



September 9, 2014

PPM QUESTIONNAIRE CHANGES 2014-2015

Introduction

The demographic questions in the PPM questionnaire are designed to be comparable to Statistics Canada data where appropriate. The demographics relating to industry, occupation, first language learned and home language will be updated to reflect the 2011 census, data from which was made available in 2013.

The revised panel member questionnaires will be put into field in at the beginning of the 2014-2015 broadcast year. Questionnaires are administered to households when they join the panel and subsequently once a year on their anniversary date. All newly recruited PPM households will receive the revised questionnaires and all existing PPM panel households will receive the revised questionnaires on their anniversary date (as per current procedure).

Demographics for the Industry and Occupation questions will be populated through derivation from the existing answers. The new Industry and Occupation questions will be available for the start of the 2014-15 broadcast year.

The new language questions will take up to one year to become fully populated, and will be available at the beginning of the 2015-16 broadcast year.

First Language Learned and Home Language

The language options currently provided in the questionnaire reflect the most commonly reported languages from the 2006 Census. An update is required to align these options to the 2011 Census. Based on the 2011 Census data, the top 17 language categories capture 94% of (single response) mother tongues and 97% of (single response) home languages. The top 17 languages will be included in the new questionnaire and will include the following additional languages: Korean, Persian (Farsi), Polish, Russian, Tamil, Tagalog, Urdu, and Vietnamese. The new language questions will take up to one year to become fully populated, and will be available at the beginning of the 2015-16 broadcast year.



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Audiences count.

Changes to Mother Tongue and Home Language are outlined in Table 1. The new Mother Tongue and Home Language questions will appear as follows:

What is the first language that you learned in childhood and still understand? (Check only one)

| | |
|-----------------|------------------------|
| English | Portuguese |
| French | Punjabi |
| Arabic | Russian |
| Chinese | Spanish |
| German | Tamil |
| Italian | Tagalog |
| Korean | Urdu |
| Persian (Farsi) | Vietnamese |
| Polish | Other (please specify) |

What language do you speak most often at home now? (Check only one)

| | |
|-----------------|------------------------|
| English | Portuguese |
| French | Punjabi |
| Arabic | Russian |
| Chinese | Spanish |
| German | Tamil |
| Italian | Tagalog |
| Korean | Urdu |
| Persian (Farsi) | Vietnamese |
| Polish | Other (please specify) |

Industry

Changes to the Industry question are required to reflect National Occupation Classification (NOC) 2011 updates. The following categories were changed while all other categories were not impacted. Demographics for the Industry question will be populated through derivation from the existing answers. The new Industry question will be available for the 2014-15 broadcast year.

NOC 2006 Category 4, **Social Science, Education, Government Service and Religion**, was divided into four separate categories in the Numeris Industry question. It was possible to map the Numeris categories to the NOC 2006 categories. However, revisions were made to category 4 in NOC 2011 and it is no longer possible to map the existing Numeris categories to NOC 2011. Therefore, the following changes were required:

- The categories **Social Sciences** and **Government and Social Services** were combined into one category **Social, Community and Government Services, and Social Sciences**; and the examples from both categories were combined.
- The example law enforcement was changed to public protection services.

NOC 2006 Category 8, **Primary Industry**, was renamed to **Natural Resources, Agriculture, and related Production** in NOC 2011.

- The Numeris category **Agriculture Industry** was changed to **Agriculture and Related Production**.
- The Numeris category **Other Primary Industry** was changed to **Natural Resources and Related Production**.

NOC 2006 Category 9, **Processing, Manufacturing and Utilities**, has been renamed to **Manufacturing and Utilities**.

- The Numeris category **Processing, Manufacturing and Utilities** was updated to **Manufacturing and Utilities**

Changes to the Industry question are outlined in Table 1. The new Industry question will appear as follows:

Which category best describes the industry in which you are currently employed? (Check only one)

Business, Finance, Accounting (e.g., banks, investment/accounting companies)

Natural and Applied Sciences, High Tech (e.g., physics, engineering, information technology, electronics, pharmaceuticals)

Health and Health Services (e.g., hospitals, private practice, medical technology)

Law and Legal Services (e.g., law firms)

Social, Community and Government Services, and Social Sciences (e.g., all levels of government, politics, public protection services, counseling, marketing research, psychology, sociology, anthropology, religion)

Education, Training (e.g., teaching, apprenticeships, business training)

Arts, Culture, Recreation, Sport (e.g., theatre, museums, libraries, fashion, broadcasting)

