

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.

Bases

- 01*66 1- All male teens
 2- All female teens
 3- All teens

Respondent Age

- 01*72 2- 12
 3- 13
 4- 14
 5- 15
 6- 16
 7- 17
 8- 18
 9- 19
 08*45 1- 12 - 14
 2- 15 - 17
 3- 18 - 19
 4- 12 - 17

Census Region

- 06*20 1- North East
 2- South
 3- North Central
 4- West

MSA

- 06*22 1- Central City
 2- Suburban
 3- Non-MSA

County Size

- 06*21 1- A
 2- B
 3- C
 4- D

Telephone

- 06*13 1- Have a telephone

Zip HH Income Quintile

- 06*18 1- Quintile I (highest)
 2- Quintile II
 3- Quintile III
 4- Quintile IV
 5- Quintile V (lowest)

Own or Rent Home

- 06*24 1- Own
 2- Rent
 3- Rent-free

Household Income

- 06*16 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
 06*17 1- \$ 75,000 - \$ 99,999
 2- \$ 100,000 - \$ 149,999
 4- \$ 150,000 - \$ 199,999
 5- \$ 200,000 - or more
 08*42 1- Under \$15,000
 2- \$15,000 - \$24,999
 3- \$25,000 - \$34,999
 4- \$35,000 - \$49,999
 5- \$50,000 - \$74,999
 6- \$75,000 or more
 8- \$50,000 or more
 9- \$60,000 or more

Value of Owned Home

 06*25 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
 10*76 X- \$200,000 - \$499,999
 Y- \$500,000+

Languages Spoken in Home

 As stated by the adult respondent
 in the house where the teenager lives

06*03 8- English
 *9- Spanish ("English language capable HH")
 0- Other

School Attendance

 01*73 1- Currently attending school
 2- Not currently attending school

Race*

 16*01 2- White
 1- Black/African American
 5- Other

 9- White only
 0- Black/African American only
 X- 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 and Teen 2003. 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 and Teen 2005, 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.)

* 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.

Employment

01*76 1- Employed (net)
01*76 2- Not employed

How Employed:

04*01 3- Part time during the summer and/or school breaks
4- Full-time during the summer and/or school breaks
5- Part-time year round
6- Full-time year round
7- Various tasks to earn extra money

Employment Earnings Past Week

01*77 1- Less than \$10
2- \$10 - \$19
3- \$20 - \$29
4- \$30 - \$39
5- \$40 - \$49
6- \$50 - \$74
7- \$75 - \$99
8- \$100 - \$149
9- \$150 - \$199
0- \$200 - \$299
X- \$300 or more

Spending Money Past Week (not from job)

01*78 2- Less than \$10
3- \$10 - \$19
4- \$20 - \$29
5- \$30 - \$39
6- \$40 - \$49
7- \$50 - \$74
8- \$75 - \$99
9- \$100 or more

Type of Dwelling Unit

08*44 1- Single family
2- Two family
3- 3 family plus
4- Mobile home

 Bases

- 01*66 1- All males
- 2- All females
- 3- All respondents

- 4- Adult males
- 5- Adult females
- 6- All adults

- 7- Teen males (12-17)
- 8- Teen females (12-17)
- 9- All teens (12-17)

 Respondent Age

- 01*72 2- 12
- 3- 13
- 4- 14
- 5- 15
- 6- 16
- 7- 17
- 06*54 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
- 06*55 1- 60 - 64
- 2- 65 - 69
- 3- 70 - 74
- 4- 75+

 Respondent Age Group

- 08*45 1- 12 - 14
- 2- 15 - 17
- 3- 18 - 19
- 4- 12 - 17
- 5- 12 - 19
- 6- 12 - 24
- 7- 12 - 34
- 08*46 1- 18 - 24
- 2- 25 - 34
- 3- 35 - 44
- 4- 45 - 54
- 5- 55 - 64
- 6- 65+

 Employment

- 01*76 1- Employed
- 2- Not Employed

 MSA

- 06*22 1- Central City
- 2- Suburban
- 3- Non-MSA

 County Size

- 06*21 1- A
- 2- B
- 3- C
- 4- D

 Presence of Children By Age*

- 07*66 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
- 07*67 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
- 07*68 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.

