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Fall 2018 Sample Completion

Interviews were made in a total of **3305** initial clusters.

The recovery sample is shown in the following tables:

SAMPLE DISPOSITION¹	TOTAL HOUSEHOLDS	MEN	WOMEN
Total Sample Households Initially Selected	65758	36259	29499
Less: Vacant	2907	1651	1256
Address Does Not Exist	683	412	271
Duplicate Address	382	226	156
Ineligible Other (businesses, churches group quarters, blind, media affiliate etc.)	2408	1389	1019
Total Eligible Households [A]	59378	32581	26797
Less: Not Contacted	10902	6292	4610
Refused	18043	10520	7523
Language Barriers			
Spanish Language Barriers	398	210	188
Other Language Barrier	694	370	324
Call Back/Appointments	338	187	151
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	6839	3942	2897
Completed Interviews (Initial Clusters Only) [B]	22164	11060	11104
Total Completed Interviews (Initial and Added Clusters)	23815	11863	11952

SAMPLE DISPOSITION	LOWER INCOME	MIDDLE INCOME	UPPER INCOME
Total Sample Households Initially Selected	15554	16081	34123
Less: Vacant	943	806	1158
Address Does Not Exist	269	155	259
Duplicate Address	116	102	164
Ineligible Other (businesses, churches group quarters, blind, etc.)	516	570	1322
Total Eligible Households [A]	13710	14448	31220
Less: Not Contacted	2332	2569	6001
Refused	3319	4341	10383
Language Barriers			
Spanish Language Barriers	179	87	132
Other Language Barriers	212	151	331
Call Back/Appointments	66	80	192
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	1447	1618	3774
Completed Interviews (Initial Clusters Only) [B]	6155	5602	10407
Total Completed Interviews (Initial and Added Clusters)	6595	5998	11222

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Fall 2018 Sample Completion

<u>WEIGHTED RESPONSE RATE²</u>	MEDIA INTERVIEWS (Original Clusters Only)	MEDIA INTERVIEWS (Replacement Clusters Only)	PRODUCT BOOKLET RESPONSE RATE ⁴
NEW YORK	33.32%	36.31%	17.40%
LOS ANGELES	31.65%	25.20%	16.14%
CHICAGO	38.41%	25.14%	19.33%
PHILADELPHIA	40.54%	30.39%	18.35%
SAN FRANCISCO	37.04%	31.25%	18.95%
BOSTON	28.78%	25.05%	15.61%
HOUSTON	33.14%	35.18%	15.74%
WASHINGTON D.C.	35.45%	19.86%	18.58%
ATLANTA	38.46%	42.84%	20.88%
DALLAS	38.96%	25.99%	19.89%
MIAMI	41.40%	36.76%	24.21%
PHOENIX ³	36.61%	34.94%	16.88%
SAN ANTONIO ³	37.87%	43.78%	21.82%
NON TOP 10	45.86%	38.86%	26.64%
TOTAL	42.41%	36.18%	23.72%

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.

³Phoenix and San Antonio were added to the top 10 markets in wave 79. The response rates here are calculated for one wave only.

⁴The calculation for the product booklet response rates are made on weighted counts using the probability of selection within market.

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Fall 2018 Product Book Activity Disposition

Wave 78

Total Placed	Total Received	Completed	Invalid/Unusable
11515	7077	6566	511

Wave 79

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

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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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DISTRIBUTION OF FINAL WEIGHTS

Weights in Thousands	Number of Respondents	%	Cumulative %
0-0.99	176	0.7	0.7
1.00-1.99	1345	5.6	6.4
2.00-2.99	1988	8.3	14.7
3.00-3.99	2238	9.4	24.1
4.00-4.99	2128	8.9	33.1
5.00-5.99	1895	8.0	41.0
6.00-6.99	1680	7.1	48.1
7.00-7.99	1440	6.0	54.1
8.00-8.99	1233	5.2	59.3
9.00-9.99	1053	4.4	63.7
10.00-14.99	3801	16.0	79.7
15.00-19.99	1918	8.1	87.7
20.00-24.99	1147	4.8	92.6
25.00-29.99	627	2.6	95.2
30.00+	1147	4.8	100.0
TOTAL	23816	100.0	

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

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FALL 2018 MAGAZINE GROUPS

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

BONNIER MAGAZINE NETWORK

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

BONNIER MARINE AND AVIATION GROUP

BOATING
FLYING
SALT WATER SPORTSMAN
YACHTING

THE BONNIER OUTDOOR GROUP

FIELD & STREAM
OUTDOOR LIFE

CONDÉ NAST PACKAGE

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

FOUR WHEELER GROUP

4 WHEEL & OFF-ROAD
FOUR WHEELER

HEARST DESIGN GROUP

ELLE DÉCOR
HOUSE BEAUTIFUL
VERANDA

HEARST MEN'S GROUP

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

HEARST MAGAZINE GROUP

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

THE OUTDOOR SPORTSMAN TROPHY GROUP

GAME & FISH
GUNS & AMMO
HUNTING
IN-FISHERMAN

TRUSTED MEDIA BRANDS, INC. GROUP

BIRDS AND BLOOMS
COUNTRY
THE FAMILY HANDYMAN
READER'S DIGEST
REMINISCE
TASTE OF HOME

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FREQUENCY OF PUBLICATION

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

<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
Architectural Digest	Monthly	Published 11 times a year.
The Atlantic	Monthly	Published 10 times a year.
Automobile	Monthly	Published 9 times a year.
Bassmaster	Bi-Monthly	Published 8 times a year.
Bicycling	Bi-Monthly	Published 9 times a year.
Bloomberg Businessweek	Weekly	Published 45 times a year.
Boating	Monthly	Published 10 times a year.
Bon Appetit	Monthly	Published 11 times a year.
Coastal Living	Monthly	Published 10 times a year.
Conde Nast Traveler	Monthly	Published 11 times a year.
Cooking with Paula Deen	Bi-Monthly	Published 7 times a year.
Country Living	Monthly	Published 10 times a year.
Discover	Monthly	Published 10 times a year.
EatingWell	Bi-Monthly	Published 10 times a year.
Ebony	Bi-Monthly	Published 8 times a year.
The Economist	Weekly	Published 50 times a year.
Elle Decor	Monthly	Published 10 times a year.
Entertainment Weekly	Weekly	Published 34 times a year.
Entrepreneur	Monthly	Published 10 times a year.
ESPN - The Magazine	Tri-Weekly	Published 16 times a year.
Esquire	Monthly	Published 10 times a year.
Essence	Monthly	Published 10 times a year.
The Family Handyman	Bi-Monthly	Published 8 times a year.
First for Women	Tri-weekly	Published 18 times a year.
Food Network Magazine	Monthly	Published 10 times a year.
Forbes	Monthly	Published 10 times a year.
Game & Fish	Monthly	Published 10 times a year.
Glamour	Monthly	Published 11 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.

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<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
HGTV Magazine	Monthly	Published 10 times a year.
House Beautiful	Monthly	Published 10 times a year.
Hunting	Bi-monthly	Published 8 times a year.
Inc.	Bi-Monthly	Published 8 times a year.
In-Fisherman	Bi-monthly	Published 7 times a year.
The Magnolia Journal	Bi-Monthly	Published 4 times a year.
Martha Stewart Living	Monthly	Published 10 times a year.
Marie Claire	Monthly	Published 11 times a year.
Men's Health	Monthly	Published 10 times a year.
Money	Monthly	Published 11 times a year.
Muscle & Fitness	Monthly	Published 11 times a year.
National Geographic Kids	Monthly	Published 10 times a year.
New York Magazine	Bi-weekly	Published 30 times a year.
The New Yorker	Weekly	Published 49 times a year.
Outdoor Life	Bi-Monthly	Published 4 times a year.
Outside	Bi-Monthly	Published 8 times a year.
People en Español	Monthly	Published 9 times a year.
Playboy	Bi-Monthly	Published 4 times a year.
Popular Mechanics	Monthly	Published 10 times a year.
Popular Science	Bi-Monthly	Published 7 times a year.
Rachael Ray Every Day	Monthly	Published 10 times a year.
Reader's Digest	Monthly	Published 10 times a year.
Road & Track	Monthly	Published 10 times a year.
Runner's World	Bi-Monthly	Published 9 times a year.
Salt Water Sportsman	Monthly	Published 10 times a year.
Seventeen	Bi-monthly	Published 5 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	Bi-Weekly	Published 27 times a year.
Sunset	Monthly	Published 11 times a year.

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<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
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.
TV Guide Magazine	Bi-weekly	Published 26 times a year.
VFW Magazine	Monthly	Published 10 times a year.
WebMD Magazine	Bi-monthly	Published 8 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 MAGAZINE

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

Parade Carrier Newspapers

The current carrier list was used to construct the estimates for the magazine specified above. In order to meet the tabulation schedule, September 7th was established as the deadline for GfK MRI to receive the list. Any changes that were brought to our attention after this date were not included.

FALL 2018 NEWSPAPER GROUPS

TRONC NEWSPAPERS DAILY/SUNDAY

Chicago Tribune
Baltimore Sun
Sun Sentinel
Orlando Sentinel
Hartford Courant
Allentown, The Morning Call
Newport News Daily Press
New York Daily News
The Virginian-Pilot

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Parade

The Anniston Star	AL
The Athens News Courier	AL
The Cullman Times	AL
The Dothan Eagle	AL
The Gadsden Times	AL
The Huntsville Times	AL
Press-Register	AL
The Daily Home	AL
The Tuscaloosa News	AL
Daily Siftings Herald	AR
Camden News	AR
Log Cabin Democrat	AR
Sunday News	AR
AR Democrat - Fayetteville	AR
Southwest Times Record	AR
Hope Star	AR
AR Democrat - Little Rock	AR
Magnolia Banner-News	AR
Stuttgart Daily Leader	AR
Arizona Daily Sun	AZ
The Kingman Daily Miner	AZ
Today's News-Herald	AZ
Arizona Republic	AZ
The Daily Courier	AZ
News-Sun	AZ
The Arizona Daily Star	AZ
The Sun	AZ
The Bakersfield Californian	CA
Chico-Oroville Enterprise	CA
Eureka Times Standard	CA
Daily Republic	CA
The Fresno Bee	CA
The Sentinel	CA
Lake County Record Bee	CA
Press-Telegram	CA
Los Angeles Times	CA
Merced Sun-Star	CA
The Modesto Bee	CA
Monterey Herald	CA
Register	CA
Desert Sun	CA
Antelope Valley Press	CA
Recorder	CA
Daily Bulletin	CA
Red Bluff Daily News	CA
Record Searchlight	CA

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Daily Independent	CA
The Press Enterprise	CA
The Sacramento Bee	CA
The Sun	CA
The San Diego Union-Tribune	CA
San Jose Mercury News	CA
East Bay Times	CA
The Tribune	CA
Marin Independent Journal	CA
The Orange County Register	CA
Santa Barbara News-Press	CA
Santa Clarita Valley Signal	CA
Santa Cruz Sentinel	CA
Santa Maria Times	CA
The Press Democrat	CA
The Union Democrat	CA
The Record	CA
Ukiah Daily Journal	CA
Vacaville Reporter	CA
Vallejo Times Herald	CA
Ventura County Star	CA
Daily Press	CA
Woodland Daily Democrat	CA
Siskiyou Daily News	CA
Sunday Camera	CO
Canon City Daily Record	CO
The Gazette	CO
The Denver Post	CO
The Daily Sentinel	CO
Times-Call	CO
Reporter-Herald	CO
Montrose Daily Press	CO
The Pueblo Chieftain	CO
The Chronicle-News	CO
Hartford Courant	CT
Journal Inquirer	CT
Record-Journal	CT
The Middletown Press	CT
Herald Press	CT
New Haven Register	CT
The Day	CT
Bulletin	CT
The Register Citizen	CT
Republican	CT
The Washington Post	DC
State News Sunday	DE
Bradenton Herald	FL
Citrus County Chronicle	FL
News-Journal	FL
Sun Sentinel	FL

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The News-Press	FL
Northwest Florida Daily News	FL
The Gainesville Sun	FL
Highland News Sun	FL
Florida Times-Union	FL
The Ledger	FL
Daily Commercial	FL
Florida Today	FL
The Miami Herald	FL
Daily News	FL
Star-Banner	FL
Orlando Sentinel	FL
The News Herald	FL
Herald-Tribune	FL
St. Augustine Record	FL
Tampa Bay Times	FL
Treasure Coast News	FL
Treasure Coast News	FL
Treasure Coast News	FL
Tallahassee Democrat	FL
Daily Sun	FL
The Palm Beach Post	FL
Athens Banner-Herald	GA
The Atlanta Journal-Constitution	GA
The Augusta Chronicle	GA
Columbus Ledger-Enquirer	GA
Daily Citizen	GA
The Telegraph	GA
The Milledgeville Union-Recorder	GA
The Moultrie Observer	GA
Savannah Morning News	GA
Thomasville Times-Enterprise	GA
The Tifton Gazette	GA
The Valdosta Daily Times	GA
The Tribune	IA
The Gazette	IA
Clinton Herald	IA
Quad-City Times	IA
The Des Moines Register	IA
The Messenger	IA
Times-Republican	IA
Globe-Gazette	IA
Oskaloosa Herald	IA
The Ottumwa Courier	IA
Sioux City Journal	IA
The Courier	IA
Idaho Statesman	ID
Lewiston Morning Tribune	ID
Idaho Press-Tribune	ID
Idaho State Journal	ID

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The Times-News	ID
The Telegraph	IL
Belleville News-Democrat	IL
The Pantagraph	IL
The Daily Ledger	IL
The Southern Illinoisan	IL
Carmi Times	IL
The News-Gazette	IL
Chicago Tribune	IL
Commercial News	IL
Herald & Review	IL
Edwardsville Intelligencer	IL
Effingham Daily News	IL
Daily Journal	IL
The Journal Standard	IL
The Register-Mail	IL
Daily Register	IL
Jacksonville Journal-Courier	IL
Daily Journal	IL
Star Courier	IL
The Macomb Journal	IL
Dispatch/Rock Island Argus	IL
Dispatch/Rock Island Argus	IL
Daily Review Atlas	IL
Daily Mail	IL
The Times	IL
Pekin Daily Times	IL
Journal Star	IL
Daily Leader	IL
Quincy Herald-Whig	IL
Register Star & Yes	IL
The State Journal-Register	IL
The Herald Bulletin	IN
The Herald Times	IN
The Herald Times	IN
The Herald Times	IN
The Republic	IN
Evansville Courier & Press	IN
The Journal Gazette	IN
Daily Journal	IN
The Goshen News	IN
Daily Reporter	IN
Greensburg News	IN
Indianapolis Star	IN
The Evening News & The Tribune	IN
Kokomo Tribune	IN
The Lebanon Reporter	IN
Pharos-Tribune	IN
Times Of Northwest Indiana	IN
The Tribune	IN

