

WHAT'S IN THE NIELSEN SCARBOROUGH SURVEY?



AUTOMOTIVE

Vehicle*

- Auto Insurance Providers
- Bought New/Used/Leased
- Distance Traveled One Way to Buy/Lease Last New/Used Vehicle
- Reason Used Dealer to Buy/Lease Last New/Used Vehicle
- Make
- Model
- Model Year
- Number Leased
- Number Owned
- Plan to Buy/Lease Hybrid or Electric Vehicle
- Plan to Buy/Lease Vehicle Next 12 Months
 - Amount Plan to Pay
 - Type of Vehicle

Stores Shopped for Auto Products/Services Past Year*

Technology Features Included in Any Household Vehicle*

Auto Internet Sites/Apps Used When Shopping for New/Used Vehicle*

Auto Dealerships or Internet Sites Might Shop if Planning to Buy/Lease a New/Used Vehicle*

Stores Where Household Usually Purchased Tires*

Auto Repair/Service Paid/Unpaid Labor*

- Anti-Freeze/Coolant
- Auto Glass Replacement/Repair
- Brake Repair
- Car Battery
- Car Radio/Stereo Equipment
- Muffler
- New Tires
- Oil Filter/Oil Change
- Paint/Body Work
- Shocks/Struts
- Transmission Repair
- Tune-Up/Spark Plugs
- Other Car Repair



BANKING & FINANCE

Services Have or Used at Primary Bank*

- Auto Loan
- Certificate of Deposit (CD)
- Checking Account
- Credit Card
- Debit/ATM Card
- Home Improvement Loan/Home Equity Loan
- Home Mortgage
- Mobile Banking
- Money Market Account
- Online Banking
- Online Bill Pay
- Personal Loan
- Refinanced Home Mortgage
- Savings Account
- Student Loan

Institution Used/Primary Bank*

Credit Card Brand Used Past 3 Months

Types of Organizations Contributed to in Past 12 Months*

- Arts/Cultural
- Educational/Academic
- Healthcare/Medical
- Military/Veterans
- Political
- Religious
- Social Care/Welfare
- Other Organization

Services Used Past 12 Months*

- Accountant
- Attorney
 - Bankruptcy
 - Personal Injury
 - Other
- Cash Advance or Title Loan Shop
- Check Cashing
- Coin Cashing Service (Coinstar, etc.)
- Financial Planner
- Funeral Pre-Planning
- Insurance Agent at a Local Office (Not Online)
- Online Investing/Stock Trading
- Real Estate Agent
- Stockbroker
- Tax Preparation Services
- Travel Agent
- Tutoring Service
- Wire Transfer

*Household Measurement

Investments*

- 401K Plan
- 529 Plan/College Savings Plan
- Bonds
- IRA
- Money Market Fund
- Mutual Funds
- Second Home/Real Estate Property
- Stocks/Stock Options
- Other Securities & Investments

Insurance

- Auto*
 - Provider
 - Length of Time With Current Provider
 - Plan to Switch Provider
- Homeowners/Renters*
 - Provider
 - Length of Time With Current Provider
 - Plan to Switch Provider
- Life
- Health
 - Type
 - Provider
 - Group
 - Individual

Participated in Company Purchasing Decision

- Office Equipment/Office Supplies
- Overnight Delivery Services



BEVERAGE

Brands of Non-Alcoholic Beverages Drank Past 7 Days & Most Often

- Bottled/Canned Tea
- Bottled Water
 - Enhanced Water
 - Any Flavored Water

- Energy Drink
- Juice
 - Orange Juice
 - Other Juice/Juice Drinks
- Soft Drink
 - Regular
 - Diet
- Specialty Coffee
 - Iced
 - Hot
- Sports Drink

Alcoholic Beverages Drink, Drank Past 7 Days & Drink Most Often

- Beer
- Hard Cider
- Liquor (Spirits)
- Wine
- Wine Coolers

Frequency of Wine Consumption

Places Purchased Beer, Wine or Liquor Past 30 Days

- Club Store
- Convenience Store
- Drug Store
- Grocery Store
- Liquor Store
- Nightclub/Bar
- Sit-Down Restaurant
- Stadium/Arena
- Other Place

