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Spring 2018 Sample Completion

Interviews were made in a total of **3267** initial clusters.

The recovery sample is shown in the following tables:

SAMPLE DISPOSITION¹	TOTAL HOUSEHOLDS	MEN	WOMEN
Total Sample Households Initially Selected	64165	35870	28295
Less: Vacant	2722	1578	1144
Address Does Not Exist	472	301	171
Duplicate Address	392	223	169
Ineligible Other (businesses, churches group quarters, blind, media affiliate etc.)	2272	1336	936
Total Eligible Households [A]	58307	32432	25875
Less: Not Contacted	10795	6374	4421
Refused	17122	10078	7044
Language Barriers			
Spanish Language Barriers	382	220	162
Other Language Barrier	695	363	332
Call Back/Appointments	308	189	119
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	7032	4118	2914
Completed Interviews (Initial Clusters Only) [B]	21973	11090	10883
Total Completed Interviews (Initial and Added Clusters)	23747	11963	11784

SAMPLE DISPOSITION	LOWER INCOME	MIDDLE INCOME	UPPER INCOME
Total Sample Households Initially Selected	15600	15650	32915
Less: Vacant	915	703	1104
Address Does Not Exist	198	114	160
Duplicate Address	118	91	183
Ineligible Other (businesses, churches group quarters, blind, etc.)	535	519	1218
Total Eligible Households [A]	13834	14223	30250
Less: Not Contacted	2472	2541	5782
Refused	3239	4131	9752
Language Barriers			
Spanish Language Barriers	161	99	122
Other Language Barriers	173	189	333
Call Back/Appointments	63	73	172
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	1520	1689	3823
Completed Interviews (Initial Clusters Only) [B]	6206	5501	10266
Total Completed Interviews (Initial and Added Clusters)	6614	5920	11213

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Spring 2018 Sample Completion

<u>WEIGHTED RESPONSE RATE²</u>	MEDIA INTERVIEWS (Original Clusters Only)	MEDIA INTERVIEWS (Replacement Clusters Only)	PRODUCT BOOKLET RESPONSE RATE³
NEW YORK	34.28%	33.58%	18.64%
LOS ANGELES	31.92%	31.15%	15.90%
CHICAGO	38.99%	28.48%	20.36%
PHILADELPHIA	42.59%	40.97%	19.60%
SAN FRANCISCO	36.52%	38.77%	17.54%
BOSTON	29.33%	29.88%	15.75%
HOUSTON	32.75%	29.88%	16.89%
WASHINGTON D.C.	39.18%	24.69%	21.40%
ATLANTA	40.30%	33.53%	21.31%
DALLAS	41.21%	29.97%	22.91%
MIAMI	39.44%	31.71%	22.46%
NON TOP 10	44.93%	39.50%	26.24%
TOTAL	42.17%	37.18%	23.81%

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

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

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

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Spring 2018 Product Book Activity Disposition

Wave 77

Total Placed	Total Received	Completed	Invalid/Unusable
11610	6997	6580	417

Wave 78

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

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Special Notice to Clients: Weighting for Spanish Language Capability

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

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

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

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

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

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

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

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

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*** A SPECIAL NOTICE ABOUT SPANISH SPEAKING POPULATION**

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

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

*** A NOTICE ABOUT NEW RACE CLASSIFICATION**

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

*** A NOTICE ABOUT NEW OCCUPATION CLASSIFICATION**

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

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Age				
18-24	14.0%	12.6%	11.0%	11.5%
25-34	18.4%	18.5%	19.1%	17.4%
35-44	16.8%	16.6%	17.6%	16.0%
45-49	8.3%	8.5%	7.7%	8.3%
50-54	8.0%	8.9%	8.4%	8.7%
55-64	16.2%	16.6%	16.1%	16.9%
65+	18.4%	18.3%	20.1%	21.1%
	100.0%	100.0%	100.0%	100.0%
HHI				
Less than \$10,000	3.3%	3.8%	4.9%	5.3%
\$10,000-19,999	5.6%	5.8%	7.9%	8.1%
\$20,000-29,999	8.9%	7.2%	11.5%	8.9%
\$30,000-34,999	5.2%	4.0%	5.5%	4.4%
\$35,000-39,999	5.0%	4.0%	5.5%	4.3%
\$40,000-49,999	10.7%	7.8%	11.4%	7.8%
\$50,000-74,999	19.8%	17.8%	18.3%	16.9%
\$75,000-99, 999	13.5%	14.4%	12.2%	13.2%
\$100,000+	28.0%	35.1%	23.0%	31.2%
	100.0%	100.0%	100.0%	100.0%

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

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Education				
Graduated College	26.9%	30.4%	27.7%	31.7%
Attended College	32.6%	27.3%	37.1%	29.9%
Graduated H.S.	27.8%	30.3%	23.6%	27.6%
Did Not Graduate H.S.	12.7%	12.1%	11.6%	10.7%
	100.0%	100.0%	100.0%	100.0%
New Census Occupation				
Not Employed	31.4%	32.4%	42.8%	44.7%
Professional and Related Occupations	11.4%	13.0%	14.5%	15.7%
Management, Business and Financial Operations	12.0%	11.8%	9.5%	8.7%
Sales and Office Occupations	9.7%	10.6%	15.3%	15.7%
Natural Resources, Construction and Maintenance	13.4%	11.2%	0.7%	0.6%
Other Employed	22.2%	20.9%	17.2%	14.6%
	100.0%	100.0%	100.0%	100.0%
Census Region				
North East	17.7%	17.7%	18.1%	18.0%
Midwest	21.2%	21.2%	21.1%	21.1%
South	37.6%	37.6%	38.1%	38.1%
West	23.4%	23.4%	22.8%	22.8%
	100.0%	100.0%	100.0%	100.0%

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

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
County Size				
County Size A	40.6%	42.1%	40.8%	42.3%
County Size B	27.8%	29.5%	28.9%	29.7%
County Size C	17.7%	14.6%	16.7%	14.5%
County Size D	13.9%	13.8%	13.7%	13.5%
	100.0%	100.0%	100.0%	100.0%
Marital Status				
Never Married	32.8%	31.6%	27.1%	25.9%
Now Married	52.4%	54.6%	49.3%	51.1%
Other	14.8%	13.8%	23.7%	23.1%
	100.0%	100.0%	100.0%	100.0%
Household Size				
Household Size: 1	11.7%	13.4%	12.9%	15.5%
Household Size: 2+	88.3%	86.6%	87.1%	84.5%
	100.0%	100.0%	100.0%	100.0%
Respondent Classified Race				
White Only	66.0%	73.5%	66.3%	72.9%
Black/African American Only	12.8%	11.6%	13.9%	12.7%
Other Race/Multiple Classifications	21.2%	14.9%	19.8%	14.4%
	100.0%	100.0%	100.0%	100.0%

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

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Respondent Hispanic				
Hispanic	18.0%	16.3%	19.2%	15.4%
Non-Hispanic	82.0%	83.7%	80.8%	84.6%
	100.0%	100.0%	100.0%	100.0%
Respondent Language Spoken Personally at Home				
Non-Hispanic	82.0%	83.7%	80.8%	84.6%
Hispanic - Only English	4.0%	2.9%	4.0%	2.7%
Hispanic - Mostly English, but Some Spanish	5.3%	4.1%	5.7%	3.8%
Hispanic - Both or Other	0.3%	0.8%	0.4%	0.8%
Hispanic - Mostly Spanish, but Some English	4.6%	4.1%	4.8%	3.9%
Hispanic - Only Spanish	3.7%	4.4%	4.4%	4.4%
	100.0%	100.0%	100.0%	100.0%

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

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DISTRIBUTION OF FINAL WEIGHTS

Weights in Thousands	Number of Respondents	%	Cumulative %
0-0.99	173	0.7	0.7
1.00-1.99	1343	5.7	6.4
2.00-2.99	2056	8.7	15.0
3.00-3.99	2184	9.2	24.2
4.00-4.99	2153	9.1	33.3
5.00-5.99	1846	7.8	41.1
6.00-6.99	1665	7.0	48.1
7.00-7.99	1405	5.9	54.0
8.00-8.99	1175	4.9	59.0
9.00-9.99	1076	4.5	63.5
10.00-14.99	3776	15.9	79.4
15.00-19.99	1991	8.4	87.8
20.00-24.99	1166	4.9	92.7
25.00-29.99	602	2.5	95.2
30.00+	1136	4.8	100.0
TOTAL	23747	100.0	

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

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SPRING 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

BONNIER MEN'S GROUP

FIELD & STREAM
OUTDOOR LIFE
POPULAR SCIENCE

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>
Automobile	Monthly	Published 9 times a year.
Bassmaster	Bi-Monthly	Published 8 times a year.
Bloomberg Businessweek	Weekly	Published 48 times a year.
Boating	Monthly	Published 10 times a year.
Bon Appetit	Monthly	Published 10 times a year.
Catholic Digest	Monthly	Published 9 times a year.
Coastal Living	Monthly	Published 10 times a year.
Conde Nast Traveler	Monthly	Published 11 times a year.
Consumer Reports	Monthly	Published 11 times a year.
Cooking Light	Monthly	Published 11 times a year.
Cooking with Paula Deen	Bi-Monthly	Published 7 times a year.
Country Living	Monthly	Published 10 times a year.
Discover	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 41 times a year.
Entrepreneur	Monthly	Published 10 times a year.
ESPN - The Magazine	Monthly	Published 13 times a year.
Esquire	Monthly	Published 10 times a year.
The Family Handyman	Bi-Monthly	Published 8 times a year.
FamilyFun	Bi-Monthly	Published 8 times a year.
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 10 times a year.
Golf Digest	Monthly	Published 10 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.
Hot Rod	Monthly	Published 11 times a year.
Hunting	Bi-monthly	Published 8 times a year.
In-Fisherman	Bi-monthly	Published 7 times a year.
Martha Stewart Living	Monthly	Published 10 times a year.
Men's Health	Monthly	Published 11 times a year.
Money	Monthly	Published 11 times a year.
Motor Trend	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 29 times a year.
The New Yorker	Weekly	Published 47 times a year.
Outdoor Life	Bi-Monthly	Published 4 times a year.
Outside	Monthly	Published 11 times a year.
People en Español	Monthly	Published 9 times a year.
Popular Mechanics	Monthly	Published 10 times a year.
Rachael Ray Every Day	Monthly	Published 10 times a year.
Reader's Digest	Monthly	Published 10 times a year.
Redbook	Monthly	Published 10 times a year.
Road & Track	Monthly	Published 10 times a year.
Rolling Stone	Bi-Weekly	Published 18 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	Weekly	Published 27 times a year.
Street Rodder	Monthly	Published 11 times a year.
Sunset	Monthly	Published 11 times a year.
Tennis	Bi-Monthly	Published 7 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 42 times a year.
Town & Country	Monthly	Published 10 times a year.
Traditional Home	Bi-monthly	Published 8 times a year.
TV Guide Magazine	Bi-weekly	Published 27 times a year.
Vanidades	Monthly	Published 11 times a year.
Vanity Fair	Monthly	Published 10 times a year.
VFW Magazine	Monthly	Published 10 times a year.
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, February 16th 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.

