

# Market Survey Schedule & Population Rankings

## Web Links

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- 2010-2013 Diary Survey Schedule ..... [www.arbitron.com/home/surveysched.asp](http://www.arbitron.com/home/surveysched.asp)
- 2011 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)

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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 2011 market definitions.

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## 2011 Market Survey Frequency and Type

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
238	Abilene, TX	2	2A	H
76	Akron	4	4S	B
63	Albany-Schenectady-Troy	4	4S	
256	Albany, GA	2	2A	B
68	Albuquerque	4	4S	H
219	Alexandria, LA	2	2A	B
69	Allentown-Bethlehem	4	4S	H
257	Altoona	2	2S	
192	Amarillo, TX	2	2A	H
166	Anchorage	2	2S	
151	Ann Arbor	2	2S	B
134	Appleton-Oshkosh	2	2S	
158	Asheville	2	2S	
7	Atlanta	13	PPM	BH
141	Atlantic City-Cape May	2	2S	BH
260	Augusta-Waterville, ME	2	2A	
108	Augusta, GA	2	2S	B
37	Austin	13	PPM	BH
75	Bakersfield	4	4S	H
22	Baltimore	13	PPM	B
220	Bangor	2	2S	
79	Baton Rouge	4	4S	B
255	Battle Creek, MI	2	2A	B
138	Beaumont-Port Arthur, TX	2	2A	BH
279	Beckley, WV	2	2A	
203	Bend, OR	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
250	Billings, MT	2	2A	
152	Biloxi-Gulfport-Pascagoula	2	2S	B
182	Binghamton	2	2S	
57	Birmingham	4	4S	B
269	Bismarck, ND	2	2A	
233	Bloomington	2	2S	
268	Bluefield, WV	2	2A	
100	Boise	2	2S	H
10	Boston	13	PPM	BH
122	Bridgeport	2	2S	BH
281	Brunswick, GA	2	2A	B
228	Bryan-College Station, TX	2	2A	BH
53	Buffalo-Niagara Falls	4	4S	B
139	Burlington-Plattsburgh	2	2S	
129	Canton	2	2S	
194	Cape Cod, MA	2	2A	
282	Casper, WY	2	2A	
207	Cedar Rapids	2	2S	
213	Champaign, IL	2	2A	B
81	Charleston, SC	4	4S	B
185	Charleston, WV	2	2S	
24	Charlotte-Gastonia-Rock Hill	13	PPM	BH
106	Chattanooga	4	4S	B
278	Cheyenne, WY	2	2A	H
3	Chicago	13	PPM	BH
201	Chico, CA	2	2A	H

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
28	Cincinnati	13	PPM	B
29	Cleveland	13	PPM	B
92	Colorado Springs	4	4S	H
237	Columbia, MO	2	2A	
88	Columbia, SC	4	4S	B
262	Columbus-Starkville-West Point, MS	2	2A	B
183	Columbus, GA	2	2S	B
36	Columbus, OH	13	PPM	B
171	Concord (Lakes Region)	2	2S	
136	Corpus Christi	2	2S	H
5	Dallas-Ft. Worth	13	PPM	BH
202	Danbury, CT	2	2A	H
61	Dayton	4	4S	B
271	Decatur, IL	2	2A	B
19	Denver-Boulder	13	PPM	BH
90	Des Moines	4	4S	
11	Detroit	13	PPM	B
190	Dothan, AL	2	2A	B
235	Dubuque, IA	2	2A	
209	Duluth-Superior	2	2S	
236	Eau Claire, WI	2	2A	
74	El Paso	4	4S	H
223	Elmira-Corning, NY	2	2A	
169	Erie	2	2S	
144	Eugene-Springfield	2	2S	
162	Evansville	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
211	Fargo-Moorhead	2	2S	
127	Fayetteville (North West Arkansas)	2	2A	H
126	Fayetteville, NC	2	2S	B
145	Flagstaff-Prescott, AZ	2	2A	H
128	Flint	2	2S	B
248	Florence-Muscle Shoals, AL	2	2A	B
216	Florence, SC	2	2A	B
199	Frederick, MD	2	2C	B
148	Fredericksburg	2	2S	B
66	Fresno	4	4S	H
114	Ft. Collins-Greeley, CO	2	2A	H
62	Ft. Myers-Naples-Marco Island	2	2S	H
96	Ft. Pierce-Stuart-Vero Beach	2	2S	BH
174	Ft. Smith, AR	2	2A	
187	Ft. Walton Beach-Destin, FL	2	2A	
107	Ft. Wayne	2	2S	
82	Gainesville-Ocala	4	4S	B
276	Grand Forks, ND-MN	2	2A	
254	Grand Island-Kearney, NE	2	2A	H
245	Grand Junction, CO	2	2A	H
67	Grand Rapids	4	4S	
188	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

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
165	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	2A	
78	Harrisburg-Lebanon-Carlisle	4	4S	
259	Harrisonburg, VA	2	2A	
50	Hartford-New Britain-Middletown	13	PPM	BH
64	Honolulu	4	4S	
275	Hot Springs, AR	2	2A	
6	Houston-Galveston	13	PPM	BH
159	Huntington-Ashland	2	2S	
105	Huntsville	4	4S	B
39	Indianapolis	13	PPM	B
121	Jackson, MS	4	4S	B
46	Jacksonville	13	PPM	B
102	Johnson City-Kingsport-Bristol	4	4S	
277	Jonesboro, AR	2	2A	B
231	Joplin, MO	2	2A	
184	Kalamazoo	2	2S	B
251	Kalispell-Flathead Valley, MT	2	2A	
32	Kansas City	13	PPM	BH
150	Killeen-Temple, TX	2	2A	BH
70	Knoxville	4	4S	
222	La Crosse, WI	2	2A	
232	Lafayette, IN	2	2S	
104	Lafayette, LA	2	2S	B
226	Lake Charles, LA	2	2A	B
94	Lakeland-Winter Haven	2	2S	BH

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
110	Lancaster	2	2S	
124	Lansing-East Lansing	2	2S	
204	Laredo, TX	2	2A	H
212	Las Cruces, NM	2	2A	H
33	Las Vegas	13	PPM	BH
241	LaSalle-Peru, IL	2	2A	
218	Laurel-Hattiesburg, MS	2	2A	B
269	Lawton, OK	2	2A	B
186	Lebanon-Rutland-White River Junction	2	2S	
272	Lewiston-Auburn, ME	2	2A	
99	Lexington-Fayette	2	2S	
246	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
178	Lubbock	2	2S	H
243	Lufkin-Nacogdoches, TX	2	2A	BH
156	Macon	2	2S	B
97	Madison	4	4S	
193	Manchester	2	2S	
263	Mankato-New Ulm-St. Peter, MN	2	2A	
280	Mason City, IA	2	2A	
59	McAllen-Brownsville-Harlingen	2	2S	H
206	Medford-Ashland, OR	2	2A	