Beer Consumption Past 30 Days & Brand Drank Most Often

- Brands
 - Domestic Light
 - Domestic Regular
 - Hard Cider
 - Imported
 - Malt Beverages
 - Microbrew/Craft Beer
 - Non-Alcoholic

Types of Liquor Drank Past 30 Days

Usual Price Range for Wine Purchased at a Store

Wine Purchased Past 3 Months

- Brand
- Type
 - Drink Most Often



DEMOGRAPHICS

Personal

- Age
- Born in U.S. & Length of U.S. Residence‡
- County of Residence
- Education Level
 - Currently Enrolled/Attending Classes at a College or University
- Employment Status
 - Full-Time/Part-Time/ Not Employed
 - Plan to Go Back to School
 - Plan to Seek a New Job
 - Self-Employed
 - Small Business Owner
 - Student
 - Work at Home (Most of the Time/Always)
- Gender
- Grandparent of Child Under 18
- Hispanic Ethnic Descent‡
- Hispanic Origin‡
- Language Preferred/Spoken‡
- Marital Status
- Occupation
- Parent of a Child in College
- Parent of a Child Under 18
- Race
- Zip Code of Employment
- Zip Code of Residence

*Household Measurement

Household*

- Home Ownership
- Household Income
- Household Size
- Market Value of Home
- Number of Adults in Household
- Number Employed in Household
- Presence of Children by Age
- Presence of Teens
- Tenure in Current Residence
- Type of Dwelling

‡Among Hispanic Respondents Only



DIGITAL & INTERNET

Home/Personal Computer

- Devices Owned
 - Desktop Computer
 - Laptop or Notebook Computer
 - Smartphone (iPhone, Galaxy, etc.)
 - Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)
- Stores Shopped/Bought Consumer Electronics Past 12 Months*

Own/Plan to Buy*

- Computer
- eReader
- Internet Phone Service (VoIP)
- Tablet (iPad, Xoom, Galaxy, etc.)
- Smartphone (iPhone, Galaxy, etc.)

Access Internet (on Computers, Tablets, Smartphones, & Other Mobile Devices at Work, Home or Elsewhere)

Type Of Internet Connection*

- Cable
- DSL
- Fiber Optics (FiOs etc.)
- Other Connection (Including Dial-Up)
- Satellite

Time Spent on Internet Average Week (on Computers, Tablets, Smartphones & Other Mobile Devices at Work, Home or Elsewhere)

- Less Than 1 Hour
- 1-4 Hours
- 5-9 Hours
- 10-19 Hours
- 20+ Hours

Internet Service Provider (ISP) Used*

Internet Sites Visited or Apps Used Past 30 Days

- Portals, Search and Information
 - Angie's List
 - AOL
 - Ask
 - Bing
 - Craigslist
 - Google
 - MSN
 - Wikipedia
 - Yahoo!
 - Yelp
- Sports
 - ESPN
 - FOX Sports
 - Local Team Sites (MLB, NBA, NFL, NHL)
 - MLB
 - MLS
 - NASCAR
 - NBA
 - NFL
 - NHL
 - PGA Tour
 - UFC
 - WWE

- National Media
 - ABC News
 - CBS News
 - CNN
 - FOX News
 - Huffington Post
 - NBC News
 - The Weather Channel
- Radio and Music
 - iHeartRadio
 - Last.fm
 - Pandora
 - Radio.com
 - Spotify
- Social Networking
 - Facebook
 - Foursquare
 - Google+
 - Instagram
 - LinkedIn
 - Pinterest
 - Twitter
- TV, Videos and Movies
 - Hulu
 - MTV
 - Netflix
 - TVGuide
 - YouTube
- Job Search
 - CareerBuilder
 - Monster
- Daily Deals
 - Google Offers
 - Groupon
 - LivingSocial
- Other
 - AARP
 - Amazon
 - eBay

Time Spent on Social Networking Sites in an Average Day

*Household Measurement

Media Websites Visited

- Newspaper Websites
 - Yesterday
 - Past 7 Days
 - Past 30 Days
- Radio Websites
 - Past 7 days
 - Past 30 Days
- Television Websites
 - Yesterday
 - Past 7 Days
 - Past 30 Days

Participated in Company Purchase Decision

- Computer Hardware/Software
- Information Technology (Network/Internet)

