

ICPSR 30261

United States Newspaper Panel, 1869-2004

Matthew Gentzkow

*University of Chicago, and National Bureau of
Economic Research*

Jesse M. Shapiro

*University of Chicago, and National Bureau of
Economic Research*

Michael Sinkinson

Harvard University. Harvard Business School

Codebook

Inter-university Consortium for
Political and Social Research
P.O. Box 1248
Ann Arbor, Michigan 48106
www.icpsr.umich.edu

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ICPSR PROCESSING NOTES FOR #30261

United States Newspaper Panel, 1869-2004

1. **Extent of Processing:** Due to the lack of information this collection has been minimally processed by ICPSR.
2. **Suspicious Characters:** DS 1, 2, 4, and 5 contain suspicious characters that may interfere with data analysis.
3. **Truncated Variable Labels:** Variable labels in DS 8 are truncated due to data package limitations.
4. **Unknown Asterisks:** In DS 1, 2, 4, and 5, there are asterisks in the data. The meanings of these asterisks are unknown and no additional information was provided.
5. **Sequential Record Identifier:** ICPSR created a unique sequential record identifier variable named **CASEID** for DS 8.
6. **Documentation Discrepancies:** The data filenames referenced in the "Original P.I. Documentation" do not apply to the ICPSR release of the data. In addition, the "data_collection" and "USPN Portfolio" documentation files are available in the ICPSR User Guide.

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Original P.I. Documentation

United States Newspaper Panel, 1869-2004

#####

Section I: Overview

#####

These data contain a panel of US daily newspapers drawn from annual directories of US newspapers from 1869 and from every presidential year from 1872 to 2004, inclusive. The raw data come from George P. Rowell and Company's (Rowell's)

American Newspaper Directory (1869-1876), N.W. Ayer and Son's (Ayer's) American Newspaper Annual (1880-1928), and the Editor and Publisher Yearbook (1932-2004). See -data_collection.docx- and -USNP Portfolio.pdf- for information regarding the cleaning and processing of the raw data.

Data set	Description
=====	=====
newspaper_constant.dta time of publication)	Time-constant newspaper characteristics (e.g., date established, political affiliation,
newspaper_yearly.dta advertising prices)	Time-varying newspaper characteristics (e.g., circulation, subscription prices,
events.dta	Newspaper events in each year: entries, exits, and merges
price.dta	All available newspaper subscription prices in each year
adprice.dta	All available newspaper advertising prices in each year
cities_constant.dta	Time-constant city characteristics: city name, county, and state
cities_yearly.dta	Time-varying city characteristics (e.g., number and circulation of newspapers in each year)
census_year_pop.dta	City population by census year
counties_constant.dta	Time-constant county characteristics (e.g., number of markets, metro area name)

[Bibliography]

Gentzkow, Matthew, Nathan Petek, Jesse M. Shapiro, and Michael Sinkinson. 2012. Do newspapers serve the state? Incumbent party influence on the US press, 1869-1928. NBER Working Paper No. 18164.

Gentzkow, Matthew, Jesse M. Shapiro, and Michael Sinkinson. 2011. The effect of newspaper entry and exit on electoral politics. American Economic Review.

Gentzkow, Matthew, Jesse M. Shapiro, and Michael Sinkinson. Forthcoming. Competition and ideological diversity: Historical evidence from U.S. newspapers. American Economic Review.

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Section II: Description of files in /data/

#####

File name = newspapers_constant.dta

File description: Time-constant newspaper characteristics

File key: -permid-

Column	Definition
=====	=====
permid	Newspaper ID
nextpermid	New -permid- following merge
citypermid	City ID
papername_constant	Newspaper name

dateestab	Date established
polaff	Political affiliation (Democrat = "D", Independent = "I", Republican = "R")
when	Time of publication (all day = "ad", evening = "e", morning = "m")
nonpol	Non-political indicator
min_year	Newspaper's first year in data
max_year	Newspaper's last year in data

Notes: See -data_collection.docx- for details regarding the construction of -polaff- and -when-. The -nonpol- indicator is equal to 1 if a newspaper falls into at least 1 of 6 non-political categories (e.g, "LEGAL", "FINANCIAL") in at least 1 year.

File name = newspapers_yearly.dta

File description: Time-varying newspaper characteristics
File key: -recid-

Column	Definition
recid	Newspaper-year ID
permid	Newspaper ID
year	Year
when	Time of publication
papername	Newspaper name
polaff	Political affiliation
category	Content category (e.g., "LEGAL", "FINANCIAL")
circ	Circulation
circtype	Type of circulation estimate
circsworn	Indicator equal to 1 if newspaper publisher signed affidavit indicating that self-reported circulation was accurate
origpublisher	Original publisher name
subpricetype	Distinguishes between different kinds of subscription prices
subprice	Subscription price
adprice	Advertising price
adpricetype	Distinguishes between different kinds of advertising prices
adDepth	Advertising space depth of reported advertising price ("INCH" or "LINE")
adType	Type of advertising price ("FLAT" or "OPEN")
origpages	Number of pages in a typical issue (string)
minpage	Minimum number of pages in a typical issue (extracted from -origpages-)
maxpage	Maximum number of pages in a typical issue (extracted from -origpages-)
editors	Name of editor(s)
publishers	Publisher(s) (parsed from -origpublisher-)
party_endorsement	Party of candidate newspaper endorsed in presidential election
ownerpermid	Owner group ID

Notes: None

File name = events.dta

File description: Newspaper events (i.e., entries, exits, and merges) in each year
File key: -recid-

Column	Definition
recid	Newspaper-year ID
permid	Newspaper ID
year	Year
cnty90	State county FIPS code 1990
exit	Exit indicator
merge_out	Exit by merge indicator
entry	Entry indicator
merge_in	Entry by merge indicator

Notes: Entry and exit are when a paper enters and exits the market permanently. If a paper enters (exits) by merging with one or more other papers, we call this a merge in (merge out).

File name = price.dta

File description: All available subscription prices for each newspaper-year ID

File key: -recid subpricetype-

Column	Definition
recid	Newspaper-year ID
subpricetype	Distinguishes between different kinds of subscription prices
subprice	Subscription price

Notes: None

File name = adprice.dta

File description: All available advertising prices for each newspaper-year ID

File key: -recid adpricetype-

Column	Definition
recid	Newspaper-year ID
adpricetype	Distinguishes between different kinds of advertising prices
adprice	Advertising price
adDepth	Advertising space depth of reported advertising price ("INCH" or "LINE")
adType	Type of advertising price ("FLAT" or "OPEN")

Notes: None

File name = cities_constant.dta

File description: Time-constant city characteristics

File key: -citypermid-

Column	Definition
citypermid	City ID
cityname_constant	City name
cnty90	State county FIPS code 1990
state	State name

Notes: None

File name = cities_yearly.dta

File description: Time-varying city characteristics

File key: -citypermid year-

Column	Definition
citypermid	City ID
year	Year
icitypop	City population (see notes below)
numdailies	Number of daily newspapers
circ	Total circulation
circ_polaff_R	Total circulation of newspapers with Republican affiliation
circ_polaff_I	Total circulation of newspapers with Independent affiliation
circ_polaff_D	Total circulation of newspapers with Democratic affiliation
circ_polaff_none	Total circulation of newspapers with no political affiliation
circ_exlast	Total circulation of newspapers excluding newspaper-years for which a 4-year lag of
circulation is missing	
circ_exnext	Total circulation of newspapers excluding newspaper-years for which a 4-year lead of
circulation is missing	
miss_circ	Number of newspapers with missing circulation information
num_when_m	Number of morning newspapers
num_when_e	Number of evening newspapers
num_when_ad	Number of all-day newspapers
num_when_miss	Number of newspapers with missing time-of-publication information
num_polaff_R	Number of newspapers with Republican affiliation
num_polaff_D	Number of newspapers with Democratic affiliation
num_polaff_I	Number of newspapers with Independent affiliation
num_polaff_none	Number of newspapers with no political affiliation
num_nonpol	Number of non-political newspapers

Notes: In the construction of these data, circulation is allowed to vary across years for a given newspaper; political affiliation and time of publication are not. City population estimates -icitypop- come from -census_year_pop.dta-. In non-census years, -icitypop- is interpolated using a natural cubic spline.

File name = census_year_pop.dta

File description: City population by census year

File key: -citypermid year-

Column	Definition
--------	------------

=====	=====
citypermid	City ID
year	Census year
citypop	City population
locest	locest = 0 indicates that the corresponding value of -citypop- is a US Census estimate; locest = 1 indicates that the corresponding value of -citypop- was provided by state or local authorities and that it may not be for the given year

Notes: Most city population estimates come from the US Census, as reported by the newspaper yearbooks. The -locest- flag only takes on value 1 in years 1869, 1880, 1884, and 1888. This is because in the 1884 data, for example, the reported population estimates are from the US Census of 1880 or "recent estimates of State or local authorities."

File name = counties_constant.dta

File description: Time-constant county characteristics

File key: -cnty90-

Column	Definition
=====	=====
cnty90	State county FIPS code 1990
maxnumdailies	Maximum number of daily newspapers across markets
nummarkets	Number of markets
metarea1900	Metro area name 1900
central_city1900	central_city1900 = 1 indicates metropolitan status = "In metro area, central city"

Notes: None

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Variable Description and Frequencies

Note: Frequencies displayed for the variables are not weighted. They are purely descriptive and may not be representative of the study population. Please review any sampling or weighting information available with the study.

Summary statistics (minimum, maximum, mean, median, and standard deviation) may not be available for every variable in the codebook. Conversely, a listing of frequencies in table format may not be present for every variable in the codebook either. However, all variables in the dataset are present and display sufficient information about each variable. These decisions are made intentionally and are at the discretion of the archive producing this codebook.

Time-Constant Newspaper Characteristics

PERMID: Newspaper ID

Based upon 7,774 valid cases out of 7,774 total cases.

