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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://mrissimmons.com> and select "Client Resources"; "Understanding the Survey"; "Client Notices".)

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DISTRIBUTION OF FINAL WEIGHTS

| Weights in Thousands | Number of Respondents | % | Cumulative % |
|---------------------------------|----------------------------------|----------|---------------------|
| 0-0.99 | 4640 | 11.7 | 11.7 |
| 1.00-1.99 | 7265 | 18.3 | 30.1 |
| 2.00-2.99 | 5538 | 14.0 | 44.0 |
| 3.00-3.99 | 4271 | 10.8 | 54.8 |
| 4.00-4.99 | 3121 | 7.9 | 62.7 |
| 5.00-5.99 | 2428 | 6.1 | 68.8 |
| 6.00-6.99 | 1799 | 4.5 | 73.4 |
| 7.00-7.99 | 1526 | 3.9 | 77.2 |
| 8.00-8.99 | 1241 | 3.1 | 80.3 |
| 9.00-9.99 | 973 | 2.5 | 82.8 |
| 10.00-14.99 | 2943 | 7.4 | 90.2 |
| 15.00-19.99 | 1401 | 3.5 | 93.8 |
| 20.00-24.99 | 793 | 2.0 | 95.8 |
| 25.00-29.99 | 637 | 1.6 | 97.4 |
| 30.00+ | 1037 | 2.6 | 100.0 |
| TOTAL | 39613 | 100.0 | |

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

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FALL 2020 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.

CONDÉ NAST PACKAGE

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

HEARST DESIGN GROUP

ELLE DÉCOR
HOUSE BEAUTIFUL
VERANDA

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
THE PIONEER WOMAN MAGAZINE
POPULAR MECHANICS
PREVENTION
ROAD & TRACK
RUNNER'S WORLD
TOWN & COUNTRY
VERANDA
WOMAN'S DAY
WOMEN'S HEALTH

HEARST MEN'S GROUP

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

MOTORTREND GROUP

MOTORTREND
HOT ROD
FOUR WHEELER

THE OUTDOOR SPORTSMAN TROPHY GROUP

GAME & FISH
GUNS & AMMO
HUNTING
IN-FISHERMAN

TRUSTED MEDIA BRANDS, INC. GROUP

BIRDS AND BLOOMS
COUNTRY
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> |
|-------------------------|--------------------|----------------------------|
| Allure | Monthly | Published 11 times a year. |
| The Atlantic | Monthly | Published 10 times a year. |
| Bassmaster | Bi-Monthly | Published 8 times a year. |
| Bloomberg Businessweek | Weekly | Published 42 times a year. |
| Boating | Monthly | Published 9 times a year. |
| Bon Appetit | Monthly | Published 10 times a year. |
| Boys' Life | Monthly | Published 10 times a year. |
| Cigar Aficionado | Bi-Monthly | Published 5 times a year. |
| Conde Nast Traveler | Bi-Monthly | Published 8 times a year. |
| Cooking with Paula Deen | Bi-Monthly | Published 7 times a year. |
| Country Living | Monthly | Published 10 times a year. |
| Discover | Bi-Monthly | Published 8 times a year. |
| EatingWell | Monthly | Published 10 times a year. |
| The Economist | Weekly | Published 50 times a year. |
| Elle Decor | Monthly | Published 10 times a year. |
| Entrepreneur | Bi-Monthly | Published 8 times a year. |
| Family Handyman | Bi-Monthly | Published 8 times a year. |
| First for Women | Tri-Weekly | Published 17 times a year. |
| Food Network Magazine | Monthly | Published 10 times a year. |
| Forbes | Bi-Monthly | Published 7 times a year. |
| Game & Fish | Monthly | Published 10 times a year. |
| Golf Digest | Monthly | Published 11 times a year. |
| Golf Magazine | Monthly | Published 11 times a year. |
| Golfweek | Monthly | Published 7 times a year. |
| Good Housekeeping | Monthly | Published 10 times a year. |
| GQ | Monthly | Published 10 times a year. |
| Guideposts | 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 8 times a year. |
| Hunting | Bi-Monthly | Published 8 times a year. |
| Inc. | Bi-Monthly | Published 7 times a year. |
| In-Fisherman | Bi-Monthly | Published 7 times a year. |
| Magnolia Journal | Bi-Monthly | Published 4 times a year. |
| Marie Claire | Monthly | Published 8 times a year. |
| Martha Stewart Living | Monthly | Published 10 times a year. |
| Men's Health | Monthly | Published 9 times a year. |
| National Geographic Kids | Monthly | Published 10 times a year. |
| The New York Magazine | Bi-Weekly | Published 23 times a year. |
| The New Yorker | Weekly | Published 47 times a year. |
| Outdoor Life | Bi-Monthly | Published 4 times a year. |
| Outside | Bi-Monthly | Published 8 times a year. |
| People en Español | Monthly | Published 9 times a year. |
| The Pioneer Woman Magazine | Bi-Monthly | Published 4 times a year. |
| Popular Science | Bi-Monthly | Published 4 times a year. |
| Reader's Digest | Monthly | Published 10 times a year. |
| Road & Track | Monthly | Published 10 times a year. |
| Salt Water Sportsman | Monthly | Published 9 times a year. |
| Shape | Monthly | Published 10 times a year. |
| Ski | Monthly | Published 4 times a year. |
| Smithsonian | Monthly | Published 10 times a year. |
| Southern Living | Monthly | Published 11 times a year. |
| Sports Illustrated | Tri-Weekly | Published 16 times a year. |
| Time | Bi-Weekly | Published 25 times a year. |
| Town & Country | Monthly | Published 9 times a year. |
| Vanity Fair | Monthly | Published 10 times a year. |
| VFW Magazine | Monthly | Published 9 times a year. |
| WebMD Magazine | Bi-Monthly | Published 4 times a year. |
| Wine Spectator | Tri-Weekly | Published 13 times a year. |

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| <u>MAGAZINE</u> | <u>MEASURED AS</u> | <u>ACTUALLY</u> |
|-----------------|--------------------|----------------------------|
| Woman's Day | Monthly | Published 10 times a year. |
| Women's Health | Monthly | Published 10 times a year. |

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NEWSPAPER DISTRIBUTED MAGAZINE

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

Parade Carrier Newspapers

The current carrier list was used to construct the estimates for the magazine specified above. In order to meet the tabulation schedule, September 4th was established as the deadline for MRI to receive the list. Any changes that were brought to our attention after this date were not included.

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Parade

| | |
|-----------------------------|----|
| The Anniston Star | AL |
| The Athens News Courier | AL |
| The Birmingham News | AL |
| The Cullman Times | AL |
| The Dothan Eagle | AL |
| The Gadsden Times | AL |
| The Huntsville Times | AL |
| Press-Register | AL |
| The Montgomery Advertiser | AL |
| The Opelika-Auburn News | AL |
| The Daily Home | AL |
| The Tuscaloosa News | AL |
| Batesville Daily Guard | AR |
| Camden News | AR |
| Log Cabin Democrat | AR |
| Sunday News | AR |
| AR Democrat - Fayetteville | AR |
| Southwest Times Record | AR |
| Jonesboro Sun | AR |
| AR Democrat - Little Rock | AR |
| The Baxter Bulletin | AR |
| Paragould Daily Press | AR |
| Pine Bluff Commercial | AR |
| The Courier | AR |
| The Daily Citizen | AR |
| Mohave Valley Daily News | AZ |
| Arizona Daily Sun | AZ |
| The Kingman Daily Miner | AZ |
| Today's News-Herald | AZ |
| Arizona Republic | AZ |
| The Daily Courier | AZ |
| My Herald/Review Media | AZ |
| News-Sun | AZ |
| The Arizona Daily Star | AZ |
| The Sun | AZ |
| The Bakersfield Californian | CA |
| Chico-Oroville Enterprise | CA |
| Eureka Times Standard | CA |
| Daily Republic | CA |

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| | |
|-----------------------------|----|
| The Fresno Bee | CA |
| The Union | CA |
| The Sentinel | CA |
| Lake County Record Bee | CA |
| Press-Telegram | CA |
| Los Angeles Times | CA |
| Los Angeles Daily News | CA |
| Merced Sun-Star | CA |
| The Modesto Bee | CA |
| Monterey Herald | CA |
| Register | CA |
| Desert Sun | CA |
| Antelope Valley Press | CA |
| Star-News | CA |
| Recorder | CA |
| Daily Bulletin | CA |
| Red Bluff Daily News | CA |
| Record Searchlight | CA |
| Redlands Daily Facts | CA |
| Daily Independent | CA |
| The Press Enterprise | CA |
| The Sacramento Bee | CA |
| The Sun | CA |
| The San Diego Union-Tribune | CA |
| San Francisco Chronicle | CA |
| San Jose Mercury News | CA |
| East Bay Times | CA |
| The Tribune | CA |
| Marin Independent Journal | CA |
| The Orange County Register | CA |
| Santa Barbara News-Press | CA |
| Valley Signal | CA |
| Santa Cruz Sentinel | CA |
| Santa Maria Times | CA |
| The Press Democrat | CA |
| The Record | CA |
| Daily Breeze | CA |
| Ukiah Daily Journal | CA |
| Vacaville Reporter | CA |
| Vallejo Times Herald | CA |
| Ventura County Star | CA |
| Daily Press | CA |
| Visalia Times-Delta | CA |

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| | |
|------------------------------|----|
| Valley Tribune | CA |
| Daily News | CA |
| Woodland Daily Democrat | CA |
| Siskiyou Daily News | CA |
| Sunday Camera | CO |
| Canon City Daily Record | CO |
| The Gazette | CO |
| The Denver Post | CO |
| The Coloradoan | CO |
| Fort Morgan Times | CO |
| The Daily Sentinel | CO |
| Greeley Tribune | CO |
| La Junta Tribune Democrat | CO |
| Times-Call | CO |
| Reporter-Herald | CO |
| Montrose Daily Press | CO |
| The Pueblo Chieftain | CO |
| Sterling Journal Advocate | CO |
| The Chronicle-News | CO |
| Connecticut Post | CT |
| The News-Times | CT |
| Time | CT |
| Hartford Courant | CT |
| Journal Inquirer | CT |
| Record-Journal | CT |
| The Middletown Press | CT |
| Herald Press | CT |
| New Haven Register | CT |
| The Day | CT |
| Bulletin | CT |
| The Advocate | CT |
| The Register Citizen | CT |
| Republican | CT |
| The Washington Post | DC |
| State News Sunday | DE |
| Wilmington News-Journal | DE |
| Bradenton Herald | FL |
| Citrus County Chronicle | FL |
| News-Journal | FL |
| Sun Sentinel | FL |
| The News-Press | FL |
| Northwest Florida Daily News | FL |
| The Gainesville Sun | FL |

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| | |
|----------------------------------|----|
| Highland News Sun | FL |
| Florida Times-Union | FL |
| The Ledger | FL |
| News-Chief | FL |
| Daily Commercial | FL |
| Florida Today | FL |
| The Miami Herald | FL |
| Daily News | FL |
| Star-Banner | FL |
| Orlando Sentinel | FL |
| The News Herald | FL |
| Pensacola News-Journal | FL |
| Herald-Tribune | FL |
| St. Augustine Record | FL |
| Tampa Bay Times | FL |
| Treasure Coast News | FL |
| Treasure Coast News | FL |
| Treasure Coast News | FL |
| Tallahassee Democrat | FL |
| Daily Sun | FL |
| The Palm Beach Post | FL |
| Albany Herald | GA |
| Athens Banner-Herald | GA |
| The Atlanta Journal-Constitution | GA |
| The Augusta Chronicle | GA |
| The Brunswick News | GA |
| Times-Georgian | GA |
| Daily Tribune | GA |
| Columbus Ledger-Enquirer | GA |
| Rockdale/Newton Citizen | GA |
| Daily Citizen | GA |
| Douglas County Sentinel | GA |
| Griffin Daily News | GA |
| The Telegraph | GA |
| Marietta Daily Journal | GA |
| Henry Herald | GA |
| The Milledgeville Union-Recorder | GA |
| The Moultrie Observer | GA |
| Rome News-Tribune | GA |
| Savannah Morning News | GA |
| Thomasville Times-Enterprise | GA |
| The Tifton Gazette | GA |
| The Valdosta Daily Times | GA |

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| | |
|----------------------------|----|
| The Tribune | IA |
| The Gazette | IA |
| Chronicle Times | IA |
| Clinton Herald | IA |
| The Daily Nonpareil | IA |
| Creston News Advertiser | IA |
| Quad-City Times | IA |
| The Des Moines Register | IA |
| Iowa City Press-Citizen | IA |
| The Messenger | IA |
| LeMars Daily Sentinel | IA |
| Times-Republican | IA |
| Globe-Gazette | IA |
| Newton Daily News | IA |
| Oskaloosa Herald | IA |
| The Ottumwa Courier | IA |
| Sioux City Journal | IA |
| The Courier | IA |
| Idaho Statesman | ID |
| Coeur d'Alene Press | ID |
| Post Register | ID |
| Lewiston Morning Tribune | ID |
| Idaho Press-Tribune | ID |
| Idaho State Journal | ID |
| Bonner County Daily Bee | ID |
| The Times-News | ID |
| The Telegraph | IL |
| Belleville News-Democrat | IL |
| The Pantagraph | IL |
| The Daily Ledger | IL |
| The Southern Illinoisan | IL |
| Carmi Times | IL |
| The News-Gazette | IL |
| Chicago Tribune | IL |
| Chicago Sun Times | IL |
| Northwest Herald | IL |
| Commercial News | IL |
| Herald & Review | IL |
| The Daily Chronicle | IL |
| Sauk Valley Newspapers | IL |
| Edwardsville Intelligencer | IL |
| Effingham Daily News | IL |
| The Journal Standard | IL |

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| | |
|--------------------------------|----|
| The Register-Mail | IL |
| Jacksonville Journal-Courier | IL |
| Herald News | IL |
| Daily Journal | IL |
| Star Courier | IL |
| La Salle News Tribune | IL |
| The Macomb Journal | IL |
| Dispatch/Rock Island Argus | IL |
| Dispatch/Rock Island Argus | IL |
| Daily Review Atlas | IL |
| Daily Mail | IL |
| The Times | IL |
| Pekin Daily Times | IL |
| Journal Star | IL |
| Daily Leader | IL |
| Quincy Herald-Whig | IL |
| Register Star & Yes | IL |
| The State Journal-Register | IL |
| The Herald Bulletin | IN |
| Times-Mail | IN |
| The Herald Times | IN |
| The Herald Times | IN |
| The Herald Times | IN |
| Brazil Times | IN |
| The Republic | IN |
| Connersville News Examiner | IN |
| The Elkhart Truth | IN |
| Evansville Courier & Press | IN |
| The Journal Gazette | IN |
| Frankfort Times | IN |
| Daily Journal | IN |
| The Goshen News | IN |
| Banner Graphic | IN |
| Daily Reporter | IN |
| Greensburg News | IN |
| Huntington Herald-Press | IN |
| Indianapolis Star | IN |
| The Evening News & The Tribune | IN |
| Kokomo Tribune | IN |
| The Laporte Herald Argus | IN |
| Journal and Courier | IN |
| The Lebanon Reporter | IN |
| The Daily World | IN |

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| | |
|----------------------------|----|
| Pharos-Tribune | IN |
| Chronicle-Tribune | IN |
| The Reporter Times | IN |
| The News Dispatch | IN |
| The Star Press | IN |
| Times Of Northwest Indiana | IN |
| The Courier Times | IN |
| Peru Tribune | IN |
| Palladium-Item | IN |
| The Rochester Sentinel | IN |
| The Tribune | IN |
| The Shelbyville News | IN |
| South Bend Tribune | IN |
| Tribune-Star | IN |
| Vincennes Sun Commercial | IN |
| Wabash Plain Dealer | IN |
| Dodge City Globe | KS |
| The Garden City Telegram | KS |
| The Hays Daily News | KS |
| Hutchinson News | KS |
| Journal World | KS |
| Leavenworth Times | KS |
| The Manhattan Mercury | KS |
| McPherson Sentinel | KS |
| Kansan | KS |
| The Ottawa Herald | KS |
| Morning Sun | KS |
| Salina Journal | KS |
| Topeka Capital-Journal | KS |
| The Wichita Eagle | KS |
| The Independent | KY |
| Daily News | KY |
| Corbin Times-Tribune | KY |
| The News Enterprise | KY |
| The Glasgow Daily Times | KY |
| The Gleaner | KY |
| Herald-Leader | KY |
| Kentucky New Era | KY |
| Courier-Journal | KY |
| Madisonville Messenger | KY |
| The Ledger Independent | KY |
| Messenger Inquirer | KY |
| The Paducah Sun | KY |

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| | |
|-------------------------------|----|
| Richmond Register | KY |
| Commonwealth Journal | KY |
| Abbeville Meridional | LA |
| The Advocate | LA |
| The Crowley Post-Signal | LA |
| Beauregard Daily News | LA |
| The Daily Star | LA |
| The Courier | LA |
| The Daily Advertiser | LA |
| American Press | LA |
| The Leesville Daily Leader | LA |
| The Daily Review | LA |
| The Times-Picayune | LA |
| The Shreveport Times | LA |
| Southwest Daily News | LA |
| Boston Sunday Globe | MA |
| The Enterprise | MA |
| Herald News | MA |
| Sentinel & Enterprise | MA |
| Metrowest Daily News | MA |
| Gloucester Daily Times | MA |
| Sunday Cape Cod Times | MA |
| The Sun | MA |
| Milford Daily News | MA |
| Sunday Standard-Times | MA |
| The Daily News Of Newburyport | MA |
| Eagle tribune | MA |
| The Berkshire Eagle | MA |
| Patriot Ledger | MA |
| Salem News | MA |
| Republican | MA |
| Taunton Daily Gazette | MA |
| Sunday Telegram | MA |
| The Capital | MD |
| The Sun | MD |
| Cumberland Times-News | MD |
| Star-Democrat | MD |
| News-Post | MD |
| The Herald-Mail Newspapers | MD |
| The Daily Times | MD |
| Carroll County Times | MD |
| Kennebec Journal | ME |
| Bangor Daily News | ME |

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| | |
|---------------------------|----|
| Sun Journal | ME |
| Maine Sunday Telegram | ME |
| The Daily Telegram | MI |
| Huron Daily Tribune | MI |
| Battle Creek Enquirer | MI |
| The Bay City Times | MI |
| Big Rapids Pioneer | MI |
| Tribune | MI |
| Reporter | MI |
| Sunday Free Press | MI |
| The Flint Journal | MI |
| Grand Haven Tribune | MI |
| The Grand Rapids Press | MI |
| Daily News | MI |
| Sentinel | MI |
| Citizen Patriot | MI |
| Kalamazoo Gazette | MI |
| Lansing State Journal | MI |
| Daily Press & Argus | MI |
| Manistee News Advocate | MI |
| The Mining Journal | MI |
| The Midland Daily News | MI |
| The Monroe News | MI |
| The Macomb Daily | MI |
| Morning Sun | MI |
| The Muskegon Chronicle | MI |
| Petoskey News-Review | MI |
| The Oakland Press | MI |
| The Daily Tribune | MI |
| The Saginaw News | MI |
| Herald-Palladium | MI |
| The Evening News | MI |
| Times Herald | MI |
| Journal | MI |
| Record-Eagle | MI |
| The Bemidji Pioneer | MN |
| Brainerd Dispatch | MN |
| Crookston Daily Times | MN |
| Duluth News-Tribune | MN |
| Faribault Daily News | MN |
| The Hibbing Daily Tribune | MN |
| The Free Press | MN |
| Star Tribune | MN |

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| | |
|-------------------------------------|----|
| Strib Express | MN |
| The Journal | MN |
| Owatonna People's Press | MN |
| Post-Bulletin | MN |
| Pioneer Press | MN |
| St. Cloud Times | MN |
| Virginia Mesabi Daily News | MN |
| West Central Tribune | MN |
| Winona Daily News | MN |
| Lake Sun Leader | MO |
| Southeast Missourian | MO |
| Constitution-Tribune | MO |
| Columbia Daily Tribune | MO |
| The Fulton Sun | MO |
| Courier-Post | MO |
| The Examiner | MO |
| News Tribune | MO |
| The Joplin Globe | MO |
| The Kansas City Star | MO |
| Kirksville Daily Express | MO |
| The Mexico Ledger | MO |
| Monitor Index/Democrat | MO |
| Neosho Daily News | MO |
| Daily Journal | MO |
| Rolla Daily News | MO |
| Democrat | MO |
| News-Leader | MO |
| St. Joseph News-Press | MO |
| St. Louis Post-Dispatch | MO |
| West Plains Daily Quill | MO |
| Sun Herald | MS |
| The Commercial Dispatch | MS |
| The Daily Corinthian | MS |
| Delta Democrat Times | MS |
| The Greenwood Commonwealth | MS |
| The Clarion-Ledger | MS |
| The News-Star | MS |
| Enterprise-Journal | MS |
| The Meridian Star | MS |
| Northeast Mississippi Daily Journal | MS |
| Billings Gazette | MT |
| Bozeman Daily Chronicle | MT |
| Montana Standard | MT |

