

Spring 2019

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, 2019, 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 2019 Nielsen Audio market definitions.

NIELSEN RADIO MARKETS WITH DIARY IN-TAB TARGETS

SORTED BY MARKET NAME

Spring 2019 P12+ RANK	MARKET	METRO TARGET
232	Abilene, TX	520
84	Akron	1,760
236	Albany, GA	590
66	Albany-Schenectady-Troy	2,030
69	Albuquerque	1,700
73	Allentown-Bethlehem	1,790
170	Amarillo, TX	800
175	Anchorage	860
149	Ann Arbor, MI	530
137	Appleton-Oshkosh	800
157	Asheville	1,070
154	Atlantic City-Cape May	1,260
109	Augusta, GA	1,190
252	Augusta-Waterville, ME	610
79	Bakersfield	1,420
216	Bangor	850
75	Baton Rouge	1,590
250	Battle Creek, MI	690
145	Beaumont-Port Arthur, TX	620
196	Bend, OR	560
234	Billings, MT	590
144	Biloxi-Gulfport-Pascagoula	1,220
194	Binghamton	770
61	Birmingham	2,060

Spring 2019 P12+ RANK	MARKET	METRO TARGET
251	Bismarck, ND	570
230	Bloomington	860
94	Boise	970
171	Bowling Green, KY	560
126	Bridgeport	1,210
259	Brunswick, GA	610
193	Bryan-College Station, TX	500
58	Buffalo-Niagara Falls	2,420
148	Burlington-Plattsburgh	860
141	Canton	1,600
195	Cape Cod, MA	980
206	Cedar Rapids	890
78	Charleston, SC	1,530
198	Charleston, WV	960
89	Chattanooga	1,500
261	Cheyenne, WY	560
202	Chico, CA	560
90	Colorado Springs	1,360
224	Columbia, MO	620
83	Columbia, SC	1,450
191	Columbus, GA	900
176	Concord (Lakes Region)	940
111	Corpus Christi	1,050
201	Danbury, CT	800

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Spring 2019 P12+ RANK	MARKET	METRO TARGET	Spring 2019 P12+ RANK	MARKET	METRO TARGET
64	Dayton	2,110	179	Ft. Walton Beach-Destin, FL	800
93	Daytona Beach	1,190	116	Ft. Wayne	1,210
70	Des Moines	1,520	86	Gainesville-Ocala	1,230
192	Dothan, AL	590	263	Grand Forks, ND-MN	520
210	Duluth-Superior	1,030	247	Grand Island-Kearney-Hastings, NE	570
231	Eau Claire, WI	690	237	Grand Junction, CO	600
76	El Paso	1,590	68	Grand Rapids	1,740
225	Elmira-Corning, NY	610	187	Green Bay	800
180	Erie	680	92	Greenville-New Bern-Jacksonville	1,530
146	Eugene-Springfield	1,100	59	Greenville-Spartanburg	1,910
164	Evansville	980	166	Hagerstown-Chambersburg-Waynesboro, MD-PA	620
197	Fargo-Moorhead	860	82	Harrisburg-Lebanon-Carlisle	1,650
121	Fayetteville (North West Arkansas)	830	248	Harrisonburg, VA	520
129	Fayetteville, NC	1,100	63	Honolulu	1,960
139	Flint	1,260	260	Hot Springs, AR	670
211	Florence, SC	550	40	Hudson Valley	2,180
240	Florence-Muscle Shoals, AL	610	167	Huntington-Ashland	1,050
188	Frederick, MD	550	107	Huntsville	1,360
142	Fredericksburg	1,100	127	Jackson, MS	1,360
67	Fresno	1,670	262	Jackson, TN	560
106	Ft. Collins-Greeley, CO	870	114	Johnson City-Kingsport-Bristol	1,570
57	Ft. Myers-Naples	1,540	228	Joplin, MO	530
96	Ft. Pierce-Stuart-Vero Beach	1,050	184	Kalamazoo	960
161	Ft. Smith, AR	870	138	Killeen-Temple, TX	620

