

Birch Scarborough Research

Product & Market List 1991

MARKET LIST

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LETTER FROM THE PRESIDENT

In today's extremely competitive and segmented radio world, many of you are asking: "What do I do now that it's getting more difficult to tell stations apart?" Clearly, it is no longer enough for you to make planning, buying and strategic decisions based only on ratings within traditional age and sex demographics (although it is now more important than ever for research companies to focus on them.) Today you need the whole picture.

Birch Scarborough provides you with the whole picture...ratings and expanded qualitative radio audience data such as household size, income, occupation and education levels as well as combined audience measures of radio, television, newspaper, retail shopping and product consumption habits, all from a single source.

With Birch Scarborough you can clearly see which products and services your target market is buying as well as reliably compare radio stations with the newspapers and television stations you're buying. With Birch Scarborough you know exactly how your dollars are being spent.

Whether you need basic age and sex ratings, extended demographic information such as income, education and occupation, product usage information, or cross-media comparisons, make Birch Scarborough your first... and only choice.

If I can personally be of any assistance to you in any way, please don't hesitate to call me at 1-800-62-BIRCH.

Sincerely,



William P. Livek
President/CEO

Markets by Rank & Population

Ranked from 1 - 266

* Denotes a recognized ranked market that is a "market within a market." The population of this market is not included in the totals, because it is a survey area (BDM, MSA or PMSA) already included within a larger survey area (BDM, MSA, PMSA or CMSA).

1	New York/Northern New Jersey/Long Island, NY-NJ-CT CMSA	15,423,300
2	Los Angeles/Orange County, CA BDM	9,400,600
3	Chicago/Gary/Lake, IL-IN-WI CMSA	6,769,000
4	San Francisco/Oakland/San Jose, CA BDM	5,089,100
5	Philadelphia, PA-NJ PMSA	4,155,100
6	Detroit, MI PMSA	3,589,000
7	Washington, DC-MD-VA MSA	3,211,700
8	Dallas/Fort Worth, TX BDM	3,201,300
9	Boston, MA BDM (<i>ADI Available</i>)	3,195,700
10	Houston/Galveston/Brazoria, TX CMSA	2,965,900
11	Miami/Fort Lauderdale, FL CMSA	2,767,200
12	Atlanta, GA MSA	2,348,200
13	Nassau/Suffolk, NY PMSA *	(2,246,800)
14	Seattle/Tacoma, WA BDM	2,214,900
15	San Diego, CA MSA	2,139,600
16	St. Louis, MO-IL MSA	2,055,600
17	Baltimore, MD MSA	2,019,500
18	Minneapolis/St. Paul, MN-WI MSA	1,999,600
19	Orange County, CA BDM*	(1,971,400)
20	Pittsburgh/Beaver Valley, PA CMSA	1,951,400
21	Tampa/St. Petersburg/Clearwater, FL MSA	1,846,000
22	Phoenix, AZ MSA	1,785,900
23	Cleveland, OH BDM	1,753,000
24	Miami/Hialeah, FL PMSA*	(1,644,600)
25	Denver/Boulder, CO CMSA	1,596,700
	1-25 Total	81,478,300
26	Portland/Vancouver, OR-WA BDM	1,366,600
27	Kansas City, MO-KS MSA	1,316,600
28	Milwaukee/Racine, WI CMSA	1,302,700
29	Providence, RI-MA BDM	1,275,000
30	Sacramento, CA MSA	1,236,300
31	San Jose, CA PMSA*	(1,229,200)
32	Cincinnati, OH-KY-IN PMSA	1,190,900
33	Norfolk/Virginia Beach/Newport News, VA MSA ..	1,152,000
34	Riverside/San Bernardino, CA BDM	1,149,100
35	Columbus, OH MSA	1,123,700
36	Fort Lauderdale/Hollywood/Pompano Beach, FL PMSA*	(1,122,600)
37	San Antonio, TX MSA	1,072,500
38	New Orleans, LA MSA	1,061,300
39	Indianapolis, IN MSA	1,032,100
40	Salt Lake City/Provo/Ogden, UT BDM	1,007,000
41	Buffalo/Niagara Falls, NY CMSA	995,400
42	Charlotte/Gastonia/Rock Hill, NC-SC MSA	943,800
43	Hartford/New Britain/Middletown, CT BDM (<i>ADI Available</i>)	930,300
44	Orlando, FL MSA	898,700
45	Monmouth/Ocean, NJ PMSA*	(838,100)
46	Nashville, TN MSA	831,300
47	Rochester, NY MSA	830,700
48	Oklahoma City, OK MSA	802,600
49	Memphis, TN-AR-MS MSA	802,300
50	Jacksonville, FL BDM	800,500
	26-50 Total	23,121,400
	1-50 Total	104,599,700
51	Greensboro/Winston-Salem/High Point, NC MSA	793,000
52	Louisville, KY-IN MSA	791,800
53	West Palm Beach/Boca Raton/Delray Beach, FL MSA	783,700

Rank	Market Title	Population
54	Dayton/Springfield, OH MSA	779,400
55	Birmingham, AL MSA	775,100
56	Albany/Schenectady/Troy, NY MSA	725,300
57	Richmond/Petersburg, VA MSA	722,500
58	Honolulu, HI MSA	706,000
59	Fairfield County, CT BDM*	(702,800)
60	Greenville/Spartanburg/Anderson, SC BDM	646,500
61	Las Vegas, NV MSA	640,300
62	Tulsa, OK BDM	640,200
63	Austin, TX MSA	635,600
64	Scranton/Wilkes-Barre, PA MSA	631,100
65	Raleigh/Durham, NC MSA	602,000
66	Allentown/Bethlehem/Easton, PA-NJ MSA	584,700
67	Worcester County, MA BDM	579,500
68	Tucson, AZ MSA	562,400
69	Grand Rapids, MI MSA	547,800
70	Syracuse, NY MSA	545,000
71	Akron, OH PMSA	542,900
72	Fresno, CA MSA (TSA Available)	520,400
73	Knoxville, TN MSA	515,700
74	Toledo, OH MSA	507,800
75	Springfield, MA BDM	506,200
76	Omaha, NE-IA MSA (TSA Available)	504,500
77	Monterey/Salinas/Santa Cruz, CA BDM	501,400
78	McAllen/Brownsville, TX BDM	496,400
79	Albuquerque, NM BDM	467,800
80	El Paso, TX MSA	465,200
81	Colorado Springs/Pueblo, CO BDM	440,100
82	New Haven/Meriden, CT MSA	437,900
83	Baton Rouge, LA MSA	432,100
84	Little Rock/North Little Rock, AR MSA	423,500
85	Charleston, SC MSA	420,900
86	New Bedford/Fall River, MA BDM*	(418,900)
87	Youngstown/Warren, OH MSA	418,000
88	Fort Myers/Naples, FL BDM	413,400
89	Fayetteville, NC BDM	409,800
90	Harrisburg, PA BDM	406,300
91	Stockton, CA MSA	402,600
92	Wichita, KS MSA (TSA Available)	399,500
93	Mobile, AL MSA	396,800
94	Columbia, SC MSA	385,000
95	Johnson City/Kingsport/Bristol, TN-VA MSA	379,000
96	Wausau/Rhineland, WI BDM	369,200
97	Bridgeport/Milford, CT PMSA*	(366,300)
98	Chattanooga, TN-GA MSA	365,200
99	Corpus Christi, TX BDM	361,100
100	Lansing/East Lansing, MI MSA	356,900
	51-100 Total	24,937,500
	1-100 Total	129,537,200
101	Spokane, WA-ID BDM	351,200
102	Lancaster, PA MSA	347,200
103	York, PA MSA	347,000
104	Flint, MI MSA	345,900
105	Bakersfield, CA BDM	343,000
106	Huntsville, AL BDM	338,200
107	Canton, OH MSA	335,300
108	Colorado Springs, CO MSA*	(334,400)
109	Augusta, GA-SC MSA	333,800
110	Des Moines, IA MSA	327,900
111	Saginaw/Bay City/Midland, MI MSA	327,600
112	Shreveport, LA BDM	326,600

