

# Radio Market Survey Population, Rankings & Information

## Spring 2024

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US Population estimates are based on Census 2020 updated and projected to January 1, 2024 by Claritas. Puerto Rico Population estimates are based on Census 2020 updated to January 1, 2024 by Customer Analytics. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2024 Nielsen Audio market definitions.

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COR-22-31442

# Market Survey Rankings, Frequency, Type and Population

## BY RANKING

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
001	1	PPM	13	New York	BH	16,600,600	4,352,100	2,771,900
003	2	PPM	13	Los Angeles	BH	11,297,500	5,018,800	796,500
005	3	PPM	13	Chicago	BH	8,034,800	1,897,500	1,363,500
024	4	PPM	13	Dallas-Ft. Worth	BH	6,862,600	1,981,900	1,200,600
009	5	PPM	13	San Francisco	BH	6,609,300	1,599,800	440,300
033	6	PPM	13	Houston-Galveston	BH	6,417,100	2,403,400	1,182,100
047	7	PPM	13	Atlanta	BH	5,285,800	653,000	1,927,400
015	8	PPM	13	Washington, DC	BH	5,161,600	910,100	1,391,800
007	9	PPM	13	Philadelphia	BH	4,805,000	493,300	995,700
013	10	PPM	13	Boston	BH	4,433,200	550,400	376,400
429	11	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	4,136,100	2,285,600	808,100
039	12	PPM	13	Seattle-Tacoma	BH	4,136,000	450,100	302,400
057	13	PPM	13	Phoenix	BH	3,986,000	1,184,300	277,100
011	14	PPM	13	Detroit	BH	3,899,200	196,400	854,300
027	15	PPM	13	Minneapolis-St. Paul	BH	3,126,700	206,300	326,900
087	16	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,963,500	627,100	370,500
540	17	12S	12	Puerto Rico		2,903,300	*	*
063	18	PPM	13	San Diego	BH	2,874,000	973,200	160,200
035	19	PPM	13	Denver-Boulder	BH	2,868,600	641,000	174,400
093	20	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,569,100	298,500	590,000
321	21	PPM	13	Nassau-Suffolk (Long Island)	BH	2,560,500	518,300	252,200
021	22	PPM	13	Baltimore	BH	2,462,700	196,000	747,900
051	23	PPM	13	Portland, OR	H	2,452,400	371,000	100,100
017	24	PPM	13	St. Louis	B	2,362,800	92,900	450,600
059	25	PPM	13	San Antonio	BH	2,324,100	1,256,800	181,200
379	26	PPM	13	Riverside-San Bernardino	BH	2,243,200	1,281,100	196,600
101	27	PPM	13	Salt Lake City-Ogden-Provo	H	2,179,500	367,200	44,100
135	28	PPM	13	Austin	BH	2,173,500	672,500	171,200
065	29	PPM	13	Sacramento	BH	2,141,300	467,000	176,000
131	30	PPM	13	Orlando	BH	2,116,700	744,100	352,300
257	31	PPM	13	Las Vegas	BH	2,040,600	625,200	295,300
023	32	PPM	13	Pittsburgh, PA	B	2,012,400	48,900	193,700

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
031	33	PPM	13	Cincinnati	B	1,920,200	84,600	261,100
041	34	PPM	13	Kansas City	BH	1,853,800	198,100	249,300
115	35	PPM	13	Raleigh-Durham	BH	1,814,700	219,300	380,300
019	36	PPM	13	Cleveland	BH	1,796,600	115,900	359,100
045	37	PPM	13	Columbus, OH	BH	1,781,400	99,200	322,200
049	38	PPM	13	Indianapolis	BH	1,682,500	149,500	296,500
073	39	PPM	13	Nashville	BH	1,637,300	166,000	258,200
215	40	PPM	13	San Jose	H	1,636,200	404,300	46,600
393	41	2S	2	Hudson Valley	BH	1,573,700	391,300	201,700
413	42	PPM	13	Middlesex-Somerset-Union	BH	1,555,400	400,800	215,500
043	43	PPM	13	Milwaukee-Racine	BH	1,508,900	175,700	238,600
107	44	PPM	13	Jacksonville	BH	1,488,400	162,300	324,500
077	45	PPM	13	Providence-Warwick-Pawtucket	BH	1,483,300	211,100	111,300
109	46	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,454,500	114,100	475,600
166	47	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,366,200	154,700	325,700
299	48	PPM	13	West Palm Beach-Boca Raton	BH	1,365,400	322,900	240,800
083	49	12S	12	Oklahoma City	BH	1,355,200	194,000	160,100
053	50	12S	12	New Orleans	BH	1,242,700	134,700	392,300
105	51	12S	12	Richmond	BH	1,136,600	95,800	327,600
075	52	PPM	13	Memphis	BH	1,136,400	82,100	531,000
516	53	2S	2	Monmouth-Ocean	H	1,126,800	131,500	59,100
515	54	12S	12	Ft. Myers-Naples	BH	1,124,500	271,000	79,700
061	55	PPM	13	Hartford-New Britain-Middletown	BH	1,103,600	185,400	139,700
269	56	2S	2	McAllen-Brownsville-Harlingen	H	1,096,100	1,006,200	6,200
191	57	12S	12	Greenville-Spartanburg	BH	1,088,900	96,100	184,900
055	58	12S	12	Louisville	B	1,077,600	75,900	179,800
037	59	12S	12	Buffalo-Niagara Falls	B	1,015,400	57,200	133,000
079	60	12S	12	Rochester, NY	B	974,400	77,300	115,100
095	61	12S	12	Birmingham	B	964,200	54,500	289,000
207	62	12S	12	Tucson	H	938,700	328,100	42,700
103	63	12S	12	Tulsa	BH	877,700	103,000	83,900
099	64	12S	12	Honolulu		867,800	74,400	25,000
067	65	12S	12	Dayton	B	851,900	31,000	134,300
089	66	12S	12	Fresno	H	848,600	455,500	43,700
069	67	12S	12	Albany-Schenectady-Troy	B	841,400	53,900	80,500

