

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 (sole or joint subscription).)

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 Fall 2004 Technical Guide for more 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, in two columns of data. 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).

1st Relative Column

- 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

2nd Relative Column (Newspapers only)

- #1- In an airport

Wave 51 Only

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	45
	4	46-Minutes - 1 hour	
	5	1-1 1/2 hours	90
	6	1 1/2 -2 hours	
	7	2-2 1/2 hours	150
	8	2 1/2 -3 hours	
	9	3-3 1/2 hours	210
	0	3 1/2-4 hours	
	X	4-5 hours	300
Y	More than 5 hours		
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
not 1-5		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
	not 7-9	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 -----
5th/6th/7th 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:

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

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*64 3	Primedia
01*65 8	Primedia Automotive Enthusiast Group
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	Primedia
-----	Popular Photography and Imaging	-----
American Woodworker		Automobile
Family Handyman	Hearst Magazine Group	Car Craft
	-----	Circle Track
Field & Stream/Outdoor Life	CosmoGIRL!	Dirt Rider
-----	Cosmopolitan	4 Wheel & Off Road
Field & Stream	Country Living	Four Wheeler
Outdoor Life	Esquire	Game & Fish
	Good Housekeeping	Guns & Ammo
Hachette Automotive Group	Harper's Bazaar	Handguns
-----	House Beautiful	Hot Rod
Car and Driver	Marie Claire	Hunting
Road & Track	O, The Oprah Magazine	Motor Trend
	Popular Mechanics	Motorcyclist
Hachette Magazine Network	Redbook	Photographic
-----	Seventeen	Popular Hot Rodding
American Photo	Smart Money	Soap Opera Digest
Boating	Town & Country	Soap Opera Weekly
Car And Driver	Veranda	Sport Truck
Cycle World		Stock Car Racing
Elle		Street Rodder
Elle Decor		Super Chevy
		Truckin'

Magazine Groups (continued)

Primedia Automotive Enthusiast Group	Rodale Magazine Network	Time4 Media
-----	-----	-----
Car Craft	Backpacker	Field & Stream
Circle Track	Bicycling	Golf Magazine
Dirt Rider	Men's Health	Motor Boating
4 Wheel & Off Road	Organic Gardening	Outdoor Life
Four Wheeler	Organic Style	Popular Science
Hot Rod	Prevention	Saltwater Sportsman
Popular Hot Rodding	Runner's World	Ski
Sport Truck		Skiing
Stock Car Racing	Ski/Skiing	This Old House
Street Rodder	-----	Yachting
Super Chevy	Ski	
Truckin'	Skiing	Vibe + Spin

		Spin
		Vibe

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

*See Technical Guide for group composition

Frequency/ Avg Issue/ Where Read/ Primary/ Card & Col.	Detailed Where Read Codes Card & Col.	Qualitative Audience Card & Col.	Exclusive Internet Readership	Magazine	Publication Period
34*34	34*35	34*36-42	47*21-8	AARP The Magazine	BM
33*33	33*34	33*35-41	30*35-7	Allure	M
19*10	19*11	19*12-18	30*35-9	American Baby	M
21*66	21*67	21*68-74	30*35-Y	American Hunter	M
20*38	20*39	20*40-46	30*36-1	American Legion	M
19*01	19*02	19*03-09	47*20-2	American Photo	BM
22*04	22*05	22*06-12	30*36-2	American Rifleman	M
19*19	19*20	19*21-27	30*34-X	American Way	BW
54*28	54*29	54*30-36	32*29-8	American Woodworker	BM
21*30	21*31	21*32-38	30*36-3	Architectural Digest	M
16*46	16*47	16*48-54	32*29-6	Arthritis Today	BM
19*28	19*29	19*30-36	30*36-4	Atlantic Monthly	M
38*02	38*03	38*04-10	30*36-5	Attache	M
24*33	24*34	24*35-41	30*36-7	Automobile	M
17*01	17*02	17*03-09	30*35-8	AutoWeek	W
19*46	19*47	19*48-54	30*36-8	Baby Talk	M
19*55	19*56	19*57-63	30*33-1	Barron's	W
41*50	41*51	41*52-58	30*36-0	Bassmaster	M
19*64	19*65	19*66-72	30*36-X	Better Homes & Gardens	M
21*39	21*40	21*41-47	30*36-Y	Bicycling	M
41*59	41*60	41*61-67	30*37-2	Black Enterprise	M
19*73	19*74	19*75-20*01	30*37-3	Boating	M
20*02	20*03	20*04-10	30*37-4	Bon Appetit	M
42*33	42*34	42*35-41	47*20-4	Bridal Guide	BM
20*20	20*21	20*22-28	47*20-5	Bride's	BM
20*29	20*30	20*31-37	30*33-3	Business Week	W
20*47	20*48	20*49-55	30*37-6	Car And Driver	M
20*56	20*57	20*58-64	30*37-7	Car Craft	M
27*63	27*64	27*65-71	30*37-8	Catholic Digest	M
46*64				Chicago Tribune (Sunday)	W
43*70	43*71	43*72-78	30*37-9	Child	M
55*01	55*02	55*03-09	30*38-6	Cigar Aficionado	BM
40*49	40*50	40*51-57	47*16-X	Coastal Living	BM
47*38	47*39	47*40-46	30*37-X	Computer Shopper	M
26*08	26*09	26*10-16	47*18-4	Conde Nast Traveler	M
19*37	19*38	19*39-45	30*37-Y	Consumer Reports	M
39*03	39*04	39*05-11	30*38-1	Continental	M
29*11	29*12	29*13-19	30*38-2	Cooking Light	M
54*01	54*02	54*03-09	30*35-X	CosmoGIRL!	M
21*12	21*13	21*14-20	30*38-3	Cosmopolitan	M
50*41	50*42	50*43-49	47*20-8	Country Home	M
33*42	33*43	33*44-50	30*38-4	Country Living	M
16*55	16*56	16*57-63	47*20-Y	Country Sampler	BM
28*28	28*29	28*30-36	30*33-4	Country Weekly	BW
21*75	21*76	21*77-22*03	30*38-5	Cycle World	M
34*16	34*17	34*18-24	47*16-4	Delta's SKY Magazine	M
54*10	54*11	54*12-18	32*28-6	Diabetes Forecast	M
36*45	36*46	36*47-53	30*38-8	Discover	M
45*18	45*19	45*20-26	47*20-X	Ducks Unlimited	BM
26*80	27*01	27*02-08	30*38-9	Easyriders	M
22*22	22*23	22*24-30	30*38-0	Ebony	M
56*37	56*38	56*39-45	47*18-X	Electronic Gaming Monthly	M
42*06	42*07	42*08-14	30*38-X	Elle	M
31*13	31*14	31*15-21	47*21-1	Elle Decor	BM
44*08	44*09	44*10-16	47*21-2	Endless Vacation	BM
22*13	22*14	22*15-21	30*33-5	Entertainment Weekly	W
32*50	32*51	32*52-58	30*38-Y	Entrepreneur	M
16*37	16*38	16*39-45	30*34-2	ESPN The Magazine	BW
22*31	22*32	22*33-39	32*25-1	Esquire	M
22*40	22*41	22*42-48	32*25-2	Essence	M

Frequency/ Avg Issue/ Where Read/ Primary/ Card & Col.	Detailed Where Read Codes Card & Col.	Qualitative Audience Card & Col.	Exclusive Internet Readership	Magazine	Publication Period
22*49	22*50	22*51-57	30*35-4	Family Circle	TW
45*63	45*64	45*65-71	32*25-3	FamilyFun	M
22*58	22*59	22*60-66	32*25-4	Family Handyman	M
10*47	10*48	10*49-55	32*27-8	FHM	M
23*14	23*15	23*16-22	32*25-7	Field & Stream	M
25*43	25*44	25*45-51	30*35-5	First For Women	TW
41*14	41*15	41*16-22	47*22-X	Fit Pregnancy	BM
44*71	44*72	44*73-79	32*25-8	Fitness	M
23*32	23*33	23*34-40	32*25-9	Flying	M
26*26	26*27	26*28-34	32*25-0	Food & Wine	M
23*59	23*60	23*61-67	30*34-Y	Forbes	BW
23*68	23*69	23*70-76	30*35-1	Fortune	BW
23*77	23*78	23*79-24*05	32*25-X	4 Wheel & Off Road	M
25*16	25*17	25*18-24	32*25-Y	Four Wheeler	M
43*79	43*80	44*01-07	32*26-1	Game & Fish	M
56*55	56*56	56*57-63	47*19-7	Game Informer	M
55*10	55*11	55*12-18	32*29-4	GamePro	M
43*25	43*26	43*27-33	47*19-3	Gardening How-To	BM
24*42	24*43	24*44-50	32*26-2	Glamour	M
24*51	24*52	24*53-59	32*26-3	Golf Digest	M
24*60	24*61	24*62-68	32*26-4	Golf Magazine	M
24*69	24*70	24*71-77	32*26-5	Good Housekeeping	M
24*78	24*79	24*80-25*06	32*26-6	Gourmet	M
25*07	25*08	25*09-15	32*26-7	GQ (Gentlemen's Quarterly)	M
43*43	43*44	43*45-51	30*36-6	Guideposts	M
25*25	25*26	25*27-33	32*26-8	Guns & Ammo	M
36*54	36*55	36*56-62	32*26-9	Handguns	BM
28*64	28*65	28*66-72	47*23-2	Handy	BM
25*34	25*35	25*36-42	32*26-0	Harper's Bazaar	M
38*29	38*30	38*31-37	32*26-X	Health	M
27*18	27*19	27*20-26	32*26-Y	Hemispheres (United)	M
42*78	42*79	42*80-43*06	32*27-1	Home	M
25*52	25*53	25*54-60	32*27-3	Hot Rod	M
40*22	40*23	40*24-30	32*27-4	House & Garden	M
25*70	25*71	25*72-78	32*27-5	House Beautiful	M
25*79	25*80	26*01-07	32*27-6	Hunting	M
46*01	46*02	46*03-09	32*27-7	Inc.	M
40*40	40*41	40*42-48	32*27-9	In Style	M
20*11	20*12	20*13-19	30*35-0	Jane	M
26*35	26*36	26*37-43	30*33-7	Jet	W
38*56	38*57	38*58-64	32*27-0	Kiplinger's Personal Finance	M
26*53	26*54	26*55-61	32*27-X	Ladies' Home Journal	M
04*38				Life Carrier Newspapers	W
57*13	57*14-15#			Los Angeles Times (Sunday)	W
47*65	47*66	47*67-73	32*28-1	Macworld	M
43*52	43*53	43*54-60	32*28-3	Marie Claire	M
39*48	39*49	39*50-56	32*28-4	Martha Stewart Living	M
16*10	16*11	16*12-18	32*28-5	Maxim	M
41*23	41*24	41*25-31	32*28-7	Men's Fitness	M
39*66	39*67	39*68-74	32*28-8	Men's Health	M
47*74	47*75	47*76-48*02	32*28-9	Men's Journal	M
36*63	36*64	36*65-71	47*21-5	Metropolitan Home	BM
32*23				Metro Puck Carrier Newspapers	W
39*75	39*76	39*77-40*03	47*21-6	Midwest Living	BM
31*04	31*05	31*06-12	47*21-7	Modern Bride	BM
27*72	27*73	27*74-80	32*28-X	Money	M
28*01	28*02	28*03-09	32*28-Y	Motor Boating	M
28*19	28*20	28*21-27	32*29-2	Motor Trend	M
28*10	28*11	28*12-18	32*29-1	Motorcyclist	M
31*31	31*32	31*33-39	32*29-3	Muscle & Fitness	M