Ways Used Internet or Apps Past 30 Days (By Device: Computer, Tablet, Smartphone, Other)

- Automobile Information
- Banking
- Blogs (Read or Contributed)
- Cable TV Network Site
- Consumer Reviews
- Daily Deals (Groupon, LivingSocial, etc.)
- Dating/Personal Ads
- Download Newspaper, Radio, or TV Apps
- Fantasy Football or Other Fantasy Sports
- Financial Information/Services
- Find a Business Address or Phone Number
- Games (Play or Download)
- Instant Messaging
- Job/Employment Search
- Listen to Internet Radio/Music (iHeartRadio, Radio.com, etc.)
- Listen to a Local Radio Station Online
- Listen to Online Music Service (Last.fm, Pandora, Spotify, etc.)
- Local/Community Events
- Local News
- Maps/GPS (Google Maps, MapQuest, etc.)

- Medical Services/Information
- Movies (Watch or Download)
- Movie Listings
- Music (Download or Purchase-iTunes, Google Play, etc.)
- National News
- Photo Processing/Sharing (Snapfish, Shutterfly, etc.)
- Podcasts (Watch, Listen, or Download)
- Real Estate Listings
- Restaurant Information (Reviews, Reservations, etc.)
- Search (Google, Yahoo!, etc.)
- Scan QR code
- Shopping
- Social Networking (Facebook, Twitter, LinkedIn etc.)
- Sports Scores/Updates
- Take College Courses
- Traffic
- Travel Reservations
- Video Clips (YouTube, etc.)
- Watch Free TV Programs
- Watch Live Sports
- Watch TV Programs Using Online Subscription Service (Hulu, Netflix, etc.)
- Weather
- Other Coupons
- Other Use

Items Shopped For/Purchased on Internet Past 12 Months

- Airline Tickets
 - Other Travel Reservations (Hotels, Auto Rentals, etc.)
- Books
- CDs
- Clothing/Accessories
- Computer Hardware/Software
- Consumer Electronics
- Cultural Event Tickets
- Flowers
- Furniture/Home Furnishings
- Groceries/Candy/Other Food
- Health and Beauty Items
- Home Accessories
- Insurance

- Medicine/Prescriptions
- Mobile Device Apps
- Movie Tickets
- Music Downloads (iTunes, etc.)
- Office Supplies
- Pet Supplies
- Sporting Event Tickets
- Sports Logo Apparel
- Toys/Games
- Vehicle
- Wine
- Other Products/Services

Amount Spent on Internet Purchases Past 12 Months

- Less Than \$100
- \$100 – \$249
- \$250 – \$499
- \$500 – \$999
- \$1,000 – \$2,499
- \$2,500 or More



DRUG & GROCERY

Grocery Stores*

- Stores Shopped Past 7 Days
- Store Purchased Most Groceries Past 7 Days

Convenience Stores

- Stores Bought Past 7 Days*
 - Gas
 - Alcoholic Beverage
 - Other Beverage
 - Snack/Candy
 - Other Food
 - Cigarette/Tobacco
 - Lottery Ticket
 - Other Item
- Any Online Grocery Store
- Amount Spent on Groceries Past 7 Days

*Household Measurement

Coupon Usage*

- Frequency of Use for Groceries/Other Products/Services
- How Obtained
 - Email
 - In-Store Circulars
 - In-Store Coupons
 - Internet Sites/Apps
 - Magazines
 - Mail
 - Preferred Customer/Loyalty Card
 - Product Packages
 - QR Code
 - Sunday Newspaper
 - Text Messages
 - Weekday Newspaper
 - Other Source

Food Products Used In Past 7 Days*

- Any Store Brand Food
- Baby Food
- Candy
- Coffee
- Energy Bars/Nutrition Bars
- Fresh Meat
- Frozen Pizza
- Ice Cream/Frozen Juice Bars/Frozen Yogurt
- Nuts
- Packaged Meats
- Prepared Foods (Chicken, Salad Bar, Sandwiches, etc.)
- Pretzels/Chips/Popcorn
- Ready-to-Eat Cereal
- Salsa
- Soup
- Tortillas
- Yogurt

