



Local consumer insights

# What's In The Scarborough Survey?

# Table of contents

<b>Automotive</b>	<b>3</b>
<b>Banking &amp; Finance</b>	<b>4</b>
<b>Beverages</b>	<b>6</b>
<b>Demographics</b>	<b>7</b>
<b>Digital &amp; Internet</b>	<b>8</b>
<b>Grocery/Convenience</b>	<b>12</b>
<b>Healthcare</b>	<b>13</b>
<b>Home Improvement</b>	<b>15</b>
<b>Home Shopping</b>	<b>16</b>
<b>Lifestyle</b>	<b>17</b>
<b>Media</b>	<b>19</b>
<b>Restaurant</b>	<b>22</b>
<b>Retail</b>	<b>23</b>
<b>Sports</b>	<b>25</b>
<b>Telecom &amp; Mobile</b>	<b>27</b>
<b>Travel</b>	<b>28</b>
<b>Voting</b>	<b>30</b>



# 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

## 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

## Websites/apps used to gather information to shop for 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

## Items shopped/bought on the internet past 6 months

- Automobile parts (new or used)
- Automobile services/repairs
- Automobile tires
- Automobiles (new)
- Automobiles (used)

\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021



# 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

## Insurance

- Auto\*
  - 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

\*Household Measure

\*\*Select Markets

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# Banking & Finance

## 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

- Credit rating/history
- Debt consolidation
- Legal advice/information
- Online banking
- Online investing/stock trading
- Pay/view bills



\*Household Measure

\*\*Select Markets

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# Beverages

## Alcoholic beverages drank, 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
- Hard seltzers
- 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 6 months

- Beer/wine/liquor

## 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



\*Household Measure

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# 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

\*Household Measure

\*\*Select Markets

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# 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\*

## Audio streaming services used past 7/30 days

- Amazon music
- Apple music
- Audacy.com
- iHeartRadio
- NextRadio
- Pandora
- SiriusXM.com App/website
- Spotify
- Stitcher
- TuneIn
- Uforia música
- [YouTube music](#)
- [Other audio service](#)

## Video streaming services used past 7/30 days

- Amazon Prime video
- [Apple TV+](#)
- AT&T TV NOW
- Disney+
- ESPN+
- FuboTV
- HBO Max
- Hulu
- Netflix

- Paramount+ (CBS all access)
- [Peacock](#)
- [Pluto TV](#)
- Sling TV
- YouTube (free)
- YouTube TV (subscription)
- [Other video service](#)

## Media/sports apps/websites used past 30 days:

- ABC news
- CBS news
- Fox news
- NBC news
- CNN
- ESPN
- FoxSports
- Huffington post
- MLB
- MLS soccer
- Nascar
- NBA
- NFL
- NHL
- PGATour
- UFC
- WWE
- TheWeatherChannel

\*Household Measure

\*\*Select Markets

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# Digital & Internet

## Apps/websites used past 30 days:

### Coupons/discount

- Groupon
- RetailMeNot
- Employment/Job Search
- Career Builder
- Glassdoor
- Indeed
- Monster
- Nexxt
- ZipRecruiter

### Lifestyle/entertainment

- AARP
- AllRecipes
- Angi (Angie's List)
- Disney.com
- Home Advisor
- Houzz
- IMDb
- OpenTable
- People.com
- SeatGeek
- StubHub
- Ticketmaster
- TMZ
- WebMD
- Yelp
- Zillo

### Retail/shopping

- Chewy.com
- Craigslist
- eBay
- Etsy
- Overstock
- QVC
- Wayfair
- Any subscription based service (Stitch Fix, IPSY, etc)

### Search

- Ask
- Bing
- Google
- Wikipedia

### Social media

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Reddit
- Snapchat
- TikTok
- Tumblr
- Twitter
- WhatsApp

