



## Computer & Internet



**#45:** My connection is hi-speed.

**< COUNT THE WAYS**

Scarborough's in-depth digital measurements help me connect with all of my clients. I can showcase local consumer digital habits and technology adoption patterns.

### HOME/PERSONAL COMPUTER\*

- Ownership
- Plan to Purchase
- Stores Shopped/Bought Hardware or Software Past 12 Months

### OWN/PLAN TO BUY PERSONAL DIGITAL ASSISTANT (PDA)\*

### INTERNET ACCESS (WORK, HOME, AND ELSEWHERE)

### PLACES OF INTERNET ACCESS PAST 30 DAYS

- Home
- Work
- Other

### TYPE OF INTERNET CONNECTION\*

- Cable Modem
- Dial-up
- DSL
- Other Connection

### TIME SPENT ON INTERNET AVERAGE WEEK

- Less Than 1 Hour
- 1-4 Hours
- 5-9 Hours
- 10-19 Hours
- 20+ Hours

### INTERNET SERVICE PROVIDER (ISP) USED

### INTERNET SITES VISITED PAST 30 DAYS

- Portals, Search, and Information Sites
  - Amazon
  - AOL
  - AOL CityGuide
  - Ask
  - Citysearch
  - eBay
  - Google
  - MapQuest
  - MSN/MSN-Windows Live
  - MSN City Guide
  - Other MSN website
  - Netscape
  - Yahoo!
  - Yahoo! Local City Guide
- Sports sites
  - ESPN.com
  - FOXSports.com
  - MLB.com
  - NASCAR.com
  - NBA.com
  - NFL.com
  - NHL.com
  - Other sports site
- National media sites
  - ABCNews.com
  - CBSNews.com
  - CNN.com
  - Discovery.com
  - FOXNews.com
  - MSNBC.com
  - MTV.com
  - TVGuide.com
  - Weather.com
- Other site
- VISITED MEDIA WEB SITE
- Newspaper Web Site
  - Yesterday
  - Past 7 Days
  - Past 30 Days
- Radio Web Site
  - Past 30 Days
  - Most often
- Television Web Site
  - Yesterday
  - Past 7 Days
  - Past 30 Days

### COMPANY PURCHASE DECISION PARTICIPANT

- Computer Hardware/Software
- Information Technology (Network/Internet)

### WAYS INTERNET USED PAST 30 DAYS

- Auction Site
- Automobile Information
- Blogs (Read or Contributed To)
- Cable TV Network Site
- Casino-Type Games
- Download Coupons
- Download/Listen to Music
- Download/Listen to Audio Clips
- Download/Watch/Listen To Podcasts
- Download/Play Video Games
- Download/Watch TV Programs
- Download/Watch Movies
- E-mail
- Fantasy Sports
- Financial Information/Services
- Instant Messages
- Internet Yellow Pages
- Job/Employment Search
- Listen to Radio
- Local/Community Events
- Medical Services/Information
- Movie Listings
- News
- Pay Bills
- Personal Ads/Dating
- Real Estate Listings
- Social Networking (MySpace, Facebook, etc.)
- Sports Scores/Updates
- Take College Courses
- Traffic
- Travel Reservations
- Weather
- Other Use

### ITEMS SHOPPED FOR/ PURCHASED ON INTERNET PAST 12 MONTHS

- Airline Tickets
- Other Travel Reservations
- Books
- CDs/Tapes/Other Music
- Clothing/Accessories
- Computer Hardware/Software
- Consumer Electronics
- Cultural Event Tickets
- Flowers
- Groceries/Candy/Other Food
- Health and Beauty Items
- Insurance
- Medicine/Prescriptions
- Movie Tickets
- Office Supplies
- Pet Supplies
- Sports Logo Apparel
- Sporting Event Tickets
- Toys/Games
- Vehicle
- Wine
- Other Products/Services

### AMOUNT SPENT ON INTERNET PURCHASES PAST 12 MONTHS

- Less Than \$100
- \$100 - \$249
- \$250 - \$499
- \$500 - \$999
- \$1000 - \$2499
- \$2500 or more

\* Household Measurements

See Also: Telecom