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| | |
|-------------------------------|----|
| Helena Independent Record | MT |
| Daily Inter Lake | MT |
| Missoulain | MT |
| The Courier Tribune | NC |
| Asheville Citizen-Times | NC |
| Times-News | NC |
| The Charlotte Observer | NC |
| Daily Record | NC |
| Herald Sun | NC |
| The Daily Advance | NC |
| The Fayetteville Observer | NC |
| The Daily Courier | NC |
| Gaston Gazette | NC |
| Goldsboro News-Argus | NC |
| The News & Record | NC |
| The Daily Reflector | NC |
| The Daily Dispatch | NC |
| Times-News | NC |
| Hickory Daily Record | NC |
| The High Point Enterprise | NC |
| News | NC |
| Free Press | NC |
| News-Topic | NC |
| The Dispatch | NC |
| The McDowell News | NC |
| The News Herald | NC |
| My. Airy News | NC |
| Sun-Journal | NC |
| The News & Observer | NC |
| The Daily Herald | NC |
| Rocky Mount Telegram | NC |
| The Sanford Herald | NC |
| The Star | NC |
| Statesville Record & Landmark | NC |
| Star-News | NC |
| Wilson Times | NC |
| Winston-Salem Journal | NC |
| Tribune | ND |
| Devils Lake Daily Journal | ND |
| The Dickinson Press | ND |
| The Forum | ND |
| Grand Forks Herald | ND |
| The Jamestown Sun | ND |

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| | |
|--|----|
| Minot Daily News | ND |
| The Daily News | ND |
| Sun | NE |
| Telegram | NE |
| The Grand Island Independent | NE |
| Kearney Hub | NE |
| Journal Star | NE |
| Norfolk Daily News | NE |
| The North Platte Telegraph | NE |
| Sunday World-Herald | NE |
| Star-Herald | NE |
| York News Times | NE |
| Sentinel | NH |
| New Hampshire News | NH |
| Portsmouth Herald | NH |
| Asbury Park Press | NJ |
| The Press Of Atlantic City | NJ |
| The Record & Herald News | NJ |
| The Record & Herald News | NJ |
| Courier News | NJ |
| The Courier-Post | NJ |
| Home News Tribune | NJ |
| The Jersey Journal | NJ |
| Daily Record | NJ |
| The Star-Ledger | NJ |
| New Jersey Herald | NJ |
| The Times | NJ |
| Trentonian | NJ |
| The Daily Journal | NJ |
| Burlington County Times | NJ |
| South Jersey Sunday | NJ |
| Herald News | NJ |
| Alamogordo Daily News | NM |
| Journal | NM |
| Carlsbad Current-Argus | NM |
| Clovis News Journal | NM |
| The Daily Times | NM |
| News-Sun | NM |
| Las Cruces Sun-News | NM |
| Daily Record | NM |
| Elko Daily Free Press | NV |
| Las Vegas Review-Journal | NV |
| Las Vegas Review-Journal Sunday Select | NV |

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| | |
|----------------------------|----|
| The Reno Gazette-Journal | NV |
| Times Union | NY |
| The Citizen | NY |
| The Daily News | NY |
| Press & Sun-Bulletin | NY |
| The Buffalo News | NY |
| Messenger Post | NY |
| Daily Mail | NY |
| The Sunday Leader | NY |
| Star-Gazette | NY |
| Finger Lakes Times | NY |
| Post-Star | NY |
| The Leader-Herald | NY |
| Herkimer Telegram | NY |
| The Spectator | NY |
| Register-Star | NY |
| The Ithaca Journal | NY |
| Freeman | NY |
| Lockport Journal | NY |
| The Malone Telegram | NY |
| Times Herald-Record Sunday | NY |
| Newsday | NY |
| New York Daily News | NY |
| Niagra Gazette Sunday | NY |
| The Oneida Daily Dispatch | NY |
| The Daily Star | NY |
| Press-Republican | NY |
| Poughkeepsie Journal | NY |
| Democrat and Chronicle | NY |
| Saratogian | NY |
| Staten Island Advance | NY |
| The Post-Standard | NY |
| Record | NY |
| Observer-Dispatch | NY |
| Daily Times | NY |
| The Journal News | NY |
| Akron Beacon Journal | OH |
| Ashland Times-Gazette | OH |
| Ashtabula Star Beacon | OH |
| Messenger | OH |
| Telegraph-Forum | OH |
| The Sunday Jeffersonian | OH |
| The Repository | OH |

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| | |
|--------------------------|----|
| Chillicothe Gazette | OH |
| Cincinnati Enquirer | OH |
| Cincinnati Enquirer | OH |
| Herald | OH |
| The Plain Dealer | OH |
| Columbus Dispatch | OH |
| Coshocton Tribune | OH |
| Dayton Daily News | OH |
| The Crescent-News | OH |
| Sunday Review | OH |
| The Chronicle-Telegram | OH |
| The Courier | OH |
| Review-Times | OH |
| The News-Messenger | OH |
| Journal News | OH |
| Lancaster Eagle-Gazette | OH |
| The Lima News | OH |
| Morning Journal | OH |
| Logan Daily News | OH |
| Morning Journal | OH |
| Mansfield News-Journal | OH |
| The Marion Star | OH |
| The Independent | OH |
| The Times Reporter | OH |
| The Advocate | OH |
| News Herald | OH |
| Salem News | OH |
| Sandusky Register | OH |
| Springfield News-Sun | OH |
| The Blade | OH |
| The Tribune Chronicle | OH |
| Lake County News-Herald | OH |
| The Daily Record | OH |
| Times Recorder | OH |
| Daily Ardmoreite | OK |
| Examiner-Enterprise | OK |
| Claremore Daily Progress | OK |
| News and Eagle | OK |
| Lawton Constitution | OK |
| McAlester News-Capitol | OK |
| Muskogee Phoenix | OK |
| Norman Transcript | OK |
| The Oklahoman | OK |

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| | |
|---|----|
| Shawnee News-Star | OK |
| Stillwater Press | OK |
| Tahlequah Daily Press | OK |
| Tulsa World | OK |
| Woodward News | OK |
| Democrat-Herald & Corvallis Gazette Times | OR |
| The Bulletin | OR |
| The World | OR |
| The Register-Guard | OR |
| Herald And News | OR |
| Mail Tribune | OR |
| Argus Observer | OR |
| East Oregonian | OR |
| The Oregonian | OR |
| Statesman Journal | OR |
| The Morning Call | PA |
| Beaver County Times | PA |
| Gazette | PA |
| The Sentinel | PA |
| Chambersburg Public Opinion | PA |
| The Intelligencer | PA |
| Tri-County Sunday | PA |
| The Express-Times | PA |
| Erie Times-News | PA |
| Gettysburg Times | PA |
| Hanover Evening Sun | PA |
| Hazleton Standard-Speaker | PA |
| The Wayne Independent | PA |
| The Daily News | PA |
| The Tribune-Democrat | PA |
| New Era Intelligencer Journal Sunday News | PA |
| Latrobe Bulletin | PA |
| Lebanon Daily News | PA |
| Bucks County Courier Times | PA |
| Meadville Tribune | PA |
| New Castle News | PA |
| Times Herald | PA |
| The Philadelphia Inquirer | PA |
| Pittsburgh Post-Gazette | PA |
| Mercury | PA |
| Pottsville Republican Herald | PA |
| Delaware County Daily Times | PA |
| Reading Eagle | PA |

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| | |
|-----------------------------------|----|
| Scranton Times-Tribune | PA |
| The Shamokin-Pottsville News-Item | PA |
| The Herald | PA |
| St College Centre Daily Times | PA |
| Pocono Record | PA |
| The Daily Item | PA |
| Towanda Sunday Review | PA |
| Herald-Standard | PA |
| Washington Observer Reporter | PA |
| The Record Herald | PA |
| Daily Local News | PA |
| The Times Leader | PA |
| Citizen's Voice | PA |
| Williamsport Sun-Gazette | PA |
| York Daily Record | PA |
| Newport Daily News | RI |
| The Providence Journal | RI |
| Aiken Standard | SC |
| Anderson Independent-Mail | SC |
| The Post And Courier | SC |
| The State | SC |
| Morning News | SC |
| Greenville News | SC |
| The Index-Journal | SC |
| The Island Packet | SC |
| The Sun News | SC |
| The Times & Democrat | SC |
| The Herald | SC |
| Herald-Journal | SC |
| The Item | SC |
| American News | SD |
| Plainsman | SD |
| The Daily Republic | SD |
| Capital Journal | SD |
| Rapid City Journal | SD |
| Argus Leader | SD |
| Watertown Public Opinion | SD |
| Chattanooga Times Free Press | TN |
| The Leaf-Chronicle | TN |
| Cleveland Daily Banner | TN |
| Columbia Daily Herald | TN |
| The State Gazette | TN |
| Greeneville Sun | TN |

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| | |
|-----------------------------|----|
| The Jackson Sun | TN |
| Johnson City Press | TN |
| Kingsport Times-News | TN |
| Knoxville News Sentinel | TN |
| The Daily Times | TN |
| The Commercial Appeal | TN |
| Citizen Tribune | TN |
| The Daily News Journal | TN |
| The Tennessean | TN |
| Oak Ridge | TN |
| The Mountain Press | TN |
| Shelbyville Times-Gazette | TN |
| Abilene Reporter-News | TX |
| Amarillo Globe-News | TX |
| Athens Daily Review | TX |
| Austin American-Statesman | TX |
| Baytown Sun | TX |
| The Beaumont Enterprise | TX |
| Brownsville Herald | TX |
| Brownsville Herald | TX |
| Brownwood Bulletin | TX |
| Bryan College Station Eagle | TX |
| The Facts | TX |
| Corpus Christi Caller-Times | TX |
| The Dallas Morning News | TX |
| Briefing | TX |
| Del Rio News Herald | TX |
| Denton Record-Chronicle | TX |
| The El Paso Times | TX |
| Fort Worth Star-Telegram | TX |
| Gainesville Daily Register | TX |
| Galveston County Daily News | TX |
| Greenville Herald Banner | TX |
| Valley Morning Star | TX |
| Houston Chronicle | TX |
| The Huntsville Item | TX |
| Jacksonville Daily Progress | TX |
| Kerrville Daily Times | TX |
| Killeen Daily Herald | TX |
| Laredo Morning Times | TX |
| Longview News-Journal | TX |
| Lubbock Avalanche-Journal | TX |
| Lufkin Daily News | TX |

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| | |
|----------------------------------|----|
| Marshall News-Messenger | TX |
| Monitor | TX |
| Reporter-Telegram | TX |
| Daily Sentinel | TX |
| New Braunfels Herald-Zeitung | TX |
| Odessa American | TX |
| Palestine Herald-Press | TX |
| The Paris News | TX |
| Plainview Daily Herald | TX |
| Standard-Times | TX |
| San Antonio Express-News | TX |
| Seguin Gazette Enterprise | TX |
| Temple Daily Telegram | TX |
| Gazette | TX |
| Tyler Courier-Times-Telegraph | TX |
| Victoria Advocate | TX |
| Waco Tribune-Herald | TX |
| The Waxahachie Daily Light | TX |
| Times Record News | TX |
| The Herald Journal | UT |
| Daily Herald | UT |
| The Spectrum | UT |
| Bristol Herald Courier | VA |
| The Daily Progress | VA |
| Culpeper Star-Exponent | VA |
| Danville Register Bee | VA |
| The Freelance-Star/Star Exponent | VA |
| Daily News-Record | VA |
| News And Advance | VA |
| Martinsville Bulletin | VA |
| Daily Press | VA |
| The Virginian-Pilot | VA |
| The Petersburg Progress-Index | VA |
| Richmond Times-Dispatch | VA |
| The Roanoke Times | VA |
| The News Leader | VA |
| The News Virginian | VA |
| Winchester Star | VA |
| Banner | VT |
| Reformer | VT |
| The Burlington Free-Press | VT |
| The Bellingham Herald | WA |
| Kitsap Sun | WA |

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| | |
|------------------------------|----|
| Daily Record | WA |
| The Daily News | WA |
| Columbia Basin Herald | WA |
| Skagit Valley Herald | WA |
| The Olympian | WA |
| Tri-City Herald | WA |
| The Seattle Times | WA |
| Seattle Times Sunday Select | WA |
| The Spokesman-Review | WA |
| The News Tribune | WA |
| The Columbian | WA |
| Walla Walla Union-Bulletin | WA |
| The Wenatchee World | WA |
| Herald-Republic | WA |
| Appleton Post Crescent | WI |
| Baraboo News Republic | WI |
| Daily Citizen | WI |
| Chippewa Valley Newspapers | WI |
| Leader-Telegram | WI |
| Fond du Lac Reporter | WI |
| Green Bay Press Gazette | WI |
| Janesville Gazette | WI |
| Kenosha News | WI |
| La Crosse Tribune | WI |
| Wisconsin State Journal | WI |
| Manitowoc Herald Times | WI |
| Eagle Herald | WI |
| Milwaukee Journal Sentinel | WI |
| Oshkosh Northwestern | WI |
| Daily Register | WI |
| The Journal Times | WI |
| Sheboygan Press | WI |
| Central WI Sunday | WI |
| Wausau Daily Herald | WI |
| The Register-Herald | WV |
| Bluefield Daily Telegraph | WV |
| Gazette-Mail | WV |
| Clarksburg Exponent-Telegram | WV |
| Times West Virginian | WV |
| Herald-Dispatch | WV |
| Mineral Daily News Tribune | WV |
| The Journal | WV |
| The Dominion Post | WV |

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| | |
|-----------------------------------|----|
| The Parkersburg News And Sentinel | WV |
| Sunday News-Register | WV |
| Casper Star-Tribune | WY |
| Wyoming Tribune-Eagle | WY |
| Gillette News Record | WY |
| Boomerang | WY |
| The Ranger | WY |
| Daily Rocket-Miner | WY |

MRI-Simmons Fall 2020 Technical Guide

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.

MRI-Simmons Fall 2020
Definition of Media Quintiles

Magazines

Number of reported magazines for which respondent read the average issue based on probabilities, 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 | 5+ | 65.1% | 9.4 | 6+ | 61.1% | 12.4 |
| Quintile II | 3-4 | 20.8% | 3.0 | 3-5 | 22.6% | 4.6 |
| Quintile III | 2 | 9.0% | 1.3 | 2 | 11.0% | 2.2 |
| Quintile IV | 1 | 5.1% | 0.7 | 1 | 5.1% | 1.0 |
| Quintile V | 0 | 0.0% | 0.0 | 0 | 0.4% | 0.1 |
| Top ½ (Heavy) | 2+ | 91.5% | 5.3 | 2+ | 90.3% | 7.3 |
| Bottom ½ (Light) | 0-1 | 8.5% | 0.5 | 0-1 | 9.7% | 0.8 |

Newspapers

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

| | Men | | | Women | | |
|------------------|-------|-----------------|---------------------|-------|-----------------|---------------------|
| | Range | Share of Volume | Average Penetration | Range | Share of Volume | Average Penetration |
| Quintile I | 11+ | 86.3% | 25.4 | 12+ | 85.3% | 25.2 |
| Quintile II | 1-10 | 13.7% | 4.1 | 1-11 | 14.7% | 4.3 |
| Quintile III | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |
| Quintile IV | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |
| Quintile V | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |
| Top ½ (Heavy) | 1+ | 100.0% | 11.8 | 1+ | 100.0% | 11.8 |
| Bottom ½ (Light) | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |

Radio/Audio Weekdays

Number of half hours listened to Monday to Friday all day, developed from the average number of half hours listened to on an average day times five.

| | Men | | | Women | | |
|------------------|-------|-----------------|---------------------|-------|-----------------|---------------------|
| | Range | Share of Volume | Average Penetration | Range | Share of Volume | Average Penetration |
| Quintile I | 41+ | 60.1% | 78.0 | 40+ | 62.8% | 71.3 |
| Quintile II | 21-40 | 22.9% | 29.7 | 20-39 | 22.0% | 24.9 |
| Quintile III | 11-20 | 11.3% | 14.7 | 10-19 | 10.7% | 12.1 |
| Quintile IV | 5-10 | 5.6% | 7.3 | 1-9 | 4.6% | 5.2 |
| Quintile V | 0-4 | 0.1% | 0.1 | 0 | 0.0% | 0.0 |
| Top ½ (Heavy) | 16+ | 89.9% | 46.7 | 11+ | 91.0% | 41.3 |
| Bottom ½ (Light) | 0-15 | 10.1% | 5.2 | 0-10 | 9.0% | 4.1 |

**MRI-Simmons Fall 2020
Definition of Media Quintiles**

Radio/Audio Primetime

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

| | Men | | | Women | | |
|------------------|--------------|------------------------|----------------------------|--------------|------------------------|----------------------------|
| | Range | Share of Volume | Average Penetration | Range | Share of Volume | Average Penetration |
| Quintile I | 31+ | 60.9% | 63.2 | 30+ | 62.5% | 56.3 |
| Quintile II | 16-30 | 23.0% | 23.9 | 15-29 | 22.5% | 20.3 |
| Quintile III | 10-15 | 11.2% | 11.7 | 10-14 | 11.5% | 10.4 |
| Quintile IV | 1-9 | 4.9% | 5.1 | 1-9 | 3.6% | 3.2 |
| Quintile V | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |
| Top ½ (Heavy) | 11+ | 90.3% | 37.5 | 11+ | 91.0% | 32.9 |
| Bottom ½ (Light) | 0-10 | 9.7% | 4.0 | 0-10 | 9.0% | 3.2 |

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 | 92+ | 48.1% | 134.8 | 102+ | 47.4% | 149.2 |
| Quintile II | 58-91 | 25.9% | 72.7 | 64-101 | 25.6% | 80.7 |
| Quintile III | 35-57 | 16.2% | 45.4 | 40-63 | 16.1% | 50.6 |
| Quintile IV | 14-34 | 8.7% | 24.4 | 18-39 | 9.1% | 28.7 |
| Quintile V | 0-13 | 1.2% | 3.3 | 0-17 | 1.9% | 5.8 |
| Top ½ (Heavy) | 46+ | 83.1% | 93.2 | 51+ | 82.0% | 103.3 |
| Bottom ½ (Light) | 0-45 | 16.9% | 19.0 | 0-50 | 18.0% | 22.7 |

Outdoor

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

| | Men | | | Women | | |
|------------------|--------------|------------------------|----------------------------|--------------|------------------------|----------------------------|
| | Range | Share of Volume | Average Penetration | Range | Share of Volume | Average Penetration |
| Quintile I | 200+ | 58.7% | 270.4 | 126+ | 61.8% | 235.6 |
| Quintile II | 75-199 | 24.5% | 112.8 | 44-125 | 22.6% | 86.3 |
| Quintile III | 29-74 | 11.3% | 51.8 | 28-43 | 10.0% | 38.0 |
| Quintile IV | 15-28 | 4.5% | 20.7 | 6-27 | 4.7% | 18.0 |
| Quintile V | 0-14 | 0.9% | 4.4 | 0-5 | 0.9% | 3.4 |
| Top ½ (Heavy) | 44+ | 90.2% | 165.9 | 43+ | 90.1% | 137.3 |
| Bottom ½ (Light) | 0-43 | 9.8% | 18.1 | 0-42 | 9.9% | 15.1 |

MRI-Simmons Fall 2020
Definition of Media Quintiles

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 | 32+ | 45.2% | 38.9 | 34+ | 43.0% | 40.8 |
| Quintile II | 22-31 | 30.8% | 26.5 | 24-33 | 30.1% | 28.7 |
| Quintile III | 11-21 | 18.1% | 15.6 | 13-23 | 18.9% | 18.0 |
| Quintile IV | 1-10 | 5.9% | 5.1 | 3-12 | 7.8% | 7.4 |
| Quintile V | 0 | 0.0% | 0.0 | 0-2 | 0.3% | 0.3 |
| Top ½ (Heavy) | 16+ | 86.6% | 29.8 | 18+ | 84.0% | 32.0 |
| Bottom ½ (Light) | 0-15 | 13.4% | 4.6 | 0-17 | 16.0% | 6.1 |

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 | 52.5+ | 42.8% | 60.4 | 51.8+ | 41.9% | 59.2 |
| Quintile II | 24.6-52.4 | 29.3% | 41.3 | 26.5-51.7 | 28.9% | 40.8 |
| Quintile III | 20.5-24.5 | 16.6% | 23.4 | 20.6-26.4 | 16.7% | 23.6 |
| Quintile IV | 8.3-20.4 | 9.2% | 12.9 | 9.0-20.5 | 9.8% | 13.8 |
| Quintile V | 0-8.2 | 2.2% | 3.1 | 0-8.9 | 2.7% | 3.7 |
| Top ½ (Heavy) | 24.5+ | 80.7% | 45.6 | 24.5+ | 79.5% | 44.9 |
| Bottom ½ (Light) | 0-24.4 | 19.3% | 10.9 | 0-24.4 | 20.5% | 11.6 |

Beginning with the Fall 09 report, Internet quintiles are based on time spent (i.e. number of hours used in an average week). Prior to Fall 09, Internet quintiles were based on number of times used in a typical month. Beginning with the FALL 04 report, Internet quintiles are based on total adults. Prior to FALL 04, Internet quintiles were based on Internet users.

#Social Media

Number of hours used in an average week.

| | Men | | | Women | | |
|------------------|--------------|------------------------|----------------------------|--------------|------------------------|----------------------------|
| | Range | Share of Volume | Average Penetration | Range | Share of Volume | Average Penetration |
| Quintile I | 20.6+ | 64.4% | 35.0 | 24.5+ | 57.9% | 38.8 |
| Quintile II | 9.0-20.5 | 22.9% | 12.5 | 10.5-24.4 | 24.9% | 16.6 |
| Quintile III | 2.8-8.9 | 10.1% | 5.5 | 5.3-10.4 | 12.0% | 8.0 |
| Quintile IV | 1.0-2.7 | 2.6% | 1.4 | 1.6-5.2 | 4.8% | 3.2 |
| Quintile V | 0 | 0.0% | 0.0 | 0-1.5 | 0.3% | 0.2 |
| Top ½ (Heavy) | 5.3+ | 93.4% | 20.3 | 8.6+ | 90.1% | 24.1 |
| Bottom ½ (Light) | 0-5.2 | 6.6% | 1.4 | 0-8.5 | 9.9% | 2.7 |

Social Media quintiles are based on total adults.

