WHAT’S IN THE SCARBOROUGH SURVEY?

Auto Insurance Providers
- Plan To Switch

Auto Repairs/Service
- Paid/Unpaid Labor Past 12 Months*
  - 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

Financial Services Have/Use /Primary Bank*
- Auto Loan

Items Shopped For/Purchased On Internet Past 12 Months
- Vehicle

Merchandise/Services Bought Past 12 Months Result Of Mail Ads
- Websites/Apps Used To Gather Information To Shop For New/Used Vehicle*

Stores Shopped For Auto Products/Services Past 12 Months*

Stores Where Household Usually Buys Tires*

Technology Features In Any Household Vehicle*

Vehicle Bought/Own*
- Bought New/Used/Leased
- Make, Model Type, Year
- Miles Traveled One Way To Buy/Lease Last New/Used Vehicle
- Model Type Foreign/Domestic
- Number New/Used Owned/Leased
- Own/Lease Hybrid Vehicle
- Reason Used Dealer To Buy/Lease Last New/Used Vehicle

Vehicle Plan To Buy*
- Amount Plan To Pay For New/Used/Leased
- Dealerships Might Shop If Planning To Buy/Lease A New/Used Vehicle* (in-store/online)
- Hybrid
- Plan To Buy/Lease New/Used Vehicle Next 12 Months
- Type Of Vehicle

Ways Used Internet Or Apps Past 30 Days
- Automobile Information

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Insurance
- Auto
  - Provider
  - Plan To Switch Provider
- Homeowners/Renters
  - Provider
  - Plan To Switch Provider
- Life
- Health
  - Type
  - Provider
  - Group
  - Individual

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

Participated In Company Purchasing Decision
- Business Travel Or Convention Arrangements
- Computer Hardware/Software
- Information Technology (Network/Internet)
- Office Equipment/Office Supplies
- Overnight Delivery Services
- Other Purchasing Decision

Professional Services Used Past 12 Months
- Accountant
- Attorney
- Bankruptcy
- Divorce/Family
- Personal Injury

- Other
- Check cashing, cash advance, or title loan shop
- 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

Types Of Organizations Contributed To Past 12 Months
- Arts/Cultural
- Educational/Academic
- Healthcare/Medical
- Military/Veterans
- Political
- Religious
- Social Care/Welfare
- Other Organization

Ways Used Internet Or Apps Past 30 Days
- Financial/Insurance/Investment

Alcoholic Beverages Drink, Drank Past 7 Days & Drink Most Often
- Beer
- Hard Cider

- Liquor (Spirits)
- Wine
- Wine Coolers

Alcoholic Beverages Drank Past 30 Days & Drink Most Often Types And Brands
- Domestic Light Beer
- Regular Beer
- Imported Beer
- Malt Alternatives

Alcoholic Beverages Drank Past 30 Days
- Hard Cider
- Type Of Liquor (Spirits)
- Malt Liquor
- Microbrew/Craft
- Wine
- Wine Coolers
- Non-Alcoholic Beer

Items Shopped/Bought On The Internet Past 12 Months.
- Wine

Non-Alcoholic Beverages Drank Past 7 Days, Most Often By Types & Brand
- Bottled/Canned Tea
- Bottled Water
- Enhanced Water
- Any Flavored Water
- Energy Drinks
- Orange Juice
- Other Juice/Juice Drinks
- Soft Drinks Regular/Diet
- Specialty Coffee Iced/Hot
- Sports Drinks

Wine
- Brand Bought Past 3 Months
- How Often Usually Drink
• Usual Price Range For Purchased At A Store
• Type Bought Past 3 Months & Drink Most Often

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

NIELSEN SCARBOROUGH

• Currently Enrolled/Attending Classes At A College Or University
• Attended Specialty/Vocational School
• Plan To Go Back To School
• Attend Adult Continuing Education Classes

Employment Status
• Full-Time/Part-Time/ Not Employed
• Plan To Seek A New Job
• Reason Not Employed
• Self-Employed
• Small Business Owner
• Work At Home
• Occupation
• Gender
• Grandparent Of Child Under 18
• Have A Child In College
• Hispanic
• Hispanic Origin
• Born In US‡
• Length Of Time In US‡
• Country Of Origin‡
• Language Preferred ‡
• Speak Most In Home‡
• Speak Most Away From Home‡
• Marital Status
• Military Service
• Parent Of A Child Under 18
• Race
• Sexual Orientation
• Zip Code Of Employment
• Zip Code Of Residence

‡Among Hispanic Respondents Only

Access Internet Past 30 Days
Amount Spent On Internet Purchases Past 12 Months
Computer/Mobile Devices Owned
• Desktop Computer
• Laptop Or Notebook Computer
• Smartphone (Android, Blackberry, Iphone, Etc.)
• Tablet (Ipad, Galaxy Tab, Amazon Fire, Etc.)

