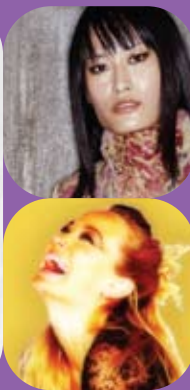
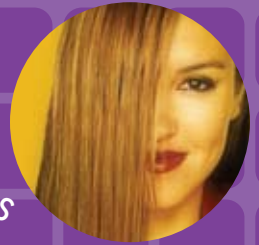


77 TOP-TIER LOCAL MARKET STUDIES



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

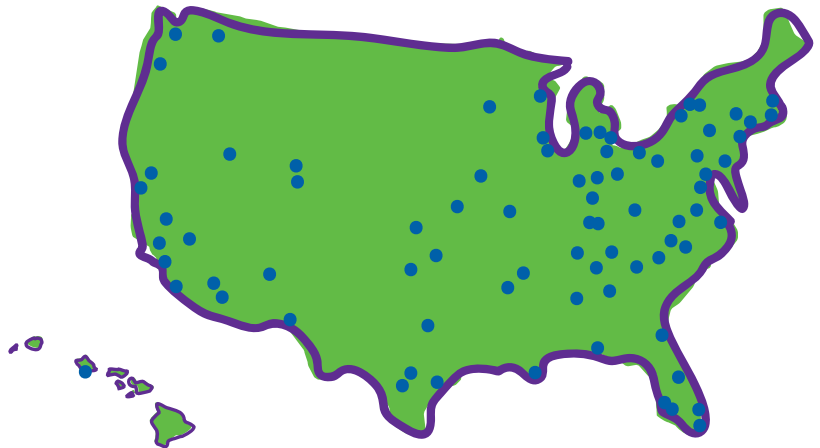


Consumer Insights From Main Street to Wall Street

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
RESEARCH**

*We Know the Locals
Nationwide*

info@scarborough.com
scarborough.com

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.