



RetailDirect® Service

Categories and Markets

Categories

Automobiles

Dealerships - Likely to Shop (HH)

Next New Purchase/Lease - Timing (HH)/Cost (HH) and Auto Type (HH)

Next Used Purchase/Lease - Timing (HH)/Cost (HH) and Auto Type (HH)

Past Auto Purchase/Lease - Past 5 Years (HH) and Make or Brand (HH)

Routine Car Maintenance Provider (HH)

Banking/Financial

Used Attorney - Past 12 Months (HH)

Used Employment Service - Past 12 Months (HH)

Used Financial Services - Past 12 Months (HH)

Financial Institutions Used

Used Real-Estate Agent - Past 12 Months (HH)

Used Travel Agent - Past 12 Months (HH)

Beer

Brand of Beer

Drink Regular Beer

Drink Light Beer

Drink Foreign Beer

Drink Domestic Beer

Soft Drinks

Drink Diet Cola

Drink Diet Non-Cola

Drink Regular Cola

Drink Regular Non-Cola

Soft Drink Brand

Demographics

Education

Employment Status - Employed/Unemployed

Reason Not Employed

Employed Full Time/Part Time

Occupation and Occupation Classification - Blue-/White-Collar

Employed by a Casino*

Employed in Military*

Household Size - Total Persons/Adults 18+

Language Speak in Home Amongst Hispanics*

Marital Status

Number of Children Under 12 (HH)/Persons Under 18 (HH)/Teens (HH)

Race/Ethnic Origin*

Specific Age/Sex Demos

Target Age/Sex Demos

Household Income

Shopping Malls*

Malls Shopped - Past 30 Days

Department Stores

Department Stores Shopped - Past 60 Days

Grocery/Convenience Stores

Food Stores - Likely to Shop

Convenience Store Visits - Past 30 Days

Audio/Video/Electronics

Audio/Video Stores - Likely to Shop

Stereo Equip/CD Player - Plan to Buy in 12 Months (HH)

Television/VCR/DVD - Plan to Buy in 12 Months (HH)

Computer or Accessories - Plan to Buy (HH)

Home Computer - Currently Own (HH)

Access to the Internet at Home or Work

Hours Spent on Internet - Past 7 Days

Purchase Via Internet - Past 12 Months

Cellular Phone - Plan to Buy in 12 Months (HH)

Amount of Cellular Phone Bill - Past 30 Days

Healthcare

Medical Centers - Likely to Use

Stores Shopped for Health Products/Prescriptions

Type of Specialist Seen - Past Year

Yellow Pages

Number of Times Used - Past 30 Days

Direct Mail

Response/Purchase - Past 30 Days

Travel

of Commercial Air Trips - Past Year

Airport - Likely to Use*

Gaming*

Hotels/Casinos Visited - Past 30 Days

Activities Attended/Participated

Casino Visits - Past 30 Days

Play Lottery - # of Times per Week

Restaurants

Quick-Service Restaurant Used Most

Quick-Service Visits - Past 7 Days

Casual Dining Restaurant Used - Past 60 Days

Chinese/Asian Restaurant Visited - Past 60 Days

Coffeehouse/Bar Visited - Past 60 Days

Italian Restaurant Visited - Past 60 Days

Mexican Restaurant Visited - Past 60 Days

Seafood Restaurant Visited - Past 60 Days

Upscale Restaurant Visited - Past 60 Days

Hardware/Home Improvement/Garden

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

Hardware/Home Improvement Center Visits - Past 30 Days

Hardware/Home or Lawn/Garden Centers Shopped - Past 60 Days*

Lawn/Garden Center Visits - Past 30 Days

Planning a Major Home Improvement Project - Next 12 Months*

Furniture

Furniture Stores - Likely to Shop

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

Mattress - Plan to Buy in 12 Months (HH)

Jewelry

Jewelry Stores - Likely to Shop*

Shopped for Jewelry - Past 6 Months

Jewelry Spending - Past 6 Months*

*Not available in all markets

Residence Status

Own or Rent Home (HH)
 Age of Home (HH)*
 Plan to Rent - Next 12 Months (HH)
 Plan to Buy - Next 12 Months (HH)
 Value of Home (HH)*

Appliances

Appliance Stores - Likely to Shop
 Large Appliance - Plan to Buy in 12 Months (HH)

Cable Viewer Profile

Have Cable
 Have Satellite Dish
 Cable Special Events*
 Cable Channels Viewed - Past 7 Days

Sports/Leisure

Camping/Fishing/Hunting - Past 12 Months
 Attend Professional Sporting Event - Past 12 Months*
 Family Vacations - Past 12 Months
 Visit Amusement Parks - Past 12 Months*
 Concerts - Past 12 Months
 Nightclub/Bar/Cocktail Lounge - Past 12 Months
 Golf - Past 12 Months
 Tennis - Past 12 Months
 Snowboarding - Past 12 Months*

Boating/Watersports - Past 12 Months*
 Photography - Past 12 Months*
 Snow Skiing - Past 12 Months*
 Visit a Casino - Past 12 Months*
 Attend College Sports Event - Past 12 Months*
 Sporting Goods Store Visits - Past 30 Days
 Health Club/Gym Visits - Past 30 Days
 Movie Theater Visits - Past 30 Days
 Video Rental Store Visits - Past 30 Days
 Motorcycle - Currently Own
 Pool or Spa - Currently Own
 Power Boat - Currently Own
 RV (Motor Home) - Currently Own
 Sailboat - Currently Own

TV Program Types

Comedy Programs
 Dramas
 Game Shows
 Late-Night Talk or Variety Shows
 Daytime Talk Shows
 National News
 Science Fiction
 Sports
 Movies

Music Videos
 News Magazine Shows

Freestanding Insert*

Read Past 7 Day Advertising Circulars
 Read All/Most/Favorite Stores

TV Sports Programming

View Professional Football Programs
 View College Football Programs
 View Professional Basketball Programs
 View College Basketball Programs
 View Professional Baseball Programs
 View Professional Hockey Programs
 View Golf Programs
 View Tennis Programs
 View Auto Racing Programs
 View Outdoor/Fishing/Hunting Programs
 View Bowling Programs
 View Boxing Programs
 View Ice Skating Programs
 View Wrestling Programs

Geographic Area

County
 Zip Code of Residence

Radio Listener Profile

By Station - Monday-Sunday 6AM-Midnight

Broadcast Viewer Profile

Total Past 7 Day Viewing
 Local News Shows
 Early and Late Local News Typically Viewed
 First Choice for Local News

Newspapers

Weekday Readership - Past 7 Days
 Weekday Readership Yesterday
 Weekday Section Read - Past 7 Days
 Sunday Readership Average Issue

Publications*

Read Past 7 Days

Outdoor Media

Distance Walked - Past 7 Days
 Roads Traveled - Past 7 Days
 Time Spent Traveling to Work One Way
 Total Miles Traveled - Past 4 Weeks/Past 7 Days

Markets

Allentown-Bethlehem, PA
 Atlantic City-Cape May, NJ
 Baton Rouge, LA

Charleston, SC
 Evansville, IN
 Ft. Wayne, IN
 Gainesville-Ocala, FL
 Greenville-New Bern-Jacksonville, NC

Huntsville, AL
 Lafayette, LA
 Lubbock, TX
 Macon, GA
 Monterey-Salinas-Santa Cruz, CA

Rockford, IL
 Springfield, MA
 Springfield, MO
 Youngstown-Warren, OH

*Not available in all markets RetailDirect® is a registered mark of Arbitron Inc.

