SPRING 2017 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 2014 and 2015 calendar years. Results of the evaluation conducted in the latter half of 2016 are effective with the Spring 2017 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 qualification 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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The following Diary-measured markets had additions and/or deletions made to their geographic non-Metro TSA definition as part of the Spring 2017 evaluation. There were no geographic definition changes to the remaining Diary markets that do not appear on this list. The next TSA update will be conducted in time for Spring 2019 survey.

Market	Counties Added	Counties Deleted
Abilene, TX		Mitchell, TX
Akron	Carroll, OH	
Albany, GA	Berrien, GA	
Allentown-Bethlehem	Hunterdon, NJ	
Asheville	Avery, NC	
Augusta, GA		Hampton, SC
Augusta-Waterville, ME	Piscataquis, ME	
Baton Rouge		Franklin, MS
Beaumont-Port Arthur, TX		Cameron, LA
Billings, MT	Rosebud, MT	
Birmingham		Greene, AL
Bismarck, ND	Mountrail, ND	Pierce, ND Foster, ND Stutsman, ND
Bluefield, WV	Wythe, VA	
Boise		Lincoln, ID
Brunswick, GA	Charlton, GA	Bacon, GA Ware, GA
Canton		Harrison, OH
Cedar Rapids		Butler, IA Grundy, IA Poweshiek, IA
Charleston, WV		Gallia, OH Meigs, OH
Chattanooga		Franklin, TN
Columbia, MO	Ralls, MO	
Columbus, GA		Macon, AL
Concord (Lakes Region)		Essex, VT
Dayton		Auglaize, OH
Des Moines		Cass, IA Mercer, MO
Dothan, AL		Crenshaw, AL
Duluth-Superior		Itasca, MN
Eau Claire, WI	Washburn, WI	
El Paso	Culberson, TX	
Erie		Ashtabula, OH Warren, PA
Evansville	Hardin, IL	Crittenden, KY
Fargo-Moorhead		Eddy, ND
Fredericksburg	Fauquier, VA	

Market	Counties Added	Counties Deleted
Ft. Collins-Greeley, CO	Grand, CO	Weld South, CO
Ft. Pierce-Stuart-Vero Beach	Brevard South Inner, FL Brevard South Outer, FL Glades, FL	
Ft. Smith, AR		McIntosh, OK
Grand Forks, ND-MN	Pembina, ND Kittson, MN	
Grand Island-Kearney-Hastings, NE	Thayer, NE	
Green Bay		Menominee, MI
Greenville-New Bern-Jacksonville		New Hanover, NC
Greenville-Spartanburg	Lincoln, GA	
Harrisonburg, VA	Hardy, WV Nelson, VA	Greene, VA
Hot Springs, AR	Yell, AR Nevada, AR	Dallas, AR
Huntington-Ashland	Vinton, OH	
Johnson City-Kingsport-Bristol	Yancey, NC	
Joplin, MO	Neosho, KS	
Knoxville	Meigs, TN Harlan, KY	
Lafayette, IN	Pulaski, IN	
Lake Charles, LA		Jasper, TX
Lebanon-Hanover-White River Jct, NH-VT	Rutland, VT	
Lexington-Fayette		Morgan, KY
Little Rock	Searcy, AR	
Louisville	Orange, IN Owen, KY	Switzerland, IN Taylor, KY
Macon		Hancock, GA Washington, GA
McAllen-Brownsville-Harlingen		Kenedy, TX
Monroe, LA	Catahoula, LA	
Morgantown-Clarksburg-Fairmont, WV		Ritchie, WV
Muncie-Marion, IN	Wabash, IN	
Muskegon, MI	Lake, MI	
Myrtle Beach, SC	Dillon, SC	
New London, CT		Middlesex Remainder, CT
Newburgh-Middletown, NY	Dutchess, NY Ulster, NY	
Odessa-Midland, TX	Reeves, TX Loving, TX	
Omaha-Council Bluffs	Polk, NE	
Palm Springs	Riverside East, CA	
Pensacola		Monroe, AL
Poughkeepsie, NY	Columbia, NY Greene, NY	

Market	Counties Added	Counties Deleted
Pueblo	Custer, CO Huerfano, CO	
Rapid City, SD	Niobrara, WY	Powder River, MT
Richmond	Fluvanna, VA	Middlesex, VA
Roanoke-Lynchburg		Summers, WV
Salina-Manhattan, KS	Jewell, KS Republic, KS Rice, KS	
Santa Barbara, CA		Santa Barbara North, CA
Sarasota-Bradenton	Hardee, FL	
Savannah		Montgomery, GA
Sioux City, IA	Burt, NE	
Sioux Falls, SD	O'Brien, IA	
Spokane	Adams, WA	
Tallahassee	Calhoun, FL Lafayette, FL	
Topeka	Greenwood, KS	
Tulsa	Sequoyah, OK	
Tyler-Longview		Hopkins, TX
Valdosta, GA	Tift, GA Colquitt, GA	
Waco, TX		Freestone, TX
Waterloo-Cedar Falls, IA	Howard, IA Franklin, IA	
Wausau-Stevens Point, WI (Central WI)	Vilas, WI	
Wilkes Barre-Scranton		Northumberland, PA
Winchester, VA	Rappahannock, VA	