SPRING 2018 NEWSPAPER GROUPS

TRONC NEWSPAPERS DAILY/SUNDAY

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

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Parade

Anniston Star	AL
Athens News Courier	AL
Cullman Times	AL
Dothan Eagle	AL
Gadsden Times	AL
Huntsville Times	AL
Mobile Press-Register	AL
Talladega Daily Home	AL
Tuscaloosa News	AL
Camden News	AR
Conway Log Cabin Democrat	AR
Daily Siftings Herald	AR
Fort Smith Times Record	AR
Hope Star	AR
Magnolia Banner-News	AR
Northwest Arkansas Democrat-Gazette	AR
South Arkansas News	AR
Stuttgart Daily Leader	AR
Arizona Daily Star	AZ
Arizona Republic	AZ
Flagstaff Arizona Daily Sun	AZ
Kingman Daily Miner	AZ
Lake Havasu Today's News-Herald	AZ
Prescott Daily Courier	AZ
Sun City Daily News-Sun	AZ
Yuma Sun	AZ
Bakersfield Californian	CA
East Bay Times	CA
Fairfield Daily Republic	CA
Fresno Bee	CA
Hanford Sentinel	CA
Los Angeles Times	CA
Marin Independent Journal	CA
Merced Sun-Star	CA
Modesto Bee	CA
Napa Valley Register	CA
Orange County Register	CA
Palm Springs Desert Sun	CA
Palmdale Antelope Valley Press	CA
Porterville Recorder	CA
Press-Dispatch	CA
Redding Record Searchlight	CA
Ridgecrest Daily Independent	CA
Riverside Press-Enterprise	CA
Sacramento Bee	CA
San Diego Union-Tribune	CA
San Jose Mercury News	CA
San Luis Obispo Tribune	CA
Santa Barbara News-Press	CA
Santa Clarita Signal	CA
Santa Maria Times	CA
Santa Rosa Press Democrat	CA

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Siskiyou Daily News	CA
Sonora Union Democrat	CA
Stockton Record	CA
Ventura County Star	CA
Boulder Daily Camera	CO
Canon City Daily Record	CO
Colorado Springs Gazette	CO
Denver Post	CO
Grand Junction Daily Sentinel	CO
Longmont Daily Times-Call	CO
Loveland Reporter-Herald	CO
Montrose Daily Press	CO
Pueblo Chieftain	CO
Trinidad Chronicle-News	CO
Hartford Courant	CT
Manchester Journal Inquirer	CT
Meriden-Wallingford Record-Journal	CT
Middletown Press	CT
New Britain Herald Press	CT
New Haven Register	CT
New London Day	CT
Norwich Bulletin	CT
Torrington Register Citizen	CT
Waterbury Republican	CT
Washington Post	DC
Delaware State News (Dover)	DE
Bradenton Herald	FL
Crystal River Citrus County Chronicle	FL
Daytona Beach News-Journal	FL
Florida Times-Union	FL
Fort Myers News-Press	FL
Fort Pierce Tribune	FL
Fort Walton Northwest Florida Daily News	FL
Gainesville Sun	FL
Lakeland Ledger	FL
Leesburg Daily Commercial	FL
Melbourne Florida Today	FL
Miami Herald	FL
Naples Daily News	FL
Ocala Star-Banner	FL
Orlando Sentinel	FL
Palm Beach Post	FL
Panama City News Herald	FL
Sarasota Herald-Tribune	FL
South Florida Sun Sentinel	FL
St. Augustine Record	FL
Stuart News	FL
Tallahassee Democrat	FL
Tampa Bay Times	FL
The Villages Daily Sun	FL
Vero Beach Press-Journal	FL
Athens Banner-Herald	GA
Atlanta Journal-Constitution	GA
Augusta Chronicle	GA
Columbus Ledger-Enquirer	GA

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Dalton Daily Citizen	GA
La Grange Daily News	GA
Macon Telegraph	GA
Milledgeville Union Recorder	GA
Moultrie Observer	GA
Savannah Morning News	GA
Thomasville Times-Enterprise	GA
Tifton Gazette	GA
Valdosta Daily Times	GA
Ames Tribune	IA
Cedar Rapids Gazette	IA
Clinton Herald	IA
Davenport Quad City Times	IA
Des Moines Register	IA
Fort Dodge Messenger	IA
Marshalltown Times-Republican	IA
Mason City Globe-Gazette	IA
Oskaloosa Herald	IA
Ottumwa Courier	IA
Sioux City Journal	IA
Waterloo Courier	IA
Boise Idaho Statesman	ID
Idaho Falls Post-Register	ID
Lewiston Morning Tribune	ID
Nampa Idaho Press-Tribune	ID
Pocatello Idaho State Journal	ID
Twin Falls Times-News	ID
Alton Telegraph	IL
Belleville News-Democrat	IL
Bloomington Pantagraph	IL
Canton Daily Ledger	IL
Carbondale Southern Illinoisan	IL
Carmi Times	IL
Champaign News-Gazette	IL
Chicago Tribune	IL
Danville Commercial News	IL
Decatur Herald & Review	IL
Edwardsville Intelligencer	IL
Effingham Daily News	IL
Eldorado Daily Journal	IL
Freeport Journal-Standard	IL
Galesburg Register-Mail	IL
Harrisburg Daily Register	IL
Jacksonville Journal Courier	IL
Kankakee Daily Journal	IL
Kewanee Star-Courier	IL
Macomb Journal	IL
Moline Dispatch	IL
Monmouth Daily Review Atlas	IL
Olney Daily Mail	IL
Pekin Daily Times	IL
Peoria Journal Star	IL
Pontiac Daily Leader	IL
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Rockford Register Star	IL
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Anderson Herald Bulletin	IN
Bedford Times-Mail	IN
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Evansville Courier & Press	IN
Fort Wayne Journal Gazette	IN
Franklin Daily Journal	IN
Goshen News	IN
Greenfield Daily Reporter	IN
Greensburg Daily News	IN
Indianapolis Star	IN
Jeffersonville News and Tribune	IN
Kokomo Tribune	IN
Lebanon Reporter	IN
Logansport Pharos Tribune	IN
Martinsville Reporter-Times	IN
Munster Times	IN
Seymour Tribune	IN
South Bend Tribune	IN
Terre Haute Tribune-Star	IN
Vincennes Sun-Commercial	IN
Dodge City Globe	KS
Garden City Telegram	KS
Hays Daily News	KS
Hutchinson News	KS
Lawrence Journal-World	KS
Manhattan Mercury	KS
McPherson Sentinel	KS
Newton Kansan	KS
Ottawa Herald	KS
Pittsburg Morning Sun	KS
Salina Journal	KS
Topeka Capital-Journal	KS
Wichita Eagle	KS
Ashland Independent	KY
Bowling Green Daily News	KY
Corbin Times-Tribune	KY
Elizabethtown News-Enterprise	KY
Glasgow Daily Times	KY
Henderson Gleaner	KY
Hopkinsville Kentucky New Era	KY
Kentucky Enquirer	KY
Lexington Herald-Leader	KY
Louisville Courier-Journal	KY
Madisonville Messenger	KY
Maysville Ledger Independent	KY
Owensboro Messenger-Inquirer	KY
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Somerset Commonwealth-Journal	KY
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DeRidder Beauregard Daily News	LA
Houma Courier	LA

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Lake Charles American Press	LA
Leesville Daily Leader	LA
New Orleans Times-Picayune	LA
Sulphur Southwest Daily News	LA
Boston Globe	MA
Brockton Enterprise	MA
Cape Cod Times	MA
Fall River Herald News	MA
Framingham MetroWest Daily News	MA
Gloucester Daily Times	MA
Milford Daily News	MA
New Bedford Standard-Times	MA
Newburyport Daily News	MA
North Andover Eagle-Tribune	MA
Quincy Patriot Ledger	MA
Salem News	MA
Springfield Republican	MA
Taunton Daily Gazette	MA
Worcester Telegram & Gazette	MA
Annapolis Capital	MD
Baltimore Sun	MD
Carroll County Times	MD
Cumberland Times-News	MD
Easton Star Democrat	MD
Frederick News-Post	MD
Hagerstown Herald-Mail	MD
Augusta Kennebec Journal	ME
Biddeford Journal Tribune	ME
Lewiston Sun-Journal	ME
Maine Telegram	ME
Waterville Morning Sentinel	ME
Adrian Daily Telegram	MI
Bay City Times	MI
Cheboygan Daily Tribune	MI
Coldwater Daily Reporter	MI
Detroit Free Press	MI
Flint Journal	MI
Grand Rapids Press	MI
Hillsdale Daily News	MI
Holland Sentinel	MI
Huron Daily Tribune	MI
Ionia Sentinel Standard	MI
Jackson Citizen Patriot	MI
Kalamazoo Gazette	MI
Lansing State Journal	MI
Macomb Daily	MI
Marquette Mining Journal	MI
Midland Daily News	MI
Monroe News	MI
Mount Pleasant Morning Sun	MI
Muskegon Chronicle	MI
Oakland Press	MI
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Royal Oak Daily Tribune	MI
Saginaw News	MI

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Sault Sainte Marie Evening News	MI
Sturgis Journal	MI
Traverse City Record-Eagle	MI
Bemidji Pioneer	MN
Brainerd Daily Dispatch	MN
Crookston Daily Times	MN
Duluth News-Tribune	MN
Mankato Free Press	MN
Minneapolis Star Tribune	MN
New Ulm Journal	MN
St. Paul Pioneer Press	MN
West Central Tribune	MN
Winona Daily News	MN
Worthington Daily Globe	MN
Camdenton Lake Sun	MO
Cape Girardeau Southeast Missourian	MO
Chillicothe Constitution-Tribune	MO
Fulton Sun	MO
Hannibal Courier-Post	MO
Jefferson City News Tribune	MO
Joplin Globe	MO
Kansas City Star	MO
Kirksville Daily Express	MO
Mexico Ledger	MO
Moberly Monitor-Index & Democrat	MO
Neosho Daily News	MO
Park Hills Daily Journal	MO
Rolla Daily News	MO
Sedalia Democrat	MO
Springfield News-Leader	MO
St. Joseph News-Press	MO
St. Louis Post-Dispatch	MO
Waynesville Daily Guide	MO
West Plains Daily Quill	MO
Biloxi-Gulfport Sun Herald	MS
Columbus Commercial Dispatch	MS
Greenville Delta Democrat-Times	MS
Greenwood Commonwealth	MS
McComb Enterprise-Journal	MS
Meridian Star	MS
Northeast Mississippi Daily Journal (Tupelo)	MS
Billings Gazette	MT
Bozeman Daily Chronicle	MT
Butte-Anaconda Montana Standard	MT
Helena Independent Record	MT
Kalispell Daily Inter Lake	MT
Missoula Missoulian	MT
Asheboro Courier-Tribune	NC
Asheville Citizen-Times	NC
Burlington Times-News	NC
Charlotte Observer	NC
Durham Herald-Sun	NC
Fayetteville Observer	NC
Gastonia Gaston Gazette	NC
Goldsboro News-Argus	NC

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Greensboro News & Record	NC
Greenville Daily Reflector	NC
Hendersonville Times-News	NC
Jacksonville Daily News	NC
Kinston Free Press	NC
Mount Airy News	NC
New Bern Sun-Journal	NC
Raleigh News & Observer	NC
Shelby Star	NC
Wilmington Star-News	NC
Wilson Daily Times	NC
Winston-Salem Journal	NC
Bismarck Tribune	ND
Devils Lake Journal	ND
Dickinson Press	ND
Fargo Forum	ND
Grand Forks Herald	ND
Jamestown Sun	ND
Minot Daily News	ND
Beatrice Daily Sun	NE
Columbus Telegram	NE
Grand Island Independent	NE
Lincoln Journal Star	NE
Norfolk Daily News	NE
Omaha World-Herald	NE
York News-Times	NE
Keene Sentinel	NH
New Hampshire News	NH
Portsmouth Herald	NH
Asbury Park Press	NJ
Atlantic City Press	NJ
Bergen County Record	NJ
Burlington County Times	NJ
Jersey Journal	NJ
Newark Star-Ledger	NJ
Newton New Jersey Herald	NJ
Passaic Herald-News	NJ
South Jersey Times	NJ
Trenton Times	NJ
Trenton Trentonian	NJ
Albuquerque Journal	NM
Clovis News Journal	NM
Hobbs News-Sun	NM
Roswell Daily Record	NM
Elko Daily Free Press	NV
Las Vegas Review-Journal	NV
Albany Times Union	NY
Auburn Citizen	NY
Batavia Daily News	NY
Buffalo News	NY
Canandaigua Daily Messenger	NY
Catskill Daily Mail	NY
Corning Leader	NY
Finger Lakes Times	NY
Glens Falls Post-Star	NY

