



MyBestProfiles
Flower Purchase Target List
Nielsen Claritas - PRIZM NE

Rank	All of US MSA List	Market Potential ↓	% Penetration	Total Households	Flower- purchase Households
1	Middlesex-Somerset-Hunterdon, NJ PMSA	129	33.43	435,440	145,549
2	Nassau-Suffolk, NY PMSA	127	33.10	937,368	310,276
3	Ventura, CA PMSA	124	32.30	255,400	82,491
4	Boulder-Longmont, CO PMSA	120	31.09	120,635	37,511
5	Washington, DC-MD-VA-WV PMSA	119	31.04	1,954,108	606,564
6	Santa Cruz-Watsonville, CA PMSA	118	30.69	93,421	28,669
7	Dutchess County, NY PMSA	117	30.45	104,189	31,722
8	Santa Rosa, CA PMSA	117	30.44	179,896	54,765
9	Ann Arbor, MI PMSA	117	30.33	229,756	69,679
10	Vallejo-Fairfield-Napa, CA PMSA	116	30.19	183,364	55,362
11	San Jose, CA PMSA	115	29.94	579,640	173,530
12	New Haven-Bridgeport-Stamford-Danbury, CT NECMA	115	29.93	659,354	197,351
13	Anchorage, AK MSA	115	29.81	98,758	29,442
14	Trenton, NJ PMSA	115	29.79	130,346	38,835
15	Santa Fe, NM MSA	114	29.64	63,604	18,855
16	Monmouth-Ocean, NJ PMSA	114	29.63	444,497	131,698
17	Naples, FL MSA	114	29.56	116,707	34,501
18	Brazoria, TX PMSA	113	29.49	87,931	25,928
19	Newburgh, NY-PA PMSA	113	29.44	138,792	40,867
20	New London-Norwich, CT NECMA	113	29.41	103,350	30,397
21	Bergen-Passaic, NJ PMSA	113	29.31	503,255	147,504
22	Oakland, CA PMSA	112	29.24	896,322	262,086
23	Wilmington-Newark, DE-MD PMSA	112	29.08	229,294	66,679
24	Hartford, CT NECMA	112	29.03	460,219	133,598
25	Atlanta, GA MSA	112	29.01	1,625,870	471,721
26	Minneapolis-St. Paul, MN-WI MSA	111	28.91	1,181,440	341,532
27	Orange County, CA PMSA	111	28.89	969,033	279,985
28	Salinas, CA MSA	111	28.88	124,490	35,948
29	Newark, NJ PMSA	111	28.79	746,401	214,923
30	Rochester, MN MSA	111	28.78	50,386	14,503
31	Burlington, VT NECMA	111	28.74	78,763	22,634
32	Barnstable-Yarmouth, MA NECMA	110	28.54	100,052	28,559
33	Honolulu, HI MSA	110	28.54	296,681	84,682
34	Seattle-Bellevue-Everett, WA PMSA	110	28.53	1,003,302	286,226
35	Bremerton, WA PMSA	110	28.48	89,539	25,503
36	Fort Collins-Loveland, CO MSA	109	28.42	104,804	29,783
37	Baltimore, MD PMSA	109	28.32	1,016,170	287,780
38	Raleigh-Durham-Chapel Hill, NC MSA	109	28.25	492,945	139,278
39	Denver, CO PMSA	108	28.14	870,042	244,844
40	Boston-Worcester-Lawrence-Lowell-Brockton, MA-NH NE	108	28.14	2,380,278	669,789
41	Bloomington-Normal, IL MSA	107	27.93	59,492	16,616
42	San Francisco, CA PMSA	107	27.74	699,900	194,160



