

Spring 2018

NIELSEN RADIO MARKETS WITH DIARY IN-TAB TARGETS

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Metro Persons 12+ ranks are determined from population estimates based upon Census 2010 counts updated and projected to January 1, 2018, by Claritas. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2018 Nielsen Audio market definitions.



Nielsen Radio Markets with Diary

In-tab Targets

SORTED BY MARKET NAME

Spring 2018 P12+ RANK	MARKET	METRO TARGET
235	Abilene, TX	520
83	Akron	1,760
240	Albany, GA	590
66	Albany-Schenectady-Troy	2,030
69	Albuquerque	1,700
71	Allentown-Bethlehem	1,790
170	Amarillo, TX	800
174	Anchorage	860
150	Ann Arbor, MI	530
137	Appleton-Oshkosh	800
157	Asheville	1,070
154	Atlantic City-Cape May	1,260
109	Augusta, GA	1,190
258	Augusta-Waterville, ME	610
79	Bakersfield	1,420
220	Bangor	850
75	Baton Rouge	1,590
255	Battle Creek, MI	690
145	Beaumont-Port Arthur, TX	620
200	Bend, OR	560
238	Billings, MT	590
144	Biloxi-Gulfport-Pascagoula	1,220
195	Binghamton	770
61	Birmingham	2,060

Spring 2018 P12+ RANK	MARKET	METRO TARGET
256	Bismarck, ND	570
234	Bloomington	860
96	Boise	970
173	Bowling Green, KY	560
126	Bridgeport	1,210
264	Brunswick, GA	610
186	Bryan-College Station, TX	500
58	Buffalo-Niagara Falls	2,420
148	Burlington-Plattsburgh	860
139	Canton	1,600
196	Cape Cod, MA	980
207	Cedar Rapids	890
78	Charleston, SC	1,530
197	Charleston, WV	960
209	Charlottesville, VA	540
88	Chattanooga	1,500
266	Cheyenne, WY	560
204	Chico, CA	560
90	Colorado Springs	1,360
230	Columbia, MO	620
84	Columbia, SC	1,450
190	Columbus, GA	900
176	Concord (Lakes Region)	940
111	Corpus Christi	1,050

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Spring 2018 P12+ RANK	MARKET	METRO TARGET	Spring 2018 P12+ RANK	MARKET	METRO TARGET
202	Danbury, CT	800	161	Ft. Smith, AR	870
64	Dayton	2,110	183	Ft. Walton Beach-Destin, FL	800
93	Daytona Beach	1,190	115	Ft. Wayne	1,210
70	Des Moines	1,520	87	Gainesville-Ocala	1,230
193	Dothan, AL	590	268	Grand Forks, ND-MN	520
213	Duluth-Superior	1,030	251	Grand Island-Kearney-Hastings, NE	570
236	Eau Claire, WI	690	242	Grand Junction, CO	600
76	El Paso	1,590	68	Grand Rapids	1,740
228	Elmira-Corning, NY	610	188	Green Bay	800
178	Erie	680	91	Greenville-New Bern-Jacksonville	1,530
147	Eugene-Springfield	1,100	59	Greenville-Spartanburg	1,910
163	Evansville	980	167	Hagerstown-Chambersburg-Waynesboro, MD-PA	620
198	Fargo-Moorhead	860	82	Harrisburg-Lebanon-Carlisle	1,650
123	Fayetteville (North West Arkansas)	830	253	Harrisonburg, VA	520
129	Fayetteville, NC	1,100	224	Hilton Head, SC	640
138	Flint	1,260	63	Honolulu	1,960
215	Florence, SC	550	265	Hot Springs, AR	670
245	Florence-Muscle Shoals, AL	610	40	Hudson Valley	2,180
192	Frederick, MD	550	166	Huntington-Ashland	1,050
143	Fredericksburg	1,100	106	Huntsville	1,360
67	Fresno	1,670	127	Jackson, MS	1,360
108	Ft. Collins-Greeley, CO	870	267	Jackson, TN	560
57	Ft. Myers-Naples	1,540	113	Johnson City-Kingsport-Bristol	1,570
99	Ft. Pierce-Stuart-Vero Beach	1,050	232	Joplin, MO	530



