

OCTOBER 2017

HIGH DENSITY AREA (HDA) DEFINITION

ANNUAL UPDATE

HIGH-DENSITY AREA (HDA) DEFINITION

OCTOBER 2017 COUNTY SPLIT UPDATE

Nielsen Audio reviews all counties and county equivalents in ethnically controlled (Black and/or Hispanic) Metros bi-annually for possible High-Density Area (HDA) qualification. We implement these updates effective with the October PPM report periods.

A high-density area (HDA) is a ZIP Code defined area within a Metro County in ethnic Differential Survey Treatment (DST) markets. HDAs group ZIP Codes that have high concentrations of ethnic (Black or Hispanic) population into a discrete sampling unit. This helps facilitate ethnic representation in the sample; these ZIP Codes need not be contiguous.

For the October 2017 PPM report period, HDAs have been updated to reflect the most recent ZIP Code population estimates projected to January 1, 2017 by Claritas, LLC. In ethnically controlled PPM™ markets, some counties or county equivalents

may have HDA definition changes as a result of these updates

CREATING CUSTOM GEOGRAPHIES IN THE PPM ANALYSIS TOOLSM

Custom geographies can be selected that include county, county equivalents, and including HDAs that currently exist *and* have historically existed in each market definition.

When defining a custom geography for either a Trend report, or *any* report utilizing a multi-book average, the PPM Analysis Tool will display *all* county and county equivalent definitions for a market regardless of the specific surveys chosen. If the user selects counties and/or county equivalents that are not consistent with the surveys chosen, an “unable to report” error message will appear.

To avoid this, users must create two reports when trending or multi-book averaging custom geographies for counties and county equivalents with HDA changes: one reflecting the previous definition and the other reflecting the new definition.

Note: Since Tapscan™ Web filters the available counties for display based on the reporting periods selected by an user, no error message will appear. For a multi-survey average, Tapscan Web will not display any county definitions that are not consistent for all of the selected surveys. If the user elects to use a multi-survey average after choosing a county-based geography where HDA changes have occurred, the software will remove that geography and notify the user on the screen. PPM markets listing their HDA definition changes over the recent PPM report periods are shown on the following pages.

continued...

For more information, contact the Nielsen Customer Service Team at (866) 776-8300 or your Nielsen Account Manager.

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HDA DEFINITON • OCTOBER 2017 COUNTY SPLIT UPDATE

Atlanta			
October 2010 – March 2012	April - September 2012	October 2012 - September 2014	Since October 2014
Barrow GA	Barrow GA	Barrow GA	Barrow GA
Bartow GA	Bartow GA	Bartow GA	Bartow GA
Carroll GA	Carroll GA	Carroll GA	Carroll GA
Cherokee GA	Cherokee GA	Cherokee GA	Cherokee GA
Clayton GA	Clayton GA	Clayton GA	Clayton GA
Cobb GA Balance	Cobb GA Balance	Cobb GA Balance	Cobb GA Balance
Cobb GA HDBA	Cobb GA HDBA	Cobb GA HDBA	Cobb GA HDBA
Coweta GA	Coweta GA	Coweta GA	Coweta GA
De Kalb GA Balance	De Kalb GA Balance	De Kalb GA Balance	De Kalb GA Balance
De Kalb GA HDBA	De Kalb GA HDBA	De Kalb GA HDBA	De Kalb GA HDBA
De Kalb GA HDHA	De Kalb GA HDHA	De Kalb GA HDHA	De Kalb GA HDHA
Douglas GA Balance	Douglas GA	Douglas GA	Douglas GA
Douglas GA HDBA			
Fayette GA Balance	Fayette GA Balance	Fayette GA Balance	Fayette GA Balance
Fayette GA HDBA	Fayette GA HDBA	Fayette GA HDBA	Fayette GA HDBA
Forsyth GA	Forsyth GA	Forsyth GA	Forsyth GA
Fulton GA Balance	Fulton GA Balance	Fulton GA Balance	Fulton GA Balance
Fulton GA HDBA	Fulton GA HDBA	Fulton GA HDBA	Fulton GA HDBA
Gwinnett GA Balance	Gwinnett GA Balance	Gwinnett GA Balance	Gwinnett GA Balance
Gwinnett GA HDBA	Gwinnett GA HDBA	Gwinnett GA HDBA	Gwinnett GA HDBA
Gwinnett GA HDHA	Gwinnett GA HDHA	Gwinnett GA HDHA	Gwinnett GA HDHA
Henry GA Balance	Henry GA Balance	Henry GA Balance	Henry GA Balance
Henry GA HDBA	Henry GA HDBA	Henry GA HDBA	Henry GA HDBA
Newton GA	Newton GA Balance	Newton GA	Newton GA Balance
	Newton GA HDBA		Newton GA HDBA
Paulding GA	Paulding GA	Paulding GA	Paulding GA
Pickens GA	Pickens GA	Pickens GA	Pickens GA
Rockdale GA Balance	Rockdale GA	Rockdale GA	Rockdale GA
Rockdale GA HDBA			
Spalding GA Balance	Spalding GA Balance	Spalding GA Balance	Spalding GA Balance
Spalding GA HDBA	Spalding GA HDBA	Spalding GA HDBA	Spalding GA HDBA
Walton GA	Walton GA	Walton GA	Walton GA

