



RTS TECHNICAL DETAILS

Fall 2021



Numeris

1500 Don Mills Road
3rd Floor, Toronto, ON
M3B 3L7

800, boul. René-Lévesque O.
bureau 840, Montréal, QC
H3B 1X9

13700 International Place
Suite 300, Richmond, BC
V6V 2X8

numeris.ca

Audiences count.

NUMERIS PROPRIETARY

Technical Appendix

Numeris RTS Fall 2021

Introduction

The Numeris RTS study is a comprehensive source of consumer and media information on Canada and major markets in Halifax, Quebec City, Montreal, Toronto, Ottawa-Gatineau - English, Hamilton, Winnipeg, Calgary, Edmonton and Vancouver. By returning to respondents from the Numeris radio survey, we are able to bring the Canadian media industry a comprehensive consumer database combined with industry standard radio tuning information.

Objective

The RTS study is designed to allow advertisers, agencies and broadcasters to:

- define their current and potential customers
- target their creative ideas, and
- plan media placement

Survey Methodology

Questionnaire Design

RTS returns to Numeris radio diary respondents as its sample so the questionnaire is divided into two sections – the radio diary and a consumer questionnaire. The consumer questionnaire is divided into retail, restaurants, leisure and cultural activities, media consumption, product consumption and ownership, automotive, financial services, business-to-business and consumer packaged goods. Questions are designed to collect respondents' habits, expenditures and attitudes as they relate to these products and services. Detailed demographic information is also included.

Questionnaire Detail

The RTS questionnaire is updated on a yearly basis based primarily on input from the sponsoring radio broadcasters both at a national and local level.

National and Market Questionnaires

The RTS national questionnaire is the same as the market RTS questionnaire with the exception being that market questionnaires have local items added. All local market RTS questionnaires use store and item lists submitted by the local radio stations funding the study. A market questionnaire is created by adding local stores, travel destinations and other items to the end of all national lists. In this way it is possible to combine all RTS questionnaires to create a nationally representative database. Some market questionnaires have custom questions that appear only in that market.

Method Overview

The RTS survey uses a return to sample method returning to all Numeris radio diary respondents in the RTS markets.

Sample Frame

The sample frame for RTS is every Numeris radio diary respondent. The sample frame for the Numeris radio diary is every household in Numeris measured markets (approximately 30) with a telephone number that was in working order at the time of recruitment.

Selection

The radio diary sample was stratified according to geography. From each geographic strata, households were electronically selected from computerized telephone listings using a systematic sampling method, with a random starting point and a fixed interval. Businesses and institutions were excluded from the sample. This tight stratification ensures that the radio diary sample is properly distributed down to the postal code level.

Recruitment

Recruitment for the Waves 1 and 2 sample was made by telephone over a thirteen-week period; recruitment for Wave 3 over a ten-week period, Wave 4 over a three-week period, Wave 5 and 6 over twelve-week period, Wave 7 and 8 over a nine-week period.

Up to seven attempts were made in order to contact selected households. The recruitment attempt was made with the adult head of the household, or another responsible adult member of the household, if the adult head was not available. The household flooding technique was used, whereby all persons 12 years of age or older were asked to participate in the study. Each diary respondent was asked to complete his/her own RTS questionnaire.

Paper and Online Samples

This release marks a transition from using paper and online RTS questionnaires to only using online questionnaires. In Wave 1, Wave 2 and Wave 4, Numeris radio diary respondents were given the option of completing a paper or online version of the radio diary. RTS respondents were asked to complete RTS questionnaires based on their radio diary selection – online or paper. In Wave 3, Wave 5 to Wave 8 radio diary respondents were not given a choice so only online versions of the radio diary were completed.

The distribution of online and paper questionnaires is as follows:

Age	% of Online/Paper by Age	
	Online	Paper
12 to 17 years	89%	11%
18 to 24 years	87%	13%
25 to 34 years	86%	14%
35 to 44 years	92%	8%
45 to 49 years	92%	8%
50 to 54 years	90%	10%
55 to 59 years	86%	14%
60 to 64 years	87%	13%
65 years+	94%	6%
Total	90%	10%

National Oversample

An oversample of 3,984 respondents was taken from those areas of Canada outside an RTS market. This sample was stratified according to Statistics Canada population proportions 12+ – excluding any RTS markets – in each province.

Data Collection

The RTS data collection period for this release ran in 8 waves. This covered the period from March 12, 2020 to March 8, 2021 and Jan 29, 2021 to July 30, 2021. RTS respondents were asked to complete RTS questionnaires following the radio survey measurement periods as:

Wave	Type of Questionnaires	Type of Mail-out	RTS Mail-out	Reminder 1	Reminder 2	Cut Off
Wave 1	Paper & online	Canada Post	Mar 12, 2020	Mar 23, 2020 - Mar 30, 2020	Apr 13, 2020 - Apr 20, 2020	July 27, 2020
Wave 2	Paper & online	Canada Post	June 4, 2020	Jun 15, 2020 - Jun 22, 2020	Jul 3, 2020 - Jul 10, 2020	July 27, 2020
Wave 3	Online	Electronic	Dec 2, 2020	Dec 7, 2020 - Dec 13, 2020	Dec 14, 2020 - Dec 20, 2020	Feb 18, 2021
Wave 4	Paper & online	Canada Post	Jan 12, 2021	Jan 22, 2021 - Jan 27, 2021	Feb 1, 2021 - Feb 5, 2021	Mar 8, 2021
Wave 5	Online	Electronic	Jan 29, 2021	Feb 8, 2021 - Feb 15, 2021	Feb 22, 2021 - Mar 1, 2021	July 30, 2021
Wave 6	Online	Electronic	Mar 26, 2021	Apr 6, 2021 - Apr 13, 2021	Apr 19, 2021 - Apr 26, 2021	July 30, 2021
Wave 7	Online	Canada Post	Apr 30, 2021	May 10, 2021 - May 17, 2021	May 25, 2021 - June 1, 2021	July 30, 2021
Wave 8	Online	Canada Post	June 4, 2021	June 14, 2021 - June 21, 2021	June 28, 2021 - July 5, 2021	July 30, 2021

Mail-Out

The mail-out for Wave 3, Wave 5 and Wave 6 was done by electronic mail in order to mitigate any risk to respondents from COVID-19.

Incentive

RTS respondents in Wave 1, Wave 2, Wave 4, Wave 7 and Wave 8 were given a \$5 cash incentive to encourage survey participation. RTS respondents in Wave 3, Wave 5 and Wave 6 were told via email, “we’ll be making a \$5 donation to your local foodbank via your provincial foodbank association.”