Nielsen Radio Markets with Diary In-tab Targets

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Spring 2018 P12+ RANK	MARKET	METRO TARGET
185	Kalamazoo	960
141	Killeen-Temple, TX	620
72	Knoxville	1,690
221	La Crosse, WI	560
223	Lafayette, IN	960
110	Lafayette, LA	1,190
218	Lake Charles, LA	540
92	Lakeland-Winter Haven	1,140
116	Lancaster	1,140
128	Lansing-East Lansing	1,540
191	Laredo, TX	540
243	LaSalle-Peru, IL	620
216	Laurel-Hattiesburg, MS	520
226	Lebanon-Hanover-White River Junction, NH-VT	690
103	Lexington-Fayette	1,180
229	Lima, OH	640
165	Lincoln	860
86	Little Rock	1,550
55	Louisville	2,250
168	Lubbock	860
130	Macon	1,160
89	Madison	1,530
201	Manchester	860
56	McAllen-Brownsville-Harlingen	1,640

Spring 2018 P12+ RANK	MARKET	METRO TARGET
208	Medford-Ashland, OR	690
102	Melbourne-Titusville-Cocoa	1,140
180	Merced, CA	580
101	Mobile	1,470
117	Modesto	730
54	Monmouth-Ocean	2,200
241	Monroe, LA	550
85	Monterey-Salinas-Santa Cruz	1,650
156	Montgomery	1,100
257	Montpelier-Barre-St. Johnsbury	650
175	Morgantown-Clarksburg-Fairmont, WV	1,050
121	Morristown, NJ	620
219	Muncie-Marion, IN	610
233	Muskegon, MI	760
136	Myrtle Beach, SC	800
182	New Bedford-Fall River, MA	620
124	New Haven	1,210
181	New London, CT	620
49	New Orleans	2,810
153	Newburgh-Middletown, NY	560
164	Odessa-Midland, TX	575
50	Oklahoma City	2,360
227	Olean, NY	590
74	Omaha-Council Bluffs	1,670



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Spring 2018 P12+ RANK	MARKET	METRO TARGET
120	Oxnard-Ventura	1,120
132	Palm Springs	1,220
225	Panama City, FL	580
246	Parkersburg-Marietta, WV-OH	570
125	Pensacola	1,100
158	Peoria	1,080
97	Portland, ME	1,270
122	Portsmouth-Dover-Rochester	1,110
169	Poughkeepsie, NY	800
237	Pueblo	860
16	Puerto Rico	2,400
155	Quad Cities (Davenport-Rock Island-Moline)	1,120
254	Rapid City, SD	570
133	Reading, PA	590
231	Redding, CA	620
98	Reno	1,170
53	Richmond	1,980
119	Roanoke-Lynchburg	1,190
222	Rochester, MN	560
60	Rochester, NY	2,200
160	Rockford	1,100
149	Saginaw-Bay City-Midland, MI	750
206	Salina-Manhattan, KS	660
134	Salisbury-Ocean City	900

Spring 2018 P12+ RANK	MARKET	METRO TARGET
259	San Angelo, TX	570
172	San Luis Obispo, CA	620
210	Santa Barbara, CA	820
203	Santa Maria-Lompoc, CA	580
73	Sarasota-Bradenton	1,240
146	Savannah	900
261	Sheboygan, WI	560
140	Shreveport	940
260	Sioux City, IA	570
189	Sioux Falls, SD	650
184	South Bend	960
94	Spokane	1,420
100	Springfield, MA	1,670
135	Springfield, MO	680
187	St. Cloud, MN	560
151	Stamford-Norwalk, CT	620
81	Stockton	860
216	Sunbury-Selinsgrove-Lewisburg, PA	590
248	Sussex, NJ	540
95	Syracuse	1,740
162	Tallahassee	800
214	Terre Haute	610
243	Texarkana, TX-AR	620
104	Toledo	1,910

Nielsen Radio Markets with Diary In-tab Targets

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Spring 2018 P12+ RANK	MARKET	METRO TARGET
205	Topeka	860
159	Traverse City-Petoskey-Cadillac, MI	1,060
152	Trenton	870
179	Tri-Cities, WA (Richland-Kennewick-Pasco)	520
62	Tucson	1,760
65	Tulsa	1,910
212	Tuscaloosa, AL	720
249	Twin Falls-Sun Valley, ID	590
142	Tyler-Longview	1,220
171	Utica-Rome	1,030
250	Valdosta, GA	660
114	Victor Valley	1,110
107	Visalia-Tulare-Hanford	1,170
194	Waco, TX	580
239	Waterloo-Cedar Falls, IA	540
263	Watertown, NY	520
177	Wausau-Stevens Point, WI (Central WI)	620
247	Wheeling	640
105	Wichita	1,480
252	Wichita Falls, TX	540
77	Wilkes Barre-Scranton	1,270
262	Williamsport, PA	580
80	Wilmington, DE	1,330
211	Winchester, VA	510

Spring 2018 P12+ RANK	MARKET	METRO TARGET
118	Worcester	1,150
199	Yakima, WA	550
112	York	1,380
131	Youngstown-Warren	1,320