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
373	68	2S	2	Sarasota-Bradenton	H	830,400	109,600	49,600
127	69	12S	12	Grand Rapids	H	826,000	87,200	67,800
071	70	12S	12	Des Moines		792,300	59,800	48,200
141	71	12S	12	Albuquerque	H	791,200	377,700	25,100
121	72	12S	12	Knoxville		789,900	47,700	51,700
189	73	12S	12	Metro Fairfield County	BH	769,400	161,200	97,300
145	74	12S	12	Allentown-Bethlehem	H	769,100	147,300	54,300
085	75	12S	12	Omaha-Council Bluffs	BH	762,600	93,700	71,800
161	76	12S	12	El Paso	H	748,100	625,000	26,600
231	77	12S	12	Charleston, SC	B	732,700	56,300	168,700
223	78	12S	12	Baton Rouge	B	722,900	49,100	255,200
175	79	12S	12	Wilkes Barre-Scranton	H	705,500	93,800	52,400
311	80	2S	2	Lakeland-Winter Haven	BH	703,300	210,700	105,000
143	81	12S	12	Bakersfield	H	687,600	402,700	38,400
291	82	2S	2	Stockton	H	675,700	282,500	57,800
550	83	2S	2	Gainesville-Ocala	BH	675,100	97,800	96,900
229	84	2S	2	Boise	H	674,000	94,200	12,400
119	85	12S	12	Harrisburg-Lebanon-Carlisle	B	654,100	58,500	63,500
139	86	2S	2	Wilmington, DE	BH	653,700	67,400	156,700
341	87	2S	2	Daytona Beach	BH	647,900	97,000	69,500
177	88	12S	12	Spokane		643,100	42,100	18,400
233	89	12S	12	Colorado Springs	H	642,400	113,200	47,400
183	90	12S	12	Columbia, SC	B	639,400	43,900	220,700
171	91	12S	12	Madison		633,400	43,500	34,900
197	92	2S	2	Portland, ME		631,900	14,800	22,400
123	93	12S	12	Little Rock	B	631,000	45,800	160,500
517	94	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	628,800	111,700	90,800
181	95	12S	12	Chattanooga	B	626,400	38,500	73,000
275	96	2S	2	Reno	H	611,200	139,800	18,800
081	97	12S	12	Akron	B	610,700	15,800	84,400
283	98	12S	12	Monterey-Salinas-Santa Cruz	H	605,000	299,700	15,100
331	99	2S	2	Melbourne-Titusville-Cocoa	BH	574,600	67,700	60,700
133	100	12S	12	Mobile	B	573,700	24,400	144,200
091	101	12S	12	Syracuse		567,400	27,300	55,400
327	102	12S	12	Huntsville	B	563,200	40,300	117,900
117	103	12S	12	Springfield, MA	H	552,000	113,800	42,100

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
590	104	2A	2	Ft. Collins-Greeley, CO	H	549,500	107,900	11,300
125	105	12S	12	Wichita	H	534,300	76,000	48,600
259	106	2S	2	Lexington-Fayette	B	533,500	37,200	61,900
097	107	12S	12	Toledo	B	516,500	36,700	82,000
305	108	2S	2	Augusta, GA	B	514,800	34,000	183,700
503	109	2A	2	Fayetteville (North West Arkansas)	H	500,600	86,500	17,100
301	110	2S	2	York		496,600	43,100	32,100
113	111	2S	2	Worcester	H	487,000	63,200	38,000
345	112	2S	2	Johnson City-Kingsport-Bristol		486,900	14,500	16,300
165	113	2S	2	Ft. Wayne		484,000	33,700	44,000
419	114	2S	2	Victor Valley	BH	481,600	229,900	55,700
253	115	2S	2	Lafayette, LA	B	478,600	24,400	133,700
255	116	2S	2	Lancaster	H	477,700	52,200	22,100
155	117	2S	2	Corpus Christi	H	474,800	287,700	17,300
343	118	2S	2	Modesto	H	466,800	231,200	16,800
317	119	2S	2	Pensacola	B	463,500	31,900	74,900
247	120	2S	2	Portsmouth-Dover-Rochester		463,200	15,600	6,000
277	121	2S	2	Roanoke-Lynchburg	B	454,600	20,200	75,100
565	122	2C	2	Morristown, NJ	H	452,300	71,300	18,100
062	123	2S	2	New Haven	BH	442,800	73,400	72,000
594	124	2S	2	Oxnard-Ventura	H	442,500	242,300	11,500
169	125	12S	12	Jackson, MS	B	420,300	11,700	196,700
510	126	2A	2	Myrtle Beach, SC	B	417,600	25,400	55,800
195	127	2S	2	Lansing-East Lansing	B	416,300	29,600	46,300
562	128	2A	2	Killeen-Temple, TX	BH	402,300	98,300	92,100
265	129	2S	2	Macon	B	399,900	22,200	160,200
271	130	2S	2	Salisbury-Ocean City	B	396,900	33,300	65,000
359	131	2S	2	Fayetteville, NC	B	384,100	44,300	141,000
203	132	2S	2	Springfield, MO		380,300	17,500	15,600
416	133	2S	2	Fredericksburg	B	380,000	50,200	81,300
273	134	2A	2	Reading, PA	H	374,500	88,000	21,000
129	135	2S	2	Youngstown-Warren	B	372,100	15,800	47,800
592	136	2S	2	Palm Springs	H	367,900	190,200	12,700
285	137	2S	2	Savannah	B	367,100	28,400	116,600
303	138	2S	2	Appleton-Oshkosh		360,300	18,100	11,300
502	139	2S	2	Tyler-Longview	BH	359,500	71,700	64,600

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533	140	2S	2	Biloxi-Gulfport-Pascagoula	B	348,200	23,200	77,800
082	141	2S	2	Canton		346,200	10,200	31,400
542	142	2A	2	Newburgh-Middletown, NY	BH	345,700	83,200	45,100
163	143	2S	2	Flint	B	345,200	14,300	71,300
241	144	2S	2	Eugene-Springfield		341,200	34,000	7,600
505	145	2S	2	Burlington-Plattsburgh		338,400	10,500	10,800
149	146	2A	2	Beaumont-Port Arthur, TX	BH	334,000	59,800	82,500
537	147	2S	2	Trenton	BH	333,000	74,200	64,100
111	148	2S	2	Shreveport	B	332,700	16,600	133,300
367	149	2S	2	Atlantic City-Cape May	BH	327,900	52,000	40,000
581	150	2A	2	Ann Arbor, MI	B	327,300	18,500	41,600
281	151	2A	2	Saginaw-Bay City-Midland, MI	B	324,400	21,300	34,100
173	152	2S	2	Montgomery	B	324,300	13,600	144,200
221	153	2S	2	Asheville		322,100	23,200	17,500
157	154	2S	2	Quad Cities (Davenport-Rock Island-Moline)	B	312,000	29,400	31,600
333	155	2S	2	Tallahassee	B	296,600	24,200	86,400
137	156	2S	2	Peoria	B	294,600	12,400	32,900
279	157	2S	2	Rockford	B	285,900	47,500	36,300
589	158	2A	2	Ft. Smith, AR		282,300	27,300	13,100
261	159	2S	2	Lincoln		281,200	22,600	15,700
263	160	2S	2	Lubbock	H	276,700	98,000	24,600
561	161	2A	2	Odessa-Midland, TX	H	276,400	150,300	16,200
524	162	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		271,600	20,100	25,800
185	163	2S	2	Evansville		270,600	9,000	24,200
147	164	2A	2	Amarillo, TX	H	266,500	82,600	17,700
407	165	2A	2	Bowling Green, KY		265,900	13,200	20,400
518	166	2A	2	Poughkeepsie, NY	BH	264,500	40,500	31,600
391	167	2A	2	Ft. Walton Beach-Destin, FL		262,900	26,100	24,300
426	168	2S	2	Concord (Lakes Region)		259,100	6,300	4,100
193	169	2S	2	Huntington-Ashland		258,000	3,600	9,600
319	170	2A	2	Sioux Falls, SD		254,000	13,200	13,400
528	171	2C	2	Frederick, MD	BH	252,800	32,000	33,700
556	172	2A	2	San Luis Obispo, CA	H	252,600	59,800	6,200
295	173	2S	2	Utica-Rome		249,100	15,000	16,500
597	174	2A	2	Wausau-Stevens Point, WI (Central WI)		245,900	8,300	3,500

