

# Qualitative Diary Service

FOR AGENCIES & ADVERTISERS | Categories and Markets From Fall 2008

## 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

**Markets**

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