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43	Charlotte-Gastonia-Rock Hill, NC-SC MSA	107	27.74	616,483	171,012
44	Olympia, WA PMSA	107	27.72	85,601	23,727
45	Santa Barbara-Santa Maria-Lompoc, CA MSA	107	27.69	140,009	38,762
46	Philadelphia, PA-NJ PMSA	106	27.66	1,950,521	539,606
47	Dallas, TX PMSA	106	27.64	1,376,504	380,519
48	Richland-Kennewick-Pasco, WA MSA	106	27.64	71,071	19,642
49	Madison, WI MSA	106	27.63	182,199	50,345
50	Charlottesville, VA MSA	106	27.62	66,339	18,323
51	Detroit, MI PMSA	106	27.61	1,722,895	475,638
52	Austin-San Marcos, TX MSA	106	27.59	525,004	144,851
53	Hamilton-Middletown, OH PMSA	106	27.58	127,808	35,251
54	Fort Worth-Arlington, TX PMSA	106	27.56	666,045	183,532
55	Huntsville, AL MSA	106	27.54	139,782	38,491
56	Des Moines, IA MSA	106	27.53	185,091	50,947
57	Janesville-Beloit, WI MSA	106	27.52	59,797	16,458
58	Richmond-Petersburg, VA MSA	106	27.48	404,241	111,091
59	Greeley, CO PMSA	106	27.48	71,935	19,768
60	Grand Rapids-Muskegon-Holland, MI MSA	106	27.47	412,309	113,254
61	Colorado Springs, CO MSA	106	27.47	204,887	56,276
62	Portland, ME NECMA	106	27.46	112,847	30,992
63	Wausau, WI MSA	105	27.42	49,326	13,525
64	Racine, WI PMSA	105	27.41	72,021	19,743
65	Kansas City, MO-KS MSA	105	27.37	715,620	195,852
66	Chicago, IL PMSA	105	27.35	3,047,396	833,440
67	Appleton-Oshkosh-Neenah, WI MSA	105	27.35	142,732	39,030
68	Cedar Rapids, IA MSA	105	27.32	79,463	21,709
69	Jackson, MI MSA	105	27.31	59,730	16,312
70	Lancaster, PA MSA	105	27.27	177,710	48,465
71	Green Bay, WI MSA	105	27.22	91,212	24,830
72	Elkhart-Goshen, IN MSA	105	27.21	67,970	18,492
73	Reno, NV MSA	104	27.15	140,138	38,041
74	Provo-Orem, UT MSA	104	27.13	108,219	29,356
75	Kenosha, WI PMSA	104	27.10	58,658	15,898
76	St. Cloud, MN MSA	104	27.08	63,625	17,229
77	Lansing-East Lansing, MI MSA	104	27.08	176,028	47,660
78	San Luis Obispo-Atascadero-Paso Robles, CA MSA	104	27.06	97,910	26,493
79	Nashville, TN MSA	104	27.04	502,533	135,877
80	Springfield, IL MSA	104	27.03	84,958	22,963
81	Indianapolis, IN MSA	104	27.01	657,160	177,529
82	Sioux Falls, SD MSA	104	26.97	70,585	19,036
83	Kokomo, IN MSA	104	26.96	41,997	11,323
84	Sheboygan, WI MSA	104	26.95	44,846	12,085



