

For subscribers to the New York Mediamarket report:

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

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

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

Include the New York Mediamarket C*C-P definition: 4*78-1

	Unweighted	Weighted (000)
Adults	8342	17234
Men	4040	8282
Women	4302	8952
Female Principal Shoppers	3362	6426
Male Principal Shoppers	2243	3922

Include the New York Mediamarket C*C-P definition: 4*78-1

12*49-1	New York PMSA Bronx Kings New York Putnam Queens Richmond Rockland Westchester	12*49-2	Nassau/Suffolk PMSA Nassau Suffolk	12*49-3	Newark PMSA Essex Morris Sussex Union Warren
12*49-4	New York City Bronx Kings New York Queens Richmond	12*49-5	Westchester/Rockland/Putnam Westchester Putnam Rockland		

County Codes

12*59-1	Connecticut Fairfield	12*60-3	New York Bronx 4 Dutchess 5 Kings 6 Nassau 7 New York 8 Orange 9 Putnam 0 Queens X Richmond Y Rockland
12*59-2	New Jersey Bergen 3 Essex 4 Hudson 5 Hunterdon 6 Middlesex 7 Monmouth 8 Morris 9 Ocean 0 Passaic X Somerset Y Sussex	12*61-1	Suffolk 2 Sullivan 3 Ulster 4 Westchester 5 Pike, PA
12*60-1	Union 2 Warren		

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 New York Mediamarket C*C-P definition: 4*78-1

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
Long Island Newsday	60*04	60*14
Newark Star-Ledger		60*13
New York Daily News	60*05	60*15
New York Post	60*06	60*16
New York Times	60*08	60*18
Read any Daily Newspaper	01*68-1	
Read any Sunday Newspaper	01*68-4	

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Radio Stations

01*34-1	WABC	AM
01*34-3	WAXQ	FM
01*34-7	WBLS	FM
01*34-9	WHSQ (previously measured as WCBS AM)	AM
01*34-0	WCBS	FM
01*34-X	WFAN	AM
01*34-Y	WHTZ	FM
01*35-2	WINS	AM
01*35-3	WKTU	FM
01*35-4	WKXW	FM
01*35-6	WLTW	FM
01*35-7	WNEW	FM
01*35-8	WNYC	FM
01*35-9	WOR	AM
01*35-Y	WPLJ	FM
01*36-2	WQHT	FM
01*36-3	WQXR	FM
01*36-4	WEPN	FM
01*36-5	WSKQ	FM
01*36-6	WWPR	FM
22*77-2	WFAN	FM
22*77-4	WXNY	FM
22*77-5	WBLI	FM
22*77-7	WFUV	FM
22*77-9	WINS	FM
32*44-1	WPAT	FM
32*44-3	WBAB	FM
32*44-5	WPDH	FM

Include the New York Mediamarket C*C-P definition: 4*78-1

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	70.1%	66.4%
Quintile II	18.5%	20.7%
Quintile III	7.1%	8.1%
Quintile IV	4.4%	4.8%
Quintile V	0%	0%
Top 1/2 (Heavy)	92.1%	92.3%
Bottom 1/2 (Light)	7.9%	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	99.1%	99.6%
Quintile II	0.9%	0.4%
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 New York Mediamarket C*C-P definition: 4*78-1

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	59.3%	61.6%
Quintile II	23.9%	22.2%
Quintile III	12.0%	11.6%
Quintile IV	4.9%	4.5%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.4%	91.1%
Bottom 1/2 (Light)	9.6%	8.9%

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	58.9%	60.0%
Quintile II	25.2%	24.1%
Quintile III	12.1%	12.2%
Quintile IV	3.8%	3.6%
Quintile V	0%	0%
Top 1/2 (Heavy)	91.0%	91.0%
Bottom 1/2 (Light)	9.0%	9.0%

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	47.5%	48.6%
Quintile II	25.6%	25.7%
Quintile III	16.1%	15.8%
Quintile IV	9.2%	8.5%
Quintile V	1.6%	1.4%
Top 1/2 (Heavy)	82.1%	83.1%
Bottom 1/2 (Light)	17.9%	16.9%

Include the New York Mediamarket C*C-P definition: 4*78-1

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	45.8%	44.3%
Quintile II	30.3%	30.5%
Quintile III	17.6%	18.4%
Quintile IV	6.1%	6.7%
Quintile V	0.1%	0.1%
Top 1/2 (Heavy)	86.6%	85.5%
Bottom 1/2 (Light)	13.4%	14.5%

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	64.6%	67.8%
Quintile II	22.7%	20.1%
Quintile III	9.3%	8.6%
Quintile IV	2.9%	3.0%
Quintile V	0.5%	0.6%
Top 1/2 (Heavy)	93.0%	93.2%
Bottom 1/2 (Light)	7.0%	6.8%

Internet

Number of hours used in an average week.

