



# SPORTS MARKETING NEWS

## FEATURE: QUICKVIEW REPORTS

### QuickView Reports (QVRs)

by Bill Nielsen, Sr. Director of Sales

As the weather starts to turn here in the great city of Chicago, we turn our attention to Scarborough QuickView Reports (QVR's). One question we hear a lot from you, our clients, is how to put our data in a presentation-ready format without a lot of legwork. QVR's are designed for exactly that purpose.

You will notice a QuickView button on the top row of tabs in Scarborough's PRIME NEXt software. By clicking that button, the software will take you to the QuickView Reports tab and screen. All that you need to do is identify at least one target as you normally would and you can then run the QVR's.

The QVR is a category-specific, presentation-style one-sheeter that is specific to the target you choose. Each report has output options for percent, index or percent and index. Here is a summary of the QVR's currently available:

- Demographic Summary
- Demographic Detail
- Household
- Profession/Occupation Detail
- Media Summary
- Automotive
- Wireless
- Internet
- Home Improvement
- Electronics
- Beverage-Most Often
- Beverage-Past Week
- Travel
- Geographic Mapping (MapPoint)
- Geographic Mapping (MapInfo)

On the QVR screen, access the drop down menu where you see "Report" for the available QVR's. Notice that for each QVR you need to select, via a submenu, whether you want to see percent, index or percent and index. Once you've selected your report, the details of the report will appear in the gray box. You then simply hit the "Create Report" button at the bottom of the screen and (after enabling macros) you have your QVR; pretty simple stuff.

#### Some pointers/tips regarding QVR's:

1. The final version of the QVR is an Excel file, so feel free to click through and delete a graph, change colors, insert your logo, etc.; the one thing you can't do is bring different measures into the QVR
2. For the most part, the QVR's are designed to measure categories generically and not specifically; for example, the wireless QVR includes relevant data for this category but NOT any of the wireless carriers by name; remember that you will need to pull additional data via the software to get a complete feel for the category; the QVR's primarily serve as the "30,000 ft. view."

In this version of the newsletter, we'll show you some of the QVR's available and discuss the data included in each. We are using the Milwaukee Bucks as an example this time around.

We hope you find the QVR's useful and a quick and easy way to look at your fans across multiple categories.

Have a great holiday season. We will see you again next year!

**QVR - Demographic Summary**

(the first one available in the QVR drop-down menu)

Includes - Age, Household Income, Hispanic, Sex, Employment Status and Education.

Style shown here – Percent and Index

- Note that all QVR's include details on the study and target used (in this case, Milwaukee R207 and Milwaukee Bucks fans (WAL), respectively).
- Incomes are presented as "or more" and the age breaks are standard; you'll need to go back to the regular software and run a report to get full income and age breaks.
- Remember that "Not employed" in Scarborough is different than unemployed. "Not employed" includes retirees, students, homemakers and other folks not currently seeking employment (see the table headed "Reason Not Employed").
- Recall that Hispanic is not a Race; the majority of Hispanics are of White race.

**PRIME NEXt** **Scarborough Quick View Report**  
Demographic Summary

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Study: Milwaukee, WI 2007 Release 2 Release: Total (Aug 2006 - Jul 2007)  
 Base: Total  
 Target: Milwaukee Bucks (WAL)  
 Projected: 494660 Respondents: 558

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**Sex**

Sex	Index
Men	124
Women	77

**Sex**

Sex	Target %
Men	60.3%
Women	39.7%

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Education	Target %	Index
Grade school (8th grade or less)	2.0%	81
Some high school (not graduate)	3.0%	63
High school graduate (12th grade or GED)	32.5%	84
Some college (1-3 years-not Graduate or A.	34.1%	114
College graduate (4 year college)	15.3%	110
Some post graduate (no advanced degree)	2.4%	116
Post graduate degree	10.7%	133

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Household Income	Target %	Index
\$25,000 or more	89.5%	101
\$35,000 or more	80.2%	104
\$50,000 or more	63.2%	110
\$75,000 or more	37.2%	110
\$100,000 or more	23.4%	125

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Employment Status	Target %	Index
Employed full-time (35 hours or more)	57.4%	108
Employed part-time (less than 35 hours)	15.1%	86
Not employed	27.6%	94

