

**OCTOBER 2018**

# **HIGH-DENSITY AREA (HDA) DEFINITION**

## ANNUAL UPDATE

# HIGH-DENSITY AREA (HDA) DEFINITION

## OCTOBER 2018 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 2018 PPM report period, HDAs have been updated to reflect the most recent ZIP Code population estimates projected to January 1, 2019 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 TOOL<sup>SM</sup>

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 DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

### Atlanta

October 2010 – March 2012	April 2012 - September 2012	October 2012 - September 2014	October 2014 - September 2018	Since October 2018
Barrow GA	Barrow GA	Barrow GA	Barrow GA	Barrow GA
Bartow GA	Bartow GA	Bartow GA	Bartow GA	Bartow GA
Carroll GA	Carroll GA	Carroll GA	Carroll GA	Carroll GA
Cherokee GA	Cherokee GA	Cherokee GA	Cherokee GA	Cherokee GA
Clayton GA	Clayton GA	Clayton GA	Clayton GA	Clayton GA
Cobb GA Balance	Cobb GA Balance	Cobb GA Balance	Cobb GA Balance	Cobb GA Balance
Cobb GA HDBA	Cobb GA HDBA	Cobb GA HDBA	Cobb GA HDBA	Cobb GA HDBA
Coweta GA	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 Balance
De Kalb GA HDBA	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	De Kalb GA HDHA
Douglas GA Balance	Douglas GA	Douglas GA	Douglas GA	Douglas GA
Douglas GA HDBA				
Fayette GA Balance	Fayette GA Balance	Fayette GA Balance	Fayette GA Balance	Fayette GA Balance
Fayette GA HDBA	Fayette GA HDBA	Fayette GA HDBA	Fayette GA HDBA	Fayette GA HDBA
Forsyth GA	Forsyth GA	Forsyth GA	Forsyth GA	Forsyth GA
Fulton GA Balance	Fulton GA Balance	Fulton GA Balance	Fulton GA Balance	Fulton GA Balance
Fulton GA HDBA	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 Balance
Gwinnett GA HDBA	Gwinnett GA HDBA	Gwinnett GA HDBA	Gwinnett GA HDBA	Gwinnett GA HDBA
Gwinnett GA HDHA	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 Balance
Henry GA HDBA	Henry GA HDBA	Henry GA HDBA	Henry GA HDBA	Henry GA HDBA
Newton GA	Newton GA Balance	Newton GA	Newton GA Balance	Newton GA
	Newton GA HDBA		Newton GA HDBA	
Paulding GA	Paulding GA	Paulding GA	Paulding GA	Paulding GA
Pickens GA	Pickens GA	Pickens GA	Pickens GA	Pickens GA
Rockdale GA Balance	Rockdale GA	Rockdale GA	Rockdale GA	Rockdale GA
Rockdale GA HDBA				
Spalding GA Balance	Spalding GA Balance	Spalding GA Balance	Spalding GA Balance	Spalding GA Balance
Spalding GA HDBA	Spalding GA HDBA	Spalding GA HDBA	Spalding GA HDBA	Spalding GA HDBA
Walton GA	Walton GA	Walton GA	Walton GA	Walton GA

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## HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

### Austin

Prior to April 2012	April 2012-September 2012	October 2012 – September 2015	October 2015 – September 2018	Since October 2018
Bastrop TX	Bastrop TX Balance	Bastrop TX Balance	Bastrop TX Balance	Bastrop TX Balance
	Bastrop TX HDHA	Bastrop TX HDHA	Bastrop TX HDHA	Bastrop TX HDHA
Caldwell TX	Caldwell TX	Caldwell TX	Caldwell TX	Caldwell TX
Hays TX Balance	Hays TX Balance	Hays TX Balance	Hays TX Balance	Hays TX Balance
Hays TX HDHA	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 Balance
Travis TX HDHA	Travis TX HDHA	Travis TX HDHA	Travis TX HDHA	Travis TX HDHA
Williamson TX	Williamson TX	Williamson, TX Balance	Williamson TX	Williamson, TX Balance
		Williamson, TX HDHA		Williamson, TX HDHA

