

	----- Bases -----		----- No. of Adults in Household (18+) -----
04*08	1- Men		1- 1 Adult
	2- Women	04*12	2- 2 Adults
	3- Adults		3- 3 Adults
	4- Female Homemakers		4- 4 Adults
	5- Male Homemakers		5- 5 Adults
	6- Total Homemakers		6- 6 Adults
	7- Other Women		7- 7 Adults
	8- Other Men		8- 8 Adults
	9- Managers/Professionals		9- 9 or More Adults
	0- Head of House		
	X- Non-Head of House		

	----- No. of People in Household -----		----- No. of Children Currently Living at Home 0-17* -----
04*09	1-One	04*13	0- No Children
	2-Two		1- 1 Child
	3-Three		2- 2 Children
	4-Four		3- 3 Children
	5-Five		4- 4 Children
	6-Six		5- 5 Children
	7-Seven		6- 6 Children
	8-Eight		7- 7 Children
	9-Nine		8- 8 Children
	X-Ten or more		9- 9 or More
			Y- 4 or More
		04*50	5- Any Child

\*Children whose sex is known but whose age is not known are included here

	----- No. of Adult Males in HH -----		----- No. of Male Children 0-17 -----
04*10	1- One	04*11	1- One
	2- Two		2- Two
	3- Three or more		3- Three or more
	4- None		4- None

	----- No. of Adult Females in HH -----		----- No. of Female Children 0-17 -----
04*10	5- One	04*11	5- One
	6- Two		6- Two
	7- Three or more		7- Three or more
	8- None		8- None

-----  
 Any Male Children By Age  
 -----

- 04\*14 1- 0 - 5 Months  
 2- 6 - 11 Months  
 3- 12 - 23 Months  
 4- 2 Years  
 5- 3 Years  
 6- 4 Years  
 7- 5 Years  
 8- 6 Years  
 9- 7 Years  
 0- 8 Years  
 X- 9 Years  
 Y- 10 Years

- 04\*15 1- 11 Years  
 2- 12 Years  
 3- 13 Years  
 4- 14 Years  
 5- 15 Years  
 6- 16 Years  
 7- 17 Years

-----  
 Any Female Children By Age  
 -----

- 04\*16 1- 0 - 5 Months  
 2- 6 - 11 Months  
 3- 12 - 23 Months  
 4- 2 Years  
 5- 3 Years  
 6- 4 Years  
 7- 5 Years  
 8- 6 Years  
 9- 7 Years  
 0- 8 Years  
 X- 9 Years  
 Y- 10 Years

- 04\*17 1- 11 Years  
 2- 12 Years  
 3- 13 Years  
 4- 14 Years  
 5- 15 Years  
 6- 16 Years  
 7- 17 Years

-----  
 Presence of Children By Age\*  
 -----

- 04\*18 1- Children 0 - 5 Months  
 2- Children 6 - 11 Months  
 3- Children 12 - 23 Months  
 4- Children 2 Years  
 5- Children 3 Years  
 6- Children 4 Years  
 7- Children 5 Years  
 8- Children 6 Years  
 9- Children 7 Years  
 0- Children 8 Years  
 X- Children 9 Years  
 Y- Children 10 Years

- 04\*19 1- Children 11 Years  
 2- Children 12 Years  
 3- Children 13 Years  
 4- Children 14 Years  
 5- Children 15 Years  
 6- Children 16 Years  
 7- Children 17 Years

- 04\*20 1- No Child 0 - 17 Years  
 2- Any Child 0 - 17 Years  
 3- Any Child 13 - 17 Years  
 4- Any Child 12 - 17 Years  
 5- Any Child 10 - 17 Years  
 6- Any Child 6 - 17 Years  
 7- Any Child 10 - 11 Years  
 8- Any Child 6 - 11 Years  
 9- Any Child 6 - 9 Years  
 0- Any Child 3 - 5 Years  
 X- Any Child 1 - 2 Years  
 Y- Any Child Under 1 Year

\*Children whose ages are not known are not included in these codes.

-----		-----	
	No. of Male Children, 0-5 Months		No. of Female Children, 0-5 Months
-----		-----	
02*01	1- One 2- Two 3- Three or more 4- None	02*04	1- One 2- Two 3- Three or more 4- None
-----		-----	
	No. of Male Children, 6-11 Months		No. of Female Children, 6-11 Months
-----		-----	
02*01	5- One 6- Two 7- Three or more 8- None	02*04	5- One 6- Two 7- Three or more 8- None
-----		-----	
	No. of Male Children, 1-2 Years		No. of Female Children, 1-2 Years
-----		-----	
02*01	9- One 0- Two X- Three or more Y- None	02*04	9- One 0- Two X- Three or more Y- None
-----		-----	
	No. of Male Children, 3-5 Years		No. of Female Children, 3-5 Years
-----		-----	
02*02	1- One 2- Two 3- Three or more 4- None	02*05	1- One 2- Two 3- Three or more 4- None
-----		-----	
	No. of Male Children, 6-11 Years		No. of Female Children, 6-11 Years
-----		-----	
02*02	5- One 6- Two 7- Three or more 8- None	02*05	5- One 6- Two 7- Three or more 8- None
-----		-----	
	No. of Male Children, 12-17 Years		No. of Female Children, 12-17 Years
-----		-----	
02*02	9- One 0- Two X- Three or more Y- None	02*05	9- One 0- Two X- Three or more Y- None
-----		-----	
	No. of Male Children, 6-17 Years		No. of Female Children, 6-17 Years
-----		-----	
02*03	1- One 2- Two 3- Three or more 4- None	02*06	1- One 2- Two 3- Three or more 4- None
-----		-----	
	No. of Male Children, 10-17 Years		No. of Female Children, 10-17 Years
-----		-----	
02*03	5- One 6- Two 7- Three or more 8- None	02*06	5- One 6- Two 7- Three or more 8- None

