

For subscribers to the Philadelphia Mediamarket report:

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

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

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

Include the Philadelphia Mediamarket C*C-P definition: 4*78-4

	Unweighted	Weighted (000)
Adults	3933	6575
Men	1835	3160
Women	2098	3415
Female Principal Shoppers	1703	2535
Male Principal Shoppers	920	1431

Include the Philadelphia Mediamarket C*C*P definition: 4*78-4

12*52-1	Philadelphia PMSA		
	Burlington		
	Camden		
	Gloucester		
	Bucks		
	Chester		
	Delaware		
	Montgomery		
	New Castle		
	Philadelphia		
	Salem		
	County Codes		
	Delaware		Pennsylvania
12*65-	1 Kent	12*65-X	Berks
	2 New Castle	Y	Bucks
		12*66-1	Chester
		2	Delaware
	New Jersey	3	Lehigh
12*65-	3 Atlantic	4	Montgomery
	4 Burlington	5	Northampton
	5 Camden	6	Philadelphia
	6 Cape May		
	7 Cumberland		
	8 Gloucester		
	9 Mercer		
	0 Salem		

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 Philadelphia Mediamarket C*C*P definition: 4*78-4

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
Philadelphia Inquirer	60*32	60*34
Read any Daily Newspaper	01*68-1	
Read any Sunday Newspaper	01*68-4	

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Radio Stations

01*43-2	WBEB	FM
01*43-3	WDAS	FM
01*43-4	WHYY	FM
01*43-5	WIOQ	FM
01*43-0	WMGK	FM
01*43-X	WMMR	FM
01*44-1	WOGL	FM
01*44-X	WUSL	FM
01*44-Y	WXPB	FM
01*45-1	WXTU	FM
01*45-2	WIP	FM
26*32-2	WRTI	FM
26*32-3	WTDY	FM
26*32-4	WKVP	FM
32*60-2	KYW	AM
68*02-2	WBEN	FM
69*60-4	WRNB	FM
71*75-0	WRFF	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:

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	70.4%	66.3%
Quintile II	16.9%	20.2%
Quintile III	8.3%	8.0%
Quintile IV	4.4%	5.5%
Quintile V	0%	0%
Top 1/2 (Heavy)	91.4%	91.1%
Bottom 1/2 (Light)	8.6%	8.9%

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%

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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:

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	57.3%	59.5%
Quintile II	24.9%	23.2%
Quintile III	12.0%	11.5%
Quintile IV	5.7%	5.8%
Quintile V	0.1%	0%
Top 1/2 (Heavy)	89.5%	89.8%
Bottom 1/2 (Light)	10.5%	10.2%

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	57.9%	60.1%
Quintile II	24.3%	22.8%
Quintile III	12.2%	11.9%
Quintile IV	5.6%	5.3%
Quintile V	0%	0%
Top 1/2 (Heavy)	89.5%	89.5%
Bottom 1/2 (Light)	10.5%	10.5%

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	47.8%	46.7%
Quintile II	25.2%	25.5%
Quintile III	15.5%	16.4%
Quintile IV	9.3%	9.4%
Quintile V	2.1%	2.0%
Top 1/2 (Heavy)	81.6%	81.4%
Bottom 1/2 (Light)	18.4%	18.6%

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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	44.6%	44.1%
Quintile II	30.2%	30.0%
Quintile III	18.0%	18.6%
Quintile IV	7.1%	7.0%
Quintile V	0.2%	0.3%
Top 1/2 (Heavy)	85.1%	85.0%
Bottom 1/2 (Light)	14.9%	15.0%

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	57.1%	59.5%
Quintile II	24.7%	23.4%
Quintile III	12.5%	10.8%
Quintile IV	4.7%	5.3%
Quintile V	1.0%	1.0%
Top 1/2 (Heavy)	89.7%	88.8%
Bottom 1/2 (Light)	10.3%	11.2%

Internet

Number of hours used in an average week.

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	41.5%	41.6%
Quintile II	29.2%	29.2%
Quintile III	16.3%	16.7%
Quintile IV	10.2%	10.2%
Quintile V	2.8%	2.3%
Top 1/2 (Heavy)	79.1%	79.4%
Bottom 1/2 (Light)	20.9%	20.6%

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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)	62.6%	62.7%
Tercile II (Medium)	26.5%	26.7%
Tercile III (Light)	10.9%	10.7%
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)	18*25-1	TV (Total)	I	18*28-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	18*26-1	Outdoor	I	18*29-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	18*27-1	TV (Primetime)	I	18*30-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*31-1	Internet	I	75*67-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	18*31-1
				II	-2
				III (Light)	-3

Media Comparatives

Heavy magazines - Heavy TV	18*25-9
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*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*63 Dollar General
- 272*64 Dollar Tree
- 272*65 DSW
- 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*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*21 REI co-op
- 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*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*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

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*60 Food Lion
 271*65 Giant
 271*69 H Mart

 271*80 Lidl
 272*12 Save A Lot
 272*13 7-Eleven
 272*16 ShopRite
 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*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*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*71 Staples

SHOPPING MALLS AND SHOPPING CENTERS - Philadelphia

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*78 Cherry Hill Mall
 274*79 Christiana Mall
 274*80 Deptford Mall
 275*02 King of Prussia Mall
 275*03 Lehigh Valley Mall

 275*04 Montgomery Mall
 275*05 Moorestown Mall
 275*06 Neshaminy Mall
 275*07 Oxford Valley Mall
 275*08 Philadelphia Mills

 275*09 Springfield Mall
 275*10 Willow Grove Park
 275*25 Other