



## Database Guide: PMB Online

*This guide is an adaptation and a revision to the Print Measurement Bureau Quick Guide created by the University of Ottawa as well as the PowerPoint presentation provided by PMB Online.*

### What is PMB Online?

PMB Online (*Print Measurement Bureau*) is Canada's leading syndicated study for single-source data on print readership, non-print media exposure, product usage and lifestyles.

Its reputation is based on over 35 years of accurate, in-depth measurement of Canadian consumer behaviour.

PMB is a non-profit organization, representing the interests of Canadian publishers, advertising agencies, advertisers and other companies.

The first national PMB study was conducted in 1973. Since then, it has grown to the point where it now uses a sample of approximately 22,000 to measure the readership of over 110 publications and consumer usage of over 2,500 products and brands.

*Source: (PMB Online Homepage)*

### PMB Online Resource Person

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Humanities and Social Sciences Library: [www.mcgill.ca/library](http://www.mcgill.ca/library)

### PMB Online Video Tutoriels

[Video](#) by Management Liaison Librarian Ms. Jessica Lange - *McGill University*

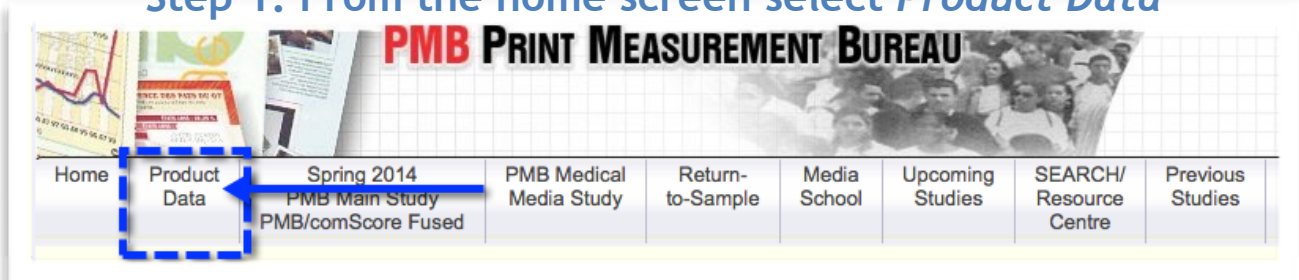
[Video](#) by Business Librarian Mr. Olivier Charbonneau - *Concordia University*



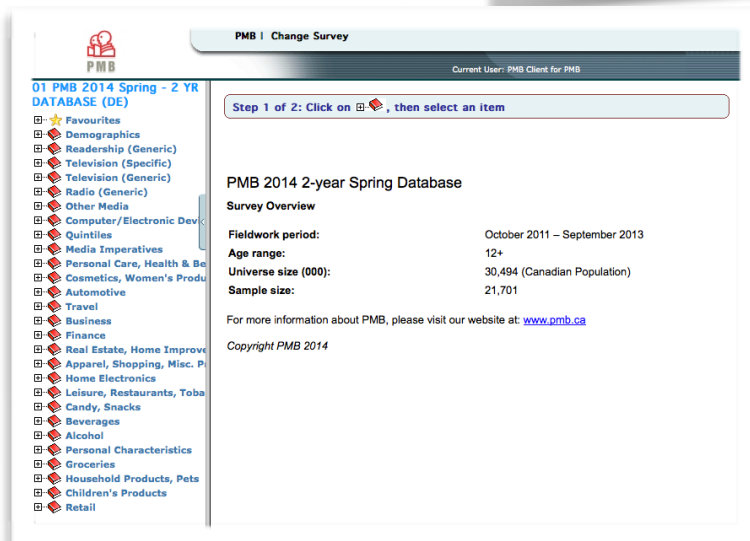
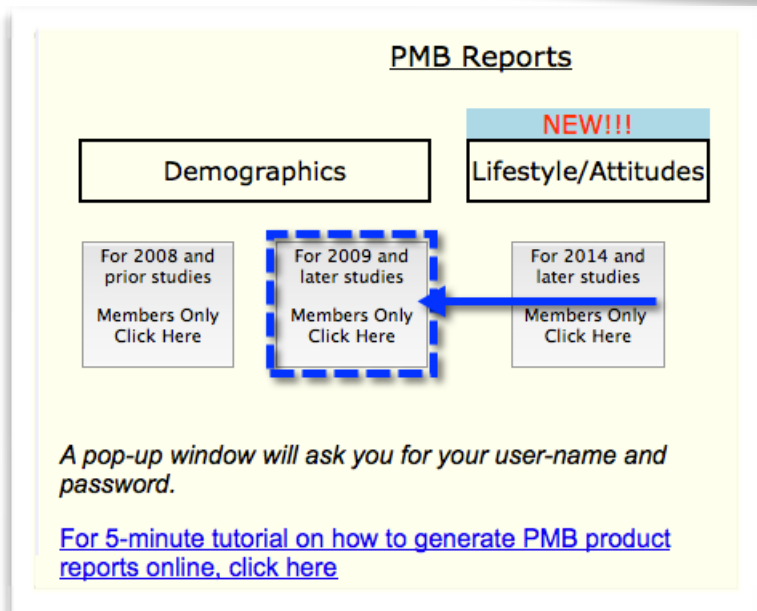


