

Fingerprinting your City's Personality

The segments - heaviest consumers one media group

Segment 4: *Tailgaters*

This segment of cities scored highest for avid sports fans - of all the city clusters, the *Tailgaters* had the most avid sports fans. In addition, residents enjoyed going to the stadiums for another reason - to see rock concerts. Although they ranked in the middle on most of the other metrics, they were the second lowest city cluster in terms of moviegoing opening weekend. These cities love their sports - and looking at the list, it is filled with cities known for their strong sports fans: Chicago, Pittsburgh, Green Bay and Boston.

List of cities in the *Tailgaters* cluster

Albany/Schenectady/Troy, NY	Oklahoma City, OK
Boston, MA	Pittsburgh, PA
Buffalo, NY	Providence/New Bedford, RI
Chicago, IL	Rochester, NY
Cleveland/Akron, OH	Spokane, WA
Colorado Springs/Pueblo, CO	St. Louis, MO
Columbus, OH	Toledo, OH
Dayton, OH	Tulsa, OK
Denver, CO	
Des Moines/Ames, IA	
Detroit, MI	
Green Bay/Appleton, WI	
Indianapolis, IN	
Jacksonville, FL	
Lexington, KY	
Louisville, KY	
Minneapolis/St. Paul, MN	
Norfolk/Portsmouth/Newport News, VA	