

# PMB Print Measurement Bureau – User Guide

Updated by A. Harland Sept. 2009 – adapted from PMB's own literature, see <http://www.pmb.ca>

PMB Print Measurement Bureau is a non-profit organization, representing the interests of Canadian publishers, advertising agencies, advertisers and other companies. PMB, via personal interviews and leave-behind questionnaires, produces information on magazine readership and exposure to other media, as well as information about users of products and services.

The latter make up the **Category Reports** which include demographic characteristics of product and service users, volume of usage of products and services, and demographics of brand users (for some products). Not included in the reports is readership data (ex: demographics of people who read *Châtelaine*), but this can be found in **PMB Readership Volume**, in the Webster Reserves (Circulation Desk): call# [HF 5415.33 C2P67](tel:514-343-5415)

## Examples of questions that can be answered with PMB:

- Who is my target market?
- What age groups of Canadians are more likely to be tea drinkers? See: [http://www.pmb.ca/public/e/product\\_data/tea\\_drinkers.jpg](http://www.pmb.ca/public/e/product_data/tea_drinkers.jpg)
- In which provinces are people more likely to play hockey? See: [http://www.pmb.ca/public/e/product\\_data/hockey.jpg](http://www.pmb.ca/public/e/product_data/hockey.jpg)
- In what stores do people tend to buy their gardening supplies? See: [http://www.pmb.ca/public/e/product\\_data/gardening.jpg](http://www.pmb.ca/public/e/product_data/gardening.jpg)

## How to access the PMB Category Reports:

Available electronically (2001-present) via the Concordia Libraries' list of [Databases](#) (under "P") or the [Entrepreneurship](#) page (under "Market & Consumer Data").

See following video for help with access:

<http://library.concordia.ca/research/subjects/marketing/screencasts/pmb/loggin/pmbloggingin.htm>

**Note:** as of 2009 there is a new interface available for the Category Reports; an additional button labeled "For 2009 and later studies" will appear when you click on "Product Data" .

## How to locate the table you need:

- **Study Guide:** click on the "PMB 2009 Spring" (or current year) button on the PMB Web site (<http://www.pmb.ca>) and choose "Study Guide" from the drop down menu. The Study Guide allows you to review a table of contents for the Category Reports.
- **Search Button:** available once you have accessed the 2008 or prior Category Reports. **Warning:** this keyword search does not always work (i.e. it misses keywords). **Not available for 2009 Category Reports.**
- **Browse** the available sections (ex: travel, business, personal care) in the Category Reports (see above on how to access). Consider that the titles of the tables from the 2008 and prior Category Reports reflect the questions on PMB's survey questionnaire.
- **Questionnaire:** reviewing the questions used in the survey may help you in locating the tables with the data you need. This may also help you to interpret the data.
  - **For access to questionnaires for most current Category Reports:** click on "PMB 2009 Spring" (or current year) button at top of screen for PMB website (<http://www.pmb.ca>).
  - **To keyword search latest and earlier questionnaires:** click on "SEARCH/ Resource Centre" button at top of screen for PMB website (<http://www.pmb.ca>).

## Other tools that might be helpful:

- **Glossary:** <http://www.pmb.ca/public/e/resource/glossary.shtml>
- **FAQ's:** <http://www.pmb.ca/public/e/resource/overview.shtml>

## How to read a table: Old Interface

Numbers used in the following explanations come from this table:

If you are unsure of the time period covered by the table check the questionnaire; see button above.

Table 29

PERSONALLY EAT CHOCOLATE / CAN  
A MANGE PERSONNELLEMENT DES TABLETTES DE

BASE: TOTAL CANADA -- ALL 12+ /

	TOTAL		NON-USER PAST 6 MONTHS/ NON-UTILISATEURS 6 DERNIERS MOIS				USER PAST 6 MONTHS/ UTILISATEURS 6 DERNIERS MOIS				PAST UTIL 7 DERNIE	
	'000	V%	'000	V%	H%	I	'000	V%	H%	I	'000	V%
SAMPLE / ECHANTILLON	25376	100	6263	100	25	100	17126	100	67	100	12645	100
POPULATION	27426	100	6590	100	24	100	18556	100	68	100	14066	100
AGE												
12 - 17	2536	9	322	5	13	53	2066	11	81	120	1675	12

**Sample / Echantillon** row: This is the number of questionnaire respondents. All **other** numbers in the '000 columns must be multiplied by a thousand. Ex: 25,376 people filled out a questionnaire and 17,126 responded that they had eaten chocolate in the last 6 months. **For 2009: only indicated on the intro page for a topic but not on the complete table.**

