

**FEATURE: USING SCARBOROUGH IN A DOWN ECONOMY**

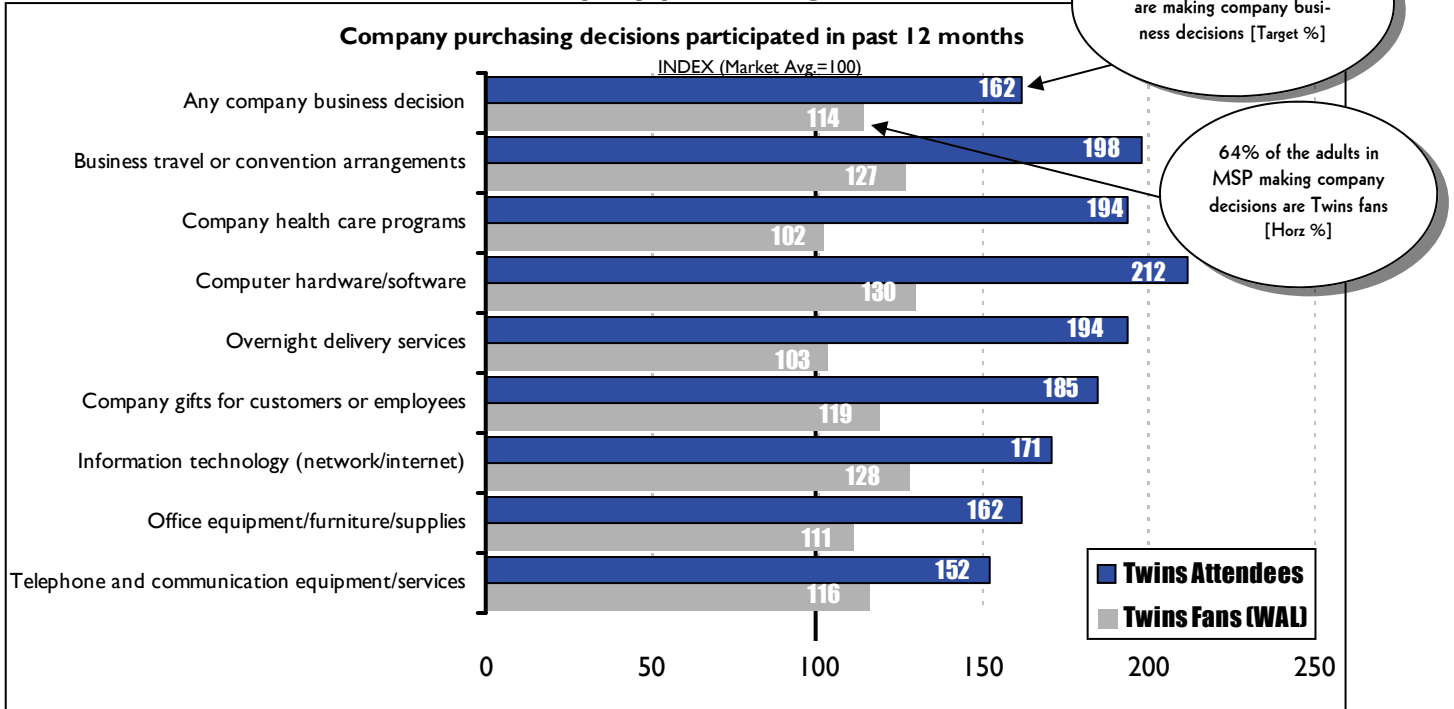
by Bill Nielsen,  
Sr. Director of Sales

Greetings once again from Chicago, where we are finally (and slowly) emerging from a rough and tumble winter. This time around, the topic for our newsletter seems obvious – how to use Scarborough data to help tell the story in a down economy. One thing to keep in mind right off the bat is the propensity, pretty much across the board, that sports fans have for higher-than-normal household incomes. Those higher incomes mean more disposable income and a higher likelihood that the household is still purchasing and in the market for goods and services.

As an extension of that, this newsletter takes a look at categories that focus on purchasing decisions and plan, or intent, to purchase. At the end of the day, your job as a property is to deliver to your clients a qualified, targeted group of individuals and households that already do purchase or are considering making a purchase in their specific category of business. As you read through these charts that feature the Minnesota Twins, think of the different categories that these measures apply to and how you can start to build a “we are in the market for...” story. Also note that in general, and as is very typical, attendees show a higher index for most purchasing categories but the WAL fan (Watched, Attended or Listened past 12 mo.) has higher numbers of buyers/potential buyers. This is simply due to the higher household incomes of attendees.

As always, let us know if you have any questions or comments regarding the material in this edition and if we can assist you in putting together your own related story. In an economy like this, stay aggressive by showing the buying habits of your high income households.