Consumer Electronics Stores Past 12 Months
• Shopped
• Bought

Financial Services Has/Use*
• Mobile Banking
• Online Banking
• Online Bill Paying

How Usually Obtains Coupons*
• E-Mail
• Website/Apps
• QR Code
• Text Message

Internet Service Provider (ISP) Used*

Website Visited/Apps/Streaming Services Used Past 30 Days
• AARP
• ABC News
• Amazon
• Angieslist
• Apple Music

Household*
• Home Ownership
• Household Income
• Household Size
• Market Value Of Owned Home
• Number Of Adults
• Number Of Children
• Number Employed
• Number Of Teenagers
• Presence Of Children By Age
• Type Of Dwelling
• Years In Present Home

Personal
• Age
• Caregiver Of Aging Parents
• County Of Residence
• Education
  • Level Attained

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• AOL
• Amazon Music
• Amazon Prime Video
• AT&T NOW
• Bing
• Careerbuilder
• CBS All Access
• CBS News
• CNN
• Coupons.com
• Craigslist
• Disney+
• Ebay
• ESPN
• ESPN+
• Facebook
• Foxnews
• Foxsports
• fubo TV
• Google
• Google Play Music
• Groupon
• HBO NOW
• Huffington Post
• Hulu
• iHeart Radio
• Instagram
• Linkedin
• Livingsocial
• MLB
• Mlsoccer
• Monster
• MSN
• NASCAR
• NextRadio
• NBA
• NBC News
• Netflix
• NFL
• NHL
• PGATOUR
• Pandora
• Pinterest
• Play.It
• Radio.com
• Redbox On Demand
• Retail Me Not
• SiriusXM.com
• Sling TV
• Snapchat
• Spotify
• Stitcher
• The Weather Channel
• TV Guide
• Twitter
• TuneIn
• Uber
• UFC
• Uforia Musica
• WWE
• Yahoo!
• Yelp
• Youtube
• Youtube TV
• Local Websites
• Other Streaming Services

Items Shopped For/Purchased On Internet Past 6 Months
• Airline Tickets/Reservations
• Beer/Wine/Liquor
• Books/eBooks
• Clothing/Shoes/Accessories
• Computer Hardware/Software
• Drugs/Remedies (Perscriptions)
• Event Tickets (Sports, Concerts, Live Shows, etc).
• Flowers
• Furniture/Home Furnishings
• Groceries
• Health And Beauty Items
• Home Appliance
• Home Improvement
• Hotel/Vacation Packages

• Movie Tickets
• Music CDs
• Music Downloads (Itunes, Etc.)
• Office Supplies
• Pet Products/Supplies
• Sports Goods/Apparel
• Toys/Games (Non-Electronic)
• Vehicle (Car, Truck, SUV, etc)

Media Websites Visited
Yesterday/Past 7/30 Days
• Newspaper Websites
• Radio Websites
• Television Websites

Mobile Device Used To Read A Newspaper Past 30 Days

Online Grocery Store Shopped Past 7 Days

Owns Computer
• Household*
• Individual

Owns/Plan To Buy Next 12 Months
• Computer
• Digital Camera
• Ereader (Kindle, Nook, Etc.)
• Game Console
• Smart TV
• Smartphone
• Smartwatch
• Streaming Media Player
• Tablet
• VOIP

Participated In Company Purchase Decision
• Computer Hardware/Software
• Information Technology (Network/Internet)
Places Viewed Digital Video Displays Past 30 Days/Past 6 Months
- Airplanes
- Airports
- Doctors' Offices/Hospitals
- Gas Stations
- Grocery Stores
- Health Clubs/Gyms
- Movie Theater Lobbies
- Office Lobbies/Elevators
- Restaurants/Bars
- Retail Stores
- Shopping Malls
- Taxis
- Other Place

