

RetailDirect Service

FOR AGENCIES & ADVERTISERS | Categories and Markets From Release 1, 2009

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)
 Banking Services Used*
 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*

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)*

continued...

Categories *(continued)*

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

* Not available in all markets

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
 Omaha-Council Bluffs, NE-IA

Palm Springs, CA
 Rockford, IL
 Santa Barbara, CA
 Springfield, MA
 Springfield, MO
 Youngstown-Warren, OH



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