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SCARBOROUGH RESEARCH



Using Scarborough to “Peak” an Advertiser’s Interest:  
With Three Simple Steps



# Agenda

- What is Scarborough?
- Data Collection Overview
- Understanding How to Pull the Scarborough Data
  - Hands-On Exercise
- Terminology Review
- Three Simple Steps to Using Scarborough
- Sales Application
- Q&A
- Review Activity

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What is Scarborough?





## **What Is Scarborough?**

*Scarborough Research is the leading provider of consumer market research measuring media behavior, shopping patterns and lifestyle patterns of the American consumer.*

*This information allows you to paint a comprehensive picture of the advertiser's target.*

*Scarborough Research offers information on a Local, Regional, and National level.*

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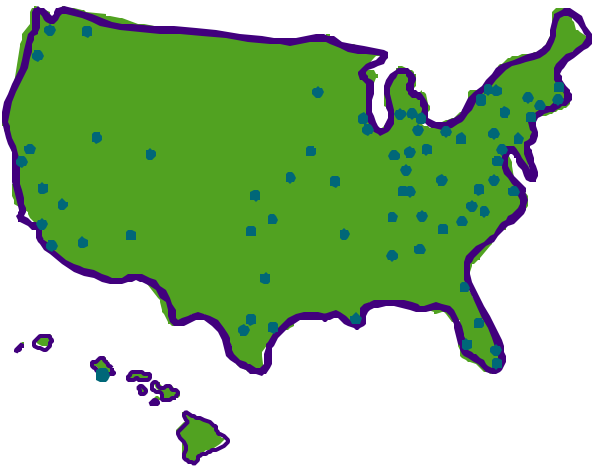


- **The leading provider of Consumer Behavior Databases in 75 Major U.S. Markets**
- **National Study: Comprised of 75 major markets**
  - *Surveys more than 200,000 Adults 18+ nationwide*
- **Data Collection: Two phase process**
  - *Telephone Interview*
  - *Consumer Survey Booklet*
- **For more than 30 years, Scarborough has provided data, training, and service to a 3000+ client base**

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# 75 Markets Measured



- Albany
- Albuquerque
- Atlanta
- Austin
- Baltimore
- Birmingham
- Boston
- Buffalo
- Charleston, WV
- Charlotte
- Chicago
- Cincinnati
- Cleveland
- Columbus
- Dallas
- Dayton
- Denver
- Detroit
- Des Moines
- El Paso
- Flint-Saginaw
- Fort Myers
- Fresno
- Grand Rapids
- Greensboro
- Greenville
- Harrisburg
- Hartford
- Honolulu
- Houston
- Indianapolis
- Jacksonville
- Kansas City
- Knoxville
- Tampa/St. Petersburg
- Las Vegas
- Los Angeles
- Louisville
- Memphis
- Miami
- Milwaukee
- Minneapolis-St. Paul
- Mobile
- Nashville
- New Orleans
- New York
- Norfolk
- Oklahoma City
- Orlando
- Philadelphia
- Phoenix
- Pittsburgh
- Portland
- Providence
- Raleigh
- Richmond, VA
- Roanoke, VA
- Rochester
- Sacramento
- Salt Lake City
- San Antonio
- San Diego
- San Francisco
- Seattle
- Spokane
- St. Louis
- Syracuse
- Tampa/St.Petersburg
- Toledo
- Tulsa
- Tucson
- Washington, DC
- West Palm Beach
- Wichita
- Wilkes-Barre/Scranton

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# The Data Collection Process

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- ? Random Sample
- ? Telephone Survey
- ? Printed Survey Booklet Custom To Each Market
- ? Cash Incentives For Participation
- ? 2,000-10,000 Respondents in Each Market
- ? Data Released Two Times Per Year
- ? Reporting On Demographics, Consumer Behavior, Media, Leisure activities & Sports

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**Shopping/Retail Behavior**

- ? Shopping Centers
- ? Malls
- ? Department Stores
- ? Drug Stores
- ? Supermarkets
- ? Convenience Stores
- ? Discounters
- ? Mass-Merchandisers
- ? Specialty Shops
- ? Clothing Stores
- ? Sporting Goods
- ? Furniture Stores
- ? Coupon Usage
- ? On-line and Off-line

**Product/Service Consumption**

- ? Alcoholic/Non-Alcoholic Beverages
- ? Automotive
- ? Banking & Financial
- ? Computers
- ? Fast Food & Restaurants
- ? Home Improvement
- ? HealthCare/Insurance
- ? Travel
- ? Business-to-business
- ? Internet Usage
- ? Telecommunications

**Entertainment/Lifestyle**

- ? Sports Involvement
- ? Events Attended
- ? Leisure Activities
- ? Voting Behavior
- ? VALS, Prizm, Microvision, Cohorts

**Demographics**

- ? 24 Individual & HH Level Measures
- ? Lifestyle Changes

**Media**

- ? Newspaper
- ? Radio
- ? TV-Broadcast
- ? TV-Cable
- ? City/Regional Magazines
- ? Out-of-Home
- ? Direct Mail
- ? Yellow Pages
- ? Computer
- ? On-Line/Internet

*A Comprehensive Source of Local Market Consumer, Media and Lifestyle Information*

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# Exercise

The Two W's of Qualitative





*The Two W's of Qualitative...*

The **WHO** & **WHAT** of Scarborough

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## The Two Most Important Questions To Ask...

**WHO**

do you want to know about?

**WHAT**

do you want to know about them?

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# The Two W's of Qualitative...

## WHO

- Primarily defined by the type of target or group to profile
  - (3) Types of Profiles
    - Market Profile = Adults 18+
    - Client Profile = The Client's Customers/Targeted Consumer
    - Medium Profile = Your Audience

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# The Two W's of Qualitative...