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85	Tacoma, WA PMSA	103	26.89	274,280	73,767
86	Corvallis, OR MSA	103	26.84	31,078	8,341
87	Fort Walton Beach, FL MSA	103	26.84	71,181	19,104
88	Rockford, IL MSA	103	26.81	146,278	39,223
89	Portland-Vancouver, OR-WA PMSA	103	26.79	778,175	208,477
90	West Palm Beach-Boca Raton, FL MSA	103	26.72	502,038	134,129
91	San Diego, CA MSA	103	26.69	1,043,746	278,570
92	Salt Lake City-Ogden, UT MSA	103	26.69	449,166	119,862
93	St. Louis, MO-IL MSA	103	26.69	1,033,655	275,833
94	York, PA MSA	103	26.68	154,098	41,111
95	Galveston-Texas City, TX PMSA	103	26.67	99,210	26,454
96	Omaha, NE-IA MSA	102	26.63	283,953	75,622
97	Kankakee, IL PMSA	102	26.63	38,898	10,359
98	Albany-Schenectady-Troy, NY MSA	102	26.61	357,205	95,041
99	Jacksonville, FL MSA	102	26.58	455,145	120,981
100	Sacramento, CA PMSA	102	26.57	648,839	172,379
101	Wichita, KS MSA	102	26.56	213,730	56,759
102	Cincinnati, OH-KY-IN PMSA	102	26.55	664,410	176,388
103	Houston, TX PMSA	102	26.51	1,545,709	409,834
104	Atlantic-Cape May, NJ PMSA	102	26.50	141,599	37,517
105	Columbus, OH MSA	102	26.49	640,367	169,649
106	Boise City, ID MSA	102	26.48	171,788	45,488
107	Fort Wayne, IN MSA	102	26.47	197,833	52,361
108	Gary, IN PMSA	102	26.45	240,476	63,597
109	Riverside-San Bernardino, CA PMSA	102	26.43	1,096,714	289,822
110	Reading, PA MSA	102	26.41	145,429	38,407
111	Columbia, SC MSA	101	26.33	213,375	56,178
112	Peoria-Pekin, IL MSA	101	26.31	137,978	36,296
113	Harrisburg-Lebanon-Carlisle, PA MSA	101	26.28	254,983	67,017
114	Iowa City, IA MSA	101	26.27	46,437	12,197
115	Dover, DE MSA	101	26.26	49,575	13,019
116	Rochester, NY MSA	101	26.25	426,890	112,066
117	Savannah, GA MSA	101	26.24	115,609	30,334
118	Flint, MI PMSA	101	26.21	173,438	45,452
119	Montgomery, AL MSA	101	26.15	128,013	33,476
120	Victoria, TX MSA	100	26.07	31,167	8,126
121	Decatur, AL MSA	100	26.06	58,643	15,285
122	Akron, OH PMSA	100	26.06	280,829	73,186
123	Fort Myers-Cape Coral, FL MSA	100	26.05	205,810	53,614
124	Norfolk-Virginia Beach-Newport News, VA-NC MSA	100	26.03	599,313	155,995
125	Jackson, MS MSA	100	25.99	164,582	42,782
126	Milwaukee-Waukesha, WI PMSA	100	25.99	599,676	155,876



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127	Bellingham, WA MSA	100	25.95	68,323	17,728
128	Birmingham, AL MSA	100	25.91	369,866	95,848
129	Allentown-Bethlehem-Easton, PA MSA	100	25.91	252,648	65,468
130	Augusta-Aiken, GA-SC MSA	100	25.90	184,291	47,725
131	Kalamazoo-Battle Creek, MI MSA	100	25.88	179,453	46,445
132	Phoenix-Mesa, AZ MSA	100	25.87	1,296,054	335,322
133	Lynchburg, VA MSA	99	25.86	87,975	22,749
134	Bismarck, ND MSA	99	25.84	38,543	9,959
135	Greensboro--Winston-Salem--High Point, NC MSA	99	25.77	519,572	133,914
136	Glens Falls, NY MSA	99	25.77	49,826	12,841
137	Dubuque, IA MSA	99	25.77	34,140	8,797
138	Orlando, FL MSA	99	25.71	684,189	175,891
139	Eau Claire, WI MSA	99	25.69	59,532	15,295
140	La Crosse, WI-MN MSA	99	25.69	50,598	12,998
141	Little Rock-North Little Rock, AR MSA	99	25.67	238,679	61,274
142	Cheyenne, WY MSA	99	25.67	33,053	8,485
143	Saginaw-Bay City-Midland, MI MSA	99	25.62	158,725	40,662
144	Baton Rouge, LA MSA	99	25.61	231,137	59,188
145	Charleston-North Charleston, SC MSA	98	25.59	217,790	55,741
146	Syracuse, NY MSA	98	25.57	286,430	73,227
147	Pittsfield, MA NECMA	98	25.56	56,750	14,507
148	Wilmington, NC MSA	98	25.56	106,501	27,222
149	Fort Pierce-Port St. Lucie, FL MSA	98	25.56	142,101	36,319
150	Flagstaff, AZ-UT MSA	98	25.56	46,748	11,947
151	Lincoln, NE MSA	98	25.55	103,158	26,359
152	Melbourne-Titusville-Palm Bay, FL MSA	98	25.54	211,374	53,990
153	Yolo, CA PMSA	98	25.54	63,353	16,180
154	Memphis, TN-AR-MS MSA	98	25.53	436,859	111,548
155	Columbia, MO MSA	98	25.51	55,258	14,098
156	Tyler, TX MSA	98	25.48	68,797	17,531
157	Sherman-Denison, TX MSA	98	25.48	44,763	11,405
158	Fayetteville-Springdale-Rogers, AR MSA	98	25.47	126,675	32,264
159	Sarasota-Bradenton, FL MSA	98	25.46	280,796	71,499
160	Lexington, KY MSA	98	25.45	200,085	50,915
161	Tulsa, OK MSA	98	25.43	324,189	82,456
162	Louisville, KY-IN MSA	98	25.42	424,654	107,952
163	Cleveland-Lorain-Elyria, OH PMSA	98	25.42	900,601	228,922
164	Hagerstown, MD PMSA	97	25.32	52,066	13,185
165	Dayton-Springfield, OH MSA	97	25.32	382,911	96,968
166	Salem, OR PMSA	97	25.32	127,905	32,388
167	Macon, GA MSA	97	25.32	126,004	31,900
168	Davenport-Moline-Rock Island, IA-IL MSA	97	25.29	143,973	36,417



