

For magazines, the following codes apply to the first column of data listed on the following pages:

Question 1 - Frequency

"On the average out of four issues that are published, how many issues of the publication do you read or look into?"

- 0- None
- 1- One
- 2- Two
- 3- Three
- 4- Four

*to determine frequency of average issue readers, 'AND' these codes with the average issue code

6-Month screens: to tabulate those who "screened-in" on a magazine (may have read or looked into any issue in the past 6 months), use codes for any frequency claim:

For example, American Baby's Frequency/Average Issue data are in 19*10 (Card 19, column 10). Therefore the code for those who screened-in on American Baby is

19101-4 OR 19100

Note that the "OR" condition is required to include the code for those people who reported that they read 0 (zero) out of the average 4 issues published. Because the 0 punch is not adjacent to punches 1 through 4, the code requires two components.

Question 2 - Average Issue

"Have you read or looked into a copy of the publication in the last publication period?"

- 6- Yes

Question 3 - Where Read

"Where did you read or look into the publication in the last publication period?" (*see next page for detail where read).

- 7- In-Home
- 8- Out-of-Home

Primary Audience

Consists of those Average Issue readers who purchased or subscribed to the publication or who live in a household in which another person did so.

- X- Primary
- 9- Buyers (those who purchased or subscribed to the publication.)

Source of Copy

- Y- Internet/On-line

Beginning in Wave 50, the respondent is permitted to give two answers for how a magazine is obtained, if the first response is "read or looked into it on the Internet or an on-line service." This is done to ensure a complete measure of readership for printed copies.

For the Wall Street Journal, the New York Times Daily, USA Today, Tribune 3 (Daily), Tribune 11 (Daily), NNN Top 10 (Daily), NNN Top 25 (Daily) and Life Carrier Newspapers (distributed weekly in daily papers—see Technical Guide for additional information) the following codes apply for the first column of data:

Question 1 - Frequency

"On the average out of five issues published, how many do you read or look into?"

- 0- None
- 1- One
- 2- Two
- 3- Three
- 4- Four
- 5- Five

Question 2 - Average Issue

"Did you read or look into a weekday issue yesterday (Friday if interview Sunday or Monday)?"

- 6- Yes

For Metro-Puck Carrier Newspapers, Parade Carrier Newspapers, Sunday Mag/Net Carrier Newspapers, USA Weekend Carrier Newspapers, Washington Post (Sunday), Chicago Tribune (Sunday), Los Angeles Times (Sunday), New York Times (Sunday), TV Week Carrier Newspapers, Tribune 3 (Sunday), Tribune 11 (Sunday), NNN Top 100(Sunday) and NNN Top 25 (Sunday) the following codes apply for the first column of data:

Question 1 - Frequency

"On the average out of four issues published, how many do you read or look into?"

- 0- None
- 1- One
- 2- Two
- 3- Three
- 4- Four

Question 2 - Average Issue

"Did you read or look into any issue in the last 7 days?"

- 6- Yes

For the Wall Street Journal, New York Times (Daily and Sunday), USA Today, and Los Angeles Times (Sunday) the following codes also apply for the first column of data:

Question 3 - Where Read

"Where did you read or look into the publication?"

- 7- In-Home
- 8- Out-of-Home

Primary Audience

Consists of those Average Issue readers who purchased or subscribed to the publication or who live in a household in which another person did so.

- X- Primary
- 9- Buyers (those who purchased or subscribed to the publication.)

Source of Copy

- Y- Internet/On-line

For the Los Angeles Times (Sunday), New York Times (Daily & Sunday), Wall Street Journal, USA Today, and magazines, the detailed Where Read codes are listed in the second column. The codes are listed below. There are no detailed where read codes for Life Carrier Newspapers, Metro-Puck Carrier Newspapers, Parade Carrier Newspapers, Sunday Mag/Net Carrier Newspapers, USA Weekend Carrier Newspapers, Washington Post (Sunday), Chicago Tribune (Sunday), TV Week Carrier Newspapers, Tribune 3 (Daily & Sunday), Tribune 11 (Daily & Sunday), NNN Top 10 (Daily), NNN Top 100 (Sunday) and NNN Top 25 (Daily & Sunday).

- 1- At doctor's or dentist's office
- 2- At beauty parlor or barber shop
- 3- At a library, club or school
- 4- In a business reception room
- 5- While traveling to or from work
- 6- On an airplane
- 7- During other traveling
- 8- At your place of work
- 9- At a newsstand or in a store
- 0- In someone else's home
- X- In your own home
- Y- Somewhere else

The Qualitative Audience data for magazines are carried in 7 additional columns and are described in detail below. The weights used to generate mean values in the Qualitative Audience report are also shown. Note: "no answers" were excluded in calculating means in qualitative audience.

Relative Column	Code	Meaning ----- No. of Reading Days	Weight Used
1st col. of 7	1	One	1
	2	Two	2
	3	Three	3
	4	Four	4
	5	Five	5
	6	Six or more	6.5
	not 1-6	No answer	

Relative Column	Code	Meaning ----- No. of Minutes	Weight Used
2nd col. of 7	1	15 minutes or less	8
	2	16-30 minutes	24
	3	31-45 minutes)
	4	46-Minutes - 1 hour) 45
	5	1-1 1/2 hours)
	6	1 1/2 -2 hours) 90
	7	2-2 1/2 hours)
	8	2 1/2 -3 hours) 150
	9	3-3 1/2 hours)
	0	3 1/2-4 hours) 210
	X	4-5 hours)
	Y	More than 5 hours) 300
	not 1-Y	No answer	

Relative Column -----	Code -----	Meaning ----- Action Taken -----
3rd col. of 7	1	Send for information on product advertised
	2	Send for product advertised
	3	Cut out an ad or ads
	4	Cut out an article or articles
	5	Cut out or used a recipe
	6	Cut out or used a "cents-off" coupon
	7	Visited the magazine's website
	8	Something else
	0	Nothing
not 1-8,0		No answer

Relative Column -----	Code -----	Rating -----	Weight Used -----
4th col. of 7	5	One of my favorites	100
	4	Very good	75
	3	Good	50
	2	Average	25
	1	Poor	0
	6	No answer	

Relative Column -----	Code -----	Interest in Advertising -----	Weight Used -----
4th col. of 7	9	Considerable interest	1.0
	8	Some interest	.5
	7	Not much interest	0
	0	No answer	

Page Exposure Estimate

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.

Relative Columns -----	Meaning -----
5 th /6 th /7 th cols of 7	<p>Number of times the reader is exposed to the average page of the average issue of the magazine. This value is represented as a 3-digit number with one decimal place. For example:</p> <p>5th column: 0- punch 6th column: 1- punch 7th column: 7- punch</p> <p>means a page-exposure of 01.7</p> <p>For further explanation please see Sec.I page 11.</p>

Page Exposure Calculation -----

The Page Exposure estimate is calculated as follows:

$$\text{Page Exposures} = \frac{\text{reading days times number of issues opened}}{\text{times percent of pages opened}}$$

If the result of reading-days times number-of-issues opened is greater than 50, the result is set to 50.

If a respondent's Page Exposure Value (reading-days x number-of-issues-opened x percent-of-pages-opened) exceeds 9.9, the value is set to the average value for all Page Exposures greater than 9.9.

The components of the Page Exposures calculation are defined thus:

Reading Days -----

The number of days that any issue was read or looked into within the magazine's publication period, e.g. in the last 7 days for weekly magazines, in the last 30 days for monthly magazines. This number differs from the reading-days code described above (see page 3) in that values greater than 5 are not collapsed into a single "6+ days" code.

Number of Issues Read -----

The number of different issues of the same magazine read or looked into on the most recent reading day (before the day of the interview).

Percent of Pages Opened -----

The percent of the magazine's pages that were opened on the most recent reading day (before the day of interview).

Magazine Groups

The following magazine groups have been released showing gross audience. To obtain the gross audiences for the groups, use codes provided by your time sharing service. To obtain the net audience, use the codes shown:

Net Audience	Group
01*64	2 Conde Nast Package
01*65	0 CosmoGIRL!/Seventeen
01*65	9 Family Handyman/American Woodworker
01*64	5 Field & Stream/Outdoor Life
	6 Hachette Automotive Group
	7 Hachette Magazine Network
	8 Hachette Men's Package
	9 Hachette Photography Group
	0 Hearst Magazine Group
01*65	X Meredith Magazine Group
01*65	Y North American Fisherman/North American Hunter
03*08	2 Pace Airline Media
01*65	1 Rodale Magazine Network
	2 Ski/Skiing
01*65	7 Time4 Media
	4 Vibe + Spin

The composition of released magazine groups at the time of releasing was as follows:

Conde Nast Package	Hachette Magazine Network (continued)	Meredith Magazine Group
-----	-----	-----
Allure	Flying	American Baby
Architectural Digest	Home	Better Homes & Garden
Bon Appetit	Metropolitan Home	Country Home
Conde Nast Traveler	Popular Photography and Imaging	Ladies' Home Journal
GQ (Gentlemen's Quarterly)	Premiere	Midwest Living
Glamour	Road & Track	Traditional Home
Gourmet	Woman's Day	
House & Garden		North American Fisherman/
Lucky.	Hachette Men's Package	North American Hunter
The New Yorker	-----	-----
Self	American Photo	North American Fisherman
Vanity Fair	Boating	North American Hunter
Vogue	Car and Driver	
Wired	Cycle World	Pace Airline Media
	Flying	-----
CosmoGIRL!/Seventeen	Popular Photography and Imaging	Attaché (US Airways)
-----	Road & Track	Delta Sky
CosmoGIRL!		United Hemispheres
Seventeen	Hachette Photography Group	

Family Handyman/American Woodworker	American Photo	
-----	Popular Photography and Imaging	
American Woodworker		
Family Handyman	Hearst Magazine Group	Rodale Magazine Network
	-----	-----
Field & Stream/Outdoor Life	CosmoGIRL!	Backpacker
-----	Cosmopolitan	Bicycling
Field & Stream	Country Living	Men's Health
Outdoor Life	Esquire	#Organic Gardening
	Good Housekeeping	Organic Style
Hachette Automotive Group	Harper's Bazaar	Prevention
-----	House Beautiful	Runner's World
Car and Driver	Marie Claire	
Road & Track	O, The Oprah Magazine	
	Popular Mechanics	
Hachette Magazine Network	Redbook	
-----	Seventeen	
American Photo	Smart Money	
Boating	Town & Country	
Car And Driver	Veranda	
Cycle World		
Elle		
Elle Decor		

Magazine Groups (continued)

Ski/Skiing	Time4 Media	Vibe + Spin
-----	-----	-----
Ski	Field & Stream	Spin
Skiing	Golf Magazine	Vibe
	Motor Boating	
	Outdoor Life	
	Popular Science	
	Salt Water Sportsman	
	Ski	
	Skiing	
	This Old House	
	Yachting	

Newspaper Groups

The following newspaper groups have been released. The codes provided are for the net audiences.

<u>Tribune (3) Daily/Sunday</u>	<u>TV Week Carrier Newspapers (CONT.)</u>	<u>NNN Top 10 (Daily)**</u>
Los Angeles Times	Ft. Worth Star Telegram	
Chicago Tribune	Hartford Courant	<u>NNN Top 25 (Daily)**</u>
L.I. Newsday, New York	Houston Chronicle	
	Indianapolis Star	<u>NNN Top 100 (Sunday)**</u>
<u>Tribune (11) Daily/Sunday</u>	LA Daily News	
Los Angeles Times	LA Times	<u>NNN Top 25 (Sunday)**</u>
Chicago Tribune	Long Island Newsday	
L.I. Newsday, New York	Miami Herald	
Baltimore Sun	Minneapolis Star Tribune	
Sun Sentinel	New York Times	
Orlando Sentinel	Newark Star Ledger	
Hartford Courant	NY Daily News	
Allentown, The Morning Call	Oakland Tribune	
Newport News Daily Press	Orange County Register	
The Advocate (Stamford)	Orlando Sentinel	
Greenwich Time	Philadelphia Inquirer	
	Phoenix Arizona Republic	
<u>TV Week Carrier Newspapers</u>	Pittsburgh Post-Gazette	
Atlanta Journal	Portland Oregonian	
Baltimore Sun	Riverside Press Enterprise	
Bergen Record Herald	Sacramento Bee	
Boston Globe	San Diego Union-Tribune	
*Chicago Sun Times	San Francisco Chronicle	
Chicago Tribune	San Jose Mercury News	
Cleveland Plain Dealer	Seattle Times	
Walnut Creek Contra Costa Times	St. Louis Post Dispatch	
*Dallas Morning News	St. Paul Pioneer Press	
Denver Post/Rocky Mountain News	St. Petersburg Times	
Detroit News/Free Press	Tampa Tribune	
Ft. Lauderdale Sun-Sentinel	Washington Post	

*The Spring 2005 circulation for Chicago Sun Times is based on the March 31, 2002 ABC Fas-Fax. The Spring 2005 circulation for Dallas Morning News is based on the March 31, 2004 ABC Fas-Fax.