**Reason Not Employed**

Reason Not Employed	Target %	Index
A Homemaker	4.4%	72
A Student	2.3%	132
Retired	15.1%	98
Disabled	2.7%	95
Temporarily Laid-Off	0.4%	99
Not Employed - Looking for Work	1.6%	74
Other	1.0%	178

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Race	Target %	Index
White	84.3%	97
Black	13.0%	122
Asian	0.9%	94
Other	1.9%	101

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Spanish/Hispanic	Target %	Index
Non-Hispanic	91.7%	98
Hispanic	8.3%	122

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**PRIME NEXt** **Scarborough Quick View Report**  
Travel

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Study: Milwaukee, WI 2007 Release 2 Release: Total (Aug 2006 - Jul 2007)  
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Hotel/motels past 12 months	Target %	Index
Best Western	15.6%	129
Comfort Inn	14.5%	126
Courtyard by Marriott	6.6%	88
Days Inn	7.4%	127
Doubletree	2.9%	126
Embassy Suites	4.5%	109
Four Points by Sheraton	3.5%	155
Hilton	6.3%	95
Holiday Inn	16.8%	120
Hyatt	1.5%	75
La Quinta	1.7%	69
Marriott	10.5%	127
Motel 6	2.1%	47
Quality Inn	2.7%	107
Radisson	5.5%	78
Ramada	6.6%	140
Sheraton	1.9%	55
Super 8	8.2%	119
Westin	1.6%	112
Any bed & breakfast	7.3%	112
Any hotel/motel	67.2%	103
Any upscale hotel	7.6%	99

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Cruise line used past 3 years	Target %	Index
Carnival	1.8%	62
Celebrity	0.5%	68
Cunard	0.1%	156
Disney	1.3%	160
Holland-America	1.1%	102
NCL (Norwegian)	0.6%	52
Princess	0.9%	51
Royal Caribbean	2.3%	87
None	93.2%	103

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Airlines used past 12 months	Target %	Index
Air Tran	1.4%	37
American	4.9%	61
Continental	3.5%	134
Delta	7.8%	134
JetBlue	0.0%	0
Northwest	17.2%	133
Southwest	0.6%	38
United	8.5%	108
US Airways	5.2%	160
None	51.4%	96
Any airline flown	48.6%	105
Any commuter airline	1.2%	286

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Places visited outside continental U.S. past 3 years	Target %	Index
Bahamas	1.8%	74
Central or South America	1.1%	142
England - Ireland - Scotland - Wales	4.8%	148
Japan - China - Far East	0.8%	69
Middle East	0.2%	125
None	66.0%	99
Any Canada	8.9%	97
Any Europe	10.7%	115
Any Mexico	10.5%	92

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No. of trips outside continental U.S. past 3 years	Target %	Index
1 trip: Total	16.8%	95
2 trips: Total	5.8%	85
3 - 4 trips: Total	8.2%	141
5+ trips: Total	3.1%	97

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No. of domestic air round-trips past 12 months	Target %	Index
1 trip: Total	13.3%	74
2 trips: Total	15.9%	134
3 - 4 trips: Total	7.8%	131
5 - 9 trips: Total	4.3%	119
10+ trips: Total	3.1%	129

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No. of domestic overnight trips past 12 months	Target %	Index
1 trip: Total	18.4%	102
2 trips: Total	15.7%	98
3 - 4 trips: Total	15.5%	75
5 - 9 trips: Total	16.4%	127
10+ trips: Total	12.1%	138

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Car rental companies used past 12 months	Target %	Index
Alamo	3.9%	150
Avis	5.5%	157
Budget	5.6%	111
Dollar	2.6%	111
Enterprise	8.0%	115
Hertz	5.2%	81
National	2.4%	150
Thrifty	2.7%	118
Other car rental	3.2%	223
Any car rental	29.5%	111

**QVR – Travel**

(new with the Release 2, 2007 version of PRIME NEXt software, 3.4.001)