MRI-Simmons Fall 2020
Definition of Media Quintiles

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) | 6+ | 62.5% | 8.7 | 6+ | 61.3% | 9.3 |
| Tercile II (Medium) | 3-5 | 26.0% | 3.6 | 3-5 | 27.4% | 4.2 |
| Tercile III (Light) | 1-2 | 11.5% | 1.6 | 1-2 | 11.2% | 1.7 |
| Non-Viewers | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |

Tercile codes are available for Daytime TV. For this medium the appropriate quantitative measure was developed, and respondents with a zero value (i.e. non-viewers or non-users) were excluded. Respondents with a non-zero value were divided into three equal terciles, requiring the random assignment of a single frequency level into two adjacent terciles. Terciles were developed separately for men and women. Also shown is the share of Volume and average Penetration for each tercile.

MRI-Simmons Fall 2020
Block Group HH Income Quintiles
Median Income Range for Adults

| Block Group HH Income Quintile | Range - Adults |
|-----------------------------------|------------------|
| Quintile I | 117,001+ |
| Quintile II | 73,000 – 117,000 |
| Quintile III | 45,000 - 72,999 |
| Quintile IV | 23,000 – 44,999 |
| Quintile V | 22,999 or less |

MRI-Simmons Fall 2020 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. | 39613 | 252092 | - | 19927 | 121767 | - | 19686 | 130325 | - |
| AARP The Magazine | 7539 | 36047 | 1262 | 3493 | 14488 | 763 | 4046 | 21559 | 1277 |
| Allrecipes < | 1931 | 6629 | 649 | 582 | 1381 | 303 | 1349 | 5248 | 558 |
| Allure | 1886 | 3373 | 298 | 336 | 396 | 139 | 1550 | 2977 | 275 |
| American Hunter | 948 | 2702 | 376 | 717 | 2188 | 386 | 231 | 514 | 212 |
| American Legion | 801 | 2619 | 295 | 521 | 1809 | 324 | 280 | 810 | 154 |
| American Rifleman | 1207 | 4296 | 616 | 974 | 3459 | 501 | 233 | 838 | 294 |
| American Way | 1001 | 1744 | 145 | 541 | 1013 | 98 | 460 | 731 | 120 |
| Architectural Digest | 1328 | 2247 | 278 | 590 | 894 | 164 | 738 | 1353 | 218 |
| Arthritis Today & | 594 | 1671 | 492 | 206 | 450 | 211 | 388 | 1220 | 376 |
| The Atlantic | 1151 | 1679 | 394 | 631 | 934 | 333 | 520 | 745 | 167 |
| Bassmaster | 665 | 1929 | 325 | 514 | 1454 | 291 | 151 | 475 | 180 |
| Better Homes & Gardens | 7172 | 24457 | 935 | 1950 | 5144 | 399 | 5222 | 19313 | 841 |
| Bicycling | 560 | 1157 | 287 | 369 | 706 | 222 | 191 | 451 | 255 |
| Birds & Blooms | 1187 | 4372 | 509 | 401 | 1275 | 192 | 786 | 3097 | 531 |
| Bloomberg Businessweek | 1539 | 1646 | 423 | 962 | 1135 | 276 | 577 | 510 | 193 |
| Boating | 699 | 1176 | 231 | 507 | 950 | 203 | 192 | 227 | 85 |
| Bon Appetit | 2502 | 5574 | 727 | 928 | 2015 | 363 | 1574 | 3559 | 528 |
| Boys' Life | 617 | 1378 | 335 | 352 | 801 | 199 | 265 | 577 | 206 |
| Car and Driver | 2156 | 5159 | 386 | 1802 | 4485 | 318 | 354 | 674 | 190 |
| Chicago Tribune (Sunday) | 506 | 1471 | 371 | 255 | 764 | 305 | 251 | 706 | 178 |
| Cigar Aficionado | 557 | 1152 | 213 | 404 | 849 | 181 | 153 | 303 | 135 |
| Conde Nast Package (Gr) | 20474 | 35936 | 2053 | 8286 | 13271 | 1349 | 12188 | 22665 | 1803 |
| Conde Nast Traveler | 1546 | 2342 | 466 | 728 | 968 | 214 | 818 | 1374 | 373 |
| Consumer Reports | 4042 | 10696 | 761 | 2251 | 5437 | 742 | 1791 | 5259 | 408 |
| Cooking with Paula Deen | 601 | 1696 | 336 | 180 | 178 | 80 | 421 | 1518 | 327 |
| Cosmopolitan | 3422 | 9394 | 889 | 803 | 1800 | 394 | 2619 | 7594 | 833 |
| Costco Connection | 6571 | 28002 | 1151 | 3279 | 11930 | 674 | 3292 | 16072 | 953 |
| Country | 983 | 2506 | 638 | 316 | 787 | 296 | 567 | 1719 | 452 |
| Country Living | 3088 | 7725 | 767 | 885 | 1690 | 361 | 2203 | 6035 | 587 |
| Country Sampler | 632 | 1737 | 407 | 188 | 215 | 80 | 444 | 1522 | 431 |
| Diabetes Forecast | 658 | 2021 | 372 | 275 | 666 | 144 | 383 | 1355 | 264 |
| Diabetes Self-Management | 781 | 2842 | 656 | 320 | 1038 | 339 | 461 | 1804 | 556 |
| Diabetic Living & | 840 | 3326 | 460 | 324 | 1029 | 262 | 516 | 2297 | 414 |
| Discover | 1779 | 3821 | 494 | 946 | 2120 | 410 | 833 | 1701 | 359 |
| Ducks Unlimited | 535 | 1569 | 312 | 378 | 1036 | 134 | 157 | 533 | 246 |
| EatingWell | 2037 | 5030 | 413 | 594 | 1133 | 132 | 1443 | 3897 | 467 |
| The Economist | 1993 | 1960 | 255 | 1250 | 1167 | 162 | 743 | 693 | 199 |
| Elle | 2112 | 3800 | 450 | 440 | 451 | 253 | 1672 | 3349 | 462 |
| Elle Decor | 1061 | 1949 | 335 | 294 | 511 | 171 | 767 | 1438 | 323 |
| Entertainment Weekly | 3608 | 8896 | 820 | 1494 | 3299 | 493 | 2114 | 5598 | 599 |
| Entrepreneur | 1339 | 2194 | 424 | 725 | 1094 | 214 | 614 | 1099 | 336 |
| Esquire @ | 1277 | 1994 | 396 | 787 | 1151 | 239 | 490 | 843 | 298 |
| Essence @ | 1699 | 5266 | 354 | 484 | 1286 | 290 | 1215 | 3980 | 332 |
| Family Handyman | 1472 | 4522 | 458 | 948 | 2702 | 387 | 524 | 1819 | 401 |
| Field & Stream & | 1521 | 5130 | 644 | 1171 | 4133 | 511 | 350 | 997 | 210 |
| First For Women | 777 | 1793 | 364 | 125 | 105 | 51 | 652 | 1688 | 342 |
| Food & Wine | 2798 | 5915 | 383 | 1154 | 2293 | 266 | 1644 | 3623 | 400 |
| Food Network Magazine | 3540 | 9785 | 680 | 1244 | 2862 | 448 | 2296 | 6923 | 476 |
| Forbes @ | 2729 | 4881 | 686 | 1588 | 2856 | 380 | 1141 | 2024 | 495 |
| Fortune | 1395 | 1892 | 413 | 876 | 1190 | 301 | 519 | 701 | 266 |
| Game & Fish ^ | 876 | 2248 | 653 | 670 | 1748 | 496 | 206 | 501 | 235 |
| Game Informer | 1618 | 6522 | 907 | 1083 | 4754 | 513 | 535 | 1769 | 501 |
| Golf Digest | 1329 | 3180 | 374 | 1004 | 2349 | 300 | 325 | 831 | 240 |
| Golf Magazine | 1433 | 3570 | 557 | 1069 | 2599 | 487 | 364 | 970 | 331 |
| Golfweek @ | 718 | 1266 | 202 | 527 | 941 | 111 | 191 | 325 | 184 |
| Good Housekeeping | 4092 | 12783 | 894 | 823 | 1807 | 313 | 3269 | 10976 | 716 |
| GQ (Gentlemen's Quarterly) | 2015 | 3578 | 289 | 1284 | 2717 | 347 | 731 | 861 | 196 |
| Guideposts | 1098 | 3976 | 578 | 399 | 1083 | 226 | 699 | 2893 | 497 |
| Guns & Ammo | 1927 | 6843 | 737 | 1536 | 5672 | 740 | 391 | 1171 | 212 |
| Harper's Bazaar | 1475 | 1987 | 455 | 365 | 465 | 224 | 1110 | 1522 | 295 |
| Health | 2246 | 4825 | 595 | 828 | 1706 | 285 | 1418 | 3118 | 452 |
| Hearst Design Group (Gr) | 3270 | 6723 | 575 | 861 | 1336 | 377 | 2409 | 5387 | 608 |
| Hearst Magazine Group (Gr) | 48099 | 117195 | 3909 | 17271 | 36293 | 2304 | 30828 | 80903 | 3776 |
| Hearst Men's Group (Gr) | 9516 | 21581 | 1413 | 7548 | 17894 | 1161 | 1968 | 3686 | 501 |
| HGTV Magazine | 3129 | 8064 | 748 | 1075 | 2502 | 424 | 2054 | 5563 | 538 |
| Hot Rod | 1057 | 2964 | 319 | 835 | 2481 | 340 | 222 | 483 | 194 |
| House Beautiful @ | 1620 | 3766 | 412 | 368 | 604 | 265 | 1252 | 3162 | 450 |
| Hunting | 640 | 1687 | 303 | 484 | 1356 | 277 | 156 | 331 | 189 |
| In-Fisherman | 636 | 1726 | 290 | 499 | 1463 | 256 | 137 | 263 | 162 |
| InStyle | 2491 | 5062 | 328 | 503 | 681 | 216 | 1988 | 4381 | 272 |
| In Touch | 1693 | 2523 | 264 | 401 | 496 | 178 | 1292 | 2027 | 311 |
| Inc. | 846 | 912 | 246 | 482 | 572 | 163 | 364 | 339 | 226 |
| Kiplinger's Personal Finance | 962 | 1628 | 206 | 601 | 924 | 198 | 361 | 704 | 191 |
| Los Angeles Times (Sunday) | 291 | 1307 | 337 | 145 | 604 | 225 | 146 | 703 | 261 |
| Magnolia Journal & | 1679 | 5402 | 590 | 438 | 1024 | 316 | 1241 | 4378 | 562 |

@ Magazine is now a bi-monthly and was measured as a monthly in Wave 82.

& Magazine is now a quarterly and was measured as a bi-monthly in Wave 82 and 83.

<> Allrecipes was measured as Allrecipes Magazine in Wave 82.

^ 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.

% Men's Journal is now a bi-monthly and was measured as a monthly in Waves 82 and 83.

#! Sports Illustrated is now a triweekly and was measured as a biweekly in Waves 82 and 83.

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

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MRI-Simmons Fall 2020 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. | 39613 | 252092 | - | 19927 | 121767 | - | 19686 | 130325 | - |
| Marie Claire | 1272 | 1899 | 290 | 202 | 171 | 102 | 1070 | 1727 | 286 |
| Martha Stewart Living | 2368 | 5626 | 516 | 502 | 830 | 194 | 1866 | 4795 | 546 |
| Maxim | 1085 | 2308 | 392 | 745 | 1661 | 453 | 340 | 647 | 170 |
| Men's Health | 3110 | 7939 | 440 | 2519 | 6828 | 492 | 591 | 1111 | 182 |
| Men's Journal % | 1277 | 1986 | 296 | 1062 | 1761 | 274 | 215 | 225 | 79 |
| Midwest Living | 889 | 2470 | 272 | 321 | 658 | 189 | 568 | 1811 | 262 |
| Mother Earth News | 741 | 2026 | 300 | 335 | 828 | 191 | 406 | 1197 | 212 |
| MotorTrend | 1698 | 3988 | 347 | 1417 | 3447 | 341 | 281 | 541 | 198 |
| MotorTrend Group (Gr) | 3369 | 8580 | 676 | 2713 | 7296 | 751 | 656 | 1284 | 446 |
| National Enquirer | 1526 | 2960 | 283 | 658 | 1155 | 226 | 868 | 1804 | 195 |
| National Geographic | 7068 | 20611 | 1001 | 3726 | 10525 | 681 | 3342 | 10086 | 991 |
| National Geographic Kids | 1781 | 5455 | 550 | 624 | 1654 | 402 | 1157 | 3801 | 535 |
| National Wildlife | 1482 | 3111 | 389 | 751 | 1532 | 285 | 731 | 1579 | 270 |
| New York Magazine | 1693 | 1818 | 194 | 808 | 930 | 175 | 885 | 888 | 124 |
| New York Times (Daily) | 891 | 4152 | 756 | 493 | 1972 | 424 | 398 | 2180 | 628 |
| New York Times (Sunday) | 1106 | 4930 | 679 | 602 | 2466 | 450 | 504 | 2464 | 443 |
| The New Yorker | 3135 | 3711 | 533 | 1551 | 1736 | 274 | 1584 | 1975 | 425 |
| O, The Oprah Magazine | 2695 | 7352 | 825 | 553 | 1175 | 311 | 2142 | 6177 | 652 |
| OK! | 1417 | 2232 | 421 | 386 | 475 | 132 | 1031 | 1757 | 355 |
| Outdoor Life &% | 1544 | 3839 | 606 | 1022 | 2692 | 602 | 522 | 1147 | 270 |
| Outdoor Sportsman Trophy Group (Gr) | 4079 | 12505 | 1623 | 3189 | 10239 | 1426 | 890 | 2266 | 511 |
| Outside | 1274 | 2541 | 248 | 735 | 1465 | 218 | 539 | 1077 | 335 |
| Parade Carrier Newspapers = | 7231 | 43724 | 2222 | 3728 | 20873 | 1361 | 3503 | 22851 | 1587 |
| Parents | 1901 | 5745 | 583 | 477 | 1079 | 209 | 1424 | 4666 | 531 |
| Parents Latina | 452 | 1252 | 368 | 142 | 240 | 187 | 310 | 1011 | 299 |
| People | 10182 | 24602 | 500 | 3616 | 7552 | 425 | 6566 | 17050 | 491 |
| People en Espanol | 1820 | 5752 | 899 | 670 | 2265 | 446 | 1150 | 3487 | 546 |
| The Pioneer Woman Magazine &% | 1237 | 4214 | 745 | 259 | 675 | 306 | 978 | 3539 | 740 |
| Popular Mechanics @ | 1956 | 4359 | 661 | 1585 | 3628 | 519 | 371 | 731 | 269 |
| Popular Science &% | 2209 | 4501 | 498 | 1563 | 3238 | 328 | 646 | 1263 | 263 |
| Prevention | 1428 | 3212 | 486 | 393 | 744 | 265 | 1035 | 2468 | 425 |
| Psychology Today | 1277 | 2340 | 368 | 536 | 921 | 177 | 741 | 1419 | 235 |
| Reader's Digest | 4069 | 14164 | 691 | 1718 | 5172 | 325 | 2351 | 8992 | 759 |
| Real Simple | 2496 | 5423 | 472 | 529 | 809 | 182 | 1967 | 4614 | 332 |
| Reminisce | 505 | 1419 | 248 | 205 | 573 | 148 | 300 | 846 | 182 |
| Road & Track | 1017 | 2131 | 300 | 855 | 1803 | 210 | 162 | 328 | 145 |
| Rolling Stone | 3138 | 5823 | 615 | 1665 | 3633 | 469 | 1473 | 2190 | 277 |
| Runner's World | 711 | 1368 | 194 | 380 | 668 | 132 | 331 | 700 | 177 |
| Salt Water Sportsman | 529 | 1186 | 233 | 369 | 806 | 124 | 160 | 379 | 189 |
| The Saturday Evening Post | 571 | 1091 | 270 | 252 | 463 | 148 | 319 | 628 | 165 |
| Scientific American | 1493 | 2049 | 297 | 913 | 1231 | 203 | 580 | 817 | 187 |
| Shape | 1486 | 3091 | 366 | 310 | 526 | 145 | 1176 | 2564 | 264 |
| Ski | 429 | 938 | 207 | 254 | 519 | 153 | 175 | 419 | 151 |
| Smithsonian | 2807 | 5689 | 415 | 1514 | 2877 | 428 | 1293 | 2813 | 349 |
| Southern Living | 4222 | 12118 | 452 | 1247 | 2851 | 297 | 2975 | 9267 | 527 |
| Sports Illustrated #! | 4549 | 10481 | 513 | 3241 | 8114 | 353 | 1308 | 2367 | 311 |
| Star | 1717 | 3234 | 334 | 511 | 787 | 201 | 1206 | 2447 | 321 |
| Sunset | 1295 | 2824 | 308 | 520 | 1064 | 268 | 775 | 1760 | 219 |
| Taste of Home | 2526 | 9894 | 516 | 623 | 1981 | 274 | 1903 | 7913 | 511 |
| Tennis | 115 | 836 | 204 | 228 | 291 | 57 | 187 | 546 | 197 |
| Texas Monthly | 1053 | 2224 | 401 | 552 | 1249 | 364 | 501 | 975 | 147 |
| This Old House | 1750 | 4408 | 489 | 932 | 2341 | 310 | 818 | 2067 | 314 |
| Time | 6385 | 11219 | 805 | 3195 | 5524 | 555 | 3190 | 5695 | 367 |
| Town & Country | 1373 | 2050 | 399 | 476 | 665 | 294 | 897 | 1385 | 328 |
| Traditional Home &% | 1033 | 2261 | 296 | 315 | 436 | 121 | 718 | 1825 | 322 |
| Travel + Leisure | 2680 | 4948 | 620 | 1218 | 2186 | 480 | 1462 | 2762 | 428 |
| Trusted Media Brands,Inc. Grp. (Gr) | 10642 | 36877 | 1420 | 4211 | 12491 | 908 | 6431 | 24386 | 1581 |
| TV Guide Magazine | 2251 | 6570 | 360 | 1014 | 2639 | 306 | 1237 | 3931 | 338 |
| Us Weekly | 4105 | 6682 | 398 | 1269 | 1736 | 232 | 2836 | 4946 | 285 |
| USA Today | 470 | 3189 | 608 | 275 | 1690 | 569 | 195 | 1499 | 171 |
| Vanity Fair | 2942 | 5385 | 489 | 916 | 1368 | 344 | 2026 | 4017 | 464 |
| Veranda | 589 | 1008 | 177 | 199 | 221 | 68 | 390 | 787 | 184 |
| VFW Magazine | 535 | 1483 | 311 | 350 | 1105 | 286 | 185 | 378 | 216 |
| Vogue | 3383 | 7012 | 554 | 840 | 1301 | 343 | 2543 | 5711 | 446 |
| Wall Street Journal | 734 | 3100 | 675 | 482 | 1750 | 398 | 252 | 1350 | 419 |
| Washington Post (Sunday) | 284 | 942 | 278 | 134 | 419 | 194 | 150 | 523 | 159 |
| WebMD Magazine | 2848 | 6612 | 651 | 1277 | 2299 | 239 | 1571 | 4314 | 597 |
| THE WEEK | 959 | 1525 | 207 | 493 | 722 | 199 | 466 | 803 | 219 |
| Wine Spectator | 1262 | 1897 | 286 | 662 | 1124 | 264 | 600 | 763 | 136 |
| Wired | 1737 | 2714 | 361 | 1113 | 1876 | 229 | 624 | 837 | 230 |
| Woman's Day | 3357 | 11071 | 812 | 392 | 862 | 212 | 2965 | 10208 | 752 |
| Woman's World | 1791 | 4094 | 442 | 230 | 341 | 144 | 1561 | 3754 | 437 |
| Women's Health | 3059 | 7246 | 488 | 462 | 495 | 117 | 2597 | 6751 | 419 |
| Yankee | 591 | 1145 | 244 | 272 | 394 | 111 | 319 | 751 | 180 |
| Yoga Journal | 691 | 1289 | 317 | 214 | 313 | 277 | 477 | 976 | 219 |

@ Magazine is now a bi-monthly and was measured as a monthly in Wave 82.

&% Magazine is now a quarterly and was measured as a bi-monthly in Wave 82 and 83.

<- Allrecipes was measured as Allrecipes Magazine in Wave 82.

