



**For Immediate Release**

**Scarborough Research Incorporates Cell Phone-Only Sample  
into Consumer Surveys**

NEW YORK (August 12, 2009) – Consumer and media research firm Scarborough Research announced today that it will incorporate cell phone-only (CPO) users into the sample frame for its syndicated local market studies. The fieldwork for these studies begins this summer, with data releasing to the marketplace in the spring of 2010.

Scarborough Research will employ an address-based sample to identify cell phone-only populations. This CPO sample will be combined with the company's traditional landline telephone sample frame currently used to collect data for its syndicated Top-Tier<sup>1</sup> Local Market service. Scarborough is utilizing the new address-based sample/CPO methodology treatment in 10 local market studies initially. Over the next two data releases, due to the marketplace in spring 2011, the company will incorporate the CPO treatment into all of its Top-Tier Local Market Studies, as well as into Scarborough USA+ (a national study).

"The addition of the cell phone-only sample frame underscores Scarborough's commitment to responding to sample coverage changes with a goal of ensuring that our clients are utilizing quality, reliable consumer data," said Gregg Lindner, executive vice president of research and operations, Scarborough Research. "Our new procedures represent the leading methods to reach the cell phone-only population while maintaining survey quality."

"Cell phones have become ubiquitous. We recognize the need to ensure those consumers who use their cell phone as their primary phone are included in our survey," commented Steve Seraita, executive vice president of sales, Scarborough Research. "At Scarborough, we are focused on providing high-quality information that reflects today's consumer. The new CPO treatment ensures just that."

The first set of Scarborough Local Markets Studies which will receive the new cell phone-only methodology are:

|              |                   |
|--------------|-------------------|
| Austin, TX   | Oklahoma City, OK |
| Columbus, OH | Pittsburgh, PA    |
| Denver, CO   | Portland, OR      |
| Flint, MI    | Sacramento, CA    |
| Norfolk, VA  | Syracuse, NY      |

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<sup>1</sup> Top-Tier Local Market Studies are Scarborough's core syndicated service. For a full list, please see [www.scarborough.com](http://www.scarborough.com)

The markets for the next phase will be announced within the coming months.

**About Scarborough Research**

Scarborough Research ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. ([www.arbitron.com](http://www.arbitron.com)) and The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)).

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