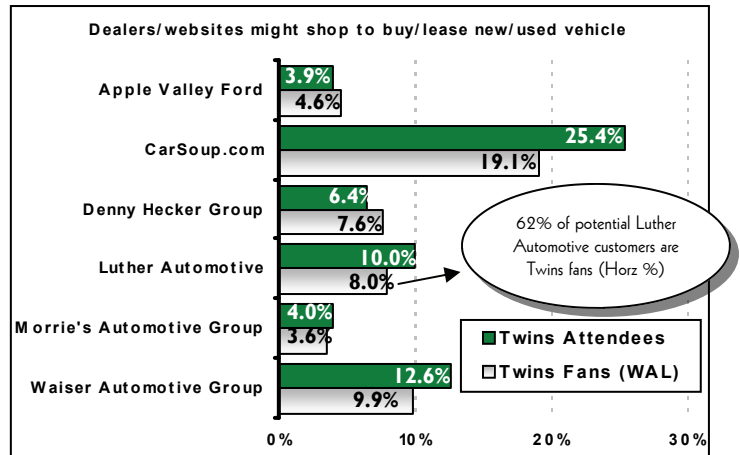
**Minnesota Twins fans involved in company purchasing decisions**



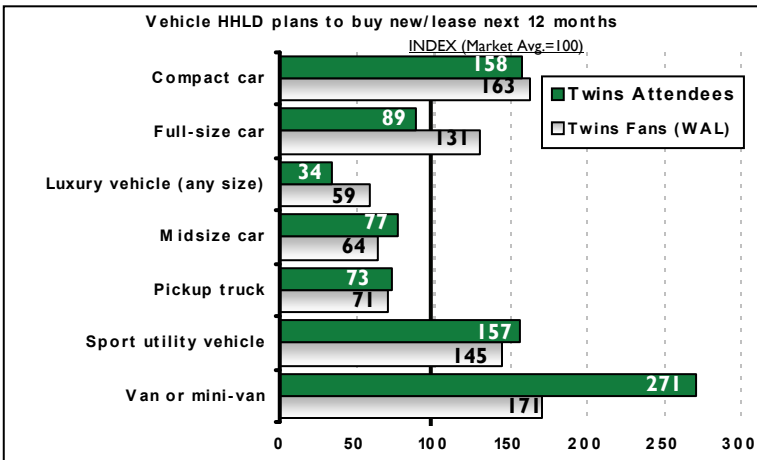
\* More than 434,000 Twins fans make company business decisions for products/services for their employer/company.  
 \* Since attendees are more likely to be decision-makers - show the value of B2B relationships. **Suite Sales & More!!**

**Twins fans are looking to purchase a motor vehicle in the next year**

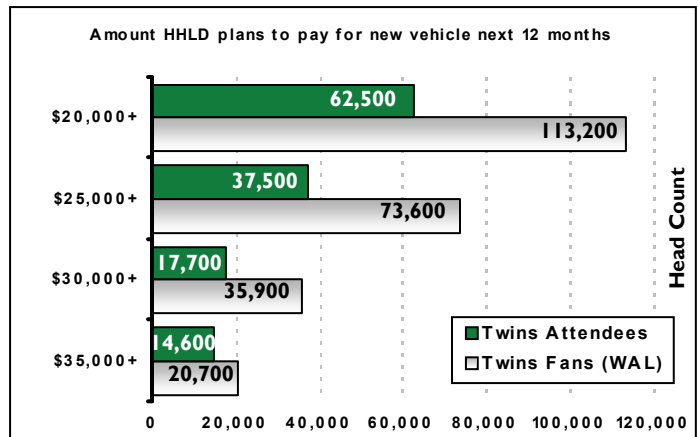
- Demonstrate to an automotive partner or prospect that your fans are shopping around.



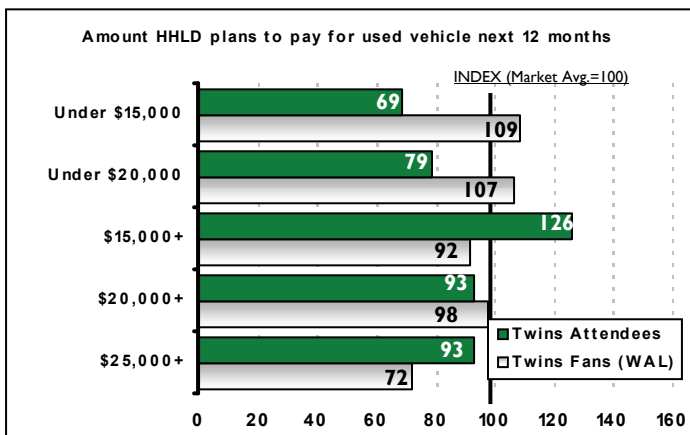
- Compacts, SUV's and mini-vans hit the sweet spot for Twins fans.
- 69% of adults in MSP planning to purchase/lease a new van or mini-van are Twins attendees [Horz %].
- 95% of people planning to purchase/lease a new van or mini-van are Twins fans [Horz %].