**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
98	Melbourne-Titusville-Cocoa	2	2S	B
49	Memphis	13	PPM	B
180	Merced, CA	2	2A	H
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
93	Mobile	4	4S	B
112	Modesto	2	2S	H
51	Monmouth-Ocean	4	4S	H
249	Monroe, LA	2	2A	B
80	Monterey-Salinas-Santa Cruz	4	4S	H
154	Montgomery	2	2S	B
258	Montpelier-Barre-St. Johnsbury	2	2S	
175	Morgantown-Clarksburg-Fairmont, WV	2	2A	
115	Morristown, NJ	2	2C	H
214	Muncie-Marion, IN	2	2A	
230	Muskegon, MI	2	2A	B
157	Myrtle Beach, SC	2	2A	B
44	Nashville	13	PPM	B
18	Nassau-Suffolk (Long Island)	13	PPM	BH
177	New Bedford-Fall River, MA	2	2C	
117	New Haven	2	2S	BH
176	New London, CT	2	2A	
52	New Orleans	4	4S	B

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
1	New York	13	PPM	BH
137	Newburgh-Middletown, NY (Mid Hudson Valley)	2	2A	BH
43	Norfolk-Virginia Beach-Newport News	13	PPM	B
181	Odessa-Midland, TX	2	2A	H
47	Oklahoma City	4	4S	BH
221	Olean, NY	2	2A	
72	Omaha-Council Bluffs	4	4S	
35	Orlando	13	PPM	BH
118	Oxnard-Ventura	2	2S	H
131	Palm Springs	2	2S	H
234	Panama City, FL	2	2A	B
244	Parkersburg-Marietta, WV-OH	2	2A	
123	Pensacola	2	2S	B
149	Peoria	2	2S	
8	Philadelphia	13	PPM	BH
15	Phoenix	13	PPM	BH
25	Pittsburgh, PA	13	PPM	B
167	Portland, ME	2	2S	
23	Portland, OR	13	PPM	H
113	Portsmouth-Dover-Rochester	2	2S	
163	Poughkeepsie, NY	2	2A	B
41	Providence-Warwick-Pawtucket	13	PPM	H
239	Pueblo	2	2S	H
14	Puerto Rico	4	4S	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
147	Quad Cities (Davenport-Rock Island-Moline)	2	2S	
42	Raleigh-Durham	13	PPM	BH
261	Rapid City, SD	2	2A	
130	Reading, PA	2	2A	H
225	Redding, CA	2	2A	
120	Reno	2	2S	H
55	Richmond	4	4S	B
26	Riverside-San Bernardino	13	PPM	BH
111	Roanoke-Lynchburg	2	2S	B
227	Rochester, MN	2	2A	
56	Rochester, NY	4	4S	B
153	Rockford	2	2S	BH
27	Sacramento	13	PPM	BH
133	Saginaw-Bay City-Midland	2	2S	B
198	Salina-Manhattan, KS	2	2A	
140	Salisbury-Ocean City	2	2S	B
30	Salt Lake City-Ogden-Provo	13	PPM	H
273	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
170	San Luis Obispo, CA	2	2A	H
210	Santa Barbara, CA	2	2A	H
205	Santa Maria-Lompoc, CA	2	2A	H

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## 2011 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
119	Santa Rosa	2	2S	H
73	Sarasota-Bradenton	2	2S	
155	Savannah	2	2S	B
13	Seattle-Tacoma	13	PPM	BH
274	Sebring, FL	2	2A	H
267	Sheboygan, WI	2	2A	
132	Shreveport	4	4S	B
265	Sioux City, IA	2	2A	H
179	South Bend	2	2S	B
91	Spokane	4	4S	
87	Springfield, MA	4	4S	H
135	Springfield, MO	2	2S	
215	St. Cloud, MN	2	2A	
21	St. Louis	13	PPM	B
146	Stamford-Norwalk, CT	2	2A	H
83	Stockton	2	2S	H
242	Sussex, NJ	2	2A	
84	Syracuse	4	4S	
161	Tallahassee	2	2S	B
20	Tampa-St. Petersburg-Clearwater	13	PPM	BH
208	Terre Haute	2	2S	
252	Texarkana, TX-AR	2	2A	B
89	Toledo	4	4S	B
197	Topeka	2	2S	
195	Traverse City-Petoskey, MI	2	2A	
142	Trenton	2	2S	BH

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
189	Tri-Cities, WA (Richland-Kennewick-Pasco)	2	2A	H
60	Tucson	4	4S	H
65	Tulsa	4	4S	
191	Tupelo, MS	2	2A	B
224	Tuscaloosa, AL	2	2A	B
229	Twin Falls (Sun Valley), ID	2	2A	H
143	Tyler-Longview	2	2S	BH
164	Utica-Rome	2	2S	
116	Victor Valley	2	2S	H
101	Visalia-Tulare-Hanford	2	2S	H
196	Waco, TX	2	2A	BH
9	Washington, DC	13	PPM	BH
240	Waterloo-Cedar Falls	2	2S	
266	Watertown, NY	2	2A	
168	Wausau-Stevens Point, WI (Central WI)	2	2A	
173	Wenatchee, WA	2	2A	H
48	West Palm Beach-Boca Raton	13	PPM	BH
247	Wheeling	2	2S	
95	Wichita	4	4S	
253	Wichita Falls, TX	2	2A	BH
71	Wilkes Barre-Scranton	4	4S	
264	Williamsport, PA	2	2A	
77	Wilmington, DE	2	2S	B
160	Wilmington, NC	2	2S	B
217	Winchester, VA	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
109	Worcester	2	2S	
200	Yakima, WA	2	2A	H
103	York	4	4S	
125	Youngstown-Warren	2	2S	B

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

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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	METRO 12+ 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	METRO 12+ 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	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
516	51	4S	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	METRO 12+ 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
071	90	4S	Des Moines	527,000
177	91	4S	Spokane	523,300
233	92	4S	Colorado Springs	508,400
133	93	4S	Mobile	500,200
311	94	2S	Lakeland-Winter Haven	497,200
125	95	4S	Wichita	488,700
517	96	2S	Ft. Pierce-Stuart-Vero Beach	485,800
171	97	4S	Madison	484,200
331	98	2S	Melbourne-Titusville-Cocoa	483,300
259	99	2S	Lexington-Fayette	476,200
229	100	2S	Boise	475,400
			<b>TOTAL 51-100</b>	<b>32,913,300</b>
			<b>TOTAL 1-100</b>	<b>173,385,800</b>

