



**FOR IMMEDIATE RELEASE**

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**PROVIDENCE, RI; FLINT, MI; AND CINCINNATI ARE THE TOP LOCAL MARKETS FOR REALITY TELEVISION, ACCORDING TO SCARBOROUGH RESEARCH**

*Study also examines local market preferences for Reality-Talent, Dating and Adventure Shows  
Reality Viewers are avid restaurant patrons; intend to purchase wide range of consumer goods*

NEW YORK (January 11, 2005) – Scarborough Research, the leading market research firm for identifying the shopping, media and lifestyle patterns of adults in the United States, released an analysis of reality television watchers. The analysis finds that Providence, RI, is the leader in reality television viewing among the 75 local markets in the Scarborough study. Thirty percent of consumers in that local market “typically” tune in to this type of television program versus the national average of 23 percent. Flint (29 percent) and Cincinnati (29 percent) round out the top three markets for reality viewing\*.

Scarborough Research also examined three sub-categories of reality television: reality-talent, reality-adventure, and reality-dating. Providence, RI and Raleigh, NC lead the U.S. cities in reality-talent television viewing. Fourteen percent of consumers in each of these local markets tune in to the genre, versus the national average of nine percent. Providence and Cincinnati are the top local markets for reality-adventure television with 21 percent of consumers in these markets watching this programming. Nationally, 15 percent of consumers usually watch reality-adventure. Los Angeles, Grand Rapids, MI, and Kansas City, MO, are the leading cities for reality-dating, with 30 percent of adults in each of these markets tuning in to this genre, compared with the national average of 23 percent.

“Scarborough's information about TV genre viewing at the local level helps advertisers to truly understand the differences in the way consumers in different cities use television,” said Cheryl Greenblatt, senior vice president, broadcast television, Scarborough Research. “Different

\*Consumers who report in the Scarborough study that they “typically watch” reality-dating, reality-talent, or reality-adventure television shows.

markets tend to be better local targets for different programming types; even with network TV, the old maxim may be true that all marketing is truly local.”

When examining the consumer profile of the reality viewer Scarborough found that they are avid restaurant patrons and intend to purchase a broad spectrum of consumer goods, including cars, sporting events tickets, and cellular services. Half of these consumers have been to a Chinese/Asian restaurant and one-third ate at a Mexican restaurant during the past month. They are 23 percent more likely than all consumers to have been to a coffee house/coffee bar during the past month. Fourteen percent of reality television viewers plan to buy or lease a new car during the next year. They are 26 percent more likely than all consumers to plan to buy or lease a new SUV and 13 percent more likely to plan to buy or lease a new van or minivan. More than one-third (35 percent) intend to purchase tickets to sporting events during the next year. In addition, these consumers are 33 percent more likely than the national average to switch their cell phone carrier during the next 12 months.

“Understanding the purchasing patterns and lifestyles of the reality television genre is essential to a successful marketing program including ad and product placement” said Ms. Greenblatt. “Reality television will become an even hotter opportunity for product placement as it continues to develop and fragment. Shows are becoming more targeted in terms of topic but continue to strive to balance this with mass appeal.”

### **Demographics of the Reality Viewer**

Reality television is drawing a young audience. Reality television viewers are 40 percent more likely than all consumers to be ages 18-34 and 12 percent more likely than all consumers to be white collar. Fifty-one percent of reality TV viewers have at least one child in the home (compared to the national average of 42 percent) and 30 percent have at least two children in the home (compared to the national average of 24 percent). They are 12 percent more likely than all consumers to be blue collar and 20 percent more likely to be single.

The data in this report is from Scarborough Research’s USA+ study, a national study of consumer shopping, media and lifestyle behaviors. The database examines a broad range of television genre programming, covering most types of shows currently available.

### Scarborough Local Market Profile: Reality Television\*

DMA ® **	%
Providence/New Bedford	30%
Flint/Saginaw/Bay City	29%
Cincinnati	29%
Oklahoma City	28%
Grand Rapids/Kalamazoo/Battle Creek	28%
Louisville	28%
Raleigh/Durham	27%
Sacramento/Stockton/Modesto	26%
Columbus	26%
San Francisco/Oakland/San Jose	26%
Kansas City	26%
Albany/Schenectady/Troy	26%
Toledo	26%
Spokane	25%
Lexington	25%
Syracuse	25%
San Diego	25%
Los Angeles	25%
Houston	25%
Chicago	25%
Seattle/Tacoma	25%
El Paso	25%
Indianapolis	24%
Tucson	24%
New Orleans	24%
Pittsburgh	24%
Jacksonville	24%
Atlanta	24%
St. Louis	23%
Greensboro/High Point/Winston-Salem	23%
Salt Lake City	23%
Fresno/Visalia	23%
Philadelphia	23%
Portland	23%
Las Vegas	23%
Baltimore	23%
Dallas/Fort Worth	23%

DMA ® **	%
Birmingham	22%
Orlando/Daytona Beach/Melbourne	22%
Phoenix	22%
Norfolk/Portsmouth/Newport News	22%
Charlotte	22%
Washington, D.C.	22%
Milwaukee	22%
Buffalo	22%
Austin	22%
Memphis	21%
Denver	21%
Wilkes-Barre/Scranton	21%
Nashville	21%
Dayton	21%
Minneapolis/St. Paul	21%
Wichita/Hutchinson	21%
Harrisburg/Lancaster/Lebanon/York	21%
Rochester	21%
Mobile/Pensacola	21%
Roanoke/Lynchburg	21%
Greenville/Spartanburg/Asheville/Anderson	21%
Boston	21%
Miami/Ft.Lauderdale	21%
Richmond/Petersburg	20%
San Antonio	20%
Tulsa	20%
Knoxville	20%
Hartford/New Haven	20%
Des Moines/Ames	19%
New York	19%
Honolulu	19%
Cleveland/Akron	19%
Charleston/Huntington	19%
Tampa/St.Petersburg	19%
Fort Myers/Naples	18%
Detroit	17%
Albuquerque/Santa Fe	17%
West Palm Beach/Fort Pierce	16%

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

SOURCE: Scarborough Research, Scarborough USA+ 2004 Release 1 (Current 6 months only)

\*Consumers who report in the Scarborough study that they "typically watch" reality-dating, reality-talent, or reality-adventure television shows.

### **About Scarborough Research**

Scarborough Research is the leader in identifying local, regional and national shopping patterns and media usage for the American consumer. With a sample size of over 200,000 adults nationally covering 75 local U.S. markets and countless categories and brands, Scarborough data is a valuable tool for marketers and media professionals in their quest to achieve optimum marketing and sales ROI. Scarborough Research is a joint venture between Arbitron Inc. and VNU Media Measurement & Information. For additional information, please log on to [www.scarborough.com](http://www.scarborough.com).