Second Column is Wave 51 only

Frequency/ Avg Issue/ Where Read/ Primary/ Card & Col.	Detailed Where Read Codes Card & Col.	Qualitative Audience Card & Col.	Exclusive Internet Readership	Magazine	Publication Period
28*37	28*38	28*39-45	30*33-8	National Enquirer	W
28*46	28*47	28*48-54	32*29-5	National Geographic	M
45*72	45*73	45*74-80	47*21-X	National Geographic Traveler	BM
16*64	16*65	16*66-72	47*21-0	National Wildlife	BM
28*73	28*74	28*75-29*01	32*29-7	Natural History	M
29*38	29*39	29*40-46	30*33-0	New York Magazine	W
57*07	57*08-09#		30*32-3	New York Times (Daily)	D
57*16	57*17-18#		30*32-6	New York Times (Sunday)	W
14*11				New York Times/Boston Globe (Daily)	D
14*13				New York Times/Boston Globe (Sunday)	W
29*29	29*30	29*31-37	30*33-X	The New Yorker	W
29*02	29*03	29*04-10	30*33-9	Newsweek	W
11*61	11*62	11*63-69	47*20-7	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	47*21-Y	North American Fisherman	BM
40*76	40*77	40*78-41*04	47*22-1	North American Hunter	BM
21*57	21*58	21*59-65	32*29-0	Northwest World Traveler	M
47*56	47*57	47*58-64	47*21-4	O, The Oprah Magazine	M
56*10	56*11	56*12-18	47*20-9	Official U.S. PlayStation Magazine	M
56*19	56*20	56*21-27	47*20-0	Official Xbox Magazine	M
30*21	30*22	30*23-29	32*29-X	Outdoor Life	M
22*67	22*68	22*69-75	32*29-Y	Outside	M
30*30				*Parade Carrier Newspapers	W
23*50	23*51	23*52-58	32*30-1	Parenting	M
30*39	30*40	30*41-47	32*30-2	Parents' Magazine	M
55*55	55*56	55*57-63	47*23-3	PC Gamer	M
23*05	23*06	23*07-13	30*35-2	PC Magazine	BW
32*05	32*06	32*07-13	32*30-4	PC World	M
30*57	30*58	30*59-65	32*30-5	Penthouse	M
30*66	30*67	30*68-74	30*33-Y	People	W
32*77	32*78	32*79-33*05	47*17-5	PGA Tour Partners	BM
30*75	30*76	30*77-31*03	32*30-6	Photographic	M
31*22	31*23	31*24-30	32*30-7	Playboy	M
31*40	31*41	31*42-48	32*30-8	Popular Hot Rodding	M
31*49	31*50	31*51-57	32*30-9	Popular Mechanics	M
31*58	31*59	31*60-66	32*30-0	Popular Photography and Imaging	M
31*67	31*68	31*69-75	32*30-X	Popular Science	M
36*72	36*73	36*74-80	32*30-Y	Premiere	M
31*76	31*77	31*78-32*04	32*31-1	Prevention	M
55*64	55*65	55*66-72	47*23-4	PSM:100% Independent PlayStation 2 Mag	M
29*65	29*66	29*67-73	47*22-3	Psychology Today	BM
32*32	32*33	32*34-40	32*31-2	Reader's Digest	M
10*38	10*39	10*40-46	32*25-5	Real Simple	M
32*41	32*42	32*43-49	32*31-3	Redbook	M
32*59	32*60	32*61-67	32*31-4	Road & Track	M
32*68	32*69	32*70-76	30*35-3	Rolling Stone	BW
37*46	37*47	37*48-54	32*31-5	Runner's World	M
24*24	24*25	24*26-32	32*31-6	Saltwater Sportsman	M
33*06	33*07	33*08-14	47*22-4	Saturday Evening Post	BM
45*36	45*37	45*38-44	47*22-5	Scholastic Parent & Child	BM
33*24	33*25	33*26-32	32*31-7	Scientific American	M
55*37	55*38	55*39-45	47*21-3	Scouting	BM
33*51	33*52	33*53-59	32*31-9	Self	M
35*26	35*27	35*28-34	32*31-X	Seventeen	M
21*21	21*22	21*23-29	32*31-Y	Shape	M
45*54	45*55	45*56-62	47*22-6	Sierra	BM
33*69	33*70	33*71-77	47*16-1	Ski	M
33*78	33*79	33*80-34*86	47*16-2	Skiing	M

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* Please see page 12 or Fall 2004 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.	Exclusive Internet Readership	Magazine	Publication Period
46*10	46*11	46*12-18	47*16-5	Smart Money	M
34*25	34*26	34*27-33	47*16-6	Smithsonian	M
26*44	26*45	26*46-52	30*34-1	Soap Opera Digest	W
20*74	20*75	20*76-21*02	30*34-3	Soap Opera Weekly	W
16*19	16*20	16*21-27	47*16-7	The Source	M
46*28	46*29	46*30-36	47*22-7	Southern Accents	BM
34*43	34*44	34*45-51	47*16-8	Southern Living	M
48*03	48*04	48*05-11	47*16-0	Southwest Spirit	M
49*58	49*59	49*60-66	47*16-9	Spin	M
35*80	36*01	36*02-08	47*16-Y	Sport Truck	M
34*61	34*62	34*63-69	30*34-4	The Sporting News	W
34*79	34*80	35*01-07	30*34-5	Sports Illustrated	W
26*71	26*72	26*73-79	30*33-2	Sports Weekly	W
35*08	35*09	35*10-16	30*34-6	Star	W
44*53	44*54	44*55-61	47*17-3	Stock Car Racing	M
44*62	44*63	44*64-70	47*17-4	Street Rodder	M
47*47	47*48	47*49-55	32*31-0	Stuff	M
35*44				Sunday Mag/Net Carrier Newspapers	W
35*53	35*54	35*55-61	47*17-6	Sunset	M
44*80	45*01	45*02-08	47*17-7	Super Chevy	M
41*05	41*06	41*07-13	47*19-4	Teen People	M
35*62	35*63	35*64-70	47*17-9	Tennis	M
24*06	24*07	24*08-14	47*17-0	Texas Monthly	M
44*26	44*27	44*28-34	47*17-X	This Old House	M
36*09	36*10	36*11-17	30*34-7	Time	W
36*18	36*19	36*20-26	47*18-1	Town & Country	M
42*15	42*16	42*17-23	47*22-8	Traditional Home	BM
36*27	36*28	36*29-35	47*18-2	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
45*09	45*10	45*11-17	47*18-5	Truckin'	M
37*10	37*11	37*12-18	30*34-8	TV Guide	W
13*71				TV Week Carrier Newspapers	W
37*28	37*29	37*30-36	30*34-9	U.S. News & World Report	W
37*37	37*38	37*39-45	47*18-7	Us Weekly	W
57*10	57*11-12#		30*32-4	USA Today	D
22*76				*USA Weekend Carrier Newspapers	W
48*21	48*22	48*23-29	47*18-8	Vanity Fair	M
29*74	29*75	29*76-30*02	47*18-9	VFW Magazine	M
25*61	25*62	25*63-69	47*18-0	Vibe	M
37*55	37*56	37*57-63	47*18-Y	Vogue	M
40*58	40*59	40*60-66	47*19-1	W	M
57*01	57*02-03#		30*32-1	Wall Street Journal	D
39*39				Washington Post (Sunday)	W
37*73	37*74	37*75-38*01	47*19-2	Weight Watchers	BM
46*66	46*67	46*68-74	47*20-3	Wine Spectator	BW
54*46	54*47	54*48-54	47*17-1	Wired	M
38*11	38*12	38*13-19	30*35-6	Woman's Day	TW
47*29	47*30	47*31-37	30*34-0	Woman's World	W
50*14	50*15	50*16-22	47*22-9	Workbench	BM
42*60	42*61	42*62-68	47*19-5	Working Mother	M
50*23	50*24	50*25-31	47*19-9	Yachting	M
42*69	42*70	42*71-77	47*19-X	Yankee	M

Second Column is Wave 51 only

*Please see page 12 or Fall 2004 Technical Guide for special notice about results from Sunday Magazine Readership Study

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.