- Mean: 3887.65
- Minimum: 1.00
- Maximum: 7775.00
- Standard Deviation: 2244.52

Location: 1-4 (width: 4; decimal: 0)

Variable Type: numeric

NEXTPERMID: New -permid- following merge

Value	Label	Unweighted Frequency	%
77	-	2	0.0 %
93	-	2	0.0 %
327	-	2	0.0 %
345	-	2	0.0 %
375	-	2	0.0 %
443	-	2	0.0 %
450	-	2	0.0 %
486	-	2	0.0 %
534	-	2	0.0 %
561	-	2	0.0 %
564	-	2	0.0 %
574	-	2	0.0 %
579	-	2	0.0 %
621	-	2	0.0 %
683	-	2	0.0 %
714	-	2	0.0 %
786	-	2	0.0 %
795	-	2	0.0 %
871	-	2	0.0 %
911	-	2	0.0 %
913	-	2	0.0 %
915	-	2	0.0 %
932	-	2	0.0 %
938	-	2	0.0 %
955	-	2	0.0 %
963	-	2	0.0 %
968	-	2	0.0 %

Value	Label	Unweighted Frequency	%
1002	-	2	0.0 %
1150	-	2	0.0 %
1191	-	2	0.0 %
1245	-	2	0.0 %
1261	-	2	0.0 %
1269	-	2	0.0 %
1280	-	2	0.0 %
1288	-	2	0.0 %
1302	-	2	0.0 %
1366	-	2	0.0 %
1381	-	2	0.0 %
1388	-	2	0.0 %
1404	-	2	0.0 %
1408	-	2	0.0 %
1414	-	2	0.0 %
1434	-	2	0.0 %
1445	-	2	0.0 %
1509	-	2	0.0 %
1517	-	2	0.0 %
1547	-	2	0.0 %
1722	-	2	0.0 %
1807	-	2	0.0 %
1823	-	2	0.0 %
	Missing Data		
.	-	6302	81.1 %
	Total	7,774	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 1,472 valid cases out of 7,774 total cases.

- Mean: 5388.48
- Minimum: 77.00
- Maximum: 7765.00
- Standard Deviation: 1814.75

Location: 5-8 (width: 4; decimal: 0)

Variable Type: numeric

CITYPERMID: City ID

Value	Label	Unweighted Frequency	%
1	-	2	0.0 %
2	-	2	0.0 %
4	-	2	0.0 %
5	-	2	0.0 %
6	-	2	0.0 %
7	-	7	0.1 %
9	-	7	0.1 %
10	-	1	0.0 %
11	-	6	0.1 %
12	-	1	0.0 %
14	-	4	0.1 %
15	-	9	0.1 %
16	-	3	0.0 %
17	-	2	0.0 %
18	-	6	0.1 %
19	-	1	0.0 %
20	-	5	0.1 %
21	-	8	0.1 %
22	-	7	0.1 %
23	-	1	0.0 %
24	-	12	0.2 %
25	-	4	0.1 %
26	-	11	0.1 %
27	-	3	0.0 %
28	-	7	0.1 %
29	-	3	0.0 %
30	-	1	0.0 %
31	-	2	0.0 %
32	-	10	0.1 %
33	-	1	0.0 %
34	-	1	0.0 %
35	-	2	0.0 %
36	-	1	0.0 %
37	-	5	0.1 %
38	-	8	0.1 %
39	-	1	0.0 %
40	-	4	0.1 %
41	-	3	0.0 %
42	-	1	0.0 %

Value	Label	Unweighted Frequency	%
43	-	3	0.0 %
44	-	2	0.0 %
45	-	2	0.0 %
46	-	6	0.1 %
47	-	2	0.0 %
48	-	1	0.0 %
49	-	6	0.1 %
50	-	1	0.0 %
51	-	13	0.2 %
52	-	8	0.1 %
53	-	2	0.0 %
	Total	7,774	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 7,774 valid cases out of 7,774 total cases.

- Mean: 758.34
- Minimum: 1.00
- Maximum: 2236.00
- Standard Deviation: 536.50

Location: 9-12 (width: 4; decimal: 0)

Variable Type: numeric

PAPERNAME_CONSTANT: Newspaper name

Value	Label	Unweighted Frequency	%
*Hawaii Hochi	-	1	0.0 %
<ILLEGIBLE>	-	1	0.0 %
? Wyoming State Tribune	-	1	0.0 %
ABEND POST	-	3	0.0 %
ABEND PRESSE	-	1	0.0 %
ABEND ZEITUNG	-	2	0.0 %
ABEND-POST	-	1	0.0 %
ABSTRACT	-	1	0.0 %
ACORN	-	1	0.0 %
ADVANCE	-	9	0.1 %
ADVANCE CONSTRUCTION REPORTS	-	1	0.0 %
ADVERTISER	-	29	0.4 %
ADVERTISER-APPEAL	-	1	0.0 %
ADVOCATE	-	12	0.2 %

Value	Label	Unweighted Frequency	%
AFTERNOON MAIL	-	1	0.0 %
AFTERNOON REPORTER	-	1	0.0 %
AGE	-	7	0.1 %
AGE-HERALD	-	1	0.0 %
ALABAMA STATE JOURNAL	-	1	0.0 %
ALASKA CITIZEN	-	1	0.0 %
ALASKA DISPATCH	-	1	0.0 %
ALASKA POST	-	1	0.0 %
ALASKA RECORD	-	1	0.0 %
ALASKAN	-	2	0.0 %
ALBERT	-	1	0.0 %
ALERT	-	1	0.0 %
ALHAMBRAN ADVOCATE	-	1	0.0 %
ALL	-	1	0.0 %
ALLEGANIAN	-	1	0.0 %
ALTA CALIFORNIA	-	1	0.0 %
AMERICAN	-	26	0.3 %
AMERICAN BANKER	-	1	0.0 %
AMERICAN BANKER-DAILY BOND	-	1	0.0 %
AMERICAN EXCHANGE	-	1	0.0 %
AMERICAN METAL MARKET	-	1	0.0 %
AMERICAN METAL MARKET AND DAILY IRON AND STEEL REPORT	-	1	0.0 %
AMERICAN METAL MARKET AND IRON AND STEEL REPORT	-	1	0.0 %
AMERICAN STANDARD	-	1	0.0 %
AMERICAN STOCKMAN	-	1	0.0 %
AMERICAN TRIBUNE	-	2	0.0 %
AMERICAN UNIONIST	-	1	0.0 %
AMERIKA	-	1	0.0 %
AMONG THE CLOUDS	-	2	0.0 %
ANTHRACITE	-	1	0.0 %
ANZEIGER	-	5	0.1 %
ANZEIGER DES WESTENS	-	1	0.0 %
APPEAL	-	5	0.1 %
APPEAL-AVALANCHE	-	1	0.0 %
ARBOR STATE	-	1	0.0 %
ARDOMOREITE	-	1	0.0 %
	Total	7,774	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 7,774 valid cases out of 7,774 total cases.

Location: 13-67 (width: 55; decimal: 0)

Variable Type: character

DATEESTAB: Date established

Value	Label	Unweighted Frequency	%
1764	-	1	0.0 %
1768	-	1	0.0 %
1771	-	2	0.0 %
1773	-	1	0.0 %
1780	-	1	0.0 %
1784	-	2	0.0 %
1785	-	4	0.1 %
1786	-	5	0.1 %
1789	-	1	0.0 %
1790	-	2	0.0 %
1792	-	1	0.0 %
1793	-	4	0.1 %
1794	-	7	0.1 %
1795	-	3	0.0 %
1796	-	2	0.0 %
1797	-	4	0.1 %
1798	-	1	0.0 %
1799	-	4	0.1 %
1800	-	5	0.1 %
1801	-	3	0.0 %
1802	-	2	0.0 %
1803	-	3	0.0 %
1804	-	5	0.1 %
1805	-	1	0.0 %
1806	-	2	0.0 %
1807	-	1	0.0 %
1808	-	8	0.1 %
1809	-	1	0.0 %
1811	-	2	0.0 %
1812	-	4	0.1 %
1813	-	5	0.1 %
1815	-	2	0.0 %

Value	Label	Unweighted Frequency	%
1816	-	2	0.0 %
1817	-	3	0.0 %
1818	-	4	0.1 %
1819	-	4	0.1 %
1820	-	3	0.0 %
1821	-	2	0.0 %
1822	-	4	0.1 %
1823	-	1	0.0 %
1824	-	4	0.1 %
1825	-	4	0.1 %
1826	-	4	0.1 %
1827	-	10	0.1 %
1828	-	12	0.2 %
1829	-	12	0.2 %
1830	-	7	0.1 %
1831	-	11	0.1 %
1832	-	13	0.2 %
1833	-	8	0.1 %
	Missing Data		
.	-	702	9.0 %
	Total	7,774	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 7,072 valid cases out of 7,774 total cases.

- Mean: 1887.97
- Median: 1888.00
- Mode: 1887.00
- Minimum: 1764.00
- Maximum: 2002.00
- Standard Deviation: 26.14

Location: 68-71 (width: 4; decimal: 0)

Variable Type: numeric

POLAFF: Political affiliation (Democrat = 'D', Independent = 'I', Republican = 'R')

Value	Label	Unweighted Frequency	%
	-	1063	13.7 %
D	-	2431	31.3 %
I	-	1714	22.0 %
R	-	2566	33.0 %

Value	Label	Unweighted Frequency	%
	Total	7,774	100%

Based upon 7,774 valid cases out of 7,774 total cases.

Location: 72-72 (width: 1; decimal: 0)

Variable Type: character

WHEN: Time of publication (all day = 'ad', evening = 'e', morning = 'm')

Value	Label	Unweighted Frequency	%
-	-	4	0.1 %
ad	-	351	4.5 %
e	-	5140	66.1 %
m	-	2279	29.3 %
	Total	7,774	100%

Based upon 7,774 valid cases out of 7,774 total cases.

Location: 73-74 (width: 2; decimal: 0)

Variable Type: character

NONPOL: Non-political indicator

Value	Label	Unweighted Frequency	%
0	Newspaper does not fall into at least 1 of 6 non-political categories (e.g, 'LEGAL', 'FINANCIAL') in at least 1 year	7467	96.1 %
1	Newspaper falls into at least 1 of 6 non-political categories (e.g, 'LEGAL', 'FINANCIAL') in at least 1 year	307	3.9 %
	Total	7,774	100%

Based upon 7,774 valid cases out of 7,774 total cases.

- Minimum: 0.00
- Maximum: 1.00

Location: 75-75 (width: 1; decimal: 0)

Variable Type: numeric

MIN_YEAR: Newspaper's first year in data

Value	Label	Unweighted Frequency	%
1869	-	517	6.7 %
1872	-	222	2.9 %
1876	-	270	3.5 %
1880	-	379	4.9 %
1884	-	455	5.9 %

Value	Label	Unweighted Frequency	%
1888	-	533	6.9 %
1892	-	589	7.6 %
1896	-	508	6.5 %
1900	-	489	6.3 %
1904	-	439	5.6 %
1908	-	425	5.5 %
1912	-	319	4.1 %
1916	-	305	3.9 %
1920	-	288	3.7 %
1924	-	265	3.4 %
1928	-	264	3.4 %
1932	-	229	2.9 %
1936	-	180	2.3 %
1940	-	110	1.4 %
1944	-	97	1.2 %
1948	-	85	1.1 %
1952	-	89	1.1 %
1956	-	73	0.9 %
1960	-	63	0.8 %
1964	-	71	0.9 %
1968	-	62	0.8 %
1972	-	71	0.9 %
1976	-	77	1.0 %
1980	-	89	1.1 %
1984	-	64	0.8 %
1988	-	45	0.6 %
1992	-	43	0.6 %
1996	-	28	0.4 %
2000	-	16	0.2 %
2004	-	15	0.2 %
	Total	7,774	100%

Based upon 7,774 valid cases out of 7,774 total cases.