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
293	101	2S	Visalia-Tulare-Hanford	474,300
345	102	4S	Johnson City-Kingsport-Bristol	467,500
301	103	4S	York	459,500
253	104	2S	Lafayette, LA	454,200
327	105	4S	Huntsville	452,600
181	106	4S	Chattanooga	451,600
165	107	2S	Ft. Wayne	439,000
305	108	2S	Augusta, GA	436,700
113	109	2S	Worcester	432,800
255	110	2S	Lancaster	428,000
277	111	2S	Roanoke-Lynchburg	427,700
343	112	2S	Modesto	426,000
247	113	2S	Portsmouth-Dover-Rochester	417,800
590	114	2A	Ft. Collins-Greeley, CO	417,300
565	115	2C	Morristown, NJ <sup>1</sup>	(417,100)
419	116	2S	Victor Valley	416,200
062	117	2S	New Haven	414,800
594	118	2S	Oxnard-Ventura	414,700
574	119	2S	Santa Rosa <sup>2</sup>	(412,200)
275	120	2S	Reno	400,800
169	121	4S	Jackson, MS	400,400
337	122	2S	Bridgeport	395,200
317	123	2S	Pensacola	391,500
195	124	2S	Lansing-East Lansing	386,700
129	125	2S	Youngstown-Warren	381,500
359	126	2S	Fayetteville, NC	365,900

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
503	127	2A	Fayetteville (North West Arkansas)	356,900
163	128	2S	Flint	350,100
082	129	2S	Canton	348,600
273	130	2A	Reading, PA	348,100
592	131	2S	Palm Springs	344,900
111	132	4S	Shreveport	337,000
281	133	2S	Saginaw-Bay City-Midland	331,000
303	134	2S	Appleton-Oshkosh	329,800
203	135	2S	Springfield, MO	328,900
155	136	2S	Corpus Christi	323,200
542	137	2A	Newburgh-Middletown, NY (Mid Hudson Valley)	323,000
149	138	2A	Beaumont-Port Arthur, TX	322,100
505	139	2S	Burlington-Plattsburgh	318,100
271	140	2S	Salisbury-Ocean City	314,900
367	141	2S	Atlantic City-Cape May	314,600
537	142	2S	Trenton	312,400
502	143	2S	Tyler-Longview	311,500
241	144	2S	Eugene-Springfield	308,000
412	145	2A	Flagstaff-Prescott, AZ	307,600
547	146	2A	Stamford-Norwalk, CT <sup>3</sup>	(307,000)
157	147	2S	Quad Cities (Davenport-Rock Island-Moline)	306,700
416	148	2S	Fredericksburg <sup>4</sup>	(303,400)
137	149	2S	Peoria	303,000
562	150	2A	Killeen-Temple, TX	300,800
581	151	2S	Ann Arbor	299,300

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.

<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	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
533	152	2S	Biloxi-Gulfport-Pascagoula	298,200
279	153	2S	Rockford	297,800
173	154	2S	Montgomery	296,200
285	155	2S	Savannah	290,300
265	156	2S	Macon	290,100
510	157	2A	Myrtle Beach, SC	285,600
221	158	2S	Asheville	269,100
193	159	2S	Huntington-Ashland	267,700
377	160	2S	Wilmington, NC	266,500
333	161	2S	Tallahassee	265,000
185	162	2S	Evansville	259,300
518	163	2A	Poughkeepsie, NY	255,100
295	164	2S	Utica-Rome	254,300
524	165	2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	249,600
315	166	2S	Anchorage	243,200
197	167	2S	Portland, ME	242,000
597	168	2A	Wausau-Stevens Point, WI (Central WI)	240,100
239	169	2S	Erie	240,000
556	170	2A	San Luis Obispo, CA	237,900
426	171	2S	Concord (Lakes Region)	237,800
261	171	2S	Lincoln	237,800
385	173	2A	Wenatchee, WA	235,000
589	174	2A	Ft. Smith, AR	229,400
555	175	2A	Morgantown-Clarksburg-Fairmont, WV	229,300
563	176	2A	New London, CT	228,500

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
365	177	2C	New Bedford-Fall River, MA <sup>1</sup>	(225,400)
263	178	2S	Lubbock	225,200
287	179	2S	South Bend	222,700
536	180	2A	Merced, CA	219,200
561	181	2A	Odessa-Midland, TX	218,200
227	182	2S	Binghamton	212,800
235	183	2S	Columbus, GA	211,900
251	184	2S	Kalamazoo	211,700
153	185	2S	Charleston, WV	211,600
430	186	2S	Lebanon-Rutland-White River Junction	211,400
391	187	2A	Ft. Walton Beach-Destin, FL	208,100
245	188	2S	Green Bay	207,700
371	189	2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	204,500
501	190	2A	Dothan, AL	203,200
543	191	2A	Tupelo, MS	202,100
147	192	2A	Amarillo, TX	199,300
267	193	2S	Manchester <sup>2</sup>	(199,200)
530	194	2A	Cape Cod, MA	196,700
535	195	2A	Traverse City-Petoskey, MI	195,100
309	196	2A	Waco, TX	195,000
205	197	2S	Topeka	194,200
387	198	2A	Salina-Manhattan, KS	193,800
528	199	2C	Frederick, MD <sup>3</sup>	(192,800)
325	200	2A	Yakima, WA	192,400
508	201	2A	Chico, CA	191,900

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
593	202	2A	Danbury, CT	191,600
436	203	2A	Bend, OR	184,500
506	204	2A	Laredo, TX	182,500
567	205	2A	Santa Maria-Lompoc, CA	180,100
339	206	2A	Medford-Ashland, OR	178,700
151	207	2S	Cedar Rapids	176,600
307	208	2S	Terre Haute	175,400
159	209	2S	Duluth-Superior	175,300
591	210	2A	Santa Barbara, CA	172,200
187	211	2S	Fargo-Moorhead	172,100
441	212	2A	Las Cruces, NM	171,600
507	213	2A	Champaign, IL	171,000
422	214	2A	Muncie-Marion, IN	169,800
575	215	2A	St. Cloud, MN	169,500
554	216	2A	Florence, SC	168,700
569	217	2A	Winchester, VA	166,700
522	218	2A	Laurel-Hattiesburg, MS	165,600
587	219	2A	Alexandria, LA	163,800
526	220	2S	Bangor	163,400
421	221	2A	Olean, NY	162,100
559	222	2A	La Crosse, WI	159,900
557	223	2A	Elmira-Corning, NY	159,300
596	224	2A	Tuscaloosa, AL	158,300
509	225	2A	Redding, CA	157,600
584	226	2A	Lake Charles, LA	155,800
532	227	2A	Rochester, MN	155,200
549	228	2A	Bryan-College Station, TX	154,600