## WHAT

- Generally fall into the following categories:
  - Demographic/socioeconomic
  - Consumer Behavior
  - Lifestyle Patterns
  - Media Usage

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**Write down the “Who & What” for each qualitative report example.  
Who do you want to know about?  
What do you want to know about these people?**

1. *Quick demographic look at McDonald’s customers*
2. *What are the top five fast food restaurants in the market?*
3. *Which medium best reach furniture buyers?*
4. *Who are Circuit City’s primary competitors for electronics?*
5. *Are people who plan to buy a new truck more likely to listen to radio, watch television, or read the newspaper?*
6. *How often do Taco Bell customers go to the movies?*
7. *What shoe stores are your customers more likely to shop?*

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# Terminology Review

*(3) Key Estimates to Know*





## (3) Key Terms to Know

- **Target %**
  - % of Target (composition), column %
- **Target Population**
  - Target Persons, Cume, Persons
- **Index**

**NEVER** present a statistic without understanding it!

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## Definition of Scarborough Estimates

- **Target %**

- % of Target (composition), column %

- Total percentage of people that meet the stated criteria

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## Target %

- Total percentage of people that meet the stated criteria

### Employment Status

Full-Time	56.5%
Part-Time	13.4%
Not Employed	30.1%

56.5 % of qualitative criteria are full-time employed

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## Definition of Scarborough Estimates

- **Target Population**

- Target Persons, Cume, Persons

- Total number of people that meet the stated criteria

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# Target Population

- The total number of people that meet the stated criteria

## Employment Status

Full-Time	20,677
Part-Time	4,885
Not Employed	11,018

20,677 persons (of qualitative criteria) are full-time employed

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## Definition of Scarborough Estimates

- **Index**

- Indicates how the target compares to the market as a whole
- 100 is PAR
- Over 100 = “more likely”
- Under 100 = “less likely”

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# Index

- When the Target % > Market/Total %, the index is more likely than the market.

## Employment Status

Full-Time	113
Part-Time	76
Not Employed	91

The qualitative criteria is 13% more likely to be full-time employed than the average person in the market

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# Index

- When the Target % < Market/Total %, the index is less likely than the market.

## Employment Status

Full-Time	113
Part-Time	76
Not Employed	91

The qualitative criteria is 24% less likely to be part-time employed than the average person in the market

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# General Steps to Using Scarborough

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## 1. Profile The Customer

- Marketplace (Competitive Analysis)
- Age/Sex, Income, Education, Entertainment, Activities

## 2. Profile Your Medium

- Market Penetration
- “Inventory” Recommendations

## 3. Profile The Competition

- Competitive Media or Business Profiles

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The Circuit City Difference  
Sales Application