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South Bend Tribune	IN
Tribune-Star	IN
Vincennes Sun Commercial	IN
Dodge City Globe	KS
The Garden City Telegram	KS
The Hays Daily News	KS
Hutchinson News	KS
Journal World	KS
The Manhattan Mercury	KS
McPherson Sentinel	KS
Kansan	KS
The Ottawa Herald	KS
Morning Sun	KS
Salina Journal	KS
Topeka Capital-Journal	KS
The Wichita Eagle	KS
The Independent	KY
Daily News	KY
Corbin Times-Tribune	KY
The News Enterprise	KY
The Glasgow Daily Times	KY
The Gleaner	KY
Kentucky New Era	KY
Herald-Leader	KY
Courier-Journal	KY
Madisonville Messenger	KY
The Ledger Independent	KY
Messenger Inquirer	KY
Richmond Register	KY
Commonwealth Journal	KY
Bastrop Daily Enterprise	LA
The Advocate	LA
Beauregard Daily News	LA
The Courier	LA
American Press	LA
The Leesville Daily Leader	LA
The Times-Picayune	LA
Southwest Daily News	LA
Boston Sunday Globe	MA
The Enterprise	MA
Herald News	MA
Sentinel & Enterprise	MA
Metrowest Daily News	MA
Gloucester Daily Times	MA
Sunday Cape Cod Times	MA
The Sun	MA
Milford Daily News	MA
Sunday Standard-Times	MA
The Daily News Of Newburyport	MA
Eagle tribune	MA

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The Berkshire Eagle	MA
Patriot Ledger	MA
Salem News	MA
Republican	MA
Taunton Daily Gazette	MA
Sunday Telegram	MA
The Capital	MD
The Sun	MD
Cumberland Times-News	MD
Star-Democrat	MD
News-Post	MD
The Herald-Mail Newspapers	MD
Carroll County Times	MD
Kennebec Journal	ME
Bangor Daily News	ME
Sun Journal	ME
Maine Sunday Telegram	ME
Morning Sentinel	ME
The Daily Telegram	MI
Huron Daily Tribune	MI
The Bay City Times	MI
Tribune	MI
Reporter	MI
Sunday Free Press	MI
The Flint Journal	MI
The Grand Rapids Press	MI
Daily News	MI
Sentinel	MI
Sentinel-Standard	MI
Citizen Patriot	MI
Kalamazoo Gazette	MI
Lansing State Journal	MI
The Mining Journal	MI
The Midland Daily News	MI
The Monroe News	MI
The Macomb Daily	MI
Morning Sun	MI
The Muskegon Chronicle	MI
Petoskey News-Review	MI
The Oakland Press	MI
The Daily Tribune	MI
The Saginaw News	MI
The Evening News	MI
Journal	MI
Record-Eagle	MI
The Bemidji Pioneer	MN
Brainerd Dispatch	MN
Crookston Daily Times	MN
Duluth News-Tribune	MN
The Free Press	MN

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Star Tribune	MN
The Journal	MN
Post-Bulletin	MN
Pioneer Press	MN
West Central Tribune	MN
Winona Daily News	MN
Daily Globe	MN
Lake Sun Leader	MO
Southeast Missourian	MO
Constitution-Tribune	MO
The Fulton Sun	MO
Courier-Post	MO
News Tribune	MO
The Joplin Globe	MO
The Kansas City Star	MO
Kirksville Daily Express	MO
The Mexico Ledger	MO
Monitor Index/Democrat	MO
Neosho Daily News	MO
Daily Journal	MO
Rolla Daily News	MO
Democrat	MO
News-Leader	MO
St. Joseph News-Press	MO
St. Louis Post-Dispatch	MO
Daily Guide	MO
West Plains Daily Quill	MO
Sun Herald	MS
The Commercial Dispatch	MS
Delta Democrat Times	MS
The Greenwood Commonwealth	MS
Enterprise-Journal	MS
The Meridian Star	MS
Northeast Mississippi Daily Journal	MS
Billings Gazette	MT
Bozeman Daily Chronicle	MT
Montana Standard	MT
Helena Independent Record	MT
Daily Inter Lake	MT
Missoulain	MT
The Courier Tribune	NC
Asheville Citizen-Times	NC
Times-News	NC
The Charlotte Observer	NC
Herald Sun	NC
The Fayetteville Observer	NC
Gaston Gazette	NC
Goldsboro News-Argus	NC
The News & Record	NC
The Daily Reflector	NC

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Times-News	NC
News	NC
Free Press	NC
My. Airy News	NC
Sun-Journal	NC
The News & Observer	NC
The Star	NC
Star-News	NC
Winston-Salem Journal	NC
Tribune	ND
Devils Lake Daily Journal	ND
The Dickinson Press	ND
The Forum	ND
Grand Forks Herald	ND
The Jamestown Sun	ND
Minot Daily News	ND
Sun	NE
Telegram	NE
The Grand Island Independent	NE
Journal Star	NE
Norfolk Daily News	NE
Sunday World-Herald	NE
York News Times	NE
Sentinel	NH
New Hampshire News	NH
Portsmouth Herald	NH
Asbury Park Press	NJ
The Press Of Atlantic City	NJ
The Record & Herald News	NJ
The Record & Herald News	NJ
The Jersey Journal	NJ
The Star-Ledger	NJ
New Jersey Herald	NJ
The Times	NJ
Trentonian	NJ
Burlington County Times	NJ
South Jersey Sunday	NJ
Journal	NM
Clovis News Journal	NM
News-Sun	NM
Daily Record	NM
Elko Daily Free Press	NV
Las Vegas Review-Journal	NV
Times Union	NY
The Citizen	NY
The Daily News	NY
The Buffalo News	NY
Messenger Post	NY
Daily Mail	NY
The Sunday Leader	NY

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Finger Lakes Times	NY
Post-Star	NY
The Leader-Herald	NY
Herkimer Telegram	NY
The Spectator	NY
Register-Star	NY
Freeman	NY
Lockport Journal	NY
The Malone Telegram	NY
Times Herald-Record Sunday	NY
New York Daily News	NY
Newsday	NY
Niagra Gazette Sunday	NY
Advance-News	NY
The Oneida Daily Dispatch	NY
The Daily Star	NY
Press-Republican	NY
Democrat and Chronicle	NY
Saratogian	NY
Staten Island Advance	NY
The Post-Standard	NY
Record	NY
Observer-Dispatch	NY
Daily Times	NY
The Journal News	NY
Akron Beacon Journal	OH
Ashland Times-Gazette	OH
Ashtabula Star Beacon	OH
The Sunday Jeffersonian	OH
The Repository	OH
Cincinnati Enquirer	OH
Cincinnati Enquirer	OH
The Plain Dealer	OH
Dayton Daily News	OH
The Crescent-News	OH
Sunday Review	OH
The Chronicle-Telegram	OH
The Courier	OH
Review-Times	OH
Journal News	OH
The Lima News	OH
Morning Journal	OH
The Times Reporter	OH
Salem News	OH
Sandusky Register	OH
Springfield News-Sun	OH
The Blade	OH
Lake County News-Herald	OH
The Daily Record	OH
The Vindicator	OH

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Daily Ardmoreite	OK
Claremore Daily Progress	OK
News and Eagle	OK
McAlester News-Capitol	OK
Muskogee Phoenix	OK
Norman Transcript	OK
The Oklahoman	OK
Stillwater Press	OK
Tahlequah Daily Press	OK
Tulsa World	OK
Woodward News	OK
Democrat-Herald & Corvallis Gazette Times	OR
The Bulletin	OR
The World	OR
The Register-Guard	OR
Herald And News	OR
Mail Tribune	OR
Argus Observer	OR
The Oregonian	OR
The Morning Call	PA
Beaver County Times	PA
Gazette	PA
The Sentinel	PA
The Intelligencer	PA
Tri-County Sunday	PA
The Express-Times	PA
Erie Times-News	PA
Gettysburg Times	PA
Hazleton Standard-Speaker	PA
The Wayne Independent	PA
The Daily News	PA
The Tribune-Democrat	PA
New Era Intelligencer Journal Sunday News	PA
Latrobe Bulletin	PA
Bucks County Courier Times	PA
Meadville Tribune	PA
New Castle News	PA
Times Herald	PA
The Philadelphia Inquirer	PA
Pittsburgh Post-Gazette	PA
Mercury	PA
Pottsville Republican Herald	PA
Delaware County Daily Times	PA
Reading Eagle	PA
Scranton Times-Tribune	PA
The Shamokin-Pottsville News-Item	PA
The Herald	PA
St College Centre Daily Times	PA
Pocono Record	PA
The Daily Item	PA

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Towanda Sunday Review	PA
Tyrone Daily Herald	PA
Herald-Standard	PA
Washington Observer Reporter	PA
The Record Herald	PA
Daily Local News	PA
The Times Leader	PA
Citizen's Voice	PA
Williamsport Sun-Gazette	PA
The Providence Journal	RI
Anderson Independent-Mail	SC
The Post And Courier	SC
The State	SC
Greenville News	SC
The Index-Journal	SC
The Island Packet	SC
The Sun News	SC
The Times & Democrat	SC
The Herald	SC
Herald-Journal	SC
The Item	SC
American News	SD
The Daily Republic	SD
Rapid City Journal	SD
Watertown Public Opinion	SD
Chattanooga Times Free Press	TN
Cleveland Daily Banner	TN
Columbia Daily Herald	TN
The State Gazette	TN
Johnson City Press	TN
Knoxville News Sentinel	TN
The Commercial Appeal	TN
Citizen Tribune	TN
The Tennessean	TN
Oak Ridge	TN
Shelbyville Times-Gazette	TN
Abilene Reporter-News	TX
Amarillo Globe-News	TX
Athens Daily Review	TX
Austin American-Statesman	TX
Brownsville Herald	TX
Brownsville Herald	TX
Brownwood Bulletin	TX
Bryan College Station Eagle	TX
Corpus Christi Caller-Times	TX
The Dallas Morning News	TX
Denton Record-Chronicle	TX
Star-Telegram	TX
Gainesville Daily Register	TX
Greenville Herald Banner	TX

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Valley Morning Star	TX
The Huntsville Item	TX
Jacksonville Daily Progress	TX
Kerrville Daily Times	TX
Killeen Daily Herald	TX
Lubbock Avalanche-Journal	TX
Monitor	TX
Reporter-Telegram	TX
Odessa American	TX
Palestine Herald-Press	TX
The Paris News	TX
Plainview Daily Herald	TX
Standard-Times	TX
Stephenville Empire-Tribune	TX
Temple Daily Telegram	TX
Gazette	TX
Tyler Courier-Times-Telegraph	TX
Victoria Advocate	TX
Waco Tribune-Herald	TX
The Waxahachie Daily Light	TX
Times Record News	TX
The Herald Journal	UT
Daily Herald	UT
The Salt Lake Tribune-Deseret News	UT
The Salt Lake Tribune-Deseret News	UT
The Freelance-Star/Star Exponent	VA
Daily News-Record	VA
Daily Press	VA
The Virginian-Pilot	VA
The Petersburg Progress-Index	VA
Richmond Times-Dispatch	VA
The Roanoke Times	VA
Winchester Star	VA
Banner	VT
Reformer	VT
The Bellingham Herald	WA
Kitsap Sun	WA
Daily Record	WA
The Daily News	WA
Skagit Valley Herald	WA
The Olympian	WA
Tri-City Herald	WA
The Seattle Times	WA
The Spokesman-Review	WA
The News Tribune	WA
The Columbian	WA
Walla Walla Union-Bulletin	WA
The Wenatchee World	WA
Herald-Republic	WA
Appleton Post Crescent	WI

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Baraboo News Republic	WI
Daily Citizen	WI
Chippewa Valley Newspapers	WI
Fond du Lac Reporter	WI
Green Bay Press Gazette	WI
Kenosha News	WI
La Crosse Tribune	WI
Wisconsin State Journal	WI
Manitowoc Herald Times	WI
Milwaukee Journal Sentinel	WI
Oshkosh Northwestern	WI
Daily Register	WI
The Journal Times	WI
Sheboygan Press	WI
Central WI Sunday	WI
Wausau Daily Herald	WI
The Register-Herald	WV
Bluefield Daily Telegraph	WV
Gazette-Mail	WV
Clarksburg Exponent-Telegram	WV
Times West Virginian	WV
Mineral Daily News Tribune	WV
The Journal	WV
The Dominion Post	WV
The Parkersburg News And Sentinel	WV
Sunday News-Register	WV
Casper Star-Tribune	WY
Daily Rocket-Miner	WY
Rock Springs Daily Rocket-Miner	WY

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tronc Newspapers Daily

Hartford Courant	CT
Orlando Sentinel	FL
South Florida Sun Sentinel	FL
Chicago Tribune	IL
Baltimore Sun	MD
New York Daily News	NY
Allentown Morning Call	PA
Newport News Daily Press	VA
Norfolk Virginian-Pilot	VA

tronc Newspapers Sunday

Hartford Courant	CT
Orlando Sentinel	FL
South Florida Sun Sentinel	FL
Chicago Tribune	IL
Baltimore Sun	MD
New York Daily News	NY
Allentown Morning Call	PA
Newport News Daily Press	VA
Norfolk Virginian-Pilot	VA

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USA Today Expanded Edition - Weekday

Montgomery Advertiser	AL
Arizona Republic	AZ
Palm Springs Desert Sun	CA
Santa Clarita Signal	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
Bedford Times-Mail	IN
Bloomington Herald-Times	IN
Indianapolis Star	IN
Lafayette Journal and Courier	IN
Martinsville Reporter-Times	IN
South Bend Tribune	IN
Spencer Evening World	IN
Lawrence Journal-World	KS
Kentucky Enquirer	KY
Louisville Courier-Journal	KY
Lafayette Daily Advertiser	LA
Salisbury Daily Times	MD
Lansing State Journal	MI
Bemidji Pioneer	MN
St. Cloud Times	MN
Springfield News-Leader	MO
Northeast Mississippi Daily Journal (Tupelo)	MS
Jackson Clarion-Ledger	MS
Asheville Citizen-Times	NC
Dickinson Press	ND
Fargo Forum	ND
Grand Forks Herald	ND
Jamestown Sun	ND
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
Sumter Item	SC
Aberdeen American News	SD

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Sioux Falls Argus Leader	SD
Nashville Tennessean	TN
Amarillo Globe-News	TX
Lubbock Avalanche-Journal	TX
Victoria Advocate	TX
Burlington Free Press	VT
Appleton Post-Crescent	WI
Green Bay Press Gazette	WI

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USA Today Expanded Edition - Weekend