- Mean: 1907.94
- Median: 1900.00
- Mode: 1892.00
- Minimum: 1869.00
- Maximum: 2004.00
- Standard Deviation: 29.55

Location: 76-79 (width: 4; decimal: 0)

Variable Type: numeric

MAX_YEAR: Newspaper's last year in data

Value	Label	Unweighted Frequency	%
1869	-	99	1.3 %
1872	-	158	2.0 %
1876	-	202	2.6 %
1880	-	242	3.1 %
1884	-	231	3.0 %
1888	-	280	3.6 %
1892	-	286	3.7 %
1896	-	364	4.7 %
1900	-	332	4.3 %
1904	-	336	4.3 %
1908	-	314	4.0 %
1912	-	336	4.3 %
1916	-	338	4.3 %
1920	-	323	4.2 %
1924	-	347	4.5 %
1928	-	340	4.4 %
1932	-	147	1.9 %
1936	-	186	2.4 %
1940	-	193	2.5 %
1944	-	99	1.3 %
1948	-	124	1.6 %
1952	-	82	1.1 %
1956	-	84	1.1 %
1960	-	72	0.9 %
1964	-	69	0.9 %
1968	-	73	0.9 %
1972	-	70	0.9 %
1976	-	77	1.0 %
1980	-	129	1.7 %
1984	-	99	1.3 %
1988	-	103	1.3 %
1992	-	81	1.0 %
1996	-	67	0.9 %
2000	-	45	0.6 %
2004	-	1446	18.6 %
	Total	7,774	100%

Based upon 7,774 valid cases out of 7,774 total cases.

- Mean: 1934.61
- Median: 1924.00
- Mode: 2004.00
- Minimum: 1869.00
- Maximum: 2004.00
- Standard Deviation: 44.02

Location: 80-83 (width: 4; decimal: 0)

Variable Type: numeric

Time-Varying Newspaper Characteristics

RECID: Newspaper-year ID

Based upon 58,870 valid cases out of 58,870 total cases.

- Mean: 1939060049.25
- Minimum: 1869000001.00
- Maximum: 2004201449.00
- Standard Deviation: 36428797.43

Location: 1-10 (width: 10; decimal: 0)

Variable Type: numeric

PERMID: Newspaper ID

Based upon 58,870 valid cases out of 58,870 total cases.

- Mean: 3781.52
- Minimum: 1.00
- Maximum: 7775.00
- Standard Deviation: 2212.24

Location: 11-14 (width: 4; decimal: 0)

Variable Type: numeric

YEAR: Year

Value	Label	Unweighted Frequency	%
1869	-	517	0.9 %
1872	-	627	1.1 %
1876	-	734	1.2 %
1880	-	903	1.5 %
1884	-	1097	1.9 %
1888	-	1385	2.4 %
1892	-	1697	2.9 %
1896	-	1891	3.2 %
1900	-	2035	3.5 %
1904	-	2157	3.7 %
1908	-	2239	3.8 %
1912	-	2255	3.8 %
1916	-	2217	3.8 %
1920	-	2164	3.7 %
1924	-	2117	3.6 %
1928	-	2047	3.5 %
1932	-	1931	3.3 %
1936	-	1975	3.4 %

Value	Label	Unweighted Frequency	%
1940	-	1900	3.2 %
1944	-	1805	3.1 %
1948	-	1805	3.1 %
1952	-	1775	3.0 %
1956	-	1767	3.0 %
1960	-	1747	3.0 %
1964	-	1744	3.0 %
1968	-	1736	2.9 %
1972	-	1735	2.9 %
1976	-	1746	3.0 %
1980	-	1759	3.0 %
1984	-	1694	2.9 %
1988	-	1640	2.8 %
1992	-	1580	2.7 %
1996	-	1527	2.6 %
2000	-	1476	2.5 %
2004	-	1446	2.5 %
	Total	58,870	100%

Based upon 58,870 valid cases out of 58,870 total cases.

- Mean: 1938.92
- Median: 1936.00
- Mode: 1912.00
- Minimum: 1869.00
- Maximum: 2004.00
- Standard Deviation: 36.36

Location: 15-18 (width: 4; decimal: 0)

Variable Type: numeric

WHEN: Time of publication

Value	Label	Unweighted Frequency	%
ad	-	589	1.0 %
d	-	412	0.7 %
e	-	42816	72.7 %
m	-	15008	25.5 %
me	-	29	0.0 %
u	-	16	0.0 %
	Total	58,870	100%

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 19-20 (width: 2; decimal: 0)

Variable Type: character

PAPERNAME: Newspaper name

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 21-75 (width: 55; decimal: 0)

Variable Type: character

POLAFF: Political affiliation

Value	Label	Unweighted Frequency	%
-	-	3524	6.0 %
D	-	9584	16.3 %
I	-	24488	41.6 %
ID	-	2945	5.0 %
IR	-	3782	6.4 %
OP	-	275	0.5 %
R	-	11732	19.9 %
UNK	-	2540	4.3 %
	Total	58,870	100%

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 76-78 (width: 3; decimal: 0)

Variable Type: character

CATEGORY: Content category (e.g., 'LEGAL', 'FINANCIAL')

Value	Label	Unweighted Frequency	%
	-	57305	97.3 %
ADCOMMENT	-	47	0.1 %
ALLDAY	-	1	0.0 %
ANOTHERNAME	-	59	0.1 %
CIRCCOMMENT	-	22	0.0 %
COMMERCIAL	-	1	0.0 %
DATEDCOMMENT	-	34	0.1 %
EDITIONCOMMENT	-	124	0.2 %
FINANCIAL	-	1	0.0 %
INCLUDECOMMENT	-	9	0.0 %
ISSUECOMMENT	-	4	0.0 %
LEGAL	-	225	0.4 %
MIXEDLANG	-	41	0.1 %
NONNEWS	-	12	0.0 %
NP	-	111	0.2 %

Value	Label	Unweighted Frequency	%
PLACECOMMENT	-	30	0.1 %
PLUSEVENING	-	119	0.2 %
PLUSMORN	-	161	0.3 %
PRICECOMMENT	-	7	0.0 %
RELIGIOUS	-	2	0.0 %
RURALROUTE	-	16	0.0 %
SEEPAGE	-	72	0.1 %
TRADE	-	438	0.7 %
UNCERTAIN	-	29	0.0 %
	Total	58,870	100%

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 79-92 (width: 14; decimal: 0)

Variable Type: character

CIRC: Circulation

Based upon 54,483 valid cases out of 58,870 total cases.

- Mean: 22763.75
- Minimum: -1.00
- Maximum: 2402346.00
- Standard Deviation: 67056.46

Location: 93-99 (width: 7; decimal: 0)

Variable Type: numeric

CIRCTYPE: Type of circulation estimate

Value	Label	Unweighted Frequency	%
	-	4381	7.4 %
Audit Bureau Circulation	-	1935	3.3 %
Ayers Estimate	-	10705	18.2 %
Detailed Statement	-	1925	3.3 %
EP Number	-	32383	55.0 %
Five Day Circulation	-	5	0.0 %
Post Office Circulation	-	2467	4.2 %
Publisher Report	-	5069	8.6 %
	Total	58,870	100%

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 100-123 (width: 24; decimal: 0)

Variable Type: character

CIRCSWORN: self-reported circulation accurate

Value	Label	Unweighted Frequency	%
0	Newspaper publisher did not sign affidavit indicating that self-reported circulation was accurate	15921	27.0 %
1	Newspaper publisher signed affidavit indicating that self-reported circulation was accurate	6185	10.5 %
	Missing Data		
.	-	36764	62.4 %
	Total	58,870	100%

Based upon 22,106 valid cases out of 58,870 total cases.

- Minimum: 0.00
- Maximum: 1.00

Location: 124-124 (width: 1; decimal: 0)

Variable Type: numeric

ORIGPUBLISHER: Original publisher name

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 125-368 (width: 244; decimal: 0)

Variable Type: character

SUBPRICETYPE: Subscription Price Type

Value	Label	Unweighted Frequency	%
0	Ayers Annual SubPrice	23752	40.3 %
1	EP Raw SubPrice	0	0.0 %
2	Standardized Monthly subscription prices in 2007 dollars	0	0.0 %
3	Standardized Monthly Subscription in Nom. dollars	0	0.0 %
4	Standardized Annual subscription prices in 2007 dollars	0	0.0 %
5	Standardized Annual Subscription in Nom. dollars	22060	37.5 %
	Missing Data		
.	-	13058	22.2 %
	Total	58,870	100%

Based upon 45,812 valid cases out of 58,870 total cases.

- Minimum: 0.00
- Maximum: 5.00

Location: 369-369 (width: 1; decimal: 0)

Variable Type: numeric

SUBPRICE: Subscription Price

Value	Label	Unweighted Frequency	%
0.25000000	-	1	0.0 %
0.48113483	-	2	0.0 %
0.50000000	-	15	0.0 %
0.75000000	-	1	0.0 %
0.84000000	-	1	0.0 %
0.96975535	-	1	0.0 %
1.00000000	-	51	0.1 %
1.20000000	-	4	0.0 %
1.25000000	-	1	0.0 %
1.38628829	-	1	0.0 %
1.46124199	-	7	0.0 %
1.50000000	-	36	0.1 %
1.79999989	-	2	0.0 %
1.80000000	-	1	0.0 %
1.94759577	-	3	0.0 %
1.95459884	-	1	0.0 %
2.00000000	-	168	0.3 %
2.10000000	-	1	0.0 %
2.16000027	-	1	0.0 %
2.21513897	-	11	0.0 %
2.25000000	-	3	0.0 %
2.39999986	-	9	0.0 %
2.40000000	-	19	0.0 %
2.40557903	-	4	0.0 %
2.44935125	-	21	0.0 %
2.50000000	-	233	0.4 %
2.60000000	-	38	0.1 %
2.61848563	-	1	0.0 %
2.75000000	-	7	0.0 %
2.87999994	-	4	0.0 %
2.94521856	-	7	0.0 %
3.00000000	-	3606	6.1 %
3.01000000	-	1	0.0 %
3.01629782	-	1	0.0 %
3.09000000	-	1	0.0 %
3.10000000	-	3	0.0 %
3.12000000	-	50	0.1 %
3.13000000	-	5	0.0 %
3.20000000	-	1	0.0 %

Value	Label	Unweighted Frequency	%
3.24000000	-	1	0.0 %
3.25000000	-	28	0.0 %
3.30767655	-	1	0.0 %
3.36000001	-	1	0.0 %
3.43000000	-	1	0.0 %
3.44201517	-	15	0.0 %
3.50000000	-	196	0.3 %
3.59999979	-	11	0.0 %
3.60000000	-	89	0.2 %
3.64000000	-	6	0.0 %
3.65000000	-	11	0.0 %
	Missing Data		
.	-	13058	22.2 %
	Total	58,870	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 45,812 valid cases out of 58,870 total cases.

