

Market Definitions for Arbitron Surveys

To see the Arbitron market definitions for a specific area, please select a survey period and market from the list below and click the "Run Report" button.

For more information about Arbitron's market definitions, please contact Melanie Andrews at melanie.andrews@arbitron.com.

Select a Survey:

Market:

[Or choose market by state](#)

Arbitron Market Definition for Myrtle Beach, SC, Fall 2004

METRO Definition

Georgetown	SC
Georgetown HDBA	SC
Horry Balance	SC

METRO Definition

Georgetown Balance	SC
Horry	SC
Horry HDBA	SC

TSA Definition

Brunswick	NC
Georgetown Balance	SC
Horry Balance	SC
Marion	SC

TSA Definition

Columbus	NC
Georgetown HDBA	SC
Horry HDBA	SC
Williamsburg	SC

HDBA -- High-Density Black Area
 HDHA -- High-Density Hispanic Area

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For Arbitron surveys conducted in the U.S., each Arbitron radio market is composed of up to two geographic areas: the Metro Survey Area (Metro) and the Total Survey Area (TSA).

The Metro includes one or more counties and is the primary survey area. The TSA includes all of the counties in the Metro as well as one or more non-Metro counties contiguous to the Metro area. Essentially, non-Metro TSA counties are areas where local residents can hear neighboring local radio stations.

Arbitron market definitions are relatively static. When there is a market redefinition, it is implemented in either the Spring or Fall surveys. For a full description of how Arbitron defines and updates its markets, please see our

[Description of Methodology.](#)

For more information on zip codes or cities, [call your Arbitron representative.](#)