

MAGAZINES

For magazines, the following codes apply:

Question 1 - Frequency

"About how many issues of an average four do you read or look into?"

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

To determine the frequency of average issue readers, 'and' these codes with the average issue code.

Question 2 - Average Issue

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

- 6- Yes

The following pages list the magazines alphabetically, showing the card and column number, and the publication period of the magazine.

Card*Col	Magazine	Period
27*03	\$AARP The Magazine	BM
02*07	Allure	M
26*02	\$American Baby	M
02*75	@American Cheerleader	BM
26*04	\$American Hunter	M
26*05	\$American Legion	M
26*06	\$American Photo	BM
26*07	\$American Rifleman	M
26*08	\$American Way	BW
28*75	\$American Woodworker	BM
26*09	\$Architectural Digest	M
26*10	\$Arthritis Today	BM
26*11	\$Atlantic Monthly	M
26*12	\$Attache	M
04*45	+Automobile	M
12*01	+AutoWeek	W
26*14	\$Baby Talk	M
26*15	\$Backpacker	M
26*16	\$Barron's	W
26*17	\$Bassmaster	M
02*08	Better Homes and Gardens	M
26*18	\$Bicycling	M
26*20	\$Black Enterprise	M
26*21	\$Boating	M
26*22	\$Bon Appetit	M
02*09	@Boys' Life	M
12*13	+Bridal Guide	BM
12*14	+Bride's	BM
26*25	\$Business Week	W
02*11	Car and Driver	M
02*12	+Car Craft	M
26*26	\$Catholic Digest	M
26*27	\$Chicago Tribune (Sunday)	W
26*28	\$Child	M
29*36	\$Cigar Aficionado	BM
12*05	+Circle Track	M
29*11	\$Coastal Living	BM
04*47	@Computer Gaming World	M
26*30	\$Computer Shopper	M
26*31	\$Conde Nast Traveler	M
26*32	\$Consumer Reports	M
26*35	\$Continental	M
28*08	\$Cooking Light	M
04*04	CosmoGIRL!	M
02*15	Cosmopolitan	M
26*36	\$Country Home	M
26*37	\$Country Living	M
26*40	\$Country Sampler	BM
12*03	+Country Weekly	BW
04*48	+Cycle World	M
26*41	\$Delta's Sky Magazine	M
28*68	\$Diabetes Forecast	M
04*49	+Dirt Rider	M
26*42	\$Discover	M
26*44	\$Ducks Unlimited	BM
26*45	\$Easyriders	M
02*17	Ebony	M
02*18	@Electronic Gaming Monthly	M
02*19	Elle	M
26*46	\$Elle Décor	BM
26*47	\$Endless Vacation	BM
07*07	Entertainment Weekly	W
26*48	\$Entrepreneur	M

@ = for Teenmark Database only
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MAGAZINES (continued)

Card*Co1	Magazine	Period
04*03	ESPN The Magazine	BW
12*06	+Esquire	M
02*20	+Essence	M
07*26	+Family Circle	TW
26*50	\$FamilyFun	M
26*51	\$Family Handyman	M
04*50	+FHM	M
28*09	\$Field & Stream	M
12*04	+First For Women	TW
29*30	\$Fit Pregnancy	BM
04*51	Fitness	M
26*56	\$Flying	M
26*57	\$Food & Wine	M
26*58	\$Forbes	BW
26*59	\$Fortune	BW
02*22	+4 Wheel & Off Road	M
04*52	+Four Wheeler	M
26*60	\$Game & Fish	M
12*20	@Game Informer	M
02*23	GamePro	M
29*19	\$Gardening How-To	BM
02*76	@Girls' Life	BM
02*24	Glamour	M
26*61	\$Golf Digest	M
26*63	\$Golf Magazine	M
26*64	\$Golf World	W
02*25	+Good Housekeeping	M
26*65	\$Gourmet	M
02*26	+GQ (Gentlemen's Quarterly)	M
28*42	\$Guideposts	M
28*10	\$Guns & Ammo	M
26*66	\$Handguns	M
29*33	\$Handy	BM
02*28	+Harper's Bazaar	M
26*67	\$Health	M
26*68	\$Hemispheres (United)	M
26*69	\$Home	M
02*29	Hot Rod	M
26*70	\$House & Garden	M
26*71	\$House Beautiful	M
28*11	\$Hunting	M
26*72	\$Inc.	M
02*31	In Style	M
09*31	@J-14	M
04*54	+Jane	M
07*08	Jet	W
26*74	\$Kiplinger's Personal Finance	M
02*32	+Ladies' Home Journal	M
29*64	\$Life Carrier Newspapers	W
26*75	\$Los Angeles Times (Sunday)	W
29*39	\$Lucky.	M
04*55	@M	M
26*76	\$Macworld	M
02*37	+Marie Claire	M
26*78	\$Martha Stewart Living	M
09*32	Maxim	M
02*39	+Men's Fitness	M
04*56	+Men's Health	M
04*57	+Men's Journal	M
26*79	\$Metropolitan Home	BM
26*80	\$Metro Puck Carrier Newspapers	W
27*01	\$Midwest Living	BM
12*16	+Modern Bride	BM
27*04	\$Money	M

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MAGAZINES (continued)

Card*Co1	Magazine	Period
27*05	\$Mother Earth News	BM
27*06	\$Motor Boating	M
02*41	+Motorcyclist	M
02*42	+Motor Trend	M
02*43	+Muscle & Fitness	M
07*09	+National Enquirer	W
02*44	National Geographic	M
12*23	@National Geographic Kids	M
27*09	\$National Geographic Traveler	BM
27*08	\$National Wildlife	BM
27*10	\$Natural History	M
27*12	\$New York Magazine	W
27*13	\$New York Times (Daily)	D
27*14	\$New York Times (Sunday)	W
27*15	\$The New Yorker	W
07*10	Newsweek	W
29*27	\$Nick Jr. Family Magazine*	M
04*58	@Nickelodeon	M
29*68	\$NNN Top 10 (Daily)	D
29*65	\$NNN Top 100 (Sunday)	W
29*66	\$NNN Top 25 (Daily)	D
29*67	\$NNN Top 25 (Sunday)	W
27*16	\$North American Fisherman	BM
27*17	\$North American Hunter	BM
27*18	\$Northwest World Traveler	M
12*07	+O, The Oprah Magazine	M
04*59	@Official U.S. PlayStation Magazine	M
12*24	@Official Xbox Magazine	M
28*12	\$Outdoor Life	M
27*20	\$Outside	M
27*21	\$Parade Carrier Newspapers\$	W
27*22	\$Parenting	M
27*23	\$Parents' Magazine	M
12*08	PC Gamer	M
27*24	\$PC Magazine	BW
27*25	\$PC World	M
27*26	\$Penthouse	M
07*11	People	W
27*49	\$PGA Tour Partners	BM
27*27	\$Photographic	M
27*28	\$Playboy	M
04*61	+Popular Hot Rodding	M
02*47	+Popular Mechanics	M
27*29	\$Popular Photography & Imaging	M
02*48	Popular Science	M
02*49	+Premiere	M
27*30	\$Prevention	M
04*60	PSM: 100% Independent PlayStation 2 Magazine	M
27*31	\$Psychology Today	BM
02*50	Reader's Digest	M
12*09	+Real Simple	M
02*51	+Redbook	M
02*52	+Road & Track	M
07*22	Rolling Stone	BW
27*32	\$Runner's World	M
27*33	\$Salt Water Sportsman	M
27*34	\$Saturday Evening Post	BM
27*37	\$Scholastic Parent & Child	BM
27*35	\$Scientific American	M
12*25	+Scouting	BM
27*36	\$Scuba Diving	M

