

IPA Data by DMA	2007 HH IPA				2012 HH IPA		
	\$1,000,000-		2007 HH IPA		\$1,000,000-		
	2007 HHs	\$1,999,999	1M share	\$2,000,000+	2M share	2012 HHs	\$1,999,999
Washington et al, DC-MD	2,332,560	72,463	0.031	50,486	0.022	2,509,129	89,605
San Francisco et al, CA	2,487,636	72,631	0.029	50,990	0.020	2,556,272	83,559
Ft. Myers-Naples, FL	484,444	13,653	0.028	8,733	0.018	559,412	17,864
W. Palm Beach et al, FL	782,512	21,296	0.027	13,704	0.018	863,955	26,114
Honolulu, HI	438,893	11,913	0.027	8,102	0.018	462,640	14,240
Hartford & New Haven, CT	1,025,527	27,694	0.027	17,895	0.017	1,052,761	32,543
Baltimore, MD	1,109,316	29,906	0.027	19,463	0.018	1,151,624	36,275
Boston et al, MA-NH	2,405,584	64,090	0.027	42,380	0.018	2,433,045	74,822
Philadelphia, PA	2,969,123	76,561	0.026	48,831	0.016	3,054,940	90,987
Detroit, MI	1,951,239	50,164	0.026	31,687	0.016	1,977,395	57,612
New York, NY	7,582,327	189,669	0.025	130,807	0.017	7,679,909	216,696
Chicago, IL	3,497,608	87,440	0.025	56,608	0.016	3,587,853	102,319
Minneapolis-St. Paul, MN	1,712,382	42,618	0.025	26,373	0.015	1,796,461	52,462
Denver, CO	1,480,904	36,241	0.024	23,198	0.016	1,574,185	44,996
Richmond-Petersburg, VA	525,560	12,785	0.024	7,945	0.015	553,580	15,795
San Diego, CA	1,072,228	25,593	0.024	17,146	0.016	1,143,924	31,419
Seattle-Tacoma, WA	1,813,147	42,963	0.024	26,976	0.015	1,919,354	52,339
Sacramento et al, CA	1,407,967	32,414	0.023	20,593	0.015	1,555,191	41,650
St. Louis, MO	1,251,691	28,405	0.023	17,101	0.014	1,289,914	34,060
Milwaukee, WI	895,628	20,317	0.023	12,360	0.014	917,923	24,272
Albany et al, NY	561,076	12,721	0.023	7,701	0.014	573,347	15,055
Atlanta, GA	2,248,964	50,834	0.023	32,177	0.014	2,488,376	64,711
Phoenix et al, AZ	1,765,925	39,855	0.023	24,639	0.014	2,004,234	51,833
Rochester, NY	398,534	8,985	0.023	5,404	0.014	399,710	10,196
Cincinnati, OH	897,092	20,032	0.022	12,294	0.014	924,330	24,063
Los Angeles, CA	5,718,533	127,556	0.022	85,313	0.015	6,099,572	154,062
Madison, WI	375,105	8,312	0.022	5,042	0.013	394,669	10,336
Tampa et al, FL	1,779,818	39,388	0.022	23,127	0.013	1,935,030	49,264
Las Vegas, NV	693,034	15,322	0.022	9,533	0.014	813,119	20,900
Harrisburg et al, PA	733,540	16,214	0.022	9,336	0.013	767,169	19,785
Providence et al, RI-MA	637,423	14,081	0.022	8,781	0.014	646,726	16,806
Kansas City, MO-KS	928,358	20,406	0.022	12,422	0.013	969,910	24,909
Norfolk et al, VA	723,194	15,893	0.022	9,855	0.014	755,343	19,729
Austin, TX	623,951	13,574	0.022	8,691	0.014	694,261	17,383
Cleveland et al, OH	1,560,483	33,900	0.022	19,948	0.013	1,562,762	39,007
Orlando et al, FL	1,419,628	30,770	0.022	18,077	0.013	1,610,949	40,188
Omaha, NE	407,641	8,826	0.022	5,259	0.013	424,477	10,913
Houston, TX	2,027,307	43,805	0.022	28,163	0.014	2,190,443	54,359
Burlington et al, VT-NY	336,702	7,256	0.022	4,257	0.013	346,935	8,858
Jacksonville, FL	653,626	14,080	0.022	8,549	0.013	719,908	18,072
Dallas-Ft. Worth, TX	2,413,421	51,832	0.021	33,071	0.014	2,628,107	65,010
Portland-Auburn, ME	415,369	8,906	0.021	5,178	0.012	434,109	11,131
Portland, OR	1,160,523	24,859	0.021	14,994	0.013	1,231,741	30,391
Colorado Sprgs et al, CO	325,343	6,928	0.021	4,198	0.013	343,873	8,563
Indianapolis, IN	1,075,419	22,769	0.021	13,590	0.013	1,115,927	27,504
Dayton, OH	536,093	11,325	0.021	6,562	0.012	537,454	12,940
Des Moines-Ames, IA	425,023	8,945	0.021	5,181	0.012	440,135	11,113
Tucson(Sierra Vista), AZ	447,487	9,413	0.021	5,717	0.013	495,646	11,982
Green Bay-Appleton, WI	440,342	9,248	0.021	5,266	0.012	459,580	11,556
Davenport et al, IA-IL	311,002	6,515	0.021	3,653	0.012	310,420	7,674
Salt Lake City, UT	860,622	18,021	0.021	10,977	0.013	934,505	22,430
Cedar Rapids et al, IA	340,718	7,048	0.021	4,025	0.012	349,834	8,578
Huntsville et al, AL	380,094	7,862	0.021	4,705	0.012	396,104	9,469
Grand Rapids et al, MI	747,892	15,431	0.021	8,839	0.012	773,339	18,341
Miami-Ft. Lauderdale, FL	1,570,128	32,359	0.021	20,154	0.013	1,652,198	38,774