 Household Income

- 06*16 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
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- 5- \$200,000 - or more
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- 3- \$25,000 - \$34,999
- 4- \$35,000 - \$49,999
- 5- \$50,000 - \$74,999
- 6- \$75,000 or more
- 8- \$50,000 or more
- 9- \$60,000 or more

-
- Race*
-
- 16*01 2- White
- 1- Black/African American
- 5- Other
- 9- White only
- 0- Black/African American only
- X- Other Race/Multiple Classifications
-
- HOH Education:
- Highest Level Completed/
 Highest Degree Received
-
- 07*55 X- 11th grade or less
- 07*56 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

 Own or Rent Home

- 06*24 1- Own
- 2- Rent
- 3- Rent free

 Zip HH Income Quintile

- 06*18 1- Quintile I
- 2- Quintile II
- 3- Quintile III
- 4- Quintile IV
- 5- Quintile V

 Value of Owned Home

- 06*25 1- Under \$20,000
- 2- \$ 20,000 - \$ 29,999
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- 4- \$ 40,000 - \$ 49,999
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 Telephone

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 Type of Dwelling Unit

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Languages Spoken in Home

06*03 8- English
9- *Spanish ("English language capable household")
0- Other

\$HOH - Occupation (New)

07*59 7- Professional and Related Occupations
8- Management, Business and Financial Operations
9- Sales and Office Occupations
0- Natural Resources, Construction and Maintenance
Occupations
X- Other Employed

Census Region

06*20 1- North East
2- South
3- North Central
4- West

Marketing Region

07*60 1- New England
2- Middle Atlantic
3- East Central
4- West Central
5- South East
6- South West
7- Pacific

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\$ Beginning with the 2000 Census, the revised Standard Occupation Classification System was employed to code Census occupational data. Beginning with the Fall 2004 report and Teen 2005, MRI is releasing these new occupational codes. The old occupational codes are no longer available because of the break in trend between the two coding structures. (See note to clients accompanying release of Fall 2004 report or go to <http://mediamark.com> and select "Info".)

Census Regions

Northeast:
New England
Middle Atlantic

North Central:
East North Central
West North Central

South:
South Atlantic
East South Central
West South Central

West:
Mountain
Pacific

Marketing Regions

New England:
Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic:
New York
New Jersey
Pennsylvania *
Delaware
Maryland
Virginia **
District of Columbia

East 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
Colorado

South East:
Virginia **
North Carolina
South Carolina
Georgia
Florida
Tennessee
Mississippi
Alabama

South West:
Arkansas
Louisiana
Oklahoma
Texas
New Mexico

Pacific:
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.

2004 Nielsen Market Rankings (TV Households): Top 100 Designated Market Areas

07*61 -1 1-5
 -2 6-10
 -3 11-25
 -4 26-50
 -5 51-100

RANK	DMA
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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	St. Louis, MO
22	Pittsburgh, PA
23	Portland, OR
24	Baltimore, MD
25	San Diego, CA
26	Indianapolis, IN
27	Hartford & New Haven, CT
28	Charlotte, NC
29	Raleigh-Durham (Fayetteville), NC
30	Nashville, TN
31	Kansas City, MO-KS
32	Cincinnati, OH
33	Milwaukee, WI
34	Columbus, OH
35	Greenville-Spartanburg-Asheville-Anderson, SC-NC
36	Salt Lake City, UT
37	San Antonio, TX
38	West Palm Beach-Ft. Pierce, FL
39	Grand Rapids-Kalamazoo-Battle Creek, MI
40	Birmingham (Anniston, Tuscaloosa), AL
41	Norfolk-Portsmouth-Newport News, VA
42	New Orleans, LA
43	Memphis, TN
44	Albuquerque-Santa Fe, NM
45	Oklahoma City, OK
46	Harrisburg-Lancaster-Lebanon-York, PA
47	Greensboro-High Point-Winston Salem, NC
48	Buffalo, NY
49	Providence-New Bedford, RI-MA
50	Louisville, KY