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Spring 2019 P12+ RANK	MARKET	METRO TARGET
72	Knoxville	1,690
218	La Crosse, WI	560
110	Lafayette, LA	1,190
214	Lake Charles, LA	540
88	Lakeland-Winter Haven	1,140
115	Lancaster	1,140
128	Lansing-East Lansing	1,540
189	Laredo, TX	540
217	Las Cruces-Deming, NM	570
213	Laurel-Hattiesburg, MS	520
222	Lebanon-Hanover-White River Junction, NH-VT	690
103	Lexington-Fayette	1,180
227	Lima, OH	640
163	Lincoln	860
87	Little Rock	1,550
54	Louisville	2,250
169	Lubbock	860
131	Macon	1,160
91	Madison	1,530
199	Manchester	860
56	McAllen-Brownsville-Harlingen	1,640
102	Melbourne-Titusville-Cocoa	1,140
101	Mobile	1,470
117	Modesto	730

Spring 2019 P12+ RANK	MARKET	METRO TARGET
55	Monmouth-Ocean	2,200
238	Monroe, LA	550
85	Monterey-Salinas-Santa Cruz	1,650
156	Montgomery	1,100
253	Montpelier-Barre-St. Johnsbury	650
174	Morgantown-Clarksburg-Fairmont, WV	1,050
123	Morristown, NJ	620
219	Muncie-Marion, IN	610
229	Muskegon, MI	760
133	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
165	Odessa-Midland, TX	575
50	Oklahoma City	2,360
223	Olean, NY	590
74	Omaha-Council Bluffs	1,670
120	Oxnard-Ventura	1,120
130	Palm Springs	1,220
221	Panama City, FL	580
242	Parkersburg-Marietta, WV-OH	570
125	Pensacola	1,100

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Spring 2019 P12+ RANK	MARKET	METRO TARGET
159	Peoria	1,080
99	Portland, ME	1,270
122	Portsmouth-Dover-Rochester	1,110
167	Poughkeepsie, NY	800
233	Pueblo	860
17	Puerto Rico	2,400
155	Quad Cities (Davenport-Rock Island-Moline)	1,120
249	Rapid City, SD	570
135	Reading, PA	590
226	Redding, CA	620
96	Reno	1,170
53	Richmond	1,980
119	Roanoke-Lynchburg	1,190
220	Rochester, MN	560
60	Rochester, NY	2,200
162	Rockford	1,100
150	Saginaw-Bay City-Midland, MI	750
205	Salina-Manhattan, KS	660
134	Salisbury-Ocean City	900
254	San Angelo, TX	570
173	San Luis Obispo, CA	620
207	Santa Barbara, CA	820
202	Santa Maria-Lompoc, CA	580
71	Sarasota-Bradenton	1,240

Spring 2019 P12+ RANK	MARKET	METRO TARGET
147	Savannah	900
256	Sheboygan, WI	560
140	Shreveport	940
255	Sioux City, IA	570
186	Sioux Falls, SD	650
183	South Bend	960
95	Spokane	1,420
100	Springfield, MA	1,670
136	Springfield, MO	680
185	St. Cloud, MN	560
151	Stamford-Norwalk, CT	620
80	Stockton	860
215	Sunbury-Selinsgrove-Lewisburg, PA	590
243	Sussex, NJ	540
98	Syracuse	1,740
160	Tallahassee	800
212	Terre Haute	610
239	Texarkana, TX-AR	620
104	Toledo	1,910
204	Topeka	860
158	Traverse City-Petoskey-Cadillac, MI	1,060
152	Trenton	870
177	Tri-Cities, WA (Richland-Kennewick-Pasco)	520
62	Tucson	1,760

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Spring 2019 P12+ RANK	MARKET	METRO TARGET
65	Tulsa	1,910
209	Tuscaloosa, AL	720
241	Twin Falls-Sun Valley, ID	590
143	Tyler-Longview	1,220
172	Utica-Rome	1,030
244	Valdosta, GA	660
113	Victor Valley	1,110
108	Visalia-Tulare-Hanford	1,170
190	Waco, TX	580
235	Waterloo-Cedar Falls, IA	540
258	Watertown, NY	520
178	Wausau-Stevens Point, WI (Central WI)	620
245	Wheeling	640
105	Wichita	1,480
246	Wichita Falls, TX	540
77	Wilkes Barre-Scranton	1,270
257	Williamsport, PA	580
81	Wilmington, DE	1,330
208	Winchester, VA	510
118	Worcester	1,150
199	Yakima, WA	550
112	York	1,380
132	Youngstown-Warren	1,320

