

Market Survey Schedule & Population Rankings

Web Links

- 2010-2013 Diary Survey Schedule www.arbitron.com/home/surveysched.asp
- 2011 PPM Survey Schedule www.arbitron.com/home/surveysched.asp
- Custom Survey Area Reports www.arbitron.com/radio_stations/csars.htm

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These population estimates are based upon Census 2010 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 Fall 2011 market definitions.

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2011 Market Survey Frequency and Type

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
240	Abilene, TX	2	2A	H
78	Akron	4	4S	B
241	Albany, GA	2	2A	B
65	Albany-Schenectady-Troy	4	4S	
68	Albuquerque	4	4S	H
225	Alexandria, LA	2	2A	B
70	Allentown-Bethlehem	4	4S	H
261	Altoona	2	2S	
169	Amarillo, TX	2	2C	H
170	Anchorage	2	2S	
155	Ann Arbor	2	2S	B
137	Appleton-Oshkosh	2	2S	
161	Asheville	2	2S	
9	Atlanta	13	PPM	BH
145	Atlantic City-Cape May	2	2S	BH
110	Augusta, GA	2	2S	B
264	Augusta-Waterville, ME	2	2A	
36	Austin	13	PPM	BH
77	Bakersfield	4	4S	H
21	Baltimore	13	PPM	B
220	Bangor	2	2S	
81	Baton Rouge	4	4S	B
258	Battle Creek, MI	2	2A	B
141	Beaumont-Port Arthur, TX	2	2A	BH
281	Beckley, WV	2	2A	
213	Bend, OR	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
251	Billings, MT	2	2A	
150	Biloxi-Gulfport-Pascagoula	2	2S	B
184	Binghamton	2	2S	
59	Birmingham	4	4S	B
272	Bismarck, ND	2	2A	
234	Bloomington	2	2S	
274	Bluefield, WV	2	2A	
101	Boise	2	2S	H
10	Boston	13	PPM	BH
125	Bridgeport	2	2S	BH
282	Brunswick, GA	2	2A	B
198	Bryan-College Station, TX	2	2C	BH
55	Buffalo-Niagara Falls	4	4S	B
142	Burlington-Plattsburgh	2	2S	
135	Canton	2	2S	
202	Cape Cod, MA	2	2A	
284	Casper, WY	2	2A	
209	Cedar Rapids	2	2S	
212	Champaign, IL	2	2A	B
83	Charleston, SC	4	4S	B
187	Charleston, WV	2	2S	
24	Charlotte-Gastonia-Rock Hill	13	PPM	BH
108	Chattanooga	4	4S	B
280	Cheyenne, WY	2	2A	H
3	Chicago	13	PPM	BH
204	Chico, CA	2	2A	H

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
29	Cincinnati	13	PPM	B
30	Cleveland	13	PPM	B
92	Colorado Springs	4	4S	H
238	Columbia, MO	2	2A	
89	Columbia, SC	4	4S	B
191	Columbus, GA	2	2S	B
35	Columbus, OH	13	PPM	B
263	Columbus-Starkville-West Point, MS	2	2A	B
176	Concord (Lakes Region)	2	2S	
111	Corpus Christi	2	2S	H
5	Dallas-Ft. Worth	13	PPM	BH
203	Danbury, CT	2	2A	H
63	Dayton	4	4S	B
94	Daytona Beach	2	2S	BH
273	Decatur, IL	2	2A	B
20	Denver-Boulder	13	PPM	BH
73	Des Moines	4	4S	
11	Detroit	13	PPM	B
190	Dothan, AL	2	2A	B
237	Dubuque, IA	2	2A	
208	Duluth-Superior	2	2S	
239	Eau Claire, WI	2	2A	
75	El Paso	4	4S	H
226	Elmira-Corning, NY	2	2A	
173	Erie	2	2S	
149	Eugene-Springfield	2	2S	

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

2011 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
165	Evansville	2	2S	
207	Fargo-Moorhead	2	2S	
130	Fayetteville (North West Arkansas)	2	2C	H
131	Fayetteville, NC	2	2S	B
154	Flagstaff-Prescott, AZ	2	2A	H
133	Flint	2	2S	B
215	Florence, SC	2	2A	B
249	Florence-Muscle Shoals, AL	2	2A	B
195	Frederick, MD	2	2C	B
147	Fredericksburg	2	2S	B
67	Fresno	4	4S	H
120	Ft. Collins-Greeley, CO	2	2A	H
62	Ft. Myers-Naples-Marco Island	2	2S	H
98	Ft. Pierce-Stuart-Vero Beach	2	2S	BH
160	Ft. Smith, AR	2	2C	
193	Ft. Walton Beach-Destin, FL	2	2A	
113	Ft. Wayne	2	2S	
86	Gainesville-Ocala	4	4S	B
277	Grand Forks, ND-MN	2	2A	
259	Grand Island-Kearney, NE	2	2A	H
253	Grand Junction, CO	2	2A	H
69	Grand Rapids	4	4S	
189	Green Bay	2	2S	
46	Greensboro-Winston-Salem-High Point	13	PPM	BH

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
82	Greenville-New Bern-Jacksonville	4	4S	B
60	Greenville-Spartanburg	4	4S	B
168	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	2A	
80	Harrisburg-Lebanon-Carlisle	4	4S	
260	Harrisonburg, VA	2	2A	
52	Hartford-New Britain-Middletown	13	PPM	BH
64	Honolulu	4	4S	
278	Hot Springs, AR	2	2A	
6	Houston-Galveston	13	PPM	BH
39	Hudson Valley	2	2S	BH
163	Huntington-Ashland	2	2S	
106	Huntsville	4	4S	B
40	Indianapolis	13	PPM	B
126	Jackson, MS	4	4S	B
279	Jackson, TN	2	2C	B
50	Jacksonville	13	PPM	B
105	Johnson City-Kingsport-Bristol	4	4S	
229	Jonesboro, AR	2	2C	B
233	Joplin, MO	2	2A	
186	Kalamazoo	2	2S	B
254	Kalispell-Flathead Valley, MT	2	2A	
33	Kansas City	13	PPM	BH
143	Killeen-Temple, TX	2	2A	BH
72	Knoxville	4	4S	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
224	La Crosse, WI	2	2A	
232	Lafayette, IN	2	2S	
108	Lafayette, LA	2	2S	B
227	Lake Charles, LA	2	2A	B
95	Lakeland-Winter Haven	2	2S	BH
112	Lancaster	2	2S	
127	Lansing-East Lansing	2	2S	
205	Laredo, TX	2	2A	H
214	Las Cruces, NM	2	2A	H
32	Las Vegas	13	PPM	BH
245	LaSalle-Peru, IL	2	2A	
222	Laurel-Hattiesburg, MS	2	2A	B
267	Lawton, OK	2	2A	B
185	Lebanon-Rutland-White River Junction	2	2S	
103	Lexington-Fayette	2	2S	
250	Lima, OH	2	2A	
171	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
243	Lufkin-Nacogdoches, TX	2	2A	BH
157	Macon	2	2S	B
100	Madison	4	4S	
196	Manchester	2	2S	

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2011 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
266	Mankato-New Ulm-St. Peter, MN	2	2A	
283	Mason City, IA	2	2A	
58	McAllen-Brownsville-Harlingen	2	2S	H
211	Medford-Ashland, OR	2	2A	
102	Melbourne-Titusville-Cocoa	2	2S	B
51	Memphis	13	PPM	B
182	Merced, CA	2	2A	H
12	Miami-Ft. Lauderdale-Hollywood	13	PPM	BH
41	Middlesex-Somerset-Union	13	PPM	BH
38	Milwaukee-Racine	13	PPM	BH
16	Minneapolis-St. Paul	13	PPM	B
97	Mobile	4	4S	B
118	Modesto	2	2S	H
53	Monmouth-Ocean	4	4S	H
252	Monroe, LA	2	2A	B
88	Monterey-Salinas-Santa Cruz	4	4S	H
152	Montgomery	2	2S	B
262	Montpelier-Barre-St. Johnsbury	2	2S	
172	Morgantown-Clarksburg-Fairmont, WV	2	2A	
117	Morristown, NJ	2	2C	H
216	Muncie-Marion, IN	2	2A	
236	Muskegon, MI	2	2A	B
159	Myrtle Beach, SC	2	2A	B
45	Nashville	13	PPM	B
18	Nassau-Suffolk (Long Island)	13	PPM	BH

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
180	New Bedford-Fall River, MA	2	2C	
116	New Haven	2	2S	BH
178	New London, CT	2	2A	
47	New Orleans	4	4S	B
1	New York	13	PPM	BH
44	Norfolk-Virginia Beach-Newport News	13	PPM	B
181	Odessa-Midland, TX	2	2A	H
48	Oklahoma City	4	4S	BH
223	Olean, NY	2	2A	
74	Omaha-Council Bluffs	4	4S	
34	Orlando	13	PPM	BH
119	Oxnard-Ventura	2	2S	H
132	Palm Springs	2	2S	H
235	Panama City, FL	2	2A	B
248	Parkersburg-Marietta, WV-OH	2	2A	
128	Pensacola	2	2S	B
153	Peoria	2	2S	
7	Philadelphia	13	PPM	BH
15	Phoenix	13	PPM	BH
25	Pittsburgh, PA	13	PPM	B
90	Portland, ME	2	2S	
23	Portland, OR	13	PPM	H
121	Portsmouth-Dover-Rochester	2	2S	
167	Poughkeepsie, NY	2	2A	B
42	Providence-Warwick-Pawtucket	13	PPM	H

