

# Market Survey Schedule & Population Rankings

## Web Links

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- 2010-2012 Diary Survey Schedule ..... [www.arbitron.com/home/surveysched.asp](http://www.arbitron.com/home/surveysched.asp)
- 2010-2012 PPM Survey Schedule ..... [www.arbitron.com/home/surveysched.asp](http://www.arbitron.com/home/surveysched.asp)
- Custom Survey Area Reports ..... [www.arbitron.com/radio\\_stations/csars.htm](http://www.arbitron.com/radio_stations/csars.htm)

## Contents

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2010 Market Survey Frequency and Type .....	2
Metro Survey Area Rankings and Population .....	6
Total Survey Area Population .....	10
Metro Survey Areas Based on 12+ Black Population .....	13
Metro Survey Areas Based on 12+ Hispanic Population .....	18
2010 Television DMA® Markets .....	23
Ethnic Reports Available via CD Access: PPM Markets .....	27
Ethnic Reports Available via CD Access: Diary Markets .....	28
2010 Custom Sports Reports .....	29

These population estimates are based upon Census 2000 counts updated and projected to January 1, 2011, by Nielsen Claritas, Inc. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring Fall 2010 market definitions.

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## 2010 Market Survey Frequency and Type

RANK	MARKET	FREQ	TYPE	DST
243	Abilene, TX	2	2A	H
76	Akron	4	4S	B
63	Albany-Schenectady-Troy	4	4S	
262	Albany, GA	2	2A	B
68	Albuquerque	4	4S	H
223	Alexandria, LA	2	2A	B
69	Allentown-Bethlehem	4	4S	H
263	Altoona	2	2S	
193	Amarillo, TX	2	2A	H
167	Anchorage	2	2S	
152	Ann Arbor	2	2S	B
135	Appleton-Oshkosh	2	2S	
159	Asheville	2	2S	
7	Atlanta	13	PPM	BH
142	Atlantic City-Cape May	2	2S	BH
266	Augusta-Waterville, ME	2	2A	
109	Augusta, GA	2	2S	B
37	Austin	13	PPM	BH
75	Bakersfield	4	4S	H
22	Baltimore	13	PPM	B
224	Bangor	2	2S	
79	Baton Rouge	4	4S	B
261	Battle Creek, MI	2	2A	B
139	Beaumont-Port Arthur, TX	2	2A	BH
286	Beckley, WV	2	2A	
205	Bend, OR	2	2A	

RANK	MARKET	FREQ	TYPE	DST
255	Billings, MT	2	2A	
153	Biloxi-Gulfport-Pascagoula	2	2S	B
183	Binghamton	2	2S	
57	Birmingham	4	4S	B
275	Bismarck, ND	2	2A	
238	Bloomington	2	2S	
274	Bluefield, WV	2	2A	
101	Boise	2	2S	H
10	Boston	13	PPM	BH
208	Bowling Green, KY	2	2A	
123	Bridgeport	2	2S	BH
289	Brunswick, GA	2	2A	B
233	Bryan-College Station, TX	2	2A	BH
53	Buffalo-Niagara Falls	4	4S	B
140	Burlington-Plattsburgh	2	2S	
130	Canton	2	2S	
195	Cape Cod, MA	2	2A	
290	Casper, WY	2	2A	
211	Cedar Rapids	2	2S	
217	Champaign, IL	2	2A	B
81	Charleston, SC	4	4S	B
186	Charleston, WV	2	2S	
24	Charlotte-Gastonia-Rock Hill	13	PPM	BH
229	Charlottesville, VA	2	2A	B
107	Chattanooga	4	4S	B
285	Cheyenne, WY	2	2A	H

RANK	MARKET	FREQ	TYPE	DST
3	Chicago	13	PPM	BH
202	Chico, CA	2	2A	H
28	Cincinnati	13	PPM	B
29	Cleveland	13	PPM	B
93	Colorado Springs	4	4S	H
242	Columbia, MO	2	2A	
88	Columbia, SC	4	4S	B
268	Columbus-Starkville-West Point, MS	2	2A	B
184	Columbus, GA	2	2S	B
36	Columbus, OH	13	PPM	B
172	Concord (Lakes Region)	2	2S	
137	Corpus Christi	2	2S	H
5	Dallas-Ft. Worth	13	PPM	BH
203	Danbury, CT	2	2A	H
61	Dayton	4	4S	B
90	Daytona Beach	2	2S	BH
277	Decatur, IL	2	2A	B
19	Denver-Boulder	13	PPM	BH
91	Des Moines	4	4S	
11	Detroit	13	PPM	B
191	Dothan, AL	2	2A	B
240	Dubuque, IA	2	2A	
213	Duluth-Superior	2	2S	
241	Eau Claire, WI	2	2A	
74	El Paso	4	4S	H

**FREQ** (Frequency): Number of survey periods per year.

**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 controls

## 2010 Market Survey Frequency and Type (continued)

RANK	MARKET	FREQ	TYPE	DST
227	Elmira-Corning, NY	2	2A	
170	Erie	2	2S	
145	Eugene-Springfield	2	2S	
163	Evansville	2	2S	
215	Fargo-Moorhead	2	2S	
128	Fayetteville (North West Arkansas)	2	2A	H
127	Fayetteville, NC	2	2S	B
146	Flagstaff-Prescott, AZ	2	2A	H
129	Flint	2	2S	B
253	Florence-Muscle Shoals, AL	2	2A	B
220	Florence, SC	2	2A	B
200	Frederick, MD	2	2C	
149	Fredericksburg	2	2S	B
66	Fresno	4	4S	H
115	Ft. Collins-Greeley, CO	2	2A	H
62	Ft. Myers-Naples-Marco Island	2	2S	H
97	Ft. Pierce-Stuart-Vero Beach	2	2S	BH
175	Ft. Smith, AR	2	2A	
188	Ft. Walton Beach-Destin, FL	2	2A	
108	Ft. Wayne	2	2S	
82	Gainesville-Ocala	4	4S	B
282	Grand Forks, ND-MN	2	2A	
259	Grand Island-Kearney, NE	2	2A	H
250	Grand Junction, CO	2	2A	H
67	Grand Rapids	4	4S	

RANK	MARKET	FREQ	TYPE	DST
189	Green Bay	2	2S	
45	Greensboro-Winston-Salem- High Point	13	PPM	BH
86	Greenville-New Bern- Jacksonville	4	4S	B
58	Greenville-Spartanburg	4	4S	B
166	Hagerstown-Chambersburg- Waynesboro, MD-PA	2	2A	
78	Harrisburg-Lebanon-Carlisle	4	4S	
265	Harrisonburg, VA	2	2A	
50	Hartford-New Britain- Middletown	13	PPM	BH
210	Hilton Head, SC	2	2A	B
64	Honolulu	4	4S	
281	Hot Springs, AR	2	2A	
6	Houston-Galveston	13	PPM	BH
160	Huntington-Ashland	2	2S	
106	Huntsville	4	4S	B
39	Indianapolis	13	PPM	B
122	Jackson, MS	4	4S	B
283	Jackson, TN	2	2A	B
46	Jacksonville	13	PPM	B
103	Johnson City-Kingsport-Bristol	4	4S	
284	Jonesboro, AR	2	2A	B
236	Joplin, MO	2	2A	
185	Kalamazoo	2	2S	B
256	Kalispell-Flathead Valley, MT	2	2A	

RANK	MARKET	FREQ	TYPE	DST
32	Kansas City	13	PPM	BH
151	Killeen-Temple, TX	2	2A	BH
70	Knoxville	4	4S	
226	La Crosse, WI	2	2A	
237	Lafayette, IN	2	2S	
105	Lafayette, LA	2	2S	B
231	Lake Charles, LA	2	2A	B
95	Lakeland-Winter Haven	2	2S	BH
111	Lancaster	2	2S	
125	Lansing-East Lansing	4	4S	
206	Laredo, TX	2	2A	H
216	Las Cruces, NM	2	2A	H
33	Las Vegas	13	PPM	BH
246	LaSalle-Peru, IL	2	2A	
222	Laurel-Hattiesburg, MS	2	2A	B
275	Lawton, OK	2	2A	B
187	Lebanon-Rutland- White River Junction	2	2S	
278	Lewiston-Auburn, ME	2	2A	
100	Lexington-Fayette	2	2S	
251	Lima, OH	2	2A	
172	Lincoln	2	2S	
84	Little Rock	4	4S	B
2	Los Angeles	13	PPM	BH
54	Louisville	4	4S	B
179	Lubbock	2	2S	H

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## 2010 Market Survey Frequency and Type (continued)

RANK	MARKET	FREQ	TYPE	DST
248	Lufkin-Nacogdoches, TX	2	2A	BH
157	Macon	2	2S	B
98	Madison	4	4S	
194	Manchester	2	2S	
269	Mankato-New Ulm-St. Peter, MN	2	2A	
287	Mason City, IA	2	2A	
59	McAllen-Brownsville-Harlingen	2	2S	H
209	Medford-Ashland, OR	2	2A	
99	Melbourne-Titusville-Cocoa	2	2S	B
49	Memphis	13	PPM	B
181	Merced, CA	2	2A	H
288	Meridian, MS	2	2A	B
12	Miami-Ft. Lauderdale-Hollywood	13	PPM	BH
40	Middlesex-Somerset-Union	13	PPM	BH
38	Milwaukee-Racine	13	PPM	BH
16	Minneapolis-St. Paul	13	PPM	B
94	Mobile	4	4S	B
113	Modesto	2	2S	H
51	Monmouth-Ocean	2	2S	H
254	Monroe, LA	2	2A	B
80	Monterey-Salinas-Santa Cruz	4	4S	H
155	Montgomery	2	2S	B
264	Montpelier-Barre-St. Johnsbury	2	2S	
176	Morgantown-Clarksburg-Fairmont, WV	2	2A	
116	Morristown, NJ	2	2C	H

RANK	MARKET	FREQ	TYPE	DST
218	Muncie-Marion, IN	2	2A	
235	Muskegon, MI	2	2A	B
158	Myrtle Beach, SC	2	2A	B
44	Nashville	13	PPM	B
18	Nassau-Suffolk (Long Island)	13	PPM	BH
178	New Bedford-Fall River, MA	2	2C	
118	New Haven	2	2S	BH
177	New London, CT	2	2A	
52	New Orleans	4	4S	B
1	New York	13	PPM	BH
138	Newburgh-Middletown, NY (Mid-Hudson Valley)	2	2A	BH
43	Norfolk-Virginia Beach-Newport News	13	PPM	B
182	Odessa-Midland, TX	2	2A	H
47	Oklahoma City	4	4S	BH
225	Olean, NY	2	2A	
72	Omaha-Council Bluffs	4	4S	
35	Orlando	13	PPM	BH
119	Oxnard-Ventura	2	2S	H
132	Palm Springs	2	2S	H
239	Panama City, FL	2	2A	B
249	Parkersburg-Marietta, WV-OH	2	2A	
124	Pensacola	2	2S	B
150	Peoria	2	2S	
8	Philadelphia	13	PPM	BH
15	Phoenix	13	PPM	BH