	----- No. of Children 0 - 5 Months -----		----- No. of Children 6 - 11 Years -----
04*21	1- One 2- Two 3- Three or more 4- None	04*22	5- One 6- Two 7- Three or more 8- None
	----- No. of Children 6 - 11 Months -----		----- No. of Children 12 - 17 Years -----
04*21	5- One 6- Two 7- Three or more 8- None	04*22	9- One 0- Two X- Three or more Y- None
	----- No. of Children 1 - 2 Years -----		----- No. of Children 6 - 17 Years -----
04*21	9- One 0- Two X- Three or more Y- None	04*23	1- One 2- Two 3- Three or more 4- None
	----- No. of Children 3 - 5 Years -----		----- No. of Children 10 - 17 Years -----
04*22	1- One 2- Two 3- Three or more 4- None	04*23	5- One 6- Two 7- Three or more 8- None
	----- Youngest Child -----		----- Oldest Child -----
06*79	1- Male 2- Female  3- Under 2 years 4- 2 To 5 years 5- 6 To 11 years 6- 12 To 17 years	06*80	1- Male 2- Female  3- Under 2 years 4- 2 To 5 years 5- 6 To 11 years 6- 12 To 17 years

(Generated only for households where the ages of all the children are known)

	----- Who is the parent of the children under 18 living in the household -----
07*77	1- Respondent 4- Not Respondent, other member(s) of household 5- Parents are not in household
04*34	6- One Parent Household

Number of Men in Household

	18-24 -----	25-34 -----	35-49 -----	50-64 -----	65+ ---
None	06*72-1	06*72-5	06*72-9	06*73-1	06*73-5
1	-2	-6	-0	-2	-6
2	-3	-7	-X	-3	-7
3 or more	-4	-8	-Y	-4	-8

Number of Women in Household

	18-24 -----	25-34 -----	35-49 -----	50-64 -----	65+ ---
None	06*74-1	06*74-5	06*74-9	06*75-1	06*75-5
1	-2	-6	-0	-2	-6
2	-3	-7	-X	-3	-7
3 or more	-4	-8	-Y	-4	-8

Number of Adults in Household

	18-24 -----	25-34 -----	35-49 -----	50-64 -----	65+ ---
None	06*76-1	06*76-5	06*76-9	06*77-1	06*77-5
1	-2	-6	-0	-2	-6
2	-3	-7	-X	-3	-7
3 or more	-4	-8	-Y	-4	-8

	----- Respondent Age -----		----- No. of Years Married -----
04*31	1- 18 2- 19 3- 20 4- 21 5- 22 - 24 6- 25 - 29 7- 30 - 34 8- 35 - 39 9- 40 - 44 0- 45 - 49 X- 50 - 54 Y- 55 - 59	04*35	1- Under 1 year 2- 1 year 3- 2 years 4- 3-4 years 5- 5-9 years 6- 10-19 years 7- 20-24 years 8- 25+ years X- No answer
04*32	1- 60 - 64 2- 65 - 69 3- 70 - 74 4- 75+		----- No. of Months Married, If Married Less Than 1 Year -----
04*37	1- 18 - 24 2- 25 - 34 3- 35 - 44 4- 45 - 54 5- 55 - 64 6- 65+ 7- 18 - 34 8- 35 - 49 9- 50 - 64 0- 18 - 49 X- 50+ Y- 25 - 54	04*36	1- 1 month or less 2- 2 months 3- 3 months 4- 4 months 5- 5 months 6- 6 months 7- 7 months 8- 8 months 9- 9 months 0- 10 months X- 11 months
	----- Respondent's Marital Status -----		----- College or University Student -----
04*34	1- Single 2- Married 3- Widowed* 4- Divorced* 5- Separated (legally)*  7- Engaged  9- Parent (of child currently living with respondent)  8- Respondent is Sole Parent  Y- Respondent is Working Parent  0- Grandparent of child under 18 * Reported as 'all others'	07*01	-1 Respondent is currently attending college or university
		07*02	-1 Full-time student -2 Part-time student
		07*03	Working toward: -1 Associate's degree -2 Bachelor's degree -3 Post-Graduate degree -4 No degree
	----- Relationship of Respondent to HOH -----		----- Highest Degree Received by Respondent -----
04*39	1- Husband 2- Wife 3- Son 4- Daughter 5- Father 6- Mother 7- Brother 8- Sister 9- Other Relative 0- Non-Relative X- Respondent Is HOH	05*75	-1 12th grade or less -2 Graduated high school or equivalent -3 Some college, no degree -4 Associate degree -5 Bachelor's degree -6 Post-graduate degree  -7 Some college (no degree, or associate degree)

-----  
 Respondent Education:  
 Highest Level Completed/  
 Highest Degree Received  
 -----

- 05\*71 X- 11th grade or less
- 05\*72 1- 12th grade, no diploma
- 2- High school graduate: H.S. Diploma or the equivalent, such as GED
- 3- Some college, but no degree
- 4- Associate degree, occupational/vocational
- 5- Associate degree, academic
- 6- Bachelor's degree
- 7- Master's degree
- 8- Professional school degree
- 9- Doctorate degree

04\*33

-----  
 Respondent Employment Status  
 -----

- 1- Full-time
- 2- Part-time
- 3- Not Employed

04\*33

- If Not Employed:
- 4- Retired
  - 5- Temporarily Unemployed
  - 6- Student
  - 7- Homemaker
  - 8- Other

04\*33

- 12- Employed
- 9- Sole Wage Earner
- X- Primary Wage Earner
- Y- Secondary Wage Earner

-----  
 Respondent Professional/  
 Managerial Self Employed  
 -----

07\*52 X

-----  
 Respondent Kind of Firm  
 -----

07\*52

- 1- Business firm
- 2- Local, state or federal government
- 3- Private school, private hospital, other private institution
- 4- For a private individual
- 5- Self-employed in own business
- 6- Self-employed professional
- 7- Operate own farm or leased farm
- 8- Other