Nielsen Radio Markets with Diary

In-tab Targets

SORTED BY PERSONS 12+ RANK

Spring 2018 P12+ RANK	MARKET	METRO TARGET	Spring 2018 P12+ RANK	MARKET	METRO TARGET
16	Puerto Rico	2,400	73	Sarasota-Bradenton	1,240
40	Hudson Valley	2,180	74	Omaha-Council Bluffs	1,670
49	New Orleans	2,810	75	Baton Rouge	1,590
50	Oklahoma City	2,360	76	El Paso	1,590
53	Richmond	1,980	77	Wilkes Barre-Scranton	1,270
54	Monmouth-Ocean	2,200	78	Charleston, SC	1,530
55	Louisville	2,250	79	Bakersfield	1,420
56	McAllen-Brownsville-Harlingen	1,640	80	Wilmington, DE	1,330
57	Ft. Myers-Naples	1,540	81	Stockton	860
58	Buffalo-Niagara Falls	2,420	82	Harrisburg-Lebanon-Carlisle	1,650
59	Greenville-Spartanburg	1,910	83	Akron	1,760
60	Rochester, NY	2,200	84	Columbia, SC	1,450
61	Birmingham	2,060	85	Monterey-Salinas-Santa Cruz	1,650
62	Tucson	1,760	86	Little Rock	1,550
63	Honolulu	1,960	87	Gainesville-Ocala	1,230
64	Dayton	2,110	88	Chattanooga	1,500
65	Tulsa	1,910	89	Madison	1,530
66	Albany-Schenectady-Troy	2,030	90	Colorado Springs	1,360
67	Fresno	1,670	91	Greenville-New Bern-Jacksonville	1,530
68	Grand Rapids	1,740	92	Lakeland-Winter Haven	1,140
69	Albuquerque	1,700	93	Daytona Beach	1,190
70	Des Moines	1,520	94	Spokane	1,420
71	Allentown-Bethlehem	1,790	95	Syracuse	1,740
72	Knoxville	1,690	96	Boise	970



Nielsen Radio Markets with Diary

In-tab Targets

SORTED BY PERSONS 12+ RANK

Spring 2018 P12+ RANK	MARKET	METRO TARGET	Spring 2018 P12+ RANK	MARKET	METRO TARGET
97	Portland, ME	1,270	121	Morristown, NJ	620
98	Reno	1,170	122	Portsmouth-Dover-Rochester	1,110
99	Ft. Pierce-Stuart-Vero Beach	1,050	123	Fayetteville (North West Arkansas)	830
100	Springfield, MA	1,670	124	New Haven	1,210
101	Mobile	1,470	125	Pensacola	1,100
102	Melbourne-Titusville-Cocoa	1,140	126	Bridgeport	1,210
103	Lexington-Fayette	1,180	127	Jackson, MS	1,360
104	Toledo	1,910	128	Lansing-East Lansing	1,540
105	Wichita	1,480	129	Fayetteville, NC	1,100
106	Huntsville	1,360	130	Macon	1,160
107	Visalia-Tulare-Hanford	1,170	131	Youngstown-Warren	1,320
108	Ft. Collins-Greeley, CO	870	132	Palm Springs	1,220
109	Augusta, GA	1,190	133	Reading, PA	590
110	Lafayette, LA	1,190	134	Salisbury-Ocean City	900
111	Corpus Christi	1,050	135	Springfield, MO	680
112	York	1,380	136	Myrtle Beach, SC	800
113	Johnson City-Kingsport-Bristol	1,570	137	Appleton-Oshkosh	800
114	Victor Valley	1,110	138	Flint	1,260
115	Ft. Wayne	1,210	139	Canton	1,600
116	Lancaster	1,140	140	Shreveport	940
117	Modesto	730	141	Killeen-Temple, TX	620
118	Worcester	1,150	142	Tyler-Longview	1,220
119	Roanoke-Lynchburg	1,190	143	Fredericksburg	1,100
120	Oxnard-Ventura	1,120	144	Biloxi-Gulfport-Pascagoula	1,220

Nielsen Radio Markets with Diary

In-tab Targets

SORTED BY PERSONS 12+ RANK

Spring 2018 P12+ RANK	MARKET	METRO TARGET
145	Beaumont-Port Arthur, TX	620
146	Savannah	900
147	Eugene-Springfield	1,100
148	Burlington-Plattsburgh	860
149	Saginaw-Bay City-Midland, MI	750
150	Ann Arbor, MI	530
151	Stamford-Norwalk, CT	620
152	Trenton	870
153	Newburgh-Middletown, NY	560
154	Atlantic City-Cape May	1,260
155	Quad Cities (Davenport-Rock Island-Moline)	1,120
156	Montgomery	1,100
157	Asheville	1,070
158	Peoria	1,080
159	Traverse City-Petoskey-Cadillac, MI	1,060
160	Rockford	1,100
161	Ft. Smith, AR	870
162	Tallahassee	800
163	Evansville	980
164	Odessa-Midland, TX	575
165	Lincoln	860
166	Huntington-Ashland	1,050
167	Hagerstown-Chambersburg-Waynesboro, MD-PA	620
168	Lubbock	860