**See Technical Guide for group composition

Frequency/ Avg Issue/ Where Read/ Primary/ Card & Col.	Detailed Where Read Codes Card & Col.	Qualitative Audience Card & Col.	Magazine	Publication Period
34*34	34*35	34*36-42	AARP The Magazine	BM
33*33	33*34	33*35-41	Allure	M
19*10	19*11	19*12-18	American Baby	M
21*66	21*67	21*68-74	American Hunter	M
20*38	20*39	20*40-46	American Legion	M
19*01	19*02	19*03-09	American Photo	BM
22*04	22*05	22*06-12	American Rifleman	M
19*19	19*20	19*21-27	American Way	BW
54*28	54*29	54*30-36	American Woodworker	BM
21*30	21*31	21*32-38	Architectural Digest	M
16*46	16*47	16*48-54	Arthritis Today	BM
19*28	19*29	19*30-36	Atlantic Monthly	M
38*02	38*03	38*04-10	Attache	M
24*33	24*34	24*35-41	Automobile	M
17*01	17*02	17*03-09	AutoWeek	W
19*46	19*47	19*48-54	Baby Talk	M
50*32	50*33	50*34-40	Backpacker	M
19*55	19*56	19*57-63	Barron's	W
41*50	41*51	41*52-58	Bassmaster	M
19*64	19*65	19*66-72	Better Homes & Gardens	M
21*39	21*40	21*41-47	Bicycling	M
41*59	41*60	41*61-67	Black Enterprise	M
19*73	19*74	19*75-20*01	Boating	M
20*02	20*03	20*04-10	Bon Appetit	M
42*33	42*34	42*35-41	Bridal Guide	BM
20*20	20*21	20*22-28	Bride's	BM
20*29	20*30	20*31-37	Business Week	W
20*47	20*48	20*49-55	Car And Driver	M
20*56	20*57	20*58-64	Car Craft	M
27*63	27*64	27*65-71	Catholic Digest	M
46*64			Chicago Tribune (Sunday)	W
43*70	43*71	43*72-78	Child	M
55*01	55*02	55*03-09	Cigar Aficionado	BM
33*60	33*61	33*62-68	Circle Track	M
40*49	40*50	40*51-57	Coastal Living	BM
47*38	47*39	47*40-46	Computer Shopper	M
26*08	26*09	26*10-16	Conde Nast Traveler	M
19*37	19*38	19*39-45	Consumer Reports	M
39*03	39*04	39*05-11	Continental	M
29*11	29*12	29*13-19	Cooking Light	M
54*01	54*02	54*03-09	CosmoGIRL!	M
21*12	21*13	21*14-20	Cosmopolitan	M
50*41	50*42	50*43-49	Country Home	M
33*42	33*43	33*44-50	Country Living	M
16*55	16*56	16*57-63	Country Sampler	BM
28*28	28*29	28*30-36	Country Weekly	BW
21*75	21*76	21*77-22*03	Cycle World	M
34*16	34*17	34*18-24	Delta's Sky Magazine	M
54*10	54*11	54*12-18	Diabetes Forecast	M
35*71	35*72	35*73-79	Dirt Rider	M
36*45	36*46	36*47-53	Discover	M
45*18	45*19	45*20-26	Ducks Unlimited	BM
26*80	27*01	27*02-08	Easyriders	M

Frequency/ Avg Issue/ Where Read/ Primary/ Card & Col.	Detailed Where Read Codes Card & Col.	Qualitative Audience Card & Col.	Magazine	Publication Period
22*22	22*23	22*24-30	Ebony	M
42*06	42*07	42*08-14	Elle	M
31*13	31*14	31*15-21	Elle Decor	BM
44*08	44*09	44*10-16	Endless Vacation	BM
22*13	22*14	22*15-21	Entertainment Weekly	W
32*50	32*51	32*52-58	Entrepreneur	M
16*37	16*38	16*39-45	ESPN The Magazine	BW
22*31	22*32	22*33-39	Esquire	M
22*40	22*41	22*42-48	Essence	M
22*49	22*50	22*51-57	Family Circle	TW
45*63	45*64	45*65-71	FamilyFun	M
22*58	22*59	22*60-66	Family Handyman	M
10*47	10*48	10*49-55	FHM	M
23*14	23*15	23*16-22	Field & Stream	M
25*43	25*44	25*45-51	First For Women	TW
41*14	41*15	41*16-22	Fit Pregnancy	BM
44*71	44*72	44*73-79	Fitness	M
23*32	23*33	23*34-40	Flying	M
26*26	26*27	26*28-34	Food & Wine	M
23*59	23*60	23*61-67	Forbes	BW
23*68	23*69	23*70-76	Fortune	BW
23*77	23*78	23*79-24*05	4 Wheel & Off Road	M
25*16	25*17	25*18-24	Four Wheeler	M
43*79	43*80	44*01-06	Game & Fish	M
55*10	55*11	55*12-18	GamePro	M
43*25	43*26	43*27-33	Gardening How-To	BM
24*42	24*43	24*44-50	Glamour	M
24*51	24*52	24*53-59	Golf Digest	M
24*60	24*61	24*62-68	Golf Magazine	M
38*65	38*66	38*67-73	Golf World	W
24*69	24*70	24*71-77	Good Housekeeping	M
24*78	24*79	24*80-25*06	Gourmet	M
25*07	25*08	25*09-15	GQ (Gentlemen's Quarterly)	M
43*43	43*44	43*45-51	Guideposts	M
25*25	25*26	25*27-33	Guns & Ammo	M
36*54	36*55	36*56-62	Handguns	BM
28*64	28*65	28*66-72	Handy	BM
25*34	25*35	25*36-42	Harper's Bazaar	M
38*29	38*30	38*31-37	Health	M
27*18	27*19	27*20-26	Hemispheres (United)	M
42*78	42*79	42*80-43*06	Home	M
25*52	25*53	25*54-60	Hot Rod	M
40*22	40*23	40*24-30	House & Garden	M
25*70	25*71	25*72-78	House Beautiful	M
25*79	25*80	26*01-07	Hunting	M
46*01	46*02	46*03-09	Inc.	M
40*40	40*41	40*42-48	In Style	M
20*11	20*12	20*13-19	Jane	M
26*35	26*36	26*37-43	Jet	W
38*56	38*57	38*58-64	Kiplinger's Personal Finance	M
26*53	26*54	26*55-61	Ladies' Home Journal	M
04*38			Life Carrier Newspapers	W
57*13	57*14-15		Los Angeles Times (Sunday)	M
55*19	55*20	55*21-27	Lucky.	M
47*65	47*66	47*67-73	Macworld	M
43*52	43*53	43*54-60	Marie Claire	M
39*48	39*49	39*50-56	Martha Stewart Living	M

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Frequency/ Avg Issue/ Where Read/ Primary/ Card & Col.	Detailed Where Read Codes Card & Col.	Qualitative Audience Card & Col.	Magazine	Publication Period
16*10	16*11	16*12-18	Maxim	M
41*23	41*24	41*25-31	Men's Fitness	M
39*66	39*67	39*68-74	Men's Health	M
47*74	47*75	47*76-48*02	Men's Journal	M
36*63	36*64	36*65-71	Metropolitan Home	BM
32*23			Metro Puck Carrier Newspapers	W
39*75	39*76	39*77-40*03	Midwest Living	BM
31*04	31*05	31*06-12	Modern Bride	BM
27*72	27*73	27*74-80	Money	M
44*17	44*18	44*19-25	Mother Earth News	BM
28*01	28*02	28*03-09	Motor Boating	M
28*19	28*20	28*21-27	Motor Trend	M
28*10	28*11	28*12-18	Motorcyclist	M
31*31	31*32	31*33-39	Muscle & Fitness	M
28*37	28*38	28*39-45	National Enquirer	W
28*46	28*47	28*48-54	National Geographic	M
45*72	45*73	45*74-80	National Geographic Traveler	BM
16*64	16*65	16*66-72	National Wildlife	BM
28*73	28*74	28*75-29*01	Natural History	M
29*38	29*39	29*40-46	New York Magazine	W
57*07	57*08-09		New York Times (Daily)	D
57*16	57*17-18		New York Times (Sunday)	W
29*29	29*30	29*31-37	The New Yorker	W
29*02	29*03	29*04-10	Newsweek	W
11*61	11*62	11*63-69	\$Nick Jr. Family Magazine	M
13*65			NNN Top 10 (Daily)	D
13*47			NNN Top 100 (Sunday)	W
13*49			NNN Top 25 (Daily)	D
13*51			NNN Top 25 (Sunday)	W
40*67	40*68	40*69-75	North American Fisherman	BM
40*76	40*77	40*78-41*04	North American Hunter	BM
21*57	21*58	21*59-65	Northwest World Traveler	M
47*56	47*57	47*58-64	O, The Oprah Magazine	M
30*21	30*22	30*23-29	Outdoor Life	M
22*67	22*68	22*69-75	Outside	M
30*30			*Parade Carrier Newspapers	W
23*50	23*51	23*52-58	Parenting	M
30*39	30*40	30*41-47	Parents' Magazine	M
55*55	55*56	55*57-63	PC Gamer	M
23*05	23*06	23*07-13	PC Magazine	BW
32*05	32*06	32*07-13	PC World	M
30*57	30*58	30*59-65	Penthouse	M
30*66	30*67	30*68-74	People	W
32*77	32*78	32*79-33*05	PGA Tour Partners	BM
30*75	30*76	30*77-31*03	Photographic	M
31*22	31*23	31*24-30	Playboy	M
31*40	31*41	31*42-48	Popular Hot Rodding	M
31*49	31*50	31*51-57	Popular Mechanics	M

\$ Nick Jr. Family Magazine was measured as a bimonthly in Wave 49 and a monthly in Waves 50-52.

* Please see page 13 or Technical Guide for special notice about results from Sunday Magazine Readership Study

Frequency/ Avg Issue/ Where Read/ Primary/ Card & Col.	Detailed Where Read Codes Card & Col.	Qualitative Audience Card & Col.	Magazine	Publication Period
31*58	31*59	31*60-66	Popular Photography and Imaging	M
31*67	31*68	31*69-75	Popular Science	M
36*72	36*73	36*74-80	Premiere	M
31*76	31*77	31*78-32*04	Prevention	M
55*64	55*65	55*66-72	PSM:100% Independent PlayStation 2 Mag	M
29*65	29*66	29*67-73	Psychology Today	BM
32*32	32*33	32*34-40	Reader's Digest	M
10*38	10*39	10*40-46	Real Simple	M
32*41	32*42	32*43-49	Redbook	M
32*59	32*60	32*61-67	Road & Track	M
32*68	32*69	32*70-76	Rolling Stone	BM
37*46	37*47	37*48-54	Runner's World	M
24*24	24*25	24*26-32	Salt Water Sportsman	M
33*06	33*07	33*08-14	Saturday Evening Post	BM
45*36	45*37	45*38-44	Scholastic Parent & Child	BM
33*24	33*25	33*26-32	Scientific American	M
55*37	55*38	55*39-45	Scouting	BM
23*41	23*42	23*43-49	Scuba Diving	M
33*51	33*52	33*53-59	Self	M
35*26	35*27	35*28-34	Seventeen	M
21*21	21*22	21*23-29	Shape	M
45*54	45*55	45*56-62	Sierra	BM
33*69	33*70	33*71-77	Ski	M
33*78	33*79	33*80-34*06	Skiing	M
46*10	46*11	46*12-18	Smart Money	M
34*25	34*26	34*27-33	Smithsonian	M
26*44	26*45	26*46-52	Soap Opera Digest	W
20*74	20*75	20*76-21*02	Soap Opera Weekly	W
16*19	16*20	16*21-27	The Source	M
46*28	46*29	46*30-36	Southern Accents	BM
34*43	34*44	34*45-51	Southern Living	M
48*03	48*04	48*05-11	Southwest Spirit	M
49*58	49*59	49*60-66	Spin	M
35*80	36*01	36*02-08	Sport Truck	M
34*61	34*62	34*63-69	The Sporting News	W
34*79	34*80	35*01-07	Sports Illustrated	W
35*08	35*09	35*10-16	Star	W
44*53	44*54	44*55-61	Stock Car Racing	M
44-62	44*63	44*64-70	Street Rodder	M
47*47	47*48	47*49-55	Stuff	M
35*44			Sunday Mag/Net Carrier Newspapers	W
35*53	35*54	35*55-61	Sunset	M
44*80	45*01	45*02-08	Super Chevy	M
41*05	41*06	41*07-13	Teen People	M
35*62	35*63	35*64-70	Tennis	M
24*06	24*07	24*08-14	Texas Monthly	M
44*26	44*27	44*28-34	This Old House	M
36*09	36*10	36*11-17	Time	W
36*18	36*19	36*20-26	Town & Country	M
42*15	42*16	42*17-23	Traditional Home	BM
36*27	36*28	36*29-35	Travel & Leisure	M
15*40			Tribune (3) Daily	D
15*42			Tribune (11) Daily	D
15*44			Tribune (3) Sunday	W
15*46			Tribune (11) Sunday	W