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Gloversville Leader-Herald	NY
Herkimer Evening Telegram	NY
Hornell Spectator	NY
Hudson Register Star	NY
Kingston Daily Freeman	NY
Lockport Union-Sun & Journal	NY
Long Island Newsday	NY
Malone Telegram	NY
Middletown Record	NY
New York Daily News	NY
Niagara Gazette	NY
Ogdensburg Advance-News	NY
Oneida Daily Dispatch	NY
Oneonta Daily Star	NY
Plattsburgh Press-Republican	NY
Rochester Democrat and Chronicle	NY
Saratoga Springs Saratogian	NY
Staten Island Advance	NY
Syracuse Post-Standard	NY
Troy Record	NY
Utica Observer-Dispatch	NY
Watertown Daily Times	NY
White Plains Journal News	NY
Akron Beacon Journal	OH
Ashland Times-Gazette	OH
Ashtabula Star-Beacon	OH
Cambridge Daily Jeffersonian	OH
Canton Repository	OH
Cincinnati Enquirer	OH
Cleveland Plain Dealer	OH
Dayton Daily News	OH
Defiance Crescent-News	OH
Dover-New Philadelphia Times Reporter	OH
East Liverpool Review	OH
Elyria Chronicle-Telegram	OH
Findlay Courier	OH
Fostoria Review Times	OH
Hamilton Journal-News	OH
Lima News	OH
Lorain Morning Journal	OH
Salem News	OH
Sandusky Register	OH
Springfield News-Sun	OH
Toledo Blade	OH
Willoughby News-Herald	OH
Wooster Daily Record	OH
Youngstown Vindicator	OH
Ardmore Daily Ardmoreite	OK
Claremore Daily Progress	OK
Enid News & Eagle	OK
McAlester News-Capital & Democrat	OK
Muskogee Phoenix	OK
Norman Transcript	OK
Oklahoma City Oklahoman	OK
Stillwater Newspress	OK

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Tahlequah Daily Press	OK
Tulsa World	OK
Woodward News	OK
Bend Bulletin	OR
Coos Bay World	OR
Eugene Register-Guard	OR
Klamath Falls Herald & News	OR
Medford Mail Tribune	OR
Mid-Valley Sunday	OR
Ontario Argus Observer	OR
Portland Oregonian	OR
Allentown Morning Call	PA
Beaver County Times	PA
Bedford Daily Gazette	PA
Bucks County Courier Times	PA
Carlisle Sentinel	PA
Delaware County Daily Times	PA
Doylestown Intelligencer	PA
Du Bois Tri-County Sunday	PA
Easton Express-Times	PA
Erie Times-News	PA
Gettysburg Times	PA
Hazleton Standard-Speaker	PA
Honesdale Wayne Independent	PA
Huntingdon Daily News	PA
Johnstown Tribune-Democrat	PA
Lancaster News	PA
Latrobe Bulletin	PA
Meadville Tribune	PA
New Castle News	PA
Norristown Times Herald	PA
Philadelphia Inquirer	PA
Pittsburgh Post-Gazette	PA
Pocono Record	PA
Pottstown Mercury	PA
Pottsville Republican & Herald	PA
Reading Eagle	PA
Scranton Times	PA
Shamokin-Mount Carmel News-Item	PA
Sharon Herald	PA
State College Centre Daily Times	PA
Sunbury Daily Item	PA
Towanda Daily Review	PA
Tyrone Daily Herald	PA
Uniontown Herald-Standard	PA
Washington Observer-Reporter	PA
Waynesboro Record Herald	PA
West Chester Daily Local News	PA
Wilkes-Barre Times Leader	PA
Wilkes-Barre Voice	PA
Williamsport Sun-Gazette	PA
Providence Journal	RI
Anderson Independent-Mail	SC
Charleston Post and Courier	SC
Columbia State	SC

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Greenville News	SC
Greenwood Index Journal	SC
Hilton Head Island Packet	SC
Myrtle Beach Sun News	SC
Orangeburg Times and Democrat	SC
Rock Hill Herald	SC
Spartanburg Herald-Journal	SC
Sumter Item	SC
Aberdeen American News	SD
Mitchell Daily Republic	SD
Rapid City Journal	SD
Watertown Public Opinion	SD
Chattanooga Times Free Press	TN
Cleveland Daily Banner	TN
Columbia Daily Herald	TN
Dyersburg State Gazette	TN
Johnson City Press	TN
Knoxville News-Sentinel	TN
Memphis Commercial Appeal	TN
Morristown Citizen Tribune	TN
Nashville Tennessean	TN
Oak Ridger	TN
Shelbyville Times-Gazette	TN
Abilene Reporter-News	TX
Amarillo Globe-News	TX
Athens Daily Review	TX
Austin American-Statesman	TX
Brownsville El Nuevo Herald	TX
Brownsville Herald	TX
Brownwood Bulletin	TX
Bryan-College Station Eagle	TX
Corpus Christi Caller-Times	TX
Dallas Morning News	TX
Denton Record-Chronicle	TX
Fort Worth Star-Telegram	TX
Gainesville Daily Register	TX
Greenville Herald-Banner	TX
Harlingen Valley Morning Star	TX
Huntsville Item	TX
Jacksonville Daily Progress	TX
Kerrville Daily Times	TX
Killeen Daily Herald	TX
Lubbock Avalanche-Journal	TX
McAllen Monitor	TX
Midland Reporter-Telegram	TX
Odessa American	TX
Palestine Herald-Press	TX
Paris News	TX
Plainview Daily Herald	TX
San Angelo Standard-Times	TX
Stephenville Empire-Tribune	TX
Temple Daily Telegram	TX
Texarkana Gazette	TX
Tyler Courier-Times-Telegraph	TX
Victoria Advocate	TX

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Waco Tribune-Herald	TX
Waxahachie Daily Light	TX
Wichita Falls Times Record News	TX
Logan Herald Journal	UT
Provo Daily Herald	UT
Salt Lake Deseret Morning News	UT
Salt Lake Tribune	UT
Fredericksburg Free Lance-Star	VA
Newport News Daily Press	VA
Norfolk Virginian-Pilot	VA
Petersburg Progress-Index	VA
Richmond Times-Dispatch	VA
Roanoke Times	VA
Winchester Star	VA
Bellingham Herald	WA
Ellensburg Daily Record	WA
Kennewick Tri City Herald	WA
Kitsap Sun	WA
Longview Daily News	WA
Olympia Olympian	WA
Seattle Times	WA
Skagit Valley Herald	WA
Spokane Spokesman-Review	WA
Tacoma News Tribune	WA
Vancouver Columbian	WA
Walla Walla Union Bulletin	WA
Wenatchee World	WA
Yakima Herald-Republic	WA
Appleton Post-Crescent	WI
Baraboo News-Republic/South Central Wisconsin	WI
Beaver Dam Daily Citizen	WI
Central Wisconsin Sunday	WI
Chippewa Falls Herald	WI
Eau Claire Leader-Telegram	WI
Fond Du Lac Reporter	WI
Green Bay Press Gazette	WI
Kenosha News	WI
La Crosse Tribune	WI
Manitowoc Two Rivers Herald Times Reporter	WI
Milwaukee Journal Sentinel	WI
Oshkosh Northwestern	WI
Portage Daily Register	WI
Racine Journal Times	WI
Sheboygan Press	WI
Wausau Daily Herald	WI
Wisconsin State Journal	WI
Beckley Register Herald	WV
Bluefield Daily Telegraph	WV
Charleston Gazette Mail	WV
Clarksburg Exponent Telegram	WV
Fairmont Times-West Virginian	WV
Martinsburg Journal	WV
Mineral Daily News-Tribune and Mountain Echo (Keyser)	WV
Morgantown Dominion-Post	WV
Parkersburg News and Sentinel	WV

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Wheeling News-Register

WV

Casper Star Tribune

WY

Rock Springs Daily Rocket-Miner

WY

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tronc Newspapers Daily

Los Angeles Times	CA
San Diego Union-Tribune	CA
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

tronc Newspapers Sunday

Los Angeles Times	CA
San Diego Union-Tribune	CA
Hartford Courant	CT
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Chicago Tribune	IL
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New York Daily News	NY
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Montgomery Advertiser	AL
Conway Log Cabin Democrat	AR
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
Chicago Sun-Times	IL
Bloomington Herald-Times	IN
Indianapolis Star	IN
Lafayette Journal and Courier	IN
South Bend Tribune	IN
Lawrence Journal-World	KS
Kentucky Enquirer	KY
Louisville Courier-Journal	KY
Lafayette Daily Advertiser	LA
Hagerstown Herald-Mail	MD
Salisbury Daily Times	MD
Lansing State Journal	MI
Petoskey News-Review	MI
Bemidji Pioneer	MN
Brainerd Daily Dispatch	MN
Duluth News-Tribune	MN
St. Cloud Times	MN
West Central Tribune	MN
Worthington Daily Globe	MN
Springfield News-Leader	MO
Jackson Clarion-Ledger	MS
Northeast Mississippi Daily Journal (Tupelo)	MS
Asheville Citizen-Times	NC
Dickinson Press	ND
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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
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Tallahassee Democrat	FL
Des Moines Register	IA
Chicago Daily Herald	IL
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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
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St. Cloud Times	MN
Worthington Daily Globe	MN
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Jackson Clarion-Ledger	MS
Northeast Mississippi Daily Journal (Tupelo)	MS
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Jamestown Sun	ND
Asbury Park Press	NJ
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Reno Gazette-Journal	NV
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Hudson Register Star	NY
Poughkeepsie Journal	NY
Rochester Democrat and Chronicle	NY
White Plains Journal News	NY
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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
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Jackson Clarion-Ledger	MS
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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
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Melbourne Florida Today	FL
Pensacola News Journal	FL
Tallahassee Democrat	FL
Des Moines Register	IA
Indianapolis Star	IN
Lafayette Journal and Courier	IN
Kentucky Enquirer	KY
Louisville Courier-Journal	KY
Lafayette Daily Advertiser	LA
Salisbury Daily Times	MD
Lansing State Journal	MI
Livingston County Daily Press & Argus	MI
St. Cloud Times	MN
Springfield News-Leader	MO
Jackson Clarion-Ledger	MS
Asheville Citizen-Times	NC
Asbury Park Press	NJ
Camden Courier-Post	NJ
Reno Gazette-Journal	NV
Binghamton Press & Sun-Bulletin	NY
Poughkeepsie Journal	NY
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White Plains Journal News	NY
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Salem Statesman Journal	OR
Greenville News	SC
Sioux Falls Argus Leader	SD
Nashville Tennessean	TN
Burlington Free Press	VT
Appleton Post-Crescent	WI
Green Bay Press Gazette	WI