Austin

Prior to April 2012	April - September 2012	October 2012 – September 2015	October 2015 - Present
Bastrop TX	Bastrop TX Balance	Bastrop TX Balance	Bastrop TX Balance
	Bastrop TX HDHA	Bastrop TX HDHA	Bastrop TX HDHA
Caldwell TX	Caldwell TX	Caldwell TX	Caldwell TX
Hays TX Balance	Hays TX Balance	Hays TX Balance	Hays TX Balance
Hays TX HDHA	Hays TX HDHA	Hays TX HDHA	Hays TX HDHA
Travis TX Balance	Travis TX Balance	Travis TX Balance	Travis TX Balance
Travis TX HDHA	Travis TX HDHA	Travis TX HDHA	Travis TX HDHA
Williamson TX	Williamson TX	Williamson HDHA TX	Williamson TX
		Williamson Balance TX	

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Baltimore

Prior to October 2009	Since October 2009		
Anne Arundel North MD	Anne Arundel North MD Balance		
	Anne Arundel North MD HDBA		
Anne Arundel South MD	Anne Arundel South MD		
Baltimore City MD Balance	Baltimore City MD Balance		
Baltimore City MD HDBA	Baltimore City MD HDBA		
Baltimore County MD Balance	Baltimore County MD Balance		
Baltimore County MD HDBA	Baltimore County MD HDBA		
Carroll MD	Carroll MD		
Harford MD Balance	Harford MD Balance		
Harford MD HDBA	Harford MD HDBA		
Howard MD	Howard MD		
Queen Annes MD	Queen Annes MD		

Boston

March 2009 – September 2012	Since October 2012		
Essex, MA Balance	Essex, MA Balance		
Essex, MA HDHA	Essex, MA HDHA		
Middlesex, MA	Middlesex, MA		
Norfolk, MA Balance	Norfolk, MA Balance		
Norfolk, MA HDBA	Norfolk, MA HDBA		
Plymouth, MA	Plymouth HDBA, MA		
	Plymouth Balance, MA		
Suffolk, MA Balance	Suffolk, MA Balance		
Suffolk, MA HDBA	Suffolk, MA HDBA		
Suffolk, MA HDHA	Suffolk, MA HDHA		
Worcester B Split, MA	Worcester B Split, MA		
Hillsborough Remainder, NH	Hillsborough Remainder, NH		

Charlotte-Gastonia-Rock Hill

September 2010 – September 2016	Since October 2016		
Anson, NC	Anson, NC		
Cabarrus, NC	Cabarrus, NC		
Cleveland, NC	Cleveland, NC		
Gaston, NC	Gaston Balance, NC		
	Gaston HDBA, NC		
Iredell, NC	Iredell, NC		
Lincoln, NC	Lincoln, NC		
Mecklenburg, NC Balance	Mecklenburg, NC Balance		
Mecklenburg, NC HDBA	Mecklenburg, NC HDBA		
Rowan, NC Balance	Rowan, NC Balance		
Rowan, NC HDBA	Rowan, NC HDBA		
Stanly, NC	Stanly, NC		
Union, NC	Union, NC		
Chester, SC	Chester, SC		
Lancaster, SC	Lancaster, SC		
York, SC Balance	York, SC Balance		
York, SC HDBA	York, SC HDBA		