Frequency/ Avg Issue/ Where Read/ Primary/ Card & Col.	Detailed Where Read Codes Card & Col.	Qualitative Audience Card & Col.	Magazine	Publication Period
45*09	45*10	45*11-17	Truckin'	M
37*10	37*11	37*12-18	TV Guide	W
13*71			TV Week Carrier Newspapers	W
37*28	37*29	37*30-36	U.S. News & World Report	W
37*37	37*38	37*39-45	Us Weekly	W
57*10	57*11-12		USA Today	D
22*76			*USA Weekend Carrier Newspapers	W
48*21	48*22	48*23-29	Vanity Fair	M
54*64	54*65	54*66-72	Veranda	BM
29*74	29*75	29*76-30*02	VFW Magazine	M
25*61	25*62	25*63-69	Vibe	M
37*55	37*56	37*57-63	Vogue	M
40*58	40*59	40*60-66	W	M
57*01	57*02-03		Wall Street Journal	D
39*39			Washington Post (Sunday)	W
37*73	37*74	37*75-38*01	Weight Watchers	BM
46*66	46*67	46*68-74	Wine Spectator	BW
54*46	54*47	54*48-54	Wired	M
38*11	38*12	38*13-19	Woman's Day	TW
47*29	47*30	47*31-37	Woman's World	W
50*14	50*15	50*16-22	Workbench	BM
42*60	42*61	42*62-68	Working Mother	M
50*23	50*24	50*25-31	Yachting	M
42*69	42*70	42*71-77	Yankee	M

* Please see page 13 or Technical Guide for special notice about results from Sunday Magazine Readership Study

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Notice about Sunday Magazine Supplements

* In conjunction with PARADE, USA WEEKEND, the ARF Print Sub-Committee and the Media Rating Council, MRI has participated in a series of studies about the readership of PARADE and USA WEEKEND, respectively. Since its inception and consistent with the accepted procedures at the time, MRI has generated an average-issue audience of the carrier newspapers of PARADE and USA WEEKEND, respectively. Since this methodology was only a direct measure of the carrier newspaper average-issue audiences and was reported in like manner, the question remained: What is the relationship between the average-issue audiences of these two supplements and those of its respective carrier newspapers? MRI, PARADE and USA WEEKEND, with the approval of the ARF and the MRC, engaged in a number of studies to answer that question. The results of these studies are published in a White Paper, available on MRI's website (mediamark.com) and by request (for a printed copy). For those accessing the White Paper on MRI's website, please click "Info" on Mediamark's home page and the White Paper link will be there. The paper addresses the issues surrounding the measurement of these supplements, provides calculated factors and offers cautionary statements about the applicability of the findings.

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 Magazine Types

The following codes represent the net audience of magazines within a specific type:

01*60	1	Airline
01*60	2	Automotive
01*63	5	Babies
01*60	3	Boating
01*60	4	Bridal
01*60	5	Business/Finance
01*60	7	Computers
01*60	9	Epicurean
01*60	0	Fishing/Hunting
01*63	2	Fraternal
01*60	X	Gardening
01*60	Y	General Editorial
01*61	2	Health
01*61	3	Home Service
01*61	5	Men
01*61	8	Motorcycle
01*61	9	Music
01*61	X	News and Entertainment Weeklies
01*62	1	Newspaper Distributed
01*62	0	Outdoor Recreation
01*63	6	Parenthood
01*62	2	Photography
01*62	3	Science/Technology
01*62	5	Sports
01*62	6	Travel
01*62	Y	Video Games/PC & Console
01*62	7	Women
01*62	8	Women Fashion

For the magazines included in each type, see the following pages.

Airline

American Way
Attache
Continental
Hemispheres (United)
Northwest World Traveler
Sky (Delta Airlines)
Southwest Spirit

Automotive

Automobile
AutoWeek
Car and Driver
Car Craft
Circle Track
4 Wheel & Off Road
Four Wheeler
Hot Rod
Motor Trend
Popular Hot Rodding
Road & Track
Sport Truck
Stock Car Racing
Street Rodder
Super Chevy
Truckin'

Babies

American Baby
Baby Talk
Fit Pregnancy

Boating

Boating
Motor Boating
Salt Water Sportsman
Yachting

Bridal

Bridal Guide
Bride's
Modern Bride

Business/Finance

Barron's
Black Enterprise
Business 2.0
Business Week
Consumer Reports
The Economist
Entrepreneur
Fast Company
Forbes
Fortune
Inc.
Kiplinger's Personal Finance
Money
Smart Money
Wall Street Journal
Wired

Computers

Computer Shopper
Macworld
Maximum PC
PC Magazine
PC World

Epicurean

Bon Appetit
Cooking Pleasures
Food & Wine
Saveur
Wine Spectator

Fishing/Hunting

American Hunter
American Rifleman
Bassmaster
Ducks Unlimited
Field & Stream
Game & Fish
Guns & Ammo
Handguns
Hunting
North American Fisherman
North American Hunter
Outdoor Life

Fraternal

American Legion
VFW

Gardening

Gardening How-To
Organic Gardening (was measured as OG in Wave 49)

General Editorial

American Heritage
Atlantic Monthly
Audubon
Biography
Cable Guide
Catholic Digest
Ebony
Globe
Guideposts
Los Angeles Times (Daily)
National Enquirer
National Geographic
National Wildlife
Natural History
New York Times (Daily)
The New Yorker
Premiere
Reader's Digest
Saturday Evening Post
Selecciones
Smithsonian
Star
Town & Country
USA Today
Vanity Fair
Yankee

Health

Arthritis Today
Diabetes Forecast
Health
Muscle & Fitness
Muscle & Fitness Hers
Prevention
Psychology Today

Home Service

American Woodworker
Architectural Digest
Better Homes & Gardens
Coastal Living
Country Home

Home Service (continued)

Country Living
Country Sampler
Elle Decor
Family Handyman
Garden Design
Handy
Home
House & Garden
House Beautiful
Martha Stewart Living
Mary Engelbreit's Home Companion
Metropolitan Home
Midwest Living
Mother Earth News
Southern Accents
Southern Living
Sunset
This Old House
Traditional Home
Veranda
Workbench

Men

Cigar Aficionado
Details
Esquire
FHM
GQ (Gentlemen's Quarterly)
Maxim
Men's Fitness
Men's Health
Men's Journal
Penthouse
Playboy
Popular Mechanics
Stuff

Motorcycle

Cycle World
Dirt Rider
Easyriders
Motorcyclist

Music

Blender
Country Weekly
Rolling Stone
The Source
Spin
Vibe

News and Entertainment Weeklies

Entertainment Weekly
In Touch Weekly
Jet
New York Magazine
Newsweek
People
Sports Illustrated
Time
TV Guide
U.S. News & World Report
Us Weekly

Newspaper Distributed

Chicago Tribune (Sunday)
Life Carrier Newspapers
Los Angeles Times (Sunday)
Metro-Puck Carrier Newspapers
New York Times (Sunday)
NNN Top 10 (Daily)
NNN Top 100 (Sunday)
NNN Top 25 (Daily)
NNN Top 25 (Sunday)
Parade Carrier Newspapers
Sunday Mag/Net Carrier Newspapers
TV Week Carrier Newspapers
Tribune (3) Daily/Sunday
Tribune (11) Daily/Sunday
USA Weekend Carrier Newspapers
Washington Post (Sunday)

Outdoor Recreation

Backpacker
National Geographic Adventure
Scouting
Sierra

Parenthood

Child
FamilyFun
Nick Jr. Family Magazine \$
Parenting
Parents
Scholastic Parent & Child
Ser Padres

Photography

American Photo
Photographic
Popular Photography and Imaging

Science/Technology

Discover
Popular Science
Scientific American

Sports

Bicycling
ESPN The Magazine
Golf Digest
Golf for Women
Golf Magazine
Golf Week
Golf World
Outside
PGA Tour Partners
Runner's World
Scuba Diving
Ski
Skiing
The Sporting News
Sports Weekly
Tennis
WWE RAW
WWE SmackDown! (measured as WWE Magazine in Waves 49-51)

Travel

Arthur Frommer's Budget Travel
Conde Nast Traveler
Endless Vacation
Gourmet
National Geographic Traveler
Travel & Leisure

Video Games/PC and Console

Computer Gaming World
Electronic Gaming Monthly
Game Informer
GamePro
Official U.S. PlayStation Magazine
Official Xbox Magazine
PC Gamer
PSM: 100% Independent PlayStation 2 Magazine

Women

Allure
Cooking Light
CosmoGIRL!
Cosmopolitan
Essence
Family Circle
First For Women
Fitness
Glamour
Good Housekeeping
In Style
Jane
Ladies' Home Journal
Latina
Lucky.
Marie Claire
More
Nuestra Gente
O, The Oprah Magazine
Organic Style
People en Español
Real Simple
Redbook
Self
Seventeen
Shape
Soap Opera Digest
Soap Opera Weekly
Teen People
True Story
W
Weight Watchers
Woman's Day
Woman's World
Working Mother
YM

Women's Fashion

Elle
Harper's Bazaar
Vogue

Quintiles and Half Codes are available for the following five media types: Newspapers, Magazines, TV, Radio, and Outdoor. For each medium the appropriate quantitative measure was developed for 5 equal quintiles, thus requiring a random assignment of a single frequency level into two adjacent quintiles. Quintiles were developed separately for men and women. Also shown is the share of volume and average penetration for each quintile.

Magazines

Number of reported magazines for which respondent read the average issue, computed on a monthly basis (weeklies weighted by 4, monthlies weighted by 1, and so forth).