RANK	MARKET	FREQ	TYPE	DST
25	Pittsburgh, PA	13	PPM	B
168	Portland, ME	2	2S	
23	Portland, OR	13	PPM	H
114	Portsmouth-Dover-Rochester	2	2S	
164	Poughkeepsie, NY	2	2A	B
41	Providence-Warwick-Pawtucket	13	PPM	H
244	Pueblo	2	2S	H
14	Puerto Rico	4	4S	
148	Quad Cities (Davenport-Rock Island-Moline)	2	2S	
42	Raleigh-Durham	13	PPM	BH
267	Rapid City, SD	2	2A	
131	Reading, PA	2	2A	H
229	Redding, CA	2	2A	
121	Reno	2	2S	H
55	Richmond	4	4S	B
26	Riverside-San Bernardino	13	PPM	BH
112	Roanoke-Lynchburg	2	2S	B
232	Rochester, MN	2	2A	
56	Rochester, NY	4	4S	B
154	Rockford	2	2S	BH
204	Rocky Mount-Wilson, NC	2	2A	B
27	Sacramento	13	PPM	BH
134	Saginaw-Bay City-Midland	2	2S	B
199	Salina-Manhattan, KS	2	2A	
141	Salisbury-Ocean City	2	2S	B

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30	Salt Lake City-Ogden-Provo	13	PPM	H
279	San Angelo, TX	2	2A	H
31	San Antonio	13	PPM	BH
17	San Diego	13	PPM	BH
4	San Francisco	13	PPM	BH
34	San Jose	13	PPM	H
171	San Luis Obispo, CA	2	2A	H
214	Santa Barbara, CA	2	2A	H
207	Santa Maria-Lompoc, CA	2	2A	H
120	Santa Rosa	2	2S	H
73	Sarasota-Bradenton	2	2S	
156	Savannah	2	2S	B
13	Seattle-Tacoma	13	PPM	BH
280	Sebring, FL	2	2A	H
273	Sheboygan, WI	2	2A	
133	Shreveport	4	4S	B
271	Sioux City, IA	2	2A	H
180	South Bend	2	2S	B
92	Spokane	4	4S	
87	Springfield, MA	4	4S	H
136	Springfield, MO	2	2S	
219	St. Cloud, MN	2	2A	
21	St. Louis	13	PPM	B
147	Stamford-Norwalk, CT	2	2A	H
83	Stockton	2	2S	H
247	Sussex, NJ	2	2A	

RANK	MARKET	FREQ	TYPE	DST
84	Syracuse	4	4S	
162	Tallahassee	2	2S	B
20	Tampa-St. Petersburg-Clearwater	13	PPM	BH
212	Terre Haute	2	2S	
257	Texarkana, TX-AR	2	2A	B
89	Toledo	4	4S	B
198	Topeka	2	2S	
196	Traverse City-Petoskey, MI	2	2A	
143	Trenton	2	2S	BH
190	Tri-Cities, WA (Richland-Kennewick-Pasco)	2	2A	H
60	Tucson	4	4S	H
65	Tulsa	4	4S	
192	Tupelo, MS	2	2A	B
228	Tuscaloosa, AL	2	2A	B
234	Twin Falls (Sun Valley), ID	2	2A	H
144	Tyler-Longview	2	2S	BH
165	Utica-Rome	2	2S	
259	Valdosta, GA	2	2A	B
117	Victor Valley	2	2S	H
102	Visalia-Tulare-Hanford	2	2S	H
197	Waco, TX	2	2A	BH
9	Washington, DC	13	PPM	BH
245	Waterloo-Cedar Falls	2	2S	
272	Watertown, NY	2	2A	

RANK	MARKET	FREQ	TYPE	DST
169	Wausau-Stevens Point, WI (Central WI)	2	2A	
174	Wenatchee, WA	2	2A	H
48	West Palm Beach-Boca Raton	13	PPM	BH
252	Wheeling	2	2S	
96	Wichita	4	4S	
258	Wichita Falls, TX	2	2A	BH
71	Wilkes Barre-Scranton	4	4S	
270	Williamsport, PA	2	2A	
77	Wilmington, DE	2	2S	B
161	Wilmington, NC	2	2S	B
221	Winchester, VA	2	2A	
110	Worcester	2	2S	
201	Yakima, WA	2	2A	H
104	York	4	4S	
126	Youngstown-Warren	2	2S	B

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

## Metro Survey Area Rankings and Population

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
001	1	PPM	New York	15,730,000
003	2	PPM	Los Angeles	11,028,000
005	3	PPM	Chicago	7,875,800
009	4	PPM	San Francisco	6,186,900
024	5	PPM	Dallas-Ft. Worth	5,326,500
033	6	PPM	Houston-Galveston	4,919,200
047	7	PPM	Atlanta	4,479,800
007	8	PPM	Philadelphia	4,474,300
015	9	PPM	Washington, DC	4,394,600
013	10	PPM	Boston	4,054,600
011	11	PPM	Detroit	3,824,400
429	12	PPM	Miami-Ft. Lauderdale-Hollywood	3,647,200
039	13	PPM	Seattle-Tacoma	3,453,400
540	14	4S	Puerto Rico	3,357,300
057	15	PPM	Phoenix	3,326,200
027	16	PPM	Minneapolis-St. Paul	2,749,000
063	17	PPM	San Diego	2,609,000
321	18	PPM	Nassau-Suffolk (Long Island) <sup>1</sup>	(2,464,600)
035	19	PPM	Denver-Boulder	2,391,700
087	20	PPM	Tampa-St. Petersburg-Clearwater	2,380,400
017	21	PPM	St. Louis	2,320,300
021	22	PPM	Baltimore	2,290,400
051	23	PPM	Portland, OR	2,133,600
093	24	PPM	Charlotte-Gastonia-Rock Hill	2,040,000
023	25	PPM	Pittsburgh, PA	1,988,200
			<b>TOTAL 1-25</b>	<b>106,980,800</b>

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
379	26	PPM	Riverside-San Bernardino	1,868,200
065	27	PPM	Sacramento	1,850,200
031	28	PPM	Cincinnati	1,802,400
019	29	PPM	Cleveland	1,772,200
101	30	PPM	Salt Lake City-Ogden-Provo	1,756,500
059	31	PPM	San Antonio	1,733,800
041	32	PPM	Kansas City	1,667,600
257	33	PPM	Las Vegas	1,571,300
215	34	PPM	San Jose <sup>2</sup>	(1,531,000)
131	35	PPM	Orlando	1,529,300
045	36	PPM	Columbus, OH	1,482,700
135	37	PPM	Austin	1,472,100
043	38	PPM	Milwaukee-Racine	1,459,400
049	39	PPM	Indianapolis	1,412,400
413	40	PPM	Middlesex-Somerset-Union <sup>3</sup>	(1,393,100)
077	41	PPM	Providence-Warwick-Pawtucket	1,374,300
115	42	PPM	Raleigh-Durham	1,365,900
109	43	PPM	Norfolk-Virginia Beach-Newport News	1,348,600
073	44	PPM	Nashville	1,275,800
166	45	PPM	Greensboro-Winston-Salem-High Point	1,212,900
107	46	PPM	Jacksonville	1,149,500
083	47	4S	Oklahoma City	1,125,600
299	48	PPM	West Palm Beach-Boca Raton	1,119,400
075	49	PPM	Memphis	1,086,800
061	50	PPM	Hartford-New Britain-Middletown	1,054,800
			<b>TOTAL 26-50</b>	<b>33,491,700</b>
			<b>TOTAL 1-50</b>	<b>140,472,500</b>

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
516	51	2S	Monmouth-Ocean <sup>4</sup>	(1,039,100)
053	52	4S	New Orleans	1,015,600
037	53	4S	Buffalo-Niagara Falls	970,800
055	54	4S	Louisville	970,300
105	55	4S	Richmond	957,100
079	56	4S	Rochester, NY	943,500
095	57	4S	Birmingham	902,400
191	58	4S	Greenville-Spartanburg	895,000
269	59	2S	McAllen-Brownsville-Harlingen	880,500
207	60	4S	Tucson	867,100
067	61	4S	Dayton	823,900
515	62	2S	Ft. Myers-Naples-Marco Island	814,700
069	63	4S	Albany-Schenectady-Troy	788,400
099	64	4S	Honolulu	771,000
103	65	4S	Tulsa	766,500
089	66	4S	Fresno	755,500
127	67	4S	Grand Rapids	722,000
141	68	4S	Albuquerque	712,600
145	69	4S	Allentown-Bethlehem	705,200
121	70	4S	Knoxville	682,400
175	71	4S	Wilkes Barre-Scranton	681,400
085	72	4S	Omaha-Council Bluffs	640,900
373	73	2S	Sarasota-Bradenton	622,200
161	74	4S	El Paso	604,600
143	75	4S	Bakersfield	603,700
081	76	4S	Akron	598,100

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

MKT CODE (Market Code): Unique, numeric identifier for a market.

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

<sup>4</sup> Monmouth County (population 551,400) is included in the Monmouth-Ocean and the New York Metro definitions.

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

## Metro Survey Area Rankings and Population (continued)

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
139	77	2S	Wilmington, DE	597,400
119	78	4S	Harrisburg-Lebanon-Carlisle	576,800
223	79	4S	Baton Rouge	576,400
283	80	4S	Monterey-Salinas-Santa Cruz	567,400
231	81	4S	Charleston, SC	565,800
550	82	4S	Gainesville-Ocala	563,700
291	83	2S	Stockton	559,800
123	84	4S	Little Rock	555,400
091	84	4S	Syracuse	555,400
361	86	4S	Greenville-New Bern-Jacksonville	546,700
117	87	4S	Springfield, MA	544,000
183	88	4S	Columbia, SC	540,400
097	89	4S	Toledo	531,300
341	90	2S	Daytona Beach	528,800
071	91	4S	Des Moines	527,000
177	92	4S	Spokane	523,300
233	93	4S	Colorado Springs	508,400
133	94	4S	Mobile	500,200
311	95	2S	Lakeland-Winter Haven	497,200
125	96	4S	Wichita	488,700
517	97	2S	Ft. Pierce-Stuart-Vero Beach	485,800
171	98	4S	Madison	484,200
331	99	2S	Melbourne-Titusville-Cocoa	483,300
259	100	2S	Lexington-Fayette	476,200
			<b>TOTAL 51-100</b>	<b>32,966,700</b>
			<b>TOTAL 1-100</b>	<b>173,439,200</b>

