

# Free Report



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1. Top U.S. Markets for adults who plan to purchase a new car, van, truck or Sport Utility Vehicle in the next 12 months

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Market	Total Adults	# of Adults who Plan to Buy a New Vehicle	% of Adults who Plan to Buy a New Vehicle	% of New Vehicle Buyers in Market	Target Index
LIVE IN METRO--DETROIT, MI	3,462,249	418,522	12.1	4.2	180
LIVE IN METRO--MIAMI-FT. LAUDERDALE, FL	3,193,190	372,828	11.7	3.7	174
LIVE IN METRO--OCALA, FL	568,817	57,670	10.1	0.6	151
LIVE IN METRO--ALBANY-SCHENECTADY-TROY, NY	710,065	71,539	10.1	0.7	150
LIVE IN METRO--WEST PALM BEACH, FL	1,020,903	97,830	9.6	1.0	143
LIVE IN METRO--FORT MYERS-NAPLES, FL	746,683	68,147	9.1	0.7	136
LIVE IN METRO--LONG ISLAND, NY	2,123,709	193,470	9.1	1.9	136
LIVE IN METRO--ALLENTOWN-BETHLEHEM, PA	632,945	56,520	8.9	0.6	133
LIVE IN METRO--SAN ANTONIO, TX	1,446,604	119,672	8.3	1.2	123
LIVE IN METRO--WASHINGTON, DC	3,794,681	312,802	8.2	3.1	123
LIVE IN METRO--NEW ORLEANS, LA	837,597	68,895	8.2	0.7	122
LIVE IN METRO--RIVERSIDE-SAN BERNARDINO, CA	2,964,941	242,578	8.2	2.4	122
LIVE IN METRO--DALLAS-FT. WORTH, TX	4,440,679	353,929	8.0	3.5	119
LIVE IN METRO--ST. LOUIS	2,077,917	162,267	7.8	1.6	116
LIVE IN METRO--ANN ARBOR, MI	272,514	21,002	7.7	0.2	115
LIVE IN METRO--HARTFORD, CT	925,637	69,723	7.5	0.7	112
LIVE IN METRO--BUFFALO, NY	880,371	64,388	7.3	0.6	109
LIVE IN METRO--LAS VEGAS, NV	1,385,979	101,027	7.3	1.0	108
LIVE IN METRO--BIRMINGHAM, AL	800,804	57,557	7.2	0.6	107
LIVE IN METRO--TOLEDO, OH	464,246	33,338	7.2	0.3	107
LIVE IN METRO--LITTLE ROCK, AR	480,699	34,474	7.2	0.3	107
LIVE IN METRO--CLEVELAND, OH	1,606,683	114,504	7.1	1.1	106
LIVE IN METRO--ROCHESTER, NY	841,856	59,464	7.1	0.6	105
LIVE IN METRO--HOUSTON-GALVESTON, TX	4,124,880	289,418	7.0	2.9	104
LIVE IN METRO--NEW YORK, NY	14,298,267	1,002,238	7.0	10.0	104
LIVE IN METRO--SOUTHERN NEW HAMPSHIRE, NH	863,130	60,423	7.0	0.6	104
LIVE IN METRO--ORANGE COUNTY, CA	2,266,462	157,780	7.0	1.6	104
LIVE IN METRO--PHILADELPHIA, PA/NJ	3,914,074	271,960	6.9	2.7	103
LIVE IN METRO--MEMPHIS, TN	957,739	66,188	6.9	0.7	103
LIVE IN METRO--LOS ANGELES, CA	9,731,060	672,248	6.9	6.7	103
LIVE IN METRO--CHARLOTTE-GASTONIA-ROCK HILL	1,698,363	115,988	6.8	1.2	102
LIVE IN METRO--TAMPA-ST. PETERSBURG, FL	2,142,211	146,253	6.8	1.5	102
LIVE IN METRO--CHICAGO, IL	6,971,708	474,373	6.8	4.7	101
LIVE IN METRO--HARTFORD-NEW HAVEN, CT	1,578,316	106,461	6.7	1.1	100
<b>ADULTS AGE 18+</b>	<b>149,534,048</b>	<b>10,050,236</b>	<b>6.7</b>	<b>100.0</b>	<b>100</b>
LIVE IN METRO--TUCSON, AZ	746,014	50,108	6.7	0.5	100
LIVE IN METRO--ATLANTA, GA	3,836,109	257,277	6.7	2.6	100
LIVE IN METRO--MILWAUKEE-RACINE, WI	1,285,745	86,121	6.7	0.9	100
LIVE IN METRO--AKRON, OH	541,632	35,694	6.6	0.4	98
LIVE IN METRO--INDIANAPOLIS, IN	1,206,530	78,855	6.5	0.8	97
LIVE IN METRO--JACKSON, MS	353,965	23,114	6.5	0.2	97
LIVE IN METRO--RALEIGH-DURHAM, NC	1,114,794	72,253	6.5	0.7	96
LIVE IN METRO--FRESNO, CA	642,024	41,485	6.5	0.4	96