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	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
442	229	2A	Twin Falls (Sun Valley), ID	148,800
566	230	2A	Muskegon, MI	145,700
534	231	2A	Joplin, MO	145,600
595	232	2S	Lafayette, IN	145,100
323	233	2S	Bloomington	143,800
573	234	2A	Panama City, FL	142,800
570	235	2A	Dubuque, IA	141,800
586	236	2A	Eau Claire, WI	138,700
564	237	2A	Columbia, MO	135,000
546	238	2A	Abilene, TX	134,700
353	239	2S	Pueblo	134,300
297	240	2S	Waterloo-Cedar Falls	130,400
425	241	2A	LaSalle-Peru, IL	130,300
579	242	2A	Sussex, NJ	130,200
439	243	2A	Lufkin-Nacogdoches, TX	130,100
539	244	2A	Parkersburg-Marietta, WV-OH	127,500
511	245	2A	Grand Junction, CO	126,700
576	246	2A	Lima, OH	126,200
179	247	2S	Wheeling	125,600
404	248	2A	Florence-Muscle Shoals, AL	125,100
585	249	2A	Monroe, LA	125,000
225	250	2A	Billings, MT	123,700
440	251	2A	Kalispell-Flathead Valley, MT	118,000
512	252	2A	Texarkana, TX-AR	117,000
209	253	2A	Wichita Falls, TX	115,400
381	254	2A	Grand Island-Kearney, NE	114,400

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
531	255	2A	Battle Creek, MI	113,500
580	256	2A	Albany, GA	108,700
219	257	2S	Altoona	108,600
432	258	2S	Montpelier-Barre-St. Johnsbury	107,000
519	259	2A	Harrisonburg, VA	106,800
527	260	2A	Augusta-Waterville, ME	105,700
545	261	2A	Rapid City, SD	104,500
405	262	2A	Columbus-Starkville-West Point, MS	104,400
402	263	2A	Mankato-New Ulm-St. Peter, MN	102,300
578	264	2A	Williamsport, PA	100,800
523	265	2A	Sioux City, IA	100,700
577	266	2A	Watertown, NY	100,100
418	267	2A	Sheboygan, WI	98,800
520	268	2A	Bluefield, WV	92,400
582	269	2A	Bismarck, ND	92,300
599	269	2A	Lawton, OK	92,300
499	271	2A	Decatur, IL	91,500
529	272	2A	Lewiston-Auburn, ME	90,400
548	273	2A	San Angelo, TX	89,600
409	274	2A	Sebring, FL	87,800
383	275	2A	Hot Springs, AR	85,300
572	276	2A	Grand Forks, ND-MN	83,100
497	277	2A	Jonesboro, AR	81,200
560	278	2A	Cheyenne, WY	74,500
558	279	2A	Beckley, WV	68,700

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
403	280	2A	Mason City, IA	66,500
513	281	2A	Brunswick, GA	64,900
369	282	2A	Casper, WY	63,500
			<b>TOTAL 101-282</b>	<b>39,481,800</b>
			<b>TOTAL 1-282</b>	<b>212,867,600</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
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
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
2S	Corpus Christi	470,400
2A	Danbury, CT	191,600

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Dayton	1,233,500
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
2S	Ft. Pierce-Stuart-Vero Beach	519,300
2A	Ft. Smith, AR	523,100
2A	Ft. Walton Beach-Destin, FL	337,700

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. 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
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
4S	Johnson City-Kingsport-Bristol	832,600
2A	Jonesboro, AR	296,500
2A	Joplin, MO	403,600
2S	Kalamazoo	662,900
2A	Kalispell-Flathead Valley, MT	127,900
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

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Lake Charles, LA	250,800
2S	Lakeland-Winter Haven	608,600
2S	Lancaster	910,900
2S	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
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

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Mobile	1,132,000
2S	Modesto	1,296,500
4S	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	364,400
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
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

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	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	1,352,200
2S	Roanoke-Lynchburg	1,077,600
2A	Rochester, MN	433,400
4S	Rochester, NY	1,182,400
2S	Rockford	644,100
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
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

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
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
4S	Tulsa	1,329,700
2A	Tupelo, MS	469,900
2A	Tuscaloosa, AL	337,900
2A	Twin Falls (Sun Valley), ID	148,800

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Tyler-Longview	864,000
2S	Utica-Rome	397,000
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 12+ Black Population

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	238	Abilene, TX	9,400	
4S	76	Akron	70,700	B
2A	256	Albany, GA	55,700	B
4S	63	Albany-Schenectady-Troy	55,900	
4S	68	Albuquerque	23,000	
2A	219	Alexandria, LA	46,300	B
4S	69	Allentown-Bethlehem	32,100	
2S	257	Altoona	2,000	
2A	192	Amarillo, TX	12,400	
2S	166	Anchorage	18,200	
2S	151	Ann Arbor	36,500	B
2S	134	Appleton-Oshkosh	4,600	
2S	158	Asheville	15,100	
PPM	7	Atlanta	1,392,400	B
2S	141	Atlantic City-Cape May	39,700	B
2S	108	Augusta, GA	148,300	B
2A	260	Augusta-Waterville, ME	1,000	
PPM	37	Austin	108,500	B
4S	75	Bakersfield	35,800	
PPM	22	Baltimore	650,600	B
2S	220	Bangor	1,800	
4S	79	Baton Rouge	190,500	B
2A	255	Battle Creek, MI	11,700	B
2A	138	Beaumont-Port Arthur, TX	78,600	B
2A	279	Beckley, WV	5,700	
2A	203	Bend, OR	1,700	
2A	250	Billings, MT	1,900	
2S	152	Biloxi-Gulfport-Pascagoula	60,400	B
2S	182	Binghamton	8,600	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	57	Birmingham	254,100	B
2A	269	Bismarck, ND	900	
2S	233	Bloomington	10,300	
2A	268	Bluefield, WV	4,400	
2S	100	Boise	7,200	
PPM	10	Boston	269,500	B
2S	122	Bridgeport	48,300	B
2A	281	Brunswick, GA	15,500	B
2A	228	Bryan-College Station, TX	15,000	B
4S	53	Buffalo-Niagara Falls	113,500	B
2S	139	Burlington-Plattsburgh	7,500	
2S	129	Canton	24,800	
2A	194	Cape Cod, MA	4,900	
2A	282	Casper, WY	1,100	
2S	207	Cedar Rapids	6,700	
2A	213	Champaign, IL	18,700	B
4S	81	Charleston, SC	153,200	B
2S	185	Charleston, WV	13,500	
PPM	24	Charlotte-Gastonia-Rock Hill	425,300	B
4S	106	Chattanooga	61,500	B
2A	278	Cheyenne, WY	2,900	
PPM	3	Chicago	1,365,700	B
2A	201	Chico, CA	3,900	
PPM	28	Cincinnati	221,300	B
PPM	29	Cleveland	335,400	B
4S	92	Colorado Springs	34,000	
2A	237	Columbia, MO	11,400	
4S	88	Columbia, SC	174,700	B
2S	183	Columbus, GA	91,500	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

