



# Market Survey Schedule & Population Rankings

Fall 2008

## 2008-2010 Schedule of Survey Dates: Diary Measurement

Fall 2008.....Sept. 18 - Dec. 10	Fall 2009.....Sept. 17 - Dec. 9
Winter 2009 ..... Jan. 8 - April 1	Winter 2010.....Jan. 7 - March 31
Spring 2009..... April 2 - June 24	Spring 2010 ..... April 1 - June 23
Summer 2009..... June 25 - Sept. 16	Summer 2010 ..... June 24 - Sept. 15

## 2008-2009 Schedule of Survey Dates: PPM Measurement

October 2008 ..... Sept. 18 - Oct. 15	April 2009.....April 2 - April 29
November 2008.....Oct. 16 - Nov. 12	May 2009..... April 30 - May 27
December 2008 .....Nov. 13 - Dec. 10	June 2009.....May 28 - June 24
Holiday 2008 ..... Dec. 11 - Jan. 7	July 2009 ..... June 25 - July 22
January 2009..... Jan. 8 - Feb. 4	August 2009 ..... July 23 - Aug. 19
February 2009..... Feb. 5 - March 4	September 2009.....Aug. 20 - Sept. 16
March 2009 ..... March 5 - April 1	October 2009 .....Sept. 17 - Oct. 14

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These population estimates are based upon Census 2000 counts updated and projected to January 1, 2009, by 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 2008 market definitions.

# 2008 Market Survey Schedule: All Markets

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
247	Abilene, TX	2	C	H
75	Akron, OH	4	CM	B
271	Albany, GA	2	C	B
63	Albany-Schenectady-Troy, NY	4	CM	
68	Albuquerque, NM	4	CM	H
226	Alexandria, LA	2	C	B
69	Allentown-Bethlehem, PA	4	CM	
269	Altoona, PA	2	S	
194	Amarillo, TX	2	C	H
171	Anchorage, AK	2	S	
148	Ann Arbor, MI	2	S	B
135	Appleton-Oshkosh, WI	2	S	
159	Asheville, NC	2	S	
302	Aspen, CO	2	C	H
7	Atlanta, GA	13	PPM	BH
141	Atlantic City-Cape May, NJ	2	S	BH
110	Augusta, GA	2	S	B
272	Augusta-Waterville, ME	2	C	
39	Austin, TX	4	CM	BH
74	Bakersfield, CA	4	CM	H
22	Baltimore, MD	4	CM	B
223	Bangor, ME	2	S	
78	Baton Rouge, LA	4	CM	B
265	Battle Creek, MI	2	C	B
140	Beaumont-Port Arthur, TX	2	C	B
296	Beckley, WV	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
205	Bend, OR	2	C	
261	Billings, MT	2	C	
155	Biloxi-Gulfport-Pascagoula, MS	2	S	B
182	Binghamton, NY	2	S	
57	Birmingham, AL	4	CM	B
286	Bismarck, ND	2	C	
241	Bloomington, IL	2	S	
287	Bluefield, WV	2	C	
100	Boise, ID	2	S	H
10	Boston, MA	4	CM	BH
207	Bowling Green, KY	2	C	
123	Bridgeport, CT	2	S	BH
299	Brunswick, GA	2	C	B
235	Bryan-College Station, TX	2	C	BH
52	Buffalo-Niagara Falls, NY	4	CM	B
138	Burlington-Plattsburgh, VT-NY	2	S	
129	Canton, OH	2	S	
193	Cape Cod, MA	2	C	
301	Casper, WY	2	C	
210	Cedar Rapids, IA	2	S	
220	Champaign, IL	2	C	B
84	Charleston, SC	4	CM	B
185	Charleston, WV	2	S	
25	Charlotte-Gastonia-Rock Hill, NC-SC	4	CM	BH
231	Charlottesville, VA	2	C	B
106	Chattanooga, TN	4	CM	B

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets  
DST (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic controls

## 2008 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
295	Cheyenne, WY	2	C	H
3	Chicago, IL	13	PPM	BH
200	Chico, CA	2	C	H
28	Cincinnati, OH	4	CM	B
195	Clarksville-Hopkinsville, TN-KY	2	C	B
29	Cleveland, OH	4	CM	B
298	Clovis, NM	2	C	H
94	Colorado Springs, CO	4	CM	H
249	Columbia, MO	2	C	
89	Columbia, SC	4	CM	B
188	Columbus, GA	2	S	B
36	Columbus, OH	4	CM	B
274	Columbus-Starkville-West Point, MS	2	C	B
170	Concord (Lake Regions), NH	2	S	
289	Cookeville, TN	2	C	
137	Corpus Christi, TX	2	S	H
5	Dallas-Ft. Worth, TX	13	PPM	BH
201	Danbury, CT	2	C	H
62	Dayton, OH	4	CM	B
86	Daytona Beach, FL	2	S	B
283	Decatur, IL	2	C	B
21	Denver-Boulder, CO	4	CM	BH
90	Des Moines, IA	4	CM	
11	Detroit, MI	13	PPM	B
190	Dothan, AL	2	C	B
244	Dubuque, IA	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
211	Duluth-Superior, MN-WI	2	S	
245	Eau Claire, WI	2	C	
76	El Paso, TX	4	CM	H
278	Elkins-Buckhannon-Weston, WV	2	C	
228	Elmira-Corning, NY	2	C	
169	Erie, PA	2	S	
147	Eugene-Springfield, OR	2	S	
163	Evansville, IN	2	S	
218	Fargo-Moorhead, ND-MN	2	S	
132	Fayetteville (North West Arkansas), AR	2	C	H
128	Fayetteville, NC	2	S	B
145	Flagstaff-Prescott, AZ	2	C	H
127	Flint, MI	2	S	B
217	Florence, SC	2	C	B
258	Florence-Muscle Shoals, AL	2	C	B
198	Frederick, MD	2	C	
151	Fredericksburg, VA	4	CM	B
66	Fresno, CA	4	CM	H
120	Ft. Collins-Greeley, CO	2	C	H
61	Ft. Myers-Naples-Marco Island, FL	2	S	H
95	Ft. Pierce-Stuart-Vero Beach, FL	2	S	BH
175	Ft. Smith, AR	2	C	
227	Ft. Walton Beach, FL	2	C	B
107	Ft. Wayne, IN	2	S	
81	Gainesville-Ocala, FL	4	CM	B
292	Grand Forks, ND-MN	2	C	

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets  
DST (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic controls

## 2008 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
267	Grand Island-Kearney, NE	2	C	
260	Grand Junction, CO	2	C	H
67	Grand Rapids, MI	4	CM	
187	Green Bay, WI	2	S	
45	Greensboro-Winston-Salem-High Point, NC	4	CM	BH
87	Greenville-New Bern-Jacksonville, NC	4	CM	B
59	Greenville-Spartanburg, SC	4	CM	B
166	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	C	
263	Hamptons-Riverhead, NY	2	S	H
79	Harrisburg-Lebanon-Carlisle, PA	4	CM	
273	Harrisonburg, VA	2	C	
50	Hartford-New Britain-Middletown, CT	4	CM	BH
213	Hilton Head, SC	2	C	B
64	Honolulu, HI	4	CM	
291	Hot Springs, AR	2	C	
6	Houston-Galveston, TX	13	PPM	BH
160	Huntington-Ashland, WV-KY	2	S	
108	Huntsville, AL	4	CM	B
40	Indianapolis, IN	4	CM	B
284	Ithaca, NY	2	C	
121	Jackson, MS	4	CM	B
293	Jackson, TN	2	C	B
46	Jacksonville, FL	4	CM	B
102	Johnson City-Kingsport-Bristol, TN-VA	4	CM	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
294	Jonesboro, AR	2	C	B
237	Joplin, MO	2	C	
186	Kalamazoo, MI	2	S	B
262	Kalispell-Flathead Valley, MT	2	C	
32	Kansas City, MO-KS	4	CM	BH
154	Killeen-Temple, TX	2	C	BH
71	Knoxville, TN	4	CM	
229	La Crosse, WI	2	C	
240	Lafayette, IN	2	S	
105	Lafayette, LA	2	S	B
232	Lake Charles, LA	2	C	B
93	Lakeland-Winter Haven, FL	2	S	BH
112	Lancaster, PA	2	S	
125	Lansing-East Lansing, MI	4	CM	
206	Laredo, TX	2	C	H
222	Las Cruces, NM	2	C	H
33	Las Vegas, NV	4	CM	BH
250	LaSalle-Peru, IL	2	C	
225	Laurel-Hattiesburg, MS	2	C	B
282	Lawton, OK	2	C	B
183	Lebanon-Rutland-White River Junction, NH-VT	2	S	
284	Lewiston-Auburn, ME	2	C	
104	Lexington-Fayette, KY	2	S	B
255	Lima, OH	2	C	
172	Lincoln, NE	2	S	

