



Connecting to *Nielsen's Scarborough* data through SimplyAnalytics

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.

To connect to Nielsen's Scarborough dataset, begin by either entering **SimplyAnalytics** in a Duke Catalog search or by selecting **SimplyAnalytics** from the Ford Library's A-Z database list: <https://library.fuqua.duke.edu/databases/index.php>

Once in SimplyAnalytics, you may either create your own login if you want to save this and other projects to be used at a later time, or if you plan to use it only a few times, you may login as a guest.

The image shows two side-by-side screenshots of the SimplyAnalytics web application. The left screenshot is a welcome page for a Duke University account. It features the SimplyAnalytics logo at the top, followed by a brief description of the application. Below that, it says 'Welcome to the Duke University SimplyAnalytics account.' There is a section titled 'Exciting Data Changes!' with a paragraph of text. At the bottom, it provides contact information for support. The right screenshot shows a sign-in form. It has two radio buttons: 'Sign in with your account' (selected) and 'Sign in as a guest'. The 'Sign in with your account' option has a sub-note '(All of your work will be saved)'. Below this are input fields for 'Email address:' and 'Password:'. There are links for 'Don't have an account? Create an account' and 'Forgot your password? Reset your password'. At the bottom right of the form is a 'Sign In' button.

If you decide to login as a guest, you may close the Welcome to SimplyAnalytics box, as well as the new project box.

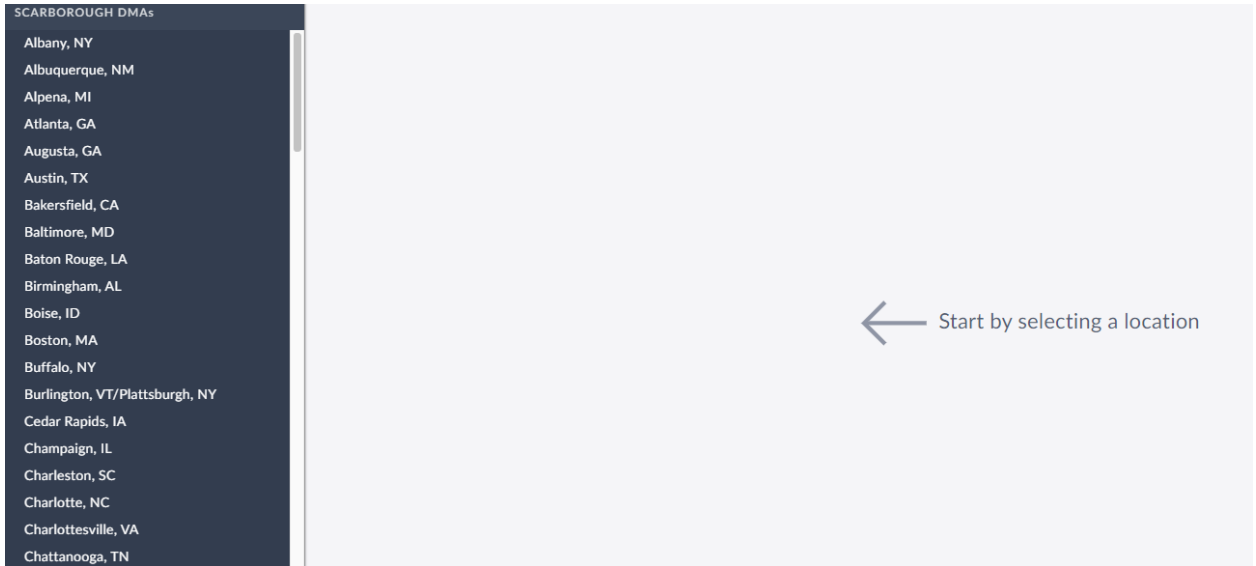
*If you have a personal SimplyAnalytics account, your previous search results will appear. To be able to clear this screen and select the Scarborough data, click **NEW VIEW**.*

To locate and search Scarborough:

- Scroll down to Scarborough Crosstab, click **create**

The screenshot displays a grid of four report creation cards. The top-left card is partially visible with text about adding variables. The top-right card is titled 'HISTOGRAM' and describes a chart showing frequency distribution. The bottom-left card is partially visible with text about visualizing relationships. The bottom-right card is titled 'SCARBOROUGH CROSTAB TABLE' and is highlighted with a red border; it describes surveys of 210,000 people across the country. Each card has a 'Create' button at the bottom.

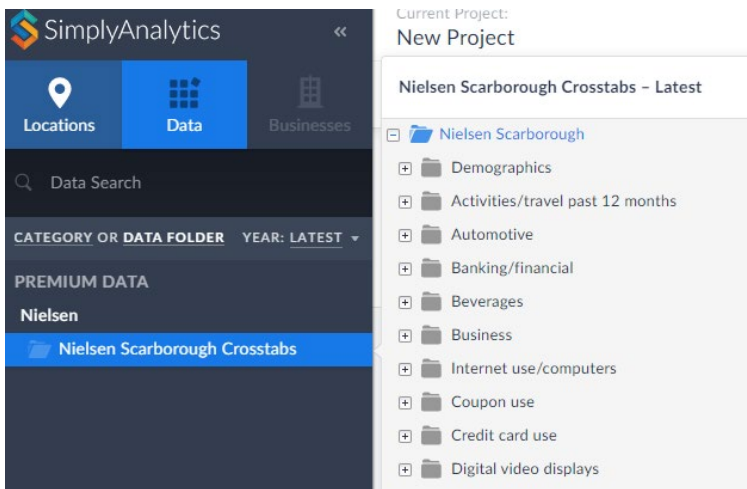
- Select your location



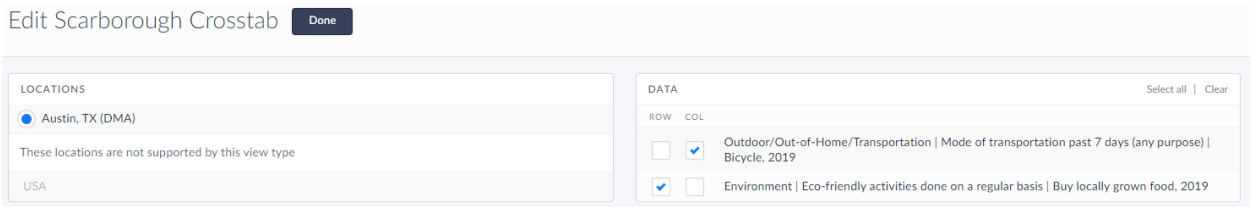
- Select your data by clicking the DATA box, then browse by CATEGORY



Or select DATA FOLDER to browse only Nielsen data



- Select at least two data categories in order to compare them in that location. For instance, locating those living in Austin who bicycle as a mode of transportation and also shop for locally grown food. Choose one item as your column, and the other as your row. Once you've made your selections, close the search box.



- You now have your dataset displayed, which you can download as an excel file

Cells Display: Vertical %, Index, Horizontal % Location: Austin, TX (DMA) Dataset: Nielsen Scarborough Crosstabs

	TOTAL			...Outdoor/Out-of-Home/Transportation Mode of transportation past 7 days (any purpose) Bicycle		
TOTAL	100%	INDEX 100	100%	100%	INDEX 100	5.9%
Environment Eco-friendly activities done on a regular basis Buy locally grown food	26.6%	INDEX 100	100%	33.5%	INDEX 126	7.5%