



## **MEDIA ALERT**

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### **REPORT AVAILABLE FOR DOWNLOAD:** **SCARBOROUGH RESEARCH/RAB AUTOMOTIVE STUDY, PART 2**

NEW YORK (May 17, 2007) – Scarborough Research and the RAB have issued Part Two of their Automotive Report. The report examines the automotive patterns of owners of 10 vehicle brands: GMC, Pontiac, Buick, Cadillac, Saturn, Kia, Mazda, Volkswagen, Acura and Subaru. It is available for download at [www.scarborough.com/freestudies.php](http://www.scarborough.com/freestudies.php) and [www.rab.com](http://www.rab.com). For questions or more information about the report, please email [info@scarborough.com](mailto:info@scarborough.com).

### **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, and custom research solutions. With more than 30 years of experience, 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/](http://www.arbitron.com/)) and The Nielsen Company ([www.nielsen.com/](http://www.nielsen.com/)).

### **About the Radio Advertising Bureau (RAB)**

[The Radio Advertising Bureau](http://www.radioadvertisingbureau.com) (RAB) is the sales and marketing arm of the Radio industry with nearly 7,000 members including close to 6,000 stations in the U.S., and over 1,000 associate members in networks, representative firms, sales, and international organizations.