

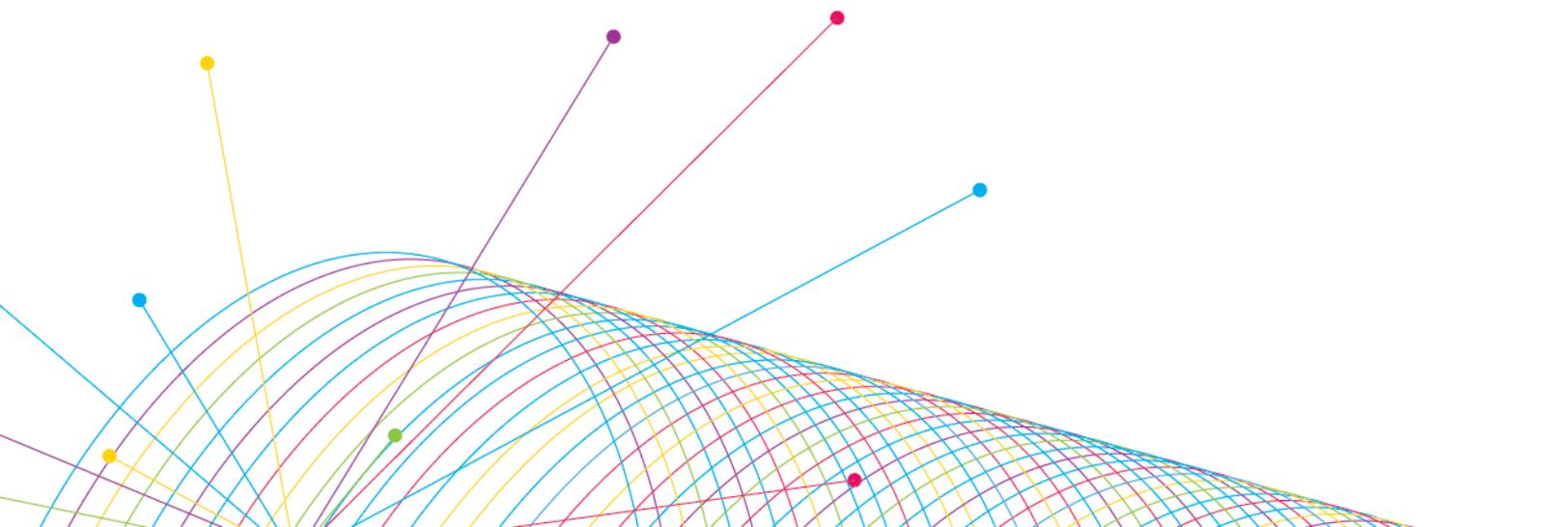
# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

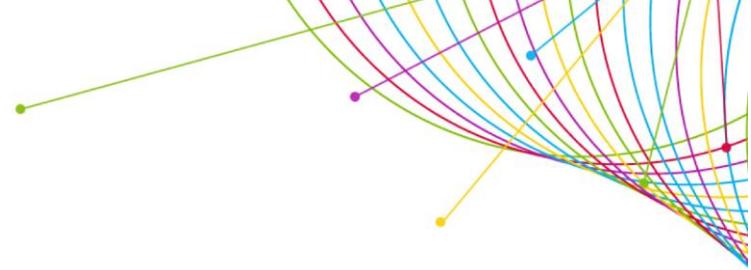
SPRING 2017

By Market.....	2
By Rank .....	7

Metro P12+ ranks are determined from population estimates based upon Census 2010 counts updated and projected to January 1, 2017, by Claritas, LLC. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2017 Nielsen Audio market definitions.

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# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY MARKET NAME

Spring 2017 P12+ RANK	MARKET	METRO TARGET
233	Abilene, TX <sup>2</sup>	520
81	Akron	1,760
238	Albany, GA <sup>2</sup>	590
66	Albany-Schenectady-Troy	2,030
69	Albuquerque	1,700
70	Allentown-Bethlehem	1,790
254	Altoona	610
170	Amarillo, TX <sup>2</sup>	800
173	Anchorage	860
154	Ann Arbor, MI <sup>2</sup>	530
139	Appleton-Oshkosh	800
158	Asheville	1,070
153	Atlantic City-Cape May	1,260
109	Augusta, GA <sup>2</sup>	1,190
257	Augusta-Waterville, ME <sup>2</sup>	610
79	Bakersfield	1,420
217	Bangor	850
75	Baton Rouge	1,590
253	Battle Creek, MI <sup>2</sup>	690
143	Beaumont-Port Arthur, TX <sup>2</sup>	620
204	Bend, OR <sup>2</sup>	560
237	Billings, MT <sup>2</sup>	590
145	Biloxi-Gulfport-Pascagoula	1,220
190	Binghamton	770

