

FALL 2018

NIELSEN RADIO MARKETS WITH DIARY IN-TAB TARGETS

CONTENTS

BY MARKET.....	3
-------------------	---

BY RANK.....	8
-----------------	---

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 Fall 2018 Nielsen Audio market definitions.

Nielsen Radio Markets with Diary In-tab Targets



SORTED BY MARKET NAME

Fall 2018 P12+ RANK	MARKET	METRO TARGET	Fall 2018 P12+ RANK	MARKET	METRO TARGET
233	Abilene, TX	520	253	Bismarck, ND	570
84	Akron	1,760	231	Bloomington	860
237	Albany, GA	590	94	Boise	970
66	Albany-Schenectady-Troy	2,030	171	Bowling Green, KY	560
69	Albuquerque	1,700	126	Bridgeport	1,210
73	Allentown-Bethlehem	1,790	261	Brunswick, GA	610
170	Amarillo, TX	800	184	Bryan-College Station, TX	500
175	Anchorage	860	58	Buffalo-Niagara Falls	2,420
149	Ann Arbor, MI	530	148	Burlington-Plattsburgh	860
137	Appleton-Oshkosh	800	141	Canton	1,600
157	Asheville	1,070	195	Cape Cod, MA	980
154	Atlantic City-Cape May	1,260	206	Cedar Rapids	890
109	Augusta, GA	1,190	78	Charleston, SC	1,530
254	Augusta-Waterville, ME	610	198	Charleston, WV	960
79	Bakersfield	1,420	89	Chattanooga	1,500
216	Bangor	850	263	Cheyenne, WY	560
75	Baton Rouge	1,590	202	Chico, CA	560
252	Battle Creek, MI	690	90	Colorado Springs	1,360
145	Beaumont-Port Arthur, TX	620	225	Columbia, MO	620
196	Bend, OR	560	83	Columbia, SC	1,450
235	Billings, MT	590	192	Columbus, GA	900
144	Biloxi-Gulfport-Pascagoula	1,220	176	Concord (Lakes Region)	940
194	Binghamton	770	111	Corpus Christi	1,050
61	Birmingham	2,060	201	Danbury, CT	800

Nielsen Radio Markets with Diary In-tab Targets

SORTED BY MARKET NAME

Fall 2018 P12+ RANK	MARKET	METRO TARGET	Fall 2018 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
193	Dothan, AL	590	265	Grand Forks, ND-MN	520
210	Duluth-Superior	1,030	249	Grand Island-Kearney-Hastings, NE	570
232	Eau Claire, WI	690	238	Grand Junction, CO	600
76	El Paso	1,590	68	Grand Rapids	1,740
226	Elmira-Corning, NY	610	188	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	250	Harrisonburg, VA	520
129	Fayetteville, NC	1,100	63	Honolulu	1,960
139	Flint	1,260	262	Hot Springs, AR	670
211	Florence, SC	550	40	Hudson Valley	2,180
242	Florence-Muscle Shoals, AL	610	167	Huntington-Ashland	1,050
189	Frederick, MD	550	107	Huntsville	1,360
142	Fredericksburg	1,100	127	Jackson, MS	1,360
67	Fresno	1,670	264	Jackson, TN	560
106	Ft. Collins-Greeley, CO	870	114	Johnson City-Kingsport-Bristol	1,570
57	Ft. Myers-Naples	1,540	229	Joplin, MO	530
96	Ft. Pierce-Stuart-Vero Beach	1,050	185	Kalamazoo	960
161	Ft. Smith, AR	870	138	Killeen-Temple, TX	620

Nielsen Radio Markets with Diary In-tab Targets

SORTED BY MARKET NAME

Fall 2018 P12+ RANK	MARKET	METRO TARGET	Fall 2018 P12+ RANK	MARKET	METRO TARGET
72	Knoxville	1,690	101	Mobile	1,470
218	La Crosse, WI	560	117	Modesto	730
221	Lafayette, IN	960	55	Monmouth-Ocean	2,200
110	Lafayette, LA	1,190	239	Monroe, LA	550
214	Lake Charles, LA	540	85	Monterey-Salinas-Santa Cruz	1,650
88	Lakeland-Winter Haven	1,140	156	Montgomery	1,100
115	Lancaster	1,140	255	Montpelier-Barre-St. Johnsbury	650
128	Lansing-East Lansing	1,540	174	Morgantown-Clarksburg-Fairmont, WV	1,050
190	Laredo, TX	540	123	Morristown, NJ	620
217	Las Cruces-Deming, NM	570	219	Muncie-Marion, IN	610
241	LaSalle-Peru, IL	620	230	Muskegon, MI	760
213	Laurel-Hattiesburg, MS	520	133	Myrtle Beach, SC	800
223	Lebanon-Hanover-White River Junction, NH-VT	690	182	New Bedford-Fall River, MA	620
103	Lexington-Fayette	1,180	124	New Haven	1,210
228	Lima, OH	640	181	New London, CT	620
163	Lincoln	860	49	New Orleans	2,810
87	Little Rock	1,550	153	Newburgh-Middletown, NY	560
54	Louisville	2,250	165	Odessa-Midland, TX	575
169	Lubbock	860	50	Oklahoma City	2,360
131	Macon	1,160	224	Olean, NY	590
91	Madison	1,530	74	Omaha-Council Bluffs	1,670
199	Manchester	860	120	Oxnard-Ventura	1,120
56	McAllen-Brownsville-Harlingen	1,640	130	Palm Springs	1,220
102	Melbourne-Titusville-Cocoa	1,140	222	Panama City, FL	580