### Traffic/transportation/weather

- Apple Maps
- Google Maps
- Lyft
- Uber
- Waze

### Travel

- Booking.com
- Expedia
- Hotels.com
- KAYAK
- Orbitz
- Priceline
- Travelocity
- Trip.com
- Tripadvisor
- trivago

## Ways used internet past 30 days on any device:

### Audio content

- Download free music
- Download paid music
- Listen to a local radio station online
- Listen to internet radio (iHeartRadio, Audacy.com, etc)
- Listen to online music service (Last.fm, Pandora, Spotify, etc)

### Entertainment

- Fantasy sports
- Games - board, non-gambling card games
- Games - fantasy/role-playing
- Games - first person shooter

- Games - multiplayer console (Xbox Live, PlayStation, etc.)
- Games - poker/casino (blackjack, craps, etc.)
- Games - puzzle/trivia
- Games - sports/simulation
- Horoscopes
- Read books
- Read comics

### Finance/Legal/Real Estate

- Credit rating/history
- Debt consolidation
- Legal advice/information
- Online banking
- Online investing/stock trading
- Pay/view bills
- Real estate listings

### Lifestyle

- Apparel/beauty Ideas
- Career development
- Do-it-yourself advice
- education (research schools, application, financing)
- Electronic invite
- Fitness/diet information
- Genealogy
- Health information
- Home/garden ideas
- Homework (you or your child's)
- Job search/post resume
- Medical services/information
- Online dating service
- Online phone/video call (Skype, FaceTime, etc.)
- Parenting/family advice
- Photography (Snapfish, Shutterfly, etc.)
- Recipes/meal planning suggestions
- Religion/spirituality
- Restaurant information/reviews
- Take online classes
- Wedding (plan/research)

\*Household Measure

\*\*Select Markets

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# Digital & Internet

## News/sports/traffic

- Business/financial news
- Current events/global news
- Local news
- Local/community events
- Maps/directions/GPS
- National news
- Political news
- Sports news/scores/updates
- Technology news
- Traffic
- Weather

## Shopping

- Auctions
- Automobile information
- Classifieds (browse, place, respond)
- Coupons
- Gift certificates (purchase/download)
- Gift registry (sign up/make a purchase)
- Product research (home purchases)
- Product research (work purchases)
- Read consumer reviews
- Rewards programs (sign up, participate, redeem incentives)

## Travel

- Cruise line reservations
- Research/plan a business trip
- Research/plan a personal or leisure trip
- Vacation destinations

## Video Content

- Business news
- Cartoons
- How-to videos
- Live concerts
- Local news
- Movies/movie clips
- Music videos
- National/international news
- Politics/public affairs

- Sports
- Technology news
- TV show - live broadcast
- TV show - pre-recorded
- Video clips
- Other

## Items shopped/bought on the internet past 6 months:

### Clothing/personal care

- Clothing/shoes/accessories- children's
- Clothing/shoes/accessories- infants
- Clothing/shoes/accessories- men's
- Clothing/shoes/accessories- women's
- Cosmetics
- Hair products
- Jewelry
- Oral care products
- Perfume/cologne
- Personal hygiene products
- Skincare products
- Sports apparel

### Entertainment

- Audiobooks
- Books
- E-books
- Collectibles (antiques, toys, coins, memorabilia, etc)
- Concert tickets
- Cultural event tickets
- Movie tickets
- Sporting event tickets
- Toys/games (non-electronic)
- Video games

## Household/Grocery

- Beer/wine/liquor
- Flowers
- Furniture
- Gourmet food/gift Baskets
- Groceries
- Home accessories
- Home appliances
- Home improvement items
- Office supplies
- Pet supplies

## Medical/health

- Diet products
- Fitness products
- Glasses/contacts
- Medicine (non-prescription)
- Medicine (prescription)
- Vitamins/nutritional Supplements

## Travel/automotive

- Airline tickets/reservations
- Automobile parts (new or used)
- Automobile Services/repairs
- Automobile tires
- Automobiles (new)
- Automobiles (used)
- Car rental
- Hotel
- Vacation packages