**Population** row: the number of people in thousands ('000) that the sample has been projected to. Ex: according to PMB, the sample of 25,376 people questioned is projected to represent 27,426,000 Canadians (ages 12 and up – the later number is based on Census figures). Of this number 18,556,000 are projected to have eaten chocolate in the last 6 months (based on survey data). Following rows look at particular segments. **For 2009: this information will appear on the intro page for a topic (these will be numbers for which a pop-up box appears that indicates “weighted” numbers) and in the top row of the complete table.**

**Total** column: provides the total number in thousands ('000) of the Canadian population and various segments, ex: there are 2,536,000 12-17 yr olds in Canada (numbers in this column are based on Census figures). Numbers in following columns marked with '000s are for segments of the population and are projections (except those in sample row). **For 2009: this information only appears on the complete table and is similarly marked and placed.**

**V% column:** Vertical Percentage. V% provides percentage of your market represented by a segment. Ex: 12-17 yr olds represent 11% chocolate eating population, i.e. 11% of people of who have eaten chocolate in a 6 months period are between the ages of 12-17 (2,066,000/18,556,000x100) -- this is based on the projections. **For 2009: this is equivalent to “% vert”. Only appears on the complete table.**

**H% column:** Horizontal Percentage. H% provides percentage of the segment that has been captured, i.e. the segment penetration for a product or service. Ex: Chocolate eating 12-17 yr olds represent 81% of the total population of 12-17 yr olds in Canada, i.e. 81% of 12-17 year olds had chocolate in a six months period (2,066,000/2,536,000x100) – this is based on the projections. **For 2009: this is equivalent to “% horz”. Some horizontal percentages also appear on the introductory topic page.**

**I (Index)** column: provides percent variance from national average, with 100 being average. Ex: 12-17 yr olds are 20% more likely to eat chocolate than the national average in a six month period. **For 2009: same as before. Only available on the complete table.**

## New Interface

See explanations above for help with interpreting the tables.

**Example of intro page for a topic (detail only):** Candy, Snacks > Chocolate/Candy Bars

The screenshot shows the PMB software interface. On the left is a navigation menu with categories like Restaurants, High Quality Restaurant, Meeting/Dating Service, Casinos, Bingo/Video Lottery Ter, Lottery Tickets, Cigarettes, Candy, Snacks, Hard Candy/Mints, Chewy Candies, and Chewing Gum. The 'Candy, Snacks' category is selected. The main area displays the report title: '> Candy, Snacks > Chocolate/Candy Bars' and 'Personally Ate In Past 6 Months'. A 'Change Survey' button is circled in the top right, with a callout pointing to it that says 'Change Survey to 2 YR Database to get larger sample size'. Another callout points to the instruction text 'Step 2 of 2: Click on any blue text, or any blue number, to generate a report' with the text 'Please read this'. A third callout points to a 'Graph it!' button with a bar chart icon.

**Example of a complete table (detail only):** Chocolate/Candy Bars – Personally Ate in Past 6 Months

The screenshot shows the PMB software interface with a complete data table. The table title is 'Chocolate/Candy Bars--Personally Ate In Past 6 Months:'. The table has three main columns: 'Total', 'Yes', and 'No'. Each of these columns has four sub-columns: '(000)', '% vert', '% horz', and 'index'. The 'Total' row shows values: 28709 (000), 100.0 (% vert), 70.4 (% horz), 100 (index). The 'Yes' row shows values: 6722 (000), 100.0 (% vert), 22.5 (% horz), 100 (index). The 'No' row shows values: 22016 (000), 100.0 (% vert), 70.4 (% horz), 100 (index). The table is displayed in a grid format with a blue header and a white body.

- The **“Select Base”** drop down menu will allow you to get data for women only, English language speakers only or French language speakers only.
- The **“Select Row”** drop down menu allows you to choose one segment to display at a time (ex: age).
- Buttons for printing or downloading to an Excel spreadsheet can be found in the top right corner of the screen.

## Other useful symbols and terms to know

(Adapted from the print version of PMB’s Category Reports, see Webster Reference Collection HF 5415.33 C2P62)

**M or 000:** represent thousands.

\* : This indicates that projections are based on samples of 21 to 40 respondents.

\*\* : This indicates that projections are based on samples of less than 21 respondents.

**Media Imperative:** Example, *Magazine Imperative* is defined as those with average or above average magazine reading but below average or average TV viewing; “Dual” is defined as those with exposure to both media. “Light” is defined as those with light reading and light TV viewing.