Rank	Market Title	Population
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113	Santa Rosa/Petaluma, CA PMSA*	(326,000)
114	Portsmouth/Dover/Rochester, NH-ME BDM	325,200
115	Jackson, MS MSA	324,400
116	Madison, WI MSA	301,800
117	Pensacola, FL MSA	299,700
118	San Luis Obispo/Santa Maria/Lompoc, CA BDM	298,800
119	Davenport/Rock Island/Moline, IA-IL MSA	297,800
120	Oxnard/Ventura, CA BDM	297,400
121	Fort Wayne, IN MSA	297,300
122	Beaumont/Port Arthur, TX MSA	296,500
123	Modesto, CA MSA	295,900
124	Lexington/Fayette, KY MSA	291,900
125	Fort Pierce, FL BDM	291,300
126	Reading, PA MSA	285,200
127	Peoria, IL MSA	280,700
128	Fort Collins/Greeley/Loveland, CO BDM	274,500
129	Atlantic City, NJ MSA	272,700
130	Huntington/Ashland, WV-KY-OH MSA	268,800
131	Utica/Rome, NY MSA	265,000
132	Appleton/Oshkosh/Neenah, WI MSA	260,000
133	Montgomery, AL MSA	251,600
134	Reno, NV BDM	250,500
135	Boise, ID BDM	240,300
136	Evansville, IN-KY MSA	235,600
137	Ann Arbor, MI PMSA	234,000
138	Rockford, IL MSA	232,700
139	Erie, PA MSA	229,500
140	Poughkeepsie, NY MSA	224,500
141	Eugene/Springfield, OR MSA	223,800
142	Binghamton, NY MSA	221,400
143	Charleston, WV MSA	216,500
144	Salisbury/Ocean City, MD-DE BDM	216,300
145	New London, CT BDM	215,800
146	Johnstown, PA MSA	209,700
147	Columbus, GA-AL MSA	209,600
148	Savannah, GA MSA	205,400
149	Hagerstown/Chambersburg/Waynesboro, MD-PA BDM	202,900
150	Killeen/Temple, TX MSA	201,400
151	Portland, ME BDM	201,300
152	Springfield, MO MSA (TSA Available)	200,200
153	South Bend/Mishawaka, IN MSA	200,000
154	Roanoke, VA MSA	194,900
155	Fort Smith, AR-OK BDM	192,800
156	Champaign/Urbana, IL BDM	190,300
157	Odessa/Midland, TX BDM	190,000
158	San Luis Obispo, CA BDM *	(189,300)
159	Palm Springs, CA BDM	184,200
160	Kalamazoo, MI MSA	184,100
161	Topeka, KS BDM	182,900
162	Lubbock, TX MSA	182,400
163	Traverse City/Cadillac, MI BDM	182,300
164	Anchorage, AK MSA	180,900
165	Lincoln, NE MSA	178,600
166	Morgantown/Clarksburg/Fairmont, WV BDM	177,300
167	Corning/Elmira, NY BDM	174,500
168	Dothan, AL BDM	174,300
169	Lynchburg, VA BDM	172,900
170	Tallahassee, FL BDM	172,600
171	Ocala, FL MSA	172,300

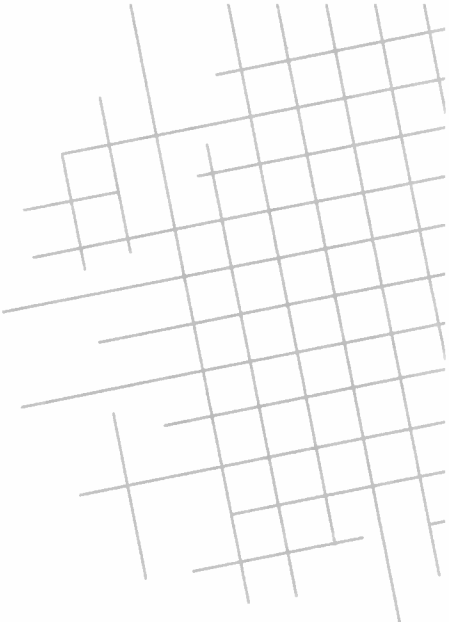
Rank	Market Title	Population
172	Marquette/Escanaba/Iron Mountain/Houghton, MI BDM	169,100
173	Lafayette, LA MSA	168,600
174	Asheville, NC BDM	164,100
175	Springfield, IL MSA	163,500
176	Santa Barbara, CA BDM	161,400
177	Amarillo, TX MSA	161,200
178	Waco, TX MSA	160,500
179	Gainesville, FL BDM	159,300
180	Cape Cod, MA BDM	158,800
181	Chico, CA MSA	158,400
182	Myrtle Beach, SC BDM	157,000
183	Green Bay, WI MSA	156,900
184	Middletown, NY BDM	154,100
185	Yakima, WA MSA	152,400
186	Florence, SC BDM	150,500
187	St. Cloud, MN MSA	150,200
188	Duluth/Superior, MN-WI BDM	148,400
189	Bluefield, WV-VA BDM	148,100
190	Litchfield County, CT BDM	146,900
191	Wheeling, WV-OH MSA	144,900
192	Cedar Rapids, IA MSA	138,500
193	Lake Charles, LA MSA	138,300
194	Longview/Marshall, TX MSA	138,300
195	Biloxi/Gulfport, MS BDM	137,700
196	Benton Harbor, MI MSA	136,100
197	East Idaho BDM	134,600
198	Fort Walton Beach, FL MSA	133,600
199	Lima, OH MSA	129,600
200	Laurel-Hattiesburg, MS BDM	128,900
201	Parkersburg-Marietta, WV-OH MSA	128,100
202	Fargo/Moorhead, ND-MN MSA (TSA Available) ...	127,400
203	Manchester, NH MSA	127,300
204	Abilene, TX BDM	127,000
205	Tyler, TX MSA	126,700
206	Jefferson City, MO BDM	126,200
207	Central Upper Michigan BDM*	(125,700)
208	Frederick County, MD BDM*	(123,900)
209	Elkhart/Goshen, IN MSA	123,600
210	Medford, OR MSA	123,000
211	Tuscaloosa, AL MSA	122,600
212	Waterloo/Cedar Falls, IA MSA	121,500
213	Redding, CA MSA	121,200
214	Port Huron, MI BDM *	(120,000)
215	Richland/Kennewick/Pasco, WA MSA	117,800
216	Florence, AL MSA	116,100
217	Monroe, LA MSA	114,400
218	Panama City, FL MSA	113,300
219	Joplin, MO MSA	112,700
220	Idaho Falls, ID BDM	112,500
221	Alexandria, LA MSA	111,700
222	Charlottesville, VA MSA	110,900
223	Terre Haute, IN MSA	110,700
224	Altoona, PA MSA	110,300
225	Burlington, VT BDM	109,700
226	Santa Maria/Lompoc, CA BDM*	(109,400)
227	Newton, NJ BDM*	(108,100)
228	Bloomington/Normal, IL MSA	107,400
229	Glens Falls, NY BDM	105,700
230	Pueblo, CO MSA*	(105,700)

Rank	Market Title	Population
231	Wichita Falls, TX MSA	104,200
232	Yuba City, CA MSA	101,300
233	Decatur, IL MSA	100,600
234	Eureka/Arcata, CA BDM	100,500
235	Williamsport, PA MSA	99,500
236	Laredo, TX MSA	95,700
237	Billings, MT MSA	94,800
238	Keene/Brattleboro, NH-VT BDM	93,600
239	Eastern Long Island, NY BDM*	(92,800)
240	Wausau, WI MSA*	(92,600)
241	Columbia, MO MSA	92,400
242	Albany, GA MSA	92,300
243	Paducah, KY-IL BDM	89,700
244	Pocatello, ID BDM*	(85,100)
245	Rochester, MN MSA	84,000
246	San Angelo, TX MSA	83,700
247	Northern Michigan BDM	80,900
248	Staunton/Waynesboro, VA BDM	80,000
249	Quincy/Hannibal, IL-MO BDM	79,300
250	Yuma, AZ MSA	77,900
251	Bangor, ME MSA	77,600
252	Iowa City, IA MSA	75,100
253	Grand Junction, CO BDM	74,900
254	Harrisonburg, VA BDM	74,800
255	Dubuque, IA MSA	72,800
256	Jackson, TN MSA	65,200
257	Meridian, MS BDM	61,700
258	Valdosta, GA BDM	61,500
259	Cheyenne, WY MSA	60,600
260	Northeastern Michigan BDM	60,600
261	Victoria, TX MSA	60,200
262	Fairbanks, AK BDM	58,000
263	Sierra Vista, AZ BDM	34,700
264	Brattleboro, VT BDM*	(33,600)
265	South Shore Lake Tahoe, CA-NV BDM	27,900
266	Steuben County, IN BDM	24,300
101-266 Total		26,576,900
1-266 Total		156,114,100

Canada:

Toronto CMA Ontario	2,935,500
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* Denotes a recognized ranked market that is a "market within a market." The population of this market is not included in the totals, because it is a survey area (BDM, MSA or PMSA) already included within a larger survey area (BDM, MSA, PMSA or CMSA).

