

# RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION

## SPRING 2019

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These population estimates are based upon Census 2010 counts updated and projected to January 1, 2019, by Claritas, LLC. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2019 Nielsen Audio market definitions.

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COR-17-30094

# MARKET SURVEY RANKINGS, FREQUENCY, TYPE AND POPULATION

## BY RANKING

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
001	1	PPM	13	New York	BH	16,458,200	4,080,900	2,782,200
003	2	PPM	13	Los Angeles	BH	11,518,300	4,922,900	815,500
005	3	PPM	13	Chicago	BH	7,978,400	1,660,100	1,344,800
009	4	PPM	13	San Francisco	BH	6,770,200	1,484,800	445,100
024	5	PPM	13	Dallas-Ft. Worth	BH	6,198,600	1,652,000	1,025,300
033	6	PPM	13	Houston-Galveston	BH	5,906,700	2,040,900	1,035,600
015	7	PPM	13	Washington, DC	BH	4,996,800	779,600	1,345,300
047	8	PPM	13	Atlanta	BH	4,911,500	483,500	1,728,100
007	9	PPM	13	Philadelphia	BH	4,622,400	411,700	960,400
013	10	PPM	13	Boston	BH	4,337,000	478,400	349,700
429	11	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	4,132,100	2,201,100	857,900
039	12	PPM	13	Seattle-Tacoma	BH	3,932,400	343,500	261,100
011	13	PPM	13	Detroit	B	3,832,900	153,400	842,800
057	14	PPM	13	Phoenix	BH	3,713,600	1,046,300	230,500
027	15	PPM	13	Minneapolis-St. Paul	BH	3,007,900	155,900	264,500
063	16	PPM	13	San Diego	BH	2,869,800	907,800	158,000
540	17	4S	4	Puerto Rico		2,791,300	*	*
087	18	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,753,100	501,700	328,300
035	19	PPM	13	Denver-Boulder	BH	2,749,800	556,400	157,400
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,483,000	441,500	245,800
021	21	PPM	13	Baltimore	BH	2,415,700	134,200	710,600
051	22	PPM	13	Portland, OR	H	2,383,500	290,500	81,100
093	23	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,352,000	206,400	542,000
017	24	PPM	13	St. Louis	B	2,343,200	68,200	439,900
059	25	PPM	13	San Antonio	BH	2,118,300	1,129,400	155,400
379	25	PPM	13	Riverside-San Bernardino	BH	2,118,300	1,125,200	186,800
065	27	PPM	13	Sacramento	BH	2,038,000	395,700	163,700
023	28	PPM	13	Pittsburgh, PA	B	1,979,900	34,700	176,900
101	29	PPM	13	Salt Lake City-Ogden-Provo	H	1,970,800	281,600	31,900
257	30	PPM	13	Las Vegas	BH	1,918,400	553,900	245,100
131	31	PPM	13	Orlando	BH	1,907,700	620,000	323,700
031	32	PPM	13	Cincinnati	B	1,844,800	53,800	238,900
135	33	PPM	13	Austin	BH	1,834,200	550,400	140,600
019	34	PPM	13	Cleveland	BH	1,774,400	94,800	356,300
041	35	PPM	13	Kansas City	BH	1,764,800	145,600	234,900
045	36	PPM	13	Columbus, OH	B	1,698,600	65,100	287,700
215	37	PPM	13	San Jose	H	1,673,200	399,500	47,700
115	38	PPM	13	Raleigh-Durham	BH	1,618,100	155,100	361,600
049	39	PPM	13	Indianapolis	BH	1,565,800	96,900	260,800
393	40	2S	2	Hudson Valley	BH	1,528,300	329,200	197,100

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
043	41	PPM	13	Milwaukee-Racine	BH	1,505,900	147,600	235,200
413	42	PPM	13	Middlesex-Somerset-Union	BH	1,503,500	345,300	207,500
073	43	PPM	13	Nashville	BH	1,492,200	98,500	245,700
077	44	PPM	13	Providence-Warwick-Pawtucket	BH	1,420,400	167,400	82,700
109	45	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,407,600	92,800	445,000
107	46	PPM	13	Jacksonville	BH	1,319,500	112,300	278,700
299	47	PPM	13	West Palm Beach-Boca Raton	BH	1,308,400	277,200	239,200
166	48	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,300,500	110,400	302,300
053	49	4S	4	New Orleans	BH	1,267,800	104,900	401,800
083	50	4S	4	Oklahoma City	BH	1,267,500	142,900	140,200
075	51	PPM	13	Memphis	B	1,124,600	55,900	530,400
061	52	PPM	13	Hartford-New Britain-Middletown	BH	1,081,400	162,500	126,700
105	53	4S	4	Richmond	B	1,057,800	61,500	319,800
055	54	4S	4	Louisville	B	1,052,300	46,100	165,300
516	55	2S	2	Monmouth-Ocean	H	1,051,500	100,000	57,800
269	56	2S	2	McAllen-Brownsville-Harlingen	H	1,029,500	929,400	5,300
515	57	4S	4	Ft. Myers-Naples	BH	1,006,700	211,600	75,900
037	58	4S	4	Buffalo-Niagara Falls	B	988,900	44,800	120,000
191	59	4S	4	Greenville-Spartanburg	B	986,600	62,300	173,100
079	60	4S	4	Rochester, NY	B	962,500	64,300	107,300
095	61	4S	4	Birmingham	B	923,400	34,900	275,700
207	62	4S	4	Tucson	H	888,800	307,800	35,000
099	63	4S	4	Honolulu		842,300	76,400	35,800
067	64	4S	4	Dayton	B	839,500	21,200	123,300
103	65	4S	4	Tulsa		824,700	71,300	73,000
069	66	4S	4	Albany-Schenectady-Troy		817,900	43,100	67,000
089	67	4S	4	Fresno	H	812,500	411,400	42,000
127	68	4S	4	Grand Rapids		795,800	71,800	61,600
141	69	4S	4	Albuquerque	H	769,400	362,700	21,200
071	70	4S	4	Des Moines		742,500	41,400	36,200
373	71	2S	2	Sarasota-Bradenton	H	738,000	82,000	46,600
121	72	4S	4	Knoxville		734,600	28,400	46,500
145	73	4S	4	Allentown-Bethlehem	H	733,600	115,200	41,600
085	74	4S	4	Omaha-Council Bluffs	H	718,800	71,300	62,300
223	75	4S	4	Baton Rouge	B	698,800	27,600	244,500
161	76	4S	4	El Paso	H	694,400	563,300	26,200
175	77	4S	4	Wilkes Barre-Scranton	H	691,100	65,700	39,900
231	78	4S	4	Charleston, SC	B	680,300	33,100	172,400
143	79	4S	4	Bakersfield	H	657,100	351,800	36,100
291	80	2S	2	Stockton	H	626,500	245,200	50,400
139	81	2S	2	Wilmington, DE	B	626,100	52,000	135,700
119	82	4S	4	Harrisburg-Lebanon-Carlisle		615,300	43,600	55,900
183	83	4S	4	Columbia, SC	B	610,700	30,600	208,000

