

# Fingerprinting your City's Personality

## The segments - heavy media consumers

### Segment 2: *Intellectual rockers*

These cities had by far the highest rankings on reading the newspaper and going to rock concerts. Their average newspaper readership was twice the national average. Although they consume newspapers and rock concerts voraciously, they fell right into the average for reality TV, sports and moviegoing. Looking at the cities on the list there are a lot of college towns -which may partially explain the newspaper and rock concert connection.

#### List of cities in the *Intellectual Rockers* cluster

Hartford/New Haven, CT
Milwaukee, WI
New York, NY
Philadelphia, PA
Richmond/Petersburg, VA
San Francisco/Oakland/San Jose, CA
Seattle/Tacoma, WA
Washington, D.C.