Includes – Hotel, Cruise, Airlines and Destinations

Style shown here – Percent and Index

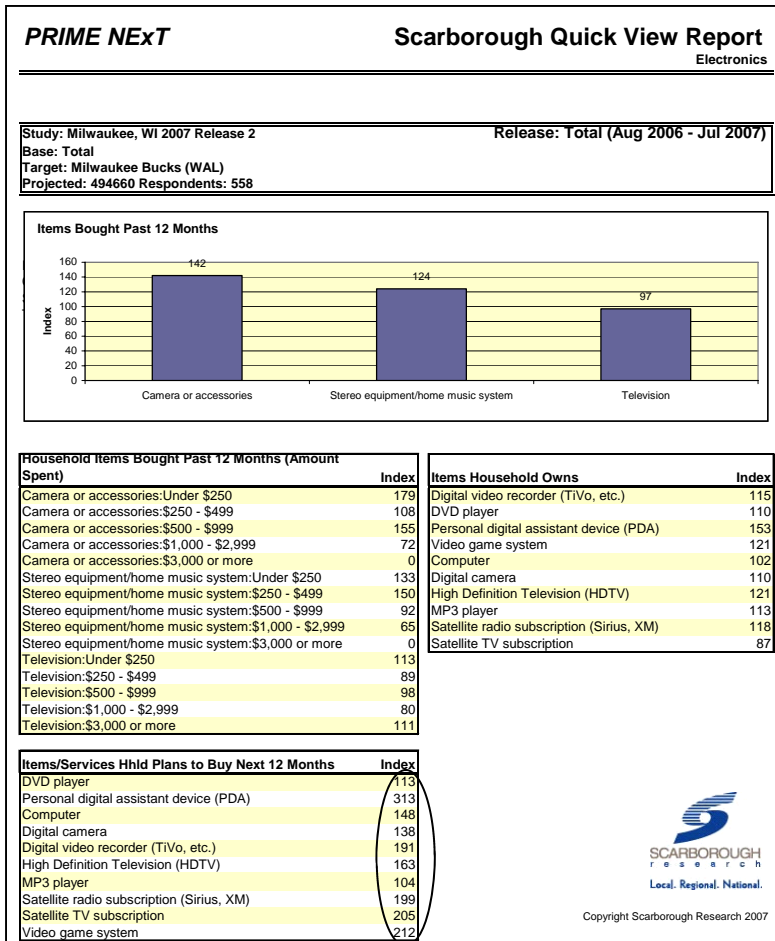
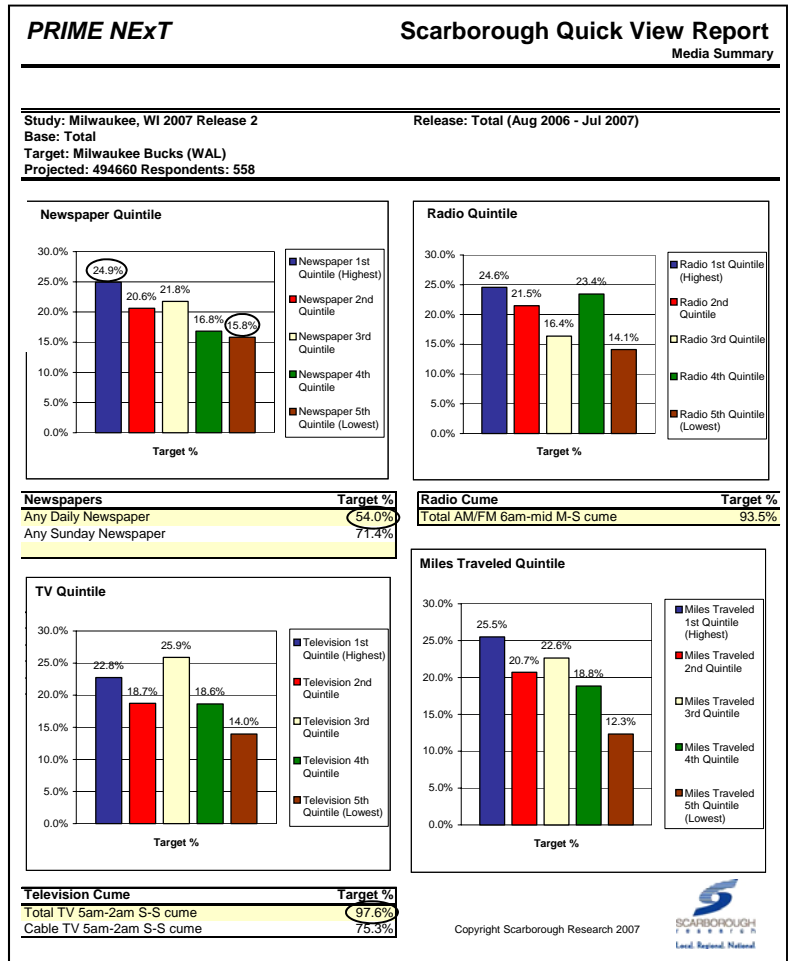
- Remember that since this is an Excel file, it may make sense to sort the hotel, cruise, airline, places visited and rental car lists by Target % using the Data-Sort feature on Excel.
- By scanning the data on this one-sheeter, you can get a very good feel if your fans are a good overall target for the travel category; in this case, it's pretty clear that Bucks fans fly, cruise, stay in hotels, rent cars and take multiple trips every 12 month more often than average adults in the Milwaukee DMA.

