

# WHAT'S IN THE NIELSEN SCARBOROUGH SURVEY?

CONSUMER INSIGHTS AVAILABLE ACROSS THE U.S.



## AUTOMOTIVE

### Vehicle\*

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

### Stores Shopped for Auto Products/Services Past 12 Months\*

### Technology Features Included In Any Household Vehicle\*

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

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

### Stores Where Household Usually Purchased Tires\*

### Auto Repair/Service Paid/Unpaid Labor\*

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



## BANKING & FINANCE

### Institution Used/Primary Bank\*

### Services Have or Used at Primary Bank\*

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

### Credit Card Brand Used Past 3 Months

### Types of Organizations Contributed to in Past 12 Months\*

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

### 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

### Services Used Past 12 Months\*

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

### Insurance

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

### Participated in Company Purchasing Decision

- Office Equipment/Office Supplies
- Overnight Delivery Services



### BEVERAGE

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

- Bottled/Canned Tea
- Bottled Water
  - Enhanced Water
  - Any Flavored Water
- Energy Drink
- Juice
  - Orange Juice
  - Other Juice/Juice Drinks
- Soft Drink
  - Regular
  - Diet
- Specialty Coffee
  - Iced
  - Hot
- Sports Drink

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

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

### Usual Price Range for Wine Purchased at a Store

### Wine Purchased Past 3 Months

- Brand
- Type
  - Drink Most Often

### Frequency of Wine Consumption

### Beer Consumption Past 30 Days & Brand Drank Most Often

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

### Types of Liquor Drank Past 30 Days

### 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

### Personal

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

### Household\*

- Home Ownership
- Household Income
- Household Size
- Market Value of Home
- Number of Adults in Household

- Number of Adults in Household by Gender
- Number Employed in Household
- Presence of Children by Age
- Presence of Teens
- Tenure in Current Residence
- Type of Dwelling

‡Among Hispanic Respondents Only



## DIGITAL & INTERNET

### Home/Personal Computer

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

### Own/Plan to Buy\*

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

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

### Type Of Internet Connection\*

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

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

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

### Internet Service Provider (ISP) Used

### Internet Sites Visited or Apps Used Past 30 Days

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

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

### Time Spent on Social Networking Sites in an Average Day

### Media Websites Visited

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

### Participated in Company Purchase Decision

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

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

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

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

### Items Shopped for/Purchased on Internet Past 12 Months

- Airline Tickets
  - Other Travel Reservations (Hotels, Auto Rentals, etc.)

- Books
- CDs
- Clothing/Accessories
- Computer Hardware/Software
- Consumer Electronics
- Cultural Event Tickets
- Flowers
- Furniture/Home Furnishings
- Groceries/Candy/Other Food
- Health and Beauty Items
- Home Accessories
- Insurance
- Medicine/Prescriptions
- Mobile Device Apps
- Movie Tickets
- Music Downloads (iTunes, etc.)
- Office Supplies
- Pet Supplies
- Sporting Event Tickets
- Sports Logo Apparel
- Toys/Games
- Vehicle
- Wine
- Other Products/Services

#### Amount Spent on Internet Purchases Past 12 Months

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



### DRUG & GROCERY

#### Grocery Stores\*

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

- Any Online Grocery Store
- Amount Spent on Groceries Past 7 Days

#### Coupon Usage\*

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

#### Food Products Used In Past 7 Days\*

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

#### Drug Stores

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

#### Convenience Stores

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



### HEALTHCARE & PHARMA

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

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



### Healthcare Specialists Used Past 12 Months

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

### Stores Bought Glasses/Contact Lenses Past 12 Months

### Hospitals Used Past 3 Years\*

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

### Reasons Bought Medications (OTC/Rx) Past 12 Months

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

### Planning to Shop for Next 12 Months\*

- Nursing Care, Assisted Living or Retirement Facility

### Health Insurance

- Type
- Insurance Provider
  - Group
  - Individual

### Life Insurance

### Belong to a Health/Fitness Club

### Follow a Weight Loss Program

### Contributed to Healthcare/Medical Organization\*

### Current Health Description

### Actions Taken as a Result of Health Ads Past 12 Months

### Smoking/Tobacco Products

- Tobacco/Other Nicotine Products Used Past 30 Days
- Places Bought Tobacco/Other Nicotine Products Past 30 Days
- How Often Usually Smoke Cigarettes
- No. of Cigarettes Smoked Yesterday
- No. of Times Tried to Quit Smoking Past 12 Months



## HOME IMPROVEMENT

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

- Any Addition
- Carpeting/Floor Covering

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

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

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



## HOUSEHOLD SHOPPING

### Items Purchased and Amount Spent Past 12 Months\*

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

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

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

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

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

- Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)
- RV/Recreational Vehicle
- Video Game System (PlayStation, Xbox, etc.)
- VoIP (Vonage, Skype, MagicJack, etc.)
- Wireless/Cell Phone Service

