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Spring 2017 Sample Completion

Interviews were made in a total of **3189** initial clusters.

The recovery sample is shown in the following tables:

SAMPLE DISPOSITION¹	TOTAL HOUSEHOLDS	MEN	WOMEN
Total Sample Households Initially Selected	61910	34556	27354
Less: Vacant	3085	1785	1300
Address Does Not Exist	725	428	297
Duplicate Address	460	274	186
Ineligible Other (businesses, churches group quarters, blind, media affiliate etc.)	3132	1870	1262
Total Eligible Households [A]	54508	30199	24309
Less: Not Contacted	8912	5259	3653
Refused	16242	9623	6619
Language Barriers			
Spanish Language Barriers	383	227	156
Other Language Barrier	632	354	278
Call Back/Appointments	245	139	106
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	5836	3369	2467
Completed Interviews (Initial Clusters Only) [B]	22258	11228	11030
Total Completed Interviews (Initial and Added Clusters)	24351	12280	12071

SAMPLE DISPOSITION	LOWER INCOME	MIDDLE INCOME	UPPER INCOME
Total Sample Households Initially Selected	14646	14959	32305
Less: Vacant	1008	800	1277
Address Does Not Exist	222	195	308
Duplicate Address	129	108	223
Ineligible Other (businesses, churches group quarters, blind, etc.)	800	620	1712
Total Eligible Households [A]	12487	13236	28785
Less: Not Contacted	1924	2088	4900
Refused	3022	3860	9360
Language Barriers			
Spanish Language Barriers	150	117	116
Other Language Barriers	177	137	318
Call Back/Appointments	70	60	115
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	1383	1545	2908
Completed Interviews (Initial Clusters Only) [B]	5761	5429	11068
Total Completed Interviews (Initial and Added Clusters)	6376	5975	12000

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Spring 2017 Sample Completion

<u>WEIGHTED RESPONSE RATE</u>²	MEDIA INTERVIEWS (Original Clusters Only)	MEDIA INTERVIEWS (Replacement Clusters Only)	PRODUCT BOOKLET RESPONSE RATE³
NEW YORK	36.45%	26.43%	20.23%
LOS ANGELES	34.62%	30.85%	18.18%
CHICAGO	36.91%	27.45%	18.08%
PHILADELPHIA	46.84%	44.20%	25.64%
SAN FRANCISCO	37.71%	27.26%	19.22%
BOSTON	34.00%	22.88%	19.68%
HOUSTON	39.51%	32.74%	20.07%
WASHINGTON D.C.	40.81%	34.76%	21.57%
ATLANTA	48.28%	40.63%	25.78%
DALLAS	39.37%	42.45%	21.81%
NON TOP 10	46.74%	44.17%	28.58%
TOTAL	44.29%	40.47%	26.08%

¹Per 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.

²The 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.

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

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Spring 2017 Product Book Activity Disposition

Wave 75

Total Placed	Total Received	Completed	Invalid/Unusable
12100	7754	7293	461

Wave 76

Total Placed	Total Received	Completed	Invalid/Unusable
11623	7173	6647	526

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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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*** 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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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Age				
18-24	12.6%	12.9%	10.9%	11.8%
25-34	19.7%	18.4%	18.2%	17.3%
35-44	16.4%	16.7%	17.0%	16.1%
45-49	8.5%	8.6%	9.3%	8.4%
50-54	8.4%	9.2%	9.2%	9.0%
55-64	16.4%	16.7%	16.5%	16.8%
65+	18.0%	17.7%	18.8%	20.6%
	100.0%	100.0%	100.0%	100.0%
HHI				
Less than \$10,000	3.4%	4.1%	5.9%	5.6%
\$10,000-19,999	6.1%	6.3%	8.1%	8.7%
\$20,000-29,999	8.7%	7.6%	11.0%	9.5%
\$30,000-34,999	5.5%	4.3%	5.9%	4.6%
\$35,000-39,999	4.8%	4.2%	5.3%	4.3%
\$40,000-49,999	11.6%	7.9%	11.3%	8.0%
\$50,000-74,999	19.9%	18.1%	19.0%	17.0%
\$75,000-99, 999	13.0%	14.0%	12.1%	12.8%
\$100,000+	27.2%	33.4%	21.6%	29.5%
	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
Education				
Graduated College	27.7%	29.7%	29.0%	30.8%
Attended College	34.4%	27.2%	36.8%	29.7%
Graduated H.S.	25.3%	30.5%	22.7%	28.1%
Did Not Graduate H.S.	12.6%	12.6%	11.6%	11.4%
	100.0%	100.0%	100.0%	100.0%
New Census Occupation				
Not Employed	30.5%	32.6%	42.0%	45.0%
Professional and Related Occupations	11.1%	12.6%	15.3%	15.4%
Management, Business and Financial Operations	12.4%	11.9%	8.4%	8.5%
Sales and Office Occupations	9.3%	10.7%	15.8%	15.8%
Natural Resources, Construction and Maintenance	12.4%	11.2%	0.5%	0.5%
Other Employed	24.3%	21.1%	18.0%	14.8%
	100.0%	100.0%	100.0%	100.0%
Census Region				
North East	17.8%	17.8%	18.2%	18.2%
Midwest	21.4%	21.4%	21.2%	21.2%
South	37.5%	37.5%	38.0%	38.0%
West	23.3%	23.3%	22.7%	22.7%
	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	41.3%	42.0%	41.8%	42.2%
County Size B	30.5%	29.4%	29.8%	29.6%
County Size C	13.2%	14.7%	13.7%	14.6%
County Size D	14.9%	13.9%	14.6%	13.6%
	100.0%	100.0%	100.0%	100.0%
Marital Status				
Never Married	31.0%	31.5%	25.8%	25.7%
Now Married	53.4%	54.5%	48.9%	51.0%
Other	15.6%	13.9%	25.3%	23.3%
	100.0%	100.0%	100.0%	100.0%
Household Size				
Household Size: 1	11.5%	13.4%	13.2%	15.6%
Household Size: 2+	88.6%	86.6%	86.8%	84.4%
	100.0%	100.0%	100.0%	100.0%
Respondent Classified Race				
White Only	66.7%	73.9%	65.8%	73.2%
Black/African American Only	13.3%	11.6%	15.3%	12.6%
Other Race/Multiple Classifications	20.0%	14.6%	18.9%	14.1%
	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	17.3%	16.1%	18.1%	15.2%
Non-Hispanic	82.7%	83.9%	82.0%	84.8%
	100.0%	100.0%	100.0%	100.0%
Respondent Language Spoken Personally at Home				
Non-Hispanic	82.7%	83.9%	82.0%	84.8%
Hispanic - Only English	4.3%	2.7%	3.6%	2.6%
Hispanic - Mostly English, but Some Spanish	4.8%	4.1%	5.4%	3.8%
Hispanic - Both of Other	0.3%	0.7%	0.3%	0.7%
Hispanic - Mostly Spanish, but Some English	4.3%	4.2%	5.0%	3.8%
Hispanic - Only Spanish	3.7%	4.3%	3.8%	4.3%
	100.0%	100.0%	100.0%	100.0%

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

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DISTRIBUTION OF FINAL WEIGHTS

Weights in Thousands	Number of Respondents	%	Cumulative %
0-0.99	305	1.3	1.3
1.00-1.99	1692	6.9	8.2
2.00-2.99	2293	9.4	17.6
3.00-3.99	2468	10.1	27.8
4.00-4.99	2168	8.9	36.7
5.00-5.99	1850	7.6	44.3
6.00-6.99	1552	6.4	50.6
7.00-7.99	1402	5.8	56.4
8.00-8.99	1238	5.1	61.5
9.00-9.99	1003	4.1	65.6
10.00-14.99	3612	14.8	80.4
15.00-19.99	1865	7.7	88.1
20.00-24.99	1067	4.4	92.5
25.00-29.99	639	2.6	95.1
30.00+	1197	4.9	100.0
TOTAL	24351	100.0	

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

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SPRING 2017 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
CYCLE WORLD
DIRT RIDER
FIELD & STREAM
FLYING
MOTORCYCLIST
OUTDOOR LIFE
POPULAR SCIENCE
SALT WATER SPORTSMAN
YACHTING

BONNIER MARINE AND AVIATION GROUP

BOATING
FLYING
SALT WATER SPORTSMAN
YACHTING

BONNIER MEN'S GROUP

FIELD & STREAM
OUTDOOR LIFE
POPULAR SCIENCE

BONNIER MOTORCYCLE GROUP

CYCLE WORLD
DIRT RIDER
MOTORCYCLIST

THE BONNIER OUTDOOR GROUP

FIELD & STREAM
OUTDOOR LIFE

CONDÉ NAST PACKAGE

ALLURE
ARCHITECTURAL DIGEST
BON APPÉTIT
BRIDES
CONDÉ NAST TRAVELER
GLAMOUR
GOLF DIGEST
GQ (GENTLEMEN'S QUARTERLY)
THE NEW YORKER
TEEN VOGUE
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
POPULAR MECHANICS
ROAD & TRACK

HEARST MAGAZINE GROUP

CAR AND DRIVER
COSMOPOLITAN
COUNTRY LIVING
ELLE
ELLE DÉCOR
ESQUIRE
FOOD NETWORK MAGAZINE
GOOD HOUSEKEEPING
HARPER'S BAZAAR
HGTV MAGAZINE
HOUSE BEAUTIFUL
MARIE CLAIRE
O, THE OPRAH MAGAZINE
POPULAR MECHANICS
REDBOOK
ROAD & TRACK
SEVENTEEN
TOWN & COUNTRY
VERANDA
WOMAN'S DAY

MEREDITH MAGAZINE GROUP

ALLRECIPES MAGAZINE
BETTER HOMES & GARDENS
EATINGWELL
FAMILY CIRCLE
FAMILYFUN
FIT PREGNANCY AND BABY
MARTHA STEWART LIVING
MIDWEST LIVING
PARENTS
RACHAEL RAY EVERY DAY
SER PADRES
SHAPE
TRADITIONAL HOME

THE OUTDOOR SPORTSMAN TROPHY GROUP

GAME & FISH/SPORTSMAN
GUNS & AMMO
HUNTING
IN-FISHERMAN

RODALE MAGAZINE NETWORK

BICYCLING
MEN'S HEALTH
PREVENTION
RUNNER'S WORLD
WOMEN'S HEALTH

RODALE SPORTS GROUP

BICYCLING
RUNNER'S WORLD

TRUSTED MEDIA BRANDS, INC. GROUP

The Family Handyman
Reader's Digest
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.

<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
The Atlantic	Monthly	Published 10 times a year.
Backpacker	Monthly	Published 9 times a year.
Bassmaster	Bi-Monthly	Published 8 times a year.
Bicycling	Monthly	Published 10 times a year.
Bloomberg Businessweek	Weekly	Published 50 times a year.
Boating	Monthly	Published 10 times a year.
Bon Appetit	Monthly	Published 11 times a year.
Catholic Digest	Monthly	Published 9 times a year.
Coastal Living	Monthly	Published 10 times a year.
Conde Nast Traveler	Monthly	Published 11 times a year.
Consumer Reports	Monthly	Published 11 times a year.
Cooking Light	Monthly	Published 11 times a year.
Cooking with Paula Deen	Bi-Monthly	Published 7 times a year.
Cycle World	Monthly	Published 11 times a year.
Departures	Bi-Monthly	Published 7 times a year.
Discover	Monthly	Published 10 times a year.
Dirt Rider	Monthly	Published 10 times a year.
Ebony	Bi-Monthly	Published 8 times a year.
The Economist	Weekly	Published 50 times a year.
Elle Decor	Monthly	Published 10 times a year.
The Elks Magazine	Monthly	Published 10 times a year.
Entertainment Weekly	Weekly	Published 40 times a year.
Entrepreneur	Monthly	Published 10 times a year.
ESPN - The Magazine	Bi-Weekly	Published 20 times a year.
Esquire	Monthly	Published 10 times a year.
The Family Handyman	Bi-Monthly	Published 8 times a year.
FamilyFun	Bi-Monthly	Published 8 times a year.
Fast Company	Monthly	Published 10 times a year.

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<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
Field & Stream	Monthly	Published 9 times a year.
First for Women	Tri-Weekly	Published 18 times a year.
Food Network Magazine	Monthly	Published 10 times a year.
Forbes	Tri-weekly	Published 14 times a year.
Game & Fish/Sportsman	Monthly	Published 10 times a year.
Golf Digest	Monthly	Published 11 times a year.
Harper's Bazaar	Monthly	Published 10 times a year.
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.
Inc.	Monthly	Published 10 times a year.
Latina	Monthly	Published 10 times a year.
Martha Stewart Living	Monthly	Published 10 times a year.
Maxim	Monthly	Published 10 times a year.
Men's Fitness	Monthly	Published 10 times a year.
Men's Health	Monthly	Published 10 times a year.
Men's Journal	Monthly	Published 10 times a year.
Money	Monthly	Published 11 times a year.
Muscle & Fitness	Monthly	Published 11 times a year.
National Geographic Kids	Monthly	Published 10 times a year.
Nature Conservancy	Quarterly	Published 4 times a year.
New York Magazine	Bi-Weekly	Published 29 times a year.
The New Yorker	Weekly	Published 47 times a year.
Outdoor Life	Monthly	Published 9 times a year.
People en Español	Monthly	Published 11 times a year.
Penthouse	Monthly	Published 10 times a year.
Popular Mechanics	Monthly	Published 10 times a year.
Rachael Ray Every Day	Monthly	Published 10 times a year.
Reader's Digest	Monthly	Published 10 times a year.
Redbook	Monthly	Published 11 times a year.
Road & Track	Monthly	Published 10 times a year.
Runner's World	Monthly	Published 11 times a year.

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<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
Salt Water Sportsman	Monthly	Published 10 times a year.
Shape	Monthly	Published 10 times a year.
Ser Padres	Bi-Monthly	Published 8 times a year.
Shape	Monthly	Published 10 times a year.
Ski	Monthly	Published 6 times a year.
Smithsonian	Monthly	Published 10 times a year.
Sports Illustrated	Weekly	Published 38 times a year.
StyleWatch	Monthly	Published 11 times a year.
Teen Vogue	Quarterly	Published 4 times a year.
This Old House	Bi-Monthly	Published 8 times a year.
Time	Weekly	Published 44 times a year.
Town & Country	Monthly	Published 10 times a year.
Traditional Home	Bi-monthly	Published 8 times a year.
TV Guide	Bi-Weekly	Published 29 times a year.
USA Hockey	Monthly	Published 10 times a year.
Vanidades	Monthly	Published 11 times a year.
Vanity Fair	Monthly	Published 10 times a year.
VFW Magazine	Monthly	Published 10 times a year.
W	Monthly	Published 10 times a year.
WebMD Magazine	Bi-Monthly	Published 8 times a year.
The Week	Weekly	Published 50 times a year.
Wine Spectator	Tri-weekly	Published 15 times a year.
Woman's Day	Monthly	Published 10 times a year.
Women's Health	Monthly	Published 10 times a year.
Yoga Journal	Monthly	Published 9 times a year.

