

	----- Bases -----		----- No. of Adults in Household (18+) -----
04*08	1- Men 2- Women 3- Adults 4- Female Homemakers 5- Male Homemakers 6- Total Homemakers 7- Other Women 8- Other Men 9- Managers/Professionals 0- Head of House X- Non-Head of House	04*12	1- 1 Adult 2- 2 Adults 3- 3 Adults 4- 4 Adults 5- 5 Adults 6- 6 Adults 7- 7 Adults 8- 8 Adults 9- 9 or More Adults
01*01	9- Wave 49 Fieldwork 0- Wave 50 Fieldwork		

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

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

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

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

 Any Male Children By Age

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

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

 Any Female Children By Age

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

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

 Presence of Children By Age*

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

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

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

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

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

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

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

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

Number of Men in Household

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

Number of Women in Household

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

Number of Adults in Household

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

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

Respondent Education:
Highest Level Completed/
Highest Degree Received

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

Respondent Employment Status

04*33 1- Full-time
2- Part-time
3- Not Employed

If Not Employed:
04*33 4- Retired
5- Temporarily Unemployed
6- Student
7- Homemaker
8- Other

04*33 12- Employed
9- Sole Wage Earner
X- Primary Wage Earner
Y- Secondary Wage Earner

Respondent Professional/
Managerial Self Employed

07*52 X

Respondent Kind of Firm

07*52 1- Business firm
2- Local, state or federal
government
3- Private school, private hospital,
other private institution
4- For a private individual
5- Self-employed in own business
6- Self-employed professional
7- Operate own farm or leased farm
8- Other

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

07*72 3- Plan to work next year
4- Sometime, not next year
5- Not at all

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

07*72 1- A career
2 Just a job

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

----- Respondent No. of People Firm Employes# -----	----- Respondent's Occupation -----
07*58 1- Less than 5 2- 5-9 3- 10-24 4- 25-49 5- 50-99 6- 100-499 7- 500-999 8- 1000 or more # Not asked of respondents whose type of business is medical services, education or government ----- Respondent's Occupation -----	07*61 1- Executive/managerial/administrative 2- Professional specialties 3- Technicians & related support 4- Sales 5- Administrative support, including clerical 6- Private household 7- Protective service 8- Service, except protective & private household 9- Farm operators and managers 0- Other agricultural & related occupations X- Forestry, logging, fishers hunters & trappers 07*62 1- Mechanics and repairers 2- Construction trades 3- Extractive and precision production 4- Machine operators, assemblers & inspectors 5- Transportation and material moving 6- Handlers, equipment cleaners, helpers & laborers 7- Military 07*61 1- Executive/Managerial/Administrative (Managers/Administrators) 07*61 2- Professionals 07*61 345 Clerical, Sales, Technical 07*62 123 Precision, Crafts, Repair
----- Home Office -----	
07*71 1- Primarily work out of an office or company location 2- Primarily work from home 4- Have an office set-up at home 5- Do not have an office set-up at home	

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

 HOH Highest Degree Received

 HOH Employment Status

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

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

- 04*43 12- Employed

 HOH Education:
 Highest Level Completed/
 Highest Degree Received

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

 HOH - Occupation

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

 HOH - Job Title

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

 HOH Occupation

- 07*65 1- Executive/Managerial/Administrative
 (Managers/Administrators)
 07*65 2- Professional
 07*65 345 Clerical, Sales, Technical
 07*66 123 Precision, Crafts, Repair
 07*67 1- Professionals
 2- Executive/Managerial/Administrative
 3- Clerical, Sales, Technical
 4- Precision, Crafts, Repair
 5- Other Employed

