

HOW TO USE THIS CODEBOOK

The DOUBLEBASE 2005 magazine reports are based on Waves 49, 50, 51 and 52 interviews. The period of fieldwork is as follows:

Wave 49	March 1, 2003 to October 26, 2003
Wave 50	September 1, 2003 to May 7, 2004
Wave 51	March 1, 2004 to October 29, 2004
Wave 52	September 1, 2004 to May 8, 2005

DEMO HEADER CODING WORKSHEET

This worksheet is an easy reference for standard demo breaks. It can be copied and used as a worksheet rather than writing codes for each on-line run.

DEMOGRAPHIC SECTION

An alphabetical index precedes this section. Detailed demographic codes are available here. Use the index to find the correct item and code.

PRODUCT SECTION

Product section pages for the DOUBLEBASE 2005 code book will be issued later this Summer. Until these data are available, product data will be available from the Doublebase 2004 database.

MEDIA SECTION

An alphabetical index precedes this section. The explanatory page preceding this section defines for magazines: the location of frequency, average issue, in-home, out-of-home, Average Page Exposure (APX), primary audience, detailed place of reading codes and the qualitative audience data. The card and column locations are given with the alphabetical listing of the magazines. Codes for cable TV, media quintiles, and outdoor advertising exposure are in this section. Broadcast data will be available later this fall.

REVISION SECTION

Please file the cover sheet for each Change Notice received in this section. This will assure you and others on your staff that your code book is up to date.

WEIGHTS

The population and household weights are carried in column binary format. The locations are:

Population weight - Card 18 Cols. 73, 74, 75 and 76
Household weight - Card 18 Cols. 77, 78, 79 and 80

Weights are expressed in thousands to two decimal places, i.e., a weight of 2.15 (thousand) is carried as 0215 and represents the value of 2.150.

	<u>Weighted (000)</u>	<u>Unweighted</u>
Adults	213,310	51,251
Men	102,477	26,154
Women	110,833	25,097
Female Homemakers	94,046	22,533
Male Homemakers	38,016	11,081
Total Homemakers	132,062	33,614
Households	111,745	51,251

"Totals" in some tables were derived by addition, and may differ between tables by 1 due to rounding.

PAGE EXPOSURES

Note: page exposure data distributed by Mediamark Research on compact disc are carried in a different format than that described below.

Neither the layout of the data nor the coding conventions that follow apply to page exposure data carried on MRI compact discs.

Subscribers using MRI compact discs with the MEMRI programs or any other personal computer-based retrieval and tabulation system should call the MRI Client Services Department for more information.

Page Exposures data are a measure of the average number of times that each member of a specific magazine's average issue audience is exposed to the average page of that magazine. These data are carried as a three digit number carried to one decimal place, in the last three (3) of the seven (7) columns devoted to qualitative audience data.

A three digit value is carried for each respondent in the form that follows:

Page Exposures = X1 X2 .X3

NOTE: The decimal between X2 and X3 is implied, not carried on the MRI tape.

The value X1 X2 .X3 is the respondent's average number of exposures to the average page of the magazine for which the data are carried. Remember, all MRI qualitative audience data are linked specifically to individual magazine titles. Actual values for each "X" in the Page Exposures number are assigned by the "punch" value used for each of the qualitative audience columns devoted to Page Exposures data. The generalized coding statement is as follows:

X1 X2 .X3 = CARD*COLUMN(5th)*X1

AND

CARD*COLUMN(6th)*X2

AND

CARD*COLUMN(7th)*X3

Value of X1 equals the literal "punch" of relative column 5.

Value of X2 equals the literal "punch" of relative column 6.

Value of X3 equals the literal "punch" of relative column 7.

Using Architectural Digest as our sample magazine, coding examples follow:

Frequency/ Avg. Issue/ Where Read Primary Card&Column -----	Detail Where Read Codes Card&Column -----	Qualitative Audience Card&Column -----	Magazine -----
21*30	21*31	21*32-38	Architectural Digest

Page Exposures data for Architectural Digest are carried in the last three of the magazine's seven qualitative audience columns. Thus, the data reside in CARD 21, COLUMNS 36, 37 and 38.