Sales and Service (e.g., retail, advertising, travel & tourism, restaurants)

Transport (e.g., public transit, transportation, shipping)

Construction, Installation, Maintenance (e.g., building, plumbing, electrical, HVAC)

Agriculture and Related Production (e.g., agriculture, horticulture)

Natural Resources and Related Production (e.g., fishing, forestry, mining)

Manufacturing and Utilities (e.g. oil refinery, pulp & paper mill, auto manufacture, electrical company)

Other (please specify) _____

Occupation

Changes to the Occupation question are required to reflect NOC 2011 updates. The following categories were changed while all other categories were not impacted. Demographics for the Occupation question will be populated through derivation from the existing answers. The new Occupation question will be available for the 2014-15 broadcast year.

The name of Major Group 14 was changed from **Clerical Occupations** in NOC 2006 to **Office Support Occupations** in NOC 2011.

Numeris category **Administrative/Clerical** has been changed to **Administrative/Office Support**

The name of Major Group 62 was changed from **Skilled Sales and Service Occupations** in NOC 2006 to **Retail Sales Supervisors and Specialized Sales Occupations** in NOC 2011. An additional major group was added in NOC 2011 **Service Supervisors and Specialized Service Occupations**.

The Numeris category **Skilled Sales and Service Occupations** has changed to **Specialized Sales and Service**

In NOC 2006, police officers and fire fighters were included in major group 62, part of the Numeris category **Skilled Sales and Service Occupations**. In NOC 2011, police officers and fire fighters were moved to major group 43, part of the Numeris category **Technical or Skilled Occupations**.

The examples of fire fighter and police officer were removed from the new **Specialized Sales and Service Occupations category**, and added to **Technical or Skilled Occupations**.

Changes to the Occupation question are outlined in Table 1. The new Occupation question will appear as follows:

Which of the following best describes your current occupation? (Check one only)

Senior Manager/Executive (e.g., president, CEO, vice-president, legislator, CFO)

Middle and Other Manager (e.g., controller, director, manager, chief actuary, school principal, fire chief, commissioned police officer)

Professional (e.g., lawyer, accountant, architect, actuary, doctor, veterinarian, registered nurse, engineer, teacher, librarian, systems analyst, minister, probation officer, journalist, artist)

Administrative/Office Support (e.g., executive assistant, receptionist, appraiser, loan officer, bookkeeper, shipper/receiver, dispatcher, customer service representative, court officer, underwriter, broker)

Technical/Skilled Occupations (e.g., technician, pilot, optician, dental hygienist, ambulance attendant, product designer, systems administrator, graphic designer, craftsperson, coach, fire fighter, police officer)

Trades or Skilled Equipment Operators (e.g., electrician, plumber, gas fitter, welder, carpenter, painter, mechanic, tailor, jeweler, railway engineer, truck driver, farmer, fisher, landscaping contractor, motor vehicle assembler)

Specialized Sales and Service (e.g., real estate agent, technical sales, chef, hair stylist)

Other Sales and Service (e.g., travel agent, security guard, retail salesperson, cashier, waiter/waitress, prison guard, animal control officer, inspection officer, childcare worker, housekeeper, telemarketer, food preparer, dry cleaner, valet)

Labourer (e.g., primary production labourer, mine labourer, harvesting labourer, landscape labourer, labourer in processing and manufacturing)

Self Employed (own your own business)

Other (please specify) _____

Table 1: PPM Panel Member Revised Questions

| Demographic | Current Response Options | New Response Options | |
|---|--|---|---|
| First Language Learned and Home Language | English French Arabic Chinese German Italian Portuguese Punjabi Spanish Other | English French Arabic Chinese German Italian <i>Korean</i> <i>Persian (Farsi)</i> <i>Polish</i> | Portuguese Punjabi <i>Russian</i> Spanish <i>Tamil</i> <i>Tagalog</i> <i>Urdu</i> <i>Vietnamese</i> Other |
| Industry | Social Sciences | Social, Community and Government Services, and Social Sciences | |
| | Government and Social Services | | |
| | Agriculture Industry | Agriculture and Related Production | |
| | Other Primary Industry | Natural Resources and Related Production | |
| | Processing, Manufacturing and Utilities | Manufacturing and Utilities | |
| Occupation | Administrative/Clerical | Administrative/Office Support | |
| | Skilled Sales and Service Occupations | Specialized Sales and Service* | |

*The examples fire fighter and police officer were moved from Specialized Sales and Service Occupations to Technical or Skilled Occupations