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
229	101	2S	Boise	475,400
293	102	2S	Visalia-Tulare-Hanford	474,300
345	103	4S	Johnson City-Kingsport-Bristol	467,500
301	104	4S	York	459,500
253	105	2S	Lafayette, LA	454,200
327	106	4S	Huntsville	452,600
181	107	4S	Chattanooga	451,600
165	108	2S	Ft. Wayne	439,000
305	109	2S	Augusta, GA	436,700
113	110	2S	Worcester	432,800
255	111	2S	Lancaster	428,000
277	112	2S	Roanoke-Lynchburg	427,700
343	113	2S	Modesto	426,000
247	114	2S	Portsmouth-Dover-Rochester	417,800
590	115	2A	Ft. Collins-Greeley, CO	417,300
565	116	2C	Morristown, NJ <sup>1</sup>	(417,100)
419	117	2S	Victor Valley	416,200
062	118	2S	New Haven	414,800
594	119	2S	Oxnard-Ventura	414,700
574	120	2S	Santa Rosa <sup>2</sup>	(412,200)
275	121	2S	Reno	400,800
169	122	4S	Jackson, MS	400,400
337	123	2S	Bridgeport	395,200
317	124	2S	Pensacola	391,500
195	125	4S	Lansing-East Lansing	386,700
129	126	2S	Youngstown-Warren	381,500

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
359	127	2S	Fayetteville, NC	365,900
503	128	2A	Fayetteville (North West Arkansas)	356,900
163	129	2S	Flint	350,100
082	130	2S	Canton	348,600
273	131	2A	Reading, PA	348,100
592	132	2S	Palm Springs	344,900
111	133	4S	Shreveport	337,000
281	134	2S	Saginaw-Bay City-Midland	331,000
303	135	2S	Appleton-Oshkosh	329,800
203	136	2S	Springfield, MO	328,900
155	137	2S	Corpus Christi	323,200
542	138	2A	Newburgh-Middletown, NY (Mid-Hudson Valley)	323,000
149	139	2A	Beaumont-Port Arthur, TX	322,100
505	140	2S	Burlington-Plattsburgh	318,100
271	141	2S	Salisbury-Ocean City	314,900
367	142	2S	Atlantic City-Cape May	314,600
537	143	2S	Trenton	312,400
502	144	2S	Tyler-Longview	311,500
241	145	2S	Eugene-Springfield	308,000
412	146	2A	Flagstaff-Prescott, AZ	307,600
547	147	2A	Stamford-Norwalk, CT <sup>3</sup>	(307,000)
157	148	2S	Quad Cities (Davenport-Rock Island-Moline)	306,700
416	149	2S	Fredericksburg <sup>4</sup>	(303,400)
137	150	2S	Peoria	303,000

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

MKT CODE (Market Code): Unique, numeric identifier for a market.

<sup>1</sup> The Morristown Metro is embedded in the New York Metro.

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

<sup>3</sup> The Stamford-Norwalk Metro is embedded in the New York Metro.

<sup>4</sup> Stafford County (population 106,600) is included in the Fredericksburg and Washington, DC, Metro definitions.

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

## Metro Survey Area Rankings and Population (continued)

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
562	151	2A	Killeen-Temple, TX	300,800
581	152	2S	Ann Arbor	299,300
533	153	2S	Biloxi-Gulfport-Pascagoula	298,200
279	154	2S	Rockford	297,800
173	155	2S	Montgomery	296,200
285	156	2S	Savannah	290,300
265	157	2S	Macon	290,100
510	158	2A	Myrtle Beach, SC	285,600
221	159	2S	Asheville	269,100
193	160	2S	Huntington-Ashland	267,700
377	161	2S	Wilmington, NC	266,500
333	162	2S	Tallahassee	265,000
185	163	2S	Evansville	259,300
518	164	2A	Poughkeepsie, NY	255,100
295	165	2S	Utica-Rome	254,300
524	166	2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	249,600
315	167	2S	Anchorage	243,200
197	168	2S	Portland, ME	242,000
597	169	2A	Wausau-Stevens Point, WI (Central WI)	240,100
239	170	2S	Erie	240,000
556	171	2A	San Luis Obispo, CA	237,900
426	172	2S	Concord (Lakes Region)	237,800
261	172	2S	Lincoln	237,800
385	174	2A	Wenatchee, WA	235,000
589	175	2A	Ft. Smith, AR	229,400

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
555	176	2A	Morgantown-Clarksburg-Fairmont, WV	229,300
563	177	2A	New London, CT	228,500
365	178	2C	New Bedford-Fall River, MA <sup>1</sup>	(225,400)
263	179	2S	Lubbock	225,200
287	180	2S	South Bend	222,700
536	181	2A	Merced, CA	219,200
561	182	2A	Odessa-Midland, TX	218,200
227	183	2S	Binghamton	212,800
235	184	2S	Columbus, GA	211,900
251	185	2S	Kalamazoo	211,700
153	186	2S	Charleston, WV	211,600
430	187	2S	Lebanon-Rutland-White River Junction	211,400
391	188	2A	Ft. Walton Beach-Destin, FL	208,100
245	189	2S	Green Bay	207,700
371	190	2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	204,500
501	191	2A	Dothan, AL	203,200
543	192	2A	Tupelo, MS	202,100
147	193	2A	Amarillo, TX	199,300
267	194	2S	Manchester <sup>2</sup>	(199,200)
530	195	2A	Cape Cod, MA	196,700
535	196	2A	Traverse City-Petoskey, MI	195,100
309	197	2A	Waco, TX	195,000
205	198	2S	Topeka	194,200

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
387	199	2A	Salina-Manhattan, KS	193,800
528	200	2C	Frederick, MD <sup>3</sup>	(192,800)
325	201	2A	Yakima, WA	192,400
508	202	2A	Chico, CA	191,900
593	203	2A	Danbury, CT	191,600
438	204	2A	Rocky Mount-Wilson, NC	189,700
436	205	2A	Bend, OR	184,500
506	206	2A	Laredo, TX	182,500
567	207	2A	Santa Maria-Lompoc, CA	180,100
407	208	2A	Bowling Green, KY	180,000
339	209	2A	Medford-Ashland, OR	178,700
423	210	2A	Hilton Head, SC	178,000
151	211	2S	Cedar Rapids	176,600
307	212	2S	Terre Haute	175,400
159	213	2S	Duluth-Superior	175,300
591	214	2A	Santa Barbara, CA	172,200
187	215	2S	Fargo-Moorhead	172,100
441	216	2A	Las Cruces, NM	171,600
507	217	2A	Champaign, IL	171,000
422	218	2A	Muncie-Marion, IN	169,800
575	219	2A	St. Cloud, MN	169,500
554	220	2A	Florence, SC	168,700
569	221	2A	Winchester, VA	166,700
522	222	2A	Laurel-Hattiesburg, MS	165,600
587	223	2A	Alexandria, LA	163,800
526	224	2S	Bangor	163,400

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

MKT CODE (Market Code): Unique, numeric identifier for a market.

<sup>1</sup> The New Bedford-Fall River Metro is embedded in the Providence-Warwick-Pawtucket Metro.

<sup>2</sup> The M-Split portion of Rockingham County (population 51,600) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

<sup>3</sup> The Frederick Metro is embedded in the Washington, DC, Metro.

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

## Metro Survey Area Rankings and Population *(continued)*

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
421	225	2A	Olean, NY	162,100
559	226	2A	La Crosse, WI	159,900
557	227	2A	Elmira-Corning, NY	159,300
596	228	2A	Tuscaloosa, AL	158,300
553	229	2A	Charlottesville, VA	157,600
509	229	2A	Redding, CA	157,600
584	231	2A	Lake Charles, LA	155,800
532	232	2A	Rochester, MN	155,200
549	233	2A	Bryan-College Station, TX	154,600
442	234	2A	Twin Falls (Sun Valley), ID	148,800
566	235	2A	Muskegon, MI	145,700
534	236	2A	Joplin, MO	145,600
595	237	2S	Lafayette, IN	145,100
323	238	2S	Bloomington	143,800
573	239	2A	Panama City, FL	142,800
570	240	2A	Dubuque, IA	141,800
586	241	2A	Eau Claire, WI	138,700
564	242	2A	Columbia, MO	135,000
546	243	2A	Abilene, TX	134,700
353	244	2S	Pueblo	134,300
297	245	2S	Waterloo-Cedar Falls	130,400
425	246	2A	LaSalle-Peru, IL	130,300
579	247	2A	Sussex, NJ	130,200
439	248	2A	Lufkin-Nacogdoches, TX	130,100
539	249	2A	Parkersburg-Marietta, WV-OH	127,500
511	250	2A	Grand Junction, CO	126,700

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
576	251	2A	Lima, OH	126,200
179	252	2S	Wheeling	125,600
404	253	2A	Florence-Muscle Shoals, AL	125,100
585	254	2A	Monroe, LA	125,000
225	255	2A	Billings, MT	123,700
440	256	2A	Kalispell-Flathead Valley, MT	118,000
512	257	2A	Texarkana, TX-AR	117,000
209	258	2A	Wichita Falls, TX	115,400
381	259	2A	Grand Island-Kearney, NE	114,400
433	259	2A	Valdosta, GA	114,400
531	261	2A	Battle Creek, MI	113,500
580	262	2A	Albany, GA	108,700
219	263	2S	Altoona	108,600
432	264	2S	Montpelier-Barre-St. Johnsbury	107,000
519	265	2A	Harrisonburg, VA	106,800
527	266	2A	Augusta-Waterville, ME	105,700
545	267	2A	Rapid City, SD	104,500
405	268	2A	Columbus-Starkville-West Point, MS	104,400
402	269	2A	Mankato-New Ulm-St. Peter, MN	102,300
578	270	2A	Williamsport, PA	100,800
523	271	2A	Sioux City, IA	100,700
577	272	2A	Watertown, NY	100,100
418	273	2A	Sheboygan, WI	98,800
520	274	2A	Bluefield, WV	92,400
582	275	2A	Bismarck, ND	92,300

MKT CODE	RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
599	275	2A	Lawton, OK	92,300
499	277	2A	Decatur, IL	91,500
529	278	2A	Lewiston-Auburn, ME	90,400
548	279	2A	San Angelo, TX	89,600
409	280	2A	Sebring, FL	87,800
383	281	2A	Hot Springs, AR	85,300
572	282	2A	Grand Forks, ND-MN	83,100
289	283	2A	Jackson, TN	81,800
497	284	2A	Jonesboro, AR	81,200
560	285	2A	Cheyenne, WY	74,500
558	286	2A	Beckley, WV	68,700
403	287	2A	Mason City, IA	66,500
588	288	2A	Meridian, MS	65,500
513	289	2A	Brunswick, GA	64,900
369	290	2A	Casper, WY	63,500
			<b>TOTAL 101-290</b>	<b>40,924,200</b>
			<b>TOTAL 1-290</b>	<b>214,363,400</b>

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

MKT CODE (Market Code): Unique, numeric identifier for a market.