Spring 2017 P12+ RANK	MARKET	METRO TARGET
61	Birmingham	2,060
256	Bismarck, ND <sup>2</sup>	570
231	Bloomington	860
263	Bluefield, WV <sup>2</sup>	630
97	Boise	970
124	Bridgeport	1,210
264	Brunswick, GA <sup>2</sup>	610
187	Bryan-College Station, TX <sup>2</sup>	500
57	Buffalo-Niagara Falls	2,420
146	Burlington-Plattsburgh	860
136	Canton	1,600
194	Cape Cod, MA <sup>2</sup>	980
205	Cedar Rapids	890
78	Charleston, SC	1,530
193	Charleston, WV	960
206	Charlottesville, VA <sup>2</sup>	540
87	Chattanooga	1,500
266	Cheyenne, WY <sup>2</sup>	560
202	Chico, CA <sup>2</sup>	560
90	Colorado Springs	1,360
229	Columbia, MO <sup>2</sup>	620
85	Columbia, SC	1,450
184	Columbus, GA	900
175	Concord (Lakes Region)	940

1 Embedded Market

2 Audience Estimates are based on two-survey averaging. The Metro Target reflects the Spring 2017 survey only.

*continued...*



# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY MARKET NAME

Spring 2017 P12+ RANK	MARKET	METRO TARGET
110	Corpus Christi	1,050
200	Danbury, CT <sup>2</sup>	800
64	Dayton	2,110
93	Daytona Beach	1,190
71	Des Moines	1,520
191	Dothan, AL <sup>2</sup>	590
209	Duluth-Superior	1,030
234	Eau Claire, WI <sup>2</sup>	690
77	El Paso	1,590
226	Elmira-Corning, NY <sup>2</sup>	610
177	Erie	680
150	Eugene-Springfield	1,100
163	Evansville	980
197	Fargo-Moorhead	860
126	Fayetteville (North West Arkansas) <sup>2</sup>	830
129	Fayetteville, NC	1,100
137	Flint	1,260
213	Florence, SC <sup>2</sup>	550
244	Florence-Muscle Shoals, AL <sup>2</sup>	610
192	Frederick, MD <sup>1</sup>	550
144	Fredericksburg <sup>1</sup>	1,100
67	Fresno	1,670
111	Ft. Collins-Greeley, CO <sup>2</sup>	870
60	Ft. Myers-Naples-Marco Island	1,540

Spring 2017 P12+ RANK	MARKET	METRO TARGET
99	Ft. Pierce-Stuart-Vero Beach	1,050
161	Ft. Smith, AR <sup>2</sup>	870
182	Ft. Walton Beach-Destin, FL <sup>2</sup>	800
116	Ft. Wayne	1,210
88	Gainesville-Ocala	1,230
268	Grand Forks, ND-MN <sup>2</sup>	520
249	Grand Island-Kearney-Hastings, NE <sup>2</sup>	570
243	Grand Junction, CO <sup>2</sup>	600
68	Grand Rapids	1,740
186	Green Bay	800
89	Greenville-New Bern-Jacksonville	1,530
59	Greenville-Spartanburg	1,910
167	Hagerstown-Chambersburg-Waynesboro, MD-PA <sup>2</sup>	620
83	Harrisburg-Lebanon-Carlisle	1,650
251	Harrisonburg, VA <sup>2</sup>	520
222	Hilton Head, SC <sup>2</sup>	640
63	Honolulu	1,960
265	Hot Springs, AR <sup>2</sup>	670
40	Hudson Valley <sup>1</sup>	2,180
165	Huntington-Ashland	1,050
107	Huntsville	1,360
127	Jackson, MS	1,360
267	Jackson, TN <sup>2</sup>	560
113	Johnson City-Kingsport-Bristol	1,570

<sup>1</sup> Embedded Market

<sup>2</sup> Audience Estimates are based on two-survey averaging. The Metro Target reflects the Spring 2017 survey only.

continued...



# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY MARKET NAME

Spring 2017 P12+ RANK	MARKET	METRO TARGET
230	Joplin, MO <sup>2</sup>	530
185	Kalamazoo	960
140	Killeen-Temple, TX <sup>2</sup>	620
72	Knoxville	1,690
219	La Crosse, WI <sup>2</sup>	560
221	Lafayette, IN	960
108	Lafayette, LA	1,190
218	Lake Charles, LA <sup>2</sup>	540
92	Lakeland-Winter Haven	1,140
115	Lancaster	1,140
128	Lansing-East Lansing	1,540
189	Laredo, TX <sup>2</sup>	540
240	LaSalle-Peru, IL <sup>2</sup>	620
215	Laurel-Hattiesburg, MS <sup>2</sup>	520
224	Lebanon-Hanover-White River Junction, NH-VT <sup>2</sup>	690
104	Lexington-Fayette	1,180
227	Lima, OH <sup>2</sup>	640
166	Lincoln	860
86	Little Rock	1,550
55	Louisville	2,250
169	Lubbock	860
131	Macon	1,160
101	Madison	1,530
198	Manchester <sup>1</sup>	860

Spring 2017 P12+ RANK	MARKET	METRO TARGET
56	McAllen-Brownsville-Harlingen	1,640
207	Medford-Ashland, OR <sup>2</sup>	690
103	Melbourne-Titusville-Cocoa	1,140
179	Merced, CA <sup>2</sup>	580
100	Mobile	1,470
118	Modesto	730
53	Monmouth-Ocean <sup>1</sup>	2,200
239	Monroe, LA <sup>2</sup>	550
84	Monterey-Salinas-Santa Cruz	1,650
156	Montgomery	1,100
255	Montpelier-Barre-St. Johnsbury	650
174	Morgantown-Clarksburg-Fairmont, WV <sup>2</sup>	1,050
121	Morristown, NJ <sup>1</sup>	620
216	Muncie-Marion, IN <sup>2</sup>	610
232	Muskegon, MI <sup>2</sup>	760
141	Myrtle Beach, SC <sup>2</sup>	800
181	New Bedford-Fall River, MA <sup>1</sup>	620
122	New Haven	1,210
178	New London, CT <sup>2</sup>	620
49	New Orleans	2,810
152	Newburgh-Middletown, NY <sup>1,2</sup>	560
163	Odessa-Midland, TX <sup>2</sup>	575
50	Oklahoma City	2,360
223	Olean, NY <sup>2</sup>	590

<sup>1</sup> Embedded Market

<sup>2</sup> Audience Estimates are based on two-survey averaging. The Metro Target reflects the Spring 2017 survey only.

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# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY MARKET NAME

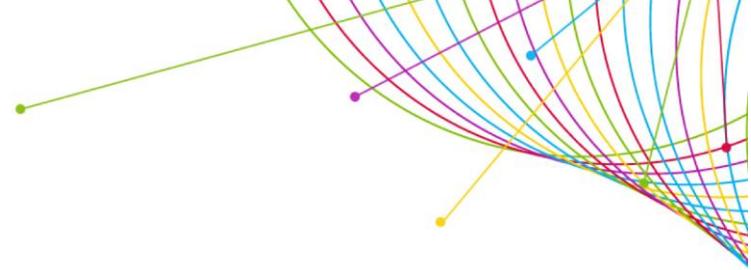
Spring 2017 P12+ RANK	MARKET	METRO TARGET
73	Omaha-Council Bluffs	1,670
120	Oxnard-Ventura	1,120
132	Palm Springs	1,220
225	Panama City, FL <sup>2</sup>	580
241	Parkersburg-Marietta, WV-OH <sup>2</sup>	570
125	Pensacola	1,100
157	Peoria	1,080
95	Portland, ME	1,270
123	Portsmouth-Dover-Rochester	1,110
168	Poughkeepsie, NY <sup>2</sup>	800
235	Pueblo	860
15	Puerto Rico	2,400
155	Quad Cities (Davenport-Rock Island-Moline)	1,120
252	Rapid City, SD <sup>2</sup>	570
133	Reading, PA <sup>2</sup>	590
228	Redding, CA <sup>2</sup>	620
98	Reno	1,170
54	Richmond	1,980
119	Roanoke-Lynchburg	1,190
220	Rochester, MN <sup>2</sup>	560
58	Rochester, NY	2,200
160	Rockford	1,100
147	Saginaw-Bay City-Midland, MI <sup>2</sup>	750
198	Salina-Manhattan, KS <sup>2</sup>	660

