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THE SIMMONS NATIONAL CONSUMER STUDY (NCS/NHCS)
FALL 2016 ADULT 12-MONTH STUDY
(Late October 2015 to Late November 2016)

QUINTILES/VOLUME & TERCILE MEDIA USAGE GROUPS

This section provides descriptions of all quintiles, terciles, and volume groups reported in the Fall 2016 Simmons National Consumer/Hispanic Study (NCS/NHCS). Please note that the quintiles/volume groups reported for Cable Networks, Magazines and Newspapers have expanded to include separate quintiles/volume groups for Spanish-language and English-language media. Please refer to the individual subsections for more details.

RADIO

Radio quintiles are based on the estimated weekly time spent listening for the specific daypart. The amount of listening attributed to a respondent who listened during a specific daypart is calculated from the midpoint of the time spent range reported by the listener. For quintiles based on daypart combinations, the total amount of listening represents the sum of the midpoints for any listening in the component dayparts, rounded up to the nearest half-hour.

Radio Drive Time (converted to half-hours):

For radio drive time, there are two segments: Monday through Friday 6-10 AM and Monday through Friday 3-7 PM. There are eight half-hours in each drive time segment
 8 half-hours x 5 days = 40 half-hours
 40 x the 2 drive time categories = 80 half-hours

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	6.0+	6.0 - 1.5	1.5 - 0	0 -- 0	0 -- 0
Females	6.0+	6.0 - 2	1.5 - 0.5	0.5 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	6.0+	6.0 - 1.5	1.5 - 0	0 -- 0	0 -- 0
Females	6.0+	6.0 - 1.5	1.5 - 0	0 -- 0	0 -- 0

Example: The above table shows that the females in Quintile 1 were attributed listening that equaled 6.0 or more half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	9+	9 - 3	3 -- 1.5	1.5 -- 0.5	0 -- 0
Females	6.5+	6.5-- 3	3 -- 1	1 -- 0.5	0 -- 0

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Fall 2016 (Late October 2015 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	10+	10 – 3.5	3.5 -- 1.5	1.5 -- 0.5	0 -- 0
Females	9+	9-- 3	3 – 1.5	1.5 -- 0.5	0 -- 0

Example: The above table shows that the females in Volume Group 1 were attributed listening that equaled 9 or more half-hours during this time period over the last 7 days.

For day parts that reach a relatively lower percentage of the population, it may be more meaningful to refer to volume groups, where all “non-users” (respondents with no time spent listening in the day part) automatically define the bottom volume group. The “users” are then divided equally across the remaining volume groups.

Radio All Day (converted to half-hours):

Radio all day is defined as Monday through Sunday 24-hours
 There are 48 half-hours in a 24-hour day
 48 half-hours x 7 days = 336 half-hours

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	19 +	19 – 6.5	6.5 – 1.5	1.5 -- 0	0 -- 0
Females	18.5 +	18.5 – 7.5	7.5 – 2	2 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	20.5 +	20.5 – 7.5	7.5 – 1.5	1.5 -- 0	0 -- 0
Females	19 +	19 – 7.5	7.5 – 2	2 -- 0	0 -- 0

Example: The above table shows that the females in Quintile 1 were attributed listening that equaled 19 or more half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	19+	19 – 6.5	6.5 - 1.5	1.5 -- 0	0 -- 0
Females	18.5+	18.5 – 7.5	7.5 - 2	2 -- 0	0 -- 0

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Fall 2016 (Late October 2015 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	24+	24 – 11.5	11.5 - 4	4 – 0.5	0 -- 0
Females	20+	20 – 9.5	9.5 - 3	3 – 0.5	0 -- 0

Example: The above table shows that the females in Volume Group 1 were attributed listening that equaled 20 or more half-hours during this time period over the last 7 days.

Radio Midday (converted to half-hours)

Radio midday is defined as Monday through Friday 10 AM - 3 PM There are 10 half-hours in radio midday
 10 half hours x 5 days = 50 half-hours

Terciles

Spring 2016 (Late October 2015 – Early June 2016)

	Tercile 1	Tercile 2	Tercile 3
Males	0+	0 -- 0	0 -- 0
Females	15+	15 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Tercile 1	Tercile 2	Tercile 3
Males	0+	0 -- 0	0 -- 0
Females	0.5+	0.5 -- 0	0 -- 0

Example: The above table shows that the females in Tercile 1 were attributed listening that equaled 0.5 or more half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3
Males	3+	3 -- 0.5	0 -- 0
Females	3+	3 -- 0.5	0 -- 0

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	Volume Group 1	Volume Group 2	Volume Group 3
Males	3+	3 -- 0.5	0 -- 0
Females	3+	3 -- 0.5	0 -- 0

Example: The above table shows that the females in Volume Group 1 were attributed listening that equaled 3 or more half-hours during this time period over the last 7 days.