A decorative graphic in the top right corner consisting of a grid of thin, light gray lines. The grid is tilted at an angle, with the lines intersecting to form a series of small squares.

Alphabetical Listing of Markets with Rank & Population

Abilene, TX BDM (204)	127,000
Akron, OH PMSA (71)	542,900
Albany, GA MSA (242)	92,300
Albany/Schenectady/Troy, NY MSA (56)	725,300
Albuquerque, NM BDM (79)	467,800
Alexandria, LA MSA (221)	111,700
Allentown/Bethlehem/Easton, PA-NJ MSA (66)	584,700
Altoona, PA MSA (224)	110,300
Amarillo, TX MSA (177)	161,200
Anchorage, AK MSA (164)	180,900
Ann Arbor, MI PMSA (137)	234,000
Appleton/Oshkosh/Neenah, WI MSA (132)	260,000
Asheville, NC BDM (174)	164,100
Atlanta, GA MSA (12)	2,348,200
Atlantic City, NJ MSA (129)	272,700
Augusta, GA-SC MSA (109)	333,800
Austin, TX MSA (63)	635,600
Bakersfield, CA BDM (105)	343,000
Baltimore, MD MSA (17)	2,019,500
Bangor, ME MSA (251)	77,600
Baton Rouge, LA MSA (83)	432,100
Beaumont/Port Arthur, TX MSA (122)	296,500
Benton Harbor, MI MSA (196)	136,100
Billings, MT MSA (237)	94,800
Biloxi/Gulfport, MS BDM (195)	137,700
Binghamton, NY MSA (142)	221,400
Birmingham, AL MSA (55)	775,100
Bloomington/Normal, IL MSA (228)	107,400
Bluefield, WV-VA BDM (189)	148,100
Boise, ID BDM (135)	240,300
Boston, MA BDM (9) <i>(ADI Available)</i>	3,195,700
Brattleboro, VT BDM (264)	33,600
Bridgeport/Milford, CT PMSA (97)	366,300
Buffalo/Niagara Falls, NY CMSA (41)	995,400
Burlington, VT BDM (225)	109,700
Canton, OH MSA (107)	335,300
Cape Cod, MA BDM (180)	158,800
Cedar Rapids, IA MSA (192)	138,500
Central Upper Michigan BDM (207)	125,700
Champaign/Urbana, IL BDM (156)	190,300
Charleston, SC MSA (85)	420,900
Charleston, WV MSA (143)	216,500
Charlottesville, VA MSA (222)	110,900
Charlotte/Gastonia/Rock Hill, NC-SC MSA (42)	943,800
Chattanooga, TN-GA MSA (98)	365,200
Cheyenne, WY MSA (259)	60,600
Chicago/Gary/Lake, IL-IN-WI CMSA (3)	6,769,000
Chico, CA MSA (181)	158,400
Cincinnati, OH-KY-IN PMSA (32)	1,190,900
Cleveland, OH BDM (23)	1,753,000
Colorado Springs, CO MSA (108)	334,400
Colorado Springs/Pueblo, CO BDM (81)	440,100
Columbia, MO MSA (241)	92,400
Columbia, SC MSA (94)	385,000
Columbus, GA-AL MSA (147)	209,600

Market (Rank)	Population
Columbus, OH MSA (35)	1,123,700
Corning/Elmira, NY BDM (167)	174,500
Corpus Christi, TX BDM (99)	361,100
Dallas/Fort Worth, TX BDM (8)	3,201,300
Davenport/Rock Island/Moline, IA-IL MSA (119)	297,800
Dayton/Springfield, OH MSA (54)	779,400
Decatur, IL MSA (233)	100,600
Denver/Boulder, CO CMSA (25)	1,596,700
Des Moines, IA MSA (110)	327,900
Detroit, MI PMSA (6)	3,589,000
Dothan, AL BDM (168)	174,300
Dubuque, IA MSA (255)	72,800
Duluth/Superior, MN-WI BDM (188)	148,400
East Idaho BDM (197)	134,600
Eastern Long Island, NY BDM (239)	92,800
Elkhart/Goshen, IN MSA (209)	123,600
El Paso, TX MSA (80)	465,200
Erie, PA MSA (139)	229,500
Eugene/Springfield, OR MSA (141)	223,800
Eureka/Arcata, CA BDM (234)	100,500
Evansville, IN-KY MSA (136)	235,600
Fairbanks, AK BDM (262)	58,000
Fairfield County, CT BDM (59)	702,800
Fargo/Moorhead, ND-MN MSA (202) (TSA Available) ...	127,400
Fayetteville, NC BDM (89)	409,800
Flint, MI MSA (104)	345,900
Florence, AL MSA (216)	116,100
Florence, SC BDM (186)	150,500
Fort Collins/Greeley/Loveland, CO BDM (128)	274,500
Fort Lauderdale/Hollywood/Pompano Beach, FL PMSA (36)	1,122,600
Fort Myers/Naples, FL BDM (88)	413,400
Fort Pierce, FL BDM (125)	291,300
Fort Smith, AR-OK BDM (155)	192,800
Fort Walton Beach, FL MSA (198)	133,600
Fort Wayne, IN MSA (121)	297,300
Frederick County, MD BDM (208)	123,900
Fresno, CA MSA (72) (TSA Available)	520,400
Gainesville, FL BDM (179)	159,300
Glens Falls, NY BDM (229)	105,700
Grand Junction, CO BDM (253)	74,900
Grand Rapids, MI MSA (69)	547,800
Green Bay, WI MSA (183)	156,900
Greensboro/Winston-Salem/High Point, NC MSA (51) ..	793,000
Greenville/Spartanburg/Anderson, SC BDM (60)	646,500
Hagerstown/Chambersburg/Waynesboro, MD-PA BDM (149)	202,900
Harrisburg, PA BDM (90)	406,300
Harrisonburg, VA BDM (254)	74,800
Hartford/New Britain/Middletown, CT BDM (43) (ADI Available)	930,300
Honolulu, HI MSA (58)	706,000
Houston/Galveston/Brazoria, TX CMSA (10)	2,965,900
Huntington/Ashland, WV-KY-OH MSA (130)	268,800
Huntsville, AL BDM (106)	338,200

Market (Rank) Population

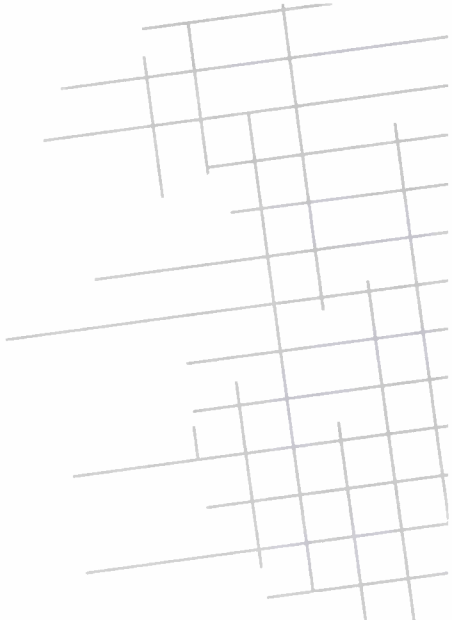
Idaho Falls, ID BDM (220)	112,500
Indianapolis, IN MSA (39)	1,032,100
Iowa City, IA MSA (252)	75,100
Jackson, MS MSA (115)	324,400
Jackson, TN MSA (256)	65,200
Jacksonville, FL BDM (50)	800,500
Jefferson City, MO BDM (206)	126,200
Johnson City/Kingsport/Bristol, TN-VA MSA (95)	379,000
Johnstown, PA MSA (146)	209,700
Joplin, MO MSA (219)	112,700
Kalamazoo, MI MSA (160)	184,100
Kansas City, MO-KS MSA (27)	1,316,600
Keene/Brattleboro, NH-VT BDM (238)	93,600
Killeen/Temple, TX MSA (150)	201,400
Knoxville, TN MSA (73)	515,700
Lafayette, LA MSA (173)	168,600
Lake Charles, LA MSA (193)	138,300
Lancaster, PA MSA (102)	347,200
Lansing/East Lansing, MI MSA (100)	356,900
Laredo, TX MSA (236)	95,700
Las Vegas, NV MSA (61)	640,300
Laurel-Hattiesburg, MS BDM (200)	128,900
Lexington/Fayette, KY MSA (124)	291,900
Lima, OH MSA (199)	129,600
Lincoln, NE MSA (165)	178,600
Litchfield County, CT BDM (190)	146,900
Little Rock/North Little Rock, AR MSA (84)	423,500
Longview/Marshall, TX MSA (194)	138,300
Los Angeles/Orange County, CA BDM (2)	9,400,600
Louisville, KY-IN MSA (52)	791,800
Lubbock, TX MSA (162)	182,400
Lynchburg, VA BDM (169)	172,900
Madison, WI MSA (116)	301,800
Manchester, NH MSA (203)	127,300
Marquette/Esanaba/Iron	
Mountain/Houghton, MI BDM (172)	169,100
McAllen/Brownsville, TX BDM (78)	496,400
Medford, OR MSA (210)	123,000
Memphis, TN-AR-MS MSA (49)	802,300
Meridian, MS BDM (257)	61,700
Miami/Fort Lauderdale, FL CMSA (11)	2,767,200
Miami/Hialeah, FL PMSA (24)	1,644,600
Middletown, NY BDM (184)	154,100
Milwaukee/Racine, WI CMSA (28)	1,302,700
Minneapolis/St. Paul, MN-WI MSA (18)	1,999,600
Mobile, AL MSA (93)	396,800
Modesto, CA MSA (123)	295,900
Monmouth/Ocean, NJ PMSA (45)	838,100
Monroe, LA MSA (217)	114,400
Monterey/Salinas/Santa Cruz, CA BDM (77)	501,400
Montgomery, AL MSA (133)	251,600
Morgantown/Clarksburg/Fairmont, WV BDM (166)	177,300
Myrtle Beach, SC BDM (182)	157,000
Nashville, TN MSA (46)	831,300
Nassau/Suffolk, NY PMSA (13)	2,246,800