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Chicago

Since September 2008			
Cook, IL Balance			
Cook, IL HDBA			
Cook, IL HDHA			
Dupage, IL Balance			
Dupage, IL HDHA			
Grundy, IL			
Kane, IL Balance			
Kane, IL HDHA			
Kendall, IL			
Lake, IL Balance			
Lake, IL HDHA			
McHenry, IL			
Will, IL			
Lake, IN Balance			
Lake, IN HDBA			
Lake, IN HDHA			
Porter, IN			
Kenosha, WI			

Cincinnati

Since December 2009			
Dearborn, IN			
Ohio, IN			
Boone, KY			
Campbell, KY			
Gallatin, KY			
Grant, KY			
Kenton, KY			
Pendleton, KY			
Brown, OH			
Butler, OH			
Clermont, OH			
Hamilton, OH Balance			
Hamilton, OH HDBA			
Warren, OH			

Cleveland

December 2009 – September 2015	Since October 2015		
Cuyahoga, OH Balance	Cuyahoga, OH Balance		
Cuyahoga, OH HDBA	Cuyahoga, OH HDBA		
Geauga, OH	Geauga, OH		
Lake, OH	Lake, OH		
Lorain, OH	Lorain, OH Balance		
	Lorain, OH HDHA		
Medina, OH	Medina, OH		

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Columbus, OH

Since September 2010			
Delaware, OH			
Fairfield, OH			
Franklin, OH			
Balance			
Franklin, OH HDBA			
Licking, OH			
Madison, OH			
Pickaway, OH			
Union, OH			

Dallas-Ft. Worth

Prior to October 2009	October 2009 - March 2012	April 2012 – September 2014	October 2014 – September 2015	Since October 2015
Collin TX	Collin TX Balance	Collin TX	Collin TX Balance	Collin TX
	Collin TX HDHA		Collin TX HDHA	
Dallas TX Balance	Dallas TX Balance	Dallas TX Balance	Dallas TX Balance	Dallas Balance TX
Dallas TX HDBA	Dallas TX HDBA	Dallas TX HDBA	Dallas TX HDBA	Dallas HDBA TX
Dallas TX HDHA	Dallas TX HDHA	Dallas TX HDHA	Dallas TX HDHA	Dallas HDHA TX
Denton TX	Denton TX	Denton TX	Denton TX	Denton TX
Ellis TX	Ellis TX	Ellis TX	Ellis TX	Ellis TX
Hood TX	Hood TX	Hood TX	Hood TX	Hood TX
Johnson TX	Johnson TX	Johnson TX	Johnson TX	Johnson TX
Kaufman TX	Kaufman TX	Kaufman TX	Kaufman TX	Kaufman TX
Parker TX	Parker TX	Parker TX	Parker TX	Parker TX
Rockwall TX	Rockwall TX	Rockwall TX	Rockwall TX	Rockwall TX
Tarrant TX Balance	Tarrant TX Balance	Tarrant TX Balance	Tarrant TX Balance	Tarrant Balance TX
Tarrant TX HDBA	Tarrant TX HDBA	Tarrant TX HDBA	Tarrant TX HDBA	Tarrant HDBA TX
Tarrant TX HDHA	Tarrant TX HDHA	Tarrant TX HDHA	Tarrant TX HDHA	Tarrant HDHA TX
Wise TX	Wise TX	Wise TX	Wise TX	Wise TX

