



Drug & Grocery



#37: My glasses are just for fashion.

< COUNT THE WAYS

Scarborough (not my glasses) helps me see the big picture. Tying research to every part of my business strategy helps me economize – I know I'm starting in the right place.

GROCERY STORES*

- Stores Shopped Past 7 Days
- Store Purchased Most Groceries Past 7 Days
- Amount Spent on Groceries Past 7 Days

COUPON USAGE*

- Frequency of Use for Grocery/ Other Products
- How Obtained
 - Email/Text Message
 - In-Store Circular
 - In-Store Coupon
 - Internet Site
 - Magazine
 - Mail
 - Preferred Customer/ Loyalty Card
 - Product Package
 - Sunday Newspaper
 - Weekday Newspaper
 - Other Source

FOOD PRODUCTS USED IN PAST 30 DAYS*

- Any Organic Food
- Any Store Brand or Private Label Food
- Baby Food
- Candy
- Coffee
- Decaffeinated Coffee
- Energy Bars/Nutrition Bars
- Frozen Dinners/Meals
- Ice Cream/Frozen Juice Bars/ Frozen Yogurt
- Nuts
- Packaged Meats
- Pretzels/Chips/Popcorn
- Ready-to-Eat Cereal
- Salsa
- Soup
- Tea
- Tortillas
- Yogurt

DRUG STORES

- Stores Bought Past 30 Days
 - Prescription Purchases
 - Other Health or Beauty Items

CONVENIENCE STORES*

- Shopped Past 7 Days
- Shopped Most Often

* Household Measurements