Spring 2017 P12+ RANK	MARKET	METRO TARGET
135	Salisbury-Ocean City	900
259	San Angelo, TX <sup>2</sup>	570
172	San Luis Obispo, CA <sup>2</sup>	620
208	Santa Barbara, CA <sup>2</sup>	820
201	Santa Maria-Lompoc, CA <sup>2</sup>	580
74	Sarasota-Bradenton	1,240
148	Savannah	900
261	Sheboygan, WI <sup>2</sup>	560
138	Shreveport	940
258	Sioux City, IA <sup>2</sup>	570
188	Sioux Falls, SD <sup>2</sup>	650
183	South Bend	960
94	Spokane	1,420
96	Springfield, MA	1,670
134	Springfield, MO	680
149	Stamford-Norwalk, CT <sup>1,2</sup>	620
82	Stockton	860
214	Sunbury-Selinsgrove-Lewisburg, PA <sup>2</sup>	590
246	Sussex, NJ <sup>2</sup>	540
91	Syracuse	1,740
162	Tallahassee	800
212	Terre Haute	610
242	Texarkana, TX-AR <sup>2</sup>	620
102	Toledo	1,910

<sup>1</sup> Embedded Market

<sup>2</sup> Audience Estimates are based on two-survey averaging. The Metro Target reflects the Spring 2017 survey only.

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# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY MARKET NAME

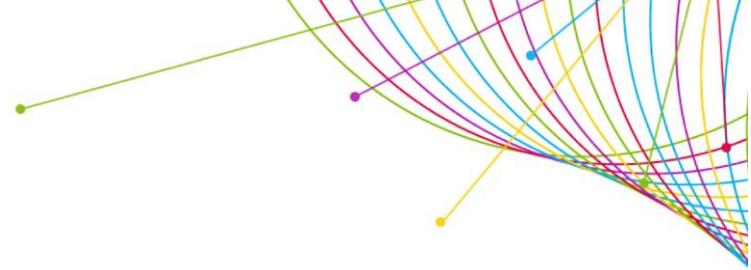
Spring 2017 P12+ RANK	MARKET	METRO TARGET
203	Topeka	860
159	Traverse City-Petoskey-Cadillac, MI <sup>2</sup>	1,060
151	Trenton	870
180	Tri-Cities, WA (Richland-Kennewick-Pasco) <sup>2</sup>	520
62	Tucson	1,760
65	Tulsa	1,910
211	Tuscaloosa, AL <sup>2</sup>	720
247	Twin Falls-Sun Valley, ID <sup>2</sup>	590
142	Tyler-Longview	1,220
171	Utica-Rome	1,030
250	Valdosta, GA <sup>2</sup>	660
114	Victor Valley	1,110
106	Visalia-Tulare-Hanford	1,170
195	Waco, TX <sup>2</sup>	580
236	Waterloo-Cedar Falls, IA <sup>2</sup>	540
262	Watertown, NY <sup>2</sup>	520
176	Wausau-Stevens Point, WI (Central WI) <sup>2</sup>	620
245	Wheeling	640
105	Wichita	1,480
248	Wichita Falls, TX <sup>2</sup>	540
76	Wilkes Barre-Scranton	1,270
260	Williamsport, PA <sup>2</sup>	580
80	Wilmington, DE	1,330
210	Winchester, VA <sup>2</sup>	510

Spring 2017 P12+ RANK	MARKET	METRO TARGET
117	Worcester	1,150
196	Yakima, WA <sup>2</sup>	550
112	York	1,380
130	Youngstown-Warren	1,320