Drug Stores

- Stores Bought Past 30 Days
 - Prescription Purchases
 - Other Drugs/Health or Beauty Items



HEALTHCARE

Medical Services Used at Hospital or Other Medical Facility Past 3 Years*

- Any Overnight Stay Procedure
- Cancer/Oncology
- Cardiac Care
- Corrective Eye Surgery
- Cosmetic Surgery
- Hospital Emergency Room
- Maternity Care
- Mental Healthcare
- Neurology
- Orthopedics
- Pediatrics
- Teeth Whitening, Veneers, etc.
- Treatment for Substance Abuse, Smoking or Nutrition
- Urgent Care Facility (Excluding Emergency Room)
- Other Medical Services

Healthcare Specialists Used Past 12 Months

- Cardiologist
- Chiropractor
- Cosmetic Surgeon
- Dentist
- Dermatologist
- OB/GYN
- Ophthalmologist
- Optometrist
- Orthopedist
- Physical Therapist
- Other Specialist

Stores Bought Glasses/Contact Lenses Past 12 Months

Hospitals Used Past 3 Years*

Places Purchased Prescription Drugs/Non-Prescription Drugs/Health/Beauty Items Past 30 Days

Reasons Bought Medications (OTC/Rx) Past 12 Months

- Allergies
- Anxiety/Depression
- Arthritis
- Asthma
- Children's Medicine
- Cholesterol
- Cold/Flu
- Diabetes
- Digestive Disorder
- High Blood Pressure
- Smoking Cessation
- Weight Loss
- Other

Planning to Shop for Next 12 Months*

- Nursing Care, Assisted Living or Retirement Facility

Health Insurance

- Type
- Insurance Provider
 - Group
 - Individual

Life Insurance

Belong to a Health/Fitness Club

Follow a Weight Loss Program

Contributed to Healthcare/Medical Organization*

Current Health Description

Actions Taken as a Result of Health Ads Past 12 Months

Smoking/Tobacco Products

- Tobacco/Other Nicotine Products Used Past 30 Days
- How Often Usually Smoke Cigarettes
- Have You Tried to Quit Smoking Past 12 Months

*Household Measurement



HOME IMPROVEMENT

Home Improvements Completed/ Planned & Amount Spent for Supplies and/or Labor Past 12 Months*

- Any Addition
- Carpeting/Floor Covering
- Exterior Paint
- Heating/Air Conditioning
- Installed Pool/Hot Tub/Spa
- Interior Paint/Wallpaper
- Landscaping
- Plumbing
- Remodeled Bathroom
- Remodeled Kitchen
- Replaced Or Repaired Roof
- Replaced Windows
- Siding
- Other Remodeling
- Other Home Improvement

Stores Shopped/Purchased Past 12 Months* (In-Store, Online, Mail and Phone Purchases)

- Carpeting/Floor Covering
- Consumer Electronics
- Furniture/Mattress
- Hardware, Building, Paint, Lawn and Garden Items
- Large Appliances



HOME SHOPPING

Electricity Providers*

- Household Has Choice of Electricity Provider
- Household Plans to Switch Electricity Provider in the Next 12 Months
- Current Electricity Provider for Household

Items Purchased and Amount Spent Past 12 Months*

- Camera/Accessories
- Carpeting/Floor Covering
- Draperies, Blinds, etc.
- Furniture
- Hardware, Building or Paint Items
- Lawn or Garden Items
- Mattress
- Other Consumer Electronics
- Television

Stores Shopped/Purchased Past 12 Months* (In-Store, Online, Mail and Phone Purchases)

- Carpeting/Floor Covering
- Consumer Electronics
- Furniture/Mattress
- Hardware, Building, Paint, Lawn and Garden Items
- Large Appliances

Items Owned and Items/Services Plan to Buy Next 12 Months*

- ATV (All-Terrain Vehicle)
- Blu-ray/DVD player
- Boat
- Computer (Desktop or Laptop)
- Day Care Service
- Digital Camera
- Energy Saving Appliance
- eReader (Kindle, Nook, etc.)
- Furniture
- HD Radio
- High-Definition TV (HDTV)
- Home Security System
- Major Appliance
- Mattress
- Mobile/Manufactured Home
- Motorcycle
- Office in the Home
- Pest Control Service
- Pool, Hot Tub, Spa
- Primary Home/Condo
 - New Construction
 - Existing Construction
- Satellite Radio
- Satellite TV Subscription
- Second Home
- Smart TV