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
242	Pueblo	2	2S	H
14	Puerto Rico	4	4S	
151	Quad Cities (Davenport-Rock Island-Moline)	2	2S	
43	Raleigh-Durham	13	PPM	BH
265	Rapid City, SD	2	2A	
134	Reading, PA	2	2A	H
230	Redding, CA	2	2A	
124	Reno	2	2S	H
56	Richmond	4	4S	B
26	Riverside-San Bernardino	13	PPM	BH
114	Roanoke-Lynchburg	2	2S	B
228	Rochester, MN	2	2A	
57	Rochester, NY	4	4S	B
158	Rockford	2	2S	BH
27	Sacramento	13	PPM	BH
139	Saginaw-Bay City-Midland	2	2S	B
194	Salina-Manhattan, KS	2	2A	
140	Salisbury-Ocean City	2	2S	B
31	Salt Lake City-Ogden-Provo	13	PPM	H
275	San Angelo, TX	2	2A	H
28	San Antonio	13	PPM	BH
17	San Diego	13	PPM	BH
4	San Francisco	13	PPM	BH
37	San Jose	13	PPM	H
175	San Luis Obispo, CA	2	2A	H

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2011 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
218	Santa Barbara, CA	2	2A	H
206	Santa Maria-Lompoc, CA	2	2A	H
122	Santa Rosa	2	2S	H
76	Sarasota-Bradenton	2	2S	
156	Savannah	2	2S	B
13	Seattle-Tacoma	13	PPM	BH
276	Sebring, FL	2	2A	H
270	Sheboygan, WI	2	2A	
136	Shreveport	4	4S	B
269	Sioux City, IA	2	2A	H
183	South Bend	2	2S	B
93	Spokane	4	4S	
91	Springfield, MA	4	4S	H
138	Springfield, MO	2	2S	
218	St. Cloud, MN	2	2A	
22	St. Louis	13	PPM	B
148	Stamford-Norwalk, CT	2	2A	H
87	Stockton	2	2S	H
247	Sussex, NJ	2	2A	
85	Syracuse	4	4S	
164	Tallahassee	2	2S	B
19	Tampa-St. Petersburg-Clearwater	13	PPM	BH
210	Terre Haute	2	2S	
257	Texarkana, TX-AR	2	2A	B
95	Toledo	4	4S	B
200	Topeka	2	2S	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
197	Traverse City-Petoskey, MI	2	2A	
146	Trenton	2	2S	BH
188	Tri-Cities, WA (Richland-Kennewick-Pasco)	2	2A	H
61	Tucson	4	4S	H
66	Tulsa	4	4S	
192	Tupelo, MS	2	2A	B
221	Tuscaloosa, AL	2	2A	B
231	Twin Falls (Sun Valley), ID	2	2A	H
144	Tyler-Longview	2	2S	BH
166	Utica-Rome	2	2S	
255	Valdosta, GA	2	2C	B
123	Victor Valley	2	2S	H
104	Visalia-Tulare-Hanford	2	2S	H
199	Waco, TX	2	2A	BH
8	Washington, DC	13	PPM	BH
244	Waterloo-Cedar Falls	2	2S	
271	Watertown, NY	2	2A	
174	Wausau-Stevens Point, WI (Central WI)	2	2A	
177	Wenatchee, WA	2	2A	H
49	West Palm Beach-Boca Raton	13	PPM	BH
246	Wheeling	2	2S	
99	Wichita	4	4S	
256	Wichita Falls, TX	2	2A	BH
71	Wilkes Barre-Scranton	4	4S	
268	Williamsport, PA	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
79	Wilmington, DE	2	2S	B
162	Wilmington, NC	2	2S	B
217	Winchester, VA	2	2A	
115	Worcester	2	2S	
201	Yakima, WA	2	2A	H
107	York	4	4S	
129	Youngstown-Warren	2	2S	B

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Metro Survey Area Rankings and Population

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
001	1	PPM	New York	15,573,500
003	2	PPM	Los Angeles	10,682,900
005	3	PPM	Chicago	7,762,900
009	4	PPM	San Francisco	6,074,300
024	5	PPM	Dallas-Ft. Worth	5,269,400
033	6	PPM	Houston-Galveston	4,984,000
007	7	PPM	Philadelphia	4,480,600
015	8	PPM	Washington, DC	4,479,400
047	9	PPM	Atlanta	4,293,000
013	10	PPM	Boston	4,012,500
011	11	PPM	Detroit	3,738,100
429	12	PPM	Miami-Ft. Lauderdale-Hollywood	3,615,500
039	13	PPM	Seattle-Tacoma	3,470,400
540	14	4S	Puerto Rico	3,190,100
057	15	PPM	Phoenix	3,168,400
027	16	PPM	Minneapolis-St. Paul	2,757,900
063	17	PPM	San Diego	2,595,700
321	18	PPM	Nassau-Suffolk ¹ (Long Island)	(2,425,100)
087	19	PPM	Tampa-St. Petersburg-Clearwater	2,422,000
035	20	PPM	Denver-Boulder	2,366,900
021	21	PPM	Baltimore	2,308,900
017	22	PPM	St. Louis	2,306,100
051	23	PPM	Portland, OR	2,120,500
093	24	PPM	Charlotte-Gastonia-Rock Hill	2,046,300
023	25	PPM	Pittsburgh, PA	1,991,400
			TOTAL 1-25	105,710,700

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
379	26	PPM	Riverside-San Bernardino	1,912,600
065	27	PPM	Sacramento	1,854,400
059	28	PPM	San Antonio	1,800,200
031	29	PPM	Cincinnati	1,765,600
019	30	PPM	Cleveland	1,756,100
101	31	PPM	Salt Lake City-Ogden-Provo	1,734,000
257	32	PPM	Las Vegas	1,650,500
041	33	PPM	Kansas City	1,642,300
131	34	PPM	Orlando	1,574,900
045	35	PPM	Columbus, OH	1,519,500
135	36	PPM	Austin	1,487,800
215	37	PPM	San Jose ²	(1,485,200)
043	38	PPM	Milwaukee-Racine	1,472,600
393	39	2S	Hudson Valley ³	(1,458,500)
049	40	PPM	Indianapolis	1,427,500
413	41	PPM	Middlesex-Somerset-Union ⁴	(1,412,400)
077	42	PPM	Providence-Warwick-Pawtucket	1,378,400
115	43	PPM	Raleigh-Durham	1,367,700
109	44	PPM	Norfolk-Virginia Beach-Newport News	1,351,100
073	45	PPM	Nashville	1,279,900
166	46	PPM	Greensboro-Winston-Salem-High Point	1,213,500
053	47	4S	New Orleans	1,187,300
083	48	4S	Oklahoma City	1,149,800
299	49	PPM	West Palm Beach-Boca Raton	1,149,100
107	50	PPM	Jacksonville	1,146,200
			TOTAL 26-50	33,132,300
			TOTAL 1-50	138,843,000

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
075	51	PPM	Memphis	1,093,800
061	52	PPM	Hartford-New Britain-Middletown	1,071,600
516	53	4S	Monmouth-Ocean ⁵	(1,029,600)
055	54	4S	Louisville	994,300
037	55	4S	Buffalo-Niagara Falls	980,700
105	56	4S	Richmond	978,600
079	57	4S	Rochester, NY	961,400
269	58	2S	McAllen-Brownsville-Harlingen	912,500
095	59	4S	Birmingham	898,600
191	60	4S	Greenville-Spartanburg	890,400
207	61	4S	Tucson	836,300
515	62	2S	Ft. Myers-Naples-Marco Island	833,000
067	63	4S	Dayton	828,800
099	64	4S	Honolulu	810,700
069	65	4S	Albany-Schenectady-Troy	802,300
103	66	4S	Tulsa	772,300
089	67	4S	Fresno	754,300
141	68	4S	Albuquerque	743,600
127	69	4S	Grand Rapids	722,000
145	70	4S	Allentown-Bethlehem	710,000
175	71	4S	Wilkes Barre-Scranton	700,500
121	72	4S	Knoxville	684,700
071	73	4S	Des Moines	664,300
085	74	4S	Omaha-Council Bluffs	656,600
161	75	4S	El Paso	643,100

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.

¹ The Nassau-Suffolk (Long Island), NY Metro is embedded in the New York Metro.

² The San Jose Metro is embedded in the San Francisco Metro.

³ Putnam, NY (population 86,200), Rockland, NY (population 256,700) and Westchester, NY (population 804,300) are included in the Hudson Valley and the New York Metro definitions.

⁴ The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

⁵ Monmouth County (population 539,200) 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	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
373	76	2S	Sarasota-Bradenton	626,900
143	77	4S	Bakersfield	616,700
081	78	4S	Akron	602,800
139	79	2S	Wilmington, DE	599,100
119	80	4S	Harrisburg-Lebanon-Carlisle	591,600
223	81	4S	Baton Rouge	588,800
361	82	4S	Greenville-New Bern-Jacksonville	574,000
231	83	4S	Charleston, SC	573,100
123	84	4S	Little Rock	570,100
091	85	4S	Syracuse	569,800
550	86	4S	Gainesville-Ocala	563,100
291	87	2S	Stockton	560,400
283	88	4S	Monterey-Salinas-Santa Cruz	557,600
183	89	4S	Columbia, SC	557,300
197	90	2S	Portland, ME	542,700
117	91	4S	Springfield, MA	537,400
233	92	4S	Colorado Springs	527,000
177	93	4S	Spokane	526,600
341	94	2S	Daytona Beach	525,100
311	95	2S	Lakeland-Winter Haven	513,900
097	95	4S	Toledo	513,900
133	97	4S	Mobile	505,200
517	98	2S	Ft. Pierce-Stuart-Vero Beach	498,200
125	99	4S	Wichita	495,300
171	100	4S	Madison	495,000
			TOTAL 51-100	34,266,400
			TOTAL 1-100	173,109,400