- Mean: 28.48661388
- Minimum: 0.25000000
- Maximum: 108684.67969200
- Standard Deviation: 544.15461688

Location: 370-384 (width: 15; decimal: 8)

Variable Type: numeric

ADPRICE: Ad Price

Based upon 31,629 valid cases out of 58,870 total cases.

- Mean: 10.2789359964
- Minimum: 0.0080437502
- Maximum: 7352.2055660000
- Standard Deviation: 60.7556983161

Location: 385-399 (width: 15; decimal: 10)

Variable Type: numeric

ADPRICETYPE: Ad Price Type

Value	Label	Unweighted Frequency	%
0	Ayers AdPrice	1991	3.4 %
1	EP Raw AdPrice	3676	6.2 %
2	EP Min. AdPrice	14	0.0 %

Value	Label	Unweighted Frequency	%
3	EP Max. AdPrice	35	0.1 %
4	EP Nat. AdPrice	1139	1.9 %
5	EP Nom. Rate per SAU	27513	46.7 %
6	EP Rate per SAU in 2007 dollars	0	0.0 %
	Missing Data		
.	-	24502	41.6 %
	Total	58,870	100%

Based upon 34,368 valid cases out of 58,870 total cases.

- Minimum: 0.00
- Maximum: 5.00

Location: 400-400 (width: 1; decimal: 0)

Variable Type: numeric

ADDEPTH: Advertising space depth of reported advertising price ('INCH' or 'LINE')

Value	Label	Unweighted Frequency	%
	-	27100	46.0 %
INCH	-	7518	12.8 %
LINE	-	24252	41.2 %
	Total	58,870	100%

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 401-404 (width: 4; decimal: 0)

Variable Type: character

ADTYPE: Type of advertising price ('FLAT' or 'OPEN')

Value	Label	Unweighted Frequency	%
	-	35499	60.3 %
FLAT	-	12259	20.8 %
OPEN	-	11112	18.9 %
	Total	58,870	100%

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 405-408 (width: 4; decimal: 0)

Variable Type: character

ORIGPAGES: Number of pages in a typical issue (string)

Value	Label	Unweighted Frequency	%
	-	42291	71.8 %

Value	Label	Unweighted Frequency	%
04/06/2008	-	1	0.0 %
04/08/2008	-	2	0.0 %
06/08/2008	-	1	0.0 %
08/12/2008	-	1	0.0 %
08/16/2008	-	2	0.0 %
1-10	-	1	0.0 %
10	-	135	0.2 %
10 TO 12	-	1	0.0 %
10-12	-	92	0.2 %
10-124	-	1	0.0 %
10-14	-	17	0.0 %
10-16	-	149	0.3 %
10-18	-	2	0.0 %
10-20	-	39	0.1 %
10-22	-	2	0.0 %
10-24	-	43	0.1 %
10-28	-	1	0.0 %
10-30	-	1	0.0 %
10-32	-	13	0.0 %
10-36	-	2	0.0 %
10-38	-	1	0.0 %
10-40	-	3	0.0 %
12	-	151	0.3 %
12-14	-	8	0.0 %
12-16	-	114	0.2 %
12-18	-	5	0.0 %
12-20	-	57	0.1 %
12-22	-	1	0.0 %
12-24	-	57	0.1 %
12-26	-	3	0.0 %
12-28	-	15	0.0 %
12-32	-	15	0.0 %
12-36	-	3	0.0 %
12-40	-	1	0.0 %
12/16/2008	-	1	0.0 %
12/20/2008	-	1	0.0 %
14	-	12	0.0 %
14-16	-	8	0.0 %
14-18	-	2	0.0 %

Value	Label	Unweighted Frequency	%
14-20	-	11	0.0 %
14-22	-	1	0.0 %
14-24	-	2	0.0 %
14-28	-	2	0.0 %
14-36	-	1	0.0 %
16	-	57	0.1 %
16-18	-	1	0.0 %
16-20	-	5	0.0 %
16-24	-	15	0.0 %
16-28	-	1	0.0 %
	Total	58,870	100%

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Based upon 58,870 valid cases out of 58,870 total cases.

Location: 409-418 (width: 10; decimal: 0)

Variable Type: character

MINPAGE: Minimum number of pages in a typical issue (extracted from -origpages-)

Value	Label	Unweighted Frequency	%
1	-	1	0.0 %
2	-	1	0.0 %
4	-	9993	17.0 %
5	-	1	0.0 %
6	-	420	0.7 %
7	-	2	0.0 %
8	-	5071	8.6 %
10	-	502	0.9 %
12	-	432	0.7 %
14	-	39	0.1 %
16	-	86	0.1 %
18	-	13	0.0 %
20	-	11	0.0 %
24	-	3	0.0 %
	Missing Data		
.	-	42295	71.8 %
	Total	58,870	100%

Based upon 16,575 valid cases out of 58,870 total cases.

- Mean: 5.78
- Median: 4.00
- Mode: 4.00
- Minimum: 1.00
- Maximum: 24.00
- Standard Deviation: 2.45

Location: 419-420 (width: 2; decimal: 0)

Variable Type: numeric

MAXPAGE: Maximum number of pages in a typical issue (extracted from -origpages-)

Value	Label	Unweighted Frequency	%
4	-	9579	16.3 %
5	-	1	0.0 %
6	-	351	0.6 %
7	-	2	0.0 %
8	-	4449	7.6 %
10	-	195	0.3 %
12	-	762	1.3 %
14	-	54	0.1 %
16	-	727	1.2 %
18	-	20	0.0 %
20	-	151	0.3 %
22	-	5	0.0 %
23	-	1	0.0 %
24	-	178	0.3 %
26	-	5	0.0 %
28	-	25	0.0 %
30	-	7	0.0 %
32	-	45	0.1 %
34	-	1	0.0 %
36	-	8	0.0 %
38	-	1	0.0 %
40	-	5	0.0 %
48	-	3	0.0 %
	Missing Data		
.	-	42295	71.8 %
	Total	58,870	100%

Based upon 16,575 valid cases out of 58,870 total cases.

- Mean: 6.67
- Median: 4.00
- Mode: 4.00

- Minimum: 4.00
- Maximum: 48.00
- Standard Deviation: 4.37

Location: 421-422 (width: 2; decimal: 0)

Variable Type: numeric

EDITORS: Name of editor(s)

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 423-473 (width: 51; decimal: 0)

Variable Type: character

PUBLISHERS: Publisher(s) (parsed from -origpublisher-)

Based upon 58,870 valid cases out of 58,870 total cases.

Location: 474-546 (width: 73; decimal: 0)

Variable Type: character

PARTY_ENDORSEMENT: Party of candidate newspaper endorsed in presidential election

Value	Label	Unweighted Frequency	%
-1	Democrat	3841	6.5 %
0	Independent	2432	4.1 %
1	Republican	10070	17.1 %
91	3rd Party	109	0.2 %
92	4th Party	3	0.0 %
	Missing Data		
.	-	42415	72.0 %
	Total	58,870	100%

Based upon 16,455 valid cases out of 58,870 total cases.

- Minimum: -1.00
- Maximum: 92.00

Location: 547-548 (width: 2; decimal: 0)

Variable Type: numeric

OWNERPERMID: Owner group ID

Value	Label	Unweighted Frequency	%
1	-	8	0.0 %
4	-	98	0.2 %
7	-	10	0.0 %
11	-	31	0.1 %
12	-	36	0.1 %
14	-	75	0.1 %

Value	Label	Unweighted Frequency	%
16	-	11	0.0 %
18	-	2	0.0 %
19	-	5	0.0 %
20	-	13	0.0 %
21	-	30	0.1 %
22	-	2	0.0 %
24	-	4	0.0 %
25	-	4	0.0 %
28	-	3	0.0 %
29	-	2	0.0 %
30	-	2	0.0 %
31	-	18	0.0 %
32	-	1	0.0 %
33	-	9	0.0 %
35	-	2	0.0 %
36	-	28	0.0 %
40	-	12	0.0 %
41	-	23	0.0 %
42	-	9	0.0 %
43	-	13	0.0 %
44	-	12	0.0 %
46	-	2	0.0 %
47	-	17	0.0 %
48	-	3	0.0 %
49	-	22	0.0 %
51	-	3	0.0 %
52	-	10	0.0 %
53	-	7	0.0 %
54	-	1	0.0 %
55	-	5	0.0 %
56	-	2	0.0 %
57	-	3	0.0 %
58	-	12	0.0 %
59	-	90	0.2 %
60	-	140	0.2 %
61	-	6	0.0 %
62	-	1	0.0 %
64	-	7	0.0 %
66	-	7	0.0 %

Value	Label	Unweighted Frequency	%
67	-	8	0.0 %
68	-	44	0.1 %
70	-	6	0.0 %
71	-	32	0.1 %
73	-	6	0.0 %
	Missing Data		
.	-	45753	77.7 %
	Total	58,870	100%

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Based upon 13,117 valid cases out of 58,870 total cases.

- Mean: 350.44
- Minimum: 1.00
- Maximum: 607.00
- Standard Deviation: 172.94

Location: 549-551 (width: 3; decimal: 0)

Variable Type: numeric

Newspaper Events in Each Year: Entries, Exits, and Merges

RECID: Newspaper-year ID

Based upon 58,870 valid cases out of 58,870 total cases.

- Mean: 1939060049.25
- Minimum: 1869000001.00
- Maximum: 2004201449.00
- Standard Deviation: 36428797.43

Location: 1-10 (width: 10; decimal: 0)

Variable Type: numeric

PERMID: Newspaper ID

Based upon 58,870 valid cases out of 58,870 total cases.

- Mean: 3781.52
- Minimum: 1.00
- Maximum: 7775.00
- Standard Deviation: 2212.24

Location: 11-14 (width: 4; decimal: 0)

Variable Type: numeric

YEAR: Year

Value	Label	Unweighted Frequency	%
1869	-	517	0.9 %
1872	-	627	1.1 %
1876	-	734	1.2 %
1880	-	903	1.5 %
1884	-	1097	1.9 %
1888	-	1385	2.4 %
1892	-	1697	2.9 %
1896	-	1891	3.2 %
1900	-	2035	3.5 %
1904	-	2157	3.7 %
1908	-	2239	3.8 %
1912	-	2255	3.8 %
1916	-	2217	3.8 %
1920	-	2164	3.7 %
1924	-	2117	3.6 %
1928	-	2047	3.5 %
1932	-	1931	3.3 %
1936	-	1975	3.4 %

Value	Label	Unweighted Frequency	%
1940	-	1900	3.2 %
1944	-	1805	3.1 %
1948	-	1805	3.1 %
1952	-	1775	3.0 %
1956	-	1767	3.0 %
1960	-	1747	3.0 %
1964	-	1744	3.0 %
1968	-	1736	2.9 %
1972	-	1735	2.9 %
1976	-	1746	3.0 %
1980	-	1759	3.0 %
1984	-	1694	2.9 %
1988	-	1640	2.8 %
1992	-	1580	2.7 %
1996	-	1527	2.6 %
2000	-	1476	2.5 %
2004	-	1446	2.5 %
	Total	58,870	100%

Based upon 58,870 valid cases out of 58,870 total cases.

