

DATA SET: M10MEDIA LABEL: CHNS EMW MASS MEDIA File (M10MEDIA) 2000 - 2009 DATE CREATED: 25JAN11:11:27:02

Number of Observations: 5967

Number of Variables: 33

Organization of file: 1 Observation Woman/Year (HHID/LINE/WAVE)

Variable Name	Variable Label (VAR)	VAR Type	VAR Format	VAR Length	Mean	Range of Values	Frequency Category	Frequency	Percent
COMMID	COMMUNITY ID	Num		8	374822.806	211101-522404		5967	100.00
HHID	HOUSEHOLD ID: 2009 HOUSEHOLD	Num		8	374822836	211101003 to 522404121		5967	100.00
LINE	LINE NUMBER: IN A 2009 HOUSEHOLD	Num		8	10.5760013	1-124		5967	100.00
WAVE	Survey Year	Num	YR	8	2003.90213	2000 2004 2006 2009	2000 2004 2006 2009	2124 1483 1296 1064	35.60 24.85 21.72 17.83
S200	CHILD 6-18Y: UNDERWT/NORMAL/OVERWT	Num	WT	8	1.90277778	.	Missing 1 Underweight 2 Normal 3 Overweight 9 Unknown	63 1197 4294 378 35	1.06 20.06 71.96 6.33 0.59
S201	CHILD 6-18Y: ON A DIET LAST YEAR?	Num	DIET_A	8	0.04672447	.	Missing 0 No 1 Yes 8 Refuse to answer 9 Unknown	3891 2010 62 1 3	65.21 33.69 1.04 0.02 0.05
S201A	CHILD 6-18Y: ON A DIET LAST YEAR?	Num	DIET	8	0.21555324	.	Missing 0 No 1 Yes, on a diet to gain weight	2135 3481 177	35.78 58.34 2.97

DATA SET: M10MEDIA LABEL: CHNS EMW MASS MEDIA File (M10MEDIA) 2000 - 2009 DATE CREATED: 25JAN11:11:27:02

Number of Observations: 5967

Number of Variables: 33

Organization of file: 1 Observation Woman/Year (HHID/LINE/WAVE)

Variable Name	Variable Label (VAR)	VAR Type	VAR Format	VAR Length	Mean	Range of Values	Frequency Category	Frequency	Percent
						2	Yes, on a diet to lose weight	131	2.20
						9	Unknown	43	0.72
S202	CHILD 6-18Y: ENCOURAGED TO DIET?	Num	YESNO	8	0.17616141	.	Missing	69	1.16
						0	No	4859	81.43
						1	Yes	1039	17.41
S203	CHILD 6-18Y:GETS RIGHT AMT OF PHYS ACTV?	Num	CPA	8	2.30604255	.	Missing	92	1.54
						1	Too little	1590	26.65
						2	Just the right amount	3477	58.27
						3	Too much	378	6.33
						9	Unknown	430	7.21
S204	CHILD 6-18Y: ENCOURGD TO INC PHYS ACTIV?	Num	ASKPA	8	0.72548207	.	Missing	1144	19.17
						0	No, don't care	2692	45.11
						1	Yes, more	1960	32.85
						9	Unknown	171	2.87
S205	CHILD 6-18Y:ASKED TO DECREAS PHYS ACTIV?	Num	YESNO	8	0.10338518	.	Missing	3781	63.37
						0	No	1960	32.85
						1	Yes	226	3.79
S206	HAVE WORKING TV AT HOME?	Num	YESNO	8	0.95541761	.	Missing	2423	40.61
						0	No	158	2.65
						1	Yes	3386	56.75

DATA SET: M10MEDIA LABEL: CHNS EMW MASS MEDIA File (M10MEDIA) 2000 - 2009 DATE CREATED: 25JAN11:11:27:02

Number of Observations: 5967

Number of Variables: 33

Organization of file: 1 Observation Woman/Year (HHID/LINE/WAVE)

Variable Name	Variable Label (VAR)	VAR Type	VAR Format	VAR Length	Mean	Range of Values	Frequency Category	Frequency	Percent
S207	WHO CHOOSES TV PROGRAMS	Num	TVA	8	3.04423244	.	Missing	202	3.39
						1	Dad	1063	17.81
						2	Mom	673	11.28
						3	Children	2204	36.94
						4	Parents or other adults together	634	10.63
						5	Children and parents together	1153	19.32
						6	Others	38	0.64
S208	FAMILY WATCHES TV TOGETHER?	Num	TVW	8	2.23606784	.	Missing	189	3.17
						0	No/Never	456	7.64
						1	Rarely (2000 Only)	382	6.40
						2	Sometimes	2511	42.08
						3	Often	2245	37.62
						4	Usually (2006+)	175	2.93
						9	Unknown	9	0.15
S209	CHILD 6-18Y: LIMITS CHILD'S TV VIEWING?	Num	TVV	8	0.88294652	.	Missing	3985	66.78
						0	No/Never	554	9.28
						1	Sometimes	1166	19.54
						2	Always (2000)/Often (2004)	253	4.24
						8	Refuse to answer	3	0.05
						9	Don't know	6	0.10
S209A	CHILD 6-18Y: LIMITS CHILD'S TV VIEWING?	Num	TVC	8	1.16120028	.	Missing	4534	75.98

Program(\chinaid\emw\_10\M10MEDIA.SAS) DATE(25JAN11)

Programmer(James Terry) PROJECT(CHNS Longitudinal (M10 series))

DATA SET: M10MEDIA LABEL: CHNS EMW MASS MEDIA File (M10MEDIA) 2000 - 2009 DATE CREATED: 25JAN11:11:27:02

Number of Observations: 5967

Number of Variables: 33

Organization of file: 1 Observation Woman/Year (HHID/LINE/WAVE)