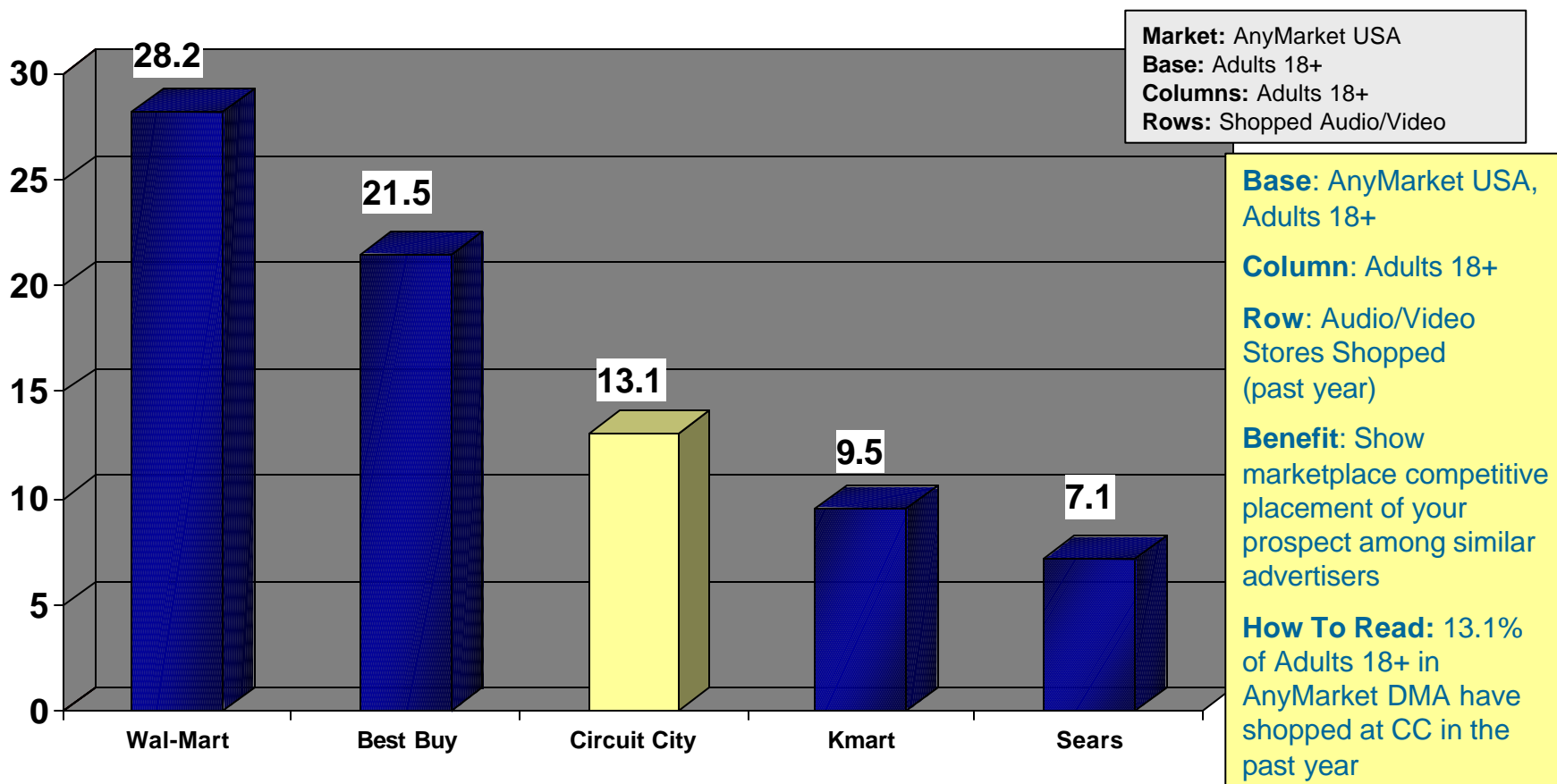




# Step 1 PROFILE THE CUSTOMER

Profiles to help the advertiser better understand their  
targeted consumer

## Top 5 Audio/Video Stores Among Adults 18+



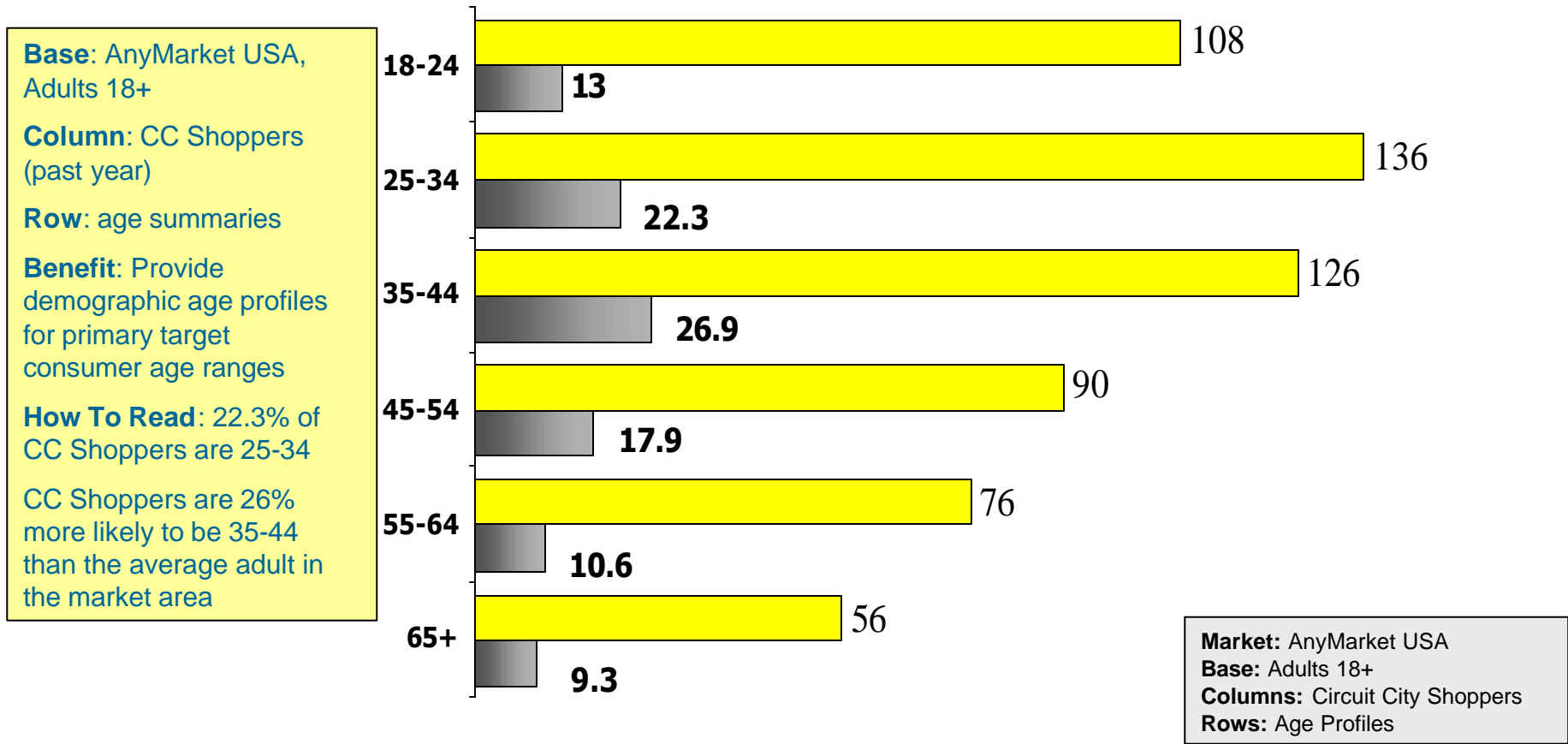
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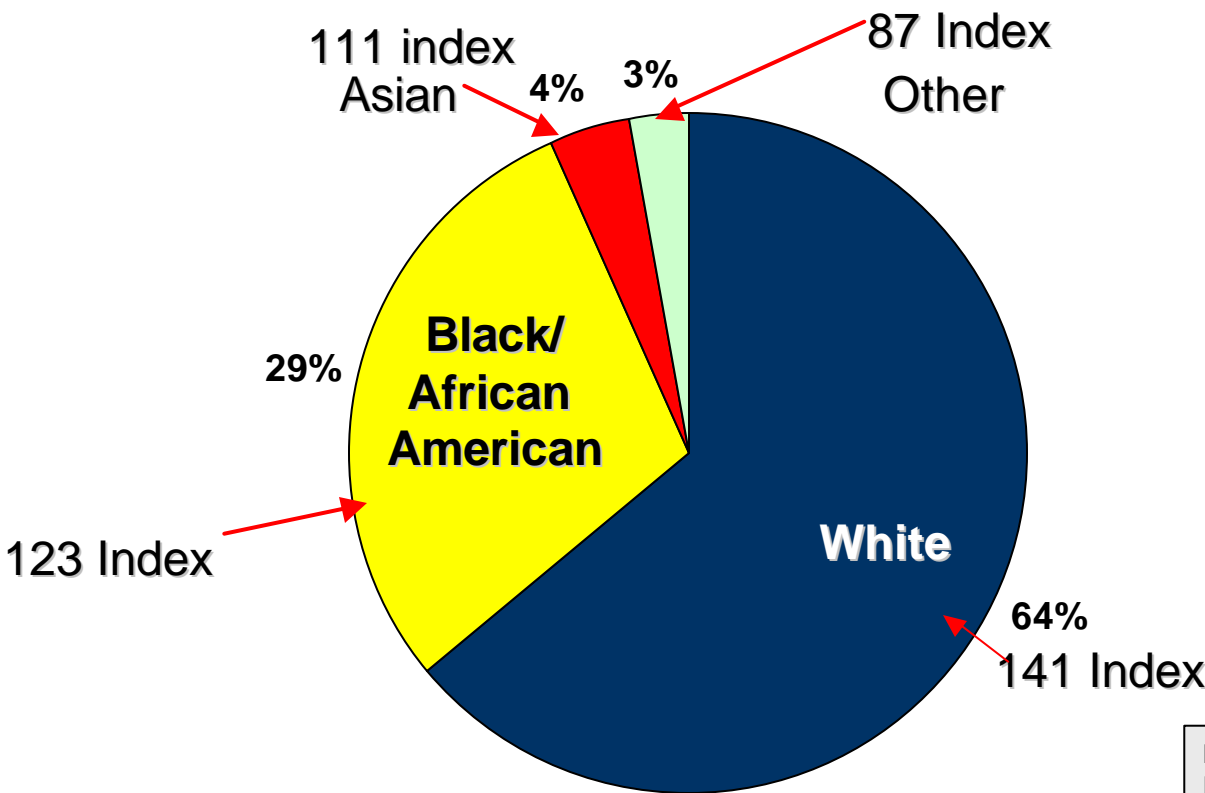
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# Almost 50% of Circuit City Shoppers are 25-44



