



Nielsen Scarborough Local in SimplyAnalytics

What is it?

Scarborough, a Nielsen service, surveys more than 210,000 people 18 years of age and older across the country to capture local consumer trends in large and mid-tier markets. Surveys are completed market by market during a 12-month period across more than 140 metro survey area which are grouped by counties.

Within each market, Nielsen Scarborough conducts phone interviews, distributes survey booklets, television diaries and internet surveys. These studies measure the trends, attitudes and behaviors of consumers in the local markets where they live.

What to Know

The Nielsen Scarborough data is broken down into 2 distinct categories: hyperlocal & multimarket.

Hyperlocal – Questions asked to people in less than 10 markets

Multimarket – Questions asked to people in 10 or more markets

Data is available at the DMA, county, city, ZIP Code, Census Tract, and Block Group level for each of the metro survey areas.

Subscribers to this dataset also have access to Nielsen's exclusive geographic unit – **Designated Market Areas (DMAs)**.



If you see N/A for an area you are researching, it is possible that data variable was not asked in the market you are analyzing. Please refer to the [variable's metadata](#) to view which markets that data is available in.

For example, if you are looking for a specific grocery store variable in California, but that grocery store variable was only asked in the east coast markets, it will display N/A.

Hyperlocal & Multimarket Maps

(1) Surfin' San Diego – Hyperlocal Example

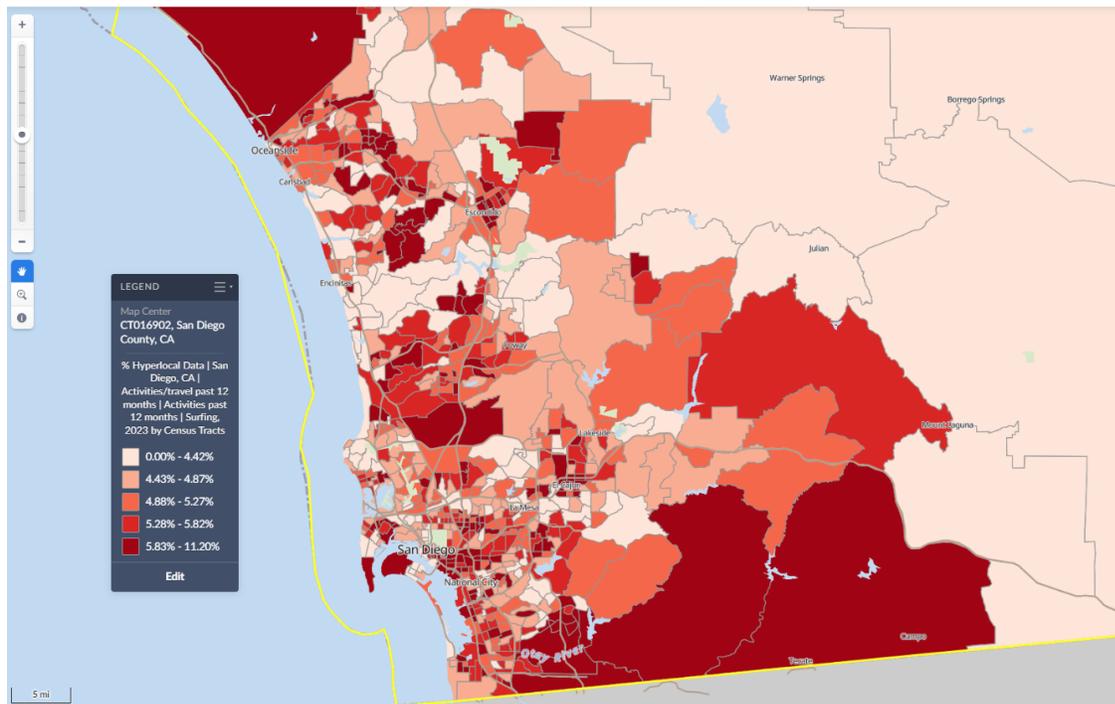
The example below is mapping Census Tracts in the San Diego DMA. The mapped variable is:

% Hyperlocal Data | San Diego, CA | Activities/travel past 12 months | Activities past 12 months | Surfing, 2023

Notice that the variable is classified as **Hyperlocal**. This means the survey question of surfing in the past year was asked in less than 10 markets. Looking at the metadata for the variable reveals the following:

This survey question was asked in the following markets: **Salisbury, MD; Wilmington, NC; Santa Barbara, CA; Myrtle Beach/Florence, SC; New York, NY; Honolulu, HI; San Diego, CA; Los Angeles, CA; San Francisco, CA**

% Hyperlocal Data | San Diego, CA | Activities/travel past 12 months | Activities past 12 months | Surfing, 2023 | in San Diego, CA (DMA) | by Census Tracts



Variable Metadata

Name % Hyperlocal Data | San Diego, CA | Activities/travel past 12 months | Activities past 12 months | Surfing

Year 2023

Path Nielsen Scarborough > Hyperlocal Data > San Diego, CA > Activities/travel past 12 months > Activities past 12 months

Definition This survey question was asked in the following markets: Salisbury, MD; Wilmington, NC; Santa Barbara, CA; Myrtle Beach/Florence, SC; New York, NY; Honolulu, HI; San Diego, CA; Los Angeles, CA; San Francisco, CA

Source Agency Scarborough

Vendor Nielsen

Dataset Scarborough Local Insights

Categories Consumer Behavior

Tagged Consumer Behavior > Travel Scarborough Market > San Diego, CA

Data Source Scarborough, a Nielsen service, surveys more than 210,000 people 18 years of age and older across the country to capture local consumer

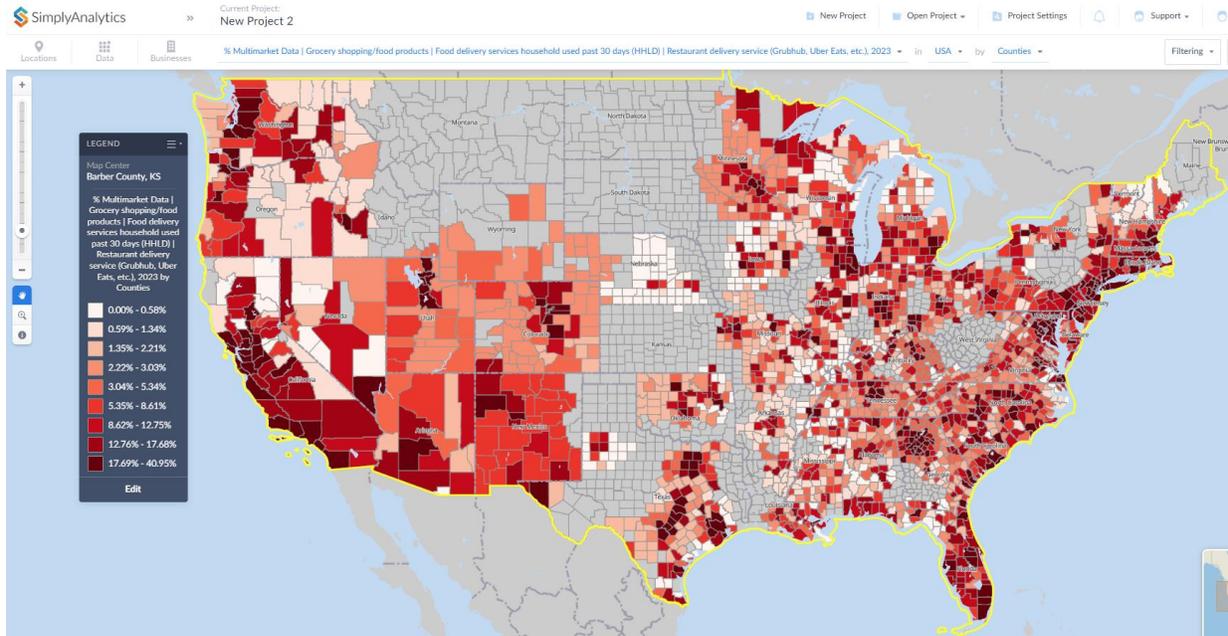


Want to view the underlying data on the above map? Click on **View Actions > Create Data Table** towards the top-right of the Map View.