**GFK MRI Spring 2018
Definition of Media Quintiles**

Magazines

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

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	8+	69.1%	16.5	11+	64.2%	19.3
Quintile II	4-7	22.0%	5.2	5-10	23.4%	7.1
Quintile III	2-3	7.8%	1.9	2-4	10.1%	3.0
Quintile IV	1	1.1%	0.3	1	2.3%	0.7
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	2+	96.3%	9.2	3+	93.9%	11.3
Bottom ½ (Light)	0-1	3.7%	0.4	0-2	6.1%	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	13+	82.1%	25.5	12+	83.2%	23.9
Quintile II	2-12	17.8%	5.5	1-11	16.8%	4.8
Quintile III	1	0.1%	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%	12.4	1+	100.0%	11.4
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	56+	60.4%	99.2	43+	62.8%	87.4
Quintile II	25-55	22.4%	36.7	21-42	20.9%	29.1
Quintile III	13-24	11.1%	18.2	11-20	10.7%	14.9
Quintile IV	6-12	5.5%	9.1	3-10	5.4%	7.5
Quintile V	0-5	0.6%	1.0	0-2	0.3%	0.4
Top ½ (Heavy)	19+	89.3%	58.6	15+	89.8%	50.1
Bottom ½ (Light)	0-18	10.7%	7.0	0-14	10.2%	5.7

**GFK MRI Spring 2018
Definition of Media Quintiles**

TV – Total

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

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	89+	48.9%	137.5	93+	50.0%	144.2
Quintile II	56-88	25.1%	70.6	56-92	24.9%	72.0
Quintile III	35-55	16.0%	44.9	35-55	15.7%	45.3
Quintile IV	14-34	8.8%	24.7	13-34	8.2%	23.8
Quintile V	0-13	1.2%	3.3	0-12	1.2%	3.4
Top ½ (Heavy)	45+	83.0%	93.3	46+	83.7%	96.7
Bottom ½ (Light)	0-44	17.0%	19.1	0-45	16.3%	18.8

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	40.6%	300.0	201+	51.1%	295.7
Quintile II	200-299	33.5%	247.4	125-200	27.3%	158.3
Quintile III	76-199	15.8%	116.3	44-124	12.9%	74.8
Quintile IV	43-75	8.0%	58.9	28-43	6.5%	37.7
Quintile V	0-42	2.2%	16.0	0-27	2.2%	12.8
Top ½ (Heavy)	125+	83.4%	246.4	75+	85.0%	196.9
Bottom ½ (Light)	0-124	16.6%	49.1	0-74	15.0%	34.9

TV Prime Time

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

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	37+	44.5%	42.0	37+	44.2%	41.7
Quintile II	24-36	32.2%	30.4	25-36	32.1%	30.2
Quintile III	11-23	18.0%	17.0	11-24	18.0%	17.0
Quintile IV	1-10	5.3%	5.0	1-10	5.7%	5.4
Quintile V	0	0%	0.0	0	0%	0.0
Top ½ (Heavy)	17+	87.5%	33.0	17+	87.1%	32.9
Bottom ½ (Light)	0-16	12.5%	4.7	0-16	12.9%	4.9

**GFK MRI Spring 2018
Definition of Media Quintiles**

Internet

Number of hours used in an average week.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	40.6+	53.2%	54.1	39.3+	53.3%	53.0
Quintile II	22.5-40.5	26.3%	26.7	20.6-39.2	26.2%	26.0
Quintile III	9.8-22.4	14.7%	14.9	9.3-20.5	14.4%	14.3
Quintile IV	1.9-9.7	5.6%	5.7	1.9-9.2	5.8%	5.8
Quintile V	0-1.8	0.2%	0.3	0-1.8	0.3%	0.3
Top ½ (Heavy)	14.5+	88.7%	36.1	12.6+	88.5%	35.1
Bottom ½ (Light)	0-14.4	11.3%	4.6	0-12.5	11.5%	4.6

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+	61.2%	10.6	8+	61.4%	11.1
Tercile II (Medium)	4-6	28.3%	4.9	4-7	28.2%	5.1
Tercile III (Light)	1-3	10.5%	1.8	1-3	10.4%	1.9
Non-Viewers	0	0.0%	0.0	0	0.0%	0.0

GFK MRI Spring 2018
Block Group HH Income Quintiles

Median Income Range for Adults

Block Group HH Income Quintile	Range - Adults
Quintile I	116,000+
Quintile II	74,001 – 116,000
Quintile III	43,001 - 74,000
Quintile IV	24,001 – 43,000
Quintile V	24,000 or less

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RELIABILITY OF RESULTS

The estimates obtained in this, as in all sample surveys, are subject to sampling errors or sampling tolerances. As of Fall 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.

GfK MRI Spring 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.	23747	247024	-	11955	119259	-	11792	127765	-
AARP The Magazine	4050	38642	1361	1737	15587	1329	2313	23056	854
Allrecipes Magazine	580	6098	1218	101	1102	321	479	4996	1188
Allure	513	5081	543	38	294	125	475	4787	587
American Hunter	348	4535	678	306	3901	739	42	634	330
American Legion	314	3246	486	227	2204	449	87	1042	267
American Rifleman	518	6247	780	449	5278	810	69	969	324
American Way	407	3357	401	231	1613	395	176	1744	394
Architectural Digest	392	3011	516	175	1333	316	217	1678	354
Arthritis Today	415	4372	353	129	1421	302	286	2951	318
The Atlantic	221	1815	491	135	1064	401	86	751	219
Automobile	290	3014	512	231	2392	466	59	622	316
Autoweek	189	1933	549	169	1719	464	20	214	186
Bassmaster	334	4336	661	291	3770	632	43	566	196
Better Homes & Gardens	3083	32480	1861	619	6012	739	2464	26468	1646
Bicycling	129	1168	269	100	958	255	29	210	126
Birds & Blooms	457	5049	627	123	1237	266	334	3813	573
Black Enterprise <+	261	2113	224	129	925	222	132	1188	243
Bloomberg Businessweek	205	1506	258	148	1024	222	57	482	151
Boating	236	2336	468	194	1861	369	42	475	216
Bon Appetit	694	6024	629	206	1739	392	488	4286	400
Bonnier Magazine Network (Gr)	2833	30523	1564	2291	24342	1535	542	6181	981
Bonnier Marine and Aviation (Gr)	592	5638	837	491	4485	550	101	1153	406
Bonnier Men's Group (Gr)	2013	22210	1213	1608	17614	843	405	4597	1145
Bonnier Outdoor Group (Gr)	1239	14482	1325	980	11242	761	259	3241	910
Boys' Life	167	1805	437	103	976	278	64	829	236
Bridal Guide	284	3496	733	28	404	127	256	3091	730
Brides	407	4895	686	42	438	168	365	4457	753
Car and Driver	853	7798	956	789	7213	1047	64	585	204
Car Craft	185	2211	502	174	2043	477	11	169	130
Catholic Digest	223	2214	511	89	757	316	134	1458	290
Chicago Tribune (Sunday)	335	1462	214	161	633	128	174	829	174
Cigar Aficionado	167	1667	357	131	1255	261	36	412	229
Coastal Living	397	4077	649	121	1277	255	276	2800	588
Conde Nast Package (Gr)	6955	66048	2595	2363	20984	1468	4632	45065	2507
Conde Nast Traveler	362	3051	456	184	1491	431	178	1560	233
Consumer Reports	1153	10086	1114	664	5297	581	489	4789	680
Cooking Light	872	8453	578	157	1361	207	715	7092	643
Cooking with Paula Deen	279	3462	438	41	534	333	238	2927	405
Cosmopolitan	1311	14184	1500	191	1953	308	1120	12232	1515
The Costco Connection	2762	26331	1755	1293	11384	1072	1469	14947	973
Country	343	4332	817	97	1191	293	246	3142	687
Country Living	1054	11827	1052	245	2488	338	809	9339	986
Country Sampler	181	2128	523	39	458	162	142	1670	460
Delta Sky Magazine	599	6293	1181	326	3214	485	273	3079	869
Diabetes Forecast	489	4916	865	181	1678	483	308	3238	688
Diabetes Self-Management	609	6703	905	219	2346	589	390	4357	556
Discover	535	5496	1049	303	3038	742	232	2457	476
Ducks Unlimited	268	3438	777	217	2725	547	51	713	449
EatingWell	555	5681	399	143	1346	432	412	4335	449
Ebony	733	6586	622	253	2226	453	480	4360	499
The Economist	257	2084	278	165	1279	373	92	805	185
Elle	494	4408	641	47	308	108	447	4100	658
Elle Decor	232	1877	490	36	234	98	196	1643	496
Entertainment Weekly	814	8196	975	340	3216	355	474	4979	895
Entrepreneur	303	2722	503	197	1795	252	106	926	415
ESPN The Magazine <+>	1203	12991	714	933	9815	732	270	3176	323
Esquire	276	2604	543	177	1546	353	99	1057	343
Essence	653	5731	486	152	1321	279	501	4410	624
Family Circle	1150	11762	1612	106	1023	430	1044	10738	1388
The Family Handyman <+>	462	4581	822	326	3156	735	136	1425	402
FamilyFun	350	3953	797	66	663	193	284	3290	674
Field & Stream ^%	737	8640	1037	615	6906	668	122	1734	593
First For Women	289	3203	620	12	92	59	277	3111	619
Food & Wine	743	6563	804	271	2230	491	472	4333	558
Food Network Magazine	1112	11586	1081	311	3241	538	801	8344	1088
Forbes ^^	727	6734	807	452	4148	481	275	2586	445
Fortune	304	2407	375	212	1704	326	92	703	184
Four Wheeler Group (Gr)	383	4691	930	344	4112	864	39	579	290
Game & Fish +	399	5057	1095	336	4049	832	63	1008	499
Game Informer	865	10831	958	633	8022	777	232	2810	623
Glamour	844	8428	887	50	516	224	794	7912	920
Golf Digest	488	4509	555	412	3654	410	76	856	385
Golf Magazine	412	4036	750	338	3093	430	74	944	413
Good Housekeeping	1760	18380	1230	197	1926	620	1563	16454	1128
GQ (Gentlemen's Quarterly)	581	5713	832	441	4163	607	140	1550	390
Guideposts	432	4964	675	97	1099	329	335	3866	591
Guns & Ammo	920	10820	770	796	9230	797	124	1590	418
Harper's Bazaar	322	3026	419	50	453	257	272	2572	464
Health	832	8135	909	277	2576	511	555	5559	666
Hearst Design Group (Gr)	870	7726	1272	121	889	284	749	6837	1285
Hearst Magazine Group (Gr)	17214	173958	8336	5178	48581	3744	12036	125377	6924
Hearst Men's Group (Gr)	3327	30966	1823	2936	26763	2049	391	4202	690
HGTV Magazine	934	10075	895	248	2526	387	686	7549	854
Hot Rod	450	5188	693	409	4694	506	41	493	337
House Beautiful	521	4796	958	68	520	191	453	4276	925
Hunting	350	4168	385	298	3509	465	52	659	228
In-Fisherman	278	3274	597	245	2940	593	33	334	165
In Style	794	7365	1185	80	626	268	714	6739	1178

<+ Black Enterprise's publication frequency changed from monthly to bi-monthly during Wave 77, but it was measured as a monthly in Wave 78.
 <+> ESPN The Magazine is now a triweekly and was measured as a biweekly in Waves 77 and 78.
 <+ The Family Handyman is now a bimonthly and was measured as a monthly in Wave 77.
 ^% Field & Stream is now a bimonthly and was measured as a monthly in Waves 77 and 78.
 ^^ Forbes is now a monthly and was measured as a triweekly in Waves 77 and 78.
 + Prior to Wave 75, 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 77 and 78.
 >\$ Outdoor Life is now a quarterly and was measured as a monthly in Waves 77 and 78.
 +- Popular Science is now a quarterly and was measured as a bimonthly in Waves 77 and 78.
 +-+ Seventeen is now a quarterly and was measured as a bimonthly in Waves 77 and 78.
 - Traditional Home is now a quarterly and was measured as a bimonthly in Waves 77 and 78.
 <- TV Guide Magazine was measured as TV Guide in Waves 77 and 78.
 = Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