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081	84	4S	4	Akron	B	610,300	11,700	78,200
283	85	4S	4	Monterey-Salinas-Santa Cruz	H	607,100	277,300	16,000
550	86	2S	2	Gainesville-Ocala	BH	606,900	64,400	90,300
123	87	4S	4	Little Rock	B	604,900	29,400	147,800
311	88	2S	2	Lakeland-Winter Haven	BH	603,200	123,000	88,800
181	89	4S	4	Chattanooga	B	601,600	25,700	72,900
233	90	4S	4	Colorado Springs	H	599,400	93,200	44,400
171	91	4S	4	Madison		595,500	30,800	27,600
361	92	4S	4	Greenville-New Bern-Jacksonville	B	593,600	45,500	143,400
341	93	2S	2	Daytona Beach	BH	588,000	71,400	61,700
229	94	2S	2	Boise	H	581,800	71,900	7,900
177	95	4S	4	Spokane		579,100	28,500	13,100
517	96	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	564,400	80,800	73,900
275	96	2S	2	Reno	H	564,400	116,800	14,400
091	98	4S	4	Syracuse		564,000	21,800	48,600
197	99	2S	2	Portland, ME		562,800	10,300	13,900
117	100	4S	4	Springfield, MA	H	553,200	103,000	39,400
133	101	4S	4	Mobile	B	538,700	17,400	140,800
331	102	2S	2	Melbourne-Titusville-Cocoa	B	531,400	51,800	54,300
259	103	2S	2	Lexington-Fayette	B	525,000	24,400	56,400
097	104	4S	4	Toledo	B	513,300	31,400	78,000
125	105	4S	4	Wichita	H	512,300	60,000	43,700
590	106	2A	2	Ft. Collins-Greeley, CO	H	499,400	85,000	8,400
327	107	4S	4	Huntsville	B	499,300	25,200	104,600
293	108	2S	2	Visalia-Tulare-Hanford	H	495,900	295,300	14,500
305	109	2S	2	Augusta, GA	B	489,800	26,900	171,100
253	110	2S	2	Lafayette, LA	B	481,800	18,800	128,000
155	111	2S	2	Corpus Christi	H	476,900	290,400	18,000
301	112	4S	4	York		475,700	31,700	25,400
419	113	2S	2	Victor Valley	BH	473,600	197,000	52,600
345	114	4S	4	Johnson City-Kingsport-Bristol		471,200	9,300	13,600
255	115	2S	2	Lancaster	H	461,200	44,600	19,300
165	116	2S	2	Ft. Wayne		460,600	24,800	40,200
343	117	2S	2	Modesto	H	458,500	199,700	15,200
113	118	2S	2	Worcester	H	455,200	48,400	28,700
277	119	2S	2	Roanoke-Lynchburg	B	448,900	14,600	72,600
594	120	2S	2	Oxnard-Ventura	H	442,400	234,900	10,900
503	121	2A	2	Fayetteville (North West Arkansas)	H	442,000	63,200	13,000
247	122	2S	2	Portsmouth-Dover-Rochester		437,700	10,600	5,000
565	123	2C	2	Morristown, NJ	H	436,700	59,200	16,400
062	124	2S	2	New Haven	BH	432,500	62,500	64,900
317	125	2S	2	Pensacola	B	429,100	23,900	71,900
337	126	2S	2	Bridgeport	BH	423,000	80,000	64,100
169	127	4S	4	Jackson, MS	B	419,500	8,600	204,100
195	128	2S	2	Lansing-East Lansing	B	416,900	24,900	40,500

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359	129	2S	2	Fayetteville, NC	B	386,400	38,300	135,800
592	130	2S	2	Palm Springs	H	373,700	177,800	10,800
265	131	2S	2	Macon	B	373,600	15,700	145,900
129	132	2S	2	Youngstown-Warren	B	371,800	13,800	45,900
510	133	2A	2	Myrtle Beach, SC	B	361,900	17,500	55,700
271	134	2S	2	Salisbury-Ocean City	B	360,400	22,800	64,000
273	135	2A	2	Reading, PA	H	359,200	67,700	17,300
203	136	2S	2	Springfield, MO		356,600	11,200	11,300
303	137	2S	2	Appleton-Oshkosh		349,900	12,700	6,800
562	138	2A	2	Killeen-Temple, TX	B	349,500	77,500	78,900
163	139	2S	2	Flint	B	345,600	10,800	71,100
111	140	4S	4	Shreveport	B	344,500	13,000	134,300
082	141	2S	2	Canton		344,000	6,300	27,600
416	142	2S	2	Fredericksburg	B	342,800	32,000	64,800
502	143	2S	2	Tyler-Longview	BH	339,600	59,900	62,400
533	144	2S	2	Biloxi-Gulfport-Pascagoula	B	337,400	18,300	74,200
149	145	2A	2	Beaumont-Port Arthur, TX	BH	334,100	48,800	80,500
241	146	2S	2	Eugene-Springfield		333,800	25,800	5,700
285	147	2S	2	Savannah	B	332,800	19,900	109,500
505	148	2S	2	Burlington-Plattsburgh		330,700	8,400	10,100
581	149	2A	2	Ann Arbor, MI	B	327,400	14,900	42,300
281	150	2A	2	Saginaw-Bay City-Midland, MI	B	326,600	18,600	34,200
547	151	2A	2	Stamford-Norwalk, CT	H	326,500	62,900	28,400
537	152	2S	2	Trenton	BH	324,500	54,300	65,500
542	153	2A	2	Newburgh-Middletown, NY	BH	322,900	63,000	36,700
367	154	2S	2	Atlantic City-Cape May	BH	312,900	46,600	38,800
157	155	2S	2	Quad Cities (Davenport-Rock Island-Moline)		311,200	25,000	25,800
173	156	2S	2	Montgomery	B	308,900	8,700	136,300
221	157	2S	2	Asheville		305,800	15,200	16,800
335	158	2A	2	Traverse City-Petoskey-Cadillac, MI		298,100	6,500	4,200
137	159	2S	2	Peoria	B	297,800	10,000	29,800
333	160	2S	2	Tallahassee	B	287,300	17,800	84,600
589	161	2A	2	Ft. Smith, AR		286,200	22,800	11,900
279	162	2S	2	Rockford	B	285,500	35,900	32,500
261	163	2S	2	Lincoln		270,600	17,000	12,400
185	164	2S	2	Evansville		270,100	5,900	20,000
561	165	2A	2	Odessa-Midland, TX	H	267,600	137,400	14,700
524	166	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		262,600	12,800	21,800
193	167	2S	2	Huntington-Ashland		261,100	3,100	8,200
518	167	2A	2	Poughkeepsie, NY	BH	261,100	30,300	29,800
263	169	2S	2	Lubbock	H	260,700	87,100	18,700
147	170	2A	2	Amarillo, TX	H	257,900	73,200	15,700
407	171	2A	2	Bowling Green, KY		252,800	8,400	18,200

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295	172	2S	2	Utica-Rome		252,300	11,400	14,000
556	173	2A	2	San Luis Obispo, CA	H	250,500	51,700	4,800
555	174	2A	2	Morgantown-Clarksburg-Fairmont, WV		245,200	4,200	8,400
315	175	2S	2	Anchorage		245,000	21,300	16,900
426	176	2S	2	Concord (Lakes Region)		243,900	4,400	3,000
371	177	2A	2	Tri-Cities, WA (Richland-Kennewick-Pasco)	H	240,900	69,100	5,700
597	178	2A	2	Wausau-Stevens Point, WI (Central WI)		240,700	6,200	2,600
391	179	2A	2	Ft. Walton Beach-Destin, FL		235,600	18,100	21,600
239	180	2S	2	Erie		234,600	8,800	18,100
563	181	2A	2	New London, CT	H	234,300	23,400	16,500
365	182	2C	2	New Bedford-Fall River, MA		232,900	25,000	13,500
287	183	2S	2	South Bend	B	229,400	17,900	30,700
251	184	2S	2	Kalamazoo	B	227,200	10,200	27,500
575	185	2A	2	St. Cloud, MN		225,400	5,400	12,300
319	186	2A	2	Sioux Falls, SD		224,200	8,300	10,100
245	187	2S	2	Green Bay		223,300	16,600	6,500
528	188	2C	2	Frederick, MD	B	218,900	19,700	21,800
506	189	2A	2	Laredo, TX	H	218,800	207,900	800
309	190	2A	2	Waco, TX	BH	214,500	51,300	31,100
235	191	2S	2	Columbus, GA	B	214,400	15,300	97,600
501	192	2A	2	Dothan, AL	B	212,700	8,900	46,700
549	193	2A	2	Bryan-College Station, TX	BH	212,000	49,500	23,100
227	194	2S	2	Binghamton		209,500	7,200	11,000
530	195	2A	2	Cape Cod, MA		208,600	6,000	7,800
436	196	2A	2	Bend, OR		208,200	16,500	2,000
187	197	2S	2	Fargo-Moorhead		207,000	6,100	11,300
153	198	2S	2	Charleston, WV		205,200	2,300	14,000
325	199	2A	2	Yakima, WA	H	203,600	92,900	2,600
267	199	2S	2	Manchester		203,600	12,600	5,300
593	201	2A	2	Danbury, CT		200,900	30,000	7,300
567	202	2A	2	Santa Maria-Lompoc, CA	H	200,200	106,800	6,100
508	202	2A	2	Chico, CA	H	200,200	30,100	4,600
205	204	2S	2	Topeka		197,100	17,600	14,400
387	205	2A	2	Salina-Manhattan, KS		195,600	15,700	13,000
151	206	2S	2	Cedar Rapids		191,800	5,800	11,600
591	207	2A	2	Santa Barbara, CA	H	184,100	55,400	3,400
569	208	2A	2	Winchester, VA		183,700	13,600	10,100
596	209	2A	2	Tuscaloosa, AL	B	181,000	6,200	57,300
159	210	2S	2	Duluth-Superior		179,900	3,400	4,800
554	211	2A	2	Florence, SC	B	174,900	3,900	72,800
307	212	2S	2	Terre Haute		174,700	3,600	9,000
522	213	2A	2	Laurel-Hattiesburg, MS	B	172,200	5,200	49,800
584	214	2A	2	Lake Charles, LA	B	171,300	5,900	43,100