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

\$Please see Spring 2005 Technical Guide for Special Notice about results from Sunday Magazine Readership Study

MAGAZINES (continued)

Card*Col	Magazine	Period
02*54	+Self	M
02*55	Seventeen	M
02*56	+Shape	M
27*38	\$Sierra	BM
29*07	\$Ski	M
29*08	\$Skiing	M
27*41	\$Smart Money	M
27*42	\$Smithsonian	M
07*13	+Soap Opera Digest	W
07*14	+Soap Opera Weekly	W
29*09	\$The Source	M
27*43	\$Southern Accents	BM
27*44	\$Southern Living	M
27*45	\$Southwest Spirit	M
02*61	+Spin	M
04*63	+Sport Truck	M
07*15	+The Sporting News	W
07*16	Sports Illustrated	W
09*34	@Sports Illustrated for Kids	M
07*18	+Star	W
04*64	+Stock Car Racing	M
04*65	+Street Rodder	M
04*66	+Stuff	M
27*48	\$Sunday Mag/Net Carrier Newspapers	W
27*50	\$Sunset	M
04*67	+Super Chevy	M
02*64	Teen People	M
27*51	\$Tennis	M
27*52	\$Texas Monthly	M
27*53	\$This Old House	M
07*19	Time	W
04*43	@Tips & Tricks	M
27*54	\$Town & Country	M
27*55	\$Traditional Home	BM
27*56	\$Travel & Leisure	M
28*16	\$Tribune (3) Daily	D
28*17	\$Tribune (11) Daily	D
28*18	\$Tribune (3) Sunday	W
28*19	\$Tribune (11) Sunday	W
04*44	+Truckin'	M
07*20	TV Guide	W
02*67	@Twist	M
04*02	+US News & World Report	W
27*58	\$USA Today	D
27*59	\$USA Weekend Carrier Newspapers\$	W
02*68	+Us Weekly	W
12*11	+Vanity Fair	M
29*23	\$Veranda	BM
27*61	\$VFW Magazine	M
02*69	Vibe	M
02*70	Vogue	M
12*12	+W	M
27*63	\$Wall Street Journal	D
27*64	\$Washington Post (Sunday)	W
29*18	\$Weight Watchers	BM
29*25	\$Wine Spectator	BW
29*12	\$Wired	M
07*27	+Woman's Day	TW
12*02	+Woman's World	W
27*66	\$Workbench	BM
27*68	\$Working Mother	M
27*72	\$Yachting	M
27*73	\$Yankee	M

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Magazine Groups (Teenmark Database Only)

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

Net Audience	Group
16*02-1	CosmoGIRL!/Seventeen Group
16*04-1	Scholastic Teen Network

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

CosmoGIRL!/Seventeen Group

CosmoGIRL!
Seventeen

Scholastic Teen Network

Junior Scholastic Magazine
The New York Times Upfront
Scholastic Action Magazine
Scholastic Choices
Scholastic Scope Magazine
Science World Magazine

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MEDIA QUINTILES AND HALF CODES

Quintile and Half codes were developed for the Teenmark Database only. They should not be used with TwelvePlus.

Quintiles and Half codes are available for the following three media types: TV, magazines, and radio. 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 Males and Females. 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).

	Range	Males		Range	Females	
		Share of Volume	Average Penetration		Share of Volume	Average Penetration
Quintile I	13+	68.4%	27.7	15+	60.3%	28.2
Quintile II	6-12	19.7%	7.9	8-14	23.0%	10.7
Quintile III	3-5	9.3%	3.7	4-7	12.2%	5.7
Quintile IV	1-2	2.7%	1.1	1-3	4.1%	1.9
Quintile V	0	0	0	0	0.4%	0.2
Top 1/2 (Heavy)	4+	93.7%	15.1	6+	90.8%	16.9
Bottom 1/2 (Light)	0-3	6.3%	1.0	0-5	9.2%	1.7

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.

	Range	Males		Range	Females	
		Share of Volume	Average Penetration		Share of Volume	Average Penetration
Quintile I	67+	59.0%	126.0	99+	53.1%	158.8
Quintile II	33-66	22.7%	48.0	53-98	24.0%	72.9
Quintile III	17-32	11.4%	24.1	32-52	13.9%	42.1
Quintile IV	8-16	5.8%	12.3	14-31	7.4%	22.4
Quintile V	0-7	1.0%	2.1	0-13	1.6%	4.9
Top 1/2 (Heavy)	25+	88.4%	74.9	42+	84.9%	102.6
Bottom 1/2 (Light)	0-24	11.6%	9.8	0-41	15.1%	18.3

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.

	Range	Males		Range	Females	
		Share of Volume	Average Penetration		Share of Volume	Average Penetration
Quintile I	88+	49.3%	138.6	91+	49.3%	140.9
Quintile II	56-87	24.6%	69.6	54-90	24.2%	69.5
Quintile III	34-55	15.3%	42.9	35-53	15.4%	43.9
Quintile IV	17-33	8.9%	25.3	18-34	9.2%	26.3
Quintile V	0-16	1.8%	5.2	0-17	1.9%	5.5
Top 1/2 (Heavy)	43+	82.5%	93.1	44+	82.0%	94.0
Bottom 1/2 (Light)	0-42	17.5%	19.7	0-43	18.0%	20.6

TV Prime Time

Number of half-hours viewed per week for the daypart.

	Range	Males		Range	Females	
		Share of Volume	Average Penetration		Share of Volume	Average Penetration
Quintile I	25+	51.0%	34.0	24+	49.9%	33.0
Quintile II	15-24	27.3%	18.2	15-23	27.9%	18.4
Quintile III	8-14	16.3%	10.8	8-14	16.8%	11.1
Quintile IV	1-7	5.4%	3.6	1-7	5.4%	3.6
Quintile V	0	0	0	0	0	0
Top 1/2 (Heavy)	11+	87.9%	23.4	11+	87.5%	23.1
Bottom 1/2 (Light)	0-10	12.1%	3.2	0-10	12.5%	3.3

*Internet

Number of times accessed in a typical month.

	Range	Males		Range	Females	
		Share of Volume	Average Penetration		Share of Volume	Average Penetration
Quintile I	85+	50.4%	126.2	85+	54.8%	122.4
Quintile II	29-84	33.7%	83.6	29-84	31.4%	70.3
Quintile III	19-28	10.4%	25.6	18-28	9.7%	21.6
Quintile IV	6-18	4.8%	11.9	6-17	3.5%	7.9
Quintile V	0-5	0.7%	1.6	0-5	0.5%	1.2
Top 1/2 (Heavy)	28+	89.8%	89.2	19+	91.9%	82.1
Bottom 1/2 (Light)	0-27	10.2%	10.1	0-18	8.1%	7.2

*Answer choices to the question "On average, how often do you access the Internet in a typical month?" changed from Teen 2004 to Teen 2005. (Please see specific changes on page 11 of this codebook). Quintiles were calculated separately in Teen 2004 and 2005, in order to preserve the correct quintile proportions. The ranges expressed above are based on the Teen 2005 measurement.

TERCILE CODES

Tercile codes were developed for the Teenmark Database only. They should not be used with TwelvePlus.

For Daytime TV, Tercile codes (Heavy/Medium/Light) are available for respondents who watched any Daytime TV. The division into three equal terciles requires the assignment of a single frequency level into two adjacent terciles. Terciles were developed separately for Males and Females. 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.

