

WITOPATA CONVERGENCE MAP AND MARKET DATA

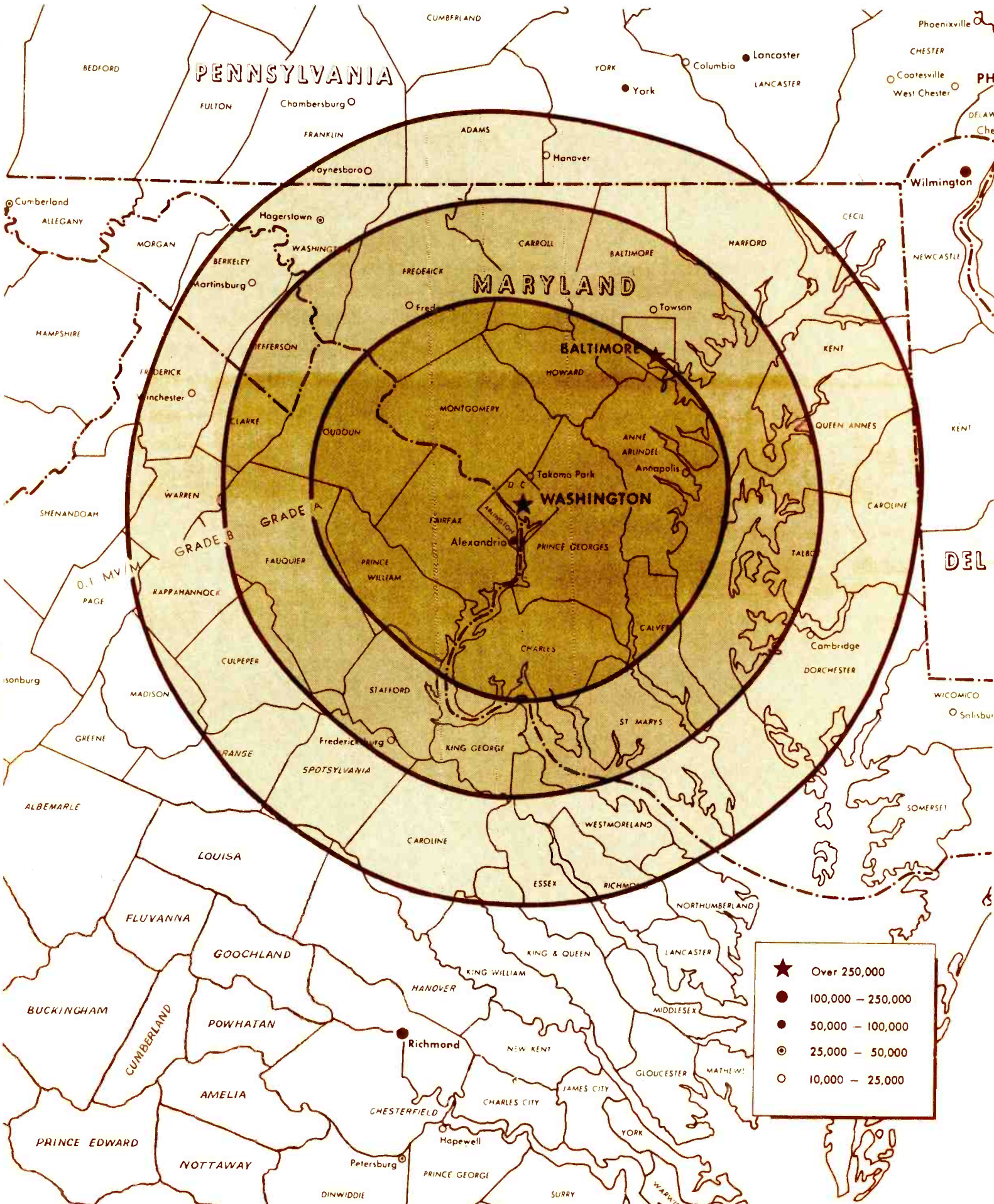
MARKET DATA

		Population (00)	Hsehd (00)	Effective Buying Income Per Hsehd	Total Retail Sales (000)	Total Food Sales (000)	General Merchandise (000)	TV Homes
STANDARD METROPOLITAN AREA*								
D. C.	District of Columbia	806.5	267.2	\$ 9,737	\$1,618,338	\$ 247,980	\$ 304,314	248,600
MD.	Montgomery	429.4	116.5	13,508	716,647	160,574	137,190	117,700
	Prince Georges	491.7	130.9	10,006	684,669	198,044	124,584	132,200
VA.	Arlington	285.6	93.7	11,210	587,707	109,678	121,282	96,000
	Fairfax	379.5	93.1	12,155	443,648	136,514	55,309	89,800
	Loudoun	31.2	8.2	7,257	33,797	8,331	1,399	6,800
	Prince William	78.8	18.8	8,384	79,666	18,953	4,981	16,000
SMA TOTAL		2,502.7	728.4		\$4,164,472	\$ 880,074	\$ 749,059	707,100
SMA AVERAGE				\$10,824				
VA.	*Arlington							
	Caroline	13.6	3.3	5,385	14,042	2,286	1,830	2,800
	Clarke	8.3	2.4	5,600	8,375	2,702	684	2,400
	Culpeper	16.5	4.5	5,645	21,117	4,924	1,449	4,300
	*Fairfax							
	Fauquier	26.4	6.9	6,529	31,414	7,268	3,485	6,600
	Frederick	41.4	12.2	6,105	79,310	16,184	11,616	11,600
	Greene	4.8	1.1	4,560	4,879	653	398	900
	King George	7.8	2.1	6,834	5,327	1,889	398	1,900
	Lancaster	9.0	2.6	5,804	12,465	3,904	860	2,600
	*Loudoun							
	Louisa	13.8	3.6	4,621	9,382	2,687	504	3,100
	Madison	8.6	2.3	4,709	7,402	2,931	1,204	1,900
	Northumberland	10.0	2.9	5,276	6,184	1,639	881	2,700
	Orange	13.0	3.6	5,983	22,711	4,709	1,339	3,300
	Page	16.0	4.6	4,904	15,288	3,767	1,299	4,500
	*Prince William							
	Rappahannock	5.7	1.4	4,655	2,184	663	464	1,100
	Richmond	6.6	1.9	4,546	6,845	1,909	512	1,600
	Rockingham	59.2	16.3	6,943	80,246	12,188	8,850	15,000
	Shenandoah	22.8	6.8	5,354	25,497	6,306	3,842	6,500
	Spotsylvania	30.7	8.6	6,743	61,831	12,776	10,880	7,900
	Stafford	20.3	5.4	6,188	8,678	3,046	563	5,300
Warren	14.6	4.3	6,624	18,488	4,968	2,247	4,000	
