



## Retail



**#41:** My voicemail light is always blinking.

**< COUNT  
THE WAYS**

I use Scarborough to impress my clients with my knowledge of their target audience. The result? Not only are my prospects calling me back, but I am successfully up-selling my current clients.

### CLOTHING STORES SHOPPED/ PURCHASED PAST 3 MONTHS

#### SHOPPING CENTERS/ MALLS SHOPPED

- Past 7 Days
- Past 30 Days
- Past 3 Months

#### MAJOR STORES

- Shopped
  - Past 30 Days
  - Past 3 Months
- Purchased
  - Past 30 Days

#### STORES SHOPPED/USED SERVICES PAST 3 MONTHS & PAST 12 MONTHS

- Books
- Bridal
- Costume Jewelry
- Day Spa
- Fine Jewelry
- Florists
- Home Accessories
- Music/Video
- Office Supplies/Services
- Pet Supplies
- Toys

#### STORES SHOPPED PAST 3 MONTHS

- Shoes/Footwear
- Sporting Goods

#### PLACES SHOPPED/PURCHASED COMPUTER HARDWARE/ SOFTWARE DURING THE PAST YEAR\*

#### PURCHASED A PRE-PAID GIFT CARD PAST 12 MONTHS

### ITEMS PURCHASED & AMOUNT SPENT PAST 12 MONTHS

- Athletic Shoes
- Other Athletic Clothing
- Children's Clothing
- Cosmetics/Perfumes/Skin Care
- Costume Jewelry
- Fine Jewelry
- Infant's Clothing
- Men's Business Clothing
- Men's Casual Clothing
- Men's Shoes
- Women's Business Clothing
- Women's Casual Clothing
- Women's Shoes
- Sports Equipment

### SPORTS APPAREL WITH TEAM/LEAGUE LOGOS BOUGHT PAST 12 MONTHS

#### DIRECT MAIL (ADVERTISING/ MAIL ORDER CATALOG) PAST 12 MONTHS

- Number of Times Purchased
- Merchandise or Services Bought

#### SHOP CLOSER TO

- Home
- Place of Work
- Both Equally

#### PURCHASED ITEMS VIA TV/CABLE PAST 12 MONTHS\*

#### ONLINE SHOPPING

- Amount Spent Past Year
- Items Shopped/Purchased Past Year

\* Household Measurements  
See Also: Household Shopping