

For subscribers to the Dallas - Fort Worth Mediamarket report:

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

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

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

Include the Dallas Mediamarket C*C-P definition: 4*78-0

	Unweighted	Weighted (000)
Adults	3082	6665
Men	1496	3265
Women	1586	3400
Female Principal Shoppers	1289	2595
Male Principal Shoppers	720	1465

Include the Dallas - Fort Worth Mediamarket C*C-P definition: 4*78-0

12*58-1	Dallas PMSA	12*58-2	Fort Worth PMSA
	Collin		Hood
	Dallas		Johnson
	Delta		Parker
	Denton		Tarrant
	Ellis		
	Hunt		
	Kaufman		
	Rockwall		
	Somervell		
	Wise		

County Codes

	Texas		
12*76-1	Anderson	26*28-1	Comanche
3	Collin	2	Hill
5	Cooke	3	Hopkins
6	Dallas	4	Palo Pinto
7	Delta	5	Somervell
8	Denton	6	Red River
9	Ellis	7	Erath
X	Fannin	8	Hamilton
Y	Freestone	9	Bosque
12*77-2	Henderson		
4	Hood		
6	Hunt		
7	Jack		
8	Johnson		
9	Kaufman		
0	Lamar		
X	Navarro		
12*78-1	Parker		
2	Rains		
3	Rockwall		
5	Tarrant		
6	Van Zandt		
7	Wise		

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.

Include the Dallas - Fort Worth Mediamarket C*C-P definition: 4*78-0

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

Newspapers	Daily	Sunday
Dallas Morning News		60*57

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

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Radio Stations

01*66-1	KBFB	FM
01*66-2	KDGE	FM
01*66-3	KDMX	FM
01*66-4	KEGL	FM
01*66-6	KHKS	FM
01*66-7	KKDA	FM
01*66-0	KLTY	FM
01*69-1	KPLX	FM
01*69-4	KSCS	FM
01*69-7	KZPS	FM
01*69-8	WBAP	AM
01*69-0	KERA	FM
56*77-7	KRNB	FM

Include the Dallas - Fort Worth Mediamarket C*C-P definition: 4*78-0

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:

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	71.0%	66.8%
Quintile II	17.4%	20.0%
Quintile III	7.8%	8.5%
Quintile IV	3.9%	4.6%
Quintile V	0%	0%
Top 1/2 (Heavy)	92.2%	91.8%
Bottom 1/2 (Light)	7.8%	8.2%

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):

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	100.0%	100.0%
Quintile II	0%	0%
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 Dallas - Fort Worth Mediamarket C*C-P definition: 4*78-0

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:

	Men	Women
	Share of Volume	Share of Volume
Quintile I	61.3%	60.7%
Quintile II	21.9%	22.3%
Quintile III	11.4%	11.8%
Quintile IV	5.5%	5.3%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.1%	90.3%
Bottom 1/2 (Light)	9.9%	9.7%

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.

	Men	Women
	Share of Volume	Share of Volume
Quintile I	60.3%	59.2%
Quintile II	22.9%	23.7%
Quintile III	11.5%	12.4%
Quintile IV	5.2%	4.7%
Quintile V	0%	0%
Top 1/2 (Heavy)	89.9%	89.8%
Bottom 1/2 (Light)	10.1%	10.2%

TV (Total)

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

	Men	Women
	Share of Volume	Share of Volume
Quintile I	48.2%	48.9%
Quintile II	25.9%	25.8%
Quintile III	16.3%	15.5%
Quintile IV	8.6%	8.2%
Quintile V	1.0%	1.6%
Top 1/2 (Heavy)	83.2%	83.5%
Bottom 1/2 (Light)	16.8%	16.5%

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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	45.9%	45.2%
Quintile II	31.5%	30.4%
Quintile III	17.0%	17.9%
Quintile IV	5.5%	6.3%
Quintile V	0%	0.2%
Top 1/2 (Heavy)	87.5%	86.0%
Bottom 1/2 (Light)	12.5%	14.0%

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	51.5%	58.0%
Quintile II	27.1%	22.5%
Quintile III	13.6%	12.4%
Quintile IV	6.3%	5.8%
Quintile V	1.4%	1.3%
Top 1/2 (Heavy)	86.1%	88.1%
Bottom 1/2 (Light)	13.9%	11.9%

Internet

Number of hours used in an average week.