Architectural Digest audience:

Audience Having Page Exposures Value of: -----	X1 X2 .X3 Value -----	Coding -----
2.0	02.0	21*36*0 AND 21*37*2 AND 21*38*0
2.6	02.6	21*36*0 AND 21*37*2 AND 21*38*6
3.1	03.1	21*36*0 AND 21*37*3 AND 21*38*1
2.0 OR MORE	02.0 TO 99.9	21*36*1-0 AND 21*37*2-9 AND 21*38*1-0
2.6 OR MORE	02.6 TO 99.9	(21*36*0 AND 21*37*2 AND 21*38*6-9) OR (21*36*1-0 AND 21*37*3-9 AND 21*38*1-0)

The last two examples of Page Exposures coding deserve further discussion. When a range of Page Exposures values is desired, coding must encompass all values within the specified range. In the example of 2.0+ Page Exposures, all values greater than 2.0 must be included. Thus, X1 can have any value from 0 to 9; X2 can have any value from 2 to 9; and X3 can have any value from 0 to 9. Study the coding for 2.0+ Page Exposures and you will see that the coding statement includes all combinations of the punch values that will yield a Page Exposures value greater than or equal to 02.0.

The final coding example, which extracts readers with Page Exposures greater than 2.6, is more complicated because values between 2.0 and 2.5 must not be included in the coding statement. Thus, two coding statements must be used in conjunction with each other to achieve the desired result. The first coding statement includes Page Exposures values from 02.6 to 02.9. The second coding statement is similar to that used to code 2.0+ Page Exposures, except the lower limit for the X2 value is set at 3 instead of 2. These statements must be joined with the "OR" condition to yield the correct result.

MRI reports Page Exposures data in two forms:

1. Total Page Exposures may be used in addition to or instead of total audience estimates.

Total Page Exposures are generated by summing individual Page Exposures values for all readers of a magazine:

Total Page Exposures = (X1 X2 .X3 times respondent weight) summed for all respondents.

2. Average Page Exposures for the total audience, or for particular segments of the total audience (primary, in-home, women 18 to 49, used frozen orange juice, etc.) may be generated for each magazine. Average audience Page Exposures are generated as follows:

Average Audience Page Exposures = Total Page Exposures/Total Audience

TO EXTRACT TOTAL PAGE EXPOSURE OR AVERAGE PAGE EXPOSURE DATA, CONSULT YOUR SOFTWARE PROVIDER ACCOUNT REPRESENTATIVE.

For suggestions or questions about this codebook, please call your MRI Representative:

Mediamark Research Inc.
75 Ninth Avenue
5th floor
New York, New York 10011
(800) 310-3305

PRODUCT PURCHASE DECISION MAKERS

Data are available on the purchase decision maker for select product categories in the Doublebase 2005 MRI Study. To match the decision maker populations shown in the Product Volumes, the code for respondent decision maker "yourself (alone or with someone else)" must be applied. An illustration follows:

Who decided which make to buy?

Yourself (alone or with someone else)	98*76 -5
Someone else	-6

Decision Makers = 98*76-5

HOMEMAKER DATA

Marketing data on products and services used by or purchased for entire households are collected from the person in each sampled household who "does most of the shopping for groceries and household items". This person is designated as the household's "homemaker" and may or may not be the same individual that provides MRI with detailed demographic and media usage data. When applying MRI homemaker data, it is very important to understand the differences between "respondent homemaker" data and "non-respondent homemaker" data. The proper applications of homemaker data are discussed on pages 6 and 7.

1. "Respondent Homemaker data" - Respondents who are also the homemakers provide us with full demographic, media and marketing data. All MRI data may be properly applied against a respondent homemaker base:

Female Homemakers	04*08 -4
Male Homemakers	-5
Total (Adult) Homemakers	-6

By applying these bases, only respondent homemaker data will be accessed. Because media data are available only for respondent homemaker populations, all media planning and profiling of product purchasers for homemakers must be done on a respondent homemaker base. Data run in this manner reflect the demographics and media habits of the purchaser of household products. See example "I" below.

2. "Non-Respondent Homemaker Data" - When the respondent was not the homemaker, the household's homemaker has provided the answers to the homemaker product section of the MRI marketing questionnaire. These data may also be tabulated and are considered to be "non-respondent homemaker data".