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NEWSPAPER DISTRIBUTED MAGAZINES AND COMICS

The estimates for newspaper distributed magazines and comics are based on the readers of the appropriate carriers. These are:

Parade Carrier Newspapers
Sunday Mag/Net Carrier Newspapers
Metro Puck Carrier Newspapers

The current carrier lists were used to construct the estimates for the magazines and comics specified above. In order to meet the tabulation schedule, February 10th was established as the deadline for GfK MRI to receive these lists. Any changes that were brought to our attention after this date were not included.

SPRING 2017 NEWSPAPER GROUPS

TRONC NEWSPAPERS DAILY/SUNDAY (FORMERLY TRIBUNE PUBLISHING)

Los Angeles Times
Chicago Tribune
Baltimore Sun
San Diego Union - Tribune
Sun Sentinel
Orlando Sentinel
Hartford Courant
Allentown, The Morning Call
Newport News Daily Press

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Metro-Puck Comics Network

Northwest Arkansas Democrat-Gazette	AR
Arizona Republic	AZ
East Bay Times	CA
Fresno Bee	CA
Inland Valley Daily Bulletin	CA
Long Beach Press-Telegram	CA
Los Angeles Daily News	CA
Los Angeles Times	CA
Marin Independent Journal	CA
Modesto Bee	CA
Monterey County Herald	CA
Orange County Register	CA
Pasadena Star-News	CA
Redlands Daily Facts	CA
Riverside Press-Enterprise	CA
Sacramento Bee	CA
San Bernardino Sun	CA
San Diego Union-Tribune	CA
San Francisco Chronicle	CA
San Gabriel Valley Tribune	CA
San Jose Mercury News	CA
San Jose Mercury News (Spanish)	CA
Santa Barbara News-Press	CA
Stockton Record	CA
Torrance Daily Breeze	CA
Vallejo Times-Herald	CA
Whittier Daily News	CA
Colorado Springs Gazette	CO
Pueblo Chieftain	CO
Hartford Courant	CT
New Haven Register	CT
Torrington Register Citizen	CT
Waterbury Republican	CT
Washington Post	DC
Wilmington News Journal	DE
Daytona Beach News-Journal	FL
Florida Times-Union	FL
Miami Herald	FL
Orlando Sentinel	FL
Tampa Bay Times	FL
Atlanta Journal-Constitution	GA
Augusta Chronicle	GA
Macon Telegraph	GA
Savannah Morning News	GA
Cedar Rapids Gazette	IA
Boise Idaho Statesman	ID
Chicago Sun-Times	IL
Chicago Tribune	IL
Peoria Journal Star	IL
Bedford Times-Mail	IN
Bloomington Herald-Times	IN
Gary Post-Tribune	IN

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Martinsville Reporter-Times	IN
Munster Times	IN
South Bend Tribune	IN
Wichita Eagle	KS
Kentucky Enquirer	KY
Louisville Courier-Journal	KY
Shreveport Times	LA
Boston Globe	MA
Springfield Republican	MA
Worcester Telegram & Gazette	MA
Baltimore Sun	MD
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Detroit Free Press	MI
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Beatrice Daily Sun	NE
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Keene Sentinel	NH
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Atlantic City Press	NJ
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Newark Star-Ledger	NJ
Newton New Jersey Herald	NJ
Passaic Herald-News	NJ
South Jersey Times	NJ
Trenton Times	NJ
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Albuquerque Journal	NM
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Las Vegas Review-Journal	NV
Albany Times Union	NY
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Batavia Daily News	NY
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Malone Telegram	NY
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Milwaukee Journal Sentinel	WI
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Portage Daily Register	WI
Racine Journal Times	WI
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Wausau Daily Herald	WI
Wisconsin State Journal	WI
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Reno Gazette-Journal	NV
Binghamton Press & Sun-Bulletin	NY
Poughkeepsie Journal	NY
Rochester Democrat and Chronicle	NY
White Plains Journal News	NY
Cincinnati Enquirer	OH
Salem Statesman Journal	OR
Greenville News	SC
Sioux Falls Argus Leader	SD
Nashville Tennessean	TN
Burlington Free Press	VT
Appleton Post-Crescent	WI
Green Bay Press Gazette	WI

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USA Today Expanded Edition - Weekend (Gannett Carriers)

Montgomery Advertiser	AL
Arizona Republic	AZ
Palm Springs Desert Sun	CA
Fort Collins Coloradoan	CO
Wilmington News Journal	DE
Fort Myers News-Press	FL
Melbourne Florida Today	FL
Pensacola News Journal	FL
Tallahassee Democrat	FL
Des Moines Register	IA
Indianapolis Star	IN
Lafayette Journal and Courier	IN
Kentucky Enquirer	KY
Louisville Courier-Journal	KY
Lafayette Daily Advertiser	LA
Salisbury Daily Times	MD
Lansing State Journal	MI
Livingston County Daily Press & Argus	MI
St. Cloud Times	MN
Springfield News-Leader	MO
Jackson Clarion-Ledger	MS
Asheville Citizen-Times	NC
Asbury Park Press	NJ
Camden Courier-Post	NJ
Reno Gazette-Journal	NV
Binghamton Press & Sun-Bulletin	NY
Poughkeepsie Journal	NY
Rochester Democrat and Chronicle	NY
White Plains Journal News	NY
Cincinnati Enquirer	OH
Salem Statesman Journal	OR
Greenville News	SC
Sioux Falls Argus Leader	SD
Nashville Tennessean	TN
Burlington Free Press	VT
Appleton Post-Crescent	WI
Green Bay Press Gazette	WI

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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	9+	69.9%	17.7	12+	62.2%	21.5
Quintile II	4-8	21.6%	5.5	6-11	23.9%	8.3
Quintile III	1-3	7.4%	1.9	3-5	10.6%	3.7
Quintile IV	0	1.1%	0.3	1-2	3.3%	1.1
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	2+	96.4%	9.7	4+	92.6%	12.8
Bottom ½ (Light)	0-1	3.6%	0.4	0-3	7.4%	1.0

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	16+	79.0%	28.0	16+	76.7%	27.5
Quintile II	2-15	20.6%	7.3	4-15	21.6%	7.7
Quintile III	1	0.4%	0.1	1-3	1.7%	0.6
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%	14.2	1+	100.0%	14.3
Bottom ½ (Light)	0	0.0%	0	0	0.0%	0.0

Radio

Number of half hours listened to per week, developed from a weighted average of the number of half hours listened to on an average day.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	53+	61.3%	99.0	40+	62.7%	82.4
Quintile II	24-52	21.8%	35.2	20-39	21.0%	27.6
Quintile III	13-23	10.8%	17.4	11-19	11.0%	14.4
Quintile IV	5-12	5.6%	9.0	3-10	5.3%	6.9
Quintile V	0-4	0.6%	0.9	0-2	0.2%	0.2
Top ½ (Heavy)	18+	89.4%	57.8	15+	90.0%	47.3
Bottom ½ (Light)	0-17	10.6%	6.8	0-14	10.0%	5.3

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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	91+	49.3%	139.9	94+	49.7%	146.4
Quintile II	57-90	24.9%	70.7	60-93	25.2%	74.2
Quintile III	35-56	15.9%	45.1	35-59	15.8%	46.5
Quintile IV	14-34	8.6%	24.5	13-34	8.1%	23.9
Quintile V	0-13	1.3%	3.6	0-12	1.1%	3.4
Top ½ (Heavy)	45+	83.1%	94.4	47+	83.9%	98.8
Bottom ½ (Light)	0-44	16.9%	19.2	0-46	16.1%	19.0

Outdoor

Number of miles driven in town, city or suburb as driver or passenger in a car or truck in the past week.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	300	40.2%	300.0	201+	51.2%	296.2
Quintile II	200-299	33.3%	248.9	125-200	27.4%	158.5
Quintile III	76-199	16.1%	120.4	44-124	13.1%	75.9
Quintile IV	43-75	8.1%	60.5	28-43	6.4%	37.0
Quintile V	0-42	2.2%	16.7	0-27	1.9%	11.2
Top ½ (Heavy)	125+	83.1%	248.1	75+	85.5%	198.0
Bottom ½ (Light)	0-124	16.9%	50.3	0-74	14.5%	33.5

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	37+	44.3%	41.8	38+	43.6%	42.1
Quintile II	25-36	32.2%	30.5	26-37	32.0%	31.0
Quintile III	11-24	18.1%	17.1	12-25	18.6%	17.9
Quintile IV	1-10	5.4%	5.1	1-11	5.8%	5.6
Quintile V	0	0%	0.0	0	0%	0.0
Top ½ (Heavy)	17+	87.4%	33.1	19+	86.7%	33.5
Bottom ½ (Light)	0-16	12.6%	4.8	0-18	13.3%	5.1

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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	37.5+	54.7%	52.2	32.6+	54.0%	50.5
Quintile II	20.5-37.4	25.9%	24.7	20.5-32.5	26.2%	24.5
Quintile III	9.0-20.4	14.2%	13.5	9.0-20.4	14.5%	13.5
Quintile IV	1.6-8.9	5.1%	4.8	1.6-8.9	5.1%	4.7
Quintile V	0-1.5	0.2%	0.1	0-1.5	0.2%	0.2
Top ½ (Heavy)	11.8+	89.4%	34.1	11.8+	89.3%	33.3
Bottom ½ (Light)	0-11.7	10.6%	4.0	0-11.7	10.7%	4.0

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)	8+	62.6%	10.9	8+	61.2%	11.2
Tercile II (Medium)	3-7	27.6%	4.8	4-7	28.1%	5.1
Tercile III (Light)	1-2	9.8%	1.7	1-3	10.7%	2.0
Non-Viewers	0	0.0%	0.0	0	0.0%	0.0

GfK MRI Spring 2017 Technical Guide

Definition of Media Quintiles

Block Group HH Income Quintiles Median Income Range for Adults

Block Group HH Income Quintile	Range - Adults
Quintile I	113,001+
Quintile II	73,001 – 113,000
Quintile III	46,000 - 73,000
Quintile IV	23,001 – 45,999
Quintile V	23,000 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.

<u>RELATIVE SIZE OF DEMOGRAPHIC GROUP</u>	<u>FACTOR</u>
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.

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xi 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.	24351	245907	-	12281	118605	-	12070	127302	-
AARP The Magazine	4203	38537	845	1783	15188	1081	2420	23350	1135
Allrecipes Magazine ~	562	5850	823	98	969	257	464	4881	945
Allure	556	5349	699	32	309	168	524	5041	777
American Hunter	413	4960	733	356	4141	563	57	819	330
American Legion	328	3390	453	243	2423	274	85	967	415
American Rifleman	574	6144	1278	511	5293	1095	63	851	344
American Way	417	3377	948	234	1742	438	183	1635	718
Architectural Digest	575	4606	730	255	1878	379	320	2728	613
Arthritis Today	452	4182	756	116	869	258	336	3314	832
The Atlantic	253	1939	426	131	961	354	122	978	206
Automobile	345	3553	387	286	2879	328	59	673	293
Autoweek	249	2552	302	203	1992	238	46	560	137
Bassmaster	328	4207	670	285	3504	469	43	703	156
Better Homes & Gardens	3668	37241	1334	781	7322	838	2887	29919	804
Bicycling	153	1352	434	115	975	342	38	377	129
Birds & Blooms	498	5412	714	132	1187	314	366	4226	545
Black Enterprise <+	308	2801	409	143	1462	323	165	1339	302
Bloomberg Businessweek	238	1835	449	171	1164	315	67	672	302
Boating	224	2096	384	181	1730	369	43	367	200
Bon Appetit	795	6886	829	231	1695	402	564	5191	504
Bonnier Magazine Network (Gr)	3218	34249	2368	2677	27676	2109	541	6574	1180
Bonnier Marine and Aviation (Gr)	620	6246	1129	508	5076	974	112	1170	490
Bonnier Men's Group (Gr)	2190	23877	2235	1828	19292	1814	362	4585	813
Bonnier Motorcycle Group (Gr)	408	4126	627	341	3307	567	67	819	405
Bonnier Outdoor Group (Gr)	1343	15265	2040	1139	12443	1612	204	2823	699
Bridal Guide	326	3653	823	41	351	221	285	3301	651
Brides	469	4985	853	53	433	257	416	4551	664
Car and Driver	996	9258	382	897	8234	315	99	1024	218
Car Craft	174	2086	637	156	1819	538	18	267	199
Catholic Digest	216	1852	406	82	618	241	134	1234	389
Chicago Tribune (Sunday)	369	1614	245	190	739	185	179	875	235
Cigar Aficionado	215	1739	407	177	1411	384	38	327	121
Coastal Living	536	4921	979	162	1259	246	374	3662	831
Conde Nast Package (Gr)	8341	76546	3805	2723	22211	1896	5618	54335	3729
Conde Nast Traveler	396	3472	498	170	1357	195	226	2116	425
Consumer Reports	1635	14002	1433	936	7591	789	699	6412	973
Cooking Light	1059	9372	796	213	1661	355	846	7712	544
Cooking with Paula Deen	303	3390	732	40	317	179	263	3073	739
Cosmopolitan	1476	15910	1313	221	2254	268	1255	13655	1341
The Costco Connection	2757	25326	1422	1340	11151	740	1417	14175	898
Country	357	4268	836	122	1281	398	235	2987	627
Country Living	1152	11969	1063	278	2553	484	874	9417	969
Country Sampler	197	2123	477	32	273	156	165	1850	493
Cycle World	157	1524	329	133	1239	240	24	285	209
Delta Sky Magazine	627	5851	543	347	3006	303	280	2845	395
Diabetes Forecast	569	6159	727	193	2052	467	376	4107	750
Diabetes Self-Management	667	7108	912	229	2231	466	438	4877	1005
Discover	623	6248	623	378	3705	493	245	2543	467
Ducks Unlimited	292	3570	517	231	2811	582	71	759	288
EatingWell	680	6279	995	176	1563	471	504	4716	858
Ebony <=	822	7457	963	272	2608	557	550	4849	748
The Economist	314	2212	353	203	1376	286	111	836	284
Elle	480	4378	630	43	367	174	437	4011	564
Elle Decor	219	2135	334	28	250	145	191	1886	340
Entertainment Weekly	967	9250	886	379	3747	853	588	5503	863
Entrepreneur	328	2748	612	205	1810	483	123	937	180
ESPN The Magazine	1371	14514	971	1068	10987	641	303	3527	574
Esquire	350	3284	531	220	1954	405	130	1330	298
Essence	777	6626	1003	200	1733	492	577	4893	635
Family Circle	1421	14459	1225	133	1237	344	1288	13221	1246
The Family Handyman \$+	522	5082	815	391	3494	619	131	1588	543
FamilyFun %	386	4136	879	69	589	292	317	3547	659
Field & Stream	824	9487	1122	721	7809	943	103	1678	442
First For Women	383	4163	544	11	116	129	372	4047	568
Food & Wine	909	7796	1075	352	2709	491	557	5087	750
Food Network Magazine	1170	11644	1035	333	2862	462	837	8783	926
Forbes	757	6216	786	510	4286	541	247	1930	495
Fortune	422	3515	494	280	2250	409	142	1265	403
4 Wheel & Off-Road	235	2842	628	205	2341	542	30	501	236
Four Wheeler Group (Gr)	436	5216	853	381	4253	845	55	963	474
Game & Fish/Sportsman +	516	6136	821	430	4965	788	86	1171	459
Game Informer	825	10392	958	580	7285	771	245	3107	559
Glamour	1012	9953	902	64	601	285	948	9352	842
Golf Digest	550	4736	560	468	3866	582	82	871	211
Golf Magazine	510	4426	709	414	3577	708	96	849	255
Good Housekeeping	1948	19553	1480	229	2072	173	1719	17481	1429
GQ (Gentlemen's Quarterly)	670	5888	450	504	4300	491	166	1588	220
Guideposts	483	4945	937	117	1033	214	366	3911	831
Guns & Ammo	965	10933	1183	850	9308	1015	115	1625	387
Harper's Bazaar	314	2563	380	44	296	163	270	2267	365
Health	929	9173	743	314	3087	575	615	6086	688
Hearst Design Group (Gr)	1028	9560	1298	146	1062	341	882	8498	1170
Hearst Magazine Group (Gr)	15222	150801	5068	4026	36791	2842	11196	114010	4322
Hearst Men's Group (Gr)	2412	22973	1409	2076	19447	1311	336	3526	408
HGTV Magazine	916	8944	605	248	2195	482	668	6748	476
Hot Rod	484	8306	920	429	4481	574	55	825	466
House Beautiful	630	5915	959	87	603	204	543	5313	898
Hunting	371	4337	704	323	3642	618	48	696	309
In-Fisherman	348	3987	577	318	3565	589	30	422	216
In Style	887	8204	910	84	762	212	803	7442	871

