



Radio Metro and Television Market Population Estimates

2004-2005

Radio Metro and Television Market Population Estimates

2004-2005 Survey Schedule

<i>Winter 2004</i>
January 8 - March 31
<i>Spring 2004</i>
April 1 - June 23
<i>Summer 2004</i>
July 1 - September 22
<i>Fall 2004</i>
September 23 - December 15
<i>Winter 2005</i>
January 6 - March 30
<i>Spring 2005</i>
March 31 - June 22
<i>Summer 2005</i>
June 30 - September 21
<i>Fall 2005</i>
September 22 - December 14

Preface

The Arbitron Radio Metro and Television Market Population Estimates book provides a summary of total, Black and Hispanic population estimates for Arbitron Radio Metro Survey Areas and Television DMA Markets.

Warning

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Table of Contents

Introduction	
General Report Description	ii
Sections of the Report	ii
Metro Market Rankings	1
Metro Market Alphabetical Listing	7
Metro Market Population Summary	13
Metro Markets Ranked by Demographic Category	115
Markets Alphabetically by Demographic Category	161
DMA Market Rankings by Television Households	207
DMA Market Rankings by Persons 12+	213
DMA Alphabetical Listing	219
DMA Population Summary	225

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This report is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC) and Arbitron has not requested MRC accreditation for this report. Arbitron does provide syndicated services which are accredited by the MRC.

Introduction

General Report Description

Description of Population Estimates/Population estimates are shown for each Arbitron Radio Metro market and TV DMA for the following demographic groups:

Persons 12+	
Teens 12-17	
Men 18+	Women 18+
Men 12-24	Women 12-24
Men 18-24	Women 18-24
Men 25-34	Women 25-34
Men 25-49	Women 25-49
Men 35-44	Women 35-44
Men 45-49	Women 45-49
Men 50-54	Women 50-54
Men 55-64	Women 55-64
Men 65+	Women 65+

All population estimates in this report are rounded to the nearest hundred. A blank in any of the estimates columns indicates that the estimate is below 50 persons.

Claritas, Inc. has furnished Metro, DMA and ethnic populations to Arbitron on a county level. Arbitron has compiled this information to conform to 2004-2005 Metro and DMA definitions. These population estimates are based upon 2000 U.S. Census Bureau counts updated and projected to January 1, 2005, by Claritas, Inc.

Total U.S. Population estimates include the population of the continental U.S. plus the population of Alaska, Hawaii and Puerto Rico.

Designated Market Area (DMA®)/The DMA is composed of counties and/or county equivalents, and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or county equivalent is assigned exclusively to one DMA.

Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Arbitron standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Metro Survey Area (Metro)/The Metro Survey Area is the primary reporting area of local radio. Arbitron Radio Metros may correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas. A radio Metro may deviate from its respective OMB definition due to topographical, sampling, or other considerations. The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data.

For areas that do not have an OMB-defined Metropolitan Area, Arbitron usually defines the Metro Survey Area to include the county(ies) of the majority of the local area stations' city(ies) of license. Additionally, Arbitron may consider such factors as: the historical market definition(s), local trade and commuting patterns, local radio listening patterns, and input from its subscribers.

Spring 2005 Metro Survey Area definitions are used in this report for all Metro data and the 2004-2005 DMA definitions are used for all DMA data. The population estimates provided for all markets are based on the updated 2005 population estimates.

The markets in this report are ranked on the Persons 12+ population estimates based on the definition of each Metro. The definition of a Metro may change in any survey and/or the rank of some markets may change depending on the current Metro definitions for a survey. Any changes in market rank will be noted in subsequent Arbitron Radio publications.

Embedded Metros/Some markets are partially or totally enclosed in other markets. The population for all Metros is calculated by summing the population of each county in its Metro definition. Market ranks are based on the total Persons 12+ population for each market's Metro definition. However, the population of a county is only counted once when determining the U.S. total population even though that county may be included in more than one Metro definition.

Below is a list of Metros that contain Metros that are partially or totally embedded within another Metro. Those markets whose Metros are embedded in another are noted with an asterisk in the "Metro Market Rankings" and the "Metro Market Alphabetical Listing" sections of this report.

New York

Hamptons-Riverhead†
Middlesex-Somerset-Union
Monmouth-Ocean, NJ*
Morristown
Nassau-Suffolk
Stamford-Norwalk, CT

Nassau-Suffolk

Hamptons-Riverhead†

Portsmouth-Dover-Rochester

Manchester**

Providence-Warwick-Pawtucket

New Bedford-Fall River, MA

San Francisco

San Jose
Santa Rosa

Washington, DC

Frederick
Fredericksburg***

† Comprised entirely of Suffolk East County, NY, the Hamptons-Riverhead Radio Metro is embedded in the Nassau-Suffolk Metro, which is embedded in the New York Metro.

* Monmouth County is included in the Monmouth-Ocean, NJ, and the New York Metro definitions.

** The Manchester-Split portion of Rockingham County is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

*** Stafford County is included in the Fredericksburg and Washington, DC, Metro definitions.

Sections of the Report

Metro Market Rankings and Metro Market Alphabetical Listing/These two sections contain the same information but in different order. The first lists all Radio Metros in rank order based on the Persons 12+ population estimates for each Metro. The second lists the same markets in alphabetical order.

The "IND" column, or indicator column, shows whether a market is a Continuous Measurement or Condensed market and whether part or all of that Metro's population is also embedded in another market. "CM" indicates Continuous Measurement, which means that the market is surveyed four times a year. "C" denotes a Condensed market or one in which the Radio Market Report contains limited information compared to markets receiving a Standard Market Report (all other markets without the "C" indicator). An "*" indicates that all or part of that market's Metro is also included in another Metro. See the "Embedded Metros" section of this page for details.

Other columns presented in the first two sections for each market are Metro Rank, Metro Market Name and Persons 12+ estimated population.

The percent of U.S. column shows the percentage of each Metro's population to the total U.S. population (contiguous U.S. plus Alaska, Hawaii and Puerto Rico).

"FREQ" indicates the frequency of measurement or how many times a year a market is surveyed. Markets measured two times per year are measured in Spring and Fall. Markets measured four times per year are measured in Winter, Spring, Summer and Fall.

Unduplicated Metro and TSA totals, as well as Total U.S., are presented for each reported demographic group.

Metro Market Population Summary/Standard and Condensed markets are presented in alphabetical order. Metro Persons population estimates are presented for all, Black and Hispanic universes for the demographic groups listed above. Percent of U.S. population and Metro Rank are listed for each demo in each ethnic group. The total U.S. population estimates are presented for each reported demographic group.

Metro Markets Ranked by Demographic Category/Standard and Condensed markets are sequenced by Metro rank for each demographic category previously mentioned. Population estimates and percent of U.S. population of demographic are given for each demographic category.

Markets Alphabetically by Demographic Category/This section shows Standard and Condensed markets in alphabetical order for each demographic category previously indicated. This section also provides the Metro rank, population estimates and percent of U.S. population for the specific demographic category.

DMA Market Rankings by Television Households/Provides an estimated total number of Television Households and ranks each market based on that estimate.

DMA Market Rankings by Persons 12+ and DMA Alphabetical Listing/Both sections provide Persons 12+ estimated population and the percentage of each DMA's population to the U.S. population. The first section ranks the DMA markets according to the Persons 12+ population for the market, and the second section lists the same markets in alphabetical order.

DMA Population Summary/DMA markets are presented in alphabetical order. Population estimates are shown for All (total), Black and Hispanic Persons for the demographic groups mentioned previously. The Television DMA rank for the market as well as the rank of the individual demographic population estimate relative to the other DMAs are given. Total U.S. population estimates are also presented for each reported demographic group.

Metro Market Rankings

Metro Rank, Persons 12+,
Population, Percent of U.S., and
Frequency of Measurement
for Metro Markets

Metro Market Rankings

IND	RANK	MARKET NAME	PERSONS 12+	% OF U.S.	FREQ.
CM	1	NEW YORK	15,283,100	6.10	4
CM	2	LOS ANGELES	10,724,900	4.28	4
CM	3	CHICAGO	7,648,900	3.05	4
CM	4	SAN FRANCISCO	5,850,900	2.33	4
CM	5	DALLAS-FT. WORTH	4,672,400	1.86	4
CM	6	PHILADELPHIA	4,334,000	1.73	4
CM	7	HOUSTON-GALVESTON	4,296,900	1.71	4
CM	8	WASHINGTON, DC	4,114,900	1.64	4
CM	9	BOSTON	3,878,000	1.54	4
CM	10	DETROIT	3,870,900	1.54	4
CM	11	ATLANTA	3,786,400	1.51	4
CM	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	3,470,700	1.38	4
CM	13	PUERTO RICO	3,236,900	1.29	4
CM	14	SEATTLE-TACOMA	3,165,700	1.26	4
CM	15	PHOENIX	2,856,900	1.14	4
CM	16	MINNEAPOLIS-ST. PAUL	2,606,000	1.04	4
CM	17	SAN DIEGO	2,483,900	.99	4
*CM	18	NASSAU-SUFFOLK (LONG ISLAND)	2,379,200	.95	4
CM	19	ST. LOUIS	2,236,200	.89	4
CM	20	BALTIMORE	2,226,100	.88	4
CM	21	TAMPA-ST. PETERSBURG-CLEARWATER	2,215,200	.88	4
CM	22	DENVER-BOULDER	2,139,300	.85	4
CM	23	PITTSBURGH, PA	2,018,900	.80	4
CM	24	PORTLAND, OR	1,937,600	.77	4
CM	25	CLEVELAND	1,792,900	.71	4
CM	26	SACRAMENTO	1,714,300	.68	4
CM	27	CINCINNATI	1,693,100	.67	4
CM	28	RIVERSIDE-SAN BERNARDINO	1,665,700	.66	4
CM	29	KANSAS CITY	1,540,800	.61	4
CM	30	SAN ANTONIO	1,526,000	.60	4
CM	31	SALT LAKE CITY-OGDEN-PROVO	1,482,100	.59	4
CM	32	MILWAUKEE-RACINE	1,428,300	.57	4
*CM	33	SAN JOSE	1,415,400	.56	4
CM	34	PROVIDENCE-WARWICK-PAWTUCKET	1,406,800	.56	4
CM	35	COLUMBUS, OH	1,382,200	.55	4
CM	36	CHARLOTTE-GASTONIA-ROCK HILL	1,376,300	.54	4
*CM	37	MIDDLESEX-SOMERSET-UNION	1,373,400	.54	4
CM	38	LAS VEGAS	1,365,500	.54	4
CM	39	ORLANDO	1,360,200	.54	4
CM	40	NORFOLK-VIRGINIA BEACH-NWPT NEWS	1,307,500	.52	4
CM	41	INDIANAPOLIS	1,291,700	.51	4
CM	42	AUSTIN	1,169,600	.46	4
CM	43	RALEIGH-DURHAM	1,116,400	.44	4
CM	44	NASHVILLE	1,101,700	.44	4
CM	45	GREENSBORO-WS-HIGH POINT	1,101,600	.44	4
CM	46	NEW ORLEANS	1,079,300	.43	4
CM	47	WEST PALM BEACH-BOCA RATON	1,074,800	.42	4
CM	48	MEMPHIS	1,037,400	.41	4
CM	49	JACKSONVILLE	1,033,100	.41	4
CM	50	HARTFORD-NEW BRITAIN-MIDDLETOWN	1,030,500	.41	4
*	51	MONMOUTH-OCEAN	1,013,200	.40	2
CM	52	BUFFALO-NIAGARA FALLS	989,400	.39	4
CM	53	OKLAHOMA CITY	953,600	.38	4
CM	54	ROCHESTER, NY	936,100	.37	4
CM	55	LOUISVILLE	924,400	.36	4
CM	56	RICHMOND	886,300	.35	4
CM	57	BIRMINGHAM	858,000	.34	4
CM	58	DAYTON	833,400	.33	4
CM	59	GREENVILLE-SPARTANBURG	810,000	.32	4
CM	60	MCALLEN-BROWNSVILLE-HARLINGEN	802,700	.32	2

C = Condensed Market

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

CM = Continuous Measurement

ARBITRON

Metro Market Rankings

IND	RANK	MARKET NAME	PERSONS 12+	% OF U.S.	FREQ.
CM	61	HONOLULU	774,500	.30	4
CM	62	TUCSON	772,500	.30	4
CM	63	ALBANY - SCHENECTADY - TROY	770,700	.30	4
CM	64	TULSA	724,400	.28	4
	65	FT. MYERS - NAPLES - MARCO ISLAND	714,800	.28	2
CM	66	GRAND RAPIDS	697,600	.27	4
CM	67	FRESNO	692,900	.27	4
CM	68	WILKES BARRE - SCRANTON	677,000	.27	4
CM	69	ALLENTOWN - BETHLEHEM	670,500	.26	4
CM	70	ALBUQUERQUE	639,300	.25	4
CM	71	KNOXVILLE	620,400	.24	4
CM	72	OMAHA - COUNCIL BLUFFS	602,800	.24	4
CM	73	AKRON	594,400	.23	4
	74	WILMINGTON, DE	577,700	.23	2
	75	SARASOTA - BRADENTON	574,600	.22	2
CM	76	EL PASO	570,700	.22	4
CM	77	MONTEREY - SALINAS - SANTA CRUZ	557,400	.22	4
CM	78	SYRACUSE	556,200	.22	4
CM	79	HARRISBURG - LEBANON - CARLISLE	554,100	.22	4
CM	80	SPRINGFIELD, MA	533,700	.21	4
	81	STOCKTON	526,100	.21	2
CM	82	BAKERSFIELD	522,800	.20	4
CM	83	BATON ROUGE	522,400	.20	4
CM	84	TOLEDO	518,500	.20	4
CM	85	LITTLE ROCK	508,200	.20	4
CM	86	GAINESVILLE - OCALA	499,600	.19	4
CM	87	CHARLESTON, SC	492,100	.19	4
CM	88	GREENVILLE - NEW BERN - JACKSONVILLE	489,300	.19	4
CM	89	COLUMBIA, SC	483,400	.19	4
	90	DAYTONA BEACH	481,800	.19	2
CM	91	DES MOINES	479,700	.19	4
CM	92	SPOKANE	470,300	.18	4
CM	93	MOBILE	464,200	.18	4
CM	94	WICHITA	461,900	.18	4
CM	95	MADISON	458,200	.18	4
CM	96	COLORADO SPRINGS	456,900	.18	4
	97	MELBOURNE - TITUSVILLE - COCOA	451,200	.18	2
CM	98	JOHNSON CITY - KINGSPORT - BRISTOL	449,800	.17	4
	99	LAKELAND - WINTER HAVEN	437,900	.17	2
	100	LEXINGTON - FAYETTE	433,900	.17	2
	101	LAFAYETTE, LA	432,800	.17	2
	102	VISALIA - TULARE - HANFORD	428,500	.17	2
CM	103	YORK	428,300	.17	4
	104	FT. WAYNE	424,900	.16	2
	105	FT. PIERCE - STUART - VERO BEACH	422,500	.16	2
CM	106	CHATTANOOGA	417,500	.16	4
	107	WORCESTER	417,200	.16	2
	108	NEW HAVEN	416,100	.16	2
	109	AUGUSTA, GA	412,400	.16	2
*C	110	MORRISTOWN, NJ	410,100	.16	2
	111	MODESTO	409,200	.16	2
	112	LANCASTER	407,200	.16	2
	113	PORTSMOUTH - DOVER - ROCHESTER	405,900	.16	2
	114	BOISE	404,000	.16	2
CM	115	HUNTSVILLE	402,500	.16	4
	115	ROANOKE - LYNCHBURG	402,500	.16	2
*	117	SANTA ROSA	402,100	.16	2
	118	YOUNGSTOWN - WARREN	400,300	.15	2
	119	OXNARD - VENTURA	397,400	.15	2
CM	120	LANSING - EAST LANSING	389,400	.15	4

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CM = Continuous Measurement

Metro Market Rankings

IND	RANK	MARKET NAME	PERSONS 12+	% OF U.S.	FREQ.
CM	121	BRIDGEPORT	389,200	.15	2
	122	JACKSON, MS	380,300	.15	4
	123	PENSACOLA	371,000	.14	2
	124	RENO	368,000	.14	2
	125	FLINT	367,500	.14	2
C	126	FT. COLLINS-GREELEY, CO	362,600	.14	2
	127	FAYETTEVILLE, NC	348,400	.13	2
	128	CANTON	344,100	.13	2
	129	VICTOR VALLEY	343,200	.13	2
	130	SAGINAW-BAY CITY-MIDLAND	340,000	.13	2
C	131	READING, PA	332,300	.13	2
CM	132	SHREVEPORT	329,000	.13	4
C	133	BEAUMONT-PORT ARTHUR, TX	322,800	.12	2
	134	APPLETON-OSHKOSH	317,400	.12	2
	135	ATLANTIC CITY-CAPE MAY	314,800	.12	2
	136	BURLINGTON-PLATTSBURGH	314,700	.12	2
	137	CORPUS CHRISTI	313,100	.12	2
C	138	TRENTON, NJ	310,200	.12	2
	139	BILOXI-GULFPORT-PASCAGOULA	308,300	.12	2
C	139	NWBRGH-MIDL TWN, NY(MID-HDSN VLY)	308,300	.12	2
*C	141	QUAD CITIES (DAVNPRT-RI-MOLINE)	302,300	.12	2
	142	STAMFORD-NORWALK, CT	300,900	.12	2
	143	SPRINGFIELD, MO	295,300	.11	2
C	144	FAYETTEVILLE (NW ARKANSAS)	295,200	.11	2
	145	ANN ARBOR	295,000	.11	2
	146	SALISBURY-OCEAN CITY	293,100	.11	2
	147	TYLER-LONGVIEW	292,400	.11	2
	148	PEORIA	292,100	.11	2
	149	EUGENE-SPRINGFIELD	288,800	.11	2
	150	PALM SPRINGS	287,100	.11	2
C	151	MONTGOMERY	285,100	.11	2
	152	ROCKFORD	278,700	.11	2
C	153	FLAGSTAFF-PRESCOTT, AZ	273,500	.10	2
	154	MACON	273,200	.10	2
	155	HUNTINGTON-ASHLAND	271,400	.10	2
*CM	156	FREDERICKSBURG	270,800	.10	4
C	157	KILLEEN-TEMPLE, TX	262,000	.10	2
	158	UTICA-ROME	257,500	.10	2
	159	SAVANNAH	256,800	.10	2
	160	EVANSVILLE	254,700	.10	2
C	161	POUGHKEEPSIE, NY	251,700	.10	2
	162	ASHEVILLE	251,000	.10	2
	163	TALLAHASSEE	241,100	.09	2
C	164	MYRTLE BEACH, SC	239,000	.09	2
	165	ERIE	237,600	.09	2
	165	PORTLAND, ME	237,600	.09	2
	167	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	234,500	.09	2
C	168	WAUSAU-STVNS PT, WI (CNTRL WI)	232,500	.09	2
	169	CONCORD (LAKE REGIONS)	227,600	.09	2
*C	170	NEW BEDFORD-FALL RIVER, MA	226,700	.09	2
C	171	ANCHORAGE	226,600	.09	2
	172	NEW LONDON, CT	225,900	.09	2
C	173	SAN LUIS OBISPO, CA	225,300	.09	2
	174	LINCOLN	224,300	.08	2
C	174	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	224,300	.08	2
	176	WILMINGTON, NC	221,600	.08	2
	177	SOUTH BEND	220,600	.08	2
C	178	FT. SMITH, AR	219,500	.08	2
	179	BINGHAMTON	216,400	.08	2
	180	LEBANON-RUTLAND-WHITE RIVER JUNC	214,000	.08	2

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CM = Continuous Measurement

ARBITRON

Metro Market Rankings

IND	RANK	MARKET NAME	PERSONS 12+	% OF U.S.	FREQ.
	181	CHARLESTON, WV	213,900	.08	2
	182	LUBBOCK	210,500	.08	2
	183	COLUMBUS, GA	208,500	.08	2
	184	KALAMAZOO	206,600	.08	2
C	185	CAPE COD, MA	206,500	.08	2
C	186	MERCED, CA	202,300	.08	2
*	187	MANCHESTER	199,600	.07	2
	188	GREEN BAY	199,100	.07	2
	188	JOHNSTOWN	199,100	.07	2
C	190	ODESSA-MIDLAND, TX	198,600	.07	2
C	191	TUPELO, MS	197,800	.07	2
C	192	DOTHAN, AL	193,300	.07	2
C	192	TRAVERSE CITY-PETOSKEY, MI	193,300	.07	2
	194	TOPEKA	191,300	.07	2
C	195	AMARILLO, TX	188,300	.07	2
C	196	DANBURY, CT	184,900	.07	2
C	197	WACO, TX	184,300	.07	2
C	198	CHICO, CA	183,800	.07	2
*C	198	FREDERICK, MD	183,800	.07	2
C	200	YAKIMA, WA	183,000	.07	2
C	201	TRI-CITIES, WA (RCHLND-KNWK-PSC)	176,700	.07	2
	202	TERRE HAUTE	175,800	.07	2
C	203	SANTA BARBARA, CA	174,800	.06	2
	204	DULUTH-SUPERIOR	174,200	.06	2
C	205	MUNCIE-MARION, IN	172,000	.06	2
C	206	CLARKSVILLE-HOPKINSVILLE, TN-KY	171,000	.06	2
C	207	OLEAN, NY	170,100	.06	2
C	208	LAREDO, TX	168,600	.06	2
C	209	BOWLING GREEN, KY	168,200	.06	2
C	210	SANTA MARIA-LOMPOC, CA	168,000	.06	2
C	210	SUNBURY-SELINSGROVE-LEWISBRG, PA	168,000	.06	2
C	212	MEDFORD-ASHLAND, OR	166,700	.06	2
C	213	FLORENCE, SC	166,600	.06	2
	214	CEDAR RAPIDS	165,800	.06	2
	215	BANGOR	164,100	.06	2
C	216	CHAMPAIGN, IL	163,900	.06	2
C	217	ELMIRA-CORNING, NY	161,400	.06	2
C	218	HILTON HEAD, SC	161,100	.06	2
C	219	ST. CLOUD, MN	158,100	.06	2
C	220	ALEXANDRIA, LA	157,100	.06	2
	221	FARGO-MOORHEAD	155,700	.06	2
C	222	LA CROSSE, WI	153,600	.06	2
C	223	FT. WALTON BEACH, FL	153,500	.06	2
C	224	LAUREL-HATTIESBURG, MS	153,200	.06	2
C	225	LAKE CHARLES, LA	152,800	.06	2
C	226	REDDING, CA	152,600	.06	2
C	227	WINCHESTER, VA	151,900	.06	2
C	228	BEND, OR	151,700	.06	2
C	229	ROCHESTER, MN	148,500	.05	2
C	230	NEW RIVER VALLEY, VA	147,200	.05	2
C	231	CHARLOTTESVILLE, VA	146,400	.05	2
C	232	MUSKEGON, MI	145,500	.05	2
C	233	BRYAN-COLLEGE STATION, TX	142,300	.05	2
C	234	TUSCALOOSA, AL	142,100	.05	2
C	235	DUBUQUE, IA	139,700	.05	2
C	235	MARION-CARBONDALE(SOUTHERN IL)	139,700	.05	2
C	237	JOPLIN, MO	137,300	.05	2
C	238	PITTSBURG, KS (SOUTHEAST KANSAS)	136,800	.05	2
C	239	SANTA FE, NM	136,400	.05	2
	240	LAFAYETTE, IN	136,000	.05	2

C = Condensed Market

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

CM = Continuous Measurement

Metro Market Rankings

IND	RANK	MARKET NAME	PERSONS 12+	% OF U.S.	FREQ.
	241	BLOOMINGTON	135,400	.05	2
C	242	PANAMA CITY, FL	133,600	.05	2
C	243	ABILENE, TX	131,800	.05	2
C	243	EAU CLAIRE, WI	131,800	.05	2
	245	WHEELING	130,700	.05	2
C	246	LASALLE-PERU, IL	130,600	.05	2
C	247	LIMA, OH	129,900	.05	2
C	248	ELIZABETH CITY-NAGS HEAD, NC	129,500	.05	2
C	248	SUSSEX, NJ	129,500	.05	2
C	250	PARKERSBURG-MARIETTA, WV-OH	128,800	.05	2
C	250	STATE COLLEGE, PA	128,800	.05	2
	252	WATERLOO-CEDAR FALLS	128,600	.05	2
	253	PUEBLO	126,600	.05	2
C	254	MEADVILLE-FRANKLIN, PA	125,200	.05	2
C	255	MONROE, LA	123,100	.04	2
C	256	COLUMBIA, MO	122,900	.04	2
C	257	FLORENCE-MUSCLE SHOALS, AL	121,200	.04	2
C	258	BATTLE CREEK, MI	117,000	.04	2
C	259	WICHITA FALLS, TX	116,700	.04	2
C	260	BILLINGS, MT	114,600	.04	2
*CM	261	HAMPTONS-RIVERHEAD	114,500	.04	4
C	262	TEXARKANA, TX-AR	112,400	.04	2
	263	ALTOONA	109,400	.04	2
C	264	GRAND JUNCTION, CO	107,600	.04	2
	265	MONTPELIER-BARRE-ST. JOHNSBURY	107,200	.04	2
C	266	AUGUSTA-WATERVILLE, ME	106,000	.04	2
C	267	COLUMBUS-STARKVILLE-W. POINT, MS	103,900	.04	2
C	268	VALDOSTA, GA	102,700	.04	2
C	269	ELKINS-BUCKHANNON-WESTON, WV	102,600	.04	2
C	270	ALBANY, GA	102,500	.04	2
C	271	WILLIAMSPORT, PA	102,000	.04	2
C	272	SIOUX CITY, IA	101,700	.04	2
C	273	MANKATO-NEW ULM-ST. PETER, MN	100,300	.04	2
C	274	RAPID CITY, SD	98,400	.03	2
C	275	SHEBOYGAN, WI	98,300	.03	2
C	276	HARRISONBURG, VA	98,200	.03	2
C	277	WATERTOWN, NY	96,300	.03	2
C	278	LAWTON, OK	93,400	.03	2
C	279	LEWISTON-AUBURN, ME	93,200	.03	2
C	280	DECATUR, IL	92,500	.03	2
C	280	ITHACA, NY	92,500	.03	2
C	282	BLUEFIELD, WV	92,200	.03	2
C	283	SAN ANGELO, TX	86,300	.03	2
C	284	BISMARCK, ND	84,000	.03	2
C	285	COOKEVILLE, TN	83,500	.03	2
C	286	GRAND FORKS, ND-MN	81,700	.03	2
C	287	SEBRING, FL	80,600	.03	2
C	288	JACKSON, TN	79,100	.03	2
C	289	CHEYENNE, WY	71,900	.02	2
C	289	JONESBORO, AR	71,900	.02	2
C	291	BECKLEY, WV	69,300	.02	2
C	292	MASON CITY, IA	69,100	.02	2
C	293	GREAT FALLS, MT	67,400	.02	2
C	294	MERIDIAN, MS	64,500	.02	2
C	295	BRUNSWICK, GA	59,800	.02	2
C	296	CASPER, WY	58,700	.02	2

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Metro Market Alphabetical Listing

Persons 12+, Population, Percent
of U.S., Metro Rank, and
Frequency of Measurement
for each Metro Market

Metro Alphabetical Listing

IND	RANK	MARKET NAME	PERSONS 12+	% OF U.S.	FREQ.
C	243	ABILENE, TX	131,800	.05	2
CM	73	AKRON	594,400	.23	4
C	270	ALBANY, GA	102,500	.04	2
CM	63	ALBANY-SCHENECTADY-TROY	770,700	.30	4
CM	70	ALBUQUERQUE	639,300	.25	4
C	220	ALEXANDRIA, LA	157,100	.06	2
CM	69	ALLEN TOWN-BETHLEHEM	670,500	.26	4
	263	ALTOONA	109,400	.04	2
C	195	AMARILLO, TX	188,300	.07	2
	171	ANCHORAGE	226,600	.09	2
	145	ANN ARBOR	295,000	.11	2
	134	APPLETON-OSHKOSH	317,400	.12	2
	162	ASHEVILLE	251,000	.10	2
CM	11	ATLANTA	3,786,400	1.51	4
	135	ATLANTIC CITY-CAPE MAY	314,800	.12	2
	109	AUGUSTA, GA	412,400	.16	2
C	266	AUGUSTA-WATERVILLE, ME	106,000	.04	2
CM	42	AUSTIN	1,169,600	.46	4
CM	82	BAKERSFIELD	522,800	.20	4
CM	20	BALTIMORE	2,226,100	.88	4
	215	BANGOR	164,100	.06	2
CM	83	BATON ROUGE	522,400	.20	4
C	258	BATTLE CREEK, MI	117,000	.04	2
C	133	BEAUMONT-PORT ARTHUR, TX	322,800	.12	2
C	291	BECKLEY, WV	69,300	.02	2
C	228	BEND, OR	151,700	.06	2
C	260	BILLINGS, MT	114,600	.04	2
	139	BILOXI-GULFPORT-PASCAGOULA	308,300	.12	2
	179	BINGHAMTON	216,400	.08	2
CM	57	BIRMINGHAM	858,000	.34	4
C	284	BISMARCK, ND	84,000	.03	2
	241	BLOOMINGTON	135,400	.05	2
C	282	BLUEFIELD, WV	92,200	.03	2
	114	BOISE	404,000	.16	2
CM	9	BOSTON	3,878,000	1.54	4
C	209	BOWLING GREEN, KY	168,200	.06	2
	121	BRIDGEPORT	389,200	.15	2
C	295	BRUNSWICK, GA	59,800	.02	2
C	233	BRYAN-COLLEGE STATION, TX	142,300	.05	2
CM	52	BUFFALO-NIAGARA FALLS	989,400	.39	4
	136	BURLINGTON-PLATTSBURGH	314,700	.12	2
	128	CANTON	344,100	.13	2
C	185	CAPE COD, MA	206,500	.08	2
C	296	CASPER, WY	58,700	.02	2
	214	CEDAR RAPIDS	165,800	.06	2
C	216	CHAMPAIGN, IL	163,900	.06	2
CM	87	CHARLESTON, SC	492,100	.19	4
	181	CHARLESTON, WV	213,900	.08	2
CM	36	CHARLOTTE-GASTONIA-ROCK HILL	1,376,300	.54	4
C	231	CHARLOTTESVILLE, VA	146,400	.05	2
CM	106	CHATTANOOGA	417,500	.16	4
C	289	CHEYENNE, WY	71,900	.02	2
CM	3	CHICAGO	7,648,900	3.05	4
C	198	CHICO, CA	183,800	.07	2
CM	27	CINCINNATI	1,693,100	.67	4
C	206	CLARKSVILLE-HOPKINSVILLE, TN-KY	171,000	.06	2
CM	25	CLEVELAND	1,792,900	.71	4
CM	96	COLORADO SPRINGS	456,900	.18	4
C	256	COLUMBIA, MO	122,900	.04	2
CM	89	COLUMBIA, SC	483,400	.19	4

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ARBITRON

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	183	COLUMBUS, GA	208,500	.08	2
CM	35	COLUMBUS, OH	1,382,200	.55	4
C	267	COLUMBUS-STARKVILLE-W. POINT, MS	103,900	.04	2
	169	CONCORD (LAKE REGIONS)	227,600	.09	2
C	285	COOKEVILLE, TN	83,500	.03	2
	137	CORPUS CHRISTI	313,100	.12	2
CM	5	DALLAS-FT. WORTH	4,672,400	1.86	4
C	196	DANBURY, CT	184,900	.07	2
CM	58	DAYTON	833,400	.33	4
	90	DAYTONA BEACH	481,800	.19	2
C	280	DECATUR, IL	92,500	.03	2
CM	22	DENVER-BOULDER	2,139,300	.85	4
CM	91	DES MOINES	479,700	.19	4
CM	10	DETROIT	3,870,900	1.54	4
C	192	DOTHAN, AL	193,300	.07	2
C	235	DUBUQUE, IA	139,700	.05	2
	204	DULUTH-SUPERIOR	174,200	.06	2
C	243	EAU CLAIRE, WI	131,800	.05	2
CM	76	EL PASO	570,700	.22	4
C	248	ELIZABETH CITY-NAGS HEAD, NC	129,500	.05	2
C	269	ELKINS-BUCKHANNON-WESTON, WV	102,600	.04	2
C	217	ELMIRA-CORNING, NY	161,400	.06	2
	165	ERIE	237,600	.09	2
	149	EUGENE-SPRINGFIELD	288,800	.11	2
	160	EVANSVILLE	254,700	.10	2
	221	FARGO-MOORHEAD	155,700	.06	2
C	144	FAYETTEVILLE (NW ARKANSAS)	295,200	.11	2
	127	FAYETTEVILLE, NC	348,400	.13	2
C	153	FLAGSTAFF-PRESCOTT, AZ	273,500	.10	2
	125	FLINT	367,500	.14	2
C	213	FLORENCE, SC	166,600	.06	2
C	257	FLORENCE-MUSCLE SHOALS, AL	121,200	.04	2
C	126	FT. COLLINS-GREELEY, CO	362,600	.14	2
	65	FT. MYERS-NAPLES-MARCO ISLAND	714,800	.28	2
	105	FT. PIERCE-STUART-VERO BEACH	422,500	.16	2
C	178	FT. SMITH, AR	219,500	.08	2
C	223	FT. WALTON BEACH, FL	153,500	.06	2
	104	FT. WAYNE	424,900	.16	2
*C	198	FREDERICK, MD	183,800	.07	2
*CM	156	FREDERICKSBURG	270,800	.10	4
CM	67	FRESNO	692,900	.27	4
CM	86	GAINESVILLE-OCALA	499,600	.19	4
C	286	GRAND FORKS, ND-MN	81,700	.03	2
C	264	GRAND JUNCTION, CO	107,600	.04	2
CM	66	GRAND RAPIDS	697,600	.27	4
C	293	GREAT FALLS, MT	67,400	.02	2
	188	GREEN BAY	199,100	.07	2
CM	45	GREENSBORO-WS-HIGH POINT	1,101,600	.44	4
CM	88	GREENVILLE-NEW BERN-JACKSONVILLE	489,300	.19	4
CM	59	GREENVILLE-SPARTANBURG	810,000	.32	4
C	167	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	234,500	.09	2
*CM	261	HAMPTONS-RIVERHEAD	114,500	.04	4
CM	79	HARRISBURG-LEBANON-CARLISLE	554,100	.22	4
C	276	HARRISONBURG, VA	98,200	.03	2
CM	50	HARTFORD-NEW BRITAIN-MIDDLETOWN	1,030,500	.41	4
C	218	HILTON HEAD, SC	161,100	.06	2
CM	61	HONOLULU	774,500	.30	4
CM	7	HOUSTON-GALVESTON	4,296,900	1.71	4
	155	HUNTINGTON-ASHLAND	271,400	.10	2
CM	115	HUNTSVILLE	402,500	.16	4

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Metro Alphabetical Listing

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CM	41	INDIANAPOLIS	1,291,700	.51	4
C	280	ITHACA, NY	92,500	.03	2
CM	122	JACKSON, MS	380,300	.15	4
C	288	JACKSON, TN	79,100	.03	2
CM	49	JACKSONVILLE	1,033,100	.41	4
CM	98	JOHNSON CITY-KINGSPORT-BRISTOL	449,800	.17	4
	188	JOHNSTOWN	199,100	.07	2
C	289	JONESBORO, AR	71,900	.02	2
C	237	JOPLIN, MO	137,300	.05	2
	184	KALAMAZOO	206,600	.08	2
CM	29	KANSAS CITY	1,540,800	.61	4
C	157	KILLEEN-TEMPLE, TX	262,000	.10	2
CM	71	KNOXVILLE	620,400	.24	4
C	222	LA CROSSE, WI	153,600	.06	2
	240	LAFAYETTE, IN	136,000	.05	2
	101	LAFAYETTE, LA	432,800	.17	2
C	225	LAKE CHARLES, LA	152,800	.06	2
	99	LAKELAND-WINTER HAVEN	437,900	.17	2
	112	LANCASTER	407,200	.16	2
CM	120	LANSING-EAST LANSING	389,400	.15	4
C	208	LAREDO, TX	168,600	.06	2
CM	38	LAS VEGAS	1,365,500	.54	4
C	246	LASALLE-PERU, IL	130,600	.05	2
C	224	LAUREL-HATTIESBURG, MS	153,200	.06	2
C	278	LAWTON, OK	93,400	.03	2
	180	LEBANON-RUTLAND-WHITE RIVER JUNC	214,000	.08	2
C	279	LEWISTON-AUBURN, ME	93,200	.03	2
	100	LEXINGTON-FAYETTE	433,900	.17	2
C	247	LIMA, OH	129,900	.05	2
	174	LINCOLN	224,300	.08	2
CM	85	LITTLE ROCK	508,200	.20	4
CM	2	LOS ANGELES	10,724,900	4.28	4
CM	55	LOUISVILLE	924,400	.36	4
	182	LUBBOCK	210,500	.08	2
	154	MACON	273,200	.10	2
CM	95	MADISON	458,200	.18	4
*	187	MANCHESTER	199,600	.07	2
C	273	MANKATO-NEW ULM-ST. PETER, MN	100,300	.04	2
C	235	MARION-CARBONDALE(SOUTHERN IL)	139,700	.05	2
C	292	MASON CITY, IA	69,100	.02	2
	60	MCALLEN-BROWNSVILLE-HARLINGEN	802,700	.32	2
C	254	MEADVILLE-FRANKLIN, PA	125,200	.05	2
C	212	MEDFORD-ASHLAND, OR	166,700	.06	2
	97	MELBOURNE-TITUSVILLE-COCOA	451,200	.18	2
CM	48	MEMPHIS	1,037,400	.41	4
C	186	MERCED, CA	202,300	.08	2
C	294	MERIDIAN, MS	64,500	.02	2
CM	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	3,470,700	1.38	4
*CM	37	MIDDLESEX-SOMERSET-UNION	1,373,400	.54	4
CM	32	MILWAUKEE-RACINE	1,428,300	.57	4
CM	16	MINNEAPOLIS-ST. PAUL	2,606,000	1.04	4
CM	93	MOBILE	464,200	.18	4
	111	MODESTO	409,200	.16	2
*	51	MONMOUTH-OCEAN	1,013,200	.40	2
C	255	MONROE, LA	123,100	.04	2
CM	77	MONTEREY-SALINAS-SANTA CRUZ	557,400	.22	4
	151	MONTGOMERY	285,100	.11	2
	265	MONTPELIER-BARRE-ST. JOHNSBURY	107,200	.04	2
C	174	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	224,300	.08	2
*C	110	MORRISTOWN, NJ	410,100	.16	2

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C	205	MUNCIE-MARION, IN	172,000	.06	2
C	232	MUSKEGON, MI	145,500	.05	2
C	164	MYRTLE BEACH, SC	239,000	.09	2
CM	44	NASHVILLE	1,101,700	.44	4
*CM	18	NASSAU-SUFFOLK (LONG ISLAND)	2,379,200	.95	4
*C	170	NEW BEDFORD-FALL RIVER, MA	226,700	.09	2
	108	NEW HAVEN	416,100	.16	2
C	172	NEW LONDON, CT	225,900	.09	2
CM	46	NEW ORLEANS	1,079,300	.43	4
C	230	NEW RIVER VALLEY, VA	147,200	.05	2
CM	1	NEW YORK	15,283,100	6.10	4
C	139	NWBRGH-MIDLTWN, NY(MID-HDSN VLY)	308,300	.12	2
CM	40	NORFOLK-VIRGINIA BEACH-NWPT NEWS	1,307,500	.52	4
C	190	ODESSA-MIDLAND, TX	198,600	.07	2
CM	53	OKLAHOMA CITY	953,600	.38	4
C	207	OLEAN, NY	170,100	.06	2
CM	72	OMAHA-COUNCIL BLUFFS	602,800	.24	4
CM	39	ORLANDO	1,360,200	.54	4
	119	OXNARD-VENTURA	397,400	.15	2
	150	PALM SPRINGS	287,100	.11	2
C	242	PANAMA CITY, FL	133,600	.05	2
C	250	PARKERSBURG-MARIETTA, WV-OH	128,800	.05	2
	123	PENSACOLA	371,000	.14	2
	148	PEORIA	292,100	.11	2
CM	6	PHILADELPHIA	4,334,000	1.73	4
CM	15	PHOENIX	2,856,900	1.14	4
C	238	PITTSBURG, KS (SOUTHEAST KANSAS)	136,800	.05	2
CM	23	PITTSBURGH, PA	2,018,900	.80	4
	165	PORTLAND, ME	237,600	.09	2
CM	24	PORTLAND, OR	1,937,600	.77	4
	113	PORTSMOUTH-DOVER-ROCHESTER	405,900	.16	2
C	161	POUGHKEEPSIE, NY	251,700	.10	2
CM	34	PROVIDENCE-WARWICK-PAWTUCKET	1,406,800	.56	4
	253	PUEBLO	126,600	.05	2
CM	13	PUERTO RICO	3,236,900	1.29	4
	141	QUAD CITIES (DAVNPRT-RI-MOLINE)	302,300	.12	2
CM	43	RALEIGH-DURHAM	1,116,400	.44	4
C	274	RAPID CITY, SD	98,400	.03	2
C	131	READING, PA	332,300	.13	2
C	226	REDDING, CA	152,600	.06	2
	124	RENO	368,000	.14	2
CM	56	RICHMOND	886,300	.35	4
CM	28	RIVERSIDE-SAN BERNARDINO	1,665,700	.66	4
	115	ROANOKE-LYNCHBURG	402,500	.16	2
C	229	ROCHESTER, MN	148,500	.05	2
CM	54	ROCHESTER, NY	936,100	.37	4
	152	ROCKFORD	278,700	.11	2
CM	26	SACRAMENTO	1,714,300	.68	4
	130	SAGINAW-BAY CITY-MIDLAND	340,000	.13	2
C	219	ST. CLOUD, MN	158,100	.06	2
CM	19	ST. LOUIS	2,236,200	.89	4
	146	SALISBURY-OCEAN CITY	293,100	.11	2
CM	31	SALT LAKE CITY-OGDEN-PROVO	1,482,100	.59	4
C	283	SAN ANGELO, TX	86,300	.03	2
CM	30	SAN ANTONIO	1,526,000	.60	4
CM	17	SAN DIEGO	2,483,900	.99	4
CM	4	SAN FRANCISCO	5,850,900	2.33	4
*CM	33	SAN JOSE	1,415,400	.56	4
C	173	SAN LUIS OBISPO, CA	225,300	.09	2
C	203	SANTA BARBARA, CA	174,800	.06	2

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C	239	SANTA FE, NM	136,400	.05	2
C	210	SANTA MARIA-LOMPOC, CA	168,000	.06	2
*	117	SANTA ROSA	402,100	.16	2
	75	SARASOTA-BRADENTON	574,600	.22	2
	159	SAVANNAH	256,800	.10	2
CM	14	SEATTLE-TACOMA	3,165,700	1.26	4
C	287	SEBRING, FL	80,600	.03	2
C	275	SHEBOYGAN, WI	98,300	.03	2
CM	132	SHREVEPORT	329,000	.13	4
C	272	SIOUX CITY, IA	101,700	.04	2
	177	SOUTH BEND	220,600	.08	2
CM	92	SPOKANE	470,300	.18	4
CM	80	SPRINGFIELD, MA	533,700	.21	4
	143	SPRINGFIELD, MO	295,300	.11	2
*C	142	STAMFORD-NORWALK, CT	300,900	.12	2
C	250	STATE COLLEGE, PA	128,800	.05	2
	81	STOCKTON	526,100	.21	2
C	210	SUNBURY-SELINGROVE-LEWISBRG, PA	168,000	.06	2
C	248	SUSSEX, NJ	129,500	.05	2
CM	78	SYRACUSE	556,200	.22	4
	163	TALLAHASSEE	241,100	.09	2
CM	21	TAMPA-ST. PETERSBURG-CLEARWATER	2,215,200	.88	4
	202	TERRE HAUTE	175,800	.07	2
C	262	TEXARKANA, TX-AR	112,400	.04	2
CM	84	TOLEDO	518,500	.20	4
	194	TOPEKA	191,300	.07	2
C	192	TRAVERSE CITY-PETOSKEY, MI	193,300	.07	2
C	138	TRENTON, NJ	310,200	.12	2
C	201	TRI-CITIES, WA (RCHLND-KNWK-PSC)	176,700	.07	2
CM	62	TUCSON	772,500	.30	4
CM	64	TULSA	724,400	.28	4
C	191	TUPELO, MS	197,800	.07	2
C	234	TUSCALOOSA, AL	142,100	.05	2
	147	TYLER-LONGVIEW	292,400	.11	2
	158	UTICA-ROME	257,500	.10	2
C	268	VALDOSTA, GA	102,700	.04	2
	129	VICTOR VALLEY	343,200	.13	2
	102	VISALIA-TULARE-HANFORD	428,500	.17	2
C	197	WACO, TX	184,300	.07	2
CM	8	WASHINGTON, DC	4,114,900	1.64	4
	252	WATERLOO-CEDAR FALLS	128,600	.05	2
C	277	WATERTOWN, NY	96,300	.03	2
C	168	WAUSAU-STVNS PT, WI (CNTRL WI)	232,500	.09	2
CM	47	WEST PALM BEACH-BOCA RATON	1,074,800	.42	4
	245	WHEELING	130,700	.05	2
CM	94	WICHITA	461,900	.18	4
C	259	WICHITA FALLS, TX	116,700	.04	2
CM	68	WILKES BARRE-SCRANTON	677,000	.27	4
C	271	WILLIAMSPORT, PA	102,000	.04	2
	74	WILMINGTON, DE	577,700	.23	2
	176	WILMINGTON, NC	221,600	.08	2
C	227	WINCHESTER, VA	151,900	.06	2
	107	WORCESTER	417,200	.16	2
C	200	YAKIMA, WA	183,000	.07	2
CM	103	YORK	428,300	.17	4
	118	YOUNGSTOWN-WARREN	400,300	.15	2

C = Condensed Market

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

CM = Continuous Measurement

ARBITRON

Metro Market Population Summary

Metro Market Population
Estimates for All, Black
and Hispanic Persons

METRO MARKET POPULATION ESTIMATES

ABILENE, TX

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	131,800	.05	243
MEN 18+	58,400	.05	244
MEN 12-24	18,200	.06	223
MEN 18-24	10,800	.07	222
MEN 25-34	11,000	.05	236
MEN 25-49	27,300	.05	241
MEN 35-44	10,800	.04	241
MEN 45-49	5,500	.04	245
MEN 50-54	4,600	.04	257
MEN 55-64	7,000	.04	256
MEN 65+	8,700	.05	241
WOMEN 18+	59,100	.05	249
WOMEN 12-24	16,300	.06	235
WOMEN 18-24	9,400	.06	235
WOMEN 25-34	9,400	.04	245
WOMEN 25-49	24,800	.04	251
WOMEN 35-44	10,000	.04	253
WOMEN 45-49	5,400	.04	251
WOMEN 50-54	4,800	.04	258
WOMEN 55-64	7,700	.04	252
WOMEN 65+	12,400	.05	239
TEENS 12-17	14,300	.05	230

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	8,200	.02	202
MEN 18+	4,400	.03	194
MEN 12-24	1,700	.04	189
MEN 18-24	1,200	.05	173
MEN 25-34	1,000	.03	189
MEN 25-49	2,400	.03	193
MEN 35-44	1,100	.04	181
MEN 45-49	300	.02	205
MEN 50-54	200	.02	207
MEN 55-64	300	.02	204
MEN 65+	300	.02	197
WOMEN 18+	2,900	.02	208
WOMEN 12-24	1,000	.02	209
WOMEN 18-24	600	.02	205
WOMEN 25-34	600	.02	203
WOMEN 25-49	1,400	.01	208
WOMEN 35-44	500	.01	212
WOMEN 45-49	300	.02	199
WOMEN 50-54	200	.01	203
WOMEN 55-64	300	.01	206
WOMEN 65+	400	.02	200
TEENS 12-17	900	.02	210

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	23,000	.07	118
MEN 18+	10,200	.07	120
MEN 12-24	4,500	.07	122
MEN 18-24	2,600	.07	125
MEN 25-34	2,600	.06	124
MEN 25-49	5,600	.07	118
MEN 35-44	2,100	.07	113
MEN 45-49	900	.07	107
MEN 50-54	600	.06	116
MEN 55-64	900	.07	105
MEN 65+	500	.05	112
WOMEN 18+	9,100	.06	116
WOMEN 12-24	3,900	.07	117
WOMEN 18-24	2,100	.07	119
WOMEN 25-34	2,100	.06	121
WOMEN 25-49	4,700	.06	118
WOMEN 35-44	1,700	.06	117
WOMEN 45-49	900	.07	106
WOMEN 50-54	700	.07	105
WOMEN 55-64	900	.06	106
WOMEN 65+	700	.05	99
TEENS 12-17	3,700	.07	115

AKRON

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	594,400	.23	73
MEN 18+	254,300	.23	74
MEN 12-24	64,400	.22	78
MEN 18-24	34,200	.22	83
MEN 25-34	43,300	.21	80
MEN 25-49	120,700	.22	76
MEN 35-44	50,500	.22	75
MEN 45-49	26,900	.24	71
MEN 50-54	24,800	.25	69
MEN 55-64	35,400	.24	71
MEN 65+	39,200	.24	76
WOMEN 18+	281,200	.24	72
WOMEN 12-24	64,000	.23	77
WOMEN 18-24	35,300	.24	75
WOMEN 25-34	44,100	.22	74
WOMEN 25-49	125,100	.23	74
WOMEN 35-44	52,700	.23	73
WOMEN 45-49	28,300	.24	70
WOMEN 50-54	26,000	.25	70
WOMEN 55-64	38,200	.24	71
WOMEN 65+	56,600	.25	75
TEENS 12-17	58,900	.23	74

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	65,100	.21	76
MEN 18+	24,900	.20	81
MEN 12-24	9,100	.23	78
MEN 18-24	4,400	.21	80
MEN 25-34	4,500	.17	88
MEN 25-49	12,100	.18	86
MEN 35-44	5,100	.18	82
MEN 45-49	2,500	.20	77
MEN 50-54	2,300	.23	73
MEN 55-64	3,200	.22	73
MEN 65+	2,900	.23	73
WOMEN 18+	30,800	.22	76
WOMEN 12-24	9,800	.25	75
WOMEN 18-24	5,100	.25	75
WOMEN 25-34	5,700	.20	79
WOMEN 25-49	15,000	.20	77
WOMEN 35-44	6,000	.19	77
WOMEN 45-49	3,300	.23	74
WOMEN 50-54	2,600	.22	73
WOMEN 55-64	3,700	.21	79
WOMEN 65+	4,400	.22	75
TEENS 12-17	9,400	.24	73

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,000	.01	200
MEN 18+	2,100	.01	208
MEN 12-24	900	.01	218
MEN 18-24	500	.01	223
MEN 25-34	500	.01	213
MEN 25-49	1,100	.01	205
MEN 35-44	500	.01	192
MEN 45-49	100		206
MEN 50-54	200	.02	159
MEN 55-64	200	.01	174
MEN 65+	100	.01	186
WOMEN 18+	2,000	.01	198
WOMEN 12-24	900	.01	196
WOMEN 18-24	400	.01	213
WOMEN 25-34	500	.01	196
WOMEN 25-49	1,100	.01	191
WOMEN 35-44	500	.01	175
WOMEN 45-49	100		201
WOMEN 50-54	100	.01	190
WOMEN 55-64	300	.02	154
WOMEN 65+	100		181
TEENS 12-17	900	.01	187

ALBANY, GA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	102,500	.04	270
MEN 18+	42,100	.03	278
MEN 12-24	13,200	.04	265
MEN 18-24	7,200	.04	265
MEN 25-34	8,100	.04	265
MEN 25-49	20,200	.03	273
MEN 35-44	8,000	.03	275
MEN 45-49	4,100	.03	272
MEN 50-54	3,900	.03	272
MEN 55-64	5,600	.03	274
MEN 65+	5,200	.03	282
WOMEN 18+	48,700	.04	268
WOMEN 12-24	13,000	.04	260
WOMEN 18-24	7,300	.05	255
WOMEN 25-34	8,700	.04	253
WOMEN 25-49	22,500	.04	260
WOMEN 35-44	9,200	.04	259
WOMEN 45-49	4,600	.04	267
WOMEN 50-54	4,400	.04	263
WOMEN 55-64	6,200	.03	268
WOMEN 65+	8,300	.03	277
TEENS 12-17	11,700	.04	251

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	50,600	.16	92
MEN 18+	19,300	.16	95
MEN 12-24	7,800	.19	86
MEN 18-24	4,300	.21	83
MEN 25-34	4,100	.16	95
MEN 25-49	9,800	.15	98
MEN 35-44	3,900	.14	102
MEN 45-49	1,800	.14	98
MEN 50-54	1,500	.15	92
MEN 55-64	1,900	.13	105
MEN 65+	1,800	.14	101
WOMEN 18+	24,400	.17	89
WOMEN 12-24	8,200	.20	84
WOMEN 18-24	4,800	.23	80
WOMEN 25-34	4,900	.17	88
WOMEN 25-49	11,700	.16	92
WOMEN 35-44	4,600	.15	96
WOMEN 45-49	2,200	.15	90
WOMEN 50-54	1,900	.16	87
WOMEN 55-64	2,500	.14	97
WOMEN 65+	3,500	.18	89
TEENS 12-17	6,900	.18	92

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,300		274
MEN 18+	600		274
MEN 12-24	300		266
MEN 18-24	100		275
MEN 25-34	200		254
MEN 25-49	400		257
MEN 35-44			285
MEN 45-49	200	.01	177
MEN 50-54			250
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	500		266
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34	200		235
WOMEN 25-49	300		257
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	200		259

METRO MARKET POPULATION ESTIMATES

ALBANY-SCHENECTADY-TROY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	770,700	.30	63
MEN 18+	333,400	.30	62
MEN 12-24	85,100	.30	65
MEN 18-24	47,400	.30	65
MEN 25-34	54,700	.27	66
MEN 25-49	154,600	.28	64
MEN 35-44	65,700	.29	61
MEN 45-49	34,200	.30	60
MEN 50-54	31,900	.32	60
MEN 55-64	47,400	.32	61
MEN 65+	52,100	.33	62
WOMEN 18+	363,800	.31	61
WOMEN 12-24	80,400	.30	64
WOMEN 18-24	44,600	.30	64
WOMEN 25-34	55,000	.28	66
WOMEN 25-49	159,300	.29	62
WOMEN 35-44	68,500	.30	61
WOMEN 45-49	35,800	.31	60
WOMEN 50-54	33,300	.32	60
WOMEN 55-64	50,400	.32	61
WOMEN 65+	76,200	.34	59
TEENS 12-17	73,500	.28	65

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	52,000	.17	90
MEN 18+	21,900	.18	88
MEN 12-24	8,100	.20	85
MEN 18-24	4,500	.22	79
MEN 25-34	4,900	.19	84
MEN 25-49	11,700	.18	87
MEN 35-44	4,700	.17	88
MEN 45-49	2,100	.17	89
MEN 50-54	1,600	.16	88
MEN 55-64	2,200	.15	96
MEN 65+	1,900	.15	98
WOMEN 18+	23,000	.16	92
WOMEN 12-24	8,000	.20	85
WOMEN 18-24	4,500	.22	85
WOMEN 25-34	4,900	.17	88
WOMEN 25-49	11,600	.16	93
WOMEN 35-44	4,700	.15	95
WOMEN 45-49	2,000	.14	96
WOMEN 50-54	1,800	.15	93
WOMEN 55-64	2,500	.14	97
WOMEN 65+	2,600	.13	110
TEENS 12-17	7,100	.18	89

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	25,600	.07	115
MEN 18+	10,600	.07	117
MEN 12-24	5,100	.08	118
MEN 18-24	2,900	.08	121
MEN 25-34	2,600	.06	124
MEN 25-49	5,700	.07	116
MEN 35-44	2,100	.07	113
MEN 45-49	1,000	.08	103
MEN 50-54	600	.06	116
MEN 55-64	700	.05	114
MEN 65+	700	.07	96
WOMEN 18+	10,400	.07	110
WOMEN 12-24	5,000	.10	106
WOMEN 18-24	2,600	.09	111
WOMEN 25-34	2,600	.07	111
WOMEN 25-49	5,500	.07	110
WOMEN 35-44	2,100	.07	106
WOMEN 45-49	800	.07	109
WOMEN 50-54	600	.06	115
WOMEN 55-64	1,000	.07	98
WOMEN 65+	700	.05	99
TEENS 12-17	4,600	.09	103

ALBUQUERQUE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	639,300	.25	70
MEN 18+	277,100	.25	70
MEN 12-24	72,200	.25	71
MEN 18-24	38,600	.25	74
MEN 25-34	51,300	.25	70
MEN 25-49	136,500	.25	67
MEN 35-44	56,400	.25	68
MEN 45-49	28,800	.26	67
MEN 50-54	26,100	.26	67
MEN 55-64	37,700	.25	68
MEN 65+	38,200	.24	77
WOMEN 18+	296,400	.25	71
WOMEN 12-24	69,800	.26	68
WOMEN 18-24	37,600	.26	72
WOMEN 25-34	50,900	.26	68
WOMEN 25-49	138,300	.25	67
WOMEN 35-44	56,900	.25	68
WOMEN 45-49	30,500	.26	67
WOMEN 50-54	27,800	.26	68
WOMEN 55-64	41,000	.26	70
WOMEN 65+	51,700	.23	79
TEENS 12-17	65,800	.25	70

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	17,100	.05	158
MEN 18+	8,000	.06	156
MEN 12-24	2,300	.05	168
MEN 18-24	1,300	.06	168
MEN 25-34	1,700	.06	162
MEN 25-49	4,300	.06	157
MEN 35-44	1,800	.06	156
MEN 45-49	800	.06	151
MEN 50-54	800	.08	141
MEN 55-64	900	.06	148
MEN 65+	700	.05	152
WOMEN 18+	7,200	.05	157
WOMEN 12-24	2,000	.05	167
WOMEN 18-24	1,100	.05	169
WOMEN 25-34	1,400	.05	161
WOMEN 25-49	3,600	.05	158
WOMEN 35-44	1,500	.04	156
WOMEN 45-49	700	.05	152
WOMEN 50-54	600	.05	151
WOMEN 55-64	800	.04	155
WOMEN 65+	1,100	.05	147
TEENS 12-17	1,900	.04	168

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	263,300	.81	25
MEN 18+	111,200	.77	25
MEN 12-24	37,300	.64	33
MEN 18-24	19,900	.60	34
MEN 25-34	24,500	.63	32
MEN 25-49	58,200	.72	25
MEN 35-44	23,200	.77	25
MEN 45-49	10,500	.91	20
MEN 50-54	9,000	1.00	18
MEN 55-64	12,800	1.08	16
MEN 65+	11,300	1.21	15
WOMEN 18+	117,700	.87	22
WOMEN 12-24	36,500	.74	26
WOMEN 18-24	19,500	.72	28
WOMEN 25-34	24,400	.73	26
WOMEN 25-49	58,900	.81	25
WOMEN 35-44	23,400	.83	23
WOMEN 45-49	11,100	.97	18
WOMEN 50-54	9,700	1.03	17
WOMEN 55-64	14,500	1.10	17
WOMEN 65+	15,100	1.23	15
TEENS 12-17	34,400	.73	27

ALEXANDRIA, LA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	157,100	.06	220
MEN 18+	66,700	.06	226
MEN 12-24	18,700	.06	219
MEN 18-24	10,100	.06	233
MEN 25-34	11,600	.05	225
MEN 25-49	30,900	.05	224
MEN 35-44	12,800	.05	220
MEN 45-49	6,500	.05	225
MEN 50-54	6,100	.06	220
MEN 55-64	9,200	.06	218
MEN 65+	10,400	.06	219
WOMEN 18+	73,600	.06	218
WOMEN 12-24	17,800	.06	222
WOMEN 18-24	9,600	.06	231
WOMEN 25-34	11,900	.06	215
WOMEN 25-49	32,200	.06	218
WOMEN 35-44	13,300	.05	213
WOMEN 45-49	7,000	.06	219
WOMEN 50-54	6,300	.06	217
WOMEN 55-64	10,400	.06	213
WOMEN 65+	15,100	.06	209
TEENS 12-17	16,800	.06	204

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	44,100	.14	102
MEN 18+	17,800	.14	101
MEN 12-24	6,500	.16	103
MEN 18-24	3,500	.17	95
MEN 25-34	3,600	.14	106
MEN 25-49	9,000	.13	107
MEN 35-44	3,800	.14	105
MEN 45-49	1,600	.13	108
MEN 50-54	1,400	.14	99
MEN 55-64	1,900	.13	105
MEN 65+	2,000	.16	92
WOMEN 18+	20,400	.14	103
WOMEN 12-24	6,200	.15	109
WOMEN 18-24	3,300	.16	105
WOMEN 25-34	3,800	.13	107
WOMEN 25-49	9,800	.13	104
WOMEN 35-44	4,000	.13	106
WOMEN 45-49	2,000	.14	96
WOMEN 50-54	1,600	.13	97
WOMEN 55-64	2,400	.14	101
WOMEN 65+	3,300	.17	92
TEENS 12-17	5,900	.15	107

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,400		241
MEN 18+	1,000		246
MEN 12-24	500		240
MEN 18-24	200		261
MEN 25-34	200		254
MEN 25-49	500		245
MEN 35-44	200		233
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+	200	.02	157
WOMEN 18+	1,000		230
WOMEN 12-24	300		254
WOMEN 18-24	200		243
WOMEN 25-34	300		223
WOMEN 25-49	500		231
WOMEN 35-44	100		253
WOMEN 45-49	100		201
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	400		227

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

ALLENTOWN-BETHLEHEM

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	670,500	.26	69
MEN 18+	289,500	.26	69
MEN 12-24	70,000	.24	73
MEN 18-24	36,600	.23	78
MEN 25-34	44,100	.21	79
MEN 25-49	134,100	.25	69
MEN 35-44	58,500	.26	67
MEN 45-49	31,500	.28	64
MEN 50-54	28,100	.28	64
MEN 55-64	41,400	.28	66
MEN 65+	49,300	.31	65
WOMEN 18+	316,100	.27	68
WOMEN 12-24	66,700	.24	72
WOMEN 18-24	35,200	.24	76
WOMEN 25-34	44,100	.22	74
WOMEN 25-49	136,000	.25	68
WOMEN 35-44	59,900	.26	66
WOMEN 45-49	32,000	.28	64
WOMEN 50-54	28,900	.27	64
WOMEN 55-64	43,800	.27	67
WOMEN 65+	72,200	.32	63
TEENS 12-17	64,900	.25	71

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	20,500	.06	149
MEN 18+	8,900	.07	153
MEN 12-24	3,600	.09	144
MEN 18-24	1,900	.09	145
MEN 25-34	1,900	.07	151
MEN 25-49	4,800	.07	150
MEN 35-44	2,000	.07	148
MEN 45-49	900	.07	146
MEN 50-54	700	.07	146
MEN 55-64	1,000	.07	145
MEN 65+	500	.04	168
WOMEN 18+	8,500	.06	151
WOMEN 12-24	2,900	.07	150
WOMEN 18-24	1,500	.07	154
WOMEN 25-34	1,700	.06	152
WOMEN 25-49	4,300	.06	150
WOMEN 35-44	1,800	.05	150
WOMEN 45-49	800	.05	149
WOMEN 50-54	800	.06	142
WOMEN 55-64	1,000	.05	147
WOMEN 65+	900	.04	160
TEENS 12-17	3,100	.08	148

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	49,500	.15	70
MEN 18+	20,200	.14	75
MEN 12-24	9,600	.16	71
MEN 18-24	5,300	.16	76
MEN 25-34	4,800	.12	84
MEN 25-49	10,900	.13	77
MEN 35-44	4,300	.14	72
MEN 45-49	1,800	.15	67
MEN 50-54	1,400	.15	67
MEN 55-64	1,600	.13	70
MEN 65+	1,000	.10	77
WOMEN 18+	20,800	.15	69
WOMEN 12-24	9,100	.18	66
WOMEN 18-24	4,900	.18	67
WOMEN 25-34	4,800	.14	68
WOMEN 25-49	11,300	.15	68
WOMEN 35-44	4,500	.16	66
WOMEN 45-49	2,000	.17	60
WOMEN 50-54	1,400	.14	66
WOMEN 55-64	1,900	.14	66
WOMEN 65+	1,300	.10	77
TEENS 12-17	8,500	.18	64

ALTOONA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	109,400	.04	263
MEN 18+	47,200	.04	263
MEN 12-24	11,100	.03	279
MEN 18-24	6,200	.04	277
MEN 25-34	7,300	.03	275
MEN 25-49	20,600	.03	268
MEN 35-44	8,500	.03	270
MEN 45-49	4,800	.04	259
MEN 50-54	4,600	.04	257
MEN 55-64	6,900	.04	258
MEN 65+	8,900	.05	238
WOMEN 18+	52,700	.04	261
WOMEN 12-24	10,500	.03	276
WOMEN 18-24	5,900	.04	272
WOMEN 25-34	7,300	.03	271
WOMEN 25-49	20,900	.03	269
WOMEN 35-44	8,600	.03	268
WOMEN 45-49	5,000	.04	261
WOMEN 50-54	4,800	.04	258
WOMEN 55-64	7,400	.04	258
WOMEN 65+	13,700	.06	224
TEENS 12-17	9,500	.03	273

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,400		273
MEN 18+	700		274
MEN 12-24	200		281
MEN 18-24	100		279
MEN 25-34	200		261
MEN 25-49	400		267
MEN 35-44	100		271
MEN 45-49	100		244
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+	100		228
WOMEN 18+	500		268
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34	100		265
WOMEN 25-49	200		272
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+	100		238
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	300		294
MEN 18+	100		295
MEN 12-24			295
MEN 18-24			292
MEN 25-34	100		273
MEN 25-49	100		288
MEN 35-44			285
MEN 45-49			257
MEN 50-54			250
MEN 55-64			255
MEN 65+			249
WOMEN 18+	200		290
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34			285
WOMEN 25-49			293
WOMEN 35-44			286
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17			289

AMARILLO, TX

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	188,300	.07	195
MEN 18+	82,700	.07	192
MEN 12-24	22,800	.08	195
MEN 18-24	12,800	.08	196
MEN 25-34	16,100	.08	184
MEN 25-49	40,800	.07	189
MEN 35-44	16,300	.07	190
MEN 45-49	8,400	.07	193
MEN 50-54	7,500	.07	193
MEN 55-64	10,200	.07	205
MEN 65+	11,400	.07	202
WOMEN 18+	85,900	.07	198
WOMEN 12-24	21,700	.08	192
WOMEN 18-24	12,000	.08	202
WOMEN 25-34	15,400	.07	184
WOMEN 25-49	39,000	.07	195
WOMEN 35-44	15,300	.06	198
WOMEN 45-49	8,300	.07	196
WOMEN 50-54	7,600	.07	197
WOMEN 55-64	11,000	.06	198
WOMEN 65+	16,300	.07	200
TEENS 12-17	19,700	.07	188

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	10,600	.03	190
MEN 18+	5,400	.04	178
MEN 12-24	1,700	.04	189
MEN 18-24	1,000	.04	182
MEN 25-34	1,300	.05	175
MEN 25-49	3,300	.05	170
MEN 35-44	1,400	.05	168
MEN 45-49	600	.04	162
MEN 50-54	400	.04	170
MEN 55-64	400	.02	195
MEN 65+	300	.02	197
WOMEN 18+	4,000	.02	197
WOMEN 12-24	1,100	.02	207
WOMEN 18-24	600	.02	205
WOMEN 25-34	800	.02	189
WOMEN 25-49	2,100	.02	190
WOMEN 35-44	800	.02	192
WOMEN 45-49	500	.03	174
WOMEN 50-54	300	.02	188
WOMEN 55-64	400	.02	194
WOMEN 65+	600	.03	178
TEENS 12-17	1,200	.03	193

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	37,000	.11	87
MEN 18+	16,400	.11	90
MEN 12-24	6,600	.11	100
MEN 18-24	3,700	.11	107
MEN 25-34	4,800	.12	84
MEN 25-49	9,800	.12	83
MEN 35-44	3,500	.11	85
MEN 45-49	1,500	.13	77
MEN 50-54	1,000	.11	80
MEN 55-64	1,100	.09	89
MEN 65+	800	.08	88
WOMEN 18+	14,900	.11	84
WOMEN 12-24	6,100	.12	87
WOMEN 18-24	3,300	.12	95
WOMEN 25-34	4,500	.13	74
WOMEN 25-49	8,700	.11	80
WOMEN 35-44	2,900	.10	86
WOMEN 45-49	1,300	.11	81
WOMEN 50-54	1,000	.10	82
WOMEN 55-64	1,000	.07	98
WOMEN 65+	900	.07	91
TEENS 12-17	5,700	.12	87

METRO MARKET POPULATION ESTIMATES

ANCHORAGE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	226,600	.09	171
MEN 18+	100,400	.09	171
MEN 12-24	28,500	.10	167
MEN 18-24	14,500	.09	181
MEN 25-34	17,800	.08	174
MEN 25-49	51,800	.09	159
MEN 35-44	22,000	.09	158
MEN 45-49	12,000	.10	151
MEN 50-54	11,100	.11	150
MEN 55-64	14,600	.10	166
MEN 65+	8,400	.05	245
WOMEN 18+	98,800	.08	182
WOMEN 12-24	26,300	.09	170
WOMEN 18-24	12,900	.08	188
WOMEN 25-34	16,900	.08	170
WOMEN 25-49	51,200	.09	161
WOMEN 35-44	21,900	.09	159
WOMEN 45-49	12,400	.10	152
WOMEN 50-54	10,800	.10	158
WOMEN 55-64	13,800	.08	177
WOMEN 65+	10,100	.04	264
TEENS 12-17	27,400	.10	153

ANN ARBOR

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	295,000	.11	145
MEN 18+	133,700	.12	140
MEN 12-24	37,900	.13	136
MEN 18-24	25,500	.16	106
MEN 25-34	29,400	.14	116
MEN 25-49	68,400	.12	131
MEN 35-44	26,800	.12	140
MEN 45-49	12,200	.11	147
MEN 50-54	11,200	.11	146
MEN 55-64	15,800	.10	154
MEN 65+	12,800	.08	190
WOMEN 18+	137,300	.11	145
WOMEN 12-24	38,000	.14	126
WOMEN 18-24	26,400	.18	102
WOMEN 25-34	27,100	.13	123
WOMEN 25-49	65,400	.12	137
WOMEN 35-44	25,900	.11	142
WOMEN 45-49	12,400	.10	152
WOMEN 50-54	11,800	.11	145
WOMEN 55-64	16,500	.10	158
WOMEN 65+	17,200	.07	191
TEENS 12-17	24,000	.09	163

APPLETON-OSHKOSH

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	317,400	.12	134
MEN 18+	140,400	.12	134
MEN 12-24	37,000	.13	137
MEN 18-24	19,900	.12	144
MEN 25-34	25,300	.12	132
MEN 25-49	71,000	.13	128
MEN 35-44	30,500	.13	128
MEN 45-49	15,200	.13	129
MEN 50-54	13,000	.13	133
MEN 55-64	17,900	.12	145
MEN 65+	18,600	.11	146
WOMEN 18+	143,700	.12	137
WOMEN 12-24	35,400	.13	136
WOMEN 18-24	19,200	.13	135
WOMEN 25-34	23,700	.12	138
WOMEN 25-49	67,800	.12	132
WOMEN 35-44	29,300	.13	130
WOMEN 45-49	14,800	.12	135
WOMEN 50-54	12,800	.12	142
WOMEN 55-64	18,100	.11	150
WOMEN 65+	25,800	.11	146
TEENS 12-17	33,300	.13	136

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	14,500	.04	167
MEN 18+	6,400	.05	169
MEN 12-24	2,400	.06	167
MEN 18-24	1,300	.06	168
MEN 25-34	1,300	.05	175
MEN 25-49	3,500	.05	167
MEN 35-44	1,500	.05	163
MEN 45-49	700	.05	157
MEN 50-54	600	.06	155
MEN 55-64	700	.05	161
MEN 65+	300	.02	197
WOMEN 18+	5,900	.04	171
WOMEN 12-24	2,100	.05	164
WOMEN 18-24	1,000	.04	174
WOMEN 25-34	1,200	.04	165
WOMEN 25-49	3,300	.04	162
WOMEN 35-44	1,400	.04	159
WOMEN 45-49	700	.05	152
WOMEN 50-54	500	.04	156
WOMEN 55-64	700	.04	162
WOMEN 65+	400	.02	200
TEENS 12-17	2,200	.05	159

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	35,600	.11	123
MEN 18+	15,600	.12	116
MEN 12-24	5,100	.12	124
MEN 18-24	3,200	.15	105
MEN 25-34	3,900	.15	96
MEN 25-49	8,500	.13	111
MEN 35-44	3,300	.12	116
MEN 45-49	1,300	.10	127
MEN 50-54	1,200	.12	112
MEN 55-64	1,600	.11	118
MEN 65+	1,100	.09	129
WOMEN 18+	16,200	.11	121
WOMEN 12-24	5,500	.14	115
WOMEN 18-24	3,600	.17	101
WOMEN 25-34	3,600	.13	111
WOMEN 25-49	8,100	.11	121
WOMEN 35-44	3,100	.10	126
WOMEN 45-49	1,400	.10	128
WOMEN 50-54	1,300	.11	119
WOMEN 55-64	1,700	.09	126
WOMEN 65+	1,500	.07	133
TEENS 12-17	3,800	.09	137

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,900	.01	248
MEN 18+	1,900	.01	233
MEN 12-24	600	.01	243
MEN 18-24	400	.02	238
MEN 25-34	700	.02	218
MEN 25-49	1,300	.02	228
MEN 35-44	500	.01	224
MEN 45-49	100	.01	244
MEN 50-54	100	.01	228
MEN 55-64	100	.01	236
MEN 65+			260
WOMEN 18+	700	.01	259
WOMEN 12-24	300	.01	249
WOMEN 18-24	200	.01	243
WOMEN 25-34	300	.01	229
WOMEN 25-49	400	.01	253
WOMEN 35-44			284
WOMEN 45-49	100	.01	226
WOMEN 50-54	100	.01	220
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	300	.01	249

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	13,200	.04	143
MEN 18+	5,400	.03	150
MEN 12-24	2,500	.04	152
MEN 18-24	1,300	.03	167
MEN 25-34	1,400	.03	151
MEN 25-49	3,000	.03	147
MEN 35-44	1,100	.03	141
MEN 45-49	500	.04	132
MEN 50-54	400	.04	129
MEN 55-64	500	.04	128
MEN 65+	200	.02	157
WOMEN 18+	5,400	.04	139
WOMEN 12-24	2,300	.04	142
WOMEN 18-24	1,100	.04	151
WOMEN 25-34	1,300	.03	142
WOMEN 25-49	3,000	.04	137
WOMEN 35-44	1,100	.03	132
WOMEN 45-49	600	.05	122
WOMEN 50-54	400	.04	129
WOMEN 55-64	600	.04	118
WOMEN 65+	300	.02	148
TEENS 12-17	2,400	.05	136

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	8,300	.02	170
MEN 18+	3,900	.02	174
MEN 12-24	1,700	.02	178
MEN 18-24	1,200	.03	173
MEN 25-34	1,300	.03	158
MEN 25-49	2,200	.02	168
MEN 35-44	700	.02	169
MEN 45-49	200	.01	177
MEN 50-54	200	.02	159
MEN 55-64	200	.01	174
MEN 65+	100	.01	186
WOMEN 18+	3,500	.02	164
WOMEN 12-24	1,600	.03	163
WOMEN 18-24	1,200	.04	147
WOMEN 25-34	1,000	.03	159
WOMEN 25-49	1,800	.02	162
WOMEN 35-44	600	.02	168
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+	200	.01	161
TEENS 12-17	900	.01	187

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,900	.01	193
MEN 18+	2,900	.02	193
MEN 12-24	1,300	.02	190
MEN 18-24	900	.02	190
MEN 25-34	1,000	.02	180
MEN 25-49	1,600	.02	189
MEN 35-44	400	.01	204
MEN 45-49	200	.01	177
MEN 50-54	200	.02	159
MEN 55-64	100	.01	199
MEN 65+	100	.01	186
WOMEN 18+	2,200	.01	191
WOMEN 12-24	1,000	.02	187
WOMEN 18-24	600	.02	181
WOMEN 25-34	700	.02	176
WOMEN 25-49	1,200	.01	188
WOMEN 35-44	400	.01	188
WOMEN 45-49	100	.01	201
WOMEN 50-54	200	.02	157
WOMEN 55-64	100	.01	203
WOMEN 65+	100	.01	181
TEENS 12-17	800	.01	192

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

ASHEVILLE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	251,000	.10	162
MEN 18+	108,300	.09	162
MEN 12-24	24,000	.08	187
MEN 18-24	12,700	.08	198
MEN 25-34	18,100	.08	171
MEN 25-49	49,100	.09	165
MEN 35-44	20,500	.09	165
MEN 45-49	10,500	.09	166
MEN 50-54	10,200	.10	162
MEN 55-64	16,600	.11	149
MEN 65+	19,700	.12	140
WOMEN 18+	120,700	.10	158
WOMEN 12-24	22,800	.08	184
WOMEN 18-24	12,100	.08	200
WOMEN 25-34	17,500	.08	166
WOMEN 25-49	50,100	.09	163
WOMEN 35-44	21,200	.09	163
WOMEN 45-49	11,400	.10	162
WOMEN 50-54	11,100	.10	154
WOMEN 55-64	18,800	.11	144
WOMEN 65+	28,600	.12	135
TEENS 12-17	22,000	.08	176

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	14,100	.04	171
MEN 18+	5,700	.04	175
MEN 12-24	1,800	.04	183
MEN 18-24	.900	.04	191
MEN 25-34	1,000	.03	189
MEN 25-49	2,900	.04	180
MEN 35-44	1,300	.04	171
MEN 45-49	600	.04	162
MEN 50-54	400	.04	170
MEN 55-64	800	.05	153
MEN 65+	700	.05	152
WOMEN 18+	6,700	.04	162
WOMEN 12-24	1,700	.04	180
WOMEN 18-24	900	.04	182
WOMEN 25-34	1,100	.03	175
WOMEN 25-49	3,000	.04	171
WOMEN 35-44	1,200	.03	168
WOMEN 45-49	700	.05	152
WOMEN 50-54	500	.04	156
WOMEN 55-64	900	.05	150
WOMEN 65+	1,400	.07	137
TEENS 12-17	1,700	.04	175

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,800	.02	184
MEN 18+	3,400	.02	180
MEN 12-24	1,900	.03	171
MEN 18-24	1,200	.03	173
MEN 25-34	1,100	.02	172
MEN 25-49	1,900	.02	177
MEN 35-44	600	.02	179
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+			249
WOMEN 18+	2,300	.01	185
WOMEN 12-24	1,200	.02	177
WOMEN 18-24	800	.02	172
WOMEN 25-34	600	.01	183
WOMEN 25-49	1,100	.01	191
WOMEN 35-44	400	.01	188
WOMEN 45-49	100		201
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+	100		181
TEENS 12-17	1,100	.02	173

ATLANTA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,786,400	1.51	11
MEN 18+	1,660,600	1.52	10
MEN 12-24	420,200	1.48	9
MEN 18-24	220,800	1.43	8
MEN 25-34	367,100	1.82	7
MEN 25-49	938,000	1.75	8
MEN 35-44	396,000	1.77	8
MEN 45-49	174,900	1.58	11
MEN 50-54	148,000	1.49	11
MEN 55-64	203,000	1.39	11
MEN 65+	150,800	.95	18
WOMEN 18+	1,734,300	1.49	11
WOMEN 12-24	395,900	1.47	10
WOMEN 18-24	203,800	1.41	11
WOMEN 25-34	355,000	1.81	8
WOMEN 25-49	935,900	1.75	8
WOMEN 35-44	398,300	1.77	9
WOMEN 45-49	182,600	1.60	11
WOMEN 50-54	159,000	1.53	11
WOMEN 55-64	218,800	1.39	12
WOMEN 65+	216,800	.98	18
TEENS 12-17	391,500	1.54	10

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,065,300	3.57	4
MEN 18+	425,300	3.52	4
MEN 12-24	124,100	3.15	3
MEN 18-24	60,300	3.00	3
MEN 25-34	107,600	4.26	2
MEN 25-49	266,000	4.11	3
MEN 35-44	113,200	4.18	3
MEN 45-49	45,200	3.68	4
MEN 50-54	32,100	3.28	4
MEN 55-64	41,900	2.99	6
MEN 65+	25,000	2.05	8
WOMEN 18+	509,800	3.65	4
WOMEN 12-24	134,800	3.44	3
WOMEN 18-24	68,400	3.35	3
WOMEN 25-34	123,800	4.49	3
WOMEN 25-49	306,300	4.27	3
WOMEN 35-44	129,400	4.30	3
WOMEN 45-49	53,100	3.79	4
WOMEN 50-54	39,700	3.46	4
WOMEN 55-64	52,400	3.07	6
WOMEN 65+	43,000	2.24	7
TEENS 12-17	130,200	3.41	3

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	318,500	.98	18
MEN 18+	167,100	1.16	16
MEN 12-24	80,500	1.39	14
MEN 18-24	52,800	1.59	13
MEN 25-34	54,800	1.42	14
MEN 25-49	96,400	1.20	15
MEN 35-44	32,400	1.08	17
MEN 45-49	9,200	.80	24
MEN 50-54	6,000	.67	30
MEN 55-64	8,000	.68	30
MEN 65+	3,900	.41	37
WOMEN 18+	106,100	.79	26
WOMEN 12-24	45,400	.93	20
WOMEN 18-24	27,800	1.04	16
WOMEN 25-34	31,100	.93	20
WOMEN 25-49	60,000	.82	24
WOMEN 35-44	21,900	.78	27
WOMEN 45-49	7,000	.61	31
WOMEN 50-54	5,700	.60	30
WOMEN 55-64	7,400	.56	33
WOMEN 65+	5,200	.42	37
TEENS 12-17	45,300	.97	19

ATLANTIC CITY-CAPE MAY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	314,800	.12	135
MEN 18+	134,600	.12	139
MEN 12-24	32,700	.11	150
MEN 18-24	16,500	.10	165
MEN 25-34	20,000	.09	158
MEN 25-49	62,200	.11	145
MEN 35-44	27,600	.12	136
MEN 45-49	14,600	.13	135
MEN 50-54	12,700	.12	136
MEN 55-64	19,300	.13	131
MEN 65+	23,900	.15	117
WOMEN 18+	148,600	.12	133
WOMEN 12-24	31,000	.11	151
WOMEN 18-24	15,600	.10	167
WOMEN 25-34	20,700	.10	155
WOMEN 25-49	64,600	.12	140
WOMEN 35-44	28,900	.12	135
WOMEN 45-49	15,000	.13	133
WOMEN 50-54	13,300	.12	134
WOMEN 55-64	21,200	.13	127
WOMEN 65+	33,900	.15	111
TEENS 12-17	31,600	.12	140

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	40,400	.13	113
MEN 18+	15,600	.12	116
MEN 12-24	5,300	.13	121
MEN 18-24	2,400	.11	129
MEN 25-34	2,700	.10	130
MEN 25-49	7,800	.12	119
MEN 35-44	3,400	.12	115
MEN 45-49	1,700	.13	104
MEN 50-54	1,300	.13	105
MEN 55-64	2,100	.15	100
MEN 65+	2,000	.16	92
WOMEN 18+	19,200	.13	110
WOMEN 12-24	5,300	.13	119
WOMEN 18-24	2,600	.12	124
WOMEN 25-34	3,300	.11	119
WOMEN 25-49	9,300	.12	109
WOMEN 35-44	4,000	.13	106
WOMEN 45-49	2,000	.14	96
WOMEN 50-54	1,500	.13	100
WOMEN 55-64	2,600	.15	95
WOMEN 65+	3,200	.16	93
TEENS 12-17	5,600	.14	110

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	30,800	.09	101
MEN 18+	13,500	.09	104
MEN 12-24	6,100	.10	106
MEN 18-24	3,600	.10	110
MEN 25-34	3,400	.08	108
MEN 25-49	7,400	.09	105
MEN 35-44	2,900	.09	100
MEN 45-49	1,100	.09	96
MEN 50-54	800	.08	97
MEN 55-64	1,100	.09	89
MEN 65+	600	.06	102
WOMEN 18+	12,500	.09	100
WOMEN 12-24	5,100	.10	104
WOMEN 18-24	2,800	.10	104
WOMEN 25-34	3,200	.09	97
WOMEN 25-49	6,900	.09	97
WOMEN 35-44	2,700	.09	92
WOMEN 45-49	1,000	.08	93
WOMEN 50-54	1,000	.10	82
WOMEN 55-64	1,000	.07	98
WOMEN 65+	800	.06	97
TEENS 12-17	4,800	.10	100

METRO MARKET POPULATION ESTIMATES

AUGUSTA, GA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	412,400	.16	109
MEN 18+	175,800	.16	114
MEN 12-24	50,100	.17	101
MEN 18-24	27,300	.17	104
MEN 25-34	31,500	.15	105
MEN 25-49	84,600	.15	109
MEN 35-44	34,900	.15	111
MEN 45-49	18,200	.16	108
MEN 50-54	16,700	.16	108
MEN 55-64	23,900	.16	115
MEN 65+	23,300	.14	120
WOMEN 18+	192,400	.16	109
WOMEN 12-24	45,800	.17	103
WOMEN 18-24	24,400	.16	107
WOMEN 25-34	32,300	.16	103
WOMEN 25-49	89,500	.16	102
WOMEN 35-44	37,400	.16	105
WOMEN 45-49	19,800	.17	104
WOMEN 50-54	18,100	.17	105
WOMEN 55-64	26,500	.16	107
WOMEN 65+	33,900	.15	111
TEENS 12-17	44,200	.17	99

AUGUSTA-WATERTVILLE, ME

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	106,000	.04	266
MEN 18+	46,000	.04	266
MEN 12-24	11,300	.03	277
MEN 18-24	6,200	.04	277
MEN 25-34	6,500	.03	281
MEN 25-49	20,400	.03	271
MEN 35-44	8,900	.04	266
MEN 45-49	5,000	.04	254
MEN 50-54	4,900	.04	251
MEN 55-64	7,100	.04	254
MEN 65+	7,400	.04	257
WOMEN 18+	50,100	.04	265
WOMEN 12-24	10,700	.03	274
WOMEN 18-24	5,900	.04	272
WOMEN 25-34	6,800	.03	274
WOMEN 25-49	21,700	.04	263
WOMEN 35-44	9,500	.04	257
WOMEN 45-49	5,400	.04	251
WOMEN 50-54	4,900	.04	255
WOMEN 55-64	7,400	.04	258
WOMEN 65+	10,200	.04	262
TEENS 12-17	9,900	.03	268

AUSTIN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,169,600	.46	42
MEN 18+	534,600	.49	42
MEN 12-24	141,200	.49	41
MEN 18-24	83,500	.54	34
MEN 25-34	131,500	.65	29
MEN 25-49	303,000	.56	38
MEN 35-44	117,700	.52	42
MEN 45-49	53,800	.48	42
MEN 50-54	45,300	.45	42
MEN 55-64	57,300	.39	52
MEN 65+	45,500	.28	70
WOMEN 18+	522,700	.45	43
WOMEN 12-24	133,200	.49	41
WOMEN 18-24	78,600	.54	36
WOMEN 25-34	115,400	.58	37
WOMEN 25-49	278,900	.52	42
WOMEN 35-44	110,800	.49	43
WOMEN 45-49	52,700	.46	44
WOMEN 50-54	45,200	.43	47
WOMEN 55-64	58,600	.37	55
WOMEN 65+	61,400	.27	69
TEENS 12-17	112,300	.44	44

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	136,600	.45	46
MEN 18+	54,500	.45	46
MEN 12-24	19,000	.48	44
MEN 18-24	10,100	.50	43
MEN 25-34	11,200	.44	48
MEN 25-49	28,600	.44	49
MEN 35-44	11,700	.43	50
MEN 45-49	5,700	.46	45
MEN 50-54	4,600	.47	43
MEN 55-64	6,000	.42	49
MEN 65+	5,200	.42	46
WOMEN 18+	64,000	.45	44
WOMEN 12-24	18,900	.48	43
WOMEN 18-24	9,700	.47	45
WOMEN 25-34	12,600	.45	47
WOMEN 25-49	32,600	.45	45
WOMEN 35-44	13,300	.44	45
WOMEN 45-49	6,700	.47	42
WOMEN 50-54	5,500	.48	40
WOMEN 55-64	7,500	.44	41
WOMEN 65+	8,700	.45	44
TEENS 12-17	18,100	.47	45

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	8,600	.02	166
MEN 18+	4,200	.02	166
MEN 12-24	2,000	.03	166
MEN 18-24	1,300	.03	167
MEN 25-34	900	.02	185
MEN 25-49	2,200	.02	168
MEN 35-44	1,000	.03	148
MEN 45-49	300	.02	159
MEN 50-54	200	.02	159
MEN 55-64	300	.02	151
MEN 65+	200	.02	157
WOMEN 18+	3,100	.02	171
WOMEN 12-24	1,200	.02	177
WOMEN 18-24	600	.02	181
WOMEN 25-34	900	.02	164
WOMEN 25-49	1,800	.02	162
WOMEN 35-44	700	.02	155
WOMEN 45-49	200	.01	169
WOMEN 50-54	200	.02	157
WOMEN 55-64	300	.02	154
WOMEN 65+	200	.01	161
TEENS 12-17	1,300	.02	165

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	700		288
MEN 18+	300		290
MEN 12-24	200		281
MEN 18-24	100		279
MEN 25-34			292
MEN 25-49	100		291
MEN 35-44	100		271
MEN 45-49			277
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+			260
WOMEN 18+	200		286
WOMEN 12-24	100		281
WOMEN 18-24			285
WOMEN 25-34	100		265
WOMEN 25-49	100		284
WOMEN 35-44			284
WOMEN 45-49			261
WOMEN 50-54	100		220
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	900		281
MEN 18+	400		279
MEN 12-24	200		277
MEN 18-24	100		275
MEN 25-34	100		273
MEN 25-49	200		278
MEN 35-44	100		267
MEN 45-49			257
MEN 50-54			250
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	400		280
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34	100		266
WOMEN 25-49	200		278
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+	100		181
TEENS 12-17	100		277

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

BAKERSFIELD

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	522,800	.20	82
MEN 18+	234,100	.21	79
MEN 12-24	76,300	.26	68
MEN 18-24	40,900	.26	68
MEN 25-34	51,400	.25	69
MEN 25-49	123,200	.23	75
MEN 35-44	49,300	.22	76
MEN 45-49	22,500	.20	79
MEN 50-54	18,700	.18	91
MEN 55-64	25,100	.17	107
MEN 65+	26,200	.16	101
WOMEN 18+	219,800	.18	91
WOMEN 12-24	67,500	.25	70
WOMEN 18-24	34,000	.23	81
WOMEN 25-34	42,900	.21	78
WOMEN 25-49	108,100	.20	86
WOMEN 35-44	43,700	.19	85
WOMEN 45-49	21,500	.18	89
WOMEN 50-54	18,200	.17	103
WOMEN 55-64	25,900	.16	113
WOMEN 65+	33,600	.15	115
TEENS 12-17	68,900	.27	68

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	31,000	.10	133
MEN 18+	15,600	.12	116
MEN 12-24	4,900	.12	127
MEN 18-24	2,900	.14	116
MEN 25-34	3,900	.15	96
MEN 25-49	9,300	.14	104
MEN 35-44	3,900	.14	102
MEN 45-49	1,500	.12	112
MEN 50-54	1,000	.10	126
MEN 55-64	1,200	.08	134
MEN 65+	1,200	.09	126
WOMEN 18+	11,400	.08	141
WOMEN 12-24	3,800	.09	140
WOMEN 18-24	1,800	.08	147
WOMEN 25-34	2,300	.08	140
WOMEN 25-49	6,000	.08	138
WOMEN 35-44	2,500	.08	136
WOMEN 45-49	1,200	.08	134
WOMEN 50-54	800	.06	142
WOMEN 55-64	1,300	.07	139
WOMEN 65+	1,500	.07	133
TEENS 12-17	4,000	.10	132

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	222,000	.68	29
MEN 18+	99,000	.69	28
MEN 12-24	44,700	.77	24
MEN 18-24	24,900	.75	25
MEN 25-34	27,700	.71	27
MEN 25-49	56,000	.70	28
MEN 35-44	20,500	.68	29
MEN 45-49	7,800	.68	30
MEN 50-54	5,700	.63	31
MEN 55-64	6,700	.57	34
MEN 65+	5,700	.61	28
WOMEN 18+	85,100	.63	30
WOMEN 12-24	37,700	.77	25
WOMEN 18-24	19,600	.73	27
WOMEN 25-34	22,300	.67	30
WOMEN 25-49	47,100	.64	30
WOMEN 35-44	17,500	.62	30
WOMEN 45-49	7,300	.64	30
WOMEN 50-54	5,500	.58	31
WOMEN 55-64	6,800	.51	36
WOMEN 65+	6,100	.50	33
TEENS 12-17	37,900	.81	23

BALTIMORE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,226,100	.88	20
MEN 18+	945,200	.86	22
MEN 12-24	243,600	.85	20
MEN 18-24	127,000	.82	19
MEN 25-34	158,500	.78	23
MEN 25-49	463,400	.86	20
MEN 35-44	203,600	.91	20
MEN 45-49	101,300	.91	21
MEN 50-54	89,800	.90	20
MEN 55-64	131,800	.90	19
MEN 65+	133,200	.84	21
WOMEN 18+	1,053,500	.90	21
WOMEN 12-24	232,500	.86	19
WOMEN 18-24	121,700	.84	20
WOMEN 25-34	169,000	.86	20
WOMEN 25-49	496,600	.93	19
WOMEN 35-44	218,200	.97	19
WOMEN 45-49	109,400	.96	18
WOMEN 50-54	98,000	.94	18
WOMEN 55-64	145,500	.92	19
WOMEN 65+	191,700	.87	21
TEENS 12-17	227,400	.89	20

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	587,900	1.97	11
MEN 18+	231,200	1.91	11
MEN 12-24	73,400	1.86	10
MEN 18-24	37,200	1.85	10
MEN 25-34	45,900	1.81	11
MEN 25-49	122,000	1.88	11
MEN 35-44	52,100	1.92	11
MEN 45-49	24,000	1.95	11
MEN 50-54	19,500	1.99	11
MEN 55-64	28,300	2.02	10
MEN 65+	24,200	1.98	9
WOMEN 18+	285,900	2.04	11
WOMEN 12-24	73,500	1.87	11
WOMEN 18-24	38,900	1.90	11
WOMEN 25-34	55,000	1.99	11
WOMEN 25-49	147,400	2.05	11
WOMEN 35-44	62,400	2.07	11
WOMEN 45-49	30,000	2.14	11
WOMEN 50-54	24,500	2.13	10
WOMEN 55-64	35,800	2.10	10
WOMEN 65+	39,300	2.05	9
TEENS 12-17	70,800	1.85	11

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	46,000	.14	74
MEN 18+	20,700	.14	74
MEN 12-24	9,700	.16	70
MEN 18-24	6,100	.18	69
MEN 25-34	5,300	.13	75
MEN 25-49	11,000	.13	76
MEN 35-44	4,100	.13	77
MEN 45-49	1,600	.13	74
MEN 50-54	1,100	.12	76
MEN 55-64	1,400	.11	76
MEN 65+	1,100	.11	73
WOMEN 18+	18,500	.13	74
WOMEN 12-24	7,200	.14	75
WOMEN 18-24	4,000	.14	77
WOMEN 25-34	4,600	.13	72
WOMEN 25-49	10,100	.13	75
WOMEN 35-44	4,100	.14	70
WOMEN 45-49	1,400	.12	74
WOMEN 50-54	1,300	.13	70
WOMEN 55-64	1,500	.11	74
WOMEN 65+	1,600	.13	62
TEENS 12-17	6,800	.14	75

BANGOR

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	164,100	.06	215
MEN 18+	72,000	.06	214
MEN 12-24	18,000	.06	224
MEN 18-24	10,500	.06	226
MEN 25-34	11,300	.05	230
MEN 25-49	32,500	.06	217
MEN 35-44	13,600	.06	212
MEN 45-49	7,600	.06	200
MEN 50-54	7,200	.07	200
MEN 55-64	10,800	.07	195
MEN 65+	11,000	.06	206
WOMEN 18+	77,500	.06	210
WOMEN 12-24	17,100	.06	228
WOMEN 18-24	10,000	.06	227
WOMEN 25-34	11,700	.05	219
WOMEN 25-49	34,200	.06	208
WOMEN 35-44	14,500	.06	204
WOMEN 45-49	8,000	.07	199
WOMEN 50-54	7,500	.07	200
WOMEN 55-64	11,000	.06	198
WOMEN 65+	14,800	.06	214
TEENS 12-17	14,600	.05	226

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,000		281
MEN 18+	500		283
MEN 12-24	300		268
MEN 18-24	200	.01	266
MEN 25-34			292
MEN 25-49	100		291
MEN 35-44	100		271
MEN 45-49			277
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+			260
WOMEN 18+	300		281
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34			285
WOMEN 25-49	100		284
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+			263
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,000		280
MEN 18+	300		286
MEN 12-24	300		266
MEN 18-24	100		275
MEN 25-34	100		273
MEN 25-49	200		278
MEN 35-44			285
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64			255
MEN 65+			249
WOMEN 18+	400		280
WOMEN 12-24	200		267
WOMEN 18-24	100		267
WOMEN 25-34			285
WOMEN 25-49	200		278
WOMEN 35-44	200		224
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	300		242

METRO MARKET POPULATION ESTIMATES

BATON ROUGE

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	522,400	.20	83	PERSONS 12+	161,000	.53	37	PERSONS 12+	11,000	.03	154
MEN 18+	222,100	.20	84	MEN 18+	62,500	.51	41	MEN 18+	5,200	.03	154
MEN 12-24	67,500	.23	76	MEN 12-24	23,200	.58	37	MEN 12-24	2,000	.03	166
MEN 18-24	39,000	.25	71	MEN 18-24	12,600	.62	31	MEN 18-24	1,400	.04	161
MEN 25-34	44,200	.21	77	MEN 25-34	13,800	.54	40	MEN 25-34	1,400	.03	151
MEN 25-49	109,300	.20	81	MEN 25-49	32,400	.50	42	MEN 25-49	2,700	.03	154
MEN 35-44	43,200	.19	84	MEN 35-44	12,500	.46	47	MEN 35-44	800	.02	161
MEN 45-49	21,900	.19	84	MEN 45-49	6,100	.49	43	MEN 45-49	500	.04	132
MEN 50-54	19,800	.19	82	MEN 50-54	4,900	.50	42	MEN 50-54	300	.03	139
MEN 55-64	28,500	.19	86	MEN 55-64	7,100	.50	39	MEN 55-64	400	.03	140
MEN 65+	25,500	.16	106	MEN 65+	5,500	.45	44	MEN 65+	400	.04	125
WOMEN 18+	245,800	.21	80	WOMEN 18+	78,100	.55	36	WOMEN 18+	4,400	.03	150
WOMEN 12-24	66,000	.24	74	WOMEN 12-24	24,800	.63	32	WOMEN 12-24	1,700	.03	156
WOMEN 18-24	40,000	.27	67	WOMEN 18-24	15,000	.73	27	WOMEN 18-24	900	.03	165
WOMEN 25-34	45,800	.23	72	WOMEN 25-34	16,300	.59	36	WOMEN 25-34	1,000	.03	159
WOMEN 25-49	115,900	.21	77	WOMEN 25-49	39,200	.54	37	WOMEN 25-49	2,200	.03	154
WOMEN 35-44	46,500	.20	79	WOMEN 35-44	15,400	.51	40	WOMEN 35-44	800	.02	150
WOMEN 45-49	23,600	.20	80	WOMEN 45-49	7,500	.53	38	WOMEN 45-49	400	.03	134
WOMEN 50-54	21,700	.20	82	WOMEN 50-54	6,100	.53	36	WOMEN 50-54	400	.04	129
WOMEN 55-64	31,500	.20	87	WOMEN 55-64	8,900	.52	37	WOMEN 55-64	500	.03	131
WOMEN 65+	36,700	.16	106	WOMEN 65+	8,900	.46	43	WOMEN 65+	400	.03	132
TEENS 12-17	54,500	.21	80	TEENS 12-17	20,400	.53	40	TEENS 12-17	1,400	.03	162

BATTLE CREEK, MI

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	117,000	.04	258	PERSONS 12+	12,700	.04	179	PERSONS 12+	3,300	.01	225
MEN 18+	49,900	.04	260	MEN 18+	5,200	.04	184	MEN 18+	1,500	.01	229
MEN 12-24	13,400	.04	264	MEN 12-24	1,800	.04	183	MEN 12-24	800	.01	223
MEN 18-24	6,900	.04	266	MEN 18-24	900	.04	191	MEN 18-24	500	.01	223
MEN 25-34	8,200	.04	264	MEN 25-34	900	.03	198	MEN 25-34	300	.02	235
MEN 25-49	22,900	.04	262	MEN 25-49	2,500	.03	189	MEN 25-49	700	.02	231
MEN 35-44	9,600	.04	255	MEN 35-44	1,000	.03	191	MEN 35-44	300	.01	210
MEN 45-49	5,100	.04	252	MEN 45-49	600	.04	182	MEN 45-49	100	.02	206
MEN 50-54	4,900	.04	251	MEN 50-54	500	.05	159	MEN 50-54	100	.01	187
MEN 55-64	7,300	.05	252	MEN 55-64	700	.05	161	MEN 55-64	100	.01	199
MEN 65+	7,900	.05	252	MEN 65+	600	.04	159	MEN 65+	100	.01	186
WOMEN 18+	54,700	.04	258	WOMEN 18+	5,900	.04	171	WOMEN 18+	1,300	.01	220
WOMEN 12-24	12,800	.04	262	WOMEN 12-24	1,700	.04	180	WOMEN 12-24	600	.01	216
WOMEN 18-24	6,900	.04	268	WOMEN 18-24	1,000	.04	174	WOMEN 18-24	400	.01	213
WOMEN 25-34	8,500	.04	256	WOMEN 25-34	1,000	.03	179	WOMEN 25-34	300	.02	223
WOMEN 25-49	23,700	.04	258	WOMEN 25-49	2,700	.03	176	WOMEN 25-49	600	.02	224
WOMEN 35-44	10,000	.04	253	WOMEN 35-44	1,100	.03	177	WOMEN 35-44	200	.02	224
WOMEN 45-49	5,200	.04	257	WOMEN 45-49	600	.04	162	WOMEN 45-49	100	.02	201
WOMEN 50-54	5,000	.04	254	WOMEN 50-54	500	.04	156	WOMEN 50-54	100	.01	190
WOMEN 55-64	7,600	.04	253	WOMEN 55-64	800	.04	155	WOMEN 55-64	100	.02	203
WOMEN 65+	11,500	.05	245	WOMEN 65+	900	.04	160	WOMEN 65+	100	.01	181
TEENS 12-17	12,400	.04	244	TEENS 12-17	1,600	.04	178	TEENS 12-17	500	.01	216

BEAUMONT-PORT ARTHUR, TX

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	322,800	.12	133	PERSONS 12+	79,900	.26	70	PERSONS 12+	27,000	.08	112
MEN 18+	142,800	.13	132	MEN 18+	33,300	.27	69	MEN 18+	14,300	.10	103
MEN 12-24	39,100	.13	129	MEN 12-24	11,100	.28	71	MEN 12-24	5,300	.09	115
MEN 18-24	21,300	.13	131	MEN 18-24	5,700	.28	71	MEN 18-24	3,400	.10	115
MEN 25-34	25,600	.12	128	MEN 25-34	6,800	.26	69	MEN 25-34	4,100	.10	100
MEN 25-49	67,800	.12	132	MEN 25-49	16,900	.26	69	MEN 25-49	8,300	.10	98
MEN 35-44	27,500	.12	138	MEN 35-44	6,700	.24	69	MEN 35-44	3,000	.10	95
MEN 45-49	14,700	.13	133	MEN 45-49	3,400	.27	69	MEN 45-49	1,200	.10	87
MEN 50-54	13,200	.13	132	MEN 50-54	2,800	.28	67	MEN 50-54	900	.10	89
MEN 55-64	18,900	.12	133	MEN 55-64	4,000	.28	67	MEN 55-64	1,000	.08	99
MEN 65+	21,600	.13	126	MEN 65+	3,900	.32	57	MEN 65+	700	.07	96
WOMEN 18+	145,600	.12	134	WOMEN 18+	36,000	.25	70	WOMEN 18+	9,100	.06	116
WOMEN 12-24	35,300	.13	137	WOMEN 12-24	10,600	.27	71	WOMEN 12-24	3,800	.07	118
WOMEN 18-24	18,700	.12	141	WOMEN 18-24	5,400	.26	71	WOMEN 18-24	2,100	.07	119
WOMEN 25-34	22,600	.11	141	WOMEN 25-34	6,300	.22	74	WOMEN 25-34	2,200	.06	119
WOMEN 25-49	63,000	.11	142	WOMEN 25-49	16,900	.23	72	WOMEN 25-49	4,700	.06	118
WOMEN 35-44	25,800	.11	144	WOMEN 35-44	6,900	.22	72	WOMEN 35-44	1,700	.06	117
WOMEN 45-49	14,700	.12	137	WOMEN 45-49	3,700	.26	70	WOMEN 45-49	800	.07	109
WOMEN 50-54	13,300	.12	134	WOMEN 50-54	3,300	.28	66	WOMEN 50-54	600	.06	115
WOMEN 55-64	20,000	.12	136	WOMEN 55-64	4,600	.27	69	WOMEN 55-64	800	.06	110
WOMEN 65+	30,600	.13	125	WOMEN 65+	5,800	.30	60	WOMEN 65+	900	.07	91
TEENS 12-17	34,400	.13	135	TEENS 12-17	10,600	.27	70	TEENS 12-17	3,600	.07	116

METRO MARKET POPULATION ESTIMATES

BECKLEY, WV

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	69,300	.02	291
MEN 18+	31,000	.02	291
MEN 12-24	6,900	.02	293
MEN 18-24	3,800	.02	293
MEN 25-34	5,800	.02	290
MEN 25-49	14,400	.02	290
MEN 35-44	5,500	.02	290
MEN 45-49	3,100	.02	289
MEN 50-54	3,400	.03	280
MEN 55-64	4,500	.03	285
MEN 65+	4,900	.03	286
WOMEN 18+	32,400	.02	291
WOMEN 12-24	6,200	.02	295
WOMEN 18-24	3,400	.02	294
WOMEN 25-34	4,900	.02	291
WOMEN 25-49	13,300	.02	291
WOMEN 35-44	5,300	.02	292
WOMEN 45-49	3,100	.02	289
WOMEN 50-54	3,100	.02	287
WOMEN 55-64	5,000	.03	285
WOMEN 65+	7,600	.03	283
TEENS 12-17	5,900	.02	295

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,300	.02	219
MEN 18+	3,200	.02	218
MEN 12-24	1,000	.02	221
MEN 18-24	700	.03	212
MEN 25-34	900	.03	198
MEN 25-49	1,700	.02	215
MEN 35-44	600	.02	220
MEN 45-49	200	.01	219
MEN 50-54	200	.02	207
MEN 55-64	300	.02	204
MEN 65+	300	.02	197
WOMEN 18+	2,500	.01	215
WOMEN 12-24	600	.01	227
WOMEN 18-24	300	.01	229
WOMEN 25-34	400	.01	217
WOMEN 25-49	1,000	.01	221
WOMEN 35-44	400	.01	221
WOMEN 45-49	200	.01	209
WOMEN 50-54	200	.01	203
WOMEN 55-64	300	.01	206
WOMEN 65+	700	.03	171
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	700		287
MEN 18+	400		279
MEN 12-24	200		277
MEN 18-24	100		275
MEN 25-34	100		273
MEN 25-49	300		271
MEN 35-44	100		257
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64			255
MEN 65+			249
WOMEN 18+	200		290
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34			285
WOMEN 25-49			293
WOMEN 35-44			286
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	100		277

BEND, OR

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	151,700	.06	228
MEN 18+	67,300	.06	223
MEN 12-24	16,300	.05	244
MEN 18-24	8,400	.05	251
MEN 25-34	11,200	.05	231
MEN 25-49	30,400	.05	227
MEN 35-44	12,500	.05	224
MEN 45-49	6,700	.06	219
MEN 50-54	6,800	.06	205
MEN 55-64	10,200	.07	205
MEN 65+	11,500	.07	201
WOMEN 18+	68,800	.05	228
WOMEN 12-24	15,400	.05	244
WOMEN 18-24	7,700	.05	251
WOMEN 25-34	11,000	.05	228
WOMEN 25-49	30,500	.05	227
WOMEN 35-44	12,500	.05	227
WOMEN 45-49	7,000	.06	219
WOMEN 50-54	6,900	.06	208
WOMEN 55-64	10,700	.06	206
WOMEN 65+	13,000	.05	233
TEENS 12-17	15,600	.06	218

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	800		286
MEN 18+	400		286
MEN 12-24	100		287
MEN 18-24			293
MEN 25-34	100		274
MEN 25-49	200		284
MEN 35-44	100		271
MEN 45-49			277
MEN 50-54			271
MEN 55-64	200	.01	214
MEN 65+			260
WOMEN 18+	200		286
WOMEN 12-24	100		281
WOMEN 18-24			285
WOMEN 25-34	100		265
WOMEN 25-49	100		284
WOMEN 35-44			284
WOMEN 45-49			261
WOMEN 50-54	100		220
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,900	.02	172
MEN 18+	3,500	.02	178
MEN 12-24	1,600	.02	180
MEN 18-24	900	.02	190
MEN 25-34	1,200	.03	169
MEN 25-49	2,200	.02	168
MEN 35-44	700	.02	169
MEN 45-49	300	.02	159
MEN 50-54			250
MEN 55-64	200	.01	174
MEN 65+	200	.02	157
WOMEN 18+	2,900	.02	174
WOMEN 12-24	1,600	.03	163
WOMEN 18-24	800	.02	172
WOMEN 25-34	900	.02	164
WOMEN 25-49	1,600	.02	173
WOMEN 35-44	400	.01	188
WOMEN 45-49	300	.02	150
WOMEN 50-54	200	.02	157
WOMEN 55-64	200	.01	169
WOMEN 65+	100		181
TEENS 12-17	1,500	.03	158

BILLINGS, MT

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	114,600	.04	260
MEN 18+	49,500	.04	262
MEN 12-24	12,400	.04	268
MEN 18-24	6,500	.04	274
MEN 25-34	8,400	.04	260
MEN 25-49	23,000	.04	261
MEN 35-44	9,200	.04	262
MEN 45-49	5,400	.04	248
MEN 50-54	5,000	.05	249
MEN 55-64	7,300	.05	252
MEN 65+	7,700	.04	256
WOMEN 18+	53,700	.04	259
WOMEN 12-24	12,000	.04	265
WOMEN 18-24	6,500	.04	266
WOMEN 25-34	8,500	.04	256
WOMEN 25-49	23,700	.04	258
WOMEN 35-44	9,700	.04	256
WOMEN 45-49	5,500	.04	249
WOMEN 50-54	5,200	.05	245
WOMEN 55-64	7,500	.04	254
WOMEN 65+	10,800	.04	258
TEENS 12-17	11,400	.04	255

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	700		288
MEN 18+	400		286
MEN 12-24	100		287
MEN 18-24	100		279
MEN 25-34	100		274
MEN 25-49	200		284
MEN 35-44	100		271
MEN 45-49			277
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+			260
WOMEN 18+	300		281
WOMEN 12-24	100		281
WOMEN 18-24	100		262
WOMEN 25-34			285
WOMEN 25-49	100		284
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+			263
TEENS 12-17			292

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,900	.01	218
MEN 18+	1,700	.01	222
MEN 12-24	800	.01	223
MEN 18-24	500	.01	223
MEN 25-34	300		235
MEN 25-49	800	.01	225
MEN 35-44	300	.01	210
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+	100	.01	186
WOMEN 18+	1,600	.01	212
WOMEN 12-24	600	.01	216
WOMEN 18-24	300	.01	227
WOMEN 25-34	400	.01	209
WOMEN 25-49	800	.01	212
WOMEN 35-44	300	.01	202
WOMEN 45-49	100		201
WOMEN 50-54	200	.02	157
WOMEN 55-64	100		203
WOMEN 65+	200	.01	161
TEENS 12-17	600	.01	208

METRO MARKET POPULATION ESTIMATES

BILOXI-GULFPORT-PASCAGOULA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	308,300	.12	139
MEN 18+	135,900	.12	136
MEN 12-24	37,000	.13	137
MEN 18-24	20,800	.13	134
MEN 25-34	24,200	.12	137
MEN 25-49	65,100	.12	139
MEN 35-44	27,200	.12	139
MEN 45-49	13,700	.12	140
MEN 50-54	12,100	.12	143
MEN 55-64	18,500	.12	138
MEN 65+	19,400	.12	143
WOMEN 18+	140,600	.12	141
WOMEN 12-24	33,400	.12	144
WOMEN 18-24	17,800	.12	148
WOMEN 25-34	24,700	.12	131
WOMEN 25-49	65,900	.12	134
WOMEN 35-44	27,300	.12	140
WOMEN 45-49	13,900	.12	141
WOMEN 50-54	12,400	.11	144
WOMEN 55-64	19,400	.12	140
WOMEN 65+	25,100	.11	149
TEENS 12-17	31,800	.12	138

BINGHAMTON

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	216,400	.08	179
MEN 18+	93,600	.08	180
MEN 12-24	24,800	.08	181
MEN 18-24	14,200	.09	183
MEN 25-34	14,400	.07	197
MEN 25-49	41,200	.07	186
MEN 35-44	17,100	.07	185
MEN 45-49	9,700	.08	174
MEN 50-54	8,700	.08	176
MEN 55-64	13,000	.08	178
MEN 65+	16,500	.10	159
WOMEN 18+	102,200	.08	177
WOMEN 12-24	23,800	.08	178
WOMEN 18-24	13,800	.09	183
WOMEN 25-34	14,300	.07	192
WOMEN 25-49	41,800	.07	187
WOMEN 35-44	17,700	.07	184
WOMEN 45-49	9,800	.08	176
WOMEN 50-54	8,700	.08	182
WOMEN 55-64	14,200	.09	174
WOMEN 65+	23,700	.10	160
TEENS 12-17	20,600	.08	181

BIRMINGHAM

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	858,000	.34	57
MEN 18+	363,700	.33	57
MEN 12-24	90,800	.32	60
MEN 18-24	47,500	.30	64
MEN 25-34	67,000	.33	54
MEN 25-49	178,200	.33	57
MEN 35-44	73,700	.33	57
MEN 45-49	37,500	.33	57
MEN 50-54	34,900	.35	57
MEN 55-64	50,500	.34	59
MEN 65+	52,600	.33	61
WOMEN 18+	410,400	.35	57
WOMEN 12-24	87,500	.32	60
WOMEN 18-24	46,900	.32	60
WOMEN 25-34	69,900	.35	53
WOMEN 25-49	188,700	.35	57
WOMEN 35-44	77,900	.34	57
WOMEN 45-49	40,900	.35	57
WOMEN 50-54	38,300	.36	57
WOMEN 55-64	56,200	.35	58
WOMEN 65+	80,300	.36	56
TEENS 12-17	83,900	.33	59

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	61,400	.20	81
MEN 18+	25,000	.20	80
MEN 12-24	9,200	.23	76
MEN 18-24	5,000	.24	77
MEN 25-34	5,100	.20	80
MEN 25-49	13,100	.20	78
MEN 35-44	5,300	.19	78
MEN 45-49	2,700	.22	73
MEN 50-54	1,900	.19	80
MEN 55-64	2,700	.19	83
MEN 65+	2,300	.18	88
WOMEN 18+	28,200	.20	83
WOMEN 12-24	9,100	.23	78
WOMEN 18-24	5,100	.25	75
WOMEN 25-34	5,700	.20	79
WOMEN 25-49	14,500	.20	80
WOMEN 35-44	6,100	.20	76
WOMEN 45-49	2,700	.19	80
WOMEN 50-54	2,200	.19	82
WOMEN 55-64	3,000	.17	86
WOMEN 65+	3,400	.17	90
TEENS 12-17	8,200	.21	79

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,800	.02	206
MEN 18+	3,400	.02	213
MEN 12-24	1,500	.03	195
MEN 18-24	900	.04	191
MEN 25-34	700	.02	218
MEN 25-49	1,700	.02	215
MEN 35-44	800	.02	204
MEN 45-49	200	.01	219
MEN 50-54	300	.03	189
MEN 55-64	200	.01	214
MEN 65+	300	.02	197
WOMEN 18+	3,300	.02	202
WOMEN 12-24	1,600	.04	185
WOMEN 18-24	1,100	.05	169
WOMEN 25-34	600	.02	203
WOMEN 25-49	1,400	.01	208
WOMEN 35-44	600	.02	205
WOMEN 45-49	200	.01	209
WOMEN 50-54	300	.02	188
WOMEN 55-64	200	.01	216
WOMEN 65+	300	.01	211
TEENS 12-17	1,100	.02	201