Professional Service Used Past 12 Months
- Online Investing/Stock Trading

Time Spent On Internet In An Average Week

Time Spent On Social Networking Sites In An Average Day

Type Of Internet Connection*
- Cable
- DSL
- Fiber Optics (AT&T Fiber, Verizon Fios, Etc.)
- Satellite
- Cell Phone Carrier Data Plan
- Other Connection (Including Public Wi-Fi Or Dial-Up)

Ways Used Internet Or Apps Past 30 Days: Streaming
- Breaking News (national/global)
- Business News
- Download a video podcast
- Download an audio podcast
- General News
- Listen to music/audio (song/album/clip)
- Listen to radio (broadcasts or sites/apps to create a station)
- Movies or Movie Clips
- Sports (streaming)
- TV Show – live broadcast
- TV Show – pre-recorded

Amount Spent On Groceries Past 7 Days

Convenience Stores
- Stores Bought Past 7 Days*
- Stores Bought Past 7 Days*
- Alcoholic Beverage
- Cigarette/Tobacco
- Gas
- Lottery Ticket
- Snack/Candy
- Other Beverage
- Other Food
- Other Item

Coupon Usage*
- Frequency Of Use For Groceries/Other Products/Services
- How Obtained
  - Email
  - In-Store Circulars
  - In-Store Coupons
  - Website/Apps
  - Magazines
  - Mail
  - Preferred Customer/Loyalty Card
  - Product Packages
  - QR Code
  - Sunday Newspaper
  - Text Messages
  - Weekday Newspaper
  - Other Source

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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

Grocery Stores*
- Stores Shopped Past 7 Days
- Store Where Bought Most Groceries Past 7 Days
- Any Online Grocery Store
- Any Hispanic Grocery Store

Items Shopped For/Purchased On Internet Past 12 Months
- Groceries/Candy/Other Food
- Wine

Food Delivery Services Household Used Past 30 Days

Merchandise/Services Bought Past 12 Months As Result Of Mail Ads
- Groceries

Actions Taken As A Result Of Health Ads Past 12 Months

Belong To A Health Club Or Gym

Current Health Description

Contributed To Healthcare/Medical Organization*

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

Follow A Weight Loss Program

Healthcare Specialists Used Past 12 Months
- Audiologist
- Cardiologist
- Chiropractor
- Cosmetic Surgeon
- Dentist
- Ophthalmologist
- Optometrist
- OB/GYN
- Orthopedist
- Orthodontist
- Physical Therapist
- Dermatologist
- Other Specialist

Hospitals Used Past 3 Years*

Insurance
- Life

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
- Dental implants
- Hospital Emergency Room
- Maternity Care
- Mental Healthcare
- Neurology
- Orthopedics
- Pediatrics
- Teeth Whitening, Veneers, Etc.
- Treatment For Substance Abuse, Smoking Or Nutrition
- Urgent Care Facility
- Other Medical Services

Places Viewed Digital Video Displays In Past 30 Days And Past 6 Months
- Doctors’ Offices/Hospitals

Planning To Shop For Next 12 Months*
- Out-of-Home Nursing Care, Assisted Living Or Retirement Facility

Reasons Bought Medications (OTC/Rx) Past 12 Months
- Allergies
- Anxiety/Depression
- Arthritis
· Asthma
· Cholesterol
· Diabetes
· Digestive Disorder
· Hair Loss
· High Blood Pressure
· Quit Smoking
· Weight Loss
· None of These

**Household Measur Select Markets**

· Smoking/Tobacco Products
  · Tobacco/Other Related Products Used Past 30 Days
  · Marijuana/Cannabis (Including Edibles) Used Past 30 Days**
  · How Often Usually Smoke Cigarettes
  · Have You Tried To Quit Smoking Past 12 Months

· Stores Bought Glasses/Contact Lenses Past 12 Months

**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

· Type Of Home Improvements Done/Planned & Amount Spent For Supplies And/Or Labor Past 12 Months*
  · Any Addition

· Electricity Providers*
  · Household Plans To Switch Electricity Provider In The Next 12 Months
  · Current Electricity Provider For Household