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

	Adults			Men			Women		
	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance
Total U.S.	23747	247024	-	11955	119259	-	11792	127765	-
In Touch	471	4635	615	80	710	277	391	3926	569
Inc. \$	141	1235	294	99	957	314	42	278	205
Kiplinger's Personal Finance	183	1390	403	129	1000	285	54	390	169
Life & Style Weekly	322	3334	471	61	612	257	261	2722	490
Los Angeles Times (Sunday)	182	1595	396	89	729	328	93	866	244
Marie Claire	318	2875	413	21	247	151	297	2627	396
Martha Stewart Living	738	7226	706	74	617	232	664	6609	729
Maxim	340	3530	471	279	2894	469	61	635	223
Men's Health	1245	11376	710	1091	9626	659	154	1750	316
Midwest Living	248	2536	799	70	601	293	178	1935	619
Money	626	5078	683	398	3073	436	228	2004	499
Mother Earth News	226	2599	683	104	1156	524	122	1442	387
Motor Trend	625	6171	964	568	5571	862	57	601	305
Motorcyclist	228	2675	870	192	2243	859	36	431	150
Muscle & Fitness	538	5473	525	428	4345	657	110	1127	387
National Enquirer	538	5275	532	241	2225	254	297	3050	467
National Geographic	2964	30386	1534	1695	17167	946	1269	13219	1165
National Geographic Kids	621	6704	945	180	1828	374	441	4876	817
National Geographic Traveler	991	10435	1035	532	5577	637	459	4958	652
National Wildlife	528	6279	1145	294	3668	769	234	2612	782
New York Magazine	324	2606	668	138	1064	247	186	1542	468
New York Times (Daily)	284	2181	288	156	1105	282	128	1076	211
New York Times (Sunday)	509	4107	640	253	1886	264	256	2222	512
The New Yorker	527	4179	390	259	2118	240	268	2060	441
O, The Oprah Magazine	1042	10162	1025	142	1243	340	900	8919	1011
OK!	344	3564	610	62	663	277	282	2901	632
Outdoor Life >\$	502	5842	555	365	4336	457	137	1507	366
Outdoor Sportsman Trophy Group (Gr)	1947	23318	2131	1675	19728	2359	272	3590	699
Outside	233	2506	384	156	1731	379	77	775	239
Parade Carrier Newspapers =	4436	44032	2630	2170	20026	1607	2266	24006	1725
Parents	929	10130	831	147	1534	384	782	8596	678
People	3633	35919	1616	1143	10454	871	2490	25466	1183
People en Espanol	593	6762	1195	185	2315	494	408	4446	1037
Playboy	327	3422	955	246	2475	774	81	947	350
Popular Mechanics	654	6444	627	594	5733	592	60	711	265
Popular Science ~	774	7728	654	628	6372	807	146	1356	398
Prevention	557	5330	864	113	905	219	444	4425	792
Psychology Today	363	3489	690	126	1407	469	237	2082	562
Rachael Ray Every Day	531	5592	582	60	707	209	471	4885	588
Reader's Digest	1647	16916	1633	643	6471	507	1004	10445	1562
Real Simple	670	7085	871	69	646	216	601	6440	813
Redbook	447	4706	666	39	456	246	408	4250	521
Reminisce	162	1670	514	67	662	158	95	1009	390
Road & Track	299	2744	618	285	2645	614	14	98	63
Rolling Stone	1016	10709	1173	605	6307	930	411	4402	821
Runner's World	214	2055	388	108	922	242	106	1132	305
Salt Water Sportsman	172	1771	382	152	1527	341	20	244	159
The Saturday Evening Post	139	1507	373	62	638	254	77	869	250
Scientific American	280	2313	471	183	1507	381	97	805	191
Seventeen ++	541	6477	860	60	712	360	481	5765	717
Shape	481	4378	639	50	449	221	431	3929	573
Ski	122	1050	315	82	683	205	40	368	163
Smithsonian	726	6885	725	393	3696	594	333	3189	451
Southern Living	1414	15164	1327	331	3350	614	1083	11813	968
Southwest: The Magazine	664	6356	743	339	2970	527	325	3385	409
Sports Illustrated	1578	16375	1234	1267	12823	1297	311	3552	725
Star	491	4930	636	137	1208	208	354	3722	650
Street Rodder	181	2118	534	166	1915	537	15	203	110
Sunset	384	3800	758	120	1048	251	264	2752	601
Taste of Home	1067	12334	1516	142	1547	411	925	10786	1495
Tennis	121	1159	365	72	573	200	49	587	291
Texas Monthly	200	2432	719	172	1287	420	148	1145	336
This Old House	675	6734	1053	358	3276	470	317	3458	776
Time	1785	16872	1330	971	8654	1067	814	8218	863
Town & Country	334	3218	600	105	958	207	229	2260	527
Traditional Home -	370	3699	328	78	782	218	292	2917	436
Travel + Leisure	677	6314	713	324	2959	564	353	3355	503
tronic Newspapers Daily	524	3868	345	269	1854	179	255	2014	331
tronic Newspapers Sunday	802	6074	1446	370	2534	703	432	3540	958
Trusted Media Brands, Inc. Grp. (Gr)	4138	44882	3932	1398	14263	1204	2740	30619	3436
TV Guide Magazine <=	928	9970	636	390	4134	244	538	5836	652
United Hemispheres	360	3039	522	191	1601	344	169	1438	315
Us Weekly	966	9429	1046	237	2014	402	729	7415	991
USA Today	195	1612	464	132	1076	263	63	536	300
USA Today Exp. Weekday Carrier =	340	2839	406	188	1552	235	152	1287	276
USA Today Exp. Weekend Carrier =	527	5029	814	272	2369	301	255	2660	658
USA Today Exp. Weekday (Gannett) =	210	2145	549	115	1201	269	95	944	372
USA Today Exp. Weekend (Gannett) =	356	3946	882	186	1874	357	170	2072	659
Vanidades	419	4739	497	107	1264	324	312	3475	633
Vanity Fair	745	7088	680	168	1589	264	577	5500	608
Veranda	117	1053	211	17	135	43	100	918	239
VFW Magazine	268	2877	504	193	1997	364	75	880	294
Vogue	1041	10496	996	142	1394	303	899	9102	943
Wall Street Journal	288	2369	313	190	1492	233	98	877	140
Washington Post (Sunday)	215	1294	330	109	674	166	106	619	208
WebMD Magazine	872	8518	693	326	3053	491	546	5465	711
Weight Watchers	648	6780	692	116	1120	256	532	5660	577
Wine Spectator	319	2764	471	165	1350	310	154	1414	338
Wired	296	2658	490	220	2043	416	76	615	167
Woman's Day	1380	14886	1098	64	704	253	1316	14182	951
Woman's World	524	5529	608	31	311	193	493	5219	570
Women's Health	1068	10905	1103	80	929	346	988	9976	957
Yankee	207	1865	461	87	697	166	120	1168	358
Yoga Journal	195	1912	560	52	581	313	143	1330	375

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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)
Martha Stewart Living	319	2971	33	232	286	2739	276	2553	26	186	250	2367
Maxim	88	884	71	643	17	241	93	855	76	607	17	248
Men's Health	408	3567	334	2675	74	892	327	3109	259	2266	68	843
Midwest Living	123	1139	35	285	88	854	108	1059	33	248	75	811
Money	295	2411	180	1438	115	972	261	2069	158	1246	103	823
Mother Earth News	120	1415	54	627	66	789	82	875	38	385	44	489
Motor Trend	205	1886	176	1564	29	322	145	1498	121	1230	24	268
Motorcyclist	70	777	54	563	16	214	31	235	25	165	6	70
Muscle & Fitness	159	1700	123	1350	36	350	52	339	40	274	12	65
National Enquirer	90	962	40	392	50	570	76	575	32	252	44	324
National Geographic	1185	12122	609	6049	576	6073	532	5525	267	2843	265	2682
National Geographic Kids	356	3734	117	1095	239	2639	142	1514	53	438	89	1077
National Geographic Traveler	299	2706	165	1504	134	1202	140	1120	73	668	67	452
National Wildlife	163	1857	76	854	87	1003	94	893	50	471	44	422
New York Magazine	94	749	37	308	57	441	80	716	34	277	46	439
New York Times (Daily)	154	955	85	492	69	463	148	987	81	480	67	507
New York Times (Sunday)	313	2376	158	1068	155	1308	277	2125	139	943	138	1182
The New Yorker	281	2178	143	1106	138	1072	238	1899	125	889	113	1009
O, The Oprah Magazine	475	4553	70	652	405	3901	374	3637	67	618	307	3019
OK!	67	792	8	87	59	705	43	418	5	38	38	379
Outdoor Life >\$	173	2072	114	1331	59	741	116	1469	74	897	42	572
Outdoor Sportsman Trophy Group (Gr)	734	8193	599	6411	135	1783	251	2057	202	1541	49	515
Outside	88	921	57	558	31	362	86	889	59	557	27	332
Parade Carrier Newspapers =	4115	40236	1997	18218	2118	22017	-	-	-	-	-	-
Parents	337	3855	53	507	284	3347	245	2867	39	359	206	2507
People	976	10135	272	2634	704	7501	569	6253	155	1680	414	4573
People en Espanol	227	2648	53	677	174	1971	87	926	15	207	72	718
Playboy	165	1683	129	1254	36	429	101	872	77	630	24	242
Popular Mechanics	244	2399	208	1944	36	455	183	1947	154	1550	29	397
Popular Science ~	252	2585	205	2100	47	484	143	1566	112	1209	31	357
Prevention	237	2292	44	307	193	1985	159	1597	34	252	125	1345
Psychology Today	105	882	30	291	75	590	68	483	22	212	46	271
Rachael Ray Every Day	299	3275	31	399	268	2876	231	2532	29	381	202	2151
Reader's Digest	819	7754	306	2833	513	4921	605	5971	223	2161	382	3810
Real Simple	355	3612	43	328	312	3284	301	2967	43	330	258	2637
Redbook	197	1824	14	126	183	1698	163	1611	8	109	155	1502
Reminisce	113	1201	49	474	64	728	99	985	44	431	55	554
Road & Track	111	926	101	848	10	78	92	790	83	718	9	72
Rolling Stone	344	3604	202	2099	142	1505	258	2844	148	1609	110	1235
Runner's World	109	1047	42	363	67	685	100	1010	45	400	55	609
Salt Water Sportsman	70	654	59	524	11	130	24	190	20	140	4	50
The Saturday Evening Post	62	727	28	288	34	438	54	526	29	257	25	269
Scientific American	120	1081	79	683	41	398	80	575	51	367	29	208
Seventeen ++	177	2283	19	165	158	2118	164	1924	18	169	146	1755
Shape	221	2126	24	228	197	1897	210	2075	24	217	186	1858
SKI	60	494	41	304	19	190	49	403	34	259	15	144
Smithsonian	403	3650	204	1783	199	1867	370	3262	186	1545	184	1717
Southern Living	670	7347	163	1605	507	5742	454	5184	124	1300	330	3884
Southwest: The Magazine	20	204	6	71	14	133	-	-	-	-	-	-
Sports Illustrated	647	6332	491	4671	156	1661	504	5482	375	3920	129	1562
Star	101	1216	29	276	72	940	84	809	24	174	60	635
Street Rodder	71	814	64	733	7	80	24	167	22	160	2	7
Sunset	206	2015	71	576	135	1439	187	1816	65	523	122	1293
Taste of Home	556	6399	80	870	476	5529	339	4028	64	731	275	3297
Tennis	68	658	37	268	31	390	61	596	34	240	27	357
Texas Monthly	134	1090	67	565	67	525	75	577	41	315	34	262
This Old House	284	2878	136	1180	148	1698	181	1812	85	754	96	1058
Time	676	6644	348	3020	328	3624	591	5866	304	2646	287	3221
Town & Country	129	1212	36	293	93	919	98	877	29	216	69	661
Traditional Home -	152	1534	28	241	124	1293	124	1231	24	195	100	1036
Travel + Leisure	245	2231	115	936	130	1296	205	1911	99	907	106	1004
tronic Newspapers Daily	-	-	-	-	-	-	-	-	-	-	-	-
tronic Newspapers Sunday	-	-	-	-	-	-	-	-	-	-	-	-
Trusted Media Brands, Inc. Grp. (Gr)	2188	22873	733	6989	1455	15885	1543	16522	567	5683	976	10839
TV Guide Magazine ~4	562	5799	239	2458	323	3341	311	2914	125	1209	186	1705
United Hemispheres	5	89	1	7	4	62	-	-	-	-	-	-
US Weekly	232	2318	59	502	173	1816	247	2681	61	526	186	2155
USA Today	64	601	43	387	21	214	73	670	51	451	22	218
USA Today Exp. Weekday Carrier =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekend Carrier =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekday (Gannett) =	-	-	-	-	-	-	-	-	-	-	-	-
USA Today Exp. Weekend (Gannett) =	-	-	-	-	-	-	-	-	-	-	-	-
Vanidades	188	2001	43	435	145	1567	61	500	13	109	48	391
Vanity Fair	256	2285	70	545	186	1740	232	1964	68	552	164	1412
Veranda	69	642	10	94	59	548	67	564	10	94	57	470
VFW Magazine	191	1924	134	1333	57	591	173	1679	126	1194	47	485
Vogue	355	3456	49	432	306	3024	193	1836	33	271	160	1565
Wall Street Journal	152	1156	96	680	56	475	158	1233	102	712	56	521
Washington Post (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
WebMD Magazine	144	1295	53	427	91	868	90	906	35	275	55	631
Weight Watchers	291	2941	50	472	241	2469	174	1831	37	371	137	1460
Wine Spectator	151	1424	73	649	78	775	102	741	52	371	50	370
Wired	162	1484	112	1055	50	429	153	1430	110	1080	43	351
Woman's Day	564	6029	32	305	532	5723	406	4607	26	227	380	4380
Woman's World	206	2192	16	154	190	2038	113	1133	11	102	102	1030
Women's Health	265	2635	25	210	240	2425	213	2031	25	167	188	1864
Yankee	106	893	38	328	68	565	78	626	33	235	45	392
Yoga Journal	80	765	21	207	59	558	57	469	14	141	43	327

