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 Nielsen 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 Nielsen 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.

**Plan Your Brand Or Media Outlet's Success**
Nielsen 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.

For more information, please contact your Nielsen account manager.