. Is a *response rate* goal the best rule in today's environment? We think not. After all the investigations and analyses, we think it is time to take the first step to placing limits on the number of call attempts.

Let us take a major step in survey research. Let us limit the number of calls made to any one household.

In PMB'92, of 69 publications measured, only five differed by even 0.1% in the measurement of unweighted readership. No demographic category (with the exception of community size) differed by more than 0.3%. Measurement of product and service usage showed the same negligible differences.

Based on these findings, we would propose the following rule to replace a fixed response rate target:

A maximum of 7 calls to be made to any household in the sampling frame.

However, if the interviewing in any cell of the sampling frame achieves a 65% response rate, and at least five calls have been made, this will be deemed sufficient for representative analyses.

This is an important step because its implementation will save both time and money. Using PMB'92 as a model, if the number of calls is reduced to a maximum of 7 then a total of 476 interviews could be recycled ... and a few of these interviews took more than 20 calls to complete! Effectively removing these interviews from the sample requirements would lead to two major possibilities:

- * the effort from these interviews could be directed to increased sample;
- or,
- * the overall budget of the project could be reduced.

Again using PMB'92 as an example, removing the 476 interviews from the final sample of 15,377 interviews (completed over two years of interviewing), would reduce the overall response rate from 65% to 62%. Given the results, this would appear to be an acceptable difference.

These last interviews are also difficult to achieve. They take a considerable length of time. By limiting the number of calls to seven, almost one month could be saved from the current schedule of PMB (a reduction of 8% in the length of the project). This is particularly important with the increasing demands for more timely data.

Finally, the impact on two of the most important resources will be significant - the interviewers and the respondents. We have an obligation to the respondents everywhere to reduce the number of times we continue to call upon them. It is contingent upon our industry not to wait for governments to impose or consider legislation such as that currently facing the telephone methodology.

Let us help our interviewers; let us be considerate of the respondent. Let us implement a limit on the number of calls.

Bibliography

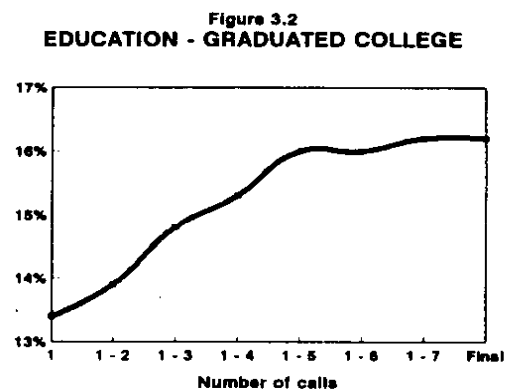
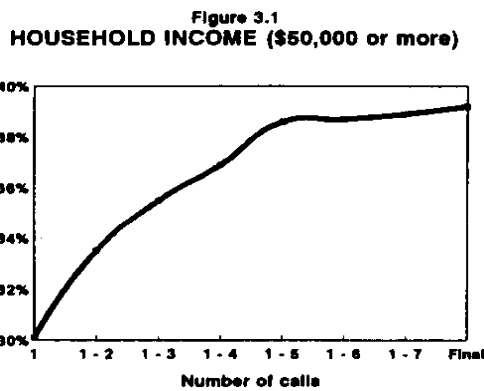
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2. Brown, Michael, "Dear Reader ... Some readership measurement questions ... and some answers", RSL - Research Services Ltd. and the British Market Research Bureau Ltd, 1990.

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Finally, a thank you to the conference committee for the invitation and the venue to present these findings.



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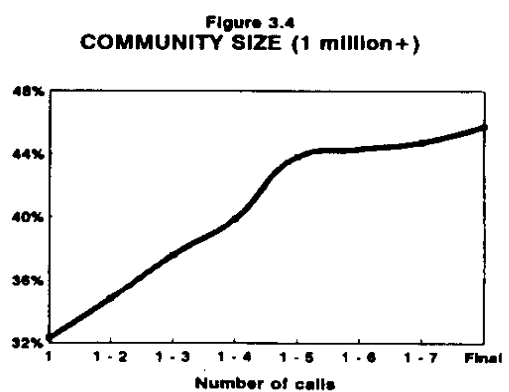
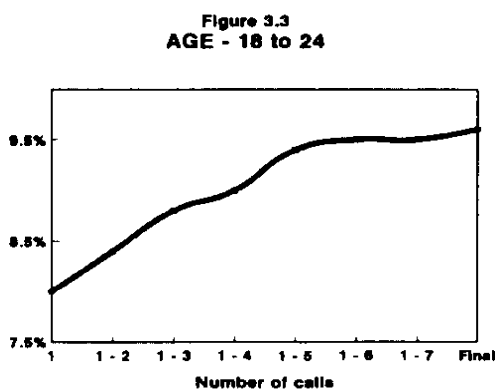


Figure 3.5
MALE

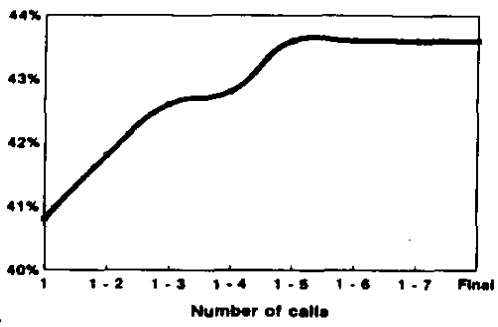
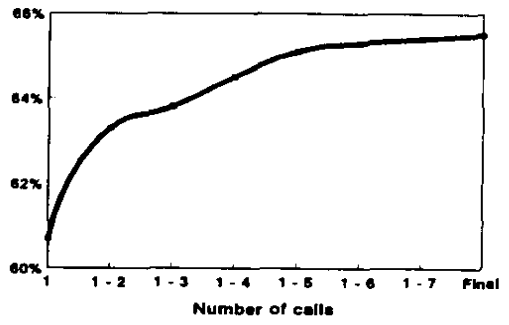


Figure 3.6
REGULAR SHAMPOO



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Figure 3.7
YOGURT

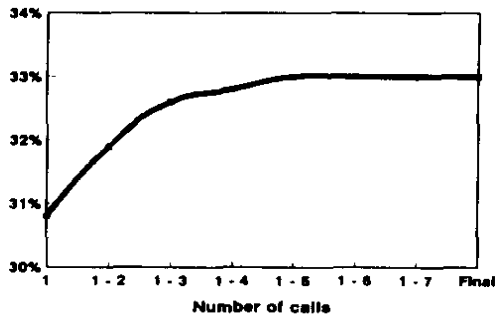


Figure 3.8
IMPORTED BEER

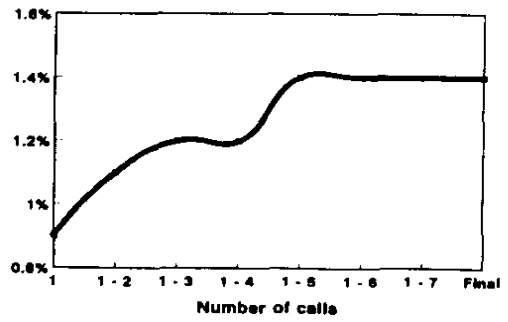


Figure 3.9
DOMESTIC VACATION TRAVEL

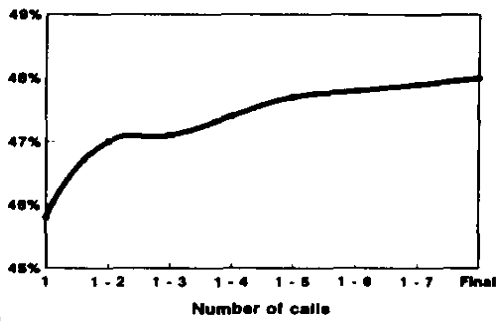
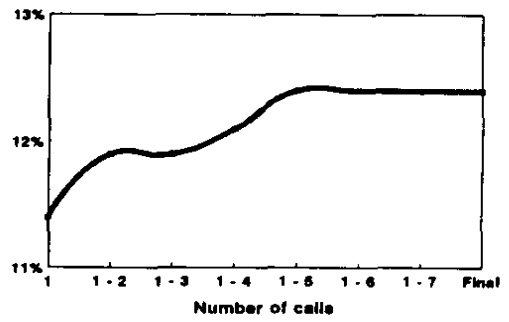


Figure 3.10
STOCK TRANSACTIONS



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Figure 3.11
MOVIES

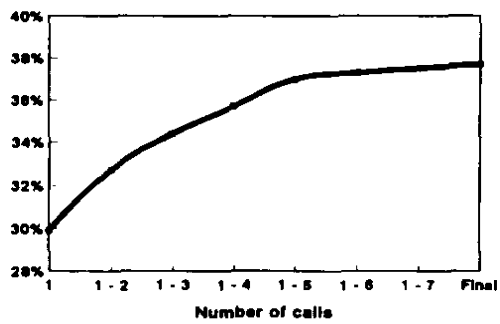


Figure 3.12
READERSHIP - CANADIAN BUSINESS

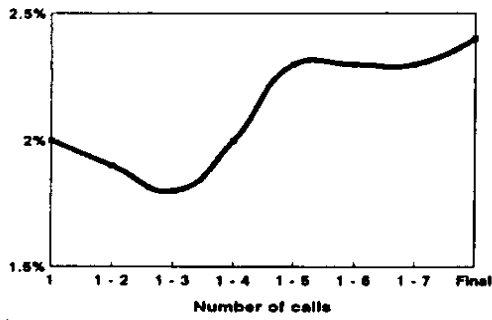
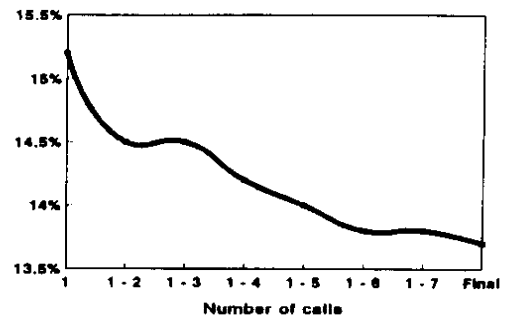


Figure 3.13
READERSHIP - READER'S DIGEST



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Figure 3.14
READERSHIP - TV GUIDE