~ Allrecipes Magazine was measured as Allrecipes in Wave 75.

<+ Black Enterprise is now a bimonthly and was measured as a monthly in Waves 75 and 76.

<= Ebony is now a bimonthly and was measured as a monthly in Waves 75 and 76.

+ The Family Handyman is now a bimonthly and was measured as a monthly in Waves 75 and 76.

% FamilyFun is now a bimonthly and was measured as a monthly in Wave 75.

+ Game & Fish/Sportsman is a net estimate comprised of two separately measured, but related, titles whose circulations are reported as a single publication. Beginning with the Spring 2010 report, GfK MRI will release the net estimate in order to represent the magazine's total audience.

** Motorcyclist is now a bimonthly and was measured as a monthly in Waves 75 and 76.

< Playboy is now a bimonthly and was measured as a monthly in Waves 75 and 76.

++ Seventeen is now a quarterly and was measured as a monthly in Waves 75 and 76.

* Teen Vogue is now a quarterly and was measured as a monthly in Waves 75 and 76.

\$ This Old House is now a bimonthly and was measured as a monthly in Waves 75 and 76.

- tronc Newspapers Daily and tronc Newspapers Sunday were formerly known as Tribune Newspapers Daily and Tribune Newspapers Sunday.

= Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

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xi 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.	24351	245907	-	12281	118605	-	12070	127302	-
In Touch	573	5899	445	93	935	301	480	4964	459
Inc.	135	1018	297	86	631	210	49	386	171
Kiplinger's Personal Finance	212	1600	304	144	964	253	68	636	287
Latina	249	2655	502	51	526	190	198	2129	491
Life & Style Weekly	391	3842	509	86	818	329	305	3024	331
Los Angeles Times (Sunday)	191	1684	339	89	749	218	102	935	299
Marie Claire	340	3008	562	23	127	75	317	2881	517
Martha Stewart Living	829	8028	919	109	870	367	720	7158	786
Maxim	449	4331	441	374	3469	472	75	862	210
Men's Fitness	735	6953	1077	676	6304	962	59	650	251
Men's Health	1375	12994	748	1159	10583	709	216	2411	341
Men's Journal	292	2635	504	259	2279	479	33	356	167
Meredith Magazine Group (Gr)	10779	108160	3571	1864	16982	2143	8915	91178	2780
Metro-Puck Carrier Newspapers	4178	35826	1960	2018	16308	1499	2160	19518	1215
Midwest Living	283	2924	583	77	707	251	206	2218	492
Money	706	5824	722	458	3531	490	248	2293	431
Mother Earth News	244	2674	697	118	1304	414	126	1371	499
Motor Trend	729	6856	671	676	6339	599	53	517	252
Motorcyclist	146	1291	296	121	1045	288	25	246	112
Muscle & Fitness	601	6026	698	477	4833	611	124	1193	218
National Enquirer	639	6481	775	244	2425	470	395	4056	870
National Geographic	3136	30850	1516	1803	16942	1098	1333	13909	1003
National Geographic Kids	656	6672	835	186	1708	332	470	4964	654
National Geographic Traveler	1050	11121	1241	538	5464	674	512	5657	836
National Wildlife	618	6625	671	352	3712	622	266	2913	454
New York Magazine	359	2699	473	164	1171	183	195	1528	443
New York Times (Daily)	347	2334	401	187	1251	277	160	1082	297
New York Times (Sunday)	580	3960	679	291	1891	497	289	2068	335
The New Yorker	678	4866	546	313	2172	367	269	3849	584
O, The Oprah Magazine	1081	9374	796	134	1113	338	947	8261	678
OK!	432	4475	583	65	710	324	367	3764	570
Outdoor Life	519	5778	1074	418	4634	710	101	1145	471
Outdoor Sportsman Trophy Group (Gr)	2200	25393	1975	1921	21479	1837	279	3914	733
Outside	246	2441	678	175	1720	402	71	721	370
Parade Carrier Newspapers =	5083	48476	1610	2422	22267	1372	2661	26208	1309
Parents	1150	11780	813	178	1472	340	972	10308	930
People	4091	40493	1620	1255	11827	801	2836	28666	1216
People en Espanol	568	6662	1049	192	2362	646	376	4299	735
Playboy	315	3320	707	254	2488	481	61	832	298
Popular Mechanics	742	7434	642	663	6555	731	79	878	181
Popular Science	847	8612	1149	689	6849	964	158	1762	424
Prevention	705	6559	702	135	983	333	570	5576	724
Psychology Today	416	3664	482	152	1322	459	264	2342	462
Rachael Ray Every Day	540	5265	803	70	598	260	470	4667	704
Reader's Digest	1893	18984	1192	765	7184	774	1128	11800	890
Real Simple	795	7080	838	97	692	240	698	6389	808
Redbook	623	6387	755	31	265	153	492	5122	681
Reminisce	248	2807	424	82	944	297	166	1863	420
Road & Track	324	2998	817	296	2703	810	28	295	149
Rodale Magazine Network (Gr)	3583	34361	2274	1650	14741	1229	1933	19621	1604
Rodale Sports Group (Gr)	399	3632	829	253	2241	646	146	1391	235
Rolling Stone	1127	11909	683	660	6465	658	467	5444	440
Runner's World	246	2280	437	138	1266	360	108	1014	216
Salt Water Sportsman	183	1969	431	157	1658	355	26	311	202
The Saturday Evening Post	189	1750	454	91	786	147	98	964	417
Scientific American	348	2711	421	243	1865	278	105	846	267
Ser Padres	178	1946	489	41	377	205	137	1569	487
Seventeen ++	496	6670	775	48	606	256	448	6064	818
Shape	597	5509	918	49	428	198	548	5081	856
Ski	145	1191	277	90	716	250	55	475	138
Smithsonian	850	7292	473	474	3901	313	376	3391	536
Soap Opera Digest	250	2888	431	31	379	243	219	2508	357
Southern Living	1587	16756	1700	384	3600	479	1203	13156	1386
Southwest: The Magazine	618	5517	821	332	2657	448	286	2860	466
Sports Illustrated	1696	16881	984	1330	12957	810	366	3924	701
Star	606	6198	805	136	1417	388	470	4781	648
Street Rodder	208	2388	599	187	2112	581	21	277	249
Sunday Mag/Net Carrier Newsp.	1157	7745	917	568	3571	405	589	4175	620
Sunset	481	4460	744	170	1543	531	311	2917	433
Taste of Home	1119	12291	1144	178	1769	409	941	10522	987
Teen Vogue ^%	214	2713	565	21	201	181	193	2513	674
Tennis	162	1427	445	88	772	393	74	655	216
Texas Monthly	295	2330	946	155	1185	553	140	1145	424
This Old House \$	598	5866	801	315	3039	766	283	2827	527
Time	1920	17622	1315	1043	9137	822	877	8485	961
Town & Country	337	3123	667	101	952	287	236	2171	641
Traditional Home	485	4743	525	83	850	340	402	3893	697
Travel + Leisure	756	6493	711	324	2396	466	432	4097	623
tronic Newspapers Daily ^	451	3074	374	243	1607	363	208	1468	183
tronic Newspapers Sunday ^	769	5396	539	373	2362	402	396	3033	562
Trusted Media Brands, Inc. Grp. (Gr)	3534	36357	1678	1334	12446	1318	2200	23910	1530
TV Guide	1027	10350	919	430	4189	516	597	6162	827
United Hemispheres	394	3029	665	219	1630	371	175	1399	414
Us Weekly	1136	10809	724	297	2768	488	839	8041	571
USA Today	298	3257	605	183	2066	477	115	1190	245
USA Today Exp. Weekday Carrier =	515	5049	1364	270	2331	621	245	2717	930
USA Today Exp. Weekend Carrier =	754	7450	1518	358	3241	706	396	4209	968
USA Today Exp. Weekday (Gannett) =	353	3861	1313	176	1714	546	177	2146	920
USA Today Exp. Weekend (Gannett) =	560	6064	1560	260	2596	592	300	3467	1070
Vanidades	367	4729	723	85	1172	251	282	3557	593
Vanity Fair	824	7636	919	190	1682	585	634	5955	860
Veranda	179	1510	444	31	210	148	148	1900	422
VFW Magazine	282	2877	559	201	1949	263	81	928	378
Vogue	1163	11475	1088	168	1519	537	995	9956	764
Wall Street Journal	367	2633	646	259	1766	407	108	866	313
Washington Post (Sunday)	246	1474	319	128	701	206	118	773	217
WebMD Magazine	916	9290	1111	319	2804	515	597	6486	924
Weight Watchers	695	7153	968	145	1373	315	550	5780	988
Wine Spectator	364	2996	698	196	1462	464	168	1534	476
Wired	326	2984	528	229	2041	279	97	943	395
Woman's Day	1549	15745	721	71	620	227	1478	15124	705
Woman's World	585	6114	893	29	247	106	556	5866	846
Women's Health	1104	11176	1045	103	933	392	1001	10243	1041
Yankee	217	1984	450	91	796	265	126	1188	323
Yoga Journal	230	1747	424	51	309	167	179	1438	36

