

## DEMOGRAPHICS



Zoomerang collects the information that panelists provide and verifies it against an extensive database of objectively validated consumer demographics. This ensures that you're reaching the real people who fit your target demographic profile.

### DEMOGRAPHICS

- Children's dates of birth
- Date of birth
- Education
- ▶ Geographic region
- Hispanic
- Hispanic acculturation level
- Home ownership
- Internet connection
- Language
- Marital status
- ▶ Number of children in household
- Occupation
- Parents expecting a child
- Race/Ethnicity
- State
- ZIP code

## INTERNET AND TECHNOLOGY



What activities are people doing online? Find out how, when, where, and why people get connected.

### INTERNET ACCESS

- LOCATIONS
- Business location
- Home
- Internet café
- Library
- School

### ONLINE BEHAVIOR

- Browser
- Flash-enabled computer
- ▶ Hours per week
- Internet connection speed
- Online purchase frequency
- Online tenure
- Social networking
- Surf Internet frequency
- Wireless data function interest level

### COMPUTER

- Computer memory
- Processor speed
- ▶ Operating systems

### ELECTRONICS AND MEDIA

- BlackBerry wireless device
- Cable TV
- CD player
- ▶ Cellular phone
- Computer type
- Digital cable
- Digital camera
- DVD player (portable, auto)
- DVD/VCR combo player
- DVR (TiVo, other)
- ▶ E-reader
- Gaming console
- HDTV
- Home security system
- Home theater
- iPhone
- LCD
- LED
- MP3 player
- Photo printer (types)
- Photo print frequency
- Plasma-screen TV
- Satellite dish
- Satellite radio
- Stand-alone DVD player
- Standard TV
- ▶ Tablet (iPad)
- Video camera
- WiFi

## HEALTH AND MEDICAL



Reach those with specific medical ailments or find people with certain diet and exercise habits.

### DIET AND EXERCISE

- Blood pressure monitor
- Calories
- Carbohydrates
- Diet restrictions
- Diet type (vegan, vegetarian, meat eater)
- Eat ethnic food
- Frequency of exercise
- ▶ Health and exercise attitudes
- Low fat diet
- Meat
- Sodium
- Sugar
- Watch diet

### MEDICAL AILMENTS

- ▶ Allergies
- Alzheimer's disease
- Anxiety
- Arthritis (several types)
- Asthma
- Athlete's foot
- Attention deficit disorder
- Baldness/hair loss
- Bipolar disorder
- Bladder ailments
- Cancer (several types)
- Chemotherapy
- Chronic back pain
- Cold sores
- Constipation/irregularity
- Crohn's disease
- Depression
- ▶ Diabetes types 1 and 2
- Dialysis
- Eating disorders
- Female-associated ailments
- Food absorption problems
- Gingivitis/gum disease
- Hair loss
- ▶ Headaches
- Hearing loss
- Heartburn
- Heart disease or angina
- Hemophilia
- Hepatitis
- Herpes
- High blood pressure
- High cholesterol
- HIV/AIDS
- Impotence/erectile dysfunction
- Incontinence
- Irritable bowel syndrome
- Joint pain
- Leukemia
- Migraines
- Multiple sclerosis
- Obesity
- Obsessive-compulsive disorder
- Organ transplant
- Osteo arthritis
- Osteoporosis
- Obesity
- Physical handicap
- Prescription anticoagulant
- Psoriasis
- Psoriatic arthritis
- Restless leg syndrome
- Rheumatoid arthritis
- Rosacea
- Seizures
- Shingles
- Sinusitis
- Sleep difficulty
- Ulcerative colitis
- Ulcers
- Vision problems
- Yeast infections

# ONLINE MARKET RESEARCH MENU

## CHOOSE FROM MORE THAN 500 ATTRIBUTES

▶ MOST REQUESTED ATTRIBUTES

## PRODUCTS AND PURCHASES



Purchasing habits offer insights into consumers' preferences, lifestyles, and hobbies. Find out what they buy and how they shop.