Follow Up

A series of reminder calls were placed to participating households to maximize the return rate. Very stringent calling procedures were put in place given the time-sensitive nature of the follow-up activities. The first reminder call was scheduled so that the household was called during the week when respondents were expected to be completing their questionnaires. A second reminder call was made only to those

households that had not returned a questionnaire after approximately two weeks from the beginning date of the survey week. In all instances, reminder calls targeted the original household contact reached at the recruitment stage. An email reminder was sent to online participants who had not completed a questionnaire approximately two weeks after the second reminder call. The email reminder was sent to the email address contact received at the recruitment stage.

Return Rates

All questionnaires were evaluated on a case-by-case basis. Due to rigorous data analysis and acceptability standards, about 5% of returned questionnaires were rejected as being unusable. Rejection of one questionnaire from the study did not necessarily exclude other valid questionnaires from the same household. Examples of reasons for rejecting RTS questionnaires are lower than 20% completion and late returns. Returned questionnaires were accepted until July 30, 2021. Any questionnaires returned after that date were not tabulated.

The return rate is the proportion of useable questionnaires returned out of the total number of recruited respondents. In all, 38,792 respondents were recruited from Numeris radio survey respondents. The return rates for RTS questionnaires are:

Market	Sent	Returned	Net Return Rate
Halifax	2,400	1,166	49%
Quebec City	3,066	1,392	45%
Montreal – F	3,539	1,667	47%
Montreal – E	2,360	1,158	49%
Montreal – Total	5,899	2,825	48%
Toronto	5,995	2,768	46%
Ottawa-Gatineau – E	2,728	1,303	48%
Hamilton	3,000	1,274	42%
Winnipeg	3,000	1,527	51%
Calgary	2,350	1,109	47%
Edmonton	2,450	1,212	49%
Vancouver	3,920	1,780	45%
Canada Coverage Sample	3,984	1,578	40%
Totals	38,792	17,934	46%

Sample Weighting – Local Market RTS

Numeris radio data was weighted based on the latest Numeris 12+ population figures projected from 2016 Statistics Canada Census data. The population estimates also take into account intercensal population growth by age/sex by province. The sample was weighted using a technique called sample balancing or iterative proportional fitting. The weighting scheme for RTS is the same as the Numeris radio survey weighting.

Sample Weighting – RTS Canada

To create a nationally representative weighted database, Numeris combines all respondents from all markets and from the Canada coverage sample. The markets keep their regular RTS weights as described above, the Canada coverage sample is reweighted to correct population proportions age within sex for the remaining balance by region.

RTS Markets, Regions and Populations

The table in appendix II shows the populations and in-tab sample for RTS markets and regions. The Canada coverage sample balances are also shown, however, only market and regional data is available in RTS.

Radio Station Format Coding – RTS Canada

RTS Canada has extensive radio tuning data by format. To create this, every station in the Numeris station master is assigned a format code. Coding was done by using the format submitted by Numeris member radio stations for use in the Numeris radio survey. If the station was not a member of Numeris or no format was submitted, then we used the station’s website to determine the format. If the station had no website or the information on the website was unclear the station was assigned a not classified code.

Numeris RTS Method Changes for Metered Radio Markets

Numeris RTS is conducted in PPM markets using the exact same methodology as in non PPM RTS markets. The Numeris RTS PPM markets are: Montreal, Toronto, Calgary, Edmonton and Vancouver. Since there is no longer a Numeris radio diary survey other than for full coverage purposes being conducted in PPM RTS markets, Numeris RTS conducts a special radio diary survey in these markets. This special survey is conducted in exactly the same way as any other Numeris radio survey and incorporates all regular Numeris radio diary survey and radio tuning data processing methodology. RTS uses this diary survey in two ways, 1) to derive Numeris RTS radio tuning data, and; 2) to create the sample to mail RTS questionnaires. The following table shows the in-tabs for the RTS radio survey in each PPM market for this RTS release.

RTS Sponsored & Numeris Full Coverage

RTS Fall 2021	Release
Montreal - Total	5,899
Montreal - Franco	3,539
Montreal - Anglo	2,360
Toronto	5,995
Calgary	2,350
Edmonton	2,450
Vancouver	3,920

Data Processing

Data Entry

RTS data is entered using a very advanced scanning methodology. An independent verification of the data entry procedure by scanning was performed in the summer 1998. A random sample of 100 questionnaires from Vancouver was pulled from those previously scanned. These questionnaires were sent to the Tilwood Group, a well-established and independent data processing firm in Toronto. Of those questionnaires, 12 were found to be blank and removed from the analysis. The remaining questionnaires were manually entered producing a total of 122,500 keystrokes. The same questionnaires were then entered a second time by a different group of entry clerks, and any disparity between the two manually entered sets noted and corrected. This final ‘double-entered’ data set was then compared with the data derived from the scanning process. The error rate for each process was:

manual entry 0.11%
scanned entry 0.17%

The nature of the errors in the scanned data was such that some minor reprogramming at the scanning stage would allow the error rate to be reduced even further. This was done in early 1999.

Ascription of Missing Booklets

The process of collecting data from a group of respondents rarely, if ever, results in a 100% response rate. Even the Canadian Census, supported by legislation, cannot achieve this level of cooperation. Any incomplete questionnaires, either totally blank or with less than 20% of the categories answered, are considered non-responders.

This sets up a situation where up to 50% of responders to the diary do not have any associated product data. This can be handled in one of three ways:

- a. Do nothing. In this option all non-responders would be shown in the data as ‘Not Stated’. However, when analyzing the data, this ‘Not Stated’ group would become the largest single category, a situation generally considered unacceptable.
- b. Reweight the data to allow the responders to represent the entire population, and hence eliminating non-responders from the final product data set. While a statistically acceptable alternative, this process would present the users with two different data sets, one based on all diary responders and one on product responders only. The radio tuning data drawn from the diary panel would inevitably be different from the same data from the smaller RTS sample and this is considered impractical at best.
- c. Ascribe the missing data. In this process data is inputted on a non-responder by statistically matching that individual with a responder. This process in one form or another is used universally to correct for such missing data where the appropriate conditions exist. Ascription was applied to missing booklets in this study.

In order to ensure that the ascription was carried out in accordance with acceptable practices, a review of methods employed by other similar studies in Canada, the US and elsewhere was undertaken. From this it was determined that the ascription employed by the Print Measurement Bureau in Canada was most appropriate to act as a model for Numeris.

