

For subscribers to the Houston Mediamarket report:

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

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

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

Include the Houston Mediamarket C*C-P definition: 4*78-X

	Unweighted	Weighted (000)
Adults	3086	5892
Men	1497	2893
Women	1589	2999
Female Principal Shoppers	1288	2293
Male Principal Shoppers	737	1210

Include the Houston Mediamarket C*C-P definition: 04*78-X

12*55-2

Houston PMSA

Austin
Brazoria
Chambers
Fort Bend
Galveston
Harris
Liberty
Montgomery
Waller

County Codes

Texas
26*26-1 Brazoria
2 Chambers
3 Colorado
4 Fort Bend
5 Galveston
6 Harris
7 Liberty
8 Montgomery
9 Polk
0 San Jacinto
X Trinity
Y Walker

26*27-1 Waller
2 Wharton
3 Grimes
4 Matagorda
5 Washington
7 Austin
8 Calhoun
9 Jackson

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 Houston Mediamarket C*C-P definition: 04*78-X

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
Houston Chronicle	26*29	26*30

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

Include the Houston Mediamarket C*C-P definition: 04*78-X

Radio Stations

26*33-1	KBXX	FM
26*33-2	KHMX	FM
26*33-4	KILT	FM
26*33-5	KKBQ	FM
26*33-6	KKHH	FM
26*33-7	KLOL	FM
26*33-9	KMJQ	FM
26*33-0	KODA	FM
26*33-Y	KQBT	FM
26*34-1	KRBE	FM
26*34-2	KSBJ	FM
26*34-3	KTBZ	FM
26*34-5	KTRH	AM
26*34-8	KGLK	FM
26*34-9	KUHF	FM

Include the Houston Mediamarket C*C-P definition: 4*78-X

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	69.5%	67.3%
Quintile II	19.2%	19.7%
Quintile III	7.9%	8.5%
Quintile IV	3.4%	4.5%
Quintile V	0%	0%
Top 1/2 (Heavy)	92.6%	92.3%
Bottom 1/2 (Light)	7.4%	7.7%

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):

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	100.0%	100%
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 Houston Mediamarket C*C-P definition: 4*78-X

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
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	57.8%	59.4%
Quintile II	23.7%	22.1%
Quintile III	12.2%	12.1%
Quintile IV	6.1%	6.2%
Quintile V	0.2%	0.2%
Top 1/2 (Heavy)	89.0%	88.5%
Bottom 1/2 (Light)	11.0%	11.5%

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
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	58.0%	57.3%
Quintile II	24.0%	23.9%
Quintile III	12.2%	12.5%
Quintile IV	5.8%	6.3%
Quintile V	0%	0%
Top 1/2 (Heavy)	89.2%	88.7%
Bottom 1/2 (Light)	10.8%	11.3%

TV (Total)

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

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	46.7%	47.2%
Quintile II	25.3%	25.1%
Quintile III	16.6%	15.9%
Quintile IV	9.6%	9.2%
Quintile V	1.9%	2.6%
Top 1/2 (Heavy)	81.2%	81.3%
Bottom 1/2 (Light)	18.8%	18.7%

Include the Houston Mediamarket C*C-P definition: 4*78-X

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	45.5%	43.9%
Quintile II	30.0%	30.3%
Quintile III	17.7%	18.0%
Quintile IV	6.7%	7.4%
Quintile V	0.1%	0.5%
Top 1/2 (Heavy)	85.5%	84.7%
Bottom 1/2 (Light)	14.5%	15.3%

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	54.4%	57.5%
Quintile II	25.9%	22.6%
Quintile III	12.6%	12.7%
Quintile IV	5.8%	6.0%
Quintile V	1.3%	1.3%
Top 1/2 (Heavy)	87.6%	87.8%
Bottom 1/2 (Light)	12.4%	12.2%

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%	39.5%
Quintile II	30.1%	30.4%
Quintile III	17.0%	16.9%
Quintile IV	10.6%	10.5%
Quintile V	2.8%	2.8%
Top 1/2 (Heavy)	79.0%	79.1%
Bottom 1/2 (Light)	21.0%	20.9%

Include the Houston Mediamarket C*C-P definition: 4*78-X

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)	63.1%	60.0%
Tercile II (Medium)	25.2%	27.9%
Tercile III (Light)	11.7%	12.0%
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)	26*36-1	TV (Total)	I	26*39-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	26*37-1	Outdoor	I	26*40-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	26*38-1	TV (Primetime)	I	26*41-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	26*44-1	Internet	I	26*43-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	26*42-1
				II	-2
				III (Light)	-3

Media Comparatives

Heavy magazines - Heavy TV	26*36-9
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*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*63 Dollar General
- 272*64 Dollar Tree
- 272*65 DSW

- 272*67 Express
- 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*77 Hallmark Gold Crown
- 272*78 Hobby Lobby

- 272*79 Hollister
- 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*26 Shoe Carnival
- 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*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*50 Floor & Decor
- 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*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*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*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 - Houston

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

- 276*02 Baybrook Mall
- 276*03 Deerbrook Mall
- 276*04 First Colony Mall
- 276*05 The Galleria
- 276*07 Katy Mills

- 276*08 Memorial City Mall
- 276*10 Willowbrook Mall
- 276*11 The Woodlands Mall
- 276*29 Other