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
229	101	2S	Boise	488,000
331	102	2S	Melbourne-Titusville-Cocoa	481,300
259	103	2S	Lexington-Fayette	477,300
293	104	2S	Visalia-Tulare-Hanford	477,200
345	105	4S	Johnson City-Kingsport-Bristol	470,300
327	106	4S	Huntsville	464,600
301	107	4S	York	464,100
181	108	4S	Chattanooga	455,300
253	108	2S	Lafayette, LA	455,300
305	110	2S	Augusta, GA	453,400
155	111	2S	Corpus Christi	447,100
255	112	2S	Lancaster	439,300
165	113	2S	Ft. Wayne	439,000
277	114	2S	Roanoke-Lynchburg	435,000
113	115	2S	Worcester	431,100
062	116	2S	New Haven	420,800
565	117	2C	Morristown, NJ ¹	(420,700)
343	118	2S	Modesto	420,600
594	119	2S	Oxnard-Ventura	420,200
590	120	2A	Ft. Collins-Greeley, CO	417,700
247	121	2S	Portsmouth-Dover-Rochester	416,900
574	122	2S	Santa Rosa ²	(415,800)
419	123	2S	Victor Valley	411,800
275	124	2S	Reno	403,100
337	125	2S	Bridgeport	402,400
169	126	4S	Jackson, MS	401,300

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
195	127	2S	Lansing-East Lansing	398,300
317	128	2S	Pensacola	385,300
129	129	2S	Youngstown-Warren	383,600
503	130	2C	Fayetteville (North West Arkansas)	373,900
359	131	2S	Fayetteville, NC	372,500
592	132	2S	Palm Springs	358,600
163	133	2S	Flint	353,500
273	134	2A	Reading, PA	351,800
082	135	2S	Canton	344,600
111	136	4S	Shreveport	343,600
303	137	2S	Appleton-Oshkosh	337,600
203	138	2S	Springfield, MO	335,900
281	139	2S	Saginaw-Bay City-Midland	332,900
271	140	2S	Salisbury-Ocean City	326,600
149	141	2A	Beaumont-Port Arthur, TX	326,500
505	142	2S	Burlington-Plattsburgh	325,400
562	143	2A	Killeen-Temple, TX	323,300
502	144	2S	Tyler-Longview	319,000
367	145	2S	Atlantic City-Cape May	318,900
537	146	2S	Trenton	312,500
416	147	2S	Fredericksburg ³	(311,400)
547	148	2A	Stamford-Norwalk, CT ⁴	(310,600)
241	149	2S	Eugene-Springfield	310,000
533	150	2S	Biloxi-Gulfport-Pascagoula	309,800
157	151	2S	Quad Cities (Davenport-Rock Island-Moline)	306,300
173	152	2S	Montgomery	305,900

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.

¹ The Morristown Metro is embedded in the New York Metro.

² The Santa Rosa Metro is embedded in the San Francisco Metro.

³ Stafford County (population 110,800) is included in the Fredericksburg and Washington, DC, Metro definitions.

⁴ The Stamford-Norwalk Metro is embedded in the New York Metro.

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

Metro Survey Area Rankings and Population (continued)

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
137	153	2S	Peoria	304,000
412	154	2A	Flagstaff-Prescott, AZ	301,300
581	155	2S	Ann Arbor	299,000
285	156	2S	Savannah	295,700
265	157	2S	Macon	295,100
279	158	2S	Rockford	293,000
510	159	2A	Myrtle Beach, SC	292,300
589	160	2C	Ft. Smith, AR	284,700
221	161	2S	Asheville	279,800
377	162	2S	Wilmington, NC	277,700
193	163	2S	Huntington-Ashland	270,500
333	164	2S	Tallahassee	268,700
185	165	2S	Evansville	265,500
295	166	2S	Utica-Rome	259,200
518	167	2A	Poughkeepsie, NY	258,300
524	168	2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	255,000
147	169	2C	Amarillo, TX	244,800
315	170	2S	Anchorage	244,000
261	171	2S	Lincoln	243,100
555	172	2A	Morgantown-Clarksburg-Fairmont, WV	240,700
239	173	2S	Erie	240,300
597	174	2A	Wausau-Stevens Point, WI (Central WI)	239,600
556	175	2A	San Luis Obispo, CA	238,300
426	176	2S	Concord (Lakes Region)	237,700
385	177	2A	Wenatchee, WA	237,400

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
563	178	2A	New London, CT	236,300
263	179	2S	Lubbock	234,900
365	180	2C	New Bedford-Fall River, MA ¹	(227,700)
561	181	2A	Odessa-Midland, TX	223,600
536	182	2A	Merced, CA	222,300
287	183	2S	South Bend	221,700
227	184	2S	Binghamton	218,400
430	185	2S	Lebanon-Rutland-White River Junction	214,800
251	186	2S	Kalamazoo	213,900
153	187	2S	Charleston, WV	213,300
371	188	2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	211,100
245	189	2S	Green Bay	210,600
501	190	2A	Dothan, AL	209,700
235	191	2S	Columbus, GA	209,500
543	192	2A	Tupelo, MS	202,900
391	193	2A	Ft. Walton Beach-Destin, FL	201,000
387	194	2A	Salina-Manhattan, KS	199,200
528	195	2C	Frederick, MD ²	(199,100)
267	196	2S	Manchester ³	(198,500)
535	197	2A	Traverse City-Petoskey, MI	197,300
549	198	2C	Bryan-College Station, TX	197,100
309	199	2A	Waco, TX	196,800
205	200	2S	Topeka	196,300
325	201	2A	Yakima, WA	194,200
530	202	2A	Cape Cod, MA	192,800

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
593	203	2A	Danbury, CT	192,200
508	204	2A	Chico, CA	191,500
506	205	2A	Laredo, TX	188,800
567	206	2A	Santa Maria-Lompoc, CA	182,700
187	207	2S	Fargo-Moorhead	181,300
159	208	2S	Duluth-Superior	179,600
151	209	2S	Cedar Rapids	179,000
307	210	2S	Terre Haute	177,800
339	211	2A	Medford-Ashland, OR	177,300
507	212	2A	Champaign, IL	175,700
436	213	2A	Bend, OR	174,300
441	214	2A	Las Cruces, NM	173,900
554	215	2A	Florence, SC	173,100
422	216	2A	Muncie-Marion, IN	172,400
569	217	2A	Winchester, VA	171,300
591	218	2A	Santa Barbara, CA	170,900
575	218	2A	St. Cloud, MN	170,900
526	220	2S	Bangor	170,000
596	221	2A	Tuscaloosa, AL	169,200
522	222	2A	Laurel-Hattiesburg, MS	165,800
421	223	2A	Olean, NY	163,400
559	224	2A	La Crosse, WI	162,200
587	225	2A	Alexandria, LA	161,900
557	226	2A	Elmira-Corning, NY	160,800
584	227	2A	Lake Charles, LA	158,700
532	228	2A	Rochester, MN	156,400
497	229	2C	Jonesboro, AR	153,300

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.

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

² The Frederick Metro is embedded in the Washington, DC, Metro.

³ The M-Split portion of Rockingham County (population 51,200) is included in the Manchester and Portsmouth-Dover-Rochester 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	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
509	230	2A	Redding, CA	153,000
442	231	2A	Twin Falls (Sun Valley), ID	152,200
595	232	2S	Lafayette, IN	149,300
534	233	2A	Joplin, MO	147,200
323	234	2S	Bloomington	145,300
573	235	2A	Panama City, FL	144,900
566	236	2A	Muskegon, MI	144,800
570	237	2A	Dubuque, IA	144,100
564	238	2A	Columbia, MO	142,000
586	239	2A	Eau Claire, WI	139,800
546	240	2A	Abilene, TX	138,500
580	241	2A	Albany, GA	136,400
353	242	2S	Pueblo	134,800
439	243	2A	Lufkin-Nacogdoches, TX	133,500
297	244	2S	Waterloo-Cedar Falls	132,600
425	245	2A	LaSalle-Peru, IL	131,600
179	246	2S	Wheeling	129,000
579	247	2A	Sussex, NJ	128,800
539	248	2A	Parkersburg-Marietta, WV-OH	128,200
404	249	2A	Florence-Muscle Shoals, AL	127,800
576	250	2A	Lima, OH	127,200
225	251	2A	Billings, MT	126,600
585	252	2A	Monroe, LA	126,100
511	253	2A	Grand Junction, CO	125,500
440	254	2A	Kalispell-Flathead Valley, MT	120,800

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
433	255	2C	Valdosta, GA	118,400
209	256	2A	Wichita Falls, TX	117,100
512	257	2A	Texarkana, TX-AR	115,300
531	258	2A	Battle Creek, MI	114,100
381	259	2A	Grand Island-Kearney, NE	112,900
519	260	2A	Harrisonburg, VA	110,800
219	261	2S	Altoona	109,400
432	262	2S	Montpelier-Barre-St. Johnsbury	109,300
405	263	2A	Columbus-Starkville-West Point, MS	107,900
527	264	2A	Augusta-Waterville, ME	107,500
545	265	2A	Rapid City, SD	107,000
402	266	2A	Mankato-New Ulm-St. Peter, MN	106,900
599	267	2A	Lawton, OK	103,500
578	268	2A	Williamsport, PA	100,300
523	269	2A	Sioux City, IA	99,600
418	270	2A	Sheboygan, WI	98,500
577	271	2A	Watertown, NY	97,900
582	272	2A	Bismarck, ND	94,800
499	273	2A	Decatur, IL	93,500
520	274	2A	Bluefield, WV	92,900
548	275	2A	San Angelo, TX	92,100
409	276	2A	Sebring, FL	87,200
572	277	2A	Grand Forks, ND-MN	84,500
383	278	2A	Hot Springs, AR	83,300
289	279	2C	Jackson, TN	82,500

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
560	280	2A	Cheyenne, WY	77,800
558	281	2A	Beckley, WV	68,100
513	282	2A	Brunswick, GA	67,500
403	283	2A	Mason City, IA	67,100
369	284	2A	Casper, WY	64,000
TOTAL 101-284				41,336,800
TOTAL 1-284				214,446,200