Spring 2018 P12+ RANK	MARKET	METRO TARGET
169	Poughkeepsie, NY	800
170	Amarillo, TX	800
171	Utica-Rome	1,030
172	San Luis Obispo, CA	620
173	Bowling Green, KY	560
174	Anchorage	860
175	Morgantown-Clarksburg-Fairmont, WV	1,050
176	Concord (Lakes Region)	940
177	Wausau-Stevens Point, WI (Central WI)	620
178	Erie	680
179	Tri-Cities, WA (Richland-Kennewick-Pasco)	520
180	Merced, CA	580
181	New London, CT	620
182	New Bedford-Fall River, MA	620
183	Ft. Walton Beach-Destin, FL	800
184	South Bend	960
185	Kalamazoo	960
186	Bryan-College Station, TX	500
187	St. Cloud, MN	560
188	Green Bay	800
189	Sioux Falls, SD	650
190	Columbus, GA	900
191	Laredo, TX	540
192	Frederick, MD	550



Nielsen Radio Markets with Diary

In-tab Targets

SORTED BY PERSONS 12+ RANK

Spring 2018 P12+ RANK	MARKET	METRO TARGET	Spring 2018 P12+ RANK	MARKET	METRO TARGET
193	Dothan, AL	590	216	Sunbury-Selinsgrove-Lewisburg, PA	590
194	Waco, TX	580	218	Lake Charles, LA	540
195	Binghamton	770	219	Muncie-Marion, IN	610
196	Cape Cod, MA	980	220	Bangor	850
197	Charleston, WV	960	221	La Crosse, WI	560
198	Fargo-Moorhead	860	222	Rochester, MN	560
199	Yakima, WA	550	223	Lafayette, IN	960
200	Bend, OR	560	224	Hilton Head, SC	640
201	Manchester	860	225	Panama City, FL	580
202	Danbury, CT	800	226	Lebanon-Hanover-White River Junction, NH-VT	690
203	Santa Maria-Lompoc, CA	580	227	Olean, NY	590
204	Chico, CA	560	228	Elmira-Corning, NY	610
205	Topeka	860	229	Lima, OH	640
206	Salina-Manhattan, KS	660	230	Columbia, MO	620
207	Cedar Rapids	890	231	Redding, CA	620
208	Medford-Ashland, OR	690	232	Joplin, MO	530
209	Charlottesville, VA	540	233	Muskegon, MI	760
210	Santa Barbara, CA	820	234	Bloomington	860
211	Winchester, VA	510	235	Abilene, TX	520
212	Tuscaloosa, AL	720	236	Eau Claire, WI	690
213	Duluth-Superior	1,030	237	Pueblo	860
214	Terre Haute	610	238	Billings, MT	590
215	Florence, SC	550	239	Waterloo-Cedar Falls, IA	540
216	Laurel-Hattiesburg, MS	520	240	Albany, GA	590

Nielsen Radio Markets with Diary

In-tab Targets

SORTED BY PERSONS 12+ RANK

Spring 2018 P12+ RANK	MARKET	METRO TARGET
241	Monroe, LA	550
242	Grand Junction, CO	600
243	LaSalle-Peru, IL	620
243	Texarkana, TX-AR	620
245	Florence-Muscle Shoals, AL	610
246	Parkersburg-Marietta, WV-OH	570
247	Wheeling	640
248	Sussex, NJ	540
249	Twin Falls-Sun Valley, ID	590
250	Valdosta, GA	660
251	Grand Island-Kearney-Hastings, NE	570
252	Wichita Falls, TX	540
253	Harrisonburg, VA	520
254	Rapid City, SD	570
255	Battle Creek, MI	690
256	Bismarck, ND	570
257	Montpelier-Barre-St. Johnsbury	650
258	Augusta-Waterville, ME	610
259	San Angelo, TX	570
260	Sioux City, IA	570
261	Sheboygan, WI	560
262	Williamsport, PA	580
263	Watertown, NY	520
264	Brunswick, GA	610

Spring 2018 P12+ RANK	MARKET	METRO TARGET
265	Hot Springs, AR	670
266	Cheyenne, WY	560
267	Jackson, TN	560
268	Grand Forks, ND-MN	520

ABOUT NIELSEN

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