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# News

## FOR IMMEDIATE RELEASE

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### **ATLANTA, GA; DETROIT, MI; AND AUSTIN, TX RING THE LOUDEST WHEN IT COMES TO CELL PHONE OWNERSHIP**

#### ***Cell phone subscribers spend \$60 per month on their plans nationally***

NEW YORK, NY, October 14, 2003— Scarborough Research, a leader in identifying the shopping patterns, lifestyles, and media habits of American consumers, announced today that its latest study reveals that Atlanta, GA leads the nation in cell phone penetration. Three-quarters of households there subscribe to cellular phone service. Following closely behind are Detroit, MI (74%); and Austin, TX, Washington, D.C., and Miami, FL (72% each).

The U.S. markets with the lowest cell phone penetration are Charleston, WV (47%), Wilkes-Barre, PA (52%), Buffalo, NY (53%), Syracuse, NY (54%) and Lexington, KY (55%).

The study also demonstrated that two-thirds (66%) of households nationally own cell phones and these consumers spend an average of \$60 a month on their plans. Fourteen percent of consumers nationally plan to buy a cell phone for themselves or another member of their household in the next 12 months.

“Cell phone ownership is becoming ubiquitous; local markets that lagged in cell phone penetration experienced a significant amount of growth in the past three years. Nevertheless, the existing disparities in cell phone penetration from one local market to another underscore the fact that marketing cell phone products and services remains a local market issue,” said Bob Cohen, Ph.D., President, Scarborough Research. “Understanding consumers where they live—from their lifestyles and attitudes to retail behavior and local media usage—can help wireless services marketers foster enduring brand loyalty with customers.”

The Scarborough study found that 10% of cell phone subscribers nationally plan to switch their household cellular plan in the next 12 months. The top local market for switching is Detroit, MI, where 18% of consumers said they will seek to change plans in the next year.

Cell phone subscribers are also well-wired at home, according to Scarborough. These consumers are 23% more likely than adults nationally to have a broadband Internet connection. Those who do not already have broadband are 20% more likely to plan to upgrade to it. Cell phone subscribers are 14% more likely to have digital cable, 12% more likely to subscribe to premium cable channels, and 8% more likely to have a satellite television subscription.

“The cell phone industry has reached a critical time. Constant technological innovation, more consumer options, and new programs – including the ability to keep the same cell phone number when you switch carriers – have all created an unprecedented competitive marketplace,” said Alisa Joseph, vice president, advertiser sales and service, Scarborough Research. “Using research to better understand cell phone consumers where and how they live can help telecom marketers package services, extend brands, create promotions, and increase customer retention.”

Cell phone ownership is defined as Scarborough survey respondents who said they or other members of their household subscribe to wireless/cellular phone service. The data for this report is drawn from Scarborough USA+ 2003 Release 1. The 2003 data on switching carriers is from Release 1 that represents six months of measurements. The other 2003 data represents 12 months. DMA is a registered trademark of Nielsen Media Research. All other trade names are the property of their respective owners.

#### **About Scarborough Research**

Scarborough Research identifies the local, regional and national shopping, media and lifestyle patterns of the American consumer. With 75 local market studies and a national database filled with over 1700 consumer measures, Scarborough helps marketers, media companies, and advertising agencies better identify and market to Americans where they live. In addition to local market and national studies, Scarborough provides multicultural studies that focus on important consumer groups like Hispanics and Black consumers, CRM solutions, and data integration products. With more than 25 years of experience, Scarborough serves a broad client base of more than 3,000 subscribers, partnering with them to help solve today’s complex marketing challenges including customer acquisition and retention, building brand loyalty, and media buying and selling. Surveying more than 200,000 adults annually, Scarborough releases data to the marketplace twice yearly. Scarborough Research is a joint venture between Arbitron Inc. and VNU Media Measurement & Information. Additional information can be found at [www.scarborough.com](http://www.scarborough.com).

**Scarborough Local Market Ranking:**  
**Percentage of Households Who Subscribe to Cellular Services**

DMA ®	%	DMA ®	%
Atlanta	75	Nashville	65
Detroit	74	Las Vegas	65
Austin	72	Cincinnati	65
Washington, D.C.	72	Orlando/Daytona Beach/Melbourne	64
Miami/Ft.Lauderdale	72	Hartford/New Haven	64
Dallas/Fort Worth	71	San Diego	64
Memphis	71	Toledo	64
Honolulu	71	Minneapolis/St. Paul	64
Baltimore	71	Tampa/St. Petersburg/Sarasota	64
San Francisco/Oakland/San Jose	70	Tulsa	63
Kansas City	70	Portland	62
St. Louis	70	Tucson	62
Denver	70	Providence/New Bedford	62
Houston	70	Indianapolis	62
Norfolk/Portsmouth/Newport News	69	Columbus	62
New York	69	Seattle/Tacoma	62
Birmingham	69	Pittsburgh	62
New Orleans	69	Des Moines/Ames	62
West Palm Beach/Fort Pierce	69	Flint/Saginaw/Bay City	61
Salt Lake City	69	Knoxville	61
Sacramento/Stockton/Modesto	69	Mobile/Pensacola	61
Oklahoma City	68	El Paso	61
Boston	68	Louisville	61
Los Angeles	68	Cleveland	61
Philadelphia	68	Dayton	60
Charlotte	68	Wichita/Hutchinson	59
Chicago	68	Milwaukee	58
Raleigh/Durham	67	Grand Rapids/Kalamazoo/Battle Creek	57
Jacksonville/Brunswick	67	Spokane	57
Greensboro/High Point/Winston-Salem	67	Harrisburg/Lancaster/Lebanon/York	57
Richmond/Petersburg	67	Roanoke/Lynchburg	56
Greenville/Spartanburg/Asheville/ Anderson	67	Rochester	56
Fort Myers/Naples	66	Albany/Schenectady/Troy	55
Fresno/Visalia	66	Lexington	55
Albuquerque/Santa Fe	66	Syracuse	54
San Antonio	66	Buffalo	53
Phoenix	66	Wilkes-Barre/Scranton	52
		Charleston/Huntington	47

**SOURCE:** Scarborough USA+ 2003 Release 1. Based on total adults ages 18+. Cell phone ownership is defined as Scarborough survey respondents who said they or other members of their household subscribe to wireless/cellular phone service.\*DMA® is a registered trademark of Nielsen Media Research. All other trade names are the property of their respective owners.