- Smartphone (iPhone, Galaxy etc.)
- Smartwatch
- Streaming Media Player (Apple TV, Roku, etc.)
- Solar Panels
- Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)
- RV/Recreational Vehicle
- Game Console (PlayStation, Xbox, etc.)
- VoIP (Vonage, Skype, MagicJack, etc.)
- Wireless/Cell Phone Service



LIFESTYLE

Leisure Activities

- Casino
 - Casino Visited Past 12 Months
 - Casino Activities Past 12 Months
 - Attended a Stage Show or Concert
 - Bar/Nightclub
 - Other Gambling
 - Played Slot Machines
 - Played Table Games (Blackjack, Craps, Poker, Roulette, etc.)
 - Upscale Restaurant
- Circus
- Concert
 - Any Paid Ticket
 - Country Music
 - R&B/Rap/Hip-Hop
 - Rock
 - Symphony/Opera
 - Other Musical Concert (jazz, blues, etc.)
- Dance/Ballet Performance
- Follow a Weight Loss Program
- Health/Wellness/Fitness Expo

*Household Measurement

- Job Fair/Recruitment Fair
- Live Theater
- Movies
 - When See New Movie
 - Frequency
 - Past 30 Days
 - Past 3 Months
- Event (Market-Specific)
- Museum
 - Art
 - Other
- Nightclub
 - Comedy Club
 - Other Nightclub
- Number of Times Lottery/Scratch-off/Powerball Tickets Purchased
 - Past 30 Days
- Sports
 - High School Sports
 - NASCAR
 - Other Sports
 - See “Sports” Section
- Theme Park (Market Specific)
- Times Square (NYC)
- Zoo
- Other Places/Attractions
 - Local Market Specific

Personal Activities Past 12 Months

- Adult Continuing Education
- Basketball
- Bicycling
- Boating
- Bowling
- Camping
- Fishing
- Football
- Gardening
- Golf
- Grilling-Outdoor Cooking
- Health/Fitness Club
- Hiking/Backpacking
- Hunting
- Jogging/Running
- Lawn Care
- Photography
- Snow Skiing/Snowboarding

- Soccer
- Softball/Baseball
- Swimming
- Tennis
- Volunteer Work
- Yoga/Pilates

Other Activities/Local Market Specific

Planned Events in Next Year

- Attend Adult Continuing Education Classes
- Birth of Child
- Birth of Grandchild
- Buy House, Condo, or Co-Op
- Buy or Lease a Hybrid or Electric Vehicle*
- Get Married
- Go Back to School (for Degree/Certification)
- Last Child Finish College
- Look for New Job
- Make Last Home Mortgage Payment
- Move/Change Address
- Refinance Home Mortgage
- Retire
- Sell House, Condo, or Co-Op
- Shop for Nursing Care, Assisted Living or a Retirement Facility*

Pet Ownership

- Dog
- Cat
- Other

Green Lifestyles

- Buy Eco-Friendly Household Cleaning Products
- Buy Locally Grown Food
- Buy Organic Food
- Donate Time or Money to Environmental Causes
- Drive Less/Use Alternative Transportation
- Participate in energy-saving program through utility company
- Pay More for Eco-Friendly Products and Services

- Recycle Electronics (Batteries, Cell Phones, Computers, etc.)
- Support Politicians Based on Environmental Positions
- Use Cloth/Reusable Shopping Bags
- Use Rechargeable Batteries
- Other



MEDIA

Types of Television Programs Typically Watched

- Comedies
- Court Shows
- Daytime Soap Operas
- Daytime Talk Shows
- Documentaries
- Dramas
- Game Shows
- Kids' Shows
- Late-Night Talk
 - Morning
 - Evening
 - Late
- Movies
- Music Videos
- Mystery/Suspense/Crime
- National/Network News
- Novelas
- Reality
 - Adventure
 - Dating
 - Talent
- Religious
- Science Fiction
- Sports

