

### ITEMS PURCHASED AND AMOUNT SPENT PAST 12 MONTHS\*

- Camera/Accessories
- Carpeting/Floor Covering
- Draperies/Blinds/Window Treatments
- Furniture
- Hardware/Building/Paint/Lawn/Garden Items
- Mattress
- Stereo Equipment/Home Music System
- Television

### STORES SHOPPED/PURCHASED PAST 12 MONTHS\*

- Audio/Video Items
- Carpeting/Floor Covering
- Furniture/Mattress
- Hardware/Building/Paint/Lawn/Garden Items
- Large Appliances

### ITEMS OWNED AND ITEMS/SERVICES PLAN TO BUY\*

- ATV (All-Terrain Vehicle)
- Computer
- Digital Camera
- Digital Video Recorder (TiVo, etc.)
- DVD Player
- Energy Saving Appliance
- Furniture
- High Definition Radio (HD Radio)
- High Definition TV (HDTV)
- Home Security System
- Major Appliance
- Mattress
- Mobile Home/  
Manufactured Housing
- Motorcycle
- MP3 Player (iPod, Zune, etc.)
- Office in the Home
- PDA (Blackberry, Treo)
- Personal Watercraft
- Pest Control Service
- Pool or Spa
- Powerboat
- Primary Home/Condo
  - New Construction
  - Existing Construction
- RV (Motor Home)
- Satellite Radio Subscription
- Satellite TV Subscription
- Second Home
- Video Game System
- VoIP (Voice Over Internet Protocol)
- Wireless/Cellular Phone Service

\* Household Measurements

See Also: Retail



Household Shopping



COUNT  
THE WAYS >

#50: I lost 15 lbs.

I have the time to go to the gym because of Scarborough. The ability to analyze local shopper information alongside my ratings gives my advertisers a new perspective. I'm spending less time on the pitch.