SYNDICATED AGENCY DATASETS

Variables Structure	Readership PLANNER	Media PLANNER	Creative PLANNER	Web PLANNER	Strategic PLANNER	ESP	ESP Gold	ESP Platinum
DEMOGRAPHICS AND SEGMENTATION VARIABLES								
DEMOGRAPHICS	✓	✓	✓	✓	✓	✓	✓	✓
ROY MORGAN VALUES SEGMENTS	✓	✓	✓	✓	✓	✓	✓	✓
SEGMENTATION VARIABLES	✓	✓	✓	✓	✓	✓	✓	✓
MEDIA DYNAMICS								
MEDIA IMPERATIVES	✓	✓	✓	✓	✓	✓	✓	✓
MEDIA PREFERENCES (WEEKDAYS)		✓	✓	✓	✓	✓	✓	✓
MEDIA CONTENT PREFERENCES (WEEKDAYS)		✓	✓	✓	✓	✓	✓	✓
MEDIA PREFERENCES (WEEKENDS)		✓	✓	✓	✓	✓	✓	✓
MEDIA CONTENT PREFERENCES (WEEKENDS)		✓	✓	✓	✓	✓	✓	✓
PRODUCT DATA								
AIR TRAVEL	✓	✓	✓	✓	✓	✓	✓	✓
APPLIANCES/ITEMS	✓	✓	✓	✓	✓	✓	✓	✓
BANKS / BUILDING SOCIETIES / CREDIT UNIONS	✓	✓	✓	✓	✓	✓	✓	✓
BEVERAGES	✓	✓	✓	✓	✓	✓	✓	✓
BUSINESS DECISIONS	✓	✓	✓	✓	✓	✓	✓	✓
CAR BUYING INTENTION	✓	✓	✓	✓	✓	✓	✓	✓
CAR OWNERSHIP	✓	✓	✓	✓	✓	✓	✓	✓
FAST FOOD	✓	✓	✓	✓	✓	✓	✓	✓
FOOD CUISINE/TYPES LIKE EATING	✓	✓	✓	✓	✓	✓	✓	✓
FOODS PREFERENCES	✓	✓	✓	✓	✓	✓	✓	✓
HOLIDAY TRACKING SURVEY	✓	✓	✓	✓	✓	✓	✓	✓
INSURANCE	✓	✓	✓	✓	✓	✓	✓	✓
INVESTMENTS	✓	✓	✓	✓	✓	✓	✓	✓
LOANS	✓	✓	✓	✓	✓	✓	✓	✓
NEO's	✓	✓	✓	✓	✓	✓	✓	✓
PETS	✓	✓	✓	✓	✓	✓	✓	✓
PLASTIC CARDS	✓	✓	✓	✓	✓	✓	✓	✓
RETAIL ACTIVITY	✓	✓	✓	✓	✓	✓	✓	✓
SMOKING	✓	✓	✓	✓	✓	✓	✓	✓
YOU AND YOUR HOME	✓	✓	✓	✓	✓	✓	✓	✓
PERSONAL SERVICES			✓	✓	✓	✓	✓	✓
FOOD CONSUMPTION			✓	✓	✓	✓	✓	✓
FOOD PURCHASING (BY GROCERY BUYER)			✓	✓	✓	✓	✓	✓
LAUNDRY PRODUCTS & TOILETRIES (BY GB)			✓	✓	✓	✓	✓	✓
PERSONAL COMPUTERS AND PERIPHERALS			✓	✓	✓	✓	✓	✓
READERSHIP								
NEWSPAPER READERSHIP	✓	✓			✓	✓	✓	✓
COMMUNITY NEWSPAPER READERSHIP AND AREAS	✓	✓			✓	✓	✓	✓
NEWSPAPER INSERT READERSHIP	✓	✓			✓	✓	✓	✓
MAGAZINE READERSHIP	✓	✓			✓	✓	✓	✓
NEWSPAPER READERSHIP - NUMBER OF ISSUES READ		✓			✓	✓	✓	✓
CATALOGUE READERSHIP		✓			✓	✓	✓	✓
OTHER MEDIA								
TELEVISION PROGRAMS		✓			✓	✓	✓	✓
TV MARKETS		✓			✓	✓	✓	✓
TV INVOLVEMENT – DETAIL		✓			✓	✓	✓	✓
TV INVOLVEMENT – SUMMARY GRID		✓			✓	✓	✓	✓
TV ATTENTION LEVEL – DETAIL						✓	✓	✓
TV ATTENTION LEVEL – SUMMARY GRID						✓	✓	✓
PAY TV		✓			✓	✓	✓	✓
PAY TV CHANNEL INVOLVEMENT – DETAIL						✓	✓	✓
PAY TV CHANNEL INVOLVEMENT – SUMMARY GRID						✓	✓	✓
RADIO AUDIENCE PROFILES		✓			✓	✓	✓	✓
CINEMA ATTENDANCE		✓			✓	✓	✓	✓
MOVIE CLASSIFICATION AND GENRE		✓			✓	✓	✓	✓
WEBSITES								
WEBSITE DATA				✓		✓	✓	✓
INTERNET MONITOR								
INTERNET – SUMMARY		✓		✓	✓	✓	✓	✓
INTERNET ATTITUDES				✓	✓	✓	✓	✓
ACCESS AND CONNECTION				✓		✓	✓	✓
INTERNET USAGE				✓		✓	✓	✓
INTERNET FACILITIES				✓		✓	✓	✓
INTERNET COMMERCE				✓		✓	✓	✓
BEHAVIOUR CURRENT AND FUTURE				✓		✓	✓	✓
MEDIA MOST USEFUL								
MEDIA MOST USEFUL						✓	✓	✓
ATTITUDES, ACTIVITIES AND INTERESTS								
ATTITUDES AND LIFESTYLES			✓	✓	✓	✓	✓	✓
ACTIVITIES AND INTERESTS	✓	✓	✓	✓	✓	✓	✓	✓
ACTIVITIES AND INTERESTS – BY FREQUENCY			✓	✓	✓	✓	✓	✓
WATCHING SPORT ON TV			✓	✓	✓	✓	✓	✓
SPORTS AND LEISURE PARTICIPATION			✓	✓	✓	✓	✓	✓
SPECIAL ADDITIONAL VARIABLES								
TIME SPENT WITH MEDIA							✓	✓
TIME SPENT WITH ACTIVITIES							✓	✓
WORD OF MOUTH							✓	✓
EXTRA DEMOGRAPHICS							✓	✓
CINEMA/MOVIE MODULE							✓	✓
ONLINE ACTIVITY SPLIT (PC/MOBILE)							✓	✓
SPORTS INVOLVEMENT							✓	✓
HISTORICAL DATABASES							✓	✓
REMOVAL OF PRODUCT DATA CROSSING RESTRICTIONS								✓
ASSISTANCE WITH PITCHPLANNER			✓	✓	✓	✓	✓	✓