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Spring 2019 Sample Completion

Interviews were made in a total of **3320** initial clusters.

The recovery sample is shown in the following tables:

SAMPLE DISPOSITION[1]	TOTAL HOUSEHOLDS	MEN	WOMEN
Total Sample Households Initially Selected	66760	36202	30558
Less:Vacant	3015	1697	1318
Address Does Not Exist	959	540	419
Duplicate Address	370	224	146
Ineligible Other (businesses,churches group quarters, blind,media affiliate etc.)	2886	1618	1268
Total Eligible Households [A]	59530	32123	27407
Less: Not Contacted	11204	6279	4925
Refused	18591	10642	7949
Language Barriers			
Spanish Language Barriers	396	193	203
Other Language Barrier	697	370	327
Call Back/Appointments	390	201	189
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	5904	3322	2582
Completed Interviews (Initial Clusters Only) [B]	22348	11116	11232
Total Completed Interviews (Initial and Added Clusters)	24153	12024	12129

SAMPLE DISPOSITION	LOWER INCOME	MIDDLE INCOME	UPPER INCOME
Total Sample Households Initially Selected	15720	15699	35341
Less:Vacant	976	778	1261
Address Does Not Exist	375	191	393
Duplicate Address	91	118	161
Ineligible Other (businesses,churches group quarters, blind, etc.)	636	657	1593
Total Eligible Households [A]	13642	13955	31933
Less: Not Contacted	2346	2585	6273
Refused	3425	4420	10746
Language Barriers			
Spanish Language Barriers	180	77	139
Other Language Barriers	227	154	316
Call Back/Appointments	82	91	217
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	1275	1277	3352
Completed Interviews (Initial Clusters Only) [B]	6107	5351	10890
Total Completed Interviews (Initial and Added Clusters)	6601	5733	11819

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Spring 2019 Sample Completion

WEIGHTED RESPONSE RATE[2]

	MEDIA INTERVIEWS (Original Clusters Only)	MEDIA INTERVIEWS (Replacement Clusters Only)	PRODUCT BOOKLET RESPONSE RATE [3]
NEW YORK	33.23%	32.64%	17.44%
LOS ANGELES	35.53%	18.89%	17.45%
CHICAGO	38.00%	36.70%	20.13%
PHILADELPHIA	43.13%	36.41%	21.00%
SAN FRANCISCO	34.52%	35.69%	17.07%
BOSTON	31.67%	28.06%	15.86%
HOUSTON	32.42%	35.70%	16.27%
WASHINGTON D.C.	33.38%	30.72%	15.61%
ATLANTA	41.02%	46.16%	21.72%
DALLAS	36.24%	33.75%	17.52%
MIAMI	37.24%	30.72%	19.68%
PHOENIX	41.79%	46.02%	19.40%
SAN ANTONIO	36.97%	42.76%	20.05%
NON TOP 10	45.64%	40.33%	26.20%
TOTAL	**42.36%**	**37.79%**	**23.32%**

[1]Per agreement with the MRC, the response rates shown below are calculated on **only** the initially assigned clusters. Additional interviews conducted in added clusters are also included in the study. In addition, the sample disposition uses only unweighted counts; the response rate calculations are made on weighted counts using the probability of selection within market.

[2]The weighted response rate is based on the initially assigned sample clusters. Weights are applied which reflect the relative probability of selection within market (see Sample Design on pages 1-5 in the Methodology section of Tech Guide). The individual market response rates and the response rate for the balance of the U.S. are based solely on these differential weights. The overall U.S. response rate reflects the differential sizes (number of households) of the ten media markets and the balance of the U.S.

[3]The calculation for the product booklet response rates are made on weighted counts using the probability of selection within market.

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* A SPECIAL NOTICE ABOUT SPANISH SPEAKING POPULATION

Prior to Wave 48, the MRI questionnaire and product booklet were only available in English. When the selected respondent within a household was not able to participate in an English language interview, attempts were made to make use of a translator. This translator might have been a family member, a neighbor or the interviewer. If it was not possible to find an individual to carry out this translation, no interview was conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study prior to Wave 48 was limited to Spanish speaking individuals who are English language capable or who live in households with at least one English language capable individual. We believe that the partial use of bi-lingual interviewers or neighbors resulted in an extension of this covered population to a larger portion of the non-English language capable population. However, because these individuals are not always present, we have chosen to be conservative in our coverage descriptions. As a result, we define the Spanish language population (prior to W48) to be Spanish language individuals who are English language capable or who live in households with at least one English language capable individual.

Beginning with Wave 48, the MRI questionnaire and product booklet are available in both English and Spanish. When the selected respondent within a household is not able to participate in an English language interview, a Spanish language capable interviewer will administer the interview in Spanish, using Spanish-language materials or, a non-Spanish-language capable interviewer will attempt to use an intermediary (also using Spanish language materials). This intermediary may be a family member, a neighbor, etc. If a Spanish-language capable interviewer is not available in the area, and it is not possible to find an intermediary, no interview is conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study (beginning in Wave 48) is limited to the availability of Spanish-speaking interviewers or to the presence of at least one English language capable intermediary.

* A NOTICE ABOUT NEW RACE CLASSIFICATION

Beginning with the 2000 Census, the race question allowed for multi-classification (i.e. a person may claim to be two or more races). MRI implemented this question change in W48. For this reason choices under the new definition will add to greater than 100 percent. In addition, prior to the 2000 Census, Hispanics who claimed to be a race other than "White" were predominantly reassigned to a "White" race classification. This is no longer the case. Beginning with Wave 48 in the Spring 2003 report, MRI post-stratified race using the new census race definitions and questions. This post-stratification entailed classifying respondents as "White Only," "Black/African American Only," or "Other Race" (which included respondents claiming to be Asian, American Indian or Alaska Native, or respondents who claimed to be of two or more races.)

* A NOTICE ABOUT NEW OCCUPATION CLASSIFICATION

Beginning with the 2000 Census, the revised Standard Occupation Classification System was employed to code Census occupational data. Beginning with the Fall 2004 report, MRI is releasing these new occupational codes. The old occupational codes are no longer available because of the break in trend between the two coding structures. (See note to clients accompanying release of Fall 2004 report or go to http://www.gfkmri.com and select "Info".)

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Special Notice to Clients:
Weighting for Spanish Language Capability

Beginning with Wave 64 (the second wave of the Spring 2011 Report), GfK MRI has added the question asking "language personally spoken in the home" to its set of variables used in the sample balancing algorithm. Respondents are classified into one of five mutually exclusive classifications. They are:

- Speaks only English
- Speaks mostly English, but some Spanish
- Speaks mostly Spanish, but some English
- Speaks only Spanish
- Speaks both equally or other language

The weighting is only applied to Hispanic respondents in the survey.

GfK MRI is using the most recent Nielsen universe estimates for these categories in the sample balancing algorithm. Nielsen is considered to be the standard for establishing language propensities among Hispanics.

The Media Rating Council (MRC) Guidelines require accredited companies to communicate the expected impact of this change on audience ratings and sampling efficiency. To comply with that standard, the following table shows the approximate impact on print audience levels for a single year's estimates (based on an analysis of Spring 2011 data):

	Number Of Publications	% of Total Publications	% Relative Change
	5	2.31%	+2.00% or greater
	6	2.78%	+1.00 to +1.99%
	29	13.43%	0.00 to +0.99%
	83	38.43%	0.00 to -0.99%
	60	27.78%	-1.00 to -1.99%
	26	12.04%	-2.00 to -2.99%
	7	3.24%	-3.00% or greater
Total	216	100.00%	

The expected relative changes, while generally extremely small, reflect the increased weights given to Spanish dominant respondents who are generally less likely to read English language magazines. Additionally, it is reasonable to assume that any media brand that reaches disproportionately more Spanish dominant Hispanics than English dominant Hispanics would experience some audience increase with the introduction of this sample balancing variable. The opposite effect is likely for those media brands that attract disproportionately more English dominant Hispanics than they do Spanish dominant Hispanics.

Our analysis of the effect on effective sample size reveals that there is an approximate loss of 1% in statistical efficiency.

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DISTRIBUTION OF FINAL WEIGHTS

Weights in Thousands	Number of Respondents	%	Cumulative %
0-0.99	226	0.9	0.9
1.00-1.99	1489	6.2	7.1
2.00-2.99	2194	9.1	16.2
3.00-3.99	2350	9.7	25.9
4.00-4.99	2194	9.1	35.0
5.00-5.99	1945	8.1	43.0
6.00-6.99	1649	6.8	49.9
7.00-7.99	1373	5.7	55.6
8.00-8.99	1218	5.0	60.6
9.00-9.99	1005	4.2	64.8
10.00-14.99	3703	15.3	80.1
15.00-19.99	1855	7.7	87.8
20.00-24.99	1053	4.4	92.1
25.00-29.99	650	2.7	94.8
30.00+	1250	5.2	100.0
TOTAL	24154	100.0	

*Totals in table may not equal 100% due to rounding

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SPRING 2019 MAGAZINE GROUPS

The composition of the magazine groups at the time of reporting is as shown below. The audiences reported for these groups are the gross audiences in all instances.

BONNIER MAGAZINE NETWORK
BOATING
FIELD & STREAM
FLYING
MOTORCYCLIST
OUTDOOR LIFE
POPULAR SCIENCE
SALT WATER SPORTSMAN
YACHTING

BONNIER MARINE AND AVIATION GROUP
BOATING
FLYING
SALT WATER SPORTSMAN
YACHTING

THE BONNIER OUTDOOR GROUP
FIELD & STREAM
OUTDOOR LIFE

CONDÉ NAST PACKAGE
ALLURE
ARCHITECTURAL DIGEST
BON APPÉTIT
CONDÉ NAST TRAVELER
GOLF DIGEST
GQ (GENTLEMEN'S QUARTERLY)
THE NEW YORKER
VANITY FAIR
VOGUE
W
WIRED

FOUR WHEELER GROUP
4 WHEEL & OFF-ROAD
FOUR WHEELER

HEARST DESIGN GROUP
ELLE DÉCOR
HOUSE BEAUTIFUL
VERANDA

HEARST MEN'S GROUP
CAR AND DRIVER
ESQUIRE
MEN'S HEALTH
POPULAR MECHANICS
ROAD & TRACK

HEARST MAGAZINE GROUP
BICYCLING
CAR AND DRIVER
COSMOPOLITAN
COUNTRY LIVING
ELLE
ELLE DÉCOR
ESQUIRE
FOOD NETWORK MAGAZINE
GOOD HOUSEKEEPING
HARPER'S BAZAAR
HGTV MAGAZINE
HOUSE BEAUTIFUL
MARIE CLAIRE
MEN'S HEALTH
O, THE OPRAH MAGAZINE
POPULAR MECHANICS
PREVENTION
REDBOOK
ROAD & TRACK
RUNNER'S WORLD
TOWN & COUNTRY
VERANDA
WOMAN'S DAY
WOMEN'S HEALTH

THE OUTDOOR SPORTSMAN TROPHY GROUP
GAME & FISH
GUNS & AMMO
HUNTING
IN-FISHERMAN

TRUSTED MEDIA BRANDS, INC. GROUP
BIRDS AND BLOOMS
COUNTRY
THE FAMILY HANDYMAN
READER'S DIGEST
REMINISCE
TASTE OF HOME

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FREQUENCY OF PUBLICATION

There are instances of alterations in the frequency of publication either by adding or dropping issues in specified time periods. This should be borne in mind when using the data.

MAGAZINE	MEASURED AS	ACTUALLY
Allure	Monthly	Published 11 times a year.
Architectural Digest	Monthly	Published 11 times a year.
The Atlantic	Monthly	Published 10 times a year.
Automobile	Monthly	Published 10 times a year.
Bassmaster	Bi-Monthly	Published 8 times a year.
Bloomberg Businessweek	Weekly	Published 45 times a year.
Boating	Monthly	Published 9 times a year.
Bon Appetit	Monthly	Published 11 times a year.
Conde Nast Traveler	Monthly	Published 8 times a year.
Cooking with Paula Deen	Bi-Monthly	Published 7 times a year.
Country Living	Monthly	Published 10 times a year.
Discover	Monthly	Published 10 times a year.
EatingWell	Bi-Monthly	Published 10 times a year.
The Economist	Weekly	Published 51 times a year.
Elle Decor	Monthly	Published 10 times a year.
Entertainment Weekly	Weekly	Published 34 times a year.
Entrepreneur	Monthly	Published 8 times a year.
ESPN – The Magazine	Tri-Weekly	Published 11 times a year.
Esquire	Monthly	Published 8 times a year.
Essence	Monthly	Published 10 times a year.
The Family Handyman	Bi-Monthly	Published 8 times a year.
First for Women	Tri-weekly	Published 18 times a year.
Food Network Magazine	Monthly	Published 10 times a year.
Forbes	Monthly	Published 10 times a year.
Game & Fish	Monthly	Published 10 times a year.
Golf Digest	Monthly	Published 11 times a year.
Golfweek	Monthly	Published 9 times a year.
GQ	Monthly	Published 10 times a year.
Harper’s Bazaar	Monthly	Published 10 times a year.

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MAGAZINE	MEASURED AS	ACTUALLY
Health	Monthly	Published 10 times a year.
HGTV Magazine	Monthly	Published 10 times a year.
House Beautiful	Monthly	Published 10 times a year.
Hunting	Bi-monthly	Published 8 times a year.
In-Fisherman	Bi-monthly	Published 7 times a year.
The Magnolia Journal	Bi-Monthly	Published 4 times a year.
Martha Stewart Living	Monthly	Published 10 times a year.
Marie Claire	Monthly	Published 11 times a year.
Men's Health	Monthly	Published 10 times a year.
Money	Monthly	Published 10 times a year.
National Geographic Kids	Monthly	Published 10 times a year.
New York Magazine	Bi-weekly	Published 26 times a year.
The New Yorker	Weekly	Published 47 times a year.
Outdoor Life	Bi-Monthly	Published 4 times a year.
Outside	Monthly	Published 8 times a year.
People en Español	Monthly	Published 9 times a year.
Popular Mechanics	Monthly	Published 9 times a year.
Popular Science	Bi-Monthly	Published 4 times a year.
Rachael Ray Every Day	Monthly	Published 10 times a year.
Reader’s Digest	Monthly	Published 10 times a year.
Road & Track	Monthly	Published 10 times a year.
Salt Water Sportsman	Monthly	Published 9 times a year.
Shape	Monthly	Published 10 times a year.
Ski	Monthly	Published 6 times a year.
Smithsonian	Monthly	Published 11 times a year.
Sports Illustrated	Bi-Weekly	Published 26 times a year.
Sunset	Monthly	Published 7 times a year.
Time	Weekly	Published 44 times a year.
Town & Country	Monthly	Published 9 times a year.
TV Guide Magazine	Bi-weekly	Published 26 times a year.
VFW Magazine	Monthly	Published 10 times a year.

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MAGAZINE	MEASURED AS	ACTUALLY
WebMD Magazine	Bi-monthly	Published 8 times a year.
Wine Spectator	Tri-weekly	Published 15 times a year.
Wired	Monthly	Published 11 times a year.
Woman’s Day	Monthly	Published 10 times a year.
Women’s Health	Monthly	Published 10 times a year.

NEWSPAPER DISTRIBUTED MAGAZINE

The estimates for the following newspaper distributed magazine is based on the readers of the appropriate carriers.

Parade Carrier Newspapers

The current carrier list was used to construct the estimates for the magazine specified above. In order to meet the tabulation schedule, February 15th was established as the deadline for MRI to receive the list. Any changes that were brought to our attention after this date were not included.

Parade

Anniston Star	AL
Athens News Courier	AL
Cullman Times	AL
Dothan Eagle	AL
Gadsden Times	AL
Huntsville Times	AL
Mobile Press-Register	AL
Talladega Daily Home	AL
Tuscaloosa News	AL
Camden News	AR
Conway Log Cabin Democrat	AR
Fort Smith Times Record	AR
Magnolia Banner-News	AR
Northwest Arkansas Democrat-Gazette	AR
South Arkansas News	AR
Arizona Daily Star	AZ
Arizona Republic	AZ
Flagstaff Arizona Daily Sun	AZ
Kingman Daily Miner	AZ
Lake Havasu Today's News-Herald	AZ
Prescott Daily Courier	AZ
Sun City Daily News-Sun	AZ
Yuma Sun	AZ
Bakersfield Californian	CA
Chico Enterprise-Record	CA
East Bay Times	CA
Eureka Times-Standard	CA
Fairfield Daily Republic	CA
Fresno Bee	CA
Hanford Sentinel	CA
Inland Valley Daily Bulletin	CA
Lake County Record-Bee	CA
Long Beach Press-Telegram	CA
Los Angeles Daily News	CA
Los Angeles Times	CA
Marin Independent Journal	CA
Merced Sun-Star	CA
Modesto Bee	CA
Monterey County Herald	CA
Napa Valley Register	CA
Orange County Register	CA
Palm Springs Desert Sun	CA
Palmdale Antelope Valley Press	CA
Pasadena Star-News	CA
Porterville Recorder	CA
Press-Dispatch	CA
Red Bluff Daily News	CA
Redding Record Searchlight	CA
Ridgecrest Daily Independent	CA

Riverside Press-Enterprise	CA
Sacramento Bee	CA
San Bernardino Sun	CA
San Diego Union-Tribune	CA
San Gabriel Valley Tribune	CA
San Jose Mercury News	CA
San Luis Obispo Tribune	CA
Santa Barbara News-Press	CA
Santa Clarita Signal	CA
Santa Cruz Sentinel	CA
Santa Maria Times	CA
Santa Rosa Press Democrat	CA
Siskiyou Daily News	CA
Sonora Union Democrat	CA
Stockton Record	CA
Torrance Daily Breeze	CA
Ukiah Daily Journal	CA
Vacaville Reporter	CA
Vallejo Times-Herald	CA
Ventura County Star	CA
Whittier Daily News	CA
Woodland Daily Democrat	CA
Boulder Daily Camera	CO
Canon City Daily Record	CO
Colorado Springs Gazette	CO
Denver Post	CO
Grand Junction Daily Sentinel	CO
Longmont Daily Times-Call	CO
Loveland Reporter-Herald	CO
Montrose Daily Press	CO
Pueblo Chieftain	CO
Trinidad Chronicle-News	CO
Hartford Courant	CT
Manchester Journal Inquirer	CT
Meriden-Wallingford Record-Journal	CT
Middletown Press	CT
New Britain Herald Press	CT
New Haven Register	CT
New London Day	CT
Norwich Bulletin	CT
Torrington Register Citizen	CT
Waterbury Republican	CT
Washington Post	DC
Delaware State News (Dover)	DE
Bradenton Herald	FL
Crystal River Citrus County Chronicle	FL
Daytona Beach News-Journal	FL
Florida Times-Union	FL
Fort Myers News-Press	FL
Fort Pierce Tribune	FL
Fort Walton Northwest Florida Daily News	FL
Gainesville Sun	FL

Lakeland Ledger	FL
Leesburg Daily Commercial	FL
Melbourne Florida Today	FL
Miami Herald	FL
Naples Daily News	FL
Ocala Star-Banner	FL
Orlando Sentinel	FL
Palm Beach Post	FL
Panama City News Herald	FL
Sarasota Herald-Tribune	FL
Sebring Highlands Today	FL
South Florida Sun Sentinel	FL
St. Augustine Record	FL
Stuart News	FL
Tallahassee Democrat	FL
Tampa Bay Times	FL
The Villages Daily Sun	FL
Vero Beach Press-Journal	FL
Athens Banner-Herald	GA
Atlanta Journal-Constitution	GA
Augusta Chronicle	GA
Columbus Ledger-Enquirer	GA
Dalton Daily Citizen	GA
Macon Telegraph	GA
Milledgeville Union Recorder	GA
Moultrie Observer	GA
Savannah Morning News	GA
Thomasville Times-Enterprise	GA
Tifton Gazette	GA
Valdosta Daily Times	GA
Ames Tribune	IA
Cedar Rapids Gazette	IA
Clinton Herald	IA
Davenport Quad City Times	IA
Des Moines Register	IA
Fort Dodge Messenger	IA
Marshalltown Times-Republican	IA
Mason City Globe-Gazette	IA
Oskaloosa Herald	IA
Ottumwa Courier	IA
Sioux City Journal	IA
Waterloo Courier	IA
Boise Idaho Statesman	ID
Idaho Falls Post-Register	ID
Lewiston Morning Tribune	ID
Nampa Idaho Press-Tribune	ID
Pocatello Idaho State Journal	ID
Twin Falls Times-News	ID
Alton Telegraph	IL
Belleville News-Democrat	IL
Bloomington Pantagraph	IL
Canton Daily Ledger	IL

Carbondale Southern Illinoisan	IL
Carmi Times	IL
Champaign News-Gazette	IL
Chicago Tribune	IL
Danville Commercial News	IL
Decatur Herald & Review	IL
Edwardsville Intelligencer	IL
Effingham Daily News	IL
Freeport Journal-Standard	IL
Galesburg Register-Mail	IL
Jacksonville Journal Courier	IL
Kankakee Daily Journal	IL
Kewanee Star-Courier	IL
Macomb Journal	IL
Moline Dispatch	IL
Monmouth Daily Review Atlas	IL
Olney Daily Mail	IL
Ottawa Times	IL
Pekin Daily Times	IL
Peoria Journal Star	IL
Pontiac Daily Leader	IL
Quincy Herald Whig	IL
Rock Island Argus	IL
Rockford Register Star	IL
Springfield State Journal-Register	IL
Anderson Herald Bulletin	IN
Bedford Times-Mail	IN
Bloomington Herald-Times	IN
Columbus Republic	IN
Evansville Courier & Press	IN
Fort Wayne Journal Gazette	IN
Franklin Daily Journal	IN
Goshen News	IN
Greenfield Daily Reporter	IN
Greensburg Daily News	IN
Indianapolis Star	IN
Jeffersonville News and Tribune	IN
Kokomo Tribune	IN
Lebanon Reporter	IN
Logansport Pharos Tribune	IN
Martinsville Reporter-Times	IN
Munster Times	IN
Seymour Tribune	IN
South Bend Tribune	IN
Terre Haute Tribune-Star	IN
Vincennes Sun-Commercial	IN
Dodge City Globe	KS
Garden City Telegram	KS
Hays Daily News	KS
Hutchinson News	KS
Lawrence Journal-World	KS
Manhattan Mercury	KS

McPherson Sentinel	KS
Newton Kansan	KS
Ottawa Herald	KS
Pittsburg Morning Sun	KS
Salina Journal	KS
Topeka Capital-Journal	KS
Wichita Eagle	KS
Ashland Independent	KY
Bowling Green Daily News	KY
Corbin Times-Tribune	KY
Elizabethtown News-Enterprise	KY
Glasgow Daily Times	KY
Henderson Gleaner	KY
Kentucky Enquirer	KY
Lexington Herald-Leader	KY
Louisville Courier-Journal	KY
Madisonville Messenger	KY
Maysville Ledger Independent	KY
Owensboro Messenger-Inquirer	KY
Richmond Register	KY
Somerset Commonwealth-Journal	KY
Baton Rouge Advocate	LA
DeRidder Beauregard Daily News	LA
Houma Courier	LA
Lake Charles American Press	LA
Leesville Daily Leader	LA
New Orleans Times-Picayune	LA
Sulphur Southwest Daily News	LA
Boston Globe	MA
Brockton Enterprise	MA
Cape Cod Times	MA
Fall River Herald News	MA
Fitchburg Sentinel & Enterprise	MA
Framingham MetroWest Daily News	MA
Gloucester Daily Times	MA
Lowell Sun	MA
Milford Daily News	MA
New Bedford Standard-Times	MA
Newburyport Daily News	MA
North Andover Eagle-Tribune	MA
Pittsfield Berkshire Eagle	MA
Quincy Patriot Ledger	MA
Salem News	MA
Springfield Republican	MA
Taunton Daily Gazette	MA
Worcester Telegram & Gazette	MA
Annapolis Capital	MD
Baltimore Sun	MD
Carroll County Times	MD
Cumberland Times-News	MD
Easton Star Democrat	MD
Frederick News-Post	MD