Denver-Boulder

Prior to October 2010	October 2010 – September 2014	Since October 2014		
Adams CO Balance	Adams CO Balance	Adams CO Balance		
Adams CO HDHA	Adams CO HDHA	Adams CO HDHA		
Arapahoe CO	Arapahoe CO Balance	Arapahoe CO Balance		
	Arapahoe CO HDHA	Arapahoe CO HDHA		
Boulder CO	Boulder CO	Boulder CO		
Broomfield CO	Broomfield CO	Broomfield CO		
Denver CO Balance	Denver CO Balance	Denver CO Balance		
Denver CO HDHA	Denver CO HDHA	Denver CO HDHA		
Denver CO HDBA	Denver CO HDBA			
Douglas CO	Douglas CO	Douglas CO		
Jefferson CO Balance	Jefferson CO Balance	Jefferson CO Balance		
Jefferson CO HDHA	Jefferson CO HDHA	Jefferson CO HDHA		

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Detroit

Prior to April 2012	April - September 2012	Since October 2012	
Lapeer MI	Lapeer MI	Lapeer MI	
Livingston MI	Livingston MI	Livingston MI	
Macomb MI Balance	Macomb MI	Macomb HDBA, MI	
Macomb MI HDBA		Macomb Balance, MI	
Monroe MI	Monroe MI	Monroe MI	
Oakland MI Balance	Oakland MI Balance	Oakland MI Balance	
Oakland MI HDBA	Oakland MI HDBA	Oakland MI HDBA	
St. Clair MI	St. Clair MI	St. Clair MI	
Wayne MI Balance	Wayne MI Balance	Wayne MI Balance	
Wayne MI HDBA	Wayne MI HDBA	Wayne MI HDBA	

Greensboro-Winston Salem-High Point

December 2010 – September 2016	Since October 2016		
Alamance, NC Balance	Alamance, NC		
Alamance, NC HDBA			
Davidson, NC	Davidson, NC		
Davie, NC	Davie, NC		
Forsyth, NC Balance	Forsyth, NC Balance		
Forsyth, NC HDBA	Forsyth, NC HDBA		
Guilford, NC Balance	Guilford, NC Balance		
Guilford, NC HDBA	Guilford, NC HDBA		
Randolph, NC	Randolph, NC		
Stokes, NC	Stokes, NC		
Yadkin, NC	Yadkin, NC		

Hartford-New Britain-Middletown

Prior to April 2012	April - September 2012	Since October 2012	
	Hartford (H City Split) CT Balance		
Hartford (H City Split) CT HDBA	Hartford (H City Split) CT HDBA	Hartford (H City Split) CT HDBA	
Hartford (H City Split) CT HDHA	Hartford (H City Split) CT HDHA	Hartford (H City Split) CT HDHA	
Hartford Remainder CT Balance	Hartford Remainder CT Balance	Hartford Remainder CT Balance	
Hartford Remainder CT HDBA	Hartford Remainder CT HDBA	Hartford Remainder CT HDBA	
Hartford Remainder CT HDHA	Hartford Remainder CT HDHA	Hartford Remainder CT HDHA	
Litchfield (H-Split) CT	Litchfield (H-Split) CT	Litchfield (H-Split) CT	
Middlesex (H-Split) CT	Middlesex (H-Split) CT	Middlesex (H-Split) CT	
New Haven (M-Split) CT	New Haven (M-Split) CT	New Haven (M-Split) CT	
Tolland CT	Tolland CT	Tolland CT	

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Houston-Galveston

Since June 2007			
Austin, TX			
Brazoria, TX Balance			
Brazoria, TX HDHA			
Chambers, TX			
Fort Bend, TX Balance			
Fort Bend, TX HDBA			
Fort Bend, TX HDHA			
Galveston, TX Balance			
Galveston, TX HDBA			
Galveston, TX HDHA			
Harris Inner, TX Balance			
Harris Inner, TX HDBA			
Harris Inner, TX HDHA			
Harris Outer, TX Balance			
Harris Outer, TX HDHA			
Liberty, TX			
Montgomery, TX Balance			
Montgomery, TX HDHA			
Polk, TX			
San Jacinto, TX			
Waller, TX			

Indianapolis

Since September 2010			
Boone, IN			
Hamilton, IN			
Hancock, IN			
Hendricks, IN			
Johnson, IN			
Marion, IN Balance			
Marion, IN HDBA			
Morgan, IN			
Shelby, IN			