	Range	Males		Range	Females	
		Share of Volume	Average Penetration		Share of Volume	Average Penetration
Tercile I (Heavy)	7+	64.6%	9.5	6+	63.6%	9.6
Tercile II (Medium)	3-6	26.5%	3.9	3-5	26.3%	3.9
Tercile III(Light)	1-2	8.9%	1.3	1-2	10.2%	1.5
Non-Viewers	0	0	0	0	0	0

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Media Quintile/Tercile Codes

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

@Magazines	I (Heavy)	08*21 -1	@Radio	I	08*22 -1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
@TV (Total time)	I	08*23 -1	@TV (Primetime)	I	08*24 -1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
@TV (Daytime)	I (Heavy)	08*25 -1	@Internet	I	08*28 -1
	II (Medium)	-2		II	-2
	III (Light)	-3		III	-3
				IV	-4
				V	-5

Media 'Half' Codes

The following 'Half' codes are the same for Males or Females. to obtain the 'Half' codes for Males or Females, use an 'and' condition with Males or Females

@Magazine Upper Half (Heavy)	08*21-7
@Magazine Lower Half (Light)	08*21-8
@Radio Upper Half (Heavy)	08*22-7
@Radio Lower Half (Light)	08*22-8
@TV Total Upper Half (Heavy)	08*23-7
@TV Total Lower Half (Light)	08*23-8
@TV Prime Upper Half (Heavy)	08*24-7
@TV Prime Lower Half (Light)	08*24-8
@Internet (Heavy)	08*28-7
@Internet (Light)	08*28-8

Media Comparatives

@Heavy Magazines - Heavy TV	08*26-1
@Heavy Magazines - Light TV	08*26-2
@Light Magazines - Heavy TV	08*26-3
@Light Magazines - Light TV	08*26-4

Non-Users of Media

Non-Users of media are defined as those respondents who have a '0' according to the Quintile definitions (see Pages 3-4).

Non-User of Magazine	08*27-1
Non-User of Radio	08*27-2
Non-User of TV Total	08*27-3
Non-User of Primetime TV	08*27-4

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CABLE TELEVISION

Cable available in respondent's neighborhood:

06*14 1- Yes
2- No
3- Don't know

Household subscribes to cable:

06*01 1- Yes

Household subscribes to digital cable:

14*40*1- Yes

Household has satellite dish:

06*15 1- Yes
2- No
3- Don't know

Any premium channel viewing in past 30 days:

06*01 2- Yes

08*08 -5 Any Cable (including premium channels) viewing in past week
-2 Heavy Cable (including premium channels) viewing in past week (15+ hours)Cable Services

Number of hours watched in past 7 days:

1- Did Not Watch
2- 1 hour
3- 2 hours
4- 3 hours
5- 4 hours
6- 5 hours
7- 6-9 hours
8- 10 hours
9- 11-15 hours
0- 16-20 hours
X- 21+ hours

10*28	ABC Family
10*07	A&E Television Network
10*08	American Movie Classics
10*10	Animal Planet
04*27	BBC America
10*11	BET (Black Entertainment TV)
10*13	Bravo
10*14	Cartoon Network
10*15	CMT (Country Music Television)
10*17	CNN (Cable News Network)
10*18	Comedy Central
10*19	Court TV
10*20	The Discovery Channel
10*68	The Discovery Health Channel
14*41	+Discovery Home Channel (measured as The Discovery Home & Leisure Channel in Waves 49-51)
14*54	@Discovery Times Channel
10*63	Disney Channel
14*43	+DIY (Do It Yourself Network)
10*21	E! (Entertainment Television)
10*22	ESPN
10*23	ESPN2
10*24	ESPN Classic
10*25	ESPNews
14*44	+Flix
10*26	FX
10*27	Food Network
10*29	Fox News Channel
10*30	FSN (measured as Fox Sports Net in Waves 49-51 & Teen 2004)

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Cable Services (continued)

10*42	Fuse (measured as Much Music in Wave 49)
10*70	G4techTV (measured as TechTV in Waves 49-51 & Teen 2004)
10*69	+Golf Channel
14*45	Great American Country
10*31	@GSN
04*29	Hallmark Channel
10*33	Headline CNN News
10*34	History Channel
10*35	HGTV (Home & Garden Television)
10*36	+HSN (Home Shopping Network)
10*37	+IFC (Independent Film Channel)
10*39	Lifetime
09*74	Lifetime Movie Network
14*62	The Military Channel(measured as Discovery Wings Channel in Teen 2004 & Waves 49-52)
10*40	MSNBC
10*41	MTV
10*12	MTV 2
04*28	National Geographic Channel
10*43	Nick at Nite
10*44	Nickelodeon
10*45	OLN (Outdoor Life Network)
14*46	Outdoor Channel
04*30	Oxygen
10*46	+QVC
14*47	The Science Channel
10*47	Sci-Fi Channel
14*48	Soap Net
10*48	Speed Channel
10*51	@Spike TV
04*31	Style
14*49	+Sundance
10*60	Superstation WGN
10*49	TBS
10*50	TLC (The Learning Channel)
04*32	Toon Disney
10*52	The Travel Channel
10*53	TNT (Turner Network Television)
10*54	TCM (Turner Classic Movies)
10*55	TV Guide Channel
10*56	TV Land
10*57	USA Network
10*58	VH-1
14*58	@VH-1 Classic
10*59	The Weather Channel
14*50	WE: Women's Entertainment

Premium Services

10*62	Cinemax
14*51	Encore
10*64	HBO
10*65	+The Movie Channel
10*66	Showtime
14*52	Starz!

INTERNET/ONLINE SERVICES

Where accessed the Internet in past 30 days:

07*37 -1	Home	
-2	Work	
-3	School/Library	07*37-Y Any access Internet/Online Service
-4	Another place	
07*37 -9	Source Unknown	

Online services personally looked at in past 30 days:

07*39 -1	America Online
14*03 -1	@AT&T
-2	@Earthlink
07*39 -3	MSN (Microsoft Network)
14*03 -3	@Net Zero/Juno
07*39 -5	Other

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How often access the Internet in a typical month:

- 07*40 -1 More than once a day (measured as "5 or more times per day" and "2 to 4 times per day" in Teen 2005)
- 2 Once a day (measured as "Daily" in Teen 2004 & prior to Wave 52)
- 3 3-6 times a week
- 4 1-2 times a week
- 5 Less than once a week

Activities done on the Internet in the last 30 days:

- 07*41 -1 Visited a chat room
- 2 Used e-mail
- 3 @Studied/researched information for school
- 4 @Obtained information to help make a purchase
- 07*41-6 Played games online
- 8 @Made friends/met new people
- 9 @Browsed the internet
- X @Downloaded music
- 14*01 -1 @Used instant messenger
- 2 Made a purchase online
- 3 Obtained the latest news/current events
- 4 Obtained sports news/information

Web sites visited in the last 30 days:

- 09*73 -1 abc.com
- 07*42 -1 AOL.com
- 2 AltaVista.com
- 14*02 -1 ask.com
- 2 cbs.com
- 07*42 -3 CBSSportsline.com
- 4 +CNET.com
- 07*42 -5 CNN.com
- 6 ESPN.com
- 7 +Excite.com
- 14*02 -3 fox.com
- 09*73 -2 Google.com
- 07*42 -X Lycos.com
- 14*04 -3 @Monster.com
- 07*43 -2 MSN.com
- 07*44 -6 MSNBC.com
- 07*45 -3 MTV.com
- 14*02 -4 nbc.com
- 07*43 -3 Netscape.com
- 14*02 -5 +nytimes.com
- 09*73 -4 PBS.org
- 07*43 -7 +usatoday.com
- 07*43 -9 weather.com
- 14*02 -8 +wsj.com
- 07*43 -8 Yahoo.com
- X +ZDNet.com

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YELLOW PAGES

Referred to Yellow pages at home, at school or elsewhere in the past 7 days:

- 07*50 -1 Once
- 2 Twice
- 3 3 times
- 4 4-6 times
- 5 7-10 times
- 6 11-19 times
- 7 20 or more times

RADIO DAYPARTS

Below are codes for half-hour indications of listening showing the card and column for each daypart and the code for each 1/2 hour slot. N/A is used for codes that are not applicable to that time period.