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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.	47.1	46.2	47.9	67,254	71,336	63,188	41,366	48,002	34,991
AARP The Magazine	63.5	64.1	63.0	63,021	69,913	58,476	44,218	53,978	38,758
Allrecipes Magazine ~	48.3	38.7	49.9	67,444	60,729	68,861	40,601	41,808	39,705
Allure	39.7	34.3	39.9	80,260	47,804	82,279	38,036	42,825	37,576
American Hunter	53.9	54.0	52.5	71,796	74,742	60,445	49,020	49,548	43,205
American Legion	65.9	67.0	58.7	58,768	59,105	56,462	46,601	54,921	27,591
American Rifleman	52.6	52.2	55.9	76,049	75,839	80,342	52,125	52,548	43,382
American Way	48.4	49.3	46.8	123,414	138,740	92,415	76,374	114,150	52,742
Architectural Digest	55.1	54.5	55.4	109,760	106,183	112,048	58,785	77,381	44,173
Arthritis Today	60.6	62.5	59.9	39,312	46,941	37,408	34,576	45,848	31,487
The Atlantic	53.1	49.5	55.5	97,328	103,700	91,466	54,634	73,353	44,877
Automobile	49.4	48.4	52.5	60,630	61,538	43,296	40,541	41,156	39,899
Autoweek	50.8	50.5	51.3	63,400	63,024	69,897	38,382	38,087	39,349
Bassmaster	48.7	47.3	53.4	56,613	56,647	65,344	38,377	39,359	36,253
Better Homes & Gardens	52.1	50.2	52.5	67,233	73,392	65,389	39,356	51,422	37,038
Bicycling	49.8	48.6	52.6	88,104	84,058	96,459	55,500	64,006	49,736
Birds & Blooms	63.1	65.0	62.2	54,017	65,431	48,564	37,095	54,879	31,244
Black Enterprise <+	49.1	50.4	48.0	43,497	46,677	41,374	32,614	34,715	28,620
Bloomberg Businessweek	52.9	53.5	51.9	112,589	118,932	104,356	70,816	88,539	60,442
Boating	52.7	52.7	52.9	71,677	70,995	74,717	46,364	47,919	42,361
Bon Appetit	53.0	48.7	53.9	92,547	97,004	90,140	47,787	58,952	45,204
Bonnier Magazine Network (Gr)	50.7	50.8	50.4	70,780	72,290	62,197	48,604	51,318	37,601
Bonnier Marine and Aviation (Gr)	52.1	51.4	53.9	76,847	78,676	69,707	51,781	53,370	43,229
Bonnier Men's Group (Gr)	50.4	50.9	48.9	70,289	72,858	56,220	46,911	50,961	35,504
Bonnier Motorcycle Group (Gr)	50.1	49.7	50.8	66,707	62,223	88,490	51,772	50,502	57,348
Bonnier Outdoor Group (Gr)	51.4	51.4	51.0	62,717	68,283	38,787	45,675	49,858	34,373
Bridal Guide	34.7	34.5	34.7	64,552	79,027	62,402	33,099	39,221	31,648
Brides	36.5	43.9	35.7	63,862	98,160	61,139	35,187	46,407	33,047
Car and Driver	47.0	47.0	47.8	82,125	80,580	91,657	47,331	49,137	38,224
Car Craft	48.4	49.1	38.8	54,612	56,247	19,600	37,726	38,501	27,774
Catholic Digest	58.2	57.1	58.9	60,892	74,153	44,216	44,437	58,019	37,706
Chicago Tribune (Sunday)	57.1	55.8	57.9	79,270	80,551	78,397	42,717	55,608	33,733
Cigar Aficionado	47.0	47.5	43.3	119,546	123,185	87,518	62,304	66,375	43,712
Coastal Living	54.9	55.6	54.8	113,947	115,202	113,328	55,111	81,266	45,563
Conde Nast Package (Gr)	45.9	47.6	45.1	82,881	93,950	77,166	41,827	57,163	36,591
Conde Nast Traveler	56.7	54.5	57.6	104,621	109,177	102,225	61,285	71,709	47,134
Consumer Reports	60.6	60.0	61.1	90,193	99,270	80,064	56,181	66,489	43,571
Cooking Light	54.4	54.4	54.4	82,244	88,508	80,324	47,537	59,039	46,180
Cooking with Paula Deen	48.4	42.5	49.0	48,307	50,187	47,460	29,821	28,992	30,215
Cosmopolitan	39.0	37.9	39.4	70,015	80,043	68,584	35,048	41,968	34,097
The Costco Connection	49.9	50.5	48.4	99,747	106,287	95,852	55,181	66,261	46,560
Country	59.4	60.3	59.1	52,344	57,926	48,005	29,021	30,765	28,068
Country Living	56.2	55.0	56.4	63,204	68,427	61,091	39,429	53,117	37,019
Country Sampler	57.8	54.9	58.0	55,268	52,717	55,488	35,869	43,149	34,696
Cycle World	53.5	54.4	51.2	80,521	74,391	110,299	61,409	61,550	61,110
Delta Sky Magazine	45.9	45.5	46.2	122,481	124,665	119,726	70,211	90,780	56,476
Diabetes Forecast	58.2	56.8	58.8	40,856	50,072	37,145	33,820	40,810	27,828
Diabetes Self-Management	58.1	59.5	57.7	42,930	48,000	39,495	33,753	46,029	30,753
Discover	47.2	48.6	45.1	59,693	61,796	54,234	36,906	40,590	27,283
Ducks Unlimited	40.6	41.3	39.6	75,468	77,738	67,579	47,855	48,768	45,733
EatingWell	51.6	49.6	52.0	66,754	67,348	66,402	40,486	43,504	38,564
Ebony <+	47.6	49.6	46.2	46,811	51,046	44,513	33,632	34,450	33,007
The Economist	50.3	51.2	49.0	130,510	139,886	116,592	71,404	84,649	50,913
Elle	40.8	41.8	40.6	76,486	93,263	74,437	38,142	35,770	38,521
Elle Decor	52.2	53.8	52.1	93,915	113,206	92,169	54,539	65,128	52,899
Entertainment Weekly	46.6	44.6	47.8	68,609	78,991	62,854	38,796	47,657	36,123
Entrepreneur	44.8	44.5	45.3	81,574	87,285	72,173	44,085	49,888	36,288
ESPN The Magazine	38.1	38.5	37.0	69,927	74,359	59,575	40,528	44,489	28,621
Esquire	48.2	47.2	50.3	71,737	77,773	66,350	39,691	43,180	33,782
Essence	48.8	47.7	47.1	49,025	52,408	48,161	37,629	37,304	37,712
Family Circle	57.8	62.2	57.4	61,827	67,655	61,366	39,335	52,324	38,595
The Family Handyman \$+	55.3	55.7	54.4	71,842	70,675	75,942	53,568	54,636	46,114
FamilyFun %	42.7	45.3	42.3	59,053	47,680	60,522	32,775	34,380	32,657
Field & Stream	50.3	50.5	49.4	62,891	66,350	47,954	45,994	48,840	36,539
First For Women	54.2	46.3	54.6	60,968	32,252	63,189	36,435	30,887	36,788
Food & Wine	49.8	48.3	50.6	93,570	97,774	91,665	49,125	53,729	44,575
Food Network Magazine	45.0	40.5	46.4	66,786	69,261	65,922	38,155	43,988	36,348
Forbes	47.7	44.1	44.8	91,419	93,174	85,226	51,547	55,261	44,342
Fortune	50.1	49.3	51.5	104,990	107,039	101,475	59,023	60,030	51,548
4 Wheel & Off-Road	41.8	40.0	48.1	84,109	83,266	85,808	48,237	48,815	45,590
Four Wheeler Group (Gr)	41.6	41.4	42.3	78,229	75,329	83,612	46,894	47,756	41,143
Game & Fish/Sportsman +	48.5	49.5	42.8	49,024	50,980	34,184	35,247	37,826	17,378
Game Informer	29.4	27.9	34.5	62,192	66,429	54,694	29,248	30,785	24,804
Glamour	43.3	38.3	43.7	70,170	70,668	70,140	35,955	49,754	35,731
Golf Digest	57.0	56.5	59.4	99,092	100,036	92,914	66,201	68,595	60,035
Golf Magazine	56.5	57.2	52.9	92,742	95,799	71,167	62,067	65,084	43,887
Good Housekeeping	57.7	61.1	57.3	65,158	59,652	66,141	39,025	43,097	38,251
GO (Gentlemen's Quarterly)	41.3	41.4	40.8	78,795	82,078	72,344	43,187	45,358	39,017
Guideposts	61.6	59.0	62.2	54,923	54,501	55,060	40,412	44,175	38,990
Guns & Ammo	43.2	43.5	41.7	68,500	68,448	68,760	42,965	46,300	28,398
Harper's Bazaar	48.4	47.7	48.7	84,002	58,491	85,196	41,938	52,930	40,002
Health	50.4	50.6	50.3	57,207	62,297	54,269	39,659	44,892	34,960
Hearst Design Group (Gr)	57.3	58.9	57.0	85,441	88,715	84,981	50,141	75,108	46,670
Hearst Magazine Group (Gr)	50.7	48.8	51.3	69,011	73,316	67,523	39,612	47,764	37,232
Hearst Men's Group (Gr)	49.1	49.0	49.5	76,023	76,256	74,948	47,384	49,816	36,721
HGTV Magazine	46.6	42.5	47.6	76,465	82,920	74,257	40,312	50,626	36,925
Hot Rod	47.9	47.8	49.5	57,009	55,974	68,957	39,888	40,810	38,230
House Beautiful	59.7	62.8	59.3	74,321	79,110	73,526	43,398	71,379	41,952
Hunting	51.0	51.6	45.4	56,100	59,127	38,258	43,282	47,332	23,166
In-Fisherman	49.1	49.6	43.2	64,620	67,906	37,717	42,820	43,528	24,202
In Style	43.7	39.9	44.2	84,674	64,714	86,640	40,879	42,504	40,490
Los Angeles Times (Sunday)	49.2	51.8	47.3	88,973	88,394	89,774	37,138	49,217	30,630
Marie Claire	43.1	46.2	42.7	79,246	69,153	80,107	39,368	46,505	38,602

~ Allrecipes Magazine was measured as Allrecipes in Wave 75.

<+ Black Enterprise is now a bimonthly and was measured as a monthly in Waves 75 and 76.

<+ Ebony is now a bimonthly and was measured as a monthly in Waves 75 and 76.

\$+ The Family Handyman is now a bimonthly and was measured as a monthly in Waves 75 and 76.

% FamilyFun is now a bimonthly and was measured as a monthly in Wave 75.

+ Game & Fish/Sportsman is a net estimate comprised of two separately measured, but related, titles whose circulations are reported as a single publication. Beginning with the Spring 2010 report, GfK MRI will release the net estimate in order to represent the magazine's total audience.

^^ Motorcyclist is now a bimonthly and was measured as a monthly in Waves 75 and 76.

< Playboy is now a bimonthly and was measured as a monthly in Waves 75 and 76.

++ Seventeen is now a quarterly and was measured as a monthly in Waves 75 and 76.

* Teen Vogue is now a quarterly and was measured as a monthly in Waves 75 and 76.

\$ This Old House is now a bimonthly and was measured as a monthly in Waves 75 and 76.

^ tronc Newspapers Daily and tronc Newspapers Sunday were formerly known as Tribune Newspapers Daily and Tribune Newspapers Sunday.

= Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

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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.	47.1	46.2	47.9	67,254	71,336	63,188	41,366	48,002	34,991
In Touch	36.9	36.2	37.1	72,313	89,545	69,410	35,549	46,861	34,332
Inc.	46.5	46.2	48.9	108,346	120,765	78,008	56,514	79,837	40,283
Kiplinger's Personal Finance	60.5	64.5	57.7	106,249	120,020	69,005	68,443	85,218	48,072
Latina	44.3	47.1	43.3	43,780	45,440	43,410	23,977	34,941	22,770
Life & Style Weekly	39.1	45.5	37.7	56,700	83,718	52,551	31,503	42,144	29,637
Los Angeles Times (Sunday)	49.2	51.8	47.3	88,973	88,394	89,774	37,138	49,217	30,630
Marie Claire	43.1	46.2	42.7	79,246	69,153	80,107	39,368	46,505	38,602
Martha Stewart Living	53.7	52.3	53.9	74,345	59,510	76,162	42,301	39,416	43,119
Maxim	37.4	37.9	34.5	74,988	79,591	59,713	43,372	47,340	24,824
Men's Fitness	40.6	40.5	42.7	80,815	81,707	74,661	44,841	45,992	35,651
Men's Health	43.2	43.2	43.3	85,146	86,911	74,771	47,863	50,463	37,908
Men's Journal	47.0	46.5	51.4	80,103	84,882	63,754	54,575	57,664	41,488
Meredith Magazine Group (Gr)	50.4	48.9	50.7	67,728	70,680	67,094	39,082	45,812	37,736
Metro-Puck Carrier Newspapers	57.3	56.7	58.0	72,864	78,988	67,250	43,926	53,120	36,110
Midwest Living	59.6	54.8	60.6	78,144	81,362	77,083	48,018	57,040	44,069
Money	52.5	51.7	53.2	93,304	93,083	93,787	56,079	63,659	44,118
Mother Earth News	52.0	49.2	56.6	64,427	76,692	48,804	42,969	48,117	40,698
Motor Trend	48.2	48.6	41.1	82,402	83,291	65,410	48,288	49,455	35,433
Motorcyclist ^^	51.3	50.0	53.4	57,121	56,366	62,208	40,845	39,688	49,747
Muscle & Fitness	39.3	38.4	43.5	75,102	78,322	64,445	41,077	42,435	34,834
National Enquirer	52.6	48.6	54.9	60,457	70,459	54,438	36,538	39,242	33,865
National Geographic	47.6	47.2	48.1	73,177	75,216	70,576	39,346	45,561	32,692
National Geographic Kids	40.1	40.7	39.8	83,427	102,171	78,399	44,648	56,582	39,631
National Geographic Traveler	44.8	45.6	43.8	70,022	73,558	66,800	35,448	44,176	25,537
National Wildlife	45.1	44.7	45.5	54,247	52,983	56,191	30,487	33,727	25,275
New York Magazine	50.5	53.8	46.9	84,174	98,346	74,707	45,257	61,979	35,912
New York Times (Daily)	53.7	53.3	54.4	107,790	119,886	91,597	61,280	80,680	40,707
New York Times (Sunday)	55.2	56.8	53.3	111,612	128,187	92,303	59,776	85,273	30,742
The New Yorker	55.5	54.8	56.1	103,138	106,623	100,352	60,442	77,673	44,306
O, The Oprah Magazine	52.7	51.8	52.8	70,360	77,062	69,713	45,158	47,748	44,749
OK!	39.47.8	39.1	37.1	71,399	103,739	68,756	36,027	71,951	34,136
Outdoor Life	53.2	53.1	53.7	62,364	71,852	35,378	45,080	50,993	23,622
Outdoor Sportsman Trophy Group (Gr)	47.2	47.9	42.7	60,660	62,276	52,491	41,005	43,599	25,009
Outside	46.7	48.0	40.8	77,725	98,813	23,785	49,823	59,614	18,850
Parade Carrier Newspapers =	58.2	58.0	58.5	70,831	79,014	62,773	44,270	53,582	35,511
Parents	38.0	40.1	37.7	59,335	59,078	59,366	35,102	40,801	33,940
People	48.9	49.3	48.8	71,059	72,348	70,527	39,597	48,849	37,134
People en Espanol	42.6	44.2	42.0	41,964	46,335	39,849	27,502	32,336	22,644
Playboy <	45.5	46.9	35.2	48,246	47,624	53,293	30,752	34,841	23,479
Popular Mechanics	50.7	51.2	47.0	70,031	70,356	67,465	49,008	51,003	28,037
Popular Science	49.0	49.8	46.9	84,949	82,863	90,948	49,798	53,363	36,891
Prevention	58.4	61.6	58.0	68,459	58,334	70,671	46,032	56,903	44,529
Psychology Today	46.8	48.5	45.5	75,803	80,798	71,416	46,013	51,540	42,019
Rachael Ray Every Day	51.4	41.8	52.2	67,427	75,129	65,939	36,783	33,481	37,202
Reader's Digest	57.9	57.5	58.2	62,733	71,086	58,458	43,678	55,327	37,343
Real Simple	52.3	48.6	52.8	101,026	122,920	98,562	52,934	83,941	50,477
Redbook	56.2	47.5	56.7	65,815	66,911	65,742	45,052	59,405	44,141
Reminisce	66.8	72.0	63.8	54,788	55,806	52,952	37,643	44,923	37,051
Road & Track	53.0	52.8	56.1	81,479	78,801	96,625	52,902	52,901	55,737
Rodale Magazine Network (Gr)	57.6	45.1	50.1	75,627	86,361	68,028	43,898	51,583	38,820
Rodale Sports Group (Gr)	46.4	46.4	46.4	103,338	104,766	99,799	55,380	69,407	44,678
Rolling Stone	38.2	38.1	38.4	68,395	70,844	64,937	36,396	37,904	33,743
Runner's World	44.2	44.3	44.2	109,880	114,127	101,069	55,211	72,327	41,401
Salt Water Sportsman	49.5	49.1	52.2	58,017	59,782	48,424	47,282	47,979	43,485
The Saturday Evening Post	65.1	62.2	67.8	55,402	63,339	46,123	35,403	49,346	33,685
Scientific American	55.2	56.8	50.0	93,668	94,524	90,779	59,004	66,312	40,780
Ser Padres	41.5	42.3	41.3	40,461	47,812	38,202	25,670	29,316	23,891
Seventeen ++	27.8	31.7	27.4	52,323	43,849	52,855	21,765	24,850	21,221
Shape	44.8	46.6	44.4	95,747	117,396	94,318	48,448	74,541	46,100
Ski	46.2	44.2	50.7	67,957	75,777	63,080	36,948	51,731	29,391
Smithsonian	58.8	59.3	58.1	80,775	82,684	79,220	47,449	59,468	33,501
Soap Opera Digest	54.6	52.6	54.8	35,506	38,957	34,426	28,407	25,962	29,933
Southern Living	54.8	54.5	54.8	71,663	77,780	69,741	43,105	56,337	40,424
Southwest: The Magazine	46.9	45.3	48.7	112,471	122,321	101,298	60,917	74,899	51,558
Sports Illustrated	45.0	44.7	45.8	76,456	74,838	82,719	45,139	45,835	42,264
Star	45.2	44.6	45.4	59,937	78,362	57,110	31,648	41,457	29,350
Street Rodder	47.3	47.6	43.9	59,905	58,277	80,084	40,234	43,029	16,926
Sunday Mag/Net Carrier Newsp.	55.5	54.6	56.2	90,401	97,591	84,152	49,229	58,459	37,129
Sunset	58.0	59.0	57.7	96,350	112,861	88,063	48,812	65,912	39,925
Taste of Home	55.0	54.8	55.0	68,687	85,734	66,065	38,030	50,881	36,050
Teen Vogue ^%	25.9	31.1	25.7	56,107	61,595	55,799	25,647	28,642	24,933
Tennis	54.8	56.0	53.2	89,426	86,339	92,767	42,934	44,614	40,319
Texas Monthly	53.9	50.4	57.4	90,028	98,613	80,150	49,593	64,181	43,086
This Old House \$	56.2	55.8	56.8	75,940	78,569	73,034	49,304	54,686	43,418
Time	51.2	51.5	51.0	78,641	80,932	75,931	43,777	50,292	38,987
Town & Country	54.5	51.7	55.9	68,279	70,054	66,552	48,449	54,741	42,807
Traditional Home	54.9	53.1	55.2	87,144	99,364	85,401	40,093	57,390	35,647
Travel + Leisure	53.9	54.1	53.8	110,667	116,487	106,543	62,379	79,728	52,924
tronic Newspapers Daily ^	58.1	55.1	60.9	78,443	83,141	73,674	42,246	44,057	37,295
tronic Newspapers Sunday ^	54.3	55.8	52.9	75,473	79,419	72,382	39,867	51,697	29,484
Trusted Media Brands,Inc. Grp. (Gr)	56.5	56.6	56.4	66,479	73,007	63,106	42,848	54,510	37,098
TV Guide	52.3	50.0	53.6	47,459	52,137	44,214	31,113	35,615	28,169
United Hemispheres	48.3	47.0	50.2	131,660	147,081	108,557	79,962	103,925	54,630
Us Weekly	40.8	41.5	40.6	73,881	79,155	72,757	38,506	49,194	36,007
USA Today	40.5	50.6	40.3	78,851	86,157	69,780	50,344	61,764	35,542
USA Today Exp. Weekday Carrier =	61.9	62.0	61.7	63,960	68,970	59,216	45,028	51,609	39,072
USA Today Exp. Weekend Carrier =	57.1	54.9	57.7	62,914	68,701	58,158	43,494	48,367	37,224
USA Today Exp. Weekday (Gannett) =	62.1	61.9	62.2	66,352	68,231	65,176	46,873	50,150	44,221
USA Today Exp. Weekend (Gannett) =	57.3	55.8	57.7	65,283	71,056	61,949	44,381	48,829	38,945
Vanidades	43.9	47.1	43.1	37,601	42,010	35,499	23,765	27,685	21,472
Vanity Fair	47.0	49.0	46.1	88,263	97,866	85,771	40,392	61,629	37,305
Veranda	56.0	56.4	55.9	115,866	110,294	116,540	59,156	93,104	56,611
VFW Magazine	65.6	66.9	62.6	63,173	61,711	66,348	49,205	67,496	32,435
Vogue	39.8	43.2	39.0	69,280	70,341	69,192	32,049	43,846	31,134
Wall Street Journal	56.4	56.1	57.2	133,409	153,717	101,422	81,686	91,939	57,536
Washington Post (Sunday)	55.2	56.4	54.1	124,528	140,185	108,724	61,403	83,623	44,234
WebMD Magazine	50.4	53.4	48.7	68,182	81,073	63,451	43,444	56,614	38,818
Weight Watchers	51.6	48.5	52.4	69,511	66,962	70,573	38,273	40,282	37,257
Wine Spectator	52.4	52.7	52.1	102,068	124,177	85,921	63,032	82,035	41,984
Wired	38.7	38.3	39.6	91,676	97,636	70,761	49,134	52,327	43,322
Woman's Day	57.4	61.0	57.2	60,072	39,747	61,043	37,655	22,364	38,066
Woman's World	55.9	60.8	55.6	56,693	56,655	56,696	35,804	67,005	34,887
Women's Health	46.6	45.7	47.7	61,799	65,273	61,771	35,727	34,141	35,886
Yankee	58.3	60.8	56.3	71,938	82,361	61,368	34,793	46,225	29,490
Yoga Journal	46.2	45.0	46.3	69,034	62,249	69,980	37,512	44,554	35.8

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	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)
BASE :												
AARP The Magazine	3553	31663	1503	12282	2050	19381	3473	30864	1488	12077	1985	18787
Allrecipes Magazine ~	319	3297	50	478	269	2819	185	1980	35	324	150	1656
Allure	177	1914	15	132	162	1782	141	1603	11	66	130	1538
American Hunter	216	2719	185	2222	31	496	122	1663	100	1267	22	396
American Legion	266	2734	198	2001	68	733	261	2638	184	1923	67	715
American Rifleman	377	3938	329	3313	48	625	305	3477	261	2835	44	642
American Way	14	108	5	27	9	81	-	-	-	-	-	-
Architctural Digest	235	1893	91	640	144	1253	170	1452	65	515	105	937
Arthritis Today	170	1447	37	236	133	1211	132	1174	38	243	94	931
The Atlantic	142	1050	69	490	73	561	116	823	57	423	59	401
Automobile	125	1100	95	781	30	319	80	783	62	565	18	218
Autoweek	86	857	62	564	24	292	56	537	40	326	16	211
Bassmaster	115	1452	89	1059	26	392	56	935	43	694	13	241
Better Homes & Gardens	1638	16697	367	3474	1271	13132	1230	13098	318	3082	912	10016
Bicycling	73	648	52	430	21	218	55	497	37	324	18	173
Birds & Blooms	278	2942	88	796	190	2145	166	1990	56	540	110	1450
Black Enterprise <+	108	1015	42	456	66	558	96	854	39	386	57	469
Bloomberg Businessweek	111	957	80	625	31	332	118	1018	88	678	30	340
Boating	87	749	66	573	21	177	31	225	25	170	6	56
Bon Appetit	386	3347	126	974	260	2373	307	2813	103	853	204	1961
Bonnier Magazine Network (Gr)	1094	11870	860	9056	234	2814	620	6484	477	4844	143	1640
Bonnier Marine and Aviation (Gr)	245	2351	194	1845	51	506	103	769	79	604	24	165
Bonnier Men's Group (Gr)	700	8014	554	6061	146	1954	438	5075	336	3743	102	1331
Bonnier Motorcycle Group (Gr)	149	1505	112	1150	37	355	79	641	62	497	17	144
Bonnier Outdoor Group (Gr)	437	5287	359	4105	78	1182	255	3235	198	2398	57	837
Bridal Guide	116	1386	14	163	102	1223	34	191	6	31	28	160
Brides	172	1832	20	125	152	1706	59	469	6	50	53	419
Car and Driver	298	2693	243	2084	55	609	196	2014	156	1531	40	484
Car Craft	62	679	53	529	9	150	27	271	22	222	5	48
Catholic Digest	139	1159	50	370	89	789	40	221	18	80	22	141
Chicago Tribune (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
Cigar Aficionado	95	841	73	629	22	212	45	452	36	327	9	124
Coastal Living	229	2012	71	568	158	1444	129	1215	42	380	87	835
Conde Nast Package (Gr)	3251	29625	1156	8963	2095	20662	2501	22925	950	7738	1551	15186
Conde Nast Traveler	154	1345	65	505	89	840	142	1231	59	416	83	815
Consumer Reports	1021	8717	567	4434	454	4283	954	8159	532	4193	422	3965
Cooking Light	564	5010	119	924	445	4085	329	3097	79	712	250	2386
Cooking with Paula Deen	110	1229	15	113	95	1115	48	439	7	52	41	387
Cosmopolitan	517	5778	67	706	450	5072	382	4509	67	680	315	3829
The Costco Connection	2408	22014	1159	9531	1249	12482	1673	17061	802	7397	871	9665
Country	153	1839	44	451	109	1388	97	1090	28	287	69	803
Country Living	505	5292	115	999	390	4293	239	2520	54	542	185	1978
Country Sampler	81	935	10	98	71	837	45	438	5	34	40	404
Cycle World	61	574	46	426	15	148	36	293	29	218	7	75
Delta Sky Magazine	18	256	12	161	6	94	-	-	-	-	-	-
Diabetes Forecast	182	1727	49	451	133	1276	107	945	33	254	74	690
Diabetes Self-Management	205	1898	66	546	139	1352	85	804	28	227	57	578
Discover	180	1801	100	1028	80	773	80	701	43	444	37	257
Ducks Unlimited	134	1572	106	1264	28	308	86	1058	65	840	21	218
EatingWell	229	1948	54	381	175	1567	185	1521	47	312	138	1209
Ebony <+	319	2796	106	962	213	1835	295	2476	102	816	193	1659
The Economist	167	1211	101	717	66	494	162	1138	103	692	59	446
Elle	130	1354	12	76	118	1278	111	1144	9	35	102	1109
Elle Decor	91	854	12	134	79	720	85	765	10	127	75	638
Entertainment Weekly	285	2766	122	1235	163	1531	285	2876	126	1247	159	1628
Entrepreneur	106	800	64	481	42	318	125	948	79	595	46	353
ESPN The Magazine	530	5618	403	4046	127	1571	309	3937	234	2762	75	1175
Esquire	126	1137	79	636	47	501	117	1005	71	533	46	472
Essence	323	2702	80	699	243	2002	245	1905	64	460	181	1445
Family Circle	664	6683	56	640	608	6043	554	5624	54	601	500	5023
The Family Handyman \$+	322	3102	234	1986	88	1116	223	2383	164	1542	59	841
FamilyFun %	145	1507	20	156	125	1351	148	1481	23	144	125	1337
Field & Stream	267	3409	220	2579	47	830	150	1999	119	1452	31	548
First For Women	171	1638	3	12	168	1625	116	1157	1	9	115	1148
Food & Wine	409	3574	152	1147	257	2427	201	1812	66	585	135	1226
Food Network Magazine	535	5051	143	1151	392	3900	297	2969	80	733	217	2236
Forbes	243	1902	166	1334	77	568	205	1707	135	1252	70	455
Fortune	150	1097	99	705	51	391	161	1211	105	774	56	437
4 Wheel & Off-Road	95	1216	76	864	19	352	29	210	21	153	8	57
Four Wheeler Group (Gr)	166	2117	135	1569	31	548	48	348	37	256	11	92
Game & Fish/Sportsman +	166	2137	134	1647	32	490	63	712	51	557	12	155
Game Informer	661	8531	454	5774	207	2758	612	7920	423	5420	189	2500
Glamour	335	3446	22	211	313	3235	293	2901	22	173	271	2728
Golf Digest	280	2447	234	1915	46	532	268	2335	227	1844	41	491
Golf Magazine	244	2031	191	1604	53	427	228	1968	178	1542	50	426
Good Housekeeping	928	9123	108	1008	820	8115	661	6654	102	930	559	5725
GQ (Gentlemen's Quarterly)	227	1893	175	1373	52	520	168	1538	127	1172	41	366
Guideposts	336	3505	78	625	258	2880	248	2502	63	480	185	2021
Guns & Ammo	383	4695	324	3726	59	969	68	646	53	490	15	156
Harper's Bazaar	106	804	18	87	88	717	90	632	16	74	74	559
Health	258	2536	73	654	185	1882	233	1996	68	524	165	1472
Hearst Design Group (Gr)	450	4126	60	483	390	3643	306	2713	50	433	256	2280
Hearst Magazine Group (Gr)	6254	61619	1471	12991	4783	48628	4305	43706	1052	9676	3253	34029
Hearst Men's Group (Gr)	834	7912	674	6142	160	1770	594	5891	456	4356	138	1535
HGTV Magazine	452	4404	107	993	345	3411	247	2382	59	624	188	1759
Hot Rod	169	1741	138	1354	31	386	85	877	70	656	15	221
House Beautiful	259	2400	34	232	225	2167	139	1214	24	168	115	1045
Hunting	150	1854	129	1549	21	305	44	342	36	265	8	76
In-Fisherman	109	1129	99	1049	10	80	34	272	31	259	3	12
In Style	273	2491	21	138	252	2352	260	2363	22	158	238	2205
In Touch	158	1513	25	230	133	1284	79	504	12	76	67	427
Inc.	61	426	34	236	27	190	62	376	37	227	25	149
Kiplinger's Personal Finance	123	899	85	586	38	313	130	945	90	598	40	347
Latina	83	863	21	198	62	666	62	634	13	96	49	538
Life & Style Weekly	89	853	19	150	70	703	36	259	7	46	29	213
Los Angeles Times (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
Marie Claire	107	1027	6	42	101	985	99	870	9	72	90	799

~ Allrecipes Magazine was measured as Allrecipes in Wave 75.

<+ Black Enterprise is now a bimonthly and was measured as a monthly in Waves 75 and 76.

<- Ebony is now a bimonthly and was measured as a monthly in Waves 75 and 76.