Market	Total Adults	# of Adults who Plan to Buy a New Vehicle	% of Adults who Plan to Buy a New Vehicle	% of New Vehicle Buyers in Market	Target Index
LIVE IN METRO--AUSTIN, TX	1,183,599	76,412	6.5	0.8	96
LIVE IN METRO--NORFOLK-VIRGINIA BEACH-N.N.	1,191,420	76,808	6.4	0.8	96
LIVE IN METRO--BOSTON, MA	4,035,508	253,613	6.3	2.5	94
LIVE IN METRO--PHOENIX, AZ	2,841,982	177,774	6.3	1.8	93
LIVE IN METRO--ORLANDO, FL	1,331,371	81,739	6.1	0.8	91
LIVE IN METRO--SAN DIEGO, CA	2,264,976	138,030	6.1	1.4	91
LIVE IN METRO--BALTIMORE, MD	2,027,574	123,082	6.1	1.2	90
LIVE IN METRO--CHARLESTON, SC	468,117	28,359	6.1	0.3	90
LIVE IN METRO--PITTSBURGH, PA	1,813,676	109,556	6.0	1.1	90
LIVE IN METRO--MELBOURNE-TITUSVILLE-COCOA, FL	437,310	25,719	5.9	0.3	88
LIVE IN METRO--SYRACUSE, NY	499,295	28,819	5.8	0.3	86
LIVE IN METRO--NEW HAVEN, CT	652,679	36,738	5.6	0.4	84
LIVE IN METRO--JACKSONVILLE, FL	993,383	55,543	5.6	0.6	83
LIVE IN METRO--MINNEAPOLIS-ST. PAUL, MN	2,428,934	134,367	5.5	1.3	82
LIVE IN METRO--DENVER, CO	2,019,115	111,662	5.5	1.1	82
LIVE IN METRO--BOISE, ID	410,710	22,698	5.5	0.2	82
LIVE IN METRO--CINCINNATI, OH	1,574,219	86,571	5.5	0.9	82
LIVE IN METRO--OMAHA-COUNCIL BLUFFS, NE/IA	561,447	30,641	5.5	0.3	81
LIVE IN METRO--DAYTON, OH	751,080	40,422	5.4	0.4	80
LIVE IN METRO--GREENVILLE-SPARTANBURG, SC	768,028	40,650	5.3	0.4	79
LIVE IN METRO--PEORIA, IL	268,457	14,001	5.2	0.1	78
LIVE IN METRO--WILMINGTON, NC	229,626	11,971	5.2	0.1	78
LIVE IN METRO--SEATTLE-TACOMA, WA	3,020,010	156,236	5.2	1.6	77
LIVE IN METRO--COLUMBUS, OH	1,287,915	65,025	5.0	0.6	75
LIVE IN METRO--ALBUQUERQUE, NM	623,692	31,321	5.0	0.3	75
LIVE IN METRO--SACRAMENTO, CA	1,670,234	83,808	5.0	0.8	75
LIVE IN METRO--NASHVILLE, TN	1,074,490	53,867	5.0	0.5	75
LIVE IN METRO--SAN FRANCISCO, CA	5,423,191	270,433	5.0	2.7	74
LIVE IN METRO--SAN JOSE, CA	1,327,377	62,869	4.7	0.6	70
LIVE IN METRO--MADISON, WI	431,012	19,092	4.4	0.2	66
LIVE IN METRO--DAYTONA BEACH, FL	487,012	21,249	4.4	0.2	65
LIVE IN METRO--OKLAHOMA CITY, OK	988,662	43,024	4.4	0.4	65
LIVE IN METRO--COLUMBIA, SC	458,571	18,439	4.0	0.2	60
LIVE IN METRO--EUGENE-SPRINGFIELD, OR	273,166	10,963	4.0	0.1	60
LIVE IN METRO--COLUMBIA-JEFFERSON CITY, MO	174,224	6,909	4.0	0.1	59
LIVE IN METRO--PORTLAND, OR	1,850,682	71,722	3.9	0.7	58
LIVE IN METRO--TULSA, OK	671,381	25,990	3.9	0.3	58
LIVE IN METRO--SALT LAKE CITY, UT	1,460,989	54,092	3.7	0.5	55
LIVE IN METRO--RENO, NV	349,969	12,859	3.7	0.1	55
LIVE IN METRO--KANSAS CITY, MO/KS	1,433,745	51,993	3.6	0.5	54
LIVE IN METRO--GREENSBORO-WINSTON SALEM-H.P.	1,045,263	37,412	3.6	0.4	53
LIVE IN METRO--LOUISVILLE, KY	853,131	30,189	3.5	0.3	53
LIVE IN METRO--GRAND RAPIDS, MI	633,435	22,332	3.5	0.2	52
LIVE IN METRO--LEXINGTON, KY	408,536	14,084	3.4	0.1	51
LIVE IN METRO--COLORADO SPRINGS, CO	428,145	11,245	2.6	0.1	39
LIVE IN METRO--SPOKANE, WA	453,923	9,531	2.1	0.1	31