### 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

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### 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

### 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

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### 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

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### 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

### Detroit

Prior to April 2012	April 2012- 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

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### Hartford-New Britain-Middletown

Prior to April 2012	April 2012 - 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

### 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

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### 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

### 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

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# HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

## 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 HDHA
Los Angeles Central South, CA HDHA
Los Angeles North Northeast, CA Bal
Los Angeles North Northeast, CA HDHA
Los Angeles North Southwest, CA Bal
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

## Memphis

Prior to April 2012	April 2012 - 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

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### Miami-Ft. Lauderdale-Hollywood

Since June 2009	Since October 2018
Broward, FL Balance	Broward, FL Balance
Broward, FL HDBA	Broward, FL HDBA
Broward, FL HDHA	Broward, FL HDHA
Miami-Dade, FL Balance	
Miami-Dade, FL HDBA	Miami-Dade, FL HDBA
Miami-Dade, FL HDHA	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

### 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

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## HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

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

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

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## HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

### Norfolk-Virginia Beach-Newport News

Prior to October 2010	October 2010 - March 2012	April 2012 - 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

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## HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

### 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

### 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

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## HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

### 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

### 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

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## HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

### 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	April 2012 – September 2018	Since October 2018
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	Comal, TX Balance
		Comal, TX HDHA
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	

### 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

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## San Francisco

April 2012 - 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 East CA	Alameda East CA	Alameda East CA	Alameda East CA	Alameda East CA
Alameda West CA Balance	Alameda West CA Balance	Alameda West CA Balance	Alameda West CA Balance	Alameda West CA Balance	Alameda West CA Balance
Alameda West CA HDHA	Alameda West CA HDHA	Alameda West CA HDHA	Alameda West CA HDHA	Alameda West CA HDHA	Alameda West CA HDHA
	Alameda West HDBA CA	Alameda West HDBA CA			Alameda West CA HDBA
Alameda West CA HDBA2	Alameda West CA HDBA2	Alameda West CA HDBA2	Alameda West CA HDBA2	Alameda West CA HDBA2	
Contra Costa East CA	Contra Costa East CA	Contra Costa East CA	Contra Costa East CA	Contra Costa East CA	Contra Costa East CA
Contra Costa West CA Balance	Contra Costa West CA Balance	Contra Costa West CA Balance	Contra Costa West CA Balance	Contra Costa West CA Balance	Contra Costa West CA Balance
Contra Costa West CA HDHA	Contra Costa West CA HDHA	Contra Costa West CA HDHA	Contra Costa West CA HDHA	Contra Costa West CA HDHA	Contra Costa West CA HDHA
Marin CA	Marin CA	Marin CA	Marin CA	Marin CA	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 Balance	San Francisco CA Balance	San Francisco CA Balance	San Francisco CA Balance	San Francisco CA
San Francisco CA HDBA2	San Francisco CA HDBA2	San Francisco CA HDBA2	San Francisco CA HDBA2	San Francisco CA HDBA2	
San Mateo CA Balance	San Mateo CA Balance	San Mateo CA Balance	San Mateo CA Balance	San Mateo CA Balance	San Mateo CA Balance
San Mateo CA HDHA	San Mateo CA HDHA	San Mateo CA HDHA	San Mateo CA HDHA	San Mateo CA HDHA	San Mateo CA HDHA
Santa Clara Central CA Balance	Santa Clara Central CA Balance	Santa Clara Central CA Balance	Santa Clara Central CA Balance	Santa Clara Central CA Balance	Santa Clara Central CA Balance
Santa Clara Central CA HDHA	Santa Clara Central CA HDHA	Santa Clara Central CA HDHA	Santa Clara Central CA HDHA	Santa Clara Central CA HDHA	Santa Clara Central CA HDHA
Santa Clara North CA	Santa Clara North CA	Santa Clara North CA	Santa Clara North CA	Santa Clara North CA	Santa Clara North CA
Santa Clara South CA Balance	Santa Clara South CA Balance	Santa Clara South CA Balance	Santa Clara South CA Balance	Santa Clara South CA Balance	Santa Clara South CA Balance
Santa Clara South CA HDHA	Santa Clara South CA HDHA	Santa Clara South CA HDHA	Santa Clara South CA HDHA	Santa Clara South CA HDHA	Santa Clara South CA HDHA
Solano East CA	Solano East CA	Solano East CA	Solano East CA	Solano East CA	Solano East CA
Solano West CA	Solano West CA	Solano West CA	Solano West CA	Solano West CA	Solano West CA
Sonoma East CA	Sonoma East CA	Sonoma East CA	Sonoma East CA	Sonoma East CA	Sonoma East CA
Sonoma West CA Balance	Sonoma West CA Balance	Sonoma West CA Balance	Sonoma West CA Balance	Sonoma West CA Balance	Sonoma West CA Balance
Sonoma West CA HDHA	Sonoma West CA HDHA	Sonoma West CA HDHA	Sonoma West CA HDHA	Sonoma West CA HDHA	Sonoma West CA HDHA