- Mean: 1938.92
- Median: 1936.00
- Mode: 1912.00
- Minimum: 1869.00
- Maximum: 2004.00
- Standard Deviation: 36.36

Location: 15-18 (width: 4; decimal: 0)

Variable Type: numeric

CNTY90: State county FIPS code 1990

Value	Label	Unweighted Frequency	%
1005	-	18	0.0 %
1015	-	35	0.1 %
1017	-	8	0.0 %
1031	-	10	0.0 %
1039	-	7	0.0 %
1043	-	11	0.0 %
1047	-	44	0.1 %
1049	-	7	0.0 %
1055	-	31	0.1 %

Value	Label	Unweighted Frequency	%
1069	-	27	0.0 %
1071	-	9	0.0 %
1073	-	79	0.1 %
1077	-	39	0.1 %
1081	-	27	0.0 %
1083	-	9	0.0 %
1089	-	53	0.1 %
1097	-	76	0.1 %
1101	-	77	0.1 %
1103	-	27	0.0 %
1109	-	29	0.0 %
1121	-	25	0.0 %
1123	-	7	0.0 %
1125	-	33	0.1 %
1127	-	11	0.0 %
1133	-	2	0.0 %
2020	-	33	0.1 %
2090	-	29	0.0 %
2110	-	34	0.1 %
2122	-	16	0.0 %
2130	-	28	0.0 %
2150	-	8	0.0 %
2180	-	6	0.0 %
2220	-	14	0.0 %
2231	-	7	0.0 %
2261	-	12	0.0 %
4003	-	83	0.1 %
4005	-	17	0.0 %
4007	-	13	0.0 %
4013	-	136	0.2 %
4015	-	14	0.0 %
4017	-	2	0.0 %
4019	-	71	0.1 %
4021	-	8	0.0 %
4023	-	26	0.0 %
4025	-	52	0.1 %
4027	-	33	0.1 %
5001	-	25	0.0 %
5005	-	6	0.0 %

Value	Label	Unweighted Frequency	%
5007	-	21	0.0 %
5009	-	23	0.0 %
	Missing Data		
.	-	78	0.1 %
	Total	58,870	100%

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Based upon 58,792 valid cases out of 58,870 total cases.

- Mean: 29198.48
- Minimum: 1005.00
- Maximum: 56045.00
- Standard Deviation: 14657.62

Location: 19-23 (width: 5; decimal: 0)

Variable Type: numeric

EXIT: Paper exited market permanently

Value	Label	Unweighted Frequency	%
0	No	52568	89.3 %
1	Yes	4856	8.2 %
	Missing Data		
.	-	1446	2.5 %
	Total	58,870	100%

Based upon 57,424 valid cases out of 58,870 total cases.

- Minimum: 0.00
- Maximum: 1.00

Location: 24-24 (width: 1; decimal: 0)

Variable Type: numeric

MERGE_OUT: Paper exited market by merging with one or more other papers

Value	Label	Unweighted Frequency	%
0	No	55952	95.0 %
1	Yes	1472	2.5 %
	Missing Data		
.	-	1446	2.5 %
	Total	58,870	100%

Based upon 57,424 valid cases out of 58,870 total cases.

- Minimum: 0.00
- Maximum: 1.00

Location: 25-25 (width: 1; decimal: 0)

Variable Type: numeric

ENTRY: Paper entered market permanently

Value	Label	Unweighted Frequency	%
0	No	51823	88.0 %
1	Yes	6530	11.1 %
	Missing Data		
.	-	517	0.9 %
	Total	58,870	100%

Based upon 58,353 valid cases out of 58,870 total cases.

- Minimum: 0.00
- Maximum: 1.00

Location: 26-26 (width: 1; decimal: 0)

Variable Type: numeric

MERGE_IN: Paper entered market by merging with one or more other papers

Value	Label	Unweighted Frequency	%
0	No	57626	97.9 %
1	Yes	727	1.2 %
	Missing Data		
.	-	517	0.9 %
	Total	58,870	100%

Based upon 58,353 valid cases out of 58,870 total cases.

- Minimum: 0.00
- Maximum: 1.00

Location: 27-27 (width: 1; decimal: 0)

Variable Type: numeric

All Available Newspaper Subscription Prices in Each Year

RECID: Newspaper-year ID

Based upon 98,040 valid cases out of 98,040 total cases.

- Mean: 1954868833.58
- Minimum: 1869000001.00
- Maximum: 2004201449.00
- Standard Deviation: 33639826.56

Location: 1-10 (width: 10; decimal: 0)

Variable Type: numeric

SUBPRICETYPE: Subscription Price Type

Value	Label	Unweighted Frequency	%
0	Ayers Annual SubPrice	23761	24.2 %
1	EP Raw SubPrice	30159	30.8 %
2	Standardized Monthly subscription prices in 2007 dollars	22060	22.5 %
3	Standardized Monthly Subscription in Nom. dollars	22060	22.5 %
	Total	98,040	100%

Based upon 98,040 valid cases out of 98,040 total cases.

- Minimum: 0.00
- Maximum: 3.00

Location: 11-11 (width: 1; decimal: 0)

Variable Type: numeric

SUBPRICE: Subscription Price

Based upon 98,040 valid cases out of 98,040 total cases.

Location: 12-255 (width: 244; decimal: 0)

Variable Type: character

All Available Newspaper Advertising Prices in Each Year

RECID: Newspaper-year ID

Based upon 89,815 valid cases out of 89,815 total cases.

- Mean: 1965425450.14
- Minimum: 1880010001.00
- Maximum: 2004201449.00
- Standard Deviation: 25177298.94

Location: 1-10 (width: 10; decimal: 0)

Variable Type: numeric

ADPRICETYPE: Ad Price Type

Value	Label	Unweighted Frequency	%
0	Ayers AdPrice	1991	2.2 %
1	EP Raw AdPrice	24567	27.4 %
2	EP Min. AdPrice	423	0.5 %
3	EP Max. AdPrice	390	0.4 %
4	EP Nat. AdPrice	7418	8.3 %
5	EP Nom. Rate per SAU	27513	30.6 %
6	EP Rate per SAU in 2007 dollars	27513	30.6 %
	Total	89,815	100%

Based upon 89,815 valid cases out of 89,815 total cases.

- Minimum: 0.00
- Maximum: 6.00

Location: 11-11 (width: 1; decimal: 0)

Variable Type: numeric

ADPRICE: Ad Price

Based upon 89,815 valid cases out of 89,815 total cases.

Location: 12-255 (width: 244; decimal: 0)

Variable Type: character

ADDEPTH: Advertising space depth of reported advertising price ('INCH' or 'LINE')

Value	Label	Unweighted Frequency	%
-	-	2604	2.9 %
INCH	-	22437	25.0 %
LINE	-	64774	72.1 %
	Total	89,815	100%

Based upon 89,815 valid cases out of 89,815 total cases.

Location: 256-259 (width: 4; decimal: 0)

Variable Type: character

ADTYPE: Type of advertising price ('FLAT' or 'OPEN')

Value	Label	Unweighted Frequency	%
	-	25325	28.2 %
FLAT	-	32190	35.8 %
OPEN	-	32300	36.0 %
	Total	89,815	100%

Based upon 89,815 valid cases out of 89,815 total cases.

Location: 260-263 (width: 4; decimal: 0)

Variable Type: character

Time-Constant City Characteristics: City Name, County, and State

CITYPERMID: City ID

Value	Label	Unweighted Frequency	%
1	-	1	0.0 %
2	-	1	0.0 %
4	-	1	0.0 %
5	-	1	0.0 %
6	-	1	0.0 %
7	-	1	0.0 %
9	-	1	0.0 %
10	-	1	0.0 %
11	-	1	0.0 %
12	-	1	0.0 %
14	-	1	0.0 %
15	-	1	0.0 %
16	-	1	0.0 %
17	-	1	0.0 %
18	-	1	0.0 %
19	-	1	0.0 %
20	-	1	0.0 %
21	-	1	0.0 %
22	-	1	0.0 %
23	-	1	0.0 %
24	-	1	0.0 %
25	-	1	0.0 %
26	-	1	0.0 %
27	-	1	0.0 %
28	-	1	0.0 %
29	-	1	0.0 %
30	-	1	0.0 %
31	-	1	0.0 %
32	-	1	0.0 %
33	-	1	0.0 %
34	-	1	0.0 %
35	-	1	0.0 %
36	-	1	0.0 %
37	-	1	0.0 %

Value	Label	Unweighted Frequency	%
38	-	1	0.0 %
39	-	1	0.0 %
40	-	1	0.0 %
41	-	1	0.0 %
42	-	1	0.0 %
43	-	1	0.0 %
44	-	1	0.0 %
45	-	1	0.0 %
46	-	1	0.0 %
47	-	1	0.0 %
48	-	1	0.0 %
49	-	1	0.0 %
50	-	1	0.0 %
51	-	1	0.0 %
52	-	1	0.0 %
53	-	1	0.0 %
	Total	2,159	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 2,159 valid cases out of 2,159 total cases.