## Local 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

\*Household Measure

\*\*Select Markets

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# Digital & Internet

## 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)
- TV show – live broadcast
- TV show – pre-recorded



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# Grocery/Convenience

## 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
- Weekday newspaper
- Text messages
- 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

## Food delivery services household used past 30 days

- Grocery delivery service
- Meal Kit delivery service
- Restaurant delivery service

## 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/bought on internet past 6 months

- Beer/wine/liquor
- [Gourmet food/gift baskets](#)
- Groceries

## Merchandise/services bought past 12 months as result of mail ads

- Groceries

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# 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

## Items shopped/bought on the internet past 6 months:

- Diet products
- Fitness products
- Glasses/contacts
- Medicine (non-prescription)
- Medicine (prescription)
- Vitamins/nutritional supplements

## Ways used internet past 30 days on any device :

- Health information
- Medical services/information

## Lifestyle characteristics:

- Use telemedicine

## 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

\*Household Measure

\*\*Select Markets

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# Healthcare

## 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

## Nicotine/tobacco products

- Tobacco/other related products used past 30 days
- Chewing tobacco, snuff, dip, snus
- Cigarettes
- Electronic cigarettes
- Vape
- Other tobacco/nicotine product
- Marijuana/cannabis (including edibles) used past 30 days\*\*
- How often usually use nicotine products
- Tried to quit nicotine past 12 months

## Stores bought glasses/contact lenses past 12 months



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# 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

\*Household Measure

\*\*Select Markets

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# 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
- **Carpet cleaning service**
- Computer (desktop or laptop)
- Day care service
- Digital camera
- Energy saving appliance
- E-reader (kindle, nook, etc.)
- **Exercise/fitness equipment**
- **Fitness tracker**
- Furniture
- Game console (Playstation, Xbox, etc.)
- HD radio
- High-definition TV

- 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/bought on internet past 6 months

- Furniture
- Home accessories
- Home appliances
- Home improvement items

## Stores shopped 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

\*Household Measure

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# 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
- Opera or classical music concert
- 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

- 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

\*Household Measure

\*\*Select Markets

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# Lifestyle

## 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
- 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\*
- [Use telemedicine](#)

## 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



\*Household Measure

\*\*Select Markets

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# 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
- 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
- Religious
- Science fiction
- Sports

- Types of programs typically watched on television or streamed online
  - 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

\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021

# Media

## Newspaper

- 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
- 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 pages
- Travel
- TV/radio listings

## 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
- **Rideshare service (Uber, Lyft, etc)**
- 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

## 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

\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021



# Media

## 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

- Audio content
- [Download free music](#)
- [Download paid music](#)
- Listen to a local radio station online
- Listen to internet radio (iheartradio, Audacy.com, etc)
- Listen to online music service (Last.fm, Pandora, Spotify, etc)
- Video content
- Business news
- [Cartoons](#)
- [How-to videos](#)
- [Local news](#)
- [Movies/movie clips](#)
- [Music videos](#)
- [National/international news](#)
- [Politics/public affairs](#)
- Sports
- [Technology news](#)
- TV show - live broadcast (simultaneously airing on TV)
- TV show - pre-recorded
- [Video clips](#)
- News/sports/traffic
- Business/financial news
- Current events/global news

- [Local news](#)
- [Local/community events](#)
- [National news](#)
- [Political news](#)
- Sports news/scores/updates
- Technology news
- [Traffic](#)
- Weather



\*Household Measure

\*\*Select Markets

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# 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/services 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 used past 30 days (eat-in, drive-thru, take-out, home delivery, other)

- 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 information/reviews

### Food delivery services household used past 30 days

- Restaurant delivery service

\*Household Measure

\*\*Select Markets

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# 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.)
- Computer hardware/software
- Cosmetics, perfumes, or skin care items

- Event tickets
- Fast food or restaurant meal
- 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

### Ways used internet past 30 days:

- Auctions
- Classifieds (browse, place, respond)
- Coupons
- Gift certificates (purchase/download)
- Gift registry (sign up/make a purchase)

