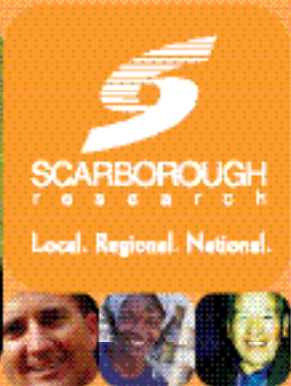


SCARBOROUGH USA+



WE ARE THE AMERICAN CONSUMER.
USE SCARBOROUGH TO UNDERSTAND US NATIONALLY.



Zoom In. Zoom Out.

HOW DO YOU BENCHMARK YOUR BRAND IN THE NATIONAL LANDSCAPE?

What do your marketing plans – and those of clients or prospects – mean on the local market level? How can you demonstrate the power of your region – or of your brand within a region? Scarborough USA+ enables you to zoom in to a city or zoom out to a region or even to look at consumers at the national level.

BENCHMARK YOUR BRAND, REGION OR CITY

A national study of consumer shopping, media and lifestyle patterns, Scarborough USA+ allows you to compare consumers in a city or region with the national norm.

- Determine which markets are strong for your business or brand, and determine where to expand to next
- Demonstrate the power of your region or city and attract national advertisers
- Create more efficient communication plans by targeting consumers in their local markets
- Find new growth markets
- Analyze national consumer brands – from retail bellwethers to beverage category giants
- Understand different consumer lifestyles across markets, and create more effective local promotions
- Energize spot sales

USA+ IN ACTION:

"DEMONSTRATE THE IMPORTANCE OF YOUR MARKET TO NATIONAL ADVERTISERS"

A local media outlet in Salt Lake City wants to demonstrate to a national bookstore chain that consumers in their market frequently shop at bookstores. Using Scarborough USA+, they show Salt Lake City is the second-ranked US market for people who shopped at a bookstore during the past three months.

DMA	MARKET PENETRATION	INDEX VS. TOTAL U.S.
San Francisco	50%	137
Salt Lake City	48%	131
Washington, D.C.	46%	126
Seattle	46%	126
Portland	46%	125
TOTAL U.S.	37%	

"What does this mean?"

In the total US, 37% of adults visited a bookstore in the past 3 months. In Salt Lake City, 48% of adults visited a bookstore—31% above the national average.

USA+ IN ACTION:

"GROW YOUR BRAND IN LOCAL MARKETS"

Bobby's Burgers, a fast food restaurant, wants to identify markets in which they will have the best opportunity to expand their franchise. They examine cities with a high percentage of people who are frequent fast food restaurant diners and analyze how this stacks up against their brand.

LOCAL MARKET	CONSUMERS WHO DINED AT A FAST FOOD RESTAURANT 10+ TIMES DURING THE PAST MONTH	CONSUMERS WHO DINED AT BOBBY'S BURGERS DURING THE PAST 7 DAYS
Birmingham	165	105
Memphis	153	114
Dallas	144	91
Greenville	140	88
San Antonio	135	101
Los Angeles	130	83
Las Vegas	130	98
Austin	129	89
San Diego	96	70

Greenville consumers are 40% more likely than all consumers nationally to have frequented a fast food restaurant 10+ times during the past month

Greenville consumers are 12% less likely than all consumers nationally to have visited Bobby's Burgers during the past week

"What does this mean?"

Scarborough USA+ identifies 10 local markets where Bobby's Burgers has potential to make people who frequent fast food restaurants into patrons of their restaurant. This gives Bobby's an idea of where they can focus marketing and increase market share.



Local. Regional. National.

info@scarborough.com
www.scarborough.com

METHODOLOGY

Scarborough USA+ is a national study that combines insights from Scarborough's 81 local market studies with a fill-in sample to account for the balance of the country. Scarborough collects data from more than 220,000 adults annually, reflecting the shopping patterns, media behaviors and lifestyles of consumers within their local markets.