

# SCARBOROUGH RESEARCH DATA DELIVERY SCHEDULE 2011



DMA *	WAVE	RELEASE I	RELEASE II
Albany, NY	R	4/28	10/27
Albuquerque, NM	B	5/26	11/23
Atlanta, GA	R	4/14	10/13
Austin, TX	B	5/26	11/23
Bakersfield, CA	B	5/26	11/23
Baltimore, MD	W	5/5	11/3
Birmingham, AL	W	5/19	11/17
Boston, MA	W	5/19	11/17
Buffalo, NY	B	5/26	11/23
Charlotte, NC	W	5/12	11/10
Chattanooga, TN	B	6/23	12/22
Chicago, IL	W	5/5	11/3
Cincinnati, OH	W	5/12	11/10
Cleveland, OH	W	5/5	11/3
Colorado Springs, CO	B	6/2	12/1
Columbus, OH	B	6/2	12/1
Dallas/Ft. Worth, TX	W	4/28	10/27
Denver, CO	W	5/5	11/3
Des Moines, IA	W	5/12	11/10
Detroit, MI	R	4/7	10/6
El Paso, TX	W	5/5	11/3
Flint/Saginaw, MI	B	6/23	12/22
Fort Myers, FL	R	4/21	10/20
Fresno, CA	R	4/7	10/6
Grand Rapids, MI	B	6/2	12/1

DMA *	WAVE	RELEASE I	RELEASE II
Green Bay/Appleton, WI	B	6/23	12/22
Greensboro, NC	B	6/2	12/1
Greenville, SC	B	6/2	12/1
Harlingen/McAllen, TX	R	4/7	10/6
Harrisburg, PA	B	6/9	12/8
Hartford, CT	R	4/21	10/20
Honolulu, HI	B	6/9	12/8
Houston, TX	W	5/12	11/10
Indianapolis, IN	R	4/21	10/20
Jacksonville, FL	B	6/9	12/8
Kansas City, MO	W	5/12	11/10
Knoxville, TN	B	6/16	12/15
Las Vegas, NV	B	6/2	12/1
Lexington, KY	B	6/23	12/22
Little Rock, AR	B	6/23	12/22
Los Angeles, CA	R	4/14	10/13
Louisville, KY	B	6/9	12/8
Memphis, TN	B	6/16	12/15
Miami, FL	R	4/14	10/13
Milwaukee, WI	R	4/21	10/20
Minneapolis/St. Paul, MN	R	4/21	10/20
Mobile, AL/Pensacola, FL	B	5/26	11/23
Nashville, TN	R	4/28	10/27
New Orleans, LA	B	5/26	11/23
New York, NY	W	5/12	11/10
Norfolk, VA	W	5/19	11/17
Oklahoma City, OK	B	6/23	12/22
Orlando, FL	R	4/7	10/6
Philadelphia, PA	R	4/21	10/20

Each Release is divided into three waves.  
**R** = Red, **W** = White, **B** = Blue

Fieldwork dates for each wave can be  
found on the next page

\*DMA or Designated Market Area is a trademark of  
Nielsen Media Research

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DMA*	WAVE	RELEASE I	RELEASE II
Phoenix, AZ	R	4/7	10/6
Pittsburgh, PA	W	5/12	11/10
Portland, OR	W	5/5	11/3
Providence, RI	B	6/9	12/8
Raleigh/Durham, NC	B	6/9	12/8
Richmond, VA	B	6/16	12/15
Roanoke, VA	R	4/28	10/27
Rochester, NY	R	4/28	10/27
Sacramento, CA	W	5/12	11/10
Salt Lake City, UT	R	4/21	10/20
San Antonio, TX	R	4/7	10/6
San Diego, CA	R	4/7	10/6
San Francisco, CA	R	4/28	10/27
Seattle, WA	W	5/5	11/3
Spokane, WA	W	5/19	11/17
St. Louis, MO	R	4/28	10/27
Syracuse, NY	B	6/16	12/15
Tampa, FL	R	4/14	10/13
Toledo, OH	B	6/23	12/22
Tucson, AZ	R	4/14	10/13
Tulsa, OK	W	5/19	11/17
Washington, D.C.	W	5/19	11/17
West Palm Beach, FL	R	4/14	10/13

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## FIELDWORK DATES

Data is released twice a year for all Scarborough markets. Each release is a rolling 12-month average of the current and previous six months of fieldwork. Data for the 2011 Scarborough Survey included fieldwork from the following time periods:

### Release I, 2011 (12 months)

Red Wave	2/5/10 - 1/8/11
White/Green Wave	3/9/10 - 2/5/11
Blue Wave	3/30/10 - 3/5/11

### Release II, 2011 (12 months)

Red Wave	8/10/10 - 7/9/11
White/Green Wave	9/8/10 - 8/6/11
Blue Wave	10/5/10 - 9/3/11

Scarborough data is delivered via electronic database twice a year.

**NOTE:** The Green Wave is made up of the DMAs not covered in the 77 local market syndicated studies. The Green Wave interviews are used to make up the balance of U.S. for the Scarborough USA+ study.

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# SCARBOROUGH RESEARCH DATA DELIVERY SCHEDULE 2011



## CIUDAD HISPANA DE SCARBOROUGH

Ciudad Hispana de Scarborough, the “Hispanic City of Scarborough,” helps marketers and media distinguish Hispanic consumers. With a sample size of more than 36,000 Hispanics, Scarborough enables precise and granular analyses of this consumer group’s retail shopping patterns, media usage and lifestyle behaviors.

## LOCAL MARKET HISPANIC STUDIES

DMA*	WAVE	RELEASE I	RELEASE II
Chicago, IL	B	6/9	12/8
Dallas, TX	B	6/16	12/15
Fresno, CA	W	5/19	11/17
Houston, TX	B	6/16	12/15
New York, NY	B	6/16	12/15
Phoenix, AZ	W	5/19	11/17
Sacramento, CA	B	6/16	12/15
San Antonio, CA	W	5/19	11/17
San Francisco, CA	B	6/2	12/1

## HISPANIC MULTI-MARKET STUDY

Release I 2011	9/15/11
Release II 2011	3/15/12

## MULTI-MARKET DATABASE

This database aggregates Scarborough’s 77 local markets measured allowing media and marketing professionals to look in-depth at consumer patterns, specific brands and stores that are common in two or more markets. Additionally, you can create custom CBSA/DMA geographics.

Release I 2011 (2/5/10 - 3/5/11)	8/4/11
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Release II 2011 (8/10/10 - 9/3/11)	2/2/12
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## SCARBOROUGH USA+

Scarborough’s national database provides users insight into the demographic, shopping, media and lifestyle activities that define the American consumer. With over 210,000 adults surveyed, you can drill down to the local level to compare and contrast local and regional nuances against the national average.

Release I 2011 (2/5/10 - 3/5/11)	8/18/11
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Release II 2011 (8/10/10 - 9/3/11)	2/16/12
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In addition to the studies listed here, Scarborough has Mid-Tier Studies available. For more information, visit [www.scarborough.com/mid-tier.php](http://www.scarborough.com/mid-tier.php) and for the data delivery dates of these markets please email [info@scarborough.com](mailto:info@scarborough.com)