

For subscribers to the San Francisco Mediamarket report:

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

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

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

Include the San Francisco Mediamarket C*C-P definition: 4*78-5

	Unweighted	Weighted (000)
Adults	3025	5858
Men	1573	2910
Women	1452	2948
Female Principal Shoppers	1164	2197
Male Principal Shoppers	849	1388

Include the San Francisco Mediamarket C*C-P definition: 4*78-5

12*53-1	Oakland PMSA Alameda Contra Costa	12*53-2	San Francisco PMSA Marin San Francisco San Mateo	12*53-3	San Jose PMSA Santa Clara
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County Codes

California

12*67-1	Alameda
2	Contra Costa
3	Lake
4	Marin
5	Mendocino
6	Napa
7	San Francisco
8	San Mateo
9	Santa Clara
0	Sonoma

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 San Francisco Mediamarket C*C-P definition: 4*78-5

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
East Bay Times		62*24
San Francisco Chronicle		60*39
San Jose Mercury News		59*03

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

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Radio Stations

01*46-3	KCBS	AM
01*46-8	KIOI	FM
01*46-9	KITS	FM
01*46-Y	KLLC	FM
01*47-1	KMEL	FM
01*47-2	KNBR	AM
01*47-3	KOIT	FM
01*47-4	KQED	FM
01*47-5	KSAN	FM
01*47-8	KYLD	FM
75*74-8	KMVQ	FM
75*74-0	KBLX	FM
75*74-9	KISQ	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	65.2%	65.0%
Quintile II	19.8%	19.7%
Quintile III	9.1%	8.8%
Quintile IV	5.9%	6.5%
Quintile V	0%	0%
Top 1/2 (Heavy)	89.5%	90.2%
Bottom 1/2 (Light)	10.5%	9.8%

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%	99.8%
Quintile II	0.0%	0.2%
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	60.8%	62.8%
Quintile II	23.1%	22.6%
Quintile III	12.0%	10.4%
Quintile IV	4.1%	4.2%
Quintile V	0%	0%
Top 1/2 (Heavy)	91.3%	91.1%
Bottom 1/2 (Light)	8.7%	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	61.1%	62.2%
Quintile II	23.8%	22.8%
Quintile III	12.0%	11.6%
Quintile IV	3.1%	3.3%
Quintile V	0%	0%
Top 1/2 (Heavy)	91.7%	91.0%
Bottom 1/2 (Light)	8.3%	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	51.0%	51.9%
Quintile II	25.3%	24.3%
Quintile III	15.3%	14.8%
Quintile IV	7.7%	8.1%
Quintile V	0.7%	1.0%
Top 1/2 (Heavy)	85.0%	84.6%
Bottom 1/2 (Light)	15.0%	15.4%

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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	49.8%	50.5%
Quintile II	30.7%	30.4%
Quintile III	15.9%	15.5%
Quintile IV	3.6%	3.5%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.2%	90.7%
Bottom 1/2 (Light)	9.8%	9.3%

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	58.0%	60.1%
Quintile II	23.2%	23.8%
Quintile III	12.4%	10.4%
Quintile IV	5.0%	4.9%
Quintile V	1.3%	0.8%
Top 1/2 (Heavy)	88.9%	89.9%
Bottom 1/2 (Light)	11.1%	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	40.8%	41.0%
Quintile II	29.8%	28.7%
Quintile III	16.6%	16.8%
Quintile IV	9.9%	10.7%
Quintile V	2.9%	2.8%
Top 1/2 (Heavy)	79.2%	78.4%
Bottom 1/2 (Light)	20.8%	21.6%

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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)	64.0%	62.9%
Tercile II (Medium)	24.3%	25.4%
Tercile III (Light)	11.6%	11.7%
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*33-1	TV (Total)	I	18*36-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	18*34-1	Outdoor	I	18*37-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	18*35-1	TV (Primetime)	I	18*38-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*32-1	Internet	I	75*68-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	18*39-1
				II	-2
				III (Light)	-3

Media Comparatives

Heavy magazines - Heavy TV	18*33-9
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*41 American Eagle Outfitters
- 272*42 Ann Taylor
- 272*43 Banana Republic
- 272*45 Bath & Body Works

- 272*49 Big Lots
- 272*50 Bloomingdale's
- 272*51 Burlington
- 272*54 Carter's
- 272*57 Crate & Barrel

- 272*59 dd's Discounts
- 272*60 Dick's Sporting Goods
- 272*63 Dollar General
- 272*64 Dollar Tree
- 272*65 DSW

- 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*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
- 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*40 Rite Aid
- 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*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*49 Albertsons
- 271*59 Food 4 Less
- 271*69 H Mart
- 272*04 99 Ranch Market
- 272*11 Safeway
- 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*53 Living Spaces
- 236*61 World Market
- 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 - San Francisco

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

- 275*26 Bayfair Center
- 275*27 Eastridge Center
- 275*28 The Emporium Centre San Francisco
- 275*29 Great Mall
- 275*31 Serramonte
- 275*33 Southland
- 275*34 Stanford Shopping Center
- 275*35 Stonestown Galleria
- 275*36 Sunvalley Shopping Center
- 275*37 Westfield Oakridge
- 275*38 Westfield Valley Fair
- 275*53 Other