Jacksonville

Since December 2010			
Baker, FL			
Clay, FL			
Duval, FL Balance			
Duval, FL HDBA			
Nassau, FL			
St. Johns, FL			

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Kansas City

Since December 2009		
Johnson, KS		
Leavenworth, KS		
Miami, KS		
Wyandotte, KS Balance		
Wyandotte, KS HDBA		
Wyandotte, KS HDHA		
Cass, MO		
Clay, MO		
Jackson, MO Balance		
Jackson, MO HDBA		
Jackson, MO HDHA		
Lafayette, MO		
Platte, MO		
Ray, MO		

Las Vegas

Since December 2009		
Clark, NV Balance		
Clark, NV HDHA		

Los Angeles

Since September 2008		
Los Angeles Central North, CA Balance		
Los Angeles Central North, CA HDHA		
Los Angeles Central South, CA Balance		
Los Angeles Central South, CA HDBA		
Los Angeles Central South, CA HDHA		
Los Angeles North Northeast, CA Balance		
Los Angeles North Northeast, CA HDHA		
Los Angeles North Southwest, CA Balance		
Los Angeles North Southwest, CA HDHA		
Los Angeles Southeast, CA Balance		
Los Angeles Southeast, CA HDHA		
Los Angeles Southwest, CA Balance		
Los Angeles Southwest, CA HDHA		
Orange, CA Balance		
Orange, CA HDHA		

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Memphis

Prior to April 2012	April - September 2012	October 2012 - September 2014	Since October 2014
Crittenden AR	Crittenden AR	Crittenden AR	Crittenden AR
Mississippi AR	Mississippi AR	Mississippi AR	Mississippi AR
DeSoto MS	DeSoto MS Balance	DeSoto MS Balance	DeSoto MS Balance
	DeSoto MS HDBA	DeSoto MS HDBA	DeSoto MS HDBA
Marshall MS	Marshall MS Balance	Marshall MS Balance	Marshall MS Balance
	Marshall MS HDBA	Marshall MS HDBA	Marshall MS HDBA
Fayette TN	Fayette TN	Fayette TN	Fayette TN Balance
			Fayette TN HDBA
Shelby TN Balance	Shelby TN Balance	Shelby TN Balance	Shelby TN Balance
Shelby TN HDBA	Shelby TN HDBA	Shelby TN HDBA	Shelby TN HDBA
Tipton TN Balance	Tipton TN	Tipton HDBA TN	Tipton HDBA TN
Tipton TN HDBA		Tipton Balance TN	Tipton Balance TN

Miami-Ft. Lauderdale-Hollywood

Since June 2009			
Broward, FL Balance			
Broward, FL HDBA			
Broward, FL HDHA			
Miami-Dade, FL Balance			
Miami-Dade, FL HDBA			
Miami-Dade, FL HDHA			

Middlesex-Somerset-Union

Since September 2008			
Middlesex, NJ Balance			
Middlesex, NJ HDHA			
Somerset, NJ			
Union, NJ Balance			
Union, NJ HDBA			
Union, NJ HDHA			

Milwaukee-Racine

Since September 2010			
Milwaukee, WI Balance			
Milwaukee, WI HDBA			
Milwaukee, WI HDHA			
Ozaukee, WI			
Racine, WI			
Washington, WI			
Waukesha, WI			

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Minneapolis-St. Paul

Since June 2009			
Anoka, MN			
Carver, MN			
Chisago, MN			
Dakota, MN			
Hennepin, MN Balance			
Hennepin, MN HDBA			
Isanti, MN			
Ramsey, MN			
Scott, MN			
Sherburne Remainder, MN			
Washington, MN			
Wright, MN			
Pierce, WI			

Nashville

Since September 2010			
Cheatham, TN			
Davidson, TN Balance			
Davidson, TN HDBA			
Dickson, TN			
Robertson, TN			
Rutherford, TN			
Sumner, TN			
Williamson, TN			
Wilson, TN			

Nassau-Suffolk (Long Island)