· Items Purchased And Amount Spent Past 12 Months*
  · Carpeting/Floor Covering
  · Curtains, Blinds, Etc.
  · Furniture
  · Hardware, Building Or Paint Items
  · Lawn Or Garden Items
  · Mattress
  · Other Consumer Electronics
  · Television

· Items Shopped For/Purchased On Internet Past 12 Months
  · Computer Hardware/Software
  · Consumer Electronics
  · Furniture/Home Furnishings
  · Home Accessories

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Activities Past 12 Months
- Adult Continuing Education
- Basketball
- Bicycling
- Boating
- Bowling
- Camping
- Competitive Video Gaming
- Fishing
- Football
- Gardening
- Golf
- Grilling-Outdoor Cooking
- Hiking/Backpacking
- Hunting
- Organized Road Race (ie 5k, marathon, etc.)
- Other Jogging - Running
- Lawn Care
- Photography
- Snow Skiing/Snowboarding
- Soccer
- Softball/Baseball
- Swimming
- Tennis
- Volunteer Work

Casino Visited/Activities Past 12 Months
- Any Casino Visited
- Sports Betting
- Stage Show/Concert
- Bar/Nightclub
- Spa
- Other Gambling
- Slot Machines
- Table Games (Craps, Poker, Etc.)
- Upscale Restaurant

Events Attended/Places Visited Past 12 Months
- Circus
- Concert
- Any Paid Ticket
- Country Music
- R&B/Rap/Hip-Hop
- Rock
- Symphony/Opera
- Other Musical Concert (Jazz, Blues, Etc.)
- Dance/Ballet Performance
- Fairs/Festivals
- Arts/Crafts Fair
- Health/Wellness/Fitness Expo
- Job Fair/Recruitment Fair
- Live Theater
- Museum
- Art
- Other
- Nightclub
- Comedy Club
- Other Nightclub
- Sports
- College Sports
- High School Sports
- NASCAR
- Any Professional Sports
- Other Sports
- See "Sports" Section
- Theme Park (Market Specific)
- Times Square (NYC)
- Zoo
- Other Places/Attractions/Events
- Local Market Specific

Green/Eco-Friendly Activities
- Buy Locally Grown Food
- Buy Or Lease A Hybrid Or Electric Vehicle*
- 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
- Buy Eco-Friendly Household Cleaning Products
- Use Rechargeable Batteries
- Use Cloth/Reusable Shopping Bags

Lifestyle Characteristics
- Belong To Health Club Or Gym
- Caregiver Of Aging Parent Or Relative
- Current Or Former Military Service
- Follow A Weight Loss Program
- Have Child In College
- Have Life Insurance
- Pet Ownership
- Own A Cat
- Own A Dog
### Lifestyle Events Planned In Next 12 Months
- Attend Adult Continuing Education Classes
- Birth Of Child
- Birth Of Grandchild
- Buy House, Condo, Or Co-Op
- 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*

### Lottery Tickets Number Of Times Bought Past 30 Days
- Powerball
- Scratch-Off
- Other

### Movies
- When See New Movie
- Number Of Times Attended At A Theater
- Past 30 Days
- Past 3 Months

### Broadcast Television
- Amount Contributed To Public TV*
- Broadcast Network/Station Viewed
  - Past 7 Days
  - Number ½ Hours Watched Past 7 Days
- Sports Programs Watched On Broadcast TV Past 12 Months
- Stations Viewed
  - Average Half-Hour
  - Cumulative Audience
  - Past 7 Day
  - Past M-F By Daypart
  - Past M-Su PRIME Time
- TV Websites Visited
  - Yesterday
  - Past 7 Days
  - Past 30 Days

### Cable TV
- Cable Network Viewed Past 7 Days
- Cable/Telco TV
  - Provider
  - Subscription
- Number Of Pay-Per-View Live Events Watched Past 12 Months
- Premium Channels*
- Satellite TV*
  - Subscription
  - Provider
- Subscribe/Plan To Subscribe To HDTV Service*
- Type Of Cable/Satellite Subscription*

