Nielsen Scarborough’s Mid-Tier Local Market Studies bring local markets to life. With eyes and ears in neighborhoods across the country, the studies measure the trends, attitudes and behaviors of consumers in the local markets where they live.

The Mid-Tier Local Market Studies measure a wide array of consumer behaviors and media audiences including:

- Automotive
- Banking and Financial Services
- Demographics
- Lifestyle
- Healthcare
- Internet/Computer
- Media Usage
- Shopping (Retail, Grocery)
- Telecommunications
- Transportation
- Voting

Providing the most comprehensive and locally focused consumer insights available, Nielsen Scarborough Mid-Tier Local Market data is collected using a questionnaire that is mailed to consumers 18+ in each local market.

Nielsen Scarborough Mid-Tier Local Market Studies can be accessed through:

- PRIME Lingo® web-based software, an easy-to-use platform for custom report creation
- Software Service Providers (please contact your provider for details)

Key Benefits

- Enhance planning and buying by connecting consumer behaviors with media consumption.
- Improve media mix allocations by analyzing cross-media consumption.
- Create actionable, impactful promotions and partnerships.
- Make data-driven advertising and marketing decisions.
What’s In The Mid-Tier Local Market Studies?

### AUTOMOTIVE

**Vehicle**
- Amount Plan to Pay for New/Leased/Used Vehicle, next 12 Months
- Auto Insurance Providers
- Bought New/Used/Leased
- Dealership/Internet Sites Plan To Shop to Buy/Lease New/Used Vehicle During Next Year
- Distance Traveled One Way to Buy/Lease New/Used Vehicle
- Make
- Model
- Model Year
- Number Leased
- Number Owned
- Reason for Using Particular Dealership

**Auto Repairs/Services Past 12 Months**
- Anti-freeze/Coolant
- Auto Glass Replacement
- Brake Repair
- Car Battery
- Car Radio/Stereo
- Muffler
- New Tires
- Oil Filter/Change
- Other Repair
- Paint/Body Work
- Shocks/Struts
- Transmission Repair
- Tune-up/Spark Plugs

### BANKING & FINANCE

**Institution Used for Banking/Financial Services**

**Homeowner/Renters Insurance Provider**

**Professional Services Used Past 12 Months**
- Accountant
- Attorney
  - Bankruptcy
  - Personal Injury
  - Other
- Cash Advance or Title Loan Shop
- Check Cashing
- Financial Planner
- Funeral Pre-Planning
- Online Investing/Stock Trading
- Real Estate Agent
- Stockbroker
- Tax Preparation Service
- Travel Agent
- Tutoring Service
- Wire Transfer

### BEVERAGE

**Types of Beverages Drank Past 7 Days**

**Types of Beer/Alcoholic Beverages Drank Past 30 Days**

### Financial Services Have or Use
- Auto Loan
- Certificate of Deposit (CD)
- Checking Account
- Credit Card
- Debit or ATM Card
- Home Improvement Loan or Home Equity Loan
- Home Mortgage
- Mobile Banking
- Money Market Account
- Online Banking/Online Bill Pay
- Personal Loan
- Refinance Home Mortgage
- Savings Account
- Student Loan

### Investments
- 401K Plan
- 529 Plan/College Savings Plan Bonds
- IRA
- Money Market Fund
- Mutual Funds
- Second Home/Real Estate Property
- Stocks/Stock Options
- Other Securities & Investments

*Household Measurement
**Personal**
- Age
- Anticipated Life Changes Next 12 Months
  - Attend Adult Education Class
  - Birth of Child
  - Birth of Grandchild
  - Buy/Sell House
  - Job Change
  - Last Child Finish College
  - Last Mortgage Payment
  - Marriage
  - Move/Change Address
  - Refinance Mortgage
  - Retirement
  - Return to School
- Children by Age/Number in HH*
- Education Level
- Employment Status
  - Full-Time/Part-Time
  - Homemaker
  - Retired
  - Self-Employed
  - Small Business Owner
  - Temporarily not Employed
  - Other
  - Work at Home (Most of the Time/Always)
- Gender
- Have a Child In College
- Hispanic Origin
- Home Ownership*
- Household Income*
- Household Size*
- Language Spoken Most at Home
- Marital Status
- Market Value of Home*
- Race
- Anticipated Life Changes Next 12 Months
- Attend Adult Education Class
- Birth of Child
- Birth of Grandchild
- Buy/Sell House
- Job Change
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- Marital Status
- Market Value of Home*
- Race