-----  
 Respondent's Plans To Work  
 in Future (If Not Working)  
 -----

07\*72

- 3- Plan to work next year
- 4- Sometime, not next year
- 5- Not at all

-----  
 Respondent's Attitude To  
 His/Her Work (If Working)  
 -----

07\*72

- 1- A career
- 2- Just a job

----- Respondent Type of Business -----	----- Respondent's Job Title -----
07*54 1- Agriculture (M) 2- Manufacturing, processing 3- Construction 4- Mining raw materials 5- Transportation, communications, utilities 6- Finance 7- Insurance 8- Real estate 9- Wholesale trade 0- Food store	07*68 1- President (M) 2- Vice President 3- Treasurer 4- Chairman of the Board 5- Member of the Board 6- Comptroller 7- General manager 8- Owner-Partner 9- Manager 0- Other (foreman, supervisor administrator, superintendent)
07*55 1- Other store(department, discount, etc.) 2- Food service 3- Other business services 4- Repair, personal and entertainment services 5- Hospital 6- Other medical 7- Pre-School through high school education 8- College education 9- Other education 0- State or local government X- Federal government	08*05-X Top Management: Professional/ Managerial with IEI \$35,000+ and with job title code 1 through 8 above
03*76 1- Other industrial 2- Trade 3- Business service	----- Respondent Job Function/ Area of Responsibility -----
	07*74 1- Accounting (M) 2- Banking 3- Engineering/Design/Research and Development 4- Finance 5- General Management 6- International 7- MIS/EDP 8- Manufacturing 9- Marketing 0- Medical X- Sales Y- Service
----- Supervise Any Employees in The Course of Job -----	
08*16 1- Yes 2- No	
----- Employees Supervised, Directly Or indirectly -----	
08*17 1- 1-4 2- 5-9 3- 10-24 4- 25-49 5- 50-99 6- 100+	

-----  
 Respondent No. of People  
 Firm Employs#  
 -----

- 07\*58 1- Less than 5  
 2- 5-9  
 3- 10-24  
 4- 25-49  
 5- 50-99  
 6- 100-499  
 7- 500-999  
 8- 1000 or more

#Not asked of respondents whose type  
 of business is medical services,  
 education or government

-----  
 Respondent's Occupation  
 -----

- 07\*63 1- Professionals  
 2- Executive/Managerial/Administrative  
 3- Clerical,sales,technical  
 4- Precision,crafts,repair  
 5- Other employed

-----  
 Home Office  
 -----

- 07\*71 1- Primarily work out of an office  
 or company location  
 2- Primarily work from home  
  
 4- Have an office set-up at home  
 5- Do not have an office set-up at home

-----  
 Respondent's Occupation  
 -----

- 07\*61 1- Executive/managerial/administrative  
 2- Professional specialties  
 3- Technicians & related support  
 4- Sales  
 5- Administrative support,  
 including clerical  
 6- Private household  
 7- Protective service  
 8- Service, except protective &  
 private household  
 9- Farm operators and managers  
 0- Other agricultural &  
 related occupations  
 X- Forestry, logging, fishers  
 hunters & trappers  
 07\*62 1- Mechanics and repairers  
 2- Construction trades  
 3- Extractive and precision production  
 4- Machine operators,assemblers & inspectors  
 5- Transportation and material moving  
 6- Handlers, equipment cleaners,  
 helpers & laborers  
 7- Military

- 07\*61- 1 Executive/Managerial/Administrative  
 (Managers/Administrators)  
 07\*61- 2 Professionals  
 07\*61- 345 Clerical, Sales, Technical  
 07\*62- 123 Precision, Crafts, Repair

	----- Head of House Age -----		----- Homemaker Age -----
04*41	1- 18 2- 19 3- 20 4- 21 5- 22 - 24 6- 25 - 29 7- 30 - 34 8- 35 - 39 9- 40 - 44 0- 45 - 49 X- 50 - 54 Y- 55 - 59	08*61	1- 18 2- 19 3- 20 4- 21 5- 22 - 24 6- 25 - 29 7- 30 - 34 8- 35 - 39 9- 40 - 44 0- 45 - 49 X- 50 - 54 Y- 55 - 59
04*42	1- 60 - 64 2- 65 - 69 3- 70 - 74 4- 75+	08*62	1- 60 - 64 2- 65 - 69 3- 70 - 74 4- 75+
04*47	1- 18 - 24 2- 25 - 34 3- 35 - 44 4- 45 - 54 5- 55 - 64 6- 65+ 7- 18 - 34 8- 35 - 49 9- 50 - 64 0- 18 - 49 X- 50+ Y- 25 - 54	08*67	1- 18 - 24 2- 25 - 34 3- 35 - 44 4- 45 - 54 5- 55 - 64 6- 65+ 7- 18 - 34 8- 35 - 49 9- 50 - 64 0- 18 - 49 X- 50+ Y- 25 - 54
	----- HOH Marital Status -----		----- Homemaker Marital Status -----
04*44	1- Single 2- Married 3- Widowed 4- Divorced 5- Separated (legally)	08*64	1- Single 2- Married 3- Widowed 4- Divorced 5- Separated (legally)
	----- HOH Sex -----		----- Homemaker Sex -----
04*48	1- Male 2- Female	08*68	1- Male 2- Female
			----- Relationship of Homemaker To Head of Household -----
		04*06	1- Homemaker is HOH 2- Spouse 3- Other relative 4- Non-relative
			----- Homemaker Employment Status -----
		08*68	5- Homemaker is employed

-----  
 HOH Highest Degree Received  
 -----

- 05\*76 1- 12<sup>th</sup> grade or less
- 2- Graduated High School or equivalent
- 3- Some college, no degree
- 4- Associate degree
- 5- Bachelor's degree
- 6- Post-graduate degree
- 7- Some college (no degree, or associate degree)

-----  
 HOH Education:  
 Highest Level Completed/  
 Highest Degree Received  
 -----

- 05\*73 X- 11th grade or less
- 05\*74 1- 12th grade, no diploma
- 2- High school graduate: H.S. Diploma or equivalent, such as GED
- 3- Some college, but no degree
- 4- Associate degree, occupational/vocational
- 5- Associate degree, academic
- 6- Bachelor's degree
- 7- Master's degree
- 8- Professional School degree
- 9- Doctorate degree

-----  
 HOH - Occupation  
 -----

- 07\*65 1- Executive/managerial/administrative
- 2- Professional specialties
- 3- Technicians & related support
- 4- Sales
- 5- Administrative support, including clerical
- 6- Private household
- 7- Protective service
- 8- Service, except protective & private household
- 9- Farm operators & managers
- 0- Other agricultural & related occupations
- X- Forestry, logging, fishing, hunters & trappers
- 07\*66 1- Mechanics and repairers
- 2- Construction trades
- 3- Extractive and precision production
- 4- Machine operators/assemblers/inspectors
- 5- Transportation and material moving
- 6- Handlers, equipment cleaners, helpers & laborers
- 7- Military
- 8- Other