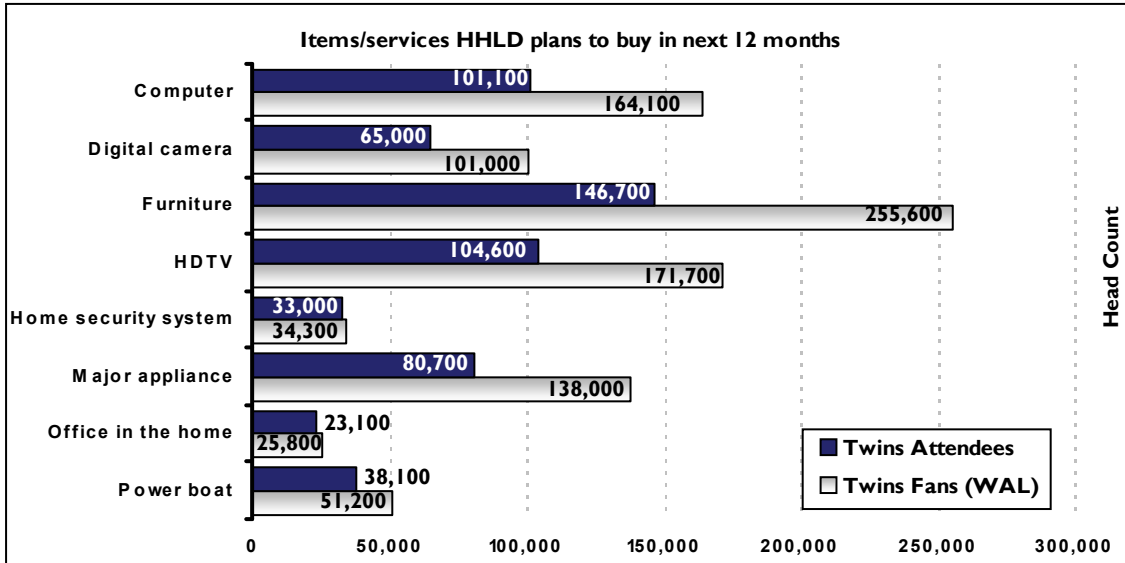
- 57% of adults in MSP who plan to spend \$20K+ on a new vehicle are Twins fans ⇒ A great opportunity to reach a car buying fan base!
- Obviously, not all of these fans will actually buy a new vehicle but the point is to deliver to your client a large pool of potential buyers.



- 319,000 Twins fans plan to spend less than \$20K for a used vehicle.
- 25,000 Twins fans plan to spend \$20K+ on a used vehicle.



**What are Twins fans looking to buy in the next year?**



\* What if 50,000 Twins attendees each end up spending \$500 on a new computer?...Or even 10,000 attendees?

**We are talking significant dollars!!**

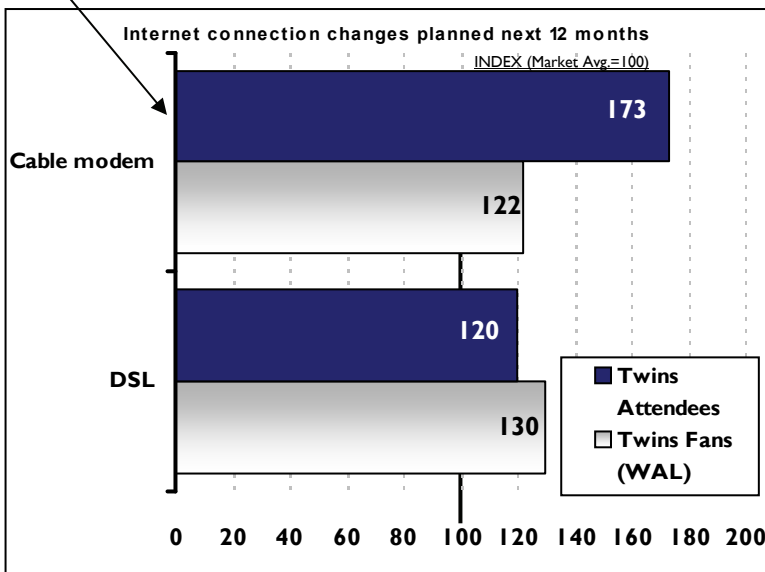
\* There are many more items/services listed for this category; take a look at the data!