**Home/Personal Computer**
- Devices Owned
  - Desktop Computer
  - Laptop or Notebook Computer
  - Smartphone (Android, BlackBerry, iPhone, etc.)
  - Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)
- Internet Access (Home, Work, Portable Electronic Device)
- Internet Service Provider (ISP) Used
- Amount Spent on Internet Purchases Past 12 Months
  - Less than $100
  - $100 - $249
  - $250 - $499
  - $500 - $999
  - $1000 - $2499
  - $2500 or More
- Time Spent on Internet Average Week
  - Less Than 1 Hour
  - 1-4 Hours
  - 5-9 Hours
  - 10-19 Hours
  - 20+ Hours
- Time Spent on Social Networking Sites Average Day
  - Less Than 1 Hour
  - 1-2 Hours
  - 3-4 Hours
  - 5+ Hours
- Websites Visited Past 30 Days/Past 7 Days
- Ways Used Internet or Apps Past 30 Days
  - Automobile Information
  - Banking
  - Business Address/Phone Number
  - Cable TV Network Site
  - Consumer Reviews
  - Daily Deals
  - Download Newspaper, Radio, Television App
  - Fantasy Football/Fantasy Sports
  - Financial Information/Services
  - Games
  - Job/Employment Search
- Items Shopped/Bought Online
  - Airline Tickets
  - Books
  - Clothing
  - Consumer Electronics
  - Dating/Personal Ads
  - Flowers
  - Furniture/Home Furnishings
  - Groceries
  - Health/Beauty Items
  - Insurance
  - Medicine/Prescriptions
  - Mobile Device Apps
  - Music Downloads
  - Office Supplies
  - Pet Supplies
  - Sports Logo Apparel
  - Sporting Event Tickets
  - Toys/Games
  - Wine
  - Vehicle

*Household Measurement
Ways Used Internet or Apps Past 30 Days Continued..
- Listen to a Local Radio Station
- Listen to Internet Radio
- Listen to Online Music Service
- Local News
- Local/Community Events
- Maps/GPS
- Medical Services/Information
- Movie Listings
- Movies
- Music
- National News
- Other Coupons
- Other Use
- Podcasts
- Read a Newspaper
- Real Estate Listings
- Restaurant Information
- Search
- Shopping
- Social Networking
- Sports Scores/Updates
- Take College Courses
- Traffic
- Travel Reservations
- TV Programs (Watch Free, Watch Online Subscription)
- Video Clips
- Watch Live Sports
- Weather

Reasons Bought Medications (OTC/Rx) Past 12 Months
- Allergies
- Anxiety/Depression
- Arthritis
- Asthma
- Children’s Medicine
- Cholesterol
- Cold or Flu
- Diabetes
- Digestive Disorder (Acid Reflux, Ulcer, Etc.)
- High Blood Pressure
- Quit Smoking
- Weight Loss
- Other

Hospitals Used Past 3 Years*

Healthcare Specialists Used Past 12 Months
- Cardiologist
- Chiropractor
- Corrective Eye Surgeon
- Cosmetic Surgeon
- Dentist
- Dermatologist
- Family Planning
- OB/GYN
- Ophthalmologist
- Optometrist
- Orthopedist
- Other Specialist
- Physical Therapist
- Psychologist/Counselor
- Visiting Home Nurse

Health Insurance
- Type
- Insurance Provider

Life Insurance

Types of Contractors/Services Used Past 12 Months*

Total Amount Spent on Improvements Past 12 Months*

Stores Where Made a Purchase Past 12 Months*
- Carpeting/Floor Covering
- Consumer Electronics
- Furniture and Mattress
- Hardware/Paint/Lawn/Garden/Building
- Large Appliance

Amount Spent On Groceries*

Grocery Stores Usually Shop*

Coupon Usage/Frequency*

Stores Bought Glasses/Contact Lenses Past 12 Months

*Household Measurement
Items/Services Have/Plan To Buy 12 Months*
• Appliance (Energy Saving/Major)
• Blu-ray or DVD Player
• Day Care Service
• Digital Camera
• eReader (Kindle, Nook, etc.)
• Furniture
• HD Radio
• High-Definition TV (HDTV)
• Home Security System
• Mattress
• Mobile/Manufactured Home
• MP3 Player (iPod, etc.)
• Primary Home/Condo
  – Existing Construction
  – New Construction
• Satellite Radio (SiriusXM)
• Satellite TV Subscription
• Smartphone (iPhone, Galaxy, etc.)
• Tablet (Galaxy Tab, iPad, Kindle Fire, etc.)
• Video Game System (PlayStation, Xbox, etc.)
• VoIP (Vonage, Skype, Magicjack, etc.)
• Wireless/Cell Service

Personal Activities Past 12 Months
• Adult Continuing Education
• Aerobics
• Basketball
• Bicycling
• Boating
• Bowling
• Camping
• Fishing
• Free Weights/Circuit Training
• Gardening
• Golf
• Hiking/Backpacking
• Hunting
• Jogging/Running
• Photography
• Snow Skiing/Snowboarding
• Soccer
• Softball/Baseball
• Swimming
• Tennis
• Volunteer Work
• Yoga/Pilates

Leisure Activities Past 12 Months
• Casino
• Circus
• College Sports Event
• Concert
  – Country Music
  – R&B/Rap/Hip-Hop
  – Rock
  – Symphony/Opera
  – Other Musical Concert (jazz, blues, etc.)
• Dance/Ballet Performance
• Job Fair/Recruitment Fair
• Live Theater
• Motorsports Events
• Museum
  – Art
  – Other