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	239,800	.80	22
MEN 18+	92,600	.76	22
MEN 12-24	29,100	.73	24
MEN 18-24	14,300	.71	23
MEN 25-34	18,100	.71	25
MEN 25-49	48,100	.74	23
MEN 35-44	19,900	.73	25
MEN 45-49	10,100	.82	22
MEN 50-54	8,200	.83	20
MEN 55-64	10,800	.77	24
MEN 65+	11,200	.92	18
WOMEN 18+	117,800	.84	21
WOMEN 12-24	30,900	.78	23
WOMEN 18-24	16,300	.79	24
WOMEN 25-34	22,300	.80	22
WOMEN 25-49	59,100	.82	22
WOMEN 35-44	24,300	.80	22
WOMEN 45-49	12,500	.89	20
WOMEN 50-54	9,900	.86	21
WOMEN 55-64	13,300	.78	23
WOMEN 65+	19,200	1.00	18
TEENS 12-17	29,400	.77	24

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,800	.02	184
MEN 18+	3,200	.02	183
MEN 12-24	1,500	.02	185
MEN 18-24	1,000	.03	183
MEN 25-34	700	.01	192
MEN 25-49	1,600	.02	189
MEN 35-44	600	.02	179
MEN 45-49	300	.02	159
MEN 50-54	200	.02	159
MEN 55-64	200	.01	174
MEN 65+	200	.02	157
WOMEN 18+	2,600	.01	180
WOMEN 12-24	1,100	.02	183
WOMEN 18-24	600	.02	181
WOMEN 25-34	500	.01	196
WOMEN 25-49	1,300	.01	182
WOMEN 35-44	700	.02	155
WOMEN 45-49	100	.02	201
WOMEN 50-54	200	.02	157
WOMEN 55-64	300	.02	154
WOMEN 65+	200	.01	161
TEENS 12-17	1,000	.02	179

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,600	.01	206
MEN 18+	1,900	.01	217
MEN 12-24	1,000	.01	209
MEN 18-24	600	.01	210
MEN 25-34	400	.01	225
MEN 25-49	900	.01	219
MEN 35-44	300	.01	210
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	100	.01	199
MEN 65+	200	.02	157
WOMEN 18+	2,000	.01	198
WOMEN 12-24	1,000	.02	187
WOMEN 18-24	700	.02	178
WOMEN 25-34	400	.01	209
WOMEN 25-49	900	.01	205
WOMEN 35-44	300	.01	202
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+	100	.01	181
TEENS 12-17	700	.01	199

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	19,100	.05	126
MEN 18+	10,300	.07	119
MEN 12-24	5,100	.08	118
MEN 18-24	3,600	.10	110
MEN 25-34	3,200	.08	112
MEN 25-49	5,300	.06	121
MEN 35-44	1,600	.05	126
MEN 45-49	500	.04	132
MEN 50-54	500	.05	122
MEN 55-64	300	.02	151
MEN 65+	600	.06	102
WOMEN 18+	6,200	.04	131
WOMEN 12-24	2,600	.05	133
WOMEN 18-24	1,500	.05	131
WOMEN 25-34	2,000	.06	123
WOMEN 25-49	3,300	.04	130
WOMEN 35-44	900	.03	144
WOMEN 45-49	400	.03	134
WOMEN 50-54	400	.04	129
WOMEN 55-64	500	.03	131
WOMEN 65+	500	.04	116
TEENS 12-17	2,600	.05	127

METRO MARKET POPULATION ESTIMATES

BISMARCK, ND

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	84,000	.03	284
MEN 18+	37,100	.03	285
MEN 12-24	9,700	.03	285
MEN 18-24	5,700	.03	283
MEN 25-34	6,500	.03	281
MEN 25-49	17,200	.03	280
MEN 35-44	6,900	.03	280
MEN 45-49	3,800	.03	279
MEN 50-54	3,600	.03	277
MEN 55-64	5,100	.03	278
MEN 65+	5,500	.03	280
WOMEN 18+	39,000	.03	284
WOMEN 12-24	9,200	.03	284
WOMEN 18-24	5,300	.03	283
WOMEN 25-34	6,200	.03	287
WOMEN 25-49	17,200	.03	282
WOMEN 35-44	6,900	.03	283
WOMEN 45-49	4,100	.03	276
WOMEN 50-54	3,700	.03	277
WOMEN 55-64	5,200	.03	281
WOMEN 65+	7,600	.03	283
TEENS 12-17	7,900	.03	281

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	400		293
MEN 18+	300		290
MEN 12-24	100		287
MEN 18-24	100		279
MEN 25-34	100		274
MEN 25-49	200		284
MEN 35-44	100		271
MEN 45-49			277
MEN 50-54			271
MEN 55-64			274
MEN 65+			260
WOMEN 18+	100		293
WOMEN 12-24			294
WOMEN 18-24			285
WOMEN 25-34			285
WOMEN 25-49	100		284
WOMEN 35-44			284
WOMEN 45-49	100		226
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17			292

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	700		287
MEN 18+	300		286
MEN 12-24	100		289
MEN 18-24			292
MEN 25-34	100		273
MEN 25-49	200		278
MEN 35-44			285
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	300		285
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34	100		266
WOMEN 25-49	200		278
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	100		277

BLOOMINGTON

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	135,400	.05	241
MEN 18+	58,600	.05	243
MEN 12-24	18,500	.06	220
MEN 18-24	12,200	.07	205
MEN 25-34	12,000	.05	222
MEN 25-49	28,500	.05	233
MEN 35-44	11,100	.04	235
MEN 45-49	5,400	.04	248
MEN 50-54	4,900	.04	251
MEN 55-64	6,700	.04	260
MEN 65+	6,300	.04	269
WOMEN 18+	64,500	.05	237
WOMEN 12-24	20,400	.07	204
WOMEN 18-24	14,400	.09	177
WOMEN 25-34	11,800	.06	218
WOMEN 25-49	28,800	.05	233
WOMEN 35-44	11,300	.05	235
WOMEN 45-49	5,700	.05	245
WOMEN 50-54	5,100	.04	249
WOMEN 55-64	6,900	.04	262
WOMEN 65+	9,300	.04	267
TEENS 12-17	12,300	.04	246

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	8,600	.02	201
MEN 18+	3,500	.02	209
MEN 12-24	1,500	.03	195
MEN 18-24	900	.04	191
MEN 25-34	1,000	.03	189
MEN 25-49	2,100	.03	204
MEN 35-44	800	.02	204
MEN 45-49	300	.02	205
MEN 50-54	100	.01	228
MEN 55-64	200	.01	214
MEN 65+	200	.01	218
WOMEN 18+	4,000	.02	197
WOMEN 12-24	1,800	.04	175
WOMEN 18-24	1,300	.06	160
WOMEN 25-34	1,100	.03	175
WOMEN 25-49	2,100	.02	190
WOMEN 35-44	700	.02	198
WOMEN 45-49	300	.02	199
WOMEN 50-54	200	.01	203
WOMEN 55-64	200	.01	216
WOMEN 65+	200	.01	221
TEENS 12-17	1,100	.02	201

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,200	.01	214
MEN 18+	2,100	.01	208
MEN 12-24	1,000	.01	209
MEN 18-24	800	.02	194
MEN 25-34	600	.01	202
MEN 25-49	1,000	.01	215
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	1,700	.01	207
WOMEN 12-24	800	.01	203
WOMEN 18-24	600	.02	181
WOMEN 25-34	500	.01	196
WOMEN 25-49	900	.01	205
WOMEN 35-44	300	.01	202
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	400		227

BLUEFIELD, WV

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	92,200	.03	282
MEN 18+	39,800	.03	281
MEN 12-24	8,900	.03	287
MEN 18-24	5,100	.03	288
MEN 25-34	6,500	.03	281
MEN 25-49	16,900	.03	283
MEN 35-44	6,500	.02	283
MEN 45-49	3,900	.03	277
MEN 50-54	4,100	.04	269
MEN 55-64	6,500	.04	262
MEN 65+	7,200	.04	262
WOMEN 18+	45,000	.03	275
WOMEN 12-24	8,300	.03	288
WOMEN 18-24	4,700	.03	288
WOMEN 25-34	6,600	.03	276
WOMEN 25-49	17,800	.03	280
WOMEN 35-44	7,100	.03	281
WOMEN 45-49	4,100	.03	276
WOMEN 50-54	4,400	.04	263
WOMEN 55-64	6,900	.04	262
WOMEN 65+	11,200	.05	250
TEENS 12-17	7,400	.02	285

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,500	.01	231
MEN 18+	1,900	.01	233
MEN 12-24	500	.01	251
MEN 18-24	300	.01	249
MEN 25-34	300	.01	251
MEN 25-49	800	.01	248
MEN 35-44	400	.01	231
MEN 45-49	100		244
MEN 50-54	200	.02	207
MEN 55-64	200	.01	214
MEN 65+	400	.03	180
WOMEN 18+	2,200	.01	221
WOMEN 12-24	500	.01	235
WOMEN 18-24	300	.01	229
WOMEN 25-34	400	.01	217
WOMEN 25-49	900	.01	228
WOMEN 35-44	300	.01	231
WOMEN 45-49	200	.01	209
WOMEN 50-54	100		220
WOMEN 55-64	400	.02	194
WOMEN 65+	500	.02	188
TEENS 12-17	400	.01	241

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	500		292
MEN 18+	200		290
MEN 12-24	100		289
MEN 18-24			292
MEN 25-34	100		273
MEN 25-49	100		288
MEN 35-44			285
MEN 45-49			257
MEN 50-54			250
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	200		290
WOMEN 12-24			294
WOMEN 18-24			289
WOMEN 25-34	100		266
WOMEN 25-49	200		278
WOMEN 35-44			286
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	100		277

METRO MARKET POPULATION ESTIMATES

BOISE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	404,000	.16	114
MEN 18+	178,900	.16	108
MEN 12-24	49,200	.17	103
MEN 18-24	26,200	.17	105
MEN 25-34	38,000	.18	91
MEN 25-49	94,100	.17	95
MEN 35-44	38,300	.17	99
MEN 45-49	17,800	.16	112
MEN 50-54	16,000	.16	115
MEN 55-64	22,200	.15	119
MEN 65+	20,400	.12	135
WOMEN 18+	180,500	.15	120
WOMEN 12-24	46,200	.17	102
WOMEN 18-24	24,600	.17	105
WOMEN 25-34	35,600	.18	94
WOMEN 25-49	89,400	.16	103
WOMEN 35-44	36,100	.16	108
WOMEN 45-49	17,700	.15	119
WOMEN 50-54	16,100	.15	118
WOMEN 55-64	22,500	.14	125
WOMEN 65+	27,900	.12	139
TEENS 12-17	44,600	.17	97

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,400	.01	238
MEN 18+	1,800	.01	236
MEN 12-24	700	.01	238
MEN 18-24	400	.02	238
MEN 25-34	500	.01	231
MEN 25-49	1,000	.01	234
MEN 35-44	400	.01	231
MEN 45-49	100		244
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+	200	.01	218
WOMEN 18+	1,000		246
WOMEN 12-24	500	.01	235
WOMEN 18-24	200		243
WOMEN 25-34	300	.01	229
WOMEN 25-49	500		241
WOMEN 35-44	100		258
WOMEN 45-49	100		226
WOMEN 50-54	100		220
WOMEN 55-64	100		233
WOMEN 65+	100		238
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	37,400	.11	85
MEN 18+	17,000	.11	88
MEN 12-24	8,000	.13	84
MEN 18-24	4,600	.13	89
MEN 25-34	5,400	.14	73
MEN 25-49	9,900	.12	80
MEN 35-44	3,400	.11	86
MEN 45-49	1,100	.09	96
MEN 50-54	900	.10	89
MEN 55-64	1,100	.09	89
MEN 65+	500	.05	112
WOMEN 18+	14,000	.10	91
WOMEN 12-24	6,600	.13	83
WOMEN 18-24	3,600	.13	85
WOMEN 25-34	4,200	.12	80
WOMEN 25-49	8,000	.11	87
WOMEN 35-44	2,800	.10	88
WOMEN 45-49	1,000	.08	93
WOMEN 50-54	800	.08	96
WOMEN 55-64	1,000	.07	98
WOMEN 65+	600	.04	107
TEENS 12-17	6,400	.13	79

BOSTON

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,878,000	1.54	9
MEN 18+	1,681,200	1.54	9
MEN 12-24	389,100	1.37	12
MEN 18-24	210,500	1.37	11
MEN 25-34	306,800	1.52	10
MEN 25-49	653,200	1.59	10
MEN 35-44	369,400	1.66	10
MEN 45-49	177,000	1.60	10
MEN 50-54	154,900	1.56	10
MEN 55-64	225,400	1.54	10
MEN 65+	237,200	1.50	7
WOMEN 18+	1,849,100	1.59	9
WOMEN 12-24	376,100	1.40	12
WOMEN 18-24	207,000	1.43	10
WOMEN 25-34	313,400	1.60	10
WOMEN 25-49	877,600	1.64	10
WOMEN 35-44	379,400	1.69	10
WOMEN 45-49	184,800	1.62	10
WOMEN 50-54	165,600	1.59	10
WOMEN 55-64	247,900	1.57	10
WOMEN 65+	351,000	1.59	6
TEENS 12-17	347,700	1.37	11

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	247,300	.82	20
MEN 18+	102,200	.84	20
MEN 12-24	31,100	.79	22
MEN 18-24	16,200	.80	19
MEN 25-34	23,200	.91	18
MEN 25-49	58,800	.91	19
MEN 35-44	25,400	.93	19
MEN 45-49	10,200	.83	21
MEN 50-54	7,900	.80	22
MEN 55-64	11,000	.78	23
MEN 65+	8,300	.68	26
WOMEN 18+	116,400	.83	22
WOMEN 12-24	30,300	.77	26
WOMEN 18-24	16,500	.80	23
WOMEN 25-34	26,000	.94	20
WOMEN 25-49	63,900	.89	21
WOMEN 35-44	26,900	.89	20
WOMEN 45-49	11,000	.78	22
WOMEN 50-54	9,300	.81	23
WOMEN 55-64	13,700	.80	21
WOMEN 65+	13,000	.67	28
TEENS 12-17	28,700	.75	26

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	264,800	.81	24
MEN 18+	110,900	.77	26
MEN 12-24	46,400	.80	23
MEN 18-24	26,600	.80	24
MEN 25-34	31,000	.80	24
MEN 25-49	64,800	.81	24
MEN 35-44	25,100	.83	23
MEN 45-49	8,700	.75	27
MEN 50-54	6,700	.74	26
MEN 55-64	8,100	.68	28
MEN 65+	4,700	.50	35
WOMEN 18+	116,000	.86	23
WOMEN 12-24	42,300	.86	23
WOMEN 18-24	24,200	.90	22
WOMEN 25-34	31,300	.94	19
WOMEN 25-49	67,200	.92	20
WOMEN 35-44	26,300	.94	20
WOMEN 45-49	9,600	.84	23
WOMEN 50-54	7,800	.83	23
WOMEN 55-64	9,900	.75	26
WOMEN 65+	6,900	.56	30
TEENS 12-17	37,900	.81	23

BOWLING GREEN, KY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	168,200	.06	209
MEN 18+	74,100	.06	211
MEN 12-24	19,200	.06	216
MEN 18-24	11,700	.07	214
MEN 25-34	13,900	.06	204
MEN 25-49	34,900	.06	208
MEN 35-44	13,900	.06	209
MEN 45-49	7,100	.06	211
MEN 50-54	6,600	.06	213
MEN 55-64	10,300	.07	203
MEN 65+	10,600	.06	212
WOMEN 18+	79,700	.06	206
WOMEN 12-24	18,500	.06	220
WOMEN 18-24	11,600	.08	208
WOMEN 25-34	13,600	.06	201
WOMEN 25-49	35,300	.06	204
WOMEN 35-44	14,300	.06	205
WOMEN 45-49	7,400	.06	206
WOMEN 50-54	6,900	.06	208
WOMEN 55-64	11,000	.06	198
WOMEN 65+	14,900	.06	213
TEENS 12-17	14,400	.05	228

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	10,500	.03	193
MEN 18+	4,700	.03	191
MEN 12-24	1,500	.03	195
MEN 18-24	1,000	.04	182
MEN 25-34	900	.03	198
MEN 25-49	2,400	.03	193
MEN 35-44	1,000	.03	191
MEN 45-49	500	.04	179
MEN 50-54	200	.02	207
MEN 55-64	600	.04	168
MEN 65+	500	.04	168
WOMEN 18+	4,700	.03	186
WOMEN 12-24	1,300	.03	196
WOMEN 18-24	700	.03	197
WOMEN 25-34	900	.03	183
WOMEN 25-49	2,500	.03	180
WOMEN 35-44	1,100	.03	177
WOMEN 45-49	500	.03	174
WOMEN 50-54	300	.02	188
WOMEN 55-64	600	.03	172
WOMEN 65+	600	.03	178
TEENS 12-17	1,100	.02	201

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,200	.01	214
MEN 18+	2,400	.01	199
MEN 12-24	1,300	.02	190
MEN 18-24	1,000	.03	183
MEN 25-34	700	.01	192
MEN 25-49	1,100	.01	205
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+	200	.02	157
WOMEN 18+	1,200		223
WOMEN 12-24	600	.01	216
WOMEN 18-24	300	.01	227
WOMEN 25-34	400	.01	209
WOMEN 25-49	700		220
WOMEN 35-44	300	.01	202
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	600	.01	208

METRO MARKET POPULATION ESTIMATES

BRIDGEPORT

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	389,200	.15	121
MEN 18+	164,600	.15	123
MEN 12-24	41,500	.14	122
MEN 18-24	20,300	.13	139
MEN 25-34	25,400	.12	130
MEN 25-49	79,200	.14	121
MEN 35-44	35,800	.16	108
MEN 45-49	18,000	.16	110
MEN 50-54	15,600	.15	116
MEN 55-64	23,500	.16	116
MEN 65+	26,000	.16	102
WOMEN 18+	183,200	.15	117
WOMEN 12-24	39,500	.14	124
WOMEN 18-24	19,300	.13	134
WOMEN 25-34	26,300	.13	125
WOMEN 25-49	83,200	.15	113
WOMEN 35-44	37,900	.16	103
WOMEN 45-49	19,000	.16	110
WOMEN 50-54	16,700	.16	114
WOMEN 55-64	26,300	.16	109
WOMEN 65+	37,700	.17	101
TEENS 12-17	41,400	.16	108

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	46,500	.15	97
MEN 18+	17,300	.14	105
MEN 12-24	6,600	.16	100
MEN 18-24	3,000	.14	114
MEN 25-34	2,900	.11	123
MEN 25-49	8,700	.13	109
MEN 35-44	3,900	.14	102
MEN 45-49	1,900	.15	94
MEN 50-54	1,500	.15	92
MEN 55-64	2,400	.17	92
MEN 65+	1,700	.13	109
WOMEN 18+	22,000	.15	95
WOMEN 12-24	6,800	.17	101
WOMEN 18-24	3,200	.15	108
WOMEN 25-34	3,900	.14	103
WOMEN 25-49	10,900	.15	97
WOMEN 35-44	4,800	.15	94
WOMEN 45-49	2,200	.15	90
WOMEN 50-54	1,900	.16	87
WOMEN 55-64	3,200	.18	84
WOMEN 65+	2,800	.14	105
TEENS 12-17	7,200	.18	87

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	48,600	.15	71
MEN 18+	20,200	.14	75
MEN 12-24	9,600	.16	71
MEN 18-24	5,300	.16	76
MEN 25-34	4,700	.12	87
MEN 25-49	10,900	.13	77
MEN 35-44	4,500	.15	68
MEN 45-49	1,700	.14	70
MEN 50-54	1,300	.14	70
MEN 55-64	1,700	.14	69
MEN 65+	1,000	.10	77
WOMEN 18+	20,400	.15	71
WOMEN 12-24	8,100	.16	69
WOMEN 18-24	4,400	.16	70
WOMEN 25-34	4,400	.13	76
WOMEN 25-49	10,800	.14	69
WOMEN 35-44	4,600	.16	63
WOMEN 45-49	1,800	.15	65
WOMEN 50-54	1,500	.15	63
WOMEN 55-64	2,200	.16	62
WOMEN 65+	1,500	.12	66
TEENS 12-17	8,000	.17	67

BRUNSWICK, GA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	59,800	.02	295
MEN 18+	25,100	.02	296
MEN 12-24	6,500	.02	296
MEN 18-24	3,300	.02	296
MEN 25-34	4,000	.01	296
MEN 25-49	11,200	.02	296
MEN 35-44	4,700	.02	294
MEN 45-49	2,500	.02	294
MEN 50-54	2,400	.02	294
MEN 55-64	3,900	.02	294
MEN 65+	4,300	.02	292
WOMEN 18+	28,400	.02	295
WOMEN 12-24	6,300	.02	294
WOMEN 18-24	3,200	.02	295
WOMEN 25-34	4,100	.02	295
WOMEN 25-49	12,200	.02	294
WOMEN 35-44	5,300	.02	292
WOMEN 45-49	2,800	.02	294
WOMEN 50-54	2,600	.02	294
WOMEN 55-64	4,400	.02	290
WOMEN 65+	6,000	.02	293
TEENS 12-17	6,300	.02	292

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	14,200	.04	170
MEN 18+	5,300	.04	181
MEN 12-24	2,000	.05	174
MEN 18-24	900	.04	191
MEN 25-34	1,000	.03	189
MEN 25-49	2,600	.04	187
MEN 35-44	1,100	.04	181
MEN 45-49	500	.04	179
MEN 50-54	400	.04	170
MEN 55-64	700	.05	161
MEN 65+	700	.05	152
WOMEN 18+	6,700	.04	162
WOMEN 12-24	2,200	.05	163
WOMEN 18-24	1,100	.05	169
WOMEN 25-34	1,200	.04	165
WOMEN 25-49	3,200	.04	166
WOMEN 35-44	1,400	.04	159
WOMEN 45-49	600	.04	162
WOMEN 50-54	500	.04	156
WOMEN 55-64	800	.04	155
WOMEN 65+	1,100	.05	147
TEENS 12-17	2,200	.05	159

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,800		260
MEN 18+	1,000		246
MEN 12-24	500		240
MEN 18-24	400	.01	234
MEN 25-34	300		235
MEN 25-49	500		245
MEN 35-44	100		257
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	600		263
WOMEN 12-24	300		254
WOMEN 18-24	200		243
WOMEN 25-34	100		266
WOMEN 25-49	300		257
WOMEN 35-44	200		224
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	200		259

BRYAN-COLLEGE STATION, TX

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	142,300	.05	233
MEN 18+	66,300	.06	227
MEN 12-24	29,400	.10	162
MEN 18-24	24,100	.15	113
MEN 25-34	15,200	.07	189
MEN 25-49	28,700	.05	231
MEN 35-44	9,400	.04	259
MEN 45-49	4,100	.03	272
MEN 50-54	3,600	.03	277
MEN 55-64	5,000	.03	279
MEN 65+	4,900	.03	286
WOMEN 18+	66,200	.05	233
WOMEN 12-24	28,400	.10	158
WOMEN 18-24	23,900	.16	109
WOMEN 25-34	12,800	.06	208
WOMEN 25-49	26,200	.04	241
WOMEN 35-44	9,200	.04	259
WOMEN 45-49	4,200	.03	273
WOMEN 50-54	3,800	.03	275
WOMEN 55-64	5,400	.03	279
WOMEN 65+	6,900	.03	289
TEENS 12-17	9,800	.03	269

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	13,800	.04	173
MEN 18+	5,400	.04	178
MEN 12-24	2,000	.05	174
MEN 18-24	1,300	.06	168
MEN 25-34	1,400	.05	171
MEN 25-49	2,800	.04	182
MEN 35-44	1,000	.03	191
MEN 45-49	400	.03	194
MEN 50-54	400	.04	170
MEN 55-64	400	.02	195
MEN 65+	500	.04	168
WOMEN 18+	7,100	.05	159
WOMEN 12-24	2,500	.06	160
WOMEN 18-24	1,900	.09	141
WOMEN 25-34	1,700	.06	152
WOMEN 25-49	3,400	.04	161
WOMEN 35-44	1,200	.03	168
WOMEN 45-49	500	.03	174
WOMEN 50-54	400	.03	174
WOMEN 55-64	600	.03	172
WOMEN 65+	800	.04	166
TEENS 12-17	1,300	.03	190

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	26,900	.08	113
MEN 18+	13,000	.09	108
MEN 12-24	6,100	.10	106
MEN 18-24	4,700	.14	86
MEN 25-34	3,900	.10	102
MEN 25-49	6,600	.08	110
MEN 35-44	2,000	.06	117
MEN 45-49	700	.06	121
MEN 50-54	500	.05	122
MEN 55-64	700	.05	114
MEN 65+	500	.05	112
WOMEN 18+	11,400	.08	107
WOMEN 12-24	5,500	.11	97
WOMEN 18-24	4,400	.16	70
WOMEN 25-34	2,900	.08	105
WOMEN 25-49	5,300	.07	111
WOMEN 35-44	1,700	.06	117
WOMEN 45-49	700	.06	116
WOMEN 50-54	500	.05	122
WOMEN 55-64	600	.04	118
WOMEN 65+	600	.04	107
TEENS 12-17	2,500	.05	132

METRO MARKET POPULATION ESTIMATES

BUFFALO-NIAGARA FALLS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	989,400	.39	52
MEN 18+	421,100	.38	52
MEN 12-24	105,400	.37	53
MEN 18-24	56,400	.36	53
MEN 25-34	67,500	.33	53
MEN 25-49	192,900	.36	54
MEN 35-44	81,300	.36	53
MEN 45-49	44,100	.39	52
MEN 50-54	40,000	.40	51
MEN 55-64	58,500	.40	50
MEN 65+	73,300	.46	40
WOMEN 18+	472,500	.40	52
WOMEN 12-24	101,200	.37	53
WOMEN 18-24	54,400	.37	53
WOMEN 25-34	68,100	.34	55
WOMEN 25-49	199,200	.37	54
WOMEN 35-44	84,700	.37	54
WOMEN 45-49	46,400	.40	51
WOMEN 50-54	42,500	.40	51
WOMEN 55-64	64,900	.41	49
WOMEN 65+	111,500	.50	36
TEENS 12-17	95,800	.37	53

BURLINGTON-PLATTSBURGH

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	314,700	.12	136
MEN 18+	140,500	.12	133
MEN 12-24	37,000	.13	137
MEN 18-24	21,400	.13	130
MEN 25-34	24,800	.12	135
MEN 25-49	68,800	.12	129
MEN 35-44	29,100	.13	132
MEN 45-49	14,900	.13	132
MEN 50-54	13,500	.13	129
MEN 55-64	18,800	.12	135
MEN 65+	18,000	.11	152
WOMEN 18+	144,000	.12	136
WOMEN 12-24	35,500	.13	135
WOMEN 18-24	20,900	.14	123
WOMEN 25-34	22,500	.11	141
WOMEN 25-49	65,400	.12	137
WOMEN 35-44	28,200	.12	137
WOMEN 45-49	14,700	.12	137
WOMEN 50-54	13,600	.13	132
WOMEN 55-64	19,300	.12	142
WOMEN 65+	24,800	.11	150
TEENS 12-17	30,200	.11	143

CANTON

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	344,100	.13	128
MEN 18+	146,300	.13	129
MEN 12-24	36,800	.12	140
MEN 18-24	18,900	.12	150
MEN 25-34	22,400	.11	147
MEN 25-49	65,400	.12	137
MEN 35-44	27,600	.12	136
MEN 45-49	15,400	.13	128
MEN 50-54	14,600	.14	124
MEN 55-64	21,900	.15	120
MEN 65+	25,500	.16	106
WOMEN 18+	163,000	.14	127
WOMEN 12-24	35,700	.13	134
WOMEN 18-24	18,800	.13	140
WOMEN 25-34	23,200	.11	139
WOMEN 25-49	68,500	.12	130
WOMEN 35-44	29,000	.12	134
WOMEN 45-49	16,300	.14	127
WOMEN 50-54	15,300	.14	123
WOMEN 55-64	23,600	.15	121
WOMEN 65+	36,800	.16	104
TEENS 12-17	34,800	.13	133

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	118,400	.39	52
MEN 18+	46,300	.38	54
MEN 12-24	16,200	.41	54
MEN 18-24	8,300	.41	51
MEN 25-34	8,700	.34	60
MEN 25-49	22,900	.35	57
MEN 35-44	9,500	.35	56
MEN 45-49	4,700	.38	54
MEN 50-54	3,700	.37	52
MEN 55-64	5,600	.40	52
MEN 65+	5,800	.47	41
WOMEN 18+	56,500	.40	52
WOMEN 12-24	16,700	.42	52
WOMEN 18-24	9,000	.44	50
WOMEN 25-34	10,200	.37	59
WOMEN 25-49	27,200	.38	56
WOMEN 35-44	11,500	.38	55
WOMEN 45-49	5,500	.39	49
WOMEN 50-54	4,500	.39	49
WOMEN 55-64	7,400	.43	42
WOMEN 65+	8,400	.43	46
TEENS 12-17	15,600	.40	54

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	30,100	.09	103
MEN 18+	13,000	.09	108
MEN 12-24	5,600	.09	114
MEN 18-24	3,200	.09	117
MEN 25-34	3,200	.08	112
MEN 25-49	7,000	.08	107
MEN 35-44	2,700	.09	104
MEN 45-49	1,100	.09	96
MEN 50-54	800	.08	97
MEN 55-64	1,200	.10	82
MEN 65+	800	.08	88
WOMEN 18+	12,300	.09	103
WOMEN 12-24	5,400	.11	100
WOMEN 18-24	3,000	.11	101
WOMEN 25-34	2,800	.08	106
WOMEN 25-49	6,200	.08	104
WOMEN 35-44	2,400	.08	98
WOMEN 45-49	1,000	.08	93
WOMEN 50-54	900	.09	86
WOMEN 55-64	1,100	.08	93
WOMEN 65+	1,100	.09	85
TEENS 12-17	4,800	.10	100

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,400	.02	217
MEN 18+	4,700	.03	191
MEN 12-24	1,600	.04	192
MEN 18-24	1,300	.06	168
MEN 25-34	1,600	.06	165
MEN 25-49	2,900	.04	180
MEN 35-44	1,100	.04	181
MEN 45-49	200	.01	219
MEN 50-54	300	.03	189
MEN 55-64	200	.01	214
MEN 65+			260
WOMEN 18+	1,200		237
WOMEN 12-24	600	.01	227
WOMEN 18-24	400	.01	223
WOMEN 25-34	300	.01	229
WOMEN 25-49	600		232
WOMEN 35-44	200		236
WOMEN 45-49	100		226
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+	100		238
TEENS 12-17	500	.01	229

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,100	.01	199
MEN 18+	3,000	.02	190
MEN 12-24	1,200	.02	198
MEN 18-24	700	.02	197
MEN 25-34	1,300	.03	158
MEN 25-49	2,100	.02	174
MEN 35-44	500	.01	192
MEN 45-49	300	.02	159
MEN 50-54	100	.01	187
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	1,300		220
WOMEN 12-24	700	.01	209
WOMEN 18-24	400	.01	213
WOMEN 25-34	200		235
WOMEN 25-49	700		220
WOMEN 35-44	300	.01	202
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	800	.01	192

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	23,500	.07	146
MEN 18+	9,200	.07	149
MEN 12-24	3,500	.08	146
MEN 18-24	1,700	.08	153
MEN 25-34	1,600	.06	165
MEN 25-49	4,300	.06	157
MEN 35-44	1,800	.06	156
MEN 45-49	900	.07	146
MEN 50-54	900	.09	131
MEN 55-64	1,200	.08	134
MEN 65+	1,100	.09	129
WOMEN 18+	10,900	.07	144
WOMEN 12-24	3,400	.08	145
WOMEN 18-24	1,800	.08	147
WOMEN 25-34	1,800	.06	149
WOMEN 25-49	5,000	.06	145
WOMEN 35-44	2,200	.07	143
WOMEN 45-49	1,000	.07	143
WOMEN 50-54	1,000	.08	129
WOMEN 55-64	1,400	.08	134
WOMEN 65+	1,700	.08	130
TEENS 12-17	3,400	.08	139

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,800		231
MEN 18+	1,200		236
MEN 12-24	500		240
MEN 18-24	300		243
MEN 25-34	300		235
MEN 25-49	600		235
MEN 35-44	200		233
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	1,200		223
WOMEN 12-24	400		235
WOMEN 18-24	200		243
WOMEN 25-34	400	.01	209
WOMEN 25-49	600		224
WOMEN 35-44	100		253
WOMEN 45-49	100		201
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+	200	.01	161
TEENS 12-17	400		227

METRO MARKET POPULATION ESTIMATES

CAPE COD, MA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	206,500	.08	185
MEN 18+	88,400	.06	186
MEN 12-24	17,300	.06	237
MEN 18-24	8,700	.05	247
MEN 25-34	10,600	.05	240
MEN 25-49	34,300	.06	210
MEN 35-44	15,100	.06	200
MEN 45-49	8,600	.07	189
MEN 50-54	8,100	.08	187
MEN 55-64	13,600	.09	173
MEN 65+	23,700	.15	118
WOMEN 18+	101,500	.08	178
WOMEN 12-24	15,800	.05	238
WOMEN 18-24	7,800	.05	249
WOMEN 25-34	11,300	.05	227
WOMEN 25-49	37,200	.06	198
WOMEN 35-44	16,500	.07	189
WOMEN 45-49	9,400	.08	184
WOMEN 50-54	8,900	.08	180
WOMEN 55-64	16,100	.10	160
WOMEN 65+	31,500	.14	123
TEENS 12-17	16,600	.06	207

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,700	.01	230
MEN 18+	2,100	.01	231
MEN 12-24	800	.02	233
MEN 18-24	500	.02	228
MEN 25-34	400	.01	239
MEN 25-49	1,000	.01	234
MEN 35-44	400	.01	231
MEN 45-49	200	.01	219
MEN 50-54	200	.02	207
MEN 55-64	100		236
MEN 65+	300	.02	197
WOMEN 18+	2,000	.01	226
WOMEN 12-24	600	.01	227
WOMEN 18-24	300	.01	229
WOMEN 25-34	500	.01	211
WOMEN 25-49	1,000	.01	221
WOMEN 35-44	400	.01	221
WOMEN 45-49	100		226
WOMEN 50-54	200	.01	203
WOMEN 55-64	100		233
WOMEN 65+	400	.02	200
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,600		234
MEN 18+	1,100		242
MEN 12-24	500		240
MEN 18-24	300		243
MEN 25-34	200		254
MEN 25-49	600		235
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	1,100		226
WOMEN 12-24	500	.01	224
WOMEN 18-24	300	.01	227
WOMEN 25-34	200		235
WOMEN 25-49	500		231
WOMEN 35-44	300	.01	202
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	400		227

CASPER, WY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	58,700	.02	296
MEN 18+	25,800	.02	295
MEN 12-24	6,900	.02	293
MEN 18-24	3,800	.02	293
MEN 25-34	4,200	.02	294
MEN 25-49	11,600	.02	294
MEN 35-44	4,500	.02	296
MEN 45-49	2,900	.02	292
MEN 50-54	2,700	.02	291
MEN 55-64	3,800	.02	295
MEN 65+	3,900	.02	296
WOMEN 18+	27,000	.02	296
WOMEN 12-24	6,500	.02	293
WOMEN 18-24	3,700	.02	291
WOMEN 25-34	4,300	.02	293
WOMEN 25-49	11,700	.02	295
WOMEN 35-44	4,600	.02	295
WOMEN 45-49	2,800	.02	294
WOMEN 50-54	2,700	.02	293
WOMEN 55-64	3,800	.02	296
WOMEN 65+	5,100	.02	296
TEENS 12-17	5,900	.02	295

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	600		292
MEN 18+	300		290
MEN 12-24	100		287
MEN 18-24	100		279
MEN 25-34	100		274
MEN 25-49	200		284
MEN 35-44			290
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64			274
MEN 65+			260
WOMEN 18+	200		286
WOMEN 12-24	100		281
WOMEN 18-24			285
WOMEN 25-34	100		265
WOMEN 25-49	100		284
WOMEN 35-44			284
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+			263
TEENS 12-17	100		282

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,600		234
MEN 18+	1,200		236
MEN 12-24	400		252
MEN 18-24	300		243
MEN 25-34	300		235
MEN 25-49	600		235
MEN 35-44	200		233
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	1,100		226
WOMEN 12-24	500	.01	224
WOMEN 18-24	300	.01	227
WOMEN 25-34	200		235
WOMEN 25-49	500		231
WOMEN 35-44	200		224
WOMEN 45-49	100		201
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	300		242

CEDAR RAPIDS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	165,800	.06	214
MEN 18+	72,800	.06	213
MEN 12-24	17,700	.06	231
MEN 18-24	9,800	.06	238
MEN 25-34	13,500	.06	207
MEN 25-49	35,900	.06	204
MEN 35-44	14,900	.06	202
MEN 45-49	7,500	.06	203
MEN 50-54	6,800	.06	205
MEN 55-64	9,800	.06	214
MEN 65+	10,500	.06	217
WOMEN 18+	77,600	.06	209
WOMEN 12-24	17,500	.06	224
WOMEN 18-24	10,000	.06	227
WOMEN 25-34	13,500	.06	202
WOMEN 25-49	35,700	.06	203
WOMEN 35-44	14,600	.06	202
WOMEN 45-49	7,600	.06	202
WOMEN 50-54	7,000	.06	205
WOMEN 55-64	10,400	.06	213
WOMEN 65+	14,500	.06	218
TEENS 12-17	15,400	.06	220

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,000	.01	229
MEN 18+	2,300	.01	228
MEN 12-24	900	.02	228
MEN 18-24	500	.02	228
MEN 25-34	600	.02	225
MEN 25-49	1,400	.02	226
MEN 35-44	500	.01	224
MEN 45-49	300	.02	205
MEN 50-54	100	.01	228
MEN 55-64	200	.01	214
MEN 65+	100		228
WOMEN 18+	2,000	.01	226
WOMEN 12-24	800	.02	218
WOMEN 18-24	500	.02	216
WOMEN 25-34	400	.01	217
WOMEN 25-49	1,000	.01	221
WOMEN 35-44	400	.01	221
WOMEN 45-49	200	.01	209
WOMEN 50-54	100		220
WOMEN 55-64	200	.01	216
WOMEN 65+	200	.01	221
TEENS 12-17	700	.01	216

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,300		245
MEN 18+	1,000		246
MEN 12-24	400		252
MEN 18-24	200		261
MEN 25-34	300		235
MEN 25-49	600		235
MEN 35-44	200		233
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	900		240
WOMEN 12-24	400		235
WOMEN 18-24	200		243
WOMEN 25-34	200		235
WOMEN 25-49	500		231
WOMEN 35-44	200		224
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	400		227

METRO MARKET POPULATION ESTIMATES

CHAMPAIGN, IL

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	163,900	.06	216
MEN 18+	75,800	.06	207
MEN 12-24	27,800	.09	169
MEN 18-24	21,500	.14	128
MEN 25-34	15,500	.07	187
MEN 35-49	33,600	.06	215
MEN 35-44	12,300	.05	227
MEN 45-49	5,800	.05	238
MEN 50-54	5,400	.05	234
MEN 55-64	7,400	.05	248
MEN 65+	7,900	.05	252
WOMEN 18+	76,000	.06	214
WOMEN 12-24	24,400	.09	176
WOMEN 18-24	18,600	.12	144
WOMEN 25-34	14,300	.07	192
WOMEN 35-49	32,600	.06	214
WOMEN 35-44	12,100	.05	231
WOMEN 45-49	6,200	.05	234
WOMEN 50-54	5,700	.05	233
WOMEN 55-64	7,900	.05	246
WOMEN 65+	11,200	.05	250
TEENS 12-17	12,100	.04	247

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	17,300	.05	157
MEN 18+	7,200	.05	163
MEN 12-24	2,900	.07	158
MEN 18-24	2,000	.09	141
MEN 25-34	1,700	.06	162
MEN 35-49	3,600	.05	165
MEN 35-44	1,300	.04	171
MEN 45-49	600	.04	162
MEN 50-54	500	.05	159
MEN 55-64	600	.04	168
MEN 65+	500	.04	168
WOMEN 18+	8,200	.05	152
WOMEN 12-24	3,300	.08	147
WOMEN 18-24	2,300	.11	132
WOMEN 25-34	1,800	.06	149
WOMEN 35-49	3,900	.05	156
WOMEN 35-44	1,400	.04	159
WOMEN 45-49	700	.05	152
WOMEN 50-54	500	.04	156
WOMEN 55-64	700	.04	162
WOMEN 65+	800	.04	166
TEENS 12-17	1,900	.04	168

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,000	.01	190
MEN 18+	3,200	.02	183
MEN 12-24	1,800	.03	174
MEN 18-24	1,500	.04	154
MEN 25-34	1,000	.02	180
MEN 35-49	1,400	.01	194
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	2,300	.01	185
WOMEN 12-24	1,300	.02	169
WOMEN 18-24	1,100	.04	151
WOMEN 25-34	600	.01	183
WOMEN 35-49	1,000	.01	200
WOMEN 35-44	300	.01	202
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	500	.01	216

CHARLESTON, SC

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	492,100	.19	87
MEN 18+	214,900	.19	88
MEN 12-24	58,400	.20	87
MEN 18-24	34,300	.22	82
MEN 25-34	42,100	.20	82
MEN 35-49	106,900	.20	83
MEN 35-44	43,700	.19	83
MEN 45-49	21,100	.19	88
MEN 50-54	18,900	.19	89
MEN 55-64	28,000	.19	89
MEN 65+	26,800	.17	100
WOMEN 18+	230,200	.19	86
WOMEN 12-24	52,600	.19	90
WOMEN 18-24	29,700	.20	91
WOMEN 25-34	41,900	.21	80
WOMEN 35-49	110,300	.20	83
WOMEN 35-44	45,600	.20	83
WOMEN 45-49	22,800	.20	84
WOMEN 50-54	20,700	.19	85
WOMEN 55-64	31,500	.20	87
WOMEN 65+	38,000	.17	99
TEENS 12-17	47,000	.18	94

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	150,600	.50	42
MEN 18+	59,600	.49	44
MEN 12-24	18,600	.47	45
MEN 18-24	9,200	.45	47
MEN 25-34	11,500	.45	46
MEN 35-49	31,000	.48	43
MEN 35-44	12,900	.47	43
MEN 45-49	6,600	.53	38
MEN 50-54	5,000	.51	41
MEN 55-64	7,300	.52	36
MEN 65+	7,100	.58	32
WOMEN 18+	72,300	.51	39
WOMEN 12-24	18,400	.46	44
WOMEN 18-24	9,100	.44	47
WOMEN 25-34	13,500	.49	41
WOMEN 35-49	36,200	.50	41
WOMEN 35-44	15,300	.50	41
WOMEN 45-49	7,400	.52	40
WOMEN 50-54	6,100	.53	36
WOMEN 55-64	9,300	.54	35
WOMEN 65+	11,600	.60	31
TEENS 12-17	18,700	.49	42

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	12,000	.03	149
MEN 18+	6,400	.04	140
MEN 12-24	3,100	.05	139
MEN 18-24	2,300	.06	132
MEN 25-34	1,900	.04	136
MEN 35-49	3,300	.04	140
MEN 35-44	1,100	.03	141
MEN 45-49	300	.02	159
MEN 50-54	200	.02	159
MEN 55-64	400	.03	140
MEN 65+	200	.02	157
WOMEN 18+	4,000	.02	153
WOMEN 12-24	1,700	.03	156
WOMEN 18-24	900	.03	165
WOMEN 25-34	1,300	.03	142
WOMEN 35-49	2,300	.03	150
WOMEN 35-44	600	.02	168
WOMEN 45-49	400	.03	134
WOMEN 50-54	200	.02	157
WOMEN 55-64	200	.01	169
WOMEN 65+	400	.03	132
TEENS 12-17	1,600	.03	156

CHARLESTON, WV

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	213,900	.08	181
MEN 18+	92,100	.08	181
MEN 12-24	20,000	.07	213
MEN 18-24	10,500	.06	226
MEN 25-34	14,300	.07	199
MEN 35-49	40,900	.07	188
MEN 35-44	16,900	.07	187
MEN 45-49	9,700	.08	174
MEN 50-54	9,700	.09	166
MEN 55-64	14,700	.10	165
MEN 65+	16,300	.10	161
WOMEN 18+	103,200	.08	174
WOMEN 12-24	19,100	.07	215
WOMEN 18-24	10,000	.06	227
WOMEN 25-34	14,900	.07	188
WOMEN 35-49	43,200	.08	181
WOMEN 35-44	17,800	.07	183
WOMEN 45-49	10,500	.09	169
WOMEN 50-54	10,300	.09	164
WOMEN 55-64	15,600	.09	165
WOMEN 65+	24,100	.10	158
TEENS 12-17	18,600	.07	194

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	12,900	.04	176
MEN 18+	5,200	.04	184
MEN 12-24	1,800	.04	183
MEN 18-24	1,000	.04	182
MEN 25-34	800	.03	210
MEN 35-49	2,500	.03	189
MEN 35-44	1,100	.04	181
MEN 45-49	600	.04	162
MEN 50-54	400	.04	170
MEN 55-64	600	.04	168
MEN 65+	700	.05	152
WOMEN 18+	6,000	.04	170
WOMEN 12-24	1,800	.04	175
WOMEN 18-24	900	.04	182
WOMEN 25-34	900	.03	183
WOMEN 35-49	2,700	.03	176
WOMEN 35-44	1,200	.03	168
WOMEN 45-49	600	.04	162
WOMEN 50-54	600	.05	151
WOMEN 55-64	700	.04	162
WOMEN 65+	1,100	.05	147
TEENS 12-17	1,700	.04	175

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,100		278
MEN 18+	400		279
MEN 12-24	200		277
MEN 18-24			292
MEN 25-34	100		273
MEN 35-49	200		278
MEN 35-44	100		257
MEN 45-49			257
MEN 50-54			250
MEN 55-64	200	.01	174
MEN 65+			249
WOMEN 18+	500		266
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34	100		266
WOMEN 35-49	300		257
WOMEN 35-44	100		253
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	200		259

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

CHARLOTTE-GASTONIA-ROCK HILL

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,376,300	.54	36
MEN 18+	601,500	.55	37
MEN 12-24	146,900	.51	37
MEN 18-24	76,400	.49	39
MEN 25-34	124,600	.61	35
MEN 25-49	323,400	.60	33
MEN 35-44	136,600	.61	33
MEN 45-49	62,200	.56	36
MEN 50-54	54,100	.54	35
MEN 55-64	78,100	.53	35
MEN 65+	69,500	.44	43
WOMEN 18+	637,900	.55	36
WOMEN 12-24	139,500	.52	37
WOMEN 18-24	73,100	.50	38
WOMEN 25-34	121,600	.62	33
WOMEN 25-49	322,000	.60	33
WOMEN 35-44	136,200	.60	33
WOMEN 45-49	64,200	.56	35
WOMEN 50-54	56,900	.54	36
WOMEN 55-64	83,400	.53	35
WOMEN 65+	102,500	.46	38
TEENS 12-17	136,900	.54	38

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	285,800	.95	18
MEN 18+	110,900	.91	18
MEN 12-24	33,500	.85	18
MEN 18-24	15,400	.76	20
MEN 25-34	25,500	1.01	17
MEN 25-49	64,900	1.00	17
MEN 35-44	27,000	.99	18
MEN 45-49	12,400	1.01	18
MEN 50-54	8,800	.90	19
MEN 55-64	12,300	.87	20
MEN 65+	9,500	.78	20
WOMEN 18+	138,200	.99	18
WOMEN 12-24	37,700	.96	18
WOMEN 18-24	19,100	.93	18
WOMEN 25-34	30,100	1.09	17
WOMEN 25-49	76,400	1.06	18
WOMEN 35-44	31,800	1.05	18
WOMEN 45-49	14,500	1.03	18
WOMEN 50-54	10,800	.94	19
WOMEN 55-64	15,500	.90	19
WOMEN 65+	16,400	.85	20
TEENS 12-17	36,700	.96	18

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	94,500	.29	48
MEN 18+	50,200	.35	45
MEN 12-24	26,200	.45	40
MEN 18-24	17,500	.52	38
MEN 25-34	16,200	.42	41
MEN 25-49	28,100	.35	45
MEN 35-44	9,400	.31	45
MEN 45-49	2,500	.21	53
MEN 50-54	2,000	.22	54
MEN 55-64	1,900	.16	64
MEN 65+	700	.07	96
WOMEN 18+	30,100	.22	53
WOMEN 12-24	14,300	.29	51
WOMEN 18-24	8,800	.32	48
WOMEN 25-34	9,200	.27	51
WOMEN 25-49	17,200	.23	52
WOMEN 35-44	6,000	.21	52
WOMEN 45-49	2,000	.17	60
WOMEN 50-54	1,400	.14	66
WOMEN 55-64	1,400	.10	81
WOMEN 65+	1,300	.10	77
TEENS 12-17	14,200	.30	51

CHARLOTTESVILLE, VA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	146,400	.05	231
MEN 18+	62,300	.05	235
MEN 12-24	18,000	.06	224
MEN 18-24	11,400	.07	217
MEN 25-34	10,900	.05	238
MEN 25-49	28,600	.05	232
MEN 35-44	11,800	.05	232
MEN 45-49	5,900	.05	236
MEN 50-54	5,500	.05	231
MEN 55-64	7,900	.05	239
MEN 65+	8,900	.05	238
WOMEN 18+	71,300	.06	222
WOMEN 12-24	18,700	.06	218
WOMEN 18-24	12,500	.08	195
WOMEN 25-34	11,700	.05	219
WOMEN 25-49	31,600	.05	221
WOMEN 35-44	13,300	.05	213
WOMEN 45-49	6,600	.05	229
WOMEN 50-54	6,000	.05	226
WOMEN 55-64	9,000	.05	226
WOMEN 65+	12,200	.05	240
TEENS 12-17	12,800	.05	241

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	19,400	.06	152
MEN 18+	7,600	.06	162
MEN 12-24	2,700	.06	162
MEN 18-24	1,600	.07	162
MEN 25-34	1,400	.05	171
MEN 25-49	3,600	.05	165
MEN 35-44	1,700	.06	159
MEN 45-49	500	.04	179
MEN 50-54	700	.07	146
MEN 55-64	800	.05	153
MEN 65+	900	.07	138
WOMEN 18+	9,700	.06	147
WOMEN 12-24	2,900	.07	150
WOMEN 18-24	1,900	.09	141
WOMEN 25-34	1,900	.06	146
WOMEN 25-49	4,700	.06	147
WOMEN 35-44	2,000	.06	147
WOMEN 45-49	800	.05	149
WOMEN 50-54	700	.06	147
WOMEN 55-64	900	.05	150
WOMEN 65+	1,500	.07	133
TEENS 12-17	2,100	.05	161

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,600	.01	221
MEN 18+	1,600	.01	226
MEN 12-24	900	.01	218
MEN 18-24	600	.01	210
MEN 25-34	500	.01	213
MEN 25-49	900	.01	219
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	1,600	.01	212
WOMEN 12-24	600	.01	216
WOMEN 18-24	500	.01	195
WOMEN 25-34	400	.01	209
WOMEN 25-49	800	.01	212
WOMEN 35-44	300	.01	202
WOMEN 45-49	100		201
WOMEN 50-54	200	.02	157
WOMEN 55-64			256
WOMEN 65+	100		181
TEENS 12-17	400		227

CHATTANOOGA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	417,500	.16	108
MEN 18+	179,300	.16	107
MEN 12-24	43,500	.15	119
MEN 18-24	23,600	.15	118
MEN 25-34	31,500	.15	105
MEN 25-49	84,100	.15	111
MEN 35-44	34,800	.15	112
MEN 45-49	17,800	.16	112
MEN 50-54	17,300	.17	103
MEN 55-64	26,800	.18	95
MEN 65+	27,500	.17	98
WOMEN 18+	199,400	.17	103
WOMEN 12-24	42,200	.15	112
WOMEN 18-24	23,300	.16	110
WOMEN 25-34	31,700	.16	104
WOMEN 25-49	87,100	.16	109
WOMEN 35-44	36,100	.16	108
WOMEN 45-49	19,300	.16	109
WOMEN 50-54	18,500	.17	100
WOMEN 55-64	29,200	.18	96
WOMEN 65+	41,300	.18	93
TEENS 12-17	38,800	.15	118

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	55,500	.18	88
MEN 18+	21,400	.17	91
MEN 12-24	6,800	.17	97
MEN 18-24	3,400	.16	100
MEN 25-34	3,900	.15	96
MEN 25-49	10,800	.16	91
MEN 35-44	4,400	.16	94
MEN 45-49	2,500	.20	77
MEN 50-54	1,700	.17	86
MEN 55-64	2,800	.20	80
MEN 65+	2,700	.22	81
WOMEN 18+	27,500	.19	84
WOMEN 12-24	7,100	.18	96
WOMEN 18-24	3,900	.19	97
WOMEN 25-34	5,200	.18	84
WOMEN 25-49	13,200	.18	85
WOMEN 35-44	5,300	.17	88
WOMEN 45-49	2,700	.19	80
WOMEN 50-54	2,200	.19	82
WOMEN 55-64	3,400	.19	81
WOMEN 65+	4,800	.25	71
TEENS 12-17	6,600	.17	95

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,300	.01	188
MEN 18+	3,200	.02	183
MEN 12-24	1,600	.02	180
MEN 18-24	1,100	.03	177
MEN 25-34	800	.02	188
MEN 25-49	1,600	.02	189
MEN 35-44	700	.02	169
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	300	.02	151
MEN 65+	100	.01	186
WOMEN 18+	2,100	.01	193
WOMEN 12-24	1,100	.02	183
WOMEN 18-24	600	.02	181
WOMEN 25-34	500	.01	196
WOMEN 25-49	1,100	.01	191
WOMEN 35-44	400	.01	188
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+	100		181
TEENS 12-17	1,000	.02	179

METRO MARKET POPULATION ESTIMATES

CHEYENNE, WY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	71,900	.02	289
MEN 18+	32,200	.02	289
MEN 12-24	8,400	.02	289
MEN 18-24	4,700	.03	289
MEN 25-34	6,000	.02	288
MEN 35-44	15,600	.02	288
MEN 45-49	6,400	.02	285
MEN 50-54	3,200	.02	288
MEN 55-64	3,000	.03	288
MEN 55-64	4,500	.03	285
MEN 65+	4,400	.02	291
WOMEN 18+	32,300	.02	292
WOMEN 12-24	7,700	.02	289
WOMEN 18-24	4,000	.02	289
WOMEN 25-34	5,300	.02	289
WOMEN 35-44	14,600	.02	289
WOMEN 45-49	6,000	.02	288
WOMEN 50-54	3,300	.02	285
WOMEN 55-64	3,100	.02	287
WOMEN 55-64	4,600	.02	289
WOMEN 65+	6,000	.02	293
TEENS 12-17	7,400	.02	285

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,600		253
MEN 18+	1,300	.01	255
MEN 12-24	600	.01	243
MEN 18-24	400	.02	238
MEN 25-34	200		261
MEN 35-44	600		256
MEN 45-49	300	.01	244
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+	100		228
WOMEN 18+	1,000		246
WOMEN 12-24	400	.01	241
WOMEN 18-24	300	.01	229
WOMEN 25-34	100		265
WOMEN 35-44	400		253
WOMEN 45-49	200		236
WOMEN 50-54	100		226
WOMEN 55-64	100		220
WOMEN 55-64	100		233
WOMEN 65+	100		238
TEENS 12-17	300		249

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,800	.02	174
MEN 18+	3,300	.02	181
MEN 12-24	1,300	.02	190
MEN 18-24	700	.02	197
MEN 25-34	700	.01	192
MEN 35-44	1,700	.02	183
MEN 45-49	600	.02	179
MEN 50-54	400	.03	140
MEN 55-64	200	.02	159
MEN 55-64	400	.03	140
MEN 65+	300	.03	135
WOMEN 18+	3,300	.02	167
WOMEN 12-24	1,200	.02	177
WOMEN 18-24	600	.02	181
WOMEN 25-34	700	.02	176
WOMEN 35-44	1,700	.02	170
WOMEN 45-49	700	.02	155
WOMEN 50-54	300	.02	150
WOMEN 55-64	200	.02	157
WOMEN 55-64	400	.03	140
WOMEN 65+	400	.03	132
TEENS 12-17	1,200	.02	170

CHICAGO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,648,900	3.05	3
MEN 18+	3,302,100	3.02	3
MEN 12-24	859,600	3.03	3
MEN 18-24	446,500	2.91	3
MEN 25-34	654,900	3.25	3
MEN 35-44	1,716,300	3.21	3
MEN 45-49	718,800	3.23	3
MEN 50-54	342,600	3.10	3
MEN 55-64	299,800	3.02	3
MEN 55-64	425,300	2.91	3
MEN 65+	414,200	2.63	3
WOMEN 18+	3,538,100	3.05	3
WOMEN 12-24	814,100	3.03	3
WOMEN 18-24	418,500	2.89	3
WOMEN 25-34	644,700	3.29	3
WOMEN 35-44	1,731,300	3.24	3
WOMEN 45-49	729,400	3.25	3
WOMEN 50-54	357,200	3.13	3
WOMEN 55-64	317,600	3.06	3
WOMEN 55-64	465,900	2.96	3
WOMEN 65+	604,800	2.74	3
TEENS 12-17	808,700	3.18	3

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,355,400	4.54	2
MEN 18+	521,100	4.32	2
MEN 12-24	157,600	4.00	2
MEN 18-24	72,100	3.59	2
MEN 25-34	100,900	3.99	3
MEN 35-44	272,500	4.21	2
MEN 45-49	117,500	4.33	2
MEN 50-54	54,100	4.41	2
MEN 55-64	46,100	4.71	2
MEN 55-64	70,100	5.01	2
MEN 65+	60,300	4.95	2
WOMEN 18+	661,800	4.74	2
WOMEN 12-24	168,100	4.29	2
WOMEN 18-24	81,100	3.97	2
WOMEN 25-34	125,500	4.55	2
WOMEN 35-44	339,400	4.74	2
WOMEN 45-49	145,100	4.82	2
WOMEN 50-54	68,800	4.92	2
WOMEN 55-64	57,700	5.03	2
WOMEN 55-64	90,000	5.28	2
WOMEN 65+	93,600	4.88	2
TEENS 12-17	172,500	4.53	2

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,323,200	4.08	4
MEN 18+	598,400	4.18	4
MEN 12-24	255,300	4.42	3
MEN 18-24	147,100	4.44	3
MEN 25-34	170,600	4.42	3
MEN 35-44	344,000	4.30	4
MEN 45-49	126,600	4.22	4
MEN 50-54	46,800	4.08	5
MEN 55-64	36,600	4.09	4
MEN 55-64	43,600	3.71	5
MEN 65+	27,100	2.91	7
WOMEN 18+	521,200	3.88	4
WOMEN 12-24	211,500	4.33	3
WOMEN 18-24	116,100	4.34	3
WOMEN 25-34	141,100	4.24	3
WOMEN 35-44	293,900	4.04	4
WOMEN 45-49	109,800	3.92	5
WOMEN 50-54	43,000	3.77	5
WOMEN 55-64	34,900	3.71	5
WOMEN 55-64	44,700	3.40	6
WOMEN 65+	31,600	2.59	9
TEENS 12-17	203,600	4.36	3

CHICO, CA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	183,800	.07	198
MEN 18+	80,400	.07	196
MEN 12-24	23,500	.08	191
MEN 18-24	14,500	.09	181
MEN 25-34	15,400	.07	188
MEN 35-44	35,000	.06	207
MEN 45-49	12,600	.05	223
MEN 50-54	7,000	.06	213
MEN 55-64	6,800	.06	205
MEN 55-64	10,200	.07	205
MEN 65+	13,900	.08	179
WOMEN 18+	86,100	.07	197
WOMEN 12-24	22,900	.08	183
WOMEN 18-24	14,600	.10	176
WOMEN 25-34	14,100	.07	195
WOMEN 35-44	34,300	.06	207
WOMEN 45-49	12,900	.05	222
WOMEN 50-54	7,300	.06	211
WOMEN 55-64	7,300	.07	202
WOMEN 55-64	11,000	.06	198
WOMEN 65+	18,900	.08	183
TEENS 12-17	17,300	.06	202

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,400	.01	238
MEN 18+	1,600	.01	243
MEN 12-24	700	.01	238
MEN 18-24	400	.02	238
MEN 25-34	400	.01	239
MEN 35-44	800	.01	248
MEN 45-49	300	.01	244
MEN 50-54	100		244
MEN 55-64	100	.01	228
MEN 55-64	100		236
MEN 65+	200	.01	218
WOMEN 18+	1,300		234
WOMEN 12-24	500	.01	235
WOMEN 18-24	300	.01	229
WOMEN 25-34	200		245
WOMEN 35-44	500		241
WOMEN 45-49	300	.01	231
WOMEN 50-54			261
WOMEN 55-64	200	.01	203
WOMEN 55-64	100		233
WOMEN 65+	200	.01	221
TEENS 12-17	500	.01	229

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	19,500	.06	125
MEN 18+	8,800	.06	129
MEN 12-24	3,900	.06	129
MEN 18-24	2,500	.07	127
MEN 25-34	2,700	.07	122
MEN 35-44	4,700	.05	127
MEN 45-49	1,400	.04	131
MEN 50-54	600	.05	126
MEN 55-64	500	.05	122
MEN 55-64	600	.05	122
MEN 65+	500	.05	112
WOMEN 18+	8,000	.05	122
WOMEN 12-24	3,600	.07	119
WOMEN 18-24	2,300	.08	116
WOMEN 25-34	2,300	.06	117
WOMEN 35-44	4,100	.05	123
WOMEN 45-49	1,200	.04	128
WOMEN 50-54	600	.05	122
WOMEN 55-64	400	.04	129
WOMEN 55-64	600	.04	118
WOMEN 65+	600	.04	107
TEENS 12-17	2,700	.05	125

METRO MARKET POPULATION ESTIMATES

CINCINNATI

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,693,100	.67	27
MEN 18+	726,000	.66	27
MEN 12-24	192,300	.67	28
MEN 18-24	101,900	.66	28
MEN 25-34	131,900	.65	28
MEN 25-49	362,300	.67	27
MEN 35-44	153,000	.68	26
MEN 45-49	77,400	.70	26
MEN 50-54	68,100	.68	26
MEN 55-64	96,100	.65	26
MEN 65+	97,600	.61	28
WOMEN 18+	790,600	.68	26
WOMEN 12-24	184,600	.68	28
WOMEN 18-24	98,500	.68	28
WOMEN 25-34	134,600	.68	27
WOMEN 25-49	372,700	.69	27
WOMEN 35-44	157,700	.70	26
WOMEN 45-49	80,400	.70	26
WOMEN 50-54	71,800	.69	26
WOMEN 55-64	103,800	.65	26
WOMEN 65+	143,800	.65	25
TEENS 12-17	176,500	.69	28

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	192,300	.64	30
MEN 18+	75,800	.62	32
MEN 12-24	25,700	.65	28
MEN 18-24	12,600	.62	31
MEN 25-34	15,500	.61	34
MEN 25-49	40,100	.62	33
MEN 35-44	16,700	.61	34
MEN 45-49	7,900	.64	30
MEN 50-54	6,000	.61	31
MEN 55-64	9,000	.64	30
MEN 65+	8,100	.66	27
WOMEN 18+	91,100	.65	30
WOMEN 12-24	25,600	.65	29
WOMEN 18-24	13,300	.65	31
WOMEN 25-34	17,600	.63	32
WOMEN 25-49	46,000	.64	32
WOMEN 35-44	19,300	.64	33
WOMEN 45-49	9,100	.65	31
WOMEN 50-54	7,500	.65	31
WOMEN 55-64	11,000	.64	31
WOMEN 65+	13,300	.69	27
TEENS 12-17	25,400	.66	30

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	20,600	.06	122
MEN 18+	10,000	.06	121
MEN 12-24	4,600	.07	121
MEN 18-24	3,000	.09	119
MEN 25-34	2,700	.07	122
MEN 25-49	5,300	.06	121
MEN 35-44	1,900	.06	120
MEN 45-49	700	.06	121
MEN 50-54	300	.03	139
MEN 55-64	600	.05	122
MEN 65+	800	.08	88
WOMEN 18+	7,600	.05	123
WOMEN 12-24	2,900	.05	126
WOMEN 18-24	1,500	.05	131
WOMEN 25-34	2,100	.06	121
WOMEN 25-49	4,300	.05	122
WOMEN 35-44	1,800	.06	113
WOMEN 45-49	400	.03	134
WOMEN 50-54	800	.08	96
WOMEN 55-64	500	.03	131
WOMEN 65+	500	.04	116
TEENS 12-17	3,000	.06	121

CLARKSVILLE-HOPKINSVILLE, TN-KY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	171,000	.06	206
MEN 18+	77,700	.07	203
MEN 12-24	23,900	.08	188
MEN 18-24	14,800	.09	179
MEN 25-34	18,800	.09	164
MEN 25-49	42,100	.07	185
MEN 35-44	16,600	.07	188
MEN 45-49	6,700	.06	219
MEN 50-54	5,600	.05	230
MEN 55-64	7,400	.05	248
MEN 65+	7,800	.04	255
WOMEN 18+	75,700	.06	215
WOMEN 12-24	19,200	.07	214
WOMEN 18-24	10,700	.07	217
WOMEN 25-34	16,500	.08	177
WOMEN 25-49	39,700	.07	193
WOMEN 35-44	16,100	.07	194
WOMEN 45-49	7,100	.06	214
WOMEN 50-54	5,800	.05	231
WOMEN 55-64	8,200	.05	241
WOMEN 65+	11,300	.05	248
TEENS 12-17	17,600	.06	201

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	36,800	.12	120
MEN 18+	15,700	.13	114
MEN 12-24	5,800	.14	113
MEN 18-24	3,200	.15	105
MEN 25-34	4,300	.17	92
MEN 25-49	9,300	.14	104
MEN 35-44	3,800	.14	105
MEN 45-49	1,200	.09	131
MEN 50-54	900	.09	131
MEN 55-64	1,200	.08	134
MEN 65+	1,100	.09	129
WOMEN 18+	16,000	.11	123
WOMEN 12-24	5,200	.13	122
WOMEN 18-24	2,700	.13	120
WOMEN 25-34	3,900	.14	103
WOMEN 25-49	9,100	.12	115
WOMEN 35-44	3,800	.12	110
WOMEN 45-49	1,400	.10	128
WOMEN 50-54	1,000	.08	129
WOMEN 55-64	1,400	.08	134
WOMEN 65+	1,800	.09	127
TEENS 12-17	5,100	.13	116

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,200	.01	189
MEN 18+	3,100	.02	188
MEN 12-24	1,600	.02	180
MEN 18-24	1,100	.03	177
MEN 25-34	1,100	.02	172
MEN 25-49	1,700	.02	183
MEN 35-44	500	.01	192
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+			249
WOMEN 18+	2,300	.01	185
WOMEN 12-24	900	.01	196
WOMEN 18-24	600	.02	181
WOMEN 25-34	800	.02	170
WOMEN 25-49	1,500	.02	174
WOMEN 35-44	500	.01	175
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64			256
WOMEN 65+	100		181
TEENS 12-17	800	.01	192

CLEVELAND

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,792,900	.71	25
MEN 18+	755,700	.69	25
MEN 12-24	189,300	.66	30
MEN 18-24	94,900	.61	31
MEN 25-34	121,200	.60	36
MEN 25-49	354,900	.66	29
MEN 35-44	152,400	.68	27
MEN 45-49	81,300	.73	25
MEN 50-54	73,800	.74	25
MEN 55-64	106,400	.73	25
MEN 65+	125,700	.79	23
WOMEN 18+	852,300	.73	25
WOMEN 12-24	182,400	.68	29
WOMEN 18-24	91,900	.63	30
WOMEN 25-34	127,600	.65	29
WOMEN 25-49	375,500	.70	25
WOMEN 35-44	161,700	.72	25
WOMEN 45-49	86,200	.75	25
WOMEN 50-54	78,800	.75	25
WOMEN 55-64	119,000	.75	25
WOMEN 65+	187,100	.84	22
TEENS 12-17	184,900	.72	25

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	335,800	1.12	17
MEN 18+	128,100	1.06	17
MEN 12-24	41,300	1.04	17
MEN 18-24	19,200	.95	17
MEN 25-34	21,800	.86	20
MEN 25-49	62,800	.97	18
MEN 35-44	27,300	1.00	17
MEN 45-49	13,700	1.11	17
MEN 50-54	11,300	1.15	17
MEN 55-64	17,300	1.23	17
MEN 65+	17,500	1.43	13
WOMEN 18+	163,700	1.17	17
WOMEN 12-24	43,000	1.09	17
WOMEN 18-24	21,100	1.03	17
WOMEN 25-34	27,700	1.00	18
WOMEN 25-49	79,200	1.10	17
WOMEN 35-44	34,400	1.14	17
WOMEN 45-49	17,100	1.22	17
WOMEN 50-54	14,000	1.22	17
WOMEN 55-64	22,100	1.29	17
WOMEN 65+	27,300	1.42	14
TEENS 12-17	44,000	1.15	17

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	59,300	.18	64
MEN 18+	24,700	.17	65
MEN 12-24	11,300	.19	65
MEN 18-24	6,000	.18	70
MEN 25-34	5,600	.14	69
MEN 25-49	12,900	.16	66
MEN 35-44	5,200	.17	62
MEN 45-49	2,100	.18	59
MEN 50-54	1,700	.19	57
MEN 55-64	2,300	.19	55
MEN 65+	1,800	.19	56
WOMEN 18+	24,800	.18	61
WOMEN 12-24	9,900	.20	62
WOMEN 18-24	5,400	.20	66
WOMEN 25-34	5,600	.16	64
WOMEN 25-49	13,200	.18	61
WOMEN 35-44	5,300	.18	57
WOMEN 45-49	2,300	.20	52
WOMEN 50-54	1,900	.20	55
WOMEN 55-64	2,200	.16	62
WOMEN 65+	2,100	.17	57
TEENS 12-17	9,800	.20	61

METRO MARKET POPULATION ESTIMATES

COLORADO SPRINGS

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	456,900	.18	96	PERSONS 12+	33,500	.11	127	PERSONS 12+	50,700	.15	69
MEN 18+	201,400	.18	94	MEN 18+	15,200	.12	122	MEN 18+	21,800	.15	70
MEN 12-24	58,900	.20	86	MEN 12-24	5,900	.14	109	MEN 12-24	10,000	.17	69
MEN 18-24	32,300	.21	89	MEN 18-24	3,300	.16	104	MEN 18-24	5,800	.17	71
MEN 25-34	37,600	.18	92	MEN 25-34	3,600	.14	106	MEN 25-34	5,300	.13	75
MEN 25-49	103,300	.19	90	MEN 25-49	8,500	.13	111	MEN 25-49	11,500	.14	72
MEN 35-44	43,800	.19	82	MEN 35-44	3,500	.12	113	MEN 35-44	4,400	.14	69
MEN 45-49	21,900	.19	84	MEN 45-49	1,400	.11	119	MEN 45-49	1,800	.15	67
MEN 50-54	18,800	.18	90	MEN 50-54	900	.09	131	MEN 50-54	1,400	.15	67
MEN 55-64	25,400	.17	105	MEN 55-64	1,600	.11	118	MEN 55-64	1,900	.16	64
MEN 65+	21,600	.13	126	MEN 65+	900	.07	138	MEN 65+	1,200	.12	66
WOMEN 18+	204,300	.17	99	WOMEN 18+	13,200	.09	132	WOMEN 18+	20,800	.15	69
WOMEN 12-24	51,500	.19	96	WOMEN 12-24	5,100	.13	125	WOMEN 12-24	8,600	.17	68
WOMEN 18-24	26,900	.18	100	WOMEN 18-24	2,600	.12	124	WOMEN 18-24	4,700	.17	68
WOMEN 25-34	35,500	.18	96	WOMEN 25-34	2,900	.10	129	WOMEN 25-34	4,800	.14	68
WOMEN 25-49	101,300	.18	89	WOMEN 25-49	7,100	.09	131	WOMEN 25-49	10,800	.14	69
WOMEN 35-44	43,100	.19	88	WOMEN 35-44	3,100	.10	126	WOMEN 35-44	4,200	.15	69
WOMEN 45-49	22,700	.19	85	WOMEN 45-49	1,100	.07	140	WOMEN 45-49	1,800	.15	65
WOMEN 50-54	19,700	.18	87	WOMEN 50-54	1,000	.08	129	WOMEN 50-54	1,500	.15	63
WOMEN 55-64	27,000	.17	103	WOMEN 55-64	1,500	.08	131	WOMEN 55-64	2,300	.17	60
WOMEN 65+	29,400	.13	132	WOMEN 65+	1,000	.05	152	WOMEN 65+	1,500	.12	66
TEENS 12-17	51,200	.20	85	TEENS 12-17	5,100	.13	116	TEENS 12-17	8,100	.17	65

COLUMBIA, MO

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	122,900	.04	256	PERSONS 12+	10,500	.03	193	PERSONS 12+	2,300	.01	245
MEN 18+	53,800	.04	255	MEN 18+	4,200	.03	201	MEN 18+	1,000	.01	246
MEN 12-24	17,300	.06	237	MEN 12-24	1,600	.04	192	MEN 12-24	500	.01	240
MEN 18-24	12,200	.07	205	MEN 18-24	1,000	.04	182	MEN 18-24	300	.01	243
MEN 25-34	11,600	.05	225	MEN 25-34	1,000	.03	189	MEN 25-34	400	.01	225
MEN 25-49	26,200	.04	247	MEN 25-49	2,300	.03	201	MEN 25-49	600	.01	235
MEN 35-44	9,900	.04	251	MEN 35-44	900	.03	196	MEN 35-44	200	.01	233
MEN 45-49	4,700	.04	263	MEN 45-49	400	.03	194	MEN 45-49	200	.01	257
MEN 50-54	4,300	.04	263	MEN 50-54	300	.03	189	MEN 50-54	100	.01	187
MEN 55-64	5,700	.03	270	MEN 55-64	300	.02	204	MEN 55-64	100	.01	255
MEN 65+	5,400	.03	281	MEN 65+	300	.02	197	MEN 65+	100	.01	249
WOMEN 18+	59,100	.05	249	WOMEN 18+	5,100	.03	181	WOMEN 18+	1,000	.01	230
WOMEN 12-24	18,800	.07	217	WOMEN 12-24	2,000	.05	167	WOMEN 12-24	500	.01	224
WOMEN 18-24	13,900	.09	180	WOMEN 18-24	1,400	.06	158	WOMEN 18-24	400	.01	213
WOMEN 25-34	11,500	.05	223	WOMEN 25-34	1,200	.04	165	WOMEN 25-34	200	.01	235
WOMEN 25-49	26,900	.05	238	WOMEN 25-49	2,500	.03	180	WOMEN 25-49	500	.01	231
WOMEN 35-44	10,200	.04	247	WOMEN 35-44	1,000	.03	182	WOMEN 35-44	200	.01	224
WOMEN 45-49	5,200	.04	257	WOMEN 45-49	300	.02	199	WOMEN 45-49	100	.01	201
WOMEN 50-54	4,600	.04	261	WOMEN 50-54	400	.03	174	WOMEN 50-54	100	.01	246
WOMEN 55-64	6,200	.03	268	WOMEN 55-64	400	.02	194	WOMEN 55-64	100	.01	203
WOMEN 65+	7,500	.03	285	WOMEN 65+	400	.02	200	WOMEN 65+	100	.01	237
TEENS 12-17	10,000	.03	266	TEENS 12-17	1,200	.03	193	TEENS 12-17	300	.01	242

COLUMBIA, SC

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	483,400	.19	89	PERSONS 12+	158,600	.53	40	PERSONS 12+	13,000	.04	145
MEN 18+	208,400	.19	91	MEN 18+	64,200	.53	38	MEN 18+	6,500	.04	139
MEN 12-24	56,300	.19	91	MEN 12-24	21,400	.54	40	MEN 12-24	3,400	.05	132
MEN 18-24	32,700	.21	87	MEN 18-24	12,100	.60	34	MEN 18-24	2,300	.06	132
MEN 25-34	40,400	.20	88	MEN 25-34	13,900	.55	39	MEN 25-34	1,800	.04	137
MEN 25-49	104,500	.19	87	MEN 25-49	35,000	.54	39	MEN 25-49	3,300	.04	140
MEN 35-44	43,000	.19	86	MEN 35-44	14,600	.53	40	MEN 35-44	1,100	.03	141
MEN 45-49	21,100	.19	88	MEN 45-49	6,500	.53	40	MEN 45-49	400	.03	140
MEN 50-54	19,100	.19	85	MEN 50-54	5,100	.52	40	MEN 50-54	200	.02	159
MEN 55-64	27,600	.18	91	MEN 55-64	6,900	.49	41	MEN 55-64	300	.02	151
MEN 65+	24,500	.15	115	MEN 65+	5,100	.41	47	MEN 65+	400	.04	125
WOMEN 18+	229,300	.19	88	WOMEN 18+	76,200	.54	38	WOMEN 18+	4,600	.03	148
WOMEN 12-24	53,900	.20	89	WOMEN 12-24	22,000	.56	39	WOMEN 12-24	2,000	.04	147
WOMEN 18-24	31,800	.22	87	WOMEN 18-24	13,100	.64	32	WOMEN 18-24	1,200	.04	147
WOMEN 25-34	41,900	.21	80	WOMEN 25-34	16,200	.58	37	WOMEN 25-34	1,200	.03	147
WOMEN 25-49	110,700	.20	82	WOMEN 25-49	40,700	.56	36	WOMEN 25-49	2,400	.03	148
WOMEN 35-44	45,500	.20	84	WOMEN 35-44	16,900	.56	35	WOMEN 35-44	900	.03	144
WOMEN 45-49	23,300	.20	83	WOMEN 45-49	7,600	.54	37	WOMEN 45-49	300	.02	150
WOMEN 50-54	21,100	.20	84	WOMEN 50-54	6,100	.53	36	WOMEN 50-54	300	.03	141
WOMEN 55-64	30,000	.19	93	WOMEN 55-64	8,100	.47	40	WOMEN 55-64	400	.03	140
WOMEN 65+	35,700	.16	108	WOMEN 65+	8,200	.42	47	WOMEN 65+	300	.02	148
TEENS 12-17	45,700	.18	95	TEENS 12-17	18,200	.47	44	TEENS 12-17	1,900	.04	144

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

COLUMBUS, GA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	208,500	.08	183
MEN 18+	91,000	.08	183
MEN 12-24	30,100	.10	158
MEN 18-24	18,600	.12	154
MEN 25-34	18,000	.08	172
MEN 25-49	43,900	.08	180
MEN 35-44	17,400	.07	181
MEN 45-49	8,500	.07	191
MEN 50-54	7,300	.07	198
MEN 55-64	10,200	.07	205
MEN 65+	11,000	.06	206
WOMEN 18+	95,200	.08	185
WOMEN 12-24	22,800	.08	184
WOMEN 18-24	12,000	.08	202
WOMEN 25-34	16,800	.08	172
WOMEN 25-49	44,400	.08	177
WOMEN 35-44	18,300	.08	178
WOMEN 45-49	9,300	.08	189
WOMEN 50-54	8,300	.08	189
WOMEN 55-64	12,100	.07	191
WOMEN 65+	18,400	.08	186
TEENS 12-17	22,300	.08	172

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	85,100	.28	68
MEN 18+	34,400	.28	68
MEN 12-24	11,700	.29	67
MEN 18-24	6,500	.32	65
MEN 25-34	7,300	.28	67
MEN 25-49	18,300	.28	68
MEN 35-44	7,500	.27	68
MEN 45-49	3,500	.28	68
MEN 50-54	2,700	.27	69
MEN 55-64	3,800	.27	68
MEN 65+	3,100	.25	70
WOMEN 18+	39,800	.28	66
WOMEN 12-24	11,300	.28	69
WOMEN 18-24	5,600	.27	70
WOMEN 25-34	7,900	.28	67
WOMEN 25-49	20,500	.28	67
WOMEN 35-44	8,500	.28	68
WOMEN 45-49	4,100	.29	66
WOMEN 50-54	3,300	.28	66
WOMEN 55-64	4,700	.27	67
WOMEN 65+	5,700	.29	61
TEENS 12-17	10,900	.28	67

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,200	.02	182
MEN 18+	3,700	.02	176
MEN 12-24	2,100	.03	164
MEN 18-24	1,500	.04	154
MEN 25-34	1,000	.02	180
MEN 25-49	1,900	.02	177
MEN 35-44	600	.02	179
MEN 45-49	300	.02	159
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	2,400	.01	184
WOMEN 12-24	1,000	.02	187
WOMEN 18-24	500	.01	195
WOMEN 25-34	700	.02	176
WOMEN 25-49	1,500	.02	174
WOMEN 35-44	500	.01	175
WOMEN 45-49	300	.02	150
WOMEN 50-54	200	.02	157
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	1,100	.02	173

COLUMBUS, OH

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,382,200	.55	35
MEN 18+	604,100	.55	36
MEN 12-24	155,300	.54	34
MEN 18-24	84,800	.55	33
MEN 25-34	127,000	.63	31
MEN 25-49	320,600	.60	35
MEN 35-44	131,900	.59	36
MEN 45-49	61,700	.55	37
MEN 50-54	53,800	.54	36
MEN 55-64	74,400	.51	38
MEN 65+	70,500	.44	42
WOMEN 18+	640,700	.55	35
WOMEN 12-24	147,500	.55	34
WOMEN 18-24	80,600	.55	34
WOMEN 25-34	124,100	.63	32
WOMEN 25-49	319,600	.59	34
WOMEN 35-44	131,700	.58	34
WOMEN 45-49	63,800	.56	37
WOMEN 50-54	57,100	.55	34
WOMEN 55-64	82,100	.52	37
WOMEN 65+	101,300	.46	39
TEENS 12-17	137,400	.54	36

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	188,900	.63	31
MEN 18+	78,000	.64	28
MEN 12-24	24,200	.61	34
MEN 18-24	12,100	.60	34
MEN 25-34	18,700	.74	23
MEN 25-49	45,000	.69	28
MEN 35-44	18,800	.69	28
MEN 45-49	7,500	.61	33
MEN 50-54	5,800	.59	35
MEN 55-64	8,300	.59	33
MEN 65+	6,800	.55	33
WOMEN 18+	87,100	.62	31
WOMEN 12-24	23,600	.60	35
WOMEN 18-24	11,900	.58	36
WOMEN 25-34	20,000	.72	28
WOMEN 25-49	48,100	.67	30
WOMEN 35-44	19,500	.64	32
WOMEN 45-49	8,600	.61	33
WOMEN 50-54	6,900	.60	32
WOMEN 55-64	9,900	.58	34
WOMEN 65+	10,300	.53	33
TEENS 12-17	23,800	.62	34

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	27,700	.08	108
MEN 18+	13,400	.09	105
MEN 12-24	6,200	.10	104
MEN 18-24	3,900	.11	103
MEN 25-34	4,400	.11	95
MEN 25-49	7,800	.09	104
MEN 35-44	2,600	.08	106
MEN 45-49	800	.06	111
MEN 50-54	800	.08	97
MEN 55-64	500	.04	128
MEN 65+	400	.04	125
WOMEN 18+	10,300	.07	111
WOMEN 12-24	4,200	.08	114
WOMEN 18-24	2,500	.09	112
WOMEN 25-34	3,100	.09	100
WOMEN 25-49	5,800	.07	108
WOMEN 35-44	2,000	.07	107
WOMEN 45-49	700	.06	116
WOMEN 50-54	700	.07	105
WOMEN 55-64	800	.06	110
WOMEN 65+	500	.04	116
TEENS 12-17	4,000	.08	110

COLUMBUS-STARKVILLE-W. POINT, MS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	103,900	.04	267
MEN 18+	44,300	.04	272
MEN 12-24	15,400	.05	249
MEN 18-24	10,200	.06	230
MEN 25-34	8,900	.04	258
MEN 25-49	20,100	.03	274
MEN 35-44	7,400	.03	278
MEN 45-49	3,800	.03	279
MEN 50-54	3,600	.03	277
MEN 55-64	5,200	.03	276
MEN 65+	5,200	.03	282
WOMEN 18+	49,500	.04	267
WOMEN 12-24	15,000	.05	247
WOMEN 18-24	10,100	.06	224
WOMEN 25-34	8,700	.04	253
WOMEN 25-49	21,400	.04	266
WOMEN 35-44	8,400	.03	270
WOMEN 45-49	4,300	.03	271
WOMEN 50-54	3,800	.03	275
WOMEN 55-64	5,600	.03	278
WOMEN 65+	8,600	.03	273
TEENS 12-17	10,100	.03	264

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	43,300	.14	104
MEN 18+	16,500	.13	109
MEN 12-24	6,300	.16	104
MEN 18-24	3,500	.17	95
MEN 25-34	3,600	.14	106
MEN 25-49	8,500	.13	111
MEN 35-44	3,300	.12	116
MEN 45-49	1,600	.13	108
MEN 50-54	1,200	.12	112
MEN 55-64	1,500	.10	125
MEN 65+	1,800	.14	101
WOMEN 18+	21,300	.15	98
WOMEN 12-24	7,000	.17	97
WOMEN 18-24	4,300	.21	89
WOMEN 25-34	4,500	.16	94
WOMEN 25-49	10,600	.14	99
WOMEN 35-44	4,200	.13	103
WOMEN 45-49	1,900	.13	102
WOMEN 50-54	1,400	.12	111
WOMEN 55-64	2,000	.11	114
WOMEN 65+	3,000	.15	97
TEENS 12-17	5,500	.14	112

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,200		276
MEN 18+	700		266
MEN 12-24	300		266
MEN 18-24	300		243
MEN 25-34	200		254
MEN 25-49	400		257
MEN 35-44			285
MEN 45-49	200	.01	177
MEN 50-54			250
MEN 55-64			255
MEN 65+			249
WOMEN 18+	500		266
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34	200		235
WOMEN 25-49	400		241
WOMEN 35-44	100		253
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17			289

METRO MARKET POPULATION ESTIMATES

CONCORD (LAKE REGIONS)

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	227,600	.09	169	PERSONS 12+	1,600		270	PERSONS 12+	1,900		256
MEN 18+	99,500	.09	174	MEN 18+	800		268	MEN 18+	800		262
MEN 12-24	24,600	.08	185	MEN 12-24	400	.01	260	MEN 12-24	400		252
MEN 18-24	13,200	.08	188	MEN 18-24	300	.01	249	MEN 18-24	200		261
MEN 25-34	14,100	.07	200	MEN 25-34	200		261	MEN 25-34	200		254
MEN 35-44	44,400	.08	177	MEN 25-49	300		277	MEN 25-49	300		271
MEN 45-49	19,500	.08	171	MEN 35-44	100		271	MEN 35-44	100		257
MEN 50-54	10,800	.09	162	MEN 45-49	100		277	MEN 45-49	100		257
MEN 55-64	10,300	.10	160	MEN 50-54	100	.01	228	MEN 50-54	100	.01	187
MEN 65+	15,200	.10	160	MEN 55-64	100		236	MEN 55-64	100		199
WOMEN 18+	105,900	.09	172	MEN 65+	260		260	MEN 65+	100	.01	186
WOMEN 12-24	23,300	.08	180	WOMEN 18+	600		264	WOMEN 18+	800		247
WOMEN 18-24	12,500	.08	195	WOMEN 12-24	300		249	WOMEN 12-24	400		235
WOMEN 25-34	14,300	.07	192	WOMEN 18-24	200		243	WOMEN 18-24	300	.01	227
WOMEN 25-49	46,100	.08	173	WOMEN 25-34	100		265	WOMEN 25-34	100		285
WOMEN 35-44	20,400	.09	167	WOMEN 25-49	300		262	WOMEN 25-49	400		241
WOMEN 45-49	11,400	.10	162	WOMEN 35-44	200		236	WOMEN 35-44	200		224
WOMEN 50-54	10,500	.10	162	WOMEN 45-49	100		261	WOMEN 45-49	200	.01	169
WOMEN 55-64	15,400	.09	166	WOMEN 50-54	100		261	WOMEN 50-54	100		246
WOMEN 65+	21,400	.09	169	WOMEN 55-64	100		233	WOMEN 55-64	100		203
TEENS 12-17	22,200	.08	173	WOMEN 65+	263		263	WOMEN 65+	100		237
				TEENS 12-17	200		264	TEENS 12-17	300		242

COOKEVILLE, TN

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	83,500	.03	285	PERSONS 12+	1,300		275	PERSONS 12+	2,400		241
MEN 18+	37,500	.03	283	MEN 18+	600		276	MEN 18+	1,300		232
MEN 12-24	9,800	.03	283	MEN 12-24	200		281	MEN 12-24	600	.01	234
MEN 18-24	6,100	.03	279	MEN 18-24	100		279	MEN 18-24	400	.01	234
MEN 25-34	7,200	.03	276	MEN 25-34	100		274	MEN 25-34	500	.01	213
MEN 25-49	17,200	.03	280	MEN 25-49	400		267	MEN 25-49	700		231
MEN 35-44	6,700	.03	281	MEN 35-44	200		257	MEN 35-44	200		233
MEN 45-49	3,300	.02	285	MEN 45-49	100		244	MEN 45-49	100		257
MEN 50-54	3,100	.03	285	MEN 50-54	100		271	MEN 50-54	100	.01	187
MEN 55-64	5,200	.03	276	MEN 55-64	100		236	MEN 55-64	100		199
MEN 65+	5,900	.03	276	MEN 65+	260		260	MEN 65+	100		249
WOMEN 18+	39,000	.03	284	WOMEN 18+	500		268	WOMEN 18+	800		247
WOMEN 12-24	8,700	.03	286	WOMEN 12-24	200		264	WOMEN 12-24	400		235
WOMEN 18-24	5,400	.03	281	WOMEN 18-24	100		262	WOMEN 18-24	300	.01	227
WOMEN 25-34	6,400	.03	283	WOMEN 25-34	100		265	WOMEN 25-34	200		235
WOMEN 25-49	16,400	.03	286	WOMEN 25-49	200		272	WOMEN 25-49	400		241
WOMEN 35-44	6,700	.02	285	WOMEN 35-44	100		258	WOMEN 35-44	200		224
WOMEN 45-49	3,300	.02	285	WOMEN 45-49	100		261	WOMEN 45-49	100		249
WOMEN 50-54	3,200	.03	285	WOMEN 50-54	100		220	WOMEN 50-54	100		246
WOMEN 55-64	5,800	.03	275	WOMEN 55-64	100		267	WOMEN 55-64	100		203
WOMEN 65+	8,200	.03	278	WOMEN 65+	100		238	WOMEN 65+	100		237
TEENS 12-17	7,000	.02	287	TEENS 12-17	200		264	TEENS 12-17	300		242

CORPUS CHRISTI

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	313,100	.12	137	PERSONS 12+	10,000	.03	196	PERSONS 12+	175,400	.54	36
MEN 18+	133,400	.12	141	MEN 18+	4,300	.03	198	MEN 18+	71,600	.50	39
MEN 12-24	39,100	.13	129	MEN 12-24	1,400	.03	201	MEN 12-24	25,400	.44	41
MEN 18-24	20,500	.13	136	MEN 18-24	700	.03	212	MEN 18-24	13,100	.39	46
MEN 25-34	24,100	.11	139	MEN 25-34	900	.03	198	MEN 25-34	14,800	.38	45
MEN 25-49	63,800	.11	141	MEN 25-49	2,200	.03	203	MEN 25-49	36,000	.45	39
MEN 35-44	25,800	.11	143	MEN 35-44	900	.03	196	MEN 35-44	13,900	.46	38
MEN 45-49	13,900	.12	138	MEN 45-49	400	.03	194	MEN 45-49	7,300	.63	32
MEN 50-54	12,700	.12	136	MEN 50-54	300	.03	189	MEN 50-54	6,500	.72	28
MEN 55-64	17,900	.12	145	MEN 55-64	500	.03	182	MEN 55-64	8,300	.70	27
MEN 65+	18,500	.11	148	MEN 65+	600	.04	159	MEN 65+	7,700	.82	21
WOMEN 18+	143,400	.12	138	WOMEN 18+	4,400	.03	189	WOMEN 18+	79,900	.59	33
WOMEN 12-24	37,500	.14	128	WOMEN 12-24	1,200	.03	201	WOMEN 12-24	25,000	.51	39
WOMEN 18-24	19,800	.13	131	WOMEN 18-24	600	.02	205	WOMEN 18-24	13,400	.50	38
WOMEN 25-34	24,500	.12	132	WOMEN 25-34	800	.02	189	WOMEN 25-34	15,800	.47	39
WOMEN 25-49	65,700	.12	136	WOMEN 25-49	2,000	.02	194	WOMEN 25-49	38,600	.53	35
WOMEN 35-44	26,900	.12	141	WOMEN 35-44	800	.02	192	WOMEN 35-44	15,000	.53	34
WOMEN 45-49	14,300	.12	140	WOMEN 45-49	400	.02	187	WOMEN 45-49	7,800	.68	28
WOMEN 50-54	13,000	.12	139	WOMEN 50-54	300	.02	188	WOMEN 50-54	6,900	.73	28
WOMEN 55-64	19,100	.12	143	WOMEN 55-64	600	.03	172	WOMEN 55-64	9,700	.73	28
WOMEN 65+	25,800	.11	146	WOMEN 65+	900	.04	160	WOMEN 65+	11,300	.92	20
TEENS 12-17	36,300	.14	126	TEENS 12-17	1,300	.03	190	TEENS 12-17	23,900	.51	38

METRO MARKET POPULATION ESTIMATES

DALLAS-FT. WORTH

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,672,400	1.86	5
MEN 18+	2,059,400	1.88	5
MEN 12-24	547,100	1.93	5
MEN 18-24	286,800	1.86	5
MEN 25-34	450,700	2.23	5
MEN 25-49	1,145,000	2.14	5
MEN 35-44	476,400	2.14	5
MEN 45-49	217,900	1.97	5
MEN 50-54	181,100	1.82	5
MEN 55-64	248,800	1.70	6
MEN 65+	197,700	1.25	11
WOMEN 18+	2,102,400	1.81	5
WOMEN 12-24	518,100	1.93	5
WOMEN 18-24	267,800	1.85	5
WOMEN 25-34	429,900	2.19	5
WOMEN 25-49	1,109,700	2.07	5
WOMEN 35-44	462,500	2.06	5
WOMEN 45-49	217,300	1.90	5
WOMEN 50-54	187,200	1.80	5
WOMEN 55-64	263,200	1.67	7
WOMEN 65+	274,500	1.24	10
TEENS 12-17	510,600	2.01	5

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	634,400	2.12	10
MEN 18+	249,700	2.07	10
MEN 12-24	72,000	1.82	11
MEN 18-24	33,100	1.65	11
MEN 25-34	56,900	2.25	8
MEN 25-49	148,400	2.29	10
MEN 35-44	64,100	2.36	9
MEN 45-49	27,400	2.23	10
MEN 50-54	20,500	2.09	10
MEN 55-64	27,700	1.98	11
MEN 65+	20,000	1.64	11
WOMEN 18+	304,600	2.18	10
WOMEN 12-24	81,200	2.07	10
WOMEN 18-24	40,000	1.96	10
WOMEN 25-34	69,000	2.50	8
WOMEN 25-49	174,400	2.43	9
WOMEN 35-44	73,300	2.43	10
WOMEN 45-49	32,100	2.29	10
WOMEN 50-54	24,100	2.10	11
WOMEN 55-64	34,600	2.03	11
WOMEN 65+	31,500	1.64	11
TEENS 12-17	80,100	2.10	10

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,090,300	3.36	7
MEN 18+	506,000	3.53	7
MEN 12-24	213,700	3.70	5
MEN 18-24	123,600	3.73	5
MEN 25-34	154,500	4.00	5
MEN 25-49	304,600	3.80	6
MEN 35-44	111,000	3.70	6
MEN 45-49	39,100	3.41	7
MEN 50-54	27,400	3.06	7
MEN 55-64	32,600	2.77	8
MEN 65+	17,800	1.91	10
WOMEN 18+	416,900	3.11	7
WOMEN 12-24	170,000	3.48	5
WOMEN 18-24	92,700	3.46	5
WOMEN 25-34	121,800	3.66	6
WOMEN 25-49	244,300	3.36	7
WOMEN 35-44	89,000	3.18	7
WOMEN 45-49	33,500	2.93	7
WOMEN 50-54	25,700	2.73	8
WOMEN 55-64	32,900	2.50	8
WOMEN 65+	21,300	1.74	12
TEENS 12-17	167,400	3.58	5

DANBURY, CT

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	184,900	.07	196
MEN 18+	79,500	.07	197
MEN 12-24	17,700	.06	231
MEN 18-24	8,300	.05	255
MEN 25-34	11,600	.05	225
MEN 25-49	37,800	.07	198
MEN 35-44	17,200	.07	183
MEN 45-49	9,000	.08	186
MEN 50-54	8,000	.08	188
MEN 55-64	12,000	.08	186
MEN 65+	13,400	.08	184
WOMEN 18+	86,900	.07	195
WOMEN 12-24	17,000	.06	231
WOMEN 18-24	7,900	.05	247
WOMEN 25-34	11,400	.05	224
WOMEN 25-49	39,000	.07	195
WOMEN 35-44	18,200	.08	179
WOMEN 45-49	9,400	.08	184
WOMEN 50-54	8,200	.07	190
WOMEN 55-64	13,000	.08	183
WOMEN 65+	18,800	.08	184
TEENS 12-17	18,500	.07	195

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,400	.01	225
MEN 18+	2,000	.01	232
MEN 12-24	700	.01	238
MEN 18-24	300	.01	249
MEN 25-34	400	.01	239
MEN 25-49	1,000	.01	234
MEN 35-44	400	.01	231
MEN 45-49	200	.01	219
MEN 50-54	200	.02	207
MEN 55-64	300	.02	204
MEN 65+	200	.01	218
WOMEN 18+	2,600	.01	212
WOMEN 12-24	800	.02	218
WOMEN 18-24	400	.01	223
WOMEN 25-34	400	.01	217
WOMEN 25-49	1,300	.01	211
WOMEN 35-44	600	.02	205
WOMEN 45-49	300	.02	199
WOMEN 50-54	200	.01	203
WOMEN 55-64	400	.02	194
WOMEN 65+	300	.01	211
TEENS 12-17	800	.02	214

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	14,500	.04	137
MEN 18+	6,100	.04	141
MEN 12-24	2,900	.05	140
MEN 18-24	1,600	.04	149
MEN 25-34	1,500	.03	147
MEN 25-49	3,300	.04	140
MEN 35-44	1,300	.04	134
MEN 45-49	500	.04	132
MEN 50-54	400	.04	129
MEN 55-64	500	.04	128
MEN 65+	300	.03	135
WOMEN 18+	5,900	.04	133
WOMEN 12-24	2,500	.05	136
WOMEN 18-24	1,300	.04	142
WOMEN 25-34	1,300	.03	142
WOMEN 25-49	3,200	.04	133
WOMEN 35-44	1,400	.05	126
WOMEN 45-49	500	.04	128
WOMEN 50-54	400	.04	129
WOMEN 55-64	600	.04	118
WOMEN 65+	400	.03	132
TEENS 12-17	2,500	.05	132

DAYTON

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	833,400	.33	58
MEN 18+	356,500	.32	58
MEN 12-24	93,600	.33	58
MEN 18-24	51,200	.33	56
MEN 25-34	59,600	.29	63
MEN 25-49	163,000	.30	60
MEN 35-44	67,700	.30	60
MEN 45-49	35,700	.32	58
MEN 50-54	33,500	.33	58
MEN 55-64	51,900	.35	57
MEN 65+	56,900	.36	52
WOMEN 18+	395,000	.34	58
WOMEN 12-24	90,700	.33	58
WOMEN 18-24	51,200	.35	54
WOMEN 25-34	61,000	.31	61
WOMEN 25-49	169,200	.31	60
WOMEN 35-44	70,300	.31	60
WOMEN 45-49	37,900	.33	58
WOMEN 50-54	36,100	.34	58
WOMEN 55-64	56,200	.35	58
WOMEN 65+	82,300	.37	54
TEENS 12-17	81,900	.32	60

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	111,500	.37	59
MEN 18+	43,800	.36	59
MEN 12-24	14,800	.37	59
MEN 18-24	7,700	.38	59
MEN 25-34	8,100	.32	64
MEN 25-49	20,900	.32	64
MEN 35-44	8,600	.31	63
MEN 45-49	4,200	.34	60
MEN 50-54	3,400	.34	59
MEN 55-64	5,900	.42	50
MEN 65+	5,900	.48	39
WOMEN 18+	53,800	.38	53
WOMEN 12-24	15,300	.39	57
WOMEN 18-24	8,500	.41	57
WOMEN 25-34	9,500	.34	61
WOMEN 25-49	25,000	.34	61
WOMEN 35-44	10,100	.33	61
WOMEN 45-49	5,400	.38	52
WOMEN 50-54	4,600	.40	48
WOMEN 55-64	7,000	.41	48
WOMEN 65+	8,700	.45	44
TEENS 12-17	13,900	.36	61

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	9,300	.02	164
MEN 18+	4,200	.02	166
MEN 12-24	1,800	.03	174
MEN 18-24	1,200	.03	173
MEN 25-34	1,200	.03	169
MEN 25-49	2,200	.02	168
MEN 35-44	700	.02	169
MEN 45-49	300	.02	159
MEN 50-54	300	.03	139
MEN 55-64	200	.01	174
MEN 65+	300	.03	135
WOMEN 18+	3,800	.02	160
WOMEN 12-24	1,600	.03	163
WOMEN 18-24	900	.03	165
WOMEN 25-34	1,000	.03	159
WOMEN 25-49	1,800	.02	162
WOMEN 35-44	700	.02	155
WOMEN 45-49	100	.02	201
WOMEN 50-54	500	.05	122
WOMEN 55-64	200	.01	169
WOMEN 65+	400	.03	132
TEENS 12-17	1,300	.02	165

METRO MARKET POPULATION ESTIMATES

DUBUQUE, IA

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	139,700	.05	235	PERSONS 12+	1,500		271	PERSONS 12+	1,400		270
MEN 18+	61,900	.05	236	MEN 18+	800		268	MEN 18+	700		266
MEN 12-24	17,300	.06	237	MEN 12-24	500	.01	251	MEN 12-24	400		252
MEN 18-24	10,300	.06	229	MEN 18-24	300	.01	249	MEN 18-24	200		261
MEN 25-34	9,600	.04	248	MEN 25-34	200		261	MEN 25-34	100		273
MEN 25-49	26,700	.05	243	MEN 25-49	400		267	MEN 25-49	300		271
MEN 35-44	11,000	.04	236	MEN 35-44	200		257	MEN 35-44	200		233
MEN 45-49	6,100	.05	231	MEN 45-49			277	MEN 45-49			257
MEN 50-54	5,700	.05	229	MEN 50-54			271	MEN 50-54	100	.01	187
MEN 55-64	8,500	.05	225	MEN 55-64	100		236	MEN 55-64			255
MEN 65+	10,700	.06	211	MEN 65+			260	MEN 65+	100	.01	186
WOMEN 18+	64,300	.05	238	WOMEN 18+	400		272	WOMEN 18+	500		266
WOMEN 12-24	15,400	.05	244	WOMEN 12-24	200		264	WOMEN 12-24	100		278
WOMEN 18-24	8,900	.06	240	WOMEN 18-24	100		262	WOMEN 18-24	100		267
WOMEN 25-34	8,900	.04	249	WOMEN 25-34	200		245	WOMEN 25-34	200		235
WOMEN 25-49	25,800	.04	242	WOMEN 25-49	200		272	WOMEN 25-49	400		241
WOMEN 35-44	10,800	.04	240	WOMEN 35-44			284	WOMEN 35-44	100		253
WOMEN 45-49	6,100	.05	235	WOMEN 45-49			261	WOMEN 45-49	100		201
WOMEN 50-54	5,700	.05	233	WOMEN 50-54	100		220	WOMEN 50-54			246
WOMEN 55-64	8,800	.05	233	WOMEN 55-64			267	WOMEN 55-64			256
WOMEN 65+	15,100	.06	209	WOMEN 65+			263	WOMEN 65+			237
TEENS 12-17	13,500	.05	234	TEENS 12-17	300		249	TEENS 12-17	200		259

DULUTH-SUPERIOR

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	174,200	.06	204	PERSONS 12+	2,500		254	PERSONS 12+	1,500		267
MEN 18+	77,600	.07	204	MEN 18+	1,500	.01	248	MEN 18+	600		274
MEN 12-24	20,100	.07	212	MEN 12-24	600	.01	243	MEN 12-24	300		266
MEN 18-24	11,900	.07	209	MEN 18-24	400	.02	238	MEN 18-24	100		275
MEN 25-34	12,200	.06	220	MEN 25-34	600	.02	225	MEN 25-34	200		254
MEN 25-49	33,700	.06	213	MEN 25-49	900	.01	239	MEN 25-49	300		271
MEN 35-44	13,400	.06	215	MEN 35-44	200		257	MEN 35-44	100		257
MEN 45-49	8,100	.07	195	MEN 45-49	100		244	MEN 45-49			257
MEN 50-54	7,900	.07	190	MEN 50-54			271	MEN 50-54	100	.01	187
MEN 55-64	11,200	.07	191	MEN 55-64	200	.01	214	MEN 55-64	100		199
MEN 65+	12,900	.08	189	MEN 65+			260	MEN 65+			249
WOMEN 18+	80,900	.06	203	WOMEN 18+	700		259	WOMEN 18+	500		266
WOMEN 12-24	18,700	.06	218	WOMEN 12-24	300		249	WOMEN 12-24	300		254
WOMEN 18-24	11,200	.07	213	WOMEN 18-24	200		243	WOMEN 18-24	100		267
WOMEN 25-34	11,600	.05	221	WOMEN 25-34	200		245	WOMEN 25-34	200		235
WOMEN 25-49	33,000	.06	210	WOMEN 25-49	300		262	WOMEN 25-49	300		257
WOMEN 35-44	13,300	.05	213	WOMEN 35-44	100		258	WOMEN 35-44	100		253
WOMEN 45-49	8,100	.07	198	WOMEN 45-49			261	WOMEN 45-49			249
WOMEN 50-54	7,500	.07	200	WOMEN 50-54	100		220	WOMEN 50-54			246
WOMEN 55-64	10,900	.06	203	WOMEN 55-64			267	WOMEN 55-64	100		203
WOMEN 65+	18,300	.08	187	WOMEN 65+	100		238	WOMEN 65+			237
TEENS 12-17	15,700	.06	217	TEENS 12-17	300		249	TEENS 12-17	400		227

EAU CLAIRE, WI

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	131,800	.05	243	PERSONS 12+	900		284	PERSONS 12+	800		285
MEN 18+	57,400	.05	245	MEN 18+	400		286	MEN 18+	400		279
MEN 12-24	16,500	.05	242	MEN 12-24	300		268	MEN 12-24	100		289
MEN 18-24	9,900	.06	237	MEN 18-24	100		279	MEN 18-24	100		275
MEN 25-34	10,200	.05	241	MEN 25-34	100		274	MEN 25-34	100		273
MEN 25-49	26,300	.04	246	MEN 25-49	200		284	MEN 25-49	200		278
MEN 35-44	10,500	.04	243	MEN 35-44	100		271	MEN 35-44	100		257
MEN 45-49	5,600	.05	242	MEN 45-49			277	MEN 45-49			257
MEN 50-54	5,200	.05	243	MEN 50-54	100	.01	228	MEN 50-54	100	.01	187
MEN 55-64	7,600	.05	244	MEN 55-64			274	MEN 55-64			255
MEN 65+	8,400	.05	245	MEN 65+			260	MEN 65+			249
WOMEN 18+	61,700	.05	243	WOMEN 18+	300		281	WOMEN 18+	400		280
WOMEN 12-24	17,100	.06	228	WOMEN 12-24	100		281	WOMEN 12-24	200		267
WOMEN 18-24	11,000	.07	216	WOMEN 18-24	100		262	WOMEN 18-24	200		243
WOMEN 25-34	9,800	.05	240	WOMEN 25-34	100		265	WOMEN 25-34			285
WOMEN 25-49	25,800	.04	242	WOMEN 25-49	200		272	WOMEN 25-49	200		278
WOMEN 35-44	10,300	.04	245	WOMEN 35-44	100		258	WOMEN 35-44	100		253
WOMEN 45-49	5,700	.05	245	WOMEN 45-49			261	WOMEN 45-49	100		201
WOMEN 50-54	5,300	.05	244	WOMEN 50-54			261	WOMEN 50-54			246
WOMEN 55-64	7,800	.04	250	WOMEN 55-64			267	WOMEN 55-64			256
WOMEN 65+	11,800	.05	243	WOMEN 65+			263	WOMEN 65+			237
TEENS 12-17	12,700	.05	242	TEENS 12-17	200		264	TEENS 12-17			289

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

EL PASO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	570,700	.22	76
MEN 18+	233,300	.21	80
MEN 12-24	78,500	.27	67
MEN 18-24	40,900	.26	68
MEN 25-34	46,500	.23	72
MEN 25-49	115,400	.21	77
MEN 35-44	46,500	.20	80
MEN 45-49	22,400	.20	81
MEN 50-54	19,500	.19	84
MEN 55-64	27,300	.18	93
MEN 65+	30,200	.19	88
WOMEN 18+	263,400	.22	76
WOMEN 12-24	74,300	.27	66
WOMEN 18-24	37,900	.26	71
WOMEN 25-34	49,400	.25	69
WOMEN 25-49	127,200	.23	73
WOMEN 35-44	51,700	.23	74
WOMEN 45-49	26,100	.22	75
WOMEN 50-54	22,500	.21	78
WOMEN 55-64	32,200	.20	84
WOMEN 65+	43,600	.19	88
TEENS 12-17	74,000	.29	64

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	12,600	.04	181
MEN 18+	6,500	.05	168
MEN 12-24	2,200	.05	170
MEN 18-24	1,300	.06	168
MEN 25-34	1,500	.05	167
MEN 25-49	3,500	.05	167
MEN 35-44	1,500	.05	163
MEN 45-49	500	.04	179
MEN 50-54	500	.05	159
MEN 55-64	600	.04	168
MEN 65+	600	.04	159
WOMEN 18+	4,500	.03	187
WOMEN 12-24	1,400	.03	193
WOMEN 18-24	700	.03	197
WOMEN 25-34	900	.03	183
WOMEN 25-49	2,300	.03	185
WOMEN 35-44	1,000	.03	182
WOMEN 45-49	400	.02	187
WOMEN 50-54	300	.02	188
WOMEN 55-64	600	.03	172
WOMEN 65+	600	.03	178
TEENS 12-17	1,600	.04	178

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	463,600	1.43	13
MEN 18+	182,600	1.27	14
MEN 12-24	67,200	1.16	16
MEN 18-24	34,400	1.04	16
MEN 25-34	38,400	.99	18
MEN 25-49	92,800	1.16	16
MEN 35-44	37,100	1.23	15
MEN 45-49	17,300	1.50	13
MEN 50-54	14,300	1.60	13
MEN 55-64	20,000	1.70	13
MEN 65+	21,100	2.26	9
WOMEN 18+	216,100	1.61	13
WOMEN 12-24	65,600	1.34	13
WOMEN 18-24	33,500	1.25	14
WOMEN 25-34	42,900	1.29	15
WOMEN 25-49	107,400	1.47	13
WOMEN 35-44	43,300	1.54	13
WOMEN 45-49	21,200	1.86	13
WOMEN 50-54	18,000	1.91	12
WOMEN 55-64	25,500	1.94	11
WOMEN 65+	31,700	2.60	8
TEENS 12-17	64,900	1.38	13

ELIZABETH CITY-NAGS HEAD, NC

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	129,500	.05	248
MEN 18+	57,100	.05	248
MEN 12-24	13,900	.04	259
MEN 18-24	7,700	.05	257
MEN 25-34	9,200	.04	255
MEN 25-49	25,800	.04	249
MEN 35-44	10,500	.04	243
MEN 45-49	6,100	.05	231
MEN 50-54	5,400	.05	234
MEN 55-64	8,500	.05	225
MEN 65+	9,700	.06	226
WOMEN 18+	60,000	.05	247
WOMEN 12-24	13,200	.04	255
WOMEN 18-24	7,000	.04	257
MEN 25-34	8,100	.04	260
WOMEN 25-49	25,200	.04	247
WOMEN 35-44	11,200	.05	237
WOMEN 45-49	5,900	.05	239
WOMEN 50-54	5,700	.05	233
WOMEN 55-64	9,100	.05	223
WOMEN 65+	13,000	.05	233
TEENS 12-17	12,400	.04	244

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	31,200	.10	131
MEN 18+	12,800	.10	132
MEN 12-24	4,400	.11	132
MEN 18-24	2,400	.11	129
MEN 25-34	2,300	.09	144
MEN 25-49	6,100	.09	137
MEN 35-44	2,500	.09	136
MEN 45-49	1,300	.10	127
MEN 50-54	900	.09	131
MEN 55-64	1,600	.11	118
MEN 65+	1,800	.14	101
WOMEN 18+	14,400	.10	130
WOMEN 12-24	4,100	.10	132
WOMEN 18-24	2,100	.10	135
WOMEN 25-34	2,300	.08	140
WOMEN 25-49	6,400	.08	133
WOMEN 35-44	2,500	.08	136
WOMEN 45-49	1,600	.11	119
WOMEN 50-54	1,000	.08	129
WOMEN 55-64	1,900	.11	118
WOMEN 65+	3,000	.15	97
TEENS 12-17	4,000	.10	132

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,500		238
MEN 18+	1,300		232
MEN 12-24	900	.01	218
MEN 18-24	600	.01	210
MEN 25-34	200		254
MEN 25-49	400		257
MEN 35-44	100		257
MEN 45-49	100		206
MEN 50-54	200	.02	159
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	800		247
WOMEN 12-24	500	.01	224
WOMEN 18-24	400	.01	213
WOMEN 25-34	300		223
WOMEN 25-49	300		257
WOMEN 35-44			286
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	400		227

ELKINS-BUCKHANNON-WESTON, WV

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	102,600	.04	269
MEN 18+	45,600	.04	267
MEN 12-24	10,800	.03	281
MEN 18-24	5,900	.03	281
MEN 25-34	7,000	.03	278
MEN 25-49	19,600	.03	275
MEN 35-44	8,100	.03	273
MEN 45-49	4,500	.04	267
MEN 50-54	4,500	.04	260
MEN 55-64	7,500	.05	246
MEN 65+	8,100	.05	249
WOMEN 18+	47,500	.04	270
WOMEN 12-24	10,300	.03	279
WOMEN 18-24	5,700	.03	278
WOMEN 25-34	6,500	.03	281
WOMEN 25-49	19,000	.03	276
WOMEN 35-44	8,000	.03	276
WOMEN 45-49	4,500	.03	268
WOMEN 50-54	4,400	.04	263
WOMEN 55-64	7,400	.04	258
WOMEN 65+	11,000	.04	255
TEENS 12-17	9,500	.03	273

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	800		286
MEN 18+	600		276
MEN 12-24	200		281
MEN 18-24	200	.01	266
MEN 25-34	100		274
MEN 25-49	300		277
MEN 35-44	100		271
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64			274
MEN 65+	100		228
WOMEN 18+	200		286
WOMEN 12-24	200		264
WOMEN 18-24	200		243
WOMEN 25-34			285
WOMEN 25-49			295
WOMEN 35-44			284
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17			292

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	300		294
MEN 18+	200		290
MEN 12-24	100		289
MEN 18-24	100		275
MEN 25-34			290
MEN 25-49			293
MEN 35-44			285
MEN 45-49			257
MEN 50-54			250
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	100		295
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34			285
WOMEN 25-49			293
WOMEN 35-44			286
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17			289

METRO MARKET POPULATION ESTIMATES

EVANSVILLE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	254,700	.10	160
MEN 18+	108,900	.09	161
MEN 12-24	27,300	.09	171
MEN 18-24	14,900	.09	177
MEN 25-34	18,300	.09	168
MEN 25-49	51,200	.09	162
MEN 35-44	21,300	.09	163
MEN 45-49	11,600	.10	157
MEN 50-54	10,600	.10	156
MEN 55-64	15,400	.10	158
MEN 65+	16,800	.10	157
WOMEN 18+	121,300	.10	157
WOMEN 12-24	27,800	.10	161
WOMEN 18-24	15,700	.10	166
WOMEN 25-34	18,800	.09	160
WOMEN 25-49	52,700	.09	158
WOMEN 35-44	21,900	.09	159
WOMEN 45-49	12,000	.10	155
WOMEN 50-54	10,900	.10	157
WOMEN 55-64	16,500	.10	158
WOMEN 65+	25,500	.11	148
TEENS 12-17	24,500	.09	162

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	14,800	.04	164
MEN 18+	6,300	.05	171
MEN 12-24	1,900	.04	178
MEN 18-24	1,100	.05	178
MEN 25-34	1,400	.05	171
MEN 25-49	3,100	.04	174
MEN 35-44	1,100	.04	181
MEN 45-49	600	.04	162
MEN 50-54	500	.05	159
MEN 55-64	800	.05	153
MEN 65+	800	.06	145
WOMEN 18+	6,900	.04	161
WOMEN 12-24	2,000	.05	167
WOMEN 18-24	1,200	.05	165
WOMEN 25-34	1,200	.04	165
WOMEN 25-49	3,300	.04	162
WOMEN 35-44	1,400	.04	159
WOMEN 45-49	700	.05	152
WOMEN 50-54	500	.04	156
WOMEN 55-64	900	.05	150
WOMEN 65+	1,000	.05	152
TEENS 12-17	1,600	.04	178