Montgomery Advertiser	AL
Arizona Republic	AZ
Palm Springs Desert Sun	CA
Santa Clarita Signal	CA
Fort Collins Coloradoan	CO
Wilmington News Journal	DE
Charlotte Sun	FL
Fort Myers News-Press	FL
Melbourne Florida Today	FL
Pensacola News Journal	FL
Tallahassee Democrat	FL
Des Moines Register	IA
Bloomington Herald-Times	IN
Indianapolis Star	IN
Lafayette Journal and Courier	IN
Lawrence Journal-World	KS
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
Bemidji Pioneer	MN
St. Cloud Times	MN
Springfield News-Leader	MO
Northeast Mississippi Daily Journal (Tupelo)	MS
Jackson Clarion-Ledger	MS
Asheville Citizen-Times	NC
Dickinson Press	ND
Fargo Forum	ND
Grand Forks Herald	ND
Jamestown Sun	ND
Asbury Park Press	NJ
Camden Courier-Post	NJ
Reno Gazette-Journal	NV
Binghamton Press & Sun-Bulletin	NY
Catskill Daily Mail	NY
Hudson Register Star	NY
Poughkeepsie Journal	NY
Rochester Democrat and Chronicle	NY
White Plains Journal News	NY
Cincinnati Enquirer	OH
Salem Statesman Journal	OR
Greenville News	SC
Sumter Item	SC
Aberdeen American News	SD
Sioux Falls Argus Leader	SD

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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
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
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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
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Nashville Tennessean	TN
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Appleton Post-Crescent	WI
Green Bay Press Gazette	WI

GFK MRI Fall 2018
Definition of Media Quintiles/Terciles

Magazines

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

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	7+	71.5%	14.6	10+	65.6%	19.3
Quintile II	3-6	21.4%	4.4	5-9	22.4%	6.6
Quintile III	2	6.7%	1.4	2-4	9.8%	2.9
Quintile IV	1	0.4%	0.1	1	2.2%	0.6
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	2+	97.2%	7.9	3+	94.1%	11.1
Bottom ½ (Light)	0-1	2.8%	0.2	0-2	5.9%	0.7

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	11+	86.6%	24.8	10+	85.2%	22.2
Quintile II	1-10	13.4%	3.8	1-9	14.8%	3.9
Quintile III	0	0.0%	0.0	0	0.0%	0.0
Quintile IV	0	0.0%	0.0	0	0.0%	0.0
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	1+	100.0%	11.4	1+	100.0%	10.4
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	54+	60.2%	98.3	42+	62.3%	85.4
Quintile II	25-53	22.4%	36.6	21-41	21.2%	29.0
Quintile III	13-24	11.2%	18.2	12-20	10.9%	15.0
Quintile IV	5-12	5.6%	9.1	3-11	5.4%	7.4
Quintile V	0-4	0.6%	0.9	0-2	0.2%	0.3
Top ½ (Heavy)	19+	89.2%	58.2	15+	89.8%	49.2
Bottom ½ (Light)	0-18	10.8%	7.0	0-14	10.2%	5.6

GFK MRI Fall 2018
Definition of Media Quintiles/Terciles

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	83+	49.4%	126.4	94+	50.5%	142.6
Quintile II	52-82	25.7%	65.7	55-93	25.2%	71.0
Quintile III	31-51	16.0%	40.9	33-54	15.3%	43.0
Quintile IV	10-30	8.1%	20.7	12-32	8.0%	22.5
Quintile V	0-9	0.9%	2.4	0-11	1.0%	2.9
Top ½ (Heavy)	42+	84.0%	86.0	43+	84.3%	95.1
Bottom ½ (Light)	0-41	16.0%	16.4	0-42	15.7%	17.7

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	300	50.7%	300.0
Quintile II	200-299	34.0%	253.2	125-299	28.4%	167.5
Quintile III	76-199	16.1%	119.7	44-124	12.8%	75.9
Quintile IV	29-75	7.7%	57.6	28-43	6.2%	36.7
Quintile V	0-28	2.0%	14.9	0-27	1.9%	11.0
Top ½ (Heavy)	125+	83.9%	250.2	76+	86.0%	203.3
Bottom ½ (Light)	0-124	16.1%	47.9	0-75	14.0%	33.2

TV Prime Time

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

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	35+	47.2%	40.9	36+	44.9%	41.5
Quintile II	22-34	32.8%	28.5	24-35	31.8%	29.4
Quintile III	9-21	16.2%	14.1	11-23	17.8%	16.4
Quintile IV	1-8	3.8%	3.3	1-10	5.5%	5.1
Quintile V	0	0%	0.0	0	0%	0.0
Top ½ (Heavy)	14+	90.0%	31.3	17+	87.3%	32.3
Bottom ½ (Light)	0-13	10.0%	3.5	0-16	12.7%	4.7

GFK MRI Fall 2018
Definition of Media Quintiles/Terciles

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	42.5+	52.8%	54.0	40.5+	52.7%	53.4
Quintile II	21.8-42.4	27.4%	28.2	20.6-40.4	26.3%	26.7
Quintile III	9.8-21.7	14.2%	14.6	9.8-20.5	14.4%	14.6
Quintile IV	1.8-9.7	5.3%	5.5	2.3-9.7	6.1%	6.2
Quintile V	0-1.7	0.2%	0.2	0-2.2	0.4%	0.4
Top ½ (Heavy)	12.6+	89.2%	36.6	14.5+	88.0%	35.6
Bottom ½ (Light)	0-12.5	10.8%	4.4	0-14.4	12.0%	4.8

TV Daytime

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

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Tercile I (Heavy)	7+	61.9%	9.8	7+	61.5%	10.7
Tercile II (Medium)	3-6	27.7%	4.4	4-6	27.6%	4.8
Tercile III (Light)	1-2	10.3%	1.6	1-3	10.9%	1.9
Non-Viewers	0	0.0%	0.0	0	0.0%	0.0

GFK MRI Fall 2018
Block Group HH Income Quintiles/Terciles

Median Income Range for Adults

Block Group HH Income Quintile	Range - Adults
Quintile I	110,000+
Quintile II	72,000 – 109,999
Quintile III	42,001 - 71,999
Quintile IV	22,000 – 42,000
Quintile V	21,999 or less

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RELIABILITY OF RESULTS

The estimates obtained in this, as in all sample surveys, are subject to sampling errors or sampling tolerances. As of Fall 2007, 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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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.	23816	247786	-	11862	119610	-	11954	128176	-
AARP The Magazine	4136	38471	1527	1781	16200	1505	2355	22272	781
Allrecipes Magazine	582	5991	693	112	1090	375	470	4902	617
Allure	470	4764	799	38	370	126	432	4395	852
American Hunter	326	4108	641	293	3610	734	33	498	257
American Legion	307	3210	550	207	2027	431	100	1184	318
American Rifleman	520	5693	1209	458	4906	1023	62	787	228
American Way	379	3070	418	223	1581	384	156	1489	254
Architectural Digest	316	2557	607	137	1140	281	179	1417	474
Arthritis Today	436	4349	452	125	1293	299	311	3056	464
The Atlantic	208	1753	416	117	917	273	91	836	282
Automobile	251	2654	532	213	2234	414	38	420	288
Autoweek	170	1765	395	147	1587	447	23	178	139
Bassmaster	294	3769	533	260	3284	467	34	486	289
Better Homes & Gardens	3111	32169	1764	633	6503	587	2478	25666	1314
Bicycling +<	119	1018	287	86	769	239	33	249	141
Birds & Blooms	471	5048	832	114	1197	211	357	3851	750
Black Enterprise ~	244	2116	484	122	1015	289	122	1101	360
Bloomberg Businessweek	170	1283	301	119	925	225	51	358	167
Boating	210	2255	431	172	1840	356	38	415	243
Bon Appetit	736	6604	748	214	1883	453	522	4721	522
Bonnier Magazine Network (Gr)	2661	28696	1988	2168	23253	1991	493	5443	672
Bonnier Marine and Aviation (Gr)	564	5610	886	476	4732	767	88	878	343
Bonnier Outdoor Group (Gr)	1143	13128	1353	925	10365	946	218	2763	698
Boys' Life	162	1606	424	104	920	287	58	686	281
Bridal Guide	264	2871	625	29	378	235	235	2493	589
Brides	388	4385	649	42	460	178	346	3924	560
Car and Driver	817	7650	1049	758	7162	1102	59	488	179
Car Craft	168	2109	499	157	1996	445	11	112	109
Chicago Tribune (Sunday)	338	1450	448	166	648	278	172	803	249
Cigar Aficionado	150	1470	476	119	1146	376	31	325	175
Coastal Living	449	4463	846	131	1359	330	318	3104	710
Conde Nast Package (Gr)	6831	64217	3982	2295	20382	1555	4536	43835	3150
Conde Nast Traveler	318	2668	585	153	1128	405	165	1539	231
Consumer Reports	1164	9831	526	678	5328	383	486	4503	357
Cooking Light	790	7535	745	127	1147	355	663	6388	724
Cooking with Paula Deen	266	3212	454	40	600	377	226	2613	247
Cosmopolitan	1241	13291	1421	185	2089	429	1056	11202	1315
Costco Connection &~	2871	26958	1469	1325	11464	732	1546	15495	1270
Country	336	4147	771	92	1235	484	244	2912	714
Country Living	1107	12082	902	266	3001	442	841	9080	934
Country Sampler	174	2024	658	29	412	191	145	1613	504
Delta Sky Magazine	641	6298	976	344	3107	676	297	3192	526
Diabetes Forecast	420	4260	1118	148	1546	619	272	2714	578
Diabetes Self-Management	524	5803	1337	185	2078	715	339	3725	676
Discover	497	5247	972	293	2986	580	204	2260	690
Ducks Unlimited	266	3081	749	218	2402	570	48	680	300
EatingWell	567	5574	766	130	1326	605	437	4247	474
Ebony	706	6618	848	242	2329	549	464	4289	765
The Economist	261	2108	484	173	1386	487	88	722	235
Elle	440	4015	424	44	297	170	396	3718	487
Elle Decor	211	1727	549	30	221	144	181	1506	477
Entertainment Weekly	790	8022	929	343	3367	463	447	4655	794
Entrepreneur	283	2509	561	192	1709	428	91	799	369
ESPN The Magazine ->	1219	13064	1109	949	9923	1078	270	3141	643
Esquire	278	2723	719	176	1550	389	102	1173	408
Essence	697	6477	407	159	1582	404	538	4895	531
Family Circle	1121	11018	1084	92	936	434	1029	10082	944
The Family Handyman	476	4982	680	330	3378	646	146	1604	401
Field & Stream ->	683	7991	919	577	6501	628	106	1489	403
First For Women	301	3406	712	6	52	51	295	3354	699
Food & Wine	768	6612	696	302	2496	540	466	4116	384
Food Network Magazine	1145	11924	1373	310	3296	651	835	8628	1280
Forbes <	683	6373	932	448	4209	554	235	2164	517
Fortune	275	2304	309	194	1691	191	81	613	228
Four Wheeler Group (Gr)	350	4416	603	309	3943	622	41	473	272
Game & Fish ^	290	3636	918	247	2965	820	43	672	387
Game Informer	870	10165	918	613	7436	791	257	2730	413
Glamour	835	8251	1253	49	585	328	786	7666	1118
Golf Digest	512	4461	654	436	3641	355	76	820	477
Golf Magazine	429	3877	551	348	2970	523	81	907	204
Golfweek	191	1734	563	152	1337	270	39	396	346
Good Housekeeping	1752	18030	1073	208	2184	323	1544	15846	1010
GQ (Gentlemen's Quarterly)	565	5448	843	425	3965	474	140	1483	461
Guideposts	442	4569	878	98	944	302	344	3625	680
Guns & Ammo	806	8865	1104	690	7486	980	116	1379	360
Harper's Bazaar	307	2650	541	47	390	156	260	2260	485
Health	813	7886	987	249	2330	567	564	5556	709
Hearst Design Group (Gr)	876	7752	1123	122	897	249	754	6856	1033
Hearst Magazine Group (Gr)	16876	169579	7631	4942	48576	3952	11934	121003	6132
Hearst Men's Group (Gr)	3127	29576	1957	2719	25454	2170	408	4122	632
HGTV Magazine	924	10059	801	248	2800	484	676	7259	731
Hot Rod	446	5105	538	405	4728	528	41	378	152
House Beautiful	549	5013	976	69	514	167	480	4499	909
Hunting	321	4017	626	275	3334	525	46	682	257
In-Fisherman	275	3094	492	245	2696	428	30	398	256
In Style	733	7096	1013	79	717	275	654	6379	998
In Touch	478	4875	715	74	680	205	404	4195	748
Inc. ^&	118	900	266	80	620	286	38	280	169
Kiplinger's Personal Finance	179	1430	519	122	1025	472	57	405	153
Life & Style Weekly	285	3044	566	61	720	354	224	2325	504

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GfK MRI Fall 2018 Technical Guide