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	36	Columbus, OH	213,400	B
2A	262	Columbus-Starkville-West Point, MS	42,500	B
2S	171	Concord (Lakes Region)	2,600	
2S	136	Corpus Christi	11,500	
PPM	5	Dallas-Ft. Worth	759,800	B
2A	202	Danbury, CT	6,800	
4S	61	Dayton	112,000	B
2A	271	Decatur, IL	13,000	B
PPM	19	Denver-Boulder	124,900	B
4S	90	Des Moines	21,700	
PPM	11	Detroit	837,000	B
2A	190	Dothan, AL	42,800	B
2A	235	Dubuque, IA	2,200	
2S	209	Duluth-Superior	3,300	
2A	236	Eau Claire, WI	1,300	
4S	74	El Paso	16,100	
2A	223	Elmira-Corning, NY	6,700	
2S	169	Erie	15,600	
2S	144	Eugene-Springfield	4,600	
2S	162	Evansville	16,300	
2S	211	Fargo-Moorhead	3,100	
2A	127	Fayetteville (North West Arkansas)	10,300	
2S	126	Fayetteville, NC	119,500	B
2A	145	Flagstaff-Prescott, AZ	4,100	
2S	128	Flint	65,200	B
2A	216	Florence, SC	67,300	B
2A	248	Florence-Muscle Shoals, AL	15,400	B
2C	199	Frederick, MD	18,500	B
2S	148	Fredericksburg	54,900	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	66	Fresno	41,300	
2A	114	Ft. Collins-Greeley, CO	6,500	
2S	62	Ft. Myers-Naples-Marco Island	50,500	
2S	96	Ft. Pierce-Stuart-Vero Beach	57,100	B
2A	174	Ft. Smith, AR	9,700	
2A	187	Ft. Walton Beach-Destin, FL	19,100	
2S	107	Ft. Wayne	34,500	
4S	82	Gainesville-Ocala	76,800	B
2A	276	Grand Forks, ND-MN	1,100	
2A	254	Grand Island-Kearney, NE	1,900	
2A	245	Grand Junction, CO	1,800	
4S	67	Grand Rapids	47,500	
2S	188	Green Bay	4,600	
PPM	45	Greensboro-Winston-Salem-High Point	252,100	B
4S	86	Greenville-New Bern-Jacksonville	131,600	B
4S	58	Greenville-Spartanburg	149,700	B
2A	165	Hagerstown-Chambersburg-Waynesboro, MD-PA	17,500	
4S	78	Harrisburg-Lebanon-Carlisle	46,000	
2A	259	Harrisonburg, VA	4,000	
PPM	50	Hartford-New Britain-Middletown	110,300	B
4S	64	Honolulu	38,300	
2A	275	Hot Springs, AR	6,800	
PPM	6	Houston-Galveston	823,700	B
2S	159	Huntington-Ashland	7,900	
4S	105	Huntsville	89,500	B
PPM	39	Indianapolis	209,000	B
4S	121	Jackson, MS	184,500	B
PPM	46	Jacksonville	245,500	B
4S	102	Johnson City-Kingsport-Bristol	14,100	

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
2A	277	Jonesboro, AR	8,900	B
2A	231	Joplin, MO	2,900	
2S	184	Kalamazoo	20,100	B
2A	251	Kalispell-Flathead Valley, MT	700	
PPM	32	Kansas City	207,600	B
2A	150	Killeen-Temple, TX	59,600	B
4S	70	Knoxville	41,300	
2A	222	La Crosse, WI	1,900	
2S	232	Lafayette, IN	5,600	
2S	104	Lafayette, LA	121,900	B
2A	226	Lake Charles, LA	37,300	B
2S	94	Lakeland-Winter Haven	66,200	B
2S	110	Lancaster	14,200	
2S	124	Lansing-East Lansing	32,100	
2A	204	Laredo, TX	500	
2A	212	Las Cruces, NM	3,500	
PPM	33	Las Vegas	157,300	B
2A	241	LaSalle-Peru, IL	2,200	
2A	218	Laurel-Hattiesburg, MS	43,300	B
2A	269	Lawton, OK	15,800	B
2S	186	Lebanon-Rutland-White River Junction	2,300	
2A	272	Lewiston-Auburn, ME	2,400	
2S	99	Lexington-Fayette	44,600	
2A	246	Lima, OH	10,100	
2S	171	Lincoln	8,300	
4S	84	Little Rock	123,100	B
PPM	2	Los Angeles	807,400	B
4S	54	Louisville	136,900	B
2S	178	Lubbock	15,400	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	243	Lufkin-Nacogdoches, TX	20,400	B
2S	156	Macon	109,900	B
4S	97	Madison	18,800	
2S	193	Manchester	4,600	
2A	263	Mankato-New Ulm-St. Peter, MN	1,800	
2A	280	Mason City, IA	700	
2S	59	McAllen-Brownsville-Harlingen	6,000	
2A	206	Medford-Ashland, OR	1,700	
2S	98	Melbourne-Titusville-Cocoa	47,900	B
PPM	49	Memphis	476,700	B
2A	180	Merced, CA	8,700	
PPM	12	Miami-Ft. Lauderdale-Hollywood	715,900	B
PPM	40	Middlesex-Somerset-Union	184,800	B
PPM	38	Milwaukee-Racine	207,300	B
PPM	16	Minneapolis-St. Paul	183,500	B
4S	93	Mobile	129,100	B
2S	112	Modesto	13,700	
4S	51	Monmouth-Ocean	57,700	
2A	249	Monroe, LA	41,400	B
4S	80	Monterey-Salinas-Santa Cruz	14,800	
2S	154	Montgomery	121,600	B
2S	258	Montpelier-Barre-St. Johnsbury	800	
2A	175	Morgantown-Clarksburg-Fairmont, WV	7,000	
2C	115	Morristown, NJ	14,200	
2A	214	Muncie-Marion, IN	10,900	
2A	230	Muskegon, MI	18,900	B
2A	157	Myrtle Beach, SC	45,500	B
PPM	44	Nashville	200,800	B
PPM	18	Nassau-Suffolk (Long Island)	225,500	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 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2C	177	New Bedford-Fall River, MA	10,800	
2S	117	New Haven	60,900	B
2A	176	New London, CT	14,500	
4S	52	New Orleans	343,400	B
PPM	1	New York	2,673,900	B
2A	137	Newburgh-Middletown, NY (Mid Hudson Valley)	34,000	B
PPM	43	Norfolk-Virginia Beach-Newport News	426,700	B
2A	181	Odessa-Midland, TX	12,300	
4S	47	Oklahoma City	114,200	B
2A	221	Olean, NY	3,100	
4S	72	Omaha-Council Bluffs	52,700	
PPM	35	Orlando	238,000	B
2S	118	Oxnard-Ventura	10,900	
2S	131	Palm Springs	7,000	
2A	234	Panama City, FL	16,200	B
2A	244	Parkersburg-Marietta, WV-OH	2,100	
2S	123	Pensacola	64,400	B
2S	149	Peoria	27,000	
PPM	8	Philadelphia	917,100	B
PPM	15	Phoenix	158,800	B
PPM	25	Pittsburgh, PA	166,800	B
2S	167	Portland, ME	5,600	
PPM	23	Portland, OR	66,100	
2S	113	Portsmouth-Dover-Rochester	4,300	
2A	163	Poughkeepsie, NY	25,700	B
PPM	41	Providence-Warwick-Pawtucket	65,200	
2S	239	Pueblo	3,300	
4S	14	Puerto Rico	0	
2S	147	Quad Cities (Davenport-Rock Island-Moline)	19,600	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	42	Raleigh-Durham	290,900	B
2A	261	Rapid City, SD	2,000	
2A	130	Reading, PA	15,500	
2A	225	Redding, CA	2,400	
2S	120	Reno	10,200	
4S	55	Richmond	280,800	B
PPM	26	Riverside-San Bernardino	170,100	B
2S	111	Roanoke-Lynchburg	66,200	B
2A	227	Rochester, MN	4,900	
4S	56	Rochester, NY	97,600	B
2S	153	Rockford	29,500	B
PPM	27	Sacramento	141,100	B
2S	133	Saginaw-Bay City-Midland	31,700	B
2A	198	Salina-Manhattan, KS	10,900	
2S	140	Salisbury-Ocean City	54,100	B
PPM	30	Salt Lake City-Ogden-Provo	26,400	
2A	273	San Angelo, TX	3,600	
PPM	31	San Antonio	111,600	B
PPM	17	San Diego	130,400	B
PPM	4	San Francisco	435,900	B
PPM	34	San Jose	43,200	
2A	170	San Luis Obispo, CA	5,400	
2A	210	Santa Barbara, CA	2,600	
2A	205	Santa Maria-Lompoc, CA	5,300	
2S	119	Santa Rosa	8,200	
2S	73	Sarasota-Bradenton	36,800	
2S	155	Savannah	93,800	B
PPM	13	Seattle-Tacoma	192,400	B
2A	274	Sebring, FL	7,000	