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434	215	2A	2	Sunbury-Selinsgrove-Lewisburg, PA		170,400	6,500	6,400
526	216	2S	2	Bangor		169,800	2,200	2,000
461	217	2A	2	Las Cruces-Deming, NM	H	168,600	97,000	3,700
559	218	2A	2	La Crosse, WI		167,600	3,500	2,800
422	219	2A	2	Muncie-Marion, IN		167,500	4,500	12,200
532	220	2A	2	Rochester, MN		166,700	7,000	8,000
573	221	2A	2	Panama City, FL	B	159,000	9,800	18,100
431	222	2A	2	Lebanon-Hanover-White River Junction, NH-VT		157,800	3,500	2,400
421	223	2A	2	Olean, NY		156,500	3,200	3,400
564	224	2A	2	Columbia, MO	B	156,100	4,800	15,300
557	225	2A	2	Elmira-Corning, NY		155,200	3,700	6,800
509	226	2A	2	Redding, CA		154,500	14,000	2,500
576	227	2A	2	Lima, OH		154,300	4,600	12,100
534	228	2A	2	Joplin, MO		150,500	9,600	3,500
566	229	2A	2	Muskegon, MI	B	148,200	7,500	21,700
323	230	2S	2	Bloomington		147,700	6,500	11,900
586	231	2A	2	Eau Claire, WI		145,300	2,800	2,400
546	232	2A	2	Abilene, TX	H	144,500	31,400	11,700
353	233	2S	2	Pueblo	H	143,600	58,600	3,500
225	234	2A	2	Billings, MT		135,800	6,800	1,500
297	235	2A	2	Waterloo-Cedar Falls, IA		134,100	4,600	10,500
580	236	2A	2	Albany, GA	B	131,600	3,900	70,800
511	237	2A	2	Grand Junction, CO	H	131,100	17,300	1,700
585	238	2A	2	Monroe, LA	B	129,600	3,100	47,100
512	239	2A	2	Texarkana, TX-AR	B	128,700	7,800	31,800
404	240	2A	2	Florence-Muscle Shoals, AL	B	127,900	3,100	16,300
462	241	2A	2	Twin Falls-Sun Valley, ID	H	125,800	24,700	800
539	242	2A	2	Parkersburg-Marietta, WV-OH		125,500	1,600	2,300
579	243	2A	2	Sussex, NJ		123,500	9,600	3,100
433	244	2A	2	Valdosta, GA	B	122,500	7,400	41,700
179	245	2S	2	Wheeling		122,000	1,200	4,700
209	246	2A	2	Wichita Falls, TX	BH	119,900	20,600	12,700
381	247	2A	2	Grand Island-Kearney-Hastings, NE	H	119,400	18,400	2,400
519	248	2A	2	Harrisonburg, VA		119,100	12,900	6,000
545	249	2A	2	Rapid City, SD		118,400	5,100	2,500
531	250	2A	2	Battle Creek, MI	B	114,000	5,000	13,500
582	251	2A	2	Bismarck, ND		107,400	3,000	3,000
527	252	2A	2	Augusta-Waterville, ME		106,900	1,500	1,100
432	253	2S	2	Montpelier-Barre-St. Johnsbury		106,000	2,000	1,500
548	254	2A	2	San Angelo, TX	H	101,300	38,300	4,600
523	255	2A	2	Sioux City, IA	H	100,600	17,900	4,700
418	256	2A	2	Sheboygan, WI		99,200	5,500	2,400
578	257	2A	2	Williamsport, PA		97,600	1,800	5,000
577	258	2A	2	Watertown, NY		93,500	6,400	6,800





MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
513	259	2A	2	Brunswick, GA	B	90,000	4,800	19,500
383	260	2A	2	Hot Springs, AR		85,900	4,200	7,800
560	261	2A	2	Cheyenne, WY	H	84,000	11,700	3,000
289	262	2A	2	Jackson, TN	B	82,900	2,900	30,800
572	263	2A	2	Grand Forks, ND-MN		78,700	3,700	3,900

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 117,212,000**

**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 151,740,200**

**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 188,598,800**

**TOTAL 1-263 METRO PERSONS 12+ POPULATION: 229,223,000**

The population estimates for embedded markets are not duplicated in the cumulative population totals.

<sup>1</sup> The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.

<sup>2</sup> The San Jose Metro is embedded in the San Francisco Metro.

<sup>3</sup> Putnam, NY (population 87,800), Rockland, NY (population 270,900) and Westchester, NY (population 846,700) are included in the Hudson Valley and the New York Metro definitions.

<sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

<sup>5</sup> Monmouth County (population 545,500) is included in the Monmouth-Ocean and the New York Metro definitions.

<sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.

<sup>7</sup> The Stamford-Norwalk, CT Metro is embedded in the New York Metro.

<sup>8</sup> Stafford County (population 126,000) is included in the Fredericksburg and Washington, DC Metro definitions.

<sup>9</sup> The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.

<sup>10</sup> The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.

<sup>11</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.

<sup>12</sup> The M-Split portion of Rockingham County (population 51,500) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

**MKT CODE:** Unique numeric identifier for a market

**FREQ** (Frequency): Number of reports annually

**TYPE** (Type of Measurement Service): PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

**DST** (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic control

\* For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must be at least 9.5% Hispanic OR at least 4.5% Hispanic with an estimated Hispanic 12+ population of at least 75,000. Additional criteria apply in Diary Metros and can be referenced in the Description of Methodology.

\*\* For a Metro to qualify for Black DST, the Metro's Black P12+ population must be at least 9.5% Black or at least 4.5% Black with an estimated Black 12+ population of at least 75,000.



## BY MARKET

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Abilene, TX	546	232	2A	2	H	144,500	31,400	11,700
Akron	081	84	4S	4	B	610,300	11,700	78,200
Albany, GA	580	236	2A	2	B	131,600	3,900	70,800
Albany-Schenectady-Troy	069	66	4S	4		817,900	43,100	67,000
Albuquerque	141	69	4S	4	H	769,400	362,700	21,200
Allentown-Bethlehem	145	73	4S	4	H	733,600	115,200	41,600
Amarillo, TX	147	170	2A	2	H	257,900	73,200	15,700
Anchorage	315	175	2S	2		245,000	21,300	16,900
Ann Arbor, MI	581	149	2A	2	B	327,400	14,900	42,300
Appleton-Oshkosh	303	137	2S	2		349,900	12,700	6,800
Asheville	221	157	2S	2		305,800	15,200	16,800
Atlanta	047	8	PPM	13	BH	4,911,500	483,500	1,728,100
Atlantic City-Cape May	367	154	2S	2	BH	312,900	46,600	38,800
Augusta, GA	305	109	2S	2	B	489,800	26,900	171,100
Augusta-Waterville, ME	527	252	2A	2		106,900	1,500	1,100
Austin	135	33	PPM	13	BH	1,834,200	550,400	140,600
Bakersfield	143	79	4S	4	H	657,100	351,800	36,100
Baltimore	021	21	PPM	13	BH	2,415,700	134,200	710,600
Bangor	526	216	2S	2		169,800	2,200	2,000
Baton Rouge	223	75	4S	4	B	698,800	27,600	244,500
Battle Creek, MI	531	250	2A	2	B	114,000	5,000	13,500
Beaumont-Port Arthur, TX	149	145	2A	2	BH	334,100	48,800	80,500
Bend, OR	436	196	2A	2		208,200	16,500	2,000
Billings, MT	225	234	2A	2		135,800	6,800	1,500
Biloxi-Gulfport-Pascagoula	533	144	2S	2	B	337,400	18,300	74,200
Binghamton	227	194	2S	2		209,500	7,200	11,000
Birmingham	095	61	4S	4	B	923,400	34,900	275,700
Bismarck, ND	582	251	2A	2		107,400	3,000	3,000
Bloomington	323	230	2S	2		147,700	6,500	11,900
Boise	229	94	2S	2	H	581,800	71,900	7,900
Boston	013	10	PPM	13	BH	4,337,000	478,400	349,700
Bowling Green, KY	407	171	2A	2		252,800	8,400	18,200
Bridgeport	337	126	2S	2	BH	423,000	80,000	64,100
Brunswick, GA	513	259	2A	2	B	90,000	4,800	19,500
Bryan-College Station, TX	549	193	2A	2	BH	212,000	49,500	23,100
Buffalo-Niagara Falls	037	58	4S	4	B	988,900	44,800	120,000
Burlington-Plattsburgh	505	148	2S	2		330,700	8,400	10,100
Canton	082	141	2S	2		344,000	6,300	27,600
Cape Cod, MA	530	195	2A	2		208,600	6,000	7,800
Cedar Rapids	151	206	2S	2		191,800	5,800	11,600
Charleston, SC	231	78	4S	4	B	680,300	33,100	172,400
Charleston, WV	153	198	2S	2		205,200	2,300	14,000
Charlotte-Gastonia-Rock Hill	093	23	PPM	13	BH	2,352,000	206,400	542,000
Chattanooga	181	89	4S	4	B	601,600	25,700	72,900