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.	23816	247786	-	11862	119610	-	11954	128176	-
Los Angeles Times (Sunday)	175	1492	391	92	740	227	83	751	313
The Magnolia Journal	482	5515	686	74	782	296	408	4733	782
Marie Claire	311	2951	588	23	282	193	288	2669	607
Martha Stewart Living	705	7017	872	76	719	140	629	6297	937
Maxim ~&	257	2435	397	205	2067	396	52	368	174
Men's Health	1128	10282	697	955	8474	601	173	1808	463
Midwest Living	242	2493	351	64	627	255	178	1866	349
Money	566	4829	600	363	3188	517	203	1641	258
Mother Earth News	206	2407	452	97	1130	367	109	1277	335
Motor Trend	627	6290	1069	582	5911	1062	45	378	128
Motorcyclist	251	2942	800	208	2471	876	43	471	176
Muscle & Fitness	493	4586	710	388	3522	545	105	1064	422
National Enquirer	483	5119	733	196	1985	217	287	3133	707
National Geographic	2915	29373	1840	1636	16379	1195	1279	12994	1355
National Geographic Kids	607	6441	988	177	1663	421	430	4779	822
National Geographic Traveler	945	9664	1054	490	4913	702	455	4751	703
National Wildlife	517	5818	565	293	3528	772	224	2291	625
New York Magazine	297	2531	521	130	1087	238	167	1444	357
New York Times (Daily)	310	2316	411	166	1213	269	144	1103	248
New York Times (Sunday)	498	4263	653	253	1939	341	245	2324	541
The New Yorker	552	4260	542	248	1932	277	304	2329	522
O, The Oprah Magazine	1086	10024	1097	156	1512	344	930	8512	974
OK!	330	3518	410	53	524	284	277	2994	560
Outdoor Life >^	460	5137	734	348	3863	494	112	1274	467
Outdoor Sportsman Trophy Group (Gr)	1692	19612	2151	1457	16482	1976	235	3130	654
Outside	218	2296	504	134	1481	421	84	815	235
Parade Carrier Newspapers =	4315	41756	3299	2074	19261	1849	2241	22495	1968
Parents	808	8334	247	127	1352	288	681	6982	352
Parents Latina	138	1313	431	22	199	170	116	1114	363
People	3533	34593	1216	1049	9980	809	2484	24613	1239
People en Espanol	507	6331	1059	158	1992	325	349	4339	985
Playboy	310	3165	593	229	2315	478	81	850	294
Popular Mechanics	626	6339	907	570	5823	871	56	516	225
Popular Science ^^	703	7015	966	559	5685	709	144	1330	455
Prevention	508	5016	917	83	808	333	425	4209	848
Psychology Today	364	3431	810	130	1346	420	234	2085	518
Rachael Ray Every Day	519	5507	518	79	958	188	440	4549	408
Reader's Digest	1633	16320	571	599	6022	551	1034	10298	636
Real Simple	627	6115	767	65	648	252	562	5466	733
Redbook	432	4426	781	32	357	173	400	4069	645
Reminisce	151	1697	511	54	573	247	97	1124	326
Road & Track	278	2583	724	260	2445	712	18	138	97
Rolling Stone %	875	9893	789	530	5807	930	345	4086	856
Runner's World +>	201	2040	399	98	851	182	103	1189	301
Salt Water Sportsman	177	1801	431	162	1661	395	15	140	136
The Saturday Evening Post	152	1672	293	71	681	297	81	991	239
Scientific American	279	2433	646	175	1477	366	104	955	360
Seventeen %~	531	6504	520	62	797	269	469	5706	440
Shape	452	4155	489	45	445	256	407	3710	490
Ski	110	1005	233	61	496	170	49	509	152
Smithsonian	736	6534	599	392	3401	514	344	3134	333
Southern Living	1446	15756	805	126	3410	937	1120	12346	428
Southwest: The Magazine	659	6115	577	343	3120	298	316	2995	490
Sports Illustrated &&	1451	15017	1008	1172	11913	920	279	3104	812
Star	483	4905	708	127	1164	475	356	3742	490
Street Rodder	194	2437	552	181	2267	584	13	170	107
Sunset	401	3879	319	114	1040	230	287	2838	316
Taste of Home	1027	11252	965	146	1588	342	881	9664	1008
Tennis	112	1085	379	63	524	157	49	561	318
Texas Monthly	295	2315	838	160	1233	594	135	1082	464
This Old House	585	5771	1019	306	3031	712	279	2740	620
Time	1638	15508	1268	892	8296	934	746	7212	886
Town & Country	334	3535	669	101	1102	340	233	2433	543
Traditional Home	382	3852	510	84	907	310	298	2945	351
Travel + Leisure	643	5442	514	278	2415	342	365	3027	525
tronic Newspapers Daily	406	2777	692	220	1391	379	186	1386	388
tronic Newspapers Sunday	624	4114	903	306	1867	489	318	2247	520
Trusted Media Brands,Inc. Grp. (Gr)	4094	43446	2328	1335	13993	1415	2759	29452	2509
TV Guide Magazine ^%	903	9587	1054	371	3905	475	532	5682	914
United Hemispheres	1428	2533	482	182	1398	446	146	1236	320
Us Weekly	936	9447	815	217	1864	385	719	7583	970
USA Today	186	1729	295	113	1067	292	73	662	133
USA Today Exp. Weekday Carrier =	213	2229	1051	104	1140	522	109	1089	615
USA Today Exp. Weekend Carrier =	357	3906	1519	190	1930	621	167	1976	973
USA Today Exp. Weekday (Gannett) =	192	1939	901	96	1010	424	96	929	537
USA Today Exp. Weekend (Gannett) =	340	3661	1406	178	1740	539	162	1921	951
Vanity Fair	730	6886	839	176	1515	287	554	5371	765
Veranda	116	1012	320	23	161	75	93	851	292
VFW Magazine	253	2627	541	181	1786	477	72	840	296
Vogue	1025	10474	1176	154	1573	414	871	8901	1004
Wall Street Journal	301	2369	386	193	1426	341	108	944	161
Washington Post (Sunday)	207	1247	386	105	589	178	102	658	261
WebMD Magazine	865	8771	680	293	2991	602	572	5780	706
Weight Watchers	644	6684	836	115	1267	406	529	5417	661
Wine Spectator	290	2351	383	142	1054	253	148	1297	234
Wired	274	2550	498	201	1967	396	73	584	251
Woman's Day	1401	14572	1084	71	867	248	1330	13704	962
Woman's World	529	5577	470	34	322	241	495	5205	513
Women's Health	1034	10114	1123	81	822	294	953	9293	1045
Yankee	186	1594	352	77	646	171	109	948	406
Yoga Journal	212	1815	460	52	433	243	160	1382	429

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GfK MRI Fall 2018 Technical Guide

MEDIAN AGE, HOUSEHOLD INCOME AND INDIVIDUAL EMPLOYMENT INCOME

	MEDIAN AGE			MEDIAN HOUSEHOLD INCOME			MEDIAN INDIVIDUAL EMPLOYMENT INCOME		
	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN
Total U.S.	47.3	46.4	48.1	71,499	75,553	67,628	43,538	50,312	35,922
AARP The Magazine	64.0	64.6	63.6	65,751	71,464	61,550	45,776	54,833	36,162
Allrecipes Magazine	49.2	47.2	49.5	71,196	73,269	70,403	38,271	44,561	36,552
Allure	39.4	38.4	39.7	72,390	69,956	72,712	35,285	39,900	33,895
American Hunter	49.7	50.8	43.4	66,776	68,338	44,080	52,341	53,397	44,766
American Legion	67.5	68.5	65.2	63,567	65,129	58,893	39,183	48,681	31,760
American Rifleman	51.6	51.8	50.5	72,182	72,082	72,659	51,799	54,457	40,199
American Way	48.2	48.2	48.2	127,810	139,002	117,626	73,569	95,694	58,378
Architectural Digest	55.6	51.8	57.3	113,050	97,253	125,092	60,021	67,471	56,649
Arthritis Today	63.8	65.3	63.2	46,294	56,618	43,885	30,765	50,330	25,961
The Atlantic	57.5	53.8	60.7	119,349	118,007	121,525	67,575	68,598	65,814
Automobile	51.8	52.0	49.5	68,286	70,984	63,315	39,872	43,548	30,829
Autoweek	46.6	46.9	45.2	81,294	83,427	67,224	45,144	45,930	42,286
Bassmaster	47.6	47.7	46.8	61,307	65,624	39,072	43,913	45,555	26,672
Better Homes & Gardens	53.8	52.9	54.1	67,460	69,690	66,566	37,490	49,342	34,139
Bicycling <=	51.1	49.8	55.6	80,343	88,348	68,442	53,089	76,815	22,255
Birds & Blooms	64.1	66.4	62.8	53,831	62,253	51,651	33,718	49,658	30,518
Black Enterprise ~	51.6	48.6	54.7	60,428	62,142	57,914	37,225	46,248	32,300
Bloomberg Businessweek	49.7	49.4	50.4	121,732	118,183	132,144	67,239	64,528	71,954
Boating	54.2	55.6	50.8	60,472	58,323	66,262	49,144	57,365	42,409
Bon Appetit	50.5	49.7	50.9	98,050	106,706	94,693	48,336	68,665	39,026
Bonnier Magazine Network (Gr)	49.1	49.9	45.9	70,392	72,952	57,386	48,426	51,812	31,564
Bonnier Marine and Aviation (Gr)	53.2	54.4	47.0	71,806	70,192	85,789	56,436	60,907	43,745
Bonnier Outdoor Group (Gr)	48.3	49.2	44.4	64,803	69,985	50,013	46,774	49,848	24,392
Boys Life	45.1	48.3	41.4	109,652	116,125	98,360	56,399	75,790	41,803
Bridal Guide	37.7	40.7	37.0	63,306	88,429	60,274	33,729	67,700	31,968
Brides	38.4	39.5	38.1	63,386	74,505	61,160	32,584	52,619	31,415
Car and Driver	46.8	47.1	44.2	83,073	82,771	86,994	54,136	56,099	40,953
Car Craft	50.3	50.7	46.7	58,297	58,773	43,621	43,917	44,355	23,076
Chicago Tribune (Sunday)	52.7	53.9	51.6	80,698	83,814	76,572	45,348	56,205	34,798
Cigar Aficionado	42.8	41.3	49.2	115,226	110,721	123,736	55,781	62,078	38,896
Coastal Living	55.4	52.1	55.9	90,107	103,336	85,620	48,386	81,419	40,428
Conde Nast Package (Gr)	44.9	45.9	44.3	82,551	92,383	78,103	42,700	56,658	36,952
Conde Nast Traveler	54.6	53.2	55.6	101,456	102,288	100,570	63,534	70,500	53,849
Consumer Reports	63.7	62.1	65.4	84,174	89,298	75,118	58,740	67,462	42,728
Cooking Light	54.8	53.7	54.9	83,150	99,406	80,227	42,046	60,949	39,667
Cooking with Paula Deen	51.3	46.0	52.6	50,887	57,830	49,670	31,042	51,595	29,372
Cosmopolitan	36.2	35.8	36.3	67,339	79,891	64,772	34,877	47,236	32,709
Costco Connection &	49.9	50.4	49.5	109,545	113,879	105,728	56,986	70,229	46,964
Country	55.8	57.9	55.1	51,919	62,023	46,427	30,590	46,239	26,617
Country Living	53.4	54.2	53.2	64,090	69,788	61,829	34,502	45,510	31,803
Country Sampler	55.4	61.9	54.4	60,675	70,007	55,499	31,707	42,569	28,938
Delta Sky Magazine	46.5	48.7	43.8	130,636	139,111	123,121	76,050	98,772	50,431
Diabetes Forecast	60.2	60.0	60.3	49,864	58,108	32,837	34,947	51,295	24,885
Diabetes Self-Management	59.1	59.3	59.0	39,241	46,143	34,252	31,831	43,682	27,528
Discover	45.5	45.2	45.9	56,155	63,144	47,516	34,152	39,019	25,930
Ducks Unlimited	43.7	44.3	42.9	84,358	90,741	64,165	54,153	57,566	31,650
EatingWell	53.6	53.3	53.7	64,260	61,941	64,985	38,266	53,684	35,403
Ebony	48.4	49.3	47.7	53,082	61,500	46,950	35,336	44,702	32,410
The Economist	50.3	50.3	50.1	125,977	130,593	114,848	82,244	86,629	70,341
Elle	39.5	38.2	39.7	71,324	90,507	69,503	34,652	54,682	33,885
Elle Decor	51.7	64.7	50.0	69,320	78,781	67,408	36,825	58,169	35,408
Entertainment Weekly	45.0	43.6	46.1	72,254	74,154	69,781	43,130	52,292	35,383
Entrepreneur	44.3	43.5	46.1	86,117	104,910	58,719	56,676	64,848	46,586
ESPN The Magazine >	37.1	37.9	34.9	68,612	73,916	53,248	40,287	42,584	29,931
Esquire	47.3	44.9	51.5	73,060	87,100	56,432	47,117	55,012	32,391
Essence	47.8	50.2	46.9	52,804	61,079	49,005	36,143	45,318	33,846
Family Circle	61.1	62.2	61.0	63,871	60,970	64,358	35,092	54,557	34,242
The Family Handyman	56.2	54.3	58.7	74,983	77,419	67,896	48,681	54,194	33,920
Field & Stream >	48.6	49.6	41.6	67,794	71,105	56,116	47,499	50,316	30,179
First For Women	54.5	37.4	54.6	61,386	29,104	62,881	36,810	29,043	37,267
Food & Wine	48.4	47.4	49.1	86,790	107,241	74,845	44,642	53,667	38,364
Food Network Magazine	43.8	39.0	45.5	71,957	73,460	71,078	34,920	43,581	32,633
Forbes <	42.1	43.1	40.5	89,383	91,831	84,737	47,899	52,412	38,277
Fortune	46.3	46.8	45.3	95,951	100,206	85,251	67,488	74,403	49,537
Four Wheeler Group (Gr)	39.4	39.0	44.0	65,840	65,355	71,889	43,675	44,851	19,975
Game & Fish ^	48.6	48.7	48.2	54,550	54,605	54,248	40,690	43,556	21,546
Game Informer	31.5	29.9	38.6	69,733	71,468	65,080	34,422	35,558	28,871
Glamour	43.9	45.5	43.8	68,421	63,718	68,685	38,253	45,007	37,795
Golf Digest	52.0	52.3	49.8	104,538	104,682	104,056	64,304	64,764	62,540
Golf Magazine	53.1	54.5	46.3	97,088	95,622	102,566	66,100	74,373	39,250
Golfweek	52.6	51.0	61.2	93,959	89,592	118,328	67,734	70,472	63,860
Good Housekeeping	58.3	56.2	58.5	66,360	70,925	65,572	35,189	55,866	33,282
GQ (Gentlemen's Quarterly)	36.7	37.8	33.5	81,264	79,468	84,218	39,190	45,171	28,534
Guideposts	61.8	59.3	62.3	60,528	78,011	55,219	37,689	87,751	31,806
Guns & Ammo	42.0	42.4	39.0	70,669	73,889	53,895	45,832	50,509	24,539
Harper's Bazaar	49.9	44.7	50.7	70,199	68,289	71,068	41,239	55,061	39,255
Health	51.6	51.2	51.7	64,297	65,620	63,237	35,259	43,600	33,794
Hearst Design Group (Gr)	59.2	64.3	58.7	71,497	72,785	71,221	38,414	51,947	36,799
Hearst Magazine Group (Gr)	49.9	47.2	51.2	71,390	78,890	68,120	39,406	53,047	34,097
Hearst Men's Group (Gr)	46.9	46.8	47.8	82,845	83,419	78,500	53,277	56,570	34,254
HGTV Magazine	45.6	42.3	47.4	85,624	84,698	86,229	39,993	51,911	37,388
Hot Rod	47.2	47.5	40.8	64,693	65,118	60,600	45,462	47,513	19,523
House Beautiful	60.8	64.4	60.6	67,804	70,211	67,222	36,392	39,928	34,574
Hunting	49.6	49.6	49.8	56,753	60,676	38,508	48,225	51,659	22,293
In-Fisherman	49.3	49.1	52.0	65,511	69,222	30,499	45,793	48,630	12,485
In Style	45.6	44.6	45.8	81,847	67,360	83,809	42,383	52,668	41,691
In Touch	39.4	40.2	39.3	70,086	79,133	68,875	38,482	56,611	35,539
Inc. &	45.6	44.9	47.4	109,348	125,098	79,796	81,289	93,180	52,941
Kiplinger's Personal Finance	59.0	58.4	60.8	104,404	112,676	85,558	84,028	92,965	64,254
Life & Style Weekly	38.1	37.3	38.4	65,435	66,767	64,190	35,280	41,206	34,253

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GfK MRI Fall 2018 Technical Guide