October 2008 - March 2012	April - September 2012	October 2012 - September 2013	October 2013 – September 2016	Since October 2016
Nassau NY Balance				
Nassau NY HDBA				
	Nassau NY HDHA	Nassau NY HDHA	Nassau NY HDHA	Nassau NY HDHA
Suffolk Central East NY				
Suffolk Central West NY Balance				
Suffolk Central West NY HDHA				
Suffolk East NY				
Suffolk West NY Balance	Suffolk West NY	Suffolk West HDBA NY	Suffolk West HDBA NY	Suffolk West Balance NY
Suffolk West NY HDBA		Suffolk West Balance NY	Suffolk West Balance NY	
			Suffolk West HDHA NY	Suffolk West HDHA NY

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New York

October 2010 - March 2012	April - September 2012	October 2012 - September 2013	October 2013 – September 2015	October 2015 – September 2016	Since October 2016	Since October 2017
Fairfield (SN Split) CT	Fairfield (SN Split) CT Balance	Fairfield (SN Split) CT Balance	Fairfield (SN Split) CT Balance			
				Fairfield (SN Split) CT HDHA	Fairfield (SN Split) CT HDHA	Fairfield (SN Split) CT HDHA
Bergen NJ	Bergen NJ Balance Bergen NJ HDHA					
Essex NJ Balance						
Essex NJ HDBA						
Essex NJ HDHA						
Hudson NJ Balance						
Hudson NJ HDBA						
Hudson NJ HDHA						
Middlesex NJ Balance						
Middlesex NJ HDHA						
Monmouth NJ						
Morris NJ Balance						
Morris NJ HDHA						
Passaic NJ Balance						
Passaic NJ HDHA						
Somerset NJ						
Union NJ Balance						
Union NJ HDBA						
Union NJ HDHA						
Bronx NY Balance						
Bronx NY HDBA						
Bronx NY HDHA						
Kings NY Balance						
Kings NY HDBA						
Kings NY HDHA						
Nassau NY Balance						
Nassau NY HDBA						
	Nassau NY HDHA					
New York NY Balance						
New York NY HDBA						
New York NY HDHA						
Putnam NY						
Queens NY Balance						
Queens NY HDBA						
Queens NY HDHA						
Richmond NY						
Rockland NY	Rockland NY Balance					
	Rockland NY HDHA					
Suffolk Central East NY						
Suffolk Central West NY Balance						
Suffolk Central West NY HDHA						
Suffolk East NY						
Suffolk West NY HDBA	Suffolk West NY	Suffolk West HDBA NY	Suffolk West HDBA NY	Suffolk West HDBA NY	Suffolk West HDHA NY	Suffolk West HDHA NY
Suffolk West NY Balance		Suffolk West Balance, NY				
			Suffolk West HDHA NY	Suffolk West HDHA NY		
Westchester NY Balance						
Westchester NY HDBA						
Westchester NY HDHA						

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Norfolk-Virginia Beach-Newport News

Prior to October 2010	October 2010 - March 2012	April - September 2012	Since October 2012
Chesapeake City VA Balance	Chesapeake City VA Balance	Chesapeake City VA Balance	Chesapeake City VA Balance
Chesapeake City VA HDBA	Chesapeake City VA HDBA	Chesapeake City VA HDBA	Chesapeake City VA HDBA
Gloucester VA	Gloucester VA	Gloucester VA	Gloucester VA
Hampton City VA Balance	Hampton City VA Balance	Hampton City VA Balance	Hampton City VA
Hampton City VA HDBA	Hampton City VA HDBA	Hampton City VA HDBA	
James City VA	James City VA	James City VA	James City VA
Newport News City VA Balance	Newport News City VA Balance	Newport News City VA Balance	Newport News City VA Balance
Newport News City VA HDBA	Newport News City VA HDBA	Newport News City VA HDBA	Newport News City VA HDBA
Norfolk City VA Balance	Norfolk City VA Balance	Norfolk City VA Balance	Norfolk City VA Balance
Norfolk City VA HDBA	Norfolk City VA HDBA	Norfolk City VA HDBA	Norfolk City VA HDBA
Poquoson City VA	Poquoson City VA	Poquoson City VA	Poquoson City VA
Portsmouth City VA	Portsmouth City VA	Portsmouth City VA	Portsmouth City VA
Suffolk City VA	Suffolk City VA	Suffolk City VA	Suffolk City VA
Virginia Beach City VA	Virginia Beach City VA Balance	Virginia Beach City VA	Virginia Beach City VA
	Virginia Beach City VA HDBA		
Williamsburg City VA	Williamsburg City VA	Williamsburg City VA	Williamsburg City VA
York VA	York VA	York VA	York VA