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169	Greenville-Spartanburg-Anderson, SC MSA	97	25.26	390,718	98,700
170	Benton Harbor, MI MSA	97	25.24	64,566	16,296
171	Myrtle Beach, SC MSA	97	25.23	89,388	22,554
172	Topeka, KS MSA	97	25.22	69,860	17,620
173	Evansville-Henderson, IN-KY MSA	97	25.22	120,006	30,267
174	Modesto, CA MSA	97	25.20	153,802	38,760
175	Sioux City, IA-NE MSA	97	25.15	46,079	11,588
176	Biloxi-Gulfport-Pascagoula, MS MSA	97	25.13	141,018	35,437
177	Stockton-Lodi, CA MSA	97	25.11	195,291	49,046
178	Lima, OH MSA	97	25.10	58,930	14,794
179	Lafayette, IN MSA	97	25.09	70,089	17,585
180	Florence, SC MSA	96	25.08	48,443	12,148
181	Houma, LA MSA	96	25.07	69,613	17,452
182	Springfield, MA NECMA	96	25.05	235,008	58,864
183	Lake Charles, LA MSA	96	25.02	69,893	17,489
184	Roanoke, VA MSA	96	25.00	100,706	25,180
185	San Antonio, TX MSA	96	24.98	592,913	148,090
186	Hickory-Morganton-Lenoir, NC MSA	96	24.96	140,294	35,021
187	Pocatello, ID MSA	96	24.94	27,775	6,928
188	Chattanooga, TN-GA MSA	96	24.94	190,378	47,483
189	Fayetteville, NC MSA	96	24.92	110,885	27,630
190	Owensboro, KY MSA	96	24.90	36,680	9,133
191	South Bend, IN MSA	96	24.90	101,894	25,370
192	Canton-Massillon, OH MSA	96	24.89	161,311	40,148
193	Goldsboro, NC MSA	96	24.86	43,691	10,864
194	Clarksville-Hopkinsville, TN-KY MSA	96	24.86	75,899	18,870
195	Las Vegas, NV-AZ MSA	96	24.86	662,231	164,631
196	Rapid City, SD MSA	96	24.85	35,804	8,897
197	Albuquerque, NM MSA	96	24.84	286,006	71,049
198	Vineland-Millville-Bridgeton, NJ PMSA	96	24.84	50,087	12,441
199	Toledo, OH MSA	95	24.79	247,143	61,276
200	Fargo-Moorhead, ND-MN MSA	95	24.78	72,759	18,028
201	Pensacola, FL MSA	95	24.76	163,660	40,521
202	Lawrence, KS MSA	95	24.74	39,799	9,846
203	Longview-Marshall, TX MSA	95	24.73	82,111	20,307
204	Jackson, TN MSA	95	24.72	42,710	10,557
205	Fort Lauderdale, FL PMSA	95	24.72	681,636	168,469
206	Knoxville, TN MSA	95	24.71	291,800	72,115
207	Killeen-Temple, TX MSA	95	24.71	112,129	27,710
208	Billings, MT MSA	95	24.71	53,110	13,123
209	Tallahassee, FL MSA	95	24.66	120,084	29,617
210	Dothan, AL MSA	95	24.65	56,020	13,811