Time Listened	Code	Midnight 6:00 AM	6:00 AM 10:00 AM	10:00 AM 3:00 PM	3:00 PM 7:00 PM	7:00 PM Midnight
Weekdays:						
Did not listen	-1	03*01	03*02	03*03	03*04	03*05
1/2 hour	-2	03*01	03*02	03*03	03*04	03*05
1 hour	-3	03*01	03*02	03*03	03*04	03*05
1 1/2 hour	-4	03*01	03*02	03*03	03*04	03*05
2 hours	-5	03*01	03*02	03*03	03*04	03*05
2 1/2 hours	-6	03*01	03*02	03*03	03*04	03*05
3 hours	-7	03*01	03*02	03*03	03*04	03*05
3 1/2 hours	-8	03*01	03*02	03*03	03*04	03*05
4 hours	-9	03*01	03*02	03*03	03*04	03*05
4 1/2 hours	-0	03*01	N/A	03*03	N/A	03*05
5+ hours	-X	03*01	N/A	03*03	N/A	03*05
Average weekend day:						
Did not listen	-1	03*16	03*17	03*18	03*19	03*20
1/2 hour	-2	03*16	03*17	03*18	03*19	03*20
1 hour	-3	03*16	03*17	03*18	03*19	03*20
1 1/2 hour	-4	03*16	03*17	03*18	03*19	03*20
2 hours	-5	03*16	03*17	03*18	03*19	03*20
2 1/2 hours	-6	03*16	03*17	03*18	03*19	03*20
3 hours	-7	03*16	03*17	03*18	03*19	03*20
3 1/2 hours	-8	03*16	03*17	03*18	03*19	03*20
4 hours	-9	03*16	03*17	03*18	03*19	03*20
4 1/2 hours	-0	03*16	N/A	03*18	N/A	03*20
5+ hours	-X	03*16	N/A	03*18	N/A	03*20

Radio Daypart Cumes

Weekday	Weekend
08*07 1- Midnight - 6:00 AM	08*07 6- Midnight - 6:00 AM
2- 6:00 AM - 10:00 AM	7- 6:00 AM - 10:00 AM
3- 10:00 AM - 3:00 PM	8- 10:00 AM - 3:00 PM
4- 3:00 PM - 7:00 PM	9- 3:00 PM - 7:00 PM
5- 7:00 PM - Midnight	0- 7:00 PM - Midnight

Radio Formats and Networks with Dayparts

The first column of codes represents the total audience for the specified radio format. 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	Weekend
15*01-3	Adult Contemporary	17*05	17*06
-4	+Adult Standards	+17*07	+17*08
-1	All News	+17*01	+17*02
-2	+All Talk	+17*03	+17*04
-5	Alternative	17*09	17*10

@ = for Teenmark Database only
+ = for Twelveplus Database only

Radio Formats (continued)

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

Radio Networks

Total Audience		Weekday Dayparts	Weekend Dayparts
05*71-3	@ABC Advantage	@18*01	@18*02
15*41-1	ABC Daytime Direction	18*03 punch 2	
05*70-7	+ABC ESPN	+18*05	+18*06
05*68-2	ABC FM Connection	18*07	18*08
10*77-7	ABC Hot FM	18*09 punch 1-3	18*10 punch 5-7
05*68-1	ABC Information and Entertainment	+18*11	+18*12
15*41-2	ABC Morning News	18*13 punch 1	
05*68-3	+ABC Music	+18*15	+18*16
10*77-8	ABC News/Talk Production	+18*17 punch 1-3	+18*18
05*67-X	ABC Prime Reach	18*19	+18*20
04*33-X	ABC Urban Advantage	18*21	18*22
10*77-9	ABC Young Adult	18*23 punch 1-3	
05*69-7	AURN (American Urban Radio Network)	18*27	18*28
05*71-6	+Bloomberg Network	+18*29 punch 1-3	
05*69-2	+Concert Music Network	+18*37	+18*38
05*69-X	+Dow Jones Money Report	+18*39 punch 1-3	+18*40 punch 5-6
05*73-5	+Dow Jones/Wall Street Journal Reports	+18*41 punch 1-3	+18*42 punch 5-6
05*75-6	+NPR (National Public Radio)	+18*51	+18*52
05*72-1	Premiere Diamond	18*67	18*68
05*72-2	Premiere Emerald	18*71	18*72
15*41-6	Premiere Mediabase	19*43 punch 1-3	
04*33-5	Premiere Pearl Network	19*01	19*02
05*78-2	Premiere Sapphire	+19*09	+19*10
05*69-0	+Wall Street Journal Report	+19*17 punch 1-3	+19*18 punch 5-6
15*44-Y	Westwood: CBS MarketWatch	+20*39 punch 1-3	
05*75-3	Westwood: The Edge	19*33 punch 1-2	

@ = for Teenmark Database only
+ = for Twelveplus Database only

TV Dayparts

Number of half-hours watched in time period 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	Easter/Pacific Time Zones	Central/Mountain Time Zones	Divide
Weekdays:			
08*65-66	6:00 am - 4:00 pm	6:00 am - 3:00 pm	19*
08*67	4:00 pm - 6:00 pm	3:00 pm - 5:00 pm	4
08*68	6:00 pm - 8:00 pm	5:00 pm - 7:00 pm	4
08*69	8:00 pm - 11:00 pm	7:00 pm - 10:00 pm	6
08*70	11:00 pm - 1:00 am	10:00 pm - Midnight	4
Saturdays:			
08*71-72	7:00 am - 1:00 pm	7:00 am - Noon	11*
08*73	1:00 pm - 4:30 pm	Noon - 3:30 pm	7
08*74	4:30 pm - 8:00 pm	3:30 pm - 7:00 pm	7
08*75	8:00 pm - 11:00 pm	7:00 pm - 10:00 pm	6
08*76	11:00 pm - 1:00 am	10:00 pm - Midnight	4
Sundays:			
08*77-78	7:00 am - 1:00 pm	7:00 am - Noon	11*
08*79	1:00 pm - 4:30 pm	Noon - 3:30 pm	7
08*80	4:30 pm - 7:00 pm	3:30 pm - 6:00 pm	5
09*24	7:00 pm - 11:00 pm	6:00 pm - 10:00 pm	8
09*25	11:00 pm - 1:00 am	10:00 pm - Midnight	4

