



Lifestyle



#49: I'm learning about anthropology.

**< COUNT
THE WAYS**

I am a local media sales rep but, when I am using Scarborough consumer behavior information for my new business pitches, I feel more like an anthropologist. The data tells me how people are living, prompting new advertising ideas.

LEISURE ACTIVITIES

- Casino
 - Activities Participated in Past 12 Months
 - Played Slot Machines
 - Played Table Games
 - Went to Upscale Restaurant
 - Went to Bar/Nightclub
 - Watched a Staged Show
- Circus
- Concert
 - Country Music
 - R&B/Rap/Hip-Hop
 - Rock
 - Symphony/Opera
 - Other Musical Concert
- Dance/Ballet Performance
- Job Fair/Recruitment Fair
- Live Theater
- Movies
 - Past 30 Days
 - Past 3 Months
 - Frequency
 - When Usually See New Release
- Museum
 - Art
 - Other Museum
- Nightclub
 - Comedy Club
 - Other Nightclub
- Number of Times Lottery/Scratch-Off Tickets Purchased
 - Past 30 Days
- Sporting Event
 - IndyCar Series
 - NASCAR Racing
 - Other Professional Sports Event (Market Specific)
- Theme Park
 - Busch Gardens (Tampa)
 - Busch Gardens (Williamsburg)
 - Disney World (Orlando)
 - Disneyland (Anaheim)
 - Islands of Adventure
 - Sea World

- Six Flags
- Universal Studios (Orlando)
- Universal Studios (Hollywood)
- Other Theme Park

- Times Square (NYC)
- Zoo
- Other Places/Attractions (Market Specific)

PERSONAL ACTIVITIES

- Adult Continuing Education
- Basketball
- Bicycling
- Bowling
- Camping
- Distance Walked Past 7 Days
- Fishing
- Free Weights/Circuit Training
- Gardening
- Golf
- Health/Fitness Club
- Hiking/Backpacking
- Hunting
- Jogging/Running
- Photography
- Powerboating
- Snow Skiing/Snowboarding
- Soccer
- Swimming
- Tennis
- Volunteer Work
- Yoga/Pilates

SPORTS

- Types Interested In
- Number Games Attended
 - Professional
 - College

PET OWNERSHIP*

- Dog
- Cat
- Other

* Household Measurements
See Also: Sports