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## 2008 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
85	Little Rock, AR	4	CM	B
2	Los Angeles, CA	13	PPM	BH
53	Louisville, KY	4	CM	B
181	Lubbock, TX	2	S	H
254	Lufkin-Nacogdoches, TX	2	C	BH
156	Macon, GA	2	S	B
98	Madison, WI	4	CM	
191	Manchester, NH	2	S	
275	Mankato-New Ulm-St. Peter, MN	2	C	
243	Marion-Carbondale (Southern Illinois, IL)	2	C	
297	Mason City, IA	2	C	
58	McAllen-Brownsville-Harlingen, TX	2	S	H
208	Medford-Ashland, OR	2	C	
97	Melbourne-Titusville-Cocoa, FL	2	S	
49	Memphis, TN	4	CM	B
180	Merced, CA	2	C	H
300	Meridian, MS	2	C	B
12	Miami-Ft. Lauderdale-Hollywood, FL	4	CM	BH
38	Middlesex-Somerset-Union, NJ	13	PPM	BH
37	Milwaukee-Racine, WI	4	CM	BH
16	Minneapolis-St. Paul, MN	4	CM	B
96	Mobile, AL	4	CM	B
109	Modesto, CA	2	S	H
51	Monmouth-Ocean, NJ	2	S	
258	Monroe, LA	2	C	B

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
82	Monterey-Salinas-Santa Cruz, CA	4	CM	H
153	Montgomery, AL	2	S	B
269	Montpelier-Barre-St. Johnsbury, VT	2	S	
177	Morgantown-Clarksburg-Fairmont, WV	2	C	
115	Morristown, NJ	2	C	H
215	Muncie-Marion, IN	2	C	
236	Muskegon, MI	2	C	B
158	Myrtle Beach, SC	2	C	B
44	Nashville, TN	4	CM	B
19	Nassau-Suffolk (Long Island), NY	13	PPM	BH
179	New Bedford-Fall River, MA	2	C	
113	New Haven, CT	2	S	BH
174	New London, CT	2	C	
55	New Orleans, LA	4	CM	B
1	New York, NY	13	PPM	BH
139	Newburgh-Middletown (Mid Hudson Valley), NY	2	C	BH
42	Norfolk-Virginia Beach- Newport News, VA	4	CM	B
184	Odessa-Midland, TX	2	C	H
48	Oklahoma City, OK	4	CM	BH
224	Olean, NY	2	C	
72	Omaha-Council Bluffs, NE-IA	4	CM	
34	Orlando, FL	4	CM	BH
118	Oxnard-Ventura, CA	2	S	H
131	Palm Springs, CA	2	S	H

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## 2008 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
239	Panama City, FL	2	C	B
255	Parkersburg-Marietta, WV-OH	2	C	
124	Pensacola, FL	2	S	B
152	Peoria, IL	2	S	
8	Philadelphia, PA	13	PPM	BH
15	Phoenix, AZ	4	CM	H
246	Pittsburg, KS (Southeast Kansas)	2	C	
24	Pittsburgh, PA	4	CM	B
167	Portland, ME	2	S	
23	Portland, OR	4	CM	H
116	Portsmouth-Dover-Rochester, NH	2	S	
165	Poughkeepsie, NY	2	C	B
41	Providence-Warwick-Pawtucket, RI	4	CM	H
248	Pueblo, CO	2	S	H
14	Puerto Rico	4	CM	
146	Quad Cities (Davenport-Rock Island-Moline), IA-IL	2	S	
43	Raleigh-Durham, NC	4	CM	BH
276	Rapid City, SD	2	C	
130	Reading, PA	2	C	H
230	Redding, CA	2	C	
122	Reno, NV	2	S	H
54	Richmond, VA	4	CM	B
26	Riverside-San Bernardino, CA	13	PPM	BH
111	Roanoke-Lynchburg, VA	2	S	B
234	Rochester, MN	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
56	Rochester, NY	4	CM	B
149	Rockford, IL	2	S	H
202	Rocky Mount-Wilson, NC	2	C	B
27	Sacramento, CA	4	CM	BH
134	Saginaw-Bay City-Midland, MI	2	S	B
203	Salina-Manhattan, KS	2	C	
143	Salisbury-Ocean City, MD	2	S	B
30	Salt Lake City-Ogden-Provo, UT	4	CM	H
290	San Angelo, TX	2	C	H
31	San Antonio, TX	4	CM	BH
17	San Diego, CA	4	CM	BH
4	San Francisco, CA	13	PPM	BH
35	San Jose, CA	13	PPM	H
173	San Luis Obispo, CA	2	C	H
213	Santa Barbara, CA	2	S	H
242	Santa Fe, NM	2	C	H
212	Santa Maria-Lompoc, CA	2	C	H
119	Santa Rosa, CA	2	S	H
73	Sarasota-Bradenton, FL	2	S	
157	Savannah, GA	2	S	B
13	Seattle-Tacoma, WA	4	CM	BH
288	Sebring, FL	2	C	H
281	Sheboygan, WI	2	C	
133	Shreveport, LA	4	CM	B
279	Sioux City, IA	2	C	H
178	South Bend, IN	2	S	B

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## 2008 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
92	Spokane, WA	4	CM	
88	Springfield, MA	4	CM	H
136	Springfield, MO	2	S	
216	St. Cloud, MN	2	C	
20	St. Louis, MO	4	CM	B
150	Stamford-Norwalk, CT	2	C	H
252	State College, PA	2	C	
80	Stockton, CA	2	S	H
219	Sunbury-Selinsgrove-Lewisburg, PA	2	C	
251	Sussex, NJ	2	C	
83	Syracuse, NY	4	CM	
162	Tallahassee, FL	2	S	B
18	Tampa-St. Petersburg-Clearwater, FL	4	CM	BH
209	Terre Haute, IN	2	S	
264	Texarkana, TX-AR	2	C	B
91	Toledo, OH	4	CM	B
197	Topeka, KS	2	S	
192	Traverse City-Petoskey, MI	2	C	
142	Trenton, NJ	2	S	BH
196	Tri-Cities, (Richland-Kennewick-Pasco), WA	2	C	H
60	Tucson, AZ	4	CM	H
65	Tulsa, OK	4	CM	
189	Tupelo, MS	2	C	B
233	Tuscaloosa, AL	2	C	B
238	Twin Falls (Sun Valley), ID	2	C	H