- 07\*65- 1 Executive/Managerial/Administrative (Managers/Administrators)
- 07\*65- 2 Professional
- 07\*65- 345 Clerical, Sales, Technical
- 07\*66- 123 Precision, Crafts, Repair

-----  
 HOH Employment Status  
 -----

- 04\*43 1- Full time
- 2- Part time
- 3- Not employed
- If Not Employed:
- 04\*43 4- Retired
- 5- Temporarily unemployed
- 6- Student
- 7- Homemaker
- 8- Other
- 04\*43 12- Employed

-----  
 HOH - Job Title  
 -----

- 07\*70 1- President
- 2- Vice President
- 3- Treasurer
- 4- Chairman of the Board
- 5- Member of the Board
- 6- Comptroller
- 7- General manager
- 8- Owner-Partner
- 9- Manager
- 0- Other
- X- No title

-----  
 HOH Occupation  
 -----

- 07\*67 1- Professionals
- 2- Executive/Managerial/Administrative
- 3- Clerical, Sales, Technical
- 4- Precision, Crafts, Repair
- 5- Other Employed

- Spouse of Respondent-Age  
 -----
- 08\*51 1- 18
  - 2- 19
  - 3- 20
  - 4- 21
  - 5- 22 - 24
  - 6- 25 - 29
  - 7- 30 - 34
  - 8- 35 - 39
  - 9- 40 - 44
  - 0- 45 - 49
  - X- 50 - 54
  - Y- 55 - 59
  - 08\*52 1- 60 - 64
  - 2- 65 - 69
  - 3- 70 - 74
  - 4- 75+
  - 08\*57 1- 18 - 24
  - 2- 25 - 34
  - 3- 35 - 44
  - 4- 45 - 54
  - 5- 55 - 64
  - 6- 65+
  - 7- 18 - 34
  - 8- 35 - 49
  - 9- 50 - 64
  - 0- 18 - 49
  - X- 50+
  - Y- 25 - 54

- Spouse's Sex  
 -----
- 08\*58 1- Male
  - 2- Female

- Spouse's Employment Status  
 -----
- 08\*58 5- Spouse is employed

- Household Composition  
 -----
- 04\*07 1- One adult, no children under 18
  - 2- One adult, children under 18
  - 3- Married couple only (no other adults, no children)
  - 4- Married couple, adult children, no children under 18
  - 5- Married couple, no adult children, children under 18
  - 6- Married couple, adult children and children under 18
  - 7- Married couple, no adult children, no children under 18, other adult(s) present
  - 8- All other households (more than one adult, no married couple)

- Household Member(s) Pregnant  
 -----
- 04\*45 1- Respondent
  - 2- Respondent's wife
  - 3- Other female in household

- Months in Which Baby Is Due  
 -----
- 04\*46 0- Less than 1 month
  - 1- 1 Month
  - 2- 2 Months
  - 3- 3 Months
  - 4- 4 Months
  - 5- 5 Months
  - 6- 6 Months
  - 7- 7 Months
  - 8- 8 Months
  - 9- 9 Months

- Life Cycle  
 -----
- Respondent is age 18-34 and:
- 05\*65 1- Lives in one-person household
  - 2- Is married, no children under 18
  - 3- Is married, youngest child < 6
  - 4- Is married, youngest child 6-17
  - 5- Balance of respondents 18-34

- Respondent is age 35-49 and:
- 05\*65 6- Lives in one-person household
  - 7- Is married, no children under 18
  - 8- Is married, youngest child < 6
  - 9- Is married, youngest child 6-11
  - 0- Is married, youngest child 12-17
  - X- Balance of respondents 35-49

- Respondent is age 50 or more and:
- 05\*66 1- Lives in one-person household
  - 2- Is married, no children under 18
  - 3- Is married, with children under 18
  - 4- Balance of respondents 50 or more

- Lifestage  
 -----
- 07\*69 1- Mature couples: adults age 40-54, no children 17 or under living at home
  - 07\*69 2- Young couples: adults age 30-39, no children 17 or under living at home
  - 07\*69 3- Newlyweds: adults married 1 year or less
  - 07\*69 4- Young singles: adults 18-24, single
  - 07\*69 5- "Teenage Households": adults living in households with 12-17 year old(s) present

	----- Respondent Income - IEI -----		----- Telephone -----
08*09	1- Under \$5,000 2- \$5,000 - \$9,999 3- \$10,000 - \$14,999 4- \$15,000 - \$19,999 5- \$20,000 - \$24,999 6- \$25,000 - \$29,999 7- \$30,000 - \$34,999 8- \$35,000 - \$39,999 9- \$40,000 - \$44,999 0- \$45,000 - \$49,999 X- \$50,000 - \$59,999 Y- \$60,000 - \$74,999	05*60	1- Have a telephone  ----- Number of Cellular Phones in household -----
		15*22	1- One 2- Two 3- Three or more
			----- Number of Cellular Phones provided by employer -----
08*10	1- \$75,000 - \$99,999 3- \$100,000 - \$149,999 4- \$150,000 - \$199,999 5- \$200,000 or over	15*30	1- One 2- Two 3- Three or more
	----- Household Income -----		----- Cellular Phone Service on phone household uses most often -----
08*19	1- Under \$5,000 2- \$5,000 - \$9,999 3- \$10,000 - \$14,999 4- \$15,000 - \$19,999 5- \$20,000 - \$24,999 6- \$25,000 - \$29,999 7- \$30,000 - \$34,999 8- \$35,000 - \$39,999 9- \$40,000 - \$44,999 0- \$45,000 - \$49,999	15*31	1- Alltel 2- AT&T Wireless
		15*32	7- Cellular One
		15*31	5- Cingular 7- Nextel 9- Qwest
		15*32	X- Sprint PCS 3- T-Mobile
	X- \$50,000 - \$59,999 Y- \$60,000 - \$74,999		1- US Cellular 2- Verizon
08*20	1- \$75,000 - \$99,999 2- \$100,000 - \$149,999 4- \$150,000 - \$199,999 5- \$200,000 or more		
	----- Number of people in household who work either full time or part time -----		
08*48	0- None 1- 1 2- 2 3- 3 4- 4 5- 5 6- 6 7- 7 8- 8 9- 9 or more		
	----- Zip HH Income Quintile -----		
01*67	1- Quintile I 2- Quintile II 3- Quintile III 4- Quintile IV 5- Quintile V		