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# Race of Circuit City Shoppers



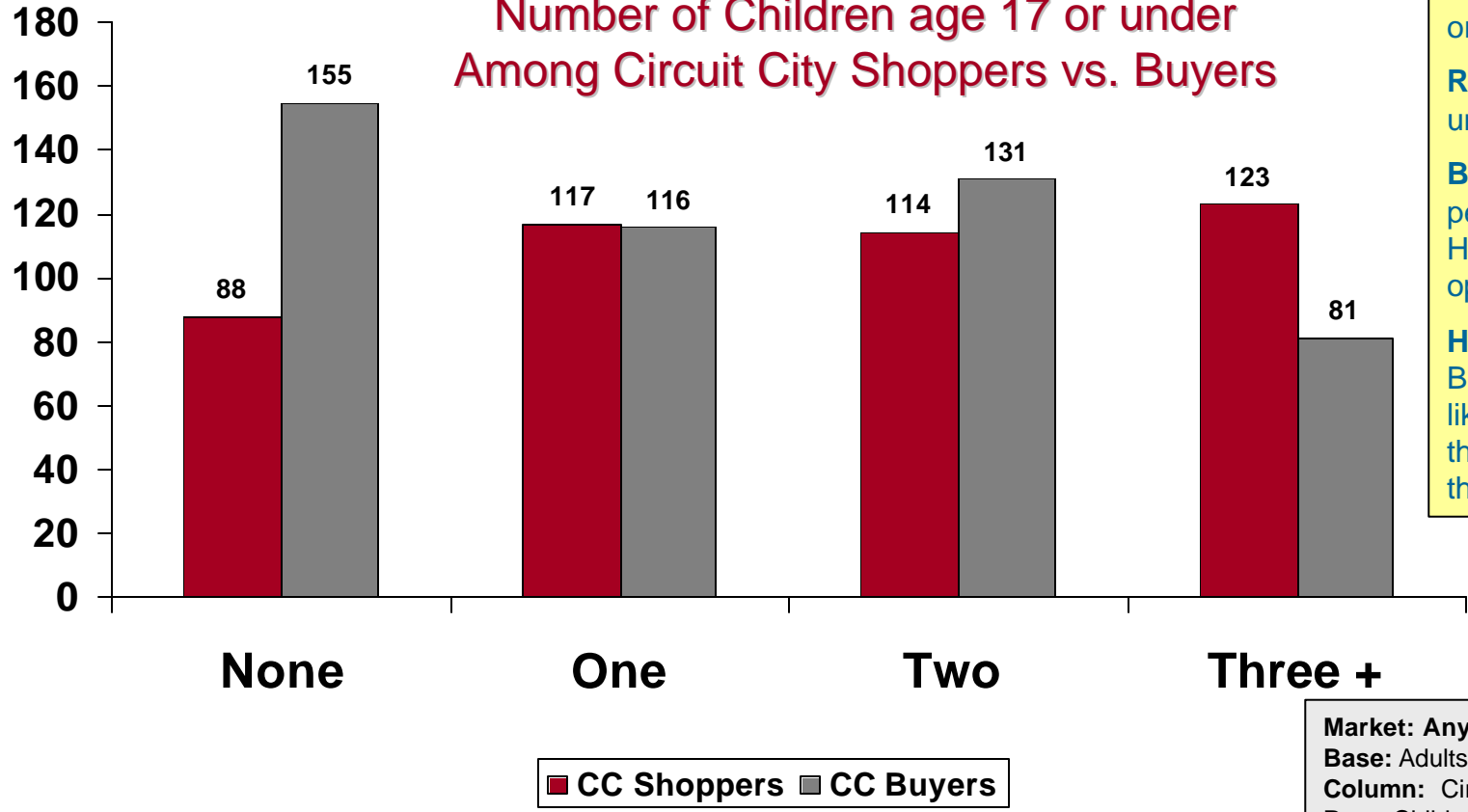
**Base:** AnyMarket USA, Adults 18+  
**Column:** CC Shoppers (past year)  
**Row:** Race Profiles  
**Benefit:** Provide demographic race profiles  
**How To Read:** 29% of CC Shoppers are Black  
 CC Shoppers are 13% less likely to be of another race, than the average adult in the market area