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

Market Statistics 2004 Top 100 Metropolitan Statistical Areas (Households): Top 100 Areas

07*62 1 1-5
-2 6-10
-3 11-25
-4 26-50
-5 51-100

Rank Metropolitan Statistical Area

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	Orange County, CA
20	Pittsburgh, PA
21	Nassau et al, NY
22	Oakland, CA
23	Cleveland et al, OH
24	Denver, CO
25	Miami, FL
26	Portland et al, OR-WA
27	Newark, NJ
28	Kansas City, MO-KS
29	Orlando, FL
30	Fort Lauderdale, FL
31	Las Vegas, NV-AZ
32	Fort Worth et al, TX
33	San Francisco, CA
34	Sacramento, CA
35	Cincinnati, OH-KY-IN
36	Indianapolis, IN
37	New Haven et al, CT
38	Columbus, OH
39	Charlotte et al, NC
40	Norfolk et al, VA-NC
41	San Antonio, TX
42	Milwaukee et al, WI
43	San Jose, CA
44	Austin et al, TX
45	Greensboro et al, NC
46	West Plm Beach et al, FL
47	Raleigh et al, NC
48	New Orleans, LA
49	Nashville, TN
50	Bergen et al, NJ

Rank Metropolitan Statistical Area (Continued)

51	Jacksonville, FL
52	Buffalo et al, NY
53	Hartford, CT
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	Louisville, KY-IN
60	Rochester, NY
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	Tucson, AZ
68	Albany et al, NY
69	Tulsa, OK
70	Fresno, CA
71	Knoxville, TN
72	Albuquerque, NM
73	Omaha, NE-IA
74	Syracuse, NY
75	Sarasota et al, FL
76	Tacoma, WA
77	Akron, OH
78	Ventura, CA
79	Allentown et al, PA
80	Harrisburg et al, PA
81	Scranton et al, PA
82	Toledo, OH
83	Gary, IN
84	Little Rock et al, AR
85	Springfield, MA
86	Ann Arbor, MI
87	Baton Rouge, LA
88	Wilmington et al, DE-MD
89	Youngstown et al, OH
90	Jersey City, NJ
91	Daytona Beach, FL
92	Bakersfield, CA
93	Charleston et al, SC
94	El Paso, TX
95	Wichita, KS
96	Fort Myers et al, FL
97	Columbia, SC
98	Melbourne et al, FL
99	Mobile, AL
100	Colorado Springs, CO

X Unweighted and Projected Audiences ('000) and Estimated Two Sigma Tolerances
 Base: All People