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555	175	2A	2	Morgantown-Clarksburg-Fairmont, WV		245,400	6,200	11,800
535	176	2A	2	Traverse City-Petoskey, MI		245,300	6,100	2,700
315	177	2S	2	Anchorage		243,400	21,500	15,700
551	178	2A	2	Lima-Van Wert, OH		240,000	7,700	14,100
563	179	2A	2	New London, CT	H	237,000	26,900	16,700
530	180	2A	2	Cape Cod, MA		234,600	7,900	9,800
287	181	2A	2	South Bend, IN	B	233,200	23,600	33,000
245	182	2S	2	Green Bay		233,000	21,900	10,400
239	183	2S	2	Erie		232,100	10,300	20,000
575	184	2A	2	St. Cloud, MN	B	230,100	8,400	18,400
235	185	2S	2	Columbus, GA	B	228,800	17,900	107,700
549	185	2A	2	Bryan-College Station, TX	BH	228,800	61,100	26,000
309	187	2A	2	Waco, TX	BH	228,600	59,200	33,000
251	188	2S	2	Kalamazoo	B	226,100	12,900	28,900
187	189	2S	2	Fargo-Moorhead		224,200	8,600	16,100
501	190	2A	2	Dothan, AL	B	221,800	13,200	48,700
506	190	2A	2	Laredo, TX	H	221,800	213,800	900
267	192	2S	2	Manchester		217,900	16,300	8,000
227	193	2S	2	Binghamton		214,600	10,500	14,100
596	194	2A	2	Tuscaloosa, AL	B	209,300	12,100	64,600
593	195	2A	2	Danbury, CT	H	204,900	38,100	9,600
567	196	2A	2	Santa Maria-Lompoc, CA	H	204,200	120,800	4,900
153	197	2A	2	Charleston, WV		202,200	3,100	15,000
205	198	2S	2	Topeka	H	198,300	21,300	15,700
387	198	2A	2	Salina-Manhattan, KS		198,300	19,800	14,400
151	200	2S	2	Cedar Rapids		197,400	7,900	16,500
569	200	2A	2	Winchester, VA		197,400	22,000	12,300
591	202	2A	2	Santa Barbara, CA	H	183,300	58,900	3,100
159	203	2S	2	Duluth-Superior		182,900	3,500	6,000
461	204	2A	2	Las Cruces-Deming, NM	H	182,600	107,600	4,600
522	205	2A	2	Laurel-Hattiesburg, MS	B	180,100	8,400	53,700
508	206	2A	2	Chico, CA	H	180,000	35,300	5,000
532	207	2A	2	Rochester, MN		177,600	9,400	11,400
307	208	2S	2	Terre Haute		173,000	4,600	9,800
526	209	2S	2	Bangor		172,800	3,300	2,900

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
554	210	2A	2	Florence, SC	B	171,500	5,300	72,500
559	211	2A	2	La Crosse, WI		171,400	5,500	3,700
431	212	2A	2	Lebanon-Hanover-White River Junction, NH-VT		166,800	4,500	3,000
573	213	2A	2	Panama City, FL	B	165,600	14,900	19,600
422	214	2A	2	Muncie-Marion, IN		165,500	6,500	14,300
564	215	2A	2	Columbia, MO	B	165,200	7,600	19,200
509	216	2A	2	Redding, CA	H	157,300	17,600	3,200
534	217	2A	2	Joplin, MO		157,200	12,800	4,600
566	218	2A	2	Muskegon, MI	B	152,300	8,600	21,700
586	219	2A	2	Eau Claire, WI		151,700	3,900	3,300
323	220	2S	2	Bloomington	B	148,600	9,600	16,200
353	221	2S	2	Pueblo	H	148,000	60,000	4,300
585	222	2A	2	Monroe, LA	B	133,400	5,300	48,400
297	223	2A	2	Waterloo-Cedar Falls, IA	B	133,200	5,900	12,900
580	224	2A	2	Albany, GA	B	132,300	3,800	70,800
579	225	2A	2	Sussex, NJ	H	129,800	15,800	4,400
433	226	2A	2	Valdosta, GA	B	127,400	9,300	46,700
539	227	2A	2	Parkersburg-Marietta, WV-OH		123,700	1,800	3,000
381	228	2A	2	Grand Island-Kearney-Hastings, NE	H	121,500	23,400	2,600
519	229	2A	2	Harrisonburg, VA		120,100	16,800	6,800
179	230	2S	2	Wheeling		119,700	1,700	5,400
582	231	2A	2	Bismarck, ND		115,000	4,100	2,800
527	232	2A	2	Augusta-Waterville, ME		111,800	2,600	1,600
432	233	2S	2	Montpelier-Barre-St. Johnsbury		110,600	2,600	1,700
523	234	2A	2	Sioux City, IA	H	106,200	22,600	7,300
418	235	2A	2	Sheboygan, WI		102,600	7,400	3,100
548	236	2A	2	San Angelo, TX	H	102,300	40,300	4,300
577	237	2A	2	Watertown, NY		98,300	6,200	7,200
578	238	2A	2	Williamsport, PA		98,200	2,300	7,000
513	239	2A	2	Brunswick, GA	B	90,100	5,700	18,200
383	240	2A	2	Hot Springs, AR		88,000	6,000	8,400
560	241	2A	2	Cheyenne, WY		86,600	12,800	2,800
289	242	2A	2	Jackson, TN	B	85,600	4,200	31,400
572	243	2A	2	Grand Forks, ND-MN		80,600	4,500	3,600



**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 118,572,000**  
**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 157,576,000**  
**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 196,396,600**  
**TOTAL 1-243 METRO PERSONS 12+ POPULATION: 234,971,800**

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

- <sup>1</sup> The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- <sup>2</sup> The San Jose Metro is embedded in the San Francisco Metro.
- <sup>3</sup> Putnam, NY (population 86,900), Rockland, NY (population 277,200) and Westchester, NY (population 863,900) are included in the Hudson Valley and the New York Metro definitions.
- <sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- <sup>5</sup> Monmouth County (population 570,100) is included in the Monmouth-Ocean and the New York Metro definitions.
- <sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.
- <sup>7</sup> The SN Split portion of Fairfield County (population 331,500) is included in the Metro Fairfield County and the New York Metro definitions.
- <sup>8</sup> Stafford County (population 141,700) is included in the Fredericksburg and the Washington, DC Metro definitions.
- <sup>9</sup> The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- <sup>10</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.
- <sup>11</sup> The M-Split portion of Rockingham County (population 55,000) is included in the Manchester and the Portsmouth-Dover-Rochester Metro definitions.

