

CELL PHONE - ONLY HOUSEHOLDS



**WE ARE THE AMERICAN CONSUMER.**  
SCARBOROUGH MEASURES HOW WE LIVE



## Cell Phone-Only Users Are Now Part of the Scarborough Survey

“ABOUT ONE IN FOUR HOMES ARE CELL PHONE-ONLY. Sample that includes CPO helps the research be more truly representative,” said Brad Adgate, Senior Vice President, Director of Research for Horizon Media. The inclusion of CPO in all of our local and national studies is one example of Scarborough’s commitment to high-quality research, a promise that ensures you have accurate data that is properly representative of today’s consumers.

### CELL PHONE-ONLY MARKET LAUNCH

Scarborough has implemented a multi-phase approach to incorporating CPO samples into its markets. It began with data collection for Release 1 2010 (issued to the marketplace in Spring 2010), and our rollout will continue through Release 2 2011 (issues to the marketplace in Fall 2011). By that time, all of the company’s Top-Tier Local Market Studies, our National USA+ Study, and Multi-Market Study will have CPO procedures included in the sample frame.

### CELL PHONE-ONLY DATA COLLECTION BENEFITS AND PROCEDURES

Media and marketing professionals require data that is truly representative of today’s consumers in order to strategically plan their initiatives. The incorporation of a cell phone-only respondent base into Scarborough’s syndicated studies ensures that these users have the insights they need to make more informed decisions. Further, since cell phone-only respondents are more likely to be in younger, multicultural demographic groups, it provides even more depth for analysis of these populations.

Cell phone-only respondents are incorporated into the survey through an address-based sample procedure. This is combined with our standard RDD (Random Digit Dial) landline telephone sample frame currently used to collect data for our syndicated studies.

Release 1 2010	Release 1 2011	Release 2 2011
<ul style="list-style-type: none"> <li>• Austin, TX</li> <li>• Columbus, OH</li> <li>• Denver, CO</li> <li>• Flint, MI</li> <li>• Norfolk, VA</li> <li>• Oklahoma City, OK</li> <li>• Pittsburgh, PA</li> <li>• Portland, OR</li> <li>• Sacramento, CA</li> <li>• Syracuse, NY</li> </ul>	<ul style="list-style-type: none"> <li>• Albuquerque, NM</li> <li>• Birmingham, AL</li> <li>• Boston, MA</li> <li>• Colorado Springs, CO</li> <li>• Dallas, TX</li> <li>• El Paso, TX</li> <li>• Greenville, SC</li> <li>• Harlingen/McAllen, TX</li> <li>• Honolulu, HI</li> <li>• Houston, TX</li> <li>• Las Vegas, NV</li> <li>• Little Rock, AR</li> <li>• Los Angeles, CA</li> <li>• Miami, FL</li> <li>• Mobile, AL</li> <li>• Nashville, TN</li> <li>• New Orleans, LA</li> <li>• Orlando, FL</li> <li>• Raleigh/Durham, NC</li> <li>• Richmond, VA</li> <li>• San Antonio, TX</li> <li>• San Francisco, CA</li> <li>• Spokane, WA</li> <li>• Tampa, FL</li> <li>• Tucson, AZ</li> </ul>	<ul style="list-style-type: none"> <li>• Bakersfield, CA</li> <li>• Buffalo, NY</li> <li>• Chicago, IL</li> <li>• Cincinnati, OH</li> <li>• Cleveland, OH</li> <li>• Detroit, MI</li> <li>• Ft. Myers, FL</li> <li>• Grand Rapids, MI</li> <li>• Green Bay, WI</li> <li>• Greensboro, NC</li> <li>• Harrisburg, PA</li> <li>• Hartford, CT</li> <li>• Indianapolis, IN</li> <li>• Louisville, KY</li> <li>• Minneapolis/St. Paul, MN</li> <li>• New York, NY</li> <li>• Philadelphia, PA</li> <li>• Providence, RI</li> <li>• Roanoke, VA</li> <li>• St Louis, MO</li> <li>• Washington D.C.</li> <li>• West Palm Beach, FL</li> <li>• Scarborough USA+ Study</li> <li>• Multi-Market Study</li> </ul>
<h4>Release 2 2010</h4> <ul style="list-style-type: none"> <li>• Albany, NY</li> <li>• Atlanta, GA</li> <li>• Baltimore, MD</li> <li>• Charlotte, NC</li> <li>• Chattanooga, TN</li> <li>• Des Moines, IA</li> <li>• Fresno, CA</li> <li>• Jacksonville, FL</li> <li>• Kansas City, MO</li> <li>• Knoxville, TN</li> <li>• Lexington, KY</li> <li>• Memphis, TN</li> <li>• Milwaukee, WI</li> <li>• Phoenix, AZ</li> <li>• Rochester, NY</li> <li>• San Diego, CA</li> <li>• Salt Lake City, UT</li> <li>• Seattle, WA</li> <li>• Toledo, OH</li> <li>• Tulsa, OK</li> </ul>		



**SCARBOROUGH  
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