NIELSEN RADIO MARKETS WITH DIARY IN-TAB TARGETS

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Spring 2019 P12+ RANK	MARKET	METRO TARGET
17	Puerto Rico	2,400
40	Hudson Valley	2,180
49	New Orleans	2,810
50	Oklahoma City	2,360
53	Richmond	1,980
54	Louisville	2,250
55	Monmouth-Ocean	2,200
56	McAllen-Brownsville-Harlingen	1,640
57	Ft. Myers-Naples	1,540
58	Buffalo-Niagara Falls	2,420
59	Greenville-Spartanburg	1,910
60	Rochester, NY	2,200
61	Birmingham	2,060
62	Tucson	1,760
63	Honolulu	1,960
64	Dayton	2,110
65	Tulsa	1,910
66	Albany-Schenectady-Troy	2,030
67	Fresno	1,670
68	Grand Rapids	1,740
69	Albuquerque	1,700
70	Des Moines	1,520
71	Sarasota-Bradenton	1,240
72	Knoxville	1,690

Spring 2019 P12+ RANK	MARKET	METRO TARGET
73	Allentown-Bethlehem	1,790
74	Omaha-Council Bluffs	1,670
75	Baton Rouge	1,590
76	El Paso	1,590
77	Wilkes Barre-Scranton	1,270
78	Charleston, SC	1,530
79	Bakersfield	1,420
80	Stockton	860
81	Wilmington, DE	1,330
82	Harrisburg-Lebanon-Carlisle	1,650
83	Columbia, SC	1,450
84	Akron	1,760
85	Monterey-Salinas-Santa Cruz	1,650
86	Gainesville-Ocala	1,230
87	Little Rock	1,550
88	Lakeland-Winter Haven	1,140
89	Chattanooga	1,500
90	Colorado Springs	1,360
91	Madison	1,530
92	Greenville-New Bern-Jacksonville	1,530
93	Daytona Beach	1,190
94	Boise	970
95	Spokane	1,420
96	Ft. Pierce-Stuart-Vero Beach	1,050

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Spring 2019 P12+ RANK	MARKET	METRO TARGET
96	Reno	1,170
98	Syracuse	1,740
99	Portland, ME	1,270
100	Springfield, MA	1,670
101	Mobile	1,470
102	Melbourne-Titusville-Cocoa	1,140
103	Lexington-Fayette	1,180
104	Toledo	1,910
105	Wichita	1,480
106	Ft. Collins-Greeley, CO	870
107	Huntsville	1,360
108	Visalia-Tulare-Hanford	1,170
109	Augusta, GA	1,190
110	Lafayette, LA	1,190
111	Corpus Christi	1,050
112	York	1,380
113	Victor Valley	1,110
114	Johnson City-Kingsport-Bristol	1,570
115	Lancaster	1,140
116	Ft. Wayne	1,210
117	Modesto	730
118	Worcester	1,150
119	Roanoke-Lynchburg	1,190
120	Oxnard-Ventura	1,120

Spring 2019 P12+ RANK	MARKET	METRO TARGET
121	Fayetteville (North West Arkansas)	830
122	Portsmouth-Dover-Rochester	1,110
123	Morristown, NJ	620
124	New Haven	1,210
125	Pensacola	1,100
126	Bridgeport	1,210
127	Jackson, MS	1,360
128	Lansing-East Lansing	1,540
129	Fayetteville, NC	1,100
130	Palm Springs	1,220
131	Macon	1,160
132	Youngstown-Warren	1,320
133	Myrtle Beach, SC	800
134	Salisbury-Ocean City	900
135	Reading, PA	590
136	Springfield, MO	680
137	Appleton-Oshkosh	800
138	Killeen-Temple, TX	620
139	Flint	1,260
140	Shreveport	940
141	Canton	1,600
142	Fredericksburg	1,100
143	Tyler-Longview	1,220
144	Biloxi-Gulfport-Pascagoula	1,220