 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 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

General Editorial

American Heritage
Atlantic Monthly
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
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
 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

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 World
 Outside
 PGA Tour Partners
 Runner's World
 Scuba Diving
 Ski
 Skiing
 The Sporting News
 Sports Weekly
 Tennis
 WWE Magazine

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
 Lucky.
 Marie Claire
 More
 O, The Oprah Magazine
 Organic Style
 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+	60.1%	26.1	17+	56.6%	30.0
Quintile II	8-14	23.7%	10.3	10-16	23.7%	12.6
Quintile III	4-7	11.9%	5.2	5-9	13.1%	6.9
Quintile IV	1-3	4.2%	1.8	2-4	6.0%	3.2
Quintile V	0	0.0%	0.0	0-1	0.6%	0.3
Top ½ (Heavy)	6+	90.8%	15.8	7+	87.9%	18.6
Bottom ½ (Light)	0-5	9.2%	1.6	0-6	12.1%	2.6

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	27+	49.9%	42.9	25+	47.1%	36.4
Quintile II	23-26	27.9%	24.0	21-24	30.5%	23.5
Quintile III	9-22	17.6%	15.1	8-20	17.4%	13.5
Quintile IV	1-8	4.6%	3.9	1-7	5.0%	3.9
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	16+	88.6%	30.5	13+	88.5%	27.4
Bottom ½ (Light)	0-15	11.4%	3.9	0-12	11.5%	3.6

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	61+	59.8%	106.2	46+	62.6%	94.3
Quintile II	28-60	22.9%	40.5	23-45	21.0%	31.6
Quintile III	15-27	11.4%	20.2	12-22	11.0%	16.6
Quintile IV	5-14	5.5%	9.7	4-11	5.2%	7.9
Quintile V	0-4	0.4%	0.7	0-3	0.2%	0.3
Top ½ (Heavy)	21+	89.3%	63.3	17+	90.0%	54.2
Bottom ½ (Light)	0-20	10.7%	7.6	0-16	10.0%	6.0

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	80+	47.2%	122.8	91+	48.6%	137.5
Quintile II	53-79	24.9%	64.7	56-90	25.0%	70.7
Quintile III	34-52	16.4%	42.7	35-55	15.6%	44.3
Quintile IV	16-33	9.4%	24.6	16-34	8.8%	24.8
Quintile V	0-15	2.1%	5.6	0-15	2.0%	5.7
Top ½ (Heavy)	43+	81.2%	84.6	45+	82.3%	93.2
Bottom ½ (Light)	0-42	18.8%	19.6	0-44	17.7%	20.0

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	35.2%	300.0	300	44.9%	300.0
Quintile II	201-299	33.8%	289.3	126-299	31.3%	208.9
Quintile III	125-200	19.5%	166.6	75-125	14.1%	94.0
Quintile IV	44-124	8.9%	75.7	29-74	7.4%	49.4
Quintile V	0-43	2.6%	22.3	0-28	2.3%	15.3
Top ½ (Heavy)	200+	80.7%	275.7	76+	84.7%	226.0
Bottom ½ (Light)	0-199	19.3%	65.9	0-75	15.3%	40.9

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	36+	43.0%	41.0	36+	43.5%	41.1
Quintile II	25-35	31.5%	30.1	24-35	31.2%	29.6
Quintile III	12-24	18.8%	18.0	12-23	18.3%	17.4
Quintile IV	2-11	6.6%	6.3	2-11	6.8%	6.5
Quintile V	0-1	0.1%	0.1	0-1	0.2%	0.2
Top ½ (Heavy)	19+	85.6%	32.7	18+	85.5%	32.4
Bottom ½ (Light)	0-18	14.4%	5.5	0-17	14.5%	5.5

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	57.7%	56.0	29	57.5%	52.5
Quintile II	28-55	30.2%	29.3	19-28	30.0%	27.4
Quintile III	1-27	12.0%	11.6	1-18	12.4%	11.3
Quintile IV	0	0.1%	0.1	0	0.1%	0.1
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	18+	97.6%	37.9	18+	97.4%	35.6
Bottom ½ (Light)	0-17	2.4%	0.9	0-17	2.6%	1.0

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+	62.2%	9.6	7+	60.6%	10.4
Tercile II (Medium)	3-6	26.7%	4.1	4-6	28.3%	4.9
Tercile III (Light)	1-2	11.1%	1.7	1-3	11.1%	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+	66.8%	5.4	3+	65.8%	5.4
Tercile II (Medium)	1-2	20.9%	1.7	1-2	21.9%	1.8
Tercile III (Light)	1	12.3%	1.0	1	12.3%	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 21).

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 & Satellite 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:			
1- 1 hour		13*68	HGTV (Home & Garden Television)
2- 2 hours		13*70	HSN (Home Shopping Network)
3- 3 hours		13*72	IFC (Independent Film Channel)
4- 4 hours		13*76	Lifetime
5- 5 hours		13*17	Lifetime Movie Network
6- 6-9 hours		13*78	MSNBC News
7- 10 hours		13*80	MTV
8- 11-15 hours		13*22	MTV2
9- 16-20 hours		11*47	National Geographic Channel
0- 21+ hours		05*24	Nick at Nite
X- Any watching past 7 days			
13*54	ABC Family Channel	05*28	Nickelodeon
13*12	A&E Television Network	09*34	OLN (Outdoor Life Network)
13*14	AMC (American Movie Classics)	13*37	Outdoor Channel
13*18	Animal Planet	11*22	Oxygen
11*45	BBC America	05*32	QVC
13*20	BET (Black Entertainment TV)	13*39	The Science Channel
		05*34	Sci-Fi Channel
13*53	Bloomberg Television	02*64	#Shop at Home
13*24	Bravo	13*25	Soap Net
13*26	Cartoon Network	09*35	Speed Channel
13*30	CMT (Country Music Television)	05*40	Spike TV
		11*24	Style
13*32	CNBC	13*41	Sundance
13*34	CNN (Cable News Network)	11*48	Superstation WGN
13*36	Comedy Central		
13*38	Court TV	05*36	TBS
		09*20	G4techTV (measured as TechTV in Waves 50 & 51)
13*40	Discovery Channel	05*38	TLC (The Learning Channel)
09*18	Discovery Health Channel		
13*29	Discovery Home (measured as The Discovery Home & Leisure Channel in Waves 50 & 51)	11*49	Toon Disney
		05*42	Travel Channel
13*55	Discovery Times	05*44	TNT (Turner Network Television)
13*31	The Discovery Wings Channel	09*36	TCM (Turner Classic Movies)
14*14	The Disney Channel		
13*23	DIY (Do it Yourself Network)	05*30	TV Guide Channel
		05*26	TV Land
13*42	E! (Entertainment Television)	05*46	USA Network
13*44	ESPN	05*48	VH1
13*46	ESPN2	13*59	VH1 Classic
13*28	ESPN Classic	11*46	The Weather Channel
13*48	ESPNEWS	11*23	WE (Women's Entertainment)
13*57	Fine Living		
13*33	Flix		
13*52	Food Network		
13*56	Fox News Channel		
13*58	FSN (measured as Fox Sports Net in Waves 50 & 51)		
05*22	Fuse		
13*50	FX		
13*60	#GSN		
09*19	Golf Channel	14*12	Cinemax
13*35	Great American Country	13*43	Encore
11*21	Hallmark Channel	14*16	HBO
13*64	Headline CNN News	14*18	The Movie Channel
13*66	History Channel	14*20	Showtime
		13*27	Starz!

Premium Services

X - Any watching past 7 days

Wave 51 Only

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

Weekday		Weekend	
-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

15*37-3 ABC Advantage	52*01	52*02
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*15-0 #Premiere Female Focus	58*07 punch 1-3	58*08 punch 5-7
08*15-X #Premiere Male Focus	58*09 punch 1-3	
08*04-2 Premiere Mediabase Network	53*43 punch 1-3	
08*15-Y #Premiere Morning Drive	58*11 punch 1	
09*41-8 Premiere Pearl Network	53*01	53*02
09*38-2 Premiere Sapphire	53*09	53*10
08*04-8 Premiere Urban One	53*55	53*56
15*51-0 Wall Street Journal Report	53*17 punch 1-3	53*18 punch 5-6
10*79-5 Westwood: CBS FM	58*21	
10*80-3 Westwood: CBS MarketWatch	58*43 punch 1-3	
10*79-0 Westwood: CBS Mix Weekend		58*32
10*79-3 Westwood: CBS News Max	58*17	
10*79-4 Westwood: CBS News Primetime	58*19 punch 1-3	
10*79-6 Westwood: CNN News Reach	58*23	
10*79-9 Westwood: Digital 24/7 Music	58*29	58*30
15*50-7 Westwood: The Edge	53*33 punch 1-2	
10*79-X Westwood: FM Weekend Source		58*34
10*80-0 #Westwood: Metro Network	58*57 punch 1-3	
10*79-7 Westwood: NBC Lite FM	58*25 punch 1-3	
10*79-8 Westwood: NBC Lite FM Max	58*27	
10*80-1 Westwood: NeXt FM	58*37	
10*79-1 Westwood: Power FM	58*13 punch 1-3	
10*79-2 Westwood: Power FM Max	58*15	

Radio - Where Listen

Where Listen	Typical Weekday	Typical Weekend
Home	05*37- 1	05*41- 1
Car	05*37- 2	05*41- 2
Work	05*37- 3	05*41- 3
Other Place	05*37- 4	05*41- 4

Listen Most Often

Home	05*39- 1	05*43- 1
Car	05*39- 2	05*43- 2
Work Place	05*39- 3	05*43- 3
Other Place	05*39- 4	05*43- 4

Wave 51 only.

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
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

* 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.

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)
- 2 AT&T
- 3 Compuserve
- 4 Earthlink
- 5 MSN (Microsoft Network)
- 6 NetZero/Juno
- 7 Prodigy
- 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 Daily
- 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
#bankrate	2*48-4	
cbs	2*37-5	2*51-5
cbssportsline	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
foxnews	2*37-Y	2*51-Y
google	2*40-1	2*53-1
hotbot	2*40-2	
ivillage	2*40-3	
lycos	2*42-1	2*59-1
#monster	2*48-5	2*62-5
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
upn	2*42-0	
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

Wave 51 Only

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

How respondent connects to the Internet from home:

- 04*62 -1 Dial-up modem
- 2 Cable Modem
- 3 DSL Connection
- 4 Other
- 5 Not sure/Don't know

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
- 15*14 3 Obtained sports news/information
- 15*16 -9 Obtained information for new or used car purchase
- 15*16 -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 -5 Downloaded Music
- 15*17 -3 Other

