Nielsen

Local Consumer Insights in Top Tier Markets

What's In The Scarborough Survey?

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Automotive

Auto insurance providers
- Brand
- 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, oïl change, etc.) done

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 electric vehicle
- 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)
- Electric
- Hybrid
- Plan to buy/lease new/used vehicle next 12 months by 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
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Banking & Finance

Credit cards/payment methods used past 3 months
- American Express
- Debit Card
- Discover
- MasterCard
- Store Credit Card
- Visa

Mobile payment methods used past 3 months
- Amazon Pay
- Apple Pay
- Cash App
- Facebook Messenger
- Google Pay
- PayPal
- Samsung Pay
- Square Cash
- Venmo
- Zelle
- Other mobile payment service

Financial institutions
- Use*
- Primary bank*

Financial services have/use/primary bank*
- Auto loan
- Certificate of deposit
- 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*
- 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

Investments institutions individual uses
- Brand

Participated in company purchasing decision
- Business travel or convention arrangements
- Computer hardware/software
- Information technology

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Banking & Finance

- Office equipment/office supplies
- Overnight delivery services
- Other purchasing decision

Professional services used past 12 months*
- Accountant
- Attorney
- Bankruptcy
- Divorce/family
- Personal injury
- Other
- Check cashing, cash advance, or title loan shop
- Coin cashing service (Coinstar, Etc.)
- Estate Planning
- 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

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Beverages

Alcoholic beverages drink, drank past 7 days & drink most often by brand
- Beer
- Hard Cider
- Hard Seltzer
- 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

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
- Sex
- Gender Identity
- 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

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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
- Tablet)

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 (free, paid)
- Amazon music
- Apple music
- Audacy.com
- El Botón
- iHeartRadio
- LaMusica
- NextRadio
- Pandora
- SiriusXM.com
- Spotify
- Stitcher
- TuneIn
- Uforia música
- YouTube music
- Other audio service

Video streaming services used past 7/30 days
- Amazon Prime Video
- Apple TV+
- DIRECTV Stream
- Disney+
- ESPN+
- Fubo
- HBO Max
- Hulu
- Hulu + Live TV
- Netflix
- Paramount+

- PBS Passport
- Peacock
- Philo
- Pluto TV
- Redbox on Demand
- Sling TV
- The Roku Channel
- Tubi
- Twitch
- Univision NOW
- VIX
- YouTube (free)
- YouTube TV (subscription)
- Other video service

Live TV streaming service subscriptions*
- DIRECTV Stream
- Fubo
- Hulu + Live TV
- Philo
- Pluto TV
- Sling TV
- YouTube TV
- Other live TV streaming service

Pay extra for streaming services to skip or limit ads/commercials

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Digital & Internet

Media/sports apps/websites used past 30 days:
- ABC news
- CBS news
- Fox news
- NBC news
- CNN
- ESPN
- FoxSports
- Axios
- New York Times
- The Hill
- USAToday
- Wall Street Journal
- Huffington post
- MLB
- MLS soccer
- Nascar
- NBA
- NFL
- NHL
- PGATour
- UFC
- WWE

Apps/websites used past 30 days:
Coupons/discount
- Coupons.com
- Groupon
- Honey
- Ibotta
- MapQuest
- Rakuten
- RetailMeNot
- Save.com
- Threads

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

Lifestyle/entertainment
- AARP
- AllRecipes
- Angi (Angie's List)
- Disney.com
- Home Advisor
- Houzz

- IMDb
- Nextdoor
- OpenTable
- Patch
- People.com
- SeatGeek
- StubHub
- Ticketmaster
- TMZ
- WebMD
- Yelp
- Zillo

Retail/shopping
- Chewy.com
- CraigsList
- eBay
- Etsy
- Overstock
- QVC
- Wayfair
- Wish
- Any subscription based service (Stitch Fix, etc)
- Zappos

Search
- Ask
- Bing
- Google
- Wikipedia

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

Traffic/transportation/weather
- AccuWeather
- Apple Maps
- Apple Weather
- Google Maps
- Lyft
- The Weather Channel
- Uber
- Waze
- Weather Underground

Travel
- Booking.com
- Credit card booking website/app
- Expedia
- Hotels.com
- KAYAK
- Orbitz
- Priceline
- Travelocity
- Trip.com
- Tripadvisor
- trivago

Ways used internet past 30 days on computer, mobile device, other 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

Digital & Internet

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)

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

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

Electronics/Technology
- Computer (desktop or laptop)
- Computer accessories (monitor, mouse, etc.)
- eReader (Kindle, Nook, etc.)
- Fitness tracker (Fitbit)
- Game console
- Smart home technology
- Smart speaker
- Smart TV
- Smartphone
- Smartwatch
- Streaming media player
- Tablet
- Virtual reality (VR) headset