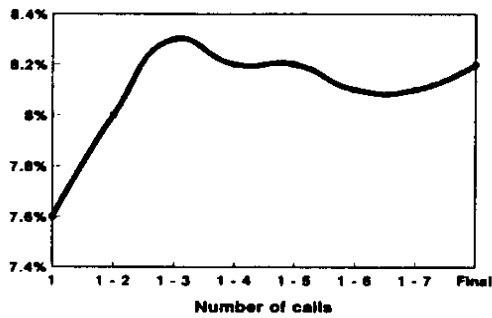


Figure 3.15
AGE - 18 to 24

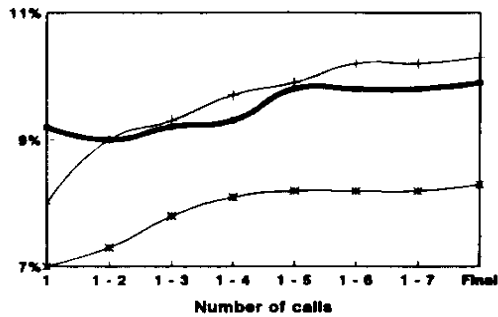
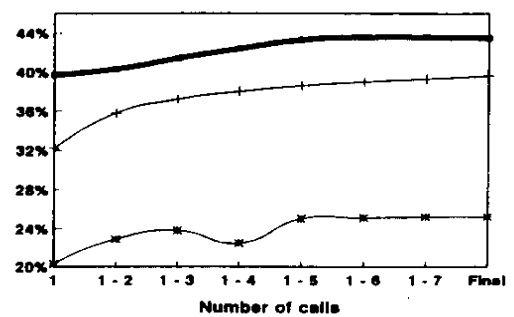
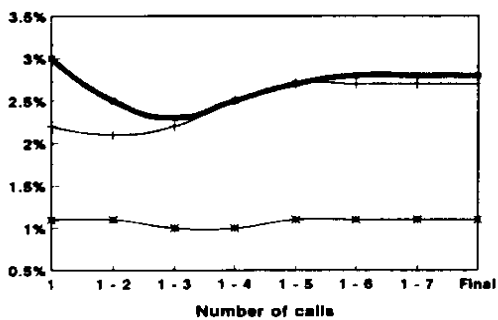


Figure 3.16
ATTEND MOVIES PAST 90 DAYS



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Figure 3.17
READERSHIP - CANADIAN BUSINESS



Community Size
 ○ 1,000,000+ + 100,000 to 1,000,000
 * Less than 100,000

APPENDIX A

TABULATIONS USED FOR
ARROWHEAD 12 ANALYSES

PMB'92		ANALYSIS OF RESPONSE RATES			
		NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92			
SAMPLE SIZE		TOTAL 15377	ONE 4174	2 - 4 7900	5 OR MORE 3303
AGE	12 - 17	7.5	6.4	8.4	6.7
	18 - 24	9.6	8.0	9.6	11.6
	25 - 34	22.9	20.6	23.2	25.3
	35 - 49	28.1	25.3	28.5	30.4
	50 - 64	17.6	19.4	17.3	16.1
	65+	14.3	20.3	13.0	9.8
EDUC	NO CERT OR DIPL	29.6	36.0	28.8	23.3
	SEC/ HIGH SCH GRAD	26.4	25.6	26.6	27.2
	TRADE CERT/DIPL	8.8	8.5	9.2	8.4
	UNIV/ OTHER CERT	18.8	16.5	18.9	21.3
	BACHELORS DEGREE	10.0	8.2	10.0	12.5
	POST GRAD + DEGREE	6.2	5.2	6.3	7.2
MARRIED/LIVING TOGETHER		60.6	63.6	61.3	55.3
SINGLE/WIDOWED/DIVORCED		39.3	36.4	38.7	44.6
PRIN WAGE EARNER		62.2	61.7	61.5	64.4
PRIN GROCERY SHOPPER		67.4	68.3	66.4	68.6
PROFESSIONALS		4.8	3.8	4.7	6.2
SR MGMT/OWNERS		3.6	3.4	3.2	5.0
OTHER MANAGERS		9.0	7.9	9.0	10.7
TECH/SALE/TEACH/OTHR WC		8.9	6.9	9.1	11.0
CLERL/SECRETARIAL		12.2	8.9	12.7	15.0
SKILLED/UNSKILLED/PRIM		21.0	19.6	22.3	20.0
ALL OTHER		40.4	49.5	39.2	32.0
EMPLOYED FULL-TIME		49.9	42.3	50.5	57.9
EMPLOYED PART-TIME		10.1	8.7	10.7	10.3
NOT EMPLOYED		40.0	49.0	38.7	31.8
ATLANTIC		7.1	10.0	6.9	3.6
QUEBEC		29.1	29.0	30.2	26.4
ONTARIO		36.7	30.7	36.1	45.7
MANITOBA/ SASK		5.9	8.3	6.1	2.3
ALBERTA		8.7	10.2	8.8	6.5
BRITISH COLUMBIA		12.6	11.8	11.9	15.4
MONTREAL		19.5	15.6	20.3	22.3
TORONTO		18.0	10.5	16.2	31.6
VANCOUVER		8.3	6.3	7.4	13.2
COMM SIZE	UNDER 100M	25.5	39.8	25.4	7.8
	100M - 1MM	28.7	27.8	30.7	25.1
	1MM+	45.7	32.3	43.9	67.1
H/HOLD INCOME	\$75+	17.0	12.9	17.2	21.7
	\$50,000 - \$74,999	22.2	17.2	23.3	26.1
	\$35,000 - \$49,999	18.5	17.3	19.0	18.7
	\$25,000 - \$34,999	16.6	17.9	16.7	14.4
	\$20,000 - \$24,999	6.7	8.2	6.7	5.1
	UNDER \$20,000	18.0	23.7	16.7	14.0
HM W/CHILDREN	< 2	8.0	7.2	8.6	7.5
	2 TO 11	27.8	27.7	28.6	25.9
	12 TO 17	20.5	20.5	21.4	18.4
	< 18	43.2	41.8	45.1	40.4
DWELLING	OWN	70.0	71.6	71.0	65.7
	RENT	27.7	24.0	27.3	33.4
MALE		43.6	40.8	43.9	46.6
FEMALE		56.4	59.2	56.1	53.4
LANG MOST OFTEN	ENGLISH	68.5	68.4	67.8	70.4
	FRENCH	24.6	25.9	25.6	20.5
	OTHER	6.9	5.7	6.6	9.1

PMB'92

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE
INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 15377	ONE 4174	2 - 4 7900	5 OR MORE 3303
Mouthwash (7 or more per week)	27.6	27.1	28.1	27.1
Regular shampoo (several times per week or more)	65.5	60.7	66.5	69.2
Laxatives (2 to 3 times per month or more often)	3.7	4.2	3.6	3.4
Denture cleansers (last 7 days)	13.4	16.4	13.2	10.1
Any diet soft drink (Several times per week)	13.8	12.3	14.1	14.9
Imported beer (last 7 days)	1.4	.9	1.4	2.0
Vodka (last 30 days)	7.8	6.7	7.5	9.8
Yogurt (last 7 days)	33.0	30.8	33.9	33.7
Frozen main dishes (2 to 3 times per month or more often)	12.2	11.4	11.6	14.8
Bought VCR (past 24 months)	.5	.7	.4	.4
Soft drink (2 to 3 times per month or more often)	73.0	70.5	73.3	75.4
Trash bags (2 to 3 times per month or more often)	64.6	63.6	65.4	64.3
Dry soup mix (2 to 3 times per month or more often)	35.9	36.2	37.0	32.7
Domestic vacation travel in last 12 months	48.0	45.8	48.3	50.0
Domestic business travel in last 12 months	8.8	7.5	8.8	10.3
Stock transaction (past 12 months)	12.4	11.4	12.6	13.4
Movies (past 90 days)	37.7	29.9	38.7	45.2
Subscribe to cable TV	71.3	67.1	71.8	75.6
Use cents off coupon	32.5	33.3	32.2	31.9
Bought new car (in last two years)	46.3	44.6	47.3	46.0

PMB'92

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE
INTERVIEW - PMB'92

	TOTAL	ONE	2 - 4	5 OR MORE
AMPLE SIZE	15377	4174	7900	3303
ALBERTA REPORT	.9	1.0	.9	.7
CANADIAN BUSINESS	2.4	2.0	2.1	3.5
CANADIAN GEOGRAPHIC	4.6	4.2	4.7	4.6
CANADIAN HOUSE & HOME	3.7	2.9	3.8	4.5
CANADIAN LIVING	10.8	10.4	11.0	10.8
CANADIAN WORKSHOP	1.8	1.9	1.8	1.5
CHATELAINE	12.9	12.9	12.8	13.0
CITY & COUNTRY HOME (ONT)	1.4	.7	1.4	2.0
CITY & COUNTRY HOME (NAT)	1.00	1.00	1.00	1.00
DESTINATIONS	2.4	1.8	2.2	3.5
EQUINOX	3.7	3.1	3.9	3.7
FINANCIAL POST	3.3	3.0	3.0	4.2
FINANCIAL POST MAGAZINE	2.4	2.2	2.1	3.5
FINANCIAL TIMES	1.3	1.3	1.1	1.6
FLARE	3.6	2.9	3.7	4.2
HAMILTON THIS MONTH	.4	.2	.4	.4
HARROWSMITH	2.0	2.0	2.1	1.9
HOMEMAKERS MAGAZINE	8.7	6.4	9.1	10.5
IMAGES	1.7	1.5	1.7	1.8
LEISUREWAYS/ WESTWORLD	7.0	6.1	6.9	8.7
LONDON MAGAZINE	.8	.6	.8	1.2
MACLEANS	11.0	9.9	11.3	11.8
MARQUEE	2.1	1.3	1.9	3.8
METRO TOR BUS JOURNAL	.5	.4	.4	.8
OUTDOOR CANADA	2.3	2.4	2.2	2.5
PRIMETIME	2.3	2.3	2.5	1.8
READER'S DIGEST	13.7	15.2	13.7	11.9
REPORT ON BUS MAGAZINE	3.5	2.6	3.4	4.7
SELECT HOMES & FOOD	2.7	2.3	2.8	2.8
TIME	9.6	8.3	9.8	11.1
TODAY'S PARENT	2.2	1.6	2.3	2.4
TORONTO LIFE	2.1	1.4	2.1	3.4
TORONTO LIFE FASHION	2.4	1.6	2.4	3.3
TRAVEL A LA CARTE	1.5	1.3	1.6	1.4
TRIBUTE	1.1	.7	1.2	1.5
TV GUIDE	8.2	7.6	8.5	8.0
TV TIMES	12.9	11.6	13.4	13.3
TV WEEK MAGAZINE	.9	.6	.8	1.3
VANCOUVER MAGAZINE	1.3	1.0	1.1	2.3
WESTERN LIVING	2.7	2.5	2.6	3.3
YOU	1.2	1.0	1.2	1.3
CANADI>N	2.2	1.8	2.1	2.9
enROUTE	1.9	1.6	1.9	2.5
HABITABEC - MONTREAL	1.9	1.8	2.0	1.8
INSIDE GUIDE	1.6	1.3	1.5	2.0
TG TODAY'S GENERATION	.8	.7	.8	.8
A+ MAGAZINE AFFAIRES	1.3	1.5	1.2	1.2
CHATELAINE	3.8	4.1	4.0	2.9
CLIN D'OEIL	2.4	2.0	2.7	2.2
COUP DE POUCE	2.9	3.0	3.1	2.1
CROC	1.9	1.7	2.2	1.6
DECORATION CHEZ SOI	1.9	1.9	2.1	1.3
DECORMAG	1.4	1.3	1.4	1.5
FEMME PLUS	1.3	1.2	1.5	1.1

