HUNDREDS OF DATA TARGETS

www.themediaaudit.com
832-521-1000
OVERVIEW OF THE MEDIA AUDIT

The Media Audit
The Media Audit is a syndicated, local media, marketing research and software service in major and mid-sized markets. The research is used to increase knowledge, business effectiveness and revenues by:

- MARKETERS – to better define their market, consumers, competition, etc.
- AD AGENCIES – to enhance planning and buying media
- MEDIA – to understand and sell their strengths in delivering consumers

Ten media are measured including radio (traditional & web), television channels, television newscasts, cable networks, daily newspapers, alternative newspapers, city regional magazines, business publications and other local and regional print publications. Measurement of exposure to other media includes: outdoor billboards, direct mail, and local market Internet websites. In addition to media exposure information, The Media Audit covers demographics, socioeconomics, and lifestyle and consumer shopping information. This consumer information is used for the planning, buying, and selling of media. Advertisers and ad agencies use the information to define their market and their competitive position. Media companies use the information to sell their strength relative to key target markets.

Data Collection Methodology
The Media Audit gathers research through online interviews. Periodic cell phone and landline interviews are used in some market surveys. The sample is collected from eight or more “opt-in” panels, as well as web-based intercept surveys. Respondents reflect the population of a market. New panel members are recruited continuously. Data is single-sourced, which means respondents must complete the entire interview via one method. Incomplete interviews are not accepted as part of the sample.

Survey Area
The Media Audit surveys include the MSA (Metropolitan Statistical Area) and the GMA (Greater Metropolitan Area) that aligns with Nielsen’s DMA. Annual sample sizes vary by market, from 500 to 4,000 depending on the size of the market.

Sample Proportionality
All surveys are completed among adults that are 18 years of age or older. The sample is pulled from a cross-section of opt-in panels and uses nested quota targeting to ensure accurate representation geographically of genders, age groups, ethnicities, and income.

Time Frame
Interviewing is conducted over a 2-4 week interval for each survey period in all markets surveyed. The full report is published 4-6 weeks after the close of fieldwork.

Data Access
The Media Audit data is available in The Media Audit quick and easy proprietary software and through third party software suppliers such as: Strata Marketing, Tapsan, Telmar, IMS, Marketron, Immediate and Surview. The Media Audit has an open format policy and will provide its data base to all third party software companies.

Cross-Media Analysis
The Media Audit enables users of the data to make cross-media analyses between all surveyed media: Radio, Broadcast TV, Cable Television, Daily Newspapers, Alternative Newsweeklies, City/Regional Publications, Out-Of-Home-Media and Local Media Websites.
MEDIA MEASURED

Radio
Broadcast Radio Stations Listened To Past Week
Digital Radio Stations Listened To Past Week
Radio Station Listened To Most Past Week

Broadcast Television
Television Stations Viewed Past Week
Television Stations Viewed Yesterday
Television Newscasts Viewed Past Week/Yesterday
Morning News / Noon News / Early Evening News
Prime News / Late News (By Station)
Viewed Any TV Newscast Past Week

Broadcast Television Dayparts
Viewed Past Week and Viewed Yesterday
5:00AM to 7:00AM (Time-Zone Adjusted)
7:00AM to 9:00AM (Time-Zone Adjusted)
9:00AM to 10:00AM (Time-Zone Adjusted)
10:00AM to 11:00AM (Time-Zone Adjusted)
11:00AM to 12:00PM (Time-Zone Adjusted)
12:00PM to 1:00PM (Time-Zone Adjusted)
1:00PM to 2:00PM (Time-Zone Adjusted)
2:00PM to 3:00PM (Time-Zone Adjusted)
3:00PM to 4:00PM (Time-Zone Adjusted)
4:00PM to 5:00PM (Time-Zone Adjusted)
5:00PM to 6:00PM (Time-Zone Adjusted)
6:00PM to 7:00PM (Time-Zone Adjusted)
7:00PM to 7:30PM (Time-Zone Adjusted)
7:30PM to 8:00PM (Time-Zone Adjusted)
8:00PM to 11:00PM (Eastern/Pacific)
7:00PM to 10:00PM (Central/Mountain)
10:00PM to 11:00PM (Time-Zone Adjusted)
11:00PM to 1:30AM (Time-Zone Adjusted)