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Cheyenne, WY	560	261	2A	2	H	84,000	11,700	3,000
Chicago	005	3	PPM	13	BH	7,978,400	1,660,100	1,344,800
Chico, CA	508	202	2A	2	H	200,200	30,100	4,600
Cincinnati	031	32	PPM	13	B	1,844,800	53,800	238,900
Cleveland	019	34	PPM	13	BH	1,774,400	94,800	356,300
Colorado Springs	233	90	4S	4	H	599,400	93,200	44,400
Columbia, MO	564	224	2A	2	B	156,100	4,800	15,300
Columbia, SC	183	83	4S	4	B	610,700	30,600	208,000
Columbus, GA	235	191	2S	2	B	214,400	15,300	97,600
Columbus, OH	045	36	PPM	13	B	1,698,600	65,100	287,700
Concord (Lakes Region)	426	176	2S	2		243,900	4,400	3,000
Corpus Christi	155	111	2S	2	H	476,900	290,400	18,000
Dallas-Ft. Worth	024	5	PPM	13	BH	6,198,600	1,652,000	1,025,300
Danbury, CT	593	201	2A	2		200,900	30,000	7,300
Dayton	067	64	4S	4	B	839,500	21,200	123,300
Daytona Beach	341	93	2S	2	BH	588,000	71,400	61,700
Denver-Boulder	035	19	PPM	13	BH	2,749,800	556,400	157,400
Des Moines	071	70	4S	4		742,500	41,400	36,200
Detroit	011	13	PPM	13	B	3,832,900	153,400	842,800
Dothan, AL	501	192	2A	2	B	212,700	8,900	46,700
Duluth-Superior	159	210	2S	2		179,900	3,400	4,800
Eau Claire, WI	586	231	2A	2		145,300	2,800	2,400
El Paso	161	76	4S	4	H	694,400	563,300	26,200
Elmira-Corning, NY	557	225	2A	2		155,200	3,700	6,800
Erie	239	180	2S	2		234,600	8,800	18,100
Eugene-Springfield	241	146	2S	2		333,800	25,800	5,700
Evansville	185	164	2S	2		270,100	5,900	20,000
Fargo-Moorhead	187	197	2S	2		207,000	6,100	11,300
Fayetteville (North West Arkansas)	503	121	2A	2	H	442,000	63,200	13,000
Fayetteville, NC	359	129	2S	2	B	386,400	38,300	135,800
Flint	163	139	2S	2	B	345,600	10,800	71,100
Florence, SC	554	211	2A	2	B	174,900	3,900	72,800
Florence-Muscle Shoals, AL	404	240	2A	2	B	127,900	3,100	16,300
Frederick, MD	528	188	2C	2	B	218,900	19,700	21,800
Fredericksburg	416	142	2S	2	B	342,800	32,000	64,800
Fresno	089	67	4S	4	H	812,500	411,400	42,000
Ft. Collins-Greeley, CO	590	106	2A	2	H	499,400	85,000	8,400
Ft. Myers-Naples	515	57	4S	4	BH	1,006,700	211,600	75,900
Ft. Pierce-Stuart-Vero Beach	517	96	2S	2	BH	564,400	80,800	73,900
Ft. Smith, AR	589	161	2A	2		286,200	22,800	11,900
Ft. Walton Beach-Destin, FL	391	179	2A	2		235,600	18,100	21,600
Ft. Wayne	165	116	2S	2		460,600	24,800	40,200
Gainesville-Ocala	550	86	2S	2	BH	606,900	64,400	90,300
Grand Forks, ND-MN	572	263	2A	2		78,700	3,700	3,900
Grand Island-Kearney-Hastings, NE	381	247	2A	2	H	119,400	18,400	2,400

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Grand Junction, CO	511	237	2A	2	H	131,100	17,300	1,700
Grand Rapids	127	68	4S	4		795,800	71,800	61,600
Green Bay	245	187	2S	2		223,300	16,600	6,500
Greensboro-Winston-Salem-High Point	166	48	PPM	13	BH	1,300,500	110,400	302,300
Greenville-New Bern-Jacksonville	361	92	4S	4	B	593,600	45,500	143,400
Greenville-Spartanburg	191	59	4S	4	B	986,600	62,300	173,100
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	166	2A	2		262,600	12,800	21,800
Harrisburg-Lebanon-Carlisle	119	82	4S	4		615,300	43,600	55,900
Harrisonburg, VA	519	248	2A	2		119,100	12,900	6,000
Hartford-New Britain-Middletown	061	52	PPM	13	BH	1,081,400	162,500	126,700
Honolulu	099	63	4S	4		842,300	76,400	35,800
Hot Springs, AR	383	260	2A	2		85,900	4,200	7,800
Houston-Galveston	033	6	PPM	13	BH	5,906,700	2,040,900	1,035,600
Hudson Valley	393	40	2S	2	BH	1,528,300	329,200	197,100
Huntington-Ashland	193	167	2S	2		261,100	3,100	8,200
Huntsville	327	107	4S	4	B	499,300	25,200	104,600
Indianapolis	049	39	PPM	13	BH	1,565,800	96,900	260,800
Jackson, MS	169	127	4S	4	B	419,500	8,600	204,100
Jackson, TN	289	262	2A	2	B	82,900	2,900	30,800
Jacksonville	107	46	PPM	13	BH	1,319,500	112,300	278,700
Johnson City-Kingsport-Bristol	345	114	4S	4		471,200	9,300	13,600
Joplin, MO	534	228	2A	2		150,500	9,600	3,500
Kalamazoo	251	184	2S	2	B	227,200	10,200	27,500
Kansas City	041	35	PPM	13	BH	1,764,800	145,600	234,900
Killeen-Temple, TX	562	138	2A	2	B	349,500	77,500	78,900
Knoxville	121	72	4S	4		734,600	28,400	46,500
La Crosse, WI	559	218	2A	2		167,600	3,500	2,800
Lafayette, LA	253	110	2S	2	B	481,800	18,800	128,000
Lake Charles, LA	584	214	2A	2	B	171,300	5,900	43,100
Lakeland-Winter Haven	311	88	2S	2	BH	603,200	123,000	88,800
Lancaster	255	115	2S	2	H	461,200	44,600	19,300
Lansing-East Lansing	195	128	2S	2	B	416,900	24,900	40,500
Laredo, TX	506	189	2A	2	H	218,800	207,900	800
Las Cruces-Deming, NM	461	217	2A	2	H	168,600	97,000	3,700
Las Vegas	257	30	PPM	13	BH	1,918,400	553,900	245,100
Laurel-Hattiesburg, MS	522	213	2A	2	B	172,200	5,200	49,800
Lebanon-Hanover-White River Junction, NH-VT	431	222	2A	2		157,800	3,500	2,400
Lexington-Fayette	259	103	2S	2	B	525,000	24,400	56,400
Lima, OH	576	227	2A	2		154,300	4,600	12,100
Lincoln	261	163	2S	2		270,600	17,000	12,400
Little Rock	123	87	4S	4	B	604,900	29,400	147,800
Los Angeles	003	2	PPM	13	BH	11,518,300	4,922,900	815,500
Louisville	055	54	4S	4	B	1,052,300	46,100	165,300

