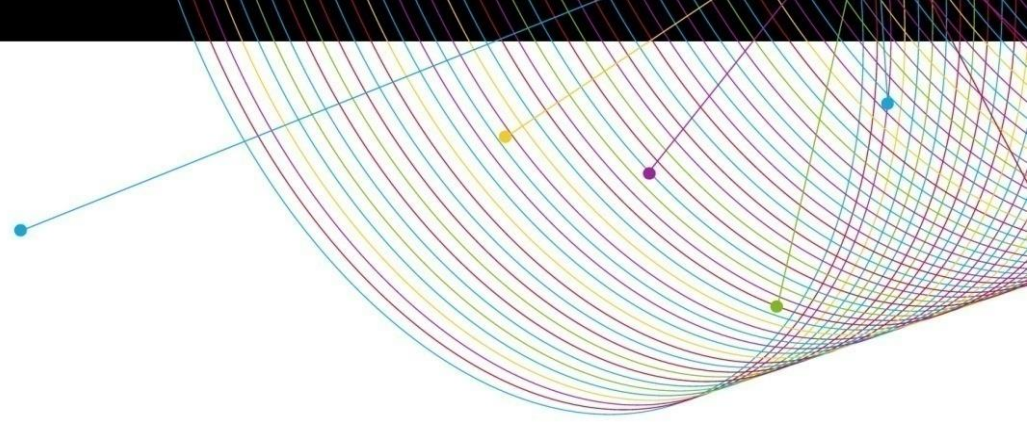




AN UNCOMMON SENSE
OF THE CONSUMER™



BRING THE LOCAL MARKET TO LIFE

NIELSEN SCARBOROUGH LOCAL CONSUMER INSIGHTS

Broaden Your Possibilities, Bring the Local Market to Life with Scarborough

Possessing actionable local insights is imperative –whether you’re developing a media plan, demonstrating the strength of your media audience, evaluating strategic partnerships or creating an ethnic marketing strategy. Scarborough’s locally-focused insights mean you benefit from a deeper and more representative look at your consumer audience.

Know the Local Flavor in Austin , TX

Digitally Focused, Locally Engaged

- Austin residents are more likely than all adults to have used the internet or an app in the past 30 days to gain restaurant information (38% more likely) and/or find a business address or phone number (33% more likely).

Technology Influencers

- Adults in Austin are 21% more likely to completely agree that they are likely to be the first among their friends and colleagues to try new technology products.

Scarborough Knows the Local American Consumer

We’ve been measuring local life for decades – capturing vital information on retailers, media, events, lifestyles and more. While localism is having a resurgence, we’ve been studying it for years.

14% of households in Miami plan to buy a new vehicle during the next year.

Actionable Consumer Insights

Media companies, marketers, sports teams and advertising agencies all rely on Scarborough consumer insights. Our information is used as a strategic tool to:

- **Create smarter, more informed media decisions:**
33% of adults who live in a household that have used an attorney during the past year have also viewed a digital video display located in a bar or restaurant during the past 30 days.
- **Maximize event and sports sponsorships:**
Half of adults attending a NASCAR event have completed a home improvement project during the past year, spending on average \$3,900.

Households in New Orleans, are

34% more likely to have shopped at a fine jewelry store during the past year.

- **Identify key markets of consumer concentration for budget allocation and product roll outs:**
The most concentrated markets for adults 21+ who have consumed a microbrew/craft beer during the past 30 days are Denver, CO, Grand Rapids, MI, Portland, OR, Seattle, WA and Spokane, WA.
- **Analyze and define consumer segments:**
In St. Louis, consumers who plan to switch their cell phone carrier are 20% more likely to be female, have an average cell bill of \$83 and send an average of 21 texts per day.
- **Increase sales of products and services:**
25% of adults who shopped for clothing or accessories on the internet during the past year, strongly agree that the offer of “free shipping” attracts them to a website.



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Nielsen Scarborough Local Consumer Insights Services

We have information on the shopping patterns, media behaviors, detailed demographics and distinctive lifestyles of the American consumer on a local, regional or national level. With over 2,000 measured categories and brands, there is a multitude of possibilities to help meet your unique challenges.

U.S. LOCAL MARKET STUDIES and HISPANIC STUDIES bring you closer to the locals with insights about the stores they shop, the media they consume, the lifestyles they live, and more.

ATTITUDINAL and HEALTHCARE MODULES bring new dimension to local data. Our Attitudinal Module combines GfK MRI's attitudinal data points with Scarborough local consumer insights' local and national databases. This service brings the WHY to Scarborough's WHO, WHAT and WHERE.

Healthcare insights are provided via our Scarborough MARS Healthcare Module which combines Kantar Media's MARS Consumer Healthcare Study's in-depth healthcare information with Nielsen Scarborough's insights to maximize healthcare marketing and advertising strategies.

Our **SEGMENTATION SYSTEMS** operate on the theory that people with similar tastes, lifestyles and behaviors seek others with the same tastes. Segments are captured by catchy names, images and behavior snapshots that summarize complex consumer profiles.

Digitally Engaged Dieters

- Top markets for adults currently on a diet plan include: Las Vegas, NV, Cincinnati, OH and West Palm Beach, FL.
- 64% of dieters have engaged in social networking during the past 30 days.
- Dieters are 21% more likely to have seen or heard a healthcare advertisement on the internet.

