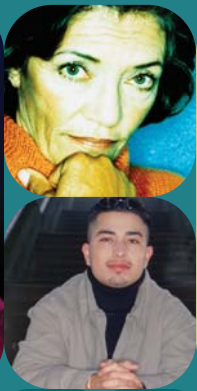


CIUDAD HISPANA DE SCARBOROUGH



WE ARE THE HISPANIC AMERICAN CONSUMER.  
SCARBOROUGH SPEAKS OUR LANGUAGE.



## Welcome to Ciudad Hispana de Scarborough

CIUDAD HISPANA DE SCARBOROUGH, the “Hispanic City of Scarborough,” is a suite of Hispanic consumer research services that brings powerful marketing insights into this unique population segment. The Hispanic Suite of Services enables media and marketers to develop strategies that lead to more targeted promotions, co-branding and sponsorship opportunities, and more informed decisions about the buying and selling of advertising.

Scarborough’s unprecedented Hispanic sample – nearly 35,000 Hispanics – enables a precise and deep analysis of consumer behavior. At Scarborough, we go to great lengths to ensure the most reliable Hispanic sample possible, including using bilingual interviewers and questionnaires. With several options in our suite of services, Ciudad Hispana de Scarborough can help to maximize the return on your diversity marketing efforts.

### What Do the Keys to the City Hold?

Ciudad Hispana de Scarborough includes two primary products designed to provide you with the marketing information you need to better understand and reach the Hispanic audience.

#### THE SCARBOROUGH LOCAL MARKET HISPANIC STUDIES

- Individual studies in 11 Top-Tier Markets, these databases have additional Hispanic sample enabling you to keep your finger on the pulse of the local Hispanic consumer
- Available in Chicago, Dallas, Fresno, Houston, New York, Phoenix, Sacramento, San Antonio, Miami, Los Angeles and San Francisco
- Analyze Hispanics in key, densely Hispanic-populated local markets
- Empower marketing, research and sales professionals to perform detailed analyses on the patterns of Hispanic consumers in the local markets where they live

#### THE SCARBOROUGH HISPANIC MULTI-MARKET STUDY

- One study that brings together information from 33 Top-Tier Local Markets that have a high incidence of Hispanics. The Hispanic Multi-Market Study also includes all Hispanic respondents from Scarborough’s 11 Local Market Hispanic studies.
- Represents 80% of the U.S. Hispanic adult population
- 30,000 Hispanic adult respondents annually
- Put your finger on the pulse of Hispanic consumer patterns in 33 Hispanic local markets and compare and contrast different local markets across the country
- The robust Hispanic sample provides significant drill-down analytical capabilities, enabling you to draw deeper insights
- Comprehensively analyze significant consumer categories such as automotive, banking, insurance, and retail

UNDERSTAND THE NUANCES OF THE HISPANIC CONSUMER

#### THE LARGEST AND MOST COMPREHENSIVE HISPANIC SAMPLE AVAILABLE

With a sample size of nearly 35,000 Hispanics, Scarborough enables precise and granular analyses. Users can delve deeply into consumer categories with a reliable sample. Using any of the services available in Ciudad Hispana de Scarborough, you can extract detailed information on retail shopping patterns, media usage and the lifestyle behaviors of Hispanic consumers.

#### RELIABLE CONSUMER INSIGHTS

Data quality and reliability are essential ingredients to all Scarborough studies. We use a two-step process to collect information from respondents: a randomly-dialed telephone interview followed by a mailed, self-administered consumer questionnaire. Scarborough uses Differential Survey Treatments (DSTs) for Hispanics in markets where this group: 1) constitutes 7.5% or more of the adult population, or 2) has a total adult population of 250,000 or more. This means that we use special sampling and bilingual procedures to ensure data quality, including beginning our telephone interview in Spanish and using Spanish language questionnaires where appropriate. Currently, Scarborough uses DST in 33 local markets. Our survey rigor is unmatched.

#### WAVERLY WIRELESS INCREASES LOCAL MARKET BRAND LOYALTY AMONG HISPANICS

Waverly Wireless is a national cell phone manufacturer. They are looking to secure brand loyalty among Hispanic consumers. Waverly uses Scarborough’s Multi-Market Hispanic Study to analyze its customers’ cell phone usage and those who plan to switch carriers. This information, combined with insights on its competitors in the market, helps Waverly determine a targeted local market strategy.

- Brand of wireless carrier penetration among Hispanics
- Analyze insights from plan to switch carrier data
- Determine interests that could help expand presence or create a promotion among the Hispanic community
- Implement a marketing strategy to increase brand loyalty with Waverly Wireless
- Examine the features their customers use on their wireless handset

“I travel frequently and need a good national calling plan, and I also want to be able to use my phone to access the internet.”



“I commute about an hour to work on a train and I often use my cell phone to play games.”

**BENEFIT** Gain comprehensive insight into an individual Hispanic local market.

**BENEFIT** Compare and contrast media usage, shopping patterns and lifestyle behaviors.





**XYZ MEDIA OUTLET HELPS SAN ANTONIO AUTO CENTER INCREASE HISPANIC CAR SALES**

The San Antonio Auto Center needs to increase its sales among Hispanics locally. XYZ Media Outlet has been trying for quite some time to become a part of a local dealership's advertising schedule. They developed a pitch using local consumer insights from Scarborough's Local Market Hispanic Study for San Antonio. Together, XYZ Media Outlet and the San Antonio Auto Center create a successful sponsorship opportunity.

- Establish sales goals for specific makes and models of cars according to local Hispanic preferences.
- Create a promotion targeting younger Hispanics.
- Develop bilingual sales materials and hire bilingual sales staff.

"My wife and I are expecting a child and want to buy a larger car."



"Spanish is my primary language and I'm attending a special event at the dealership I heard about on my local news."



**ABC BANK LOOKS TO INCREASE MARKET SHARE AMONG HISPANICS LOCALLY**

ABC Bank recognized the opportunities to grow business with the Hispanic consumers and wants to target the group through a financial education promotion. Ciudad Hispana de Scarborough provides the insight into understanding the language lifestyles and media patterns of Hispanics on a local level.

- Analyze media patterns of Hispanics locally and understand the influence of language in media choices
- Examine penetration of services used at primary bank
- Distinguish lifestyle information to help plan promotions.

"I watch the late local news every evening on my local Spanish station."



"I plan to open a savings account for my child next year."



**Local. Regional. National.**

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