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TELEVISION

Television quintiles/terciles are based on the estimated weekly time spent viewing for the specific Monday-Sunday or Monday-Friday daypart. The amount of viewing attributed to a respondent who watched during a specific daypart is calculated from the midpoint of the time spent range reported by the viewer. For quintiles based on daypart combinations, the total amount of viewing represents the sum of the midpoints for any viewing in the component dayparts, rounded up to the nearest half-hour.

TV Prime Time

Prime time covers 3 hours nightly 6 days per week and 4 hours on Sunday. 6 days' x 3 hours = 18 hours
 18 + 4 hours of Sunday prime time = 22 hours
 22 x 2 = 44 possible half-hours during prime time.

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	38 -- 16	16 -- 9	9 -- 3	3 -- 0	0 -- 0
Females	38 -- 18	18 -- 10	10 -- 4	4 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	38 -- 16	16 -- 8	8 -- 2	2 -- 0	0 -- 0
Females	38 -- 18	18 -- 9	9 -- 3	3 -- 0	0 -- 0

Example: The above table shows that the females in Quintile 1 were attributed viewing that equaled 18 to 38 half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	38 -- 18	18 -- 10	10 -- 5	5 -- 1	0 -- 0
Females	38 -- 19	19 -- 11	11 -- 5	5 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	38 -- 18	18 -- 10	10 -- 5	5 -- 1	0 -- 0
Females	38 -- 19	19 -- 10	10 -- 6	6 -- 1	0 -- 0

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Example: The above table shows that the females in Volume Group 1 were attributed viewing that equaled 19 to 38 half-hours during this time period over the last 7 days.

TV All Day

TV All Day covers Monday through Friday 6 AM - 2 AM and Saturdays and Sundays from 7 AM -1 AM for a total of 272 half-hours.

There are 40 half-hours per weekday in this time period 40

half-hours x 5 days = 200 half hours

There are 36 half-hours for each weekend day 36

half-hours x 2 days = 72 half hours

For a total of 272 half-hours for one week in this time period

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	236 -- 44	44 -- 24	24 -- 12	12 -- 3	3 -- 0
Females	236 -- 51	51 -- 29	29 -- 15	15 -- 5	5 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	236 -- 42	42 -- 22	22 -- 11	11 -- 3	3 -- 0
Females	236 -- 49	49 -- 27	27 -- 13	13 -- 4	4 -- 0

Example: The above table shows that the females in Quintile 1 were attributed viewing that equaled 49 to 236 half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	236 -- 42	42 -- 22	22 -- 10	10 -- 1	0 -- 0
Females	236 -- 48	48 -- 24	24 -- 11	11 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	236 -- 40	40 -- 21	21 -- 10	9 -- 1	0 -- 0
Females	236 -- 46	46 -- 24	24 -- 11	11 -- 1	0 -- 0

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Example: The above table shows that the females in Volume Group 1 were attributed viewing that equaled 46 to 236 half-hours during this time period over the last 7 days.

TV Daytime

TV Daytime is defined as Monday through Friday 10 AM – 4:00 PM There are 6 hours per day
 There are 12 half-hours per day
 12 x 5 = 60 half-hours per week in this day part

Terciles

Spring 2016 (Late October 2015 – Early June 2016)

	Tercile 1	Tercile 2	Tercile 3
Males	56 -- 0	0 -- 0	0 -- 0
Females	56 -- 3	3 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Tercile 1	Tercile 2	Tercile 3
Males	56 -- 0	0 -- 0	0 -- 0
Females	56 -- 2	2 -- 0	0 -- 0

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3
Males	56 -- 6	6 -- 1	0 -- 0
Females	56 -- 8	8 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3
Males	56 -- 6	6 -- 1	0 -- 0
Females	56 -- 6	6 -- 1	0 -- 0

Example: The above table shows that the females in Volume Group 1 were attributed viewing that equaled 6 to 56 half-hours during this time period over the last 7 days.

