

How to Read and Interpret Scarborough Data

Scarborough Research provides data and information to members of the press for use in your publications only it is not intended to be used for the sale of advertising. This document will provide you with a brief tutorial about how to read Scarborough data.

Ways to use Scarborough data in your story.

Our data lends itself to editorial as we can give you the hard numbers to help support your argument. Use Scarborough to:

- Incorporate statistics into the text of a story
- Emphasize important facts and figures with charts and graphics
- Include expert commentary from any of our experts. Scarborough has a full roster of executives whose expertise in sociology, retail behaviors, sports marketing and multiple other business categories.

Scarborough Reports

Upon your request for Scarborough data, our team of research analysts will compile a report into a Microsoft Excel spreadsheet. The graphic below describes the spreadsheet.

Scarborough Research

Study: Scarborough USA+ 2003 Release 1 (12 Months)

Release: Total Weight (February 2002 - March 2003)

Base: Access Internet: Yes

Target: Type of Internet connection HHL D uses: Any b

The **Study** describes the Scarborough study that the data is drawn from. This varies depending on the report.

The **Release** notes the dates we were in the field collecting data for the report.

The **Base** is who we are looking at in the report. In this example, we are looking at adults who said they access the Internet.

The **Target** is the target consumer you want to look at. In this case, it's adults who have a broadband connection.

The first column of the report denotes the **categories** you want to examine. This could be shopping patterns, as it is in this report, or it could be a local market ranking, demographic listing, etc.

The **Target percent** is the percent of consumers within the base who fall into a certain category. In this example, 45% of adults who access the Internet and have a broadband Internet connection shopped for airline tickets online in the past 12 months.

Type of Internet connection HHL D uses: Any broadband	Target %	Index
Access Internet: Yes	100%	100
Items <u>shopped</u> for on the Internet past 12 months: Airline tickets	45%	138
Books	42%	140
CDs, tapes or other music	29%	140
Clothing or accessories	35%	130
Computer hardware/software	37%	167
Cultural event tickets	13%	149
Flowers	13%	154

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The **Index** is a measurement of a consumer's likelihood to engage in the target category. An index of 100 is par with the national average. Anything above 100 is above average and anything below 100 is below average, and the Index is always comparing the target percentage to the base. In this example, the first row of data has an index of 138. This means that consumers who have a broadband connection at home are 38% more likely to have shopped for airline tickets on the Internet in the past year than all consumers who access the Internet.

Sourcing Scarborough Data

There are a couple ways to source Scarborough data:

1. If you are including a number as part of the editorial of a story, you can refer to Scarborough in text. For example, "According to Scarborough Research, 45% of Internet adults with broadband connections at home shopped for airline tickets online in the past year."
2. If you are including several Scarborough statistics in a call-out box or other graphical representation, please cite Scarborough Research as your source. In order to be comprehensive, it's advisable to also list the study and data collection dates. For example: SOURCE: Scarborough USA+ 2003 (12 months)
3. Definitions: If you want to include definitions for Index, Target Percentage or any other measurements, you can use those on page one.

Charting/Graphing Scarborough Data

Generally, our data lends itself to a bar and pie chart representation. Our Marketing Department is more than happy to work with you to help you correctly chart or graph Scarborough data. We request that you include Scarborough as the source at the bottom of the chart.

Data Collection

Scarborough Research surveys over 200,000 adults aged 18+ in the United States each year. Our survey is a two-phase process beginning with a telephone interview, followed by a mailed self-administered questionnaire and 7 day television diary. The telephone interview covers demographic information, newspaper readership and radio listeners. The product questionnaire measures lifestyle behaviors, shopping patterns and other household information. Scarborough measures 75 local markets and also has a national benchmark study called Scarborough USA+.

Scarborough Logo

If you would like to include the Scarborough logo within your source, please visit the image download section of the press room at www.scarborough.com for a variety of Scarborough logo variations.

Other Questions

If you have any other questions on how to read, interpret, and source Scarborough data please contact Allyson Mongrain at (703) 451-3174 or amongrain@scarborough.com.

