

For subscribers to the Boston Mediamarket report:

This codebook section includes codes specific to the Boston Mediamarket for newspapers, radio stations and shopping. All national data (demographic, product, magazines, TV shows, etc.) may be accessed within the Boston Mediamarket.

To match the Boston Mediamarket report volume, tabulations must be based on Boston Mediamarket respondents.

Contact your on-line service for the correct Mediamarket sample and weighting.

Include the Boston Mediamarket C\*C-P definition: 4\*78-6

	<b>Unweighted</b>	<b>Weighted (000)</b>
Adults	3020	5445
Men	1450	2643
Women	1570	2803
Female Principal Shoppers	1244	2073
Male Principal Shoppers	751	1227

Include the Boston Mediamarket C\*C-P definition: 4\*78-6

12*54-1	<b>Boston PMSA</b> Essex Middlesex Norfolk Plymouth Suffolk Rockingham Strafford	12*54-2	<b>Worcester PMSA</b> Worcester
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**County Codes**

<b>Massachusetts</b>		<b>New Hampshire</b>	
12*68-1	Barnstable	12*68-0	Cheshire
3	Essex	X	Hillsborough
4	Middlesex	Y	Merrimack
5	Nantucket	12*69-1	Rockingham
6	Norfolk	2	Strafford
7	Plymouth	4	Belknap
8	Suffolk		
9	Worcester		
12*69-5	Dukes		

The codes for each individual county are provided to enable any user to create meaningful geographic groupings. Geographic data are subject to large sampling tolerances and therefore estimates for individual counties or groups of counties are not necessarily reliable. The sample was selected to represent the Mediamarket and the major PMSA(S) and not individual count

Include the Boston Mediamarket C\*C-P definition: 4\*78-6

For these newspapers, the following codes apply for the first column of data:

**Question 1 - Frequency**

"Out of the average five issues, how many issues did you read or look into?"

- |         |                            |
|---------|----------------------------|
| 0- None | 3- Three                   |
| 1- One  | 4- Four                    |
| 2- Two  | 5- Five (for dailies only) |

**Question 2 - Average issue**

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

- 6- Yes

<b>Newspapers</b>	<b>Daily</b>	<b>Sunday</b>
Boston Globe	60*40	60*43

Read any Daily Newspaper	01*68-1
Read any Sunday Newspaper	01*68-4

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**Radio Stations**

01*49-5	WBUR	FM
01*49-6	WBZ	AM
01*49-Y	WJMN	FM
01*50-1	WKLB	FM
01*50-2	WMJX	FM
01*50-6	WROR	FM
01*50-8	WXKS	FM
01*50-0	WZLX	FM
19*45-2	WBQT	FM
55*01-5	WGBH	FM
55*01-6	WEEI	FM
76*66-3	WBZ	FM
55*01-7	WXRV	FM
32*48-2	WCRB	FM

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**Quintiles**

The definitions for the media quintiles are based on the distribution of media exposure frequencies within the local market.

Quintiles of exposure to the six media are formed separately for men and women.

Where necessary a single frequency group was randomly divided into adjacent quintiles.

**Magazines**

Number of magazines read in a four issue interval summed for all measured magazines:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	65.4%	66.2%
Quintile II	19.2%	19.8%
Quintile III	11.2%	8.7%
Quintile IV	4.2%	5.3%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.2%	91.3%
Bottom 1/2 (Light)	9.8%	8.7%

**Newspapers**

Number of newspapers read in an average 28-day period developed from a weighted average of the number of daily newspapers read in a week (weighted by 4) and the number of Sunday papers read in 4 weeks (weighted by 1):

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	100.0%	99.8%
Quintile II	0%	0.2%
Quintile III	0%	0%
Quintile IV	0%	0%
Quintile V	0%	0%
Top 1/2 (Heavy)	100.0%	100.0%
Bottom 1/2 (Light)	0%	0%

Include the Boston Mediamarket C\*C-P definition: 4\*78-6

**Radio (Total)**

Number of half hours listened per week developed from a weighted average of the number of half hours listened to in an average day:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	59.7%	61.9%
Quintile II	23.4%	22.3%
Quintile III	12.1%	10.9%
Quintile IV	4.8%	4.8%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.5%	90.7%
Bottom 1/2 (Light)	9.5%	9.3%

**Radio (Primetime)**

Number of half hours listened to Monday to Friday, 6am – 7pm, developed from a weighted average of the number of half hours listened to on an average day.