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TV Early Fringe

Early Fringe is defined as Monday through Friday 4:00 PM - 7:30PM.

3.5 hours per day equals 7 half-hours

7 half-hours x 5 days = 35 possible half-hours per week for this time period

Terciles

Spring 2016 (Late October 2015 – Early June 2016)

	Tercile 1	Tercile 2	Tercile 3
Males	38 -- 6	6 -- 0	0 -- 0
Females	38 -- 6	6 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Tercile 1	Tercile 2	Tercile 3
Males	38 -- 5	5 -- 0	0 -- 0
Females	38 -- 6	6 -- 0	0 -- 0

Example: The above table shows that the females in Tercile 1 were attributed viewing that equaled 6 to 38 half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3
Males	38 -- 6	6 -- 1	0 -- 0
Females	38 -- 6	6 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3
Males	38 -- 6	6 -- 1	0 -- 0
Females	38 -- 6	6 -- 1	0 -- 0

Example: The above table shows that the females in Volume Group 1 were attributed viewing that equaled 6 to 38 half-hours during this time period over the last 7 days.

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TV Late Fringe

Late Fringe is defined as Monday through Friday 11 PM - 1 AM. 2 hours per day equals 4 half-hours
 4 half-hours x 5 days = 20 possible half-hours per week for this time period

Terciles

Spring 2016 (Late October 2015 – Early June 2016)

	Tercile 1	Tercile 2	Tercile 3
Males	16 -- 0	0 -- 0	0 -- 0
Females	16 -- 0	0 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Tercile 1	Tercile 2	Tercile 3
Males	16 -- 0	0 -- 0	0 -- 0
Females	16 -- 0	0 -- 0	0 -- 0

Example: The above table shows that the females in Tercile 1 were attributed viewing that equaled 0 to 16 half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3
Males	16 -- 3	3 -- 1	0 -- 0
Females	16 -- 3	3 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3
Males	16 -- 3	3 -- 1	0 -- 0
Females	16 -- 4	4 -- 1	0 -- 0

Example: The above table shows that the females in Volume Group 1 were attributed viewing that equaled 4 to 16 half-hours during this time period over the last 7 days.

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TV Early and Late Fringe

Combines Early Fringe and Late Fringe together:
 Early Fringe is defined as Monday through Friday 4:00 PM - 7:30PM.
 Late Fringe is defined as Monday through Friday 11 PM - 1 AM.
 5.5 hours per day equals 11 half-hours
 11 half-hours x 5 days = 55 possible half-hours per week for this time period

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	48 -- 9	9 -- 3	3 -- 0	0 -- 0	0 -- 0
Females	48 -- 12	12 -- 6	6 -- 1	1 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	48 -- 9	9 -- 3	3 -- 0	0 -- 0	0 -- 0
Females	48 -- 11	11 -- 5	5 -- 1	1 -- 0	0 -- 0

Example: The above table shows that the females in Quintile 1 were attributed viewing that equaled 11 to 48 half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	48 -- 12	12 -- 6	6 -- 3	3 -- 1	0 -- 0
Females	48 -- 15	15 -- 7	7 -- 3	3 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	48 -- 12	12 -- 6	6 -- 3	3 -- 1	0 -- 0
Females	48 -- 13	13 -- 6	6 -- 3	3 -- 1	0 -- 0

Example: The above table shows that the females in Volume Group 1 were attributed viewing that equaled 15 to 48 half-hours during this time period over the last 7 days.

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CABLE TELEVISION

In the Fall 16 English-language cable networks and Spanish-language cable networks were measured. The volume usage of Cable television was gathered in the following manner. The names and logos of the measured cable networks were pre-listed in the product booklet. Each respondent was asked the total time spent viewing each network in the past seven days. The check-box response options ranged from less than an hour to 10 hours or more. Each response was assigned a numeric value, which was then summed to create the range of half-hours viewed. For example, viewing “three hours to less than five” receives a midpoint numeric value of 8 (half- hours), while “7 hours to less than 10” receives a midpoint numeric value of 17 (half-hours). Thus, the quintile numbers represent a close approximation of half-hours viewed, and may, in a small number of cases, exceed the number of available half-hours in a week.