Westmoreland	11.6	3.1	4,856	10,854	3,409	1,413	2,900	
W. VA.	Berkeley	35.2	10.3	6,733	42,119	13,832	4,244	9,900
	Grant	8.5	2.3	3,914	9,772	2,328	655	1,700
	Hampshire	11.1	3.2	4,869	11,148	2,890	475	2,600
	Hardy	8.9	2.5	4,661	7,319	1,418	404	1,700
	Jefferson	19.1	5.4	6,577	23,959	5,231	2,351	5,000
	Mineral	23.4	6.7	6,106	22,847	8,080	2,972	5,700
	Morgan	8.3	2.5	4,883	6,974	1,241	290	2,300
PA.	Adams	56.6	16.0	6,727	58,644	12,499	4,359	14,400
	Bedford	43.2	12.6	5,893	60,836	12,326	5,432	11,300
	Cumberland	143.2	42.2	8,626	220,383	48,604	29,392	38,700
	Franklin	95.7	28.4	6,662	117,659	23,526	12,624	25,100
	Fulton	10.7	3.0	5,186	8,990	1,616	877	2,600
	York	257.4	79.4	7,484	379,097	80,454	66,262	73,300
DEL.	Sussex	76.2	22.9	6,399	104,407	23,735	8,927	21,600
MD.	Allegany	87.9	27.1	6,912	126,951	34,770	21,638	24,200
	Anne Arundel	257.0	63.8	9,683	337,822	76,120	74,786	63,800
	Baltimore							
	Calvert	18.8	4.6	6,802	16,494	4,376	1,214	4,100
	Caroline	20.2	6.3	5,720	22,789	6,540	1,446	5,800
	Carrroll	60.0	16.1	7,985	81,536	19,656	7,153	15,100
	Charles	38.0	9.0	7,661	54,007	12,174	2,311	8,400
	Dorchester	31.0	9.4	5,986	32,706	9,770	4,834	8,600
	Frederick	80.7	22.7	7,593	119,169	27,448	13,283	21,000
	Harford	93.3	24.8	8,644	100,733	23,443	8,832	23,500
	Howard	47.9	12.6	9,419	43,306	10,266	2,405	11,200
	Kent	17.3	5.2	6,398	24,071	6,402	1,410	4,800
	*Montgomery							
	*Prince Georges							
	Queen Annes	17.9	5.3	6,190	16,319	2,737	2,003	5,100
	St. Marys	43.7	10.0	7,560	41,487	10,011	4,418	9,900
	Somerset	20.1	6.0	5,475	23,557	7,126	1,599	4,800
	Talbot	24.7	7.9	7,514	60,261	9,089	2,484	6,800
Washington	103.3	30.6	7,574	141,098	28,304	14,825	28,000	
Wicomico	54.9	16.4	7,160	105,267	22,729	12,288	15,500	
Worcester	25.2	7.7	5,748	49,112	10,408	2,624	6,500	
TOTAL (incl. SMA)		4,702.8	1,351.2		\$7,087,830	\$1,540,031	\$1,122,594	1,283,000
AVERAGE (incl. SMA)				\$9,196				