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+			238
MEN 18+	1,300		232
MEN 12-24	400		252
MEN 18-24	300		243
MEN 25-34	300		235
MEN 25-49	700		231
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64			255
MEN 65+	200	.02	157
WOMEN 18+	1,000		230
WOMEN 12-24	300		254
WOMEN 18-24	200		243
WOMEN 25-34	300		223
WOMEN 25-49	600		224
WOMEN 35-44	100		253
WOMEN 45-49	200	.01	169
WOMEN 50-54			246
WOMEN 55-64	200	.01	169
WOMEN 65+			237
TEENS 12-17	200		259

FARGO-MOORHEAD

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	155,700	.06	221
MEN 18+	70,000	.06	218
MEN 12-24	20,500	.07	210
MEN 18-24	13,600	.08	187
MEN 25-34	14,800	.07	193
MEN 25-49	34,200	.06	211
MEN 35-44	12,800	.05	220
MEN 45-49	6,600	.05	224
MEN 50-54	6,100	.06	220
MEN 55-64	7,900	.05	239
MEN 65+	8,200	.05	248
WOMEN 18+	72,300	.06	221
WOMEN 12-24	20,700	.07	202
WOMEN 18-24	14,200	.09	178
WOMEN 25-34	13,500	.06	202
WOMEN 25-49	32,700	.06	213
WOMEN 35-44	12,500	.05	227
WOMEN 45-49	6,700	.05	225
WOMEN 50-54	6,000	.05	226
WOMEN 55-64	7,900	.05	246
WOMEN 65+	11,500	.05	245
TEENS 12-17	13,400	.05	236

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,800		264
MEN 18+	800		268
MEN 12-24	500	.01	251
MEN 18-24	200	.01	266
MEN 25-34	400	.01	239
MEN 25-49	600		256
MEN 35-44	100		271
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64			274
MEN 65+			260
WOMEN 18+	600		264
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34	300	.01	229
WOMEN 25-49	400		253
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54	100		220
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	400	.01	241

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,300		245
MEN 18+	1,200		236
MEN 12-24	400		252
MEN 18-24	400	.01	234
MEN 25-34	400	.01	225
MEN 25-49	700		231
MEN 35-44	200		233
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	1,000		230
WOMEN 12-24	400		235
WOMEN 18-24	300	.01	227
WOMEN 25-34	300		223
WOMEN 25-49	600		224
WOMEN 35-44	200		224
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	100		277

FAYETTEVILLE (NW ARKANSAS)

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	295,200	.11	144
MEN 18+	131,000	.12	143
MEN 12-24	35,500	.12	142
MEN 18-24	20,400	.13	137
MEN 25-34	27,600	.13	123
MEN 25-49	66,000	.12	135
MEN 35-44	26,400	.11	141
MEN 45-49	12,000	.10	151
MEN 50-54	10,400	.10	157
MEN 55-64	15,700	.10	156
MEN 65+	18,500	.11	148
WOMEN 18+	134,800	.11	149
WOMEN 12-24	34,100	.12	141
WOMEN 18-24	19,800	.13	131
WOMEN 25-34	25,300	.12	128
WOMEN 25-49	62,600	.11	144
WOMEN 35-44	25,300	.11	146
WOMEN 45-49	12,000	.10	155
WOMEN 50-54	10,700	.10	159
WOMEN 55-64	17,300	.10	154
WOMEN 65+	24,400	.11	154
TEENS 12-17	29,400	.11	148

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,200	.01	227
MEN 18+	2,500	.02	225
MEN 12-24	1,100	.02	215
MEN 18-24	800	.03	205
MEN 25-34	800	.03	210
MEN 25-49	1,500	.02	223
MEN 35-44	500	.01	224
MEN 45-49	200	.01	219
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+			260
WOMEN 18+	2,100	.01	223
WOMEN 12-24	1,000	.02	209
WOMEN 18-24	700	.03	197
WOMEN 25-34	500	.01	211
WOMEN 25-49	1,000	.01	221
WOMEN 35-44	400	.01	221
WOMEN 45-49	100		226
WOMEN 50-54	100		220
WOMEN 55-64	200	.01	216
WOMEN 65+	100		238
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	27,700	.08	108
MEN 18+	13,200	.09	106
MEN 12-24	6,400	.11	102
MEN 18-24	4,000	.12	99
MEN 25-34	4,700	.12	87
MEN 25-49	8,100	.10	100
MEN 35-44	2,500	.08	107
MEN 45-49	900	.07	107
MEN 50-54	500	.05	122
MEN 55-64	500	.04	128
MEN 65+	100	.01	186
WOMEN 18+	10,300	.07	111
WOMEN 12-24	4,900	.10	107
WOMEN 18-24	3,100	.11	98
WOMEN 25-34	3,500	.10	94
WOMEN 25-49	6,000	.08	105
WOMEN 35-44	2,000	.07	107
WOMEN 45-49	500	.04	128
WOMEN 50-54	500	.05	122
WOMEN 55-64	400	.03	140
WOMEN 65+	300	.02	148
TEENS 12-17	4,200	.08	105

METRO MARKET POPULATION ESTIMATES

FLORENCE, SC

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	166,600	.06	213	PERSONS 12+	66,100	.22	75	PERSONS 12+	1,500		267
MEN 18+	69,300	.06	220	MEN 18+	25,200	.20	79	MEN 18+	700		266
MEN 12-24	17,800	.06	230	MEN 12-24	8,400	.21	83	MEN 12-24	300		266
MEN 18-24	9,600	.06	239	MEN 18-24	4,400	.21	80	MEN 18-24	200		261
MEN 25-34	12,200	.06	220	MEN 25-34	4,700	.18	85	MEN 25-34	200		254
MEN 25-49	32,400	.06	218	MEN 25-49	12,400	.19	83	MEN 25-49	400		257
MEN 35-44	13,300	.05	217	MEN 35-44	5,100	.18	82	MEN 35-44	200		233
MEN 45-49	6,900	.06	216	MEN 45-49	2,600	.21	76	MEN 45-49			257
MEN 50-54	6,900	.06	204	MEN 50-54	2,200	.22	76	MEN 50-54			250
MEN 55-64	10,700	.07	197	MEN 55-64	3,200	.22	73	MEN 55-64	100		199
MEN 65+	9,700	.06	226	MEN 65+	3,000	.24	72	MEN 65+			249
WOMEN 18+	81,300	.07	201	WOMEN 18+	32,900	.23	75	WOMEN 18+	600		263
WOMEN 12-24	17,500	.06	224	WOMEN 12-24	8,800	.22	79	WOMEN 12-24	300		254
WOMEN 18-24	9,700	.06	230	WOMEN 18-24	4,800	.23	80	WOMEN 18-24	200		243
WOMEN 25-34	13,700	.07	200	WOMEN 25-34	6,100	.22	76	WOMEN 25-34	100		266
WOMEN 25-49	36,800	.06	201	WOMEN 25-49	16,000	.22	73	WOMEN 25-49	300		257
WOMEN 35-44	15,100	.06	201	WOMEN 35-44	6,500	.21	73	WOMEN 35-44	100		253
WOMEN 45-49	8,000	.07	199	WOMEN 45-49	3,400	.24	73	WOMEN 45-49	100		201
WOMEN 50-54	7,600	.07	197	WOMEN 50-54	2,700	.23	72	WOMEN 50-54			246
WOMEN 55-64	12,000	.07	192	WOMEN 55-64	4,200	.24	72	WOMEN 55-64	100		203
WOMEN 65+	15,200	.06	207	WOMEN 65+	5,200	.27	69	WOMEN 65+			237
TEENS 12-17	16,000	.06	214	TEENS 12-17	8,000	.21	80	TEENS 12-17	200		259

FLORENCE-MUSCLE SHOALS, AL

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	121,200	.04	257	PERSONS 12+	14,600	.04	166	PERSONS 12+	1,200		276
MEN 18+	51,800	.04	257	MEN 18+	5,600	.04	177	MEN 18+	700		266
MEN 12-24	12,300	.04	269	MEN 12-24	1,900	.04	178	MEN 12-24	300		266
MEN 18-24	6,700	.04	270	MEN 18-24	1,000	.04	182	MEN 18-24	300		243
MEN 25-34	8,600	.04	259	MEN 25-34	1,000	.03	189	MEN 25-34	100		273
MEN 25-49	23,200	.04	260	MEN 25-49	2,700	.04	185	MEN 25-49	200		278
MEN 35-44	9,600	.04	255	MEN 35-44	1,100	.04	181	MEN 35-44	100		257
MEN 45-49	5,000	.04	254	MEN 45-49	600	.04	162	MEN 45-49			257
MEN 50-54	4,800	.04	254	MEN 50-54	500	.05	159	MEN 50-54			250
MEN 55-64	7,800	.05	241	MEN 55-64	600	.04	168	MEN 55-64	200	.01	174
MEN 65+	9,300	.05	232	MEN 65+	800	.06	145	MEN 65+			249
WOMEN 18+	58,500	.05	256	WOMEN 18+	7,200	.05	157	WOMEN 18+	500		266
WOMEN 12-24	12,000	.04	265	WOMEN 12-24	1,900	.04	174	WOMEN 12-24	100		278
WOMEN 18-24	6,700	.04	263	WOMEN 18-24	1,000	.04	174	WOMEN 18-24	100		267
WOMEN 25-34	9,000	.04	248	WOMEN 25-34	1,300	.04	163	WOMEN 25-34	200		235
WOMEN 25-49	24,500	.04	254	WOMEN 25-49	3,300	.04	162	WOMEN 25-49	300		257
WOMEN 35-44	10,100	.04	250	WOMEN 35-44	1,300	.04	163	WOMEN 35-44			286
WOMEN 45-49	5,400	.04	251	WOMEN 45-49	700	.05	152	WOMEN 45-49	100		201
WOMEN 50-54	5,100	.04	249	WOMEN 50-54	600	.05	151	WOMEN 50-54	100	.01	190
WOMEN 55-64	8,700	.05	235	WOMEN 55-64	800	.04	155	WOMEN 55-64			256
WOMEN 65+	13,500	.06	226	WOMEN 65+	1,500	.07	133	WOMEN 65+			237
TEENS 12-17	10,900	.04	258	TEENS 12-17	1,800	.04	171	TEENS 12-17			289

FT. COLLINS-GREELEY, CO

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	362,600	.14	126	PERSONS 12+	2,900		248	PERSONS 12+	57,400	.17	66
MEN 18+	162,200	.14	124	MEN 18+	1,700	.01	239	MEN 18+	26,000	.18	62
MEN 12-24	46,100	.16	108	MEN 12-24	700	.01	238	MEN 12-24	10,700	.18	66
MEN 18-24	27,700	.18	102	MEN 18-24	500	.02	228	MEN 18-24	6,400	.19	66
MEN 25-34	34,000	.16	100	MEN 25-34	400	.01	239	MEN 25-34	7,500	.19	61
MEN 25-49	81,600	.15	115	MEN 25-49	900	.01	239	MEN 25-49	14,300	.17	62
MEN 35-44	31,000	.13	126	MEN 35-44	400	.01	231	MEN 35-44	4,700	.15	66
MEN 45-49	16,600	.15	121	MEN 45-49	100		244	MEN 45-49	2,100	.18	59
MEN 50-54	14,900	.15	121	MEN 50-54	100	.01	228	MEN 50-54	1,800	.20	55
MEN 55-64	20,200	.13	128	MEN 55-64	100		236	MEN 55-64	2,200	.18	59
MEN 65+	17,800	.11	153	MEN 65+	100		228	MEN 65+	1,300	.13	62
WOMEN 18+	164,800	.14	125	WOMEN 18+	900		251	WOMEN 18+	23,300	.17	67
WOMEN 12-24	44,800	.16	105	WOMEN 12-24	400	.01	241	WOMEN 12-24	9,400	.19	64
WOMEN 18-24	27,600	.19	96	WOMEN 18-24	300	.01	229	WOMEN 18-24	5,600	.20	62
WOMEN 25-34	30,800	.15	108	WOMEN 25-34	200		245	WOMEN 25-34	6,100	.18	63
WOMEN 25-49	78,000	.14	122	WOMEN 25-49	500		241	WOMEN 25-49	12,300	.16	65
WOMEN 35-44	30,500	.13	126	WOMEN 35-44	200		236	WOMEN 35-44	4,300	.15	68
WOMEN 45-49	16,700	.14	124	WOMEN 45-49	100		226	WOMEN 45-49	1,900	.16	63
WOMEN 50-54	15,100	.14	126	WOMEN 50-54			261	WOMEN 50-54	1,800	.19	57
WOMEN 55-64	20,600	.13	133	WOMEN 55-64	100		233	WOMEN 55-64	2,000	.15	64
WOMEN 65+	23,500	.10	161	WOMEN 65+			263	WOMEN 65+	1,600	.13	62
TEENS 12-17	35,600	.14	130	TEENS 12-17	300		249	TEENS 12-17	8,100	.17	65

METRO MARKET POPULATION ESTIMATES

FT. MYERS-NAPLES-MARCO ISLAND

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	714,800	.28	65	PERSONS 12+	42,700	.14	105	PERSONS 12+	109,400	.33	44
MEN 18+	322,600	.29	64	MEN 18+	16,800	.13	108	MEN 18+	53,200	.37	43
MEN 12-24	60,500	.21	84	MEN 12-24	5,900	.14	109	MEN 12-24	24,300	.42	43
MEN 18-24	31,400	.20	92	MEN 18-24	2,600	.12	124	MEN 18-24	14,800	.44	41
MEN 25-34	44,800	.22	75	MEN 25-34	3,500	.13	111	MEN 25-34	14,900	.38	43
MEN 25-49	124,100	.23	74	MEN 25-49	9,300	.14	104	MEN 25-49	29,300	.36	43
MEN 35-44	52,700	.23	74	MEN 35-44	4,000	.14	99	MEN 35-44	10,700	.35	43
MEN 45-49	26,600	.24	73	MEN 45-49	1,800	.14	98	MEN 45-49	3,700	.32	44
MEN 50-54	24,000	.24	73	MEN 50-54	1,300	.13	105	MEN 50-54	2,600	.29	45
MEN 55-64	48,100	.33	60	MEN 55-64	1,800	.12	109	MEN 55-64	3,400	.28	45
MEN 65+	95,000	.60	29	MEN 65+	1,800	.14	101	MEN 65+	3,100	.33	41
WOMEN 18+	335,400	.28	65	WOMEN 18+	18,900	.13	111	WOMEN 18+	39,200	.29	46
WOMEN 12-24	55,300	.20	84	WOMEN 12-24	7,000	.17	97	WOMEN 12-24	16,400	.33	46
WOMEN 18-24	27,600	.19	96	WOMEN 18-24	3,300	.16	105	WOMEN 18-24	8,900	.33	47
WOMEN 25-34	39,500	.20	86	WOMEN 25-34	3,700	.13	109	WOMEN 25-34	9,800	.29	46
WOMEN 25-49	117,200	.21	75	WOMEN 25-49	9,700	.13	106	WOMEN 25-49	20,900	.28	46
WOMEN 35-44	50,800	.22	75	WOMEN 35-44	4,100	.13	104	WOMEN 35-44	8,100	.28	46
WOMEN 45-49	26,900	.23	74	WOMEN 45-49	1,900	.13	102	WOMEN 45-49	3,000	.26	47
WOMEN 50-54	26,000	.25	70	WOMEN 50-54	1,300	.11	119	WOMEN 50-54	2,200	.23	49
WOMEN 55-64	57,400	.36	57	WOMEN 55-64	2,200	.12	108	WOMEN 55-64	3,600	.27	47
WOMEN 65+	107,200	.48	37	WOMEN 65+	2,400	.12	115	WOMEN 65+	3,600	.29	43
TEENS 12-17	56,800	.22	77	TEENS 12-17	7,000	.18	91	TEENS 12-17	17,000	.36	45

FT. PIERCE-STUART-VERO BEACH

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	422,500	.16	105	PERSONS 12+	43,700	.14	103	PERSONS 12+	33,700	.10	98
MEN 18+	186,200	.17	103	MEN 18+	17,500	.14	103	MEN 18+	16,300	.11	92
MEN 12-24	38,100	.13	135	MEN 12-24	6,800	.17	97	MEN 12-24	8,000	.13	84
MEN 18-24	19,400	.12	148	MEN 18-24	3,200	.15	105	MEN 18-24	5,100	.15	81
MEN 25-34	22,900	.11	144	MEN 25-34	3,000	.11	121	MEN 25-34	4,200	.10	98
MEN 25-49	68,500	.12	130	MEN 25-49	8,400	.13	114	MEN 25-49	8,200	.10	99
MEN 35-44	29,300	.13	129	MEN 35-44	3,700	.13	108	MEN 35-44	2,800	.09	101
MEN 45-49	16,300	.14	122	MEN 45-49	1,700	.13	104	MEN 45-49	1,200	.10	87
MEN 50-54	15,100	.15	119	MEN 50-54	1,500	.15	92	MEN 50-54	700	.07	108
MEN 55-64	26,400	.18	98	MEN 55-64	2,200	.15	96	MEN 55-64	1,100	.09	89
MEN 65+	56,800	.36	53	MEN 65+	2,200	.18	90	MEN 65+	1,200	.12	66
WOMEN 18+	199,900	.17	102	WOMEN 18+	19,300	.13	109	WOMEN 18+	12,100	.09	105
WOMEN 12-24	34,800	.12	138	WOMEN 12-24	6,700	.17	103	WOMEN 12-24	5,300	.10	101
WOMEN 18-24	17,100	.11	157	WOMEN 18-24	3,400	.16	104	WOMEN 18-24	2,900	.10	103
WOMEN 25-34	21,500	.10	152	WOMEN 25-34	3,400	.12	116	WOMEN 25-34	2,700	.08	109
WOMEN 25-49	68,400	.12	131	WOMEN 25-49	9,200	.12	112	WOMEN 25-49	5,900	.08	106
WOMEN 35-44	29,900	.13	128	WOMEN 35-44	3,800	.12	110	WOMEN 35-44	2,200	.07	103
WOMEN 45-49	17,000	.14	122	WOMEN 45-49	2,000	.14	96	WOMEN 45-49	1,000	.08	93
WOMEN 50-54	15,900	.15	120	WOMEN 50-54	1,500	.13	100	WOMEN 50-54	800	.08	96
WOMEN 55-64	30,800	.19	90	WOMEN 55-64	2,300	.13	103	WOMEN 55-64	1,200	.09	89
WOMEN 65+	67,700	.30	67	WOMEN 65+	2,900	.15	100	WOMEN 65+	1,300	.10	77
TEENS 12-17	36,400	.14	124	TEENS 12-17	6,900	.18	92	TEENS 12-17	5,300	.11	95

FT. SMITH, AR

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	219,500	.08	178	PERSONS 12+	9,000	.03	199	PERSONS 12+	11,200	.03	152
MEN 18+	95,400	.08	177	MEN 18+	3,700	.03	205	MEN 18+	5,500	.03	148
MEN 12-24	25,100	.08	180	MEN 12-24	1,300	.03	207	MEN 12-24	2,700	.04	146
MEN 18-24	13,100	.08	190	MEN 18-24	600	.02	220	MEN 18-24	1,700	.05	142
MEN 25-34	17,100	.08	177	MEN 25-34	800	.03	210	MEN 25-34	1,700	.04	140
MEN 25-49	45,100	.08	176	MEN 25-49	2,100	.03	204	MEN 25-49	3,000	.03	147
MEN 35-44	18,600	.08	176	MEN 35-44	800	.02	204	MEN 35-44	900	.03	156
MEN 45-49	9,400	.08	178	MEN 45-49	500	.04	179	MEN 45-49	400	.03	140
MEN 50-54	8,500	.08	182	MEN 50-54	200	.02	207	MEN 50-54	200	.02	159
MEN 55-64	13,900	.09	171	MEN 55-64	200	.01	214	MEN 55-64	300	.02	151
MEN 65+	14,800	.09	175	MEN 65+	600	.04	159	MEN 65+	300	.03	135
WOMEN 18+	100,800	.08	179	WOMEN 18+	3,900	.02	199	WOMEN 18+	4,000	.02	153
WOMEN 12-24	23,400	.08	179	WOMEN 12-24	1,200	.03	201	WOMEN 12-24	1,800	.03	154
WOMEN 18-24	12,100	.08	200	WOMEN 18-24	500	.02	216	WOMEN 18-24	1,100	.04	151
WOMEN 25-34	16,700	.08	173	WOMEN 25-34	800	.02	189	WOMEN 25-34	1,300	.03	142
WOMEN 25-49	44,900	.08	175	WOMEN 25-49	2,000	.02	194	WOMEN 25-49	2,200	.03	154
WOMEN 35-44	18,800	.08	175	WOMEN 35-44	800	.02	192	WOMEN 35-44	700	.02	155
WOMEN 45-49	9,400	.08	184	WOMEN 45-49	400	.02	187	WOMEN 45-49	200	.01	169
WOMEN 50-54	9,000	.08	177	WOMEN 50-54	300	.02	188	WOMEN 50-54	300	.03	141
WOMEN 55-64	14,700	.09	169	WOMEN 55-64	500	.02	184	WOMEN 55-64	300	.02	154
WOMEN 65+	20,100	.09	177	WOMEN 65+	600	.03	178	WOMEN 65+	100	.02	181
TEENS 12-17	23,300	.09	167	TEENS 12-17	1,400	.03	186	TEENS 12-17	1,700	.03	151

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

FT. WALTON BEACH, FL

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	153,500	.06	223
MEN 18+	69,200	.06	221
MEN 12-24	17,600	.06	235
MEN 18-24	9,400	.06	241
MEN 25-34	12,300	.06	218
MEN 25-49	34,100	.06	212
MEN 35-44	14,500	.06	205
MEN 45-49	7,300	.06	207
MEN 50-54	6,000	.06	223
MEN 55-64	8,900	.06	222
MEN 65+	10,800	.06	210
WOMEN 18+	68,400	.05	230
WOMEN 12-24	15,800	.05	238
WOMEN 18-24	8,100	.05	245
WOMEN 25-34	10,700	.05	235
WOMEN 25-49	31,200	.05	224
WOMEN 35-44	13,300	.05	213
WOMEN 45-49	7,200	.06	213
WOMEN 50-54	6,300	.06	217
WOMEN 55-64	9,400	.05	222
WOMEN 65+	13,400	.06	228
TEENS 12-17	15,900	.06	216

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	14,800	.04	164
MEN 18+	6,800	.05	165
MEN 12-24	2,700	.06	162
MEN 18-24	1,500	.07	165
MEN 25-34	1,500	.05	167
MEN 25-49	4,000	.06	164
MEN 35-44	1,700	.06	159
MEN 45-49	800	.06	151
MEN 50-54	500	.05	159
MEN 55-64	500	.03	182
MEN 65+	300	.02	197
WOMEN 18+	5,700	.04	175
WOMEN 12-24	2,300	.05	161
WOMEN 18-24	1,200	.05	165
WOMEN 25-34	1,200	.04	165
WOMEN 25-49	3,100	.04	167
WOMEN 35-44	1,300	.04	163
WOMEN 45-49	600	.04	162
WOMEN 50-54	400	.03	174
WOMEN 55-64	500	.02	184
WOMEN 65+	500	.02	188
TEENS 12-17	2,300	.06	158

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,000	.01	190
MEN 18+	2,700	.01	196
MEN 12-24	1,200	.02	196
MEN 18-24	700	.02	197
MEN 25-34	700	.01	192
MEN 25-49	1,600	.02	189
MEN 35-44	600	.02	179
MEN 45-49	300	.02	159
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+	100	.01	186
WOMEN 18+	2,300	.01	185
WOMEN 12-24	1,000	.02	187
WOMEN 18-24	500	.01	195
WOMEN 25-34	500	.01	196
WOMEN 25-49	1,300	.01	182
WOMEN 35-44	500	.01	175
WOMEN 45-49	300	.02	150
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+	200	.01	161
TEENS 12-17	1,000	.02	179

FT. WAYNE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	424,900	.16	104
MEN 18+	182,900	.16	104
MEN 12-24	49,500	.17	102
MEN 18-24	25,300	.16	107
MEN 25-34	34,000	.16	100
MEN 25-49	90,400	.16	98
MEN 35-44	37,000	.16	103
MEN 45-49	19,400	.17	99
MEN 50-54	17,500	.17	101
MEN 55-64	24,300	.16	110
MEN 65+	25,400	.16	108
WOMEN 18+	194,700	.16	106
WOMEN 12-24	47,700	.17	100
WOMEN 18-24	24,600	.17	105
WOMEN 25-34	32,900	.16	101
WOMEN 25-49	89,600	.16	101
WOMEN 35-44	36,900	.16	106
WOMEN 45-49	19,800	.17	104
WOMEN 50-54	17,700	.17	109
WOMEN 55-64	26,000	.16	111
WOMEN 65+	36,800	.16	104
TEENS 12-17	47,300	.18	93

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	31,700	.10	129
MEN 18+	12,600	.10	133
MEN 12-24	4,700	.11	128
MEN 18-24	2,200	.10	133
MEN 25-34	2,700	.10	130
MEN 25-49	6,800	.10	129
MEN 35-44	2,900	.10	125
MEN 45-49	1,200	.09	131
MEN 50-54	1,000	.10	126
MEN 55-64	1,700	.12	112
MEN 65+	900	.07	138
WOMEN 18+	14,200	.10	131
WOMEN 12-24	4,800	.12	126
WOMEN 18-24	2,400	.11	130
WOMEN 25-34	3,100	.11	122
WOMEN 25-49	7,500	.10	128
WOMEN 35-44	3,000	.09	129
WOMEN 45-49	1,400	.10	128
WOMEN 50-54	1,200	.10	123
WOMEN 55-64	1,700	.09	126
WOMEN 65+	1,400	.07	137
TEENS 12-17	4,900	.12	120

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	15,200	.04	134
MEN 18+	7,100	.04	135
MEN 12-24	3,700	.06	130
MEN 18-24	2,300	.06	132
MEN 25-34	2,000	.05	134
MEN 25-49	3,700	.04	135
MEN 35-44	1,300	.04	134
MEN 45-49	400	.03	140
MEN 50-54	300	.03	139
MEN 55-64	500	.04	128
MEN 65+	300	.03	135
WOMEN 18+	5,500	.04	137
WOMEN 12-24	2,600	.05	133
WOMEN 18-24	1,400	.05	136
WOMEN 25-34	1,600	.04	130
WOMEN 25-49	3,100	.04	135
WOMEN 35-44	1,200	.04	128
WOMEN 45-49	300	.02	150
WOMEN 50-54	300	.03	141
WOMEN 55-64	500	.03	131
WOMEN 65+	200	.01	161
TEENS 12-17	2,600	.05	127

FREDERICK, MD

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	183,800	.07	198
MEN 18+	79,100	.07	198
MEN 12-24	20,700	.07	209
MEN 18-24	10,000	.06	235
MEN 25-34	13,200	.06	211
MEN 25-49	41,000	.07	187
MEN 35-44	18,700	.08	175
MEN 45-49	9,100	.08	183
MEN 50-54	7,900	.07	190
MEN 55-64	11,000	.07	193
MEN 65+	9,200	.05	233
WOMEN 18+	83,900	.07	199
WOMEN 12-24	20,200	.07	206
WOMEN 18-24	10,100	.06	224
WOMEN 25-34	13,400	.06	204
WOMEN 25-49	42,200	.07	185
WOMEN 35-44	19,400	.08	172
WOMEN 45-49	9,400	.08	184
WOMEN 50-54	7,900	.07	193
WOMEN 55-64	10,900	.06	203
WOMEN 65+	12,800	.05	237
TEENS 12-17	20,800	.06	180

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	11,700	.03	186
MEN 18+	4,900	.04	188
MEN 12-24	1,800	.04	183
MEN 18-24	800	.03	205
MEN 25-34	900	.03	198
MEN 25-49	2,800	.04	182
MEN 35-44	1,300	.04	171
MEN 45-49	600	.04	162
MEN 50-54	300	.03	189
MEN 55-64	600	.04	168
MEN 65+	400	.03	180
WOMEN 18+	5,000	.03	182
WOMEN 12-24	1,600	.04	185
WOMEN 18-24	800	.03	188
WOMEN 25-34	1,000	.03	179
WOMEN 25-49	2,600	.03	179
WOMEN 35-44	1,100	.03	177
WOMEN 45-49	500	.03	174
WOMEN 50-54	500	.04	156
WOMEN 55-64	500	.02	184
WOMEN 65+	600	.03	178
TEENS 12-17	1,800	.04	171

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,900	.01	202
MEN 18+	2,100	.01	208
MEN 12-24	1,100	.01	202
MEN 18-24	700	.02	197
MEN 25-34	500	.01	213
MEN 25-49	1,200	.01	203
MEN 35-44	500	.01	192
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	2,000	.01	198
WOMEN 12-24	900	.01	196
WOMEN 18-24	500	.01	195
WOMEN 25-34	500	.01	196
WOMEN 25-49	1,200	.01	188
WOMEN 35-44	500	.01	175
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	800	.01	192

METRO MARKET POPULATION ESTIMATES

FREDERICKSBURG

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	270,800	.10	156
MEN 18+	116,500	.10	156
MEN 12-24	33,000	.11	148
MEN 18-24	16,700	.10	162
MEN 25-34	21,700	.10	151
MEN 25-49	60,500	.11	147
MEN 35-44	25,800	.11	143
MEN 45-49	13,000	.11	143
MEN 50-54	10,800	.10	153
MEN 55-64	15,400	.10	158
MEN 65+	13,100	.08	186
WOMEN 18+	122,500	.10	156
WOMEN 12-24	32,000	.11	147
WOMEN 18-24	16,500	.11	160
WOMEN 25-34	21,600	.11	150
WOMEN 25-49	62,000	.11	145
WOMEN 35-44	27,500	.12	138
WOMEN 45-49	12,900	.11	145
WOMEN 50-54	11,000	.10	155
WOMEN 55-64	15,800	.10	164
WOMEN 65+	17,200	.07	191
TEENS 12-17	31,800	.12	138

FRESNO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	692,900	.27	67
MEN 18+	300,900	.27	67
MEN 12-24	98,700	.34	55
MEN 18-24	53,100	.34	54
MEN 25-34	65,600	.32	57
MEN 25-49	153,800	.28	65
MEN 35-44	60,200	.27	66
MEN 45-49	28,000	.25	68
MEN 50-54	24,400	.24	71
MEN 55-64	33,900	.23	74
MEN 65+	35,700	.22	80
WOMEN 18+	303,100	.26	69
WOMEN 12-24	91,400	.34	56
WOMEN 18-24	48,100	.33	56
WOMEN 25-34	59,600	.30	63
WOMEN 25-49	145,800	.27	66
WOMEN 35-44	58,100	.25	67
WOMEN 45-49	28,100	.24	71
WOMEN 50-54	24,900	.23	73
WOMEN 55-64	35,500	.22	77
WOMEN 65+	48,800	.22	82
TEENS 12-17	88,900	.35	57

GAINESVILLE-OCALA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	499,600	.19	86
MEN 18+	219,600	.20	86
MEN 12-24	59,100	.20	85
MEN 18-24	38,000	.24	75
MEN 25-34	36,400	.18	96
MEN 25-49	89,000	.16	102
MEN 35-44	34,700	.15	113
MEN 45-49	17,900	.16	111
MEN 50-54	16,700	.16	108
MEN 55-64	29,000	.19	85
MEN 65+	46,900	.29	69
WOMEN 18+	239,200	.20	83
WOMEN 12-24	58,600	.21	82
WOMEN 18-24	38,900	.26	69
WOMEN 25-34	34,800	.17	99
WOMEN 25-49	90,300	.16	99
WOMEN 35-44	36,000	.16	111
WOMEN 45-49	19,500	.17	107
WOMEN 50-54	18,700	.18	98
WOMEN 55-64	33,800	.21	79
WOMEN 65+	57,500	.26	74
TEENS 12-17	40,800	.16	111

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	45,500	.15	99
MEN 18+	18,800	.15	97
MEN 12-24	6,000	.15	108
MEN 18-24	2,800	.13	120
MEN 25-34	3,700	.14	103
MEN 25-49	10,400	.16	94
MEN 35-44	4,700	.17	88
MEN 45-49	2,000	.16	91
MEN 50-54	1,400	.14	99
MEN 55-64	2,500	.17	88
MEN 65+	1,700	.13	109
WOMEN 18+	20,200	.14	104
WOMEN 12-24	6,000	.15	110
WOMEN 18-24	2,700	.13	120
WOMEN 25-34	4,000	.14	100
WOMEN 25-49	11,000	.15	96
WOMEN 35-44	4,900	.16	92
WOMEN 45-49	2,100	.15	94
WOMEN 50-54	1,500	.13	100
WOMEN 55-64	2,400	.14	101
WOMEN 65+	2,600	.13	110
TEENS 12-17	6,500	.17	97

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	37,300	.12	118
MEN 18+	16,000	.13	112
MEN 12-24	5,500	.13	117
MEN 18-24	2,900	.14	116
MEN 25-34	3,700	.14	103
MEN 25-49	8,700	.13	109
MEN 35-44	3,600	.13	109
MEN 45-49	1,400	.11	119
MEN 50-54	1,200	.12	112
MEN 55-64	1,600	.11	118
MEN 65+	1,600	.13	113
WOMEN 18+	16,200	.11	121
WOMEN 12-24	5,400	.13	116
WOMEN 18-24	2,900	.14	114
WOMEN 25-34	3,300	.11	119
WOMEN 25-49	8,200	.11	120
WOMEN 35-44	3,300	.10	120
WOMEN 45-49	1,600	.11	119
WOMEN 50-54	1,200	.10	123
WOMEN 55-64	1,700	.09	126
WOMEN 65+	2,200	.11	118
TEENS 12-17	5,100	.13	116

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	72,700	.24	72
MEN 18+	29,000	.24	72
MEN 12-24	10,400	.26	73
MEN 18-24	6,000	.29	69
MEN 25-34	6,000	.23	74
MEN 25-49	14,300	.22	73
MEN 35-44	5,800	.21	73
MEN 45-49	2,500	.20	77
MEN 50-54	1,900	.19	80
MEN 55-64	3,300	.23	72
MEN 65+	3,500	.28	64
WOMEN 18+	34,800	.24	71
WOMEN 12-24	11,500	.29	68
WOMEN 18-24	7,000	.34	63
WOMEN 25-34	6,800	.24	71
WOMEN 25-49	16,000	.22	73
WOMEN 35-44	6,300	.20	74
WOMEN 45-49	2,900	.20	76
WOMEN 50-54	2,500	.21	75
WOMEN 55-64	4,000	.23	74
WOMEN 65+	5,300	.27	67
TEENS 12-17	8,900	.23	76

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	10,200	.03	161
MEN 18+	4,300	.03	164
MEN 12-24	2,200	.03	160
MEN 18-24	1,100	.03	177
MEN 25-34	1,300	.03	158
MEN 25-49	2,600	.03	157
MEN 35-44	900	.03	156
MEN 45-49	400	.03	140
MEN 50-54	200	.02	159
MEN 55-64	200	.01	174
MEN 65+	200	.02	157
WOMEN 18+	4,100	.03	152
WOMEN 12-24	1,700	.03	156
WOMEN 18-24	1,000	.03	158
WOMEN 25-34	1,100	.03	154
WOMEN 25-49	2,300	.03	150
WOMEN 35-44	800	.02	150
WOMEN 45-49	400	.03	134
WOMEN 50-54	400	.04	129
WOMEN 55-64	200	.01	169
WOMEN 65+	200	.01	161
TEENS 12-17	1,800	.03	146

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	309,100	.95	20
MEN 18+	136,700	.95	20
MEN 12-24	58,000	1.00	17
MEN 18-24	32,800	.99	17
MEN 25-34	37,600	.97	20
MEN 25-49	75,900	.94	20
MEN 35-44	27,600	.92	20
MEN 45-49	10,700	.93	19
MEN 50-54	8,500	.95	20
MEN 55-64	11,000	.93	20
MEN 65+	8,500	.91	19
WOMEN 18+	123,800	.92	19
WOMEN 12-24	51,100	1.04	16
WOMEN 18-24	27,700	1.03	17
WOMEN 25-34	31,900	.95	18
WOMEN 25-49	66,800	.92	21
WOMEN 35-44	24,700	.88	22
WOMEN 45-49	10,200	.89	21
WOMEN 50-54	8,300	.88	22
WOMEN 55-64	11,100	.84	22
WOMEN 65+	9,900	.81	22
TEENS 12-17	48,600	1.04	16

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	29,400	.09	106
MEN 18+	13,000	.09	108
MEN 12-24	6,200	.10	104
MEN 18-24	4,200	.12	96
MEN 25-34	2,800	.07	118
MEN 25-49	5,600	.07	118
MEN 35-44	2,000	.06	117
MEN 45-49	800	.06	111
MEN 50-54	800	.08	97
MEN 55-64	1,200	.10	82
MEN 65+	1,200	.12	66
WOMEN 18+	12,800	.09	97
WOMEN 12-24	5,200	.10	102
WOMEN 18-24	3,600	.13	85
WOMEN 25-34	2,600	.07	111
WOMEN 25-49	5,600	.07	109
WOMEN 35-44	2,000	.07	107
WOMEN 45-49	1,000	.08	93
WOMEN 50-54	800	.08	96
WOMEN 55-64	1,300	.09	83
WOMEN 65+	1,500	.12	66
TEENS 12-17	3,600	.07	116

METRO MARKET POPULATION ESTIMATES

GRAND FORKS, ND-MN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	81,700	.03	286
MEN 18+	37,200	.03	284
MEN 12-24	12,000	.04	272
MEN 18-24	8,100	.05	256
MEN 25-34	7,100	.03	277
MEN 25-49	16,700	.03	284
MEN 35-44	6,200	.02	288
MEN 45-49	3,400	.03	283
MEN 50-54	3,200	.03	283
MEN 55-64	4,300	.02	289
MEN 65+	4,900	.03	286
WOMEN 18+	37,000	.03	288
WOMEN 12-24	10,800	.04	272
WOMEN 18-24	7,200	.04	256
WOMEN 25-34	6,200	.03	287
WOMEN 25-49	15,600	.02	287
WOMEN 35-44	6,100	.02	287
WOMEN 45-49	3,300	.02	285
WOMEN 50-54	3,000	.02	289
WOMEN 55-64	4,200	.02	294
WOMEN 65+	7,000	.03	287
TEENS 12-17	7,500	.02	284

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,200		276
MEN 18+	700		274
MEN 12-24	300		268
MEN 18-24	300	.01	249
MEN 25-34	200		261
MEN 25-49	300		277
MEN 35-44	100		271
MEN 45-49			277
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+			260
WOMEN 18+	400		272
WOMEN 12-24	300		249
WOMEN 18-24	200		243
WOMEN 25-34	100		265
WOMEN 25-49	200		272
WOMEN 35-44			284
WOMEN 45-49	100		226
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	100		282

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,800		260
MEN 18+	800		262
MEN 12-24	400		252
MEN 18-24	300		243
MEN 25-34	200		254
MEN 25-49	400		257
MEN 35-44	100		257
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	700		256
WOMEN 12-24	400		235
WOMEN 18-24	200		243
WOMEN 25-34	100		266
WOMEN 25-49	300		257
WOMEN 35-44	200		224
WOMEN 45-49			249
WOMEN 50-54	200	.02	157
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	300		242

GRAND JUNCTION, CO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	107,600	.04	264
MEN 18+	46,500	.04	265
MEN 12-24	12,200	.04	270
MEN 18-24	6,500	.04	274
MEN 25-34	7,600	.03	271
MEN 25-49	20,400	.03	271
MEN 35-44	8,100	.03	273
MEN 45-49	4,700	.04	263
MEN 50-54	4,600	.04	257
MEN 55-64	6,700	.04	260
MEN 65+	8,300	.05	247
WOMEN 18+	50,200	.04	264
WOMEN 12-24	11,600	.04	267
WOMEN 18-24	6,400	.04	267
WOMEN 25-34	7,500	.03	270
WOMEN 25-49	20,900	.03	269
WOMEN 35-44	8,300	.03	272
WOMEN 45-49	5,100	.04	259
WOMEN 50-54	4,800	.04	258
WOMEN 55-64	7,000	.04	261
WOMEN 65+	11,100	.05	253
TEENS 12-17	10,900	.04	258

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	700		288
MEN 18+	300		290
MEN 12-24	100		287
MEN 18-24			293
MEN 25-34	100		274
MEN 25-49	200		284
MEN 35-44	100		271
MEN 45-49			277
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+			260
WOMEN 18+	200		286
WOMEN 12-24	100		281
WOMEN 18-24			285
WOMEN 25-34	100		265
WOMEN 25-49	100		284
WOMEN 35-44			284
WOMEN 45-49			261
WOMEN 50-54	100		220
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	10,000	.03	162
MEN 18+	4,400	.03	163
MEN 12-24	1,800	.03	174
MEN 18-24	1,100	.03	177
MEN 25-34	1,100	.02	172
MEN 25-49	2,200	.02	168
MEN 35-44	700	.02	169
MEN 45-49	400	.03	140
MEN 50-54	300	.03	139
MEN 55-64	400	.03	140
MEN 65+	400	.04	125
WOMEN 18+	4,200	.03	151
WOMEN 12-24	1,700	.03	156
WOMEN 18-24	1,000	.03	158
WOMEN 25-34	900	.02	164
WOMEN 25-49	2,000	.02	158
WOMEN 35-44	800	.02	150
WOMEN 45-49	300	.02	150
WOMEN 50-54	300	.03	141
WOMEN 55-64	400	.03	140
WOMEN 65+	500	.04	116
TEENS 12-17	1,400	.03	162

GRAND RAPIDS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	697,600	.27	66
MEN 18+	301,100	.27	66
MEN 12-24	86,200	.30	63
MEN 18-24	46,000	.29	66
MEN 25-34	59,400	.29	64
MEN 25-49	155,000	.29	63
MEN 35-44	64,100	.28	62
MEN 45-49	31,500	.28	64
MEN 50-54	27,300	.27	66
MEN 55-64	36,200	.24	70
MEN 65+	36,600	.23	78
WOMEN 18+	318,300	.27	67
WOMEN 12-24	84,300	.31	61
WOMEN 18-24	46,300	.32	61
WOMEN 25-34	58,100	.29	64
WOMEN 25-49	153,500	.28	64
WOMEN 35-44	63,500	.28	63
WOMEN 45-49	31,900	.28	65
WOMEN 50-54	28,000	.26	67
WOMEN 55-64	38,200	.24	71
WOMEN 65+	52,300	.23	77
TEENS 12-17	78,200	.30	61

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	46,800	.15	96
MEN 18+	18,600	.15	98
MEN 12-24	7,100	.18	92
MEN 18-24	3,500	.17	95
MEN 25-34	4,300	.17	92
MEN 25-49	10,400	.16	94
MEN 35-44	4,300	.15	96
MEN 45-49	1,800	.14	98
MEN 50-54	1,400	.14	99
MEN 55-64	1,800	.12	109
MEN 65+	1,500	.12	119
WOMEN 18+	21,100	.15	99
WOMEN 12-24	7,300	.18	90
WOMEN 18-24	3,800	.18	98
WOMEN 25-34	5,000	.18	87
WOMEN 25-49	11,400	.15	94
WOMEN 35-44	4,600	.15	96
WOMEN 45-49	1,800	.12	108
WOMEN 50-54	1,700	.14	96
WOMEN 55-64	2,100	.12	109
WOMEN 65+	2,100	.10	120
TEENS 12-17	7,100	.18	89

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	51,500	.15	68
MEN 18+	24,400	.17	66
MEN 12-24	11,900	.20	62
MEN 18-24	7,600	.22	59
MEN 25-34	7,500	.19	61
MEN 25-49	13,400	.16	64
MEN 35-44	4,200	.14	75
MEN 45-49	1,700	.14	70
MEN 50-54	1,300	.14	70
MEN 55-64	1,200	.10	82
MEN 65+	900	.09	82
WOMEN 18+	19,200	.14	73
WOMEN 12-24	9,100	.18	66
WOMEN 18-24	5,500	.20	64
WOMEN 25-34	5,500	.16	65
WOMEN 25-49	10,400	.14	71
WOMEN 35-44	3,400	.12	80
WOMEN 45-49	1,500	.13	71
WOMEN 50-54	1,100	.11	77
WOMEN 55-64	1,300	.09	83
WOMEN 65+	900	.07	91
TEENS 12-17	7,900	.16	68

METRO MARKET POPULATION ESTIMATES

GREAT FALLS, MT

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	67,400	.02	293
MEN 18+	29,600	.02	293
MEN 12-24	7,600	.02	290
MEN 18-24	4,100	.02	291
MEN 25-34	4,900	.02	291
MEN 25-49	13,500	.02	291
MEN 35-44	5,500	.02	290
MEN 45-49	3,100	.02	289
MEN 50-54	2,700	.02	291
MEN 55-64	4,300	.02	289
MEN 65+	5,000	.03	285
WOMEN 18+	30,900	.02	293
WOMEN 12-24	7,100	.02	290
WOMEN 18-24	3,700	.02	291
WOMEN 25-34	4,500	.02	292
WOMEN 25-49	13,200	.02	292
WOMEN 35-44	5,600	.02	290
WOMEN 45-49	3,100	.02	289
WOMEN 50-54	2,900	.02	291
WOMEN 55-64	4,300	.02	293
WOMEN 65+	6,800	.03	291
TEENS 12-17	6,900	.02	288

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,200		276
MEN 18+	600		276
MEN 12-24	300		268
MEN 18-24	200	.01	266
MEN 25-34	100		274
MEN 25-49	200		284
MEN 35-44	100		271
MEN 45-49			277
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+	100		228
WOMEN 18+	400		272
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34	100		265
WOMEN 25-49	200		272
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+			263
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,400		270
MEN 18+	600		274
MEN 12-24	300		266
MEN 18-24	200		261
MEN 25-34	200		254
MEN 25-49	300		271
MEN 35-44	100		257
MEN 45-49			257
MEN 50-54			250
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	600		263
WOMEN 12-24	200		267
WOMEN 18-24	100		267
WOMEN 25-34	200		235
WOMEN 25-49	400		241
WOMEN 35-44	100		253
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+	100		181
TEENS 12-17	200		259

GREEN BAY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	199,100	.07	188
MEN 18+	88,200	.08	187
MEN 12-24	23,000	.08	194
MEN 18-24	12,700	.08	198
MEN 25-34	16,900	.08	179
MEN 25-49	45,700	.08	174
MEN 35-44	19,400	.08	172
MEN 45-49	9,400	.08	178
MEN 50-54	8,300	.08	184
MEN 55-64	10,900	.07	194
MEN 65+	10,600	.06	212
WOMEN 18+	90,500	.07	191
WOMEN 12-24	22,300	.08	189
WOMEN 18-24	12,200	.08	198
WOMEN 25-34	15,600	.07	183
WOMEN 25-49	43,600	.08	179
WOMEN 35-44	18,600	.08	176
WOMEN 45-49	9,400	.08	184
WOMEN 50-54	8,200	.07	190
WOMEN 55-64	11,400	.07	195
WOMEN 65+	15,100	.06	209
TEENS 12-17	20,400	.08	185

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,300	.01	241
MEN 18+	1,900	.01	233
MEN 12-24	1,000	.02	221
MEN 18-24	600	.02	220
MEN 25-34	700	.02	218
MEN 25-49	1,100	.01	232
MEN 35-44	300	.01	244
MEN 45-49	100		244
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+	100		228
WOMEN 18+	800		254
WOMEN 12-24	400	.01	241
WOMEN 18-24	200		243
WOMEN 25-34	200		245
WOMEN 25-49	500		241
WOMEN 35-44	200		236
WOMEN 45-49	100		226
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+	100		238
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,900	.02	172
MEN 18+	4,100	.02	170
MEN 12-24	2,100	.03	164
MEN 18-24	1,400	.04	161
MEN 25-34	1,400	.03	151
MEN 25-49	2,300	.02	164
MEN 35-44	700	.02	169
MEN 45-49	200	.01	177
MEN 50-54	200	.02	159
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	2,600	.01	180
WOMEN 12-24	1,300	.02	169
WOMEN 18-24	800	.02	172
WOMEN 25-34	800	.02	170
WOMEN 25-49	1,500	.02	174
WOMEN 35-44	500	.01	175
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	1,200	.02	170

GREENSBORO-WS-HIGH POINT

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,101,600	.44	45
MEN 18+	474,100	.43	45
MEN 12-24	114,000	.40	49
MEN 18-24	60,800	.39	49
MEN 25-34	87,300	.43	45
MEN 25-49	234,600	.43	45
MEN 35-44	99,600	.44	45
MEN 45-49	47,700	.43	45
MEN 50-54	43,400	.43	45
MEN 55-64	66,500	.45	42
MEN 65+	68,800	.43	45
WOMEN 18+	523,100	.45	42
WOMEN 12-24	113,100	.42	47
WOMEN 18-24	61,900	.42	46
WOMEN 25-34	87,900	.44	47
WOMEN 25-49	240,000	.44	45
WOMEN 35-44	101,800	.45	45
WOMEN 45-49	50,300	.44	46
WOMEN 50-54	46,600	.44	44
WOMEN 55-64	73,400	.46	41
WOMEN 65+	101,200	.45	40
TEENS 12-17	104,400	.41	49

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	218,800	.73	26
MEN 18+	84,900	.70	26
MEN 12-24	25,400	.64	29
MEN 18-24	12,800	.63	29
MEN 25-34	17,600	.69	28
MEN 25-49	45,400	.70	26
MEN 35-44	18,900	.69	27
MEN 45-49	8,900	.72	26
MEN 50-54	7,300	.74	24
MEN 55-64	10,200	.72	25
MEN 65+	9,200	.75	21
WOMEN 18+	108,000	.77	24
WOMEN 12-24	30,100	.76	27
WOMEN 18-24	16,800	.82	22
WOMEN 25-34	21,600	.78	24
WOMEN 25-49	54,800	.76	25
WOMEN 35-44	22,500	.74	25
WOMEN 45-49	10,700	.76	24
WOMEN 50-54	8,500	.74	25
WOMEN 55-64	13,000	.76	24
WOMEN 65+	14,900	.77	21
TEENS 12-17	25,900	.68	29

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	70,000	.21	56
MEN 18+	36,200	.25	54
MEN 12-24	19,700	.34	50
MEN 18-24	13,600	.41	44
MEN 25-34	11,800	.30	48
MEN 25-49	19,500	.24	54
MEN 35-44	6,000	.20	56
MEN 45-49	1,700	.14	70
MEN 50-54	1,100	.12	76
MEN 55-64	1,100	.09	89
MEN 65+	900	.09	82
WOMEN 18+	23,400	.17	66
WOMEN 12-24	12,400	.25	57
WOMEN 18-24	8,100	.30	52
WOMEN 25-34	7,300	.21	58
WOMEN 25-49	12,600	.17	64
WOMEN 35-44	4,000	.14	71
WOMEN 45-49	1,300	.11	81
WOMEN 50-54	900	.09	86
WOMEN 55-64	900	.06	106
WOMEN 65+	900	.07	91
TEENS 12-17	10,400	.22	58

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

GREENVILLE-NEW BERN-JACKSONVILLE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	489,300	.19	88
MEN 18+	224,100	.20	83
MEN 12-24	74,000	.26	69
MEN 18-24	50,800	.33	57
MEN 25-34	42,400	.21	81
MEN 25-49	99,700	.18	93
MEN 35-44	38,200	.17	100
MEN 45-49	19,100	.17	101
MEN 50-54	17,500	.17	101
MEN 55-64	26,500	.18	97
MEN 65+	29,600	.18	90
WOMEN 18+	220,400	.19	90
WOMEN 12-24	54,500	.20	87
WOMEN 18-24	32,900	.22	84
WOMEN 25-34	37,500	.19	90
WOMEN 25-49	97,300	.18	93
WOMEN 35-44	38,900	.17	99
WOMEN 45-49	20,900	.18	95
WOMEN 50-54	18,800	.18	97
WOMEN 55-64	29,300	.18	95
WOMEN 65+	42,100	.19	91
TEENS 12-17	44,800	.17	96

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	124,400	.41	49
MEN 18+	51,100	.42	48
MEN 12-24	18,500	.47	46
MEN 18-24	10,800	.53	39
MEN 25-34	10,500	.41	52
MEN 25-49	25,500	.39	53
MEN 35-44	10,100	.37	54
MEN 45-49	4,900	.39	51
MEN 50-54	3,900	.39	51
MEN 55-64	5,300	.37	55
MEN 65+	5,600	.46	43
WOMEN 18+	58,500	.41	48
WOMEN 12-24	16,100	.41	55
WOMEN 18-24	9,000	.44	50
WOMEN 25-34	10,700	.38	54
WOMEN 25-49	28,600	.39	50
WOMEN 35-44	11,900	.39	50
WOMEN 45-49	6,000	.42	46
WOMEN 50-54	4,400	.38	52
WOMEN 55-64	6,400	.37	52
WOMEN 65+	10,100	.52	36
TEENS 12-17	14,800	.38	57

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	17,300	.05	130
MEN 18+	9,500	.06	123
MEN 12-24	5,900	.10	110
MEN 18-24	4,400	.13	92
MEN 25-34	2,800	.07	118
MEN 25-49	4,400	.05	129
MEN 35-44	1,200	.04	138
MEN 45-49	400	.03	140
MEN 50-54	200	.02	159
MEN 55-64	300	.02	151
MEN 65+	200	.02	157
WOMEN 18+	5,400	.04	139
WOMEN 12-24	2,900	.05	126
WOMEN 18-24	2,000	.07	122
WOMEN 25-34	1,500	.04	132
WOMEN 25-49	2,500	.03	146
WOMEN 35-44	900	.03	144
WOMEN 45-49	100	.02	201
WOMEN 50-54	300	.03	141
WOMEN 55-64	300	.02	154
WOMEN 65+	300	.02	148
TEENS 12-17	2,400	.05	136

GREENVILLE-SPARTANBURG

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	810,000	.32	59
MEN 18+	354,600	.32	59
MEN 12-24	86,500	.30	62
MEN 18-24	49,400	.32	61
MEN 25-34	65,100	.32	59
MEN 25-49	172,100	.32	58
MEN 35-44	71,800	.32	58
MEN 45-49	35,200	.31	59
MEN 50-54	32,200	.32	59
MEN 55-64	50,800	.34	58
MEN 65+	50,100	.31	64
WOMEN 18+	383,000	.33	59
WOMEN 12-24	83,400	.31	63
WOMEN 18-24	48,100	.33	56
WOMEN 25-34	64,300	.32	57
WOMEN 25-49	173,400	.32	59
WOMEN 35-44	72,600	.32	58
WOMEN 45-49	36,500	.32	59
WOMEN 50-54	34,100	.32	59
WOMEN 55-64	54,500	.34	60
WOMEN 65+	72,900	.33	61
TEENS 12-17	72,400	.28	66

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	138,700	.46	44
MEN 18+	55,400	.45	45
MEN 12-24	16,400	.41	52
MEN 18-24	8,400	.41	50
MEN 25-34	11,600	.45	45
MEN 25-49	29,700	.45	47
MEN 35-44	12,400	.45	48
MEN 45-49	5,700	.46	45
MEN 50-54	4,500	.46	44
MEN 55-64	6,900	.49	41
MEN 65+	5,900	.48	39
WOMEN 18+	67,400	.48	43
WOMEN 12-24	17,800	.45	46
WOMEN 18-24	9,900	.48	44
WOMEN 25-34	13,400	.48	42
WOMEN 25-49	34,200	.47	44
WOMEN 35-44	14,100	.46	44
WOMEN 45-49	6,700	.47	42
WOMEN 50-54	5,400	.47	43
WOMEN 55-64	8,300	.48	39
WOMEN 65+	9,600	.50	38
TEENS 12-17	15,900	.41	51

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	29,800	.09	104
MEN 18+	16,100	.11	94
MEN 12-24	7,800	.13	87
MEN 18-24	5,600	.16	73
MEN 25-34	4,900	.12	83
MEN 25-49	8,700	.10	93
MEN 35-44	3,000	.10	95
MEN 45-49	800	.06	111
MEN 50-54	600	.06	116
MEN 55-64	700	.05	114
MEN 65+	500	.05	112
WOMEN 18+	9,900	.07	114
WOMEN 12-24	4,400	.09	111
WOMEN 18-24	2,800	.10	104
WOMEN 25-34	2,700	.08	109
WOMEN 25-49	5,200	.07	112
WOMEN 35-44	1,900	.06	112
WOMEN 45-49	600	.05	122
WOMEN 50-54	700	.07	105
WOMEN 55-64	700	.05	114
WOMEN 65+	500	.04	116
TEENS 12-17	3,800	.08	112

HAGERSTN-CHAMBRSG-WAYNSB, MD-PA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	234,500	.09	167
MEN 18+	105,100	.09	166
MEN 12-24	24,600	.08	185
MEN 18-24	13,100	.08	190
MEN 25-34	18,500	.09	165
MEN 25-49	50,300	.09	163
MEN 35-44	21,500	.09	161
MEN 45-49	10,300	.09	168
MEN 50-54	9,500	.09	169
MEN 55-64	14,500	.09	167
MEN 65+	17,700	.11	154
WOMEN 18+	107,300	.09	168
WOMEN 12-24	22,100	.08	191
WOMEN 18-24	11,500	.07	209
WOMEN 25-34	16,300	.08	178
WOMEN 25-49	46,500	.08	171
WOMEN 35-44	20,100	.08	169
WOMEN 45-49	10,100	.08	175
WOMEN 50-54	9,500	.09	171
WOMEN 55-64	15,100	.09	168
WOMEN 65+	24,700	.11	151
TEENS 12-17	22,100	.08	174

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	12,800	.04	177
MEN 18+	8,300	.06	154
MEN 12-24	3,000	.07	153
MEN 18-24	2,100	.10	140
MEN 25-34	2,400	.09	140
MEN 25-49	5,100	.07	146
MEN 35-44	2,100	.07	143
MEN 45-49	600	.04	162
MEN 50-54	400	.04	170
MEN 55-64	300	.02	204
MEN 65+	400	.03	180
WOMEN 18+	3,100	.02	205
WOMEN 12-24	1,100	.02	207
WOMEN 18-24	600	.02	205
WOMEN 25-34	600	.02	203
WOMEN 25-49	1,600	.02	203
WOMEN 35-44	700	.02	198
WOMEN 45-49	300	.02	199
WOMEN 50-54	100	.02	220
WOMEN 55-64	400	.02	194
WOMEN 65+	400	.02	200
TEENS 12-17	1,400	.03	186

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,100	.01	227
MEN 18+	1,500	.01	229
MEN 12-24	700	.01	232
MEN 18-24	500	.01	223
MEN 25-34	300	.01	235
MEN 25-49	800	.01	225
MEN 35-44	400	.01	204
MEN 45-49	100	.01	206
MEN 50-54			250
MEN 55-64	200	.01	174
MEN 65+			249
WOMEN 18+	1,100		226
WOMEN 12-24	500	.01	224
WOMEN 18-24	200		243
WOMEN 25-34	300		223
WOMEN 25-49	700		220
WOMEN 35-44	200		224
WOMEN 45-49	200	.01	169
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	500	.01	216

METRO MARKET POPULATION ESTIMATES

HAMPTONS-RIVERHEAD

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	114,500	.04	261
MEN 18+	49,800	.04	261
MEN 12-24	11,900	.04	275
MEN 18-24	6,000	.03	280
MEN 25-34	8,100	.04	265
MEN 25-49	24,600	.04	252
MEN 35-44	11,000	.04	236
MEN 45-49	5,500	.04	245
MEN 50-54	4,800	.04	254
MEN 55-64	7,100	.04	254
MEN 65+	7,300	.04	258
WOMEN 18+	53,100	.04	260
WOMEN 12-24	11,400	.04	269
WOMEN 18-24	5,700	.03	278
WOMEN 25-34	7,900	.04	263
WOMEN 25-49	24,700	.04	252
WOMEN 35-44	11,200	.05	237
WOMEN 45-49	5,600	.04	247
WOMEN 50-54	4,900	.04	255
WOMEN 55-64	7,900	.05	246
WOMEN 65+	9,900	.04	265
TEENS 12-17	11,600	.04	254

HARRISBURG-LEBANON-CARLISLE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	554,100	.22	79
MEN 18+	240,000	.22	77
MEN 12-24	57,600	.20	88
MEN 18-24	30,800	.20	93
MEN 25-34	38,400	.19	89
MEN 25-49	110,800	.20	79
MEN 35-44	47,200	.21	77
MEN 45-49	25,200	.22	75
MEN 50-54	24,100	.24	72
MEN 55-64	34,800	.23	73
MEN 65+	39,500	.25	75
WOMEN 18+	262,000	.22	77
WOMEN 12-24	55,300	.20	84
WOMEN 18-24	30,000	.20	90
WOMEN 25-34	38,300	.19	89
WOMEN 25-49	112,200	.21	81
WOMEN 35-44	48,000	.21	77
WOMEN 45-49	25,900	.22	76
WOMEN 50-54	24,600	.23	74
WOMEN 55-64	37,300	.23	73
WOMEN 65+	57,900	.26	73
TEENS 12-17	52,100	.20	83

HARRISONBURG, VA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	98,200	.03	276
MEN 18+	43,500	.03	276
MEN 12-24	14,800	.05	252
MEN 18-24	10,900	.07	221
MEN 25-34	7,500	.03	273
MEN 25-49	18,500	.03	279
MEN 35-44	7,300	.03	279
MEN 45-49	3,700	.03	281
MEN 50-54	3,400	.03	280
MEN 55-64	5,000	.03	279
MEN 65+	5,700	.03	278
WOMEN 18+	47,000	.04	271
WOMEN 12-24	16,500	.06	234
WOMEN 18-24	12,700	.08	191
WOMEN 25-34	6,600	.03	276
WOMEN 25-49	17,500	.03	281
WOMEN 35-44	7,200	.03	278
WOMEN 45-49	3,700	.03	281
WOMEN 50-54	3,400	.03	280
WOMEN 55-64	5,200	.03	281
WOMEN 65+	8,200	.03	278
TEENS 12-17	7,700	.03	283

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,900	.02	206
MEN 18+	3,100	.02	220
MEN 12-24	1,100	.02	215
MEN 18-24	500	.02	228
MEN 25-34	600	.02	225
MEN 25-49	1,600	.02	218
MEN 35-44	700	.02	213
MEN 45-49	300	.02	205
MEN 50-54	300	.03	189
MEN 55-64	400	.02	195
MEN 65+	300	.02	197
WOMEN 18+	3,600	.02	200
WOMEN 12-24	1,200	.03	201
WOMEN 18-24	600	.02	205
WOMEN 25-34	600	.02	203
WOMEN 25-49	1,800	.02	198
WOMEN 35-44	800	.02	192
WOMEN 45-49	400	.02	187
WOMEN 50-54	300	.02	188
WOMEN 55-64	500	.02	184
WOMEN 65+	400	.02	200
TEENS 12-17	1,200	.03	193

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	41,900	.14	107
MEN 18+	18,000	.14	99
MEN 12-24	6,300	.16	104
MEN 18-24	3,400	.16	100
MEN 25-34	3,800	.15	102
MEN 25-49	9,400	.14	102
MEN 35-44	3,800	.14	105
MEN 45-49	1,800	.14	98
MEN 50-54	1,500	.15	92
MEN 55-64	2,100	.15	100
MEN 65+	1,600	.13	113
WOMEN 18+	18,300	.13	114
WOMEN 12-24	5,400	.13	116
WOMEN 18-24	2,700	.13	120
WOMEN 25-34	3,600	.13	111
WOMEN 25-49	9,200	.12	112
WOMEN 35-44	3,800	.12	110
WOMEN 45-49	1,800	.12	108
WOMEN 50-54	1,600	.13	97
WOMEN 55-64	2,300	.13	103
WOMEN 65+	2,500	.13	113
TEENS 12-17	5,600	.14	110

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,500	.01	237
MEN 18+	1,600	.01	243
MEN 12-24	800	.02	233
MEN 18-24	600	.02	220
MEN 25-34	300	.01	251
MEN 25-49	800	.01	248
MEN 35-44	300	.01	244
MEN 45-49	200	.01	219
MEN 50-54			271
MEN 55-64	200	.01	214
MEN 65+			246
WOMEN 18+	1,600	.01	230
WOMEN 12-24	800	.02	218
WOMEN 18-24	700	.03	197
WOMEN 25-34	300	.01	229
WOMEN 25-49	500		241
WOMEN 35-44	200		236
WOMEN 45-49			261
WOMEN 50-54	100		220
WOMEN 55-64	100		233
WOMEN 65+	200	.01	221
TEENS 12-17	300		249

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	12,700	.03	146
MEN 18+	5,600	.03	146
MEN 12-24	2,200	.03	160
MEN 18-24	1,300	.03	167
MEN 25-34	1,400	.03	151
MEN 25-49	3,100	.03	144
MEN 35-44	1,200	.04	138
MEN 45-49	500	.04	132
MEN 50-54	400	.04	129
MEN 55-64	500	.04	128
MEN 65+	300	.03	135
WOMEN 18+	5,300	.03	142
WOMEN 12-24	2,000	.04	147
WOMEN 18-24	1,100	.04	151
WOMEN 25-34	1,200	.03	147
WOMEN 25-49	2,800	.03	139
WOMEN 35-44	1,100	.03	132
WOMEN 45-49	500	.04	128
WOMEN 50-54	400	.04	129
WOMEN 55-64	600	.04	118
WOMEN 65+	400	.03	132
TEENS 12-17	1,800	.03	146

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	15,800	.04	133
MEN 18+	6,800	.04	137
MEN 12-24	3,200	.05	137
MEN 18-24	1,700	.05	142
MEN 25-34	1,700	.04	140
MEN 25-49	3,700	.04	135
MEN 35-44	1,400	.04	131
MEN 45-49	600	.05	126
MEN 50-54	400	.04	129
MEN 55-64	500	.04	128
MEN 65+	500	.05	112
WOMEN 18+	6,100	.04	132
WOMEN 12-24	2,900	.05	126
WOMEN 18-24	1,500	.05	131
WOMEN 25-34	1,500	.04	132
WOMEN 25-49	3,300	.04	130
WOMEN 35-44	1,200	.04	128
WOMEN 45-49	600	.05	122
WOMEN 50-54	300	.03	141
WOMEN 55-64	600	.04	118
WOMEN 65+	400	.03	132
TEENS 12-17	2,900	.06	122

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,000	.01	190
MEN 18+	3,300	.02	181
MEN 12-24	1,700	.02	178
MEN 18-24	1,300	.03	167
MEN 25-34	1,100	.02	172
MEN 25-49	1,800	.02	179
MEN 35-44	500	.01	192
MEN 45-49	200	.01	177
MEN 50-54			250
MEN 55-64	200	.01	174
MEN 65+			249
WOMEN 18+	2,100	.01	193
WOMEN 12-24	1,200	.02	177
WOMEN 18-24	1,000	.03	158
WOMEN 25-34	600	.01	183
WOMEN 25-49	900	.01	205
WOMEN 35-44	300	.01	202
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	200	.01	169
WOMEN 65+			237
TEENS 12-17	600	.01	208

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

HARTFORD-NEW BRITAIN-MIDDLETOWN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,030,500	.41	50
MEN 18+	440,900	.40	49
MEN 12-24	112,900	.39	50
MEN 18-24	58,700	.38	51
MEN 25-34	69,000	.34	52
MEN 25-49	207,900	.38	49
MEN 35-44	91,700	.41	48
MEN 45-49	47,200	.42	48
MEN 50-54	42,100	.42	47
MEN 55-64	63,000	.43	45
MEN 65+	69,200	.43	44
WOMEN 18+	483,700	.41	49
WOMEN 12-24	107,700	.40	50
WOMEN 18-24	56,000	.38	51
WOMEN 25-34	69,000	.35	54
WOMEN 25-49	213,700	.40	49
WOMEN 35-44	95,200	.42	49
WOMEN 45-49	49,500	.43	49
WOMEN 50-54	44,900	.43	49
WOMEN 55-64	68,000	.43	45
WOMEN 65+	101,100	.45	41
TEENS 12-17	105,900	.41	47

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	102,100	.34	62
MEN 18+	41,400	.34	62
MEN 12-24	15,500	.39	56
MEN 18-24	8,000	.39	55
MEN 25-34	8,600	.34	61
MEN 25-49	21,600	.33	63
MEN 35-44	8,900	.32	61
MEN 45-49	4,100	.33	61
MEN 50-54	3,400	.34	59
MEN 55-64	4,900	.35	59
MEN 65+	3,500	.28	64
WOMEN 18+	46,100	.33	64
WOMEN 12-24	14,600	.37	61
WOMEN 18-24	7,500	.36	62
WOMEN 25-34	8,600	.31	66
WOMEN 25-49	23,200	.32	64
WOMEN 35-44	9,800	.32	64
WOMEN 45-49	4,800	.34	61
WOMEN 50-54	3,900	.34	59
WOMEN 55-64	6,000	.35	56
WOMEN 65+	5,500	.28	65
TEENS 12-17	14,600	.38	58

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	102,300	.31	45
MEN 18+	40,600	.28	49
MEN 12-24	19,900	.34	49
MEN 18-24	10,600	.32	52
MEN 25-34	9,700	.25	55
MEN 25-49	21,300	.26	52
MEN 35-44	8,200	.27	50
MEN 45-49	3,400	.29	45
MEN 50-54	3,000	.33	44
MEN 55-64	3,600	.30	43
MEN 65+	2,100	.22	49
WOMEN 18+	43,500	.32	45
WOMEN 12-24	19,000	.38	43
WOMEN 18-24	10,100	.37	43
WOMEN 25-34	9,800	.29	46
WOMEN 25-49	23,000	.31	45
WOMEN 35-44	9,300	.33	45
WOMEN 45-49	3,900	.34	43
WOMEN 50-54	3,200	.34	42
WOMEN 55-64	4,300	.32	42
WOMEN 65+	2,900	.23	47
TEENS 12-17	18,200	.36	44

HILTON HEAD, SC

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	161,100	.06	218
MEN 18+	74,200	.06	210
MEN 12-24	19,700	.06	215
MEN 18-24	12,200	.07	205
MEN 25-34	14,100	.07	200
MEN 25-49	33,700	.06	213
MEN 35-44	13,600	.06	212
MEN 45-49	6,000	.05	234
MEN 50-54	5,500	.05	231
MEN 55-64	9,200	.06	218
MEN 65+	13,600	.08	183
WOMEN 18+	72,500	.06	220
WOMEN 12-24	15,400	.05	244
WOMEN 18-24	8,500	.05	242
WOMEN 25-34	11,900	.06	215
WOMEN 25-49	31,100	.05	225
WOMEN 35-44	12,700	.05	224
WOMEN 45-49	6,500	.05	230
WOMEN 50-54	6,100	.05	223
WOMEN 55-64	10,700	.06	206
WOMEN 65+	16,100	.07	203
TEENS 12-17	14,400	.05	228

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	51,500	.17	91
MEN 18+	21,600	.17	90
MEN 12-24	7,000	.17	94
MEN 18-24	3,800	.18	90
MEN 25-34	4,500	.17	88
MEN 25-49	11,200	.17	89
MEN 35-44	4,700	.17	88
MEN 45-49	2,000	.16	91
MEN 50-54	1,500	.15	92
MEN 55-64	2,300	.16	94
MEN 65+	2,800	.23	77
WOMEN 18+	23,200	.16	90
WOMEN 12-24	7,000	.17	103
WOMEN 18-24	3,200	.15	108
WOMEN 25-34	4,100	.14	97
WOMEN 25-49	11,400	.15	94
WOMEN 35-44	5,000	.16	90
WOMEN 45-49	2,300	.16	89
WOMEN 50-54	1,800	.15	93
WOMEN 55-64	2,700	.15	93
WOMEN 65+	4,100	.21	78
TEENS 12-17	6,700	.17	94

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	11,500	.03	150
MEN 18+	6,600	.04	138
MEN 12-24	3,600	.06	131
MEN 18-24	2,700	.08	123
MEN 25-34	2,100	.05	131
MEN 25-49	3,400	.04	139
MEN 35-44	1,100	.03	141
MEN 45-49	200	.01	177
MEN 50-54	300	.03	139
MEN 55-64	100	.01	199
MEN 65+	100	.01	186
WOMEN 18+	3,400	.02	166
WOMEN 12-24	1,900	.03	149
WOMEN 18-24	1,300	.04	142
WOMEN 25-34	1,100	.03	154
WOMEN 25-49	1,800	.02	162
WOMEN 35-44	500	.01	175
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	100	.02	203
WOMEN 65+	100	.01	181
TEENS 12-17	1,500	.03	158

HONOLULU

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	774,500	.30	61
MEN 18+	350,500	.32	60
MEN 12-24	86,100	.30	64
MEN 18-24	50,200	.32	58
MEN 25-34	65,500	.32	58
MEN 25-49	168,300	.31	59
MEN 35-44	69,600	.31	59
MEN 45-49	33,200	.30	61
MEN 50-54	30,400	.30	61
MEN 55-64	46,800	.32	62
MEN 65+	54,800	.34	59
WOMEN 18+	354,800	.30	63
WOMEN 12-24	73,500	.27	67
WOMEN 18-24	40,200	.27	66
WOMEN 25-34	59,800	.30	62
WOMEN 25-49	161,500	.30	61
WOMEN 35-44	68,000	.30	62
WOMEN 45-49	33,700	.29	61
WOMEN 50-54	31,600	.30	61
WOMEN 55-64	49,700	.31	62
WOMEN 65+	71,800	.32	64
TEENS 12-17	69,200	.27	67

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	29,700	.09	135
MEN 18+	16,300	.13	110
MEN 12-24	6,300	.16	104
MEN 18-24	4,400	.21	80
MEN 25-34	5,000	.19	81
MEN 25-49	9,600	.14	99
MEN 35-44	3,600	.13	109
MEN 45-49	1,000	.08	140
MEN 50-54	800	.08	141
MEN 55-64	900	.06	148
MEN 65+	600	.04	159
WOMEN 18+	10,000	.07	145
WOMEN 12-24	3,900	.09	137
WOMEN 18-24	2,400	.11	130
WOMEN 25-34	3,100	.11	122
WOMEN 25-49	5,900	.08	140
WOMEN 35-44	2,100	.06	146
WOMEN 45-49	700	.05	152
WOMEN 50-54	500	.04	156
WOMEN 55-64	600	.03	172
WOMEN 65+	600	.03	178
TEENS 12-17	3,400	.08	139

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	43,100	.13	79
MEN 18+	18,100	.12	83
MEN 12-24	8,500	.14	77
MEN 18-24	4,800	.14	84
MEN 25-34	4,600	.11	90
MEN 25-49	9,600	.12	86
MEN 35-44	3,700	.12	82
MEN 45-49	1,300	.11	81
MEN 50-54	1,100	.12	76
MEN 55-64	1,400	.11	76
MEN 65+	1,200	.12	66
WOMEN 18+	17,700	.13	75
WOMEN 12-24	7,600	.15	72
WOMEN 18-24	4,000	.14	77
WOMEN 25-34	4,400	.13	76
WOMEN 25-49	9,600	.13	77
WOMEN 35-44	3,800	.13	75
WOMEN 45-49	1,400	.12	74
WOMEN 50-54	1,100	.11	77
WOMEN 55-64	1,500	.11	74
WOMEN 65+	1,500	.12	66
TEENS 12-17	7,300	.15	72

METRO MARKET POPULATION ESTIMATES

HOUSTON-GALVESTON

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,296,900	1.71	7
MEN 18+	1,880,000	1.72	6
MEN 12-24	519,900	1.83	6
MEN 18-24	269,300	1.75	6
MEN 25-34	389,200	1.93	6
MEN 25-49	1,005,200	1.88	6
MEN 35-44	412,100	1.85	6
MEN 45-49	203,900	1.84	6
MEN 50-54	177,000	1.78	6
MEN 55-64	239,300	1.64	8
MEN 65+	189,200	1.20	13
WOMEN 18+	1,925,600	1.66	8
WOMEN 12-24	491,800	1.83	6
WOMEN 18-24	251,100	1.73	6
WOMEN 25-34	378,300	1.93	6
WOMEN 25-49	993,400	1.86	7
WOMEN 35-44	410,800	1.83	7
WOMEN 45-49	204,300	1.79	8
WOMEN 50-54	179,600	1.73	8
WOMEN 55-64	248,200	1.57	9
WOMEN 65+	253,300	1.15	13
TEENS 12-17	491,300	1.93	6

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	693,600	2.32	9
MEN 18+	276,300	2.29	8
MEN 12-24	83,400	2.11	9
MEN 18-24	40,100	2.00	8
MEN 25-34	55,800	2.21	9
MEN 25-49	150,800	2.33	8
MEN 35-44	63,300	2.33	10
MEN 45-49	31,700	2.58	8
MEN 50-54	24,600	2.51	8
MEN 55-64	34,100	2.43	8
MEN 65+	26,700	2.19	7
WOMEN 18+	330,300	2.36	8
WOMEN 12-24	88,300	2.25	9
WOMEN 18-24	44,600	2.18	8
WOMEN 25-34	65,800	2.38	9
WOMEN 25-49	176,100	2.46	8
WOMEN 35-44	73,800	2.45	9
WOMEN 45-49	36,500	2.61	8
WOMEN 50-54	28,500	2.48	8
WOMEN 55-64	41,200	2.41	8
WOMEN 65+	39,900	2.08	8
TEENS 12-17	87,000	2.28	9

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,276,500	3.94	5
MEN 18+	568,000	3.97	5
MEN 12-24	230,700	3.99	4
MEN 18-24	129,900	3.92	4
MEN 25-34	159,800	4.14	4
MEN 25-49	330,800	4.13	5
MEN 35-44	123,500	4.12	5
MEN 45-49	47,500	4.14	4
MEN 50-54	36,400	4.07	5
MEN 55-64	44,300	3.77	4
MEN 65+	26,600	2.86	8
WOMEN 18+	515,700	3.84	5
WOMEN 12-24	198,200	4.06	4
WOMEN 18-24	106,200	3.97	4
WOMEN 25-34	137,800	4.14	4
WOMEN 25-49	293,000	4.03	5
WOMEN 35-44	110,700	3.95	4
WOMEN 45-49	44,500	3.90	4
WOMEN 50-54	35,900	3.82	4
WOMEN 55-64	46,800	3.56	5
WOMEN 65+	33,800	2.77	7
TEENS 12-17	192,800	4.12	4

HUNTINGTON-ASHLAND

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	271,400	.10	155
MEN 18+	118,300	.10	154
MEN 12-24	27,400	.09	170
MEN 18-24	15,700	.10	172
MEN 25-34	20,600	.10	155
MEN 25-49	53,200	.09	158
MEN 35-44	21,400	.09	162
MEN 45-49	11,200	.10	159
MEN 50-54	10,900	.11	152
MEN 55-64	18,200	.12	142
MEN 65+	20,300	.12	136
WOMEN 18+	130,500	.11	151
WOMEN 12-24	26,400	.09	169
WOMEN 18-24	15,500	.10	170
WOMEN 25-34	20,700	.10	155
WOMEN 25-49	54,400	.10	157
WOMEN 35-44	21,900	.09	159
WOMEN 45-49	11,800	.10	158
WOMEN 50-54	11,700	.11	150
WOMEN 55-64	19,700	.12	138
WOMEN 65+	29,200	.13	133
TEENS 12-17	22,600	.08	171

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,600	.02	214
MEN 18+	3,400	.02	213
MEN 12-24	1,200	.03	211
MEN 18-24	800	.03	205
MEN 25-34	700	.02	218
MEN 25-49	1,700	.02	215
MEN 35-44	700	.02	213
MEN 45-49	300	.02	205
MEN 50-54	100	.01	228
MEN 55-64	500	.03	182
MEN 65+	300	.02	197
WOMEN 18+	2,700	.01	211
WOMEN 12-24	600	.01	227
WOMEN 18-24	500	.02	216
WOMEN 25-34	400	.01	217
WOMEN 25-49	1,100	.01	217
WOMEN 35-44	500	.01	212
WOMEN 45-49	200	.01	209
WOMEN 50-54	300	.02	188
WOMEN 55-64	300	.01	206
WOMEN 65+	500	.02	188
TEENS 12-17	500	.01	229

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,000	.01	254
MEN 18+	1,100	.01	242
MEN 12-24	200	.01	277
MEN 18-24	100	.01	275
MEN 25-34	600	.01	202
MEN 25-49	800	.01	225
MEN 35-44	100	.01	257
MEN 45-49	100	.01	206
MEN 50-54	100	.01	187
MEN 55-64	100	.01	199
MEN 65+	700	.01	249
WOMEN 18+	700	.01	256
WOMEN 12-24	200	.01	267
WOMEN 18-24	100	.01	267
WOMEN 25-34	200	.01	235
WOMEN 25-49	400	.01	241
WOMEN 35-44	200	.01	224
WOMEN 45-49	200	.01	249
WOMEN 50-54	200	.02	157
WOMEN 55-64	200	.01	256
WOMEN 65+	200	.01	237
TEENS 12-17	200	.01	259

HUNTSVILLE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	402,500	.16	115
MEN 18+	176,000	.16	113
MEN 12-24	44,200	.15	117
MEN 18-24	23,600	.15	118
MEN 25-34	30,600	.15	110
MEN 25-49	87,100	.16	107
MEN 35-44	37,600	.16	101
MEN 45-49	18,900	.17	102
MEN 50-54	16,100	.16	114
MEN 55-64	24,400	.16	109
MEN 65+	24,800	.15	113
WOMEN 18+	186,400	.16	114
WOMEN 12-24	41,800	.15	113
WOMEN 18-24	22,300	.15	117
WOMEN 25-34	30,300	.15	109
WOMEN 25-49	87,300	.16	108
WOMEN 35-44	38,100	.17	102
WOMEN 45-49	18,900	.16	111
WOMEN 50-54	16,800	.16	113
WOMEN 55-64	26,100	.16	110
WOMEN 65+	33,900	.15	111
TEENS 12-17	40,100	.15	113

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	75,900	.25	71
MEN 18+	30,600	.25	71
MEN 12-24	12,200	.31	66
MEN 18-24	6,800	.33	64
MEN 25-34	6,100	.24	73
MEN 25-49	15,900	.24	71
MEN 35-44	6,600	.24	70
MEN 45-49	3,200	.26	71
MEN 50-54	2,300	.23	73
MEN 55-64	2,700	.19	83
MEN 65+	2,900	.23	73
WOMEN 18+	34,500	.24	72
WOMEN 12-24	12,400	.31	66
WOMEN 18-24	7,000	.34	63
WOMEN 25-34	6,700	.24	72
WOMEN 25-49	17,600	.24	70
WOMEN 35-44	7,300	.24	70
WOMEN 45-49	3,600	.25	72
WOMEN 50-54	2,400	.20	77
WOMEN 55-64	3,400	.19	81
WOMEN 65+	4,100	.21	78
TEENS 12-17	10,800	.28	68

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	10,700	.03	155
MEN 18+	5,200	.03	154
MEN 12-24	2,700	.04	146
MEN 18-24	1,700	.05	142
MEN 25-34	1,400	.03	151
MEN 25-49	2,700	.03	154
MEN 35-44	900	.03	156
MEN 45-49	400	.03	140
MEN 50-54	200	.02	159
MEN 55-64	300	.02	151
MEN 65+	300	.03	135
WOMEN 18+	3,800	.02	160
WOMEN 12-24	1,700	.03	156
WOMEN 18-24	1,000	.03	158
WOMEN 25-34	900	.02	164
WOMEN 25-49	2,000	.02	158
WOMEN 35-44	800	.02	150
WOMEN 45-49	300	.02	150
WOMEN 50-54	300	.03	141
WOMEN 55-64	200	.01	169
WOMEN 65+	300	.02	148
TEENS 12-17	1,700	.03	151

METRO MARKET POPULATION ESTIMATES

INDIANAPOLIS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,291,700	.51	41
MEN 18+	554,800	.50	41
MEN 12-24	142,300	.50	40
MEN 18-24	71,400	.46	41
MEN 25-34	108,000	.53	40
MEN 25-49	293,000	.54	40
MEN 35-44	125,100	.56	38
MEN 45-49	59,900	.54	39
MEN 50-54	51,500	.51	39
MEN 55-64	70,600	.48	39
MEN 65+	68,300	.43	46
WOMEN 18+	597,900	.51	41
WOMEN 12-24	137,500	.51	38
WOMEN 18-24	69,400	.48	42
WOMEN 25-34	109,100	.55	38
WOMEN 25-49	298,600	.55	39
WOMEN 35-44	127,900	.57	38
WOMEN 45-49	61,600	.54	38
WOMEN 50-54	53,700	.51	38
WOMEN 55-64	76,900	.48	39
WOMEN 65+	99,300	.45	45
TEENS 12-17	139,000	.54	33

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	185,500	.62	32
MEN 18+	73,600	.61	33
MEN 12-24	23,300	.69	36
MEN 18-24	10,400	.61	41
MEN 25-34	15,800	.62	33
MEN 25-49	40,900	.63	32
MEN 35-44	17,600	.64	31
MEN 45-49	7,500	.61	33
MEN 50-54	6,000	.61	31
MEN 55-64	8,700	.62	32
MEN 65+	7,600	.62	31
WOMEN 18+	86,900	.62	32
WOMEN 12-24	23,200	.69	36
WOMEN 18-24	11,100	.64	39
WOMEN 25-34	18,400	.66	30
WOMEN 25-49	46,900	.65	31
WOMEN 35-44	19,600	.65	31
WOMEN 45-49	8,900	.63	32
WOMEN 50-54	6,700	.68	33
WOMEN 55-64	10,500	.61	32
WOMEN 65+	11,700	.61	30
TEENS 12-17	25,000	.65	32

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	43,100	.13	79
MEN 18+	21,800	.15	70
MEN 12-24	10,600	.18	67
MEN 18-24	7,000	.21	64
MEN 25-34	6,800	.17	64
MEN 25-49	12,300	.15	69
MEN 35-44	4,300	.14	72
MEN 45-49	1,200	.10	87
MEN 50-54	900	.10	89
MEN 55-64	1,000	.08	99
MEN 65+	600	.06	102
WOMEN 18+	14,900	.11	84
WOMEN 12-24	6,900	.14	79
WOMEN 18-24	4,100	.15	75
WOMEN 25-34	4,500	.13	74
WOMEN 25-49	8,500	.11	83
WOMEN 35-44	3,000	.10	85
WOMEN 45-49	1,000	.08	93
WOMEN 50-54	800	.08	96
WOMEN 55-64	1,000	.07	98
WOMEN 65+	500	.04	116
TEENS 12-17	6,400	.13	79

ITHACA, NY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	92,500	.03	280
MEN 18+	41,900	.03	279
MEN 12-24	16,500	.05	242
MEN 18-24	12,900	.08	193
MEN 25-34	7,700	.03	270
MEN 25-49	17,200	.03	280
MEN 35-44	6,400	.02	285
MEN 45-49	3,100	.02	289
MEN 50-54	3,100	.03	285
MEN 55-64	4,500	.03	285
MEN 65+	4,200	.02	293
WOMEN 18+	43,800	.03	280
WOMEN 12-24	15,800	.05	238
WOMEN 18-24	12,600	.08	193
WOMEN 25-34	7,300	.03	271
WOMEN 25-49	17,200	.03	282
WOMEN 35-44	6,600	.02	286
WOMEN 45-49	3,300	.02	285
WOMEN 50-54	3,300	.03	283
WOMEN 55-64	4,800	.03	287
WOMEN 65+	5,900	.02	295
TEENS 12-17	6,800	.02	289

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,800	.01	234
MEN 18+	1,600	.01	243
MEN 12-24	900	.02	228
MEN 18-24	600	.02	220
MEN 25-34	300	.01	251
MEN 25-49	700	.01	251
MEN 35-44	300	.01	244
MEN 45-49	100	.01	244
MEN 50-54	100	.01	228
MEN 55-64	100	.01	236
MEN 65+	100	.01	228
WOMEN 18+	1,700	.01	228
WOMEN 12-24	900	.02	213
WOMEN 18-24	700	.03	197
WOMEN 25-34	300	.01	229
WOMEN 25-49	700	.01	230
WOMEN 35-44	300	.01	231
WOMEN 45-49	100	.01	226
WOMEN 50-54	100	.01	220
WOMEN 55-64	100	.01	233
WOMEN 65+	100	.01	238
TEENS 12-17	500	.01	229

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,500	.01	223
MEN 18+	1,600	.01	226
MEN 12-24	1,100	.01	202
MEN 18-24	900	.02	190
MEN 25-34	400	.01	225
MEN 25-49	600	.01	235
MEN 35-44	200	.01	233
MEN 45-49	100	.01	257
MEN 50-54	100	.01	187
MEN 55-64	100	.01	255
MEN 65+	100	.01	249
WOMEN 18+	1,500	.01	217
WOMEN 12-24	1,000	.02	187
WOMEN 18-24	800	.02	172
WOMEN 25-34	300	.01	223
WOMEN 25-49	500	.01	231
WOMEN 35-44	200	.01	224
WOMEN 45-49	100	.01	249
WOMEN 50-54	100	.01	190
WOMEN 55-64	100	.01	203
WOMEN 65+	100	.01	237
TEENS 12-17	400	.01	227

JACKSON, MS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	380,300	.15	122
MEN 18+	158,600	.14	125
MEN 12-24	45,600	.16	109
MEN 18-24	24,900	.16	108
MEN 25-34	31,000	.15	108
MEN 25-49	79,400	.14	119
MEN 35-44	32,200	.14	120
MEN 45-49	16,200	.14	123
MEN 50-54	14,600	.14	124
MEN 55-64	20,300	.13	127
MEN 65+	19,400	.12	143
WOMEN 18+	181,200	.15	119
WOMEN 12-24	44,700	.16	106
WOMEN 18-24	24,900	.17	104
WOMEN 25-34	33,500	.17	100
WOMEN 25-49	86,900	.16	110
WOMEN 35-44	35,300	.15	113
WOMEN 45-49	18,100	.15	115
WOMEN 50-54	16,300	.15	117
WOMEN 55-64	22,900	.14	122
WOMEN 65+	30,200	.13	126
TEENS 12-17	40,500	.15	112

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	171,000	.57	34
MEN 18+	67,200	.55	35
MEN 12-24	25,200	.64	30
MEN 18-24	13,900	.69	24
MEN 25-34	14,500	.57	37
MEN 25-49	34,800	.53	40
MEN 35-44	13,700	.50	41
MEN 45-49	6,600	.53	38
MEN 50-54	5,300	.54	37
MEN 55-64	7,000	.50	40
MEN 65+	6,200	.50	36
WOMEN 18+	81,500	.58	34
WOMEN 12-24	25,500	.65	30
WOMEN 18-24	14,500	.71	29
WOMEN 25-34	17,200	.62	33
WOMEN 25-49	41,800	.58	35
WOMEN 35-44	16,600	.55	36
WOMEN 45-49	8,000	.57	34
WOMEN 50-54	6,300	.55	35
WOMEN 55-64	8,700	.51	38
WOMEN 65+	10,200	.53	35
TEENS 12-17	22,300	.58	38

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,300	.01	212
MEN 18+	2,200	.01	204
MEN 12-24	900	.01	218
MEN 18-24	600	.01	210
MEN 25-34	600	.01	202
MEN 25-49	1,100	.01	205
MEN 35-44	300	.01	210
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+	200	.02	157
WOMEN 18+	1,600	.01	212
WOMEN 12-24	500	.01	224
WOMEN 18-24	300	.01	227
WOMEN 25-34	400	.01	209
WOMEN 25-49	800	.01	212
WOMEN 35-44	300	.01	202
WOMEN 45-49	100	.01	201
WOMEN 50-54	200	.02	157
WOMEN 55-64	200	.01	169
WOMEN 65+	100	.01	181
TEENS 12-17	500	.01	216

METRO MARKET POPULATION ESTIMATES

JACKSON, TN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	79,100	.03	288
MEN 18+	33,500	.03	288
MEN 12-24	9,300	.03	286
MEN 18-24	5,300	.03	286
MEN 25-34	6,100	.03	287
MEN 25-49	15,900	.02	287
MEN 35-44	6,500	.02	283
MEN 45-49	3,300	.02	285
MEN 50-54	3,100	.03	285
MEN 55-64	4,500	.03	285
MEN 65+	4,700	.02	290
WOMEN 18+	37,800	.03	287
WOMEN 12-24	9,100	.03	285
WOMEN 18-24	5,300	.03	283
WOMEN 25-34	6,300	.03	285
WOMEN 25-49	17,100	.03	285
WOMEN 35-44	7,100	.03	281
WOMEN 45-49	3,700	.03	281
WOMEN 50-54	3,400	.03	280
WOMEN 55-64	4,900	.03	286
WOMEN 65+	7,100	.03	286
TEENS 12-17	7,800	.03	282

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	25,300	.08	141
MEN 18+	9,600	.07	146
MEN 12-24	3,500	.08	146
MEN 18-24	1,800	.08	148
MEN 25-34	1,900	.07	151
MEN 25-49	5,000	.07	147
MEN 35-44	2,100	.07	143
MEN 45-49	1,000	.08	140
MEN 50-54	700	.07	146
MEN 55-64	1,000	.07	145
MEN 65+	1,100	.09	129
WOMEN 18+	12,300	.08	135
WOMEN 12-24	3,800	.09	140
WOMEN 18-24	2,100	.10	135
WOMEN 25-34	2,400	.08	136
WOMEN 25-49	6,200	.08	135
WOMEN 35-44	2,600	.08	135
WOMEN 45-49	1,200	.08	134
WOMEN 50-54	900	.07	137
WOMEN 55-64	1,300	.07	139
WOMEN 65+	1,800	.09	127
TEENS 12-17	3,400	.08	139

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,500		267
MEN 18+	900		256
MEN 12-24	400		252
MEN 18-24	300		243
MEN 25-34	300		235
MEN 25-49	500		245
MEN 35-44	200		233
MEN 45-49			257
MEN 50-54			250
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	500		266
WOMEN 12-24	100		278
WOMEN 18-24	100		267
WOMEN 25-34	200		235
WOMEN 25-49	300		257
WOMEN 35-44			286
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	100		277

JACKSONVILLE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,033,100	.41	49
MEN 18+	444,200	.40	48
MEN 12-24	117,400	.41	47
MEN 18-24	61,200	.39	48
MEN 25-34	78,400	.38	49
MEN 25-49	219,800	.41	47
MEN 35-44	93,900	.42	46
MEN 45-49	47,500	.43	46
MEN 50-54	41,900	.42	48
MEN 55-64	62,000	.42	46
MEN 65+	59,300	.37	51
WOMEN 18+	479,000	.41	51
WOMEN 12-24	111,400	.41	49
WOMEN 18-24	57,700	.39	50
WOMEN 25-34	79,500	.40	49
WOMEN 25-49	226,100	.42	48
WOMEN 35-44	96,600	.43	48
WOMEN 45-49	50,000	.43	48
WOMEN 50-54	45,200	.43	47
WOMEN 55-64	67,200	.42	48
WOMEN 65+	82,800	.37	53
TEENS 12-17	109,900	.43	46

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	225,600	.75	24
MEN 18+	87,600	.72	24
MEN 12-24	31,200	.79	21
MEN 18-24	14,900	.74	21
MEN 25-34	18,200	.72	24
MEN 25-49	47,600	.73	25
MEN 35-44	20,300	.74	23
MEN 45-49	9,100	.74	24
MEN 50-54	6,600	.67	28
MEN 55-64	9,800	.70	26
MEN 65+	8,700	.71	23
WOMEN 18+	106,000	.75	25
WOMEN 12-24	31,600	.80	21
WOMEN 18-24	15,900	.77	25
WOMEN 25-34	21,400	.77	25
WOMEN 25-49	55,000	.76	24
WOMEN 35-44	23,100	.76	24
WOMEN 45-49	10,500	.75	26
WOMEN 50-54	8,400	.73	26
WOMEN 55-64	12,200	.71	26
WOMEN 65+	14,500	.75	23
TEENS 12-17	32,000	.84	22

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	41,000	.12	82
MEN 18+	17,600	.12	85
MEN 12-24	7,500	.13	92
MEN 18-24	4,200	.12	96
MEN 25-34	4,400	.11	95
MEN 25-49	9,600	.12	86
MEN 35-44	3,800	.12	79
MEN 45-49	1,400	.12	79
MEN 50-54	1,100	.12	76
MEN 55-64	1,600	.13	70
MEN 65+	1,100	.11	73
WOMEN 18+	17,400	.12	79
WOMEN 12-24	7,500	.11	94
WOMEN 18-24	3,000	.11	101
WOMEN 25-34	4,200	.12	80
WOMEN 25-49	9,500	.13	78
WOMEN 35-44	3,800	.13	75
WOMEN 45-49	1,500	.13	71
WOMEN 50-54	1,300	.13	70
WOMEN 55-64	1,900	.14	66
WOMEN 65+	1,700	.13	61
TEENS 12-17	6,000	.12	85

JOHNSON CITY-KINGSPORT-BRISTOL

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	449,800	.17	98
MEN 18+	196,800	.18	97
MEN 12-24	42,400	.14	121
MEN 18-24	23,200	.15	122
MEN 25-34	32,500	.16	104
MEN 25-49	88,700	.16	103
MEN 35-44	37,000	.16	103
MEN 45-49	19,200	.17	100
MEN 50-54	18,700	.18	91
MEN 55-64	32,100	.22	78
MEN 65+	34,100	.21	82
WOMEN 18+	215,500	.18	94
WOMEN 12-24	40,600	.15	119
WOMEN 18-24	22,300	.15	117
WOMEN 25-34	32,600	.16	102
WOMEN 25-49	90,400	.16	98
WOMEN 35-44	37,800	.16	104
WOMEN 45-49	20,000	.17	101
WOMEN 50-54	19,300	.18	92
WOMEN 55-64	33,700	.21	80
WOMEN 65+	49,800	.22	81
TEENS 12-17	37,500	.14	121

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	10,500	.03	193
MEN 18+	4,800	.03	189
MEN 12-24	1,500	.03	195
MEN 18-24	900	.04	191
MEN 25-34	900	.03	198
MEN 25-49	2,600	.04	187
MEN 35-44	1,200	.04	177
MEN 45-49	500	.04	179
MEN 50-54	200	.02	207
MEN 55-64	800	.05	153
MEN 65+	300	.02	197
WOMEN 18+	4,500	.03	187
WOMEN 12-24	1,300	.03	196
WOMEN 18-24	700	.03	197
WOMEN 25-34	500	.01	211
WOMEN 25-49	1,800	.02	198
WOMEN 35-44	1,000	.03	182
WOMEN 45-49	300	.02	199
WOMEN 50-54	500	.04	156
WOMEN 55-64	500	.02	184
WOMEN 65+	1,000	.05	152
TEENS 12-17	1,200	.03	193

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,200	.01	214
MEN 18+	2,100	.01	208
MEN 12-24	800	.01	223
MEN 18-24	600	.01	210
MEN 25-34	700	.01	192
MEN 25-49	1,100	.01	205
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	300	.02	151
MEN 65+	100	.01	186
WOMEN 18+	1,700	.01	207
WOMEN 12-24	700	.01	209
WOMEN 18-24	500	.01	195
WOMEN 25-34	400	.01	209
WOMEN 25-49	600		224
WOMEN 35-44	100		253
WOMEN 45-49	100		201
WOMEN 50-54	300	.03	141
WOMEN 55-64	100		203
WOMEN 65+	200	.01	161
TEENS 12-17	400		227

METRO MARKET POPULATION ESTIMATES

JOHNSTOWN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	199,100	.07	188
MEN 18+	88,600	.08	185
MEN 12-24	20,000	.07	213
MEN 18-24	11,300	.07	218
MEN 25-34	13,500	.06	207
MEN 25-49	38,400	.07	194
MEN 35-44	15,800	.07	193
MEN 45-49	9,100	.08	183
MEN 50-54	8,700	.08	176
MEN 55-64	12,700	.08	181
MEN 65+	17,500	.11	156
WOMEN 18+	93,500	.08	186
WOMEN 12-24	18,500	.06	220
WOMEN 18-24	10,200	.07	221
WOMEN 25-34	11,900	.06	215
WOMEN 25-49	35,100	.06	205
WOMEN 35-44	14,600	.06	202
WOMEN 45-49	8,600	.07	194
WOMEN 50-54	8,400	.08	187
WOMEN 55-64	13,000	.08	183
WOMEN 65+	26,800	.12	143
TEENS 12-17	17,000	.06	203

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,500	.01	224
MEN 18+	3,500	.02	209
MEN 12-24	1,400	.03	201
MEN 18-24	1,000	.04	182
MEN 25-34	1,000	.03	189
MEN 25-49	2,000	.03	210
MEN 35-44	700	.02	213
MEN 45-49	300	.02	205
MEN 50-54	200	.02	207
MEN 55-64	200	.01	214
MEN 65+	100		228
WOMEN 18+	1,400	.01	231
WOMEN 12-24	400	.01	241
WOMEN 18-24	200		243
WOMEN 25-34	300	.01	229
WOMEN 25-49	600		232
WOMEN 35-44	200		236
WOMEN 45-49	100		226
WOMEN 50-54	100		220
WOMEN 55-64	200	.01	216
WOMEN 65+	300	.01	211
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,700		264
MEN 18+	1,000		246
MEN 12-24	400		252
MEN 18-24	200		261
MEN 25-34	300		235
MEN 25-49	500		245
MEN 35-44	200		233
MEN 45-49			257
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	400		280
WOMEN 12-24	100		278
WOMEN 18-24			289
WOMEN 25-34	100		266
WOMEN 25-49	300		257
WOMEN 35-44	200		224
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+	100		181
TEENS 12-17	300		242

JONESBORO, AR

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	71,900	.02	289
MEN 18+	31,300	.02	290
MEN 12-24	8,500	.03	288
MEN 18-24	5,300	.03	286
MEN 25-34	6,500	.03	281
MEN 25-49	15,000	.02	289
MEN 35-44	5,800	.02	289
MEN 45-49	2,700	.02	293
MEN 50-54	2,700	.02	291
MEN 55-64	4,100	.02	293
MEN 65+	4,200	.02	293
WOMEN 18+	34,400	.02	289
WOMEN 12-24	8,700	.03	286
WOMEN 18-24	5,700	.03	278
WOMEN 25-34	6,300	.03	285
WOMEN 25-49	15,100	.02	288
WOMEN 35-44	5,900	.02	289
WOMEN 45-49	2,900	.02	292
WOMEN 50-54	2,800	.02	292
WOMEN 55-64	4,400	.02	290
WOMEN 65+	6,400	.02	292
TEENS 12-17	6,200	.02	294

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,300	.02	219
MEN 18+	2,300	.01	228
MEN 12-24	1,200	.03	211
MEN 18-24	700	.03	212
MEN 25-34	700	.02	218
MEN 25-49	1,300	.02	228
MEN 35-44	400	.01	231
MEN 45-49	200	.01	219
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+	100		228
WOMEN 18+	3,000	.02	207
WOMEN 12-24	1,500	.03	188
WOMEN 18-24	1,000	.04	174
WOMEN 25-34	700	.02	197
WOMEN 25-49	1,500	.02	205
WOMEN 35-44	600	.02	205
WOMEN 45-49	200	.01	209
WOMEN 50-54	100		220
WOMEN 55-64	200	.01	216
WOMEN 65+	200	.01	221
TEENS 12-17	1,000	.02	207

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,400		270
MEN 18+	700		266
MEN 12-24	300		266
MEN 18-24	200		261
MEN 25-34	300		235
MEN 25-49	400		257
MEN 35-44	100		257
MEN 45-49			257
MEN 50-54	100	.01	187
MEN 55-64			255
MEN 65+			249
WOMEN 18+	500		266
WOMEN 12-24	200		267
WOMEN 18-24	100		267
WOMEN 25-34	200		235
WOMEN 25-49	300		257
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	200		259

JOPLIN, MO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	137,300	.05	237
MEN 18+	59,100	.05	240
MEN 12-24	15,500	.05	248
MEN 18-24	8,500	.05	248
MEN 25-34	10,900	.05	238
MEN 25-49	27,800	.05	236
MEN 35-44	11,200	.05	234
MEN 45-49	5,700	.05	241
MEN 50-54	5,300	.05	240
MEN 55-64	8,300	.05	231
MEN 65+	9,200	.05	233
WOMEN 18+	64,700	.05	236
WOMEN 12-24	14,800	.05	249
WOMEN 18-24	8,300	.05	243
WOMEN 25-34	11,000	.05	228
WOMEN 25-49	28,300	.05	234
WOMEN 35-44	11,200	.05	237
WOMEN 45-49	6,100	.05	235
WOMEN 50-54	5,500	.05	240
WOMEN 55-64	9,000	.05	226
WOMEN 65+	13,600	.06	225
TEENS 12-17	13,500	.05	234

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,400		256
MEN 18+	1,200	.01	257
MEN 12-24	300		268
MEN 18-24	200	.01	266
MEN 25-34	300	.01	251
MEN 25-49	700	.01	251
MEN 35-44	200		257
MEN 45-49	200	.01	219
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+	100		228
WOMEN 18+	1,000		246
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34	300	.01	229
WOMEN 25-49	500		241
WOMEN 35-44	100		258
WOMEN 45-49	100		226
WOMEN 50-54	200	.01	203
WOMEN 55-64	100		233
WOMEN 65+	100		238
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,500	.01	208
MEN 18+	2,100	.01	208
MEN 12-24	1,100	.01	202
MEN 18-24	700	.02	197
MEN 25-34	700	.01	192
MEN 25-49	1,100	.01	205
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	1,600	.01	212
WOMEN 12-24	900	.01	196
WOMEN 18-24	500	.01	195
WOMEN 25-34	400	.01	209
WOMEN 25-49	800	.01	212
WOMEN 35-44	300	.01	202
WOMEN 45-49	100		201
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+			237
TEENS 12-17	800	.01	192

METRO MARKET POPULATION ESTIMATES

KALAMAZOO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	206,600	.08	184
MEN 18+	89,400	.08	184
MEN 12-24	26,200	.09	176
MEN 18-24	16,500	.10	165
MEN 25-34	17,500	.08	175
MEN 25-49	42,200	.07	184
MEN 35-44	16,200	.07	191
MEN 45-49	8,500	.07	191
MEN 50-54	7,900	.07	190
MEN 55-64	11,200	.07	191
MEN 65+	11,600	.07	199
WOMEN 18+	98,400	.08	183
WOMEN 12-24	26,800	.10	167
WOMEN 18-24	17,700	.12	150
WOMEN 25-34	17,400	.08	167
WOMEN 25-49	42,900	.08	183
WOMEN 35-44	16,500	.07	189
WOMEN 45-49	9,000	.07	190
WOMEN 50-54	8,500	.08	185
WOMEN 55-64	12,300	.07	189
WOMEN 65+	17,000	.07	193
TEENS 12-17	18,800	.07	193

KANSAS CITY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,540,800	.61	29
MEN 18+	664,900	.61	29
MEN 12-24	167,600	.59	32
MEN 18-24	85,800	.55	32
MEN 25-34	125,200	.62	34
MEN 25-49	339,800	.63	31
MEN 35-44	143,500	.64	30
MEN 45-49	71,100	.64	28
MEN 50-54	62,900	.63	28
MEN 55-64	89,300	.61	28
MEN 65+	87,100	.55	34
WOMEN 18+	716,400	.61	29
WOMEN 12-24	167,600	.59	31
WOMEN 18-24	82,400	.57	31
WOMEN 25-34	126,400	.64	31
WOMEN 25-49	345,300	.64	29
WOMEN 35-44	145,200	.64	29
WOMEN 45-49	73,700	.64	28
WOMEN 50-54	66,600	.64	28
WOMEN 55-64	96,500	.61	28
WOMEN 65+	125,600	.57	31
TEENS 12-17	159,500	.62	31

KILLEEN-TEMPLE, TX

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	262,000	.10	157
MEN 18+	117,800	.10	155
MEN 12-24	38,900	.13	131
MEN 18-24	24,300	.15	111
MEN 25-34	28,200	.14	122
MEN 25-49	62,300	.11	144
MEN 35-44	24,100	.10	150
MEN 45-49	10,000	.09	171
MEN 50-54	8,200	.08	185
MEN 55-64	11,400	.07	189
MEN 65+	11,600	.07	199
WOMEN 18+	116,000	.10	162
WOMEN 12-24	31,500	.11	150
WOMEN 18-24	17,900	.12	147
WOMEN 25-34	25,500	.13	127
WOMEN 25-49	60,600	.11	149
WOMEN 35-44	24,500	.10	151
WOMEN 45-49	10,600	.09	168
WOMEN 50-54	8,600	.08	183
WOMEN 55-64	12,500	.07	188
WOMEN 65+	16,400	.07	199
TEENS 12-17	28,200	.11	152

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	19,800	.06	150
MEN 18+	7,900	.06	157
MEN 12-24	3,000	.07	153
MEN 18-24	1,700	.08	153
MEN 25-34	1,900	.07	151
MEN 25-49	4,100	.06	161
MEN 35-44	1,500	.05	163
MEN 45-49	700	.05	157
MEN 50-54	700	.07	146
MEN 55-64	800	.05	153
MEN 65+	600	.04	159
WOMEN 18+	9,400	.06	149
WOMEN 12-24	3,400	.08	145
WOMEN 18-24	2,200	.10	133
WOMEN 25-34	2,200	.07	143
WOMEN 25-49	4,700	.06	147
WOMEN 35-44	1,700	.05	151
WOMEN 45-49	800	.05	149
WOMEN 50-54	700	.06	147
WOMEN 55-64	900	.05	150
WOMEN 65+	900	.04	160
TEENS 12-17	2,500	.06	154

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,000	.01	200
MEN 18+	2,200	.01	204
MEN 12-24	1,000	.01	209
MEN 18-24	700	.02	197
MEN 25-34	700	.01	192
MEN 25-49	1,200	.01	203
MEN 35-44	300	.01	210
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+			249
WOMEN 18+	2,100	.01	193
WOMEN 12-24	1,000	.02	187
WOMEN 18-24	600	.02	181
WOMEN 25-34	600	.01	183
WOMEN 25-49	1,100	.01	191
WOMEN 35-44	400	.01	188
WOMEN 45-49	100		201
WOMEN 50-54	200	.02	157
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	700	.01	199

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	196,400	.65	29
MEN 18+	77,700	.64	29
MEN 12-24	25,100	.63	32
MEN 18-24	11,600	.57	37
MEN 25-34	16,000	.63	32
MEN 25-49	42,300	.65	30
MEN 35-44	18,100	.66	30
MEN 45-49	8,200	.66	28
MEN 50-54	6,500	.66	29
MEN 55-64	9,300	.66	29
MEN 65+	8,000	.65	28
WOMEN 18+	92,400	.66	29
WOMEN 12-24	25,500	.65	30
WOMEN 18-24	12,700	.62	34
WOMEN 25-34	18,800	.68	29
WOMEN 25-49	48,200	.67	29
WOMEN 35-44	20,000	.66	29
WOMEN 45-49	9,400	.67	30
WOMEN 50-54	7,800	.68	29
WOMEN 55-64	11,400	.66	28
WOMEN 65+	12,300	.64	29
TEENS 12-17	26,300	.69	28

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	86,400	.26	53
MEN 18+	40,000	.27	51
MEN 12-24	17,700	.30	53
MEN 18-24	10,700	.32	51
MEN 25-34	11,400	.29	50
MEN 25-49	22,100	.27	50
MEN 35-44	7,700	.25	53
MEN 45-49	3,000	.26	50
MEN 50-54	2,400	.26	47
MEN 55-64	2,900	.24	49
MEN 65+	1,900	.20	53
WOMEN 18+	33,500	.25	51
WOMEN 12-24	13,300	.27	52
WOMEN 18-24	7,400	.27	55
WOMEN 25-34	8,800	.26	53
WOMEN 25-49	18,500	.25	51
WOMEN 35-44	6,900	.24	50
WOMEN 45-49	2,800	.24	50
WOMEN 50-54	2,200	.23	49
WOMEN 55-64	3,000	.22	50
WOMEN 65+	2,400	.19	53
TEENS 12-17	12,900	.27	52

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

KNOXVILLE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	620,400	.24	71
MEN 18+	270,000	.24	71
MEN 12-24	63,100	.22	80
MEN 18-24	35,400	.23	80
MEN 25-34	47,500	.23	71
MEN 25-49	127,500	.23	72
MEN 35-44	53,000	.23	73
MEN 45-49	27,000	.24	70
MEN 50-54	25,500	.25	68
MEN 55-64	40,000	.27	67
MEN 65+	41,600	.26	74
WOMEN 18+	296,600	.25	70
WOMEN 12-24	60,800	.22	81
WOMEN 18-24	34,700	.24	79
WOMEN 25-34	47,900	.24	70
WOMEN 25-49	131,300	.24	70
WOMEN 35-44	55,000	.24	71
WOMEN 45-49	28,400	.24	69
WOMEN 50-54	27,000	.26	69
WOMEN 55-64	43,400	.27	68
WOMEN 65+	60,200	.27	70
TEENS 12-17	53,800	.21	81

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	34,500	.11	124
MEN 18+	13,600	.11	127
MEN 12-24	4,400	.11	132
MEN 18-24	2,200	.10	133
MEN 25-34	2,900	.11	123
MEN 25-49	7,200	.11	126
MEN 35-44	2,900	.10	125
MEN 45-49	1,400	.11	119
MEN 50-54	1,100	.11	122
MEN 55-64	1,700	.12	112
MEN 65+	1,400	.11	122
WOMEN 18+	16,500	.11	119
WOMEN 12-24	4,700	.12	129
WOMEN 18-24	2,500	.12	128
WOMEN 25-34	3,100	.11	122
WOMEN 25-49	8,100	.11	121
WOMEN 35-44	3,300	.10	120
WOMEN 45-49	1,700	.12	114
WOMEN 50-54	1,400	.12	111
WOMEN 55-64	1,800	.10	121
WOMEN 65+	2,700	.14	107
TEENS 12-17	4,400	.11	126

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	8,400	.02	168
MEN 18+	4,100	.02	170
MEN 12-24	1,900	.03	171
MEN 18-24	1,300	.03	167
MEN 25-34	1,100	.02	172
MEN 25-49	2,200	.02	168
MEN 35-44	700	.02	169
MEN 45-49	400	.03	140
MEN 50-54	200	.02	159
MEN 55-64	100		199
MEN 65+	300	.03	135
WOMEN 18+	3,300	.02	167
WOMEN 12-24	1,300	.02	169
WOMEN 18-24	900	.03	165
WOMEN 25-34	800	.02	170
WOMEN 25-49	1,700	.02	170
WOMEN 35-44	600	.02	168
WOMEN 45-49	300	.02	150
WOMEN 50-54	100	.01	190
WOMEN 55-64	500	.03	131
WOMEN 65+	100		181
TEENS 12-17	1,000	.02	179

LA CROSSE, WI

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	153,600	.06	222
MEN 18+	67,000	.06	224
MEN 12-24	19,000	.06	217
MEN 18-24	11,000	.07	219
MEN 25-34	11,200	.05	231
MEN 25-49	30,200	.05	228
MEN 35-44	12,300	.05	227
MEN 45-49	6,700	.06	219
MEN 50-54	6,300	.06	215
MEN 55-64	9,100	.06	221
MEN 65+	10,400	.06	219
WOMEN 18+	71,200	.06	223
WOMEN 12-24	19,400	.07	211
WOMEN 18-24	12,000	.08	202
WOMEN 25-34	10,800	.05	232
WOMEN 25-49	29,800	.05	229
WOMEN 35-44	12,300	.05	229
WOMEN 45-49	6,700	.05	225
WOMEN 50-54	6,300	.06	217
WOMEN 55-64	8,900	.05	231
WOMEN 65+	14,200	.06	219
TEENS 12-17	15,400	.06	220

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,500		271
MEN 18+	800		268
MEN 12-24	400	.01	260
MEN 18-24	200	.01	266
MEN 25-34	200		261
MEN 25-49	400		267
MEN 35-44	200		257
MEN 45-49			277
MEN 50-54	200	.02	207
MEN 55-64			274
MEN 65+			260
WOMEN 18+	400		272
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34	200		245
WOMEN 25-49	300		262
WOMEN 35-44			284
WOMEN 45-49	100		226
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	300		249

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,300		274
MEN 18+	700		266
MEN 12-24	500		240
MEN 18-24	400	.01	234
MEN 25-34	100		273
MEN 25-49	300		271
MEN 35-44	200		233
MEN 45-49			257
MEN 50-54			250
MEN 55-64			255
MEN 65+			249
WOMEN 18+	500		266
WOMEN 12-24	200		267
WOMEN 18-24	200		243
WOMEN 25-34	100		266
WOMEN 25-49	200		278
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	100		277

LAFAYETTE, IN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	136,000	.05	240
MEN 18+	64,900	.05	231
MEN 12-24	25,500	.09	179
MEN 18-24	20,400	.13	137
MEN 25-34	13,600	.06	206
MEN 25-49	28,300	.05	235
MEN 35-44	10,100	.04	248
MEN 45-49	4,600	.04	265
MEN 50-54	4,200	.04	266
MEN 55-64	5,900	.04	268
MEN 65+	6,100	.03	273
WOMEN 18+	61,300	.05	245
WOMEN 12-24	21,200	.07	200
WOMEN 18-24	16,500	.11	160
WOMEN 25-34	11,400	.05	224
WOMEN 25-49	25,500	.04	244
WOMEN 35-44	9,400	.04	258
WOMEN 45-49	4,700	.04	263
WOMEN 50-54	4,400	.04	263
WOMEN 55-64	6,400	.04	266
WOMEN 65+	8,500	.03	274
TEENS 12-17	9,800	.03	269