For Fall 16, three types of cable viewing quintiles/volume groups are reported for NHCS subscribers:

- Total Cable Networks – Quintiles/volume groups are based on viewing to all cable networks. The base is all respondents.
- English-Language Cable Networks – Quintiles/volume groups are based on viewing to all English-language cable networks. The base is all respondents.
- Spanish-Language Cable Networks – Quintiles/volume groups are based on viewing to all Spanish-language cable networks. The base is all Hispanic respondents.

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

Total Cable Networks:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	64+	64 -- 36	36 -- 17	17 -- 1	1 -- 0
Females	62+	62 -- 32	32 -- 16	16 -- 2	2 -- 0

English-Language Cable Networks:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	64+	64 -- 34	34 -- 16	16 -- 0	0 -- 0
Females	61+	61 -- 32	32 -- 16	16 -- 1	1 -- 0

Spanish-Language Cable Networks:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	7+	7 -- 0	0 -- 0	0 -- 0	0 -- 0
Females	4+	4 -- 0	0 -- 0	0 -- 0	0 -- 0

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Total Cable Networks:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	64+	64 -- 33	33 -- 15	15 -- 0	0 -- 0
Females	56+	56 -- 30	30 -- 16	16 -- 0	0 -- 0

English-Language Cable Networks:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	62+	62 -- 33	32 -- 13	13 -- 0	0 -- 0
Females	56+	56 -- 29	29 -- 14	14 -- 0	0 -- 0

Spanish-Language Cable Networks:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	5+	5 -- 0	0 -- 0	0 -- 0	0 -- 0
Females	4+	4 -- 0	0 -- 0	0 -- 0	0 -- 0

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

Total Cable Networks:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	64+	64 -- 36	36 -- 17	17 -- 1	0 -- 0
Females	61+	61 -- 32	32 -- 16	16 -- 1	0 -- 0

English-Language Cable Networks:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	64+	64 -- 36	36 -- 17	17 -- 1	0 -- 0
Females	61+	61 -- 32	32 -- 16	16 -- 1	0 -- 0

Spanish-Language Cable Networks:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	14+	13 -- 8	8 -- 4	4 -- 1	0 -- 0
Females	20+	20 -- 8	8 -- 4	4 -- 1	0 -- 0

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Fall 2016 (Late April 2016 – Late November 2016)

Total Cable Networks:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	65+	65 -- 34	34 -- 16	16 -- 1	0 -- 0
Females	57+	57 -- 30	30 -- 16	16 -- 1	0 -- 0

English-Language Cable Networks:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	65+	65 -- 34	34 -- 16	16 -- 1	0 -- 0
Females	57+	57 -- 30	30 -- 16	16 -- 1	0 -- 0

Spanish-Language Cable Networks:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	17+	17 -- 8	8 -- 4	4 -- 1	0 -- 0
Females	16+	16 -- 8	8 -- 4	4 -- 1	0 -- 0

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MAGAZINES

In the Fall 16, English-language magazines and Spanish-language magazines were measured. The volume usage of magazines was gathered in the following manner. Magazine color covers (partial) and titles are shown in the survey booklet. For each magazine, the respondent is asked whether he or she may have read or looked into any issue of the magazine in the last 6 months, and if so, on average, out of 4 issues published, how many he or she reads or looks into.

Simmons uses theoretical probabilities based on frequency of reading to estimate the readership of each magazine. Response options for each magazine are assigned reading probabilities, which are probabilities for average issue readership. Respondents who claim to read 4 of 4 issues of a specific magazine are assigned a probability of 1. Respondents who claim to read 2 of 4 issues of a specific magazine are given a probability of .50, and so on. The following probabilities are assigned to individual magazine readership:

Read 4 of 4 issues	1.0
Read 3 of 4 issues	.75
Read 2 of 4 issues	.50
Read 1 of 4 issues	.25
Read less than 1 issue	.125

Quintile and volume group measures are based on the sum of these probabilities across all the magazines that the respondent has indicated reading. As an example, imagine a respondent read 4 of 4 issues for one magazine (assigned a probability of 1.0) and this same respondent also read 3 of 4 issues of a second magazine (assigned a probability of .75). The respondent's total readership score is expressed as a sum of the average issue reading probabilities - that is 1.0 plus .75 equals a readership scores of 1.75.

The quintile/volume groups are based on rank ordering every respondent from low to high according to their total summed readership probability score. This rank ordered list is then divided into five equal groups for quintiles. Volume groups are created similarly, with the exception that the bottom quintile contains only magazine non-readers.