Hagerstown Herald-Mail	MD
Augusta Kennebec Journal	ME
Bangor Daily News	ME
Lewiston Sun-Journal	ME
Maine Telegram	ME
Waterville Morning Sentinel	ME
Adrian Daily Telegram	MI
Bay City Times	MI
Cheboygan Daily Tribune	MI
Coldwater Daily Reporter	MI
Detroit Free Press	MI
Flint Journal	MI
Grand Rapids Press	MI
Hillsdale Daily News	MI
Holland Sentinel	MI
Huron Daily Tribune	MI
Ionia Sentinel Standard	MI
Jackson Citizen Patriot	MI
Kalamazoo Gazette	MI
Lansing State Journal	MI
Macomb Daily	MI
Marquette Mining Journal	MI
Midland Daily News	MI
Monroe News	MI
Mount Pleasant Morning Sun	MI
Muskegon Chronicle	MI
Oakland Press	MI
Petoskey News-Review	MI
Royal Oak Daily Tribune	MI
Saginaw News	MI
Sault Sainte Marie Evening News	MI
Sturgis Journal	MI
Traverse City Record-Eagle	MI
Bemidji Pioneer	MN
Brainerd Daily Dispatch	MN
Crookston Daily Times	MN
Duluth News-Tribune	MN
Mankato Free Press	MN
Minneapolis Star Tribune	MN
New Ulm Journal	MN
Rochester Post-Bulletin	MN
St. Paul Pioneer Press	MN
West Central Tribune	MN
Winona Daily News	MN
Camdenton Lake Sun	MO
Cape Girardeau Southeast Missourian	MO
Chillicothe Constitution-Tribune	MO
Fulton Sun	MO
Hannibal Courier-Post	MO
Jefferson City News Tribune	MO
Joplin Globe	MO
Kansas City Star	MO

Kirksville Daily Express	MO
Mexico Ledger	MO
Moberly Monitor-Index & Democrat	MO
Neosho Daily News	MO
Park Hills Daily Journal	MO
Rolla Daily News	MO
Sedalia Democrat	MO
Springfield News-Leader	MO
St. Joseph News-Press	MO
St. Louis Post-Dispatch	MO
West Plains Daily Quill	MO
Biloxi-Gulfport Sun Herald	MS
Columbus Commercial Dispatch	MS
Greenville Delta Democrat-Times	MS
Greenwood Commonwealth	MS
McComb Enterprise-Journal	MS
Meridian Star	MS
Northeast Mississippi Daily Journal (Tupelo)	MS
Billings Gazette	MT
Bozeman Daily Chronicle	MT
Butte-Anaconda Montana Standard	MT
Helena Independent Record	MT
Kalispell Daily Inter Lake	MT
Missoula Missoulian	MT
Asheboro Courier-Tribune	NC
Asheville Citizen-Times	NC
Burlington Times-News	NC
Charlotte Observer	NC
Durham Herald-Sun	NC
Fayetteville Observer	NC
Gastonia Gaston Gazette	NC
Goldsboro News-Argus	NC
Greensboro News & Record	NC
Greenville Daily Reflector	NC
Hendersonville Times-News	NC
Jacksonville Daily News	NC
Kinston Free Press	NC
Mount Airy News	NC
New Bern Sun-Journal	NC
Raleigh News & Observer	NC
Shelby Star	NC
Wilmington Star-News	NC
Winston-Salem Journal	NC
Bismarck Tribune	ND
Devils Lake Journal	ND
Dickinson Press	ND
Fargo Forum	ND
Grand Forks Herald	ND
Jamestown Sun	ND
Minot Daily News	ND
Beatrice Daily Sun	NE
Columbus Telegram	NE

Grand Island Independent	NE
Lincoln Journal Star	NE
Norfolk Daily News	NE
Omaha World-Herald	NE
York News-Times	NE
Keene Sentinel	NH
New Hampshire News	NH
Portsmouth Herald	NH
Asbury Park Press	NJ
Atlantic City Press	NJ
Bergen County Record	NJ
Burlington County Times	NJ
Jersey Journal	NJ
Newark Star-Ledger	NJ
Newton New Jersey Herald	NJ
Passaic Herald-News	NJ
South Jersey Times	NJ
Trenton Times	NJ
Trenton Trentonian	NJ
Albuquerque Journal	NM
Clovis News Journal	NM
Hobbs News-Sun	NM
Roswell Daily Record	NM
Elko Daily Free Press	NV
Las Vegas Review-Journal	NV
Albany Times Union	NY
Auburn Citizen	NY
Batavia Daily News	NY
Buffalo News	NY
Canandaigua Daily Messenger	NY
Catskill Daily Mail	NY
Corning Leader	NY
Finger Lakes Times	NY
Glens Falls Post-Star	NY
Gloversville Leader-Herald	NY
Herkimer Evening Telegram	NY
Hornell Spectator	NY
Hudson Register Star	NY
Kingston Daily Freeman	NY
Lockport Union-Sun & Journal	NY
Long Island Newsday	NY
Malone Telegram	NY
Middletown Record	NY
New York Daily News	NY
Niagara Gazette	NY
Oneida Daily Dispatch	NY
Oneonta Daily Star	NY
Plattsburgh Press-Republican	NY
Rochester Democrat and Chronicle	NY
Saratoga Springs Saratogian	NY
Staten Island Advance	NY
Syracuse Post-Standard	NY

Troy Record	NY
Utica Observer-Dispatch	NY
Watertown Daily Times	NY
White Plains Journal News	NY
Akron Beacon Journal	OH
Ashland Times-Gazette	OH
Ashtabula Star-Beacon	OH
Cambridge Daily Jeffersonian	OH
Canton Repository	OH
Cincinnati Enquirer	OH
Cleveland Plain Dealer	OH
Dayton Daily News	OH
Defiance Crescent-News	OH
Dover-New Philadelphia Times Reporter	OH
East Liverpool Review	OH
Elyria Chronicle-Telegram	OH
Findlay Courier	OH
Fostoria Review Times	OH
Hamilton Journal-News	OH
Lima News	OH
Lorain Morning Journal	OH
Salem News	OH
Sandusky Register	OH
Springfield News-Sun	OH
Toledo Blade	OH
Willoughby News-Herald	OH
Wooster Daily Record	OH
Youngstown Vindicator	OH
Ardmore Daily Ardmoreite	OK
Claremore Daily Progress	OK
Enid News & Eagle	OK
McAlester News-Capital & Democrat	OK
Muskogee Phoenix	OK
Norman Transcript	OK
Oklahoma City Oklahoman	OK
Stillwater Newspress	OK
Tahlequah Daily Press	OK
Tulsa World	OK
Woodward News	OK
Bend Bulletin	OR
Coos Bay World	OR
Eugene Register-Guard	OR
Klamath Falls Herald & News	OR
Medford Mail Tribune	OR
Mid-Valley Sunday	OR
Ontario Argus Observer	OR
Portland Oregonian	OR
Allentown Morning Call	PA
Beaver County Times	PA
Bedford Daily Gazette	PA
Bucks County Courier Times	PA
Carlisle Sentinel	PA

Delaware County Daily Times	PA
Doylestown Intelligencer	PA
Du Bois Tri-County Sunday	PA
Easton Express-Times	PA
Erie Times-News	PA
Gettysburg Times	PA
Hazleton Standard-Speaker	PA
Honesdale Wayne Independent	PA
Huntingdon Daily News	PA
Johnstown Tribune-Democrat	PA
Lancaster News	PA
Latrobe Bulletin	PA
Meadville Tribune	PA
New Castle News	PA
Norristown Times Herald	PA
Philadelphia Inquirer	PA
Pittsburgh Post-Gazette	PA
Pocono Record	PA
Pottstown Mercury	PA
Pottsville Republican & Herald	PA
Reading Eagle	PA
Scranton Times	PA
Shamokin-Mount Carmel News-Item	PA
Sharon Herald	PA
State College Centre Daily Times	PA
Sunbury Daily Item	PA
Towanda Daily Review	PA
Tyrone Daily Herald	PA
Uniontown Herald-Standard	PA
Washington Observer-Reporter	PA
Waynesboro Record Herald	PA
West Chester Daily Local News	PA
Wilkes-Barre Times Leader	PA
Wilkes-Barre Voice	PA
Williamsport Sun-Gazette	PA
Providence Journal	RI
Anderson Independent-Mail	SC
Charleston Post and Courier	SC
Columbia State	SC
Greenville News	SC
Greenwood Index Journal	SC
Hilton Head Island Packet	SC
Myrtle Beach Sun News	SC
Orangeburg Times and Democrat	SC
Rock Hill Herald	SC
Spartanburg Herald-Journal	SC
Sumter Item	SC
Aberdeen American News	SD
Mitchell Daily Republic	SD
Rapid City Journal	SD
Watertown Public Opinion	SD
Chattanooga Times Free Press	TN

Cleveland Daily Banner	TN
Columbia Daily Herald	TN
Dyersburg State Gazette	TN
Johnson City Press	TN
Knoxville News-Sentinel	TN
Memphis Commercial Appeal	TN
Morristown Citizen Tribune	TN
Nashville Tennessean	TN
Oak Ridger	TN
Shelbyville Times-Gazette	TN
Abilene Reporter-News	TX
Amarillo Globe-News	TX
Athens Daily Review	TX
Austin American-Statesman	TX
Brownsville El Nuevo Heraldo	TX
Brownsville Herald	TX
Brownwood Bulletin	TX
Bryan-College Station Eagle	TX
Corpus Christi Caller-Times	TX
Dallas Morning News	TX
Denton Record-Chronicle	TX
Fort Worth Star-Telegram	TX
Gainesville Daily Register	TX
Greenville Herald-Banner	TX
Harlingen Valley Morning Star	TX
Huntsville Item	TX
Jacksonville Daily Progress	TX
Kerrville Daily Times	TX
Killeen Daily Herald	TX
Lubbock Avalanche-Journal	TX
McAllen Monitor	TX
Midland Reporter-Telegram	TX
Odessa American	TX
Palestine Herald-Press	TX
Paris News	TX
Plainview Daily Herald	TX
San Angelo Standard-Times	TX
Temple Daily Telegram	TX
Texarkana Gazette	TX
Tyler Courier-Times-Telegraph	TX
Victoria Advocate	TX
Waco Tribune-Herald	TX
Waxahachie Daily Light	TX
Wichita Falls Times Record News	TX
Logan Herald Journal	UT
Provo Daily Herald	UT
Salt Lake Deseret Morning News	UT
Salt Lake Tribune	UT
Fredericksburg Free Lance-Star	VA
Harrisonburg Daily News-Record	VA
Newport News Daily Press	VA
Norfolk Virginian-Pilot	VA

Petersburg Progress-Index	VA
Richmond Times-Dispatch	VA
Roanoke Times	VA
Winchester Star	VA
Bennington Banner	VT
Brattleboro Weekend Reformer	VT
Bellingham Herald	WA
Ellensburg Daily Record	WA
Kennewick Tri City Hearld	WA
Kitsap Sun	WA
Longview Daily News	WA
Olympia Olympian	WA
Seattle Times	WA
Skagit Valley Herald	WA
Spokane Spokesman-Review	WA
Tacoma News Tribune	WA
Vancouver Columbian	WA
Walla Walla Union Bulletin	WA
Wenatchee World	WA
Yakima Herald-Republic	WA
Appleton Post-Crescent	WI
Baraboo News-Republic/South Central Wisconsin	WI
Beaver Dam Daily Citizen	WI
Central Wisconsin Sunday	WI
Chippewa Falls Herald	WI
Eau Claire Leader-Telegram	WI
Fond Du Lac Reporter	WI
Green Bay Press Gazette	WI
Kenosha News	WI
La Crosse Tribune	WI
Manitowoc Two Rivers Herald Times Reporter	WI
Milwaukee Journal Sentinel	WI
Oshkosh Northwestern	WI
Portage Daily Register	WI
Racine Journal Times	WI
Sheboygan Press	WI
Wausau Daily Herald	WI
Wisconsin State Journal	WI
Beckley Register Herald	WV
Bluefield Daily Telegraph	WV
Charleston Gazette Mail	WV
Clarksburg Exponent Telegram	WV
Fairmont Times-West Virginian	WV
Martinsburg Journal	WV
Mineral Daily News-Tribune and Mountain Echo (Keyser)	WV
Morgantown Dominion-Post	WV
Parkersburg News and Sentinel	WV
Wheeling News-Register	WV
Casper Star Tribune	WY
Rock Springs Daily Rocket-Miner	WY

MRI-Simmons Spring 2019
Definition of Media Quintiles

Magazines

Number of reported magazines for which respondent read the average issue, computed on a monthly basis (weeklies weighted by 4, monthlies weighted by 1, and so forth).

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	7+	70.6%	13.8	10+	65.3%	19.0
Quintile II	3-6	21.2%	4.1	5-9	23.2%	6.7
Quintile III	2	7.5%	1.5	2-4	9.6%	2.8
Quintile IV	1	0.7%	0.1	1	1.9%	0.6
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	2+	96.7%	7.5	3+	94.6%	11.0
Bottom ½ (Light)	0-1	3.3%	0.3	0-2	5.4%	0.6

Newspapers

Number of newspapers read in an average 28-day period developed from a weighted average of daily newspapers read in a week (weighted by 4) and the number of Sunday papers read in 4 weeks (weighted by 1), based on the number of issues of newspapers respondent reported reading for each of the two periods.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	10+	87.2%	24.7	10+	86.1%	23.6
Quintile II	1-9	12.8%	3.6	1-9	13.9%	3.8
Quintile III	0	0.0%	0.0	0	0.0%	0.0
Quintile IV	0	0.0%	0.0	0	0.0%	0.0
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	1+	100.0%	11.3	1+	100.0%	11.0
Bottom ½ (Light)	0	0.0%	0.0	0	0.0%	0.0

Radio

Number of half hours listened to Monday to Friday all day, developed from a weighted average of the number of half hours listened to on an average weekday.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	46+	62.3%	86.8	36+	64.2%	74.6
Quintile II	21-45	21.7%	30.2	16-35	20.6%	24.0
Quintile III	11-20	10.4%	14.5	10-15	10.1%	11.8
Quintile IV	1-10	5.5%	7.7	1-9	5.1%	5.9
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	15+	90.5%	50.3	11+	90.6%	42.2
Bottom ½ (Light)	0-14	9.5%	5.3	0-10	9.4%	4.4

MRI-Simmons Spring 2019
Definition of Media Quintiles

TV – Total

Number of half hours viewed per week for all time periods, developed from a weighted average of the number of half hours viewed on an average day. TV Quintiles include any and all TV watching and, thus, include cable, satellite and other viewing.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	89+	49.7%	140.0	91+	50.5%	144.6
Quintile II	56-88	24.9%	70.2	56-90	24.6%	70.6
Quintile III	35-55	15.8%	44.6	34-55	15.5%	44.5
Quintile IV	14-34	8.4%	23.8	13-33	8.2%	23.4
Quintile V	0-13	1.2%	3.3	0-12	1.1%	3.3
Top ½ (Heavy)	45+	83.4%	94.0	45+	83.9%	96.1
Bottom ½ (Light)	0-44	16.6%	18.7	0-44	16.1%	18.5

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		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	300	41.3%	300.0	201+	51.8%	288.2
Quintile II	200-299	33.3%	241.9	76-200	26.9%	149.2
Quintile III	76-199	15.4%	112.1	44-75	12.6%	70.0
Quintile IV	29-75	7.9%	57.6	28-43	6.6%	36.4
Quintile V	0-28	2.1%	15.2	0-27	2.1%	11.6
Top ½ (Heavy)	125+	83.7%	243.3	75+	85.5%	189.9
Bottom ½ (Light)	0-124	16.3%	47.4	0-74	14.5%	32.2

TV Prime Time

Number of half hours viewed per week for the day part.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	36+	44.5%	41.6	37+	44.2%	41.9
Quintile II	24-35	31.9%	29.8	24-36	31.7%	30.0
Quintile III	11-23	18.3%	17.1	11-23	18.2%	17.2
Quintile IV	1-10	5.2%	4.9	1-10	5.9%	5.6
Quintile V	0	0%	0.0	0	0%	0.0
Top ½ (Heavy)	17+	87.3%	32.6	18+	86.7%	32.8
Bottom ½ (Light)	0-16	12.7%	4.7	0-17	13.3%	5.0

MRI-Simmons Spring 2019
Definition of Media Quintiles

Internet

Number of hours used in an average week.

	Men			Women		
	Range	**Share of Volume**	**Average Penetration**	**Range**	**Share of Volume**	**Average Penetration**
Quintile I	44.5+	50.1%	55.6	42.5+	50.7%	54.1
Quintile II	24.5-44.4	26.4%	29.3	22.6-42.4	26.6%	28.3
Quintile III	10.6-24.4	16.2%	18.1	10.5-22.5	15.5%	16.5
Quintile IV	3.8-10.5	6.7%	7.5	2.8-10.4	6.7%	7.2
Quintile V	0-3.7	0.5%	0.6	0-2.7	0.5%	0.5

TV Daytime

Number of half hours viewed in an average weekday between 9am and 4pm.

	Men			Women		
	Range	**Share of Volume**	**Average Penetration**	**Range**	**Share of Volume**	**Average Penetration**
Tercile I (Heavy)	7+	63.9%	11.1	8+	61.9%	11.3
Tercile II (Medium)	3-6	26.4%	4.6	4-7	27.6%	5.0
Tercile III (Light)	1-2	9.7%	1.7	1-3	10.5%	1.9
Non-Viewers	0	0.0%	0.0	0	0.0%	0.0

Block Group HH Income Quintiles
Median Income Range for Adults

Block Group HH Income Quintile	Range - Adults
Quintile I	120,001+
Quintile II	74,001 – 120,000
Quintile III	46,001 - 74,000
Quintile IV	24,000 – 46,000
Quintile V	23,999 or less

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RELIABILITY OF RESULTS

The estimates obtained in this, as in all sample surveys, are subject to sampling errors or sampling tolerances. As of Fall 2006, sample tolerance calculations are based on the jack-knife replication formula (please see Client Notices and Technical Guide for further detail). These are the measures of the expected differences between survey estimates based on the sample and what would have been obtained had the entire universe been surveyed. These tolerances are used as a measure of the reliability of the results. They are dependent for the most part on the following two factors:

(1) Size of sample. Larger samples and larger estimates have smaller relative tolerances and alternatively, smaller samples and smaller estimates have larger relative tolerances.

(2) Variation or lack of variation in the distribution of the measured item. Phenomena that are equally distributed tend to have smaller tolerances than those characterized by distribution peaks and troughs.

A table showing the sample tolerances for media audiences for adults, men and women is included. These are two sigma tolerances and should be read as follows: "In 95% of these types of samples the value obtained by the sample will differ by no more than plus or minus the specified tolerance from the value obtained in a full survey." Tolerances for other demographic groups can be approximated by using the following procedure.

(1) Compute the ratio of the table tolerance to its corresponding audience.

(2) Depending upon the relative size of the demographic group, multiply this ratio by the appropriate factor in the table below.

(3) Multiply the resultant by the audience of the desired demographic group. This is the two sigma tolerance for that audience.

RELATIVE SIZE OF DEMOGRAPHIC GROUP	FACTOR
50%	1.41
40%	1.58
30%	1.83
20%	2.24
10%	3.16
5%	4.47

In as much as tolerances tend to become quite large for small populations, users should consider using a more generalized audience number with corresponding greater reliability than a more detailed and precise estimate with less reliability.

Estimates involving geographic characteristics have considerably larger tolerances than other demographic factors, since geographic variation is based on the number and dispersion of clusters, while the variations of other demographics are based on the number and dispersion of respondents.

Unweighted and Projected Audiences ('000) and Estimated Tolerances (JackKnife)

	Adults			Men			Women		
	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance
Total U.S.	24154	248885	-	12033	120167	-	12121	128718	-
AARP The Magazine	4277	38194	1748	1848	15768	1010	2429	22426	1456
Allrecipes Magazine @	611	6644	985	100	868	333	511	5775	841
Allure	505	4920	791	43	418	156	462	4502	804
American Hunter	315	3636	610	274	3150	681	41	485	186
American Legion	314	3223	300	226	2198	293	88	1026	326
American Rifleman	515	5520	883	455	4743	868	60	777	270
American Way	378	3352	314	216	1806	195	162	1546	314
Architectural Digest	327	2435	416	134	1014	243	193	1421	341
Arthritis Today @	459	4351	787	122	1071	286	337	3280	617
The Atlantic	224	1919	560	126	973	230	98	946	393
Automobile	259	2557	573	223	2119	455	36	438	234
Autoweek	175	1704	422	149	1401	463	26	303	147
Bassmaster	254	2870	590	224	2472	418	30	398	272
Better Homes & Gardens	3120	31394	1769	643	6119	718	2477	25275	1360
Bicycling ><	161	1489	320	117	1074	258	44	415	196
Birds & Blooms	471	5299	733	121	1171	322	350	4128	538
Black Enterprise	266	2327	566	142	1353	334	124	974	372
Bloomberg Businessweek	194	1472	294	131	985	224	63	487	196
Boating	203	1885	517	168	1559	431	35	327	123
Bon Appetit	742	6419	461	232	1847	353	510	4572	461
Bonnier Magazine Network (Gr)	2618	26873	2215	2125	21400	1844	493	5473	1142
Bonnier Marine and Aviation (Gr)	545	5009	579	453	4123	411	92	886	266
Bonnier Outdoor Group (Gr)	1166	13090	1306	941	10244	1106	225	2846	731
Boys' Life	153	1423	233	89	809	211	64	615	201
Brides	404	4289	354	45	480	238	359	3809	297
Car and Driver	835	7632	867	764	7012	829	71	620	135
Car Craft	167	1902	582	155	1787	551	12	115	110
Chicago Tribune (Sunday)	343	1487	242	165	739	217	178	748	106
Cigar Aficionado	151	1388	395	115	1076	388	36	311	186
Conde Nast Package (Gr)	5802	51547	2796	2272	18710	1248	3530	32837	2528
Conde Nast Traveler <>	342	2847	556	156	1187	385	186	1661	347
Consumer Reports	1199	10178	1154	668	5367	814	531	4811	775
Cooking with Paula Deen	242	2879	577	39	464	235	203	2414	556
Cosmopolitan	1236	13260	1281	195	2142	384	1041	11118	1109
Costco Connection &%	2968	26765	1229	1348	10993	745	1620	15772	1214
Country	297	3700	550	85	1101	366	212	2599	662
Country Living	1050	11431	1130	237	2523	482	813	8908	1048
Country Sampler	174	1937	528	25	319	193	149	1618	425
Delta Sky Magazine	650	5961	684	346	2855	389	304	3106	435
Diabetes Forecast	416	4011	552	150	1424	345	266	2587	340
Diabetes Self-Management	514	5201	576	190	1899	410	324	3302	427
Discover <>	518	5368	767	296	2812	573	222	2556	440
Ducks Unlimited	223	2562	512	176	1763	307	47	799	352
EatingWell <	696	6345	562	169	1477	291	527	4868	447
The Economist	264	2093	477	186	1458	413	78	635	211
Elle	447	4228	635	46	369	140	401	3859	701
Elle Decor	231	1825	505	39	251	137	192	1573	433
Entertainment Weekly	839	8074	941	370	3257	654	469	4817	631
Entrepreneur <>	325	2953	428	221	1991	444	104	963	377
ESPN The Magazine ^>	1264	13115	599	984	9870	646	280	3245	591
Esquire	297	2777	396	197	1652	244	100	1125	288
Essence	739	6595	496	198	1773	187	541	4822	448
Family Circle	1105	10972	774	89	826	394	1016	10146	576
The Family Handyman	488	4479	622	339	2986	349	149	1493	493
Field & Stream ><	673	7850	1070	569	6439	786	104	1411	453
First For Women	298	3413	645	8	68	82	290	3345	607
Food & Wine	801	6704	607	339	2685	265	462	4019	698
Food Network Magazine	1128	11693	995	327	3426	514	801	8267	860
Forbes	668	6286	1060	452	4008	656	216	2277	503
Fortune	298	2386	454	200	1611	370	98	775	223
Four Wheeler Group (Gr)	331	3968	737	289	3419	505	42	548	305
Game & Fish ^	288	3289	669	242	2727	642	46	562	217
Game Informer	827	10399	1095	586	7466	965	241	2934	436
Golf Digest	548	4638	706	454	3746	462	94	892	374
Golf Magazine	465	3997	423	376	3057	378	89	939	366
Golfweek	218	1832	533	177	1527	467	41	305	148
Good Housekeeping	1737	17539	1864	213	2071	375	1524	15468	1597
GQ (Gentlemen's Quarterly)	560	4961	565	426	3626	488	134	1335	290
Guideposts	447	4441	458	106	995	258	341	3446	401
Guns & Ammo	764	8248	1110	653	6913	999	111	1335	351
Harper's Bazaar	320	2757	543	51	395	177	269	2361	584
Health	862	8566	830	286	2577	368	576	5990	696
Hearst Design Group (Gr)	931	7730	1067	132	903	288	799	6827	911
Hearst Magazine Group (Gr)	16333	158730	6350	4919	46035	2622	11414	112696	4823
Hearst Men's Group (Gr)	3171	29196	2190	2727	24671	1973	444	4525	551
HGTV Magazine	893	9548	1053	232	2560	538	661	6988	686
Hot Rod	432	5100	968	384	4518	715	48	583	328
House Beautiful	584	5013	670	73	536	169	511	4477	543
Hunting	282	3364	795	243	2865	716	39	499	365
In-Fisherman	260	2852	573	231	2448	451	29	405	317
InStyle	733	7070	1121	73	641	189	660	6429	1113
In Touch	477	4768	572	82	676	257	395	4093	533
Inc. ><	131	954	262	92	608	255	39	346	161

@ Magazine is now a quarterly but was measured as a bimonthly in Waves 79 and 80.
>< Magazine is now a bimonthly and was measured as a monthly in Wave 79.
<> Magazine is now a bimonthly and was measured as a monthly in Waves 79 and 80.
&% Costco Connection was measured as The Costco Connection in Wave 79.
< EatingWell is now a monthly and was measured as a bimonthly in Waves 79 and 80.
^> ESPN The Magazine is now a monthly and was measured as a triweekly in Waves 79 and 80.
^ Prior to Wave 78, Game & Fish was measured as two separate, but related titles (Game & Fish and Sportsman) whose circulations were reported as a single publication. Sportsman circulation is currently limited to Texas only and Sportsman readership is no longer included in the audience estimate beginning with Wave 78. Additionally, issues from Texas are not included in listed circulation.