Broadcast TV

- Viewing
 - Average Half-Hour
 - Cumulative Audience
 - Weekly

*Household Measurement

- Broadcast Network/Station Viewed
 - Past 7 Days
- Amount Contributed to Public TV*
- TV Websites Visited
 - Yesterday
 - Past 7 Days
 - Past 30 Days

Sports Programming Watched on Broadcast TV or Cable or Listened to on the Radio Past 12 Months

TV Enhancements Own/Plan to Buy*

- Blu-ray/DVD Player
- DVR
- HDTV
- Satellite-TV Subscription
- Video Game System

Cable TV

- Cable Network Viewed
 - Past 7 Days
- Type of Cable/Satellite Subscription*
 - Hard-Wired (Cable)
 - Telco (Cable)
 - Satellite
- Cable/Telco TV Provider
- Used VOD in the Past 30 Days to Watch*
 - Children's Programs
 - Free Movies
 - Info on Automobiles, Real Estate or Classifieds
 - Pay Movies
 - Premium Channels
 - Sports
 - TV Shows
- Number of Pay-Per-View Live Events Watched Past 12 Months*
- Receive Any Premium Channels*
- Satellite Dish*
 - Subscription
 - Provider

- Subscribe/Plan to Subscribe to HDTV Service*
- Ways Internet Used Past 30 Days
 - Cable TV Network Website
 - Watch (Free TV Programs, Live Sports, TV Programs Using Online Subscription Service)

Radio

- Amount Contributed to Public Radio*
- HD Radio*
 - Own
 - Plan to Buy
- Listening
 - M-F Primary Dayparts AQH
 - M-F Primary Dayparts CUME
 - Total Week AQH
 - Total Week CUME
 - Weekend Total CUME
- Radio Websites Visited
 - Past 7 Days
 - Past 30 Days
- Satellite Radio*
 - Own
 - Plan to Buy
- Ways Internet Used Past 30 Days
 - Listen to Local Radio Station
 - Listen to Online Music Service
 - Listen to Internet Radio

Yellow Pages (Printed) Past 7 Days (Home, Work, Elsewhere)

Magazines & Non-Daily Newspapers

- Read Past 6 Months
- Number of Issues Usually Read

Out-of-Home Media

- Digital Video Displays, Places Viewed Past 3 Months/30 Days
 - Airplanes
 - Airports
 - Doctors' offices/hospitals
 - Gas stations
 - Grocery stores
 - Health clubs/gyms

- Office Lobbies/Elevators
- Restaurants/Bars
- Retail stores
- Shopping malls
- Other
- Mall Media
- Pedestrian Traffic
- Roads Traveled Past 7 Days
- Time Spent Commuting to Work One-Way
- Total Miles Traveled Past 7 Days
- Types of Transportation Used Past 7 Days
 - Bicycle
 - Bus
 - Carpool
 - Drive
 - Taxi
 - Other Local Market Specific

Newspapers

- Avg. Issue Audience/Cumulative Audience
 - Daily/Saturday/Sunday
- e-Edition Readership
 - Daily/Sunday
- Newspaper Websites Visited
 - Yesterday
 - Past 7 Days
 - Past 30 Days
- Read Newspaper on Mobile/Electronic Device Past Month
 - Type of Device Used (Tablet, Smartphone, or Other Device)
- Section Readership (Daily, Saturday and Sunday)
 - Advertising Circulars/ Inserts/Flyers
 - Business/Finance News
 - Classified Advertising
 - Comics
 - Editorial/Opinion
 - Entertainment/Lifestyle
 - Fashion
 - Food/Cooking

*Household Measurement

- Home and Garden
- International/National News
- Local News
- Main News/Front Page
- Movie Listings and Reviews
- Science and Technology
- Sports
- Travel
- TV/Radio Listings

Mean/Median Daily Time Spent With Media[^]

- Broadcast TV
- Cable TV
- Radio

[^]Available on Select Software Platforms



RESTAURANT

Quick Service Restaurants Used Past 30 Days (Eat-In, Drive-Thru, Take-Out, Home Delivery, Other)

- Brand
 - Meal Type (Breakfast, Lunch, Dinner, Other)
- Frequency of Use

Sit-Down Restaurants Used Past 30 Days (Eat-In, Drive-Thru, Take-Out, Home Delivery, Other)

