



## Home Improvement



**#39:** I'm building more business.

**COUNT THE WAYS**

My cable system's advertising business is growing thanks to Scarborough. The in-depth information about our viewers helps to demonstrate our value to advertisers.

### HOME IMPROVEMENT PAST 12 MONTHS

- Any Addition
- Carpeting/Floor Covering
- Exterior Paint
- Heating/Air Conditioning
- Home Security System Installed
- Installed Pool/Spa
- Interior Paint/Wallpaper
- Landscaping
- Remodeled Bathroom
- Remodeled Kitchen
- Replaced/Major Repair to Roof
- Replaced Windows
- Siding
- Other Remodeling/Other Home Improvement

### COST OF IMPROVEMENT

- Any Major Addition
- Landscaping
- Other Home Improvement
- Remodeling
- Total Amount Spent on All Home Improvements

### STORES SHOPPED/PURCHASED CARPETING/ HARDWARE/ BUILDING/PAINT/LAWN/ GARDEN ITEMS PAST 12 MONTHS\*

\* Household Measurements

See Also: Household Shopping