

For subscribers to the Washington DC Mediamarket report:

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

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

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

Include the Washington DC Mediamarket C*C-P definition: 4*78-8

	Unweighted	Weighted (000)
Adults	3153	5657
Men	1549	2744
Women	1604	2913
Female Principal Shoppers	1276	2235
Male Principal Shoppers	811	1295

Include the Washington, D.C. Mediamarket C*C-P definition: 4*78-8

12*56-1 **Washington, D.C. PMSA**

District of Columbia	Alexandria
	Arlington
Calvert	Clarke
Charles	Culpeper
Frederick	Fairfax
Montgomery	Fairfax City
Prince George's	Falls Church
	Fauquier
Jefferson, WV	Fredericksburg
	Loudoun
	Manassas
	Prince William
	Spotsylvania
	Stafford
	Warren

County Codes

Washington, D.C.		Virginia		West Virginia	
12*71-1	District of Columbia	12*71-X	Arlington	12*73-3	Berkeley
		Y	Clarke	5	Hardy
		12*72-1	Culpeper	6	Jefferson
		2	Fairfax	7	Mineral
		3	Fauquier	9	Grant
12*71-2	Maryland	4	Frederick	62*09-9	Hampshire
3	Allegany	5	King George	0	Morgan
4	Calvert	6	Loudoun		
5	Charles	7	Page		
6	Frederick	8	Prince William		
7	Montgomery	0	Shenandoah	12*73-8	Pennsylvania
8	Prince George's	X	Spotsylvania		Fulton
9	St. Mary's	Y	Stafford		
	Washington	12*73-1	Warren		
		0	Westmoreland		
		62*09-1	Alexandria		
		2	Fredericksburg		
		3	Winchester		
		4	Fairfax City		
		5	Falls Church		
		6	Manassas		
		7	Manassas Park		

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 Washington, D.C. Mediamarket C*C-P definition: 4*78-8

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
Washington Post	60*49	60*50

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

Include the Washington, D.C. Mediamarket C*C-P definition: 4*78-8

Radio Stations

01*55-1	WAMU	FM
01*55-3	WASH	FM
01*55-8	WHUR	FM
01*55-9	WIHT	FM
01*55-Y	WKYS	FM
01*56-2	WMMJ	FM
01*56-3	WMZQ	FM
01*56-4	WPGC	FM
01*56-8	WTOP	FM
01*56-9	WWDC	FM
01*56-0	WGTS	FM
01*56-Y	WETA	FM

Include the Washington, D.C. Mediamarket C*C-P definition: 4*78-8

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	66.5%	64.8%
Quintile II	19.8%	20.7%
Quintile III	8.5%	8.3%
Quintile IV	5.2%	6.2%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.6%	90.3%
Bottom 1/2 (Light)	9.4%	9.7%

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	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 Washington, D.C. Mediamarket C*C-P definition: 4*78-8

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	58.0%	59.9%
Quintile II	23.9%	23.2%
Quintile III	12.6%	12.0%
Quintile IV	5.5%	4.9%
Quintile V	0%	0%
Top 1/2 (Heavy)	89.5%	90.5%
Bottom 1/2 (Light)	10.5%	9.5%

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	58.2%	59.3%
Quintile II	24.7%	24.1%
Quintile III	12.5%	12.0%
Quintile IV	4.6%	4.6%
Quintile V	0%	0%
Top 1/2 (Heavy)	90.1%	90.2%
Bottom 1/2 (Light)	9.9%	9.8%

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	46.8%	49.0%
Quintile II	26.0%	25.2%
Quintile III	16.8%	16.0%
Quintile IV	9.0%	8.4%
Quintile V	1.5%	1.5%
Top 1/2 (Heavy)	82.2%	83.0%
Bottom 1/2 (Light)	17.8%	17.0%

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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	46.5%	45.7%
Quintile II	30.5%	30.3%
Quintile III	17.2%	17.9%
Quintile IV	5.7%	6.1%
Quintile V	0%	0%
Top 1/2 (Heavy)	87.2%	86.6%
Bottom 1/2 (Light)	12.8%	13.4%

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	57.8%	61.2%
Quintile II	23.4%	23.2%
Quintile III	12.6%	9.9%
Quintile IV	4.9%	4.6%
Quintile V	1.2%	1.0%
Top 1/2 (Heavy)	89.1%	90.2%
Bottom 1/2 (Light)	10.9%	9.8%

Internet

Number of hours used in an average week.

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	39.7%	39.8%
Quintile II	29.6%	29.6%
Quintile III	16.8%	16.9%
Quintile IV	10.9%	10.7%
Quintile V	3.0%	3.0%
Top 1/2 (Heavy)	78.4%	78.3%
Bottom 1/2 (Light)	21.6%	21.7%

Include the Washington, D.C. Mediamarket C*C-P definition: 4*78-8

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)	62.9%	62.0%
Tercile II (Medium)	25.8%	27.2%
Tercile III (Light)	11.2%	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*57-1	TV (Total)	I	18*60-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	18*58-1	Outdoor	I	18*61-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	18*59-1	TV (Primetime)	I	18*62-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*34-1	Internet	I	75*71-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	18*63-1
				II	-2
				III (Light)	-3

Media Comparatives

Heavy magazines - Heavy TV	18*57-9
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*49 Big Lots
- 272*50 Bloomingdale's
- 272*51 Burlington
- 272*54 Carter's

- 272*57 Crate & Barrel
- 272*60 Dick's Sporting Goods
- 272*63 Dollar General
- 272*64 Dollar Tree
- 272*65 DSW

- 272*66 Eddie Bauer
- 272*67 Express
- 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*77 Hallmark Gold Crown
- 272*78 Hobby Lobby

- 272*80 HomeGoods
- 273*01 J.Crew
- 273*02 JCPenney
- 273*03 JOANN
- 273*05 Kohl's

- 273*07 LOFT
- 273*08 Macy's
- 273*09 Marshalls
- 273*12 Michaels
- 273*13 Military Exchange

- 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*38 Giant 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

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*50 ALDI
- 271*60 Food Lion
- 271*65 Giant
- 271*69 H Mart
- 271*71 Harris Teeter
- 271*80 Lidl
- 272*03 Military Commissary
- 272*11 Safeway
- 272*12 Save A Lot
- 272*13 7-Eleven
- 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

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*71 Staples

SHOPPING MALLS AND SHOPPING CENTERS - Washington,
D.C

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
- 276*30 Fair Oaks Mall
- 276*31 Fashion Centre at Pentagon City
- 276*32 Mall at Prince Georges
- 276*33 Mall in Columbia
- 276*34 Potomac Mills
- 276*35 Springfield Town Center
- 276*38 Tysons Galleria
- 276*40 Westfield Montgomery
- 276*57 Other

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*59 Value City Furniture
- 236*62 Other