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	267,900
4S	Akron	1,175,200
2A	Albany, GA	415,600
4S	Albany-Schenectady-Troy	1,381,300
4S	Albuquerque	1,111,300
2A	Alexandria, LA	413,500
4S	Allentown-Bethlehem	990,100
2S	Altoona	530,200
2C	Amarillo, TX	364,300
2S	Anchorage	369,600
2S	Ann Arbor	299,000
2S	Appleton-Oshkosh	892,800
2S	Asheville	526,900
2S	Atlantic City-Cape May	554,200
2S	Augusta, GA	633,000
2A	Augusta-Waterville, ME	435,700
4S	Bakersfield	616,700
2S	Bangor	344,100
4S	Baton Rouge	1,512,300
2A	Battle Creek, MI	114,100
2A	Beaumont-Port Arthur, TX	576,800
2A	Beckley, WV	278,100
2A	Bend, OR	174,300
2A	Billings, MT	207,900
2S	Biloxi-Gulfport-Pascagoula	524,500
2S	Binghamton	586,100
4S	Birmingham	1,790,600

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Bismarck, ND	212,800
2S	Bloomington	251,300
2A	Bluefield, WV	213,900
2S	Boise	723,900
2S	Bridgeport	402,400
2A	Brunswick, GA	209,400
2C	Bryan-College Station, TX	246,200
4S	Buffalo-Niagara Falls	1,333,500
2S	Burlington-Plattsburgh	521,900
2S	Canton	436,800
2A	Cape Cod, MA	216,300
2A	Casper, WY	150,100
2S	Cedar Rapids	644,800
2A	Champaign, IL	502,500
4S	Charleston, SC	794,900
2S	Charleston, WV	532,100
4S	Chattanooga	1,102,800
2A	Cheyenne, WY	132,200
2A	Chico, CA	435,400
4S	Colorado Springs	814,500
2A	Columbia, MO	627,400
4S	Columbia, SC	938,000
2S	Columbus, GA	594,500
2A	Columbus-Starkville-West Point, MS	222,800
2S	Concord (Lakes Region)	293,700
2S	Corpus Christi	477,300
2A	Danbury, CT	192,200

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Dayton	1,241,000
2S	Daytona Beach	525,100
2A	Decatur, IL	183,200
4S	Des Moines	1,032,300
2A	Dothan, AL	511,400
2A	Dubuque, IA	220,000
2S	Duluth-Superior	367,000
2A	Eau Claire, WI	363,600
4S	El Paso	895,100
2A	Elmira-Corning, NY	282,800
2S	Erie	438,500
2S	Eugene-Springfield	676,500
2S	Evansville	720,800
2S	Fargo-Moorhead	458,800
2C	Fayetteville (North West Arkansas)	665,800
2S	Fayetteville, NC	914,100
2A	Flagstaff-Prescott, AZ	434,500
2S	Flint	629,700
2A	Florence, SC	525,900
2A	Florence-Muscle Shoals, AL	273,000
2C	Frederick, MD	325,400
2S	Fredericksburg	407,700
4S	Fresno	1,577,800
2A	Ft. Collins-Greeley, CO	417,700
2S	Ft. Myers-Naples-Marco Island	1,181,700
2S	Ft. Pierce-Stuart-Vero Beach	531,500
2C	Ft. Smith, AR	389,500

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
2A	Ft. Walton Beach-Destin, FL	334,200
2S	Ft. Wayne	856,900
4S	Gainesville-Ocala	1,002,600
2A	Grand Forks, ND-MN	151,800
2A	Grand Island-Kearney, NE	224,000
2A	Grand Junction, CO	285,200
4S	Grand Rapids	1,611,500
2S	Green Bay	815,000
4S	Greenville-New Bern-Jacksonville	1,085,900
4S	Greenville-Spartanburg	1,908,000
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	420,700
4S	Harrisburg-Lebanon-Carlisle	1,645,900
2A	Harrisonburg, VA	312,300
4S	Honolulu	1,007,200
2A	Hot Springs, AR	149,500
2S	Hudson Valley	1,996,100
2S	Huntington-Ashland	600,600
4S	Huntsville	1,049,600
4S	Jackson, MS	796,200
2C	Jackson, TN	498,600
4S	Johnson City-Kingsport-Bristol	834,000
2C	Jonesboro, AR	296,600
2A	Joplin, MO	409,200
2S	Kalamazoo	664,500
2A	Kalispell-Flathead Valley, MT	131,000
2A	Killeen-Temple, TX	376,000
4S	Knoxville	1,394,700

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	La Crosse, WI	203,500
2S	Lafayette, IN	359,200
2S	Lafayette, LA	634,400
2A	Lake Charles, LA	254,500
2S	Lakeland-Winter Haven	623,400
2S	Lancaster	930,100
2S	Lansing-East Lansing	839,300
2A	Laredo, TX	209,800
2A	Las Cruces, NM	184,400
2A	LaSalle-Peru, IL	142,400
2A	Laurel-Hattiesburg, MS	312,100
2A	Lawton, OK	231,700
2S	Lebanon-Rutland-White River Junction	320,700
2S	Lexington-Fayette	905,900
2A	Lima, OH	336,800
2S	Lincoln	413,100
4S	Little Rock	1,124,600
4S	Louisville	1,463,000
2S	Lubbock	382,500
2A	Lufkin-Nacogdoches, TX	258,400
2S	Macon	622,400
4S	Madison	1,070,000
2S	Manchester	306,000
2A	Mankato-New Ulm-St. Peter, MN	221,600
2A	Mason City, IA	143,100
2S	McAllen-Brownsville-Harlingen	997,400
2A	Medford-Ashland, OR	288,900

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Melbourne-Titusville-Cocoa	481,300
2A	Merced, CA	222,300
4S	Mobile	1,138,800
2S	Modesto	1,293,900
4S	Monmouth-Ocean	1,029,600
2A	Monroe, LA	408,600
4S	Monterey-Salinas-Santa Cruz	602,800
2S	Montgomery	785,300
2S	Montpelier-Barre-St. Johnsbury	294,500
2A	Morgantown-Clarksburg-Fairmont, WV	414,900
2C	Morristown, NJ	420,700
2A	Muncie-Marion, IN	194,300
2A	Muskegon, MI	207,800
2A	Myrtle Beach, SC	496,800
2C	New Bedford-Fall River, MA	227,700
2S	New Haven	729,500
2A	New London, CT	373,100
4S	New Orleans	1,907,900
2A	Odessa-Midland, TX	356,100
4S	Oklahoma City	1,526,900
2A	Olean, NY	163,400
4S	Omaha-Council Bluffs	1,248,200
2S	Oxnard-Ventura	857,100
2S	Palm Springs	529,200
2A	Panama City, FL	321,700
2A	Parkersburg-Marietta, WV-OH	305,600
2S	Pensacola	761,400

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.

Total Survey Area Population (continued)

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Peoria	587,000
2S	Portland, ME	868,300
2S	Portsmouth-Dover-Rochester	538,100
2A	Poughkeepsie, NY	796,800
2S	Pueblo	209,700
4S	Puerto Rico	3,190,100
2S	Quad Cities (Davenport-Rock Island-Moline)	722,200
2A	Rapid City, SD	244,100
2A	Reading, PA	351,800
2A	Redding, CA	258,300
2S	Reno	665,400
4S	Richmond	1,379,700
2S	Roanoke-Lynchburg	1,096,900
2A	Rochester, MN	437,900
4S	Rochester, NY	1,204,000
2S	Rockford	637,000
2S	Saginaw-Bay City-Midland	1,169,900
2A	Salina-Manhattan, KS	227,200
2S	Salisbury-Ocean City	582,500
2A	San Angelo, TX	130,300
2A	San Luis Obispo, CA	421,000
2A	Santa Barbara, CA	353,600
2A	Santa Maria-Lompoc, CA	182,700
2S	Santa Rosa	472,300
2S	Sarasota-Bradenton	804,200
2S	Savannah	907,200

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Sebring, FL	87,200
2A	Sheboygan, WI	98,500
4S	Shreveport	927,000
2A	Sioux City, IA	281,600
2S	South Bend	884,600
4S	Spokane	773,000
4S	Springfield, MA	600,400
2S	Springfield, MO	692,700
2A	St. Cloud, MN	450,600
2A	Stamford-Norwalk, CT	310,600
2S	Stockton	560,400
2A	Sussex, NJ	180,900
4S	Syracuse	1,012,300
2S	Tallahassee	511,400
2S	Terre Haute	355,300
2A	Texarkana, TX-AR	287,100
4S	Toledo	971,300
2S	Topeka	536,600
2A	Traverse City-Petoskey, MI	478,700
2S	Trenton	423,800
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	449,300
4S	Tucson	1,310,500
4S	Tulsa	1,343,400
2A	Tupelo, MS	480,100
2A	Tuscaloosa, AL	350,300
2A	Twin Falls (Sun Valley), ID	152,200

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Tyler-Longview	879,800
2S	Utica-Rome	406,800
2C	Valdosta, GA	190,200
2S	Victor Valley	411,800
2S	Visalia-Tulare-Hanford	477,200
2A	Waco, TX	680,600
2S	Waterloo-Cedar Falls	556,300
2A	Watertown, NY	218,400
2A	Wausau-Stevens Point, WI (Central WI)	548,400
2A	Wenatchee, WA	267,500
2S	Wheeling	285,000
4S	Wichita	728,300
2A	Wichita Falls, TX	348,700
4S	Wilkes Barre-Scranton	971,000
2A	Williamsport, PA	315,200
2S	Wilmington, DE	737,700
2S	Wilmington, NC	604,100
2A	Winchester, VA	412,700
2S	Worcester	555,900
2A	Yakima, WA	223,100
4S	York	1,340,300
2S	Youngstown-Warren	770,900