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
144	Tyler-Longview, TX	2	S	BH
164	Utica-Rome, NY	2	S	
268	Valdosta, GA	2	C	B
117	Victor Valley, CA	2	S	H
101	Visalia-Tulare-Hanford, CA	2	S	H
199	Waco, TX	2	C	BH
9	Washington, DC	13	PPM	BH
253	Waterloo-Cedar Falls, IA	2	S	
280	Watertown, NY	2	C	B
168	Wausau-Stevens Point, (Central Wisconsin), WI	2	C	
176	Wenatchee, WA	2	C	H
47	West Palm Beach-Boca Raton, FL	4	CM	BH
257	Wheeling, WV	2	S	
266	Wichita Falls, TX	2	C	BH
99	Wichita, KS	4	CM	
70	Wilkes Barre-Scranton, PA	4	CM	
277	Williamsport, PA	2	C	
77	Wilmington, DE	2	S	B
161	Wilmington, NC	2	S	B
221	Winchester, VA	2	C	
114	Worcester, MA	2	S	
204	Yakima, WA	2	C	H
103	York, PA	4	CM	
126	Youngstown-Warren, OH	2	S	B

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets  
DST (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic controls

## 2008 Market Survey Schedule: PPM Surveyed Markets

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RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
1	New York, NY	13	PPM	BH
2	Los Angeles, CA	13	PPM	BH
3	Chicago, IL	13	PPM	BH
4	San Francisco, CA	13	PPM	BH
5	Dallas-Ft. Worth, TX	13	PPM	BH
6	Houston-Galveston, TX	13	PPM	BH
7	Atlanta, GA	13	PPM	BH
8	Philadelphia, PA	13	PPM	BH
9	Washington, DC	13	PPM	BH
11	Detroit, MI	13	PPM	B
19	Nassau-Suffolk (Long Island), NY	13	PPM	BH
26	Riverside-San Bernardino, CA	13	PPM	BH
35	San Jose, CA	13	PPM	H
38	Middlesex-Somerset-Union, NJ	13	PPM	BH

Survey Type: PPM – PPM surveyed markets

B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic controls



# Ethnic Reports Available via CD Access

## Black

WI/SP and SU/FA			FA/WI/SP	13 SURVEY PERIODS
Baltimore	Greensboro- Winston Salem	Miami- Ft. Lauderdale	Boston	Atlanta
Baton Rouge			Buffalo	Chicago
Birmingham	Greenville-New Bern- Jacksonville	Mobile	Chattanooga	Dallas-Ft. Worth
Charleston, SC	Indianapolis	Nashville	Greenville-Spartanburg	Detroit
Charlotte-Gastonia	Jackson, MS	New Orleans	Huntsville	Houston-Galveston
Cincinnati	Jacksonville	Norfolk-Virginia Beach	Little Rock	Los Angeles
Cleveland	Kansas City	Raleigh-Durham	Milwaukee	New York
Columbia, SC	Louisville	Richmond	Orlando	Philadelphia
Columbus, OH	Memphis	Shreveport	Pittsburgh	Washington, DC
Dayton		St. Louis	Tampa-St. Petersburg	
			Toledo	

## Hispanic

WI/SP and SU/FA			FA/SP or SP/FA	13 SURVEY PERIODS
Albuquerque	Las Vegas	San Diego	Corpus Christi	Chicago
Austin	Miami- Ft. Lauderdale	Tampa- St. Petersburg- Clearwater	Laredo	Dallas-Ft. Worth
Bakersfield	Monterey-Salinas	Tucson	McAllen-Brownsville	Houston-Galveston
Boston	Orlando		Oxnard-Ventura	Los Angeles
Denver-Boulder	Phoenix		Visalia-Tulare-Hanford	New York
El Paso	Sacramento			Riverside- San Bernardino
Fresno	San Antonio			San Francisco
				San Jose
				Washington, DC

# Custom Survey Area Reports

Summer 2008 - Spring 2009

MARKETS	SU08	FA08	WI09	SP09
Champaign & Springfield-Decatur DMA		•		•
Fairfield County, CT		•		•
Northern New England		•		•
Northeast Radio Network		•		•
New Jersey CSAR		•		•
Lower Hudson Valley CSAR		•		•

# Metro Survey Area Rankings and Population

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
1	PPM	New York, NY _____ 15,393,700
2	PPM	Los Angeles, CA _____ 10,877,600
3	PPM	Chicago, IL _____ 7,813,900
4	PPM	San Francisco, CA _____ 6,013,700
5	PPM	Dallas-Ft. Worth, TX _____ 5,120,100
6	PPM	Houston-Galveston, TX _____ 4,759,600
7	PPM	Atlanta, GA _____ 4,378,000
8	PPM	Philadelphia, PA _____ 4,352,800
9	PPM	Washington, DC _____ 4,238,100
10	CM	Boston, MA _____ 3,912,000
11	PPM	Detroit, MI _____ 3,866,900
12	CM	Miami-Ft. Lauderdale-Hollywood, FL _____ 3,559,700
13	CM	Seattle-Tacoma, WA _____ 3,353,200
14	CM	Puerto Rico _____ 3,327,100
15	CM	Phoenix, AZ _____ 3,249,200
16	CM	Minneapolis-St. Paul, MN _____ 2,697,500
17	CM	San Diego, CA _____ 2,536,000
18	CM	Tampa-St. Petersburg-Clearwater, FL _____ 2,387,300
19	PPM	Nassau-Suffolk (Long Island), NY* _____ (2,325,200)
20	CM	St. Louis, MO _____ 2,299,000
21	CM	Denver-Boulder, CO _____ 2,298,100
22	CM	Baltimore, MD _____ 2,271,500
23	CM	Portland, OR _____ 2,078,300
24	CM	Pittsburgh, PA _____ 1,975,700
25	CM	Charlotte-Gastonia-Rock Hill, NC-SC _____ 1,962,300
<b>TOTAL 1-25</b>		<b>104,721,300</b>

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
26	PPM	Riverside-San Bernardino, CA _____ 1,854,600
27	CM	Sacramento, CA _____ 1,824,400
28	CM	Cincinnati, OH _____ 1,773,000
29	CM	Cleveland, OH _____ 1,764,400
30	CM	Salt Lake City-Ogden-Provo, UT _____ 1,676,000
31	CM	San Antonio, TX _____ 1,675,200
32	CM	Kansas City, MO-KS _____ 1,599,600
33	CM	Las Vegas, NV _____ 1,586,300
34	CM	Orlando, FL _____ 1,519,700
35	PPM	San Jose, CA** _____ (1,482,100)
36	CM	Columbus, OH _____ 1,448,200
37	CM	Milwaukee-Racine, WI _____ 1,447,700
38	PPM	Middlesex-Somerset-Union, NJ*** _____ (1,381,900)
39	CM	Austin, TX _____ 1,381,800
40	CM	Indianapolis, IN _____ 1,379,600
41	CM	Providence-Warwick-Pawtucket, RI _____ 1,368,300
42	CM	Norfolk-Virginia Beach-Newport News, VA _____ 1,334,800
43	CM	Raleigh-Durham, NC _____ 1,286,600
44	CM	Nashville, TN _____ 1,237,500
45	CM	Greensboro-Winston-Salem-High Point, NC _____ 1,179,100
46	CM	Jacksonville, FL _____ 1,140,100
47	CM	West Palm Beach-Boca Raton, FL _____ 1,117,800
48	CM	Oklahoma City, OK _____ 1,099,900
49	CM	Memphis, TN _____ 1,069,400
50	CM	Hartford-New Britain-Middletown, CT _____ 1,051,800
<b>TOTAL 26-50</b>		<b>35,679,800</b>

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

**TOTAL 1-50 137,537,100**

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

\*\* The San Jose Metro is embedded in the San Francisco Metro.