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211	Mobile, AL MSA	95	24.64	212,592	52,393
212	Rocky Mount, NC MSA	94	24.55	55,001	13,502
213	Grand Junction, CO MSA	94	24.51	48,758	11,952
214	Champaign-Urbana, IL MSA	94	24.51	72,851	17,858
215	Florence, AL MSA	94	24.47	60,011	14,686
216	Decatur, IL MSA	94	24.44	46,716	11,417
217	Yakima, WA MSA	94	24.42	74,020	18,077
218	Oklahoma City, OK MSA	94	24.40	438,494	106,991
219	Beaumont-Port Arthur, TX MSA	94	24.40	145,287	35,448
220	Odessa-Midland, TX MSA	94	24.34	87,880	21,389
221	Amarillo, TX MSA	94	24.32	85,122	20,699
222	Punta Gorda, FL MSA	94	24.31	68,152	16,568
223	Merced, CA MSA	93	24.29	67,446	16,386
224	Bakersfield, CA MSA	93	24.28	218,538	53,066
225	Tuscaloosa, AL MSA	93	24.26	66,269	16,075
226	Sumter, SC MSA	93	24.25	38,287	9,285
227	Waco, TX MSA	93	24.24	81,460	19,746
228	Bangor, ME NECMA	93	24.23	60,523	14,667
229	Springfield, MO MSA	93	24.22	136,373	33,036
230	Providence-Warwick-Pawtucket, RI NECMA	93	24.22	387,407	93,828
231	Mansfield, OH MSA	93	24.22	69,255	16,770
232	Binghamton, NY MSA	93	24.20	101,133	24,475
233	Spokane, WA MSA	93	24.19	168,328	40,715
234	Medford-Ashland, OR MSA	93	24.18	75,099	18,162
235	Waterloo-Cedar Falls, IA MSA	93	24.16	49,864	12,048
236	Asheville, NC MSA	93	24.14	98,135	23,693
237	Missoula, MT MSA	93	24.14	39,967	9,648
238	State College, PA MSA	93	24.13	50,788	12,256
239	Pittsburgh, PA MSA	93	24.12	970,778	234,193
240	Hattiesburg, MS MSA	93	24.12	42,782	10,319
241	Buffalo-Niagara Falls, NY MSA	93	24.11	470,431	113,432
242	Charleston, WV MSA	93	24.11	106,500	25,675
243	Tucson, AZ MSA	93	24.10	356,492	85,918
244	Jacksonville, NC MSA	93	24.09	49,229	11,861
245	Grand Forks, ND-MN MSA	93	24.08	37,214	8,963
246	Lakeland-Winter Haven, FL MSA	93	24.07	199,465	48,005
247	Panama City, FL MSA	93	24.06	62,650	15,073
248	Casper, WY MSA	93	24.06	27,551	6,629
249	Elmira, NY MSA	93	24.04	35,339	8,497
250	Corpus Christi, TX MSA	92	24.04	136,104	32,722
251	Lawton, OK MSA	92	24.01	39,898	9,580
252	St. Joseph, MO MSA	92	24.01	40,591	9,744