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,400	.01	238
MEN 18+	1,700	.01	239
MEN 12-24	800	.02	233
MEN 18-24	600	.02	220
MEN 25-34	500	.01	231
MEN 25-49	900	.01	239
MEN 35-44	300	.01	244
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64	100		236
MEN 65+	100		228
WOMEN 18+	1,400	.01	231
WOMEN 12-24	700	.01	223
WOMEN 18-24	600	.02	205
WOMEN 25-34	300	.01	229
WOMEN 25-49	600		232
WOMEN 35-44	200		236
WOMEN 45-49	100		226
WOMEN 50-54	100		220
WOMEN 55-64			267
WOMEN 65+	100		238
TEENS 12-17	300		249

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,800	.02	174
MEN 18+	4,200	.02	166
MEN 12-24	2,200	.03	160
MEN 18-24	1,800	.05	139
MEN 25-34	1,400	.03	151
MEN 25-49	2,100	.02	174
MEN 35-44	600	.02	179
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	2,900	.02	174
WOMEN 12-24	1,600	.03	163
WOMEN 18-24	1,300	.04	142
WOMEN 25-34	900	.02	164
WOMEN 25-49	1,400	.01	179
WOMEN 35-44	400	.01	188
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	700	.01	199

METRO MARKET POPULATION ESTIMATES

LAFAYETTE, LA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	432,800	.17	101
MEN 18+	182,800	.16	105
MEN 12-24	53,300	.18	96
MEN 18-24	28,700	.18	98
MEN 25-34	33,700	.16	103
MEN 25-49	88,600	.16	104
MEN 35-44	36,000	.16	107
MEN 45-49	18,900	.17	102
MEN 50-54	16,900	.17	105
MEN 55-64	23,400	.16	117
MEN 65+	25,200	.16	110
WOMEN 18+	201,400	.17	101
WOMEN 12-24	52,500	.19	93
WOMEN 18-24	28,500	.19	93
WOMEN 25-34	35,000	.17	98
WOMEN 25-49	93,700	.17	95
WOMEN 35-44	38,700	.17	100
WOMEN 45-49	20,000	.17	101
WOMEN 50-54	17,500	.16	111
WOMEN 55-64	25,800	.16	114
WOMEN 65+	35,900	.16	107
TEENS 12-17	48,600	.19	90

LAKE CHARLES, LA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	152,800	.06	225
MEN 18+	65,400	.06	228
MEN 12-24	18,300	.06	222
MEN 18-24	10,000	.06	235
MEN 25-34	11,700	.05	224
MEN 25-49	30,900	.05	224
MEN 35-44	12,500	.05	224
MEN 45-49	6,700	.06	219
MEN 50-54	6,200	.06	219
MEN 55-64	8,700	.05	224
MEN 65+	9,600	.06	229
WOMEN 18+	71,100	.06	224
WOMEN 12-24	17,600	.06	223
WOMEN 18-24	9,600	.06	231
WOMEN 25-34	12,200	.06	212
WOMEN 25-49	32,300	.06	216
WOMEN 35-44	13,000	.05	219
WOMEN 45-49	7,100	.06	214
WOMEN 50-54	6,300	.06	217
WOMEN 55-64	9,600	.06	220
WOMEN 65+	13,300	.06	230
TEENS 12-17	16,300	.06	212

LAKELAND-WINTER HAVEN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	437,900	.17	99
MEN 18+	190,200	.17	101
MEN 12-24	47,100	.16	106
MEN 18-24	24,300	.15	111
MEN 25-34	29,900	.14	114
MEN 25-49	81,300	.15	116
MEN 35-44	34,200	.15	116
MEN 45-49	17,200	.15	119
MEN 50-54	15,600	.15	116
MEN 55-64	26,900	.18	94
MEN 65+	42,100	.26	73
WOMEN 18+	203,800	.17	100
WOMEN 12-24	44,000	.16	107
WOMEN 18-24	22,900	.15	112
WOMEN 25-34	29,400	.15	112
WOMEN 25-49	81,300	.15	118
WOMEN 35-44	34,100	.15	118
WOMEN 45-49	17,800	.15	117
WOMEN 50-54	16,700	.16	114
WOMEN 55-64	30,200	.19	92
WOMEN 65+	52,700	.23	76
TEENS 12-17	43,900	.17	100

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	114,100	.38	55
MEN 18+	44,400	.36	58
MEN 12-24	16,400	.41	52
MEN 18-24	8,300	.41	51
MEN 25-34	8,800	.34	59
MEN 25-49	21,900	.33	61
MEN 35-44	8,600	.31	63
MEN 45-49	4,500	.36	58
MEN 50-54	3,700	.37	52
MEN 55-64	5,400	.38	53
MEN 65+	5,100	.41	47
WOMEN 18+	53,600	.38	54
WOMEN 12-24	17,000	.43	50
WOMEN 18-24	9,000	.44	50
WOMEN 25-34	10,300	.37	58
WOMEN 25-49	26,100	.36	59
WOMEN 35-44	10,700	.35	59
WOMEN 45-49	5,100	.36	55
WOMEN 50-54	4,700	.41	46
WOMEN 55-64	6,400	.37	52
WOMEN 65+	7,400	.38	48
TEENS 12-17	16,100	.42	49

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	37,200	.12	119
MEN 18+	15,000	.12	123
MEN 12-24	5,200	.13	123
MEN 18-24	2,700	.13	122
MEN 25-34	2,800	.11	126
MEN 25-49	7,400	.11	123
MEN 35-44	3,000	.11	123
MEN 45-49	1,600	.13	108
MEN 50-54	1,300	.13	105
MEN 55-64	1,800	.12	109
MEN 65+	1,800	.14	101
WOMEN 18+	17,300	.12	117
WOMEN 12-24	5,200	.13	122
WOMEN 18-24	2,800	.13	118
WOMEN 25-34	3,100	.11	122
WOMEN 25-49	8,500	.11	118
WOMEN 35-44	3,500	.11	118
WOMEN 45-49	1,900	.13	102
WOMEN 50-54	1,400	.12	111
WOMEN 55-64	2,100	.12	109
WOMEN 65+	2,500	.13	113
TEENS 12-17	4,900	.12	120

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	60,300	.20	82
MEN 18+	23,800	.19	85
MEN 12-24	9,100	.23	78
MEN 18-24	4,100	.20	87
MEN 25-34	4,500	.17	88
MEN 25-49	12,300	.19	85
MEN 35-44	5,400	.19	77
MEN 45-49	2,400	.19	81
MEN 50-54	1,900	.19	80
MEN 55-64	2,700	.19	83
MEN 65+	2,800	.23	77
WOMEN 18+	27,100	.19	85
WOMEN 12-24	8,800	.22	79
WOMEN 18-24	4,400	.21	87
WOMEN 25-34	5,100	.18	85
WOMEN 25-49	13,700	.19	82
WOMEN 35-44	5,900	.19	79
WOMEN 45-49	2,700	.19	80
WOMEN 50-54	2,000	.17	85
WOMEN 55-64	3,000	.17	86
WOMEN 65+	4,000	.20	80
TEENS 12-17	9,400	.24	73

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,400	.01	187
MEN 18+	2,800	.01	195
MEN 12-24	1,300	.02	190
MEN 18-24	700	.02	197
MEN 25-34	500	.01	213
MEN 25-49	1,400	.01	194
MEN 35-44	800	.02	161
MEN 45-49	100	.02	206
MEN 50-54	200	.02	159
MEN 55-64	300	.02	151
MEN 65+	200	.02	157
WOMEN 18+	2,700	.02	178
WOMEN 12-24	800	.01	203
WOMEN 18-24	500	.01	195
WOMEN 25-34	600	.01	183
WOMEN 25-49	1,300	.01	182
WOMEN 35-44	500	.01	175
WOMEN 45-49	200	.01	169
WOMEN 50-54	400	.04	129
WOMEN 55-64	300	.02	154
WOMEN 65+	200	.01	161
TEENS 12-17	900	.01	187

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,000	.01	254
MEN 18+	900	.01	256
MEN 12-24	300	.01	266
MEN 18-24	200	.01	261
MEN 25-34	200	.01	254
MEN 25-49	500	.01	245
MEN 35-44	200	.01	233
MEN 45-49	100	.01	206
MEN 50-54	100	.01	187
MEN 55-64	100	.01	255
MEN 65+	100	.01	186
WOMEN 18+	900	.01	240
WOMEN 12-24	300	.01	254
WOMEN 18-24	200	.01	243
WOMEN 25-34	200	.01	235
WOMEN 25-49	400	.01	241
WOMEN 35-44	200	.01	224
WOMEN 45-49	100	.01	249
WOMEN 50-54	100	.01	190
WOMEN 55-64	100	.01	203
WOMEN 65+	100	.01	181
TEENS 12-17	200	.01	259

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	45,600	.14	75
MEN 18+	21,300	.14	73
MEN 12-24	10,600	.18	67
MEN 18-24	6,300	.19	68
MEN 25-34	5,500	.14	72
MEN 25-49	11,100	.13	74
MEN 35-44	4,100	.13	77
MEN 45-49	1,500	.13	77
MEN 50-54	1,200	.13	73
MEN 55-64	1,400	.11	76
MEN 65+	1,300	.13	62
WOMEN 18+	16,600	.12	80
WOMEN 12-24	7,600	.15	72
WOMEN 18-24	4,200	.15	73
WOMEN 25-34	4,100	.12	85
WOMEN 25-49	8,600	.11	82
WOMEN 35-44	3,200	.11	84
WOMEN 45-49	1,300	.11	81
WOMEN 50-54	900	.09	86
WOMEN 55-64	1,500	.11	74
WOMEN 65+	1,400	.11	74
TEENS 12-17	7,700	.16	69

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

LANCASTER

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	407,200	.16	112
MEN 18+	174,800	.16	115
MEN 12-24	46,600	.16	107
MEN 18-24	24,400	.15	110
MEN 25-34	28,600	.14	121
MEN 25-49	81,000	.15	117
MEN 35-44	34,300	.15	115
MEN 45-49	18,100	.16	109
MEN 50-54	16,300	.16	111
MEN 55-64	24,000	.16	114
MEN 65+	29,100	.18	94
WOMEN 18+	189,300	.16	112
WOMEN 12-24	44,900	.16	104
WOMEN 18-24	24,000	.16	108
WOMEN 25-34	28,900	.14	116
WOMEN 25-49	82,600	.15	114
WOMEN 35-44	35,000	.15	114
WOMEN 45-49	18,700	.16	112
WOMEN 50-54	16,900	.16	112
WOMEN 55-64	25,400	.16	115
WOMEN 65+	40,400	.18	95
TEENS 12-17	43,100	.17	101

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	11,900	.03	184
MEN 18+	5,100	.04	187
MEN 12-24	2,200	.05	170
MEN 18-24	1,200	.05	173
MEN 25-34	1,100	.04	185
MEN 25-49	2,700	.04	185
MEN 35-44	1,100	.04	181
MEN 45-49	500	.04	179
MEN 50-54	400	.04	170
MEN 55-64	500	.03	182
MEN 65+	300	.02	197
WOMEN 18+	4,800	.03	185
WOMEN 12-24	2,000	.05	167
WOMEN 18-24	1,000	.04	174
WOMEN 25-34	1,000	.03	179
WOMEN 25-49	2,500	.03	180
WOMEN 35-44	1,000	.03	182
WOMEN 45-49	500	.03	174
WOMEN 50-54	300	.02	188
WOMEN 55-64	500	.02	184
WOMEN 65+	500	.02	188
TEENS 12-17	2,000	.05	164

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	21,900	.06	120
MEN 18+	9,100	.06	126
MEN 12-24	4,300	.07	124
MEN 18-24	2,400	.07	130
MEN 25-34	2,300	.05	129
MEN 25-49	4,900	.06	125
MEN 35-44	1,800	.06	123
MEN 45-49	800	.06	111
MEN 50-54	600	.06	116
MEN 55-64	800	.06	110
MEN 65+	400	.04	125
WOMEN 18+	9,200	.06	115
WOMEN 12-24	4,100	.08	115
WOMEN 18-24	2,400	.08	114
WOMEN 25-34	2,300	.06	117
WOMEN 25-49	4,900	.06	115
WOMEN 35-44	1,800	.06	113
WOMEN 45-49	800	.07	109
WOMEN 50-54	600	.06	115
WOMEN 55-64	800	.06	110
WOMEN 65+	500	.04	116
TEENS 12-17	3,600	.07	116

LANSING-EAST LANSING

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	389,400	.15	120
MEN 18+	168,500	.15	120
MEN 12-24	51,000	.17	100
MEN 18-24	31,700	.20	90
MEN 25-34	31,400	.15	107
MEN 25-49	78,700	.14	122
MEN 35-44	31,100	.13	124
MEN 45-49	16,200	.14	123
MEN 50-54	15,400	.15	118
MEN 55-64	22,400	.15	118
MEN 65+	20,300	.12	136
WOMEN 18+	183,500	.15	116
WOMEN 12-24	51,400	.19	97
WOMEN 18-24	33,300	.23	83
WOMEN 25-34	31,400	.16	105
WOMEN 25-49	81,600	.15	117
WOMEN 35-44	32,600	.14	121
WOMEN 45-49	17,600	.15	120
WOMEN 50-54	16,500	.15	116
WOMEN 55-64	23,800	.15	120
WOMEN 65+	28,300	.12	136
TEENS 12-17	37,400	.14	122

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	33,500	.11	127
MEN 18+	13,600	.11	127
MEN 12-24	5,300	.13	121
MEN 18-24	3,100	.15	110
MEN 25-34	3,300	.13	114
MEN 25-49	7,200	.11	126
MEN 35-44	2,500	.09	136
MEN 45-49	1,400	.11	119
MEN 50-54	1,000	.10	126
MEN 55-64	1,500	.10	125
MEN 65+	800	.06	145
WOMEN 18+	15,700	.11	125
WOMEN 12-24	5,600	.14	114
WOMEN 18-24	3,600	.17	101
WOMEN 25-34	3,400	.12	116
WOMEN 25-49	7,900	.11	124
WOMEN 35-44	3,100	.10	126
WOMEN 45-49	1,400	.10	128
WOMEN 50-54	1,200	.10	123
WOMEN 55-64	1,700	.09	126
WOMEN 65+	1,300	.06	141
TEENS 12-17	4,200	.11	128

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	17,400	.05	129
MEN 18+	7,600	.05	132
MEN 12-24	2,900	.05	140
MEN 18-24	1,700	.05	142
MEN 25-34	2,100	.05	131
MEN 25-49	4,300	.05	130
MEN 35-44	1,600	.05	126
MEN 45-49	600	.05	126
MEN 50-54	500	.05	122
MEN 55-64	700	.05	114
MEN 65+	400	.04	125
WOMEN 18+	7,400	.05	124
WOMEN 12-24	3,100	.06	122
WOMEN 18-24	1,900	.07	123
WOMEN 25-34	1,900	.05	125
WOMEN 25-49	3,800	.05	125
WOMEN 35-44	1,300	.04	127
WOMEN 45-49	600	.05	122
WOMEN 50-54	600	.06	115
WOMEN 55-64	600	.04	118
WOMEN 65+	500	.04	116
TEENS 12-17	2,400	.05	136

LAREDO, TX

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	168,600	.06	208
MEN 18+	68,200	.06	222
MEN 12-24	24,700	.08	183
MEN 18-24	12,600	.08	202
MEN 25-34	16,200	.08	183
MEN 25-49	36,600	.06	202
MEN 35-44	14,200	.06	207
MEN 45-49	6,200	.05	229
MEN 50-54	5,100	.05	246
MEN 55-64	7,000	.04	256
MEN 65+	6,900	.04	265
WOMEN 18+	76,700	.06	212
WOMEN 12-24	24,000	.08	177
WOMEN 18-24	12,400	.08	197
WOMEN 25-34	17,400	.08	167
WOMEN 25-49	40,000	.07	191
WOMEN 35-44	15,800	.07	195
WOMEN 45-49	6,800	.05	224
WOMEN 50-54	5,700	.05	233
WOMEN 55-64	8,200	.05	241
WOMEN 65+	10,400	.04	260
TEENS 12-17	23,700	.09	165

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	300		295
MEN 18+	100		295
MEN 12-24	100		287
MEN 18-24			293
MEN 25-34			292
MEN 25-49			295
MEN 35-44			290
MEN 45-49			277
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+			260
WOMEN 18+	100		293
WOMEN 12-24			294
WOMEN 18-24			285
WOMEN 25-34			285
WOMEN 25-49	100		284
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	100		282

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	160,500	.49	38
MEN 18+	64,300	.44	40
MEN 12-24	23,900	.41	44
MEN 18-24	12,200	.36	48
MEN 25-34	15,400	.39	42
MEN 25-49	34,400	.43	40
MEN 35-44	13,300	.44	40
MEN 45-49	5,700	.49	37
MEN 50-54	4,800	.53	35
MEN 55-64	6,500	.55	36
MEN 65+	6,400	.68	26
WOMEN 18+	73,200	.54	35
WOMEN 12-24	23,300	.47	40
WOMEN 18-24	12,000	.44	40
WOMEN 25-34	16,700	.50	38
WOMEN 25-49	38,200	.52	36
WOMEN 35-44	15,100	.53	33
WOMEN 45-49	6,400	.56	34
WOMEN 50-54	5,300	.56	32
WOMEN 55-64	7,900	.60	30
WOMEN 65+	9,800	.80	23
TEENS 12-17	23,000	.49	39

METRO MARKET POPULATION ESTIMATES

LAS VEGAS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,365,500	.54	38
MEN 18+	620,600	.56	33
MEN 12-24	145,300	.51	38
MEN 18-24	74,700	.48	40
MEN 25-34	126,700	.62	32
MEN 25-49	323,800	.60	32
MEN 35-44	137,100	.61	32
MEN 45-49	60,000	.54	38
MEN 50-54	52,200	.52	38
MEN 55-64	82,500	.56	31
MEN 65+	87,400	.55	32
WOMEN 18+	607,700	.52	39
WOMEN 12-24	136,700	.51	39
WOMEN 18-24	70,100	.48	39
WOMEN 25-34	117,500	.60	35
WOMEN 25-49	298,600	.55	39
WOMEN 35-44	124,500	.55	39
WOMEN 45-49	56,600	.49	41
WOMEN 50-54	52,100	.50	40
WOMEN 55-64	86,100	.54	33
WOMEN 65+	100,800	.45	43
TEENS 12-17	137,200	.54	37

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	115,900	.38	54
MEN 18+	49,400	.40	51
MEN 12-24	13,700	.34	63
MEN 18-24	6,200	.30	67
MEN 25-34	10,800	.42	50
MEN 25-49	28,300	.43	50
MEN 35-44	12,600	.46	46
MEN 45-49	4,900	.39	51
MEN 50-54	3,700	.37	52
MEN 55-64	6,200	.44	44
MEN 65+	5,000	.41	50
WOMEN 18+	51,400	.36	58
WOMEN 12-24	14,200	.36	63
WOMEN 18-24	6,600	.32	67
WOMEN 25-34	11,000	.39	51
WOMEN 25-49	27,700	.38	54
WOMEN 35-44	11,800	.39	52
WOMEN 45-49	4,900	.35	59
WOMEN 50-54	3,900	.34	59
WOMEN 55-64	6,900	.40	49
WOMEN 65+	6,300	.32	56
TEENS 12-17	15,100	.39	55

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	309,700	.95	19
MEN 18+	140,400	.98	19
MEN 12-24	57,000	.98	18
MEN 18-24	31,600	.95	19
MEN 25-34	43,000	1.11	17
MEN 25-49	85,200	1.06	18
MEN 35-44	31,900	1.06	18
MEN 45-49	10,300	.89	22
MEN 50-54	7,200	.80	23
MEN 55-64	9,800	.83	23
MEN 65+	6,600	.70	24
WOMEN 18+	121,800	.90	20
WOMEN 12-24	47,500	.97	18
WOMEN 18-24	25,400	.95	19
WOMEN 25-34	35,100	1.05	17
WOMEN 25-49	70,700	.97	18
WOMEN 35-44	26,400	.94	19
WOMEN 45-49	9,200	.80	24
WOMEN 50-54	7,100	.75	26
WOMEN 55-64	10,300	.78	24
WOMEN 65+	8,300	.68	27
TEENS 12-17	47,500	1.01	17

LASALLE-PERU, IL

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	130,600	.05	246
MEN 18+	57,400	.05	245
MEN 12-24	14,400	.05	255
MEN 18-24	7,700	.05	257
MEN 25-34	9,000	.04	257
MEN 25-49	25,900	.04	248
MEN 35-44	10,900	.04	240
MEN 45-49	6,000	.05	234
MEN 50-54	5,300	.05	240
MEN 55-64	8,000	.05	238
MEN 65+	10,500	.06	217
WOMEN 18+	60,000	.05	247
WOMEN 12-24	13,200	.04	255
WOMEN 18-24	6,700	.04	263
WOMEN 25-34	8,400	.04	258
WOMEN 25-49	24,700	.04	252
WOMEN 35-44	10,500	.04	242
WOMEN 45-49	5,800	.05	241
WOMEN 50-54	5,200	.05	245
WOMEN 55-64	8,300	.05	239
WOMEN 65+	15,100	.06	209
TEENS 12-17	13,200	.05	238

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,100	.01	259
MEN 18+	1,500	.01	248
MEN 12-24	600	.01	243
MEN 18-24	500	.02	228
MEN 25-34	400	.01	239
MEN 25-49	700	.01	251
MEN 35-44	300	.01	244
MEN 45-49	200	.02	277
MEN 50-54	200	.02	207
MEN 55-64	100	.02	274
MEN 65+	100	.02	228
WOMEN 18+	400	.02	272
WOMEN 12-24	100	.02	281
WOMEN 18-24	100	.02	285
WOMEN 25-34	200	.02	245
WOMEN 25-49	300	.02	262
WOMEN 35-44	100	.02	258
WOMEN 45-49	100	.02	261
WOMEN 50-54	100	.02	261
WOMEN 55-64	100	.02	233
WOMEN 65+	100	.02	263
TEENS 12-17	200	.02	264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,000	.02	183
MEN 18+	3,200	.02	183
MEN 12-24	1,600	.02	180
MEN 18-24	1,000	.03	183
MEN 25-34	900	.02	185
MEN 25-49	1,700	.02	183
MEN 35-44	500	.01	192
MEN 45-49	300	.02	159
MEN 50-54	100	.01	187
MEN 55-64	300	.02	151
MEN 65+	100	.01	186
WOMEN 18+	2,700	.02	178
WOMEN 12-24	1,300	.02	169
WOMEN 18-24	800	.02	172
WOMEN 25-34	700	.02	176
WOMEN 25-49	1,300	.01	182
WOMEN 35-44	400	.01	188
WOMEN 45-49	200	.01	169
WOMEN 50-54	200	.02	157
WOMEN 55-64	200	.01	169
WOMEN 65+	200	.01	161
TEENS 12-17	1,100	.02	173

LAUREL-HATTIESBURG, MS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	153,200	.06	224
MEN 18+	65,300	.05	229
MEN 12-24	18,900	.06	218
MEN 18-24	11,500	.07	216
MEN 25-34	13,300	.06	210
MEN 25-49	31,400	.05	222
MEN 35-44	12,000	.05	229
MEN 45-49	6,100	.05	231
MEN 50-54	5,400	.05	234
MEN 55-64	8,200	.05	235
MEN 65+	8,800	.05	240
WOMEN 18+	73,300	.06	219
WOMEN 12-24	19,900	.07	207
WOMEN 18-24	12,700	.08	191
WOMEN 25-34	13,200	.06	206
WOMEN 25-49	32,300	.06	216
WOMEN 35-44	12,700	.05	224
WOMEN 45-49	6,400	.05	231
WOMEN 50-54	5,900	.05	230
WOMEN 55-64	9,000	.05	226
WOMEN 65+	13,400	.06	228
TEENS 12-17	14,600	.05	226

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	39,100	.13	114
MEN 18+	14,800	.12	124
MEN 12-24	5,600	.14	115
MEN 18-24	3,100	.15	110
MEN 25-34	3,300	.13	114
MEN 25-49	7,800	.12	119
MEN 35-44	3,000	.11	123
MEN 45-49	1,500	.12	112
MEN 50-54	1,000	.10	126
MEN 55-64	1,400	.10	129
MEN 65+	1,500	.12	119
WOMEN 18+	19,400	.13	108
WOMEN 12-24	6,900	.17	100
WOMEN 18-24	4,500	.22	85
WOMEN 25-34	4,000	.14	100
WOMEN 25-49	9,300	.12	109
WOMEN 35-44	3,700	.12	114
WOMEN 45-49	1,600	.11	119
WOMEN 50-54	1,200	.10	123
WOMEN 55-64	1,800	.10	121
WOMEN 65+	2,600	.13	110
TEENS 12-17	4,900	.12	120

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,100	.01	227
MEN 18+	1,700	.01	222
MEN 12-24	1,000	.01	209
MEN 18-24	700	.02	197
MEN 25-34	600	.01	202
MEN 25-49	900	.01	219
MEN 35-44	200	.01	233
MEN 45-49	100	.01	206
MEN 50-54	100	.01	187
MEN 55-64	100	.01	255
MEN 65+	100	.01	249
WOMEN 18+	1,000	.01	230
WOMEN 12-24	500	.01	224
WOMEN 18-24	400	.01	213
WOMEN 25-34	200	.01	235
WOMEN 25-49	400	.01	241
WOMEN 35-44	200	.01	224
WOMEN 45-49	200	.01	249
WOMEN 50-54	200	.01	246
WOMEN 55-64	200	.01	169
WOMEN 65+	200	.01	237
TEENS 12-17	400	.01	227

METRO MARKET POPULATION ESTIMATES

LAWTON, OK

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	93,400	.03	278	PERSONS 12+	19,100	.06	153	PERSONS 12+	5,700	.01	196
MEN 18+	43,600	.04	275	MEN 18+	9,100	.07	151	MEN 18+	2,700	.01	196
MEN 12-24	15,200	.05	251	MEN 12-24	3,900	.09	137	MEN 12-24	1,500	.02	185
MEN 18-24	10,100	.06	233	MEN 18-24	2,500	.12	126	MEN 18-24	1,000	.03	183
MEN 25-34	9,300	.04	254	MEN 25-34	2,500	.09	135	MEN 25-34	600	.01	202
MEN 25-49	21,400	.04	266	MEN 25-49	5,000	.07	147	MEN 25-49	1,400	.01	194
MEN 35-44	8,400	.03	271	MEN 35-44	1,900	.07	151	MEN 35-44	600	.02	179
MEN 45-49	3,700	.03	281	MEN 45-49	600	.04	162	MEN 45-49	200	.01	177
MEN 50-54	3,000	.03	288	MEN 50-54	400	.04	170	MEN 50-54	100	.01	187
MEN 55-64	4,300	.02	289	MEN 55-64	700	.05	161	MEN 55-64	100	.01	199
MEN 65+	4,800	.03	289	MEN 65+	500	.04	168	MEN 65+	100	.01	186
WOMEN 18+	39,800	.03	283	WOMEN 18+	7,400	.05	156	WOMEN 18+	2,100	.01	193
WOMEN 12-24	10,800	.04	272	WOMEN 12-24	2,800	.07	154	WOMEN 12-24	1,000	.02	187
WOMEN 18-24	5,900	.04	272	WOMEN 18-24	1,600	.07	152	WOMEN 18-24	600	.02	181
WOMEN 25-34	7,600	.03	268	WOMEN 25-34	1,900	.06	146	WOMEN 25-34	500	.01	196
WOMEN 25-49	19,000	.03	276	WOMEN 25-49	4,000	.05	153	WOMEN 25-49	1,100	.01	191
WOMEN 35-44	7,700	.03	277	WOMEN 35-44	1,600	.05	154	WOMEN 35-44	400	.01	188
WOMEN 45-49	3,700	.03	281	WOMEN 45-49	500	.03	174	WOMEN 45-49	200	.01	169
WOMEN 50-54	3,200	.03	285	WOMEN 50-54	500	.04	156	WOMEN 50-54	100	.01	190
WOMEN 55-64	4,700	.02	288	WOMEN 55-64	700	.04	162	WOMEN 55-64	200	.01	169
WOMEN 65+	7,000	.03	287	WOMEN 65+	600	.03	178	WOMEN 65+	100	.01	181
TEENS 12-17	10,000	.03	266	TEENS 12-17	2,600	.06	152	TEENS 12-17	900	.01	187

LEBANON-RUTLAND-WHITE RIVER JUNC

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	214,000	.08	180	PERSONS 12+	1,400	.01	273	PERSONS 12+	2,100	.01	249
MEN 18+	93,800	.08	179	MEN 18+	800	.01	268	MEN 18+	700	.01	266
MEN 12-24	23,200	.08	193	MEN 12-24	300	.01	268	MEN 12-24	500	.01	240
MEN 18-24	12,700	.08	198	MEN 18-24	200	.01	266	MEN 18-24	100	.01	275
MEN 25-34	12,900	.06	213	MEN 25-34	100	.01	274	MEN 25-34	300	.01	235
MEN 25-49	40,100	.07	190	MEN 25-49	400	.01	267	MEN 25-49	400	.01	257
MEN 35-44	17,100	.07	185	MEN 35-44	200	.01	257	MEN 35-44	100	.01	257
MEN 45-49	10,100	.09	170	MEN 45-49	100	.01	244	MEN 45-49	100	.01	257
MEN 50-54	10,000	.10	164	MEN 50-54	100	.01	271	MEN 50-54	100	.01	250
MEN 55-64	14,900	.10	162	MEN 55-64	100	.01	236	MEN 55-64	100	.01	255
MEN 65+	16,100	.10	164	MEN 65+	100	.01	228	MEN 65+	200	.02	157
WOMEN 18+	99,700	.08	181	WOMEN 18+	500	.01	268	WOMEN 18+	800	.01	247
WOMEN 12-24	21,500	.08	193	WOMEN 12-24	100	.01	281	WOMEN 12-24	400	.01	235
WOMEN 18-24	11,500	.07	209	WOMEN 18-24	100	.01	262	WOMEN 18-24	200	.01	243
WOMEN 25-34	12,900	.06	207	WOMEN 25-34	100	.01	285	WOMEN 25-34	200	.01	235
WOMEN 25-49	41,400	.07	189	WOMEN 25-49	400	.01	253	WOMEN 25-49	500	.01	231
WOMEN 35-44	18,000	.08	182	WOMEN 35-44	200	.01	236	WOMEN 35-44	100	.01	253
WOMEN 45-49	10,500	.09	169	WOMEN 45-49	200	.01	209	WOMEN 45-49	200	.01	169
WOMEN 50-54	10,200	.09	165	WOMEN 50-54	100	.01	261	WOMEN 50-54	100	.01	190
WOMEN 55-64	15,300	.09	167	WOMEN 55-64	100	.01	267	WOMEN 55-64	100	.01	256
WOMEN 65+	21,300	.09	170	WOMEN 65+	100	.01	263	WOMEN 65+	100	.01	237
TEENS 12-17	20,500	.08	182	TEENS 12-17	100	.01	282	TEENS 12-17	600	.01	208

LEWISTON-AUBURN, ME

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	93,200	.03	279	PERSONS 12+	1,000	.01	281	PERSONS 12+	900	.01	281
MEN 18+	40,500	.03	280	MEN 18+	500	.01	283	MEN 18+	400	.01	279
MEN 12-24	9,800	.03	283	MEN 12-24	200	.01	281	MEN 12-24	200	.01	277
MEN 18-24	5,400	.03	285	MEN 18-24	100	.01	279	MEN 18-24	100	.01	275
MEN 25-34	6,400	.03	286	MEN 25-34	100	.01	274	MEN 25-34	100	.01	273
MEN 25-49	19,300	.03	278	MEN 25-49	300	.01	277	MEN 25-49	200	.01	278
MEN 35-44	8,600	.03	269	MEN 35-44	100	.01	271	MEN 35-44	100	.01	257
MEN 45-49	4,300	.03	271	MEN 45-49	100	.01	244	MEN 45-49	100	.01	257
MEN 50-54	3,900	.03	272	MEN 50-54	100	.01	271	MEN 50-54	100	.01	250
MEN 55-64	5,700	.03	270	MEN 55-64	100	.01	236	MEN 55-64	100	.01	255
MEN 65+	6,200	.03	271	MEN 65+	100	.01	260	MEN 65+	100	.01	186
WOMEN 18+	44,100	.03	278	WOMEN 18+	300	.01	281	WOMEN 18+	300	.01	285
WOMEN 12-24	9,500	.03	283	WOMEN 12-24	100	.01	281	WOMEN 12-24	100	.01	278
WOMEN 18-24	5,300	.03	283	WOMEN 18-24	100	.01	285	WOMEN 18-24	100	.01	289
WOMEN 25-34	6,600	.03	276	WOMEN 25-34	100	.01	265	WOMEN 25-34	100	.01	266
WOMEN 25-49	19,500	.03	274	WOMEN 25-49	200	.01	272	WOMEN 25-49	200	.01	278
WOMEN 35-44	8,700	.03	265	WOMEN 35-44	100	.01	258	WOMEN 35-44	100	.01	253
WOMEN 45-49	4,200	.03	273	WOMEN 45-49	100	.01	261	WOMEN 45-49	100	.01	249
WOMEN 50-54	4,000	.03	273	WOMEN 50-54	100	.01	261	WOMEN 50-54	100	.01	190
WOMEN 55-64	6,000	.03	271	WOMEN 55-64	100	.01	233	WOMEN 55-64	100	.01	256
WOMEN 65+	9,300	.04	267	WOMEN 65+	100	.01	263	WOMEN 65+	100	.01	237
TEENS 12-17	8,600	.03	279	TEENS 12-17	200	.01	264	TEENS 12-17	200	.01	259

METRO MARKET POPULATION ESTIMATES

LEXINGTON-FAYETTE

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	433,900	.17	100	PERSONS 12+	41,500	.13	110	PERSONS 12+	14,100	.04	139
MEN 18+	192,900	.17	100	MEN 18+	17,300	.14	105	MEN 18+	8,700	.06	130
MEN 12-24	47,500	.16	105	MEN 12-24	4,700	.11	128	MEN 12-24	3,400	.05	132
MEN 18-24	29,700	.19	97	MEN 18-24	2,500	.12	126	MEN 18-24	2,600	.07	125
MEN 25-34	41,600	.20	85	MEN 25-34	3,900	.15	96	MEN 25-34	3,200	.08	112
MEN 25-49	99,900	.18	92	MEN 25-49	9,600	.14	99	MEN 25-49	5,100	.06	123
MEN 35-44	39,600	.17	94	MEN 35-44	4,000	.14	99	MEN 35-44	1,500	.05	130
MEN 45-49	18,700	.16	105	MEN 45-49	1,700	.13	104	MEN 45-49	400	.03	140
MEN 50-54	16,700	.16	108	MEN 50-54	1,300	.13	105	MEN 50-54	300	.03	139
MEN 55-64	24,300	.16	110	MEN 55-64	2,200	.15	96	MEN 55-64	400	.03	140
MEN 65+	22,300	.14	124	MEN 65+	1,700	.13	109	MEN 65+	300	.03	135
WOMEN 18+	206,500	.17	98	WOMEN 18+	20,000	.14	106	WOMEN 18+	4,000	.02	153
WOMEN 12-24	47,500	.17	101	WOMEN 12-24	4,800	.12	126	WOMEN 12-24	1,700	.03	156
WOMEN 18-24	30,800	.21	88	WOMEN 18-24	2,800	.13	118	WOMEN 18-24	1,100	.04	151
WOMEN 25-34	39,600	.20	85	WOMEN 25-34	4,000	.14	100	WOMEN 25-34	1,200	.03	147
WOMEN 25-49	99,400	.18	90	WOMEN 25-49	10,200	.14	101	WOMEN 25-49	2,400	.03	148
WOMEN 35-44	39,800	.17	95	WOMEN 35-44	4,400	.14	100	WOMEN 35-44	900	.03	144
WOMEN 45-49	20,000	.17	101	WOMEN 45-49	1,800	.12	108	WOMEN 45-49	300	.02	150
WOMEN 50-54	17,900	.17	107	WOMEN 50-54	1,500	.13	100	WOMEN 50-54	100	.01	190
WOMEN 55-64	26,400	.16	108	WOMEN 55-64	2,500	.14	97	WOMEN 55-64	300	.02	154
WOMEN 65+	32,000	.14	120	WOMEN 65+	3,000	.15	97	WOMEN 65+	100		181
TEENS 12-17	34,500	.13	134	TEENS 12-17	4,200	.11	128	TEENS 12-17	1,400	.03	162

LIMA, OH

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	129,900	.05	247	PERSONS 12+	11,000	.03	187	PERSONS 12+	1,400		270
MEN 18+	57,300	.05	247	MEN 18+	5,200	.04	184	MEN 18+	600		274
MEN 12-24	15,900	.05	246	MEN 12-24	1,800	.04	183	MEN 12-24	200		277
MEN 18-24	8,800	.05	246	MEN 18-24	1,100	.05	178	MEN 18-24	100		275
MEN 25-34	9,500	.04	250	MEN 25-34	1,200	.04	178	MEN 25-34	200		254
MEN 25-49	26,400	.04	245	MEN 25-49	2,800	.04	182	MEN 25-49	400		257
MEN 35-44	11,000	.04	236	MEN 35-44	1,100	.04	181	MEN 35-44	200		233
MEN 45-49	5,900	.05	236	MEN 45-49	500	.04	179	MEN 45-49			257
MEN 50-54	5,400	.05	234	MEN 50-54	400	.04	170	MEN 50-54			250
MEN 55-64	7,700	.05	243	MEN 55-64	500	.03	182	MEN 55-64	100		199
MEN 65+	9,000	.05	236	MEN 65+	400	.03	180	MEN 65+			249
WOMEN 18+	58,800	.05	254	WOMEN 18+	4,400	.03	189	WOMEN 18+	500		266
WOMEN 12-24	14,200	.05	251	WOMEN 12-24	1,600	.04	185	WOMEN 12-24	300		254
WOMEN 18-24	7,500	.05	253	WOMEN 18-24	900	.04	182	WOMEN 18-24	100		267
WOMEN 25-34	8,800	.04	251	WOMEN 25-34	800	.02	189	WOMEN 25-34	100		266
WOMEN 25-49	25,000	.04	250	WOMEN 25-49	2,100	.02	190	WOMEN 25-49	300		257
WOMEN 35-44	10,400	.04	243	WOMEN 35-44	800	.02	192	WOMEN 35-44	100		253
WOMEN 45-49	5,800	.05	241	WOMEN 45-49	500	.03	174	WOMEN 45-49	100		201
WOMEN 50-54	5,200	.05	245	WOMEN 50-54	400	.03	174	WOMEN 50-54			246
WOMEN 55-64	8,000	.05	244	WOMEN 55-64	400	.02	194	WOMEN 55-64	100		203
WOMEN 65+	13,100	.05	232	WOMEN 65+	600	.03	178	WOMEN 65+			237
TEENS 12-17	13,800	.05	232	TEENS 12-17	1,400	.03	186	TEENS 12-17	300		242

LINCOLN

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	224,300	.08	174	PERSONS 12+	7,000	.02	210	PERSONS 12+	8,100	.02	171
MEN 18+	101,900	.09	170	MEN 18+	3,700	.03	205	MEN 18+	4,000	.02	173
MEN 12-24	28,300	.09	168	MEN 12-24	1,300	.03	207	MEN 12-24	1,600	.02	180
MEN 18-24	18,500	.12	156	MEN 18-24	800	.03	205	MEN 18-24	1,100	.03	177
MEN 25-34	22,300	.11	148	MEN 25-34	1,200	.04	178	MEN 25-34	1,300	.03	158
MEN 25-49	51,500	.09	161	MEN 25-49	2,400	.03	193	MEN 25-49	2,300	.02	164
MEN 35-44	19,700	.08	170	MEN 35-44	900	.03	196	MEN 35-44	800	.02	161
MEN 45-49	9,500	.08	177	MEN 45-49	300	.02	205	MEN 45-49	200	.01	177
MEN 50-54	8,700	.08	176	MEN 50-54	200	.02	207	MEN 50-54	200	.02	159
MEN 55-64	11,800	.08	188	MEN 55-64	200	.01	214	MEN 55-64	300	.02	151
MEN 65+	11,400	.07	202	MEN 65+	100		228	MEN 65+	100	.01	186
WOMEN 18+	103,100	.08	175	WOMEN 18+	2,400	.01	217	WOMEN 18+	3,200	.02	170
WOMEN 12-24	27,300	.10	165	WOMEN 12-24	900	.02	213	WOMEN 12-24	1,300	.02	169
WOMEN 18-24	17,800	.12	148	WOMEN 18-24	500	.02	216	WOMEN 18-24	900	.03	165
WOMEN 25-34	20,100	.10	157	WOMEN 25-34	700	.02	197	WOMEN 25-34	1,000	.03	159
WOMEN 25-49	47,800	.08	167	WOMEN 25-49	1,300	.01	211	WOMEN 25-49	1,800	.02	162
WOMEN 35-44	18,200	.08	179	WOMEN 35-44	500	.01	212	WOMEN 35-44	500	.01	175
WOMEN 45-49	9,500	.08	181	WOMEN 45-49	100		226	WOMEN 45-49	300	.02	150
WOMEN 50-54	9,000	.08	177	WOMEN 50-54	200	.01	203	WOMEN 50-54	100	.01	190
WOMEN 55-64	12,300	.07	189	WOMEN 55-64	200	.01	216	WOMEN 55-64	200	.01	169
WOMEN 65+	16,200	.07	202	WOMEN 65+	200	.01	221	WOMEN 65+	200	.01	161
TEENS 12-17	19,300	.07	190	TEENS 12-17	900	.02	210	TEENS 12-17	900	.01	187

METRO MARKET POPULATION ESTIMATES

MANCHESTER

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	199,600	.07	187
MEN 18+	87,000	.07	188
MEN 12-24	21,400	.07	202
MEN 18-24	10,700	.06	223
MEN 25-34	13,700	.06	205
MEN 25-49	44,200	.08	179
MEN 35-44	20,300	.09	167
MEN 45-49	10,200	.09	169
MEN 50-54	8,600	.08	180
MEN 55-64	12,400	.08	182
MEN 65+	11,100	.07	205
WOMEN 18+	91,500	.07	188
WOMEN 12-24	20,500	.07	203
WOMEN 18-24	10,100	.06	224
WOMEN 25-34	13,900	.07	197
WOMEN 25-49	44,700	.08	176
WOMEN 35-44	20,600	.09	165
WOMEN 45-49	10,200	.08	174
WOMEN 50-54	8,900	.08	180
WOMEN 55-64	12,600	.08	187
WOMEN 65+	15,200	.06	207
TEENS 12-17	21,100	.08	179

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,700	.01	238
MEN 18+	1,800	.01	236
MEN 12-24	600	.01	243
MEN 18-24	400	.02	238
MEN 25-34	400	.01	239
MEN 25-49	1,000	.01	234
MEN 35-44	500	.01	224
MEN 45-49	100	.01	244
MEN 50-54	100	.01	228
MEN 55-64	200	.01	214
MEN 65+	100	.01	228
WOMEN 18+	1,400	.01	231
WOMEN 12-24	600	.01	227
WOMEN 18-24	300	.01	229
WOMEN 25-34	300	.01	229
WOMEN 25-49	800	.01	229
WOMEN 35-44	400	.01	221
WOMEN 45-49	100	.01	226
WOMEN 50-54	100	.01	220
WOMEN 55-64	100	.01	233
WOMEN 65+	100	.01	238
TEENS 12-17	500	.01	229

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,800	.01	195
MEN 18+	2,400	.01	199
MEN 12-24	1,300	.02	190
MEN 18-24	700	.02	197
MEN 25-34	700	.01	192
MEN 25-49	1,400	.01	194
MEN 35-44	500	.01	192
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	100	.01	199
MEN 65+	100	.01	186
WOMEN 18+	2,300	.01	185
WOMEN 12-24	1,100	.02	183
WOMEN 18-24	600	.02	181
WOMEN 25-34	600	.01	183
WOMEN 25-49	1,300	.01	182
WOMEN 35-44	500	.01	175
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+	100	.01	181
TEENS 12-17	1,100	.02	173

MANKATO-NEW ULM-ST. PETER, MN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	100,300	.04	273
MEN 18+	45,000	.04	270
MEN 12-24	14,800	.05	252
MEN 18-24	10,200	.06	230
MEN 25-34	7,900	.03	267
MEN 25-49	19,600	.03	275
MEN 35-44	7,600	.03	277
MEN 45-49	4,100	.03	272
MEN 50-54	3,800	.03	275
MEN 55-64	5,300	.03	275
MEN 65+	6,100	.03	273
WOMEN 18+	46,300	.03	274
WOMEN 12-24	14,600	.05	250
WOMEN 18-24	10,200	.07	221
WOMEN 25-34	7,000	.03	273
WOMEN 25-49	18,300	.03	278
WOMEN 35-44	7,200	.03	278
WOMEN 45-49	4,100	.03	276
WOMEN 50-54	3,700	.03	277
WOMEN 55-64	5,300	.03	280
WOMEN 65+	8,800	.04	272
TEENS 12-17	9,000	.03	276

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,200		276
MEN 18+	600		276
MEN 12-24	400	.01	260
MEN 18-24	200	.01	266
MEN 25-34	200		261
MEN 25-49	300		277
MEN 35-44			290
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64	100		236
MEN 65+			260
WOMEN 18+	400		272
WOMEN 12-24	200		264
WOMEN 18-24	200		243
WOMEN 25-34	100		265
WOMEN 25-49	200		272
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,800		260
MEN 18+	800		262
MEN 12-24	500		240
MEN 18-24	300		243
MEN 25-34	300		235
MEN 25-49	400		257
MEN 35-44	100		257
MEN 45-49			257
MEN 50-54			250
MEN 55-64			255
MEN 65+	100	.01	186
WOMEN 18+	700		256
WOMEN 12-24	400		235
WOMEN 18-24	300	.01	227
WOMEN 25-34	100		266
WOMEN 25-49	400		241
WOMEN 35-44	300	.01	202
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	300		242

MARION-CARBONDALE(SOUTHERN IL)

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	139,700	.05	235
MEN 18+	62,600	.05	234
MEN 12-24	18,000	.06	224
MEN 18-24	11,900	.07	209
MEN 25-34	12,000	.05	222
MEN 25-49	27,700	.05	238
MEN 35-44	10,500	.04	243
MEN 45-49	5,200	.04	251
MEN 50-54	5,100	.05	246
MEN 55-64	8,200	.05	235
MEN 65+	9,700	.06	226
WOMEN 18+	65,400	.05	235
WOMEN 12-24	16,200	.06	236
WOMEN 18-24	10,600	.07	219
WOMEN 25-34	10,800	.05	232
WOMEN 25-49	26,600	.04	239
WOMEN 35-44	10,300	.04	245
WOMEN 45-49	5,500	.04	249
WOMEN 50-54	5,100	.04	249
WOMEN 55-64	8,400	.05	238
WOMEN 65+	14,700	.06	215
TEENS 12-17	11,700	.04	251

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	8,100	.02	203
MEN 18+	3,600	.02	208
MEN 12-24	1,700	.04	189
MEN 18-24	1,200	.05	173
MEN 25-34	900	.03	198
MEN 25-49	1,600	.02	218
MEN 35-44	500	.01	224
MEN 45-49	200	.01	219
MEN 50-54	200	.02	207
MEN 55-64	300	.02	204
MEN 65+	300	.02	197
WOMEN 18+	3,600	.02	200
WOMEN 12-24	1,700	.04	180
WOMEN 18-24	1,300	.06	160
WOMEN 25-34	800	.02	189
WOMEN 25-49	1,500	.02	205
WOMEN 35-44	500	.01	212
WOMEN 45-49	200	.01	209
WOMEN 50-54	100		220
WOMEN 55-64	300	.01	206
WOMEN 65+	400	.02	200
TEENS 12-17	900	.02	210

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,600		234
MEN 18+	1,300		232
MEN 12-24	700	.01	232
MEN 18-24	500	.01	223
MEN 25-34	300		235
MEN 25-49	500		245
MEN 35-44	200		233
MEN 45-49			257
MEN 50-54			250
MEN 55-64			255
MEN 65+	300	.03	135
WOMEN 18+	1,000		230
WOMEN 12-24	400		235
WOMEN 18-24	300	.01	227
WOMEN 25-34	300		223
WOMEN 25-49	500		231
WOMEN 35-44	200		224
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	200	.01	169
WOMEN 65+			237
TEENS 12-17	300		242

METRO MARKET POPULATION ESTIMATES

MASON CITY, IA

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	69,100	.02	292	PERSONS 12+	400		293	PERSONS 12+	1,100		278
MEN 18+	30,000	.02	292	MEN 18+	200		294	MEN 18+	600		274
MEN 12-24	7,300	.02	292	MEN 12-24	100		287	MEN 12-24	200		277
MEN 18-24	4,000	.02	292	MEN 18-24	100		279	MEN 18-24	200		261
MEN 25-34	4,200	.02	294	MEN 25-34	100		274	MEN 25-34	100		273
MEN 25-49	12,700	.02	292	MEN 25-49	100		291	MEN 25-49	200		278
MEN 35-44	5,200	.02	292	MEN 35-44			290	MEN 35-44	100		257
MEN 45-49	3,300	.02	285	MEN 45-49			277	MEN 45-49			257
MEN 50-54	2,900	.02	290	MEN 50-54			271	MEN 50-54	100	.01	187
MEN 55-64	4,200	.02	292	MEN 55-64			274	MEN 55-64	100		199
MEN 65+	6,200	.03	271	MEN 65+			260	MEN 65+			249
WOMEN 18+	32,600	.02	290	WOMEN 18+	100		293	WOMEN 18+	500		266
WOMEN 12-24	6,700	.02	292	WOMEN 12-24	100		281	WOMEN 12-24	200		267
WOMEN 18-24	3,500	.02	293	WOMEN 18-24			285	WOMEN 18-24	200		243
WOMEN 25-34	4,300	.02	293	WOMEN 25-34			285	WOMEN 25-34	100		266
WOMEN 25-49	12,600	.02	293	WOMEN 25-49	100		284	WOMEN 25-49	200		278
WOMEN 35-44	5,300	.02	292	WOMEN 35-44			284	WOMEN 35-44			286
WOMEN 45-49	3,000	.02	291	WOMEN 45-49	100		226	WOMEN 45-49	100		201
WOMEN 50-54	3,000	.02	289	WOMEN 50-54			261	WOMEN 50-54			246
WOMEN 55-64	4,400	.02	290	WOMEN 55-64			267	WOMEN 55-64			256
WOMEN 65+	9,100	.04	270	WOMEN 65+			263	WOMEN 65+	100		181
TEENS 12-17	6,500	.02	291	TEENS 12-17	100		282	TEENS 12-17			209

MCALLEN-BROWNSVILLE-HARLINGEN

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	802,700	.32	60	PERSONS 12+	2,500		254	PERSONS 12+	695,200	2.14	10
MEN 18+	326,200	.29	63	MEN 18+	1,500	.01	248	MEN 18+	276,400	1.93	12
MEN 12-24	114,600	.40	48	MEN 12-24	500	.01	251	MEN 12-24	107,900	1.87	12
MEN 18-24	58,400	.38	52	MEN 18-24	300	.01	249	MEN 18-24	55,300	1.67	12
MEN 25-34	72,500	.36	50	MEN 25-34	500	.01	231	MEN 25-34	66,800	1.73	12
MEN 25-49	163,000	.30	60	MEN 25-49	1,000	.01	234	MEN 25-49	146,500	1.83	12
MEN 35-44	62,600	.28	63	MEN 35-44	400	.01	231	MEN 35-44	55,700	1.85	12
MEN 45-49	27,900	.25	69	MEN 45-49	100		244	MEN 45-49	24,000	2.09	11
MEN 50-54	24,500	.24	70	MEN 50-54	100	.01	228	MEN 50-54	20,500	2.29	9
MEN 55-64	35,000	.24	72	MEN 55-64	100		236	MEN 55-64	26,900	2.29	9
MEN 65+	45,300	.28	71	MEN 65+			260	MEN 65+	27,200	2.92	6
WOMEN 18+	366,200	.31	60	WOMEN 18+	600		264	WOMEN 18+	314,800	2.34	9
WOMEN 12-24	114,100	.41	48	WOMEN 12-24	200		264	WOMEN 12-24	106,800	2.18	11
WOMEN 18-24	58,000	.40	49	WOMEN 18-24			285	WOMEN 18-24	55,400	2.07	12
WOMEN 25-34	77,600	.39	50	WOMEN 25-34	200		245	WOMEN 25-34	72,600	2.18	12
WOMEN 25-49	179,800	.33	58	WOMEN 25-49	400		253	WOMEN 25-49	164,500	2.26	10
WOMEN 35-44	70,500	.31	59	WOMEN 35-44	100		258	WOMEN 35-44	63,900	2.28	9
WOMEN 45-49	31,700	.27	66	WOMEN 45-49	100		226	WOMEN 45-49	28,000	2.45	9
WOMEN 50-54	28,100	.27	66	WOMEN 50-54			261	WOMEN 50-54	24,100	2.56	9
WOMEN 55-64	41,100	.26	69	WOMEN 55-64			267	WOMEN 55-64	32,400	2.47	9
WOMEN 65+	59,200	.26	71	WOMEN 65+	200	.01	221	WOMEN 65+	38,400	3.14	6
TEENS 12-17	110,300	.43	45	TEENS 12-17	400	.01	241	TEENS 12-17	104,000	2.22	11

MEADVILLE-FRANKLIN, PA

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	125,200	.05	254	PERSONS 12+	2,000		261	PERSONS 12+	700		287
MEN 18+	53,900	.04	254	MEN 18+	600		276	MEN 18+	200		290
MEN 12-24	13,900	.04	259	MEN 12-24	400	.01	260	MEN 12-24	200		277
MEN 18-24	7,300	.04	263	MEN 18-24	100		279	MEN 18-24	100		275
MEN 25-34	7,800	.03	269	MEN 25-34	100		274	MEN 25-34			290
MEN 25-49	22,900	.04	262	MEN 25-49	400		267	MEN 25-49			293
MEN 35-44	9,500	.04	258	MEN 35-44	100		271	MEN 35-44			285
MEN 45-49	5,600	.05	242	MEN 45-49	200	.01	219	MEN 45-49			257
MEN 50-54	5,300	.05	240	MEN 50-54			271	MEN 50-54			250
MEN 55-64	8,300	.05	231	MEN 55-64			274	MEN 55-64	100		199
MEN 65+	10,100	.06	222	MEN 65+	100		228	MEN 65+			249
WOMEN 18+	58,600	.05	255	WOMEN 18+	900		251	WOMEN 18+	300		285
WOMEN 12-24	12,900	.04	261	WOMEN 12-24	300		249	WOMEN 12-24	100		278
WOMEN 18-24	6,800	.04	260	WOMEN 18-24	100		262	WOMEN 18-24			289
WOMEN 25-34	7,900	.04	263	WOMEN 25-34	300	.01	229	WOMEN 25-34	100		266
WOMEN 25-49	23,800	.04	257	WOMEN 25-49	500		241	WOMEN 25-49	200		278
WOMEN 35-44	10,100	.04	250	WOMEN 35-44	200		236	WOMEN 35-44	100		253
WOMEN 45-49	5,800	.05	241	WOMEN 45-49			261	WOMEN 45-49			249
WOMEN 50-54	5,500	.05	240	WOMEN 50-54	100		220	WOMEN 50-54	100	.01	190
WOMEN 55-64	8,600	.05	236	WOMEN 55-64	100		233	WOMEN 55-64			256
WOMEN 65+	13,900	.06	222	WOMEN 65+	100		238	WOMEN 65+			237
TEENS 12-17	12,700	.05	242	TEENS 12-17	500	.01	229	TEENS 12-17	200		259

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

MOBILE

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	464,200	.18	93	PERSONS 12+	122,800	.41	50	PERSONS 12+	7,400	.02	178
MEN 18+	196,000	.17	98	MEN 18+	46,300	.38	54	MEN 18+	3,500	.02	178
MEN 12-24	52,400	.18	98	MEN 12-24	16,600	.42	51	MEN 12-24	1,400	.02	187
MEN 18-24	27,400	.17	103	MEN 18-24	7,900	.39	56	MEN 18-24	900	.02	190
MEN 25-34	34,300	.17	99	MEN 25-34	8,500	.33	62	MEN 25-34	800	.02	188
MEN 25-49	91,300	.17	86	MEN 25-49	23,000	.35	55	MEN 25-49	1,800	.02	179
MEN 35-44	37,200	.16	102	MEN 35-44	9,800	.36	55	MEN 35-44	700	.02	169
MEN 45-49	19,800	.17	98	MEN 45-49	4,700	.38	54	MEN 45-49	300	.02	159
MEN 50-54	18,100	.18	97	MEN 50-54	3,700	.37	52	MEN 50-54	200	.02	159
MEN 55-64	27,800	.19	90	MEN 55-64	5,700	.40	51	MEN 55-64	300	.02	151
MEN 65+	31,400	.19	86	MEN 65+	6,000	.49	37	MEN 65+	300	.03	135
WOMEN 18+	219,400	.18	92	WOMEN 18+	59,200	.42	47	WOMEN 18+	2,900	.02	174
WOMEN 12-24	51,200	.19	98	WOMEN 12-24	17,700	.45	47	WOMEN 12-24	1,000	.02	187
WOMEN 18-24	27,400	.18	98	WOMEN 18-24	9,100	.44	47	WOMEN 18-24	500	.01	195
WOMEN 25-34	36,400	.18	92	WOMEN 25-34	10,800	.39	53	WOMEN 25-34	600	.01	183
WOMEN 25-49	98,100	.18	92	WOMEN 25-49	28,800	.40	49	WOMEN 25-49	1,500	.02	174
WOMEN 35-44	40,300	.17	93	WOMEN 35-44	12,200	.40	49	WOMEN 35-44	700	.02	155
WOMEN 45-49	21,400	.18	92	WOMEN 45-49	5,800	.41	47	WOMEN 45-49	200	.01	169
WOMEN 50-54	19,400	.18	89	WOMEN 50-54	4,500	.39	49	WOMEN 50-54	300	.03	141
WOMEN 55-64	31,100	.19	89	WOMEN 55-64	7,300	.42	45	WOMEN 55-64	200	.01	169
WOMEN 65+	43,400	.19	89	WOMEN 65+	9,500	.49	39	WOMEN 65+	400	.03	132
TEENS 12-17	48,800	.19	89	TEENS 12-17	17,300	.45	47	TEENS 12-17	1,000	.02	179

MODESTO

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	409,200	.16	111	PERSONS 12+	12,700	.04	179	PERSONS 12+	143,200	.44	41
MEN 18+	173,900	.15	117	MEN 18+	5,400	.04	178	MEN 18+	61,000	.42	41
MEN 12-24	54,800	.19	92	MEN 12-24	1,900	.04	178	MEN 12-24	27,300	.47	39
MEN 18-24	28,200	.18	100	MEN 18-24	900	.04	191	MEN 18-24	14,600	.44	42
MEN 25-34	36,300	.18	97	MEN 25-34	1,200	.04	178	MEN 25-34	16,800	.43	40
MEN 25-49	89,200	.16	100	MEN 25-49	3,000	.04	176	MEN 25-49	34,300	.42	41
MEN 35-44	35,700	.16	110	MEN 35-44	1,200	.04	177	MEN 35-44	12,700	.42	41
MEN 45-49	17,200	.15	119	MEN 45-49	600	.04	162	MEN 45-49	4,800	.41	40
MEN 50-54	14,600	.14	124	MEN 50-54	500	.05	159	MEN 50-54	3,700	.41	40
MEN 55-64	20,400	.14	125	MEN 55-64	500	.03	182	MEN 55-64	4,700	.40	39
MEN 65+	21,500	.13	128	MEN 65+	500	.04	168	MEN 65+	3,700	.39	38
WOMEN 18+	183,200	.15	117	WOMEN 18+	5,300	.03	178	WOMEN 18+	57,700	.43	41
WOMEN 12-24	52,600	.19	90	WOMEN 12-24	1,800	.04	175	WOMEN 12-24	25,200	.51	38
WOMEN 18-24	27,100	.18	99	WOMEN 18-24	800	.03	188	WOMEN 18-24	13,400	.50	38
WOMEN 25-34	35,600	.18	94	WOMEN 25-34	1,100	.03	175	WOMEN 25-34	15,400	.46	40
WOMEN 25-49	89,200	.16	104	WOMEN 25-49	2,900	.04	174	WOMEN 25-49	31,900	.43	41
WOMEN 35-44	36,100	.16	108	WOMEN 35-44	1,300	.04	163	WOMEN 35-44	12,000	.42	40
WOMEN 45-49	17,500	.15	121	WOMEN 45-49	500	.03	174	WOMEN 45-49	4,500	.39	39
WOMEN 50-54	15,200	.14	124	WOMEN 50-54	500	.04	156	WOMEN 50-54	3,600	.38	41
WOMEN 55-64	21,900	.13	126	WOMEN 55-64	600	.03	172	WOMEN 55-64	4,700	.35	39
WOMEN 65+	29,800	.13	128	WOMEN 65+	500	.02	188	WOMEN 65+	4,100	.33	39
TEENS 12-17	52,100	.20	83	TEENS 12-17	2,000	.05	164	TEENS 12-17	24,500	.52	37

MONMOUTH-OCEAN

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,013,200	.40	51	PERSONS 12+	56,300	.18	86	PERSONS 12+	62,900	.19	60
MEN 18+	430,800	.39	51	MEN 18+	22,100	.18	87	MEN 18+	27,500	.19	60
MEN 12-24	101,000	.35	54	MEN 12-24	7,800	.19	86	MEN 12-24	13,400	.23	58
MEN 18-24	49,500	.32	60	MEN 18-24	3,800	.18	90	MEN 18-24	7,800	.23	58
MEN 25-34	62,200	.30	62	MEN 25-34	3,900	.15	96	MEN 25-34	6,700	.17	66
MEN 25-49	196,800	.36	53	MEN 25-49	10,700	.16	92	MEN 25-49	14,400	.18	61
MEN 35-44	87,900	.39	50	MEN 35-44	4,600	.16	92	MEN 35-44	5,500	.18	59
MEN 45-49	46,700	.42	49	MEN 45-49	2,200	.17	87	MEN 45-49	2,200	.19	56
MEN 50-54	40,800	.41	50	MEN 50-54	1,800	.18	85	MEN 50-54	1,500	.16	64
MEN 55-64	61,900	.42	47	MEN 55-64	3,200	.22	73	MEN 55-64	2,200	.18	59
MEN 65+	81,800	.51	37	MEN 65+	2,600	.21	84	MEN 65+	1,600	.17	58
WOMEN 18+	480,800	.41	50	WOMEN 18+	26,200	.18	86	WOMEN 18+	25,100	.18	60
WOMEN 12-24	95,900	.35	54	WOMEN 12-24	8,000	.20	85	WOMEN 12-24	10,300	.21	61
WOMEN 18-24	45,800	.31	62	WOMEN 18-24	4,000	.19	93	WOMEN 18-24	5,600	.20	62
WOMEN 25-34	62,400	.31	59	WOMEN 25-34	4,100	.14	97	WOMEN 25-34	5,400	.16	66
WOMEN 25-49	203,500	.38	52	WOMEN 25-49	12,100	.16	89	WOMEN 25-49	13,100	.18	63
WOMEN 35-44	92,500	.41	50	WOMEN 35-44	5,300	.17	88	WOMEN 35-44	5,500	.19	55
WOMEN 45-49	48,600	.42	50	WOMEN 45-49	2,700	.19	80	WOMEN 45-49	2,200	.19	57
WOMEN 50-54	43,000	.41	50	WOMEN 50-54	2,300	.20	79	WOMEN 50-54	1,700	.18	61
WOMEN 55-64	67,600	.42	46	WOMEN 55-64	3,900	.22	75	WOMEN 55-64	2,500	.19	54
WOMEN 65+	120,900	.54	33	WOMEN 65+	3,900	.20	83	WOMEN 65+	2,200	.18	56
TEENS 12-17	101,600	.40	51	TEENS 12-17	8,000	.21	80	TEENS 12-17	10,300	.22	59

METRO MARKET POPULATION ESTIMATES

MONROE, LA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	123,100	.04	255
MEN 18+	50,400	.04	258
MEN 12-24	15,400	.05	249
MEN 18-24	8,400	.05	251
MEN 25-34	10,000	.04	243
MEN 25-49	24,100	.04	256
MEN 35-44	9,300	.04	260
MEN 45-49	4,800	.04	259
MEN 50-54	4,500	.04	260
MEN 55-64	6,400	.04	263
MEN 65+	7,000	.04	263
WOMEN 18+	59,100	.05	249
WOMEN 12-24	15,600	.05	243
WOMEN 18-24	9,000	.06	238
WOMEN 25-34	10,900	.05	231
WOMEN 25-49	26,600	.04	239
WOMEN 35-44	10,400	.04	243
WOMEN 45-49	5,300	.04	255
WOMEN 50-54	4,900	.04	255
WOMEN 55-64	7,500	.04	254
WOMEN 65+	11,100	.05	253
TEENS 12-17	13,600	.05	233

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	39,000	.13	115
MEN 18+	14,200	.11	126
MEN 12-24	5,900	.14	109
MEN 18-24	2,900	.14	116
MEN 25-34	3,100	.12	119
MEN 25-49	7,300	.11	125
MEN 35-44	2,800	.10	129
MEN 45-49	1,400	.11	119
MEN 50-54	1,100	.11	122
MEN 55-64	1,300	.09	131
MEN 65+	1,600	.13	113
WOMEN 18+	18,900	.13	111
WOMEN 12-24	6,600	.16	105
WOMEN 18-24	3,700	.18	99
WOMEN 25-34	4,100	.14	97
WOMEN 25-49	9,300	.12	109
WOMEN 35-44	3,500	.11	118
WOMEN 45-49	1,700	.12	114
WOMEN 50-54	1,400	.12	111
WOMEN 55-64	1,800	.10	121
WOMEN 65+	2,700	.14	107
TEENS 12-17	5,900	.15	107

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,600		265
MEN 18+	700		266
MEN 12-24	300		266
MEN 18-24	200		261
MEN 25-34	200		254
MEN 25-49	400		257
MEN 35-44	100		257
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	700		256
WOMEN 12-24	300		254
WOMEN 18-24	200		243
WOMEN 25-34	100		266
WOMEN 25-49	300		257
WOMEN 35-44	100		253
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	200		259

MONTEREY-SALINAS-SANTA CRUZ

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	557,400	.22	77
MEN 18+	254,800	.23	73
MEN 12-24	69,400	.24	74
MEN 18-24	39,700	.25	70
MEN 25-34	54,200	.26	67
MEN 25-49	132,600	.24	70
MEN 35-44	53,400	.24	72
MEN 45-49	25,000	.22	76
MEN 50-54	23,000	.23	75
MEN 55-64	30,800	.21	80
MEN 65+	28,700	.18	95
WOMEN 18+	244,600	.21	81
WOMEN 12-24	63,400	.23	78
WOMEN 18-24	35,100	.24	77
WOMEN 25-34	44,900	.22	73
WOMEN 25-49	116,200	.21	76
WOMEN 35-44	47,100	.21	78
WOMEN 45-49	24,200	.21	79
WOMEN 50-54	22,500	.21	78
WOMEN 55-64	31,900	.20	85
WOMEN 65+	38,900	.17	98
TEENS 12-17	58,000	.22	76

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	15,700	.05	162
MEN 18+	9,200	.07	149
MEN 12-24	2,000	.05	174
MEN 18-24	1,200	.05	173
MEN 25-34	2,300	.09	144
MEN 25-49	5,800	.08	140
MEN 35-44	2,800	.10	129
MEN 45-49	700	.05	157
MEN 50-54	600	.06	155
MEN 55-64	900	.06	148
MEN 65+	700	.05	152
WOMEN 18+	4,900	.03	184
WOMEN 12-24	1,500	.03	188
WOMEN 18-24	700	.03	197
WOMEN 25-34	800	.02	189
WOMEN 25-49	2,400	.03	184
WOMEN 35-44	1,100	.03	177
WOMEN 45-49	500	.03	174
WOMEN 50-54	400	.03	174
WOMEN 55-64	700	.04	162
WOMEN 65+	700	.03	171
TEENS 12-17	1,600	.04	178

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	216,600	.66	31
MEN 18+	99,200	.69	27
MEN 12-24	41,300	.71	28
MEN 18-24	24,200	.73	26
MEN 25-34	29,300	.76	25
MEN 25-49	57,500	.71	26
MEN 35-44	20,900	.69	28
MEN 45-49	7,300	.63	32
MEN 50-54	5,400	.60	33
MEN 55-64	7,500	.63	31
MEN 65+	4,600	.49	36
WOMEN 18+	84,500	.63	31
WOMEN 12-24	35,500	.72	28
WOMEN 18-24	19,700	.73	26
WOMEN 25-34	22,800	.68	27
WOMEN 25-49	46,600	.64	31
WOMEN 35-44	17,200	.61	31
WOMEN 45-49	6,600	.57	33
WOMEN 50-54	5,300	.56	32
WOMEN 55-64	7,300	.55	34
WOMEN 65+	5,600	.45	35
TEENS 12-17	32,900	.70	30

MONTGOMERY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	285,100	.11	151
MEN 18+	122,100	.11	151
MEN 12-24	35,200	.12	144
MEN 18-24	20,200	.13	140
MEN 25-34	23,200	.11	140
MEN 25-49	59,600	.11	149
MEN 35-44	24,500	.11	148
MEN 45-49	11,900	.10	154
MEN 50-54	10,700	.10	154
MEN 55-64	15,800	.10	154
MEN 65+	15,800	.10	167
WOMEN 18+	133,900	.11	150
WOMEN 12-24	31,800	.11	149
WOMEN 18-24	17,700	.12	150
WOMEN 25-34	23,800	.12	136
WOMEN 25-49	62,700	.11	143
WOMEN 35-44	25,900	.11	142
WOMEN 45-49	13,000	.11	144
WOMEN 50-54	11,800	.11	145
WOMEN 55-64	17,400	.11	153
WOMEN 65+	24,300	.11	156
TEENS 12-17	29,100	.11	149

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	111,200	.37	60
MEN 18+	44,700	.37	57
MEN 12-24	17,500	.44	48
MEN 18-24	10,100	.50	43
MEN 25-34	9,500	.37	55
MEN 25-49	22,800	.35	58
MEN 35-44	9,000	.33	59
MEN 45-49	4,300	.35	59
MEN 50-54	3,200	.32	64
MEN 55-64	4,400	.31	63
MEN 65+	4,200	.34	55
WOMEN 18+	52,000	.37	57
WOMEN 12-24	16,300	.41	53
WOMEN 18-24	9,200	.45	46
WOMEN 25-34	10,900	.39	52
WOMEN 25-49	26,500	.37	57
WOMEN 35-44	10,700	.35	59
WOMEN 45-49	4,900	.35	59
WOMEN 50-54	3,600	.31	63
WOMEN 55-64	5,400	.31	61
WOMEN 65+	7,300	.38	50
TEENS 12-17	14,500	.38	59

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,800	.01	219
MEN 18+	1,900	.01	217
MEN 12-24	800	.01	223
MEN 18-24	500	.01	223
MEN 25-34	500	.01	213
MEN 25-49	1,000	.01	215
MEN 35-44	400	.01	204
MEN 45-49	100		206
MEN 50-54	200	.02	159
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	1,400	.01	218
WOMEN 12-24	500	.01	224
WOMEN 18-24	300	.01	227
WOMEN 25-34	300		223
WOMEN 25-49	800	.01	212
WOMEN 35-44	300	.01	202
WOMEN 45-49	200	.01	169
WOMEN 50-54			246
WOMEN 55-64	200	.01	169
WOMEN 65+	100		181
TEENS 12-17	500	.01	216

METRO MARKET POPULATION ESTIMATES

MONTPELIER-BARRE-ST. JOHNSBURY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	107,200	.04	265
MEN 18+	46,900	.04	264
MEN 12-24	12,100	.04	271
MEN 18-24	6,600	.04	272
MEN 25-34	6,800	.03	280
MEN 25-49	20,500	.03	270
MEN 35-44	8,800	.03	267
MEN 45-49	4,900	.04	258
MEN 50-54	5,100	.05	246
MEN 55-64	7,400	.05	248
MEN 65+	7,300	.04	258
WOMEN 18+	49,700	.04	266
WOMEN 12-24	10,500	.03	276
WOMEN 18-24	5,400	.03	281
WOMEN 25-34	6,800	.03	274
WOMEN 25-49	21,300	.03	267
WOMEN 35-44	9,100	.04	262
WOMEN 45-49	5,400	.04	251
WOMEN 50-54	5,100	.04	249
WOMEN 55-64	7,500	.04	254
WOMEN 65+	10,400	.04	260
TEENS 12-17	10,600	.04	260

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	700		288
MEN 18+	400		286
MEN 12-24	300		268
MEN 18-24	300	.01	249
MEN 25-34			292
MEN 25-49	100		291
MEN 35-44			290
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64			274
MEN 65+			260
WOMEN 18+	200		286
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34			285
WOMEN 25-49	100		284
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	100		282

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	900		281
MEN 18+	300		286
MEN 12-24	300		266
MEN 18-24	200		261
MEN 25-34			290
MEN 25-49			293
MEN 35-44			285
MEN 45-49			257
MEN 50-54	100	.01	187
MEN 55-64			255
MEN 65+			249
WOMEN 18+	500		266
WOMEN 12-24	200		267
WOMEN 18-24	200		243
WOMEN 25-34			285
WOMEN 25-49	200		278
WOMEN 35-44	200		224
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+	100		181
TEENS 12-17	100		277

MORGANTOWN-CLRKSBRG-FAIRMONT, WV

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	224,300	.08	174
MEN 18+	100,300	.09	172
MEN 12-24	26,600	.09	175
MEN 18-24	17,500	.11	159
MEN 25-34	18,200	.09	169
MEN 25-49	44,400	.08	177
MEN 35-44	17,200	.07	183
MEN 45-49	9,000	.08	186
MEN 50-54	9,000	.09	173
MEN 55-64	14,100	.09	169
MEN 65+	15,300	.09	170
WOMEN 18+	106,200	.09	170
WOMEN 12-24	24,800	.09	174
WOMEN 18-24	16,100	.11	163
WOMEN 25-34	16,700	.08	173
WOMEN 25-49	43,400	.08	180
WOMEN 35-44	17,200	.07	186
WOMEN 45-49	9,500	.08	181
WOMEN 50-54	9,100	.08	176
WOMEN 55-64	14,700	.09	169
WOMEN 65+	22,900	.10	163
TEENS 12-17	17,800	.07	198

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,600	.02	214
MEN 18+	3,500	.02	209
MEN 12-24	1,000	.02	221
MEN 18-24	700	.03	212
MEN 25-34	1,100	.04	185
MEN 25-49	2,000	.03	210
MEN 35-44	700	.02	213
MEN 45-49	200	.01	219
MEN 50-54	300	.03	189
MEN 55-64	200	.01	214
MEN 65+	300	.02	197
WOMEN 18+	2,500	.01	215
WOMEN 12-24	800	.02	218
WOMEN 18-24	500	.02	216
WOMEN 25-34	400	.01	217
WOMEN 25-49	1,100	.01	217
WOMEN 35-44	500	.01	212
WOMEN 45-49	200	.01	209
WOMEN 50-54	200	.01	203
WOMEN 55-64	300	.01	206
WOMEN 65+	400	.02	200
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,800		260
MEN 18+	800		262
MEN 12-24	200		277
MEN 18-24	100		275
MEN 25-34	200		254
MEN 25-49	500		245
MEN 35-44	200		233
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	700		256
WOMEN 12-24	300		254
WOMEN 18-24	100		267
WOMEN 25-34	200		235
WOMEN 25-49	300		257
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	300		242

MORRISTOWN, NJ

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	410,100	.16	110
MEN 18+	178,100	.16	109
MEN 12-24	39,900	.14	127
MEN 18-24	18,800	.12	153
MEN 25-34	25,300	.12	132
MEN 25-49	86,600	.16	108
MEN 35-44	40,600	.18	92
MEN 45-49	20,700	.18	91
MEN 50-54	18,300	.18	96
MEN 55-64	28,400	.19	87
MEN 65+	26,000	.16	102
WOMEN 18+	190,700	.16	110
WOMEN 12-24	37,900	.14	127
WOMEN 18-24	17,700	.12	150
WOMEN 25-34	25,000	.12	129
WOMEN 25-49	88,100	.16	106
WOMEN 35-44	41,700	.18	89
WOMEN 45-49	21,400	.18	92
WOMEN 50-54	19,300	.18	92
WOMEN 55-64	30,700	.19	91
WOMEN 65+	34,900	.15	110
TEENS 12-17	41,300	.16	109

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	11,800	.03	185
MEN 18+	4,800	.03	189
MEN 12-24	1,500	.03	195
MEN 18-24	700	.03	212
MEN 25-34	800	.03	210
MEN 25-49	2,500	.03	189
MEN 35-44	1,200	.04	177
MEN 45-49	500	.04	179
MEN 50-54	400	.04	170
MEN 55-64	700	.05	161
MEN 65+	500	.04	168
WOMEN 18+	5,500	.03	177
WOMEN 12-24	1,400	.03	193
WOMEN 18-24	700	.03	197
WOMEN 25-34	800	.02	189
WOMEN 25-49	2,700	.03	176
WOMEN 35-44	1,200	.03	168
WOMEN 45-49	700	.05	152
WOMEN 50-54	500	.04	156
WOMEN 55-64	900	.05	150
WOMEN 65+	700	.03	171
TEENS 12-17	1,500	.03	182

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	35,200	.10	95
MEN 18+	15,500	.10	96
MEN 12-24	6,400	.11	102
MEN 18-24	3,800	.11	106
MEN 25-34	3,600	.09	105
MEN 25-49	8,700	.10	93
MEN 35-44	3,800	.12	79
MEN 45-49	1,300	.11	81
MEN 50-54	1,000	.11	80
MEN 55-64	1,300	.11	80
MEN 65+	700	.07	96
WOMEN 18+	14,700	.10	88
WOMEN 12-24	5,200	.10	102
WOMEN 18-24	2,800	.10	104
WOMEN 25-34	3,200	.09	97
WOMEN 25-49	8,200	.11	85
WOMEN 35-44	3,600	.12	77
WOMEN 45-49	1,400	.12	74
WOMEN 50-54	1,100	.11	77
WOMEN 55-64	1,500	.11	74
WOMEN 65+	1,100	.09	85
TEENS 12-17	5,000	.10	97

METRO MARKET POPULATION ESTIMATES

MUNCIE-MARION, IN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	172,000	.06	205
MEN 18+	73,900	.06	212
MEN 12-24	21,600	.07	201
MEN 18-24	13,700	.08	185
MEN 25-34	12,500	.06	217
MEN 25-49	31,400	.05	222
MEN 35-44	12,400	.05	226
MEN 45-49	6,500	.05	225
MEN 50-54	6,300	.06	215
MEN 55-64	10,500	.07	200
MEN 65+	12,000	.07	194
WOMEN 18+	82,800	.07	200
WOMEN 12-24	22,500	.08	188
WOMEN 18-24	15,100	.10	173
WOMEN 25-34	12,100	.06	214
WOMEN 25-49	32,000	.06	219
WOMEN 35-44	13,000	.05	219
WOMEN 45-49	6,900	.06	222
WOMEN 50-54	6,700	.06	213
WOMEN 55-64	11,400	.07	195
WOMEN 65+	17,600	.07	189
TEENS 12-17	15,300	.06	222

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	10,800	.03	188
MEN 18+	4,400	.03	194
MEN 12-24	1,600	.04	192
MEN 18-24	900	.04	191
MEN 25-34	900	.03	198
MEN 25-49	2,100	.03	204
MEN 35-44	800	.02	204
MEN 45-49	400	.03	194
MEN 50-54	400	.04	170
MEN 55-64	500	.03	182
MEN 65+	500	.04	168
WOMEN 18+	5,000	.03	182
WOMEN 12-24	1,700	.04	180
WOMEN 18-24	1,000	.04	174
WOMEN 25-34	900	.03	183
WOMEN 25-49	2,300	.03	185
WOMEN 35-44	1,000	.03	182
WOMEN 45-49	400	.02	187
WOMEN 50-54	300	.02	188
WOMEN 55-64	600	.03	172
WOMEN 65+	800	.04	166
TEENS 12-17	1,400	.03	186

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,400		241
MEN 18+	1,100		242
MEN 12-24	500		240
MEN 18-24	400	.01	234
MEN 25-34	200		254
MEN 25-49	500		245
MEN 35-44	200		233
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	1,000		230
WOMEN 12-24	500	.01	224
WOMEN 18-24	300	.01	227
WOMEN 25-34	200		235
WOMEN 25-49	400		241
WOMEN 35-44	200		224
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+			237
TEENS 12-17	300		242

MUSKEGON, MI

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	145,500	.05	232
MEN 18+	63,200	.05	233
MEN 12-24	17,500	.06	236
MEN 18-24	9,000	.05	245
MEN 25-34	11,200	.05	231
MEN 25-49	30,800	.05	226
MEN 35-44	12,900	.05	218
MEN 45-49	6,700	.06	219
MEN 50-54	6,000	.06	223
MEN 55-64	8,300	.05	231
MEN 65+	9,100	.05	235
WOMEN 18+	65,900	.05	234
WOMEN 12-24	16,200	.06	236
WOMEN 18-24	8,300	.05	243
WOMEN 25-34	10,500	.05	237
WOMEN 25-49	29,500	.05	231
WOMEN 35-44	12,300	.05	229
WOMEN 45-49	6,700	.05	225
WOMEN 50-54	6,100	.05	223
WOMEN 55-64	8,800	.05	233
WOMEN 65+	13,200	.05	231
TEENS 12-17	16,400	.06	209

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	19,700	.06	151
MEN 18+	8,300	.06	154
MEN 12-24	3,000	.07	153
MEN 18-24	1,600	.07	162
MEN 25-34	2,000	.07	149
MEN 25-49	4,500	.06	156
MEN 35-44	1,700	.06	159
MEN 45-49	800	.06	151
MEN 50-54	600	.06	155
MEN 55-64	800	.05	153
MEN 65+	800	.06	145
WOMEN 18+	8,600	.06	150
WOMEN 12-24	2,900	.07	150
WOMEN 18-24	1,500	.07	154
WOMEN 25-34	1,700	.06	152
WOMEN 25-49	4,300	.06	150
WOMEN 35-44	1,700	.05	151
WOMEN 45-49	900	.06	146
WOMEN 50-54	600	.05	151
WOMEN 55-64	1,000	.05	147
WOMEN 65+	1,200	.06	145
TEENS 12-17	2,800	.07	149

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,600	.01	206
MEN 18+	2,100	.01	208
MEN 12-24	1,000	.01	209
MEN 18-24	600	.01	210
MEN 25-34	500	.01	213
MEN 25-49	1,100	.01	205
MEN 35-44	400	.01	204
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+	100	.01	186
WOMEN 18+	1,800	.01	204
WOMEN 12-24	800	.01	203
WOMEN 18-24	500	.01	195
WOMEN 25-34	500	.01	196
WOMEN 25-49	900	.01	205
WOMEN 35-44	300	.01	202
WOMEN 45-49	100		201
WOMEN 50-54	200	.02	157
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	700	.01	199

MYRTLE BEACH, SC

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	239,000	.09	164
MEN 18+	105,700	.09	164
MEN 12-24	22,100	.07	200
MEN 18-24	12,200	.07	205
MEN 25-34	19,300	.09	160
MEN 25-49	48,900	.09	168
MEN 35-44	19,900	.08	169
MEN 45-49	9,700	.08	174
MEN 50-54	9,100	.09	172
MEN 55-64	15,900	.10	152
MEN 65+	19,600	.12	141
WOMEN 18+	114,000	.09	164
WOMEN 12-24	21,300	.07	199
WOMEN 18-24	11,900	.08	206
WOMEN 25-34	18,700	.09	161
WOMEN 25-49	49,300	.09	166
WOMEN 35-44	20,200	.09	168
WOMEN 45-49	10,400	.09	172
WOMEN 50-54	10,100	.09	166
WOMEN 55-64	18,200	.11	149
WOMEN 65+	24,500	.11	153
TEENS 12-17	19,300	.07	190

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	45,100	.15	100
MEN 18+	17,400	.14	104
MEN 12-24	5,800	.14	113
MEN 18-24	2,700	.13	122
MEN 25-34	3,600	.14	106
MEN 25-49	9,400	.14	102
MEN 35-44	4,000	.14	99
MEN 45-49	1,800	.14	98
MEN 50-54	1,300	.13	105
MEN 55-64	2,000	.14	103
MEN 65+	2,000	.16	92
WOMEN 18+	21,500	.15	96
WOMEN 12-24	6,300	.16	107
WOMEN 18-24	3,200	.15	108
WOMEN 25-34	4,300	.15	95
WOMEN 25-49	10,900	.15	97
WOMEN 35-44	4,600	.15	96
WOMEN 45-49	2,000	.14	96
WOMEN 50-54	1,500	.13	100
WOMEN 55-64	2,500	.14	97
WOMEN 65+	3,400	.17	90
TEENS 12-17	6,200	.16	102

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,300	.02	179
MEN 18+	4,200	.02	166
MEN 12-24	2,200	.03	160
MEN 18-24	1,500	.04	154
MEN 25-34	1,500	.03	147
MEN 25-49	2,300	.02	164
MEN 35-44	500	.01	192
MEN 45-49	300	.02	159
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+	100	.01	186
WOMEN 18+	2,100	.01	193
WOMEN 12-24	900	.01	196
WOMEN 18-24	600	.02	181
WOMEN 25-34	600	.01	183
WOMEN 25-49	1,100	.01	191
WOMEN 35-44	300	.01	202
WOMEN 45-49	200	.01	169
WOMEN 50-54	200	.02	157
WOMEN 55-64	100		203
WOMEN 65+	100		181
TEENS 12-17	1,000	.02	179

METRO MARKET POPULATION ESTIMATES

NASHVILLE

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,101,700	.44	44	PERSONS 12+	166,600	.55	36	PERSONS 12+	44,400	.13	76
MEN 18+	481,500	.44	44	MEN 18+	66,300	.54	37	MEN 18+	24,200	.16	68
MEN 12-24	120,400	.42	46	MEN 12-24	20,400	.51	43	MEN 12-24	11,800	.20	64
MEN 18-24	66,500	.43	44	MEN 18-24	10,600	.52	40	MEN 18-24	8,300	.25	56
MEN 25-34	95,400	.47	44	MEN 25-34	14,000	.55	38	MEN 25-34	7,800	.20	59
MEN 25-49	250,800	.46	44	MEN 25-49	36,800	.56	38	MEN 25-49	13,300	.16	65
MEN 35-44	104,200	.46	44	MEN 35-44	15,800	.58	37	MEN 35-44	4,200	.14	75
MEN 45-49	51,200	.46	43	MEN 45-49	7,000	.57	35	MEN 45-49	1,300	.11	81
MEN 50-54	45,000	.45	43	MEN 50-54	5,200	.53	38	MEN 50-54	1,000	.11	80
MEN 55-64	63,200	.43	44	MEN 55-64	7,300	.52	36	MEN 55-64	800	.06	110
MEN 65+	56,000	.35	55	MEN 65+	6,400	.52	34	MEN 65+	800	.08	88
WOMEN 18+	515,100	.44	45	WOMEN 18+	80,500	.57	35	WOMEN 18+	14,600	.10	89
WOMEN 12-24	115,800	.43	46	WOMEN 12-24	22,800	.58	37	WOMEN 12-24	6,200	.12	86
WOMEN 18-24	64,600	.44	45	WOMEN 18-24	12,800	.62	33	WOMEN 18-24	4,100	.15	75
WOMEN 25-34	93,200	.47	44	WOMEN 25-34	16,400	.59	35	WOMEN 25-34	4,400	.13	76
WOMEN 25-49	254,000	.47	44	WOMEN 25-49	42,200	.58	34	WOMEN 25-49	8,400	.11	84
WOMEN 35-44	107,900	.48	44	WOMEN 35-44	18,000	.59	34	WOMEN 35-44	2,800	.10	88
WOMEN 45-49	52,900	.46	42	WOMEN 45-49	7,800	.55	36	WOMEN 45-49	1,200	.10	87
WOMEN 50-54	47,000	.45	43	WOMEN 50-54	6,000	.52	39	WOMEN 50-54	700	.07	105
WOMEN 55-64	67,500	.42	47	WOMEN 55-64	9,200	.54	36	WOMEN 55-64	700	.05	114
WOMEN 65+	82,000	.37	55	WOMEN 65+	10,300	.53	33	WOMEN 65+	700	.05	99
TEENS 12-17	105,100	.41	48	TEENS 12-17	19,800	.52	41	TEENS 12-17	5,600	.11	90

NASSAU-SUFFOLK (LONG ISLAND)

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,379,200	.95	18	PERSONS 12+	221,500	.74	25	PERSONS 12+	279,400	.86	22
MEN 18+	1,025,400	.94	18	MEN 18+	84,700	.70	27	MEN 18+	121,600	.85	22
MEN 12-24	246,200	.86	19	MEN 12-24	29,700	.75	23	MEN 12-24	49,700	.86	21
MEN 18-24	123,900	.80	21	MEN 18-24	13,800	.68	25	MEN 18-24	29,000	.87	21
MEN 25-34	161,400	.80	21	MEN 25-34	15,400	.61	35	MEN 25-34	31,100	.80	22
MEN 25-49	491,000	.91	19	MEN 25-49	42,800	.66	29	MEN 25-49	67,500	.84	21
MEN 35-44	217,800	.97	18	MEN 35-44	18,700	.69	29	MEN 35-44	26,000	.86	22
MEN 45-49	111,800	1.01	17	MEN 45-49	8,700	.70	27	MEN 45-49	10,400	.90	21
MEN 50-54	98,800	.99	17	MEN 50-54	7,700	.78	23	MEN 50-54	8,200	.91	21
MEN 55-64	149,000	1.02	16	MEN 55-64	12,400	.88	19	MEN 55-64	10,600	.90	21
MEN 65+	162,700	1.03	17	MEN 65+	8,000	.65	28	MEN 65+	6,300	.67	27
WOMEN 18+	1,114,700	.96	18	WOMEN 18+	104,700	.75	26	WOMEN 18+	118,100	.88	21
WOMEN 12-24	246,200	.86	20	WOMEN 12-24	30,900	.78	23	WOMEN 12-24	42,600	.87	22
WOMEN 18-24	115,500	.79	21	WOMEN 18-24	14,700	.72	28	WOMEN 18-24	23,600	.88	23
WOMEN 25-34	158,000	.80	22	WOMEN 25-34	17,700	.64	31	WOMEN 25-34	26,500	.79	24
WOMEN 25-49	501,200	.93	18	WOMEN 25-49	50,600	.70	28	WOMEN 25-49	63,600	.87	22
WOMEN 35-44	227,100	1.01	17	WOMEN 35-44	22,300	.74	26	WOMEN 35-44	26,100	.93	21
WOMEN 45-49	116,100	1.01	17	WOMEN 45-49	10,600	.75	25	WOMEN 45-49	11,000	.96	19
WOMEN 50-54	104,900	1.01	17	WOMEN 50-54	10,000	.87	20	WOMEN 50-54	8,700	.92	20
WOMEN 55-64	165,700	1.05	15	WOMEN 55-64	16,000	.93	18	WOMEN 55-64	12,600	.96	20
WOMEN 65+	227,400	1.03	17	WOMEN 65+	13,400	.69	26	WOMEN 65+	9,600	.78	24
TEENS 12-17	239,100	.94	18	TEENS 12-17	32,100	.84	21	TEENS 12-17	39,700	.85	21

NEW BEDFORD-FALL RIVER, MA

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	226,700	.09	170	PERSONS 12+	9,100	.03	198	PERSONS 12+	12,600	.03	147
MEN 18+	96,800	.08	176	MEN 18+	3,900	.03	204	MEN 18+	5,100	.03	156
MEN 12-24	23,900	.08	188	MEN 12-24	1,300	.03	207	MEN 12-24	2,600	.04	150
MEN 18-24	12,800	.08	196	MEN 18-24	700	.03	212	MEN 18-24	1,500	.04	154
MEN 25-34	17,000	.08	178	MEN 25-34	800	.03	210	MEN 25-34	1,300	.03	158
MEN 25-49	47,400	.08	172	MEN 25-49	2,100	.03	204	MEN 25-49	2,700	.03	154
MEN 35-44	20,500	.09	165	MEN 35-44	900	.03	196	MEN 35-44	1,000	.03	148
MEN 45-49	9,900	.08	173	MEN 45-49	400	.03	194	MEN 45-49	400	.03	140
MEN 50-54	8,900	.08	174	MEN 50-54	300	.03	189	MEN 50-54	300	.03	139
MEN 55-64	13,400	.09	175	MEN 55-64	500	.03	182	MEN 55-64	400	.03	140
MEN 65+	14,300	.09	177	MEN 65+	300	.02	197	MEN 65+	200	.02	157
WOMEN 18+	108,200	.09	167	WOMEN 18+	4,100	.02	194	WOMEN 18+	5,300	.03	142
WOMEN 12-24	23,200	.08	182	WOMEN 12-24	1,300	.03	196	WOMEN 12-24	2,400	.04	139
WOMEN 18-24	12,600	.08	193	WOMEN 18-24	800	.03	188	WOMEN 18-24	1,300	.04	142
WOMEN 25-34	17,800	.09	165	WOMEN 25-34	800	.02	189	WOMEN 25-34	1,300	.03	142
WOMEN 25-49	49,800	.09	164	WOMEN 25-49	2,100	.02	190	WOMEN 25-49	2,800	.03	139
WOMEN 35-44	21,500	.09	162	WOMEN 35-44	900	.02	190	WOMEN 35-44	1,100	.03	132
WOMEN 45-49	10,500	.09	169	WOMEN 45-49	400	.02	187	WOMEN 45-49	400	.03	134
WOMEN 50-54	9,300	.08	174	WOMEN 50-54	300	.02	188	WOMEN 50-54	300	.03	141
WOMEN 55-64	14,400	.09	172	WOMEN 55-64	400	.02	194	WOMEN 55-64	500	.03	131
WOMEN 65+	22,100	.10	166	WOMEN 65+	500	.02	188	WOMEN 65+	400	.03	132
TEENS 12-17	21,700	.08	177	TEENS 12-17	1,100	.02	201	TEENS 12-17	2,200	.04	139

METRO MARKET POPULATION ESTIMATES

NEW HAVEN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	416,100	.16	108
MEN 18+	176,100	.16	112
MEN 12-24	45,400	.16	110
MEN 18-24	23,500	.15	120
MEN 25-34	28,900	.14	119
MEN 25-49	84,300	.15	110
MEN 35-44	36,800	.16	105
MEN 45-49	18,600	.16	106
MEN 50-54	16,300	.16	111
MEN 55-64	24,100	.16	113
MEN 65+	27,900	.17	97
WOMEN 18+	197,400	.17	105
WOMEN 12-24	43,600	.16	108
WOMEN 18-24	22,800	.15	114
WOMEN 25-34	29,900	.15	110
WOMEN 25-49	88,000	.16	107
WOMEN 35-44	38,600	.17	101
WOMEN 45-49	19,500	.17	107
WOMEN 50-54	17,800	.17	108
WOMEN 55-64	26,900	.17	104
WOMEN 65+	41,900	.19	92
TEENS 12-17	42,600	.16	103

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	59,700	.20	84
MEN 18+	22,800	.18	86
MEN 12-24	8,700	.22	80
MEN 18-24	4,300	.21	83
MEN 25-34	4,600	.18	87
MEN 25-49	11,700	.18	87
MEN 35-44	4,900	.18	85
MEN 45-49	2,200	.17	87
MEN 50-54	1,900	.19	80
MEN 55-64	2,900	.20	79
MEN 65+	2,000	.16	92
WOMEN 18+	28,300	.20	81
WOMEN 12-24	8,800	.22	79
WOMEN 18-24	4,600	.22	84
WOMEN 25-34	5,700	.20	79
WOMEN 25-49	14,200	.19	81
WOMEN 35-44	5,800	.19	81
WOMEN 45-49	2,700	.19	80
WOMEN 50-54	2,500	.21	75
WOMEN 55-64	3,800	.22	78
WOMEN 65+	3,200	.16	93
TEENS 12-17	8,600	.22	77

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	35,900	.11	91
MEN 18+	14,700	.10	102
MEN 12-24	7,300	.12	93
MEN 18-24	4,000	.12	99
MEN 25-34	3,800	.09	103
MEN 25-49	8,000	.10	103
MEN 35-44	3,000	.10	95
MEN 45-49	1,200	.10	87
MEN 50-54	900	.10	89
MEN 55-64	1,200	.10	82
MEN 65+	600	.06	102
WOMEN 18+	15,000	.11	83
WOMEN 12-24	6,500	.13	84
WOMEN 18-24	3,600	.13	85
WOMEN 25-34	3,700	.11	90
WOMEN 25-49	8,200	.11	85
WOMEN 35-44	3,300	.11	83
WOMEN 45-49	1,200	.10	87
WOMEN 50-54	1,100	.11	77
WOMEN 55-64	1,300	.09	83
WOMEN 65+	800	.06	97
TEENS 12-17	6,200	.13	83

NEW LONDON, CT

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	225,900	.09	172
MEN 18+	100,300	.09	172
MEN 12-24	26,700	.09	174
MEN 18-24	14,900	.09	177
MEN 25-34	15,900	.07	186
MEN 25-49	47,800	.08	169
MEN 35-44	21,200	.09	164
MEN 45-49	10,700	.09	164
MEN 50-54	9,200	.09	171
MEN 55-64	13,600	.09	173
MEN 65+	14,800	.09	175
WOMEN 18+	102,500	.08	176
WOMEN 12-24	23,300	.08	180
WOMEN 18-24	12,000	.08	202
WOMEN 25-34	15,100	.07	186
WOMEN 25-49	46,600	.08	170
WOMEN 35-44	20,800	.09	164
WOMEN 45-49	10,700	.09	166
WOMEN 50-54	9,300	.08	174
WOMEN 55-64	14,000	.08	176
WOMEN 65+	20,600	.09	176
TEENS 12-17	23,100	.09	169

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	14,300	.04	169
MEN 18+	6,600	.05	166
MEN 12-24	2,800	.07	160
MEN 18-24	1,700	.08	153
MEN 25-34	1,500	.05	167
MEN 25-49	3,500	.05	167
MEN 35-44	1,400	.05	168
MEN 45-49	600	.04	162
MEN 50-54	300	.03	189
MEN 55-64	600	.04	168
MEN 65+	500	.04	168
WOMEN 18+	5,700	.04	175
WOMEN 12-24	2,000	.05	167
WOMEN 18-24	1,100	.05	169
WOMEN 25-34	1,200	.04	165
WOMEN 25-49	3,000	.04	171
WOMEN 35-44	1,200	.03	168
WOMEN 45-49	600	.04	162
WOMEN 50-54	400	.03	174
WOMEN 55-64	600	.03	172
WOMEN 65+	600	.03	178
TEENS 12-17	2,000	.05	164

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	11,200	.03	152
MEN 18+	4,800	.03	159
MEN 12-24	2,400	.04	155
MEN 18-24	1,500	.04	154
MEN 25-34	1,300	.03	158
MEN 25-49	2,600	.03	157
MEN 35-44	900	.03	156
MEN 45-49	400	.03	140
MEN 50-54	300	.03	139
MEN 55-64	300	.02	151
MEN 65+	100	.01	186
WOMEN 18+	4,600	.03	148
WOMEN 12-24	2,100	.04	145
WOMEN 18-24	1,200	.04	147
WOMEN 25-34	1,100	.03	154
WOMEN 25-49	2,500	.03	146
WOMEN 35-44	1,000	.03	139
WOMEN 45-49	400	.03	134
WOMEN 50-54	200	.02	157
WOMEN 55-64	400	.03	140
WOMEN 65+	300	.02	148
TEENS 12-17	1,800	.03	146

NEW ORLEANS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,079,300	.43	46
MEN 18+	452,500	.41	47
MEN 12-24	123,000	.43	44
MEN 18-24	64,600	.42	45
MEN 25-34	81,700	.40	48
MEN 25-49	219,100	.41	48
MEN 35-44	89,900	.40	49
MEN 45-49	47,500	.43	46
MEN 50-54	44,200	.44	44
MEN 55-64	63,600	.43	43
MEN 65+	61,000	.38	49
WOMEN 18+	512,700	.44	47
WOMEN 12-24	120,400	.44	44
WOMEN 18-24	64,700	.44	44
WOMEN 25-34	89,200	.45	45
WOMEN 25-49	238,400	.44	46
WOMEN 35-44	97,900	.43	47
WOMEN 45-49	51,300	.45	45
WOMEN 50-54	48,000	.46	42
WOMEN 55-64	70,700	.44	42
WOMEN 65+	90,900	.41	48
TEENS 12-17	114,100	.45	43

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	391,200	1.31	16
MEN 18+	149,600	1.24	16
MEN 12-24	53,000	1.34	14
MEN 18-24	26,200	1.30	14
MEN 25-34	29,400	1.16	16
MEN 25-49	76,200	1.17	16
MEN 35-44	31,300	1.15	16
MEN 45-49	15,500	1.26	16
MEN 50-54	13,100	1.33	15
MEN 55-64	19,200	1.37	14
MEN 65+	14,900	1.22	17
WOMEN 18+	188,500	1.35	16
WOMEN 12-24	55,700	1.42	14
WOMEN 18-24	29,400	1.44	14
WOMEN 25-34	38,000	1.37	15
WOMEN 25-49	95,600	1.33	16
WOMEN 35-44	38,700	1.28	16
WOMEN 45-49	18,900	1.35	16
WOMEN 50-54	16,300	1.42	15
WOMEN 55-64	24,000	1.40	14
WOMEN 65+	23,200	1.21	17
TEENS 12-17	53,100	1.39	15

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	53,300	.16	67
MEN 18+	22,800	.15	69
MEN 12-24	7,100	.12	95
MEN 18-24	4,000	.12	99
MEN 25-34	4,800	.12	84
MEN 25-49	11,600	.14	71
MEN 35-44	4,700	.15	66
MEN 45-49	2,100	.18	59
MEN 50-54	1,700	.19	57
MEN 55-64	3,100	.26	47
MEN 65+	2,400	.25	45
WOMEN 18+	24,800	.18	61
WOMEN 12-24	6,100	.12	87
WOMEN 18-24	3,500	.13	91
WOMEN 25-34	4,700	.14	71
WOMEN 25-49	11,700	.16	67
WOMEN 35-44	4,700	.16	62
WOMEN 45-49	2,300	.20	52
WOMEN 50-54	2,200	.23	49
WOMEN 55-64	3,500	.26	48
WOMEN 65+	3,900	.31	41
TEENS 12-17	5,700	.12	87

METRO MARKET POPULATION ESTIMATES

NEW RIVER VALLEY, VA

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	147,200	.05	230	PERSONS 12+	6,400	.02	217	PERSONS 12+	2,100		249
MEN 18+	69,500	.06	219	MEN 18+	3,100	.02	220	MEN 18+	1,200		236
MEN 12-24	24,800	.08	181	MEN 12-24	1,000	.02	221	MEN 12-24	600	.01	234
MEN 18-24	19,900	.12	144	MEN 18-24	800	.03	205	MEN 18-24	500	.01	223
MEN 25-34	13,100	.06	212	MEN 25-34	900	.03	198	MEN 25-34	300		235
MEN 25-49	28,500	.05	233	MEN 25-49	1,600	.02	218	MEN 25-49	400		257
MEN 35-44	10,400	.04	246	MEN 35-44	500	.01	224	MEN 35-44	100		257
MEN 45-49	5,000	.04	254	MEN 45-49	200	.01	219	MEN 45-49			257
MEN 50-54	4,700	.04	256	MEN 50-54	100	.01	228	MEN 50-54			250
MEN 55-64	8,300	.05	231	MEN 55-64	300	.02	204	MEN 55-64	100		199
MEN 65+	8,100	.05	249	MEN 65+	300	.02	197	MEN 65+	200	.02	157
WOMEN 18+	68,100	.05	231	WOMEN 18+	2,900	.02	208	WOMEN 18+	800		247
WOMEN 12-24	22,200	.08	190	WOMEN 12-24	1,000	.02	209	WOMEN 12-24	400		235
WOMEN 18-24	17,500	.12	154	WOMEN 18-24	800	.03	188	WOMEN 18-24	400	.01	213
WOMEN 25-34	10,500	.05	237	WOMEN 25-34	600	.02	203	WOMEN 25-34	200		235
WOMEN 25-49	25,500	.04	244	WOMEN 25-49	1,200	.01	215	WOMEN 25-49	300		257
WOMEN 35-44	9,900	.04	255	WOMEN 35-44	400	.01	221	WOMEN 35-44	100		253
WOMEN 45-49	5,100	.04	259	WOMEN 45-49	200	.01	209	WOMEN 45-49			249
WOMEN 50-54	5,100	.04	249	WOMEN 50-54	200	.01	203	WOMEN 50-54	100	.01	190
WOMEN 55-64	8,300	.05	239	WOMEN 55-64	400	.02	194	WOMEN 55-64			256
WOMEN 65+	11,700	.05	244	WOMEN 65+	300	.01	211	WOMEN 65+			237
TEENS 12-17	9,600	.03	272	TEENS 12-17	400	.01	241	TEENS 12-17	100		277

NEW YORK

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	15,283,100	6.10	1	PERSONS 12+	2,710,700	9.08	1	PERSONS 12+	3,212,500	9.92	2
MEN 18+	6,527,000	5.98	1	MEN 18+	1,039,700	8.62	1	MEN 18+	1,356,600	9.48	2
MEN 12-24	1,547,000	5.45	1	MEN 12-24	302,400	7.68	1	MEN 12-24	470,000	8.14	2
MEN 18-24	805,000	5.24	1	MEN 18-24	143,900	7.17	1	MEN 18-24	259,300	7.84	2
MEN 25-34	1,236,500	6.14	1	MEN 25-34	211,400	8.37	1	MEN 25-34	337,400	8.75	2
MEN 25-49	3,338,200	6.24	1	MEN 25-49	556,700	8.62	1	MEN 25-49	766,300	9.58	2
MEN 35-44	1,430,500	6.42	1	MEN 35-44	240,700	8.88	1	MEN 35-44	307,800	10.27	2
MEN 45-49	671,200	6.07	1	MEN 45-49	104,600	8.53	1	MEN 45-49	121,100	10.56	2
MEN 50-54	585,600	5.90	1	MEN 50-54	89,800	9.18	1	MEN 50-54	99,700	11.15	2
MEN 55-64	870,200	5.97	1	MEN 55-64	137,500	9.82	1	MEN 55-64	138,100	11.75	2
MEN 65+	928,000	5.89	1	MEN 65+	111,800	9.19	1	MEN 65+	93,200	10.02	3
WOMEN 18+	7,304,200	6.30	1	WOMEN 18+	1,353,800	9.69	1	WOMEN 18+	1,450,400	10.82	2
WOMEN 12-24	1,487,100	5.55	1	WOMEN 12-24	317,400	8.10	1	WOMEN 12-24	419,300	8.59	2
WOMEN 18-24	777,200	5.38	1	WOMEN 18-24	158,700	7.78	1	WOMEN 18-24	224,500	8.40	2
WOMEN 25-34	1,268,000	6.48	1	WOMEN 25-34	259,500	9.42	1	WOMEN 25-34	329,900	9.92	2
WOMEN 25-49	3,480,700	6.52	1	WOMEN 25-49	685,100	9.57	1	WOMEN 25-49	792,200	10.91	2
WOMEN 35-44	1,497,400	6.68	1	WOMEN 35-44	294,100	9.78	1	WOMEN 35-44	327,400	11.70	2
WOMEN 45-49	715,300	6.27	1	WOMEN 45-49	131,500	9.40	1	WOMEN 45-49	134,900	11.83	2
WOMEN 50-54	645,800	6.22	1	WOMEN 50-54	119,600	10.44	1	WOMEN 50-54	114,000	12.13	2
WOMEN 55-64	1,011,500	6.42	1	WOMEN 55-64	191,100	11.21	1	WOMEN 55-64	170,000	12.96	2
WOMEN 65+	1,389,000	6.30	1	WOMEN 65+	199,300	10.41	1	WOMEN 65+	149,700	12.27	2
TEENS 12-17	1,451,900	5.72	1	TEENS 12-17	317,200	8.33	1	TEENS 12-17	405,500	8.68	2

NWBGRH-MIDLTVN, NY(MID-HDSN VLY)

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	308,300	.12	139	PERSONS 12+	30,300	.10	134	PERSONS 12+	44,200	.13	77
MEN 18+	135,300	.12	137	MEN 18+	13,600	.11	127	MEN 18+	19,900	.13	78
MEN 12-24	40,100	.14	126	MEN 12-24	4,700	.11	128	MEN 12-24	8,500	.14	77
MEN 18-24	21,600	.14	127	MEN 18-24	2,400	.11	129	MEN 18-24	5,000	.15	82
MEN 25-34	22,700	.11	145	MEN 25-34	2,600	.10	132	MEN 25-34	5,000	.12	79
MEN 25-49	66,700	.12	134	MEN 25-49	7,400	.11	123	MEN 25-49	11,100	.13	74
MEN 35-44	29,300	.13	129	MEN 35-44	3,300	.12	116	MEN 35-44	4,400	.14	69
MEN 45-49	14,700	.13	133	MEN 45-49	1,500	.12	112	MEN 45-49	1,700	.14	70
MEN 50-54	12,800	.12	134	MEN 50-54	1,200	.12	112	MEN 50-54	1,400	.15	67
MEN 55-64	18,100	.12	143	MEN 55-64	1,600	.11	118	MEN 55-64	1,600	.13	70
MEN 65+	16,100	.10	164	MEN 65+	1,000	.08	135	MEN 65+	800	.08	88
WOMEN 18+	137,100	.11	146	WOMEN 18+	12,200	.08	136	WOMEN 18+	17,600	.13	77
WOMEN 12-24	34,600	.12	140	WOMEN 12-24	4,100	.10	132	WOMEN 12-24	7,000	.14	77
WOMEN 18-24	17,200	.11	156	WOMEN 18-24	1,900	.09	141	WOMEN 18-24	3,800	.14	83
WOMEN 25-34	22,100	.11	147	WOMEN 25-34	2,300	.08	140	WOMEN 25-34	4,200	.12	80
WOMEN 25-49	65,800	.12	135	WOMEN 25-49	6,300	.08	134	WOMEN 25-49	9,700	.13	76
WOMEN 35-44	29,200	.13	132	WOMEN 35-44	2,800	.09	132	WOMEN 35-44	3,900	.13	73
WOMEN 45-49	14,500	.12	139	WOMEN 45-49	1,200	.08	134	WOMEN 45-49	1,600	.14	70
WOMEN 50-54	12,900	.12	140	WOMEN 50-54	1,000	.08	129	WOMEN 50-54	1,300	.13	70
WOMEN 55-64	18,400	.11	148	WOMEN 55-64	1,700	.09	126	WOMEN 55-64	1,600	.12	70
WOMEN 65+	22,800	.10	165	WOMEN 65+	1,300	.06	141	WOMEN 65+	1,200	.09	81
TEENS 12-17	35,900	.14	128	TEENS 12-17	4,500	.11	124	TEENS 12-17	6,700	.14	76

METRO MARKET POPULATION ESTIMATES

NORFOLK-VIRGINIA BEACH-NWPT NEWS

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,307,500	.52	40	PERSONS 12+	417,400	1.39	14	PERSONS 12+	39,200	.12	84
MEN 18+	571,300	.52	40	MEN 18+	168,100	1.39	14	MEN 18+	17,700	.12	84
MEN 12-24	168,800	.59	31	MEN 12-24	59,800	1.51	13	MEN 12-24	9,300	.16	75
MEN 18-24	98,400	.64	30	MEN 18-24	32,800	1.63	12	MEN 18-24	6,400	.19	66
MEN 25-34	111,300	.55	38	MEN 25-34	35,900	1.42	12	MEN 25-34	4,500	.11	94
MEN 25-49	290,400	.54	42	MEN 25-49	89,100	1.37	14	MEN 25-49	8,900	.11	91
MEN 35-44	121,700	.54	41	MEN 35-44	36,600	1.35	14	MEN 35-44	3,300	.11	88
MEN 45-49	57,400	.51	41	MEN 45-49	16,600	1.35	14	MEN 45-49	1,100	.09	96
MEN 50-54	47,800	.48	41	MEN 50-54	11,800	1.20	16	MEN 50-54	700	.07	108
MEN 55-64	66,800	.45	41	MEN 55-64	17,700	1.26	16	MEN 55-64	900	.07	105
MEN 65+	67,900	.43	47	MEN 65+	16,700	1.37	15	MEN 65+	800	.08	88
WOMEN 18+	598,700	.51	40	WOMEN 18+	195,200	1.39	14	WOMEN 18+	16,000	.11	81
WOMEN 12-24	149,100	.55	33	WOMEN 12-24	58,700	1.49	13	WOMEN 12-24	6,800	.13	80
WOMEN 18-24	82,000	.56	32	WOMEN 18-24	31,600	1.54	12	WOMEN 18-24	4,200	.15	73
WOMEN 25-34	105,400	.53	42	WOMEN 25-34	38,800	1.40	13	WOMEN 25-34	4,000	.12	86
WOMEN 25-49	290,100	.54	41	WOMEN 25-49	100,400	1.40	13	WOMEN 25-49	8,700	.11	80
WOMEN 35-44	123,300	.55	40	WOMEN 35-44	42,200	1.40	14	WOMEN 35-44	3,400	.12	80
WOMEN 45-49	61,400	.53	39	WOMEN 45-49	19,400	1.38	15	WOMEN 45-49	1,300	.11	81
WOMEN 50-54	52,400	.50	39	WOMEN 50-54	14,500	1.26	16	WOMEN 50-54	900	.09	86
WOMEN 55-64	75,100	.47	40	WOMEN 55-64	22,300	1.30	16	WOMEN 55-64	1,300	.09	83
WOMEN 65+	99,100	.45	47	WOMEN 65+	26,400	1.37	16	WOMEN 65+	900	.07	91
TEENS 12-17	137,500	.54	35	TEENS 12-17	54,100	1.42	13	TEENS 12-17	5,500	.11	93

ODESSA-MIDLAND, TX

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	198,600	.07	190	PERSONS 12+	10,800	.03	188	PERSONS 12+	73,000	.22	55
MEN 18+	82,600	.07	193	MEN 18+	4,100	.03	203	MEN 18+	29,700	.20	58
MEN 12-24	25,600	.09	178	MEN 12-24	1,300	.03	207	MEN 12-24	13,400	.23	58
MEN 18-24	13,000	.08	192	MEN 18-24	500	.02	228	MEN 18-24	7,200	.21	62
MEN 25-34	14,400	.07	197	MEN 25-34	800	.03	210	MEN 25-34	7,100	.18	63
MEN 25-49	38,900	.07	192	MEN 25-49	2,100	.03	204	MEN 25-49	15,500	.19	59
MEN 35-44	15,400	.06	197	MEN 35-44	800	.02	204	MEN 35-44	5,500	.18	59
MEN 45-49	9,100	.08	183	MEN 45-49	500	.04	179	MEN 45-49	2,900	.25	51
MEN 50-54	8,000	.08	188	MEN 50-54	300	.03	189	MEN 50-54	2,300	.25	51
MEN 55-64	10,800	.07	195	MEN 55-64	700	.05	161	MEN 55-64	2,600	.22	53
MEN 65+	11,900	.07	197	MEN 65+	500	.04	168	MEN 65+	2,100	.22	49
WOMEN 18+	91,100	.07	189	WOMEN 18+	5,200	.03	179	WOMEN 18+	31,100	.23	52
WOMEN 12-24	25,600	.09	172	WOMEN 12-24	1,500	.03	188	WOMEN 12-24	13,000	.26	53
WOMEN 18-24	13,000	.09	187	WOMEN 18-24	800	.03	188	WOMEN 18-24	7,000	.26	57
WOMEN 25-34	15,300	.07	185	WOMEN 25-34	700	.02	197	WOMEN 25-34	7,500	.22	56
WOMEN 25-49	41,700	.07	188	WOMEN 25-49	2,200	.03	187	WOMEN 25-49	16,400	.22	53
WOMEN 35-44	16,800	.07	188	WOMEN 35-44	1,000	.03	182	WOMEN 35-44	5,900	.21	53
WOMEN 45-49	9,600	.08	178	WOMEN 45-49	500	.03	174	WOMEN 45-49	3,000	.26	47
WOMEN 50-54	8,500	.08	185	WOMEN 50-54	500	.04	156	WOMEN 50-54	2,500	.26	46
WOMEN 55-64	11,400	.07	195	WOMEN 55-64	700	.04	162	WOMEN 55-64	2,700	.20	53
WOMEN 65+	16,500	.07	198	WOMEN 65+	1,000	.05	152	WOMEN 65+	2,500	.20	51
TEENS 12-17	24,900	.09	160	TEENS 12-17	1,500	.03	182	TEENS 12-17	12,200	.26	54

