



FOR IMMEDIATE RELEASE

Where are the Country's Charitable Givers?
*As holiday giving season reaches its peak,
 Scarborough lists the top cities for annual charitable givers*

NEW YORK (December 18, 2008) – As the holiday season is traditionally a time of charitable giving, consumer and media research firm Scarborough Research examined the different types of causes U.S. households donate to during the year. The firm's research finds that types of charitable giving vary from city to city, and that the percentage of households contributing to a certain cause also differs between markets. The lists below rank the top cities by percent of households that contributed to political, religious, arts/cultural, healthcare/medical, and social care/welfare organizations during the past year. A complete ranking for all 81 Top-Tier Markets measured by Scarborough can be found at www.weknowthelocals.com.

Top Cities for Arts/Cultural Organization Contributing Households

Rank	DMA®	% of HHLDs
1	Washington, D.C.	16
	San Francisco/Oakland/	16
1	San Jose, CA	
2	Boston, MA	15
3	Honolulu, HI	14
3	Denver, CO	14
3	Minneapolis/St. Paul, MN	14
3	Albany/Schenectady/Troy, NY	14
4	Portland, OR	13
5	Seattle/Tacoma, WA	12
5	Hartford/New Haven, CT	12
5	New York, NY	12
5	Baltimore, MD	12
5	San Diego, CA	12
5	Philadelphia, PA	12
5	Los Angeles, CA	12
	NATIONAL AVERAGE	9

Top Cities for Healthcare/Medical Organization Contributing Households

Rank	DMA®	% of HHLs
1	Albany/Schenectady/Troy, NY	23
1	Rochester, NY	23
2	Syracuse, NY	22
2	Boston, MA	22
3	Hartford/New Haven, CT	21
4	Providence/New Bedford, RI	20
4	Minneapolis/St. Paul, MN	20
5	West Palm Beach/Fort Pierce, FL	19
5	Washington, D.C.	19
5	Harrisburg/Lancaster/Lebanon/York, PA	19
5	Wilkes-Barre/Scranton, PA	19
5	New York, NY	19
5	Buffalo, NY	19
5	Philadelphia, PA	19
	NATIONAL AVERAGE	16

Top Cities for Political Organization Contributing Households

Rank	DMA®	% of HHLs
1	Minneapolis/St. Paul, MN	16
2	Denver, CO	13
2	Washington, D.C.	13
2	Portland, OR	13
2	San Francisco/Oakland/San Jose, CA	13
3	Fort Myers/Naples, FL	12
4	Seattle/Tacoma, WA	11
4	Des Moines/Ames, IA	11
4	Boston, MA	11
4	San Diego, CA	11
5	Columbus, OH	10
5	Austin, TX	10
5	Albuquerque/Santa Fe, NM	10
5	Providence/New Bedford, RI	10
5	Milwaukee, WI	10
	NATIONAL AVERAGE	8

Top Cities for Religious Organization Contributing Households

Rank	DMA®	% of HHLs
1	Salt Lake City, UT	58
2	Birmingham, NY	57
3	Charlotte, NC	54
3	Minneapolis/St. Paul, MN	54
3	Greensboro/High Point/Winston-Salem, NC	54
	Greenville/Spartanburg/	52
4	Asheville/Anderson, SC	
4	Memphis, TN	52
5	Lexington, KY	51

5	Atlanta, GA	51
5	Green Bay/Appleton, WI	51
	NATIONAL AVERAGE	43

Top Cities for Social Care/Welfare Organization Contributing Households

Rank	DMA®	% of HHLDs
1	Washington, D.C.	27
2	Minneapolis/St. Paul, MN	26
2	Seattle/Tacoma, WA	26
3	Honolulu, HI	25
4	Denver, CO	24
4	Portland, OR	24
	San Francisco/Oakland/	23
5	San Jose, CA	
	NATIONAL AVERAGE	17

SOURCE: Scarborough USA+ Release 1 2008

About Scarborough Research

Scarborough Research (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

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