>^ Outdoor Life is now a quarterly and was measured as a monthly in Wave 79 and as a bimonthly in Wave 80.
% Rolling Stone is now a monthly and was measured as a biweekly in Wave 79.
&& Sports Illustrated is now a biweekly and was measured as a weekly in Wave 79.
= Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

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Unweighted and Projected Audiences ('000) and Estimated Tolerances (JackKnife)

	Adults			Men			Women		
	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance
Total U.S.	24154	248885	-	12033	120167	-	12121	128718	-
Kiplinger's Personal Finance	196	1499	452	126	896	330	70	604	281
Life & Style Weekly	273	2937	732	60	611	190	213	2326	642
Los Angeles Times (Sunday)	180	1436	391	96	834	199	84	602	263
The Magnolia Journal	586	6532	795	92	965	238	494	5567	878
Marie Claire	311	3098	569	14	132	106	297	2965	579
Martha Stewart Living	714	6916	1154	73	661	209	641	6255	1264
Maxim ><	331	3196	601	258	2539	608	73	656	197
Men's Health	1160	10381	979	978	8442	725	182	1939	458
Midwest Living	235	2651	608	53	488	290	182	2163	468
Money	543	4450	646	338	2840	445	205	1611	287
Mother Earth News	221	2568	470	104	1119	299	117	1449	474
Motor Trend	635	6132	1096	589	5614	983	46	519	221
Motorcyclist	245	2588	548	198	2045	665	47	542	194
Muscle & Fitness	547	4996	747	428	3786	559	119	1209	409
National Enquirer	500	5003	590	193	1849	338	307	3154	713
National Geographic	2874	27959	1617	1597	15317	872	1277	12642	1254
National Geographic Kids	635	7053	1134	169	1667	425	466	5386	860
National Geographic Traveler	972	9746	754	505	4894	554	467	4852	586
National Wildlife	555	6034	544	309	3192	657	246	2842	485
New York Magazine	349	2778	604	169	1275	317	180	1503	411
New York Times (Daily)	312	2539	237	180	1509	234	132	1030	170
New York Times (Sunday)	520	4404	412	267	2175	496	253	2229	467
The New Yorker	557	4288	512	254	1840	340	303	2447	440
O, The Oprah Magazine	1080	9243	528	161	1384	315	919	7859	478
OK!	304	2974	339	49	386	261	255	2588	386
Outdoor Life >^	493	5240	549	372	3805	541	121	1435	517
Outdoor Sportsman Trophy Group (Gr)	1594	17753	2172	1369	14953	2100	225	2801	819
Outside <>	245	2569	720	151	1442	643	94	1127	372
Parade Carrier Newspapers =	4169	39521	2444	1981	18034	1261	2188	21487	2082
Parents	785	7937	622	117	1121	292	668	6817	630
Parents Latina	138	1416	398	21	177	147	117	1239	359
People	3540	33832	1686	1044	9377	856	2496	24455	1408
People en Espanol	514	6741	787	178	2454	601	336	4287	759
Popular Mechanics	593	5965	982	528	5335	892	65	630	224
Popular Science @	662	6187	707	533	4988	617	129	1199	430
Prevention	519	4656	822	84	712	225	435	3944	763
Psychology Today	355	3225	447	128	1097	264	227	2127	446
Rachael Ray Every Day	509	5681	737	83	888	269	426	4793	644
Reader's Digest	1668	16653	1093	641	6143	366	1027	10510	1200
Real Simple	674	6140	511	82	729	246	592	5411	476
Reminisce	140	1688	566	39	465	239	101	1223	409
Road & Track	286	2442	484	260	2230	419	26	211	132
Rolling Stone %	930	10263	1175	581	5934	1032	349	4329	527
Runner's World ><	207	1923	386	106	873	225	101	1050	268
Salt Water Sportsman	153	1362	221	134	1168	209	19	194	129
The Saturday Evening Post	168	1597	382	81	676	258	87	920	221
Scientific American	275	2302	446	193	1514	344	82	788	260
Shape	443	4272	686	49	543	218	394	3729	647
Ski	117	1083	412	61	466	239	56	617	291
Smithsonian	755	6841	769	391	3191	346	364	3650	689
Southern Living	1464	16244	1404	330	3513	745	1134	12731	804
Southwest: The Magazine	654	6102	523	333	3023	411	321	3078	396
Sports Illustrated &&	1638	16175	734	1299	12509	826	339	3666	358
Star	488	4900	762	121	1173	389	367	3727	710
Street Rodder	160	1894	456	149	1744	412	11	150	129
Sunset	410	4051	431	122	1035	219	288	3016	427
Taste of Home	1077	11977	1009	150	1506	427	927	10471	1112
Tennis	141	1117	175	90	705	130	51	412	202
Texas Monthly	309	2482	751	169	1337	701	140	1145	211
This Old House	562	5460	743	312	2902	568	250	2558	455
Time	1633	14677	1278	875	7539	835	758	7139	558
Town & Country	356	3548	470	105	1081	318	251	2468	428
Traditional Home	403	3893	515	76	711	397	327	3182	418
Travel + Leisure	661	5271	708	265	2012	297	396	3259	626
Trusted Media Brands,Inc. Grp. (Gr)	4141	43795	2197	1375	13372	1109	2766	30424	2119
TV Guide Magazine	838	8715	1098	343	3634	586	495	5081	722
United Hemispheres	351	2694	494	197	1393	223	154	1302	333
Us Weekly	988	10109	850	241	2161	401	747	7947	829
USA Today	273	2528	340	164	1439	251	109	1089	263
Vanity Fair	748	6833	788	165	1170	254	583	5663	860
Veranda	116	892	272	20	116	78	96	777	269
VFW Magazine	275	2847	461	200	1953	359	75	894	314
Vogue	1060	10499	934	173	1741	406	887	8758	823
Wall Street Journal	337	2735	551	205	1537	288	132	1198	444
Washington Post (Sunday)	210	1274	298	92	496	137	118	777	225
WebMD Magazine	914	9110	849	302	2919	598	612	6191	490
Wine Spectator	293	2308	568	147	1030	365	146	1279	300
Wired	282	2620	403	207	1878	290	75	742	277
Woman's Day	1404	14049	1139	67	773	241	1337	13275	1042
Woman's World	553	5892	1039	25	252	145	528	5640	968
Women's Health	1007	9760	684	82	702	146	925	9058	676
Yankee	181	1389	380	78	558	169	103	831	299
Yoga Journal <>	234	1962	303	52	493	182	182	1469	326

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^ Prior to Wave 78, Game & Fish was measured as two separate, but related titles (Game & Fish and Sportsman) whose circulations were reported as a single publication. Sportsman circulation is currently limited to Texas only and Sportsman readership is no longer included in the audience estimate beginning with Wave 78. Additionally, issues from Texas are not included in listed circulation.

>^ Outdoor Life is now a quarterly and was measured as a monthly in Wave 79 and as a bimonthly in Wave 80.
% Rolling Stone is now a monthly and was measured as a biweekly in Wave 79.
&& Sports Illustrated is now a biweekly and was measured as a weekly in Wave 79.
= Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

MEDIAN AGE, HOUSEHOLD INCOME AND INDIVIDUAL EMPLOYMENT INCOME

	MEDIAN AGE			MEDIAN HOUSEHOLD INCOME			MEDIAN INDIVIDUAL EMPLOYMENT INCOME		
	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN
Total U.S.	47.3	46.4	48.2	72,977	77,505	68,882	43,630	49,891	36,796
AARP The Magazine	64.5	65.0	64.1	66,703	72,384	62,331	45,109	53,348	38,313
Allrecipes Magazine @	48.4	44.3	48.8	75,272	81,701	73,763	38,080	41,278	37,390
Allure	38.6	37.8	38.9	78,192	73,935	78,782	35,944	39,492	34,718
American Hunter	55.1	55.4	53.8	65,204	69,910	44,570	50,151	53,286	29,593
American Legion	68.0	70.3	61.2	66,994	71,015	53,698	43,512	51,176	34,301
American Rifleman	56.2	56.9	53.3	73,277	73,371	72,673	52,921	56,315	41,173
American Way	45.5	46.2	43.9	140,389	153,072	124,206	85,970	101,550	64,905
Architectural Digest	54.5	48.4	58.3	113,968	97,542	129,366	72,657	78,125	69,136
Arthritis Today @	65.2	68.6	64.2	52,385	64,465	48,568	38,661	43,103	34,749
The Atlantic	54.1	51.4	56.8	94,001	104,783	86,522	64,150	71,254	58,226
Automobile	51.1	51.7	47.4	65,965	70,594	42,428	35,507	37,855	24,053
Autoweek	51.2	51.3	51.0	80,450	86,001	55,375	42,162	46,125	31,107
Bassmaster	48.5	48.5	48.2	58,153	63,060	34,486	39,927	44,379	23,295
Better Homes & Gardens	53.9	52.8	54.2	68,531	71,294	67,403	38,723	49,171	36,072
Bicycling ><	48.9	48.5	50.9	85,430	93,666	77,558	44,333	58,307	27,793
Birds & Blooms	63.2	65.1	62.6	59,742	67,571	57,570	39,395	55,548	34,410
Black Enterprise	49.6	46.3	53.5	61,500	63,720	52,903	34,578	37,670	33,151
Bloomberg Businessweek	53.9	51.9	60.5	115,228	104,793	136,179	69,940	70,670	68,805
Boating	55.8	56.5	52.8	71,380	80,348	55,338	52,440	60,106	32,497
Bon Appetit	51.7	46.5	53.6	90,286	97,209	87,534	44,400	65,423	40,361
Bonnier Magazine Network (Gr)	50.0	50.9	46.2	71,588	76,276	55,332	48,540	53,298	30,375
Bonnier Marine and Aviation (Gr)	53.8	54.9	46.5	82,622	91,605	58,094	53,652	58,169	31,037
Bonnier Outdoor Group (Gr)	50.1	51.6	45.6	63,535	69,698	49,648	45,936	49,811	28,939
Boys' Life	44.9	47.0	42.7	118,537	126,433	102,781	54,180	75,505	39,064
Brides	36.5	38.2	36.1	69,155	71,585	68,324	32,146	47,877	31,023
Car and Driver	47.4	47.4	47.0	84,035	84,041	83,947	53,859	55,444	44,407
Car Craft	50.1	50.3	49.4	66,178	67,346	42,278	38,731	39,540	23,644
Chicago Tribune (Sunday)	53.7	52.9	55.1	81,562	87,752	73,477	49,898	67,515	36,409
Cigar Aficionado	45.8	44.7	50.8	123,392	130,556	103,425	59,760	67,530	31,853
Conde Nast Package (Gr)	45.1	45.3	44.9	86,372	91,624	83,385	43,918	55,739	38,390
Conde Nast Traveler <>	55.9	55.6	56.0	111,725	103,209	119,096	57,242	67,621	49,004
Consumer Reports	64.1	63.9	64.2	90,536	91,507	89,043	57,625	62,251	51,845
Cooking with Paula Deen	51.0	43.0	52.7	53,288	46,704	54,544	26,727	35,586	26,429
Cosmopolitan	36.2	36.0	36.3	68,729	82,754	65,742	32,761	42,070	30,623
Costco Connection &%	50.3	50.0	50.5	109,980	116,261	105,010	57,425	71,057	48,007
Country	60.2	58.7	60.9	50,787	63,431	48,064	36,220	41,025	35,011
Country Living	55.7	58.6	54.5	64,327	75,414	60,747	36,769	47,974	33,850
Country Sampler	60.5	64.5	59.1	55,727	63,757	53,250	29,918	48,128	25,294
Delta Sky Magazine	49.2	48.9	49.8	127,315	148,970	106,630	79,520	104,845	55,836
Diabetes Forecast	59.8	58.1	60.9	42,819	68,081	36,139	31,814	38,956	22,953
Diabetes Self-Management	58.9	58.8	58.9	42,137	56,543	34,173	32,006	33,409	30,838
Discover <>	46.2	46.4	45.6	58,210	65,807	50,939	35,120	43,124	25,889
Ducks Unlimited	46.9	47.4	45.9	78,247	91,264	53,210	49,563	57,555	34,108
EatingWell <	52.2	50.1	52.6	65,310	65,841	65,128	39,605	44,725	36,790
The Economist	44.7	44.0	48.5	133,692	140,444	120,368	81,384	81,419	81,320
Elle	43.4	44.3	43.3	69,734	78,099	69,093	31,529	43,217	30,598
Elle Decor	49.6	61.6	48.2	64,646	99,533	59,994	34,963	104,902	31,489
Entertainment Weekly	42.9	42.4	43.4	70,745	69,237	72,148	39,904	46,441	36,294
Entrepreneur <>	42.3	41.5	43.6	84,296	89,040	69,091	45,399	49,180	34,422
ESPN The Magazine ^>	37.3	38.2	33.5	70,441	71,587	65,475	40,663	42,669	29,951
Esquire	46.9	46.0	48.1	79,511	85,469	68,316	44,295	53,858	31,575
Essence	46.1	47.9	45.7	57,953	65,646	55,213	38,349	39,008	37,995
Family Circle	60.2	61.9	60.2	65,257	59,775	65,711	36,670	44,826	35,842
The Family Handyman	57.2	54.9	60.0	78,158	81,213	70,998	55,844	60,822	39,031
Field & Stream ><	50.8	52.1	45.6	66,908	69,640	56,755	47,537	50,132	32,405
First For Women	54.1	54.2	54.1	53,428	29,154	53,654	35,432	29,464	35,506
Food & Wine	47.5	42.5	50.9	84,810	100,216	76,131	43,588	49,954	38,379
Food Network Magazine	43.6	39.1	45.6	72,239	75,086	70,517	36,101	43,790	31,651
Forbes	39.5	41.4	36.0	87,616	90,910	80,284	47,842	52,836	40,252
Fortune	50.2	47.2	52.7	93,391	93,570	92,996	62,704	67,832	57,946
Four Wheeler Group (Gr)	42.5	42.6	40.9	72,485	71,507	82,008	39,595	43,423	22,112
Game & Fish ^	50.7	50.3	52.9	60,508	60,935	59,515	38,270	41,592	22,417
Game Informer	31.0	29.7	35.1	68,977	71,924	60,451	32,300	33,538	28,469
Golf Digest	52.6	51.3	56.7	98,671	103,887	82,835	63,979	67,144	33,907
Golf Magazine	53.6	53.0	56.6	95,310	98,035	86,106	53,660	64,109	36,125
Golfweek	48.5	46.9	58.2	93,257	95,720	68,546	60,172	62,278	37,927
Good Housekeeping	58.8	61.9	58.5	65,824	73,771	64,355	37,251	56,009	35,316
GQ (Gentlemen's Quarterly)	38.3	39.1	34.4	74,437	73,026	77,619	39,808	43,922	27,861
Guideposts	63.1	59.9	63.9	58,525	68,561	53,965	37,357	63,829	32,288
Guns & Ammo	44.8	45.7	40.2	70,080	72,365	53,662	46,102	48,903	33,269
Harper's Bazaar	48.2	38.6	49.1	76,995	95,527	71,395	37,492	41,857	33,962
Health	50.2	50.9	49.8	62,937	62,113	63,343	36,135	40,544	34,980
Hearst Design Group (Gr)	59.6	58.7	59.7	74,623	84,240	72,994	41,152	64,704	36,900
Hearst Magazine Group (Gr)	50.7	47.6	52.1	72,720	80,858	69,137	39,729	52,092	34,462
Hearst Men's Group (Gr)	46.4	46.5	46.3	83,254	84,088	77,677	53,121	56,250	34,867
HGTV Magazine	46.9	44.4	48.5	78,232	77,279	78,635	37,613	47,057	33,982
Hot Rod	45.8	45.9	44.3	62,595	63,433	56,530	39,166	42,597	26,376
House Beautiful	62.4	58.2	63.1	73,236	78,351	72,457	39,689	53,253	37,612
Hunting	54.2	54.1	55.2	63,023	66,141	46,126	49,938	51,565	21,258
In-Fisherman	50.2	51.0	48.4	64,303	65,820	54,649	51,150	51,764	49,071
InStyle	44.6	44.1	44.7	86,918	85,797	87,025	40,184	46,860	39,981
In Touch	39.4	39.3	39.4	71,073	75,858	70,399	38,404	41,853	37,272
Inc. ><	45.4	42.9	49.4	108,794	128,286	68,271	70,751	79,938	43,785