**Market:** AnyMarket USA  
**Base:** Adults 18+  
**Column:** Circuit City Shoppers  
**Row:** Race Profiles

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**Number of Children age 17 or under  
Among Circuit City Shoppers vs. Buyers**



**Base:** AnyMarket USA, Adults 18+

**Column:** CC Shoppers or Buyers (past year)

**Row:** # of children in HH under 18 Profiles

**Benefit:** Provide penetration of children in HH (marketing opportunities)

**How To Read:** CC Buyers are 55% more likely to have no children than the average adult in the market area

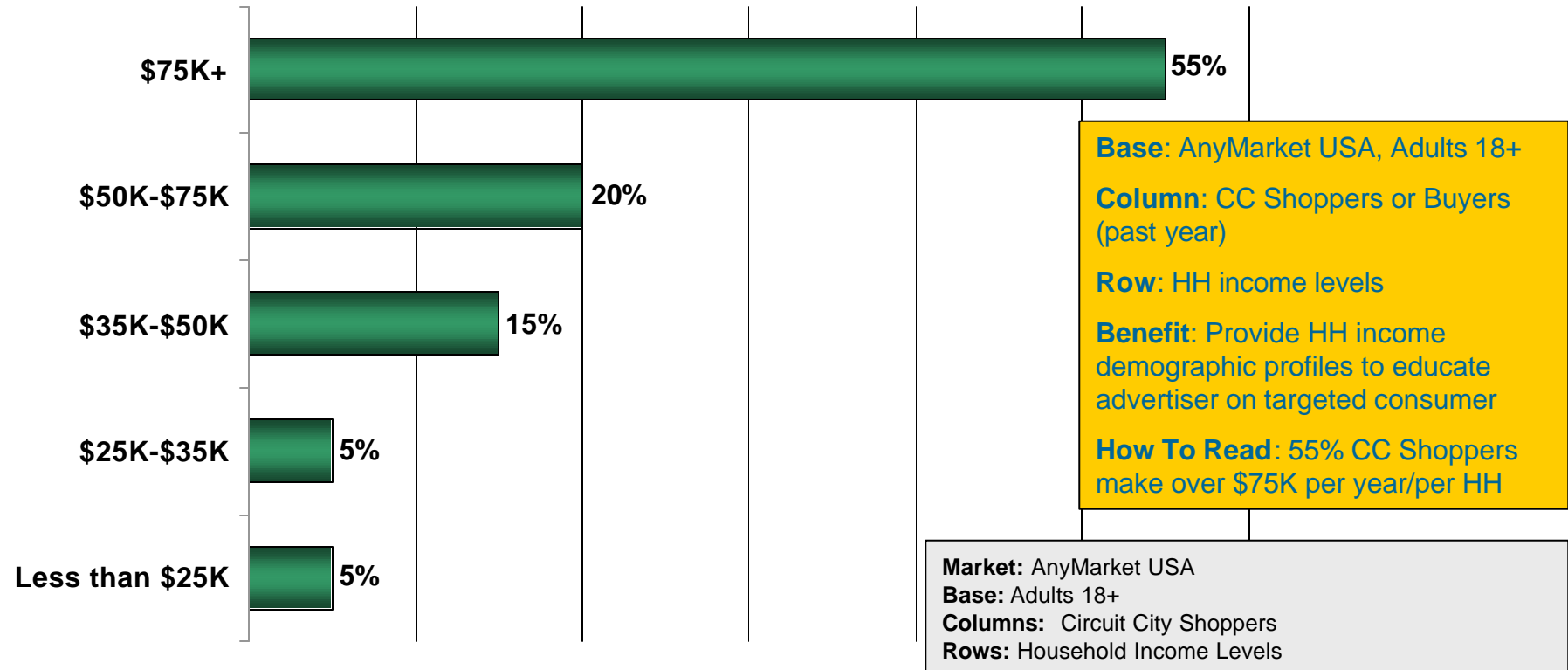
**Market:** AnyMarket USA  
**Base:** Adults 18+  
**Column:** Circuit City Shoppers/Buyers  
**Row:** Children in the HH profiles

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# 55% of Circuit City Shoppers Have a Household Income of \$75K+