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

- 15*18 -1 More than once a day
- 2 Daily
- 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*72	Entertainment (Jess Cagle)
071*74	Food (Bobby Flay)
071*75	Health (Dr. Emily Senay)
071*76	Home Repair (Danny Lipford)
071*77	Lifestyle/Fashion
071*78	Life Matters
071*79	Movie and Video Review
072*02	Weather (Dave Price)
072*03	World/National News
	<u>Today Show:</u>
072*04	Animals/Nature (Jim Fowler)
072*05	Concert Series
072*06	Consumer Reports (Janice Lieberman)
072*07	Critic's Corner with Gene Shalit
072*08	Entertainment News with Jill Rappaport
072*09	Forever Young
072*10	Jean Chatsky and Suze Orman on the Economy
072*11	Leonard's Look with Mike Leonard
072*12	News Interview (Lauer/Couric)
072*13	The Political Insiders (Tim Russert)
072*14	Sports (Len Berman)
072*15	Today's Health (Dr. Bob Arnot)
072*16	Weather (Al Roker)
072*17	Wedding Series
072*18	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*22	072*23	#ABC Monday Night at the Movies
072*24	072*25	Access Hollywood - Weekend
072*26	072*27	According to Jim
072*28	072*29	Alias
072*30	072*31	All About The Andersons
072*32	072*33	All Of Us
072*34	072*35	American Dreams
072*36	072*37	American Experience
072*38	072*39	American Idol
072*40	072*41	America's Favorite Movies
072*42	072*43	America's Funniest Home Videos
072*44	072*45	#America's Next Top Model
072*46	072*47	AMW: America Fights Back
072*48	072*49	Andromeda
072*52	072*53	Angel - Weekend
072*54	072*55	Animal Rescue
072*58	072*59	Antiques Roadshow
072*60	072*61	#The Apprentice
072*62	072*63	Arrested Development
072*68	072*69	The Bachelor
072*70	072*71	The Bachelorette
072*72	072*73	Beastmaster
072*76	072*77	The Bernie Mac Show
072*78	072*79	Blind Date - Weekend
072*80	073*01	Bob Vila's Home Again
073*08	073*09	Buffy The Vampire Slayer - Weekend
073*10	073*11	Candid Camera
073*12	073*13	CBS Sunday Night Movie
073*16	073*17	Celebrity Justice - Weekend
073*18	073*19	Celebrity Mole
073*22	073*23	Charmed
073*24	073*25	Cold Case
073*28	073*29	#Cooking with Julia
073*30	073*31	Cops
073*32	073*33	Cops 2
073*36	073*37	Crossing Jordan
073*38	073*39	C.S.I.
073*40	073*41	C.S.I. Miami
073*42	073*43	#C.S.I. - Weekend
073*46	073*47	Dateline NBC Friday
073*48	073*49	Dateline NBC Sunday
073*50	073*51	Diagnosis Murder
073*52	073*53	The District
073*54	073*55	Doc
073*56	073*57	Drew Carey - Weekend
073*58	073*59	Ebert & Roeper
073*60	073*61	Ed
073*62	073*63	8 Simple Rules
073*64	073*65	Elimidate - Weekend
073*66	073*67	Encounters with the Unexplained
073*68	073*69	Enterprise
073*70	073*71	Entertainment Tonight - Weekend
073*72	073*73	ER
073*74	073*75	ER - Weekend
073*76	073*77	#Eve
073*78	073*79	Everwood
073*80	074*01	Everybody Loves Raymond
074*02	074*03	Everybody Loves Raymond - Weekend
074*04	074*05	Extra: Weekend
074*06	074*07	Extreme Makeover
074*08	074*09	#Extreme Makeover: Home Edition

<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>
074*10	074*11	Exxon Mobil Masterpiece Theatre
074*12	074*13	Famous Homes and Hideaways
074*14	074*15	Fear Factor
074*18	074*19	Fifth Wheel - Weekend
074*20	074*21	48 Hours Investigates
074*24	074*25	Friday Night Family Flix
074*26	074*27	Friends
074*28	074*29	Friends - Weekend
074*30	074*31	Frontline
074*32	074*33	George Lopez
074*36	074*37	Gilmore Girls
074*38	074*39	Girlfriends
074*40	074*41	Globe Trekker
074*44	074*45	Grounded for Life
074*46	074*47	The Guardian
074*48	074*49	Hack
074*50	074*51	Half and Half
074*52	074*53	The Handler
074*62	074*63	Hollywood Squares - Weekend
074*64	074*65	Hometown
074*66	074*67	Hope and Faith
074*70	074*71	I'm With Her
074*72	074*73	Inside Edition - Weekend
074*74	074*75	It's A Miracle
074*76	074*77	It's All Relative
074*78	074*79	Jack Hanna's Animal Adventures
074*80	075*01	JAG
075*04	075*05	JKX (Jamie Kennedy Xperiment)
075*06	075*07	Joan of Arcadia
075*08	075*09	Judging Amy
075*14	075*15	King of Queens
075*16	075*17	King of the Hill
075*18	075*19	Las Vegas
075*20	075*21	Law and Order
075*22	075*23	Law and Order: Criminal Intent
075*24	075*25	Law and Order: Special Victims Unit
075*26	075*27	Less than Perfect
075*28	075*29	Lidia's Italian Table
075*36	075*37	The Lost World
075*44	075*45	Malcolm in the Middle
075*46	075*47	Married to the Kellys
075*48	075*49	Martha Stewart Living - Weekend
075*50	075*51	Maximum Exposure
075*60	075*61	Miracle Pets
075*64	075*65	Missing
075*66	075*67	#Monk
075*68	075*69	Motor Week
075*70	075*71	Mutant X
075*72	075*73	My Wife and Kids
075*76	075*77	Mystery!
075*78	075*79	Nature
075*80	076*01	Navy NCIS
076*02	076*03	NBC Saturday Night Movie
076*04	076*05	The New This Old House Hour
076*06	076*07	New Yankee Workshop
076*08	076*09	NOVA
076*10	076*11	NOW with Bill Moyers
076*12	076*13	NYPD Blue
076*14	076*15	The O.C.
076*22	076*23	One on One
076*24	076*25	One Tree Hill

<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>
076*30	076*31	Outer Limits
076*32	076*33	The Parkers
076*34	076*35	PAX Saturday Night Movie
076*44	076*45	The Practice - Weekend
076*46	076*47	Primetime Monday
076*48	076*49	Primetime Thursday
076*50	076*51	Providence
076*54	076*55	Reba
076*56	076*57	Rebecca's Garden
076*70	076*71	Scrubs
076*72	076*73	7th Heaven
076*74	076*75	She Spies
076*76	076*77	Showtime At The Apollo
076*78	076*79	#Simple Life
077*02	077*03	The Simpsons
077*04	077*05	60 Minutes
077*06	077*07	60 Minutes II
077*08	077*09	Smallville
077*10	077*11	Smallville Beginnings
077*12	077*13	Soul Train
077*16	077*17	Stargate: SG1
077*18	077*19	Stephen King's Kingdom Hospital
077*20	077*21	Steve Harvey's Big Time
077*24	077*25	Still Standing
077*28	077*29	Sue Thomas: F.B.Eye
077*30	077*31	#Summerland
077*32	077*33	Surreal Life 2
077*34	077*35	#Swan
077*40	077*41	That 70's Show
077*42	077*43	Third Watch
077*44	077*45	This Old House
077*50	077*51	Tru Calling
077*52	077*53	24
077*54	077*55	20/20
077*56	077*57	Two and a Half Men
077*58	077*59	Unexplained Mysteries
077*60	077*61	UPN Friday Night Movie
077*64	077*65	Victory Garden
077*66	077*67	Wall Street Week with FORTUNE
077*68	077*69	Wanda At Large
077*70	077*71	Washington Week
077*76	077*77	The West Wing
077*78	077*79	The West Wing - Weekend
077*80	078*01	What I Like About You
078*02	078*03	Wheel of Fortune - Weekend
078*04	078*05	Whoopi
078*06	078*07	Whose Line Is It Anyway?
078*10	078*11	Will & Grace
078*12	078*13	Will & Grace - Weekend
078*14	078*15	Without a Trace
078*18	078*19	Wonderful World of Disney
078*20	078*21	WWE Smackdown!
078*22	078*23	WWE Wrestling
078*24	078*25	The X-Files (Weekend)
078*26	078*27	Yes, Dear
078*28	078*29	Your New House
		<u>Early Evening Weekend News</u>
078*30	078*31	ABC World News Tonight-Sat.
078*32	078*33	ABC World News Tonight-Sun.

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Early Evening Weekend News (continued)</u>
078*34	078*35	#BBC World News
078*36	078*37	CBS Evening News-Sat.
078*38	078*39	CBS Evening News-Sun.
078*40	078*41	NBC Nightly News-Sat.
078*42	078*43	NBC Nightly News-Sun.
		<u>Weekend News/Information Programs</u>
078*44	078*45	ABC This Week with George Stephanopoulos
078*46	078*47	CBS Face the Nation
078*48	078*49	CBS Marketwatch
078*50	078*51	CBS Saturday Early Show
078*52	078*53	CBS Sunday Morning
078*54	078*55	The Chris Matthews Show
078*56	078*57	FOX News Sunday
078*58	078*59	NBC Meet the Press
078*60	078*61	NBC Saturday Today
078*62	078*63	NBC Sunday Today
078*64	078*65	Wall Street Journal Report
		<u>Weekly Late Night Programs</u>
078*66	078*67	Saturday Mad TV
078*68	078*69	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>		
078*70	078*71	Fox Saturday Baseball
078*72	078*73	Fox Saturday Baseball Post-Game
078*74	078*75	Fox Saturday Baseball Pre-Game
078*76	078*77	This Week in Baseball
<u>Basketball</u>		
078*78	078*79	ABC College Basketball Games
078*80	079*01	CBS NCAA Men's College Basketball Games
079*02	079*03	NBA Inside Stuff
079*04	079*05	NBA Regular Season Games
079*06	079*07	WNBA Regular Season Games
<u>Football</u>		
079*08	079*09	ABC College Football Regular Season
079*10	079*11	ABC NFL Monday Night Football
079*12	079*13	CBS College Football Games
079*14	079*15	CBS College Football Today
079*16	079*17	CBS NFL Regular Season Football
079*18	079*19	CBS NFL Today
079*20	079*21	FOX NFL Regular Season Games
079*22	079*23	FOX NFL Sunday Pre-Game Show
079*24	079*25	NBC Arena Football
079*26	079*27	NBC Notre Dame Football
<u>Other</u>		
079*28	079*29	ABC Major League Soccer Regular Season Games
079*30	079*31	ABC NHL Hockey Regular Season Games
079*32	079*33	#CBS Sports Specials
079*34	079*35	CBS Sports Spectacular
079*36	079*37	NBC Sports Special
079*38	079*39	NBC Sportsworld (Saturday)
079*40	079*41	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*42	079*43	Access Hollywood
079*44	079*45	America's Funniest Home Videos
079*48	079*49	Becker
079*50	079*51	Blind Date
079*52	079*53	Bonanza
079*54	079*55	Celebrity Justice
079*56	079*57	Cops
079*58	079*59	Crossing Over with John Edward
079*60	079*61	Dharma & Greg
079*62	079*63	Diagnosis Murder
079*64	079*65	Divorce Court
079*66	079*67	The Dr. Phil Show
079*68	079*69	Drew Carey
079*70	079*71	Early Edition
079*72	079*73	Elimidate
079*74	079*75	Ellen Degeneres
079*76	079*77	Encounters with the Unexplained
079*78	079*79	Entertainment Tonight
079*80	080*01	Everybody Loves Raymond
080*02	080*03	Extra
080*04	080*05	Ex-Treme Dating
080*06	080*07	Family Feud (Richard Karn)
080*10	080*11	Fifth Wheel
080*12	080*13	Frasier
080*16	080*17	Friends
080*22	080*23	Hollywood Squares
080*24	080*25	Home Improvement
080*26	080*27	The Hughleys
080*28	080*29	Inside Edition
080*30	080*31	It's A Miracle
080*36	080*37	Jeopardy!
080*38	080*39	The Jerry Springer Show
080*40	080*41	Judge Hatchett
080*42	080*43	Judge Joe Brown
080*44	080*45	Judge Judy
080*46	080*47	Judge Mathis
080*48	080*49	King of the Hill
080*50	080*51	#King of Queens
080*52	080*53	Live with Regis & Kelly
080*54	080*55	Living It Up! With Ali & Jack
080*62	080*63	Martha Stewart Living (Weekday)
080*66	080*67	Maury
080*68	080*69	The Montel Williams Show
080*70	080*71	On Air with Ryan Seacrest
080*72	080*73	The Oprah Winfrey Show
080*74	080*75	The Parkers
080*76	080*77	People's Court
080*80	081*01	Pyramid
081*02	081*03	Ricki
081*04	081*05	Road Rules
081*06	081*07	Sabrina: The Teenage Witch
081*08	081*09	Seinfeld
081*10	081*11	The 700 Club
081*12	081*13	Sharon Osbourne
081*16	081*17	Shop 'Til You Drop
081*18	081*19	The Simpsons
081*20	081*21	Spin City
081*22	081*23	Starting Over
081*24	081*25	Street Smarts
081*26	081*27	Supermarket Sweep
081*28	081*29	Texas Justice