MB'92

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE
INTERVIEW - PMB'92

	TOTAL	ONE	2 - 4	5 OR MORE
AMPLE SIZE	15377	4174	7900	3303
FILLES D'AUJOURD'HUI	1.3	1.2	1.5	.7
L'ACTUALITE	3.7	3.7	4.1	2.8
L'ESSENTIEL	1.4	1.5	1.7	.8
LE BEL AGE	1.1	1.2	1.1	.8
LE LUNDI	3.8	4.7	3.7	2.8
LES AFFAIRES	1.5	1.7	1.5	1.3
LES IDEES DE MA MAISON	1.7	1.6	2.0	1.2
MADAME AU FOYER	2.7	2.9	2.8	2.1
RENOVATION BRICOLAGE	.7	.7	.8	.3
REVUE COMMERCE	.7	.8	.7	.8
SANTE	1.3	1.1	1.5	1.1
SELECTION DU R. DIGEST	3.6	4.1	3.8	2.4
SENTIER CHASSE-PECHE	1.4	1.4	1.7	.8
TELE+	5.1	5.3	5.5	4.0
TOURING (FRANCAIS)	2.0	1.9	2.1	1.7
TV HEBDO	3.7	3.5	4.1	3.0

APPENDIX B

TABULATIONS USED FOR
PROGRESSIVE CALL ANALYSES

PMB'92

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE		TOTAL	ONE	1 - 2	1 - 3	1 - 4	1 - 5	1 - 6	1 - 7
		15377	4174	7842	10351	12074	14224	14573	14801
AGE	12 - 17	7.5	6.4	7.5	7.6	7.7	7.6	7.6	7.6
	18 - 24	9.6	8.0	8.4	8.8	9.0	9.4	9.5	9.5
	25 - 34	22.9	20.6	21.4	21.8	22.3	22.8	22.8	22.9
	35 - 49	28.1	25.3	26.8	27.3	27.4	28.0	28.0	28.1
	50 - 64	17.6	19.4	18.4	18.1	18.0	17.7	17.6	17.6
	65+	14.3	20.3	17.5	16.4	15.5	14.5	14.4	14.4
EDUC	NO CERT OR DIPL	29.6	36.0	33.7	32.2	31.3	30.1	29.9	29.8
	SEC/ HIGH SCH GRAD	26.4	25.6	26.3	26.1	26.2	26.3	26.3	26.3
	TRADE CERT/DIPL	8.8	8.5	8.5	9.0	8.9	8.9	8.8	8.8
	UNIV/ OTHER CERT	18.8	16.5	17.5	17.9	18.1	18.6	18.7	18.7
	BACHELORS DEGREE	10.0	8.2	8.6	9.0	9.4	9.9	9.9	10.0
	POST GRAD + DEGREE	6.2	5.2	5.3	5.8	5.9	6.1	6.1	6.2
MARRIED/LIVING TOGETHER		60.6	63.6	63.4	62.7	62.1	61.2	60.9	60.8
SINGLE/WIDOWED/DIVORCED		39.3	36.4	36.5	37.3	37.9	38.8	39.1	39.1
PRIN WAGE EARNER		62.2	61.7	61.4	61.8	61.6	62.1	62.1	62.2
PRIN GROCERY SHOPPER		67.4	68.3	67.2	66.9	67.1	67.3	67.4	67.4
PROFESSIONALS		4.8	3.8	3.8	4.2	4.4	4.7	4.8	4.8
SR MGMT/OWNERS		3.6	3.4	3.2	3.1	3.2	3.5	3.5	3.5
OTHER MANAGERS		9.0	7.9	8.2	8.3	8.6	9.0	8.9	8.9
TECH/SALE/TEACH/OTHR WC		8.9	6.9	7.8	8.2	8.3	8.9	8.9	8.9
CLERL/SECRETARIAL		12.2	8.9	9.8	10.7	11.4	11.9	12.0	12.1
SKILLED/UNSKILLED/PRIM		21.0	19.6	21.2	21.5	21.3	21.1	21.1	21.1
ALL OTHER		40.4	49.5	45.9	43.9	42.7	41.0	40.8	40.7
EMPLOYED FULL-TIME		49.9	42.3	44.7	46.7	47.7	49.3	49.4	49.6
EMPLOYED PART-TIME		10.1	8.7	9.7	9.9	10.1	10.1	10.2	10.1
NOT EMPLOYED		40.0	49.0	45.5	43.4	42.3	40.5	40.4	40.3
ATLANTIC		7.1	10.0	9.2	8.5	8.0	7.5	7.4	7.3
QUEBEC		29.1	29.0	29.3	29.7	29.8	29.3	29.3	29.2
ONTARIO		36.7	30.7	32.0	33.3	34.2	36.1	36.3	36.5
MANITOBA/ SASK		5.9	8.3	7.9	7.3	6.8	6.1	6.0	6.0
ALBERTA		8.7	10.2	9.9	9.6	9.3	8.7	8.7	8.6
BRITISH COLUMBIA		12.6	11.8	11.6	11.6	11.9	12.2	12.3	12.4
MONTREAL		19.5	15.6	16.8	18.0	18.7	19.3	19.4	19.4
TORONTO		18.0	10.5	11.8	13.2	14.2	16.8	17.1	17.4
VANCOUVER		8.3	6.3	6.2	6.5	7.0	7.7	7.8	8.0
COMM SIZE	UNDER 100M	25.5	39.8	36.2	32.8	30.4	27.2	26.7	26.3
	100M - 1MM	28.7	27.8	29.0	29.5	29.7	29.1	29.1	28.9
	1MM+	45.7	32.3	34.8	37.6	39.9	43.8	44.3	44.7
H/HOLD INCOME	\$75+	17.0	12.9	14.2	15.1	15.7	16.6	16.6	16.8
	\$50,000 - \$74,999	22.2	17.2	19.3	20.4	21.2	22.0	22.1	22.1
	\$35,000 - \$49,999	18.5	17.3	18.0	18.3	18.4	18.5	18.4	18.4
	\$25,000 - \$34,999	16.6	17.9	18.3	17.5	17.1	16.7	16.7	16.7
	\$20,000 - \$24,999	6.7	8.2	7.6	7.4	7.2	7.0	6.9	6.8
	UNDER \$20,000	18.0	23.7	21.0	19.9	19.1	18.3	18.2	18.2
HH W/CHILDREN	< 2	8.0	7.2	7.7	7.8	8.1	8.0	8.0	8.0
	2 TO 11	27.8	27.7	28.7	28.5	28.3	28.0	27.9	27.8
	12 TO 17	20.5	20.5	21.1	21.2	21.1	20.6	20.6	20.6
	< 18	43.2	41.8	43.6	43.9	43.9	43.4	43.3	43.3
DWELLING	OWN	70.0	71.6	72.0	71.5	71.2	70.2	70.2	70.1
	RENT	27.7	24.0	24.8	25.8	26.2	27.4	27.5	27.6
MALE		43.6	40.8	41.8	42.6	42.8	43.6	43.6	43.6
FEMALE		56.4	59.2	58.2	57.4	57.2	56.4	56.4	56.4
LANG MOST OFTEN	ENGLISH	68.5	68.4	68.4	67.9	68.0	68.4	68.4	68.5
	FRENCH	24.6	25.9	26.0	26.0	25.7	24.9	24.9	24.8
	OTHER	6.9	5.7	5.6	6.0	6.3	6.6	6.7	6.7

MB'92

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

AMPLE SIZE	TOTAL 15377	ONE 4174	1 - 2 7842	1 - 3 10351	1 - 4 12074	1 - 5 14224	1 - 6 14573	1 - 7 14801
Mouthwash (7 or more per week)	27.6	27.1	27.8	27.8	27.8	27.8	27.8	27.7
Regular shampoo (several times per week or more)	65.5	60.7	63.3	63.8	64.5	65.1	65.3	65.4
Laxatives (2 to 3 times per month or more often)	3.7	4.2	3.9	3.8	3.8	3.7	3.7	3.7
Denture cleansers (last 7 days)	13.4	16.4	15.6	14.8	14.3	13.6	13.5	13.5
Any diet soft drink (Several times per week)	13.8	12.3	13.0	13.4	13.4	13.7	13.7	13.7
Imported beer (last 7 days)	1.4	.9	1.1	1.2	1.2	1.4	1.4	1.4
Vodka (last 30 days)	7.8	6.7	7.1	7.0	7.2	7.7	7.7	7.7
Yogurt (last 7 days)	33.0	30.8	31.9	32.6	32.8	33.0	33.0	33.0
Frozen main dishes (2 to 3 times per month or more often)	12.2	11.4	11.5	11.5	11.5	12.1	12.1	12.2
Bought VCR (past 24 months)	.5	.7	.6	.5	.5	.5	.5	.5
Soft drink (2 to 3 times per month or more often)	73.0	70.5	71.4	72.0	72.3	72.9	73.0	73.1
Trash bags (2 to 3 times per month or more often)	64.6	63.6	64.5	64.5	64.7	64.8	64.7	64.7
Dry soup mix (2 to 3 times per month or more often)	35.9	36.2	36.8	37.0	36.7	36.1	36.0	36.0
Domestic vacation travel in last 12 months	48.0	45.8	47.0	47.1	47.4	47.7	47.8	47.9
Domestic business travel in last 12 months	8.8	7.5	8.1	8.2	8.3	8.8	8.7	8.7
Stock transaction (past 12 months)	12.4	11.4	11.9	11.9	12.1	12.4	12.4	12.5
Movies (past 90 days)	37.7	29.9	32.7	34.4	35.7	37.0	37.3	37.5
Subscribe to cable TV	71.3	67.1	68.6	69.5	70.2	70.9	71.0	71.1
Use cents off coupon	32.5	33.3	33.1	32.4	32.6	32.3	32.5	32.5
Bought new car (in last two years)	46.3	44.6	45.9	46.0	46.3	46.5	46.3	46.4