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	61.7%	59.7%
Quintile II	23.1%	23.6%
Quintile III	11.7%	12.2%
Quintile IV	3.4%	4.5%
Quintile V	0%	0%
Top 1/2 (Heavy)	91.5%	89.8%
Bottom 1/2 (Light)	8.5%	10.2%

**TV (Total)**

Number of half-hours viewed per week for all time periods developed from a weighted average day:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	48.8%	48.2%
Quintile II	25.6%	24.5%
Quintile III	15.6%	16.2%
Quintile IV	8.7%	9.2%
Quintile V	1.3%	2.0%
Top 1/2 (Heavy)	83.1%	81.5%
Bottom 1/2 (Light)	16.9%	18.5%

Include the Boston Mediamarket C\*C-P definition: 4\*78-6

**TV (Primetime)**

Number of half hours viewed per week for the day part:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	46.1%	44.7%
Quintile II	30.2%	30.1%
Quintile III	17.8%	17.7%
Quintile IV	5.8%	7.2%
Quintile V	0.1%	0.3%
Top 1/2 (Heavy)	86.7%	84.9%
Bottom 1/2 (Light)	13.3%	15.1%

**Outdoor**

Number of miles driven in town, city or suburb as driver or passenger in a car or truck in the past week:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	54.0%	56.6%
Quintile II	26.5%	23.6%
Quintile III	12.5%	13.3%
Quintile IV	5.6%	5.3%
Quintile V	1.3%	1.2%
Top 1/2 (Heavy)	87.7%	88.4%
Bottom 1/2 (Light)	12.3%	11.6%

**Internet**

Number of hours used in an average week.

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	39.8%	42.0%
Quintile II	29.5%	28.2%
Quintile III	16.3%	16.9%
Quintile IV	10.8%	9.9%
Quintile V	3.6%	3.1%
Top 1/2 (Heavy)	77.8%	79.1%
Bottom 1/2 (Light)	22.2%	20.9%

Include the Boston Mediamarket C\*C-P definition: 4\*78-6

**Terciles**

Tercile codes are available for Daytime TV. The definitions are based on the distribution of media exposure frequencies within the local market. Respondents with a zero value (i.e. non-viewers or non-users) were excluded.

Terciles are developed separately for men and for women.

Where necessary, a single frequency group was randomly divided into adjacent terciles.

**TV Daytime**

Number of half hours viewed in an average weekday between 9am and 4pm:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Tercile I (Heavy)	64.1%	62.7%
Tercile II (Medium)	25.2%	25.8%
Tercile III (Light)	10.7%	11.5%
Non-Viewers	0%	0%

**Media Quintile/Tercile codes**

The following Quintile/Tercile codes are the same for men and women. To obtain the Quintiles/Terciles for men or women, use an "and" condition with men or women.

Magazines	I (Heavy)	18*41-1	TV (Total)	I	18*44-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	18*42-1	Outdoor	I	18*45-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	18*43-1	TV (Primetime)	I	18*46-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*33-1	Internet	I	75*69-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	18*47-1
				II	-2
				III (Light)	-3

**Media Comparatives**

Heavy magazines - Heavy TV	18*41-9
Heavy magazines - Light TV	-0
Light magazines - Heavy TV	-X
Light magazines - Light TV	-Y

DEPARTMENT, CLOTHING/SHOES & SPECIALTY STORES  
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Times shopped:

- 1 In last 30 days: 0
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4
- 6 In last 30 days: 5
- 7 In last 30 days: 6-9
- 8 In last 30 days: 10-14
- 9 In last 30 days: 15+
  
- Y In last 3 months: Any

- 272\*38 Abercrombie & Fitch
- 272\*41 American Eagle Outfitters
- 272\*43 Banana Republic
- 272\*45 Bath & Body Works
- 272\*49 Big Lots