1 Embedded Market

2 Audience Estimates are based on two-survey averaging. The Metro Target reflects the Spring 2017 survey only.

*continued...*



# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY SPRING 2017 P12+ RANK

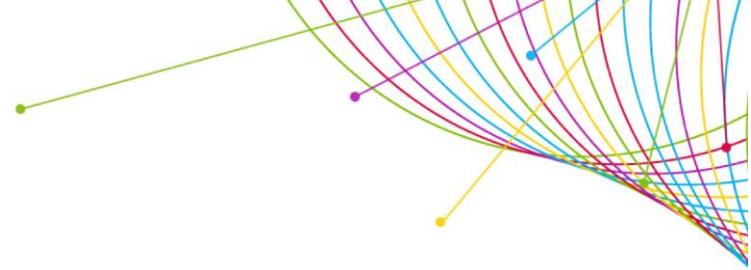
Spring 2017 P12+ RANK	MARKET	METRO TARGET
15	Puerto Rico	2,400
40	Hudson Valley <sup>1</sup>	2,180
49	New Orleans	2,810
50	Oklahoma City	2,360
53	Monmouth-Ocean <sup>1</sup>	2,200
54	Richmond	1,980
55	Louisville	2,250
56	McAllen-Brownsville-Harlingen	1,640
57	Buffalo-Niagara Falls	2,420
58	Rochester, NY	2,200
59	Greenville-Spartanburg	1,910
60	Ft. Myers-Naples-Marco Island	1,540
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	Allentown-Bethlehem	1,790
71	Des Moines	1,520
72	Knoxville	1,690

Spring 2017 P12+ RANK	MARKET	METRO TARGET
73	Omaha-Council Bluffs	1,670
74	Sarasota-Bradenton	1,240
75	Baton Rouge	1,590
76	Wilkes Barre-Scranton	1,270
77	El Paso	1,590
78	Charleston, SC	1,530
79	Bakersfield	1,420
80	Wilmington, DE	1,330
81	Akron	1,760
82	Stockton	860
83	Harrisburg-Lebanon-Carlisle	1,650
84	Monterey-Salinas-Santa Cruz	1,650
85	Columbia, SC	1,450
86	Little Rock	1,550
87	Chattanooga	1,500
88	Gainesville-Ocala	1,230
89	Greenville-New Bern-Jacksonville	1,530
90	Colorado Springs	1,360
91	Syracuse	1,740
92	Lakeland-Winter Haven	1,140
93	Daytona Beach	1,190
94	Spokane	1,420
95	Portland, ME	1,270
96	Springfield, MA	1,670

<sup>1</sup> Embedded Market

<sup>2</sup> Audience Estimates are based on two-survey averaging. The Metro Target reflects the Spring 2017 survey only.

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# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY SPRING 2017 P12+ RANK

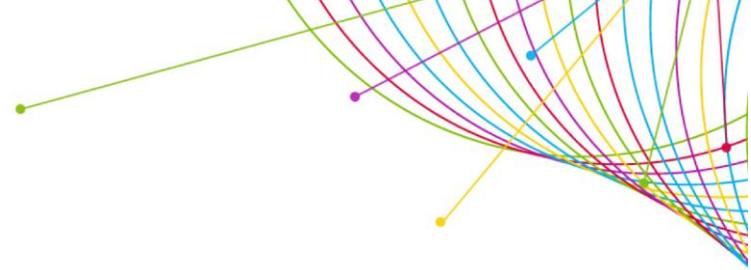
Spring 2017 P12+ RANK	MARKET	METRO TARGET
97	Boise	970
98	Reno	1,170
99	Ft. Pierce-Stuart-Vero Beach	1,050
100	Mobile	1,470
101	Madison	1,530
102	Toledo	1,910
103	Melbourne-Titusville-Cocoa	1,140
104	Lexington-Fayette	1,180
105	Wichita	1,480
106	Visalia-Tulare-Hanford	1,170
107	Huntsville	1,360
108	Lafayette, LA	1,190
109	Augusta, GA	1,190
110	Corpus Christi	1,050
111	Ft. Collins-Greeley, CO <sup>2</sup>	870
112	York	1,380
113	Johnson City-Kingsport-Bristol	1,570
114	Victor Valley	1,110
115	Lancaster	1,140
116	Ft. Wayne	1,210
117	Worcester	1,150
118	Modesto	730
119	Roanoke-Lynchburg	1,190
120	Oxnard-Ventura	1,120

Spring 2017 P12+ RANK	MARKET	METRO TARGET
121	Morristown, NJ <sup>1</sup>	620
122	New Haven	1,210
123	Portsmouth-Dover-Rochester	1,110
124	Bridgeport	1,210
125	Pensacola	1,100
126	Fayetteville (North West Arkansas) <sup>2</sup>	830
127	Jackson, MS	1,360
128	Lansing-East Lansing	1,540
129	Fayetteville, NC	1,100
130	Youngstown-Warren	1,320
131	Macon	1,160
132	Palm Springs	1,220
133	Reading, PA <sup>2</sup>	590
134	Springfield, MO	680
135	Salisbury-Ocean City	900
136	Canton	1,600
137	Flint	1,260
138	Shreveport	940
139	Appleton-Oshkosh	800
140	Killeen-Temple, TX <sup>2</sup>	620
141	Myrtle Beach, SC <sup>2</sup>	800
142	Tyler-Longview	1,220
143	Beaumont-Port Arthur, TX <sup>2</sup>	620
144	Fredericksburg <sup>1</sup>	1,100

