



FOR IMMEDIATE RELEASE

**Where to Go and What to Do This Summer:
From Sports Events and Zoos to Gardening and Swimming,
Scarborough Research Releases Ranking of Top American Events and Activities**

Scarborough Research Webinar on Event and Sponsorship Planning Available for Download

NEW YORK (June 30, 2010) – Summertime is in full-swing, and marketers around the country have aligned their messaging to suit the sunshine. Scarborough Research, a firm that measures the lifestyles of American consumers, released a ranking of the top events and personal activities for American adults.

Scarborough Ranking:

Top Events

(Attended During the Past Year, Adults Only, %)

1. Professional Sports Event: 35%
2. Zoo: 25%
3. Live Theatre: 20%
4. High School Sports Event: 16%
5. Art Museum: 13%
6. Rock Concert: 11%
7. Times Square in New York City: 8%
8. TIE: Six Flags Amusement Park: 7%;
Disney World in Orlando: 7%; Symphony
Concert/Opera: 7%
9. TIE: Dance/Ballet Performance: 6%;
Comedy Club: 6%
10. TIE: Sea World: 4%; Circus: 4%; Job Fair:
4%; Disneyland in Anaheim, CA: 4%

Scarborough Ranking:

Top Personal Activities

(Participated During the Past Year, %, Adults Only)

1. Gardening: 45%
2. Swimming: 32%
3. Volunteer Work: 26%
4. Photography: 25%
5. TIE: Jogging/Running: 21%; Biking: 21%;
Fishing: 21%
6. Free Weights/Circuit Training: 19%
7. TIE: Bowling: 18%; Camping: 18%
8. Sewing/Crafts: 15%
9. TIE: Hiking/Backpacking: 13%; Adult
Continuing Education: 13%; Golf: 13%
10. Basketball: 11%

Scarborough recently hosted a complimentary webinar on Event and Sponsorship Marketing. The webinar highlights how understanding the interests of a target audience – such as the events they attend or the activities they participate in – can help lead to increased success and

ROI. The recorded webinar and presentation are available for download at www.scarborough.com/freestudies.php.

SOURCE: The data in this press release is from Scarborough USA+ Study, Release 2 2009

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 77 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 210,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

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