MEDIAN AGE, HOUSEHOLD INCOME AND INDIVIDUAL EMPLOYMENT INCOME

	MEDIAN AGE			MEDIAN HOUSEHOLD INCOME			MEDIAN INDIVIDUAL EMPLOYMENT INCOME		
	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN
Total U.S.	47.3	46.4	48.1	71,499	75,553	67,628	43,538	50,312	35,922
Los Angeles Times (Sunday)	56.9	49.3	58.5	97,634	94,387	99,694	44,925	36,485	65,907
The Magnolia Journal	48.2	41.3	49.5	110,649	111,383	110,503	44,647	77,986	41,550
Marie Claire	44.7	43.4	44.9	78,615	101,473	76,263	37,001	68,050	33,880
Martha Stewart Living	55.7	54.3	55.8	87,346	95,750	86,790	36,040	62,964	33,802
Maxim ~&	39.9	40.3	37.3	67,337	70,777	42,140	49,521	52,712	32,383
Men's Health	44.5	44.0	46.4	87,473	87,114	89,166	56,116	60,495	34,948
Midwest Living	57.3	57.9	57.0	63,265	59,455	64,926	36,511	33,414	36,983
Money	54.0	53.5	55.2	99,459	106,032	85,891	58,698	65,725	51,736
Mother Earth News	54.4	51.5	55.5	63,357	77,613	50,711	43,392	54,590	33,023
Motor Trend	46.5	46.1	50.7	78,647	79,022	64,411	54,464	56,209	31,693
Motorcyclist	47.1	46.5	52.7	72,296	77,245	50,908	48,070	49,410	25,659
Muscle & Fitness	39.6	39.2	43.9	69,848	73,192	54,706	46,193	50,772	27,698
National Enquirer	51.1	49.3	52.1	59,114	59,249	59,040	35,330	49,884	31,394
National Geographic	47.1	45.9	48.6	69,924	72,150	66,589	42,901	47,370	34,200
National Geographic Kids	38.4	39.0	38.1	78,114	91,983	73,303	43,407	56,407	34,812
National Geographic Traveler	45.0	43.7	46.3	70,819	73,642	67,245	40,000	47,126	31,226
National Wildlife	42.8	42.0	43.6	56,799	64,817	46,632	32,821	39,979	25,090
New York Magazine	48.8	48.4	49.2	94,700	95,886	92,936	57,467	65,450	49,663
New York Times (Daily)	56.4	55.5	56.9	108,951	117,191	97,871	55,962	67,157	44,527
New York Times (Sunday)	54.0	55.2	53.3	98,964	101,166	97,214	57,506	71,532	44,683
The New Yorker	55.7	56.2	55.3	103,859	103,519	104,204	54,011	62,163	49,699
O, The Oprah Magazine	52.8	51.6	52.9	77,792	71,732	79,228	41,023	49,691	39,580
OK!	37.0	37.6	36.9	73,932	110,440	69,635	34,333	43,860	33,601
Outdoor Life >^	47.9	48.5	46.8	60,388	68,344	40,951	45,708	49,334	20,265
Outdoor Sportsman Trophy Group (Gr)	46.8	46.8	46.4	63,553	66,764	48,980	45,068	48,967	23,077
Outside	43.7	43.6	44.1	74,271	71,543	86,127	54,198	61,076	34,359
Parade Carrier Newspapers =	58.4	57.6	59.3	72,090	77,590	67,759	43,962	51,426	36,624
Parents	39.5	42.4	38.9	61,088	88,408	56,292	34,740	49,405	32,463
Parents Latina	42.2	45.9	41.1	44,361	78,823	43,015	33,510	60,720	28,381
People	49.1	50.3	48.6	72,857	73,898	72,450	39,137	49,981	36,459
People en Espanol	44.4	46.8	43.4	44,723	46,529	44,214	25,785	27,790	22,790
Playboy	38.5	41.9	32.9	48,023	52,504	37,712	31,084	34,632	25,511
Popular Mechanics	49.3	49.4	49.0	74,599	74,582	67,771	47,772	49,023	40,091
Popular Science ^^	48.0	48.5	46.3	77,925	78,860	73,652	48,979	51,105	34,520
Prevention	58.6	59.6	58.6	71,396	78,639	70,094	35,203	34,281	35,243
Psychology Today	46.2	47.2	44.8	86,264	79,042	90,829	43,330	53,898	37,269
Rachael Ray Every Day	51.9	49.2	52.6	64,579	68,293	61,758	41,067	48,557	38,301
Reader's Digest	58.6	57.1	59.3	66,158	71,303	62,258	43,240	54,153	35,768
Real Simple	51.2	43.2	52.1	110,245	104,413	110,800	49,444	63,140	49,011
Redbook	58.3	55.1	58.4	69,491	62,614	71,597	34,010	46,133	33,784
Reminisce	66.0	71.7	63.7	60,711	54,783	65,503	35,581	41,658	32,806
Road & Track	50.2	49.7	58.3	93,972	93,449	122,370	63,988	64,311	24,667
Rolling Stone %	36.9	37.3	36.2	66,612	68,890	61,780	36,121	40,610	32,763
Runner's World +>	41.1	46.4	37.7	117,179	115,653	118,580	54,644	63,223	50,398
Salt Water Sportsman	50.0	51.0	30.9	68,867	68,740	76,877	52,158	54,682	19,493
The Saturday Evening Post	64.8	60.9	65.7	48,682	57,117	44,456	35,357	37,659	33,889
Scientific American	54.8	53.0	58.4	81,533	80,023	82,886	54,923	58,440	47,429
Seventeen %-	30.3	31.1	30.2	56,581	67,785	53,315	24,046	32,351	23,416
Shape	43.9	46.0	43.5	104,264	85,264	108,602	47,962	55,938	47,031
Ski	45.3	49.3	40.9	89,983	119,520	53,457	53,018	65,003	36,840
Smithsonian	59.9	57.9	62.2	78,652	77,484	80,548	52,225	55,376	49,442
Southern Living	53.7	53.7	54.6	70,216	76,744	67,781	40,647	55,125	36,286
Southwest: The Magazine	47.2	46.4	48.4	115,320	127,672	96,886	72,800	90,630	48,333
Sports Illustrated &&	43.4	43.3	43.9	72,557	72,873	71,179	44,816	45,710	40,490
Star	45.8	45.6	45.9	62,579	64,489	61,945	31,383	36,215	29,636
Street Rodder	47.2	47.3	46.6	53,414	55,145	20,384	39,345	41,117	15,725
Sunset	58.5	58.8	58.5	104,801	93,115	108,510	47,831	60,774	46,072
Taste of Home	53.5	54.3	53.4	68,020	72,559	67,046	35,346	42,560	34,288
Tennis	53.5	52.9	55.1	95,178	107,485	78,002	58,309	80,224	27,067
Texas Monthly	49.2	49.1	49.2	88,323	85,724	93,160	54,571	70,713	39,213
This Old House	55.0	52.9	57.0	69,255	72,688	65,004	46,695	57,334	33,079
Time	48.1	46.7	49.5	73,204	79,291	66,667	42,338	53,580	33,978
Town & Country	53.1	53.2	53.0	68,808	68,791	68,827	37,973	41,298	34,117
Traditional Home	52.7	46.9	54.2	85,494	87,988	83,958	40,935	54,052	36,459
Travel + Leisure	54.5	53.6	54.9	107,473	106,217	108,320	55,153	68,538	48,808
tronic Newspapers Daily	56.9	55.5	60.0	85,182	90,106	79,677	45,781	61,195	36,018
tronic Newspapers Sunday	57.4	57.1	58.0	85,597	85,604	85,591	47,211	59,352	39,619
Trusted Media Brands,Inc. Grp. (Gr)	57.8	57.9	57.8	64,075	69,756	60,912	38,580	51,941	33,274
TV Guide Magazine ^%	52.8	50.6	54.4	55,931	67,903	43,909	35,112	44,555	30,022
United Hemispheres	48.0	48.7	47.3	143,814	157,042	133,435	82,700	95,582	58,709
Us Weekly	39.3	40.0	39.1	80,299	73,365	82,323	39,488	41,496	39,052
USA Today	52.1	52.3	51.8	90,925	98,315	72,393	49,132	55,343	29,804
USA Today Exp. Weekday Carrier =	61.6	58.6	64.6	74,257	87,629	57,156	40,517	50,623	34,165
USA Today Exp. Weekend Carrier =	58.4	59.7	55.9	81,750	86,941	71,842	41,924	50,003	35,487
USA Today Exp. Weekday (Gannett) =	62.5	59.4	64.1	73,808	82,553	62,279	39,907	47,181	35,818
USA Today Exp. Weekend (Gannett) =	58.0	60.0	55.3	80,052	83,011	73,557	41,580	49,635	35,487
Vanity Fair	44.8	45.4	44.5	82,328	101,395	78,761	38,933	70,594	34,617
Veranda	63.1	63.9	62.8	119,709	88,557	123,655	57,537	83,474	52,871
VFW Magazine	62.7	66.1	67.1	60,680	62,935	57,851	43,201	47,117	22,455
Vogue	38.1	37.5	38.4	68,411	67,352	68,625	33,737	36,802	33,269
Wall Street Journal	53.3	52.8	54.3	121,218	126,964	111,865	71,076	89,982	61,695
Washington Post (Sunday)	53.6	54.3	52.0	120,229	117,014	123,114	64,890	67,892	59,432
WebMD Magazine	52.2	51.8	52.4	70,940	77,066	68,344	45,560	55,643	37,715
Weight Watchers	51.2	42.3	52.6	69,742	73,562	68,268	36,376	46,116	34,318
Wine Spectator	52.3	51.0	53.5	132,929	137,909	126,048	58,644	82,436	47,112
Wired	41.8	40.6	46.4	98,859	98,754	99,319	63,161	66,063	49,115
Woman's Day	58.8	59.0	58.8	63,762	66,482	63,325	34,977	37,895	34,628
Woman's World	57.1	60.3	56.9	56,277	59,693	65,867	30,202	50,479	29,548
Women's Health	46.9	39.9	48.0	63,151	80,820	61,804	38,288	70,222	36,347
Yankee	58.6	58.9	58.2	85,470	106,580	69,828	46,614	66,572	35,706
Yoga Journal	45.5	46.2	45.4	74,012	80,949	73,130	34,400	69,263	32,186

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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)
AARP The Magazine	3538	32407	1522	13680	2016	18727	3451	31430	1489	13283	1962	18147
Allrecipes Magazine	308	3015	60	539	248	2476	216	2190	43	418	173	1772
Allure	129	1361	13	97	116	1264	129	1395	9	72	120	1323
American Hunter	158	2029	141	1718	17	311	123	1497	109	1193	14	304
American Legion	261	2680	176	1665	85	1014	241	2473	166	1527	75	946
American Rifleman	334	3334	291	2811	43	523	274	2871	238	2387	36	485
American Way	7	127	1	13	6	114	-	-	-	-	-	-
Architectural Digest	159	1317	64	467	95	850	148	1216	63	510	85	705
Arthritis Today	150	1476	40	411	110	1065	126	1233	35	355	91	878
The Atlantic	119	946	70	520	49	426	116	908	64	439	52	469
Automobile	101	1050	86	873	15	177	59	487	50	404	9	83
Autoweek	54	618	44	530	10	88	43	436	36	380	7	55
Bassmaster	99	1235	86	987	13	248	65	832	57	694	8	138
Better Homes & Gardens	1341	13570	263	2553	1078	11017	1169	11788	231	2229	938	9559
Bicycling <-	47	348	31	247	16	102	51	444	37	359	14	85
Birds & Blooms	292	3111	80	837	212	2274	193	2079	59	627	134	1452
Black Enterprise ~	82	751	36	285	46	466	74	673	30	254	44	419
Bloomberg Businessweek	95	616	60	448	25	168	81	579	58	415	23	164
Boating	78	790	63	632	15	158	33	233	26	170	7	63
Bon Appetit	376	3336	116	926	260	2410	305	2765	100	778	205	1987
Bonnier Magazine Network (Gr)	930	9780	717	7361	213	2419	584	5903	430	4158	154	1745
Bonnier Marine and Aviation (Gr)	220	2072	183	1667	37	406	109	744	90	577	19	167
Bonnier Outdoor Group (Gr)	384	4457	290	3269	94	1188	275	3271	192	2193	83	1078
Boys' Life	127	1277	81	701	46	577	118	1127	74	593	44	535
Bridal Guide	98	1061	13	126	85	934	28	179	5	33	23	146
Brides	130	1466	17	131	113	1334	55	463	5	55	50	409
Car and Driver	236	2127	207	1852	29	274	175	1866	144	1574	31	292
Car Craft	56	689	48	625	8	64	35	201	32	189	3	13
Chicago Tribune (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
Cigar Aficionado	72	675	51	429	21	247	51	476	39	317	12	159
Coastal Living	211	1913	63	562	148	1351	141	1262	47	422	94	840
Conde Nast Package (Gr)	2716	24606	1019	7965	1697	16641	2262	20398	920	7400	1342	12997
Conde Nast Traveler	131	987	69	442	62	545	129	1024	67	438	62	586
Consumer Reports	816	6641	456	3291	360	3350	749	6113	427	3078	322	3035
Cooking Light	464	4301	83	667	381	3634	306	3021	70	604	236	2417
Cooking with Paula Deen	100	1274	13	183	87	1091	27	233	4	27	23	206
Cosmopolitan	424	4484	66	649	358	3834	383	3940	56	565	327	3375
Costco Connection &~	2548	23553	1171	9770	1377	13784	2512	23294	1162	9770	1350	13524
Country	143	1883	29	399	114	1484	89	992	23	274	66	718
Country Living	463	4944	105	1055	358	3889	246	2482	63	628	183	1854
Country Sampler	72	839	8	132	64	707	55	527	10	123	45	403
Delta Sky Magazine	13	115	5	20	8	95	-	-	-	-	-	-
Diabetes Forecast	131	1216	52	458	79	758	96	1020	39	409	57	611
Diabetes Self-Management	176	1714	54	507	122	1207	87	819	30	310	57	509
Discover	163	1541	79	750	84	791	76	561	38	299	38	262
Ducks Unlimited	129	1443	99	1004	30	439	97	1115	76	765	21	350
EatingWell	202	2061	42	303	160	1759	155	1581	38	313	117	1269
Ebony	273	2441	90	797	183	1644	249	2365	83	778	166	1587
The Economist	144	1088	86	639	58	449	132	1024	79	595	53	428
Elle	140	1218	21	164	119	1054	126	1042	15	116	111	926
Elle Decor	80	545	15	92	65	453	73	452	12	73	61	379
Entertainment Weekly	214	2079	93	865	121	1214	226	2521	105	1013	121	1509
Entrepreneur	94	897	55	592	39	305	91	906	57	612	34	294
ESPN The Magazine >-	450	4680	327	3139	123	1541	356	3810	266	2648	100	1163
Esquire	86	894	68	543	28	351	79	863	54	512	25	351
Essence	323	2939	59	646	264	2293	215	1988	40	533	175	1455
Family Circle	490	4974	39	415	451	4559	412	4191	35	426	377	3766
The Family Handyman	270	2748	170	1625	100	1122	223	2379	139	1421	84	958
Field & Stream >-	225	2708	178	2044	47	664	149	1837	112	1309	37	527
First For Women	135	1749	3	21	132	1728	100	1055	2	17	98	1038
Food & Wine	357	3043	153	1194	204	1849	193	1832	76	722	117	1110
Food Network Magazine	508	5079	130	1371	378	3708	314	3322	84	998	230	2324
Forbes <-	221	2016	146	1287	75	729	182	1538	117	982	65	556
Fortune	108	843	74	601	34	242	113	881	82	655	31	227
Four Wheeler Group (Gr)	137	1623	111	1298	26	325	41	233	34	188	7	44
Game & Fish ^	116	1290	95	1014	21	276	64	762	53	551	11	211
Game Informer	704	8127	476	5712	228	2414	696	8032	477	5651	219	2381
Glamour	243	2752	17	163	226	2589	225	2511	12	146	213	2365
Golf Digest	255	2239	210	1763	45	475	244	2019	200	1595	44	425
Golf Magazine	205	1715	158	1291	47	424	197	1692	153	1310	44	382
Golfweek	77	713	55	495	22	218	32	219	22	149	10	69
Good Housekeeping	799	8326	101	956	698	7370	631	6495	88	749	543	5746
GQ (Gentlemen's Quarterly)	183	1598	130	1059	53	539	176	1665	127	1098	49	567
Guideposts	294	2833	60	523	234	2311	240	2271	54	435	186	1836
Guns & Ammo	309	3184	242	2409	67	775	91	659	69	480	22	178
Harper's Bazaar	89	787	22	187	67	599	66	469	13	94	53	375
Health	219	2048	52	507	167	1541	182	1691	39	360	143	1331
Hearst Design Group (Gr)	371	3158	65	418	306	2741	281	2230	55	347	226	1883
Hearst Magazine Group (Gr)	6553	64923	1789	16447	4764	48476	4907	49267	1402	13587	3505	35680
Hearst Men's Group (Gr)	1051	9608	857	7527	194	2080	872	8775	695	6740	177	2035
HQTV Magazine	421	4391	101	1107	320	3284	234	2530	59	748	175	1782
Hot Rod	173	1816	147	1560	26	256	80	667	67	561	13	106
House Beautiful	224	2018	32	192	192	1826	149	1273	28	166	121	1107
Hunting	125	1571	102	1180	23	390	43	341	35	246	8	96
In-Fisherman	103	981	91	809	12	172	35	293	30	228	5	66
In Style	239	2307	26	161	213	2146	197	1908	22	153	175	1754
In Touch	114	1232	26	273	88	959	55	357	12	74	43	283
Inc. ^&	50	325	31	207	19	119	53	328	32	186	21	143
Kiplinger's Personal Finance	106	865	72	642	34	223	101	823	68	617	33	207
Life & Style Weekly	49	523	8	78	41	445	21	144	4	23	17	122

