

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 Or Websites Might Shop If Planning To Buy/Lease A New/Used Vehicle*
- 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
 - 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

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/Gender Identity
- Zip Code Of Employment
- Zip Code Of Residence

‡Among Hispanic Respondents Only



DIGITAL & INTERNET

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
- ABCNews
- Amazon
- Angieslist
- Apple Music
- AOL

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- Amazon Music
- Amazon Prime Video
- Bing
- CareerBuilder
- CBS All Access
- CBSNews
- CNN
- Coupons.com
- CraigsList
- DIRECTV Now
- 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
- NBCNews
- Netflix
- NFL
- NHL
- PGATOUR
- Pandora
- Pinterest
- Play.it
- PlayStation Vue
- Radio.com

- RetailMeNot
- SiriusXM.com
- Sling TV
- Snapchat
- Spotify
- Stitcher
- The Weather Channel
- Twitter
- TuneIn
- UFC
- Uforia Musica
- WWE
- Yahoo!
- Yelp
- YouTube
- YouTube TV
- Local Websites

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
- 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

Owens Computer

- Household*
- Individual

Owens/Plan To Buy Next 12 Months*

- Computer
- Digital Camera
- Ereader (Kindle, Nook, Etc.)
- Game Console
- Smart TV
- Smartphone
- Smartwatch
- Streaming Media Player
- Tablet

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

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- 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
- Wireless Carrier Data Plan (From Your Mobile Phone Carrier)
- 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



FOOD & GROCERY

Amount Spent On Groceries Past 7 Days*

Convenience Stores

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

Coupon Usage*

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

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 6 Months

- Groceries
- Beer/Wine/Liquor

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

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

Hospitals Used Past 3 Years*

Insurance

- Life
- Health
 - Type

- Provider
- Group
- Individual

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

Places Viewed Digital Video Displays In Past 30 Days And Past 6 Months

- Doctors' Offices/Hospitals

Planning To Shop For Next 12 Months*

- Out-of-Home Nursing Care, Assisted Living Or Retirement Facility

Reasons Bought Medications (OTC/Rx) Past 12 Months

- Allergies
- Anxiety/Depression
- Arthritis
- Asthma
- Children's Medicine
- Cholesterol
- Cold/Flu

NIELSEN SCARBOROUGH

- Diabetes
- Digestive Disorder
- Hair Loss
- High Blood Pressure
- Quit Smoking
- Weight Loss

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

- 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



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
- Streaming Media Player (Apple TV, Roku, Etc.)
- Solar Panels
- Tablet (Ipad, Galaxy Tab, Amazon Fire, Etc.)

Items Purchased And Amount Spent Past 12 Months*

- Camera/Accessories
- 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
 - Own Other Pet

NIELSEN SCARBOROUGH

- 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 In-Home Nursing/Health Care*
- Shop For Out-of-Home Nursing, Assisted Living Or 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

- 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, eReader Or Other Device)
- Number Of Print Editions Read
- 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/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
 - Bus
 - Carpool
 - Drive
 - Taxi
 - Other Local Market Specific
- 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)

Podcast Past 30 Days

- Download a video podcast
- Download an audio podcast

Time Spent With Media/Media Heaviness

- Mean/Median Daily/Total Weekly Minutes Spent With Media
 - Broadcast TV
 - Cable TV
 - Total TV
 - Radio
- Number Of ¼ Hours Listened To On Radio Past 7 Days
- Number Of ½ Hours Watched Past 7 Days
 - Broadcast TV
 - Cable TV
 - Total TV

TV Enhancements Own/Plan To Buy Next 12 Months*

- Blu-Ray/DVD Player
- DVR
- HDTV

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- 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

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



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, Blu-ray discs
- Computer Hardware/Software
- Cosmetics, Perfumes, Or Skin Care Items
- Fast Food Or Restaurant Meal
- Furniture
- Groceries

NIELSEN SCARBOROUGH

- Home Cleaning Services (Carpet, Draperies, Or Duct Cleaning)
- 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 6 Months
 - Airline Tickets/Reservations
 - Beer/wine/liquor
 - Books/eBooks
 - Clothing, shoes or accessories
 - Computer hardware/software
 - Drugs/remedies (prescriptions)
 - Event tickets (sports, concerts, live shows, etc.)
 - Flowers
 - Furniture/home accessories
 - Groceries
 - Health and beauty items
 - Home appliances/housewares
 - Home improvement
 - Hotel/vacation packages
 - Movie tickets
 - Music CDs (compact discs)
 - Music downloads (iTunes, etc.)
 - Office supplies
 - Pet products/supplies
 - Sporting goods and apparel
 - Toys or games (non-electronic)
 - Vehicle (car, truck, SUV, etc.)

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
- Organized road race (5k, marathon, etc.)
- Other 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

NIELSEN SCARBOROUGH

- Monster Jam (Monster Trucks)
- Motogp (Grand Prix Motorcycle Racing)
- NASCAR
- NHRA Drag Racing
- Supercross/Motocross
- IMSA Sportscar Championship
- Pro Sports
 - AFL (Arena Football League)
 - ATP (Men's Tennis)
 - Cricket
 - European Soccer
 - Extreme/Action Sports
 - Horse Racing
 - LPGA Tour (Women's Golf)
 - Mexican League Soccer
 - Minor League Baseball
 - Minor League Hockey
 - MLB
 - MLS
 - NBA
 - NBA D-League
 - 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
 - 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)

NIELSEN SCARBOROUGH

- 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)

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*

- Wireless Carrier Data Plan (From Your Mobile Phone Carrier)

Wireless/Cell Phone

- Currently Own/Use Smartphone
- Currently Use Wireless/Cell Phone
- Amount Of Monthly Bill
- 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 Smartphone
- Plan To Switch Carrier
- Features Used
 - Data (Email, Internet, Etc.)
 - Texting



TRANSPORTATION

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

- Airplanes

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

Number Of Domestic Airplane Round-Trips Taken Within The Continental U.S. In The Past 12 Months

- Business
- Personal/Vacation
- Total Trips

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

- Business
- Personal/Vacation
- Total Round Trips

Participated In Company Purchasing Decision

- Business Travel/Convention Arrangements

Places Traveled Outside Continental U.S. Past 12 Months

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

Professional Services Used Past 12 Months

- Travel Agent*

Rental Car Companies Used Past 12 Months

Type Of Vacation Plan To Take Next Year

Ways Used Internet Or Apps-Past 30 Days

- Travel - Research or Plan a Business Trip
- Travel – Research or Plan a Personal/Leisure Trip



VOTING

Contributed To Political Organization*

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