Number of Times Went to the Movies Past 3 Months

Number of Times Lottery/Scratch-Off Tickets Purchased Past 30 Days

Pet Ownership
• Cat
• Dog
• Other

Cable Networks Viewed Past 7 Days

Direct Mail Advertising Past 12 Months
• Number of Items Purchased as a Result of Mail Order Catalog/Other Advertising Received in the Mail

Local Television News Stations Watched
• Past 5 Weekdays
• Past Saturday or Sunday
• Dayparts

*Household Measurement
Newspaper
- Daily/Sunday Newspapers Read Past 6 Months
  - Number of Issues Usually Read Out of Every Four/Five Published
- Weekly/Monthly Local Newspapers/Magazines Read Past 6 Months

Percentage of Time Spent Viewing Spanish Language Television

Radio
- Sports Programs Listened to on Radio Past 12 Months
- Stations Listening Past 7 Days
  - Number of Hours Listened
  - Dayparts
  - Any Internet/Satellite

Sports Programs Watched on Television Past 12 Months

Television Stations Viewed
- Past 5 Weekdays
- Past Saturday or Sunday
- Dayparts

Types of Television Programs Typically Watched
- Comedies
- Cooking Programs
- Court Shows
- Daytime Soap Operas
- Daytime Talk Shows
- Documentaries
- Dramas
- Entertainment News
- Game Shows
- Kids’ Shows
- Late-Night Talk
- Local News (Morning, Evening, Late)

Televised Services – Other*
- Cable/Telco TV Provider
- DVR Ownership
- Premium Channels
- Satellite Provider
- Type of TV Service Subscribed to (Cable/Satellite)
- Video-On-Demand (VOD) Usage
  - Past 30 Days
  - Services Requiring an Extra Fee Past 30 Days

Quick Service Restaurants Used Past 30 Days (Eat-In, Drive-Thru, Take-Out, Home Delivery, Other)
- Brand
- Frequency of Use

Restaurant Type Used Past 30 Days

Sit-Down Restaurants Used Past 30 Days (Eat-In, Drive-Thru, Take-Out, Home Delivery, Other)
- Brand
- Frequency of Use

Overall Store Shopping by Retailer Past 3 Months/30 Days

Shopping Centers Shopped During the Past 3 Months/30 Days

Stores Where Made Purchase Past 3 Months/12 Months
- Beverage/Liquor Store
- Books
- Bridal
- Car Rental Service
- Clothing/Footwear (3 Months)
- Dry Cleaner
- Florist
- Home Accessories
- Jewelry (Costume/Fine)
- Pet Supplies
- Sporting Goods (3 Months)
- Tattoo/Body Piercing Shop

Local/Long Distance Carrier*

Wireless/Cellular Phone
- Amount of Monthly Bill
- Brand of Wireless/Cellular Carrier
- Plan to Switch Carrier
- Subscription to Wireless Service

Telephone Services Subscribe to (Cell/Landline)
2015 Mid-Tier Local Market Studies Are Available In:

- Allentown, PA
- Atlantic City, NJ
- Augusta, GA
- Baton Rouge, LA
- Bluefield-Beckley, WV
- Boise, ID
- Burlington-
  - Plattsburgh, VT-NY
- Cedar Rapids, IA
- Champaign, IL
- Charleston, SC
- Charleston, WV*
- Charlottesville, VA
- Chico-Redding, CA
- Columbia, SC
- Columbia-Jefferson City, MO
- Columbus-Tupelo, MS
- Corpus Christi, TX
- Dayton, OH*
- Duluth-Superior, MN-WI
- Eugene, OR
- Evansville, IN
- Ft. Wayne, IN
- Gainesville/Ocala, FL
- Grand Junction-Montrose, CO
- Greenville-New Bern, NC
- Harrisonburg, VA
- Hattiesburg/ Laurel, MS
- Huntsville-Decatur, AL
- Jackson, MS
- Johnstown-Altoona, PA
- Lafayette, IN
- Lafayette, LA
- Lansing, MI
- Lincoln, NE
- Lubbock, TX
- Macon, GA
- Madison, WI
- Medford, OR
- Meridian, MS
- Monroe-
  - El Dorado, LA-AR
- Monterey-Salinas, CA
- Montgomery-Selma, AL
- Myrtle Beach-Florence, SC
- Omaha, NE*
- Paducah-Cape
  - Girardeau, KY-MO
- Palm Springs, CA*
- Panama City, FL
- Parkersburg, WV
- Peoria, IL
- Portland-Auburn, ME
- Reno, NV
- Rockford, IL
- Salisbury, MD
- Santa Barbara-San Luis
- Obispo-Santa Maria, CA
- Savannah, GA
- South Bend, IN
- Springfield, MO
- Springfield-Holyoke, MA
- Tallahassee, FL
- Tri-Cities, TN-VA
- Waco, TX
- Wausau-Stevens Point, WI
- Wheeling-Steubenville, WV-OH
- Wichita, KS*
- Wilkes-Barre, PA*
- Wilmington, NC
- Yakima-Kennewick, WA
- Youngstown, OH
- Yuma, AZ

*Markets include telephone interview and television diary in addition to a mailed questionnaire as part of the data collection process and may also contain different categories and measurements.

*Household Measurement