	Total People			Total Males			Total Females		
	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma
Total People	54750	238282	-	27761	115176	-	26989	123105	-
Males	27761	115176	-	27761	115176	-	-	-	-
Females	26989	123105	-	-	-	-	26989	123105	-
12-17	3499	24972	-	1607	12699	-	1892	12273	-
12-19	4628	33376	-	2272	17283	-	2356	16093	-
12-24	7995	52607	-	4007	26616	-	3988	25991	-
12-34	17094	91864	-	8773	46130	-	8321	45733	-
18-24	4496	27635	-	2400	13917	-	2096	13719	-
25-34	9099	39256	-	4766	19514	-	4333	19742	-
35-44	11162	44190	-	5907	21735	-	5255	22455	-
45-54	10124	40439	-	5312	19680	-	4812	20759	-
55-64	7050	27389	-	3605	13084	-	3445	14305	-
65 and over	9320	34400	-	4164	14547	-	5156	19853	-
White	42285	183254	-	21628	88990	-	20657	94264	-
Black	6325	28387	-	2911	12824	-	3414	15563	-
Other	6796	29201	-	3554	14617	-	3242	14583	-
Employed	36551	149171	-	20601	79751	-	15950	69420	-
Not Employed	18199	89111	-	7160	35425	-	11039	53686	-
Census Region: Northeast	12496	45127	-	6237	21535	-	6259	23592	-
North Central	14198	54033	-	7285	26151	-	6913	27882	-
South	16239	85976	-	8093	41394	-	8146	44582	-
West	11817	53147	-	6146	26097	-	5671	27049	-
MSA	48902	192447	-	24873	93060	-	24029	99387	-
Non MSA	5848	45835	-	2888	22117	-	2960	23718	-
H/D Income \$75,000 or More	18636	75064	-	10711	38713	-	7925	36351	-
\$60,000 or more	25106	102266	-	14221	52687	-	10885	49579	-
\$50,000 or more	29951	123244	-	16758	63256	-	13193	59988	-
\$50,000 - 74,999	11315	48180	-	6047	24543	-	5268	23637	-
\$35,000 - 49,999	9066	35932	-	4509	17748	-	4557	18184	-
\$25,000 - 34,999	6081	26607	-	2817	12529	-	3264	14078	-
\$15,000 - 24,999	5105	25984	-	2088	11552	-	3017	14432	-
Less Than \$15,000	4547	26514	-	1589	10091	-	2958	16424	-
Allure	1256	5423	347	107	364	88	1149	5058	374
Automobile	941	4452	449	783	3586	360	158	866	221
AutoWeek	702	3160	416	601	2671	375	101	490	163
Better Homes & Gardens	9592	40286	1357	2311	8852	620	7281	31434	1190
Bridal Guide	919	4818	341	115	609	142	804	4209	273
Bride's	1353	6770	595	146	676	131	1207	6094	545
Car and Driver	2669	11397	518	2402	9967	516	267	1430	144
Car Craft	709	3716	298	633	3226	242	76	490	86
Circle Track	317	2101	253	262	1676	174	55	425	143
CosmoGirl!	1259	7571	335	65	313	95	1194	7259	316
Cosmopolitan	4126	19066	1069	663	2754	272	3463	16312	1155
Country Weekly	633	3965	352	212	1302	230	421	2663	363
Cycle World	810	3517	385	712	3077	317	98	440	97
Dirt Rider	397	2347	424	328	1915	386	69	432	121
Ebony	2869	12070	1459	1083	4330	718	1786	7739	912
Elle	1270	5234	345	131	419	98	1139	4815	313
Entertainment Weekly	2578	11077	380	1133	4455	519	1445	6623	326
ESPN	2847	13294	473	2363	10629	432	484	2666	155
Esquire	866	3168	183	582	1894	117	284	1274	148
Essence	2054	8180	1004	521	2019	306	1533	6161	795
Family Circle	5069	22435	909	503	2249	257	4566	20186	728

X Unweighted and Projected Audiences ('000) and Estimated Two Sigma Tolerances
Base: All People