The model requires that a non-responder and a responder match on six demographic characteristics drawn from the previously completed personal diary. These were:

- Sex
- Age
- Household Size
- Education
- Occupation
- Household Income

The matches had to be made on all 6 characteristics within pre-stated limits, with the exception that a non-answer to household income by the responder was not sufficient to invalidate the match.

The actual process followed took the following steps:

1. An analysis of the data in all ten markets to determine the scope of the undertaking.
2. A reclassification of all records in the product data set as responders or non-responders. The latter were, as stated, defined as individuals who:
 - Did not return a booklet
 - Returned a booklet which was totally blank
 - Returned a booklet which was less than 20% complete
3. Producing profile tables of responders, non-responders and partial responders to determine the viability of the data for ascription. These tables showed that the variability among the three groups was small enough to allow reasonable conditions for data input.
4. Applying the ascription model market by market. This results in matches for all of the non-responding records. In Toronto, for example, there would be matches for 94% of the non-responding records, leaving 6% of the total base for whom we had no product information.
5. Producing a set of tables which compared ascribed data with non-ascribed or collected data. These tables showed a very high degree of comparability, particularly where the number of respondents in a cell were sufficiently high to allow for reporting in a standard analysis routine.

Ascription of Item Non-Response

There are in any set of completed questionnaires, some individual questions left unanswered by a respondent. This phenomenon, known as item non-response, can also be corrected in any number of ways. In Numeris RTS Fall 2021 product data, the degree of item non-response on a full data set (ascribed plus unascribed data) ranged from 0 to about 6%. In order to reduce these levels to as close to zero as possible, a procedure of several rules was established.

1. In a category (such as Groceries) where multiple responses are possible (such as store names), if one or more response items (stores) have been indicated as used (shopped at), all blank response items (stores) were set to 'did not shop'. For example, in Toronto, if in the 'Groceries' section, Metro was ticked off at 'Once a month', IGA/Foodland at '2-3 times a month' and all others (Bruno's, Food Basics, Loblaws, etc.) left blank, those blanks were replaced by 'did not shop'.
2. All questions were classified as either personal or household questions. In the case where there were multiple respondents from the same household and one member of that household answered all questions while the others did not, the data on household questions were transferred to all members of that same household.
3. For those questions (personal and household) left incomplete, data was assigned based on the distribution curve for responses to that question from the unascribed data of individuals in the same age, sex and geographic strata. This process, in conjunction with the booklet ascription, resulted in a complete data set virtually free of missing data. As before, ascribed data was compared with unascribed data on a number of demographic and product usage characteristics and the results were found to be very similar.

Editing the Data

After all ascription and assignment tasks were completed, a series of logic checks were conducted on the data set. These checks were to ensure that no ‘impossible’ data is released.

An example of the logic checks is if a respondent claims not to wear glasses or contact lenses, the next two questions relating to eyewear (amount spent and consideration of laser eye surgery) had to be blank.

Media Quintiles & Terciles

RTS provides the user with an additional way of examining the media listening habits of respondents. Respondents are grouped into five equally sized groups (quintiles) according to their time spent listening, viewing, or reading. The concept of terciles is similar except that respondents are grouped into three equally sized groups. Note, for example, that a heavy radio listener can simultaneously belong to a light television viewing group. It is the respondent's use of the individual media, not their combined usage that determines their membership in each of the media groups. The quintile and tercile definitions are shown in Appendix I.

Shopping Terciles

How they are created

How to interpret them

The shopping tercile summary variables were created to help users look at shopping based on retail categories (e.g. grocery, furniture and appliance etc.), rather than by specific retail stores. The concept is similar to media tuning/viewing terciles. Respondents are grouped into tiers (terciles) based on their frequency of usage or visits. But unlike tuning/viewing data however, the sample is not sorted or grouped by an actual number representing the amount of shopping or the actual number of visits. Shopping terciles are created by summing mid-point weights of the shopping frequency scale and dividing respondents into three groups based on their score.

The objective of these summarized data is to help users categorize respondents' usage of a category, (e.g. grocery markets, convenience stores, shopping malls, etc.) not individual retailers. Respondents visiting all the listed shops/malls infrequently can end up in a higher quintile/tercile than another respondent who visited one shop/mall often.

Like all groupings based on similar characteristics, there will always be the odd exception. The terciles do, however, reflect a propensity for those in a particular group to behave in a certain manner. Shopping terciles are available in RTS market studies only.

RTS Occupation Summary Coding in SalesPRO

SalesPRO gives the user a convenient summary of various occupation groups. These groupings are combinations of the occupation codes from the radio diary. These summaries are available using the category tab and looking under “Demographics – Occupation”. Definitions follow:

MPE - Upper:

group/label

1-> Senior manager/executive

3-> Professional

MPE - Inclusive:

group/label

1 -> Senior manager/executive

2 -> Middle and other manager

3 -> Professional

5 -> Technical/skilled occupations

7 -> Specialized sales and service

10 -> Self employed

"MPE" stands for "Manager, Professional, Executive".

Tradesperson

group/label

6 -> Trades or skilled equipment operators

Clerical/Service

group/label

4 -> Administrative/office support

8 -> Other sales and service

Primary Occupations

group/label

9 -> Labourer

TIP: If you require your own custom groupings, you can easily create them by using the codebook tab and looking under the heading “Demographics – Occupation”. Don’t forget you can easily combine occupations by selecting them and clicking combine. Remember to save your run on the main screen.