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

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

**TYPE** (Type of Measurement Service): PPM – PPM, 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

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

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

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

## BY MARKET

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Akron	081	97	12S	12	B	610,700	15,800	84,400
Albany, GA	580	224	2A	2	B	132,300	3,800	70,800
Albany-Schenectady-Troy	069	67	12S	12	B	841,400	53,900	80,500
Albuquerque	141	71	12S	12	H	791,200	377,700	25,100
Allentown-Bethlehem	145	74	12S	12	H	769,100	147,300	54,300
Amarillo, TX	147	164	2A	2	H	266,500	82,600	17,700
Anchorage	315	177	2S	2		243,400	21,500	15,700
Ann Arbor, MI	581	150	2A	2	B	327,300	18,500	41,600
Appleton-Oshkosh	303	138	2S	2		360,300	18,100	11,300
Asheville	221	153	2S	2		322,100	23,200	17,500
Atlanta	047	7	PPM	13	BH	5,285,800	653,000	1,927,400
Atlantic City-Cape May	367	149	2S	2	BH	327,900	52,000	40,000
Augusta, GA	305	108	2S	2	B	514,800	34,000	183,700
Augusta-Waterville, ME	527	232	2A	2		111,800	2,600	1,600
Austin	135	28	PPM	13	BH	2,173,500	672,500	171,200
Bakersfield	143	81	12S	12	H	687,600	402,700	38,400
Baltimore	021	22	PPM	13	BH	2,462,700	196,000	747,900
Bangor	526	209	2S	2		172,800	3,300	2,900
Baton Rouge	223	78	12S	12	B	722,900	49,100	255,200
Beaumont-Port Arthur, TX	149	146	2A	2	BH	334,000	59,800	82,500
Biloxi-Gulfport-Pascagoula	533	140	2S	2	B	348,200	23,200	77,800
Binghamton	227	193	2S	2		214,600	10,500	14,100
Birmingham	095	61	12S	12	B	964,200	54,500	289,000
Bismarck, ND	582	231	2A	2		115,000	4,100	2,800
Bloomington	323	220	2S	2	B	148,600	9,600	16,200
Boise	229	84	2S	2	H	674,000	94,200	12,400
Boston	013	10	PPM	13	BH	4,433,200	550,400	376,400
Bowling Green, KY	407	165	2A	2		265,900	13,200	20,400
Brunswick, GA	513	239	2A	2	B	90,100	5,700	18,200
Bryan-College Station, TX	549	185	2A	2	BH	228,800	61,100	26,000
Buffalo-Niagara Falls	037	59	12S	12	B	1,015,400	57,200	133,000
Burlington-Plattsburgh	505	145	2S	2		338,400	10,500	10,800
Canton	082	141	2S	2		346,200	10,200	31,400
Cape Cod, MA	530	180	2A	2		234,600	7,900	9,800
Cedar Rapids	151	200	2S	2		197,400	7,900	16,500
Charleston, SC	231	77	12S	12	B	732,700	56,300	168,700
Charleston, WV	153	197	2A	2		202,200	3,100	15,000
Charlotte-Gastonia-Rock Hill	093	20	PPM	13	BH	2,569,100	298,500	590,000
Chattanooga	181	95	12S	12	B	626,400	38,500	73,000
Cheyenne, WY	560	241	2A	2		86,600	12,800	2,800
Chicago	005	3	PPM	13	BH	8,034,800	1,897,500	1,363,500
Chico, CA	508	206	2A	2	H	180,000	35,300	5,000
Cincinnati	031	33	PPM	13	B	1,920,200	84,600	261,100
Cleveland	019	36	PPM	13	BH	1,796,600	115,900	359,100

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Colorado Springs	233	89	12S	12	H	642,400	113,200	47,400
Columbia, MO	564	215	2A	2	B	165,200	7,600	19,200
Columbia, SC	183	90	12S	12	B	639,400	43,900	220,700
Columbus, GA	235	185	2S	2	B	228,800	17,900	107,700
Columbus, OH	045	37	PPM	13	BH	1,781,400	99,200	322,200
Concord (Lakes Region)	426	168	2S	2		259,100	6,300	4,100
Corpus Christi	155	117	2S	2	H	474,800	287,700	17,300
Dallas-Ft. Worth	024	4	PPM	13	BH	6,862,600	1,981,900	1,200,600
Danbury, CT	593	195	2A	2	H	204,900	38,100	9,600
Dayton	067	65	12S	12	B	851,900	31,000	134,300
Daytona Beach	341	87	2S	2	BH	647,900	97,000	69,500
Denver-Boulder	035	19	PPM	13	BH	2,868,600	641,000	174,400
Des Moines	071	70	12S	12		792,300	59,800	48,200
Detroit	011	14	PPM	13	BH	3,899,200	196,400	854,300
Dothan, AL	501	190	2A	2	B	221,800	13,200	48,700
Duluth-Superior	159	203	2S	2		182,900	3,500	6,000
Eau Claire, WI	586	219	2A	2		151,700	3,900	3,300
El Paso	161	76	12S	12	H	748,100	625,000	26,600
Erie	239	183	2S	2		232,100	10,300	20,000
Eugene-Springfield	241	144	2S	2		341,200	34,000	7,600
Evansville	185	163	2S	2		270,600	9,000	24,200
Fargo-Moorhead	187	189	2S	2		224,200	8,600	16,100
Fayetteville (North West Arkansas)	503	109	2A	2	H	500,600	86,500	17,100
Fayetteville, NC	359	131	2S	2	B	384,100	44,300	141,000
Flint	163	143	2S	2	B	345,200	14,300	71,300
Florence, SC	554	210	2A	2	B	171,500	5,300	72,500
Frederick, MD	528	171	2C	2	BH	252,800	32,000	33,700
Fredericksburg	416	133	2S	2	B	380,000	50,200	81,300
Fresno	089	66	12S	12	H	848,600	455,500	43,700
Ft. Collins-Greeley, CO	590	104	2A	2	H	549,500	107,900	11,300
Ft. Myers-Naples	515	54	12S	12	BH	1,124,500	271,000	79,700
Ft. Pierce-Stuart-Vero Beach	517	94	2S	2	BH	628,800	111,700	90,800
Ft. Smith, AR	589	158	2A	2		282,300	27,300	13,100
Ft. Walton Beach-Destin, FL	391	167	2A	2		262,900	26,100	24,300
Ft. Wayne	165	113	2S	2		484,000	33,700	44,000
Gainesville-Ocala	550	83	2S	2	BH	675,100	97,800	96,900
Grand Forks, ND-MN	572	243	2A	2		80,600	4,500	3,600
Grand Island-Kearney-Hastings, NE	381	228	2A	2	H	121,500	23,400	2,600
Grand Rapids	127	69	12S	12	H	826,000	87,200	67,800
Green Bay	245	182	2S	2		233,000	21,900	10,400
Greensboro-Winston-Salem-High Point	166	47	PPM	13	BH	1,366,200	154,700	325,700
Greenville-Spartanburg	191	57	12S	12	BH	1,088,900	96,100	184,900
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	162	2A	2		271,600	20,100	25,800
Harrisburg-Lebanon-Carlisle	119	85	12S	12	B	654,100	58,500	63,500