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Lubbock	263	169	2S	2	H	260,700	87,100	18,700
Macon	265	131	2S	2	B	373,600	15,700	145,900
Madison	171	91	4S	4		595,500	30,800	27,600
Manchester	267	199	2S	2		203,600	12,600	5,300
McAllen-Brownsville-Harlingen	269	56	2S	2	H	1,029,500	929,400	5,300
Melbourne-Titusville-Cocoa	331	102	2S	2	B	531,400	51,800	54,300
Memphis	075	51	PPM	13	B	1,124,600	55,900	530,400
Miami-Ft. Lauderdale-Hollywood	429	11	PPM	13	BH	4,132,100	2,201,100	857,900
Middlesex-Somerset-Union	413	42	PPM	13	BH	1,503,500	345,300	207,500
Milwaukee-Racine	043	41	PPM	13	BH	1,505,900	147,600	235,200
Minneapolis-St. Paul	027	15	PPM	13	BH	3,007,900	155,900	264,500
Mobile	133	101	4S	4	B	538,700	17,400	140,800
Modesto	343	117	2S	2	H	458,500	199,700	15,200
Monmouth-Ocean	516	55	2S	2	H	1,051,500	100,000	57,800
Monroe, LA	585	238	2A	2	B	129,600	3,100	47,100
Monterey-Salinas-Santa Cruz	283	85	4S	4	H	607,100	277,300	16,000
Montgomery	173	156	2S	2	B	308,900	8,700	136,300
Montpelier-Barre-St. Johnsbury	432	253	2S	2		106,000	2,000	1,500
Morgantown-Clarksburg-Fairmont, WV	555	174	2A	2		245,200	4,200	8,400
Morristown, NJ	565	123	2C	2	H	436,700	59,200	16,400
Muncie-Marion, IN	422	219	2A	2		167,500	4,500	12,200
Muskegon, MI	566	229	2A	2	B	148,200	7,500	21,700
Myrtle Beach, SC	510	133	2A	2	B	361,900	17,500	55,700
Nashville	073	43	PPM	13	BH	1,492,200	98,500	245,700
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,483,000	441,500	245,800
New Bedford-Fall River, MA	365	182	2C	2		232,900	25,000	13,500
New Haven	062	124	2S	2	BH	432,500	62,500	64,900
New London, CT	563	181	2A	2	H	234,300	23,400	16,500
New Orleans	053	49	4S	4	BH	1,267,800	104,900	401,800
New York	001	1	PPM	13	BH	16,458,200	4,080,900	2,782,200
Newburgh-Middletown, NY	542	153	2A	2	BH	322,900	63,000	36,700
Norfolk-Virginia Beach-Newport News	109	45	PPM	13	BH	1,407,600	92,800	445,000
Odessa-Midland, TX	561	165	2A	2	H	267,600	137,400	14,700
Oklahoma City	083	50	4S	4	BH	1,267,500	142,900	140,200
Olean, NY	421	223	2A	2		156,500	3,200	3,400
Omaha-Council Bluffs	085	74	4S	4	H	718,800	71,300	62,300
Orlando	131	31	PPM	13	BH	1,907,700	620,000	323,700
Oxnard-Ventura	594	120	2S	2	H	442,400	234,900	10,900
Palm Springs	592	130	2S	2	H	373,700	177,800	10,800
Panama City, FL	573	221	2A	2	B	159,000	9,800	18,100
Parkersburg-Marietta, WV-OH	539	242	2A	2		125,500	1,600	2,300
Pensacola	317	125	2S	2	B	429,100	23,900	71,900
Peoria	137	159	2S	2	B	297,800	10,000	29,800
Philadelphia	007	9	PPM	13	BH	4,622,400	411,700	960,400
Phoenix	057	14	PPM	13	BH	3,713,600	1,046,300	230,500

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Pittsburgh, PA	023	28	PPM	13	B	1,979,900	34,700	176,900
Portland, ME	197	99	2S	2		562,800	10,300	13,900
Portland, OR	051	22	PPM	13	H	2,383,500	290,500	81,100
Portsmouth-Dover-Rochester	247	122	2S	2		437,700	10,600	5,000
Poughkeepsie, NY	518	167	2A	2	BH	261,100	30,300	29,800
Providence-Warwick-Pawtucket	077	44	PPM	13	BH	1,420,400	167,400	82,700
Pueblo	353	233	2S	2	H	143,600	58,600	3,500
Puerto Rico	540	17	4S	4		2,791,300	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	155	2S	2		311,200	25,000	25,800
Raleigh-Durham	115	38	PPM	13	BH	1,618,100	155,100	361,600
Rapid City, SD	545	249	2A	2		118,400	5,100	2,500
Reading, PA	273	135	2A	2	H	359,200	67,700	17,300
Redding, CA	509	226	2A	2		154,500	14,000	2,500
Reno	275	96	2S	2	H	564,400	116,800	14,400
Richmond	105	53	4S	4	B	1,057,800	61,500	319,800
Riverside-San Bernardino	379	25	PPM	13	BH	2,118,300	1,125,200	186,800
Roanoke-Lynchburg	277	119	2S	2	B	448,900	14,600	72,600
Rochester, MN	532	220	2A	2		166,700	7,000	8,000
Rochester, NY	079	60	4S	4	B	962,500	64,300	107,300
Rockford	279	162	2S	2	B	285,500	35,900	32,500
Sacramento	065	27	PPM	13	BH	2,038,000	395,700	163,700
Saginaw-Bay City-Midland, MI	281	150	2A	2	B	326,600	18,600	34,200
Salina-Manhattan, KS	387	205	2A	2		195,600	15,700	13,000
Salisbury-Ocean City	271	134	2S	2	B	360,400	22,800	64,000
Salt Lake City-Ogden-Provo	101	29	PPM	13	H	1,970,800	281,600	31,900
San Angelo, TX	548	254	2A	2	H	101,300	38,300	4,600
San Antonio	059	25	PPM	13	BH	2,118,300	1,129,400	155,400
San Diego	063	16	PPM	13	BH	2,869,800	907,800	158,000
San Francisco	009	4	PPM	13	BH	6,770,200	1,484,800	445,100
San Jose	215	37	PPM	13	H	1,673,200	399,500	47,700
San Luis Obispo, CA	556	173	2A	2	H	250,500	51,700	4,800
Santa Barbara, CA	591	207	2A	2	H	184,100	55,400	3,400
Santa Maria-Lompoc, CA	567	202	2A	2	H	200,200	106,800	6,100
Sarasota-Bradenton	373	71	2S	2	H	738,000	82,000	46,600
Savannah	285	147	2S	2	B	332,800	19,900	109,500
Seattle-Tacoma	039	12	PPM	13	BH	3,932,400	343,500	261,100
Sheboygan, WI	418	256	2A	2		99,200	5,500	2,400
Shreveport	111	140	4S	4	B	344,500	13,000	134,300
Sioux City, IA	523	255	2A	2	H	100,600	17,900	4,700
Sioux Falls, SD	319	186	2A	2		224,200	8,300	10,100
South Bend	287	183	2S	2	B	229,400	17,900	30,700
Spokane	177	95	4S	4		579,100	28,500	13,100
Springfield, MA	117	100	4S	4	H	553,200	103,000	39,400
Springfield, MO	203	136	2S	2		356,600	11,200	11,300