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GfK MRI Fall 2018 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)
Los Angeles Times (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
The Magnolia Journal	249	2957	39	452	210	2505	135	1467	26	249	109	1218
Marie Claire	112	1024	10	98	102	926	94	834	5	82	89	752
Martha Stewart Living	289	2790	30	221	259	2570	250	2351	24	194	226	2156
Maxim ~&	56	457	47	400	9	57	59	545	53	513	6	32
Men's Health	383	3453	293	2476	90	977	324	3214	244	2287	80	926
Midwest Living	118	1084	31	280	87	804	104	980	28	263	76	717
Money	278	2475	172	1542	106	933	261	2338	159	1489	102	849
Mother Earth News	96	1114	43	496	53	619	74	750	32	354	42	396
Motor Trend	196	1798	171	1588	25	611	145	1468	120	1266	25	202
Motorcyclist	89	1034	66	724	23	310	25	198	20	150	5	48
Muscle & Fitness	127	1245	95	1002	32	242	52	358	41	278	11	80
National Enquirer	81	907	27	303	54	604	58	513	23	218	35	295
National Geographic	1148	11205	562	5307	586	5897	517	5474	248	2671	269	2803
National Geographic Kids	364	3720	120	1148	244	2572	139	1466	50	443	89	1024
National Geographic Traveler	293	2652	144	1255	149	1397	132	1111	66	610	66	501
National Wildlife	168	1649	74	782	94	867	98	846	49	441	49	404
New York Magazine	92	716	36	275	56	441	79	728	34	310	45	418
New York Times (Daily)	167	1082	90	558	77	524	152	1079	86	581	66	498
New York Times (Sunday)	325	2483	161	1081	164	1402	258	2133	136	980	122	1153
The New Yorker	301	2249	131	940	170	1309	250	1972	112	818	138	1154
O, The Oprah Magazine	490	4409	71	641	419	3769	392	3662	67	579	325	3083
OK!	55	672	8	58	47	614	48	422	8	56	40	365
Outdoor Life >^	159	1749	112	1225	47	525	126	1434	80	883	46	551
Outdoor Sportsman Trophy Group (Gr)	653	7025	530	5412	123	1613	233	2055	187	1505	46	550
Outside	84	768	50	433	34	334	74	630	44	322	30	308
Parade Carrier Newspapers =	3961	38088	1884	17448	2077	20640	-	-	-	-	-	-
Parents	291	3150	53	550	238	2600	244	2637	42	428	202	2209
Parents Latina	29	328	2	14	27	314	18	210	2	12	16	197
People	937	9438	258	2410	679	7028	582	6316	171	1766	411	4550
People en Espanol	163	1897	32	329	131	1568	85	903	14	191	71	712
Playboy	160	1693	117	1244	43	448	88	639	66	465	22	174
Popular Mechanics	228	2108	194	1741	34	367	198	1906	171	1565	27	341
Popular Science ^>	237	2216	178	1701	59	516	175	1690	128	1239	47	451
Prevention	211	2248	30	289	181	1958	100	913	21	162	79	751
Psychology Today	116	1027	32	308	84	720	74	485	21	154	53	332
Rachael Ray Every Day	280	2970	45	540	235	2430	221	2322	35	476	186	1845
Reader's Digest	820	7387	270	2338	550	5049	633	5865	213	1915	420	3951
Real Simple	349	3164	42	350	307	2814	298	2640	41	324	257	2316
Redbook	167	1669	12	96	155	1574	148	1583	10	130	138	1452
Reminisce	103	1167	43	462	60	705	91	1023	37	413	54	611
Road & Track	118	1025	105	914	13	111	96	926	82	801	14	126
Rolling Stone %	296	3131	184	1819	112	1312	241	2853	143	1646	98	1208
Runner's World +>	116	1148	51	440	65	708	99	1010	45	402	54	608
Salt Water Sportsman	75	729	67	625	8	104	30	165	26	148	4	17
The Saturday Evening Post	67	774	34	329	33	445	54	587	29	283	25	303
Scientific American	127	1141	76	614	51	527	81	571	48	305	33	266
Seventeen %-	174	2297	19	212	155	2085	149	1845	12	119	137	1726
Shape	200	1805	17	170	183	1635	202	1882	19	180	183	1703
Ski	49	506	29	262	20	244	40	414	21	199	19	215
Smithsonian	412	3405	208	1641	204	1763	380	3028	187	1383	193	1645
Southern Living	690	7473	166	1585	524	5888	485	5138	131	1283	354	3855
Southwest: The Magazine	23	241	8	89	15	152	-	-	-	-	-	-
Sports Illustrated &&	572	5474	444	4218	128	1256	-	-	-	-	-	-
Star	74	1009	23	428	71	881	489	806	28	198	61	608
Street Rodder	73	810	66	734	7	75	29	169	27	158	2	12
Sunset	231	2127	67	550	164	1578	210	1887	62	532	148	1356
Taste of Home	533	5698	86	895	447	4803	369	4083	73	797	296	3286
Tennis	66	627	35	255	31	372	62	599	34	249	28	349
Texas Monthly	114	1018	60	545	54	473	66	554	35	288	31	266
This Old House	269	2514	132	1090	137	1425	172	1676	82	774	90	901
Time	585	5458	320	2787	265	2670	556	5286	308	2736	248	2550
Town & Country	116	1165	33	330	83	836	85	931	26	311	59	620
Traditional Home	164	1506	35	252	129	1254	139	1246	29	213	110	1033
Travel + Leisure	239	1886	104	750	135	1136	211	1673	96	716	115	957
tronic Newspapers Daily	-	-	-	-	-	-	-	-	-	-	-	-
tronic Newspapers Sunday	-	-	-	-	-	-	-	-	-	-	-	-
Trusted Media Brands,Inc. Grp. (Gr)	2161	21993	678	6555	1483	15438	1598	16421	544	5445	1054	10976
TV Guide Magazine ^%	520	5468	221	2356	299	3112	275	2661	106	1135	169	1525
United Hemispheres	7	82	2	8	5	74	-	-	-	-	-	-
Us Weekly	229	2378	46	436	183	1942	236	2590	44	411	192	2180
USA Today	60	507	35	247	25	260	63	573	38	335	25	239
USA Today Exp. Weekday Carrier =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekend Carrier =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekday (Gannett) =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekend (Gannett) =	-	-	-	-	-	-	-	-	-	-	-	-
Vanity Fair	274	2392	80	541	194	1851	228	1958	73	552	155	1406
Veranda	67	595	18	133	49	462	59	505	15	107	44	398
VFW Magazine	186	1857	130	1276	56	581	167	1636	120	1096	47	540
Vogue	343	3258	60	490	283	2768	187	1877	36	310	151	1567
Wall Street Journal	160	1210	96	670	64	539	165	1321	105	757	60	564
Washington Post (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
WebMD Magazine	139	1401	45	426	94	975	83	760	31	293	52	467
Weight Watchers	295	3030	59	540	236	2490	173	1842	37	391	136	1452
Wine Spectator	146	1197	67	499	79	698	109	752	54	332	55	420
Wired	151	1323	102	885	49	438	149	1280	107	969	42	311
Woman's Day	559	5833	33	398	526	5436	420	4659	25	277	395	4382
Woman's World	221	2329	20	190	201	2138	130	1091	13	105	117	986
Women's Health	295	2786	31	263	264	2522	216	2101	26	181	190	1920
Yankee	93	719	39	287	54	432	71	615	30	225	41	390
Yoga Journal	96	793	25	215	71	578	64	466	17	138	47	328

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Audiences (000) By Wave

	ADULTS		MEN		WOMEN	
	WAVE 78	WAVE 79	WAVE 78	WAVE 79	WAVE 78	WAVE 79
TOTAL	123702	124084	59717	59893	63985	64191
AARP The Magazine	19295	19177	8146	8054	11149	11123
Allrecipes Magazine	3102	2890	621	469	2481	2421
Allure	2287	2477	118	251	2169	2226
American Hunter	2163	1945	1863	1748	300	198
American Legion	1576	1634	1061	966	515	669
American Rifleman	2856	2837	2404	2502	452	335
American Way	1688	1381	824	756	864	625
Architctural Digest	1456	1101	677	463	779	639
Arthritis Today	2250	2100	776	517	1474	1582
The Atlantic	894	859	468	449	426	410
Automobile	1597	1057	1338	897	259	160
Autoweek	847	918	819	768	28	150
Bassmaster	2280	1489	1971	1312	308	177
Better Homes & Gardens	16429	15740	3256	3248	13173	12492
Bicycling +<	464	553	382	387	83	166
Birds & Blooms	2541	2507	706	492	1835	2016
Black Enterprise ~	886	1230	327	688	559	542
Bloomberg Businessweek	658	625	492	434	167	191
Boating	1180	1076	964	876	216	200
Bon Appetit	3259	3345	917	966	2342	2379
Bonnier Magazine Network (Gr)	15544	13152	12788	10465	2756	2687
Bonnier Marine and Aviation (Gr)	2944	2666	2483	2249	461	417
Bonnier Outdoor Group (Gr)	7263	5865	5825	4540	1438	1325
Boys Life	930	676	525	395	405	281
Bridal Guide	1415	1456	154	224	1261	1232
Brides	2268	2117	189	272	2079	1845
Car and Driver	3757	3893	3518	3644	239	249
Car Craft	1207	902	1184	813	23	89
Chicago Tribune (Sunday)	673	777	255	393	418	384
Cigar Aficionado	799	671	635	510	164	160
Coastal Living	2002	2461	683	676	1319	1784
Conde Nast Package (Gr)	32133	32084	10380	10002	21753	22082
Conde Nast Traveler	1380	1288	635	494	745	794
Consumer Reports	5202	4629	2765	2563	2437	2067
Cooking Light	3602	3933	589	558	3013	3375
Cooking with Paula Deen	1801	1411	339	261	1463	1150
Cosmopolitan	6568	6723	881	1208	5687	5515
Costco Connection &%	13619	13340	6149	5315	7470	8025
Country	2283	1864	617	618	1666	1246
Country Living	5982	6100	1444	1557	4537	4543
Country Sampler	997	1028	223	189	774	839
Delta Sky Magazine	3099	3199	1605	1501	1494	1698
Diabetes Forecast	2314	1946	903	643	1412	1303
Diabetes Self-Management	3208	2594	1238	840	1971	1754
Discover	2660	2587	1576	1411	1084	1176
Ducks Unlimited	1936	1145	1506	895	429	250
EatingWell	2553	3021	604	722	1948	2299
Ebony	3250	3369	1094	1235	2155	2134
The Economist	1091	1017	703	682	388	334
Elle	2194	1821	147	150	2047	1671
Elle Decor	910	817	84	138	826	679
Entertainment Weekly	4064	3957	1787	1580	2277	2378
Entrepreneur	1292	1216	917	793	376	424
ESPN The Magazine ->	6637	6427	5049	4874	1589	1552
Esquire	1316	1407	672	878	644	529
Essence	2968	3509	617	965	2351	2544
Family Circle	5773	5245	451	485	5322	4760
The Family Handyman	2540	2442	1754	1624	786	818
Field & Stream ->	4575	3416	3723	2778	851	638
First For Women	1605	1801	33	19	1572	1782
Food & Wine	3338	3274	1134	1361	2203	1913
Food Network Magazine	5825	6100	1488	1809	4337	4291
Forbes <	3339	3034	2080	2129	1259	906
Fortune	1308	996	973	718	335	278
Four Wheeler Group (Gr)	2398	2018	2176	1767	222	251
Game & Fish ^	1841	1795	1462	1503	379	292
Game Informer	5197	4968	3919	3516	1278	1452
Glamour	4095	4156	241	344	3853	3813
Golf Digest	2119	2342	1792	1849	326	493
Golf Magazine	1848	2029	1443	1527	405	502
Golfweek	944	789	699	638	245	151
Good Housekeeping	9197	8833	1067	1117	8130	7716
GQ (Gentlemen's Quarterly)	2884	2565	2099	1866	785	698
Guideposts	2355	2214	505	438	1849	1776
Guns & Ammo	4974	3891	4281	3206	693	685
Harper's Bazaar	1416	1234	223	168	1194	1066
Health	3857	4029	1204	1126	2654	2903
Hearst Design Group (Gr)	3998	3754	440	456	3558	3298
Hearst Magazine Group (Gr)	86178	83401	24520	24056	61658	59345
Hearst Men's Group (Gr)	15270	14306	13257	12197	2013	2109
HGTV Magazine	5070	4988	1385	1414	3685	3574
Hot Rod	2596	2509	2432	2295	164	214
House Beautiful	2562	2452	255	259	2307	2192
Hunting	2230	1786	1843	1491	387	295
In-Fisherman	1472	1622	1287	1410	185	212
In Style	3631	3465	375	342	3256	3123
In Touch	2359	2516	395	285	1964	2231
Inc. ^&	549	351	420	200	130	151
Kiplinger's Personal Finance	738	692	544	491	194	211
Life & Style Weekly	1494	1551	329	391	1165	1160