NOTE: 1. Market Definition per 1966 Television Market Analysis from the American Research Bureau.

2. Market Information per Sales Management: Survey of Buying Power, June 10, 1966.

3. TV Homes per United States TV Homes Estimates by State and County, September, 1966-August 1967 from the American Research Bureau.



★	Over 250,000
●	100,000 - 250,000
●	50,000 - 100,000
⊙	25,000 - 50,000
○	10,000 - 25,000

PENNSYLVANIA

MARYLAND

WASHINGTON

BALTIMORE

GRADE A
GRADE B

DEL

BEDFORD

FULTON

Chambersburg

FRANKLIN

ADAMS

YORK

Columbia

Lancaster

LANCASTER

Phoenixville

CHESTER

Cootesville

West Chester

PH

DELAW

Che

Wilmington

CECIL

NEWCASTLE

CARROLL

BALTIMORE

HARFORD

FREDEICK

MARYLAND

MORGAN

BERKELEY

WASHINGTON

FRED

Towson

HAMPSHIRE

FRIDERICK

JEFFERSON

BALTIMORE

KENT

Winchester

CLARKE

MONTGOMERY

HOWARD

QUEEN ANNES

KENT

SHENANDOAH

WARREN

GRADE A

WASHINGTON

D. C.

FAIRFAX

Alexandria

PRINCE GEORGES

CAROLINE

0.1 MV/M

PAGE

RAPPANNOCK

FAUQUIER

PRINCE WILLIAM

ANNAPOLIS

DEL

sonburg

MADISON

CULPEPER

STAFFORD

KING GEORGE

CHARLES

ST MARYS

Cambridge

DORCHESTER

WICOMICO

Salisbury

ALBEMARLE

LOUISA

SPOTSYLVANIA

CAROLINE

WESTMORELAND

SOMERSET

FLUVANNA

GOOCHLAND

HANOVER

KING & QUEEN

NORTHUMBERLAND

BUCKINGHAM

CUMBERLAND

POWHATAN

Richmond

LANCASTER

MIDDLESEX

AMELIA

CHESTERFIELD

CHARLES CITY

JAMES CITY

GLOUCESTER

MATHEW

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NOTTAWAY

Petersburg

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