- 272\*51 Burlington
- 272\*54 Carter's
- 272\*57 Crate & Barrel
- 272\*60 Dick's Sporting Goods
- 272\*63 Dollar General

- 272\*64 Dollar Tree
- 272\*65 DSW
- 272\*68 Family Dollar
- 272\*69 Famous Footwear
- 272\*71 Five Below

- 272\*74 Forever 21
- 272\*75 The Gap
- 272\*76 H&M
- 272\*77 Hallmark Gold Crown
- 272\*78 Hobby Lobby

- 272\*80 HomeGoods
- 273\*01 J.Crew
- 273\*02 JCPenney
- 273\*03 JOANN
- 273\*05 Kohl's

- 273\*07 LOFT
- 273\*08 Macy's
- 273\*09 Marshalls
- 273\*12 Michaels
- 273\*15 Nordstrom

- 273\*16 Nordstrom Rack
- 273\*17 Old Navy
- 273\*21 REI co-op
- 273\*25 Sephora
- 273\*28 Talbots

- 273\*29 Target
- 273\*30 T.J. Maxx
- 273\*31 Ulta
- 273\*33 Victoria's Secret
- 273\*34 Walmart

DRUG STORES  
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Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4
- 6 In last 30 days: 5
- 7 In last 30 days: 6-9
- 8 In last 30 days: 10-14
- 9 In last 30 days: 15+
  
- Y In last 6 months: Any

- 273\*36 CVS Pharmacy
- 273\*40 Rite Aid
- 273\*44 Walmart Pharmacy
- 273\*45 Walgreens

APPLIANCE, HARDWARE & ELECTRONICS STORES  
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Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4+
  
- Y In last 12 months: Any

Appliance and Hardware Stores:

- 273\*48 Aubuchon Hardware
- 273\*49 Ace Hardware
- 273\*51 Harbor Freight
- 273\*52 Home Depot
- 273\*54 Lowe's
  
- 273\*57 Sherwin-Williams
- 273\*58 Tractor Supply Co
- 273\*59 True Value

Electronics stores:

- 273\*62 Apple Store
- 273\*63 Best Buy

FOOD/WAREHOUSE/CLUB STORES  
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Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4
- 6 In last 30 days: 5
- 7 In last 30 days: 6-9
- 8 In last 30 days: 10-14
- 9 In last 30 days: 15+
  
- Y In last 6 months: Any

Grocery Stores:

- 271\*50 ALDI
- 271\*51 Big Y
- 271\*55 DeMoulas/Market Basket
- 271\*69 H Mart
- 271\*70 Hannaford
  
- 272\*08 Price Chopper
- 272\*13 7-Eleven
- 272\*15 Shaw's
- 272\*20 Stop & Shop
- 272\*22 Target (grocery)
  
- 272\*24 Trader Joe's
- 272\*27 Walmart Neighborhood Market
- 272\*28 Walmart Supercenter (grocery)
- 272\*30 Wegmans
- 272\*31 Whole Foods Market

Warehouse/Club Stores:

- 272\*33 BJ's Wholesale Club
- 272\*34 Costco Wholesale
- 272\*35 Sam's Club

FURNITURE STORES  
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Times shopped:

- 1 In last 12 months: 1
- 2 In last 12 months: 2
- 3 In last 12 months: 3
- 4 In last 12 months: 4+
- Y In last 12 months: Any

- 236\*48 Bob's Discount Furniture
- 236\*51 IKEA
- 236\*62 Other

OFFICE/COMPUTER SUPPLY STORES  
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Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4+
  
- Y In last 12 months: Any

- 273\*68 FedEx Office
- 273\*71 Staples

SHOPPING MALLS AND SHOPPING CENTERS - Boston  
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Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4+
  
- Y In last 6 months: Any

- 275\*54 Burlington Mall
- 275\*55 Copley Place
- 275\*56 Downtown Crossing
- 275\*57 Faneuil Hall/Quincy Market
- 275\*59 Mall at Rockingham Park

- 275\*60 Mall of New Hampshire
- 275\*61 Liberty Tree Mall
- 275\*62 Natick Mall
- 275\*63 Northshore Mall
- 275\*64 Pheasant Lane Mall

- 275\*65 South Shore Plaza
- 276\*01 Other