Media Tercile RTS Fall 2021

Canada				Vancouver			Edmonton				Calgary				
TV (Avg. week - Base: Viewers)				TV			TV				TV				
Hours	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	0.02	12.25	33%	T1	0.13	11.50	33%	T1	0.17	12.00	33%	T1	0.17	11.00	33%
T2	12.25	28.00	33%	T2	11.50	26.92	33%	T2	12.00	27.00	33%	T2	11.02	25.00	33%
T3	28.00+		33%	T3	27.00+		33%	T3	27.00+		33%	T3	25.00+		33%
Daily Newspaper (Avg. week - Base: Readers)				Daily Newspaper			Daily Newspaper				Daily Newspaper				
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	1	120	33%	T1	5	120	33%	T1	2	120	33%	T1	3	100	33%
T2	120	340	33%	T2	120	330	34%	T2	120	360	33%	T2	100	300	33%
T3	340+		33%	T3	330+		33%	T3	360+		33%	T3	300+		33%
Community Newspaper (Avg. issue - Base: Readers)				Community Newspaper			Community Newspaper				Community Newspaper				
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	1	15	33%	T1	2	20	33%	T1	2	15	33%	T1	2	10	33%
T2	15	30	33%	T2	20	30	33%	T2	15	30	33%	T2	10	30	33%
T3	30+		33%	T3	30+		33%	T3	30+		34%	T3	30+		33%
Internet (Avg. day - Base: Has Internet access)				Internet			Internet				Internet				
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	1	206	33%	T1	3	197	33%	T1	1	214	33%	T1	2	223	33%
T2	206	364	33%	T2	197	334	33%	T2	214	381	33%	T2	223	377	33%
T3	364+		33%	T3	334+		33%	T3	381+		33%	T3	377+		33%
Magazine (Avg. day - Base: All)				Magazine			Magazine				Magazine				
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	1	30	33%	T1	2	30	33%	T1	5	20	33%	T1	2	15	33%
T2	30	60	33%	T2	30	60	33%	T2	20	60	33%	T2	15	30	33%
T3	60+		33%	T3	60+		34%	T3	60+		33%	T3	30+		34%
Radio (Weekly - Base: All)				Radio			Radio				Radio				
Hours	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	0.00	2.25	32%	T1	0.00	1.75	33%	T1	0.00	2.50	33%	T1	0.00	2.25	34%
T2	2.50	10.75	34%	T2	2.00	9.00	33%	T2	2.75	11.00	34%	T2	2.50	9.50	33%
T3	11.00+		33%	T3	9.25+		33%	T3	11.25+		33%	T3	9.75+		33%

Winnipeg				Hamilton				Toronto				Ottawa-Gatineau - English			
TV (Avg. week - Base: Viewers)				TV				TV				TV			
Hours	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	0.13	12.00	33%	T1	0.03	14.08	33%	T1	0.07	12.50	33%	T1	0.13	12.00	33%
T2	12.00	28.00	33%	T2	14.17	30.00	33%	T2	12.50	27.50	33%	T2	12.00	28.00	33%
T3	28.00+		33%	T3	30.00+		33%	T3	27.50+		33%	T3	28.00+		33%
Daily Newspaper (Avg. week - Base: Readers)				Daily Newspaper				Daily Newspaper				Daily Newspaper			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	3	120	33%	T1	3	120	33%	T1	1	120	33%	T1	3	120	33%
T2	120	315	33%	T2	120	330	33%	T2	120	360	33%	T2	120	360	33%
T3	315+		33%	T3	330+		33%	T3	360+		33%	T3	360+		33%
Community Newspaper (Avg. issue - Base: Readers)				Community Newspaper				Community Newspaper				Community Newspaper			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	1	15	33%	T1	2	15	33%	T1	1	15	33%	T1	1	15	33%
T2	15	30	33%	T2	15	30	33%	T2	15	30	33%	T2	15	30	33%
T3	30+		33%	T3	30+		33%	T3	30+		33%	T3	30+		33%
Internet (Avg. day - Base: Has Internet access)				Internet				Internet				Internet			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	1	223	33%	T1	1	223	33%	T1	1	244	33%	T1	1	260	33%
T2	223	383	33%	T2	223	390	33%	T2	245	420	33%	T2	260	444	33%
T3	384+		33%	T3	393+		33%	T3	421+		33%	T3	446+		33%
Magazine (Avg. day - Base: All)				Magazine				Magazine				Magazine			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	5	20	33%	T1	1	30	33%	T1	5	30	33%	T1	1	20	33%
T2	20	35	33%	T2	30	60	33%	T2	30	60	33%	T2	20	60	33%
T3	40+		34%	T3	60+		33%	T3	60+		33%	T3	60+		33%
Radio (Weekly - Base: All)				Radio				Radio				Radio			
Hours	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
T1	0.00	2.25	33%	T1	0.00	2.25	33%	T1	0.00	2.25	33%	T1	0.00	2.75	33%
T2	2.50	9.50	34%	T2	2.50	10.75	33%	T2	2.50	10.25	34%	T2	3.00	11.75	34%
T3	9.75+		33%	T3	11.00+		34%	T3	10.50+		33%	T3	12.00+		33%

Montreal				Montreal - French				Montreal - English				Quebec City			
TV (Avg. week - Base: Viewers)				TV				TV				TV			
Hours	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.			
T1	0.05	12.00	33%	T1	0.02	12.50	33%	T1	0.05	12.00	33%	T1	0.02	14.00	33%
T2	12.00	27.00	33%	T2	12.50	28.00	33%	T2	12.00	26.00	33%	T2	14.00	30.00	33%
T3	27.00+		33%	T3	28.00+		33%	T3	26.00+		33%	T3	30.00+		33%
Daily Newspaper (Avg. week - Base: Readers)				Daily Newspaper				Daily Newspaper				Daily Newspaper			
Minutes	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.			
T1	3	120	33%	T1	3	150	33%	T1	3	120	33%	T1	1	180	33%
T2	120	420	33%	T2	150	420	33%	T2	120	315	33%	T2	180	420	33%
T3	420+		33%	T3	420+		33%	T3	315+		33%	T3	420+		33%
Community Newspaper (Avg. issue - Base: Readers)				Community Newspaper				Community Newspaper				Community Newspaper			
Minutes	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.			
T1	1	15	33%	T1	1	15	33%	T1	2	15	33%	T1	1	15	33%
T2	15	30	33%	T2	15	30	33%	T2	15	30	33%	T2	15	30	33%
T3	30+		33%	T3	30+		33%	T3	30+		33%	T3	30+		33%
Internet (Avg. day - Base: Has Internet access)				Internet				Internet				Internet			
Minutes	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.			
T1	1	180	33%	T1	1	171	33%	T1	2	203	33%	T1	1	159	33%
T2	180	326	33%	T2	171	309	33%	T2	204	351	33%	T2	159	300	33%
T3	326+		33%	T3	309+		33%	T3	351+		33%	T3	300+		33%
Magazine (Avg. day - Base: All)				Magazine				Magazine				Magazine			
Minutes	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.			
T1	3	30	33%	T1	3	30	33%	T1	5	20	33%	T1	2	30	33%
T2	30	60	33%	T2	30	60	34%	T2	20	60	33%	T2	30	60	33%
T3	60+		33%	T3	60+		33%	T3	60+		33%	T3	60+		34%
Radio (Weekly - Base: All)				Radio				Radio				Radio			
Hours	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.			
T1	0.00	3.25	34%	T1	0.00	2.00	33%	T1	0.00	3.00	34%	T1	0.00	3.25	33%
T2	3.50	13.50	33%	T2	2.25	11.25	34%	T2	3.25	13.00	33%	T2	3.50	15.75	34%
T3	13.75+		33%	T3	11.50+		33%	T3	13.25+		33%	T3	16.00+		33%