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

Cume Viewing Code

08*08-1 Primetime Cume

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
	24 - 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>
031*21	031*22	ABC World News This Morning
031*23	031*24	CBS Morning News
031*25	031*26	Early Today
		<u>Mon-Fri: Early Morning Programs</u>
031*27	031*28	Good Morning America (Gibson/Sawyer)
031*29	031*30	The Early Show (Harry Smith, Hannah Storm, Julie Chen and Rene Syler)
031*31	031*32	Today Show (Lauer/Couric)
031*33	031*34	Today II
		<u>Daytime</u>
031*35	031*36	All My Children
031*37	031*38	As the World Turns
031*39	031*40	The Bold & The Beautiful
031*41	031*42	Days of Our Lives
031*43	031*44	General Hospital
031*45	031*46	Guiding Light
031*47	031*48	One Life to Live
031*49	031*50	Passions
031*51	031*52	The Price is Right
031*53	031*54	The View (Barbara Walters)
031*55	031*56	The Young & The Restless
		<u>Mon-Fri: Early Evening News</u>
031*57	031*58	ABC World News Tonight (Peter Jennings)
031*59	031*60	BBC World News
031*61	031*62	CBS Evening News
031*63	031*64	NBC Nightly News (Brian Williams)
031*65	031*66	The Newshour with Jim Lehrer
031*67	031*68	Nightly Business Report

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

Frequency/ Average/Episode Attention Level Card*Column	Where Viewed Card*Column	Program
		<u>Once A Week: Evening</u>
031*69	031*70	@ABC Big Picture Show
031*71	031*72	@ABC Monday Night Movie
031*73	031*74	Access Hollywood - Weekend
031*75	031*76	According to Jim
031*77	031*78	Alias
031*79	031*80	@All Of Us
032*05	032*06	American Dreams
032*07	032*08	@American Experience
032*09	032*10	American Idol
032*13	032*14	America's Funniest Home Videos
032*17	032*18	@America's Next Top Model
032*19	032*20	AMW: America Fights Back
032*21	032*22	Andromeda
032*23	032*24	Angel - Weekend
032*27	032*28	Animal Rescue
032*29	032*30	@Animal Tails
032*31	032*32	Antiques Roadshow
032*35	032*36	@The Apprentice
032*37	032*38	@Arrested Development
032*41	032*42	The Bachelor
032*43	032*44	The Bachelorette
032*45	032*46	@The Bernie Mac Show
032*49	032*50	Blind Date - Weekend
032*59	032*60	@Bonanza
032*65	032*66	Buffy The Vampire Slayer - Weekend
032*67	032*68	Candid Camera
032*69	032*70	CBS Sunday Night Movie
032*71	032*72	Celebrity Justice - Weekend
032*75	032*76	Charmed
032*77	032*78	@Cold Case
033*11	033*12	@Cooking with Julia
033*13	033*14	Cops
033*15	033*16	Cops 2
033*19	033*20	Crossing Jordan
033*21	033*22	CSI: Crime Scene Investigations
033*23	033*24	CSI: Miami
033*27	033*28	@C.S.I. - Weekend
033*29	033*30	Dateline NBC Friday
033*31	033*32	Dateline NBC Sunday
033*35	033*36	Diagnosis Murder
033*37	033*38	Doc
033*39	033*40	Drew Carey - Weekend
033*45	033*46	Ebert & Roeper
033*47	033*48	8 Simple Rules
033*49	033*50	@Elimidate - Weekend
033*51	033*52	@Encounters with the Unexplained
033*53	033*54	Entertainment Tonight - Weekend
033*55	033*56	ER
033*57	033*58	ER - Weekend
033*59	033*60	@Eve
033*61	033*62	Everwood
033*63	033*64	Everybody Loves Raymond
033*65	033*66	Everybody Loves Raymond - Weekend
033*67	033*68	Extra: Weekend
033*71	033*72	@Extreme Makeover
033*73	033*74	@Extreme Makeover: Home Edition
034*03	034*04	Famous Homes and Hideaways
034*07	034*08	Fear Factor
034*11	034*12	@48 Hours Mystery
034*13	034*14	Friends - Weekend

<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>
034*15	034*16	Frontline
034*17	034*18	George Lopez
034*19	034*20	George Michael's Sports Machine
034*21	034*22	Gilmore Girls
034*23	034*24	Girlfriends
034*25	034*26	Globe Trekker
034*29	034*30	Half and Half
034*37	034*38	Hometime
034*39	034*40	@Hope and Faith
034*49	034*50	Inside Edition - Weekend
034*53	034*54	@It's A Miracle
034*57	034*58	Jack Hanna's Animal Adventures
034*59	034*60	JAG
034*61	034*62	@Joan of Arcadia
034*69	034*70	Judging Amy
034*75	034*76	King of Queens
034*77	034*78	King of the Hill
034*79	034*80	@Las Vegas
035*01	035*02	Law and Order
035*03	035*04	Law and Order: Criminal Intent
035*05	035*06	Law and Order: Special Victims Unit
035*11	035*12	Less than Perfect
035*13	035*14	@Lidia's Italian Table
035*23	035*24	@Line of Fire
035*35	035*36	Malcolm in the Middle
035*39	035*40	Maximum Exposure
035*45	035*46	@Mexico-One Plate at a Time with Rick Bayless
035*47	035*48	@MGM Movie Night
035*49	035*50	Miracle Pets
035*51	035*52	@Missing
035*55	035*56	Motor Week
035*59	035*60	Mutant X
035*61	035*62	My Wife and Kids
035*63	035*64	Mystery!
035*67	035*68	Nature
035*69	035*70	@NCIS
035*71	035*72	NBC Saturday Night Movie
035*73	035*74	The New This Old House Hour
035*75	035*76	New Yankee Workshop
035*79	035*80	NOVA
036*01	036*02	NOW
036*05	036*06	NYPD Blue
036*07	036*08	@The O.C.
036*13	036*14	One on One
036*15	036*16	@One Tree Hill
036*17	036*18	Outer Limits
036*19	036*20	@Pet Keeping with Marc Marrone
036*23	036*24	The Practice - Weekend
036*25	036*26	Primetime Thursday
036*27	036*28	@The Purina Incredible Dog Challenge
036*31	036*32	Reba
036*33	036*34	@Rebecca's Garden
036*45	036*46	Scrubs
036*51	036*52	7th Heaven
036*55	036*56	She Spies
036*57	036*58	@Showtime At The Apollo
036*63	036*64	The Simpsons
036*65	036*66	60 Minutes (Sunday)
036*67	036*68	60 Minutes (Wednesday)
036*69	036*70	Smallville