- Mean: 1103.48
- Minimum: 1.00
- Maximum: 2236.00
- Standard Deviation: 647.24

Location: 1-4 (width: 4; decimal: 0)

Variable Type: numeric

CITYNAME_CONSTANT: City name

Value	Label	Unweighted Frequency	%
ABBEVILLE	-	2	0.1 %
ABERDEEN	-	3	0.1 %
ABILENE	-	2	0.1 %
ADA	-	1	0.0 %
ADRIAN	-	1	0.0 %
AHOSKIE	-	1	0.0 %
AIKEN	-	1	0.0 %
AKRON	-	1	0.0 %
AL TAHOE	-	1	0.0 %

Value	Label	Unweighted Frequency	%
ALAMEDA	-	1	0.0 %
ALAMOGORDO	-	1	0.0 %
ALAMOSA	-	1	0.0 %
ALBANY	-	3	0.1 %
ALBERT LEA	-	1	0.0 %
ALBION	-	1	0.0 %
ALBUQUERQUE	-	1	0.0 %
ALEXANDER CITY	-	1	0.0 %
ALEXANDRIA	-	2	0.1 %
ALEXANDRIA-PINEVILLE	-	1	0.0 %
ALGIERS	-	1	0.0 %
ALGONAC	-	1	0.0 %
ALHAMBRA	-	1	0.0 %
ALICE	-	1	0.0 %
ALLEGHENY	-	1	0.0 %
ALLENTOWN	-	1	0.0 %
ALLIANCE	-	2	0.1 %
ALPENA	-	1	0.0 %
ALTON-EAST ALTON-WOOD RIVER	-	1	0.0 %
ALTOONA	-	1	0.0 %
ALTUS	-	1	0.0 %
ALVA	-	1	0.0 %
ALVIN	-	1	0.0 %
AMARILLO	-	1	0.0 %
AMERICUS	-	1	0.0 %
AMES	-	1	0.0 %
AMESBURY	-	1	0.0 %
AMHERST	-	1	0.0 %
AMSTERDAM	-	1	0.0 %
ANACORTES	-	1	0.0 %
ANADARKO	-	1	0.0 %
ANAHEIM	-	1	0.0 %
ANCHORAGE	-	1	0.0 %
ANDALUSIA	-	1	0.0 %
ANDERSON	-	2	0.1 %
ANGLETON	-	1	0.0 %
ANGOLA	-	1	0.0 %
ANN ARBOR	-	1	0.0 %
ANNAPOLIS	-	1	0.0 %

Value	Label	Unweighted Frequency	%
ANNISTON	-	1	0.0 %
ANSONIA	-	1	0.0 %
	Total	2,159	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 2,159 valid cases out of 2,159 total cases.

Location: 5-56 (width: 52; decimal: 0)

Variable Type: character

CNTY90: State county FIPS code 1990

Value	Label	Unweighted Frequency	%
1005	-	1	0.0 %
1015	-	1	0.0 %
1017	-	1	0.0 %
1031	-	1	0.0 %
1039	-	1	0.0 %
1043	-	1	0.0 %
1047	-	1	0.0 %
1049	-	1	0.0 %
1055	-	1	0.0 %
1069	-	1	0.0 %
1071	-	1	0.0 %
1073	-	2	0.1 %
1077	-	1	0.0 %
1081	-	1	0.0 %
1083	-	1	0.0 %
1089	-	1	0.0 %
1097	-	1	0.0 %
1101	-	1	0.0 %
1103	-	1	0.0 %
1109	-	1	0.0 %
1121	-	1	0.0 %
1123	-	1	0.0 %
1125	-	1	0.0 %
1127	-	1	0.0 %
1133	-	1	0.0 %
2020	-	1	0.0 %
2090	-	1	0.0 %

Value	Label	Unweighted Frequency	%
2110	-	1	0.0 %
2122	-	2	0.1 %
2130	-	1	0.0 %
2150	-	1	0.0 %
2180	-	1	0.0 %
2220	-	1	0.0 %
2231	-	1	0.0 %
2261	-	2	0.1 %
4003	-	4	0.2 %
4005	-	1	0.0 %
4007	-	2	0.1 %
4013	-	5	0.2 %
4015	-	3	0.1 %
4017	-	1	0.0 %
4019	-	1	0.0 %
4021	-	1	0.0 %
4023	-	1	0.0 %
4025	-	2	0.1 %
4027	-	1	0.0 %
5001	-	1	0.0 %
5005	-	1	0.0 %
5007	-	2	0.1 %
5009	-	1	0.0 %
	Missing Data		
.	-	22	1.0 %
	Total	2,159	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 2,137 valid cases out of 2,159 total cases.

- Mean: 28732.61
- Minimum: 1005.00
- Maximum: 56045.00
- Standard Deviation: 15156.93

Location: 57-61 (width: 5; decimal: 0)

Variable Type: numeric

STATE: State name

Value	Label	Unweighted Frequency	%
ALABAMA	-	26	1.2 %
ALASKA	-	12	0.6 %
ARIZONA	-	22	1.0 %
ARKANSAS	-	43	2.0 %
CALIFORNIA	-	157	7.3 %
COLORADO	-	48	2.2 %
CONNECTICUT	-	27	1.3 %
DELAWARE	-	2	0.1 %
DISTRICT OF COLUMBIA	-	1	0.0 %
FLORIDA	-	64	3.0 %
GEORGIA	-	42	1.9 %
HAWAII	-	5	0.2 %
IDAHO	-	19	0.9 %
ILLINOIS	-	113	5.2 %
INDIANA	-	85	3.9 %
IOWA	-	52	2.4 %
KANSAS	-	80	3.7 %
KENTUCKY	-	30	1.4 %
LOUISIANA	-	31	1.4 %
MAINE	-	12	0.6 %
MARYLAND	-	12	0.6 %
MASSACHUSETTS	-	53	2.5 %
MICHIGAN	-	66	3.1 %
MINNESOTA	-	35	1.6 %
MISSISSIPPI	-	28	1.3 %
MISSOURI	-	65	3.0 %
MONTANA	-	16	0.7 %
NEBRASKA	-	28	1.3 %
NEVADA	-	20	0.9 %
NEW HAMPSHIRE	-	15	0.7 %
NEW JERSEY	-	37	1.7 %
NEW MEXICO	-	21	1.0 %
NEW YORK	-	100	4.6 %
NORTH CAROLINA	-	61	2.8 %
NORTH DAKOTA	-	13	0.6 %
OHIO	-	104	4.8 %
OKLAHOMA	-	75	3.5 %
OREGON	-	24	1.1 %
PENNSYLVANIA	-	119	5.5 %

Value	Label	Unweighted Frequency	%
RHODE ISLAND	-	7	0.3 %
SOUTH CAROLINA	-	19	0.9 %
SOUTH DAKOTA	-	17	0.8 %
TENNESSEE	-	32	1.5 %
TEXAS	-	149	6.9 %
UTAH	-	8	0.4 %
VERMONT	-	10	0.5 %
VIRGINIA	-	33	1.5 %
WASHINGTON	-	37	1.7 %
WEST VIRGINIA	-	30	1.4 %
WISCONSIN	-	41	1.9 %
	Total	2,159	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 2,159 valid cases out of 2,159 total cases.

Location: 62-81 (width: 20; decimal: 0)

Variable Type: character

Time-Varying City Characteristics

CITYPERMID: City ID

Value	Label	Unweighted Frequency	%
1	-	23	0.1 %
2	-	21	0.1 %
4	-	30	0.1 %
5	-	21	0.1 %
6	-	26	0.1 %
7	-	30	0.1 %
9	-	32	0.1 %
10	-	22	0.1 %
11	-	33	0.1 %
12	-	24	0.1 %
14	-	27	0.1 %
15	-	35	0.1 %
16	-	27	0.1 %
17	-	24	0.1 %
18	-	29	0.1 %
19	-	8	0.0 %
20	-	24	0.1 %
21	-	34	0.1 %
22	-	25	0.1 %
23	-	12	0.0 %
24	-	27	0.1 %
25	-	15	0.0 %
26	-	31	0.1 %
27	-	16	0.0 %
28	-	25	0.1 %
29	-	23	0.1 %
30	-	11	0.0 %
31	-	11	0.0 %
32	-	35	0.1 %
33	-	7	0.0 %
34	-	12	0.0 %
35	-	10	0.0 %
36	-	19	0.0 %
37	-	35	0.1 %
38	-	28	0.1 %

Value	Label	Unweighted Frequency	%
39	-	8	0.0 %
40	-	30	0.1 %
41	-	16	0.0 %
42	-	13	0.0 %
43	-	25	0.1 %
44	-	12	0.0 %
45	-	13	0.0 %
46	-	31	0.1 %
47	-	5	0.0 %
48	-	11	0.0 %
49	-	26	0.1 %
50	-	24	0.1 %
51	-	35	0.1 %
52	-	31	0.1 %
53	-	3	0.0 %
	Total	40,684	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 871.04
- Minimum: 1.00
- Maximum: 2236.00
- Standard Deviation: 564.89

Location: 1-4 (width: 4; decimal: 0)

Variable Type: numeric

YEAR: Year

Value	Label	Unweighted Frequency	%
1869	-	193	0.5 %
1872	-	245	0.6 %
1876	-	309	0.8 %
1880	-	386	0.9 %
1884	-	526	1.3 %
1888	-	662	1.6 %
1892	-	781	1.9 %
1896	-	878	2.2 %
1900	-	968	2.4 %
1904	-	1065	2.6 %

Value	Label	Unweighted Frequency	%
1908	-	1128	2.8 %
1912	-	1177	2.9 %
1916	-	1208	3.0 %
1920	-	1244	3.1 %
1924	-	1282	3.2 %
1928	-	1313	3.2 %
1932	-	1359	3.3 %
1936	-	1412	3.5 %
1940	-	1403	3.4 %
1944	-	1354	3.3 %
1948	-	1377	3.4 %
1952	-	1403	3.4 %
1956	-	1424	3.5 %
1960	-	1434	3.5 %
1964	-	1449	3.6 %
1968	-	1458	3.6 %
1972	-	1481	3.6 %
1976	-	1511	3.7 %
1980	-	1521	3.7 %
1984	-	1505	3.7 %
1988	-	1496	3.7 %
1992	-	1478	3.6 %
1996	-	1445	3.6 %
2000	-	1415	3.5 %
2004	-	1394	3.4 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 1948.03
- Median: 1952.00
- Mode: 1980.00
- Minimum: 1869.00
- Maximum: 2004.00
- Standard Deviation: 35.31

Location: 5-8 (width: 4; decimal: 0)

Variable Type: numeric

ICITYPOP: City population (see notes below)

Based upon 36,989 valid cases out of 40,684 total cases.