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	ADULTS		MEN		WOMEN	
	WAVE 78	WAVE 79	WAVE 78	WAVE 79	WAVE 78	WAVE 79
TOTAL	123702	124084	59717	59893	63985	64191
Los Angeles Times (Sunday)	715	777	303	437	412	340
The Magnolia Journal	2448	3067	311	471	2137	2596
Marie Claire	1429	1522	195	88	1234	1435
Martha Stewart Living	3775	3241	327	392	3448	2849
Maxim ~&	1299	1135	1150	917	149	218
Men's Health	5434	4848	4628	3846	807	1002
Midwest Living	1231	1262	401	226	830	1036
Money	2620	2209	1672	1516	948	693
Mother Earth News	1264	1143	495	635	769	508
Motor Trend	3138	3152	2958	2953	180	198
Motorcyclist	1559	1383	1320	1151	239	232
Muscle & Fitness	2544	2042	1978	1544	566	498
National Enquirer	2651	2468	1135	851	1516	1617
National Geographic	15606	13767	8991	7388	6615	6379
National Geographic Kids	3117	3324	808	855	2309	2469
National Geographic Traveler	4879	4785	2792	2121	2087	2664
National Wildlife	2876	2942	1911	1617	965	1325
New York Magazine	1152	1379	455	631	697	748
New York Times (Daily)	1101	1215	489	723	612	492
New York Times (Sunday)	2189	2074	955	983	1234	1090
The New Yorker	2040	2220	1031	900	1009	1320
O, The Oprah Magazine	5396	4628	674	837	4722	3791
OK!	1773	1745	349	175	1423	1571
Outdoor Life >^	2688	2449	2101	1762	587	687
Outdoor Sportsman Trophy Group (Gr)	10517	9095	8873	7609	1645	1485
Outside	1167	1128	762	719	405	410
Parade Carrier Newspapers =	21898	19858	10258	9002	11640	10856
Parents	4305	4028	662	690	3643	3339
Parents Latina	598	715	105	94	493	621
People	17811	16782	5457	4523	12354	12259
People en Espanol	3134	3197	1030	962	2105	2234
Playboy	1625	1540	1169	1146	456	394
Popular Mechanics ^	3301	3038	3035	2788	266	249
Popular Science ^^	3778	3237	3161	2524	618	713
Prevention	2427	2589	453	354	1974	2235
Psychology Today	1688	1743	703	643	985	1100
Rachael Ray Every Day	2751	2756	459	499	2292	2257
Reader's Digest	8312	8007	3158	2864	5154	5144
Real Simple	3581	2534	323	325	3258	2209
Redbook	2488	1938	256	101	2232	1837
Reminisce	743	954	341	232	402	722
Road & Track	1462	1120	1404	1041	58	80
Rolling Stone %	5017	4875	3034	2773	1984	2102
Runner's World +>	1143	897	388	463	756	434
Salt Water Sportsman	1004	797	956	705	47	93
The Saturday Evening Post	820	852	372	308	447	544
Scientific American	1216	1217	738	739	478	478
Seventeen %-	3068	3436	451	347	2617	3089
Shape	1964	2191	177	267	1786	1924
Ski	381	624	254	242	127	382
Smithsonian	3530	3005	2010	1390	1519	1614
Southern Living	7856	7890	1699	1711	6166	6180
Southwest: The Magazine	3079	3036	1568	1553	1512	1483
Sports Illustrated &&	8053	6964	6332	5581	1721	1383
Star	2321	2584	590	574	1731	2010
Street Rodder	1286	1151	1164	1103	123	48
Sunset	1703	2176	463	577	1240	1598
Taste of Home	5792	5460	945	643	4847	4817
Tennis	500	584	183	340	317	244
Texas Monthly	1236	1079	625	608	611	471
This Old House	3113	2658	1549	1482	1564	1175
Time	8428	7079	4514	3782	3915	3298
Town & Country	1659	1876	522	581	1137	1296
Traditional Home	1905	1947	523	384	1382	1563
Travel + Leisure	2961	2481	1446	969	1515	1512
tronic Newspapers Daily	1510	1267	683	708	827	559
tronic Newspapers Sunday	2256	1858	940	927	1316	931
Trusted Media Brands,Inc. Grp. (Gr)	22211	21234	7521	6472	14690	14762
TV Guide Magazine ~%	5279	4308	2031	1875	3249	2433
United Hemispheres	1389	1244	725	673	664	571
Us Weekly	4583	4864	943	921	3640	3943
USA Today	539	1190	366	700	173	489
USA Today Exp. Weekday Carrier =	1122	1107	658	482	464	625
USA Today Exp. Weekend Carrier =	1867	2040	1010	920	856	1120
USA Today Exp. Weekday (Gannett) =	1045	894	643	367	402	527
USA Today Exp. Weekend (Gannett) =	1758	1903	944	796	814	1107
Vanity Fair	3349	3537	856	659	2493	2878
Veranda	527	485	102	59	425	426
VFW Magazine	1388	1239	1037	749	351	490
Vogue	5338	5136	743	830	4595	4306
Wall Street Journal	1095	1274	674	751	421	523
Washington Post (Sunday)	648	599	357	232	292	367
WebMD Magazine	3960	4811	1353	1638	2607	3173
Weight Watchers	3322	3362	462	805	2860	2558
Wine Spectator	1404	947	644	411	760	537
Wired	1190	1360	970	997	220	363
Woman's Day	7366	7205	419	449	6948	6757
Woman's World	2585	2952	154	178	2430	2775
Women's Health	5217	4898	448	374	4769	4524
Yankee	884	710	361	285	523	425
Yoga Journal	953	862	233	200	720	662

+< Bicycling is now a bimonthly and was measured as a monthly in Waves 78 and 79.
~ Black Enterprise is now a bimonthly, but it was measured as a monthly in Wave 78.
& Costco Connection was measured as The Costco Connection in Waves 78 and 79.
> ESPN The Magazine is now a triweekly and was measured as a biweekly in Wave 78.
-> Field & Stream is now a bimonthly and was measured as a monthly in Waves 78 and 79.
< Forbes is now a monthly and was measured as a triweekly in Wave 78.
^ Prior to Wave 78, Game & Fish was measured as two separate, but related titles (Game & Fish and Sportsman) whose circulations were reported as a single publication. Sportsman circulation is currently limited to Texas only and Sportsman readership is no longer included in the audience estimate beginning with Wave 78. Additionally, issues from Texas are not included in listed circulation.
% Inc. is now a bimonthly and was measured as a monthly in Waves 78 and 79.
~& Maxim is now a bimonthly and was measured as a monthly in Waves 78 and 79.
> Outdoor Life is now a quarterly and was measured as a monthly in Waves 78 and 79.
^^ Popular Science is now a quarterly and was measured as a bimonthly in Waves 78 and 79.
% Rolling Stone is now a monthly and was measured as a biweekly in Waves 78 and 79.
+> Runner's World is now a bimonthly and was measured as a monthly in Waves 78 and 79.
%- Seventeen is now a quarterly and was measured as a bimonthly in Waves 78 and 79.
&& Sports Illustrated is now a biweekly and was measured as a weekly in Waves 78 and 79.
~% TV Guide Magazine was measured as TV Guide in Wave 78.
= Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

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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.	23816	247786	11862	119610	11954	128176	10312	102774	6431	61715
Men	11862	119610	11862	119610	-	-	-	-	3251	30049
Women	11954	128176	-	-	11954	128176	10312	102774	3180	31666
Male Principal Shoppers	5916	52845	5916	52845	-	-	-	-	1541	13275
Female Principal Shoppers	10312	102774	-	-	10312	102774	10312	102774	2746	26022
Working Women	6813	70994	-	-	6813	70994	5862	57038	3180	31666
Parent	7164	73543	3343	33199	3821	40344	3399	34825	2682	25635
Graduated College	8563	77932	4315	36662	4248	41270	3711	34357	4436	41037
Attended College	7922	70912	3738	32682	4184	38230	3599	30154	1522	14145
Graduated High School	5257	71546	2709	36269	2548	35276	2216	28566	411	5623
Did Not Graduate High School	2074	27396	1100	13997	974	13399	786	9698	62	910
Age 18-24	1928	29586	1108	14905	820	14681	460	6535	317	4526
25-34	3908	44467	1956	22177	1952	22290	1684	18524	1287	14235
35-44	4111	40296	2040	19815	2071	20481	1834	17641	1625	15396
45-54	4104	42301	2096	20655	2008	21645	1797	18696	1567	14442
55-64	4242	41563	2077	19816	2165	21748	1946	18822	1174	10054
65 or Over	5523	49573	2585	22243	2938	27331	2591	22556	461	3062
18-34	5836	74053	3064	37082	2772	36971	2144	25059	1604	18762
18-49	11947	135140	6152	67050	5795	68090	4826	51833	4017	41411
25-54	12123	127063	6092	62647	6031	64416	5315	54861	4479	44074
Working Full Time	12226	122371	7150	70192	5076	52178	4406	42809	5582	53688
Part-time	2809	29623	1072	10807	1737	18816	1456	14228	849	8028
Not Employed	8781	95792	3640	38610	5141	57182	4450	45736	-	-
Professional	3651	36196	1679	15787	1972	20409	1695	16623	3651	36196
Mgmt./Bus./Finan. Ops.	2780	25519	1572	14262	1208	11257	1051	9399	2780	25519
Sales/Office Occhs.	2886	32488	1159	12638	1727	19850	1483	15527	-	-
Nat. Res./Constr./Maint.	1549	14216	1479	13466	70	750	60	608	-	-
Other Employed	4169	43575	2333	24847	1836	18728	1573	14880	-	-
H/D Income \$100,000 or More	7431	83962	4243	43040	3188	40922	2603	31442	3688	37852
\$75,000 - 99,999	2957	34186	1609	17144	1348	17042	1136	13602	988	10083
\$60,000 - 74,999	2395	24616	1220	12155	1175	12461	983	9629	574	4904
\$50,000 - 59,999	1834	18348	892	8974	942	9374	812	7445	350	2911
\$40,000 - 49,999	2338	19555	1097	9539	1241	10016	1080	8038	353	2210
\$30,000 - 39,999	2178	20035	993	9180	1185	10855	1068	9236	235	1780
\$20,000 - 29,999	2114	19311	826	8532	1288	10780	1162	9094	145	1040
Under \$20,000	2569	27773	982	11046	1587	16727	1468	14289	98	936
Census Region: North East	5294	44147	2573	21117	2721	23030	2363	18667	1569	12381
Midwest	4662	52196	2341	25321	2321	26874	2043	22460	1158	12177
South	8944	94063	4416	45090	4528	48973	3931	39451	2234	21007
West	4916	57380	2532	28082	2384	29299	1975	22196	1470	16150
County Size A	13099	104715	6553	50394	6546	54321	5586	41830	4058	31066
B	5733	73466	2801	35352	2932	38114	2559	31384	1423	17593
C	2802	36015	1410	17449	1392	18567	1207	15090	595	7638
D	2182	33590	1098	16415	1084	17174	960	14470	355	5418
Metropolitan CBSA	21505	212996	10713	102622	10792	110374	9292	87930	6059	56185
Micro-politan CBSA/Unassigned	2311	34790	1149	16988	1162	17802	1020	14844	372	5530
Never Married	6305	70688	3348	37554	2957	33134	2363	21825	1547	15300
Now Married	11552	131271	6357	65611	5195	65661	4397	55188	3788	39346
All Others	5959	45827	2157	16445	3802	29382	3552	25761	1096	7069
Household Size: 1 Person	5586	35776	2433	15956	3153	19820	3153	19820	1173	6791
2 Persons	7835	79126	4062	38601	3773	40525	3150	32960	1992	18866
3 or 4 Persons	7514	90598	3836	44565	3678	46034	2990	34988	2499	26454
5 or More Persons	2881	42286	1531	20488	1350	21798	1019	15006	767	9605
Children By Age: Any	8558	95243	4116	44150	4442	51093	3760	40196	2881	28355
Under 2 Years	1354	16778	680	7860	674	8918	552	7093	419	4778
2-5 Years	2921	33376	1397	15416	1524	17961	1304	14724	949	9187
6-11 Years	4158	44903	1949	20277	2209	24626	1892	19768	1384	13400
12-17 Years	4182	46623	2028	21783	2154	24840	1814	18929	1360	13412
White (inc. mult. class.)	17087	185491	8521	90011	8566	95480	7462	78039	4826	49413
Black (inc. mult. class.)	3315	32224	1583	14947	1732	17276	1522	13842	740	6640
Other (inc. mult. class.)	4215	35903	2148	17558	2067	18345	1674	13100	1046	6838
Spanish Speaking	3665	42767	1847	21183	1818	21584	1496	16089	779	7817
IEI \$50,000 or More	6879	64423	4469	40747	2410	23676	2088	19762	4310	39962
\$40,000 - 49,999	1760	18264	954	10033	806	8230	718	7048	691	6944
\$30,000 - 39,999	1940	20129	968	10112	972	10016	875	8597	549	5701
\$25,000 - 29,999	1028	10460	496	5339	532	5121	456	4028	211	2139
\$20,000 - 24,999	905	10083	385	4337	520	5746	445	4399	181	2026
\$10,000 - 19,999	1470	16154	559	6057	911	10098	771	7840	249	2316
Under \$10,000	1053	12481	391	4375	662	8107	509	5365	240	2627
Wage Earner Status: Sole	5799	41019	3056	23469	2743	17551	2606	16180	2409	16450
Primary	4565	51369	3077	33142	1488	18227	1218	14425	2078	22063
Secondary	4671	59606	2089	24389	2582	35217	2038	26433	1944	23202
Number of Children: 1	3473	39259	1696	18427	1777	20832	1485	15759	1127	11287
2	3167	33682	1499	15544	1668	18138	1424	14697	1192	11259
3 or More	1918	22301	921	10179	997	12122	851	9739	562	5809
Home Owned	15655	164609	7991	79705	7664	84904	6518	67328	4629	44815
Value of Home \$500,000+	3010	24007	1568	11368	1442	12639	1213	9704	1263	9613
\$200,000 - \$499,999	7368	75033	3796	35752	3572	39281	3009	30937	2418	23681
\$100,000 - \$199,999	3560	41545	1794	21052	1766	20493	1528	16360	806	9643
Under \$100,000	1717	24023	833	11533	884	12491	768	10326	142	1877