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Audiences (000) By Wave

	ADULTS		MEN		WOMEN	
	WAVE 77	WAVE 78	WAVE 77	WAVE 78	WAVE 77	WAVE 78
	TOTAL	123322	123702	59542	59717	63780
AARP The Magazine	19348	19295	7441	8146	11907	11149
Allrecipes Magazine	2997	3102	482	621	2515	2481
Allure	2794	2287	175	118	2618	2169
American Hunter	2372	2163	2038	1863	334	300
American Legion	1670	1576	1143	1061	527	515
American Rifleman	3391	2856	2874	2404	517	452
American Way	1668	1688	788	824	880	864
Architectural Digest	1555	1456	656	677	899	779
Arthritis Today	2123	2250	646	776	1477	1474
The Atlantic	921	894	596	468	325	426
Automobile	1417	1597	1054	1338	363	259
Autoweek	1086	847	900	819	187	28
Bassmaster	2056	2280	1798	1971	257	308
Better Homes & Gardens	16051	16429	2757	3256	13294	13173
Bicycling	703	464	576	382	127	83
Birds & Blooms	2509	2541	531	706	1978	1835
Black Enterprise <+	1227	886	598	327	628	559
Bloomberg Businessweek	848	658	532	492	315	167
Boating	1157	1180	897	964	260	216
Bon Appetit	2765	3259	822	917	1943	2342
Bonnier Magazine Network (Gr)	14979	15544	11554	12788	3425	2756
Bonnier Marine and Aviation (Gr)	2694	2944	2002	2483	692	461
Bonnier Men's Group (Gr)	11169	11041	8628	8985	2541	2056
Bonnier Outdoor Group (Gr)	7219	7263	5417	5825	1802	1438
Boys' Life	875	930	451	625	424	405
Bridal Guide	2080	1415	250	154	1831	1261
Brides	2627	2268	249	189	2378	2079
Car and Driver	4041	3757	3695	3518	346	239
Car Craft	1005	1207	859	1184	146	23
Catholic Digest	906	1309	306	450	599	858
Chicago Tribune (Sunday)	788	673	378	255	410	418
Cigar Aficionado	868	799	620	635	248	164
Coastal Living	2075	2002	594	683	1481	1319
Conde Nast Package (Gr)	33915	32133	10604	10380	23311	21753
Conde Nast Traveler	1671	1380	856	635	815	745
Consumer Reports	4884	5202	2532	2765	2352	2437
Cooking Light	4851	3602	771	589	4080	3013
Cooking with Paula Deen	1660	1801	196	339	1465	1463
Cosmopolitan	7617	6568	1072	881	6545	5687
The Costco Connection	12713	13619	5236	6149	7477	7470
Country	2049	2283	573	617	1476	1666
Country Living	5845	5982	1043	1444	4802	4537
Country Sampler	1132	997	235	223	897	774
Delta Sky Magazine	3194	3099	1609	1605	1585	1494
Diabetes Forecast	2601	2314	775	903	1826	1412
Diabetes Self-Management	3494	3208	1108	1238	2386	1971
Discover	2836	2660	1463	1576	1373	1084
Ducks Unlimited	1502	1936	1219	1506	284	429
EatingWell	3129	2553	741	604	2387	1948
Ebony	3336	3250	1132	1094	2205	2155
The Economist	993	1091	576	703	418	388
Elle	2214	2194	161	147	2054	2047
Elle Decor	967	910	151	84	816	826
Entertainment Weekly	4131	4064	1429	1787	2702	2277
Entrepreneur	1429	1292	879	917	551	376
ESPN The Magazine <-	6353	6637	4767	5049	1587	1589
Esquire	1288	1316	874	672	414	644
Essence	2763	2968	704	617	2059	2351
Family Circle	5989	5773	573	451	5417	5322
The Family Handyman \$+	2041	2540	1402	1754	639	786
FamilyFun	2079	1874	340	323	1740	1550
Field & Stream ^%	4065	4575	3183	3723	883	851
First For Women	1598	1605	59	33	1539	1572
Food & Wine	3226	3338	1096	1134	2130	2203
Food Network Magazine	5761	5825	1754	1488	4007	4337
Forbes ^^	3395	3339	2068	2080	1327	1259
Fortune	1099	1308	731	973	368	335
Four Wheeler Group (Gr)	2293	2398	1936	2176	357	222
Game & Fish +	3216	1841	2587	1462	629	379
Game Informer	5634	5197	4102	3919	1532	1278
Glamour	4333	4095	275	241	4058	3853
Golf Digest	2391	2119	1861	1792	529	326
Golf Magazine	2188	1848	1649	1443	539	405
Good Housekeeping	9182	9197	858	1067	8324	8130
GQ (Gentlemen's Quarterly)	2829	2884	2064	2099	765	785
Guideposts	2609	2355	593	505	2016	1849
Guns & Ammo	5846	4974	4950	4281	897	693
Harper's Bazaar	1609	1416	231	223	1379	1194
Health	4278	3857	1373	1204	2905	2654
Hearst Design Group (Gr)	3727	3998	448	440	3279	3558
Hearst Magazine Group (Gr)	87780	86178	24061	24520	63720	61658
Hearst Men's Group (Gr)	15696	15270	13506	13257	2190	2013
HGTV Magazine	5005	5070	1141	1385	3864	3685
Hot Rod	2592	2596	2262	2432	330	164
House Beautiful	2234	2562	265	255	1970	2307
Hunting	1937	2230	1666	1843	272	387
In-Fisherman	1602	1472	1653	1287	148	185
In Style	3734	3631	251	375	3483	3256
In Touch	2276	2359	315	395	1961	1964
Inc. \$	686	549	538	420	149	130
Kiplinger's Personal Finance	652	738	456	544	196	194
Life & Style Weekly	1840	1494	283	329	1557	1165
Los Angeles Times (Sunday)	880	715	426	303	454	412

<+ Black Enterprise's publication frequency changed from monthly to bi-monthly during Wave 77, but it was measured as a monthly in Wave 78.

<- ESPN The Magazine is now a triweekly and was measured as a biweekly in Waves 77 and 78.

\$+ The Family Handyman is now a bimonthly and was measured as a monthly in Wave 77.

^% Field & Stream is now a bimonthly and was measured as a monthly in Waves 77 and 78.

^^ Forbes is now a monthly and was measured as a triweekly in Waves 77 and 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 77 and 78.

-\$ Outdoor Life is now a quarterly and was measured as a monthly in Waves 77 and 78.

^- Popular Science is now a quarterly and was measured as a bimonthly in Waves 77 and 78.

++ Seventeen is now a quarterly and was measured as a bimonthly in Waves 77 and 78.

Traditional Home is now a quarterly and was measured as a bimonthly in Waves 77 and 78.

<- TV Guide Magazine was measured as TV Guide in Waves 77 and 78.