Market (Rank) Population

New Bedford/Fall River, MA BDM (86)	418,900
New Haven/Meriden, CT MSA (82)	437,900
New London, CT BDM (145)	215,800
New Orleans, LA MSA (38)	1,061,300
Newton, NJ BDM (227)	108,100
New York/Northern New Jersey/Long Island, NY-NJ-CT CMSA (1)	15,423,300
Norfolk/Virginia Beach/Newport News, VA MSA (33)	1,152,000
Northeastern Michigan BDM (260)	60,600
Northern Michigan BDM (247)	80,900
Ocala, FL MSA (171)	172,300
Odessa/Midland, TX BDM (157)	190,000
Oklahoma City, OK MSA (48)	802,600
Omaha, NE-IA MSA (76) (TSA Available)	504,500
Orange County, CA BDM (19)	1,971,400
Orlando, FL MSA (44)	898,700
Oxnard/Ventura, CA BDM (120)	297,400
Paducah, KY-IL BDM (243)	89,700
Palm Springs, CA BDM (159)	184,200
Panama City, FL MSA (218)	113,300
Parkersburg-Marietta, WV-OH MSA (201)	128,100
Pensacola, FL MSA (117)	299,700
Peoria, IL MSA (127)	280,700
Philadelphia, PA-NJ PMSA (5)	4,155,100
Phoenix, AZ MSA (22)	1,785,900
Pittsburgh/Beaver Valley, PA CMSA (20)	1,951,400
Pocatello, ID BDM (244)	85,100
Port Huron, MI BDM (214)	120,000
Portland, ME BDM (151)	201,300
Portland/Vancouver, OR-WA BDM (26)	1,366,600
Portsmouth/Dover/Rochester, NH-ME BDM (114)	325,200
Poughkeepsie, NY MSA (140)	224,500
Providence, RI-MA BDM (29)	1,275,000
Pueblo, CO MSA (230)	105,700
Quincy/Hannibal, IL-MO BDM (249)	79,300
Raleigh/Durham, NC MSA (65)	602,000
Reading, PA MSA (126)	285,200
Redding, CA MSA (213)	121,200
Reno, NV BDM (134)	250,500
Richland/Kennewick/Pasco, WA MSA (215)	117,800
Richmond/Petersburg, VA MSA (57)	722,500
Riverside/San Bernardino, CA BDM (34)	1,149,100
Roanoke, VA MSA (154)	194,900
Rochester, MN MSA (245)	84,000
Rochester, NY MSA (47)	830,700
Rockford, IL MSA (138)	232,700
Sacramento, CA MSA (30)	1,236,300
Saginaw/Bay City/Midland, MI MSA (111)	327,600
St. Cloud, MN MSA (187)	150,200
St. Louis, MO-IL MSA (16)	2,055,600
Salisbury/Ocean City, MD-DE BDM (144)	216,300
Salt Lake City/Provo/Ogden, UT BDM (40)	1,007,000
San Angelo, TX MSA (246)	83,700
San Antonio, TX MSA (37)	1,072,500
San Diego, CA MSA (15)	2,139,600

Market (Rank) Population

San Francisco/Oakland/San Jose, CA BDM (4)	5,089,100
San Jose, CA PMSA (31)	1,229,200
San Luis Obispo, CA BDM (158)	189,300
San Luis Obispo/Santa Maria/Lompoc, CA BDM (118) ...	298,800
Santa Barbara, CA BDM (176)	161,400
Santa Maria/Lompoc, CA BDM (226)	109,400
Santa Rosa/Petaluma, CA PMSA (113)	326,000
Savannah, GA MSA (148)	205,400
Scranton/Wilkes-Barre, PA MSA (64)	631,100
Seattle/Tacoma, WA BDM (14)	2,214,900
Shreveport, LA BDM (112)	326,600
Sierra Vista, AZ BDM (263)	34,700
South Bend/Mishawaka, IN MSA (153)	200,000
South Shore Lake Tahoe, CA-NV BDM (265)	27,900
Spokane, WA-ID BDM (101)	351,200
Springfield, IL MSA (175)	163,500
Springfield, MA BDM (75)	506,200
Springfield, MO MSA (152) (TSA Available)	200,200
Staunton/Waynesboro, VA BDM (248)	80,000
Steuben County, IN BDM (266)	24,300
Stockton, CA MSA (91)	402,600
Syracuse, NY MSA (70)	545,000
Tallahassee, FL BDM (170)	172,600
Tampa/St. Petersburg/Clearwater, FL MSA (21)	1,846,000
Terre Haute, IN MSA (223)	110,700
Toledo, OH MSA (74)	507,800
Topeka, KS BDM (161)	182,900
Toronto CMA Ontario	2,935,500
Traverse City/Cadillac, MI BDM (163)	182,300
Tucson, AZ MSA (68)	562,400
Tulsa, OK BDM (62)	640,200
Tuscaloosa, AL MSA (211)	122,600
Tyler, TX MSA (205)	126,700
Utica/Rome, NY MSA (131)	265,000
Valdosta, GA BDM (258)	61,500
Victoria, TX MSA (261)	60,200
Waco, TX MSA (178)	160,500
Washington, DC-MD-VA MSA (7)	3,211,700
Waterloo/Cedar Falls, IA MSA (212)	121,500
Wausau, WI MSA (240)	92,600
Wausau/Rhineland, WI BDM (96)	369,200
West Palm Beach/Boca Raton/Delray Beach, FL MSA (53)	783,700
Wheeling, WV-OH MSA (191)	144,900
Wichita, KS MSA (92) (TSA Available)	399,500
Wichita Falls, TX MSA (231)	104,200
Williamsport, PA MSA (235)	99,500
Worcester County, MA BDM (67)	579,500
Yakima, WA MSA (185)	152,400
York, PA MSA (103)	347,000
Youngstown/Warren, OH MSA (87)	418,000
Yuba City, CA MSA (232)	101,300
Yuma, AZ MSA (250)	77,900



Survey Measurement by Market

Quarterly Summary Report Monthly Measurement

4 Quarterly Reports

12 Monthly Reports

▲ Qualitative Market

Standard Market Report 6 Month Measurement

(Quarterly Markets — Rolling Averages)

● Qualitative Market

○ Non-Qualitative Market

3 Month Measurement

■ Qualitative Market

□ Non-Qualitative Market

Market Abbreviations

ADI	-	Area of Dominant Influence
BDM	-	Birch Defined Market
CMSA	-	Consolidated Metropolitan Statistical Area
MSA	-	Metropolitan Statistical Area
PMSA	-	Primary Metropolitan Statistical Area
TSA	-	Total Survey Area