- Mean: 51114.9972488

- Minimum: 0.0000000
- Maximum: 8496084.9897542
- Standard Deviation: 212673.4278028

Location: 9-23 (width: 15; decimal: 7)

Variable Type: numeric

NUMDAILIES: Number of daily newspapers

Value	Label	Unweighted Frequency	%
1	-	28939	71.1 %
2	-	8464	20.8 %
3	-	2068	5.1 %
4	-	648	1.6 %
5	-	253	0.6 %
6	-	105	0.3 %
7	-	65	0.2 %
8	-	37	0.1 %
9	-	26	0.1 %
10	-	17	0.0 %
11	-	8	0.0 %
12	-	7	0.0 %
13	-	5	0.0 %
14	-	6	0.0 %
15	-	6	0.0 %
16	-	1	0.0 %
17	-	6	0.0 %
18	-	2	0.0 %
19	-	2	0.0 %
20	-	2	0.0 %
22	-	1	0.0 %
25	-	1	0.0 %
27	-	1	0.0 %
28	-	3	0.0 %
29	-	1	0.0 %
30	-	2	0.0 %
31	-	1	0.0 %
32	-	2	0.0 %
33	-	2	0.0 %
34	-	1	0.0 %
35	-	1	0.0 %
37	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 1.45
- Median: 1.00
- Mode: 1.00
- Minimum: 1.00
- Maximum: 37.00
- Standard Deviation: 1.12

Location: 24-25 (width: 2; decimal: 0)

Variable Type: numeric

CIRC: Total circulation

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 30484.65
- Minimum: 0.00
- Maximum: 6236294.00
- Standard Deviation: 143420.39

Location: 26-32 (width: 7; decimal: 0)

Variable Type: numeric

CIRC_POLAFF_R: Total circulation of newspapers with Republican affiliation

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 13288.67
- Minimum: 0.00
- Maximum: 3273987.00
- Standard Deviation: 73030.60

Location: 33-39 (width: 7; decimal: 0)

Variable Type: numeric

CIRC_POLAFF_I: Total circulation of newspapers with Independent affiliation

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 6365.46
- Minimum: 0.00
- Maximum: 2484025.00
- Standard Deviation: 49245.40

Location: 40-46 (width: 7; decimal: 0)

Variable Type: numeric

CIRC_POLAFF_D: Total circulation of newspapers with Democratic affiliation

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 10452.25
- Minimum: 0.00
- Maximum: 2227806.00
- Standard Deviation: 54590.46

Location: 47-53 (width: 7; decimal: 0)

CIRC_POLAFF_NONE: Total circulation of newspapers with no political affiliation

Value	Label	Unweighted Frequency	%
0	-	39674	97.5 %
95	-	1	0.0 %
100	-	1	0.0 %
160	-	1	0.0 %
192	-	1	0.0 %
200	-	4	0.0 %
225	-	2	0.0 %
235	-	1	0.0 %
240	-	2	0.0 %
255	-	1	0.0 %
260	-	1	0.0 %
265	-	1	0.0 %
280	-	1	0.0 %
300	-	20	0.0 %
325	-	1	0.0 %
343	-	1	0.0 %
348	-	1	0.0 %
350	-	10	0.0 %
351	-	1	0.0 %
368	-	1	0.0 %
370	-	1	0.0 %
375	-	1	0.0 %
386	-	1	0.0 %
400	-	23	0.1 %
403	-	1	0.0 %
408	-	1	0.0 %
412	-	1	0.0 %
425	-	1	0.0 %
450	-	5	0.0 %
463	-	1	0.0 %
464	-	1	0.0 %
472	-	1	0.0 %
475	-	1	0.0 %
480	-	2	0.0 %
488	-	1	0.0 %
496	-	1	0.0 %

Value	Label	Unweighted Frequency	%
500	-	39	0.1 %
505	-	1	0.0 %
510	-	1	0.0 %
520	-	3	0.0 %
528	-	1	0.0 %
537	-	1	0.0 %
545	-	1	0.0 %
547	-	1	0.0 %
550	-	3	0.0 %
551	-	1	0.0 %
580	-	1	0.0 %
600	-	13	0.0 %
632	-	1	0.0 %
645	-	1	0.0 %
	Total	40,684	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 378.27
- Minimum: 0.00
- Maximum: 1267449.00
- Standard Deviation: 9107.35

Location: 54-60 (width: 7; decimal: 0)

Variable Type: numeric

CIRC_EXLAST: Total circulation of newspapers excluding newspaper-years for which a 4-year lag of circulation is missing

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 28711.01
- Minimum: 0.00
- Maximum: 6023019.00
- Standard Deviation: 132166.50

Location: 61-67 (width: 7; decimal: 0)

Variable Type: numeric

CIRC_EXNEXT: Total circulation of newspapers excluding newspaper-years for which a 4-year lead of circulation is missing

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 27257.54

- Minimum: 0.00
- Maximum: 5714829.00
- Standard Deviation: 128193.52

Location: 68-74 (width: 7; decimal: 0)

Variable Type: numeric

MISS_CIRC: Number of newspapers with missing circulation information

Value	Label	Unweighted Frequency	%
0	-	37069	91.1 %
1	-	3126	7.7 %
2	-	364	0.9 %
3	-	67	0.2 %
4	-	28	0.1 %
5	-	13	0.0 %
6	-	3	0.0 %
7	-	1	0.0 %
8	-	2	0.0 %
9	-	2	0.0 %
10	-	3	0.0 %
11	-	2	0.0 %
12	-	3	0.0 %
19	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.11
- Median: 0.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 19.00
- Standard Deviation: 0.42

Location: 75-76 (width: 2; decimal: 0)

Variable Type: numeric

NUM_WHEN_M: Number of morning newspapers

Value	Label	Unweighted Frequency	%
0	-	28920	71.1 %
1	-	9894	24.3 %
2	-	1475	3.6 %
3	-	229	0.6 %
4	-	78	0.2 %

Value	Label	Unweighted Frequency	%
5	-	22	0.1 %
6	-	19	0.0 %
7	-	18	0.0 %
8	-	7	0.0 %
9	-	4	0.0 %
10	-	2	0.0 %
14	-	2	0.0 %
15	-	2	0.0 %
16	-	1	0.0 %
17	-	3	0.0 %
18	-	5	0.0 %
19	-	1	0.0 %
20	-	1	0.0 %
21	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.36
- Median: 0.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 21.00
- Standard Deviation: 0.73

Location: 77-78 (width: 2; decimal: 0)

Variable Type: numeric

NUM_WHEN_E: Number of evening newspapers

Value	Label	Unweighted Frequency	%
0	-	6134	15.1 %
1	-	28934	71.1 %
2	-	4588	11.3 %
3	-	761	1.9 %
4	-	161	0.4 %
5	-	51	0.1 %
6	-	17	0.0 %
7	-	10	0.0 %
8	-	6	0.0 %
9	-	4	0.0 %
10	-	9	0.0 %
11	-	3	0.0 %

Value	Label	Unweighted Frequency	%
12	-	2	0.0 %
13	-	1	0.0 %
15	-	2	0.0 %
18	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 1.03
- Median: 1.00
- Mode: 1.00
- Minimum: 0.00
- Maximum: 18.00
- Standard Deviation: 0.69

Location: 79-80 (width: 2; decimal: 0)

Variable Type: numeric

NUM_WHEN_AD: Number of all-day newspapers

Value	Label	Unweighted Frequency	%
0	-	38363	94.3 %
1	-	2182	5.4 %
2	-	104	0.3 %
3	-	27	0.1 %
4	-	6	0.0 %
5	-	1	0.0 %
7	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.06
- Median: 0.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 7.00
- Standard Deviation: 0.26

Location: 81-81 (width: 1; decimal: 0)

Variable Type: numeric

NUM_WHEN_MISS: Number of newspapers with missing time-of-publication information

Value	Label	Unweighted Frequency	%
0	-	40657	99.9 %
1	-	27	0.1 %

Value	Label	Unweighted Frequency	%
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.00
- Median: 0.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 1.00
- Standard Deviation: 0.03

Location: 82-82 (width: 1; decimal: 0)

Variable Type: numeric

NUM_POLAFF_R: Number of newspapers with Republican affiliation

Value	Label	Unweighted Frequency	%
0	-	18641	45.8 %
1	-	18162	44.6 %
2	-	3248	8.0 %
3	-	473	1.2 %
4	-	81	0.2 %
5	-	30	0.1 %
6	-	18	0.0 %
7	-	14	0.0 %
8	-	7	0.0 %
9	-	9	0.0 %
10	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.66
- Median: 1.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 10.00
- Standard Deviation: 0.74

Location: 83-84 (width: 2; decimal: 0)

Variable Type: numeric

NUM_POLAFF_D: Number of newspapers with Democratic affiliation

Value	Label	Unweighted Frequency	%
0	-	23520	57.8 %
1	-	14049	34.5 %

Value	Label	Unweighted Frequency	%
2	-	2721	6.7 %
3	-	289	0.7 %
4	-	70	0.2 %
5	-	16	0.0 %
6	-	6	0.0 %
7	-	3	0.0 %
8	-	5	0.0 %
9	-	3	0.0 %
10	-	2	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.51
- Median: 0.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 10.00
- Standard Deviation: 0.69

Location: 85-86 (width: 2; decimal: 0)

Variable Type: numeric

NUM_POLAFF_I: Number of newspapers with Independent affiliation

Value	Label	Unweighted Frequency	%
0	-	32241	79.2 %
1	-	7893	19.4 %
2	-	437	1.1 %
3	-	74	0.2 %
4	-	18	0.0 %
5	-	10	0.0 %
6	-	8	0.0 %
7	-	1	0.0 %
8	-	1	0.0 %
10	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.23
- Median: 0.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 10.00

- Standard Deviation: 0.48

Location: 87-88 (width: 2; decimal: 0)

Variable Type: numeric

NUM_POLAFF_NONE: Number of newspapers with no political affiliation

Value	Label	Unweighted Frequency	%
0	-	39196	96.3 %
1	-	1296	3.2 %
2	-	122	0.3 %
3	-	31	0.1 %
4	-	11	0.0 %
5	-	7	0.0 %
6	-	5	0.0 %
7	-	3	0.0 %
8	-	1	0.0 %
9	-	2	0.0 %
10	-	3	0.0 %
13	-	3	0.0 %
14	-	1	0.0 %
15	-	2	0.0 %
18	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.05
- Median: 0.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 18.00
- Standard Deviation: 0.34

Location: 89-90 (width: 2; decimal: 0)

Variable Type: numeric

NUM_NONPOL: Number of non-political newspapers

Value	Label	Unweighted Frequency	%
0	-	39638	97.4 %
1	-	852	2.1 %
2	-	131	0.3 %
3	-	20	0.0 %
4	-	9	0.0 %
5	-	8	0.0 %

Value	Label	Unweighted Frequency	%
6	-	8	0.0 %
7	-	5	0.0 %
10	-	1	0.0 %
11	-	1	0.0 %
12	-	1	0.0 %
13	-	2	0.0 %
14	-	1	0.0 %
15	-	1	0.0 %
16	-	3	0.0 %
17	-	1	0.0 %
18	-	1	0.0 %
19	-	1	0.0 %
	Total	40,684	100%

Based upon 40,684 valid cases out of 40,684 total cases.

- Mean: 0.04
- Median: 0.00
- Mode: 0.00
- Minimum: 0.00
- Maximum: 19.00
- Standard Deviation: 0.36

Location: 91-92 (width: 2; decimal: 0)

Variable Type: numeric

City Population by Census Year

CASEID: ICPSR SEQUENTIAL RECORD IDENTIFIER

Based upon 17,536 valid cases out of 17,536 total cases.