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

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Digital & Internet

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

Items shopped/transacted on past 6 months
- Bonds
- Credit reports
- Cryptocurrency (Bitcoin, etc.)
- Insurance - auto
- Insurance - health
- Insurance - home
- Insurance - life
- Loans - auto
- Loans – home equity
- Loans – home mortgage

- Loans - personal
- Loans - small business
- Loans - student
- Money market funds
- Mutual funds
- Online banking
- Stocks or stock options

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

Time spent on social networking sites in an average day

Social media activities done in the past 12 months
- Blog - create or update a personal blog
- Blog - read a blog other than yours
- Click on an ad from a social media site/app
- Comment on someone else's post
- Follow/become a fan of a brand
- Follow/become a fan of a celebrity/personality
- Make a purchase from an ad on a social media site/app
- Message boards
- Other social media activity
- Post links to articles/videos/ websites

- Post status updates
- Post your current location
- Post/share photos
- Post/share videos
- Rate/review a product or service
- Share or repost someone else's post

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

Digital & Internet

Places scanned for QR code
- Airports/airplanes
- Apps/websites
- Doctors' offices/hospitals
- Gas stations
- Grocery stores
- Health clubs/gyms
- Hotel rooms
- Mail order catalog/other mailed advertising
- Office lobbies/elevators
- Pharmacy/drug stores
- Printed newspapers
- Product labels or packaging inserts
- Restaurants/bars
- Retail stores
- Shopping malls
- Television commercials
- Television programs
- Other place

Professional service used past 12 months
- Online investing/stock Trading

Time spent on internet in an average week

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)

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Grocery/Convenience

Amount spent on groceries past 7 days

Convenience stores bought past 7 days by brand*
- 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 types household bought
- Dairy-free
- Fat-free
- Gluten-free
- High fiber
- High protein
- Keto
- Lactose-free
- Low-calorie
- Low-carb
- Low-cholesterol
- Low-fat
- Low-sodium
- Natural or organic
- Nut-free
- Plant-based
- Sugar-free
- Vegan
- Vegetarian

Individual is Vegan/Vegetarian

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Grocery/Convenience

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
- Dermatologist
- OB/GYN
- Ophthalmologist
- Optometrist
- Orthopedist
- Orthodontist
- Physical Therapist
- 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
- Non-invasive cosmetic procedure
- 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

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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

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
- Repair Foundation
- Replace garage door(s)
- Replace or repair roof
- Replace windows or doors
- Siding
- Other remodeling
- Other home improvement

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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.)
- Virtual reality headset

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

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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

Activities done regularly
- Arts and crafts
- Attend a book club
- Church/temple/religious group involvement
- Dancing
- Entertain in your home
- Foreign language study/practice
- Genealogy
- Photography (as a hobby)
- Play a musical instrument

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
  - 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
  - Art museum
  - Other 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

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Lifestyle

Events/places plan to attend/visit next 12 months

- Bachelor or bachelorette party
- Beer tasting
- Business networking event
- Cooking class
- Escape room
- Flea market
- Food tasting
- Immersive entertainment (Illuminarium, etc.)
- Indoor playground/play places
- Indoor water park
- Music festival
- Shooting range
- Singles event
- Wine tasting

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

Services plan to use/used past 12 months

- Curbside pickup (retail, grocery, etc.)
- In-store pickup of online order (retail, grocery, etc.)
- Online fitness (videos or real time classes)
- Online medical appointments with a doctor
- Online religious services
- Pharmacy delivery
- Restaurant delivery/takeout (directly from the restaurant or via a delivery service)
- Video conferencing services (Google Hangouts, GoToMeeting, Zoom, etc.)

*Household Measure
**Select Markets
Purple font denotes new additions for R1 2024

Nielsen

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
- TV websites visited yesterday/past 7/past 30 days

Cable TV
- Cable network viewed past 7 days
- Cable/telco TV
  - Provider
  - Subscription
- Premium channels*
- Number of pay-per-view

live events watched past 12 months
- Satellite TV*
  - Subscription
  - Provider
- Type of cable/satellite subscription*
  - Hard-wired (cable)
  - Telco (cable)
  - Satellite

Other television
- Devices Connected to TV
- Household uses DVR
- Household uses antenna
- 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
- International
- Kids' shows
- Late-night talk
- Local news
  - Morning
  - Evening
  - Late
- Movies
- Mystery/suspense/crime
- National/network news
- Novelas
- Reality
  - Adventure
  - Dating
  - Talent
- Religious
- Science Fiction
- Sports

*Household Measure
**Select Markets
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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
  - Yesterday
- 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

Media

Time spent with media/ media heaviness
- Mean/median daily/total weekly minutes spent with media
- Broadcast TV
- Cable TV
- Total TV
- Radio
- Number of ¼ hours listened to on radio past 7 days
- Number of ½ hours watched past 7 days
- Broadcast TV
- Cable TV
- Total TV