Alphabetical Listing of Markets	WI	SP	SU	FA
Abilene, TX BDM				●
Akron, OH PMSA	▲	▲	▲	▲
Albany, GA MSA				●
Albany/Schenectady/Troy, NY MSA	▲	▲	▲	▲
Albuquerque, NM BDM	▲	▲	▲	▲
Alexandria, LA MSA	●	●	●	●
Allentown/Bethlehem/Easton, PA-NJ MSA	▲	▲	▲	▲
Altoona, PA MSA				●
Amarillo, TX MSA	●	●	●	●
Anchorage, AK MSA	●	●	●	●
Ann Arbor, MI PMSA		□		□
Appleton/Oshkosh/Neenah, WI MSA	▲	▲	▲	▲
Asheville, NC BDM				□
Atlanta, GA MSA	▲	▲	▲	▲
Atlantic City, NJ MSA				●
Augusta, GA-SC MSA	▲	▲	▲	▲
Austin, TX MSA	▲	▲	▲	▲
Bakersfield, CA BDM	●	●	●	●
Baltimore, MD MSA	▲	▲	▲	▲
Bangor, ME MSA		●		
Baton Rouge, LA MSA	▲	▲	▲	▲
Beaumont/Port Arthur, TX MSA	▲	▲	▲	▲
Benton Harbor, MI MSA		●		
Billings, MT MSA	●	●	●	●
Biloxi/Gulfport, MS BDM				●
Binghamton, NY MSA	●	●	●	●
Birmingham, AL MSA	▲	▲	▲	▲
Bloomington/Normal, IL MSA		●		
Bluefield, WV-VA BDM		●		
Boise, ID BDM	●	●	●	●
Boston, MA BDM (ADI Available)	▲	▲	▲	▲
Brattleboro, VT BDM				□
Bridgeport/Milford, CT PMSA				■
Buffalo/Niagara Falls, NY CMSA	▲	▲	▲	▲
Burlington, VT BDM	●	●	●	●
Canton, OH MSA				●
Cape Cod, MA BDM	●	●	●	●
Cedar Rapids, IA MSA	●	●	●	●
Central Upper Michigan BDM		●		
Champaign/Urbana, IL BDM		●		
Charleston, SC MSA	▲	▲	▲	▲
Charleston, WV MSA	●	●	●	●
Charlotte/Gastonia/Rock Hill, NC-SC MSA	▲	▲	▲	▲
Charlottesville, VA MSA			●	
Chattanooga, TN-GA MSA	▲	▲	▲	▲
Cheyenne, WY MSA				●
Chicago/Gary/Lake, IL-IN-WI CMSA	▲	▲	▲	▲
Chico, CA MSA	●	●	●	●
Cincinnati, OH-KY-IN PMSA	▲	▲	▲	▲
Cleveland, OH BDM	▲	▲	▲	▲
Colorado Springs, CO MSA	▲	▲	▲	▲
Colorado Springs/Pueblo, CO BDM		□		□
Columbia, MO MSA				●
Columbia, SC MSA	▲	▲	▲	▲
Columbus, GA-AL MSA	●	●	●	●
Columbus, OH MSA	▲	▲	▲	▲
Corning/Elmira, NY BDM				●

Alphabetical Listing of Markets	WI	SP	SU	FA
Corpus Christi, TX BDM	▲	▲	▲	▲
Dallas/Fort Worth, TX BDM	▲	▲	▲	▲
Davenport/Rock Island/Moline, IA-IL MSA	▲	▲	▲	▲
Dayton/Springfield, OH MSA	▲	▲	▲	▲
Decatur, IL MSA				●
Denver/Boulder, CO CMSA	▲	▲	▲	▲
Des Moines, IA MSA	▲	▲	▲	▲
Detroit, MI PMSA	▲	▲	▲	▲
Dothan, AL BDM				◻
Dubuque, IA MSA		●		
Duluth/Superior, MN-WI BDM		●	●	●
East Idaho BDM		■		
Eastern Long Island, NY BDM				●
Elkhart/Goshen, IN MSA		●		
El Paso, TX MSA	▲	▲	▲	▲
Erie, PA MSA	●	●	●	●
Eugene/Springfield, OR MSA	●	●	●	●
Eureka/Arcata, CA BDM		■		
Evansville, IN-KY MSA				●
Fairbanks, AK BDM		●		
Fairfield County, CT BDM				■
Fargo/Moorhead, ND-MN MSA (TSA Available)	●	●	●	●
Fayetteville, NC BDM	●	●	●	●
Flint, MI MSA	▲	▲	▲	▲
Florence, AL MSA		●		
Florence, SC BDM		●		
Ft. Collins/Greeley/Loveland, CO BDM	●	●	●	●
Ft. Lauderdale/Hollywood/ Pompano Beach, FL PMSA	▲	▲	▲	▲
Ft. Myers/Naples, FL BDM	▲	▲	▲	▲
Ft. Pierce, FL BDM		●		
Ft. Smith, AR-OK BDM		●		
Ft. Walton Beach, FL MSA	●	●	●	●
Ft. Wayne, IN MSA		●	●	●
Frederick County, MD BDM	●	●	●	●
Fresno, CA MSA (TSA Available)	▲	▲	▲	▲
Gainesville, FL BDM	●	●	●	●
Glens Falls, NY BDM		●		
Grand Junction, CO BDM		●		
Grand Rapids, MI MSA	▲	▲	▲	▲
Green Bay, WI MSA	●	●	●	●
Greensboro/Winston-Salem/ High Point, NC MSA	▲	▲	▲	▲
Greenville/Spartanburg/ Anderson, SC BDM	▲	▲	▲	▲
Hagerstown/Chambersburg/ Waynesboro, MD-PA BDM	●	●	●	●
Harrisburg, PA BDM	▲	▲	▲	▲
Harrisonburg, VA BDM		●		
Hartford/New Britain/Middletown, CT BDM (ADI Available)	▲	▲	▲	▲
Honolulu, HI MSA	▲	▲	▲	▲
Houston/Galveston/Brazoria, TX CMSA	▲	▲	▲	▲

Alphabetical Listing of Markets	WI	SP	SU	FA
Huntington/Ashland, WV-KY-OH MSA	●	●	●	●
Huntsville, AL BDM	●	●	●	●
Idaho Falls, ID BDM		■		
Indianapolis, IN MSA	▲	▲	▲	▲
Iowa City, IA MSA		□		
Jackson, MS MSA	●	●	●	●
Jackson, TN MSA		●		
Jacksonville, FL BDM	▲	▲	▲	▲
Jefferson City, MO BDM		●	●	●
Johnson City/Kingsport/Bristol, TN-VA MSA	▲	▲	▲	▲
Johnstown, PA MSA				●
Joplin, MO MSA				●
Kalamazoo, MI MSA	●	●	●	●
Kansas City, MO-KS MSA	▲	▲	▲	▲
Keene/Brattleboro, NH-VT BDM			□	
Killeen/Temple, TX MSA				●
Knoxville, TN MSA	▲	▲	▲	▲
Lafayette, LA MSA				●
Lake Charles, LA MSA				●
Lancaster, PA MSA	●	●	●	●
Lansing/East Lansing, MI MSA	▲	▲	▲	▲
Laredo, TX MSA		●		
Las Vegas, NV MSA	▲	▲	▲	▲
Laurel-Hattiesburg, MS BDM		●		
Lexington/Fayette, KY MSA	▲	▲	▲	▲
Lima, OH MSA		●		
Lincoln, NE MSA	●	●	●	●
Litchfield County, CT BDM		●	●	●
Little Rock/North Little Rock, AR MSA	▲	▲	▲	▲
Longview/Marshall, TX MSA		●		
Los Angeles/Orange County, CA BDM	▲	▲	▲	▲
Louisville, KY-IN MSA	▲	▲	▲	▲
Lubbock, TX MSA	●	●	●	●
Lynchburg, VA BDM	●	●	●	●
Madison, WI MSA	▲	▲	▲	▲
Manchester, NH MSA	●	●	●	●
Marquette/Escanaba/Iron Mtn/ Houghton, MI BDM				●
McAllen/Brownsville, TX BDM	▲	▲	▲	▲
Medford, OR MSA	●	●	●	●
Memphis, TN-AR-MS MSA	▲	▲	▲	▲
Meridian, MS BDM				●
Miami/Ft. Lauderdale, FL CMSA	▲	▲	▲	▲
Miami/Hialeah, FL PMSA	▲	▲	▲	▲
Middletown, NY BDM		●		
Milwaukee/Racine, WI CMSA	▲	▲	▲	▲
Minneapolis/St. Paul, MN-WI MSA	▲	▲	▲	▲
Mobile, AL MSA	▲	▲	▲	▲
Modesto, CA MSA	▲	▲	▲	▲
Monmouth/Ocean, NJ PMSA	●	●	●	●
Monroe, LA MSA		●		
Monterey/Salinas/Santa Cruz, CA BDM	▲	▲	▲	▲
Montgomery, AL MSA	▲	▲	▲	▲
Morgantown/Clarksburg/Fairmont, WV BDM		●		