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Monday Through Friday Programs (continued)</u>
081*30	081*31	That 70's Show
081*32	081*33	3rd Rock From the Sun
081*34	081*35	The Wayne Brady Show
081*36	081*37	Weakest Link
081*38	081*39	Wheel of Fortune
081*40	081*41	Who Wants To Be A Millionaire
081*42	081*43	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*44	081*45	ABC News: Nightline
081*46	081*47	ABC World News Now
081*48	081*49	All Night-Conan O'Brien
081*50	081*51	All Night-Dateline
081*54	081*55	All Night-Saturday Night Live (Repeat)
081*56	081*57	All Night-Tonight Show
081*58	081*59	CBS Up To The Minute
081*60	081*61	Charlie Rose
081*62	081*63	Jimmy Kimmel Live
081*64	081*65	Last Call with Carson Daly
081*66	081*67	The Late Late Show with Craig Kilborn
081*68	081*69	Late Night with Conan O'Brien
081*70	081*71	Late Show with David Letterman
081*72	081*73	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>		
081*74	081*75	ABC Little League World Series
081*76	081*77	FOX American League Championship
081*78	081*79	FOX Baseball Divisional Playoffs
081*80	082*01	FOX Major League Baseball World Series
082*02	082*03	FOX National League Championship
<u>Basketball</u>		
082*04	082*05	CBS NCAA Men's Basketball Tournament
082*06	082*07	NBA Finals
082*08	082*09	NBA Playoffs
082*10	082*11	WNBA Championship Finals
082*12	082*13	WNBA Playoffs
<u>Football</u>		
082*14	082*15	ABC NFL Pre-Season Games
082*16	082*17	ABC NFL Wildcard Playoffs
082*18	082*19	CBS AFC-NFL Football Playoffs
082*20	082*21	CBS NFL Pre-Season Games
082*22	082*23	FOX NFC-NFL Football Playoffs
082*24	082*25	FOX NFL Pre-Season Games
<u>Hockey</u>		
082*26	082*27	ABC NHL Stanley Cup Finals
082*28	082*29	ABC NHL Playoffs
<u>Soccer</u>		
082*30	082*31	ABC Major League Soccer Playoffs
082*32	082*33	ABC Major League Soccer Final

OLYMPICS

Q1. How likely are you to watch the 2004 Summer Olympics in Athens, Greece airing in August 2004?

72*19	1- Very Likely
	2- Somewhat Likely
	3- Not Very Likely
	4- Not At All Likely

Q2. In general, how much attention do you pay to the Olympics?

72*19	5- Full
	6- Most
	7- Some
	8- None

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*34	Firestone Indy 400 (Michigan)
082*35	Firestone Indy Japan 300
082*36	Honda Indy 226 (Colorado)
082*37	Indianapolis 500
082*38	Indianapolis 500 Pre-Race Show
082*39	Indianapolis 500 Time Trials
082*40	International Race of Champions
082*41	IRL: Belterra Casino Indy 300 (Kentucky)
082*42	IRL: Delphi Indy 300 (Chicagoland)
082*43	IRL: Gateway Indy 250 (St. Louis)
082*44	IRL: Purex Dial Indy 200 (Phoenix)
082*45	IRL: Toyota Indy 300 (Miami)
082*46	IRL: Toyota Indy 400 (California)
082*47	Kansas Indy 300 (Kansas City)
082*48	LeMans-Monterey Sports Car Championship
082*49	NASCAR Atlanta 500
082*50	NASCAR Brickyard 400
082*51	NASCAR Busch Series
082*52	#NASCAR California 500
082*53	NASCAR Charlotte Lowes 500
082*54	#NASCAR Chicago 400
082*55	NASCAR Daytona 500
082*56	NASCAR Kansas City 400
082*57	NASCAR Martinsville 500
082*58	NASCAR Miami 400
082*59	NASCAR Nextel Cup Series
082*60	NASCAR Nextel Cup Series Award Ceremonies
082*61	NASCAR Pre-Race
082*62	NASCAR Phoenix 500
082*63	#NASCAR Southern 500
082*64	NASCAR Talladega 500
082*65	NASCAR 2004 Race for the Championship Year in Review
	<u>Baseball</u>
082*66	FOX Major League All-Star Game
	<u>Basketball</u>
082*67	Big Ten Championship
082*68	NCAA Basketball Championship Selection Show
082*69	NCAA Division II Basketball Championship
082*70	NCAA Men's Basketball Championship Game
082*71	NCAA PAC-10 Championship
082*72	SEC Championship
	<u>Football</u>
082*73	ABC AFC-NFC Pro Bowl
082*74	ABC Big 12 Championship
082*75	ABC Capital One Bowl
082*76	ABC Fiesta Bowl (Tostitos)
082*77	ABC Orange Bowl (Fed Ex)
082*78	ABC Rose Bowl (Citi)
082*79	ABC Sugar Bowl (NOKIA)
082*80	Bayou Classic
083*01	Cotton Bowl (Southwestern)
083*02	Gator Bowl
083*03	#989 Sony Playstation NFL Quarterback Challenge
083*04	SEC Championship Game
083*05	Sun Bowl
083*06	Super Bowl
083*07	Super Bowl Post-Game Show

<u>Card*Column</u>	<u>Sports Events/Specials(continued)</u>
	<u>Football (continued)</u>
083*08	Super Bowl Pre-Game Show
	<u>Golf</u>
083*09	Amer. Century Celebrity Golf Champs
083*10	AT&T Pebble Beach National Pro-Am
083*11	Bank of America Colonial
083*12	Bay Hill Invitational
083*13	Bellsouth Classic
083*14	Big Apple Classic
083*15	Bob Hope Chrysler Classic
083*16	British Open
083*17	#Buick Championship
083*18	Buick Classic
083*19	Buick Invitational
083*20	Buick Open
083*21	Chrysler Championship
083*22	Deutsche Bank U.S. Championship
083*23	Doral Open
083*24	EDS Byron Nelson Classic
083*25	Father/Son Golf
083*26	FBR Capital Open
083*27	Fed Ex St. Jude Classic
083*28	Ford Senior Players Championship
083*29	Franklin Templeton Shark Shootout
083*30	Funai Disney Classic
083*31	Greater Greensboro Chrysler Classic
083*32	Greater Hartford Open
083*33	Greater Milwaukee Open
083*34	Honda Golf Classic
083*35	HP Classic of New Orleans
083*36	The International
083*37	Las Vegas Invitational
083*38	Liberty Mutual Legends of Golf
083*39	Lincoln Financial Battle at the Bridges
083*40	LPGA Nabisco Champ
083*41	LPGA Tour Championship
083*42	The Masters
083*43	McDonald's LPGA Championship
083*44	MCI Heritage
083*45	Memorial Tournament
083*46	Nissan Open
083*47	PGA Championship
083*48	PGA Qualifying Tournament
083*49	PGA Tour Year-In-Review
083*50	PGA/USGA Specials
083*51	Players Golf Championship
083*52	President's Cup
083*53	Senior British Open
083*54	Senior Skins Game
083*55	Shell Houston Open
083*56	Skills Challenge Golf
083*57	Skins Game
083*58	The Solheim Cup
083*59	The Tour Championship
083*60	U.S. Amateur Golf
083*61	U.S. Open
083*62	U.S. Senior Open
083*63	U.S. Women's Open
083*64	USGA Year-In-Review
083*65	Wachovia Championship