Utilizing the database: In order to access the PMB Online database, please visit the [McGill University Library Catalogue](#) or the following research guide: [Consumer and demographic research](#). When accessing this database remotely (off-campus), you will be asked to log in with your McGill University email address and password.

**Step 1: From the home screen select *Product Data***



**Step 2: Select *For 2009 and later studies* below the **PMB Reports** section.** Please note that the McGill University Library does not have access to the 2008 studies nor the *lifestyle / attitudes* section.



**Step 3: On the left-hand side of the window, choose desired major category. Beverages, Radio, Travel, Business etc.**



**Step 1 of 2: Click on [icon], then select an item**

PMB 2014 2-year Spring Database

Survey Overview

Fieldwork period: October 2011 – September 2013

Age range: 12+

Universe size (000): 30,494 (Canadian Population)

Sample size: 21,701

For more information about PMB, please visit our website at: [www.pmb.ca](http://www.pmb.ca)

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Step 4: On the left-hand side of the window, choose desired major subcategory. Within beverages, we have, Coffee, Tea, Iced Tea, Milk, etc.

Step 5: Select a category among the preliminary report that is displayed. Click on any of the blue text percentages in order to generate a report.

**Step 2 of 2: Click on any blue text to generate a report**

> Beverages > Energy/Sport Drinks

★ Personally Drank In Past 6 Months

Answer	(000)	%
Yes	5,797	19.0%
No	21,911	71.9%
Not Stated	2,787	9.1%

★ # Drinks/Glasses Drank In Past 7 Days

Answer	(000)	%
TOTAL Σ	5,797	19.0%
Not Stated	437	1.4%
None	1,479	4.9%
Light Σ	2,218	7.3%
1-2 (L)	2,218	7.3%
Medium Σ	1,094	3.6%
3-5 (M)	1,094	3.6%
Heavy Σ	569	1.9%
6-9 (H)	296	1.0%
10-14 (H)	103	0.3%
15+ (H)	170	0.6%

★ Form(s) Personally Drink

	Any	Most Often	Sometimes
Cans	2,164 7.1%	1,966 6.4%	198 0.6%
Bottles	3,232 10.6%	2,891 9.5%	340 1.1%
Drinking Boxes	197 0.6%	118 0.4%	79 0.3%
Not Stated	5,468 17.9%	1,016 3.3%	5,279 17.3%

★ Type(s) Personally Drink

	Any	Most Often	Sometimes
Liquid	4,305 14.1%	4,060 13.3%	245 0.8%
Powder	522 1.7%	231 0.8%	291 1.0%

All of these blue percentages are clickable. (Please see step 6)



## Step 6: Reading a PMB Report



01 PMB 2014 Spring - 2 YR DATABASE (DE)

Favourites

Here you will find the demographic data. Scroll down for more details like major cities, household and personal income and language spoken most often at home. You will also find some provincial and city level data below.

- Business
- Finance
- Real Estate, Home Impr
- Apparel, Shopping, Misc
- Home Electronics
- Leisure, Restaurants, To
- Sandy, Snacks
- Beverages
- Coffee
- Tea
- Iced Tea

Total: total number of Canadians aged 18 to 24 years old. In this case nearly 4.9 million Canadians.