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 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	267	Sheboygan, WI	1,700	
4S	132	Shreveport	125,400	B
2A	265	Sioux City, IA	2,800	
2S	179	South Bend	26,100	B
4S	91	Spokane	10,000	
4S	87	Springfield, MA	35,800	
2S	135	Springfield, MO	8,600	
2A	215	St. Cloud, MN	4,400	
PPM	21	St. Louis	422,000	B
2A	146	Stamford-Norwalk, CT	25,300	
2S	83	Stockton	46,400	
2A	242	Sussex, NJ	3,200	
4S	84	Syracuse	41,400	
2S	161	Tallahassee	76,600	B
PPM	20	Tampa-St. Petersburg-Clearwater	260,300	B
2S	208	Terre Haute	9,000	
2A	252	Texarkana, TX-AR	28,000	B
4S	89	Toledo	70,600	B
2S	197	Topeka	13,800	
2A	195	Traverse City-Petoskey, MI	2,300	
2S	142	Trenton	60,000	B
2A	189	Tri-Cities, WA (Richland-Kennewick-Pasco)	3,800	
4S	60	Tucson	31,000	
4S	65	Tulsa	66,300	
2A	191	Tupelo, MS	44,000	B
2A	224	Tuscaloosa, AL	47,100	B
2A	229	Twin Falls (Sun Valley), ID	800	
2S	143	Tyler-Longview	55,600	B
2S	164	Utica-Rome	13,300	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	116	Victor Valley	34,600	
2S	101	Visalia-Tulare-Hanford	17,100	
2A	196	Waco, TX	27,400	B
PPM	9	Washington, DC	1,158,000	B
2S	240	Waterloo-Cedar Falls	8,700	
2A	266	Watertown, NY	5,400	
2A	168	Wausau-Stevens Point, WI (Central WI)	1,700	
2A	173	Wenatchee, WA	2,100	
PPM	48	West Palm Beach-Boca Raton	165,200	B
2S	247	Wheeling	4,800	
4S	95	Wichita	40,100	
2A	253	Wichita Falls, TX	11,600	B
4S	71	Wilkes Barre-Scranton	31,800	
2A	264	Williamsport, PA	4,600	
2S	77	Wilmington, DE	117,400	B
2S	160	Wilmington, NC	34,600	B
2A	217	Winchester, VA	9,300	
2S	109	Worcester	18,700	
2A	200	Yakima, WA	2,400	
4S	103	York	22,100	
2S	125	Youngstown-Warren	45,200	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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 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