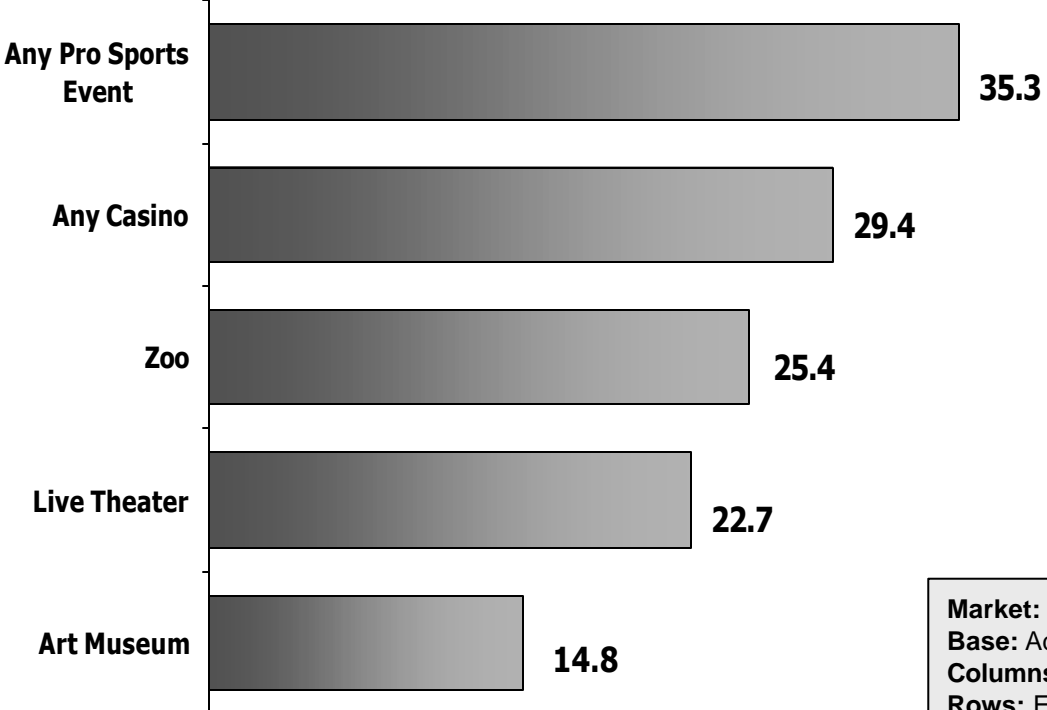
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# Events Attended Among Circuit City Shoppers



**Market:** AnyMarket USA  
**Base:** Adults 18+  
**Columns:** Circuit City Shoppers  
**Rows:** Events Attended

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## Step 2 PROFILE YOUR MEDIUM

Profiles to help the advertiser understand the  
value of your medium



## Proving Your Medium:

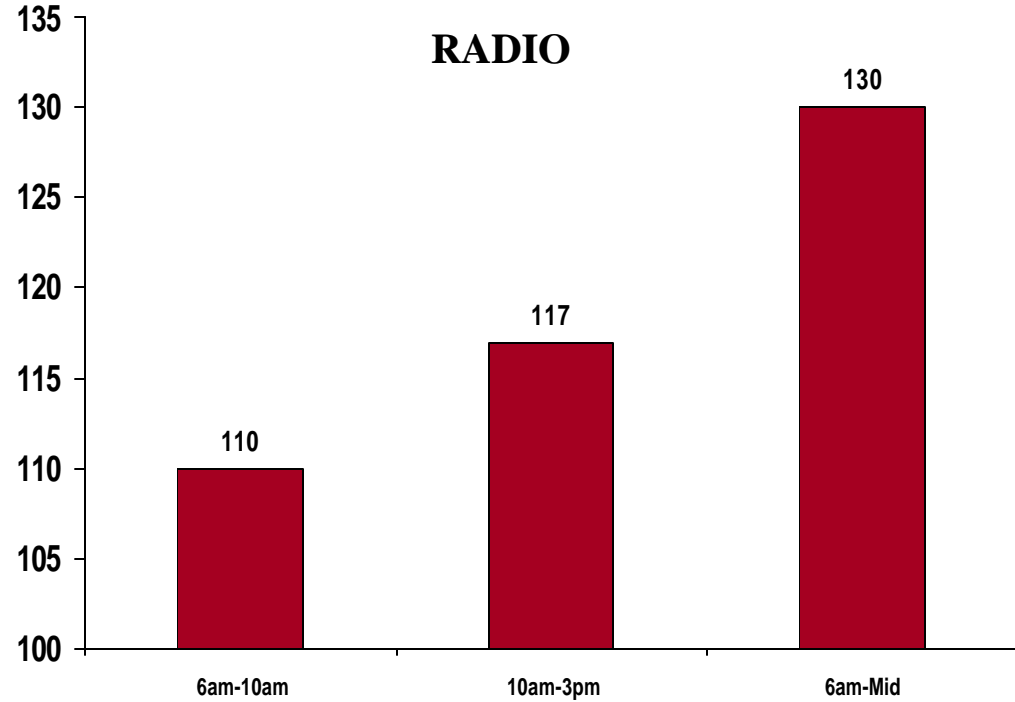
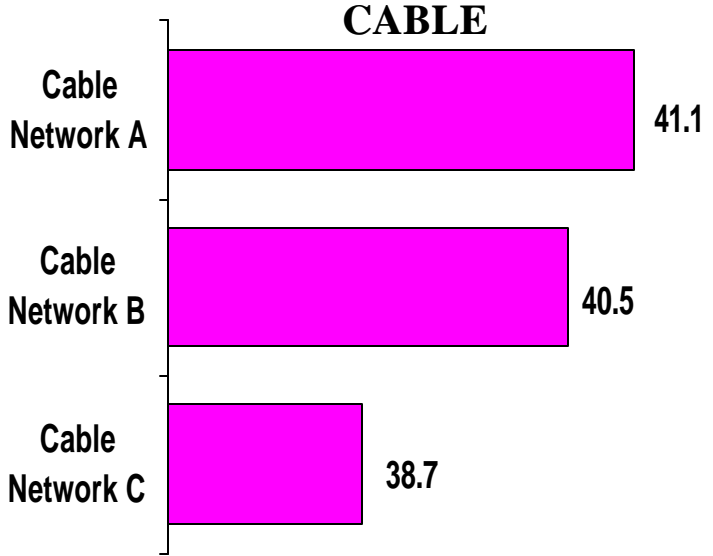
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- **Broadcast: station profiles**
- **Cable: network profiles**
- **Newspaper: Readership profiles**
- **Radio: radio station listener profiles**