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

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Audiences (000) By Wave

	ADULTS		MEN		WOMEN	
	WAVE 77	WAVE 78	WAVE 77	WAVE 78	WAVE 77	WAVE 78
TOTAL	123322	123702	59542	59717	63780	63985
Marie Claire	1446	1429	52	195	1393	1234
Martha Stewart Living	3451	3775	290	327	3161	3448
Maxim	2230	1299	1744	1150	486	149
Men's Health	5942	5434	4998	4628	944	807
Midwest Living	1305	1231	200	401	1105	830
Money	2458	2620	1491	1672	1056	948
Mother Earth News	1335	1264	662	495	673	769
Motor Trend	3033	3138	2612	2958	421	180
Motorcyclist	1116	1559	923	1320	193	239
Muscle & Fitness	2929	2544	2367	1978	562	566
National Enquirer	2625	2651	1091	1135	1534	1516
National Geographic	14779	15606	8176	8991	6604	6615
National Geographic Kids	3587	3117	1020	808	2567	2309
National Geographic Traveler	5556	4879	2785	2792	2771	2087
National Wildlife	3403	2876	1757	1911	1646	965
New York Magazine	1454	1152	609	455	845	697
New York Times (Daily)	1080	1101	616	489	464	612
New York Times (Sunday)	1918	2189	930	955	988	1234
The New Yorker	2138	2040	1087	1031	1051	1009
O, The Oprah Magazine	4766	5396	569	674	4197	4722
OK!	1791	1773	314	349	1477	1423
Outdoor Life >\$	3154	2688	2234	2101	920	587
Outdoor Sportsman Trophy Group (Gr)	12801	10517	10856	8873	1945	1645
Outside	1339	1167	969	762	370	405
Parade Carrier Newspapers =	22460	21572	9961	10065	12499	11507
Parents	5825	4305	872	662	4953	3643
People	18108	17811	4996	5457	13111	12354
People en Espanol	3627	3134	1285	1030	2342	2105
Playboy	1796	1625	1306	1169	491	456
Popular Mechanics	3143	3301	2698	3035	445	266
Popular Science ~-	3950	3778	3211	3161	739	618
Prevention	2903	2427	451	453	2452	1974
Psychology Today	1801	1688	704	703	1097	985
Rachael Ray Every Day	2841	2751	248	459	2593	2292
Reader's Digest	8604	8312	3313	3158	5291	5154
Real Simple	3505	3581	323	323	3182	3258
Redbook	2218	2488	200	256	2019	2232
Reminisce	927	743	321	341	606	402
Road & Track	1281	1462	1241	1404	40	58
Rolling Stone	5692	5017	3273	3034	2419	1984
Runner's World	911	1143	534	388	377	756
Salt Water Sportsman	767	1004	571	956	197	47
The Saturday Evening Post	687	820	265	372	422	447
Scientific American	1097	1216	769	738	328	478
Seventeen ++	3409	3068	261	451	3147	2617
Shape	2415	1964	272	177	2143	1786
Ski	670	381	429	254	240	127
Smithsonian	3355	3530	1686	2010	1669	1519
Southern Living	7298	7866	1651	1699	5647	6166
Southwest: The Magazine	3277	3079	1403	1568	1874	1512
Sports Illustrated	8323	8053	6492	6332	1831	1721
Star	2609	2321	618	590	1991	1731
Street Rodder	832	1286	751	1164	80	123
Sunset	2097	1703	585	463	1512	1240
Taste of Home	6541	5792	602	945	5939	4847
Tennis	659	500	389	183	270	317
Texas Monthly	1196	1236	662	625	534	611
This Old House	3620	3113	1727	1549	1893	1564
Time	8444	8428	4140	4514	4304	3915
Town & Country	1559	1659	436	522	1123	1137
Traditional Home -	1794	1905	259	523	1534	1382
Travel + Leisure	3353	2961	1513	1446	1840	1515
tronic Newspapers Daily	1939	1929	949	905	990	1024
tronic Newspapers Sunday	3053	3021	1276	1259	1778	1762
Trusted Media Brands, Inc. Grp. (Gr)	22671	22211	6742	7521	15929	14690
TV Guide Magazine <-%	4691	5279	2103	2031	2588	3249
United Hemispheres	1651	1389	877	725	774	664
Us Weekly	4846	4583	1071	943	3775	3640
USA Today	1073	539	710	366	363	173
USA Today Exp. Weekday Carrier =	1509	1330	770	782	739	548
USA Today Exp. Weekend Carrier =	2645	2384	1160	1209	1485	1175
USA Today Exp. Weekday (Gannett) =	1100	1045	559	643	541	402
USA Today Exp. Weekend (Gannett) =	2188	1758	930	944	1258	814
Vanidades	2507	2232	635	630	1872	1602
Vanity Fair	3739	3349	733	856	3007	2493
Veranda	526	527	33	102	493	425
VFW Magazine	1489	1388	960	1037	529	351
Vogue	5158	5338	651	743	4507	4595
Wall Street Journal	1274	1095	818	674	457	421
Washington Post (Sunday)	645	648	317	357	328	292
WebMD Magazine	4558	3960	1700	1353	2858	2607
Weight Watchers	3458	3322	658	462	2800	2860
Wine Spectator	1360	1404	706	644	654	760
Wired	1468	1190	1073	970	395	220
Woman's Day	7520	7366	285	419	7235	6948
Woman's World	2945	2585	156	154	2788	2430
Women's Health	5688	5217	481	448	5207	4769
Yankee	981	884	335	361	645	523
Yoga Journal	959	953	349	233	610	720

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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.	23747	247024	11955	119259	11792	127765	10220	102626	6818	60859
Men	11955	119259	11955	119259	-	-	-	-	3556	29625
Women	11792	127765	-	-	11792	127765	10220	102626	3262	31234
Male Principal Shoppers	5868	53289	5868	53289	-	-	-	-	1688	13514
Female Principal Shoppers	10220	102626	-	-	10220	102626	10220	102626	2831	25362
Working Women	6760	70658	-	-	6760	70658	5817	56072	3262	31234
Parent	7339	74690	3446	33434	3893	41257	3491	35745	2896	25799
Graduated College	8405	76755	4266	36204	4139	40550	3632	33791	4540	39891
Attended College	7895	70724	3769	32560	4126	38164	3553	29652	1676	14058
Graduated High School	5277	71398	2784	36075	2493	35322	2188	29006	515	5925
Did Not Graduate High School	2170	28148	1136	14420	1034	13728	847	10177	87	986
Age 18-24	1967	29782	1121	15035	846	14747	469	6267	325	4278
25-34	3978	44223	1988	22036	1990	22187	1722	18389	1424	14395
35-44	4188	40272	2127	19795	2061	20477	1848	17686	1788	15061
45-54	4096	42569	2107	20791	1989	21778	1794	18972	1593	14080
55-64	4209	41475	2122	19837	2087	21638	1875	18711	1217	9859
65 or Over	5309	48703	2490	21765	2819	26938	2512	22601	471	3186
18-34	5945	74005	3109	37070	2836	36934	2191	24656	1749	18673
18-49	12161	135082	6299	67027	5862	68055	4906	51524	4349	40889
25-54	12262	127065	6222	62622	6040	64443	5364	55047	4805	43536
Working Full Time	12419	122102	7322	70065	5097	52037	4430	42250	5953	52655
Part-time	2711	29231	1048	10609	1663	18621	1387	13822	865	8204
Not Employed	8617	95691	3585	38584	5032	57107	4403	46555	-	-
Professional	3612	35565	1661	15498	1951	20068	1700	16398	3612	35565
Mgmt./Bus./Finan. Ops.	3206	25294	1895	14127	1311	11166	1131	8964	3206	25294
Sales/Office Occs.	2854	32743	1164	12674	1690	20069	1441	15555	-	-
Nat. Res./Constr./Maint.	1473	14135	1407	13416	66	719	52	512	-	-
Other Employed	3985	43596	2243	24960	1742	18636	1493	14643	-	-
H/D Income \$100,000 or More	7140	81745	4107	41917	3033	39828	2500	30545	3783	36627
\$75,000 - 99,999	3030	34001	1659	17137	1371	16863	1166	13382	1060	9823
\$60,000 - 74,999	2418	24597	1275	12218	1143	12379	958	9564	667	5305
\$50,000 - 59,999	1880	18162	937	8964	943	9198	822	7527	397	2952
\$40,000 - 49,999	2353	19272	1112	9328	1241	9943	1076	8035	388	2393
\$30,000 - 39,999	2240	20697	1046	9568	1194	11129	1066	9274	257	1835
\$20,000 - 29,999	2163	19977	887	8638	1276	11339	1149	9446	163	991
Under \$20,000	2523	28574	932	11488	1591	17086	1483	14853	103	934
Census Region: North East	5392	44164	2680	21110	2712	23054	2348	18621	1728	12259
Midwest	4685	52217	2386	25328	2299	26890	2028	22121	1251	12231
South	8884	93571	4404	44878	4480	48693	3924	39803	2380	20886
West	4786	57072	2485	27943	2301	29128	1920	22082	1459	15483
County Size A	12962	104289	6515	50206	6447	54083	5553	42092	4240	30359
B	5481	73127	2749	35195	2732	37932	2372	31001	1482	18064
C	3089	35956	1578	17420	1511	18536	1327	15324	695	7087
D	2215	33653	1113	16439	1102	17214	968	14209	401	5348
Metropolitan CBSA	21499	212173	10838	102243	10661	109930	9236	87994	6425	55605
Micro-politian CBSA/Unassigned	2248	34851	1117	17016	1131	17835	984	14632	393	5254
Never Married	6280	70739	3329	37691	2951	33049	2358	21375	1643	15117
Now Married	11672	130390	6539	65143	5133	65247	4379	55219	4026	38734
All Others	5795	45895	2087	16425	3708	29470	3483	26032	1149	7008
Household Size: 1 Person	5340	35820	2292	15965	3048	19855	3048	19855	1209	6694
2 Persons	7770	77417	4106	37887	3664	39530	3099	33015	2059	18030
3 or 4 Persons	7653	89663	3967	44397	3686	45265	3032	34490	2703	26365
5 or More Persons	2984	44124	1590	21009	1394	23115	1041	15267	847	9770
Children By Age: Any	8738	96884	4236	44391	4502	52493	3823	40766	3105	28596
Under 2 Years	1417	16942	707	7668	710	9274	586	7177	478	4567
2-5 Years	2994	33762	1477	15574	1517	18188	1304	14750	1054	9420
6-11 Years	4367	47526	2091	21411	2276	26115	1948	20341	1557	13662
12-17 Years	4205	47355	2013	21745	2192	25610	1842	19375	1409	13656
White (inc. mult. class.)	16965	185311	8561	89761	8404	95550	7326	77834	5085	48930
Black (inc. mult. class.)	3221	31988	1526	14824	1695	17164	1475	13557	749	6242
Other (inc. mult. class.)	4339	35461	2267	17389	2072	18072	1724	13354	1189	7017
Spanish Speaking	3758	41875	1908	21100	1850	20775	1563	15973	812	7308
IEI \$50,000 or More	6867	62492	4513	39759	2354	22732	2044	18676	4519	38841
\$40,000 - 49,999	1819	18230	997	10053	822	8177	727	6869	760	6897
\$30,000 - 39,999	1963	20029	989	10215	974	9815	868	8348	577	5182
\$25,000 - 29,999	1045	10850	517	5188	528	5662	456	4445	256	2569
\$20,000 - 24,999	911	10044	408	4496	503	5548	444	4421	181	1722
\$10,000 - 19,999	1455	16462	558	6346	897	10116	771	7928	283	3027
Under \$10,000	1070	13226	388	4618	682	8608	507	5383	242	2620
Wage Earner Status: Sole	5831	41932	3123	24230	2708	17703	2569	16149	2539	16169
Primary	4722	51138	3165	32161	1557	18977	1280	14968	2325	22328
Secondary	4577	58263	2082	24284	2495	33979	1968	24954	1954	22362
Number of Children: 1	3531	39590	1716	18069	1815	21521	1521	16211	1204	11543
2	3214	33678	1558	15818	1656	17861	1431	14382	1300	11447
3 or More	1993	23616	962	10505	1031	13112	871	10173	601	5606
Home Owned	15790	166426	8108	79753	7682	86673	6560	68474	4919	44789
Value of Home \$500,000+	2939	23979	1556	11421	1383	12558	1156	9747	1296	9454
\$200,000 - \$499,999	7213	71945	3759	34164	3454	37781	2932	29786	2528	22804
\$100,000 - \$199,999	3828	45237	1894	21803	1934	23433	1668	18268	902	10054
Under \$100,000	1810	25265	899	12365	911	12900	804	10672	193	2476

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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.	23747	247024	11955	119259	11792	127765	10220	102626	6818	60859
Life Cycle										
Respondent 18-34:										
One-Person Household	711	4750	422	2978	289	1772	289	1772	287	1849
Now Married, No Children	457	5584	255	2783	202	2801	174	2311	237	2736
Now Married, Youngest Under 6	1134	14224	535	5948	599	8276	512	7041	397	4210
Now Married, Youngest 6-17	233	2953	104	1191	129	1762	111	1542	67	780
Balance	3410	46494	1793	24170	1617	22324	1105	11990	761	9098
Respondent 35-49:										
One-Person Household	742	4824	416	2942	326	1882	326	1882	285	1564
Now Married, No Children	622	7435	340	3523	282	3912	247	3407	256	2487
Now Married, Youngest Under 6	1224	11948	731	6235	493	5713	423	4899	615	5120
Now Married, Youngest 6-11	1204	12409	646	6174	558	6236	488	5387	586	5397
Now Married, Youngest 12-17	700	8276	352	3719	348	4557	305	3970	311	3474
Balance	1724	16185	705	7364	1019	8820	926	7324	547	4175
Respondent 50 or Older:										
One-Person Household	3703	24999	1365	9477	2338	15522	2338	15522	588	3024
Now Married, No Children	5073	55208	2903	28125	2170	27083	1820	22649	1166	10568
Now Married, With Children	1018	12286	669	7405	349	4881	297	4003	389	3952
Balance	1792	19448	719	7224	1073	12224	859	8927	326	2426