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	15+	59.8%	26.2	18+	56.4%	29.4
Quintile II	8-14	24.1%	10.6	10-17	24.2%	12.6
Quintile III	4-7	11.9%	5.2	5-9	13.1%	6.8
Quintile IV	1-3	4.2%	1.8	2-4	5.7%	3.0
Quintile V	0	0.0%	0.0	0-1	0.5%	0.3
Top ½ (Heavy)	6+	90.9%	15.9	7+	88.3%	18.4
Bottom ½ (Light)	0-5	9.1%	1.6	0-6	11.7%	2.4

Newspapers

Number of newspapers read in an average 28-day period developed from a weighted average of daily newspapers read in a week (weighted by 4) and the number of Sunday papers read in 4 weeks (weighted by 1), based on the number of issues of newspapers respondent reported reading for each of the two periods.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	25+	49.8%	42.1	25+	48.7%	36.4
Quintile II	21-24	28.2%	23.8	20-24	31.0%	23.2
Quintile III	9-20	17.6%	14.9	7-19	16.5%	12.3
Quintile IV	1-8	4.4%	3.7	1-6	3.8%	2.8
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	16+	88.9%	30.0	13+	90.0%	26.9
Bottom ½ (Light)	0-15	11.1%	3.8	0-12	10.0%	3.0

Radio

Number of half hours listened to per week, developed from a weighted average of the number of half hours listened to on an average day.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	60+	60.0%	102.7	42+	63.5%	88.5
Quintile II	26-59	22.5%	38.6	21-41	20.4%	28.5
Quintile III	14-25	11.3%	19.3	12-20	10.7%	15.0
Quintile IV	5-13	5.6%	9.6	3-11	5.2%	7.3
Quintile V	0-4	0.5%	0.9	0-2	0.2%	0.2
Top ½ (Heavy)	20+	89.1%	61.0	15+	90.1%	50.3
Bottom ½ (Light)	0-19	10.9%	7.4	0-14	9.9%	5.5

TV - Total

Number of half hours viewed per week for all time periods, developed from a weighted average of the number of half hours viewed on an average day.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	85+	46.0%	128.3	95+	47.0%	141.8
Quintile II	57-84	24.7%	69.0	60-94	24.7%	74.6
Quintile III	38-56	16.6%	46.3	39-59	15.9%	48.1
Quintile IV	19-37	9.9%	27.7	20-38	9.6%	28.9
Quintile V	0-18	2.8%	7.9	0-19	2.8%	8.5
Top ½ (Heavy)	47+	79.8%	89.2	49+	80.6%	97.2
Bottom ½ (Light)	0-46	20.2%	22.5	0-48	19.4%	23.5

Outdoor

Number of miles driven in town, city or suburb as driver or passenger in a car or truck in the past week.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	300+	35.8%	300.0	201+	49.1%	299.1
Quintile II	201-299	33.4%	279.3	125-200	27.8%	169.9
Quintile III	125-200	19.4%	161.4	75-124	14.0%	85.2
Quintile IV	44-124	8.7%	72.5	28-74	7.1%	43.1
Quintile V	0-43	2.7%	22.1	0-27	2.1%	12.8
Top ½ (Heavy)	126+	81.2%	271.0	76+	84.7%	206.8
Bottom ½ (Light)	0-125	18.8%	62.8	0-75	15.3%	37.4

TV Prime Time

Number of half hours viewed per week for the day part.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	37+	42.0%	41.8	38+	40.5%	41.8
Quintile II	26-36	30.6%	30.4	27-37	30.5%	31.5
Quintile III	14-25	19.1%	19.0	15-26	19.5%	20.1
Quintile IV	3-13	7.8%	7.8	4-14	8.8%	9.1
Quintile V	0-2	0.4%	0.4	0-3	0.7%	0.7
Top ½ (Heavy)	20+	83.7%	33.3	21+	82.2%	33.9
Bottom ½ (Light)	0-19	16.3%	6.5	0-20	17.8%	7.3

Internet

Number of times used in a typical month.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	56+	49.1%	56.0	56+	53.0%	56.0
Quintile II	28-55	36.5%	41.7	19-55	34.3%	36.2
Quintile III	6-27	14.1%	16.1	2-18	12.5%	13.2
Quintile IV	1-5	0.3%	0.4	1	0.2%	0.2
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	18+	94.9%	43.4	18+	95.9%	40.4
Bottom ½ (Light)	0-17	5.1%	2.4	0-17	4.1%	1.7

Beginning with the Spring 04 report, Internet quintiles are based on total adults. Prior to Spring 04, Internet quintiles were based on Internet users.

Tercile codes are available for Daytime TV and for Yellow Pages usage. For each medium the appropriate quantitative measure was developed, and respondents with a zero value (i.e. non-viewers or non-users) were excluded. Respondents with a non-zero value were divided into three equal terciles, requiring the random assignment of a single frequency level into two adjacent terciles. Terciles were developed separately for men and women. Also shown is the share of Volume and average Penetration for each tercile.

TV Daytime

Number of half hours viewed in an average weekday between 9am and 4pm.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Tercile I (Heavy)	7+	63.8%	10.1	8+	61.6%	10.9
Tercile II (Medium)	3-6	25.7%	4.1	4-7	27.8%	4.9
Tercile III (Light)	1-2	10.5%	1.7	1-3	10.6%	1.9
Non-Viewers	0	0%	0	0	0%	0

Yellow Pages

Number of times referred to Yellow Pages (at home, work, or elsewhere) in past 7 days

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Tercile I (Heavy)	3+	66.7%	5.5	3+	64.5%	5.0
Tercile II (Medium)	1-2	21.1%	1.7	1-2	22.5%	1.7
Tercile III (Light)	1	12.2%	1.0	1	13.0%	1.0
Non-Users	0	0%	0	0	0%	0

Media Quintile/Tercile codes

The following Quintile/Tercile codes are the same for men and women. To obtain the Quintiles/Terciles for men or women, use an 'and' condition with men or women.

Magazines	I (Heavy)	06*01-1	Outdoor	I	06*05-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	06*02-1	TV (Prime time)	I	06*07-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio	I	06*03-1	TV (Day time)	I (Heavy)	06*06-1
	II	-2		II	-2
	III	-3		III (Light)	-3
	IV	-4			
	V	-5			
TV (Total)	I	06*04-1	Yellow Pages	I	06*69-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4			
	V	-5			
Internet	I	13*63-1			
	II	-2			
	III	-3			
	IV	-4			
	V	-5			

Media 'half' codes

The following 'half' codes are the same for men or women. To obtain the 'half' codes for men or women, use an 'AND' condition with men or women.

Magazine upper half (Heavy)	06*01-7
Magazine lower half (Light)	06*01-8
Newspaper upper half (Heavy)	06*02-7
Newspaper lower half (Light)	06*02-8
Radio upper half (Heavy)	06*03-7
Radio lower half (Light)	06*03-8
Total TV upper half (Heavy)	06*04-7
Total TV lower half (Light)	06*04-8
Outdoor upper half (Heavy)	06*05-7
Outdoor lower half (Light)	06*05-8
Primetime TV upper half (Heavy)	06*07-7
Primetime TV lower half (Light)	06*07-8
Internet (Heavy)	13*63-7
Internet (Light)	13*63-8

Media Comparatives

Heavy magazines - Heavy TV	01*70-1
Heavy magazines - Light TV	01*70-2
Light magazines - Heavy TV	01*70-3
Light magazines - Light TV	01*70-4

Newspapers

Read any daily newspaper	01*68-1
Read any one daily newspaper	01*68-2
Read any two or more daily newspapers	01*68-3
Read any Sunday newspaper	01*68-4
Read any one Sunday newspaper	01*68-5
Read any two or more Sunday newspapers	01*68-6

Non-Users of Media

Non user of Magazine	06*08-1
Non user of Newspaper	06*08-2
Non user of Radio	06*08-3
Non user of Total TV	06*08-4
Non user of Outdoor	06*08-5
Non user of Primetime TV	06*08-7
Non user of Yellow Pages (past 7 days)	06*08-8

Non users of media are defined as those respondents who have a zero Media Usage Score (see page 22).

Media Usage Scores

Media usage scores are coded as numeric values in the columns listed below. Consult your software provider for coding instructions.

Cd*Col	Medium	Units Measured
10*11-13	Magazines	Number of issues read in a month
10*14-16	Newspapers	Number of newspapers read in a 28-day period
10*17-19	Radio	Number of half-hours listened to in a week
10*20-22	Outdoor	Number of miles driven in a town, city or suburb as driver or passenger in a car or truck in the past 7 days.
10*23-25	TV - Total	Number of half hours viewed in a week
10*26-28	TV - Primetime	Number of half hours viewed in a week in primetime
10*29-31	TV - Daytime	Number of half hours viewed in a week, weekdays 9am - 4pm
10*32-34	Cable TV	Number of hours viewed in a week on Cable or Pay TV services
10*35-37	Yellow Pages	Number of times referred to Yellow Pages in past 7 days, expressed to 1 decimal place. E.g. a score of 20 means 2.0 references

Cable & Pay TV

Cable available in your neighborhood:

13*01 2 - Yes
 3 - No
 4 - Don't know

Does your household subscribe to cable:

13*01 5 - Yes

Does your household subscribe to digital cable:

03*09 1 - Yes
 2 - No
 3 - Don't Know

Does your household have a satellite dish:

13*02 9 - Yes
 0 - No
 X - Don't know

Companies access programming on satellite dish:

13*11 8 - DirecTV
 9 - Dish Network
 0 - Other

13*01 1 - Any premium channel viewing in past 30 days

15*80 -0 Any cable (including premium channels) viewing in past week
 -9 Heavy cable (including premium channels) viewing in past week (15+ hours)

Cable Services

Number of hours watched in past 7 days:	13*68	HGTV (Home & Garden Television)
1- 1 hour	13*70	HSN (Home Shopping Network)
2- 2 hours	13*72	IFC (Independent Film Channel)
3- 3 hours	13*76	Lifetime
4- 4 hours	13*17	Lifetime Movie Network
5- 5 hours		
6- 6-9 hours	13*31	Military Channel (measured as The Discovery Wings Channel in Waves 49-52)
7- 10 hours		
8- 11-15 hours		
9- 16-20 hours	13*78	MSNBC News
0- 21+ hours	13*80	MTV
X- Any watching past 7 days	13*22	MTV2
	11*47	National Geographic Channel
	05*24	Nick at Nite
13*54 ABC Family Channel		
13*12 A&E Television Network	05*28	Nickelodeon
13*14 AMC (American Movie Classics)	09*34	OLN (Outdoor Life Network)
13*18 Animal Planet	13*37	Outdoor Channel
11*45 BBC America	11*22	Oxygen
13*20 BET (Black Entertainment TV)	05*32	QVC
	13*39	The Science Channel
13*24 Bravo	05*34	Sci-Fi Channel
13*26 Cartoon Network		
13*30 CMT (Country Music Television)	13*25	Soap Net
	09*35	Speed Channel
13*32 CNBC	11*24	Style
13*34 CNN (Cable News Network)	13*41	Sundance
13*36 Comedy Central	11*48	Superstation WGN
13*38 Court TV		
	05*36	TBS
13*40 Discovery Channel	05*38	TLC (The Learning Channel)
09*18 Discovery Health Channel	11*49	Toon Disney
13*29 Discovery Home (measured as The Discovery Home & Leisure Channel in Waves 49-51)	05*42	Travel Channel
	05*44	TNT (Turner Network Television)
14*14 The Disney Channel	09*36	TCM (Turner Classic Movies)
13*23 DIY (Do it Yourself Network)		
	05*30	TV Guide Channel
13*42 E! (Entertainment Television)	05*26	TV Land
13*44 ESPN	05*46	USA Network
13*46 ESPN2	05*48	VH1
13*28 ESPN Classic	11*46	The Weather Channel
13*48 ESPNEWS	11*23	WE (Women's Entertainment)
13*33 Flix		
13*52 Food Network		
13*56 Fox News Channel		
13*58 FSN (measured as Fox Sports Net in Waves 49-51)		
05*22 Fuse (measured as Much Music in Wave 49)	X - Any watching past 7 days	
13*50 FX	14*12	Cinemax
13*60 GSN (measured as Game Show Network in Waves 49-50)	13*43	Encore
	14*16	HBO
09*20 G4techTV (measured as TechTV in Waves 49-51)	14*18	The Movie Channel
	14*20	Showtime
	13*27	Starz!
09*19 Golf Channel		
13*35 Great American Country		
11*21 Hallmark Channel		
13*64 Headline CNN News		
13*66 History Channel		

Premium Services

Prior to Wave 43, MRI announced that it was changing the filter question used in measuring cable network viewing from "network available" to "viewed in the past 30 days." In compliance with Media Rating Council guidelines, MRI conducted a separate study assessing the impact, if any, on past seven-day cable network viewing levels. The results of this study have been sent under separate cover. The study findings indicated that there was a modest (10%) but statistically significant decline in viewing levels using the new question sequence. Although these findings suggest the magnitude and direction of the DATE questioning technique, users should bear in mind that the pilot study was conducted through the mail and asked only about cable viewing. Users can review the impact of the change on the published results by comparing Wave 42 network viewing levels to Wave 43 findings.

 Pay-Per-View Television

13*02-6 Any Pay-Per-View watching in the past 12 months

Watched movies in the past 12 months:

07*08 -1 1 time
 -2 2-3 times
 -3 4+ times

Watched sports events in the past 12 months:

07*08 -5 1 time
 -6 2 times
 -7 3+ times

Watched concerts in the past 12 months:

07*08 -4 Any

 Radio Dayparts

Below are codes for half-hour indications of listening showing the card and column for each daypart and the code for each ½ hour slot. N/A is used for codes that are not applicable to that time period.