## Total Survey Area Population

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Abilene, TX	263,800
4S	Akron	1,174,700
2A	Albany, GA	498,500
4S	Albany-Schenectady-Troy	1,361,000
4S	Albuquerque	1,080,100
2A	Alexandria, LA	407,900
4S	Allentown-Bethlehem	979,400
2S	Altoona	521,400
2A	Amarillo, TX	344,200
2S	Anchorage	365,900
2S	Ann Arbor	299,300
2S	Appleton-Oshkosh	883,500
2S	Asheville	504,700
2S	Atlantic City-Cape May	552,000
2S	Augusta, GA	611,900
2A	Augusta-Waterville, ME	425,100
4S	Bakersfield	603,700
2S	Bangor	332,600
4S	Baton Rouge	1,486,700
2A	Battle Creek, MI	113,500
2A	Beaumont-Port Arthur, TX	567,600
2A	Beckley, WV	276,700
2A	Bend, OR	184,500
2A	Billings, MT	204,500
2S	Biloxi-Gulfport-Pascagoula	512,700
2S	Binghamton	572,400
4S	Birmingham	1,769,400

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Bismarck, ND	205,100
2S	Bloomington	248,500
2A	Bluefield, WV	212,100
2S	Boise	708,000
2A	Bowling Green, KY	291,700
2S	Bridgeport	395,200
2A	Brunswick, GA	197,400
2A	Bryan-College Station, TX	259,600
4S	Buffalo-Niagara Falls	1,319,700
2S	Burlington-Plattsburgh	511,800
2S	Canton	438,800
2A	Cape Cod, MA	220,500
2A	Casper, WY	148,300
2S	Cedar Rapids	638,900
2A	Champaign, IL	491,000
4S	Charleston, SC	783,800
2S	Charleston, WV	525,500
2A	Charlottesville, VA	358,500
4S	Chattanooga	1,085,200
2A	Cheyenne, WY	126,200
2A	Chico, CA	436,800
4S	Colorado Springs	797,700
2A	Columbia, MO	603,300
4S	Columbia, SC	911,100
2S	Columbus, GA	585,900
2A	Columbus-Starkville-West Point, MS	219,900
2S	Concord (Lakes Region)	292,100

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Corpus Christi	470,400
2A	Danbury, CT	191,600
4S	Dayton	1,233,500
2S	Daytona Beach	528,800
2A	Decatur, IL	179,700
4S	Des Moines	989,200
2A	Dothan, AL	506,800
2A	Dubuque, IA	216,700
2S	Duluth-Superior	362,900
2A	Eau Claire, WI	362,000
4S	El Paso	854,500
2A	Elmira-Corning, NY	277,800
2S	Erie	436,700
2S	Eugene-Springfield	668,100
2S	Evansville	706,500
2S	Fargo-Moorhead	444,000
2A	Fayetteville (North West Arkansas)	502,900
2S	Fayetteville, NC	901,700
2A	Flagstaff-Prescott, AZ	447,000
2S	Flint	624,500
2A	Florence, SC	512,700
2A	Florence-Muscle Shoals, AL	268,300
2C	Frederick, MD	317,700
2S	Fredericksburg	400,300
4S	Fresno	1,573,500
2A	Ft. Collins-Greeley, CO	417,300
2S	Ft. Myers-Naples-Marco Island	1,162,100

TYPE: 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.

## Total Survey Area Population (continued)

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Ft. Pierce-Stuart-Vero Beach	519,300
2A	Ft. Smith, AR	523,100
2A	Ft. Walton Beach-Destin, FL	337,700
2S	Ft. Wayne	854,000
4S	Gainesville-Ocala	989,900
2A	Grand Forks, ND-MN	149,100
2A	Grand Island-Kearney, NE	223,400
2A	Grand Junction, CO	289,900
4S	Grand Rapids	1,609,200
2S	Green Bay	809,200
4S	Greenville-New Bern-Jacksonville	1,035,000
4S	Greenville-Spartanburg	1,881,900
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	410,900
4S	Harrisburg-Lebanon-Carlisle	1,612,700
2A	Harrisonburg, VA	304,700
2A	Hilton Head, SC	196,800
4S	Honolulu	956,600
2A	Hot Springs, AR	150,100
2S	Huntington-Ashland	592,800
4S	Huntsville	1,031,200
4S	Jackson, MS	801,400
2A	Jackson, TN	491,900
4S	Johnson City-Kingsport-Bristol	832,600
2A	Jonesboro, AR	334,100
2A	Joplin, MO	403,600
2S	Kalamazoo	662,900
2A	Kalispell-Flathead Valley, MT	127,900

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Killeen-Temple, TX	355,200
4S	Knoxville	1,387,800
2A	La Crosse, WI	200,900
2S	Lafayette, IN	354,200
2S	Lafayette, LA	632,100
2A	Lake Charles, LA	250,800
2S	Lakeland-Winter Haven	608,600
2S	Lancaster	910,900
4S	Lansing-East Lansing	821,000
2A	Laredo, TX	202,800
2A	Las Cruces, NM	183,100
2A	LaSalle-Peru, IL	141,200
2A	Laurel-Hattiesburg, MS	310,600
2A	Lawton, OK	217,300
2S	Lebanon-Rutland-White River Junction	313,400
2A	Lewiston-Auburn, ME	90,400
2S	Lexington-Fayette	907,400
2A	Lima, OH	335,400
2S	Lincoln	406,100
4S	Little Rock	1,107,400
4S	Louisville	1,427,800
2S	Lubbock	368,600
2A	Lufkin-Nacogdoches, TX	252,600
2S	Macon	604,600
4S	Madison	1,051,400
2S	Manchester	308,200
2A	Mankato-New Ulm-St. Peter, MN	215,700

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Mason City, IA	140,900
2S	McAllen-Brownsville-Harlingen	966,800
2A	Medford-Ashland, OR	290,800
2S	Melbourne-Titusville-Cocoa	483,300
2A	Merced, CA	219,200
2A	Meridian, MS	228,500
4S	Mobile	1,132,000
2S	Modesto	1,296,500
2S	Monmouth-Ocean	1,039,100
2A	Monroe, LA	404,000
4S	Monterey-Salinas-Santa Cruz	613,600
2S	Montgomery	765,300
2S	Montpelier-Barre-St. Johnsbury	288,000
2A	Morgantown-Clarksburg-Fairmont, WV	399,600
2C	Morristown, NJ	417,100
2A	Muncie-Marion, IN	191,600
2A	Muskegon, MI	209,500
2A	Myrtle Beach, SC	484,600
2C	New Bedford-Fall River, MA	225,400
2S	New Haven	718,600
2A	New London, CT	476,000
4S	New Orleans	1,887,300
2A	Newburgh-Middletown, NY (Mid-Hudson Valley)	442,700
2A	Odessa-Midland, TX	347,200
4S	Oklahoma City	1,500,600
2A	Olean, NY	162,100
4S	Omaha-Council Bluffs	1,225,100

TYPE: 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.

## Total Survey Area Population (continued)

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Oxnard-Ventura	857,100
2S	Palm Springs	514,100
2A	Panama City, FL	322,300
2A	Parkersburg-Marietta, WV-OH	298,600
2S	Pensacola	767,400
2S	Peoria	582,700
2S	Portland, ME	856,900
2S	Portsmouth-Dover-Rochester	541,000
2A	Poughkeepsie, NY	802,200
2S	Pueblo	211,000
4S	Puerto Rico	3,357,300
2S	Quad Cities (Davenport-Rock Island-Moline)	721,400
2A	Rapid City, SD	237,800
2A	Reading, PA	348,100
2A	Redding, CA	262,500
2S	Reno	662,300
4S	Richmond	1,364,700
2S	Roanoke-Lynchburg	1,077,600
2A	Rochester, MN	433,400
4S	Rochester, NY	1,182,400
2S	Rockford	644,100
2A	Rocky Mount-Wilson, NC	460,800
2S	Saginaw-Bay City-Midland	1,148,900
2A	Salina-Manhattan, KS	220,500
2S	Salisbury-Ocean City	570,700
2A	San Angelo, TX	128,600
2A	San Luis Obispo, CA	418,000

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Santa Barbara, CA	352,300
2A	Santa Maria-Lompoc, CA	180,100
2S	Santa Rosa	468,300
2S	Sarasota-Bradenton	798,700
2S	Savannah	881,300
2A	Sebring, FL	87,800
2A	Sheboygan, WI	98,800
4S	Shreveport	914,800
2A	Sioux City, IA	279,100
2S	South Bend	890,100
4S	Spokane	766,800
4S	Springfield, MA	607,500
2S	Springfield, MO	674,100
2A	St. Cloud, MN	445,800
2A	Stamford-Norwalk, CT	307,000
2S	Stockton	559,800
2A	Sussex, NJ	184,900
4S	Syracuse	992,400
2S	Tallahassee	513,700
2S	Terre Haute	348,500
2A	Texarkana, TX-AR	288,400
4S	Toledo	986,300
2S	Topeka	533,700
2A	Traverse City-Petoskey, MI	470,800
2S	Trenton	425,100
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	440,100
4S	Tucson	1,317,200

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Tulsa	1,329,700
2A	Tupelo, MS	469,900
2A	Tuscaloosa, AL	337,900
2A	Twin Falls (Sun Valley), ID	148,800
2S	Tyler-Longview	864,000
2S	Utica-Rome	397,000
2A	Valdosta, GA	184,200
2S	Victor Valley	416,200
2S	Visalia-Tulare-Hanford	474,300
2A	Waco, TX	657,000
2S	Waterloo-Cedar Falls	547,200
2A	Watertown, NY	217,900
2A	Wausau-Stevens Point, WI (Central WI)	554,200
2A	Wenatchee, WA	264,700
2S	Wheeling	277,000
4S	Wichita	716,400
2A	Wichita Falls, TX	335,000
4S	Wilkes Barre-Scranton	945,700
2A	Williamsport, PA	307,500
2S	Wilmington, DE	731,900
2S	Wilmington, NC	576,700
2A	Winchester, VA	402,600
2S	Worcester	556,800
2A	Yakima, WA	220,100
4S	York	1,312,700
2S	Youngstown-Warren	764,400

TYPE: 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.