QVR – Media Summary

Includes – Quintiles and Summaries for Newspaper, Radio and TV; Quintiles for Miles Traveled

Style shown here – Percent

1. Quintiles simply place a target of respondents into 5 buckets, with the 1<sup>st</sup> quintile (highest) being the top and the 5<sup>th</sup> quintile (lowest) at the bottom; for example, 24.9% of Bucks fans are in the top 20% of newspaper readers, whereas 15.8% of Bucks fans are in the bottom 20% of newspaper readers.
2. By scanning the Quintile reports it's clear that Bucks fans are "above average" for newspaper, radio and miles traveled and in the middle for TV.
3. The summary reports for media show you overall cume audience numbers; for example, 54.0% of Bucks fans read the daily newspaper and 97.6% watch some type of TV.



QVR – Electronics

Includes – HH items bought, items HH owns, and items HH plan to buy

Style shown here – Index

1. This QVR includes one of our favorite questions in all of Scarborough, "plan to buy"; note in this case that Bucks fans are WAY above market average (i.e. high index) to be in the market for all of the listed consumer electronic items.
2. Think of this type of report as a powerful one-sheeter to use for both the manufacturers (Sony, Samsung, Apple, etc.) and retailers (Best Buy, Circuit City, etc.).

QVR – Geographic Mapping (MapPoint)

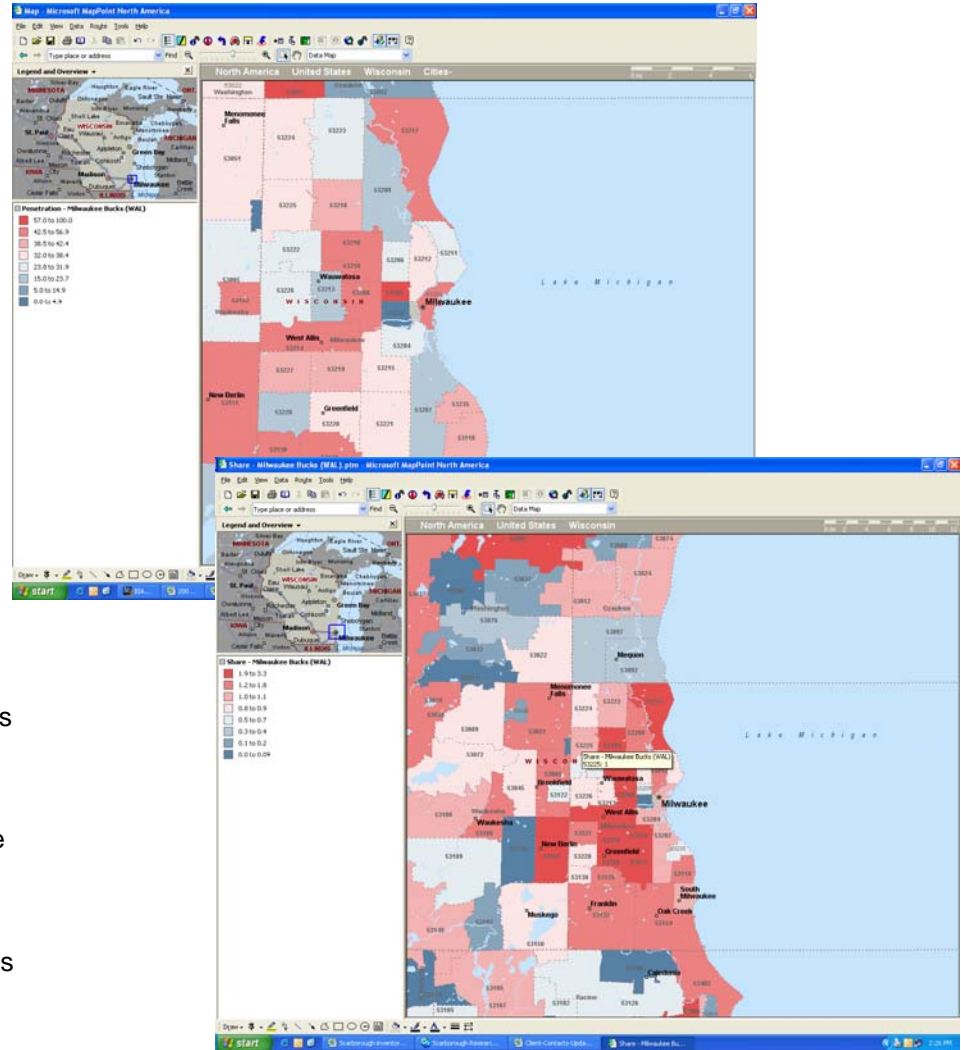
*NOTE: Mapping QVR's require your purchase of a third-party mapping software; either Microsoft MapPoint or MapInfo.*