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 12+ Black Population

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	240	Abilene, TX	10,600	
4S	78	Akron	74,000	B
2A	241	Albany, GA	70,200	B
4S	65	Albany-Schenectady-Troy	60,000	
4S	68	Albuquerque	20,300	
2A	225	Alexandria, LA	46,600	B
4S	70	Allentown-Bethlehem	34,800	
2S	261	Altoona	2,200	
2C	169	Amarillo, TX	13,800	
2S	170	Anchorage	15,600	
2S	155	Ann Arbor	39,400	B
2S	137	Appleton-Oshkosh	5,600	
2S	161	Asheville	14,200	
PPM	9	Atlanta	1,410,400	B
2S	145	Atlantic City-Cape May	38,600	B
2S	110	Augusta, GA	154,000	B
2A	264	Augusta-Waterville, ME	1,000	
PPM	36	Austin	108,900	B
4S	77	Bakersfield	35,700	
PPM	21	Baltimore	660,300	B
2S	220	Bangor	1,600	
4S	81	Baton Rouge	196,600	B
2A	258	Battle Creek, MI	13,100	B
2A	141	Beaumont-Port Arthur, TX	78,200	B
2A	281	Beckley, WV	5,800	
2A	213	Bend, OR	1,200	
2A	251	Billings, MT	1,200	
2S	150	Biloxi-Gulfport-Pascagoula	60,300	B
2S	184	Binghamton	9,400	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	59	Birmingham	256,000	B
2A	272	Bismarck, ND	600	
2S	234	Bloomington	10,900	
2A	274	Bluefield, WV	4,900	
2S	101	Boise	6,000	
PPM	10	Boston	289,800	B
2S	125	Bridgeport	51,000	B
2A	282	Brunswick, GA	16,600	B
2C	198	Bryan-College Station, TX	21,300	B
4S	55	Buffalo-Niagara Falls	115,900	B
2S	142	Burlington-Plattsburgh	8,400	
2S	135	Canton	26,000	
2A	202	Cape Cod, MA	4,700	
2A	284	Casper, WY	900	
2S	209	Cedar Rapids	7,800	
2A	212	Champaign, IL	21,300	B
4S	83	Charleston, SC	151,700	B
2S	187	Charleston, WV	13,300	
PPM	24	Charlotte-Gastonia-Rock Hill	440,500	B
4S	108	Chattanooga	61,500	B
2A	280	Cheyenne, WY	2,200	
PPM	3	Chicago	1,320,300	B
2A	204	Chico, CA	3,900	
PPM	29	Cincinnati	219,300	B
PPM	30	Cleveland	345,600	B
4S	92	Colorado Springs	34,800	
2A	238	Columbia, MO	13,600	
4S	89	Columbia, SC	179,300	B
2S	191	Columbus, GA	89,100	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

For a Metro to qualify for Black DST, the Metro's Black 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.
 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 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	35	Columbus, OH	237,600	B
2A	263	Columbus-Starkville-West Point, MS	44,100	B
2S	176	Concord (Lakes Region)	2,600	
2S	111	Corpus Christi	15,300	
PPM	5	Dallas-Ft. Worth	807,400	B
2A	203	Danbury, CT	6,700	
4S	63	Dayton	118,600	B
2S	94	Daytona Beach	54,500	B
2A	273	Decatur, IL	15,000	B
PPM	20	Denver-Boulder	128,600	B
4S	73	Des Moines	27,700	
PPM	11	Detroit	818,100	B
2A	190	Dothan, AL	42,700	B
2A	237	Dubuque, IA	3,000	
2S	208	Duluth-Superior	4,500	
2A	239	Eau Claire, WI	2,100	
4S	75	El Paso	18,500	
2A	226	Elmira-Corning, NY	7,200	
2S	173	Erie	17,400	
2S	149	Eugene-Springfield	4,600	
2S	165	Evansville	18,800	
2S	207	Fargo-Moorhead	4,300	
2C	130	Fayetteville (North West Arkansas)	8,800	
2S	131	Fayetteville, NC	123,300	B
2A	154	Flagstaff-Prescott, AZ	3,300	
2S	133	Flint	71,800	B
2A	215	Florence, SC	69,800	B
2A	249	Florence-Muscle Shoals, AL	15,500	B
2C	195	Frederick, MD	18,700	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	147	Fredericksburg	57,000	B
4S	67	Fresno	39,200	
2A	120	Ft. Collins-Greeley, CO	5,500	
2S	62	Ft. Myers-Naples-Marco Island	58,200	
2S	98	Ft. Pierce-Stuart-Vero Beach	62,200	B
2C	160	Ft. Smith, AR	10,200	
2A	193	Ft. Walton Beach-Destin, FL	17,200	
2S	113	Ft. Wayne	36,200	
4S	86	Gainesville-Ocala	80,100	B
2A	277	Grand Forks, ND-MN	1,500	
2A	259	Grand Island-Kearney, NE	1,700	
2A	253	Grand Junction, CO	1,100	
4S	69	Grand Rapids	52,900	
2S	189	Green Bay	5,500	
PPM	46	Greensboro-Winston-Salem-High Point	260,200	B
4S	82	Greenville-New Bern-Jacksonville	135,100	B
4S	60	Greenville-Spartanburg	148,300	B
2A	168	Hagerstown-Chambersburg-Waynesboro, MD-PA	18,000	
4S	80	Harrisburg-Lebanon-Carlisle	50,700	
2A	260	Harrisonburg, VA	4,400	
PPM	52	Hartford-New Britain-Middletown	114,800	B
4S	64	Honolulu	21,700	
2A	278	Hot Springs, AR	6,500	
PPM	6	Houston-Galveston	856,300	B
2S	39	Hudson Valley	174,400	B
2S	163	Huntington-Ashland	8,300	
4S	106	Huntsville	91,300	B
PPM	40	Indianapolis	221,200	B
4S	126	Jackson, MS	188,900	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

For a Metro to qualify for Black DST, the Metro's Black 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.
 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 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2C	279	Jackson, TN	29,400	B
PPM	50	Jacksonville	239,500	B
4S	105	Johnson City-Kingsport-Bristol	11,400	
2C	229	Jonesboro, AR	12,600	B
2A	233	Joplin, MO	3,100	
2S	186	Kalamazoo	23,900	B
2A	254	Kalispell-Flathead Valley, MT	700	
PPM	33	Kansas City	216,200	B
2A	143	Killeen-Temple, TX	64,800	B
4S	72	Knoxville	40,600	
2A	224	La Crosse, WI	2,400	
2S	232	Lafayette, IN	6,800	
2S	108	Lafayette, LA	120,000	B
2A	227	Lake Charles, LA	38,800	B
2S	95	Lakeland-Winter Haven	72,300	B
2S	112	Lancaster	15,600	
2S	127	Lansing-East Lansing	37,300	
2A	205	Laredo, TX	400	
2A	214	Las Cruces, NM	2,900	
PPM	32	Las Vegas	180,400	B
2A	245	LaSalle-Peru, IL	2,500	
2A	222	Laurel-Hattiesburg, MS	45,400	B
2A	267	Lawton, OK	18,100	B
2S	185	Lebanon-Rutland-White River Junction	2,200	
2S	103	Lexington-Fayette	48,600	
2A	250	Lima, OH	11,100	
2S	171	Lincoln	10,000	
4S	84	Little Rock	126,700	B
PPM	2	Los Angeles	757,700	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	54	Louisville	146,200	B
2S	179	Lubbock	16,500	
2A	243	Lufkin-Nacogdoches, TX	22,300	B
2S	157	Macon	115,900	B
4S	100	Madison	24,100	
2S	196	Manchester	4,900	
2A	266	Mankato-New Ulm-St. Peter, MN	2,600	
2A	283	Mason City, IA	800	
2S	58	McAllen-Brownsville-Harlingen	3,900	
2A	211	Medford-Ashland, OR	1,800	
2S	102	Melbourne-Titusville-Cocoa	48,300	B
PPM	51	Memphis	484,400	B
2A	182	Merced, CA	8,500	
PPM	12	Miami-Ft. Lauderdale-Hollywood	725,800	B
PPM	41	Middlesex-Somerset-Union	182,400	B
PPM	38	Milwaukee-Racine	223,900	B
PPM	16	Minneapolis-St. Paul	215,400	B
4S	97	Mobile	129,500	B
2S	118	Modesto	12,900	
4S	53	Monmouth-Ocean	53,400	
2A	252	Monroe, LA	44,000	B
4S	88	Monterey-Salinas-Santa Cruz	14,500	
2S	152	Montgomery	125,300	B
2S	262	Montpelier-Barre-St. Johnsbury	1,100	
2A	172	Morgantown-Clarksburg-Fairmont, WV	7,600	
2C	117	Morristown, NJ	13,900	
2A	216	Muncie-Marion, IN	11,900	
2A	236	Muskegon, MI	20,900	B
2A	159	Myrtle Beach, SC	45,700	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 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	45	Nashville	202,800	B
PPM	18	Nassau-Suffolk (Long Island)	217,100	B
2C	180	New Bedford-Fall River, MA	11,900	
2S	116	New Haven	62,000	B
2A	178	New London, CT	15,100	
4S	47	New Orleans	364,400	B
PPM	1	New York	2,591,000	B
PPM	44	Norfolk-Virginia Beach-Newport News	424,100	B
2A	181	Odessa-Midland, TX	12,200	
4S	48	Oklahoma City	118,600	B
2A	223	Olean, NY	3,100	
4S	74	Omaha-Council Bluffs	57,200	
PPM	34	Orlando	254,700	B
2S	119	Oxnard-Ventura	10,700	
2S	132	Palm Springs	7,500	
2A	235	Panama City, FL	15,400	B
2A	248	Parkersburg-Marietta, WV-OH	2,100	
2S	128	Pensacola	63,600	B
2S	153	Peoria	28,400	
PPM	7	Philadelphia	915,200	B
PPM	15	Phoenix	169,700	B
PPM	25	Pittsburgh, PA	172,000	B
2S	90	Portland, ME	12,600	
PPM	23	Portland, OR	66,900	
2S	121	Portsmouth-Dover-Rochester	4,000	
2A	167	Poughkeepsie, NY	25,600	B
PPM	42	Providence-Warwick-Pawtucket	71,000	
2S	242	Pueblo	2,700	
4S	14	Puerto Rico	*	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	151	Quad Cities (Davenport-Rock Island-Moline)	22,500	
PPM	43	Raleigh-Durham	297,500	B
2A	265	Rapid City, SD	1,600	
2A	134	Reading, PA	16,000	
2A	230	Redding, CA	1,900	
2S	124	Reno	10,800	
4S	56	Richmond	289,900	B
PPM	26	Riverside-San Bernardino	177,000	B
2S	114	Roanoke-Lynchburg	68,400	B
2A	228	Rochester, MN	6,300	
4S	57	Rochester, NY	103,000	B
2S	158	Rockford	31,200	B
PPM	27	Sacramento	143,700	B
2S	139	Saginaw-Bay City-Midland	33,800	B
2A	194	Salina-Manhattan, KS	12,100	
2S	140	Salisbury-Ocean City	56,800	B
PPM	31	Salt Lake City-Ogden-Provo	25,100	
2A	275	San Angelo, TX	3,600	
PPM	28	San Antonio	117,200	B
PPM	17	San Diego	134,200	B
PPM	4	San Francisco	422,400	B
PPM	37	San Jose	41,800	
2A	175	San Luis Obispo, CA	5,700	
2A	218	Santa Barbara, CA	2,500	
2A	206	Santa Maria-Lompoc, CA	5,100	
2S	122	Santa Rosa	8,200	
2S	76	Sarasota-Bradenton	38,100	
2S	156	Savannah	95,900	B
PPM	13	Seattle-Tacoma	206,400	B

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

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*Ethnic populations unnecessary for Puerto Rico.

Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	276	Sebring, FL	7,100	
2A	270	Sheboygan, WI	1,900	
4S	136	Shreveport	127,500	B
2A	269	Sioux City, IA	3,000	
2S	183	South Bend	28,300	B
4S	93	Spokane	10,200	
4S	91	Springfield, MA	36,600	
2S	138	Springfield, MO	9,500	
2A	218	St. Cloud, MN	7,000	
PPM	22	St. Louis	429,700	B
2A	148	Stamford-Norwalk, CT	26,700	
2S	87	Stockton	44,900	
2A	247	Sussex, NJ	2,700	
4S	85	Syracuse	45,800	
2S	164	Tallahassee	76,100	B
PPM	19	Tampa-St. Petersburg-Clearwater	269,200	B
2S	210	Terre Haute	8,600	
2A	257	Texarkana, TX-AR	27,500	B
4S	95	Toledo	74,000	B
2S	200	Topeka	13,700	
2A	197	Traverse City-Petoskey, MI	2,000	
2S	146	Trenton	60,800	B
2A	188	Tri-Cities, WA (Richland-Kennewick-Pasco)	3,800	
4S	61	Tucson	31,400	
4S	66	Tulsa	65,400	
2A	192	Tupelo, MS	43,600	B
2A	221	Tuscaloosa, AL	48,000	B
2A	231	Twin Falls (Sun Valley), ID	400	
2S	144	Tyler-Longview	57,300	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	166	Utica-Rome	13,900	
2C	255	Valdosta, GA	38,900	B
2S	123	Victor Valley	34,300	
2S	104	Visalia-Tulare-Hanford	15,200	
2A	199	Waco, TX	28,100	B
PPM	8	Washington, DC	1,190,900	B
2S	244	Waterloo-Cedar Falls	9,900	
2A	271	Watertown, NY	5,000	
2A	174	Wausau-Stevens Point, WI (Central WI)	2,000	
2A	177	Wenatchee, WA	2,100	
PPM	49	West Palm Beach-Boca Raton	187,500	B
2S	246	Wheeling	4,900	
4S	99	Wichita	41,900	
2A	256	Wichita Falls, TX	11,800	B
4S	71	Wilkes Barre-Scranton	36,800	
2A	268	Williamsport, PA	4,600	
2S	79	Wilmington, DE	122,200	B
2S	162	Wilmington, NC	34,900	B
2A	217	Winchester, VA	8,900	
2S	115	Worcester	21,800	
2A	201	Yakima, WA	2,000	
4S	107	York	23,000	
2S	129	Youngstown-Warren	45,600	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 12+ Hispanic Population

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	240	Abilene, TX	27,200	H
4S	78	Akron	8,900	
2A	241	Albany, GA	3,100	
4S	65	Albany-Schenectady-Troy	34,400	
4S	68	Albuquerque	336,900	H
2A	225	Alexandria, LA	4,200	
4S	70	Allentown-Bethlehem	86,600	H
2S	261	Altoona	1,000	
2C	169	Amarillo, TX	59,800	H
2S	170	Anchorage	17,200	
2S	155	Ann Arbor	12,100	
2S	137	Appleton-Oshkosh	11,100	
2S	161	Asheville	14,000	
PPM	9	Atlanta	458,800	H
2S	145	Atlantic City-Cape May	42,700	H
2S	110	Augusta, GA	20,700	
2A	264	Augusta-Waterville, ME	1,200	
PPM	36	Austin	444,600	H
4S	77	Bakersfield	308,000	H
PPM	21	Baltimore	108,400	
2S	220	Bangor	1,800	
4S	81	Baton Rouge	23,000	
2A	258	Battle Creek, MI	4,700	
2A	141	Beaumont-Port Arthur, TX	41,100	H
2A	281	Beckley, WV	800	
2A	213	Bend, OR	13,600	
2A	251	Billings, MT	5,200	
2S	150	Biloxi-Gulfport-Pascagoula	15,500	
2S	184	Binghamton	6,000	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	59	Birmingham	38,900	
2A	272	Bismarck, ND	1,200	
2S	234	Bloomington	6,000	
2A	274	Bluefield, WV	800	
2S	101	Boise	55,600	H
PPM	10	Boston	355,900	H
2S	125	Bridgeport	65,100	H
2A	282	Brunswick, GA	4,400	
2C	198	Bryan-College Station, TX	41,700	H
4S	55	Buffalo-Niagara Falls	36,800	
2S	142	Burlington-Plattsburgh	6,500	
2S	135	Canton	5,100	
2A	202	Cape Cod, MA	3,800	
2A	284	Casper, WY	4,100	
2S	209	Cedar Rapids	4,500	
2A	212	Champaign, IL	9,800	
4S	83	Charleston, SC	31,700	
2S	187	Charleston, WV	1,800	
PPM	24	Charlotte-Gastonia-Rock Hill	178,100	H
4S	108	Chattanooga	16,500	
2A	280	Cheyenne, WY	9,500	H
PPM	3	Chicago	1,528,100	H
2A	204	Chico, CA	25,100	H
PPM	29	Cincinnati	46,500	
PPM	30	Cleveland	77,100	
4S	92	Colorado Springs	75,200	H
2A	238	Columbia, MO	4,200	
4S	89	Columbia, SC	29,900	
2S	191	Columbus, GA	12,800	

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

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Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	35	Columbus, OH	56,300	
2A	263	Columbus-Starkville-West Point, MS	1,500	
2S	176	Concord (Lakes Region)	3,000	
2S	111	Corpus Christi	260,600	H
PPM	5	Dallas-Ft. Worth	1,374,400	H
2A	203	Danbury, CT	23,600	H
4S	63	Dayton	17,300	
2S	94	Daytona Beach	55,600	H
2A	273	Decatur, IL	1,600	
PPM	20	Denver-Boulder	480,100	H
4S	73	Des Moines	34,300	
PPM	11	Detroit	137,500	
2A	190	Dothan, AL	8,700	
2A	237	Dubuque, IA	2,600	
2S	208	Duluth-Superior	2,400	
2A	239	Eau Claire, WI	2,300	
4S	75	El Paso	523,100	H
2A	226	Elmira-Corning, NY	3,000	
2S	173	Erie	7,100	
2S	149	Eugene-Springfield	21,100	
2S	165	Evansville	5,200	
2S	207	Fargo-Moorhead	3,600	
2C	130	Fayetteville (North West Arkansas)	52,600	H
2S	131	Fayetteville, NC	32,500	
2A	154	Flagstaff-Prescott, AZ	37,700	H
2S	133	Flint	9,900	
2A	215	Florence, SC	3,400	
2A	249	Florence-Muscle Shoals, AL	2,700	
2C	195	Frederick, MD	15,100	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	147	Fredericksburg	24,100	
4S	67	Fresno	365,600	H
2A	120	Ft. Collins-Greeley, CO	66,200	H
2S	62	Ft. Myers-Naples-Marco Island	164,100	H
2S	98	Ft. Pierce-Stuart-Vero Beach	67,900	H
2C	160	Ft. Smith, AR	20,400	
2A	193	Ft. Walton Beach-Destin, FL	12,700	
2S	113	Ft. Wayne	21,100	
4S	86	Gainesville-Ocala	54,100	
2A	277	Grand Forks, ND-MN	2,800	
2A	259	Grand Island-Kearney, NE	14,600	H
2A	253	Grand Junction, CO	15,200	H
4S	69	Grand Rapids	62,100	
2S	189	Green Bay	14,000	
PPM	46	Greensboro-Winston-Salem-High Point	102,400	H
4S	82	Greenville-New Bern-Jacksonville	38,600	
4S	60	Greenville-Spartanburg	54,600	
2A	168	Hagerstown-Chambersburg-Waynesboro, MD-PA	9,400	
4S	80	Harrisburg-Lebanon-Carlisle	30,400	
2A	260	Harrisonburg, VA	9,900	
PPM	52	Hartford-New Britain-Middletown	135,800	H
4S	64	Honolulu	57,900	
2A	278	Hot Springs, AR	3,800	
PPM	6	Houston-Galveston	1,674,900	H
2S	39	Hudson Valley	281,600	H
2S	163	Huntington-Ashland	2,500	
4S	106	Huntsville	24,600	
PPM	40	Indianapolis	90,200	
4S	126	Jackson, MS	9,100	