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MEDIAN AGE, HOUSEHOLD INCOME AND INDIVIDUAL EMPLOYMENT INCOME

	MEDIAN AGE			MEDIAN HOUSEHOLD INCOME			MEDIAN INDIVIDUAL EMPLOYMENT INCOME		
	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN
Total U.S.	47.3	46.4	48.2	72,977	77,505	68,882	43,630	49,891	36,796
Kiplinger's Personal Finance	63.8	62.0	65.2	105,036	119,192	81,756	78,868	95,950	61,464
Life & Style Weekly	41.9	38.3	43.7	61,766	60,919	62,311	36,291	42,216	34,738
Los Angeles Times (Sunday)	61.2	58.1	63.8	101,912	101,337	102,882	61,096	62,420	59,349
The Magnolia Journal	50.7	37.9	52.7	104,283	122,854	99,510	47,059	73,578	42,709
Marie Claire	43.3	39.7	43.3	82,561	111,203	81,763	35,474	101,807	34,398
Martha Stewart Living	56.6	51.5	57.0	84,224	87,103	83,935	40,454	49,179	38,707
Maxim ><	39.8	40.1	36.6	62,546	65,585	55,713	41,419	45,449	32,007
Men's Health	42.7	42.4	43.5	85,733	87,206	80,505	52,481	56,517	33,752
Midwest Living	56.9	51.8	57.7	59,556	82,198	58,030	36,307	61,769	31,081
Money	55.2	56.0	53.6	97,870	105,538	85,299	55,960	63,317	45,931
Mother Earth News	55.9	58.0	53.9	71,273	81,582	63,173	49,213	55,253	43,057
Motor Trend	45.2	44.7	49.6	81,292	80,790	90,642	49,454	52,080	27,824
Motorcyclist	46.4	46.3	47.4	76,857	82,792	58,923	49,104	50,689	21,244
Muscle & Fitness	38.6	38.0	41.7	72,951	77,861	63,052	45,015	48,542	35,087
National Enquirer	52.0	49.9	53.1	59,404	66,641	56,074	36,098	44,666	32,557
National Geographic	47.6	47.1	48.2	72,815	73,511	71,824	43,983	49,189	33,809
National Geographic Kids	38.2	38.9	37.9	82,660	90,731	79,865	42,103	56,448	34,673
National Geographic Traveler	45.7	44.3	47.5	73,242	78,124	68,328	38,854	44,593	29,938
National Wildlife	42.0	43.8	40.2	51,610	65,609	43,406	32,559	38,587	21,830
New York Magazine	48.4	46.7	49.9	90,586	91,122	89,861	48,716	52,505	43,372
New York Times (Daily)	51.1	50.1	52.0	106,235	112,506	96,870	52,136	63,314	39,531
New York Times (Sunday)	49.8	50.2	49.4	94,495	96,044	90,021	54,773	60,520	47,855
The New Yorker	55.1	55.3	54.8	96,963	99,341	94,961	53,792	64,255	46,110
O, The Oprah Magazine	52.9	48.2	53.7	81,846	77,816	82,621	42,701	47,780	41,686
OK!	37.2	42.7	35.8	77,074	119,160	71,184	34,373	52,861	32,465
Outdoor Life >^	49.3	51.0	45.5	59,212	69,786	42,392	42,513	49,478	24,145
Outdoor Sportsman Trophy Group (Gr)	48.8	49.3	46.9	65,635	67,910	53,826	46,549	49,106	27,956
Outside <>	41.1	42.9	39.7	83,473	91,077	77,664	43,668	60,807	26,058
Parade Carrier Newspapers =	59.0	58.4	59.4	73,721	77,443	70,497	45,540	52,923	38,706
Parents	40.1	42.2	39.7	66,234	82,097	62,873	34,237	50,176	32,066
Parents Latina	43.5	42.4	43.9	45,180	75,616	42,483	29,249	44,022	24,948
People	50.0	51.4	49.4	73,964	72,520	74,562	39,221	47,046	36,994
People en Espanol	46.3	47.2	46.0	47,822	48,386	47,082	26,781	29,683	23,594
Popular Mechanics	49.3	49.5	47.4	76,344	76,973	63,510	52,059	52,680	45,521
Popular Science @	48.2	48.5	47.3	76,658	78,004	70,546	53,112	58,004	32,514
Prevention	59.7	59.2	59.8	70,966	75,931	70,290	41,057	36,256	41,806
Psychology Today	45.2	41.7	46.8	83,506	72,044	89,197	39,049	42,173	37,939
Rachael Ray Every Day	55.8	52.0	56.4	67,888	67,590	67,983	39,024	47,528	36,810
Reader's Digest	59.2	58.1	59.9	65,204	69,256	62,249	40,413	49,746	35,331
Real Simple	55.8	49.9	56.3	107,736	129,546	105,821	57,224	99,030	52,873
Reminisce	66.7	73.6	64.8	55,066	53,407	55,840	30,617	29,627	30,693
Road & Track	52.4	52.8	47.8	92,260	91,988	101,497	67,474	68,054	43,148
Rolling Stone %	35.3	36.2	33.9	67,122	69,391	62,633	33,246	36,344	30,338
Runner's World ><	45.5	49.6	43.1	113,483	120,143	109,294	53,368	66,913	48,255
Salt Water Sportsman	50.5	51.3	34.4	90,056	95,197	39,410	50,787	52,253	23,051
The Saturday Evening Post	66.1	62.2	67.9	46,059	47,371	44,713	32,325	32,663	31,022
Scientific American	57.9	54.3	65.6	84,421	88,634	77,985	53,952	56,071	44,021
Shape	44.7	48.5	44.1	106,185	86,947	110,155	50,838	51,779	50,699
Ski	48.9	53.3	45.6	64,382	119,895	42,020	29,588	63,718	23,170
Smithsonian	60.9	60.5	61.2	79,723	82,431	77,390	53,644	64,060	45,037
Southern Living	56.1	55.3	56.3	74,088	84,362	71,456	43,294	57,345	40,640
Southwest: The Magazine	48.8	46.8	52.0	120,471	131,112	101,665	74,955	91,385	59,568
Sports Illustrated &&	44.8	44.4	45.8	78,051	76,227	83,227	44,430	45,501	41,202
Star	44.7	42.3	45.7	60,873	56,004	64,684	32,406	33,062	31,949
Street Rodder	45.2	45.9	35.4	64,642	63,716	159,080	38,084	39,553	27,162
Sunset	60.0	59.7	60.0	98,357	107,819	95,481	55,378	64,886	53,452
Taste of Home	54.0	56.2	53.6	69,319	63,857	70,369	36,128	41,778	35,312
Tennis	56.4	55.3	58.3	78,357	104,668	58,410	58,262	63,564	38,106
Texas Monthly	50.3	48.7	52.7	96,527	95,526	98,304	59,743	72,992	50,500
This Old House	56.5	55.1	57.9	78,706	87,082	68,090	53,502	62,382	35,781
Time	49.2	47.9	50.5	77,048	78,900	75,157	41,586	52,154	34,415
Town & Country	55.1	49.5	56.7	71,030	73,320	69,043	45,472	54,991	40,740
Traditional Home	54.9	47.9	56.0	86,994	96,744	83,880	42,208	73,812	36,828
Travel + Leisure	55.8	54.9	56.4	104,776	106,782	103,617	54,425	77,677	45,345
Trusted Media Brands,Inc. Grp. (Gr)	58.7	58.3	58.8	65,029	69,464	62,637	39,169	50,819	35,023
TV Guide Magazine	50.4	48.4	52.6	49,210	57,806	44,394	32,221	40,146	25,387
United Hemispheres	46.3	47.8	43.9	147,443	149,903	145,209	90,996	97,457	78,943
Us Weekly	39.3	41.8	38.6	79,841	70,185	83,024	39,267	43,186	38,400
USA Today	50.7	51.9	47.7	90,733	87,111	101,630	54,636	55,384	54,040
Vanity Fair	43.5	44.0	43.4	79,844	90,147	77,984	40,674	62,809	38,192
Veranda	59.2	55.2	59.8	114,484	87,491	118,655	63,594	87,980	58,076
VFW Magazine	65.4	67.2	59.2	60,148	64,967	54,084	42,961	45,317	30,742
Vogue	36.5	36.8	36.4	74,587	74,177	74,734	31,477	35,446	31,046
Wall Street Journal	51.3	52.2	50.2	122,881	133,190	98,997	71,053	96,092	61,447
Washington Post (Sunday)	56.0	57.3	55.8	129,031	107,991	135,252	69,692	85,669	60,440
WebMD Magazine	51.6	51.4	51.6	71,551	72,285	71,229	39,962	49,296	36,063
Wine Spectator	51.6	51.3	51.7	120,596	130,512	108,508	59,382	81,944	44,521
Wired	42.8	40.0	49.1	107,076	102,281	120,970	58,052	57,875	58,538
Woman's Day	59.6	63.0	59.5	63,174	65,077	62,802	34,700	37,786	34,373
Woman's World	57.8	58.8	57.8	58,517	65,588	58,001	30,401	55,081	29,868
Women's Health	44.5	41.6	44.8	63,136	59,736	63,483	34,564	44,034	34,174
Yankee	59.5	60.1	58.9	68,007	90,351	52,541	40,793	43,804	38,446
Yoga Journal <>	48.4	50.2	47.6	76,395	84,231	73,185	41,954	59,053	32,921

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MRI-Simmons Spring 2019 Technical Guide

	IN-HOME AUDIENCES						PRIMARY AUDIENCES					
	ADULTS		MEN		WOMEN		ADULTS		MEN		WOMEN	
	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
AARP The Magazine	3660	31918	1564	12921	2096	18998	3546	30801	1525	12611	2021	18190
Allrecipes Magazine @	304	3036	43	341	261	2695	198	2071	35	276	163	1795
Allure	148	1531	12	109	136	1423	138	1285	9	91	129	1194
American Hunter	164	1855	140	1622	24	233	131	1446	109	1207	22	240
American Legion	271	2759	195	1860	76	900	246	2599	183	1835	63	764
American Rifleman	331	3339	293	2883	38	455	286	3057	248	2597	38	460
American Way	13	137	6	38	7	99	-	-	-	-	-	-
Architectural Digest	150	1187	62	370	88	817	140	1167	61	427	79	740
Arthritis Today @	169	1540	47	406	122	1134	137	1295	40	377	97	918
The Atlantic	124	922	69	465	55	457	115	827	64	408	51	419
Automobile	107	1046	88	843	19	203	60	466	50	372	10	95
Autoweek	66	588	55	477	11	111	55	447	47	381	8	66
Bassmaster	84	884	73	779	11	104	76	784	64	660	12	124
Better Homes & Gardens	1352	12950	265	2388	1087	10562	1233	11622	247	2181	986	9441
Bicycling ><	60	523	41	317	19	206	64	574	46	375	18	200
Birds & Blooms	302	3321	84	793	218	2528	185	1939	58	519	127	1420
Black Enterprise	97	936	51	503	46	433	89	812	45	414	44	398
Bloomberg Businessweek	100	727	68	515	32	212	100	738	69	516	31	222
Boating	74	709	59	566	15	143	32	208	25	162	7	46
Bon Appetit	390	3470	131	966	259	2504	319	2762	113	776	206	1987
Bonnier Magazine Network (Gr)	861	8443	657	6235	204	2207	578	5255	439	3781	139	1474
Bonnier Marine and Aviation (Gr)	204	1899	160	1470	44	429	104	671	85	549	19	121
Bonnier Outdoor Group (Gr)	350	3796	266	2835	84	961	256	2824	186	1939	70	885
Boys' Life	123	1185	69	652	54	533	119	1090	68	632	51	458
Brides	143	1532	18	135	125	1397	60	480	7	71	53	408
Car and Driver	245	2062	209	1798	36	264	187	1865	150	1562	37	303
Car Craft	59	687	50	606	9	81	31	202	28	189	3	13
Chicago Tribune (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
Cigar Aficionado	66	606	44	403	22	202	52	483	35	320	17	163
Conde Nast Package (Gr)	2398	20809	985	7533	1413	13276	2036	17515	903	6924	1133	10591
Conde Nast Traveler <>	155	1226	72	550	83	676	139	1164	57	446	82	719
Consumer Reports	854	7039	458	3350	396	3689	802	6691	428	3221	374	3470
Cooking with Paula Deen	101	1316	13	174	88	1142	34	222	3	16	31	206
Cosmopolitan	425	4547	66	691	359	3856	401	4389	63	688	338	3701
Costco Connection &%	2644	23902	1205	9877	1439	14024	2628	23762	1210	9786	1418	13976
Country	131	1830	29	456	102	1374	84	984	26	299	58	685
Country Living	434	4412	92	915	342	3497	256	2510	67	661	189	1850
Country Sampler	85	976	8	149	77	828	54	515	8	110	46	405
Delta Sky Magazine	19	225	9	50	10	176	-	-	-	-	-	-
Diabetes Forecast	141	1347	54	509	87	838	94	1025	37	403	57	622
Diabetes Self-Management	170	1500	57	487	113	1013	96	810	39	333	57	477
Discover <>	180	1705	87	749	93	957	69	537	33	284	36	253
Ducks Unlimited	108	1165	81	757	27	408	96	1075	72	671	24	403
EatingWell <	267	2489	55	444	212	2045	177	1641	44	369	133	1272
The Economist	128	966	88	646	40	320	119	909	79	591	40	318
Elle	149	1381	18	150	131	1230	128	1208	11	72	117	1136
Elle Decor	79	526	13	71	66	455	77	491	13	71	64	419
Entertainment Weekly	222	2078	91	770	131	1309	225	2343	99	917	126	1426
Entrepreneur <>	108	914	65	633	43	281	102	864	62	558	40	307
ESPN The Magazine ^>	445	4668	316	3175	129	1493	333	3721	229	2640	104	1081
Esquire	96	787	67	544	29	243	84	709	63	501	21	209
Essence	318	2749	66	601	252	2148	225	1969	51	504	174	1465
Family Circle	492	4923	40	384	452	4539	438	4421	38	385	400	4036
The Family Handyman	273	2526	175	1530	98	996	237	2263	150	1378	87	884
Field & Stream ><	205	2348	160	1784	45	564	130	1600	98	1165	32	435
First For Women	130	1477	3	19	127	1458	103	985	2	17	101	968
Food & Wine	357	2903	154	1161	203	1742	196	1835	84	785	112	1050
Food Network Magazine	491	5092	138	1473	353	3619	295	3437	82	1119	213	2318
Forbes	211	2035	148	1369	63	665	151	1400	104	985	47	415
Fortune	116	879	75	616	41	263	124	935	83	628	41	306
Four Wheeler Group (Gr)	130	1580	102	1225	28	355	45	252	34	186	11	66
Game & Fish ^	119	1330	96	1076	23	254	60	631	48	491	12	141
Game Informer	661	8125	458	5761	203	2365	643	8017	448	5596	195	2421
Golf Digest	272	2292	215	1736	57	556	260	2128	202	1593	58	534
Golf Magazine	214	1784	164	1289	50	495	212	1815	160	1313	52	502
Golfweek	88	749	67	573	21	176	30	205	21	154	9	50
Good Housekeeping	796	7805	98	901	698	6904	671	6484	87	775	584	5709
GQ (Gentlemen's Quarterly)	183	1558	141	1132	42	426	169	1547	133	1127	36	420
Guideposts	301	2856	66	599	235	2257	246	2313	60	490	186	1823
Guns & Ammo	300	3117	234	2371	66	746	86	654	61	473	25	181
Harper's Bazaar	98	895	14	89	84	806	79	763	12	104	67	659
Health	232	2298	62	564	170	1734	202	1985	55	503	147	1482
Hearst Design Group (Gr)	390	2978	58	355	332	2623	305	2174	54	294	251	1880
Hearst Magazine Group (Gr)	6344	60057	1742	15698	4602	44359	4960	47880	1429	13480	3531	34399
Hearst Men's Group (Gr)	1064	9393	852	7370	212	2023	904	8532	717	6604	187	1928
HGTV Magazine	419	4224	102	1111	317	3112	222	2490	56	706	166	1784
Hot Rod	162	1764	135	1466	27	298	76	696	63	556	13	140
House Beautiful	252	2010	29	186	223	1824	169	1264	28	161	141	1103
Hunting	115	1405	89	1078	26	328	37	300	28	220	9	79
In-Fisherman	94	954	80	736	14	218	38	302	30	227	8	74
InStyle	242	2297	24	160	218	2136	203	1957	24	198	179	1759
In Touch	115	1238	24	182	91	1056	53	309	12	56	41	252
Inc. ><	60	427	40	270	20	157	61	390	43	246	18	143

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	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
Kiplinger's Personal Finance	126	972	84	626	42	346	119	931	80	604	39	326
Life & Style Weekly	48	567	8	83	40	484	25	154	8	40	17	114
Los Angeles Times (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
The Magnolia Journal	296	3312	50	554	246	2758	167	1856	34	339	133	1517
Marie Claire	110	965	8	49	102	916	103	879	6	48	97	831
Martha Stewart Living	315	3164	33	237	282	2927	257	2546	29	230	228	2316
Maxim ><	80	847	57	623	23	224	61	548	48	435	13	113
Men's Health	388	3638	295	2629	93	1009	326	3218	247	2329	79	889
Midwest Living	112	1129	20	181	92	948	101	1074	22	216	79	859
Money	281	2266	173	1387	108	878	274	2221	168	1368	106	852
Mother Earth News	101	1299	45	515	56	784	68	750	27	323	41	427
Motor Trend	201	1753	177	1506	24	247	158	1529	133	1282	25	248
Motorcyclist	87	949	63	584	24	365	28	200	24	145	4	56
Muscle & Fitness	160	1479	115	1095	45	384	55	385	41	293	14	92
National Enquirer	87	956	24	228	63	727	59	462	23	153	36	309
National Geographic	1149	10575	587	5065	562	5511	526	5145	259	2567	267	2578
National Geographic Kids	374	3916	116	1175	258	2741	131	1347	43	397	88	949
National Geographic Traveler	287	2748	128	1078	159	1671	133	1036	63	453	70	584
National Wildlife	182	1782	88	807	94	976	96	808	54	429	42	379
New York Magazine	108	751	48	337	60	414	94	711	51	394	43	317
New York Times (Daily)	156	1030	93	627	63	403	137	1023	87	667	50	356
New York Times (Sunday)	340	2569	174	1293	166	1275	254	2052	135	1021	119	1031
The New Yorker	301	2233	123	904	178	1328	261	1886	113	765	148	1121
O, The Oprah Magazine	488	3884	68	502	420	3382	431	3542	66	480	365	3062
OK!	55	635	5	37	50	598	44	360	4	19	40	341
Outdoor Life >^	145	1448	106	1051	39	397	126	1224	88	774	38	450
Outdoor Sportsman Trophy Group (Gr)	628	6806	499	5260	129	1546	221	1886	167	1411	54	475
Outside <>	79	708	49	411	30	297	74	649	44	263	30	386
Parade Carrier Newspapers =	3825	36045	1799	16336	2026	19709	-	-	-	-	-	-
Parents	299	2968	54	509	245	2459	263	2829	45	421	218	2409
Parents Latina	29	320	4	40	25	280	21	249	4	52	17	197
People	981	9323	275	2355	706	6968	612	6483	187	1908	425	4574
People en Espanol	148	1737	40	441	108	1296	76	961	21	303	55	659
Popular Mechanics	218	1985	181	1643	37	342	197	1850	165	1498	32	352
Popular Science @	220	1799	168	1347	52	452	190	1561	144	1148	46	413
Prevention	201	1952	27	280	174	1672	113	779	18	126	95	652
Psychology Today	98	860	33	267	65	593	72	454	22	128	50	325
Rachael Ray Every Day	285	2916	50	501	235	2415	213	2291	37	392	176	1899
Reader's Digest	843	7841	277	2474	566	5367	607	5855	203	1971	404	3884
Real Simple	378	3440	53	437	325	3003	300	2715	49	368	251	2347
Reminisce	96	1111	29	337	67	774	77	966	25	297	52	669
Road & Track	117	921	100	757	17	164	110	891	92	715	18	176
Rolling Stone %	298	2862	185	1514	113	1349	230	2460	134	1392	96	1069
Runner's World ><	122	1203	59	505	63	699	113	1060	57	490	56	570
Salt Water Sportsman	62	577	49	431	13	146	28	162	23	137	5	26
The Saturday Evening Post	65	654	30	235	35	419	51	523	25	208	26	315
Scientific American	121	1050	79	575	42	475	77	509	53	307	24	202
Shape	195	1816	19	233	176	1583	198	1954	18	218	180	1736
Ski	50	470	28	243	22	228	40	385	19	181	21	204
Smithsonian	415	3428	202	1556	213	1873	388	3230	190	1510	198	1720
Southern Living	707	7685	168	1584	539	6101	476	5032	123	1180	353	3852
Southwest: The Magazine	25	261	11	81	14	180	-	-	-	-	-	-
Sports Illustrated &&	616	6048	462	4283	154	1765	483	5152	364	3674	119	1478
Star	99	1076	19	120	80	956	80	706	18	143	62	563
Street Rodder	56	630	47	513	9	118	28	169	26	158	2	12
Sunset	221	1935	71	531	150	1404	194	1691	62	482	132	1209
Taste of Home	542	6009	76	714	466	5295	350	3762	64	585	286	3177
Tennis	80	614	46	344	34	271	76	581	42	325	34	256
Texas Monthly	121	1056	62	621	59	435	72	527	39	303	33	224
This Old House	268	2535	141	1210	127	1325	167	1622	90	823	77	799
Time	575	4878	317	2464	258	2414	544	4684	312	2496	232	2188
Town & Country	113	1111	32	267	81	844	91	904	27	294	64	611
Traditional Home	177	1537	35	277	142	1260	145	1260	27	244	118	1016
Travel + Leisure	240	1826	93	651	147	1175	218	1680	92	626	126	1054
Trusted Media Brands,Inc. Grp. (Gr)	2187	22637	670	6303	1517	16334	1540	15768	526	5048	1014	10719
TV Guide Magazine	457	4448	180	1857	277	2591	262	2587	102	1117	160	1470
United Hemispheres	12	110	6	55	6	56	-	-	-	-	-	-
Us Weekly	239	2620	41	471	198	2149	252	2652	46	499	206	2153
USA Today	90	756	52	348	38	408	91	753	54	410	37	343
Vanity Fair	270	2267	69	415	201	1852	230	1979	66	433	164	1547
Veranda	59	442	16	98	43	344	59	420	13	62	46	357
VFW Magazine	206	2124	147	1448	59	676	163	1735	117	1170	46	565
Vogue	334	3285	57	542	277	2743	191	1919	37	340	154	1580
Wall Street Journal	190	1520	107	823	83	697	199	1608	121	912	78	696
Washington Post (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
WebMD Magazine	144	1531	41	464	103	1067	86	791	28	273	58	518
Wine Spectator	139	975	68	412	71	563	108	747	57	329	51	418
Wired	143	1306	94	761	49	545	144	1258	102	848	42	410
Woman's Day	557	5658	29	359	528	5298	444	4635	25	314	419	4321
Woman's World	237	2585	16	162	221	2423	128	1003	10	70	118	932
Women's Health	281	2568	33	264	248	2305	223	2238	28	217	195	2021
Yankee	90	601	41	254	49	347	74	543	34	219	40	324
Yoga Journal <>	105	864	23	200	82	663	60	444	11	112	49	332

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Audiences (000) By Wave

	ADULTS		MEN		WOMEN	
	WAVE 79	WAVE 80	WAVE 79	WAVE 80	WAVE 79	WAVE 80
TOTAL	124084	124801	59893	60274	64191	64527
AARP The Magazine	19177	19017	8054	7714	11123	11303
Allrecipes Magazine @	2890	3754	469	399	2421	3354
Allure	2477	2443	251	167	2226	2276
American Hunter	1945	1691	1748	1403	198	288
American Legion	1634	1589	966	1232	669	357
American Rifleman	2837	2683	2502	2241	335	442
American Way	1381	1971	756	1050	625	922
Architectural Digest	1101	1334	463	551	639	782
Arthritis Today @	2100	2252	517	554	1582	1698
The Atlantic	859	1060	449	524	410	537
Automobile	1057	1500	897	1222	160	277
Autoweek	918	786	768	633	150	153
Bassmaster	1489	1380	1312	1160	177	221
Better Homes & Gardens	15740	15654	3248	2871	12492	12783
Bicycling ><	553	935	387	687	166	249
Birds & Blooms	2507	2791	492	680	2016	2112
Black Enterprise	1230	1097	688	665	542	432
Bloomberg Businessweek	625	848	434	552	191	296
Boating	1076	809	876	682	200	127
Bon Appetit	3345	3074	966	881	2379	2193
Bonnier Magazine Network (Gr)	13152	13722	10465	10935	2687	2786
Bonnier Marine and Aviation (Gr)	2666	2343	2249	1874	417	470
Bonnier Outdoor Group (Gr)	5865	7224	4540	5703	1325	1521
Boys' Life	676	747	395	414	281	334
Brides	2117	2172	272	208	1845	1964
Car and Driver	3893	3739	3644	3368	249	371
Car Craft	902	1000	813	974	89	26
Chicago Tribune (Sunday)	777	710	393	346	384	364
Cigar Aficionado	671	717	510	566	160	151
Conde Nast Package (Gr)	25811	25736	9387	9323	16424	16413
Conde Nast Traveler <>	1288	1559	494	693	794	866
Consumer Reports	4629	5549	2563	2804	2067	2745
Cooking with Paula Deen	1411	1468	261	203	1150	1265
Cosmopolitan	6723	6537	1208	934	5515	5603
Costco Connection &%	13340	13426	5315	5678	8025	7748
Country	1864	1836	618	483	1246	1353
Country Living	6100	5331	1557	966	4543	4366
Country Sampler	1028	909	189	130	839	779
Delta Sky Magazine	3199	2762	1501	1354	1698	1408
Diabetes Forecast	1946	2065	643	780	1303	1284
Diabetes Self-Management	2594	2607	840	1059	1754	1548
Discover <>	2587	2782	1411	1402	1176	1380
Ducks Unlimited	1145	1417	895	868	250	548
EatingWell <	3021	3324	722	756	2299	2568
The Economist	1017	1077	682	776	334	301
Elle	1821	2407	150	219	1671	2187
Elle Decor	817	1007	138	113	679	894
Entertainment Weekly	3957	4116	1580	1677	2378	2439
Entrepreneur <>	1216	1737	793	1198	424	539
ESPN The Magazine ^>	6427	6689	4874	4996	1552	1693
Esquire	1407	1369	878	774	529	596
Essence	3509	3086	965	808	2544	2278
Family Circle	5245	5726	485	341	4760	5385
The Family Handyman	2442	2037	1624	1361	818	675
Field & Stream ><	3416	4434	2778	3661	638	773
First For Women	1801	1612	19	49	1782	1563
Food & Wine	3274	3429	1361	1324	1913	2106
Food Network Magazine	6100	5594	1809	1618	4291	3976
Forbes	3034	3251	2129	1880	906	1372
Fortune	996	1390	718	893	278	497
Four Wheeler Group (Gr)	2018	1950	1767	1653	251	297
Game & Fish ^	1795	1494	1503	1224	292	270
Game Informer	4968	5431	3516	3949	1452	1482
Golf Digest	2342	2296	1849	1898	493	399
Golf Magazine	2029	1968	1527	1530	502	437
Golfweek	789	1043	638	889	151	154
Good Housekeeping	8833	8706	1117	954	7716	7752
GQ (Gentlemen's Quarterly)	2565	2396	1866	1759	698	637
Guideposts	2214	2227	438	557	1776	1670
Guns & Ammo	3891	4357	3206	3707	685	650
Harper's Bazaar	1234	1523	168	228	1066	1295
Health	4029	4537	1126	1450	2903	3087
Hearst Design Group (Gr)	3754	3976	456	447	3298	3529
Hearst Magazine Group (Gr)	79966	78765	23709	22325	56256	56439
Hearst Men's Group (Gr)	14306	14890	12197	12473	2109	2416
HGTV Magazine	4988	4560	1414	1146	3574	3414
Hot Rod	2509	2591	2295	2222	214	369
House Beautiful	2452	2561	259	276	2192	2285
Hunting	1786	1578	1491	1374	295	204
In-Fisherman	1622	1230	1410	1038	212	192
InStyle	3465	3605	342	299	3123	3306
In Touch	2516	2253	285	391	2231	1862
Inc. ><	351	603	200	408	151	196