Location: 1-5 (width: 5; decimal: 0)

Variable Type: numeric

CITYPERMID: City ID

Value	Label	Unweighted Frequency	%
1	-	9	0.1 %
2	-	9	0.1 %
4	-	12	0.1 %
5	-	8	0.0 %
6	-	11	0.1 %
7	-	13	0.1 %
9	-	14	0.1 %
10	-	9	0.1 %
11	-	14	0.1 %
12	-	10	0.1 %
14	-	13	0.1 %
15	-	15	0.1 %
16	-	12	0.1 %
17	-	10	0.1 %
18	-	12	0.1 %
19	-	4	0.0 %
20	-	10	0.1 %
21	-	13	0.1 %
22	-	11	0.1 %
23	-	5	0.0 %
24	-	11	0.1 %
25	-	7	0.0 %
26	-	13	0.1 %
27	-	6	0.0 %
28	-	10	0.1 %
29	-	9	0.1 %
30	-	5	0.0 %
31	-	5	0.0 %
32	-	15	0.1 %
33	-	4	0.0 %
34	-	6	0.0 %

Value	Label	Unweighted Frequency	%
35	-	5	0.0 %
36	-	8	0.0 %
37	-	14	0.1 %
38	-	13	0.1 %
39	-	4	0.0 %
40	-	13	0.1 %
41	-	7	0.0 %
42	-	6	0.0 %
43	-	11	0.1 %
44	-	5	0.0 %
45	-	5	0.0 %
46	-	13	0.1 %
47	-	1	0.0 %
48	-	4	0.0 %
49	-	11	0.1 %
50	-	10	0.1 %
51	-	15	0.1 %
52	-	13	0.1 %
53	-	2	0.0 %
	Total	17,536	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 17,536 valid cases out of 17,536 total cases.

- Mean: 884.79
- Minimum: 1.00
- Maximum: 2236.00
- Standard Deviation: 572.93

Location: 6-9 (width: 4; decimal: 0)

Variable Type: numeric

YEAR: Census year

Value	Label	Unweighted Frequency	%
1860	-	193	1.1 %
1870	-	398	2.3 %
1880	-	653	3.7 %
1890	-	962	5.5 %
1900	-	1130	6.4 %
1910	-	1237	7.1 %

Value	Label	Unweighted Frequency	%
1920	-	1286	7.3 %
1930	-	1456	8.3 %
1940	-	1353	7.7 %
1950	-	1436	8.2 %
1960	-	1455	8.3 %
1970	-	1568	8.9 %
1980	-	1515	8.6 %
1990	-	1501	8.6 %
2000	-	1393	7.9 %
	Total	17,536	100%

Based upon 17,536 valid cases out of 17,536 total cases.

- Mean: 1943.23
- Median: 1950.00
- Mode: 1970.00
- Minimum: 1860.00
- Maximum: 2000.00
- Standard Deviation: 37.51

Location: 10-13 (width: 4; decimal: 0)

Variable Type: numeric

CITYPOP: city population based on US Census unless locest indicates otherwise

Based upon 17,536 valid cases out of 17,536 total cases.

- Mean: 47428.29
- Minimum: 208.00
- Maximum: 8008278.00
- Standard Deviation: 211823.05

Location: 14-20 (width: 7; decimal: 0)

Variable Type: numeric

LOCEST: citypop value uses local pop estimates that may not be for the census year

Value	Label	Unweighted Frequency	%
0	Indicates that the corresponding value of -citypop- is a US Census estimate; locest	16892	96.3 %
1	Indicates that the corresponding value of -citypop- was provided by state or local authorities and that it may not be fo	644	3.7 %
	Total	17,536	100%

Based upon 17,536 valid cases out of 17,536 total cases.

- Minimum: 0.00
- Maximum: 1.00

Location: 21-21 (width: 1; decimal: 0)

Variable Type: numeric

Time-Constant County Characteristics

CNTY90: State county FIPS code 1990

Value	Label	Unweighted Frequency	%
1005	-	1	0.1 %
1015	-	1	0.1 %
1017	-	1	0.1 %
1031	-	1	0.1 %
1039	-	1	0.1 %
1043	-	1	0.1 %
1047	-	1	0.1 %
1049	-	1	0.1 %
1055	-	1	0.1 %
1071	-	1	0.1 %
1073	-	1	0.1 %
1077	-	1	0.1 %
1081	-	1	0.1 %
1083	-	1	0.1 %
1089	-	1	0.1 %
1097	-	1	0.1 %
1101	-	1	0.1 %
1103	-	1	0.1 %
1109	-	1	0.1 %
1121	-	1	0.1 %
1123	-	1	0.1 %
1125	-	1	0.1 %
1127	-	1	0.1 %
1133	-	1	0.1 %
4003	-	1	0.1 %
4005	-	1	0.1 %
4007	-	1	0.1 %
4013	-	1	0.1 %
4015	-	1	0.1 %
4017	-	1	0.1 %
4019	-	1	0.1 %
4021	-	1	0.1 %
4023	-	1	0.1 %
4025	-	1	0.1 %
4027	-	1	0.1 %

Value	Label	Unweighted Frequency	%
5001	-	1	0.1 %
5005	-	1	0.1 %
5007	-	1	0.1 %
5009	-	1	0.1 %
5015	-	1	0.1 %
5019	-	1	0.1 %
5027	-	1	0.1 %
5031	-	1	0.1 %
5033	-	1	0.1 %
5035	-	1	0.1 %
5037	-	1	0.1 %
5045	-	1	0.1 %
5049	-	1	0.1 %
5051	-	1	0.1 %
5055	-	1	0.1 %
	Total	1,389	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 1,389 valid cases out of 1,389 total cases.

- Mean: 29633.42
- Minimum: 1005.00
- Maximum: 56045.00
- Standard Deviation: 14824.98

Location: 1-5 (width: 5; decimal: 0)

Variable Type: numeric

MAXNUMDAILIES: Maximum number of daily newspapers across markets

Value	Label	Unweighted Frequency	%
1	-	503	36.2 %
2	-	385	27.7 %
3	-	235	16.9 %
4	-	104	7.5 %
5	-	65	4.7 %
6	-	33	2.4 %
7	-	24	1.7 %
8	-	9	0.6 %
9	-	8	0.6 %
10	-	4	0.3 %

Value	Label	Unweighted Frequency	%
11	-	4	0.3 %
12	-	3	0.2 %
13	-	2	0.1 %
14	-	3	0.2 %
15	-	1	0.1 %
16	-	1	0.1 %
17	-	1	0.1 %
19	-	1	0.1 %
22	-	1	0.1 %
30	-	1	0.1 %
45	-	1	0.1 %
	Total	1,389	100%

Based upon 1,389 valid cases out of 1,389 total cases.

- Mean: 2.58
- Median: 2.00
- Mode: 1.00
- Minimum: 1.00
- Maximum: 45.00
- Standard Deviation: 2.49

Location: 6-7 (width: 2; decimal: 0)

Variable Type: numeric

NUMMARKETS: Number of markets

Value	Label	Unweighted Frequency	%
1	-	1071	77.1 %
2	-	198	14.3 %
3	-	69	5.0 %
4	-	21	1.5 %
5	-	12	0.9 %
6	-	5	0.4 %
7	-	1	0.1 %
8	-	5	0.4 %
9	-	2	0.1 %
10	-	1	0.1 %
12	-	1	0.1 %
15	-	2	0.1 %
27	-	1	0.1 %
	Total	1,389	100%

Based upon 1,389 valid cases out of 1,389 total cases.

- Mean: 1.43
- Median: 1.00
- Mode: 1.00
- Minimum: 1.00
- Maximum: 27.00
- Standard Deviation: 1.31

Location: 8-9 (width: 2; decimal: 0)

Variable Type: numeric

METAREA1900: Metro area name 1900

Value	Label	Unweighted Frequency	%
0	Not identifiable or not in an MSA	0	0.0 %
40	Abilene, TX	0	0.0 %
60	Aguadilla, PR	0	0.0 %
80	Akron, OH	0	0.0 %
120	Albany, GA	0	0.0 %
160	Albany-Schenectady-Troy, NY	2	0.1 %
200	Albuquerque, NM	0	0.0 %
220	Alexandria, LA	0	0.0 %
240	Allentown-Bethlehem-Easton, PA/NJ	2	0.1 %
280	Altoona, PA	0	0.0 %
320	Amarillo, TX	0	0.0 %
380	Anchorage, AK	0	0.0 %
400	Anderson, IN	0	0.0 %
440	Ann Arbor, MI	0	0.0 %
450	Anniston, AL	0	0.0 %
460	Appleton-Oskosh-Neenah, WI	0	0.0 %
470	Arecibo, PR	0	0.0 %
480	Asheville, NC	0	0.0 %
500	Athens, GA	0	0.0 %
520	Atlanta, GA	1	0.1 %
560	Atlantic City, NJ	0	0.0 %
580	Auburn-Opelika, AL	0	0.0 %
600	Augusta-Aiken, GA-SC	0	0.0 %
640	Austin, TX	0	0.0 %
680	Bakersfield, CA	0	0.0 %
720	Baltimore, MD	1	0.1 %
730	Bangor, ME	0	0.0 %
740	Barnstable-Yarmouth, MA	0	0.0 %
760	Baton Rouge, LA	0	0.0 %

Value	Label	Unweighted Frequency	%
780	Battle Creek, MI	0	0.0 %
840	Beaumont-Port Arthur-Orange, TX	0	0.0 %
860	Bellingham, WA	0	0.0 %
870	Benton Harbor, MI	0	0.0 %
880	Billings, MT	0	0.0 %
920	Biloxi-Gulfport, MS	0	0.0 %
960	Binghamton, NY	0	0.0 %
1000	Birmingham, AL	0	0.0 %
1010	Bismarck, ND	0	0.0 %
1020	Bloomington, IN	0	0.0 %
1040	Bloomington-Normal, IL	0	0.0 %
1080	Boise City, ID	0	0.0 %
1120	Boston, MA	4	0.3 %
1121	Lawrence-Haverhill, MA/NH	0	0.0 %
1122	Lowell, MA/NH	0	0.0 %
1123	Salem-Gloucester, MA	0	0.0 %
1140	Bradenton, FL	0	0.0 %
1150	Bremerton, WA	0	0.0 %
1160	Bridgeport, CT	1	0.1 %
1200	Brockton, MA	0	0.0 %
1240	Brownsville-Harlingen-San Benito, TX	0	0.0 %
	Missing Data		
.	-	1291	92.9 %
	Total	1,389	100%

Please note that only the first 50 response categories are displayed in the PDF codebook. To view all response categories, please analyze the data file in the statistical package of your choice (SAS, SPSS, Stata, R).

Based upon 98 valid cases out of 1,389 total cases.

- Minimum: 160.00
- Maximum: 9240.00

Location: 10-13 (width: 4; decimal: 0)

Variable Type: numeric

CENTRAL_CITY1900: 1900 central_city

Value	Label	Unweighted Frequency	%
0	Not in metro area, central city	25	1.8 %
1	In metro area, central city	73	5.3 %
	Missing Data		
.	-	1291	92.9 %

Value	Label	Unweighted Frequency	%
	Total	1,389	100%

Based upon 98 valid cases out of 1,389 total cases.

- Minimum: 0.00
- Maximum: 1.00

Location: 14-14 (width: 1; decimal: 0)

Variable Type: numeric