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253	Eugene-Springfield, OR MSA	92	23.98	135,051	32,386
254	Tampa-St. Petersburg-Clearwater, FL MSA	92	23.97	1,061,614	254,423
255	Parkersburg-Marietta, WV-OH MSA	92	23.96	62,179	14,895
256	Youngstown-Warren, OH MSA	92	23.94	235,436	56,372
257	Utica-Rome, NY MSA	92	23.89	116,889	27,930
258	Erie, PA MSA	92	23.87	107,084	25,558
259	Jonesboro, AR MSA	92	23.86	33,545	8,003
260	Joplin, MO MSA	92	23.85	63,183	15,070
261	Lewiston-Auburn, ME NECMA	92	23.80	43,245	10,294
262	Visalia-Tulare-Porterville, CA MSA	92	23.80	114,189	27,179
263	Enid, OK MSA	92	23.80	23,011	5,475
264	Sharon, PA MSA	91	23.78	46,594	11,080
265	Lafayette, LA MSA	91	23.77	146,800	34,899
266	Duluth-Superior, MN-WI MSA	91	23.77	100,812	23,960
267	Columbus, GA-AL MSA	91	23.76	103,645	24,630
268	Gadsden, AL MSA	91	23.75	41,717	9,909
269	Texarkana, TX-Texarkana, AR MSA	91	23.73	50,569	11,999
270	Albany, GA MSA	91	23.73	45,260	10,739
271	Monroe, LA MSA	91	23.72	55,692	13,210
272	Greenville, NC MSA	91	23.68	55,748	13,199
273	Fort Smith, AR-OK MSA	91	23.68	82,426	19,515
274	Abilene, TX MSA	91	23.66	48,217	11,409
275	Wichita Falls, TX MSA	91	23.66	52,655	12,456
276	Daytona Beach, FL MSA	91	23.66	220,442	52,149
277	Anniston, AL MSA	91	23.64	43,578	10,301
278	Shreveport-Bossier City, LA MSA	91	23.59	153,148	36,124
279	Terre Haute, IN MSA	91	23.55	57,977	13,655
280	Muncie, IN MSA	90	23.52	47,392	11,146
281	Fresno, CA MSA	90	23.50	301,226	70,782
282	San Angelo, TX MSA	90	23.48	40,521	9,516
283	Alexandria, LA MSA	90	23.48	47,700	11,201
284	Danville, VA MSA	90	23.43	46,861	10,981
285	Williamsport, PA MSA	90	23.43	47,687	11,174
286	Redding, CA MSA	90	23.40	67,182	15,719
287	Yuba City, CA MSA	90	23.38	49,169	11,497
288	Athens, GA MSA	90	23.36	61,481	14,364
289	Auburn-Opelika, AL MSA	90	23.33	48,805	11,385
290	New Orleans, LA MSA	89	23.26	510,045	118,625
291	Los Angeles-Long Beach, CA PMSA	89	23.25	3,240,855	753,588
292	Jamestown, NY MSA	89	23.24	54,854	12,749
293	Bloomington, IN MSA	89	23.20	48,599	11,276
294	Lubbock, TX MSA	89	23.17	96,414	22,337



MyBestProfiles Flower Purchase Target List Nielsen Claritas - PRIZM NE

Rank	All of US MSA List	Market Potential ↓	% Penetration	Total Households	Flower-purchase Households
295	Pueblo, CO MSA	89	23.17	57,021	13,209
296	Gainesville, FL MSA	89	23.13	93,483	21,624
297	Pine Bluff, AR MSA	88	22.99	30,492	7,009
298	Yuma, AZ MSA	88	22.94	58,393	13,394
299	Scranton--Wilkes-Barre--Hazleton, PA MSA	88	22.81	255,044	58,166
300	Ocala, FL MSA	88	22.81	115,174	26,266
301	Las Cruces, NM MSA	87	22.70	62,370	14,155
302	Great Falls, MT MSA	87	22.63	32,449	7,343
303	Altoona, PA MSA	87	22.59	52,077	11,766
304	Miami, FL PMSA	87	22.53	804,566	181,291
305	Steubenville-Weirton, OH-WV MSA	87	22.51	54,051	12,168
306	Johnson City-Kingsport-Bristol, TN-VA MSA	87	22.50	204,783	46,068
307	Chico-Paradise, CA MSA	86	22.26	82,146	18,288
308	Johnstown, PA MSA	85	22.14	91,964	20,365
309	El Paso, TX MSA	85	22.04	220,367	48,578
310	Wheeling, WV-OH MSA	84	21.94	61,671	13,529
311	Bryan-College Station, TX MSA	84	21.86	58,880	12,871
312	Huntington-Ashland, WV-KY-OH MSA	84	21.74	129,742	28,201
313	Cumberland, MD-WV MSA	83	21.66	40,821	8,843
314	New York, NY PMSA	83	21.53	3,525,574	758,974
315	Laredo, TX MSA	83	21.48	56,004	12,030
316	Brownsville-Harlingen-San Benito, TX MSA	80	20.89	105,794	22,105
317	Jersey City, NJ PMSA	79	20.64	237,780	49,080
318	McAllen-Edinburg-Mission, TX MSA	77	20.07	171,898	34,497

Accepted	318 Targets	101	26.38	87,637,142	23,115,340
Rejected	0 Targets			0	0
Total	318 Targets	101	26.38	87,637,142	23,115,340