## Metro Survey Areas Based on 12+ Black Population

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	1	New York	2,673,900	B
PPM	7	Atlanta	1,392,400	B
PPM	3	Chicago	1,365,700	B
PPM	9	Washington, DC	1,158,000	B
PPM	8	Philadelphia	917,100	B
PPM	11	Detroit	837,000	B
PPM	6	Houston-Galveston	823,700	B
PPM	2	Los Angeles	807,400	B
PPM	5	Dallas-Ft. Worth	759,800	B
PPM	12	Miami-Ft. Lauderdale-Hollywood	715,900	B
PPM	22	Baltimore	650,600	B
PPM	49	Memphis	476,700	B
PPM	4	San Francisco	435,900	B
PPM	43	Norfolk-Virginia Beach-Newport News	426,700	B
PPM	24	Charlotte-Gastonia-Rock Hill	425,300	B
PPM	21	St. Louis	422,000	B
4S	52	New Orleans	343,400	B
PPM	29	Cleveland	335,400	B
PPM	42	Raleigh-Durham	290,900	B
4S	55	Richmond	280,800	B
PPM	10	Boston	269,500	B
PPM	20	Tampa-St. Petersburg-Clearwater	260,300	B
4S	57	Birmingham	254,100	B
PPM	45	Greensboro-Winston-Salem-High Point	252,100	B
PPM	46	Jacksonville	245,500	B
PPM	35	Orlando	238,000	B
PPM	18	Nassau-Suffolk (Long Island)	225,500	B
PPM	28	Cincinnati	221,300	B
PPM	36	Columbus, OH	213,400	B

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	39	Indianapolis	209,000	B
PPM	32	Kansas City	207,600	B
PPM	38	Milwaukee-Racine	207,300	B
PPM	44	Nashville	200,800	B
PPM	13	Seattle-Tacoma	192,400	B
4S	79	Baton Rouge	190,500	B
PPM	40	Middlesex-Somerset-Union	184,800	B
4S	122	Jackson, MS	184,500	B
PPM	16	Minneapolis-St. Paul	183,500	B
4S	88	Columbia, SC	174,700	B
PPM	26	Riverside-San Bernardino	170,100	B
PPM	25	Pittsburgh, PA	166,800	B
PPM	48	West Palm Beach-Boca Raton	165,200	B
PPM	15	Phoenix	158,800	B
PPM	33	Las Vegas	157,300	B
4S	81	Charleston, SC	153,200	B
4S	58	Greenville-Spartanburg	149,700	B
2S	109	Augusta, GA	148,300	B
PPM	27	Sacramento	141,100	B
4S	54	Louisville	136,900	B
4S	86	Greenville-New Bern-Jacksonville	131,600	B
PPM	17	San Diego	130,400	B
4S	94	Mobile	129,100	B
4S	133	Shreveport	125,400	B
PPM	19	Denver-Boulder	124,900	B
4S	84	Little Rock	123,100	B
2S	105	Lafayette, LA	121,900	B
2S	155	Montgomery	121,600	B
2S	127	Fayetteville, NC	119,500	B

TYPE: 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

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## Metro Survey Areas Based on 12+ Black Population (continued)

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	77	Wilmington, DE	117,400	B
4S	47	Oklahoma City	114,200	B
4S	53	Buffalo-Niagara Falls	113,500	B
4S	61	Dayton	112,000	B
PPM	31	San Antonio	111,600	B
PPM	50	Hartford-New Britain-Middletown	110,300	B
2S	157	Macon	109,900	B
PPM	37	Austin	108,500	B
4S	56	Rochester, NY	97,600	B
2S	156	Savannah	93,800	B
2S	184	Columbus, GA	91,500	B
4S	106	Huntsville	89,500	B
2A	139	Beaumont-Port Arthur, TX	78,600	B
2A	204	Rocky Mount-Wilson, NC	78,100	B
4S	82	Gainesville-Ocala	76,800	B
2S	162	Tallahassee	76,600	B
4S	76	Akron	70,700	B
4S	89	Toledo	70,600	B
2A	220	Florence, SC	67,300	B
4S	65	Tulsa	66,300	
2S	95	Lakeland-Winter Haven	66,200	B
2S	112	Roanoke-Lynchburg	66,200	B
PPM	23	Portland, OR	66,100	
2S	129	Flint	65,200	B
PPM	41	Providence-Warwick-Pawtucket	65,200	
2S	124	Pensacola	64,400	B
4S	107	Chattanooga	61,500	B
2S	118	New Haven	60,900	B
2S	153	Biloxi-Gulfport-Pascagoula	60,400	B

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	143	Trenton	60,000	B
2A	151	Killeen-Temple, TX	59,600	B
2S	51	Monmouth-Ocean	57,700	
2S	97	Ft. Pierce-Stuart-Vero Beach	57,100	B
4S	63	Albany-Schenectady-Troy	55,900	
2A	262	Albany, GA	55,700	B
2S	144	Tyler-Longview	55,600	B
2S	149	Fredericksburg	54,900	B
2S	141	Salisbury-Ocean City	54,100	B
2S	90	Daytona Beach	53,300	B
4S	72	Omaha-Council Bluffs	52,700	
2S	62	Ft. Myers-Naples-Marco Island	50,500	
2S	123	Bridgeport	48,300	B
2A	210	Hilton Head, SC	48,200	B
2S	99	Melbourne-Titusville-Cocoa	47,900	B
4S	67	Grand Rapids	47,500	
2A	228	Tuscaloosa, AL	47,100	B
2S	83	Stockton	46,400	
2A	223	Alexandria, LA	46,300	B
4S	78	Harrisburg-Lebanon-Carlisle	46,000	
2A	158	Myrtle Beach, SC	45,500	B
2S	126	Youngstown-Warren	45,200	B
2S	100	Lexington-Fayette	44,600	
2A	192	Tupelo, MS	44,000	B
2A	222	Laurel-Hattiesburg, MS	43,300	B
PPM	34	San Jose	43,200	
2A	191	Dothan, AL	42,800	B
2A	268	Columbus-Starkville-West Point, MS	42,500	B
2A	254	Monroe, LA	41,400	B

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## Metro Survey Areas Based on 12+ Black Population (continued)

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	84	Syracuse	41,400	
4S	66	Fresno	41,300	
4S	70	Knoxville	41,300	
4S	96	Wichita	40,100	
2S	142	Atlantic City-Cape May	39,700	B
4S	64	Honolulu	38,300	
2A	231	Lake Charles, LA	37,300	B
2S	73	Sarasota-Bradenton	36,800	
2S	152	Ann Arbor	36,500	B
2A	259	Valdosta, GA	36,200	B
4S	75	Bakersfield	35,800	
4S	87	Springfield, MA	35,800	
2S	117	Victor Valley	34,600	
2S	161	Wilmington, NC	34,600	B
2S	108	Ft. Wayne	34,500	
4S	93	Colorado Springs	34,000	
2A	138	Newburgh-Middletown, NY (Mid-Hudson Valley)	34,000	B
4S	69	Allentown-Bethlehem	32,100	
4S	125	Lansing-East Lansing	32,100	
4S	71	Wilkes Barre-Scranton	31,800	
2S	134	Saginaw-Bay City-Midland	31,700	B
4S	60	Tucson	31,000	
2S	154	Rockford	29,500	B
2A	257	Texarkana, TX-AR	28,000	B
2A	197	Waco, TX	27,400	B
2S	150	Peoria	27,000	
2A	283	Jackson, TN	26,800	B
PPM	30	Salt Lake City-Ogden-Provo	26,400	
2A	288	Meridian, MS	26,300	B

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	180	South Bend	26,100	B
2A	164	Poughkeepsie, NY	25,700	B
2A	147	Stamford-Norwalk, CT	25,300	
2S	130	Canton	24,800	
4S	68	Albuquerque	23,000	
4S	104	York	22,100	
4S	91	Des Moines	21,700	
2A	248	Lufkin-Nacogdoches, TX	20,400	B
2S	185	Kalamazoo	20,100	B
2S	148	Quad Cities (Davenport-Rock Island-Moline)	19,600	
2A	229	Charlottesville, VA	19,500	B
2A	188	Ft. Walton Beach-Destin, FL	19,100	
2A	235	Muskegon, MI	18,900	B
4S	98	Madison	18,800	
2A	217	Champaign, IL	18,700	B
2S	110	Worcester	18,700	
2C	200	Frederick, MD	18,500	
2S	167	Anchorage	18,200	
2A	166	Hagerstown-Chambersburg-Waynesboro, MD-PA	17,500	
2S	102	Visalia-Tulare-Hanford	17,100	
2S	163	Evansville	16,300	
2A	239	Panama City, FL	16,200	B
4S	74	El Paso	16,100	
2A	275	Lawton, OK	15,800	B
2S	170	Erie	15,600	
2A	289	Brunswick, GA	15,500	B
2A	131	Reading, PA	15,500	
2A	253	Florence-Muscle Shoals, AL	15,400	B
2S	179	Lubbock	15,400	

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## Metro Survey Areas Based on 12+ Black Population (continued)

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	159	Asheville	15,100	
2A	233	Bryan-College Station, TX	15,000	B
4S	80	Monterey-Salinas-Santa Cruz	14,800	
2A	177	New London, CT	14,500	
2S	111	Lancaster	14,200	
2C	116	Morristown, NJ	14,200	
4S	103	Johnson City-Kingsport-Bristol	14,100	
2S	198	Topeka	13,800	
2S	113	Modesto	13,700	
2S	186	Charleston, WV	13,500	
2S	165	Utica-Rome	13,300	
2A	277	Decatur, IL	13,000	B
2A	193	Amarillo, TX	12,400	
2A	182	Odessa-Midland, TX	12,300	
2A	261	Battle Creek, MI	11,700	B
2A	258	Wichita Falls, TX	11,600	B
2S	137	Corpus Christi	11,500	
2A	242	Columbia, MO	11,400	
2A	208	Bowling Green, KY	11,300	
2A	218	Muncie-Marion, IN	10,900	
2S	119	Oxnard-Ventura	10,900	
2A	199	Salina-Manhattan, KS	10,900	
2C	178	New Bedford-Fall River, MA	10,800	
2S	238	Bloomington	10,300	
2A	128	Fayetteville (North West Arkansas)	10,300	
2S	121	Reno	10,200	
2A	251	Lima, OH	10,100	
4S	92	Spokane	10,000	
2A	175	Ft. Smith, AR	9,700	

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	243	Abilene, TX	9,400	
2A	221	Winchester, VA	9,300	
2S	212	Terre Haute	9,000	
2A	284	Jonesboro, AR	8,900	B
2A	181	Merced, CA	8,700	
2S	245	Waterloo-Cedar Falls	8,700	
2S	183	Binghamton	8,600	
2S	136	Springfield, MO	8,600	
2S	172	Lincoln	8,300	
2S	120	Santa Rosa	8,200	
2S	160	Huntington-Ashland	7,900	
2S	140	Burlington-Plattsburgh	7,500	
2S	101	Boise	7,200	
2A	176	Morgantown-Clarksburg-Fairmont, WV	7,000	
2S	132	Palm Springs	7,000	
2A	280	Sebring, FL	7,000	
2A	203	Danbury, CT	6,800	
2A	281	Hot Springs, AR	6,800	
2S	211	Cedar Rapids	6,700	
2A	227	Elmira-Corning, NY	6,700	
2A	115	Ft. Collins-Greeley, CO	6,500	
2S	59	McAllen-Brownsville-Harlingen	6,000	
2A	286	Beckley, WV	5,700	
2S	237	Lafayette, IN	5,600	
2S	168	Portland, ME	5,600	
2A	171	San Luis Obispo, CA	5,400	
2A	272	Watertown, NY	5,400	
2A	207	Santa Maria-Lompoc, CA	5,300	
2A	195	Cape Cod, MA	4,900	

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## Metro Survey Areas Based on 12+ Black Population (continued)