(2) Grubhub, Uber Eats Restaurant Delivery- Multimarket Example

The image below maps a more general, multimarket variable:

% Multimarket Data | Grocery shopping/food products | Food delivery services household used past 30 days (HHLHD) | Restaurant delivery service (Grubhub, Uber Eats, etc.), 2023



Variable Metadata

The question about food delivery services was asked in more than 10 markets and is therefore classified as a **Multimarket** data variable.



This means that you can create the above image in any of those individuals markets this question was asked (and dissect those markets – i.e. ZIP Codes within Miami DMA). The image below highlights a complete list of markets that this question was asked in.

Tagged

Scarborough Market » Albany, NY; Albuquerque, NM; Allentown, PA; Alpena, MI; Atlanta, GA; Atlantic City, NJ; Augusta, GA; Austin, TX; Bakersfield, CA; Baltimore, MD; Baton Rouge, LA; Birmingham, AL; Boise, ID; Boston, MA; Buffalo, NY; Burlington, VT/Plattsburgh, NY; Cedar Rapids, IA; Champaign, IL; Charleston, SC; Charlotte, NC; Charlottesville, VA; Chattanooga, TN; Chicago, IL; Chico-Redding, CA; Cincinnati, OH; Cleveland, OH; Colorado Springs, CO; Columbia/Jefferson City, MO; Columbia, SC; Columbus, OH; Columbus/Tupelo, MS; Corpus Christi, TX; Dallas/Fort Worth, TX; Denver, CO; Des Moines, IA; Detroit, MI; Duluth, MN/Superior, WI; El Paso, TX; Eugene, OR; Evansville, IN; Flint/Saginaw, MI; Fort Myers, FL; Fort Wayne, IN; Fresno, CA; Gainesville/Ocala, FL; Grand Rapids, MI; Green Bay/Appleton, WI; Greensboro, NC; Greenville/New Bern, NC; Greenville, SC; Harlingen/McAllen, TX; Harrisburg, PA; Harrisonburg, VA; Hartford, CT; Hattiesburg/Laurel, MS; Honolulu, HI; Houston, TX; Huntsville/Decatur, AL; Indianapolis, IN; Jackson, MS; Jackson, TN; Jacksonville, FL; Johnstown/Altoona, PA; Kansas City, MO; Knoxville, TN; LaCrosse-Eau-Claire, WI; Lafayette, IN; Lafayette, LA; Lansing, MI; Las Vegas, NV; Lexington, KY; Lincoln, NE; Little Rock, AR; Los Angeles, CA; Louisville, KY; Lubbock, TX; Macon, GA; Madison, WI; Mankato, MN; Marquette, MI; Medford/Klamath Falls, OR; Memphis, TN; Meridian, MS; Miami, FL; Milwaukee, WI; Minneapolis/St. Paul, MN; Mobile, AL/Pensacola, FL; Monroe, LA/EI Dorado, AR; Monterey/Salinas, CA; Montgomery/Selma, AL; Myrtle Beach/Florence, SC; Nashville, TN; New Orleans, LA; New York, NY; Norfolk, VA; Oklahoma City, OK; Orlando, FL; Paducah, KY/Cape Girardeau, MO; Panama City, FL; Peoria, IL; Philadelphia, PA; Phoenix, AZ; Pittsburgh, PA; Portland/Auburn, ME; Portland, OR; Providence, RI; Raleigh/Durham, NC; Reno, NV; Richmond, VA; Roanoke, VA; Rochester-Mason City-Austin, MN/IA; Rochester, NY; Rockford, IL; Sacramento, CA; Salisbury, MD; Salt Lake City, UT; San Antonio, TX; San Diego, CA; San Francisco, CA; Santa Barbara, CA; Savannah, GA; Seattle, WA; South Bend, IN; Spokane, WA; Springfield/Holyoke, MA; Springfield, MO; St. Louis, MO; Syracuse, NY; Tallahassee, FL; Tampa, FL; Toledo, OH; Traverse City-Cadillac, MI; Tri-Cities, TN-VA; Tucson, AZ; Tulsa, OK; Waco, TX; Washington, D.C.; Wausau/Stevens Point, WI; West Palm Beach, FL; Wheeling, WV/Steubenville, OH; Wilmington, NC; Yakima/Kennewick, WA; Youngstown, OH; Yuma, AZ/EI Centro, CA