Orlando

September 2010			
Orange, FL Balance			
Orange, FL HDBA			
Orange, FL HDHA			
Osceola, FL Balance			
Osceola, FL HDHA			
Seminole, FL			

Philadelphia

March 2007 – September 2012	Since October 2012		
Burlington, NJ Balance	Burlington, NJ Balance		
Burlington, NJ HDBA	Burlington, NJ HDBA		
Camden, NJ Balance	Camden, NJ Balance		
Camden, NJ HDHA	Camden, NJ HDHA		
Camden, NJ HDBA	Camden, NJ HDBA		
Gloucester, NJ	Gloucester, NJ		
Bucks, PA	Bucks, PA		
Chester, PA	Chester, PA		
Delaware, PA Balance	Delaware, PA Balance		
Delaware, PA HDBA	Delaware, PA HDBA		
Montgomery, PA	Montgomery HDBA, PA		
	Montgomery Balance, PA		
Philadelphia, PA Balance	Philadelphia, PA Balance		
Philadelphia, PA HDBA	Philadelphia, PA HDBA		
Philadelphia, PA HDHA	Philadelphia, PA HDHA		

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Phoenix

Since June 2009			
Maricopa, AZ Balance			
Maricopa, AZ HDHA			

Pittsburgh, PA

Since September 2009			
Allegheny, PA Balance			
Allegheny, PA HDBA			
Beaver, PA			
Butler, PA			
Fayette, PA			
Washington, PA			
Westmoreland, PA			

Portland, OR

Since December 2009			
Clackamas, OR			
Marion, OR Balance			
Marion, OR HDHA			
Multnomah, OR			
Washington, OR			
Yamhill, OR			
Clark, WA			

Providence-Warwick-Pawtucket

Since September 2010			
Bristol East, MA			
Bristol South, MA			
Bristol West, MA			
Bristol, RI			
Kent, RI			
Newport, RI			
Providence, RI Balance			
Providence, RI HDHA			
Washington, RI			

Raleigh-Durham

Since September 2010			
Chatham, NC			
Durham, NC Balance			
Durham, NC HDBA			
Franklin, NC			
Johnston, NC			
Orange, NC			
Wake, NC Balance			
Wake, NC HDBA			

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Riverside-San Bernardino

Since September 2008			
Riverside West Inner, CA Balance			
Riverside West Inner, CA HDHA			
San Bernardino West Inner, CA Balance			
San Bernardino West Inner, CA HDHA			

Sacramento

Since December 2009			
El Dorado West, CA			
Nevada West, CA			
Placer West, CA			
Sacramento North, CA Balance			
Sacramento North, CA HDHA			
Sacramento South, CA Balance			
Sacramento South, CA HDHA			
Yolo, CA Balance			
Yolo, CA HDHA			

Salt Lake City-Ogden-Provo

Since December 2009			
Davis, UT			
Salt Lake, UT Balance			
Salt Lake, UT HDHA			
Tooele, UT			
Utah, UT			
Weber, UT			

San Antonio

Prior to April 2012	Since April 2012		
Atascosa TX	Atascosa TX		
Bandera TX	Bandera TX		
Bexar TX Balance	Bexar TX Balance		
Bexar TX HDHA			
Bexar TX HDHA	Bexar TX HDHA		
Comal TX	Comal TX		
Guadalupe TX Balance	Guadalupe TX Balance		
Guadalupe TX HDHA	Guadalupe TX HDHA		
Kendall TX	Kendall TX		
Medina TX	Medina TX		
Wilson TX Balance	Wilson TX Balance		
Wilson TX HDHA	Wilson TX HDHA		