<u>Card*Column</u>	<u>Sports Events/Specials(continued)</u>
	<u>Golf (continued)</u>
083*66	Wendy's 3 Tour Challenge
083*67	Western Open
083*68	Williams World Challenge
083*69	Women's British Open
083*70	World Golf Championships-Accenture Match Play Championship
083*71	World Golf Championships-American Express Championship
083*72	World Golf Championships-EMC World Cup
083*73	World Golf Championships-NEC Invitational
	<u>Horse Racing</u>
083*74	Belmont Stakes
083*75	Breeder's Cup
083*76	#The Hambletonian
083*77	Kentucky Derby
083*78	NTRA Championship Series
083*79	Preakness Stakes
	<u>Skating</u>
083*80	ABC Chevy Skating Spectacular
084*01	ABC European Figure Skating Champ.
084*02	ABC Hershey Kisses Figure Skating Challenge
084*03	ABC ISU Four Continent Figure Skating Championships
084*04	ABC ISU Grand Prix Skating Series
084*05	ABC Smart One's Skate America
084*06	ABC State Farm U.S. Figure Skating Championships
084*07	ABC World Figure Skating Champ.
084*08	ABC World Speed Skating Champ.
084*09	Evening of Championship Skating
084*10	Hallmark Figure Skating
084*11	#Hallmark Skating Showcase
084*12	Ice Wars: X-2003 North America vs. the World
084*13	Manheim Christmas Special
084*14	NBC Star Skates
084*15	Olay Presents: The World Ice Challenge
084*16	Sale & Peltier Canadian Skating Champs
084*17	Sarah Hughes
084*18	World Pro Figure Skating
	<u>Tennis</u>
084*19	Family Circle Cup
084*20	French Open
084*21	NASDAQ 100 Open Tennis-Men's Final
084*22	NASDAQ 100 Open Tennis-Women's Final
084*23	#Pilot Pen International
084*24	RCA Championships
084*25	U.S. Open Tennis on CBS
084*26	U.S. Open Tennis-Men's Final
084*27	U.S. Open Tennis-Women's Final
084*28	Wimbledon
	<u>Track & Field</u>
084*29	Millrose Games
084*30	NCAA Outdoor Track & Field Championships
084*31	US Track & Field Open
084*32	USA Indoor Track & Field Championship
084*33	World Track & Field Championships
	<u>Other Sports</u>
084*34	ABC Major League Soccer All-Star Game
084*35	ABC NHL All Star Game
084*36	American Cup Gymnastics

<u>Card*Column</u>	<u>Sports Events/Specials(continued)</u>
	<u>Other Sports (continued)</u>
084*37	#CBS Rodeo Series
084*38	Championship Ballroom Dancing
084*39	Escape-Alcatraz Triathlon
084*40	FOX World Bowl
084*42	The Gravity Games
084*43	Great Outdoor Games
084*44	Ironman Triathlon
084*45	Jeep King of the Mountain-Downhill Skiing
084*46	King of the Mountain Snowboarding
084*50	NBC Boxing Series
084*51	#NBC Dog Show
084*52	NCAA Women's Gymnastics Champ.
084*53	NYC Marathon
084*54	#Pro Bull Riding
084*55	Snowboarding
084*56	#Tour de France
084*57	US Gymnastics Championships
084*58	Vans Sports Series
084*59	Winter X Games
084*60	World Gymnastics Championships
084*61	X Games
084*62	XTERRA World Championship Skiing
<u>Card*Column</u>	<u>Entertainment/News Specials</u>
084*63	ABC Academy Awards
084*64	ABC American Music Awards
084*65	ABC Barbara Walters Specials
084*66	ABC Countdown to the Oscars
084*67	ABC News Specials John Stossel
084*68	ABC Peter Jennings Reporting
084*69	ABC Radio Music Awards
084*70	ABC 20/20 Specials
084*71	ABC Vanished Specials
084*72	ABC World Music Awards
084*73	Academy of Country Music Awards
084*74	AFI 100 Years, 100 Heroes
084*75	Alan Alda in Scientific American Frontiers
084*76	An American Celebration at Ford's Theater
084*77	American Family
084*78	American Masters
084*79	Big Brother
084*80	Bill Moyers Specials
085*01	Billboard Music Awards
085*02	The Blues
085*03	CBS Kennedy Center Honors
085*04	CBS Thanksgiving Day Parade
085*05	CBS Tournament of Roses Parade
085*06	Celine Dion Specials
085*07	Charlie Brown Specials
085*08	Christmas in Rockefeller Center
085*09	The Christmas Secret
085*10	Colonial House
085*11	Country Music Association Awards
085*12	Cupid
085*13	David Blaine Magic Specials
085*14	Daytime Emmy Awards
085*15	Dick Clark's New Years Rockin' Eve
085*16	ESPY Awards
085*17	Essence Awards
085*18	Finding John Christmas
085*22	FOX New Year's Special

<u>Card*Column</u>	<u>Entertainment/News Specials(continued)</u>
085*23	Frosty the Snowman Specials
085*25	Garfield Specials
085*26	Golden Globe Awards
085*27	Golden Globe Preview Show
085*28	Grammy Awards
085*29	Great Performances
085*30	The Hispanic Heritage Awards
085*31	History Detectives
085*32	A Home for the Holidays
085*33	In Style
085*35	Katie at Night
085*36	Ken Burns American Stories
085*37	Latin Grammy Awards
085*38	Live From Lincoln Center
085*39	Macy's Thanksgiving Day Parade
085*40	Miss America Pageant
085*41	Miss Teen USA Pageant
085*42	Miss USA Pageant
085*43	Miss Universe Pageant
085*44	NAACP Image Awards
085*46	On Stage (at the Kennedy Center/White House)
085*47	Orange Bowl Parade
085*48	PBS Hollywood Presents
085*49	People's Choice Awards
085*50	P.O.V.
085*51	The Price is Right Primetime Specials
085*52	Primetime Emmy Awards
085*54	Robbie the Reindeer
085*55	Rudolph the Red-Nosed Reindeer
085*56	#Rugrats Movie
085*57	Saturday Night Live Specials
085*58	Soul Train Christmas Starfest
085*59	Soul Train Lady of Soul Awards
085*60	Soul Train Music Awards
085*61	The Source Hip-Hop Music Awards
085*62	Star Search
085*63	#Survivor
085*64	The Story of Santa Claus
085*65	#Tavis Smiley
085*66	Teen Choice Awards
085*68	#Ticket to Freedom: The Story of the Underground Railroad
085*69	Tony Awards
085*70	Tournament of Roses Parade
085*71	#Vibe Awards
085*72	Victoria's Secret Fashion Show
085*73	Walt Disney Specials
085*75	Winnie the Pooh Specials
085*76	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*21	6
Auto Racing - Specials	087*46-47	29
Awards - Specials	087*43-44	24
Baseball Specials	087*48	5
Basketball - Weekend - College	087*37	2
Basketball Specials - College	087*49	7
Basketball Specials - Professional	087*50	5
Comedy/Variety	087*60	6
Daytime Dramas	087*17-18	10
Daytime Talk/Variety	087*66	2
Documentary/Informational - Primetime	087*22	9
Early Evening Network News - Mon-Fri	087*20	4
Early Evening Network News - Weekend	087*34	6
Early Morning News	087*15	3
Early Morning Talk/Information/News	087*16	3
Entertainment Specials	087*40-41	31
Feature Films - Primetime	087*23	8
Football - College Weekend	087*38	4
Football - Pro Weekend	087*39	3
Football Bowl Games - Specials	087*51-52	11
Football Specials - Professional	087*53	9
General Drama - Primetime	087*24-25	47
Golf	087*54-55	64
Gymnastics	087*73	4
Hockey	087*68	4
Horse Racing	087*69	5
Late Night Network News/Info - Mon-Fri	087*29	3
Late Night Talk/Variety	087*30-31	11
News - Specials	087*42	5
Pageants - Specials	087*45	4
Private Detective/Suspense/Mystery/Police -Primetime	087*26	7
Reality-based	087*62-63	16
Situation Comedies - Primetime	087*27-28	52
Skating - Specials	087*64-65	18
Soccer	087*72	4
Sports Anthologies - Weekend	087*33	5
Sunday News/Interview	087*32	7
Syndicated Adult General	087*57-59	126
Tennis	087*56	9
Track & Field Games	087*71	5

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

Adventure/Westerns/Science Fiction - Primetime

Alias
Bonanza
Enterprise
JAG
Jake 2.0
Ponderosa

Auto Racing - Specials

Firestone Indy 400 (Michigan)
Firestone Indy Japan 300
Honda Indy 226 (Colorado)
Indianapolis 500
Indianapolis 500 Pre-Race Show
Indianapolis 500 Time Trials
International Race of Champions
IRL: Belterra Casino Indy 300 (Kentucky)
IRL: Delphi Indy 300 (Chicagoland)
IRL: Gateway Indy 250 (St. Louis)
IRL: Purex Dial Indy 200 (Phoenix)
IRL: Toyota Indy 300 (Miami)
IRL: Toyota Indy 400 (California)
Kansas Indy 300 (Kansas City)
LeMans-Monterey Sports Car Championship
NASCAR Atlanta 500
NASCAR Brickyard 400
NASCAR Busch Series
NASCAR Charlotte Lowes 500
NASCAR Daytona 500
NASCAR Kansas City 400
NASCAR Martinsville 500
NASCAR Miami 400
NASCAR Nextel Cup Series
NASCAR Nextel Cup Series Award Ceremonies
NASCAR Pre-Race
NASCAR Phoenix 500
NASCAR Talladega 500
NASCAR 2004 Race for the Championship Year in Review

Awards - Specials

ABC Academy Awards
ABC American Music Awards
ABC Radio Music Awards
ABC World Music Awards
Academy of Country Music Awards
AFI 100 Years, 100 Heroes
Billboard Music Awards
CBS Kennedy Center Honors
Country Music Association Awards
Daytime Emmy Awards
ESPY Awards
Essence Awards
Golden Globe Awards
Grammy Awards
The Hispanic Heritage Awards
Latin Grammy Awards
NAACP Image Awards
People's Choice Awards
Primetime Emmy Awards
Soul Train Lady of Soul Awards
Soul Train Music Awards
The Source Hip-Hop Music Awards
Teen Choice Awards
Tony Awards

Baseball Specials

FOX American League Championship
FOX Baseball Divisional Playoffs
FOX Major League Baseball World Series
FOX National League Championship
FOX Major League All-Star Game

Basketball - Weekend - College

ABC College Basketball Games
CBS NCAA Men's College Basketball Games

Basketball Specials - College

CBS NCAA Men's Basketball Tournament
Big Ten Championship
NCAA Basketball Championship Selection Show
NCAA Division II Basketball Championship
NCAA Men's Basketball Championship Game
NCAA PAC-10 Championship
SEC Championship

Basketball Specials - Professional

WNBA Regular Season Games
NBA Finals
NBA Playoffs
WNBA Championship Finals
WNBA Playoffs

Comedy/Variety

America's Funniest Home Videos
Candid Camera
JKX (Jamie Kennedy Xperiment)
Steve Harvey's Big Time
Whose Line Is It Anyway?
America's Funniest Home Videos (M-F)

Daytime Dramas

All My Children
As the World Turns
The Bold & The Beautiful
Days of Our Lives
General Hospital
Guiding Light
One Life to Live
Passions
The Young & The Restless
Promised Land (M-F)

Daytime Talk/Variety

Today II
The View (Barbara Walters)

Documentary/Informational - Primetime

Dateline NBC Friday
Dateline NBC Sunday
48 Hours Investigates
It's A Miracle
Primetime Monday
Primetime Thursday
60 Minutes
60 Minutes II
20/20

Early Evening Network News - Mon-Fri

ABC World News Tonight (Peter Jennings)
BBC World News
CBS Evening News (Dan Rather)
NBC Nightly News (Tom Brokaw)

Early Evening Network News - Weekend

ABC World News Tonight-Sat.
ABC World News Tonight-Sun.
CBS Evening News-Sat.
CBS Evening News-Sun.
NBC Nightly News-Sat.
NBC Nightly News-Sun.