PMB'92

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 15377	ONE 4174	1 - 2 7842	1 - 3 10351	1 - 4 12074	1 - 5 14224	1 - 6 14573	1 - 7 14801
ALBERTA REPORT	.9	1.0	1.0	.9	.9	.9	.9	.9
CANADIAN BUSINESS	2.4	2.0	1.9	1.8	2.0	2.3	2.3	2.3
CANADIAN GEOGRAPHIC	4.6	4.2	4.3	4.5	4.5	4.6	4.6	4.6
CANADIAN HOUSE & HOME	3.7	2.9	3.3	3.4	3.5	3.7	3.7	3.8
CANADIAN LIVING	10.8	10.4	10.5	10.6	10.8	10.8	10.7	10.7
CANADIAN WORKSHOP	1.8	1.9	2.0	2.0	1.8	1.8	1.8	1.8
CHATELAINE	12.9	12.9	12.8	13.0	12.9	12.9	12.9	12.9
CITY & COUNTRY HOME (ONT)	1.4	.7	1.0	1.1	1.2	1.3	1.4	1.4
CITY & COUNTRY HOME (NAT)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
DESTINATIONS	2.4	1.8	1.9	2.0	2.1	2.4	2.4	2.4
EQUINOX	3.7	3.1	3.3	3.5	3.7	3.8	3.7	3.7
FINANCIAL POST	3.3	3.0	2.8	2.9	3.0	3.3	3.2	3.2
FINANCIAL POST MAGAZINE	2.4	2.2	2.1	2.2	2.1	2.4	2.4	2.4
FINANCIAL TIMES	1.3	1.3	1.1	1.1	1.2	1.3	1.2	1.3
FLARE	3.6	2.9	3.2	3.2	3.4	3.6	3.6	3.6
HAMILTON THIS MONTH	.4	.2	.3	.3	.3	.4	.4	.4
HARROWSMITH	2.0	2.0	2.1	2.0	2.1	2.1	2.0	2.0
HOMEMAKERS MAGAZINE	8.7	6.4	7.4	7.8	8.2	8.7	8.7	8.7
IMAGES	1.7	1.5	1.5	1.6	1.7	1.8	1.7	1.7
LEISUREWAYS/ WESTWORLD	7.0	6.1	6.3	6.6	6.6	6.9	6.9	7.0
LONDON MAGAZINE	.8	.6	.7	.8	.7	.8	.8	.8
MACLEANS	11.0	9.9	10.5	10.8	10.8	11.1	11.0	11.1
MARQUEE	2.1	1.3	1.4	1.5	1.7	2.1	2.1	2.1
METRO TOR BUS JOURNAL	.5	.4	.3	.4	.4	.5	.5	.5
OUTDOOR CANADA	2.3	2.4	2.3	2.3	2.3	2.4	2.3	2.4
PRIMETIME	2.3	2.3	2.4	2.4	2.4	2.3	2.3	2.3
READER'S DIGEST	13.7	15.2	14.5	14.5	14.2	14.0	13.8	13.8
REPORT ON BUS MAGAZINE	3.5	2.6	2.7	3.0	3.2	3.4	3.4	3.4
SELECT HOMES & FOOD	2.7	2.3	2.5	2.6	2.6	2.6	2.6	2.6
TIME	9.6	8.3	8.7	9.1	9.3	9.7	9.6	9.7
TODAY'S PARENT	2.2	1.6	2.0	2.1	2.1	2.2	2.2	2.2
TORONTO LIFE	2.1	1.4	1.6	1.7	1.8	2.1	2.1	2.1
TORONTO LIFE FASHION	2.4	1.6	1.9	2.0	2.2	2.3	2.4	2.4
TRAVEL A LA CARTE	1.5	1.3	1.2	1.4	1.5	1.5	1.5	1.5
TRIBUTE	1.1	.7	.9	.9	1.0	1.1	1.1	1.1
TV GUIDE	8.2	7.6	8.0	8.3	8.2	8.2	8.1	8.1
TV TIMES	12.9	11.6	12.5	12.5	12.8	12.8	12.9	12.9
TV WEEK MAGAZINE	.9	.6	.7	.8	.8	.8	.9	.9
VANCOUVER MAGAZINE	1.3	1.0	.9	.9	1.0	1.2	1.2	1.2
WESTERN LIVING	2.7	2.5	2.5	2.5	2.6	2.6	2.6	2.6
YOU	1.2	1.0	1.0	1.1	1.1	1.2	1.2	1.2
CANADIAN	2.2	1.8	1.8	1.9	2.0	2.1	2.1	2.2
enROUTE	1.9	1.6	1.5	1.6	1.8	2.0	1.9	1.9
HABITABEC - MONTREAL	1.9	1.8	1.9	1.9	1.9	1.9	1.9	1.9
INSIDE GUIDE	1.6	1.3	1.3	1.3	1.5	1.5	1.5	1.5
TG TODAYS GENERATION	.8	.7	.8	.8	.8	.8	.8	.8
A+ MAGAZINE AFFAIRES	1.3	1.5	1.4	1.3	1.3	1.3	1.3	1.3
CHATELAINE	3.8	4.1	4.2	4.2	4.0	3.9	3.9	3.8
CLIN D'OEIL	2.4	2.0	2.3	2.5	2.5	2.5	2.5	2.4
COUP DE POUCE	2.9	3.0	3.0	3.0	3.1	2.9	2.9	2.9
CROC	1.9	1.7	2.0	2.0	2.0	2.0	2.0	2.0
DECORATION CHEZ SOI	1.9	1.9	1.9	2.0	2.0	1.9	1.9	1.9
DECORMAG	1.4	1.3	1.4	1.4	1.4	1.4	1.4	1.4
FEMME PLUS	1.3	1.2	1.3	1.5	1.4	1.4	1.3	1.3

PMB'92

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 15377	ONE 4174	1 - 2 7842	1 - 3 10351	1 - 4 12074	1 - 5 14224	1 - 6 14573	1 - 7 14801
FILLES D'AUJOURD'HUI	1.3	1.2	1.4	1.5	1.4	1.3	1.3	1.3
L'ACTUALITE	3.7	3.7	4.0	4.0	3.9	3.8	3.7	3.7
L'ESSENTIEL	1.4	1.5	1.6	1.7	1.6	1.5	1.5	1.5
LE BEL AGE	1.1	1.2	1.2	1.1	1.1	1.1	1.1	1.1
LE LUNDI	3.8	4.7	4.2	4.2	4.1	3.9	3.8	3.8
LES AFFAIRES	1.5	1.7	1.6	1.6	1.5	1.5	1.5	1.5
LES IDEES DE MA MAISON	1.7	1.6	1.8	1.9	1.8	1.7	1.7	1.7
MADAME AU FOYER	2.7	2.9	2.7	2.8	2.8	2.7	2.7	2.7
RENOVATION BRICOLAGE	.7	.7	.8	.8	.8	.7	.7	.7
REVUE COMMERCE	.7	.8	.8	.7	.7	.7	.7	.7
SANTE	1.3	1.1	1.4	1.4	1.4	1.4	1.3	1.3
SELECTION DU R. DIGEST	3.6	4.1	4.0	4.1	3.9	3.7	3.6	3.6
SENTIER CHASSE-PECHE	1.4	1.4	1.6	1.6	1.6	1.4	1.4	1.4
TELE+	5.1	5.3	5.6	5.5	5.4	5.2	5.2	5.2
TOURING (FRANCAIS)	2.0	1.9	1.9	2.0	2.1	2.0	2.0	2.0
TV HEBDO	3.7	3.5	3.8	4.0	3.9	3.7	3.7	3.7

APPENDIX C

**TABULATIONS USED FOR
PROGRESSIVE CALL ANALYSES
BY COMMUNITY SIZE**

PMB'92

ANALYSIS OF RESPONSE RATES

COMMUNITY SIZE: Over 1,000,000)

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE		TOTAL 7033	ONE 1349	1 - 2 2726	1 - 3 3897	1 - 4 4816	1 - 5 6228	1 - 6 6449	1 - 7 6617
AGE	12 - 17	7.4	6.7	7.4	7.5	7.8	7.5	7.5	7.5
	18 - 24	9.9	9.2	9.0	9.2	9.3	9.8	9.8	9.8
	25 - 34	23.6	21.9	21.9	22.1	22.8	23.4	23.4	23.5
	35 - 49	29.7	29.1	29.2	29.3	29.3	29.9	29.8	29.9
	50 - 64	16.8	16.9	17.2	17.2	17.1	16.7	16.8	16.7
	65+	12.5	16.2	15.3	14.8	13.7	12.7	12.7	12.6
EDUC	NO CERT OR DIPL	25.3	26.8	27.0	26.5	26.3	25.5	25.4	25.3
	SEC/ HIGH SCH GRAD	27.3	27.5	27.8	27.5	27.3	27.2	27.1	27.2
	TRADE CERT/DIPL	7.4	6.8	7.1	7.6	7.5	7.3	7.3	7.3
	UNIV/ OTHER CERT	19.9	18.5	19.0	19.0	19.3	19.8	19.9	19.9
	BACHELORS DEGREE	12.3	11.9	11.4	11.7	12.0	12.4	12.4	12.4
	POST GRAD + DEGREE	7.6	8.5	7.5	7.6	7.6	7.6	7.7	7.8
MARRIED/LIVING TOGETHER		59.0	60.1	60.9	60.9	60.4	59.6	59.3	59.2
SINGLE/WIDOWED/DIVORCED		40.9	39.9	38.9	39.0	39.5	40.4	40.6	40.7
PRIN WAGE EARNER		62.1	61.7	61.8	62.1	61.4	62.0	62.0	62.0
PRIN GROCERY SHOPPER		67.7	67.8	67.3	66.8	67.2	67.5	67.6	67.6
PROFESSIONALS		5.6	5.3	5.1	5.4	5.3	5.5	5.7	5.7
SR MGMT/OWNERS		4.5	4.2	4.0	3.8	4.0	4.4	4.5	4.4
OTHER MANAGERS		10.3	10.8	10.0	9.8	10.0	10.3	10.2	10.1
TECH/SALE/TEACH/OTHR WC		10.2	9.0	9.4	9.5	9.6	10.2	10.2	10.2
CLERK/SECRETARIAL		13.9	11.3	11.5	12.5	13.0	13.6	13.7	13.8
SKILLED/UNSKILLED/PRIM		18.5	15.8	17.4	18.3	18.4	18.4	18.3	18.4
ALL OTHER		37.1	43.6	42.7	40.7	39.8	37.6	37.5	37.4
EMPLOYED FULL-TIME		54.0	49.2	49.2	51.0	51.6	53.5	53.5	53.7
EMPLOYED PART-TIME		9.2	7.6	8.5	8.7	9.0	9.3	9.3	9.2
NOT EMPLOYED		36.7	43.2	42.4	40.4	39.4	37.3	37.2	37.1
ATLANTIC		-	-	-	-	-	-	-	-
QUEBEC		42.5	48.2	48.3	47.7	46.8	44.0	43.7	43.3
ONTARIO		39.3	32.5	34.0	35.1	35.7	38.3	38.6	38.8
MANITOBA/ SASK		-	-	-	-	-	-	-	-
ALBERTA		-	-	-	-	-	-	-	-
BRITISH COLUMBIA		18.2	19.3	17.8	17.1	17.5	17.7	17.6	17.8
MONTREAL		42.5	48.2	48.3	47.7	46.8	44.0	43.7	43.3
TORONTO		39.3	32.5	34.0	35.1	35.7	38.3	38.6	38.8
VANCOUVER		18.2	19.3	17.8	17.1	17.5	17.7	17.6	17.8
COMM SIZE	UNDER 100M	-	-	-	-	-	-	-	-
	100M - 1MM	-	-	-	-	-	-	-	-
	1MM+	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
H/HOLD INCOME	\$75+	22.7	20.4	20.8	21.3	21.7	22.5	22.5	22.7
	\$50,000 - \$74,999	24.5	21.9	22.4	23.2	23.9	24.4	24.4	24.3
	\$35,000 - \$49,999	18.4	17.4	18.3	18.6	18.4	18.3	18.3	18.2
	\$25,000 - \$34,999	14.1	14.2	15.1	14.8	14.5	14.2	14.3	14.3
	\$20,000 - \$24,999	5.4	5.6	5.5	5.6	5.7	5.6	5.5	5.4
	UNDER \$20,000	14.0	16.5	15.6	14.8	14.4	14.0	14.0	14.0
HH W/CHILDREN	< 2	8.1	6.4	7.4	7.7	8.3	8.1	8.1	8.1
	2 TO 11	27.7	29.4	29.5	28.6	28.4	27.9	27.8	27.8
	12 TO 17	20.3	22.5	21.5	21.2	21.2	20.6	20.6	20.5
	< 18	43.1	44.2	44.4	43.9	44.2	43.5	43.3	43.3
DWELLING	OWN	65.1	63.7	64.9	65.1	65.6	65.0	65.1	65.1
	RENT	33.1	31.1	31.9	32.4	32.2	33.1	33.1	33.1
MALE		45.0	44.7	43.7	44.3	44.3	45.1	45.1	45.1
FEMALE		55.0	55.3	56.3	55.7	55.7	54.9	55.0	54.9
LANG MOST OFTEN	ENGLISH	58.2	53.2	54.0	53.9	54.9	57.3	57.5	57.8
	FRENCH	30.4	35.1	35.1	34.8	33.8	31.5	31.3	31.0
	OTHER	11.3	11.6	10.8	11.2	11.3	11.2	11.2	11.2