OKLAHOMA CITY

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	953,600	.38	53	PERSONS 12+	103,300	.34	61	PERSONS 12+	64,700	.19	58
MEN 18+	416,500	.38	53	MEN 18+	42,100	.34	61	MEN 18+	29,900	.20	57
MEN 12-24	111,900	.39	51	MEN 12-24	14,800	.37	59	MEN 12-24	13,700	.23	56
MEN 18-24	63,900	.41	46	MEN 18-24	7,800	.38	58	MEN 18-24	8,200	.24	57
MEN 25-34	82,700	.41	47	MEN 25-34	9,300	.36	57	MEN 25-34	9,400	.24	56
MEN 25-49	204,500	.38	50	MEN 25-49	22,500	.34	59	MEN 25-49	17,100	.21	57
MEN 35-44	80,600	.36	54	MEN 35-44	9,100	.33	58	MEN 35-44	5,600	.18	58
MEN 45-49	41,200	.37	55	MEN 45-49	4,100	.33	61	MEN 45-49	2,100	.18	59
MEN 50-54	37,700	.38	55	MEN 50-54	3,400	.34	59	MEN 50-54	1,600	.17	62
MEN 55-64	54,700	.37	55	MEN 55-64	4,600	.32	62	MEN 55-64	1,900	.16	64
MEN 65+	55,700	.35	57	MEN 65+	3,800	.31	59	MEN 65+	1,100	.11	73
WOMEN 18+	443,600	.38	53	WOMEN 18+	47,400	.33	61	WOMEN 18+	24,600	.18	63
WOMEN 12-24	106,800	.39	51	WOMEN 12-24	14,700	.37	60	WOMEN 12-24	10,900	.22	60
WOMEN 18-24	61,300	.42	47	WOMEN 18-24	7,900	.38	60	WOMEN 18-24	6,200	.23	59
WOMEN 25-34	80,600	.41	48	WOMEN 25-34	10,200	.37	59	WOMEN 25-34	7,500	.22	56
WOMEN 25-49	204,700	.38	50	WOMEN 25-49	24,900	.34	62	WOMEN 25-49	13,900	.19	58
WOMEN 35-44	81,100	.36	56	WOMEN 35-44	9,900	.32	63	WOMEN 35-44	4,600	.16	63
WOMEN 45-49	43,000	.37	56	WOMEN 45-49	4,800	.34	61	WOMEN 45-49	1,800	.15	65
WOMEN 50-54	39,300	.37	56	WOMEN 50-54	3,400	.29	65	WOMEN 50-54	1,500	.15	63
WOMEN 55-64	59,600	.37	54	WOMEN 55-64	5,600	.32	59	WOMEN 55-64	1,600	.12	70
WOMEN 65+	78,700	.35	58	WOMEN 65+	5,600	.29	63	WOMEN 65+	1,400	.11	74
TEENS 12-17	93,500	.36	54	TEENS 12-17	13,800	.36	62	TEENS 12-17	10,200	.21	60

METRO MARKET POPULATION ESTIMATES

OLEAN, NY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	170,100	.06	207
MEN 18+	74,600	.06	209
MEN 12-24	21,400	.07	202
MEN 18-24	12,300	.08	203
MEN 25-34	11,100	.05	234
MEN 25-49	31,500	.05	221
MEN 35-44	12,900	.05	218
MEN 45-49	7,500	.06	203
MEN 50-54	7,200	.07	200
MEN 55-64	10,600	.07	198
MEN 65+	13,000	.08	188
WOMEN 18+	77,700	.06	208
WOMEN 12-24	19,900	.07	207
WOMEN 18-24	11,200	.07	213
WOMEN 25-34	10,800	.05	232
WOMEN 25-49	31,100	.05	225
WOMEN 35-44	12,900	.05	222
WOMEN 45-49	7,400	.06	206
WOMEN 50-54	7,000	.06	205
WOMEN 55-64	10,900	.06	203
WOMEN 65+	17,500	.07	190
TEENS 12-17	17,800	.07	198

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,400		256
MEN 18+	1,400	.01	253
MEN 12-24	600	.01	243
MEN 18-24	400	.02	238
MEN 25-34	400	.01	239
MEN 25-49	900	.01	239
MEN 35-44	400	.01	231
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64	100		236
MEN 65+			260
WOMEN 18+	700		259
WOMEN 12-24	300		249
WOMEN 18-24	200		243
WOMEN 25-34	100		265
WOMEN 25-49	400		253
WOMEN 35-44	200		236
WOMEN 45-49	100		226
WOMEN 50-54			261
WOMEN 55-64			267
WOMEN 65+	100		238
TEENS 12-17	300		249

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,900		256
MEN 18+	900		256
MEN 12-24	400		252
MEN 18-24	300		243
MEN 25-34	200		254
MEN 25-49	500		245
MEN 35-44	300	.01	210
MEN 45-49			257
MEN 50-54	100	.01	187
MEN 55-64			255
MEN 65+			249
WOMEN 18+	700		256
WOMEN 12-24	400		235
WOMEN 18-24	200		243
WOMEN 25-34	200		235
WOMEN 25-49	300		257
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	300		242

OMAHA-COUNCIL BLUFFS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	602,800	.24	72
MEN 18+	261,400	.23	72
MEN 12-24	69,400	.24	74
MEN 18-24	36,800	.23	76
MEN 25-34	52,800	.26	68
MEN 25-49	134,600	.25	68
MEN 35-44	55,100	.24	69
MEN 45-49	26,700	.24	72
MEN 50-54	23,800	.24	74
MEN 55-64	33,500	.22	76
MEN 65+	32,700	.20	84
WOMEN 18+	277,300	.23	74
WOMEN 12-24	66,900	.24	71
WOMEN 18-24	35,400	.24	74
WOMEN 25-34	52,200	.26	67
WOMEN 25-49	134,800	.25	69
WOMEN 35-44	54,900	.24	72
WOMEN 45-49	27,700	.24	72
WOMEN 50-54	25,200	.24	72
WOMEN 55-64	35,600	.22	76
WOMEN 65+	46,300	.21	86
TEENS 12-17	64,100	.25	72

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	50,100	.16	94
MEN 18+	19,700	.16	94
MEN 12-24	7,100	.18	92
MEN 18-24	3,200	.15	105
MEN 25-34	4,300	.17	92
MEN 25-49	10,600	.16	93
MEN 35-44	4,400	.16	94
MEN 45-49	1,900	.15	94
MEN 50-54	1,600	.16	88
MEN 55-64	2,500	.17	88
MEN 65+	1,800	.14	101
WOMEN 18+	22,700	.16	94
WOMEN 12-24	7,300	.18	90
WOMEN 18-24	3,500	.17	103
WOMEN 25-34	4,900	.17	88
WOMEN 25-49	11,900	.16	91
WOMEN 35-44	5,000	.16	90
WOMEN 45-49	2,000	.14	96
WOMEN 50-54	1,800	.15	93
WOMEN 55-64	2,800	.16	90
WOMEN 65+	2,700	.14	107
TEENS 12-17	7,700	.20	84

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	35,500	.10	94
MEN 18+	17,100	.11	87
MEN 12-24	7,900	.13	86
MEN 18-24	4,700	.14	86
MEN 25-34	5,600	.14	69
MEN 25-49	9,800	.12	83
MEN 35-44	3,100	.10	93
MEN 45-49	1,100	.09	96
MEN 50-54	900	.10	89
MEN 55-64	1,100	.09	89
MEN 65+	600	.06	102
WOMEN 18+	12,800	.09	97
WOMEN 12-24	5,600	.11	95
WOMEN 18-24	3,200	.11	96
WOMEN 25-34	3,900	.11	88
WOMEN 25-49	7,300	.10	93
WOMEN 35-44	2,400	.08	98
WOMEN 45-49	1,000	.08	93
WOMEN 50-54	700	.07	105
WOMEN 55-64	900	.06	106
WOMEN 65+	700	.05	99
TEENS 12-17	5,600	.11	90

ORLANDO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,360,200	.54	39
MEN 18+	596,500	.54	38
MEN 12-24	151,600	.53	35
MEN 18-24	80,600	.52	37
MEN 25-34	119,800	.59	37
MEN 25-49	315,100	.58	36
MEN 35-44	132,700	.59	35
MEN 45-49	62,600	.56	34
MEN 50-54	53,200	.53	37
MEN 55-64	74,800	.51	37
MEN 65+	72,800	.46	41
WOMEN 18+	625,700	.53	38
WOMEN 12-24	144,800	.54	35
WOMEN 18-24	77,800	.53	37
WOMEN 25-34	116,200	.59	36
WOMEN 25-49	310,800	.58	35
WOMEN 35-44	130,600	.58	37
WOMEN 45-49	64,000	.56	36
WOMEN 50-54	56,300	.54	37
WOMEN 55-64	81,500	.51	38
WOMEN 65+	99,300	.45	45
TEENS 12-17	138,000	.54	34

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	212,100	.71	27
MEN 18+	86,400	.71	25
MEN 12-24	27,800	.70	26
MEN 18-24	13,200	.65	27
MEN 25-34	19,500	.77	22
MEN 25-49	48,700	.75	22
MEN 35-44	20,200	.74	24
MEN 45-49	9,000	.73	25
MEN 50-54	7,000	.71	26
MEN 55-64	9,800	.70	26
MEN 65+	7,700	.63	30
WOMEN 18+	96,900	.69	28
WOMEN 12-24	28,700	.73	28
WOMEN 18-24	14,500	.71	29
WOMEN 25-34	20,600	.74	27
WOMEN 25-49	51,800	.72	27
WOMEN 35-44	21,500	.71	28
WOMEN 45-49	9,700	.69	28
WOMEN 50-54	7,800	.68	29
WOMEN 55-64	11,300	.66	29
WOMEN 65+	11,500	.60	32
TEENS 12-17	28,800	.75	25

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	286,800	.88	21
MEN 18+	121,700	.85	21
MEN 12-24	42,900	.74	26
MEN 18-24	23,300	.70	29
MEN 25-34	29,200	.75	26
MEN 25-49	66,300	.82	22
MEN 35-44	26,200	.87	21
MEN 45-49	10,900	.95	18
MEN 50-54	8,800	.98	19
MEN 55-64	13,000	1.10	15
MEN 65+	10,300	1.10	16
WOMEN 18+	128,100	.95	18
WOMEN 12-24	38,200	.78	24
WOMEN 18-24	20,800	.77	24
WOMEN 25-34	28,400	.85	23
WOMEN 25-49	67,800	.93	19
WOMEN 35-44	27,100	.96	17
WOMEN 45-49	12,300	1.07	16
WOMEN 50-54	10,300	1.09	16
WOMEN 55-64	15,600	1.18	16
WOMEN 65+	13,600	1.11	16
TEENS 12-17	37,000	.79	25

METRO MARKET POPULATION ESTIMATES

OXNARD-VENTURA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	397,400	.15	119
MEN 18+	174,200	.15	116
MEN 12-24	53,400	.18	95
MEN 18-24	28,500	.18	99
MEN 25-34	35,100	.17	98
MEN 25-49	89,200	.16	100
MEN 35-44	36,500	.16	106
MEN 45-49	17,600	.15	115
MEN 50-54	15,100	.15	119
MEN 55-64	21,400	.14	122
MEN 65+	20,000	.12	138
WOMEN 18+	174,600	.15	122
WOMEN 12-24	48,700	.18	99
WOMEN 18-24	25,000	.17	103
WOMEN 25-34	31,400	.16	105
WOMEN 25-49	85,100	.15	112
WOMEN 35-44	35,800	.15	112
WOMEN 45-49	17,900	.15	116
WOMEN 50-54	15,600	.15	122
WOMEN 55-64	22,600	.14	124
WOMEN 65+	26,300	.11	144
TEENS 12-17	48,600	.19	90

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	9,900	.03	197
MEN 18+	4,400	.03	194
MEN 12-24	1,400	.03	201
MEN 18-24	700	.03	212
MEN 25-34	900	.03	198
MEN 25-49	2,400	.03	193
MEN 35-44	1,000	.03	191
MEN 45-49	500	.04	179
MEN 50-54	400	.04	170
MEN 55-64	500	.03	182
MEN 65+	400	.03	180
WOMEN 18+	4,200	.03	193
WOMEN 12-24	1,200	.03	201
WOMEN 18-24	600	.02	205
WOMEN 25-34	700	.02	197
WOMEN 25-49	2,200	.03	187
WOMEN 35-44	1,000	.03	182
WOMEN 45-49	500	.03	174
WOMEN 50-54	400	.03	174
WOMEN 55-64	600	.03	172
WOMEN 65+	400	.02	200
TEENS 12-17	1,300	.03	190

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	181,600	.56	34
MEN 18+	79,100	.55	35
MEN 12-24	34,300	.59	35
MEN 18-24	19,500	.58	36
MEN 25-34	20,800	.53	36
MEN 25-49	42,800	.53	36
MEN 35-44	15,700	.52	35
MEN 45-49	6,300	.54	34
MEN 50-54	4,800	.53	35
MEN 55-64	6,700	.57	34
MEN 65+	5,300	.57	31
WOMEN 18+	73,800	.55	34
WOMEN 12-24	30,100	.61	34
WOMEN 18-24	16,200	.60	35
WOMEN 25-34	17,400	.52	36
WOMEN 25-49	38,800	.53	34
WOMEN 35-44	15,000	.53	34
WOMEN 45-49	6,400	.56	34
WOMEN 50-54	4,900	.52	36
WOMEN 55-64	7,500	.57	31
WOMEN 65+	6,400	.52	31
TEENS 12-17	28,700	.61	34

PALM SPRINGS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	287,100	.11	150
MEN 18+	124,500	.11	150
MEN 12-24	38,400	.13	133
MEN 18-24	20,200	.13	140
MEN 25-34	25,600	.12	129
MEN 25-49	63,100	.11	142
MEN 35-44	25,800	.11	143
MEN 45-49	11,800	.10	156
MEN 50-54	9,800	.09	165
MEN 55-64	13,300	.09	176
MEN 65+	18,100	.11	150
WOMEN 18+	127,000	.10	154
WOMEN 12-24	38,100	.13	133
WOMEN 18-24	18,700	.12	141
WOMEN 25-34	24,300	.12	135
WOMEN 25-49	61,300	.11	147
WOMEN 35-44	25,300	.11	146
WOMEN 45-49	11,700	.10	160
WOMEN 50-54	9,800	.09	168
WOMEN 55-64	14,100	.08	175
WOMEN 65+	23,100	.10	162
TEENS 12-17	35,600	.14	130

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,900	.01	222
MEN 18+	2,500	.02	225
MEN 12-24	1,000	.02	221
MEN 18-24	500	.02	228
MEN 25-34	600	.02	225
MEN 25-49	1,400	.02	226
MEN 35-44	600	.02	220
MEN 45-49	200	.01	219
MEN 50-54	200	.02	207
MEN 55-64	200	.01	214
MEN 65+	200	.01	218
WOMEN 18+	2,400	.01	217
WOMEN 12-24	900	.02	213
WOMEN 18-24	400	.01	223
WOMEN 25-34	600	.02	203
WOMEN 25-49	1,400	.01	208
WOMEN 35-44	600	.02	205
WOMEN 45-49	200	.01	209
WOMEN 50-54	200	.01	203
WOMEN 55-64	200	.01	216
WOMEN 65+	200	.01	221
TEENS 12-17	1,000	.02	207

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	124,200	.38	42
MEN 18+	53,300	.37	42
MEN 12-24	23,400	.40	45
MEN 18-24	12,900	.39	47
MEN 25-34	14,900	.38	43
MEN 25-49	30,700	.38	42
MEN 35-44	11,400	.38	42
MEN 45-49	4,400	.38	42
MEN 50-54	3,100	.34	43
MEN 55-64	3,600	.30	43
MEN 65+	3,000	.32	42
WOMEN 18+	50,500	.37	42
WOMEN 12-24	21,300	.43	42
WOMEN 18-24	11,400	.42	42
WOMEN 25-34	13,400	.40	42
WOMEN 25-49	28,500	.39	42
WOMEN 35-44	10,800	.38	42
WOMEN 45-49	4,300	.37	40
WOMEN 50-54	3,100	.33	43
WOMEN 55-64	3,800	.28	44
WOMEN 65+	3,700	.30	42
TEENS 12-17	20,400	.43	42

PANAMA CITY, FL

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	133,600	.05	242
MEN 18+	59,100	.05	240
MEN 12-24	14,200	.05	257
MEN 18-24	7,500	.04	261
MEN 25-34	9,700	.04	245
MEN 25-49	27,800	.05	236
MEN 35-44	11,900	.05	231
MEN 45-49	6,200	.05	229
MEN 50-54	5,400	.05	234
MEN 55-64	8,500	.05	225
MEN 65+	9,900	.06	224
WOMEN 18+	61,400	.05	244
WOMEN 12-24	13,300	.04	254
WOMEN 18-24	6,900	.04	258
WOMEN 25-34	9,300	.04	246
WOMEN 25-49	27,200	.05	237
WOMEN 35-44	11,600	.05	234
WOMEN 45-49	6,300	.05	233
WOMEN 50-54	5,700	.05	233
WOMEN 55-64	9,100	.05	223
WOMEN 65+	12,500	.05	238
TEENS 12-17	13,100	.05	240

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	14,000	.04	172
MEN 18+	5,700	.04	175
MEN 12-24	2,000	.05	174
MEN 18-24	1,000	.04	182
MEN 25-34	1,200	.04	178
MEN 25-49	3,100	.04	174
MEN 35-44	1,300	.04	171
MEN 45-49	600	.04	162
MEN 50-54	400	.04	170
MEN 55-64	600	.04	168
MEN 65+	600	.04	159
WOMEN 18+	6,300	.04	165
WOMEN 12-24	2,100	.05	164
WOMEN 18-24	1,100	.05	169
WOMEN 25-34	1,200	.04	165
WOMEN 25-49	3,100	.04	167
WOMEN 35-44	1,300	.04	163
WOMEN 45-49	600	.04	162
WOMEN 50-54	400	.03	174
WOMEN 55-64	700	.04	162
WOMEN 65+	1,000	.05	152
TEENS 12-17	2,000	.05	164

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,300	.07	245
MEN 18+	1,000	.07	246
MEN 12-24	400	.07	252
MEN 18-24	200	.07	261
MEN 25-34	200	.07	254
MEN 25-49	600	.07	235
MEN 35-44	300	.01	210
MEN 45-49	100	.07	206
MEN 50-54	100	.07	250
MEN 55-64	100	.07	199
MEN 65+	100	.01	186
WOMEN 18+	1,000	.07	230
WOMEN 12-24	300	.07	254
WOMEN 18-24	200	.07	243
WOMEN 25-34	200	.07	235
WOMEN 25-49	500	.07	231
WOMEN 35-44	200	.07	224
WOMEN 45-49	100	.07	201
WOMEN 50-54	100	.01	190
WOMEN 55-64	100	.07	203
WOMEN 65+	100	.07	181
TEENS 12-17	300	.07	242

METRO MARKET POPULATION ESTIMATES

PARKERSBURG-MARIETTA, WV-OH

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	128,800	.05	250
MEN 18+	55,600	.05	251
MEN 12-24	13,000	.04	267
MEN 18-24	6,900	.04	266
MEN 25-34	8,400	.04	260
MEN 25-49	24,500	.04	253
MEN 35-44	10,300	.04	247
MEN 45-49	5,800	.05	238
MEN 50-54	5,500	.05	231
MEN 55-64	8,900	.06	222
MEN 65+	9,800	.06	225
WOMEN 18+	61,300	.05	245
WOMEN 12-24	12,600	.04	263
WOMEN 18-24	6,800	.04	260
WOMEN 25-34	8,600	.04	255
WOMEN 25-49	25,200	.04	247
WOMEN 35-44	10,700	.04	241
WOMEN 45-49	5,900	.05	239
WOMEN 50-54	5,800	.05	231
WOMEN 55-64	9,500	.06	221
WOMEN 65+	14,000	.06	221
TEENS 12-17	11,900	.04	249

PENSACOLA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	371,000	.14	123
MEN 18+	167,300	.15	122
MEN 12-24	48,700	.17	104
MEN 18-24	29,800	.19	96
MEN 25-34	29,500	.14	115
MEN 25-49	77,100	.14	123
MEN 35-44	31,600	.14	121
MEN 45-49	16,000	.14	126
MEN 50-54	14,100	.14	128
MEN 55-64	21,400	.14	122
MEN 65+	24,900	.15	112
WOMEN 18+	167,300	.14	124
WOMEN 12-24	40,500	.15	120
WOMEN 18-24	23,000	.15	111
WOMEN 25-34	24,900	.12	130
WOMEN 25-49	71,900	.13	127
WOMEN 35-44	30,500	.13	126
WOMEN 45-49	16,500	.14	125
WOMEN 50-54	15,000	.14	127
WOMEN 55-64	23,900	.15	118
WOMEN 65+	33,500	.15	117
TEENS 12-17	36,400	.14	124

PEORIA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	292,100	.11	148
MEN 18+	126,000	.11	148
MEN 12-24	32,100	.11	151
MEN 18-24	17,200	.11	160
MEN 25-34	21,600	.10	153
MEN 25-49	57,400	.10	152
MEN 35-44	23,300	.10	154
MEN 45-49	12,500	.11	144
MEN 50-54	12,200	.12	142
MEN 55-64	18,300	.12	140
MEN 65+	20,900	.13	131
WOMEN 18+	137,400	.11	144
WOMEN 12-24	30,800	.11	153
WOMEN 18-24	17,000	.11	158
WOMEN 25-34	21,300	.10	154
WOMEN 25-49	58,500	.10	153
WOMEN 35-44	24,000	.10	152
WOMEN 45-49	13,200	.11	143
WOMEN 50-54	12,500	.12	143
WOMEN 55-64	19,400	.12	140
WOMEN 65+	30,000	.13	127
TEENS 12-17	28,700	.11	150

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,700		267
MEN 18+	800		268
MEN 12-24	300		268
MEN 18-24	200	.01	266
MEN 25-34	100		274
MEN 25-49	400		267
MEN 35-44	200		257
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64	200	.01	214
MEN 65+			260
WOMEN 18+	800		254
WOMEN 12-24	200		264
WOMEN 18-24	200		243
WOMEN 25-34	100		265
WOMEN 25-49	300		262
WOMEN 35-44	200		236
WOMEN 45-49			261
WOMEN 50-54	100		220
WOMEN 55-64			267
WOMEN 65+	200	.01	221
TEENS 12-17	100		282

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	63,100	.21	79
MEN 18+	26,700	.22	75
MEN 12-24	9,800	.24	74
MEN 18-24	5,600	.27	72
MEN 25-34	5,800	.22	76
MEN 25-49	13,800	.21	74
MEN 35-44	5,600	.20	75
MEN 45-49	2,400	.19	81
MEN 50-54	1,600	.16	88
MEN 55-64	2,800	.20	80
MEN 65+	2,900	.23	73
WOMEN 18+	28,400	.20	80
WOMEN 12-24	8,700	.22	83
WOMEN 18-24	4,900	.24	78
WOMEN 25-34	4,900	.17	88
WOMEN 25-49	13,100	.18	86
WOMEN 35-44	5,700	.18	83
WOMEN 45-49	2,500	.17	85
WOMEN 50-54	2,100	.18	84
WOMEN 55-64	3,700	.21	79
WOMEN 65+	4,600	.24	73
TEENS 12-17	8,000	.21	80

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	25,000	.08	143
MEN 18+	9,800	.08	145
MEN 12-24	3,900	.09	137
MEN 18-24	1,900	.09	145
MEN 25-34	2,400	.09	140
MEN 25-49	5,300	.08	144
MEN 35-44	2,000	.07	148
MEN 45-49	900	.07	146
MEN 50-54	800	.08	141
MEN 55-64	1,000	.07	145
MEN 65+	800	.06	145
WOMEN 18+	11,100	.07	143
WOMEN 12-24	4,100	.10	132
WOMEN 18-24	2,000	.09	139
WOMEN 25-34	2,500	.09	133
WOMEN 25-49	5,900	.08	140
WOMEN 35-44	2,200	.07	143
WOMEN 45-49	1,200	.08	134
WOMEN 50-54	900	.07	137
WOMEN 55-64	1,200	.07	144
WOMEN 65+	1,100	.05	147
TEENS 12-17	4,100	.10	131

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	600		291
MEN 18+	200		290
MEN 12-24	200		277
MEN 18-24	100		275
MEN 25-34			290
MEN 25-49	100		288
MEN 35-44			285
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64			255
MEN 65+			249
WOMEN 18+	200		290
WOMEN 12-24	100		278
WOMEN 18-24			289
WOMEN 25-34			285
WOMEN 25-49	200		278
WOMEN 35-44	100		253
WOMEN 45-49	100		201
WOMEN 50-54			246
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	200		259

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,600	.02	177
MEN 18+	3,700	.02	176
MEN 12-24	1,800	.03	174
MEN 18-24	1,200	.03	173
MEN 25-34	800	.02	188
MEN 25-49	1,800	.02	179
MEN 35-44	800	.02	161
MEN 45-49	200	.01	177
MEN 50-54	200	.02	159
MEN 55-64	200	.01	174
MEN 65+	300	.03	135
WOMEN 18+	2,800	.02	177
WOMEN 12-24	1,100	.02	183
WOMEN 18-24	600	.02	181
WOMEN 25-34	600	.01	183
WOMEN 25-49	1,400	.01	179
WOMEN 35-44	600	.02	168
WOMEN 45-49	200	.01	169
WOMEN 50-54	200	.02	157
WOMEN 55-64	300	.02	154
WOMEN 65+	300	.02	148
TEENS 12-17	1,100	.02	173

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,900	.01	202
MEN 18+	2,200	.01	204
MEN 12-24	1,100	.01	202
MEN 18-24	600	.01	210
MEN 25-34	500	.01	213
MEN 25-49	1,100	.01	205
MEN 35-44	500	.01	192
MEN 45-49	100		206
MEN 50-54	200	.02	159
MEN 55-64	200	.01	174
MEN 65+	100	.01	186
WOMEN 18+	2,000	.01	198
WOMEN 12-24	700	.01	209
WOMEN 18-24	500	.01	195
WOMEN 25-34	400	.01	209
WOMEN 25-49	1,100	.01	191
WOMEN 35-44	500	.01	175
WOMEN 45-49	200	.01	169
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	169
WOMEN 65+	100		181
TEENS 12-17	700	.01	199

METRO MARKET POPULATION ESTIMATES

PITTSBURGH, PA

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,018,900	.80	23	PERSONS 12+	160,700	.53	38	PERSONS 12+	13,600	.04	140
MEN 18+	863,900	.79	23	MEN 18+	62,300	.51	42	MEN 18+	5,800	.04	144
MEN 12-24	196,300	.69	27	MEN 12-24	20,500	.52	42	MEN 12-24	2,500	.04	152
MEN 18-24	104,200	.67	27	MEN 18-24	10,100	.50	43	MEN 18-24	1,400	.04	161
MEN 25-34	129,200	.64	30	MEN 25-34	11,200	.44	48	MEN 25-34	1,300	.03	158
MEN 25-49	383,800	.71	24	MEN 25-49	29,700	.45	47	MEN 25-49	2,800	.03	151
MEN 35-44	162,700	.73	24	MEN 35-44	12,100	.44	49	MEN 35-44	1,000	.03	148
MEN 45-49	91,900	.83	23	MEN 45-49	6,400	.52	41	MEN 45-49	500	.04	132
MEN 50-54	86,000	.86	22	MEN 50-54	5,900	.60	34	MEN 50-54	400	.04	129
MEN 55-64	124,200	.85	22	MEN 55-64	7,900	.56	35	MEN 55-64	600	.05	122
MEN 65+	165,700	1.05	16	MEN 65+	8,700	.71	23	MEN 65+	600	.06	102
WOMEN 18+	975,700	.84	22	WOMEN 18+	77,700	.55	37	WOMEN 18+	5,800	.04	135
WOMEN 12-24	187,300	.69	27	WOMEN 12-24	21,300	.54	41	WOMEN 12-24	1,900	.03	149
WOMEN 18-24	100,100	.69	27	WOMEN 18-24	11,000	.53	41	WOMEN 18-24	1,000	.03	158
WOMEN 25-34	130,400	.66	28	WOMEN 25-34	12,900	.46	45	WOMEN 25-34	1,400	.04	138
WOMEN 25-49	397,500	.74	24	WOMEN 25-49	35,600	.49	43	WOMEN 25-49	2,800	.03	139
WOMEN 35-44	170,500	.76	24	WOMEN 35-44	14,800	.49	42	WOMEN 35-44	1,100	.03	132
WOMEN 45-49	96,600	.84	23	WOMEN 45-49	7,900	.56	35	WOMEN 45-49	300	.02	150
WOMEN 50-54	90,400	.87	23	WOMEN 50-54	6,700	.58	33	WOMEN 50-54	700	.07	105
WOMEN 55-64	137,600	.87	21	WOMEN 55-64	10,000	.58	33	WOMEN 55-64	600	.04	118
WOMEN 65+	250,100	1.13	14	WOMEN 65+	14,400	.75	24	WOMEN 65+	700	.05	99
TEENS 12-17	179,300	.70	27	TEENS 12-17	20,700	.54	39	TEENS 12-17	2,000	.04	142

PORTLAND, ME

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	237,600	.09	165	PERSONS 12+	3,300	.01	241	PERSONS 12+	2,500		238
MEN 18+	103,000	.09	167	MEN 18+	1,500	.01	248	MEN 18+	1,100		242
MEN 12-24	23,900	.08	188	MEN 12-24	600	.01	243	MEN 12-24	500		240
MEN 18-24	12,900	.08	193	MEN 18-24	300	.01	249	MEN 18-24	300		243
MEN 25-34	16,400	.08	181	MEN 25-34	400	.01	239	MEN 25-34	300		235
MEN 25-49	49,800	.09	164	MEN 25-49	900	.01	239	MEN 25-49	600		235
MEN 35-44	22,000	.09	158	MEN 35-44	400	.01	231	MEN 35-44	200		233
MEN 45-49	11,400	.10	158	MEN 45-49	100		244	MEN 45-49	100		206
MEN 50-54	10,400	.10	157	MEN 50-54	100	.01	228	MEN 50-54	100	.01	187
MEN 55-64	14,900	.10	162	MEN 55-64	100		236	MEN 55-64	100		199
MEN 65+	15,000	.09	171	MEN 65+	100		228	MEN 65+			249
WOMEN 18+	113,200	.09	165	WOMEN 18+	1,200		237	WOMEN 18+	1,000		230
WOMEN 12-24	22,600	.08	186	WOMEN 12-24	600	.01	227	WOMEN 12-24	400		235
WOMEN 18-24	12,200	.08	198	WOMEN 18-24	300	.01	229	WOMEN 18-24	200		243
WOMEN 25-34	16,600	.08	175	WOMEN 25-34	300	.01	229	WOMEN 25-34	300		223
WOMEN 25-49	52,000	.09	159	WOMEN 25-49	600		232	WOMEN 25-49	600		224
WOMEN 35-44	23,200	.10	156	WOMEN 35-44	200		236	WOMEN 35-44	200		224
WOMEN 45-49	12,200	.10	154	WOMEN 45-49	100		226	WOMEN 45-49	100		201
WOMEN 50-54	11,000	.10	155	WOMEN 50-54	100		220	WOMEN 50-54	100	.01	190
WOMEN 55-64	15,900	.10	163	WOMEN 55-64	100		233	WOMEN 55-64			256
WOMEN 65+	22,100	.10	166	WOMEN 65+	100		238	WOMEN 65+	100		181
TEENS 12-17	21,400	.08	178	TEENS 12-17	600	.01	218	TEENS 12-17	400		227

PORTLAND, OR

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,937,600	.77	24	PERSONS 12+	55,800	.18	87	PERSONS 12+	187,500	.57	33
MEN 18+	860,000	.78	24	MEN 18+	25,300	.20	78	MEN 18+	91,900	.64	33
MEN 12-24	210,100	.74	24	MEN 12-24	7,400	.18	89	MEN 12-24	43,200	.74	25
MEN 18-24	110,800	.72	24	MEN 18-24	3,500	.17	95	MEN 18-24	27,100	.81	23
MEN 25-34	174,400	.86	19	MEN 25-34	6,000	.23	74	MEN 25-34	31,100	.80	22
MEN 25-49	447,000	.83	22	MEN 25-49	14,900	.23	72	MEN 25-49	53,900	.67	31
MEN 35-44	182,500	.82	23	MEN 35-44	6,200	.22	72	MEN 35-44	17,300	.57	33
MEN 45-49	90,100	.81	24	MEN 45-49	2,700	.22	73	MEN 45-49	5,500	.48	39
MEN 50-54	83,600	.84	24	MEN 50-54	2,300	.23	73	MEN 50-54	4,100	.45	39
MEN 55-64	116,600	.80	24	MEN 55-64	2,700	.19	83	MEN 55-64	4,400	.37	42
MEN 65+	102,000	.64	25	MEN 65+	1,900	.15	98	MEN 65+	2,400	.25	45
WOMEN 18+	883,700	.76	24	WOMEN 18+	23,000	.16	92	WOMEN 18+	66,300	.49	39
WOMEN 12-24	199,900	.74	24	WOMEN 12-24	6,800	.17	101	WOMEN 12-24	30,900	.63	33
WOMEN 18-24	105,300	.72	25	WOMEN 18-24	3,200	.15	108	WOMEN 18-24	17,700	.66	32
WOMEN 25-34	163,600	.83	21	WOMEN 25-34	5,100	.18	85	WOMEN 25-34	21,200	.63	32
WOMEN 25-49	429,800	.80	23	WOMEN 25-49	12,700	.17	88	WOMEN 25-49	38,000	.52	37
WOMEN 35-44	175,800	.78	23	WOMEN 35-44	5,400	.17	85	WOMEN 35-44	12,500	.44	39
WOMEN 45-49	90,400	.79	24	WOMEN 45-49	2,200	.15	90	WOMEN 45-49	4,300	.37	40
WOMEN 50-54	85,300	.82	24	WOMEN 50-54	1,900	.16	87	WOMEN 50-54	3,700	.39	39
WOMEN 55-64	120,900	.76	24	WOMEN 55-64	2,800	.16	90	WOMEN 55-64	4,300	.32	42
WOMEN 65+	142,400	.64	26	WOMEN 65+	2,400	.12	115	WOMEN 65+	2,600	.21	50
TEENS 12-17	193,900	.76	24	TEENS 12-17	7,500	.19	85	TEENS 12-17	29,300	.62	33



METRO MARKET POPULATION ESTIMATES

PORTSMOUTH-DOVER-ROCHESTER

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	405,900	.16	113	PERSONS 12+	3,300	.01	241	PERSONS 12+	4,100	.01	217
MEN 18+	176,600	.16	110	MEN 18+	1,600	.01	243	MEN 18+	1,700	.01	222
MEN 12-24	43,000	.15	120	MEN 12-24	500	.01	251	MEN 12-24	800	.01	223
MEN 18-24	21,900	.14	125	MEN 18-24	300	.01	249	MEN 18-24	500	.01	223
MEN 25-34	26,900	.13	125	MEN 25-34	300	.01	251	MEN 25-34	300	.01	235
MEN 25-49	87,200	.16	106	MEN 25-49	900	.01	239	MEN 25-49	800	.01	225
MEN 35-44	39,600	.17	94	MEN 35-44	400	.01	231	MEN 35-44	300	.01	210
MEN 45-49	20,700	.18	91	MEN 45-49	200	.01	219	MEN 45-49	200	.01	177
MEN 50-54	18,400	.18	94	MEN 50-54	100	.01	228	MEN 50-54	100	.01	187
MEN 55-64	25,500	.17	104	MEN 55-64	200	.01	214	MEN 55-64	100	.01	199
MEN 65+	23,600	.14	119	MEN 65+	100	.01	228	MEN 65+	200	.02	157
WOMEN 18+	187,700	.16	113	WOMEN 18+	1,200	.01	237	WOMEN 18+	1,700	.01	207
WOMEN 12-24	43,100	.16	109	WOMEN 12-24	500	.01	235	WOMEN 12-24	800	.01	203
WOMEN 18-24	22,600	.15	116	WOMEN 18-24	200	.01	243	WOMEN 18-24	400	.01	213
WOMEN 25-34	27,200	.13	122	WOMEN 25-34	200	.01	245	WOMEN 25-34	400	.01	209
WOMEN 25-49	89,700	.16	100	WOMEN 25-49	600	.01	232	WOMEN 25-49	900	.01	205
WOMEN 35-44	41,600	.18	90	WOMEN 35-44	300	.01	231	WOMEN 35-44	400	.01	188
WOMEN 45-49	20,900	.18	95	WOMEN 45-49	100	.01	226	WOMEN 45-49	100	.01	201
WOMEN 50-54	18,400	.17	101	WOMEN 50-54	100	.01	220	WOMEN 50-54	100	.01	190
WOMEN 55-64	26,000	.16	111	WOMEN 55-64	200	.01	216	WOMEN 55-64	200	.01	169
WOMEN 65+	31,000	.14	124	WOMEN 65+	100	.01	238	WOMEN 65+	100	.01	181
TEENS 12-17	41,600	.16	107	TEENS 12-17	500	.01	229	TEENS 12-17	700	.01	199

POUGHKEEPSIE, NY

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	251,700	.10	161	PERSONS 12+	25,200	.08	142	PERSONS 12+	19,800	.06	123
MEN 18+	112,300	.10	159	MEN 18+	12,000	.09	136	MEN 18+	9,900	.06	122
MEN 12-24	29,200	.10	163	MEN 12-24	3,900	.09	137	MEN 12-24	4,200	.07	126
MEN 18-24	16,300	.10	169	MEN 18-24	2,200	.10	133	MEN 18-24	2,700	.08	123
MEN 25-34	18,200	.09	169	MEN 25-34	2,800	.11	126	MEN 25-34	2,500	.08	128
MEN 25-49	54,400	.10	156	MEN 25-49	6,700	.10	132	MEN 25-49	5,600	.07	118
MEN 35-44	24,000	.10	151	MEN 35-44	2,700	.09	133	MEN 35-44	2,300	.07	111
MEN 45-49	12,200	.11	147	MEN 45-49	1,200	.09	131	MEN 45-49	800	.06	111
MEN 50-54	10,400	.10	157	MEN 50-54	900	.09	131	MEN 50-54	700	.07	108
MEN 55-64	15,500	.10	157	MEN 55-64	1,300	.09	131	MEN 55-64	600	.05	122
MEN 65+	15,700	.09	168	MEN 65+	900	.07	138	MEN 65+	300	.03	135
WOMEN 18+	114,100	.09	163	WOMEN 18+	9,900	.07	146	WOMEN 18+	7,100	.05	125
WOMEN 12-24	27,600	.10	162	WOMEN 12-24	3,300	.08	147	WOMEN 12-24	3,100	.06	122
WOMEN 18-24	15,200	.10	172	WOMEN 18-24	1,700	.08	150	WOMEN 18-24	1,800	.06	124
WOMEN 25-34	16,300	.08	178	WOMEN 25-34	1,800	.06	149	WOMEN 25-34	1,500	.04	132
WOMEN 25-49	51,200	.09	161	WOMEN 25-49	5,000	.06	145	WOMEN 25-49	3,800	.05	125
WOMEN 35-44	23,100	.10	157	WOMEN 35-44	2,200	.07	143	WOMEN 35-44	1,600	.05	122
WOMEN 45-49	11,800	.10	158	WOMEN 45-49	1,000	.07	143	WOMEN 45-49	700	.06	116
WOMEN 50-54	10,500	.10	162	WOMEN 50-54	800	.06	142	WOMEN 50-54	400	.04	129
WOMEN 55-64	16,100	.10	160	WOMEN 55-64	1,300	.07	139	WOMEN 55-64	600	.04	118
WOMEN 65+	21,100	.09	175	WOMEN 65+	1,100	.05	147	WOMEN 65+	500	.04	116
TEENS 12-17	25,300	.09	158	TEENS 12-17	3,300	.08	145	TEENS 12-17	2,800	.06	123

PROVIDENCE-WARWICK-PAWTUCKET

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,406,800	.56	34	PERSONS 12+	59,500	.19	85	PERSONS 12+	98,400	.30	46
MEN 18+	605,000	.55	35	MEN 18+	25,500	.21	76	MEN 18+	40,500	.28	50
MEN 12-24	148,200	.52	36	MEN 12-24	9,200	.23	76	MEN 12-24	18,300	.31	51
MEN 18-24	82,900	.54	35	MEN 18-24	5,200	.25	75	MEN 18-24	10,800	.32	50
MEN 25-34	104,600	.51	42	MEN 25-34	5,500	.21	77	MEN 25-34	11,400	.29	50
MEN 25-49	291,100	.54	41	MEN 25-49	13,700	.21	75	MEN 25-49	22,900	.28	49
MEN 35-44	124,200	.55	39	MEN 35-44	5,800	.21	73	MEN 35-44	8,300	.27	48
MEN 45-49	62,300	.56	35	MEN 45-49	2,400	.19	81	MEN 45-49	3,200	.27	46
MEN 50-54	55,900	.56	33	MEN 50-54	2,000	.20	78	MEN 50-54	2,400	.26	47
MEN 55-64	82,400	.56	32	MEN 55-64	2,600	.18	87	MEN 55-64	2,900	.24	49
MEN 65+	92,700	.58	30	MEN 65+	2,000	.16	92	MEN 65+	1,500	.16	59
WOMEN 18+	675,100	.58	31	WOMEN 18+	26,100	.18	87	WOMEN 18+	43,600	.32	44
WOMEN 12-24	142,500	.53	36	WOMEN 12-24	8,800	.22	79	WOMEN 12-24	16,600	.34	45
WOMEN 18-24	81,100	.56	33	WOMEN 18-24	4,900	.24	78	WOMEN 18-24	9,800	.36	44
WOMEN 25-34	108,400	.55	39	WOMEN 25-34	5,400	.19	83	WOMEN 25-34	12,000	.36	43
WOMEN 25-49	305,200	.57	38	WOMEN 25-49	13,600	.19	83	WOMEN 25-49	25,000	.34	43
WOMEN 35-44	130,900	.58	35	WOMEN 35-44	5,700	.18	83	WOMEN 35-44	9,400	.33	44
WOMEN 45-49	65,900	.57	33	WOMEN 45-49	2,500	.17	85	WOMEN 45-49	3,600	.31	45
WOMEN 50-54	59,100	.56	31	WOMEN 50-54	1,900	.16	87	WOMEN 50-54	2,600	.27	45
WOMEN 55-64	88,900	.56	31	WOMEN 55-64	2,800	.16	90	WOMEN 55-64	3,700	.28	46
WOMEN 65+	140,800	.63	27	WOMEN 65+	2,900	.15	100	WOMEN 65+	2,500	.20	51
TEENS 12-17	126,700	.49	41	TEENS 12-17	7,900	.20	83	TEENS 12-17	14,300	.30	50

METRO MARKET POPULATION ESTIMATES

PUEBLO

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	126,600	.05	253	PERSONS 12+	2,700		252	PERSONS 12+	47,700	.14	72
MEN 18+	54,500	.05	253	MEN 18+	1,300	.01	255	MEN 18+	20,000	.13	77
MEN 12-24	14,600	.05	254	MEN 12-24	500	.01	251	MEN 12-24	7,000	.12	96
MEN 18-24	7,700	.05	257	MEN 18-24	300	.01	249	MEN 18-24	3,700	.11	107
MEN 25-34	9,600	.04	248	MEN 25-34	200		261	MEN 25-34	4,200	.10	98
MEN 25-49	25,000	.04	251	MEN 25-49	600		256	MEN 25-49	9,900	.12	80
MEN 35-44	10,100	.04	248	MEN 35-44	300	.01	244	MEN 35-44	3,800	.12	79
MEN 45-49	5,300	.04	250	MEN 45-49	100		244	MEN 45-49	1,900	.16	66
MEN 50-54	5,000	.05	249	MEN 50-54	100	.01	228	MEN 50-54	1,700	.19	57
MEN 55-64	7,400	.05	248	MEN 55-64	100		236	MEN 55-64	2,300	.19	55
MEN 65+	9,400	.05	231	MEN 65+	200	.01	218	MEN 65+	2,400	.25	45
WOMEN 18+	58,900	.05	253	WOMEN 18+	1,100		244	WOMEN 18+	21,200	.15	68
WOMEN 12-24	13,700	.05	252	WOMEN 12-24	300		249	WOMEN 12-24	6,800	.13	80
WOMEN 18-24	7,400	.05	254	WOMEN 18-24	200		243	WOMEN 18-24	3,600	.13	85
WOMEN 25-34	9,700	.04	242	WOMEN 25-34	200		245	WOMEN 25-34	4,300	.12	79
WOMEN 25-49	25,500	.04	244	WOMEN 25-49	500		241	WOMEN 25-49	10,300	.14	72
WOMEN 35-44	10,200	.04	247	WOMEN 35-44	200		236	WOMEN 35-44	4,000	.14	71
WOMEN 45-49	5,600	.04	247	WOMEN 45-49	100		226	WOMEN 45-49	2,000	.17	60
WOMEN 50-54	5,200	.05	245	WOMEN 50-54			261	WOMEN 50-54	1,800	.19	57
WOMEN 55-64	7,800	.04	250	WOMEN 55-64	200	.01	216	WOMEN 55-64	2,400	.18	56
WOMEN 65+	13,000	.05	233	WOMEN 65+	200	.01	221	WOMEN 65+	3,100	.25	46
TEENS 12-17	13,200	.05	238	TEENS 12-17	300		249	TEENS 12-17	6,500	.13	77

PUERTO RICO

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,236,900	1.29	13	PERSONS 12+			296	PERSONS 12+			296
MEN 18+	1,352,800	1.24	14	MEN 18+			296	MEN 18+			296
MEN 12-24	391,100	1.37	11	MEN 12-24			296	MEN 12-24			295
MEN 18-24	214,100	1.39	10	MEN 18-24			293	MEN 18-24			292
MEN 25-34	261,500	1.29	14	MEN 25-34			292	MEN 25-34			290
MEN 25-49	627,700	1.17	15	MEN 25-49			295	MEN 25-49			293
MEN 35-44	250,500	1.12	16	MEN 35-44			290	MEN 35-44			285
MEN 45-49	115,700	1.04	16	MEN 45-49			277	MEN 45-49			257
MEN 50-54	125,800	1.26	14	MEN 50-54			271	MEN 50-54			250
MEN 55-64	184,200	1.26	14	MEN 55-64			274	MEN 55-64			255
MEN 65+	201,000	1.27	10	MEN 65+			260	MEN 65+			249
WOMEN 18+	1,538,500	1.32	13	WOMEN 18+			296	WOMEN 18+			296
WOMEN 12-24	381,300	1.42	11	WOMEN 12-24			294	WOMEN 12-24			294
WOMEN 18-24	212,700	1.47	8	WOMEN 18-24			285	WOMEN 18-24			289
WOMEN 25-34	269,600	1.37	12	WOMEN 25-34			285	WOMEN 25-34			285
WOMEN 25-49	692,300	1.29	14	WOMEN 25-49			295	WOMEN 25-49			293
WOMEN 35-44	285,700	1.27	14	WOMEN 35-44			284	WOMEN 35-44			286
WOMEN 45-49	137,000	1.20	14	WOMEN 45-49			261	WOMEN 45-49			249
WOMEN 50-54	148,900	1.43	12	WOMEN 50-54			261	WOMEN 50-54			246
WOMEN 55-64	215,800	1.37	13	WOMEN 55-64			267	WOMEN 55-64			256
WOMEN 65+	268,800	1.22	12	WOMEN 65+			263	WOMEN 65+			237
TEENS 12-17	345,600	1.36	12	TEENS 12-17			292	TEENS 12-17			289

QUAD CITIES (DAVNPR-TI-MOLINE)

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	302,300	.12	141	PERSONS 12+	18,700	.06	154	PERSONS 12+	17,000	.05	132
MEN 18+	131,100	.12	142	MEN 18+	7,900	.06	157	MEN 18+	7,700	.05	131
MEN 12-24	33,000	.11	148	MEN 12-24	3,000	.07	153	MEN 12-24	3,200	.05	137
MEN 18-24	17,700	.11	158	MEN 18-24	1,500	.07	165	MEN 18-24	1,900	.05	137
MEN 25-34	22,700	.11	145	MEN 25-34	1,900	.07	151	MEN 25-34	2,000	.05	134
MEN 25-49	60,500	.11	147	MEN 25-49	4,200	.06	159	MEN 25-49	4,100	.05	133
MEN 35-44	24,400	.10	149	MEN 35-44	1,500	.05	163	MEN 35-44	1,400	.04	131
MEN 45-49	13,400	.12	142	MEN 45-49	800	.06	151	MEN 45-49	700	.06	121
MEN 50-54	12,800	.12	134	MEN 50-54	700	.07	146	MEN 50-54	400	.04	129
MEN 55-64	19,400	.13	130	MEN 55-64	800	.05	153	MEN 55-64	700	.05	114
MEN 65+	20,700	.13	132	MEN 65+	700	.05	152	MEN 65+	600	.06	102
WOMEN 18+	141,600	.12	139	WOMEN 18+	8,200	.05	152	WOMEN 18+	6,700	.05	128
WOMEN 12-24	32,000	.11	147	WOMEN 12-24	2,800	.07	154	WOMEN 12-24	2,900	.05	126
WOMEN 18-24	17,600	.12	153	WOMEN 18-24	1,700	.08	150	WOMEN 18-24	1,600	.05	129
WOMEN 25-34	22,400	.11	144	WOMEN 25-34	1,700	.06	152	WOMEN 25-34	1,800	.05	127
WOMEN 25-49	61,200	.11	148	WOMEN 25-49	4,000	.05	153	WOMEN 25-49	3,400	.04	129
WOMEN 35-44	24,900	.11	149	WOMEN 35-44	1,600	.05	154	WOMEN 35-44	1,100	.03	132
WOMEN 45-49	13,900	.12	141	WOMEN 45-49	700	.05	152	WOMEN 45-49	500	.04	128
WOMEN 50-54	12,900	.12	140	WOMEN 50-54	600	.05	151	WOMEN 50-54	500	.05	122
WOMEN 55-64	20,000	.12	136	WOMEN 55-64	1,000	.05	147	WOMEN 55-64	600	.04	118
WOMEN 65+	29,800	.13	128	WOMEN 65+	900	.04	160	WOMEN 65+	600	.04	107
TEENS 12-17	29,700	.11	147	TEENS 12-17	2,600	.06	152	TEENS 12-17	2,600	.05	127

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

RALEIGH-DURHAM

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,116,400	.44	43
MEN 18+	492,700	.45	43
MEN 12-24	123,600	.43	43
MEN 18-24	70,300	.45	42
MEN 25-34	111,300	.55	38
MEN 25-49	272,300	.50	43
MEN 35-44	111,100	.49	43
MEN 45-49	49,900	.45	44
MEN 50-54	42,900	.43	46
MEN 55-64	59,000	.40	49
MEN 65+	48,200	.30	66
WOMEN 18+	519,400	.44	44
WOMEN 12-24	120,700	.45	43
WOMEN 18-24	69,700	.48	40
WOMEN 25-34	105,600	.53	41
WOMEN 25-49	270,400	.50	43
WOMEN 35-44	112,000	.50	42
WOMEN 45-49	52,800	.46	43
WOMEN 50-54	46,000	.44	45
WOMEN 55-64	63,200	.40	51
WOMEN 65+	70,100	.31	65
TEENS 12-17	104,300	.41	50

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	244,000	.81	21
MEN 18+	96,900	.80	21
MEN 12-24	26,300	.66	27
MEN 18-24	13,400	.66	26
MEN 25-34	22,300	.88	19
MEN 25-49	55,600	.86	21
MEN 35-44	22,900	.84	21
MEN 45-49	10,400	.84	20
MEN 50-54	8,000	.81	21
MEN 55-64	11,200	.80	22
MEN 65+	8,700	.71	23
WOMEN 18+	120,300	.86	20
WOMEN 12-24	30,800	.78	25
WOMEN 18-24	16,900	.82	21
WOMEN 25-34	26,300	.95	19
WOMEN 25-49	65,300	.91	20
WOMEN 35-44	26,800	.89	21
WOMEN 45-49	12,200	.87	21
WOMEN 50-54	9,600	.83	22
WOMEN 55-64	13,600	.79	22
WOMEN 65+	14,900	.77	21
TEENS 12-17	26,800	.70	27

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	88,400	.27	51
MEN 18+	48,900	.34	46
MEN 12-24	24,500	.42	42
MEN 18-24	16,800	.50	39
MEN 25-34	17,400	.45	38
MEN 25-49	28,400	.35	44
MEN 35-44	8,700	.29	47
MEN 45-49	2,300	.20	54
MEN 50-54	1,300	.14	70
MEN 55-64	1,500	.12	74
MEN 65+	900	.09	82
WOMEN 18+	27,200	.20	57
WOMEN 12-24	13,000	.26	53
WOMEN 18-24	8,400	.31	50
WOMEN 25-34	9,100	.27	52
WOMEN 25-49	15,700	.21	54
WOMEN 35-44	5,200	.18	58
WOMEN 45-49	1,400	.12	74
WOMEN 50-54	1,000	.10	82
WOMEN 55-64	1,500	.11	74
WOMEN 65+	600	.04	107
TEENS 12-17	12,300	.26	53

RAPID CITY, SD

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	98,400	.03	274
MEN 18+	43,400	.03	277
MEN 12-24	12,000	.04	272
MEN 18-24	6,800	.04	268
MEN 25-34	7,900	.03	267
MEN 25-49	20,600	.03	268
MEN 35-44	8,200	.03	272
MEN 45-49	4,500	.04	267
MEN 50-54	4,200	.04	266
MEN 55-64	5,700	.03	270
MEN 65+	6,100	.03	273
WOMEN 18+	44,700	.03	276
WOMEN 12-24	11,000	.04	271
WOMEN 18-24	5,900	.04	272
WOMEN 25-34	7,800	.03	266
WOMEN 25-49	20,800	.03	271
WOMEN 35-44	8,300	.03	272
WOMEN 45-49	4,700	.04	263
WOMEN 50-54	4,300	.04	268
WOMEN 55-64	5,700	.03	276
WOMEN 65+	8,000	.03	280
TEENS 12-17	10,300	.04	262

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,700		267
MEN 18+	900		262
MEN 12-24	400	.01	260
MEN 18-24	300	.01	249
MEN 25-34	200		261
MEN 25-49	500		263
MEN 35-44	100		271
MEN 45-49	200	.01	219
MEN 50-54	100	.01	228
MEN 55-64			274
MEN 65+			260
WOMEN 18+	600		264
WOMEN 12-24	300		249
WOMEN 18-24	200		243
WOMEN 25-34	100		265
WOMEN 25-49	300		262
WOMEN 35-44	200		236
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+			263
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,100		249
MEN 18+	1,000		246
MEN 12-24	400		252
MEN 18-24	300		243
MEN 25-34	200		254
MEN 25-49	600		235
MEN 35-44	300	.01	210
MEN 45-49	100		206
MEN 50-54			250
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	800		247
WOMEN 12-24	400		235
WOMEN 18-24	200		243
WOMEN 25-34	300		223
WOMEN 25-49	400		241
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64			256
WOMEN 65+	100		181
TEENS 12-17	300		242

READING, PA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	332,300	.13	131
MEN 18+	144,600	.13	131
MEN 12-24	36,000	.12	141
MEN 18-24	19,100	.12	149
MEN 25-34	23,200	.11	140
MEN 25-49	67,500	.12	133
MEN 35-44	29,300	.13	129
MEN 45-49	15,000	.13	131
MEN 50-54	13,500	.13	129
MEN 55-64	20,100	.13	129
MEN 65+	24,400	.15	116
WOMEN 18+	155,000	.13	130
WOMEN 12-24	34,800	.12	138
WOMEN 18-24	19,000	.13	138
WOMEN 25-34	23,000	.11	140
WOMEN 25-49	67,400	.12	133
WOMEN 35-44	29,300	.13	130
WOMEN 45-49	15,100	.13	131
WOMEN 50-54	13,700	.13	131
WOMEN 55-64	21,000	.13	129
WOMEN 65+	33,900	.15	111
TEENS 12-17	32,700	.12	137

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	12,400	.04	183
MEN 18+	5,300	.04	181
MEN 12-24	1,900	.04	178
MEN 18-24	900	.04	191
MEN 25-34	1,200	.04	178
MEN 25-49	3,000	.04	176
MEN 35-44	1,200	.04	177
MEN 45-49	600	.04	162
MEN 50-54	400	.04	170
MEN 55-64	600	.04	168
MEN 65+	400	.03	180
WOMEN 18+	5,200	.03	179
WOMEN 12-24	1,800	.04	175
WOMEN 18-24	900	.04	182
WOMEN 25-34	1,100	.03	175
WOMEN 25-49	2,500	.03	180
WOMEN 35-44	1,000	.03	182
WOMEN 45-49	400	.02	187
WOMEN 50-54	500	.04	156
WOMEN 55-64	600	.03	172
WOMEN 65+	700	.03	171
TEENS 12-17	1,900	.04	168

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	30,700	.09	102
MEN 18+	13,200	.09	106
MEN 12-24	6,600	.11	100
MEN 18-24	3,900	.11	103
MEN 25-34	3,400	.08	108
MEN 25-49	7,000	.08	107
MEN 35-44	2,500	.08	107
MEN 45-49	1,100	.09	96
MEN 50-54	800	.08	97
MEN 55-64	1,000	.08	99
MEN 65+	500	.05	112
WOMEN 18+	12,400	.09	102
WOMEN 12-24	5,900	.12	91
WOMEN 18-24	3,500	.13	91
WOMEN 25-34	3,100	.09	100
WOMEN 25-49	6,500	.08	101
WOMEN 35-44	2,400	.08	98
WOMEN 45-49	1,000	.08	93
WOMEN 50-54	800	.08	96
WOMEN 55-64	1,000	.07	98
WOMEN 65+	600	.04	107
TEENS 12-17	5,100	.10	96

METRO MARKET POPULATION ESTIMATES

REDDING, CA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	152,600	.06	226
MEN 18+	65,200	.05	230
MEN 12-24	17,900	.06	228
MEN 18-24	9,300	.06	242
MEN 25-34	10,000	.04	243
MEN 25-49	27,400	.05	239
MEN 35-44	11,000	.04	236
MEN 45-49	6,400	.05	228
MEN 50-54	6,300	.06	215
MEN 55-64	10,200	.07	205
MEN 65+	12,000	.07	194
WOMEN 18+	70,700	.06	226
WOMEN 12-24	17,100	.06	228
WOMEN 18-24	9,000	.06	238
WOMEN 25-34	10,000	.05	239
WOMEN 25-49	29,000	.05	232
WOMEN 35-44	12,000	.05	232
WOMEN 45-49	7,000	.06	219
WOMEN 50-54	6,700	.06	213
WOMEN 55-64	10,700	.06	206
WOMEN 65+	15,300	.06	206
TEENS 12-17	16,700	.06	205

RENO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	368,000	.14	124
MEN 18+	167,900	.15	121
MEN 12-24	39,800	.14	128
MEN 18-24	21,300	.13	131
MEN 25-34	31,000	.15	108
MEN 25-49	82,600	.15	113
MEN 35-44	34,200	.15	116
MEN 45-49	17,400	.15	118
MEN 50-54	16,200	.16	113
MEN 55-64	24,600	.16	108
MEN 65+	23,200	.14	121
WOMEN 18+	164,100	.14	126
WOMEN 12-24	37,200	.13	129
WOMEN 18-24	19,700	.13	133
WOMEN 25-34	28,000	.14	118
WOMEN 25-49	76,400	.14	124
WOMEN 35-44	31,600	.14	125
WOMEN 45-49	16,800	.14	123
WOMEN 50-54	15,900	.15	120
WOMEN 55-64	24,100	.15	117
WOMEN 65+	28,000	.12	138
TEENS 12-17	36,000	.14	127

RICHMOND

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	886,300	.35	56
MEN 18+	375,300	.34	56
MEN 12-24	98,200	.34	56
MEN 18-24	51,400	.33	55
MEN 25-34	66,900	.33	55
MEN 25-49	187,100	.35	56
MEN 35-44	79,800	.35	56
MEN 45-49	40,400	.36	56
MEN 50-54	36,700	.37	56
MEN 55-64	52,100	.35	56
MEN 65+	48,000	.30	67
WOMEN 18+	420,300	.36	56
WOMEN 12-24	93,200	.34	55
WOMEN 18-24	49,300	.34	55
WOMEN 25-34	70,100	.35	52
WOMEN 25-49	200,700	.37	53
WOMEN 35-44	86,200	.38	52
WOMEN 45-49	44,400	.38	54
WOMEN 50-54	40,100	.38	55
WOMEN 55-64	57,600	.36	56
WOMEN 65+	72,600	.32	62
TEENS 12-17	90,700	.35	56

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,800		264
MEN 18+	900		262
MEN 12-24	400	.01	260
MEN 18-24	300	.01	249
MEN 25-34	100		274
MEN 25-49	400		267
MEN 35-44	200		257
MEN 45-49	100		244
MEN 50-54			271
MEN 55-64	100		236
MEN 65+	100		228
WOMEN 18+	700		259
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34	200		245
WOMEN 25-49	300		262
WOMEN 35-44	100		258
WOMEN 45-49			261
WOMEN 50-54	100		220
WOMEN 55-64	100		233
WOMEN 65+	100		238
TEENS 12-17	200		264

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,600	.02	214
MEN 18+	3,400	.02	213
MEN 12-24	900	.02	228
MEN 18-24	400	.02	238
MEN 25-34	800	.03	210
MEN 25-49	2,000	.03	210
MEN 35-44	800	.02	204
MEN 45-49	400	.03	194
MEN 50-54	300	.03	189
MEN 55-64	300	.02	204
MEN 65+	400	.03	180
WOMEN 18+	2,400	.01	217
WOMEN 12-24	700	.01	223
WOMEN 18-24	400	.01	223
WOMEN 25-34	400	.01	217
WOMEN 25-49	1,200	.01	215
WOMEN 35-44	600	.02	205
WOMEN 45-49	200	.01	205
WOMEN 50-54	200	.01	203
WOMEN 55-64	300	.01	206
WOMEN 65+	300	.01	211
TEENS 12-17	800	.02	214

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	9,800	.03	163
MEN 18+	4,100	.02	170
MEN 12-24	2,000	.03	166
MEN 18-24	1,100	.03	177
MEN 25-34	1,000	.02	180
MEN 25-49	2,000	.02	176
MEN 35-44	700	.02	169
MEN 45-49	300	.02	159
MEN 50-54	300	.03	139
MEN 55-64	400	.03	140
MEN 65+	300	.03	135
WOMEN 18+	3,900	.02	158
WOMEN 12-24	1,900	.03	149
WOMEN 18-24	1,000	.03	158
WOMEN 25-34	800	.02	170
WOMEN 25-49	1,900	.02	161
WOMEN 35-44	800	.02	150
WOMEN 45-49	300	.02	150
WOMEN 50-54	300	.03	141
WOMEN 55-64	300	.02	154
WOMEN 65+	400	.03	132
TEENS 12-17	1,800	.03	146

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	60,600	.18	62
MEN 18+	28,000	.19	59
MEN 12-24	11,900	.20	62
MEN 18-24	7,100	.21	63
MEN 25-34	8,800	.22	58
MEN 25-49	16,400	.20	58
MEN 35-44	5,800	.19	57
MEN 45-49	1,800	.15	67
MEN 50-54	1,500	.16	64
MEN 55-64	1,800	.15	68
MEN 65+	1,200	.12	66
WOMEN 18+	23,500	.17	65
WOMEN 12-24	9,800	.20	63
WOMEN 18-24	5,500	.20	64
WOMEN 25-34	7,000	.21	60
WOMEN 25-49	13,300	.18	60
WOMEN 35-44	4,500	.16	66
WOMEN 45-49	1,800	.15	65
WOMEN 50-54	1,300	.13	70
WOMEN 55-64	1,900	.14	66
WOMEN 65+	1,500	.12	66
TEENS 12-17	9,100	.19	63

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	24,400	.07	117
MEN 18+	12,300	.08	112
MEN 12-24	6,000	.10	109
MEN 18-24	4,000	.12	99
MEN 25-34	3,500	.09	107
MEN 25-49	6,300	.07	112
MEN 35-44	2,100	.07	113
MEN 45-49	700	.06	121
MEN 50-54	600	.06	116
MEN 55-64	900	.07	105
MEN 65+	500	.05	112
WOMEN 18+	8,900	.06	119
WOMEN 12-24	3,400	.06	121
WOMEN 18-24	2,200	.08	117
WOMEN 25-34	2,600	.07	111
WOMEN 25-49	5,200	.07	112
WOMEN 35-44	1,800	.06	113
WOMEN 45-49	800	.07	109
WOMEN 50-54	400	.04	129
WOMEN 55-64	600	.04	118
WOMEN 65+	500	.04	116
TEENS 12-17	3,200	.06	120

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

RIVERSIDE-SAN BERNARDINO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,665,700	.66	28
MEN 18+	720,300	.66	28
MEN 12-24	230,400	.81	22
MEN 18-24	121,500	.79	23
MEN 25-34	149,900	.74	24
MEN 25-49	372,000	.69	25
MEN 35-44	151,900	.68	28
MEN 45-49	70,200	.63	29
MEN 50-54	57,800	.58	30
MEN 55-64	78,100	.53	35
MEN 65+	90,900	.57	31
WOMEN 18+	732,500	.63	28
WOMEN 12-24	212,800	.79	23
WOMEN 18-24	108,800	.75	23
WOMEN 25-34	143,200	.73	25
WOMEN 25-49	363,500	.68	28
WOMEN 35-44	149,900	.66	28
WOMEN 45-49	70,400	.61	29
WOMEN 50-54	58,400	.56	33
WOMEN 55-64	82,200	.52	36
WOMEN 65+	119,600	.54	34
TEENS 12-17	212,900	.83	22

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	159,200	.53	39
MEN 18+	66,800	.55	36
MEN 12-24	23,500	.59	35
MEN 18-24	11,400	.56	38
MEN 25-34	14,600	.57	36
MEN 25-49	37,700	.58	36
MEN 35-44	16,100	.59	36
MEN 45-49	7,000	.57	35
MEN 50-54	5,400	.55	36
MEN 55-64	7,200	.51	38
MEN 65+	5,100	.41	47
WOMEN 18+	69,000	.49	40
WOMEN 12-24	21,700	.55	40
WOMEN 18-24	10,400	.51	42
WOMEN 25-34	14,700	.53	40
WOMEN 25-49	38,700	.54	38
WOMEN 35-44	16,500	.54	37
WOMEN 45-49	7,500	.53	38
WOMEN 50-54	5,500	.48	40
WOMEN 55-64	7,400	.43	42
WOMEN 65+	7,000	.36	51
TEENS 12-17	23,400	.61	35

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	689,900	2.13	11
MEN 18+	295,200	2.06	10
MEN 12-24	128,900	2.23	9
MEN 18-24	70,800	2.14	9
MEN 25-34	81,400	2.11	9
MEN 25-49	168,900	2.11	10
MEN 35-44	63,000	2.10	10
MEN 45-49	24,500	2.13	10
MEN 50-54	17,700	1.98	11
MEN 55-64	21,200	1.80	11
MEN 65+	16,600	1.78	12
WOMEN 18+	281,700	2.10	12
WOMEN 12-24	116,300	2.38	9
WOMEN 18-24	61,400	2.29	9
WOMEN 25-34	73,800	2.22	11
WOMEN 25-49	157,800	2.17	12
WOMEN 35-44	59,900	2.14	12
WOMEN 45-49	24,100	2.11	10
WOMEN 50-54	18,100	1.92	11
WOMEN 55-64	22,800	1.73	12
WOMEN 65+	21,600	1.77	11
TEENS 12-17	113,000	2.41	9

ROANOKE-LYNCHBURG

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	402,500	.16	115
MEN 18+	171,100	.15	118
MEN 12-24	40,900	.14	125
MEN 18-24	21,900	.14	125
MEN 25-34	26,600	.13	127
MEN 25-49	76,500	.14	124
MEN 35-44	32,400	.14	119
MEN 45-49	17,500	.15	116
MEN 50-54	16,900	.17	105
MEN 55-64	26,300	.18	100
MEN 65+	29,500	.18	91
WOMEN 18+	194,100	.16	108
WOMEN 12-24	41,000	.15	117
WOMEN 18-24	22,700	.15	115
WOMEN 25-34	28,100	.14	117
WOMEN 25-49	80,700	.15	120
WOMEN 35-44	34,200	.15	117
WOMEN 45-49	18,400	.16	114
WOMEN 50-54	18,200	.17	103
WOMEN 55-64	28,500	.18	97
WOMEN 65+	44,000	.19	87
TEENS 12-17	37,300	.14	123

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	63,200	.21	78
MEN 18+	25,400	.21	77
MEN 12-24	7,300	.18	90
MEN 18-24	3,600	.17	93
MEN 25-34	4,700	.18	85
MEN 25-49	12,700	.19	82
MEN 35-44	5,300	.19	78
MEN 45-49	2,700	.22	73
MEN 50-54	2,500	.25	71
MEN 55-64	3,100	.22	77
MEN 65+	3,500	.28	64
WOMEN 18+	30,500	.21	77
WOMEN 12-24	7,600	.19	88
WOMEN 18-24	4,000	.19	93
WOMEN 25-34	5,600	.20	82
WOMEN 25-49	14,600	.20	79
WOMEN 35-44	6,000	.19	77
WOMEN 45-49	3,000	.21	75
WOMEN 50-54	2,600	.22	73
WOMEN 55-64	3,900	.22	75
WOMEN 65+	5,400	.28	66
TEENS 12-17	7,300	.19	86

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,900	.01	202
MEN 18+	2,300	.01	202
MEN 12-24	1,100	.01	202
MEN 18-24	700	.02	197
MEN 25-34	600	.01	202
MEN 25-49	900	.01	219
MEN 35-44	200	.01	233
MEN 45-49	100	.01	206
MEN 50-54	100	.01	187
MEN 55-64	500	.04	128
MEN 65+	100	.01	186
WOMEN 18+	1,900	.01	202
WOMEN 12-24	800	.01	203
WOMEN 18-24	500	.01	195
WOMEN 25-34	600	.01	183
WOMEN 25-49	1,000	.01	200
WOMEN 35-44	200	.01	224
WOMEN 45-49	200	.01	169
WOMEN 50-54	200	.02	157
WOMEN 55-64	200	.01	169
WOMEN 65+	200	.01	237
TEENS 12-17	700	.01	199

ROCHESTER, MN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	148,500	.05	229
MEN 18+	64,500	.05	232
MEN 12-24	16,700	.05	241
MEN 18-24	8,400	.05	251
MEN 25-34	11,500	.05	228
MEN 25-49	32,600	.06	216
MEN 35-44	13,900	.06	209
MEN 45-49	7,200	.06	209
MEN 50-54	6,000	.06	223
MEN 55-64	8,500	.05	225
MEN 65+	9,000	.05	236
WOMEN 18+	67,800	.05	232
WOMEN 12-24	15,700	.05	241
WOMEN 18-24	7,800	.05	249
WOMEN 25-34	11,600	.05	221
WOMEN 25-49	32,900	.06	212
WOMEN 35-44	14,000	.06	208
WOMEN 45-49	7,300	.06	211
WOMEN 50-54	6,100	.05	223
WOMEN 55-64	9,000	.05	226
WOMEN 65+	12,000	.05	242
TEENS 12-17	16,200	.06	213

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,300	.01	241
MEN 18+	1,700	.01	239
MEN 12-24	700	.01	238
MEN 18-24	400	.02	238
MEN 25-34	400	.01	239
MEN 25-49	900	.01	239
MEN 35-44	400	.01	231
MEN 45-49	100	.01	244
MEN 50-54	200	.02	207
MEN 55-64	100	.01	236
MEN 65+	100	.01	228
WOMEN 18+	1,100	.01	244
WOMEN 12-24	500	.01	235
WOMEN 18-24	300	.01	229
WOMEN 25-34	300	.01	229
WOMEN 25-49	600	.01	232
WOMEN 35-44	200	.01	236
WOMEN 45-49	100	.01	226
WOMEN 50-54	100	.01	220
WOMEN 55-64	100	.01	267
WOMEN 65+	100	.01	238
TEENS 12-17	500	.01	229

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,500	.01	223
MEN 18+	1,700	.01	222
MEN 12-24	800	.01	223
MEN 18-24	400	.01	234
MEN 25-34	700	.01	192
MEN 25-49	1,100	.01	205
MEN 35-44	300	.01	210
MEN 45-49	100	.01	206
MEN 50-54	100	.01	187
MEN 55-64	100	.01	255
MEN 65+	100	.01	186
WOMEN 18+	1,300	.01	220
WOMEN 12-24	400	.01	235
WOMEN 18-24	300	.01	227
WOMEN 25-34	500	.01	196
WOMEN 25-49	800	.01	212
WOMEN 35-44	200	.01	224
WOMEN 45-49	100	.01	201
WOMEN 50-54	100	.01	190
WOMEN 55-64	100	.01	256
WOMEN 65+	100	.01	181
TEENS 12-17	500	.01	216

METRO MARKET POPULATION ESTIMATES

ROCHESTER, NY

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	936,100	.37	54	PERSONS 12+	98,400	.32	65	PERSONS 12+	43,000	.13	81
MEN 18+	401,800	.36	54	MEN 18+	39,400	.32	64	MEN 18+	18,400	.12	81
MEN 12-24	108,700	.38	52	MEN 12-24	14,700	.37	61	MEN 12-24	8,300	.14	82
MEN 18-24	58,900	.38	50	MEN 18-24	7,600	.37	60	MEN 18-24	4,700	.14	86
MEN 25-34	64,700	.32	60	MEN 25-34	8,100	.32	64	MEN 25-34	4,600	.11	90
MEN 25-49	187,300	.35	55	MEN 25-49	19,900	.30	65	MEN 25-49	9,800	.12	83
MEN 35-44	80,300	.36	55	MEN 35-44	8,200	.30	66	MEN 35-44	3,600	.12	83
MEN 45-49	42,300	.38	54	MEN 45-49	3,600	.29	67	MEN 45-49	1,600	.13	74
MEN 50-54	38,300	.38	54	MEN 50-54	3,400	.34	59	MEN 50-54	1,000	.11	80
MEN 55-64	57,200	.39	53	MEN 55-64	5,400	.38	53	MEN 55-64	1,900	.16	64
MEN 65+	60,100	.38	50	MEN 65+	3,100	.25	70	MEN 65+	1,000	.10	77
WOMEN 18+	437,000	.37	55	WOMEN 18+	44,800	.32	65	WOMEN 18+	17,600	.13	77
WOMEN 12-24	103,200	.38	52	WOMEN 12-24	15,100	.38	58	WOMEN 12-24	7,800	.15	70
WOMEN 18-24	55,700	.38	52	WOMEN 18-24	8,000	.39	59	WOMEN 18-24	4,400	.16	70
WOMEN 25-34	65,300	.33	56	WOMEN 25-34	9,100	.33	64	WOMEN 25-34	4,200	.12	80
WOMEN 25-49	193,600	.36	56	WOMEN 25-49	23,000	.32	65	WOMEN 25-49	9,100	.12	79
WOMEN 35-44	84,100	.37	55	WOMEN 35-44	9,400	.31	65	WOMEN 35-44	3,600	.12	77
WOMEN 45-49	44,200	.38	55	WOMEN 45-49	4,500	.32	65	WOMEN 45-49	1,300	.11	81
WOMEN 50-54	40,700	.39	54	WOMEN 50-54	3,800	.33	62	WOMEN 50-54	1,400	.14	66
WOMEN 55-64	61,100	.38	53	WOMEN 55-64	5,700	.33	58	WOMEN 55-64	1,500	.11	74
WOMEN 65+	85,900	.39	49	WOMEN 65+	4,300	.22	76	WOMEN 65+	1,200	.09	81
TEENS 12-17	97,300	.38	52	TEENS 12-17	14,200	.37	60	TEENS 12-17	7,000	.14	73

ROCKFORD

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	278,700	.11	152	PERSONS 12+	25,800	.08	140	PERSONS 12+	24,700	.07	116
MEN 18+	120,500	.11	152	MEN 18+	9,900	.08	143	MEN 18+	11,400	.07	115
MEN 12-24	30,800	.10	155	MEN 12-24	3,800	.09	140	MEN 12-24	5,800	.10	111
MEN 18-24	15,600	.10	173	MEN 18-24	1,800	.08	148	MEN 18-24	3,500	.10	114
MEN 25-34	21,700	.10	151	MEN 25-34	2,000	.07	149	MEN 25-34	3,300	.08	110
MEN 25-49	59,100	.11	150	MEN 25-49	5,200	.08	145	MEN 25-49	6,300	.07	112
MEN 35-44	24,900	.11	146	MEN 35-44	2,100	.07	143	MEN 35-44	2,100	.07	113
MEN 45-49	12,500	.11	144	MEN 45-49	1,100	.08	135	MEN 45-49	900	.07	107
MEN 50-54	11,300	.11	145	MEN 50-54	900	.09	131	MEN 50-54	500	.05	122
MEN 55-64	16,900	.11	147	MEN 55-64	1,100	.07	139	MEN 55-64	700	.05	114
MEN 65+	17,600	.11	155	MEN 65+	900	.07	138	MEN 65+	400	.04	125
WOMEN 18+	128,300	.11	153	WOMEN 18+	11,900	.08	137	WOMEN 18+	9,100	.06	116
WOMEN 12-24	29,700	.11	155	WOMEN 12-24	4,100	.10	132	WOMEN 12-24	4,600	.09	109
WOMEN 18-24	15,000	.10	174	WOMEN 18-24	2,100	.10	135	WOMEN 18-24	2,700	.10	108
WOMEN 25-34	21,400	.10	153	WOMEN 25-34	2,500	.09	133	WOMEN 25-34	2,500	.07	116
WOMEN 25-49	59,100	.11	151	WOMEN 25-49	6,100	.08	137	WOMEN 25-49	4,800	.06	116
WOMEN 35-44	25,000	.11	148	WOMEN 35-44	2,400	.07	138	WOMEN 35-44	1,600	.05	122
WOMEN 45-49	12,700	.11	150	WOMEN 45-49	1,200	.08	134	WOMEN 45-49	700	.06	116
WOMEN 50-54	11,600	.11	151	WOMEN 50-54	1,000	.08	129	WOMEN 50-54	500	.05	122
WOMEN 55-64	17,900	.11	152	WOMEN 55-64	1,500	.08	131	WOMEN 55-64	700	.05	114
WOMEN 65+	24,700	.11	151	WOMEN 65+	1,200	.06	145	WOMEN 65+	400	.03	132
TEENS 12-17	29,900	.11	145	TEENS 12-17	4,000	.10	132	TEENS 12-17	4,200	.08	105

SACRAMENTO

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,714,300	.68	26	PERSONS 12+	130,500	.43	47	PERSONS 12+	267,900	.82	23
MEN 18+	740,100	.67	26	MEN 18+	54,500	.45	46	MEN 18+	117,200	.81	23
MEN 12-24	203,200	.71	26	MEN 12-24	18,100	.46	47	MEN 12-24	49,000	.84	22
MEN 18-24	108,300	.70	25	MEN 18-24	8,800	.43	49	MEN 18-24	28,100	.84	22
MEN 25-34	142,600	.70	26	MEN 25-34	12,400	.49	42	MEN 25-34	33,100	.85	21
MEN 25-49	368,600	.69	26	MEN 25-49	30,700	.47	44	MEN 25-49	65,400	.81	23
MEN 35-44	150,700	.67	29	MEN 35-44	13,000	.48	42	MEN 35-44	23,200	.77	25
MEN 45-49	75,400	.68	27	MEN 45-49	5,300	.43	49	MEN 45-49	9,100	.79	25
MEN 50-54	67,700	.68	27	MEN 50-54	4,100	.41	48	MEN 50-54	6,800	.76	25
MEN 55-64	94,600	.64	27	MEN 55-64	6,200	.44	44	MEN 55-64	9,200	.78	24
MEN 65+	101,000	.64	26	MEN 65+	4,700	.38	53	MEN 65+	7,700	.82	21
WOMEN 18+	789,700	.68	27	WOMEN 18+	57,700	.41	49	WOMEN 18+	111,200	.82	25
WOMEN 12-24	195,600	.73	26	WOMEN 12-24	17,900	.45	45	WOMEN 12-24	43,100	.88	21
WOMEN 18-24	106,000	.73	24	WOMEN 18-24	8,900	.43	54	WOMEN 18-24	24,500	.91	21
WOMEN 25-34	141,800	.72	26	WOMEN 25-34	12,900	.46	45	WOMEN 25-34	29,200	.87	22
WOMEN 25-49	374,100	.70	26	WOMEN 25-49	31,500	.44	47	WOMEN 25-49	60,400	.83	23
WOMEN 35-44	153,100	.68	27	WOMEN 35-44	13,100	.43	46	WOMEN 35-44	22,300	.79	25
WOMEN 45-49	79,200	.69	27	WOMEN 45-49	5,500	.39	49	WOMEN 45-49	8,900	.78	26
WOMEN 50-54	71,200	.68	27	WOMEN 50-54	4,500	.39	49	WOMEN 50-54	7,100	.75	26
WOMEN 55-64	102,500	.65	27	WOMEN 55-64	6,700	.39	50	WOMEN 55-64	9,800	.74	27
WOMEN 65+	135,900	.61	29	WOMEN 65+	6,100	.31	58	WOMEN 65+	9,400	.77	25
TEENS 12-17	184,500	.72	26	TEENS 12-17	18,300	.48	43	TEENS 12-17	39,500	.84	22

METRO MARKET POPULATION ESTIMATES

SAGINAW-BAY CITY-MIDLAND

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	340,000	.13	130
MEN 18+	144,800	.13	130
MEN 12-24	38,400	.13	133
MEN 18-24	20,000	.13	143
MEN 25-34	23,200	.11	140
MEN 25-49	66,000	.12	135
MEN 35-44	27,700	.12	135
MEN 45-49	15,100	.13	130
MEN 50-54	14,300	.14	127
MEN 55-64	21,300	.14	124
MEN 65+	23,200	.14	121
WOMEN 18+	159,500	.13	128
WOMEN 12-24	36,400	.13	132
WOMEN 18-24	19,100	.13	137
WOMEN 25-34	23,800	.12	136
WOMEN 25-49	69,000	.12	129
WOMEN 35-44	29,100	.12	133
WOMEN 45-49	16,100	.14	128
WOMEN 50-54	15,200	.14	124
WOMEN 55-64	22,800	.14	123
WOMEN 65+	33,400	.15	118
TEENS 12-17	35,700	.14	129

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	34,500	.11	124
MEN 18+	13,400	.11	130
MEN 12-24	5,100	.12	124
MEN 18-24	2,500	.12	126
MEN 25-34	2,600	.10	132
MEN 25-49	6,500	.10	135
MEN 35-44	2,500	.09	136
MEN 45-49	1,400	.11	119
MEN 50-54	1,200	.12	112
MEN 55-64	1,600	.11	118
MEN 65+	1,600	.13	113
WOMEN 18+	16,000	.11	123
WOMEN 12-24	5,200	.13	122
WOMEN 18-24	2,700	.13	120
WOMEN 25-34	3,000	.10	126
WOMEN 25-49	7,900	.11	124
WOMEN 35-44	3,200	.10	124
WOMEN 45-49	1,700	.12	114
WOMEN 50-54	1,500	.13	100
WOMEN 55-64	1,900	.11	118
WOMEN 65+	2,000	.10	124
TEENS 12-17	5,100	.13	116

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	15,000	.04	135
MEN 18+	6,100	.04	141
MEN 12-24	2,700	.04	146
MEN 18-24	1,400	.04	161
MEN 25-34	1,200	.03	169
MEN 25-49	2,900	.03	149
MEN 35-44	1,100	.03	141
MEN 45-49	600	.05	126
MEN 50-54	600	.06	116
MEN 55-64	600	.05	122
MEN 65+	600	.06	102
WOMEN 18+	6,400	.04	130
WOMEN 12-24	2,600	.05	133
WOMEN 18-24	1,400	.05	136
WOMEN 25-34	1,400	.04	138
WOMEN 25-49	3,200	.04	133
WOMEN 35-44	1,100	.03	132
WOMEN 45-49	700	.06	116
WOMEN 50-54	500	.05	122
WOMEN 55-64	600	.04	118
WOMEN 65+	700	.05	99
TEENS 12-17	2,500	.05	132

ST. CLOUD, MN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	158,100	.06	219
MEN 18+	71,000	.06	216
MEN 12-24	22,200	.07	199
MEN 18-24	13,800	.09	184
MEN 25-34	14,000	.06	202
MEN 25-49	34,800	.06	209
MEN 35-44	14,000	.06	208
MEN 45-49	6,800	.06	218
MEN 50-54	5,900	.05	226
MEN 55-64	7,800	.05	241
MEN 65+	8,700	.05	241
WOMEN 18+	71,100	.06	224
WOMEN 12-24	21,500	.08	193
WOMEN 18-24	13,900	.09	180
WOMEN 25-34	12,600	.06	209
WOMEN 25-49	32,400	.06	215
WOMEN 35-44	13,400	.05	211
WOMEN 45-49	6,400	.05	231
WOMEN 50-54	5,700	.05	233
WOMEN 55-64	7,900	.05	246
WOMEN 65+	11,200	.05	250
TEENS 12-17	16,000	.06	214

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,000	.01	247
MEN 18+	1,700	.01	239
MEN 12-24	900	.02	228
MEN 18-24	600	.02	220
MEN 25-34	500	.01	231
MEN 25-49	900	.01	239
MEN 35-44	200		257
MEN 45-49	200	.01	219
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+			260
WOMEN 18+	900		251
WOMEN 12-24	400	.01	241
WOMEN 18-24	300	.01	229
WOMEN 25-34	200		245
WOMEN 25-49	500		241
WOMEN 35-44	300	.01	231
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+			263
TEENS 12-17	400	.01	241

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,400		241
MEN 18+	1,200		236
MEN 12-24	600	.01	234
MEN 18-24	500	.01	223
MEN 25-34	400	.01	225
MEN 25-49	500		245
MEN 35-44	100		257
MEN 45-49			257
MEN 50-54	200	.02	159
MEN 55-64			255
MEN 65+			249
WOMEN 18+	900		240
WOMEN 12-24	600	.01	216
WOMEN 18-24	400	.01	213
WOMEN 25-34	100		266
WOMEN 25-49	400		241
WOMEN 35-44	300	.01	202
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	300		242

ST. LOUIS

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,236,200	.89	19
MEN 18+	945,900	.86	21
MEN 12-24	247,100	.87	18
MEN 18-24	127,800	.83	18
MEN 25-34	162,000	.80	20
MEN 25-49	460,100	.86	21
MEN 35-44	195,000	.87	21
MEN 45-49	103,100	.93	19
MEN 50-54	89,800	.90	20
MEN 55-64	129,000	.88	20
MEN 65+	139,200	.88	20
WOMEN 18+	1,056,200	.91	20
WOMEN 12-24	240,400	.89	18
WOMEN 18-24	125,600	.86	19
WOMEN 25-34	170,400	.87	19
WOMEN 25-49	484,400	.90	21
WOMEN 35-44	205,500	.91	20
WOMEN 45-49	108,500	.95	20
WOMEN 50-54	96,500	.92	19
WOMEN 55-64	143,000	.90	20
WOMEN 65+	206,700	.93	19
TEENS 12-17	234,100	.92	19

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	399,900	1.34	15
MEN 18+	151,000	1.25	15
MEN 12-24	51,800	1.31	15
MEN 18-24	24,900	1.24	15
MEN 25-34	29,800	1.18	15
MEN 25-49	77,200	1.19	15
MEN 35-44	31,400	1.15	15
MEN 45-49	16,000	1.30	15
MEN 50-54	13,900	1.42	14
MEN 55-64	18,800	1.34	15
MEN 65+	16,200	1.33	16
WOMEN 18+	195,100	1.39	15
WOMEN 12-24	55,100	1.40	15
WOMEN 18-24	28,200	1.38	15
WOMEN 25-34	38,600	1.40	14
WOMEN 25-49	98,600	1.37	15
WOMEN 35-44	39,800	1.32	15
WOMEN 45-49	20,200	1.44	14
WOMEN 50-54	17,600	1.53	13
WOMEN 55-64	24,000	1.40	14
WOMEN 65+	26,700	1.39	15
TEENS 12-17	53,800	1.41	14

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	36,700	.11	88
MEN 18+	16,400	.11	90
MEN 12-24	7,300	.12	93
MEN 18-24	4,300	.13	95
MEN 25-34	4,300	.11	97
MEN 25-49	8,600	.10	96
MEN 35-44	3,100	.10	93
MEN 45-49	1,200	.10	87
MEN 50-54	1,200	.13	73
MEN 55-64	1,400	.11	76
MEN 65+	900	.09	82
WOMEN 18+	14,600	.10	89
WOMEN 12-24	5,500	.11	97
WOMEN 18-24	2,800	.10	104
WOMEN 25-34	3,700	.11	90
WOMEN 25-49	8,000	.11	87
WOMEN 35-44	2,900	.10	86
WOMEN 45-49	1,400	.12	74
WOMEN 50-54	1,100	.11	77
WOMEN 55-64	1,400	.10	81
WOMEN 65+	1,300	.10	77
TEENS 12-17	5,700	.12	87

METRO MARKET POPULATION ESTIMATES

SALISBURY-OCEAN CITY

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	293,100	.11	146
MEN 18+	129,000	.11	145
MEN 12-24	29,600	.10	159
MEN 18-24	16,400	.10	167
MEN 25-34	20,500	.10	156
MEN 25-49	56,500	.10	154
MEN 35-44	23,800	.10	152
MEN 45-49	12,200	.11	147
MEN 50-54	11,200	.11	146
MEN 55-64	19,100	.13	132
MEN 65+	25,800	.16	105
WOMEN 18+	138,700	.11	143
WOMEN 12-24	28,200	.10	160
WOMEN 18-24	16,000	.11	165
WOMEN 25-34	19,800	.10	158
WOMEN 25-49	56,200	.10	156
WOMEN 35-44	23,800	.10	153
WOMEN 45-49	12,600	.11	151
WOMEN 50-54	11,800	.11	145
WOMEN 55-64	21,100	.13	128
WOMEN 65+	33,600	.15	115
TEENS 12-17	25,400	.10	157

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	50,500	.16	93
MEN 18+	21,200	.17	92
MEN 12-24	7,200	.18	91
MEN 18-24	4,000	.19	88
MEN 25-34	4,500	.17	88
MEN 25-49	11,000	.17	90
MEN 35-44	4,500	.16	93
MEN 45-49	2,000	.16	91
MEN 50-54	1,400	.14	99
MEN 55-64	2,300	.16	94
MEN 65+	2,500	.20	86
WOMEN 18+	23,100	.16	91
WOMEN 12-24	7,400	.18	89
WOMEN 18-24	4,400	.21	87
WOMEN 25-34	3,900	.14	103
WOMEN 25-49	10,600	.14	99
WOMEN 35-44	4,600	.15	96
WOMEN 45-49	2,100	.15	94
WOMEN 50-54	1,600	.13	97
WOMEN 55-64	2,600	.15	95
WOMEN 65+	3,900	.20	83
TEENS 12-17	6,200	.16	102

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	9,000	.02	165
MEN 18+	4,600	.03	162
MEN 12-24	2,300	.03	159
MEN 18-24	1,600	.04	149
MEN 25-34	1,600	.04	143
MEN 25-49	2,600	.03	157
MEN 35-44	800	.02	161
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	200	.01	174
MEN 65+	100	.01	186
WOMEN 18+	3,100	.02	171
WOMEN 12-24	1,500	.03	167
WOMEN 18-24	900	.03	165
WOMEN 25-34	1,000	.03	159
WOMEN 25-49	1,800	.02	162
WOMEN 35-44	500	.01	175
WOMEN 45-49	300	.02	150
WOMEN 50-54			246
WOMEN 55-64	300	.02	154
WOMEN 65+	100		181
TEENS 12-17	1,300	.02	165

SALT LAKE CITY-OGDEN-PROVO

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,482,100	.59	31
MEN 18+	647,500	.59	31
MEN 12-24	213,300	.75	23
MEN 18-24	121,800	.79	22
MEN 25-34	161,300	.80	22
MEN 25-49	343,100	.64	30
MEN 35-44	124,200	.55	39
MEN 45-49	57,600	.52	40
MEN 50-54	49,900	.50	40
MEN 55-64	67,600	.46	40
MEN 65+	65,100	.41	48
WOMEN 18+	658,800	.56	33
WOMEN 12-24	214,200	.79	22
WOMEN 18-24	129,900	.89	18
WOMEN 25-34	147,500	.75	24
WOMEN 25-49	322,600	.60	32
WOMEN 35-44	118,300	.52	41
WOMEN 45-49	56,800	.49	40
WOMEN 50-54	50,500	.48	41
WOMEN 55-64	70,700	.44	42
WOMEN 65+	85,100	.38	50
TEENS 12-17	175,800	.69	29

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	18,000	.06	155
MEN 18+	9,100	.07	151
MEN 12-24	3,200	.08	150
MEN 18-24	2,000	.09	141
MEN 25-34	2,600	.10	132
MEN 25-49	5,500	.08	142
MEN 35-44	2,100	.07	143
MEN 45-49	800	.06	151
MEN 50-54	700	.07	146
MEN 55-64	500	.03	182
MEN 65+	400	.03	180
WOMEN 18+	6,200	.04	167
WOMEN 12-24	3,000	.07	149
WOMEN 18-24	1,500	.07	154
WOMEN 25-34	1,600	.05	158
WOMEN 25-49	3,300	.04	162
WOMEN 35-44	1,200	.03	168
WOMEN 45-49	500	.03	174
WOMEN 50-54	400	.03	174
WOMEN 55-64	400	.02	194
WOMEN 65+	600	.03	178
TEENS 12-17	2,700	.07	150

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	158,100	.48	40
MEN 18+	73,900	.51	37
MEN 12-24	30,700	.53	37
MEN 18-24	18,900	.57	37
MEN 25-34	25,900	.67	29
MEN 25-49	44,000	.55	35
MEN 35-44	13,500	.45	39
MEN 45-49	4,600	.40	41
MEN 50-54	3,700	.41	40
MEN 55-64	4,500	.38	40
MEN 65+	2,800	.30	44
WOMEN 18+	62,700	.46	40
WOMEN 12-24	25,300	.51	37
WOMEN 18-24	15,600	.58	36
WOMEN 25-34	19,900	.59	34
WOMEN 25-49	35,400	.48	39
WOMEN 35-44	11,400	.40	41
WOMEN 45-49	4,100	.35	42
WOMEN 50-54	3,700	.39	39
WOMEN 55-64	4,600	.35	40
WOMEN 65+	3,400	.27	44
TEENS 12-17	21,500	.46	40

SAN ANGELO, TX

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	86,300	.03	283
MEN 18+	36,700	.03	286
MEN 12-24	11,200	.03	278
MEN 18-24	6,600	.04	272
MEN 25-34	6,500	.03	281
MEN 25-49	16,300	.03	286
MEN 35-44	6,400	.02	285
MEN 45-49	3,400	.03	283
MEN 50-54	3,200	.03	283
MEN 55-64	4,800	.03	283
MEN 65+	5,800	.03	277
WOMEN 18+	40,700	.03	282
WOMEN 12-24	10,700	.03	274
WOMEN 18-24	6,400	.04	267
WOMEN 25-34	6,600	.03	276
WOMEN 25-49	17,200	.03	282
WOMEN 35-44	6,900	.03	283
WOMEN 45-49	3,700	.03	281
WOMEN 50-54	3,400	.03	280
WOMEN 55-64	5,200	.03	281
WOMEN 65+	8,500	.03	274
TEENS 12-17	8,900	.03	278

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,900		248
MEN 18+	1,200	.01	257
MEN 12-24	500	.01	251
MEN 18-24	300	.01	249
MEN 25-34	200		261
MEN 25-49	600		256
MEN 35-44	300	.01	244
MEN 45-49	100		244
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+	100		228
WOMEN 18+	1,300		234
WOMEN 12-24	400	.01	241
WOMEN 18-24	200		243
WOMEN 25-34	300	.01	229
WOMEN 25-49	600		232
WOMEN 35-44	200		236
WOMEN 45-49	100		226
WOMEN 50-54	100		220
WOMEN 55-64	200	.01	216
WOMEN 65+	200	.01	221
TEENS 12-17	400	.01	241

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	27,400	.08	111
MEN 18+	11,300	.07	116
MEN 12-24	4,500	.07	122
MEN 18-24	2,500	.07	127
MEN 25-34	2,600	.06	124
MEN 25-49	5,800	.07	115
MEN 35-44	2,200	.07	112
MEN 45-49	1,000	.08	103
MEN 50-54	900	.10	89
MEN 55-64	1,100	.09	89
MEN 65+	1,000	.10	77
WOMEN 18+	12,200	.09	104
WOMEN 12-24	4,400	.09	111
WOMEN 18-24	2,500	.09	112
WOMEN 25-34	2,800	.08	106
WOMEN 25-49	6,300	.08	103
WOMEN 35-44	2,400	.08	98
WOMEN 45-49	1,100	.09	90
WOMEN 50-54	900	.09	86
WOMEN 55-64	1,300	.09	83
WOMEN 65+	1,200	.09	81
TEENS 12-17	3,900	.08	111

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

SAN JOSE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,415,400	.56	33
MEN 18+	646,500	.59	32
MEN 12-24	144,400	.50	39
MEN 18-24	76,500	.49	38
MEN 25-34	134,400	.66	27
MEN 25-49	357,700	.66	28
MEN 35-44	154,200	.69	25
MEN 45-49	69,100	.62	30
MEN 50-54	56,900	.57	32
MEN 55-64	80,200	.55	33
MEN 65+	75,200	.47	39
WOMEN 18+	635,900	.54	37
WOMEN 12-24	134,600	.50	40
WOMEN 18-24	69,500	.48	41
WOMEN 25-34	117,600	.60	34
WOMEN 25-49	323,400	.60	31
WOMEN 35-44	140,700	.62	30
WOMEN 45-49	65,100	.57	34
WOMEN 50-54	57,000	.54	35
WOMEN 55-64	85,100	.54	34
WOMEN 65+	100,900	.45	42
TEENS 12-17	133,000	.52	39

SAN LUIS OBISPO, CA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	225,300	.09	173
MEN 18+	106,200	.09	163
MEN 12-24	29,100	.10	164
MEN 18-24	19,500	.12	147
MEN 25-34	19,300	.09	160
MEN 25-49	47,700	.08	170
MEN 35-44	18,400	.08	177
MEN 45-49	10,000	.09	171
MEN 50-54	9,500	.09	169
MEN 55-64	13,200	.09	177
MEN 65+	16,300	.10	161
WOMEN 18+	100,600	.08	180
WOMEN 12-24	24,500	.09	175
WOMEN 18-24	15,600	.10	167
WOMEN 25-34	15,100	.07	186
WOMEN 25-49	40,700	.07	190
WOMEN 35-44	15,800	.07	195
WOMEN 45-49	9,800	.08	176
WOMEN 50-54	9,400	.09	172
WOMEN 55-64	13,600	.08	179
WOMEN 65+	21,300	.09	170
TEENS 12-17	18,500	.07	195

SANTA BARBARA, CA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	174,800	.06	203
MEN 18+	78,500	.07	201
MEN 12-24	21,200	.07	206
MEN 18-24	13,200	.08	188
MEN 25-34	14,900	.07	192
MEN 25-49	37,100	.06	201
MEN 35-44	14,800	.06	203
MEN 45-49	7,400	.06	206
MEN 50-54	6,800	.06	205
MEN 55-64	9,400	.06	217
MEN 65+	12,000	.07	194
WOMEN 18+	80,700	.06	204
WOMEN 12-24	20,400	.07	204
WOMEN 18-24	12,800	.08	189
WOMEN 25-34	13,300	.06	205
WOMEN 25-49	34,800	.06	206
WOMEN 35-44	14,100	.06	207
WOMEN 45-49	7,400	.06	206
WOMEN 50-54	6,700	.06	213
WOMEN 55-64	10,100	.06	217
WOMEN 65+	16,300	.07	200
TEENS 12-17	15,600	.06	218

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	36,800	.12	120
MEN 18+	17,000	.14	107
MEN 12-24	4,400	.11	132
MEN 18-24	2,200	.10	133
MEN 25-34	3,400	.13	113
MEN 25-49	10,200	.15	97
MEN 35-44	4,700	.17	88
MEN 45-49	2,100	.17	89
MEN 50-54	1,500	.15	92
MEN 55-64	2,000	.14	103
MEN 65+	1,100	.09	129
WOMEN 18+	15,500	.11	127
WOMEN 12-24	4,200	.10	130
WOMEN 18-24	2,100	.10	135
WOMEN 25-34	2,900	.10	129
WOMEN 25-49	8,500	.11	118
WOMEN 35-44	3,900	.12	108
WOMEN 45-49	1,700	.12	114
WOMEN 50-54	1,500	.13	100
WOMEN 55-64	2,000	.11	114
WOMEN 65+	1,400	.07	137
TEENS 12-17	4,300	.11	127

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	326,200	1.00	16
MEN 18+	144,500	1.01	18
MEN 12-24	54,300	.94	19
MEN 18-24	29,900	.90	20
MEN 25-34	37,700	.97	19
MEN 25-49	82,700	1.03	19
MEN 35-44	32,700	1.09	16
MEN 45-49	12,300	1.07	16
MEN 50-54	9,300	1.04	16
MEN 55-64	12,800	1.08	16
MEN 65+	9,800	1.05	17
WOMEN 18+	134,400	1.00	16
WOMEN 12-24	47,700	.97	17
WOMEN 18-24	24,800	.92	20
WOMEN 25-34	30,900	.92	21
WOMEN 25-49	72,300	.99	17
WOMEN 35-44	29,600	1.05	16
WOMEN 45-49	11,800	1.03	17
WOMEN 50-54	9,500	1.01	18
WOMEN 55-64	14,300	1.09	18
WOMEN 65+	13,500	1.10	17
TEENS 12-17	47,300	1.01	18

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,100	.01	228
MEN 18+	3,700	.03	205
MEN 12-24	1,000	.02	221
MEN 18-24	700	.03	212
MEN 25-34	1,000	.03	189
MEN 25-49	2,400	.03	193
MEN 35-44	1,100	.04	181
MEN 45-49	300	.02	205
MEN 50-54	200	.02	207
MEN 55-64	200	.01	214
MEN 65+	200	.01	218
WOMEN 18+	1,000	.02	246
WOMEN 12-24	300	.02	249
WOMEN 18-24	200	.02	243
WOMEN 25-34	200	.02	245
WOMEN 25-49	500	.02	241
WOMEN 35-44	200	.02	236
WOMEN 45-49	100	.02	226
WOMEN 50-54	100	.02	220
WOMEN 55-64	100	.02	233
WOMEN 65+	100	.02	238
TEENS 12-17	400	.01	241

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	36,500	.11	89
MEN 18+	18,400	.12	81
MEN 12-24	7,700	.13	89
MEN 18-24	5,200	.15	78
MEN 25-34	5,600	.14	69
MEN 25-49	10,200	.12	79
MEN 35-44	3,400	.11	86
MEN 45-49	1,200	.10	87
MEN 50-54	1,000	.11	80
MEN 55-64	1,200	.10	82
MEN 65+	800	.08	88
WOMEN 18+	13,600	.10	95
WOMEN 12-24	5,600	.11	95
WOMEN 18-24	3,600	.13	85
WOMEN 25-34	3,700	.11	90
WOMEN 25-49	7,000	.09	96
WOMEN 35-44	2,200	.07	103
WOMEN 45-49	1,100	.09	90
WOMEN 50-54	900	.09	86
WOMEN 55-64	1,100	.08	93
WOMEN 65+	1,000	.08	90
TEENS 12-17	4,500	.09	104

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,400	.01	256
MEN 18+	1,200	.01	257
MEN 12-24	300	.01	268
MEN 18-24	200	.01	266
MEN 25-34	300	.01	251
MEN 25-49	700	.01	251
MEN 35-44	300	.01	244
MEN 45-49	100	.01	244
MEN 50-54	100	.01	228
MEN 55-64	100	.01	236
MEN 65+	100	.01	228
WOMEN 18+	1,000	.01	246
WOMEN 12-24	300	.01	249
WOMEN 18-24	200	.01	243
WOMEN 25-34	200	.01	245
WOMEN 25-49	500	.01	241
WOMEN 35-44	200	.01	236
WOMEN 45-49	100	.01	226
WOMEN 50-54	100	.01	220
WOMEN 55-64	100	.01	233
WOMEN 65+	100	.01	238
TEENS 12-17	200	.01	264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	47,200	.14	73
MEN 18+	21,500	.15	72
MEN 12-24	8,500	.14	77
MEN 18-24	5,200	.15	78
MEN 25-34	6,400	.16	67
MEN 25-49	12,300	.15	69
MEN 35-44	4,300	.14	72
MEN 45-49	1,600	.13	74
MEN 50-54	1,200	.13	73
MEN 55-64	1,500	.12	74
MEN 65+	1,300	.13	62
WOMEN 18+	19,400	.14	72
WOMEN 12-24	7,700	.15	71
WOMEN 18-24	4,700	.17	68
WOMEN 25-34	5,300	.15	67
WOMEN 25-49	10,300	.14	72
WOMEN 35-44	3,600	.12	77
WOMEN 45-49	1,400	.12	74
WOMEN 50-54	1,200	.12	74
WOMEN 55-64	1,600	.12	70
WOMEN 65+	1,600	.13	62
TEENS 12-17	6,300	.13	82

METRO MARKET POPULATION ESTIMATES

SANTA FE, NM

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	136,400	.05	239
MEN 18+	59,800	.05	239
MEN 12-24	14,100	.04	258
MEN 18-24	7,300	.04	263
MEN 25-34	9,100	.04	256
MEN 25-49	27,300	.05	241
MEN 35-44	11,700	.05	233
MEN 45-49	6,500	.05	225
MEN 50-54	6,700	.06	212
MEN 55-64	10,000	.06	212
MEN 65+	8,500	.05	244
WOMEN 18+	63,200	.05	240
WOMEN 12-24	13,200	.04	255
WOMEN 18-24	6,600	.04	265
WOMEN 25-34	8,800	.04	251
WOMEN 25-49	27,500	.05	236
WOMEN 35-44	11,800	.05	233
WOMEN 45-49	6,900	.06	222
WOMEN 50-54	7,700	.07	195
WOMEN 55-64	10,700	.06	206
WOMEN 65+	10,700	.04	259
TEENS 12-17	13,400	.05	236

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,200		276
MEN 18+	600		276
MEN 12-24	200		281
MEN 18-24	100		279
MEN 25-34	100		274
MEN 25-49	300		277
MEN 35-44	200		257
MEN 45-49			277
MEN 50-54	100	.01	228
MEN 55-64	100		236
MEN 65+			260
WOMEN 18+	400		272
WOMEN 12-24	200		264
WOMEN 18-24	100		262
WOMEN 25-34			285
WOMEN 25-49	200		272
WOMEN 35-44	100		258
WOMEN 45-49	100		226
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+			263
TEENS 12-17	200		264

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	59,500	.18	63
MEN 18+	25,900	.18	63
MEN 12-24	8,200	.14	83
MEN 18-24	4,400	.13	92
MEN 25-34	5,200	.13	78
MEN 25-49	12,600	.15	68
MEN 35-44	5,200	.17	62
MEN 45-49	2,200	.19	56
MEN 50-54	2,300	.25	51
MEN 55-64	3,400	.28	45
MEN 65+	3,200	.34	40
WOMEN 18+	26,200	.19	58
WOMEN 12-24	7,600	.15	72
WOMEN 18-24	4,000	.14	77
WOMEN 25-34	4,600	.13	72
WOMEN 25-49	11,800	.16	66
WOMEN 35-44	4,900	.17	60
WOMEN 45-49	2,300	.20	52
WOMEN 50-54	2,400	.25	47
WOMEN 55-64	3,800	.28	44
WOMEN 65+	4,200	.34	38
TEENS 12-17	7,400	.15	71

SANTA MARIA-LOMPOC, CA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	168,000	.06	210
MEN 18+	75,700	.06	208
MEN 12-24	22,400	.07	196
MEN 18-24	13,700	.08	185
MEN 25-34	16,000	.07	185
MEN 25-49	37,600	.07	199
MEN 35-44	14,700	.06	204
MEN 45-49	6,900	.06	216
MEN 50-54	5,800	.05	228
MEN 55-64	8,500	.05	225
MEN 65+	10,100	.06	222
WOMEN 18+	75,700	.06	215
WOMEN 12-24	21,000	.07	201
WOMEN 18-24	13,100	.09	186
WOMEN 25-34	13,900	.07	197
WOMEN 25-49	34,100	.06	209
WOMEN 35-44	13,500	.06	210
WOMEN 45-49	6,700	.05	225
WOMEN 50-54	6,000	.05	226
WOMEN 55-64	9,000	.05	226
WOMEN 65+	13,500	.06	226
TEENS 12-17	16,600	.06	207

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,800	.01	223
MEN 18+	3,100	.02	220
MEN 12-24	800	.02	233
MEN 18-24	500	.02	228
MEN 25-34	800	.03	210
MEN 25-49	1,800	.02	213
MEN 35-44	700	.02	213
MEN 45-49	300	.02	205
MEN 50-54	100	.01	228
MEN 55-64	400	.02	195
MEN 65+	300	.02	197
WOMEN 18+	2,100	.01	223
WOMEN 12-24	700	.01	223
WOMEN 18-24	400	.01	223
WOMEN 25-34	400	.01	217
WOMEN 25-49	1,000	.01	221
WOMEN 35-44	400	.01	221
WOMEN 45-49	200	.01	209
WOMEN 50-54	100		220
WOMEN 55-64	300	.01	206
WOMEN 65+	300	.01	211
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	68,400	.21	57
MEN 18+	31,000	.21	56
MEN 12-24	12,300	.21	61
MEN 18-24	7,400	.22	60
MEN 25-34	9,100	.23	57
MEN 25-49	17,700	.22	56
MEN 35-44	6,300	.21	55
MEN 45-49	2,300	.20	54
MEN 50-54	1,700	.19	57
MEN 55-64	2,300	.19	55
MEN 65+	1,900	.20	53
WOMEN 18+	28,200	.21	55
WOMEN 12-24	11,000	.22	59
WOMEN 18-24	6,700	.25	58
WOMEN 25-34	7,600	.22	54
WOMEN 25-49	15,100	.20	56
WOMEN 35-44	5,400	.19	56
WOMEN 45-49	2,100	.18	59
WOMEN 50-54	1,700	.18	61
WOMEN 55-64	2,400	.18	56
WOMEN 65+	2,300	.18	54
TEENS 12-17	9,200	.19	62

SANTA ROSA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	402,100	.16	117
MEN 18+	176,600	.16	110
MEN 12-24	44,300	.15	116
MEN 18-24	23,800	.15	115
MEN 25-34	30,600	.15	110
MEN 25-49	83,300	.15	112
MEN 35-44	34,200	.15	116
MEN 45-49	18,500	.16	107
MEN 50-54	18,100	.18	97
MEN 55-64	26,100	.17	101
MEN 65+	25,300	.16	109
WOMEN 18+	185,700	.16	115
WOMEN 12-24	41,600	.15	114
WOMEN 18-24	22,300	.15	117
WOMEN 25-34	27,600	.14	120
WOMEN 25-49	81,000	.15	119
WOMEN 35-44	33,800	.15	119
WOMEN 45-49	19,600	.17	106
WOMEN 50-54	19,300	.18	92
WOMEN 55-64	27,900	.17	101
WOMEN 65+	35,200	.15	109
TEENS 12-17	39,800	.15	116

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,000	.02	210
MEN 18+	3,400	.02	213
MEN 12-24	1,100	.02	215
MEN 18-24	600	.02	220
MEN 25-34	700	.02	218
MEN 25-49	1,800	.02	213
MEN 35-44	700	.02	213
MEN 45-49	400	.03	194
MEN 50-54	300	.03	189
MEN 55-64	400	.02	195
MEN 65+	300	.02	197
WOMEN 18+	2,600	.01	212
WOMEN 12-24	1,000	.02	209
WOMEN 18-24	500	.02	216
WOMEN 25-34	400	.01	217
WOMEN 25-49	1,300	.01	211
WOMEN 35-44	600	.02	205
WOMEN 45-49	300	.02	199
WOMEN 50-54	200	.01	203
WOMEN 55-64	300	.01	206
WOMEN 65+	300	.01	211
TEENS 12-17	1,000	.02	207

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	73,800	.22	54
MEN 18+	34,400	.24	55
MEN 12-24	15,900	.27	55
MEN 18-24	9,700	.29	54
MEN 25-34	10,400	.26	53
MEN 25-49	19,000	.23	55
MEN 35-44	6,400	.21	54
MEN 45-49	2,200	.19	56
MEN 50-54	1,700	.19	57
MEN 55-64	2,600	.22	53
MEN 65+	1,400	.15	60
WOMEN 18+	27,900	.20	56
WOMEN 12-24	12,600	.25	56
WOMEN 18-24	7,300	.27	56
WOMEN 25-34	7,600	.22	54
WOMEN 25-49	14,500	.19	57
WOMEN 35-44	5,000	.17	59
WOMEN 45-49	1,900	.16	63
WOMEN 50-54	1,800	.19	57
WOMEN 55-64	2,400	.18	56
WOMEN 65+	1,900	.15	60
TEENS 12-17	11,500	.24	56

METRO MARKET POPULATION ESTIMATES

SEBRING, FL

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	80,600	.03	287
MEN 18+	35,800	.03	287
MEN 12-24	6,900	.02	293
MEN 18-24	3,600	.02	295
MEN 25-34	4,400	.02	293
MEN 25-49	11,400	.02	295
MEN 35-44	4,600	.02	295
MEN 45-49	2,400	.02	296
MEN 50-54	2,300	.02	296
MEN 55-64	4,700	.03	284
MEN 65+	13,800	.08	180
WOMEN 18+	38,500	.03	286
WOMEN 12-24	6,100	.02	296
WOMEN 18-24	3,100	.02	296
WOMEN 25-34	3,800	.01	296
WOMEN 25-49	10,900	.02	296
WOMEN 35-44	4,500	.02	296
WOMEN 45-49	2,600	.02	296
WOMEN 50-54	2,500	.02	296
WOMEN 55-64	5,900	.03	274
WOMEN 65+	16,100	.07	203
TEENS 12-17	6,300	.02	292

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,100	.02	209
MEN 18+	2,800	.02	224
MEN 12-24	900	.02	228
MEN 18-24	400	.02	238
MEN 25-34	500	.01	231
MEN 25-49	1,500	.02	223
MEN 35-44	600	.02	220
MEN 45-49	400	.03	194
MEN 50-54	200	.02	207
MEN 55-64	300	.02	204
MEN 65+	400	.03	180
WOMEN 18+	3,200	.02	204
WOMEN 12-24	1,200	.03	201
WOMEN 18-24	600	.02	205
WOMEN 25-34	600	.02	203
WOMEN 25-49	1,600	.02	203
WOMEN 35-44	700	.02	198
WOMEN 45-49	300	.02	199
WOMEN 50-54	200	.01	203
WOMEN 55-64	300	.01	206
WOMEN 65+	500	.02	188
TEENS 12-17	1,100	.02	201

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	10,400	.03	159
MEN 18+	5,300	.03	151
MEN 12-24	2,700	.04	146
MEN 18-24	1,700	.05	142
MEN 25-34	1,300	.03	158
MEN 25-49	2,500	.03	161
MEN 35-44	900	.03	156
MEN 45-49	300	.02	159
MEN 50-54	300	.03	139
MEN 55-64	300	.02	151
MEN 65+	500	.05	112
WOMEN 18+	3,500	.02	164
WOMEN 12-24	1,300	.02	169
WOMEN 18-24	700	.02	178
WOMEN 25-34	800	.02	170
WOMEN 25-49	1,700	.02	170
WOMEN 35-44	600	.02	168
WOMEN 45-49	300	.02	150
WOMEN 50-54	200	.02	157
WOMEN 55-64	400	.03	140
WOMEN 65+	500	.04	116
TEENS 12-17	1,600	.03	156

SHEBOYGAN, WI

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	98,300	.03	275
MEN 18+	44,100	.04	274
MEN 12-24	11,000	.03	280
MEN 18-24	5,900	.03	281
MEN 25-34	7,500	.03	273
MEN 25-49	21,300	.03	267
MEN 35-44	9,000	.04	264
MEN 45-49	4,800	.04	259
MEN 50-54	4,300	.04	263
MEN 55-64	5,900	.04	268
MEN 65+	6,700	.04	267
WOMEN 18+	44,100	.03	278
WOMEN 12-24	10,200	.03	280
WOMEN 18-24	5,200	.03	287
WOMEN 25-34	6,500	.03	281
WOMEN 25-49	19,500	.03	274
WOMEN 35-44	8,500	.03	269
WOMEN 45-49	4,500	.03	268
WOMEN 50-54	4,100	.03	271
WOMEN 55-64	6,000	.03	271
WOMEN 65+	9,300	.04	267
TEENS 12-17	10,100	.03	264

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,200	.276	
MEN 18+	900	.262	
MEN 12-24	400	.01	260
MEN 18-24	300	.01	249
MEN 25-34	300	.01	251
MEN 25-49	600	.256	
MEN 35-44	200	.257	
MEN 45-49	100	.244	
MEN 50-54		.271	
MEN 55-64		.274	
MEN 65+		.260	
WOMEN 18+	200	.286	
WOMEN 12-24	100	.281	
WOMEN 18-24	100	.262	
WOMEN 25-34		.285	
WOMEN 25-49	100	.284	
WOMEN 35-44	100	.258	
WOMEN 45-49		.261	
WOMEN 50-54		.261	
WOMEN 55-64		.267	
WOMEN 65+		.263	
TEENS 12-17	100	.282	

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,600	.01	221
MEN 18+	1,800	.01	219
MEN 12-24	900	.01	218
MEN 18-24	600	.01	210
MEN 25-34	600	.01	202
MEN 25-49	1,000	.01	215
MEN 35-44	300	.01	210
MEN 45-49	100	.01	206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+			249
WOMEN 18+	1,200		223
WOMEN 12-24	600	.01	216
WOMEN 18-24	300	.01	227
WOMEN 25-34	400	.01	209
WOMEN 25-49	700		220
WOMEN 35-44	200		224
WOMEN 45-49	100		201
WOMEN 50-54	100	.01	190
WOMEN 55-64			256
WOMEN 65+	100		181
TEENS 12-17	600	.01	208

