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**SALT LAKE CITY, UT; LEXINGTON, KY; FLINT, MI; AND TOLEDO, OH  
ARE THE TOP LOCAL MARKETS FOR VIDEO GAMING HOUSEHOLDS\***

*Wal-Mart is the number one audio/video store for Video Gaming Households*

NEW YORK (March 14, 2007) – Scarborough Research, the leading consumer research firm measuring the lifestyle and shopping patterns, media behaviors and demographics of the American consumers, released an analysis which finds that Salt Lake City, UT, is the number one local U.S. market for households that own a video game system. Thirty-two percent of households in Salt Lake City, UT, own a video game system. Lexington, KY, Flint, MI, and Toledo, OH, follow close behind Salt Lake City with 30 percent of households in these cities owning a video game system. Nationally, 24 percent of households own a video game system.

Nationally, the number one audio/video store for Video Gaming Households is Wal-Mart. Thirty-three percent of all households nationally that own a video game system have made a purchase there in the past year. Best Buy (30 percent), Target (16 percent), Circuit City (15 percent) and Radio Shack (7 percent) complete the top five audio/video stores for Video Gaming Households.

In Salt Lake City, Wal-Mart is also the number one audio/video store among Video Gaming Households. Forty-three percent of these households in Salt Lake City have made an audio/video item purchase at Wal-Mart in the past year. Best Buy (23 percent), Target (12 percent), Circuit City (11 percent) and Costco (10 percent) complete the top five audio/video stores for Salt Lake City Video Gaming Households. The top audio/video stores among Salt Lake City Video Gaming Households, are similar to those nationally. Four out of the top five audio/video stores are the same. However, Video Gaming Households in Salt Lake City are 82 percent more likely than all households

nationally to have made an audio/video item purchase at Target in the past year. They are 49 percent more likely than all households nationally to have made an audio/video item purchase at Best Buy.

Scarborough Local Market Analysis, Household Owns Video Game System

DMA**	Percent (%)
Salt Lake City	32
Lexington	30
Flint/Saginaw/Bay City	30
Toledo	30
Wilkes-Barre/Scranton	29
Norfolk/Portsmouth/Newport News	29
Indianapolis	28
Green Bay/Appleton	28
Atlanta	28
Sacramento/Stockton/Modesto	28
Chicago	27
Tulsa	27
Wichita/Hutchinson	27
Baltimore	27
Syracuse	26
Honolulu	26
Denver	26
Cincinnati	26
Rochester	26
Portland	26
Greensboro/High Point/Winston-Salem	26
Mobile/Pensacola	26
Las Vegas	26
Oklahoma City	25
Birmingham	25
Providence/New Bedford	25
Kansas City	25
Houston	25
Des Moines/Ames	25
Charleston/Huntington	25
Detroit	25
Columbus	25
Raleigh/Durham	25
Albany/Schenectady/Troy	25
Austin	25
Seattle/Tacoma	25
Nashville	25
Louisville	24

DMA**	Percent (%)
Washington, D.C.	24
Fresno/Visalia	24
Pittsburgh	24
Dayton	24
Cleveland/Akron	24
Memphis	24
Dallas/Fort Worth	24
Phoenix	24
Roanoke/Lynchburg	24
Grand Rapids/Kalamazoo/Battle Creek	24
Philadelphia	23
San Diego	23
Los Angeles	23
Buffalo	23
San Antonio	23
Milwaukee	23
Jacksonville	23
El Paso	22
New York	22
Minneapolis/St. Paul	22
Knoxville	22
Greenville/Spartanburg/Asheville/Anderson	22
St. Louis	21
Harrisburg/Lancaster/Lebanon/York	21
Boston	21
Spokane	21
Orlando/Daytona Beach/Melbourne	21
Albuquerque/Santa Fe	21
Richmond/Petersburg	21
Hartford/New Haven	21
San Francisco/Oakland/San Jose	21
Charlotte	20
Tucson	20
West Palm Beach/Fort Pierce	20
Tampa/St.Petersburg	20
Miami/Ft.Lauderdale	19
Fort Myers/Naples	15

Source: Study Scarborough USA+ 2006 Release 2

*\* Video Gaming Households = household that owns a video game system*

*\*\*DMA or Designated Market Area is a trademark of Nielsen Media Research.*

SOURCE: Scarborough Research, 2006, Scarborough USA+ (Release 2 2006). The Scarborough USA+ database is a national study of consumer behaviors, including lifestyles, media patterns, and retail preferences.

### **About Scarborough Research**

Scarborough Research, a Media Rating Council (MRC) accredited media and marketing service, ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures the lifestyle and shopping patterns, media behaviors, and demographics of American consumers. Products and services include consumer insight studies in 81 Top-Tier Markets and several Mid-Tier Markets, Scarborough USA+ (a national database), Hispanic studies, customer relationship management and database integration solutions. With more than 30 years of experience, Scarborough measures 1,700 categories and serves a broad client base of approximately 3,500 subscribers including marketers, advertising agencies, electronic and print media, broadcast and cable television, radio stations, sports teams and leagues, and out-of-home companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. ([www.arbitron.com](http://www.arbitron.com)) and The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)).