Cable Television
Cable Networks Viewed Past Week
Cable Networks Viewed Yesterday
Have Cable and/or Satellite TV
Have Cable Only
Have Satellite Only
Do Not Have Cable or Satellite TV
Cable/Satellite Provider

Daily Newspapers
Newspapers Read Past 5 Weekdays
Newspapers Read Last Weekday
Newspapers Read Past 4 Saturdays
Newspapers Read Last Saturday
Newspapers Read Past 4 Sundays
Newspapers Read Last Sunday
Newspapers Read Past Week (Monday-Sunday)
Newspapers (Print or Digital) Read Past Week
Newspapers (Print or Digital) Read Past Month

National Newspapers
USA TODAY – Read Weekdays/Sunday Past Week
USA TODAY – Read Weekdays/Sunday Last Issue
NEW YORK TIMES – Read Weekdays/Sat/Sun Past Week
NEW YORK TIMES – Read Weekdays/Sat/Sun Last Issue
WALL STREET JOURNAL – Read Weekdays/Sat Past Week
WALL STREET JOURNAL – Read Weekdays/Sat Last Issue

Regular Readers Of Newspaper Sections Or Pages (Print or Digital)
Main News/Front Page
International/National News
Business/Finance/Stocks
Sports News
Local/State News Section, Community Events
Art/Music/Book Reviews
Automotive
Classified Advertising
Celebrities and Social
Comics
Coupons/Circulars/Inserts/Flyers
Editorial/Opinion, Letters To Editor
Engagement/Marriage/Anniversary Announcements
Entertainment/Lifestyle
Fashion
Food/Cooking
Health/Well-Being
Home and Garden
Movie Listings/Reviews, TV Listings/Reviews
Obituaries
Real Estate
Science and Technology
Sunday Magazine
Travel Section
Weather
MEDIA MEASURED

Other Print Media
- Alternative Newsweeklies
- Other Weekly Publications
- Regional Publications
- Shopper Publications
- Business Publications
- Community Newspapers
- City Regional Magazines
- Business Publications
- LGBTQ Publications
- Local Publications

Websites Visited
- Radio Sites Visited
- Local Television Sites
- Local Newspaper Sites
- National Newspapers
- Magazine websites
- Alternative Newsweekly Sites
- Other Local websites

Amazon
- Bing
- Google
- Groupon
- YouTube
- Yahoo

Social Media
- Facebook
- Instagram
- LinkedIn
- LivingSocial
- Pinterest
- Snapchat
- Twitter

Vertical Websites
- Automotive
  - AutoTrader
  - Cars
  - Carmax
  - Craigslist Auto
  - Facebook Auto
  - KellyBlueBook

Recruitment
- Indeed
- LinkedIn
- Monster
- Snagajob
- Local Sites

Real Estate
- Apartments
- Craigslist Real Estate
- Realtor
- Trulia
- Zillow

Times Listen To Radio Average Weekday
- 5:00AM to 7:00AM
- 5:00AM to 10:00AM
- 5:00AM to 12:00PM
- 10:00AM to 3:00PM
- 3:00PM to 7:00PM
- 7:00PM to 12:00AM
- 12:00AM to 5:00AM
- Did Not Listen To Radio

Video Streaming Media
- ABC Live
- Acorn TV
- Amazon Prime/Amazon Instant
- AT&T U-verse
- CBS All Access
- Cox Contour
- Cruncyroll
- Direct TV Now
- Feeln
- Fox LiveTV
- HBO Go/HBO Now
- Hulu
- iTunes
- NBC Live
- Netflix
- PlayStation Vue
- Showbox
- Sling TV
- Spectrum TV
- Twitch
- Verizon FIOS Mobile
- Vudu
- WWE
- Network
- Xfinity Stream
- Youtube Premium/Red
- Other