<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>
036*71	036*72	Soul Train
036*73	036*74	@Soundstage
036*77	036*78	@Star Trek: Enterprise
036*79	036*80	Stargate: SG1
037*03	037*04	@Steve Harvey's Big Time
037*05	037*06	Still Standing
037*07	037*08	Sue Thomas: F.B.Eye
037*09	037*10	@Summerland
037*17	037*18	That 70's Show
037*19	037*20	Third Watch
037*21	037*22	This Old House
037*29	037*30	24
037*31	037*32	20/20
037*35	037*36	@Two and a Half Men
037*37	037*38	@Unexplained Mysteries
037*39	037*40	@Universal Family Movie
037*41	037*42	@US Farm Report Town & Country
037*45	037*46	Victory Garden
037*47	037*48	Wall Street Week with FORTUNE
037*51	037*52	Washington Week
037*53	037*54	@WCW Wrestling
037*55	037*56	@Weekend Vibe
037*57	037*58	The West Wing
037*59	037*60	@The West Wing - Weekend
037*61	037*62	What I Like About You
037*63	037*64	Wheel of Fortune - Weekend
037*67	037*68	Will & Grace
037*69	037*70	Will & Grace - Weekend
037*71	037*72	Without a Trace
037*73	037*74	Wonderful World of Disney
037*79	037*80	WWE Smackdown!
038*01	038*02	WWE Wrestling
038*03	038*04	The X-Files (Weekend)
038*05	038*06	@Yes, Dear
038*09	038*10	@Your New House
		<u>@Saturday Morning Programs</u>
038*17	038*18	Blues Clues
038*23	038*24	Disney's Fillmore
038*25	038*26	Dora the Explorer
038*29	038*30	Jackie Chan
038*35	038*36	Little Bill
038*37	038*38	Lizzie McGuire
038*39	038*40	Megaman: NT Warrior
038*43	038*44	Mucha Lucha
038*47	038*48	Pokemon
038*51	038*52	Proud Family
038*53	038*54	Shaman King
038*57	038*58	Sonic X
038*61	038*62	Teenage Mutant Ninja Turtles
038*73	038*74	Xiaolin Showdown
038*75	038*76	Yu-Gi-Oh!
		<u>Early Evening Weekend News</u>
038*77	038*78	ABC World News Tonight-Sat.
038*79	038*80	ABC World News Tonight-Sun.
039*01	039*02	@BBC World News
039*03	039*04	CBS Evening News-Sat.
039*05	039*06	CBS Evening News-Sun.
039*07	039*08	NBC Nightly News-Sat.
039*09	039*10	NBC Nightly News-Sun.

<u>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Weekly Late Night Programs</u>
039*11	039*12	Saturday Mad TV
039*13	039*14	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>Frequency/ Average/Episode Attention Level Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
		<u>Sports Programs - Baseball</u>
039*16	039*17	Fox Saturday Baseball
039*18	039*19	Fox Saturday Baseball Post-Game
039*20	039*21	Fox Saturday Baseball Pre-Game
039*22	039*23	This Week in Baseball
		<u>Sports Programs - Basketball</u>
039*24	039*25	ABC College Basketball Games
039*26	039*27	ABC NBA Regular Season Games
039*28	039*29	ABC WNBA Regular Season Games
039*30	039*31	CBS NCAA Men's College Basketball Games
039*32	039*33	NBA Inside Stuff
		<u>Sports Programs - Football</u>
039*36	039*37	ABC College Football Regular Season
039*38	039*39	ABC NFL Monday Night Football
039*40	039*41	CBS College Football Games
039*42	039*43	CBS College Football Today
039*44	039*45	CBS NFL Regular Season Football
039*46	039*47	CBS NFL Today
039*48	039*49	FOX NFL Regular Season Games
039*50	039*51	FOX NFL Sunday Pre-Game Show
039*52	039*53	NBC Arena Football
039*54	039*55	NBC Notre Dame Football
		<u>Sport Programs - Other</u>
039*56	039*57	ABC Major League Soccer Regular Season Games
039*58	039*59	@CBS Sports Specials
039*60	039*61	CBS Sports Spectacular
039*64	039*65	NBC Sports Special
039*66	039*67	NBC Sportsworld (Saturday)
039*68	039*69	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
	24 - 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>
039*72	039*73	Access Hollywood
039*76	039*77	@America's Funniest Home Videos
039*80	040*01	@Beat the Clock
040*02	040*03	@Becker
040*04	040*05	Blind Date
040*06	040*07	Bonanza
040*08	040*09	Celebrity Justice
040*14	040*15	Cops
040*18	040*19	Dharma & Greg
040*20	040*21	Diagnosis Murder
040*22	040*23	Divorce Court
040*24	040*25	The Dr. Phil Show
040*26	040*27	Drew Carey
040*28	040*29	@Early Edition
040*30	040*31	Elimidate
040*32	040*33	@Ellen Degeneres
040*34	040*35	Entertainment Tonight
040*36	040*37	Everybody Loves Raymond
040*38	040*39	Extra
040*40	040*41	Family Feud (Richard Karn)
040*46	040*47	Frasier
040*50	040*51	Friends
040*56	040*57	@Good Day Live
040*60	040*61	Home Improvement
040*62	040*63	Inside Edition
040*66	040*67	@It's A Miracle
040*72	040*73	Jeopardy!
040*74	040*75	The Jerry Springer Show
040*76	040*77	Judge Hatchett
040*78	040*79	Judge Joe Brown
040*80	041*01	Judge Judy
041*02	041*03	Judge Mathis
041*06	041*07	King of the Hill
041*08	041*09	@King of Queens
041*12	041*13	Live with Regis & Kelly
041*24	041*25	Maury
041*26	041*27	The Montel Williams Show
041*30	041*31	The Oprah Winfrey Show
041*32	041*33	@The Parkers
041*34	041*35	People's Court
041*36	041*37	@Pyramid
041*38	041*39	@Road Rules
041*40	041*41	Sabrina: The Teenage Witch
041*42	041*43	Seinfeld
041*44	041*45	The 700 Club
041*46	041*47	@Shop 'Til You Drop
041*48	041*49	The Simpsons
041*50	041*51	Spin City
041*52	041*53	@Starting Over
041*54	041*55	Street Smarts
041*56	041*57	Texas Justice
041*58	041*59	That 70's Show
041*62	041*63	@Weakest Link
041*64	041*65	Wheel of Fortune
041*66	041*67	Who Wants To Be A Millionaire
041*68	041*69	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>Monday - Friday Late Night Shows:</u>
041*72	041*73	ABC News: Nightline
041*74	041*75	ABC World News Now
041*76	041*77	All Night-Conan O'Brien
041*78	041*79	All Night-Dateline
042*02	042*03	All Night-Saturday Night Live (Repeat)
042*04	042*05	All Night-Tonight Show
042*06	042*07	CBS Up To The Minute
042*10	042*11	Jimmy Kimmel Live
042*12	042*13	@Last Call with Carson Daly
042*14	042*15	The Late Late Show
042*16	042*17	Late Night with Conan O'Brien
042*18	042*19	Late Show with David Letterman
042*20	042*21	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? (check as many as apply)"

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

<u>Average/Episode Card*Column</u>	<u>Where Viewed Card*Column</u>	<u>Program</u>
<u>Seasonal Sports</u>		
<u>Baseball</u>		
042*22	042*23	ABC Little League World Series
042*24	042*25	FOX American League Championship
042*26	042*27	FOX Baseball Divisional Playoffs
042*28	042*29	FOX Major League Baseball World Series
042*30	042*31	FOX National League Championship
<u>Basketball</u>		
042*32	042*33	ABC NBA Finals
042*34	042*35	ABC NBA Playoffs
042*36	042*37	ABC WNBA Championship Finals
042*38	042*39	ABC WNBA Playoffs
042*40	042*41	CBS NCAA Men's Basketball Tournament
<u>Football</u>		
042*42	042*43	ABC NFL Pre-Season Games
042*44	042*45	ABC NFL Wildcard Playoffs
042*46	042*47	CBS AFC-NFL Football Playoffs
042*48	042*49	CBS NFL Pre-Season Games
042*50	042*51	FOX NFC-NFL Football Playoffs
042*52	042*53	FOX NFL Pre-Season Games
<u>Soccer</u>		
042*58	042*59	ABC Major League Soccer Playoffs
042*60	042*61	@ABC Major League Soccer Final

@OLYMPICS

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

39*15	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 special in the past 12 months, where did you watch it? (check as many as apply)"