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Harrisonburg, VA	519	229	2A	2		120,100	16,800	6,800
Hartford-New Britain-Middletown	061	55	PPM	13	BH	1,103,600	185,400	139,700
Honolulu	099	64	12S	12		867,800	74,400	25,000
Hot Springs, AR	383	240	2A	2		88,000	6,000	8,400
Houston-Galveston	033	6	PPM	13	BH	6,417,100	2,403,400	1,182,100
Hudson Valley	393	41	2S	2	BH	1,573,700	391,300	201,700
Huntington-Ashland	193	169	2S	2		258,000	3,600	9,600
Huntsville	327	102	12S	12	B	563,200	40,300	117,900
Indianapolis	049	38	PPM	13	BH	1,682,500	149,500	296,500
Jackson, MS	169	125	12S	12	B	420,300	11,700	196,700
Jackson, TN	289	242	2A	2	B	85,600	4,200	31,400
Jacksonville	107	44	PPM	13	BH	1,488,400	162,300	324,500
Johnson City-Kingsport-Bristol	345	112	2S	2		486,900	14,500	16,300
Joplin, MO	534	217	2A	2		157,200	12,800	4,600
Kalamazoo	251	188	2S	2	B	226,100	12,900	28,900
Kansas City	041	34	PPM	13	BH	1,853,800	198,100	249,300
Killeen-Temple, TX	562	128	2A	2	BH	402,300	98,300	92,100
Knoxville	121	72	12S	12		789,900	47,700	51,700
La Crosse, WI	559	211	2A	2		171,400	5,500	3,700
Lafayette, LA	253	115	2S	2	B	478,600	24,400	133,700
Lakeland-Winter Haven	311	80	2S	2	BH	703,300	210,700	105,000
Lancaster	255	116	2S	2	H	477,700	52,200	22,100
Lansing-East Lansing	195	127	2S	2	B	416,300	29,600	46,300
Laredo, TX	506	190	2A	2	H	221,800	213,800	900
Las Cruces-Deming, NM	461	204	2A	2	H	182,600	107,600	4,600
Las Vegas	257	31	PPM	13	BH	2,040,600	625,200	295,300
Laurel-Hattiesburg, MS	522	205	2A	2	B	180,100	8,400	53,700
Lebanon-Hanover-White River Junction, NH-VT	431	212	2A	2		166,800	4,500	3,000
Lexington-Fayette	259	106	2S	2	B	533,500	37,200	61,900
Lima-Van Wert, OH	551	178	2A	2		240,000	7,700	14,100
Lincoln	261	159	2S	2		281,200	22,600	15,700
Little Rock	123	93	12S	12	B	631,000	45,800	160,500
Los Angeles	003	2	PPM	13	BH	11,297,500	5,018,800	796,500
Louisville	055	58	12S	12	B	1,077,600	75,900	179,800
Lubbock	263	160	2S	2	H	276,700	98,000	24,600
Macon	265	129	2S	2	B	399,900	22,200	160,200
Madison	171	91	12S	12		633,400	43,500	34,900
Manchester	267	192	2S	2		217,900	16,300	8,000
McAllen-Brownsville-Harlingen	269	56	2S	2	H	1,096,100	1,006,200	6,200
Melbourne-Titusville-Cocoa	331	99	2S	2	BH	574,600	67,700	60,700
Memphis	075	52	PPM	13	BH	1,136,400	82,100	531,000
Metro Fairfield County	189	73	12S	12	BH	769,400	161,200	97,300
Miami-Ft. Lauderdale-Hollywood	429	11	PPM	13	BH	4,136,100	2,285,600	808,100
Middlesex-Somerset-Union	413	42	PPM	13	BH	1,555,400	400,800	215,500

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Milwaukee-Racine	043	43	PPM	13	BH	1,508,900	175,700	238,600
Minneapolis-St. Paul	027	15	PPM	13	BH	3,126,700	206,300	326,900
Mobile	133	100	12S	12	B	573,700	24,400	144,200
Modesto	343	118	2S	2	H	466,800	231,200	16,800
Monmouth-Ocean	516	53	2S	2	H	1,126,800	131,500	59,100
Monroe, LA	585	222	2A	2	B	133,400	5,300	48,400
Monterey-Salinas-Santa Cruz	283	98	12S	12	H	605,000	299,700	15,100
Montgomery	173	152	2S	2	B	324,300	13,600	144,200
Montpelier-Barre-St. Johnsbury	432	233	2S	2		110,600	2,600	1,700
Morgantown-Clarksburg-Fairmont, WV	555	175	2A	2		245,400	6,200	11,800
Morristown, NJ	565	122	2C	2	H	452,300	71,300	18,100
Muncie-Marion, IN	422	214	2A	2		165,500	6,500	14,300
Muskegon, MI	566	218	2A	2	B	152,300	8,600	21,700
Myrtle Beach, SC	510	126	2A	2	B	417,600	25,400	55,800
Nashville	073	39	PPM	13	BH	1,637,300	166,000	258,200
Nassau-Suffolk (Long Island)	321	21	PPM	13	BH	2,560,500	518,300	252,200
New Haven	062	123	2S	2	BH	442,800	73,400	72,000
New London, CT	563	179	2A	2	H	237,000	26,900	16,700
New Orleans	053	50	12S	12	BH	1,242,700	134,700	392,300
New York	001	1	PPM	13	BH	16,600,600	4,352,100	2,771,900
Newburgh-Middletown, NY	542	142	2A	2	BH	345,700	83,200	45,100
Norfolk-Virginia Beach-Newport News	109	46	PPM	13	BH	1,454,500	114,100	475,600
Odessa-Midland, TX	561	161	2A	2	H	276,400	150,300	16,200
Oklahoma City	083	49	12S	12	BH	1,355,200	194,000	160,100
Omaha-Council Bluffs	085	75	12S	12	BH	762,600	93,700	71,800
Orlando	131	30	PPM	13	BH	2,116,700	744,100	352,300
Oxnard-Ventura	594	124	2S	2	H	442,500	242,300	11,500
Palm Springs	592	136	2S	2	H	367,900	190,200	12,700
Panama City, FL	573	213	2A	2	B	165,600	14,900	19,600
Parkersburg-Marietta, WV-OH	539	227	2A	2		123,700	1,800	3,000
Pensacola	317	119	2S	2	B	463,500	31,900	74,900
Peoria	137	156	2S	2	B	294,600	12,400	32,900
Philadelphia	007	9	PPM	13	BH	4,805,000	493,300	995,700
Phoenix	057	13	PPM	13	BH	3,986,000	1,184,300	277,100
Pittsburgh, PA	023	32	PPM	13	B	2,012,400	48,900	193,700
Portland, ME	197	92	2S	2		631,900	14,800	22,400
Portland, OR	051	23	PPM	13	H	2,452,400	371,000	100,100
Portsmouth-Dover-Rochester	247	120	2S	2		463,200	15,600	6,000
Poughkeepsie, NY	518	166	2A	2	BH	264,500	40,500	31,600
Providence-Warwick-Pawtucket	077	45	PPM	13	BH	1,483,300	211,100	111,300
Pueblo	353	221	2S	2	H	148,000	60,000	4,300
Puerto Rico	540	17	12S	12		2,903,300	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	154	2S	2	B	312,000	29,400	31,600
Raleigh-Durham	115	35	PPM	13	BH	1,814,700	219,300	380,300