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## HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

### 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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## HDA DEFINITION • OCTOBER 2018 COUNTY SPLIT UPDATE

### Washington, DC

December 2008 - September 2013	October 2013 - September 2014	October 2014 – September 2016	October 2016 – September 2018	Since October 2017
District of Columbia, DC Balance	District of Columbia, DC Balance	District of Columbia, DC Balance	District of Columbia, DC Balance	District of Columbia, DC Balance
District of Columbia, DC HDBA	District of Columbia, DC HDBA	District of Columbia, DC HDBA	District of Columbia, DC HDBA	District of Columbia, DC HDBA
Calvert, MD	Calvert, MD	Calvert, MD	Calvert, MD	Calvert, MD
Charles, MD Balance	Charles, MD Balance	Charles, MD Balance	Charles, MD Balance	Charles, MD Balance
Charles, MD HDBA	Charles, MD HDBA	Charles, MD HDBA	Charles, MD HDBA	Charles, MD HDBA
Frederick, MD	Frederick, MD	Frederick, MD	Frederick, MD	Frederick, MD
Montgomery, MD Balance	Montgomery, MD Balance	Montgomery, MD Balance	Montgomery, MD Balance	Montgomery, MD Balance
Montgomery, MD HDBA	Montgomery, MD HDBA	Montgomery, MD HDBA	Montgomery, MD HDBA	Montgomery, MD HDBA
			Montgomery, MD HDHA	Montgomery, MD HDHA
Prince Georges, MD Balance	Prince Georges, MD Balance	Prince Georges, MD Balance	Prince Georges, MD Balance	Prince Georges, MD Balance
Prince Georges, MD HDBA	Prince Georges, MD HDBA	Prince Georges, MD HDBA	Prince Georges, MD HDBA	Prince Georges, MD HDBA
Prince Georges, MD HDHA	Prince Georges, MD HDHA	Prince Georges, MD HDHA	Prince Georges, MD HDHA	Prince Georges, MD HDHA
Alexandria City, VA	Alexandria City, VA	Alexandria City, VA	Alexandria City, VA	Alexandria City, VA
Arlington, VA	Arlington, VA	Arlington, VA	Arlington, VA	Arlington, VA
Fairfax, VA	Fairfax, VA	Fairfax, VA	Fairfax, VA	Fairfax, VA
Fairfax City, VA	Fairfax City, VA	Fairfax City, VA	Fairfax City, VA	Fairfax City, VA
Falls Church City, VA	Falls Church City, VA	Falls Church City, VA	Falls Church City, VA	Falls Church City, VA
Loudoun, VA	Loudoun, VA	Loudoun, VA	Loudoun, VA	Loudoun Balance, VA
				Loudoun HDHA, VA
Manassas City, VA	Manassas City, VA	Manassas City, VA	Manassas City, VA	Manassas City, VA
Manassas Park City, VA	Manassas Park City, VA	Manassas Park City, VA	Manassas Park 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	Stafford, VA	Stafford, VA	Stafford, 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 measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

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