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

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

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

SURVEY		METRO PERSONS 12+
RANK	TYPE	ESTIMATED POPULATION
51	S	Monmouth-Ocean, NJ* (1,033,700)
52	CM	Buffalo-Niagara Falls, NY 966,000
53	CM	Louisville, KY 953,500
54	CM	Richmond, VA 941,600
55	CM	New Orleans, LA 936,700
56	CM	Rochester, NY 932,800
57	CM	Birmingham, AL 886,400
58	S	McAllen-Brownsville-Harlingen, TX 868,900
59	CM	Greenville-Spartanburg, SC 863,400
60	CM	Tucson, AZ 839,600
61	S	Ft. Myers-Naples-Marco Island, FL 836,700
62	CM	Dayton, OH 824,200
63	CM	Albany-Schenectady-Troy, NY 784,400
64	CM	Honolulu, HI 766,100
65	CM	Tulsa, OK 747,400
66	CM	Fresno, CA 741,800
67	CM	Grand Rapids, MI 717,900
68	CM	Albuquerque, NM 701,300
69	CM	Allentown-Bethlehem, PA 700,600
70	CM	Wilkes Barre-Scranton, PA 682,900
71	CM	Knoxville, TN 669,900
72	CM	Omaha-Council Bluffs, NE-IA 627,500
73	S	Sarasota-Bradenton, FL 626,700
74	CM	Bakersfield, CA 596,900
75	CM	Akron, OH 596,500
76	CM	El Paso, TX 594,700

SURVEY		METRO PERSONS 12+
RANK	TYPE	ESTIMATED POPULATION
77	S	Wilmington, DE 592,000
78	CM	Baton Rouge, LA 570,300
79	CM	Harrisburg-Lebanon-Carlisle, PA 569,800
80	S	Stockton, CA 561,100
81	CM	Gainesville-Ocala, FL 560,700
82	CM	Monterey-Salinas-Santa Cruz, CA 556,200
83	CM	Syracuse, NY 550,800
84	CM	Charleston, SC 542,700
85	CM	Little Rock, AR 542,000
86	S	Daytona Beach, FL 538,900
87	CM	Greenville-New Bern-Jacksonville, NC 528,900
88	CM	Springfield, MA 525,800
89	CM	Columbia, SC 519,500
90	CM	Des Moines, IA 516,400
91	CM	Toledo, OH 511,400
92	CM	Spokane, WA 510,000
93	S	Lakeland-Winter Haven, FL 501,400
94	CM	Colorado Springs, CO 498,800
95	S	Ft. Pierce-Stuart-Vero Beach, FL 491,500
96	CM	Mobile, AL 489,300
97	S	Melbourne-Titusville-Cocoa, FL 485,600
98	CM	Madison, WI 477,300
99	CM	Wichita, KS 475,100
100	S	Boise, ID 472,700
		<b>TOTAL 51-100 33,026,300</b>
		<b>TOTAL 1-100 170,016,300</b>

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

\* Monmouth County (population 547,100) is included in the Monmouth-Ocean and the New York Metro definitions. The population estimates for these markets are not duplicated in the cumulative population totals.

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

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
101	S	Visalia-Tulare-Hanford, CA _____ 468,200
102	CM	Johnson City-Kingsport-Bristol, TN-VA _____ 462,500
103	CM	York, PA _____ 456,600
104	S	Lexington-Fayette, KY _____ 454,800
105	S	Lafayette, LA _____ 452,600
106	CM	Chattanooga, TN _____ 444,900
107	S	Ft. Wayne, IN _____ 435,100
108	CM	Huntsville, AL _____ 435,000
109	S	Modesto, CA _____ 428,400
110	S	Augusta, GA _____ 428,100
111	S	Roanoke-Lynchburg, VA _____ 422,700
112	S	Lancaster, PA _____ 421,100
113	S	New Haven, CT _____ 418,800
114	S	Worcester, MA _____ 416,600
115	C	Morristown, NJ* _____ (415,300)
116	S	Portsmouth-Dover-Rochester, NH _____ 414,500
117	S	Victor Valley, CA _____ 412,900
118	S	Oxnard-Ventura, CA _____ 405,900
119	S	Santa Rosa, CA** _____ (403,900)
120	C	Ft. Collins-Greeley, CO _____ 403,600
121	CM	Jackson, MS _____ 397,600
122	S	Reno, NV _____ 393,800
123	S	Bridgeport, CT _____ 393,400
124	S	Pensacola, FL _____ 389,900
125	CM	Lansing-East Lansing, MI _____ 389,200
126	S	Youngstown-Warren, OH _____ 387,500

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
127	S	Flint, MI _____ 360,300
128	S	Fayetteville, NC _____ 354,300
129	S	Canton, OH _____ 347,800
130	C	Reading, PA _____ 346,800
131	S	Palm Springs, CA _____ 346,400
132	C	Fayetteville (North West Arkansas), AR _____ 340,600
133	CM	Shreveport, LA _____ 338,000
134	S	Saginaw-Bay City-Midland, MI _____ 331,100
135	S	Appleton-Oshkosh, WI _____ 326,800
136	S	Springfield, MO _____ 325,400
137	S	Corpus Christi, TX _____ 319,600
138	S	Burlington-Plattsburgh, VT-NY _____ 318,300
139	C	Newburgh-Middletown (Mid-Hudson Valley), NY _____ 318,100
140	C	Beaumont-Port Arthur, TX _____ 316,600
141	S	Atlantic City-Cape May, NJ _____ 315,200
142	S	Trenton, NJ _____ 312,700
143	S	Salisbury-Ocean City, MD _____ 311,300
144	S	Tyler-Longview, TX _____ 306,500
145	C	Flagstaff-Prescott, AZ _____ 306,200
146	S	Quad Cities (Davenport-Rock Island-Moline), IA-IL _____ 303,800
147	S	Eugene-Springfield, OR _____ 303,100
148	S	Ann Arbor, MI _____ 303,000
149	S	Rockford, IL _____ 301,500
150	C	Stamford-Norwalk, CT*** _____ (300,600)

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

\* The Morristown Metro is embedded in the New York Metro.

\*\* The Santa Rosa Metro is embedded in the San Francisco Metro.

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

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

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

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
151	CM	Fredericksburg, VA* _____ (299,500)
152	S	Peoria, IL _____ 299,000
153	S	Montgomery, AL _____ 298,400
154	C	Killeen-Temple, TX _____ 292,200
155	S	Biloxi-Gulfport-Pascagoula, MS _____ 291,800
156	S	Macon, GA _____ 284,300
157	S	Savannah, GA _____ 280,300
158	C	Myrtle Beach, SC _____ 278,600
159	S	Asheville, NC _____ 267,200
160	S	Huntington-Ashland, WV-KY _____ 267,000
161	S	Wilmington, NC _____ 259,900
162	S	Tallahassee, FL _____ 259,100
163	S	Evansville, IN _____ 258,300
164	S	Utica-Rome, NY _____ 254,900
165	C	Poughkeepsie, NY _____ 253,600
166	C	Hagerstown-Chambersburg-Waynesboro, MD-PA _____ 250,000
167	S	Portland, ME _____ 239,300
168	C	Wausau-Stevens Point, (Central Wisconsin), WI _____ 237,700
169	S	Erie, PA _____ 237,400
170	S	Concord (Lake Regions), NH _____ 237,300
171	S	Anchorage, AK _____ 236,900
172	S	Lincoln, NE _____ 234,300
173	C	San Luis Obispo, CA _____ 233,600
174	C	New London, CT _____ 229,700
175	C	Ft. Smith, AR _____ 228,000

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
176	C	Wenatchee, WA _____ 227,900
177	C	Morgantown-Clarksburg-Fairmont, WV _____ 226,700
178	S	South Bend, IN _____ 221,600
179	C	New Bedford-Fall River, MA** _____ (221,400)
180	C	Merced, CA _____ 218,900
181	S	Lubbock, TX _____ 216,400
182	S	Binghamton, NY _____ 213,800
183	S	Lebanon-Rutland-White River Junction, NH-VT _____ 212,300
184	C	Odessa-Midland, TX _____ 211,700
185	S	Charleston, WV _____ 210,200
186	S	Kalamazoo, MI _____ 208,800
187	S	Green Bay, WI _____ 206,300
188	S	Columbus, GA _____ 204,900
189	C	Tupelo, MS _____ 200,600
190	C	Dothan, AL _____ 199,400
191	S	Manchester, NH*** _____ (198,200)
192	C	Traverse City-Petoskey, MI _____ 197,100
193	C	Cape Cod, MA _____ 196,800
194	C	Amarillo, TX _____ 195,300
195	C	Clarksville-Hopkinsville, TN-KY _____ 193,500
196	C	Tri-Cities, (Richland-Kennewick-Pasco), WA _____ 193,100
197	S	Topeka, KS _____ 193,000
198	C	Frederick, MD**** _____ (192,000)
199	C	Waco, TX _____ 191,000
200	C	Chico, CA _____ 190,800

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

\* Stafford County (population 104,000) is included in the Fredericksburg and Washington, DC, Metro definitions.