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

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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 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2C	279	Jackson, TN	2,900	
PPM	50	Jacksonville	80,200	
4S	105	Johnson City-Kingsport-Bristol	8,300	
2C	229	Jonesboro, AR	5,000	
2A	233	Joplin, MO	8,200	
2S	186	Kalamazoo	7,900	
2A	254	Kalispell-Flathead Valley, MT	2,800	
PPM	33	Kansas City	132,700	H
2A	143	Killeen-Temple, TX	63,800	H
4S	72	Knoxville	25,300	
2A	224	La Crosse, WI	3,000	
2S	232	Lafayette, IN	10,300	
2S	108	Lafayette, LA	13,800	
2A	227	Lake Charles, LA	4,100	
2S	95	Lakeland-Winter Haven	87,900	H
2S	112	Lancaster	34,600	
2S	127	Lansing-East Lansing	22,300	
2A	205	Laredo, TX	180,700	H
2A	214	Las Cruces, NM	109,100	H
PPM	32	Las Vegas	448,300	H
2A	245	LaSalle-Peru, IL	9,600	
2A	222	Laurel-Hattiesburg, MS	6,600	
2A	267	Lawton, OK	10,900	
2S	185	Lebanon-Rutland-White River Junction	3,200	
2S	103	Lexington-Fayette	25,900	
2A	250	Lima, OH	2,500	
2S	171	Lincoln	13,300	
4S	84	Little Rock	27,900	
PPM	2	Los Angeles	4,438,200	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	54	Louisville	41,100	
2S	179	Lubbock	69,600	H
2A	243	Lufkin-Nacogdoches, TX	22,100	H
2S	157	Macon	13,300	
4S	100	Madison	26,200	
2S	196	Manchester	9,600	
2A	266	Mankato-New Ulm-St. Peter, MN	2,900	
2A	283	Mason City, IA	2,000	
2S	58	McAllen-Brownsville-Harlingen	806,600	H
2A	211	Medford-Ashland, OR	16,900	
2S	102	Melbourne-Titusville-Cocoa	38,900	
PPM	51	Memphis	57,000	
2A	182	Merced, CA	111,400	H
PPM	12	Miami-Ft. Lauderdale-Hollywood	1,830,400	H
PPM	41	Middlesex-Somerset-Union	284,700	H
PPM	38	Milwaukee-Racine	132,700	H
PPM	16	Minneapolis-St. Paul	140,700	
4S	97	Mobile	16,100	
2S	118	Modesto	168,600	H
4S	53	Monmouth-Ocean	91,700	H
2A	252	Monroe, LA	2,300	
4S	88	Monterey-Salinas-Santa Cruz	241,400	H
2S	152	Montgomery	10,400	
2S	262	Montpelier-Barre-St. Johnsbury	1,600	
2A	172	Morgantown-Clarksburg-Fairmont, WV	3,300	
2C	117	Morristown, NJ	49,200	H
2A	216	Muncie-Marion, IN	3,800	
2A	236	Muskegon, MI	6,100	
2A	159	Myrtle Beach, SC	17,300	

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

For a Metro to qualify for Black DST, the Metro's Black 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.

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 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	45	Nashville	88,300	
PPM	18	Nassau-Suffolk (Long Island)	378,200	H
2C	180	New Bedford-Fall River, MA	18,800	
2S	116	New Haven	50,100	H
2A	178	New London, CT	19,000	
4S	47	New Orleans	88,800	
PPM	1	New York	3,566,600	H
PPM	44	Norfolk-Virginia Beach-Newport News	72,800	
2A	181	Odessa-Midland, TX	96,300	H
4S	48	Oklahoma City	115,100	H
2A	223	Olean, NY	2,400	
4S	74	Omaha-Council Bluffs	59,300	
PPM	34	Orlando	438,500	H
2S	119	Oxnard-Ventura	212,700	H
2S	132	Palm Springs	186,100	H
2A	235	Panama City, FL	7,000	
2A	248	Parkersburg-Marietta, WV-OH	900	
2S	128	Pensacola	17,800	
2S	153	Peoria	8,200	
PPM	7	Philadelphia	338,300	H
PPM	15	Phoenix	850,800	H
PPM	25	Pittsburgh, PA	25,400	
2S	90	Portland, ME	8,400	
PPM	23	Portland, OR	244,200	H
2S	121	Portsmouth-Dover-Rochester	7,100	
2A	167	Poughkeepsie, NY	27,200	
PPM	42	Providence-Warwick-Pawtucket	129,100	H
2S	242	Pueblo	53,200	H
4S	14	Puerto Rico	*	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	151	Quad Cities (Davenport-Rock Island-Moline)	21,600	
PPM	43	Raleigh-Durham	143,800	H
2A	265	Rapid City, SD	3,600	
2A	134	Reading, PA	52,400	H
2A	230	Redding, CA	11,800	
2S	124	Reno	80,600	H
4S	56	Richmond	52,700	
PPM	26	Riverside-San Bernardino	908,200	H
2S	114	Roanoke-Lynchburg	12,100	
2A	228	Rochester, MN	6,100	
4S	57	Rochester, NY	52,800	
2S	158	Rockford	33,700	H
PPM	27	Sacramento	340,100	H
2S	139	Saginaw-Bay City-Midland	17,000	
2A	194	Salina-Manhattan, KS	13,400	
2S	140	Salisbury-Ocean City	19,700	
PPM	31	Salt Lake City-Ogden-Provo	236,300	H
2A	275	San Angelo, TX	31,000	H
PPM	28	San Antonio	943,200	H
PPM	17	San Diego	773,600	H
PPM	4	San Francisco	1,340,300	H
PPM	37	San Jose	373,500	H
2A	175	San Luis Obispo, CA	46,400	H
2A	218	Santa Barbara, CA	54,400	H
2A	206	Santa Maria-Lompoc, CA	87,900	H
2S	122	Santa Rosa	97,000	H
2S	76	Sarasota-Bradenton	64,100	
2S	156	Savannah	15,100	
PPM	13	Seattle-Tacoma	283,300	H

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*Ethnic populations unnecessary for Puerto Rico.

Metro Survey Areas 12+ Hispanic Population *(continued)*

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	276	Sebring, FL	14,400	H
2A	270	Sheboygan, WI	4,900	
4S	136	Shreveport	11,600	
2A	269	Sioux City, IA	15,100	H
2S	183	South Bend	14,700	
4S	93	Spokane	21,400	
4S	91	Springfield, MA	81,900	H
2S	138	Springfield, MO	8,800	
2A	218	St. Cloud, MN	3,800	
PPM	22	St. Louis	59,100	
2A	148	Stamford-Norwalk, CT	50,700	H
2S	87	Stockton	209,700	H
2A	247	Sussex, NJ	8,300	
4S	85	Syracuse	17,700	
2S	164	Tallahassee	15,200	
PPM	19	Tampa-St. Petersburg-Clearwater	391,500	H
2S	210	Terre Haute	3,300	
2A	257	Texarkana, TX-AR	6,300	
4S	95	Toledo	27,300	
2S	200	Topeka	16,200	
2A	197	Traverse City-Petoskey, MI	3,500	
2S	146	Trenton	46,600	H
2A	188	Tri-Cities, WA (Richland-Kennewick-Pasco)	53,700	H
4S	61	Tucson	268,800	H
4S	66	Tulsa	61,700	
2A	192	Tupelo, MS	5,700	
2A	221	Tuscaloosa, AL	5,200	
2A	231	Twin Falls (Sun Valley), ID	30,200	H
2S	144	Tyler-Longview	50,500	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	166	Utica-Rome	10,000	
2C	255	Valdosta, GA	6,600	
2S	123	Victor Valley	142,600	H
2S	104	Visalia-Tulare-Hanford	266,600	H
2A	199	Waco, TX	43,500	H
PPM	8	Washington, DC	632,300	H
2S	244	Waterloo-Cedar Falls	3,900	
2A	271	Watertown, NY	4,700	
2A	174	Wausau-Stevens Point, WI (Central WI)	5,100	
2A	177	Wenatchee, WA	55,000	H
PPM	49	West Palm Beach-Boca Raton	217,200	H
2S	246	Wheeling	1,000	
4S	99	Wichita	54,300	
2A	256	Wichita Falls, TX	17,800	H
4S	71	Wilkes Barre-Scranton	48,400	
2A	268	Williamsport, PA	1,300	
2S	79	Wilmington, DE	44,100	
2S	162	Wilmington, NC	14,600	
2A	217	Winchester, VA	11,400	
2S	115	Worcester	38,500	
2A	201	Yakima, WA	79,800	H
4S	107	York	24,200	
2S	129	Youngstown-Warren	11,300	

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

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Television DMA Markets

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	17,707,200	7,387,810
Los Angeles	2	14,574,600	5,569,780
Chicago	3	8,040,500	3,493,480
Philadelphia	4	6,804,900	2,993,370
Dallas-Ft. Worth	5	5,857,000	2,571,310
San Francisco-Oak-San Jose	6	5,980,800	2,506,510
Boston (Manchester)	7	5,462,600	2,379,690
Washington, DC (Hagrstwn)	8	5,452,200	2,360,180
Atlanta	9	5,316,600	2,292,640
Houston	10	5,221,400	2,185,260
Detroit	11	4,073,600	1,842,650
Seattle-Tacoma	12	4,146,700	1,811,420
Phoenix (Prescott)	13	4,171,200	1,811,330
Tampa-St. Pete (Sarasota)	14	3,802,000	1,788,240
Minneapolis-St. Paul	15	3,837,800	1,721,940
Miami-Ft. Lauderdale	16	3,680,000	1,583,800
Denver	17	3,439,000	1,548,570
Cleveland-Akron (Canton)	18	3,262,100	1,514,170
Orlando-Daytona Bch-Melbrn	19	3,235,500	1,465,460
Sacramnto-Stkton-Modesto	20	3,391,000	1,388,570
St. Louis	21	2,707,500	1,253,920
Portland, OR	22	2,680,600	1,190,010
Pittsburgh	23	2,475,900	1,171,490
Raleigh-Durham (Fayetvll)	24	2,479,800	1,143,420
Charlotte	25	2,525,900	1,140,900
Indianapolis	26	2,441,700	1,109,970
Baltimore	27	2,474,900	1,097,310
San Diego	28	2,595,700	1,077,600
Nashville	29	2,237,500	1,024,560