SHREVEPORT

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	329,000	.13	132
MEN 18+	137,900	.12	135
MEN 12-24	38,600	.13	132
MEN 18-24	20,700	.13	135
MEN 25-34	25,300	.12	132
MEN 25-49	64,900	.12	140
MEN 35-44	25,900	.11	142
MEN 45-49	13,700	.12	140
MEN 50-54	12,500	.12	140
MEN 55-64	18,600	.12	136
MEN 65+	21,200	.13	129
WOMEN 18+	156,100	.13	129
WOMEN 12-24	37,000	.13	130
WOMEN 18-24	19,900	.13	130
WOMEN 25-34	26,700	.13	124
WOMEN 25-49	69,100	.12	128
WOMEN 35-44	27,500	.12	138
WOMEN 45-49	14,900	.13	134
WOMEN 50-54	13,800	.13	129
WOMEN 55-64	21,000	.13	129
WOMEN 65+	32,300	.14	119
TEENS 12-17	35,000	.13	132

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	120,100	.40	51
MEN 18+	46,000	.38	56
MEN 12-24	16,900	.42	50
MEN 18-24	8,300	.41	51
MEN 25-34	9,200	.36	58
MEN 25-49	23,000	.35	55
MEN 35-44	9,000	.33	59
MEN 45-49	4,800	.39	53
MEN 50-54	4,000	.40	50
MEN 55-64	5,300	.37	55
MEN 65+	5,400	.44	45
WOMEN 18+	57,500	.41	50
WOMEN 12-24	17,100	.43	49
WOMEN 18-24	9,100	.44	47
WOMEN 25-34	11,300	.41	50
WOMEN 25-49	27,800	.38	53
WOMEN 35-44	10,800	.35	58
WOMEN 45-49	5,700	.40	48
WOMEN 50-54	4,700	.41	46
WOMEN 55-64	6,700	.39	50
WOMEN 65+	9,200	.48	40
TEENS 12-17	16,600	.43	48

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	6,700	.02	186
MEN 18+	3,000	.02	190
MEN 12-24	1,200	.02	198
MEN 18-24	600	.01	210
MEN 25-34	900	.02	185
MEN 25-49	1,700	.02	183
MEN 35-44	600	.02	179
MEN 45-49	200	.01	177
MEN 50-54	100	.01	187
MEN 55-64	400	.03	140
MEN 65+	200	.02	157
WOMEN 18+	2,600	.01	180
WOMEN 12-24	1,000	.02	187
WOMEN 18-24	500	.01	195
WOMEN 25-34	700	.02	176
WOMEN 25-49	1,300	.01	182
WOMEN 35-44	400	.01	188
WOMEN 45-49	200	.01	169
WOMEN 50-54	200	.02	157
WOMEN 55-64	300	.02	154
WOMEN 65+	300	.02	148
TEENS 12-17	1,100	.02	173

METRO MARKET POPULATION ESTIMATES

SIoux CITY, IA

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	101,700	.04	272	PERSONS 12+	1,900		263	PERSONS 12+	10,600	.03	158
MEN 18+	44,200	.04	273	MEN 18+	900		262	MEN 18+	5,300	.03	151
MEN 12-24	12,000	.04	272	MEN 12-24	300		268	MEN 12-24	2,400	.04	155
MEN 18-24	6,500	.04	274	MEN 18-24	200	.01	266	MEN 18-24	1,600	.04	149
MEN 25-34	8,400	.04	260	MEN 25-34	200		261	MEN 25-34	1,800	.04	137
MEN 25-49	21,600	.04	265	MEN 25-49	600		256	MEN 25-49	3,100	.03	144
MEN 35-44	8,800	.03	267	MEN 35-44	200		257	MEN 35-44	1,000	.03	148
MEN 45-49	4,400	.03	270	MEN 45-49	200	.01	219	MEN 45-49	300	.02	159
MEN 50-54	4,100	.04	269	MEN 50-54			271	MEN 50-54	300	.03	139
MEN 55-64	5,700	.03	270	MEN 55-64	100		236	MEN 55-64	100		199
MEN 65+	6,300	.04	269	MEN 65+			260	MEN 65+	200	.02	157
WOMEN 18+	46,900	.04	272	WOMEN 18+	700		259	WOMEN 18+	3,800	.02	160
WOMEN 12-24	11,400	.04	269	WOMEN 12-24	300		249	WOMEN 12-24	1,800	.03	154
WOMEN 18-24	6,300	.04	269	WOMEN 18-24	100		262	WOMEN 18-24	1,100	.04	151
WOMEN 25-34	8,300	.04	259	WOMEN 25-34	300	.01	229	WOMEN 25-34	1,400	.04	138
WOMEN 25-49	21,100	.03	268	WOMEN 25-49	400		253	WOMEN 25-49	2,300	.03	150
WOMEN 35-44	8,400	.03	270	WOMEN 35-44	100		258	WOMEN 35-44	700	.02	155
WOMEN 45-49	4,400	.03	270	WOMEN 45-49			261	WOMEN 45-49	200	.01	169
WOMEN 50-54	4,100	.03	271	WOMEN 50-54	100		220	WOMEN 50-54	100	.01	190
WOMEN 55-64	6,000	.03	271	WOMEN 55-64			267	WOMEN 55-64	200	.01	169
WOMEN 65+	9,400	.04	266	WOMEN 65+	100		238	WOMEN 65+	100		181
TEENS 12-17	10,600	.04	260	TEENS 12-17	300		249	TEENS 12-17	1,500	.03	158

SOUTH BEND

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	220,600	.08	177	PERSONS 12+	24,200	.08	145	PERSONS 12+	10,400	.03	159
MEN 18+	93,900	.08	178	MEN 18+	9,400	.07	147	MEN 18+	4,700	.03	161
MEN 12-24	27,200	.09	173	MEN 12-24	3,700	.09	143	MEN 12-24	2,600	.04	150
MEN 18-24	15,500	.10	174	MEN 18-24	2,000	.09	141	MEN 18-24	1,700	.05	142
MEN 25-34	16,300	.08	182	MEN 25-34	1,900	.07	151	MEN 25-34	1,300	.03	158
MEN 25-49	43,500	.08	181	MEN 25-49	4,700	.07	152	MEN 25-49	2,300	.02	164
MEN 35-44	17,900	.08	180	MEN 35-44	1,900	.07	151	MEN 35-44	800	.02	161
MEN 45-49	9,300	.08	181	MEN 45-49	900	.07	146	MEN 45-49	200	.01	177
MEN 50-54	8,700	.08	176	MEN 50-54	700	.07	146	MEN 50-54	300	.03	139
MEN 55-64	12,100	.08	185	MEN 55-64	1,100	.07	139	MEN 55-64	300	.02	151
MEN 65+	14,100	.08	178	MEN 65+	900	.07	138	MEN 65+	100	.01	186
WOMEN 18+	103,800	.08	173	WOMEN 18+	11,400	.08	141	WOMEN 18+	4,000	.02	153
WOMEN 12-24	27,400	.10	163	WOMEN 12-24	3,900	.09	137	WOMEN 12-24	2,200	.04	144
WOMEN 18-24	16,200	.11	162	WOMEN 18-24	2,200	.10	133	WOMEN 18-24	1,400	.05	136
WOMEN 25-34	16,600	.08	175	WOMEN 25-34	2,400	.08	136	WOMEN 25-34	1,100	.03	154
WOMEN 25-49	44,400	.08	177	WOMEN 25-49	5,700	.07	143	WOMEN 25-49	2,000	.02	158
WOMEN 35-44	18,200	.08	179	WOMEN 35-44	2,300	.07	141	WOMEN 35-44	600	.02	168
WOMEN 45-49	9,600	.08	178	WOMEN 45-49	1,000	.07	143	WOMEN 45-49	300	.02	150
WOMEN 50-54	9,000	.08	177	WOMEN 50-54	900	.07	137	WOMEN 50-54	200	.02	157
WOMEN 55-64	13,000	.08	183	WOMEN 55-64	1,200	.07	144	WOMEN 55-64	200	.01	169
WOMEN 65+	21,200	.09	173	WOMEN 65+	1,400	.07	137	WOMEN 65+	200	.01	161
TEENS 12-17	22,900	.09	170	TEENS 12-17	3,400	.08	139	TEENS 12-17	1,700	.03	151

SPOKANE

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	470,300	.18	92	PERSONS 12+	8,000	.02	204	PERSONS 12+	13,400	.04	141
MEN 18+	204,900	.18	93	MEN 18+	4,200	.03	201	MEN 18+	5,800	.04	144
MEN 12-24	54,800	.19	92	MEN 12-24	1,400	.03	201	MEN 12-24	2,800	.04	144
MEN 18-24	30,100	.19	94	MEN 18-24	900	.04	191	MEN 18-24	1,700	.05	142
MEN 25-34	36,900	.18	95	MEN 25-34	1,100	.04	185	MEN 25-34	1,500	.03	147
MEN 25-49	97,300	.18	94	MEN 25-49	2,400	.03	193	MEN 25-49	3,100	.03	144
MEN 35-44	39,300	.17	96	MEN 35-44	900	.03	196	MEN 35-44	1,100	.03	141
MEN 45-49	21,100	.19	88	MEN 45-49	400	.03	194	MEN 45-49	500	.04	132
MEN 50-54	19,800	.19	82	MEN 50-54	200	.02	207	MEN 50-54	400	.04	129
MEN 55-64	28,400	.19	87	MEN 55-64	400	.02	195	MEN 55-64	400	.03	140
MEN 65+	29,300	.18	93	MEN 65+	300	.02	197	MEN 65+	200	.02	157
WOMEN 18+	217,300	.18	93	WOMEN 18+	2,600	.01	212	WOMEN 18+	5,500	.04	137
WOMEN 12-24	52,600	.19	90	WOMEN 12-24	1,300	.03	196	WOMEN 12-24	2,400	.04	139
WOMEN 18-24	29,200	.20	92	WOMEN 18-24	600	.02	205	WOMEN 18-24	1,400	.05	136
WOMEN 25-34	35,900	.18	93	WOMEN 25-34	500	.01	211	WOMEN 25-34	1,500	.04	132
WOMEN 25-49	97,200	.18	94	WOMEN 25-49	1,300	.01	211	WOMEN 25-49	2,900	.03	138
WOMEN 35-44	39,400	.17	96	WOMEN 35-44	500	.01	212	WOMEN 35-44	1,000	.03	139
WOMEN 45-49	21,900	.19	88	WOMEN 45-49	300	.02	199	WOMEN 45-49	400	.03	134
WOMEN 50-54	20,600	.19	86	WOMEN 50-54	200	.01	203	WOMEN 50-54	400	.04	129
WOMEN 55-64	29,600	.18	94	WOMEN 55-64	200	.01	216	WOMEN 55-64	400	.03	140
WOMEN 65+	40,700	.18	94	WOMEN 65+	300	.01	211	WOMEN 65+	400	.03	132
TEENS 12-17	48,100	.18	92	TEENS 12-17	1,200	.03	193	TEENS 12-17	2,100	.04	141

METRO MARKET POPULATION ESTIMATES

SPRINGFIELD, MA

ALL				BLACK				HISPANIC			
POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK	
PERSONS 12+	533,700	.21	80	PERSONS 12+	35,800	.12	122	PERSONS 12+	64,100	.19	59
MEN 18+	225,900	.20	82	MEN 18+	14,500	.12	125	MEN 18+	24,400	.17	66
MEN 12-24	63,100	.22	80	MEN 12-24	5,500	.13	117	MEN 12-24	12,400	.21	60
MEN 18-24	36,800	.23	76	MEN 18-24	3,100	.15	110	MEN 18-24	6,800	.20	65
MEN 25-34	37,500	.18	94	MEN 25-34	2,900	.11	123	MEN 25-34	6,100	.15	68
MEN 25-49	103,400	.19	89	MEN 25-49	7,100	.10	128	MEN 25-49	12,900	.16	66
MEN 35-44	43,100	.19	85	MEN 35-44	2,900	.10	125	MEN 35-44	4,800	.16	64
MEN 45-49	22,800	.20	78	MEN 45-49	1,300	.10	127	MEN 45-49	2,000	.17	64
MEN 50-54	21,200	.21	78	MEN 50-54	1,200	.12	112	MEN 50-54	1,600	.17	62
MEN 55-64	30,400	.20	81	MEN 55-64	1,700	.12	112	MEN 55-64	2,000	.17	62
MEN 65+	34,100	.21	82	MEN 65+	1,400	.11	122	MEN 65+	1,100	.11	73
WOMEN 18+	256,900	.22	79	WOMEN 18+	16,500	.11	119	WOMEN 18+	28,900	.21	54
WOMEN 12-24	64,200	.23	76	WOMEN 12-24	5,400	.13	116	WOMEN 12-24	12,700	.26	55
WOMEN 18-24	39,600	.27	68	WOMEN 18-24	3,000	.14	113	WOMEN 18-24	7,500	.28	53
WOMEN 25-34	39,200	.20	88	WOMEN 25-34	3,200	.11	121	WOMEN 25-34	7,300	.21	58
WOMEN 25-49	110,000	.20	84	WOMEN 25-49	8,000	.11	123	WOMEN 25-49	15,200	.20	55
WOMEN 35-44	46,300	.20	80	WOMEN 35-44	3,200	.10	124	WOMEN 35-44	5,600	.20	54
WOMEN 45-49	24,500	.21	78	WOMEN 45-49	1,600	.11	119	WOMEN 45-49	2,300	.20	52
WOMEN 50-54	22,800	.21	77	WOMEN 50-54	1,400	.12	111	WOMEN 50-54	2,200	.23	49
WOMEN 55-64	33,600	.21	81	WOMEN 55-64	2,100	.12	109	WOMEN 55-64	2,500	.19	54
WOMEN 65+	50,900	.23	80	WOMEN 65+	2,000	.10	124	WOMEN 65+	1,500	.12	66
TEENS 12-17	50,900	.20	88	TEENS 12-17	4,800	.12	123	TEENS 12-17	10,800	.23	57

SPRINGFIELD, MO

ALL				BLACK				HISPANIC			
POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK	
PERSONS 12+	295,300	.11	143	PERSONS 12+	6,300	.02	219	PERSONS 12+	4,500	.01	208
MEN 18+	129,200	.11	144	MEN 18+	3,500	.02	209	MEN 18+	2,000	.01	216
MEN 12-24	33,700	.11	146	MEN 12-24	1,200	.03	211	MEN 12-24	1,100	.01	202
MEN 18-24	20,200	.13	140	MEN 18-24	900	.04	191	MEN 18-24	600	.01	210
MEN 25-34	25,400	.12	130	MEN 25-34	900	.03	198	MEN 25-34	500	.01	213
MEN 25-49	62,700	.11	143	MEN 25-49	2,100	.03	204	MEN 25-49	1,100	.01	205
MEN 35-44	24,800	.11	147	MEN 35-44	800	.02	204	MEN 35-44	500	.01	192
MEN 45-49	12,500	.11	144	MEN 45-49	400	.03	194	MEN 45-49	100	.01	206
MEN 50-54	11,200	.11	146	MEN 50-54	200	.02	207	MEN 50-54	100	.01	187
MEN 55-64	16,500	.11	150	MEN 55-64	200	.01	214	MEN 55-64	200	.01	174
MEN 65+	18,600	.11	146	MEN 65+	100	.01	228	MEN 65+			249
WOMEN 18+	139,800	.12	142	WOMEN 18+	2,200	.01	221	WOMEN 18+	1,800	.01	204
WOMEN 12-24	33,600	.12	143	WOMEN 12-24	900	.02	213	WOMEN 12-24	700	.01	209
WOMEN 18-24	20,800	.14	125	WOMEN 18-24	600	.02	205	WOMEN 18-24	500	.01	195
WOMEN 25-34	24,500	.12	132	WOMEN 25-34	400	.01	217	WOMEN 25-34	500	.01	196
WOMEN 25-49	62,000	.11	145	WOMEN 25-49	1,000	.01	221	WOMEN 25-49	1,000	.01	200
WOMEN 35-44	24,700	.11	150	WOMEN 35-44	500	.01	212	WOMEN 35-44	300	.01	202
WOMEN 45-49	12,800	.11	148	WOMEN 45-49	100		226	WOMEN 45-49	200	.01	169
WOMEN 50-54	11,800	.11	145	WOMEN 50-54	200	.01	203	WOMEN 50-54	100	.01	190
WOMEN 55-64	18,100	.11	150	WOMEN 55-64	200	.01	216	WOMEN 55-64	100	.01	203
WOMEN 65+	27,100	.12	142	WOMEN 65+	200	.01	221	WOMEN 65+	100	.01	181
TEENS 12-17	26,300	.10	156	TEENS 12-17	600	.01	218	TEENS 12-17	700	.01	199

STAMFORD-NORWALK, CT

ALL				BLACK				HISPANIC			
POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK	
PERSONS 12+	300,900	.12	142	PERSONS 12+	26,800	.08	136	PERSONS 12+	35,600	.11	93
MEN 18+	128,000	.11	147	MEN 18+	9,900	.08	143	MEN 18+	14,900	.10	101
MEN 12-24	30,700	.10	156	MEN 12-24	3,800	.09	140	MEN 12-24	7,000	.12	96
MEN 18-24	14,600	.09	180	MEN 18-24	1,700	.08	153	MEN 18-24	3,900	.11	103
MEN 25-34	19,500	.09	159	MEN 25-34	1,800	.07	160	MEN 25-34	3,600	.09	105
MEN 25-49	61,800	.11	146	MEN 25-49	5,000	.07	147	MEN 25-49	8,100	.10	100
MEN 35-44	28,000	.12	134	MEN 35-44	2,100	.07	143	MEN 35-44	3,200	.10	89
MEN 45-49	14,300	.12	136	MEN 45-49	1,100	.08	135	MEN 45-49	1,300	.11	81
MEN 50-54	12,500	.12	140	MEN 50-54	900	.09	131	MEN 50-54	1,000	.11	80
MEN 55-64	18,600	.12	136	MEN 55-64	1,400	.10	129	MEN 55-64	1,200	.10	82
MEN 65+	20,500	.13	133	MEN 65+	900	.07	138	MEN 65+	700	.07	96
WOMEN 18+	141,400	.12	140	WOMEN 18+	12,700	.09	134	WOMEN 18+	14,900	.11	84
WOMEN 12-24	29,300	.10	156	WOMEN 12-24	4,000	.10	136	WOMEN 12-24	5,800	.11	93
WOMEN 18-24	13,900	.09	180	WOMEN 18-24	1,900	.09	141	WOMEN 18-24	3,100	.11	98
WOMEN 25-34	19,300	.09	159	WOMEN 25-34	2,100	.07	145	WOMEN 25-34	3,100	.09	100
WOMEN 25-49	64,300	.12	141	WOMEN 25-49	6,200	.08	135	WOMEN 25-49	7,900	.10	89
WOMEN 35-44	29,800	.13	129	WOMEN 35-44	2,800	.09	132	WOMEN 35-44	3,400	.12	80
WOMEN 45-49	15,200	.13	130	WOMEN 45-49	1,300	.09	132	WOMEN 45-49	1,400	.12	74
WOMEN 50-54	13,300	.12	134	WOMEN 50-54	1,200	.10	123	WOMEN 50-54	1,200	.12	74
WOMEN 55-64	20,700	.13	132	WOMEN 55-64	1,800	.10	121	WOMEN 55-64	1,600	.12	70
WOMEN 65+	29,200	.13	133	WOMEN 65+	1,600	.08	131	WOMEN 65+	1,100	.09	85
TEENS 12-17	31,500	.12	141	TEENS 12-17	4,200	.11	128	TEENS 12-17	5,800	.12	86

METRO MARKET POPULATION ESTIMATES

STATE COLLEGE, PA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	128,800	.05	250
MEN 18+	61,400	.05	238
MEN 12-24	22,300	.07	198
MEN 18-24	18,000	.11	157
MEN 25-34	12,300	.06	218
MEN 25-49	26,500	.04	244
MEN 35-44	9,600	.04	255
MEN 45-49	4,600	.04	265
MEN 50-54	4,100	.04	269
MEN 55-64	6,000	.04	266
MEN 65+	6,800	.04	266
WOMEN 18+	59,000	.05	252
WOMEN 12-24	21,500	.08	193
WOMEN 18-24	17,400	.12	155
WOMEN 25-34	9,500	.04	243
WOMEN 25-49	22,400	.04	261
WOMEN 35-44	8,700	.03	265
WOMEN 45-49	4,200	.03	273
WOMEN 50-54	4,000	.03	273
WOMEN 55-64	6,200	.03	268
WOMEN 65+	9,000	.04	271
TEENS 12-17	8,400	.03	280

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,800	.01	234
MEN 18+	2,300	.01	228
MEN 12-24	1,100	.02	215
MEN 18-24	900	.04	191
MEN 25-34	600	.02	225
MEN 25-49	1,300	.02	228
MEN 35-44	500	.01	224
MEN 45-49	200	.01	219
MEN 50-54			271
MEN 55-64	100		236
MEN 65+			260
WOMEN 18+	1,200		237
WOMEN 12-24	900	.02	213
WOMEN 18-24	800	.03	188
WOMEN 25-34	100		265
WOMEN 25-49	300		262
WOMEN 35-44	200		236
WOMEN 45-49			261
WOMEN 50-54			261
WOMEN 55-64	100		233
WOMEN 65+			263
TEENS 12-17	300		249

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,900		256
MEN 18+	900		256
MEN 12-24	500		240
MEN 18-24	400	.01	234
MEN 25-34	300		235
MEN 25-49	400		257
MEN 35-44	100		257
MEN 45-49			257
MEN 50-54	100	.01	187
MEN 55-64			255
MEN 65+			249
WOMEN 18+	900		240
WOMEN 12-24	500	.01	224
WOMEN 18-24	500	.01	195
WOMEN 25-34	200		235
WOMEN 25-49	300		257
WOMEN 35-44	100		253
WOMEN 45-49			249
WOMEN 50-54	100	.01	190
WOMEN 55-64			256
WOMEN 65+			237
TEENS 12-17	100		277

STOCKTON

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	526,100	.21	81
MEN 18+	227,400	.20	81
MEN 12-24	73,300	.25	70
MEN 18-24	38,900	.25	72
MEN 25-34	46,100	.22	73
MEN 25-49	114,800	.21	78
MEN 35-44	46,600	.20	79
MEN 45-49	22,100	.20	82
MEN 50-54	19,000	.19	87
MEN 55-64	26,600	.18	96
MEN 65+	28,100	.17	96
WOMEN 18+	232,000	.20	85
WOMEN 12-24	66,400	.24	73
WOMEN 18-24	34,100	.23	80
WOMEN 25-34	44,100	.22	74
WOMEN 25-49	112,700	.21	79
WOMEN 35-44	46,300	.20	80
WOMEN 45-49	22,300	.19	87
WOMEN 50-54	19,400	.18	89
WOMEN 55-64	28,200	.17	99
WOMEN 65+	37,600	.17	102
TEENS 12-17	66,700	.26	69

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	42,400	.14	106
MEN 18+	17,900	.14	100
MEN 12-24	6,700	.17	99
MEN 18-24	3,400	.16	100
MEN 25-34	3,700	.14	103
MEN 25-49	9,600	.14	99
MEN 35-44	4,100	.15	98
MEN 45-49	1,800	.14	98
MEN 50-54	1,400	.14	99
MEN 55-64	1,900	.13	105
MEN 65+	1,600	.13	113
WOMEN 18+	18,300	.13	114
WOMEN 12-24	5,800	.14	112
WOMEN 18-24	2,900	.14	114
WOMEN 25-34	3,700	.13	109
WOMEN 25-49	9,800	.13	104
WOMEN 35-44	4,300	.14	101
WOMEN 45-49	1,800	.12	108
WOMEN 50-54	1,400	.12	111
WOMEN 55-64	2,000	.11	114
WOMEN 65+	2,200	.11	118
TEENS 12-17	6,200	.16	102

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	169,700	.52	37
MEN 18+	75,800	.53	36
MEN 12-24	33,600	.58	36
MEN 18-24	19,600	.59	35
MEN 25-34	20,400	.52	37
MEN 25-49	40,700	.50	37
MEN 35-44	14,600	.48	37
MEN 45-49	5,700	.49	37
MEN 50-54	4,600	.51	37
MEN 55-64	6,100	.51	37
MEN 65+	4,800	.51	34
WOMEN 18+	67,600	.50	37
WOMEN 12-24	27,500	.56	36
WOMEN 18-24	15,200	.56	37
WOMEN 25-34	17,400	.52	36
WOMEN 25-49	36,500	.50	38
WOMEN 35-44	13,600	.48	38
WOMEN 45-49	5,500	.48	37
WOMEN 50-54	4,500	.47	37
WOMEN 55-64	6,100	.46	37
WOMEN 65+	5,300	.43	36
TEENS 12-17	26,300	.56	35

SUNBURY-SELINGSGROVE-LEWISBURG, PA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	168,000	.06	210
MEN 18+	76,300	.07	206
MEN 12-24	18,500	.06	220
MEN 18-24	10,600	.06	224
MEN 25-34	12,700	.06	215
MEN 25-49	35,200	.06	206
MEN 35-44	15,000	.06	201
MEN 45-49	7,500	.06	203
MEN 50-54	6,800	.06	205
MEN 55-64	10,600	.07	198
MEN 65+	13,100	.08	186
WOMEN 18+	76,500	.06	213
WOMEN 12-24	16,800	.06	232
WOMEN 18-24	9,500	.06	234
WOMEN 25-34	9,800	.05	240
WOMEN 25-49	29,900	.05	228
WOMEN 35-44	13,000	.05	219
WOMEN 45-49	7,100	.05	214
WOMEN 50-54	6,700	.06	213
WOMEN 55-64	10,700	.06	206
WOMEN 65+	19,700	.08	178
TEENS 12-17	15,200	.06	223

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	5,300	.01	226
MEN 18+	4,400	.03	194
MEN 12-24	1,200	.03	211
MEN 18-24	1,000	.04	182
MEN 25-34	1,800	.07	160
MEN 25-49	3,000	.04	176
MEN 35-44	800	.02	204
MEN 45-49	400	.03	194
MEN 50-54	300	.03	189
MEN 55-64	100		236
MEN 65+			260
WOMEN 18+	400		272
WOMEN 12-24	400	.01	241
WOMEN 18-24	100		262
WOMEN 25-34			285
WOMEN 25-49	200		272
WOMEN 35-44	100		258
WOMEN 45-49	100		226
WOMEN 50-54	100		220
WOMEN 55-64			267
WOMEN 65+			263
TEENS 12-17	500	.01	229

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	3,000		229
MEN 18+	2,100	.01	208
MEN 12-24	600	.01	234
MEN 18-24	400	.01	234
MEN 25-34	700	.01	192
MEN 25-49	1,400	.01	194
MEN 35-44	600	.02	179
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	500		266
WOMEN 12-24	300		254
WOMEN 18-24	100		267
WOMEN 25-34			285
WOMEN 25-49	300		257
WOMEN 35-44	300	.01	202
WOMEN 45-49			249
WOMEN 50-54			246
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	400		227

METRO MARKET POPULATION ESTIMATES

SUSSEX, NJ

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	129,500	.05	248	PERSONS 12+	2,000		261	PERSONS 12+	5,900	.01	193
MEN 18+	56,100	.05	250	MEN 18+	900		262	MEN 18+	2,400	.01	199
MEN 12-24	14,400	.05	255	MEN 12-24	300		268	MEN 12-24	1,000	.01	209
MEN 18-24	6,700	.04	270	MEN 18-24	100		279	MEN 18-24	500	.01	223
MEN 25-34	7,600	.03	271	MEN 25-34	200		261	MEN 25-34	400	.01	225
MEN 25-49	27,400	.05	239	MEN 25-49	500		263	MEN 25-49	1,300	.01	200
MEN 35-44	12,800	.05	220	MEN 35-44	200		257	MEN 35-44	600	.02	179
MEN 45-49	7,000	.06	213	MEN 45-49	100		244	MEN 45-49	300	.02	159
MEN 50-54	6,300	.06	215	MEN 50-54	100	.01	228	MEN 50-54	200	.02	159
MEN 55-64	9,200	.06	218	MEN 55-64	100		236	MEN 55-64	200	.01	174
MEN 65+	6,500	.04	268	MEN 65+	100		228	MEN 65+	200	.02	157
WOMEN 18+	58,200	.05	257	WOMEN 18+	800		254	WOMEN 18+	2,500	.01	183
WOMEN 12-24	13,600	.05	253	WOMEN 12-24	200		264	WOMEN 12-24	900	.01	196
WOMEN 18-24	6,100	.04	271	WOMEN 18-24	100		262	WOMEN 18-24	400	.01	213
WOMEN 25-34	7,800	.03	266	WOMEN 25-34	200		245	WOMEN 25-34	500	.01	196
WOMEN 25-49	28,200	.05	235	WOMEN 25-49	400		253	WOMEN 25-49	1,400	.01	179
WOMEN 35-44	13,300	.05	213	WOMEN 35-44	100		258	WOMEN 35-44	700	.02	155
WOMEN 45-49	7,100	.06	214	WOMEN 45-49	100		226	WOMEN 45-49	200	.01	169
WOMEN 50-54	6,300	.06	217	WOMEN 50-54	100		220	WOMEN 50-54	200	.02	157
WOMEN 55-64	9,100	.05	223	WOMEN 55-64	100		233	WOMEN 55-64	300	.02	154
WOMEN 65+	8,500	.03	274	WOMEN 65+	100		238	WOMEN 65+	200	.01	161
TEENS 12-17	15,200	.06	223	TEENS 12-17	300		249	TEENS 12-17	1,000	.02	179

SYRACUSE

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	556,200	.22	78	PERSONS 12+	40,800	.13	111	PERSONS 12+	13,400	.04	141
MEN 18+	236,400	.21	78	MEN 18+	15,700	.13	114	MEN 18+	5,500	.03	148
MEN 12-24	65,700	.23	77	MEN 12-24	6,600	.16	100	MEN 12-24	2,900	.05	140
MEN 18-24	35,800	.23	79	MEN 18-24	3,400	.16	100	MEN 18-24	1,600	.04	149
MEN 25-34	37,600	.18	92	MEN 25-34	3,200	.12	118	MEN 25-34	1,300	.03	158
MEN 25-49	109,600	.20	80	MEN 25-49	7,800	.12	119	MEN 25-49	2,800	.03	151
MEN 35-44	47,000	.21	78	MEN 35-44	3,200	.11	120	MEN 35-44	1,100	.03	141
MEN 45-49	25,000	.22	76	MEN 45-49	1,400	.11	119	MEN 45-49	400	.03	140
MEN 50-54	22,400	.22	77	MEN 50-54	1,400	.14	99	MEN 50-54	400	.04	129
MEN 55-64	32,600	.22	77	MEN 55-64	1,900	.13	105	MEN 55-64	400	.03	140
MEN 65+	36,000	.22	79	MEN 65+	1,200	.09	126	MEN 65+	300	.03	135
WOMEN 18+	261,200	.22	78	WOMEN 18+	18,600	.13	113	WOMEN 18+	5,400	.04	139
WOMEN 12-24	64,700	.24	75	WOMEN 12-24	7,300	.18	90	WOMEN 12-24	2,800	.05	131
WOMEN 18-24	36,000	.24	73	WOMEN 18-24	4,000	.19	93	WOMEN 18-24	1,600	.05	129
WOMEN 25-34	39,500	.20	86	WOMEN 25-34	3,800	.13	107	WOMEN 25-34	1,400	.04	138
WOMEN 25-49	114,500	.21	78	WOMEN 25-49	9,200	.12	112	WOMEN 25-49	2,700	.03	143
WOMEN 35-44	49,300	.22	76	WOMEN 35-44	3,700	.12	114	WOMEN 35-44	900	.03	144
WOMEN 45-49	25,700	.22	77	WOMEN 45-49	1,700	.12	114	WOMEN 45-49	400	.03	134
WOMEN 50-54	23,500	.22	76	WOMEN 50-54	1,500	.13	100	WOMEN 50-54	300	.03	141
WOMEN 55-64	35,400	.22	78	WOMEN 55-64	2,300	.13	103	WOMEN 55-64	400	.03	140
WOMEN 65+	51,800	.23	78	WOMEN 65+	1,600	.08	131	WOMEN 65+	400	.03	132
TEENS 12-17	58,600	.23	75	TEENS 12-17	6,500	.17	97	TEENS 12-17	2,500	.05	132

TALLAHASSEE

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	241,100	.09	163	PERSONS 12+	68,500	.22	74	PERSONS 12+	8,400	.02	168
MEN 18+	105,500	.09	165	MEN 18+	27,700	.22	73	MEN 18+	3,800	.02	175
MEN 12-24	33,600	.11	147	MEN 12-24	11,400	.28	69	MEN 12-24	2,000	.03	166
MEN 18-24	24,100	.15	113	MEN 18-24	8,200	.40	54	MEN 18-24	1,500	.04	154
MEN 25-34	21,900	.10	150	MEN 25-34	6,600	.26	71	MEN 25-34	1,000	.02	180
MEN 25-49	49,100	.09	165	MEN 25-49	13,300	.20	76	MEN 25-49	1,700	.02	183
MEN 35-44	18,000	.08	179	MEN 35-44	4,800	.17	87	MEN 35-44	600	.02	179
MEN 45-49	9,200	.08	182	MEN 45-49	1,900	.15	94	MEN 45-49	100		206
MEN 50-54	8,900	.08	174	MEN 50-54	1,600	.16	88	MEN 50-54	200	.02	159
MEN 55-64	12,800	.08	179	MEN 55-64	2,500	.17	88	MEN 55-64	100		199
MEN 65+	10,600	.06	212	MEN 65+	2,100	.17	91	MEN 65+	300	.03	135
WOMEN 18+	117,200	.10	161	WOMEN 18+	34,500	.24	72	WOMEN 18+	3,800	.02	160
WOMEN 12-24	36,700	.13	131	WOMEN 12-24	14,200	.36	63	WOMEN 12-24	1,700	.03	156
WOMEN 18-24	27,800	.19	95	WOMEN 18-24	11,100	.54	39	WOMEN 18-24	1,400	.05	136
WOMEN 25-34	21,800	.11	149	WOMEN 25-34	7,300	.26	70	WOMEN 25-34	900	.02	164
WOMEN 25-49	51,300	.09	160	WOMEN 25-49	15,200	.21	75	WOMEN 25-49	1,800	.02	162
WOMEN 35-44	19,100	.08	173	WOMEN 35-44	5,400	.17	85	WOMEN 35-44	700	.02	155
WOMEN 45-49	10,400	.09	172	WOMEN 45-49	2,500	.17	85	WOMEN 45-49	200	.01	169
WOMEN 50-54	9,700	.09	169	WOMEN 50-54	2,000	.17	85	WOMEN 50-54	200	.02	157
WOMEN 55-64	13,700	.08	178	WOMEN 55-64	3,100	.18	85	WOMEN 55-64	200	.01	169
WOMEN 65+	14,700	.06	215	WOMEN 65+	3,100	.16	96	WOMEN 65+	200	.01	161
TEENS 12-17	18,400	.07	197	TEENS 12-17	6,300	.16	101	TEENS 12-17	800	.01	192

METRO MARKET POPULATION ESTIMATES

TAMPA-ST. PETERSBURG-CLEARWATER

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	2,215,200	.88	21
MEN 18+	959,600	.88	19
MEN 12-24	207,100	.73	25
MEN 18-24	105,800	.68	26
MEN 25-34	146,800	.72	25
MEN 35-49	425,900	.79	23
MEN 35-44	184,700	.83	22
MEN 45-49	94,400	.85	22
MEN 50-54	85,100	.85	23
MEN 55-64	137,100	.94	18
MEN 65+	205,700	1.30	9
WOMEN 18+	1,058,500	.91	19
WOMEN 12-24	198,700	.74	25
WOMEN 18-24	102,900	.71	26
WOMEN 25-34	147,900	.75	23
WOMEN 35-49	433,200	.81	22
WOMEN 35-44	187,000	.83	22
WOMEN 45-49	98,300	.86	22
WOMEN 50-54	91,100	.87	22
WOMEN 55-64	154,000	.97	18
WOMEN 65+	277,300	1.25	9
TEENS 12-17	197,100	.77	23

TERRE HAUTE

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	175,800	.07	202
MEN 18+	78,400	.07	202
MEN 12-24	21,300	.07	205
MEN 18-24	12,900	.08	193
MEN 25-34	14,000	.06	202
MEN 35-49	36,000	.06	203
MEN 35-44	14,400	.06	206
MEN 45-49	7,600	.06	200
MEN 50-54	7,000	.07	203
MEN 55-64	10,400	.07	202
MEN 65+	12,100	.07	193
WOMEN 18+	81,000	.06	202
WOMEN 12-24	19,100	.07	215
WOMEN 18-24	11,100	.07	215
WOMEN 25-34	12,200	.06	212
WOMEN 35-49	33,000	.06	210
WOMEN 35-44	13,400	.05	211
WOMEN 45-49	7,400	.06	206
WOMEN 50-54	6,900	.06	208
WOMEN 55-64	11,000	.06	198
WOMEN 65+	19,000	.06	182
TEENS 12-17	16,400	.06	209

TEXARKANA, TX-AR

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	112,400	.04	262
MEN 18+	50,200	.04	259
MEN 12-24	13,200	.04	265
MEN 18-24	7,500	.04	261
MEN 25-34	9,700	.04	245
MEN 35-49	24,200	.04	255
MEN 35-44	9,700	.04	254
MEN 45-49	4,800	.04	259
MEN 50-54	4,400	.04	262
MEN 55-64	6,800	.04	259
MEN 65+	7,300	.04	258
WOMEN 18+	51,100	.04	263
WOMEN 12-24	11,600	.04	267
WOMEN 18-24	6,200	.04	270
WOMEN 25-34	8,100	.04	260
WOMEN 35-49	21,900	.04	262
WOMEN 35-44	9,000	.04	263
WOMEN 45-49	4,800	.04	262
WOMEN 50-54	4,600	.04	261
WOMEN 55-64	7,500	.04	254
WOMEN 65+	10,900	.04	256
TEENS 12-17	11,100	.04	256

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	233,200	.78	23
MEN 18+	90,600	.75	23
MEN 12-24	32,300	.82	20
MEN 18-24	14,900	.74	21
MEN 25-34	17,800	.70	27
MEN 35-49	48,100	.74	23
MEN 35-44	20,500	.75	22
MEN 45-49	9,800	.79	23
MEN 50-54	7,200	.73	25
MEN 55-64	11,600	.82	21
MEN 65+	8,800	.72	22
WOMEN 18+	108,300	.77	23
WOMEN 12-24	34,300	.87	19
WOMEN 18-24	17,400	.85	19
WOMEN 25-34	21,000	.76	26
WOMEN 35-49	55,600	.77	23
WOMEN 35-44	23,800	.79	23
WOMEN 45-49	10,800	.77	23
WOMEN 50-54	8,700	.75	24
WOMEN 55-64	12,900	.75	25
WOMEN 65+	13,700	.71	25
TEENS 12-17	34,300	.90	19

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,000	.02	210
MEN 18+	4,300	.03	198
MEN 12-24	1,400	.03	201
MEN 18-24	1,100	.05	178
MEN 25-34	1,300	.05	175
MEN 35-49	2,400	.03	193
MEN 35-44	900	.03	196
MEN 45-49	200	.01	219
MEN 50-54	200	.02	207
MEN 55-64	200	.01	214
MEN 65+	400	.03	180
WOMEN 18+	2,100	.01	223
WOMEN 12-24	800	.02	218
WOMEN 18-24	500	.02	216
WOMEN 25-34	400	.01	217
WOMEN 35-49	1,000	.01	221
WOMEN 35-44	400	.01	221
WOMEN 45-49	200	.01	209
WOMEN 50-54	100	.01	220
WOMEN 55-64	200	.01	216
WOMEN 65+	300	.01	211
TEENS 12-17	600	.01	218

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	258,600	.79	26
MEN 18+	112,100	.78	24
MEN 12-24	41,000	.71	30
MEN 18-24	22,700	.68	31
MEN 25-34	24,800	.64	31
MEN 35-49	57,100	.71	27
MEN 35-44	22,800	.76	27
MEN 45-49	9,500	.82	23
MEN 50-54	7,900	.88	22
MEN 55-64	12,100	1.03	19
MEN 65+	12,300	1.32	14
WOMEN 18+	112,300	.83	24
WOMEN 12-24	34,400	.70	31
WOMEN 18-24	18,500	.69	30
WOMEN 25-34	22,700	.68	28
WOMEN 35-49	54,900	.75	26
WOMEN 35-44	22,200	.79	26
WOMEN 45-49	10,000	.87	22
WOMEN 50-54	8,600	.91	21
WOMEN 55-64	14,000	1.06	19
WOMEN 65+	16,300	1.33	14
TEENS 12-17	34,200	.73	28

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,600	.01	265
MEN 18+	900	.01	256
MEN 12-24	500	.01	240
MEN 18-24	300	.01	243
MEN 25-34	100	.01	273
MEN 35-49	400	.01	257
MEN 35-44	100	.01	257
MEN 45-49	200	.01	177
MEN 50-54	200	.01	250
MEN 55-64	200	.02	255
MEN 65+	200	.02	157
WOMEN 18+	500	.01	266
WOMEN 12-24	200	.01	267
WOMEN 18-24	200	.01	243
WOMEN 25-34	100	.01	266
WOMEN 35-49	200	.01	278
WOMEN 35-44	100	.01	253
WOMEN 45-49	200	.01	249
WOMEN 50-54	100	.01	190
WOMEN 55-64	200	.01	256
WOMEN 65+	200	.01	237
TEENS 12-17	200	.01	259

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

TOLEDO

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	518,500	.20	84	PERSONS 12+	64,200	.21	77	PERSONS 12+	21,500	.06	121
MEN 18+	220,400	.20	85	MEN 18+	24,700	.20	82	MEN 18+	8,900	.06	128
MEN 12-24	61,200	.21	83	MEN 12-24	8,700	.22	80	MEN 12-24	4,000	.06	128
MEN 18-24	33,900	.22	86	MEN 18-24	4,200	.20	85	MEN 18-24	2,100	.06	136
MEN 25-34	40,600	.20	87	MEN 25-34	5,200	.20	79	MEN 25-34	2,200	.05	130
MEN 25-49	104,700	.19	86	MEN 25-49	12,400	.19	83	MEN 25-49	4,700	.05	127
MEN 35-44	41,600	.18	89	MEN 35-44	4,900	.18	85	MEN 35-44	1,700	.05	125
MEN 45-49	22,500	.20	79	MEN 45-49	2,300	.18	85	MEN 45-49	800	.06	111
MEN 50-54	20,800	.20	79	MEN 50-54	2,200	.22	76	MEN 50-54	700	.07	108
MEN 55-64	29,600	.20	83	MEN 55-64	3,100	.22	77	MEN 55-64	700	.05	114
MEN 65+	31,400	.19	86	MEN 65+	2,800	.23	77	MEN 65+	700	.07	96
WOMEN 18+	244,300	.21	82	WOMEN 18+	30,400	.21	78	WOMEN 18+	8,800	.06	120
WOMEN 12-24	61,400	.22	79	WOMEN 12-24	9,600	.24	76	WOMEN 12-24	4,000	.08	116
WOMEN 18-24	34,900	.24	78	WOMEN 18-24	5,000	.24	77	WOMEN 18-24	2,100	.07	119
WOMEN 25-34	41,600	.21	82	WOMEN 25-34	6,200	.22	75	WOMEN 25-34	2,200	.06	119
WOMEN 25-49	108,800	.20	85	WOMEN 25-49	15,200	.21	75	WOMEN 25-49	4,600	.06	121
WOMEN 35-44	43,700	.19	85	WOMEN 35-44	6,200	.20	75	WOMEN 35-44	1,700	.06	117
WOMEN 45-49	23,500	.20	82	WOMEN 45-49	2,800	.20	79	WOMEN 45-49	700	.06	116
WOMEN 50-54	22,000	.21	81	WOMEN 50-54	2,400	.20	77	WOMEN 50-54	600	.06	115
WOMEN 55-64	31,700	.20	86	WOMEN 55-64	3,900	.22	75	WOMEN 55-64	800	.06	110
WOMEN 65+	46,900	.21	85	WOMEN 65+	3,900	.20	83	WOMEN 65+	700	.05	99
TEENS 12-17	53,800	.21	81	TEENS 12-17	9,100	.23	75	TEENS 12-17	3,800	.08	112

TOPEKA

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	191,300	.07	194	PERSONS 12+	13,800	.04	173	PERSONS 12+	11,500	.03	150
MEN 18+	82,200	.07	195	MEN 18+	5,900	.04	173	MEN 18+	5,100	.03	156
MEN 12-24	20,800	.07	208	MEN 12-24	1,900	.04	178	MEN 12-24	2,400	.04	155
MEN 18-24	10,600	.06	224	MEN 18-24	1,000	.04	182	MEN 18-24	1,400	.04	161
MEN 25-34	13,400	.06	209	MEN 25-34	1,100	.04	185	MEN 25-34	1,100	.02	172
MEN 25-49	37,400	.07	200	MEN 25-49	3,000	.04	176	MEN 25-49	2,500	.03	161
MEN 35-44	15,400	.06	197	MEN 35-44	1,400	.05	168	MEN 35-44	1,000	.03	148
MEN 45-49	8,600	.07	189	MEN 45-49	500	.04	179	MEN 45-49	400	.03	140
MEN 50-54	8,200	.08	185	MEN 50-54	500	.05	159	MEN 50-54	300	.03	139
MEN 55-64	12,200	.08	184	MEN 55-64	600	.04	168	MEN 55-64	500	.04	128
MEN 65+	13,800	.08	180	MEN 65+	800	.06	145	MEN 65+	400	.04	125
WOMEN 18+	89,300	.07	192	WOMEN 18+	6,100	.04	169	WOMEN 18+	4,700	.03	146
WOMEN 12-24	19,800	.07	209	WOMEN 12-24	1,800	.04	175	WOMEN 12-24	1,900	.03	149
WOMEN 18-24	10,200	.07	221	WOMEN 18-24	900	.04	182	WOMEN 18-24	1,200	.04	147
WOMEN 25-34	13,800	.07	199	WOMEN 25-34	1,300	.04	163	WOMEN 25-34	1,200	.03	147
WOMEN 25-49	39,100	.07	194	WOMEN 25-49	3,100	.04	167	WOMEN 25-49	2,300	.03	150
WOMEN 35-44	16,300	.07	192	WOMEN 35-44	1,200	.03	168	WOMEN 35-44	700	.02	155
WOMEN 45-49	9,000	.07	190	WOMEN 45-49	600	.04	162	WOMEN 45-49	400	.03	134
WOMEN 50-54	8,400	.08	187	WOMEN 50-54	400	.03	174	WOMEN 50-54	300	.03	141
WOMEN 55-64	12,800	.08	186	WOMEN 55-64	800	.04	155	WOMEN 55-64	400	.03	140
WOMEN 65+	18,800	.08	184	WOMEN 65+	900	.04	160	WOMEN 65+	500	.04	116
TEENS 12-17	19,800	.07	187	TEENS 12-17	1,800	.04	171	TEENS 12-17	1,700	.03	151

TRAVERSE CITY-PETOSKEY, MI

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	193,300	.07	192	PERSONS 12+	1,700	.01	267	PERSONS 12+	2,600	.01	234
MEN 18+	84,800	.07	190	MEN 18+	1,000	.01	260	MEN 18+	1,000	.01	246
MEN 12-24	20,500	.07	210	MEN 12-24	400	.01	260	MEN 12-24	800	.01	223
MEN 18-24	10,400	.06	228	MEN 18-24	300	.01	249	MEN 18-24	300	.01	243
MEN 25-34	12,800	.06	214	MEN 25-34	400	.01	239	MEN 25-34	100	.02	273
MEN 25-49	38,000	.07	196	MEN 25-49	500	.01	263	MEN 25-49	300	.02	271
MEN 35-44	15,800	.07	193	MEN 35-44	100	.01	271	MEN 35-44	200	.02	233
MEN 45-49	9,400	.08	178	MEN 45-49	100	.01	277	MEN 45-49	200	.02	257
MEN 50-54	8,600	.08	180	MEN 50-54	100	.01	228	MEN 50-54	100	.01	187
MEN 55-64	12,800	.08	179	MEN 55-64	100	.01	236	MEN 55-64	100	.01	199
MEN 65+	15,000	.09	171	MEN 65+	100	.01	260	MEN 65+	200	.02	157
WOMEN 18+	88,600	.07	193	WOMEN 18+	500	.01	268	WOMEN 18+	1,100	.02	226
WOMEN 12-24	19,400	.07	211	WOMEN 12-24	300	.01	249	WOMEN 12-24	400	.02	235
WOMEN 18-24	9,600	.06	231	WOMEN 18-24	200	.01	243	WOMEN 18-24	400	.01	213
WOMEN 25-34	12,400	.06	210	WOMEN 25-34	200	.01	245	WOMEN 25-34	400	.01	209
WOMEN 25-49	37,800	.07	197	WOMEN 25-49	200	.01	272	WOMEN 25-49	600	.02	224
WOMEN 35-44	15,800	.07	195	WOMEN 35-44	200	.01	284	WOMEN 35-44	200	.02	224
WOMEN 45-49	9,600	.08	178	WOMEN 45-49	100	.01	261	WOMEN 45-49	200	.02	249
WOMEN 50-54	8,600	.08	183	WOMEN 50-54	100	.01	220	WOMEN 50-54	100	.01	190
WOMEN 55-64	13,200	.08	180	WOMEN 55-64	100	.01	267	WOMEN 55-64	100	.01	256
WOMEN 65+	19,400	.08	180	WOMEN 65+	100	.01	263	WOMEN 65+	100	.01	237
TEENS 12-17	19,900	.07	186	TEENS 12-17	200	.01	264	TEENS 12-17	500	.01	216

METRO MARKET POPULATION ESTIMATES

TYLER-LONGVIEW

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	292,400	.11	147	PERSONS 12+	53,100	.17	89	PERSONS 12+	32,700	.10	99
MEN 18+	124,600	.11	149	MEN 18+	20,900	.17	93	MEN 18+	15,300	.10	99
MEN 12-24	34,700	.12	145	MEN 12-24	7,000	.17	94	MEN 12-24	7,600	.13	91
MEN 18-24	18,900	.12	150	MEN 18-24	3,600	.17	93	MEN 18-24	4,600	.13	89
MEN 25-34	22,000	.10	149	MEN 25-34	3,900	.15	96	MEN 25-34	4,700	.12	87
MEN 25-49	57,200	.10	153	MEN 25-49	10,400	.16	94	MEN 25-49	8,700	.10	93
MEN 35-44	23,200	.10	155	MEN 35-44	4,200	.15	97	MEN 35-44	3,000	.10	95
MEN 45-49	12,000	.10	151	MEN 45-49	2,300	.18	85	MEN 45-49	1,000	.08	103
MEN 50-54	11,200	.11	146	MEN 50-54	1,700	.17	86	MEN 50-54	700	.07	108
MEN 55-64	16,800	.11	148	MEN 55-64	2,500	.17	88	MEN 55-64	800	.06	110
MEN 65+	20,500	.13	133	MEN 65+	2,700	.22	81	MEN 65+	500	.05	112
WOMEN 18+	137,000	.11	147	WOMEN 18+	25,600	.18	88	WOMEN 18+	11,800	.08	106
WOMEN 12-24	33,000	.12	145	WOMEN 12-24	7,300	.18	90	WOMEN 12-24	6,000	.12	90
WOMEN 18-24	18,000	.12	146	WOMEN 18-24	4,100	.20	91	WOMEN 18-24	3,400	.12	93
WOMEN 25-34	22,400	.11	144	WOMEN 25-34	4,700	.17	93	WOMEN 25-34	3,500	.10	94
WOMEN 25-49	58,900	.11	152	WOMEN 25-49	12,100	.16	89	WOMEN 25-49	6,500	.08	101
WOMEN 35-44	23,700	.10	154	WOMEN 35-44	4,900	.16	92	WOMEN 35-44	2,200	.07	103
WOMEN 45-49	12,800	.11	148	WOMEN 45-49	2,500	.17	85	WOMEN 45-49	800	.07	109
WOMEN 50-54	11,800	.11	145	WOMEN 50-54	1,900	.16	87	WOMEN 50-54	700	.07	105
WOMEN 55-64	18,700	.11	146	WOMEN 55-64	3,000	.17	86	WOMEN 55-64	700	.05	114
WOMEN 65+	29,600	.13	130	WOMEN 65+	4,500	.23	74	WOMEN 65+	500	.04	116
TEENS 12-17	30,800	.12	142	TEENS 12-17	6,600	.17	95	TEENS 12-17	5,600	.11	90

UTICA-ROME

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	257,500	.10	158	PERSONS 12+	12,800	.04	177	PERSONS 12+	8,600	.02	166
MEN 18+	113,900	.10	157	MEN 18+	7,200	.05	163	MEN 18+	5,100	.03	156
MEN 12-24	26,800	.10	165	MEN 12-24	2,500	.06	165	MEN 12-24	1,900	.03	171
MEN 18-24	16,000	.10	170	MEN 18-24	1,700	.08	153	MEN 18-24	1,300	.03	167
MEN 25-34	18,400	.09	167	MEN 25-34	1,900	.07	151	MEN 25-34	1,600	.04	143
MEN 25-49	51,700	.09	160	MEN 25-49	4,200	.06	159	MEN 25-49	3,200	.04	143
MEN 35-44	22,100	.09	157	MEN 35-44	1,800	.06	156	MEN 35-44	1,200	.04	138
MEN 45-49	11,200	.10	159	MEN 45-49	500	.04	179	MEN 45-49	400	.03	140
MEN 50-54	10,300	.10	160	MEN 50-54	400	.04	170	MEN 50-54	200	.02	159
MEN 55-64	15,900	.10	152	MEN 55-64	500	.03	182	MEN 55-64	300	.02	151
MEN 65+	20,000	.12	136	MEN 65+	400	.03	180	MEN 65+	100	.01	186
WOMEN 18+	118,700	.10	160	WOMEN 18+	4,100	.02	194	WOMEN 18+	2,300	.01	185
WOMEN 12-24	26,300	.09	170	WOMEN 12-24	1,700	.04	180	WOMEN 12-24	1,200	.02	177
WOMEN 18-24	14,200	.09	178	WOMEN 18-24	1,000	.04	174	WOMEN 18-24	600	.02	181
WOMEN 25-34	16,100	.08	180	WOMEN 25-34	700	.02	197	WOMEN 25-34	600	.01	183
WOMEN 25-49	47,700	.08	168	WOMEN 25-49	1,800	.02	198	WOMEN 25-49	1,100	.01	191
WOMEN 35-44	20,600	.09	165	WOMEN 35-44	700	.02	198	WOMEN 35-44	400	.01	188
WOMEN 45-49	11,000	.09	164	WOMEN 45-49	400	.02	187	WOMEN 45-49	100	.02	201
WOMEN 50-54	10,600	.10	160	WOMEN 50-54	400	.03	174	WOMEN 50-54	200	.02	157
WOMEN 55-64	16,700	.10	157	WOMEN 55-64	400	.02	194	WOMEN 55-64	200	.01	169
WOMEN 65+	29,500	.13	131	WOMEN 65+	500	.02	188	WOMEN 65+	200	.01	161
TEENS 12-17	24,900	.09	160	TEENS 12-17	1,500	.03	182	TEENS 12-17	1,200	.02	170

VALDOSTA, GA

ALL				BLACK				HISPANIC			
	POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK		POPULATION	PCT OF US	MET. RANK
PERSONS 12+	102,700	.04	268	PERSONS 12+	31,200	.10	131	PERSONS 12+	3,200		226
MEN 18+	45,600	.04	267	MEN 18+	12,500	.10	134	MEN 18+	1,800	.01	219
MEN 12-24	13,700	.04	261	MEN 12-24	4,700	.11	128	MEN 12-24	1,000	.01	209
MEN 18-24	8,500	.05	248	MEN 18-24	2,600	.12	124	MEN 18-24	800	.02	194
MEN 25-34	10,200	.05	241	MEN 25-34	2,800	.11	126	MEN 25-34	600	.01	202
MEN 25-49	23,300	.04	259	MEN 25-49	6,700	.10	132	MEN 25-49	900	.01	219
MEN 35-44	9,100	.04	263	MEN 35-44	2,800	.10	129	MEN 35-44	200		233
MEN 45-49	4,000	.03	275	MEN 45-49	1,100	.08	135	MEN 45-49	100		206
MEN 50-54	3,700	.03	276	MEN 50-54	900	.09	131	MEN 50-54	100	.01	187
MEN 55-64	4,900	.03	281	MEN 55-64	1,100	.07	139	MEN 55-64			255
MEN 65+	5,200	.03	282	MEN 65+	1,200	.09	126	MEN 65+			249
WOMEN 18+	46,800	.04	273	WOMEN 18+	14,700	.10	129	WOMEN 18+	800		247
WOMEN 12-24	13,200	.04	255	WOMEN 12-24	4,800	.12	126	WOMEN 12-24	600	.01	216
WOMEN 18-24	8,100	.05	245	WOMEN 18-24	2,900	.14	114	WOMEN 18-24	200		243
WOMEN 25-34	8,900	.04	249	WOMEN 25-34	3,000	.10	126	WOMEN 25-34	200		235
WOMEN 25-49	21,700	.04	263	WOMEN 25-49	7,400	.10	130	WOMEN 25-49	500		231
WOMEN 35-44	8,700	.03	265	WOMEN 35-44	2,900	.09	131	WOMEN 35-44	300	.01	202
WOMEN 45-49	4,100	.03	276	WOMEN 45-49	1,500	.10	124	WOMEN 45-49			249
WOMEN 50-54	3,600	.03	279	WOMEN 50-54	800	.06	142	WOMEN 50-54			246
WOMEN 55-64	5,700	.03	276	WOMEN 55-64	1,500	.08	131	WOMEN 55-64	100		203
WOMEN 65+	7,700	.03	282	WOMEN 65+	2,100	.10	120	WOMEN 65+			237
TEENS 12-17	10,300	.04	262	TEENS 12-17	4,000	.10	132	TEENS 12-17	600	.01	208

Metro Market Population Estimates



METRO MARKET POPULATION ESTIMATES

WASHINGTON, DC

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,114,900	1.64	8	PERSONS 12+	1,071,500	3.59	3	PERSONS 12+	443,600	1.37	14
MEN 18+	1,779,000	1.63	8	MEN 18+	431,200	3.57	3	MEN 18+	199,200	1.39	13
MEN 12-24	427,200	1.50	8	MEN 12-24	113,900	2.89	4	MEN 12-24	80,700	1.39	13
MEN 18-24	219,300	1.42	9	MEN 18-24	55,000	2.74	4	MEN 18-24	48,500	1.46	14
MEN 25-34	346,700	1.72	8	MEN 25-34	88,400	3.50	4	MEN 25-34	59,200	1.53	13
MEN 35-44	408,300	1.83	7	MEN 35-44	107,000	3.95	4	MEN 35-44	120,000	1.50	13
MEN 45-49	192,000	1.73	8	MEN 45-49	47,100	3.84	3	MEN 45-49	45,600	1.52	13
MEN 50-54	168,600	1.70	8	MEN 50-54	37,800	3.86	3	MEN 50-54	15,200	1.32	14
MEN 55-64	246,800	1.69	7	MEN 55-64	54,900	3.92	3	MEN 50-54	10,600	1.18	15
MEN 65+	197,300	1.25	12	MEN 65+	41,000	3.37	3	MEN 55-64	12,700	1.08	18
WOMEN 18+	1,929,300	1.66	7	WOMEN 18+	523,000	3.74	3	MEN 65+	7,400	.79	23
WOMEN 12-24	407,000	1.51	8	WOMEN 12-24	118,900	3.03	4	WOMEN 18+	184,400	1.37	14
WOMEN 18-24	208,300	1.44	9	WOMEN 18-24	60,500	2.96	4	WOMEN 12-24	62,200	1.27	14
WOMEN 25-34	357,800	1.82	7	WOMEN 25-34	106,000	3.84	4	WOMEN 18-24	34,400	1.28	13
WOMEN 35-44	994,300	1.86	6	WOMEN 25-49	285,400	3.98	4	WOMEN 25-34	48,000	1.44	13
WOMEN 45-49	430,300	1.92	6	WOMEN 35-44	124,300	4.13	4	WOMEN 25-49	106,700	1.46	14
WOMEN 50-54	206,200	1.81	7	WOMEN 45-49	55,100	3.94	3	WOMEN 35-44	43,200	1.54	14
WOMEN 55-64	186,200	1.79	7	WOMEN 50-54	46,100	4.02	3	WOMEN 45-49	15,500	1.36	14
WOMEN 65+	271,300	1.23	11	WOMEN 55-64	67,800	3.97	3	WOMEN 50-54	12,800	1.36	14
TEENS 12-17	406,600	1.60	9	WOMEN 65+	63,200	3.30	4	WOMEN 55-64	17,800	1.35	14
				TEENS 12-17	117,300	3.08	4	WOMEN 65+	12,700	1.04	18
								TEENS 12-17	60,000	1.28	14

WATERLOO-CEDAR FALLS

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	128,600	.05	252	PERSONS 12+	8,800	.02	200	PERSONS 12+	2,100	.01	249
MEN 18+	55,300	.05	252	MEN 18+	3,400	.02	213	MEN 18+	1,000	.01	246
MEN 12-24	15,900	.05	246	MEN 12-24	1,400	.03	201	MEN 12-24	400	.01	252
MEN 18-24	10,200	.06	230	MEN 18-24	800	.03	205	MEN 18-24	300	.01	243
MEN 25-34	9,500	.04	250	MEN 25-34	700	.02	218	MEN 25-34	400	.01	225
MEN 35-44	23,600	.04	258	MEN 25-49	1,600	.02	218	MEN 25-49	500	.01	245
MEN 45-49	9,000	.04	264	MEN 35-44	600	.02	220	MEN 35-44	100	.01	257
MEN 50-54	5,100	.04	252	MEN 45-49	300	.02	205	MEN 45-49			257
MEN 55-64	5,200	.05	243	MEN 50-54	300	.03	189	MEN 50-54	100	.01	187
MEN 65+	7,600	.05	244	MEN 55-64	400	.02	195	MEN 55-64			255
WOMEN 18+	8,700	.05	241	MEN 65+	300	.02	197	MEN 65+	100	.01	186
WOMEN 12-24	62,200	.05	242	WOMEN 18+	4,300	.03	191	WOMEN 18+	900	.01	240
WOMEN 18-24	17,200	.06	227	WOMEN 12-24	1,500	.03	188	WOMEN 12-24	400	.01	235
WOMEN 18-24	11,800	.08	207	WOMEN 18-24	1,000	.04	174	WOMEN 18-24	300	.01	227
WOMEN 25-34	9,500	.04	243	WOMEN 25-34	900	.03	183	WOMEN 25-34	300	.01	223
WOMEN 25-49	24,000	.04	255	WOMEN 25-49	2,000	.02	194	WOMEN 25-49	400	.01	241
WOMEN 35-44	9,200	.04	259	WOMEN 35-44	700	.02	198	WOMEN 35-44	100	.01	253
WOMEN 45-49	5,300	.04	255	WOMEN 45-49	400	.02	187	WOMEN 45-49			249
WOMEN 50-54	5,400	.05	242	WOMEN 50-54	300	.02	188	WOMEN 50-54	100	.01	190
WOMEN 55-64	8,000	.05	244	WOMEN 55-64	500	.02	184	WOMEN 55-64			256
WOMEN 65+	13,000	.05	233	WOMEN 65+	500	.02	188	WOMEN 65+	100	.01	181
TEENS 12-17	11,100	.04	256	TEENS 12-17	1,100	.02	201	TEENS 12-17	200	.01	259

WATERTOWN, NY

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	96,300	.03	277	PERSONS 12+	10,600	.03	190	PERSONS 12+	7,300	.02	179
MEN 18+	45,100	.04	269	MEN 18+	6,600	.05	166	MEN 18+	4,300	.03	164
MEN 12-24	13,500	.04	263	MEN 12-24	2,900	.07	158	MEN 12-24	2,000	.03	166
MEN 18-24	8,500	.05	248	MEN 18-24	2,200	.10	133	MEN 18-24	1,600	.04	149
MEN 25-34	9,500	.04	250	MEN 25-34	2,300	.09	144	MEN 25-34	1,400	.03	151
MEN 35-44	22,700	.04	264	MEN 25-49	4,100	.06	161	MEN 25-49	2,400	.03	163
MEN 45-49	9,300	.04	260	MEN 35-44	1,500	.05	163	MEN 35-44	800	.02	161
MEN 50-54	3,900	.03	277	MEN 45-49	300	.02	205	MEN 45-49	200	.01	177
MEN 55-64	3,400	.03	280	MEN 50-54	100	.01	228	MEN 50-54	100	.01	187
MEN 65+	4,900	.03	281	MEN 55-64	100	.01	236	MEN 55-64	100	.01	199
WOMEN 18+	5,600	.03	279	MEN 65+	100	.01	228	MEN 65+	100	.01	186
WOMEN 12-24	41,500	.03	281	WOMEN 18+	2,800	.02	210	WOMEN 18+	2,200	.01	191
WOMEN 18-24	10,000	.03	282	WOMEN 12-24	1,300	.03	196	WOMEN 12-24	1,200	.02	177
WOMEN 18-24	5,300	.03	283	WOMEN 18-24	800	.03	188	WOMEN 18-24	800	.02	172
WOMEN 25-34	7,600	.03	268	WOMEN 25-34	1,000	.03	179	WOMEN 25-34	700	.02	176
WOMEN 25-49	19,800	.03	272	WOMEN 25-49	1,700	.02	201	WOMEN 25-49	1,200	.01	188
WOMEN 35-44	8,300	.03	272	WOMEN 35-44	600	.02	205	WOMEN 35-44	400	.01	188
WOMEN 45-49	3,900	.03	280	WOMEN 45-49	100	.01	226	WOMEN 45-49	100	.01	201
WOMEN 50-54	3,300	.03	283	WOMEN 50-54	100	.01	220	WOMEN 50-54			246
WOMEN 55-64	5,100	.03	284	WOMEN 55-64	100	.01	233	WOMEN 55-64	100	.01	203
WOMEN 65+	8,000	.03	280	WOMEN 65+	100	.01	238	WOMEN 65+	100	.01	181
TEENS 12-17	9,700	.03	271	TEENS 12-17	1,200	.03	193	TEENS 12-17	800	.01	192

METRO MARKET POPULATION ESTIMATES

WAUSAU-STVNS PT, WI (CNTRL WI)

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	232,500	.09	168	PERSONS 12+	900	.01	284	PERSONS 12+	2,100	.01	249
MEN 18+	102,300	.09	169	MEN 18+	500	.01	283	MEN 18+	900	.01	256
MEN 12-24	27,300	.09	171	MEN 12-24	100	.01	287	MEN 12-24	600	.01	234
MEN 18-24	15,000	.09	176	MEN 18-24	100	.01	279	MEN 18-24	300	.01	243
MEN 25-34	16,700	.08	180	MEN 25-34	300	.01	251	MEN 25-34	300	.01	235
MEN 25-49	47,700	.08	170	MEN 25-49	300	.01	277	MEN 25-49	400	.01	257
MEN 35-44	20,300	.09	167	MEN 35-44			290	MEN 35-44			285
MEN 45-49	10,700	.09	164	MEN 45-49			277	MEN 45-49	100	.01	206
MEN 50-54	10,100	.10	163	MEN 50-54			271	MEN 50-54			250
MEN 55-64	14,100	.09	169	MEN 55-64			274	MEN 55-64	100	.01	199
MEN 65+	15,400	.09	169	MEN 65+	100	.01	228	MEN 65+	100	.01	186
WOMEN 18+	106,300	.09	169	WOMEN 18+	300	.01	281	WOMEN 18+	900	.01	240
WOMEN 12-24	26,500	.09	168	WOMEN 12-24	100	.01	281	WOMEN 12-24	400	.01	235
WOMEN 18-24	14,900	.10	175	WOMEN 18-24			285	WOMEN 18-24	400	.01	213
WOMEN 25-34	15,700	.08	182	WOMEN 25-34	200	.01	245	WOMEN 25-34	200	.01	235
WOMEN 25-49	46,300	.08	172	WOMEN 25-49	300	.01	262	WOMEN 25-49	400	.01	241
WOMEN 35-44	19,800	.08	170	WOMEN 35-44	100	.01	258	WOMEN 35-44			286
WOMEN 45-49	10,800	.09	165	WOMEN 45-49			261	WOMEN 45-49	200	.01	169
WOMEN 50-54	9,600	.09	170	WOMEN 50-54			261	WOMEN 50-54	100	.01	190
WOMEN 55-64	14,300	.09	173	WOMEN 55-64			267	WOMEN 55-64			256
WOMEN 65+	21,200	.09	173	WOMEN 65+			263	WOMEN 65+			237
TEENS 12-17	23,900	.09	164	TEENS 12-17	100	.01	282	TEENS 12-17	300	.01	242

WEST PALM BEACH-BOCA RATON

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	1,074,800	.42	47	PERSONS 12+	153,300	.51	41	PERSONS 12+	160,200	.49	39
MEN 18+	468,000	.42	46	MEN 18+	60,600	.50	43	MEN 18+	71,900	.50	38
MEN 12-24	95,900	.33	57	MEN 12-24	22,900	.58	38	MEN 12-24	27,700	.48	38
MEN 18-24	48,200	.31	62	MEN 18-24	10,400	.51	41	MEN 18-24	16,100	.48	40
MEN 25-34	65,700	.32	56	MEN 25-34	11,800	.46	44	MEN 25-34	17,200	.44	39
MEN 25-49	197,100	.36	52	MEN 25-49	33,300	.51	41	MEN 25-49	38,700	.48	38
MEN 35-44	86,600	.38	51	MEN 35-44	14,700	.54	39	MEN 35-44	15,200	.50	36
MEN 45-49	44,800	.40	51	MEN 45-49	6,800	.55	37	MEN 45-49	6,300	.54	34
MEN 50-54	39,200	.39	52	MEN 50-54	5,200	.53	38	MEN 50-54	4,900	.54	34
MEN 55-64	61,200	.42	48	MEN 55-64	6,900	.49	41	MEN 55-64	6,800	.57	33
MEN 65+	122,300	.77	24	MEN 65+	4,800	.39	52	MEN 65+	5,400	.58	30
WOMEN 18+	513,600	.44	46	WOMEN 18+	67,500	.48	42	WOMEN 18+	66,900	.49	38
WOMEN 12-24	90,800	.33	57	WOMEN 12-24	24,300	.62	33	WOMEN 12-24	21,600	.44	41
WOMEN 18-24	45,300	.31	63	WOMEN 18-24	11,600	.56	37	WOMEN 18-24	11,800	.44	41
WOMEN 25-34	63,500	.32	58	WOMEN 25-34	13,000	.47	44	WOMEN 25-34	14,100	.42	41
WOMEN 25-49	196,800	.36	55	WOMEN 25-49	35,800	.50	42	WOMEN 25-49	34,900	.48	40
WOMEN 35-44	87,800	.39	51	WOMEN 35-44	15,900	.52	39	WOMEN 35-44	14,500	.51	37
WOMEN 45-49	45,500	.39	52	WOMEN 45-49	6,900	.49	41	WOMEN 45-49	6,300	.55	36
WOMEN 50-54	41,200	.39	53	WOMEN 50-54	5,500	.48	40	WOMEN 50-54	5,000	.53	35
WOMEN 55-64	69,800	.44	44	WOMEN 55-64	7,200	.42	47	WOMEN 55-64	7,500	.57	31
WOMEN 65+	160,500	.72	24	WOMEN 65+	7,400	.38	48	WOMEN 65+	7,700	.63	28
TEENS 12-17	93,200	.36	55	TEENS 12-17	25,200	.66	31	TEENS 12-17	21,400	.45	41

WHEELING

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	130,700	.05	245	PERSONS 12+	4,300	.01	232	PERSONS 12+	700	.01	287
MEN 18+	56,700	.05	249	MEN 18+	2,500	.02	225	MEN 18+	400	.01	279
MEN 12-24	13,700	.04	261	MEN 12-24	1,100	.02	215	MEN 12-24	100	.01	289
MEN 18-24	7,600	.04	260	MEN 18-24	800	.03	205	MEN 18-24	100	.01	275
MEN 25-34	8,400	.04	260	MEN 25-34	600	.02	225	MEN 25-34	100	.01	273
MEN 25-49	24,100	.04	256	MEN 25-49	1,200	.01	231	MEN 25-49	200	.01	278
MEN 35-44	9,900	.04	251	MEN 35-44	400	.01	231	MEN 35-44	100	.01	257
MEN 45-49	5,800	.05	238	MEN 45-49	200	.01	219	MEN 45-49			257
MEN 50-54	5,900	.05	226	MEN 50-54	300	.03	189	MEN 50-54			250
MEN 55-64	8,500	.05	225	MEN 55-64			274	MEN 55-64			255
MEN 65+	10,600	.06	212	MEN 65+	200	.01	218	MEN 65+	100	.01	186
WOMEN 18+	62,300	.05	241	WOMEN 18+	1,300	.01	234	WOMEN 18+	300	.01	285
WOMEN 12-24	12,400	.04	264	WOMEN 12-24	300	.01	249	WOMEN 12-24			294
WOMEN 18-24	6,800	.04	260	WOMEN 18-24	100	.01	262	WOMEN 18-24			289
WOMEN 25-34	7,900	.04	263	WOMEN 25-34	200	.01	245	WOMEN 25-34			285
WOMEN 25-49	24,000	.04	255	WOMEN 25-49	600	.01	232	WOMEN 25-49	300	.01	257
WOMEN 35-44	10,100	.04	250	WOMEN 35-44	400	.01	221	WOMEN 35-44	200	.01	224
WOMEN 45-49	6,000	.05	237	WOMEN 45-49			261	WOMEN 45-49	100	.01	201
WOMEN 50-54	6,000	.05	226	WOMEN 50-54	200	.01	203	WOMEN 50-54			246
WOMEN 55-64	8,900	.05	231	WOMEN 55-64	200	.01	216	WOMEN 55-64			256
WOMEN 65+	16,600	.07	197	WOMEN 65+	200	.01	221	WOMEN 65+			237
TEENS 12-17	11,700	.04	251	TEENS 12-17	500	.01	229	TEENS 12-17			289

METRO MARKET POPULATION ESTIMATES

WILLIAMSPORT, PA

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	102,000	.04	271	PERSONS 12+	4,000	.01	233	PERSONS 12+	500		292
MEN 18+	44,900	.04	271	MEN 18+	1,800	.01	236	MEN 18+	200		290
MEN 12-24	11,600	.04	276	MEN 12-24	600	.01	243	MEN 12-24	100		289
MEN 18-24	6,800	.04	268	MEN 18-24	400	.02	238	MEN 18-24	100		275
MEN 25-34	7,000	.03	278	MEN 25-34	500	.01	231	MEN 25-34	100		290
MEN 25-49	19,500	.03	277	MEN 25-49	1,100	.01	232	MEN 25-49	100		288
MEN 35-44	8,000	.03	275	MEN 35-44	400	.01	231	MEN 35-44	100		257
MEN 45-49	4,500	.04	267	MEN 45-49	200	.01	219	MEN 45-49			257
MEN 50-54	4,300	.04	263	MEN 50-54	100	.01	228	MEN 50-54			250
MEN 55-64	6,300	.04	264	MEN 55-64	100		236	MEN 55-64			255
MEN 65+	8,000	.05	251	MEN 65+	100		228	MEN 65+			249
WOMEN 18+	47,600	.04	269	WOMEN 18+	1,700	.01	228	WOMEN 18+	200		290
WOMEN 12-24	10,500	.03	276	WOMEN 12-24	600	.01	227	WOMEN 12-24	100		278
WOMEN 18-24	5,800	.04	276	WOMEN 18-24	300	.01	229	WOMEN 18-24			289
WOMEN 25-34	6,600	.03	276	WOMEN 25-34	400	.01	217	WOMEN 25-34	100		266
WOMEN 25-49	19,600	.03	273	WOMEN 25-49	1,100	.01	217	WOMEN 25-49	100		291
WOMEN 35-44	8,300	.03	272	WOMEN 35-44	500	.01	212	WOMEN 35-44			286
WOMEN 45-49	4,700	.04	263	WOMEN 45-49	200	.01	209	WOMEN 45-49			249
WOMEN 50-54	4,300	.04	268	WOMEN 50-54			261	WOMEN 50-54	100	.01	190
WOMEN 55-64	6,600	.04	264	WOMEN 55-64	200	.01	216	WOMEN 55-64			256
WOMEN 65+	11,300	.05	248	WOMEN 65+	100		238	WOMEN 65+			237
TEENS 12-17	9,500	.03	273	TEENS 12-17	500	.01	229	TEENS 12-17	100		277

WILMINGTON, DE

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	577,700	.23	74	PERSONS 12+	98,700	.33	63	PERSONS 12+	27,600	.08	110
MEN 18+	249,900	.22	76	MEN 18+	39,900	.33	63	MEN 18+	12,700	.08	111
MEN 12-24	63,100	.22	80	MEN 12-24	12,300	.31	65	MEN 12-24	5,800	.10	111
MEN 18-24	34,200	.22	83	MEN 18-24	6,300	.31	66	MEN 18-24	3,600	.10	110
MEN 25-34	45,100	.22	74	MEN 25-34	8,300	.32	63	MEN 25-34	3,700	.09	104
MEN 25-49	124,700	.23	73	MEN 25-49	21,700	.33	62	MEN 25-49	7,000	.08	107
MEN 35-44	53,600	.24	71	MEN 35-44	9,300	.34	57	MEN 35-44	2,400	.08	110
MEN 45-49	26,000	.23	74	MEN 45-49	4,100	.33	61	MEN 45-49	900	.07	107
MEN 50-54	22,900	.23	76	MEN 50-54	3,400	.34	59	MEN 50-54	700	.07	108
MEN 55-64	33,800	.23	75	MEN 55-64	4,900	.35	59	MEN 55-64	800	.06	110
MEN 65+	34,300	.21	81	MEN 65+	3,600	.29	63	MEN 65+	600	.06	102
WOMEN 18+	271,800	.23	75	WOMEN 18+	47,400	.33	61	WOMEN 18+	10,800	.08	108
WOMEN 12-24	60,900	.22	80	WOMEN 12-24	12,100	.30	67	WOMEN 12-24	4,600	.09	109
WOMEN 18-24	33,800	.23	82	WOMEN 18-24	6,700	.32	66	WOMEN 18-24	2,700	.10	108
WOMEN 25-34	46,100	.23	71	WOMEN 25-34	9,500	.34	61	WOMEN 25-34	3,000	.09	104
WOMEN 25-49	129,200	.24	71	WOMEN 25-49	25,500	.35	60	WOMEN 25-49	5,900	.08	106
WOMEN 35-44	55,600	.24	69	WOMEN 35-44	10,900	.36	57	WOMEN 35-44	2,000	.07	107
WOMEN 45-49	27,500	.24	73	WOMEN 45-49	5,100	.36	55	WOMEN 45-49	900	.07	106
WOMEN 50-54	24,600	.23	74	WOMEN 50-54	4,000	.34	57	WOMEN 50-54	700	.07	105
WOMEN 55-64	36,400	.23	75	WOMEN 55-64	5,600	.32	59	WOMEN 55-64	1,000	.07	98
WOMEN 65+	47,800	.21	84	WOMEN 65+	5,600	.29	63	WOMEN 65+	500	.04	116
TEENS 12-17	56,000	.22	79	TEENS 12-17	11,400	.29	65	TEENS 12-17	4,100	.08	109

WILMINGTON, NC

ALL	POPULATION	PCT OF US	MET. RANK	BLACK	POPULATION	PCT OF US	MET. RANK	HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	221,600	.08	176	PERSONS 12+	31,600	.10	130	PERSONS 12+	5,300	.01	197
MEN 18+	97,700	.08	175	MEN 18+	12,300	.10	135	MEN 18+	2,900	.02	193
MEN 12-24	21,400	.07	202	MEN 12-24	3,400	.08	149	MEN 12-24	1,400	.02	187
MEN 18-24	12,300	.08	203	MEN 18-24	1,600	.07	162	MEN 18-24	1,000	.03	183
MEN 25-34	18,500	.09	165	MEN 25-34	2,500	.09	135	MEN 25-34	1,100	.02	172
MEN 25-49	45,400	.08	175	MEN 25-49	6,400	.09	136	MEN 25-49	1,600	.02	189
MEN 35-44	18,100	.08	178	MEN 35-44	2,700	.09	133	MEN 35-44	300	.01	210
MEN 45-49	8,800	.07	188	MEN 45-49	1,200	.09	131	MEN 45-49	200	.01	177
MEN 50-54	8,400	.08	183	MEN 50-54	1,100	.11	122	MEN 50-54	100	.01	187
MEN 55-64	14,800	.10	164	MEN 55-64	1,500	.10	125	MEN 55-64			255
MEN 65+	16,800	.10	157	MEN 65+	1,700	.13	109	MEN 65+	200	.02	157
WOMEN 18+	106,100	.09	171	WOMEN 18+	15,600	.11	126	WOMEN 18+	1,800	.01	204
WOMEN 12-24	21,500	.08	193	WOMEN 12-24	3,900	.09	137	WOMEN 12-24	700	.01	209
WOMEN 18-24	12,800	.08	189	WOMEN 18-24	2,000	.09	139	WOMEN 18-24	500	.01	195
WOMEN 25-34	17,900	.09	163	WOMEN 25-34	3,000	.10	126	WOMEN 25-34	600	.01	183
WOMEN 25-49	45,800	.08	174	WOMEN 25-49	7,500	.10	128	WOMEN 25-49	1,000	.01	200
WOMEN 35-44	18,400	.08	177	WOMEN 35-44	3,000	.09	129	WOMEN 35-44	300	.01	202
WOMEN 45-49	9,500	.08	181	WOMEN 45-49	1,500	.10	124	WOMEN 45-49	100		201
WOMEN 50-54	9,400	.09	172	WOMEN 50-54	1,300	.11	119	WOMEN 50-54			246
WOMEN 55-64	16,800	.10	156	WOMEN 55-64	1,900	.11	118	WOMEN 55-64	200	.01	169
WOMEN 65+	21,300	.09	170	WOMEN 65+	2,900	.15	100	WOMEN 65+	100		181
TEENS 12-17	17,800	.07	198	TEENS 12-17	3,700	.09	138	TEENS 12-17	600	.01	208

METRO MARKET POPULATION ESTIMATES

WINCHESTER, VA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	151,900	.06	227
MEN 18+	66,900	.06	225
MEN 12-24	16,000	.05	245
MEN 18-24	8,400	.05	251
MEN 25-34	11,000	.05	236
MEN 25-49	32,200	.06	219
MEN 35-44	13,900	.06	209
MEN 45-49	7,300	.06	207
MEN 50-54	6,100	.06	220
MEN 55-64	9,800	.06	214
MEN 65+	10,400	.06	219
WOMEN 18+	70,300	.06	227
WOMEN 12-24	15,000	.05	247
WOMEN 18-24	7,900	.05	247
WOMEN 25-34	11,000	.05	228
WOMEN 25-49	32,000	.06	219
WOMEN 35-44	13,900	.06	209
WOMEN 45-49	7,100	.06	214
WOMEN 50-54	6,200	.05	222
WOMEN 55-64	10,100	.06	217
WOMEN 65+	14,100	.06	220
TEENS 12-17	14,700	.05	225

WORCESTER

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	417,200	.16	107
MEN 18+	180,900	.16	106
MEN 12-24	45,400	.16	110
MEN 18-24	23,700	.15	117
MEN 25-34	30,500	.15	112
MEN 25-49	90,500	.16	97
MEN 35-44	39,900	.17	93
MEN 45-49	20,100	.18	97
MEN 50-54	17,300	.17	103
MEN 55-64	24,200	.16	112
MEN 65+	25,200	.16	110
WOMEN 18+	194,500	.16	107
WOMEN 12-24	43,000	.16	110
WOMEN 18-24	22,900	.15	112
WOMEN 25-34	31,300	.16	107
WOMEN 25-49	91,800	.17	96
WOMEN 35-44	40,400	.18	92
WOMEN 45-49	20,100	.17	99
WOMEN 50-54	17,600	.16	110
WOMEN 55-64	25,000	.15	116
WOMEN 65+	37,200	.16	103
TEENS 12-17	41,800	.16	105

YAKIMA, WA

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	183,000	.07	200
MEN 18+	79,000	.07	199
MEN 12-24	24,700	.08	183
MEN 18-24	12,700	.08	198
MEN 25-34	15,200	.07	189
MEN 25-49	38,400	.07	194
MEN 35-44	15,600	.07	196
MEN 45-49	7,600	.06	200
MEN 50-54	6,800	.06	205
MEN 55-64	10,200	.07	205
MEN 65+	10,900	.06	209
WOMEN 18+	80,700	.06	204
WOMEN 12-24	22,600	.08	186
WOMEN 18-24	11,300	.07	212
WOMEN 25-34	14,400	.07	191
WOMEN 25-49	37,200	.06	198
WOMEN 35-44	15,200	.06	199
WOMEN 45-49	7,600	.06	202
WOMEN 50-54	7,000	.06	205
WOMEN 55-64	10,500	.06	211
WOMEN 65+	14,700	.06	215
TEENS 12-17	23,300	.09	167

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,000	.02	210
MEN 18+	3,200	.02	218
MEN 12-24	1,000	.02	221
MEN 18-24	600	.02	220
MEN 25-34	500	.01	231
MEN 25-49	1,600	.02	218
MEN 35-44	800	.02	204
MEN 45-49	300	.02	205
MEN 50-54	300	.03	189
MEN 55-64	400	.02	195
MEN 65+	300	.02	197
WOMEN 18+	3,100	.02	205
WOMEN 12-24	600	.01	227
WOMEN 18-24	300	.01	229
WOMEN 25-34	500	.02	203
WOMEN 25-49	1,700	.02	201
WOMEN 35-44	700	.02	198
WOMEN 45-49	400	.02	187
WOMEN 50-54	100		220
WOMEN 55-64	600	.03	172
WOMEN 65+	400	.02	200
TEENS 12-17	700	.01	216

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	16,800	.05	159
MEN 18+	7,800	.06	159
MEN 12-24	3,100	.07	152
MEN 18-24	1,800	.08	148
MEN 25-34	1,900	.07	151
MEN 25-49	4,600	.07	155
MEN 35-44	2,000	.07	148
MEN 45-49	700	.05	157
MEN 50-54	500	.05	159
MEN 55-64	500	.03	182
MEN 65+	400	.03	180
WOMEN 18+	6,600	.04	164
WOMEN 12-24	2,600	.06	157
WOMEN 18-24	1,500	.07	154
WOMEN 25-34	1,500	.05	160
WOMEN 25-49	3,600	.05	158
WOMEN 35-44	1,500	.04	156
WOMEN 45-49	600	.04	162
WOMEN 50-54	500	.04	156
WOMEN 55-64	500	.02	184
WOMEN 65+	500	.02	188
TEENS 12-17	2,400	.06	156

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	4,700	.01	205
MEN 18+	2,600	.01	198
MEN 12-24	1,300	.02	190
MEN 18-24	1,000	.03	183
MEN 25-34	600	.01	202
MEN 25-49	1,300	.01	200
MEN 35-44	600	.02	179
MEN 45-49	100		206
MEN 50-54	100	.01	187
MEN 55-64	100		199
MEN 65+	100	.01	186
WOMEN 18+	1,600	.01	212
WOMEN 12-24	700	.01	209
WOMEN 18-24	500	.01	195
WOMEN 25-34	500	.01	196
WOMEN 25-49	900	.01	205
WOMEN 35-44	300	.01	202
WOMEN 45-49	100		201
WOMEN 50-54	100	.01	190
WOMEN 55-64	100		203
WOMEN 65+			237
TEENS 12-17	500	.01	216

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	29,500	.09	105
MEN 18+	12,000	.08	113
MEN 12-24	5,800	.10	111
MEN 18-24	3,200	.09	117
MEN 25-34	3,100	.08	117
MEN 25-49	6,600	.08	110
MEN 35-44	2,500	.08	107
MEN 45-49	1,000	.08	103
MEN 50-54	800	.08	97
MEN 55-64	900	.07	105
MEN 65+	500	.05	112
WOMEN 18+	12,500	.09	100
WOMEN 12-24	5,500	.11	97
WOMEN 18-24	3,100	.11	98
WOMEN 25-34	3,100	.09	100
WOMEN 25-49	6,900	.09	97
WOMEN 35-44	2,800	.10	88
WOMEN 45-49	1,000	.08	93
WOMEN 50-54	900	.09	86
WOMEN 55-64	1,000	.07	98
WOMEN 65+	600	.04	107
TEENS 12-17	5,000	.10	97

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	62,800	.19	61
MEN 18+	27,300	.19	61
MEN 12-24	13,500	.23	57
MEN 18-24	7,400	.22	60
MEN 25-34	7,700	.19	60
MEN 25-49	15,100	.18	60
MEN 35-44	5,400	.18	61
MEN 45-49	2,000	.17	64
MEN 50-54	1,500	.16	64
MEN 55-64	2,000	.17	62
MEN 65+	1,300	.13	62
WOMEN 18+	23,900	.17	64
WOMEN 12-24	11,700	.23	58
WOMEN 18-24	6,200	.23	59
WOMEN 25-34	6,800	.20	61
WOMEN 25-49	13,200	.18	61
WOMEN 35-44	4,600	.16	63
WOMEN 45-49	1,800	.15	65
WOMEN 50-54	1,400	.14	66
WOMEN 55-64	1,700	.12	69
WOMEN 65+	1,400	.11	74
TEENS 12-17	11,600	.24	55

Metro Market Population Estimates

METRO MARKET POPULATION ESTIMATES

YORK

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	428,300	.17	103
MEN 18+	187,200	.17	102
MEN 12-24	45,200	.15	113
MEN 18-24	23,300	.15	121
MEN 25-34	29,100	.14	118
MEN 25-49	88,100	.16	105
MEN 35-44	38,500	.17	98
MEN 45-49	20,500	.18	96
MEN 50-54	18,400	.18	94
MEN 55-64	27,600	.18	91
MEN 65+	29,800	.18	89
WOMEN 18+	198,600	.17	104
WOMEN 12-24	42,800	.15	111
WOMEN 18-24	22,200	.15	120
WOMEN 25-34	29,300	.14	113
WOMEN 25-49	89,200	.16	104
WOMEN 35-44	39,200	.17	98
WOMEN 45-49	20,700	.18	98
WOMEN 50-54	18,700	.18	98
WOMEN 55-64	28,200	.17	99
WOMEN 65+	40,300	.18	96
TEENS 12-17	42,500	.16	104

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	13,800	.04	173
MEN 18+	5,900	.04	173
MEN 12-24	2,100	.05	172
MEN 18-24	1,100	.05	178
MEN 25-34	1,200	.04	178
MEN 25-49	3,200	.04	172
MEN 35-44	1,300	.04	171
MEN 45-49	700	.05	157
MEN 50-54	400	.04	170
MEN 55-64	800	.05	153
MEN 65+	400	.03	180
WOMEN 18+	5,800	.04	174
WOMEN 12-24	2,000	.05	167
WOMEN 18-24	900	.04	182
WOMEN 25-34	1,200	.04	165
WOMEN 25-49	3,100	.04	167
WOMEN 35-44	1,200	.03	168
WOMEN 45-49	700	.05	152
WOMEN 50-54	400	.03	174
WOMEN 55-64	700	.04	162
WOMEN 65+	700	.03	171
TEENS 12-17	2,100	.05	161

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	12,500	.03	148
MEN 18+	5,600	.03	146
MEN 12-24	2,900	.05	140
MEN 18-24	1,800	.05	139
MEN 25-34	1,300	.03	158
MEN 25-49	2,800	.03	151
MEN 35-44	1,000	.03	148
MEN 45-49	500	.04	132
MEN 50-54	400	.04	129
MEN 55-64	300	.02	151
MEN 65+	300	.03	135
WOMEN 18+	4,700	.03	146
WOMEN 12-24	2,400	.04	139
WOMEN 18-24	1,300	.04	142
WOMEN 25-34	1,200	.03	147
WOMEN 25-49	2,600	.03	145
WOMEN 35-44	1,000	.03	139
WOMEN 45-49	400	.03	134
WOMEN 50-54	200	.02	157
WOMEN 55-64	400	.03	140
WOMEN 65+	200	.01	161
TEENS 12-17	2,200	.04	139

YOUNGSTOWN-WARREN

ALL	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	400,300	.15	118
MEN 18+	171,100	.15	118
MEN 12-24	41,200	.14	124
MEN 18-24	21,500	.14	128
MEN 25-34	26,700	.13	126
MEN 25-49	74,900	.14	126
MEN 35-44	30,700	.13	127
MEN 45-49	17,500	.15	116
MEN 50-54	16,900	.17	105
MEN 55-64	25,300	.17	106
MEN 65+	32,500	.20	85
WOMEN 18+	190,500	.16	111
WOMEN 12-24	39,400	.14	125
WOMEN 18-24	20,400	.14	127
WOMEN 25-34	26,200	.13	126
WOMEN 25-49	76,400	.14	124
WOMEN 35-44	31,700	.14	123
WOMEN 45-49	18,500	.16	113
WOMEN 50-54	18,000	.17	106
WOMEN 55-64	27,600	.17	102
WOMEN 65+	48,100	.21	83
TEENS 12-17	38,700	.15	119

BLACK	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	46,500	.15	97
MEN 18+	18,900	.15	96
MEN 12-24	6,600	.16	100
MEN 18-24	3,500	.17	95
MEN 25-34	3,500	.13	111
MEN 25-49	9,000	.13	107
MEN 35-44	3,600	.13	109
MEN 45-49	1,900	.15	94
MEN 50-54	1,500	.15	92
MEN 55-64	2,400	.17	92
MEN 65+	2,500	.20	86
WOMEN 18+	21,500	.15	96
WOMEN 12-24	6,300	.16	107
WOMEN 18-24	3,300	.16	105
WOMEN 25-34	3,500	.12	113
WOMEN 25-49	9,600	.13	107
WOMEN 35-44	3,900	.12	108
WOMEN 45-49	2,200	.15	90
WOMEN 50-54	1,900	.16	87
WOMEN 55-64	2,900	.17	89
WOMEN 65+	3,800	.19	87
TEENS 12-17	6,100	.16	105

HISPANIC	POPULATION	PCT OF US	MET. RANK
PERSONS 12+	7,300	.02	179
MEN 18+	3,000	.02	190
MEN 12-24	1,300	.02	190
MEN 18-24	700	.02	197
MEN 25-34	500	.01	213
MEN 25-49	1,400	.01	194
MEN 35-44	700	.02	169
MEN 45-49	200	.01	177
MEN 50-54	200	.02	159
MEN 55-64	300	.02	151
MEN 65+	400	.04	125
WOMEN 18+	3,000	.02	173
WOMEN 12-24	1,300	.02	169
WOMEN 18-24	600	.02	181
WOMEN 25-34	700	.02	176
WOMEN 25-49	1,500	.02	174
WOMEN 35-44	600	.02	168
WOMEN 45-49	200	.01	169
WOMEN 50-54	300	.03	141
WOMEN 55-64	200	.01	169
WOMEN 65+	400	.03	132
TEENS 12-17	1,300	.02	165

METRO MARKET POPULATION ESTIMATES

UNDUPLICATED METRO TOTAL

ALL	POPULATION
PERSONS 12+	201,538,900
MEN 18+	87,529,700
MEN 12-24	22,659,200
MEN 18-24	12,216,100
MEN 25-34	16,544,200
MEN 25-49	43,747,300
MEN 35-44	18,274,400
MEN 45-49	8,928,700
MEN 50-54	7,938,200
MEN 55-64	11,503,000
MEN 65+	12,125,100
WOMEN 18+	93,634,500
WOMEN 12-24	21,524,300
WOMEN 18-24	11,592,700
WOMEN 25-34	16,239,200
WOMEN 25-49	44,002,600
WOMEN 35-44	18,496,500
WOMEN 45-49	9,266,900
WOMEN 50-54	8,392,200
WOMEN 55-64	12,524,900
WOMEN 65+	17,122,100
TEENS 12-17	20,374,700

BLACK	POPULATION
PERSONS 12+	25,735,900
MEN 18+	10,282,600
MEN 12-24	3,307,900
MEN 18-24	1,653,500
MEN 25-34	2,152,500
MEN 25-49	5,553,300
MEN 35-44	2,342,600
MEN 45-49	1,058,200
MEN 50-54	847,700
MEN 55-64	1,215,700
MEN 65+	1,012,400
WOMEN 18+	12,171,900
WOMEN 12-24	3,376,500
WOMEN 18-24	1,749,500
WOMEN 25-34	2,436,400
WOMEN 25-49	6,316,200
WOMEN 35-44	2,654,600
WOMEN 45-49	1,225,200
WOMEN 50-54	1,006,300
WOMEN 55-64	1,491,900
WOMEN 65+	1,608,000
TEENS 12-17	3,281,400

HISPANIC	POPULATION
PERSONS 12+	28,971,400
MEN 18+	12,727,100
MEN 12-24	5,061,500
MEN 18-24	2,889,500
MEN 25-34	3,449,000
MEN 25-49	7,178,200
MEN 35-44	2,701,400
MEN 45-49	1,027,800
MEN 50-54	801,300
MEN 55-64	1,051,700
MEN 65+	806,400
WOMEN 18+	12,110,600
WOMEN 12-24	4,332,300
WOMEN 18-24	2,370,600
WOMEN 25-34	3,012,800
WOMEN 25-49	6,593,000
WOMEN 35-44	2,547,400
WOMEN 45-49	1,032,800
WOMEN 50-54	851,600
WOMEN 55-64	1,191,600
WOMEN 65+	1,103,800
TEENS 12-17	4,133,700

UNDUPLICATED TSA TOTAL

ALL	POPULATION
PERSONS 12+	244,176,900
MEN 18+	106,312,800
MEN 12-24	27,617,200
MEN 18-24	14,942,700
MEN 25-34	19,676,600
MEN 25-49	52,215,700
MEN 35-44	21,765,700
MEN 45-49	10,773,400
MEN 50-54	9,656,700
MEN 55-64	14,194,000
MEN 65+	15,303,700
WOMEN 18+	113,156,400
WOMEN 12-24	26,105,400
WOMEN 18-24	14,072,200
WOMEN 25-34	19,145,600
WOMEN 25-49	52,184,000
WOMEN 35-44	21,918,000
WOMEN 45-49	11,120,400
WOMEN 50-54	10,125,500
WOMEN 55-64	15,346,500
WOMEN 65+	21,428,200
TEENS 12-17	24,707,700

BLACK	POPULATION
PERSONS 12+	29,607,800
MEN 18+	11,955,900
MEN 12-24	3,898,500
MEN 18-24	1,983,700
MEN 25-34	2,500,000
MEN 25-49	6,405,000
MEN 35-44	2,688,400
MEN 45-49	1,216,600
MEN 50-54	970,800
MEN 55-64	1,389,800
MEN 65+	1,206,600
WOMEN 18+	13,873,400
WOMEN 12-24	3,886,500
WOMEN 18-24	2,022,800
WOMEN 25-34	2,736,800
WOMEN 25-49	7,115,400
WOMEN 35-44	2,988,900
WOMEN 45-49	1,389,700
WOMEN 50-54	1,139,100
WOMEN 55-64	1,693,700
WOMEN 65+	1,902,400
TEENS 12-17	3,778,500

HISPANIC	POPULATION
PERSONS 12+	31,858,100
MEN 18+	14,070,200
MEN 12-24	5,669,700
MEN 18-24	3,250,200
MEN 25-34	3,797,100
MEN 25-49	7,874,600
MEN 35-44	2,950,000
MEN 45-49	1,127,500
MEN 50-54	879,100
MEN 55-64	1,155,000
MEN 65+	911,300
WOMEN 18+	13,200,400
WOMEN 12-24	4,795,300
WOMEN 18-24	2,627,300
WOMEN 25-34	3,275,400
WOMEN 25-49	7,154,500
WOMEN 35-44	2,756,500
WOMEN 45-49	1,122,600
WOMEN 50-54	923,700
WOMEN 55-64	1,293,600
WOMEN 65+	1,201,300
TEENS 12-17	4,587,500

TOTAL UNITED STATES AND PUERTO RICO

ALL	POPULATION
PERSONS 12+	250,277,600
MEN 18+	108,991,000
MEN 12-24	28,347,600
MEN 18-24	15,340,200
MEN 25-34	20,125,700
MEN 25-49	53,419,300
MEN 35-44	22,250,300
MEN 45-49	11,043,300
MEN 50-54	9,910,600
MEN 55-64	14,572,500
MEN 65+	15,748,400
WOMEN 18+	115,934,600
WOMEN 12-24	26,788,700
WOMEN 18-24	14,444,100
WOMEN 25-34	19,563,100
WOMEN 25-49	53,353,300
WOMEN 35-44	22,398,900
WOMEN 45-49	11,391,300
WOMEN 50-54	10,379,000
WOMEN 55-64	15,735,000
WOMEN 65+	22,023,200
TEENS 12-17	25,352,000

BLACK	POPULATION
PERSONS 12+	29,823,100
MEN 18+	12,055,700
MEN 12-24	3,935,200
MEN 18-24	2,004,800
MEN 25-34	2,524,400
MEN 25-49	6,458,100
MEN 35-44	2,708,000
MEN 45-49	1,225,700
MEN 50-54	977,700
MEN 55-64	1,398,800
MEN 65+	1,216,300
WOMEN 18+	13,960,100
WOMEN 12-24	3,915,900
WOMEN 18-24	2,039,000
WOMEN 25-34	2,753,900
WOMEN 25-49	7,157,500
WOMEN 35-44	3,005,800
WOMEN 45-49	1,397,800
WOMEN 50-54	1,145,500
WOMEN 55-64	1,703,600
WOMEN 65+	1,914,500
TEENS 12-17	3,807,300

HISPANIC	POPULATION
PERSONS 12+	32,372,500
MEN 18+	14,300,300
MEN 12-24	5,767,900
MEN 18-24	3,306,400
MEN 25-34	3,855,200
MEN 25-49	7,996,000
MEN 35-44	2,994,900
MEN 45-49	1,145,900
MEN 50-54	893,600
MEN 55-64	1,174,400
MEN 65+	929,900
WOMEN 18+	13,402,500
WOMEN 12-24	4,880,800
WOMEN 18-24	2,672,600
WOMEN 25-34	3,323,200
WOMEN 25-49	7,260,500
WOMEN 35-44	2,797,700
WOMEN 45-49	1,139,600
WOMEN 50-54	939,100
WOMEN 55-64	1,311,200
WOMEN 65+	1,219,100
TEENS 12-17	4,669,700

Metro Markets Ranked by Demographic Category

Metro Rank, Demographic
Population and Percent of U.S.
for Metro Markets

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 12-24				US TOTAL					
				55,136,300					
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	3,034,100	5.50	86	HARRISBURG-LEBANON-CARLISLE	112,900	.20	
	2	LOS ANGELES	2,430,600	4.40	87	LITTLE ROCK	111,400	.20	
	3	CHICAGO	1,673,700	3.03	88	DES MOINES	111,300	.20	
	4	SAN FRANCISCO	1,126,500	2.04	89	CHARLESTON, SC	111,000	.20	
	5	DALLAS-FORT WORTH	1,065,200	1.93	90	COLORADO SPRINGS	110,400	.20	
	6	HOUSTON-GALVESTON	1,011,700	1.83	91	COLUMBIA, SC	110,200	.19	
	7	PHILADELPHIA	928,200	1.68	92	MODESTO	107,400	.19	
	8	WASHINGTON, DC	834,200	1.51	92	SPOKANE	107,400	.19	
	9	ATLANTA	816,100	1.48	94	WICHITA	106,000	.19	
	10	DETROIT	814,000	1.47	95	LAFAYETTE, LA	105,800	.19	
	11	PUERTO RICO	772,400	1.40	96	MADISON	104,700	.18	
	12	BOSTON	765,200	1.38	97	MOBILE	103,600	.18	
	13	MIAMI-FORT LAUDERDALE-HOLLYWOOD	692,300	1.25	98	LANSING-EAST LANSING	102,400	.18	
	14	SEATTLE-TACOMA	658,500	1.19	99	OXNARD-VENTURA	102,100	.18	
	15	PHOENIX	639,000	1.15	100	FT. WAYNE	97,200	.17	
	16	MINNEAPOLIS-ST. PAUL	568,400	1.03	101	AUGUSTA, GA	95,900	.17	
	17	SAN DIEGO	568,000	1.03	102	BOISE	95,400	.17	
	18	ST. LOUIS	487,500	.88	103	LEXINGTON-FAYETTE	95,000	.17	
*	19	NASSAU-SUFFOLK (LONG ISLAND)	478,500	.86	104	FAYETTEVILLE, NC	92,100	.16	
	20	BALTIMORE	476,100	.86	105	LANCASTER	91,500	.16	
	21	DENVER-BOULDER	452,600	.82	106	LAKELAND-WINTER HAVEN	91,100	.16	
	22	RIVERSIDE-SAN BERNARDINO	443,200	.80	107	FT. COLLINS-GREELEY, CO	90,900	.16	
	23	SALT LAKE CITY-OGDEN-PROVO	427,500	.77	108	JACKSON, MS	90,300	.16	
	24	PORTLAND, OR	410,000	.74	109	PENSACOLA	89,200	.16	
	25	TAMPA-ST. PETERSBURG-CLEARWATER	405,800	.73	110	NEW HAVEN	88,900	.16	
	26	SACRAMENTO	398,800	.72	111	WORCESTER	88,400	.16	
	27	PITTSBURGH, PA	383,600	.69	112	YORK	88,000	.15	
	28	CINCINNATI	376,900	.68	113	DAYTONA BEACH	86,800	.15	
	29	CLEVELAND	371,700	.67	114	SARASOTA-BRADENTON	86,400	.15	
	30	SAN ANTONIO	370,300	.67	115	PORTSMOUTH-DOVER-ROCHESTER	86,100	.15	
	31	KANSAS CITY	327,700	.59	116	HUNTSVILLE	86,000	.15	
	32	NORFOLK-VIRGINIA BEACH-NWPT NEWS	317,900	.57	* 117	SANTA ROSA	85,900	.15	
	33	MILWAUKEE-RACINE	313,600	.56	118	CHATTANOOGA	85,700	.15	
	34	COLUMBUS, OH	302,800	.54	119	VICTOR VALLEY	85,300	.15	
	35	ORLANDO	296,400	.53	120	MELBOURNE-TITUSVILLE-COCOA	84,300	.15	
	36	PROVIDENCE-WARWICK-PAWTUCKET	290,700	.52	121	JOHNSON CITY-KINGSPOINT-BRISTOL	83,000	.15	
	37	CHARLOTTE-GASTONIA-ROCK HILL	286,400	.51	122	ROANOKE-LYNCHBURG	81,900	.14	
	38	LAS VEGAS	282,000	.51	123	FLINT	81,600	.14	
	39	INDIANAPOLIS	279,800	.50	124	BRIDGEPORT	81,000	.14	
*	40	SAN JOSE	279,000	.50	125	YOUNGSTOWN-WARREN	80,600	.14	
	41	AUSTIN	274,400	.49	* 126	MORRISTOWN, NJ	77,800	.14	
*	42	MIDDLESEX-SOMERSET-UNION	270,700	.49	127	RENO	77,000	.13	
	43	RALEIGH-DURHAM	244,300	.44	128	CORPUS CHRISTI	76,600	.13	
	44	NEW ORLEANS	243,400	.44	129	ANN ARBOR	75,900	.13	
	45	MEMPHIS	239,500	.43	130	SHREVEPORT	75,600	.13	
	46	NASHVILLE	236,200	.42	131	SAGINAW-BAY CITY-MIDLAND	74,800	.13	
	47	JACKSONVILLE	228,800	.41	132	NWRGH-MIDLTVN, NY(MID-HDSN VLY)	74,700	.13	
	48	GREENSBORO-WS-HIGH POINT	227,100	.41	133	PALM SPRINGS	74,500	.13	
	49	MALLEN-BROWNSVILLE-HARLINGEN	226,700	.41	134	BEAUMONT-PORT ARTHUR, TX	74,400	.13	
	50	HARTFORD-NEW BRITAIN-MIDDLETOWN	220,600	.40	135	FT. PIERCE-STUART-VERO BEACH	72,900	.13	
	51	OKLAHOMA CITY	218,700	.39	136	BURLINGTON-PLATTSBURGH	72,500	.13	
	52	ROCHESTER, NY	211,900	.38	136	CANTON	72,500	.13	
	53	BUFFALO-NIAGARA FALLS	206,600	.37	138	APPLETON-OSHKOSH	72,400	.13	
*	54	MONMOUTH-OCEAN	196,900	.35	139	READING, PA	70,800	.12	
	55	RICHMOND	191,400	.34	140	BILOXI-GULFPORT-PASCAGOULA	70,400	.12	
	56	FRESNO	190,100	.34	140	KILLEEN-TEMPLE, TX	70,400	.12	
	57	WEST PALM BEACH-BOCA RATON	186,700	.33	142	TALLAHASSEE	70,300	.12	
	58	DAYTON	184,300	.33	143	FAYETTEVILLE (NW ARKANSAS)	69,600	.12	
	59	LOUISVILLE	182,500	.33	144	TRENTON, NJ	69,300	.12	
	60	BIRMINGHAM	178,300	.32	145	TYLER-LONGVIEW	67,700	.12	
	61	GRAND RAPIDS	170,500	.30	146	SPRINGFIELD, MO	67,300	.12	
	61	TUCSON	170,500	.30	147	MONTGOMERY	67,000	.12	
	63	GREENVILLE-SPARTANBURG	169,900	.30	* 148	FREDERICKSBURG	65,000	.11	
	64	ALBANY-SCHENECTADY-TROY	165,500	.30	148	QUAD CITIES (DAVNPR-TRI-MOLINE)	65,000	.11	
	65	TULSA	159,900	.29	150	MACON	64,700	.11	
	66	HONOLULU	159,600	.28	151	ATLANTIC CITY-CAPE MAY	63,700	.11	
	67	EL PASO	152,800	.27	152	PEORIA	62,900	.11	
	68	BAKERSFIELD	143,800	.26	153	EUGENE-SPRINGFIELD	62,600	.11	
	69	ALBUQUERQUE	142,000	.25	154	FLAGSTAFF-PRESCOTT, AZ	60,900	.11	
	70	STOCKTON	139,700	.25	155	ROCKFORD	60,500	.10	
	71	WILKES BARRE-SCRANTON	138,600	.25	* 156	STAMFORD-NORWALK, CT	60,000	.10	
	72	ALLEN-TOWN-BETHEHEM	136,700	.24	157	SAVANNAH	58,600	.10	
	73	OMAHA-COUNCIL BLUFFS	136,300	.24	158	LUBBOCK	58,300	.10	
	74	BATON ROUGE	133,500	.24	159	BRYAN-COLLEGE STATION, TX	57,800	.10	
	75	MONTEREY-SALINAS-SANTA CRUZ	132,800	.24	159	SALISBURY-OCEAN CITY	57,800	.10	
	76	SYRACUSE	130,400	.23	161	MERCED, CA	57,000	.10	
	77	GREENVILLE-NEW BERN-JACKSONVILLE	128,500	.23	162	POUGHKEEPSIE, NY	56,800	.10	
	78	AKRON	128,400	.23	163	ERIE	55,700	.10	
	79	SPRINGFIELD, MA	127,300	.23	164	LINCOLN	55,600	.10	
	80	WILMINGTON, DE	124,000	.22	165	EVANSVILLE	55,100	.09	
	81	KNOXVILLE	123,900	.22	165	UTICA-ROME	55,100	.09	
	82	TOLEDO	122,600	.22	167	ANCHORAGE	54,800	.09	
	83	VISALIA-TULARE-HANFORD	119,100	.21	168	SOUTH BEND	54,600	.09	
	84	GAINESVILLE-OCALA	117,700	.21	169	HUNTINGTON-ASHLAND	53,800	.09	
	85	FT. MYERS-NAPLES-MARCO ISLAND	115,800	.21	169	WAUSAU-STVNS PT, WI (CNTRL WI)	53,800	.09	