### Other Television
- Household Uses DVR
- Types Of Programs Typically Watched on Television or Streamed Online (Netflix/Hulu/SlingTV, etc).
  - Comedies
  - Court Shows
  - Daytime Soap Operas
  - Daytime Talk Shows
  - Documentaries
  - Dramas
  - Food/Cooking Show
  - Game Shows
  - Kids’ Shows
  - International
  - Late-Night Talk
  - Local News
  - Morning
  - Evening
  - Late
  - Movies
  - Mystery/Suspense/Crime
  - National/Network News
  - Novelas
  - Reality
    - Adventure
    - Dating
    - Talent
    - Religious
  - Religion
  - Science Fiction
  - Sports
- Used VOD In The Past 30 Days To Watch*
  - Children’s Programs
  - Info On Automobiles, Real Estate Or Classifieds
  - Movies Pay/Free
  - Premium Channels
• Sports
• TV Shows

Newspapers
• Ways Generally Access Newspaper Content
• Average Issue/Cume Readership
  • Daily/Sunday Print Edition
  • Daily/Sunday E-Edition
• Integrated Newspaper Audience
• Newspaper Websites Visited
  • Yesterday
  • Past 7 Days
  • Past 30 Days
• Read Newspaper On Mobile/ Electronic Device Past 30 Days
• Type Of Device Used (Tablet, Smartphone, Or Other Device)
• Number Of Print Editions Read
• Section Readership (Daily, Saturday And Sunday)
  • Advertising Inserts/ Flyers
  • Automotive
  • Business/Finance
  • Classified Advertising
  • Comics
  • Editorial/Opinions
  • Entertainment/Lifestyle
  • Fashion
  • Food/Cooking
  • Home And Garden
  • International/National News
  • Local News
• Main News/Front Page
• Movie Listings/Reviews
• Obituaries
• Real Estate
• Science And Technology
• Sports
• Travel
• TV/Radio Listings
• Ways Used Internet Or Apps Past 30 Days
  • News – Business/Financial

• News – General/Political
• News - Technology
• News/Current Events
• Streaming News

Out-Of-Home Media
• Digital Video Displays, Places Viewed Past 30 Days/6 Months
• Airplanes
• Airports
• Doctors’ Offices/Hospitals
• Gas Stations
• Grocery Stores
• Health Clubs/Gyms
• Office Lobbies/Elevators
• Restaurants/Bars
• Retail Stores
• Shopping Malls
• Other
• Distance Walked In Town, City Or Downtown Area Past 7 Days
• Malls
  • Mall Media Frequency
  • Shopped Past 30 Days
  • Shopped Past 3 Months
• Mode Of Transportation Used Past 7 Days
  • Bicycle Rental
  • Bus
  • Carpool
  • Drive
  • Scooter Rental
  • Taxi
  • None of These
• Roads Traveled Past 7 Days
• Time Spent Commuting To Work One-Way
• Total Miles Traveled Past 7 Days

Publications Magazines & Non-Daily Newspapers
• Read Past 6 Months
• Number Of Issues Usually Read

Radio
• Amount Contributed To Public Radio*
• Format Listened To M-Su 6A-12M
• Items Own/Plan To Buy
  • HD Radio*
  • Satellite Radio*
• Radio Websites Visited
  • Past 7 Days
  • Past 30 Days
• Sports Programs Listened To Past 12 Months
• Station Listening
  • M-F Primary Dayparts AQH
  • M-F Primary Dayparts CUME
• Total Week AQH
• Total Week CUME
• Weekend Total CUME
• Ways Internet Used Past 30 Days (Streaming)
  • Listen To Music/Audio
  • Listen to radio (broadcasts or sites/apps to create station)

Watched/Listened/Downloaded a Podcast in the past 30 Days

Time Spent With Media/Media Heaviness
• Mean/Median Daily/Total Weekly Minutes Spent With Media
  • Broadcast TV
  • Cable TV
  • Total TV
  • Radio
• Number Of ¼ Hours Listened To On Radio Past 7 Days
• Number Of ½ Hours Watched Past 7 Days
  • Broadcast TV
  • Cable TV
  • Total TV
TV Enhancements Own/Plan To Buy Next 12 Months*
- Blu-Ray/DVD Player
- DVR
- HDTV
- Satellite-TV Subscription
- Video Game System

Casino Visited/Activities Past 12 Months
- Upscale Restaurant

Digital Video Displays, Places Viewed Past 30 Days/6 Months
- Restaurants/Bars

Merchandise/Servs. Bought Past 12 Months As Result Of Mail Ads
- Fast Food Or Restaurant Meal

