

For subscribers to the Chicago Mediamarket report:

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

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

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

Include the Chicago Mediamarket C\*C-P definition: 4\*78-3

	<b>Unweighted</b>	<b>Weighted (000)</b>
Adults	5256	7570
Men	2515	3690
Women	2741	3881
Female Principal Shoppers	2204	2951
Male Principal Shoppers	1288	1692

Include the Chicago Mediamarket C\*C-P definition: 4\*78-3

12\*51-1      **Chicago PMSA**  
Cook  
De Kalb  
Du Page  
Grundy  
Jasper, IN  
Kane  
Kendall  
Lake, IL  
Lake, IN  
McHenry  
Newton, IN  
Porter, IN  
Will

**County Codes**

<b>Illinois</b>		<b>Indiana</b>	
12*63-1	Cook	12*64 -2	Jasper, IN
2	De Kalb	3	Lake, IN
3	Du Page	4	La Porte, IN
4	Grundy	6	Porter, IN
6	Kane	7	Newton, IN
7	Kankakee		
8	Kendall		
9	Lake, IL		
0	La Salle		
Y	McHenry		
12*64-1	Will		

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 counties.

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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>
Chicago Daily Herald		60*60
Chicago Sun Times	60*28	60*30
Chicago Tribune	60*29	60*31

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

Include the Chicago Mediamarket C\*C-P definition: 4\*78-3

**Radio Stations**

01*40-1	WBBM	AM
01*40-2	WBBM	FM
01*40-3	WBEZ	FM
01*40-5	WDRV	FM
01*40-7	WGCI	FM
01*40-8	WGN	AM
01*40-0	WKQX	FM
01*40-X	WKSC	FM
01*40-Y	WLIT	FM
01*41-1	WLS	AM
01*41-3	WMVP	AM
01*41-6	WPWX	FM
01*41-7	WSCR	AM
01*41-8	WTMX	FM
26*31-5	WBMX	FM
01*41-9	WUSN	FM
01*41-0	WVAZ	FM
01*41-X	WXRT	FM
26*31-9	WOJO	FM
26*31-0	WTBC (previously measured as WSHE FM)	FM
26*31-X	WFMT	FM
32*46-1	WCHI	FM
32*46-4	WLEY	FM
75*74-6	WLS	FM
32*46-3	WVIV	FM

Include the Chicago Mediamarket C\*C-P definition: 4\*78-3

**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	67.2%	65.2%
Quintile II	19.3%	20.2%
Quintile III	8.1%	8.7%
Quintile IV	5.4%	6.0%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.9%	90.8%
Bottom 1/2 (Light)	9.1%	9.2%

**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	99.3%	98.7%
Quintile II	0.7%	1.3%
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 Chicago Mediamarket C\*C-P definition: 4\*78-3

**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	60.5%	60.3%
Quintile II	22.8%	22.8%
Quintile III	11.7%	11.4%
Quintile IV	5.0%	5.6%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.4%	89.8%
Bottom 1/2 (Light)	9.6%	10.2%

**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	59.5%	59.1%
Quintile II	24.0%	23.2%
Quintile III	11.9%	12.1%
Quintile IV	4.6%	5.6%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.5%	89.4%
Bottom 1/2 (Light)	9.5%	10.6%

**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	49.0%	46.6%
Quintile II	25.6%	25.4%
Quintile III	15.9%	16.2%
Quintile IV	8.2%	9.6%
Quintile V	1.2%	2.2%
Top 1/2 (Heavy)	83.5%	81.0%
Bottom 1/2 (Light)	16.5%	19.0%

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**TV (Primetime)**

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

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	46.2%	43.0%
Quintile II	30.9%	30.0%
Quintile III	17.2%	18.8%
Quintile IV	5.7%	7.6%
Quintile V	0.0%	0.6%
Top 1/2 (Heavy)	87.1%	84.1%
Bottom 1/2 (Light)	12.9%	15.9%

**Outdoor**

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

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	58.7%	62.5%
Quintile II	24.1%	21.8%
Quintile III	11.4%	10.3%
Quintile IV	4.7%	4.4%
Quintile V	1.0%	1.0%
Top 1/2 (Heavy)	89.7%	90.4%
Bottom 1/2 (Light)	10.3%	9.6%

**Internet**

Number of hours used in an average week.