	Total People			Total Males			Total Females		
	Unwgt	Proj	Two	Unwgt	Proj	Two	Unwgt	Proj	Two
		('000)	Sigma		('000)	Sigma		('000)	Sigma
Total People	54750	238282	-	27761	115176	-	26989	123105	-
FHM	1250	4970	394	1111	4336	269	139	634	203
First for Woman	915	4138	356	42	185	68	873	3953	384
Fitness	1617	6660	436	394	1552	184	1223	5108	359
4 Wheel & Off-Road	754	4326	513	656	3662	437	98	665	238
Four Wheeler	644	3835	394	562	3213	339	82	622	207
Gamepro	820	4867	692	690	4095	608	130	771	187
Glamour	3054	13999	947	255	1148	133	2799	12851	878
Good Housekeeping	5898	25199	1286	751	3001	260	5147	22198	1104
GQ (Gentlemen's Quarterly)	1507	5581	284	1143	3961	326	364	1619	279
Harper's Bazaar	902	3264	290	127	410	88	775	2854	287
Hot Rod	1582	8617	527	1381	7264	459	201	1353	271
In Style	2351	9162	442	287	980	253	2064	8182	380
Jane	479	1979	220	56	182	54	423	1796	251
Jet	2146	9468	1393	919	3856	587	1227	5612	924
Ladies' Home Journal	3339	14635	520	212	963	195	3127	13671	441
Marie Claire	912	3713	286	71	305	116	841	3408	329
Maxim	3253	13983	857	2629	10809	709	624	3175	460
Men's Fitness	1578	6116	647	1414	5361	524	164	755	188
Men's Health	2541	9293	562	2156	7668	427	385	1626	330
Men's Journal	688	2560	269	599	2138	257	89	422	110
Modern Bride	1104	5594	461	122	620	109	982	4973	351
Motorcyclist	672	3226	462	602	2869	367	70	357	119
Motor Trend	1738	7283	507	1580	6594	466	158	689	138
Muscle & Fitness	1612	7169	501	1214	5322	434	398	1847	90
National Enquirer	2581	11940	852	917	4035	381	1664	7905	769
National Geographic	8635	34755	557	4997	19538	570	3638	15217	670
Newsweek	5727	20699	1070	3244	11021	650	2483	9677	462
O, The Oprah Magazine	3839	14488	670	470	1583	111	3369	12905	666
PC Gamer	862	4567	448	717	3739	381	145	827	163
People	10130	41665	801	3469	12888	543	6661	28778	810
Popular Hot Rodding	826	4575	245	727	3903	268	99	672	206
Popular Mechanics	2235	9368	471	2007	8233	428	228	1136	138
Popular Science	1878	7510	402	1578	6140	359	300	1370	165
Premiere	374	1474	222	199	767	159	175	707	121
PSM: 100% Ind. PlayStation 2 Mag.	933	5500	618	734	4287	503	199	1212	218
Reader's Digest	9997	42504	1012	4198	16479	575	5799	26025	1040
Real Simple	1402	4842	589	210	677	80	1192	4166	504
Redbook	2252	9929	466	197	840	127	2055	9089	555
Road & Track	1459	5827	340	1337	5212	404	122	615	114
Rolling Stone	2565	12011	753	1572	6897	559	993	5114	370
Scouting	461	2168	551	287	1387	385	174	781	236
Self	1442	5584	548	121	427	106	1321	5157	491
Seventeen	2228	13128	520	235	1244	158	1993	11883	545
Shape	1581	6274	474	182	704	76	1399	5570	494
Soap Opera Digest	1168	5743	697	116	552	160	1052	5191	672
Soap Opera Weekly	821	4393	327	81	460	163	740	3934	361
Spin	592	2670	305	373	1581	195	219	1089	182
Sport Truck	508	2911	449	457	2610	359	51	301	107
The Sporting News	951	4231	399	840	3654	431	111	577	134
Sports Illustrated	5574	23738	1398	4486	18621	1117	1088	5116	312
Star	1942	9178	623	534	2369	339	1408	6809	378
Stock Car Racing	758	4259	386	605	3357	322	153	902	150
Street Rodder	607	3461	459	546	3072	354	61	389	174
Stuff	1240	5752	510	1049	4546	395	191	1206	271

X Unweighted and Projected Audiences ('000) and Estimated Two Sigma Tolerances
Base: All People

