

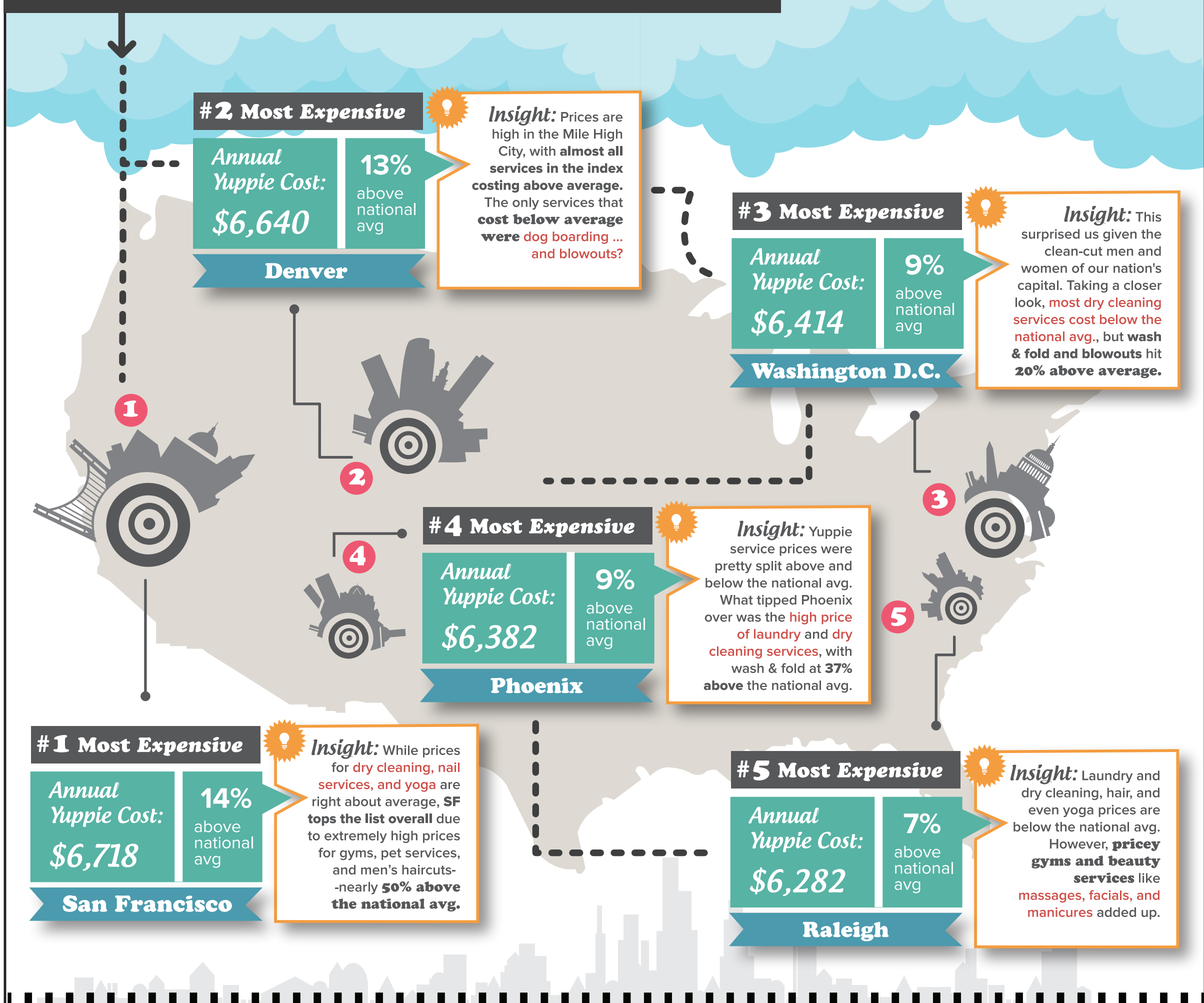
The Yuppie Price Index



Locality lets you compare price, availability, reviews, and more on over **60 local services at a million local businesses in 10,000 cities nationwide**. From haircuts and blowouts to dry cleaning and shoe repair, we make it easy to find the exact service you're looking for.

Try the service now at locality.com.

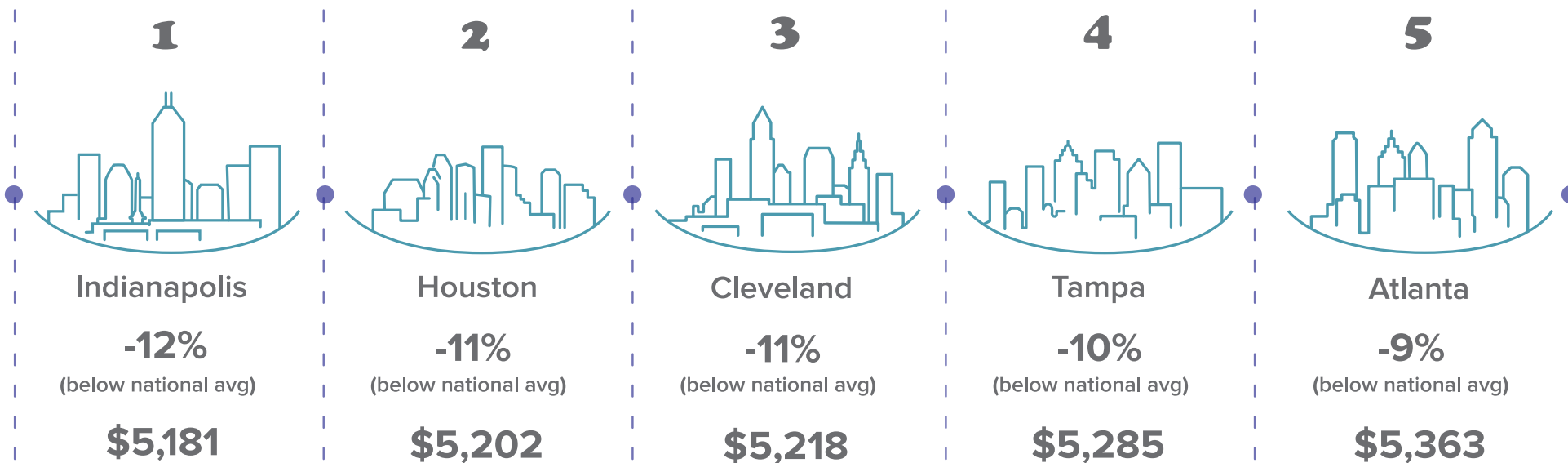
TOP 5 MOST EXPENSIVE DMAs FOR YUPPIES



FULL RANKING OF YUPPIE COST INDEX FOR THE TOP 30 CITIES



Top 5 Cheapest DMAs FOR YUPPIES



The YPI Includes Prices for ...

typical yuppie services like:



Haircuts
Blowouts
Manicures
Pedicures
Facials

Massages
Gym membership
Yoga
Laundry & dry cleaning
Pet services

Based on pricing & estimated frequency of use for each service, we estimated the total annual expenditures on these services for a typical yuppie.