Halifax

TV (Avg. week - Base: Viewers)

Hours	From	To	Pct.
T1	0.02	12.00	33%
T2	12.00	28.00	33%
T3	28.00+		33%

Daily Newspaper (Avg. week - Base: Readers)

Minutes	From	To	Pct.
T1	1	90	33%
T2	90	300	33%
T3	300+		34%

Community Newspaper (Avg. issue - Base: Readers)

Minutes	From	To	Pct.
T1	2	15	33%
T2	15	30	33%
T3	30+		33%

Internet (Avg. day - Base: Has Internet access)

Minutes	From	To	Pct.
T1	1	231	33%
T2	231	420	33%
T3	420+		33%

Magazine (Avg. day - Base: All)

Minutes	From	To	Pct.
T1	2	20	33%
T2	20	60	33%
T3	60+		33%

Radio (Weekly - Base: All)

Hours	From	To	Pct.
T1	0.00	2.00	33%
T2	2.25	10.75	33%
T3	11.00+		34%

Media Quintile RTS Fall 2021

Canada				Vancouver				Edmonton				Calgary			
TV (Avg. week - Base: Viewers)				TV				TV				TV			
Hours	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	0.02	7.17	20%	Q1	0.13	6.57	20%	Q1	0.17	7.50	20%	Q1	0.17	7.00	20%
Q2	7.17	15.00	20%	Q2	6.80	14.00	20%	Q2	7.67	14.75	20%	Q2	7.00	14.00	20%
Q3	15.00	24.50	20%	Q3	14.00	23.00	20%	Q3	14.82	23.50	20%	Q3	14.00	22.00	20%
Q4	24.50	36.00	20%	Q4	23.00	34.50	20%	Q4	23.50	36.00	20%	Q4	22.00	33.83	20%
Q5	36.00+		20%	Q5	34.50+		20%	Q5	36.00+		20%	Q5	34.00+		20%
Daily Newspaper (Avg. week - Base: Readers)				Daily Newspaper				Daily Newspaper				Daily Newspaper			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	1	60	20%	Q1	5	60	20%	Q1	2	60	20%	Q1	3	60	19%
Q2	60	140	20%	Q2	60	150	20%	Q2	60	150	20%	Q2	60	120	21%
Q3	140	300	20%	Q3	150	300	20%	Q3	150	300	20%	Q3	120	240	20%
Q4	300	480	20%	Q4	300	420	20%	Q4	300	420	20%	Q4	240	420	20%
Q5	480+		20%	Q5	420+		20%	Q5	420+		20%	Q5	420+		20%
Community Newspaper (Avg. issue - Base: Readers)				Community Newspaper				Community Newspaper				Community Newspaper			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	1	15	20%	Q1	2	15	20%	Q1	2	15	20%	Q1	2	10	20%
Q2	15	20	20%	Q2	15	20	20%	Q2	15	20	20%	Q2	10	15	20%
Q3	20	30	20%	Q3	20	30	20%	Q3	20	30	20%	Q3	15	20	20%
Q4	30	60	20%	Q4	30	60	20%	Q4	30	60	20%	Q4	20	30	20%
Q5	60+		20%	Q5	60+		20%	Q5	60+		20%	Q5	30+		20%
Internet (Avg. day - Base: Has Internet access)				Internet				Internet				Internet			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	1	148	20%	Q1	3	146	20%	Q1	1	154	20%	Q1	2	163	20%
Q2	148	240	20%	Q2	146	227	20%	Q2	154	246	20%	Q2	163	249	20%
Q3	240	330	20%	Q3	227	309	20%	Q3	246	343	20%	Q3	249	342	20%
Q4	330	454	20%	Q4	309	420	20%	Q4	343	480	20%	Q4	343	463	20%
Q5	454+		20%	Q5	420+		20%	Q5	480+		20%	Q5	463+		20%
Magazine (Avg. day - Base: All)				Magazine				Magazine				Magazine			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	1	15	20%	Q1	2	15	20%	Q1	5	15	20%	Q1	2	10	20%
Q2	15	30	20%	Q2	15	30	20%	Q2	15	30	20%	Q2	10	20	20%
Q3	30	60	20%	Q3	30	30	20%	Q3	30	30	20%	Q3	20	30	20%
Q4	60	60	20%	Q4	30	60	20%	Q4	30	60	20%	Q4	30	60	20%
Q5	60+		20%	Q5	60+		20%	Q5	60+		20%	Q5	60+		20%
Radio (Weekly - Base: All)				Radio				Radio				Radio			
Hours	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	0.00	0.50	21%	Q1	0.00	0.00	19%	Q1	0.00	0.50	21%	Q1	0.00	0.50	21%
Q2	0.75	3.50	19%	Q2	0.25	2.75	21%	Q2	0.75	3.50	19%	Q2	0.75	3.25	20%
Q3	3.75	8.25	20%	Q3	3.00	7.00	20%	Q3	3.75	8.25	21%	Q3	3.50	7.00	20%
Q4	8.50	20.25	20%	Q4	7.25	17.00	20%	Q4	8.50	21.00	20%	Q4	7.25	17.75	20%
Q5	20.50+		20%	Q5	17.25+		20%	Q5	21.25+		20%	Q5	18.00+		20%