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San Diego

Since June 2009			
San Diego North, CA Balance			
San Diego North, CA HDHA			
San Diego South, CA Balance			
San Diego South, CA HDHA			

San Francisco

April - September 2012	October 2012 - September 2013	October 2013 - September 2014	October 2014 - September 2015	October 2015 - September 2016	Since October 2016
Alameda East CA					
Alameda West CA Balance					
Alameda West CA HDHA					
	Alameda West HDBA CA	Alameda West HDBA CA			Alameda West CA HDBA
Alameda West CA HDBA2					
Contra Costa East CA					
Contra Costa West CA Balance					
Contra Costa West CA HDHA					
Marin CA					
Napa CA	Napa CA	Napa CA Balance	Napa CA Balance	Napa CA	Napa CA Balance
		Napa CA HDHA	Napa CA HDHA		Napa CA HDHA
San Francisco CA Balance	San Francisco CA				
San Francisco CA HDBA2					
San Mateo CA Balance					
San Mateo CA HDHA					
Santa Clara Central CA Balance					
Santa Clara Central CA HDHA					
Santa Clara North CA					
Santa Clara South CA Balance					
Santa Clara South CA HDHA					
Solano East CA					
Solano West CA					
Sonoma East CA					
Sonoma West CA Balance					
Sonoma West CA HDHA					

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San Jose

Prior to October 2008	Since October 2008		
Santa Clara Central CA Balance	Santa Clara Central CA Balance		
Santa Clara Central CA HDHA	Santa Clara Central CA HDHA		
Santa Clara North CA	Santa Clara North CA		
Santa Clara South CA	Santa Clara South CA Balance		
	Santa Clara South CA HDHA		

Seattle-Tacoma

Since June 2009			
Island, WA			
King, WA			
Kitsap, WA			
Pierce, WA			
Snohomish, WA			
Thurston, WA			

St. Louis

Since September 2009			
Clinton, IL			
Jersey, IL			
Madison, IL			
Monroe, IL			
St Clair, IL Balance			
St Clair, IL HDBA			
Franklin, MO			
Jefferson, MO			
Lincoln, MO			
St Charles, MO			
St Louis City, MO Balance			
St Louis City, MO HDBA			
St Louis County, MO Balance			
St Louis County, MO HDBA			
Warren, MO			

Tampa-St. Petersburg-Clearwater

Since September 2009			
Hernando, FL			
Hillsborough, FL Balance			
Hillsborough, FL HDBA			
Hillsborough, FL HDHA			
Pasco, FL			
Pinellas, FL Balance			
Pinellas, FL HDBA			

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Washington, DC

December 2008 - September 2013	October 2013 - September 2014	October 2014 – September 2016	Since October 2016	Since October 2017
District of Columbia, DC Balance				
District of Columbia, DC HDBA				
Calvert, MD				
Charles, MD Balance				
Charles, MD HDBA				
Frederick, MD				
Montgomery, MD Balance				
Montgomery, MD HDBA				
			Montgomery, MD HDHA	Montgomery, MD HDHA
Prince Georges, MD Balance				
Prince Georges, MD HDBA				
Prince Georges, MD HDHA				
Alexandria City, VA				
Arlington, VA				
Fairfax, VA				
Fairfax City, VA				
Falls Church City, VA				
Loudoun, VA	Loudoun, VA	Loudoun, VA	Loudoun, VA	Loudoun Balance, VA Loudoun HDHA, VA
Manassas City, VA				
Manassas Park City, VA				
Prince William, VA	Prince William Balance, VA	Prince William, VA	Prince William Balance, VA	Prince William Balance, VA
	Prince William HDHA, VA		Prince William HDHA, VA	Prince William HDHA, VA
Stafford, VA				

West Palm Beach-Boca Raton

Since December 2010			
Palm Beach Central South, FL Balance			
Palm Beach Central South, FL HDBA			
Palm Beach Remainder, FL Balance			
Palm Beach Remainder, FL HDBA			
Palm Beach Remainder, HDHA			

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Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.