Weekday Dayparts

Time		6:00 am	10:00 am	3:00 pm	7:00 pm	Midnight
Listened	Code	10:00 am	3:00 pm	7:00 pm	Midnight	6:00 am

Did not						
Listen	-1	15*54	15*55	15*56	15*57	15*58
½ hour	-2	15*54	15*55	15*56	15*57	15*58
1 hour	-3	15*54	15*55	15*56	15*57	15*58
1 ½ hour	-4	15*54	15*55	15*56	15*57	15*58
2 hours	-5	15*54	15*55	15*56	15*57	15*58
2 ½ hours	-6	15*54	15*55	15*56	15*57	15*58
3 hours	-7	15*54	15*55	15*56	15*57	15*58
3 ½ hours	-8	15*54	15*55	15*56	15*57	15*58
4 hours	-9	15*54	15*55	15*56	15*57	15*58
4 ½ hours	-0	n/A	15*55	n/A	15*57	15*58
5+ hours	-X	n/A	15*55	n/A	15*57	15*58

Weekend Dayparts

Did not						
Listen	-1	15*59	15*60	15*61	15*62	15*63
½ hour	-2	15*59	15*60	15*61	15*62	15*63
1 hour	-3	15*59	15*60	15*61	15*62	15*63
1 ½ hour	-4	15*59	15*60	15*61	15*62	15*63
2 hours	-5	15*59	15*60	15*61	15*62	15*63
2 ½ hours	-6	15*59	15*60	15*61	15*62	15*63
3 hours	-7	15*59	15*60	15*61	15*62	15*63
3 ½ hours	-8	15*59	15*60	15*61	15*62	15*63
4 hours	-9	15*59	15*60	15*61	15*62	15*63
4 ½ hours	-0	n/A	15*60	n/A	15*62	15*63
5+ hours	-X	n/A	15*60	n/A	15*62	15*63

 Radio Daypart Cumes

Weekday Dayparts

15*53	1-	6:00 am-10:00 am
	2-	10:00 am-3:00 pm
	3-	3:00 pm-7:00 pm
	4-	7:00 pm-midnight
	5-	Midnight -6:00 am

Weekend Dayparts

15*53	6-	6:00 am- 10:00 am
	7-	10:00 am- 3:00 pm
	8-	3:00 pm- 7:00 pm
	9-	7:00 pm- midnight
	0-	Midnight - 6:00 am

 Radio Formats and Networks with Dayparts

The first column of codes represents the total audience for the specified radio format or network. To obtain the audience by daypart, use the card*column provided and the following punches:

<u>Weekday</u>		<u>Weekend</u>	
-1	6:00 am-10:00 am	-5	6:00 am-10:00 am
-2	10:00 am-3:00 pm	-6	10:00 am-3:00 pm
-3	3:00 pm-7:00 pm	-7	3:00 pm-7:00 pm
-4	7:00 pm-midnight	-8	7:00 pm-midnight

Total audience estimates include all mentions of a station or format whether or not a particular daypart was indicated. Estimates for weekday and weekend dayparts, on the other hand, include only those mentions where a particular daypart was specified. For this reason (and because dayparts do not include midnight to 6:00 am listening), a net of the weekday and weekend daypart estimates may not match the total audience estimates.

 Radio Formats

Total Audience		Weekday Dayparts	Weekend Dayparts
07*80-3	Adult Contemporary	51*05	51*06
-4	Adult Standards	51*07	51*08
-1	All News	51*01	51*02
-2	All Talk	51*03	51*04
-5	Alternative	51*09	51*10
-7	CHR	51*13	51*14
-8	Classic Hits	51*15	51*16
-9	Classic Rock	51*17	51*18
-0	Classical	51*19	51*20
-X	Country	51*21	51*22
-Y	Easy Listening		
08*01-1	Ethnic		
-2	Gospel	51*27	51*28
-3	Hispanic	51*29	51*30
-4	Jazz	51*31	51*32
-5	News/Talk	51*33	51*34
-6	Oldies	51*35	51*36
-8	Public	51*39	51*40
-9	Religious	51*41	51*42
-0	Rock	51*43	51*44
-X	Soft Adult Contemporary	51*45	51*46
-Y	Sports	51*47	51*48
08*02-1	Urban	51*49	51*50
08*01-7	Variety/Other	51*37	51*38

 Radio Networks

08*03-1	ABC Daytime Direction	52*03 punch 2	
15*52-7	ABC ESPN	52*05	52*06
15*50-2	ABC FM Connection	52*07	52*08
09*42-X	ABC Hot FM	52*09 punch 1-3	52*10 punch 5-7
15*50-1	ABC Information and Entertainment	52*11	52*12
08*03-2	ABC Morning News	52*13 punch 1	
15*50-3	ABC Music	52*15	52*16
09*42-Y	ABC News/Talk Production	52*17 punch 1-3	
15*49-X	ABC Prime Reach	52*19	52*20
09*42-2	ABC Urban Advantage	52*21	52*22
09*43-0	ABC Young Adult	52*23 punch 1-3	
15*51-7	AURN (American Urban Radio Network)	52*27	52*28

 Radio Networks (continued)

Total Audience		Weekday Dayparts	Weekend Dayparts
15*37-6	Bloomberg Network	52*29 punch 1-3	
15*51-2	Concert Music Network	52*37	52*38
15*51-X	Dow Jones Money Report	52*39 punch 1-3	52*40 punch 5-6
15*67-5	Dow Jones/Wall Street Journal Reports	52*41 punch 1-3	52*42 punch 5-6
05*27-3	NPR (National Public Radio)	52*51	52*52
15*33-1	Premiere Diamond	52*67	52*68
15*33-2	Premiere Emerald	52*71	52*72
08*04-2	Premiere Mediabase Network	53*43 punch 1-3	
09*41-8	Premiere Pearl Network	53*01	
09*38-2	Premiere Sapphire	53*09	53*10
15*51-0	Wall Street Journal Report	53*17 punch 1-3	53*18 punch 5-6
10*80-3	Westwood: CBS MarketWatch	58*43 punch 1-3	
15*50-7	Westwood: The Edge	53*33 punch 1-2	

 TV Dayparts

Number of half-hours watched in time period are coded as numeric values. The number of positions used depend on the length of each daypart. Any non-zero value indicates viewing in the daypart. Average half hour audiences can be calculated by summing the values and dividing the result by the appropriate divide factor. Consult your software provider for coding instructions.

Card* Column	Eastern/Pacific Time Zones	Central/Mountain Time Zones	Divide
Weekdays:			
09*46	6:00 am - 7:00 am	6:00 am - 7:00 am	2
09*47	7:00 am - 9:00 am	7:00 am - 9:00 am	4
09*48	9:00 am - 12 noon	9:00 am - 12 noon	6
09*49	12 noon - 4:00 pm	12:00 am - 3:00 pm	7*
09*50	4:00 pm - 6:00 pm	3:00 pm - 5:00 pm	4
09*51	6:00 pm - 7:00 pm	5:00 pm - 6:00 pm	2
09*52	7:00 pm - 7:30 pm	6:00 pm - 6:30 pm	1
09*53	7:30 pm - 8:00 pm	6:30 pm - 7:00 pm	1
09*54	8:00 pm - 11:00 pm	7:00 pm - 10:00 pm	6
09*55	11:00 pm - 11:30 pm	10:00 pm - 10:30 pm	1
09*56	11:30 pm - 1:00 am	10:30 pm - midnight	3
09*57-58	1:00 am - 6:00 am	12:00 am - 6:00 am	10

 TV Dayparts (continued)

Card* column	Eastern/Pacific Time Zones	Central/Mountain Time Zones	Divide
Weekdays:			
Saturday:			
09*59	7:00 am - 10:00 am	7:00 am - 10:00 am	6
09*60	10:00 am - 1:00 pm	10:00 am - 12 noon	5*
09*61	1:00 pm - 4:30 pm	12 noon - 3:30 pm	7
09*62	4:30 pm - 6:00 pm	3:30 pm - 5:00 pm	3
09*63	6:00 pm - 7:30 pm	5:00 pm - 6:30 pm	3
09*64	7:30 pm - 8:00 pm	6:30 pm - 7:00 pm	1
09*65	8:00 pm - 10:00 pm	7:00 pm - 9:00 pm	4
09*66	10:00 pm - 11:00 pm	9:00 pm - 10:00 pm	2
09*67	11:00 pm - 11:30 pm	10:00 pm - 10:30 pm	1
09*68	11:30 pm - 1:00 am	10:30 pm - midnight	3
Sunday:			
09*69	7:00 am - 10:00 am	7:00 am - 10:00 am	6
09*70	10:00 am - 1:00 pm	10:00 am - 12 noon	5*
09*71	1:00 pm - 4:30 pm	12 noon - 3:30 pm	7
09*72	4:30 pm - 6:00 pm	3:30 pm - 5:00 pm	3
09*73	6:00 pm - 7:00 pm	5:00 pm - 6:00 pm	2
09*74	7:00 pm - 10:00 pm	6:00 pm - 9:00 pm	6
09*75	10:00 pm - 11:00 pm	9:00 pm - 10:00 pm	2
09*76	11:00 pm - 11:30 pm	10:00 pm - 10:30 pm	1
09*77	11:30 pm - 1:00 am	10:30 pm - midnight	3

The following primetime dayparts are also available:

Card* column	Eastern/Pacific Time Zones	Central/Mountain Time Zones	Divide
Weekdays:			
09*54	8:00 pm - 11:00 pm	7:00 pm - 10:00 pm	6
Saturday:			
09*78	8:00 pm - 11:00 pm	7:00 pm - 10:00 pm	6
Sunday:			
09*79	7:00 pm - 11:00 pm	6:00 pm - 10:00 pm	8

The following dayparts are also available:

Card* column	Period	Divide
09*80	Monday-Friday 9am - Noon	6
10*01-02	Monday-Friday 9am - 4pm (9am - 3pm Central/Mountain)	13*
10*03	Monday-Friday 4 - 7:30pm (3 - 6:30pm Central/Mountain)	7
10*04	Monday-Friday 11:30pm - 1am (10:30pm - Midnight Central/Mountain)	3
10*05-06	Primetime: Monday-Saturday 8-11pm, Sunday 7-11pm (Monday-Saturday 7-10pm, Sunday 6-10pm Central/Mountain)	44
10*07-08	Weekend childrens' shows: Saturday-Sunday 7am - 1pm (7am - noon Central/Mountain)	22*
10*09-10	Weekend sports: Saturday-Sunday 1-6pm (Noon - 5pm Central/Mountain)	20

Cume viewing code:

15*80-5 Primetime Cume

* These dayparts contain different totals of half hours for the Eastern/Pacific Time Zones and the Central/Mountain Time Zones respectively. The divide factors are averages of the different half hour totals.

Yellow Pages

Last reference to Yellow Pages directory, either at home, at work or elsewhere by phone book or Internet:

- 07*78 -1 Today
-2 Yesterday
-3 Before yesterday but within the last 7 days
-4 Over 7 days ago but within the last month
-5 Over a month ago but within the last 3 months
-6 Over 3 months ago

Frequency of reference to Yellow Pages within last 7 days anywhere by phone book or Internet, and weight used to compute Media Usage Score:

- | | | | |
|-------|----|------------------|-------------|
| 07*79 | -1 | Once | Weight: 1.0 |
| | -2 | Twice | 2.0 |
| | -3 | 3 times | 3.0 |
| | -4 | 4-6 times | 5.0 |
| | -5 | 7-10 times | 8.5 |
| | -6 | 11-19 times | 15.0 |
| | -7 | 20 or more times | 20.0 |

Frequency of reference to Yellow Pages within last 7 days at work by phone book or Internet:

- 06*58 -1 Once
-2 Twice
-3 3 times
-4 4-6 times
-5 7-10 times
-6 11-19 times
-7 20 or more times

* Frequency of reference to Yellow Pages within last 7 days in phone book:

- 06*11 -1 Once
-2 Twice
-3 3 times
-4 4-6 times
-5 7-10 times
-6 11-19 times
-7 20 or more times

* The net of these codes will be available within the media list in Cost Ranker.