Ways Used Internet Or Apps Past 30 Days
- Movie Listings/Reviews
- News – Business/Financial
- News – General/Political
- News – Technology
- News/Current Events
- Post/Share/Process Photos
- Sports Scores/Updates

Ways Used Internet Or Apps Past 30 Days: Streaming
- Breaking News (national/global)
- Business News
- Download a video podcast
- Download an audio podcast
- General News
- Listen to music/audio (song/alubum/clip)
- Listen to radio (broadcasts or sites/apps to create a station)
- Movies or Movie Clips
- Sports (streaming)
- TV Show – live broadcast
- TV Show – pre-recorded

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

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

Restaurant Type (Eat-In, Drive-Thru, Take-Out, Home Delivery, Other)
- Type Of Restaurant Used Past 30 Days
- Pizza
- Chinese
- Other Asian
- Coffee House/Bar
- Italian
- Mexican
- Seafood
- Sports Bar
- Steakhouse
- Upscale
- Meal Type (Breakfast, Lunch, Dinner, Other)

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

Restaurant Reviews/Information

Any Restaurant Used Past 30 Days
• Furniture
• Groceries
• Home Cleaning Services (Carpet, Draperies, air ducts, etc.)
• Insurance
• Other Merchandise Or Service

Number Of Times Bought Merchandise Or Services As A Result Of A Mail Order Catalog Or Other Advertising Received In The Mail Past 12 Months

Online Shopping
• Amount Spent Past Year
• Items Shopped/Purchased 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

Places Viewed Digital Video Displays In Past 30 Days And Past 6 Months
• Gas Stations
• Grocery Stores
• Retail Stores
• Shopping Malls

Shopping Centers/Malls Shopped
• Past 3 Months
• Past 30 Days
• Mall Media Reach/Frequency

Stores Shopped In-Store/Online, Purchased Past 3 Months
• Bookstores
• Bridal
• Clothing
• Day Spa
• Dry Cleaner
• Florists
• Game/Toy
• Home Accessories
• Jewelry
• Costume
• Fine Jewelry
• Major Department Stores
• Music/Video
• Office Supplies/Services
• Pet Supplies
• Shoes/Sneakers/Footwear
• Sporting Goods
• Other

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

Activities Past 12 Months
• Basketball
• Bicycling
• Boating
• Bowling
• Camping
• Fishing
• Football
• Golf
• Hiking/Backpacking
• Hunting
• Jogging/Running
• Snow Skiing/Snowboarding
• Soccer
• Softball/Baseball
• Swimming
• Tennis
• Yoga/Pilates

Avidity/Level Of Interest In/Number Of Games Attended Past 12 Months
• College Sports
  • Baseball
  • Basketball
  • Football
  • Hockey
• 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
  • 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
• 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)

**Household Measure**

Events Attended/Places Visited Past 12 Months
• College Sports
• High School Sports
• Motorsports
• NASCAR

Radio Past 12 Months (Including Local Teams)
• College Basketball
• NCAA Men’s Tournament
• NCAA Women’s Tournament
• Regular Season
• College Football
• Bowl Games
• Regular Season
eSports (professional video gaming)
• Monster Jam (monster trucks)
• 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
  • 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

Items Shopped For/Purchased On Internet Past 12 Months
• Sporting Event Tickets
• Sports Logo Apparel

Websites Visited Or Apps Used Past 30 Days
• ESPN
• MLB
• Missoccer
• NASCAR
• NBA
• NFL
• NHL
• UFC
• WWE
• Local Team Websites

Radio Format Listened To M-Su 6A-12M
• All Sports
• Spanish Sports

Special TV Sports Programming Watched Past 12 Months

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

Sports Watch On Broadcast/Cable TV Or Listened To On

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- 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)

Sports/Teams Followed On Social Networking/Internet/Apps
- College Sports
- MLB
- MLS
- NASCAR
- NBA
- NFL
- NHL

Types Of Television Programs Typically Watched
- Sports

Ways Used Internet Or Apps Past 30 Days
- Fantasy Sports
- Streaming Sports

Sports Followed on Social Media Past 12 Months

Sports Streamed Online Past 12 Months

Sports Entertainment Activities Done Past 12 Months

Computer/Mobile Devices Owned
- Smartphone (Android, Blackberry, Iphone, Etc.)
- Tablet (Ipad, Galaxy Tab, Kindle Fire, Etc.)