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 12-24

US TOTAL

55,136,300

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	SAN LUIS OBISPO, CA	53,600	.09		256	PANAMA CITY, FL	27,500	.04
	172	KALAMAZOO	53,000	.09		257	SANTA FE, NM	27,300	.04
	173	COLUMBUS, GA	52,900	.09		258	ELIZABETH CITY-NAGS HEAD, NC	27,100	.04
	174	CHAMPAIGN, IL	52,200	.09		259	VALDOSTA, GA	26,900	.04
	175	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	51,400	.09		260	MEADVILLE-FRANKLIN, PA	26,800	.04
	176	WACO, TX	51,000	.09		261	ALBANY, GA	26,200	.04
	177	ODESSA-MIDLAND, TX	50,900	.09		261	BATTLE CREEK, MI	26,200	.04
	178	NEW LONDON, CT	50,000	.09		263	WHEELING	26,100	.04
	179	LAREDO, TX	48,700	.08		264	LAWTON, OK	26,000	.04
	180	BINGHAMTON	48,600	.08		265	PARKERSBURG-MARIETTA, WV-OH	25,600	.04
	181	FT. SMITH, AR	48,500	.08		266	TEXARKANA, TX-AR	24,800	.04
	182	CONCORD (LAKE REGIONS)	47,900	.08		267	BILLINGS, MT	24,400	.04
	183	YAKIMA, WA	47,300	.08		268	FLORENCE-MUSCLE SHOALS, AL	24,300	.04
*	184	NEW BEDFORD-FALL RIVER, MA	47,100	.08		269	GRAND JUNCTION, CO	23,800	.04
	185	NEW RIVER VALLEY, VA	47,000	.08		270	WATERTOWN, NY	23,500	.04
	186	ASHEVILLE	46,800	.08		271	SIOUX CITY, IA	23,400	.04
	187	HAGERSTN-CHAMBERSG-WAYNSB, MD-PA	46,700	.08	*	272	HAMPTONS-RIVERHEAD	23,300	.04
	187	LAFAYETTE, IN	46,700	.08		273	RAPID CITY, SD	23,000	.04
	189	PORTLAND, ME	46,500	.08		274	GRAND FORKS, ND-MN	22,800	.04
	190	CHICO, CA	46,400	.08		275	MONTPELIER-BARRE-ST. JOHNSBURY	22,600	.04
	191	GREEN BAY	45,300	.08		276	WILLIAMSPORT, PA	22,100	.04
	192	LEBANON-RUTLAND-WHITE RIVER JUNC	44,700	.08		277	AUGUSTA-WATERVILLE, ME	22,000	.03
	192	TRI-CITIES, WA (RCHLND-KNWK-PSC)	44,700	.08		278	SAN ANGELO, TX	21,900	.03
	194	AMARILLO, TX	44,500	.08		279	ALTOONA	21,600	.03
	195	MUNCIE-MARION, IN	44,100	.08		280	SHEBOYGAN, WI	21,200	.03
	196	STATE COLLEGE, PA	43,800	.07		281	ELKINS-BUCKHANNON-WESTON, WV	21,100	.03
	196	TUPELO, MS	43,800	.07		282	DECATUR, IL	20,300	.03
	198	ST. CLOUD, MN	43,700	.07		283	LEWISTON-AUBURN, ME	19,300	.03
	199	MYRTLE BEACH, SC	43,400	.07		284	BISMARCK, ND	18,900	.03
	199	SANTA MARIA-LMPOC, CA	43,400	.07		285	COOKEVILLE, TN	18,500	.03
	201	CLARKSVILLE-HOPKINSVILLE, TN-KY	43,100	.07		286	JACKSON, TN	18,400	.03
	202	WILMINGTON, NC	42,900	.07		287	BLUEFIELD, WV	17,200	.03
*	203	MANCHESTER	41,900	.07		287	JONESBORO, AR	17,200	.03
	204	SANTA BARBARA, CA	41,600	.07		289	CHEYENNE, WY	16,100	.02
	205	OLEAN, NY	41,300	.07		290	GREAT FALLS, MT	14,700	.02
	206	FARGO-MOORHEAD	41,200	.07		291	MERIDIAN, MS	14,600	.02
	207	DOTHAN, AL	41,000	.07		292	MASON CITY, IA	14,000	.02
*	208	FREDERICK, MD	40,900	.07		293	CASPER, WY	13,400	.02
	209	TOPEKA	40,600	.07		294	BECKLEY, WV	13,100	.02
	210	TERRE HAUTE	40,400	.07		295	SEBRING, FL	13,000	.02
	211	TRAVERSE CITY-PETOSKEY, MI	39,900	.07		296	BRUNSWICK, GA	12,800	.02
	212	CHARLESTON, WV	39,100	.07					
	213	BLOOMINGTON	38,900	.07					
	214	DULUTH-SUPERIOR	38,800	.07					
	214	LAUREL-HATTIESBURG, MS	38,800	.07					
	216	JOHNSTOWN	38,500	.06					
	217	LA CROSSE, WI	38,400	.06					
	218	BOWLING GREEN, KY	37,700	.06					
	219	TUSCALOOSA, AL	37,400	.06					
	220	CHARLOTTESVILLE, VA	36,700	.06					
	221	ALEXANDRIA, LA	36,500	.06					
	222	COLUMBIA, MO	36,100	.06					
	223	LAKE CHARLES, LA	35,900	.06					
	224	FLORENCE, SC	35,300	.06					
	224	SUNBURY-SELINSGROVE-LEWISBRG, PA	35,300	.06					
	226	CEDAR RAPIDS	35,200	.06					
	227	BANGOR	35,100	.06					
	227	HILTON HEAD, SC	35,100	.06					
	229	MEDFORD-ASHLAND, OR	35,000	.06					
	229	REDDING, CA	35,000	.06					
	231	DANBURY, CT	34,700	.06					
	232	ABILENE, TX	34,500	.06					
	232	ELMIRA-CORNING, NY	34,500	.06					
	234	MARION-CARBONDALE(SOUTHERN IL)	34,200	.06					
	235	MUSKEGON, MI	33,700	.06					
	236	EAU CLAIRE, WI	33,600	.06					
	237	FT. WALTON BEACH, FL	33,400	.06					
	238	CAPE COD, MA	33,100	.06					
	238	WATERLOO-CEDAR FALLS	33,100	.06					
	240	DUBUQUE, IA	32,700	.05					
	241	PITTSBURG, KS (SOUTHEAST KANSAS)	32,600	.05					
	242	ROCHESTER, MN	32,400	.05					
	243	ITHACA, NY	32,300	.05					
	244	BEND, OR	31,700	.05					
	245	HARRISONBURG, VA	31,300	.05					
	246	WICHITA FALLS, TX	31,100	.05					
	247	MONROE, LA	31,000	.05					
	247	WINCHESTER, VA	31,000	.05					
	249	COLUMBUS-STARKVILLE-W. POINT, MS	30,400	.05					
	250	JOPLIN, MO	30,300	.05					
	251	LIMA, OH	30,100	.05					
	252	MANKATO-NEW ULM-ST. PETER, MN	29,400	.05					
	253	PUEBLO	28,300	.05					
	254	SUSSEX, NJ	28,000	.05					
	255	LASALLE-PERU, IL	27,600	.05					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 18-34				US TOTAL 69,473,100					
Metro Ind	Rank	Metro Market Name	Population	Pct of US	Metro Ind	Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	4,086,700	5.88	86	COLUMBIA, SC	146,800	.21	
	2	LOS ANGELES	3,283,900	4.72	87	MADISON	146,500	.21	
	3	CHICAGO	2,164,600	3.11	88	LITTLE ROCK	145,000	.20	
	4	SAN FRANCISCO	1,592,200	2.29	89	FT. MYERS-NAPLES-MARCO ISLAND	143,300	.20	
	5	DALLAS-FT. WORTH	1,435,200	2.06	90	VISALIA-TULARE-HANFORD	142,700	.20	
	6	HOUSTON-GALVESTON	1,287,900	1.85	91	LEXINGTON-FAYETTE	141,700	.20	
	7	ATLANTA	1,146,700	1.65	92	HARRISBURG-LEBANON-CARLISLE	137,500	.19	
	8	WASHINGTON, DC	1,132,100	1.62	93	COLORADO SPRINGS	132,300	.19	
	9	PHILADELPHIA	1,112,900	1.60	94	SPOKANE	132,100	.19	
	10	BOSTON	1,037,700	1.49	95	WICHITA	130,100	.18	
	11	DETROIT	993,700	1.43	96	LANSING-EAST LANSING	127,800	.18	
	12	PUERTO RICO	957,900	1.37	97	MODESTO	127,200	.18	
	13	MIAMI-FT. LAUDERDALE-HOLLYWOOD	873,700	1.25	98	LAFAYETTE, LA	125,900	.18	
	14	SEATTLE-TACOMA	871,600	1.25	99	MOBILE	125,500	.18	
	15	PHOENIX	868,600	1.25	100	BOISE	124,400	.17	
	16	SAN DIEGO	766,400	1.10	101	FT. COLLINS-GREELEY, CO	120,100	.17	
	17	MINNEAPOLIS-ST. PAUL	727,300	1.04	102	OXNARD-VENTURA	120,000	.17	
	18	DENVER-BOULDER	628,100	.90	103	FAYETTEVILLE, NC	117,500	.16	
	19	ST. LOUIS	585,800	.84	104	FT. WAYNE	116,800	.16	
	20	BALTIMORE	576,200	.82	105	AUGUSTA, GA	115,500	.16	
	21	SALT LAKE CITY-OGDEN-PROVO	560,500	.80	106	JACKSON, MS	114,300	.16	
*	22	NASSAU-SUFFOLK (LONG ISLAND)	558,800	.80	107	JOHNSON CITY-KINGSPOUR-BRISTOL	110,600	.15	
	23	PORTLAND, OR	554,100	.79	108	CHATTANOOGA	110,100	.15	
	24	RIVERSIDE-SAN BERNARDINO	523,400	.75	109	ANN ARBOR	108,400	.15	
	25	TAMPA-ST. PETERSBURG-CLEARWATER	503,400	.72	109	WORCESTER	108,400	.15	
	26	SACRAMENTO	498,600	.71	111	PENSACOLA	107,200	.15	
	27	CINCINNATI	466,900	.67	112	HUNTSVILLE	106,800	.15	
	28	PITTSBURGH, PA	463,900	.66	113	LAKELAND-WINTER HAVEN	106,500	.15	
	29	SAN ANTONIO	449,600	.64	114	LANCASTER	105,900	.15	
	30	CLEVELAND	435,600	.62	115	NEW HAVEN	105,100	.15	
	31	KANSAS CITY	419,800	.60	* 116	SANTA ROSA	104,300	.15	
	32	COLUMBUS, OH	416,500	.59	117	YORK	103,900	.14	
	33	AUSTIN	409,000	.58	118	DAYTONA BEACH	103,400	.14	
*	34	SAN JOSE	398,000	.57	119	SARASOTA-BRADENTON	103,200	.14	
	35	NORFOLK-VIRGINIA BEACH-NWPT NEWS	397,100	.57	120	VICTOR VALLEY	100,600	.14	
	36	CHARLOTTE-GASTONIA-ROCK HILL	395,700	.56	121	RENO	100,000	.14	
	37	ORLANDO	394,400	.56	122	ROANOKE-LYNCHBURG	99,300	.14	
	38	LAS VEGAS	389,000	.55	123	PORTSMOUTH-DOVER-ROCHESTER	98,600	.14	
	39	MILWAUKEE-RACINE	377,000	.54	124	FLINT	98,400	.14	
	39	PROVIDENCE-WARWICK-PAWTUCKET	377,000	.54	125	KILLEEN-TEMPLE, TX	95,900	.13	
	41	INDIANAPOLIS	357,900	.51	126	TALLHASSEE	95,600	.13	
	42	RALEIGH-DURHAM	356,900	.51	127	YOUNGSTOWN-WARREN	94,800	.13	
*	43	MIDDLESEX-SOMERSET-UNION	343,200	.49	128	FAYETTEVILLE (NW ARKANSAS)	93,100	.13	
	44	NASHVILLE	319,700	.46	129	SHREVEPORT	92,600	.13	
	45	NEW ORLEANS	300,200	.43	130	MELBOURNE-TITUSVILLE-COCOA	91,500	.13	
	46	GREENSBORO-WS-HIGH POINT	297,900	.42	131	BRIDGEPORT	91,300	.13	
	47	MEMPHIS	297,000	.42	132	SPRINGFIELD, MO	90,900	.13	
	48	OKLAHOMA CITY	288,500	.41	133	BURLINGTON-PLATTSBURGH	89,600	.12	
	49	JACKSONVILLE	276,800	.39	134	CORPUS CHRISTI	88,900	.12	
	50	MCALLEN-BROWNSVILLE-HARLINGEN	266,500	.38	135	PALM SPRINGS	88,700	.12	
	51	HARTFORD-NEW BRITAIN-MIDDLETOWN	252,700	.36	136	APPLETON-OSHKOSH	88,100	.12	
	52	BUFFALO-NIAGARA FALLS	246,400	.35	136	BEAUMONT-PORT ARTHUR, TX	88,100	.12	
	53	ROCHESTER, NY	244,600	.35	138	BILLOXI-GULFPORT-PASCAGOULA	87,500	.12	
	54	LOUISVILLE	241,600	.34	* 139	MORRISTOWN, NJ	86,800	.12	
	55	RICHMOND	237,700	.34	140	SAGINAW-BAY CITY-MIDLAND	86,100	.12	
	56	BIRMINGHAM	231,300	.33	141	MONTGOMERY	84,900	.12	
	57	GREENVILLE-SPARTANBURG	226,900	.32	142	READING, PA	84,300	.12	
	58	FRESNO	226,400	.32	143	EUGENE-SPRINGFIELD	84,000	.12	
	59	DAYTON	223,000	.32	144	TRENTON, NJ	83,900	.12	
	60	WEST PALM BEACH-BOCA RATON	222,700	.32	145	NWBRGH-MIDL TWN, NY (MID-HDSN VLY)	83,600	.12	
	61	TUCSON	220,700	.31	146	CANTON	83,300	.11	
*	62	MONMOUTH-OCEAN	219,900	.31	147	TYLER-LONGVIEW	81,300	.11	
	63	HONOLULU	215,700	.31	148	FT. PIERCE-STUART-VERO BEACH	80,900	.11	
	64	GRAND RAPIDS	209,800	.30	149	QUAD CITIES (DAVNPRT-RI-MOLINE)	80,400	.11	
	65	ALBANY-SCHENECTADY-TROY	201,700	.29	150	LINCOLN	78,700	.11	
	66	TULSA	199,000	.28	151	MACON	77,500	.11	
	67	ALBUQUERQUE	178,400	.25	152	PEORIA	77,100	.11	
	68	OMAHA-COUNCIL BLUFFS	177,200	.25	* 153	FREDERICKSBURG	76,500	.11	
	69	EL PASO	174,700	.25	154	BRYAN-COLLEGE STATION, TX	76,000	.10	
	70	MONTEREY-SALINAS-SANTA CRUZ	173,900	.25	155	LUBBOCK	75,300	.10	
	71	BAKERSFIELD	169,200	.24	155	SAVANNAH	75,300	.10	
	72	BATON ROUGE	169,000	.24	157	ROCKFORD	73,700	.10	
	73	KNOXVILLE	165,500	.23	158	ATLANTIC CITY-CAPE MAY	72,800	.10	
	74	WILKES BARRE-SCRANTON	165,100	.23	159	SALISBURY-OCEAN CITY	72,700	.10	
	75	GREENVILLE-NEW BERN-JACKSONVILLE	163,600	.23	160	HUNTINGTON-ASHLAND	72,500	.10	
	76	STOCKTON	163,200	.23	161	FLAGSTAFF-PRESCOTT, AZ	70,900	.10	
	77	ALLENTOWN-BETHLEHEM	160,000	.23	162	CHAMPAIGN, IL	69,900	.10	
	78	WILMINGTON, DE	159,200	.22	163	SAN LUIS OBISPO, CA	69,500	.10	
	79	AKRON	156,900	.22	164	KALAMAZOO	69,100	.09	
	80	SPRINGFIELD, MA	153,100	.22	165	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	68,500	.09	
	81	TOLEDO	151,000	.21	166	EVANSVILLE	67,700	.09	
	82	DES MOINES	149,500	.21	* 167	STAMFORD-NORWALK, CT	67,300	.09	
	83	SYRACUSE	148,900	.21	168	ERIE	66,100	.09	
	84	GAINESVILLE-OCALA	148,100	.21	169	POUGHKEEPSIE, NY	66,000	.09	
	85	CHARLESTON, SC	148,000	.21	170	COLUMBUS, GA	65,400	.09	

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 18-34

US TOTAL

69,473,100

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	UTICA-ROME	64,700	.09	256	LAWTON, OK	32,900	.04	
	172	SOUTH BEND	64,600	.09	257	ELIZABETH CITY-NAGS HEAD, NC	32,000	.04	
	173	MERCED, CA	63,700	.09	258	LASALLE-PERU, IL	31,800	.04	
	174	WAUSAU-STVNS PT, WI (CNTRL WI)	62,300	.08	258	SANTA FE, NM	31,800	.04	
	175	ANCHORAGE	62,100	.08	260	TEXARKANA, TX-AR	31,500	.04	
	175	MYRTLE BEACH, SC	62,100	.08	261	ALBANY, GA	31,300	.04	
	177	LAFAYETTE, IN	61,900	.08	262	FLORENCE-MUSCLE SHOALS, AL	31,000	.04	
	178	WILMINGTON, NC	61,500	.08	263	WATERTOWN, NY	30,900	.04	
	179	WACO, TX	61,300	.08	264	PARKERSBURG-MARIETTA, WV-OH	30,700	.04	
	180	NEW RIVER VALLEY, VA	61,000	.08	264	WHEELING	30,700	.04	
	181	CLARKSVILLE-HOPKINSVILLE, TN-KY	60,800	.08	266	BATTLE CREEK, MI	30,500	.04	
	182	ASHEVILLE	60,400	.08	267	BILLINGS, MT	29,900	.04	
*	183	NEW BEDFORD-FALL RIVER, MA	60,200	.08	268	MEADVILLE-FRANKLIN, PA	29,800	.04	
	184	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	59,400	.08	269	SIOUX CITY, IA	29,500	.04	
	185	FT. SMITH, AR	59,000	.08	270	GRAND FORKS, ND-MN	28,600	.04	
	186	CHICO, CA	58,600	.08	271	RAPID CITY, SD	28,400	.04	
	186	LAREDO, TX	58,600	.08	272	SUSSEX, NJ	28,200	.04	
	188	PORTLAND, ME	58,100	.08	273	GRAND JUNCTION, CO	28,000	.04	
	189	NEW LONDON, CT	57,900	.08	* 274	HAMPTONS-RIVERHEAD	27,700	.03	
	190	GREEN BAY	57,400	.08	275	ALTOONA	26,700	.03	
	191	STATE COLLEGE, PA	57,200	.08	276	WILLIAMSPORT, PA	26,200	.03	
	192	BINGHAMTON	56,700	.08	277	SAN ANGELO, TX	26,100	.03	
	192	SANTA MARIA-LOMPOC, CA	56,700	.08	278	MONTPELIER-BARRE-ST. JOHNSBURY	25,600	.03	
	194	AMARILLO, TX	56,300	.08	279	AUGUSTA-WATERVILLE, ME	25,400	.03	
	195	FARGO-MOORHEAD	56,100	.08	280	COOKEVILLE, TN	25,100	.03	
	196	ODESSA-MIDLAND, TX	55,700	.08	280	ELKINS-BUCKHANNON-WESTON, WV	25,100	.03	
	197	ST. CLOUD, MN	54,300	.07	280	SHEBOYGAN, WI	25,100	.03	
	198	SANTA BARBARA, CA	54,200	.07	283	JONESBORO, AR	23,800	.03	
	199	CONCORD (LAKE REGIONS)	54,100	.07	284	BISMARCK, ND	23,700	.03	
	199	TUPELO, MS	54,100	.07	284	LEWISTON-AUBURN, ME	23,700	.03	
	201	YAKIMA, WA	53,600	.07	286	DECATUR, IL	23,600	.03	
	202	MUNCIE-MARION, IN	53,400	.07	287	JACKSON, TN	23,000	.03	
	203	TRI-CITIES, WA (RCHLND-KNWK-PSC)	51,100	.07	288	BLUEFIELD, WV	22,900	.03	
	204	BOWLING GREEN, KY	50,800	.07	289	CHEYENNE, WY	20,000	.02	
	205	LAUREL-HATTIESBURG, MS	50,700	.07	290	MERIDIAN, MS	18,200	.02	
	206	DOTHAN, AL	50,600	.07	291	BECKLEY, WV	17,900	.02	
	207	TUSCALOOSA, AL	50,500	.07	292	GREAT FALLS, MT	17,200	.02	
	208	BLOOMINGTON	50,400	.07	293	CASPER, WY	16,000	.02	
	209	TERRE HAUTE	50,200	.07	293	MASON CITY, IA	16,000	.02	
	210	LEBANON-RUTLAND-WHITE RIVER JUNC	50,000	.07	295	SEBRING, FL	14,900	.02	
	211	CHARLESTON, WV	49,700	.07	296	BRUNSWICK, GA	14,600	.02	
	212	COLUMBIA, MO	49,200	.07					
*	213	MANCHESTER	48,400	.06					
	214	TOPEKA	48,000	.06					
	215	DULUTH-SUPERIOR	46,900	.06					
	215	JOHNSTOWN	46,900	.06					
	217	CEDAR RAPIDS	46,800	.06					
*	218	FREDERICK, MD	46,700	.06					
	218	HILTON HEAD, SC	46,700	.06					
	220	CHARLOTTESVILLE, VA	46,500	.06					
	221	OLEAN, NY	45,400	.06					
	222	MARION-CARBONDALE (SOUTHERN IL)	45,300	.06					
	223	FLORENCE, SC	45,200	.06					
	223	TRAVERSE CITY-PETOSKEY, MI	45,200	.06					
	225	LA CROSSE, WI	45,000	.06					
	226	BANGOR	43,500	.06					
	226	LAKE CHARLES, LA	43,500	.06					
	228	ALEXANDRIA, LA	43,200	.06					
	229	SUNBURY-SELINGSGROVE-LEWISBRG, PA	42,600	.06					
	230	WATERLOO-CEDAR FALLS	41,000	.05					
	231	EAU CLAIRE, WI	40,900	.05					
	232	MEDFORD-ASHLAND, OR	40,800	.05					
	233	ABILENE, TX	40,600	.05					
	234	FT. WALTON BEACH, FL	40,500	.05					
	234	ITHACA, NY	40,500	.05					
	236	ELMIRA-CORNING, NY	40,200	.05					
	237	ROCHESTER, MN	39,300	.05					
	238	DANBURY, CT	39,200	.05					
	239	MUSKEGON, MI	39,000	.05					
	240	JOPLIN, MO	38,700	.05					
	241	CAPE COD, MA	38,400	.05					
	242	BEND, OR	38,300	.05					
	242	MONROE, LA	38,300	.05					
	242	REDDING, CA	38,300	.05					
	242	WINCHESTER, VA	38,300	.05					
	246	COLUMBUS-STARKVILLE-W. POINT, MS	37,900	.05					
	247	DUBUQUE, IA	37,700	.05					
	247	HARRISONBURG, VA	37,700	.05					
	249	PITTSBURG, KS (SOUTHEAST KANSAS)	37,600	.05					
	250	WICHITA FALLS, TX	36,800	.05					
	251	VALDOSTA, GA	35,700	.05					
	252	MANKATO-NEW ULM-ST. PETER, MN	35,300	.05					
	253	LIMA, OH	34,600	.04					
	254	PUEBLO	34,400	.04					
	255	PANAMA CITY, FL	33,400	.04					

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METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 18-49					US TOTAL 136,556,900				
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	8,401,100	6.15	86	GREENVILLE-NEW BERN-JACKSONVILLE	280,700	.20	
	2	LOS ANGELES	6,312,700	4.62	87	COLUMBIA, SC	279,700	.20	
	3	CHICAGO	4,312,600	3.15	88	DES MOINES	278,100	.20	
	4	SAN FRANCISCO	3,287,500	2.40	89	MADISON	272,700	.19	
	5	DALLAS-FT. WORTH	2,809,300	2.05	90	COLORADO SPRINGS	263,800	.19	
	6	HOUSTON-GALVESTON	2,519,000	1.84	91	LEXINGTON-FAYETTE	259,800	.19	
	7	WASHINGTON, DC	2,368,900	1.73	92	GAINESVILLE-OCALA	256,200	.18	
	8	PHILADELPHIA	2,299,800	1.68	93	WICHITA	254,100	.18	
	9	ATLANTA	2,298,500	1.68	94	SPOKANE	253,800	.18	
	10	BOSTON	2,148,300	1.57	95	VISALIA-TULARE-HANFORD	252,800	.18	
	11	DETROIT	2,087,000	1.52	96	MOBILE	244,200	.17	
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,843,900	1.35	97	LAFAYETTE, LA	239,500	.17	
	13	SEATTLE-TACOMA	1,794,000	1.31	98	BOISE	234,300	.17	
	14	PUERTO RICO	1,746,800	1.27	99	MODESTO	233,700	.17	
	15	PHOENIX	1,634,800	1.19	100	FT. WAYNE	229,900	.16	
	16	MINNEAPOLIS-ST. PAUL	1,502,000	1.09	101	WORCESTER	228,900	.16	
	17	SAN DIEGO	1,448,400	1.06	102	OXNARD-VENTURA	227,800	.16	
	18	DENVER-BOULDER	1,250,100	.91	103	AUGUSTA, GA	225,800	.16	
*	19	NASSAU-SUFFOLK (LONG ISLAND)	1,231,600	.90	104	LANSING-EAST LANSING	225,300	.16	
	20	BALTIMORE	1,208,700	.88	105	SARASOTA-BRADENTON	225,200	.16	
	21	ST. LOUIS	1,197,900	.87	106	JOHNSON CITY-KINGSPOUR-BRISTOL	224,600	.16	
	22	PORTLAND, OR	1,092,900	.80	107	YORK	222,800	.16	
	23	TAMPA-ST. PETERSBURG-CLEARWATER	1,067,800	.78	108	PORTSMOUTH-DOVER-ROCHESTER	221,400	.16	
	24	PITTSBURGH, PA	985,600	.72	109	HUNTSVILLE	220,300	.16	
	25	RIVERSIDE-SAN BERNARDINO	965,800	.70	110	NEW HAVEN	218,600	.16	
	26	SACRAMENTO	957,000	.70	111	CHATTANOOGA	218,100	.15	
	27	CINCINNATI	935,400	.68	112	JACKSON, MS	216,100	.15	
	28	SALT LAKE CITY-OGDEN-PROVO	917,400	.67	113	FT. COLLINS-GREELEY, CO	214,900	.15	
	29	CLEVELAND	917,200	.67	114	LANCASTER	212,000	.15	
	30	KANSAS CITY	853,300	.62	115	DAYTONA BEACH	211,900	.15	
	31	SAN ANTONIO	852,200	.62	* 116	MORRISTOWN, NJ	211,200	.15	
*	32	SAN JOSE	827,100	.60	* 117	SANTA ROSA	210,400	.15	
	33	COLUMBUS, OH	805,600	.58	118	FAYETTEVILLE, NC	209,900	.15	
	34	CHARLOTTE-GASTONIA-ROCK HILL	794,900	.58	119	LAKELAND-WINTER HAVEN	209,800	.15	
	35	ORLANDO	784,300	.57	120	MELBOURNE-TITUSVILLE-COCOA	205,400	.15	
	36	MILWAUKEE-RACINE	768,900	.56	121	BRIDGEPORT	202,000	.14	
	37	LAS VEGAS	767,200	.56	122	PENSACOLA	201,800	.14	
	38	NORFOLK-VIRGINIA BEACH-NWPT NEWS	760,900	.55	122	ROANOKE-LYNCHBURG	201,800	.14	
	39	PROVIDENCE-WARWICK-PAWTUCKET	760,300	.55	124	RENO	200,000	.14	
*	40	MIDDLESEX-SOMERSET-UNION	752,500	.55	125	FLINT	197,100	.14	
	41	AUSTIN	744,000	.54	126	VICTOR VALLEY	195,200	.14	
	42	INDIANAPOLIS	732,400	.53	127	YOUNGSTOWN-WARREN	193,200	.14	
	43	RALEIGH-DURHAM	682,700	.49	128	ANN ARBOR	185,700	.13	
	44	NASHVILLE	635,900	.46	129	APPLETON-OSHKOSH	177,900	.13	
	45	GREENSBORO-WS-HIGH POINT	597,300	.43	130	BURLINGTON-PLATTSBURGH	176,500	.12	
	46	NEW ORLEANS	586,800	.42	131	SHREVEPORT	174,600	.12	
	47	MEMPHIS	583,100	.42	132	SAGINAW-BAY CITY-MIDLAND	174,100	.12	
	48	JACKSONVILLE	564,800	.41	133	FT. PIERCE-STUART-VERO BEACH	173,400	.12	
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	536,300	.39	134	READING, PA	173,000	.12	
	50	OKLAHOMA CITY	534,400	.39	135	CANTON	171,600	.12	
	51	BUFFALO-NIAGARA FALLS	502,900	.36	136	NWBRGH-MIDLTON, NY(MID-HDSN VLY)	171,300	.12	
	52	LOUISVILLE	498,900	.36	137	BEAUMONT-PORT ARTHUR, TX	170,800	.12	
*	53	MONMOUTH-OCEAN	495,600	.36	138	CORPUS CHRISTI	169,800	.12	
	54	ROCHESTER, NY	495,500	.36	139	BILOXI-GULFPORT-PASCAGOULA	169,600	.12	
	55	RICHMOND	488,500	.35	140	TRENTON, NJ	169,300	.12	
	56	WEST PALM BEACH-BOCA RATON	487,400	.35	141	FAYETTEVILLE (NW ARKANSAS)	168,800	.12	
	57	BIRMINGHAM	461,300	.33	142	SPRINGFIELD, MO	165,700	.12	
	58	MCALLEN-BROWNSVILLE-HARLINGEN	459,200	.33	143	KILLEEN-TEMPLE, TX	165,100	.12	
	59	GREENVILLE-SPARTANBURG	443,000	.32	144	PALM SPRINGS	163,300	.11	
	60	DAYTON	434,600	.31	145	MONTGOMERY	160,200	.11	
	61	HONOLULU	420,200	.30	146	ATLANTIC CITY-CAPE MAY	158,900	.11	
	62	TUCSON	411,200	.30	147	QUAD CITIES (DAVNPT-RI-MOLINE)	157,000	.11	
	63	ALBANY-SCHENECTADY-TROY	405,900	.29	* 148	FREDERICKSBURG	155,700	.11	
	64	FRESNO	400,800	.29	* 149	STAMFORD-NORWALK, CT	154,600	.11	
	64	GRAND RAPIDS	400,800	.29	150	EUGENE-SPRINGFIELD	153,600	.11	
	66	TULSA	388,500	.28	151	TYLER-LONGVIEW	153,000	.11	
	67	ALBUQUERQUE	351,000	.25	152	TALLAHASSEE	152,300	.11	
	68	ALLENTOWN-BETHLEHEM	341,900	.25	153	MACON	151,200	.11	
	69	OMAHA-COUNCIL BLUFFS	341,600	.25	154	PEORIA	150,100	.10	
	70	WILKES BARRE-SCRANTON	334,800	.24	155	ROCKFORD	148,800	.10	
	71	KNOXVILLE	328,900	.24	156	SALISBURY-OCEAN CITY	145,100	.10	
	72	MONTEREY-SALINAS-SANTA CRUZ	323,600	.23	157	SAVANNAH	143,100	.10	
	73	WILMINGTON, DE	321,900	.23	158	HUNTINGTON-ASHLAND	138,800	.10	
	74	EL PASO	321,400	.23	159	POUGHKEEPSIE, NY	137,100	.10	
	75	AKRON	315,300	.23	160	LINCOLN	135,600	.09	
	76	BAKERSFIELD	306,200	.22	161	EVANSVILLE	134,500	.09	
	77	BATON ROUGE	304,200	.22	162	FLAGSTAFF-PRESCOTT, AZ	132,200	.09	
	78	STOCKTON	300,500	.22	163	ANCHORAGE	130,400	.09	
	79	FT. MYERS-NAPLES-MARCO ISLAND	300,300	.21	164	UTICA-ROME	129,600	.09	
	80	SYRACUSE	295,900	.21	165	PORTLAND, ME	126,900	.09	
	81	SPRINGFIELD, MA	289,800	.21	166	ERIE	125,300	.09	
	82	HARRISBURG-LEBANON-CARLISLE	283,800	.20	167	LUBBOCK	124,300	.09	
	83	TOLEDO	282,300	.20	168	ASHEVILLE	124,000	.09	
	84	CHARLESTON, SC	281,200	.20	169	WAUSAU-STVNS PT, WI (CNTRL WI)	123,900	.09	
	84	LITTLE ROCK	281,200	.20	170	SAN LUIS OBISPO, CA	123,500	.09	

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METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 18-49

US TOTAL 136,556,900

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
*	171	NEW BEDFORD-FALL RIVER, MA	122,600	.08		256	WHEELING	62,500	.04
	172	MYRTLE BEACH, SC	122,300	.08		257	COLUMBUS-STARKVILLE-W. POINT, MS	61,800	.04
	173	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	121,400	.08		258	VALDOSTA, GA	61,600	.04
	173	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	121,400	.08		259	FLORENCE-MUSCLE SHOALS, AL	61,100	.04
	175	NEW LONDON, CT	121,300	.08	*	260	HAMPTONS-RIVERHEAD	61,000	.04
	176	SOUTH BEND	119,600	.08		261	MEADVILLE-FRANKLIN, PA	60,800	.04
	177	KALAMAZOO	119,300	.08		262	BATTLE CREEK, MI	60,400	.04
	178	COLUMBUS, GA	118,900	.08		263	ITHACA, NY	59,900	.04
	179	WILMINGTON, NC	116,300	.08		264	TEXARKANA, TX-AR	59,800	.04
	180	CONCORD (LAKE REGIONS)	116,200	.08		265	BILLINGS, MT	59,700	.04
	181	FT. SMITH, AR	115,200	.08		266	HARRISONBURG, VA	59,600	.04
	182	MERCED, CA	114,500	.08		267	MANKATO-NEW ULM-ST. PETER, MN	58,300	.04
	183	GREEN BAY	114,200	.08		268	ALBANY, GA	57,200	.04
	184	BINGHAMTON	111,000	.08		269	LAWTON, OK	56,400	.04
*	185	MANCHESTER	109,700	.08		270	WATERTOWN, NY	56,300	.04
	186	CLARKSVILLE-HOPKINSVILLE, TN-KY	107,300	.07		271	SIOUX CITY, IA	55,500	.04
	187	ODESSA-MIDLAND, TX	106,600	.07		272	AUGUSTA-WATERVILLE, ME	54,200	.03
	188	CHAMPAIGN, IL	106,300	.07		272	GRAND JUNCTION, CO	54,200	.03
	189	LEBANON-RUTLAND-WHITE RIVER JUNC	105,700	.07		274	RAPID CITY, SD	54,100	.03
	190	TUPELO, MS	105,200	.07		275	MONTPELIER-BARRE-ST. JOHNSBURY	53,800	.03
	191	AMARILLO, TX	104,600	.07		276	ALTOONA	53,600	.03
	191	CHARLESTON, WV	104,600	.07		277	SHEBOYGAN, WI	51,900	.03
	193	WACO, TX	103,700	.07		278	WILLIAMSPORT, PA	51,700	.03
*	194	FREDERICK, MD	103,300	.07		279	ELKINS-BUCKHANNON-WESTON, WV	50,200	.03
	195	BRYAN-COLLEGE STATION, TX	102,900	.07		280	LEWISTON-AUBURN, ME	49,500	.03
	196	LAREDO, TX	101,600	.07		281	GRAND FORKS, ND-MN	47,600	.03
	197	DOTHAN, AL	99,700	.07		282	SAN ANGELO, TX	46,500	.03
	198	YAKIMA, WA	99,600	.07		283	DECATUR, IL	45,800	.03
	199	SANTA MARIA-LOMPOC, CA	98,500	.07		284	BISMARCK, ND	45,400	.03
	200	CHICO, CA	98,400	.07		285	COOKEVILLE, TN	45,100	.03
	201	SANTA BARBARA, CA	97,900	.07		286	BLUEFIELD, WV	44,500	.03
	202	TRI-CITIES, WA (RCHLND-KNWK-PSC)	97,600	.07		287	JACKSON, TN	43,600	.03
	203	TOPEKA	97,300	.07		288	JONESBORO, AR	41,100	.03
	204	TRAVERSE CITY-PETOSKEY, MI	95,800	.07		289	CHEYENNE, WY	38,900	.02
	205	JOHNSTOWN	95,000	.06		290	BECKLEY, WV	34,900	.02
	206	ST. CLOUD, MN	94,900	.06		291	GREAT FALLS, MT	34,500	.02
	207	FARGO-MOORHEAD	94,700	.06		292	MERIDIAN, MS	34,300	.02
	208	BOWLING GREEN, KY	93,500	.06		293	MASON CITY, IA	32,800	.02
	209	DANBURY, CT	93,000	.06		294	CASPER, WY	30,800	.02
	209	TERRE HAUTE	93,000	.06		295	BRUNSWICK, GA	29,900	.02
	211	MUNCIE-MARION, IN	92,200	.06		296	SEBRING, FL	29,000	.02
	212	CEDAR RAPIDS	91,400	.06					
	212	NEW RIVER VALLEY, VA	91,400	.06					
	214	LAFAYETTE, IN	90,700	.06					
	215	DULUTH-SUPERIOR	89,800	.06					
	216	FLORENCE, SC	88,500	.06					
	217	CAPE COD, MA	88,000	.06					
	218	LAUREL-HATTIESBURG, MS	87,900	.06					
	219	BANGOR	87,200	.06					
	220	OLEAN, NY	86,100	.06					
	221	HILTON HEAD, SC	85,500	.06					
	222	SUNBURY-SELINGSGROVE-LEWISBRG, PA	85,200	.06					
	223	STATE COLLEGE, PA	84,300	.06					
	224	CHARLOTTESVILLE, VA	84,100	.06					
	225	TUSCALOOSA, AL	84,000	.06					
	226	BLOOMINGTON	83,900	.06					
	227	LA CROSSE, WI	83,000	.06					
	228	ALEXANDRIA, LA	82,800	.06					
	228	FT. WALTON BEACH, FL	82,800	.06					
	228	LAKE CHARLES, LA	82,800	.06					
	231	ROCHESTER, MN	81,700	.05					
	232	ELMIRA-CORNING, NY	81,500	.05					
	233	WINCHESTER, VA	80,500	.05					
	234	MEDFORD-ASHLAND, OR	80,000	.05					
	235	COLUMBIA, MO	79,200	.05					
	236	MUSKEGON, MI	77,600	.05					
	237	BEND, OR	77,000	.05					
	238	MARION-CARBONDALE (SOUTHERN IL)	76,800	.05					
	239	REDDING, CA	74,700	.05					
	240	EAU CLAIRE, WI	73,000	.05					
	241	JOPLIN, MO	72,900	.05					
	242	ABILENE, TX	72,300	.05					
	243	DUBUQUE, IA	71,700	.05					
	244	WATERLOO-CEDAR FALLS	69,600	.05					
	245	PANAMA CITY, FL	69,400	.05					
	246	PITTSBURG, KS (SOUTHEAST KANSAS)	69,200	.05					
	247	SANTA FE, NM	68,700	.05					
	248	SUSSEX, NJ	68,400	.05					
	249	MONROE, LA	68,100	.04					
	250	LIMA, OH	67,700	.04					
	251	ELIZABETH CITY-NAGS HEAD, NC	65,700	.04					
	252	PUEBLO	65,600	.04					
	253	WICHITA FALLS, TX	65,400	.04					
	254	LASALLE-PERU, IL	65,000	.04					
	255	PARKERSBURG-MARIETTA, WV-OH	63,400	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 25-49					US TOTAL 106,772,600				
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	6,818,900	6.38		86	SPRINGFIELD, MA	213,400	.19
	2	LOS ANGELES	5,027,600	4.70		87	DES MOINES	211,400	.19
	3	CHICAGO	3,447,600	3.22		88	MADISON	207,900	.19
	4	SAN FRANCISCO	2,697,200	2.52		89	COLORADO SPRINGS	204,600	.19
	5	DALLAS-FT. WORTH	2,254,700	2.11		90	LEXINGTON-FAYETTE	199,300	.18
	6	HOUSTON-GALVESTON	1,998,600	1.87		91	WICHITA	199,100	.18
	7	WASHINGTON, DC	1,941,300	1.81		92	GREENVILLE-NEW BERN-JACKSONVILLE	197,000	.18
	8	ATLANTA	1,873,900	1.75		93	SPOKANE	194,500	.18
	9	PHILADELPHIA	1,814,700	1.69		94	VISALIA-TULARE-HANFORD	190,200	.17
	10	BOSTON	1,730,800	1.62		95	MOBILE	189,400	.17
	11	DETROIT	1,682,300	1.57		96	BOISE	183,500	.17
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,490,100	1.39		97	LAFAYETTE, LA	182,300	.17
	13	SEATTLE-TACOMA	1,443,600	1.35		97	WORCESTER	182,300	.17
	14	PUERTO RICO	1,320,000	1.23		99	SARASOTA-BRADENTON	181,500	.17
	15	PHOENIX	1,293,800	1.21		100	FT. WAYNE	180,000	.16
	16	MINNEAPOLIS-ST. PAUL	1,206,700	1.13		101	GAINESVILLE-OCALA	179,300	.16
	17	SAN DIEGO	1,129,900	1.05		102	JOHNSON CITY-KINGSPOBT-BRISTOL	179,100	.16
	18	DENVER-BOULDER	1,011,500	.94		103	MODESTO	178,400	.16
*	19	NASSAU-SUFFOLK (LONG ISLAND)	992,200	.92		104	YORK	177,300	.16
	20	BALTIMORE	960,000	.89		105	PORTSMOUTH-DOVER-ROCHESTER	176,900	.16
	21	ST. LOUIS	944,500	.88	*	106	MORRISTOWN, NJ	174,700	.16
	22	PORTLAND, OR	876,800	.82		107	HUNTSVILLE	174,400	.16
	23	TAMPA-ST. PETERSBURG-CLEARWATER	859,100	.80		108	OXNARD-VENTURA	174,300	.16
	24	PITTSBURGH, PA	781,300	.73		109	AUGUSTA, GA	174,100	.16
	25	SACRAMENTO	742,700	.69		110	NEW HAVEN	172,300	.16
	26	RIVERSIDE-SAN BERNARDINO	735,500	.68		111	CHATTANOOGA	171,200	.16
	27	CINCINNATI	735,000	.68		112	JACKSON, MS	166,300	.15
	28	CLEVELAND	730,400	.68		113	DAYTONA BEACH	165,000	.15
	29	KANSAS CITY	685,100	.64	*	114	SANTA ROSA	164,300	.15
*	30	SAN JOSE	681,100	.63		115	LANCASTER	163,600	.15
	31	SALT LAKE CITY-OGDEN-PROVO	665,700	.62		116	MELBOURNE-TITUSVILLE-COCA	162,800	.15
	32	SAN ANTONIO	655,500	.61		117	LAKELAND-WINTER HAVEN	162,600	.15
	33	CHARLOTTE-GASTONIA-ROCK HILL	645,400	.60		118	BRIDGEPORT	162,400	.15
	34	COLUMBUS, OH	640,200	.59		119	LANSING-EAST LANSING	160,300	.15
	35	ORLANDO	625,900	.58		120	FT. COLLINS-GREELEY, CO	159,600	.14
	36	LAS VEGAS	622,400	.58		121	RENO	159,000	.14
*	37	MIDDLESEX-SOMERSET-UNION	614,700	.57		122	ROANOKE-LYNCHBURG	157,200	.14
	38	MILWAUKEE-RACINE	606,400	.56		123	FAYETTEVILLE, NC	156,300	.14
	39	PROVIDENCE-WARWICK-PAWTUCKET	596,300	.55		124	FLINT	155,100	.14
	40	INDIANAPOLIS	591,600	.55		125	YOUNGSTOWN-WARREN	151,300	.14
	41	AUSTIN	581,900	.54		126	VICTOR VALLEY	151,100	.14
	42	NORFOLK-VIRGINIA BEACH-NWPT NEWS	580,500	.54		127	PENSACOLA	149,000	.13
	43	RALEIGH-DURHAM	542,700	.50		128	APPLETON-OSHKOSH	138,800	.13
	44	NASHVILLE	504,800	.47		129	FT. PIERCE-STUART-VERO BEACH	136,900	.12
	45	GREENSBORO-WS-HIGH POINT	474,600	.44		130	SAGINAW-BAY CITY-MIDLAND	135,000	.12
	46	MEMPHIS	459,100	.43		131	READING, PA	134,900	.12
	47	NEW ORLEANS	457,500	.42		132	BURLINGTON-PLATTSBURGH	134,200	.12
	48	JACKSONVILLE	445,900	.41		133	SHREVEPORT	134,000	.12
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	421,600	.39		134	CANTON	133,900	.12
	50	OKLAHOMA CITY	409,200	.38		135	ANN ARBOR	133,800	.12
	51	LOUISVILLE	401,800	.37		136	NWBRGH-MIDLTWN, NY(MID-HDSN VLY)	132,500	.12
*	52	MONMOUTH-OCEAN	400,300	.37		137	BILOXI-GULFPORT-PASCAGOULA	131,000	.12
	53	WEST PALM BEACH-BOCA RATON	393,900	.36		138	BEAUMONT-PORT ARTHUR, TX	130,800	.12
	54	BUFFALO-NIAGARA FALLS	392,100	.36		139	TRENTON, NJ	130,200	.12
	55	RICHMOND	387,800	.36		140	CORPUS CHRISTI	129,500	.12
	56	ROCHESTER, NY	380,900	.35		141	FAYETTEVILLE (NW ARKANSAS)	128,600	.12
	57	BIRMINGHAM	366,900	.34		142	ATLANTIC CITY-CAPE MAY	126,800	.11
	58	GREENVILLE-SPARTANBURG	345,500	.32	*	143	STAMFORD-NORWALK, CT	126,100	.11
	59	MCALLEN-BROWNSVILLE-HARLINGEN	342,800	.32		144	SPRINGFIELD, MO	124,700	.11
	60	DAYTON	332,200	.31		145	PALM SPRINGS	124,400	.11
	61	HONOLULU	329,800	.30		146	KILLEEN-TEMPLE, TX	122,900	.11
	62	TUCSON	315,500	.29	*	147	FREDERICKSBURG	122,500	.11
	63	ALBANY-SCHENECTADY-TROY	313,900	.29		148	MONTGOMERY	122,300	.11
	64	GRAND RAPIDS	308,500	.28		149	QUAD CITIES (DAVNPR-TI-MOLINE)	121,700	.11
	65	TULSA	303,800	.28		150	ROCKFORD	118,200	.11
	66	FRESNO	299,600	.28		151	MACON	116,400	.10
	67	ALBUQUERQUE	274,800	.25		152	EUGENE-SPRINGFIELD	116,300	.10
	68	ALLEN-TOWN-BETHLEHEM	270,100	.25		153	TYLER-LONGVIEW	116,100	.10
	69	OMAHA-COUNCIL BLUFFS	269,400	.25		154	PEORIA	115,900	.10
	70	KNOXVILLE	258,800	.24		155	SALISBURY-OCEAN CITY	112,700	.10
	71	WILKES BARRE-SCRANTON	257,500	.24		156	SAVANNAH	111,000	.10
	72	WILMINGTON, DE	253,900	.23		157	HUNTINGTON-ASHLAND	107,600	.10
	73	MONTEREY-SALINAS-SANTA CRUZ	248,800	.23		158	POUGHKEEPSIE, NY	105,600	.09
	74	AKRON	245,800	.23		159	EVANSVILLE	103,900	.09
	75	EL PASO	242,600	.22		160	ANCHORAGE	103,000	.09
	76	FT. MYERS-NAPLES-MARCO ISLAND	241,300	.22		161	PORTLAND, ME	101,800	.09
	77	BAKERSFIELD	231,300	.21		162	TALLAHASSEE	100,400	.09
	78	STOCKTON	227,500	.21		163	UTICA-ROME	99,400	.09
	79	BATON ROUGE	225,200	.21		164	LINCOLN	99,300	.09
	80	SYRACUSE	224,100	.20		165	ASHEVILLE	99,200	.09
	81	HARRISBURG-LEBANON-CARLISLE	223,000	.20		166	FLAGSTAFF-PRESCOTT, AZ	98,500	.09
	82	LITTLE ROCK	221,000	.20		167	MYRTLE BEACH, SC	98,200	.09
	83	CHARLESTON, SC	217,200	.20	*	168	NEW BEDFORD-FALL RIVER, MA	97,200	.09
	84	COLUMBIA, SC	215,200	.20		169	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	96,800	.09
	85	TOLEDO	213,500	.20		170	NEW LONDON, CT	94,400	.08

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METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 25-49

US TOTAL

106,772,600

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	WAUSAU-STVNS PT, WI (CNTRL WI)	94,000	.08	256	FLORENCE-MUSCLE SHOALS, AL		47,700	.04
	172	ERIE	93,300	.08	257	WATERLOO-CEDAR FALLS		47,600	.04
	173	WILMINGTON, NC	91,200	.08	258	BILLINGS, MT		46,700	.04
	174	CONCORD (LAKE REGIONS)	90,500	.08	258	MEADVILLE-FRANKLIN, PA		46,700	.04
	175	FT. SMITH, AR	90,000	.08	260	BATTLE CREEK, MI		46,600	.04
	176	GREEN BAY	89,300	.08	261	TEXARKANA, TX-AR		46,100	.04
*	177	MANCHESTER	88,900	.08	261	WICHITA FALLS, TX		46,100	.04
	178	SAN LUIS OBISPO, CA	88,400	.08	263	VALDOSTA, GA		45,000	.04
	179	COLUMBUS, GA	88,300	.08	264	ALBANY, GA		42,700	.04
	180	SOUTH BEND	87,900	.08	264	SIoux CITY, IA		42,700	.04
	181	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	87,800	.08	266	WATERTOWN, NY		42,500	.03
	182	LUBBOCK	86,500	.08	267	AUGUSTA-WATERVILLE, ME		42,100	.03
	183	MERCED, CA	85,800	.08	268	MONTPELIER-BARRE-ST. JOHNSBURY		41,800	.03
	184	KALAMAZOO	85,100	.07	269	ALTOONA		41,500	.03
	185	CHARLESTON, WV	84,100	.07	269	COLUMBUS-STARKVILLE-W. POINT, MS		41,500	.03
*	186	FREDERICK, MD	83,200	.07	271	RAPID CITY, SD		41,400	.03
	187	BINGHAMTON	83,000	.07	272	GRAND JUNCTION, CO		41,300	.03
	188	TUPELO, MS	81,900	.07	273	SHEBOYGAN, WI		40,800	.03
	189	CLARKSVILLE-HOPKINSVILLE, TN-KY	81,800	.07	274	LAWTON, OK		40,400	.03
	190	LEBANON-RUTLAND-WHITE RIVER JUNC	81,500	.07	275	WILLIAMSPORT, PA		39,100	.03
	191	ODESSA-MIDLAND, TX	80,600	.07	276	LEWISTON-AUBURN, ME		38,800	.03
	192	AMARILLO, TX	79,800	.07	277	ELKINS-BUCKHANNON-WESTON, WV		38,600	.03
	193	DOTHAN, AL	78,400	.07	278	MANKATO-NEW ULM-ST. PETER, MN		37,900	.03
	194	DANBURY, CT	76,800	.07	279	HARRISONBURG, VA		36,000	.03
	195	LAREDO, TX	76,600	.07	280	BLUEFIELD, WV		34,700	.03
	196	TOPEKA	76,500	.07	281	DECATUR, IL		34,500	.03
	197	TRAVERSE CITY-PETOSKEY, MI	75,800	.07	282	BISMARCK, ND		34,400	.03
	198	YAKIMA, WA	75,600	.07	282	ITHACA, NY		34,400	.03
	199	TRI-CITIES, WA (RCHLND-KNWK-PSC)	75,000	.07	284	COOKEVILLE, TN		33,600	.03
	200	JOHNSTOWN	73,500	.06	285	SAN ANGELO, TX		33,500	.03
	201	SANTA BARBARA, CA	71,900	.06	286	JACKSON, TN		33,000	.03
	202	SANTA MARIA-LOMPOC, CA	71,700	.06	287	GRAND FORKS, ND-MN		32,300	.03
	203	CEDAR RAPIDS	71,600	.06	288	CHEYENNE, WY		30,200	.02
	203	WACO, TX	71,600	.06	289	JONESBORO, AR		30,100	.02
	205	CAPE COD, MA	71,500	.06	290	BECKLEY, WV		27,700	.02
	206	BOWLING GREEN, KY	70,200	.06	291	GREAT FALLS, MT		26,700	.02
	207	CHICO, CA	69,300	.06	292	MERIDIAN, MS		26,300	.02
	208	FLORENCE, SC	69,200	.06	293	MASON CITY, IA		25,300	.02
	209	TERRE HAUTE	69,000	.06	294	BRUNSWICK, GA		23,400	.02
	210	ST. CLOUD, MN	67,200	.06	295	CASPER, WY		23,300	.02
	211	FARGO-MOORHEAD	66,900	.06	296	SEBRING, FL		22,300	.02
	212	BANGOR	66,700	.06					
	212	DULUTH-SUPERIOR	66,700	.06					
	214	CHAMPAIGN, IL	66,200	.06					
	215	ROCHESTER, MN	65,500	.06					
	216	FT. WALTON BEACH, FL	65,300	.06					
	217	SUNBURY-SELINGSGROVE-LEWISBURG, PA	65,100	.06					
	218	HILTON HEAD, SC	64,800	.06					
	219	WINCHESTER, VA	64,200	.06					
	220	LAUREL-HATTIESBURG, MS	63,700	.05					
	221	ELMIRA-CORNING, NY	63,400	.05					
	221	MUNCIE-MARION, IN	63,400	.05					
	223	LAKE CHARLES, LA	63,200	.05					
	224	ALEXANDRIA, LA	63,100	.05					
	225	OLEAN, NY	62,600	.05					
	226	MEDFORD-ASHLAND, OR	61,700	.05					
	227	BEND, OR	60,900	.05					
	228	MUSKEGON, MI	60,300	.05					
	229	CHARLOTTESVILLE, VA	60,200	.05					
	230	LA CROSSE, WI	60,000	.05					
	231	TUSCALOOSA, AL	58,600	.05					
	232	BLOOMINGTON	57,300	.05					
	233	REDDING, CA	56,400	.05					
	234	JOPLIN, MO	56,100	.05					
	235	SUSSEX, NJ	55,600	.05					
	236	PANAMA CITY, FL	55,000	.05					
	237	BRYAN-COLLEGE STATION, TX	54,900	.05					
	238	SANTA FE, NM	54,800	.05					
	239	MARION-CARBONDALE (SOUTHERN IL)	54,300	.05					
	240	NEW RIVER VALLEY, VA	54,000	.05					
	241	LAFAYETTE, IN	53,800	.05					
	242	COLUMBIA, MO	53,100	.04					
	243	DUBUQUE, IA	52,500	.04					
	244	ABILENE, TX	52,100	.04					
	244	EAU CLAIRE, WI	52,100	.04					
	246	LIMA, OH	51,400	.04					
	247	ELIZABETH CITY-NAGS HEAD, NC	51,000	.04					
	248	MONROE, LA	50,700	.04					
	249	LASALLE-PERU, IL	50,600	.04					
	250	PITTSBURG, KS (SOUTHEAST KANSAS)	50,500	.04					
	250	PUEBLO	50,500	.04					
	252	PARKERSBURG-MARIETTA, WV-OH	49,700	.04					
*	253	HAMPTONS-RIVERHEAD	49,300	.04					
	254	STATE COLLEGE, PA	48,900	.04					
	255	WHEELING	48,100	.04					

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ARBITRON

Metro Markets Ranked by Demographic Category

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				PERSONS 25-54		US TOTAL 127,062,200			
Metro Ind	Rank	Metro Market Name	Population	Pct of US	Metro Ind	Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	8,050,300	6.33	86	COLUMBIA, SC		255,400	.20
	2	LOS ANGELES	5,832,700	4.59	87	DES MOINES		249,700	.19
	3	CHICAGO	4,065,000	3.19	88	MADISON		246,300	.19
	4	SAN FRANCISCO	3,195,400	2.51	89	COLORADO SPRINGS		243,100	.19
	5	DALLAS-FT. WORTH	2,623,000	2.06	90	WICHITA		237,200	.18
	6	HOUSTON-GALVESTON	2,355,200	1.85	91	SPOKANE		234,900	.18
	7	WASHINGTON, DC	2,296,100	1.80	92	LEXINGTON-FAYETTE		233,900	.18
	8	ATLANTA	2,180,900	1.71	93	GREENVILLE-NEW BERN-JACKSONVILLE		233,300	.18
	9	PHILADELPHIA	2,174,500	1.71	94	MOBILE		226,900	.17
	10	BOSTON	2,051,300	1.61	95	SARASOTA-BRADENTON		223,500	.17
	11	DETROIT	2,014,800	1.58	96	VISALIA-TULARE-HANFORD		219,200	.17
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,763,400	1.38	97	WORCESTER		217,200	.17
	13	SEATTLE-TACOMA	1,720,500	1.35	98	JOHNSON CITY-KINGSPORT-BRISTOL		217,100	.17
	14	PUERTO RICO	1,594,700	1.25	99	LAFAYETTE, LA		216,700	.17
	15	PHOENIX	1,502,100	1.18	100	BOISE		215,600	.16
	16	MINNEAPOLIS-ST. PAUL	1,426,200	1.12	101	FT. WAYNE		215,200	.16
	17	SAN DIEGO	1,318,900	1.03	102	GAINESVILLE-OCALA		214,700	.16
	18	DENVER-BOULDER	1,196,500	.94	103	YORK		214,400	.16
*	19	NASSAU-SUFFOLK (LONG ISLAND)	1,195,900	.94	104	PORTSMOUTH-DOVER-ROCHESTER		213,700	.16
	20	BALTIMORE	1,147,800	.90	* 105	MORRISTOWN, NJ		212,300	.16
	21	ST. LOUIS	1,130,800	.89	106	AUGUSTA, GA		208,900	.16
	22	PORTLAND, OR	1,045,700	.82	107	MODESTO		208,200	.16
	23	TAMPA-ST. PETERSBURG-CLEARWATER	1,035,300	.81	108	HUNTSVILLE		207,300	.16
	24	PITTSBURGH, PA	957,700	.75	109	CHATTANOOGA		207,000	.16
	25	CLEVELAND	883,000	.69	110	NEW HAVEN		206,400	.16
	26	SACRAMENTO	881,600	.69	111	OXNARD-VENTURA		205,000	.16
	27	CINCINNATI	874,900	.68	112	DAYTONA BEACH		202,000	.15
	28	RIVERSIDE-SAN BERNARDINO	851,700	.67	* 113	SANTA ROSA		201,700	.15
	29	KANSAS CITY	814,600	.64	114	MELBOURNE-TITUSVILLE-COCOA		198,900	.15
*	30	SAN JOSE	795,000	.62	115	JACKSON, MS		197,200	.15
	31	SAN ANTONIO	775,000	.60	116	LANCASTER		196,800	.15
	32	SALT LAKE CITY-OGDEN-PROVO	766,100	.60	117	LAKELAND-WINTER HAVEN		194,900	.15
	33	CHARLOTTE-GASTONIA-ROCK HILL	756,400	.59	118	BRIDGEPORT		194,700	.15
	34	COLUMBUS, OH	751,100	.59	119	ROANOKE-LYNCHBURG		192,300	.15
	35	ORLANDO	735,400	.57	120	LANSING-EAST LANSING		192,200	.15
*	36	MIDDLESEX-SOMERSET-UNION	729,300	.57	121	RENO		191,100	.15
	37	MILWAUKEE-RACINE	727,400	.57	122	FT. COLLINS-GREELEY, CO		189,600	.14
	38	LAS VEGAS	726,700	.57	123	YOUNGSTOWN-WARREN		186,200	.14
	39	PROVIDENCE-WARWICK-PAWTUCKET	711,300	.55	124	FLINT		186,100	.14
	40	INDIANAPOLIS	696,800	.54	125	FAYETTEVILLE, NC		181,300	.14
	41	NORFOLK-VIRGINIA BEACH-NWPT NEWS	680,700	.53	126	VICTOR VALLEY		178,400	.14
	42	AUSTIN	672,400	.52	127	PENSACOLA		178,100	.14
	43	RALEIGH-DURHAM	631,600	.49	128	FT. PIERCE-STUART-VERO BEACH		167,900	.13
	44	NASHVILLE	596,800	.46	129	APPLETON-OSHKOSH		164,600	.12
	45	GREENSBORO-WS-HIGH POINT	564,600	.44	130	SAGINAW-BAY CITY-MIDLAND		164,500	.12
	46	NEW ORLEANS	549,700	.43	131	CANTON		163,800	.12
	47	MEMPHIS	545,600	.42	132	READING, PA		162,100	.12
	48	JACKSONVILLE	533,000	.41	133	BURLINGTON-PLATTSBURGH		161,300	.12
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	508,600	.40	134	SHREVEPORT		160,300	.12
	50	OKLAHOMA CITY	486,200	.38	135	NWBRGH-MIDLTON, NY (MID-HDSN VLY)		158,200	.12
*	51	MONMOUTH-OCEAN	484,100	.38	136	BEAUMONT-PORT ARTHUR, TX		157,300	.12
	52	LOUISVILLE	482,700	.37	137	ANN ARBOR		156,800	.12
	53	BUFFALO-NIAGARA FALLS	474,600	.37	138	TRENTON, NJ		156,200	.12
	54	WEST PALM BEACH-BOCA RATON	474,300	.37	139	BLOXI-GULFPORT-PASCAGOULA		155,500	.12
	55	RICHMOND	464,600	.36	140	CORPUS CHRISTI		155,200	.12
	56	ROCHESTER, NY	459,900	.36	141	ATLANTIC CITY-CAPE MAY		152,800	.12
	57	BIRMINGHAM	440,100	.34	* 142	STAMFORD-NORWALK, CT		151,900	.11
	58	GREENVILLE-SPARTANBURG	411,800	.32	143	FAYETTEVILLE (NW ARKANSAS)		149,700	.11
	59	DAYTON	401,800	.31	144	SPRINGFIELD, MO		147,700	.11
	60	MCALLEN-BROWNSVILLE-HARLINGEN	395,400	.31	145	QUAD CITIES (DAVNPRT-RI-MOLINE)		147,400	.11
	61	HONOLULU	391,800	.30	146	MONTGOMERY		144,800	.11
	62	ALBANY-SCHENECTADY-TROY	379,100	.29	* 147	FREDERICKSBURG		144,300	.11
	63	TUCSON	376,700	.29	148	PALM SPRINGS		144,000	.11
	64	TULSA	364,300	.28	149	EUGENE-SPRINGFIELD		142,100	.11
	65	GRAND RAPIDS	363,800	.28	150	ROCKFORD		141,100	.11
	66	FRESNO	348,900	.27	151	PEORIA		140,600	.11
	67	ALBUQUERQUE	328,700	.25	152	KILLEEN-TEMPLE, TX		139,700	.10
	68	ALLEN-TOWN-BETHLEHEM	327,100	.25	153	TYLER-LONGVIEW		139,100	.10
	69	OMAHA-COUNCIL BLUFFS	318,400	.25	154	MACON		138,500	.10
	70	WILKES BARRE-SCRANTON	313,500	.24	155	SALISBURY-OCEAN CITY		135,700	.10
	71	KNOXVILLE	311,300	.24	156	SAVANNAH		131,200	.10
	72	WILMINGTON, DE	301,400	.23	157	HUNTINGTON-ASHLAND		130,200	.10
	73	AKRON	296,600	.23	158	POUGHKEEPSIE, NY		126,500	.09
	74	MONTEREY-SALINAS-SANTA CRUZ	294,300	.23	159	EVANSVILLE		125,400	.09
	75	FT. MYERS-NAPLES-MARCO ISLAND	291,300	.22	160	ANCHORAGE		124,900	.09
	76	EL PASO	284,600	.22	161	PORTLAND, ME		123,200	.09
	77	HARRISBURG-LEBANON-CARLISLE	271,700	.21	162	FLAGSTAFF-PRESCOTT, AZ		121,100	.09
	78	SYRACUSE	270,000	.21	163	ASHEVILLE		120,500	.09
	79	BAKERSFIELD	268,200	.21	164	UTICA-ROME		120,300	.09
	80	BATON ROUGE	266,700	.20	165	TALLAHASSEE		119,000	.09
	81	STOCKTON	265,900	.20	166	MYRTLE BEACH, SC		117,400	.09
	82	LITTLE ROCK	262,700	.20	167	LINCOLN		117,000	.09
	83	SPRINGFIELD, MA	257,400	.20	168	HAGERS TN-CHAMBRSG-WAYNSB, MD-PA		115,800	.09
	84	CHARLESTON, SC	256,800	.20	* 169	NEW BEDFORD-FALL RIVER, MA		115,400	.09
	85	TOLEDO	256,300	.20	170	WAUSAU-STVNS PT, WI (CNTRL WI)		113,700	.08

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 25-54

US TOTAL 127,062,200

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	ERIE	113,000	.08	256	FLORENCE-MUSCLE SHOALS, AL	57,600	.04	
	172	NEW LONDON, CT	112,900	.08	257	MEADVILLE-FRANKLIN, PA	57,500	.04	
	173	CONCORD (LAKE REGIONS)	111,300	.08	258	STATE COLLEGE, PA	57,000	.04	
	174	WILMINGTON, NC	109,000	.08	259	BILLINGS, MT	56,900	.04	
	175	FT. SMITH, AR	107,500	.08	260	BATTLE CREEK, MI	56,500	.04	
	176	SAN LUIS OBISPO, CA	107,300	.08	261	TEXARKANA, TX-AR	55,100	.04	
*	177	MANCHESTER	106,400	.08	262	WICHITA FALLS, TX	54,700	.04	
	178	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	105,900	.08	263	VALDOSTA, GA	52,300	.04	
	179	GREEN BAY	105,800	.08	264	MONTPELIER-BARRE-ST. JOHNSBURY	52,000	.04	
	180	SOUTH BEND	105,600	.08	265	AUGUSTA-WATERVILLE, ME	51,900	.04	
	181	CHARLESTON, WV	104,100	.08	266	ALBANY, GA	51,000	.04	
	182	COLUMBUS, GA	103,900	.08	267	ALTOONA	50,900	.04	
	183	LUBBOCK	101,800	.08	267	SIOUX CITY, IA	50,900	.04	
	184	LEBANON-RUTLAND-WHITE RIVER JUNC	101,700	.08	269	GRAND JUNCTION, CO	50,700	.03	
	185	KALAMAZOO	101,500	.07	270	RAPID CITY, SD	49,900	.03	
	186	BINGHAMTON	100,400	.07	271	SHEBOYGAN, WI	49,200	.03	
	187	MERCED, CA	100,000	.07	271	WATERTOWN, NY	49,200	.03	
*	188	FREDERICK, MD	99,000	.07	273	COLUMBUS-STARKVILLE-W. POINT, MS	48,900	.03	
	189	ODESSA-MIDLAND, TX	97,100	.07	274	WILLIAMSPORT, PA	47,700	.03	
	190	TUPELO, MS	96,900	.07	275	ELKINS-BUCKHANNON-WESTON, WV	47,500	.03	
	191	AMARILLO, TX	94,900	.07	276	LEWISTON-AUBURN, ME	46,700	.03	
	192	DOTHAN, AL	94,000	.07	277	LAWTON, OK	46,600	.03	
	193	CLARKSVILLE-HOPKINSVILLE, TN-KY	93,200	.07	278	MANKATO-NEW ULM-ST. PETER, MN	45,400	.03	
	194	TOPEKA	93,100	.07	279	BLUEFIELD, WV	43,200	.03	
	195	DANBURY, CT	93,000	.07	280	HARRISONBURG, VA	42,800	.03	
	195	TRAVERSE CITY-PETOSKEY, MI	93,000	.07	281	DECATUR, IL	42,600	.03	
	197	JOHNSTOWN	90,600	.07	282	BISMARCK, ND	41,700	.03	
	198	TRI-CITIES, WA (RCHLND-KNWK-PSC)	89,800	.07	283	ITHACA, NY	40,800	.03	
	199	YAKIMA, WA	89,400	.07	284	SAN ANGELO, TX	40,100	.03	
	200	CAPE COD, MA	88,500	.06	285	COOKEVILLE, TN	39,900	.03	
	201	LAREDO, TX	87,400	.06	286	JACKSON, TN	39,500	.03	
	202	CEDAR RAPIDS	85,400	.06	287	GRAND FORKS, ND-MN	38,500	.03	
	202	SANTA BARBARA, CA	85,400	.06	288	CHEYENNE, WY	36,300	.02	
	204	WACO, TX	84,900	.06	289	JONESBORO, AR	35,600	.02	
	205	BOWLING GREEN, KY	83,700	.06	290	BECKLEY, WV	34,200	.02	
	205	FLORENCE, SC	83,700	.06	291	GREAT FALLS, MT	32,300	.02	
	207	SANTA MARIA-LOMPOC, CA	83,500	.06	292	MERIDIAN, MS	31,300	.02	
	208	CHICO, CA	83,400	.06	293	MASON CITY, IA	31,200	.02	
	209	TERRE HAUTE	82,900	.06	294	CASPER, WY	28,700	.02	
	210	DULUTH-SUPERIOR	82,100	.06	295	BRUNSWICK, GA	28,400	.02	
	211	BANGOR	81,400	.06	296	SEBRING, FL	27,100	.02	
	212	FARGO-MOORHEAD	79,000	.06					
	213	ST. CLOUD, MN	78,800	.06					
	214	SUNBURY-SELINGSGROVE-LEWISBRG, PA	78,600	.06					
	215	FT. WALTON BEACH, FL	77,600	.06					
	215	ROCHESTER, MN	77,600	.06					
	217	CHAMPAIGN, IL	77,300	.06					
	218	ELMIRA-CORNING, NY	77,000	.06					
	219	OLEAN, NY	76,800	.06					
	220	MEDFORD-ASHLAND, OR	76,700	.06					
	221	WINCHESTER, VA	76,500	.06					
	222	HILTON HEAD, SC	76,400	.06					
	222	MUNCIE-MARION, IN	76,400	.06					
	224	LAKE CHARLES, LA	75,700	.05					
	225	ALEXANDRIA, LA	75,500	.05					
	226	LAUREL-HATTIESBURG, MS	75,000	.05					
	227	BEND, OR	74,600	.05					
	228	LA CROSSE, WI	72,600	.05					
	229	MUSKEGON, MI	72,400	.05					
	230	CHARLOTTESVILLE, VA	71,700	.05					
	231	TUSCALOOSA, AL	69,700	.05					
	232	REDDING, CA	69,400	.05					
	233	SANTA FE, NM	69,200	.05					
	234	SUSSEX, NJ	68,200	.05					
	235	BLOOMINGTON	67,300	.05					
	236	JOPLIN, MO	66,900	.05					
	237	PANAMA CITY, FL	66,100	.05					
	238	MARION-CARBONDALE(SOUTHERN IL)	64,500	.05					
	239	DUBUQUE, IA	63,900	.05					
	240	NEW RIVER VALLEY, VA	63,800	.05					
	241	EAU CLAIRE, WI	62,600	.04					
	242	LAFAYETTE, IN	62,400	.04					
	243	BRYAN-COLLEGE STATION, TX	62,300	.04					
	244	ELIZABETH CITY-NAGS HEAD, NC	62,100	.04					
	245	COLUMBIA, MO	62,000	.04					
	245	LIMA, OH	62,000	.04					
	247	ABILENE, TX	61,500	.04					
	248	LASALLE-PERU, IL	61,100	.04					
	248	PITTSBURG, KS (SOUTHEAST KANSAS)	61,100	.04					
	250	PARKERSBURG-MARIETTA, WV-OH	61,000	.04					
	251	PUEBLO	60,700	.04					
	252	MONROE, LA	60,100	.04					
	253	WHEELING	60,000	.04					
*	254	HAMPTONS-RIVERHEAD	59,000	.04					
	255	WATERLOO-CEDAR FALLS	58,200	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 35-64

US TOTAL 117,680,900

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	7,427,500	6.31		86	STOCKTON	230,500	.19
	2	LOS ANGELES	4,980,500	4.23		87	BAKERSFIELD	224,900	.19
	3	CHICAGO	3,656,600	3.10		88	COLORADO SPRINGS	222,400	.18
	4	SAN FRANCISCO	2,916,000	2.47		89	DES MOINES	221,800	.18
	5	DALLAS-FT. WORTH	2,254,400	1.91	*	90	MORRISTOWN, NJ	221,100	.18
	6	WASHINGTON, DC	2,107,600	1.79		91	SPOKANE	220,100	.18
	7	PHILADELPHIA	2,078,900	1.76		92	JOHNSON CITY-KINGSPOBT-BRISTOL	217,800	.18
	8	HOUSTON-GALVESTON	2,075,200	1.76		93	MADISON	217,100	.18
	9	DETROIT	1,905,300	1.61		94	MOBILE	215,100	.18
	10	BOSTON	1,904,400	1.61		95	WICHITA	214,400	.18
	11	ATLANTA	1,880,600	1.59		96	DAYTONA BEACH	213,900	.18
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,667,000	1.41		97	MELBOURNE-TITUSVILLE-COCOA	211,800	.18
	13	SEATTLE-TACOMA	1,587,700	1.34		97	YORK	211,800	.18
	14	PUERTO RICO	1,463,600	1.24		99	PORTSMOUTH-DOVER-ROCHESTER	211,100	.17
	15	MINNEAPOLIS-ST. PAUL	1,295,900	1.10		100	GREENVILLE-NEW BERN-JACKSONVILLE	209,200	.17
	16	PHOENIX	1,288,700	1.09		101	GAINESVILLE-OCALA	206,300	.17
*	17	NASSAU-SUFFOLK (LONG ISLAND)	1,191,200	1.01		102	WORCESTER	204,600	.17
	18	SAN DIEGO	1,134,800	.96		103	LEXINGTON-FAYETTE	203,400	.17
	19	BALTIMORE	1,097,600	.93		104	CHATTANOOGA	199,800	.16
	20	ST. LOUIS	1,070,400	.90		105	FT. WAYNE	198,600	.16
	21	DENVER-BOULDER	1,059,000	.89		105	NEW HAVEN	198,600	.16
	22	TAMPA-ST. PETERSBURG-CLEARWATER	1,031,700	.87	*	107	SANTA ROSA	197,500	.16
	23	PITTSBURGH, PA	959,900	.81		108	LAFAYETTE, LA	197,200	.16
	24	PORTLAND, OR	945,200	.80		109	HUNTSVILLE	196,900	.16
	25	CLEVELAND	859,600	.73		110	AUGUSTA, GA	195,500	.16
	26	CINCINNATI	808,300	.68		111	BRIDGEPORT	192,800	.16
	27	SACRAMENTO	794,300	.67		112	LAKELAND-WINTER HAVEN	192,700	.16
	28	KANSAS CITY	748,800	.63		113	ROANOKE-LYNCHBURG	192,400	.16
	29	RIVERSIDE-SAN BERNARDINO	718,900	.61		114	LANCASTER	188,700	.16
*	30	SAN JOSE	708,300	.60		115	BOISE	186,700	.15
	31	SAN ANTONIO	697,100	.59		116	YOUNGSTOWN-WARREN	186,200	.15
*	32	MIDDLESEX-SOMERSET-UNION	691,500	.58		117	OXNARD-VENTURA	182,500	.15
	33	MILWAUKEE-RACINE	685,100	.58		118	RENO	180,800	.15
	34	CHARLOTTE-GASTONIA-ROCK HILL	671,700	.57		119	FT. PIERCE-STUART-VERO BEACH	180,700	.15
	35	PROVIDENCE-WARWICK-PAWTUCKET	669,600	.56		120	VISALIA-TULARE-HANFORD	180,300	.15
	36	COLUMBUS, OH	656,500	.55		121	MODESTO	178,600	.15
	37	ORLANDO	655,700	.55		122	JACKSON, MS	175,900	.14
	38	LAS VEGAS	651,100	.55		123	LANSING-EAST LANSING	175,600	.14
	39	INDIANAPOLIS	627,200	.53		124	FLINT	175,400	.14
	40	NORFOLK-VIRGINIA BEACH-NWPT NEWS	605,900	.51		125	PENSACOLA	169,000	.14
	41	SALT LAKE CITY-OGDEN-PROVO	595,600	.50		126	FT. COLLINS-GREELEY, CO	165,600	.14
	42	AUSTIN	541,400	.46		127	CANTON	163,700	.13
	43	NASHVILLE	538,900	.45		128	SAGINAW-BAY CITY-MIDLAND	161,600	.13
	44	RALEIGH-DURHAM	536,900	.45		129	VICTOR VALLEY	158,900	.13
	45	GREENSBORO-WS-HIGH POINT	529,300	.44		130	READING, PA	157,000	.13
	46	NEW ORLEANS	513,100	.43		131	FAYETTEVILLE, NC	152,700	.12
	47	JACKSONVILLE	504,300	.42		132	ATLANTIC CITY-CAPE MAY	152,600	.12
	48	HARTFORD-NEW BRITAIN-MIDDLETOWN	501,600	.42	*	133	STAMFORD-NORWALK, CT	152,400	.12
	49	MEMPHIS	493,700	.41		134	BURLINGTON-PLATTSBURGH	152,100	.12
*	50	MONMOUTH-OCEAN	489,000	.41		135	APPLETON-OSHKOSH	151,600	.12
	51	WEST PALM BEACH-BOCA RATON	476,100	.40		136	NWBRGH-MIDL TWN, NY (MID-HDSN VLV)	149,900	.12
	52	BUFFALO-NIAGARA FALLS	462,400	.39		137	TRENTON, NJ	149,700	.12
	53	LOUISVILLE	457,600	.38		138	BEAUMONT-PORT ARTHUR, TX	148,100	.12
	54	ROCHESTER, NY	448,200	.38		139	SHREVEPORT	147,900	.12
	55	RICHMOND	437,300	.37		140	BILOXI-GULFPORT-PASCAGOULA	144,500	.12
	56	OKLAHOMA CITY	437,200	.37		141	CORPUS CHRISTI	143,600	.12
	57	BIRMINGHAM	409,900	.34		142	QUAD CITIES (DAVNPT-RI-MOLINE)	141,700	.12
	58	DAYTON	389,300	.33		143	SALISBURY-OCEAN CITY	135,600	.11
	59	GREENVILLE-SPARTANBURG	387,700	.32		144	PEORIA	135,400	.11
	60	ALBANY-SCHENECTADY-TROY	367,200	.31		145	EUGENE-SPRINGFIELD	133,900	.11
	61	HONOLULU	363,000	.30		146	ROCKFORD	132,800	.11
	62	TUCSON	345,200	.29		147	ANN ARBOR	132,600	.11
	63	TULSA	342,100	.29		148	SPRINGFIELD, MO	132,400	.11
	64	ALLENTOWN-BETHLEHEM	324,100	.27	*	149	FREDERICKSBURG	132,200	.11
	65	MCALLEN-BROWNSVILLE-HARLINGEN	321,400	.27		150	MONTGOMERY	131,000	.11
	66	GRAND RAPIDS	320,700	.27		151	TYLER-LONGVIEW	130,200	.11
	67	WILKES BARRE-SCRANTON	313,700	.26		152	FAYETTEVILLE (NW ARKANSAS)	129,800	.11
	68	FT. MYERS-NAPLES-MARCO ISLAND	312,500	.26		153	MACON	128,000	.10
	69	ALBUQUERQUE	305,200	.25		154	HUNTINGTON-ASHLAND	126,800	.10
	70	KNOXVILLE	299,300	.25		155	POUGHKEEPSIE, NY	123,600	.10
	71	FRESNO	293,100	.24		156	FLAGSTAFF-PRESCOTT, AZ	122,700	.10
	72	AKRON	282,800	.24		157	PALM SPRINGS	121,600	.10
	73	OMAHA-COUNCIL BLUFFS	282,500	.24		158	PORTLAND, ME	121,000	.10
	74	WILMINGTON, DE	280,400	.23		159	ASHEVILLE	120,300	.10
	75	HARRISBURG-LEBANON-CARLISLE	267,100	.22		160	EVANSVILLE	120,200	.10
	76	SYRACUSE	260,900	.22		161	ANCHORAGE	118,600	.10
	77	MONTEREY-SALINAS-SANTA CRUZ	257,900	.21		162	SAVANNAH	118,500	.10
	78	EL PASO	248,200	.21		163	UTICA-ROME	118,400	.10
	79	SARASOTA-BRADENTON	247,500	.21		164	CONCORD (LAKE REGIONS)	113,500	.09
	80	SPRINGFIELD, MA	244,700	.20		164	MYRTLE BEACH, SC	113,500	.09
	81	LITTLE ROCK	240,300	.20		166	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	110,600	.09
	82	BATON ROUGE	236,700	.20		167	KILLEEN-TEMPLE, TX	109,900	.09
	83	TOLEDO	235,400	.20		168	WAUSAU-STVNS PT, WI (CNTRL WI)	109,700	.09
	84	CHARLESTON, SC	232,300	.19		169	NEW LONDON, CT	109,500	.09
	85	COLUMBIA, SC	230,700	.19	*	170	NEW BEDFORD-FALL RIVER, MA	108,400	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

ARBITRON

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 35-64

US TOTAL 117,680,900

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	ERIE	107,300	.09	256	MONTPELIER-BARRE-ST. JOHNSBURY	53,300	.04	
	172	LEBANON-RUTLAND-WHITE RIVER JUNC	106,100	.09	257	AUGUSTA-WATERVILLE, ME	53,100	.04	
	173	CHARLESTON, WV	105,200	.08	257	MONROE, LA	53,100	.04	
	174	WILMINGTON, NC	104,200	.08	259	TEXARKANA, TX-AR	51,600	.04	
*	175	MANCHESTER	103,800	.08	260	COLUMBIA, MO	50,800	.04	
	176	FT. SMITH, AR	102,300	.08	261	ALTOONA	50,600	.04	
	177	TALLAHASSEE	101,800	.08	262	WICHITA FALLS, TX	49,900	.04	
	178	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	99,800	.08	263	LAFAYETTE, IN	49,700	.04	
	179	SAN LUIS OBISPO, CA	99,700	.08	264	GRAND JUNCTION, CO	49,300	.04	
	180	BINGHAMTON	98,900	.08	265	ELKINS-BUCKHANNON-WESTON, WV	48,900	.04	
	181	LINCOLN	98,700	.08	266	STATE COLLEGE, PA	47,400	.04	
	182	SOUTH BEND	97,800	.08	267	SHEBOYGAN, WI	47,100	.04	
	183	CAPE COD, MA	96,300	.08	268	WILLIAMSPORT, PA	47,000	.03	
	184	GREEN BAY	95,600	.08	269	ALBANY, GA	46,000	.03	
	185	DANBURY, CT	95,000	.08	270	SIOUX CITY, IA	45,900	.03	
*	186	FREDERICK, MD	94,300	.08	271	RAPID CITY, SD	45,600	.03	
	187	TRAVERSE CITY-PETOSKEY, MI	93,800	.07	272	LEWISTON-AUBURN, ME	45,400	.03	
	188	COLUMBUS, GA	91,400	.07	273	BRYAN-COLLEGE STATION, TX	44,700	.03	
	189	TUPELO, MS	91,100	.07	274	VALDOSTA, GA	43,800	.03	
	190	JOHNSTOWN	90,900	.07	275	BLUEFIELD, WV	43,500	.03	
	190	TOPEKA	90,900	.07	276	DECATUR, IL	42,700	.03	
	192	DOTHAN, AL	90,100	.07	277	COLUMBUS-STARKVILLE-W. POINT, MS	42,100	.03	
	192	KALAMAZOO	90,100	.07	277	WATERTOWN, NY	42,100	.03	
	194	ODESSA-MIDLAND, TX	89,600	.07	279	MANKATO-NEW ULM-ST. PETER, MN	41,100	.03	
	195	LUBBOCK	86,100	.07	280	BISMARCK, ND	39,300	.03	
	196	MERCED, CA	85,400	.07	281	HARRISONBURG, VA	38,900	.03	
	197	AMARILLO, TX	84,600	.07	282	LAWTON, OK	38,700	.03	
	198	TRI-CITIES, WA (RCHLND-KNWK-PSC)	81,900	.06	283	COOKEVILLE, TN	37,300	.03	
	199	FLORENCE, SC	80,500	.06	284	SAN ANGELO, TX	37,000	.03	
	199	YAKIMA, WA	80,500	.06	285	JACKSON, TN	36,500	.03	
	201	DULUTH-SUPERIOR	80,400	.06	286	ITHACA, NY	35,100	.02	
	202	BANGOR	80,200	.06	287	CHEYENNE, WY	34,100	.02	
	203	CEDAR RAPIDS	78,600	.06	288	GRAND FORKS, ND-MN	33,700	.02	
	204	TERRE HAUTE	78,100	.06	289	BECKLEY, WV	33,000	.02	
	205	MEDFORD-ASHLAND, OR	77,600	.06	290	GREAT FALLS, MT	31,500	.02	
	206	BOWLING GREEN, KY	77,500	.06	291	JONESBORO, AR	31,300	.02	
	207	SUNBURY-SELINGROVE-LEWISBRG, PA	77,400	.06	291	MASON CITY, IA	31,300	.02	
	208	SANTA BARBARA, CA	76,700	.06	293	SEBRING, FL	29,500	.02	
	209	OLEAN, NY	76,400	.06	294	MERIDIAN, MS	28,700	.02	
	210	WACO, TX	75,700	.06	295	BRUNSWICK, GA	28,600	.02	
	211	ELMIRA-CORNING, NY	75,600	.06	296	CASPER, WY	27,800	.02	
	212	CHICO, CA	75,100	.06					
	213	WINCHESTER, VA	74,400	.06					
	214	MUNCIE-MARION, IN	73,700	.06					
	215	CLARKSVILLE-HOPKINSVILLE, TN-KY	73,500	.06					
	216	BEND, OR	73,300	.06					
	217	FT. WALTON BEACH, FL	72,900	.06					
	218	ROCHESTER, MN	72,000	.06					
	218	SANTA FE, NM	72,000	.06					
	220	ALEXANDRIA, LA	71,600	.06					
	221	SANTA MARIA-LOMPOC, CA	71,100	.06					
	221	SUSSEX, NJ	71,100	.06					
	223	HILTON HEAD, SC	70,300	.05					
	223	REDDING, CA	70,300	.05					
	225	LAKE CHARLES, LA	70,100	.05					
	226	LAREDO, TX	69,000	.05					
	227	LA CROSSE, WI	68,600	.05					
	228	ST. CLOUD, MN	67,900	.05					
	229	MUSKEGON, MI	67,800	.05					
	230	FARGO-MOORHEAD	66,500	.05					
	231	CHARLOTTESVILLE, VA	66,000	.05					
	232	LAUREL-HATTIESBURG, MS	65,700	.05					
	233	PANAMA CITY, FL	64,700	.05					
	234	CHAMPAIGN, IL	62,800	.05					
	235	DUBUQUE, IA	62,700	.05					
	236	ELIZABETH CITY-NAGS HEAD, NC	62,400	.05					
	236	PARKERSBURG-MARIETTA, WV-OH	62,400	.05					
	238	JOPLIN, MO	62,300	.05					
	239	WHEELING	61,100	.05					
	240	TUSCALOOSA, AL	60,300	.05					
	241	LASALLE-PERU, IL	60,000	.05					
	242	LIMA, OH	59,400	.05					
	243	PITTSBURG, KS (SOUTHEAST KANSAS)	58,800	.05					
	244	MEADVILLE-FRANKLIN, PA	58,700	.04					
	245	MARION-CARBONDALE(SOUTHERN IL)	58,300	.04					
	246	EAU CLAIRE, WI	58,000	.04					
*	246	HAMPTONS-RIVERHEAD	58,000	.04					
	248	BLOOMINGTON	57,100	.04					
	249	NEW RIVER VALLEY, VA	56,800	.04					
	250	PUEBLO	56,600	.04					
	251	FLORENCE-MUSCLE SHOALS, AL	56,500	.04					
	252	ABILENE, TX	55,800	.04					
	253	BILLINGS, MT	54,800	.04					
	253	WATERLOO-CEDAR FALLS	54,800	.04					
	255	BATTLE CREEK, MI	54,700	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 35+					US TOTAL 155,452,500				
Metro Ind	Rank	Metro Market Name	Population	Pct of US	Metro Ind	Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	9,744,500	6.26		86	FT. PIERCE-STUART-VERO BEACH	305,200	.19
	2	LOS ANGELES	6,295,500	4.04		87	JOHNSON CITY-KINGSPORT-BRISTOL	301,700	.19
	3	CHICAGO	4,675,600	3.00		88	BATON ROUGE	298,900	.19
	4	SAN FRANCISCO	3,722,500	2.39		89	CHARLESTON, SC	297,100	.19
	5	PHILADELPHIA	2,778,000	1.78		90	STOCKTON	296,200	.19
	6	DALLAS-FT. WORTH	2,726,600	1.75		91	COLUMBIA, SC	290,900	.18
	7	WASHINGTON, DC	2,576,200	1.65		92	SPOKANE	290,100	.18
	8	HOUSTON-GALVESTON	2,517,700	1.61		93	MOBILE	289,900	.18
	9	BOSTON	2,492,600	1.60		94	LAKELAND-WINTER HAVEN	287,500	.18
	10	DETROIT	2,467,900	1.58		95	DES MOINES	285,600	.18
	11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	2,258,500	1.45		96	BAKERSFIELD	284,700	.18
	12	ATLANTA	2,248,200	1.44	*	97	MORRISTOWN, NJ	282,000	.18
	13	SEATTLE-TACOMA	1,986,000	1.27		98	YORK	281,900	.18
	14	PUERTO RICO	1,933,400	1.24		99	GREENVILLE-NEW BERN-JACKSONVILLE	280,900	.18
	15	PHOENIX	1,690,300	1.08		100	WICHITA	280,800	.18
	16	MINNEAPOLIS-ST. PAUL	1,605,600	1.03		101	COLORADO SPRINGS	273,400	.17
*	17	NASSAU-SUFFOLK (LONG ISLAND)	1,581,300	1.01		102	MADISON	271,800	.17
	18	TAMPA-ST. PETERSBURG-CLEARWATER	1,514,700	.97		103	CHATTANOOGA	268,600	.17
	19	SAN DIEGO	1,468,000	.94		104	NEW HAVEN	268,400	.17
	20	BALTIMORE	1,422,500	.91		105	WORCESTER	267,000	.17
	21	ST. LOUIS	1,416,300	.91		106	YOUNGSTOWN-WARREN	266,800	.17
	22	PITTSBURGH, PA	1,375,700	.88		107	ROANOKE-LYNCHBURG	265,900	.17
	23	DENVER-BOULDER	1,297,200	.83		108	PORTSMOUTH-DOVER-ROCHESTER	265,700	.17
	24	PORTLAND, OR	1,189,600	.76		109	FT. WAYNE	260,800	.16
	25	CLEVELAND	1,172,400	.75		110	LAFAYETTE, LA	258,300	.16
	26	CINCINNATI	1,049,700	.67		111	LANCASTER	258,200	.16
	27	SACRAMENTO	1,031,200	.66	*	112	SANTA ROSA	258,000	.16
	28	KANSAS CITY	961,500	.61		113	LEXINGTON-FAYETTE	257,700	.16
	29	RIVERSIDE-SAN BERNARDINO	929,400	.59		114	BRIDGEPORT	256,500	.16
	30	PROVIDENCE-WARWICK-PAWTUCKET	903,100	.58		115	HUNTSVILLE	255,600	.16
	31	SAN ANTONIO	902,800	.58		116	AUGUSTA, GA	252,700	.16
	32	MILWAUKEE-RACINE	900,200	.57		117	BOISE	235,000	.15
*	33	MIDDLESEX-SOMERSET-UNION	897,300	.57		118	RENO	232,000	.14
*	34	SAN JOSE	884,400	.56		119	MODESTO	229,900	.14
	35	CHARLOTTE-GASTONIA-ROCK HILL	843,700	.54		120	FLINT	229,500	.14
	36	LAS VEGAS	839,300	.53		121	VISALIA-TULARE-HANFORD	229,300	.14
	37	COLUMBUS, OH	828,300	.53		122	OXNARD-VENTURA	228,800	.14
	38	ORLANDO	827,800	.53		123	PENSACOLA	227,400	.14
	39	INDIANAPOLIS	794,800	.51		124	CANTON	226,000	.14
	40	NORFOLK-VIRGINIA BEACH-NWPT NEWS	772,900	.49		125	JACKSON, MS	225,500	.14
	41	WEST PALM BEACH-BOCA RATON	758,900	.48		126	LANSING-EAST LANSING	224,200	.14
	42	SALT LAKE CITY-OGDEN-PROVO	745,800	.47		127	SAGINAW-BAY CITY-MIDLAND	218,200	.14
	43	GREENSBORO-WS-HIGH POINT	699,300	.44		128	READING, PA	215,300	.13
*	44	MONMOUTH-OCEAN	691,700	.44		129	ATLANTIC CITY-CAPE MAY	210,400	.13
	45	NASHVILLE	676,900	.43		130	FT. COLLINS-GREELEY, CO	206,900	.13
	46	HARTFORD-NEW BRITAIN-MIDDLETOWN	671,900	.43	*	131	STAMFORD-NORWALK, CT	202,100	.13
	47	NEW ORLEANS	665,000	.42		132	SHREVEPORT	201,400	.12
	48	RALEIGH-DURHAM	655,200	.42		132	VICTOR VALLEY	201,400	.12
	49	AUSTIN	648,300	.41		134	BEAUMONT-PORT ARTHUR, TX	200,300	.12
	50	BUFFALO-NIAGARA FALLS	647,200	.41		135	TRENTON, NJ	196,100	.12
	51	JACKSONVILLE	646,400	.41		136	APPLETON-OSHKOSH	196,000	.12
	52	MEMPHIS	624,900	.40		137	SALISBURY-OCEAN CITY	195,000	.12
	53	LOUISVILLE	597,400	.38		138	BURLINGTON-PLATTSBURGH	194,900	.12
	54	ROCHESTER, NY	594,200	.38		139	FAYETTEVILLE, NC	192,400	.12
	55	OKLAHOMA CITY	571,600	.36		140	QUAD CITIES (DAVNPT-RI-MOLINE)	192,200	.12
	56	RICHMOND	557,900	.35		141	BILOXI-GULFPORT-PASCAGOULA	189,000	.12
	57	BIRMINGHAM	542,800	.34		142	NWBRGH-MIDLWTN, NY(MID-HDSN VLY)	188,800	.12
	58	DAYTON	528,500	.34		143	CORPUS CHRISTI	187,900	.12
	59	FT. MYERS-NAPLES-MARCO ISLAND	514,700	.33		144	PEORIA	186,300	.11
	60	GREENVILLE-SPARTANBURG	510,700	.32		145	TYLER-LONGVIEW	180,300	.11
	61	ALBANY-SCHENECTADY-TROY	495,500	.31		146	EUGENE-SPRINGFIELD	179,500	.11
	62	HONOLULU	489,600	.31		147	SPRINGFIELD, MO	178,100	.11
	63	TUCSON	477,000	.30		148	HUNTINGTON-ASHLAND	176,300	.11
	64	WILKES BARRE-SCRANTON	450,600	.28		149	FLAGSTAFF-PRESCOTT, AZ	175,400	.11
	65	TULSA	450,200	.28		150	ROCKFORD	175,100	.11
	66	ALLENTOWN-BETHLEHEM	445,600	.28		151	FAYETTEVILLE (NW ARKANSAS)	172,700	.11
	67	SARASOTA-BRADENTON	428,700	.27		152	MONTGOMERY	171,100	.11
	68	MCALLEN-BROWNSVILLE-HARLINGEN	425,900	.27		153	ASHEVILLE	168,600	.10
	69	GRAND RAPIDS	409,600	.26		154	UTICA-ROME	167,900	.10
	70	KNOXVILLE	401,100	.25		155	MACON	165,800	.10
	71	ALBUQUERQUE	395,100	.25		156	PALM SPRINGS	162,800	.10
	72	AKRON	378,600	.24		157	ANN ARBOR	162,600	.10
	73	FRESNO	377,600	.24		158	EVANSVILLE	162,500	.10
	74	HARRISBURG-LEBANON-CARLISLE	364,500	.23	*	158	FREDERICKSBURG	162,500	.10
	75	WILMINGTON, DE	362,500	.23		160	POUGHKEEPSIE, NY	160,400	.10
	76	OMAHA-COUNCIL BLUFFS	361,500	.23		161	PORTLAND, ME	158,100	.10
	77	SYRACUSE	348,700	.22		162	MYRTLE BEACH, SC	157,600	.10
	78	DAYTONA BEACH	338,500	.21		163	SAVANNAH	155,000	.09
	79	SPRINGFIELD, MA	329,700	.21		164	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	153,000	.09
	80	MONTEREY-SALINAS-SANTA CRUZ	325,500	.20		165	CAPE COD, MA	151,500	.09
	81	EL PASO	322,000	.20		166	CONCORD (LAKE REGIONS)	151,300	.09
	82	MELBOURNE-TITUSVILLE-COCOA	318,000	.20		167	ERIE	147,800	.09
	83	TOLEDO	313,700	.20		168	WAUSAU-STVNS PT, WI (CNTRL WI)	146,300	.09
	84	LITTLE ROCK	312,000	.20		169	CHARLESTON, WV	145,600	.09
	85	GAINESVILLE-OCALA	310,700	.19		170	NEW LONDON, CT	144,900	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

PERSONS 35+

US TOTAL 155,452,500

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
*	171	NEW BEDFORD-FALL RIVER, MA	144,800	.09	256	BLOOMINGTON	72,700	.04	
	172	LEBANON-RUTLAND-WHITE RIVER JUNC	143,500	.09	257	MONROE, LA	71,200	.04	
	173	WILMINGTON, NC	142,300	.09	258	MONTPELIER-BARRE-ST. JOHNSBURY	71,000	.04	
	174	BINGHAMTON	139,100	.08	259	AUGUSTA-WATERVILLE, ME	70,700	.04	
	175	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	138,000	.08	260	TEXARKANA, TX-AR	69,800	.04	
	176	KILLEEN-TEMPLE, TX	137,900	.08	261	GRAND JUNCTION, CO	68,700	.04	
	177	SAN LUIS OBISPO, CA	137,300	.08	262	WICHITA FALLS, TX	68,100	.04	
	178	FT. SMITH, AR	137,200	.08	263	ELKINS-BUCKHANNON-WESTON, WV	68,000	.04	
	179	ANCHORAGE	137,100	.08	264	WILLIAMSPORT, PA	66,300	.04	
	180	JOHNSTOWN	135,200	.08	265	LAFAYETTE, IN	64,300	.04	
	181	SOUTH BEND	133,100	.08	266	COLUMBIA, MO	63,700	.04	
*	182	MANCHESTER	130,100	.08	267	STATE COLLEGE, PA	63,200	.04	
	183	TRAVERSE CITY-PETOSKEY, MI	128,200	.08	268	SHEBOYGAN, WI	63,100	.04	
	184	DANBURY, CT	127,200	.08	269	BLUEFIELD, WV	61,900	.03	
	185	TALLAHASSEE	127,100	.08	270	SIOUX CITY, IA	61,600	.03	
	186	LINCOLN	126,300	.08	271	LEWISTON-AUBURN, ME	60,900	.03	
	187	TOPEKA	123,500	.07	272	DECATUR, IL	59,900	.03	
	188	TUPELO, MS	123,200	.07	273	RAPID CITY, SD	59,700	.03	
	189	DOTHAN, AL	123,000	.07	274	ALBANY, GA	59,500	.03	
	190	GREEN BAY	121,300	.07	275	SEBRING, FL	59,400	.03	
	191	COLUMBUS, GA	120,800	.07	276	VALDOSTA, GA	56,700	.03	
	192	KALAMAZOO	118,700	.07	277	BRYAN-COLLEGE STATION, TX	56,500	.03	
	193	ODESSA-MIDLAND, TX	118,000	.07	278	MANKATO-NEW ULM-ST. PETER, MN	56,000	.03	
*	194	FREDERICK, MD	116,300	.07	279	COLUMBUS-STARKVILLE-W. POINT, MS	55,900	.03	
	195	LUBBOCK	114,700	.07	280	WATERTOWN, NY	55,700	.03	
	196	AMARILLO, TX	112,300	.07	281	HARRISONBURG, VA	52,800	.03	
	197	DULUTH-SUPERIOR	111,600	.07	282	BISMARCK, ND	52,400	.03	
	198	MERCED, CA	110,300	.07	283	COOKEVILLE, TN	51,400	.03	
	199	SUNBURY-SELINGSGROVE-LEWISBRG, PA	110,200	.07	284	SAN ANGELO, TX	51,300	.03	
	200	MEDFORD-ASHLAND, OR	109,200	.07	285	LAWTON, OK	50,500	.03	
	200	TERRE HAUTE	109,200	.07	286	JACKSON, TN	48,300	.03	
	202	CHICO, CA	107,900	.06	287	MASON CITY, IA	46,600	.03	
	203	OLEAN, NY	106,900	.06	288	GRAND FORKS, ND-MN	45,600	.02	
	204	YAKIMA, WA	106,100	.06	289	BECKLEY, WV	45,500	.02	
	205	BANGOR	106,000	.06	290	ITHACA, NY	45,200	.02	
	206	FLORENCE, SC	105,400	.06	291	CHEYENNE, WY	44,500	.02	
	207	SANTA BARBARA, CA	105,000	.06	292	GREAT FALLS, MT	43,300	.02	
	208	ELMIRA-CORNING, NY	104,800	.06	293	JONESBORO, AR	41,900	.02	
	209	WACO, TX	104,100	.06	294	MERIDIAN, MS	39,700	.02	
	210	CEDAR RAPIDS	103,600	.06	295	BRUNSWICK, GA	38,900	.02	
	211	TRI-CITIES, WA (RCHLND-KNWK-PSC)	103,500	.06	296	CASPER, WY	36,800	.02	
	212	MUNCIE-MARION, IN	103,300	.06					
	213	BOWLING GREEN, KY	103,000	.06					
	214	HILTON HEAD, SC	100,000	.06					
	215	WINCHESTER, VA	98,900	.06					
	216	BEND, OR	97,800	.06					
	217	REDDING, CA	97,600	.06					
	218	ALEXANDRIA, LA	97,100	.06					
	218	FT. WALTON BEACH, FL	97,100	.06					
	220	SANTA MARIA-LOMPOC, CA	94,700	.06					
	221	LA CROSSE, WI	93,200	.06					
	222	LAKE CHARLES, LA	93,000	.05					
	222	ROCHESTER, MN	93,000	.05					
	224	CLARKSVILLE-HOPKINSVILLE, TN-KY	92,600	.05					
	225	SANTA FE, NM	91,200	.05					
	226	MUSKEGON, MI	90,100	.05					
	227	DUBUQUE, IA	88,500	.05					
	228	WHEELING	88,300	.05					
	229	LAUREL-HATTIESBURG, MS	87,900	.05					
	230	ST. CLOUD, MN	87,800	.05					
	231	CHARLOTTESVILLE, VA	87,100	.05					
	231	PANAMA CITY, FL	87,100	.05					
	233	LAREDO, TX	86,300	.05					
	234	FARGO-MOORHEAD	86,200	.05					
	234	PARKERSBURG-MARIETTA, WV-OH	86,200	.05					
	236	SUSSEX, NJ	86,100	.05					
	237	LASALLE-PERU, IL	85,600	.05					
	238	PITTSBURG, KS (SOUTHEAST KANSAS)	85,300	.05					
	239	ELIZABETH CITY-NAGS HEAD, NC	85,100	.05					
	239	JOPLIN, MO	85,100	.05					
	241	MARION-CARBONDALE(SOUTHERN IL)	82,700	.05					
	241	MEADVILLE-FRANKLIN, PA	82,700	.05					
	243	CHAMPAIGN, IL	81,900	.05					
	244	LIMA, OH	81,500	.05					
	245	TUSCALOOSA, AL	79,600	.05					
	246	FLORENCE-MUSCLE SHOALS, AL	79,300	.05					
	247	PUEBLO	79,000	.05					
	248	EAU CLAIRE, WI	78,200	.05					
	249	ABILENE, TX	76,900	.04					
	250	NEW RIVER VALLEY, VA	76,600	.04					
	251	WATERLOO-CEDAR FALLS	76,500	.04					
*	252	HAMPTONS-RIVERHEAD	75,200	.04					
	253	BATTLE CREEK, MI	74,100	.04					
	254	BILLINGS, MT	73,300	.04					
	255	ALTOONA	73,200	.04					

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METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				MEN 12-24		US TOTAL 28,347,600			
Metro Ind	Rank	Metro Market Name	Population	Pct of US	Metro Ind	Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	1,547,000	5.45	86		COLORADO SPRINGS	58,900	.20
	2	LOS ANGELES	1,246,100	4.39	87		CHARLESTON, SC	58,400	.20
	3	CHICAGO	859,600	3.03	88		HARRISBURG-LEBANON-CARLISLE	57,600	.20
	4	SAN FRANCISCO	580,300	2.04	89		DES MOINES	57,100	.20
	5	DALLAS-FT. WORTH	547,100	1.93	90		LITTLE ROCK	56,600	.19
	6	HOUSTON-GALVESTON	519,900	1.83	91		COLUMBIA, SC	56,300	.19
	7	PHILADELPHIA	473,300	1.66	92		MODESTO	54,800	.19
	8	WASHINGTON, DC	427,200	1.50	92		SPOKANE	54,800	.19
	9	ATLANTA	420,200	1.48	94		WICHITA	54,100	.19
	10	DETROIT	416,100	1.46	95		OXNARD-VENTURA	53,400	.18
	11	PUERTO RICO	391,100	1.37	96		LAFAYETTE, LA	53,300	.18
	12	BOSTON	389,100	1.37	97		MADISON	53,100	.18
	13	MIAMI-FT. LAUDERDALE-HOLLYWOOD	352,700	1.24	98		MOBILE	52,400	.18
	14	SEATTLE-TACOMA	340,400	1.20	99		FAYETTEVILLE, NC	51,300	.18
	15	PHOENIX	330,600	1.16	100		LANSING-EAST LANSING	51,000	.17
	16	SAN DIEGO	302,400	1.06	101		AUGUSTA, GA	50,100	.17
	17	MINNEAPOLIS-ST. PAUL	290,100	1.02	102		FT. WAYNE	49,500	.17
	18	ST. LOUIS	247,100	.87	103		BOISE	49,200	.17
*	19	NASSAU-SUFFOLK (LONG ISLAND)	246,200	.86	104		PENSACOLA	48,700	.17
	20	BALTIMORE	243,600	.85	105		LEXINGTON-FAYETTE	47,500	.16
	21	DENVER-BOULDER	234,000	.82	106		LAKELAND-WINTER HAVEN	47,100	.16
	22	RIVERSIDE-SAN BERNARDINO	230,400	.81	107		LANCASTER	46,600	.16
	23	SALT LAKE CITY-OGDEN-PROVO	213,300	.75	108		FT. COLLINS-GREELEY, CO	46,100	.16
	24	PORTLAND, OR	210,100	.74	109		JACKSON, MS	45,600	.16
	25	TAMPA-ST. PETERSBURG-CLEARWATER	207,100	.73	110		NEW HAVEN	45,400	.16
	26	SACRAMENTO	203,200	.71	110		WORCESTER	45,400	.16
	27	PITTSBURGH, PA	196,300	.69	112		DAYTONA BEACH	45,300	.15
	28	CINCINNATI	192,300	.67	113		YORK	45,200	.15
	29	SAN ANTONIO	189,500	.66	114		VICTOR VALLEY	44,900	.15
	30	CLEVELAND	189,300	.66	115		SARASOTA-BRADENTON	44,800	.15
	31	NORFOLK-VIRGINIA BEACH-NWPT NEWS	168,800	.59	* 116		SANTA ROSA	44,300	.15
	32	KANSAS CITY	167,600	.59	117		HUNTSVILLE	44,200	.15
	33	MILWAUKEE-RACINE	160,100	.56	118		MELBOURNE-TITUSVILLE-COCOA	44,000	.15
	34	COLUMBUS, OH	155,300	.54	119		CHATTANOOGA	43,500	.15
	35	ORLANDO	151,600	.53	120		PORTSMOUTH-DOVER-ROCHESTER	43,000	.15
	36	PROVIDENCE-WARWICK-PAWTUCKET	148,200	.52	121		JOHNSON CITY-KINGSPORT-BRISTOL	42,400	.14
	37	CHARLOTTE-GASTONIA-ROCK HILL	146,900	.51	122		BRIDGEPORT	41,500	.14
	38	LAS VEGAS	145,300	.51	123		FLINT	41,400	.14
*	39	SAN JOSE	144,400	.50	124		YOUNGSTOWN-WARREN	41,200	.14
	40	INDIANAPOLIS	142,300	.50	125		ROANOKE-LYNCHBURG	40,900	.14
	41	AUSTIN	141,200	.49	126		NWBRGH-MIDLTON, NY (MID-HDSN VLY)	40,100	.14
*	42	MIDDLESEX-SOMERSET-UNION	138,700	.48	* 127		MORRISTOWN, NJ	39,900	.14
	43	RALEIGH-DURHAM	123,600	.43	128		RENO	39,800	.14
	44	NEW ORLEANS	123,000	.43	129		BEAUMONT-PORT ARTHUR, TX	39,100	.13
	45	MEMPHIS	122,300	.43	129		CORPUS CHRISTI	39,100	.13
	46	NASHVILLE	120,400	.42	131		KILLEEN-TEMPLE, TX	38,900	.13
	47	JACKSONVILLE	117,400	.41	132		SHREVEPORT	38,600	.13
	48	MCALLEN-BROWNSVILLE-HARLINGEN	114,600	.40	133		PALM SPRINGS	38,400	.13
	49	GREENSBORO-WS-HIGH POINT	114,000	.40	133		SAGINAW-BAY CITY-MIDLAND	38,400	.13
	50	HARTFORD-NEW BRITAIN-MIDDLETOWN	112,900	.39	135		FT. PIERCE-STUART-VERO BEACH	38,100	.13
	51	OKLAHOMA CITY	111,900	.39	136		ANN ARBOR	37,900	.13
	52	ROCHESTER, NY	108,700	.38	137		APPLETON-OSHKOSH	37,000	.13
	53	BUFFALO-NIAGARA FALLS	105,400	.37	137		BILOXI-GULFPORT-PASCAGOULA	37,000	.13
*	54	MONMOUTH-OCEAN	101,000	.35	137		BURLINGTON-PLATTSBURGH	37,000	.13
	55	FRESNO	98,700	.34	140		CANTON	36,800	.12
	56	RICHMOND	98,200	.34	141		READING, PA	36,000	.12
	57	WEST PALM BEACH-BOCA RATON	95,900	.33	142		FAYETTEVILLE (NW ARKANSAS)	35,500	.12
	58	DAYTON	93,600	.33	143		TRENTON, NJ	35,300	.12
	59	LOUISVILLE	93,400	.32	144		MONTGOMERY	35,200	.12
	60	BIRMINGHAM	90,800	.32	145		TYLER-LONGVIEW	34,700	.12
	61	TUCSON	86,600	.30	146		SPRINGFIELD, MO	33,700	.11
	62	GREENVILLE-SPARTANBURG	86,500	.30	147		TALLAHASSEE	33,600	.11
	63	GRAND RAPIDS	86,200	.30	* 148		FREDERICKSBURG	33,000	.11
	64	HONOLULU	86,100	.30	148		QUAD CITIES (DAVNPT-RI-MOLINE)	33,000	.11
	65	ALBANY-SCHENECTADY-TROY	85,100	.30	150		ATLANTIC CITY-CAPE MAY	32,700	.11
	66	TULSA	81,400	.28	151		PEORIA	32,100	.11
	67	EL PASO	78,500	.27	152		MACON	32,000	.11
	68	BAKERSFIELD	76,300	.26	153		EUGENE-SPRINGFIELD	31,600	.11
	69	GREENVILLE-NEW BERN-JACKSONVILLE	74,000	.26	154		FLAGSTAFF-PRESCOTT, AZ	31,100	.10
	70	STOCKTON	73,300	.25	155		ROCKFORD	30,800	.10
	71	ALBUQUERQUE	72,200	.25	* 156		STAMFORD-NORWALK, CT	30,700	.10
	72	WILKES BARRE-SCRANTON	70,300	.24	157		SAVANNAH	30,300	.10
	73	ALLEN TOWN-BETHLEHEM	70,000	.24	158		COLUMBUS, GA	30,100	.10
	74	MONTEREY-SALINAS-SANTA CRUZ	69,400	.24	159		LUBBOCK	29,600	.10
	74	OMAHA-COUNCIL BLUFFS	69,400	.24	159		MERCED, CA	29,600	.10
	76	BATON ROUGE	67,500	.23	159		SALISBURY-OCEAN CITY	29,600	.10
	77	SYRACUSE	65,700	.23	162		BRYAN-COLLEGE STATION, TX	29,400	.10
	78	AKRON	64,400	.22	163		POUGHKEEPSIE, NY	29,200	.10
	79	VISALIA-TULARE-HANFORD	63,600	.22	164		SAN LUIS OBISPO, CA	29,100	.10
	80	KNOXVILLE	63,100	.22	165		UTICA-ROME	28,800	.10
	80	SPRINGFIELD, MA	63,100	.22	166		ERIE	28,600	.10
	80	WILMINGTON, DE	63,100	.22	167		ANCHORAGE	28,500	.10
	83	TOLEDO	61,200	.21	168		LINCOLN	28,300	.09
	84	FT. MYERS-NAPLES-MARCO ISLAND	60,500	.21	169		CHAMPAIGN, IL	27,800	.09
	85	GAINESVILLE-OCALA	59,100	.20	170		HUNTINGTON-ASHLAND	27,400	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				MEN 12-24		US TOTAL		28,347,600	
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	EVANSVILLE	27,300	.09	255	SUSSEX, NJ		14,400	.05
	171	WAUSAU-STVNS PT, WI (CNTRL WI)	27,300	.09	257	PANAMA CITY, FL		14,200	.05
	173	SOUTH BEND	27,200	.09	258	SANTA FE, NM		14,100	.04
	174	NEW LONDON, CT	26,700	.09	259	ELIZABETH CITY-NAGS HEAD, NC		13,900	.04
	175	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	26,600	.09	259	MEADVILLE-FRANKLIN, PA		13,900	.04
	176	KALAMAZOO	26,200	.09	261	VALDOSTA, GA		13,700	.04
	177	WACO, TX	25,700	.09	261	WHEELING		13,700	.04
	178	ODESSA-MIDLAND, TX	25,600	.09	263	WATERTOWN, NY		13,500	.04
	179	LAFAYETTE, IN	25,500	.09	264	BATTLE CREEK, MI		13,400	.04
	180	FT. SMITH, AR	25,100	.08	265	ALBANY, GA		13,200	.04
	181	BINGHAMTON	24,800	.08	265	TEXARKANA, TX-AR		13,200	.04
	181	NEW RIVER VALLEY, VA	24,800	.08	267	PARKERSBURG-MARIETTA, WV-OH		13,000	.04
	183	LAREDO, TX	24,700	.08	268	BILLINGS, MT		12,400	.04
	183	YAKIMA, WA	24,700	.08	269	FLORENCE-MUSCLE SHOALS, AL		12,300	.04
	185	CONCORD (LAKE REGIONS)	24,600	.08	270	GRAND JUNCTION, CO		12,200	.04
	185	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	24,600	.08	271	MONTPELIER-BARRE-ST. JOHNSBURY		12,100	.04
	187	ASHEVILLE	24,000	.08	272	GRAND FORKS, ND-MN		12,000	.04
	188	CLARKSVILLE-HOPKINSVILLE, TN-KY	23,900	.08	272	RAPID CITY, SD		12,000	.04
*	188	NEW BEDFORD-FALL RIVER, MA	23,900	.08	272	ST LOUIS, MO		12,000	.04
	188	PORTLAND, ME	23,900	.08	* 275	HAMPTONS-RIVERHEAD		11,900	.04
	191	CHICO, CA	23,500	.08	276	WILLIAMSPORT, PA		11,600	.04
	192	TRI-CITIES, WA (RCHLND-KNWK-PSC)	23,300	.08	277	AUGUSTA-WATERVILLE, ME		11,300	.03
	193	LEBANON-RUTLAND-WHITE RIVER JUNC	23,200	.08	278	SAN ANGELO, TX		11,200	.03
	194	GREEN BAY	23,000	.08	279	ALTOONA		11,100	.03
	195	AMARILLO, TX	22,800	.08	280	SHEBOYGAN, WI		11,000	.03
	196	SANTA MARIA-LOMPOC, CA	22,400	.07	281	ELKINS-BUCKHANNON-WESTON, WV		10,800	.03
	196	TUPELO, MS	22,400	.07	282	DECATUR, IL		10,100	.03
	198	STATE COLLEGE, PA	22,300	.07	283	COOKEVILLE, TN		9,800	.03
	199	ST. CLOUD, MN	22,200	.07	283	LEWISTON-AUBURN, ME		9,800	.03
	200	MYRTLE BEACH, SC	22,100	.07	285	BISMARCK, ND		9,700	.03
	201	MUNCIE-MARION, IN	21,600	.07	286	JACKSON, TN		9,300	.03
*	202	MANCHESTER	21,400	.07	287	BLUEFIELD, WV		8,900	.03
	202	OLEAN, NY	21,400	.07	288	JONESBORO, AR		8,500	.03
	202	WILMINGTON, NC	21,400	.07	289	CHEYENNE, WY		8,400	.02
	205	TERRE HAUTE	21,300	.07	290	GREAT FALLS, MT		7,600	.02
	206	DOTHAN, AL	21,200	.07	290	MERIDIAN, MS		7,600	.02
	206	SANTA BARBARA, CA	21,200	.07	292	MASON CITY, IA		7,300	.02
	208	TOPEKA	20,800	.07	293	BECKLEY, WV		6,900	.02
*	209	FREDERICK, MD	20,700	.07	293	CASPER, WY		6,900	.02
	210	FARGO-MOORHEAD	20,500	.07	293	SEBRING, FL		6,900	.02
	210	TRAVERSE CITY-PETOSKEY, MI	20,500	.07	296	BRUNSWICK, GA		6,500	.02
	212	DULUTH-SUPERIOR	20,100	.07					
	213	CHARLESTON, WV	20,000	.07					
	213	JOHNSTOWN	20,000	.07					
	215	HILTON HEAD, SC	19,700	.06					
	216	BOWLING GREEN, KY	19,200	.06					
	217	LA CROSSE, WI	19,000	.06					
	218	LAUREL-HATTIESBURG, MS	18,900	.06					
	219	ALEXANDRIA, LA	18,700	.06					
	220	BLOOMINGTON	18,500	.06					
	220	SUNBURY-SELINGROVE-LEWISBRG, PA	18,500	.06					
	222	LAKE CHARLES, LA	18,300	.06					
	223	ABILENE, TX	18,200	.06					
	224	BANGOR	18,000	.06					
	224	CHARLOTTEVILLE, VA	18,000	.06					
	224	MARION-CARBONDALE (SOUTHERN IL)	18,000	.06					
	224	TUSCALOOSA, AL	18,000	.06					
	228	REDDING, CA	17,900	.06					
	228	WICHITA FALLS, TX	17,900	.06					
	230	FLORENCE, SC	17,800	.06					
	231	CEDAR RAPIDS	17,700	.06					
	231	DANBURY, CT	17,700	.06					
	231	ELMIRA-CORNING, NY	17,700	.06					
	231	MEDFORD-ASHLAND, OR	17,700	.06					
	235	FT. WALTON BEACH, FL	17,600	.06					
	236	MUSKEGON, MI	17,500	.06					
	237	CAPE COD, MA	17,300	.06					
	237	COLUMBIA, MO	17,300	.06					
	237	DUBUQUE, IA	17,300	.06					
	240	PITTSBURG, KS (SOUTHEAST KANSAS)	16,900	.05					
	241	ROCHESTER, MN	16,700	.05					
	242	EAU CLAIRE, WI	16,500	.05					
	242	ITHACA, NY	16,500	.05					
	244	BEND, OR	16,300	.05					
	245	WINCHESTER, VA	16,000	.05					
	246	LIMA, OH	15,900	.05					
	246	WATERLOO-CEDAR FALLS	15,900	.05					
	248	JOPLIN, MO	15,500	.05					
	249	COLUMBUS-STARKVILLE-W. POINT, MS	15,400	.05					
	249	MONROE, LA	15,400	.05					
	251	LAWTON, OK	15,200	.05					
	252	HARRISONBURG, VA	14,800	.05					
	252	MANKATO-NEW ULM-ST. PETER, MN	14,800	.05					
	254	PUEBLO	14,600	.05					
	255	LASALLE-PERU, IL	14,400	.05					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				MEN 18-34		US TOTAL		35,465,900	
Metro Ind	Rank	Metro Market Name	Population	Pct of US	Metro Ind	Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	2,041,500	5.75	86		GAINESVILLE-OCALA	74,400	.20
	2	LOS ANGELES	1,680,900	4.73	87		SPRINGFIELD, MA	74,300	.20
	3	CHICAGO	1,101,400	3.10	88		SYRACUSE	73,400	.20
	4	SAN FRANCISCO	826,300	2.32	89		COLUMBIA, SC	73,100	.20
	5	DALLAS-FT. WORTH	737,500	2.07	90		LITTLE ROCK	72,100	.20
	6	HOUSTON-GALVESTON	658,500	1.85	91		LEXINGTON-FAYETTE	71,300	.20
	7	ATLANTA	587,900	1.65	92		COLORADO SPRINGS	69,900	.19
	8	WASHINGTON, DC	566,000	1.59	93		HARRISBURG-LEBANON-CARLISLE	69,200	.19
	9	PHILADELPHIA	554,600	1.56	94		SPOKANE	67,000	.18
	10	BOSTON	517,300	1.45	95		WICHITA	66,200	.18
	11	DETROIT	498,600	1.40	96		FAYETTEVILLE, NC	65,600	.18
	12	PUERTO RICO	475,600	1.34	97		MODESTO	64,500	.18
	13	PHOENIX	454,800	1.28	98		BOISE	64,200	.18
	14	SEATTLE-TACOMA	448,600	1.26	99		OXNARD-VENTURA	63,600	.17
	15	MIAMI-FT. LAUDERDALE-HOLLYWOOD	436,900	1.23	100		LANSING-EAST LANSING	63,100	.17
	16	SAN DIEGO	406,400	1.14	101		LAFAYETTE, LA	62,400	.17
	17	MINNEAPOLIS-ST. PAUL	366,900	1.03	102		FT. COLLINS-GREELEY, CO	61,700	.17
	18	DENVER-BOULDER	327,600	.92	102		MOBILE	61,700	.17
	19	ST. LOUIS	289,800	.81	104		FT. WAYNE	59,300	.16
	20	BALTIMORE	285,500	.80	104		PENSACOLA	59,300	.16
*	21	NASSAU-SUFFOLK (LONG ISLAND)	285,300	.80	106		AUGUSTA, GA	58,800	.16
	22	PORTLAND, OR	285,200	.80	107		JACKSON, MS	55,900	.15
	23	SALT LAKE CITY-OGDEN-PROVO	283,100	.79	108		JOHNSON CITY-KINGSPORT-BRISTOL	55,700	.15
	24	RIVERSIDE-SAN BERNARDINO	271,400	.76	109		CHATTANOOGA	55,100	.15
	25	TAMPA-ST. PETERSBURG-CLEARWATER	252,600	.71	110		ANN ARBOR	54,900	.15
	26	SACRAMENTO	250,800	.70	* 111		SANTA ROSA	54,400	.15
	27	CINCINNATI	233,800	.65	112		HUNTSVILLE	54,200	.15
	28	PITTSBURGH, PA	233,400	.65	112		LAKELAND-WINTER HAVEN	54,200	.15
	29	SAN ANTONIO	226,800	.63	112		WORCESTER	54,200	.15
	30	CLEVELAND	216,100	.60	115		DAYTONA BEACH	53,900	.15
	31	AUSTIN	215,000	.60	116		SARASOTA-BRADENTON	53,100	.14
	32	COLUMBUS, OH	211,800	.59	117		LANCASTER	53,000	.14
	33	KANSAS CITY	211,000	.59	118		VICTOR VALLEY	52,600	.14
*	34	SAN JOSE	210,900	.59	119		KILLEEN-TEMPLE, TX	52,500	.14
	35	NORFOLK-VIRGINIA BEACH-NWPT NEWS	209,700	.59	120		NEW HAVEN	52,400	.14
	36	LAS VEGAS	201,400	.56	120		YORK	52,400	.14
	37	CHARLOTTE-GASTONIA-ROCK HILL	201,000	.56	122		RENO	52,300	.14
	38	ORLANDO	200,400	.56	123		PORTSMOUTH-DOVER-ROCHESTER	48,800	.13
	39	MILWAUKEE-RACINE	189,500	.53	124		ROANOKE-LYNCHBURG	48,500	.13
	40	PROVIDENCE-WARWICK-PAWTUCKET	187,500	.52	125		FLINT	48,300	.13
	41	RALEIGH-DURHAM	181,600	.51	126		YOUNGSTOWN-WARREN	48,200	.13
	42	INDIANAPOLIS	179,400	.50	127		FAYETTEVILLE (NW ARKANSAS)	48,000	.13
*	43	MIDDLESEX-SOMERSET-UNION	173,700	.48	128		BEAUMONT-PORT ARTHUR, TX	46,900	.13
	44	NASHVILLE	161,900	.45	129		MELBOURNE-TITUSVILLE-COCOA	46,800	.13
	45	GREENSBORO-WS-HIGH POINT	148,100	.41	130		BURLINGTON-PLATTSBURGH	46,200	.13
	46	MEMPHIS	147,500	.41	131		SHREVEPORT	46,000	.12
	47	OKLAHOMA CITY	146,600	.41	131		TALLAHASSEE	46,000	.12
	48	NEW ORLEANS	146,300	.41	133		BRIDGEPORT	45,700	.12
	49	JACKSONVILLE	139,600	.39	133		PALM SPRINGS	45,700	.12
	50	MCALLEN-BROWNSVILLE-HARLINGEN	130,900	.36	135		SPRINGFIELD, MO	45,600	.12
	51	HARTFORD-NEW BRITAIN-MIDDLETOWN	127,700	.36	136		APPLETON-OSHKOSH	45,200	.12
	52	BUFFALO-NIAGARA FALLS	123,900	.34	137		BLOXI-GULFPORT-PASCAGOULA	45,000	.12
	53	ROCHESTER, NY	123,600	.34	138		CORPUS CHRISTI	44,600	.12
	54	LOUISVILLE	121,300	.34	139		NWRGH-MIDLWVN, NY (MID-HDSN VLY)	44,300	.12
	55	FRESNO	118,700	.33	* 140		MORRISTOWN, NJ	44,100	.12
	56	RICHMOND	118,300	.33	141		MONTGOMERY	43,400	.12
	57	HONOLULU	115,700	.32	142		SAGINAW-BAY CITY-MIDLAND	43,200	.12
	58	BIRMINGHAM	114,500	.32	143		TRENTON, NJ	43,100	.12
	58	GREENVILLE-SPARTANBURG	114,500	.32	144		EUGENE-SPRINGFIELD	42,800	.12
	60	WEST PALM BEACH-BOCA RATON	113,900	.32	145		FT. PIERCE-STUART-VERO BEACH	42,300	.11
*	61	MONMOUTH-OCEAN	111,700	.31	145		READING, PA	42,300	.11
	62	TUCSON	111,200	.31	147		CANTON	41,300	.11
	63	DAYTON	110,800	.31	148		TYLER-LONGVIEW	40,900	.11
	64	GRAND RAPIDS	105,400	.29	149		LINCOLN	40,800	.11
	65	ALBANY-SCHENECTADY-TROY	102,100	.28	150		QUAD CITIES (DAVNPRT-RI-MOLINE)	40,400	.11
	66	TULSA	100,900	.28	151		BRYAN-COLLEGE STATION, TX	39,300	.11
	67	MONTEREY-SALINAS-SANTA CRUZ	93,900	.26	152		PEORIA	38,800	.10
	68	GREENVILLE-NEW BERN-JACKSONVILLE	93,200	.26	152		SAN LUIS OBISPO, CA	38,800	.10
	69	BAKERSFIELD	92,300	.26	* 154		FREDERICKSBURG	38,400	.10
	70	ALBUQUERQUE	89,900	.25	155		LUBBOCK	38,100	.10
	71	OMAHA-COUNCIL BLUFFS	89,600	.25	156		SAVANNAH	37,900	.10
	72	EL PASO	87,400	.24	157		ROCKFORD	37,300	.10
	73	STOCKTON	85,000	.23	158		CHAMPAIGN, IL	37,000	.10
	74	BATON ROUGE	83,200	.23	158		MACON	37,000	.10
	75	KNOXVILLE	82,900	.23	160		SALISBURY-OCEAN CITY	36,900	.10
	75	WILKES BARRE-SCRANTON	82,900	.23	161		COLUMBUS, GA	36,600	.10
	77	ALLENTOWN-BETHLEHEM	80,700	.22	162		ATLANTIC CITY-CAPE MAY	36,500	.10
	78	WILMINGTON, DE	79,300	.22	163		FLAGSTAFF-PRESCOTT, AZ	36,300	.10
	79	VISALIA-TULARE-HANFORD	79,200	.22	163		HUNTINGTON-ASHLAND	36,300	.10
	80	AKRON	77,500	.21	165		MORGANTOWN-CLRKSBRG-FAIRMONT, WV	35,700	.10
	81	CHARLESTON, SC	76,400	.21	166		POUGHKEEPSIE, NY	34,500	.09
	82	FT. MYERS-NAPLES-MARCO ISLAND	76,200	.21	167		UTICA-ROME	34,400	.09
	83	DES MOINES	75,700	.21	* 168		STAMFORD-NORWALK, CT	34,100	.09
	84	MADISON	74,600	.21	169		KALAMAZOO	34,000	.09
	85	TOLEDO	74,500	.21	169		LAFAYETTE, IN	34,000	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 18-34