	Total People			Total Males			Total Females		
	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma
Total People	54750	238282	-	27761	115176	-	26989	123105	-
Super Chevy	735	4082	577	649	3527	500	86	554	231
Teen People	2417	13994	767	524	2923	468	1893	11071	592
Time	6446	23284	924	3572	12215	545	2874	11069	581
Truckin'	696	3843	429	621	3307	376	75	536	113
TV Guide	6381	28440	948	2805	11917	612	3576	16524	679
U.S. News & World Report	3147	11350	467	1902	6485	292	1245	4865	394
US Weekly	1906	8248	512	549	2183	226	1357	6064	530
Vanity Fair	1574	5508	354	392	1211	150	1182	4297	307
Vibe	1695	8543	890	826	3981	534	869	4562	501
Vogue	2726	11100	539	329	1239	153	2397	9861	568
W	461	1726	189	99	379	161	362	1347	191
Woman's Day	4896	21941	787	257	1102	180	4639	20838	597
Woman's World	1781	8554	542	91	465	213	1690	8089	385
Radio Wkday: 6-10:00 AM Cume	31601	128778	2325	16771	65160	1423	14830	63618	1436
10:00 AM - 3:00 PM	21518	93889	2330	11218	46752	1213	10300	47138	1501
3:00 PM - 7:00 PM	27125	115104	1304	14532	58417	908	12593	56688	813
7:00 PM - MIDNIGHT	9968	48723	1195	5138	24275	1064	4830	24447	1439
6:00 AM - MIDNIGHT	43494	185696	1714	22641	92030	862	20853	93666	1095
Radio Average Weekday Cume	43746	186873	1858	22786	92751	931	20960	94122	1094
Radio Avg. Weekend Day Cume	37416	162523	1650	18855	77724	754	18561	84800	1022
Radio Formats: All News	4780	11818	549	2960	6908	457	1820	4911	289
All Talk	2837	8539	563	1885	5520	520	952	3018	200
Adult Contemporary	10529	45281	1964	4567	18467	939	5962	26814	1282
Adult Standards	1410	5411	727	733	2591	401	677	2820	436
Alternative	6137	23650	600	3712	13419	623	2425	10231	624
CHR	10379	51020	1167	4570	21612	898	5809	29408	626
Classic Hits	1907	7604	648	1034	3972	516	873	3632	225
Classic Rock	6075	25765	1067	3981	16090	719	2094	9675	418
Classical	2580	7584	393	1361	3808	187	1219	3777	265
Country	9696	50872	1810	4736	23378	834	4960	27493	1053
Easy Listening	315	1471	157	145	664	159	170	807	150
Ethnic	364	1296	255	219	719	186	145	577	216
Gospel	1202	5931	920	479	2469	455	723	3462	505
Hispanic	2477	13583	1835	1324	6920	1138	1153	6663	832
Jazz	3356	10061	723	1738	5063	311	1618	4998	570
News/Talk	7607	24707	792	4651	14743	734	2956	9964	405
Oldies	6315	25501	1171	3268	12353	614	3047	13149	674
Public	2049	6723	361	1087	3525	314	962	3198	312
Religious	3668	15531	657	1606	6144	441	2062	9387	493
Rock	6699	29443	1380	4260	17728	1090	2439	11714	840
Soft AC	3805	14163	561	1468	5158	370	2337	9005	465
Sports	3238	9774	237	2733	7894	376	505	1880	218
Urban	7272	33694	1587	3367	15171	936	3905	18523	1006
Variety/Other	5455	24871	1306	2725	11776	755	2730	13095	824
Radio Networks: ABC Daytime Direction	10439	41227	1858	5968	22023	990	4471	19204	1016
ABC ESPN	2025	6534	517	1674	5177	299	351	1357	255
ABC FM Connection	4267	19230	1516	2224	9686	896	2043	9544	794
ABC Hot FM	7674	31636	1238	3963	15359	901	3711	16277	469
ABC Information and Entertainment	4586	17188	1686	2631	9307	1006	1955	7881	817
ABC Morning News	9324	34557	1753	5452	18917	1100	3872	15640	779
ABC Music	1126	6794	901	539	3285	663	587	3509	362
ABC News/Talk Production	5384	19027	1053	3353	11070	903	2031	7957	442

X Unweighted and Projected Audiences ('000) and Estimated Two Sigma Tolerances
Base: All People