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
St. Cloud, MN	575	185	2A	2		225,400	5,400	12,300
St. Louis	017	24	PPM	13	B	2,343,200	68,200	439,900
Stamford-Norwalk, CT	547	151	2A	2	H	326,500	62,900	28,400
Stockton	291	80	2S	2	H	626,500	245,200	50,400
Sunbury-Selinsgrove-Lewisburg, PA	434	215	2A	2		170,400	6,500	6,400
Sussex, NJ	579	243	2A	2		123,500	9,600	3,100
Syracuse	091	98	4S	4		564,000	21,800	48,600
Tallahassee	333	160	2S	2	B	287,300	17,800	84,600
Tampa-St. Petersburg-Clearwater	087	18	PPM	13	BH	2,753,100	501,700	328,300
Terre Haute	307	212	2S	2		174,700	3,600	9,000
Texarkana, TX-AR	512	239	2A	2	B	128,700	7,800	31,800
Toledo	097	104	4S	4	B	513,300	31,400	78,000
Topeka	205	204	2S	2		197,100	17,600	14,400
Traverse City-Petoskey-Cadillac, MI	335	158	2A	2		298,100	6,500	4,200
Trenton	537	152	2S	2	BH	324,500	54,300	65,500
Tri-Cities, WA (Richland-Kennewick-Pasco)	371	177	2A	2	H	240,900	69,100	5,700
Tucson	207	62	4S	4	H	888,800	307,800	35,000
Tulsa	103	65	4S	4		824,700	71,300	73,000
Tuscaloosa, AL	596	209	2A	2	B	181,000	6,200	57,300
Twin Falls-Sun Valley, ID	462	241	2A	2	H	125,800	24,700	800
Tyler-Longview	502	143	2S	2	BH	339,600	59,900	62,400
Utica-Rome	295	172	2S	2		252,300	11,400	14,000
Valdosta, GA	433	244	2A	2	B	122,500	7,400	41,700
Victor Valley	419	113	2S	2	BH	473,600	197,000	52,600
Visalia-Tulare-Hanford	293	108	2S	2	H	495,900	295,300	14,500
Waco, TX	309	190	2A	2	BH	214,500	51,300	31,100
Washington, DC	015	7	PPM	13	BH	4,996,800	779,600	1,345,300
Waterloo-Cedar Falls, IA	297	235	2A	2		134,100	4,600	10,500
Watertown, NY	577	258	2A	2		93,500	6,400	6,800
Wausau-Stevens Point, WI (Central WI)	597	178	2A	2		240,700	6,200	2,600
West Palm Beach-Boca Raton	299	47	PPM	13	BH	1,308,400	277,200	239,200
Wheeling	179	245	2S	2		122,000	1,200	4,700
Wichita	125	105	4S	4	H	512,300	60,000	43,700
Wichita Falls, TX	209	246	2A	2	BH	119,900	20,600	12,700
Wilkes Barre-Scranton	175	77	4S	4	H	691,100	65,700	39,900
Williamsport, PA	578	257	2A	2		97,600	1,800	5,000
Wilmington, DE	139	81	2S	2	B	626,100	52,000	135,700
Winchester, VA	569	208	2A	2		183,700	13,600	10,100
Worcester	113	118	2S	2	H	455,200	48,400	28,700
Yakima, WA	325	199	2A	2	H	203,600	92,900	2,600
York	301	112	4S	4		475,700	31,700	25,400
Youngstown-Warren	129	132	2S	2	B	371,800	13,800	45,900

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 117,212,000**

**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 151,740,200**

**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 188,598,800**

**TOTAL 1-263 METRO PERSONS 12+ POPULATION: 229,223,000**

The population estimates for embedded markets are not duplicated in the cumulative population totals.

<sup>1</sup> The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.

<sup>2</sup> The San Jose Metro is embedded in the San Francisco Metro.

<sup>3</sup> Putnam, NY (population 87,800), Rockland, NY (population 270,900) and Westchester, NY (population 846,700) are included in the Hudson Valley and the New York Metro definitions.

<sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

<sup>5</sup> Monmouth County (population 545,500) is included in the Monmouth-Ocean and the New York Metro definitions.

<sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.

<sup>7</sup> The Stamford-Norwalk, CT Metro is embedded in the New York Metro.

<sup>8</sup> Stafford County (population 126,000) is included in the Fredericksburg and Washington, DC Metro definitions.

<sup>9</sup> The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.

<sup>10</sup> The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.

<sup>11</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.

<sup>12</sup> The M-Split portion of Rockingham County (population 51,500) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

**MKT CODE:** Unique numeric identifier for a market

**FREQ** (Frequency): Number of reports annually

**TYPE** (Type of Measurement Service): PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

**DST** (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic control

\* For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must be at least 9.5% Hispanic OR at least 4.5% Hispanic with an estimated Hispanic 12+ population of at least 75,000. Additional criteria apply in Diary Metros and can be referenced in the Description of Methodology.

\*\* For a Metro to qualify for Black DST, the Metro's Black P12+ population must be at least 9.5% Black or at least 4.5% Black with an estimated Black 12+ population of at least 75,000.



# TOTAL SURVEY AREA POPULATION BY MARKET

**TYPE** (Type of Measurement Service): 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

*Note: Total Survey Areas exist only in Diary markets.*

TYPE	MARKET	TSA 12+ POPULATION
2A	Abilene, TX	228,600
4S	Akron	1,211,600
2A	Albany, GA	413,200
4S	Albany-Schenectady-Troy	1,325,800
4S	Albuquerque	1,140,400
4S	Allentown-Bethlehem	1,117,300
2A	Amarillo, TX	337,600
2S	Anchorage	385,200
2A	Ann Arbor, MI	327,400
2S	Appleton-Oshkosh	902,100
2S	Asheville	657,300
2S	Atlantic City-Cape May	603,800
2S	Augusta, GA	675,300
2A	Augusta-Waterville, ME	468,900
4S	Bakersfield	657,100
2S	Bangor	399,500
4S	Baton Rouge	1,449,000
2A	Battle Creek, MI	114,000
2A	Beaumont-Port Arthur, TX	394,900
2A	Bend, OR	216,400
2A	Billings, MT	193,900
2S	Biloxi-Gulfport-Pascagoula	558,000
2S	Binghamton	514,300
4S	Birmingham	1,827,500
2A	Bismarck, ND	192,700
2S	Bloomington	225,400
2S	Boise	728,600
2A	Bowling Green, KY	294,000
2S	Bridgeport	861,900
2A	Brunswick, GA	199,300
2A	Bryan-College Station, TX	255,100
4S	Buffalo-Niagara Falls	1,327,100
2S	Burlington-Plattsburgh	523,800
2S	Canton	422,600
2A	Cape Cod, MA	218,400
2S	Cedar Rapids	657,100

TYPE	MARKET	TSA 12+ POPULATION
4S	Charleston, SC	867,100
2S	Charleston, WV	482,900
4S	Chattanooga	1,119,500
2A	Cheyenne, WY	94,300
2A	Chico, CA	441,500
4S	Colorado Springs	908,100
2A	Columbia, MO	533,300
4S	Columbia, SC	987,200
2S	Columbus, GA	578,400
2S	Concord (Lakes Region)	264,900
2S	Corpus Christi	513,800
2A	Danbury, CT	200,900
4S	Dayton	1,155,200
2S	Daytona Beach	588,000
4S	Des Moines	1,068,800
2A	Dothan, AL	488,500
2S	Duluth-Superior	309,700
2A	Eau Claire, WI	354,700
4S	El Paso	956,300
2A	Elmira-Corning, NY	257,900
2S	Erie	308,700
2S	Eugene-Springfield	723,400
2S	Evansville	701,100
2S	Fargo-Moorhead	517,300
2A	Fayetteville (North West Arkansas)	578,400
2S	Fayetteville, NC	952,500
2S	Flint	614,400
2A	Florence, SC	359,500
2A	Florence-Muscle Shoals, AL	251,000
2C	Frederick, MD	348,700
2S	Fredericksburg	511,500
4S	Fresno	1,677,400
2A	Ft. Collins-Greeley, CO	717,000
4S	Ft. Myers-Naples	1,404,400
2S	Ft. Pierce-Stuart-Vero Beach	956,300
2A	Ft. Smith, AR	423,900
2A	Ft. Walton Beach-Destin, FL	390,500
2S	Ft. Wayne	878,200
2S	Gainesville-Ocala	1,089,700
2A	Grand Forks, ND-MN	138,600
2A	Grand Island-Kearney-Hastings, NE	244,000
2A	Grand Junction, CO	262,300
4S	Grand Rapids	1,713,800