Charleston, SC	294,207	6,060	0.021	3,670	0.012	318,929	7,657
Flint-Saginaw et al, MI	477,287	9,816	0.021	5,590	0.012	482,357	11,194
Mobile et al, AL-FL	524,196	10,773	0.021	6,312	0.012	550,818	13,179
South Bend-Elkhart, IN	341,838	7,009	0.021	4,006	0.012	350,541	8,322
Pittsburgh, PA	1,176,914	24,129	0.021	13,819	0.012	1,164,977	27,949
Toledo, OH	428,866	8,771	0.020	5,028	0.012	431,101	10,166
Louisville, KY	657,653	13,448	0.020	7,869	0.012	684,743	16,449
Columbus, OH	904,332	18,433	0.020	11,098	0.012	940,432	22,550
Syracuse, NY	393,351	7,960	0.020	4,653	0.012	396,067	9,220
Raleigh et al, NC	1,025,659	20,746	0.020	12,762	0.012	1,112,834	26,094
Charlotte, NC	1,062,844	21,469	0.020	12,726	0.012	1,156,071	27,112
Buffalo, NY	648,723	13,099	0.020	7,507	0.012	639,776	14,979
Albuquerque-Santa Fe, NM	697,021	14,023	0.020	8,407	0.012	743,342	17,501
Champaign et al, IL	383,514	7,658	0.020	4,428	0.012	384,545	8,868
Savannah, GA	304,671	6,056	0.020	3,750	0.012	324,086	7,398
Columbia, SC	383,801	7,614	0.020	4,461	0.012	406,222	9,283
Birmingham et al, AL	733,016	14,457	0.020	8,557	0.012	755,103	17,511
Baton Rouge, LA	322,551	6,314	0.020	3,793	0.012	325,842	7,454
San Antonio, TX	793,503	15,480	0.020	9,441	0.012	856,225	19,408
Nashville, TN	964,542	18,773	0.019	11,040	0.011	1,026,914	23,333
Greensboro et al, NC	668,518	12,990	0.019	7,514	0.011	700,838	15,421
Roanoke-Lynchburg, VA	453,704	8,742	0.019	4,974	0.011	462,412	10,356
New Orleans, LA	581,421	11,132	0.019	6,644	0.011	669,273	14,870
Greenville et al, SC-NC	839,233	15,695	0.019	8,871	0.011	881,338	18,814
Wichita et al, KS	452,728	8,451	0.019	4,727	0.010	452,050	9,762
Wilkes Barre et al, PA	599,962	11,187	0.019	6,106	0.010	607,849	13,333
Chattanooga, TN	353,200	6,546	0.019	3,727	0.011	369,323	7,859
Oklahoma City, OK	673,730	12,402	0.018	7,160	0.011	699,135	14,977
Spokane, WA	413,562	7,585	0.018	4,244	0.010	435,576	9,254
Memphis, TN	675,144	12,339	0.018	7,302	0.011	696,599	14,811
Knoxville, TN	532,310	9,721	0.018	5,577	0.010	564,005	11,977
Tulsa, OK	521,297	9,492	0.018	5,418	0.010	533,509	11,186
Little Rock et al, AR	549,970	9,917	0.018	5,668	0.010	567,969	11,884
Jackson, MS	345,223	6,194	0.018	3,618	0.010	353,863	7,429
Fresno-Visalia, CA	570,190	10,050	0.018	6,087	0.011	621,205	12,840
Shreveport, LA	389,469	6,829	0.018	3,906	0.010	396,586	8,098
Johnstown-Altoona, PA	300,246	5,019	0.017	2,613	0.009	299,882	5,832
Paducah et al, KY-MO-IL	390,065	6,514	0.017	3,500	0.009	393,500	7,685
Springfield, MO	411,978	6,864	0.017	3,695	0.009	436,327	8,435
Waco-Temple-Bryan, TX	318,971	5,297	0.017	3,156	0.010	333,741	6,373
Lexington, KY	493,945	8,120	0.016	4,670	0.009	518,415	9,950
Charleston et al, WV	483,734	7,935	0.016	4,364	0.009	485,511	9,411
Tri-Cities, TN-VA	331,709	5,437	0.016	2,930	0.009	340,675	6,544
El Paso et al, TX-NM	300,235	4,568	0.015	2,649	0.009	319,887	5,609
Harlingen et al, TX	339,251	4,113	0.012	2,270	0.007	385,065	5,297

**2012 HH IPA
\$2,000,000+**

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