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	WAVE 79	WAVE 80	WAVE 79	WAVE 80	WAVE 79	WAVE 80
TOTAL	124084	124801	59893	60274	64191	64527
Kiplinger's Personal Finance	692	807	481	415	211	392
Life & Style Weekly	1551	1387	391	220	1160	1166
Los Angeles Times (Sunday)	777	659	437	397	340	262
The Magnolia Journal	3067	3466	471	494	2596	2972
Marie Claire	1522	1575	88	45	1435	1531
Martha Stewart Living	3241	3675	392	269	2849	3406
Maxim ><	1135	2060	917	1622	218	438
Men's Health	4848	5533	3846	4596	1002	937
Midwest Living	1262	1389	226	262	1036	1127
Money	2209	2241	1516	1324	693	918
Mother Earth News	1143	1424	635	483	508	941
Motor Trend	3152	2981	2953	2661	198	320
Motorcyclist	1383	1204	1151	894	232	310
Muscle & Fitness	2042	2953	1544	2242	498	711
National Enquirer	2468	2535	851	998	1617	1537
National Geographic	13767	14192	7388	7929	6379	6263
National Geographic Kids	3324	3729	855	812	2469	2917
National Geographic Traveler	4785	4961	2121	2772	2664	2188
National Wildlife	2942	3092	1617	1575	1325	1517
New York Magazine	1379	1399	631	643	748	755
New York Times (Daily)	1215	1324	723	785	492	538
New York Times (Sunday)	2074	2330	983	1192	1090	1138
The New Yorker	2220	2068	900	940	1320	1127
O, The Oprah Magazine	4628	4615	837	547	3791	4068
OK!	1745	1229	175	211	1571	1018
Outdoor Life >^	2449	2791	1762	2042	687	748
Outdoor Sportsman Trophy Group (Gr)	9095	8659	7609	7343	1485	1316
Outside <>	1128	1441	719	724	410	717
Parade Carrier Newspapers =	20008	19514	9019	9015	10988	10499
Parents	4028	3909	690	431	3339	3478
Parents Latina	715	701	94	83	621	618
People	16782	17051	4523	4854	12259	12197
People en Espanol	3197	3545	962	1492	2234	2053
Popular Mechanics	3038	2927	2788	2546	249	381
Popular Science @	3237	2950	2524	2464	713	486
Prevention	2589	2066	354	358	2235	1708
Psychology Today	1743	1482	643	455	1100	1028
Rachael Ray Every Day	2756	2925	499	389	2257	2536
Reader's Digest	8007	8646	2864	3280	5144	5366
Real Simple	2534	3606	325	403	2209	3203
Reminisce	954	735	232	233	722	501
Road & Track	1120	1321	1041	1190	80	131
Rolling Stone %	4875	5387	2773	3161	2102	2227
Runner's World ><	897	1026	463	410	434	616
Salt Water Sportsman	797	565	705	463	93	101
The Saturday Evening Post	852	745	308	368	544	377
Scientific American	1217	1085	739	775	478	310
Shape	2191	2081	267	276	1924	1805
Ski	624	460	242	224	382	235
Smithsonian	3005	3836	1390	1801	1614	2035
Southern Living	7890	8353	1711	1802	6180	6551
Southwest: The Magazine	3036	3066	1553	1470	1483	1595
Sports Illustrated &&	6964	9210	5581	6927	1383	2283
Star	2584	2317	574	599	2010	1717
Street Rodder	1151	743	1103	641	48	102
Sunset	2176	1876	577	458	1598	1418
Taste of Home	5460	6517	643	863	4817	5654
Tennis	584	533	340	364	244	168
Texas Monthly	1079	1403	608	729	471	674
This Old House	2658	2802	1482	1420	1175	1382
Time	7079	7598	3782	3757	3298	3841
Town & Country	1876	1672	581	500	1296	1172
Traditional Home	1947	1947	384	327	1563	1620
Travel + Leisure	2481	2790	969	1044	1512	1747
Trusted Media Brands,Inc. Grp. (Gr)	21234	22561	6472	6899	14762	15662
TV Guide Magazine	4308	4407	1875	1760	2433	2648
United Hemispheres	1244	1450	673	720	571	730
Us Weekly	4864	5245	921	1241	3943	4004
USA Today	1190	1339	700	738	489	600
Vanity Fair	3537	3296	659	511	2878	2785
Veranda	485	407	59	57	426	351
VFW Magazine	1239	1608	749	1204	490	404
Vogue	5136	5363	830	911	4306	4452
Wall Street Journal	1274	1461	751	786	523	675
Washington Post (Sunday)	599	675	232	264	367	411
WebMD Magazine	4811	4298	1638	1281	3173	3018
Wine Spectator	947	1361	411	619	537	742
Wired	1360	1260	997	882	363	378
Woman's Day	7205	6843	449	325	6757	6518
Woman's World	2952	2940	178	74	2775	2865
Women's Health	4898	4862	374	329	4524	4534
Yankee	710	679	285	273	425	406
Yoga Journal <>	862	1100	200	293	662	

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	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
Total U.S.	24154	248885	12033	120167	12121	128718	10432	103188	6419	62837
Men	12033	120167	12033	120167	-	-	-	-	3178	30405
Women	12121	128718	-	-	12121	128718	10432	103188	3241	32432
Male Principal Shoppers	6064	52590	6064	52590	-	-	-	-	1547	12925
Female Principal Shoppers	10432	103188	-	-	10432	103188	10432	103188	2826	27025
Working Women	6937	73482	-	-	6937	73482	5952	58811	3241	32432
Parent	7149	73134	3306	32762	3843	40372	3418	34916	2635	25716
Graduated College	8949	79281	4498	37386	4451	41896	3903	35053	4581	42543
Attended College	8076	70694	3837	32622	4239	38073	3635	30215	1469	14193
Graduated High School	5083	71543	2633	36261	2450	35282	2108	28084	334	5459
Did Not Graduate High School	2046	27366	1065	13899	981	13467	786	9836	35	642
Age 18-24	1875	29526	1049	14877	826	14649	464	7084	293	4324
25-34	3873	44726	1967	22331	1906	22395	1628	18200	1257	13922
35-44	4224	40531	2116	19942	2108	20589	1878	17878	1657	15257
45-54	4113	41994	2066	20502	2047	21491	1818	18553	1547	14556
55-64	4327	41695	2136	19857	2191	21838	1946	18602	1183	11004
65 or Over	5742	50414	2699	22659	3043	27756	2698	22871	482	3773
18-34	5748	74252	3016	37208	2732	37044	2092	25284	1550	18246
18-49	11948	135532	6151	67287	5797	68245	4818	52263	3990	40972
25-54	12210	127250	6149	62775	6061	64476	5324	54631	4461	43735
Working Full Time	12358	125235	7177	71182	5181	54053	4507	44467	5535	54140
Part-time	2937	31758	1181	12329	1756	19429	1445	14344	884	8697
Not Employed	8859	91892	3675	36656	5184	55236	4480	44378	-	-
Professional	3854	36759	1791	15838	2063	20921	1778	17182	3854	36759
Mgmt./Bus./Finan. Ops.	2565	26078	1387	14568	1178	11511	1048	9843	2565	26078
Sales/Office Occs.	2997	32398	1238	12613	1759	19785	1495	15277	-	-
Nat. Res./Constr./Maint.	1572	14141	1490	13428	82	712	71	589	-	-
Other Employed	4307	47617	2452	27064	1855	20553	1560	15920	-	-
H/D Income $100,000 or More	7874	86613	4458	44471	3416	42142	2782	32314	3808	39847
$75,000 - 99,999	3050	34539	1650	17351	1400	17188	1179	13657	960	9824
$60,000 - 74,999	2425	24407	1227	12076	1198	12331	1012	9606	534	4636
$50,000 - 59,999	1830	17881	897	8763	933	9118	819	7504	348	2885
$40,000 - 49,999	2299	19089	1082	9190	1217	9899	1049	7821	325	2068
$30,000 - 39,999	2177	19969	950	9129	1227	10840	1099	9136	221	1556
$20,000 - 29,999	1981	19049	789	8324	1192	10725	1083	9140	123	988
Under $20,000	2518	27338	980	10863	1538	16475	1409	14009	100	1032
Census Region: North East	5352	44195	2648	21165	2704	23030	2350	18326	1590	12439
Midwest	4634	52289	2311	25379	2323	26910	2032	22018	1125	12245
South	9003	94643	4437	45352	4566	49291	3929	39686	2269	22598
West	5165	57758	2637	28272	2528	29486	2121	23158	1435	15554
County Size A	13473	105166	6727	50624	6746	54543	5781	42984	4088	30735
B	5855	73927	2888	35581	2967	38345	2560	30786	1459	18922
C	2647	36167	1330	17525	1317	18642	1152	15229	536	7390
D	2179	33625	1088	16437	1091	17188	939	14189	336	5790
Metropolitan CBSA	21826	214067	10876	103158	10950	110908	9420	88546	6052	56767
Micropolitan CBSA/Unassigned	2328	34818	1157	17009	1171	17810	1012	14642	367	6070
Never Married	6460	71362	3407	37943	3053	33419	2439	22448	1618	15059
Now Married	11574	131495	6438	65692	5136	65803	4333	55169	3677	40414
All Others	6120	46028	2188	16532	3932	29496	3660	25572	1124	7364
Household Size: 1 Person	5732	35878	2545	16013	3187	19865	3187	19865	1241	6969
2 Persons	7934	79212	4128	38890	3806	40322	3163	32581	1981	19222
3 or 4 Persons	7559	91167	3834	44658	3725	46509	2996	34905	2457	27225
5 or More Persons	2929	42628	1526	20606	1403	22022	1086	15837	740	9421
Children By Age: Any	8509	94354	4052	43963	4457	50391	3781	40286	2809	28092
Under 2 Years	1349	16680	663	7651	686	9029	555	7017	421	4962
2-5 Years	2880	32827	1379	15248	1501	17579	1279	14505	932	9643
6-11 Years	4103	44328	1896	20086	2207	24242	1914	20120	1332	13292
12-17 Years	4259	46534	2020	21854	2239	24680	1903	19126	1356	13106
White (inc. mult. class.)	17118	186114	8518	90122	8600	95992	7482	78390	4759	50390
Black (inc. mult. class.)	3535	32426	1674	14870	1861	17556	1622	13892	760	6437
Other (inc. mult. class.)	4290	36325	2219	17828	2071	18497	1687	13447	1078	7139
Spanish Speaking	3686	43449	1833	21752	1853	21697	1516	16411	777	8305
IEI $50,000 or More	7199	66820	4583	41647	2616	25173	2294	21331	4431	41637
$40,000 - 49,999	1784	18052	958	9678	826	8374	735	7111	659	6956
$30,000 - 39,999	1960	21480	959	10744	1001	10737	894	9167	521	5596
$25,000 - 29,999	972	9961	477	5256	495	4704	417	3505	193	1792
$20,000 - 24,999	923	10892	392	4642	531	6250	452	4744	158	1908
$10,000 - 19,999	1426	16802	579	6852	847	9950	687	7532	245	2417
Under $10,000	1031	12985	410	4693	621	8293	473	5421	212	2531
Wage Earner Status: Sole	5905	41368	3099	23269	2806	18099	2673	16596	2448	16148
Primary	4700	54670	3156	35163	1544	19507	1258	15551	2059	23093
Secondary	4690	60955	2103	25079	2587	35876	2021	26664	1912	23596
Number of Children: 1	3459	38867	1674	18658	1785	20209	1477	15564	1082	10808
2	3119	33423	1470	15303	1649	18120	1411	14754	1168	11252
3 or More	1931	22064	908	10002	1023	12062	893	9968	559	6031
Home Owned	15789	163826	8089	80040	7700	83786	6525	66167	4614	46623
Value of Home $500,000+	3128	24755	1622	11631	1506	13123	1276	10313	1277	10186
$200,000 - $499,999	7773	77134	4030	38228	3743	38906	3147	30437	2496	25563
$100,000 - $199,999	3309	39505	1651	19515	1658	19990	1420	15891	715	9053
Under $100,000	1579	22432	786	10665	793	11766	682	9526	126	1821

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	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
Total U.S.	24154	248885	12033	120167	12121	128718	10432	103188	6419	62837
Life Cycle										
Respondent 18-34:										
One-Person Household	799	5333	486	3261	313	2072	313	2072	290	1852
Now Married, No Children	442	5897	265	3210	177	2688	144	2124	211	2688
Now Married, Youngest Under 6	969	12516	449	5169	520	7347	454	6280	317	4053
Now Married, Youngest 6-17	213	3237	94	1265	119	1972	108	1859	47	670
Balance	3325	47269	1722	24303	1603	22966	1073	12950	685	8983
Respondent 35-49:										
One-Person Household	736	4665	424	2785	312	1880	312	1880	259	1430
Now Married, No Children	653	8375	336	3669	317	4706	268	3979	249	2982
Now Married, Youngest Under 6	1244	12637	744	7166	500	5471	412	4603	580	5667
Now Married, Youngest 6-11	1084	11465	600	5855	484	5610	422	4862	518	5326
Now Married, Youngest 12-17	677	7906	328	3424	349	4482	314	3956	288	3269
Balance	1806	16232	703	7181	1103	9052	998	7699	546	4053
Respondent 50 or Older:										
One-Person Household	4014	24621	1529	9317	2485	15304	2485	15304	620	3237
Now Married, No Children	5194	56843	2908	28618	2286	28225	1905	23175	1083	11797
Now Married, With Children	1098	12620	714	7317	384	5303	306	4332	384	3963
Balance	1900	19270	731	7628	1169	11642	918	8115	342	2869

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SAMPLE ALLOCATION - TOP THIRTEEN MARKETS
UNWEIGHTED VS. WEIGHTED
PERCENTAGES

	UNWEIGHTED PERCENTAGE	WEIGHTED PERCENTAGE
	TOTAL	TOTAL IN (000'S)
Base: Total	24154	248885
Market		
New York	9.66	6.79
Los Angeles	6.50	5.86
Chicago	6.15	3.00
Philadelphia	5.56	2.53
San Francisco	3.76	2.39
Boston	3.03	2.10
Houston	3.94	2.17
Washington D.C.	3.91	2.17
Atlanta	3.98	2.14
Dallas/Ft. Worth	3.66	2.39
Miami	2.38	2.07
Phoenix	2.13	1.70
San Antonio	0.95	0.84

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Age				
18-24	12.6%	12.4%	11.0%	11.4%
25-34	18.1%	18.6%	17.9%	17.4%
35-44	16.6%	16.6%	16.8%	16.0%
45-49	8.1%	8.4%	7.9%	8.2%
50-54	8.5%	8.6%	8.8%	8.5%
55-64	17.0%	16.5%	16.7%	17.0%
65+	19.2%	18.9%	20.9%	21.6%
	100.0%	100.0%	100.0%	100.0%
HHI				
Less than $10,000	4.0%	3.7%	5.0%	5.1%
$10,000-19,999	5.1%	5.4%	7.3%	7.7%
$20,000-29,999	7.4%	6.9%	10.2%	8.3%
$30,000-34,999	4.5%	3.8%	5.9%	4.3%
$35,000-39,999	4.4%	3.8%	4.9%	4.2%
$40,000-49,999	10.3%	7.6%	10.9%	7.7%
$50,000-74,999	19.3%	17.3%	18.4%	16.7%
$75,000-99, 999	13.9%	14.4%	12.4%	13.4%
$100,000+	31.1%	37.0%	25.0%	32.7%
	100.0%	100.0%	100.0%	100.0%

*Totals in tables may not equal 100% due to rounding

MRI-Simmons Spring 2019 Technical Guide

Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Education				
Graduated College	28.8%	31.1%	29.0%	32.6%
Attended College	33.4%	27.1%	37.6%	29.6%
Graduated H.S.	26.0%	30.2%	22.6%	27.4%
Did Not Graduate H.S.	11.8%	11.6%	10.9%	10.5%
	100.0%	100.0%	100.0%	100.0%
New Census Occupation				
Not Employed	30.9%	30.5%	42.3%	42.9%
Professional and Related Occupations	11.8%	13.2%	15.1%	16.3%
Management, Business and Financial Operations	8.7%	12.1%	7.4%	8.9%
Sales and Office Occupations	10.0%	10.5%	15.6%	15.4%
Natural Resources, Construction and Maintenance	13.8%	11.2%	0.7%	0.6%
Other Employed	24.7%	22.5%	19.0%	16.0%
	100.0%	100.0%	100.0%	100.0%
Census Region				
North East	17.7%	17.6%	18.0%	17.9%
Midwest	21.1%	21.1%	20.9%	20.9%
South	37.7%	37.7%	38.2%	38.3%
West	23.5%	23.5%	22.9%	22.9%
	100.0%	100.0%	100.0%	100.0%

*Totals in tables may not equal 100% due to rounding

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
County Size				
County Size A	42.3%	42.1%	41.9%	42.4%
County Size B	30.9%	29.6%	32.0%	29.8%
County Size C	13.8%	14.6%	13.3%	14.5%
County Size D	13.0%	13.7%	12.8%	13.4%
	100.0%	100.0%	100.0%	100.0%
Marital Status				
Never Married	32.9%	31.6%	28.1%	26.0%
Now Married	51.3%	54.7%	47.0%	51.1%
Other	15.8%	13.8%	24.9%	22.9%
	100.0%	100.0%	100.0%	100.0%
Household Size				
Household Size: 1	13.2%	13.3%	13.5%	15.4%
Household Size: 2+	86.8%	86.7%	86.5%	84.6%
	100.0%	100.0%	100.0%	100.0%
Respondent Classified Race				
White Only	64.7%	73.2%	65.5%	72.5%
Black/African American Only	14.2%	11.6%	14.9%	12.7%
Other Race/Multiple Classifications	21.1%	15.2%	19.6%	14.8%
	100.0%	100.0%	100.0%	100.0%

*Totals in tables may not equal 100% due to rounding

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Respondent Hispanic				
Hispanic	17.9%	16.6%	18.1%	15.7%
Non-Hispanic	82.1%	83.4%	82.0%	84.3%
	100.0%	100.0%	100.0%	100.0%
Respondent Language Spoken Personally at Home				
Non-Hispanic	82.1%	83.4%	82.0%	84.3%
Hispanic - Only English	4.6%	3.0%	3.9%	2.6%
Hispanic - Mostly English, but Some Spanish	4.6%	3.9%	5.1%	3.8%
Hispanic - Both or Other	0.3%	0.8%	0.4%	0.7%
Hispanic - Mostly Spanish, but Some English	4.4%	4.4%	4.6%	4.0%
Hispanic - Only Spanish	3.9%	4.5%	4.1%	4.6%
	100.0%	100.0%	100.0%	100.0%

*Totals in tables may not equal 100% due to rounding

MRI-SIMMONS SPRING 2019 TECHNICAL GUIDE

DATA ADJUSTMENT PROCEDURES

Ski Adjustment

Publication	Spring 2019 Total Projected Readers Before Ascription	Spring 2019 Total Projected Readers After Ascription	Spring 2019 Increased Total Projected Readers as a Result of Ascription
Ski	701,000	1,083,000	54%

Because Ski is published 8 times annually, a unique ascription procedure is applied to them in every Spring interviewing wave (i.e., odd numbered waves). Since issues are not published between July and August for Ski, claimed readership during this interviewing period cannot reflect levels obtained when the magazines are published regularly. The ascription procedure involves adjusting the audience numbers by using the responses to the frequency question (*On the average, out of 4 issues that are published, how many issues of MAGAZINE, do you read or look into? Is it 0, 1, 2, 3, 4?)* to account for the interviewing period when issues are not published. The following levels adjust each response accordingly: .125 (for a 0 out of 4 issues response), .25 (for a 1 out of 4 issues response), .50 (for a 2 out of 4 issues response), .75 (for a 3 out of 4 issues response), and 1 (for a 4 out of 4 issues response).

Interviewer Estimating Procedures

GfK MRI requires that answers be recorded for household income, individual employment income and value of owned home for every respondent. In cases where a respondent is unwilling or refuses to provide one or more of these items, GfK MRI instructs the interviewer to estimate a response and to indicate that the information is estimated. Interviewers are trained to use all information about the respondent and his/her neighborhood in making this estimate. The incidence of estimated responses is shown for each of these variables, respectively.

Question #	Question Type	Spring 2019		
		Answers Estimated by Interviewers	Total Answers	Estimated Answers as a % of Total Answers
77	Respondent individual income	1,145	15,293	7.49%
85	Household income	3,093	24,154	12.81%
87	Market value of owned home	1,060	15,623	6.78%

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Statistical Efficiency of Key Demographics

Variable	Male Effective Sample Size	Female Effective Sample Size
18-24	585	464
25-34	1051	1006
35-44	1123	1130
45-49	545	493
50-54	542	527
55-64	1166	1170
65+	1456	1566
Didn't Graduate High School	619	539
Graduated High School	1507	1343
Attended College	2010	2147
Graduated College	2450	2339
<$20K	551	823
$20-50K	1931	2176
$50-75K	1091	1030
$75-100K	872	734
$100K or more	2341	1887
Hispanic, Only English	256	206
Hispanic, Mostly English	315	252
Hispanic, Both or Other	20	19
Hispanic, Mostly Spanish	237	230
Hispanic, Only Spanish	187	210

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Demo/Media Data Ascription

MRI ascribes “no answers” to Personal Interview questions to provide the most complete database of our respondents. This is normally a nominal amount but can, on occasion, reach a percentage or greater than 5% of the total responses. Listed below are he instances (per Wave) when these responses exceeded this 5% threshold.

WAVE 79

No questions exceeded 5% ascription.

WAVE 80

No questions exceeded 5% ascription.

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AdMeasure Modeling for "Ad noting" and "Actions taken"

The modeling of ***AdMeasure*** "ad noting" and "actions taken" scores to the GfK MRI syndicated respondent database is undertaken on a wave by wave basis, individually by publication. It begins with the tabulation of these scores across all issues of each publication measured during the time the specific wave of the syndicated National Study is in the field. For the Spring 2019 syndicated release, the issues measured in ***AdMeasure*** between November of 2018 and April of 2019 were used to tabulate the target scores used in the modeling of Wave 80 respondents and the issues measured in ***AdMeasure*** between May and October of 2018 were used to tabulate the target scores used in the modeling of Wave 79 respondents.

The "ad noting" score or target for each publication is the average score across all ads in all issues measured during the targeted time frame. The "ad noting" score is the percentage of readers of the publication (in ***AdMeasure***, all respondents are readers) that note the average ad. The "actions taken" score is the percentage of readers that on average have taken any action after noting an ad. These targets are tabulated within gender (men & women), frequency of reading (3 or 4 of 4 issues & less than 3 of 4 issues), "where read "(in home & out of home) and age (18-34, 35-54 & 55 plus) resulting in 24 mutually exclusive targets encompassing all readers for each publication. These targets are then input into the modeling software along with the syndicated respondent database and all relevant publication specific information (i.e., reader, where read & frequency definitions). Within each publication, the software identifies the appropriate base for each of the 24 defined cells (readers when assigning "ad noting" and "ad noters" when assigning "actions taken") and assigns positive responses for "noting" or "taking action," respectively, to respondents within each cell until the accumulated projected total is approximately equal to the desired targets in the cell. After the initial pass through each of the 24 cells, additional iterations take place where cells are combined hierarchically (in the order mentioned above) until the overall target is reached or until the maximum 16 passes are exhausted. So, for the second pass the age variable is dropped and assignments are made within the 8 remaining cells. For the third pass the "where read" variable is dropped and the age variable is added back resulting in 12 cells. The process of dropping and adding back variables continues until completion. At each stage, the actual assignments are made using a two-step procedure. The first step utilizes a random "weighted nth" algorithm which attempts to reach approximately 90% of the target. The second step uses a "best sum" algorithm to identify the group of respondents whose accumulated weights comes closest to the remainder target. The list of available respondents is put into high-to-low weight sequence prior to the selection procedure.