### BEAUTY

- QVC
- HSN
- Sephora
- ▶ Ulta
- Pure Beauty
- Bath & Body Works
- Victoria's Secret
- Mary Kay

### CONVENIENCE

- 76 Conoco / Phillips66
- 7-Eleven
- AM PM
- BP Amoco
- Casey
- Chevron Texaco
- CircleK
- Cumberland Farms
- Exxon Mobile On the Run
- Holiday Station
- Kwik Trip
- Quick Trip
- RaceTrac RaceWay
- Sheetz
- Shell
- Speedway Super America
- Wawa

### DISCOUNT

- Big Lots
- Kmart
- Sam's Club
- Super Kmart
- Super Target
- Target
- Walmart
- Shopko

### DOLLAR STORE

- Dollar Tree
- Family Dollar
- Dollar General

### FLORAL

- Bedding plants
- Incontinence
- Bulbs
- Bushes/trees
- Freshly cut
- Perennial outdoor
- Plants (indoor/outdoor)
- Seeds

## LIFESTYLE AND ACTIVITIES



Learn how people with different lifestyles spend their leisure time, ranging from organized activities to weekend entertainment.

### TRAVEL

- Air travel - leisure/business
- Cruise - leisure/business
- ▶ Frequent-flyer member
- Hotel - leisure/business
- Hotel loyalty
- Rental car - leisure business

### PETS

- ▶ Cat
- Dog

## GROCERY NETWORK

- Kroger
- Delhaize
- Safeway
- Supervalu
- Ahold

### GROCERY

- Acme
- Albertsons
- Bakers
- Basha's
- Biggs
- Bilo
- Bloom
- Bodegas
- Bottom Dollar Food
- Bristol Farms
- Bruno's
- Carrs
- City Market
- Cub Foods
- Dillons
- Dominick's
- Farm Fresh
- Food Co
- Food 4 Less
- Food Lion
- Fred Meyer
- Frys
- Genuardi's
- Gerbes
- Giant Eagle
- Giant Food
- Hanna Ford
- Harveys
- Heb
- Heinen's
- Hilander
- Hornbachers
- Ingles Markets
- Jay C Food
- Jewel
- King Soopers
- Kroger
- Lucky
- Marsh Supermarkets
- Martins
- Meijer
- Owens
- Pathmark
- Pavilions
- Payless
- Publix
- QFC
- Ralphs
- Randalls
- Roundy's
- Safeway
- Save A Lot
- Scotts Food

## RETAIL

- Banana Republic
- Dillards
- Express
- H&M
- HSN
- JCPenney
- JCrew
- Kohl's
- Limited
- LLBean
- Macy's
- Mays
- Neiman Marcus
- Nordstrom
- Old Navy
- Patagonia
- Ross
- Saks
- Sears
- Steinmart
- The Gap

## HOUSEHOLD PRODUCTS

- Air fresheners
- Aluminum foil
- Batteries (type/frequency)
- Battery operated toothbrushes
- Candles
- Charcoal
- Clear plastic wrap
- Cloth diapers
- Colored paper baking cups
- Disposable diapers
- Greeting cards
- Kid's vitamins
- Motor oil
- Oven bags
- Paper products (toilet paper, napkins, paper towels, baking cups)
- Pet food type (natural, organic, reg.)
- Plastic food storage bags
- Scented candles
- Tobacco (regular and smokeless)
- Vitamins (or multivitamins)
- Water filters
- Wax paper

## PERSONAL CARE

- Contraceptives
- Cough syrup
- Dental care products
- Eye/contact lens care products
- Eyewear (glasses/contact lenses)
- Feminine care products (pads, panty liners)
- Foot care products
- Haircut kit
- Hearing aid
- Incontinence pads/garments
- Laxatives
- Teeth whitening

## RETAIL STORES

- Clothes specialty
- Club
- Convenience store
- Department
- Discount
- Dollar/Drug
- ▶ Grocery/Grocery net
- Specialty

## SPECIALTY

- Amazon
- Advance Auto
- Autozone
- Barnes & Noble
- Bed Bath & Beyond
- Best Buy
- Borders
- Circuit City
- Foot Locker
- GapBody
- Home Depot
- Lowe's
- Office Depot
- Office Max
- Payless Shoes
- PepBoys
- Petco
- Petsmart
- Radio Shack
- REI
- Staples
- Toys "R" Us

## BUSINESS AND INDUSTRY



Reach a variety of individuals inside and outside the workforce or those who work in a specialized area of expertise.