PMB'92
COMMUNITY SIZE: Over 1,000,000

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 7033	ONE 1349	1 - 2 2726	1 - 3 3897	1 - 4 4816	1 - 5 6228	1 - 6 6449	1 - 7 6617
Mouthwash (7 or more per week)	27.6	25.9	27.3	27.4	27.4	27.8	27.8	27.7
Regular shampoo (several times per week or more)	65.2	61.6	63.2	63.0	63.6	64.7	64.8	65.0
Laxatives (2 to 3 times per month or more often)	3.1	2.7	3.2	3.1	3.0	3.0	3.0	3.0
Denture cleansers (last 7 days)	12.1	14.1	14.3	13.8	13.3	12.5	12.3	12.2
Any diet soft drink (Several times per week)	13.5	11.4	12.8	13.1	13.1	13.5	13.5	13.5
Imported beer (last 7 days)	1.8	1.6	1.7	1.7	1.8	1.9	1.9	1.9
Vodka (last 30 days)	8.0	7.5	7.5	6.9	7.1	7.8	7.8	7.9
Yogurt (last 7 days)	37.1	38.5	37.7	37.7	37.7	37.5	37.4	37.3
Frozen main dishes (2 to 3 times per month or more often)	12.9	11.9	12.2	11.9	11.8	12.7	12.7	12.8
Bought VCR (past 24 months)	.4	.5	.4	.4	.4	.4	.4	.4
Soft drink (2 to 3 times per month or more often)	72.4	69.7	70.5	71.0	71.4	72.3	72.5	72.6
Trash bags (2 to 3 times per month or more often)	61.8	59.4	60.7	60.9	61.5	62.0	61.8	61.7
Dry soup mix (2 to 3 times per month or more often)	33.0	33.7	34.4	34.5	34.3	33.5	33.2	33.3
Domestic vacation travel in last 12 months	45.3	45.7	44.8	44.3	44.6	44.8	44.8	45.1
Domestic business travel in last 12 months	8.7	8.5	8.3	8.1	8.3	8.8	8.7	8.7
Stock transaction (past 12 months)	13.2	13.0	13.1	12.9	13.0	13.3	13.2	13.3
Movies (past 90 days)	43.5	39.7	40.3	41.4	42.4	43.3	43.6	43.6
Subscribe to cable TV	76.1	77.6	76.2	75.9	75.7	75.8	76.0	76.1
Use cents off coupon	31.8	31.9	32.4	31.2	31.8	31.4	31.6	31.7
Bought new car (in last two years)	43.2	40.6	41.9	41.9	42.6	43.3	43.2	43.3

PMB'92
COMMUNITY SIZE: Over 1,000,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 7033	ONE 1349	1 - 2 2726	1 - 3 3897	1 - 4 4816	1 - 5 6228	1 - 6 6449	1 - 7 6617
ALBERTA REPORT	-	-	-	-	-	-	-	-
CANADIAN BUSINESS	2.8	3.0	2.5	2.3	2.5	2.7	2.8	2.8
CANADIAN GEOGRAPHIC	3.8	3.6	3.5	3.7	3.7	3.8	3.8	3.8
CANADIAN HOUSE & HOME	4.0	3.1	3.2	3.4	3.6	4.0	4.0	4.1
CANADIAN LIVING	9.0	8.6	8.5	8.5	8.6	8.9	8.8	8.9
CANADIAN WORKSHOP	1.2	1.3	1.2	1.3	1.2	1.2	1.2	1.2
CHATELAINE	11.0	9.9	9.9	10.4	10.4	10.9	10.9	10.9
CITY & COUNTRY HOME (ONT)	2.0	1.0	1.7	1.9	1.9	2.0	2.0	2.0
CITY & COUNTRY HOME (NAT)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
DESTINATIONS	3.4	3.5	3.3	3.4	3.3	3.5	3.5	3.4
EQUINOX	3.2	3.2	2.7	2.8	3.0	3.3	3.2	3.2
FINANCIAL POST	4.2	5.0	4.4	4.2	4.0	4.2	4.2	4.2
FINANCIAL POST MAGAZINE	3.4	3.8	3.4	3.2	3.0	3.2	3.2	3.3
FINANCIAL TIMES	1.7	2.3	1.8	1.7	1.7	1.7	1.7	1.7
FLARE	3.6	2.8	2.9	3.0	3.3	3.5	3.6	3.6
HAMILTON THIS MONTH	.1	.1	*	*	.1	.1	.1	.1
HARROWSMITH	1.5	1.5	1.5	1.4	1.4	1.5	1.5	1.5
HOMEMAKERS MAGAZINE	11.2	9.2	10.4	10.4	10.8	11.4	11.3	11.2
IMAGES	1.6	1.4	1.2	1.4	1.5	1.6	1.6	1.6
LEISUREWAYS/ WESTWORLD	7.9	7.3	7.0	7.4	7.2	7.6	7.6	7.8
LONDON MAGAZINE	.4	.1	.3	.4	.4	.5	.5	.5
MACLEANS	10.0	9.7	10.0	10.1	9.8	10.0	10.0	10.0
MARQUEE	2.9	2.1	1.9	2.1	2.2	2.8	2.9	2.9
METRO TOR BUS JOURNAL	.8	.9	.7	.8	.8	.9	.8	.8
OUTDOOR CANADA	1.5	1.3	1.2	1.3	1.4	1.5	1.5	1.5
PRIMETIME	1.6	1.7	1.8	1.6	1.6	1.6	1.6	1.6
READER'S DIGEST	9.1	8.5	8.2	8.4	8.6	9.0	9.0	9.1
REPORT ON BUS MAGAZINE	5.0	4.9	4.7	4.7	4.9	5.0	4.9	5.0
SELECT HOMES & FOOD	2.3	2.2	2.3	2.3	2.4	2.3	2.3	2.4
TIME	10.6	11.1	10.4	10.5	10.4	10.7	10.6	10.7
TODAY'S PARENT	2.0	1.1	1.8	2.0	1.9	2.0	2.0	2.0
TORONTO LIFE	4.2	3.8	4.1	3.9	4.0	4.3	4.2	4.2
TORONTO LIFE FASHION	3.8	3.0	3.3	3.5	3.6	3.8	3.7	3.7
TRAVEL A LA CARTE	1.5	1.6	1.4	1.6	1.6	1.5	1.6	1.5
TRIBUTE	1.5	1.2	1.2	1.2	1.4	1.5	1.5	1.5
TV GUIDE	7.5	6.9	7.3	7.6	7.4	7.4	7.3	7.4
TV TIMES	8.8	10.4	9.9	9.4	9.3	8.9	8.9	8.9
TV WEEK MAGAZINE	1.6	1.2	1.7	1.5	1.6	1.6	1.6	1.6
VANCOUVER MAGAZINE	2.7	2.7	2.4	2.3	2.5	2.6	2.6	2.6
WESTERN LIVING	2.5	2.7	2.6	2.4	2.3	2.3	2.3	2.3
YOU	1.0	1.0	1.1	1.1	1.0	1.1	1.1	1.1
CANADI>N	2.5	2.2	2.2	2.3	2.4	2.5	2.5	2.5
enROUTE	2.6	3.0	2.5	2.4	2.6	2.7	2.7	2.6
HABITABEC - MONTREAL	2.9	3.1	3.4	3.2	3.3	3.0	3.0	2.9
INSIDE GUIDE	1.9	2.3	1.7	1.6	1.9	1.9	1.9	1.9
TG TODAYS GENERATION	.6	.4	.5	.5	.6	.6	.6	.6
A+ MAGAZINE AFFAIRES	2.0	2.9	2.6	2.3	2.2	2.1	2.1	2.1
CHATELAINE	4.7	6.0	6.0	5.7	5.4	4.9	4.9	4.8
CLIN D'OEIL	3.4	3.4	3.7	3.8	3.7	3.6	3.5	3.5
COUP DE POUCE	3.8	4.7	4.3	4.2	4.4	4.0	4.0	3.9
CROC	2.4	2.3	2.4	2.5	2.5	2.5	2.5	2.4
DECORATION CHEZ SOI	2.3	2.4	2.5	2.7	2.7	2.5	2.4	2.4
DECORMAG	2.2	2.5	2.4	2.4	2.3	2.3	2.3	2.3
FEMME PLUS	1.7	1.7	1.8	2.1	1.9	1.8	1.8	1.7