1 Embedded Market

2 Audience Estimates are based on two-survey averaging. The Metro Target reflects the Spring 2017 survey only.

*continued...*



# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY SPRING 2017 P12+ RANK

Spring 2017 P12+ RANK	MARKET	METRO TARGET
145	Biloxi-Gulfport-Pascagoula	1,220
146	Burlington-Plattsburgh	860
147	Saginaw-Bay City-Midland, MI <sup>2</sup>	750
148	Savannah	900
149	Stamford-Norwalk, CT <sup>1, 2</sup>	620
150	Eugene-Springfield	1,100
151	Trenton	870
152	Newburgh-Middletown, NY <sup>1, 2</sup>	560
153	Atlantic City-Cape May	1,260
154	Ann Arbor, MI <sup>2</sup>	530
155	Quad Cities (Davenport-Rock Island-Moline)	1,120
156	Montgomery	1,100
157	Peoria	1,080
158	Asheville	1,070
159	Traverse City-Petoskey-Cadillac, MI <sup>2</sup>	1,060
160	Rockford	1,100
161	Ft. Smith, AR <sup>2</sup>	870
162	Tallahassee	800
163	Evansville	980
163	Odessa-Midland, TX <sup>2</sup>	575
165	Huntington-Ashland	1,050
166	Lincoln	860
167	Hagerstown-Chambersburg-Waynesboro, MD-PA <sup>2</sup>	620
168	Poughkeepsie, NY <sup>2</sup>	800

Spring 2017 P12+ RANK	MARKET	METRO TARGET
169	Lubbock	860
170	Amarillo, TX <sup>2</sup>	800
171	Utica-Rome	1,030
172	San Luis Obispo, CA <sup>2</sup>	620
173	Anchorage	860
174	Morgantown-Clarksburg-Fairmont, WV <sup>2</sup>	1,050
175	Concord (Lakes Region)	940
176	Wausau-Stevens Point, WI (Central WI) <sup>2</sup>	620
177	Erie	680
178	New London, CT <sup>2</sup>	620
179	Merced, CA <sup>2</sup>	580
180	Tri-Cities, WA (Richland-Kennewick-Pasco) <sup>2</sup>	520
181	New Bedford-Fall River, MA <sup>1</sup>	620
182	Ft. Walton Beach-Destin, FL <sup>2</sup>	800
183	South Bend	960
184	Columbus, GA	900
185	Kalamazoo	960
186	Green Bay	800
187	Bryan-College Station, TX <sup>2</sup>	500
188	Sioux Falls, SD <sup>2</sup>	650
189	Laredo, TX <sup>2</sup>	540
190	Binghamton	770
191	Dothan, AL <sup>2</sup>	590
192	Frederick, MD <sup>1</sup>	550

<sup>1</sup> Embedded Market

<sup>2</sup> Audience Estimates are based on two-survey averaging. The Metro Target reflects the Fall Spring 2017 only.

*continued...*



# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY SPRING 2017 P12+ RANK

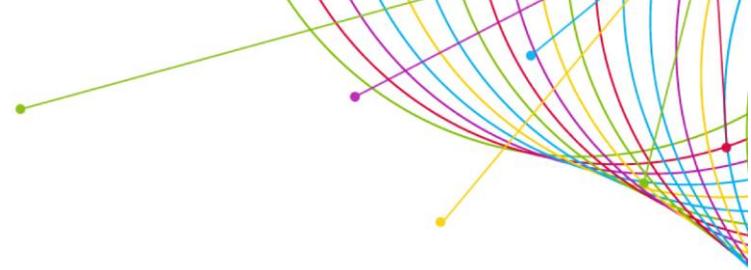
Spring 2017 P12+ RANK	MARKET	METRO TARGET
193	Charleston, WV	960
194	Cape Cod, MA <sup>2</sup>	980
195	Waco, TX <sup>2</sup>	580
196	Yakima, WA <sup>2</sup>	550
197	Fargo-Moorhead	860
198	Manchester <sup>1</sup>	860
198	Salina-Manhattan, KS <sup>2</sup>	660
200	Danbury, CT <sup>2</sup>	800
201	Santa Maria-Lompoc, CA <sup>2</sup>	580
202	Chico, CA <sup>2</sup>	560
203	Topeka	860
204	Bend, OR <sup>2</sup>	560
205	Cedar Rapids	890
206	Charlottesville, VA <sup>2</sup>	540
207	Medford-Ashland, OR <sup>2</sup>	690
208	Santa Barbara, CA <sup>2</sup>	820
209	Duluth-Superior	1,030
210	Winchester, VA <sup>2</sup>	510
211	Tuscaloosa, AL <sup>2</sup>	720
212	Terre Haute	610
213	Florence, SC <sup>2</sup>	550
214	Sunbury-Selinsgrove-Lewisburg, PA <sup>2</sup>	590
215	Laurel-Hattiesburg, MS <sup>2</sup>	520
216	Muncie-Marion, IN <sup>2</sup>	610

