



Print Workshop: Software & Training

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Friday August 5, 2005





Agenda:

- Software update
- Quickview Reports & Mapping
- Study Maker
- Trender
- Audience Coder
- Saving & Transferring Specs
- Training Options
- Q&A

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Software Update: Coming Soon!

- New for R1 05: Household weight available for HH analysis
- Ability to enter newspaper websites into media schedule for Reach & Frequency analysis
- New Category specific Quickview Reports
 - Auto
 - Wireless
 - Internet
 - Home improvements
- Ability to map Scarborough data across all 75 DMA's



New Questions: For R1 2005

- Zip code of employment
- Newspaper websites visited yesterday/past week
- Airline used most often
 - JetBlue, USAirways
- Type of organization contributed to past year
 - Religious, Political
- International calls made past month
 - Mexico, Central America
- Satellite radio listen to
 - XM, Sirius
- Where bought beer/wine past month
 - Liquor store, Nightclub/bar
- Level of interest in extreme sports
- Amount willing to pay for ticket
 - MLB, NBA, NFL, NHL
- Bridal stores shopped past 3 months
- Gift card bought past year
- Among Hispanics:
 - Born in US,
 - Length of residence in US



New Additions: For R1 2005

- Professional services used past year
 - Wire transfer, Bankruptcy attorney
- Reasons bought medications past year
 - Impotence, Cholesterol
- Medical services received past year
 - Substance abuse, smoking, nutrition, depression
- Ways online services used
 - Fantasy sports
- Home improvements done past year
 - Exterior paint, Roof, Siding
- HHLD Owns/Plans to Buy next year
 - HDTV
- Items HH owns
 - ATV



Quickview Reports & Mapping:

- Create one-sheet demo profiles which are graphed and charted
- Select Base & Target definition and run the desired demo Quickview report by %, index or both
- Use Mapping option to map desired targets by county or zip-zones
 - Map output option limited to Microsoft MapPoint®
 - Fairly inexpensive aprox. \$250
 - Go to www.microsoft.com and purchase 2 month trial version for \$7.95



Study Maker:

- Allows user to take 2 studies and combine them together to create a 24 month study
 - Must be non-consecutive studies (no R1 & R2)
- Ideal for further analysis for targets with low in-tabs
 - Zip zones
 - TV Dayparts
 - Auto makes



Trender

- Easily trend Scarborough data from release to release with this new tab
- Trend by 6 month increments or 12 month surveys
- Ideal for readership trends among demographics, ROI stories, general market information
- **NOTE:** New questions added to the survey or questions that have been changed will not trend and will need to be created manually if applicable