Winnipeg				Hamilton				Toronto				Ottawa-Gatineau - English			
TV (Avg. week - Base: Viewers)				TV				TV				TV			
Hours	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.
Q1	0.13	7.00	20%	Q1	0.03	8.00	20%	Q1	0.07	7.25	20%	Q1	0.13	7.38	20%
Q2	7.00	14.00	20%	Q2	8.00	17.00	20%	Q2	7.25	15.00	20%	Q2	7.50	15.00	20%
Q3	14.00	24.50	20%	Q3	17.00	26.50	20%	Q3	15.00	24.00	20%	Q3	15.00	24.00	20%
Q4	24.50	36.00	20%	Q4	26.50	38.50	20%	Q4	24.00	36.00	20%	Q4	24.00	35.00	20%
Q5	36.00+		20%	Q5	38.50+		20%	Q5	36.00+		20%	Q5	35.00+		20%
Daily Newspaper (Avg. week - Base: Readers)				Daily Newspaper				Daily Newspaper				Daily Newspaper			
Minutes	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.
Q1	3	60	20%	Q1	3	60	20%	Q1	1	60	20%	Q1	3	60	20%
Q2	60	150	20%	Q2	60	150	20%	Q2	60	150	20%	Q2	60	150	20%
Q3	150	270	20%	Q3	150	300	20%	Q3	150	300	20%	Q3	150	300	20%
Q4	270	420	20%	Q4	300	480	20%	Q4	300	540	20%	Q4	300	540	20%
Q5	420+		20%	Q5	480+		20%	Q5	540+		20%	Q5	540+		20%
Community Newspaper (Avg. issue - Base: Readers)				Community Newspaper				Community Newspaper				Community Newspaper			
Minutes	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.
Q1	1	10	20%	Q1	2	10	20%	Q1	1	15	20%	Q1	1	15	20%
Q2	10	15	20%	Q2	10	20	20%	Q2	15	20	20%	Q2	15	20	20%
Q3	15	30	20%	Q3	20	30	20%	Q3	20	30	20%	Q3	20	30	20%
Q4	30	40	20%	Q4	30	60	20%	Q4	30	60	20%	Q4	30	60	20%
Q5	45+		20%	Q5	60+		20%	Q5	60+		20%	Q5	60+		20%
Internet (Avg. day - Base: Has Internet access)				Internet				Internet				Internet			
Minutes	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.
Q1	1	161	20%	Q1	1	154	20%	Q1	1	176	20%	Q1	1	189	20%
Q2	161	249	20%	Q2	154	249	20%	Q2	176	279	20%	Q2	189	300	20%
Q3	249	343	20%	Q3	249	349	20%	Q3	279	386	20%	Q3	300	407	20%
Q4	343	467	20%	Q4	349	480	20%	Q4	386	520	20%	Q4	407	531	20%
Q5	467+		20%	Q5	480+		20%	Q5	520+		20%	Q5	531+		20%
Magazine (Avg. day - Base: All)				Magazine				Magazine				Magazine			
Minutes	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.
Q1	5	15	20%	Q1	1	15	20%	Q1	5	20	20%	Q1	1	15	20%
Q2	15	25	20%	Q2	15	30	20%	Q2	20	30	20%	Q2	15	30	20%
Q3	25	30	20%	Q3	30	45	20%	Q3	30	60	20%	Q3	30	30	20%
Q4	30	60	20%	Q4	45	60	20%	Q4	60	60	20%	Q4	30	60	20%
Q5	60+		20%	Q5	60+		20%	Q5	60+		20%	Q5	60+		20%
Radio (Weekly - Base: All)				Radio				Radio				Radio			
Hours	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.	From	To	Pct.
Q1	0.00	0.25	19%	Q1	0.00	0.25	19%	Q1	0.00	0.50	20%	Q1	0.00	0.50	19%
Q2	0.50	3.25	21%	Q2	0.50	3.50	21%	Q2	0.75	3.50	20%	Q2	0.75	4.00	21%
Q3	3.50	7.50	20%	Q3	3.75	8.00	20%	Q3	3.75	8.00	20%	Q3	4.25	9.00	20%
Q4	7.75	17.50	20%	Q4	8.25	19.75	20%	Q4	8.25	18.25	20%	Q4	9.25	20.50	20%
Q5	17.75+		20%	Q5	20.00+		20%	Q5	18.50+		20%	Q5	20.75+		20%

Montreal				Montreal - French				Montreal - English				Quebec City			
TV (Avg. week - Base: Viewers)				TV				TV				TV			
Hours	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	0.05	6.00	20%	Q1	0.02	6.50	20%	Q1	0.05	7.50	20%	Q1	0.02	8.00	20%
Q2	6.03	15.00	20%	Q2	6.50	15.00	20%	Q2	7.50	15.00	20%	Q2	8.00	17.00	20%
Q3	15.00	23.50	20%	Q3	15.00	24.50	20%	Q3	15.00	23.00	20%	Q3	17.00	26.00	20%
Q4	23.50	35.00	20%	Q4	24.50	36.00	20%	Q4	23.00	34.50	20%	Q4	26.00	37.00	20%
Q5	35.00+		20%	Q5	36.00+		20%	Q5	34.50+		20%	Q5	37.00+		20%
Daily Newspaper (Avg. week - Base: Readers)				Daily Newspaper				Daily Newspaper				Daily Newspaper			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	3	60	20%	Q1	3	75	20%	Q1	3	60	20%	Q1	1	120	20%
Q2	60	180	20%	Q2	75	180	20%	Q2	60	150	20%	Q2	120	220	20%
Q3	180	300	20%	Q3	180	330	20%	Q3	150	300	20%	Q3	220	360	20%
Q4	300	600	20%	Q4	330	600	20%	Q4	300	450	20%	Q4	360	580	20%
Q5	600+		20%	Q5	600+		20%	Q5	450+		20%	Q5	600+		20%
Community Newspaper (Avg. issue - Base: Readers)				Community Newspaper				Community Newspaper				Community Newspaper			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	1	15	20%	Q1	1	15	20%	Q1	2	10	20%	Q1	1	10	20%
Q2	15	20	20%	Q2	15	20	20%	Q2	10	15	20%	Q2	10	15	20%
Q3	20	30	20%	Q3	20	30	20%	Q3	15	30	20%	Q3	15	30	20%
Q4	30	60	20%	Q4	30	60	20%	Q4	30	45	20%	Q4	30	60	20%
Q5	60+		20%	Q5	60+		20%	Q5	45+		20%	Q5	60+		20%
Internet (Avg. day - Base: Has Internet access)				Internet				Internet				Internet			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	1	126	20%	Q1	1	120	20%	Q1	2	141	20%	Q1	1	116	20%
Q2	126	206	20%	Q2	120	197	20%	Q2	141	223	20%	Q2	116	180	20%
Q3	206	292	20%	Q3	197	280	20%	Q3	223	317	20%	Q3	180	266	20%
Q4	294	411	20%	Q4	280	394	20%	Q4	317	437	20%	Q4	266	394	20%
Q5	411+		20%	Q5	394+		20%	Q5	437+		20%	Q5	396+		20%
Magazine (Avg. day - Base: All)				Magazine				Magazine				Magazine			
Minutes	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	3	15	20%	Q1	3	15	20%	Q1	5	15	19%	Q1	2	15	20%
Q2	15	30	20%	Q2	15	30	20%	Q2	15	30	21%	Q2	15	30	20%
Q3	30	60	20%	Q3	30	60	20%	Q3	30	45	20%	Q3	30	60	20%
Q4	60	60	20%	Q4	60	60	20%	Q4	45	60	20%	Q4	60	60	20%
Q5	60+		20%	Q5	60+		20%	Q5	60+		20%	Q5	60+		20%
Radio (Weekly - Base: All)				Radio				Radio				Radio			
Hours	From	To	Pct.		From	To	Pct.		From	To	Pct.		From	To	Pct.
Q1	0.00	0.75	20%	Q1	0.00	0.00	19%	Q1	0.00	0.50	20%	Q1	0.00	1.00	20%
Q2	1.00	4.50	20%	Q2	0.25	3.50	21%	Q2	0.75	4.25	21%	Q2	1.25	4.75	20%
Q3	4.75	10.25	20%	Q3	3.75	8.25	20%	Q3	4.50	10.00	20%	Q3	5.00	11.75	20%
Q4	10.50	25.00	20%	Q4	8.50	20.25	20%	Q4	10.25	23.75	20%	Q4	12.00	27.00	20%
Q5	25.25+		20%	Q5	20.50+		20%	Q5	24.00+		20%	Q5	27.25+		20%