Nielsen Radio Markets with Diary In-tab Targets

SORTED BY MARKET NAME

Fall 2018 P12+ RANK	MARKET	METRO TARGET	Fall 2018 P12+ RANK	MARKET	METRO TARGET
244	Parkersburg-Marietta, WV-OH	570	202	Santa Maria-Lompoc, CA	580
125	Pensacola	1,100	71	Sarasota-Bradenton	1,240
159	Peoria	1,080	147	Savannah	900
99	Portland, ME	1,270	258	Sheboygan, WI	560
122	Portsmouth-Dover-Rochester	1,110	140	Shreveport	940
167	Poughkeepsie, NY	800	257	Sioux City, IA	570
234	Pueblo	860	187	Sioux Falls, SD	650
17	Puerto Rico	2,400	183	South Bend	960
155	Quad Cities (Davenport-Rock Island-Moline)	1,120	95	Spokane	1,420
251	Rapid City, SD	570	100	Springfield, MA	1,670
135	Reading, PA	590	136	Springfield, MO	680
227	Redding, CA	620	186	St. Cloud, MN	560
96	Reno	1,170	151	Stamford-Norwalk, CT	620
53	Richmond	1,980	80	Stockton	860
119	Roanoke-Lynchburg	1,190	215	Sunbury-Selinsgrove-Lewisburg, PA	590
220	Rochester, MN	560	245	Sussex, NJ	540
60	Rochester, NY	2,200	98	Syracuse	1,740
162	Rockford	1,100	160	Tallahassee	800
150	Saginaw-Bay City-Midland, MI	750	212	Terre Haute	610
205	Salina-Manhattan, KS	660	240	Texarkana, TX-AR	620
134	Salisbury-Ocean City	900	104	Toledo	1,910
256	San Angelo, TX	570	204	Topeka	860
173	San Luis Obispo, CA	620	158	Traverse City-Petoskey-Cadillac, MI	1,060
207	Santa Barbara, CA	820	152	Trenton	870

Nielsen Radio Markets with Diary In-tab Targets

SORTED BY MARKET NAME

Fall 2018 P12+ RANK	MARKET	METRO TARGET	Fall 2018 P12+ RANK	MARKET	METRO TARGET
177	Tri-Cities, WA (Richland-Kennewick-Pasco)	520	132	Youngstown-Warren	1,320
62	Tucson	1,760			
65	Tulsa	1,910			
209	Tuscaloosa, AL	720			
243	Twin Falls-Sun Valley, ID	590			
143	Tyler-Longview	1,220			
172	Utica-Rome	1,030			
246	Valdosta, GA	660			
113	Victor Valley	1,110			
108	Visalia-Tulare-Hanford	1,170			
191	Waco, TX	580			
236	Waterloo-Cedar Falls, IA	540			
260	Watertown, NY	520			
178	Wausau-Stevens Point, WI (Central WI)	620			
247	Wheeling	640			
105	Wichita	1,480			
248	Wichita Falls, TX	540			
77	Wilkes Barre-Scranton	1,270			
259	Williamsport, PA	580			
81	Wilmington, DE	1,330			
208	Winchester, VA	510			
118	Worcester	1,150			
199	Yakima, WA	550			
112	York	1,380			