### Electricity Providers\*

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



## LIFESTYLE

### Leisure Activities

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

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

### Personal Activities Past 12 Months

- Adult Continuing Education
- Basketball
- Bicycling
- Boating
- Bowling
- Camping
- Fishing
- Football
- Gardening
- Golf
- Grilling-Outdoor Cooking
- Health/Fitness Club
- Hiking/Backpacking

- Hunting
- Jogging/Running
- Lawn Care
- Photography
- Snow Skiing/Snowboarding
- Soccer
- Softball/Baseball
- Swimming
- Tennis
- Volunteer Work
- Yoga/Pilates

### Other Activities/Local Market Specific

### Planned Events in Next Year

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

### Pet Ownership

- Dog
- Cat
- Other

### Green Lifestyles

- Buy Eco-Friendly Household Cleaning Products
- Buy Locally Grown Food

- Buy Organic Food
- Donate Time or Money to Environmental Causes
- Drive Less/Use Alternative Transportation
- Have Energy-Efficient Windows
- Participate in energy-saving program through utility company
- Pay More for Eco-Friendly Products and Services
- Recycle Electronics (Batteries, Cell Phones, Computers, etc.)
- Recycle Glass, Plastic or Paper
- Support Politicians Based on Environmental Positions
- Use Cloth/Reusable Shopping Bags
- Use Energy-Efficient Light Bulbs
- Use Less Water at Home
- Use Rechargeable Batteries
- Other



## MEDIA

### Types of Television Programs Typically Watched

- Comedies
- Court Shows
- Daytime Soap Operas
- Daytime Talk Shows
- Documentaries
- Dramas
- Game Shows
- Kids' Shows
- Late-Night Talk
- Local News
  - Morning
  - Evening
  - Late
- Movies
- Music Videos
- Mystery/Suspense/Crime

- National/Network News
- Novelas
- Reality
  - Adventure
  - Dating
  - Talent
- Religious
- Science Fiction
- Sports

### Broadcast TV

- Viewing
  - Average Half-Hour
  - Cumulative Audience
  - Weekly
- Broadcast Network/Station Viewed
  - Past 7 Days
- Amount Contributed to Public TV\*
- TV Websites Visited
  - Yesterday
  - Past 7 Days
  - Past 30 Days

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

### TV Enhancements Own/Plan to Buy\*

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

### Cable TV

- Cable Network Viewed
  - Past 7 Days
- Type of Cable/Satellite Subscription\*
  - Hard-Wired (Cable)
  - Telco (Cable)
  - Satellite
- Cable/Telco TV Provider

\*Household Measurement



- Used VOD in the Past 30 Days to Watch\*
  - Children’s Programs
  - Free Movies
  - Info on Automobiles, Real Estate or Classifieds
  - Pay Movies
  - Premium Channels
  - Sports
  - TV Shows
- Number of Pay-Per-View Programs/Movies Watched Past 12 Months\*
- Receive Any Premium Channels\*
- Satellite Dish\*
  - Subscription
  - Provider
- Subscribe/Plan to Subscribe to HDTV Service\*
- Ways Internet Used Past 30 Days
  - Cable TV Network Website
  - Watch (Free TV Programs, Live Sports, TV Programs Using Online Subscription Service)

### Radio

- Amount Contributed to Public Radio\*
- HD Radio\*
  - Own
  - Plan to Buy
- Listening
  - M-F Primary Dayparts AQH
  - M-F Primary Dayparts CUME
  - Total Week AQH
  - Total Week CUME
  - Weekend Total CUME
- Radio Websites Visited
  - Past 7 Days
  - Past 30 Days
- Satellite Radio\*
  - Own
  - Plan to Buy

- Ways Internet Used Past 30 Days
  - Listen to Local Radio Station
  - Listen to Online Music Service
  - Listen to Internet Radio

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

### Magazines & Non-Daily Newspapers

- Read Past 6 Months
- Number of Issues Usually Read

### Out-of-Home Media

- Digital Video Displays, Places Viewed Past 3 Months/30 Days
  - Airplanes
  - Airports
  - Doctors’ offices/hospitals
  - Gas stations
  - Grocery stores
  - Health clubs/gyms
  - Office Lobbies/Elevators
  - Restaurants/Bars
  - Retail stores
  - Shopping malls
  - Other
- Mall Media
- Pedestrian Traffic
- Roads Traveled Past 7 Days
- Time Spent Commuting to Work One-Way
- Total Miles Traveled Past 7 Days
- Types of Transportation Used Past 7 Days
  - Bicycle
  - Bus
  - Carpool
  - Drive
  - Taxi
  - Other Local Market Specific

### Newspapers

- Avg. Issue Audience/Cumulative Audience
  - Daily/Saturday/Sunday

- e-Edition Readership
  - Daily/Sunday
- Newspaper Websites Visited
  - Yesterday
  - Past 7 Days
  - Past 30 Days
- Read Newspaper on Mobile/Electronic Device Past Month
  - Type of Device Used (Tablet, Smartphone, or Other Device)
- Section Readership (Daily, Saturday and Sunday)
  - Advertising Circulars/ Inserts/Flyers
  - Business/Finance News
  - Classified Advertising
  - Comics
  - Editorial/Opinion
  - Entertainment/Lifestyle
  - Fashion
  - Food/Cooking
  - Home and Garden
  - International/National News
  - Local News
  - Main News/Front Page
  - Movie Listings and Reviews
  - Science and Technology
  - Sports
  - Travel
  - TV or Radio Listings

