

Teasley

Using Data to Improve Your Marketing

FOR IMMEDIATE RELEASE:

Top Ten U.S. Cities for Finding a Rich, Single Man

New York, New York, February 9, 2004 The Top Ten Cities in the United States in which to find a Rich, Single Man are the subject of a new study just released by [Teasley](#), a Manhattan-based company that specializes in helping marketers and advertising agencies use data and analysis to improve their marketing.

The study, which is based on data from the United States Census (provided by GeoLytics), uses statistical analysis and incorporates various wealth and cost-of-living factors as well as data about available single males and females. Cities that scored high in the rankings have high single-male to single-female ratios and higher income to cost-of-living ratios.

The top cities in the U.S. in which to find a rich, single man include the San Francisco Bay Area, Boston, Minneapolis/St. Paul, and even Sheboygan, Wisconsin.

The top ten U.S. cities in which to find a rich, single man:

- # 1: The San Francisco Bay Area (including Oakland & San Jose)
- # 2: Anchorage, Alaska
- # 3: Washington DC – Baltimore
- # 4: Sheboygan, Wisconsin
- # 5: Naples, FL
- # 6: The Twin Cities (Minneapolis, St. Paul, MN)
- # 7 Rochester, MN
- # 8 Boston, MA
- # 9 Fort Walton Beach, FL
- #10 Dallas, Texas

The complete report can be downloaded at:

http://www.teasley.net/free_stuff.htm

About [Teasley](#):

[Teasley](#) helps advertising agencies, marketers and marketing consultants use data and analysis to improve their marketing campaigns. Headquartered in New York City, their

products include a “Help Us Now!” emergency analytical service. The company has experience in many areas including the travel, computer, software, CPG, and financial industries.

About GeoLytics:

Since 1996 GeoLytics has published detailed demographic and geographic data on CD-ROM for business, academic, non-profit, and government markets. They specialize in compressing large amounts of government data, and packaging it with innovative and easy-to-use software. GeoLytics delivers the highest performance/cost ratio for datasets including demographic data, TIGER cartographic files, Estimates, Projections and the Consumer Expenditure Survey. GeoLytics is the leading provider of public domain mapping and demographic data in the US.

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