

SPRING 2019 TOTAL SURVEY AREA (TSA) UPDATE

OVERVIEW

Nielsen Audio evaluates non-Metro Total Survey Area (TSA) counties in Diary measured markets in odd numbered years. This year's evaluation was based on analysis of Spring and Fall Diary data from the 2016 and 2017 calendar years. Results of the evaluation conducted in the latter half of 2018 are effective with the Spring 2019 survey.

During the update process, the separate portions of a geographically split county, including independent cities, are treated as individual "counties." Ethnic splits are not recognized as separate "counties" as they are not necessarily contiguous and are frequently small sampling areas.

TSA QUALIFICATION CRITERIA

A county or geographically split county from which a minimum of 10 in-tab diaries were returned will be added to the TSA of an existing market if:

1. Home-to-Metro stations cumulatively received a minimum of 10 diary mentions; and
2. Mentions to the Home-to-Metro stations account for at least 15 percent of the total mentions to all stations from that county (14.5 rounds to 15).

TSA RETENTION CRITERIA

In order to stabilize market definitions over time, we set the criteria for retaining counties in the TSA lower than the initial qualification criteria to minimize the instances of deleting and then re-adding counties that hover around the 15 percent threshold.

A county from which a minimum of 10 in-tab diaries were returned will be retained in the TSA market if:

1. Home-to-Metro stations cumulatively received a minimum of 10 diary mentions, and the mentions to Home-to-Metro stations account for at least 10 percent of the total mentions to all stations from that county (9.5 rounds to 10); or

2. Home-to-Metro stations cumulatively received fewer than 10 diary mentions, but the mentions to Home-to-Metro stations account for at least 10 percent of the total mentions to all stations from that county (9.5 rounds to 10).

However, a county that does not meet the qualifications or retention criteria outlined above may still be added to, or retained in, the TSA if:

1. At least 15 percent of its station mentions are to Home-to-Metro stations, regardless of the number of in-tab diaries and/or number of mentions to Home-to-Metro stations (14.5 rounds to 15); or
2. Approximately 75 percent of the county's border is contiguous with other counties in the TSA.

Other Considerations

- For purposes of maintaining survey area stability, a county from which fewer than 10 in-tab diaries were returned will generally not be added to, or deleted from a TSA.
- Unlike DMA® regions, TSA are contiguous. If a county is not contiguous to a market's TSA, it will not be included regardless of its having met any of the above-mentioned criteria.
- TSA is not a reported geography in the PPM service.

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NIELSEN AUDIO SPRING 2019 TOTAL SURVEY AREA (TSA) UPDATE

The following Diary-measured markets had additions and/or deletions made to their geographic non-Metro TSA definition as part of the Spring 2019 evaluation. There were no geographic definition changes to the remaining Diary markets that do not appear on this list.

Market	Counties Added	Counties Deleted
Abilene, TX		Coke, TX
Albany-Schenectady-Troy		Rutland, VT
Amarillo, TX		Collingsworth, TX Hemphill, TX
Appleton-Oshkosh		Marquette, WI
Asheville		Avery, NC
Augusta, GA	Abbeville, SC	
Baton Rouge		Terrebonne, LA
Bend, OR	Lake, OR	
Birmingham	Greene, AL	
Bloomington		Logan, IL
Boise	Harney, OR	Gooding, ID
Bridgeport	Fairfield (D Split), CT New Haven (NH City Split), CT	
Cedar Rapids	Poweshiek, IA	Bremer, IA Clayton, IA
Charleston, SC		Clarendon, SC
Cheyenne, WY	Platte, WY	
Chico, CA	Yuba, CA	
Colorado Springs	Costilla, CO	
Columbia, MO		Camden, MO
Columbus, GA	Heard, GA	Randolph, GA
Concord (Lakes Region)		Coos, NH
Des Moines	Cass, IA Mercer, MO	Pocahontas, IA
Dothan, AL	Calhoun, FL	Decatur, GA
Evansville		Hardin, IL
Fargo-Moorhead	Kittson, MN Marshall, MN Pembina, ND Marshall, SD	Kidder, ND
Fayetteville (North West Arkansas)	Newton, AR	
Florence, SC		Scotland, NC
Ft. Collins-Greeley, CO	Routt, CO Summit, CO Weld South, CO	
Grand Forks, ND-MN		Steele, ND

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Grand Island-Kearney-Hastings, NE	Smith, KS	
Grand Junction, CO	Grand, UT	Moffat, CO
Hot Springs, AR		Yell, AR
Huntington-Ashland	Jackson, WV	
Jackson, MS	West Carroll, LA	Neshoba, MS
Jackson, TN		Benton, TN Lake, TN Obion, TN
Johnson City-Kingsport-Bristol		Buchanan, VA
Joplin, MO	Craig, OK	Neosho, KS
Kalamazoo	Steuben, IN	
Knoxville		Harlan, KY Fentress, TN Lee, VA
Lafayette, LA	West Baton Rouge, LA	Avoyelles, LA Cameron, LA
Lake Charles, LA		Newton, TX
Laurel-Hattiesburg, MS		Lawrence, MS
Little Rock		Searcy, AR
Louisville		Owen, KY
Macon		Schley, GA
Madison		Walworth, WI
Montgomery		Chambers, AL
Morgantown-Clarksburg-Fairmont, WV	Ritchie, WV	
Muskegon, MI		Lake, MI
New Orleans		Harrison, MS
Odessa-Midland, TX		Borden, TX
Oklahoma City		Kiowa, OK
Omaha-Council Bluffs		Polk, NE
Pensacola	Monroe, AL	
Portland, ME	Somerset, ME	
Pueblo	Crowley, CO	
Rapid City, SD	Dawes, NE	
Reno	Inyo, CA Eureka, NV	
Richmond	Middlesex, VA	
Rochester, MN	Pepin, WI	
Rockford		Lee, IL
Santa Maria-Lompoc, CA	San Luis Obispo, CA	

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Savannah	Brantley, GA	
Sioux City, IA		Bon Homme, SD
Spokane	Garfield, WA	
St. Cloud, MN	Douglas, MN Kandiyohi, MN	
Syracuse		Oneida East, NY
Tallahassee		Calhoun, FL
Texarkana, TX-AR		McCurtain, OK
Toledo	Erie, OH	
Topeka		Greenwood, KS
Tulsa		Sequoyah, OK
Tyler-Longview	Cass, TX Houston, TX Rains, TX	
Utica-Rome		Otsego, NY
Waterloo-Cedar Falls, IA	Johnson, IA	
Wausau-Stevens Point, WI (Central WI)		Vilas, WI
Wichita		Chautauqua, KS Grant, OK
Wichita Falls, TX	Throckmorton, TX	