- Non-Carbonated Bottled
- Alcohol
- Personal Characteristics
- Groceries
- Household Products, Pe
- Children's Products
- Retail

PMB | Change Survey

Current User: PMB Client for PMB

New Report Back

Select Report Type: demographics Select Row: All Questions Select Base: Canada M&F age 12+

demographics - Energy/Sport Drinks: Personally Drank In Past 6 Months

	Total	Yes				
	(000)	(000)	% vert	% horz	index	(000)
<b>Total</b>	30,494	5,797	100.0	19.0	100	21,911
<b>Canada M&amp;F age 12+</b>						
Gender:						
Male	15,052	3,641	62.8	24.2	127	7,917
Female	15,442	2,156	37.2	14.0	73	11,994
Age:						
12-17 years	2,408	919	15.8	38.1	201	1,250
18-24 years	3,360	1,177	20.3	35.0	184	1,858
25-34 years	4,879	1,380	23.8	28.3	149	3,140
35-49 years	7,227	1,528	26.4	20.6	109	5,285
50-64 years	7,227	641	1.3	8.0	47	6,011
65+	5,215	152	1.1	1.0	15	4,368
Baby Boomers (born in 1945-1965)	10,039	3016	3.4	1.0	53	8,180
Education:						
No Certificate Or Diploma	6,313	1,285	22.2	20.4	107	4,322
Secondary/High School Graduate	7,485	1,561	26.9	20.8	110	5,256
Trade Certificate/Diploma	3,204	602	10.4	18.8	99	2,413
University/Other Non-University Cert.	6,713	1,091	18.8	16.2	85	5,010
Bachelors Degree	4,367	875	15.1	20.0	105	3,106
Post Graduate Degree	2,413	384	6.6	15.9	84	1,804
Principal Grocery Shopper:						
Principal Grocery Shopper	19,491	2,932	50.6	15.0	79	14,980
Occupation:						
Professionals	1,739	302	5.2	17.1	90	1,148
Senior Managers/Owners	1,388	195	3.4	18.8	99	745
Other Managers	3,448	831	14.3	22.8	90	2,453
Technical/Sales/Teaching/Other White Collar	3,190	653	11.3	20.5	1.8	2,314
Clerical/Secretarial	1,500	593	10.2	23.7	1.3	1,748
Skilled, Unskilled, Primary	6,017	1,571	27.1	26.1	13	4,026
Other	2,334	1,653	28.5	13.4	70	9,477
<b>Business Target Audience:</b>						
MOSES:						
Region:						
Atlantic	369	54	17.7			
Quebec	1,208	20.8	17.1			
Ontario	2,329	40.2	19.7			
Prairies	1,124	19.4	20.9			
British Columbia	767	13.2	18.7			
City:						
Toronto	945	16.3	18.1			
Vancouver	451	7.8	20.4			
Montreal	649	11.2	18.6			
Quebec	136	2.4	19.9			
Ottawa/Gat	236	4.1	21.0			
Calgary	250	4.3	22.1			
Edmonton	1,084	23.7	4.1	21.8	115	733
Community Size:						
Montreal/Toronto/Vancouver	10,930	7,862	35.9	71.9	100	
100,000-2,000,000	10,680	7,542	34.4	70.6	98	
Under 100,000	8,884	6,507	29.7	73.2	102	
Household Income:						
<\$20M	2,596	1,928	8.8	74.2	103	
\$20M-\$24.9M	1,137	937	4.3	82.4	115	
\$25M-\$34.9M	2,479	1,861	8.5	75.1	104	
\$35M-\$49.9M	3,982	2,954	13.5	74.2	103	
\$50M-\$74.9M	5,801	4,275	19.5	73.7	103	
\$75M-\$99.9M	4,786	3,518	16.1	73.5	102	
\$100M +	9,711	6,438	29.4	66.3	92	
Personal Income:						
<\$20M	11,533	7,909	36.1	68.6	95	
\$20M-\$24.9M	2,150	1,642	7.5	76.4	106	
\$25M-\$34.9M	3,652	2,890	13.2	79.1	110	
\$35M-\$49.9M	4,583	4,275	17.6	74.8	104	
\$50M-\$74.9M	4,494	807	13.9	17.6	93	
		880	15.2	19.6	103	

Index: this is a percentage with 100 reflecting the average. Scores above 100 represent intersections that are more likely to happen while scores below 100 represent intersections that are less likely to occur.

This shows that people aged 12 to 17 are very more likely than the average person (201%) to have consumed an Energy/Sports drink in the last 6 months. 65+ years old are the most likely to have not consumed an Energy/Sports drink Gatorade in last 6 months

(000) column: number of 18 to 24 year olds who have consumed an Energy/Sport drink in the past 6 months. In this case, nearly 1.4 million Canadians.

% horz: this is the horizontal percentage. This shows that 3.4% of the total number of people aged 18 to 24 have consumed an Energy/Sports drink in the past 6

% vert: is the vertical percentage. This shows that 23.8% of the people who have consumed an Energy/Sports drink in the last 6 months are in the 18 to 24 age group.