Audio Streaming Media
- Accuradio
- Amazon Prime Music
- Apple Music
- Google Play Music
- iHeartRadio
- iTunes
- Jango
- NextRadio
- Sticher
- SiriusXM
- Slacker
- Soundcloud
- Spotify
- TuneIn
- YouTube Music
- Other

Internet Radio Paid Subscriptions
- Google Play Music All Access
- iHeartRadio Plus
- iHeartRadio All Access
- Pandora
- Slacker Radio Plus
- Slacker Radio Premium
- Spotify Premium
- Youtube Music Premium

Podcasts
- Listened To Podcast Past Month (Any)
- Listened To Podcast Past Month (By Individual Podcast)
**Media & Consumers Measured**

**Media Measured**

**Radio Exposure Average Day**
- Heavy (180 Minutes or More)
- Medium (60-179 Minutes)
- Light (1-59 Minutes)
- None (0 Minutes)

**Television Exposure Average Day**
- Heavy (300 Minutes or More)
- Medium (180-299 Minutes or More)
- Light (1-179 Minutes)
- None (0 Minutes)

**Newspaper Exposure Average Day**
- Heavy (60 Minutes or More)
- Medium (30-59 Minutes)
- Light (1-29 Minutes)
- None (0 Minutes)

**Exposure Opportunity To Outdoor**
- Heavy (200+ Miles Average Week)
- Medium (100-199 Miles Average Week)
- Light (1-99 Miles Average Week)
- None (0 Miles Average Week)

**High Mileage Drivers (350+ Miles Per Week)**

**Internet Exposure Average Day**
- Heavy (180 Minutes or More)
- Medium (60-179 Minutes)
- Light (1-59 Minutes)
- None (0 Minutes)

**Social Media**
- Heavy (180 Minutes or More)
- Medium (60-179 Minutes)
- Light (1-59 Minutes)
- None (0 Minutes)

**Average Time Exposed To Media**
- Radio (Average Minutes)
- Television (Average Minutes)
- Newspaper (Average Minutes)
- Billboards (Average Minutes)
- Email (Average Minutes)
- Internet (Average Minutes)

**Not Exposed To This Media**
- Weekday Newspaper
- Saturday Newspaper
- Sunday Newspaper
- Radio – Average Weekday
- TV – Average Weekday
- Internet – Average Weekday
- Direct Mail – Past Week

**Direct Mail Weekly Readership**
- 75% or More Read Weekly
- 25%-74% Read Weekly
- 1% to 24% Read Weekly
- 0% Read Weekly
## DEMOGRAPHIC TARGETS

