

# SCARBOROUGH RESEARCH DATA DELIVERY SCHEDULE METROS 2010



METRO*	WAVE	RELEASE I	RELEASE II
Akron, OH	W	5/6	11/4
Albany/Schenectady/ Troy, NY	R	4/29	10/28
Albuquerque, NM	B	5/27	11/24
Appleton/Oshkosh, WI	B	6/24	12/23
Asheville, NC	B	6/3	12/2
Atlanta, GA	R	4/15	10/14
Austin, TX	B	5/27	11/24
Bakersfield, CA	B	5/27	11/24
Baltimore, MD	W	5/6	11/4
Birmingham, AL	W	5/20	11/18
Boston, MA	W	5/20	11/18
Buffalo/ Niagara Falls, NY	B	5/27	11/24
Charlotte/Gastonia, NC/ Rock Hill, SC	W	5/13	11/11
Chattanooga, TN	B	6/24	12/23
Chicago, IL	W	5/6	11/4
Cincinnati, OH	W	5/13	11/11
Cleveland, OH	W	5/6	11/4
Colorado Springs, CO	B	6/3	12/2
Columbus, OH	B	6/3	12/2
Dallas/Ft. Worth, TX	W	4/29	10/28
Daytona Beach, FL	R	4/8	10/7
Denver/Boulder, CO	W	5/6	11/4
Des Moines, IA	W	5/13	11/11

METRO*	WAVE	RELEASE I	RELEASE II
Detroit, MI	R	4/8	10/7
El Paso, TX	W	5/6	11/4
Fayetteville, NC	B	6/17	12/16
Flint, MI	B	6/24	12/23
Ft. Myers/Naples/ Marco Island, FL	R	4/22	10/21
Ft. Pierce/Stuart/ Vero Beach, FL	R	4/15	10/14
Fresno, CA	R	4/8	10/7
Grand Rapids, MI	B	6/3	12/2
Green Bay, WI	B	6/24	12/23
Greensboro/ Winston-Salem/ High Point, NC	B	6/3	12/2
Greenville/ Spartanburg, SC	B	6/3	12/2
Harlingen/McAllen/ Brownsville, TX	R	4/8	10/7
Harrisburg/Lebanon/ Carlisle, PA	B	6/10	12/9
Hartford/New Britain/ Middletown, CT	R	4/22	10/21
Honolulu, HI	B	6/10	12/9
Houston/Galveston, TX	W	5/13	11/11
Indianapolis, IN	R	4/22	10/21
Jacksonville, FL	B	6/10	12/9
Kansas City, MO	W	5/13	11/11
Knoxville, TN	B	6/17	12/16
Lancaster, PA	B	6/10	12/9
Las Vegas, NV	B	6/3	12/2
Lexington/Fayette, KY	B	6/24	12/23
Little Rock, AR	B	6/24	12/23

Each Release is divided into 3 Waves:  
R = Red, W = White, B = Blue

Fieldwork dates for Waves can be found on  
the last page.

\* Arbitron Radio Metro Area

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Los Angeles, CA	R	4/15	10/14
Louisville, KY	B	6/10	12/9
Memphis, TN	B	6/17	12/16
Miami/Ft. Lauderdale/ Hollywood, FL	R	4/15	10/14
Milwaukee/Racine, WI	R	4/22	10/21
Minneapolis/ St. Paul, MN	R	4/22	10/21
Mobile, AL	B	5/27	11/24
Nashville, TN	R	4/29	10/28
Nassau/Suffolk, NY	W	5/13	11/11
New Haven, CT	R	4/22	10/21
New Orleans, LA	B	5/27	11/24
New York, NY	W	5/13	11/11
Norfolk/ Virginia Beach/ Newport News, VA	W	5/20	11/18
Oklahoma City, OK	B	6/24	12/23
Orlando, FL	R	4/8	10/7
Pensacola, FL	B	5/27	11/24
Philadelphia, PA	R	4/22	10/21
Phoenix, AZ	R	4/8	10/7
Pittsburgh, PA	W	5/13	11/11
Portland, OR	W	5/6	11/4
Providence/Warwick/ Pawtucket, RI	B	6/10	12/9
Pueblo, CO	B	6/3	12/2
Raleigh/Durham, NC	B	6/17	12/16
Richmond, VA	B	6/10	12/9
Riverside/ San Bernardino, CA	R	4/15	10/14
Roanoke/ Lynchburg, VA	R	4/29	10/28

<b>METRO*</b>	<b>WAVE</b>	<b>RELEASE I</b>	<b>RELEASE II</b>
Rochester, NY	R	4/29	10/28
Sacramento, CA	W	5/13	11/11
Saginaw/Bay City/ Midland, MI	B	6/24	12/23
Salt Lake/Ogden/ Provo, UT	R	4/22	10/21
San Antonio, TX	R	4/8	10/7
San Diego, CA	R	4/8	10/7
San Francisco, CA	R	4/29	10/28
San Jose, CA	R	4/29	10/28
Sarasota/ Bradenton, FL	R	4/15	10/14
Seattle/Tacoma, WA	W	5/6	11/4
Spokane, WA	W	5/20	11/18
St. Louis, MO	R	4/29	10/28
Syracuse, NY	B	6/17	12/16
Tampa/ St. Petersburg/ Clearwater, FL	R	4/15	10/14
Toledo, OH	B	6/24	12/23
Tucson, AZ	R	4/15	10/14
Tulsa, OK	W	5/20	11/18
Washington, D.C.	W	5/20	11/18
West Palm Beach/ Boca Raton, FL	R	4/15	10/14
York, PA	B	6/10	12/9

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## FIELDWORK DATES

Data is released twice a year for all Scarborough markets. Each release is a rolling 12-month average of the current and previous six months of fieldwork. Data for the 2010 Scarborough Survey included fieldwork from the following time periods:

### Release I, 2010 (12 months)

Red Wave	2/5/09 - 1/9/10
White/Green Wave	3/3/09 - 2/6/10
Blue	3/31/09 - 3/6/10

### Release II, 2010 (12 months)

Red Wave	8/4/09 - 7/10/10
White/Green Wave	9/1/09 - 8/7/10
Blue	9/29/09 - 9/4/10

Scarborough data is delivered via electronic database twice a year.