



DATA DICTIONARY

Nobody Understands Consumers Like We Do

Owning the world's largest, real-time database of declared consumer intent, CivicScience helps advertisers and media companies reach the right audience with the right content at exactly the right time.

Attitudes Change Before Behaviors

Through a revolutionary survey method, we gather ethically-sourced data about people's wants, needs, hopes, fears, tastes, and intentions - at unprecedented scale - enabling our clients to anticipate and influence consumer behavior before it happens.

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DEMOGRAPHICS/LIFESTYLE

- Gender
- Age
- Household income
- Race/Ethnicity
- Education
- Marital status
- Parental status
- Home ownership
- Political affiliation
- Residential area
- Life stages and major life events
- Daily life, lifestyle, and habits
- Family life and parenting
- Sports, fitness, and outdoor activities
- Creative activities
- Outdoor activities
- Culinary
- Volunteering
- Community engagement
- Donations to nonprofit organizations
- Trust and social relations
- Cultural and heritage engagement
- Social tendencies
- Political views and engagement
- Work habits & preferences
- Religious beliefs and their importance

We collect millions of responses daily for our vast syndicated data library of over 3,500 always-on questions. Many of these have been collecting data for over ten years, allowing for trackable trends and insights. Additionally, our syndicated dataset is continually refreshed with new questions, maintaining its relevance and breadth for evolving market needs!

ECONOMY & FINANCES

Business

- Reading business/finance sections of newspapers
- Trust in major companies

Consumer Banking

- Type of accounts within bank brands
- Trust in banks
- Likelihood of switching banks
- Online and mobile banking habits
- Importance of local branch presence
- Experience with online and mobile banking

Credit Cards

- Ownership of major credit cards
- Debt information

Economy

- Macroeconomic trends
- Following financial markets and the economy
- Inflation, recession, and federal deficit concerns
- Concerns about trade policies and tariffs
- Job market outlook

Financial Planning/Investing

- Amount of investable assets
- Investments in bonds, stocks, 401(k), IRA, pension
- Meeting with financial professionals
- Confidence in retirement savings
- Investment outlook
- Market outlook (bullish or bearish)
- Investment strategies
- Experience with online financial services companies
- Experience with ESG investments
- Usage of cryptocurrency platforms

Investments in cryptocurrency

Home Financing/Housing Market

Plans to purchase residential property

Plans to list home for sale

Home equity loans and mortgages

Home equity debt

HELOCs

Local housing market outlook

Insurance

Household insurance coverage

Life insurance coverage

Personal Debt/Loans

Debt outlook

Types of loans and debts (commercial bank, alternative lending, etc.)

Auto and personal loans

Student loans

Usage of 'buy now pay later'

Personal Finance

Savings habits and outlook

Credit score outlook

Income outlook

Management of money

Sources of financial information

Taxes

Tax refund expectations and plans

Tax return preparation methods

Concerns about taxes and government regulation

Small and Medium-sized Businesses

Business ownership

Spending at small businesses

HEALTH & WELLNESS

Conditions

- Bone and Joint Conditions
- Brain and Nervous System Disorders
- Cancer
- Diabetes
- Eye and Vision Conditions
- Heart and Cardiovascular Diseases
- Infectious Diseases
- Reproductive Health
- Substance Abuse

Mental Health

- Various mental health conditions
- Mental health treatments/services
- Self-care activities

Genetics

- Use of at-home DNA testing kits

Insurance

- Current healthcare provider
- Medicare and Medicaid insurance plans
- Enrollment in employer-provided insurance
- Vision insurance
- Accident insurance
- Critical illness insurance
- Dental Insurance
- Likelihood of switching insurance
- Actions during the Medicare enrollment period

Healthcare Industry

- Trust in hospitals
- Satisfaction with healthcare
- Healthcare access issues

Impact of the COVID-19 pandemic

Healthy Living

Reading health and fitness content
Importance of health and fitness activities
Sleep patterns

Herbs and Supplements

Popularity and experience with CBD
Vitamin and supplement usage

Medical Health

Use of telehealth/virtual appointments
Experience with telemedicine

Pharmaceutical Drugs/Industry

Methods of receiving prescription medications
Experience with delivery/mail-order of prescriptions
Spending on prescription medication

Veterinary Medicine

Health conditions in cats and dogs

Weight Management

Managing obesity
Efforts to lose weight
Perception of being overweight
Elective cosmetic/weight-loss surgery
Food planning for weight loss

Tobacco

Smoking frequency and habits

MEDIA, SPORTS, & ENTERTAINMENT

TV & Online Viewership

- Cable viewership by channel
- Cable viewership by daypart
- Broadcast viewership by channel
- Broadcast viewership by daypart
- Local news viewership
- Viewership and interest by genres
- Interest in award ceremonies
- Subscriptions to streaming providers
- Usage of streaming devices
- Preferences for pop culture figures