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MRI-Simmons Fall 2020 Technical Guide

MEDIAN AGE, HOUSEHOLD INCOME AND INDIVIDUAL EMPLOYMENT INCOME

| | MEDIAN AGE | | | MEDIAN HOUSEHOLD INCOME | | | MEDIAN INDIVIDUAL EMPLOYMENT INCOME | | |
|------------------------------|------------|------|-------|-------------------------|---------|---------|-------------------------------------|--------|--------|
| | ADULTS | MEN | WOMEN | ADULTS | MEN | WOMEN | ADULTS | MEN | WOMEN |
| Total U.S. | 47.4 | 46.5 | 48.3 | 76,749 | 81,406 | 72,570 | 48,540 | 56,824 | 40,721 |
| AARP The Magazine | 66.4 | 66.6 | 66.2 | 71,038 | 78,633 | 66,232 | 47,535 | 62,525 | 40,615 |
| Allrecipes < | 52.2 | 50.5 | 52.7 | 66,418 | 78,487 | 62,556 | 43,968 | 62,570 | 40,386 |
| Allure | 43.8 | 39.7 | 44.3 | 67,811 | 46,560 | 71,370 | 45,101 | 56,352 | 44,259 |
| American Hunter | 56.4 | 56.7 | 55.1 | 70,541 | 69,163 | 74,667 | 55,629 | 57,230 | 39,662 |
| American Legion | 68.1 | 70.4 | 64.4 | 71,863 | 67,956 | 79,987 | 48,439 | 50,338 | 42,677 |
| American Rifleman | 58.3 | 58.5 | 57.3 | 86,080 | 88,279 | 81,978 | 58,846 | 64,319 | 38,251 |
| American Way | 45.3 | 45.3 | 45.3 | 131,084 | 143,814 | 106,728 | 71,222 | 79,050 | 58,721 |
| Architectural Digest | 54.1 | 52.8 | 54.9 | 112,718 | 148,937 | 90,359 | 71,328 | 95,446 | 50,654 |
| Arthritis Today & | 66.0 | 67.2 | 65.1 | 46,288 | 50,835 | 43,975 | 33,088 | 47,149 | 30,529 |
| The Atlantic | 54.0 | 48.1 | 57.9 | 101,589 | 107,577 | 96,127 | 64,053 | 60,283 | 68,859 |
| Bassmaster | 49.6 | 51.4 | 43.9 | 63,320 | 69,799 | 52,333 | 47,743 | 55,896 | 25,979 |
| Better Homes & Gardens | 55.6 | 54.9 | 55.8 | 71,234 | 81,615 | 68,953 | 44,999 | 57,950 | 41,282 |
| Bicycling | 47.7 | 46.4 | 55.0 | 79,982 | 75,794 | 85,438 | 43,544 | 55,617 | 33,034 |
| Birds & Blooms | 63.9 | 65.0 | 63.4 | 59,013 | 72,778 | 54,582 | 40,717 | 59,251 | 33,015 |
| Bloomberg Businessweek | 50.9 | 50.2 | 51.3 | 114,729 | 122,669 | 102,852 | 61,547 | 81,427 | 30,956 |
| Boating | 56.7 | 58.6 | 47.8 | 91,893 | 85,984 | 110,962 | 66,219 | 68,386 | 56,813 |
| Bon Appetit | 51.3 | 50.2 | 52.4 | 92,966 | 111,685 | 82,547 | 59,783 | 72,428 | 49,116 |
| Boys' Life | 45.7 | 47.1 | 44.0 | 103,044 | 103,723 | 101,263 | 71,530 | 88,044 | 45,517 |
| Car and Driver | 49.8 | 50.6 | 46.5 | 84,000 | 87,137 | 69,605 | 60,269 | 63,141 | 41,365 |
| Chicago Tribune (Sunday) | 52.6 | 45.5 | 57.8 | 83,472 | 86,002 | 79,490 | 44,275 | 46,008 | 42,553 |
| Cigar Aficionado | 45.6 | 46.0 | 45.2 | 100,367 | 115,469 | 43,546 | 66,529 | 80,939 | 18,908 |
| Conde Nast Package (Gr) | 47.1 | 45.4 | 47.9 | 86,590 | 98,155 | 79,839 | 52,770 | 67,530 | 46,304 |
| Conde Nast Traveler | 55.8 | 56.1 | 55.6 | 122,924 | 122,609 | 123,218 | 71,893 | 83,447 | 65,285 |
| Consumer Reports | 65.5 | 65.3 | 65.8 | 91,175 | 94,148 | 88,518 | 63,575 | 74,784 | 50,255 |
| Cooking with Paula Deen | 48.5 | 49.2 | 48.4 | 52,214 | 54,765 | 51,785 | 32,677 | 40,999 | 31,888 |
| Cosmopolitan | 38.4 | 38.6 | 38.3 | 65,959 | 68,518 | 65,010 | 40,181 | 47,212 | 37,372 |
| Costco Connection | 53.9 | 53.2 | 54.4 | 108,025 | 115,728 | 102,363 | 67,332 | 81,603 | 53,412 |
| Country | 58.5 | 61.5 | 57.2 | 51,110 | 59,704 | 46,559 | 35,087 | 63,350 | 30,053 |
| Country Living | 56.3 | 55.6 | 56.4 | 64,955 | 62,779 | 65,377 | 38,526 | 55,542 | 34,490 |
| Country Sampler | 57.2 | 64.6 | 56.3 | 53,263 | 59,339 | 52,152 | 30,330 | 49,447 | 28,721 |
| Diabetes Forecast | 59.1 | 59.8 | 58.7 | 42,668 | 52,941 | 38,889 | 26,180 | 53,332 | 22,907 |
| Diabetes Self-Management | 57.4 | 57.4 | 57.3 | 42,039 | 51,648 | 37,929 | 30,430 | 46,872 | 24,546 |
| Diabetic Living & | 55.7 | 55.2 | 55.9 | 52,372 | 61,519 | 46,776 | 41,813 | 54,958 | 33,729 |
| Discover | 46.9 | 47.1 | 46.5 | 59,662 | 69,105 | 50,545 | 35,528 | 46,833 | 28,937 |
| Ducks Unlimited | 45.1 | 44.8 | 47.1 | 81,005 | 82,071 | 80,070 | 52,143 | 58,194 | 25,157 |
| EatingWell | 54.7 | 54.8 | 54.7 | 76,155 | 90,522 | 72,216 | 48,457 | 58,815 | 44,421 |
| The Economist | 44.9 | 43.4 | 48.5 | 126,043 | 132,405 | 99,901 | 69,894 | 75,563 | 46,703 |
| Elle | 42.7 | 36.7 | 43.5 | 66,647 | 75,298 | 65,670 | 45,448 | 55,319 | 45,231 |
| Elle Decor | 50.5 | 52.6 | 49.2 | 76,365 | 67,634 | 79,385 | 45,906 | 55,987 | 44,893 |
| Entertainment Weekly | 45.0 | 45.4 | 44.8 | 68,523 | 66,512 | 69,683 | 43,398 | 53,629 | 38,054 |
| Entrepreneur | 43.2 | 42.2 | 44.8 | 81,415 | 107,885 | 63,029 | 52,143 | 63,973 | 40,825 |
| Esquire @ | 47.4 | 47.8 | 46.9 | 83,332 | 98,804 | 59,694 | 55,604 | 73,325 | 43,000 |
| Essence @ | 48.6 | 45.2 | 49.6 | 63,042 | 73,884 | 60,903 | 46,204 | 53,493 | 44,237 |
| Family Handyman | 57.0 | 57.6 | 56.5 | 79,146 | 82,835 | 73,459 | 56,193 | 63,062 | 47,207 |
| Field & Stream & | 48.1 | 48.6 | 46.6 | 73,006 | 75,053 | 61,087 | 52,472 | 54,903 | 34,853 |
| First For Women | 56.9 | 46.0 | 57.2 | 63,116 | 69,703 | 62,163 | 34,818 | 62,219 | 33,752 |
| Food & Wine | 50.8 | 49.4 | 51.4 | 93,237 | 113,993 | 83,630 | 57,873 | 70,070 | 48,649 |
| Food Network Magazine | 46.8 | 46.4 | 46.9 | 70,232 | 85,111 | 64,355 | 42,063 | 56,434 | 37,025 |
| Forbes @ | 41.3 | 40.6 | 42.1 | 88,068 | 91,291 | 84,366 | 49,073 | 58,875 | 38,257 |
| Fortune | 50.6 | 49.5 | 51.5 | 93,764 | 98,220 | 85,512 | 60,067 | 66,063 | 52,357 |
| Game & Fish ^ | 50.0 | 51.2 | 44.4 | 67,467 | 66,226 | 69,150 | 42,053 | 47,054 | 31,191 |
| Game Informer | 32.5 | 31.4 | 35.4 | 64,978 | 66,603 | 60,148 | 37,879 | 39,659 | 32,107 |
| Golf Digest | 60.1 | 59.0 | 62.9 | 110,778 | 107,616 | 119,072 | 75,395 | 78,289 | 61,712 |
| Golf Magazine | 59.4 | 59.8 | 58.5 | 98,150 | 102,452 | 83,512 | 70,432 | 76,371 | 32,679 |
| Golfweek @ | 57.9 | 60.8 | 35.0 | 97,241 | 102,682 | 89,818 | 65,179 | 70,211 | 21,191 |
| Good Housekeeping | 59.6 | 58.7 | 59.8 | 70,914 | 79,732 | 69,769 | 46,126 | 60,508 | 43,740 |
| GQ (Gentlemen's Quarterly) | 39.6 | 39.7 | 39.4 | 79,013 | 84,748 | 62,575 | 51,169 | 57,023 | 39,924 |
| Guideposts | 63.0 | 59.3 | 64.0 | 66,627 | 98,807 | 59,399 | 52,526 | 79,931 | 43,098 |
| Guns & Ammo | 47.7 | 48.5 | 46.0 | 78,039 | 81,189 | 63,395 | 54,543 | 56,829 | 36,466 |
| Harper's Bazaar | 45.4 | 36.4 | 46.8 | 59,547 | 63,074 | 58,596 | 37,042 | 36,306 | 38,434 |
| Health | 50.4 | 49.8 | 50.6 | 60,835 | 64,490 | 59,140 | 40,966 | 46,117 | 37,327 |
| Hearst Design Group (Gr) | 58.8 | 55.3 | 59.8 | 76,877 | 74,748 | 77,360 | 47,555 | 60,851 | 46,523 |
| Hearst Magazine Group (Gr) | 52.1 | 49.2 | 53.5 | 72,939 | 84,175 | 68,757 | 46,958 | 60,274 | 41,193 |
| Hearst Men's Group (Gr) | 48.8 | 48.8 | 48.6 | 87,231 | 90,770 | 68,516 | 59,169 | 62,671 | 43,868 |
| HGTV Magazine | 50.4 | 47.7 | 51.5 | 81,437 | 86,530 | 79,251 | 46,813 | 65,387 | 40,235 |
| Hot Rod | 47.8 | 48.4 | 46.1 | 61,469 | 61,454 | 61,547 | 47,773 | 50,675 | 40,207 |
| House Beautiful @ | 62.0 | 57.6 | 62.6 | 75,347 | 75,861 | 75,252 | 47,274 | 60,154 | 46,487 |
| Hunting | 50.9 | 53.7 | 28.6 | 68,462 | 65,929 | 74,205 | 44,821 | 50,947 | 26,345 |
| In-Fisherman | 54.0 | 55.0 | 47.1 | 65,747 | 67,086 | 55,155 | 48,917 | 52,618 | 23,668 |
| InStyle | 45.8 | 44.6 | 46.0 | 83,040 | 93,726 | 81,452 | 47,996 | 67,938 | 46,311 |
| In Touch | 41.7 | 44.6 | 41.3 | 65,060 | 62,474 | 65,900 | 40,275 | 46,695 | 38,812 |
| Inc. | 41.2 | 43.3 | 38.4 | 70,886 | 99,261 | 37,238 | 60,339 | 80,121 | 20,713 |
| Kiplinger's Personal Finance | 61.4 | 62.1 | 60.8 | 102,565 | 109,055 | 88,111 | 66,420 | 79,562 | 49,274 |
| Los Angeles Times (Sunday) | 54.0 | 55.8 | 53.4 | 107,164 | 102,735 | 111,385 | 64,404 | 71,283 | 52,934 |
| Magnolia Journal & | 51.5 | 49.0 | 52.1 | 101,114 | 110,732 | 98,901 | 50,809 | 78,085 | 41,985 |

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 & Magazine is now a quarterly and was measured as a bi-monthly in Wave 82 and 83.
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MRI-Simmons Fall 2020 Technical Guide

MEDIAN AGE, HOUSEHOLD INCOME AND INDIVIDUAL EMPLOYMENT INCOME

| | MEDIAN AGE | | | MEDIAN HOUSEHOLD INCOME | | | MEDIAN INDIVIDUAL EMPLOYMENT INCOME | | |
|-------------------------------------|------------|------|-------|-------------------------|---------|---------|-------------------------------------|--------|--------|
| | ADULTS | MEN | WOMEN | ADULTS | MEN | WOMEN | ADULTS | MEN | WOMEN |
| Total U.S. | 47.4 | 46.5 | 48.3 | 76,749 | 81,406 | 72,570 | 48,540 | 56,824 | 40,721 |
| Marie Claire | 44.4 | 37.9 | 45.1 | 74,997 | 49,891 | 77,448 | 44,300 | 44,014 | 44,354 |
| Martha Stewart Living | 58.1 | 57.2 | 58.3 | 76,706 | 95,779 | 74,356 | 49,053 | 65,676 | 46,998 |
| Maxim | 41.2 | 41.5 | 40.2 | 62,681 | 69,515 | 46,700 | 51,109 | 54,578 | 33,772 |
| Men's Health | 45.4 | 44.8 | 49.0 | 89,719 | 93,055 | 70,749 | 57,848 | 59,831 | 43,450 |
| Men's Journal % | 43.6 | 42.7 | 53.6 | 87,861 | 90,871 | 68,825 | 62,348 | 64,244 | 38,075 |
| Midwest Living | 59.0 | 59.2 | 59.0 | 74,998 | 76,345 | 74,693 | 51,909 | 67,858 | 48,701 |
| Mother Earth News | 53.3 | 57.9 | 50.8 | 60,325 | 63,134 | 55,286 | 37,670 | 52,124 | 23,301 |
| MotorTrend | 49.0 | 50.5 | 42.6 | 85,848 | 91,970 | 54,168 | 59,901 | 64,071 | 31,706 |
| MotorTrend Group (Gr) | 47.1 | 48.0 | 43.8 | 70,564 | 72,609 | 58,167 | 51,377 | 56,015 | 29,344 |
| National Enquirer | 52.5 | 50.4 | 53.9 | 60,922 | 61,148 | 60,764 | 45,144 | 51,194 | 39,935 |
| National Geographic | 50.4 | 49.3 | 51.6 | 76,869 | 79,319 | 74,429 | 48,875 | 55,814 | 41,144 |
| National Geographic Kids | 38.3 | 39.8 | 37.6 | 73,739 | 74,502 | 73,475 | 42,394 | 56,063 | 35,637 |
| National Wildlife | 40.2 | 39.4 | 41.4 | 56,058 | 60,135 | 52,458 | 37,292 | 40,324 | 29,515 |
| New York Magazine | 43.1 | 40.2 | 45.4 | 82,562 | 92,203 | 71,038 | 54,561 | 58,437 | 46,401 |
| New York Times (Daily) | 44.7 | 45.0 | 44.2 | 96,802 | 108,683 | 86,071 | 48,569 | 65,732 | 37,426 |
| New York Times (Sunday) | 52.9 | 51.5 | 54.4 | 103,239 | 108,095 | 98,843 | 60,470 | 75,401 | 42,930 |
| The New Yorker | 56.1 | 54.0 | 57.8 | 101,708 | 112,336 | 94,050 | 71,340 | 86,953 | 52,685 |
| O, The Oprah Magazine | 55.6 | 50.1 | 56.1 | 71,067 | 88,570 | 68,532 | 48,604 | 55,208 | 47,899 |
| OK! | 37.9 | 36.6 | 38.2 | 61,934 | 66,503 | 59,935 | 38,821 | 49,889 | 34,471 |
| Outdoor Life &% | 48.8 | 50.1 | 45.9 | 64,477 | 69,153 | 52,052 | 47,901 | 54,725 | 31,515 |
| Outdoor Sportsman Trophy Group (Gr) | 49.8 | 51.2 | 43.7 | 72,832 | 74,434 | 67,200 | 50,317 | 53,752 | 31,650 |
| Outside | 40.6 | 42.2 | 37.0 | 64,488 | 78,663 | 43,169 | 45,186 | 55,781 | 23,956 |
| Parade Carrier Newspapers = | 58.7 | 56.4 | 60.5 | 73,302 | 78,438 | 68,594 | 44,897 | 53,324 | 36,948 |
| Parents | 39.4 | 41.8 | 38.9 | 63,424 | 72,924 | 61,464 | 37,791 | 53,356 | 33,961 |
| Parents Latina | 38.6 | 37.5 | 39.2 | 39,206 | 37,500 | 39,466 | 26,866 | 28,493 | 25,986 |
| People | 50.4 | 50.2 | 50.5 | 73,530 | 74,609 | 73,065 | 44,264 | 53,856 | 40,126 |
| People en Espanol | 44.9 | 46.4 | 43.6 | 50,555 | 50,252 | 50,901 | 32,705 | 37,679 | 28,833 |
| The Pioneer Woman Magazine &% | 48.6 | 43.8 | 49.8 | 65,250 | 82,086 | 62,479 | 43,253 | 57,328 | 39,992 |
| Popular Mechanics @ | 52.8 | 52.9 | 51.9 | 82,445 | 84,592 | 65,696 | 60,354 | 64,020 | 46,238 |
| Popular Science &% | 47.7 | 50.8 | 41.2 | 80,848 | 86,375 | 68,749 | 56,681 | 62,442 | 39,040 |
| Prevention | 60.8 | 58.5 | 61.5 | 69,983 | 74,073 | 68,919 | 46,493 | 56,883 | 42,777 |
| Psychology Today | 44.6 | 45.2 | 44.1 | 71,530 | 73,159 | 69,653 | 49,956 | 59,171 | 46,762 |
| Reader's Digest | 61.6 | 60.1 | 62.2 | 61,970 | 66,208 | 59,299 | 41,608 | 57,328 | 35,047 |
| Real Simple | 57.2 | 56.2 | 57.3 | 98,079 | 112,769 | 96,103 | 58,280 | 64,622 | 53,671 |
| Reminisce | 71.1 | 70.2 | 71.9 | 46,302 | 44,134 | 48,226 | 36,818 | 43,871 | 30,563 |
| Road & Track | 56.2 | 56.6 | 52.3 | 100,320 | 99,383 | 105,011 | 65,245 | 66,533 | 55,148 |
| Rolling Stone | 37.3 | 36.2 | 39.2 | 72,010 | 79,948 | 56,535 | 41,457 | 47,304 | 32,474 |
| Runner's World | 43.1 | 43.0 | 43.1 | 123,768 | 144,752 | 109,935 | 75,644 | 91,521 | 62,009 |
| Salt Water Sportsman | 47.0 | 51.7 | 43.1 | 72,173 | 104,527 | 31,135 | 49,987 | 60,648 | 19,080 |
| The Saturday Evening Post | 64.8 | 65.7 | 64.2 | 46,769 | 59,987 | 40,120 | 25,062 | 35,733 | 23,518 |
| Scientific American | 55.1 | 56.7 | 50.1 | 101,352 | 109,117 | 81,390 | 59,658 | 76,930 | 37,705 |
| Shape | 47.0 | 42.7 | 47.6 | 84,391 | 92,554 | 82,686 | 48,943 | 55,457 | 47,991 |
| Ski | 50.4 | 51.9 | 49.7 | 79,631 | 107,486 | 50,217 | 60,850 | 73,080 | 37,732 |
| Smithsonian | 62.7 | 62.5 | 62.9 | 84,981 | 93,047 | 76,783 | 52,592 | 68,085 | 39,529 |
| Southern Living | 57.2 | 59.0 | 56.7 | 75,375 | 81,486 | 73,804 | 47,204 | 63,712 | 42,831 |
| Sports Illustrated #! | 45.0 | 45.0 | 45.1 | 81,839 | 84,280 | 73,431 | 53,391 | 56,966 | 35,854 |
| Star | 45.5 | 44.5 | 45.7 | 54,909 | 51,615 | 55,828 | 37,259 | 48,371 | 34,772 |
| Sunset | 60.9 | 59.4 | 61.7 | 98,070 | 116,579 | 87,175 | 65,156 | 79,371 | 51,204 |
| Taste of Home | 57.6 | 56.5 | 57.9 | 67,374 | 78,685 | 65,307 | 42,104 | 57,502 | 37,705 |
| Tennis | 49.2 | 51.5 | 42.4 | 77,191 | 91,095 | 67,933 | 40,202 | 89,616 | 22,119 |
| Texas Monthly | 54.6 | 56.8 | 51.3 | 92,747 | 89,750 | 97,533 | 58,329 | 60,213 | 54,885 |
| This Old House | 56.8 | 56.6 | 57.1 | 85,052 | 95,349 | 74,900 | 61,552 | 71,220 | 44,223 |
| Time | 49.3 | 48.7 | 49.8 | 79,897 | 85,948 | 73,359 | 49,004 | 58,567 | 39,715 |
| Town & Country | 54.4 | 48.6 | 56.6 | 66,596 | 61,345 | 68,753 | 45,272 | 63,021 | 34,044 |
| Traditional Home &% | 57.4 | 53.9 | 58.4 | 78,418 | 95,796 | 76,537 | 43,218 | 55,223 | 37,679 |
| Travel + Leisure | 55.3 | 55.8 | 54.9 | 101,685 | 98,415 | 103,941 | 64,684 | 75,081 | 58,161 |
| Trusted Media Brands,Inc. Grp. (Gr) | 60.5 | 60.2 | 60.6 | 63,451 | 69,826 | 60,004 | 43,175 | 58,906 | 35,545 |
| TV Guide Magazine | 57.4 | 55.2 | 58.5 | 56,037 | 60,973 | 53,483 | 34,646 | 43,541 | 31,203 |
| Us Weekly | 40.1 | 38.3 | 40.6 | 77,499 | 72,052 | 79,663 | 45,478 | 54,301 | 42,691 |
| USA Today | 42.8 | 43.9 | 41.6 | 71,792 | 103,086 | 39,927 | 42,781 | 63,733 | 28,279 |
| Vanity Fair | 49.1 | 49.0 | 49.2 | 74,737 | 83,545 | 71,460 | 47,634 | 62,388 | 45,736 |
| Veranda | 59.0 | 56.5 | 59.4 | 83,132 | 90,794 | 79,813 | 53,481 | 65,240 | 51,540 |
| VFW Magazine | 68.0 | 70.5 | 59.1 | 68,310 | 67,984 | 69,932 | 63,380 | 71,645 | 45,224 |
| Vogue | 40.9 | 37.4 | 41.8 | 74,084 | 80,450 | 72,786 | 42,546 | 44,733 | 41,873 |
| Wall Street Journal | 55.9 | 56.7 | 53.7 | 114,275 | 129,477 | 89,017 | 71,803 | 93,769 | 38,329 |
| Washington Post (Sunday) | 57.3 | 52.6 | 60.5 | 109,298 | 114,583 | 105,505 | 65,524 | 57,220 | 74,176 |
| WebMD Magazine | 54.9 | 53.7 | 55.4 | 66,654 | 70,952 | 64,159 | 45,565 | 60,001 | 37,786 |
| THE WEEK | 66.4 | 66.0 | 66.8 | 90,124 | 95,293 | 86,237 | 65,937 | 80,189 | 52,510 |
| Wine Spectator | 53.9 | 54.0 | 53.7 | 123,797 | 131,831 | 110,081 | 81,037 | 97,353 | 55,230 |
| Wired | 45.6 | 43.3 | 51.7 | 96,812 | 96,261 | 98,090 | 61,421 | 68,375 | 49,131 |
| Woman's Day | 59.9 | 59.7 | 59.9 | 64,206 | 75,582 | 63,228 | 39,328 | 59,972 | 38,198 |
| Woman's World | 58.7 | 59.2 | 58.7 | 64,251 | 77,733 | 63,096 | 37,935 | 56,372 | 35,183 |
| Women's Health | 47.6 | 49.4 | 47.5 | 70,580 | 74,273 | 70,160 | 41,852 | 53,585 | 40,608 |
| Yankee | 62.5 | 64.3 | 62.1 | 67,331 | 70,830 | 64,038 | 40,550 | 47,645 | 34,082 |
| Yoga Journal | 47.4 | 44.5 | 48.2 | 63,518 | 56,659 | 66,465 | 42,826 | 45,066 | 41,382 |