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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.	23816	247786	11862	119610	11954	128176	10312	102774	6431	61715
Life Cycle										
Respondent 18-34:										
One-Person Household	764	5138	462	3150	302	1988	302	1988	279	1929
Now Married, No Children	451	5904	256	3032	195	2872	163	2337	220	2758
Now Married, Youngest Under 6	1043	13563	476	5660	567	7903	497	6833	339	3958
Now Married, Youngest 6-17	226	2930	107	1344	119	1586	104	1437	61	693
Balance	3352	46517	1763	23895	1589	22622	1078	12465	705	9423
Respondent 35-49:										
One-Person Household	732	4644	406	2723	326	1921	326	1921	253	1461
Now Married, No Children	636	7832	326	3386	310	4446	264	3793	249	2874
Now Married, Youngest Under 6	1217	12360	714	6841	503	5519	422	4647	572	5420
Now Married, Youngest 6-11	1128	12176	607	6012	521	6164	447	5332	529	5357
Now Married, Youngest 12-17	712	8086	344	3628	368	4458	330	3966	307	3467
Balance	1686	15988	691	7377	995	8611	893	7116	503	4071
Respondent 50 or Older:										
One-Person Household	3906	24663	1472	9411	2434	15251	2434	15251	588	3096
Now Married, No Children	5102	56628	2832	28573	2270	28054	1886	22998	1127	11041
Now Married, With Children	1037	11792	695	7134	342	4658	284	3847	384	3778
Balance	1824	19564	711	7441	1113	12123	882	8845	315	2389

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SAMPLE ALLOCATION - TOP THIRTEEN MARKETS
UNWEIGHTED VS. WEIGHTED
PERCENTAGES

	UNWEIGHTED PERCENTAGE	WEIGHTED PERCENTAGE
	TOTAL	TOTAL
	-----	IN (000'S) -----
Base: Total	23816	247786
Market		

New York	9.62	6.82
Los Angeles	6.13	5.87
Chicago	6.05	3.02
Philadelphia	5.12	2.54
San Francisco	3.69	2.39
Boston	3.26	2.11
Houston	3.77	2.16
Washington D.C.	3.88	2.17
Atlanta	3.81	2.12
Dallas/Ft. Worth	3.87	2.38
Miami	2.63	2.06
Phoenix	1.87	1.68
San Antonio	0.96	0.83

Note: Phoenix and San Antonio percentaged off Wave 79 Only

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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	13.4%	12.5%	10.3%	11.5%
25-34	18.2%	18.5%	18.5%	17.4%
35-44	16.4%	16.6%	17.6%	16.0%
45-49	8.4%	8.5%	7.7%	8.3%
50-54	8.2%	8.8%	8.8%	8.6%
55-64	16.3%	16.6%	16.7%	17.0%
65+	19.1%	18.6%	20.4%	21.3%
	100.0%	100.0%	100.0%	100.0%
HHI				
Less than \$10,000	3.8%	3.7%	4.8%	5.2%
\$10,000-19,999	5.7%	5.6%	7.5%	7.8%
\$20,000-29,999	8.1%	7.1%	11.4%	8.4%
\$30,000-34,999	5.0%	3.8%	5.6%	4.3%
\$35,000-39,999	4.3%	3.9%	5.0%	4.2%
\$40,000-49,999	10.0%	8.0%	11.3%	7.8%
\$50,000-74,999	19.2%	17.7%	18.8%	17.0%
\$75,000-99, 999	13.6%	14.3%	12.0%	13.3%
\$100,000+	30.3%	36.0%	23.7%	31.9%
	100.0%	100.0%	100.0%	100.0%

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

GfK MRI Fall 2018 Technical Guide

Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Education				
Graduated College	28.2%	30.7%	28.5%	32.2%
Attended College	32.9%	27.3%	37.0%	29.8%
Graduated H.S.	27.1%	30.3%	23.9%	27.5%
Did Not Graduate H.S.	11.8%	11.7%	10.6%	10.5%
	100.0%	100.0%	100.0%	100.0%
New Census Occupation				
Not Employed	31.9%	32.3%	43.0%	44.6%
Professional and Related Occupations	11.5%	13.2%	14.5%	15.9%
Management, Business and Financial Operations	10.2%	11.9%	8.4%	8.8%
Sales and Office Occupations	9.4%	10.6%	15.0%	15.5%
Natural Resources, Construction and Maintenance	13.9%	11.3%	0.7%	0.6%
Other Employed	23.2%	20.8%	18.5%	14.6%
	100.0%	100.0%	100.0%	100.0%
Census Region				
North East	17.7%	17.7%	18.0%	18.0%
Midwest	21.2%	21.2%	21.0%	21.0%
South	37.7%	37.7%	38.1%	38.2%
West	23.5%	23.5%	22.9%	22.9%
	100.0%	100.0%	100.0%	100.0%

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

GfK MRI Fall 2018 Technical Guide

Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
County Size				
County Size A	41.9%	42.1%	41.8%	42.4%
County Size B	29.4%	29.6%	30.5%	29.7%
County Size C	15.5%	14.6%	14.6%	14.5%
County Size D	13.2%	13.7%	13.1%	13.4%
	100.0%	100.0%	100.0%	100.0%
Marital Status				
Never Married	32.9%	31.4%	26.5%	25.9%
Now Married	51.7%	54.9%	49.4%	51.2%
Other	15.4%	13.8%	24.1%	22.9%
	100.0%	100.0%	100.0%	100.0%
Household Size				
Household Size: 1	12.8%	13.3%	13.6%	15.5%
Household Size: 2+	87.2%	86.7%	86.4%	84.5%
	100.0%	100.0%	100.0%	100.0%
Respondent Classified Race				
White Only	66.4%	73.3%	66.1%	72.7%
Black/African American Only	13.3%	11.6%	14.0%	12.7%
Other Race/Multiple Classifications	20.3%	15.1%	19.9%	14.6%
	100.0%	100.0%	100.0%	100.0%

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

GfK MRI Fall 2018 Technical Guide

Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Respondent Hispanic				
Hispanic	17.1%	16.4%	17.8%	15.5%
Non-Hispanic	82.9%	83.6%	82.2%	84.5%
	100.0%	100.0%	100.0%	100.0%
Respondent Language Spoken Personally at Home				
Non-Hispanic	82.9%	83.6%	82.2%	84.5%
Hispanic - Only English	4.1%	2.9%	3.6%	2.6%
Hispanic - Mostly English, but Some Spanish	4.9%	4.0%	5.3%	3.8%
Hispanic - Both or Other	0.3%	0.6%	0.3%	0.5%
Hispanic - Mostly Spanish, but Some English	4.1%	4.4%	4.6%	4.1%
Hispanic - Only Spanish	3.7%	4.4%	4.1%	4.5%
	100.0%	100.0%	100.0%	100.0%

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

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DATA ADJUSTMENT PROCEDURES

Ski Adjustment

Publication	Fall 2018 Total Projected Readers Before Ascription	Fall 2018 Total Projected Readers After Ascription	Fall 2018 Increased Total Projected Readers as a Result of Ascription
<i>Ski</i>	668,000	1,050,000	36%

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	Fall 2018		
		Answers Estimated by Interviewers	Total Answers	Estimated Answers as a % of Total Answers
77	Respondent individual income	1,129	15,034	7.51%
85	Household income	3,029	23,815	12.72%
87	Market value of owned home	1,013	15,512	6.53%

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Statistical Efficiency of Key Demographics

Variable	Male Effective Sample Size	Female Effective Sample Size
18-24	629	467
25-34	1112	1065
35-44	1117	1127
45-49	580	481
50-54	573	517
55-64	1159	1170
65+	1442	1597
Didn't Graduate High School	641	539
Graduated High School	1603	1408
Attended College	2053	2198
Graduated College	2432	2240
<\$20K	576	878
\$20-50K	2076	2327
\$50-75K	1158	1067
\$75-100K	892	719
\$100K or more	2308	1796
Hispanic, Only English	252	215
Hispanic, Mostly English	323	248
Hispanic, Both or Other	17	13
Hispanic, Mostly Spanish	230	229
Hispanic, Only Spanish	195	204

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Demo/Media Data Ascription

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

WAVE 78

No questions exceeded 5% ascription.

WAVE 79

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 Fall 2018 syndicated release, the issues measured in **AdMeasure** between November of 2017 and April of 2018 were used to tabulate the target scores used in the modeling of Wave 78 respondents and the issues measured in **AdMeasure** between May and October of 2018 were used to tabulate the target scores used in the modeling of Wave 79 respondents.

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

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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 Fall 2018 below.

	<i>Total Number</i>	<i>Percent of Total</i>
In-Tab Booklets	23,816	100%
Returned Booklets	13,010	54.6%
Ascribed Booklets	10,806	45.4%

GfK MRI
Fall 2018 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			
INTENT TO PURCHASE		Number	Recovered	Recovered	Recovered	Recovered			
		of Items	Answered	Answered	Ascribed	Ascribed	Min	Max	Avg
	W78	58	6563	4690	1873	5217	57.9%	61.9%	60.2%
	W79	59	6447	4641	1806	5589	59.6%	63.1%	61.4%
			Total	Average	Average	Not			
BUYING STYLES		Number	Recovered	Recovered	Recovered	Recovered			
		of Items	Answered	Answered	Ascribed	Ascribed	Min	Max	Avg
	W78	61	6563	5610	953	5217	49.0%	55.0%	52.4%
	W79	61	6447	5518	929	5589	51.0%	56.8%	54.2%

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Psychographic Ascription

HEALTHCARE		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
	W78	26	6563	5611	952	5217	49.0%	54.3%	52.4%
	W79	26	6447	5553	894	5589	50.9%	55.3%	53.9%
CONSUMER CONFIDENCE		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
	W78	4	6563	5575	989	5217	52.3%	52.9%	52.7%
	W79	4	6447	5456	991	5589	54.4%	54.9%	54.7%
INTEREST IN ADVERTISING		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
	W78	48	6563	4905	1658	5217	54.2%	60.4%	58.4%
	W79	48	6447	4760	1687	5589	56.5%	62.4%	60.4%
AUTOMOTIVE		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
	W78	29	6563	5288	1275	5217	53.9%	55.5%	55.1%
	W79	29	6447	5190	1257	5589	55.8%	57.2%	56.9%
FOOD		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
	W78	44	6563	5735	828	5217	49.0%	54.9%	51.4%
	W79	44	6447	5487	960	5589	52.1%	57.8%	54.4%
FINANCE		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
	W78	24	6563	5101	1462	5217	55.6%	57.1%	56.7%
	W79	24	6447	5066	1381	5589	56.9%	58.3%	57.9%

GfK MRI
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Psychographic Ascription

		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Ave
			Answered	Answered	Ascribed	Ascribed			
VACATION/TRAVEL	W78	27	6563	5139	1424	5217	55.1%	56.8%	56.4%
	W79	27	6447	5101	1346	5589	56.4%	58.0%	57.6%
		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
TECHNOLOGY	W78	23	6563	5231	1332	5217	54.0%	56.1%	55.6%
	W79	24	6447	5183	1264	5589	55.8%	57.5%	56.9%
		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Ave
			Answered	Answered	Ascribed	Ascribed			
MEDIA	W78	10	6563	5218	1345	5217	51.5%	61.9%	55.7%
	W79	10	6447	5016	1431	5589	54.2%	63.5%	58.3%
		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
INTEREST IN SPORTS	W78	14	6563	3521	3042	5217	67.3%	72.5%	70.1%
	W79	14	6447	3406	3041	5589	69.0%	73.9%	71.7%
		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
FASHION & STYLE	W78	32	6563	5433	1130	5217	52.2%	54.5%	53.9%
	W79	32	6447	5403	1044	5589	53.6%	55.8%	55.1%

GfK MRI
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Psychographic Ascription

		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
CELLULAR-MOBILE 1									
	W78	12	6563	5257	1306	5217	51.7%	59.3%	55.4%
	W79	12	6447	5116	1331	5589	54.1%	61.3%	57.5%
CELLULAR-MOBILE 2									
	W78	22	6563	5301	1262	5217	52.1%	57.8%	55.0%
	W79	22	6447	5204	1243	5589	54.2%	59.4%	56.8%
YOUR ATTITUDES									
	W78	64	6563	5569	994	5217	50.9%	72.1%	52.7%
	W79	64	6447	5494	953	5589	52.7%	73.7%	54.4%
LIFE MATRIX - PERSONAL VALUES									
	W78	42	6563	5936	627	5217	48.3%	50.3%	49.6%
	W79	42	6447	5804	643	5589	50.6%	52.5%	51.8%
LIFE MATRIX - ACTIVITIES									
	W78	19	6563	4832	1731	5217	54.9%	62.9%	59.0%
	W79	19	6447	4743	1704	5589	56.5%	64.6%	60.6%

GfK MRI
Fall 2018 Technical Guide
Psychographic Ascription

		Number of Items	Total Recovered	Average Recovered	Average Recovered	Not Recovered	Min	Max	Avg
			Answered	Answered	Ascribed	Ascribed			
INTERNET ONLINE									
	W78	14	6563	5234	1329	5217	54.5%	55.9%	55.5%
	W79	14	6447	5174	1273	5589	56.1%	57.5%	57.0%
SOCIAL NETWORKING									
	W78	16	4175	3575	600	4961	55.4%	62.4%	60.9%
	W79	17	4064	3482	582	5292	57.6%	64.2%	62.8%
ATTITUDES TOWARD ADVERTISING									
	W78	6	6563	5475	1088	5217	52.5%	54.7%	53.5%
	W79	6	6447	5371	1076	5589	54.6%	56.3%	55.4%
#YOUR ATTITUDES (Hispanic/Latino Respondents Only)									
	W78	-	-	-	-	-	-	-	-
	W79	19	810	579	231	934	64.9%	67.5%	66.8%

Items marked with "#" are from Wave 79 only. (See Sect. I, Page 5)

GfK MRI Fall 2018 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 78 and 79 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 78 and 79. 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.

GfK MRI Fall 2018 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 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

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

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

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

I. SURVEY DESIGN: THE SAMPLE

A. General Description:

The GfK MRI sample is a strict area probability sample of adults 18 years of age and older living in private households in the coterminous 48 states. The sample, a multistage, known probability sample, is disproportionately over-allocated within the ten GfK MRI media markets (New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, 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.

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 service for streaming TV through the Internet)
- 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 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.

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.

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. For product booklet Hispanic ascription, beginning in Wave 77, the maximum number of donor use was increased from 3 to 4-5.

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:

Data are collected from respondents living in households subscribing to cable, a satellite dish or fiber optic TV company or streaming cable TV. The following question is asked for a list of 120+ cable 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: The number of half hours of radio listening per week, developed by adding the sum of the weekend half-hours to five times the sum of the daily half-hours. Beginning in Wave 74, time spent listening to radio on Weekends was modeled from prior wave data.

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:

$$K = \sqrt{A^2 + B^2}$$

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.