Benchmarking Multimarket Variables

The multimarket variables are a great way to benchmark data against other locations, and the United States at large. Below we are analyzing yoga participation, bowling, Airbnb usage, dog ownership, Dos Equis beer, comedy club attendance and TV watching hours across 8 DMAs, and the USA as a benchmark.

	San Francisco, CA (DMA)	Little Rock, AR (DMA)	San Antonio, TX (DMA)	New York, NY (DMA)	Seattle, WA (DMA)	Raleigh, NC (DMA)	Phoenix, AZ (DMA)	Columbus, OH (DMA)	USA
% Multimarket Data Activities/travel past 12 months Activities past 12 months Yoga - pilates, 2023 <small>scarborough</small>	17.86%	6.95%	8.32%	14.25%	15.54%	10.10%	12.59%	12.39%	10.73%
% Multimarket Data Activities/travel past 12 months Activities past 12 months Bowling, 2023 <small>scarborough</small>	12.20%	12.62%	17.90%	12.07%	13.70%	14.66%	15.79%	19.71%	14.30%
% Multimarket Data Activities/travel past 12 months Short term rentals used past 12 months Airbnb, 2023 <small>scarborough</small>	6.80%	4.61%	4.59%	5.73%	5.59%	4.65%	5.12%	4.78%	4.01%
% Multimarket Data Lifestyle Lifestyle characteristics Own a dog, 2023 <small>scarborough</small>	27.74%	52.80%	54.21%	23.19%	40.45%	42.76%	48.03%	45.65%	36.61%
% Multimarket Data Beverages Imported beer drink most often Dos Equis, 2023 <small>scarborough</small>	0.31%	2.07%	8.70%	0.43%	0.56%	0.62%	4.55%	0.46%	1.09%
% Multimarket Data Activities/travel past 12 months Events attended/places visited past 12 months Comedy club, 2023 <small>scarborough</small>	6.75%	4.57%	6.41%	9.58%	4.57%	5.22%	6.72%	8.19%	5.36%
% Multimarket Data Media Heaviness Broadcast TV (No. 1/2 hours watched past 7 days) Watched 20-29 1/2 hours, 2023 <small>scarborough</small>	7.14%	12.66%	8.14%	6.54%	6.22%	6.77%	6.34%	7.28%	5.91%

Why is this analysis useful?

Local market research is extremely effective in helping researchers, marketers and advertisers figure out where to showcase a product or service, and how to tailor the messaging in those markets.

The table reveals some interesting insights:

1. San Antonio loves Dos Equis beer; coming in at whopping 8.7% versus the US at 1.09%.
2. Columbus, OH enjoys bowling more than the other 7 DMAs, and almost 5% more than the US average.
3. San Francisco are fans of Yoga-pilates, coming at 17.86% of adults having done yoga in the past year versus 10% for the US.



Hyperlocal & Multimarket Variables in a Related Data Table

You can use the Scarborough data in a Related Data Table to identify the top responses for many unique subject areas.

Data Variable	Raleigh, NC (DMA) ▲
% Multimarket Data Grocery shopping/food products Grocery stores where most groceries bought (HHL) Food Lion, 2023 scarborough	28.32%
% Multimarket Data Grocery shopping/food products Grocery stores where most groceries bought (HHL) Walmart Supercenter, 2023 scarborough	21.71%
% Multimarket Data Grocery shopping/food products Grocery stores where most groceries bought (HHL) ALDI, 2023 scarborough	8.30%
% Multimarket Data Grocery shopping/food products Grocery stores where most groceries bought (HHL) Other grocery store, 2023 scarborough	3.84%
% Multimarket Data Grocery shopping/food products Grocery stores where most groceries bought (HHL) Costco, 2023 scarborough	3.45%

The image to the left is highlighting the most popular **national** grocery store chains shopped the most in the **Raleigh, NC DMA**.