Frequency of reference to Yellow Pages on the Internet:

- 06*12 -1 Once
-2 Twice
-3 3 times
-4 4-6 times
-5 7-10 times
-6 11-19 times
-7 20 or more times

 Online Services

Services looked at or used in past 30 days:

- 15*01 -1 America OnLine (AOL)
- 5 MSN (Microsoft Network)
- 3,7-8 Other
- x Any service

Times look at or use an online service in a typical month:

- 15*02 -1 More than once a day
- 2 Once a day (measured as "Daily" prior to Wave 52)
- 3 3-6 times a week
- 4 1-2 times a week
- 5 Less than once a week

	Websites visited in the last 30 days:	Websites visited yesterday:
	-----	-----
abc	2*37-1	2*51-1
altavista	2*37-2	2*51-2
aol	2*37-3	2*51-3
ask (formerly askjeeves)	2*37-4	2*51-4
cbs	2*37-5	2*51-5
cbsportsline	2*37-6	2*51-6
cnet	2*37-7	2*51-7
cnm	2*37-8	2*51-8
espn	2*37-9	2*51-9
excite	2*37-0	2*51-0
fox	2*37-X	2*51-X
google	2*40-1	2*53-1
ivillage	2*40-3	2*53-3
lycos	2*42-1	2*59-1
msnbc	2*42-2	2*59-2
msn	2*42-3	2*59-3
mtv	2*42-4	2*59-4
nbc	2*42-5	2*59-5
netscape	2*42-6	2*59-6
nytimes	2*42-7	2*59-7
pbs	2*42-8	2*59-8
usatoday	2*42-X	2*59-X
weather	2*42-Y	2*59-Y
wsj	2*48-1	2*62-1
yahoo	2*48-2	2*62-2
zdnet	2*48-3	2*62-3

Internet

Have access to the Internet:

- 14*24-1 At home
- 2 At work
- 3 At a school or library
- 4 Another place

- 6 Any access

Looked at or used the Internet in the last 30 days:

- 15*15-1 At home
- 2 At work
- 3 At school or library
- 4 Another place

- 6 Any of the above

Activities done on the Internet in the past 30 days:

- 15*16-1 Visited a chat room
- 2 Used e-mail
- 15*14-6 Used instant messenger
- 15*16-3 Made a purchase for personal use
- 4 Made a purchase for business use
- 5 Made personal or business travel plans
- 6 Played games online
- 15*14-1 Obtained financial information
- 15*16-7 Tracked investments
- 8 Traded stocks, bonds or mutual funds
- 15*14-2 Obtained the latest news/current events
- 3 Obtained sports news/information
- 15*16-9 Obtained information for new or used car purchase
- 0 Obtained information about real estate
- 15*14-4 Obtained medical information
- 15*17-1 Looked for employment
- 15*14-5 Visited a TV network or TV show's website
- 15*17-4 Listened to radio on the Internet
- 15*17-3 Other

Times look at or use the Internet in a typical month:

- 15*18-1 More than once a day
- 2 Once a day (measured as "Daily" prior to Wave 52)
- 3 3-6 times a week
- 4 1-2 times a week
- 5 Less than once a week

14*24-Y Any Internet or Online usage in the past 30 days

The following codes apply to TV programs aired Monday - Friday.

Question 1 - Frequency

"How many times a week do you usually watch the following programs?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	X - None
	1 - One
	2 - Two
	3 - Three
	4 - Four
	5 - Five

Question 2 - Average Episode

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - viewed

Question 3 - Attention Level

"If you watched the program yesterday, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 4 - Where Viewed

"If you watched the program yesterday, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	1 - Someone Else's Home
	2 - At work
	4 - Somewhere Else

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Mon-Fri: Early Morning News</u>
071*11	071*12	ABC World News This Morning
071*13	071*14	CBS Morning News
071*15	071*16	Early Today
		<u>Mon-Fri: Early Morning Programs</u>
071*17	071*18	Good Morning America (Gibson/Sawyer)
071*19	071*20	The Early Show (Harry Smith, Hannah Storm, Julie Chen and Rene Syler)
071*21	071*22	Today Show (Lauer/Couric)
071*23	071*24	Today II
		<u>Mon-Fri: Daytime</u>
071*25	071*26	All My Children
071*27	071*28	As the World Turns
071*29	071*30	The Bold & The Beautiful
071*31	071*32	Days of Our Lives
071*33	071*34	General Hospital
071*35	071*36	Guiding Light
071*37	071*38	One Life to Live
071*39	071*40	Passions
071*41	071*42	The Price is Right
071*43	071*44	The View (Barbara Walters)
071*45	071*46	The Young & The Restless
		<u>Mon-Fri: Early Evening News</u>
071*47	071*48	ABC World News Tonight (Peter Jennings)
071*49	071*50	BBC World News
071*51	071*52	CBS Evening News (Dan Rather)
071*53	071*54	NBC Nightly News (Tom Brokaw)
071*55	071*56	The Newshour with Jim Lehrer
071*57	071*58	Nightly Business Report

The following codes apply to program segments for Early Morning Programs watched yesterday.

Question 1 - Average Episode

"Which segment of the program did you watch yesterday?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - viewed

Question 2 - Attention Level

"If you watched the segment yesterday, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

<u>Card*Column</u>	<u>Program & Segment</u>
	<u>Good Morning America:</u>
071*59	American Family (Ann Pleshette Murphy)
071*60	Consumer (Greg Hunter)
071*61	Cooking/Food (Lagasse, Puck, Moulton)
071*62	Gardening & Lifestyle (Rebecca Kolls)
071*63	Health & Living with Dr. Timothy Johnson
071*64	Healthy Woman
071*65	Home Improvement (Ron Hazelton)
071*66	Moneyscope (Melody Hobson)
071*67	Science (Michael Guillen)
071*68	Video/Movie Review (Joel Siegel)
071*69	Weather (Tony Perkins)
071*70	World/National News (Robin Roberts)
	<u>The Early Show:</u>
071*71	CBS Marketwatch
071*73	Entertainment (Jess Cagle/Laurie Hibberd)
071*75	Food (Bobby Flay)
071*76	Health (Dr. Emily Senay)
072*04	Weather (Dave Price)
072*05	World/National News
	<u>Today Show:</u>
072*06	Animals/Nature (Jim Fowler)
072*07	Concert Series
072*08	Consumer Reports (Janice Lieberman)
072*09	Critic's Corner with Gene Shalit
072*10	Entertainment News with Jill Rappaport
072*11	Forever Young
072*12	Jean Chatsky and Suze Orman on the Economy
072*13	Leonard's Look with Mike Leonard
072*14	News Interview (Lauer/Couric)
072*15	The Political Insiders (Tim Russert)
072*16	Sports (Len Berman)
072*17	Today's Health (Dr. Bob Arnot)
072*18	Weather (Al Roker)
072*20	World/National News (Ann Curry)

The following codes apply to TV programs aired once a week.

Question 1 - Frequency

"How many times a month do you usually watch the following programs?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	X - None
	1 - One
	2 - Two
	3 - Three
	4 - Four

Question 2 - Average Episode

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - viewed

Question 3 - Attention Level

"If you watched the program in the past 7 days, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 4 - Where Viewed

"If you watched the program in the past 7 days, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	1 - Someone Else's Home
	2 - Hotel/Motel
	4 - Somewhere Else

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Once A Week: Evening</u>
072*33	072*34	Access Hollywood - Weekend
072*35	072*36	According to Jim
072*37	072*38	Alias
072*45	072*46	American Dreams
072*49	072*50	American Idol
072*51	072*52	America's Funniest Home Videos
072*57	072*58	AMW: America Fights Back
072*59	072*60	Andromeda
072*61	072*62	Angel - Weekend
072*65	072*66	Animal Rescue
072*69	072*70	Antiques Roadshow
072*79	072*80	The Bachelor
073*01	073*02	The Bachelorette
073*05	073*06	The Bernie Mac Show
073*09	073*10	Blind Date - Weekend
073*17	073*18	Bob Vila's Home Again
073*25	073*26	Buffy The Vampire Slayer - Weekend
073*27	073*28	Candid Camera
073*31	073*32	CBS Sunday Night Movie
073*33	073*34	Celebrity Justice - Weekend
073*37	073*38	Charmed
073*53	073*54	Cops
073*55	073*56	Cops 2
073*59	073*60	Crossing Jordan
073*61	073*62	C.S.I.
073*63	073*64	C.S.I. Miami
073*69	073*70	Dateline NBC Friday
073*71	073*72	Dateline NBC Sunday
073*75	073*76	Diagnosis Murder
073*77	073*78	Doc
074*01	074*02	Drew Carey - Weekend
074*05	074*06	Ebert & Roeper
074*07	074*08	8 Simple Rules
074*13	074*14	Entertainment Tonight - Weekend
074*15	074*16	ER
074*17	074*18	ER - Weekend
074*21	074*22	Everwood
074*23	074*24	Everybody Loves Raymond
074*25	074*26	Everybody Loves Raymond - Weekend
074*27	074*28	Extra: Weekend
074*37	074*38	Famous Homes and Hideaways
074*41	074*42	Fear Factor
074*49	074*50	Friends - Weekend
074*51	074*52	Frontline
074*53	074*54	George Lopez
074*55	074*56	George Michael's Sports Machine
074*57	074*58	Gilmore Girls
074*59	074*60	Girlfriends
074*61	074*62	Globe Trekker
074*65	074*66	Grounded for Life
074*67	074*68	Half and Half
074*75	074*76	Hometime
075*07	075*08	Inside Edition - Weekend
075*15	075*16	Jack Hanna's Animal Adventures
075*17	075*18	JAG
075*29	075*30	Judging Amy
075*37	075*38	King of Queens
075*39	075*40	King of the Hill
075*43	075*44	Law and Order
075*45	075*46	Law and Order: Criminal Intent
075*47	075*48	Law and Order: Special Victims Unit

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Once A Week: Evening (continued)</u>
075*51	075*52	Less than Perfect
075*65	075*66	Malcolm in the Middle
075*69	075*70	Maximum Exposure
076*01	076*02	Miracle Pets
076*07	076*08	Motor Week
076*11	076*12	Mutant X
076*13	076*14	My Wife and Kids
076*15	076*16	Mystery!
076*17	076*18	Nature
076*21	076*22	NBC Saturday Night Movie
076*23	076*24	The New This Old House Hour
076*25	076*26	New Yankee Workshop
076*31	076*32	NOVA
076*33	076*34	NOW with Bill Moyers
076*35	076*36	NYPD Blue
076*43	076*44	One on One
076*47	076*48	Outer Limits
076*55	076*56	The Practice - Weekend
076*57	076*58	Primetime Thursday
076*63	076*64	Reba
076*79	076*80	Scrubs
077*05	077*06	7th Heaven
077*09	077*10	She Spies
077*17	077*18	The Simpsons
077*19	077*20	60 Minutes (Sunday)
077*21	077*22	60 Minutes (Wednesday)
077*23	077*24	Smallville
077*25	077*26	Soul Train
077*31	077*32	Stargate: SG1
077*35	077*36	Still Standing
077*39	077*40	Sue Thomas: F.B.Eye
077*51	077*52	That 70's Show
077*53	077*54	Third Watch
077*55	077*56	This Old House
077*63	077*64	24
077*65	077*66	20/20
077*79	077*80	Victory Garden
078*01	078*02	Wall Street Week with FORTUNE
078*05	078*06	Washington Week
078*11	078*12	The West Wing
078*15	078*16	What I Like About You
078*17	078*18	Wheel of Fortune - Weekend
078*21	078*22	Will & Grace
078*23	078*24	Will & Grace - Weekend
078*25	078*26	Without a Trace
078*27	078*28	Wonderful World of Disney
078*33	078*34	WWE Smackdown!
078*35	078*36	WWE Wrestling
078*37	078*38	The X-Files (Weekend)
		<u>Early Evening Weekend News</u>
078*43	078*44	ABC World News Tonight-Sat.
078*45	078*46	ABC World News Tonight-Sun.
078*49	078*50	CBS Evening News-Sat.
078*51	078*52	CBS Evening News-Sun.
078*53	078*54	NBC Nightly News-Sat.
078*55	078*56	NBC Nightly News-Sun.

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Weekend News/Information Programs</u>
078*57	078*58	ABC This Week with George Stephanopoulos
078*59	078*60	CBS Face the Nation
078*61	078*62	CBS Marketwatch
078*63	078*64	CBS Saturday Early Show
078*65	078*66	CBS Sunday Morning
078*69	078*70	FOX News Sunday
078*73	078*74	NBC Meet the Press
078*75	078*76	NBC Saturday Today
078*77	078*78	NBC Sunday Today
078*79	078*80	Wall Street Journal Report
		<u>Weekly Late Night Programs</u>
079*01	079*02	Saturday Mad TV
079*03	079*04	Saturday Saturday Night Live

The following codes apply to Sports programs that are shown on television.

