

# TARGETED ADVERTISING GROUP

Targeted Advertising Group (TAG) announced the impending release of the “Urban Market Basket”, a new survey of the price of everyday goods and services in the ten largest U.S. cities. The **Urban Market Basket** was developed to increase awareness among Urban Shoppers of the average price of goods and services they buy every day.



From T-bone steak to potato chips, doctor visits and movie tickets, haircuts to takeout pizza, the Urban Market Basket gives a snapshot of prevailing market prices to make it easier for shoppers to compare average prices with their own shopping realities.

Issued quarterly, Urban Market Basket will detail average pricing by-market for 65 common purchases found in and out of a grocery cart. The survey covers pricing across six consumer spending sectors, including Grocery, Housing, Utilities, Health, Transportation, and Miscellaneous. The Urban Market Basket uses data collected and compiled by ACCRA.

Greater awareness of average prices empowers shoppers to make smarter buying decisions. Most buyers are unaware of the going rate for most of the things they buy. It's easy for shoppers to compare prices if those prices are known. The Urban Market Basket makes this information available to Urban Shoppers.

According to TAG President, Marla Currie, "The Urban Market Basket gives everyone an ability to know if something as basic as a frozen pizza is priced close to the price that others are paying for frozen pizza in that city. Buyers can choose whether to act on the information, but now they'll know it. That's great for urban consumerism."

Urban Market Basket will be distributed in **The Urban Shopper**, an online magazine that publishes consumerism related editorial. Debuting in late 2009, The Urban Shopper is distributed free to Black and Latino shoppers.

According to data from the Selig Center for Economic Growth, these two groups are estimated to control over \$2.3 trillion in disposable income but traditionally have wielded little power as consumers.

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