

# WHAT'S IN THE SCARBOROUGH SURVEY?



## AUTOMOTIVE

### 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

- Automotive Service (Tires, Oil Change, Etc.)

### 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

### Websites/Apps Used To Gather Information To Shop For New/Used Vehicle\*



## BANKING & FINANCE

### Credit Card/Payment Methods Used Past 3 Months (ie Apple Pay, PayPal, etc.)

### Financial Institutions

- Use\*
- Primary Bank\*

### Financial Services Have/Use /Primary Bank\*

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

# NIELSEN SCARBOROUGH

## 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



## BEVERAGES

## 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

# NIELSEN SCARBOROUGH

- 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



## DEMOGRAPHICS

### 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

- 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‡
  - Speat 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



## DIGITAL & INTERNET

### 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

# NIELSEN SCARBOROUGH

- 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
  - Mlssoccer
  - 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
  - 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)
- ### 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 (Prescriptions)
  - Event Tickets (Sports, Concerts, Live Shows, etc).
  - Flowers
  - Furniture/Home Furnishings
  - Groceries
  - Health And Beauty Items
  - Home Appliance
  - Home Improvement
  - Hotel/Vacation Packages

# NIELSEN SCARBOROUGH

## 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

- Automobile Information
- Coupons
- Fantasy Sports
- Financial/Insurance/Investment

- Find A Business Address Or Phone Number
- Instant Messaging
- Job/Employment Search
- Legal Advice/Information
- Maps/GPS (Google Maps, Mapquest, Etc.)
- Movie Listings/Reviews
- News – Business/Financial
- News – General/Political
- News – Technology
- News/Current Events
- Online Banking/Credit Cards
- Online Dating Service
- Politics – Research a Politician's Campaign/Platform
- Post/Share/Process Photos
- Product Reviews
- Real Estate Listings
- Restaurant Reviews/Information
- Social Networking
- Sports Scores/Updates
- Take Online Classes
- Travel – Research or Plan a Business Trip
- Travel – Research or Plan a Personal/Leisure Trip
- Weather

## 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



## FOOD & GROCERY

### 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

# NIELSEN SCARBOROUGH

## 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



## HEALTHCARE

### 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

- Health
  - Type
  - Carrier
  - Employee Sponsored
  - Individually Purchased

### 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

# NIELSEN SCARBOROUGH

- Asthma
- Cholesterol
- Diabetes
- Digestive Disorder
- Hair Loss
- High Blood Pressure
- Quit Smoking
- Weight Loss
- None of These

## 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

- Carpeting/Floor Covering
- Exterior Paint
- Heating/Air Conditioning
- Install Pool/Hot Tub/Spa
- Interior Paint/Wallpaper
- Landscaping
- Plumbing
- Remodel Bathroom
- Remodel Kitchen
- Replace Or Repair Roof
- Replace Windows or Doors
- Siding
- Other Remodeling

## Other Home Improvement



## HOME SHOPPING

### Electricity Providers\*

- Household Plans To Switch Electricity Provider In The Next 12 Months
- Current Electricity Provider For Household

### Items Owned And Items/Services Plan To Buy Next 12 Months\*

- Amazon Prime
- 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
- Game Console (Playstation, Xbox, Etc.)
- 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
- RV/Recreational Vehicle
- Satellite Radio
- Satellite TV Subscription
- Second Home
- Smart TV
- Smartphone (Iphone, Galaxy Etc.)
- Smartwatch
- Smart home technology
- Streaming Media Player (Apple TV, Roku, Etc.)
- Solar Panels
- Tablet (Ipad, Galaxy Tab, Amazon Fire, Etc.)

### 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

# NIELSEN SCARBOROUGH

## 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



## LIFESTYLE

### 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

- Yoga - Pilates
- Other

### 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



# NIELSEN SCARBOROUGH

- Own Other Pet
- Self-Employed
- Small Business Owner
- Work At Home (Most Of The Time Or Always)

## 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



## MEDIA

### 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\*

- Hard-Wired (Cable)
- Telco (Cable)
- Satellite

### 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
  - 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

# NIELSEN SCARBOROUGH

- 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

# NIELSEN SCARBOROUGH

## TV Enhancements Own/Plan To Buy Next 12 Months\*

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

## 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/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



## RESTAURANT

## Any Restaurant Used Past 30 Days

## 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

## Places Purchased Beer, Wine Or Liquor Past 30 Days

- Sit-Down 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

## 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

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

## Ways Used Internet Or Apps Past 30 Days

- Restaurant Reviews/Information



## RETAIL

## 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

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

- Apparel (Men's, Women's, Or Children's)
- Automotive Service (Tires, Oil Change, Etc.)
- Cds, Dvds, Blue-Ray discs
- Computer Hardware/Software
- Cosmetics, Perfumes, Or Skin Care Items
- Fast Food Or Restaurant Meal

# NIELSEN SCARBOROUGH

- 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

## 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)

# NIELSEN SCARBOROUGH

- 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)

## Events Attended/Places Visited Past 12 Months

- College Sports
- High School Sports
- Motorsports
- NASCAR

- Professional Sports
- Other Sports

## 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
- Misoccer
- 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

## 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)
- Monstar 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

# NIELSEN SCARBOROUGH

- 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



## TELCOM & MOBILE

### 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 (Iheartradio, 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 Processing (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.)

# NIELSEN SCARBOROUGH

- 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



## TRANSPORTATION

### 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



## TRAVEL

### Airlines Used Past 12 Months

- Business
- Personal/Vacation

### Airport Used As Point Of Departure Past 12 Months

### 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

### 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

# NIELSEN SCARBOROUGH

**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



## POLITICAL

**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**



## VOTING

**Contributed To Political  
Organization\***