### Mean/Median Daily Time Spent With Media<sup>^</sup>

- Broadcast TV
- Cable TV
- Radio

<sup>^</sup>Available on Select Software Platforms



## RESTAURANT

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

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

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

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

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

- Meal Type (Breakfast, Lunch, Dinner, Other)
  - Any Pizza
  - Chinese
  - Other Asian
  - Coffee House/Bar
  - Italian
  - Mexican
  - Seafood
  - Sports Bar
  - Steakhouse
  - Upscale



## RETAIL

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

### Shopping Centers/Malls Shopped

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

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

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

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

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

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

- Shoes/Sneakers/Footwear
- Sporting Goods

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

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

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

- Merchandise or Services Bought
- Number of Times Purchased

### Items Purchased & Total Amount Spent Past 12 Months

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

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

### Online Shopping

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



## SPORTS

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

- College Basketball
  - NCAA Men's Tournament
  - NCAA Women's Tournament
  - Regular Season

- College Football
  - Bowl Games
  - Regular Season
- Motorsports
  - Formula One (F1) Racing
  - IndyCar Series
  - NASCAR
  - NHRA Drag Racing
  - Other Auto Races
  - Supercross/Motocross
  - United SportsCar Championship
- Pro Baseball
  - All MLB Teams
  - Minor League Baseball
  - MLB Playoffs
  - World Series
- Pro Basketball
  - All NBA Teams
  - NBA Finals
  - NBA Playoffs
  - WNBA
- Pro Football
  - AFL (Arena Football League)
  - All NFL Teams
  - Monday Night Football
  - NFL Playoffs
  - Sunday Night Football
  - Super Bowl
  - Thursday Night Football
- Pro Golf
  - LPGA Tour (Women's Golf)
  - PGA TOUR (Men's Golf)
- Pro Hockey
  - All 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
- None

#### 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
  - United SportsCar Championship
- Pro Sports
  - AFL (Arena Football League)
  - ATP (Men's Tennis)
  - Cricket
  - European Soccer
  - Extreme/Action Sports
  - Horse Racing
  - LPGA Tour (Women's Golf)
  - Mexican League Soccer
  - Minor League Baseball
  - Minor League Hockey
  - MLB
  - MLS
  - NBA
  - NBA D-League (NBA Development League)
  - NFL
  - NHL
  - PBR (Pro Bull Riding)
  - PGA Tour (Men's Golf)
  - Pro Boxing
  - Pro Rodeo

- Ultimate Fighting Championship (UFC)
- WNBA
- WTA (Women's Tennis)
- Other Sports
  - Figure Skating
  - Gymnastics
  - High School Sports
  - Olympics
  - WWE (Pro Wrestling)

#### Sports Apparel With Team/League Logos Purchased Past 12 Months

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



### TELECOM & MOBILE

#### Wireless/Cell Phone Service Subscriber

#### Wireless/Cell Phone

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

#### Wireless/Cell Phone Features Used

- Data (Email, Internet, etc.)
- Texting
  - Number of Text Messages Sent Yesterday

#### Telephone\*

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



### TRANSPORTATION

#### Modes Of Transportation Used Past 7 Days

- Bicycle
- Bus
- Carpool
- Drive
- Taxi
- Other Local Market Specific

#### Roads Traveled Past 7 Days

#### Total Miles Traveled Past 7 Days

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

#### Time Spent Commuting to Work One-Way

#### Out-of-Home Media

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



### TRAVEL

#### Shopped/Purchased Online Past 12 Months

- Airline Tickets
- Other Travel Reservations

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

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

- Business
- Personal/Vacation
- Total Trips

#### Places Traveled Outside Continental U.S. Past 3 Years

#### Number of Round Trips Taken Outside Continental U.S. Past 3 Years

- Business
- Personal/Vacation
- Total Round Trips

#### Travel-Related

- Airlines Used Past 12 Months
  - Business
  - Personal/Vacation
- Airport Used as Point of Departure Past 12 Months
- Attractions Visited Past 12 Months
- Cruise Lines Used Past 3 Years
- Hotels/Motels Used Past 12 Months

- Rental Car Companies Used Past 12 Months
- Use of Travel Agent\*

#### **Participated in Company Purchasing Decision**

- Business Travel/Convention Arrangements



### **VOTING**

#### **Registered to Vote**

#### **Political Party Affiliation**

#### **Frequency of Voting**

- Local Elections
- Presidential Elections
- Statewide Elections

#### **Contributed to Political Organization\***

#### **Support Politician Based on Environmental Position**

\*Household Measurement

For more information visit [scarborough.com](http://scarborough.com), email [localinfo@nielsen.com](mailto:localinfo@nielsen.com) or contact your Nielsen representative.