Early Morning News

ABC World News This Morning

Early Morning News (continued)

CBS Morning News
Early Today

Early Morning Talk/Information/News

Good Morning America (Gibson/Sawyer)
The Early Show (Harry Smith, Hannah Storm, Julie Chen and Rene Syler)
Today Show (Lauer/Couric)

Entertainment Specials

ABC Countdown to the Oscars
An American Celebration at Ford's Theater
CBS Thanksgiving Day Parade
CBS Tournament of Roses Parade
Celine Dion Specials
Charlie Brown Specials
Christmas in Rockefeller Center
The Christmas Secret
David Blaine Magic Specials
Dick Clark's New Years Rockin' Eve
Finding John Christmas
Four Super Women
FOX New Year's Special
Frosty the Snowman Specials
Garfield Specials
Golden Globe Preview Show
A Home for the Holidays
Katie at Night
Macy's Thanksgiving Day Parade
Orange Bowl Parade
The Price is Right Primetime Specials
Remarkable Journey
Robbie the Reindeer
Rudolph the Red-Nosed Reindeer
Saturday Night Live Specials
Soul Train Christmas Starfest
The Story of Santa Claus
Tournament of Roses Parade
Victoria's Secret Fashion Show
Walt Disney Specials
Winnie the Pooh Specials

Feature Films - Primetime

ABC Big Picture Show
America's Favorite Movies
CBS Sunday Night Movie
Friday Night Family Flix
NBC Saturday Night Movie
PAX Saturday Night Movie
UPN Friday Night Movie
Wonderful World of Disney

Football - College Weekend

ABC College Football Regular Season
CBS College Football Games
CBS College Football Today
NBC Notre Dame Football

Football - Pro Weekend

CBS NFL Regular Season Football
CBS NFL Today
FOX NFL Regular Season Games

Football Bowl Games - Specials

ABC Big 12 Championship
ABC Capital One Bowl
ABC Fiesta Bowl (Tostitos)
ABC Orange Bowl (Fed Ex)
ABC Rose Bowl (Citi)
ABC Sugar Bowl (NOKIA)
Bayou Classic

Football Bowl Games - Specials (continued)

Cotton Bowl (Southwestern)
Gator Bowl
SEC Championship Game
Sun Bowl

Football Specials - Professional

NBC Arena Football
ABC NFL Pre-Season Games
ABC NFL Wildcard Playoffs
CBS AFC-NFL Football Playoffs
CBS NFL Pre-Season Games
FOX NFC-NFL Football Playoffs
FOX NFL Pre-Season Games
ABC AFC-NFC Pro Bowl
Super Bowl

General Drama - Primetime

American Dreams
Angel
Body and Soul
Boston Public
Charmed
Cold Case
The District
Doc
Ed
ER
Everwood
Fearless
Gilmore Girls
The Guardian
Hack
The Handler
Joan of Arcadia
Judging Amy
Just Cause
Karen Sisco
Las Vegas
Law and Order
Law and Order: Criminal Intent
Law and Order: Special Victims Unit
Line of Fire
The Lyon's Den
Miracle Pets
Miss Match
Mysterious Ways
Navy NCIS
The O.C.
One Tree Hill
The Practice
Providence
7th Heaven
Smallville
Smallville Beginnings
Stephen King's Kingdom Hospital
Still Life
Third Watch
Threat Matrix
Tru Calling
24
The West Wing
Without a Trace
Wonderfalls
Early Edition (M-F)

Golf

Amer. Century Celebrity Golf Champs
AT&T Pebble Beach National Pro-Am
Bank of America Colonial
Bay Hill Invitational

Golf (continued)

Bellsouth Classic
 Big Apple Classic
 Bob Hope Chrysler Classic
 British Open
 Buick Classic
 Buick Invitational
 Buick Open
 Chrysler Championship
 Deutsche Bank U.S. Championship
 Doral Open
 EDS Byron Nelson Classic
 Father/Son Golf
 FBR Capital Open
 Fed Ex St. Jude Classic
 Ford Senior Players Championship
 Franklin Templeton Shark Shootout
 Funai Disney Classic
 Greater Greensboro Chrysler Classic
 Greater Hartford Open
 Greater Milwaukee Open
 Honda Golf Classic
 HP Classic of New Orleans
 The International
 Las Vegas Invitational
 Liberty Mutual Legends of Golf
 Lincoln Financial Battle at the Bridges
 LPGA Nabisco Champ
 LPGA Tour Championship
 The Masters
 McDonald's LPGA Championship
 MCI Heritage
 Memorial Tournament
 Nissan Open
 PGA Championship
 PGA Qualifying Tournament
 PGA Tour Year-In-Review
 PGA/USGA Specials
 Players Golf Championship
 President's Cup
 Senior British Open
 Senior Skins Game
 Shell Houston Open
 Skills Challenge Golf
 Skins Game
 The Solheim Cup
 The Tour Championship
 U.S. Amateur Golf
 U.S. Open
 U.S. Senior Open
 U.S. Women's Open
 USGA Year-In-Review
 Wachovia Championship
 Wendy's 3 Tour Challenge
 Western Open
 Williams World Challenge
 Women's British Open
 World Golf Championships-Accenture Match Play Championship
 World Golf Championships-American Express Championship
 World Golf Championships-EMC World Cup
 World Golf Championships-NEC Invitational

Gymnastics

American Cup Gymnastics
 NCAA Women's Gymnastics Champ.
 US Gymnastics Championships
 World Gymnastics Championships

Hockey

ABC NHL Hockey Regular Season Games
 ABC NHL Stanley Cup Finals

Hockey (continued)

ABC NHL Playoffs
ABC NHL All Star Game

Horse Racing

Belmont Stakes
Breeder's Cup
Kentucky Derby
NTRA Championship Series
Preakness Stakes

Late Night Network News/Info - Mon-Fri

ABC News: Nightline (M-F)
ABC World News Now (M-F)
CBS Up To The Minute (M-F)

Late Night Talk/Variety

Saturday Mad TV
Saturday Saturday Night Live
All Night-Conan O'Brien (M-F)
All Night-Saturday Night Live (Repeat) (M-F)
All Night-Tonight Show (M-F)
Jimmy Kimmel Live (M-F)
Last Call with Carson Daly (M-F)
The Late Late Show with Craig Kilborn (M-F)
Late Night with Conan O'Brien (M-F)
Late Show with David Letterman (M-F)
Tonight Show-Jay Leno (M-F)

News - Specials

ABC Barbara Walters Specials
ABC News Specials John Stossel
ABC Peter Jennings Reporting
ABC 20/20 Specials
ABC Vanished Specials

Pageants - Specials

Miss America Pageant
Miss Teen USA Pageant
Miss USA Pageant
Miss Universe Pageant

Private Detective/Suspense/Mystery/Police -Primetime

Crossing Jordan
C.S.I.
C.S.I. Miami
Diagnosis Murder
NYPD Blue
Sue Thomas: F.B.Eye
Diagnosis Murder (M-F)

Reality-based

American Idol
AMW: America Fights Back
The Bachelor
The Bachelorette
Celebrity Mole
Cops
Cops 2
Extreme Makeover
High School Reunion 2
Maid in America
Make My Day
Meet My Folks
Surreal Life 2
Big Brother
Cupid
Star Search

Situation Comedies - Primetime

According to Jim

Situation Comedies - Primetime (continued)

All About The Andersons
 All Of Us
 Arrested Development
 Becker
 The Bernie Mac Show
 Cedric The Entertainer
 Cracking Up
 8 Simple Rules
 Everybody Loves Raymond
 Frasier
 Friends
 George Lopez
 Girlfriends
 Good Morning Miami
 Grounded for Life
 Half and Half
 Happy Family
 The Help
 Hope and Faith
 I'm With Her
 It's All Relative
 King of Queens
 King of the Hill
 Less than Perfect
 Life with Bonnie
 Like Family
 Malcolm in the Middle
 Married to the Kellys
 The Mayor
 A Minute with Stan Hooper
 My Wife and Kids
 Oliver Beene
 One on One
 Opposite Sex
 The Ortegas
 The Parkers
 Reba
 Rock Me Baby
 Run Of The House
 Scrubs
 The Simpsons
 Still Standing
 The Stones
 That 70's Show
 The Tracy Morgan Show
 Two and a Half Men
 Wanda At Large
 What I Like About You
 Whoopi
 Will & Grace
 Yes, Dear

Skating - Specials

ABC Chevy Skating Spectacular
 ABC European Figure Skating Champ.
 ABC Hershey Kisses Figure Skating Challenge
 ABC ISU Four Continent Figure Skating Championships
 ABC ISU Grand Prix Skating Series
 ABC Smart One's Skate America
 ABC State Farm U.S. Figure Skating Championships
 ABC World Figure Skating Champ.
 ABC World Speed Skating Champ.
 Evening of Championship Skating
 Hallmark Figure Skating
 Ice Wars: X-2003 North America vs. the World
 Manheim Christmas Special
 NBC Star Skates
 Olay Presents: The World Ice Challenge
 Sale & Peltier Canadian Skating Champs
 Sarah Hughes

Skating - Specials (continued)

World Pro Figure Skating

Soccer

ABC Major League Soccer Regular Season Games
ABC Major League Soccer Playoffs
ABC Major League Soccer Final
ABC Major League Soccer All-Star Game

Sports Anthologies - Weekend

NBA Inside Stuff
CBS Sports Spectacular
NBC Sports Special
NBC Sportsworld (Saturday)
NBC Sportsworld (Sunday)