For Fall 16, three types of magazine quintiles/volume groups are reported for NHCS subscribers:

- Total Magazines – Quintiles/volume groups are based on the sum of the readership probabilities across all magazines. The base is all respondents.
- English-Language Magazines – Quintiles/volume groups are based on the sum of the readership probabilities for English-Language magazines only. The base is all respondents.
- Spanish-Language Magazines – Quintiles/volume groups are based on the sum of the readership probabilities of Spanish-Language magazines only. The base is all Hispanic respondents.

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Quintiles

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Total Magazines:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	73.5 -- 3	3 -- 1.25	1.25 -- 0.25	0.25 -- 0	0 -- 0
Females	150.5 -- 4.125	4.125 -- 2	2 -- 0.875	0.875 -- 0	0 -- 0

English-Language Magazines:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	73.75 -- 3	3 -- 1.25	1.25 -- 0.25	0.25 -- 0	0 -- 0
Females	145.25 -- 4	4 -- 2	2 -- 0.75	0.75 -- 0	0 -- 0

Spanish-Language Magazines:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	7.5 -- 0.25	0.25 -- 0	0 -- 0	0 -- 0	0 -- 0
Females	10 -- 0.75	0.75 -- 0.125	0.125 -- 0	0 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

Total Magazines:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	108.125 -- 3.125	3.125 -- 1.375	1.375 -- 0.25	0.25 -- 0	0 -- 0
Females	76.625 -- 4	4 -- 2	2 -- 0.875	0.875 -- 0	0 -- 0

English-Language Magazines:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	108.125 -- 3.125	3.125 -- 1.25	1.25 -- 0.25	0.25 -- 0	0 -- 0
Females	76.625 -- 4	4 -- 1.875	1.875 -- 0.75	0.75 -- 0	0 -- 0

Spanish-Language Magazines:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	8.25 -- 0.125	0.125 -- 0	0 -- 0	0 -- 0	0 -- 0
Females	7.25 -- 0.75	0.75 -- 0.125	0.125 -- 0	0 -- 0	0 -- 0

* Note: Numbers in the table represent ranges of summed readership probabilities. To translate this into number of magazine issues read, multiply the summed readership probability anchors for each range by 4. For example, females in quintile 4 in the Fall 2016 Study for Total Magazines read is between 3.5 and 0 magazine issues in the last 6 months. In the case of quintile 1, the top range is typically an outlier and its interpretation can be misleading. One suggested interpretation for quintile 1 is “quintile 1 represents females who read 16 or more magazine issues in the last six months”.

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Volume Groups

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Total Magazines:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	73.5 -- 3.5	3.5 -- 1.75	1.75 -- 0.75	0.75 -- 0.125	0 -- 0
Females	150.5 -- 4.25	4.25 -- 2.25	2.25 -- 1	1 -- 0.125	0 -- 0

English-Language Magazines:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	73.75 -- 3.5	3.5 -- 1.75	1.75 -- 0.75	0.75 -- 0.125	0 -- 0
Females	145.25 -- 4.25	4.25 -- 2.25	2.25 -- 1	1 -- 0.125	0 -- 0

Spanish-Language Magazines:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	7.5 -- 1	1 -- 0.5	0.5 -- 0.25	0.25 -- 0.125	0 -- 0
Females	10 -- 1.25	1.25 -- 0.75	0.75 -- 0.25	0.25 -- 0.125	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

Total Magazines:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	108.125 -- 3.625	3.625 -- 1.875	1.875 -- 0.875	0.875 -- 0.125	0 -- 0
Females	76.625 -- 4.25	4.25 -- 2.125	2.125 -- 1	1 -- 0.125	0 -- 0

English-Language Magazines:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	108.125 -- 3.625	3.625 -- 1.875	1.875 -- 0.875	0.875 -- 0.125	0 -- 0
Females	76.625 -- 4.25	4.25 -- 2.125	2.125 -- 1	1 -- 0.125	0 -- 0

Spanish-Language Magazines:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	8.25 -- 1	1 -- 0.75	0.75 -- 0.25	0.25 -- 0.125	0 -- 0
Females	7.25 -- 1.375	1.375 -- 0.625	0.625 -- 0.25	0.25 -- 0.125	0 -- 0

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NEWSPAPERS

Newspaper quintiles/volume groups are handled in the same way as magazine quintiles. Newspaper quintiles represent total newspaper usage, for weekday and weekend combined. As such, we base a respondent's volume usage on the sum of the theoretical average issue probabilities across all weekday and weekend newspapers read. All newspapers (including "others") are included in the volume calculation.