Non-respondent homemaker product information may be tabulated by using a base of adults, men, women, etc. The resulting data reflect the number of adults, within the specified population base, living in households in which the homemaker (respondent or non-respondent) has indicated household usage of given products or brands. See example "II" below. Media data and respondent demographic data may not be used when homemaker product data are run on a base other than Total Homemakers, Male Homemakers or Female Homemakers.

Household weights may also be applied to homemaker product category data when non-homemaker bases are used. The household weight will result in output that reflects the number of households in which a product is used. Only household demographic data should be used as part of any run that uses household weighting. Media data should not be used. Consult with your on-line service account representative for proper data file coding to access MRI household weights. See example "III".

Note: The following data are shown ONLY as examples and will not match data tabbed from the Doublebase 2005 Study.

Example I

Population Base: Total Homemakers (male and female)
Product: Instant Hot Lunches, used in past 6 months

Projected Population: 5,719,000

The population projection in Example "I" shows that 5,719,000 adult homemakers used instant hot lunches in their households in the past 6 months. Because the homemaker is by definition the household's principle shopper, this population was responsible for the product's purchase. Only a homemaker base may be used for marketing analysis of the buyers of homemaker product categories or for media planning to reach these buyers.

Example II

Population Base: All Adults
Product: Instant Hot Lunches, used past 6 months

Projected Population: 10,469,000

The population projection in example II shows that there are 10,469,000 adults living in households in which hot lunches were used (and purchased) by the homemaker in the past 6 months.

Example III

Population Base: Adults - Household Weight used instead of Population Weight
Product: Instant Hot Lunches, used past 6 months

Projected Households: 5,184,000

The Household projection is 5,184,000 households indicating that instant hot lunches were used (and purchased) by the homemaker in that many households.

HOMEMAKER HEAVY, MEDIUM AND LIGHT USER CODES

The heavy, medium and light codes for the homemaker data have been calculated and reported for female homemakers only. In order to match the reports, screen by female homemakers (04*08*4) and AND it with the category.

Male homemakers have data, but the heavy, medium and light user segments have not been generated. In order to get male homemakers, screen by male homemakers (04*08*5) and AND it with the category. Heavy, Medium and Light usage may be derived by using the codes for the discrete number of uses available for all appropriate product categories.

Note: Codes used as examples only.

OTHER DIET SOFT DRINKS, NOT COLAS

Drank in last 6 months:

42*37 -Y Yes --A--
 42*37 -1 Heavy)
 -2 Medium) --B--
 -3 Light)

Drinks or glasses in last 7 days:

42*36 -1 None L
 -2 1 M
 -3 2 M
 -4 3 M
 -5 4 H
 -6 5 H --C--
 -7 6 H
 -8 7 H
 -9 8 H
 -0 9 or more H

42*36 -X Sole Brand)
 42*38 -1 Sole Type) --E--
 -2 Sole Kind)

Sole/Primary Secondary
 --F-- --G--

		Kinds:
42*37 -4	42*38 -4	Bottled
-5	-5	Canned
		Types:
42*37 -6	42*38 -4	Bitter Lemon
-7	-7	Ginger Ale
-8	-8	Lemon Lime
-9	-9	Root Beer
-0	-0	Tonic
-X	-X	Other
		Brands:
42*37 -Y	42*38 -Y	A&W Root Beer
42*39 -1	42*40 -1	Barrelhead Diet Root Beer
-2	-2	Canada Dry Low Cal Ginger Ale
-3	-3	Canada Dry Low Cal Tonic
-4	-4	Cotts Diet
-5	-5	Dads Root Beer-Sugar Free
-6	-6	Diet Moxie
-7	-7	Diet Rite
-8	-8	Diet 7UP
-9	-9	Diet Shasta-Sugar Free
-0	-0	Diet Squirt
-X	-X	Diet Wink
-Y	-Y	Dr. Brown Diet

ALL USERS:

"All Users" are defined as all adults (or households) who report any usage of a product or service category within the time period (usually 6 months) specified directly over the category's "YES" code. "All Users" may be ascertained by applying the "YES" code. See "A".

NOTE WELL:

The definitions of all the following user segments are based on the quantity of the product or service category consumed. These quantitative, or "Volume of Use" data are usually collected using a shorter time period than used to define "All Users". For example, if "All Users" are based on usage in the past 6 months, all other category data (Heavy, Medium, Light, Sole, Primary, and Secondary Users) may be based on the quantity used in the past 7 days. The period for which a category's "Volume of Use" data are collected is specified directly under the codes for heavy, medium, and light users.