Variable Name	Variable Label (VAR)	VAR Type	VAR Format	VAR Length	Mean	Range of Values	Frequency Category	Frequency	Percent
						0	No	307	5.14
						1	Sometimes	602	10.09
						2	Often	522	8.75
						9	Unknown	2	0.03
S209B	RULES ON WHICH TV PROGRAMS TO WATCH?	Num	TVC	8	0.71628232	.	Missing	4536	76.02
						0	No	700	11.73
						1	Sometimes	500	8.38
						2	Often	222	3.72
						9	Unknown	9	0.15
S210	TV CHANNEL: LIKES BEST	Num		8	137.912266	0-400		4639	77.74
S211	TV CHANNEL: LIKES SECOND BEST	Num		8	181.644439	0-400		3884	65.09
S212	TV COMMERCIALS: PAYS ATTENTION TO?	Num	TVV	8	0.46466121	.	Missing	2543	42.62
						0	No/Never	1978	33.15
						1	Sometimes	1315	22.04
						2	Always (2000)/Often (2004)	129	2.16
						9	Don't know	2	0.03
S213	TV COMMERCIALS: LIKES?	Num	TVCOMM	8	0.32594458	.	Missing	3982	66.73
						0	No	1388	23.26
						1	A little	547	9.17
						2	Very Much	50	0.84

DATA SET: M10MEDIA LABEL: CHNS EMW MASS MEDIA File (M10MEDIA) 2000 - 2009 DATE CREATED: 25JAN11:11:27:02

Number of Observations: 5967

Number of Variables: 33

Organization of file: 1 Observation Woman/Year (HHID/LINE/WAVE)

Variable Name	Variable Label (VAR)	VAR Type	VAR Format	VAR Length	Mean	Range of Values	Frequency Category	Frequency	Percent
S214	TV COMMERCIALS: BUYS PRODUCTS FOR CHILD?	Num	YESNO	8	0.23481781	.	Missing	3991	66.88
						0	No	1512	25.34
						1	Yes	464	7.78
S214A	TV COMMERCIALS: CHILD ASK TO BUYS PRODUCTS?	Num	TVC	8	0.38799259	.	Missing	2186	36.63
						0	No	2558	42.87
						1	Sometimes	1105	18.52
						2	Often	82	1.37
						3	Usually	21	0.35
						9	Unknown	15	0.25
S214B	TV COMMERCIALS: BUYS PRODUCTS FOR CHILD?	Num	TVC	8	0.98473896	.	Missing	4722	79.14
						0	No	176	2.95
						1	Sometimes	980	16.42
						2	Often	69	1.16
						3	Usually	12	0.20
						9	Unknown	8	0.13
S214C	TV COMMERCIALS: CHILD BUYS FOOD/DRINK?	Num	TVC	8	0.81169003	.	Missing	2186	36.63
						0	No	2201	36.89
						1	Sometimes	1301	21.80
						2	Often	95	1.59
						3	Usually	13	0.22
						9	Unknown	171	2.87

DATA SET: M10MEDIA LABEL: CHNS EMW MASS MEDIA File (M10MEDIA) 2000 - 2009 DATE CREATED: 25JAN11:11:27:02

Number of Observations: 5967

Number of Variables: 33

Organization of file: 1 Observation Woman/Year (HHID/LINE/WAVE)

Variable Name	Variable Label (VAR)	VAR Type	VAR Format	VAR Length	Mean	Range of Values	Frequency Category	Frequency	Percent
S223	OLDEST 6-18Y CHILD'S LINE NUMBER	Num		8	20.6532532	1-125		3827	64.14
S224	CHILD 6-18Y: TV IN BEDROOM?	Num		8	0.1452514	0-1		1432	24.00
S225	CHILD 6-18Y: NOT IMITATE THINGS ON TV	Num		8	0.86192469	0-9		1434	24.03
T1	PROVINCE	Num	PROV	8	37.2904307	21	Liaoning, Missed 1997	642	10.76
						23	Heilongjiang, Added 1997	760	12.74
						32	Jiangsu	611	10.24
						37	Shandong	505	8.46
						41	Henan	840	14.08
						42	Hubei	613	10.27
						43	Hunan	562	9.42
						45	Guangxi	801	13.42
						52	Guizhou	633	10.61
T2	1=URBAN SITE(U) 2=RURAL SITE(R)	Num		8	1.69163734	1-2		5967	100.00
T3	U:1-2=CITY NUM/R:1-4=COUNTY NUM	Num		8	2.23931624	1-4		5967	100.00
T4	U:12569=URB 3478=SUB/R:15=TWN 2-4,6-8=VIL	Num		8	2.93045081	1-9		5967	100.00
T5	HOUSEHOLD NUMBER	Num		8	29.4984079	1-139		5967	100.00

---

Obs	warning	Variable Name	VAR Format	Frequency Category
1	NO OCCURANCES FOR FORMAT CATEGORY:		ASKPA	Yes, less
2	NO OCCURANCES FOR FORMAT CATEGORY:		TVC	Refuse to Answer (2000 Only)
3	NO OCCURANCES FOR FORMAT CATEGORY:		YESNO	Unknown or Invalid Response
4	NO OCCURANCES FOR FORMAT CATEGORY:		YR	1989
5	NO OCCURANCES FOR FORMAT CATEGORY:		YR	1991
6	NO OCCURANCES FOR FORMAT CATEGORY:		YR	1993
7	NO OCCURANCES FOR FORMAT CATEGORY:		YR	1997

---