Simmons uses theoretical possibilities based on frequency of reading to estimate the readership of each newspaper. Response options for each newspaper are assigned reading probabilities, which are probabilities for average issue readership. Respondents who claim to read 4 of 4 issues of a weekend newspaper are assigned a probability of 1. Respondents who claim to read 2 of 4 issues are given a probability of .50, and so on. The following probabilities are assigned to readership of individual weekend newspapers:

Read 4 of 4 issues	1.0
Read 3 of 4 issues	.75
Read 2 of 4 issues	.50
Read 1 of 4 issues	.25
Read less than 1 issue	.125

The following probabilities are assigned to readership of individual daily newspapers:

Read 5 of 5 issues	1.0
Read 4 of 5 issues	.8
Read 3 of 5 issues	.6
Read 2 of 5 issues	.4
Read 1 of 5 issues	.2
Read less than 1 issue	.1

As an example, if the summed measure of the reading probabilities for a given respondent was 1.6, that could indicate that the respondent may have read 4 of 4 issues for one weekend newspaper (giving a probability assignment of 1.0), plus the respondent may have read a daily newspaper for 3 of 5 issues (giving a probability assignment of .6). The respondent's total readership, expressed as a sum of the average issue reading probabilities, is 1.6 total "average" issues. The quintiles/volume groups are based on the sum of average issue readership probabilities across all daily and weekend newspapers the respondents read.

For Fall 16, three types of newspaper quintiles/volume groups are reported for NHCS subscribers:

- Total Newspapers – Quintiles/volume groups are based on the sum of the readership probabilities across all daily and weekend newspapers. The base is all respondents.
- English-Language Newspapers – Quintiles/volume groups are based on the sum of the readership probabilities for English-Language newspapers only. The base is all respondents.
- Spanish-Language Newspapers – Quintiles/volume groups are based on the sum of the readership probabilities of Spanish-Language newspapers only. The base is all Hispanic respondents.

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Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

Total Newspapers:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	12.15 -- 1.8	1.8 -- 0.775	0.775 -- 0	0 -- 0	0 -- 0
Females	14.425 -- 1.7	1.675 -- 0.75	0.75 -- 0	0 -- 0	0 -- 0

English-Language Newspapers:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	12.15 -- 1.8	1.8 -- 0.75	0.75 -- 0	0 -- 0	0 -- 0
Females	11.2 -- 1.65	1.65 -- 0.725	0.725 -- 0	0 -- 0	0 -- 0

Spanish-Language Newspapers:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	4.65 -- 0	0 -- 0	0 -- 0	0 -- 0	0 -- 0
Females	7 -- 0	0 -- 0	0 -- 0	0 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

Total Newspapers:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	12.225 -- 1.75	1.75 -- 0.5	0.5 -- 0	0 -- 0	0 -- 0
Females	15.5 -- 1.675	1.65 -- 0.65	0.65 -- 0	0 -- 0	0 -- 0

English-Language Newspapers:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	12.225 -- 1.7	1.7 -- 0.5	0.5 -- 0	0 -- 0	0 -- 0
Females	15.5 -- 1.6	1.6 -- 0.65	0.65 -- 0	0 -- 0	0 -- 0

Spanish-Language Newspapers:

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	4.65 -- 0	0 -- 0	0 -- 0	0 -- 0	0 -- 0
Females	5.65 -- 0	0 -- 0	0 -- 0	0 -- 0	0 -- 0

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Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

Total Newspapers:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	12.15 -- 2	2 -- 1.2	1.2 -- 0.65	0.65 -- 0.1	0 -- 0
Females	14.425 -- 2	2 -- 1.1	1.1 -- 0.6	0.6 -- 0.1	0 -- 0

English-Language Newspapers:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	12.15 -- 2	2 -- 1.15	1.15 -- 0.6	0.6 -- 0.1	0 -- 0
Females	11.2 -- 2	2 -- 1.1	1.1 -- 0.6	0.6 -- 0.1	0 -- 0

Spanish-Language Newspapers:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	4.65 -- 1	1 -- 0.6	0.6 -- 0.325	0.3 -- 0.1	0 -- 0
Females	7 -- 0.9	0.9 -- 0.5	0.5 -- 0.25	0.25 -- 0.1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