<table>
<thead>
<tr>
<th>Gender</th>
<th>Household Income</th>
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<tbody>
<tr>
<td>Male</td>
<td>Under $15,000</td>
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<tr>
<td>Female</td>
<td>Under $25,000</td>
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<tr>
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<td>Under $50,000</td>
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<tr>
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<td>$15,000 - $24,999</td>
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<tr>
<td></td>
<td>$200,000+, $300,000+</td>
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<tr>
<td></td>
<td>$500,000+, $1,000,000+</td>
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<table>
<thead>
<tr>
<th>Age (Adults, Males, Females)</th>
<th>AVERAGE ANNUAL HOUSEHOLD INCOME</th>
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<tbody>
<tr>
<td>18-20</td>
<td></td>
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<tr>
<td>21-24</td>
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<tr>
<td>25-34</td>
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<td>35-44</td>
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<td>55-64</td>
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<td>65-74</td>
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<tr>
<td>45-64</td>
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<table>
<thead>
<tr>
<th>Education</th>
<th>MEDIAN ANNUAL HOUSEHOLD INCOME</th>
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<tbody>
<tr>
<td>Some High School Or Less</td>
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<tr>
<td>High School Graduate</td>
<td></td>
</tr>
<tr>
<td>Some College</td>
<td></td>
</tr>
<tr>
<td>College Graduate (One Degree)</td>
<td></td>
</tr>
<tr>
<td>Advanced College Degree</td>
<td></td>
</tr>
<tr>
<td>Family Size</td>
<td></td>
</tr>
<tr>
<td>1 Person, 2 Persons</td>
<td></td>
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<tr>
<td>3-4 Persons, 5+ Persons</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Professional, Technical</td>
<td></td>
</tr>
<tr>
<td>Proprietors, Managers</td>
<td></td>
</tr>
<tr>
<td>Clerical/Sales Worker</td>
<td></td>
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<tr>
<td>White Collar Workers</td>
<td></td>
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<tr>
<td>Blue Collar Workers</td>
<td></td>
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<tr>
<td>Business Owner/Partner/Corp. Officer</td>
<td></td>
</tr>
<tr>
<td>Professional*</td>
<td></td>
</tr>
<tr>
<td>Proprietors, Managers*</td>
<td></td>
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<tr>
<td>Clerical*</td>
<td></td>
</tr>
<tr>
<td>Sales*</td>
<td></td>
</tr>
<tr>
<td>Craftsmen, Foremen*</td>
<td></td>
</tr>
<tr>
<td>Operatives, Semi-Skilled*</td>
<td></td>
</tr>
<tr>
<td>Service Workers*</td>
<td></td>
</tr>
<tr>
<td>Total Employed*</td>
<td></td>
</tr>
<tr>
<td>Student*</td>
<td></td>
</tr>
<tr>
<td>Skilled Workers--Plumbers, Electricians*</td>
<td></td>
</tr>
<tr>
<td>Science/Engineer/Architect/Physician/Etc.*</td>
<td></td>
</tr>
<tr>
<td>White Collar--Manager/Supervisor*</td>
<td></td>
</tr>
<tr>
<td>Blue Collar-Manager/Supervisor/Foreman*</td>
<td></td>
</tr>
<tr>
<td>Call Center/Market Research Interviewer*</td>
<td></td>
</tr>
</tbody>
</table>

*available in select markets
### Demographic & Lifestyle Targets

#### Ethnicity
- White (Not Hispanic)
- Black (Not Hispanic)
- Hispanic Descent
- Asian
- Other

#### Language
- Spanish Spoken Weekly At Home
- Spanish Spoken Weekly At Work/Away From Home

#### Marital Status
- Married
- Separated
- Widowed
- Divorced
- Never Married
- Never Married/Divorced/Separated/Widowed
- Engaged/Getting Married

#### Stage In Life Cycle
- Single Under 35 No Children
- Married Under 35 No Children
- Children At Home, Any Age
- Children – Any Under 6
- Children – Any Age 6-12
- Children – Any Age 13 Plus
- Children – Any Age 18 Plus
- Married, 35+, No Child At Home
- Single, 35+, No Child At Home

Child Care – Kids Under 6 And Dual Income Parents
Child Care – Kids Under 6 And Single Parent

Affluent Working Women – Family Income $75,000+
Affluent Blue Collar Worker – Family Income $75000+

#### Generations
- Gen Xers (1965-1981)
- Baby Boomers (1946-1964)
- Baby Boomer 2 (1956-1964)
- Silent Generation (1925-1945)

#### Military Household Member
- Total
- Active
- Formerly Served
- Retired

#### Lifestyles
- Yuppies (Age 21-34/College Grad/Tech-Prof-Mgr Job)
- Maturing Yuppies (Age 25-44/College Grad/Tech-Prof-Mgr/Kids At Home)
- Affluent Empty-Nesters($50,000+ Income/No Kids At Home/Age 45+)
- Financial Optimists (Better Off 6 Months From Now)
- Two-Income Families
- Dual-Income/No Children
- Affluent Full Nesters-$75K+/Kids At Home
- Affluent Working Women – Family Income $75,000+
- Affluent Blue Collar Worker – Family Income $75000+
- Graying Affluents – Age 50+/Family Income $50,000+
- Affluent Boomers – $250K+ Stocks/M-Fund/Save/CD Etc.
- Affluent White Collar Worker – Family Income $100K+
- Young With Money – Age 18-34/$100,000+ Income
- Working Women
- Working Women – Age Group – 18-34
- Working Women – Age Group – 35 Plus
- Working Mothers
- Single Parents
- Buy “Green-Good For Environment” Regularly
- Buy “Green-Good For Environment” Regularly/Occasionally
- Attend Any Religious Services Regularly
- Attend Any Religious Services Regularly/Occasionally
- Identify as LGBTQ
- Opinion leaders