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	232	Rochester, MN	4,900	
2S	252	Wheeling	4,800	
2S	135	Appleton-Oshkosh	4,600	
2S	145	Eugene-Springfield	4,600	
2S	189	Green Bay	4,600	
2S	194	Manchester	4,600	
2A	270	Williamsport, PA	4,600	
2A	274	Bluefield, WV	4,400	
2A	219	St. Cloud, MN	4,400	
2S	114	Portsmouth-Dover-Rochester	4,300	
2A	146	Flagstaff-Prescott, AZ	4,100	
2A	265	Harrisonburg, VA	4,000	
2A	202	Chico, CA	3,900	
2A	190	Tri-Cities, WA (Richland-Kennewick-Pasco)	3,800	
2A	279	San Angelo, TX	3,600	
2A	216	Las Cruces, NM	3,500	
2S	213	Duluth-Superior	3,300	
2S	244	Pueblo	3,300	
2A	247	Sussex, NJ	3,200	
2S	215	Fargo-Moorhead	3,100	
2A	225	Olean, NY	3,100	
2A	285	Cheyenne, WY	2,900	
2A	236	Joplin, MO	2,900	
2A	271	Sioux City, IA	2,800	
2S	172	Concord (Lakes Region)	2,600	
2A	214	Santa Barbara, CA	2,600	
2A	278	Lewiston-Auburn, ME	2,400	
2A	229	Redding, CA	2,400	
2A	201	Yakima, WA	2,400	

TYPE	TOTAL P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	187	Lebanon-Rutland-White River Junction	2,300	
2A	196	Traverse City-Petoskey, MI	2,300	
2A	240	Dubuque, IA	2,200	
2A	246	LaSalle-Peru, IL	2,200	
2A	249	Parkersburg-Marietta, WV-OH	2,100	
2A	174	Wenatchee, WA	2,100	
2S	263	Altoona	2,000	
2A	267	Rapid City, SD	2,000	
2A	255	Billings, MT	1,900	
2A	259	Grand Island-Kearney, NE	1,900	
2A	226	La Crosse, WI	1,900	
2S	224	Bangor	1,800	
2A	250	Grand Junction, CO	1,800	
2A	269	Mankato-New Ulm-St. Peter, MN	1,800	
2A	205	Bend, OR	1,700	
2A	209	Medford-Ashland, OR	1,700	
2A	273	Sheboygan, WI	1,700	
2A	169	Wausau-Stevens Point, WI (Central WI)	1,700	
2A	241	Eau Claire, WI	1,300	
2A	290	Casper, WY	1,100	
2A	282	Grand Forks, ND-MN	1,100	
2A	266	Augusta-Waterville, ME	1,000	
2A	275	Bismarck, ND	900	
2S	264	Montpelier-Barre-St. Johnsbury	800	
2A	234	Twin Falls (Sun Valley), ID	800	
2A	256	Kalispell-Flathead Valley, MT	700	
2A	287	Mason City, IA	700	
2A	206	Laredo, TX	500	

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## Metro Survey Areas Based on 12+ Hispanic Population

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	2	Los Angeles	4,598,300	H
PPM	1	New York	3,382,600	H
PPM	12	Miami-Ft. Lauderdale-Hollywood	1,767,800	H
PPM	6	Houston-Galveston	1,591,300	H
PPM	3	Chicago	1,500,300	H
PPM	5	Dallas-Ft. Worth	1,402,400	H
PPM	4	San Francisco	1,291,600	H
PPM	15	Phoenix	952,300	H
PPM	31	San Antonio	890,500	H
PPM	26	Riverside-San Bernardino	866,000	H
2S	59	McAllen-Brownsville-Harlingen	763,900	H
PPM	17	San Diego	749,700	H
PPM	9	Washington, DC	554,200	H
4S	74	El Paso	490,000	H
PPM	19	Denver-Boulder	488,900	H
PPM	7	Atlanta	443,200	H
PPM	37	Austin	422,700	H
PPM	33	Las Vegas	419,800	H
PPM	35	Orlando	390,400	H
PPM	34	San Jose	369,900	H
4S	66	Fresno	353,800	H
PPM	20	Tampa-St. Petersburg-Clearwater	347,200	H
PPM	18	Nassau-Suffolk (Long Island)	324,900	H
PPM	10	Boston	320,200	H
PPM	27	Sacramento	319,300	H
4S	68	Albuquerque	306,200	H
PPM	8	Philadelphia	291,400	H
4S	75	Bakersfield	291,100	H
PPM	40	Middlesex-Somerset-Union	268,700	H

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	60	Tucson	265,800	H
2S	102	Visalia-Tulare-Hanford	252,300	H
PPM	23	Portland, OR	237,600	H
PPM	13	Seattle-Tacoma	235,600	H
4S	80	Monterey-Salinas-Santa Cruz	232,400	H
PPM	30	Salt Lake City-Ogden-Provo	224,500	H
PPM	48	West Palm Beach-Boca Raton	200,400	H
2S	83	Stockton	200,100	H
2S	119	Oxnard-Ventura	200,000	H
2S	137	Corpus Christi	184,000	H
2S	132	Palm Springs	175,000	H
2A	206	Laredo, TX	172,000	H
PPM	24	Charlotte-Gastonia-Rock Hill	162,000	H
2S	113	Modesto	161,900	H
2S	62	Ft. Myers-Naples-Marco Island	158,600	H
2S	117	Victor Valley	139,000	H
PPM	11	Detroit	134,600	H
PPM	42	Raleigh-Durham	130,200	H
PPM	16	Minneapolis-St. Paul	123,200	H
PPM	50	Hartford-New Britain-Middletown	120,100	H
PPM	32	Kansas City	119,100	H
PPM	41	Providence-Warwick-Pawtucket	118,200	H
PPM	38	Milwaukee-Racine	116,200	H
2A	216	Las Cruces, NM	106,500	H
2A	181	Merced, CA	105,900	H
PPM	45	Greensboro-Winston-Salem-High Point	98,300	H
4S	47	Oklahoma City	94,600	H
2A	182	Odessa-Midland, TX	91,500	H
2S	120	Santa Rosa	90,500	H

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## Metro Survey Areas Based on 12+ Hispanic Population *(continued)*

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	51	Monmouth-Ocean	82,300	H
2A	207	Santa Maria-Lompoc, CA	80,300	H
2S	95	Lakeland-Winter Haven	78,800	H
PPM	22	Baltimore	77,700	
2S	121	Reno	76,600	H
4S	87	Springfield, MA	75,400	H
4S	69	Allentown-Bethlehem	74,700	H
PPM	44	Nashville	72,700	
2A	201	Yakima, WA	72,300	H
PPM	39	Indianapolis	70,200	
PPM	29	Cleveland	69,800	
PPM	46	Jacksonville	69,300	
4S	52	New Orleans	66,900	
4S	93	Colorado Springs	65,200	H
2S	179	Lubbock	63,700	H
2A	115	Ft. Collins-Greeley, CO	63,600	H
2S	97	Ft. Pierce-Stuart-Vero Beach	62,300	H
4S	67	Grand Rapids	60,800	
2S	73	Sarasota-Bradenton	58,600	
2S	123	Bridgeport	58,300	H
PPM	43	Norfolk-Virginia Beach-Newport News	57,800	
4S	65	Tulsa	55,500	
2S	90	Daytona Beach	54,800	H
4S	64	Honolulu	53,200	
2A	138	Newburgh-Middletown, NY (Mid-Hudson Valley)	53,200	H
2A	151	Killeen-Temple, TX	53,100	H
PPM	21	St. Louis	51,300	
2S	101	Boise	50,200	H
2S	244	Pueblo	49,700	H

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	174	Wenatchee, WA	49,700	H
2A	214	Santa Barbara, CA	49,600	H
4S	72	Omaha-Council Bluffs	49,000	
4S	58	Greenville-Spartanburg	48,500	
2A	190	Tri-Cities, WA (Richland-Kennewick-Pasco)	48,200	H
4S	82	Gainesville-Ocala	47,300	
2A	128	Fayetteville (North West Arkansas)	47,200	H
2C	116	Morristown, NJ	46,500	H
PPM	36	Columbus, OH	45,500	
2A	147	Stamford-Norwalk, CT	45,500	H
PPM	49	Memphis	45,200	
2A	131	Reading, PA	44,900	H
2A	193	Amarillo, TX	44,800	H
4S	96	Wichita	44,400	
2S	144	Tyler-Longview	43,700	H
2S	118	New Haven	43,400	H
4S	56	Rochester, NY	43,300	
2A	171	San Luis Obispo, CA	42,700	H
4S	55	Richmond	41,800	
2S	143	Trenton	41,300	H
2A	197	Waco, TX	39,600	H
2A	146	Flagstaff-Prescott, AZ	37,200	H
4S	71	Wilkes Barre-Scranton	37,100	
2S	77	Wilmington, DE	36,700	
2S	142	Atlantic City-Cape May	36,200	H
PPM	28	Cincinnati	35,300	
2S	99	Melbourne-Titusville-Cocoa	35,300	
2A	139	Beaumont-Port Arthur, TX	34,700	H
2S	110	Worcester	34,300	

TYPE: 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

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For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.

## Metro Survey Areas Based on 12+ Hispanic Population *(continued)*

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	154	Rockford	33,600	H
4S	53	Buffalo-Niagara Falls	30,600	
2A	233	Bryan-College Station, TX	30,400	H
4S	57	Birmingham	29,800	
4S	54	Louisville	29,300	
2A	279	San Angelo, TX	29,200	H
2S	111	Lancaster	28,300	
4S	91	Des Moines	27,200	
4S	63	Albany-Schenectady-Troy	27,100	
4S	86	Greenville-New Bern-Jacksonville	26,300	
2A	234	Twin Falls (Sun Valley), ID	26,200	H
2A	243	Abilene, TX	25,100	H
4S	89	Toledo	25,100	
2S	127	Fayetteville, NC	25,000	
4S	78	Harrisburg-Lebanon-Carlisle	23,300	
2A	164	Poughkeepsie, NY	23,300	
2A	202	Chico, CA	23,200	H
PPM	25	Pittsburgh, PA	22,700	
4S	81	Charleston, SC	21,600	
4S	88	Columbia, SC	21,600	
2S	149	Fredericksburg	21,600	
4S	98	Madison	21,400	
2A	203	Danbury, CT	21,000	H
2S	100	Lexington-Fayette	20,300	
4S	84	Little Rock	20,100	
4S	104	York	19,900	
2A	248	Lufkin-Nacogdoches, TX	19,800	H
2S	148	Quad Cities (Davenport-Rock Island-Moline)	19,600	
4S	92	Spokane	19,400	

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	108	Ft. Wayne	19,100	
2S	167	Anchorage	18,700	
2S	145	Eugene-Springfield	17,900	
4S	125	Lansing-East Lansing	17,400	
4S	79	Baton Rouge	17,000	
2A	175	Ft. Smith, AR	16,800	
4S	106	Huntsville	16,500	
2A	210	Hilton Head, SC	16,200	
2C	178	New Bedford-Fall River, MA	15,900	
2S	134	Saginaw-Bay City-Midland	15,900	
2A	258	Wichita Falls, TX	15,800	H
4S	70	Knoxville	15,700	
2S	124	Pensacola	14,700	
2S	141	Salisbury-Ocean City	14,700	
2A	209	Medford-Ashland, OR	14,600	
2A	177	New London, CT	14,500	
2A	280	Sebring, FL	14,100	H
4S	61	Dayton	14,000	
2A	250	Grand Junction, CO	13,900	H
2A	205	Bend, OR	13,500	
2S	109	Augusta, GA	13,400	
2S	198	Topeka	13,300	
2A	271	Sioux City, IA	13,200	H
4S	84	Syracuse	13,000	
2S	180	South Bend	12,900	
2A	158	Myrtle Beach, SC	12,800	
2S	162	Tallahassee	12,200	
2C	200	Frederick, MD	12,100	
2A	259	Grand Island-Kearney, NE	11,900	H