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Reading, PA	273	134	2A	2	H	374,500	88,000	21,000
Redding, CA	509	216	2A	2	H	157,300	17,600	3,200
Reno	275	96	2S	2	H	611,200	139,800	18,800
Richmond	105	51	12S	12	BH	1,136,600	95,800	327,600
Riverside-San Bernardino	379	26	PPM	13	BH	2,243,200	1,281,100	196,600
Roanoke-Lynchburg	277	121	2S	2	B	454,600	20,200	75,100
Rochester, MN	532	207	2A	2		177,600	9,400	11,400
Rochester, NY	079	60	12S	12	B	974,400	77,300	115,100
Rockford	279	157	2S	2	B	285,900	47,500	36,300
Sacramento	065	29	PPM	13	BH	2,141,300	467,000	176,000
Saginaw-Bay City-Midland, MI	281	151	2A	2	B	324,400	21,300	34,100
Salina-Manhattan, KS	387	198	2A	2		198,300	19,800	14,400
Salisbury-Ocean City	271	130	2S	2	B	396,900	33,300	65,000
Salt Lake City-Ogden-Provo	101	27	PPM	13	H	2,179,500	367,200	44,100
San Angelo, TX	548	236	2A	2	H	102,300	40,300	4,300
San Antonio	059	25	PPM	13	BH	2,324,100	1,256,800	181,200
San Diego	063	18	PPM	13	BH	2,874,000	973,200	160,200
San Francisco	009	5	PPM	13	BH	6,609,300	1,599,800	440,300
San Jose	215	40	PPM	13	H	1,636,200	404,300	46,600
San Luis Obispo, CA	556	172	2A	2	H	252,600	59,800	6,200
Santa Barbara, CA	591	202	2A	2	H	183,300	58,900	3,100
Santa Maria-Lompoc, CA	567	196	2A	2	H	204,200	120,800	4,900
Sarasota-Bradenton	373	68	2S	2	H	830,400	109,600	49,600
Savannah	285	137	2S	2	B	367,100	28,400	116,600
Seattle-Tacoma	039	12	PPM	13	BH	4,136,000	450,100	302,400
Sheboygan, WI	418	235	2A	2		102,600	7,400	3,100
Shreveport	111	148	2S	2	B	332,700	16,600	133,300
Sioux City, IA	523	234	2A	2	H	106,200	22,600	7,300
Sioux Falls, SD	319	170	2A	2		254,000	13,200	13,400
South Bend, IN	287	181	2A	2	B	233,200	23,600	33,000
Spokane	177	88	12S	12		643,100	42,100	18,400
Springfield, MA	117	103	12S	12	H	552,000	113,800	42,100
Springfield, MO	203	132	2S	2		380,300	17,500	15,600
St. Cloud, MN	575	184	2A	2	B	230,100	8,400	18,400
St. Louis	017	24	PPM	13	B	2,362,800	92,900	450,600
Stockton	291	82	2S	2	H	675,700	282,500	57,800
Sussex, NJ	579	225	2A	2	H	129,800	15,800	4,400
Syracuse	091	101	12S	12		567,400	27,300	55,400
Tallahassee	333	155	2S	2	B	296,600	24,200	86,400
Tampa-St. Petersburg-Clearwater	087	16	PPM	13	BH	2,963,500	627,100	370,500
Terre Haute	307	208	2S	2		173,000	4,600	9,800
Toledo	097	107	12S	12	B	516,500	36,700	82,000
Topeka	205	198	2S	2	H	198,300	21,300	15,700
Traverse City-Petoskey, MI	535	176	2A	2		245,300	6,100	2,700
Trenton	537	147	2S	2	BH	333,000	74,200	64,100

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Tucson	207	62	12S	12	H	938,700	328,100	42,700
Tulsa	103	63	12S	12	BH	877,700	103,000	83,900
Tuscaloosa, AL	596	194	2A	2	B	209,300	12,100	64,600
Tyler-Longview	502	139	2S	2	BH	359,500	71,700	64,600
Utica-Rome	295	173	2S	2		249,100	15,000	16,500
Valdosta, GA	433	226	2A	2	B	127,400	9,300	46,700
Victor Valley	419	114	2S	2	BH	481,600	229,900	55,700
Waco, TX	309	187	2A	2	BH	228,600	59,200	33,000
Washington, DC	015	8	PPM	13	BH	5,161,600	910,100	1,391,800
Waterloo-Cedar Falls, IA	297	223	2A	2	B	133,200	5,900	12,900
Watertown, NY	577	237	2A	2		98,300	6,200	7,200
Wausau-Stevens Point, WI (Central WI)	597	174	2A	2		245,900	8,300	3,500
West Palm Beach-Boca Raton	299	48	PPM	13	BH	1,365,400	322,900	240,800
Wheeling	179	230	2S	2		119,700	1,700	5,400
Wichita	125	105	12S	12	H	534,300	76,000	48,600
Wilkes Barre-Scranton	175	79	12S	12	H	705,500	93,800	52,400
Williamsport, PA	578	238	2A	2		98,200	2,300	7,000
Wilmington, DE	139	86	2S	2	BH	653,700	67,400	156,700
Winchester, VA	569	200	2A	2		197,400	22,000	12,300
Worcester	113	111	2S	2	H	487,000	63,200	38,000
York	301	110	2S	2		496,600	43,100	32,100
Youngstown-Warren	129	135	2S	2	B	372,100	15,800	47,800

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 118,572,000**

**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 157,576,000**

**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 196,396,600**

**TOTAL 1-243 METRO PERSONS 12+ POPULATION: 234,971,800**

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

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

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

- <sup>3</sup> Putnam, NY (population 86,900), Rockland, NY (population 277,200) and Westchester, NY (population 863,900) are included in the Hudson Valley and the New York Metro definitions.
- <sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- <sup>5</sup> Monmouth County (population 570,100) is included in the Monmouth-Ocean and the New York Metro definitions.
- <sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.
- <sup>7</sup> The SN Split portion of Fairfield County (population 331,500) is included in the Metro Fairfield County and the New York Metro definitions.
- <sup>8</sup> Stafford County (population 141,700) is included in the Fredericksburg and the Washington, DC Metro definitions.
- <sup>9</sup> The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- <sup>10</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.
- <sup>11</sup> The M-Split portion of Rockingham County (population 55,000) is included in the Manchester and the Portsmouth-Dover-Rochester Metro definitions.

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

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

**TYPE** (Type of Measurement Service): PPM – PPM, 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

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

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

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



# Total Survey Area Population By Market

TYPE (Type of Measurement Service): 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

Note: Total Survey Areas exist only in Diary markets.

TYPE	MARKET	TSA 12+ POPULATION
12S	Akron	1,215,300
2A	Albany, GA	419,400
12S	Albany-Schenectady-Troy	1,356,000
12S	Albuquerque	1,100,300
12S	Allentown-Bethlehem	1,159,000
2A	Amarillo, TX	348,300
2S	Anchorage	392,300
2A	Ann Arbor, MI	327,300
2S	Appleton-Oshkosh	959,000
2S	Asheville	699,100
2S	Atlantic City-Cape May	629,800
2S	Augusta, GA	654,300
2A	Augusta-Waterville, ME	287,500
12S	Bakersfield	687,600
2S	Bangor	410,000
12S	Baton Rouge	1,194,000
2A	Beaumont-Port Arthur, TX	390,300
2S	Biloxi-Gulfport-Pascagoula	580,800
2S	Binghamton	514,600
12S	Birmingham	1,911,500
2A	Bismarck, ND	168,600
2S	Bloomington	248,200
2S	Boise	831,400
2A	Bowling Green, KY	313,200
2A	Brunswick, GA	233,300
2A	Bryan-College Station, TX	271,300
12S	Buffalo-Niagara Falls	1,349,500
2S	Burlington-Plattsburgh	533,200
2S	Canton	424,800
2A	Cape Cod, MA	247,600
2S	Cedar Rapids	716,100
12S	Charleston, SC	923,500
2A	Charleston, WV	470,600