Alphabetical Listing of Markets	WI	SP	SU	FA
Myrtle Beach, SC BDM				●
Nashville, TN MSA	▲	▲	▲	▲
Nassau/Suffolk, NY PMSA	▲	▲	▲	▲
New Bedford/Fall River, MA BDM	○	○	○	○
New Haven/Meriden, CT MSA	▲	▲	▲	▲
New London, CT BDM		●	●	●
New Orleans, LA MSA	▲	▲	▲	▲
Newton, NJ BDM				●
New York/Northern New Jersey/ Long Island, NY-NJ-CT CMSA	▲	▲	▲	▲
Norfolk/Va.Beach/Newport News, VA MSA	▲	▲	▲	▲
Northeastern Michigan BDM		●		
Northern Michigan BDM		●		
Ocala, FL MSA				●
Odessa/Midland, TX BDM		●		
Oklahoma City, OK MSA	▲	▲	▲	▲
Omaha, NE-IA MSA (TSA Available)	▲	▲	▲	▲
Orange County, CA BDM	■	■	■	■
Orlando, FL MSA	▲	▲	▲	▲
Oxnard/Ventura, CA BDM	●	●	●	●
Paducah, KY-IL BDM				●
Palm Springs, CA BDM	●	●	●	●
Panama City, FL MSA		●		
Parkersburg/Marietta, WV-OH MSA		●		
Pensacola, FL MSA	●	●	●	●
Peoria, IL MSA	●	●	●	●
Philadelphia, PA-NJ PMSA	▲	▲	▲	▲
Phoenix, AZ MSA	▲	▲	▲	▲
Pittsburgh/Beaver Valley, PA CMSA	▲	▲	▲	▲
Pocatello, ID BDM		■		
Port Huron, MI BDM	◻			
Portland, ME BDM	●	●	●	●
Portland/Vancouver, OR-WA BDM	▲	▲	▲	▲
Portsmouth/Dover/Rochester, NH-ME BDM				●
Poughkeepsie, NY MSA				●
Providence, RI-MA BDM	▲	▲	▲	▲
Pueblo, CO MSA		◻		◻
Quincy/Hannibal, IL-MO BDM				●
Raleigh/Durham, NC MSA	▲	▲	▲	▲
Reading, PA MSA		●		
Redding, CA MSA	●	●	●	●
Reno, NV BDM	▲	▲	▲	▲
Richland/Kennewick/Pasco, WA MSA		●		
Richmond/Petersburg, VA MSA	▲	▲	▲	▲
Riverside/San Bernardino, CA BDM	▲	▲	▲	▲
Roanoke, VA MSA	●	●	●	●
Rochester, MN MSA		●		
Rochester, NY MSA	▲	▲	▲	▲
Rockford, IL MSA	●	●	●	●
Sacramento, CA MSA	▲	▲	▲	▲
Saginaw/Bay City/Midland, MI MSA	▲	▲	▲	▲
St. Cloud, MN MSA				◻
St. Louis, MO-IL MSA	▲	▲	▲	▲
Salisbury/Ocean City, MD-DE BDM		●		
Salt Lake City/Provo/Ogden, UT BDM	▲	▲	▲	▲
San Angelo, TX MSA		●		

Alphabetical Listing of Markets	WI	SP	SU	FA
San Antonio, TX MSA	▲	▲	▲	▲
San Diego, CA MSA	▲	▲	▲	▲
San Francisco/Oakland/San Jose, CA BDM	▲	▲	▲	▲
San Jose, CA PMSA	▲	▲	▲	▲
San Luis Obispo, CA BDM		●		
San Luis Obispo/Santa Maria/Lompoc, CA BDM		●		
Santa Barbara, CA BDM	●	●	●	●
Santa Maria/Lompoc, CA BDM		●		
Santa Rosa/Petaluma, CA PMSA	●	●	●	●
Savannah, GA MSA	●	●	●	●
Scranton/Wilkes-Barre, PA MSA	▲	▲	▲	▲
Seattle/Tacoma, WA BDM	▲	▲	▲	▲
Shreveport, LA BDM	▲	▲	▲	▲
Sierra Vista, AZ BDM		□		
South Bend/Mishawaka, IN MSA	●	●	●	●
South Shore Lake Tahoe, CA-NV BDM		□		
Spokane, WA-ID BDM	●	●	●	●
Springfield, IL MSA				●
Springfield, MA BDM	▲	▲	▲	▲
Springfield, MO MSA (TSA Available)		●		
Staunton/Waynesboro, VA BDM		●		
Steuben County, IN BDM		□		
Stockton, CA MSA	▲	▲	▲	▲
Syracuse, NY MSA	▲	▲	▲	▲
Tallahassee, FL BDM	●	●	●	●
Tampa/St.Petersburg/Clearwater, FL MSA	▲	▲	▲	▲
Terre Haute, IN MSA				●
Toledo, OH MSA	▲	▲	▲	▲
Topeka, KS BDM	●	●	●	●
Toronto CMA Ontario	▲	▲	▲	▲
Traverse City/Cadillac, MI BDM		●		
Tucson, AZ MSA	▲	▲	▲	▲
Tulsa, OK BDM	▲	▲	▲	▲
Tuscaloosa, AL MSA				●
Tyler, TX MSA		●		
Utica/Rome, NY MSA	▲	▲	▲	▲
Valdosta, GA BDM				●
Victoria, TX MSA				●
Waco, TX MSA				●
Washington, DC-MD-VA MSA	▲	▲	▲	▲
Waterloo/Cedar Falls, IA MSA	●	●	●	●
Wausau, WI MSA		●		
Wausau/Rhineland, WI BDM		●		
West Palm Beach/Boca Raton/Delray Beach, FL MSA	▲	▲	▲	▲
Wheeling, WV-OH MSA	●	●	●	●
Wichita, KS MSA (TSA Available)	▲	▲	▲	▲
Wichita Falls, TX MSA				●
Williamsport, PA MSA				●
Worcester County, MA BDM		□		□
Yakima, WA MSA		□		
York, PA MSA	●	●	●	●
Youngstown/Warren, OH MSA	▲	▲	▲	▲
Yuba City, CA MSA		●		
Yuma, AZ MSA		□		

Markets by State Alphabetically

Markets by State Alphabetically

Alabama:

Birmingham MSA
Columbus MSA
Dothan BDM
Florence MSA
Huntsville BDM
Mobile MSA
Montgomery MSA
Tuscaloosa MSA

Alaska:

Anchorage MSA
Fairbanks BDM

Arizona:

Phoenix MSA
Sierra Vista BDM
Tucson MSA
Yuma MSA

Arkansas:

Ft. Smith BDM
Little Rock/N. Little Rock MSA
Memphis MSA

California:

Bakersfield BDM
Chico MSA
Eureka/Arcata BDM
Fresno MSA (*TSA Available*)
Los Angeles/Orange County BDM
Modesto MSA
Monterey/Salinas/Santa Cruz BDM
Orange County BDM
Oxnard/Ventura BDM
Palm Springs BDM
Redding MSA
Riverside/San Bernardino BDM
Sacramento MSA
San Diego MSA
San Francisco/Oakland/San Jose BDM
San Jose PMSA
San Luis Obispo BDM
San Luis Obispo/Santa Maria/Lompoc BDM
Santa Barbara BDM
Santa Maria/Lompoc BDM
Santa Rosa/Petaluma PMSA
South Shore Lake Tahoe BDM
Stockton MSA
Yuba City MSA

Colorado:

Colorado Springs MSA
Colorado Springs/Pueblo BDM
Denver/Boulder CMSA
Ft. Collins/Greeley/Loveland BDM
Grand Junction BDM
Pueblo MSA

Markets by State Alphabetically

Connecticut:

Bridgeport/Milford PMSA
Fairfield County BDM
Hartford/New Britain/Middletown BDM (*ADI Available*)
Litchfield County BDM
New Haven/Meriden MSA
New London BDM
New York/Northern New Jersey/Long Island CMSA

