

-----  
 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
- 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

- 
- 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
- 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+

-----  
 Telephone  
 -----

- 06\*13 1- Have a telephone

-----  
 Type of Dwelling Unit  
 -----

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

\* 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.)

-----  
Languages Spoken in Home  
-----

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

Spanish, Hispanic or Latino Origin or Descent  
-----

01\*79-7 Yes

-----  
\$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

## \* 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.

**\$ 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
---	---
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