- Brand
 - Meal Type (Breakfast, Lunch, Dinner, Other)
- Frequency of Use

Restaurant Type (Eat-In, Drive-Thru, Take-Out, Home Delivery, Other)

- Meal Type (Breakfast, Lunch, Dinner, Other)
 - Any Pizza
 - Chinese
 - Other Asian
 - Coffee House/Bar

- Italian
- Mexican
- Seafood
- Sports Bar
- Steakhouse
- Upscale



RETAIL

Clothing Stores Shopped or Purchased Past 3 Months (In-Store, Online, Mail-Order and Phone Purchases)

Shopping Centers/Malls Shopped

- Mall Media Reach/Frequency
 - Past 3 Months
 - Past 30 Days

Major/Department Stores (In-Store, Online, Mail-Order, Phone Purchases)

- Shopped
 - Past 3 Months
 - Past 30 Days
- Purchased
 - Past 30 Days

Stores Shopped/Used Services Past 3 Months & Past 12 Months (In-Store, Online, Mail-Order, Phone Purchases)

- Books
- Bridal
- Costume Jewelry
- Day Spa
- Dry Cleaner
- Fine Jewelry
- Florists
- Game/Toy
- Home Accessories
- Music/Video
- Office Supplies/Services
- Pet Supplies
- Other

Stores Shopped Past 3 Months (In-Store, Online, Mail-Order, Phone Purchases)

- Shoes/Sneakers/Footwear
- Sporting Goods

Consumer Electronics Stores Shopped/Purchased Computer Hardware/Software Past 12 Months *

Places Viewed Digital Video Displays in Past 30 Days and Past 6 Months

Direct Mail Past 12 Months (Advertising/Mail-Order Catalog)

- Merchandise or Services Bought
- Number of Times Purchased

Items Purchased & Total Amount Spent Past 12 Months

- Athletic Clothing
- Athletic Shoes
- Children's Clothing
- Cosmetics/Perfumes
- Costume Jewelry
- Fine Jewelry
- Infants' Clothing
- Men's Business Clothing
- Men's Casual Clothing
- Men's Shoes
- Skin Care Items
- Sports Equipment
- Women's Business Clothing
- Women's Casual Clothing
- Women's Shoes

Sports Apparel With Team/League Logos Bought Past 12 Months (In-Store, Online, Mail-Order and Phone Purchases)

Online Shopping

- Amount Spent Past Year
- Items Shopped/Purchased Past Year

*Household Measurement



SPORTS

Sports Programs Past 12 Months: Broadcast TV, Cable TV, Radio (Including Local Teams)

- College Basketball
 - NCAA Men's Tournament
 - NCAA Women's Tournament
 - Regular Season
- College Football
 - Bowl Games
 - Regular Season
- Motorsports
 - Formula One (F1) Racing
 - IndyCar Series
 - NASCAR
 - NHRA Drag Racing
 - Other Auto Races
 - Supercross/Motocross
 - IMSA SportsCar Championship
- Pro Baseball
 - All MLB Teams
 - Minor League Baseball
 - MLB Playoffs
 - World Series
- Pro Basketball
 - All NBA Teams
 - NBA Finals
 - NBA Playoffs
 - WNBA
- Pro Football
 - AFL (Arena Football League)
 - All NFL Teams
 - Monday Night Football
 - NFL Playoffs
 - Sunday Night Football
 - Super Bowl
 - Thursday Night Football
- Pro Golf
 - LPGA Tour (Women's Golf)
 - PGA TOUR (Men's Golf)
- Pro Hockey
 - NHL Teams
 - Minor League Hockey
 - Stanley Cup Playoffs
- Pro/College Lacrosse
- Pro Soccer
 - Mexican League Soccer
 - Mexican Soccer National Team
 - MLS (Major League Soccer)
 - U.S. Soccer National Team
- Pro Tennis
 - ATP (Men's Tennis)
 - WTA (Women's Tennis)
- Other Sports
 - Extreme/Action Sports
 - Figure Skating
 - Fishing
 - Horse Racing
 - Olympics
 - PBA (Pro Bowling)
 - PBR (Pro Bull Riding)
 - Pro Boxing
 - Pro Rodeo
 - Pro Surfing
 - Tournament Poker
 - Ultimate Fighting Championship (UFC)
 - WWE (Pro Wrestling)
- Motorsports
 - Formula One (F1) Racing
 - IndyCar Series
 - Monster Jam (Monster Trucks)
 - MotoGP (Grand Prix Motorcycle Racing)
 - NASCAR
 - NHRA Drag Racing
 - Supercross/Motocross
 - IMSA SportsCar Championship
- Pro Sports
 - AFL (Arena Football League)
 - ATP (Men's Tennis)
 - Cricket
 - European Soccer
 - Extreme/Action Sports
 - Horse Racing
 - LPGA Tour (Women's Golf)
 - Mexican League Soccer
 - Minor League Baseball
 - Minor League Hockey
 - MLB
 - MLS
 - NBA
 - NBA D-League (NBA Development League)
 - NFL
 - NHL
 - PBR (Pro Bull Riding)
 - PGA Tour (Men's Golf)
 - Pro Boxing
 - Pro Rodeo
 - Ultimate Fighting Championship (UFC)
 - WNBA
 - WTA (Women's Tennis)
- Other Sports
 - Figure Skating
 - Gymnastics
 - High School Sports
 - Olympics
 - WWE (Pro Wrestling)

