



## Best and Worst Test Markets

*Below is the listing of the top 50 metropolitan areas that have been ranked from best to worst as test markets. The rankings are based on how closely the population of the metropolitan area "mirrors" the characteristics of the U.S. consumer population as a whole.*

1. ALBANY-SCHENECTADY-TROY, NY	26. AUGUSTA-AIKEN, GA-SC
2. ROCHESTER, NY	27. TULSA, OK
3. GREENSBORO--WINSTON-SALEM--HIGH POINT, NC	28. NEW LONDON-NORWICH, CT-RI
4. BIRMINGHAM, AL	29. CHATTANOOGA, TN-GA
5. SYRACUSE, NY	30. FORT WAYNE, IN
6. CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	31. ALBUQUERQUE, NM
7. NASHVILLE, TN	32. MOBILE, AL
8. EUGENE-SPRINGFIELD, OR	33. LANCASTER, PA
9. WICHITA, KS	34. MONTGOMERY, AL
10. RICHMOND-PETERSBURG, VA	35. KNOXVILLE, TN
11. DAVENPORT-MOLINE-ROCK ISLAND, IA-IL	36. OMAHA, NE-IA
12. LEXINGTON, KY	37. PEORIA-PEKIN, IL
13. CHARLESTON-NORTH CHARLESTON, SC	38. STOCKTON-LODI, CA
14. MACON, GA	39. GRAND RAPIDS-MUSKEGON-HOLLAND, MI
15. JACKSONVILLE, FL	40. MEMPHIS, TN-AR-MS
16. GREENVILLE-SPARTANBURG-ANDERSON, SC	41. LOUISVILLE, KY-IN
17. LITTLE ROCK-NORTH LITTLE ROCK, AR	42. RENO, NV
18. EVANSVILLE-HENDERSON, IN-KY	43. PORTLAND, ME
19. HARRISBURG-LEBANON-CARLISLE, PA	44. PORTLAND-VANCOUVER, OR-WA
20. CINCINNATI, OH-KY-IN	45. SAINT LOUIS, MO-IL
21. KANSAS CITY, MO-KS	46. FRESNO, CA
22. SAVANNAH, GA	47. BILOXI-GULFPORT-PASCAGOULA, MS
23. BOISE CITY, ID	48. COLORADO SPRINGS, CO
24. JACKSON, MS	49. SPOKANE, WA
25. INDIANAPOLIS, IN	50. ROCKFORD, IL
	51. OKLAHOMA CITY, OK

*If you would like to see how your City, MSA Ranks, call Market Directions..... we have a complete list of the top 150 test markets.*

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**Prepared by Market Directions, Boston**