Modeling Incompletely Measured Television Programs in GfK MRI's Survey of the American Consumer Doublebase 2019

Introduction

GfK MRI annually produces a Doublebase dataset comprised of the most recent four waves of Survey of the American Consumer [SAC] respondents. For 2019 this dataset is based on 47901 respondents from GfK MRI Interview Waves 77 through 80 and thus offers a very robust sample upon which to perform detailed analysis. The individual measures included in Doublebase 2019 are (primarily) those present in all four individual waves constituting the dataset.

GfK MRI measures approximately 700 television programs annually in the SAC. Because of the relatively high degree of a) program cancellations and b) newly introduced programming, only approximately 50% of these annually measured 700 programs are measured across all four of the Doublebase waves. Hence, by convention, the approximately 350 programs not measured across all four constituent Doublebase waves are not included in this dataset.

For programs no longer available their absence from the Doublebase dataset is largely immaterial insofar as they are irrelevant to how GfK MRI data is largely used. However, this is very much not the case for newly introduced television programming (particularly Prime Time programming), i.e., programs measured in the most recent GfK MRI waves but absent from older waves (e.g. present in only Waves 79 and 80 of SAC), are important to clients. To address this matter, i.e. to "complete" viewing of television programs unmeasured in early waves of GfK MRI's Doublebase, GfK MRI has developed an imputation procedure as outlined below.

GfK MRI Doublebase Television Programming Imputation

Briefly, GfK MRI's television program imputation process involves using an extensive set of demographic and television-related measures available and complete across all four Doublebase waves to impute viewing of unmeasured programs onto respondents of earlier waves using a respondent-level weighted distance matching procedure.

First, considering the data utilized, the process GfK MRI employs involves an extensive set of variables relevant to television program viewing upon which to match respondents across Doublebase waves. Measures common to all four waves of Doublebase 2019 included in the matching process:

1) Personal Demographics – Gender, Age, Race/Ethnicity, Marital Status, Hispanic, Spanish Language Preference, Education, etc.
2) Household Demographics – Household Income, Number of Children, Own Cat/Own Dog, Internet Access, Cable/non-Cable, Satellite Dish

3) Viewing of approximately 110 individual cable networks and 100+ individual television programs.

Broadly, the television imputation process employed is based upon weighted distance matching of complete/recent-wave Doublebase respondents with incomplete/less recent-wave respondents using the commonly available demographic and television measures itemized above. Note also that the television program viewing is assigned respondent-to-respondent so as to maintain as best as possible the correlation structure between the imputed television programs.

The matching-based imputation process proceeds as follows:

1) Explicit control is exerted for Gender and three Age ranges (18-34, 35-54, 55+) within SAC survey waves to be imputed.
2) Within explicit control groups (Gender/Age/Wave) for all waves of Doublebase respondents a principal components analysis of the common measures identified above is produced yielding a) a component matrix and b) the component weights. Principal Components Analysis is employed insofar as it both a) transforms the numerous (240+) common variables into a uniformly structured space and b) develops importance weights, together facilitating the development of a single, meaningful distance metric for matching purposes.
3) Complete/recent wave Doublebase respondents (i.e. donors) are matched with incomplete/less recent respondents (i.e. recipients) such that the weighted distance (as computed using the component scores and weights) between the assigned pairs is minimal.
4) For those television programs absent from the earlier waves for which the donor (i.e. from the complete/recent wave) has viewing (both recency and frequency) such viewing is assigned to the recipient (i.e. for the incomplete/less recent wave).

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Digital edition screen only ascription

The sequence of the relevant magazine readership questions asked in the personal interview of the syndicated study for each publication is as follows:

Everyone	… Read or looked into in the last 6 months on any platform … **screen question**
If screened	… Number of issues read of the average four … **frequency question**
	… Read in the last publication period … **readership question**
If read	… Printed on paper or any electronic version … **version read**
If read electronic	… digital edition or other … **type of electronic version**

With this sequence, we are unable to directly calculate an estimate of digital edition screeners **who are not digital edition readers in the last publication period**. Without any additional digital edition screeners, digital edition turnovers are zero, making it impossible to calculate the net reach of more than one issue of the digital edition. In addition, since the **screen question** specifically includes reading on any platform print turnovers would be too high if all non-reader screeners were treated as screeners. Our solution is twofold. First we drop all non-readers who answered "website only" to the **frequency question** and secondly we assign digital screens to some number of non-digital edition electronic readers modeled to correspond to the theoretical readership by frequency answer within gender. For illustration we'll look at the magazine question responses for Sports Illustrated from wave 77. The table below shows the screens by frequency group in total and separately for respondents that answered "electronic" and not "print" to the "version read" question.

	total screens		exclusive electronic screens		all other screens	
Frequency	**respondents**	**projected**	**respondents**	**projected**	**respondents**	**projected**
0 of 4	337	3,079,020	16	78,420	321	3,000,600
1 of 4	939	9,632,880	90	914,470	849	8,718,410
2 of 4	605	5,967,790	119	1,092,450	486	4,875,340
3 of 4	329	3,373,030	92	692,930	237	2,680,100
4 of 4	569	6,002,390	130	1,600,350	439	4,402,040
website only	417	4,493,050			417	4,493,050
totals	3,196	32,548,160	447	4,378,620	2,749	28,169,540

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We calculate a target projected number for digital edition screen only respondents by assuming that the actual digital edition readership within frequency group occurs at the theoretical levels.

Frequency	digital edition reads	target digital edition screen only	read/screen
0 of 4	0	0	
1 of 4	123,380	370,140	0.25
2 of 4	54,610	54,610	0.5
3 of 4	76,720	25,573	0.75
4 of 4	18,336	0	1
totals	273,046	450,323	

The ascription is actually performed by utilizing the same proprietary software used to ascribed average ad noting scores and actions taken levels from our Ad Measure study to the syndicated study. Respondents eligible to be ascribed as digital screeners only come from the group of exclusive electronic readers that are not digital edition readers. As described above, the 417 “website only” screeners are not included as either print or digital screeners in our releasable data file thereby having no effect on reach and frequency calculations.

I. SURVEY DESIGN: THE SAMPLE

A. General Description:

The GfK MRI sample is a strict area probability sample of adults 18 years of age and older living in private households in the coterminous 48 states. The sample, a multistage, known probability sample, is disproportionately over-allocated within the ten GfK MRI media markets (New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Houston[1], Washington, D.C., Atlanta[2], and Dallas-Ft. Worth[3]) and also within the upper 25% of the national income distribution. (Beginning in Wave 77, GfK MRI added Miami to the ten Mediamarkets.) The former enables GfK MRI to report stable estimates for each of the now eleven major markets. The sampling within the upper income population produces larger, more reliable samples, since many of the behaviors measured are more common among upper-income populations.

GfK MRI has added the Phoenix and San Antonio DMAs as separate strata beginning in Wave 79. These 2 markets are additions to the top 11 markets currently part of the GfK MRI sample design. GfK MRI over-sampled in order to report these markets separately in Doublebase. Additionally, the remaining non-top 11 market areas.

B. The Sample Frame

The sample frame is a Survey Sampling International (SSI)-provided computer file of all Census Block Groups (BGs). The entire land area of the US is subdivided into approximately 225,000 Block Groups. These are organized by state, county, tract and BG. SSI, utilizing an estimating

[1] Houston replaced Detroit in the sample beginning in the Fall of 2015 (Wave 73).
[2] Atlanta replaced Cleveland in the sample beginning in the Fall of 2005 (Wave 53).

algorithm based on county household income data updated annually, produces a median HHI for each BG. BGs are arrayed by the updated median household income, and the ranges for the upper 25%, the next 25% and the lowest 50% are determined. Each listing in the upper range is assigned a weight of 4, each listing in the middle range a weight of 2, and the remaining lowest range a weight of 1. These weights are used to produce income-weighted household counts used in the selection of primary sampling units and of clusters within the primary sampling units.

C. The Structure of the Sample

The sample consists of three major components: ten (11 beginning in Wave 77) major media markets, each of which is self-representing; and, outside these ten markets, a sample of core based statistical areas; and a sample of non-core based statistical area counties.

Within each of these, a sample of clusters (i.e., geographically compact areas) is selected. All households located within the cluster are included in the sample. Finally, one randomly selected adult in each of these households constitutes the final sample.

D. Sample Selection (PSUs)

1. Selection of Primary Sampling Units

Step One: List the income-weighted household counts for each core based statistical area (CBSA) and for each non-core based statistical area (non-CBSA) county (exclusive of the 11 markets), ordered by 9 geographic regions, state, and weighted household count to achieve stratification by region, state, and county size.

[3] Dallas-Ft Worth replaced St. Louis in the sample beginning in the Spring of 1986 (Wave 15).

Step Two: Determine the sampling interval—Divide the total weighted count by 8, since the original design calls for 8 clusters in each primary sampling unit. All the CBSA and counties equal-to or greater-than the sampling interval are automatically included as self-representing primary units.

Step Three: Sample the remaining areas using a random starting point (a random number between 1 and the sampling interval). Systematically apply the sampling interval to the accumulated, weighted count of the remaining core based statistical areas and counties such that the probability of any non-certainty unit being selected is proportionate to its weighted size.

2. Cluster Selection Rate

A cluster selection rate is calculated for each of the 11 major markets and for each primary sampling unit. This rate is equal to the weighted count for the major market or primary sample unit divided by the number of clusters to be selected. In the major markets, the number of originally ordered clusters is listed below.

As of Wave 77:

New York	*998*		**Boston**	*600*
Los Angeles	*998*		**Detroit**	*600*
Chicago	*998*		**Washington, D.C.**	*600*
Philadelphia	*600*		**Atlanta**	*600*

San Francisco	*600*		**Dallas-Ft.Worth**	*600*
Miami*	*600*		**Phoenix**	*600*
San Antonio	*600*			

In the remaining primary sample units, the originally ordered number of clusters is a multiple of the number of clusters required for each selected PSU. From this set of clusters, a random subset is selected for use in the actual study.

* The Miami market is comprised of the following counties: Broward, Martin, Miami-Dade, Monroe and Palm Beach.

3. Selection of Sample Clusters

Sample clusters are geographically defined compact areas within which the final selection of respondents will be made. Within each primary sampling unit the ordered listing of addresses are subjected to a systematic, random selection process. Beginning with a random starting point (between 1 and the cluster selection rate), every *n*th listing is selected by applying the selection rate to the weighted listing count.

Within the non self-representiing CBSAs, GfK MRI further stratifies the CBSAs into non high-density Hispanic CBSAs and high-density CBSAs.

Generally, seventeen listings immediately following each initial selection are extracted. The last of these designates the terminal boundary of the cluster. The initial enumeration of the cluster comprises all the listed addresses. Pertinent information, i.e., name, address, telephone number, is extracted and printed for use by the field staff.

4. Designation of Sample Households—

All households located within the boundaries established by the first listing and the last listing are included in the sample. In some instances the beginning or the end of a cluster may be located within a multiple-dwelling-unit structure. In these cases, the entire cluster is prelisted, and the limits of the cluster are established. Generally, this is done alphabetically. All names in the structure that alphabetically follow the first listed name or precede the last listed name of the cluster are included within the sample. The practice of including all additional dwellings between the first and last listed unit illustrates the principle of the closed interval.

Beginning in Wave 79, MRI-Simmons replaced prelisting these units by surname. Instead, all units within an MDU are sorted by apartment or unit numbers. The interviewer is instructed to sample only those units specifically listed in the sampling frame. This instruction only applies to MDUs that are the first or last address in the cluster or comprise the entire cluster listing.

5. Selection of Sample Individuals

The design calls for the selection of one person 18 years of age or older in each sample household. As the initial cluster lists are prepared, each listed unit is randomly pre-designated with the sex of the prospective respondent. Prior to beginning the selection process, the interviewer asks the household member answering the door whether anyone in the household is affiliated with the media. A positive response eliminates any member of the household from study eligibility. In all other cases, when the interviewer first contacts a sample *household,* the

names and ages of *adults of* the pre-designated sex are recorded on a grid that specifies an objective, random selection free of interviewer control. If the household has no adult member of the pre-designated sex (a one-sex household), then all adult names and ages are listed and a sample respondent is selected. Thus there are, in effect, two samples, one of men and one of women, in each of which the respondents are randomly selected from among the adult household members.

II. THE SURVEY QUESTIONNAIRES

Two different questionnaires are used to collect data. Data pertaining to media exposure—that is print (magazines and newspapers), radio and television, digital and other media, and demographic data about the respondent and the household—are obtained in a personal, face-to-face interview. Product and service usage, again both personal and household, are obtained from a respondent-completed questionnaire left with the respondent at the time of the personal interview and, in a substantial majority of cases, personally picked up by the interviewer. MRI also makes numerous additional attempts, at the telephone validation stage and through other follow-up calls, to retrieve product booklets through the mail. The interviewers personally retrieve some *60% -70%* of all returned product booklets.

A. <u>The Personal Interview</u>

The personal interview, conducted with the specifically selected sample respondent, is the technique used to collect data about the basic media exposure of the respondent and the demographic profile of the respondent and household.

1. Newspaper Reading

The reading of both daily and Sunday/weekend newspapers is measured using an indirect questioning procedure. The questionnaire includes a listing of daily and Sunday newspapers that circulate in the particular area. The respondent is asked which, if any, of the daily newspapers were read or looked into in the past seven days. Then for each newspaper mentioned, a question about frequency of reading is asked.

This is followed by "When was the last time you read or looked into...?" for each daily newspaper read or looked into in the past seven days.

For interviews conducted on Sunday and Monday, "read yesterday" is defined as "last Friday" for a daily newspaper. A comparable procedure is followed for Sunday/weekend newspapers, using a four-week time span in the initial question. The audience measure is based on the number of people who report reading the daily newspaper "yesterday" (or on the most recent weekday), or reading the Sunday paper within the past seven days.

Beginning in Wave 23, MRI introduced a separate set of additional questions for Sunday and Monday interviewing. In addition to the standard readership question asking “when last time read,” MRI also asks the respondent whether he/she read the weekday issues “this Saturday or Sunday.” In the case of *USA Today* and *The Wall Street Journal*, MRI credits readership if the respondent answers he/she read “this Saturday or Sunday” or “Friday.” This procedure accounts for any additional readership of Friday issues of the papers over the weekend.

In addition, questions regarding location of reading and how the newspaper was obtained are asked for the nationally circulated newspapers.

Beginning in Wave 57, MRI added select qualitative questions for national newspapers measurement. These are: 1) time spent reading, 2) percent of pages read, 3) overall rating and 4) interest in advertising. In order to maintain clarity in the survey, these qualitative questions along with the magazine qualitative questions are asked after the newspaper and magazine readership questions have been administered.

2. Magazine Reading

MRI's procedure for measuring magazine audiences is a recent reading technique specifically developed for the magazine environment in the United States, taking full account of experiences gained in other countries using similar techniques. The principle of the recent reading technique is that the number of people reading **any** issue of a magazine during its publication period (recent reading) is equal to the total number of people reading any **particular** issue over its total life (average issue audience). Important to note, beginning with Wave 65, GfK MRI, asks about both print and electronic reading of the magazine brand. The average-issue audiences for these publications are any reading of the hard or printed copy within the publication period, whether or not the reader has also visited the magazine's website or any other digital source.

It is essentially a two-step procedure. The first step, a screening procedure, serves to eliminate magazines the respondent has not read or looked into in the last six months. The second step, applied only to magazines seen by the respondent in the last six months, ascertains reading within each magazine's publication period.

The interviewer first produces a binder containing sort boards and a deck of cards on which are printed black-and-white logos of some +/- 210 magazines. Black and white

reproductions are used following the practice of the past through the book studies. Some magazine logos change color with successive issues while others retain the same color. The logo deck is therefore neutral in this respect. The deck is shuffled in front of the respondent to ensure that it is in random order.

The respondent is then asked to sort the cards on the sort board into three groups, indicating whether they were read or looked into within the last six months. The questioning begins as follows:

“Magazines can be read or looked into in different ways. This card shows examples of some of them. They can be printed on paper or they can be published electronically, such as those read on a computer or on the Internet or with an e-reader such as the Amazon Kindle. You may also be able to read or look into a magazine on a tablet, such as the Apple iPad, a cell phone or other mobile device or you may look at the magazine’s website.”

"The titles of magazines and other publications are printed on these cards.”

The interviewer then opens the "in the last six months" sort board and continues:

"This is a sort board. I'd like you to sort these cards into piles on the board to show whether or not you've read or looked into them in the last six months. If you are sure that you have read or looked into the publications, put the cards in this position." The interviewer points to the "yes—sure have" block on the board.

Then, "If you are not sure if you have read or looked the publications in the last six months, put the cards in this position." The interviewer points to the "not sure" block on the board.

Finally, "If you are sure that you have not read or looked into the publications, place the cards in this position." The interviewer points to the "no—sure have not" block on the board.

Before handing over the deck of cards, the interviewer reads the following explanation to the respondent:

"We want to know whether you've read or looked into any copy, whether it belonged to you or not."

"It could have been in your home, someone else's home, or any other place at all, such as the beauty (barber) shop, doctor's office, etc."

"It doesn't matter whether you read it, or just looked into it."

"Please include copies printed on paper as well as electronic versions, such as copies read on the Internet or with an e-reader, tablet, cell phone or other mobile device. Also please include reading or looking into the magazine's website. You can use this card as a helpful reference.

The interviewer then hands the deck of cards to the respondent, saying:

"Now, would you sort these cards to show whether you've read or looked into the magazines and other publications in the last six months? Please take your time and consider each one carefully."

Actual card sorting takes some six to eight minutes on average. In-flight publications are screened in a similar way by using separate decks (up until Wave 50, cable publications were also screened in using a separate deck). Additionally, in Wave 52 MRI added a Spanish language title deck and procedure.

After the initial sorting, the respondent is asked to read to the interviewer the names and code numbers on the logo cards he/she has sorted into the "yes" and the "not sure" positions. In addition to retaining the involvement of the respondent, who would otherwise have nothing to do while the interviewer records the results, this has the advantage of removing stray cases of confusion due to initial misreading of the cards, such as New York for The New Yorker, or Four Wheeler for 4 Wheel & Off-Road, and so forth. On average, about 16-17 publications are screened in, with wide variation: some respondents screen in none or very few and others 30 to 40 or more.

The interviewer then asks the frequency-of-reading questions about each screened-in publication: that is, ["On the average, out of 4 issues that are published, how many issues of (Name of Magazine) do you read or look into? Is it 0,1,2,3 or 4?"] This frequency question serves several purposes. First, it gives the respondent an opportunity to say what is most natural to him/her, and what he/she generally supposes the interviewer wants to know—how

often he/she reads the particular magazine. Second, it contributes to the process of familiarization with the magazines that have been screened in, a process that begins with the initial sorting. Previous research suggests title confusion is minimized when respondents have multiple opportunities to consider titles that at first sight they think they may have read. Third, the frequency data are used directly to estimate cumulative audiences.

Then the recency question follows. First, the interviewer separates the cards into weeklies, monthlies, and so forth (each publication is identified on its logo card by publication interval), and the corresponding sort boards are opened. (Beginning in Wave 77, GfK MRI included quarterly publications. However, they are measured as bi-monthlies.) The respondent is asked to consider very carefully when he/she last read or looked into each publication, excluding today. A date is provided to facilitate the accurate identification of the reading period—for example, for weeklies, "the seven days since last Wednesday" for interviews conducted on a Wednesday; for monthlies, “the 30 days since September 10th" for interviews on October 10th, and so on. The card for each screened-in magazine is placed by the respondent in one of three positions on the sort board: "Yes, sure have," "Not sure," or "No," and the response recorded by the interviewer.

Only those respondents who place a logo card in the "Yes—sure have" position—that is, those who have read or looked into a magazine during the period equal to its most recent publication interval—are classified as members of the total audience of the publication. The remaining two categories, "No" and "Not sure," are not classified as such.

Upon completion of this second card sort, respondents are asked whether they looked into a paper copy or an electronic version (or both) of each magazine selected as “Yes-Sure

Have" in the second sort. Then a series of questions are asked about each publication for which the respondent is classified as a reader, having read the publication within the most recent publishing interval. Respondents who have read a paper version are asked a different set of questions than the electronic version readers. The paper copy questions, sometimes termed the "qualitative" aspects of magazine reading, include place of reading, reading days, reading time, reader actions, source of copy, percent of pages looked at and rating. The responses to these questions are used to define in-home and out-of-home audience, primary and pass-along readers, reading days, and page exposures. As appropriate, the questions are asked using show cards displaying the range of possible responses. The electronic readership questions include: devices used to read the electronic version or visit the magazine's website, electronic version or digital reproduction read, and time spent reading electronic version or visiting the magazine's website.

Four versions of the questionnaire are employed. In two, weeklies are listed first, followed by bi-weekly, tri-weekly, monthly and bi-monthly magazines. In the remaining two versions, the order is reversed. Within the publication interval-ordered sets, titles are listed in one version in alphabetical order and in the other in reverse alphabetical order.

3. Radio Listening

The interviewer displays cards on which are listed five time periods. While showing this card, the following questions are asked:

"Thinking about YESTERDAY, to the nearest half hour, how much time, if any, did you spend listening to or hearing radio or other audio services during the time period of (TIME PERIOD)—either in your home, car or any other place? ?" and "During the period (TIME

PERIOD), what station or stations did you listen to? Please give me the Call Letters of each station and whether it was AM, FM, Sirius, XM, the Internet or an App." These two questions are asked for "yesterday."

Weekend listening is combined using the following questions: “Thinking about last weekend, that is last Saturday and last Sunday, please tell me whether or not you listened to or heard radio or other audio services on either Saturday or Sunday during the time period of (TIME PERIOD)—either in your home, car or any other place? This time, just say Yes or No for each time period.” and “During the time period of (TIME PERIOD), what station or stations did you listen to? Include listening on Saturday or on Sunday. Please give me the Call Letters of each station and whether it was AM, FM, SiriusXM, the Internet or an App.”

4. Television Viewing

The interviewing procedure employed for television is similar to that for radio. A show card indicating a list of time periods is shown and the following question asked: "These are time periods during which people can watch television. To the nearest half hour, how much time, if any, did you spend watching television in each of these time periods yesterday? How about (TIME PERIOD)?"

Unlike radio, time spent is also asked for "last Saturday" and for "last Sunday,” providing the basis for audience estimates of time slot and average half-hour viewership for weekdays and weekends.

If the interview is conducted on a Sunday or Monday, then "last Friday” instead of "yesterday" is asked to determine weekday viewership.

5. Cable and other television services

A series of questions is asked to establish:

a. Services household subscribes to [Cable, Satellite, Fiber Optic TV, subscription(s) to one or more streaming services(s), and subscription to streaming service that gives access to multiple TV channels, including live TV)

b. The company through which household accesses programming on satellite dish;

c. Whether Pay-Per-View or Video-On-Demand have been watched in the last year

d. The number of hours viewed for specified cable, broadcast and premium cable channels;

e. Whether the household has a DVR.