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# Media Habits: The Circuit City Shopper Cont'd



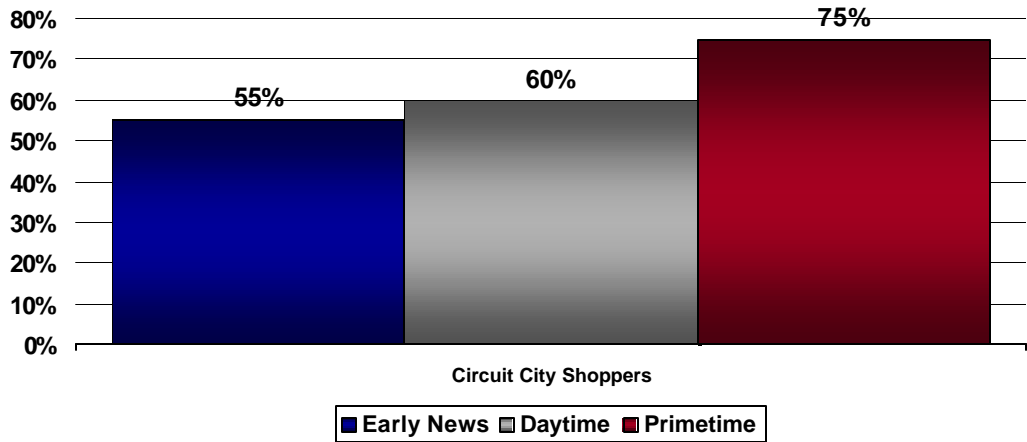
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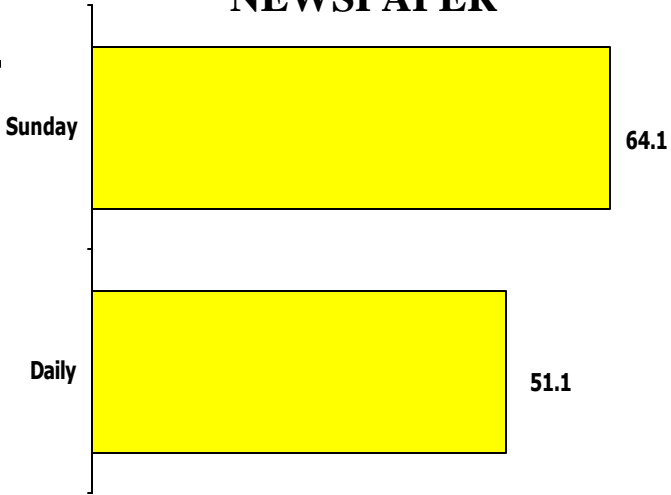


# Media Habits: The Circuit City Shopper

## BROADCAST



## NEWSPAPER



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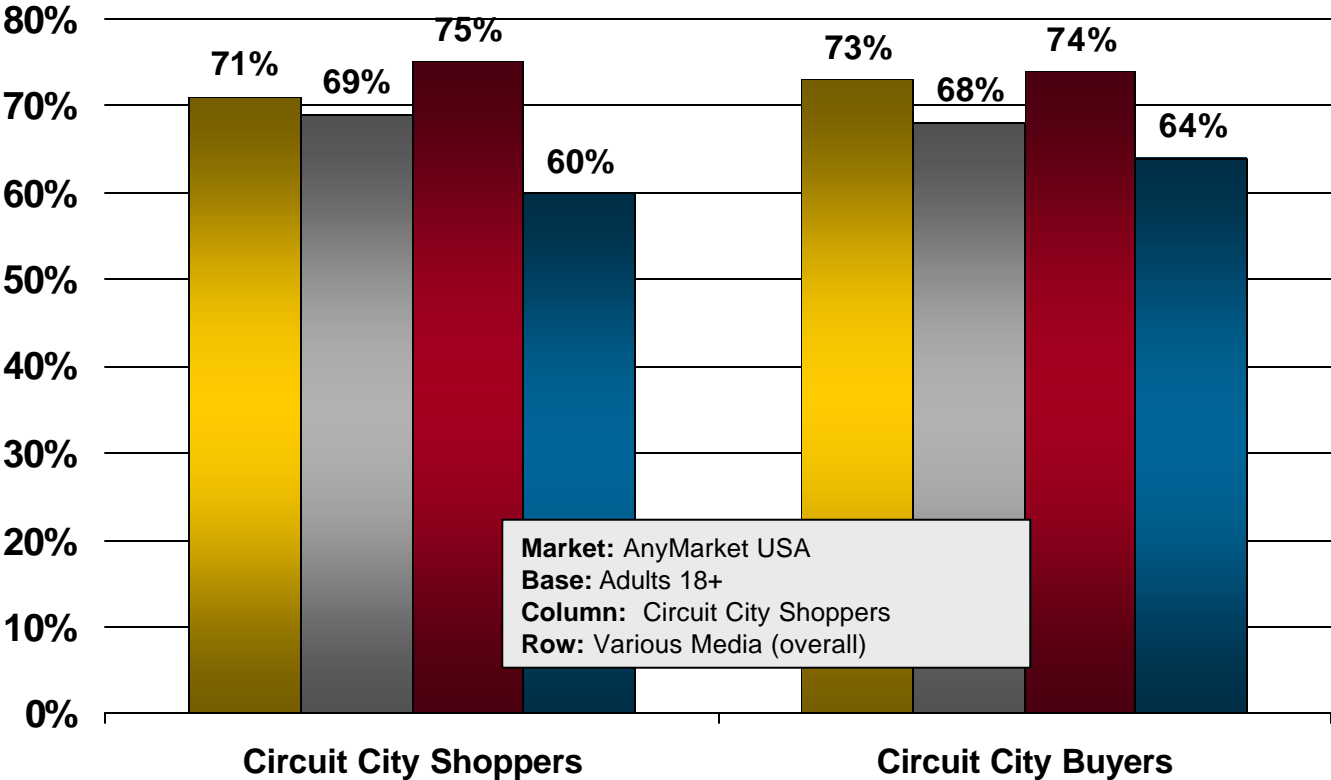
## Step 3 PROFILE THE COMPETITION