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	238	Abilene, TX	25,100	H
4S	76	Akron	6,800	
4S	63	Albany-Schenectady-Troy	27,100	
2A	256	Albany, GA	1,600	
4S	68	Albuquerque	306,200	H
2A	219	Alexandria, LA	3,200	
4S	69	Allentown-Bethlehem	74,700	H
2S	257	Altoona	800	
2A	192	Amarillo, TX	44,800	H
2S	166	Anchorage	18,700	
2S	151	Ann Arbor	10,100	
2S	134	Appleton-Oshkosh	8,500	
2S	158	Asheville	9,900	
PPM	7	Atlanta	443,200	H
2S	141	Atlantic City-Cape May	36,200	H
2A	260	Augusta-Waterville, ME	1,100	
2S	108	Augusta, GA	13,400	
PPM	37	Austin	422,700	H
4S	75	Bakersfield	291,100	H
PPM	22	Baltimore	77,700	
2S	220	Bangor	1,600	
4S	79	Baton Rouge	17,000	
2A	255	Battle Creek, MI	4,100	
2A	138	Beaumont-Port Arthur, TX	34,700	H
2A	279	Beckley, WV	700	
2A	203	Bend, OR	13,500	
2A	250	Billings, MT	5,700	
2S	152	Biloxi-Gulfport-Pascagoula	11,600	
2S	182	Binghamton	4,700	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	57	Birmingham	29,800	
2A	269	Bismarck, ND	1,400	
2S	233	Bloomington	4,700	
2A	268	Bluefield, WV	600	
2S	100	Boise	50,200	H
PPM	10	Boston	320,200	H
2S	122	Bridgeport	58,300	H
2A	281	Brunswick, GA	3,100	
2A	228	Bryan-College Station, TX	30,400	H
4S	53	Buffalo-Niagara Falls	30,600	
2S	139	Burlington-Plattsburgh	6,000	
2S	129	Canton	3,800	
2A	194	Cape Cod, MA	3,200	
2A	282	Casper, WY	3,400	
2S	207	Cedar Rapids	4,000	
2A	213	Champaign, IL	7,600	
4S	81	Charleston, SC	21,600	
2S	185	Charleston, WV	2,700	
PPM	24	Charlotte-Gastonia-Rock Hill	162,000	H
4S	106	Chattanooga	11,600	
2A	278	Cheyenne, WY	7,900	H
PPM	3	Chicago	1,500,300	H
2A	201	Chico, CA	23,200	H
PPM	28	Cincinnati	35,300	
PPM	29	Cleveland	69,800	
4S	92	Colorado Springs	65,200	H
2A	237	Columbia, MO	3,300	
4S	88	Columbia, SC	21,600	
2A	262	Columbus-Starkville-West Point, MS	1,400	

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 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	183	Columbus, GA	8,500	
PPM	36	Columbus, OH	45,500	
2S	171	Concord (Lakes Region)	2,600	
2S	136	Corpus Christi	184,000	H
PPM	5	Dallas-Ft. Worth	1,402,400	H
2A	202	Danbury, CT	21,000	H
4S	61	Dayton	14,000	
2A	271	Decatur, IL	1,100	
PPM	19	Denver-Boulder	488,900	H
4S	90	Des Moines	27,200	
PPM	11	Detroit	134,600	
2A	190	Dothan, AL	5,800	
2A	235	Dubuque, IA	2,200	
2S	209	Duluth-Superior	2,200	
2A	236	Eau Claire, WI	1,500	
4S	74	El Paso	490,000	H
2A	223	Elmira-Corning, NY	2,500	
2S	169	Erie	6,000	
2S	144	Eugene-Springfield	17,900	
2S	162	Evansville	3,100	
2S	211	Fargo-Moorhead	3,700	
2A	127	Fayetteville (North West Arkansas)	47,200	H
2S	126	Fayetteville, NC	25,000	
2A	145	Flagstaff-Prescott, AZ	37,200	H
2S	128	Flint	7,700	
2A	248	Florence-Muscle Shoals, AL	2,000	
2A	216	Florence, SC	2,500	
2C	199	Frederick, MD	12,100	
2S	148	Fredericksburg	21,600	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	66	Fresno	353,800	H
2A	114	Ft. Collins-Greeley, CO	63,600	H
2S	62	Ft. Myers-Naples-Marco Island	158,600	H
2S	96	Ft. Pierce-Stuart-Vero Beach	62,300	H
2A	174	Ft. Smith, AR	16,800	
2A	187	Ft. Walton Beach-Destin, FL	11,000	
2S	107	Ft. Wayne	19,100	
4S	82	Gainesville-Ocala	47,300	
2A	276	Grand Forks, ND-MN	2,700	
2A	254	Grand Island-Kearney, NE	11,900	H
2A	245	Grand Junction, CO	13,900	H
4S	67	Grand Rapids	60,800	
2S	188	Green Bay	11,600	
PPM	45	Greensboro-Winston-Salem-High Point	98,300	H
4S	86	Greenville-New Bern-Jacksonville	26,300	
4S	58	Greenville-Spartanburg	48,500	
2A	165	Hagerstown-Chambersburg-Waynesboro, MD-PA	6,900	
4S	78	Harrisburg-Lebanon-Carlisle	23,300	
2A	259	Harrisonburg, VA	8,300	
PPM	50	Hartford-New Britain-Middletown	120,100	H
4S	64	Honolulu	53,200	
2A	275	Hot Springs, AR	3,200	
PPM	6	Houston-Galveston	1,591,300	H
2S	159	Huntington-Ashland	2,300	
4S	105	Huntsville	16,500	
PPM	39	Indianapolis	70,200	
4S	121	Jackson, MS	6,800	
PPM	46	Jacksonville	69,300	
4S	102	Johnson City-Kingsport-Bristol	6,600	

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
2A	277	Jonesboro, AR	2,700	
2A	231	Joplin, MO	6,800	
2S	184	Kalamazoo	6,400	
2A	251	Kalispell-Flathead Valley, MT	3,100	
PPM	32	Kansas City	119,100	H
2A	150	Killeen-Temple, TX	53,100	H
4S	70	Knoxville	15,700	
2A	222	La Crosse, WI	2,200	
2S	232	Lafayette, IN	9,900	
2S	104	Lafayette, LA	9,500	
2A	226	Lake Charles, LA	3,300	
2S	94	Lakeland-Winter Haven	78,800	H
2S	110	Lancaster	28,300	
2S	124	Lansing-East Lansing	17,400	
2A	204	Laredo, TX	172,000	H
2A	212	Las Cruces, NM	106,500	H
PPM	33	Las Vegas	419,800	H
2A	241	LaSalle-Peru, IL	8,500	
2A	218	Laurel-Hattiesburg, MS	5,200	
2A	269	Lawton, OK	8,500	
2S	186	Lebanon-Rutland-White River Junction	2,900	
2A	272	Lewiston-Auburn, ME	1,300	
2S	99	Lexington-Fayette	20,300	
2A	246	Lima, OH	1,800	
2S	171	Lincoln	10,700	
4S	84	Little Rock	20,100	
PPM	2	Los Angeles	4,598,300	H
4S	54	Louisville	29,300	
2S	178	Lubbock	63,700	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	243	Lufkin-Nacogdoches, TX	19,800	H
2S	156	Macon	8,500	
4S	97	Madison	21,400	
2S	193	Manchester	9,200	
2A	263	Mankato-New Ulm-St. Peter, MN	2,300	
2A	280	Mason City, IA	1,500	
2S	59	McAllen-Brownsville-Harlingen	763,900	H
2A	206	Medford-Ashland, OR	14,600	
2S	98	Melbourne-Titusville-Cocoa	35,300	
PPM	49	Memphis	45,200	
2A	180	Merced, CA	105,900	H
PPM	12	Miami-Ft. Lauderdale-Hollywood	1,767,800	H
PPM	40	Middlesex-Somerset-Union	268,700	H
PPM	38	Milwaukee-Racine	116,200	H
PPM	16	Minneapolis-St. Paul	123,200	
4S	93	Mobile	11,200	
2S	112	Modesto	161,900	H
4S	51	Monmouth-Ocean	82,300	H
2A	249	Monroe, LA	2,100	
4S	80	Monterey-Salinas-Santa Cruz	232,400	H
2S	154	Montgomery	5,800	
2S	258	Montpelier-Barre-St. Johnsbury	1,400	
2A	175	Morgantown-Clarksburg-Fairmont, WV	2,500	
2C	115	Morristown, NJ	46,500	H
2A	214	Muncie-Marion, IN	3,100	
2A	230	Muskegon, MI	5,700	
2A	157	Myrtle Beach, SC	12,800	
PPM	44	Nashville	72,700	
PPM	18	Nassau-Suffolk (Long Island)	324,900	H

