

SCARBOROUGH RESEARCH  
**data delivery schedule**  
**METROS 2012**



METRO*	WAVE	RELEASE 1	RELEASE 2
Akron, OH	W	5/17	11/5
Albany/ Schenectady/ Troy, NY	R	5/3	11/1
Albuquerque, NM	B	5/31	11/29
Appleton/ Oshkosh, WI	B	6/21	12/20
Asheville, NC	B	6/7	12/6
Atlanta, GA	R	4/12	10/11
Austin, TX	B	5/31	11/29
Bakersfield, CA	B	5/31	11/29
Baltimore, MD	W	5/17	11/15
Birmingham, AL	W	5/17	11/15
Boston, MA	W	5/24	11/21
Buffalo/ Niagara Falls, NY	B	5/31	11/29
Charlotte/ Gastonia, NC/ Rock Hill, SC	W	5/17	11/15
Chattanooga, TN	B	6/21	12/20
Chicago, IL	W	5/10	11/8
Cincinnati, OH	W	5/24	11/21
Cleveland, OH	W	5/17	11/15
Colorado Springs, CO	B	6/7	12/6
Columbus, OH	B	6/7	12/6
Dallas/ Ft. Worth, TX	W	5/3	11/1
Daytona Beach, FL	R	4/12	10/11

METRO*	WAVE	RELEASE 1	RELEASE 2
Denver/ Boulder, CO	W	5/10	11/8
Des Moines, IA	W	5/10	11/8
Detroit, MI	R	4/19	10/18
El Paso, TX	W	5/10	11/8
Fayetteville, NC	B	6/14	12/13
Flint, MI	B	6/28	12/27
Ft. Myers/ Naples/ Marco Island, FL	R	4/26	10/25
Ft. Pierce/Stuart/ Vero Beach, FL	R	4/19	10/18
Fresno, CA	R	4/12	10/11
Grand Rapids, MI	B	6/7	12/6
Green Bay, WI	B	6/21	12/20
Greensboro/ Winston-Salem/ High Point, NC	B	6/7	12/6
Greenville/ Spartanburg, SC	B	6/7	12/6
Harlingen/ McAllen/ Brownsville, TX	R	4/12	10/11
Harrisburg/ Lebanon/ Carlisle, PA	B	6/14	12/13
Hartford/ New Britain/ Middletown, CT	R	4/26	10/25
Honolulu, HI	B	6/14	12/13
Houston/ Galveston, TX	W	5/17	11/15

Each Release is divided into three waves. **R** = Red, **W** = White, **B** = Blue  
 Fieldwork dates for each wave can be found on the last page.

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Indianapolis, IN	R	4/26	10/25
Jacksonville, FL	B	6/14	12/13
Kansas City, MO	W	5/10	11/8
Knoxville, TN	B	6/21	12/20
Lancaster, PA	B	6/14	12/13
Las Vegas, NV	B	6/7	12/6
Lexington/ Fayette, KY	B	6/28	12/27
Little Rock, AR	B	6/28	12/27
Los Angeles, CA	R	4/19	10/18
Louisville, KY	B	6/14	12/13
Memphis, TN	B	6/21	12/20
Miami/ Ft. Lauderdale/ Hollywood, FL	R	4/19	10/18
Milwaukee/ Racine, WI	R	4/12	10/11
Minneapolis/ St. Paul, MN	R	4/26	10/25
Mobile, AL	B	5/31	11/29
Nashville, TN	R	5/3	11/1
New Orleans, LA	B	5/31	11/29
New York, NY	W	5/17	11/15
Norfolk/ Virginia Beach/ Newport News, VA	W	5/24	11/21
Oklahoma City, OK	B	6/28	12/27
Orlando, FL	R	4/12	10/11
Pensacola, FL	B	5/31	11/29
Philadelphia, PA	R	4/26	10/25

METRO*	WAVE	RELEASE 1	RELEASE 2
Phoenix, AZ	R	4/19	10/18
Pittsburgh, PA	W	5/17	11/15
Portland, OR	W	5/10	11/8
Providence/ Warwick/ Pawtucket, RI	B	6/14	12/13
Pueblo, CO	B	6/7	12/6
Raleigh/ Durham, NC	B	6/14	12/13
Richmond, VA	B	6/21	12/20
Riverside/ San Bernardino, CA	R	4/19	10/18
Roanoke/ Lynchburg, VA	R	5/3	11/1
Rochester, NY	R	5/3	11/1
Sacramento, CA	W	5/17	11/15
Saginaw/ Bay City/ Midland, MI	B	6/28	12/27
Salt Lake/Ogden/ Provo, UT	R	4/26	10/25
San Antonio, TX	R	4/19	10/18
San Diego, CA	R	4/12	10/11
San Francisco, CA	R	5/3	11/1
San Jose, CA	R	5/3	11/1
Sarasota/ Bradenton, FL	R	4/26	10/25
Seattle/ Tacoma, WA	W	5/10	11/8
Spokane, WA	W	5/24	11/21
St. Louis, MO	R	5/3	11/1

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METRO*	WAVE	RELEASE 1	RELEASE 2
Syracuse, NY	B	6/21	12/20
Tampa/ St. Petersburg/ Clearwater, FL	R	4/26	10/25
Toledo, OH	B	6/28	12/27
Tucson, AZ	R	4/12	10/11
Tulsa, OK	W	5/24	11/21
Washington, D.C.	W	5/24	11/21
West Palm Beach/ Boca Raton, FL	R	4/19	10/18
York, PA	B	6/14	12/13

#### 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 2012 Scarborough Survey included fieldwork from the following time periods:

#### Release 1, 2012 (12 months)

Red Wave 2/1/11 - 1/7/12  
 White/Green Wave 3/1/11 - 2/4/12  
 Blue Wave 3/29/11 - 3/3/12

Scarborough data is delivered via electronic database twice a year.

#### Release 2, 2012 (12 months)

Red Wave 8/16/11 - 7/1/12  
 White/Green Wave 9/7/11 - 8/4/12  
 Blue Wave 10/4/11 - 9/1/12

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