

NEW MEASUREMENTS FOR 2010 IN TOP-TIER MARKETS



WE ARE THE AMERICAN CONSUMER.

SCARBOROUGH MEASURES HOW OUR SHOPPING HABITS AND LIFESTYLES ARE CHANGING.



Expanded Measurements that Capture the American Consumer

SCARBOROUGH HAS EXPANDED ITS STUDY FOR 2010 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.

NEW GREEN MEASUREMENTS

Scarborough is asking respondents to tell us how they are being more eco-friendly, such as:

- Drive less/use alternative transportation
- Plan to buy a hybrid vehicle
- Use less water at home
- Pay more for eco-friendly products and services
- Donate money or time to environmental causes
- Support politicians based on environmental positions
- Recycle glass, plastic, or paper
- Recycle electronics (batteries, cell phones, computers, etc.)
- Use rechargeable batteries
- Use energy efficient light bulbs
- Use cloth or other reusable grocery bags
- Buy organic food
- Buy locally grown food
- Buy eco-friendly household cleaning products
- Use a bicycle as mode of transportation

EXPANDED INTERNET USAGE DATA

More Social Networking Measurements (Websites visited, past 30 days)

- Facebook
- LinkedIn
- MySpace
- Plaxo
- Twitter

More national websites have been added: (Websites visited, past 30 days)

- CareerBuilder
- CraigsList
- Hulu
- Monster
- MSN
- Wikipedia
- YouTube

Additional measurements on how consumers are using the Internet (Past Month):

- Consumer reviews (products, services, etc.)
- Listen to Internet radio (Live365, Pandora, etc.)
- Local news
- National news
- Photo processing (Kodak Gallery, Snapfish, etc.)
- Video clips

Additions to items shopped or bought online during the past year:

- CDs
- Furniture/home furnishing
- Home accessories
- Music

MORE ABOUT SPORTS

- Addition of baseball and softball as an activity participated in during the past year
- We are now measuring interest level in AMA Pro Racing and European Soccer

MORE RETAIL INFORMATION

- Frequency of shopping at shopping centers (during the past 30 days)
- Dry cleaner used during the past year/ three months

TELECOM/WIRELESS ENHANCEMENTS

New cellular features added:

- News/weather/traffic
- Search (Google, Yahoo!, etc.)
- Social networking (Facebook, Twitter, etc.)
- Sports scores/updates
- Stocks/stock market
- Subscribe to TV service for a fee
- Watch free TV programs
- Watch video clips

More national wireless carriers added:

- Boost Mobile
- Cricket
- MetroPCS
- TracFone

MEDIA INFORMATION

- More cable television networks added: Bio, FamilyNet, History International, MLB Network, SiTV

TECHNOLOGY IN THE HOUSEHOLD

Ownership and Plans to Buy during the next year:

- eReader (Kindle, Sony Reader, etc.)

Computing devices owned:

- Desktop
- Laptop
- Mobile device



SCARBOROUGH
RESEARCH

*We Know the Locals
Nationwide*

info@scarborough.com
www.scarborough.com