	Total People			Total Males			Total Females		
	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma
Total People	54750	238282	-	27761	115176	-	26989	123105	-
ABC Prime Reach	9660	36547	1641	5619	19869	946	4041	16678	821
ABC Urban Advantage	3633	16153	1223	1646	7171	764	1987	8981	556
ABC Young Adult	8784	42114	2204	4499	20823	1285	4285	21291	1070
AURN	5034	22161	1544	2276	9903	863	2758	12258	1061
Bloomberg Network	2327	6819	803	1492	4172	346	835	2647	465
Concert Music Ntwrk	1936	4579	390	1076	2478	343	860	2101	171
Dow Jones Money Report	1837	5200	407	1136	3116	313	701	2084	205
Dow Jones/WSJ Ntwrk	4384	12736	504	2726	7754	320	1658	4982	278
NPR	3989	12798	917	2284	6860	522	1705	5937	667
Premiere Diamond	10775	42754	2171	5444	20454	1129	5331	22301	1137
Premiere Emerald	8218	38650	1248	3993	18104	732	4225	20546	842
Premiere Mediabase	14244	57653	2155	6480	24909	1459	7764	32744	1004
Premiere Pearl	8040	31816	1565	3479	13037	835	4561	18779	914
Premiere Sapphire	5966	23064	601	3825	13885	520	2141	9180	460
WSJ Report	2642	7828	366	1657	4851	266	985	2978	282
Westwood: CBS Marketwatch	4694	14213	993	2951	8528	602	1743	5685	532
Westwood: The Edge	2645	7954	732	1812	5114	509	833	2840	308
TV Wkday Av 1/2 Hr:6AM-4PM	5865	29006	1199	2374	11454	484	3491	17552	941
4:00 PM - 6:00 PM	10257	50177	1567	4570	22018	713	5687	28158	1248
6:00 PM - 8:00 PM	19482	88108	1738	9721	42025	827	9761	46083	1207
8:00 PM - 11:00 PM	24752	106444	1473	12430	51020	818	12323	55424	1013
11:00 PM - 1:00 AM	8789	38619	1121	4616	19406	463	4173	19213	852
Have Cable	35557	144972	2570	17822	69350	1052	17735	75622	1738
Heavy Cable Viewing (15+Hrs)	32528	141300	1809	17245	70382	880	15283	70918	1220
Any Watching:									
ABC Family	11361	54200	1013	4615	20702	475	6746	33498	767
A&E Television Network	13168	50553	1598	6545	23420	881	6623	27133	825
American Movie Classics	8947	35686	1327	4892	18549	884	4055	17137	1068
Animal Planet	12866	57413	1760	6515	27538	1427	6351	29876	663
BBC America	2668	9329	550	1452	4879	259	1216	4451	360
BET (Black Entertainment TV)	5383	27231	1758	2696	13195	1036	2687	14036	1125
BRAVO	5911	21118	671	2956	10253	468	2955	10865	639
Cartoon Network	8528	43251	1444	4470	21054	776	4058	22197	949
CMT (Country Music Television)	4222	23321	606	2093	10762	548	2129	12558	399
CNN (Cable News Network)	18930	71239	1167	10445	36905	744	8485	34333	912
Comedy Central	11189	50886	464	6957	30371	620	4232	20515	679
COURT-TV	7383	33013	1808	3403	14200	685	3980	18812	1243
The Discovery Channel	19397	81193	1131	11388	45242	502	8009	35951	865
The Discovery Health Channel	3983	17866	907	1584	6395	444	2399	11470	584
Discovery Home Channel	1099	4765	480	555	2230	161	544	2535	416
Disney Channel	8326	41756	937	3249	15377	609	5077	26379	693
DIY (Do It Yourself Network)	1932	8209	377	983	3699	368	949	4510	149
E! (Entertainment Television)	9299	38038	1057	4355	16814	810	4944	21223	566
ESPN	15393	62020	1097	11747	45671	538	3646	16349	736
ESPN2	9005	36358	982	7430	29083	679	1575	7275	405
ESPN Classic	3012	12613	774	2636	10621	555	376	1992	346
ESPNews	5281	22401	639	4071	16707	651	1210	5695	477
Flix	597	2667	270	372	1526	179	225	1141	190
FX	8839	41208	1724	5348	23307	876	3491	17901	1149
Food Network	9830	40534	1518	3847	14363	966	5983	26172	889
Fox News Channel	16761	66301	1692	9341	34622	967	7420	31679	1050
FSN	8254	32865	1344	6451	24925	995	1803	7940	668

X Unweighted and Projected Audiences ('000) and Estimated Two Sigma Tolerances
Base: All People

