



## Nielsen Scarborough 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 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 (variable tree within the metadata)** to view which markets that data is available.

# Hyperlocal & Multimarket Maps

## (1) An Area Divided; Chicago Cubs vs Chicago White Sox - Hyperlocal

In the example below, we are mapping Census Tracts in the Chicago DMA. The variables analyzed are:

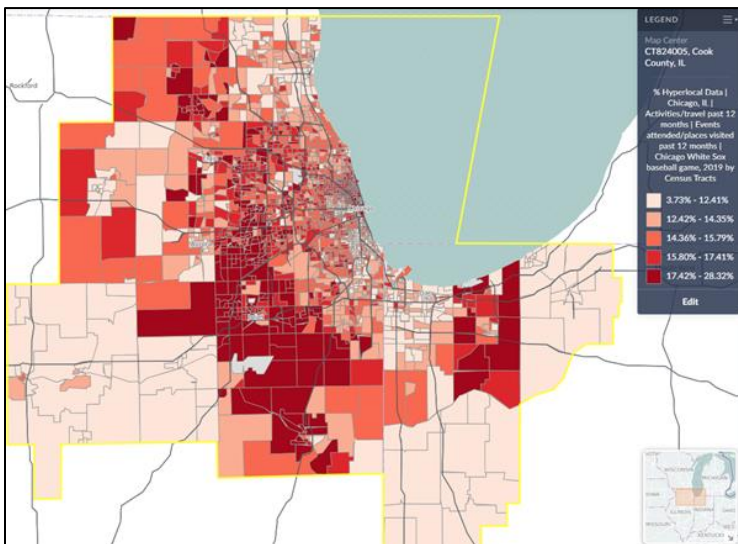
**% Hyperlocal Data** | Chicago, IL | Activities/travel past 12 months | Events attended/places visited past 12 months | Chicago Cubs baseball game

**% Hyperlocal Data** | Chicago, IL | Activities/travel past 12 months | Events attended/places visited past 12 months | Chicago White Sox baseball game

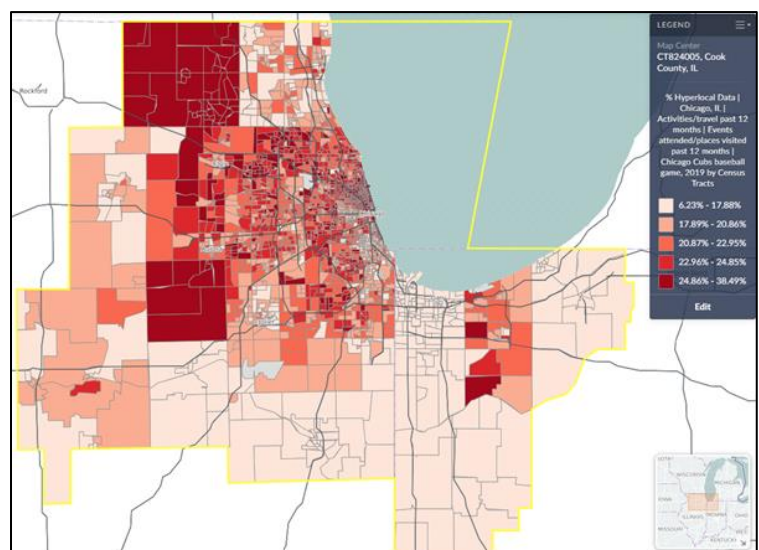


Notice the mapped variables are classified as **Hyperlocal**. The metadata reveals that these survey questions about the White Sox and Chicago Cubs was asked in the following markets: South Bend, IN; Peoria, IL; Rockford, IL; Chicago, IL; Milwaukee, WI. Per the note on page one, less than 10 markets is classified as **Hyperlocal**.