Total Newspapers:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	12.225 -- 2	2 -- 1.15	1.15 -- 0.6	0.6 -- 0.1	0 -- 0
Females	15.5 -- 2	2 -- 1.1	1.1 -- 0.6	0.6 -- 0.1	0 -- 0

English-Language Newspapers:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	12.225 -- 2	2 -- 1.15	1.15 -- 0.6	0.6 -- 0.1	0 -- 0
Females	15.5 -- 2	2 -- 1.1	1.1 -- 0.6	0.6 -- 0.1	0 -- 0

Spanish-Language Newspapers:

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	4.65 -- 1.75	1.6 -- 0.8	0.8 -- 0.225	0.2 -- 0.1	0 -- 0
Females	5.65 -- 1	1 -- 0.6	0.6 -- 0.375	0.375 -- 0.1	0 -- 0

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YELLOW PAGES

Quintiles for Yellow Pages measure a respondent's usage occasions at home and at work/elsewhere in the last month. The "how often used" responses were translated into the following numeric values. A respondent's total volume was the sum of the values for the two columns.

Home	Work/Elsewhere	
29.0	29.0	More than once a day
28.0	28.0	Once a day
10.0	10.0	2 or 3 times a week
4.0	4.0	Once a week
2.5	2.5	2 or 3 times per month
1.0	1.0	Once a month
0.5	0.5	Less than once per month

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	58 -- 0.5	0.5 -- 0	0 -- 0	0 -- 0	0 -- 0
Females	58 -- 0.5	0.5 -- 0	0 -- 0	0 -- 0	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	58 -- 0.5	0.5 -- 0	0 -- 0	0 -- 0	0 -- 0
Females	58 -- 0.5	0.5 -- 0	0 -- 0	0 -- 0	0 -- 0

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	58 -- 2.5	2 -- 1	1 -- 0.5	0.5 -- 0.5	0 -- 0
Females	58 -- 1.5	1.5 -- 0.5	0.5 -- 0.5	0.5 -- 0.5	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	58 -- 2.5	2.5 -- 1	1 -- 0.5	0.5 -- 0.5	0 -- 0
Females	58 -- 2.5	2.5 -- 0.5	0.5 -- 0.5	0.5 -- 0.5	0 -- 0

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OUTDOOR

Outdoor quintiles and volume groups represent a relative measure of the opportunity for outdoor exposure based on the number of miles traveled in the last seven days, either as a driver or passenger, in a town, city or suburb. The miles attributed to a respondent reflect the midpoint of the reported range of miles for city/suburban travel. Once each respondent is assigned a mileage estimate, then the standard methodology is used to compute quintiles or volume groups.

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	500 -- 350	350 -- 150	150 -- 75	75 -- 18	18 -- 0
Females	500 -- 250	250 -- 150	150 -- 42	42 -- 18	18 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	500 -- 350	350 -- 150	150 -- 75	75 -- 18	18 -- 0
Females	500 -- 250	250 -- 150	150 -- 42	42 -- 18	18 -- 0

Example: Females in Quintile 1 were attributed with traveling between 250 and 500 miles in the last seven days.

Volume Group

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	500 -- 350	350 -- 150	150 -- 42	42 -- 18	0 -- 0
Females	500 -- 250	250 -- 75	75 -- 42	42 -- 18	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	500 -- 250	250 -- 150	150 -- 42	42 -- 18	0 -- 0
Females	500 -- 250	250 -- 75	75 -- 42	42 -- 18	0 -- 0

Example: Females in Volume Group 1 were attributed with traveling between 250 and 500 miles in the last seven days.

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INTERNET

Internet quintiles are based on the subset of respondents who reported having Internet access, specifically, those respondents who reported they accessed/used an online/interactive computer service either at home, work or at both home and work in the last 7 days. Internet quintiles for usage at home, at work and usage at home and at work are based on three different subgroups of Internet user respondents:

Internet quintiles for usage at home are based on respondents reporting usage in the “at home” time grid which collects time period, used last 5 weekdays and/or last weekend and total time used the Internet in their physical home in the last 7 days (excluding E-mail).

Internet quintiles for usage at work are based on respondents reporting usage in the “at work” time grid which collects time period, used last 5 weekdays and/or last weekend and total time used the Internet at work (outside of the home) in the last 7 days (excluding E-mail).