#### Business Decision Makers
- Business Owner/Corporate Officer
- B2B
- Influence Business Service – Accounting
- Influence Business Service – Banking
- Influence Business Service – Company Phone/Internet
- Influence Business Service – Construction
- Influence Business Service – Corporate Financing
- Influence Business Service – Energy
- Influence Business Service – Event Panning/Locations
- Influence Business Service – Health Care/Insurance
- Influence Business Service – Individual Employee Mobile/Cellular
- Influence Business Service – IT (Information Technology)
- Influence Business Service – Legal
- Influence Business Service – Office Equipment
- Influence Business Service – Office Furniture
- Influence Business Service – Office Space
- Influence Business Service – Recruitment/Employment
- Influence Business Service – Travel Services/Corporate Travel
- Influence Business Service – Vehicle Leasing
- Influence Business Service – Work Force Education
RESIDENTIAL, ACTIVITY, AND RETAIL TARGETS

Geographical Area Of Residence
Greater Metropolitan Area
Metropolitan Area
Non Metropolitan Area
County

Residential Information
Years Lived In City – 1 or less
Years Lived In City – 5 Years or less
Years Lived In City – 10 Years or less
Years Lived In City – 10 Years or more
Years Lived In City – 20 Years or more
Years Lived At Present Address – 1 or less
Years Lived At Present Address – 5 Years or less
Years Lived At Present Address – 10 Years or less
Years Lived At Present Address – 10 Years or more
Years Lived At Present Address – 20 Years or more
Dwelling Unit – Owned
Dwelling Unit – Rented

Participated In Past 12 Months
Lawn/Gardening
Hunting/Fishing
Snow Skiing/Boarding
Played Golf 3+ Times
One+ Visits To Gambling Casino
Hotel/Motel 10+ Nights
Bars/Night Clubs (Past 4 Weeks)
Attended 3+ College/Professional Sports Events
Attended Country Music Concert
Attended Rock Or Popular Music Concert
Attended Opera/Symphony/Theatre
Attended Major Theme Park
Diet For Four Weeks Or More
Exercised At Health Club 12+ Times
Take an Ocean Cruise (Next Year)
Placed Bets On Professional/College Sports
Potential Spa Users (Female 25-54/HHI $75,000+)
Art Patrons (Advanced Degree/HHI $100,000+/
Attend Opera/Symphony/Theatre)

Products/Services Purchased Past Month
Auto-Parts Stores
Hardware/Lumber/Building Supply Stores
Sporting Goods Stores
Discount Stores
Jewelry Stores
Drug Stores
Movie Theater Attendance
Restaurant Diner 4+ Times Past 2 Weeks
Clothing – Men’s
Clothing – Women’s
Clothing – Children’s
Lottery Tickets Past Month /Hard Cider

Pets In The Home
Dog
Cat

Household Currently Owns
RV/Motor Home
Power Or Motorboat
Sailboat
Motorcycle
Pickup Truck

Alcohol Consumption
(Beer/Hard Cider, Wine, Liquor)
1+ Past Week
1 Past Week
2-4 Past Week
5-9 Past Week
10-15 Past Week
15+ Past Week

Beer/Hard Cider or Wine Past Week
Beer/Hard Cider or Liquor Past Week
Wine or Liquor Past Week
Beer and Wine Past Week
Beer and Liquor Past Week
Wine and Liquor Past Week
Beer, Wine or Liquor Past Week

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Automotive Ownership (Now Own)
1 Vehicle
2 Vehicles
1+ Vehicles
3+ Vehicles
Buick
Cadillac
Chevrolet
Chrysler
Dodge
Ford
Geo
GMC
Hummer
Jeep
Lincoln/Mercury
Oldsmobile
Pontiac
Ram Trucks
Saturn
Acura
Audi
BMW
Daewoo
Fiat
Honda
Hyundai
Isuzu
Infiniti
Jaguar
Kia
Land Rover
Lexus
Mazda
Mercedes
Mini Cooper
Mitsubishi
Nissan
Porsche
Saab
Scion
Smart
Subaru
Suzuki
Toyota
Volkswagen
Volvo
Japanese/Asian Auto
European Auto
Any Domestic
Any Foreign
Luxury Domestic Car Owners
Luxury Foreign Car Owners