Halifax

TV (Avg. week - Base: Viewers)

Hours	From	To	Pct.
Q1	0.02	6.00	20%
Q2	6.00	15.00	20%
Q3	15.00	25.00	20%
Q4	25.00	37.00	20%
Q5	37.00+		20%

Daily Newspaper (Avg. week - Base: Readers)

Minutes	From	To	Pct.
Q1	1	50	20%
Q2	50	120	20%
Q3	120	240	20%
Q4	240	420	20%
Q5	420+		20%

Community Newspaper (Avg. issue - Base: Readers)

Minutes	From	To	Pct.
Q1	2	10	20%
Q2	10	15	20%
Q3	15	30	20%
Q4	30	60	20%
Q5	60+		20%

Internet (Avg. day - Base: Has Internet access)

Minutes	From	To	Pct.
Q1	1	171	20%
Q2	171	266	20%
Q3	266	377	20%
Q4	377	510	20%
Q5	510+		20%

Magazine (Avg. day - Base: All)

Minutes	From	To	Pct.
Q1	2	15	20%
Q2	15	30	20%
Q3	30	30	20%
Q4	30	60	20%
Q5	60+		20%

Radio (Weekly - Base: All)

Hours	From	To	Pct.
Q1	0.00	0.25	20%
Q2	0.50	3.25	20%
Q3	3.50	8.25	20%
Q4	8.50	18.75	20%
Q5	19.00+		20%

**APPENDIX II - Numeris RTS Fall 2021
Population and Sample Disposition - by Region**

Population

		Region																	
		ATLANTIC			QUEBEC			ONTARIO			PRAIRIE			BC			Table Total		
		Count	Col%	Row%	Count	Col%	Row%	Count	Col%	Row%	Count	Col%	Row%	Count	Col%	Row%	Count	Col%	Row%
Audience	Teenager 12- 17	150,206	7	6	542,341	7	22	979,007	7	39	527,766	9	21	306,142	7	12	2,505,462	7	100
	Male 18- 24	98,110	5	6	329,256	4	20	687,772	5	41	323,075	5	19	226,217	5	14	1,664,430	5	100
	Male 25- 34	148,910	7	5	574,858	8	21	1,107,260	8	40	529,137	9	19	377,190	8	14	2,737,355	8	100
	Male 35- 49	214,645	10	6	853,603	11	23	1,423,882	11	38	757,482	13	20	511,021	11	14	3,760,633	11	100
	Male 50- 54	81,782	4	7	267,860	4	22	472,077	4	39	213,076	4	18	166,449	4	14	1,201,244	4	100
	Male 55- 64	185,841	9	7	619,437	8	24	1,007,118	8	39	433,685	7	17	352,839	8	14	2,598,920	8	100
	Male 65+	253,868	12	8	827,888	11	25	1,241,201	9	37	504,286	8	15	486,090	11	15	3,313,333	10	100
	Female 18- 24	91,906	4	6	312,446	4	20	642,510	5	41	299,607	5	19	211,937	5	14	1,558,406	5	100
	Female 25- 34	143,401	7	6	537,481	7	21	1,050,629	8	41	498,167	8	19	358,364	8	14	2,588,042	8	100
	Female 35- 49	225,813	10	6	827,190	11	22	1,470,561	11	39	742,348	12	20	519,091	11	14	3,785,003	11	100
	Female 50- 54	84,258	4	7	261,585	3	22	486,097	4	40	207,196	3	17	177,284	4	15	1,216,420	4	100
	Female 55- 64	193,101	9	7	617,519	8	23	1,032,311	8	39	432,580	7	16	373,394	8	14	2,648,905	8	100
	Female 65+	293,914	14	8	948,722	13	25	1,490,304	11	39	578,849	10	15	554,691	12	14	3,866,480	12	100
Table Total		2,165,755	100	6	7,520,186	100	22	13,090,729	100	39	6,047,254	100	18	4,620,709	100	14	33,444,633	100	100

In-tab sample

		Region																	
		ATLANTIC			QUEBEC			ONTARIO			PRAIRIE			BC			Table Total		
		Count	Col%	Row%	Count	Col%	Row%	Count	Col%	Row%	Count	Col%	Row%	Count	Col%	Row%	Count	Col%	Row%
Audience	Teenager 12- 17	88	3	4	635	6	31	658	5	32	455	5	22	210	5	10	2,046	5	100
	Male 18- 24	74	3	6	311	3	26	431	3	37	244	3	21	118	3	10	1,178	3	100
	Male 25- 34	109	4	8	287	3	20	574	4	41	299	4	21	142	3	10	1,411	4	100
	Male 35- 49	204	7	7	1,038	10	33	989	8	32	664	8	21	233	5	7	3,128	8	100
	Male 50- 54	114	4	7	458	5	27	597	5	35	362	4	21	189	4	11	1,720	4	100
	Male 55- 64	288	10	7	1,196	12	27	1,483	11	34	917	11	21	498	11	11	4,382	11	100
	Male 65+	467	16	8	1,166	12	21	1,839	14	33	1,269	15	23	774	17	14	5,515	14	100
	Female 18- 24	60	2	6	319	3	31	336	3	33	222	3	22	94	2	9	1,031	3	100
	Female 25- 34	99	3	7	302	3	23	525	4	39	284	3	21	124	3	9	1,334	3	100
	Female 35- 49	270	9	7	1,280	13	34	1,164	9	31	795	9	21	306	7	8	3,815	10	100
	Female 50- 54	127	4	7	518	5	28	597	5	33	378	4	21	200	4	11	1,820	5	100
	Female 55- 64	393	14	8	1,265	13	25	1,678	13	33	1,127	13	22	625	14	12	5,088	13	100
	Female 65+	561	20	9	1,284	13	20	2,077	16	33	1,460	17	23	942	21	15	6,324	16	100
Table Total		2,854	100	7	10,059	100	26	12,948	100	33	8,476	100	22	4,455	100	11	38,792	100	100