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>
042*65	Firestone Indy 400 (Michigan)
042*67	Honda Indy 226 (Colorado)
042*68	Indianapolis 500
042*69	Indianapolis 500 Pre-Race Show
042*70	Indianapolis 500 Time Trials
042*71	IRL: Belterra Casino Indy 300 (Kentucky)
042*72	IRL: Delphi Indy 300 (Chicagoland)
042*73	IRL: Gateway Indy 250 (St. Louis)
042*74	IRL: Purex Dial Indy 200 (Phoenix)
042*75	IRL: Toyota Indy 300 (Miami)
042*76	IRL: Toyota Indy 400 (California)
042*77	Kansas Indy 300 (Kansas City)
042*78	LeMans-Monterey Sports Car Championship
042*80	NASCAR Atlanta 500
043*01	NASCAR Brickyard 400
043*02	NASCAR Busch Series
043*03	@NASCAR California 500
043*04	NASCAR Charlotte Lowes 500
043*05	@NASCAR Chicago 400
043*06	NASCAR Daytona 500
043*07	NASCAR Kansas City 400
043*08	NASCAR Martinsville 500
043*09	NASCAR Miami 400
043*10	NASCAR Nextel Cup Series
043*11	NASCAR Nextel Cup Series Award Ceremonies
043*12	NASCAR Phoenix 500
043*13	NASCAR Pre-Race
043*14	@NASCAR Southern 500
043*15	NASCAR Talladega 500
043*16	NASCAR 2004 Race for the Championship Year in Review
	<u>Baseball</u>
043*17	FOX Major League All-Star Game
	<u>Basketball</u>
043*18	NCAA Basketball Championship Selection Show
043*19	@NCAA Big Ten Championship
043*21	NCAA Division II Basketball Championship
043*22	NCAA Men's Basketball Championship Game
043*23	@NCAA PAC-10 Championship
043*24	@NCAA SEC Championship
	<u>Football</u>
043*25	ABC AFC-NFC Pro Bowl
043*26	ABC Big 12 Championship
043*27	ABC Capital One Bowl
043*28	ABC Fiesta Bowl (Tostitos)
043*29	ABC Orange Bowl (Fed Ex)
043*30	ABC Rose Bowl (Citi)
043*31	ABC Sugar Bowl (NOKIA)
043*32	Bayou Classic
043*33	Cotton Bowl (Southwestern)
043*34	Gator Bowl
043*35	@989 Sony Playstation NFL Quarterback Challenge
043*36	SEC Championship Game
043*37	Sun Bowl
043*38	Super Bowl
043*39	Super Bowl Post-Game Show
043*40	Super Bowl Pre-Game Show

<u>Card*Column</u>	<u>Sports Events/Specials(continued)</u>
	<u>Golf</u>
043*42	Amer. Century Celebrity Golf Champs
043*43	AT&T Pebble Beach National Pro-Am
043*44	Bank of America Colonial
043*45	Bay Hill Invitational
043*46	Bellsouth Classic
043*47	Big Apple Classic
043*48	Bob Hope Chrysler Classic
043*50	British Open
043*51	@Buick Championship
043*52	Buick Classic
043*53	Buick Invitational
043*54	Buick Open
043*55	The Championship at Las Vegas
043*56	@Chrysler Championship
043*57	Chrysler Classic of Greensboro
043*58	Cialis Western Open
043*59	Deutsche Bank U.S. Championship
043*60	Doral Open
043*61	EDS Byron Nelson Championship
043*62	Father/Son Golf
043*63	FBR Capital Open
043*65	FedEx St. Jude Classic
043*67	Ford Senior Players Championship
043*68	Franklin Templeton Shark Shootout
043*69	Funai Disney Classic
043*71	Honda Golf Classic
043*72	The International
043*74	Liberty Mutual Legends of Golf
043*75	Lincoln Financial Battle at the Bridges
043*76	LPGA Nabisco Champ
043*77	LPGA Tour Championship
043*78	The Masters
043*79	McDonald's LPGA Championship
043*80	@MCI Heritage
044*01	Memorial Tournament
044*02	Nissan Open
044*03	PGA Championship
044*04	PGA Qualifying Tournament
044*06	PGA Tour Year-In-Review
044*07	PGA/USGA Specials
044*08	Players Golf Championship
044*10	Senior British Open
044*11	Senior Skins Game
044*12	Shell Houston Open
044*13	Skills Challenge Golf
044*14	Skins Game
044*17	The Tour Championship
044*18	U.S. Amateur Golf
044*20	U.S. Open
044*21	U.S. Senior Open
044*22	U.S. Women's Open
044*23	USGA Year-In-Review
044*24	Wachovia Championship
044*25	Wendy's 3 Tour Challenge
044*27	Williams World Challenge
044*28	@Women's British Open
044*29	World Golf Championships-Accenture Match Play Championship
044*30	World Golf Championships-American Express Championship
044*31	World Golf Championships-EMC World Cup
044*32	World Golf Championships-NEC Invitational

<u>Card*Column</u>	<u>Sports Events/Specials(continued)</u>
	<u>Golf (continued)</u>
044*33	@Zurich Classic of New Orleans
	<u>Horse Racing</u>
044*34	Belmont Stakes
044*35	Breeder's Cup
044*36	@The Hambletonian
044*37	Kentucky Derby
044*38	NTRA Championship Series
044*39	Preakness Stakes
	<u>Skating</u>
044*41	ABC Chevy Skating Spectacular
044*43	ABC Smart One's Skate America
044*44	ABC State Farm U.S. Figure Skating Championships
044*46	ABC World Speed Skating Champ.
044*47	Evening of Championship Skating
044*48	Ice Wars USA vs. the World
044*49	Manheim Christmas Special
044*50	NBC Star Skates
044*51	Sale & Peltier Canadian Skating Champs
044*52	Sarah Hughes
044*53	World Pro Figure Skating
	<u>Tennis</u>
044*54	French Open
044*55	NASDAQ 100 Open Tennis-Men's Final
044*56	NASDAQ 100 Open Tennis-Women's Final
044*57	@Pilot Pen International
044*58	@RCA Championships
044*59	U.S. Open Tennis on CBS
044*60	U.S. Open Tennis-Men's Final
044*61	U.S. Open Tennis-Women's Final
044*62	Wimbledon
	<u>Track & Field</u>
044*63	Millrose Games
044*64	NCAA Outdoor Track & Field Championships
044*66	USA Indoor Track & Field Championship
044*67	World Track & Field Championships
	<u>Other Sports</u>
044*68	ABC Major League Soccer All-Star Game
044*70	American Cup Gymnastics
044*72	@CBS Rodeo Series
044*73	Championship Ballroom Dancing
044*74	@FOX World Bowl
044*75	@Gorge Games
044*76	Great Outdoor Games
044*78	Ironman Triathlon
044*80	@Jeep King of the Mountain-Downhill Skiing
045*02	@King of the Mountain Snowboarding
045*03	@Merrill Lynch Celebrity Ski Classic
045*04	@Met-RX Superstars
045*05	@NBC AVP
045*06	@NBC Boxing Series
045*07	@NBC Dog Show
045*08	NCAA Women's Gymnastics Champ.
045*09	NYC Marathon
045*10	@Pro Bull Riding
045*12	Snowboarding
045*13	@Tour de France
045*15	US Gymnastics Championships
045*16	Vans Sports Series