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

\*\*\* The M-Split portion of Rockingham County (population 50,500) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

\*\*\*\* The Frederick Metro is embedded in the Washington, DC, Metro.

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

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

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
201	C	Danbury, CT _____ 190,000
202	C	Rocky Mount-Wilson, NC _____ 188,300
203	C	Salina-Manhattan, KS _____ 188,200
204	C	Yakima, WA _____ 187,600
205	C	Bend, OR _____ 182,300
206	C	Laredo, TX _____ 179,200
207	C	Bowling Green, KY _____ 177,000
208	C	Medford-Ashland, OR _____ 176,900
209	S	Terre Haute, IN _____ 175,100
210	S	Cedar Rapids, IA _____ 174,900
211	S	Duluth-Superior, MN-WI _____ 174,500
212	C	Santa Maria-Lompoc, CA _____ 174,400
213	C	Hilton Head, SC _____ 172,100
213	S	Santa Barbara, CA _____ 172,100
215	C	Muncie-Marion, IN _____ 168,800
216	C	St. Cloud, MN _____ 167,900
217	C	Florence, SC _____ 167,200
218	S	Fargo-Moorhead, ND-MN _____ 167,000
219	C	Sunbury-Selinsgrove-Lewisburg, PA _____ 166,300
220	C	Champaign, IL _____ 166,000
221	C	Winchester, VA _____ 165,700
222	C	Las Cruces, NM _____ 165,400
223	S	Bangor, ME _____ 164,100
224	C	Olean, NY _____ 163,000
225	C	Laurel-Hattiesburg, MS _____ 162,300
226	C	Alexandria, LA _____ 161,700

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
227	C	Ft. Walton Beach, FL _____ 159,400
228	C	Elmira-Corning, NY _____ 158,400
229	C	La Crosse, WI _____ 157,600
230	C	Redding, CA _____ 157,200
231	C	Charlottesville, VA _____ 156,500
232	C	Lake Charles, LA _____ 154,200
233	C	Tuscaloosa, AL _____ 153,700
234	C	Rochester, MN _____ 152,900
235	C	Bryan-College Station, TX _____ 147,000
236	C	Muskegon, MI _____ 146,800
237	C	Joplin, MO _____ 144,700
238	C	Twin Falls (Sun Valley), ID _____ 144,600
239	C	Panama City, FL _____ 142,500
240	S	Lafayette, IN _____ 142,100
241	S	Bloomington, IL _____ 141,600
242	C	Santa Fe, NM _____ 141,500
243	C	Marion-Carbondale (Southern Illinois, IL) _____ 141,400
244	C	Dubuque, IA _____ 141,300
245	C	Eau Claire, WI _____ 137,800
246	C	Pittsburg, KS (Southeast Kansas) _____ 134,200
247	C	Abilene, TX _____ 133,600
248	S	Pueblo, CO _____ 133,200
249	C	Columbia, MO _____ 132,700
250	C	LaSalle-Peru, IL _____ 131,600
251	C	Sussex, NJ _____ 130,800
252	C	State College, PA _____ 130,500

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

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

SURVEY RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
253	S	Waterloo-Cedar Falls, IA _____ 129,000
254	C	Lufkin-Nacogdoches, TX _____ 128,800
255	C	Parkersburg-Marietta, WV-OH _____ 126,600
255	C	Lima, OH _____ 126,600
257	S	Wheeling,WV _____ 126,000
258	C	Florence-Muscle Shoals, AL _____ 124,100
258	C	Monroe, LA _____ 124,100
260	C	Grand Junction, CO _____ 123,000
261	C	Billings, MT _____ 119,900
262	C	Kalispell-Flathead Valley, MT _____ 117,400
263	S	Hamptons-Riverhead, NY* _____ (116,400)
264	C	Texarkana, TX-AR _____ 115,200
265	C	Battle Creek, MI _____ 114,400
266	C	Wichita Falls, TX _____ 114,300
267	C	Grand Island-Kearney, NE _____ 112,200
268	C	Valdosta, GA _____ 109,600
269	S	Altoona, PA _____ 107,800
269	S	Montpelier-Barre-St. Johnsbury, VT _____ 107,800
271	C	Albany, GA _____ 107,600
272	C	Augusta-Waterville, ME _____ 105,800
273	C	Harrisonburg, VA _____ 104,200
274	C	Columbus-Starkville-West Point, MS _____ 103,300
275	C	Mankato-New Ulm-St. Peter, MN _____ 101,900
276	C	Rapid City, SD _____ 100,800
277	C	Williamsport, PA _____ 100,700
278	C	Elkins-Buckhannon-Weston, WV _____ 100,000

SURVEY RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
279	C	Sioux City, IA _____ 99,300
280	C	Watertown, NY _____ 99,100
281	C	Sheboygan, WI _____ 98,900
282	C	Lawton, OK _____ 91,900
283	C	Decatur, IL _____ 91,800
284	C	Ithaca, NY _____ 91,600
284	C	Lewiston-Auburn, ME _____ 91,600
286	C	Bismarck, ND _____ 90,600
287	C	Bluefield, WV _____ 90,300
288	C	Sebring, FL _____ 88,800
289	C	Cookeville, TN _____ 88,500
290	C	San Angelo, TX _____ 87,600
291	C	Hot Springs, AR _____ 84,600
292	C	Grand Forks, ND-MN _____ 83,800
293	C	Jackson, TN _____ 81,400
294	C	Jonesboro, AR _____ 78,200
295	C	Cheyenne, WY _____ 72,900
296	C	Beckley, WV _____ 68,900
297	C	Mason City, IA _____ 67,600
298	C	Clovis, NM _____ 65,500
299	C	Brunswick, GA _____ 64,400
300	C	Meridian, MS _____ 63,200
301	C	Casper, WY _____ 61,600
302	C	Aspen, CO _____ 60,400
		<b>TOTAL 101-302 43,482,200</b>
		<b>TOTAL 1-302 211,744,900</b>

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

\* The Hamptons-Riverhead Metro is embedded in the Nassau-Suffolk (Long Island) and New York Metros. The population estimate for this market is not duplicated in the cumulative population totals.