*** Numeris proprietary ***

APPENDIX IIB - Numeris RTS Fall 2021
Population and Sample Disposition - by Market and Over-Sample Area

Population

		ATLANTIC BALANCE	Halifax CTRL	QUEBEC BALANCE	Quebec CTRL	Montreal CTRL	Ottawa-Gatineau Anglo (QUE) *	ONTARIO BALANCE	Ottawa-Gatineau Anglo (ONT) *	Ottawa-Gatineau Anglo CTRL	Toronto CTRL	Hamilton CTRL	PRAIRIE BALANCE	Winnipeg CTRL	Calgary CTRL	Edmonton CTRL	BC BALANCE	Vancouver CTRL	Table Total	
		Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Audience	Teenager 12- 17	123,139	27,067	202,103	48,842	287,150	4,246	423,026	67,447	71,693	434,545	53,989	250,836	60,110	112,382	104,438	147,690	158,452	2,505,462	
	Male 18- 24	78,206	19,904	115,023	29,767	181,802	2,664	279,880	48,142	50,806	322,787	36,963	144,541	44,392	67,220	66,922	96,269	129,948	1,664,430	
	Male 25- 34	111,043	37,867	188,556	58,621	322,282	5,399	438,378	80,863	86,262	529,572	58,447	214,314	67,876	121,369	125,578	158,297	218,893	2,737,355	
	Male 35- 49	168,876	45,769	300,917	85,127	459,616	7,943	572,437	98,890	106,833	675,491	77,064	313,073	89,336	185,136	169,937	226,188	284,833	3,760,633	
	Male 50- 54	68,145	13,637	98,445	24,489	142,760	2,166	200,934	31,912	34,078	213,098	26,133	91,168	25,898	51,347	44,663	76,863	89,586	1,201,244	
	Male 55- 64	155,203	30,638	262,774	58,021	294,153	4,489	463,399	65,710	70,199	422,219	55,790	198,331	53,499	93,756	88,099	173,732	179,107	2,598,920	
	Male 65+	218,412	35,456	384,230	83,401	355,218	5,039	618,686	75,182	80,221	478,196	69,137	243,628	64,142	98,783	97,733	265,139	220,951	3,313,333	
	Female 18- 24	73,047	18,859	107,689	28,978	173,436	2,343	259,985	45,592	47,935	302,623	34,310	134,001	39,576	63,465	62,565	88,773	123,164	1,558,406	
	Female 25- 34	105,771	37,630	173,016	54,293	305,144	5,028	401,622	78,270	83,298	515,375	55,362	197,177	63,919	118,728	118,343	145,348	213,016	2,588,042	
	Female 35- 49	178,307	47,506	282,324	79,482	458,304	7,080	575,551	101,619	108,699	713,349	80,042	301,811	88,997	185,591	165,949	223,663	295,428	3,785,003	
	Female 50- 54	69,675	14,583	95,498	23,842	140,252	1,993	202,081	32,056	34,049	225,402	26,558	87,930	26,416	49,469	43,381	78,499	98,785	1,216,420	
	Female 55- 64	161,193	31,908	262,757	59,054	291,498	4,210	475,164	65,539	69,749	434,427	57,181	195,499	54,785	93,583	88,713	183,657	189,737	2,648,905	
Female 65+	250,542	43,372	411,833	100,730	431,281	4,878	727,450	87,540	92,418	589,240	86,074	271,534	79,472	112,678	115,165	295,698	258,993	3,866,480		
Table Total		1,761,559	404,196	2,885,165	734,647	3,842,896	57,478	5,638,593	878,762	936,240	5,856,324	717,050	2,643,843	758,418	1,353,507	1,291,486	2,159,816	2,460,893	33,444,633	

In tab sample

		ATLANTIC BALANCE	Halifax CTRL	QUEBEC BALANCE	Quebec CTRL	Montreal CTRL	Ottawa-Gatineau Anglo (QUE) *	ONTARIO BALANCE	Ottawa-Gatineau Anglo (ONT) *	Ottawa-Gatineau Anglo CTRL	Toronto CTRL	Hamilton CTRL	PRAIRIE BALANCE	Winnipeg CTRL	Calgary CTRL	Edmonton CTRL	BC BALANCE	Vancouver CTRL	Table Total	
		Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Audience	Teenager 12- 17	23	65	39	209	370	17	109	131	148	292	126	45	136	138	136	28	182	2,046	
	Male 18- 24	22	52	28	91	180	12	66	84	96	214	67	30	104	60	50	15	103	1,178	
	Male 25- 34	23	86	41	82	151	13	110	123	136	249	92	48	144	51	56	38	104	1,411	
	Male 35- 49	46	158	87	397	513	41	156	233	274	377	223	71	259	171	163	55	178	3,128	
	Male 50- 54	20	94	29	154	254	21	61	119	140	298	119	28	128	113	93	21	168	1,720	
	Male 55- 64	41	247	79	354	719	44	136	280	324	723	344	58	318	281	260	50	448	4,382	
	Male 65+	54	413	105	318	723	20	161	320	340	867	491	70	408	361	430	68	706	5,515	
	Female 18- 24	15	45	20	74	218	7	66	77	84	134	59	22	82	63	55	15	79	1,031	
	Female 25- 34	20	79	54	90	142	16	109	108	124	211	97	44	144	48	48	34	90	1,334	
	Female 35- 49	47	223	86	485	669	40	164	227	267	491	282	75	291	208	221	56	250	3,815	
	Female 50- 54	22	105	26	150	326	16	59	117	133	301	120	25	128	104	121	17	183	1,820	
	Female 55- 64	48	345	75	348	798	44	145	306	350	828	399	61	384	354	328	54	571	5,088	
Female 65+	73	488	111	314	836	23	197	289	312	1010	581	99	474	398	489	84	858	6,324		
Table Total		454	2,400	780	3,066	5,899	314	1,539	2,414	2,728	5,995	3,000	676	3,000	2,350	2,450	535	3,920	38,792	

* Ottawa-Gatineau Anglo has respondents from both Quebec and Ontario. The market is shown three times in this table but the columns marked with an asterisk are not included in the table totals column in order to avoid double-counting them.