Automotive Plan To Buy Market Next 12 Months
Vehicle
New Vehicle
Used Vehicle
Foreign Vehicle
Domestic Vehicle
Car
Van/Truck/SUV
Will Pay $20,000 Plus
Will Pay $30,000 Plus

Telephone Access In-Home
Landline Only
Cellphone Only
Landline and Cellphone
Landline (May Also Have Cellphone)
Cellphone (May Also Have Landline)

Cellular Phone/Digital
Own Cellular Phone
Own Smartphone
Cellphone Carrier Used (Individual Cell Phone Carriers)
Now Have Digital Recording Device
Smart Speakers Currently Own/Use – Amazon Echo (Alexa)
Smart Speakers Currently Own/Use – Google Home
Smart Speakers Currently Own/Use – Apple Homepod
Smart Speakers Currently Own/Use – Microsoft Cortona
Smart Speakers Currently Own/Use – Amazon and Google
Now Own A Smart Speaker (By How Many)
Use 2nd/3rd Screen While Watching TV Past Week
Use Ad-Blocking Software (Smartphone/PC/Laptop/Tablet)

Retail Market Next 12 Months Plan To Buy
New Furniture
Bedding – Bed/Mattress, etc.
Personal Computer or Additional Equipment
Glasses/Contact Lens
Lasik Eye Surgery
Cosmetic Surgery or Procedure
Major Household Appliances
New Television Set
College Courses (All, A18-34, A35+)
Tablet
Personal Home Electronics
Smart Speakers (By How Many)
REAL ESTATE, HOME IMPROVEMENT, PURCHASES, TRAVEL

Plan To Buy/Sell Home Next 2 Years
All Adults Planning To Buy Home
Renters Who Plan To Buy Home
Home Owners Who Plan To Buy Home
$50K+ Income Who Plan To Buy Home
All Adults Planning To Sell Home

Home Ownership
Total Home Owners
Home Owner – Income Under $50,000
Home Owner – Income $50,000 To $74,999
Home Owner – Income $75,000 To $99,999
Home Owner – Income $100,000 or more

Market Value Of Home
Under $100,000
$100,000 - $199,999
$200,000 - $299,999
$300,000 - $399,999
$400,000 - $499,999
$500,000 - $999,999
$200,000+, $300,000+
$400,000+, $500,000+, $1,000,000+
Average Home Value
Median Home Value

Home Improvement
Home Improvements Done Past 12 Months
Plan Home Improvement Next 12 Months
Amount Spent Under $500
Amount Spent Between $500 to $4,999
Amount Spent $5,000 or more
(CATEGORIES AVAILABLE)
  Remodel Bathroom
  Remodel Kitchen
  Other Remodeling
  Any Addition
  Installed Pool, Hot Tub, Spa
  Landscaping
  Interior Paint or Wallpaper
  Exterior Paint
  Siding
  Carpeting or Floor Covering
  Heating or Air Conditioning
  Replace or Repair Roof
  Replace Windows
  Plumbing
  Electrical
  Alarm/Security Service
  Pest Control Service
  Other Home Improvements
  Any Home Improvements
  Home Repairs-In Home 20+ Years And Have
  Home Equity Loan

Drugstore Shoppers
Drug Stores Shopped Past 4 Weeks
INDIVIDUAL STORES SHopped

Supermarket Expenditures
Average Weekly Expenditure - $100 Plus
Average Weekly Expenditure - $150 Plus
Used Coupons or Grocery Store Flyer (past month)

Supermarkets Shopped Past 7-Days
INDIVIDUAL LOCAL MARKETS SHopped

Domestic Air Travel Past 12 Months
3+ Round Trips
6+ Round Trips
Primary Business Air Travelers

