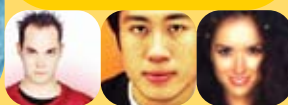


STAT SHOP



**WE ARE THE AMERICAN CONSUMER.**

USE STAT SHOP FOR MADE-TO-ORDER MARKETING INTELLIGENCE.



## Made-to-Order Marketing Intelligence

### SCARBOROUGH'S STAT SHOP IS YOUR ONE STOP SHOP FOR CONSUMER

marketing intelligence. We offer individual data reports or in-depth consumer marketplace analyses with over 2,000 consumer categories to choose from. Covering demographics, lifestyles, shopping patterns, retail behaviors, technology and media preferences, your report can be customized locally, regionally or nationally.

#### A TEAM OF MARKET ANALYSTS IS AT YOUR DISPOSAL

Stat Shop is staffed with a team of consumer research market analysts who are not only experts in analyzing data, but also in finding useful insights within the numbers. Our team of experts help you determine your needs and customize reports to meet your goals.

#### AN ARSENAL OF INTELLIGENCE CUSTOMIZED FOR YOU

Stat Shop draws upon Scarborough's in-depth consumer studies to create data reports customized to your marketing and sales needs, including:

- All of Scarborough's Top-Tier and Mid-Tier Local Market Studies
- Scarborough USA+, a national consumer study
- Ciudad Hispana de Scarborough, our suite of Hispanic consumer studies
- Newspaper audience ratings

#### YOU TELL US WHAT YOU NEED, WE'LL CREATE IT CUSTOMIZED JUST FOR YOU

From standard reports to in-depth analyses, you can choose a report that will best suit your needs:

- **Data Reports:** Stat Shop Market Analysts work with you to refine your needs and create the analysis that will help you achieve your goals. From consumer profiles to media preferences, Data Reports can detail any of the thousands of consumer categories Scarborough covers.
- **Executive Summaries:** We can take Data Reports a step further and provide a written Executive Summary of findings.
- **Key Findings Analysis:** Need to go more in-depth? We can draft a Key Findings Analysis which outlines all of the specific findings and potential impact on your marketing or sales strategy.
- **PowerPoint® Presentations:** Need presentation-ready information? Our PowerPoint presentations include graphs, charts, and key findings in a ready-to-go format tailored to your needs.
- **Trade Area Builder:** Define your trade area to profile adults who live or work in direct proximity to your business' location in order to gain specific insights into their lifestyles, media usage or shopping behaviors.

#### PRICING

Pricing is dependent upon the depth of information and report type requested. Stat Shop clients have the opportunity to purchase "by the report" or to establish a Stat Shop retainer. Contact us for more information on pricing.

For more information about Scarborough's Stat Shop, log on to our website at: [www.scarborough.com/statshop](http://www.scarborough.com/statshop) or email us at: [statshop@scarborough.com](mailto:statshop@scarborough.com).



SCARBOROUGH  
RESEARCH

*We Know the Locals  
Nationwide*

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