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MRI-Simmons Fall 2020 Technical Guide

| | IN-HOME AUDIENCES | | | | | | PRIMARY AUDIENCES | | | | | |
|------------------------------|-------------------|------------------|-------|------------------|-------|------------------|-------------------|------------------|-------|------------------|-------|------------------|
| | ADULTS | | MEN | | WOMEN | | ADULTS | | MEN | | WOMEN | |
| | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) |
| AARP The Magazine | 6605 | 32324 | 3074 | 13009 | 3531 | 19315 | 6404 | 31661 | 2976 | 12691 | 3428 | 18970 |
| Allrecipes < | 1152 | 4100 | 335 | 935 | 817 | 3165 | 598 | 2353 | 220 | 591 | 378 | 1762 |
| Allure | 762 | 1560 | 142 | 218 | 620 | 1342 | 666 | 1504 | 185 | 221 | 481 | 1283 |
| American Hunter | 484 | 1755 | 364 | 1403 | 120 | 353 | 462 | 1509 | 331 | 1136 | 131 | 374 |
| American Legion | 599 | 2248 | 415 | 1559 | 184 | 689 | 595 | 2141 | 413 | 1498 | 182 | 643 |
| American Rifleman | 778 | 2886 | 636 | 2378 | 142 | 508 | 710 | 2623 | 565 | 2089 | 145 | 534 |
| American Way | 41 | 32 | 19 | 20 | 22 | 12 | - | - | - | - | - | - |
| Architectural Digest | 633 | 1170 | 309 | 481 | 324 | 689 | 588 | 1228 | 281 | 503 | 307 | 725 |
| Arthritis Today & | 251 | 759 | 88 | 169 | 163 | 591 | 252 | 708 | 107 | 267 | 145 | 441 |
| The Atlantic | 657 | 1100 | 331 | 554 | 326 | 546 | 375 | 792 | 211 | 431 | 164 | 360 |
| Bassmaster | 220 | 816 | 161 | 586 | 59 | 230 | 236 | 898 | 162 | 659 | 74 | 240 |
| Better Homes & Gardens | 3724 | 14027 | 1092 | 3019 | 2632 | 11008 | 3100 | 12518 | 1055 | 2849 | 2045 | 9669 |
| Bicycling | 258 | 548 | 148 | 319 | 110 | 229 | 214 | 499 | 146 | 307 | 68 | 193 |
| Birds & Blooms | 647 | 2885 | 244 | 919 | 403 | 1966 | 411 | 1967 | 148 | 663 | 263 | 1304 |
| Bloomberg Businessweek | 777 | 907 | 471 | 636 | 306 | 270 | 829 | 894 | 483 | 582 | 346 | 312 |
| Boating | 320 | 624 | 215 | 474 | 105 | 150 | 160 | 183 | 105 | 139 | 55 | 44 |
| Bon Appetit | 1393 | 3461 | 566 | 1298 | 827 | 2163 | 860 | 2791 | 330 | 1107 | 530 | 1684 |
| Boys' Life | 387 | 991 | 203 | 537 | 184 | 454 | 391 | 951 | 211 | 527 | 180 | 424 |
| Car and Driver | 799 | 2268 | 619 | 1872 | 180 | 396 | 577 | 1793 | 414 | 1426 | 163 | 367 |
| Chicago Tribune (Sunday) | 277 | 523 | 184 | 382 | 93 | 141 | 204 | 458 | 132 | 334 | 72 | 123 |
| Cigar Aficionado | 9380 | 19056 | 3978 | 7333 | 5402 | 11723 | 6663 | 15619 | 2968 | 6331 | 3695 | 9288 |
| Conde Nast Package (Gr) | 642 | 1237 | 272 | 438 | 370 | 799 | 665 | 1208 | 307 | 477 | 358 | 731 |
| Conde Nast Traveler | 2789 | 8238 | 1553 | 4014 | 1236 | 4224 | 2481 | 7706 | 1361 | 3729 | 1120 | 3978 |
| Consumer Reports | 208 | 657 | 100 | 106 | 108 | 550 | 157 | 388 | 71 | 70 | 86 | 319 |
| Cooking with Paula Deen | 1304 | 4076 | 315 | 767 | 989 | 3309 | 1203 | 3984 | 350 | 884 | 853 | 3100 |
| Cosmopolitan | 5965 | 25530 | 3012 | 10933 | 2953 | 14597 | 5863 | 25073 | 2979 | 10828 | 2884 | 14245 |
| Costco Connection | 328 | 1212 | 128 | 387 | 200 | 826 | 310 | 895 | 130 | 290 | 180 | 604 |
| Country | 1276 | 3771 | 393 | 907 | 883 | 2864 | 774 | 2287 | 259 | 606 | 515 | 1681 |
| Country Living | 243 | 779 | 75 | 126 | 168 | 653 | 173 | 385 | 60 | 58 | 113 | 327 |
| Country Sampler | 222 | 750 | 90 | 269 | 132 | 480 | 209 | 707 | 86 | 214 | 123 | 493 |
| Diabetes Forecast | 310 | 1059 | 130 | 397 | 180 | 662 | 203 | 773 | 81 | 281 | 122 | 492 |
| Diabetes Self-Management | 397 | 1494 | 149 | 463 | 248 | 1030 | 245 | 867 | 104 | 283 | 141 | 584 |
| Diabetic Living & | 587 | 1274 | 324 | 736 | 263 | 537 | 259 | 477 | 143 | 279 | 116 | 198 |
| Discover | 337 | 1007 | 238 | 692 | 99 | 315 | 302 | 896 | 215 | 608 | 87 | 288 |
| Ducks Unlimited | 1109 | 2875 | 342 | 592 | 767 | 2284 | 1006 | 2596 | 312 | 554 | 694 | 2043 |
| EatingWell | 1163 | 1288 | 689 | 810 | 474 | 478 | 722 | 927 | 428 | 576 | 294 | 351 |
| The Economist | 840 | 1763 | 216 | 234 | 624 | 1530 | 608 | 1579 | 181 | 242 | 427 | 1337 |
| Elle | 433 | 932 | 163 | 288 | 270 | 644 | 465 | 930 | 133 | 284 | 332 | 646 |
| Elle Decor | 1265 | 3725 | 608 | 1543 | 657 | 2182 | 809 | 2810 | 356 | 1208 | 453 | 1602 |
| Entertainment Weekly | 388 | 808 | 195 | 304 | 193 | 503 | 450 | 800 | 222 | 327 | 228 | 473 |
| Entrepreneur | 498 | 914 | 298 | 572 | 200 | 342 | 569 | 1091 | 317 | 682 | 252 | 409 |
| Esquire @ | 837 | 2821 | 224 | 498 | 613 | 2322 | 493 | 1861 | 137 | 422 | 356 | 1439 |
| Essence @ | 1024 | 3326 | 664 | 1987 | 360 | 1338 | 571 | 2229 | 346 | 1286 | 225 | 944 |
| Family Handyman | 511 | 2021 | 357 | 1518 | 154 | 503 | 324 | 1156 | 199 | 804 | 125 | 352 |
| Field & Stream & | 331 | 981 | 54 | 47 | 277 | 934 | 323 | 911 | 44 | 63 | 279 | 847 |
| First For Women | 1317 | 3167 | 542 | 1236 | 775 | 1931 | 680 | 1803 | 279 | 676 | 401 | 1126 |
| Food & Wine | 1808 | 5440 | 667 | 1586 | 1141 | 3854 | 904 | 3218 | 337 | 947 | 567 | 2271 |
| Food Network Magazine | 955 | 1995 | 611 | 1278 | 344 | 717 | 586 | 1329 | 320 | 788 | 266 | 541 |
| Forbes @ | 623 | 1044 | 413 | 622 | 210 | 422 | 559 | 960 | 372 | 607 | 187 | 352 |
| Fortune | 342 | 1073 | 242 | 755 | 100 | 319 | 226 | 567 | 150 | 420 | 76 | 146 |
| Game & Fish ^ | 1266 | 5281 | 858 | 3854 | 408 | 1427 | 1215 | 5136 | 819 | 3728 | 396 | 1409 |
| Game Informer | 768 | 2004 | 516 | 1359 | 252 | 645 | 708 | 1867 | 485 | 1247 | 223 | 620 |
| Golf Digest | 736 | 1999 | 524 | 1395 | 212 | 603 | 717 | 1959 | 471 | 1269 | 246 | 690 |
| Golf Magazine | 307 | 554 | 213 | 426 | 94 | 128 | 166 | 209 | 92 | 136 | 74 | 74 |
| Golfweek @ | 2131 | 7539 | 416 | 960 | 1715 | 6579 | 1710 | 6240 | 361 | 863 | 1349 | 5377 |
| Good Housekeeping | 759 | 1581 | 485 | 1190 | 274 | 391 | 731 | 1481 | 441 | 1076 | 290 | 404 |
| GQ (Gentlemen's Quarterly) | 685 | 3155 | 217 | 802 | 468 | 2353 | 539 | 2325 | 173 | 688 | 366 | 1637 |
| Guideposts | 827 | 3165 | 650 | 2564 | 177 | 601 | 248 | 614 | 170 | 473 | 78 | 141 |
| Guns & Ammo | 459 | 744 | 133 | 199 | 326 | 546 | 461 | 738 | 135 | 185 | 326 | 553 |
| Harper's Bazaar | 843 | 1739 | 288 | 583 | 555 | 1156 | 830 | 1666 | 309 | 585 | 521 | 1081 |
| Health | 1420 | 3398 | 428 | 636 | 992 | 2762 | 1209 | 2807 | 357 | 619 | 852 | 2188 |
| Hearst Design Group (Gr) | 20592 | 58097 | 7317 | 17105 | 13275 | 40992 | 15403 | 45573 | 5673 | 14081 | 9730 | 31491 |
| Hearst Magazine Group (Gr) | 3785 | 9806 | 2824 | 7774 | 961 | 2032 | 2905 | 8226 | 1998 | 6274 | 907 | 1951 |
| Hearst Men's Group (Gr) | 1422 | 4263 | 487 | 1275 | 935 | 2988 | 725 | 2520 | 270 | 832 | 455 | 1687 |
| HGTV Magazine | 366 | 1218 | 260 | 923 | 106 | 295 | 227 | 703 | 163 | 539 | 64 | 164 |
| Hot Rod | 696 | 1921 | 167 | 237 | 529 | 1684 | 427 | 1273 | 132 | 213 | 295 | 1059 |
| House Beautiful @ | 306 | 906 | 219 | 653 | 87 | 252 | 161 | 245 | 105 | 201 | 56 | 43 |
| Hunting | 234 | 824 | 144 | 669 | 90 | 154 | 142 | 282 | 92 | 235 | 50 | 47 |
| In-Fisherman | 904 | 2239 | 198 | 300 | 706 | 1939 | 860 | 2217 | 192 | 349 | 668 | 1868 |
| InStyle | 484 | 832 | 136 | 142 | 348 | 690 | 216 | 245 | 66 | 55 | 150 | 191 |
| In Touch | 312 | 341 | 182 | 236 | 130 | 104 | 356 | 428 | 176 | 245 | 180 | 182 |
| Inc. | 647 | 1304 | 395 | 709 | 252 | 595 | 599 | 1192 | 386 | 665 | 213 | 527 |
| Kiplinger's Personal Finance | - | - | - | - | - | - | - | - | - | - | - | - |
| Los Angeles Times (Sunday) | - | - | - | - | - | - | - | - | - | - | - | - |
| Magnolia Journal & | 750 | 2978 | 221 | 584 | 529 | 2395 | 551 | 2115 | 190 | 513 | 361 | 1602 |

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MRI-Simmons Fall 2020 Technical Guide

| | IN-HOME AUDIENCES | | | | | | PRIMARY AUDIENCES | | | | | |
|--------------------------------------|-------------------|------------------|-------|------------------|-------|------------------|-------------------|------------------|-------|------------------|-------|------------------|
| | ADULTS | | MEN | | WOMEN | | ADULTS | | MEN | | WOMEN | |
| | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) |
| Marie Claire | 495 | 831 | 111 | 86 | 384 | 746 | 522 | 863 | 107 | 78 | 415 | 786 |
| Martha Stewart Living | 1164 | 3327 | 301 | 570 | 863 | 2757 | 1014 | 2918 | 273 | 530 | 741 | 2388 |
| Maxim | 370 | 809 | 273 | 596 | 97 | 213 | 248 | 449 | 174 | 324 | 74 | 125 |
| Men's Health | 1306 | 3506 | 994 | 2822 | 312 | 685 | 859 | 2790 | 619 | 2160 | 240 | 630 |
| Men's Journal % | 470 | 720 | 375 | 596 | 95 | 124 | 518 | 761 | 412 | 626 | 106 | 135 |
| Midwest Living | 407 | 1507 | 133 | 318 | 274 | 1189 | 363 | 1385 | 137 | 328 | 226 | 1057 |
| Mother Earth News | 353 | 1145 | 170 | 448 | 183 | 697 | 269 | 747 | 134 | 308 | 135 | 439 |
| MotorTrend | 564 | 1681 | 454 | 1459 | 110 | 222 | 426 | 1446 | 318 | 1185 | 108 | 261 |
| MotorTrend Group (Gr) | 1142 | 3457 | 860 | 2825 | 282 | 633 | 761 | 2261 | 536 | 1815 | 225 | 446 |
| National Enquirer | 277 | 672 | 122 | 290 | 155 | 382 | 221 | 328 | 78 | 115 | 143 | 212 |
| National Geographic | 3172 | 9776 | 1665 | 4637 | 1507 | 5139 | 1080 | 3955 | 547 | 1889 | 533 | 2066 |
| National Geographic Kids | 1079 | 3506 | 386 | 1042 | 693 | 2464 | 417 | 1334 | 167 | 444 | 250 | 890 |
| National Wildlife | 483 | 1087 | 189 | 400 | 294 | 687 | 319 | 688 | 137 | 241 | 182 | 447 |
| New York Magazine | 551 | 694 | 304 | 387 | 247 | 307 | 416 | 583 | 196 | 255 | 220 | 328 |
| New York Times (Daily) | 601 | 2522 | 329 | 1195 | 272 | 1327 | 208 | 900 | 106 | 427 | 102 | 473 |
| New York Times (Sunday) | 804 | 3332 | 435 | 1714 | 369 | 1618 | 371 | 1866 | 196 | 982 | 175 | 884 |
| The New Yorker | 1594 | 2325 | 739 | 1097 | 855 | 1228 | 1018 | 1866 | 532 | 864 | 486 | 1002 |
| O, The Oprah Magazine | 1284 | 4202 | 230 | 635 | 1054 | 3567 | 1049 | 3452 | 269 | 639 | 780 | 2813 |
| OK! | 387 | 680 | 84 | 75 | 303 | 604 | 216 | 309 | 70 | 54 | 146 | 255 |
| Outdoor Life &% | 466 | 1308 | 306 | 899 | 160 | 409 | 345 | 821 | 247 | 601 | 98 | 221 |
| Outdoor Sportsman Trophy Group (Gr) | 1709 | 5967 | 1255 | 4641 | 454 | 1326 | 1707 | 517 | 1329 | 260 | 378 | 1289 |
| Outside | 406 | 825 | 239 | 506 | 167 | 319 | 424 | 788 | 257 | 490 | 167 | 298 |
| Parade Carrier Newspapers = | 6554 | 39193 | 3368 | 18500 | 3186 | 20692 | - | - | - | - | - | - |
| Parents | 853 | 2744 | 243 | 573 | 610 | 2171 | 831 | 2506 | 255 | 508 | 576 | 1998 |
| Parents Latina | 89 | 284 | 47 | 85 | 42 | 199 | 130 | 415 | 31 | 106 | 99 | 310 |
| People | 3550 | 9868 | 1285 | 2970 | 2265 | 6898 | 1838 | 6165 | 668 | 1896 | 1170 | 4269 |
| People en Espanol | 401 | 1786 | 137 | 630 | 264 | 1156 | 224 | 922 | 75 | 286 | 149 | 636 |
| The Pioneer Woman Magazine &% | 523 | 1838 | 143 | 340 | 380 | 1498 | 341 | 925 | 99 | 193 | 242 | 732 |
| Popular Mechanics @ | 785 | 2040 | 615 | 1637 | 170 | 402 | 563 | 1671 | 404 | 1311 | 159 | 360 |
| Popular Science &% | 769 | 1852 | 504 | 1221 | 265 | 631 | 504 | 1173 | 327 | 790 | 177 | 382 |
| Prevention | 662 | 1701 | 173 | 356 | 489 | 1345 | 381 | 868 | 117 | 217 | 264 | 651 |
| Psychology Today | 440 | 892 | 198 | 364 | 242 | 528 | 281 | 478 | 110 | 177 | 171 | 301 |
| Reader's Digest | 2154 | 8779 | 924 | 2918 | 1230 | 5861 | 1124 | 5781 | 464 | 1984 | 660 | 3797 |
| Real Simple | 1388 | 3586 | 366 | 590 | 1022 | 2996 | 1099 | 3083 | 336 | 590 | 763 | 2493 |
| Reminisce | 334 | 1091 | 132 | 395 | 202 | 695 | 252 | 912 | 121 | 370 | 131 | 542 |
| Road & Track | 397 | 1078 | 298 | 871 | 99 | 206 | 337 | 881 | 244 | 695 | 93 | 186 |
| Rolling Stone | 963 | 2166 | 509 | 1215 | 454 | 950 | 437 | 861 | 235 | 516 | 202 | 345 |
| Runner's World | 434 | 895 | 208 | 401 | 226 | 494 | 469 | 928 | 221 | 412 | 248 | 515 |
| Salt Water Sportsman | 188 | 440 | 130 | 320 | 58 | 119 | 113 | 148 | 72 | 112 | 41 | 96 |
| The Saturday Evening Post | 258 | 500 | 119 | 195 | 139 | 305 | 240 | 388 | 96 | 143 | 144 | 245 |
| Scientific American | 714 | 1124 | 419 | 691 | 295 | 433 | 298 | 495 | 159 | 294 | 139 | 201 |
| Shape | 679 | 1709 | 149 | 297 | 530 | 1412 | 707 | 1707 | 133 | 292 | 574 | 1415 |
| Ski | 211 | 513 | 146 | 329 | 65 | 185 | 152 | 371 | 107 | 236 | 45 | 135 |
| Smithsonian | 1511 | 3865 | 801 | 1849 | 710 | 2016 | 1185 | 3366 | 624 | 1647 | 561 | 1719 |
| Southern Living | 2003 | 7000 | 631 | 1645 | 1372 | 5356 | 1287 | 5071 | 449 | 1379 | 838 | 3692 |
| Sports Illustrated #! | 1803 | 4711 | 1290 | 3624 | 513 | 1087 | 1612 | 4407 | 1103 | 3306 | 509 | 1101 |
| Star | 425 | 841 | 129 | 181 | 296 | 660 | 319 | 543 | 93 | 125 | 226 | 418 |
| Sunset | 542 | 1476 | 238 | 572 | 304 | 904 | 456 | 1276 | 227 | 526 | 229 | 750 |
| Taste of Home | 1317 | 5945 | 351 | 1347 | 966 | 4598 | 779 | 3486 | 234 | 888 | 545 | 2598 |
| Tennis | 241 | 506 | 122 | 174 | 119 | 332 | 270 | 586 | 154 | 203 | 116 | 382 |
| Texas Monthly | 477 | 1059 | 218 | 554 | 259 | 505 | 256 | 499 | 118 | 278 | 138 | 221 |
| This Old House | 838 | 2412 | 425 | 1202 | 413 | 1210 | 452 | 1316 | 236 | 677 | 216 | 639 |
| Time | 2435 | 4815 | 1234 | 2313 | 1201 | 2502 | 1487 | 3736 | 759 | 1719 | 728 | 2017 |
| Town & Country | 473 | 715 | 189 | 249 | 284 | 466 | 418 | 779 | 167 | 258 | 251 | 522 |
| Traditional Home &% | 433 | 1098 | 138 | 180 | 295 | 919 | 441 | 1021 | 145 | 181 | 296 | 840 |
| Travel + Leisure | 1248 | 2614 | 625 | 1160 | 623 | 1453 | 750 | 1896 | 332 | 763 | 418 | 1133 |
| Trusted Media Brands, Inc. Grp. (Gr) | 5804 | 23237 | 2443 | 7953 | 3361 | 15284 | 3447 | 15271 | 1443 | 5482 | 2004 | 9789 |
| TV Guide Magazine | 1237 | 4264 | 550 | 1605 | 687 | 2658 | 649 | 2349 | 290 | 886 | 359 | 1463 |
| Us Weekly | 1060 | 2269 | 377 | 674 | 683 | 1594 | 1120 | 2313 | 441 | 733 | 679 | 1580 |
| USA Today | 202 | 1369 | 121 | 766 | 81 | 603 | 166 | 1086 | 102 | 659 | 64 | 427 |
| Vanity Fair | 1206 | 2599 | 463 | 751 | 743 | 1849 | 833 | 2107 | 318 | 660 | 515 | 1446 |
| Veranda | 291 | 546 | 98 | 112 | 193 | 434 | 317 | 603 | 92 | 121 | 225 | 482 |
| VFW Magazine | 354 | 1261 | 242 | 949 | 112 | 312 | 340 | 1245 | 239 | 954 | 101 | 292 |
| Vogue | 1322 | 3262 | 322 | 599 | 1000 | 2663 | 685 | 2044 | 198 | 480 | 487 | 1564 |
| Wall Street Journal | 533 | 2037 | 346 | 1145 | 187 | 892 | 439 | 1754 | 294 | 1058 | 145 | 696 |
| Washington Post (Sunday) | - | - | - | - | - | - | - | - | - | - | - | - |
| WebMD Magazine | 603 | 1330 | 288 | 514 | 315 | 816 | 446 | 1079 | 196 | 384 | 250 | 695 |
| THE WEEK | 696 | 1326 | 339 | 608 | 357 | 718 | 442 | 1086 | 213 | 506 | 229 | 580 |
| Wine Spectator | 600 | 1040 | 316 | 596 | 284 | 444 | 366 | 718 | 184 | 424 | 182 | 294 |
| Wired | 1069 | 1861 | 680 | 1262 | 389 | 599 | 617 | 1391 | 376 | 942 | 241 | 449 |
| Woman's Day | 1449 | 5696 | 192 | 506 | 1257 | 5190 | 1060 | 4550 | 188 | 502 | 872 | 4048 |
| Woman's World | 849 | 2170 | 111 | 185 | 738 | 1986 | 430 | 935 | 94 | 106 | 336 | 829 |
| Women's Health | 1092 | 2708 | 187 | 216 | 905 | 2492 | 791 | 2036 | 210 | 219 | 581 | 1817 |
| Yankee | 254 | 706 | 110 | 230 | 144 | 477 | 179 | 449 | 79 | 145 | 100 | 304 |
| Yoga Journal | 329 | 724 | 109 | 183 | 220 | 540 | 215 | 363 | 66 | 56 | 149 | 308 |

