

2011 NEW MEASUREMENTS FOR TOP-TIER MARKETS



**WE ARE THE AMERICAN CONSUMER.**

SCARBOROUGH MEASURES HOW OUR SHOPPING HABITS AND LIFESTYLES ARE CHANGING.



# Expanded Measurements that Capture the 2011 American Consumer

EACH YEAR, SCARBOROUGH MODIFIES ITS MEASUREMENTS to include even more insights on the American consumer. Here are some of the new measurements you will be able to start implementing into your sales and marketing strategies starting in the spring of 2011.

## NEW HOUSEHOLD TECHNOLOGY DATA

Household currently owns or plans to buy:

- Blu-ray disc player
- iPad

## NEW WIRELESS INFORMATION

Features used on wireless device:

- Access the Internet
- Banking
- Other Internet Feature/App

## EXPANDED INTERNET INSIGHTS

- Additional national websites measured: Bing, Google Buzz, Pandora.com, AngiesList, Kudzu
- Conducted a search online during the past month
- Radio station websites visited past 30 days and past 7 days by exact call letters/dial position
- Shopped an online grocery store during the past week
- Shopped for/Purchased an App online during the past month
- Type of Internet connection in the household
  - Fiber optic
  - Satellite
- Used the Internet for search or maps/GPS during the past month

## MORE LIFESTYLE DATA

- Attended a high school sports event in the past year
- Play a musical instrument in the past year
- Play football in the past year
- Rented a car from Zipcar in the past year
- Types of alcoholic beverages consumed in the past 7 days

## EXTENDED TELEVISION DATA

- TV networks/stations watched in the past seven days
  - CNN en Español
  - Lifetime Real Women
  - NFL Network
  - NFL Red Zone
- Type of cable/satellite subscription
  - Hard-wired (cable)
  - Telco (cable)
  - Satellite
- Used VOD in the past 30 days to watch
  - Free movies
  - Info on automobiles, real estate or classifieds
  - Pay movies
  - Premium channels
  - Sports
  - TV shows
- Used VOD past 30 days and Subscribe to HDTV Services are now measured among both cable and satellite respondents

## ADDITIONAL HEALTHCARE DATA

Medical services used at a hospital/other medical facility in the past 3 years:

- Hospital emergency room
- Teeth whitening/veneers
- Treatment for substance abuse, smoking or nutrition
- Urgent care facility

## MORE SPORTS FAN DATA

Level of interest in:

- Arena/indoor football
- College baseball
- College hockey
- Figure skating
- Formula One (F1) racing
- Gymnastics
- Mexican soccer
- NBA Development League
- Pro boxing
- Pro lacrosse

Sports programs watched on TV or listened to on the radio:

- Arena/indoor football
- Formula One (F1) racing
- U.S. Soccer National Team

Additional measurements on season ticket purchases and amount willing to pay for single admission ticket

## OTHER HOUSEHOLD ACTIVITIES

- Utilized cash advance/title loan shop

## ECO-FRIENDLY ACTIONS

- Energy efficient windows



SCARBOROUGH  
RESEARCH

*We Know the Locals  
Nationwide*

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## HOUSEHOLD AUTOMOTIVE INFO

- Auto glass replacement/repair
- Plan to buy or lease a hybrid vehicle