Identification of Cable and Fiber Optic TV Service Providers

- Beginning with wave 77, MRI has begun identifying the Cable and Fiber Optic TV providers for respondents of the national survey.
- Every wave approximately 5,500 Cable TV respondents and approximately 1,500 fiber Optic TV service providers are assigned to respondents who stated that they subscribed to either of these two TV provider systems.
- These provider assignments are conducted by a GfK company division, Etilize. They conduct their research by matching respondent addresses from the sample, to each cable and fiber optic TV provider available in their geographic area.

- The final numbers are compiled into the largest companies throughout the country; all others that do not have intab high enough to be stable or have a very high level of regionality are rolled into the Other punch.

6. Outdoor Travel

A series of questions is asked to establish:

a. Miles traveled in past week, past month;

b. Last time rode in car, how many people, including self, were in it and how many of these passengers were 18 and older.

7. Public or Civic Affairs/Politics

The following questions are asked:

a. Activities participated in last 12 months relating to public or civic affairs;

b. Political outlook;

c. Political parties affiliated with.

8. On-Line Services/Internet Usage

A series of questions is asked to establish:

a. The availability and use of the Internet;

b. How connected to the Internet at home;

c. Which Internet Service Provider household subscribes to;

d. If no internet in household, any alternative access locations;

e. Connect to internet via Wi-Fi, wireless connection or Cell phone Smartphone/ other mobile device.

f. Activities on the Internet;

g. Search engines used;

h. Chat, Instant Messenger, or video chat services used;

i. Social media, photo or video-sharing services visited/used;

j. Activities using social media, photo or video-sharing service;

k. Time spent using the internet yesterday/Saturday/Sunday (not including IM);

l. Specific websites/apps visited (in past 30 days).

9. Video Games

a. Household owns any Video Game Systems;

b. Video Game Systems have you personally played or used in the last 30 days.

10. Demographic Information

A complete set of demographic characteristics of the respondent, the household head and the household itself is obtained. This includes age, sex, marital status, occupation,

industry, household and individual employment income, education, household composition, race, and home ownership.

This information is obtained by the use of straightforward questions and show cards that contain the range of possible responses. The recording of the replies requires minimal effort on the part of the interviewer, since almost all responses are pre-coded on the questionnaire in the same manner as on the show cards.

B. Product Questionnaire

Data on usage of an extensive range of goods and services are obtained using a questionnaire completed by the respondent and, if the respondent is not the Principal shopper, the Principal shopper. Upon completion of the media and demographic personal interview, a marketing questionnaire is left with the respondent. A ten-dollar incentive was *initially* offered for its completion through Wave 34. *In Wave 38, MRI conducted additional retrieval efforts (in-person, over the phone or by mail) among non-respondents to the initial product booklet attempts. In these cases, MRI offered a $50 incentive for completion. These additional efforts at product booklet retrieval are now part of MRI's standard protocol for collecting product booklets.*

Currently, GfK MRI offers a range of incentives from $40 - $100 for completing the product booklet. In most cases, an appointment is made for the collection of this questionnaire. If necessary, additional efforts, such as those discussed above, are made to retrieve the self-administered questionnaire via mail. In general, this questionnaire is designed to measure:

1. Ownership and/or use of products or services;

2. The brand (kind, type, variety, etc.) used;

3. Quantities used within specified time periods;

4. Participation in the decision to buy or use.

Product data are of two types: personal product questions answered by the respondent and household product questions answered by the Principal shopper (who may or may not be the respondent).

Although questions are necessarily tailored to particular subjects, every effort is made to use standardized wording and standard time frames, as well as to ask simple, unambiguous questions. The questionnaire is also designed to minimize the amount of recording entry by respondents. Whenever possible the questionnaire is constructed so that a check mark or a number completely records the response.

In addition, viewing of network TV programs, sports, and specials is also obtained in this questionnaire. And, a series of psychographic type questions are also included in the product booklet.

III. THE SURVEY EXECUTION

MRI works with LHK Partners to develop the protocols for executing the study, including training and evaluating the field staff.

A. Staffing the Fieldwork

The study is conducted by a staff of some 100-125 interviewers recruited, trained, and supervised by eight LHK field supervisors and a staff of 8 recruiters and trainers who are, in turn, directed and supervised by a full-time Field Director and the two LHK senior partners. Since the study is continuous, a great deal of effort is expended to recruit, train and maintain an experienced field staff. The performances of supervisors and of interviewers are reviewed continually.

Until Wave 73, all interviewers were conducted using paper and pencil. Beginning with Wave 73, GfK MRI introduced computer assisted personal interviewing (CAPI), which enabled interviewers to conduct the survey with a tablet. In Wave 75, over 3000 interviews were conducted using CAPI. In Wave 76, over 6000 interviews were conducted using CAPI.

Prior to each wave, training materials, including manuals and a taped model interview are prepared, in addition to the questionnaires, show cards, sort boards, and other materials needed for the execution of the interview.

As of Wave 74, GfK MRI only trains new interviewers on CAPI; no new interviewer is trained for conducting the interview with paper and pencil (PAPI). All interviewers are trained or retrained, with new interviewers receiving more intensive instruction. Included in the training are instructions on locating and listing the geographic cluster, making the initial contact, selecting the sample respondent, and executing the survey. Interviewers are instructed in the handling of difficult or unusual interviewing circumstances, including gaining access to security buildings. Interviewers assigned to large apartment buildings are instructed accordingly. Interviewers are briefed on the organization and planning of callbacks and the importance of gaining the cooperation of respondents.

Continuous quality checks are undertaken during the course of data collection and appropriate action is taken when necessary. No new interviewer may begin interviewing until he/she has been judged acceptable by the LHK trainers. The work of each interviewer is validated by telephone, or by mail or, on occasion, by personal contact. In practice, MRI achieves approximately 40%-50% validation rate.

LHK Partners maintains frequent contact with the field supervisors, who in turn maintain similar contact with the interviewers. In this manner, tight control is maintained over the flow and the quality of the work. The computerized control system employed by MRI/LHK Partners has a complete record, organized by cluster, of the entire sample which provides information about the current status of every cluster in the study.

B. Data Collection

The listed addresses for each cluster, as described in the "Selection of Sample Clusters" section above, form the foundation of interviewing. The interviewer lists and interviews only households in addresses provided by the sample. If the listing contains a multiple dwelling the interviewer proceeds to the dwelling and describes its layout and then provides LHK Partners with the names and apartment numbers, if possible, based on the alphabetic interval chosen in the sample. The lists expanded by this method are used to make a mailing to all known, prospective respondents explaining the nature of the study and emphasizing the confidential nature of responses.

The sample then comprises all listed dwelling units in listed addresses starting with the initial dwelling and continuing to and including the last dwelling.

Beginning in Wave 79, MRI-Simmons replaced prelisting these units by surname. Instead, all units within an MDU are sorted by apartment or unit numbers. The interviewer is instructed to sample only those units specifically listed in the sampling frame. This instruction only applies to MDUs that are the first or last address in the cluster or comprise the entire cluster listing.

In Wave 76, GfK MRI changed personal interview incentives to one of the three possible incentives: $40, $50 and $75. The incentive amount is based on analysis of historical response rates using the PRIZM geo-demographic segmentation.

MRI attempts as many as five or more additional calls at different times and on different days in order to contact "difficult-to-reach" respondents, but sometimes interviewers are unable to complete all five additional attempts for each household. In some instances, "traveling interviewers" must leave the cluster or primary sampling unit before all desired attempts could be made.

LHK also tries to assign interviewing services or interviewers with Spanish-speaking capabilities to areas known to have substantial Spanish-speaking populations. MRI does not, however, specifically assign a bilingual interviewer in every instance requiring bilingual capabilities. When necessary (but on rare occasions), we rely on another household member to translate the questions into another language (e.g., Spanish) for the selected respondent. Beginning with Wave 48, the MRI questionnaire and product booklet were made available in both English and Spanish.

At the end of Wave 75, LHK had 15 approved bilingual interviewers. LHK makes additional efforts to continue recruiting bilingual interviewers.

The sample respondent is selected by the established procedure. The interviewer lists, from oldest to youngest, all adult respondents of the pre-designated sex currently living in the household and then follows computer-generated instructions to select the respondent. On average, approximately sixty minutes is required to complete this interview.

Upon completion of the personal interview, the product questionnaire is introduced and the respondent is asked to complete it; the respondent is briefed on how to complete the booklet, and arrangements are made, in a majority of cases, for the interviewer to retrieve the completed questionnaire at a specified time and date.

As of Wave 76, respondents were offered $40/$50/$75/$100 to complete the product booklet. Respondents who haven't completed the booklet by a certain date may receive secondary or tertiary offers, to a maximum of $100. Also, in a number of pre-designated and/or hard-to-reach clusters the initial incentive has been and will remain $75.

In Wave 80, beginning in April 2019, to assist with production, MRI increased personal interview and product booklet incentives for the Survey of the American Consumer as follows:

- Originally designated $25 clusters increased to $50 for interview and $50 for product booklet (from $40)
- Originally designated $40/$50 clusters increased to $100 and $100 for product booklet (from $40/50)

- Originally designated $75 clusters increased to $125 and $100 for product booklet (from $75).

C. Data Processing

All of the data collected using the two basic survey questionnaires are processed as described below, and all data then reside as data files. Access to these files is afforded to subscribers for the further tabulation of data.

1. Initial Editing and Coding

All completed questionnaires are reviewed by LHK Partners to ensure the interviewers are executing the study properly. Questionnaires that fail to meet completeness and internal consistency checks are referred to the field for correction. Most data are self-coded, excepting items such as names of newspapers and occupations. In addition, internal editing checks are applied to ensure interviewers are following instructions. The results of these editing checks are fed back to the field. The product book is also checked, since it must meet completeness standards to be included in the study.

2. Data Capture

Two separate operations are utilized for data capture: one for the personal interview and another for the product booklet. The personal interview key entry is 100 percent validated. The product booklet is subjected to a minimum of 25% validation, with additional validation as may be required. All of these data are eventually combined into a single set of data files.

3. Data Ascription

The sample comprises all respondents who are personally interviewed. On average, about *57% - 59%* of these respondents also complete the product questionnaire. In order to avoid problems created by shifting bases, an ascription process for product questionnaire non-respondents is utilized. This process is embodied in a computer program that finds the best match between a non-booklet respondent and a booklet respondent. "Best match" is defined as a pair of respondents who most closely resemble each other on a prioritized list of critical variables including sex, geography, age, education, family status, and other demographic and behavioral items. Once the best available match is identified, the product questionnaire data of the responding member of the pair are assigned to the respondent who did not complete the product questionnaire.

a. Special Personal Computer/Cell Phone/ In-Home Internet Access/Pet Ownership Ascription

MRI collects data for personal computers, cell phone ownership, in-home Internet access and pet ownership in the media/demographic booklet (the personal interview) and the product booklet. Special ascriptions are used for respondents who provide conflicting information.

The basic premise for these ascription procedures is that the information provided by the respondent in the media/demographic booklet overrules the information provided in the product booklet.

For example, if a respondent indicates no to household computer ownership in the media/demographic booklet but indicates yes in the product booklet, the information provided in the product booklet is removed. This holds true for cell phone ownership, Internet access and pet ownership as well.

If a respondent indicates yes to household computer ownership, cell phone ownership, in-home Internet access, pet (dog and/or cat) ownership in the media/demographic booklet but indicates no or no answer in the product booklet, then the product booklet data for those variables are ascribed from a donor who responds yes to any of these questions, respectively, in the personal interview.

For the personal computer ascription, the donor is selected by placing each potential donor (a respondent who indicated yes in both questionnaires) into one of eight cells based on sex and geography (2 sex by 4 geography). The geographic variables are the North East, North Central, South and West census regions.

Selection of a specific donor within these cells is performed identical to the process for selecting donors in product booklet ascription described above. Accordingly, special personal computer ascription is essentially performed twice, once for household computer ownership and once for personally using a computer at work. Consistent with product booklet ascription, the maximum number of times a donor can be used is three.

The cell phone, in-home Internet access and pet ownership ascriptions work on a similar principle. However, because these are household use/ownership questions, a limited number of variables (e.g. age, sex of Principal shopper, household income, presence of children) is used. Once again, the maximum number of times a donor can be used is three.

b. Special Ascription Pertaining to Psychographic Batteries

MRI has historically released psychographic data for only those respondents who have completed all or almost all of the battery of questions in that topic area (e.g., Buying Styles). This restriction necessarily led to a unique sample balancing solution for each of the batteries and, in turn, unique weights for each psychographics sub-sample. Accessing these bases and unique weights had the potential to cause confusion and tabulation errors among our users. Beginning in Fall 04, MRI employed a new ascription procedure that allowed users to access almost all of MRI's psychographic batteries using a single population weight.

The new ascription procedure uses the following three-step approach to ascribing items for a given psychographic battery:

(1) For those who filled out at least one item within the battery, the missing items are ascribed collectively based on respondents' responses to other psychographic items, as well as their responses to both demographic and behavioral questions

(2) For those who returned the product booklet and did not answer any items within the battery, the missing items are ascribed collectively based on respondents' responses to only demographic and behavioral questions

(3) For those who did not return the booklet, all psychographic batteries are ascribed collectively based on MRI's traditional booklet ascription procedure.

This ascription procedure is currently used for the following psychographic batteries:

Intent to Purchase, Buying Styles, Category *INFLUENTIALS℠* Segments (first released in Wave 58), Category-Specific Attitudes (Automotive, Food, Finance, Vacation Travel, Technology, Media), Cellular/Mobile Opinions (first released in Wave 58), Consumer Confidence, Fashion & Style Attitudes (first released in Wave 58), Health Attitudes, Intent to Purchase, Interest in Advertising, Interest in Sports (first released in Wave 53), and Alternative Advertising Places (first released in Wave 55).

c. Special Ascription for Hispanic Television Programs

The addition of measured Spanish television programs in the product booklet created a special ascription procedure. All analyses of these data indicated that Spanish-language capability was the critical predictor for viewing these programs. Accordingly, MRI modified the ascription process for these variables by adding language spoken in home as a required variable in the ascription process.

d. Product Booklet Hispanic Ascription

Beginning in Wave 77, GfK MRI separated the product booklet ascription process into two demographic categories: Non-Hispanic and Hispanic respondents. The ascription process, including all variables, for Non-Hispanics remains the same as before. To account for the growing number of Hispanic respondents in the National sample, GfK MRI created a separate ascription process for Hispanics. GfK MRI maintains all of the variables used in our current ascription algorithm and adds language spoken in the home as another matching variable.

4. Database Merging

In addition to the questionnaire items, a considerable amount of additional information is developed for each respondent by incorporating other databases. There are three major types:

a. Geographic Classification: For each interviewing wave, a master file for each cluster in the sample is available details the following:

1) Geographic division and region;

2) County size;

3) Metropolitan area (Core Bsed Statistical Area);

4) DMA and metropolitan area classification;

5) Zip code;

6) Local area median income.

These data are incorporated in the record of each respondent.

b. Media Classification Data: Three industry-prepared databases are used to provide media classification data. These are:

1) A file of carrier newspapers for newspaper-distributed magazines (Parade, Sunday Magazine) and comics (Metro-Puck);

2) A file of radio stations detailing formats and network affiliation for each station;

3) A magazine file containing subject matter classification for each surveyed magazine.

The data on these files are merged into the respondent data file for each wave so that each wave is as current as the industry source.

c. Geo-demographic Life-Style Classification: Proprietary systems of classifying populations by geo-demographic and lifestyle parameters have been developed. Each wave of GfK MRI data is processed through these systems and the appropriate classifications are incorporated in the database. Subscribers to these sources may have access to these classification systems on the GfK MRI database and utilize their conceptual structures on GfK MRI data.

5. Projection

GfK MRI reports have been designed to quantify media and marketing behavior of the adult household population. This is accomplished in two stages: weighting, which is the fulfillment of the sample design; and sample balancing, the precise tuning of major study demographics to the most recent independent estimates.

a. Weighting: If a sample were to be selected by choosing, say, every **tenth member of** a population, then the sample result could be projected to the population simply by multiplying by **ten**. In general, if N is the sampling interval—that is, every N^{th} member of a population is

selected—then N times the sample result is a straightforward, unbiased estimate of the population. This is how the GfK MRI sample is weighted. However, since the sample selection is a multistage process, the weighting, which is essentially the reciprocal operation, must also be multistage. The original sample is selected separately and independently for the separate strata. In addition, the male and female portions constitute separate samples. Therefore, weighting (and subsequent balancing) must be undertaken for each of these separate populations. Within these strata the following factors are evaluated as part of the weighting:

1) Income Strata:

Because of differential sampling rates, respondents in the three income strata are assigned weights equal to the reciprocal of the sampling rate, adjusted for differential sample recovery.

2) Number of Persons of Designated Sex:

Since each respondent is selected at random from all adults of the designated sex in the household, each respondent is weighted by this number. For example, a male respondent in a household with two male adults has a 50% probability of selection and therefore has a weight of two.

3) Two Residences:

Persons dividing their time between two residences during the four weeks preceding the interview have two chances of being included in the sample. They are therefore assigned a weight of .5.

4) One- and Two-sex Households:

By design, two-sex households have a 60% chance of being included in the male sample and a 40% chance of being included in the female sample. One-sex households are included with certainty. Respondents in these households are weighted to reflect this differential.

5) Non-response Factor:

Non-response adjustment factors are applied on the basis of income stratum and the ten Mediamarkets vs. the balance of the sample. These factors are equal to the ratio of eligible respondents/completed respondents, calculated separately within the cross classifications of the three income strata and the two major geographic strata.

The product of these five factors yields the intrinsic sample weights which, multiplied by the projection factor for each stratum, produces the sample weight. The projection factor for any stratum is the independent estimate of its population divided by the sum of the corresponding intrinsically weighted respondents.

b. Sample Balancing

Sample balancing is a widely accepted and used technique in sample surveys. It was first discussed thoroughly by W. Edwards Deming in his book ***Statistical Adjustment of Data***. Sample surveys produce a large number of estimates. In some instances, more reliable and more precise estimates are available from other sources; either from larger, more comprehensive samples or from total counts and censuses. For example, a sample survey can produce an estimate of the population by age. However, the Bureau of the Census reports data on the age distribution more accurately and precisely than most other sources. Sample balancing is a technique for incorporating into a sample survey's results the estimated counts from an external or independent source. The rationale is that this type of incorporation

improves the accuracy and precision of the sample survey. As with sample weighting, the basic idea of sample balancing is quite simple. Consider a basic illustration:

A sample survey estimates 4,500 men and 5,500 women in a particular population. A valid, reliable, independent source reports 4,700 men and 5,300 women for the same population. If the weight assigned every male respondent is multiplied by 47/45 and that of every female respondent by 53/55, the resultant estimates will conform to the desired distribution between men and women. This is termed a ratio adjustment; i.e., multiplying each weight by the ratio of the desired number to the obtained number. As such, it has a very important advantage: namely, it is a least squares adjustment. This means the sum of the squared difference between the original and the final weights is smaller than that of any other type of adjustment producing the same results. The change necessary to obtain the desired result has been held to a minimum, and the maximum amount of the original weight structure has been maintained.

Sample balancing is simply a series of successive and reiterative ratio adjustments—successive in that only one set of factors such as age or sex can be balanced at one time, and therefore there is a succession of them. It is reiterative because each successive adjustment partially obfuscates the previous ones. Therefore, the process of balancing all the variables is essentially one of successive adjustments and is repeated until the desired parameters are obtained.

The GfK MRI sample is balanced within sex on the following sets of population parameters:

a. Ten Mediamarkets;

b. Remainder of the country by metropolitan versus non-metropolitan areas within census region;
c. DMA Size;
d. Age;
e. Household income;
f. Education;
g. Employment status and occupation;
h. Race within region;
i. Marital status;
j. County size;
k. Marketing region;
l. Household size;
m. Hispanic Origin within region (Added in Wave 35);

n. Language personally spoken in the home – Hispanics only (Added in Wave 64).

Each wave of fieldwork is weighted and balanced separately to population estimates corresponding to the midpoint of the fieldwork for that particular wave. The independent sources of data used for sample balancing are the U.S. Bureau of the Census (beginning with Doublebase 2008, MRI began using the Public-Use Microdata Samples, PUMS, data for establishing targets for the local markets), Claritas, Employment and Earnings (a monthly publication produced by the Bureau of Labor Statistics), and Nielsen's universe estimates of language use among Hispanics.

6. Final Weight Trimming

The sampling tolerances associated with a given sample are affected by the distribution of weights. In particular, extremely high weights disproportionately increase sampling error estimates. Therefore, after sample balancing, the distribution of weights is inspected and respondents with weights greater than 5.75 average weight are each assigned the average weight for the respective group. Weight trimming effectively reduces the highest weights, in turn reducing the sampling error. MRI also trims the weights of all respondents whose weight is under 1,000. The trimming is done within sex by race, thus preserving the sample-balanced totals for these groups.

7. Household Weight

Each household's weight is obtained by dividing the population weight by the number of adults in the household.

8. Rebalancing the Doublebase

Each year, to prepare two years' data for release, the four most recent waves are subjected to additional sample balancing, incorporating demographic and geographic estimates for each of the ten major markets along with the national demographic and geographic estimates employed in the initial balancing.

D. Audience Estimating Procedures

1. Magazines

a. Total Audience (average issue audience): The total audience of a magazine includes all respondents who read a paper copy of the magazine during the past N days, where N is the

publication interval of the magazine (7 for weeklies, 30 for monthlies, etc.). These responses come from the card-sorting technique described in Section II of this guide.

b. Primary Audience: The primary audience of a magazine is defined as readers who live in a household in which the magazine was obtained by either subscription or newsstand purchase. During the personal interview, questions are asked about how the magazine was obtained and who obtained it. Generally, purchase and subscription tend to be over claimed. When over claims exist, the accuracy of these estimates is improved by randomly reducing the number of purchasers and/or subscribers to the known circulation and the number of other primary readers to the same level .

c. In-Home Audience: Respondents are asked where the reading of the most recent publication interval took place and are shown a list of possible places. Those responding "at home" are classified as “in-home readers.”

d. Magazine Groups: In some instances, individual magazines are reported as parts of magazine groups. For the most part these are gross audiences—the sum of the audiences of the constituent magazines.

e. Cumulative Audience: During the personal interview a frequency of reading question (0, 1, 2, 3, or 4 of the average 4 issues) is asked. Responses to this question, along with the responses to the publication-interval reading question, are used to estimate, first, two-issue reach and, second, reach and corresponding frequency for any number of issues greater than two. This can best be shown by an illustration:

TABLE 1

	(1)	(2)	(3)	(4)	(5)	(6)	(7)

Frequency of Reading Answers	*Total In tab*	*Read In tab*	*Pct. Read Within*	*Pct. Not Read Within*	*Pct. Non-Read 2 Issues*	*Pct. Read 1 or 2 of 2 issues*	*No. Read 1 or 2 of 2 issues*
0	200	2	1.0	99.0	98.01	1.99	4
1	100	10	10.0	90.0	81.00	19.00	19
2	100	38	38.0	62.0	38.44	61.56	62
3	200	100	50.0	50.0	25.00	75.00	150
4	400	300	75.0	25.0	6.25	93.75	375
Screens	**1000**	**450**					**610**
Non-Screen	**9000**						

This table reads as follows:

Columns 1 and 2 are the basic survey data.