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Hartford & New Haven	30	2,287,600	1,006,280
Kansas City	31	2,040,200	939,740
Columbus, OH	32	2,042,300	932,680
Salt Lake City	33	2,388,600	927,540
Milwaukee	34	1,949,600	907,660
Cincinnati	35	1,951,700	896,090
San Antonio	36	2,060,000	880,690
Greenvll-Spart-Ashevll-And	37	1,877,400	860,930
West Palm Beach-Ft. Pierce	38	1,680,600	788,020
Birmingham (Ann and Tusc)	39	1,597,600	738,790
Las Vegas	40	1,694,800	737,300
Harrisburg-Lncstr-Leb-York	41	1,684,500	729,440
Grand Rapids-Kalmzoo-B.Crk	42	1,662,500	722,150
Norfolk-Portsmth-Newpt Nws	43	1,609,000	718,750
Oklahoma City	44	1,529,200	712,630
Albuquerque-Santa Fe	45	1,605,800	710,050
Greensboro-H.Point-W.Salem	46	1,486,500	691,200
Austin	47	1,613,600	686,830
Louisville	48	1,453,100	674,050
Memphis	49	1,494,700	669,940
Jacksonville	50	1,488,800	669,840
Buffalo	51	1,386,000	645,190
New Orleans	52	1,418,800	643,660
Providence-New Bedford	53	1,378,400	620,010
Wilkes Barre-Scranton-Hztn	54	1,339,400	590,740
Fresno-Visalia	55	1,577,800	574,800
Little Rock-Pine Bluff	56	1,238,700	571,630
Richmond-Petersburg	57	1,255,000	559,390
Albany-Schenectady-Troy	58	1,215,300	551,120

Television DMA Markets *(continued)*

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Tulsa	59	1,149,500	529,100
Mobile-Pensacola (Ft Walt)	60	1,173,800	527,930
Knoxville	61	1,155,100	527,790
Ft. Myers-Naples	62	1,053,800	504,240
Dayton	63	1,059,000	493,600
Lexington	64	1,077,600	488,850
Charleston-Huntington	65	1,000,300	465,030
Roanoke-Lynchburg	66	996,300	455,860
Wichita-Hutchinson Plus	67	1,001,400	454,590
Flint-Saginaw-Bay City	68	999,500	451,880
Green Bay-Appleton	69	965,600	445,760
Tucson (Sierra Vista)	70	986,000	442,020
Honolulu	71	1,162,100	434,730
Des Moines-Ames	72	932,400	431,300
Spokane	73	957,700	426,690
Toledo	74	934,000	426,280
Springfield, MO	75	928,500	423,010
Omaha	76	901,900	415,510
Columbia, SC	77	905,500	404,830
Portland-Auburn	78	868,300	401,370
Rochester, NY	79	894,200	398,790
Huntsville-Decatur (Flor)	80	858,200	394,010
Paducah-Cape Girard-Harsbg	81	852,200	393,330
Champaign&Sprngfld-Decatur	82	837,000	386,160
Shreveport	83	846,100	386,150
Syracuse	84	880,800	386,090
Madison	85	826,000	378,290
Chattanooga	86	821,600	366,790
Harlingen-Wslco-Brnsvl-Mca	87	976,400	361,820

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Waco-Temple-Bryan	88	825,500	353,190
Cedar Rapids-Wtrlo-lwcd&Dub	89	748,900	344,150
Colorado Springs-Pueblo	90	779,400	343,160
El Paso (Las Cruces)	91	821,900	336,570
Savannah	92	757,200	335,080
Jackson, MS	93	754,700	334,530
Baton Rouge	94	761,100	333,010
Burlington-Plattsburgh	95	750,500	323,750
Tri-Cities, TN-VA	96	701,500	323,640
South Bend-Elkhart	97	739,400	322,090
Charleston, SC	98	686,900	311,260
Greenville-N.Bern-Washngtn	99	682,500	307,610
Davenport-R.Island-Moline	100	654,000	307,050
Ft. Smith-Fay-Sprngdl-Rgrs	101	675,300	301,120
Johnstown-Altoona-St Colge	102	669,900	294,770
Myrtle Beach-Florence	103	633,000	289,060
Evansville	104	625,100	287,880
Lincoln & Hastings-Krny	105	603,000	280,310
Tallahassee-Thomasville	106	630,700	272,520
Tyler-Longview(Lfkn&Ncgdl)	107	617,900	271,400
Reno	108	619,200	271,020
Ft. Wayne	109	593,800	267,710
Youngstown	110	577,300	263,850
Augusta-Aiken	111	587,400	262,560
Boise	112	607,200	261,810
Sioux Falls(Mitchell)	113	566,900	261,530
Springfield-Holyoke	114	600,400	257,080
Lansing	115	574,400	252,890
Peoria-Bloomington	116	547,600	247,850

Television DMA Markets *(continued)*

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Fargo-Valley City	117	522,300	246,780
Macon	118	569,700	245,910
Montgomery-Selma	119	538,700	245,100
Traverse City-Cadillac	120	535,100	244,050
Eugene	121	535,900	241,270
SantaBarbra-SanMar-SanLuob	122	591,900	230,830
Yakima-Pasco-RchInd-Knnwck	123	556,400	230,010
Lafayette, LA	124	508,600	229,320
Monterey-Salinas	125	602,800	223,620
Bakersfield	126	616,700	221,920
Columbus, GA (Opelika, AL)	127	477,500	215,410
La Crosse-Eau Claire	128	478,700	213,660
Corpus Christi	129	477,300	203,550
Amarillo	130	443,000	195,650
Chico-Redding	131	442,300	194,590
Wilmington	132	403,000	190,730
Columbus-Tupelo-W Pnt-Hstn	133	412,800	189,910
Rockford	134	410,400	184,360
Wausau-Rhineland	135	390,400	181,280
Topeka	136	390,100	177,710
Monroe-El Dorado	137	397,800	177,410
Columbia-Jefferson City	138	400,300	176,470
Duluth-Superior	139	370,200	173,710
Medford-Klamath Falls	140	373,400	170,670
Beaumont-Port Arthur	141	388,100	168,420
Wichita Falls & Lawton	142	359,200	160,540
Lubbock	143	368,300	160,160
Salisbury	144	354,800	159,640
Palm Springs	145	388,500	158,440

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Erie	146	352,800	157,730
Sioux City	147	340,900	157,060
Anchorage	148	369,600	155,600
Joplin-Pittsburg	149	339,100	153,910
Albany, GA	150	347,100	151,260
Odessa-Midland	151	339,600	146,040
Minot-Bsmrck-Dcknsn(Wlstn)	152	305,700	145,480
Rochestr-Mason City-Austin	153	308,400	145,450
Terre Haute	154	327,600	142,780
Bangor	155	308,700	141,580
Bluefield-Beckley-Oak Hill	156	294,800	137,380
Binghamton	157	304,400	136,730
Wheeling-Steubenville	158	285,000	133,120
Panama City	159	304,400	132,120
Idaho Fals-Pocatillo(Jcksn)	160	303,700	128,940
Sherman-Ada	161	280,800	128,790
Biloxi-Gulfport	162	287,500	128,150
Gainesville	163	283,200	124,730
Abilene-Sweetwater	164	261,300	115,630
Missoula	165	252,200	114,590
Yuma-El Centro	166	300,900	112,850
Hattiesburg-Laurel	167	245,900	111,560
Billings	168	234,800	109,940
Dothan	169	236,000	109,080
Clarksburg-Weston	170	237,100	108,980
Quincy-Hannibal-Keokuk	171	232,300	104,790
Utica	172	239,100	104,750
Rapid City	173	213,800	100,120
Elmira (Corning)	174	214,000	96,600

Television DMA Markets *(continued)*

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Lake Charles	175	216,100	94,850
Jackson, TN	176	209,400	94,650
Watertown	177	218,400	93,090
Harrisonburg	178	220,700	91,620
Alexandria, LA	179	203,600	90,160
Marquette	180	188,500	85,230
Jonesboro	181	177,000	81,300
Bowling Green	182	180,300	79,990
Charlottesville	183	175,500	74,630
Grand Junction-Montrose	184	160,800	72,970
Laredo	185	199,800	72,060
Meridian	186	154,400	70,190
Greenwood-Greenville	187	157,300	67,730
Lafayette, IN	188	156,700	67,260
Butte-Bozeman	189	149,700	66,910
Great Falls	190	143,500	66,190
Twin Falls	191	151,200	65,800
Parkersburg	192	134,900	63,120
Bend, OR	193	138,200	62,620
Eureka	194	141,600	61,180
Cheyenne-Scottsbluf	195	120,200	56,640
Casper-Riverton	196	120,700	56,460
San Angelo	197	123,200	55,570
Mankato	198	105,500	53,720
Ottumwa-Kirkville	199	107,100	47,810
St. Joseph	200	108,400	46,690
Lima	201	88,500	39,350
Fairbanks	202	81,400	37,010
Zanesville	203	73,200	33,140

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Victoria	204	70,800	31,540
Presque Isle	205	63,100	29,850
Helena	206	60,300	28,050
Juneau	207	26,800	25,500
Alpena	208	35,400	17,100
North Platte	209	31,400	15,180
Glendive	210	8,800	4,180

Ethnic Reports Available via CD Access

PPM Markets

The following PPM markets will have an ethnic (Black and/or Hispanic) SDS produced monthly.

Black

CODE	MARKET	MKT	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

CODE	MARKET	MKT	FREQUENCY
835	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 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

CODE	MARKET	MKT	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

CODE	MARKET	MKT	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

CODE	MARKET	MKT	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

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

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.

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	Washington Redskins	Washington Nationals
Detroit	Detroit Lions	Detroit Tigers
Atlanta	Atlanta Falcons	Atlanta Braves
Boston	New England Patriots	Boston Red Sox
Miami	Miami Dolphins	Florida Marlins
Seattle-Tacoma	Seattle Seahawks	Seattle Mariners
Phoenix	Arizona Cardinals	Arizona Diamondbacks
Minneapolis-St.Paul	Minnesota Vikings	Minnesota Twins
San Diego	San Diego Chargers	San Diego Padres

MARKET	NFL FOOTBALL TEAMS	MLB BASEBALL TEAMS
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	

Full season baseball report due 11/18/2011
Full season baseball report due 2/3/2012