PMB'92
COMMUNITY SIZE: Over 1,000,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 7033	ONE 1349	1 - 2 2726	1 - 3 3897	1 - 4 4816	1 - 5 6228	1 - 6 6449	1 - 7 6617
FILLES D'AUJOURD'HUI	1.5	1.9	1.8	1.8	1.8	1.6	1.6	1.5
L'ACTUALITE	4.9	6.2	6.4	6.0	5.7	5.3	5.1	5.1
L'ESSENTIEL	1.6	1.3	1.8	2.0	1.8	1.7	1.7	1.6
LE BEL AGE	1.3	1.5	1.4	1.4	1.5	1.3	1.3	1.3
LE LUNDI	4.4	5.8	5.1	5.1	4.9	4.6	4.5	4.5
LES AFFAIRES	2.2	3.6	2.9	2.6	2.5	2.4	2.3	2.3
LES IDEES DE MA MAISON	2.2	2.6	2.5	2.7	2.6	2.4	2.3	2.3
MADAME AU FOYER	3.7	5.5	4.8	4.5	4.4	4.0	3.8	3.8
RENOVATION BRICOLAGE	.7	.9	1.0	.9	.9	.8	.8	.7
REVUE COMMERCE	1.2	2.0	1.7	1.4	1.3	1.3	1.2	1.2
SANTE	1.8	1.7	2.3	2.1	2.0	1.9	1.9	1.9
SELECTION DU R. DIGEST	3.8	5.2	4.7	4.8	4.4	4.0	3.9	3.9
SENTIER CHASSE-PECHE	1.5	1.7	1.9	2.0	1.9	1.6	1.6	1.6
TELE+	7.5	9.4	9.4	9.0	8.7	7.9	7.8	7.7
TOURING (FRANCAIS)	3.0	4.0	3.9	3.5	3.5	3.1	3.1	3.1
TV HEBDO	4.8	4.9	5.4	5.8	5.5	5.0	4.9	4.9

PMB'92

COMMUNITY SIZE: 100,000 to 1,000,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE		TOTAL	ONE	1 - 2	1 - 3	1 - 4	1 - 5	1 - 6	1 - 7
		4419	1162	2277	3054	3591	4133	4235	4284
AGE	12 - 17	7.3	6.9	7.5	7.4	7.4	7.4	7.5	7.4
	18 - 24	10.3	8.0	9.0	9.3	9.7	9.9	10.2	10.2
	25 - 34	23.6	22.1	22.1	22.4	23.1	23.6	23.6	23.6
	35 - 49	29.2	26.7	28.5	29.2	28.8	29.2	29.1	29.1
	50 - 64	16.6	17.3	16.8	16.7	17.0	16.7	16.6	16.6
	65+	13.0	19.0	16.0	14.8	14.0	13.1	13.0	13.0
EDUC	NO CERT OR DIPL	24.3	28.7	27.0	26.1	25.4	24.6	24.4	24.3
	SEC/ HIGH SCH GRAD	27.2	28.6	28.0	27.0	27.1	27.1	27.3	27.3
	TRADE CERT/DIPL	9.7	8.6	8.7	9.2	9.6	9.9	9.8	9.7
	UNIV/ OTHER CERT	19.8	18.2	18.9	19.4	19.3	19.6	19.6	19.8
	BACHELORS DEGREE	11.3	9.6	10.5	10.6	10.8	11.2	11.2	11.3
	POST GRAD + DEGREE	7.6	6.2	6.9	7.6	7.6	7.5	7.6	7.5
MARRIED/LIVING TOGETHER		59.9	63.4	62.5	61.8	61.3	60.5	60.0	59.9
SINGLE/WIDOWED/DIVORCED		40.0	36.6	37.5	38.2	38.7	39.5	39.9	40.0
PRIN WAGE EARNER		63.0	61.4	61.8	62.5	62.5	63.0	62.9	63.0
PRIN GROCERY SHOPPER		66.5	67.1	66.4	66.5	66.5	66.4	66.4	66.5
PROFESSIONALS		6.4	5.8	5.6	5.8	6.1	6.4	6.4	6.4
SR MGMT/OWNERS		3.5	4.0	3.4	3.4	3.4	3.3	3.4	3.4
OTHER MANAGERS		10.8	9.4	10.3	10.4	10.5	10.8	10.7	10.8
TECH/SALE/TEACH/OTHR WC		9.6	7.5	9.0	9.4	9.3	9.6	9.5	9.5
CLERL/SECRETARIAL		11.7	7.5	9.4	10.2	11.1	11.5	11.6	11.6
SKILLED/UNSKILLED/PRIN		19.8	17.6	19.1	19.5	19.6	19.8	19.9	19.9
ALL OTHER		38.3	48.3	43.2	41.3	39.9	38.6	38.5	38.4
EMPLOYED FULL-TIME		51.4	43.5	47.3	49.0	50.0	51.3	51.2	51.3
EMPLOYED PART-TIME		10.7	8.8	10.0	10.3	10.6	10.6	10.8	10.7
NOT EMPLOYED		37.8	47.8	42.6	40.7	39.4	38.1	38.0	37.9
ATLANTIC		9.8	10.1	10.5	10.5	10.2	10.3	10.1	10.0
QUEBEC		15.0	17.6	16.4	16.1	15.8	15.1	15.1	15.0
ONTARIO		40.8	37.0	37.5	38.1	39.5	40.7	40.9	41.0
MANITOBA/ SASK		11.0	12.6	13.3	12.3	11.9	11.1	11.0	11.1
ALBERTA		21.1	20.7	20.3	20.7	20.5	20.4	20.5	20.6
BRITISH COLUMBIA		2.2	2.1	2.0	2.2	2.2	2.3	2.3	2.3
MONTREAL		-	-	-	-	-	-	-	-
TORONTO		-	-	-	-	-	-	-	-
VANCOUVER		-	-	-	-	-	-	-	-
COMM SIZE	UNDER 100M	-	-	-	-	-	-	-	-
	100M - 1MM	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	1MM+	-	-	-	-	-	-	-	-
H/HOLD INCOME	\$75+	15.9	12.9	14.5	15.3	15.6	15.7	15.6	15.8
	\$50,000 - \$74,999	24.1	17.6	20.9	22.2	22.9	23.9	24.1	24.1
	\$35,000 - \$49,999	18.8	16.4	17.8	17.9	18.6	18.8	18.7	18.8
	\$25,000 - \$34,999	17.1	19.4	18.5	17.6	17.2	17.2	17.1	17.1
	\$20,000 - \$24,999	6.7	8.8	7.6	7.4	7.0	6.8	6.8	6.7
	UNDER \$20,000	16.1	20.6	18.0	17.6	16.9	16.1	16.2	16.1
HH W/CHILDREN	< 2	8.2	8.5	8.3	8.3	8.5	8.3	8.3	8.3
	2 TO 11	28.1	30.7	29.6	29.0	28.8	28.4	28.1	28.0
	12 TO 17	20.9	22.5	21.8	21.8	21.3	21.0	21.0	21.0
	< 18	44.2	45.8	45.5	45.3	44.9	44.5	44.4	44.2
DWELLING	OWN	70.5	68.6	70.6	71.0	70.8	70.6	70.4	70.4
	RENT	26.5	25.3	25.3	25.5	25.7	26.3	26.5	26.5
MALE		43.9	41.9	42.7	43.2	43.3	43.8	43.9	43.8
FEMALE		56.1	58.1	57.3	56.8	56.7	56.2	56.1	56.2
LANG MOST OFTEN	ENGLISH	78.7	76.5	77.8	78.0	78.1	78.7	78.7	78.7
	FRENCH	16.4	18.2	17.3	17.4	17.1	16.5	16.6	16.5
	OTHER	4.8	5.2	4.9	4.6	4.8	4.7	4.7	4.8

PMB'92
COMMUNITY SIZE: 100,000 to 1,000,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 4419	ONE 1162	1 - 2 2277	1 - 3 3054	1 - 4 3591	1 - 5 4133	1 - 6 4235	1 - 7 4284
Mouthwash (7 or more per week)	27.3	26.9	27.6	27.6	27.9	27.5	27.5	27.4
Regular shampoo (several times per week or more)	68.6	63.1	66.6	67.1	68.0	68.3	68.5	68.6
Laxatives (2 to 3 times per month or more often)	3.8	3.9	3.5	3.6	3.9	3.8	3.8	3.7
Denture cleansers (last 7 days)	11.8	14.0	13.1	12.6	12.3	11.7	11.7	11.7
Any diet soft drink (Several times per week)	15.1	14.4	14.3	14.5	14.7	15.0	15.0	15.1
Imported beer (last 7 days)	1.3	.5	1.0	1.0	1.1	1.2	1.3	1.3
Vodka (last 30 days)	8.8	7.4	7.6	8.0	8.5	8.7	8.7	8.8
Yogurt (last 7 days)	31.7	31.3	31.8	32.6	32.4	31.9	31.8	31.8
Frozen main dishes (2 to 3 times per month or more often)	14.1	13.7	13.4	13.7	13.8	13.9	14.0	14.1
Bought VCR (past 24 months)	.5	.6	.5	.5	.5	.5	.5	.5
Soft drink (2 to 3 times per month or more often)	75.6	73.1	73.6	74.5	75.1	75.8	75.8	75.8
Trash bags (2 to 3 times per month or more often)	68.2	68.8	68.2	67.7	68.2	68.2	68.4	68.3
Dry soup mix (2 to 3 times per month or more often)	38.6	39.2	37.9	38.6	38.5	38.2	38.4	38.4
Domestic vacation travel in last 12 months	54.9	50.8	52.9	53.4	54.0	54.8	54.9	55.0
Domestic business travel in last 12 months	10.9	9.5	10.0	10.1	10.4	10.8	10.8	10.8
Stock transaction (past 12 months)	13.6	13.3	13.0	13.1	13.4	13.6	13.6	13.7
Movies (past 90 days)	39.6	32.2	35.8	37.2	38.0	38.6	39.0	39.3
Subscribe to cable TV	77.0	75.7	77.5	77.4	77.3	77.2	77.0	76.9
Use cents off coupon	32.2	33.9	32.7	32.3	32.4	32.0	32.2	32.3
Bought new car (in last two years)	48.4	47.2	47.5	48.2	48.5	48.4	48.2	48.3