TYPE	MARKET	TSA 12+ POPULATION
2S	Green Bay	835,700
4S	Greenville-New Bern-Jacksonville	1,053,400
4S	Greenville-Spartanburg	2,000,400
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	439,300
4S	Harrisburg-Lebanon-Carlisle	1,697,500
2A	Harrisonburg, VA	350,200
4S	Honolulu	985,800
2A	Hot Springs, AR	278,400
2S	Hudson Valley	2,063,300
2S	Huntington-Ashland	565,300
4S	Huntsville	1,094,500
4S	Jackson, MS	874,800
2A	Jackson, TN	379,300
4S	Johnson City-Kingsport-Bristol	876,100
2A	Joplin, MO	414,600
2S	Kalamazoo	715,100
2A	Killeen-Temple, TX	403,500
4S	Knoxville	1,349,500
2A	La Crosse, WI	352,400
2S	Lafayette, LA	640,800
2A	Lake Charles, LA	327,600
2S	Lakeland-Winter Haven	626,000
2S	Lancaster	967,200
2S	Lansing-East Lansing	856,500
2A	Laredo, TX	234,000
2A	Las Cruces-Deming, NM	168,600
2A	Laurel-Hattiesburg, MS	321,200
2A	Lebanon-Hanover-White River Junction, NH-VT	282,400
2S	Lexington-Fayette	940,400
2A	Lima, OH	318,500
2S	Lincoln	419,700
4S	Little Rock	1,172,900
4S	Louisville	1,531,900
2S	Lubbock	409,200
2S	Macon	596,700
4S	Madison	1,032,300
2S	Manchester	314,600
2S	McAllen-Brownsville-Harlingen	1,108,000
2S	Melbourne-Titusville-Cocoa	531,400
4S	Mobile	1,216,200
2S	Modesto	1,413,500
2S	Monmouth-Ocean	1,051,500
2A	Monroe, LA	400,100

TYPE	MARKET	TSA 12+ POPULATION
4S	Monterey-Salinas-Santa Cruz	657,900
2S	Montgomery	761,700
2S	Montpelier-Barre-St. Johnsbury	297,800
2A	Morgantown-Clarksburg-Fairmont, WV	393,700
2C	Morristown, NJ	436,700
2A	Muncie-Marion, IN	417,500
2A	Muskegon, MI	212,100
2A	Myrtle Beach, SC	610,200
2C	New Bedford-Fall River, MA	232,900
2S	New Haven	707,100
2A	New London, CT	336,300
4S	New Orleans	1,815,700
2A	Newburgh-Middletown, NY	807,900
2A	Odessa-Midland, TX	402,800
4S	Oklahoma City	1,744,900
2A	Olean, NY	156,500
4S	Omaha-Council Bluffs	1,311,400
2S	Oxnard-Ventura	914,700
2S	Palm Springs	643,300
2A	Panama City, FL	371,400
2A	Parkersburg-Marietta, WV-OH	302,600
2S	Pensacola	842,600
2S	Peoria	571,700
2S	Portland, ME	1,080,900
2S	Portsmouth-Dover-Rochester	567,000
2A	Poughkeepsie, NY	903,600
2S	Pueblo	202,500
4S	Puerto Rico	2,791,300
2S	Quad Cities (Davenport-Rock Island-Moline)	633,800
2A	Rapid City, SD	210,000
2A	Reading, PA	359,200
2A	Redding, CA	266,300
2S	Reno	724,900
4S	Richmond	1,310,900
2S	Roanoke-Lynchburg	1,222,100
2A	Rochester, MN	386,000
4S	Rochester, NY	1,194,600
2S	Rockford	596,400
2A	Saginaw-Bay City-Midland, MI	1,027,500
2A	Salina-Manhattan, KS	276,100
2S	Salisbury-Ocean City	629,500
2A	San Angelo, TX	131,700
2A	San Luis Obispo, CA	450,700

TYPE	MARKET	TSA 12+ POPULATION
2A	Santa Barbara, CA	184,100
2A	Santa Maria-Lompoc, CA	450,700
2S	Sarasota-Bradenton	964,600
2S	Savannah	936,600
2A	Sheboygan, WI	99,200
4S	Shreveport	832,900
2A	Sioux City, IA	248,700
2A	Sioux Falls, SD	468,200
2S	South Bend	904,400
4S	Spokane	839,300
4S	Springfield, MA	616,000
2S	Springfield, MO	716,100
2A	St. Cloud, MN	367,000
2A	Stamford-Norwalk, CT	326,500
2S	Stockton	626,500
2A	Sunbury-Selinsgrove-Lewisburg, PA	249,600
2A	Sussex, NJ	173,500
4S	Syracuse	966,700
2S	Tallahassee	508,200
2S	Terre Haute	347,100
2A	Texarkana, TX-AR	230,500
4S	Toledo	968,000
2S	Topeka	523,000
2A	Traverse City-Petoskey-Cadillac, MI	475,500
2S	Trenton	435,300
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	467,200
4S	Tucson	1,411,300
4S	Tulsa	1,340,100
2A	Tuscaloosa, AL	349,200
2A	Twin Falls-Sun Valley, ID	162,500
2S	Tyler-Longview	884,700
2S	Utica-Rome	336,800
2A	Valdosta, GA	266,000
2S	Victor Valley	473,600
2S	Visalia-Tulare-Hanford	495,900
2A	Waco, TX	706,800
2A	Waterloo-Cedar Falls, IA	651,700
2A	Watertown, NY	116,000
2A	Wausau-Stevens Point, WI (Central WI)	524,500
2S	Wheeling	303,900
4S	Wichita	695,800
2A	Wichita Falls, TX	344,000
4S	Wilkes Barre-Scranton	900,300



TYPE	MARKET	TSA 12+ POPULATION
2A	Williamsport, PA	306,800
2S	Wilmington, DE	778,800
2A	Winchester, VA	407,400
2S	Worcester	579,700
2A	Yakima, WA	236,800
4S	York	936,900
2S	Youngstown-Warren	747,100

# TELEVISION DMA<sup>®</sup> REGIONS

REGION	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	18,642,300	7,100,300
Los Angeles	2	15,789,900	5,276,600
Chicago	3	8,246,600	3,251,370
Philadelphia	4	7,020,100	2,816,850
Dallas-Ft. Worth	5	6,812,500	2,622,070
Washington, DC (Hagrstwn)	6	6,018,600	2,482,480
Houston	7	6,154,600	2,423,360
San Francisco-Oak-San Jose	8	6,650,300	2,414,470
Boston (Manchester)	9	5,841,500	2,364,870
Atlanta	10	6,038,500	2,341,390
Tampa-St. Pete (Sarasota)	11	4,344,700	1,875,420
Phoenix (Prescott)	12	4,816,900	1,864,420
Seattle-Tacoma	13	4,661,200	1,854,810
Detroit	14	4,195,800	1,777,240
Minneapolis-St. Paul	15	4,095,500	1,713,310
Miami-Ft. Lauderdale	16	4,202,200	1,697,840
Denver	17	3,935,000	1,585,270
Orlando-Daytona Bch-Melbrn	18	3,781,100	1,565,890
Cleveland-Akron (Canton)	19	3,287,200	1,399,470
Sacramnto-Stkton-Modesto	20	3,709,300	1,357,690
St. Louis	21	2,731,000	1,164,400
Portland, OR	22	2,978,600	1,141,770
Charlotte	23	2,841,600	1,129,900
Pittsburgh	24	2,452,700	1,108,780
Raleigh-Durham (Fayetvll)	25	2,770,800	1,108,710
Baltimore	26	2,582,200	1,084,180
Nashville	27	2,508,700	1,021,780
Indianapolis	28	2,593,000	999,790
San Diego	29	2,869,800	987,760
Salt Lake City	30	2,693,800	935,810
San Antonio	31	2,394,800	923,990
Kansas City	32	2,168,900	909,420
Hartford & New Haven	33	2,302,100	897,870
Columbus, OH	34	2,207,400	889,600
Cincinnati	35	2,032,300	850,030
Milwaukee	36	1,990,100	848,420
West Palm Beach-Ft. Pierce	37	1,909,000	829,880
Greenvll-Spart-Ashevll-And	38	2,023,300	805,920
Las Vegas	39	1,962,900	766,500
Austin	40	1,969,800	751,650
Harrisburg-Lncstr-Leb-York	41	1,745,900	705,190
Jacksonville	42	1,673,500	681,330
Birmingham (Ann and Tusc)	43	1,630,100	679,550