White Sox



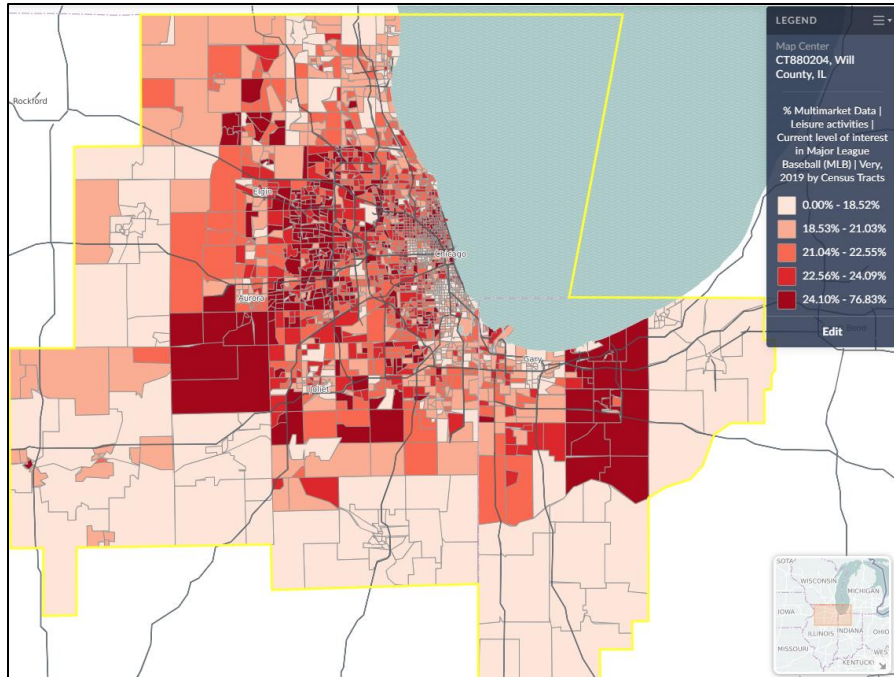
Cubs



## (2) Multimarket Data Example – High Interest in Baseball

The image below maps a more general, multimarket data variable:

**% Multimarket Data | Leisure activities | Current level of interest in Major League Baseball (MLB) | Very**



This question about interest in baseball was asked in more than 10 markets and is therefore classified as a **Multimarket** data variable. This means you can create the above image in any of the markets this question was asked. See the image below for a complete list of markets this question was asked in.

Scarborough Market » Los Angeles, CA; Rochester, NY; Little Rock, AR; Mobile, AL/Pensacola, FL; Albany, NY; Sacramento, CA; Salt Lake City, UT; Lexington, KY; Nashville, TN; Albuquerque, NM; San Antonio, TX; San Diego, CA; New York, NY; Atlanta, GA; Austin, TX; Bakersfield, CA; Baltimore, MD; Birmingham, AL; Grand Rapids, MI; Columbus, OH; Las Vegas, NV; San Francisco, CA; Columbia, SC; Colorado Springs, CO; Cleveland, OH; Harlingen/McAllen, TX; Cincinnati, OH; Green Bay/Appleton, WI; Seattle, WA; Knoxville, TN; Chicago, IL; Greenville, SC; Chattanooga, TN; Boston, MA; New Orleans, LA; Spokane, WA; Greensboro, NC; Buffalo, NY; Charlotte, NC; Fort Myers, FL; St. Louis, MO; Kansas City, MO; Syracuse, NY; Jacksonville, FL; Tampa, FL; Toledo, OH; Indianapolis, IN; Tucson, AZ; Tulsa, OK; Washington, D.C.; Houston, TX; West Palm Beach, FL; Honolulu, HI; Fresno, CA; Minneapolis/St. Paul, MN; Norfolk, VA; Roanoke, VA; Reno, NV; Louisville, KY; Richmond, VA; Flint/Saginaw, MI; Hartford, CT; El Paso, TX; Detroit, MI; Des Moines, IA; Denver, CO; Phoenix, AZ; Dallas/Fort Worth, TX; Philadelphia, PA; Miami, FL; Milwaukee, WI; Pittsburgh, PA; Portland, OR; Orlando, FL; Memphis, TN; Oklahoma City, OK; Harrisburg, PA; Providence, RI; Raleigh/Durham, NC

# Multimarket View – Benchmarking DMA Data in a Comparison Table

The multimarket variables are a great way to benchmark data against other locations and the United States. Below we are comparing cat ownership, organic food purchases, electric vehicle ownership, relocation plans, and visiting casinos across 6 different DMAs, and the USA.