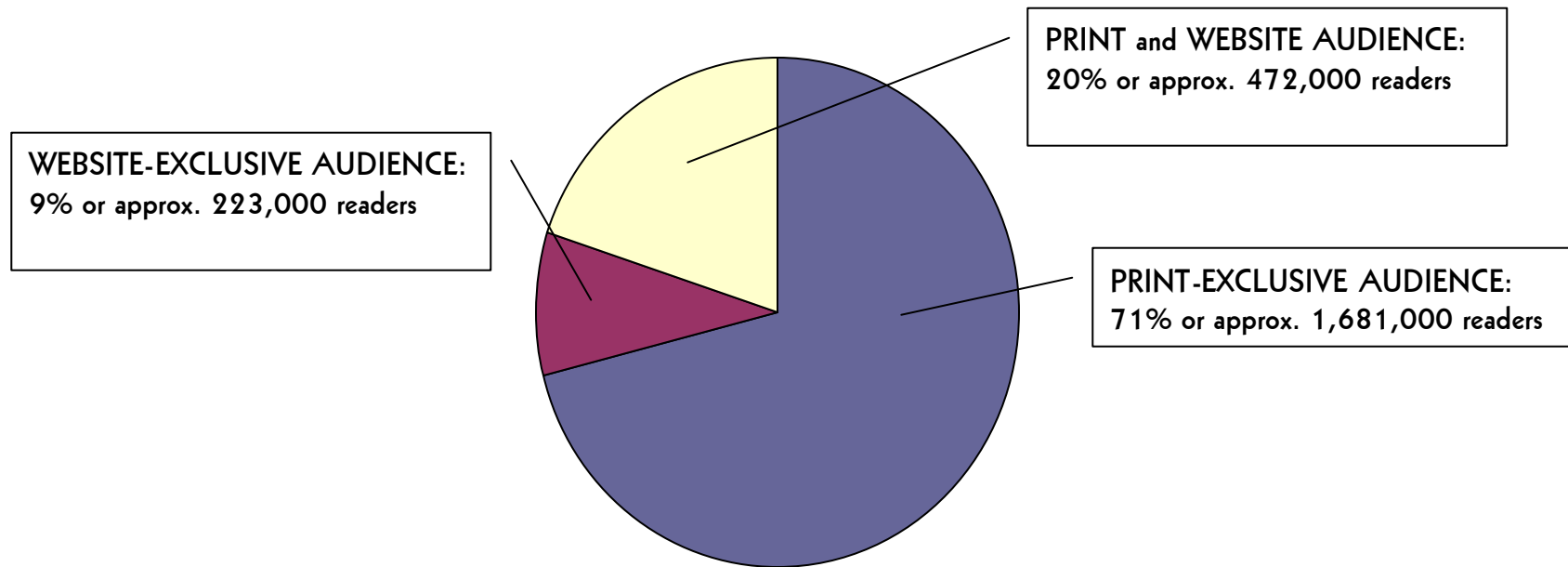


Audience Coder:

- This newly developed tab has been designed for use when developing exclusive, duplicated, or net audience definitions (using either average or cume) within PRIME NExT
- ? **Don't** use "OR" or "AND" to combine any media data from Report Specs Basic because the newly developed Audience Coder has been designed specifically for use in these instances
- ? **Don't** use Report Specs Enhanced to combine media definitions because the new Audience Coder tab has been designed specifically for use in these circumstances.
 - ? You can also add demographic or consumer data components to your custom media definitions with this new tab.
- ? **Do** still use the Reach Analysis tab to combine media definitions for a media schedule

Audience Coder Example:

Analysis of Integrated Newspaper Audience of The Atlanta Journal-Constitution by Medium





Audience Coder Example:

- Step 1: Total audience:

- (Cume Daily AJC or Avg Sun AJC) **OR** visited AJC.com past week

- ? Step 2: Website only

- ? Visited AJC.com past week **AND NOT** (Cume Daily AJC or Avg Sun AJC)

- ? Step 3: Newspaper only

- (Cume Daily AJC or Avg Sun AJC) **AND NOT** visited AJC.com past week

- ? Step 4: Website AND Newspaper

- ? (Cume Daily AJC or Avg Sun AJC) **AND** visited AJC.com past 30 days

2005 SSRM

REVOLUTIONize

SCARBOROUGH RESEARCH

Saving and Transferring Specs:

- You have the ability to save any of the specs you create within PRIME NExT
- ? You can save your entire report (Bases, Columns & Rows) for future analysis or save pieces of the data that set will be used most often
- ? Once your specs are saved, you have the ability to transfer them to future data releases once available
 - ? Zip zones can be problematic since zip codes can drop in and out of the survey across data releases
- ? Use these options to save yourself time!
- ? Share saved specs with colleagues
 - ? In software is installed on network, save your specs in public folder
 - ? If software is not installed on network, share specs through e-mail



Training Options:

- Use Scarborough's helpline for immediate software assistance
 - 800-756-PRIME (24 hours/7 days)
- ? Contact your AD or AM to schedule custom on-site training
 - ? Account Managers: Cary McFarland & Tom Reutter
 - ? Account Directors: Sherry Miller, Barbara Quisenberry, Cynthia Methvin, Mitch McKinnon
- ? Use Scarborough's web-ex services for on-line training sessions
 - ? Review recent updates of software
 - ? Follow-up software training
 - ? Train new employees
 - ? Can usually be scheduled quicker than on-site training



Questions?

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Thank You For Attending the
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