PMB'92
COMMUNITY SIZE: 100,000 to 1,000,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 4419	ONE 1162	1 - 2 2277	1 - 3 3054	1 - 4 3591	1 - 5 4133	1 - 6 4235	1 - 7 4284
ALBERTA REPORT	2.0	1.7	1.6	1.7	1.8	2.0	2.0	2.0
CANADIAN BUSINESS	2.7	2.2	2.1	2.2	2.5	2.7	2.7	2.7
CANADIAN GEOGRAPHIC	5.5	4.6	4.9	5.3	5.4	5.5	5.4	5.4
CANADIAN HOUSE & HOME	4.2	3.4	4.4	4.3	4.2	4.2	4.3	4.3
CANADIAN LIVING	12.5	12.1	12.1	12.2	12.6	12.6	12.5	12.5
CANADIAN WORKSHOP	2.0	1.7	2.1	2.0	1.9	2.0	2.0	2.0
CHATELAINE	15.6	15.5	16.2	15.8	15.6	15.8	15.6	15.6
CITY & COUNTRY HOME (ONT)	1.1	.9	.8	.9	.9	1.1	1.1	1.1
CITY & COUNTRY HOME (NAT)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
DESTINATIONS	2.4	1.6	2.1	2.1	2.1	2.3	2.3	2.4
EQUINOX	4.5	3.1	4.0	4.5	4.6	4.7	4.6	4.6
FINANCIAL POST	3.6	3.6	3.3	3.3	3.4	3.8	3.7	3.7
FINANCIAL POST MAGAZINE	2.4	2.3	2.2	2.3	2.3	2.4	2.4	2.4
FINANCIAL TIMES	1.1	.9	.9	.9	1.0	1.1	1.1	1.1
FLARE	4.2	4.0	4.2	4.0	4.1	4.2	4.2	4.2
HAMILTON THIS MONTH	1.1	.8	1.0	1.0	1.1	1.2	1.1	1.1
HARROWSMITH	2.2	1.4	2.0	2.1	2.2	2.3	2.2	2.2
HOMEMAKERS MAGAZINE	10.8	10.4	11.0	11.2	11.3	11.1	11.0	11.0
IMAGES	2.1	2.4	2.2	2.0	2.1	2.2	2.2	2.2
LEISUREWAYS/ WESTWORLD	7.6	6.0	7.2	7.2	7.3	7.6	7.6	7.6
LONDON MAGAZINE	2.1	2.0	1.9	1.9	1.8	2.0	2.0	2.0
MACLEANS	14.5	12.9	13.8	13.8	14.1	14.6	14.5	14.6
MARQUEE	2.3	1.7	2.0	2.1	2.1	2.3	2.3	2.3
METRO TOR BUS JOURNAL	.3	.4	.3	.3	.3	.3	.3	.3
OUTDOOR CANADA	2.6	2.8	2.5	2.3	2.4	2.7	2.6	2.6
PRIMETIME	3.5	3.6	3.5	3.5	3.8	3.6	3.5	3.5
READER'S DIGEST	16.2	15.8	16.2	16.8	16.3	16.5	16.3	16.3
REPORT ON BUS MAGAZINE	3.3	2.5	2.6	2.9	3.1	3.2	3.1	3.2
SELECT HOMES & FOOD	3.0	2.7	2.8	2.8	2.7	2.9	2.9	2.9
TIME	11.1	9.6	10.1	10.4	10.7	11.2	11.1	11.1
TODAY'S PARENT	2.6	2.6	2.6	2.3	2.5	2.7	2.7	2.7
TORONTO LIFE	.5	.3	.3	.4	.5	.5	.5	.5
TORONTO LIFE FASHION	1.4	1.0	1.3	1.2	1.3	1.4	1.4	1.4
TRAVEL A LA CARTE	1.6	1.7	1.4	1.6	1.7	1.7	1.7	1.7
TRIBUTE	1.2	.8	1.0	1.1	1.1	1.2	1.2	1.1
TV GUIDE	9.3	9.9	9.7	9.6	9.6	9.5	9.4	9.3
TV TIMES	25.6	21.8	23.3	23.8	24.4	25.1	25.3	25.4
TV WEEK MAGAZINE	.2	.3	.2	.2	.2	.1	.1	.2
VANCOUVER MAGAZINE	*	.1	*	*	*	*	*	*
WESTERN LIVING	5.3	5.2	5.1	5.1	5.2	5.3	5.1	5.3
YOU	1.4	1.2	1.3	1.4	1.5	1.5	1.5	1.5
CANADI>N	2.4	1.8	1.9	2.1	2.2	2.3	2.3	2.4
enROUTE	2.1	1.4	1.7	1.7	1.8	2.1	2.0	2.1
HABITABEC - MONTREAL	1.8	2.7	2.1	2.1	1.8	1.7	1.7	1.7
INSIDE GUIDE	1.9	1.4	1.6	1.7	1.8	1.9	1.9	1.9
TG TODAY'S GENERATION	.8	.7	.7	.7	.7	.7	.7	.7
A> MAGAZINE AFFAIRES	.7	.5	.7	.7	.7	.7	.7	.7
CHATELAINE	2.6	2.8	2.7	2.8	2.7	2.6	2.6	2.6
CLIN D'OEIL	1.4	.9	1.3	1.3	1.4	1.5	1.5	1.4
COUP DE POUCE	1.8	1.6	1.8	2.0	1.9	1.8	1.8	1.8
CROC	1.3	1.0	1.4	1.3	1.4	1.4	1.4	1.4
DECORATION CHEZ SOI	1.0	.9	1.1	1.1	1.1	1.0	1.0	1.0
DECORMAG	.5	.3	.6	.5	.5	.5	.5	.5
FEMME PLUS	.9	.5	.8	.9	.9	.8	.9	.8

PMB'92
COMMUNITY SIZE: 100,000 to 1,000,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 4419	ONE 1162	1 - 2 2277	1 - 3 3054	1 - 4 3591	1 - 5 4133	1 - 6 4235	1 - 7 4284
FILLES D'AUJOURD'HUI	.6	.6	.7	.8	.7	.7	.7	.7
L'ACTUALITE	2.7	2.7	2.7	2.9	2.9	2.7	2.6	2.7
L'ESSENTIEL	1.2	1.1	1.3	1.3	1.3	1.2	1.2	1.2
LE BEL AGE	.9	1.1	1.1	.9	.9	.9	.9	.9
LE LUNDI	1.9	2.6	1.9	2.0	2.0	2.0	2.0	1.9
LES AFFAIRES	.8	.8	1.0	.9	.8	.8	.8	.8
LES IDEES DE MA MAISON	.8	.4	.9	1.0	1.0	.9	.9	.9
MADAME AU FOYER	3.1	3.4	3.1	3.3	3.3	3.0	3.0	3.0
RENOVATION BRICOLAGE	.4	.3	.4	.4	.4	.4	.4	.4
REVUE COMMERCE	.3	.1	.2	.3	.3	.3	.3	.3
SANTE	.6	.3	.6	.7	.7	.6	.6	.6
SELECTION DU R. DIGEST	2.9	3.4	3.1	3.2	3.1	3.0	3.0	3.0
SENTIER CHASSE-PECHE	.9	.9	.9	.9	.9	.9	.9	.9
TELE+	2.9	3.4	3.3	3.1	3.0	2.9	2.9	2.9
TOURING (FRANCAIS)	1.6	1.4	1.2	1.4	1.6	1.5	1.5	1.5
TV HEBDO	1.9	2.1	2.0	2.0	2.0	1.9	2.0	1.9

PMB'92

COMMUNITY SIZE: Under 100,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE		TOTAL 3925	ONE 1663	1 - 2 2839	1 - 3 3400	1 - 4 3667	1 - 5 3863	1 - 6 3889	1 - 7 3900
AGE	12 - 17	7.9	5.9	7.7	8.0	7.9	7.9	7.9	7.9
	18 - 24	8.3	7.0	7.3	7.8	8.1	8.2	8.2	8.2
	25 - 34	20.9	18.5	20.3	20.9	20.9	21.0	21.0	20.9
	35 - 49	23.8	21.3	23.0	23.4	23.6	23.7	23.9	23.9
	50 - 64	20.1	22.9	20.8	20.2	20.2	20.2	20.1	20.2
	65+	18.9	24.5	20.9	19.8	19.3	19.0	18.9	18.9
EDUC	NO CERT OR DIPL	43.3	48.6	45.6	44.1	43.7	43.4	43.4	43.3
	SEC/ HIGH SCH GRAD	23.9	22.0	23.5	23.7	24.0	23.9	24.0	23.9
	TRADE CERT/DIPL	10.3	9.7	9.7	10.4	10.2	10.3	10.3	10.4
	UNIV/ OTHER CERT	15.6	13.6	14.8	15.3	15.3	15.6	15.6	15.6
	BACHELORS DEGREE	4.5	4.1	4.4	4.4	4.5	4.5	4.5	4.5
	POST GRAD + DEGREE	2.1	1.8	1.8	2.0	2.1	2.1	2.1	2.1
MARRIED/LIVING TOGETHER		64.4	66.4	66.5	65.5	65.0	64.5	64.5	64.5
SINGLE/WIDOWED/DIVORCED		35.6	33.5	33.5	34.5	35.0	35.5	35.5	35.5
PRIN WAGE EARNER		61.6	61.9	60.6	60.8	60.9	61.5	61.6	61.6
PRIN GROCERY SHOPPER		67.9	69.5	67.8	67.4	67.5	68.0	68.0	68.0
PROFESSIONALS		1.5	1.3	1.2	1.4	1.5	1.6	1.5	1.5
SR MGMT/OWNERS		2.2	2.2	2.2	2.1	2.2	2.2	2.2	2.2
OTHER MANAGERS		4.9	4.4	4.7	4.9	4.9	4.9	4.9	4.9
TECH/SALE/TEACH/OTHR WC		5.9	4.9	5.4	5.7	5.8	5.9	5.9	5.9
CLERK/SECRETARIAL		9.6	8.0	8.6	9.2	9.4	9.6	9.6	9.6
SKILLED/UNSKILLED/PRIM		27.0	24.1	26.5	26.9	26.9	26.9	26.9	27.0
ALL OTHER		48.8	55.1	51.3	49.8	49.3	49.0	48.9	48.8
EMPLOYED FULL-TIME		40.7	35.8	38.4	39.8	40.1	40.5	40.6	40.6
EMPLOYED PART-TIME		11.0	9.7	10.7	10.9	11.0	11.1	11.0	11.0
NOT EMPLOYED		48.3	54.5	50.9	49.3	48.9	48.5	48.4	48.3
ATLANTIC		16.6	18.0	16.9	16.4	16.3	16.6	16.7	16.6
QUEBEC		20.8	21.4	21.5	21.2	21.2	20.9	20.9	20.8
ONTARIO		27.5	24.8	25.7	27.0	27.2	27.5	27.5	27.5
MANITOBA/ SASK		10.6	12.0	11.3	11.2	10.9	10.7	10.6	10.6
ALBERTA		10.2	11.2	11.2	10.6	10.5	10.3	10.2	10.2
BRITISH COLUMBIA		14.3	12.5	13.3	13.6	13.9	14.1	14.2	14.2
MONTREAL		-	-	-	-	-	-	-	-
TORONTO		-	-	-	-	-	-	-	-
VANCOUVER		-	-	-	-	-	-	-	-
COMM SIZE	UNDER 100M	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100M - 1MM	-	-	-	-	-	-	-	-
	1MM+	-	-	-	-	-	-	-	-
H/HOLD INCOME	\$75+	7.9	6.7	7.4	7.7	7.9	7.9	7.9	7.9
	\$50,000 - \$74,999	16.0	13.0	15.0	15.5	15.9	15.9	16.0	16.1
	\$35,000 - \$49,999	18.4	17.9	17.8	18.5	18.2	18.5	18.4	18.4
	\$25,000 - \$34,999	20.4	19.9	21.1	20.5	20.6	20.3	20.3	20.3
	\$20,000 - \$24,999	9.3	10.0	9.7	9.5	9.4	9.3	9.3	9.3
	UNDER \$20,000	27.5	31.7	28.4	27.8	27.5	27.6	27.6	27.6
HH W/CHILDREN	< 2	7.6	7.0	7.6	7.6	7.6	7.6	7.6	7.6
	2 TO 11	27.7	24.4	27.2	27.9	27.8	27.8	27.7	27.8
	12 TO 17	20.4	17.3	20.0	20.7	20.7	20.3	20.4	20.4
	< 18	42.2	37.2	41.4	42.6	42.6	42.2	42.3	42.3
DWELLING	OWN	78.3	80.2	80.0	79.3	79.0	78.3	78.3	78.3
	RENT	19.5	17.2	17.7	18.5	18.7	19.5	19.5	19.5
MALE		40.9	36.7	39.2	40.1	40.5	40.8	40.8	40.8
FEMALE		59.1	63.3	60.8	59.9	59.5	59.2	59.2	59.2
LANG MOST OFTEN	ENGLISH	75.4	75.0	74.6	75.0	75.2	75.5	75.4	75.4
	FRENCH	23.2	23.8	24.1	23.7	23.5	23.2	23.2	23.3
	OTHER	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3