HEAVY, MEDIUM, AND LIGHT USERS:

These user segments are derived by dividing the "All User" population into three distinct groups according to the quantity of the users' reported consumption within the time period specified directly below the heavy, medium, and light user codes.

The quantities of use that define heavy, medium, and light users are indicated by the presence of an "H", "M", or "L" to the right of codes for the discrete usage quantities listed for each category.

SOLE/PRIMARY USERS:

Sole/primary users are the sum of sole users and primary users. See individual sole and primary definitions below.

SOLE USERS:

Sole users are those who use one and only one brand, type, or kind. To ascertain Sole Users, the appropriate "Sole" code is used in conjunction with the corresponding "Sole/primary" code to exclude "primary" users.

PRIMARY USERS:

Primary users are those who use multiple brands, types, or kinds, but who use more of a single brand, type, or kind than of any other. If more than one brand, type, or kind meets the criterion as "most often used", each is classified as primary.

SECONDARY USERS:

Users of brands, types, or kinds who are not sole users or primary users.

Below you will find documentation on coding for the product usage section of this codebook. The instructions will refer to the corresponding sample page on the left.

Card*Column*Punch

As you can see on the left page, each response is assigned a card, column and a punch. The first number is the card which is followed by an asterisk (*). The second number pertains to the column, and is then followed by the punch.

Example: Drank in last six months

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-----
Card   Column   Punch
----   -
42    * 36    Y - Yes

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HOW TO CODE

EXAMPLES

All Users

42*36*Y

To code all users, use the "Yes" card*column*punch appertaining to the category (See A).

Heavy, Medium, And Light Users

Heavy Users of Category

For your convenience, heavy, medium, and light users of the category have been pre-coded (See B). These codes refer only to the category listed. The definitions of heavy, medium, and light are indicated (See C).

42*37*1

Sole Kinds and Sole Types

Sole Kind-Bottled

Use the Sole/Primary card*column*punch corresponding to the kind or type (See F), and "and" it with the Sole Kind or Sole Type card*column*punch (See E).

42*37*4 AND 42*38*2

Primary Kinds and Primary Types

Primary Type-Tonic

Again, use the Sole/Primary card*column*punch corresponding to the kind or type (See F), and "and" it with the Sole Kind or Sole Type card*column*punch (See E).

42*37*0 AND NOT 42*38*1

Secondary Kinds and Secondary Types

Secondary Kind-Bottled

Coding for Secondary Kinds and types requires only the card*column*punch listed under "Secondary" which appertain to the particular kind or type (See G).

42*38*4

Sole Users of a Brand

Sole User of

Use the Sole/Primary card*column*punch corresponding to the brand (See H), and use the "and" it with the Sole Brand card*column*punch (See E).

A&W Root Beer

42*37*Y AND 42*36*X

Primary Users of a Brand

Primary User of

Use the Sole/Primary card*column*punch corresponding to the brand (See H), and use the "and not" condition on the Sole Brand card*column*punch (See E)

A&W Root Beer

42*37*Y AND NOT 42*36*X

Secondary Users of a Brand

Secondary User of

Use the Secondary card*column*punch corresponding to the brand (See I).

A&W Root Beer

Please note the following examples for linking characteristics of Travel, Television Sets, and Automobiles:

Example I: Took Cruise to Bermuda (past 3 years)

Last Trip -----		Second Last Trip -----		Other Trips -----
(79080 and 79011)	or	(79230 and 79161)	or	(79380 and 79311)
Cruise Bermuda		Cruise Bermuda		Cruise Bermuda

Example II: Color Portable TV sets of \$300 or More

Last Acquired -----		2nd Last Acquired -----		Other -----
(90233 and 9025x-y)	or	(90283 and 9030x-y)	or	(90333 and 9035x-y)
Color \$300+ Portable		Color \$300+ Portable		Color \$300+ Portable

Example III: Bought an Imported Car New in Past Year

Most Recent Purchase -----		2nd most Recent Purchase -----		Other -----
(72517 and 72371 and 72351)	or	(73117 and 72771 and 72751)	or	(73517 and 73371 and 73351)
Import New Past yr.		Import New Past yr.		Import New Past yr.