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MRI-Simmons Fall 2020 Technical Guide

Audiences (000) By Wave

| | ADULTS | | MEN | | WOMEN | |
|------------------------------|---------|---------|---------|---------|---------|---------|
| | WAVE 82 | WAVE 83 | WAVE 82 | WAVE 83 | WAVE 82 | WAVE 83 |
| | | | | | | |
| TOTAL | 125871 | 126221 | 60808 | 60959 | 65063 | 65262 |
| AARP The Magazine | 18306 | 17741 | 7260 | 7228 | 11046 | 10513 |
| Allrecipes < | 3721 | 2909 | 622 | 759 | 3098 | 2150 |
| Allure | 1864 | 1509 | 183 | 213 | 1681 | 1296 |
| American Hunter | 1431 | 1271 | 1167 | 1021 | 264 | 250 |
| American Legion | 1355 | 1264 | 997 | 812 | 358 | 452 |
| American Rifleman | 2364 | 1932 | 1855 | 1604 | 509 | 328 |
| American Way | 1350 | 994 | 755 | 257 | 594 | 137 |
| Architectural Digest | 1151 | 1097 | 425 | 469 | 725 | 628 |
| Arthritis Today &# | 1001 | 670 | 230 | 220 | 771 | 449 |
| The Atlantic | 947 | 732 | 532 | 402 | 415 | 330 |
| Bassmaster | 1024 | 906 | 761 | 693 | 262 | 213 |
| Better Homes & Gardens | 12741 | 11716 | 2557 | 2586 | 10184 | 9129 |
| Bicycling | 650 | 507 | 378 | 329 | 272 | 178 |
| Birds & Blooms | 2391 | 1981 | 706 | 570 | 1685 | 1411 |
| Bloomberg Businessweek | 1052 | 593 | 728 | 407 | 324 | 186 |
| Boating | 597 | 579 | 499 | 451 | 98 | 128 |
| Bon Appetit | 3053 | 2521 | 1184 | 831 | 1869 | 1690 |
| Boys' Life | 700 | 678 | 368 | 433 | 332 | 245 |
| Car and Driver | 2598 | 2561 | 2198 | 2287 | 400 | 274 |
| Chicago Tribune (Sunday) | 853 | 617 | 493 | 272 | 360 | 346 |
| Cigar Aficionado | 603 | 549 | 441 | 408 | 162 | 141 |
| Conde Nast Package (Gr) | 18861 | 17075 | 6973 | 6298 | 11888 | 10777 |
| Conde Nast Traveler | 1112 | 1230 | 471 | 497 | 641 | 733 |
| Consumer Reports | 5461 | 5235 | 2811 | 2626 | 2650 | 2609 |
| Cooking with Paula Deen | 1130 | 566 | 119 | 59 | 1011 | 507 |
| Cosmopolitan | 4809 | 4585 | 956 | 844 | 3853 | 3741 |
| Costco Connection | 13532 | 14470 | 5602 | 6329 | 7931 | 8141 |
| Country | 1469 | 1037 | 412 | 375 | 1058 | 662 |
| Country Living | 4360 | 3365 | 839 | 850 | 3521 | 2514 |
| Country Sampler | 1041 | 695 | 60 | 155 | 982 | 540 |
| Diabetes Forecast | 1334 | 687 | 379 | 288 | 955 | 399 |
| Diabetes Self-Management | 1643 | 1199 | 517 | 522 | 1126 | 678 |
| Diabetic Living &# | 2075 | 1252 | 643 | 387 | 1432 | 865 |
| Discover | 2322 | 1499 | 1259 | 860 | 1062 | 639 |
| Ducks Unlimited | 877 | 692 | 499 | 537 | 378 | 155 |
| EatingWell | 2737 | 2293 | 506 | 627 | 2231 | 1666 |
| The Economist | 1078 | 782 | 640 | 527 | 438 | 255 |
| Elle | 1900 | 1901 | 198 | 254 | 1702 | 1647 |
| Elle Decor | 1149 | 800 | 316 | 195 | 832 | 606 |
| Entertainment Weekly | 5042 | 3855 | 1759 | 1540 | 3283 | 2315 |
| Entrepreneur | 1329 | 865 | 664 | 430 | 665 | 435 |
| Esquire @ | 1159 | 835 | 613 | 538 | 546 | 296 |
| Essence @ | 2563 | 2704 | 694 | 592 | 1869 | 2112 |
| Family Handyman | 2191 | 2330 | 1231 | 1472 | 961 | 859 |
| Field & Stream &# | 3111 | 2019 | 2452 | 1681 | 659 | 338 |
| First For Women | 1074 | 719 | 46 | 59 | 1028 | 660 |
| Food & Wine | 3414 | 2501 | 1350 | 943 | 2065 | 1558 |
| Food Network Magazine | 5057 | 4728 | 1379 | 1483 | 3678 | 3245 |
| Forbes @ | 2949 | 1932 | 1690 | 1166 | 1259 | 766 |
| Fortune | 1198 | 694 | 722 | 468 | 476 | 225 |
| Game & Fish ^ | 1424 | 824 | 1047 | 700 | 377 | 124 |
| Game Informer | 3427 | 3096 | 2483 | 2270 | 944 | 825 |
| Golf Digest | 1764 | 1417 | 1257 | 1092 | 507 | 324 |
| Golf Magazine | 2036 | 1534 | 1442 | 1157 | 594 | 377 |
| Golfweek @ | 594 | 673 | 431 | 510 | 163 | 162 |
| Good Housekeeping | 7453 | 5330 | 1020 | 787 | 6433 | 4543 |
| GQ (Gentlemen's Quarterly) | 1940 | 1638 | 1519 | 1198 | 421 | 440 |
| Guideposts | 2321 | 1654 | 633 | 450 | 1688 | 1205 |
| Guns & Ammo | 3828 | 3015 | 3253 | 2419 | 575 | 596 |
| Harper's Bazaar | 1056 | 931 | 273 | 192 | 783 | 739 |
| Health | 3041 | 1783 | 1108 | 599 | 1934 | 1185 |
| Hearst Design Group (Gr) | 3605 | 3117 | 703 | 633 | 2903 | 2484 |
| Hearst Magazine Group (Gr) | 64066 | 53130 | 18919 | 17373 | 45146 | 35756 |
| Hearst Men's Group (Gr) | 11489 | 10092 | 9471 | 8423 | 2018 | 1668 |
| HGTV Magazine | 4474 | 3590 | 1340 | 1162 | 3134 | 2428 |
| Hot Rod | 1649 | 1315 | 1326 | 1155 | 323 | 160 |
| House Beautiful @ | 2024 | 1742 | 323 | 281 | 1702 | 1460 |
| Hunting | 1042 | 645 | 776 | 580 | 265 | 65 |
| In-Fisherman | 803 | 923 | 696 | 767 | 107 | 157 |
| InStyle | 2540 | 2521 | 270 | 411 | 2270 | 2111 |
| In Touch | 1372 | 1151 | 140 | 356 | 1232 | 795 |
| Inc. | 630 | 282 | 381 | 192 | 249 | 90 |
| Kiplinger's Personal Finance | 812 | 816 | 437 | 487 | 376 | 329 |
| Los Angeles Times (Sunday) | 611 | 697 | 310 | 294 | 301 | 402 |
| Magnolia Journal &# | 3049 | 2353 | 570 | 454 | 2479 | 1899 |

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| | ADULTS | | MEN | | WOMEN | |
|-------------------------------------|---------|---------|---------|---------|---------|---------|
| | WAVE 82 | WAVE 83 | WAVE 82 | WAVE 83 | WAVE 82 | WAVE 83 |
| TOTAL | 125871 | 126221 | 60808 | 60959 | 65063 | 65262 |
| Marie Claire | 953 | 946 | 75 | 96 | 877 | 850 |
| Martha Stewart Living | 3066 | 2560 | 329 | 501 | 2737 | 2059 |
| Maxim | 1280 | 1028 | 944 | 717 | 336 | 312 |
| Men's Health | 4441 | 3498 | 3795 | 3032 | 646 | 465 |
| Men's Journal % | 1029 | 957 | 913 | 849 | 117 | 108 |
| Midwest Living | 1249 | 1221 | 307 | 351 | 942 | 870 |
| Mother Earth News | 1269 | 756 | 478 | 351 | 792 | 405 |
| MotorTrend | 2126 | 1862 | 1780 | 1667 | 346 | 195 |
| MotorTrend Group (Gr) | 4682 | 3898 | 3841 | 3455 | 841 | 444 |
| National Enquirer | 1704 | 1256 | 720 | 435 | 984 | 821 |
| National Geographic | 11603 | 9008 | 5946 | 4579 | 5657 | 4429 |
| National Geographic Kids | 2905 | 2550 | 915 | 739 | 1990 | 1811 |
| National Wildlife | 1764 | 1347 | 832 | 700 | 932 | 647 |
| New York Magazine | 1120 | 698 | 609 | 322 | 512 | 376 |
| New York Times (Daily) | 1913 | 2240 | 850 | 1123 | 1063 | 1117 |
| New York Times (Sunday) | 2273 | 2657 | 1138 | 1328 | 1135 | 1329 |
| The New Yorker | 2071 | 1640 | 951 | 785 | 1120 | 855 |
| O, The Oprah Magazine | 3892 | 3461 | 558 | 617 | 3333 | 2844 |
| OK! | 1267 | 965 | 210 | 264 | 1057 | 701 |
| Outdoor Life &% | 2441 | 1398 | 1754 | 938 | 687 | 460 |
| Outdoor Sportsman Trophy Group (Gr) | 7097 | 5408 | 5773 | 4466 | 1324 | 942 |
| Outside | 1440 | 1101 | 866 | 599 | 575 | 502 |
| Parade Carrier Newspapers = | 21802 | 21922 | 10542 | 10331 | 11260 | 11591 |
| Parents | 3333 | 2412 | 454 | 625 | 2879 | 1787 |
| Parents Latina | 582 | 669 | 91 | 149 | 491 | 521 |
| People | 13069 | 11533 | 3789 | 3763 | 9280 | 7770 |
| People en Espanol | 2791 | 2961 | 1097 | 1168 | 1694 | 1793 |
| The Pioneer Woman Magazine &% | 2391 | 1823 | 260 | 415 | 2131 | 1408 |
| Popular Mechanics @ | 2144 | 2214 | 1893 | 1735 | 251 | 480 |
| Popular Science &% | 2575 | 1926 | 1858 | 1381 | 718 | 545 |
| Prevention | 1895 | 1317 | 366 | 378 | 1528 | 940 |
| Psychology Today | 1443 | 896 | 553 | 369 | 891 | 528 |
| Reader's Digest | 7661 | 6503 | 2635 | 2537 | 5026 | 3967 |
| Real Simple | 2601 | 2822 | 357 | 452 | 2244 | 2370 |
| Reminisce | 803 | 616 | 290 | 283 | 512 | 333 |
| Road & Track | 1147 | 983 | 972 | 831 | 175 | 153 |
| Rolling Stone | 3352 | 2472 | 2171 | 1462 | 1180 | 1010 |
| Runner's World | 751 | 617 | 373 | 295 | 378 | 322 |
| Salt Water Sportsman | 657 | 529 | 380 | 426 | 277 | 103 |
| The Saturday Evening Post | 734 | 358 | 339 | 124 | 395 | 234 |
| Scientific American | 1136 | 912 | 704 | 527 | 433 | 385 |
| Shape | 1601 | 1490 | 265 | 262 | 1336 | 1228 |
| Ski | 442 | 496 | 267 | 251 | 174 | 245 |
| Smithsonian | 2882 | 2807 | 1525 | 1352 | 1357 | 1455 |
| Southern Living | 6389 | 5730 | 1467 | 1384 | 4921 | 4346 |
| Sports Illustrated #! | 6268 | 4213 | 4866 | 3247 | 1401 | 966 |
| Star | 1991 | 1243 | 403 | 384 | 1588 | 859 |
| Sunset | 1703 | 1121 | 649 | 415 | 1054 | 706 |
| Taste of Home | 5288 | 4607 | 1088 | 893 | 4199 | 3714 |
| Tennis | 505 | 331 | 158 | 132 | 347 | 199 |
| Texas Monthly | 1228 | 996 | 683 | 566 | 545 | 430 |
| This Old House | 2357 | 2052 | 1225 | 1116 | 1132 | 935 |
| Time | 6493 | 4725 | 3323 | 2201 | 3170 | 2524 |
| Town & Country | 1109 | 940 | 298 | 366 | 811 | 574 |
| Traditional Home &% | 1504 | 756 | 280 | 156 | 1225 | 600 |
| Travel + Leisure | 2949 | 1998 | 1375 | 811 | 1574 | 1188 |
| Trusted Media Brands,Inc. Grp. (Gr) | 19803 | 17074 | 6362 | 6129 | 13441 | 10945 |
| TV Guide Magazine | 3552 | 3018 | 1282 | 1357 | 2269 | 1661 |
| Us Weekly | 3547 | 3135 | 951 | 785 | 2596 | 2350 |
| USA Today | 1579 | 1609 | 919 | 770 | 660 | 839 |
| Vanity Fair | 2821 | 2564 | 613 | 755 | 2208 | 1810 |
| Veranda | 433 | 575 | 64 | 157 | 369 | 418 |
| VFW Magazine | 749 | 733 | 569 | 536 | 181 | 197 |
| Vogue | 3487 | 3525 | 670 | 632 | 2817 | 2894 |
| Wall Street Journal | 1509 | 1590 | 847 | 902 | 662 | 688 |
| Washington Post (Sunday) | 433 | 509 | 222 | 197 | 211 | 312 |
| WebMD Magazine | 3958 | 2654 | 1331 | 967 | 2627 | 1687 |
| THE WEEK | 721 | 804 | 322 | 400 | 399 | 404 |
| Wine Spectator | 1089 | 798 | 686 | 438 | 403 | 360 |
| Wired | 1364 | 1350 | 958 | 919 | 406 | 431 |
| Woman's Day | 6280 | 4791 | 417 | 445 | 5862 | 4346 |
| Woman's World | 2245 | 1849 | 131 | 210 | 2114 | 1639 |
| Women's Health | 4333 | 2913 | 273 | 221 | 4059 | 2692 |
| Yankee | 533 | 612 | 227 | 167 | 306 | 444 |
| Yoga Journal | 721 | 568 | 205 | 108 | 515 | 460 |