Includes – Overlays Scarborough data on residence zip codes, employment zip codes or counties (local market study) or counties or DMA's (national study)

Style shown here – Zip Code (Milwaukee DMA)

1. The map is a powerful way to get a bird's eye view on your DMA (or the U.S. as a whole); the software color codes the elements (counties in this case) with red as "hot" and blue as "cold"; so the red counties are where Bucks fans are more likely to live compared to the blue counties.
2. You can change the colors of the counties and also choose whether you want the map to reflect Index, Share/Vert % or Penetration/Horz %; the Share Map shows you where target respondents are (red counties are most populated by the target chosen); the Penetration Map shows you where target respondents are compared to total population (red counties index highest for the target chosen).

**Residence Penetration / Share / Vert % - Milwaukee Bucks (WAL)**



Source: Scarborough Milwaukee 2007 R2

**Contact Information**

Scarborough Sports Marketing  
 200 West Jackson Boulevard  
 Chicago, IL 60606  
 Fax: 312-385-6701

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

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

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

**Cary McFarland (located in NY)**  
 Manager, Client Services  
 646-654-8825  
 cmcfarland@scarborough.com

**Tom Reutter**  
 Account Manager  
 312-385-6705  
 treutter@scarborough.com

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

**Michael McAllister**  
 Account Manager  
 312-385-6702  
 mmcAllister@scarborough.com

**Trainer's Corner**

**With Michael McAllister, Account Manager**

Use PRIME NEXt's Trender Basic Report to see trends over a period of several years. Corporate sales departments can use this feature to gauge the effect of a sponsor's partnership with the team during the period of their partnership. Trender can also be used to measure changes in a team's fan base from year to year. (Using this feature, Scarborough Sports has been able to measure the "Bandwagon Effect" that a championship season has on a team's "fan" number.)

To use the Trender Report, follow these steps:

- Select a target and row(s) as you would if you were building a Crosstab or Profile Report.
- Go to the Trender Report by hitting the Basic Reports button and selecting Trender. It's located between the Crosstab and Profiler tabs.
- Once in the Trender tab, the screen will display your column(s) and row(s). On the right side of the screen, there are two buttons under the heading Trend Studies. Hit the button on the left and all studies that are accessible will appear in a new window.
- When selecting a study to trend, it's best to trend Release 1 data with Release 1 data from other years, and Release 2 data with Release 2 data. Make sure as well to match the weighting (e.g. Total to Total, Current to Current, etc.). As is the case with Crosstab and Profiler, the Trender report can be output to a browser, Word, or Excel using the Output buttons on the left side of the Trender screen.

Trender is a powerful tool that can show the impact of sponsorships, as well as changes in a team's fan base. For questions about using Trender or other PRIME NEXt applications, please contact any member of the Scarborough Sports team.