GfK MRI Spring 2018
 SAMPLE ALLOCATION - TOP ELEVEN MARKETS
 UNWEIGHTED VS. WEIGHTED
 PERCENTAGES

Market	UNWEIGHTED PERCENTAGE	WEIGHTED PERCENTAGE
-----	TOTAL	TOTAL IN ('000'S)
-----	-----	-----
New York	10.18	6.84
Los Angeles	6.08	5.87
Chicago	6.55	3.03
Philadelphia	4.90	2.54
San Francisco	3.55	2.39
Boston	3.38	2.11
Houston	3.11	2.13
Washington D.C.	3.78	2.17
Atlanta	3.45	2.11
Dallas/Ft. Worth	4.29	2.36
Miami	2.59	2.05

GfK MRI Spring 2018 Technical Guide

DATA ADJUSTMENT PROCEDURES

Ski Adjustment

Publication	Spring 2018 Total Projected Readers Before Ascription	Spring 2018 Total Projected Readers After Ascription	Spring 2018 Increased Total Projected Readers as a Result of Ascription
<i>Ski</i>	580,000	1,050,000	45%

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

Interviewer Estimating Procedures

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

Question #	Question Type	Spring 2018		
		Answers Estimated by Interviewers	Total Answers	Estimated Answers as a % of Total Answers
77	Respondent individual income	1,205	14,998	8.03%
85	Household income	3,069	23,281	13.18%
87	Market value of owned home	1,050	15,790	6.65%

GfK MRI Spring 2018 Technical Guide
Statistical Efficiency of Key Demographics

Variable	Male Effective Sample Size	Female Effective Sample Size
18-24	660	480
25-34	1108	1087
35-44	1171	1108
45-49	591	493
50-54	560	541
55-64	1204	1115
65+	1426	1539
Didn't Graduate High School	658	585
Graduated High School	1670	1422
Attended College	2131	2148
Graduated College	2349	2172
<\$20K	573	887
\$20-50K	1720	1900
\$50-75K	1218	1088
\$75-100K	910	740
\$100K or more	2093	1583
Hispanic, Only English	239	219
Hispanic, Mostly English	317	273
Hispanic, Both or Other	23	22
Hispanic, Mostly Spanish	237	225
Hispanic, Only Spanish	206	229

GfK MRI Spring 2018 Technical Guide

Demo/Media Data Ascription

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

WAVE 77

No questions exceeded 5% ascription.

WAVE 78

No questions exceeded 5% ascription.

GfK MRI Spring 2018 Technical Guide **AdMeasure Modeling for “Ad noting” and “Actions taken”**

The modeling of **AdMeasure** “ad noting” and “actions taken” scores to the GfK MRI syndicated respondent database is undertaken on a wave by wave basis, individually by publication. It begins with the tabulation of these scores across all issues of each publication measured during the time the specific wave of the syndicated National Study is in the field. For the Spring 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 2017 were used to tabulate the target scores used in the modeling of Wave 77 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.

GfK MRI Spring 2018 Technical Guide

Product Booklet Ascription

A more detailed description of the product booklet ascription procedure utilized by GfK MRI can be found in the Technical Guide. The procedure is employed to ascribe data to respondents who completed a personal interview but who failed to complete a product book. The incidence of ascription is shown for Spring 2018 below.

	<i>Total Number</i>	<i>Percent of Total</i>
In-Tab Booklets	23,747	100%
Returned Booklets	13,143	55.3%
Ascribed Booklets	10,604	44.7%

GfK MRI
Spring 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.

		Number of Items	Total	Average	Average	Not	Min	Max	Avg
			Recovered Answered	Recovered Answered	Recovered Ascribed	Recovered Ascribed			
INTENT TO PURCHASE	W77	58	6580	4683	1897	5387	58.8%	62.6%	60.9%
	W78	58	6563	4690	1873	5217	57.9%	61.9%	60.2%
		Number of Items	Total	Average	Average	Not	Min	Max	Avg
			Recovered Answered	Recovered Answered	Recovered Ascribed	Recovered Ascribed			
BUYING STYLES	W77	61	6580	5615	965	5387	49.5%	55.6%	53.1%
	W78	61	6563	5610	953	5217	49.0%	55.0%	52.4%

GfK MRI
Spring 2018 Technical Guide
Psychographic Ascription

		Total Number of Items Answered	Average Recovered Answered	Average Recovered Ascribed	Not Recovered Ascribed	Min	Max	Avg	
HEALTHCARE	W77	26	6580	5654	926	5387	49.5%	54.4%	52.8%
	W78	26	6563	5611	952	5217	49.0%	54.3%	52.4%
CONSUMER CONFIDENCE	W77	4	6580	5573	1007	5387	53.2%	53.6%	53.4%
	W78	4	6563	5575	989	5217	52.3%	52.9%	52.7%
INTEREST IN ADVERTISING	W77	48	6580	4871	1709	5387	54.9%	61.1%	59.3%
	W78	48	6563	4905	1658	5217	54.2%	60.4%	58.4%
AUTOMOTIVE	W77	29	6580	5216	1364	5387	55.3%	56.7%	56.4%
	W78	29	6563	5288	1275	5217	53.9%	55.5%	55.1%
FOOD	W77	44	6580	5729	851	5387	49.6%	55.6%	52.2%
	W78	44	6563	5735	828	5217	49.0%	54.9%	51.4%
FINANCE	W77	24	6580	5052	1528	5387	56.6%	58.2%	57.8%
	W78	24	6563	5101	1462	5217	55.6%	57.1%	56.7%

GfK MRI
Spring 2018 Technical Guide
Psychographic Ascription

		Total		Average		Not		Min	Max	Ave
		Number of Items	Recovered Answered	Recovered Answered	Recovered Ascribed	Recovered Ascribed	Recovered Ascribed			
VACATION/TRAVEL	W77	27	6580	5037	1543	5387	56.7%	58.3%	57.9%	
	W78	27	6563	5139	1424	5217	55.1%	56.8%	56.4%	
TECHNOLOGY	W77	23	6580	5152	1428	5387	55.3%	57.5%	57.0%	
	W78	23	6563	5231	1332	5217	54.0%	56.1%	55.6%	
MEDIA	W77	10	6580	5193	1387	5387	52.5%	62.1%	56.6%	
	W78	10	6563	5218	1345	5217	51.5%	61.9%	55.7%	
INTEREST IN SPORTS	W77	14	6580	3471	3109	5387	68.6%	72.9%	71.0%	
	W78	14	6563	3521	3042	5217	67.3%	72.5%	70.1%	
FASHION & STYLE	W77	32	6580	5442	1138	5387	52.5%	55.2%	54.5%	
	W78	32	6563	5433	1130	5217	52.2%	54.5%	53.9%	

GfK MRI
Spring 2018 Technical Guide
Psychographic Ascription

CELLULAR-MOBILE 1		Number of Items	Total	Average	Average	Not	Min	Max	Avg
			Recovered Answered	Recovered Answered	Recovered Ascribed	Recovered Ascribed			
	W77	12	6580	5271	1309	5387	52.5%	59.8%	56.0%
	W78	12	6563	5257	1306	5217	51.7%	59.3%	55.4%

CELLULAR-MOBILE 2		Number of Items	Total	Average	Average	Not	Min	Max	Avg
			Recovered Answered	Recovered Answered	Recovered Ascribed	Recovered Ascribed			
	W77	22	6580	5307	1274	5387	52.9%	58.4%	55.7%
	W78	22	6563	5301	1262	5217	52.1%	57.8%	55.0%

YOUR ATTITUDES		Number of Items	Total	Average	Average	Not	Min	Max	Avg
			Recovered Answered	Recovered Answered	Recovered Ascribed	Recovered Ascribed			
	W77	63	6580	5543	1037	5387	51.7%	72.8%	53.7%
	W78	64	6563	5569	994	5217	50.9%	72.1%	52.7%

LIFE MATRIX - PERSONAL VALUES		Number of Items	Total	Average	Average	Not	Min	Max	Avg
			Recovered Answered	Recovered Answered	Recovered Ascribed	Recovered Ascribed			
	W77	42	6580	5916	664	5387	49.1%	51.4%	50.6%
	W78	42	6563	5936	627	5217	48.3%	50.3%	49.6%

LIFE MATRIX - ACTIVITIES		Number of Items	Total	Average	Average	Not	Min	Max	Avg
			Recovered Answered	Recovered Answered	Recovered Ascribed	Recovered Ascribed			
	W77	19	6580	4843	1737	5387	55.7%	63.5%	59.5%
	W78	19	6563	4832	1731	5217	54.9%	62.9%	59.0%

GfK MRI
Spring 2018 Technical Guide
Psychographic Ascription

		Total	Average	Average	Not				
	Number	Recovered	Recovered	Recovered	Recovered	Min	Max	Avg	
INTERNET ONLINE	of Items	Answered	Answered	Ascribed	Ascribed				
	W77	14	6580	5138	1443	5387	56.2%	57.5%	57.0%
	W78	14	6563	5234	1329	5217	54.5%	55.9%	55.5%

		Total	Average	Average	Not				
	Number	Recovered	Recovered	Recovered	Recovered	Min	Max	Avg	
SOCIAL NETWORKING	of Items	Answered	Answered	Ascribed	Ascribed				
	W77	16	3931	3416	515	4675	55.3%	61.6%	60.3%
	W78	16	4175	3575	600	4961	55.4%	62.4%	60.9%

		Total	Average	Average	Not				
	Number	Recovered	Recovered	Recovered	Recovered	Min	Max	Avg	
ATTITUDES TOWARD ADVERTISING	of Items	Answered	Answered	Ascribed	Ascribed				
	W77	6	6580	5412	1168	5387	53.9%	55.9%	54.8%
	W78	6	6563	5475	1088	5217	52.5%	54.7%	53.5%

GfK MRI Spring 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 77 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 77. This modeling yielded a total number of half-hour spent listening on an average weekday and past weekend, which allowed for the calculation of weekday/weekend quintiles.

Modeling Incompletely Measured Television Programs in GfK MRI's Survey of the American Consumer Doublebase 2018

Introduction

GfK MRI annually produces a Doublebase dataset comprised of the most recent four waves of Survey of the American Consumer [SAC] respondents. For 2018 this dataset is based on 48098 respondents from GfK MRI Interview Waves 75 through 78 and thus offers a very robust sample upon which to perform detailed analysis. The individual measures included in Doublebase 2018 are (primarily) those present in all four individual waves constituting the dataset.

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

For programs no longer available their absence from the Doublebase dataset is largely immaterial insofar as they are irrelevant to how GfK MRI data is largely used. However, this is very much not the case for newly introduced television programming (particularly Prime Time programming), i.e., programs measured in the most recent GfK MRI waves but absent from older waves (e.g. present in only Waves 77 and 78 of SAC), are important to clients. To address this matter, i.e. to “complete” viewing of television programs unmeasured in early waves of GfK MRI's Doublebase, GfK MRI has developed an imputation procedure as outlined below.

GfK MRI Doublebase Television Programming Imputation

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

First, considering the data utilized, the process GfK MRI employs involves an extensive set of variables relevant to television program viewing upon which to match respondents across Doublebase waves. Measures common to all four waves of Doublebase 2018 included in the matching process:

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

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

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

The matching-based imputation process proceeds as follows:

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

GfK MRI Spring 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 Nth 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</i>	<i>Total</i>	<i>Read</i>	<i>Pct. Read</i>	<i>Pct. Not</i>	<i>Pct. Non-</i>	<i>Pct. Read</i>	<i>No. Read</i>
<i>of</i>	<i>In tab</i>	<i>In tab</i>	<i>Within</i>	<i>Read</i>	<i>Read 2</i>	<i>1 or 2 of</i>	<i>1 or 2 of</i>
<i>Reading</i>				<i>Within</i>	<i>Issues</i>	<i>2 issues</i>	<i>2 issues</i>
<i>Answers</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-	9000						
Screen							

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

two

The probability of not reading either of

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 tables 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.