\$+ The Family Handyman is now a bimonthly and was measured as a monthly in Waves 75 and 76.

% FamilyFun is now a bimonthly and was measured as a monthly in Wave 75.

+ Game & Fish/Sportsman is a net estimate comprised of two separately measured, but related, titles whose circulations are reported as a single publication.

Beginning with the Spring 2010 report, GfK MRI will release the net estimate in order to represent the magazine's total audience.

** Motorcyclist is now a bimonthly and was measured as a monthly in Waves 75 and 76.

< Playboy is now a quarterly and was measured as a monthly in Waves 75 and 76.

++ Seventeen is now a quarterly and was measured as a monthly in Waves 75 and 76.

% Teen Vogue is now a quarterly and was measured as a monthly in Waves 75 and 76.

\$ This Old House is now a bimonthly and was measured as a monthly in Waves 75 and 76.

\$ Tronc Newspapers Daily and Tronc Newspapers Sunday were formerly known as Tribune Newspapers Daily and Tribune Newspapers Sunday.

= Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

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GfK MRI Spring 2017 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)
BASE :												
In Touch Inc.	158	1513	25	230	133	1284	79	504	12	76	67	427
Kiplinger's Personal Finance	61	426	34	236	27	190	62	376	37	227	25	149
Latina	123	899	85	586	38	313	130	945	90	598	40	347
Life & Style Weekly	83	863	21	198	62	666	62	634	13	96	49	538
Los Angeles Times (Sunday)	89	853	19	150	70	703	36	259	7	46	29	213
Marie Claire	-	-	-	-	-	-	-	-	-	-	-	-
Martha Stewart Living	107	1027	6	42	101	985	99	870	9	72	-	-
Maxim	359	3534	48	311	311	3223	292	2940	42	265	250	2675
Men's Fitness	136	1402	108	1062	28	340	124	1196	97	878	27	318
Men's Health	213	2151	188	1850	25	301	99	971	87	829	12	142
Men's Journal	463	4482	354	3124	109	1358	293	3191	229	2218	64	973
Meredith Magazine Group (Gr)	95	825	78	645	17	180	88	808	74	654	14	154
Metro-Puck Carrier Newspapers	4682	46940	802	7202	3880	39738	3660	37377	697	6181	2963	31195
Midwest Living	139	1424	31	251	108	1173	125	1244	26	223	99	1021
Money	292	2547	179	1381	113	1165	271	2210	170	1215	101	994
Mother Earth News	126	1259	60	674	66	585	83	876	37	409	46	467
Motor Trend	219	2056	189	1771	30	286	143	1464	122	1198	21	266
Motorcyclist ^^	59	523	45	431	14	92	31	246	23	193	8	53
Muscle & Fitness	190	1997	140	1468	50	530	55	463	38	326	17	137
National Enquirer	115	1158	33	294	82	863	80	655	28	238	52	417
National Geographic	1269	12272	680	6085	589	6187	584	5661	297	2760	287	2901
National Geographic Kids	391	3865	122	1021	269	2844	159	1746	56	532	103	1213
National Geographic Traveler	296	3176	141	1341	155	1835	113	1126	48	433	65	693
National Wildlife	184	1864	80	811	104	1053	97	879	40	389	57	491
New York Magazine	140	1059	60	433	80	626	97	709	40	337	57	372
New York Times (Daily)	190	1089	93	538	97	551	163	1171	81	640	82	531
New York Times (Sunday)	412	2772	209	1322	203	1451	334	2195	176	1109	158	1086
The New Yorker	352	2397	156	957	196	1439	249	1798	108	759	141	1039
O, The Oprah Magazine	519	4395	55	426	464	3969	390	3444	58	445	332	2998
OK!	97	1049	8	53	89	996	62	549	5	58	57	491
Outdoor Life	170	1878	139	1563	31	352	105	1236	79	946	26	289
Outdoor Sportsman Trophy Group (Gr)	808	9815	686	7971	122	1843	209	1971	171	1572	38	399
Outside	82	823	62	634	20	189	82	805	63	607	19	198
Parade Carrier Newspapers =	4691	44509	2206	20275	2485	24234	-	-	-	-	-	-
Parents	425	4548	78	625	347	3924	294	3391	69	483	225	2908
People	1147	10818	315	2904	832	7914	652	6641	180	1989	472	4652
People en Espanol	176	1970	51	705	125	1265	94	1009	26	338	68	671
Playboy	176	1875	140	1396	36	480	119	1235	94	923	25	312
Popular Mechanics	273	2778	221	2279	42	499	191	1933	154	1520	37	413
Popular Science	263	2728	195	1956	68	772	183	1839	138	1345	45	494
Prevention	287	2727	50	331	237	2396	222	2177	46	315	176	1862
Psychology Today	113	1009	35	325	78	684	65	497	20	179	45	318
Rachael Ray Every Day	273	2581	29	189	244	2392	245	2264	30	182	215	2082
Reader's Digest	934	9226	369	3366	565	5859	547	6005	210	2154	337	3851
Real Simple	436	3757	63	442	373	3315	352	3063	65	449	287	2614
Redbook	220	2266	16	85	204	2181	196	1999	17	112	179	1887
Reminisce	164	1807	61	711	103	1096	133	1462	55	612	78	850
Road & Track	137	1304	121	113	16	161	90	938	75	773	15	166
Rodale Magazine Network (Gr)	1285	12412	563	4817	722	7595	896	9097	402	3660	494	5438
Rodale Sports Group (Gr)	207	1838	118	989	89	850	181	1646	98	878	83	768
Rolling Stone	422	4239	221	2027	201	2211	236	2778	131	1295	105	1483
Runner's World	134	1190	66	558	68	632	126	1149	61	554	65	595
Salt Water Sportsman	69	574	57	467	12	107	28	170	22	147	6	22
The Saturday Evening Post	73	657	35	264	38	393	58	597	25	282	33	316
Scientific American	135	1075	84	674	51	400	86	707	51	430	35	277
Ser Padres	48	482	14	106	34	376	28	264	9	58	19	205
Seventeen ++	195	2928	20	241	175	2687	160	2566	15	120	145	2446
Shape	257	2451	25	248	232	2204	235	2164	19	213	216	1951
Ski	67	491	45	323	22	169	51	347	34	226	17	121
Smithsonian	472	3899	249	1960	223	1939	377	3152	203	1649	174	1503
Soap Opera Digest	65	697	4	48	61	649	26	145	3	12	23	133
Southern Living	802	8740	194	1773	608	6968	429	5076	116	1180	313	3897
Southwest: The Magazine	23	197	15	90	8	107	-	-	-	-	-	-
Sports Illustrated	687	6541	507	4628	180	1913	587	5600	432	4028	155	1572
Star	137	1308	30	296	107	1013	101	1069	25	297	76	771
Street Rodder	69	707	62	590	7	116	29	216	27	176	2	40
Sunday Mag/Net Carrier Newsp.	-	-	-	-	-	-	-	-	-	-	-	-
Sunset	254	2344	86	792	168	1552	227	2032	80	760	147	1272
Taste of Home	574	6356	94	894	480	5462	351	4093	78	796	273	3297
Teen Vogue ^%	93	1164	10	72	83	1092	85	1096	8	58	77	1038
Tennis	85	713	35	255	50	457	81	667	34	222	47	444
Texas Monthly	111	938	57	469	54	468	86	591	39	256	47	335
This Old House \$	312	3092	160	1526	152	1566	162	1885	78	944	84	941
Time	709	6196	378	3054	331	3142	647	5697	342	2853	305	2844
Town & Country	108	995	30	203	78	793	80	772	24	232	56	540
Traditional Home	186	1877	30	344	156	1534	139	1406	25	294	114	1113
Travel + Leisure	270	2143	111	787	159	1356	208	1811	91	627	117	1184
tronic Newspapers Daily ^	-	-	-	-	-	-	-	-	-	-	-	-
tronic Newspapers Sunday ^	-	-	-	-	-	-	-	-	-	-	-	-
Trusted Media Brands,Inc. Grp. (Gr)	1830	18684	697	6246	1133	12438	1121	12481	452	4492	669	7989
TV Guide	598	5551	254	2309	344	3242	341	3301	130	1342	211	1959
United Hemispheres	9	42	4	15	5	26	-	-	-	-	-	-
Us Weekly	329	2924	73	587	256	2337	333	3034	87	767	246	2267
USA Today	97	1027	56	637	41	390	116	1266	70	825	46	440
USA Today Exp. Weekday Carrier =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekend Carrier =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekday (Gannett) =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekend (Gannett) =	-	-	-	-	-	-	-	-	-	-	-	-
Vanidades	135	1661	30	500	105	1161	62	682	11	217	51	464
Vanity Fair	300	2566	79	687	221	1880	240	2072	70	621	170	1451
Veranda	100	872	14	116	86	756	82	734	16	137	66	597
VFW Magazine	209	2159	153	1499	56	660	201	2097	145	1462	56	635
Vogue	339	3570	52	440	287	3129	180	1839	32	285	148	1553
Wall Street Journal	204	1577	144	1044	60	534	239	1695	169	1120	70	575
Washington Post (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
WebMD Magazine	142	1536	39	338	103	1197	80	735	29	268	51	467
Weight Watchers	291	2808	58	452	233	2356	178	1759	48	349	130	1410
Wine Spectator	152	1344	81	713	71	632	83	753	46	381	37	371
Wired	158	1383	102	891	56	492	156	1299	103	885	53	414
Woman's Day	648	6163	40	349	608	5814	453	4640	36	290	417	4350
Woman's World	252	2541	16	109	236	2431	133	1171	11	70	122	1101
Women's Health	328	3365	41	374	287	2991	200	2084	29	249	171	1835
Yankee	97	914	40	395	57	520	62	672	24	296	38	376
Yoga Journal	99	699	20	107	79	592	64	428	14	68	50	360

Audiences (000) By Wave

	ADULTS		MEN		WOMEN	
	WAVE 75	WAVE 76	WAVE 75	WAVE 76	WAVE 75	WAVE 76
TOTAL	122831	123076	59223	59382	63608	63694
AARP The Magazine	19569	18968	8031	7157	11538	11812
Allrecipes Magazine ~	2916	2934	485	484	2432	2450
Allure	2730	2619	198	111	2532	2508
American Hunter	2267	2693	1958	2183	308	511
American Legion	1739	1651	1282	1141	457	510
American Rifleman	3017	3127	2629	2664	388	463
American Way	1694	1683	796	945	898	737
Architectural Digest	2214	2391	915	963	1300	1428
Arthritis Today	2292	1890	480	389	1812	1501
The Atlantic	838	1101	309	652	530	448
Automobile	1860	1693	1514	1366	346	327
Autoweek	1345	1207	1013	980	332	228
Bassmaster	2145	2062	1764	1740	381	323
Better Homes & Gardens	17685	19556	3800	3522	13885	16034
Bicycling	792	560	613	362	179	199
Birds & Blooms	2946	2467	529	658	2417	1809
Black Enterprise <+	1401	1400	633	829	768	571
Bloomberg Businessweek	859	976	578	586	281	390
Boating	1108	988	906	823	202	165
Bon Appetit	3575	3311	907	788	2668	2523
Bonnier Magazine Network (Gr)	17163	17086	13756	13920	3407	3166
Bonnier Marine and Aviation (Gr)	3170	3076	2406	2670	763	406
Bonnier Men's Group (Gr)	11787	12091	9507	9785	2280	2305
Bonnier Motorcycle Group (Gr)	2207	1919	1843	1465	364	455
Bonnier Outdoor Group (Gr)	7511	7755	6037	6406	1474	1349
Bridal Guide	1768	1884	143	208	1626	1676
Brides	2425	2559	229	204	2197	2355
Car and Driver	4900	4358	4304	3930	596	428
Car Craft	967	1119	892	928	75	192
Catholic Digest	1063	788	363	255	700	534
Chicago Tribune (Sunday)	742	872	368	372	375	500
Cigar Aficionado	876	862	679	733	198	129
Coastal Living	2453	2468	530	730	1923	1739
Conde Nast Package (Gr)	38138	38408	11223	10988	26915	27420
Conde Nast Traveler	1815	1658	707	650	1108	1008
Consumer Reports	7453	6549	4016	3574	3437	2975
Cooking Light	4863	4509	931	729	3932	3780
Cooking with Paula Deen	1774	1617	127	191	1647	1426
Cosmopolitan	7968	7942	1308	946	6660	6996
The Costco Connection	12209	13117	5481	5670	6728	7447
Country	2276	1992	625	656	1651	1335
Country Living	6181	5788	1161	1392	5021	4396
Country Sampler	953	1170	101	172	852	998
Cycle World	898	625	749	490	149	135
Delta Sky Magazine	3086	2765	1416	1590	1670	1175
Diabetes Forecast	3048	3111	1125	928	1923	2183
Diabetes Self-Management	3600	3508	1073	1158	2527	2350
Discover	3047	3202	1929	1776	1118	1426
Ducks Unlimited	1631	1940	1290	1521	341	418
EatingWell	2961	3318	739	824	2222	2494
Ebony <=	3880	3577	1398	1210	2482	2367
The Economist	1077	1135	757	619	320	516
Elle	2246	2132	232	135	2014	1997
Elle Decor	935	1201	59	191	876	1010
Entertainment Weekly	4931	4319	2094	1653	2837	2665
Entrepreneur	1381	1367	968	842	413	524
ESPN The Magazine	7204	7310	5515	5472	1689	1838
Esquire	1779	1505	1098	857	681	648
Essence	3261	3365	839	894	2422	2471
Family Circle	7792	6667	544	693	7248	5973
The Family Handyman \$+	2327	2755	1538	1956	789	800
FamilyFun %	1593	2543	223	366	1370	2177
Field & Stream	4831	4656	3913	3896	918	760
First For Women	2036	2127	41	76	1995	2052
Food & Wine	4184	3612	1444	1266	2740	2346
Food Network Magazine	6234	5410	1652	1210	4583	4200
Forbes	3102	3115	2152	2134	949	981
Fortune	1738	1777	1111	1139	627	639
4 Wheel & Off-Road	1287	1555	1069	1272	218	283
Four Wheeler Group (Gr)	2320	2896	1900	2354	421	542
Game & Fish/Sportsman +	3142	2994	2568	2397	574	597
Game Informer	5246	5146	3733	3553	1513	1594
Glamour	4735	5218	301	300	4434	4918
Golf Digest	2565	2171	2037	1829	528	342
Golf Magazine	2217	2210	1806	1771	410	439
Good Housekeeping	9575	9977	1111	961	8465	9016
GQ (Gentlemen's Quarterly)	3106	2782	2202	2098	904	684
Guideposts	2337	2607	632	401	1705	2206
Guns & Ammo	5494	5438	4785	4523	710	915
Harper's Bazaar	1197	1366	149	147	1048	1219
Health	4481	4692	1361	1726	3121	2966
Hearst Design Group (Gr)	4676	4884	442	620	4234	4264
Hearst Magazine Group (Gr)	75620	75181	19244	17548	56377	57633
Hearst Men's Group (Gr)	11988	10985	10263	9183	1725	1801
HGTV Magazine	4404	4540	1235	960	3169	3580
Hot Rod	2644	2662	2196	2285	448	377
House Beautiful	2988	2928	314	289	2674	2639
Hunting	1974	2363	1695	1947	279	416
In-Fisherman	1958	2029	1703	1862	255	168
In Style	4022	4182	320	442	3703	3740
In Touch	3387	2512	510	426	2878	2086
Inc.	533	484	326	305	207	179
Kiplinger's Personal Finance	796	804	448	516	347	288
Latina	1152	1504	202	324	950	1179
Life & Style Weekly	2098	1744	434	383	1664	1361
Los Angeles Times (Sunday)	1007	607	464	285	542	392
Marie Claire	1550	1458	60	68	1491	1390