Own/Plan To Buy Next 12 Months
- Smartphone
- Tablet

Telephone*
- International Areas Called For Personal Reasons Past 30 Days
- Telephone Service Provider

Type Of Device Used To Read Newspaper Past 30 Days – Smartphone/Tablet/eReader

Type Of Internet Connection*
- Cell PhoneCarrier Data Plan

Ways Used Internet Or Apps On Mobile Device Past 30 Days
- Audio Stream Services
- Automobile Information
- Banking
- Blogs (Read Or Contributed To)
- Cable TV Network Site
- Consumer Reviews (Products, Services, Etc.)
- 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 A Local Radio Station Online
- Listen To Internet Radio (Ihearradio, Radio.Com, Etc.)
- Listen To Online Music Service (Last.Fm, Pandora, Spotify, Etc.)
- Local News
- Local/Community Events
- Maps/GPS (Google Maps, Mapquest, Etc.)
- Medical Services/Information
- Movie Listings
- Movies (Watch Or Download)
- Music (Download Or Purchase - Itunes, Google Play, Etc.)
- National News
- Other Coupons
- Other Use
- Photo Coupons (Snapfish, Shutterfly, Etc.)
- Podcasts (Watch, Listen, Or Download)
- Real Estate Listings
- Restaurant Information (Reviews, Reservations, Etc.)
- Scan QR Code (Mobile Device Barcode For Product Information/Discounts)
- Search (Google, Yahoo, Etc.)
- Shopping
- Social Networking (Facebook, Twitter, Linkedin, Etc.)
- Sports Scores/Updates
- Take College Courses
- Traffic
- Travel Reservations (Airline, Hotel, Auto Rental, Etc.)
- Video Clips (Youtube, Etc.)
- Video Stream Services
- Watch Free TV Programs
- Watch Live Sports
- Watch TV Programs Using Online Subscription Service (Hulu, Netflix, Etc.)
- Weather

Cell Phones
- Currently Own/Use Smartphone
- Currently Use Cell Phone
- Amount Of Monthly Bill
- Cell Carrier
- Brand Of Cell Phone Own
- Operating System Used By Smartphone
- Payment Plan
- Prepaid Usage
- Receive Bill Each Month
- Plan To Purchase Smartphone
- Plan To Switch Carrier
- Features Used
  - Data (Email, Internet, Etc.)
  - Texting

Cruise Lines Used Past 3 Years
Digital Video Displays, Places Viewed Past 30 Days/6 Months
- Airplanes
- Airports

Events Attended/Places Visited Past 12 Months
- Market Specific Attractions
- Theme Park (Market Specific)
- Times Square (NYC)

Hotels/Motels Used Past 12 Months

Items Shopped/Purchased Online Past 12 Months
- Airline Tickets
- Other Travel Reservations

Digital Video Displays, Places Viewed Past 30 Days/6 Months
- Airplanes

Airports Distance Walked In Town, City Or Downtown Area Past 7 Days

Minutes Spent Commuting To Work One-Way

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

Airports Used As Point Of Departure Past 12 Months

Number Of Domestic Airplane Round-Trips Taken Within The Continental U.S. In The Past 12 Months
- Business
- Personal/Vacation
- Total Trips

Number Of Round Trips Taken Outside Continental U.S. Past 12 Months
- Business
- Personal/Vacation
- Total Round Trips

Participated In Company Purchasing Decision
- Business Travel/Convention Arrangements
Places Traveled Outside Continental U.S. Past 12 Months

Places Visited For An Overnight Stay Or Longer In The Past 12 Months (Business Or Personal/Vacation)

Professional Services Used Past 12 Months
- Travel Agent*

Rental Car Companies Used Past 12 Months

Type Of Vacation Plan To Take Next Year

Ways Used Internet Or Apps - Past 30 Days
- Travel - Research or Plan a Business Trip
- Travel – Research or Plan a Personal/Leisure Trip

Frequency Of Voting
- Local Elections
- Presidential Elections
- Statewide Elections

Political Party Affiliation (Self-Identify)

Registered To Vote

Ways Used Internet Or Apps - Past 30 Days
- Politics – Research a Politician’s Campaign/Platform

Support Politician Based On Environmental Position

Contributed To Political Organization*