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	41.9%	41.2%
Quintile II	29.2%	28.6%
Quintile III	16.6%	16.6%
Quintile IV	9.8%	10.8%
Quintile V	2.5%	2.8%
Top 1/2 (Heavy)	79.9%	78.4%
Bottom 1/2 (Light)	20.1%	21.6%

Include the Chicago Mediamarket C\*C-P definition: 4\*78-3

**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:

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Tercile I (Heavy)	61.7%	59.5%
Tercile II (Medium)	26.2%	28.1%
Tercile III (Light)	12.2%	12.3%
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*17-1	TV (Total)	I	18*20-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	18*18-1	Outdoor	I	18*21-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	18*19-1	TV (Primetime)	I	18*22-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*30-1	Internet	I	75*66-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	18*23-1
				II	-2
				III (Light)	-3

**Media Comparatives**

Heavy magazines - Heavy TV	18*17-9
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\*40 Aéropostale
- 272\*41 American Eagle Outfitters
- 272\*42 Ann Taylor
- 272\*43 Banana Republic
  
- 272\*45 Bath & Body Works
- 272\*49 Big Lots
- 272\*50 Bloomingdale's
- 272\*51 Burlington
- 272\*54 Carter's
  
- 272\*55 Champs Sports
- 272\*56 Chico's
- 272\*57 Crate & Barrel
- 272\*59 dd's Discounts
- 272\*60 Dick's Sporting Goods
  
- 272\*62 The Disney Store
- 272\*63 Dollar General
- 272\*64 Dollar Tree
- 272\*65 DSW
- 272\*66 Eddie Bauer
  
- 272\*67 Express
- 272\*68 Family Dollar
- 272\*69 Famous Footwear
- 272\*70 Finish Line
- 272\*71 Five Below
  
- 272\*73 Foot Locker
- 272\*74 Forever 21
- 272\*75 The Gap
- 272\*76 H&M
- 272\*77 Hallmark Gold Crown
  
- 272\*78 Hobby Lobby
- 272\*79 Hollister
- 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\*10 Meijer
- 273\*11 Men's Wearhouse
- 273\*12 Michaels
- 273\*15 Nordstrom
- 273\*16 Nordstrom Rack
  
- 273\*17 Old Navy
- 273\*21 REI co-op
- 273\*22 Ross Stores
- 273\*23 Saks Fifth Avenue
- 273\*25 Sephora
  
- 273\*26 Shoe Carnival
- 273\*29 Target
- 273\*30 T.J. Maxx
- 273\*31 Ulta
- 273\*33 Victoria's Secret

DEPARTMENT, CLOTHING/SHOES & SPECIALTY STORES  
(CONTINUED)  
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Times shopped: (CONTINUED)

- 273\*34 Walmart
- 273\*35 Williams Sonoma

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\*39 Jewel-Osco Pharmacy
- 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\*49 Ace Hardware
- 273\*50 Floor & Decor
- 273\*51 Harbor Freight
- 273\*52 Home Depot
- 273\*54 Lowe's
  
- 273\*55 Menards
- 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\*49 Albertsons
- 271\*50 ALDI
- 271\*59 Food 4 Less
- 271\*69 H Mart
- 271\*73 Hy-Vee
- 271\*75 Jewel-Osco
- 271\*79 Kroger
- 272\*02 Meijer
- 272\*09 Publix
- 272\*12 Save A Lot
- 272\*13 7-Eleven
- 272\*22 Target (grocery)
- 272\*24 Trader Joe's
- 272\*27 Walmart Neighborhood Market
- 272\*28 Walmart Supercenter (grocery)
- 272\*31 Whole Foods Market

Warehouse/Club Stores:

- 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\*47 Ashley
- 236\*48 Bob's Discount Furniture
- 236\*51 IKEA
- 236\*52 La-Z-Boy
- 236\*59 Value City Furniture
- 236\*61 World Market
- 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\*69 Office Depot
- 273\*70 OfficeMax
- 273\*71 Staples

SHOPPING MALLS AND SHOPPING CENTERS - Chicago  
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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

- 274\*50 Chicago Ridge Mall
- 274\*51 Ford City Mall
- 274\*52 Fox Valley Mall
- 274\*53 Golf Mill
- 274\*54 Gurnee Mills
- 274\*55 Hawthorn
- 274\*57 Northbrook Court
- 274\*58 North Riverside Park Mall
- 274\*59 Oakbrook Center
- 274\*60 Orland Park Place
- 274\*61 Orland Square
- 274\*63 River Oaks Center
- 274\*64 Southlake Mall
- 274\*65 Water Tower Place
- 274\*66 Westfield Old Orchard
- 274\*67 Woodfield Mall
- 274\*68 Yorktown Center
- 274\*77 Other