

INDICATIVE UNDERSERVED AND OVERSERVED PRINT MARKETS BY DEMAND-TO-SUPPLY – U.S. 2014

Rank	Geographical Area ¹	Area GMP ² (US\$B)	Population (MM)	Annual Change (percent)	Print Demand (US\$B)	Print Supply (US\$B)	Print/GMP (ratio)	Under- Served (US\$B)
1	New York, NY, NJ, LI	\$1,366.0	20.2	2.0	\$21.5	\$13.8	1.00	\$7.7
2	Washington, DC, VA, MD	464.1	6.2	2.9	6.3	2.3	0.49	4.0
3	Seattle-Tacoma, WA	267.7	3.7	2.7	4.7	1.5	0.56	3.2
4	San Jose, CA	216.6	2.0	6.0	3.3	1.1	0.51	2.2
5	Boston, MA, NH	357.3	4.8	3.2	4.5	2.7	0.76	1.8
6	Houston, TX	443.0	6.5	2.0	4.8	3.2	0.72	1.6
7	Bridgeport-Stamford, CT	90.5	1.0	4.2	1.8	0.3	0.33	1.5
8	Philadelphia, PA, NJ, DE	382.8	6.2	2.0	6.9	5.4	1.41	1.5
9	Charlotte, NC, SC	127.7	2.4	1.7	2.1	0.9	0.70	1.2
10	San Diego, CA	181.3	3.3	1.2	2.3	1.1	0.61	1.2
11	Fayetteville, AR	27.0	0.5	6.1	1.3	0.2	0.48	1.1
12	Austin, TX	139.0	2.0	5.4	1.8	0.8	0.58	1.0
13	Cincinnati, OH, KY	106.6	2.2	2.0	2.7	1.7	1.60	1.0
14	San Francisco-Oakland, CA	336.7	4.5	0.5	6.0	5.1	1.51	0.9
15	Honolulu, HI	56.0	1.0	1.2	0.8	0.2	0.36	0.6
16	Orlando, FL	111.6	2.3	2.0	2.7	2.1	0.62	0.6
17	Las Vegas, NV	94.0	2.0	0.0	1.9	1.4	1.49	0.5
18	Columbus, OH	96.7	2.0	3.3	1.1	0.8	0.82	0.3
19	Portland, OR, WA	158.5	2.4	3.8	1.3	1.1	0.69	0.2
20	Tulsa, OK	55.4	1.0	2.2	0.6	0.4	0.72	0.2
-	<i>Sub-totals: 20</i>	<i>\$5,072.5</i>	<i>76.2</i>	<i>-</i>	<i>\$78.4</i>	<i>\$46.1</i>	<i>0.91</i>	<i>\$32.3</i>
21-131	Other Underserved 111	\$2,033.2	27.2	-	\$14.1	\$7.4	0.36	\$6.7
	TOTAL UNDERSERVED	\$6,105.7	103.4	-	\$92.5	\$53.5	0.88	\$39.0
132	Los Angeles, CA	\$878.9	13.4	3.9	\$8.6	\$8.6	1.09	\$(0.0)
375	Denver, CO	181.9	2.8	5.5	2.2	2.4	1.43	(0.2)
376	Minneapolis-St Paul, MN	226.2	3.7	2.9	3.8	4.0	1.77	(0.2)
377	Miami-Ft. Lauderdale, FL	267.1	6.1	0.3	2.8	3.1	1.12	(0.3)
378	Atlanta, GA	326.6	5.8	5.0	5.4	5.7	1.75	(0.3)
379	Milwaukee, WI	94.5	1.6	3.7	2.3	2.7	2.86	(0.4)
380	Dallas-Ft. Worth, TX	492.2	6.9	3.9	5.2	5.7	1.16	(0.5)
381	Chicago, IL, IN, WI	574.4	9.8	1.6	9.8	13.1	2.61	(3.3)
-	<i>Sub-totals: 7</i>	<i>\$3,041.8</i>	<i>50.1</i>	<i>-</i>	<i>\$40.1</i>	<i>\$45.3</i>	<i>1.51</i>	<i>\$(5.2)</i>
133-374	Other Overserved 242	\$6,383.5	153.5	-	\$60.8	\$65.9	1.04	\$(5.1)
	TOTAL OVER-SERVED	\$10,425.3	216.5	-	\$100.9	\$111.2	1.07	\$(10.3)
	TOTALS: 381	\$16,531.0	319.9	-	\$193.4	\$164.7	1.00	\$28.7

All data are rounded.

¹A Metropolitan Statistical Area (MSA) as defined by the U.S. Census Bureau is any area with an urban core of 50,000 or more inhabitants of which there are 388, including seven in Puerto Rico.

²Gross Metropolitan Product, U.S. Conference of Mayors and the Council of Metro Economies and the New American City, IHS Global Insight.