Profiles to analyze the competition





# Reaching the Circuit City Consumer



Market: AnyMarket USA  
Base: Adults 18+  
Column: Circuit City Shoppers  
Row: Various Media (overall)

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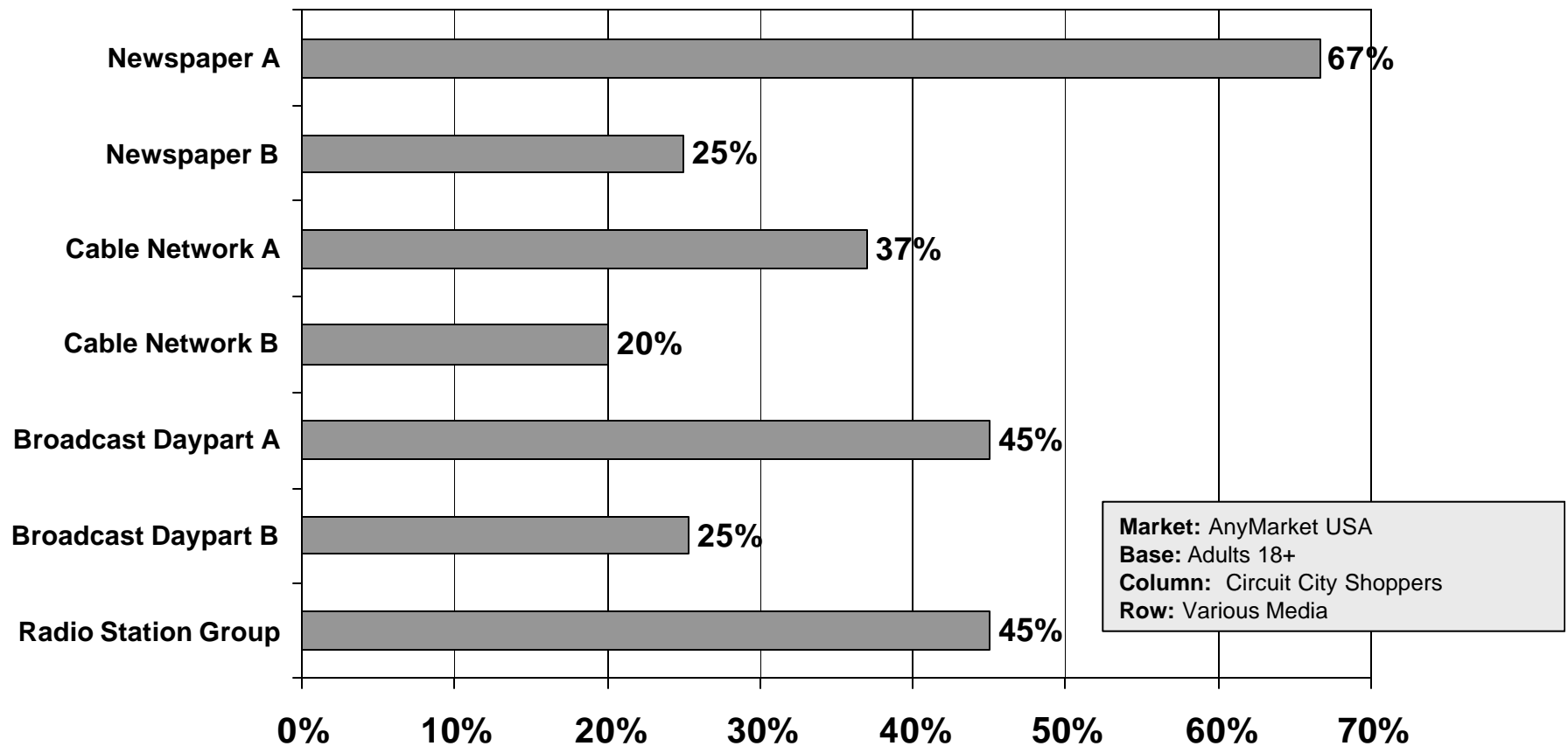


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Media Profiles

# Circuit City Shoppers: *Media Habits*



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## Take the (3) Step Process A Step Further...

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- Profile the advertiser's competitors
- Profile the market
- Profile against additional categories
  - *Amount spent or plan to spend*
  - *Planned or past purchases*
  - *Any information related to your Customer Needs Analysis*

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Exercise

Review Activity