# Total Survey Area Population

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Abilene, TX	262,800
CM	Akron, OH	1,318,000
C	Albany, GA	494,900
CM	Albany-Schenectady-Troy, NY	1,360,000
CM	Albuquerque, NM	1,063,800
C	Alexandria, LA	408,000
CM	Allentown-Bethlehem, PA	976,400
S	Altoona, PA	518,300
C	Amarillo, TX	338,100
S	Anchorage, AK	355,500
S	Ann Arbor, MI	303,000
S	Appleton-Oshkosh, WI	879,200
S	Asheville, NC	503,600
C	Aspen, CO	105,100
S	Atlantic City-Cape May, NJ	552,000
S	Augusta, GA	605,100
C	Augusta-Waterville, ME	430,400
CM	Austin, TX	2,060,000
CM	Bakersfield, CA	596,900
CM	Baltimore, MD	3,025,000
S	Bangor, ME	335,800
CM	Baton Rouge, LA	1,483,400
C	Battle Creek, MI	114,400
C	Beaumont-Port Arthur, TX	559,200
C	Beckley, WV	276,800

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Bend, OR	182,300
C	Billings, MT	198,900
S	Biloxi-Gulfport-Pascagoula, MS	501,900
S	Binghamton, NY	575,900
CM	Birmingham, AL	1,746,000
C	Bismarck, ND	202,500
S	Bloomington, IL	247,000
C	Bluefield, WV	210,300
S	Boise, ID	704,500
CM	Boston, MA	6,567,900
C	Bowling Green, KY	288,500
S	Bridgeport, CT	393,400
C	Brunswick, GA	198,100
C	Bryan-College Station, TX	250,300
CM	Buffalo-Niagara Falls, NY	1,315,100
S	Burlington-Plattsburgh, VT-NY	511,800
S	Canton, OH	438,400
C	Cape Cod, MA	219,600
C	Casper, WY	144,500
S	Cedar Rapids, IA	632,000
C	Champaign, IL	488,400
CM	Charleston, SC	760,900
S	Charleston, WV	525,000
CM	Charlotte-Gastonia-Rock Hill, NC-SC	2,728,800
C	Charlottesville, VA	354,900

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

# Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM	Chattanooga, TN	1,077,800
C	Cheyenne, WY	122,600
C	Chico, CA	437,000
CM	Cincinnati, OH	2,547,900
C	Clarksville-Hopkinsville, TN-KY	245,400
CM	Cleveland, OH	3,209,500
C	Clovis, NM	78,700
CM	Colorado Springs, CO	787,200
C	Columbia, MO	601,700
CM	Columbia, SC	887,000
S	Columbus, GA	572,000
CM	Columbus, OH	2,212,800
C	Columbus-Starkville-West Point, MS	219,700
S	Concord (Lake Regions), NH	293,300
C	Cookeville, TN	296,300
S	Corpus Christi, TX	465,700
C	Danbury, CT	190,000
CM	Dayton, OH	1,753,400
S	Daytona Beach, FL	538,900
C	Decatur, IL	180,500
CM	Denver-Boulder, CO	3,517,600
CM	Des Moines, IA	986,300
C	Dothan, AL	498,000
C	Dubuque, IA	217,000
S	Duluth-Superior, MN-WI	362,800

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Eau Claire, WI	360,700
CM	El Paso, TX	838,200
C	Elkins-Buckhannon-Weston, WV	221,900
C	Elmira-Corning, NY	277,100
S	Erie, PA	434,400
S	Eugene-Springfield, OR	661,500
S	Evansville, IN	706,100
S	Fargo-Moorhead, ND-MN	442,300
C	Fayetteville (North West Arkansas), AR	487,700
S	Fayetteville, NC	880,600
C	Flagstaff-Prescott, AZ	444,400
S	Flint, MI	638,300
C	Florence, SC	511,100
C	Florence-Muscle Shoals, AL	266,600
C	Frederick, MD	318,600
CM	Fredericksburg, VA	395,200
CM	Fresno, CA	1,552,700
C	Ft. Collins-Greeley, CO	403,600
S	Ft. Myers-Naples-Marco Island, FL	1,180,000
S	Ft. Pierce-Stuart-Vero Beach, FL	525,100
C	Ft. Smith, AR	520,800
C	Ft. Walton Beach, FL	209,200
S	Ft. Wayne, IN	850,500
CM	Gainesville-Ocala, FL	985,300
C	Grand Forks, ND-MN	150,800

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

## Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Grand Island-Kearney, NE _____	223,100
C	Grand Junction, CO _____	279,500
CM	Grand Rapids, MI _____	1,608,500
S	Green Bay, WI _____	805,000
CM	Greensboro-Winston-Salem-High Point, NC _____	2,405,000
CM	Greenville-New Bern-Jacksonville, NC _____	1,016,000
CM	Greenville-Spartanburg, SC _____	1,956,500
C	Hagerstown-Chambersburg-Waynesboro, MD-PA _____	409,700
S	Hamptons-Riverhead, NY _____	116,400
CM	Harrisburg-Lebanon-Carlisle, PA _____	1,597,200
C	Harrisonburg, VA _____	302,600
CM	Hartford-New Britain-Middletown, CT _____	2,776,000
C	Hilton Head, SC _____	191,100
CM	Honolulu, HI _____	948,100
C	Hot Springs, AR _____	149,800
S	Huntington-Ashland, WV-KY _____	588,300
CM	Huntsville, AL _____	1,008,700
CM	Indianapolis, IN _____	2,235,300
C	Ithaca, NY _____	150,300
CM	Jackson, MS _____	799,400
C	Jackson, TN _____	490,400
CM	Jacksonville, FL _____	1,578,000
CM	Johnson City-Kingsport-Bristol, TN-VA _____	824,300
C	Jonesboro, AR _____	332,200
C	Joplin, MO _____	405,700

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S	Kalamazoo, MI _____	665,500
C	Kalispell-Flathead Valley, MT _____	127,200
CM	Kansas City, MO-KS _____	2,317,500
C	Killeen-Temple, TX _____	346,400
CM	Knoxville, TN _____	1,370,800
C	La Crosse, WI _____	198,500
S	Lafayette, IN _____	351,600
S	Lafayette, LA _____	633,400
C	Lake Charles, LA _____	250,100
S	Lakeland-Winter Haven, FL _____	613,200
S	Lancaster, PA _____	900,300
CM	Lansing-East Lansing, MI _____	833,200
C	Laredo, TX _____	199,300
C	Las Cruces, NM _____	176,200
CM	Las Vegas, NV _____	1,803,000
C	LaSalle-Peru, IL _____	142,700
C	Laurel-Hattiesburg, MS _____	306,800
C	Lawton, OK _____	214,700
S	Lebanon-Rutland-White River Junction, NH-VT _____	314,600
C	Lewiston-Auburn, ME _____	91,600
S	Lexington-Fayette, KY _____	918,700
C	Lima, OH _____	336,200
S	Lincoln, NE _____	404,600
CM	Little Rock, AR _____	1,092,700
CM	Louisville, KY _____	1,409,000

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

# Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S	Lubbock, TX	359,700
C	Lufkin-Nacogdoches, TX	249,900
S	Macon, GA	599,000
CM	Madison, WI	1,044,800
S	Manchester, NH	523,600
C	Mankato-New Ulm-St. Peter, MN	217,300
C	Marion-Carbondale (Southern Illinois, IL)	270,200
C	Mason City, IA	143,500
S	McAllen-Brownsville-Harlingen, TX	954,400
C	Medford-Ashland, OR	289,100
S	Melbourne-Titusville-Cocoa, FL	485,600
CM	Memphis, TN	1,643,000
C	Merced, CA	218,900
C	Meridian, MS	227,700
CM	Miami-Ft. Lauderdale-Hollywood, FL	4,744,300
CM	Milwaukee-Racine, WI	1,865,700
CM	Minneapolis-St. Paul, MN	3,674,400
CM	Mobile, AL	1,117,900
S	Modesto, CA	1,301,500
S	Monmouth-Ocean, NJ	1,033,700
C	Monroe, LA	405,700
CM	Monterey-Salinas-Santa Cruz, CA	601,800
S	Montgomery, AL	762,000
S	Montpelier-Barre-St. Johnsbury, VT	286,700
C	Morgantown-Clarksburg-Fairmont, WV	396,500