Nielsen Radio Markets with Diary In-tab Targets

SORTED BY PERSONS 12+ RANK

Fall 2018 P12+ RANK	MARKET	METRO TARGET	Fall 2018 P12+ RANK	MARKET	METRO TARGET
17	Puerto Rico	2,400	73	Allentown-Bethlehem	1,790
40	Hudson Valley	2,180	74	Omaha-Council Bluffs	1,670
49	New Orleans	2,810	75	Baton Rouge	1,590
50	Oklahoma City	2,360	76	El Paso	1,590
53	Richmond	1,980	77	Wilkes Barre-Scranton	1,270
54	Louisville	2,250	78	Charleston, SC	1,530
55	Monmouth-Ocean	2,200	79	Bakersfield	1,420
56	McAllen-Brownsville-Harlingen	1,640	80	Stockton	860
57	Ft. Myers-Naples	1,540	81	Wilmington, DE	1,330
58	Buffalo-Niagara Falls	2,420	82	Harrisburg-Lebanon-Carlisle	1,650
59	Greenville-Spartanburg	1,910	83	Columbia, SC	1,450
60	Rochester, NY	2,200	84	Akron	1,760
61	Birmingham	2,060	85	Monterey-Salinas-Santa Cruz	1,650
62	Tucson	1,760	86	Gainesville-Ocala	1,230
63	Honolulu	1,960	87	Little Rock	1,550
64	Dayton	2,110	88	Lakeland-Winter Haven	1,140
65	Tulsa	1,910	89	Chattanooga	1,500
66	Albany-Schenectady-Troy	2,030	90	Colorado Springs	1,360
67	Fresno	1,670	91	Madison	1,530
68	Grand Rapids	1,740	92	Greenville-New Bern-Jacksonville	1,530
69	Albuquerque	1,700	93	Daytona Beach	1,190
70	Des Moines	1,520	94	Boise	970
71	Sarasota-Bradenton	1,240	95	Spokane	1,420
72	Knoxville	1,690	96	Ft. Pierce-Stuart-Vero Beach	1,050

Nielsen Radio Markets with Diary In-tab Targets



SORTED BY PERSONS 12+ RANK

Fall 2018 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

Fall 2018 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

Nielsen Radio Markets with Diary In-tab Targets

SORTED BY PERSONS 12+ RANK

Fall 2018 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

Fall 2018 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	Bryan-College Station, TX	500
185	Kalamazoo	960
186	St. Cloud, MN	560
187	Sioux Falls, SD	650
188	Green Bay	800
189	Frederick, MD	550
190	Laredo, TX	540
191	Waco, TX	580
192	Columbus, GA	900

Nielsen Radio Markets with Diary In-tab Targets

SORTED BY PERSONS 12+ RANK

Fall 2018 P12+ RANK	MARKET	METRO TARGET	Fall 2018 P12+ RANK	MARKET	METRO TARGET
193	Dothan, AL	590	217	Las Cruces-Deming, NM	570
194	Binghamton	770	218	La Crosse, WI	560
195	Cape Cod, MA	980	219	Muncie-Marion, IN	610
196	Bend, OR	560	220	Rochester, MN	560
197	Fargo-Moorhead	860	221	Lafayette, IN	960
198	Charleston, WV	960	222	Panama City, FL	580
199	Manchester	860	223	Lebanon-Hanover-White River Junction, NH-VT	690
199	Yakima, WA	550	224	Olean, NY	590
201	Danbury, CT	800	225	Columbia, MO	620
202	Chico, CA	560	226	Elmira-Corning, NY	610
202	Santa Maria-Lompoc, CA	580	227	Redding, CA	620
204	Topeka	860	228	Lima, OH	640
205	Salina-Manhattan, KS	660	229	Joplin, MO	530
206	Cedar Rapids	890	230	Muskegon, MI	760
207	Santa Barbara, CA	820	231	Bloomington	860
208	Winchester, VA	510	232	Eau Claire, WI	690
209	Tuscaloosa, AL	720	233	Abilene, TX	520
210	Duluth-Superior	1,030	234	Pueblo	860
211	Florence, SC	550	235	Billings, MT	590
212	Terre Haute	610	236	Waterloo-Cedar Falls, IA	540
213	Laurel-Hattiesburg, MS	520	237	Albany, GA	590
214	Lake Charles, LA	540	238	Grand Junction, CO	600
215	Sunbury-Selinsgrove- Lewisburg, PA	590	239	Monroe, LA	550
216	Bangor	850	240	Texarkana, TX-AR	620

Nielsen Radio Markets with Diary In-tab Targets

SORTED BY PERSONS 12+ RANK

Fall 2018 P12+ RANK	MARKET	METRO TARGET
241	LaSalle-Peru, IL	620
242	Florence-Muscle Shoals, AL	610
243	Twin Falls-Sun Valley, ID	590
244	Parkersburg-Marietta, WV-OH	570
245	Sussex, NJ	540
246	Valdosta, GA	660
247	Wheeling	640
248	Wichita Falls, TX	540
249	Grand Island-Kearney-Hastings, NE	570
250	Harrisonburg, VA	520
251	Rapid City, SD	570
252	Battle Creek, MI	690
253	Bismarck, ND	570
254	Augusta-Waterville, ME	610
255	Montpelier-Barre-St. Johnsbury	650
256	San Angelo, TX	570
257	Sioux City, IA	570
258	Sheboygan, WI	560
259	Williamsport, PA	580
260	Watertown, NY	520
261	Brunswick, GA	610
262	Hot Springs, AR	670
263	Cheyenne, WY	560
264	Jackson, TN	560

Fall 2018 P12+ RANK	MARKET	METRO TARGET
265	Grand Forks, ND-MN	520

ABOUT NIELSEN

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.

THE SCIENCE BEHIND WHAT'S NEXT™