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 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2C	177	New Bedford-Fall River, MA	15,900	
2S	117	New Haven	43,400	H
2A	176	New London, CT	14,500	
4S	52	New Orleans	66,900	
PPM	1	New York	3,382,600	H
2A	137	Newburgh-Middletown, NY (Mid Hudson Valley)	53,200	H
PPM	43	Norfolk-Virginia Beach-Newport News	57,800	
2A	181	Odessa-Midland, TX	91,500	H
4S	47	Oklahoma City	94,600	H
2A	221	Olean, NY	2,100	
4S	72	Omaha-Council Bluffs	49,000	
PPM	35	Orlando	390,400	H
2S	118	Oxnard-Ventura	200,000	H
2S	131	Palm Springs	175,000	H
2A	234	Panama City, FL	5,200	
2A	244	Parkersburg-Marietta, WV-OH	1,000	
2S	123	Pensacola	14,700	
2S	149	Peoria	6,500	
PPM	8	Philadelphia	291,400	H
PPM	15	Phoenix	952,300	H
PPM	25	Pittsburgh, PA	22,700	
2S	167	Portland, ME	4,200	
PPM	23	Portland, OR	237,600	H
2S	113	Portsmouth-Dover-Rochester	6,900	
2A	163	Poughkeepsie, NY	23,300	
PPM	41	Providence-Warwick-Pawtucket	118,200	H
2S	239	Pueblo	49,700	H
4S	14	Puerto Rico	0	
2S	147	Quad Cities (Davenport-Rock Island-Moline)	19,600	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	42	Raleigh-Durham	130,200	H
2A	261	Rapid City, SD	3,700	
2A	130	Reading, PA	44,900	H
2A	225	Redding, CA	11,900	
2S	120	Reno	76,600	H
4S	55	Richmond	41,800	
PPM	26	Riverside-San Bernardino	866,000	H
2S	111	Roanoke-Lynchburg	7,600	
2A	227	Rochester, MN	4,500	
4S	56	Rochester, NY	43,300	
2S	153	Rockford	33,600	H
PPM	27	Sacramento	319,300	H
2S	133	Saginaw-Bay City-Midland	15,900	
2A	198	Salina-Manhattan, KS	9,900	
2S	140	Salisbury-Ocean City	14,700	
PPM	30	Salt Lake City-Ogden-Provo	224,500	H
2A	273	San Angelo, TX	29,200	H
PPM	31	San Antonio	890,500	H
PPM	17	San Diego	749,700	H
PPM	4	San Francisco	1,291,600	H
PPM	34	San Jose	369,900	H
2A	170	San Luis Obispo, CA	42,700	H
2A	210	Santa Barbara, CA	49,600	H
2A	205	Santa Maria-Lompoc, CA	80,300	H
2S	119	Santa Rosa	90,500	H
2S	73	Sarasota-Bradenton	58,600	
2S	155	Savannah	8,500	
PPM	13	Seattle-Tacoma	235,600	H
2A	274	Sebring, FL	14,100	H

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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
2A	267	Sheboygan, WI	4,500	
4S	132	Shreveport	9,700	
2A	265	Sioux City, IA	13,200	H
2S	179	South Bend	12,900	
4S	91	Spokane	19,400	
4S	87	Springfield, MA	75,400	H
2S	135	Springfield, MO	7,800	
2A	215	St. Cloud, MN	2,600	
PPM	21	St. Louis	51,300	
2A	146	Stamford-Norwalk, CT	45,500	H
2S	83	Stockton	200,100	H
2A	242	Sussex, NJ	7,900	
4S	84	Syracuse	13,000	
2S	161	Tallahassee	12,200	
PPM	20	Tampa-St. Petersburg-Clearwater	347,200	H
2S	208	Terre Haute	2,200	
2A	252	Texarkana, TX-AR	6,000	
4S	89	Toledo	25,100	
2S	197	Topeka	13,300	
2A	195	Traverse City-Petoskey, MI	3,500	
2S	142	Trenton	41,300	H
2A	189	Tri-Cities, WA (Richland-Kennewick-Pasco)	48,200	H
4S	60	Tucson	265,800	H
4S	65	Tulsa	55,500	
2A	191	Tupelo, MS	4,000	
2A	224	Tuscaloosa, AL	2,800	
2A	229	Twin Falls (Sun Valley), ID	26,200	H
2S	143	Tyler-Longview	43,700	H
2S	164	Utica-Rome	8,600	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	116	Victor Valley	139,000	H
2S	101	Visalia-Tulare-Hanford	252,300	H
2A	196	Waco, TX	39,600	H
PPM	9	Washington, DC	554,200	H
2S	240	Waterloo-Cedar Falls	2,900	
2A	266	Watertown, NY	4,500	
2A	168	Wausau-Stevens Point, WI (Central WI)	2,900	
2A	173	Wenatchee, WA	49,700	H
PPM	48	West Palm Beach-Boca Raton	200,400	H
2S	247	Wheeling	800	
4S	95	Wichita	44,400	
2A	253	Wichita Falls, TX	15,800	H
4S	71	Wilkes Barre-Scranton	37,100	
2A	264	Williamsport, PA	1,100	
2S	77	Wilmington, DE	36,700	
2S	160	Wilmington, NC	9,700	
2A	217	Winchester, VA	9,500	
2S	109	Worcester	34,300	
2A	200	Yakima, WA	72,300	H
4S	103	York	19,900	
2S	125	Youngstown-Warren	8,600	

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## Television DMA Markets

MARKET	TVHH 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	TVHH 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

## Television DMA Markets *(continued)*

MARKET	TVHH 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	TVHH 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

## Television DMA Markets *(continued)*

MARKET	TVHH 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	TVHH 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-Bismarck-Dickinson	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 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](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	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	

Mid-season baseball report due 7/29/11  
 Full season baseball report due 11/18/2011  
 Full season baseball report due 2/3/2012