<u>Card*Column</u>	<u>Sports Events/Specials(continued)</u>
	<u>Other Sports (continued)</u>
045*18	Winter X Games
045*19	World Gymnastics Championships
045*20	X Games
045*21	@XTERRA World Championship Skiing
	<u>Entertainment/News Specials</u>
045*22	ABC Academy Awards
045*23	ABC American Music Awards
045*24	ABC Barbara Walters Specials
045*25	ABC Countdown to the Oscars
045*26	ABC News Specials John Stossel
045*27	ABC Peter Jennings Reporting
045*28	ABC Radio Music Awards
045*29	ABC 20/20 Specials
045*30	ABC Vanished Specials
045*31	ABC World Music Awards
045*32	Academy of Country Music Awards
045*33	AFI Salute
045*34	Alan Alda in Scientific American Frontiers
045*35	@An American Celebration at Ford's Theater
045*36	American Family
045*37	American Masters
045*40	Big Brother
045*41	Billboard Music Awards
045*44	CBS Kennedy Center Honors
045*45	CBS Thanksgiving Day Parade
045*46	CBS Tournament of Roses Parade
045*47	Charlie Brown Specials
045*48	Christmas in Rockefeller Center
045*49	Country Music Association Awards
045*51	David Blaine Magic Specials
045*52	Daytime Emmy Awards
045*53	Dick Clark's New Years Rockin' Eve
045*56	ESPY Awards
045*57	@Flashpoints USA
045*58	@Four Super Women
045*59	FOX New Year's Special
045*60	Frosty the Snowman Specials
045*61	@Game Over
045*62	Garfield Specials
045*63	Golden Globe Awards
045*64	Golden Globe Preview Show
045*65	Grammy Awards
045*66	Great Performances
045*67	@The Hispanic Heritage Awards
045*68	History Detectives
045*69	A Home for the Holidays
045*70	@Independent Lens
045*71	@Katie at Night
045*72	Latin Grammy Awards
045*74	Live From Lincoln Center
045*75	Macy's Thanksgiving Day Parade
045*77	Miss America Pageant
045*78	Miss Teen USA Pageant
045*79	Miss USA Pageant
045*80	Miss Universe Pageant
046*01	NAACP Image Awards
046*02	@On Stage (at the Kennedy Center/White House)
046*03	Orange Bowl Parade
046*04	PBS Hollywood Presents
046*05	People's Choice Awards

Card*Column

Sports Events/Specials(continued)

Entertainment/News Specials (continued)

046*06	P.O.V.
046*07	The Price is Right Primetime Specials
046*08	@Remarkable Journey
046*09	Robbie the Reindeer
046*11	Rudolph the Red-Nosed Reindeer
046*12	Saturday Night Live Specials
046*13	Soul Train Christmas Starfest
046*14	Soul Train Lady of Soul Awards
046*15	Soul Train Music Awards
046*16	The Source Hip-Hop Music Awards
046*17	The Story of Santa Claus
046*18	@Tavis Smiley
046*19	Teen Choice Awards
046*21	@Ticket to Freedom: The Story of the Underground Railroad
046*22	Tony Awards
046*23	Tournament of Roses Parade
046*24	@Vibe Awards
046*25	@Victoria's Secret Fashion Show
046*26	Walt Disney Specials
046*27	Winnie the Pooh Specials
046*28	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>Teenmark Divide</u>	<u>TwelvePlus Divide</u>
Adventure/Westerns/Science Fiction - Primetime	054*11-12	3.5	4.4
Auto Racing - Specials	054*59-60	29.5	38.1
Awards - Specials	054*55-56	22.0	23.8
Baseball Specials	054*61-62	6.0	5.1
Basketball - Weekend - College	054*43-44	2.0	2.5
Basketball Specials - College	054*63-64	5.5	5.5
Basketball Specials - Professional	054*65-66	5.0	5.0
Comedy/Variety	055*01-02	3.5	4.9
Daytime Dramas	054*05-06	9.5	9.5
Daytime Talk/Variety	055*11-12	2.0	2.0
Documentary/Informational - Primetime	054*13-14	5.0	8.2
Early Evening Network News - Mon-Fri	054*09-10	3.0	3.9
Early Evening Network News - Weekend	054*35-36	6.0	6.0
Early Morning News	054*01-02	3.0	3.0
Early Morning Talk/Information/News	054*03-04	3.0	3.0
Entertainment Specials	054*51-52	28.0	32.5
Feature Films - Primetime	054*15-16	5.5	7.3
Football - College Weekend	054*47-48	4.0	4.0
Football - Pro Weekend	054*49-50	4.0	3.1
Football Bowl Games - Specials	054*67-68	11.0	11.0
Football Specials - Professional	054*69-70	8.5	9.9
General Drama - Primetime	054*17-18	30.5	28.2
Golf	054*71-72	61.0	61.9
Gymnastics	055*27-28	4.0	4.0
Horse Racing	055*19-20	5.5	5.5
Late Night Network News/Info - Mon-Fri	054*27-28	3.0	3.0
Late Night Talk/Variety	054*29-30	11.0	11.0
News - Specials	054*53-54	5.0	5.0
Pageants - Specials	054*57-58	4.0	4.0
Private Detective/Suspense/Mystery/Police -Prime	054*19-20	7.5	7.5
Reality-based	055*07-08	10.5	15.5
@Saturday Morning Programs	054*79-80	19.5	
Situation Comedies - Primetime	054*21-22	41.5	31.5
Skating - Specials	055*09-10	14.0	15.4
Soccer	055*25-26	3.5	3.5
Sports Anthologies - Weekend	054*33-34	6.0	5.1
Sunday News/Interview	054*31-32		6.0
Syndicated Adult General	055*41-43	99.0	113.5
Tennis	054*73-74	8.5	9.0
Track & Field Games	055*23-24	4.5	4.5

@COMICS

Comic Book Groups (Teenmark Database Only)

Net Audience	Group
09*75-1	DC Comics
09*78-1	Marvel Comics

The composition of the released comics group at the time of release was as follows:

DC Comics	Marvel Comics
Aquaman	Alpha Flight
Bad Girls	Amazing Fantasy
Batgirl	Amazing Spider-Man
Batman	Arana
Batman: City of Light	Astonishing X-men
Batman: Gotham Knights	Avengers
Batman: Harley & Ivy	Black Widow
Batman: Legends/Dark Knight	Cable Deadpool
Birds of Prey	Captain America
Catwoman	Captain America & the Falcon
DC: New Frontier	Captain Marvel
Detective Comics: Batman	Daredevil
Dr. Fate	District X
Flash	Elektra
Gen 13	Exiles
Green Lantern	Fantastic Four
Harley Quinn	Incredible Hulk
Hawkman	Iron Man
H-E-R-O	Marvel 1602
iCandy	Marvel Age Fantastic Four
JLA	Marvel Age Spider-Man
JSA	Marvel Knights Spider-Man
Kamikaze	Mystique
Legion	New Avengers
Nightwing	New Mutants
Outsiders	New X-Men
Plastic Man	NYX
Promethea	The Pulse
Robin	Punisher
Secret Files	Rogue
Sleeper	Runaways
Smallville	She-Hulk
Superman	Silver Surfer
Superman/Batman	Spectacular Spider-Man
Superman: Birthright	Spider-Girl
Superman: Metropolis	Spider-Man Unlimited
Teen Titans	Spider-Man/Human Torch
Wildcats	Supreme Power
Wonder Woman	Thor
Other	Thor: Son of Asgard
	Ultimate Elektra
	Ultimate Fantastic Four
	Ultimate Nightmare
	Ultimate Spider-Man
	Ultimate X-Men
	Ultimates
	Uncanny X-Men
	Venom
	Weapon X
	Wolverine
	X-Men
	X-Men Unlimited
	X-Men/Fantastic Four
	X-Statix
	Xtreme X-Men
	Other

@ = for Teenmark Database only
+ = for Twelveplus Database only

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