Question 1

"Did you watch any of the following programs when they were shown on television in the past 12 months?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - Yes

Question 2 - Frequency

"How many times a month do you usually watch the following programs?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	X - None
	1 - One
	2 - Two
	3 - Three
	4 - Four

Question 3 - Attention Level

"If you watched the program in the past 12 months, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 4 - Where Viewed

"If you watched the program in the past 12 months, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	4 - Somewhere Else

<u>Average/Episode Frequency/ Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
<u>Sports Programs</u>		
<u>Baseball</u>		
079*05	079*06	Fox Saturday Baseball
079*07	079*08	Fox Saturday Baseball Post-Game
079*09	079*10	Fox Saturday Baseball Pre-Game
079*11	079*12	This Week in Baseball
<u>Basketball</u>		
079*13	079*14	ABC College Basketball Games
079*15	079*16	ABC NBA Regular Season Games
079*17	079*18	ABC WNBA Regular Season Games
079*19	079*20	CBS NCAA Men's College Basketball Games
079*21	079*22	NBA Inside Stuff
<u>Football</u>		
079*25	079*26	ABC College Football Regular Season
079*27	079*28	ABC NFL Monday Night Football
079*29	079*30	CBS College Football Games
079*31	079*32	CBS College Football Today
079*33	079*34	CBS NFL Regular Season Football
079*35	079*36	CBS NFL Today
079*37	079*38	FOX NFL Regular Season Games
079*39	079*40	FOX NFL Sunday Pre-Game Show
079*41	079*42	NBC Arena Football
079*43	079*44	NBC Notre Dame Football
<u>Other</u>		
079*45	079*46	ABC Major League Soccer Regular Season Games
079*49	079*50	CBS Sports Spectacular
079*53	079*54	NBC Sports Special
079*55	079*56	NBC Sportsworld (Saturday)
079*57	079*58	NBC Sportsworld (Sunday)

The following codes apply to TV programs aired Monday - Friday.

Question 1 - Frequency

"How many times a week do you usually watch the following programs?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	X - None
	1 - One
	2 - Two
	3 - Three
	4 - Four
	5 - Five

Question 2 - Average Episode

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - viewed

Question 3 - Attention Level

"If you watched the program yesterday, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 4 - Where Viewed

"If you watched the program yesterday, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	1 - Someone Else's Home
	2 - At work
	4 - Somewhere Else

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
<u>Monday Through Friday Programs</u>		
079*61	079*62	Access Hollywood
079*71	079*72	Blind Date
079*73	079*74	Bonanza
079*75	079*76	Celebrity Justice
079*79	079*80	Cops
080*05	080*06	Dharma & Greg
080*07	080*08	Diagnosis Murder
080*09	080*10	Divorce Court
080*11	080*12	The Dr. Phil Show
080*13	080*14	Drew Carey
080*17	080*18	Elimidate
080*23	080*24	Entertainment Tonight
080*25	080*26	Everybody Loves Raymond
080*27	080*28	Extra
080*29	080*30	Family Feud (Richard Karn)
080*35	080*36	Frasier
080*39	080*40	Friends
080*49	080*50	Home Improvement
080*51	080*52	Inside Edition
080*61	080*62	Jeopardy!
080*63	080*64	The Jerry Springer Show
080*65	080*66	Judge Hatchett
080*67	080*68	Judge Joe Brown
080*69	080*70	Judge Judy
080*71	080*72	Judge Mathis
080*75	080*76	King of the Hill
081*01	081*02	Live with Regis & Kelly
081*13	081*14	Maury
081*15	081*16	The Montel Williams Show
081*17	081*18	New Shop 'Til You Drop
081*23	081*24	The Oprah Winfrey Show
081*27	081*28	People's Court
081*35	081*36	Sabrina: The Teenage Witch
081*37	081*38	Seinfeld
081*39	081*40	The 700 Club
081*41	081*42	The Simpsons
081*43	081*44	Spin City
081*47	081*48	Street Smarts
081*51	081*52	Texas Justice
081*53	081*54	That 70's Show
081*59	081*60	Wheel of Fortune
081*61	081*62	Who Wants To Be A Millionaire
081*63	081*64	Will & Grace

The following codes apply to TV programs aired Monday - Friday late night.

Question 1 - Frequency

"How many times a week do you usually watch the following programs?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	X - None
	1 - One
	2 - Two
	3 - Three
	4 - Four
	5 - Five

Question 2 - Average Episode

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - viewed

Question 3 - Attention Level

"If you watched the program yesterday, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 4 - Where Viewed

"If you watched the program yesterday, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	1 - Someone Else's Home
	2 - Hotel/Motel
	4 - Somewhere Else

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Late Night Shows:</u>
081*67	081*68	ABC News: Nightline
081*69	081*70	ABC World News Now
081*71	081*72	All Night-Conan O'Brien
081*73	081*74	All Night-Dateline
081*77	081*78	All Night-Saturday Night Live (Repeat)
081*79	081*80	All Night-Tonight Show
082*01	082*02	CBS Up To The Minute
082*03	082*04	Charlie Rose
082*05	082*06	Jimmy Kimmel Live
082*09	082*10	The Late Late Show with Craig Kilborn
082*11	082*12	Late Night with Conan O'Brien
082*13	082*14	Late Show with David Letterman
082*15	082*16	Tonight Show-Jay Leno

The following codes apply to Seasonal Sports programs that are shown on television.

Question 1

"Did you watch any of the following programs when they were shown on television in the past 12 months?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - Yes

Question 2 - Attention Level

"If you watched the program in the past 12 months, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 3

"If you watched any program in the past 12 months, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	1 - Someone Else's Home
	2 - Hotel/Motel
	3 - Bar/Restaurant
	4 - Somewhere Else

<u>Average/Episode Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
<u>Seasonal Sports</u>		
<u>Baseball</u>		
082*17	082*18	ABC Little League World Series
082*19	082*20	FOX American League Championship
082*21	082*22	FOX Baseball Divisional Playoffs
082*23	082*24	FOX Major League Baseball World Series
082*25	082*26	FOX National League Championship
<u>Basketball</u>		
082*27	082*28	ABC NBA Finals
082*29	082*30	ABC NBA Playoffs
082*31	082*32	ABC WNBA Championship Finals
082*33	082*34	ABC WNBA Playoffs
082*35	082*36	CBS NCAA Men's Basketball Tournament
<u>Football</u>		
082*37	082*38	ABC NFL Pre-Season Games
082*39	082*40	ABC NFL Wildcard Playoffs
082*41	082*42	CBS AFC-NFL Football Playoffs
082*43	082*44	CBS NFL Pre-Season Games
082*45	082*46	FOX NFC-NFL Football Playoffs
082*47	082*48	FOX NFL Pre-Season Games
<u>Soccer</u>		
082*53	082*54	ABC Major League Soccer Playoffs

The following codes apply to Special Events and Sports Specials that are shown on television.

Question 1

"Did you watch any of the following Specials when they were shown on television in the past 12 months?"

Code

6 - Yes

Question 2

"If you watched any program in the past 12 months, where did you watch it?"

Code

5 - Your Own Home
1 - Someone Else's Home
4 - Somewhere Else

<u>Card*Column</u>	<u>Sports Events/Specials</u>
	<u>Auto Racing</u>
082*60	Firestone Indy 400 (Michigan)
082*62	Honda Indy 226 (Colorado)
082*63	Indianapolis 500
082*64	Indianapolis 500 Pre-Race Show
082*65	Indianapolis 500 Time Trials
082*66	IRL: Belterra Casino Indy 300 (Kentucky)
082*67	IRL: Delphi Indy 300 (Chicagoland)
082*68	IRL: Gateway Indy 250 (St. Louis)
082*69	IRL: Purex Dial Indy 200 (Phoenix)
082*70	IRL: Toyota Indy 300 (Miami)
082*71	IRL: Toyota Indy 400 (California)
082*72	Kansas Indy 300 (Kansas City)
082*73	LeMans-Monterey Sports Car Championship
082*75	NASCAR Atlanta 500
082*76	NASCAR Brickyard 400
082*77	NASCAR Busch Series
082*79	NASCAR Charlotte Lowes 500
083*01	NASCAR Daytona 500
083*02	NASCAR Kansas City 400
083*03	NASCAR Martinsville 500
083*04	NASCAR Miami 400
083*05	NASCAR Nextel Cup Series
083*06	NASCAR Nextel Cup Series Award Ceremonies
083*07	NASCAR Pre-Race
083*08	NASCAR Phoenix 500
083*10	NASCAR Talladega 500
083*11	NASCAR 2004 Race for the Championship Year in Review
	<u>Baseball</u>
083*12	FOX Major League All-Star Game
	<u>Basketball</u>
083*14	NCAA Basketball Championship Selection Show
083*16	NCAA Division II Basketball Championship
083*17	NCAA Men's Basketball Championship Game
	<u>Football</u>
083*20	ABC AFC-NFC Pro Bowl
083*21	ABC Big 12 Championship
083*22	ABC Capital One Bowl
083*23	ABC Fiesta Bowl (Tostitos)
083*24	ABC Orange Bowl (Fed Ex)
083*25	ABC Rose Bowl (Citi)
083*26	ABC Sugar Bowl (NOKIA)
083*27	Bayou Classic
083*28	Cotton Bowl (Southwestern)
083*29	Gator Bowl
083*31	SEC Championship Game
083*32	Sun Bowl
083*33	Super Bowl
083*34	Super Bowl Post-Game Show
083*35	Super Bowl Pre-Game Show
	<u>Golf</u>
083*36	Amer. Century Celebrity Golf Champs
083*37	AT&T Pebble Beach National Pro-Am
083*38	Bank of America Colonial
083*39	Bay Hill Invitational
083*40	Bellsouth Classic
083*41	Big Apple Classic

<u>Card*Column</u>	<u>Sports Events/Specials(continued)</u>
	<u>Golf (continued)</u>
083*42	Bob Hope Chrysler Classic
083*43	British Open
083*45	Buick Classic
083*46	Buick Invitational
083*47	Buick Open
083*49	Cialis Western Open
083*50	Deutsche Bank U.S. Championship
083*51	Doral Open
083*52	EDS Byron Nelson Classic
083*53	Father/Son Golf
083*54	FBR Capital Open
083*55	FedEx St. Jude Classic
083*57	Ford Senior Players Championship
083*58	Franklin Templeton Shark Shootout
083*59	Funai Disney Classic
083*60	Greater Greensboro Chrysler Classic
083*61	Greater Milwaukee Open
083*62	Honda Golf Classic
083*63	HP Classic of New Orleans
083*64	The International
083*65	Las Vegas Invitational
083*66	Liberty Mutual Legends of Golf
083*67	Lincoln Financial Battle at the Bridges
083*68	LPGA Nabisco Champ
083*69	LPGA Tour Championship
083*70	The Masters
083*71	McDonald's LPGA Championship
083*73	Memorial Tournament
083*74	Nissan Open
083*75	PGA Championship
083*76	PGA Qualifying Tournament
083*78	PGA Tour Year-In-Review
083*79	PGA/USGA Specials
083*80	Players Golf Championship
084*02	Senior British Open
084*03	Senior Skins Game
084*04	Shell Houston Open
084*05	Skills Challenge Golf
084*06	Skins Game
084*07	The Tour Championship
084*08	U.S. Amateur Golf
084*10	U.S. Open
084*11	U.S. Senior Open
084*12	U.S. Women's Open
084*13	USGA Year-In-Review
084*14	Wachovia Championship
084*15	Wendy's 3 Tour Challenge
084*17	Williams World Challenge
084*19	World Golf Championships-Accenture Match Play Championship
084*20	World Golf Championships-American Express Championship
084*21	World Golf Championships-EMC World Cup
084*22	World Golf Championships-NEC Invitational
	<u>Horse Racing</u>
084*23	Belmont Stakes
084*24	Breeder's Cup
084*26	Kentucky Derby
084*27	NTRA Championship Series
084*28	Preakness Stakes

