

WHO WE ARE



**WE ARE THE AMERICAN CONSUMER.**

SCARBOROUGH UNDERSTANDS OUR BEHAVIORS LOCALLY, REGIONALLY AND NATIONALLY.

# Speak the Language of Local and National Consumers

**SCARBOROUGH RESEARCH MEASURES THE LIFESTYLE AND SHOPPING PATTERNS, MEDIA BEHAVIORS, AND DEMOGRAPHICS OF AMERICAN CONSUMERS.** As the leading authority on the American shopper locally, regionally and nationally, Scarborough is the most widely accepted source of marketing and media information, and is the key for marketers seeking to acquire and retain new customers; local media outlets interested in increasing local ad sales; and agencies who want to deliver to their clients.

## **LOCALISM IS PARAMOUNT**

Scarborough's local market consumer information enables our clients to better understand their customers and prospects in the cities where they live. Scarborough interviews more than 210,000 adults aged 18+ across 77 major U.S. Top-Tier Markets each year. Our local market focus ensures our clients are receiving reliable and relevant information that reflects American consumers' purchasing and media consumption behaviors. The Scarborough survey measures retail shopping, media, lifestyle and demographic patterns and includes retailers, auto dealerships, malls and local media choices within each market measured. With a robust sample size you are able to drill down into specific consumer behaviors, providing limitless analyses and insights for your target consumer group.

Join businesses – from Fortune 1000 marketers and advertising agencies to local newspapers and broadcasters – **who rely on Scarborough for insights that lead to measurable sales and marketing impact.**

## **SCARBOROUGH IS YOUR SMARTEST INVESTMENT TO:**

- Increase sales – of your product, service or media outlet.
- Boost advertising ROI on your marketing and sales efforts.
- Build brand awareness – for a new product, company or initiative.
- Thwart competitive advances with intelligence on competitive threats.
- Be a better marketing consultant to your clients.
- Better understand your customers and prospects.
- Share knowledge that leads to local impact.
- Target the ethnic consumer by understanding what makes various consumer groups tick.

## **SCARBOROUGH IS SIMPLY GOOD RESEARCH**

Scarborough Research is committed to high-quality data. We continuously invest in our product to ensure our data and services exceed expectations. The addition of Cell Phone-Only respondent treatment to our Top-Tier Local Market Studies, Media Rating Council (MRC) accreditation, and survey response rate initiatives are some of the distinguished advancements we continue to make in research quality.

## **LEADING SOURCE FOR QUALITATIVE MEDIA INSIGHTS**

Scarborough is an authority on consumer media behaviors. In addition to our long tradition as a newspaper audience ratings service, Scarborough's measurements cover television (broadcast and cable), radio, Internet, and out-of-home media. Local and national media outlets rely on Scarborough in developing communications strategies that lead to measurable return on investment for their clients, including:

### **GENERATING NEW BUSINESS AND MEDIA SALES:**

From prospecting to pitches and proposals, Scarborough's qualitative media insights are a valuable tool in better understanding local businesses and their marketing challenges. Using Scarborough in the new business process enables a deeper connection with a client or prospect, and helps you become their most valued marketing consultant.

### **DETERMINING COMMUNICATION PLAN ROI:**

Your clients demand measurable return for the marketing investment they make with you. Scarborough enables you to deliver. Our shopping, lifestyle and demographic insights ensure your client will connect with their customer in the right way.

### **CREATING AN EFFICIENT AND EFFECTIVE MEDIA MIX:**

Scarborough is the only tool that has cross-media analysis, furthering your ability to be a valued consultant to your client. After all, clients want you to talk with them about their business – and presenting cross-media information demonstrates your true understanding of their needs.

## SUITE OF SERVICES

### TOP-TIER LOCAL MARKET STUDIES

Covering 77 local markets, the Top-Tier Local Market Studies are a tool for keeping a finger on the pulse of consumer patterns as they exist in their real world. The Top-Tier Local Market Studies are accredited by the Media Rating Council (MRC).

### MID-TIER LOCAL MARKET STUDIES

The Mid-Tier Local Market Studies provide critical information on the shopping habits, media patterns, lifestyles and demographics of consumers in medium and smaller markets. This information is a vital component of any local business strategy.

### SCARBOROUGH USA+

Our national consumer study, Scarborough USA+ provides national information about consumers, and enables comparisons across local markets. Scarborough USA+ is accredited by the Media Rating Council (MRC).

### SCARBOROUGH MULTI-MARKET STUDY

This study pools the 77 Top-Tier Local Market Studies into one database, enabling regional analysis of consumer behavior as well as a comparison of various local markets. The Multi-Market Study is accredited by the Media Rating Council (MRC).

## CIUDAD HISPANA DE SCARBOROUGH

The “Hispanic City of Scarborough,” this suite of Hispanic consumer research services brings powerful marketing insights into this unique population segment. Scarborough’s unprecedented Hispanic sample – more than 36,000 – enables a precise and deep analysis of consumer behavior.

## CUSTOM RESEARCH

Scarborough offers Custom Research services aimed at partnering with you to help you achieve your business goals and answer your toughest marketing and media questions. Services include audience aggregation studies, segmentation analysis, Internet panels, branding studies and customer retention studies. Scarborough Custom Research can also combine customer information with Scarborough measurements.