	----- Census Region -----		----- State Group Codes -----
04*24	1- North East 2- South 3- North Central 4- West	06*41	1- Maine/New Hampshire/Vermont 2- Massachusetts 3- Rhode Island/Connecticut 4- New York 5- New Jersey 6- Pennsylvania 7- Delaware/Maryland/Washington, D.C./West Virginia 8- Virginia 9- North Carolina/South Carolina 0- Georgia X- Florida Y- Kentucky
	----- Marketing Region -----		
04*74	1- New England 2- Middle Atlantic 3- East Central 4- West Central 5- South East 6- South West 7- Pacific	06*42	1- Tennessee 2- Alabama/Mississippi 3- Washington/Oregon 4- California 5- Arkansas/Louisiana/Oklahoma 6- Texas 7- Ohio 8- Indiana 9- Illinois 0- Michigan X- Wisconsin Y- Minnesota/Iowa
	----- Census Sub-Region -----		
04*25	1- New England 2- Mid Atlantic 3- South Atlantic 4- East South Central 5- West South Central 6- East North Central 7- West North Central 8- Mountain 9- Pacific	06*43	1- Missouri 2- North Dakota/South Dakota 3- Nebraska/Kansas 4- Montana/Idaho/Wyoming/Colorado 5- New Mexico/Arizona/Utah/Nevada

State group codes are provided to enable any user to create meaningful groupings. State data are subject to large sampling tolerances and therefore estimates for individual states or groups of states are not necessarily reliable. Please use with discretion.

	----- MediaMarkets -----
04*75	1- Top 5 MediaMarkets 2- Next 5 MediaMarkets
04*73	1- New York 2- Los Angeles 3- Chicago

	--- MSA ---
04*26	1- MSA Central City 2- MSA Suburban 3- Non-MSA

	----- County Size -----
04*28	1- A 2- B 3- C 4- D

-----  
Nielsen County Size Definitions  
-----

The projections for county size reflect the new Nielsen definitions. They are as follows:

A = All counties belonging as of June 30, 1990 to the 21 largest metropolitan areas based on household counts from the 1990 census.

B = All counties not included in A that are in metropolitan areas with more than 85,000 households according to the 1990 census.

C = All counties not included in A or B that either have more than 20,000 households or are in metropolitan areas with more than 20,000 households according to the 1990 census.

D = All remaining counties

Definitions of geographical areas:

Census Regions

-----

Northeast:  
 New England  
 Middle Atlantic

North Central  
 East North Central  
 West North Central

South:  
 South Atlantic  
 East South Central  
 West South Central

West:  
 Mountain  
 Pacific

Marketing Regions

-----

New England:  
 Maine  
 New Hampshire  
 Vermont  
 Massachusetts  
 Rhode Island  
 Connecticut

Middle Atlantic:  
 New York  
 New Jersey  
 Pennsylvania \*  
 Delaware  
 Maryland  
 Virginia \*  
 District of Columbia

East Central:  
 Michigan  
 Pennsylvania \*  
 Ohio  
 Kentucky  
 West Virginia  
 Indiana

Marketing Regions Con't.

-----

West Central:  
 Illinois  
 Wisconsin  
 Minnesota  
 Iowa  
 Missouri  
 North Dakota  
 South Dakota  
 Nebraska  
 Kansas  
 Montana  
 Wyoming  
 Colorado

South East:  
 Virginia \*\*  
 North Carolina  
 South Carolina  
 Georgia  
 Florida  
 Tennessee  
 Mississippi  
 Alabama

South West:  
 Arkansas  
 Louisiana  
 Oklahoma  
 Texas  
 New Mexico

Pacific:  
 Washington  
 Idaho  
 Utah  
 Arizona  
 Nevada  
 Oregon  
 California

\* The following Pennsylvania counties are in the East Central region:

Allegheny	Clarion	Forest	Lawrence	Washington
Armstrong	Crawford	Greene	Mercer	Westmoreland
Beaver	Erie	Indiana	Venango	
Butler	Fayette	Jefferson	Warren	

All others are in the Middle Atlantic region.

\*\* The following Virginia counties are in the Mid-Atlantic region:

Arlington (including Alexandria City)	Loudon
Fairfax (including Falls Church)	Prince William

All others are in the South East region.

Definitions of Geographical Areas:

Census Sub-Regions

-----

New England:  
 Maine  
 New Hampshire  
 Vermont  
 Massachusetts  
 Rhode Island  
 Connecticut

Middle Atlantic:  
 New York  
 New Jersey  
 Pennsylvania

South Atlantic:  
 Delaware  
 Maryland  
 District of Columbia  
 Virginia  
 West Virginia  
 North Carolina  
 South Carolina  
 Georgia  
 Florida

East South Central:  
 Kentucky  
 Tennessee  
 Alabama  
 Mississippi

West South Central:  
 Arkansas  
 Louisiana  
 Oklahoma  
 Texas

East North Central:  
 Ohio  
 Indiana  
 Illinois  
 Michigan  
 Wisconsin

Census Sub-Regions Con't.