REGION	TVHH RANK	DMA PERSONS 12+	TVHH
Norfolk-Portsmouth-Newport News	44	1,668,800	678,210
Oklahoma City	45	1,631,700	676,720
Greensboro-High Point-Winston-Salem	46	1,572,700	675,130
Albuquerque-Santa Fe	47	1,636,600	650,890
Louisville	48	1,517,200	647,190
Grand Rapids-Kalamazoo-Battle Creek	49	1,763,300	639,410
New Orleans	50	1,514,000	624,020
Memphis	51	1,518,900	623,390
Buffalo	52	1,341,800	586,930
Providence-New Bedford	53	1,420,400	580,120
Fresno-Visalia	54	1,677,400	568,920
Ft. Myers-Naples	55	1,256,400	554,430
Richmond-Petersburg	56	1,333,700	551,850
Little Rock-Pine Bluff	57	1,260,300	527,090
Mobile-Pensacola (Ft. Walton Beach)	58	1,268,800	524,390
Albany-Schenectady-Troy	59	1,218,800	520,540
Knoxville	60	1,210,000	512,160
Tulsa	61	1,205,800	508,550
Wilkes Barre-Scranton-Hazleton	62	1,311,800	481,390
Lexington	63	1,124,500	464,340
Dayton	64	1,029,900	463,430
Flint-Saginaw-Bay City	65	979,200	430,660
Honolulu	66	1,221,200	425,800
Green Bay-Appleton	67	982,400	421,480
Roanoke-Lynchburg	68	1,005,600	417,200
Omaha	69	962,300	405,260
Charleston-Huntington	70	951,500	402,140
Toledo	71	903,200	401,510
Springfield, MO	72	949,200	395,870
Tucson (Sierra Vista)	73	1,031,900	392,920
Columbia, SC	74	957,200	389,590
Des Moines-Ames	75	1,003,900	383,590
Wichita-Hutchinson Plus	76	1,011,500	382,780
Spokane	77	1,032,300	382,690
Harlingen-Weslaco-Brownsville-McAllen	78	1,098,000	375,600
Huntsville-Decatur (Fla.)	79	898,000	372,770
Rochester, NY	80	933,800	352,070
Syracuse	81	868,000	350,730
Champaign-Springfield-Decatur	82	818,200	344,500
Chattanooga	83	848,200	341,190
Portland-Auburn	84	887,200	339,980
El Paso (Las Cruces)	85	881,100	338,770
Madison	86	877,000	338,240
Cedar Rapids-Des Moines-Des Moines	87	777,300	330,340
Paducah-Cape Girardeau-Harrisburg	88	839,800	324,020

REGION	TVHH RANK	DMA PERSONS 12+	TVHH
Waco-Temple-Bryan	89	902,900	322,820
Shreveport	90	848,500	322,610
Colorado Springs-Pueblo	91	861,600	319,930
Jackson, MS	92	765,400	306,770
Savannah	93	829,600	303,390
Charleston, SC	94	793,400	302,330
Myrtle Beach-Florence	95	696,900	302,040
Burlington-Plattsburgh	96	748,500	294,260
Baton Rouge	97	786,500	287,430
Davenport-R.Island-Moline	98	649,100	280,420
South Bend-Elkhart	99	759,200	274,380
Boise	100	704,200	273,500
Ft. Smith-Fay-Sprngdl-Rgrs	101	746,300	272,240
Tri-Cities, TN-VA	102	690,700	266,110
Evansville	103	629,300	265,790
Ft. Wayne	104	615,200	265,420
Augusta-Aiken	105	618,400	264,350
Johnstown-Altoona-St Colge	106	654,400	262,840
Greenville-N.Bern-Washngtn	107	698,900	261,830
Springfield-Holyoke	108	616,000	251,660
Reno	109	661,800	246,190
Lansing	110	592,600	241,940
Lincoln & Hastings-Krny	111	624,300	240,660
Tallahassee-Thomasville	112	656,800	237,940
Peoria-Bloomington	113	538,700	234,050
Tyler-Longview(Lfkn&Ncgd)	114	646,100	232,180
Sioux Falls(Mitchell)	115	595,400	231,540
Montgomery-Selma	116	531,800	229,330
Fargo	117	548,900	228,740
Macon	118	569,100	224,180
Yakima-Pasco-RchInd-Knnwck	119	614,400	223,450
Traverse City-Cadillac	120	541,600	218,520
Lafayette, LA	121	535,900	216,420
Bakersfield	122	657,100	215,360
Eugene	123	571,100	215,070
SantaBarbra-SanMar-SanLuob	124	634,800	213,510
Youngstown	125	557,800	213,380
Monterey-Salinas	126	657,900	206,300
Columbus, GA (Opelika, AL)	127	498,100	198,740
Corpus Christi	128	507,100	193,070
Wilmington	129	457,300	190,390
La Crosse-Eau Claire	130	488,100	186,870
Amarillo	131	455,600	175,880
Chico-Redding	132	452,000	171,220
Columbus-Tupelo-W Pnt-Hstn	133	419,600	168,210

REGION	TVHH RANK	DMA PERSONS 12+	TVHH
Wausau-Rhineland	134	387,700	157,180
Medford-Klamath Falls	135	391,400	156,520
Columbia-Jefferson City	136	415,500	156,430
Monroe-El Dorado	137	395,000	156,410
Salisbury	138	387,800	152,980
Rockford	139	397,400	152,800
Beaumont-Port Arthur	140	394,900	152,710
Topeka	141	389,600	151,860
Odessa-Midland	142	392,700	150,430
Lubbock	143	395,600	150,270
Duluth-Superior	144	367,400	148,870
Palm Springs	145	406,800	147,170
Minot-Bismarck-Dickinson(WIstn)	146	343,000	145,200
Anchorage	147	385,200	142,000
Wichita Falls & Lawton	148	353,600	139,590
Sioux City	149	339,600	135,660
Panama City	150	348,800	135,550
Erie	151	343,000	133,260
Albany, GA	152	343,500	130,950
Joplin-Pittsburg	153	335,400	129,600
Rochester-Mason City-Austin	154	317,100	128,700
Bangor	155	305,200	124,190
Biloxi-Gulfport	156	311,900	122,100
Gainesville	157	304,100	120,580
Terre Haute	158	321,300	120,350
Sherman-Ada	159	294,500	118,390
Binghamton	160	290,000	115,960
Idaho Falls-Pocatello(Jackson)	161	321,800	115,750
Wheeling-Steubenville	162	283,100	113,690
Bluefield-Beckley-Oak Hill	163	273,600	109,900
Missoula	164	273,400	109,440
Abilene-Sweetwater	165	267,100	104,440
Yuma-El Centro	166	324,900	101,040
Billings	167	247,400	100,330
Hattiesburg-Laurel	168	250,400	99,680
Utica	169	235,600	91,520
Clarksburg-Weston	170	232,000	90,960
Rapid City	171	226,500	90,940
Lake Charles	172	230,300	90,570
Dothan	173	221,300	90,420
Quincy-Hannibal-Keokuk	174	224,900	88,510
Harrisonburg	175	232,300	84,950
Elmira (Corning)	176	206,100	83,190
Jackson, TN	177	209,300	83,010
Watertown	178	211,100	79,690

REGION	TVHH RANK	DMA PERSONS 12+	TVHH
Alexandria, LA	179	204,500	79,250
Jonesboro	180	186,600	75,220
Bowling Green	181	196,300	74,500
Marquette	182	186,800	74,070
Charlottesville	183	190,700	71,370
Laredo	184	229,800	70,220
Butte-Bozeman	185	167,900	67,190
Bend, OR	186	167,300	65,900
Grand Junction-Montrose	187	167,200	64,160
Lafayette, IN	188	173,300	63,660
Twin Falls	189	161,500	59,990
Lima	190	154,300	59,440
Meridian	191	148,800	59,030
Great Falls	192	141,100	56,270
Greenwood-Greenville	193	146,500	55,640
Parkersburg	194	132,200	53,750
Eureka	195	142,500	53,630
San Angelo	196	130,700	52,790
Cheyenne-Scottsbluff	197	125,900	51,200
Casper-Riverton	198	120,700	48,240
Mankato	199	106,500	47,370
Ottumwa-Kirksville	200	108,100	40,840
St. Joseph	201	108,600	40,200
Fairbanks	202	81,900	32,880
Victoria	203	77,700	30,540
Zanesville	204	73,500	29,180
Helena	205	64,400	26,440
Presque Isle	206	59,000	24,740
Juneau	207	27,500	22,940
Alpena	208	34,400	14,430
North Platte	209	31,300	12,830
Glendive	210	8,300	3,590