- Allrecipes Magazine was measured as Allrecipes in Wave 75.
<= Black Enterprise is now a bimonthly and was measured as a monthly in Waves 75 and 76.
<= Ebony is now a bimonthly and was measured as a monthly in Waves 75 and 76.
\$+ The Family Handyman is now a bimonthly and was measured as a monthly in Waves 75 and 76.
% FamilyFun is now a bimonthly and was measured as a monthly in Wave 75.
+ Game & Fish/Sportsman is a net estimate comprised of two separately measured, but related, titles whose circulations are reported as a single publication.
Beginning with the Spring 2010 report, GfK MRI will release the net estimate in order to represent the magazine's total audience.
^^ Motorcyclist is now a bimonthly and was measured as a monthly in Waves 75 and 76.
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^ tronc Newspapers Daily and tronc Newspapers Sunday were formerly known as Tribune Newspapers Daily and Tribune Newspapers Sunday.
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Audiences (000) By Wave

	ADULTS		MEN		WOMEN	
	WAVE 75	WAVE 76	WAVE 75	WAVE 76	WAVE 75	WAVE 76
TOTAL	122831	123076	59223	59382	63608	63694
Martha Stewart Living	3987	4041	340	529	3646	3512
Maxim	2443	1888	1854	1615	589	273
Men's Fitness	3557	3396	3087	3217	470	179
Men's Health	6467	6527	5259	5324	1208	1203
Men's Journal	1243	1392	1058	1221	185	171
Meredith Magazine Group (Gr)	53089	55071	8171	8811	44919	46259
Metro-Puck Carrier Newspapers	17750	18077	8296	8012	9454	10064
Midwest Living	1622	1302	360	347	1263	955
Money	2915	2909	1691	1840	1224	1069
Mother Earth News	1451	1224	664	640	787	584
Motor Trend	3621	3235	3404	2935	217	300
Motorcyclist ^^	649	642	530	514	119	127
Muscle & Fitness	2865	3162	2371	2462	493	700
National Enquirer	3764	2717	1471	954	2293	1762
National Geographic	14985	15866	8085	8857	6900	7009
National Geographic Kids	3373	3298	887	821	2486	2478
National Geographic Traveler	5332	5789	2472	2992	2860	2797
National Wildlife	3583	3042	1905	1808	1679	1234
New York Magazine	1304	1395	516	655	788	740
New York Times (Daily)	1170	1163	638	614	533	549
New York Times (Sunday)	1706	2253	931	961	776	1292
The New Yorker	2374	2491	1209	964	1166	1528
O, The Oprah Magazine	4391	4983	642	571	3850	4411
OK!	2389	2086	402	309	1987	1777
Outdoor Life	2679	3099	2124	2510	555	589
Outdoor Sportsman Trophy Group (Gr)	12568	12825	10750	10729	1818	2096
Outside	1174	1267	803	916	370	351
Parade Carrier Newspapers =	23764	24712	11197	11070	12567	13642
Parents	6089	5692	639	833	5450	4858
People	20700	19793	6432	5394	14268	14399
People en Espanol	3432	3229	1391	971	2041	2258
Playboy <	1695	1625	1393	1095	801	630
Popular Mechanics	3649	3785	3357	3199	292	586
Popular Science	4276	4336	3470	3380	806	956
Prevention	3099	3460	450	533	2649	2927
Psychology Today	1785	1879	593	729	1192	1150
Rachael Ray Every Day	2415	2851	233	366	2182	2485
Reader's Digest	9941	9043	3983	3200	5958	5842
Real Simple	3718	3363	353	338	3364	3025
Redbook	2655	2732	130	135	2525	2597
Reminisce	1386	1421	485	459	901	962
Road & Track	1661	1338	1505	1198	155	140
Rodale Magazine Network (Gr)	16956	17406	7329	7411	9626	9994
Rodale Sports Group (Gr)	1944	1688	1206	1036	738	653
Rolling Stone	5906	6004	3223	3243	2683	2761
Runner's World	1152	1128	592	674	560	454
Salt Water Sportsman	1081	889	857	801	223	88
The Saturday Evening Post	897	853	342	445	555	408
Scientific American	1363	1348	950	915	413	433
Ser Padres	975	970	240	137	736	833
Seventeen ++	3163	3508	341	265	2822	3242
Shape	2747	2763	246	182	2500	2581
Ski	825	366	460	256	365	110
Smithsonian	3475	3817	1839	2062	1637	1755
Soap Opera Digest	1725	1162	129	251	1597	911
Southern Living	8387	8369	1845	1755	6542	6615
Southwest: The Magazine	2435	3082	1156	1500	1279	1581
Sports Illustrated	8636	8245	6603	6353	2032	1891
Star	3505	2692	844	573	2662	2120
Street Rodder	1121	1268	997	1114	123	153
Sunday Mag/Net Carrier Newsp.	3750	3995	1852	1719	1899	2276
Sunset	2303	2158	644	900	1659	1258
Taste of Home	6512	5779	855	914	5656	4865
Teen Vogue ^%	1242	1471	75	126	1167	1345
Tennis	701	726	384	388	317	338
Texas Monthly	1190	1140	526	660	664	481
This Old House \$	2920	2946	1467	1571	1452	1375
Time	8903	8719	4486	4651	4416	4069
Town & Country	1451	1672	335	617	1116	1055
Traditional Home	2308	2434	322	527	1986	1907
Travel + Leisure	3157	3336	1085	1312	2073	2024
tronic Newspapers Daily ^	1637	1437	892	715	745	722
tronic Newspapers Sunday ^	2742	2654	1252	1111	1490	1543
Trusted Media Brands.Inc. Grp. (Gr)	18780	17577	6377	6070	12403	11507
TV Guide	5079	5271	1989	2199	3090	3072
United Hemispheres	1628	1401	781	850	848	551
Us Weekly	5668	5141	1417	1351	4251	3791
USA Today	1719	1538	1123	943	596	594
USA Today Exp. Weekday Carrier =	2594	2455	1108	1224	1487	1231
USA Today Exp. Weekend Carrier =	3618	3832	1599	1643	2019	2190
USA Today Exp. Weekday (Gannett) =	2064	1796	807	908	1258	888
USA Today Exp. Weekend (Gannett) =	3007	3057	1287	1309	1719	1748
Vanidades	2302	2428	746	426	1556	2001
Vanity Fair	3887	3749	799	883	3088	2866
Veranda	754	756	70	141	684	615
VFW Magazine	1444	1433	982	967	461	466
Vogue	5605	5871	669	850	4935	5021
Wall Street Journal	1152	1481	788	978	364	503
Washington Post (Sunday)	748	726	403	297	344	428
WebMD Magazine	4534	4756	1373	1431	3161	3325
Weight Watchers	3358	3795	746	626	2611	3169
Wine Spectator	1423	1573	640	821	782	752
Wired	1452	1532	919	1122	532	411
Woman's Day	7941	7804	284	336	7657	7468
Woman's World	3312	2802	125	122	3187	2679
Women's Health	5446	5730	415	519	5032	5211
Yankee	1026	958	396	400	630	558
Yoga Journal	881	867	127	182	753	685

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GfK MRI Spring 2017 Technical Guide

	ADULTS		MEN		WOMEN		FEMALE PRINCIPAL SHOPPERS		PROFESSIONAL MANAGERIAL	
	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
Total U.S.	24351	245907	12281	118605	12070	127302	10525	102838	6956	59456
Men	12281	118605	12281	118605	-	-	-	-	3620	29065
Women	12070	127302	-	-	12070	127302	10525	102838	3336	30391
Male Principal Shoppers	5878	51239	5878	51239	-	-	-	-	1613	12103
Female Principal Shoppers	10525	102838	-	-	10525	102838	10525	102838	2922	25265
Working Women	6978	69977	-	-	6978	69977	6078	56539	3336	30391
Parent	7764	74414	3657	32798	4107	41616	3753	36412	2983	24986
Graduated College	8848	74377	4470	35220	4378	39158	3890	33307	4917	40486
Attended College	8117	70115	3990	32312	4127	37802	3548	29276	1601	12857
Graduated High School	5204	71936	2708	36137	2496	35799	2182	29084	370	5375
Did Not Graduate High School	2182	29479	1113	14936	1069	14543	905	11170	68	738
Age 18-24	1915	30250	1056	15245	859	15005	499	6652	279	3665
25-34	4033	43784	2072	21775	1961	22009	1705	17840	1369	13273
35-44	4285	40355	2210	19803	2075	20552	1887	18100	1750	14639
45-54	4473	43107	2231	21047	2242	22060	2033	19492	1759	14252
55-64	4254	41177	2173	19761	2081	21416	1840	17981	1298	10408
65 or Over	5391	47233	2539	20974	2852	26260	2561	22773	501	3220
18-34	5948	74034	3128	37020	2820	37014	2204	24492	1648	16937
18-49	12474	135220	6452	67011	6022	68209	5119	51990	4304	38637
25-54	12791	127247	6513	62625	6278	64622	5625	55432	4878	42163
Working Full Time	12810	122134	7582	69922	5228	52212	4598	43292	6021	51536
Part-time	2804	27779	1054	10014	1750	17765	1480	13247	935	7920
Not Employed	8737	95994	3645	38669	5092	57325	4447	46299	-	-
Professional	3725	34500	1684	14949	2041	19551	1792	16181	3725	34500
Mgmt./Bus./Finan. Ops.	3231	24956	1936	14116	1295	10840	1130	9084	3231	24956
Sales/Office Occs.	2953	32690	1147	12637	1806	20052	1560	16121	-	-
Nat. Res./Constr./Maint.	1402	13942	1348	13257	64	685	49	577	-	-
Other Employed	4303	43825	2521	24976	1782	18849	1547	14577	-	-
H/D Income \$100,000 or More	7126	77212	4137	39634	2989	37578	2491	29528	3858	35547
\$75,000 - 99,999	3083	32930	1638	16645	1445	16285	1240	12873	1104	9767
\$60,000 - 74,999	2504	24808	1324	12379	1180	12429	1016	9603	710	5601
\$50,000 - 59,999	1902	18259	977	9093	925	9166	804	7267	424	3107
\$40,000 - 49,999	2490	19532	1242	9413	1248	10118	1092	8176	399	2179
\$30,000 - 39,999	2320	21468	1077	10132	1243	11337	1103	9351	211	1426
\$20,000 - 29,999	2189	21138	886	9058	1303	12080	1182	10167	141	864
Under \$20,000	2737	30559	1000	12251	1737	18308	1597	15872	109	966
Census Region: North East	5411	44254	2691	21143	2720	23112	2411	18784	1780	12504
Midwest	4967	52328	2551	25346	2416	26982	2142	22408	1316	12097
South	8877	92801	4386	44456	4491	48346	3916	39646	2347	20402
West	5096	56523	2653	27660	2443	28863	2056	21999	1513	14454
County Size A	13224	103536	6685	49803	6539	53733	5649	41799	4315	28645
B	6022	72606	3028	34912	2994	37695	2633	31331	1644	18158
C	2561	35910	1280	17375	1281	18534	1143	15738	567	6929
D	2544	33854	1288	16515	1256	17340	1100	13969	430	5725
Metropolitan CBSA	21948	210936	11065	101548	10883	109388	9487	88304	6561	53569
Micropopulation CBSA/Unassigned	2403	34971	1216	17057	1187	17914	1038	14534	395	5887
Never Married	6023	70084	3202	37405	2821	32679	2241	21075	1508	13613
Now Married	12219	129646	6876	64690	5343	64956	4625	55391	4209	39101
All Others	6109	46177	2203	16510	3906	29667	3659	26372	1239	6742
Household Size: 1 Person	5411	35656	2329	15853	3082	19803	3082	19803	1237	6454
2 Persons	7871	76196	4235	38060	3636	38136	3056	31304	2095	17521
3 or 4 Persons	7972	91260	4091	43908	3881	47352	3234	36475	2744	25957
5 or More Persons	3097	42795	1626	20784	1471	22011	1153	15256	880	9524
Children By Age: Any	9104	95342	4393	43609	4711	51733	4074	41094	3169	27113
Under 2 Years	1493	17273	747	7615	746	9658	622	7356	467	4489
2-5 Years	3234	34144	1619	15754	1615	18389	1417	15227	1082	9199
6-11 Years	4481	46363	2197	21404	2284	24959	1994	20134	1565	13413
12-17 Years	4397	45986	2052	21364	2345	24622	2014	19162	1525	13093
White (inc. mult. class.)	17644	185148	8969	89572	8675	95576	7626	78682	5261	48096
Black (inc. mult. class.)	3317	31610	1523	14565	1794	17045	1582	13484	789	5968
Other (inc. mult. class.)	4082	34658	2153	17082	1929	17576	1590	12662	1080	6344
Spanish Speaking	3490	40406	1764	20313	1726	20093	1452	15203	713	6637
IEI \$50,000 or More	6955	60343	4550	38148	2405	22195	2126	18899	4690	38617
\$40,000 - 49,999	1830	16993	999	9106	831	7888	746	6717	806	7121
\$30,000 - 39,999	2068	21071	1060	10638	1008	10433	897	8686	550	5149
\$25,000 - 29,999	977	10126	461	4808	516	5317	452	4309	198	1771
\$20,000 - 24,999	1061	10925	508	5296	553	5628	491	4688	202	1816
\$10,000 - 19,999	1550	16966	610	6811	940	10155	789	7684	269	2626
Under \$10,000	1173	13489	448	5128	725	8361	577	5558	241	2357
Wage Earner Status: Sole	6025	40767	3206	23264	2819	17502	2686	16021	2648	16029
Primary	4994	52469	3367	33320	1627	19149	1334	14877	2396	22046
Secondary	4595	56677	2063	23352	2532	33326	2058	25642	1912	21381
Number of Children: 1	3513	37619	1651	16933	1862	20686	1579	15956	1173	10034
2	3439	34269	1712	16063	1727	18206	1518	14991	1333	10962
3 or More	2152	23454	1030	10614	1122	12841	977	10147	663	6118
Home Owned	16292	161759	8471	78623	7821	83136	6738	66580	5174	44584
Value of Home \$500,000+	2873	21873	1524	10319	1349	11554	1148	9151	1282	8431
\$200,000 - \$499,999	7338	68032	3866	32998	3472	35034	2978	28087	2679	23356
\$100,000 - \$199,999	4066	45258	2078	22388	1988	22870	1742	18916	1009	10581
Under \$100,000	2015	26596	1003	12919	1012	13677	870	10426	204	2216