	Chicago, IL (DMA)	Portland, OR (DMA)	Austin, TX (DMA)	Miami, FL (DMA)	Chattanooga, TN (DMA)	Phoenix, AZ (DMA)	USA
% Multimarket Data   Environment   Eco-friendly activities done on a regular basis   Buy organic food, 2019 <small>scarborough</small>	28.45%	30.73%	31.86%	29.31%	19.32%	21.51%	20.12%
% Multimarket Data   Activities/travel past 12 months   Casinos visited past 12 months   Yes, 2019 <small>scarborough</small>	28.72%	37.33%	18.87%	39.81%	16.50%	48.04%	28.45%
% Multimarket Data   Automotive   Hybrid vehicles - owned or leased (HHLD)   Own or lease hybrid vehicle, 2019 <small>scarborough</small>	2.31%	5.02%	4.73%	2.02%	1.50%	3.27%	2.64%
% Multimarket Data   Lifestyle   Lifestyle characteristics   Own a cat, 2019 <small>scarborough</small>	18.71%	31.18%	23.30%	14.08%	29.53%	23.45%	22.08%
% Multimarket Data   Lifestyle   Lifestyle changes/events personally plan to do next 12 mths   Move/change address, 2019 <small>scarborough</small>	10.96%	11.59%	12.75%	13.18%	10.43%	11.12%	10.67%



The table shows that households in the Portland, OR (DMA) are about twice as likely to own a hybrid vehicle than the USA average. It also shows that people in the Miami, FL (DMA) are about 10% more likely to buy organic food than adults in Chattanooga.

## Hyperlocal & Multimarket Variables in a Related Data Table – Grocery Stores

Data Variable	Atlanta, GA (DMA) ▲
% Multimarket Data   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   Kroger, 2019 <a href="#">scarborough</a>	29.45%
% Multimarket Data   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   Walmart Supercenter, 2019 <a href="#">scarborough</a>	20.84%
% Multimarket Data   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   Publix, 2019 <a href="#">scarborough</a>	16.31%
% Multimarket Data   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   ALDI, 2019 <a href="#">scarborough</a>	6.79%
% Multimarket Data   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   Any Hispanic grocery store, 2019 <a href="#">scarborough</a>	4.72%
% Multimarket Data   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   Other grocery store, 2019 <a href="#">scarborough</a>	3.73%

You can use Scarborough data in a Related Data table to identify the top responses for a myriad of different subject areas.

To the left, we are looking at the most popular *national* grocery stores shopped the most in the **Atlanta DMA**.

Below is a look at the most popular *local* grocery stores in the **Atlanta DMA**.

Data Variable	Atlanta, GA (DMA) ▲
% Hyperlocal Data   Atlanta, GA   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   Ingles, 2019 <a href="#">scarborough</a>	5.53%
% Hyperlocal Data   Atlanta, GA   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   Food Depot, 2019 <a href="#">scarborough</a>	4.21%
% Hyperlocal Data   Atlanta, GA   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   Wayfield Foods, 2019 <a href="#">scarborough</a>	1.42%
% Hyperlocal Data   Atlanta, GA   Grocery shopping/food products   Grocery stores where most groceries bought (HHL)   The Fresh Market, 2019 <a href="#">scarborough</a>	0.31%

## Ranking Locations Using a Ranking Table

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:

### (1) Ranking DMA's within the USA

The Ranking table below shows the market share of Delta Airlines used in the past year within each DMA in the US.

	Location	% Multimarket Data   Activities/... ...onths   Delta, 2019 <span>scarborough</span> ▲
1	Atlanta, GA (DMA)	42.86%
2	Salt Lake City, UT (DMA)	39.10%
3	Minneapolis/St. Paul, MN (DMA)	38.42%
4	Detroit, MI (DMA)	32.62%
5	West Palm Beach, FL (DMA)	27.88%
6	Cincinnati, OH (DMA)	26.33%
7	Raleigh/Durham, NC (DMA)	24.67%
8	Norfolk, VA (DMA)	23.30%
9	New York, NY (DMA)	22.75%
10	Jacksonville, FL (DMA)	22.13%

## (2) Ranking smaller geographies within your DMA – Red Rocks Amphitheatre

Below we are looking at the top ZIP Codes in the **Denver DMA** who attended the world-famous Red Rocks Amphitheatre within the past year. Ranked variable: % *Hyperlocal Data | Denver, CO | Activities/travel past 12 months | Events attended/places visited past 12 months | Red Rocks Amphitheatre event*

	Location	% Hyperlocal Data   Denver, CO... ...heatre event, 2019 <span>scarborough</span> ▲
1	80422, Black Hawk, CO	35.63%
2	80238, Denver, CO	34.22%
3	80249, Denver, CO	32.84%
4	81631, Eagle, CO	32.40%
5	80202, Denver, CO	30.80%
6	80211, Denver, CO	30.64%
7	80206, Denver, CO	30.26%
8	80216, Denver, CO	30.25%
9	80203, Denver, CO	30.10%
10	80218, Denver, CO	29.92%

## 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.