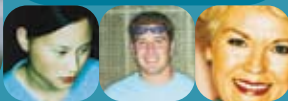
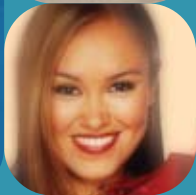


MULTI-MARKET STUDY



WE ARE THE AMERICAN CONSUMER.

USE SCARBOROUGH TO UNDERSTAND OUR BEHAVIORS ACROSS 77 LOCAL MARKETS



All Marketing is Local.

All marketing is local, and Scarborough Research is the recognized leader in local market consumer research. Scarborough's Multi-Market Study combines the 77 Top-Tier local markets measured by the firm into one single database. Examine markets individually, compare markets, or combine markets. From shopping habits and lifestyles to demographics and media behaviors, the Scarborough Multi-Market Study enables you to study consumer preferences locally, regionally and nationally.

UNDERSTAND THE INDIVIDUALITY OF U.S. CITIES

The Scarborough Multi-Market Study is your tool to examine the distinct consumer media patterns, shopping behaviors, lifestyles and demographics across the U.S. Compare one market to another, create custom geographies, and find new opportunities geographically.

USE THE SCARBOROUGH MULTI-MARKET STUDY TO:

- Create custom marketing areas based on counties, metros, DMATMs, and other geographies
- Tailor marketing and advertising programs according to the nuances of local market consumer behavior
- Attract advertising dollars to your market or region
- Select marketing partners
- Sell the power of your local market, state, or region
- Build marketing campaigns from "the bottom-up" by understanding the unique dynamics of individual markets

RELIABLE INSIGHTS

The Scarborough Multi-Market Study is Media Rating Council (MRC) accredited. Data is collected from more than 210,000 adults annually, reflecting the brand preferences, retail insights, media behaviors, lifestyles and demographics of consumers within their local markets.



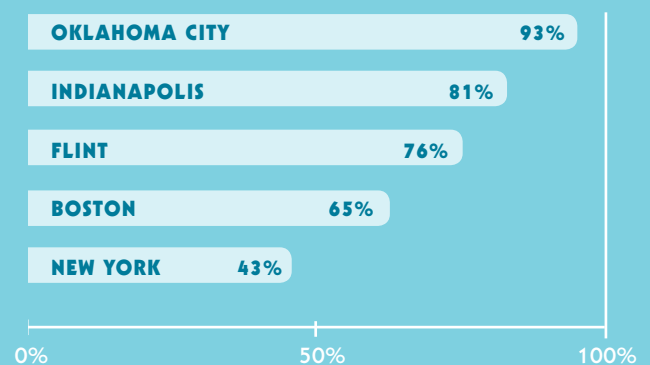
"I am a brand manager at an office supply retailer. The Scarborough Multi-Market Study enabled me to select a marketing partner that helped my company make in-roads in our competitor's strongest markets."



"My media group wants to sell a regional advertising package for our client, a cellular provider. The Scarborough Multi-Market Study is key in building a custom geography in the Northeast to demonstrate our reach among cellular customers in the region."

COMPARE/CONTRAST LOCAL SHOPPING HABITS WITH THE SCARBOROUGH MULTI-MARKET STUDY

Wal-Mart Shopper Penetration Varies by Local Market
% of Consumers Who Shopped Wal-Mart, Past 3 Months



Source: Scarborough Multi-Market Study, Release 2 2009



SCARBOROUGH
RESEARCH

*We Know the Locals
Nationwide*

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