- Product research (home purchases)
- Product research (work purchases)
- Read consumer reviews
- Rewards programs (sign up, participate, redeem incentives)

\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021

# Retail

## Items shopped/bought on the internet in past 6 months:

- Clothing/personal care
- Clothing/shoes/accessories- children's
- Clothing/shoes/accessories- infants
- Clothing/shoes/accessories- men's
- Clothing/shoes/accessories- women's
- Cosmetics
- Hair products
- Jewelry
- Oral care products
- Perfume/cologne
- Personal hygiene products
- Skincare products
- Sports apparel
- Household/grocery
- Beer/wine/liquor
- Flowers
- Furniture
- Gourmet food/gift baskets
- Groceries
- Home accessories
- Home appliances
- Home improvement items
- Office supplies
- Pet supplies

## 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 in 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 in past 12 months



\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021



# Sports

## 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)

## 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 6 months

- Sporting event tickets
- Sports logo apparel

\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021



# Sports

## 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 2 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
- E-sports (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
- 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

## Apps/websites visited past 3 days

- [SeatGeek](#)
- [StubHub](#)
- [Ticketmaster](#)

## Sports followed on social media past 12 months

## Sports streamed online past 12 months

## Sports betting/entertainment

## Activities done past 12 months

- Sports betting at a casino past 12 months
- Placed a cash wager on a sports event
- Online (DraftKings, FanDuel)
- Played other online or organized fantasy sports

\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021



# Telecom & 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/e-reader

## Type of internet connection\*

- Cell phone carrier data plan

## Cell phones

- Currently own/use smartphone
- Currently use cell phone
- Amount of monthly bill
- Cell carrier
- Brand of cell phone own
- Payment plan
- Prepaid usage
- Receive bill each month
- Plan to purchase smartphone
- Plan to switch carrier
- Features used
- Data (email, internet, etc.)
- Texting

\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021



# Travel

## Minutes spent commuting to work one-way

### Modes of transportation used past 7 days

- Bicycle
- Bus
- Carpool
- Drive
- Taxi
- Rideshare 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

### 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

## Ways used internet/apps past 30 days

- Cruise line reservations
- Research/plan a business trip
- Research/plan a personal or leisure trip
- Vacation destinations

## Items shopped/bought on the internet past 6 months:

- Airline tickets/reservations
- Car rental
- Hotel
- Vacation packages

## 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

\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021



# Travel

## 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

- Adventure vacation (hiking, diving, etc.)
- All-inclusive resort
- Beach or lake vacation
- Cruise
- Escorted tour/tour group
- Family vacation
- Gambling/casino trip
- Golf or tennis vacation
- Mountain vacation
- Ski vacation
- Spa vacation
- Theme park vacation
- Other type of vacation



\*Household Measure

\*\*Select Markets

Purple font denotes new additions for R2 2021



# Voting

## Contributed to political organization\*

### Frequency of voting

- Local elections
- Presidential elections
- Statewide elections

## Political party affiliation (self-identify)

### Registered to vote

## Support politician based on environmental position

### Ways used internet or apps past 30 days

- [Politics/public affairs video content](#)
- [Political news](#)

\*Household Measure

\*\*Select Markets

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## **About Nielsen Scarborough**

Nielsen Scarborough has been measuring media, retail and lifestyle habits on a national and local level for more than 40 years. Each year, we survey over 200,000 individuals across the U.S. Survey methodologies vary by local market with measurement tactics including phone interviews, survey booklets, television diaries and internet surveys. To learn more about the specific methodology employed in your market, contact your local Nielsen representative.

## **About Nielsen**

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.

An S&P 500 company, Nielsen (NYSE: NLSN) operates around the world in more than 55 countries. Learn more at [www.nielsen.com](http://www.nielsen.com) or [www.nielsen.com/investors](http://www.nielsen.com/investors) and connect with us on social media.

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