Sunday News/Interview

ABC This Week with George Stephanopoulos
CBS Face the Nation
CBS Sunday Morning
FOX News Sunday
NBC Meet the Press
NBC Sunday Today
In Style

Syndicated Adult General

Access Hollywood - Weekend
Andromeda
Angel - Weekend
Animal Rescue
B Smith with Style
Beastmaster
Blind Date - Weekend
Bob Vila's Home Again
Buffy The Vampire Slayer - Weekend
Celebrity Justice - Weekend
Drew Carey - Weekend
Ebert & Roeper
Elimidate - Weekend
Entertainment Tonight - Weekend
ER - Weekend
Everybody Loves Raymond - Weekend
Extra: Weekend
Famous Homes and Hideaways
Fifth Wheel - Weekend
Friends - Weekend
George Michael's Sports Machine
Hollywood Squares - Weekend
Hot Ticket
Inside Edition - Weekend
Jack Hanna's Animal Adventures
The Lost World
Martha Stewart Living - Weekend
Maximum Exposure
Missing
Mutant X
Outer Limits
Pet Keeping with Marc Marrone
The Practice - Weekend
Rebecca's Garden
Ron Hazelton's House Calls
She Spies
Showtime At The Apollo
Soul Train
Stargate: SG1
Unexplained Mysteries
US Farm Report
WCW Wrestling
The West Wing - Weekend
Wheel of Fortune - Weekend
Wild Moments

Syndicated Adult General (continued)

Will & Grace - Weekend
WWE Smackdown!
WWE Wrestling
The X-Files (Weekend)
Your New House
CBS Marketwatch
The Chris Matthews Show
Wall Street Journal Report
Access Hollywood (M-F)
Becker (M-F)
Blind Date (M-F)
Bonanza (M-F)
Celebrity Justice (M-F)
Cops (M-F)
Crossing Over with John Edward (M-F)
Dharma & Greg (M-F)
Divorce Court (M-F)
The Dr. Phil Show (M-F)
Drew Carey (M-F)
Elimidate (M-F)
Ellen Degeneres (M-F)
Entertainment Tonight (M-F)
Everybody Loves Raymond (M-F)
Extra (M-F)
Ex-Treme Dating (M-F)
Family Feud (Richard Karn) (M-F)
Family Matters (M-F)
Fifth Wheel (M-F)
Frasier (M-F)
Fresh Prince of Bel Air (M-F)
Friends (M-F)
Golf Magazine TV (M-F)
Good Day Live (M-F)
Hollywood Squares (M-F)
Home Improvement (M-F)
The Hughleys (M-F)
Inside Edition (M-F)
It's A Miracle (M-F)
Jamie Foxx (M-F)
Jeopardy! (M-F)
The Jerry Springer Show (M-F)
Judge Hatchett (M-F)
Judge Joe Brown (M-F)
Judge Judy (M-F)
Judge Mathis (M-F)
King of the Hill (M-F)
Live with Regis & Kelly (M-F)
Living It Up! With Ali & Jack (M-F)
Living Single (M-F)
Mad About You (M-F)
Malcolm & Eddie (M-F)
Martha Stewart Living (Weekday) (M-F)
Martin (M-F)
Maury (M-F)
The Montel Williams Show (M-F)
On Air with Ryan Seacrest (M-F)
The Oprah Winfrey Show (M-F)
The Parkers (M-F)
People's Court (M-F)
Pyramid (M-F)
Ricki (M-F)
Road Rules (M-F)
Sabrina: The Teenage Witch (M-F)
Seinfeld (M-F)
The 700 Club (M-F)
Sharon Osbourne (M-F)
Shipmates (M-F)
Shop 'Til You Drop (M-F)
The Simpsons (M-F)
Spin City (M-F)

Syndicated Adult General (continued)

Starting Over (M-F)
Street Smarts (M-F)
Supermarket Sweep (M-F)
Texas Justice (M-F)
That 70's Show (M-F)
3rd Rock From the Sun (M-F)
The Wayne Brady Show (M-F)
Weakest Link (M-F)
Wheel of Fortune (M-F)
Who Wants To Be A Millionaire (M-F)
Will & Grace (M-F)

Tennis

Family Circle Cup
French Open
NASDAQ 100 Open Tennis-Men's Final
NASDAQ 100 Open Tennis-Women's Final
RCA Championships
U.S. Open Tennis on CBS
U.S. Open Tennis-Men's Final
U.S. Open Tennis-Women's Final
Wimbledon

Track & Field Games

Millrose Games
NCAA Outdoor Track & Field Championships
US Track & Field Open
USA Indoor Track & Field Championship
World Track & Field Championships

MOVIE VIEWING

In past 6 months you personally:

- 1 Saw at movie theater
- 2 Rented tape of movie and viewed on a VCR
- 3 Purchased tape of movie and viewed on a VCR
- 4 Rented DVD of movie and viewed on a DVD player
- 5 Purchased DVD of movie and viewed on a DVD player

088*01	A Man Apart	088*59	#Master And Commander: Far Side Of The World
088*03	Agent Cody Banks	088*60	#Matchstick Men
088*04	Alex & Emma	088*61	The Matrix Reloaded
088*05	#Along Came Polly	088*62	#The Matrix Revolutions
088*06	American Wedding	088*64	#Miracle
088*07	Anger Management	088*65	#The Missing
088*08	Bad Boys 2	088*66	#Mona Lisa Smile
088*09	#Bad Santa	088*67	My Boss's Daughter
088*10	#Barbershop 2	088*68	#Mystic River
088*11	Bringing Down The House	088*69	#Once Upon A Time In Mexico
088*12	#Brother Bear	088*70	Open Range
088*13	Bruce Almighty	088*71	#Out Of Time
088*14	Bulletproof Monk	088*72	#Paycheck
088*15	#Calendar Girls	088*73	#The Perfect Score
088*16	Charlie's Angels: Full Throttle	088*74	Phone Booth
088*17	#Cheaper By The Dozen	088*75	Pirates of the Caribbean: Curse of the Black Pearl
088*18	#Cold Creek Manor	088*77	#Radio
088*19	#Cold Mountain	088*78	Rugrats Go Wild
088*20	Daddy Day Care	088*79	#Runaway Jury
088*21	#Dr. Seuss' The Cat In The Hat	088*80	#The Rundown
088*22	Dumb and Dumberer: When Harry Met Lloyd	089*01	S.W.A.T.
088*23	#Elf	089*02	#Scary Movie 3
088*25	#Exorcist: The Beginning	089*03	#School Of Rock
088*26	#50 First Dates	089*04	Seabiscuit
088*27	Finding Nemo	089*05	#Secondhand Lions
088*28	#The Fighting Temptations	089*07	Sinbad: Legend of the Seven Seas
088*30	Freddy vs. Jason	089*08	Spy Kids 3D: Game Over
088*33	#Gothika	089*09	#Stuck On You
088*34	#The Haunted Mansion	089*10	Terminator 3: Rise of the Machines
088*35	Head of State	089*11	#Texas Chainsaw Massacre
088*37	Holes	089*12	#Timeline
088*38	Hollywood Homicide	089*13	2 Fast 2 Furious
088*39	#House Of Sand And Fog	089*14	#Under The Tuscan Sun
088*40	How To Deal	089*15	#Underworld
088*41	The Hulk	089*16	Uptown Girls
088*42	Identity	089*17	#Welcome To The Mooseport
088*43	#Intolerable Cruelty	089*18	What A Girl Wants
088*44	The Italian Job	089*19	X2: X-Men United
088*45	Jeepers Creepers 2		
088*46	#Kill Bill, Vol. 1		
088*47	#Kill Bill, Vol. 2		
088*48	Lara Croft Tomb Raider: The Cradle of Life		
088*49	#The Last Samurai		
088*50	The League of Extraordinary Gentlemen		
088*51	Legally Blonde 2: Red, White, & Blonde		
088*52	The Lizzie Maguire Movie		
088*53	#The Lord Of The Rings: The Return Of The King		
088*55	#Lost in Translation		
088*56	#Love Actually		
088*57	Malibu's Most Wanted		

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*31 090*35 090*37 090*41	090*32 090*36 090*38 090*42	095*79-4	<u>Monday through Friday Programs</u> Net of Monday-Friday Programs Al Rojo Vivo con María Celeste El Gordo y La Flaca Laura 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*11	091*12		Net of Once A Week Programs
091*13	091*14		Cristina
091*43	091*44		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*75	091*76		Fútbol Telemundo
091*79	091*80		NBA en 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>
		<u>Daytime</u>
	095*79-0	Net of Daytime Programs
092*01		TeleFutura
092*02		Telemundo
092*03		Univision
		<u>Prime Time</u>
	095*79-X	Net of Prime Time Programs
092*04		Telemundo
092*05		Univision

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	Net of Annual Events/Specials
092*06		Cine Especial
092*07		El Desfile de las Rosas
092*10		Feliz Año Nuevo
092*11		Festival de Viña del Mar
092*14		Latin Billboard Music Awards
092*18		Noticias Univision Presenta
092*20		Premio Lo Nuestro
092*23		Premios "Furia Musical"
092*26		Premios "TV y Novelas"
092*27		Que Bodas

Spanish TVNetworks

95*80-1	Telemundo
-2	Telefutura
-3	Univision

Networks within Type

95*79-1	<u>News</u>	95*79-8	<u>Sports Programs</u>
95*76-1	Telemundo	95*77-0	Telemundo
-2	Telefutura	-X	Telefutura
-3	Univision	-Y	Univision

95*79-2	<u>Early Morning Programs</u>	95*79-9	<u>Seasonal Sports</u>
95*76-4	Telemundo	95*78-1	Telemundo
-5	Telefutura	-2	Telefutura
-6	Univision	-3	Univision

95*79-3	<u>Daytime</u>	95*79-0	<u>Soap Operas/Novelas-Daytime</u>
95*76-7	Telemundo		
-8	Telefutura		
-9	Univision		

95*79-4	<u>Monday through Friday Programs</u>	95*79-X	<u>Soap operas/Novelas-Primetime</u>
95*76-0	Telemundo		
-X	Telefutura		
-Y	Univision		

95*79-5	<u>Late Night Shows</u>	95*79-Y	<u>Annual Events/Specials</u>
95*77-1	Telemundo	95*78-0	Telemundo
-2	Telefutura	-X	Telefutura
-3	Univision	-Y	Univision

95*79-6	<u>Once A Week Programs</u>
95*77-4	Telemundo
-5	Telefutura
-6	Univision

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