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Spring 2019 P12+ RANK	MARKET	METRO TARGET
145	Beaumont-Port Arthur, TX	620
146	Eugene-Springfield	1,100
147	Savannah	900
148	Burlington-Plattsburgh	860
149	Ann Arbor, MI	530
150	Saginaw-Bay City-Midland, MI	750
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	Traverse City-Petoskey-Cadillac, MI	1,060
159	Peoria	1,080
160	Tallahassee	800
161	Ft. Smith, AR	870
162	Rockford	1,100
163	Lincoln	860
164	Evansville	980
165	Odessa-Midland, TX	575
166	Hagerstown-Chambersburg-Waynesboro, MD-PA	620
167	Huntington-Ashland	1,050
167	Poughkeepsie, NY	800

Spring 2019 P12+ RANK	MARKET	METRO TARGET
169	Lubbock	860
170	Amarillo, TX	800
171	Bowling Green, KY	560
172	Utica-Rome	1,030
173	San Luis Obispo, CA	620
174	Morgantown-Clarksburg-Fairmont, WV	1,050
175	Anchorage	860
176	Concord (Lakes Region)	940
177	Tri-Cities, WA (Richland-Kennewick-Pasco)	520
178	Wausau-Stevens Point, WI (Central WI)	620
179	Ft. Walton Beach-Destin, FL	800
180	Erie	680
181	New London, CT	620
182	New Bedford-Fall River, MA	620
183	South Bend	960
184	Kalamazoo	960
185	St. Cloud, MN	560
186	Sioux Falls, SD	650
187	Green Bay	800
188	Frederick, MD	550
189	Laredo, TX	540
190	Waco, TX	580
191	Columbus, GA	900
192	Dothan, AL	590

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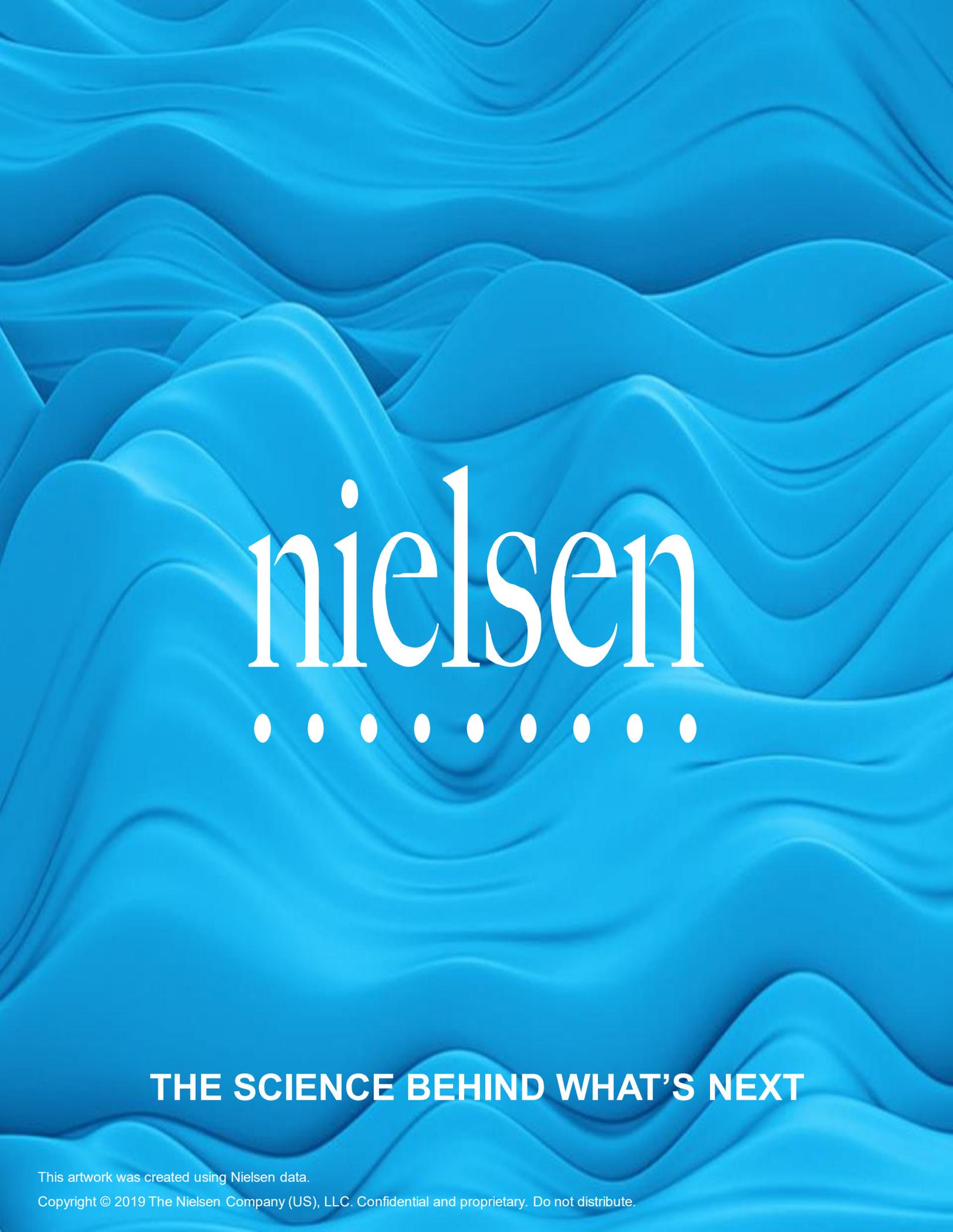
Spring 2019 P12+ RANK	MARKET	METRO TARGET
193	Bryan-College Station, TX	500
194	Binghamton	770
195	Cape Cod, MA	980
196	Bend, OR	560
197	Fargo-Moorhead	860
198	Charleston, WV	960
199	Manchester	860
199	Yakima, WA	550
201	Danbury, CT	800
202	Chico, CA	560
202	Santa Maria-Lompoc, CA	580
204	Topeka	860
205	Salina-Manhattan, KS	660
206	Cedar Rapids	890
207	Santa Barbara, CA	820
208	Winchester, VA	510
209	Tuscaloosa, AL	720
210	Duluth-Superior	1,030
211	Florence, SC	550
212	Terre Haute	610
213	Laurel-Hattiesburg, MS	520
214	Lake Charles, LA	540
215	Sunbury-Selinsgrove-Lewisburg, PA	590
216	Bangor	850

