

Top 10 U.S. Local Markets online, September 2007

By [Enid Burns](#), The ClickZ Network, Oct 30, 2007

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Local markets aren't created equally. [Nielsen//NetRatings](#) tracks the top 10 U.S. markets by time spent online and unique visitors for the month of September.

The data are part of the MegaView local set. Nielsen//NetRatings uses a random-digit-dial panel and metering technology to report audience measurement and advanced tracking.

Top U.S. Local Markets by Unique Visitors, September 2007						
Local Market	Unique Visitors (000)	Page Views (000)	Reach (%)	Pages per Visitor	Time per Visitor (hh:mm:ss)	Sessions per Visitor
New York	11,425	30,219,917	7.69	2,645	21:53:45	58
Los Angeles	7,824	23,887,179	5.27	3,053	22:45:33	59
Chicago	4,876	13,944,900	3.28	2,860	21:33:12	56
Atlanta	3,914	13,633,720	2.63	3,484	26:12:13	63
Dallas-Ft. Worth	3,839	11,690,602	2.58	3,045	22:39:44	60
Philadelphia	3,712	9,558,178	2.50	2,575	21:32:29	59
Boston (Manchester)	3,207	10,594,850	2.16	3,304	22:58:53	58
San Francisco-Oak-San Jose	3,178	9,817,065	2.14	3,089	22:23:00	58
Washington, DC (Hagrstwn)	3,138	8,699,986	2.11	2,772	22:30:12	55
Houston	2,906	8,949,976	1.96	3,079	22:52:36	63

Source: Nielsen//NetRatings, 2007

Top U.S. Local Markets by Time per Visitor, September 2007		
Local Market	Time per Visitor (hh:mm:ss)	Unique Visitors (000)
Phoenix (Prescott)	30:51:29	2,333
Charlotte	28:49:04	1,224

Louisville	28:26:21	923
Milwaukee	27:51:05	933
San Antonio	26:52:34	983
Orlando-Daytona Bch-Melbrn	26:25:24	1,798
Salt Lake City	26:12:33	1,393
Atlanta	26:12:13	3,914
Indianapolis	26:08:50	1,441
Portland, OR	25:55:45	1,680

Source: Nielsen//NetRatings, 2007