-----

West North Central:  
 Minnesota  
 Iowa  
 Missouri  
 North Dakota  
 South Dakota  
 Nebraska  
 Kansas

Mountain:  
 Montana  
 Idaho  
 Wyoming  
 Colorado  
 New Mexico  
 Arizona  
 Utah  
 Nevada

Pacific:  
 Washington  
 Oregon  
 California

Mediamarkets  
 -----

Top 5:  
 -----

New York  
 Los Angeles  
 Chicago  
 Philadelphia  
 San Francisco

Next 5:  
 -----

Boston  
 Detroit  
 Washington D.C.  
 Cleveland  
 Dallas/Fort Worth

-----  
 2003 Nielsen Market Rankings (TV Households): Top 100 Designated Market Areas  
 -----

06\*40 -1 1-5  
 -2 6-10  
 -3 11-25  
 -4 26-50  
 -5 51-100

Rank	DMA
----	----
1	New York, NY
2	Los Angeles, CA
3	Chicago, IL
4	Philadelphia, PA
5	San Francisco-Oakland-San Jose, CA
6	Boston (Manchester), MA-NH
7	Dallas-Ft. Worth, TX
8	Washington, DC (Hagerstown, MD)
9	Atlanta, GA
10	Detroit, MI
11	Houston, TX
12	Seattle-Tacoma, WA
13	Tampa-St.Petersburg (Sarasota), FL
14	Minneapolis-St. Paul, MN
15	Phoenix, AZ
16	Cleveland, OH
17	Miami-Ft. Lauderdale, FL
18	Denver, CO
19	Sacramento-Stockton-Modesto, CA
20	Orlando-Daytona Beach-Melbourne, FL
21	Pittsburgh, PA
22	St. Louis, MO
23	Portland, OR
24	Baltimore, MD
25	Indianapolis, IN
26	San Diego, CA
27	Hartford & New Haven, CT
28	Charlotte, NC
29	Raleigh-Durham (Fayetteville), NC
30	Nashville, TN
31	Cincinnati, OH
32	Milwaukee, WI
33	Kansas City, MO-KS
34	Columbus, OH
35	Greenville-Spartanburg-Asheville-Anderson, SC-NC
36	Salt Lake City, UT
37	San Antonio, TX
38	Grand Rapids-Kalamazoo-Battle Creek, MI
39	West Palm Beach-Ft. Pierce, FL
40	Birmingham (Anniston, Tuscaloosa), AL
41	Norfolk-Portsmouth-Newport News, VA
42	New Orleans, LA
43	Memphis, TN
44	Albuquerque-Santa Fe, NM
45	Buffalo, NY
46	Oklahoma City, OK
47	Harrisburg-Lancaster-Lebanon-York, PA
48	Greensboro-High Point-Winston Salem, NC
49	Providence-New Bedford, RI-MA
50	Louisville, KY

Rank	DMA (continued)
51	Jacksonville, FL
52	Wilkes Barre-Scranton, PA
53	Las Vegas, NV
54	Austin, TX
55	Albany-Schenectady-Troy, NY
56	Little Rock-Pine Bluff, AR
57	Fresno-Visalia, CA
58	Dayton, OH
59	Richmond-Petersburg, VA
60	Tulsa, OK
61	Charleston-Huntington, WV
62	Knoxville, TN
63	Mobile-Pensacola (Ft. Walton Beach), AL-FL
64	Flint-Saginaw-Bay City, MI
65	Lexington, KY
66	Wichita-Hutchinson Plus, KS
67	Roanoke-Lynchburg, VA
68	Toledo, OH
69	Green Bay-Appleton, WI
70	Ft. Myers-Naples, FL
71	Tucson (Sierra Vista), AZ
72	Springfield, MO
73	Des Moines-Ames, IA
74	Paducah-Cape Girardeau-Harrisbrg-Mt Vernon,KY-MO-IL
75	Portland-Auburn, ME
76	Rochester, NY
77	Omaha, NE
78	Spokane, WA
79	Shreveport, LA
80	Champaign & Springfield-Decatur, IL
81	Huntsville-Decatur (Florence), AL
82	Columbia, SC
83	Chattanooga, TN
84	Madison, WI
85	Syracuse, NY
86	South Bend-Elkhart, IN
87	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA
88	Burlington-Plattsburgh, VT-NY
89	Jackson, MS
90	Tri-Cities, TN-VA
91	Waco-Temple-Bryan, TX
92	Davenport-Rock Island-Moline, IA-IL
93	Colorado Springs-Pueblo, CO
94	Baton Rouge, LA
95	Johnstown-Altoona, PA
96	Harlingen-Weslaco-Brownsville-McAllen, TX
97	Savannah, GA
98	Evansville, IN
99	El Paso, TX
100	Youngstown, OH

-----  
 Market Statistics 2003 Top 100 Metropolitan Statistical Areas (Households): Top 100 Areas  
 -----

06\*38 1 1-5  
 -2 6-10  
 -3 11-25  
 -4 26-50  
 -5 51-100

Rank Metropolitan Statistical Area  
 -----

1	New York, NY
2	Los Angeles et al, CA
3	Chicago, IL
4	Boston et al, MA-NH
5	Washington, DC-MD-VA-WV
6	Philadelphia, PA-NJ
7	Detroit, MI
8	Atlanta, GA
9	Houston, TX
10	Dallas, TX
11	Phoenix et al, AZ
12	Minneapolis et al, MN-WI
13	Riverside et al, CA
14	Tampa et al, FL
15	San Diego, CA
16	St. Louis, MO-IL
17	Baltimore, MD
18	Seattle et al, WA
19	Pittsburgh, PA
20	Orange County, CA
21	Nassau et al, NY
22	Cleveland et al, OH
23	Oakland, CA
24	Denver, CO
25	Miami, FL
26	Portland et al, OR-WA
27	Newark, NJ
28	Kansas City, MO-KS
29	San Francisco, CA
30	Orlando, FL
31	Fort Lauderdale, FL
32	Fort Worth et al, TX
33	Cincinnati, OH-KY-IN
34	Las Vegas, NV-AZ
35	New Haven et al, CT
36	Indianapolis, IN
37	Sacramento, CA
38	Columbus, OH
39	Charlotte et al, NC
40	Milwaukee et al, WI
41	Norfolk et al, VA-NC
42	San Antonio, TX
43	San Jose, CA
44	Austin et al, TX
45	Greensboro et al, NC
46	New Orleans, LA
47	Bergen et al, NJ
48	Nashville, TN
49	West Plm Beach et al, FL
50	Raleigh et al, NC