Spring 2019 P12+ RANK	MARKET	METRO TARGET
217	Las Cruces-Deming, NM	570
218	La Crosse, WI	560
219	Muncie-Marion, IN	610
220	Rochester, MN	560
221	Panama City, FL	580
222	Lebanon-Hanover-White River Junction, NH-VT	690
223	Olean, NY	590
224	Columbia, MO	620
225	Elmira-Corning, NY	610
226	Redding, CA	620
227	Lima, OH	640
228	Joplin, MO	530
229	Muskegon, MI	760
230	Bloomington	860
231	Eau Claire, WI	690
232	Abilene, TX	520
233	Pueblo	860
234	Billings, MT	590
235	Waterloo-Cedar Falls, IA	540
236	Albany, GA	590
237	Grand Junction, CO	600
238	Monroe, LA	550
239	Texarkana, TX-AR	620
240	Florence-Muscle Shoals, AL	610

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Spring 2019 P12+ RANK	MARKET	METRO TARGET
241	Twin Falls-Sun Valley, ID	590
242	Parkersburg-Marietta, WV-OH	570
243	Sussex, NJ	540
244	Valdosta, GA	660
245	Wheeling	640
246	Wichita Falls, TX	540
247	Grand Island-Kearney-Hastings, NE	570
248	Harrisonburg, VA	520
249	Rapid City, SD	570
250	Battle Creek, MI	690
251	Bismarck, ND	570
252	Augusta-Waterville, ME	610
253	Montpelier-Barre-St. Johnsbury	650
254	San Angelo, TX	570
255	Sioux City, IA	570
256	Sheboygan, WI	560
257	Williamsport, PA	580
258	Watertown, NY	520
259	Brunswick, GA	610
260	Hot Springs, AR	670
261	Cheyenne, WY	560
262	Jackson, TN	560
263	Grand Forks, ND-MN	520



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THE SCIENCE BEHIND WHAT'S NEXT

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