<u>Card*Column</u>	<u>Sports Events/Specials(continued)</u>
	<u>Skating</u>
084*30	ABC Chevy Skating Spectacular
084*31	ABC European Figure Skating Champ.
084*32	ABC Hershey Kisses Figure Skating Challenge
084*33	ABC ISU Four Continent Figure Skating Championships
084*35	ABC Smart One's Skate America
084*36	ABC State Farm U.S. Figure Skating Championships
084*38	ABC World Speed Skating Champ.
084*39	Evening of Championship Skating
084*40	Ice Wars X - 2003 North America vs. the World
084*41	Manheim Christmas Special
084*42	NBC Star Skates
084*43	Sale & Peltier Canadian Skating Champs
084*44	Sarah Hughes
084*45	World Pro Figure Skating
	<u>Tennis</u>
084*46	Family Circle Cup
084*47	French Open
084*49	NASDAQ 100 Open Tennis-Men's Final
084*50	NASDAQ 100 Open Tennis-Women's Final
084*53	U.S. Open Tennis on CBS
084*54	U.S. Open Tennis-Men's Final
084*55	U.S. Open Tennis-Women's Final
084*56	Wimbledon
	<u>Track & Field</u>
084*57	Millrose Games
084*58	NCAA Outdoor Track & Field Championships
084*59	USA Indoor Track & Field Championship
084*60	World Track & Field Championships
	<u>Other Sports</u>
084*61	ABC Major League Soccer All-Star Game
084*63	American Cup Gymnastics
084*66	Championship Ballroom Dancing
084*70	Great Outdoor Games
084*71	Ironman Triathlon
084*80	NCAA Women's Gymnastics Champ.
085*01	NYC Marathon
085*03	Snowboarding
085*06	US Gymnastics Championships
085*07	Vans Sports Series
085*08	Winter X Games
085*09	World Gymnastics Championships
085*10	X Games
	<u>Entertainment/News Specials</u>
085*12	ABC Academy Awards
085*13	ABC American Music Awards
085*14	ABC Barbara Walters Specials
085*15	ABC Countdown to the Oscars
085*16	ABC News Specials John Stossel
085*17	ABC Peter Jennings Reporting
085*18	ABC Radio Music Awards
085*19	ABC 20/20 Specials
085*20	ABC Vanished Specials
085*21	ABC World Music Awards
085*22	Academy of Country Music Awards
085*23	AFI's 100 Years, 100 Songs
085*24	Alan Alda in Scientific American Frontiers

<u>Card*Column</u>	<u>Entertainment/News Specials(continued)</u>
085*26	American Family
085*27	American Masters
085*30	Big Brother
085*31	Bill Moyers Specials
085*32	Billboard Music Awards
085*34	CBS Kennedy Center Honors
085*35	CBS Thanksgiving Day Parade
085*36	CBS Tournament of Roses Parade
085*37	Celine Dion Specials
085*38	Charlie Brown Specials
085*39	Christmas in Rockefeller Center
085*40	Country Music Association Awards
085*41	David Blaine Magic Specials
085*42	Daytime Emmy Awards
085*43	Dick Clark's New Years Rockin' Eve
085*45	ESPY Awards
085*49	FOX New Year's Special
085*50	Frosty the Snowman Specials
085*52	Garfield Specials
085*53	Golden Globe Awards
085*54	Golden Globe Preview Show
085*55	Grammy Awards
085*56	Great Performances
085*58	History Detectives
085*59	A Home for the Holidays
085*64	Ken Burns American Stories
085*65	Latin Grammy Awards
085*67	Live From Lincoln Center
085*68	Macy's Thanksgiving Day Parade
085*69	Miss America Pageant
085*70	Miss Teen USA Pageant
085*71	Miss USA Pageant
085*72	Miss Universe Pageant
085*73	NAACP Image Awards
085*75	Orange Bowl Parade
085*76	PBS Hollywood Presents
085*77	People's Choice Awards
085*78	P.O.V.
085*79	The Price is Right Primetime Specials
086*01	Robbie the Reindeer
086*03	Rudolph the Red-Nosed Reindeer
086*05	Saturday Night Live Specials
086*06	Soul Train Christmas Starfest
086*07	Soul Train Lady of Soul Awards
086*08	Soul Train Music Awards
086*09	The Source Hip-Hop Music Awards
086*10	The Story of Santa Claus
086*12	Teen Choice Awards
086*15	Tony Awards
086*16	Tournament of Roses Parade
086*19	Walt Disney Specials
086*21	Winnie the Pooh Specials
086*22	World of National Geographic

TV Show Types

The number of shows viewed in each show type is stored as numeric values. The number of positions used for each show type depends on the number of shows in the show type. Any non-zero value indicates viewing of the show type. Show type average episode audiences can be calculated by summing the values and dividing the result by the appropriate divide factor. The divide factor for a show type is the number of shows of that show type. Consult your on-line service for coding instructions.

<u>Show Types</u>	<u>Card*Column</u>	<u>Divide</u>
Adventure/Westerns/Science Fiction - Primetime	087*20	4.5
Auto Racing - Specials	087*45-46	39.0
Awards - Specials	087*42-43	24.0
Baseball Specials	087*47	5.0
Basketball - Weekend - College	087*36	2.5
Basketball Specials - College	087*48	5.5
Basketball Specials - Professional	087*49	5.0
Comedy/Variety	087*61	5.0
Daytime Dramas	087*76-77	9.5
Daytime Talk/Variety	087*66	2.0
Documentary/Informational - Primetime	087*21	8.5
Early Evening Network News - Mon-Fri	087*19	4.0
Early Evening Network News - Weekend	087*33	6.0
Early Morning News	087*15	3.0
Early Morning Talk/Information/News	087*16	3.0
Entertainment Specials	087*39-40	33.0
Feature Films - Primetime	087*22	7.5
Football - College Weekend	087*37	4.0
Football - Pro Weekend	087*38	3.0
Football Bowl Games - Specials	087*50-51	11.0
Football Specials - Professional	087*52-53	10.0
General Drama - Primetime	087*23-24	28.0
Golf	087*54-55	62.0
Gymnastics	087*73	4.0
Horse Racing	087*69	5.5
Late Night Network News/Info - Mon-Fri	087*28	3.0
Late Night Talk/Variety	087*29-30	11.0
News - Specials	087*41	5.0
Pageants - Specials	087*44	4.0
Private Detective/Suspense/Mystery/Police -Primetime	087*25	7.5
Reality-based	087*62-63	16.0
Situation Comedies - Primetime	087*26-27	30.5
Skating - Specials	087*64-65	15.5
Soccer	087*72	3.5
Sports Anthologies - Weekend	087*32	5.0
Sunday News/Interview	087*31	6.5
Syndicated Adult General	087*58-60	115.0
Tennis	087*56-57	9.0
Track & Field Games	087*71	4.5

MOVIE VIEWING (saw at movie theater in past 6 months)Ratings

07*13-1	G
-2	PG
-3	PG-13
-4	R

Heavy Viewing Cumes

08*37-1	G
-2	PG
-3	PG-13
-4	R

Genre

07*17-1	Action
-2	Adventure
-3	Comedy
-4	Drama
-5	Fantasy
-6	Romance
-7	Thriller/Horror
-8	Crime
-9	Science Fiction
-0	Family

Heavy Viewing Cumes

08*39-1	Action
-2	Adventure
-3	Comedy
-4	Drama
-5	Fantasy
-6	Romance
-7	Thriller/Horror
-8	Crime
-9	Science Fiction
-0	Family

The following codes apply to Spanish TV programs aired Monday - Friday.

Question 1 - Frequency

"How many times a week do you usually watch the following programs?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	X - None
	1 - One
	2 - Two
	3 - Three
	4 - Four
	5 - Five

Question 2 - Average Episode

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - viewed

Question 3 - Attention Level

"If you watched the program yesterday, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 4 - Where Viewed

"If you watched the program yesterday, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	1 - Someone Else's Home
	2 - At work
	4 - Somewhere Else

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Any Viewed</u>	<u>Program</u>
090*03 090*05	090*04 090*06	095*79-1	<u>Mon-Fri: News</u> Net of Monday-Friday News Programs Noticiero Telemundo Noticiero Univision
090*09	090*10	095*79-2	<u>Early Morning Programs</u> Net of Early Morning Programs Despierta América
		095*79-3	<u>Daytime</u> Net of Daytime Programs
090*33 090*39	090*34 090*40	095*79-4	<u>Monday through Friday Programs</u> Net of Monday-Friday Programs El Gordo y La Flaca Primer Impacto
		095*79-5	<u>Late Night Shows</u> Net of Late Night Shows

The following codes apply to Spanish TV programs aired once a week.

Question 1 - Frequency

"How many times a month do you usually watch the following programs?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	X - None
	1 - One
	2 - Two
	3 - Three
	4 - Four

Question 2 - Average Episode

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - viewed

Question 3 - Attention Level

"If you watched the program in the past 7 days, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 4 - Where Viewed

"If you watched the program in the past 7 days, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	1 - Someone Else's Home
	2 - Hotel/Motel
	4 - Somewhere Else

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Any Viewed</u>	<u>Program</u>
		095*79-6	<u>Once A Week Programs</u>
091*07	091*08		Net of Once A Week Programs
091*45	091*46		Don Francisco Presenta
091*53	091*54		Sábado Gigante
			Ver Para Creer

The following codes apply to Spanish Sports programs that are shown on television.

Question 1

"Did you watch any of the following programs when they were shown on television in the past 12 months?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - Yes

Question 2 - Frequency

"How many times a month do you usually watch the following programs?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	X - None
	1 - One
	2 - Two
	3 - Three
	4 - Four

Question 3 - Attention Level

"If you watched the program in the past 12 months, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 4 - Where Viewed

"If you watched the program in the past 12 months, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	4 - Somewhere Else

<u>Average/Episode Frequency/ Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Any Viewed</u>	<u>Program</u>
		095*79-8	<u>Sports Programs</u>
091*55	091*56		Net of Sports Programs
091*57	091*58		Contacto Deportivo
091*59	091*60		Fútbol Liga Mexicana
091*61	091*62		República Deportiva
091*63	091*64		Ritmo Deportivo
091*65	091*66		Solo Boxeo
			Titulares Telemundo

The following codes apply to Spanish Seasonal Sports programs that are shown on television.

Question 1

"Did you watch any of the following programs when they were shown on television in the past 12 months?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	6 - Yes

Question 2 - Attention Level

"If you watched the program in the past 12 months, how much attention were you paying?"

<u>Relative Column</u>	<u>Code</u>
1st Col.	8 - Full
	9 - Most
	0 - Some

Question 3

"If you watched any program in the past 12 months, where did you watch it?"

<u>Relative Column</u>	<u>Code</u>
2nd Col.	5 - Your Own Home
	1 - Someone Else's Home
	2 - Hotel/Motel
	3 - Bar/Restaurant
	4 - Somewhere Else

<u>Average/Episode Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Any Viewed</u>	<u>Program</u>
		095*79-9	<u>Seasonal Sports</u>
091*67	091*68		Net of Seasonal Sports Programs
091*69	091*70		Boxeo Telemundo
091*71	091*72		Copa América
091*73	091*74		Copa de Oro
091*79	091*80		Fútbol Telemundo
			Sábado de Fútbol

The following codes apply to Spanish Soap Operas/Novelas that are shown on television.

Question 1

"Did you watch any of the following Specials when they were shown on television in the past 12 months?"

Code

6 - Yes

Question 2

"If you watched any program in the past 12 months, where did you watch it?"

Code

5 - Your Own Home
1 - Someone Else's Home
4 - Somewhere Else

<u>Card*Column</u>	<u>Any Viewed</u>	<u>Soap Operas/Novelas</u>
	095*79-0	<u>Daytime</u> Net of Daytime Programs
	095*79-X	<u>Prime Time</u> Net of Prime Time Programs

The following codes apply to Spanish Annual Events/Specials that are shown on television.

Question 1

"Did you watch any of the following Specials when they were shown on television in the past 12 months?"

Code

6 - Yes

Question 2

"If you watched any program in the past 12 months, where did you watch it?"

Code

5 - Your Own Home
 1 - Someone Else's Home
 4 - Somewhere Else

<u>Card*Column</u>	<u>Any Viewed</u>	<u>Annual Events/Specials</u>
	095*79-Y	<u>Prime Time</u>
092*07		Net of Annual Events/Specials
092*11		El Desfile de las Rosas
092*15		Festival de Viña del Mar
092*16		Latin Billboard Music Awards
092*19		Macy's Thanksgiving Day Parade
092*21		Noticias Univision Presenta Premio Lo Nuestro
092*23		Premios "Furia Musical"
092*27		Premios "TV y Novelas"

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