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## Metro Survey Areas Based on 12+ Hispanic Population (continued)

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	229	Redding, CA	11,900	
2S	153	Biloxi-Gulfport-Pascagoula	11,600	
4S	107	Chattanooga	11,600	
2S	189	Green Bay	11,600	
4S	94	Mobile	11,200	
2A	188	Ft. Walton Beach-Destin, FL	11,000	
2A	204	Rocky Mount-Wilson, NC	10,900	
2S	172	Lincoln	10,700	
2S	152	Ann Arbor	10,100	
2S	159	Asheville	9,900	
2S	237	Lafayette, IN	9,900	
2A	199	Salina-Manhattan, KS	9,900	
4S	133	Shreveport	9,700	
2S	161	Wilmington, NC	9,700	
2S	105	Lafayette, LA	9,500	
2A	221	Winchester, VA	9,500	
2S	194	Manchester	9,200	
2S	165	Utica-Rome	8,600	
2S	126	Youngstown-Warren	8,600	
2S	135	Appleton-Oshkosh	8,500	
2S	184	Columbus, GA	8,500	
2A	246	LaSalle-Peru, IL	8,500	
2A	275	Lawton, OK	8,500	
2S	157	Macon	8,500	
2S	156	Savannah	8,500	
2A	265	Harrisonburg, VA	8,300	
2A	285	Cheyenne, WY	7,900	H
2A	247	Sussex, NJ	7,900	
2S	136	Springfield, MO	7,800	

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	129	Flint	7,700	
2A	217	Champaign, IL	7,600	
2S	112	Roanoke-Lynchburg	7,600	
2A	166	Hagerstown-Chambersburg-Waynesboro, MD-PA	6,900	
2S	114	Portsmouth-Dover-Rochester	6,900	
4S	76	Akron	6,800	
4S	122	Jackson, MS	6,800	
2A	236	Joplin, MO	6,800	
4S	103	Johnson City-Kingsport-Bristol	6,600	
2S	150	Peoria	6,500	
2S	185	Kalamazoo	6,400	
2S	140	Burlington-Plattsburgh	6,000	
2S	170	Erie	6,000	
2A	257	Texarkana, TX-AR	6,000	
2A	191	Dothan, AL	5,800	
2S	155	Montgomery	5,800	
2A	255	Billings, MT	5,700	
2A	235	Muskegon, MI	5,700	
2A	229	Charlottesville, VA	5,200	
2A	222	Laurel-Hattiesburg, MS	5,200	
2A	239	Panama City, FL	5,200	
2S	183	Binghamton	4,700	
2S	238	Bloomington	4,700	
2A	208	Bowling Green, KY	4,700	
2A	259	Valdosta, GA	4,600	
2A	232	Rochester, MN	4,500	
2A	273	Sheboygan, WI	4,500	
2A	272	Watertown, NY	4,500	
2S	168	Portland, ME	4,200	

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## Metro Survey Areas Based on 12+ Hispanic Population *(continued)*

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	261	Battle Creek, MI	4,100	
2S	211	Cedar Rapids	4,000	
2A	192	Tupelo, MS	4,000	
2S	130	Canton	3,800	
2S	215	Fargo-Moorhead	3,700	
2A	267	Rapid City, SD	3,700	
2A	196	Traverse City-Petoskey, MI	3,500	
2A	290	Casper, WY	3,400	
2A	242	Columbia, MO	3,300	
2A	231	Lake Charles, LA	3,300	
2A	223	Alexandria, LA	3,200	
2A	195	Cape Cod, MA	3,200	
2A	281	Hot Springs, AR	3,200	
2A	289	Brunswick, GA	3,100	
2S	163	Evansville	3,100	
2A	256	Kalispell-Flathead Valley, MT	3,100	
2A	218	Muncie-Marion, IN	3,100	
2S	187	Lebanon-Rutland-White River Junction	2,900	
2S	245	Waterloo-Cedar Falls	2,900	
2A	169	Wausau-Stevens Point, WI (Central WI)	2,900	
2A	228	Tuscaloosa, AL	2,800	
2S	186	Charleston, WV	2,700	
2A	282	Grand Forks, ND-MN	2,700	
2A	284	Jonesboro, AR	2,700	
2S	172	Concord (Lakes Region)	2,600	
2A	283	Jackson, TN	2,600	
2A	219	St. Cloud, MN	2,600	
2A	227	Elmira-Corning, NY	2,500	
2A	220	Florence, SC	2,500	

TYPE	TOTAL P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	176	Morgantown-Clarksburg-Fairmont, WV	2,500	
2S	160	Huntington-Ashland	2,300	
2A	269	Mankato-New Ulm-St. Peter, MN	2,300	
2A	240	Dubuque, IA	2,200	
2S	213	Duluth-Superior	2,200	
2A	226	La Crosse, WI	2,200	
2S	212	Terre Haute	2,200	
2A	254	Monroe, LA	2,100	
2A	225	Olean, NY	2,100	
2A	253	Florence-Muscle Shoals, AL	2,000	
2A	251	Lima, OH	1,800	
2A	262	Albany, GA	1,600	
2S	224	Bangor	1,600	
2A	241	Eau Claire, WI	1,500	
2A	287	Mason City, IA	1,500	
2A	275	Bismarck, ND	1,400	
2A	268	Columbus-Starkville-West Point, MS	1,400	
2S	264	Montpelier-Barre-St. Johnsbury	1,400	
2A	278	Lewiston-Auburn, ME	1,300	
2A	266	Augusta-Waterville, ME	1,100	
2A	277	Decatur, IL	1,100	
2A	288	Meridian, MS	1,100	
2A	270	Williamsport, PA	1,100	
2A	249	Parkersburg-Marietta, WV-OH	1,000	
2S	263	Altoona	800	
2S	252	Wheeling	800	
2A	286	Beckley, WV	700	
2A	274	Bluefield, WV	600	

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## 2010 Television DMA Markets

MARKET	RANK	DMA PERSONS 12+	TVHH
New York	1	17,864,600	7,515,330
Los Angeles	2	14,871,000	5,666,900
Chicago	3	8,157,000	3,502,610
Philadelphia	4	6,783,300	3,015,820
Dallas-Ft. Worth	5	5,911,900	2,594,630
San Francisco-Oak-San Jose	6	6,092,100	2,523,520
Boston (Manchester)	7	5,511,400	2,460,290
Atlanta	8	5,502,500	2,407,080
Washington, DC (Hagrstwn)	9	5,348,700	2,389,710
Houston	10	5,131,100	2,177,220
Detroit	11	4,158,800	1,883,840
Phoenix (Prescott)	12	4,317,400	1,881,310
Seattle-Tacoma	13	4,123,900	1,874,750
Tampa-St. Pete (Sarasota)	14	3,740,600	1,795,200
Minneapolis-St. Paul	15	3,820,600	1,753,780
Miami-Ft. Lauderdale	16	3,714,600	1,580,580
Denver	17	3,464,200	1,572,740
Cleveland-Akron (Canton)	18	3,277,800	1,526,200
Orlando-Daytona Bch-Melbrn	19	3,186,000	1,453,120
Sacramnto-Stkton-Modesto	20	3,394,600	1,409,400
St. Louis	21	2,710,700	1,258,580
Portland, OR	22	2,692,500	1,197,780
Charlotte	23	2,508,900	1,166,180
Pittsburgh	24	2,455,800	1,160,820
Raleigh-Durham (Fayetteville)	25	2,450,800	1,131,310
Baltimore	26	2,454,800	1,108,360
Indianapolis	27	2,354,100	1,106,420
San Diego	28	2,609,000	1,089,010
Nashville	29	2,225,000	1,039,430

MARKET	RANK	DMA PERSONS 12+	TVHH
Hartford & New Haven	30	2,250,300	1,018,770
Kansas City	31	2,064,800	974,820
Salt Lake City	32	2,412,000	953,950
Cincinnati	33	1,987,600	923,830
Columbus, OH	34	1,938,900	915,950
Milwaukee	35	1,929,100	901,100
Greenvll-Spart-Ashevl-And	36	1,850,300	878,550
San Antonio	37	1,990,500	844,910
West Palm Beach-Ft. Pierce	38	1,638,700	773,890
Harrisburg-Lncstr-Leb-York	39	1,647,500	749,020
Birmingham (Ann and Tusc)	40	1,579,700	747,190
Grand Rapids-Kalmzoo-B.Crk	41	1,661,100	740,230
Las Vegas	42	1,615,500	718,030
Norfolk-Portsmth-Newpt Nws	43	1,611,900	716,050
Austin	44	1,596,400	707,430
Oklahoma City	45	1,501,600	704,670
Albuquerque-Santa Fe	46	1,567,800	703,720
Greensboro-H.Point-W.Salem	47	1,480,200	699,040
Memphis	48	1,520,400	693,860
Jacksonville	49	1,482,300	678,430
Louisville	50	1,417,500	674,940
Buffalo	51	1,371,100	636,320
New Orleans	52	1,441,700	635,860
Providence-New Bedford	53	1,374,300	620,600
Wilkes Barre-Scranton	54	1,303,600	595,480
Fresno-Visalia	55	1,573,500	581,340
Little Rock-Pine Bluff	56	1,216,400	573,670
Richmond-Petersburg	57	1,230,800	558,500
Albany-Schenectady-Troy	58	1,196,800	557,860

## 2010 Television DMA Markets (continued)

MARKET	RANK	DMA PERSONS 12+	TVHH
Knoxville	59	1,149,700	557,040
Mobile-Pensacola (Ft Walt)	60	1,178,500	539,190
Tulsa	61	1,138,700	535,820
Dayton	62	1,111,000	527,030
Lexington	63	1,080,100	515,320
Charleston-Huntington	64	1,048,800	505,200
Ft. Myers-Naples	65	1,034,300	499,410
Roanoke-Lynchburg	66	981,000	464,480
Tucson (Sierra Vista)	67	1,018,100	461,450
Wichita-Hutchinson Plus	68	985,200	457,880
Flint-Saginaw-Bay City	69	987,300	455,840
Toledo	70	948,900	445,600
Green Bay-Appleton	71	955,100	445,510
Honolulu	72	1,105,900	433,530
Des Moines-Ames	73	917,000	432,820
Springfield, MO	74	897,000	424,270
Spokane	75	948,600	424,220
Omaha	76	884,000	418,290
Portland-Auburn	77	856,900	410,300
Columbia, SC	78	879,600	405,670
Huntsville-Decatur (Flor)	79	839,800	399,440
Paducah-Cape Girard-Harsbg	80	839,700	398,820
Rochester, NY	81	878,200	392,090
Syracuse	82	863,400	389,970
Shreveport	83	839,300	387,060
Champaign&Sprngfld-Decatur	84	821,200	384,990
Madison	85	811,000	382,700
Chattanooga	86	808,300	376,910
Harlingen-Wslco-Brnsvl-Mca	87	945,400	356,010