PMB'92

COMMUNITY SIZE: Under 100,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 3925	ONE 1663	1 - 2 2839	1 - 3 3400	1 - 4 3667	1 - 5 3863	1 - 6 3889	1 - 7 3900
Mouthwash (7 or more per week)	28.0	28.2	28.4	28.3	28.1	28.0	28.0	28.0
Regular shampoo (several times per week or more)	62.5	58.3	60.9	61.6	62.2	62.4	62.5	62.5
Laxatives (2 to 3 times per month or more often)	4.8	5.8	4.9	4.8	4.7	4.7	4.7	4.7
Denture cleansers (last 7 days)	17.6	20.0	18.8	17.9	17.7	17.6	17.5	17.5
Any diet soft drink (Several times per week)	12.7	11.5	12.2	12.6	12.6	12.6	12.6	12.6
Imported beer (last 7 days)	.7	.7	.6	.7	.7	.7	.7	.7
Vodka (last 30 days)	6.4	5.6	6.1	6.2	6.2	6.3	6.3	6.3
Yogurt (last 7 days)	27.1	24.1	26.3	26.6	26.9	27.0	27.0	27.1
Frozen main dishes (2 to 3 times per month or more often)	9.1	9.5	9.2	9.0	9.0	9.0	9.0	9.0
Bought VCR (past 24 months)	.7	.8	.8	.7	.7	.7	.7	.7
Soft drink (2 to 3 times per month or more often)	71.0	69.3	70.3	70.8	70.8	71.0	71.0	71.1
Trash bags (2 to 3 times per month or more often)	65.6	63.3	65.3	65.6	65.6	65.6	65.6	65.6
Dry soup mix (2 to 3 times per month or more often)	37.8	36.1	38.2	38.2	38.1	37.9	37.9	37.9
Domestic vacation travel in last 12 months	45.0	42.3	44.3	44.6	44.7	45.0	45.1	45.1
Domestic business travel in last 12 months	6.6	5.2	6.3	6.5	6.4	6.5	6.6	6.6
Stock transaction (past 12 months)	9.7	8.7	9.8	9.8	9.7	9.7	9.6	9.7
Movies (past 90 days)	25.2	20.3	22.9	23.8	24.6	25.0	25.1	25.2
Subscribe to cable TV	56.4	52.6	54.2	55.3	55.9	56.3	56.4	56.4
Use cents off coupon	33.9	34.1	34.2	33.9	34.0	34.0	34.0	34.0
Bought new car (in last two years)	49.4	46.1	48.4	48.6	49.2	49.5	49.4	49.5

PMB'92

ANALYSIS OF RESPONSE RATES

COMMUNITY SIZE: Under 100,000)

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 3925	ONE 1663	1 - 2 2839	1 - 3 3400	1 - 4 3667	1 - 5 3863	1 - 6 3889	1 - 7 3900
ALBERTA REPORT	1.2	1.2	1.4	1.3	1.3	1.2	1.3	1.3
CANADIAN BUSINESS	1.1	1.1	1.1	1.0	1.0	1.1	1.1	1.1
CANADIAN GEOGRAPHIC	4.9	4.4	4.7	4.8	4.8	4.9	4.9	4.9
CANADIAN HOUSE & HOME	2.7	2.4	2.6	2.6	2.6	2.7	2.7	2.7
CANADIAN LIVING	12.0	10.7	11.1	11.5	11.9	12.0	12.0	12.0
CANADIAN WORKSHOP	2.5	2.5	2.8	2.7	2.6	2.6	2.6	2.6
CHATELAINE	13.2	13.4	13.0	13.4	13.3	13.2	13.2	13.2
CITY & COUNTRY HOME (ONT)	.5	.4	.4	.5	.5	.5	.5	.5
CITY & COUNTRY HOME (NAT)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
DESTINATIONS	.5	.5	.5	.4	.5	.5	.5	.5
EQUINOX	3.6	3.1	3.2	3.5	3.6	3.6	3.6	3.6
FINANCIAL POST	1.1	1.0	1.0	1.1	1.2	1.2	1.2	1.2
FINANCIAL POST MAGAZINE	.8	.8	.7	.9	.9	.9	.8	.8
FINANCIAL TIMES	.6	.8	.6	.6	.7	.6	.6	.6
FLARE	3.0	2.2	2.6	2.8	3.0	3.0	3.0	3.0
HAMILTON THIS MONTH	-	-	-	-	-	-	-	-
HARRONSMITH	2.8	2.9	2.8	2.8	2.8	2.8	2.8	2.8
HOMEMAKERS MAGAZINE	1.8	1.3	1.7	1.7	1.7	1.8	1.8	1.8
IMAGES	1.5	1.0	1.3	1.4	1.5	1.5	1.5	1.5
LEISUREWAYS/ WESTWORLD	4.9	5.1	4.8	5.0	5.1	5.0	5.0	5.0
LONDON MAGAZINE	.2	.1	.1	.2	.2	.2	.2	.2
MACLEANS	9.0	8.0	8.3	8.9	9.0	9.0	9.0	9.0
MARQUEE	.6	.4	.4	.5	.6	.6	.6	.6
METRO TOR BUS JOURNAL	.1	.1	.1	.1	.1	.1	.1	.1
OUTDOOR CANADA	3.4	3.0	3.2	3.5	3.4	3.5	3.4	3.4
PRIMETIME	2.2	1.8	2.2	2.3	2.2	2.1	2.2	2.2
READER'S DIGEST	19.2	20.2	19.2	19.6	19.5	19.3	19.2	19.2
REPORT ON BUS MAGAZINE	1.0	.9	.9	1.0	1.0	1.1	1.1	1.1
SELECT HOMES & FOOD	2.8	2.0	2.4	2.7	2.8	2.8	2.8	2.8
TIME	6.3	5.0	6.0	6.3	6.3	6.4	6.3	6.3
TODAY'S PARENT	1.9	1.4	1.7	1.9	1.9	2.0	2.0	1.9
TORONTO LIFE	.3	.2	.2	.2	.2	.3	.3	.3
TORONTO LIFE FASHION	1.1	.9	1.1	1.1	1.1	1.1	1.1	1.1
TRAVEL A LA CARTE	1.1	.8	.9	1.1	1.1	1.1	1.1	1.1
TRIBUTE	.4	.2	.4	.4	.4	.4	.4	.4
TV GUIDE	8.1	6.5	7.4	7.8	8.0	8.1	8.1	8.1
TV TIMES	5.9	5.6	6.3	6.0	6.0	6.0	6.0	6.0
TV WEEK MAGAZINE	.4	.5	.3	.4	.4	.3	.3	.3
VANCOUVER MAGAZINE	.2	.2	.1	.1	.1	.2	.2	.2
WESTERN LIVING	.4	.4	.4	.4	.4	.4	.4	.4
YOU	1.0	.8	.7	.9	1.0	1.0	1.0	1.0
CANADIAN	1.3	1.4	1.3	1.3	1.3	1.3	1.3	1.3
enROUTE	.6	.6	.5	.6	.6	.6	.6	.6
HABITABEC - MONTREAL	.3	.2	.3	.3	.2	.3	.3	.3
INSIDE GUIDE	.6	.4	.6	.6	.5	.6	.6	.6
TG TODAY'S GENERATION	1.2	1.0	1.1	1.1	1.1	1.2	1.2	1.2
A+ MAGAZINE AFFAIRES	.8	1.0	.8	.8	.8	.8	.8	.8
CHATELAINE	3.6	3.4	3.7	3.7	3.6	3.6	3.6	3.6
CLIN D'OEIL	1.8	1.7	1.8	1.9	1.9	1.8	1.8	1.8
COUP DE POUCE	2.4	2.6	2.6	2.6	2.6	2.5	2.4	2.5
CROC	1.9	1.7	2.0	2.0	1.9	1.9	1.9	1.9
DECORATION CHEZ SOI	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
DECORMAG	.9	.9	1.1	1.0	1.0	1.0	1.0	.9
FEMME PLUS	1.2	1.4	1.2	1.2	1.2	1.2	1.2	1.2

PMB'92
COMMUNITY SIZE: Under 100,000)

ANALYSIS OF RESPONSE RATES

NUMBER OF ATTEMPTS TO COMPLETE INTERVIEW - PMB'92

SAMPLE SIZE	TOTAL 3925	ONE 1663	1 - 2 2839	1 - 3 3400	1 - 4 3667	1 - 5 3863	1 - 6 3889	1 - 7 3900
FILLES D'AUJOURD'HUI	1.6	1.1	1.7	1.7	1.6	1.6	1.6	1.6
L'ACTUALITE	2.6	2.4	2.7	2.7	2.6	2.6	2.6	2.6
L'ESSENTIEL	1.5	1.9	1.7	1.6	1.6	1.6	1.5	1.5
LE BEL AGE	.9	1.1	1.0	.9	.9	.9	.9	.9
LE LUNDI	4.8	5.4	5.3	5.1	5.0	4.8	4.8	4.8
LES AFFAIRES	.9	.7	.9	.9	1.0	1.0	1.0	.9
LES IDEES DE MA MAISON	1.6	1.5	1.9	1.8	1.7	1.7	1.6	1.6
MADAME AU FOYER	.3	.4	.4	.4	.4	.3	.3	.3
RENOVATION BRICOLAGE	1.0	.9	1.0	1.0	1.1	1.0	1.0	1.0
REVUE COMMERCE	.4	.4	.4	.4	.3	.4	.4	.4
SANTE	1.2	1.2	1.1	1.2	1.2	1.2	1.2	1.2
SELECTION DU R. DIGEST	3.8	3.7	4.1	4.1	4.0	3.9	3.9	3.9
SENTIER CHASSE-PECHE	1.8	1.6	1.7	1.9	1.8	1.8	1.8	1.8
TELE+	3.3	3.4	3.6	3.5	3.4	3.3	3.3	3.3
TOURING (FRANCAIS)	.6	.6	.6	.7	.6	.6	.6	.6
TV HEBDO	3.6	3.3	3.7	3.7	3.6	3.6	3.6	3.6