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Morristown, NJ	415,300
C	Muncie-Marion, IN	190,600
C	Muskegon, MI	211,700
C	Myrtle Beach, SC	473,700
CM	Nashville, TN	2,263,000
C	New Bedford-Fall River, MA	221,400
S	New Haven, CT	770,200
C	New London, CT	476,400
CM	New Orleans, LA	1,803,100
C	Newburgh-Middletown (Mid-Hudson Valley), NY	438,200
CM	Norfolk-Virginia Beach-Newport News, VA	1,702,200
C	Odessa-Midland, TX	336,500
CM	Oklahoma City, OK	1,472,300
C	Olean, NY	163,000
CM	Omaha-Council Bluffs, NE-IA	1,212,400
CM	Orlando, FL	3,751,100
S	Oxnard-Ventura, CA	849,200
S	Palm Springs, CA	512,200
C	Panama City, FL	316,200
C	Parkersburg-Marietta, WV-OH	297,900
S	Pensacola, FL	763,800
S	Peoria, IL	577,000
CM	Phoenix, AZ	3,994,800
C	Pittsburg, KS (Southeast Kansas)	157,200
CM	Pittsburgh, PA	2,922,900

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

## Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S	Portland, ME	858,800
CM	Portland, OR	2,604,000
S	Portsmouth-Dover-Rochester, NH	538,200
C	Poughkeepsie, NY	797,500
CM	Providence-Warwick-Pawtucket, RI	1,981,800
S	Pueblo, CO	210,100
CM	Puerto Rico	3,327,100
S	Quad Cities (Davenport-Rock Island-Moline), IA-IL	721,400
CM	Raleigh-Durham, NC	2,808,500
C	Rapid City, SD	231,200
C	Reading, PA	346,800
C	Redding, CA	262,900
S	Reno, NV	659,700
CM	Richmond, VA	1,402,500
S	Roanoke-Lynchburg, VA	1,070,900
C	Rochester, MN	433,600
CM	Rochester, NY	1,173,100
S	Rockford, IL	646,900
C	Rocky Mount-Wilson, NC	452,300
CM	Sacramento, CA	2,758,900
S	Saginaw-Bay City-Midland, MI	1,169,000
C	Salina-Manhattan, KS	214,700
S	Salisbury-Ocean City, MD	565,200
CM	Salt Lake City-Ogden-Provo, UT	2,044,700
C	San Angelo, TX	125,800

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM	San Antonio, TX	2,079,100
CM	San Diego, CA	2,785,400
C	San Luis Obispo, CA	408,000
S	Santa Barbara, CA	346,500
C	Santa Fe, NM	202,500
C	Santa Maria-Lompoc, CA	174,400
S	Santa Rosa, CA	460,400
S	Sarasota-Bradenton, FL	801,500
S	Savannah, GA	855,800
CM	Seattle-Tacoma, WA	3,927,400
C	Sebring, FL	88,800
C	Sheboygan, WI	98,900
CM	Shreveport, LA	914,000
C	Sioux City, IA	278,000
S	South Bend, IN	888,500
CM	Spokane, WA	750,600
CM	Springfield, MA	720,900
S	Springfield, MO	671,900
C	St. Cloud, MN	504,800
CM	St. Louis, MO	2,749,900
C	Stamford-Norwalk, CT	300,600
C	State College, PA	314,000
S	Stockton, CA	561,100
C	Sunbury-Selinsgrove-Lewisburg, PA	243,300
C	Sussex, NJ	184,600

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

## Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM	Syracuse, NY _____	987,100
S	Tallahassee, FL _____	504,000
CM	Tampa-St. Petersburg-Clearwater, FL _____	4,010,500
S	Terre Haute, IN _____	347,900
C	Texarkana, TX-AR _____	287,500
CM	Toledo, OH _____	970,800
S	Topeka, KS _____	527,100
C	Traverse City-Petoskey, MI _____	479,800
S	Trenton, NJ _____	424,700
C	Tri-Cities, (Richland-Kennewick-Pasco), WA _____	422,300
CM	Tucson, AZ _____	1,269,700
CM	Tulsa, OK _____	1,312,100
C	Tupelo, MS _____	466,500
C	Tuscaloosa, AL _____	333,900
C	Twin Falls (Sun Valley), ID _____	144,600
S	Tyler-Longview, TX _____	856,700
S	Utica-Rome, NY _____	398,700
C	Valdosta, GA _____	178,800
S	Victor Valley, CA _____	412,900
S	Visalia-Tulare-Hanford, CA _____	468,200
C	Waco, TX _____	643,700
S	Waterloo-Cedar Falls, IA _____	547,700
C	Watertown, NY _____	217,300
C	Wausau-Stevens Point, (Central Wisconsin), WI _____	551,800
C	Wenatchee, WA _____	257,000

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM	West Palm Beach-Boca Raton, FL _____	3,182,800
S	Wheeling,WV _____	278,900
C	Wichita Falls, TX _____	334,400
CM	Wichita, KS _____	704,000
CM	Wilkes Barre-Scranton, PA _____	947,700
C	Williamsport, PA _____	307,300
S	Wilmington, DE _____	724,200
S	Wilmington, NC _____	559,600
C	Winchester, VA _____	400,300
S	Worcester, MA _____	767,800
C	Yakima, WA _____	215,400
CM	York, PA _____	1,297,500
S	Youngstown-Warren, OH _____	771,000

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

## Top 25 Metro Survey Areas Based on 12+ Black Population

SURVEY TYPE	P12+ METRO RANK	METRO AREA	BLACK METRO PERSONS 12+ ESTIMATED POPULATION
PPM	1	New York, NY	2,664,800
PPM	3	Chicago, IL	1,378,800
PPM	7	Atlanta, GA	1,354,800
PPM	9	Washington, DC	1,140,000
PPM	8	Philadelphia, PA	88,4700
PPM	11	Detroit, MI	852,500
PPM	6	Houston-Galveston, TX	810,600
PPM	2	Los Angeles, CA	809,800
PPM	5	Dallas-Ft. Worth, TX	733,400
CM	12	Miami-Ft. Lauderdale-Hollywood, FL	713,500
CM	22	Baltimore, MD	648,900
CM	49	Memphis, TN	469,400
PPM	4	San Francisco, CA	426,700
CM	42	Norfolk-Virginia Beach-Newport News, VA	424,800
CM	20	St. Louis, MO	418,000
CM	25	Charlotte-Gastonia-Rock Hill, NC-SC	411,400
CM	29	Cleveland, OH	335,500
CM	55	New Orleans, LA	307,200
CM	54	Richmond, VA	278,800
CM	43	Raleigh-Durham, NC	276,500
CM	10	Boston, MA	260,700
CM	18	Tampa-St. Petersburg-Clearwater, FL	255,400
CM	57	Birmingham, AL	250,500
CM	46	Jacksonville, FL	245,200
CM	34	Orlando, FL	240,900

## Top 25 Metro Survey Areas Based on 12+ Hispanic Population

SURVEY TYPE	P12+ METRO RANK	METRO AREA	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION
PPM	2	Los Angeles, CA	4,494,600
PPM	1	New York, NY	3,267,900
CM	12	Miami-Ft. Lauderdale-Hollywood, FL	1,682,200
PPM	6	Houston-Galveston, TX	1,499,600
PPM	3	Chicago, IL	1,448,800
PPM	5	Dallas-Ft. Worth, TX	1,310,600
PPM	4	San Francisco, CA	1,234,200
CM	15	Phoenix, AZ	911,300
CM	31	San Antonio, TX	851,100
PPM	26	Riverside-San Bernardino, CA	839,500
S	58	McAllen-Brownsville-Harlingen, TX	753,200
CM	17	San Diego, CA	713,900
PPM	9	Washington, DC	504,500
CM	76	El Paso, TX	480,600
CM	21	Denver-Boulder, CO	466,000
PPM	7	Atlanta, GA	420,400
CM	33	Las Vegas, NV	409,700
CM	39	Austin, TX	393,000
CM	34	Orlando, FL	381,900
PPM	35	San Jose, CA	356,400
CM	66	Fresno, CA	340,300
CM	18	Tampa-St. Petersburg-Clearwater, FL	332,200
CM	27	Sacramento, CA	301,800
CM	68	Albuquerque, NM	296,900
PPM	19	Nassau-Suffolk (Long Island), NY	292,800