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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. | 39613 | 252092 | 19927 | 121767 | 19686 | 130325 | 15763 | 98755 | 13995 | 63344 |
| Men | 19927 | 121767 | 19927 | 121767 | - | - | - | - | 7130 | 30607 |
| Women | 19686 | 130325 | - | - | 19686 | 130325 | 15763 | 98755 | 6865 | 32737 |
| Male Principal Shoppers | 9056 | 50283 | 9056 | 50283 | - | - | - | - | 3304 | 13394 |
| Female Principal Shoppers | 15763 | 98755 | - | - | 15763 | 98755 | 15763 | 98755 | 5566 | 25939 |
| Working Women | 12147 | 68550 | - | - | 12147 | 68550 | 9691 | 51968 | 6865 | 32737 |
| Parent | 10874 | 66688 | 5145 | 29806 | 5729 | 36882 | 4867 | 30547 | 4996 | 22637 |
| Graduated College | 19613 | 84018 | 9926 | 39528 | 9687 | 44490 | 7897 | 35028 | 10816 | 44471 |
| Attended College | 12046 | 69949 | 5832 | 32329 | 6214 | 37620 | 4946 | 28252 | 2529 | 12753 |
| Graduated High School | 6317 | 71325 | 3266 | 36192 | 3051 | 35133 | 2363 | 26001 | 565 | 5195 |
| Did Not Graduate High School | 1637 | 26800 | 903 | 13718 | 734 | 13082 | 557 | 9475 | 85 | 925 |
| Age 18-24 | 3488 | 29264 | 1810 | 14658 | 1678 | 14606 | 609 | 4617 | 655 | 3271 |
| 25-34 | 7061 | 45489 | 3430 | 22824 | 3631 | 22665 | 2902 | 17513 | 3235 | 15412 |
| 35-44 | 7318 | 41265 | 3596 | 20329 | 3722 | 20935 | 3161 | 17231 | 3599 | 15733 |
| 45-54 | 6486 | 40957 | 3226 | 20006 | 3260 | 20951 | 2809 | 17493 | 3012 | 14314 |
| 55-64 | 6931 | 42031 | 3487 | 19940 | 3444 | 22090 | 2911 | 18323 | 2424 | 10705 |
| 65 or Over | 8329 | 53087 | 4378 | 24009 | 3951 | 29078 | 3371 | 23579 | 1070 | 3908 |
| 18-34 | 10549 | 74753 | 5240 | 37482 | 5309 | 37270 | 3511 | 22130 | 3890 | 18683 |
| 18-49 | 21047 | 136477 | 10455 | 67838 | 10592 | 68639 | 8027 | 48138 | 9020 | 41773 |
| 25-54 | 20865 | 127711 | 10252 | 63159 | 10613 | 64551 | 8872 | 52237 | 9846 | 45460 |
| Working Full Time | 20495 | 115013 | 11566 | 65611 | 8929 | 49402 | 7249 | 38448 | 11801 | 53972 |
| Part-time | 5376 | 31944 | 2158 | 12796 | 3218 | 19148 | 2442 | 13520 | 2194 | 9372 |
| Not Employed | 13742 | 105135 | 6203 | 43360 | 7539 | 61775 | 6072 | 46787 | - | - |
| Professional | 8081 | 36328 | 3876 | 15565 | 4205 | 20763 | 3374 | 16425 | 8081 | 36328 |
| Mgmt./Bus./Finan. Ops. | 5914 | 27016 | 3254 | 15042 | 2660 | 11974 | 2192 | 9513 | 5914 | 27016 |
| Sales/Office Occs. | 5053 | 28735 | 2074 | 11186 | 2979 | 17549 | 2379 | 13026 | - | - |
| Nat. Res./Constr./Maint. | 1697 | 13232 | 1574 | 12518 | 123 | 714 | 105 | 596 | - | - |
| Other Employed | 5126 | 41647 | 2946 | 24096 | 2180 | 17551 | 1641 | 12408 | - | - |
| H/D Income \$100,000 or More | 16372 | 93845 | 9239 | 47963 | 7133 | 45881 | 5361 | 32566 | 8742 | 41278 |
| \$75,000 - 99,999 | 5732 | 34624 | 2969 | 17371 | 2763 | 17253 | 2204 | 12839 | 2000 | 8946 |
| \$60,000 - 74,999 | 4043 | 24929 | 1904 | 12410 | 2139 | 12519 | 1754 | 9638 | 1151 | 5033 |
| \$50,000 - 59,999 | 2811 | 18507 | 1295 | 8974 | 1516 | 9533 | 1270 | 7510 | 711 | 2645 |
| \$40,000 - 49,999 | 2786 | 17967 | 1262 | 8941 | 1524 | 9426 | 1277 | 7418 | 541 | 2057 |
| \$30,000 - 39,999 | 2501 | 19170 | 1120 | 8870 | 1381 | 10300 | 1177 | 8599 | 350 | 1543 |
| \$20,000 - 29,999 | 2191 | 17457 | 889 | 7410 | 1302 | 10048 | 1101 | 8007 | 229 | 816 |
| Under \$20,000 | 3177 | 25592 | 1249 | 10227 | 1928 | 15365 | 1619 | 12378 | 271 | 1025 |
| Census Region: North East | 8695 | 44399 | 4381 | 21277 | 4314 | 23122 | 3371 | 17607 | 3262 | 12323 |
| Midwest | 7857 | 52596 | 3993 | 25559 | 3864 | 27037 | 3131 | 21074 | 2794 | 13920 |
| South | 14707 | 96359 | 7224 | 46173 | 7483 | 50186 | 6103 | 38337 | 5029 | 22343 |
| West | 8354 | 58738 | 4329 | 28758 | 4025 | 29980 | 3158 | 21737 | 2910 | 14758 |
| County Size A | 22317 | 106561 | 11227 | 51328 | 11090 | 55233 | 8739 | 40106 | 8604 | 29875 |
| B | 9568 | 75141 | 4819 | 36175 | 4749 | 38966 | 3837 | 29909 | 3287 | 19398 |
| C | 4331 | 36507 | 2144 | 17692 | 2187 | 18815 | 1771 | 14366 | 1271 | 7920 |
| D | 3397 | 33883 | 1737 | 16572 | 1660 | 17311 | 1416 | 14374 | 833 | 6150 |
| Metropolitan CBSA | 36213 | 217395 | 18215 | 104795 | 17998 | 112601 | 14321 | 83983 | 13180 | 57158 |
| Micropolitan CBSA/Unassigned | 3400 | 34697 | 1712 | 16972 | 1688 | 17724 | 1442 | 14773 | 815 | 6186 |
| Never Married | 10947 | 73036 | 5403 | 38892 | 5544 | 34144 | 3904 | 20402 | 3789 | 17299 |
| Now Married | 21221 | 133534 | 11859 | 66643 | 9362 | 66891 | 7432 | 52887 | 8197 | 38526 |
| All Others | 7445 | 45522 | 2665 | 16231 | 4780 | 29290 | 4427 | 25467 | 2009 | 7519 |
| Household Size: 1 Person | 7557 | 36822 | 3307 | 16627 | 4250 | 20195 | 4250 | 20195 | 2453 | 8196 |
| 2 Persons | 14085 | 82711 | 7384 | 40487 | 6701 | 42224 | 5288 | 33008 | 4557 | 19999 |
| 3 or 4 Persons | 13303 | 90861 | 6876 | 44586 | 6427 | 46275 | 4637 | 31754 | 5435 | 26430 |
| 5 or More Persons | 4668 | 41697 | 2360 | 20067 | 2308 | 21631 | 1588 | 13798 | 1550 | 8719 |
| Children By Age: Any | 13498 | 91052 | 6563 | 42561 | 6935 | 48491 | 5470 | 35398 | 5575 | 25684 |
| Under 2 Years | 2354 | 16575 | 1154 | 7039 | 1200 | 9536 | 930 | 6808 | 971 | 4516 |
| 2-5 Years | 4472 | 30116 | 2181 | 13775 | 2291 | 16341 | 1851 | 12449 | 1865 | 8654 |
| 6-11 Years | 6112 | 41123 | 2889 | 18997 | 3223 | 22126 | 2621 | 16730 | 2438 | 11025 |
| 12-17 Years | 6536 | 46300 | 3139 | 21880 | 3397 | 24420 | 2627 | 17303 | 2532 | 11727 |
| White (inc. mult. class.) | 30439 | 188834 | 15564 | 91373 | 14875 | 97461 | 11992 | 75165 | 10929 | 49333 |
| Black (inc. mult. class.) | 4292 | 32979 | 1794 | 15016 | 2498 | 17963 | 2052 | 13495 | 1273 | 7648 |
| Other (inc. mult. class.) | 6206 | 37176 | 3200 | 18417 | 3006 | 18759 | 2223 | 12673 | 2304 | 8402 |
| Spanish Speaking | 4857 | 42720 | 2522 | 21455 | 2335 | 21265 | 1727 | 14583 | 1489 | 7977 |
| IEI \$50,000 or More | 14556 | 71250 | 8947 | 44287 | 5609 | 26964 | 4593 | 21515 | 10157 | 45169 |
| \$40,000 - 49,999 | 2668 | 15792 | 1204 | 7869 | 1464 | 7923 | 1224 | 6336 | 1200 | 5529 |
| \$30,000 - 39,999 | 2615 | 17870 | 1148 | 9011 | 1467 | 8859 | 1194 | 6784 | 902 | 4668 |
| \$25,000 - 29,999 | 1150 | 8027 | 516 | 3665 | 634 | 4362 | 513 | 3402 | 327 | 1614 |
| \$20,000 - 24,999 | 1121 | 8217 | 464 | 3751 | 657 | 4467 | 526 | 3465 | 290 | 1343 |
| \$10,000 - 19,999 | 1747 | 12705 | 673 | 4984 | 1074 | 7721 | 810 | 5687 | 481 | 2380 |
| Under \$10,000 | 2014 | 13096 | 772 | 4841 | 1242 | 8255 | 831 | 4779 | 638 | 2642 |
| Wage Earner Status: Sole | 9487 | 42019 | 4941 | 23892 | 4546 | 18127 | 4173 | 16087 | 5196 | 18269 |
| Primary | 8015 | 49984 | 5132 | 31665 | 2883 | 18320 | 2150 | 13760 | 4593 | 22816 |
| Secondary | 8369 | 54954 | 3651 | 22850 | 4718 | 32103 | 3368 | 22121 | 4206 | 22258 |
| Number of Children: 1 | 5641 | 39360 | 2714 | 18498 | 2927 | 20862 | 2245 | 14734 | 2321 | 11371 |
| 2 | 5089 | 31103 | 2549 | 14998 | 2540 | 16105 | 2034 | 11931 | 2279 | 9871 |
| 3 or More | 2768 | 20589 | 1300 | 9065 | 1468 | 11524 | 1191 | 8733 | 975 | 4442 |
| Home Owned | 28740 | 176728 | 14904 | 85847 | 13836 | 90881 | 10957 | 68374 | 10614 | 48336 |
| Value of Home \$500,000+ | 6325 | 30239 | 3509 | 14734 | 2816 | 15505 | 2134 | 11125 | 2884 | 11254 |
| \$200,000 - \$499,999 | 13949 | 79744 | 7314 | 39198 | 6635 | 40546 | 5272 | 30675 | 5561 | 25595 |
| \$100,000 - \$199,999 | 5941 | 44342 | 2932 | 21691 | 3009 | 22652 | 2494 | 17644 | 1770 | 9443 |
| Under \$100,000 | 2525 | 22403 | 1149 | 10225 | 1376 | 12178 | 1057 | 8931 | 399 | 2044 |

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MRI-Simmons Fall 2020 Technical Guide

| | ADULTS | | MEN | | WOMEN | | FEMALE PRINCIPAL SHOPPERS | | PROFESSIONAL MANAGERIAL | |
|-------------------------------|--------|------------------|-------|------------------|-------|------------------|---------------------------------|------------------|----------------------------|------------------|
| | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) | UNWGT | PROJ (' 000) |
| Total U.S. | 39613 | 252092 | 19927 | 121767 | 19686 | 130325 | 15763 | 98755 | 13995 | 63344 |
| Life Cycle | | | | | | | | | | |
| Respondent 18-34: | | | | | | | | | | |
| One-Person Household | 1194 | 5225 | 615 | 2889 | 579 | 2336 | 579 | 2336 | 613 | 2197 |
| Now Married, No Children | 1269 | 6615 | 699 | 3386 | 570 | 3229 | 442 | 2381 | 700 | 3036 |
| Now Married, Youngest Under 6 | 1901 | 13008 | 877 | 5535 | 1024 | 7473 | 835 | 6017 | 818 | 4021 |
| Now Married, Youngest 6-17 | 338 | 3116 | 162 | 1335 | 176 | 1780 | 134 | 1361 | 109 | 604 |
| Balance | 5847 | 46789 | 2887 | 24336 | 2960 | 22452 | 1521 | 10036 | 1650 | 8825 |
| Respondent 35-49: | | | | | | | | | | |
| One-Person Household | 1277 | 5671 | 634 | 3304 | 643 | 2367 | 643 | 2367 | 656 | 2319 |
| Now Married, No Children | 1399 | 9259 | 741 | 4465 | 658 | 4794 | 531 | 3955 | 684 | 3659 |
| Now Married, Youngest Under 6 | 2177 | 11955 | 1253 | 6225 | 924 | 5730 | 733 | 4450 | 1165 | 5123 |
| Now Married, Youngest 6-11 | 1884 | 10338 | 1011 | 5218 | 873 | 5120 | 727 | 4252 | 966 | 4255 |
| Now Married, Youngest 12-17 | 1148 | 7798 | 547 | 3296 | 601 | 4502 | 512 | 3859 | 588 | 3132 |
| Balance | 2613 | 16704 | 1029 | 7847 | 1584 | 8856 | 1370 | 7124 | 1071 | 4603 |
| Respondent 50 or Older: | | | | | | | | | | |
| One-Person Household | 4762 | 24456 | 1858 | 9578 | 2904 | 14878 | 2904 | 14878 | 1069 | 3295 |
| Now Married, No Children | 9521 | 61084 | 5508 | 30894 | 4013 | 30189 | 3118 | 23512 | 2452 | 11334 |
| Now Married, With Children | 1584 | 10362 | 1061 | 6288 | 523 | 4074 | 400 | 3101 | 715 | 3362 |
| Balance | 2699 | 19713 | 1045 | 7169 | 1654 | 12544 | 1314 | 9127 | 739 | 3579 |

MRI | SIMMONS Fall 2020

SAMPLE ALLOCATION - TOP THIRTEEN MARKETS
UNWEIGHTED VS. WEIGHTED
PERCENTAGES

| | UNWEIGHTED PERCENTAGE | WEIGHTED PERCENTAGE |
|------------------|--------------------------|------------------------|
| | TOTAL | TOTAL |
| | ----- | IN (000'S) ----- |
| Base: Total | 39613 | 252092 |
| Market | | |
| ----- | | |
| New York | 9.42 | 6.76 |
| Los Angeles | 6.41 | 5.83 |
| Chicago | 6.48 | 2.97 |
| Philadelphia | 5.21 | 2.52 |
| San Francisco | 3.83 | 2.38 |
| Boston | 3.22 | 2.10 |
| Houston | 3.65 | 2.19 |
| Washington D.C. | 3.85 | 2.18 |
| Atlanta | 4.01 | 2.17 |
| Dallas/Ft. Worth | 3.83 | 2.43 |
| Miami | 2.63 | 2.08 |
| Phoenix | 2.11 | 1.72 |
| San Antonio | 1.10 | 0.85 |

MRI-Simmons Fall 2020 Technical Guide

Comparison of Sample Distribution Before and After Balancing

| | Men(%) | | Women(%) | |
|--------------------|---------------------|--------------------|---------------------|--------------------|
| | Before Balancing | After Balancing | Before Balancing | After Balancing |
| Age | | | | |
| 18-24 | 10.1% | 12.0% | 9.3% | 11.2% |
| 25-34 | 16.3% | 18.7% | 18.0% | 17.4% |
| 35-44 | 17.5% | 16.7% | 19.0% | 16.1% |
| 45-49 | 8.4% | 8.2% | 8.5% | 8.0% |
| 50-54 | 8.4% | 8.2% | 9.2% | 8.1% |
| 55-64 | 18.0% | 16.4% | 17.8% | 17.0% |
| 65+ | 21.3% | 19.7% | 18.1% | 22.3% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| HHI | | | | |
| Less than \$10,000 | 3.2% | 3.5% | 4.2% | 4.7% |
| \$10,000-19,999 | 3.3% | 4.9% | 4.8% | 7.1% |
| \$20,000-29,999 | 4.7% | 6.1% | 6.7% | 7.7% |
| \$30,000-39,999 | 6.5% | 7.3% | 6.8% | 7.9% |
| \$40,000-49,999 | 7.3% | 7.0% | 7.7% | 7.2% |
| \$50,000-74,999 | 17.7% | 17.6% | 19.6% | 16.9% |
| \$75,000-99, 999 | 15.2% | 14.3% | 14.4% | 13.2% |
| \$100,000+ | 42.1% | 39.4% | 35.8% | 35.2% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

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

MRI-Simmons Fall 2020 Technical Guide

Comparison of Sample Distribution Before and After Balancing

| | Men(%) | | Women(%) | |
|---|---------------------|--------------------|---------------------|--------------------|
| | Before Balancing | After Balancing | Before Balancing | After Balancing |
| Education | | | | |
| Graduated College | 42.8% | 32.5% | 43.0% | 34.1% |
| Attended College | 31.6% | 26.6% | 34.1% | 28.9% |
| Graduated H.S. | 19.7% | 29.7% | 18.1% | 27.0% |
| Did Not Graduate H.S. | 5.9% | 11.3% | 4.7% | 10.0% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| New Census Occupation | | | | |
| Not Employed | 32.1% | 35.6% | 38.3% | 47.4% |
| Professional and Related Occupations | 17.7% | 12.8% | 20.2% | 15.9% |
| Management, Business and Financial Operations | 13.6% | 12.4% | 11.8% | 9.2% |
| Sales and Office Occupations | 10.4% | 9.2% | 15.9% | 13.5% |
| Natural Resources, Construction and Maintenance | 9.5% | 10.3% | 0.8% | 0.6% |
| Other Employed | 16.6% | 19.8% | 13.0% | 13.5% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Census Region | | | | |
| North East | 17.8% | 17.5% | 17.9% | 17.7% |
| Midwest | 22.2% | 21.0% | 21.6% | 20.8% |
| South | 37.0% | 37.9% | 38.0% | 38.5% |
| West | 23.1% | 23.6% | 22.5% | 23.0% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

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

MRI-Simmons Fall 2020 Technical Guide

Comparison of Sample Distribution Before and After Balancing

| | Men(%) | | Women(%) | |
|-------------------------------------|---------------------|--------------------|---------------------|--------------------|
| | Before Balancing | After Balancing | Before Balancing | After Balancing |
| County Size | | | | |
| County Size A | 42.2% | 42.2% | 42.0% | 42.4% |
| County Size B | 30.5% | 29.7% | 31.0% | 29.9% |
| County Size C | 13.9% | 14.5% | 14.1% | 14.4% |
| County Size D | 13.3% | 13.6% | 12.9% | 13.3% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Marital Status | | | | |
| Never Married | 26.7% | 31.9% | 25.1% | 26.2% |
| Now Married | 61.5% | 54.7% | 55.5% | 51.3% |
| Other | 11.8% | 13.3% | 19.4% | 22.5% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Household Size | | | | |
| Household Size: 1 | 10.3% | 13.7% | 10.9% | 15.5% |
| Household Size: 2+ | 89.7% | 86.3% | 89.1% | 84.5% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Respondent Classified Race | | | | |
| White Only | 75.5% | 72.8% | 74.9% | 72.2% |
| Black/African American Only | 8.1% | 11.7% | 9.4% | 12.8% |
| Other Race/Multiple Classifications | 16.5% | 15.5% | 15.6% | 15.1% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

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

MRI-Simmons Fall 2020 Technical Guide

Comparison of Sample Distribution Before and After Balancing

| | Men(%) | | Women(%) | |
|--|---------------------|--------------------|---------------------|--------------------|
| | Before Balancing | After Balancing | Before Balancing | After Balancing |
| Respondent Hispanic | | | | |
| Hispanic | 12.3% | 17.0% | 12.3% | 16.1% |
| Non-Hispanic | 87.7% | 83.0% | 87.7% | 83.9% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Respondent Language Spoken Personally at Home | | | | |
| Non-Hispanic | 87.7% | 83.0% | 87.5% | 83.5% |
| Hispanic - Only English | 4.4% | 3.0% | 4.3% | 2.8% |
| Hispanic - Mostly English, but Some Spanish | 3.9% | 4.1% | 4.1% | 4.1% |
| Hispanic - Both or Other | 0.5% | 1.3% | 0.5% | 1.3% |
| Hispanic - Mostly Spanish, but Some English | 2.3% | 3.9% | 2.3% | 3.6% |
| Hispanic - Only Spanish | 1.2% | 4.6% | 1.2% | 4.7% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

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

MRI-SIMMONS FALL 2020 TECHNICAL GUIDE

DATA ADJUSTMENT PROCEDURES

Ski Adjustment

| Publication | Fall 2020 Total Projected Readers Before Ascription | Fall 2020 Total Projected Readers After Ascription | Fall 2020 Increased Total Projected Readers as a Result of Ascription |
|--------------------|--|---|--|
| Ski | 1,015,000 | 1,476,000 | 45% |

MRI-Simmons Fall 2020 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 82

| Question # | Question | Total Responses | Ascribed Responses | Ascription Rate |
|---------------------|--|-----------------|--------------------|-----------------|
| Demographics | | | | |
| 73 | Respondent - Company Size | 6,535 | 428 | 6.55% |
| 77 | Respondent - IEI | 10,099 | 808 | 8.00% |
| 85 | Household - HHI | 15,649 | 1,985 | 12.68% |
| 87 | Household - Market Value of Owned Home | 11,713 | 1,319 | 11.26% |
| 90 | Household - Net Worth | 15,649 | 3,228 | 20.63% |

WAVE 83

| Question # | Question | Total Responses | Ascribed Responses | Ascription Rate |
|---------------------|--|-----------------|--------------------|-----------------|
| Demographics | | | | |
| 73 | Respondent - Company Size | 10,001 | 1,104 | 11.04% |
| 78 | Respondent - IEI | 15,772 | 1,857 | 11.77% |
| 85 | Household - HHI | 23,964 | 4,484 | 18.71% |
| 87 | Household - Market Value of Owned Home | 17,027 | 2,710 | 15.92% |
| 90 | Household - Net Worth | 23,964 | 7,193 | 30.02% |

MRI-Simmons Fall 2020 Technical Guide

Statistical Efficiency of Key Demographics

| Variable | Male Effective Sample Size | Female Effective Sample Size |
|-----------------------------|-------------------------------|---------------------------------|
| 18-24 | 652 | 618 |
| 25-34 | 1254 | 1286 |
| 35-44 | 1338 | 1371 |
| 45-49 | 563 | 592 |
| 50-54 | 597 | 649 |
| 55-64 | 1324 | 1396 |
| 65+ | 1681 | 1632 |
| Didn't Graduate High School | 514 | 447 |
| Graduated High School | 1671 | 1515 |
| Attended College | 2282 | 2554 |
| Graduated College | 3593 | 3708 |
| <\$20K | 513 | 764 |
| \$20-50K | 1284 | 1566 |
| \$50-75K | 1217 | 1309 |
| \$75-100K | 1129 | 1040 |
| \$100K or more | 3213 | 2795 |
| Hispanic, Only English | 293 | 282 |
| Hispanic, Mostly English | 299 | 302 |
| Hispanic, Both or Other | 50 | 48 |
| Hispanic, Mostly Spanish | 196 | 193 |
| Hispanic, Only Spanish | 162 | 170 |

MRI-Simmons Fall 2020 Technical Guide

AdMeasure Modeling for “Ad noting” and “Actions taken”

The modeling of **AdMeasure** “ad noting” and “actions taken” scores to the MRI-Simmons syndicated respondent database is undertaken on a wave by wave basis, individually by publication. It begins with the tabulation of these scores across all issues of each publication measured during the time the specific wave of the syndicated National Study is in the field. For the Fall 2020 syndicated release, the issues measured in **AdMeasure** between November of 2019 and April of 2020 were used to tabulate the target scores used in the modeling of Wave 82 respondents and the issues measured in **AdMeasure** between May and October of 2020 were used to tabulate the target scores used in the modeling of Wave 83 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.

MRI-SIMMONS FALL 2020 TECHNICAL GUIDE

Modeling Cable Networks/Streaming Services Hours Viewed Past 7 Days (Wave 82 Online Survey Only)

MRI-Simmons has implemented a modeling process for the Wave 82 online survey since the number of “Hours Watched Past 7 Days” for cable networks and streaming services was not asked in the online survey. This measure has been added to the Wave 83 online survey.