TYPE	MARKET	TSA 12+ POPULATION
12S	Chattanooga	1,119,300
2A	Cheyenne, WY	89,400
2A	Chico, CA	432,300
12S	Colorado Springs	939,000
2A	Columbia, MO	542,800
12S	Columbia, SC	1,036,100
2S	Columbus, GA	615,800
2S	Concord (Lakes Region)	281,600
2S	Corpus Christi	509,200
2A	Danbury, CT	204,900
12S	Dayton	1,169,800
2S	Daytona Beach	647,900
12S	Des Moines	1,114,700
2A	Dothan, AL	510,500
2S	Duluth-Superior	330,200
2A	Eau Claire, WI	369,600
12S	El Paso	1,027,000
2S	Erie	303,400
2S	Eugene-Springfield	689,000
2S	Evansville	640,300
2S	Fargo-Moorhead	492,900
2A	Fayetteville (North West Arkansas)	634,700
2S	Fayetteville, NC	951,300
2S	Flint	612,100
2A	Florence, SC	346,700
2C	Frederick, MD	388,700
2S	Fredericksburg	562,800
12S	Fresno	1,758,500
2A	Ft. Collins-Greeley, CO	817,200
12S	Ft. Myers-Naples	1,563,400
2S	Ft. Pierce-Stuart-Vero Beach	1,041,300
2A	Ft. Smith, AR	399,200
2A	Ft. Walton Beach-Destin, FL	438,700
2S	Ft. Wayne	906,500
2S	Gainesville-Ocala	1,199,800
2A	Grand Forks, ND-MN	139,500
2A	Grand Island-Kearney-Hastings, NE	244,900
12S	Grand Rapids	1,649,200
2S	Green Bay	866,500
12S	Greenville-Spartanburg	2,092,400

TYPE	MARKET	TSA 12+ POPULATION
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	465,400
12S	Harrisburg-Lebanon-Carlisle	1,774,900
2A	Harrisonburg, VA	299,300
12S	Honolulu	1,089,100
2A	Hot Springs, AR	291,200
2S	Hudson Valley	2,124,500
2S	Huntington-Ashland	555,300
12S	Huntsville	1,188,700
12S	Jackson, MS	887,800
2A	Jackson, TN	462,800
2S	Johnson City-Kingsport-Bristol	923,000
2A	Joplin, MO	438,900
2S	Kalamazoo	588,900
2A	Killeen-Temple, TX	437,300
12S	Knoxville	1,460,600
2A	La Crosse, WI	326,900
2S	Lafayette, LA	646,000
2S	Lakeland-Winter Haven	724,900
2S	Lancaster	965,200
2S	Lansing-East Lansing	862,400
2A	Laredo, TX	236,900
2A	Las Cruces-Deming, NM	207,100
2A	Laurel-Hattiesburg, MS	340,300
2A	Lebanon-Hanover-White River Junction, NH-VT	296,200
2S	Lexington-Fayette	981,200
2A	Lima-Van Wert, OH	384,500
2S	Lincoln	466,100
12S	Little Rock	1,198,500
12S	Louisville	1,510,400
2S	Lubbock	417,400
2S	Macon	629,800
12S	Madison	1,077,900
2S	Manchester	335,600
2S	McAllen-Brownsville-Harlingen	1,176,800
2S	Melbourne-Titusville-Cocoa	574,600
12S	Metro Fairfield County	1,243,500
12S	Mobile	1,285,500
2S	Modesto	1,489,500
2S	Monmouth-Ocean	1,126,800

TYPE	MARKET	TSA 12+ POPULATION
2A	Monroe, LA	370,700
12S	Monterey-Salinas-Santa Cruz	663,200
2S	Montgomery	845,300
2S	Montpelier-Barre-St. Johnsbury	312,400
2A	Morgantown-Clarksburg-Fairmont, WV	397,100
2C	Morristown, NJ	452,300
2A	Muncie-Marion, IN	360,400
2A	Muskegon, MI	220,200
2A	Myrtle Beach, SC	657,600
2S	New Haven	725,200
2A	New London, CT	340,200
12S	New Orleans	1,805,600
2A	Newburgh-Middletown, NY	841,800
2A	Odessa-Midland, TX	406,500
12S	Oklahoma City	1,723,400
12S	Omaha-Council Bluffs	1,354,800
2S	Oxnard-Ventura	907,100
2S	Palm Springs	610,800
2A	Panama City, FL	391,800
2A	Parkersburg-Marietta, WV-OH	261,600
2S	Pensacola	951,100
2S	Peoria	526,300
2S	Portland, ME	1,183,200
2S	Portsmouth-Dover-Rochester	600,700
2A	Poughkeepsie, NY	939,300
2S	Pueblo	159,800
12S	Puerto Rico	2,903,300
2S	Quad Cities (Davenport-Rock Island-Moline)	659,800
2A	Reading, PA	374,500
2A	Redding, CA	273,100
2S	Reno	760,800
12S	Richmond	1,388,700
2S	Roanoke-Lynchburg	1,222,600
2A	Rochester, MN	399,200
12S	Rochester, NY	1,159,200
2S	Rockford	594,400
2A	Saginaw-Bay City-Midland, MI	1,021,300
2A	Salina-Manhattan, KS	272,800
2S	Salisbury-Ocean City	680,100
2A	San Angelo, TX	137,400

TYPE	MARKET	TSA 12+ POPULATION
2A	San Luis Obispo, CA	456,800
2A	Santa Barbara, CA	183,300
2A	Santa Maria-Lompoc, CA	456,800
2S	Sarasota-Bradenton	1,023,600
2S	Savannah	978,800
2A	Sheboygan, WI	102,600
2S	Shreveport	713,900
2A	Sioux City, IA	246,800
2A	Sioux Falls, SD	503,500
2A	South Bend, IN	887,700
12S	Spokane	924,800
12S	Springfield, MA	615,900
2S	Springfield, MO	786,000
2A	St. Cloud, MN	438,100
2S	Stockton	675,700
2A	Sussex, NJ	184,500
12S	Syracuse	767,800
2S	Tallahassee	526,000
2S	Terre Haute	329,700
12S	Toledo	1,020,900
2S	Topeka	526,300
2A	Traverse City-Petoskey, MI	519,400
2S	Trenton	449,300
12S	Tucson	1,191,800
12S	Tulsa	1,393,700
2A	Tuscaloosa, AL	395,800
2S	Tyler-Longview	812,100
2S	Utica-Rome	384,900
2A	Valdosta, GA	271,500
2S	Victor Valley	481,600
2A	Waco, TX	771,400
2A	Waterloo-Cedar Falls, IA	466,100
2A	Watertown, NY	121,000
2A	Wausau-Stevens Point, WI (Central WI)	538,600
2S	Wheeling	295,200
12S	Wichita	717,700
12S	Wilkes Barre-Scranton	918,200
2A	Williamsport, PA	360,000
2S	Wilmington, DE	833,900
2A	Winchester, VA	559,100

TYPE	MARKET	TSA 12+ POPULATION
2S	Worcester	613,400
2S	York	974,300
2S	Youngstown-Warren	741,900