Column 3 = Column 2 / Column 1 — The percent of each group reading

Column 4 = 100.0 - Column 3 — The percent not reading

Column 5 = (Column 4)^2 — The probability of not reading either of two

Column 6 = 100.0 - Column 5 — The percent reading at least one of two issues

Column 7 = Column 6 X Column 1 The number reading at least one out of two issues

The foregoing is straightforward probability mathematics used to estimate higher orders of reach. However, there is a limitation to this method: the calculated cumulative audience, no matter how many issues are considered, could never exceed total screenings, in this instance 1000. This is an artificial limit. Another approach, the widely used “beta binomial," does not have this limitation. Briefly stated, the beta binomial method assumes a continuous distribution of probabilities of reading from 0 to 1 (compared to the 5-point distribution), and the solution is in fact the integral or sum of all of these probabilities, extended to the appropriate number of issues. The data required for this solution can be obtained directly from a two-issue measurement. Moreover, the solution is in fact simpler than the straight binomial expansion, particularly for more than two issues:

C_1 = proportion reached by one issue

C_2 = proportion reached by two issues

$A = (C_2 - C_1) / (2 \times C_1 - C_2 - (C_1)2)$

$B = A \times (1 - C_1)$

The proportion reached by *t* issues, *C*, is:

$Ct = Ct\text{-}_1 + (B + t - 2) / (A + t - 1) \times (Ct\text{-}_1 – Ct\text{-}2)$

Using the formula and the above illustration,

$C_1 = .045$, $C_2 = .061$, $A = .593$, $B = .566$

This produces the following results:

Cumulative Audience

Number of Issues	Proportion Reached
3	.0707
4	.0776
5	.0829

The frequency distribution for any reach can be obtained by using the same set of input in a slightly different format: Let D = A - B. Then the formula for obtaining the frequency **s** out of a total of **t** issues is:

$$R_s^t = \frac{D+s-1}{B+t-s} \text{ x } \frac{t-s+1}{s} \text{ x } R_{s-1}^t$$

where initially

$$R_1^t = \text{t}(C_t - C_{t-1})$$

It should be borne in mind that all extensions beyond the empirical data are hypothetical and although useful, based on assumptions that may or may not be warranted. These assumptions are:

1) Each issue has the same audience.

2) The turnover (or its corollary, the duplication) is the same between every pair of issues.

The method is useful, therefore, when the audience of a magazine is reasonably stable. The method can also be applied to demographic and marketing segments of the audience,

although as the bases become smaller, reliability tends to decrease. Moreover, an additional assumption; i.e., fixed composition, is now implied.

2. Newspaper Audiences

a. Daily Newspaper Audience: All respondents who read a paper copy of the daily newspaper yesterday (or on the most recent weekday).

b. Sunday/Weekend Audiences: All respondents who read a paper copy of the Sunday (weekend) newspaper within the past seven days.

c. Newspaper Cumulative Audience: Cumulative audiences of newspapers are obtained using a frequency question in the same manner as magazines.

d. Newspaper-Distributed Magazines: The audiences reported for newspaper-distributed magazines are the measured audiences of their carrier newspapers, which is standard practice in newspaper research.

3. Broadcast Data

Data are collected for both radio and television for an average weekday (based on yesterday or last Friday) and for each of the most recent two weekend days. With exception of weekend radio listening, the number of half-hours watched (listened) within major time slots is obtained. This is used to produce two types of data:

a. Cumulative audience: The total number of people viewing (listening) within a day or day-part. In addition, radio estimates are obtained by format and network.

b. Average half-hour audience: The average half-hour audience within each time period is obtained from a weighted average; i.e., the number of half hours viewed divided by the total number of half hours in the time period.

c. Television program audiences: Viewing of current television programs is obtained using a series of respondent-completed questions in the product questionnaire. These questions are:

1) How many times a (month) (week) do you usually watch... (followed by a list of weekly or daily programs).

2) Did you watch the program in the past seven days (yesterday)?

3) If you watched the program in the past seven days (yesterday), how much attention were you paying?

4) If you watched the program in the past seven days (yesterday), where did you watch it?

The responses to these questions are used to develop audience estimates for programs ("Yes" to watched in the last seven days, or yesterday for daily programs). The frequency question is used to develop cumulative audiences, and the other two questions are used to produce estimates of in-home audience and degree of attentiveness.

4. Cable Networks:

The following question is asked to all respondents for a list of 130+ cable and broadcast networks and 7 premium cable channels:

a) Have you watched in the past 30 days?

b) About how many hours have you watched (network) in the past 7 days?

Responses are used to develop both weekly cumulative audience estimates and average number of hours-per week estimates for individual cable and premium channel networks.

5. Internet/On-Line Usage:

A series of questions are asked about Internet availability and usage in the last 30 days, place of access, activity on the Internet. Similar questions are asked about using or

looking at an on-line service in the last 30 days.

These responses are used to develop estimates of:

a. Internet available in home;

b. How connect to Internet from home;

c. Where Internet used in the last 30 days;

d. Device(s) used to look at Internet in the last 30 days;

e. Internet activities done in the last 30 days;

f. How often look at or use Internet yesterday/Saturday/Sunday;

g. Internet Service Providers household uses to connect to Internet;

h. Search engines used (last 30 days)

i. Chat, Instant Messenger, or video chat services used (last 30 days)

j. Social media, photo or video-sharing services visited/used (last 30 days)

k. Activities using social media, photo or video-sharing service (last 30 days)

l. Web sites or Apps visited last 30 days (85+ websites/Apps)

7. Quintiles

Quintiles of exposure to the six media are generated from the recorded data, separately for men and women. In each instance quintiles are generated so that, if required, a single frequency may be assigned to either adjacent quintile. The specific definition for the quintiles is based on the most recent wave of data. These are contained in the appendix of this guide. The measures used to define these are as follows:

a. Magazines: The total number of magazines read in a 30-day period, obtained by weighting reading a weekly by 4, reading a bi-weekly by 2, reading a tri-weekly by 3, and reading a monthly by 1, etc., and then summing the total of these weights.

b. Newspapers: The number of newspapers read in a 28-day period, obtained by multiplying the number of daily newspapers "read in the past week" (using issue frequency claims times "read yesterday" newspapers) by 4 (the number of weeks in a 28-day period) and multiplying the number of weekend/Sunday newspapers "read in the past 4 weeks" (using issue frequency claims times "read in past 7 days" weekend/Sunday newspapers) by 1, and summing the total of these two products.

c. Outdoor: Based on the number of miles traveled by motor vehicle in the last week.

d. Radio/Audio:

- Weekday – Number of half hours listened to Monday to Friday all day, developed from the average number of half hours listened to on an average day times five.
- Primetime – Number of half hours listened to Monday to Friday, 6am-7pm, developed from the average number of half hours listened to on an average day times five.

e. Television:

Prepared in the same manner as radio using the counts of half-hours viewed daily and on the two weekend days. Two quintiles are developed, one for total TV and one for primetime TV, the latter based on the reported half hours viewed in primetime. (Terciles are created in a similar manner for daytime television viewing.)

f. Internet: Based on how often the Internet is used or looked at in a typical month.

8. Media Comparatives:

In addition to the quintiles, the same measures are used to develop comparatives – moieties or half codes - for each medium. The total population is divided into two equal parts based on exposure to each of the five media, then identified as heavy and light exposure groups. These can be combined across media into any desired combination of heavy and/or light exposure populations.

9. Qualitative Magazine Measures

In the personal interview, a series of questions is asked of all readers of each magazine. The questions are administered using show cards that display all responses and their corresponding codes. These are:

a. Where the magazine was read (at home, at work, etc.);

b. On how many different days the magazine was read;

c. How much time was spent reading on the last reading day and how many issues were read that day;

d. What percentage of the pages were read or looked at;

e. How the magazine was obtained (subscription, newsstand, borrowed, etc.);

f. The overall rating the reader assigns to the magazine;

g. How much interest the magazine's advertising holds for the reader.

This range and variety of data provides media analysts with a multidimensional array of attributes for evaluation and media planning. It affords the opportunity for scaling and other types of augmenting and discounting. By detailing attributes of the exposure experience, these

data can be used to measure in a more detailed way the advertising value of various types of readers of the measured magazines.

10. Primary Reader Adjustment

A primary reader is defined as a reader residing in a household in which some household member either subscribes to or purchases the magazine at a newsstand. Any reader who claims the magazine was so obtained is initially classified as a primary reader. However, in this study (and in most readership studies that attempt to measure source of copy) the purchase and subscription claims, compared with Alliance for Audited Media statements, appear to be fairly consistently overstated. Unadjusted, this would lead to an overstatement of primary readers. It is a longstanding and widely accepted practice in survey research to utilize reliable and accurate external data to adjust, scale, or weight survey data. In readership surveys it has become standard practice to adjust primary claims to circulation data. In the GfK MRI study this is accomplished by the following procedure:

a. For each wave of fieldwork, the circulation of each magazine is obtained. An upper limit of two primary readers per copy is set. The primary readers of all magazines having two or fewer primary readers per copy are not adjusted.

b. For each magazine having more than two primary readers per copy, the number is reduced to two by randomly designating the requisite number of primary readers and recoding them as secondary readers. The reduction selection is designed to maintain the observed distribution of male and female readers.

c. When primary readers per copy within sex exceeds 1.35, another random procedure is performed to reduce the level to no greater than 1.35.

d. Similarly, if the projected number of single-copy purchasers or subscribers exceeds a magazine's total circulation, the requisite number of these is randomly selected and reclassified to "other primary" prior to the overall evaluation of primary readers. In this selection, the reduction is designed to maintain the observed distribution of male and female single copy purchasers/subscribers.

11. Page Exposures

Page exposures are a measure of the average number of times the average page of a magazine is seen by an average reader. It is derived as follows, respondent by respondent, for each magazine read:

a. The number of days multiplied by the number of issues read on the most recent day produces an estimate of issue-reading days. If this statistic is in excess of 50 for any magazine for any respondent, as it is on very rare occasions, it is reduced to 50.

b. The number of issue-reading days multiplied by the percentage of pages read on the most recent reading day produces total page exposure. If this statistic is greater than 0 and less than .1, it is made equal to .1. All values greater than 9.9 are made to equal the mean of all such values (approximately 16.0).

These two types of alterations (1 and 2) reduce the variance of the estimates that is otherwise drastically affected by extreme values.

E. <u>Marketing Data Estimates</u>

Mainly, two types of data are collected in the leave- behind marketing questionnaire; i.e., users and usage. "Users" refers to the number of people who report the purchase or use of a product or service within a specified period of time. This segment can be described in

terms of demography, media exposure, and other *of consumption behavior*. The second type of data, “usage,” refers to a quantitative measurement of product or service use, such as “amount used” (number of rolls of aluminum foil), “number of times or occasions” (three or more trips to a department store) or “dollars spent” (amount spent for men's suits in the past year). In many instances, the usage time frame is shorter than that for users. These two types of data are used to generate further descriptions of users and usage as follows:

1. Volume Usage

Users are classified as light, medium, or heavy users depending on their relative consumption or use of a particular product. In general, the goal is to divide product users into three user groups each including about one-third of all users.

2. Brand Users

Users of branded products are classified into one of three types for each brand used, based on evaluation of the brand used and corresponding volumes, as:

a. Sole users: Use only one brand

b. Primary users: Use more than one brand, but one more than of all the others

c. Secondary users: Use more than one brand but do not qualify as primary users.

IV. THE STUDY REPORTS

Reports are based on the two most recent waves of fieldwork. The semi-annual reports are, in fact, one year moving averages, with each wave of data being utilized in two successive reports.

Doublebase Reports

The Doublebase consists of four consecutive waves (two years) of data and is updated annually. The Doublebase reports are:

1. Mediamarket Reports: These reports are available in MEMRI and the electronic codebook; codebook pages are also sent to clients

2. Upper Deck Report: These reports are available in MEMRI and the electronic codebook; codebook pages are also sent to clients

A report on the demography, media exposure and product/service consumption of the affluent population (upper ten percent of households ranked by income).

3. Business to Business Report: These reports are available in MEMRI and the electronic codebook; codebook pages are also sent to clients

This is a report on the demographic and business characteristics and business-related product/service usage of business decision-makers.

D. Format of Memri Cross-tabulation Data

For the basic deliversable, the Memri table are cross-tabulations of one set of data by another, for specified population groups. A standard format is employed, showing four different numbers, as follows:

1). Projected Number: The projected number in thousands;

2). Vertical Percentage: The proportion of the column total;

3). Horizontal Percentage: The proportion of the row total;

4). Index of Selectivity.

The index shows the ratio of the horizontal percentage of the detail row to the total row. In other words, this index shows the extent to which the reported data have a higher or lower concentration in the population segment represented by the detail line compared to the total population. An index over 100 means greater concentration, and one under 100 less concentration.

In study reports, projected numbers based on fewer than 50 respondents are indicated by an asterisk (*), indicating that these estimates should be used with caution. This standard is also used for estimates reported in MEMRI. The two sigma tolerances on these types of estimates generally are at least 40% of the estimate itself. Percentages and indices are not shown where a row (or column) total is based on fewer than 50 respondents.

E. Sampling Tolerances

All sample surveys are characterized by sampling tolerances. Sampling tolerance is the difference that can be expected between the results of a sample survey and the results of a full survey or census, using the same procedures and techniques. This is the difference due to the chance selection of one group of respondents or another. In sample surveys, the actual sampling tolerance is not known. What can be determined is what the samples of the specified size and design can be expected to have. Sampling tolerances are dependent on the size of the sample, the incidence of the particular characteristic and its homogeneity in the population. Other things being equal, larger samples and higher incidences tend to have lower relative sampling tolerances, and characteristics that are evenly distributed tend to have smaller

relative sampling tolerances than those that have uneven occurrences. The sampling tolerance is a very specific statement. It states, "In 95% of the samples of this size and type, the difference between the sample estimate and true value will not exceed plus or minus N, where N is the sampling tolerance."

Sampling tolerances for the magazine and other media audiences are tabulated for each report series, and are contained in the Tech Guide under “Unweighted and Projected Audiences and Estimated Tolerances”. Beginning with the Fall 2006 release, sample tolerance calculations are based on the jackknife replication formula. Jackknife replication produces estimates of standard error with increased reliability compared to simple replication. Furthermore, when estimates are based on subgroups or domains, jackknife replication leads to less random variation in the resulting estimates of sampling tolerance.

The sample tolerances should be used to evaluate the precision of an estimate and the degree of confidence that can be placed in it.

The tolerance tables specify two-sigma tolerance limits for particular estimates. Frequently users of data may want to evaluate whether the difference between two estimates is significant or due to chance. This can be done as follows:

where A is the sampling tolerance of the first estimate and B is the sampling tolerance of the second estimate. K then equals the chance variation or sampling tolerance of the difference between A and B. If the actual difference divided by K is higher than 2, it lies outside the two-sigma range and can be accepted as a real difference; if it is equal to or lower than 2, it may be due to chance factors in the sample process, since it lies within the two-sigma range.

F. **Reliability Estimates of Consumer Behavior and Lifestyle Variables in the Product Booklet**

Sample tolerance calculations of consumer behavior and lifestyle variables in the leave-behind product booklet are more complex than simply using the jackknife replication procedure described above and available in the Memri system. This complexity arises from GfK MRI's ascription processes in assigning answers to non-respondents to the product booklet part of the study. While data imputation allows analysis of all respondents, it also ascribes product booklet records from responders to non-responders.

In order to estimate sampling error more accurately, GfK MRI compared weighted results and jackknife sampling tolerances from the entire sample with these respective estimates from only product booklet responders for approximately 30 variables randomly drawn from all sections of the product booklet. The results showed that sampling tolerance levels generated from using jackknife replication in the Memri system should be multiplied by a factor of 1.39 (the median of sampling error differences between the full sample and only product book responders). We recommend applying this factor to the jackknife sampling error estimate for **consumer behavior and lifestyle variables measured in the product booklet.**

G. <u>Access to the GfK MRI Database</u>

Each Spring and Fall, as the data become available, they are released to the subscribers and on-line services. Electronic codebooks specifying the code and location of each data item are also provided. Subscribers are thereby afforded the capability of accessing this database and

extracting their own specific analyses. Since all of the data come from a single source, all types of cross-tabulations are possible.

The Doublebase files are updated annually, as are the special files containing volumetric product data.

H. Limitations

1. Non-responding and non-reporting persons may have media habits which differ from those of respondents. Therefore, non-responding persons and other limitations in the original sample prevent the in-tab from being a perfect probability sample. In addition, effort is made to exclude households with media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to MRI's media affiliation question at the time of the personal interview.

2. The personal interviewer may not always follow GfK MRI's instructions. Also, the interviewer may not be under the direct control of GfK MRI, as GfK MRI uses independent marketing research suppliers.

3. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or any persons whose primary language is other than English (or Spanish). Such persons may have media habits that differ from other persons.

4. Estimates from the U.S. Bureau of the Census, Claritas, Nielsen and the Bureau of Labor Statistics are used by MRI to make population estimates. These estimates are based upon the

most recent available decennial U.S. census and are subject to all limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations and processing and recording errors. Furthermore, the sources used by Claritas to update populations between decennial census dates may not include adjustments for known or unknown over– or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.

5. Self-administered product booklets may be completed improperly if the respondent does not follow the booklet instructions.

6. Human and computer processing errors may occur before or after MRI receives the personal interview and the product booklet. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.

7. The data upon which MRI has based its in-tab sample weighting, including racial or ethnic identification may not be precise.

8. Defects and limitations found in data supplied by others (e.g., SSI, Alliance for Audited Media) are inherent in GfK MRI estimates based thereon.

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Spring 2019 Product Book Activity Disposition

Wave 79

Total Placed	Total Received	Completed	Invalid/Unusable
11727	6875	6453	422

Wave 80

Total Placed	Total Received	Completed	Invalid/Unusable
11842	7031	6555	476

MRI-Simmons Spring 2019 Technical Guide

Product Booklet Ascription

A more detailed description of the product booklet ascription procedure utilized by MRI-Simmons can be found in the Technical Guide. The procedure is employed to ascribe data to respondents who completed a personal interview but who failed to complete a product book. The incidence of ascription is shown for Spring 2019 below.

	Total Number	***Percent of Total***
In-Tab Booklets	24,154	100%
Returned Booklets	12,998	53.8%
Ascribed Booklets	11,156	46.2%

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Psychographic Ascription

GfK MRI has historically released psychographic data for only those respondents who have completed all or almost all of the battery of questions in that topic area (e.g., Buying Styles). This restriction necessarily led to a unique sample balancing solution for each of the batteries and, in turn, unique weights for each psychographics sub-sample. Accessing these bases and unique weights had the potential to cause confusion and tabulation errors among our users. Beginning in Fall 04, GfK MRI employed a new ascription procedure that allowed users to access almost all of GfK MRI's psychographic batteries using a single population weight.

The new ascription procedure uses the following three-step approach to ascribing items for a given psychographic battery:

(1) For those who filled out at least one item within the battery, the missing items are ascribed collectively based on respondents' responses to other psychographic items, as well as their responses to both demographic and behavioral questions Item Ascription Rate

(2) For those who returned the product booklet and did not answer any items within the battery, the missing items are ascribed collectively based on respondents' responses to only demographic and behavioral questions

(3) For those who did not return the booklet, all psychographic batteries are ascribed collectively based on MRI's traditional booklet ascription procedure.

This ascription procedure is currently used for the following psychographic batteries:

Intent to Purchase, Buying Styles, Interest in Advertising, Health Attitudes, Consumer Confidence, Automotive, Food, Finance, Vacation Travel, Technology, Media, Interest in Sports (first released in Wave 53) and Alternative Advertising (first released in Wave 55).

The following tables disclose for each of these batteries the amount of ascription done both on average by item (column: average item recovered ascribed) and for the total booklet (not recovered ascribed). These are the two major steps of ascription described above.

INTENT TO PURCHASE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	59	6447	4641	1806	5589	59.6%	63.1%	61.4%
	W80	59	6551	4699	1852	5567	59.2%	62.9%	61.2%

BUYING STYLES		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	61	6447	5518	929	5589	51.0%	56.8%	54.2%
	W80	61	6551	5661	890	5567	50.4%	56.1%	53.3%

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Psychographic Ascription

HEALTHCARE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	26	6447	5553	894	5589	50.9%	55.3%	53.9%
	W80	26	6551	5602	949	5567	50.7%	55.5%	53.8%

CONSUMER CONFIDENCE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	4	6447	5456	991	5589	54.4%	54.9%	54.7%
	W80	4	6551	5539	1013	5567	54.1%	54.5%	54.3%

INTEREST IN ADVERTISING		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	48	6447	4760	1687	5589	56.5%	62.4%	60.4%
	W80	48	6551	4977	1574	5567	55.3%	61.1%	58.9%

AUTOMOTIVE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	29	6447	5190	1257	5589	55.8%	57.2%	56.9%
	W80	29	6551	5362	1189	5567	54.5%	56.1%	55.8%

FOOD		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	44	6447	5487	960	5589	52.1%	57.8%	54.4%
	W80	44	6551	5632	919	5567	51.3%	57.0%	53.6%

FINANCE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	24	6447	5066	1381	5589	56.9%	58.3%	57.9%
	W80	24	6551	5173	1378	5567	56.4%	57.6%	57.3%

MRI-Simmons
Spring 2019 Technical Guide
Psychographic Ascription

VACATION/TRAVEL		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Ave
	W79	27	6447	5101	1346	5589	56.4%	58.0%	57.6%
	W80	27	6551	5254	1297	5567	55.2%	57.1%	56.6%

TECHNOLOGY		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	24	6447	5183	1264	5589	55.8%	57.5%	56.9%
	W80	24	6551	5302	1249	5567	55.1%	56.7%	56.3%

MEDIA		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Ave
	W79	10	6447	5016	1431	5589	54.2%	63.5%	58.3%
	W80	10	6551	5203	1349	5567	53.2%	62.6%	57.1%

INTEREST IN SPORTS		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	14	6447	3406	3041	5589	69.0%	73.9%	71.7%
	W80	14	6551	3564	2987	5567	67.8%	72.8%	70.6%

FASHION & STYLE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	32	6447	5403	1044	5589	53.6%	55.8%	55.1%
	W80	32	6551	5452	1099	5567	53.5%	55.5%	55.0%

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CELLULAR-MOBILE 1		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	12	6447	5116	1331	5589	54.1%	61.3%	57.5%
	W80	12	6551	5241	1310	5567	53.4%	60.7%	56.7%

CELLULAR-MOBILE 2		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	22	6447	5204	1243	5589	54.2%	59.4%	56.8%
	W80	22	6551	5348	1203	5567	53.4%	58.2%	55.9%

YOUR ATTITUDES		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	64	6447	5494	953	5589	52.7%	73.7%	54.4%
	W80	64	6551	5612	939	5567	52.1%	72.6%	53.7%

LIFE MATRIX - PERSONAL VALUES		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	42	6447	5804	643	5589	50.6%	52.5%	51.8%
	W80	42	6551	5930	621	5567	49.9%	51.7%	51.1%

LIFE MATRIX - ACTIVITIES		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	19	6447	4743	1704	5589	56.5%	64.6%	60.6%
	W80	19	6551	4882	1669	5567	55.5%	63.8%	59.7%

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INTERNET ONLINE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	14	6447	5174	1273	5589	56.1%	57.5%	57.0%
	W80	14	6551	5305	1246	5567	55.4%	56.6%	56.2%

SOCIAL NETWORKING		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	17	4064	3482	582	5292	57.6%	64.2%	62.8%
	W80	17	4248	3642	606	5415	57.1%	63.8%	62.3%

ATTITUDES TOWARD ADVERTISING		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	6	6447	5371	1076	5589	54.6%	56.3%	55.4%
	W80	6	6551	5533	1018	5567	53.6%	55.4%	54.3%

YOUR ATTITUDES (Hispanic/Latino Respondents Only)		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W79	19	810	579	231	934	64.9%	67.5%	66.8%
	W80	19	887	607	280	1034	66.4%	69.2%	68.4%