Foreign Air Travel Past 2 Years
1+ Round Trips
2+ Round Trips

Fast Food Restaurants Number of Purchases Past 7 Days
3+ Purchases
5+ Purchases
Fast Food Restaurants Eaten in During Past 4-Weeks
INDIVIDUAL FAST FOOD RESTAURANTS
Sit-Down Restaurants Eaten in During Past 90 Days
INDIVIDUAL SIT-DOWN RESTAURANTS

Soft Drink Consumption Number of Times Past 7 Days
5+ Times
10+ Times

Cigarettes/Cigars/Tobacco/Cannabis Used or Bought Past Month
Cigarettes
E-Cigarettes/Vape Pens/Vape Supplies
Cigars
Chewing Tobacco/ Snuff/Dip
Pipe Tobacco
Heat-Not-Burn Cigarettes/ Supplies
Marijuana/Cannabis (past month and past year)
POLITICS, HEALTH, SERVICES, RETAIL

Political Views/Voting
Voted Local, State, National Election
Political Party Affiliation
  - Democrat
  - Independent
  - Republican
  - Libertarian
  - Green Party
  - Tea Party
Past Year Voted As
  - Democrat
  - Independent
  - Republican
  - Libertarian
  - Green Party
  - Tea Party
  - Liberal
  - Independent
  - Conservative
  - Neither Liberal Nor Conservative

Family Members Who Have
Visited ER, Urgent Care, Or Were Hospitalized Past 2 Years

Family Members Who Are
Considering Assisted Living Facility For Family Member
Considering Moving to a Retirement Community next 5 yrs.

Legal Services
Used An Attorney Past Two Years
Used Attorney To Collect Damages

Financial Services
Market Have IRA/Keogh Account
Have CDs/Savings Certificates
Have 401K Account
Investors-Have CD’s/IRA/401K (Adults 18+,18-34,35-64,55+)
Have Car Loan
Have Home Equity Loan
Traded Stocks/Bonds Past Week
Liquid Assets – $100,000 or more
Liquid Assets – $250,000 or more
Customers Of Financial Institutions
  (INDIVIDUAL BANKS/CREDIT UNIONS USED BY NAME)

Department/Specialty Stores Shopped Past 6-Months
  (INDIVIDUAL STORES SHopped BY NAME)

Shopping Malls/Centers
Shopped Frequently
  (LOCAL SHOPPING CENTERS BY NAME)

Stores Shopped Most Often For
Electronic/Appliances
  (LOCAL STORES SHopped BY NAME)

Stores Shopped Most Often For
Furniture Or Bedding
  (LOCAL STORES SHopped BY NAME)

Online Purchases
  1+ Purchases Past Week
  3+ Purchases Past Week
  5+ Purchases Past Week
  No Purchases Past Week
Made Any Purchases Past Month (ALL)
Made Any Purchases Past Month (BY ONLINE RETAILER)

Health Care Market
Have Health Insurance Company
Have Some Type Of Health Insurance
Have Medicare
Have Medicaid
Have Other Medical Insurance Coverage
Plan Hospital Stay Next Year and Have Medical Insurance
Local Hospital Visited Past Year As Patient
  (INDIVIDUAL LOCAL HOSPITALS BY NAME)
Health Group Patient Past 2 Years
  (INDIVIDUAL HEALTH GROUP BY NAME)
Household Has/Uses Hearing Aid

Type Of Doctor Visited in The Past Two Years
General Practitioner/Internist
Pediatrician
Dermatologist
Orthopedist/ Sports Medicine Doctor
Gynecologist
Oncologist/Cancer Doctor
Cardiologist
Podiatrist/Foot Doctor
Ophthalmologist/ Eye Surgeon
Physical Therapist
Chiropractor
Dentist
Urologist
SPORTS TARGETS

Local Sports Insights

Sports Fan Of
(Total And By Local Team)
MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Attended Past 12 Months
(Total And By Local Team)
MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Watched On TV Past 12 Months
(Total And By Local Team)
MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Listened On Radio Past 12 Months
(Total And By Local Team)
MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Watched/Listened Live Stream
Past 12 Months
(Total And By Local Team)
MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Websites Visited Past 12 Months
(Total And By Local Team)
MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

High School Sports
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