TV enhancements own/plan to buy next 12 months*
- Blu-ray/DVD player
- DVR
- HDTV
- Satellite-TV subscription
- Video game system

Smart TV brands in household*
- Hisense
- Insignia
- LG
- Samsung
- Sharp
- Sony
- TCL
- Toshiba
- VIZIO
- Westinghouse

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

Action taken as a result of advertising
- Made a purchase
- Posted/followed on social media
- Recommended to others
- Visited a retail location
- Visited a website
- Ads at stadiums/arenas
- Ads in articles, alerts or newsletters through email
- Ads in magazines
- Ads in newspapers
- Ads in podcasts
- Ads on audio streaming service
- Ads on billboards
- Ads on broadcast, cable or satellite TV
- Ads on digital video displays
- Ads on social media
- Ads on the radio
- Ads on video streaming services
- Ads on websites
- Ads received in the mail
- Ads received through email

*Household Measure
**Select Markets
Purple font denotes new additions for R1 2024

Nicotine/tobacco & CBD

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

Use/plan to use CBD

CBD products use or plan to use in the next 3 months
- Beverages
- Capsules, pills, tablets
- CBD specifically for a pet
- Concentrates
- Cosmetics primarily for beauty/face or skin care
- Edibles
- Flowers/buds
- Patches
- Pre-rolls
- Sprays
- Tinctures/sublinguals/drops
- Topicals/rubs for medicinal treatment
- Vape products (disposable and non-disposable)

Stores where likely to make a CBD purchase in the next 3 months
- Convenience store/gas mini-mart
- Cosmetics store/department store cosmetics counter
- Doctor's office
- Dollar store
- Drug store
- Grocery store
- Mass merchandiser
- Natural food store
- Online from Amazon.com
- Online from CBD manufacturer's site
- Online from CBD specific retailer
- Online pet store – for pet CBD
- Pet store – pet CBD only
- Vape store
- Warehouse club
- Other online location
- Other physical location
- Unsure, someone else purchased/will purchase this for me

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

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, oïl 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)

Nielsen

Retail

Items shopped/bought on the internet in past 6 months:
- Clothing/personal care
- Clothing/shoes/access ories- children's
- Clothing/shoes/access ories- infants
- Clothing/shoes/access ories- men's
- Clothing/shoes/access ories- 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

Nielsen

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
- eSports (professional video gaming)
- 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
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Sports

Websites visited or apps used past 30 days
- ESPN
- MLB
- MIssoccer
- NASCAR
- NBA
- NFL
- NHL
- UFC
- WWE
- Local team websites

Radio format listened to M-Su 6a-12m
- All sports
- Spanish sports

Special TV sports programming watched past 12 months

Sports apparel with team/league logos purchased past 2 months
- College sports
- High school sports
- MLB
- NASCAR
- NBA
- NFL
- NHL
- WWE (pro wrestling)
- Other sports

Sports watch on broadcast/cable TV, listened to on radio, streamed online, follow on social media 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
- United States Football League (USFL)
- 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 R1 2024

Sports

Sports betting: leagues plan to bet on in the next 12 months
- Boxing
- Horse racing
- IndyCar
- International soccer (English Premier League, Ligo MX, Serie A, etc.)
- Major League Baseball (MLB)
- Major League Soccer (MLS)
- Mixed Martial Arts (UFC, etc.)
- NASCAR
- National Basketball Association (NBA)
- National Football League (NFL)
- National Hockey League (NHL)
- NCAA Basketball
- NCAA Football
- Professional golf
- Professional tennis
- WNBA
- Other

Sports betting: websites/apps might use to bet
- BetMGM Sportsbook
- BetRivers Sportsbook
- Caesars Sportsbook
- DraftKings Sportsbook
- FanDuel Sportsbook
- FOX Bet Sportsbook
- PointsBet Sportsbook
- Other online Sportsbook

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
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Nielsen

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

Short term rentals 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

Participated in company purchasing decision
- Business travel/convention arrangements

Places traveled outside continental U.S. past 12 months

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Nielsen

Travel

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

Voting/Political

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

Political related activities done in the past 12 months

- Actively participated in a group that tries to influence public policy or government
- Attended a political rally, or speech
- Attended a public meeting on town or school affairs
- Called a live radio or TV show to express an opinion
- Delivered a speech or spoke in front of a group on a political topic
- Participated in an organized protest
- Ran for or held or political office
- Served as an officer or committee member for a club or local organization
- Signed a petition on a political topic
- Worked for a political party
- Wrote a letter to the editor of a newspaper or magazine about a political topic
- Wrote an article for a magazine or newspaper on a political topic
- Wrote to or called a politician (at the state, local, or national level)

*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 or www.nielsen.com/investors and connect with us on social media.

Audience Is Everything®