Advertising

- Ad blocker usage on different devices
- Influence of advertising channels
- Types of commercials that resonate

Music & Radio

- Importance of radio features
- Content consumption
- Interest in music genres
- Listening habits by dayparts
- Streaming music services/subscriptions

Print Media

- Newspaper reading habits
- Magazines reading habits
- Content subscriptions

Social Media

- Usage by platform
- Time spent

Influence on purchases
Influencers
Types of content shared

Sports

NFL viewership and followership
MLB viewership and followership
NBA and WNBA viewership and followership
NCAA Basketball viewership and followership
NCAA Football viewership and followership
PGA viewership and golfing experiences
NHL viewership and followership
NASCAR viewership and followership
Following US Open Tennis
Following UFC
Participation in fantasy sports
Attendance at major sporting events

Books and Literature

Importance of books and reading
Interest by genre

Movies

Frequency of going to the movies
Interest in watching movies
Favorite movie genre
Viewing experience preferences

RETAIL & SHOPPING

Shopping Behaviors

- Recent purchases by brand and product
- Retailer shopping frequency (e.g., Walmart, Target, Kohl's, etc.)
- Shopping Methods (e.g., online, curbside, in-store, etc.)
- Wholesale Club Membership (e.g., BJ's Wholesale, Costco)
- High-end retailers shopping frequency (e.g., Nordstrom, Blue Mercury, etc.)
- Payment method usage
- Sustainable shopping practices

Product Purchase Details

- Athletic apparel and footwear
- Baby products
- Beauty/health products
- Clothing/shoes/accessories
- Electronics/home office
- Exercise/sporting equipment
- Home improvement products
- Toys/video games
- Pet items
- Sports equipment
- Household products

Review and Research Behavior

- Compare prices
- Seek online reviews
- Tell others about new brands/technology
- Write online reviews (positive/negative)
- Research products online

Future Shopping Trends

- Popularity of 'buy now pay later' programs
- Social media shopping
- Clothing subscription kits
- Online prescription glasses retailers

Brand Sentiment

Importance of brand vs. price

Social issues and brands

Brand loyalty motivations

Brand favorability and awareness for over 90 retailers

FOOD & DINING OUT

Alcoholic Beverages

- Beer brand preference
- Frequency of drinking
- Types of alcohol consumed (beer, spirits, wine, seltzers, etc.)
- Ordering habits
- Brand vs. price when shopping for alcohol

Bars & Restaurants

- Tracking over 50 restaurant brands
- Spending habits at bars and restaurants
- Fast-food restaurant dining habits
- Fast-casual restaurant dining habits
- Casual restaurant dining habits
- Upscale restaurant dining habits
- Interest on menu items
- Popularity of online-only restaurants
- Dining out frequency and preferences
- Recent purchases of specific food items from various establishments
- Use of online food delivery services
- Factors valued when dining out

Cooking

- Cooking habits
- Meal planning and recipe-searching habits
- Use of cooking apps and sources for recipes
- Challenges faced when cooking different meals
- Frequency of eating at home vs. eating out

General Food Preferences and Habits

- Snacking habits and preferences
- Food movements
- Influence of social media on food choices
- Nostalgia for favorite foods
- Interest in trying new foods and beverages

Meal kit subscription experiences

Typical eating times for meals (breakfast, lunch, dinner)

SOCIAL/POLITICAL

Arms & Ammunition

- Gun Ownership

Civic Affairs

- Concern about public infrastructure

- Concern about public transportation

Social/Political Issues

- Concern about gender equality

- Concern about homelessness

- Concern about racial equity

- Concern about income inequality

- Concern about illegal immigration

- Concern about terrorism or national security

- Concern about veteran's affairs

- Concern about gun violence

- Concern about crime and violence

Education

- Concern about public education

- Importance of ongoing learning

Politics

- Trust in politicians

- Political party registration

- Political affiliation

- Volunteering for political candidates or parties

- Voting frequency

- Level of political engagement

- Approval of House and Senate

- Financial contributions to politics

- Concern about US Congress effectiveness

- Attendance at local government meetings

- Reading political websites or blogs

Cannabis, and Other Drugs

- Concern about drug addiction
- Cannabis usage frequency/method
- Support for marijuana legalization

Non-Profit Organizations

- Motivation to donate
- Impact of business-charity partnerships
- Annual donations to various non-profit sectors
- Preferred donation method

BEAUTY

Beauty Buying/Shopping Behaviors

- Recent retailer purchases
- Future spending on personal care items
- Retailer visit frequency
- Primary sources for beauty information
- Luxury beauty purchases
- Prestige/premium beauty purchases
- Value brand beauty purchases
- Makeup brand experience