	----- Spouse of Respondent-Age -----		----- Household Member(s) Pregnant -----
08*51	1- 18 2- 19 3- 20 4- 21 5- 22 - 24 6- 25 - 29 7- 30 - 34 8- 35 - 39 9- 40 - 44 0- 45 - 49 X- 50 - 54 Y- 55 - 59	04*45	1- Respondent 2- Respondent's wife 3- Other female in household
			----- Months in Which Baby Is Due -----
08*52	1- 60 - 64 2- 65 - 69 3- 70 - 74 4- 75+	04*46	0- Less than 1 month 1- 1 Month 2- 2 Months 3- 3 Months 4- 4 Months 5- 5 Months 6- 6 Months 7- 7 Months 8- 8 Months 9- 9 Months
08*57	1- 18 - 24 2- 25 - 34 3- 35 - 44 4- 45 - 54 5- 55 - 64 6- 65+ 7- 18 - 34 8- 35 - 49 9- 50 - 64 0- 18 - 49 X- 50+ Y- 25 - 54		----- Life Cycle ----- Respondent is age 18-34 and:
		05*65	1- Lives in one-person household 2- Is married, no children under 18 3- Is married, youngest child < 6 4- Is married, youngest child 6-17 5- Balance of respondents 18-34
	----- Spouse's Sex -----		Respondent is age 35-49 and:
08*58	1- Male 2- Female	05*65	6- Lives in one-person household 7- Is married, no children under 18 8- Is married, youngest child < 6 9- Is married, youngest child 6-11 0- Is married, youngest child 12-17 X- Balance of respondents 35-49
	----- Spouse's Employment Status -----		Respondent is age 50 or more and:
08*58	5- Spouse is employed	05*66	1- Lives in one-person household 2- Is married, no children under 18 3- Is married, with children under 18 4- Balance of respondents 50 or more
	----- Household Composition -----		----- Lifestage -----
04*07	1- One adult, no children under 18 2- One adult, children under 18 3- Married couple only (no other adults, no children) 4- Married couple, adult children, no children under 18 5- Married couple, no adult children, children under 18 6- Married couple, adult children and children under 18 7- Married couple, no adult children, no children under 18, other adult(s) present 8- All other households (more than one adult, no married couple)	07*69	1- Mature couples: adults age 40-54, no children 17 or under living at home
		07*69	2- Young couples: adults age 30-39, no children 17 or under living at home
		07*69	3- Newlyweds: adults married 1 year or less
		07*69	4- Young singles: adults 18-24, single
		07*69	5- "Teenage Households": adults living in households with 12-17 year old(s) present

	----- Respondent Income - IEI -----		----- Telephone -----
08*09	1- Under \$5,000 2- \$5,000 - \$9,999 3- \$10,000 - \$14,999 4- \$15,000 - \$19,999 5- \$20,000 - \$24,999 6- \$25,000 - \$29,999 7- \$30,000 - \$34,999 8- \$35,000 - \$39,999 9- \$40,000 - \$44,999 0- \$45,000 - \$49,999 X- \$50,000 - \$59,999 Y- \$60,000 - \$74,999	05*60	1-Have a telephone ----- Number of Cellular Phones in household ----- 15*22 1- One 2- Two 3- Three or more ----- Number of Cellular Phones provided by employer ----- 15*30 1- One 2- Two 3- Three or more
08*10	1- \$75,000 - \$99,999 3- \$100,000 - \$149,999 4- \$150,000 - \$199,999 5- \$200,000 or over ----- Household Income -----		----- Cellular Phone Service on phone household uses most often ----- 15*31 1- Alltel 2- AT&T Wireless 15*32 7- Cellular One 15*31 5- Cingular 7- Nextel 9- Qwest X- Sprint PCS 15*32 3-#T-Mobile 1- US Cellular 2- Verizon
08*19	1- Under \$5,000 2- \$5,000 - \$9,999 3- \$10,000 - \$14,999 4- \$15,000 - \$19,999 5- \$20,000 - \$24,999 6- \$25,000 - \$29,999 7- \$30,000 - \$34,999 8- \$35,000 - \$39,999 9- \$40,000 - \$44,999 0- \$45,000 - \$49,999 X- \$50,000 - \$59,999 Y- \$60,000 - \$74,999		
08*20	1- \$75,000 - \$99,999 2- \$100,000 - \$149,999 4- \$150,000 - \$199,999 5- \$200,000 or more		#-Wave 50 Only
	----- Number of people in household who work either full time or part time -----		
08*48	0- None 1- 1 2- 2 3- 3 4- 4 5- 5 6- 6 7- 7 8- 8 9- 9 or more		
	----- Zip HH Income Quintile -----	----- Range - Adults -----	
01*67	1- Quintile I 2- Quintile II 3- Quintile III 4- Quintile IV 5- Quintile V	70,200+ 55,400 - 70,199 45,700 - 55,399 38,400 - 45,699 38,399 or less	