### BUSINESS AND OCCUPATION

- Area of business responsibility
- Biotech
- Business travel
- ▶ Company annual revenue
- Company private/public
- Company type (e.g., government, Fortune 500)
- Employment status
- Healthcare administration
- Industry
- Level of involvement in
- Making business decisions
- ▶ Number of employees
- Number of personal computers
- Number of servers
- Occupation title
- Professional/functional work area
- Small business ownership

## INFORMATION TECHNOLOGY (IT)



Obtain the opinion of IT decision makers in companies of all sizes.

### IT JOB FUNCTION

- Application architect
- Computer, IT, and management
- Computer networking
- Database/data management
- Decision-maker outside IT department
- ▶ Developer
- Developer for commercial software
- Developer for custom software/hardware
- Developer in IT department, internal
- Developer in IT department, other industry
- Enterprise resource planning implementation
- ▶ Information systems, IT
- Install/maintain hardware/software
- IT job function in IT department
- IT job function outside IT department
- Make recommendations, not decision-maker
- Software development
- Software quality assurance
- System security
- Technical client service specialist
- Telecommunications
- Technical writer
- Web development

## FOOD, BEVERAGE AND DINING



Interested in learning about people's eating habits? Food preferences can reveal a lot about an individual's health, culture, and lifestyle.

### BEVERAGE CONSUMPTION AND PURCHASES

- Beer
- ▶ Champagne
- Cocktail mixers
- ▶ Coffee
- Distilled spirits
- Energy drinks
- Flavored beverages
- Gin
- Hard cider
- Hot cocoa
- Instant tea mixes
- Mixed drinks
- Rum
- Soy milk
- Tea
- Tequila
- Vitamin-enhanced waters
- Vodka
- Whiskey
- ▶ Wine

### FOOD PURCHASES

- Baby food/formula
- ▶ Bread/bagels
- Breakfast foods
- ▶ Cereal (including types)
- Energy and cereal bars
- Fresh baked goods
- Frozen baked goods
- Frozen fruit
- Frozen meals
- Organic foods
- Refrigerated or frozen foods
- Roasted meat
- Salsa
- Soy-based products
- Steak
- Yogurt

### RESTAURANT NAME

- A&W
- Applebee's
- Burger King
- Carl's Jr.
- Chili's
- Chipotle
- Dairy Queen
- Domino's
- Hardee's
- IHOP
- Jack in the Box
- KFC
- Long John Silver's
- Macaroni Grill
- McDonald's
- Olive Garden
- Outback Steakhouse
- Panda Express
- Pizza Hut
- Popeyes
- Quiznos
- Red Lobster
- Round Table Pizza
- SONIC
- Starbucks
- Subway
- Taco Bell
- TGI Friday's
- Wendy's

## FINANCIAL SERVICES



Connect with individuals who fit the financial profile you need—based on how they save, spend, and invest.

### PERSONAL FINANCIAL SERVICES

- ▶ Credit card company
- Debit card company
- Household savings and investments
- American Express
- Bank of America
- Capital One
- CitiBank
- Discover
- HSBC
- ▶ PRIMARY BANK
- Bank of America (including Countrywide)
- BB&T
- Capital One Bank (including Chevy Chase)
- Citibank
- Citizens Bank (Royal Bank of Scotland)
- Comerica
- Credit Union (Any)
- Fifth Third
- HSBC
- Huntington
- JPMorgan Chase (including Washington Mutual)
- Keybank
- M&T Bank
- PNC (including National City)
- Regions
- Sovereign
- SunTrust Bank
- TD Bank (including Commerce)
- Union Bank
- U.S. Bank
- Wells Fargo (including Wachovia)

## HOME AND VEHICLES



From the urban apartment dweller to the suburban homeowner, we've profiled our panel on everything from residence type to car, boat, and motorcycle ownership.

### HOME

- Bathroom ventilation
- Central vacuum
- ▶ Home owners
- ▶ Lawn care
- Lawn fertilizer
- Outdoor grill
- ▶ Home renters

### VEHICLES

- All-terrain vehicle ownership
- Auto DVD
- ▶ Auto (make, model, new/used, segment)
- Auto, number in household
- Auto, purchased/leased
- Auto, purchase intent (plan to acquire/model)
- Boat ownership
- Motorcycle (make, model, new/used, segment)
- Motorcycle, number in household
- Motorcycle, purchased/leased
- Snowmobile ownership

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