Below is a look at the most popular **local/regional** grocery stores in the **Raleigh, NC DMA**.

Data Variable	Raleigh, NC (DMA) ▲
% Hyperlocal Data Raleigh/Durham, NC Grocery shopping/food products Grocery stores where most groceries bought (HHL) Harris Teeter, 2023 scarborough	13.08%
% Hyperlocal Data Raleigh/Durham, NC Grocery shopping/food products Grocery stores where most groceries bought (HHL) Carlie C's IGA, 2023 scarborough	2.32%
% Hyperlocal Data Raleigh/Durham, NC Grocery shopping/food products Grocery stores where most groceries bought (HHL) Piggly Wiggly, 2023 scarborough	2.00%
% Hyperlocal Data Raleigh/Durham, NC Grocery shopping/food products Grocery stores where most groceries bought (HHL) Lowes Foods, 2023 scarborough	1.99%
% Hyperlocal Data Raleigh/Durham, NC Grocery shopping/food products Grocery stores where most groceries bought (HHL) Lidl, 2023 scarborough	1.92%

Ranking Locations Using the Ranking Report

The Ranking Table in SimplyAnalytics allows you to rank locations within one larger geography (i.e. all counties in the USA, all ZIP Codes in a state, etc.). Two examples presented below using Multimarket, and Hyperlocal data:

(1) Ranking DMAs within the USA

The Ranking Table below shows which DMAs in the US have the highest % of adults who have visited an art museum in the past year.

% Multimarket Data | Activities/travel past 12 months | Events attended/places visited past 12 months | Art museum

Top 100 ▾ Nielsen Designated Marketing Area ▾ in USA ▾		
	Location	% Multimarket Data Activities/... ... Art museum, 2023 scarborough ▲
1	Kansas City, MO (DMA)	21.28%
2	Washington, D.C. (DMA)	17.88%
3	Boston, MA (DMA)	17.44%
4	New York, NY (DMA)	17.01%
5	Raleigh, NC (DMA)	17.00%
6	West Palm Beach, FL (DMA)	16.99%
7	Richmond, VA (DMA)	16.92%
8	San Francisco, CA (DMA)	16.75%
9	Lubbock, TX (DMA)	15.72%
10	Austin, TX (DMA)	15.13%

(2) Ranking smaller geographies within your DMA – Jazz Fest in New Orleans

Below is a table featuring the top 10 ZIP Codes in the New Orleans DMA who have attended the world-famous Jazz Fest in the past year. Ranked Variable:

% Hyperlocal Data | New Orleans, LA | Activities/travel past 12 months | Events attended/places visited past 12 months | Jazz Fest

Top 100 ▾ Zip Codes ▾ in New Orleans, LA (DMA) ▾ sorted by

	Location	% Hyperlocal Data New Orleans... ...hs Jazz Fest, 2023 scarborough ▲
1	70051, Garyville, LA	18.16%
2	70743, Hester, LA	17.14%
3	70723, Convent, LA	15.20%
4	70084, Reserve, LA	14.98%
5	70068, La Place, LA	13.41%
6	70071, Lutcher, LA	12.36%
7	70075, Meraux, LA	11.22%
8	70052, Gramercy, LA	8.44%
9	70040, Braithwaite, LA	8.01%
10	70032, Arabi, LA	7.93%

Final Notes

Nielsen Scarborough uses actual survey results at the DMA level. Data at the county, city level, Zip Code, Census Tract and Block Group level are estimated by using a statistical modeling process. This process utilizes the Scarborough respondent-level data, including counties/ZIP codes of residence and demographic information, to estimate the count of responses at both the block group and ZIP code level. Other levels of geography are aggregated from block groups. The model is constrained such that DMA-level totals match the estimated totals from the source Scarborough survey.