

For subscribers to the Los Angeles Mediamarket report:

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

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

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

Include the Los Angeles Mediamarket C\*C-P definition: 4\*78-2

	<b>Unweighted</b>	<b>Weighted (000)</b>
Adults	5400	14554
Men	2760	7146
Women	2640	7409
Female Principal Shoppers	2025	5240
Male Principal Shoppers	1377	2933

Include the Los Angeles Mediamarket C\*C-P definition: 4\*78-2

12\*50-1 **Anaheim/ Santa Ana PMSA**  
Orange

12\*50-2 **Los Angeles – Long Beach PMSA**  
Los Angeles

**County Codes**

**California**  
12\*62-2 Los Angeles  
3 Orange  
4 Riverside  
5 San Bernardino  
6 Ventura  
7 Inyo

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 Los Angeles Mediamarket C\*C-P definition: 4\*78-2

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>
Los Angeles Daily News		32*42
Los Angeles Times	60*21	60*24
Orange County Register		60*26

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

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**Radio Stations**

01*37-2	KBIG	FM
01*37-4	KCBS	FM
01*37-5	KCRW	FM
01*37-6	KFI	AM
01*37-8	KGGI	FM
01*37-9	KRRL	FM
01*37-0	KIIS	FM
01*38-2	KLOS	FM
01*38-4	KLVE	FM
01*38-6	KNX	AM
01*38-7	KOST	FM
01*38-8	KPWR	FM
01*38-9	KROQ	FM
01*38-0	KRTH	FM
01*38-X	KTWV	FM
01*38-Y	KUSC	FM
01*39-2	KYSR	FM
56*77-3	KPCC	FM
71*75-3	KKGO	FM
76*66-2	KDAY	FM
76*66-9	KXOL	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	69.7%	64.4%
Quintile II	17.9%	21.2%
Quintile III	7.7%	9.2%
Quintile IV	4.6%	5.2%
Quintile V	0%	0%
Top 1/2 (Heavy)	91.7%	91.4%
Bottom 1/2 (Light)	8.3%	8.6%

**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	99.6%	100.0%
Quintile II	0.4%	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%

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**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	59.6%	60.7%
Quintile II	23.2%	22.4%
Quintile III	12.2%	11.8%
Quintile IV	5.1%	5.0%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.1%	90.4%
Bottom 1/2 (Light)	9.9%	9.6%

**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	59.1%	59.1%
Quintile II	24.0%	23.9%
Quintile III	12.3%	12.4%
Quintile IV	4.6%	4.6%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.6%	90.2%
Bottom 1/2 (Light)	9.4%	9.8%

**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	48.5%	48.7%
Quintile II	26.0%	25.2%
Quintile III	16.3%	15.7%
Quintile IV	8.2%	8.7%
Quintile V	1.1%	1.7%
Top 1/2 (Heavy)	83.6%	82.7%
Bottom 1/2 (Light)	16.4%	17.3%

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**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	50.0%	48.5%
Quintile II	29.9%	30.2%
Quintile III	15.9%	16.4%
Quintile IV	4.3%	4.9%
Quintile V	0%	0%
Top 1/2 (Heavy)	89.4%	88.2%
Bottom 1/2 (Light)	10.6%	11.8%

**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	58.3%	60.5%
Quintile II	23.5%	23.2%
Quintile III	12.3%	10.2%
Quintile IV	4.9%	5.1%
Quintile V	1.0%	0.9%
Top 1/2 (Heavy)	89.2%	89.4%
Bottom 1/2 (Light)	10.8%	10.6%

**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	40.1%	40.2%
Quintile II	30.3%	29.0%
Quintile III	16.6%	16.6%
Quintile IV	10.4%	11.0%
Quintile V	2.6%	3.2%
Top 1/2 (Heavy)	79.1%	77.8%
Bottom 1/2 (Light)	20.9%	22.2%

Include the Los Angeles Mediamarket C\*C-P definition: 4\*78-2

**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)	61.2%	61.2%
Tercile II (Medium)	27.4%	27.3%
Tercile III (Light)	11.4%	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*09-1	TV (Total)	I	18*12-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	18*10-1	Outdoor	I	18*13-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	18*11-1	TV (Primetime)	I	18*14-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*29-1	Internet	I	75*65-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	18*15-1
				II	-2
				III (Light)	-3

**Media Comparatives**

Heavy magazines - Heavy TV	18*09-9
Heavy magazines - Light TV	-0
Light magazines - Heavy TV	-X
Light magazines - Light TV	-Y

DEPARTMENT, CLOTHING/SHOES & SPECIALTY STORES

DRUG STORES

Times shopped:

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

- 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

- 272\*38 Abercrombie & Fitch
- 272\*40 Aéropostale
- 272\*41 American Eagle Outfitters
- 272\*43 Banana Republic
- 272\*45 Bath & Body Works

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

- 272\*49 Big Lots
- 272\*50 Bloomingdale's
- 272\*51 Burlington
- 272\*54 Carter's
- 272\*55 Champs Sports

APPLIANCE, HARDWARE & ELECTRONICS STORES

- 272\*59 dd's Discounts
- 272\*60 Dick's Sporting Goods
- 272\*62 The Disney Store
- 272\*63 Dollar General
- 272\*64 Dollar Tree

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

- 272\*65 DSW
- 272\*67 Express
- 272\*68 Family Dollar
- 272\*69 Famous Footwear
- 272\*70 Finish Line

Appliance and Hardware Stores:

- 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\*49 Ace Hardware
- 273\*50 Floor & Decor
- 273\*51 Harbor Freight
- 273\*52 Home Depot
- 273\*54 Lowe's
- 273\*58 Tractor Supply Co
- 273\*59 True Value

Electronics stores:

- 273\*02 JCPenney
- 273\*03 JOANN
- 273\*05 Kohl's
- 273\*08 Macy's
- 273\*09 Marshalls

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

- 273\*12 Michaels
- 273\*15 Nordstrom
- 273\*16 Nordstrom Rack
- 273\*17 Old Navy
- 273\*18 PacSun

- 273\*19 Pottery Barn
- 273\*21 REI co-op
- 273\*22 Ross Stores
- 273\*23 Saks Fifth Avenue
- 273\*25 Sephora

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

- 273\*35 Williams Sonoma

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\*79 Kroger
- 272\*04 99 Ranch Market
- 272\*05 Northgate Gonzalez Market
- 272\*06 Pavilions
- 272\*10 Ralphs
- 272\*11 Safeway
- 272\*13 7-Eleven
- 272\*18 Sprouts Farmers Market
- 272\*19 Stater Brothers
- 272\*21 Superior Grocers
- 272\*22 Target (grocery)
- 272\*24 Trader Joe's
- 272\*25 Vallarta Supermarkets
- 272\*26 Vons
- 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\*53 Living Spaces
- 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 - Los Angeles  
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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\*22 Brea Mall
- 274\*23 Burbank Town Center
- 274\*24 Del Amo Fashion Center
- 274\*25 Glendale Galleria
- 274\*26 Lakewood Center Mall
- 274\*27 MainPlace Mall
- 274\*28 Montclair Plaza
- 274\*29 Moreno Valley Mall
- 274\*30 Northridge Fashion Center
- 274\*31 The Outlets at Orange
- 274\*32 Plaza West Covina
- 274\*33 South Coast Plaza
- 274\*34 Galleria at Tyler
- 274\*35 Westfield Century City
- 274\*36 Westfield Culver City
- 274\*37 Westfield Fashion Square
- 274\*38 Westfield Topanga
- 274\*39 Westminster Mall
- 274\*49 Other