- Keep in mind that although the down economy will certainly change some purchasing habits, several of these items may be classified as necessities (i.e., furniture or major appliances).

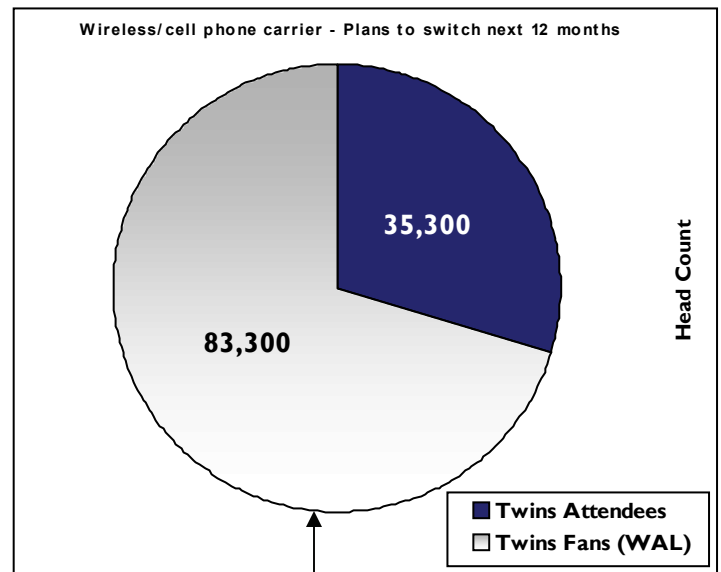
Source: Minneapolis/St. Paul, MN 2008 Release 2 (MSP)

68% of the adults in MSP planning to upgrade to a cable modem internet connection in the next year are Twins attendees [Horz %].

38% of adults in MSP planning to switch their wireless/cell phone carriers in the next year are Twins fans [Horz %].



30% of adults in MSP planning to upgrade to DSL internet connection in the next year are Twins attendees [Horz %].



Break this down further by looking at how many of your fans/attendees that plan to switch are currently using a competitive wireless carrier.

Source: Minneapolis/St. Paul, MN 2008 Release 2 (MSP)

**Are Twins fans motivated and entrepreneurial?**

| Employment description items:               | Twins Attendees | Twins Fans (WAL) |
|---|-----------------|------------------|
| Plan to go back to school in next 12 months | 33,600          | 75,500           |
| Plan to look for new job in next 12 months  | 82,600          | 215,300          |
| Self-employed                               | 98,500          | 152,900          |
| Small business owner                        | 42,300          | 64,900           |
| Work at home most of the time or always     | 36,100          | 53,500           |

- \* Advertising in-stadium reaches small business owners and the self-employed.
- \* 41% of all small business owners in MSP have attended a Twins game in the past 12 months [Horz %].
- \* AND 63% of all small business owners in MSP are Twins fans [Horz %].

Source: Minneapolis/St. Paul, MN 2008 Release 2 (MSP)

**CONTACT INFORMATION**

Scarborough Sports Marketing  
 200 West Jackson Boulevard  
 Chicago, IL 60606

**Howard Goldberg**

Sr. Vice President  
 312-385-6725  
 hgoldberg@scarborough.com

**Cary McFarland** (located in NY)

Account Executive  
 646-654-8825  
 cmcfarland@scarborough.com

**Darren Hayden**

Senior Account Executive  
 312-385-6706  
 dhayden@scarborough.com

**Michael McAllister**

Account Manager  
 312-385-6702  
 mmcAllister@scarborough.com

**Tom Reutter**

Account Manager  
 312-385-6705  
 treutter@scarborough.com

**Amber Hardin**

Client Service Assistant  
 312-385-6703  
 ahardin@scarborough.com

**Bill Nielsen**

Sr. Director of Sales  
 312-385-6704  
 bnielsen@scarborough.com

**TRAINER'S CORNER**

**With Michael McAllister, Account Manager**

Use Scarborough's online delivery service, Scarborough Delivers, to download upgrades to PRIME NExT as well as market data updates. Clients still receiving their updates via CD need to go to the website and register for online delivery.

Downloading from the website is easy; follow these steps:

1. Go to [www.scarboroughdelivers.com](http://www.scarboroughdelivers.com)
2. Type in your user name and password (which can be provided by your Account Manager)
3. Once in the website, select the data or software updates you'd like to download, and then hit the Download button
4. Once the data is downloaded, go to My Computer and open the C: drive
5. Once in the C: drive, open the pnext subfolder.
6. In that subfolder you'll see the updates you downloaded. Double-click through them and follow the directions.
7. If you have PRIME NExT open, you'll have to close and reopen for the updates to activate.

If you have any questions about using Scarborough Delivers, contact your Account Manager.