

For subscribers to the Miami Mediamarket report:

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

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

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

Include the Miami Mediamarket C*C-P definition: 76*15-1

	Unweighted	Weighted (000)
Adults	2266	5232
Men	1110	2520
Women	1156	2712
Female Principal Shoppers	908	1905
Male Principal Shoppers	578	1217

Include the Miami Mediamarket C*C-P definition: 76*15-1

76*15-2	Miami-Dade PMSA Miami-Dade	76*15-3	Broward PMSA Broward	76*15-4	Monroe PMSA Monroe
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County Codes

Florida

76*15-5	Miami-Dade
-6	Broward
-7	Monroe
-8	Palm Beach
-9	Martin

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 Miami Mediamarket C*C-P definition: 76*15-1

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

Include the Miami Mediamarket C*C-P definition: 76*15-1

Radio Stations

19*79-1	WAMR	FM
19*79-2	WPOW	FM
19*79-3	WEDR	FM
19*79-4	WFEZ	FM
19*79-5	WHQT	FM
19*79-6	WHYI	FM
19*79-7	WKIS	FM
19*79-0	WMIB	FM
19*79-Y	WRMA	FM
19*79-9	WLYF	FM

Include the Miami Mediamarket C*C-P definition: 76*15-1

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	70.4%	67.5%
Quintile II	17.4%	20.1%
Quintile III	8.0%	8.1%
Quintile IV	4.2%	4.3%
Quintile V	0%	0%
Top 1/2 (Heavy)	91.8%	92.4%
Bottom 1/2 (Light)	8.2%	7.6%

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):

	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 Miami Mediamarket C*C-P definition: 76*15-1

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	59.2%	61.0%
Quintile II	23.5%	21.6%
Quintile III	12.2%	11.3%
Quintile IV	5.1%	6.1%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.0%	89.5%
Bottom 1/2 (Light)	10.0%	10.5%

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	56.6%	60.6%
Quintile II	25.0%	22.4%
Quintile III	13.3%	12.5%
Quintile IV	5.2%	4.5%
Quintile V	0%	0%
Top 1/2 (Heavy)	89.9%	89.6%
Bottom 1/2 (Light)	10.1%	10.4%

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	49.6%	46.9%
Quintile II	25.3%	25.1%
Quintile III	15.6%	16.7%
Quintile IV	8.2%	9.1%
Quintile V	1.3%	2.3%
Top 1/2 (Heavy)	83.7%	81.0%
Bottom 1/2 (Light)	16.3%	19.0%

Include the Miami Mediamarket C*C-P definition: 76*15-1

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	46.4%	42.5%
Quintile II	30.7%	30.5%
Quintile III	17.3%	19.2%
Quintile IV	5.7%	7.5%
Quintile V	0%	0.3%
Top 1/2 (Heavy)	87.0%	84.2%
Bottom 1/2 (Light)	13.0%	15.8%

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	60.3%	62.4%
Quintile II	22.7%	20.6%
Quintile III	11.5%	11.2%
Quintile IV	4.8%	5.0%
Quintile V	0.7%	0.7%
Top 1/2 (Heavy)	89.6%	89.9%
Bottom 1/2 (Light)	10.4%	10.1%

Internet

Number of hours used in an average week.

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	40.9%	39.9%
Quintile II	30.0%	30.4%
Quintile III	17.0%	16.8%
Quintile IV	9.9%	10.3%
Quintile V	2.2%	2.7%
Top 1/2 (Heavy)	79.8%	79.3%
Bottom 1/2 (Light)	20.2%	20.7%

Include the Miami Mediamarket C*C-P definition: 76*15-1

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)	60.3%	62.4%
Tercile II (Medium)	27.6%	26.4%
Tercile III (Light)	12.1%	11.2%
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)	76*16-1	TV (Total)	I	76*19-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	76*17-1	Outdoor	I	76*20-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	76*18-1	TV (Primetime)	I	76*21-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	76*24-1	Internet	I	76*23-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	76*22-1
				II	-2
				III (Light)	-3

Media Comparatives

Heavy magazines - Heavy TV	76*16-9
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*40 Aéropostale
- 272*41 American Eagle Outfitters
- 272*45 Bath & Body Works
- 272*46 Bealls

- 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*71 Five Below
- 272*73 Foot Locker
- 272*74 Forever 21
- 272*75 The Gap

- 272*76 H&M
- 272*78 Hobby Lobby
- 272*79 Hollister
- 272*80 HomeGoods
- 273*02 JCPenney

- 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*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

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

Electronics stores:

- 273*62 Apple Store
- 273*63 Best Buy
- 273*64 BrandsMart USA

FOOD/WAREHOUSE/CLUB STORES

SHOPPING MALLS AND SHOPPING CENTERS - Miami

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*63 Fresco y Mas
- 272*09 Publix
- 272*13 7-Eleven
- 272*14 Sedano's

- 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*29 Wawa
- 272*31 Whole Foods Market
- 272*32 Winn-Dixie

Warehouse/Club Stores:

- 272*33 BJ's Wholesale Club
- 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

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*34 Aventura Mall
- 277*35 Broward Mall
- 277*36 Coral Square
- 277*37 Dadeland Mall
- 277*38 Dolphin Mall

- 277*39 The Falls
- 277*40 The Galleria at Fort Lauderdale
- 277*41 The Gardens Mall
- 277*42 The Mall at Wellington Green
- 277*43 Miami International Mall

- 277*44 Palm Beach Outlets
- 277*45 Pembroke Lakes Mall
- 277*47 Sawgrass Mills
- 277*48 Town Center at Boca Raton
- 277*61 Other