Delaware:

Salisbury/Ocean City BDM

District of Columbia:

Washington MSA

Florida:

Ft. Lauderdale/Hollywood/Pompano Beach PMSA
Ft. Myers/Naples BDM
Ft. Pierce BDM
Ft. Walton Beach MSA
Gainesville BDM
Jacksonville BDM
Miami/Ft. Lauderdale CMSA
Miami/Hialeah PMSA
Ocala MSA
Orlando MSA
Panama City MSA
Pensacola MSA
Tallahassee BDM
Tampa/St. Petersburg/Clearwater MSA
West Palm Beach/Boca Raton/Delray Beach MSA

Georgia:

Albany MSA
Atlanta MSA
Augusta MSA
Chattanooga MSA
Columbus MSA
Savannah MSA
Valdosta BDM

Hawaii:

Honolulu MSA

Idaho:

Boise BDM
East Idaho BDM
Idaho Falls BDM
Pocatello BDM
Spokane BDM

Illinois:

Bloomington/Normal MSA
Champaign/Urbana BDM
Chicago/Gary/Lake CMSA
Decatur MSA
Davenport/Rock Island/Moline MSA
Paducah BDM
Peoria MSA
Quincy/Hannibal BDM
Rockford MSA
St. Louis MSA
Springfield MSA

Markets by State Alphabetically

Indiana:

Chicago/Gary/Lake CMSA
Cincinnati PMSA
Elkhart/Goshen MSA
Evansville MSA
Ft. Wayne MSA
Indianapolis MSA
Louisville MSA
South Bend/Mishawaka MSA
Steuben County BDM
Terre Haute MSA

Iowa:

Cedar Rapids MSA
Davenport/Rock Island/Moline MSA
Des Moines MSA
Dubuque MSA
Iowa City MSA
Omaha MSA (TSA Available)
Waterloo/Cedar Falls MSA

Kansas:

Kansas City MSA
Topeka BDM
Wichita MSA (TSA Available)

Kentucky:

Cincinnati PMSA
Evansville MSA
Huntington/Ashland MSA
Lexington/Fayette MSA
Louisville MSA
Paducah BDM

Louisiana:

Alexandria MSA
Baton Rouge MSA
Lafayette MSA
Lake Charles MSA
Monroe MSA
New Orleans MSA
Shreveport BDM

Maine:

Bangor MSA
Portland BDM
Portsmouth/Dover/Rochester BDM

Maryland:

Baltimore MSA
Frederick County BDM
Hagerstown/Chambersburg/Waynesboro BDM
Salisbury/Ocean City BDM
Washington MSA

Massachusetts:

Boston BDM (ADI Available)
Cape Cod BDM
New Bedford/Fall River BDM
Providence BDM
Springfield BDM
Worcester County BDM

Markets by State Alphabetically

Michigan:

Ann Arbor PMSA
Benton Harbor MSA
Central Upper Michigan BDM
Detroit PMSA
Flint MSA
Grand Rapids MSA
Kalamazoo MSA
Lansing/East Lansing MSA
Marquette/Esanaba/IronMtn/Houghton BDM
Northeastern Michigan BDM
Northern Michigan BDM
Port Huron BDM
Saginaw/Bay City/Midland MSA
Traverse City/Cadillac BDM

Minnesota:

Duluth/Superior BDM
Fargo/Moorhead MSA (*TSA Available*)
Minneapolis/St. Paul MSA
Rochester MSA
St. Cloud MSA

Mississippi:

Biloxi/Gulfport BDM
Jackson MSA
Laurel-Hattiesburg BDM
Memphis MSA
Meridian BDM

Missouri:

Columbia MSA
Jefferson City BDM
Joplin MSA
Kansas City MSA
Quincy-Hannibal BDM
St. Louis MSA
Springfield MSA (*TSA Available*)

Montana:

Billings MSA

Nebraska:

Lincoln MSA
Omaha MSA (*TSA Available*)

Nevada:

Las Vegas MSA
Reno BDM
South Shore Lake Tahoe BDM

New Hampshire:

Keene/Brattleboro BDM
Manchester MSA
Portsmouth/Dover/Rochester BDM

Markets by State Alphabetically

New Jersey:

Allentown/Bethlehem/Easton MSA
Atlantic City MSA
Monmouth/Ocean PMSA
Newton BDM
New York/Northern New Jersey/Long Island CMSA
Philadelphia PMSA

New Mexico:

Albuquerque BDM

New York:

Albany/Schenectady/Troy MSA
Binghamton MSA
Buffalo/Niagara Falls CMSA
Corning/Elmira BDM
Eastern Long Island BDM
Glens Falls BDM
Middletown BDM
Nassau/Suffolk PMSA
New York/Northern New Jersey/Long Island CMSA
Poughkeepsie MSA
Rochester MSA
Syracuse MSA
Utica/Rome MSA

North Carolina:

Asheville BDM
Charlotte/Gastonia/Rock Hill MSA
Fayetteville BDM
Greensboro/Winston-Salem/High Point MSA
Raleigh/Durham MSA

North Dakota:

Fargo/Moorhead MSA (*TSA Available*)

Ohio:

Akron PMSA
Canton MSA
Cincinnati PMSA
Cleveland BDM
Columbus MSA
Dayton/Springfield MSA
Huntington/Ashland MSA
Lima MSA
Parkersburg-Marietta MSA
Toledo MSA
Wheeling MSA
Youngstown/Warren MSA

Oklahoma:

Ft. Smith BDM
Oklahoma City MSA
Tulsa BDM

Oregon:

Eugene/Springfield MSA
Medford MSA
Portland/Vancouver BDM

Markets by State Alphabetically

Pennsylvania:

Altoona MSA
Allentown/Bethlehem/Easton MSA
Erie MSA
Hagerstown/Chambersburg/Waynesboro BDM
Harrisburg BDM
Johnstown MSA
Lancaster MSA
Philadelphia PMSA
Pittsburgh/Beaver Valley CMSA
Reading MSA
Scranton/Wilkes-Barre MSA
Williamsport MSA
York MSA

Rhode Island:

Providence BDM

South Carolina:

Augusta MSA
Charleston MSA
Charlotte/Gastonia/Rock Hill MSA
Columbia MSA
Florence BDM
Greenville/Spartanburg/Anderson BDM
Myrtle Beach BDM

Tennessee:

Chattanooga MSA
Jackson MSA
Johnson City/Kingsport/Bristol MSA
Knoxville MSA
Memphis MSA
Nashville MSA

Texas:

Abilene BDM
Amarillo MSA
Austin MSA
Beaumont/Port Arthur MSA
Corpus Christi BDM
Dallas/Fort Worth BDM
El Paso MSA
Houston/Galveston/Brazoria CMSA
Killeen/Temple MSA
Laredo MSA
Longview/Marshall MSA
Lubbock MSA
McAllen/Brownsville BDM
Odessa/Midland BDM
San Angelo MSA
San Antonio MSA
Tyler MSA
Victoria MSA
Waco MSA
Wichita Falls MSA

Utah:

Salt Lake City/Provo/Ogden BDM

Markets by State Alphabetically

Vermont:

Brattleboro BDM
Burlington BDM
Keene/Brattleboro BDM

Virginia:

Bluefield BDM
Charlottesville MSA
Harrisonburg BDM
Johnson City/Kingsport/Bristol MSA
Lynchburg BDM
Norfolk/Virginia Beach/Newport News MSA
Richmond/Petersburg MSA
Roanoke MSA
Staunton/Waynesboro BDM
Washington MSA

Washington:

Portland/Vancouver BDM
Richland/Kennewick/Pasco MSA
Seattle/Tacoma BDM
Spokane BDM
Yakima MSA

West Virginia:

Bluefield BDM
Charleston MSA
Huntington/Ashland MSA
Morgantown/Clarksburg/Fairmont BDM
Parkersburg-Marietta MSA
Wheeling MSA

Wisconsin:

Appleton/Oshkosh/Neenah MSA
Chicago/Gary/Lake CMSA
Duluth/Superior BDM
Green Bay MSA
Madison MSA
Milwaukee/Racine CMSA
Minneapolis/St. Paul MSA
Wausau MSA
Wausau/Rhineland BDM

Wyoming:

Cheyenne MSA

Canada:

