

METHODOLOGY



WE ARE THE AMERICAN CONSUMER.

SCARBOROUGH'S METHODOLOGY ACCURATELY CAPTURES WHO WE ARE.



Reliable, Valuable Consumer Insights

THERE IS PEACE OF MIND IN KNOWING THAT YOUR RESEARCH IS

ACCURATE AND RELIABLE. For more than 30 years, Scarborough Research has been committed to delivering insights that thousands of media professionals and marketers use to make daily strategic decisions. They know they can count on Scarborough for information that is correct and meets the highest consumer research standards.

CORE METHODOLOGY

Our two-phase methodology results in a multi-step relationship with the respondent, designed to achieve maximum cooperation. Up to 14 attempts are made to reach a designated respondent.

Phase I - A RANDOMLY DIALED TELEPHONE INTERVIEW

Radio listening, newspaper reading, some television viewing, Internet websites visited and demographics are captured during this 16-minute conversation. All survey phone calls are conducted in-house by Scarborough Centers in Coral Springs, FL; Sarasota, FL; and San Antonio, TX. Telephone interviewers go through a rigorous training process and exclusively work on the Scarborough survey.

Phase II - A MAILED, SELF-ADMINISTERED CONSUMER SURVEY BOOKLET & SEVEN-DAY TELEVISION DIARY

This is mailed to the respondent who completed the telephone interview. The Consumer Survey Booklet captures retail behavior, product/service usage and lifestyle information. The Seven-Day Television Diary measures personal television viewing for seven days in 30-minute intervals.

Our Core Methodology employs **Continuous Measurement**, meaning that we are in-field, interviewing and collecting data 48 weeks of the calendar year to even out any marketplace disruptions and seasonality issues. We release data to our clients seven weeks following the close of the 48 weeks of fieldwork. The database is delivered twice a year with a 12-month rolling average to ensure a complete local, regional and national overview. More than 220,000 adults ages 18+ are interviewed across the U.S., including in-depth coverage of 81 Designated Market Areas (DMAs).

CORE METHODOLOGY MULTI-STEP RELATIONSHIP WITH RESPONDENTS

1. Telephone interview (16 minutes).
2. Postcard or letter is mailed if respondent refuses to participate explaining purpose and providing toll-free number and website for more information.
3. Survey Booklet & Television Diary are mailed with cash incentive.
4. Reminder phone call is made to follow-up on Consumer Survey Booklet and Television Diary.
5. Reminder postcard is sent to follow-up on Survey Booklet and Television Diary.
6. Second reminder call is made to selected respondents in the following categories:
 - Males age 18-34
 - Respondents with an annual household income of \$75K+
 - African-American consumers (where applicable)
 - Hispanic consumers (where applicable)
7. Selected third reminder calls are made to booklet returnees to encourage them to complete/return the TV diary.
8. Respondents can be mailed up to three sets of survey materials. The precise nature and timing of these are carefully tailored to obtain maximum cooperation from a wide range of respondent groups.
9. In certain markets, respondents have the option of taking our survey online by clicking an email link or by using the login provided on the postcard mailed to them. In 2009, this option will be available in all markets measured by Scarborough. For a list of the markets this option is currently available in, please email us at: info@scarborough.com.

SCARBOROUGH USES SAMPLE BALANCING AND WEIGHTING

Data is weighted and projected to adults 18+ in the local market. Balancing variables include geography, age within gender, household size, education, race and Hispanic ethnicity (where applicable).

HISPANIC/AFRICAN-AMERICAN METHODOLOGY AND DIFFERENTIAL SURVEY TREATMENT

If a local market has 7.5% or more Hispanic or African-American populations, or if there are 250,000+ Hispanic or African-American adults 18+ in a local market, that market receives Differential Survey Treatment (DST). DST treatments include the use of special incentives, and in the case of Hispanic DST markets, Spanish-language questionnaires.



SCARBOROUGH
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Local. Regional. National.

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