



# LocalMotion Service Categories and Markets

**For Television:** LocalMotion is the consumer research that drives local ad sales revenue. This qualitative service—which is offered in 154 markets nationwide—enables media to draw a picture of their audience in terms of demographics, media habits and purchase plans.

## Categories

### Appliances

Large Appliance—Plan to Buy in 12 Months (HH)

### Audio/Video/Electronics

Cell Phone—Plan to Buy in 12 Months (HH)

Computer Hardware—Plan to Buy in 12 Months (HH)

DVD Player/Recorder—Plan to Buy in 12 Months (HH)

Digital Camera/Camcorder—Plan to Buy in 12 Months (HH)

HD Television—Plan to Buy in 12 Months (HH)

MP3 Player—Plan to Buy in 12 Months (HH)

Purchased at Electronic Store—Past 30 Days

### Automobile

Purchase/Lease—Cost (HH)

Purchase/Lease—Timing (HH)

Purchased at Auto Parts Store—Past 30 Days

Next New Purchase/Lease—Auto Type (HH)

Next Used Purchase/Lease—Auto Type (HH)

### Beer

Any Beer—Glasses Past 7 Days

### Cable Viewer Profile

Have Cable (HH)

Have Satellite Dish (HH)

Cable Stations Viewed in Past 7 Days

### Demographics

Education

Employed Full-Time/Part-Time

Employment Status

Household Income (HH)

Household Size—Total Persons (HH)

Number of Children Under 12 (HH)

Race/Ethnic Origin

Specific Age/Sex Demos

Target Age/Sex Demos

Number of Persons 12 and Older (HH)

Reported Language Preference\*

### Furniture

Major Furniture—Plan to Buy in 12 Months (HH)

Mattress—Plan to Buy in 12 Months (HH)

### Geographic Area

County

### Grocery/Convenience Stores

Grocery Spending—Past 7 Days (HH)

### Hardware/Home Improvement/Garden

Carpet/Flooring—Plan to Buy in 12 Months (HH)

Purchased at Home Improvement/Hardware Store

Purchased at Lawn and Garden Center

### Healthcare

Purchased at Drug Store/Pharmacy—Past 30 Days

### Internet

Internet Purchases in Past 12 Months

Time Spent on the Internet—Past 7 Days

### Newspaper Reader Profile

Online Readership—Past 7 Days

Sunday Readership—Past 7 Days

Weekday Readership—Past 7 Days

Time Spent Reading Local Daily Paper

Newspaper Readership—Past 7 Days

### Out-Of-Home Travel

Total Miles Traveled in Vehicle—Past 7 Days

Time Spent Traveling to Work One Way

### Political

Political/Party Affiliation

### Radio Listener Profile

Local Stations Listened to—Mon-Sun, 6AM-Mid

### Residence Status

Own or Rent Home (HH)

Real Estate Plan to Buy in 2 Years (HH)