Toronto CMA Ontario

Birch Radio

Black Target Market Reports

Atlanta, GA MSA
Augusta, GA-SC MSA
Baltimore, MD MSA
Baton Rouge, LA MSA
Beaumont/Port Arthur, TX MSA
Birmingham, AL MSA
Charleston, SC MSA
Charlotte/Gastonia/Rock Hill, NC-SC MSA
Chattanooga, TN-GA MSA
Chicago/Gary/Lake, IL-IN-WI CMSA
Cleveland, OH BDM
Columbia, SC MSA
Dallas/Fort Worth, TX BDM
Detroit, MI PMSA
Flint, MI MSA
Greensboro/Winston-Salem/High Point, NC MSA
Greenville/Spartanburg/Anderson, SC BDM
Hartford/New Haven ADI
Houston/Galveston/Brazoria, TX CMSA
Indianapolis, IN MSA
Jacksonville, FL BDM
Kansas City, MO-KS MSA
Little Rock/North Little Rock, AR MSA
Los Angeles/Orange County, CA BDM
Memphis, TN-AR-MS MSA
Miami/Fort Lauderdale, FL CMSA
Miami/Hialeah, FL PMSA
Milwaukee/Racine, WI CMSA
Mobile, AL MSA
Montgomery, AL MSA
Nashville, TN MSA
New Orleans, LA MSA
New York/North NJ/Long Island, NY-NJ-CT CMSA
Norfolk/Virginia Beach/Newport News, VA MSA
Orlando, FL MSA
Philadelphia, PA-NJ PMSA
Raleigh/Durham, NC MSA
Richmond/Petersburg, VA MSA
St. Louis, MO-IL MSA
San Francisco/Oakland/San Jose, CA BDM
Shreveport, LA BDM
Washington, DC-MD-VA MSA
West Palm Beach/Boca Raton/Delray Beach, FL MSA

Measured continuously. Reported four times a year.

Birch Radio

Hispanic Target Market Reports

Albuquerque, NM BDM
Chicago/Gary/Lake, IL-IN-WI CMSA
Corpus Christi, TX BDM
Dallas/Fort Worth, TX BDM
El Paso, TX MSA
Fresno, CA MSA
Houston/Galveston/Brazoria, TX CMSA
Los Angeles/Orange County, CA BDM
McAllen/Brownsville, TX BDM
Miami/Hialeah, FL PMSA
New York/North NJ/Long Island, NY-NJ-CT CMSA
Phoenix, AZ MSA
Sacramento/Stockton, CA BDM
San Antonio, TX MSA
San Diego, CA MSA
San Francisco/Oakland/San Jose, CA BDM
San Jose, CA PMSA

Measured continuously. Reported four times a year.

1991 Scarborough Market Survey Areas

Geographies include ADI/DMA

New York, NY
Los Angeles, CA
Chicago, IL
Philadelphia, PA
San Francisco, CA
Boston, MA
Dallas/Fort Worth, TX
Detroit, MI
Washington, D.C.
Houston, TX
Cleveland, OH
Atlanta, GA
Minneapolis/St. Paul, MN
Tampa/St. Petersburg, FL
Seattle/Tacoma, WA
Miami/Ft. Lauderdale, FL
Pittsburgh, PA
St. Louis, MO
Denver, CO
Phoenix, AZ
Sacramento/Stockton, CA
Baltimore, MD
Hartford/New Haven, CT
San Diego, CA
Orlando, FL
Indianapolis, IN
Portland, OR
Milwaukee, WI
Kansas City, MO
Cincinnati, OH
Charlotte, NC
Nashville, TN
Raleigh/Durham, NC
Columbus, OH
Greenville, SC
New Orleans, LA
Grand Rapids, MI
Buffalo, NY
Memphis, TN
Oklahoma City, OK
Salt Lake City, UT
Norfolk, VA
San Antonio, TX
Providence, RI
Harrisburg, PA
Louisville, KY
Birmingham, AL
Greensboro, NC
West Palm Beach, FL
Albuquerque, NM
Albany/Schenectady/Troy, NY
Wichita, KS
Fresno, CA
Gainesville, FL

Custom geographies available by on-line processors.

1991 Scarborough Market Survey Areas

Geographies include ADI/DMA

□ ADI/METRO

▲ ADI

Alphabetical Listing of Markets	NEWSPAPER	RADIO	TV	MAGAZINE
Albany/Schenectady/Troy, NY	□	□	▲	▲
Albuquerque, NM	□	□	▲	▲
Atlanta, GA	□	□	▲	▲
Baltimore, MD	□	□	▲	▲
Birmingham, AL	□	□	▲	▲
Boston, MA	□	▲	▲	▲
Buffalo, NY	□	□	▲	▲
Charlotte, NC	□	□	▲	▲
Chicago, IL	□	▲	▲	▲
Cincinnati, OH	□	□	▲	▲
Cleveland, OH	□	□	▲	▲
Columbus, OH	□	□	▲	▲
Dallas/Fort Worth, TX	□	▲	▲	▲
Denver, CO	□	□	▲	▲
Detroit, MI	□	▲	▲	▲
Fresno, CA	□	□	▲	▲
Gainesville, FL	□	□	▲	▲
Grand Rapids, MI	□	□	▲	▲
Greensboro, NC	□	□	▲	▲
Greenville, SC	□	□	▲	▲
Harrisburg, PA	□	□	▲	▲
Hartford/New Haven, CT	□	□	▲	▲
Houston, TX	□	▲	▲	▲
Indianapolis, IN	□	□	▲	▲
Kansas City, MO	□	□	▲	▲
Los Angeles, CA	□	▲	▲	▲
Louisville, KY	□	□	▲	▲
Memphis, TN	□	□	▲	▲
Miami/Ft. Lauderdale, FL	□	▲	▲	▲
Milwaukee, WI	□	□	▲	▲
Minneapolis/St. Paul, MN	□	□	▲	▲
Nashville, TN	□	□	▲	▲
New York, NY	□	▲	▲	▲
New Orleans, LA	□	□	▲	▲
Norfolk, VA	□	□	▲	▲
Oklahoma City, OK	□	□	▲	▲
Orlando, FL	□	□	▲	▲
Philadelphia, PA	□	▲	▲	▲
Phoenix, AZ	□	□	▲	▲
Pittsburgh, PA	□	□	▲	▲
Portland, OR	□	□	▲	▲
Providence, RI	□	□	▲	▲
Raleigh/Durham, NC	□	□	▲	▲
Sacramento/Stockton, CA	□	□	▲	▲
Salt Lake City, UT	□	□	▲	▲
San Francisco, CA	□	▲	▲	▲
San Antonio, TX	□	□	▲	▲
San Diego, CA	□	□	▲	▲
Seattle/Tacoma, WA	□	□	▲	▲
St. Louis, MO	□	□	▲	▲
Tampa/St. Petersburg, FL	□	□	▲	▲
Washington, DC	□	▲	▲	▲
West Palm Beach, FL	□	□	▲	▲
Wichita, KS	□	□	▲	▲

PLEASE NOTE: Only the above listed geographical areas are available in Scarborough print volumes. All areas are available via on-line services.

Additional Radio Services

Airline Market Report

A unique database of single source information reflecting the radio listening habits of the Frequent Flyer in over 100 markets, available quarterly.

Black Target Market Report

The only true measurement of black radio listenership endorsed by the National Association of Black Owned Broadcasters (NABOB).

CountyAmerica

Birch Radio's annual report of radio audiences in every county of the continental United States. Includes all station formats, age and sex information of radio listening.

Hispanic Target Market Report

The only report on Hispanic listening utilizing the Spanish Radio Advisory Committee (SRAC) approved methodology.

PRIZM/Birch Profiles on Radio

Semi-annual cross-tabulation of radio audiences by the basic 12 PRIZM Cluster Groups for over 100 markets measured by Birch, providing valuable lifestyle information on radio audiences.

The Scarborough

Consumer, Media & Retail Report

The industry's most accepted annual report of retail/product multi-media studies utilizing industry-approved methods of data collection.

TrendAmerica

Monthly overview of station performance in over 100 markets showing average quarter hour share trends in four major demographic groups over the last six month basis.

FORMAT USA

A quarterly report of over 250 measured markets including formats, frequency and power, and discrete audience estimates. A quick summary of American radio listening.

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14800 Quorum Drive
Dallas, TX 75240
(214) 934-3805

Los Angeles

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Tarzana, CA 91356
(818) 343-1244

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Coral Springs, FL
Louisville, KY
San Antonio I, TX
San Antonio II, TX
Sarasota, FL
Tucson, AZ
Tulsa, OK

**Birch
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Research**

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