## PRIME NEXT AND PRIME LINGO

Scarborough data is available via a variety of software platforms, including PRIME NExT and our next generation of data analysis software, PRIME Lingo.

## STAT SHOP

Made-To-Order Marketing Intelligence, Stat Shop features a team of market analysts who specialize in finding the insights you need. From made-to-order reports and presentations to in-house research assistance, Stat Shop helps you take Scarborough information to the next level.

## SCARBOROUGH SPORTS MARKETING

Scarborough Sports Marketing helps the sports industry leaders get to the heart of their fans and potential fans so they can better target and reach them.

## S.K.I.P.

The Scarborough Kids Internet Panel is an Internet panel of children ages 5-17 and their parents. The panel can be used to field custom surveys to garner insights about children and their parents.

## NEWSPAPER AUDIENCE RATINGS

Scarborough is the Media Rating Council (MRC) accredited source for newspaper ratings, featuring audience data for printed publications and their websites, as well as combined print/online ratings.

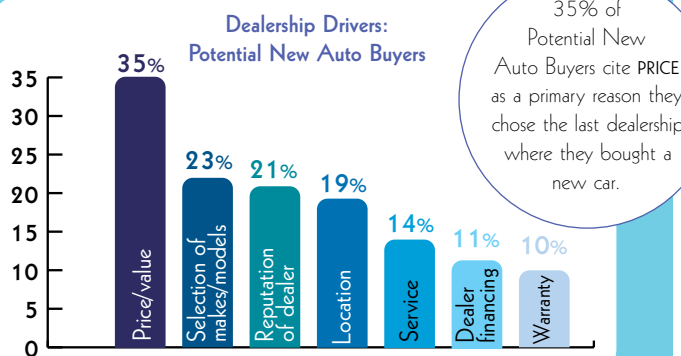
### BECOME A BETTER MARKETING CONSULTANT TO YOUR CLIENT



Talk to your clients in the language they understand – their business. Use Scarborough’s local market media insights to present a marketing strategy that provides valuable insights that will help them achieve their goals.

“I handle the marketing for a chain of local auto dealerships in Pittsburgh. I rely on my local media sales rep to provide me with real-world knowledge about consumer auto buying patterns here and use this to implement a successful ad strategy.”

Source: Scarborough Research, Scarborough USA+, Release 2 2009





**DEMONSTRATE YOUR CLOUT IN THE MARKETPLACE**

Demonstrate how your media outlet attracts qualified audiences with Scarborough's shopping information. Pitching a local travel agency? Examine local consumers' travel habits against your outlet and demonstrate the efficiency of your audience.



"As a radio AE in Salt Lake City, I'm able to show my listeners as avid consumers of many things – from furniture purchasers to avid health care consumers. This demonstrates to my clients that my outlet delivers the audience they need."

**PROSPECT WITH EFFICIENCY**

Through using consumer insights to cast your prospecting net, you will yield greater returns. Scarborough's information on local consumerism – retail habits, media behaviors, and lifestyles – helps you identify the fruit ripest for the picking.



"I created a competitive analysis of grocery stores in my local market. I noticed one was losing market share, and was able to collaborate with the client to help stop this and effectively grow their business locally."

**CREATE EFFECTIVE CO-BRANDING & PROMOTIONS**

In order to entice consumers with promotions, you have to tap into their interests. Scarborough's lifestyle data helps demonstrate local events, activities, and places visited.



"I attended a health fair sponsored by my local hospital. As a mother of three, I received many valuable tips on first aid. I was even able to get a free massage!"

**A REPUTATION FOR QUALITY**

Scarborough has 35 years of experience in survey research. Our commitment to quality means that we employ the most rigorous methodology practices to the collection and processing of consumer information. The result is reliable insights that accurately depict consumerism and media patterns in local markets across the United States. Additionally, Scarborough's Top-Tier Local Market Studies, Multi-Market Study and USA+ Study are accredited by the Media Rating Council (MRC).

**THE SCIENCE BEHIND THE INSIGHTS**

Our two-phase data collection process begins with a telephone interview and is followed by a mailed, self-administered product questionnaire and seven-day personal television diary. Data is released to clients twice a year.

**CATEGORIES MEASURED**

Scarborough's shopping information is unprecedented. It goes beyond typical retail categories and covers vital details that paint a portrait of shoppers as whole consumers: their lifestyles, interests, and consumption patterns. This enables you to **create better promotional opportunities or co-branding**, as well as **target consumers more distinctly**. Scarborough also is a vital tool in the planning and buying of media locally, regionally and nationally, as understanding local shoppers leads to more efficient and effective customer targeting.

- Automotive
- Banking & Financial
- Beverages
- Business to Business
- Demographics
- Digital & Internet
- Drug & Grocery
- Healthcare & Pharma
- Home Improvement
- Household Shopping
- Lifestyles
- Media
- Restaurant
- Retail
- Sports
- Telecom & Mobile
- Transportation
- Travel
- Voting



**SCARBOROUGH  
RESEARCH**

*We Know the Locals  
Nationwide*

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