



Expanded Measurements that Capture the 2012 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 2012.

NEW WIRELESS INFORMATION

- Ways used cell phone:
 - Download apps
 - Shopping
- Wireless/cell phone carriers used:
 - Straight Talk

EXPANDED INTERNET INSIGHTS

- Shopped or used:
 - iTunes
 - Electronic games such as GameStop
- Used Internet in past 30 days for:
 - Daily deals
 - Restaurant information
- Internet sites visited in past 30 days:
 - Google Offers (in select markets)
 - Groupon
 - LivingSocial
 - Yelp
- Time spent on social networking sites in an average day

- Devices Owned:
 - Tablet PC (iPad, Galaxy, Xoom, etc.)
 - Smartphone (BlackBerry, Droid, iPhone, etc.)
- Mobile device used to read newspapers:
 - Other tablet computer (Galaxy or Xoom)
 - Other electronic device (Kindle, Nook, etc.)

MORE LIFESTYLE DATA

- Attended a health, wellness, or fitness expo in the past year
- Airline used for business or personal/vacation
- Places viewed digital video displays in the past 6 months and past 30 days
- Places purchased liquor in past 30 days
- Contributed to military/veterans organization in the past year
- Used coin cashing service (Coinstar, etc.) in the past year
- Home improvements done in the past year:
 - Plumbing

EXTENDED TELEVISION DATA

- TV networks/stations watched in the past seven days
 - Cooking Channel
 - OWN (Oprah Winfrey Network)
 - Planet Green
- Programs watched on VOD in past 30 days:
 - Children's programs

MORE SPORTS FAN INSIGHTS

- Bought sports apparel with high school team logo in the past year
- Level of interest in MotoGP (Grand Prix motorcycle racing)

HOUSEHOLD INFORMATION

- Amount spent for selected HHLD items
 - Under \$100
 - \$100 - \$249
- Long distance carriers used by household:
 - Skype
- Owns or plans to buy:
 - Tablet PC (iPad, Galaxy, Xoom, etc.)
 - Solar panels



*We Know the Locals
Nationwide*

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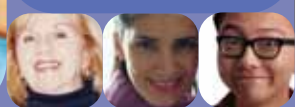
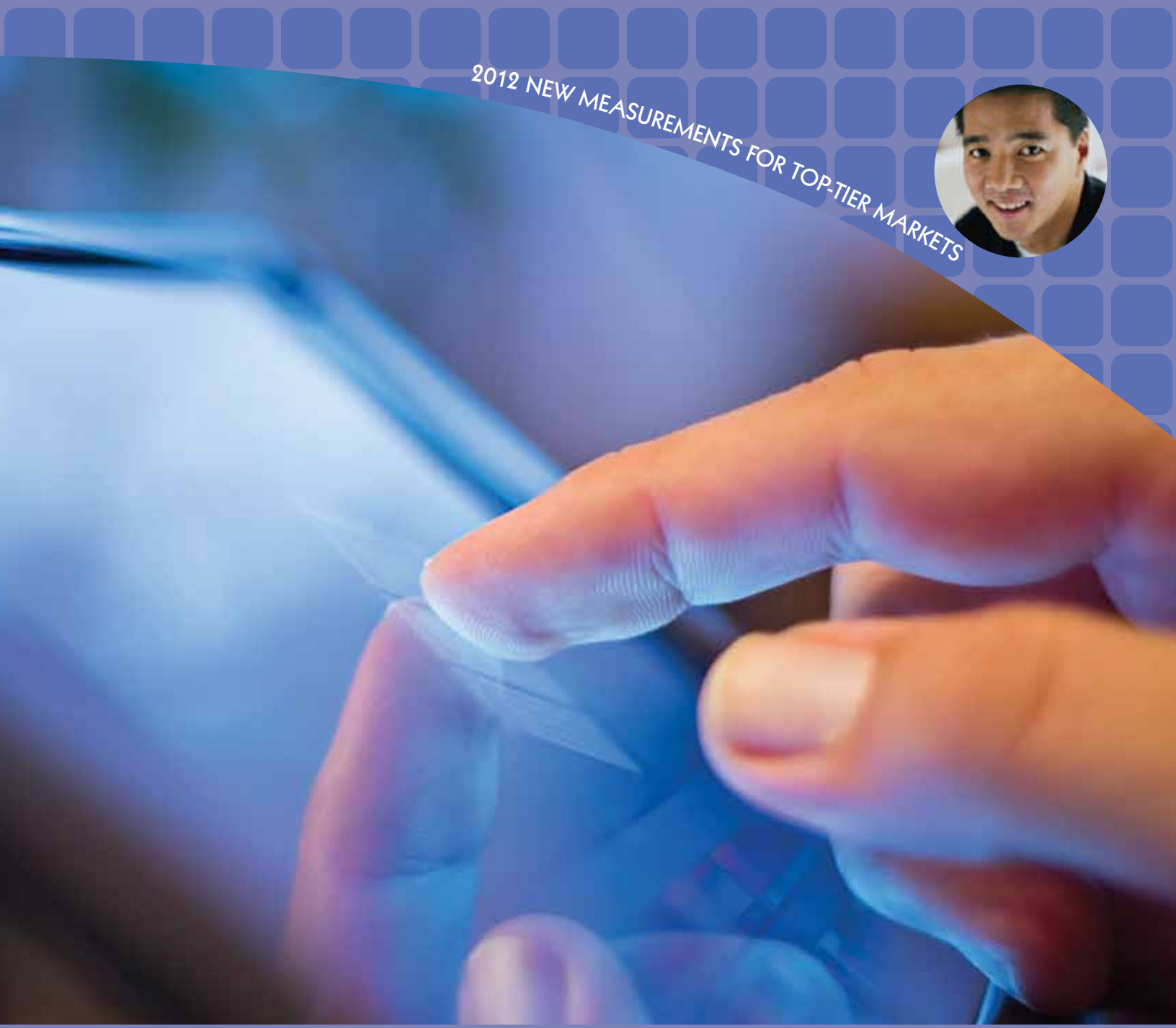


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2012 NEW MEASUREMENTS FOR TOP-TIER MARKETS



WE ARE THE AMERICAN CONSUMER.

SCARBOROUGH MEASURES HOW OUR SHOPPING HABITS AND LIFESTYLES ARE CHANGING.