Spring 2017 P12+ RANK	MARKET	METRO TARGET
217	Bangor	850
218	Lake Charles, LA <sup>2</sup>	540
219	La Crosse, WI <sup>2</sup>	560
220	Rochester, MN <sup>2</sup>	560
221	Lafayette, IN	960
222	Hilton Head, SC <sup>2</sup>	640
223	Olean, NY <sup>2</sup>	590
224	Lebanon-Hanover-White River Junction, NH-VT <sup>2</sup>	690
225	Panama City, FL <sup>2</sup>	580
226	Elmira-Corning, NY <sup>2</sup>	610
227	Lima, OH <sup>2</sup>	640
228	Redding, CA <sup>2</sup>	620
229	Columbia, MO <sup>2</sup>	620
230	Joplin, MO <sup>2</sup>	530
231	Bloomington	860
232	Muskegon, MI <sup>2</sup>	760
233	Abilene, TX <sup>2</sup>	520
234	Eau Claire, WI <sup>2</sup>	690
235	Pueblo	860
236	Waterloo-Cedar Falls, IA <sup>2</sup>	540
237	Billings, MT <sup>2</sup>	590
238	Albany, GA <sup>2</sup>	590
239	Monroe, LA <sup>2</sup>	550
240	LaSalle-Peru, IL <sup>2</sup>	620

<sup>1</sup> Embedded Market

<sup>2</sup> Audience Estimates are based on two-survey averaging. The Metro Target reflects the Fall Spring 2017 only.

*continued...*



# NIELSEN RADIO DIARY MARKETS WITH IN-TAB TARGETS

SORTED BY SPRING 2017 P12+ RANK

Spring 2017 P12+ RANK	MARKET	METRO TARGET
241	Parkersburg-Marietta, WV-OH <sup>2</sup>	570
242	Texarkana, TX-AR <sup>2</sup>	620
243	Grand Junction, CO <sup>2</sup>	600
244	Florence-Muscle Shoals, AL <sup>2</sup>	610
245	Wheeling	640
246	Sussex, NJ <sup>2</sup>	540
247	Twin Falls-Sun Valley, ID <sup>2</sup>	590
248	Wichita Falls, TX <sup>2</sup>	540
249	Grand Island-Kearney-Hastings, NE <sup>2</sup>	570
250	Valdosta, GA <sup>2</sup>	660
251	Harrisonburg, VA <sup>2</sup>	520
252	Rapid City, SD <sup>2</sup>	570
253	Battle Creek, MI <sup>2</sup>	690
254	Altoona	610
255	Montpelier-Barre-St. Johnsbury	650
256	Bismarck, ND <sup>2</sup>	570
257	Augusta-Waterville, ME <sup>2</sup>	610
258	Sioux City, IA <sup>2</sup>	570
259	San Angelo, TX <sup>2</sup>	570
260	Williamsport, PA <sup>2</sup>	580
261	Sheboygan, WI <sup>2</sup>	560
262	Watertown, NY <sup>2</sup>	520
263	Bluefield, WV <sup>2</sup>	630
264	Brunswick, GA <sup>2</sup>	610

Spring 2017 P12+ RANK	MARKET	METRO TARGET
265	Hot Springs, AR <sup>2</sup>	670
266	Cheyenne, WY <sup>2</sup>	560
267	Jackson, TN <sup>2</sup>	560
268	Grand Forks, ND-MN <sup>2</sup>	520

1 Embedded Market

2 Audience Estimates are based on two-survey averaging. The Metro Target reflects the Spring 2017 survey only.