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	39.5%	39.3%
Quintile II	29.7%	29.9%
Quintile III	17.1%	16.7%
Quintile IV	11.2%	11.3%
Quintile V	2.4%	2.9%
Top 1/2 (Heavy)	78.5%	78.0%
Bottom 1/2 (Light)	21.5%	22.0%

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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)	61.5%	60.8%
Tercile II (Medium)	26.4%	27.5%
Tercile III (Light)	12.1%	11.7%
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)	16*73-1	TV (Total)	I	16*76-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	16*74-1	Outdoor	I	16*77-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	16*75-1	TV (Primetime)	I	16*78-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*36-1	Internet	I	75*73-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	16*79-1
				II	-2
				III (Light)	-3

Media Comparatives

Heavy magazines - Heavy TV	16*73-9
Heavy magazines - Light TV	-0
Light magazines - Heavy TV	-X
Light magazines - Light TV	-Y

DEPARTMENT, CLOTHING/SHOES & SPECIALTY STORES

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*39 Academy Sports + Outdoors
- 272*40 Aéropostale
- 272*41 American Eagle Outfitters
- 272*43 Banana Republic

- 272*45 Bath & Body Works
- 272*46 Bealls
- 272*47 Belk
- 272*49 Big Lots
- 272*51 Burlington

- 272*54 Carter's
- 272*59 dd's Discounts
- 272*60 Dick's Sporting Goods
- 272*61 Dillard's
- 272*62 The Disney Store

- 272*63 Dollar General
- 272*64 Dollar Tree
- 272*65 DSW
- 272*68 Family Dollar
- 272*69 Famous Footwear

- 272*71 Five Below
- 272*73 Foot Locker
- 272*74 Forever 21
- 272*75 The Gap
- 272*76 H&M

- 272*78 Hobby Lobby
- 272*80 HomeGoods
- 273*02 JCPenney
- 273*03 JOANN
- 273*05 Kohl's

- 273*08 Macy's
- 273*09 Marshalls
- 273*12 Michaels
- 273*15 Nordstrom
- 273*16 Nordstrom Rack

- 273*17 Old Navy
- 273*22 Ross Stores
- 273*25 Sephora
- 273*29 Target
- 273*30 T.J. Maxx

- 273*31 Ulta
- 273*33 Victoria's Secret
- 273*34 Walmart

DRUG STORES

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*43 Tom Thumb
- 273*44 Walmart Pharmacy
- 273*45 Walgreens

APPLIANCE, HARDWARE & ELECTRONICS STORES

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*51 Harbor Freight
- 273*52 Home Depot
- 273*54 Lowe's
- 273*57 Sherwin-Williams

- 273*58 Tractor Supply Co

Electronics stores:

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

FOOD/WAREHOUSE/CLUB STORES

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*56 Fiesta
- 271*69 H Mart
- 271*72 H-E-B

- 271*79 Kroger
- 272*04 99 Ranch Market
- 272*13 7-Eleven
- 272*18 Sprouts Farmers Market
- 272*22 Target (grocery)
- 272*23 Tom Thumb
- 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

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*51 IKEA
- 236*53 Living Spaces
- 236*58 Rooms To Go
- 236*62 Other

OFFICE/COMPUTER SUPPLY STORES

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 - Dallas

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

- 277*06 Galleria
- 277*07 Grapevine Mills
- 277*08 Hulen Mall
- 277*10 North East Mall
- 277*11 Northpark
- 277*12 The Parks at Arlington
- 277*14 Stonebriar Centre
- 277*15 Town East Mall
- 277*33 Other