

CIUDAD HISPANA DE SCARBOROUGH



WE ARE THE HISPANIC AMERICAN CONSUMER.
SCARBOROUGH SPEAKS OUR LANGUAGE.

Welcome to Ciudad Hispana de Scarborough

CIUDAD HISPANA DE SCARBOROUGH, the “Hispanic City of Scarborough,” is a suite of services designed to assist you in distinguishing Hispanic consumers. Learn where the American Hispanic consumer shops, how they use media, and how they spend their free time. Scarborough Hispanic data helps you:

- Gain a comprehensive perspective of the Hispanic consumer on the local or national level and learn how to increase sales.
- Develop in-depth insights regarding Hispanic consumer trends including big ticket purchases (such as automotive, home ownership and major appliances), brand loyalty relationships, shopping patterns and media habits.
- Increase ROI for your co-branding campaigns and sponsorships.
- Effectively target Hispanics in marketing programs.
- Make more informed decisions about the buying and selling of advertising.

Scarborough Hispanic Studies

Ciudad Hispana de Scarborough provides a variety of studies and services to assist marketers and media in understanding the Hispanic Consumer. The service offerings include:

SCARBOROUGH LOCAL MARKET HISPANIC STUDIES

Analyze Hispanic consumer shopping patterns, media preferences and lifestyles in top Hispanic local markets using Scarborough’s Local Market Hispanic Studies. Through an increased number of Hispanic respondents in cities with the highest density of Hispanic consumers, Scarborough’s local market studies empower media sales, research professionals and marketers to perform detailed analyses on the patterns of Hispanic consumers in the local markets where they live.

SCARBOROUGH HISPANIC MULTI-MARKET STUDY

With a sample size of more than 28,000 respondents across 25 local markets (representing 74% of the Hispanic population), subscribers now have the ability to easily perform in-depth analyses and comparisons across local markets, brands, media outlets, and retailers. Subscribers can explore Hispanic consumer behavior in top marketing categories such as finance (including banking and insurance), beverage, automotive, telecommunications, media, and retail shopping.

CONSUMER TRACKER FOR HISPANIC CONSUMERS

Keep your finger on the pulse of Hispanic consumers with Scarborough’s Consumer Tracker, a service which enables Scarborough users to subscribe to monthly or quarterly customized Hispanic consumer market trend reports. Consumer Tracker enables marketers to closely monitor market penetration changes, competitive challenges and consumer trends and ultimately, increase ROI for marketing dollars.

BENEFIT

Gain comprehensive insight into an individual Hispanic local market.

BENEFIT

Compare and contrast media usage, shopping patterns and lifestyle behaviors.

BENEFIT

Monitor the competition by analyzing market penetration fluctuations monthly or quarterly.



ONE OF THE LARGEST AND MOST COMPREHENSIVE HISPANIC SAMPLES AVAILABLE

Ciudad Hispana de Scarborough has a database of 28,000+ Hispanic respondents depending upon the study chosen. Scarborough's unprecedented Hispanic sample enables a more precise and granular analysis of Hispanic consumers. Users can delve more deeply into consumer categories with an accurate Hispanic sample.

TAKING HISPANIC CONSUMER RESEARCH TO THE NEXT LEVEL

The Scarborough Survey is a two-part process: a telephone interview followed by a self-administered questionnaire and television diary. Scarborough's uncompromising survey procedures include many methods to ensure the most robust Hispanic sample possible such as: using bilingual interviewers and questionnaires, increased incentives, and additional reminders for respondents.

The Scarborough Hispanic databases available in Ciudad Hispana de Scarborough represent 12 months of data with more than 1,700 categories and brands available for analysis.

WAVERLY WIRELESS INCREASES LOCAL MARKET PENETRATION AMONG HISPANICS

Waverly Wireless is a national cell phone manufacturer. They are rolling out a new brand of cell phones which they want to become the "must-have" gadget for Hispanic young adults. Waverly uses Scarborough's Multi-Market Hispanic Study to analyze cell phone penetration for its brand – as well as those of its competitors – and determine a targeted and specific local market strategy.

- Determine cell phone penetration among Hispanics.
- Analyze cell phone brand penetration across those markets.
- Implement a marketing strategy to increase Waverly Wireless' market share.

"I travel frequently and need a good national calling plan, and I also want to be able to use my phone to access the internet."



"I commute about an hour to work on a train and I often use my cell phone to play games."



XYZ MEDIA OUTLET HELPS SAN ANTONIO AUTO CENTER INCREASE HISPANIC CAR SALES

The San Antonio Auto Center needs to increase its sales among Hispanics locally. XYZ Media Outlet has been trying to become a part of a local dealership's advertising schedule for several months. They developed a pitch using local consumer insights from Scarborough's Local Market Hispanic Study for San Antonio. Together, XYZ Media Outlet and the San Antonio Auto Center create a successful sponsorship opportunity.

- Establish sales goals for specific makes and models of cars according to local Hispanic preferences.
- Create a promotion targeting younger Hispanics.
- Develop bilingual sales materials and hire bilingual sales staff.

"My wife and I are expecting a child and want to buy a larger car."



"Spanish is my primary language and I'm attending a special event at the dealership I heard about on my local news."



LOCAL MEDIA TAP INTO CIUDAD HISPANA DE SCARBOROUGH FOR INCREASED AD SALES

Understanding Hispanic media habits requires an analysis of language and culture on a local market level. Local media use Ciudad Hispana de Scarborough to understand the viewing, listening and reading patterns of Hispanics where they live. The shopping and category information helps media sales executives become valued consultants to their clients.

- Analyze media patterns of Hispanics locally and understand the influence of language in media choices.
- Examine purchasing behaviors by category.
- Distinguish lifestyle information to help plan promotions.

"I read my local Spanish language newspaper every day."



"I plan to open a savings account for my child next year."



SCARBOROUGH
research

Local. Regional. National.

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