	Total People			Total Males			Total Females		
	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma
Total People	54750	238282	-	27761	115176	-	26989	123105	-
Fuse	644	3855	318	362	2061	289	282	1794	295
G4techTV	925	4385	398	790	3689	371	135	695	91
Golf Channel	2263	7701	479	1834	6015	351	429	1686	269
Great American Country	1024	5783	830	465	2503	519	559	3280	422
Hallmark Channel	4465	21286	1050	1542	6871	744	2923	14415	803
Headline CNN News	11201	43087	671	6540	23493	506	4661	19594	829
History Channel	13729	54990	2045	9021	34554	1604	4708	20436	664
HGTV (Home & Garden Television)	9489	38493	1143	3479	12680	978	6010	25813	607
HSN (Home Shopping Network)	2053	8648	470	561	2251	120	1492	6397	469
IFC (Independent Film Channel)	1158	4417	342	740	2688	201	418	1729	190
Lifetime	11278	51787	1303	2549	10852	506	8729	40935	991
Lifetime Movie Network	5424	26866	785	1548	6997	462	3876	19868	510
The Military Channel	1715	7284	433	1386	5594	309	329	1690	224
MSNBC	11362	41459	571	6571	22692	461	4791	18768	489
MTV	9518	46766	997	5077	23912	627	4441	22854	509
MTV 2	4273	23437	722	2402	12528	689	1871	10909	459
National Geographic Channel	6543	27774	547	4170	16887	340	2373	10887	556
Nick at Nite	6380	31402	871	2748	12753	460	3632	18649	697
Nickelodeon	6871	35391	944	2966	14270	918	3905	21121	514
OLN (Outdoor Life Network)	1704	8161	752	1433	6615	441	271	1547	311
Outdoor Channel	2067	10665	733	1687	8434	678	380	2230	128
Oxygen	3744	16019	979	1093	4122	335	2651	11896	683
QVC	2476	10355	660	628	2475	281	1848	7880	528
The Science Channel	2208	9564	885	1550	6429	599	658	3135	371
Sci-Fi Channel	7914	36326	1744	5027	21816	1168	2887	14510	717
Soap Net	1287	6776	472	213	1074	201	1074	5702	361
Speed Channel	2754	12567	550	2369	10428	677	385	2139	264
Style	1412	5462	322	284	987	182	1128	4475	232
Sundance	832	3216	435	514	1854	246	318	1362	218
Superstation WGN	5228	24089	1030	3152	13315	463	2076	10775	671
TBS	14922	67663	1320	8246	35029	847	6676	32633	1182
TLC (The Learning Channel)	10690	45649	1197	4837	18829	664	5853	26820	737
Toon Disney	3534	19847	872	1511	7904	489	2023	11943	642
The Travel Channel	6994	28473	1336	3963	15246	854	3031	13227	706
TNT (Turner Network Television)	16353	71405	2538	9084	37977	1320	7269	33428	1354
TCM (Turner Classic Movies)	6417	26165	764	3525	13562	555	2892	12603	419
TV Guide Channel	5409	23845	704	2512	10570	589	2897	13275	470
TV Land	5254	25308	581	2698	11874	380	2556	13434	707
USA Network	14524	64806	1489	8068	34275	693	6456	30531	1223
VH-1	7141	34097	727	3741	17027	347	3400	17070	528
The Weather Channel	19431	79269	2158	10346	39361	1403	9085	39907	1221
WE: Women's Entertainment	2938	13132	711	658	2757	383	2280	10375	597
Cinemax	4185	18810	525	2543	10497	357	1642	8313	386
Encore	2780	12610	923	1644	6856	584	1136	5753	606
HBO	11835	48729	1202	6651	25642	801	5184	23087	870
The Movie Channel	2469	10813	367	1408	5882	325	1061	4931	390
Showtime	4929	21900	767	2883	12031	747	2046	9869	489
Starz!	4268	19722	830	2395	10032	308	1873	9690	676

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

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

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

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

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

@ = for Teenmark Database only

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

@ = for Teenmark Database only

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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