## Rank Metropolitan Statistical Area (Continued)

51 Buffalo et al, NY  
52 Hartford, CT  
53 Jacksonville, FL  
54 Salt Lake City et al, UT  
55 Monmouth et al, NJ  
56 Oklahoma City, OK  
57 Memphis, TN-AR-MS  
58 Middlesex et al, NJ  
59 Rochester, NY  
60 Louisville, KY-IN  
61 Grand Rapids et al, MI  
62 Richmond et al, VA  
63 Greenville et al, SC  
64 Providence et al, RI  
65 Dayton et al, OH  
66 Birmingham, AL  
67 Albany et al, NY  
68 Tucson, AZ  
69 Tulsa, OK  
70 Fresno, CA  
71 Knoxville, TN  
72 Syracuse, NY  
73 Albuquerque, NM  
74 Omaha, NE-IA  
75 Akron, OH  
76 Sarasota et al, FL  
77 Tacoma, WA  
78 Ventura, CA  
79 Scranton et al, PA  
80 Harrisburg et al, PA  
81 Allentown et al, PA  
82 Toledo, OH  
83 Gary, IN  
84 Little Rock et al, AR  
85 Jersey City, NJ  
86 Youngstown et al, OH  
87 Springfield, MA  
88 Baton Rouge, LA  
89 Ann Arbor, MI  
90 Wilmington et al, DE-MD  
91 Daytona Beach, FL  
92 El Paso, TX  
93 Bakersfield, CA  
94 Charleston et al, SC  
95 Wichita, KS  
96 Columbia, SC  
97 Mobile, AL  
98 Melbourne et al, FL  
99 Fort Myers et al, FL  
100 Colorado Springs, CO

-----  
 Own or Rent Home  
 -----

- 08\*21 1- Own  
 2- Rent  
 3- Rent free

-----  
 Value of Owned Home  
 -----

- 08\*23 1- Under 20,000  
 2- \$20,000 - \$29,999  
 3- \$30,000 - \$39,999  
 4- \$40,000 - \$49,999  
 5- \$50,000 - \$59,999  
 6- \$60,000 - \$74,999  
 7- \$75,000 - \$99,999  
 8- \$100,000 - \$124,999  
 9- \$125,000 - \$149,999  
 0- \$150,000 - \$199,999  
 08\*24 1- \$200,000 - \$499,999  
 2- \$500,000+

-----  
 Type of Dwelling Unit  
 -----

- 08\*34 1- Single family  
 2- Two family  
 3- 3 - 5 family  
 4- 6 - 9 family  
 5- 10 family +  
 6- Mobile home

-----  
 Moving Van  
 -----

- 05\*64 1- Used a professional moving van  
 in the past 12 months

-----  
 Lot Size (if own single family house)  
 -----

- 08\*25 1- Less than 1/4 acre  
 2- 1/4 to 1 acre  
 3- More than 1 acre to 3 acres  
 4- More than 3 acres

-----  
 No. of Years At Present Address  
 -----

- 08\*26 1- Less than 1 year  
 2- 1 Year  
 3- 2 To 4 Years  
 4- 5 To 9 Years  
 5- 10 To 19 Years  
 6- 20 Years or more  
 Y- Not stated

Note: 5+ years reported as 08\*26\*456Y

-----  
Languages Spoken in Home  
-----

## Spoken Most often

08\*28 1- English  
\*2- Spanish ("English language capable household")  
3- Other

## Other Languages Spoken

08\*28 4- English  
\*5- Spanish ("English language capable household")  
6- Other  
7- No other language

## Spoken Most often Or Other

08\*28 8- English  
9- Spanish ("English language capable household")  
0- Other

-----  
\*Respondent Personally Speaks at Home  
-----

29\*49 1- Only English  
2- Mostly English, but some Spanish  
3- Only Spanish  
4- Mostly Spanish, but some English  
5- Both English and Spanish equally  
6- Other

-----  
Country of Ancestors' Origin  
(Hispanic respondents only)  
-----

07\*05 1- Mexico  
2- Puerto Rico  
3- Cuba  
4-5 Dominican Republic or other Central American country  
6-7 South America or other Spanish/Hispanic country

-----  
Birthplace of Respondent  
(Hispanic Respondents only)  
-----

07\*06 1- United States  
3- Puerto Rico or other U.S. Territories  
2- Other country

-----  
Spanish or Hispanic Origin or Descent  
-----

08\*40 1-Yes

## \* A SPECIAL NOTICE ABOUT SPANISH SPEAKING POPULATION

Prior to Wave 48, the MRI questionnaire and product booklet were only available in English. When the selected respondent within a household was not able to participate in an English language interview, attempts were made to make use of a translator. This translator might have been a family member, a neighbor or the interviewer. If it was not possible to find an individual to carry out this translation, no interview was conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study prior to Wave 48 was limited to Spanish speaking individuals who are English language capable or who live in households with at least one English language capable individual. We believe that the partial use of bi-lingual interviewers or neighbors resulted in an extension of this covered population to a larger portion of the non-English language capable population. However, because these individuals are not always present, we have chosen to be conservative in our coverage descriptions. As a result, we define the Spanish language population (prior to W48) to be Spanish language individuals who are English language capable or who live in households with at least one English language capable individual.

Beginning with Wave 48, the MRI questionnaire and product booklet are available in both English and Spanish. When the selected respondent within a household is not able to participate in an English language interview, a Spanish language capable interviewer will administer the interview in Spanish, using Spanish-language materials or, a non-Spanish-language capable interviewer will attempt to use an intermediary (also using Spanish language materials). This intermediary may be a family member, a neighbor, etc. If a Spanish-language capable interviewer is not available in the area, and it is not possible to find an intermediary, no interview is conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study (beginning in Wave 48) is limited to the availability of Spanish-speaking interviewers or to the presence of at least one English language capable intermediary.

Due to the limited number of Spanish-language capable interviewers, the response rate for Spanish-language isolated households is substantially lower than for the remaining Spanish-speaking population. As a result, MRI is still maintaining the notation for Spanish-language population.

- Race\*  
-----
- 07\*07 1- White  
2- Black/African American  
3- American Indian or Alaska Native  
4- Asian  
5- Other
- 7- White only  
8- Black/African American only  
9- Other Race/Multiple Classifications

\* Beginning with the 2000 Census, the race question allowed for multi-classification (i.e. a person may claim to be two or more races). MRI implemented this question change in W48. For this reason, choices under the new definition will add to greater than 100 percent. In addition, prior to the 2000 Census, Hispanics who claimed to be a race other than "White" were predominantly reassigned to a "White" race classification. This is no longer the case. Beginning with Wave 48 in the Spring 2003 report, MRI post-stratified race using the new census race definitions and questions. This post-stratification entailed classifying respondents as "White Only," "Black/African America Only," or "Other Race" (which included respondents claiming to be Asian, American Indian or Alaska Native, or respondents who claimed to be of two or more races.)