Sports/Teams Followed on Social Networking/Internet/Apps

- College Sports
- MLB
- MLS
- NASCAR
- NBA
- NFL
- NHL
- None

Avidity/Level of Interest in/Number of Games Attended Past 12 Months

- College Sports
 - Baseball
 - Basketball
 - Football
 - Hockey

*Household Measurement

Sports Apparel With Team/League Logos Purchased Past 12 Months

- College Sports
- High School Sports
- MLB
- NASCAR
- NBA
- NFL
- NHL
- WWE (Pro Wrestling)
- Other Sports



TELCOM & MOBILE

Wireless/Cell Phone Service Subscriber

Wireless/Cell Phone

- Amount of Monthly Bill
- Brand of Wireless/Cell Carrier
- Brand of Wireless/Cell Phone Own
- Operating System Used by Smartphone
- Payment Plan
 - Prepaid Usage
 - Receive Bill Each Month
- Plan to Purchase*
- Plan to Switch Carrier

Wireless/Cell Phone Features Used

- Data (Email, Internet, etc.)
- Texting

Telephone*

- International Areas Called for Personal Reasons Past 30 Days
- Long-Distance Carrier



TRANSPORTATION

Modes Of Transportation Used Past 7 Days

- Bicycle
- Bus
- Carpool
- Drive
- Taxi
- On-Demand Car Service (Uber, Lyft, etc.)
- Other Local Market Specific

Roads Traveled Past 7 Days

Total Miles Traveled Past 7 Days

Distance Walked in Town, City or Downtown Area Past 7 Days

Time Spent Commuting to Work One-Way

Out-of-Home Media

- Pedestrian Traffic
- Places Viewed Digital Video Displays
 - Past 6 Months
 - Past 30 Days



TRAVEL

Shopped/Purchased Online Past 12 Months

- Airline Tickets
- Other Travel Reservations

Places Visited for an Overnight Stay or Longer in the Past 12 Months (Business or Personal/Vacation)

Number of Domestic Airplane Round-Trips Taken Within the Continental U.S. in the Past 12 Months

- Business
- Personal/Vacation
- Total Trips

Places Traveled Outside Continental U.S. Past 12 Months

Type of Vacation Plan To Take Next Year

Number of Round Trips Taken Outside Continental U.S. Past 12 Months

- Business
- Personal/Vacation
- Total Round Trips

Travel-Related

- Airlines Used Past 12 Months
 - Business
 - Personal/Vacation
- Airport Used as Point of Departure Past 12 Months
- Attractions Visited Past 12 Months
- Cruise Lines Used Past 3 Years
- Hotels/Motels Used Past 12 Months
- Rental Car Companies Used Past 12 Months
- Use of Travel Agent*

Participated in Company Purchasing Decision

- Business Travel/Convention Arrangements

*Household Measurement



VOTING

Registered to Vote

Political Party Affiliation

Frequency of Voting

- Local Elections
- Presidential Elections
- Statewide Elections

Contributed to Political Organization*

Support Politician Based on Environmental Position

*Household Measurement