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	40.1%	41.6%
Quintile II	30.0%	29.5%
Quintile III	17.0%	16.5%
Quintile IV	10.5%	10.0%
Quintile V	2.3%	2.5%
Top 1/2 (Heavy)	79.1%	79.7%
Bottom 1/2 (Light)	20.9%	20.3%

Include the New York Mediamarket C*C-P definition: 4*78-1

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)	62.1%	61.3%
Tercile II (Medium)	26.9%	27.9%
Tercile III (Light)	11.0%	10.8%
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*01-1	TV (Total)	I	18*04-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	18*02-1	Outdoor	I	18*05-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	18*03-1	TV (Primetime)	I	18*06-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*28-1	Internet	I	75*64-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	18*07-1
				II	-2
				III (Light)	-3

Media Comparatives

Heavy magazines - Heavy TV	18*01-9
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*42 Ann Taylor
- 272*43 Banana Republic

- 272*45 Bath & Body Works
- 272*48 Bergdorf Goodman
- 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*58 David's Bridal

- 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*06 Lane Bryant

- 273*07 LOFT
- 273*08 Macy's
- 273*09 Marshalls
- 273*11 Men's Wearhouse
- 273*12 Michaels

- 273*14 Neiman Marcus
- 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

DEPARTMENT, CLOTHING/SHOES & SPECIALTY STORES
(CONTINUED)

Times shopped: (CONTINUED)

- 273*27 Sunglass Hut
- 273*28 Talbots
- 273*29 Target
- 273*30 T.J. Maxx
- 273*31 Ulta

- 273*33 Victoria's Secret
- 273*34 Walmart
- 273*35 Williams Sonoma

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*37 Duane Reade
- 273*40 Rite Aid
- 273*42 ShopRite 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
- 273*59 True Value

Electronics stores:

- 273*62 Apple Store
- 273*63 Best Buy
- 273*65 P.C. Richard & Son

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*48 Acme
- 271*50 ALDI
- 271*51 Big Y
- 271*53 CTown
- 271*57 Food Bazaar Supermarket

- 271*58 Food Emporium
- 271*61 Foodtown
- 271*64 GNC
- 271*65 Giant
- 271*67 Gristedes

- 271*69 H Mart
- 271*70 Hannaford
- 271*74 IGA
- 271*76 Key Food
- 271*77 King Kullen

- 271*80 Lidl
- 272*04 99 Ranch Market
- 272*08 Price Chopper
- 272*09 Publix
- 272*13 7-Eleven

- 272*16 ShopRite
- 272*20 Stop & Shop
- 272*22 Target (grocery)
- 272*24 Trader Joe's
- 272*27 Walmart Neighborhood Market

- 272*28 Walmart Supercenter (grocery)
- 272*29 Wawa
- 272*30 Wegmans
- 272*31 Whole Foods Market

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*48 Bob's Discount Furniture
- 236*51 IKEA
- 236*55 Raymour & Flanigan
- 236*59 Value City Furniture

- 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 - New York

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

273*74 American Dream Mall
273*75 Bergen Town Center
273*76 Bridgewater Commons
273*77 Danbury Fair
273*78 Freehold Raceway Mall

273*79 Green Acres Mall (Valley Stream)
273*80 Kings Plaza
274*01 Livingston Mall
274*02 Menlo Park Mall
274*03 The Mills at Jersey Gardens

274*04 Paramus Park
274*05 Roosevelt Field
274*06 The Mall at Short Hills
274*07 Smith Haven Mall
274*09 Staten Island Mall

274*11 Trumbull
274*12 Walt Whitman Shops
274*13 Westfield Garden State Plaza
274*14 Westfield World Trade Center
274*15 Willowbrook

274*16 Woodbridge Center Mall
274*21 Other