

### MONTHLY TRACKING

Economy  
Consumer Confidence  
Investing in the Stock Market  
Concern for Layoffs  
Unemployment

### Life Changes

More Practical  
More Impulsive  
Needs over Wants  
Food Safety  
More Time at Home  
More Money for Decorating  
Concern for National Security  
Re-ordered Life Priorities  
More Time with Family  
More Budget Conscious

### Personal Financial Plans & Consumer Debt

Refinance Home  
Pay Down Debt  
Increase Savings  
Pay with Cash More Often  
Buy Stocks  
Sell Stocks  
Decrease Overall Spending

### Deferred Purchases (last 30 days)

Apparel  
Dining Out  
Vacation Travel  
Home Improvement Projects  
Entertainment (movies, shows)  
Auto Purchases  
Electronics

### Impact of Fluctuating Gasoline Prices on Spending

Apparel  
Groceries  
Reduced Dining Out  
Delay Major Purchases

### Shopping Plans (next 90 days)

Children's Clothing  
Women's Dress Clothing  
Women's Casual Clothing  
Men's Dress Clothing  
Men's Casual Clothing  
Shoes  
Health & Beauty Aids  
Going Out to Eat  
Sporting Goods  
Toys  
CDs/DVDs/Videos/Books  
Electronics  
Groceries  
Home Improvement Supplies  
Lawn and Garden Supplies  
Home Furniture  
Decorative Home Furnishings  
Linens/Bedding/Draperies  
Candy  
Beer/Wine/Alcohol  
Internet Shopping  
Catalogue Shopping  
TV-Home Shopping

### Major Purchase Plans (next 6 mos.)

Car/Truck  
Computer  
Furniture  
Home Appliances

House/Land  
Jewelry/Watch  
Major Home Improvement/Repair  
RV/Boat  
Stereo Equipment  
TV  
VCR/DVD  
Digital Camera  
Vacation Travel

### Store Shopped at Most Often (write-in) "In-depth detail rotated monthly"

**Customer Migration**  
**Reasons Shopped**  
**Customer Lifetime Value**  
**Monthly Spend & Behavior**  
Prescription Drugs (Jan)  
Electronics (Feb)  
Linens/Bedding/Draperies (Mar)  
Women's Clothing (Apr)  
Home Improvement/Hardware (May)  
Men's Clothing (June)  
Shoes (July)  
Groceries (Aug)  
Sporting Good/Exercise Equip. (Sept)  
Children's Clothing (Oct)  
Health & Beauty Aids (Nov)  
Children's Toys (Dec)

### Store Type Shopped by Merchandise Line

Discount Store  
Department Store  
Specialty Store  
Warehouse Club  
Grocery Store  
Drug Store  
Online  
Catalogue

### Retail Motivators

Importance of Sales  
Importance of Familiar Labels  
Fashion Forward vs. Conservative

### Car Buyers

Current Make  
Makes Considering to Purchase  
Purchase Motivators  
Price Range  
New vs. Used  
Car, Truck, Van or SUV  
Recent Buyers  
Reason for Purchase

### QUARTERLY

#### Wireless (Jan, Apr, Jul, Oct)

Cell Phone  
Wireless Provider  
Satisfaction with Provider  
Planning on Switching  
Providers Considering  
Desired Features

#### Dining Out (Feb, May, Aug, Nov)

Nutrition Trends  
Calorie intake  
Fat intake  
Salt/Sodium intake  
Full Service Restaurants  
Times per Month  
Reasons Why  
Average Spent  
Fast Food 1st Choice & 2nd Choice

### Furniture Shop Most Often

Major Appliances Shop 1st  
(Mar, June, Sept, Dec)  
Furniture 1st Choice  
Appliances 1st Choice

### Online Research (Mar, June, Sept, Dec)

### Online Product Research (90 days)

Apparel  
Appliances  
Beauty Care/Cosmetics  
Car/Truck  
Electronics  
Food/Groceries  
Furniture  
Home Decor  
Home Improvement Items  
House/Land  
Jewelry/Watches  
Medicines/Vitamins/Supplements  
Shoes  
Sporting Goods  
Tires/Batteries/Auto Parts

### ANNUALLY

#### Aisle of the Month

#### Brands Purchased Most Often

#### Store Where Purchases Are Made

#### Frequency of Purchases

#### Category & Aisle Management

Household Cleaning, Paper Products (Jan)  
Laundry/Fabric Care (Feb)  
Personal Care & Hygiene, Paper Products (Mar)  
Hair Care (Apr)  
Oral & Personal Cleansing (May)  
Beverages, Summertime Products (Jun)  
Skin Care & Cosmetics (Jul)  
Snack Foods (Aug)  
Baby Products (Sept)  
Frozen Foods (Oct)  
Food Storage bags, container, wraps (Nov)  
OTC Drugs & Health (Dec)

### Credit & Debit Card Use (Sep)

### Seasonal Spending Plans

Super Bowl  
Valentine's Day  
St. Patrick's Day  
Tax Refund  
Easter  
Mother's Day  
Memorial Day  
Father's Day  
July 4th  
Back to School & Back to College  
Halloween  
Christmas Season

### Voice of the People

What's Hot - What's Not  
Issues in the News  
Customer Service  
Long Answer Verbatim

### Demographic

14 Demographic Categories

### Geographic

Census Regions/Div  
MSA/DMA/Zip