



## SCARBOROUGH SPORTS MARKETING PRIME NExT SEARCH GUIDE

Scarborough measures over 2,000 categories and brands, as well as media, demographics and lifestyles. With such a large pool of data, where do you begin? Below is a guide of what to search for in the PRIME NExT Software.

### AUTOMOTIVE:

(vehicle) - We have tons of questions under here but the 3 most used are "make of vehicle owned," "amount HHLd plans to pay," and "vehicle HHLd plans to buy." If you just want the generic number of how many attendees/fans will buy a new car, use "any new vehicle." It is also important to know what demos to portray with different companies (i.e. you may want to show Lexus your rich but Saturn you are not so much.)

### JEWELERS:

(jewelry) - General buying habits, amount spent on jewelry. You may want to show some money with the category. Jewelry stores also like targeting younger males...the idea is that men are very loyal to the jewelry stores; so if they had a good experience early on, they will continue to come back.

### HEALTHCARE:

(healthcare) - This will take you to insurance companies as well as hospitals  
(medical services) - Reasons for going to hospital/doctor  
(health insurance) - For type of insurance (HMO, Medicaid, etc.).

### GROCERS:

(grocery) - Names of stores, alcohol purchasing at grocery stores  
(groceries) - Coupon use, amount spent weekly, mail advertising, internet shopping

### REAL ESTATE:

(real estate) - investments in second home  
(primary house) - plans to buy house (new or existing)  
(market value) - show value of current home  
Since this category is so locally based, if they ever need a look at geography (county, zip of residence) Scarborough can help with that.

### FINANCIAL:

(financial) - Banks household uses, financial services used, professional services used. Like jewelry, banks target rich people first, then young people who are looking to start up a new banking account (with the idea they will stick with them for a long time.)



### HOME IMPROVEMENT:

(home improvement) – Actual home improvements done on house in past 12 months, as well as how much money was spent on home improvements (I usually show the \$3,000+, also use Mean/Median/Total.)

(name of actual store) – Typing the name of the actual home improvement store will take you to all ways we regard the store. Many times we ask if you visited for carpet, hardware, large appliance or general department store (it is good to show that you visit the store for many needs.)

(primary house) – Show you are a homeowner or planning to buy soon.

(gardening) – Showing that you are avid gardeners can only help!

### QSR/SIT-DOWN RESTAURANTS:

(fast-food) – Restaurants visited past 30 days and past 7 days. Also, number of times you have eaten at a QSR in past month (I usually like to show that 10+ times a month – to show you are big fast-food consumers).

(sit-down) – Restaurants visited past 30 days and past 7 days. Also number of times eaten at a sit-down in the past month. You can also show wine/beer purchasing at restaurants.

(types of restaurants) – Illustrate what types of restaurants (Mexican, upscale, coffee shop, etc.) visited in past 30 and 7 days.

### WIRELESS/CELLULAR

(wireless) – Items household currently owns, as well as planning to buy a cell phone for self or other in the next 12 months. Amount spent on monthly cell bill (use Mean/Median/Total), plan to switch cell carrier and wireless service currently use. We also ask what cell features currently use (camera, email, etc.). You want to show that your fans are active cell phone users. You can also use these features for activation (i.e. our on sight attendees are most interested in these aspects of a phone/plan).