# Television DMA<sup>®</sup> Regions

REGION	DMA PERSONS 12+
Abilene-Sweetwater	275,600
Albany, GA	344,500
Albany-Schenectady-Troy	1,249,700
Albuquerque-Santa Fe	1,685,200
Alexandria, LA	198,300
Alpena	35,100
Amarillo	457,000
Anchorage	392,300
Atlanta	6,500,700
Augusta-Aiken	644,200
Austin	2,319,800
Bakersfield	687,600
Baltimore	2,633,900
Bangor	313,600
Baton Rouge	807,800
Beaumont-Port Arthur	390,300
Bend, OR	185,900
Billings	263,100
Biloxi-Gulfport	324,000
Binghamton	294,700
Birmingham (Ann and Tusc)	1,708,900
Bismarck-Mnt-Dcknsn(Wlstn)	356,800
Bluefield-Beckley-Oak Hill	265,500
Boise	812,200
Boston (Manchester)	6,004,900
Bowling Green	206,500
Buffalo	1,364,500
Burlington-Plattsburgh	808,200
Butte-Bozeman	188,500
Casper-Riverton	123,700
Cedar Rapids-Wtrlo-lwc&Dub	792,300
Champaign&Sprngfld-Decatur	797,500
Charleston, SC	851,300
Charleston-Huntington	929,900
Charlotte	3,058,200
Charlottesville	232,100
Chattanooga	927,100
Cheyenne-Scottsbluff	131,500
Chicago	8,295,400
Chico-Redding	438,500
Cincinnati	2,109,100
Clarksburg-Weston	225,200
Cleveland-Akron (Canton)	3,318,700

REGION	DMA PERSONS 12+
Colorado Springs-Pueblo	912,600
Columbia, SC	981,200
Columbia-Jefferson City	424,200
Columbus, GA (Opelika, AL)	528,400
Columbus, OH	2,279,700
Columbus-Tupelo-West Point	414,900
Corpus Christi	502,900
Dallas-Ft. Worth	7,526,400
Davenport-R.Island-Moline	646,600
Dayton	1,044,500
Denver	4,127,400
Des Moines-Ames	1,052,500
Detroit	4,261,800
Dothan	230,900
Duluth-Superior	374,100
El Paso (Las Cruces)	945,900
Elmira (Corning)	200,800
Erie	336,100
Eugene	587,000
Eureka	142,000
Evansville	629,700
Fairbanks	80,500
Fargo	569,000
Flint-Saginaw-Bay City	972,000
Fresno-Visalia	1,758,500
Ft. Myers-Naples	1,395,000
Ft. Smith-Fay-Sprngdl-Rgrs	801,800
Ft. Wayne	638,100
Gainesville	329,000
Glendive	8,500
Grand Junction-Montrose	178,700
Grand Rapids-Kalmzoo-B.Crk	1,816,900
Great Falls	146,400
Green Bay-Appleton	1,017,000
Greensboro-H.Point-W.Salem	1,635,000
Greenville-N.Bern-Washngtn	693,600
Greenvll-Spart-Ashevl-And	2,153,300
Greenwood-Greenville	139,100
Harlingen-Wslco-Brnsvl-Mca	1,167,000
Harrisburg-Lncstr-Leb-York	1,823,500
Harrisonburg	237,300
Hartford & New Haven	2,353,900
Hattiesburg-Laurel	256,100
Helena	72,300
Honolulu	1,259,500



REGION	DMA PERSONS 12+
Houston	6,675,100
Huntsville-Decatur (Flor)	932,100
Idaho Falls-Pocatillo(Jcksn)	370,500
Indianapolis	2,710,600
Jackson, MS	754,800
Jackson, TN	217,500
Jacksonville	1,852,200
Johnstown-Altoona-St Colge	646,800
Jonesboro	193,800
Joplin-Pittsburg	341,700
Juneau	27,600
Kansas City	2,257,000
Knoxville	1,280,100
La Crosse-Eau Claire	492,400
Lafayette, IN	171,700
Lafayette, LA	532,300
Lake Charles	224,600
Lansing	594,700
Laredo	232,900
Las Vegas	2,095,000
Lexington	1,144,700
Lima	154,200
Lincoln & Hastings-Krny	641,800
Little Rock-Pine Bluff	1,274,500
Los Angeles	15,730,400
Louisville	1,559,600
Lubbock	404,700
Macon	588,600
Madison	917,700
Mankato	108,800
Marquette	191,300
Medford-Klamath Falls	402,700
Memphis	1,530,500
Meridian	142,100
Miami-Ft. Lauderdale	4,211,700
Milwaukee	2,003,300
Minneapolis-St. Paul	4,259,000
Missoula	299,200
Mobile-Pensacola (Ft Walt)	1,348,000
Monroe-El Dorado	386,700
Monterey-Salinas	663,200
Montgomery-Selma	544,400
Myrtle Beach-Florence	728,200
Nashville	2,746,100
New Orleans	1,488,400

REGION	DMA PERSONS 12+
New York	18,896,400
Norfolk-Portsmth-Newpt Nws	1,725,800
North Platte	30,300
Odessa-Midland	394,500
Oklahoma City	1,718,600
Omaha	1,010,000
Orlando-Daytona Bch-Melbrn	4,223,100
Ottumwa-Kirksville	103,800
Paducah-Cape Girard-Harsbg	803,600
Palm Springs	395,900
Panama City	368,400
Parkersburg	130,300
Peoria-Bloomington	532,500
Philadelphia	7,307,500
Phoenix (Prescott)	5,161,600
Pittsburgh	2,479,200
Portland, OR	3,079,200
Portland-Auburn	943,000
Presque Isle	59,200
Providence-New Bedford	1,483,300
Quincy-Hannibal-Keokuk	215,700
Raleigh-Durham (Fayetvllle)	2,980,200
Rapid City	240,600
Reno	708,400
Richmond-Petersburg	1,389,100
Roanoke-Lynchburg	1,006,400
Rochester, NY	944,800
Rochestr-Mason City-Austin	328,400
Rockford	396,900
Sacramnto-Stkton-Modesto	3,887,300
Salisbury	425,500
Salt Lake City	2,987,800
San Angelo	130,200
San Antonio	2,595,800
San Diego	2,874,000
San Francisco-Oak-San Jose	6,491,800
SantaBarbra-SanMar-SanLuob	640,100
Savannah	892,300
Seattle-Tacoma	4,906,100
Sherman-Ada	311,600
Shreveport	818,500
Sioux City	351,800
Sioux Falls(Mitchell)	627,900
South Bend-Elkhart	772,000
Spokane	1,131,400

REGION	DMA PERSONS 12+
Springfield, MO	982,200
Springfield-Holyoke	615,900
St. Joseph	102,200
St. Louis	2,747,200
Syracuse	863,000
Tallahassee-Thomasville	673,100
Tampa-St. Pete (Sarasota)	4,765,100
Terre Haute	315,200
Toledo	906,500
Topeka	393,600
Traverse City-Cadillac	557,000
Tri-Cities, TN-VA	700,600
Tucson (Sierra Vista)	1,089,900
Tulsa	1,251,900
Twin Falls	179,600
Tyler-Longview(Lfkn&Ncgd)	670,400
Utica	236,800
Victoria	77,600
Waco-Temple-Bryan	988,000
Washington, DC (Hagrstwn)	6,246,100
Watertown	214,600
Wausau-Rhineland	402,400
West Palm Beach-Ft. Pierce	2,028,800
Wheeling-Steubenville	275,100
Wichita Falls & Lawton	359,300
Wichita-Hutchinson Plus	1,022,300
Wilkes Barre-Scranton-Hztn	1,322,900
Wilmington	486,700
Yakima-Pasco-RchInd-Knnwck	649,200
Youngstown	555,000
Yuma-EI Centro	328,900
Zanesville	73,800