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

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

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

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

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

Nielsen County Size Definitions

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

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

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

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

D = All remaining counties

Definitions of geographical areas:

Census Regions

Northeast:
New England
Middle AtlanticNorth Central
East North Central
West North CentralSouth:
South Atlantic
East South Central
West South CentralWest:
Mountain
Pacific

Marketing Regions

New England:
Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
ConnecticutMiddle Atlantic:
New York
New Jersey
Pennsylvania *
Delaware
Maryland
Virginia *
District of ColumbiaEast Central:
Michigan
Pennsylvania *
Ohio
Kentucky
West Virginia
Indiana

Marketing Regions Con't.

West Central:
Illinois
Wisconsin
Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas
Montana
Wyoming
ColoradoSouth East:
Virginia **
North Carolina
South Carolina
Georgia
Florida
Tennessee
Mississippi
AlabamaSouth West:
Arkansas
Louisiana
Oklahoma
Texas
New MexicoPacific:
Washington
Idaho
Utah
Arizona
Nevada
Oregon
California

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

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

All others are in the Middle Atlantic region.

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

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

All others are in the South East region.

Definitions of Geographical Areas:

Census Sub-Regions

New England:

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic:

New York
New Jersey
Pennsylvania

South Atlantic:

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

East South Central:

Kentucky
Tennessee
Alabama
Mississippi

West South Central:

Arkansas
Louisiana
Oklahoma
Texas

East North Central:

Ohio
Indiana
Illinois
Michigan
Wisconsin

Census Sub-Regions Con't.

West North Central:

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

Mountain:

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific:

Washington
Oregon
California

Mediamarkets
-----Top 5:

New York
Los Angeles
Chicago
Philadelphia
San Francisco

Next 5:

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

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

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

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

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

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

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

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

Rank Metropolitan Statistical Area (Continued)

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

Own or Rent Home

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

Value of Owned Home

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

Type of Dwelling Unit

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

Moving Van

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

Lot Size (if own single family house)

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

No. of Years At Present Address

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

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

 Languages Spoken in Home

Spoken Most often

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

Other Languages Spoken

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

Spoken Most often Or Other

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

 *Respondent Personally Speaks at Home

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

 Spanish or Hispanic Origin or Descent

- 08*40 1-Yes

 Country of Ancestors' Origin
 (Hispanic respondents only)

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

 Birthplace of Respondent
 (Hispanic Respondents only)

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

* A SPECIAL NOTICE ABOUT SPANISH SPEAKING POPULATION

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

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

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

- Race*

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

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

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

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

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

National Geographic Market Area Codes

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

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

Good Housekeeping Special Edition Area Code

- 15*69 X- GH Your Good House

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

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

- 08*38 2- Blue Chip

To obtain U.S. News & World Report Blue Chip Edition, use "and" condition with U.S. News & World Report average issue audience code

BUSINESS PURCHASES

In your present position, what products or services have you been directly involved in purchasing for your firm during the past 12 months:

- 08*70
- 1 Banking services
 - 2 Investment of corporate/employees funds
 - 3 Property/group insurance
 - 4 Real estate/plant site location
 - 5 Convention/meeting site
 - 6 Travel arrangements
 - 7 Freight/express services
 - 8 Advertising/promotion
 - 9 Office furniture/furnishings
 - 0 Copiers
- 08*71
- 1 Facsimile machines
 - 2 Other Office machines (calculators, typewriters, dictation equipment, recorders)
 - 3 Office supplies
 - 4 Telephone/communication equipment or services
 - 5 Video conferencing equipment
 - 6 Truck purchase/rental/lease
 - 7 Automobile purchase/rental/lease
 - 8 Personal Computers
 - 9 Personal computer hardware (hard disc, keyboards, etc.)
 - 0 Networking hardware
- 08*72
- 1 Personal computer software
 - 2 Networking software
 - 3 Printers (computer)
 - 4 Minicomputers, Mainframes and related equipment and services
 - 5 Consultation services
 - 6 Temporary help
 - 7 Printing services
 - 8 Security systems
 - 9 Air conditioning/heating equipment
 - 0 Building/construction materials
- 08*73
- 1 Materials handling equipment
 - 2 Packaging/containers
 - 3 Paints/industrial finishes
 - 4 Electrical or mechanical controls/systems
 - 5 Engineering/construction services
 - 6 Operating supplies (lubricants, adhesives, fuels etc.)
 - 7 Components or parts for machinery
 - 8 Raw materials
 - 9 Heavy machinery or equipment
 - X Web development software/services

Total value of products or services you were involved in purchasing for your firm in last 12 months:

- 08*75
- 1 Under \$1,000
 - 2 \$1,000 - \$9,999
 - 3 \$10,000 - \$19,999
 - 4 \$20,000 - \$29,999
 - 5 \$30,000 - \$39,999
 - 6 \$40,000 - \$49,999
 - 7 \$50,000 - \$99,999
 - 8 \$100,000 - \$499,999
 - 9 \$500,000 - \$999,999
 - 0 \$1,000,000 or more

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1,5	Adults: Number in Household
1,5	Adults; Number Female in Household
1,5	Adults; Number Males in Household
2-4	Age; Children
10	Age; Head of Household
10	Age; Homemaker
6	Age; Respondent
12	Age; Spouse
1	Bases
24	Business Purchases
13	Cellular Phones
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14,16	Census Sub-Regions
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2,3	Children; Females by Age
2	Children; Have
2,3	Children; Males by Age
1	Children; Number
1	Children; Number of Females
1	Children; Number of Males
2	Children; Presence by Age
6	College: Currently Attending
14	County Size
6	Degree, Highest Attained
21	Dwelling Unit
6	Education; College Degree
11	Education; Head of Household
7	Education; Respondent
11	Employment Status; Head of Household
7	Employment Status; Respondent
5	Female Adults by Age
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15	Geographical area definitions
23	Good Housekeeping Special Edition Area Code
10	Head of Household; Age
11	Head of Household; Education
11	Head of Household; Employment Status
11	Head of Household; Job Title
10	Head of Household; Marital Status
11	Head of Household; Occupation
10	Head of Household; Sex
6	Highest Degree Attained
9	Home Office
21	Home Ownership; Own/Rent
21	Home Ownership; Value
10	Homemaker; Age
10	Homemaker; Marital Status
10	Homemaker; Relationship to Head of Household
10	Homemaker; Sex
12	Household Composition
13	Household Income
12	Household Members Pregnant
13	Income; Household
13	Income; Respondent
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11	Managers;Professional; Head of Household
10	Marital Status; Head of Household
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2-3	Number; Male Children by Age
9	Number; People Firm Employs, Respondent
1	Number; People in Household
13	Number; Working in Household
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21	Number; Years at Present Address
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21	Own/Rent Home
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12	Pregnant: Household Member(s)
2	Presence of Children By Age
7	Primary wage-earner
23	Race
10	Relationship; Homemaker
6	Relationship; Respondent
21	Rent Home
6	Respondent; Number of Years Married
6	Respondent; Age
6	Respondent; Attending College or University
7	Respondent; Education
7	Respondent; Employment Status
13	Respondent; Income
8	Respondent; Job Function
8	Respondent; Job Title
7	Respondent; Kind of Firm
6	Respondent; Marital Status
9	Respondent; Number of People Firm Employs
9	Respondent; Occupation
7	Respondent; Self-Employed
6	Respondent; Sole Parent
8	Respondent; Type of Business
7	Self-Employed; Respondent
10	Sex; Head of Household
10	Sex; Homemaker
1	Sex; Respondent
12	Sex; Spouse
7	Sole wage-earner
22	Spanish or Hispanic origin
12	Spouse; Age
12	Spouse; Sex
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1	Wave 50 Fieldwork (Worksheet)
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