### Restaurants

Casual Dining—Past 30 Days

Fine Dining—Past 30 Days

Quick Service—Past 30 Days

### Retail Shopping

Purchased at Department/Clothing Store—Past 30 Days

Purchased at Jewelry Store—Past 30 Days

Purchased at Sporting Goods Store—Past 30 Days

### Spirits

Liquor

Wine

### Sports/Leisure

Casino—Past 12 Months

Local Sporting Event—Past 12 Months

### Television News Viewership

Viewed Local TV News—Past 7 Days

Number of Days Viewed—Evening

Number of Days Viewed—Late Night

\*Among Hispanic Markets Only

**Markets**

Abilene, TX	Columbia, MO	Jackson, MS	Montgomery, AL	Sioux City, IA
Akron, OH	Columbus, GA	Jackson, TN	Montpelier-Barre-St. Johnsbury, VT	South Bend, IN
Albany, GA	Concord (Lakes Region), NH	Johnson City-Kingsport-Bristol, TN-VA	Morgantown-Clarksburg-Fairmont, WV	St. Cloud, MN
Alexandria, LA	Corpus Christi, TX	Jonesboro, AR	Muncie-Marion, IN	Stockton, CA
Altoona, PA	Danbury, CT	Joplin, MO	Muskegon, MI	Sussex, NJ
Amarillo, TX	Daytona Beach, FL	Kalamazoo, MI	Myrtle Beach, SC	Tallahassee, FL
Anchorage, AK	Decatur, IL	Kalispell-Flathead Valley, MT	New London, CT	Terre Haute, IN
Asheville, NC	Dothan, AL	Killeen-Temple, TX	Odessa-Midland, TX	Texarkana, TX-AR
Augusta, GA	Duluth-Superior, MN-WI	La Crosse, WI	Olean, NY	Topeka, KS
Augusta-Waterville, ME	Eau Claire, WI	Lafayette, IN	Oxnard-Ventura, CA	Traverse City-Petoskey, MI
Bangor, ME	Elmira-Corning, NY	Lake Charles, LA	Panama City, FL	Tri-Cities, WA (Richland-Kennewick-Pasco)
Battle Creek, MI	Erie, PA	Lakeland-Winter Haven, FL	Parkersburg-Marietta, WV-OH	Tupelo, MS
Beaumont-Port Arthur, TX	Eugene-Springfield, OR	Lansing-East Lansing, MI	Peoria, IL	Tuscaloosa, AL
Beckley, WV	Fargo-Moorhead, ND-MN	Laredo, TX	Portland, ME	Twin Falls (Sun Valley), ID
Bend, OR	Fayetteville, NC	Las Cruces, NM	Portsmouth-Dover-Rochester, NH	Tyler-Longview, TX
Billings, MT	Fayetteville (Northwest Arkansas), AR	LaSalle-Peru, IL	Poughkeepsie, NY	Utica-Rome, NY
Biloxi-Gulfport-Pascagoula, MS	Flagstaff-Prescott, AZ	Laurel-Hattiesburg, MS	Pueblo, CO	Valdosta, GA
Binghamton, NY	Florence, SC	Lawton, OK	Puerto Rico	Victor Valley, CA
Bismarck, ND	Florence-Muscle Shoals, AL	Lebanon-Rutland-White River Junction, NH-VT	Quad Cities (Davenport-Rock Island-Moline), IA-IL	Visalia-Tulare-Hanford, CA
Bloomington, IL	Ft. Collins-Greeley, CO	Lima, OH	Rapid City, SD	Waco, TX
Bluefield, WV	Ft. Smith, AR	Lincoln, NE	Reading, PA	Waterloo-Cedar Falls, IA
Boise, ID	Ft. Walton Beach-Destin, FL	Lufkin-Nacogdoches, TX	Redding, CA	Watertown, NY
Brunswick, GA	Grand Forks, ND-MN	Madison, WI	Reno, NV	Wausau-Stevens Point, WI (Central Wisconsin)
Bryan-College Station, TX	Grand Island-Kearney, NE	Manchester, NH	Rochester, MN	Wenatchee, WA
Burlington-Plattsburgh, VT-NY	Grand Junction, CO	Mankato-New Ulm-St. Peter, MN	Salina-Manhattan, KS	Wheeling, WV
Canton, OH	Hagerstown-Chambersburg-Waynesboro, MD-PA	Medford-Ashland, OR	Salisbury-Ocean City, MD	Wichita Falls, TX
Cape Cod, MA	Harrisonburg, VA	Melbourne-Titusville-Cocoa, FL	San Angelo, TX	Williamsport, PA
Casper, WY	Hot Springs, AR	Merced, CA	San Luis Obispo, CA	Wilmington, DE
Cedar Rapids, IA	Huntington-Ashland, WV-KY	Modesto, CA	Santa Maria-Lompoc, CA	Winchester, VA
Champaign, IL		Monroe, LA	Savannah, GA	Worcester, MA
Cheyenne, WY			Sheboygan, WI	Yakima, WA
Chico, CA			Shreveport, LA	