MARKET	RANK	DMA PERSONS 12+	TVHH
Cedar Rapids-Wtrlo-Iwc&Dub	88	740,400	346,010
Waco-Temple-Bryan	89	810,200	344,020
Jackson, MS	90	754,800	338,030
Tri-Cities, TN-VA	91	696,200	337,610
Colorado Springs-Pueblo	92	762,400	336,880
South Bend-Elkhart	93	744,600	336,220
Baton Rouge	94	743,600	334,730
Burlington-Plattsburgh	95	735,800	330,730
Savannah	96	733,200	329,460
El Paso (Las Cruces)	97	780,900	315,103
Charleston, SC	98	680,100	312,770
Davenport-R.Island-Moline	99	654,400	309,800
Ft. Smith-Fay-Sprngdl-Rgrs	100	664,500	304,060
Greenville-N.Bern-Washngtn	101	646,300	294,550
Johnstown-Altoona-St Colge	102	659,800	293,940
Evansville	103	613,300	292,440
Myrtle Beach-Florence	104	617,800	289,570
Tallahassee-Thomasville	105	627,200	282,110
Lincoln & Hastings-Krny	106	598,500	279,820
Ft. Wayne	107	592,500	277,050
Reno	108	615,700	271,380
Tyler-Longview(Lfkn&Ncgd)	109	602,800	269,760
Springfield-Holyoke	110	607,500	269,500
Youngstown	111	574,500	268,150
Sioux Falls(Mitchell)	112	565,900	263,790
Boise	113	594,100	262,920
Augusta-Aiken	114	568,300	257,030
Lansing	115	559,900	253,380
Peoria-Bloomington	116	543,800	251,880

## 2010 Television DMA Markets (continued)

MARKET	RANK	DMA PERSONS 12+	TVHH
Montgomery-Selma	117	524,700	244,470
Eugene	118	530,500	243,870
Traverse City-Cadillac	119	524,900	242,700
Fargo-Valley City	120	506,900	241,990
Macon	121	550,400	241,120
SantaBarbra-SanMar-SanLuob	122	590,200	239,250
Lafayette, LA	123	508,700	231,560
Monterey-Salinas	124	613,600	229,150
Bakersfield	125	603,700	225,670
Yakima-Pasco-RchInd-Knnwck	126	544,600	225,320
Columbus, GA (Opelika, AL)	127	469,600	219,450
La Crosse-Eau Claire	128	473,500	216,510
Corpus Christi	129	470,400	199,370
Chico-Redding	130	446,900	198,370
Amarillo	131	434,100	195,070
Wilmington	132	385,500	191,630
Columbus-Tupelo-W Pnt-Hstn	133	408,500	190,270
Rockford	134	415,300	187,970
Wausau-Rhineland	135	395,500	186,010
Topeka	136	382,600	179,510
Columbia-Jefferson City	137	388,600	178,610
Monroe-El Dorado	138	392,200	177,900
Duluth-Superior	139	365,400	174,570
Medford-Klamath Falls	140	373,100	172,230
Beaumont-Port Arthur	141	382,000	170,010
Lubbock	142	355,100	161,450
Salisbury	143	342,700	159,630
Erie	144	351,400	158,000
Palm Springs	145	372,500	157,180

MARKET	RANK	DMA PERSONS 12+	TVHH
Wichita Falls & Lawton	146	344,900	157,030
Albany, GA	147	353,400	156,910
Joplin-Pittsburg	148	335,100	156,360
Sioux City	149	338,500	155,490
Anchorage	150	365,900	154,820
Odessa-Midland	151	332,100	146,310
Terre Haute	152	320,700	144,950
Rochestr-Mason City-Austin	153	304,700	144,590
Bangor	154	296,700	144,130
Bluefield-Beckley-Oak Hill	155	293,100	143,280
Panama City	156	305,500	139,700
Minot-Bsmrck-Dcknsn (Wlstn)	157	291,200	138,730
Binghamton	158	296,300	136,740
Wheeling-Steubenville	159	277,000	132,910
Gainesville	160	284,500	130,460
Sherman-Ada	161	277,700	129,480
Idaho Falls-Pocatillo(Jcksn)	162	298,700	128,860
Biloxi-Gulfport	163	276,800	126,610
Yuma-El Centro	164	306,900	118,700
Abilene-Sweetwater	165	256,500	115,200
Missoula	166	247,700	113,380
Hattiesburg-Laurel	167	245,500	112,120
Clarksburg-Weston	168	232,300	110,440
Dothan	169	229,300	110,080
Billings	170	231,200	109,090
Utica	171	234,300	104,990
Quincy-Hannibal-Keokuk	172	226,200	102,010
Rapid City	173	208,500	97,930
Elmira (Corning)	174	211,500	96,390



## Ethnic Reports Available via CD Access

### PPM Markets

The following PPM markets will continue to have an ethnic (Black and/or Hispanic) SDS produced for the October 2010 PPM survey and on a monthly basis going forward.

#### Black

MKT CODE	MARKET	FREQUENCY
917	Atlanta	13
909	Baltimore	13
924	Charlotte-Gastonia-Rock Hill	13
903	Chicago	13
911	Cleveland	13
912	Dallas-Ft. Worth	13
906	Detroit	13
932	Greensboro-Winston Salem-High Point	13
913	Houston-Galveston	13
927	Jacksonville	13
902	Los Angeles	13
925	Memphis	13
916	Miami-Ft. Lauderdale-Hollywood	13
901	New York	13
929	Norfolk-Virginia Beach-Newport News	13
904	Philadelphia	13
930	Raleigh-Durham	13
907	St. Louis	13
908	Washington, DC	13

#### Hispanic

MKT CODE	MARKET	FREQUENCY
825	Austin	13
852	Chicago	13
846	Dallas-Ft. Worth	13
784	Denver-Boulder	13
848	Houston-Galveston	13
831	Las Vegas	13
842	Los Angeles	13
827	Miami-Ft. Lauderdale-Hollywood	13
819	New York	13
845	Orlando	13
864	Phoenix	13
809	Riverside-San Bernardino	13
878	Sacramento	13
814	San Antonio	13
859	San Diego	13
860	San Francisco	13
879	San Jose	13
745	Washington, DC	13

**Market Code (MKT CODE):** Unique, numeric identifier for a market.  
**FREQ (Frequency):** Number of survey periods per year.

## Ethnic Reports Available via CD Access *(continued)*

### Diary Markets

The following Diary markets will continue to have an ethnic (Black and/or Hispanic) SDS produced.

Eighteen Continuously Measured Diary markets will continue to have an Ethnic SDS produced bi-annually, based on the combination of two surveys: Winter and Spring or Summer and Fall.

#### Black

MKT CODE	MARKET	FREQUENCY
931	Baton Rouge	2
923	Birmingham	2
933	Charleston, SC	2
944	Columbia, SC	2
918	Dayton	2
945	Greenville-New Bern-Jacksonville	2
938	Jackson, MS	2
920	Louisville	2
948	Mobile	2
922	New Orleans	2
926	Richmond	2
951	Shreveport	2

#### Hispanic

MKT CODE	MARKET	FREQUENCY
781	Albuquerque	2
783	Bakersfield	2
850	El Paso	2
861	Fresno	2
862	Monterey-Salinas-Santa Cruz	2
865	Tucson	2

**Market Code (MKT CODE):** Unique, numeric identifier for a market.  
**FREQ (Frequency):** Number of survey periods per year.

Six Continuously Measured Diary markets will continue to have a Black SDS produced annually, based on the combination of three surveys: Fall, Winter and Spring.

#### Black

MKT CODE	MARKET	FREQUENCY
935	Buffalo-Niagara Falls	1
936	Chattanooga	1
937	Greenville-Spartanburg	1
946	Huntsville	1
947	Little Rock	1
943	Toledo	1

Five Diary markets measured bi-annually will have a Hispanic SDS produced, based on the combination of two surveys: Fall and Spring or Spring and Fall.

#### Hispanic

MKT CODE	MARKET	FREQUENCY
747	Corpus Christi	2
749	Laredo, TX	2
849	McAllen-Brownsville-Harlingen	2
775	Oxnard-Ventura	2
773	Visalia-Tulare-Hanford	2

## 2010 Custom Sports Reports

PPM Sports Reports reflect the audience of play-by-play radio broadcasts of Pro Football and Baseball games in PPM markets. These reports offer a season-average AQH Rating and Cume audience for the most popular demo groups. Agencies and advertisers who subscribe to Arbitron's respondent level data will find a PDF report for each team on [my.arbitron.com](http://my.arbitron.com).

MARKET	NFL FOOTBALL TEAMS	MLB BASEBALL TEAMS
Philadelphia	Philadelphia Eagles	Philadelphia Phillies
Houston-Galveston	Houston Texans	Houston Astros
New York	New York Jets New York Giants	New York Yankees New York Mets
Los Angeles		Los Angeles Dodgers Los Angeles Angels of Anaheim
Chicago	Chicago Bears	Chicago White Sox Chicago Cubs
San Francisco	Oakland Raiders San Francisco 49ers	Oakland Athletics San Francisco Giants
Dallas-Ft. Worth	Dallas Cowboys	Texas Rangers
Washington, DC	Washington Redskins	Washington Nationals
Detroit	Detroit Lions	Detroit Tigers
Atlanta	Atlanta Falcons	Atlanta Braves
Boston	New England Patriots	Boston Red Sox
Miami-Ft. Lauderdale-Hollywood	Miami Dolphins	Florida Marlins
Seattle-Tacoma	Seattle Seahawks	Seattle Mariners
Phoenix	Arizona Cardinals	Arizona Diamondbacks

MARKET	NFL FOOTBALL TEAMS	MLB BASEBALL TEAMS
Minneapolis-St.Paul	Minnesota Vikings	Minnesota Twins
San Diego	San Diego Chargers	San Diego Padres
Tampa	Tampa Bay Buccaneers	Tampa Bay Rays
St. Louis	St. Louis Rams	St. Louis Cardinals
Baltimore	Baltimore Ravens	Baltimore Orioles
Denver-Boulder	Denver Broncos	Colorado Rockies
Pittsburgh, PA	Pittsburgh Steelers	Pittsburgh Pirates
Cleveland	Cleveland Browns	Cleveland Indians
Cincinnati	Cincinnati Bengals	Cincinnati Reds
Kansas City	Kansas City Chiefs	Kansas City Royals
Milwaukee	Green Bay Packers	Milwaukee Brewers
Indianapolis	Indianapolis Colts	
Jacksonville	Jacksonville Jaguars	
Nashville	Tennessee Titans	
Charlotte	Carolina Panthers	

2010 MLB Report due 11/19/10  
2010 NFL Report due 2/4/11