

2005 TEENMARK

The TEENMARK Demographic and Media codes and Report are based on a mail interview of all teenagers who live in Waves 49-52 households, and who were not interviewed in the adult study.

2005 TWELVEPLUS

TwelvePlus is the combined database of MRI's 2005 Doublebase and 2005 Teenmark studies. Users are provided demographic information, media usage and product consumption data for persons 12 years old and older through TwelvePlus.

The field dates for TwelvePlus and Teenmark are as follows:

MRI Doublebase 2005:
Wave 49: March 2003 - October 2003
Wave 50: September 2003 - May 2004
Wave 51: March 2004 - October 2004
Wave 52: September 2004 - May 2005

MRI Teenmark 2005:
April 19, 2004 - July 19, 2004
April 18, 2005 - August 1, 2005

DEMOGRAPHIC SECTIONS IIIa AND IIIb

Section IIIa provides detailed demographic codes for the TEENMARK Study, as well as codes matching the headers from the TEENMARK Reporter Volume TM.

Section IIIb provides demographic codes for TwelvePlus.

PRODUCT SECTION IVa

Codes are provided here for both databases, TwelvePlus and Teenmark. All data are available for Teenmark. The "@" indicates those data which are available only for Teenmark. Only those data without "@" are available for TwelvePlus.

See below for a more detailed explanation of how to code the Product data.

VOLUMETRIC SECTION IVb

Brand Volumetric data are available for Teenmark and TwelvePlus. Those categories with an "@" are Teenmark only.

TWELVEPLUS TABLES SECTION IVc

Product Summary tables for the TwelvePlus database are provided here.

MEDIA SECTION V

The following media are released for Teenmark and TwelvePlus:

Magazine frequency and average issue
Media quintiles and half codes for magazines, radio, TV total and TV primetime
Tercile codes for daytime TV
Media comparatives
Cable television viewing
Online services
Radio dayparts and cumes
Radio formats and networks
Television dayparts and prime-time cume
Television show data and TV show types.
Yellow Pages

REVISION SECTION

Please file the cover sheet for each Change Notice received in this section. This will assure that your codebook is up to date.

TWELVEPLUS WEIGHT

The population weight is carried in column binary format. The location is:

Population weight: Card 1, columns 41,42,43,44

Weights are expressed in thousands to two decimal places, i.e. a weight of 2.15 (thousand) is carried as 0215 and represents the value 2,150.

	Weighted (000) -----	Unweighted -----
All people 12+	238,282	54,750
Males	115,176	27,761
Females	123,105	26,989

TEENMARK WEIGHT

The population weight is carried in column- binary format. The location is:

Population weight: Card 1, columns 41,42,43 and 44

Weights are expressed in thousands to two decimal places, i.e. a weight of 2.15 (thousand) is carried as 0215 and represents the value 2,150.

	Weighted (000) -----	Unweighted -----
Teens	32,218	4,106
Male	16,514	1,871
Female	15,704	2,235

"Totals" in some tables were derived by addition, and may differ from reported hard copy by 1 due to rounding.

For suggestions or questions about this Codebook, please call your client service representative.