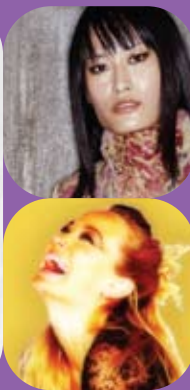
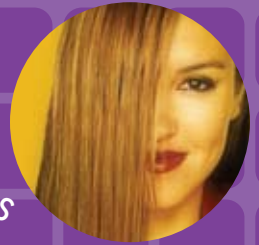


77 TOP-TIER LOCAL MARKET STUDIES



**WE ARE THE AMERICAN CONSUMER.**  
SCARBOROUGH SURVEYS US WHERE WE LIVE.

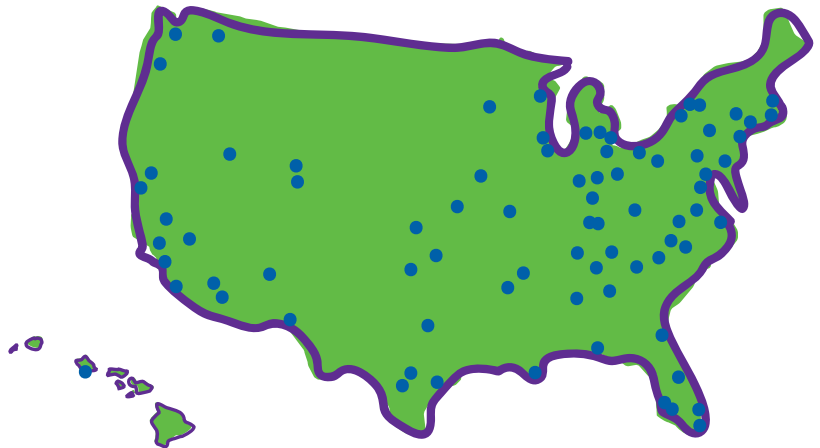


# Consumer Insights From Main Street to Wall Street

SCARBOROUGH'S 77 TOP-TIER LOCAL MARKET STUDIES PROVIDE COMPREHENSIVE INSIGHTS into the media usage, shopping patterns, detailed demographics and lifestyle behaviors of the consumer in a local market. Scarborough information is used by a broad range of media and marketer clients to create more efficient and effective marketing and sales programs. From targeting an ethnic audience and prospecting for new advertising business to establishing a suitable co-branding partnership, Scarborough is a vital tool for marketing and sales strategies. Scarborough's Top-Tier Local Market Studies are Media Rating Council (MRC) accredited.

## Scarborough's Top-Tier Market Studies are available in each of the following DMAs\*:

- |                      |                        |
|----------------------|------------------------|
| Albany, NY           | Flint/Saginaw, MI      |
| Albuquerque, NM      | Fort Myers, FL         |
| Atlanta, GA          | Fresno, CA             |
| Austin, TX           | Grand Rapids, MI       |
| Bakersfield, CA      | Green Bay/Appleton, WI |
| Baltimore, MD        | Greensboro, NC         |
| Birmingham, AL       | Greenville, SC         |
| Boston, MA           | Harlingen/McAllen, TX  |
| Buffalo, NY          | Harrisburg, PA         |
| Charlotte, NC        | Hartford, CT           |
| Chattanooga, TN      | Honolulu, HI           |
| Chicago, IL          | Houston, TX            |
| Cincinnati, OH       | Indianapolis, IN       |
| Cleveland, OH        | Jacksonville, FL       |
| Colorado Springs, CO | Kansas City, MO        |
| Columbus, OH         | Knoxville, TN          |
| Dallas/Ft. Worth, TX | Las Vegas, NV          |
| Denver, CO           | Lexington, KY          |
| Des Moines, IA       | Little Rock, AR        |
| Detroit, MI          | Los Angeles, CA        |
| El Paso, TX          | Louisville, KY         |



- |                          |                    |                     |
|--------------------------|--------------------|---------------------|
| Memphis, TN              | Phoenix, AZ        | San Francisco, CA   |
| Miami, FL                | Pittsburgh, PA     | Seattle, WA         |
| Milwaukee, WI            | Portland, OR       | Spokane, WA         |
| Minneapolis/St. Paul, MN | Providence, RI     | St. Louis, MO       |
| Mobile, AL/Pensacola, FL | Raleigh/Durham, NC | Syracuse, NY        |
| Nashville, TN            | Richmond, VA       | Tampa, FL           |
| New Orleans, LA          | Roanoke, VA        | Toledo, OH          |
| New York, NY             | Rochester, NY      | Tucson, AZ          |
| Norfolk, VA              | Sacramento, CA     | Tulsa, OK           |
| Oklahoma City, OK        | Salt Lake City, UT | Washington, D.C.    |
| Orlando, FL              | San Antonio, TX    | West Palm Beach, FL |
| Philadelphia, PA         | San Diego, CA      |                     |



**SCARBOROUGH  
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## THE SMARTEST INVESTMENT FOR LOCAL, REGIONAL AND NATIONAL CONSUMER INSIGHTS

Scarborough Research measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers across 77 Top-Tier Local Markets. For more than 30 years, Scarborough has been the most widely accepted source of local consumer shopping, media and lifestyle information. Scarborough's Top-Tier Local Market Studies are Media Rating Council (MRC) accredited. Businesses – from Fortune 1000 marketers and advertising agencies, to local newspapers and broadcasters – rely on Scarborough for insights that lead to measurable sales and marketing impact.

\*DMA is a registered trademark of Nielsen Media Research.