

Scarborough Release Dates/ Market Ranks 2001

Release II

(Scarborough is released 2X per year. Each release is a rolling average of the current previous six months of fieldwork.)

Arbitron Market	Metro Rank	Metro 12+ Population	Scarborough Release Date
Albany-Schenectady-Troy, NY	61	733,200	1-Nov
Albuquerque, NM	74	552,400	13-Dec
Ashville, NC	183	186,500	20-Dec
Atlanta, GA	11	3,297,200	8-Nov
Austin, TX	47	964,900	20-Dec
Baltimore, MD	20	2,097,100	6-Dec
Birmingham, AL	57	827,900	13-Dec
Boston, MA	8	3,741,200	13-Dec
Buffalo-Niagara Falls, NY	50	951,800	20-Dec
Charleston, WV	167	213,300	Jan 31, '02
Charlotte-Gastonia-Rock Hill, NC-SC	37	1,221,100	29-Nov
Chicago, IL	3	7,191,300	29-Nov
Cincinnati, OH	26	1,618,100	6-Dec
Cleveland, OH	24	1,760,100	15-Nov
Columbus, OH	34	1,287,600	13-Dec
Dallas-Ft. Worth, TX	6	4,005,300	15-Nov
Dayton, OH	56	830,300	Jan 10, '02
Denver-Boulder, CO	23	1,927,500	15-Nov
Des Moines, IA	92	437,400	6-Dec
Detroit, MI	7	3,836,600	11-Oct
El Paso, TX	73	557,000	21-Nov
Flint, MI	120	358,700	Jan 31, '02
Fresno, CA	67	632,900	18-Oct
Ft. Myers-Naples-Marco Island, FL	72	569,600	15-Nov
Ft. Pierce-Stuart-Vero Beach, FL	118	367,100	8-Nov
Grand Rapids, MI	66	636,600	Jan 10, '02
Greensboro-Winston Salem-High Point, NC	43	1,018,200	Jan 17, '02
Greenville-Spartanburg, SC	60	753,100	20-Dec
Harrisburg-Lebanon-Carlisle, PA	79	522,800	Jan 10, '02
Hartford-New Britain-Middletown, CT	46	966,300	15-Nov
Honolulu, HI	63	708,500	Jan 31, '02
Houston-Galveston, TX	10	3,676,600	21-Nov
Indianapolis, IN	40	1,173,300	25-Oct
Jacksonville, FL	52	914,900	20-Dec
Kansas City, MO-KS	30	1,445,000	21-Nov
Knoxville, TN	70	579,100	Jan 24, '02
Lancaster, PA	112	381,300	Jan 10, '02
Las Vegas, NV	39	1,176,700	20-Dec
Lexington-Fayette, KY	106	394,400	Jan 24, '02
Los Angeles, CA	2	10,489,800	18-Oct
Louisville, KY	54	875,800	Jan 17, '02
Memphis, TN	45	975,700	Jan 24, '02
Miami-Ft. Lauderdale-Hollywood, FL	12	3,200,700	25-Oct
Milwaukee-Racine, WI	31	1,396,200	11-Oct

Arbitron Market	Metro Rank	Metro 12+ Population	Scarborough Release Date
Minneapolis-St. Paul, MN	17	2,355,000	11-Oct
Mobile, AL	90	442,500	8-Nov
Monmouth-Ocean, NJ	49	957,300	21-Nov
Nashville, TN	44	990,300	25-Oct
Nassau-Suffolk, NY (Long Island)	18	2,306,700	21-Nov
New Haven, CT	101	400,800	15-Nov
New Orleans, LA	42	1,022,700	Jan 17, '02
New York, NY	1	14,487,900	21-Nov
Norfolk-VA Beach-Newport News, VA	38	1,215,200	Jan 24, '02
Oklahoma City, OK	55	869,500	Jan 10, '02
Orlando, FL	41	1,163,700	1-Nov
Pensacola, FL	124	347,700	8-Nov
Philadelphia, PA	5	4,081,300	1-Nov
Phoenix, AZ	15	2,480,500	18-Oct
Pittsburgh, PA	22	1,974,500	29-Nov
Portland, OR	25	1,754,700	29-Nov
Providence-Warwick-Pawtucket, RI	35	1,281,700	Jan 17, '02
Raleigh-Durham, NC	48	963,500	Jan 10, '02
Richmond, VA	58	820,800	Jan 31, '02
Riverside-San Bernardino, CA	29	1,453,800	18-Oct
Roanoke-Lynchburg, VA	109	389,500	1-Nov
Rochester, NY	53	892,400	1-Nov
Sacramento, CA	27	1,460,600	21-Nov
Saginaw-Bay City-Midland, MI	127	328,000	Jan 31, '02
Salt Lake City-Ogden-Provo, UT	36	1,269,200	8-Nov
San Antonio, TX	32	1,367,500	18-Oct
San Diego, CA	16	2,425,600	11-Oct
San Francisco, CA	4	5,821,700	8-Nov
San Jose, CA	28	1,455,800	8-Nov
Sarasota-Bradenton, FL	80	516,700	25-Oct
Seattle-Tacoma, WA	14	2,925,300	29-Nov
Spokane, WA	94	435,400	13-Dec
Saint Louis, MO	19	2,122,000	11-Oct
Syracuse, NY	78	536,000	Jan 24, '02
Tampa-St. Petersburg-Clearwater, FL	21	2,026,700	25-Oct
Toledo, OH	81	500,400	Jan 31, '02
Tucson, AZ	62	717,900	18-Oct
Tulsa, OK	64	687,800	6-Dec
Washington, DC	9	3,728,800	6-Dec
West Palm Beach-Boca Raton, FL	51	928,600	8-Nov
Wichita, KS	88	449,800	25-Oct
Wilkes Barre-Scranton, PA	68	628,800	Jan 17, '02
York, PA	105	395,200	Jan 10, '02

Note: Please check Arbitron's website for changes in Scarborough survey release dates www.arbitron.com.

This report is compliments of Bedford Research. Call today for a comprehensive qualitative analysis. Contact: Marcella Nelson @ 949-829-5997
bedfordgrp@home.com.