Hair Products

- Shampoo/conditioner
- Hairbrushes/combs
- Hair masks/treatments
- Styling products
- Tools

Makeup Products

- Blush/Bronzer
- Brow liner
- Brushes/Tools
- Eye makeup
- Face makeup
- Lip products

Fragrance Products

- Body mist/spray
- Cologne
- Essential oils
- Perfume

Shaving/Grooming Products

- Aftershave
- Beard oil/waxes

Disposable razors
Hair removal cream/wax
Multi-use razors/trimmers
Shaving cream

Skincare Products

Anti-aging/retinol
Face masks
Facial cleansers
Facial moisturizer
Neck and chest treatment
Treatments/serums
SPF Sunscreen Usage

TECH & ELECTRONICS

Technology Content Consumption

Frequency of reading technology blogs or websites
Trends and current events in electronics and technology

Brand and Product Preferences

Sentiment towards specific brands (e.g., Samsung, Hisense, LG, etc.)

Familiarity and Experience with Different Technologies

Virtual Reality (VR) devices
Augmented Reality (AR) devices
Smart home integration and automation
Smart speakers
Wireless mesh networks for home internet
Smart displays
Home security systems
AI voice assistants
Multi-room wireless speaker systems Smartwatches

Behavioral Insights

Attitudes towards buying the latest devices
Enthusiasm for discussing new brands or technology

TELECOMM & MOBILE

Mobile Phone

- Ownership
- Usage patterns
- Primary uses of smartphones
- Factors considered when purchasing a new cell phone
- Likelihood of changing carriers
- Intent to purchase a new mobile phone
- Perceptions of T-Mobile, Verizon, and AT&T; across various aspects like service plans, network coverage, and customer care
- Experiences and perceptions of 5G mobile service
- Types and models of devices currently in use
- Manufacturer information
- Importance of apps

Tablets

- Ownership
- Usage patterns
- Primary uses of tablets
- Intent to purchase a new tablet

Home Services

- Land-based home telephone usage
- Web browsers and operating systems usage
- Current cable television service provider
- Home Internet service provider
- Likelihood of changing providers

TRAVEL & TRANSPORTATION

Automotive Preferences

- Primary car style/type driven
- Preferred car types
- Number of cars owned or leased
- Favorability and awareness of over 30 auto brands
- Experience with electric vehicles
- Mileage of current vehicle

Automotive Purchase Behavior

- Car purchasing habits and preferences
- Likelihood to buy/lease new/used cars
- Experience with online car dealers
- Likelihood of purchasing certified pre-owned cars
- Type of likely next car purchase (e.g., SUV, truck, coupe, etc.)
- Green transportation products

Auto Insurance

- Likelihood of changing auto insurance companies
- Primary auto insurance

Auto Repair

- Locations for major car repairs
- Auto services/repairs

Motorcycles/Scooters

- Ownership and plans to buy different types of motorcycles
- Popularity and experience with app-enabled electric scooter shares

Travel

- Type of travel (e.g., adventure, cruise, etc.)
- Travel method to next vacation
- Airline preference
- Usage of travel discount sites
- Frequency of out-of-town business travel

Type of hotel (e.g., boutique, chains, or private rentals (Airbnb/HomeAway)

Visits to State or National Parks

Travel experiences and safety concerns

Items planned for purchase for upcoming vacations (e.g., luggage, bags)

Influences on hotel/accommodation choices

Transportation

Public transportation usage

Frequency of public transportation

Activities while commuting to work

Usage of rideshare/ride-hailing apps

Time spent in the car

SPECIAL TOPICS

HOLIDAY/SEASONAL

Winter Holidays Shopping

- Spending information
- Retailer preferences
- Online and in-store preferences
- Types of gifts
- Purchasing progress

Additional Winter Holiday Information

- Travel
- Priorities
- Hosting
- Preparation
- Decorations

Other Holiday/Seasonal Topics

- Back-to-School/Back-to-College
- Special Occasions
- Father's Day
- Mother's Day
- Graduations
- Weddings
- Valentine's Day

GLP-1 (OZEMPIC)

Awareness and Usage of GLP-1 Medications

- Awareness of GLP-1 medications
- Reasons for using or not using these medications
- Usage of GLP-1 medications for weight loss and other conditions
- Usage and awareness with compounded semaglutide medications
- Sources of GLP-1 prescriptions

Body positivity impact

Behavioral Changes and Side Effects

Impact on eating habits

Changes in dining out

Changes in grocery shopping habits

Changes in alcohol consumption

Frequency of consuming different types of food (snacks, proteins, produce)

Reported side effects from GLP-1 medications

Purchases related to recent weight loss

Frequency and change in exercise and sleep patterns

Frequency and change in vitamin/supplement usage

Weight Loss Programs and Subscriptions

Subscriptions to weight loss programs

Reasons for subscribing