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	ADULTS		MEN		WOMEN		FEMALE PRINCIPAL SHOPPERS		PROFESSIONAL MANAGERIAL	
	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
Total U.S.	24351	245907	12281	118605	12070	127302	10525	102838	6956	59456
Life Cycle										
Respondent 18-34:										
One-Person Household	702	4689	415	2980	287	1708	287	1708	283	1676
Now Married, No Children	496	5306	275	2525	221	2780	179	2132	244	2390
Now Married, Youngest Under 6	1214	13832	626	6415	588	7417	536	6638	424	4326
Now Married, Youngest 6-17	239	2963	94	1007	145	1955	129	1682	56	672
Balance	3297	47245	1718	24092	1579	23153	1073	12330	641	7873
Respondent 35-49:										
One-Person Household	728	4674	398	2730	330	1944	330	1944	289	1577
Now Married, No Children	693	8285	377	4150	316	4135	263	3313	256	2847
Now Married, Youngest Under 6	1333	12153	799	6556	534	5598	477	5038	666	5520
Now Married, Youngest 6-11	1248	11751	662	5624	586	6128	539	5572	578	4879
Now Married, Youngest 12-17	745	8616	364	3853	381	4763	339	4174	307	3149
Balance	1779	15706	724	7079	1055	8627	967	7458	560	3727
Respondent 50 or Older:										
One-Person Household	3789	24946	1427	9556	2362	15390	2362	15390	614	2920
Now Married, No Children	5178	55349	2980	28056	2198	27292	1846	22746	1231	11350
Now Married, With Children	1068	11365	696	6489	372	4876	315	4085	443	3949
Balance	1842	19027	726	7492	1116	11535	883	8627	364	2601

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SAMPLE ALLOCATION - TOP TEN MARKETS
UNWEIGHTED VS. WEIGHTED
PERCENTAGES

	UNWEIGHTED PERCENTAGE	WEIGHTED PERCENTAGE
	TOTAL	TOTAL
	-----	IN ('000'S) -----
Total	24351	245907
Market		

New York	10.12	6.87
Los Angeles	6.01	5.85
Chicago	6.14	3.06
Philadelphia	5.01	2.56
San Francisco	3.82	2.37
Boston	3.34	2.11
Houston	3.65	2.09
Washington D.C.	3.73	2.17
Atlanta	4.10	2.09
Dallas/Ft. Worth	3.92	2.32

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DATA ADJUSTMENT PROCEDURES

Ski Adjustment

Publication	Spring 2017 Total Projected Readers Before Ascription	Spring 2017 Total Projected Readers After Ascription	Spring 2017 Increased Total Projected Readers as a Result of Ascription
<i>Ski</i>	1,068,000	1,590,000	48%

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 2017		
		Answers Estimated by Interviewers	Total Answers	Estimated Answers as a % of Total Answers
77	Respondent individual income	1,371	15,613	8.78%
85	Household income	3,621	24,349	14.87%
87	Market value of owned home	1,261	16,153	7.80%

GfK MRI Spring 2017 Technical Guide

Statistical Efficiency of Key Demographics

Variable	Male Effective Sample Size	Female Effective Sample Size
18-24	591	485
25-34	1112	1029
35-44	1214	1050
45-49	566	546
50-54	608	570
55-64	1150	1076
65+	1348	1486
Didn't Graduate High School	659	626
Graduated High School	1604	1398
Attended College	2046	2026
Graduated College	2372	2177
<\$20K	587	957
\$20-50K	1665	1837
\$50-75K	1169	1006
\$75-100K	878	731
\$100K or more	2156	1613
Hispanic, Only English	235	199
Hispanic, Mostly English	271	263
Hispanic, Both/Other	22	18
Hispanic, Mostly Spanish	224	214
Hispanic, Only Spanish	207	208

GfK MRI Spring 2017 Technical Guide

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 the instances (per Wave) when these responses exceeded this 5% threshold.

WAVE 75

No questions exceeded 5% ascription.

WAVE 76

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 2017 syndicated release, the issues measured in **AdMeasure** between November of 2016 and April of 2017 were used to tabulate the target scores used in the modeling of Wave 76 respondents and the issues measured in **AdMeasure** between May and October of 2016 were used to tabulate the target scores used in the modeling of Wave 75 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.

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Product Booklet Ascription

A more detailed description of the product booklet ascription procedure utilized by GfK MRI 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 2017 below.

	<i>Total Number</i>	<i>Percent of Total</i>
In-Tab Booklets	24,351	100%
Returned Booklets	13,932	57.2%
Ascribed Booklets	10,419	42.8%

GfK MRI
Spring 2017 Technical Guide
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.

			Total	Average	Average	Not			
		Number	Recovered	Recovered	Recovered	Recovered			
INTENT TO PURCHASE		of Items	Answered	Answered	Ascribed	Ascribed	Min	Max	Avg
	W75	58	7293	5262	2031	5116	55.0%	59.5%	57.6%
	W76	58	6639	4837	1802	5303	57.3%	61.6%	59.5%
			Total	Average	Average	Not			
		Number	Recovered	Recovered	Recovered	Recovered			
BUYING STYLES		of Items	Answered	Answered	Ascribed	Ascribed	Min	Max	Avg
	W75	61	7293	6241	1052	5116	45.7%	52.8%	49.7%
	W76	61	6639	5769	870	5303	48.4%	54.6%	51.7%

GfK MRI
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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
	W75	26	7293	6252	1041	5116	45.8%	51.5%	49.6%
	W76	26	6639	5780	859	5303	48.4%	53.3%	51.6%
CONSUMER CONFIDENCE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W75	4	7293	6208	1085	5116	49.7%	50.4%	50.0%
	W76	4	6639	5719	921	5303	52.0%	52.2%	52.1%
INTEREST IN ADVERTISING		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W75	48	7293	5366	1927	5116	55.0%	60.4%	58.4%
	W76	48	6639	4987	1652	5303	54.2%	60.3%	58.2%
AUTOMOTIVE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W75	29	7293	5895	1398	5116	52.9%	54.7%	54.3%
	W76	29	6639	5402	1237	5303	53.6%	55.1%	54.8%
FOOD		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W75	44	7293	6311	982	5116	48.5%	54.7%	51.1%
	W76	44	6639	5814	825	5303	49.2%	54.8%	51.4%
FINANCE		Number of Items	Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg
	W75	24	7293	5623	1670	5116	55.1%	56.9%	56.4%
	W76	24	6639	5207	1432	5303	55.3%	56.8%	56.4%

GfK MRI
Spring 2017 Technical Guide
Psychographic Ascription

		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Ave
			Answered	Answered	Ascribed	Ascribed			
VACATION/TRAVEL	W75	27	7293	5664	1629	5116	54.8%	56.7%	56.1%
	W76	27	6639	5212	1427	5303	55.2%	56.9%	56.4%
		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
TECHNOLOGY	W75	22	7293	5787	1506	5116	53.4%	55.7%	55.2%
	W76	22	6639	5338	1301	5303	53.9%	55.8%	55.3%
		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Ave
			Answered	Answered	Ascribed	Ascribed			
MEDIA	W75	10	7293	5736	1557	5116	51.3%	61.3%	55.6%
	W76	10	6639	5252	1387	5303	52.0%	61.9%	56.0%
		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
INTEREST IN SPORTS	W75	14	7293	3942	3351	5116	66.9%	71.4%	69.4%
	W76	14	6639	3677	2962	5303	67.0%	70.9%	69.2%
		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
FASHION & STYLE	W75	32	7293	6032	1261	5116	51.2%	53.9%	53.3%
	W76	32	6639	5560	1133	5303	51.7%	54.0%	53.4%

GfK MRI
Spring 2017 Technical Guide
Psychographic Ascription

			Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed			
CELLULAR-MOBILE 1		Number of Items					Min	Max	Avg
	W75	12	7293	5852	1132	5116	47.4%	55.5%	51.1%
	W76	12	6639	5334	1359	5303	52.1%	59.0%	55.3%
			Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed			
CELLULAR-MOBILE 2		Number of Items					Min	Max	Avg
	W75	22	7293	5848	1136	5116	47.8%	54.1%	51.2%
	W76	22	6639	5354	1340	5303	52.5%	58.0%	55.2%
			Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed			
YOUR ATTITUDES		Number of Items					Min	Max	Avg
	W75	63	7293	6213	1080	5116	49.8%	71.5%	51.8%
	W76	63	6639	5740	953	5303	50.2%	71.1%	51.9%
			Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed			
LIFE MATRIX - PERSONAL VALUES		Number of Items					Min	Max	Avg
	W75	42	7293	6513	780	5116	43.9%	46.5%	45.6%
	W76	42	6639	5972	721	5303	48.7%	50.5%	50.0%
			Total Recovered Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed			
LIFE MATRIX - ACTIVITIES		Number of Items					Min	Max	Avg
	W75	19	7293	5315	1978	5116	55.4%	62.4%	58.8%
	W76	19	6639	4923	1770	5303	54.7%	62.8%	58.8%

GfK MRI
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Psychographic Ascription

			Total	Average	Average	Not			
		Number	Recovered	Recovered	Recovered	Recovered			
INTERNET ONLINE		of Items	Answered	Answered	Ascribed	Ascribed	Min	Max	Avg
	W75	14	7293	5727	1566	5116	54.6%	56.1%	55.6%
	W76	14	6639	5261	1432	5303	55.2%	56.4%	55.9%
			Total	Average	Average	Not			
		Number	Recovered	Recovered	Recovered	Recovered			
SOCIAL NETWORKING		of Items	Answered	Answered	Ascribed	Ascribed	Min	Max	Avg
	W75	16	4096	3579	517	4589	52.8%	60.7%	58.8%
	W76	16	3786	3326	460	4730	56.4%	62.1%	60.9%
			Total	Average	Average	Not			
		Number	Recovered	Recovered	Recovered	Recovered			
ATTITUDES TOWARD ADVERTISING		of Items	Answered	Answered	Ascribed	Ascribed	Min	Max	Avg
	W75	6	7293	6028	1265	5116	52.5%	54.2%	53.3%
	W76	6	6639	5544	1149	5303	52.7%	54.6%	53.6%

GfK MRI Spring 2017 Technical Guide
Radio Quintile Modeling

Beginning in Wave 74, GfK MRI revised its questioning procedure for weekend radio listening. Prior to this interviewing wave, GfK MRI asked respondents about their radio listening for Saturday and Sunday, respectively. Each respondent was asked about time spent listening and the stations listened to in five dayparts. Beginning in Wave 74, we only asked about the stations listened to in the past weekend for these dayparts, rather than questioning behavior for Saturday and Sunday, respectively.

With this change, GfK MRI needed to model the time spent listening on weekends to provide a continuous estimate of weekday/weekend radio quintiles. The modeling was based on matching respondents in waves 75 and 76 with respondents from previous waves (waves 72 and 73) based on the number of stations mentioned on the weekend and weekday within key demographics. Once a closest match was found, the number of weekend half hours listened to by a respondent in the previous waves was imputed to the “matched respondent” in waves 75 and 76. This modeling yielded a total number of half-hour spent listening on an average weekday and past weekend, which allowed for the calculation of weekday/weekend quintiles.

Modeling Incompletely Measured Television Programs in GfK MRI's Survey of the American Consumer Doublebase 2017

Introduction

GfK MRI annually produces a Doublebase dataset comprised of the most recent four waves of Survey of the American Consumer [SAC] respondents. For 2017 this dataset is based on 48646 respondents from GfK MRI Interview Waves 73 through 76 and thus offers a very robust sample upon which to perform detailed analysis. The individual measures included in Doublebase 2017 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 75 and 76 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 2017 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).

GfK MRI Spring 2017 Technical Guide

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 our most recent completed 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.

Frequency	total screens		exclusive electronic screens		all other screens	
	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

GfK MRI Spring 2017 Technical Guide

Digital edition screen only ascription

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, Houston¹, Washington, D.C., Atlanta², and Dallas-Ft. Worth³) 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	<i>998</i>	Boston	<i>600</i>
Los Angeles	<i>998</i>	Detroit	<i>600</i>
Chicago	<i>998</i>	Washington, D.C.	<i>600</i>
Philadelphia	<i>600</i>	Atlanta	<i>600</i>

San Francisco	<i>600</i>	Dallas-Ft.Worth	<i>600</i>
Miami*	<i>600</i>	Phoenix	<i>600</i>
San Antonio	<i>600</i>		

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-representing 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. The Personal Interview

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 interviews 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 *INFLUENTIALSSM* 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 Based 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)
--	-----	-----	-----	-----	-----	-----	-----

<i>Frequency of Reading Answers</i>	<i>Total In tab</i>	<i>Read In tab</i>	<i>Pct. Read Within</i>	<i>Pct. Not Read Within</i>	<i>Pct. Non- Read 2 Issues</i>	<i>Pct. Read 1 or 2 of 2 issues</i>	<i>No. Read 1 or 2 of 2 issues</i>
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:

$$C_t = C_{t-1} + (B + t - 2) / (A + t - 1) \times (C_{t-1} - C_{t-2})$$

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:

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

where initially

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

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. Marketing Data Estimates

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 deliverable, 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:

$$\frac{A - B}{K}$$

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. Access to the GfK MRI Database

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.