-----  
Miles Traveled in Town, City or Suburb  
as Driver or Passenger in Car or Truck  
-----

- | In Past 7 Days:         | If None in Past 7 Days,<br>Miles in Past 4 Weeks: |
|-------------------------|---|
| 05*50 1- Under 10 miles | 05*51 1- Under 10 miles                           |
| 2- 10 - 20              | 2- 10 - 20  |
| 3- 21 - 35              | 3- 21 - 35  |
| 4- 36 - 50              | 4- 36 - 50  |
| 5- 51 - 100             | 5- 51 - 100                                       |
| 6- 101 - 150            | 6- 101 - 150                                      |
| 7- 151 - 250            | 7- 151 - 250                                      |
| 8- Over 250             | 8- Over 250                                       |
| 9- None                 | 9- None   |

MRI does not measure special editions of publications. The following codes refer to geographical areas as defined by the publisher which, when combined with the magazine's audience, yield total readership within that area.

-----  
National Geographic Market Area Codes  
-----

- 04\*76 2- National Geographic 25-Market
- 13\*13 1- National Geographic Gold

To obtain National Geographic "Big G" and Gold editions, use "and" condition with National Geographic average issue audience code

-----  
Good Housekeeping Special Edition Area Code  
-----

- 15\*69 X- GH Your Good House

To obtain GH Your Good House Edition, use "and" condition with Good Housekeeping average issue audience code

-----  
U.S. News & World Report Special Edition Area Code  
-----

- 13\*61 3- U.S. News & World Report in High Income P\$YCLE Clusters

To obtain U.S. News & World Report in High Income P\$YCLE Clusters Edition, use "and" condition with U.S. News & World Report average issue audience code

PAGE	CATEGORY
----	-----
1,5	Adults: Number in Household
1,5	Adults; Number Female in Household
1,5	Adults; Number Males in Household
2-4	Age; Children
10	Age; Head of Household
10	Age; Homemaker
6	Age; Respondent
12	Age; Spouse
1	Bases
13	Cellular Phones
13	Cellular Phone Service
14,15	Census Regions
14,16	Census Sub-Regions
2-4	Children by Age
2,3	Children; Females by Age
2	Children; Have
2,3	Children; Males by Age
1	Children; Number
1	Children; Number of Females
1	Children; Number of Males
2	Children; Presence by Age
6	College: Currently Attending
14	County Size
6	Degree, Highest Attained
21	Dwelling Unit
6	Education; College Degree
11	Education; Head of Household
7	Education; Respondent
11	Employment Status; Head of Household
7	Employment Status; Respondent
5	Female Adults by Age
2,3	Female Children by Age
14	Geographic codes
15	Geographical area definitions
23	Good Housekeeping Special Edition Area Code
10	Head of Household; Age
11	Head of Household; Education
11	Head of Household; Employment Status
11	Head of Household; Job Title
10	Head of Household; Marital Status
11	Head of Household; Occupation
10	Head of Household; Sex
6	Highest Degree Attained
9	Home Office
21	Home Ownership; Own/Rent
21	Home Ownership; Value
10	Homemaker; Age
10	Homemaker; Marital Status
10	Homemaker; Relationship to Head of Household
10	Homemaker; Sex
12	Household Composition
13	Household Income
12	Household Members Pregnant
13	Income; Household
13	Income; Respondent
8	Job Function; Respondent
11	Job Title; Head of Household
8	Job Title; Respondent
7	Kind of Firm; Respondent
22	Languages Spoken in Home
12	Life Cycle
12	Lifestage
21	Lot Size
14	MSA
5	Male Adults by Age
2,3	Male Children by Age
7	Managers/Professionals; Respondent
11	Managers;Professional; Head of Household
10	Marital Status; Head of Household
10	Marital Status; Homemaker
6	Marital Status; Respondent

PAGE	CATEGORY
----	-----
14,15	Marketing Regions
14	Mediamarkets
19,20	Metropolitan Areas
23	Miles Traveled
12	Months Baby Due
6	Months Married
21	Moving Van Use
23	National Geographic Market Area Codes
17,18	Nielsen Market Rankings
1	Number; Adult Females in Household
1	Number; Adult Males in Household
1	Number; Children
2-4	Number; Children by Age
1	Number; Female Children
2-3	Number; Female Children by Age
1	Number; Male Children
2-3	Number; Male Children by Age
9	Number; People Firm Employs, Respondent
1	Number; People in Household
13	Number; Working in Household
6	Number; Years Married, Respondent
21	Number; Years at Present Address
11	Occupation; Head of House
9	Occupation; Respondent
4	One-Parent Household
21	Own/Rent Home
4	Parent of Children in Household
12	Pregnant: Household Member(s)
2	Presence of Children By Age
7	Primary wage-earner
23	Race
10	Relationship; Homemaker
6	Relationship; Respondent
21	Rent Home
6	Respondent; Number of Years Married
6	Respondent; Age
6	Respondent; Attending College or University
7	Respondent; Education
7	Respondent; Employment Status
13	Respondent; Income
8	Respondent; Job Function
8	Respondent; Job Title
7	Respondent; Kind of Firm
6	Respondent; Marital Status
9	Respondent; Number of People Firm Employs
9	Respondent; Occupation
7	Respondent; Self-Employed
6	Respondent; Sole Parent
8	Respondent; Type of Business
7	Self-Employed; Respondent
10	Sex; Head of Household
10	Sex; Homemaker
1	Sex; Respondent
12	Sex; Spouse
7	Sole wage-earner
22	Spanish or Hispanic origin
12	Spouse; Age
12	Spouse; Sex
14	State Group Codes
8	Supervise Any Employees
13	Telephone; Cellular Phones, Number Owned
8	Top Management
8	Type of Business; Respondent
6	University: Currently Attend
23	U.S. News & World Report Special Edition Area Code
21	Value of Home if Owned
13	Zip HH Income Quintile