Analytics Services Enhance Local Consumer Insights

CUSTOM ANALYTICS & INSIGHTS are tailored solutions to fit your specific business needs. Whether you are looking for segmentation models or need to know the impact of your advertising campaign on driving brand awareness, our highly experienced Custom Analytics & Insights team will show you the power of leveraging the Scarborough consumer insights respondent-base to extend the value of your custom insights.

EXPRESS ANALYTICS provides a snapshot of relevant data or full presentations with analytics to help you uncover your strengths, as well as your growth potential.

PRIME LINGO® is the Scarborough insights online software that helps you shine a brighter light on your consumer insights. This simplified, easy to use interface offers features for beginners as well advanced users, so your entire team will be able to benefit from Scarborough local consumer insights on local and national levels.

Take a Deep Dive Into American Consumerism

Scarborough surveys more than 210,000 adults across the country to capture local consumer trends. This robust sample size enables you to take a deep dive into the information and uncover new strategic possibilities.

Our methodologies vary by local market and are highly regarded in the market research industry. Scarborough measurement modes may include phone interviews, survey booklets, television diaries and internet surveys.

Contact us today at localinfo@nielsen.com, visit us at scarborough.com or contact your Nielsen representative for more about how we can become your local insights partner.



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NIELSEN SCARBOROUGH 2016 LOCAL MARKETS MEASURED

Albany, NY	Evansville, IN	Miami, FL	Santa Barbara, CA
Albuquerque, NM	Flint/Saginaw, MI	Milwaukee, WI	Savannah, GA
Allentown, PA	Fort Myers, FL	Minneapolis/St. Paul, MN	Seattle, WA
Alpena, MI	Fort Wayne, IN	Mobile, AL/Pensacola, FL	South Bend, IN
Atlanta, GA	Fresno, CA	Monroe, LA/El Dorado, AR	Spokane, WA
Atlantic City, NJ	Gainesville/Ocala, FL	Monterey/Salinas, CA	Springfield, MO
Augusta, GA	Grand Rapids, MI	Montgomery/Selma, AL	Springfield/Holyoke, MA
Austin, TX	Green Bay/Appleton, WI	Myrtle Beach/Florence, SC	St. Louis, MO
Bakersfield, CA	Greensboro, NC	Nashville, TN	Syracuse, NY
Baltimore, MD	Greenville, SC	New Orleans, LA	Tallahassee, FL
Baton Rouge, LA	Greenville/New Bern, NC	New York, NY	Tampa, FL
Birmingham, AL	Harlingen/McAllen, TX	Norfolk, VA	Toledo, OH
Bluefield/Beckley, WV	Harrisburg, PA	Oklahoma City, OK	Traverse City/Cadillac, MI
Boise, ID	Harrisonburg, VA	Omaha, NE	Tri-Cities, TN-VA
Boston, MA	Hartford, CT	Orlando, FL	Tucson, AZ
Buffalo, NY	Hattiesburg/Laurel, MS	Paducah, KY/ Cape Girardeau, MO	Tulsa, OK
Burlington, VT/ Plattsburgh, NY	Honolulu, HI	Palm Springs, CA	Waco, TX
Cedar Rapids, IL	Houston, TX	Panama City, FL	Washington, D.C.
Champaign, IL	Huntsville/Decatur, AL	Parkersburg, WV	Wausau/Stevens Point, WI
Charleston, SC	Indianapolis, IN	Peoria, IL	West Palm Beach, FL
Charleston, WV	Jackson, MS	Philadelphia, PA	Wheeling, WV/ Steubenville, OH
Charlotte, NC	Jacksonville, FL	Phoenix, AZ	Wichita, KS
Charlottesville, VA	Johnstown/Altoona, PA	Pittsburgh, PA	Wilkes-Barre, PA
Chattanooga, TN	Kansas City, MO	Portland, OR	Wilmington, NC
Chicago, IL	Knoxville, TN	Portland/Auburn, ME	Yakima/Kennewick, WA
Chico-Redding, CA	LaCrosse-Eau Claire, WI	Providence, RI	Youngstown, OH
Cincinnati, OH	Lafayette, IN	Raleigh/Durham, NC	Yuma, AZ/El Centro, CA
Cleveland, OH	Lafayette, LA	Reno, NV	
Colorado Springs, CO	Lansing, MI	Richmond, VA	
Columbia, SC	Las Vegas, NV	Roanoke, VA	
Columbia/Jefferson City, MO	Lexington, KY	Rochester, NY	
Columbus, OH	Lincoln, NE	Rochester/Mason City/Austin, MN/IA	
Columbus/Tupelo, MS	Little Rock, AR	Rockford, IL	
Corpus Christi, TX	Los Angeles, CA	Sacramento, CA	
Dallas/Fort Worth, TX	Louisville, KY	Salisbury, MD	
Dayton, OH	Lubbock, TX	Salt Lake City, UT	
Denver, CO	Macon, GA	San Antonio, TX	
Des Moines, IA	Madison, WI	San Diego, CA	
Detroit, MI	Mankato, MN	San Francisco, CA	
Duluth, MN/Superior, WI	Marquette, MI		
El Paso, TX	Medford/Klamath Falls, OR		
Eugene, OR	Memphis, TN		
	Meridian, MS		