In order to model hours watched for each network, MRI-Simmons used a combination of Nielsen People Meter (NPM) data and MRI-Simmons respondents from Wave 81 and Wave 82. For cable networks or streaming services where NPM data was not available, modeling was performed using only MRI-Simmons Wave 81 and Wave 82 in-person data.

Below is the process employed to impute the number of “Hours watched TV in the Past 7 Days” for each of the reported cable networks and streaming services:

1. Using NPM for February and April 2020 we determined the average viewing minutes for TV viewers (Note: this was done for the approximately 120 networks measured in common by MRI-Simmons and Nielsen). The ratio of April to February served as the scaling factor for the modeled minutes.
2. We then selected in-person interview respondents from Wave 81 and Wave 82 with 1+ hours of viewing to develop a linear regression model where the cable/streaming viewing hours for the network/service is the dependent variable and a variety of demographics (Gender, Age, HHI, HHLD Size, Geography, Education, etc.) and the other cable/streaming services constituted the independent variables.
3. Respondents who had Past 7 Day Viewing were selected and the viewing hours for each cable network/streaming service in turn were predicted and adjusted as follows:
 - a) Any predicted hours less than 1 were set to 1 (occurred occasionally)
 - b) For those cable networks/streaming services where a Nielsen scaling factor was available (#1 above) scale the predicted hours by that factor.
 - c) Any predicted hours exceeding 99 were set to 99.
4. Respondents who had no viewing or Last 30 Day viewing only were not changed.

MRI-Simmons Fall 2020 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.

| | | target digital edition screen only | |
|---------------|-----------------------------|--|-------------|
| Frequency | digital edition reads | | 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.

Modeling Incompletely Measured Television Programs in MRI-Simmons' Survey of the American Consumer Doublebase 2020

Introduction

MRI-Simmons annually produces a Doublebase dataset comprised of the most recent four waves of Survey of the American Consumer [SAC] respondents. For 2020 this dataset is based on 51,798 respondents from MRI-Simmons Interview Waves 79 through 82 and thus offers a very robust sample upon which to perform detailed analysis. The individual measures included in Doublebase 2020 are (primarily) those present in all four individual waves constituting the dataset.

MRI-Simmons 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 MRI-Simmons 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 MRI-Simmons waves but absent from older waves (e.g. present in only Waves 81 and 82 of SAC), are important to clients. To address this matter, i.e. to “complete” viewing of television programs unmeasured in early waves of MRI-Simmons’ Doublebase, MRI-Simmons has developed an imputation procedure as outlined below.

MRI-Simmons Doublebase Television Programming Imputation

Briefly, MRI-Simmons’ 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 MRI-Simmons 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 2020 included in the matching process:

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

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

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

The matching-based imputation process proceeds as follows:

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

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Interviews were made in a total of 15212 initial clusters (Wave 82 Only).

The recovery sample is shown in the following tables:

| SAMPLE DISPOSITION¹ LHK Sample | TOTAL | | |
|--|-------------------|------------|--------------|
| In-Person and Online Original Sample Completes | HOUSEHOLDS | MEN | WOMEN |
| Total Sample Households Initially Selected | 24992 | 13747 | 11245 |
| Less: Vacant | 975 | 559 | 416 |
| Address Does Not Exist | 455 | 264 | 191 |
| Duplicate Address | 99 | 55 | 44 |
| Ineligible Other (businesses, churches group quarters, blind, media affiliate etc.) | 712 | 411 | 301 |
| Total Eligible Households [A] | 22751 | 12458 | 10293 |
| Less: Not Contacted | 5907 | 3312 | 2595 |
| Refused | 6547 | 3774 | 2773 |
| Language Barriers | | | |
| Spanish Language Barriers | 158 | 81 | 77 |
| Other Language Barrier | 263 | 145 | 118 |
| Call Back/Appointments | 186 | 114 | 72 |
| Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.) | 2800 | 1572 | 1228 |
| Online Completes from the Original LHK Sample Eligibles | 1168 | 656 | 512 |
| In-Person Completes (Original Clusters Only) | 5722 | 2804 | 2918 |
| Total Completed Interviews (Original and Added Clusters) | 7387 | 3716 | 3671 |

| SAMPLE DISPOSITION¹ LHK Sample | LOWER | MIDDLE | UPPER |
|---|---------------|---------------|---------------|
| In-Person and Online Original Sample Completes | INCOME | INCOME | INCOME |
| Total Sample Households Initially Selected | 5951 | 6052 | 12989 |
| Less: Vacant | 363 | 235 | 377 |
| Address Does Not Exist | 218 | 107 | 130 |
| Duplicate Address | 31 | 16 | 52 |
| Ineligible Other (businesses, churches group quarters, blind, etc.) | 145 | 133 | 434 |
| Total Eligible Households [A] | 5194 | 5561 | 11996 |
| Less: Not Contacted | 1270 | 1461 | 3176 |
| Refused | 1331 | 1558 | 3658 |
| Language Barriers | | | |
| Spanish Language Barriers | 70 | 39 | 49 |
| Other Language Barriers | 79 | 75 | 109 |
| Call Back/Appointments | 37 | 42 | 107 |
| Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.) | 609 | 634 | 1557 |
| Online Completes from the Original LHK Sample Eligibles | 180 | 287 | 701 |
| In-Person Completes (Original Clusters Only) | 1618 | 1465 | 2639 |
| Total Completed Interviews (Original and Added Clusters) | 1929 | 1867 | 3591 |

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Fall 2020 Sample Completion

| SAMPLE DISPOSITION - Online (does not include LHK original sample) | TOTAL HOUSEHOLDS | MEN | WOMEN |
|---|-------------------------|------------|--------------|
| Total Sample Households Initially Selected | 352086 | 195887 | 156199 |
| Less: Undeliverable | 63368 | 35363 | 28005 |
| Media Affiliates | 117 | 78 | 39 |
| Media Affiliates Estimate of Eligible Non-Completes (Wave 83) | 650 | 466 | 184 |
| Original Clusters (Wave 82 Only) | 15212 | 8636 | 6576 |
| Total Eligible Households [A] | 273389 | 151810 | 121579 |
| Total Eligible Households Adjusted for Media Affiliation | 272739 | 151344 | 121395 |
| Less: Designated Gender | 2946 | 1726 | 1220 |
| No Internet or smartphone | 242 | 146 | 96 |
| Greater than 24 hours | 534 | 296 | 238 |
| Less than 25 minutes | 697 | 402 | 295 |
| Other rejected interviews | 50 | 30 | 20 |
| Other Eligible Not Complete | 241933 | 135233 | 106700 |
| Other Eligible Not Complete Adjusted for Media Affiliation | 241283 | 134767 | 106516 |
| Total Completed Interviews | 26987 | 13977 | 13010 |

| SAMPLE DISPOSITION - Online Wave 82 Only (does not include LHK original sample) | LOWER INCOME | MIDDLE INCOME | UPPER INCOME |
|--|---------------------|----------------------|---------------------|
| Total Sample Households Initially Selected | 26309 | 28575 | 68530 |
| Less: Undeliverable | 8004 | 7020 | 15067 |
| Media Affiliates | 8 | 4 | 28 |
| Original Clusters (Wave 82 Only) | 3198 | 3642 | 8372 |
| Total Eligible Households [A] | 15099 | 17909 | 45063 |
| Less: Designated Gender | 254 | 331 | 890 |
| No Internet or smartphone | 22 | 19 | 27 |
| Greater than 24 hours | 26 | 39 | 88 |
| Less than 25 minutes | 54 | 55 | 121 |
| Other rejected interviews | 4 | 5 | 11 |
| Other Eligible Not Complete | 13467 | 15632 | 38764 |
| Total Completed Interviews | 1272 | 1828 | 5162 |

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| SAMPLE DISPOSITION - Online Wave 82 Original Clusters Only | TOTAL HOUSEHOLDS | MEN | WOMEN |
|---|-----------------------------|------------|--------------|
| Total Sample Households Initially Selected (Original Clusters Only) | 15212 | 8636 | 6576 |
| Less: Undeliverable | 1857 | 1078 | 779 |
| Media Affiliates | 5 | 5 | 0 |
| Total Eligible Households [A] | 13350 | 7553 | 5797 |
| Less: Designated Gender (Original Cluster Respondents Only) | 208 | 124 | 84 |
| No Internet or smartphone | 11 | 7 | 4 |
| Greater than 24 hours | 17 | 8 | 9 |
| Less than 25 minutes | 37 | 19 | 18 |
| Other rejected interviews | 1 | 0 | 1 |
| Other Eligible Not Complete | 11908 | 6739 | 5169 |
| Total Completed Interviews | 1168 | 656 | 512 |

| SAMPLE DISPOSITION - Online Wave 82 Original Clusters Only | LOWER INCOME | MIDDLE INCOME | UPPER INCOME |
|---|-------------------------|--------------------------|-------------------------|
| Total Sample Households Initially Selected (Original Clusters Only) | 3198 | 3642 | 8372 |
| Less: Undeliverable | 614 | 441 | 802 |
| Media Affiliates | 1 | 0 | 4 |
| Total Eligible Households [A] | 2583 | 3201 | 7566 |
| Less: Designated Gender (Original Cluster Respondents Only) | 36 | 52 | 120 |
| No Internet or smartphone | 2 | 3 | 6 |
| Greater than 24 hours | 3 | 4 | 10 |
| Less than 25 minutes | 5 | 13 | 19 |
| Other rejected interviews | 0 | 1 | 0 |
| Other Eligible Not Complete | 2357 | 2841 | 6710 |
| Total Completed Interviews | 180 | 287 | 701 |

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| <u>WEIGHTED RESPONSE RATE²</u> | MEDIA INTERVIEWS (Online and Original Clusters Only) | MEDIA INTERVIEWS (In-Person Replacement Clusters Only) | PRODUCT BOOKLET RESPONSE RATE³ |
|--|---|---|--|
| NEW YORK | 12.74% | 12.55% | 5.55% |
| LOS ANGELES | 15.98% | 18.90% | 6.54% |
| CHICAGO | 13.80% | 16.70% | 6.28% |
| PHILADELPHIA | 15.26% | 20.19% | 6.81% |
| SAN FRANCISCO | 13.12% | 29.37% | 5.68% |
| BOSTON | 14.43% | 13.70% | 5.67% |
| HOUSTON | 12.85% | 34.24% | 5.55% |
| WASHINGTON D.C. | 17.25% | 10.31% | 7.52% |
| ATLANTA | 17.66% | 25.95% | 8.01% |
| DALLAS | 14.25% | 6.00% | 6.10% |
| MIAMI | 13.14% | 30.46% | 5.79% |
| PHOENIX | 18.02% | 52.00% | 7.65% |
| SAN ANTONIO | 12.41% | 33.78% | 5.59% |
| NON TOP 13 | 16.95% | 25.35% | 8.02% |
| TOTAL | 16.14% | 23.71% | 7.41% |

¹Per agreement with the MRC, the response rates shown below are calculated on **only** the initially assigned clusters and the online sample. 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 and online sample. 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 thirteen 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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Product Booklet Ascription

A more detailed description of the product booklet ascription procedure utilized by MRI-Simmons can be found in the Technical Guide. The procedure is employed to ascribe data to respondents who completed a personal interview but who failed to complete a product book. The incidence of ascription is shown for Fall 2020 below.

| | <i>Total Number</i> | <i>Percent of Total</i> |
|--------------------------|----------------------------|--------------------------------|
| In-Tab Booklets | 39,613 | 100% |
| Returned Booklets | 17,760 | 44.8% |
| Ascribed Booklets | 21,853 | 55.2% |

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Psychographic Ascription

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

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

- (1) For those who filled out at least one item within the battery, the missing items are ascribed collectively based on respondents' responses to other psychographic items, as well as their responses to both demographic and behavioral questions Item Ascription Rate
- (2) For those who returned the product booklet and did not answer any items within the battery, the missing items are ascribed collectively based on respondents' responses to only demographic and behavioral questions
- (3) For those who did not return the booklet, all psychographic batteries are ascribed collectively based on MRI's traditional booklet ascription procedure.

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

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

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

| | | | Total | Average | Average | Not | | | |
|--------------------|-----|----------|-----------|-----------|-----------|-----------|-------|-------|-------|
| INTENT TO PURCHASE | | Number | Recovered | Recovered | Recovered | Recovered | | | |
| | | of Items | Answered | Answered | Ascribed | Ascribed | Min | Max | Avg |
| | W82 | 59 | 7359 | 5926 | 1433 | 8290 | 61.1% | 63.7% | 62.1% |
| | W83 | 59 | 10401 | 8998 | 1403 | 13563 | 61.6% | 63.8% | 62.5% |
| | | | Total | Average | Average | Not | | | |
| BUYING STYLES | | Number | Recovered | Recovered | Recovered | Recovered | | | |
| | | of Items | Answered | Answered | Ascribed | Ascribed | Min | Max | Avg |
| | W82 | 61 | 7359 | 6770 | 589 | 8290 | 55.2% | 58.8% | 56.7% |
| | W83 | 61 | 10401 | 10035 | 366 | 13563 | 57.4% | 60.2% | 58.1% |

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| HEALTHCARE | | Number of Items | Total Recovered | Average Recovered | Average Recovered | Not Recovered | Min | Max | Avg |
|-------------------------|-----|-----------------|-----------------|-------------------|-------------------|---------------|-------|-------|-------|
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| | W82 | 26 | 7359 | 6746 | 613 | 8290 | 55.1% | 58.0% | 56.9% |
| | W83 | 26 | 10401 | 9885 | 516 | 13563 | 57.9% | 59.5% | 58.8% |
| CONSUMER CONFIDENCE | | Number of Items | Total Recovered | Average Recovered | Average Recovered | Not Recovered | Min | Max | Avg |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| | W82 | 4 | 7359 | 6685 | 675 | 8290 | 57.1% | 57.4% | 57.3% |
| | W83 | 4 | 10401 | 9901 | 500 | 13563 | 58.6% | 58.8% | 58.7% |
| INTEREST IN ADVERTISING | | Number of Items | Total Recovered | Average Recovered | Average Recovered | Not Recovered | Min | Max | Avg |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| | W82 | 48 | 7359 | 6205 | 1154 | 8290 | 57.6% | 62.7% | 60.3% |
| | W83 | 48 | 10401 | 9408 | 993 | 13563 | 59.0% | 63.0% | 60.7% |
| AUTOMOTIVE | | Number of Items | Total Recovered | Average Recovered | Average Recovered | Not Recovered | Min | Max | Avg |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| | W82 | 29 | 7359 | 6633 | 726 | 8290 | 57.1% | 57.8% | 57.6% |
| | W83 | 29 | 10401 | 9962 | 439 | 13563 | 58.2% | 58.6% | 58.4% |
| FOOD | | Number of Items | Total Recovered | Average Recovered | Average Recovered | Not Recovered | Min | Max | Avg |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| | W82 | 44 | 7359 | 6714 | 645 | 8290 | 56.0% | 60.3% | 57.2% |
| | W83 | 44 | 10401 | 9953 | 448 | 13563 | 58.0% | 61.2% | 58.5% |
| FINANCE | | Number of Items | Total Recovered | Average Recovered | Average Recovered | Not Recovered | Min | Max | Avg |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| | W82 | 24 | 7359 | 6481 | 878 | 8290 | 58.1% | 58.8% | 58.6% |
| | W83 | 25 | 10401 | 9875 | 526 | 13563 | 58.5% | 59.0% | 58.8% |

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| | | Number | Total | Average | Average | Not | | | |
|------------------------|------------|-----------------|------------------|------------------|------------------|------------------|------------|------------|------------|
| | | of Items | Recovered | Recovered | Recovered | Recovered | Min | Max | Ave |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| VACATION/TRAVEL | W82 | 27 | 7359 | 6533 | 826 | 8290 | 57.6% | 58.5% | 58.3% |
| | W83 | 27 | 10401 | 9920 | 481 | 13563 | 58.3% | 58.8% | 58.6% |

| | | Number | Total | Average | Average | Not | | | |
|-------------------|------------|-----------------|------------------|------------------|------------------|------------------|------------|------------|------------|
| | | of Items | Recovered | Recovered | Recovered | Recovered | Min | Max | Avg |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| TECHNOLOGY | W82 | 24 | 7359 | 6573 | 786 | 8290 | 57.5% | 58.3% | 58.0% |
| | W83 | 35 | 10401 | 9905 | 496 | 13563 | 58.3% | 58.8% | 58.7% |

| | | Number | Total | Average | Average | Not | | | |
|--------------|------------|-----------------|------------------|------------------|------------------|------------------|------------|------------|------------|
| | | of Items | Recovered | Recovered | Recovered | Recovered | Min | Max | Ave |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| MEDIA | W82 | 10 | 7359 | 6229 | 1131 | 8290 | 57.1% | 64.1% | 60.2% |
| | W83 | 10 | 10401 | 9329 | 1072 | 13563 | 58.7% | 63.8% | 61.1% |

| | | Number | Total | Average | Average | Not | | | |
|---------------------------|------------|-----------------|------------------|------------------|------------------|------------------|------------|------------|------------|
| | | of Items | Recovered | Recovered | Recovered | Recovered | Min | Max | Avg |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| INTEREST IN SPORTS | W82 | 14 | 7359 | 4854 | 2505 | 8290 | 67.0% | 70.7% | 69.0% |
| | W83 | 14 | 10401 | 7464 | 2937 | 13563 | 67.4% | 70.0% | 68.9% |

| | | Number | Total | Average | Average | Not | | | |
|----------------------------|------------|-----------------|------------------|------------------|------------------|------------------|------------|------------|------------|
| | | of Items | Recovered | Recovered | Recovered | Recovered | Min | Max | Avg |
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| FASHION & STYLE | W82 | 35 | 7359 | 6639 | 720 | 8290 | 56.5% | 57.9% | 57.6% |
| | W83 | 35 | 10401 | 9911 | 490 | 13563 | 58.1% | 58.8% | 58.6% |

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| | | Number of Items | Total Recovered | Average Recovered | Average Recovered | Not Recovered | Min | Max | Avg |
|-------------------------------|-----|--------------------|--------------------|----------------------|----------------------|------------------|-------|-------|-------|
| | | | Answered | Answered | Ascribed | Ascribed | | | |
| CELLULAR-MOBILE 1 | | | | | | | | | |
| | W82 | 12 | 7359 | 6152 | 1207 | 8290 | 59.7% | 63.0% | 60.7% |
| | W83 | 12 | 10401 | 9197 | 1204 | 13563 | 60.9% | 62.9% | 61.6% |
| CELLULAR-MOBILE 2 | | | | | | | | | |
| | W82 | 17 | 7359 | 6612 | 747 | 8290 | 56.9% | 58.2% | 57.7% |
| | W83 | 17 | 10401 | 9815 | 586 | 13563 | 58.6% | 59.3% | 59.0% |
| YOUR ATTITUDES | | | | | | | | | |
| | W82 | 64 | 7359 | 6742 | 617 | 8290 | 56.1% | 74.4% | 56.9% |
| | W83 | 64 | 10401 | 10013 | 388 | 13563 | 57.7% | 74.5% | 58.2% |
| LIFE MATRIX - PERSONAL VALUES | | | | | | | | | |
| | W82 | 42 | 7359 | 6903 | 456 | 8290 | 55.2% | 56.4% | 55.9% |
| | W83 | 42 | 10401 | 10099 | 302 | 13563 | 57.5% | 58.1% | 57.9% |
| LIFE MATRIX - ACTIVITIES | | | | | | | | | |
| | W82 | 19 | 7359 | 6073 | 1286 | 8290 | 58.1% | 64.3% | 61.2% |
| | W83 | 19 | 10401 | 9187 | 1214 | 13563 | 59.1% | 64.3% | 61.7% |

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| | | | Total Recovered | Average Recovered | Average Recovered | Not Recovered | | | |
|--|-----|--------------------------------------|--------------------|----------------------|----------------------|------------------|-------|-------|-------|
| INTERNET ONLINE | | Number of Items | Answered | Answered | Ascribed | Ascribed | Min | Max | Avg |
| | W82 | 14 | 7359 | 6597 | 762 | 8290 | 57.4% | 58.0% | 57.8% |
| | W83 | Combined with Technology - see above | | | | | | | |
| | | | Total Recovered | Average Recovered | Average Recovered | Not Recovered | | | |
| SOCIAL NETWORKING | | Number of Items | Answered | Answered | Ascribed | Ascribed | Min | Max | Avg |
| | W82 | 17 | 5247 | 4666 | 581 | 7905 | 60.8% | 65.6% | 64.5% |
| | W83 | 17 | 8006 | 7366 | 640 | 12767 | 62.0% | 65.4% | 64.5% |
| | | | Total Recovered | Average Recovered | Average Recovered | Not Recovered | | | |
| ATTITUDES TOWARD ADVERTISING | | Number of Items | Answered | Answered | Ascribed | Ascribed | Min | Max | Avg |
| | W82 | 6 | 7359 | 6607 | 752 | 8290 | 57.3% | 58.7% | 57.8% |
| | W83 | 6 | 10401 | 9939 | 462 | 13563 | 58.1% | 59.4% | 58.5% |
| | | | Total Recovered | Average Recovered | Average Recovered | Not Recovered | | | |
| YOUR ATTITUDES (Hispanic/Latino Respondents Only) | | Number of Items | Answered | Answered | Ascribed | Ascribed | Min | Max | Avg |
| | W82 | 19 | 649 | 477 | 172 | 1016 | 70.0% | 71.8% | 71.4% |
| | W83 | 19 | 1442 | 1203 | 239 | 2059 | 65.1% | 65.8% | 65.6% |