Internet quintiles for total home/work usage are based on respondents reporting usage in the “at home” time grid and/or “at work” time grid.

Separately, respondents who answer a stand-alone question in the Internet section which collects frequency of usage of the Internet in the last 7 days (excluding E-mail) for home and/or for work are also included in the base for their respective Internet quintile calculations.

For each separate Internet quintile reporting variable, quintiles are based on the estimated number of half-hours spent on the Internet either at home or at work or both home and at work for something other than e-mail in the last 7 days. The amount of time spent on the Internet attributed to a respondent who used the Internet during a specific day part is calculated from the midpoint of the time spent range reported by the respondent. The check box response options ranged from less than ½ hours to 5 hours or more for each of the 7 day parts. Each response was assigned a numeric value, which was then summed to across all day parts to create the range of half-hours spent on the Internet.

Internet Usage at Home

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	70 -- 17	17 -- 9	9 -- 5	5 -- 2	2 -- 0
Females	70 -- 17	17 -- 9	9 -- 5	5 -- 2	2 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	70 -- 18	18 -- 9	9 -- 5	5 -- 2	2 -- 0
Females	70 -- 18	17 -- 9	9 -- 5	5 -- 2	2 -- 0

Example: The above table shows that the females in Quintile 1 used the Internet at Home (excluding e-mail) for 18 to 70 half-hours during this time period over the last 7 days.

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Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	70 -- 16	16 -- 9	9 -- 5	5 -- 1	0 -- 0
Females	70 -- 17	17 -- 9	9 -- 4	4 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	70 -- 17	17 -- 9	9 -- 5	5 -- 1	0 -- 0
Females	70 -- 17	17 -- 9	9 -- 5	5 -- 1	0 -- 0

Example: The above table shows that the females in Volume Group 1 used the Internet at Home (excluding e-mail) for 17 to 70 half-hours during this time period over the last 7 days.

Internet Usage at Work

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	70 -- 12	12 -- 6	6 -- 2	2 -- 1	1 -- 0
Females	70 -- 12	12 -- 6	6 -- 2	2 -- 1	1 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	70 -- 12	12 -- 6	6 -- 2	2 -- 0	0 -- 0
Females	70 -- 14	14 -- 6	6 -- 2	2 -- 1	1 -- 0

Example: The above table shows that the females in Quintile 1 used the Internet at Work (excluding e-mail) for 14 to 70 half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	70 -- 12	12 -- 6	6 -- 2	2 -- 1	0 -- 0
Females	70 -- 12	12 -- 6	6 -- 2	2 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
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Males	70 -- 12	12 -- 6	6 -- 2	2 -- 1	0 -- 0
Females	70 -- 13	13 -- 6	6 -- 2	2 -- 1	0 -- 0

Example: The above table shows that the females in Volume Group 1 used the Internet at Work (excluding e-mail) for 13 to 70 half-hours during this time period over the last 7 days.

Internet Usage at Home and Work

Quintiles

Spring 2016 (Late October 2015 – Early June 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	140 -- 25	25 -- 13	13 -- 8	8 -- 3	3 -- 0
Females	140 -- 23	23 -- 12	12 -- 7	7 -- 3	3 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
Males	140 -- 25	25 -- 12	12 -- 7	7 -- 2	2 -- 0
Females	140 -- 23	23 -- 12	12 -- 7	7 -- 3	3 -- 0

Example: The above table shows that the females in Quintile 1 used the Internet at Home and Work (excluding e-mail) for 23 to 140 half-hours during this time period over the last 7 days.

Volume Groups

Spring 2016 (Late October 2015 – Early June 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	140 -- 23	23 -- 12	12 -- 6	6 -- 1	0 -- 0
Females	140 -- 22	22 -- 10	10 -- 5	5 -- 1	0 -- 0

Fall 2016 (Late April 2016 – Late November 2016)

	Volume Group 1	Volume Group 2	Volume Group 3	Volume Group 4	Volume Group 5
Males	140 -- 23	23 -- 11	11 -- 6	6 -- 1	0 -- 0
Females	140 -- 21	21 -- 11	11 -- 6	6 -- 1	0 -- 0

Example: The above table shows that the females in Volume Group 1 used the Internet at Home and Work (excluding e-mail) for 21 to 140 half-hours during this time period over the last 7 days.