

KNOW THE LOCALS NATIONWIDE

BENCHMARK YOUR TARGET MARKET AGAINST THE COUNTRY USING NIELSEN SCARBOROUGH USA+ AND MULTI-MARKET

The Nielsen Scarborough USA+ and Multi-Market services are your tools to examine distinct consumer media patterns, shopping behaviors, lifestyles and demographics across the U.S. Use USA+, a nationally comprehensive database, to profile your audience or consumer on a national level. For a more regional deep dive, use the Scarborough Multi-Market service. Representative of 80% of the population, you can analyze the brands and media outlets specific to a region or individual local market.

Trusted National Insights

Data is collected from more than 200,000 adults annually, reflecting the brand preferences, retail insights, media behaviors, lifestyles and demographics of consumers within their local markets.

Demonstrate The Importance Of Your Market To National Advertisers

Media professionals and marketers use Scarborough USA+ to build national campaigns, develop stronger brand identity, formulate market penetration strategy, discover consumer targets that would provide potential growth and analyze national consumer trends.

Online Shoppers

Top local markets for the 48% of U.S. adults who used the internet in the past 30 days on any device for shopping

Baltimore, MD
San Francisco, CA
Philadelphia, PA
Albany, NY
Louisville, KY
Rochester, NY
Hartford, CT
Washington, DC
New Orleans, LA
Pittsburgh, PA

Nielsen Scarborough USA+

Plan Your Brand Or Media Outlet's Success

Scarborough's Multi-Market data is used to create custom marketing areas based on counties, metros, DMAs and other geographies. Multi-Market helps to tailor marketing and advertising programs according to the nuances of local market consumer behavior, determine markets with the best potential for their product or service, or attract advertising dollars to their market or region.

QSR Restaurant Diners

Restaurant A is dominant in the Southeast, and its diners vary based on market:

- Those in Chattanooga are 14% more likely to dine there for dinner, but those in Little Rock are 14% more likely to enjoy Restaurant A for lunch.
- Those in Greenville are 21% more likely to have attended a college football game during the past year, but those in Knoxville are more than twice more likely to have been to a NASCAR event.

Nielsen Scarborough Multi-Market

Contact Your Nielsen Representative For Additional Information