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

## Proportionality Indices: Diary Measurement

SURVEY	BLACK	HISPANIC	M18-24
Winter 2004	99	99	78
Winter 2005	101	94	76
Winter 2006	96	92	72
Winter 2007	91	85	67
Spring 2004	98	96	73
Spring 2005	96	93	69
Spring 2006	93	90	68
Spring 2007	90	81	62
Summer 2004	104	95	80
Summer 2005	101	94	77
Summer 2006	96	90	75
Summer 2007	93	81	69
Fall 2004	98	92	69
Fall 2005	96	94	65
Fall 2006	92	84	61
Fall 2007	88	81	56

## Response Rates: Diary Measurement

SURVEY	2004	2005	2006	2007
Winter	32.1	31.5	30.5	27.8
Spring	33.0	31.7	30.4	29.2
Summer	30.2	28.8	28.7	28.1
Fall	32.9	30.5	30.5	28.3

**Note:** Proportionality Indices and Response Rate data are from Spring 2008.

We will update these pages with Fall 2008 data in early 2009. To be notified when these pages are updated, please follow this link [http://www.arbitron.com/home/redbook\\_update.htm](http://www.arbitron.com/home/redbook_update.htm) and enter your email address.



# 2008-2009 Top 100 Television DMA Markets

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
1	New York, NY	17,519,900	7,433,820
2	Los Angeles, CA	14,699,900	5,654,260
3	Chicago, IL	8,092,400	3,492,850
4	Philadelphia, PA	6,648,100	2,950,220
5	Dallas-Ft. Worth, TX	5,704,500	2,489,970
6	San Francisco-Oakland-San Jose, CA	5,921,700	2,476,450
7	Boston, MA (Manchester, NH)	5,350,400	2,409,080
8	Atlanta, GA	5,416,500	2,369,780
9	Washington, DC (Hagerstown, MD)	5,188,400	2,321,610
10	Houston, TX	4,990,200	2,106,210
11	Detroit, MI	4,207,000	1,926,970
12	Phoenix (Prescott), AZ	4,219,300	1,855,930
13	Tampa-St. Petersburg (Sarasota), FL	3,757,800	1,822,160
14	Seattle-Tacoma, WA	4,012,000	1,819,970
15	Minneapolis-St. Paul, MN	3,773,700	1,730,530
16	Miami-Ft. Lauderdale, FL	3,626,500	1,546,920
17	Cleveland-Akron (Canton), OH	3,268,300	1,524,930
18	Denver, CO	3,338,600	1,524,210
19	Orlando-Daytona Beach-Melbourne, FL	3,186,300	1,466,420
20	Sacramento-Stockton-Modesto, CA	3,373,900	1,399,520
21	St. Louis, MO	2,694,800	1,249,820
22	Portland, OR	2,631,900	1,175,100
23	Pittsburgh, PA	2,444,600	1,156,460
24	Charlotte, NC	2,428,000	1,122,860
25	Indianapolis, IN	2,375,200	1,114,970

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
26	Baltimore, MD	2,436,700	1,102,080
27	Raleigh-Durham (Fayetteville), NC	2,349,000	1,080,680
28	San Diego, CA	2,536,000	1,066,680
29	Nashville, TN	2,172,400	1,016,290
30	Hartford & New Haven, CT	2,250,200	1,014,990
31	Kansas City, MO	1,996,400	937,970
32	Columbus, OH	1,961,100	925,840
33	Salt Lake City, UT	2,307,500	919,390
34	Cincinnati, OH	1,960,300	915,570
35	Milwaukee, WI	1,916,500	905,350
36	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	1,815,900	858,050
37	San Antonio, TX	1,929,500	818,560
38	West Palm Beach-Ft. Pierce, FL	1,642,900	779,430
39	Grand Rapids-Kalamazoo-Battle Creek, MI	1,663,000	741,420
40	Birmingham (Anniston and Tuscaloosa), AL	1,559,200	739,750
41	Harrisburg-Lancaster-Lebanon-York, PA	1,630,800	738,880
42	Las Vegas, NV	1,631,700	728,410
43	Norfolk-Portsmouth-Newport News, VA	1,598,300	718,020
44	Albuquerque-Santa Fe, NM	1,542,600	689,120
45	Oklahoma City, OK	1,462,000	687,300
46	Greensboro-High Point-Winston Salem, NC	1,448,700	685,110
47	Jacksonville, FL	1,474,000	674,860
48	Memphis, TN	1,475,300	673,770
49	Austin, TX	1,504,200	667,670

## 2008-2009 Top 100 Television DMA Markets *(continued)*

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
50	Louisville, KY	1,398,600	667,230
51	Buffalo, NY	1,367,000	631,120
52	Providence, RI-New Bedford, MA	1,368,300	622,580
53	New Orleans, LA	1,364,800	602,740
54	Wilkes Barre-Scranton, PA	1,307,800	594,570
55	Fresno-Visalia, CA	1,552,700	574,900
56	Little Rock-Pine Bluff, AR	1,202,800	567,060
57	Albany-Schenectady-Troy, NY	1,194,500	556,750
58	Richmond-Petersburg, VA	1,212,400	550,240
59	Knoxville, TN	1,136,500	547,930
60	Mobile, AL-Pensacola (Ft Walton Beach), FL	1,166,500	537,810
61	Tulsa, OK	1,128,600	529,540
62	Ft. Myers-Naples, FL	1,053,900	509,530
63	Lexington, KY	1,056,800	503,260
64	Dayton, OH	1,014,800	483,790
65	Charleston-Huntington, WV	988,900	479,750
66	Flint-Saginaw-Bay City, MI	1,003,000	465,790
67	Roanoke-Lynchburg, VA	975,300	461,420
68	Tucson (Sierra Vista), AZ	987,300	456,030
69	Wichita-Hutchinson, KS Plus	971,000	450,930
70	Green Bay-Appleton, WI	950,800	444,210
71	Des Moines-Ames, IA	913,500	432,410
72	Honolulu, HI	1,093,600	429,940
73	Toledo, OH	904,600	425,890
74	Springfield, MO	894,500	421,960
75	Spokane, WA	927,500	416,630
76	Omaha, NE	873,300	411,520
77	Portland-Auburn, ME	858,800	410,890

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
78	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	828,900	393,260
79	Columbia, SC	854,900	393,170
80	Rochester, NY	867,700	390,590
81	Syracuse, NY	858,400	388,000
82	Huntsville-Decatur (Florence), AL	818,000	386,520
83	Champaign & Springfield-Decatur, IL	818,400	386,000
84	Shreveport, LA	838,800	385,770
85	Madison, WI	804,300	378,740
86	Chattanooga, TN	778,300	366,780
87	Harlingen-Weslaco-Brownsville-McAllen, TX	933,300	349,910
88	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	734,900	346,330
89	South Bend-Elkhart, IN	743,100	334,720
90	Jackson, MS	754,500	334,650
91	Colorado Springs-Pueblo, CO	752,100	334,390
92	Tri-Cities, TN-VA	689,100	332,840
93	Burlington, VT-Plattsburgh, NY	736,300	331,320
94	Waco-Temple-Bryan, TX	766,900	329,690
95	Baton Rouge, LA	739,200	326,390
96	Savannah, GA	709,100	319,160
97	Davenport, IA-Rock Island-Moline, IL	653,500	309,600
98	El Paso, TX (Las Cruces, NM)	764,900	308,080
99	Charleston, SC	657,600	307,610
100	Ft. Smith-Fayetteville-Springdale-Rogers, AR	647,400	297,920