



Data newly released in Spring 2018 includes:

Product:

HAIR COLORING PRODUCTS

- Forms: Cream

NEW CATEGORY: OTHER FEMININE SANITARY PRODUCTS (Women)

- Menstrual cup
- Menstrual underwear
- Reusable pads
- Menstrual sponge

AUTOMOBILES AND OTHER VEHICLES

- Fuel: Electricity only

FAST FOOD & DRIVE-IN RESTAURANTS

- Auntie Anne's
- Dickey's Barbecue Pit

FOREIGN TRAVEL (INCLUDING ALASKA & HAWAII)

- Year trip taken: 2018

DOMESTIC TRAVEL

- Airline used: Allegiant Air

INTERNET AND CATALOG SHOPPING

- BlueApron.com
- HelloFresh.com

BANKING & FINANCIAL SERVICES

- Wired or sent money with: Xoom

HOUSEHOLD APPLIANCES & DURABLES

- Garment Steamer

VIDEO GAMES (Household Owns/Personally Played)

- Nintendo 2DS XL

SPORTS EVENTS: WATCH, LISTEN, ATTEND & INTEREST

- Ultimate Fighting Championship (UFC)
- Other Mixed Martial Arts (MMA)
- Soccer – U.S. Men's National Team
- Soccer – U.S. Women's National Team
- Soccer – International
- New question: If you watched, listened or attended in the last 12 months, how interested were you?



Psychographics:

YOUR ATTITUDES

- I like to buy gifts as a way of expressing gratitude.

Media:

NEW CATEGORY: Cable or Fiber Optic TV Service Providers