US TOTAL

35,465,900

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	CLARKSVILLE-HOPKINSVILLE, TN-KY	33,600	.09		256	PUEBLO	17,300	.04
	171	ERIE	33,600	.09		257	PANAMA CITY, FL	17,200	.04
	173	EVANSVILLE	33,200	.09		257	TEXARKANA, TX-AR	17,200	.04
	174	MERCED, CA	33,100	.09		259	ELIZABETH CITY-NAGS HEAD, NC	16,900	.04
	175	NEW RIVER VALLEY, VA	33,000	.09		260	LASALLE-PERU, IL	16,700	.04
	176	ANCHORAGE	32,300	.09		261	SANTA FE, NM	16,400	.04
	177	SOUTH BEND	31,800	.08		262	WHEELING	16,000	.04
	178	WAUSAU-STVNS PT, WI (CNTRL WI)	31,700	.08		263	ALBANY, GA	15,300	.04
	179	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	31,600	.08		263	FLORENCE-MUSCLE SHOALS, AL	15,300	.04
	180	MYRTLE BEACH, SC	31,500	.08		263	PARKERSBURG-MARIETTA, WV-OH	15,300	.04
	181	ASHEVILLE	30,800	.08		266	GRAND FORKS, ND-MN	15,200	.04
	181	NEW LONDON, CT	30,800	.08		267	BATTLE CREEK, MI	15,100	.04
	181	WILMINGTON, NC	30,800	.08		267	MEADVILLE-FRANKLIN, PA	15,100	.04
	184	WACO, TX	30,600	.08		269	BILLINGS, MT	14,900	.04
	185	STATE COLLEGE, PA	30,300	.08		269	SIOUX CITY, IA	14,900	.04
	186	FT. SMITH, AR	30,200	.08		271	RAPID CITY, SD	14,700	.04
	187	CHICO, CA	29,900	.08		272	SUSSEX, NJ	14,300	.04
*	188	NEW BEDFORD-FALL RIVER, MA	29,800	.08		273	GRAND JUNCTION, CO	14,100	.03
	189	SANTA MARIA-LOMPOC, CA	29,700	.08	*	273	HAMPTONS-RIVERHEAD	14,100	.03
	190	GREEN BAY	29,600	.08		275	WILLIAMSPORT, PA	13,800	.03
	191	PORTLAND, ME	29,300	.08		276	ALTOONA	13,500	.03
	192	AMARILLO, TX	28,900	.08		277	MONTPELIER-BARRE-ST. JOHNSBURY	13,400	.03
	193	LAREDO, TX	28,800	.08		277	SHEBOYGAN, WI	13,400	.03
	194	BINGHAMTON	28,600	.08		279	COOKEVILLE, TN	13,300	.03
	195	FARGO-MOORHEAD	28,400	.08		280	SAN ANGELO, TX	13,100	.03
	196	SANTA BARBARA, CA	28,100	.07		281	ELKINS-BUCKHANNON-WESTON, WV	12,900	.03
	197	YAKIMA, WA	27,900	.07		282	AUGUSTA-WATERVILLE, ME	12,700	.03
	198	ST. CLOUD, MN	27,800	.07		283	BISMARCK, ND	12,200	.03
	199	ODESSA-MIDLAND, TX	27,400	.07		284	JONESBORO, AR	11,800	.03
	200	CONCORD (LAKE REGIONS)	27,300	.07		284	LEWISTON-AUBURN, ME	11,800	.03
	201	TERRE HAUTE	26,900	.07		286	BLUEFIELD, WV	11,600	.03
	201	TUPELO, MS	26,900	.07		287	DECATUR, IL	11,400	.03
	203	TRI-CITIES, WA (RCHLND-KNWK-PSC)	26,400	.07		287	JACKSON, TN	11,400	.03
	204	HILTON HEAD, SC	26,300	.07		289	CHEYENNE, WY	10,700	.03
	205	MUNCIE-MARION, IN	26,200	.07		290	BECKLEY, WV	9,600	.02
	206	BOWLING GREEN, KY	25,600	.07		291	MERIDIAN, MS	9,100	.02
	206	DOTHAN, AL	25,600	.07		292	GREAT FALLS, MT	9,000	.02
	206	LEBANON-RUTLAND-WHITE RIVER JUNC	25,600	.07		293	MASON CITY, IA	8,200	.02
	209	CHARLESTON, WV	24,800	.06		294	CASPER, WY	8,000	.02
	209	JOHNSTOWN	24,800	.06		294	SEBRING, FL	8,000	.02
	209	LAUREL-HATTIESBURG, MS	24,800	.06		296	BRUNSWICK, GA	7,300	.02
	212	TUSCALOOSA, AL	24,600	.06					
*	213	MANCHESTER	24,400	.06					
	214	BLOOMINGTON	24,200	.06					
	215	DULUTH-SUPERIOR	24,100	.06					
	216	TOPEKA	24,000	.06					
	217	MARION-CARBONDALE(SOUTHERN IL)	23,900	.06					
	218	COLUMBIA, MO	23,800	.06					
	219	OLEAN, NY	23,400	.06					
	220	CEDAR RAPIDS	23,300	.06					
	220	SUNBURY-SELINGSGROVE-LEWISBRG, PA	23,300	.06					
*	222	FREDERICK, MD	23,200	.06					
	222	TRAVERSE CITY-PETOSKEY, MI	23,200	.06					
	224	CHARLOTTESVILLE, VA	22,300	.06					
	225	LA CROSSE, WI	22,200	.06					
	226	ABILENE, TX	21,800	.06					
	226	BANGOR	21,800	.06					
	226	FLORENCE, SC	21,800	.06					
	229	ALEXANDRIA, LA	21,700	.06					
	229	FT. WALTON BEACH, FL	21,700	.06					
	229	LAKE CHARLES, LA	21,700	.06					
	232	WICHITA FALLS, TX	21,200	.05					
	233	ELMIRA-CORNING, NY	20,700	.05					
	234	ITHACA, NY	20,600	.05					
	235	MEDFORD-ASHLAND, OR	20,300	.05					
	236	MUSKEGON, MI	20,200	.05					
	237	EAU CLAIRE, WI	20,100	.05					
	238	DANBURY, CT	19,900	.05					
	238	DUBUQUE, IA	19,900	.05					
	238	ROCHESTER, MN	19,900	.05					
	241	WATERLOO-CEDAR FALLS	19,700	.05					
	242	BEND, OR	19,600	.05					
	243	JOPLIN, MO	19,400	.05					
	243	LAWTON, OK	19,400	.05					
	243	WINCHESTER, VA	19,400	.05					
	246	CAPE COD, MA	19,300	.05					
	246	PITTSBURG, KS (SOUTHEAST KANSAS)	19,300	.05					
	246	REDDING, CA	19,300	.05					
	249	COLUMBUS-STARKVILLE-W. POINT, MS	19,100	.05					
	250	VALDOSTA, GA	18,700	.05					
	251	HARRISONBURG, VA	18,400	.05					
	251	MONROE, LA	18,400	.05					
	253	LIMA, OH	18,300	.05					
	254	MANKATO-NEW ULM-ST. PETER, MN	18,100	.05					
	255	WATERTOWN, NY	18,000	.05					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

		MEN 18-49			US TOTAL			68,759,500		
Metro Ind	Rank	Metro Market Name	Population	Pct of US	Metro Ind	Rank	Metro Market Name	Population	Pct of US	
	1	NEW YORK	4,143,200	6.02		86	LITTLE ROCK	138,600	.20	
	2	LOS ANGELES	3,205,500	4.66		86	TOLEDO	138,600	.20	
	3	CHICAGO	2,162,800	3.14		88	VISALIA-TULARE-HANFORD	138,200	.20	
	4	SAN FRANCISCO	1,688,300	2.45		89	MADISON	138,000	.20	
	5	DALLAS-FT. WORTH	1,431,800	2.08		90	COLUMBIA, SC	137,200	.19	
	6	HOUSTON-GALVESTON	1,274,500	1.85		91	COLORADO SPRINGS	135,600	.19	
	7	WASHINGTON, DC	1,166,300	1.69		92	LEXINGTON-FAYETTE	129,600	.18	
	8	ATLANTA	1,158,800	1.68		93	WICHITA	128,700	.18	
	9	PHILADELPHIA	1,130,400	1.64		94	SPOKANE	127,400	.18	
	10	BOSTON	1,063,700	1.54		95	GAINESVILLE-OCALA	127,000	.18	
	11	DETROIT	1,037,000	1.50		96	BOISE	120,300	.17	
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	914,700	1.33		97	MOBILE	118,700	.17	
	13	SEATTLE-TACOMA	912,900	1.32		98	OXNARD-VENTURA	117,700	.17	
	14	PHOENIX	846,400	1.23		99	MODESTO	117,400	.17	
	15	PUERTO RICO	841,800	1.22		100	LAFAYETTE, LA	117,300	.17	
	16	MINNEAPOLIS-ST. PAUL	755,200	1.09		101	FT. WAYNE	115,700	.16	
	17	SAN DIEGO	752,700	1.09		102	WORCESTER	114,200	.16	
	18	DENVER-BOULDER	642,200	.93		103	SARASOTA-BRADENTON	113,300	.16	
*	19	NASSAU-SUFFOLK (LONG ISLAND)	614,900	.89		104	AUGUSTA, GA	111,900	.16	
	20	BALTIMORE	590,400	.85		104	JOHNSON CITY-KINGSFORT-BRISTOL	111,900	.16	
	21	ST. LOUIS	587,900	.85		106	YORK	111,400	.16	
	22	PORTLAND, OR	557,800	.81		107	FAYETTEVILLE, NC	111,000	.16	
	23	TAMPA-ST. PETERSBURG-CLEARWATER	531,700	.77		108	HUNTSVILLE	110,700	.16	
	24	RIVERSIDE-SAN BERNARDINO	493,500	.71		109	LANSING-EAST LANSING	110,400	.16	
	25	PITTSBURGH, PA	488,000	.70		110	FT. COLLINS-GREELEY, CO	109,300	.15	
	26	SACRAMENTO	476,900	.69		111	PORTSMOUTH-DOVER-ROCHESTER	109,100	.15	
	27	SALT LAKE CITY-OGDEN-PROVO	464,900	.67		112	NEW HAVEN	107,800	.15	
	28	CINCINNATI	464,200	.67		113	CHATTANOOGA	107,700	.15	
	29	CLEVELAND	449,800	.65		114	DAYTONA BEACH	107,300	.15	
*	30	SAN JOSE	434,200	.63	*	115	SANTA ROSA	107,100	.15	
	31	KANSAS CITY	425,600	.61		116	PENSACOLA	106,900	.15	
	32	SAN ANTONIO	424,400	.61		117	LAKELAND-WINTER HAVEN	105,600	.15	
	33	COLUMBUS, OH	405,400	.58		118	LANCASTER	105,400	.15	
	34	CHARLOTTE-GASTONIA-ROCK HILL	399,800	.58	*	118	MORRISTOWN, NJ	105,400	.15	
	35	LAS VEGAS	398,500	.57		120	JACKSON, MS	104,300	.15	
	36	ORLANDO	395,700	.57		121	RENO	103,900	.15	
	37	NORFOLK-VIRGINIA BEACH-NWPT NEWS	388,800	.56		122	MELBOURNE-TITUSVILLE-COCOA	103,300	.15	
	38	AUSTIN	386,500	.56		123	VICTOR VALLEY	99,600	.14	
	39	MILWAUKEE-RACINE	382,100	.55		124	BRIDGEPORT	99,500	.14	
*	40	MIDDLESEX-SOMERSET-UNION	376,600	.54		125	ROANOKE-LYNCHBURG	98,400	.14	
	41	PROVIDENCE-WARWICK-PAWTUCKET	374,000	.54		126	YOUNGSTOWN-WARREN	96,400	.14	
	42	INDIANAPOLIS	364,400	.53		127	FLINT	95,600	.13	
	43	RALEIGH-DURHAM	342,600	.49		128	ANN ARBOR	93,900	.13	
	44	NASHVILLE	317,300	.46		129	APPLETON-OSHKOSH	90,900	.13	
	45	GREENSBORO-WS-HIGH POINT	295,400	.42		130	BURLINGTON-PLATTSBURGH	90,200	.13	
	46	MEMPHIS	284,500	.41		131	BEAUMONT-PORT ARTHUR, TX	89,100	.12	
	47	NEW ORLEANS	283,700	.41		132	NWBRGH-MIDLTVN, NY(MID-HDSN VLY)	88,300	.12	
	48	JACKSONVILLE	281,000	.40		133	FT. PIERCE-STUART-VERO BEACH	87,900	.12	
	49	OKLAHOMA CITY	268,400	.39		134	KILLEEN-TEMPLE, TX	86,600	.12	
	50	HARTFORD-NEW BRITAIN-MIDDLETOWN	266,600	.38		134	READING, PA	86,600	.12	
	51	BUFFALO-NIAGARA FALLS	249,300	.36		136	FAYETTEVILLE (NW ARKANSAS)	86,400	.12	
	52	LOUISVILLE	247,700	.36		137	SAGINAW-BAY CITY-MIDLAND	86,000	.12	
*	53	MONMOUTH-OCEAN	246,300	.35		138	BILOXI-GULFPORT-PASCAGOULA	85,900	.12	
	54	ROCHESTER, NY	246,200	.35		139	SHREVEPORT	85,600	.12	
	55	WEST PALM BEACH-BOCA RATON	245,300	.35		140	TRENTON, NJ	85,300	.12	
	56	RICHMOND	238,500	.34		141	CANTON	84,300	.12	
	57	BIRMINGHAM	225,700	.32		141	CORPUS CHRISTI	84,300	.12	
	58	GREENVILLE-SPARTANBURG	221,500	.32		143	PALM SPRINGS	83,300	.12	
	59	MCALLEN-BROWNSVILLE-HARLINGEN	221,400	.32		144	SPRINGFIELD, MO	82,900	.12	
	60	HONOLULU	218,500	.31		145	MONTGOMERY	79,800	.11	
	61	DAYTON	214,200	.31		146	ATLANTIC CITY-CAPE MAY	78,700	.11	
	62	FRESNO	206,900	.30		147	QUAD CITIES (DAVNPRT-RI-MOLINE)	78,200	.11	
	63	TUCSON	205,200	.29		148	EUGENE-SPRINGFIELD	77,300	.11	
	64	ALBANY-SCHENECTADY-TROY	202,000	.29	*	149	FREDERICKSBURG	77,200	.11	
	65	GRAND RAPIDS	201,000	.29	*	150	STAMFORD-NORWALK, CT	76,400	.11	
	66	TULSA	194,700	.28		151	TYLER-LONGVIEW	76,100	.11	
	67	ALBUQUERQUE	175,100	.25		152	ROCKFORD	74,700	.10	
	68	MONTEREY-SALINAS-SANTA CRUZ	172,300	.25		153	PEORIA	74,600	.10	
	69	OMAHA-COUNCIL BLUFFS	171,400	.24		154	TALLAHASSEE	73,200	.10	
	70	ALLENTOWN-BETHLEHEM	170,700	.24		155	SALISBURY-OCEAN CITY	72,900	.10	
	71	WILKES BARRE-SCRANTON	167,500	.24		156	MACON	72,400	.10	
	72	BAKERSFIELD	164,100	.23		157	POUGHKEEPSIE, NY	70,700	.10	
	73	KNOXVILLE	162,900	.23		157	SAVANNAH	70,700	.10	
	74	WILMINGTON, DE	158,900	.23		159	LINCOLN	70,000	.10	
	75	EL PASO	156,300	.22		160	HUNTINGTON-ASHLAND	68,900	.10	
	76	FT. MYERS-NAPLES-MARCO ISLAND	155,500	.22		161	UTICA-ROME	67,700	.09	
	77	AKRON	154,900	.22		162	SAN LUIS OBISPO, CA	67,200	.09	
	78	STOCKTON	153,700	.22		163	ANCHORAGE	66,300	.09	
	79	GREENVILLE-NEW BERN-JACKSONVILLE	150,500	.21		164	EVANSVILLE	66,100	.09	
	80	BATON ROUGE	148,300	.21		165	FLAGSTAFF-PRESCOTT, AZ	66,000	.09	
	81	SYRACUSE	145,400	.21		166	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	63,400	.09	
	82	HARRISBURG-LEBANON-CARLISLE	141,600	.20		167	ERIE	63,000	.09	
	83	CHARLESTON, SC	141,200	.20		168	NEW LONDON, CT	62,700	.09	
	84	SPRINGFIELD, MA	140,200	.20		168	PORTLAND, ME	62,700	.09	
	85	DES MOINES	139,400	.20		168	WAUSAU-STVNS PT, WI (CNTRL WI)	62,700	.09	

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METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				MEN 18-49		US TOTAL		68,759,500	
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	COLUMBUS, GA	62,500	.09		256	TEXARKANA, TX-AR	31,700	.04
	172	LUBBOCK	62,200	.09		256	WHEELING	31,700	.04
	173	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	61,900	.09		258	LAWTON, OK	31,500	.04
	174	ASHEVILLE	61,800	.08		259	PARKERSBURG-MARIETTA, WV-OH	31,400	.04
	175	MYRTLE BEACH, SC	61,100	.08		260	WATERTOWN, NY	31,200	.04
*	176	NEW BEDFORD-FALL RIVER, MA	60,200	.08	*	261	HAMPTONS-RIVERHEAD	30,600	.04
	177	SOUTH BEND	59,000	.08		262	COLUMBUS-STARKVILLE-W. POINT, MS	30,300	.04
	178	KALAMAZOO	58,700	.08		263	MEADVILLE-FRANKLIN, PA	30,200	.04
	179	MERCED, CA	58,500	.08		264	ITHACA, NY	30,100	.04
	180	GREEN BAY	58,400	.08		265	FLORENCE-MUSCLE SHOALS, AL	29,900	.04
	181	FT. SMITH, AR	58,200	.08		266	BATTLE CREEK, MI	29,800	.04
	182	WILMINGTON, NC	57,700	.08		266	MANKATO-NEW ULM-ST. PETER, MN	29,800	.04
	183	CONCORD (LAKE REGIONS)	57,600	.08		268	BILLINGS, MT	29,500	.04
	184	CLARKSVILLE-HOPKINSVILLE, TN-KY	56,900	.08		269	HARRISONBURG, VA	29,400	.04
	185	BINGHAMTON	55,400	.08		270	SIOUX CITY, IA	28,100	.04
	186	CHAMPAIGN, IL	55,100	.08		271	ALBANY, GA	27,400	.03
*	187	MANCHESTER	54,900	.07		271	RAPID CITY, SD	27,400	.03
	188	AMARILLO, TX	53,600	.07		273	SHEBOYGAN, WI	27,200	.03
	189	BRYAN-COLLEGE STATION, TX	52,800	.07		274	MONTPELIER-BARRE-ST. JOHNSBURY	27,100	.03
	189	LEBANON-RUTLAND-WHITE RIVER JUNC	52,800	.07		275	GRAND JUNCTION, CO	26,900	.03
	191	ODESSA-MIDLAND, TX	51,900	.07		276	ALTOONA	26,800	.03
	192	TUPELO, MS	51,800	.07		277	AUGUSTA-WATERVILLE, ME	26,600	.03
	193	CHARLESTON, WV	51,400	.07		278	WILLIAMSPORT, PA	26,300	.03
	194	SANTA MARIA-LOMPOC, CA	51,300	.07		279	ELKINS-BUCKHANNON-WESTON, WV	25,500	.03
	194	WACO, TX	51,300	.07		280	GRAND FORKS, ND-MN	24,800	.03
	196	YAKIMA, WA	51,100	.07		281	LEWISTON-AUBURN, ME	24,700	.03
*	197	FREDERICK, MD	51,000	.07		282	COOKEVILLE, TN	23,300	.03
	198	SANTA BARBARA, CA	50,300	.07		283	BISMARCK, ND	22,900	.03
	199	TRI-CITIES, WA (RCHLND-KNWK-PSC)	49,800	.07		283	SAN ANGELO, TX	22,900	.03
	200	JOHNSTOWN	49,700	.07		285	DECATUR, IL	22,100	.03
	201	CHICO, CA	49,500	.07		286	BLUEFIELD, WV	22,000	.03
	201	DOTHAN, AL	49,500	.07		287	JACKSON, TN	21,200	.03
	203	LAREDO, TX	49,200	.07		288	CHEYENNE, WY	20,300	.02
	204	TERRE HAUTE	48,900	.07		288	JONESBORO, AR	20,300	.02
	205	LAFAYETTE, IN	48,700	.07		290	BECKLEY, WV	18,200	.02
	206	ST. CLOUD, MN	48,600	.07		291	GREAT FALLS, MT	17,600	.02
	207	NEW RIVER VALLEY, VA	48,400	.07		292	MERIDIAN, MS	16,800	.02
	207	TRAVERSE CITY-PETOSKEY, MI	48,400	.07		293	MASON CITY, IA	16,700	.02
	209	TOPEKA	48,000	.06		294	CASPER, WY	15,400	.02
	210	FARGO-MOORHEAD	47,800	.06		295	SEBRING, FL	15,000	.02
	211	BOWLING GREEN, KY	46,600	.06		296	BRUNSWICK, GA	14,500	.02
	212	DANBURY, CT	46,100	.06					
	213	HILTON HEAD, SC	45,900	.06					
	214	SUNBURY-SELINGSGROVE-LEWISBRG, PA	45,800	.06					
	215	CEDAR RAPIDS	45,700	.06					
	216	DULUTH-SUPERIOR	45,600	.06					
	217	MUNCIE-MARION, IN	45,100	.06					
	218	STATE COLLEGE, PA	44,500	.06					
	219	OLEAN, NY	43,800	.06					
	220	FT. WALTON BEACH, FL	43,500	.06					
	221	BANGOR	43,000	.06					
	221	CAPE COD, MA	43,000	.06					
	223	LAUREL-HATTIESBURG, MS	42,900	.06					
	224	FLORENCE, SC	42,000	.06					
	225	ELMIRA-CORNING, NY	41,300	.06					
	226	LA CROSSE, WI	41,200	.05					
	227	ALEXANDRIA, LA	41,000	.05					
	227	ROCHESTER, MN	41,000	.05					
	229	LAKE CHARLES, LA	40,900	.05					
	230	TUSCALOOSA, AL	40,800	.05					
	231	BLOOMINGTON	40,700	.05					
	232	WINCHESTER, VA	40,600	.05					
	233	CHARLOTTESVILLE, VA	40,000	.05					
	234	MUSKEGON, MI	39,800	.05					
	235	MARION-CARBONDALE(SOUTHERN IL)	39,600	.05					
	236	MEDFORD-ASHLAND, OR	39,300	.05					
	237	BEND, OR	38,800	.05					
	238	COLUMBIA, MO	38,400	.05					
	239	ABILENE, TX	38,100	.05					
	240	DUBUQUE, IA	37,000	.05					
	241	REDDING, CA	36,700	.05					
	242	JOPLIN, MO	36,300	.05					
	243	EAU CLAIRE, WI	36,200	.05					
	244	WICHITA FALLS, TX	36,100	.05					
	245	PANAMA CITY, FL	35,300	.05					
	246	LIMA, OH	35,200	.05					
	247	PITTSBURG, KS (SOUTHEAST KANSAS)	34,900	.05					
	248	SANTA FE, NM	34,600	.05					
	249	SUSSEX, NJ	34,100	.04					
	250	WATERLOO-CEDAR FALLS	33,800	.04					
	251	LASALLE-PERU, IL	33,600	.04					
	252	ELIZABETH CITY-NAGS HEAD, NC	33,500	.04					
	253	PUEBLO	32,700	.04					
	254	MONROE, LA	32,500	.04					
	255	VALDOSTA, GA	31,800	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 25-49					US TOTAL 53,419,300				
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	3,338,200	6.24	86	TOLEDO		104,700	.19
	2	LOS ANGELES	2,546,300	4.76	87	COLUMBIA, SC		104,500	.19
	3	CHICAGO	1,716,300	3.21	88	VISALIA-TULARE-HANFORD		103,600	.19
	4	SAN FRANCISCO	1,381,500	2.58	89	SPRINGFIELD, MA		103,400	.19
	5	DALLAS-FT. WORTH	1,145,000	2.14	90	COLORADO SPRINGS		103,300	.19
	6	HOUSTON-GALVESTON	1,005,200	1.88	91	WICHITA		100,600	.18
	7	WASHINGTON, DC	947,000	1.77	92	LEXINGTON-FAYETTE		99,900	.18
	8	ATLANTA	938,000	1.75	93	GREENVILLE-NEW BERN-JACKSONVILLE		99,700	.18
	9	PHILADELPHIA	884,600	1.65	94	SPOKANE		97,300	.18
	10	BOSTON	853,200	1.59	95	BOISE		94,100	.17
	11	DETROIT	830,100	1.55	96	MOBILE		91,300	.17
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	735,200	1.37	97	WORCESTER		90,500	.16
	13	SEATTLE-TACOMA	730,900	1.36	98	FT. WAYNE		90,400	.16
	14	PHOENIX	668,500	1.25	98	SARASOTA-BRADENTON		90,400	.16
	15	PUERTO RICO	627,700	1.17	100	MODESTO		89,200	.16
	16	MINNEAPOLIS-ST. PAUL	605,100	1.13	100	OXNARD-VENTURA		89,200	.16
	17	SAN DIEGO	578,600	1.08	102	GAINESVILLE-OCALA		89,000	.16
	18	DENVER-BOULDER	517,700	.96	103	JOHNSON CITY-KINGSPORT-BRISTOL		88,700	.16
*	19	NASSAU-SUFFOLK (LONG ISLAND)	491,000	.91	104	LAFAYETTE, LA		88,600	.16
	20	BALTIMORE	463,400	.86	105	YORK		88,100	.16
	21	ST. LOUIS	460,100	.86	106	PORTSMOUTH-DOVER-ROCHESTER		87,200	.16
	22	PORTLAND, OR	447,000	.83	107	HUNTSVILLE		87,100	.16
	23	TAMPA-ST. PETERSBURG-CLEARWATER	425,900	.79	* 108	MORRISTOWN, NJ		86,600	.16
	24	PITTSBURGH, PA	383,800	.71	109	AUGUSTA, GA		84,600	.15
	25	RIVERSIDE-SAN BERNARDINO	372,000	.69	110	NEW HAVEN		84,300	.15
	26	SACRAMENTO	368,600	.69	111	CHATTANOOGA		84,100	.15
*	27	CINCINNATI	362,300	.67	* 112	SANTA ROSA		83,300	.15
	28	SAN JOSE	357,700	.66	113	DAYTONA BEACH		82,600	.15
	29	CLEVELAND	354,900	.66	113	RENO		82,600	.15
	30	SALT LAKE CITY-OGDEN-PROVO	343,100	.64	115	FT. COLLINS-GREELEY, CO		81,600	.15
	31	KANSAS CITY	339,800	.63	116	LAKELAND-WINTER HAVEN		81,300	.15
	32	LAS VEGAS	323,800	.60	117	LANCASTER		81,000	.15
	33	CHARLOTTE-GASTONIA-ROCK HILL	323,400	.60	118	MELBOURNE-TITUSVILLE-COCOA		80,900	.15
	34	SAN ANTONIO	323,200	.60	119	FAYETTEVILLE, NC		79,400	.14
	35	COLUMBUS, OH	320,600	.60	119	JACKSON, MS		79,400	.14
	36	ORLANDO	315,100	.58	121	BRIDGEPORT		79,200	.14
*	37	MIDDLESEX-SOMERSET-UNION	306,300	.57	122	LANSING-EAST LANSING		78,700	.14
	38	AUSTIN	303,000	.56	123	PENSACOLA		77,100	.14
	39	MILWAUKEE-RACINE	299,300	.56	124	ROANOKE-LYNCHBURG		76,500	.14
	40	INDIANAPOLIS	293,000	.54	125	VICTOR VALLEY		75,800	.14
	41	PROVIDENCE-WARWICK-PAWTUCKET	291,100	.54	126	YOUNGSTOWN-WARREN		74,900	.14
	42	NORFOLK-VIRGINIA BEACH-NWPT NEWS	290,400	.54	127	FLINT		74,500	.13
	43	RALEIGH-DURHAM	272,300	.50	128	APPLETON-OSHKOSH		71,000	.13
	44	NASHVILLE	250,800	.46	129	BURLINGTON-PLATTSBURGH		68,800	.12
	45	GREENSBORO-WS-HIGH POINT	234,600	.43	130	FT. PIERCE-STUART-VERO BEACH		68,500	.12
	46	MEMPHIS	221,500	.41	131	ANN ARBOR		68,400	.12
	47	JACKSONVILLE	219,800	.41	132	BEAUMONT-PORT ARTHUR, TX		67,800	.12
	48	NEW ORLEANS	219,100	.41	133	READING, PA		67,500	.12
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	207,900	.38	134	NWBRGH-MIDLTWN, NY(MID-HDSN VLY)		66,700	.12
	50	OKLAHOMA CITY	204,500	.38	135	FAYETTEVILLE (NW ARKANSAS)		66,000	.12
	51	LOUISVILLE	198,000	.37	135	SAGINAW-BAY CITY-MIDLAND		66,000	.12
	52	WEST PALM BEACH-BOCA RATON	197,100	.36	137	CANTON		65,400	.12
*	53	MONMOUTH-OCEAN	196,800	.36	137	TRENTON, NJ		65,400	.12
	54	BUFFALO-NIAGARA FALLS	192,900	.36	139	BILOXI-GULFPORT-PASCAGOULA		65,100	.12
	55	ROCHESTER, NY	187,300	.35	140	SHREVEPORT		64,900	.12
	56	RICHMOND	187,100	.35	141	CORPUS CHRISTI		63,800	.11
	57	BIRMINGHAM	178,200	.33	142	PALM SPRINGS		63,100	.11
	58	GREENVILLE-SPARTANBURG	172,100	.32	143	SPRINGFIELD, MO		62,700	.11
	59	HONOLULU	168,300	.31	144	KILLEEN-TEMPLE, TX		62,300	.11
	60	DAYTON	163,000	.30	145	ATLANTIC CITY-CAPE MAY		62,200	.11
	60	MCALLEN-BROWNSVILLE-HARLINGEN	163,000	.30	* 146	STAMFORD-NORWALK, CT		61,800	.11
	62	TUCSON	157,200	.29	* 147	FREDERICKSBURG		60,500	.11
	63	GRAND RAPIDS	155,000	.29	147	QUAD CITIES (DAVNPRT-RI-MOLINE)		60,500	.11
	64	ALBANY-SCHENECTADY-TROY	154,600	.28	149	MONTGOMERY		59,600	.11
	65	FRESNO	153,800	.28	150	ROCKFORD		59,100	.11
	66	TULSA	151,500	.28	151	EUGENE-SPRINGFIELD		58,700	.10
	67	ALBUQUERQUE	136,500	.25	152	PEORIA		57,400	.10
	68	OMAHA-COUNCIL BLUFFS	134,600	.25	153	TYLER-LONGVIEW		57,200	.10
	69	ALLEN TOWN-BETHLEHEM	134,100	.25	154	SALISBURY-OCEAN CITY		56,500	.10
	70	MONTEREY-SALINAS-SANTA CRUZ	132,600	.24	155	MACON		55,800	.10
	71	WILKES BARRE-SCRANTON	128,800	.24	156	POUGHKEEPSIE, NY		54,400	.10
	72	KNOXVILLE	127,500	.23	157	SAVANNAH		54,100	.10
	73	WILMINGTON, DE	124,700	.23	158	HUNTINGTON-ASHLAND		53,200	.09
	74	FT. MYERS-NAPLES-MARCO ISLAND	124,100	.23	159	ANCHORAGE		51,800	.09
	75	BAKERSFIELD	123,200	.23	160	UTICA-ROME		51,700	.09
	76	AKRON	120,700	.22	161	LINCOLN		51,500	.09
	77	EL PASO	115,400	.21	162	EVANSVILLE		51,200	.09
	78	STOCKTON	114,800	.21	163	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA		50,300	.09
	79	HARRISBURG-LEBANON-CARLISLE	110,800	.20	164	PORTLAND, ME		49,800	.09
	80	SYRACUSE	109,600	.20	165	ASHEVILLE		49,100	.09
	81	BATON ROUGE	109,300	.20	165	TALLAHASSEE		49,100	.09
	82	LITTLE ROCK	108,500	.20	167	FLAGSTAFF-PRESCOTT, AZ		49,000	.09
	83	CHARLESTON, SC	106,900	.20	168	MYRTLE BEACH, SC		48,900	.09
	84	MADISON	105,400	.19	169	NEW LONDON, CT		47,800	.08
	85	DES MOINES	105,300	.19	170	SAN LUIS OBISPO, CA		47,700	.08

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 25-49

US TOTAL

53,419,300

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
*	170	WAUSAU-STVNS PT, WI (CNTRL WI)	47,700	.08	256	MONROE, LA	24,100	.04	
	172	NEW BEDFORD-FALL RIVER, MA	47,400	.08	256	WHEELING	24,100	.04	
	173	ERIE	46,600	.08	258	WATERLOO-CEDAR FALLS	23,600	.04	
	174	GREEN BAY	45,700	.08	259	VALDOSTA, GA	23,300	.04	
	175	WILMINGTON, NC	45,400	.08	260	FLORENCE-MUSCLE SHOALS, AL	23,200	.04	
	176	FT. SMITH, AR	45,100	.08	261	BILLINGS, MT	23,000	.04	
	177	CONCORD (LAKE REGIONS)	44,400	.08	262	BATTLE CREEK, MI	22,900	.04	
	177	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	44,400	.08	262	MEADVILLE-FRANKLIN, PA	22,900	.04	
*	179	MANCHESTER	44,200	.08	264	WATERTOWN, NY	22,700	.04	
	180	COLUMBUS, GA	43,900	.08	265	SIOUX CITY, IA	21,600	.04	
	181	SOUTH BEND	43,500	.08	266	LAWTON, OK	21,400	.04	
	182	LUBBOCK	43,300	.08	267	SHEBOYGAN, WI	21,300	.03	
	182	MERCED, CA	43,300	.08	268	ALTOONA	20,600	.03	
	184	KALAMAZOO	42,200	.07	268	RAPID CITY, SD	20,600	.03	
	185	CLARKSVILLE-HOPKINSVILLE, TN-KY	42,100	.07	270	MONTPELIER-BARRE-ST. JOHNSBURY	20,500	.03	
	186	BINGHAMTON	41,200	.07	271	AUGUSTA-WATERVILLE, ME	20,400	.03	
*	187	FREDERICK, MD	41,000	.07	271	GRAND JUNCTION, CO	20,400	.03	
	188	CHARLESTON, WV	40,900	.07	273	ALBANY, GA	20,200	.03	
	189	AMARILLO, TX	40,800	.07	274	COLUMBUS-STARKVILLE-W. POINT, MS	20,100	.03	
	190	LEBANON-RUTLAND-WHITE RIVER JUNC	40,100	.07	275	ELKINS-BUCKHANNON-WESTON, WV	19,600	.03	
	191	TUPELO, MS	39,900	.07	275	MANKATO-NEW ULM-ST. PETER, MN	19,600	.03	
	192	ODESSA-MIDLAND, TX	38,900	.07	277	WILLIAMSPORT, PA	19,500	.03	
	193	DOTHAN, AL	38,500	.07	278	LEWISTON-AUBURN, ME	19,300	.03	
	194	JOHNSTOWN	38,400	.07	279	HARRISONBURG, VA	18,500	.03	
	194	YAKIMA, WA	38,400	.07	280	BISMARCK, ND	17,200	.03	
	196	TRAVERSE CITY-PETOSKEY, MI	38,000	.07	280	COOKEVILLE, TN	17,200	.03	
	197	TRI-CITIES, WA (RCHLND-KNWK-PSC)	37,900	.07	280	ITHACA, NY	17,200	.03	
	198	DANBURY, CT	37,800	.07	283	BLUEFIELD, WV	16,900	.03	
	199	SANTA MARIA-LOMPOC, CA	37,600	.07	284	GRAND FORKS, ND-MN	16,700	.03	
	200	TOPEKA	37,400	.07	285	DECATUR, IL	16,600	.03	
	201	SANTA BARBARA, CA	37,100	.06	286	SAN ANGELO, TX	16,300	.03	
	202	LAREDO, TX	36,600	.06	287	JACKSON, TN	15,900	.02	
	203	TERRE HAUTE	36,000	.06	288	CHEYENNE, WY	15,600	.02	
	204	CEDAR RAPIDS	35,900	.06	289	JONESBORO, AR	15,000	.02	
	205	WACO, TX	35,300	.06	290	BECKLEY, WV	14,400	.02	
	206	SUNBURY-SEL INSGROVE-LEWISBRG, PA	35,200	.06	291	GREAT FALLS, MT	13,500	.02	
	207	CHICO, CA	35,000	.06	292	MASON CITY, IA	12,700	.02	
	208	BOWLING GREEN, KY	34,900	.06	293	MERIDIAN, MS	12,600	.02	
	209	ST. CLOUD, MN	34,800	.06	294	CASPER, WY	11,600	.02	
	210	CAPE COD, MA	34,300	.06	295	SEBRING, FL	11,400	.02	
	211	FARGO-MOORHEAD	34,200	.06	296	BRUNSWICK, GA	11,200	.02	
	212	FT. WALTON BEACH, FL	34,100	.06					
	213	DULUTH-SUPERIOR	33,700	.06					
	213	HILTON HEAD, SC	33,700	.06					
	215	CHAMPAIGN, IL	33,600	.06					
	216	ROCHESTER, MN	32,600	.06					
	217	BANGOR	32,500	.06					
	218	FLORENCE, SC	32,400	.06					
	219	WINCHESTER, VA	32,200	.06					
	220	ELMIRA-CORNING, NY	32,000	.05					
	221	OLEAN, NY	31,500	.05					
	222	LAUREL-HATTIESBURG, MS	31,400	.05					
	222	MUNCIE-MARION, IN	31,400	.05					
	224	ALEXANDRIA, LA	30,900	.05					
	224	LAKE CHARLES, LA	30,900	.05					
	226	MUSKEGON, MI	30,800	.05					
	227	BEND, OR	30,400	.05					
	228	LA CROSSE, WI	30,200	.05					
	229	MEDFORD-ASHLAND, OR	30,100	.05					
	230	TUSCALOOSA, AL	28,900	.05					
	231	BRYAN-COLLEGE STATION, TX	28,700	.05					
	232	CHARLOTTESVILLE, VA	28,600	.05					
	233	BLOOMINGTON	28,500	.05					
	233	NEW RIVER VALLEY, VA	28,500	.05					
	235	LAFAYETTE, IN	28,300	.05					
	236	JOPLIN, MO	27,800	.05					
	236	PANAMA CITY, FL	27,800	.05					
	238	MARION-CARBONDALE (SOUTHERN IL)	27,700	.05					
	239	REDDING, CA	27,400	.05					
	239	SUSSEX, NJ	27,400	.05					
	241	ABILENE, TX	27,300	.05					
	241	SANTA FE, NM	27,300	.05					
	243	DUBUQUE, IA	26,700	.05					
	244	STATE COLLEGE, PA	26,500	.04					
	245	LIMA, OH	26,400	.04					
	246	EAU CLAIRE, WI	26,300	.04					
	247	COLUMBIA, MO	26,200	.04					
	248	LASALLE-PERU, IL	25,900	.04					
	249	ELIZABETH CITY-NAGS HEAD, NC	25,800	.04					
	250	PITTSBURG, KS (SOUTHEAST KANSAS)	25,300	.04					
	251	PUEBLO	25,000	.04					
*	252	HAMPTONS-RIVERHEAD	24,600	.04					
	253	PARKERSBURG-MARIETTA, WV-OH	24,500	.04					
	254	WICHITA FALLS, TX	24,400	.04					
	255	TEXARKANA, TX-AR	24,200	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				MEN 25-54		US TOTAL		63,329,900	
Metro Ind	Rank	Metro Market Name	Population	Pct of US	Metro Ind	Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	3,923,800	6.19		86	MADISON	124,400	.19
	2	LOS ANGELES	2,937,000	4.63		87	DES MOINES	124,000	.19
	3	CHICAGO	2,016,100	3.18		88	COLUMBIA, SC	123,600	.19
	4	SAN FRANCISCO	1,627,100	2.56		89	COLORADO SPRINGS	122,100	.19
	5	DALLAS-FT. WORTH	1,326,100	2.09		90	WICHITA	119,700	.18
	6	HOUSTON-GALVESTON	1,182,200	1.86		91	VISALIA-TULARE-HANFORD	118,300	.18
	7	WASHINGTON, DC	1,115,600	1.76		92	GREENVILLE-NEW BERN-JACKSONVILLE	117,200	.18
	8	ATLANTA	1,086,000	1.71		93	SPOKANE	117,100	.18
	9	PHILADELPHIA	1,057,200	1.66		94	LEXINGTON-FAYETTE	116,600	.18
	10	BOSTON	1,008,100	1.59		95	SARASOTA-BRADENTON	110,300	.17
	11	DETROIT	992,000	1.56		96	BOISE	110,100	.17
	12	SEATTLE-TACOMA	867,400	1.36		97	MOBILE	109,400	.17
	13	MIAMI-FT. LAUDERDALE-HOLLYWOOD	866,800	1.36		98	FT. WAYNE	107,900	.17
	14	PHOENIX	770,600	1.21		99	WORCESTER	107,800	.17
	15	PUERTO RICO	753,500	1.18		100	JOHNSON CITY-KINGSPORT-BRISTOL	107,400	.16
	16	MINNEAPOLIS-ST. PAUL	713,600	1.12		101	YORK	106,500	.16
	17	SAN DIEGO	671,300	1.06		102	GAINESVILLE-OCALA	105,700	.16
	18	DENVER-BOULDER	609,400	.96		103	PORTSMOUTH-DOVER-ROCHESTER	105,600	.16
*	19	NASSAU-SUFFOLK (LONG ISLAND)	589,800	.93		104	LAFAYETTE, LA	105,500	.16
	20	BALTIMORE	553,200	.87	*	105	MORRISTOWN, NJ	104,900	.16
	21	ST. LOUIS	549,900	.86		106	OXNARD-VENTURA	104,300	.16
	22	PORTLAND, OR	530,600	.83		107	MODESTO	103,800	.16
	23	TAMPA-ST. PETERSBURG-CLEARWATER	511,000	.80		108	HUNTSVILLE	103,200	.16
	24	PITTSBURGH, PA	469,800	.74		109	CHATTANOOGA	101,400	.16
	25	SACRAMENTO	436,300	.68	*	109	SANTA ROSA	101,400	.16
	26	CINCINNATI	430,400	.67		111	AUGUSTA, GA	101,300	.16
	27	RIVERSIDE-SAN BERNARDINO	429,800	.67		112	NEW HAVEN	100,600	.15
	28	CLEVELAND	428,700	.67		113	DAYTONA BEACH	100,400	.15
*	29	SAN JOSE	414,600	.65		114	RENO	98,800	.15
	30	KANSAS CITY	402,700	.63		115	MELBOURNE-TITUSVILLE-COCOA	98,700	.15
	31	SALT LAKE CITY-OGDEN-PROVO	393,000	.62		116	LANCASTER	97,300	.15
	32	SAN ANTONIO	380,500	.60		117	LAKELAND-WINTER HAVEN	96,900	.15
	33	CHARLOTTE-GASTONIA-ROCK HILL	377,500	.59		118	FT. COLLINS-GREELEY, CO	96,500	.15
	34	LAS VEGAS	376,000	.59		119	BRIDGEPORT	94,800	.14
	35	COLUMBUS, OH	374,400	.59		120	LANSING-EAST LANSING	94,100	.14
	36	ORLANDO	368,300	.58		121	JACKSON, MS	94,000	.14
*	37	MIDDLESEX-SOMERSET-UNION	362,000	.57		122	ROANOKE-LYNCHBURG	93,400	.14
	38	MILWAUKEE-RACINE	358,700	.56		123	YOUNGSTOWN-WARREN	91,800	.14
	39	AUSTIN	348,300	.55		124	FAYETTEVILLE, NC	91,300	.14
	40	PROVIDENCE-WARWICK-PAWTUCKET	347,000	.54		125	PENSACOLA	91,200	.14
	41	INDIANAPOLIS	344,500	.54		126	FLINT	89,400	.14
	42	NORFOLK-VIRGINIA BEACH-NWPT NEWS	338,200	.53		127	VICTOR VALLEY	89,300	.14
	43	RALEIGH-DURHAM	315,200	.49		128	APPLETON-OSHKOSH	84,000	.13
	44	NASHVILLE	295,800	.46		129	FT. PIERCE-STUART-VERO BEACH	83,600	.13
	45	GREENSBORO-WS-HIGH POINT	278,000	.43		130	BURLINGTON-PLATTSBURGH	82,300	.13
	46	NEW ORLEANS	263,300	.41		131	BEAUMONT-PORT ARTHUR, TX	81,000	.12
	47	MEMPHIS	262,500	.41		131	READING, PA	81,000	.12
	48	JACKSONVILLE	261,700	.41		133	SAGINAW-BAY CITY-MIDLAND	80,300	.12
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	250,000	.39		134	CANTON	80,000	.12
	50	OKLAHOMA CITY	242,200	.38		135	ANN ARBOR	79,600	.12
*	51	MONMOUTH-OCEAN	237,600	.37		136	NWBRGH-MIDLTON, NY (MID-HDSN VLY)	79,500	.12
	52	LOUISVILLE	237,200	.37		137	TRENTON, NJ	78,000	.12
	53	WEST PALM BEACH-BOCA RATON	236,300	.37		138	SHREVEPORT	77,400	.12
	54	BUFFALO-NIAGARA FALLS	232,900	.36		139	BILOXI-GULFPORT-PASCAGOULA	77,200	.12
	55	ROCHESTER, NY	225,600	.35		140	CORPUS CHRISTI	76,500	.12
	56	RICHMOND	223,800	.35		141	FAYETTEVILLE (NW ARKANSAS)	76,400	.12
	57	BIRMINGHAM	213,100	.33		142	ATLANTIC CITY-CAPE MAY	74,900	.11
	58	GREENVILLE-SPARTANBURG	204,300	.32	*	143	STAMFORD-NORWALK, CT	74,300	.11
	59	HONOLULU	198,700	.31		144	SPRINGFIELD, MO	73,900	.11
	60	DAYTON	196,500	.31		145	QUAD CITIES (DAVNPR-RI-MOLINE)	73,300	.11
	61	MCALLEN-BROWNSVILLE-HARLINGEN	187,500	.29		146	PALM SPRINGS	72,900	.11
	62	TUCSON	186,800	.29		147	EUGENE-SPRINGFIELD	71,300	.11
	63	ALBANY-SCHENECTADY-TROY	186,500	.29	*	147	FREDERICKSBURG	71,300	.11
	64	GRAND RAPIDS	182,300	.28		149	KILLEEN-TEMPLE, TX	70,500	.11
	65	TULSA	180,900	.28		150	ROCKFORD	70,400	.11
	66	FRESNO	178,200	.28		151	MONTGOMERY	70,300	.11
	67	ALBUQUERQUE	162,600	.25		152	PEORIA	69,600	.10
	68	ALLENTOWN-BETHLEHEM	162,200	.25		153	TYLER-LONGVIEW	68,400	.10
	69	OMAHA-COUNCIL BLUFFS	158,400	.25		154	SALISBURY-OCEAN CITY	67,700	.10
	70	WILKES BARRE-SCRANTON	156,600	.24		155	MACON	66,500	.10
	71	MONTEREY-SALINAS-SANTA CRUZ	155,600	.24		156	POUGHKEEPSIE, NY	64,800	.10
	72	KNOXVILLE	153,000	.24		157	HUNTINGTON-ASHLAND	64,100	.10
	73	FT. MYERS-NAPLES-MARCO ISLAND	148,100	.23		158	SAVANNAH	63,700	.10
	74	WILMINGTON, DE	147,600	.23		159	ANCHORAGE	62,900	.09
	75	AKRON	145,500	.22		160	UTICA-ROME	62,000	.09
	76	BAKERSFIELD	141,900	.22		161	EVANSVILLE	61,800	.09
	77	EL PASO	134,900	.21		162	LINCOLN	60,200	.09
	77	HARRISBURG-LEBANON-CARLISLE	134,900	.21		162	PORTLAND, ME	60,200	.09
	79	STOCKTON	133,800	.21		164	FLAGSTAFF-PRESCOTT, AZ	60,000	.09
	80	SYRACUSE	132,000	.20		165	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	59,800	.09
	81	BATON ROUGE	129,100	.20		166	ASHEVILLE	59,300	.09
	82	LITTLE ROCK	128,600	.20		167	MYRTLE BEACH, SC	58,000	.09
	83	CHARLESTON, SC	125,800	.19		167	TALLAHASSEE	58,000	.09
	84	TOLEDO	125,500	.19		169	WAUSAU-STVNS PT, WI (CNTRL WI)	57,800	.09
	85	SPRINGFIELD, MA	124,600	.19		170	SAN LUIS OBISPO, CA	57,200	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 25-54

US TOTAL

63,329,900

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	NEW LONDON, CT	57,000	.09	256	MONROE, LA		28,600	.04
	172	ERIE	56,300	.08	256	TEXARKANA, TX-AR		28,600	.04
*	172	NEW BEDFORD-FALL RIVER, MA	56,300	.08	256	WICHITA FALLS, TX		28,600	.04
	174	CONCORD (LAKE REGIONS)	54,700	.08	259	MEADVILLE-FRANKLIN, PA		28,200	.04
	175	GREEN BAY	54,000	.08	260	BILLINGS, MT		28,000	.04
	176	WILMINGTON, NC	53,800	.08	260	FLORENCE-MUSCLE SHOALS, AL		28,000	.04
	177	FT. SMITH, AR	53,600	.08	262	BATTLE CREEK, MI		27,800	.04
	178	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	53,400	.08	263	VALDOSTA, GA		27,000	.04
*	179	MANCHESTER	52,800	.08	264	WATERTOWN, NY		26,100	.04
	180	SOUTH BEND	52,200	.08	265	SIOUX CITY, IA		25,700	.04
	181	COLUMBUS, GA	51,200	.08	266	MONTPELIER-BARRE-ST. JOHNSBURY		25,600	.04
	182	LUBBOCK	50,700	.08	266	SHEBOYGAN, WI		25,600	.04
	183	CHARLESTON, WV	50,600	.07	268	AUGUSTA-WATERVILLE, ME		25,300	.03
	184	MERCED, CA	50,400	.07	269	ALTOONA		25,200	.03
	185	KALAMAZOO	50,100	.07	270	GRAND JUNCTION, CO		25,000	.03
	185	LEBANON-RUTLAND-WHITE RIVER JUNC	50,100	.07	271	RAPID CITY, SD		24,800	.03
	187	BINGHAMTON	49,900	.07	272	LAWTON, OK		24,400	.03
*	188	FREDERICK, MD	48,900	.07	273	ALBANY, GA		24,100	.03
	189	AMARILLO, TX	48,300	.07	273	ELKINS-BUCKHANNON-WESTON, WV		24,100	.03
	190	CLARKSVILLE-HOPKINSVILLE, TN-KY	47,700	.07	275	WILLIAMSPORT, PA		23,800	.03
	191	TUPELO, MS	47,300	.07	276	COLUMBUS-STARKVILLE-W. POINT, MS		23,700	.03
	192	JOHNSTOWN	47,100	.07	277	MANKATO-NEW ULM-ST. PETER, MN		23,400	.03
	193	ODESSA-MIDLAND, TX	46,900	.07	278	LEWISTON-AUBURN, ME		23,200	.03
	194	TRAVERSE CITY-PETOSKEY, MI	46,600	.07	279	HARRISONBURG, VA		21,900	.03
	195	DOTHAN, AL	46,000	.07	280	BLUEFIELD, WV		21,000	.03
	196	DANBURY, CT	45,800	.07	281	BISMARCK, ND		20,800	.03
	197	TOPEKA	45,600	.07	282	DECATUR, IL		20,500	.03
	198	TRI-CITIES, WA (RCHLND-KNWK-PSC)	45,400	.07	283	COOKEVILLE, TN		20,300	.03
	199	YAKIMA, WA	45,200	.07	283	ITHACA, NY		20,300	.03
	200	SANTA BARBARA, CA	43,900	.06	285	GRAND FORKS, ND-MN		19,900	.03
	201	SANTA MARIA-LOMPOC, CA	43,400	.06	286	SAN ANGELO, TX		19,500	.03
	202	TERRE HAUTE	43,000	.06	287	JACKSON, TN		19,000	.03
	203	CEDAR RAPIDS	42,700	.06	288	CHEYENNE, WY		18,600	.02
	204	CAPE COD, MA	42,400	.06	289	BECKLEY, WV		17,800	.02
	205	SUNBURY-SELINGSGROVE-LEWISBURG, PA	42,000	.06	290	JONESBORO, AR		17,700	.02
	206	CHICO, CA	41,800	.06	291	GREAT FALLS, MT		16,200	.02
	206	WACO, TX	41,800	.06	292	MASON CITY, IA		15,600	.02
	208	LAREDO, TX	41,700	.06	293	MERIDIAN, MS		15,000	.02
	209	DULUTH-SUPERIOR	41,600	.06	294	CASPER, WY		14,300	.02
	210	BOWLING GREEN, KY	41,500	.06	295	SEBRING, FL		13,700	.02
	211	ST. CLOUD, MN	40,700	.06	296	BRUNSWICK, GA		13,600	.02
	212	FARGO-MOORHEAD	40,300	.06					
	213	FT. WALTON BEACH, FL	40,100	.06					
	214	BANGOR	39,700	.06					
	215	FLORENCE, SC	39,300	.06					
	216	HILTON HEAD, SC	39,200	.06					
	217	CHAMPAIGN, IL	39,000	.06					
	218	ELMIRA-CORNING, NY	38,800	.06					
	219	OLEAN, NY	38,700	.06					
	220	ROCHESTER, MN	38,600	.06					
	221	WINCHESTER, VA	38,300	.06					
	222	MUNCIE-MARION, IN	37,700	.05					
	223	MEDFORD-ASHLAND, OR	37,400	.05					
	224	BEND, OR	37,200	.05					
	225	LAKE CHARLES, LA	37,100	.05					
	226	ALEXANDRIA, LA	37,000	.05					
	227	LAUREL-HATTIESBURG, MS	36,800	.05					
	227	MUSKEGON, MI	36,800	.05					
	229	LA CROSSE, WI	36,500	.05					
	230	TUSCALOOSA, AL	34,300	.05					
	231	CHARLOTTESVILLE, VA	34,100	.05					
	232	SANTA FE, NM	34,000	.05					
	233	REDDING, CA	33,700	.05					
	233	SUSSEX, NJ	33,700	.05					
	235	BLOOMINGTON	33,400	.05					
	236	NEW RIVER VALLEY, VA	33,200	.05					
	236	PANAMA CITY, FL	33,200	.05					
	238	JOPLIN, MO	33,100	.05					
	239	MARION-CARBONDALE (SOUTHERN IL)	32,800	.05					
	240	LAFAYETTE, IN	32,500	.05					
	241	DUBUQUE, IA	32,400	.05					
	242	BRYAN-COLLEGE STATION, TX	32,300	.05					
	243	ABILENE, TX	31,900	.05					
	244	LIMA, OH	31,800	.05					
	245	EAU CLAIRE, WI	31,500	.04					
	246	ELIZABETH CITY-NAGS HEAD, NC	31,200	.04					
	246	LASALLE-PERU, IL	31,200	.04					
	248	STATE COLLEGE, PA	30,600	.04					
	249	COLUMBIA, MO	30,500	.04					
	249	PITTSBURG, KS (SOUTHEAST KANSAS)	30,500	.04					
	251	PARKERSBURG-MARIETTA, WV-OH	30,000	.04					
	251	PUEBLO	30,000	.04					
	251	WHEELING	30,000	.04					
*	254	HAMPTONS-RIVERHEAD	29,400	.04					
	255	WATERLOO-CEDAR FALLS	28,800	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

ARBITRON

Metro Markets Ranked by Demographic Category

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				MEN 35-64		US TOTAL			
				57,776,700					
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	3,557,500	6.15		86	CHARLESTON, SC	111,700	.19
	2	LOS ANGELES	2,460,400	4.25		87	COLUMBIA, SC	110,800	.19
	3	CHICAGO	1,786,500	3.09		88	COLORADO SPRINGS	109,900	.19
	4	SAN FRANCISCO	1,457,500	2.52		89	DES MOINES	108,800	.18
	5	DALLAS-FT. WORTH	1,124,200	1.94		90	SPOKANE	108,600	.18
	6	HOUSTON-GALVESTON	1,032,300	1.78		91	MADISON	108,300	.18
	7	WASHINGTON, DC	1,015,700	1.75	*	92	MORRISTOWN, NJ	108,000	.18
	8	PHILADELPHIA	999,200	1.72		93	WICHITA	107,300	.18
	9	DETROIT	931,400	1.61		94	JOHNSON CITY-KINGSPORT-BRISTOL	107,000	.18
	10	BOSTON	926,700	1.60		95	YORK	105,000	.18
	11	ATLANTA	921,900	1.59		96	PORTSMOUTH-DOVER-ROCHESTER	104,200	.18
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	810,000	1.40		97	MELBOURNE-TITUSVILLE-COCOA	103,500	.17
	13	SEATTLE-TACOMA	791,600	1.37		98	DAYTONA BEACH	103,100	.17
	14	PUERTO RICO	676,200	1.17		99	MOBILE	102,900	.17
	15	MINNEAPOLIS-ST. PAUL	644,300	1.11		100	WORCESTER	101,500	.17
	16	PHOENIX	644,000	1.11		101	GREENVILLE-NEW BERN-JACKSONVILLE	101,300	.17
*	17	NASSAU-SUFFOLK (LONG ISLAND)	577,400	.99		102	LEXINGTON-FAYETTE	99,300	.17
	18	SAN DIEGO	565,900	.97		103	GAINESVILLE-OCALA	98,300	.17
	19	DENVER-BOULDER	530,100	.91		104	FT. WAYNE	98,200	.17
	20	BALTIMORE	526,500	.91		105	HUNTSVILLE	97,000	.16
	21	ST. LOUIS	516,900	.89	*	106	SANTA ROSA	96,900	.16
	22	TAMPA-ST. PETERSBURG-CLEARWATER	501,300	.86		107	CHATTANOOGA	96,700	.16
	23	PORTLAND, OR	472,800	.81		108	NEW HAVEN	95,800	.16
	24	PITTSBURGH, PA	464,800	.80		109	LAFAYETTE, LA	95,200	.16
	25	CLEVELAND	413,900	.71		110	BOISE	94,300	.16
	26	CINCINNATI	394,600	.68		111	VISALIA-TULARE-HANFORD	94,100	.16
	27	SACRAMENTO	388,300	.67		112	LAKELAND-WINTER HAVEN	93,900	.16
	28	KANSAS CITY	366,800	.63		113	AUGUSTA, GA	93,700	.16
*	29	SAN JOSE	360,400	.62		114	ROANOKE-LYNCHBURG	93,100	.16
	30	RIVERSIDE-SAN BERNARDINO	358,000	.61		115	BRIDGEPORT	92,900	.16
*	31	MIDDLESEX-SOMERSET-UNION	338,600	.58		116	LANCASTER	92,700	.16
	32	SAN ANTONIO	338,000	.58		117	RENO	92,400	.15
	33	MILWAUKEE-RACINE	334,900	.57		118	OXNARD-VENTURA	90,600	.15
	34	LAS VEGAS	331,800	.57		119	YOUNGS TOWN-WARREN	90,400	.15
	35	CHARLOTTE-GASTONIA-ROCK HILL	331,000	.57		120	MODESTO	87,900	.15
	36	PROVIDENCE-WARWICK-PAWTUCKET	324,800	.56		121	FT. PIERCE-STUART-VERO BEACH	87,100	.15
	37	ORLANDO	323,300	.55		122	LANSING-EAST LANSING	85,100	.14
	38	COLUMBUS, OH	321,800	.55		123	FLINT	84,000	.14
	39	INDIANAPOLIS	307,100	.53		124	JACKSON, MS	83,300	.14
	40	SALT LAKE CITY-OGDEN-PROVO	299,300	.51		125	PENSACOLA	83,100	.14
	41	NORFOLK-VIRGINIA BEACH-NWPT NEWS	293,700	.50		126	FT. COLLINS-GREELEY, CO	82,700	.14
	42	AUSTIN	274,100	.47		127	CANTON	79,500	.13
	43	NASHVILLE	263,600	.45		128	VICTOR VALLEY	78,800	.13
	44	RALEIGH-DURHAM	262,900	.45		129	SAGINAW-BAY CITY-MIDLAND	78,400	.13
	45	GREENSBORO-WS-HIGH POINT	257,200	.44		130	READING, PA	77,900	.13
	46	JACKSONVILLE	245,300	.42		131	APPLETON-OSHKOSH	76,600	.13
	47	NEW ORLEANS	245,200	.42		132	BURLINGTON-PLATTSBURGH	76,300	.13
	48	HARTFORD-NEW BRITAIN-MIDDLETOWN	244,000	.42		133	NWBRGH-MIDL TWN, NY (MID-HDSN VLY)	74,900	.12
*	49	MONMOUTH-OCEAN	237,300	.41		134	BEAUMONT-PORT ARTHUR, TX	74,300	.12
	50	MEMPHIS	235,400	.40		135	ATLANTIC CITY-CAPE MAY	74,200	.12
	51	WEST PALM BEACH-BOCA RATON	231,800	.40		136	FAYETTEVILLE, NC	73,800	.12
	52	BUFFALO-NIAGARA FALLS	223,900	.38	*	137	STAMFORD-NORWALK, CT	73,400	.12
	53	LOUISVILLE	222,700	.38		138	TRENTON, NJ	72,900	.12
	54	ROCHESTER, NY	218,100	.37		139	BILOXI-GULFPORT-PASCAGOULA	71,500	.12
	55	OKLAHOMA CITY	214,200	.37		140	SHREVEPORT	70,700	.12
	56	RICHMOND	209,000	.36		141	CORPUS CHRISTI	70,300	.12
	57	BIRMINGHAM	196,600	.34		142	QUAD CITIES (DAVNPR-TRI-MOLINE)	70,000	.12
	58	GREENVILLE-SPARTANBURG	190,000	.32		143	PEORIA	66,300	.11
	59	DAYTON	188,800	.32		143	SALISBURY-OCEAN CITY	66,300	.11
	60	HONOLULU	180,000	.31		145	ANN ARBOR	66,000	.11
	61	ALBANY-SCHENECTADY-TROY	179,200	.31		145	EUGENE-SPRINGFIELD	66,000	.11
	62	TUCSON	167,900	.29		147	ROCKFORD	65,600	.11
	63	TULSA	167,400	.28	*	148	FREDERICKSBURG	65,000	.11
	64	ALLENTOWN-BETHLEHEM	159,500	.27		148	SPRINGFIELD, MO	65,000	.11
	65	GRAND RAPIDS	159,100	.27		150	FAYETTEVILLE (NW ARKANSAS)	64,500	.11
	66	WILKES BARRE-SCRANTON	155,500	.26		151	TYLER-LONGVIEW	63,200	.10
	67	FT. MYERS-NAPLES-MARCO ISLAND	151,400	.26		152	MONTGOMERY	62,900	.10
	68	MCALLEN-BROWNSVILLE-HARLINGEN	150,000	.25		153	POUGHKEEPSIE, NY	62,100	.10
	69	ALBUQUERQUE	149,000	.25		154	HUNTINGTON-ASHLAND	61,700	.10
	70	FRESNO	146,500	.25		155	MACON	61,300	.10
	71	KNOXVILLE	145,500	.25		156	PALM SPRINGS	60,700	.10
	72	OMAHA-COUNCIL BLUFFS	139,100	.24		157	ANCHORAGE	59,700	.10
	73	AKRON	137,600	.23		158	UTICA-ROME	59,500	.10
	74	WILMINGTON, DE	136,300	.23		159	FLAGSTAFF-PRESCOTT, AZ	59,100	.10
	75	MONTEREY-SALINAS-SANTA CRUZ	132,200	.22		160	EVANSVILLE	58,900	.10
	76	HARRISBURG-LEBANON-CARLISLE	131,300	.22		161	PORTLAND, ME	58,700	.10
	77	SYRACUSE	127,000	.21		162	ASHEVILLE	57,800	.10
	78	SARASOTA-BRADENTON	117,800	.20		163	SAVANNAH	56,900	.09
	79	SPRINGFIELD, MA	117,500	.20		164	CONCORD (LAKE REGIONS)	55,800	.09
	80	LITTLE ROCK	116,300	.20		164	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	55,800	.09
	81	EL PASO	115,700	.20		166	WAUSAU-STVNS PT, WI (CNTRL WI)	55,200	.09
	82	BAKERSFIELD	115,600	.20		167	NEW LONDON, CT	54,700	.09
	83	TOLEDO	114,500	.19		168	MYRTLE BEACH, SC	54,600	.09
	84	STOCKTON	114,300	.19		169	KILLEEN-TEMPLE, TX	53,700	.09
	85	BATON ROUGE	113,400	.19		170	ERIE	52,900	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

ARBITRON

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 35-64					US TOTAL 57,776,700				
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
*	171	NEW BEDFORD-FALL RIVER, MA	52,700	.09	256	MONTPELIER-BARRE-ST. JOHNSBURY		26,200	.04
	172	LEBANON-RUTLAND-WHITE RIVER JUNC	52,100	.09	257	AUGUSTA-WATERVILLE, ME		25,900	.04
*	173	MANCHESTER	51,500	.08	258	TEXARKANA, TX-AR		25,700	.04
	174	SAN LUIS OBISPO, CA	51,100	.08	259	WICHITA FALLS, TX		25,200	.04
	175	CHARLESTON, WV	51,000	.08	260	MONROE, LA		25,000	.04
	176	FT. SMITH, AR	50,400	.08	261	ALTOONA		24,800	.04
	177	WILMINGTON, NC	50,100	.08	261	LAFAYETTE, IN		24,800	.04
	178	LINCOLN	49,700	.08	263	COLUMBIA, MO		24,600	.04
	179	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	49,300	.08	263	ELKINS-BUCKHANNON-WESTON, WV		24,600	.04
	180	TALLAHASSEE	48,900	.08	265	STATE COLLEGE, PA		24,300	.04
	181	BINGHAMTON	48,500	.08	266	GRAND JUNCTION, CO		24,100	.04
	182	GREEN BAY	48,000	.08	267	SHEBOYGAN, WI		24,000	.04
	182	SOUTH BEND	48,000	.08	268	WILLIAMSPORT, PA		23,100	.04
*	184	FREDERICK, MD	46,700	.08	269	SIOUX CITY, IA		23,000	.03
	185	TRAVERSE CITY-PETOSKEY, MI	46,600	.08	270	RAPID CITY, SD		22,600	.03
	186	JOHNSTOWN	46,300	.08	271	LEWISTON-AUBURN, ME		22,500	.03
	187	DANBURY, CT	46,200	.08	272	BRYAN-COLLEGE STATION, TX		22,100	.03
	188	CAPE COD, MA	45,400	.07	273	VALDOSTA, GA		21,700	.03
	189	TOPEKA	44,400	.07	274	ALBANY, GA		21,600	.03
	190	TUPELO, MS	44,200	.07	275	WATERTOWN, NY		21,500	.03
	191	KALAMAZOO	43,800	.07	276	BLUEFIELD, WV		21,000	.03
	192	DOTHAN, AL	43,700	.07	277	MANKATO-NEW ULM-ST. PETER, MN		20,800	.03
	193	COLUMBUS, GA	43,400	.07	278	DECATUR, IL		20,600	.03
	194	ODESSA-MIDLAND, TX	43,300	.07	279	COLUMBUS-STARKVILLE-W. POINT, MS		20,000	.03
	195	MERCED, CA	42,500	.07	280	BISMARCK, ND		19,400	.03
	196	AMARILLO, TX	42,400	.07	280	HARRISONBURG, VA		19,400	.03
	197	LUBBOCK	41,800	.07	280	LAWTON, OK		19,400	.03
	198	TRI-CITIES, WA (RCHLND-KNWK-PSC)	41,400	.07	283	COOKEVILLE, TN		18,300	.03
	199	DULUTH-SUPERIOR	40,600	.07	284	SAN ANGELO, TX		17,800	.03
	200	YAKIMA, WA	40,200	.06	285	JACKSON, TN		17,400	.03
	201	SUNBURY-SELINGSGROVE-LEWISBURG, PA	39,900	.06	286	CHEYENNE, WY		17,100	.02
	202	TERRE HAUTE	39,400	.06	286	GRAND FORKS, ND-MN		17,100	.02
	203	BANGOR	39,200	.06	286	ITHACA, NY		17,100	.02
	204	CEDAR RAPIDS	39,000	.06	289	BECKLEY, WV		16,500	.02
	205	SANTA BARBARA, CA	38,400	.06	290	GREAT FALLS, MT		15,600	.02
	206	OLEAN, NY	38,200	.06	290	MASON CITY, IA		15,600	.02
	207	BOWLING GREEN, KY	37,900	.06	292	JONESBORO, AR		15,300	.02
	208	FLORENCE, SC	37,800	.06	293	SEBRING, FL		14,000	.02
	209	MEDFORD-ASHLAND, OR	37,700	.06	294	CASPER, WY		13,900	.02
	210	ELMIRA-CORNING, NY	37,600	.06	295	MERIDIAN, MS		13,800	.02
	211	WINCHESTER, VA	37,100	.06	296	BRUNSWICK, GA		13,500	.02
	212	WACO, TX	36,800	.06					
	213	FT. WALTON BEACH, FL	36,700	.06					
	214	CHICO, CA	36,600	.06					
	215	CLARKSVILLE-HOPKINSVILLE, TN-KY	36,300	.06					
	216	BEND, OR	36,200	.06					
	217	SANTA MARIA-LOMPOC, CA	35,900	.06					
	218	MUNCIE-MARION, IN	35,700	.06					
	219	ROCHESTER, MN	35,600	.06					
	220	SUSSEX, NJ	35,300	.06					
	221	SANTA FE, NM	34,900	.06					
	222	ALEXANDRIA, LA	34,600	.05					
	223	ST. CLOUD, MN	34,500	.05					
	224	LA CROSSE, WI	34,400	.05					
	225	HILTON HEAD, SC	34,300	.05					
	226	LAKE CHARLES, LA	34,100	.05					
	227	MUSKEGON, MI	33,900	.05					
	227	REDDING, CA	33,900	.05					
	229	FARGO-MOORHEAD	33,400	.05					
	230	LAREDO, TX	32,500	.05					
	231	PANAMA CITY, FL	32,000	.05					
	232	LAUREL-HATTIESBURG, MS	31,700	.05					
	233	DUBUQUE, IA	31,300	.05					
	234	CHARLOTTESVILLE, VA	31,100	.05					
	235	CHAMPAIGN, IL	30,900	.05					
	236	ELIZABETH CITY-NAGS HEAD, NC	30,500	.05					
	236	JOPLIN, MO	30,500	.05					
	236	PARKERSBURG-MARIETTA, WV-OH	30,500	.05					
	239	LASALLE-PERU, IL	30,200	.05					
	240	WHEELING	30,100	.05					
	241	LIMA, OH	30,000	.05					
	242	TUSCALOOSA, AL	29,100	.05					
	243	MARION-CARBONDALE(SOUTHERN IL)	29,000	.05					
	244	EAU CLAIRE, WI	28,900	.05					
	244	PITTSBURG, KS (SOUTHEAST KANSAS)	28,900	.05					
	246	MEADVILLE-FRANKLIN, PA	28,700	.04					
*	247	HAMPTONS-RIVERHEAD	28,400	.04					
	247	NEW RIVER VALLEY, VA	28,400	.04					
	249	BLOOMINGTON	28,100	.04					
	250	ABILENE, TX	27,900	.04					
	251	PUEBLO	27,800	.04					
	252	FLORENCE-MUSCLE SHOALS, AL	27,200	.04					
	253	BATTLE CREEK, MI	26,900	.04					
	253	BILLINGS, MT	26,900	.04					
	253	WATERLOO-CEDAR FALLS	26,900	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

ARBITRON

Metro Markets Ranked by Demographic Category

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

		MEN 35+		US TOTAL		73,525,100			
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	4,485,500	6.10	86	FT. PIERCE-STUART-VERO BEACH	143,900	.19	
	2	LOS ANGELES	3,010,000	4.09	87	STOCKTON	142,400	.19	
	3	CHICAGO	2,200,700	2.99	88	BAKERSFIELD	141,800	.19	
	4	SAN FRANCISCO	1,797,300	2.44	89	JOHNSON CITY-KINGSPORT-BRISTOL	141,100	.19	
	5	DALLAS-FT. WORTH	1,321,900	1.79	90	BATON ROUGE	138,900	.18	
	6	PHILADELPHIA	1,279,000	1.73	91	CHARLESTON, SC	138,500	.18	
	7	HOUSTON-GALVESTON	1,221,500	1.66	92	SPOKANE	137,900	.18	
	8	WASHINGTON, DC	1,213,000	1.64	93	LAKELAND-WINTER HAVEN	136,000	.18	
	9	BOSTON	1,163,900	1.58	94	COLUMBIA, SC	135,300	.18	
	10	DETROIT	1,160,100	1.57	95	DES MOINES	134,800	.18	
	11	ATLANTA	1,072,700	1.45	95	YORK	134,800	.18	
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,053,700	1.43	97	WICHITA	134,600	.18	
	13	SEATTLE-TACOMA	961,600	1.30	98	MOBILE	134,300	.18	
	14	PUERTO RICO	877,200	1.19	* 99	MORRISTOWN, NJ	134,000	.18	
	15	PHOENIX	816,600	1.11	100	COLORADO SPRINGS	131,500	.17	
	16	MINNEAPOLIS-ST. PAUL	773,000	1.05	101	MADISON	131,200	.17	
*	17	NASSAU-SUFFOLK (LONG ISLAND)	740,100	1.00	102	GREENVILLE-NEW BERN-JACKSONVILLE	130,900	.17	
	18	SAN DIEGO	707,300	.96	103	PORTSMOUTH-DOVER-ROCHESTER	127,800	.17	
	19	TAMPA-ST. PETERSBURG-CLEARWATER	707,000	.96	104	WORCESTER	126,700	.17	
	20	BALTIMORE	659,700	.89	105	CHATTANOOGA	124,200	.16	
	21	ST. LOUIS	656,100	.89	106	NEW HAVEN	123,700	.16	
	22	DENVER-BOULDER	630,900	.85	107	FT. WAYNE	123,600	.16	
	23	PITTSBURGH, PA	630,500	.85	108	YOUNGSTOWN-WARREN	122,900	.16	
	24	PORTLAND, OR	574,800	.78	109	ROANOKE-LYNCHBURG	122,600	.16	
	25	CLEVELAND	539,600	.73	* 110	SANTA ROSA	122,200	.16	
	26	CINCINNATI	492,200	.66	111	HUNTSVILLE	121,800	.16	
	27	SACRAMENTO	489,300	.66	111	LANCASTER	121,800	.16	
	28	KANSAS CITY	453,900	.61	113	LEXINGTON-FAYETTE	121,600	.16	
	29	RIVERSIDE-SAN BERNARDINO	448,900	.61	114	LAFAYETTE, LA	120,400	.16	
*	30	SAN JOSE	435,600	.59	115	BRIDGEPORT	118,900	.16	
	31	SAN ANTONIO	424,200	.57	116	AUGUSTA, GA	117,000	.15	
	32	MILWAUKEE-RACINE	422,300	.57	117	RENO	115,600	.15	
*	33	MIDDLESEX-SOMERSET-UNION	422,100	.57	118	VISALIA-TULARE-HANFORD	115,200	.15	
	34	LAS VEGAS	419,200	.57	119	BOISE	114,700	.15	
	35	PROVIDENCE-WARWICK-PAWTUCKET	417,500	.56	120	OXNARD-VENTURA	110,600	.15	
	36	CHARLOTTE-GASTONIA-ROCK HILL	400,500	.54	121	MODESTO	109,400	.14	
	37	ORLANDO	396,100	.53	122	PENSACOLA	108,000	.14	
	38	COLUMBUS, OH	392,300	.53	123	FLINT	106,200	.14	
	39	INDIANAPOLIS	375,400	.51	124	LANSING-EAST LANSING	105,400	.14	
	40	SALT LAKE CITY-OGDEN-PROVO	364,400	.49	125	CANTON	105,000	.14	
	41	NORFOLK-VIRGINIA BEACH-NWPT NEWS	361,600	.49	126	JACKSON, MS	102,700	.13	
	42	WEST PALM BEACH-BOCA RATON	354,100	.48	127	READING, PA	102,300	.13	
	43	GREENSBORO-WS-HIGH POINT	326,000	.44	128	SAGINAW-BAY CITY-MIDLAND	101,600	.13	
	44	AUSTIN	319,600	.43	129	FT. COLLINS-GREELEY, CO	100,500	.13	
	44	NASHVILLE	319,600	.43	130	ATLANTIC CITY-CAPE MAY	98,100	.13	
*	46	MONMOUTH-OCEAN	319,100	.43	131	VICTOR VALLEY	96,900	.13	
	47	HARTFORD-NEW BRITAIN-MIDDLETOWN	313,200	.42	132	BEAUMONT-PORT ARTHUR, TX	95,900	.13	
	48	RALEIGH-DURHAM	311,100	.42	133	APPLETON-OSHKOSH	95,200	.12	
	49	NEW ORLEANS	306,200	.41	134	BURLINGTON-PLATTSBURGH	94,300	.12	
	50	JACKSONVILLE	304,600	.41	* 135	STAMFORD-NORWALK, CT	93,900	.12	
	51	BUFFALO-NIAGARA FALLS	297,200	.40	136	SALISBURY-OCEAN CITY	92,100	.12	
	52	MEMPHIS	287,100	.39	137	SHREVEPORT	91,900	.12	
	53	LOUISVILLE	278,700	.37	138	TRENTON, NJ	91,700	.12	
	54	ROCHESTER, NY	278,200	.37	139	NWBRGH-MIDLTVN, NY (MID-HDSN VLY)	91,000	.12	
	55	OKLAHOMA CITY	269,900	.36	140	BILOXI-GULFPORT-PASCAGOULA	90,900	.12	
	56	RICHMOND	257,000	.34	141	QUAD CITIES (DAVNPR-RI-MOLINE)	90,700	.12	
	57	BIRMINGHAM	249,200	.33	142	FAYETTEVILLE, NC	89,700	.12	
	58	FT. MYERS-NAPLES-MARCO ISLAND	246,400	.33	143	CORPUS CHRISTI	88,800	.12	
	59	DAYTON	245,700	.33	144	PEORIA	87,200	.11	
	60	GREENVILLE-SPARTANBURG	240,100	.32	145	EUGENE-SPRINGFIELD	85,500	.11	
	61	HONOLULU	234,800	.31	146	FLAGSTAFF-PRESCOTT, AZ	83,700	.11	
	62	ALBANY-SCHENECTADY-TROY	231,300	.31	146	TYLER-LONGVIEW	83,700	.11	
	63	TUCSON	224,500	.30	148	SPRINGFIELD, MO	83,600	.11	
	64	TULSA	212,100	.28	149	ROCKFORD	83,200	.11	
	65	WILKES BARRE-SCRANTON	209,100	.28	150	FAYETTEVILLE (NW ARKANSAS)	83,000	.11	
	66	ALLENTOWN-BETHLEHEM	208,800	.28	151	HUNTINGTON-ASHLAND	82,000	.11	
	67	SARASOTA-BRADENTON	198,300	.26	152	UTICA-ROME	79,500	.10	
	68	GRAND RAPIDS	195,700	.26	153	ANN ARBOR	78,800	.10	
	69	MCALLEN-BROWNSVILLE-HARLINGEN	195,300	.26	153	PALM SPRINGS	78,800	.10	
	70	ALBUQUERQUE	187,200	.25	155	MONTGOMERY	78,700	.10	
	71	KNOXVILLE	187,100	.25	* 156	FREDERICKSBURG	78,100	.10	
	72	FRESNO	182,200	.24	157	POUGHKEEPSIE, NY	77,800	.10	
	73	AKRON	176,800	.24	158	ASHEVILLE	77,500	.10	
	74	OMAHA-COUNCIL BLUFFS	171,800	.23	159	MACON	76,200	.10	
	75	HARRISBURG-LEBANON-CARL ISLE	170,800	.23	160	EVANSVILLE	75,700	.10	
	76	WILMINGTON, DE	170,600	.23	161	MYRTLE BEACH, SC	74,200	.10	
	77	SYRACUSE	163,000	.22	162	PORTLAND, ME	73,700	.10	
	78	MONTEREY-SALINAS-SANTA CRUZ	160,900	.21	163	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	73,500	.10	
	79	DAYTONA BEACH	158,200	.21	164	CONCORD (LAKE REGIONS)	72,200	.09	
	80	SPRINGFIELD, MA	151,600	.20	165	SAVANNAH	71,900	.09	
	81	MELBOURNE-TITUSVILLE-COCOA	151,500	.20	166	WAUSAU-STVNS PT, WI (CNTRL WI)	70,600	.09	
	82	EL PASO	145,900	.19	167	NEW LONDON, CT	69,500	.09	
	82	TOLEDO	145,900	.19	168	ERIE	69,200	.09	
	84	LITTLE ROCK	145,700	.19	169	CAPE COD, MA	69,100	.09	
	85	GAINESVILLE-OCALA	145,200	.19	170	LEBANON-RUTLAND-WHITE RIVER JUNC	68,200	.09	

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METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				MEN 35+		US TOTAL		73,525,100	
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	ANCHORAGE	68,100	.09	256	ALTOONA		33,700	.04
	172	SAN LUIS OBISPO, CA	67,400	.09	257	MONTPELIER-BARRE-ST. JOHNSBURY		33,500	.04
	173	CHARLESTON, WV	67,300	.09	258	AUGUSTA-WATERVILLE, ME		33,300	.04
*	174	NEW BEDFORD-FALL RIVER, MA	67,000	.09	259	TEXARKANA, TX-AR		33,000	.04
	175	WILMINGTON, NC	66,900	.09	260	ELKINS-BUCKHANNON-WESTON, WV		32,700	.04
	176	KILLEEN-TEMPLE, TX	65,300	.08	261	WICHITA FALLS, TX		32,500	.04
	177	FT. SMITH, AR	65,200	.08	262	GRAND JUNCTION, CO		32,400	.04
	178	BINGHAMTON	65,000	.08	263	MONROE, LA		32,000	.04
	179	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	64,600	.08	264	STATE COLLEGE, PA		31,100	.04
	180	JOHNSTOWN	63,800	.08	264	WILLIAMSPORT, PA		31,100	.04
*	181	MANCHESTER	62,600	.08	266	LAFAYETTE, IN		30,900	.04
	182	SOUTH BEND	62,100	.08	267	SHEBOYGAN, WI		30,700	.04
	183	TRAVERSE CITY-PETOSKEY, MI	61,600	.08	268	COLUMBIA, MO		30,000	.04
	184	LINCOLN	61,100	.08	269	SIOUX CITY, IA		29,300	.03
	185	DANBURY, CT	59,600	.08	270	LEWISTON-AUBURN, ME		28,700	.03
	186	TALLAHASSEE	59,500	.08	270	RAPID CITY, SD		28,700	.03
	187	GREEN BAY	58,600	.07	272	BLUEFIELD, WV		28,200	.03
	188	TOPEKA	58,200	.07	273	SEBRING, FL		27,800	.03
	189	DOTHAN, AL	57,000	.07	274	DECATUR, IL		27,600	.03
	190	TUPELO, MS	56,900	.07	275	WATERTOWN, NY		27,100	.03
*	191	FREDERICK, MD	55,900	.07	276	BRYAN-COLLEGE STATION, TX		27,000	.03
	192	KALAMAZOO	55,400	.07	277	MANKATO-NEW ULM-ST. PETER, MN		26,900	.03
	193	ODESSA-MIDLAND, TX	55,200	.07	277	VALDOSTA, GA		26,900	.03
	194	COLUMBUS, GA	54,400	.07	279	ALBANY, GA		26,800	.03
	195	AMARILLO, TX	53,800	.07	280	COLUMBUS-STARKVILLE-W. POINT, MS		25,200	.03
	196	DULUTH-SUPERIOR	53,500	.07	281	HARRISONBURG, VA		25,100	.03
	196	LUBBOCK	53,500	.07	282	BISMARCK, ND		24,900	.03
	196	MERCED, CA	53,500	.07	283	COOKEVILLE, TN		24,200	.03
	199	SUNBURY-SELINGROVE-LEWISBRG, PA	53,000	.07	283	LAWTON, OK		24,200	.03
	200	MEDFORD-ASHLAND, OR	51,500	.07	285	SAN ANGELO, TX		23,600	.03
	200	TERRE HAUTE	51,500	.07	286	JACKSON, TN		22,100	.03
	202	OLEAN, NY	51,200	.06	287	GRAND FORKS, ND-MN		22,000	.02
	203	YAKIMA, WA	51,100	.06	288	MASON CITY, IA		21,800	.02
	204	TRI-CITIES, WA (RCHLND-KNWK-PSC)	50,900	.06	289	CHEYENNE, WY		21,500	.02
	205	CHICO, CA	50,500	.06	290	BECKLEY, WV		21,400	.02
	206	SANTA BARBARA, CA	50,400	.06	291	ITHACA, NY		21,300	.02
	207	BANGOR	50,200	.06	292	GREAT FALLS, MT		20,600	.02
	208	ELMIRA-CORNING, NY	49,800	.06	293	JONESBORO, AR		19,500	.02
	209	CEDAR RAPIDS	49,500	.06	294	MERIDIAN, MS		17,900	.02
	210	BOWLING GREEN, KY	48,500	.06	295	BRUNSWICK, GA		17,800	.02
	211	WACO, TX	48,200	.06	295	CASPER, WY		17,800	.02
	212	HILTON HEAD, SC	47,900	.06					
	213	BEND, OR	47,700	.06					
	213	MUNCIE-MARION, IN	47,700	.06					
	215	FLORENCE, SC	47,500	.06					
	215	FT. WALTON BEACH, FL	47,500	.06					
	215	WINCHESTER, VA	47,500	.06					
	218	SANTA MARIA-LOMPOC, CA	46,000	.06					
	219	REDDING, CA	45,900	.06					
	220	ALEXANDRIA, LA	45,000	.06					
	221	LA CROSSE, WI	44,800	.06					
	222	ROCHESTER, MN	44,600	.06					
	223	CLARKSVILLE-HOPKINSVILLE, TN-KY	44,100	.06					
	224	LAKE CHARLES, LA	43,700	.05					
	225	SANTA FE, NM	43,400	.05					
	226	ST. CLOUD, MN	43,200	.05					
	227	MUSKEGON, MI	43,000	.05					
	228	DUBUQUE, IA	42,000	.05					
	229	PANAMA CITY, FL	41,900	.05					
	230	SUSSEX, NJ	41,800	.05					
	231	FARGO-MOORHEAD	41,600	.05					
	232	LASALLE-PERU, IL	40,700	.05					
	232	WHEELING	40,700	.05					
	234	LAUREL-HATTIESBURG, MS	40,500	.05					
	235	PARKERSBURG-MARIETTA, WV-OH	40,300	.05					
	236	ELIZABETH CITY-NAGS HEAD, NC	40,200	.05					
	237	CHARLOTTEVILLE, VA	40,000	.05					
	238	JOPLIN, MO	39,700	.05					
	239	PITTSBURG, KS (SOUTHEAST KANSAS)	39,500	.05					
	240	LAREDO, TX	39,400	.05					
	241	LIMA, OH	39,000	.05					
	242	CHAMPAIGN, IL	38,800	.05					
	242	MEADVILLE-FRANKLIN, PA	38,800	.05					
	244	MARION-CARBONDALE(SOUTHERN IL)	38,700	.05					
	245	EAU CLAIRE, WI	37,300	.05					
	246	PUEBLO	37,200	.05					
	247	TUSCALOOSA, AL	37,000	.05					
	248	ABILENE, TX	36,600	.04					
	249	FLORENCE-MUSCLE SHOALS, AL	36,500	.04					
	249	NEW RIVER VALLEY, VA	36,500	.04					
*	251	HAMPTONS-RIVERHEAD	35,700	.04					
	252	WATERLOO-CEDAR FALLS	35,600	.04					
	253	BATTLE CREEK, MI	34,800	.04					
	254	BILLINGS, MT	34,600	.04					
	255	BLOOMINGTON	34,400	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 12-24					US TOTAL 26,788,700				
Metro Ind Rank	Metro Market Name	Population	Pct of US	Metro Ind Rank	Metro Market Name	Population	Pct of US		
1	NEW YORK	1,487,100	5.55	86	LITTLE ROCK	54,800	.20		
2	LOS ANGELES	1,184,500	4.42	87	GREENVILLE-NEW BERN-JACKSONVILLE	54,500	.20		
3	CHICAGO	814,100	3.03	88	DES MOINES	54,200	.20		
4	SAN FRANCISCO	546,200	2.03	89	COLUMBIA, SC	53,900	.20		
5	DALLAS-FT. WORTH	518,100	1.93	90	CHARLESTON, SC	52,600	.19		
6	HOUSTON-GALVESTON	491,800	1.83	90	MODESTO	52,600	.19		
7	PHILADELPHIA	454,900	1.69	90	SPOKANE	52,600	.19		
8	WASHINGTON, DC	407,000	1.51	93	LAFAYETTE, LA	52,500	.19		
9	DETROIT	397,900	1.48	94	WICHITA	51,900	.19		
10	ATLANTA	395,900	1.47	95	MADISON	51,600	.19		
11	PUERTO RICO	381,300	1.42	96	COLORADO SPRINGS	51,500	.19		
12	BOSTON	376,100	1.40	97	LANSING-EAST LANSING	51,400	.19		
13	MIAMI-FT. LAUDERDALE-HOLLYWOOD	339,600	1.26	98	MOBILE	51,200	.19		
14	SEATTLE-TACOMA	318,100	1.18	99	OXNARD-VENTURA	48,700	.18		
15	PHOENIX	308,400	1.15	100	FT. WAYNE	47,700	.17		
16	MINNEAPOLIS-ST. PAUL	278,300	1.03	101	LEXINGTON-FAYETTE	47,500	.17		
17	SAN DIEGO	265,600	.99	102	BOISE	46,200	.17		
18	ST. LOUIS	240,400	.89	103	AUGUSTA, GA	45,800	.17		
19	BALTIMORE	232,500	.86	104	LANCASTER	44,900	.16		
* 20	NASSAU-SUFFOLK (LONG ISLAND)	232,300	.86	105	FT. COLLINS-GREELEY, CO	44,800	.16		
21	DENVER-BOULDER	218,600	.81	106	JACKSON, MS	44,700	.16		
22	SALT LAKE CITY-OGDEN-PROVO	214,200	.79	107	LAKELAND-WINTER HAVEN	44,000	.16		
23	RIVERSIDE-SAN BERNARDINO	212,800	.79	108	NEW HAVEN	43,500	.16		
24	PORTLAND, OR	199,900	.74	109	PORTSMOUTH-DOVER-ROCHESTER	43,100	.16		
25	TAMPA-ST. PETERSBURG-CLEARWATER	198,700	.74	110	WORCESTER	43,000	.16		
26	SACRAMENTO	195,600	.73	111	YORK	42,800	.15		
27	PITTSBURGH, PA	187,300	.69	112	CHATTANOOGA	42,200	.15		
28	CINCINNATI	184,600	.68	113	HUNTSVILLE	41,800	.15		
29	CLEVELAND	182,400	.68	* 114	SANTA ROSA	41,600	.15		
30	SAN ANTONIO	180,800	.67	114	SARASOTA-BRADENTON	41,600	.15		
31	KANSAS CITY	160,100	.59	116	DAYTONA BEACH	41,500	.15		
32	MILWAUKEE-RACINE	153,500	.57	117	ROANOKE-LYNCHBURG	41,000	.15		
33	NORFOLK-VIRGINIA BEACH-NWPT NEWS	149,100	.55	118	FAYETTEVILLE, NC	40,800	.15		
34	COLUMBUS, OH	147,500	.55	119	JOHNSON CITY-KINGSPOUR-BRISTOL	40,600	.15		
35	ORLANDO	144,800	.54	120	PENSACOLA	40,500	.15		
36	PROVIDENCE-WARWICK-PAWTUCKET	142,500	.53	121	VICTOR VALLEY	40,400	.15		
37	CHARLOTTE-GASTONIA-ROCK HILL	139,500	.52	122	MELBOURNE-TITUSVILLE-COCOA	40,300	.15		
38	INDIANAPOLIS	137,500	.51	123	FL INT	40,200	.15		
39	LAS VEGAS	136,700	.51	124	BRIDGEPORT	39,500	.14		
* 40	SAN JOSE	134,600	.50	125	YOUNGSTOWN-WARREN	39,400	.14		
41	AUSTIN	133,200	.49	126	ANN ARBOR	38,000	.14		
* 42	MIDDLESEX-SOMERSET-UNION	132,000	.49	* 127	MORRISTOWN, NJ	37,900	.14		
43	RALEIGH-DURHAM	120,700	.45	128	CORPUS CHRISTI	37,500	.14		
44	NEW ORLEANS	120,400	.44	129	RENO	37,200	.13		
45	MEMPHIS	117,200	.43	130	SHREVEPORT	37,000	.13		
46	NASHVILLE	115,800	.43	131	TALLAHASSEE	36,700	.13		
47	GREENSBORO-WS-HIGH POINT	113,100	.42	132	SAGINAW-BAY CITY-MIDLAND	36,400	.13		
48	MCALLEN-BROWNSVILLE-HARLINGEN	112,100	.41	133	PALM SPRINGS	36,100	.13		
49	JACKSONVILLE	111,400	.41	134	CANTON	35,700	.13		
50	HARTFORD-NEW BRITAIN-MIDDLETOWN	107,700	.40	135	BURLINGTON-PLATTSBURGH	35,500	.13		
51	OKLAHOMA CITY	106,800	.39	136	APPLETON-OSHKOSH	35,400	.13		
52	ROCHESTER, NY	103,200	.38	137	BEAUMONT-PORT ARTHUR, TX	35,300	.13		
53	BUFFALO-NIAGARA FALLS	101,200	.37	138	FT. PIERCE-STUART-VERO BEACH	34,800	.12		
* 54	MONMOUTH-OCEAN	95,900	.35	138	READING, PA	34,800	.12		
55	RICHMOND	93,200	.34	140	NWRBGH-MIDLTVN, NY(MID-HDSN VLY)	34,600	.12		
56	FRESNO	91,400	.34	141	FAYETTEVILLE (NW ARKANSAS)	34,100	.12		
57	WEST PALM BEACH-BOCA RATON	90,800	.33	142	TRENTON, NJ	34,000	.12		
58	DAYTON	90,700	.33	143	SPRINGFIELD, MO	33,600	.12		
59	LOUISVILLE	89,100	.33	144	BILOXI-GULFPORT-PASCAGOULA	33,400	.12		
60	BIRMINGHAM	87,500	.32	145	TYLER-LONGVIEW	33,000	.12		
61	GRAND RAPIDS	84,300	.31	146	MACON	32,700	.12		
62	TUCSON	83,900	.31	* 147	FREDERICKSBURG	32,000	.11		
63	GREENVILLE-SPARTANBURG	83,400	.31	147	QUAD CITIES (DAVNPR-RI-MOLINE)	32,000	.11		
64	ALBANY-SCHENECTADY-TROY	80,400	.30	149	MONTGOMERY	31,800	.11		
65	TULSA	78,500	.29	150	KILLEEN-TEMPLE, TX	31,500	.11		
66	EL PASO	74,300	.27	151	ATLANTIC CITY-CAPE MAY	31,000	.11		
67	HONOLULU	73,500	.27	151	EUGENE-SPRINGFIELD	31,000	.11		
68	ALBUQUERQUE	69,800	.26	153	PEORIA	30,800	.11		
69	WILKES BARRE-SCRANTON	68,300	.25	154	FLAGSTAFF-PRESCOTT, AZ	29,800	.11		
70	BAKERSFIELD	67,500	.25	155	ROCKFORD	29,700	.11		
71	OMAHA-COUNCIL BLUFFS	66,900	.24	* 156	STAMFORD-NORWALK, CT	29,300	.10		
72	ALLENTOWN-BETHEHEM	66,700	.24	157	LUBBOCK	28,700	.10		
73	STOCKTON	66,400	.24	158	BRYAN-COLLEGE STATION, TX	28,400	.10		
74	BATON ROUGE	66,000	.24	159	SAVANNAH	28,300	.10		
75	SYRACUSE	64,700	.24	160	SALISBURY-OCEAN CITY	28,200	.10		
76	SPRINGFIELD, MA	64,200	.23	161	EVANSVILLE	27,800	.10		
77	AKRON	64,000	.23	162	POUGHKEEPSIE, NY	27,600	.10		
78	MONTEREY-SALINAS-SANTA CRUZ	63,400	.23	163	MERCED, CA	27,400	.10		
79	TOLEDO	61,400	.22	163	SOUTH BEND	27,400	.10		
80	WILMINGTON, DE	60,900	.22	165	LINCOLN	27,300	.10		
81	KNOXVILLE	60,800	.22	166	ERIE	27,100	.10		
82	GAINESVILLE-OCALA	58,600	.21	167	KALAMAZOO	26,800	.10		
83	VISALIA-TULARE-HANFORD	55,500	.20	168	WAUSAU-STVNS PT, WI (CNTRL WI)	26,500	.09		
84	FT. MYERS-NAPLES-MARCO ISLAND	55,300	.20	169	HUNTINGTON-ASHLAND	26,400	.09		
84	HARRISBURG-LEBANON-CARLISLE	55,300	.20	170	ANCHORAGE	26,300	.09		

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 12-24

US TOTAL

26,788,700

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	170	UTICA-ROME	26,300	.09		255	LASALLE-PERU, IL	13,200	.04
	172	ODESSA-MIDLAND, TX	25,300	.09		255	SANTA FE, NM	13,200	.04
	172	WACO, TX	25,300	.09		255	VALDOSTA, GA	13,200	.04
	174	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	24,800	.09		255	WICHITA FALLS, TX	13,200	.04
	175	SAN LUIS OBISPO, CA	24,500	.09		260	ALBANY, GA	13,000	.04
	176	CHAMPAIGN, IL	24,400	.09		261	MEADVILLE-FRANKLIN, PA	12,900	.04
	177	LAREDO, TX	24,000	.08		262	BATTLE CREEK, MI	12,800	.04
	178	BINGHAMTON	23,800	.08		263	PARKERSBURG-MARIETTA, WV-OH	12,600	.04
	179	FT. SMITH, AR	23,400	.08		264	WHEELING	12,400	.04
	180	CONCORD (LAKE REGIONS)	23,300	.08		265	BILLINGS, MT	12,000	.04
	180	NEW LONDON, CT	23,300	.08		265	FLORENCE-MUSCLE SHOALS, AL	12,000	.04
*	182	NEW BEDFORD-FALL RIVER, MA	23,200	.08		267	GRAND JUNCTION, CO	11,600	.04
	183	CHICO, CA	22,900	.08		267	TEXARKANA, TX-AR	11,600	.04
	184	ASHEVILLE	22,800	.08	*	269	HAMPTONS-RIVERHEAD	11,400	.04
	184	COLUMBUS, GA	22,800	.08		269	SIOUX CITY, IA	11,400	.04
	186	PORTLAND, ME	22,600	.08		271	RAPID CITY, SD	11,000	.04
	186	YAKIMA, WA	22,600	.08		272	GRAND FORKS, ND-MN	10,800	.04
	188	MUNCIE-MARION, IN	22,500	.08		272	LAWTON, OK	10,800	.04
	189	GREEN BAY	22,300	.08		274	AUGUSTA-WATERVILLE, ME	10,700	.03
	190	NEW RIVER VALLEY, VA	22,200	.08		274	SAN ANGELO, TX	10,700	.03
	191	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	22,100	.08		276	ALTOONA	10,500	.03
	192	AMARILLO, TX	21,700	.08		276	MONTPELIER-BARRE-ST. JOHNSBURY	10,500	.03
	193	LEBANON-RUTLAND-WHITE RIVER JUNC	21,500	.08		276	WILLIAMSPORT, PA	10,500	.03
	193	ST. CLOUD, MN	21,500	.08		279	ELKINS-BUCKHANNON-WESTON, WV	10,300	.03
	193	STATE COLLEGE, PA	21,500	.08		280	DECATUR, IL	10,200	.03
	193	WILMINGTON, NC	21,500	.08		280	SHEBOYGAN, WI	10,200	.03
	197	TRI-CITIES, WA (RCHLND-KNWK-PSC)	21,400	.07		282	WATERTOWN, NY	10,000	.03
	197	TUPELO, MS	21,400	.07		283	LEWISTON-AUBURN, ME	9,500	.03
	199	MYRTLE BEACH, SC	21,300	.07		284	BISMARCK, ND	9,200	.03
	200	LAFAYETTE, IN	21,200	.07		285	JACKSON, TN	9,100	.03
	201	SANTA MARIA-LOMPOC, CA	21,000	.07		286	CODKEVILLE, TN	8,700	.03
	202	FARGO-MOORHEAD	20,700	.07		286	JONESBORO, AR	8,700	.03
*	203	MANCHESTER	20,500	.07		288	BLUEFIELD, WV	8,300	.03
	204	BLOOMINGTON	20,400	.07		289	CHEYENNE, WY	7,700	.02
	204	SANTA BARBARA, CA	20,400	.07		290	GREAT FALLS, MT	7,100	.02
*	206	FREDERICK, MD	20,200	.07		291	MERIDIAN, MS	7,000	.02
	207	LAUREL-HATTIESBURG, MS	19,900	.07		292	MASON CITY, IA	6,700	.02
	207	OLEAN, NY	19,900	.07		293	CASPER, WY	6,500	.02
	209	DOTHAN, AL	19,800	.07		294	BRUNSWICK, GA	6,300	.02
	209	TOPEKA	19,800	.07		295	BECKLEY, WV	6,200	.02
	211	LA CROSSE, WI	19,400	.07		296	SEBRING, FL	6,100	.02
	211	TRAVERSE CITY-PETOSKEY, MI	19,400	.07					
	211	TUSCALOOSA, AL	19,400	.07					
	214	CLARKSVILLE-HOPKINSVILLE, TN-KY	19,200	.07					
	215	CHARLESTON, WV	19,100	.07					
	215	TERRE HAUTE	19,100	.07					
	217	COLUMBIA, MO	18,800	.07					
	218	CHARLOTTESVILLE, VA	18,700	.06					
	218	DULUTH-SUPERIOR	18,700	.06					
	220	BOWLING GREEN, KY	18,500	.06					
	220	JOHNSTOWN	18,500	.06					
	222	ALEXANDRIA, LA	17,800	.06					
	223	LAKE CHARLES, LA	17,600	.06					
	224	CEDAR RAPIDS	17,500	.06					
	224	FLORENCE, SC	17,500	.06					
	226	MEDFORD-ASHLAND, OR	17,300	.06					
	227	WATERLOO-CEDAR FALLS	17,200	.06					
	228	BANGOR	17,100	.06					
	228	EAU CLAIRE, WI	17,100	.06					
	228	REDDING, CA	17,100	.06					
	231	DANBURY, CT	17,000	.06					
	232	ELMIRA-CORNING, NY	16,800	.06					
	232	SUNBURY-SELINGSGROVE-LEWISBRG, PA	16,800	.06					
	234	HARRISONBURG, VA	16,500	.06					
	235	ABILENE, TX	16,300	.06					
	236	MARION-CARBONDALE (SOUTHERN IL)	16,200	.06					
	236	MUSKEGON, MI	16,200	.06					
	238	CAPE COD, MA	15,800	.05					
	238	FT. WALTON BEACH, FL	15,800	.05					
	238	ITHACA, NY	15,800	.05					
	241	PITTSBURG, KS (SOUTHEAST KANSAS)	15,700	.05					
	241	ROCHESTER, MN	15,700	.05					
	243	MONROE, LA	15,600	.05					
	244	BEND, OR	15,400	.05					
	244	DUBUQUE, IA	15,400	.05					
	244	HILTON HEAD, SC	15,400	.05					
	247	COLUMBUS-STARKVILLE-W. POINT, MS	15,000	.05					
	247	WINCHESTER, VA	15,000	.05					
	249	JOPLIN, MO	14,800	.05					
	250	MANKATO-NEW ULM-ST. PETER, MN	14,600	.05					
	251	LIMA, OH	14,200	.05					
	252	PUEBLO	13,700	.05					
	253	SUSSEX, NJ	13,600	.05					
	254	PANAMA CITY, FL	13,300	.04					
	255	ELIZABETH CITY-NAGS HEAD, NC	13,200	.04					

Metro Markets Ranked by Demographic Category

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 18-34				US TOTAL					
				34,007,200					
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	2,045,200	6.01		86	MADISON	71,900	.21
	2	LOS ANGELES	1,603,000	4.71		87	CHARLESTON, SC	71,600	.21
	3	CHICAGO	1,063,200	3.12		88	GREENVILLE-NEW BERN-JACKSONVILLE	70,400	.20
	4	SAN FRANCISCO	765,900	2.25		88	LEXINGTON-FAYETTE	70,400	.20
	5	DALLAS-FT. WORTH	697,700	2.05		90	HARRISBURG-LEBANON-CARLISLE	68,300	.20
	6	HOUSTON-GALVESTON	629,400	1.85		91	FT. MYERS-NAPLES-MARCO ISLAND	67,100	.19
	7	WASHINGTON, DC	566,100	1.66		92	SPOKANE	65,100	.19
	8	ATLANTA	558,800	1.64		93	LANSING-EAST LANSING	64,700	.19
	9	PHILADELPHIA	558,300	1.64		94	WICHITA	63,900	.18
	10	BOSTON	520,400	1.53		95	MOBILE	63,800	.18
	11	DETROIT	495,100	1.45		96	LAFAYETTE, LA	63,500	.18
	12	PUERTO RICO	482,300	1.41		96	VISALIA-TULARE-HANFORD	63,500	.18
	13	MIAMI-FT. LAUDERDALE-HOLLYWOOD	436,800	1.28		98	MODESTO	62,700	.18
	14	SEATTLE-TACOMA	423,000	1.24		99	COLORADO SPRINGS	62,400	.18
	15	PHOENIX	413,800	1.21		100	BOISE	60,200	.17
	16	MINNEAPOLIS-ST. PAUL	360,400	1.05		101	FT. COLLINS-GREELEY, CO	58,400	.17
	17	SAN DIEGO	360,000	1.05		101	JACKSON, MS	58,400	.17
	18	DENVER-BOULDER	300,500	.88		103	FT. WAYNE	57,500	.16
	19	ST. LOUIS	296,000	.87		104	AUGUSTA, GA	56,700	.16
	20	BALTIMORE	290,700	.85		105	OXNARD-VENTURA	56,400	.16
	21	SALT LAKE CITY-OGDEN-PROVO	277,400	.81		106	CHATTANOOGA	55,000	.16
*	22	NASSAU-SUFFOLK (LONG ISLAND)	273,500	.80		107	JOHNSON CITY-KINGSPORT-BRISTOL	54,900	.16
	23	PORTLAND, OR	268,900	.79		108	WORCESTER	54,200	.15
	24	RIVERSIDE-SAN BERNARDINO	252,000	.74		109	ANN ARBOR	53,500	.15
	25	TAMPA-ST. PETERSBURG-CLEARWATER	250,800	.73		110	LANCASTER	52,900	.15
	26	SACRAMENTO	247,800	.72		111	NEW HAVEN	52,700	.15
	27	CINCINNATI	233,100	.68		112	HUNTSVILLE	52,600	.15
	28	PITTSBURGH, PA	230,500	.67		113	LAKELAND-WINTER HAVEN	52,300	.15
	29	SAN ANTONIO	222,800	.65		114	FAYETTEVILLE, NC	51,900	.15
	30	CLEVELAND	219,500	.64		115	YORK	51,500	.15
	31	KANSAS CITY	208,800	.61		116	ROANOKE-LYNCHBURG	50,800	.14
	32	COLUMBUS, OH	204,700	.60		117	FLINT	50,100	.14
	33	CHARLOTTE-GASTONIA-ROCK HILL	194,700	.57		117	SARASOTA-BRADENTON	50,100	.14
	34	AUSTIN	194,000	.57	*	119	SANTA ROSA	49,900	.14
	34	ORLANDO	194,000	.57		120	PORTSMOUTH-DOVER-ROCHESTER	49,800	.14
	36	PROVIDENCE-WARWICK-PAWTUCKET	189,500	.55		121	TALLAHASSEE	49,600	.14
	37	LAS VEGAS	187,600	.55		122	DAYTONA BEACH	49,500	.14
	38	MILWAUKEE-RACINE	187,500	.55		123	VICTOR VALLEY	48,000	.14
	39	NORFOLK-VIRGINIA BEACH-NWPT NEWS	187,400	.55		124	PENSACOLA	47,900	.14
*	40	SAN JOSE	187,100	.55		125	RENO	47,700	.14
	41	INDIANAPOLIS	178,500	.52		126	SHREVEPORT	46,600	.13
	42	RALEIGH-DURHAM	175,300	.51		126	YOUNGSTOWN-WARREN	46,600	.13
*	43	MIDDLESEX-SOMERSET-UNION	169,500	.49		128	BRIDGEPORT	45,600	.13
	44	NASHVILLE	157,800	.46		129	SPRINGFIELD, MO	45,300	.13
	45	NEW ORLEANS	153,900	.45		130	FAYETTEVILLE (NW ARKANSAS)	45,100	.13
	46	GREENSBORO-WS-HIGH POINT	149,800	.44		131	MELBOURNE-TITUSVILLE-COCOA	44,700	.13
	47	MEMPHIS	149,500	.43		132	CORPUS CHRISTI	44,300	.13
	48	OKLAHOMA CITY	141,900	.41		133	BURLINGTON-PLATTSBURGH	43,400	.12
	49	JACKSONVILLE	137,200	.40		133	KILLEEN-TEMPLE, TX	43,400	.12
	50	MCALLEN-BROWNSVILLE-HARLINGEN	135,600	.39		135	PALM SPRINGS	43,000	.12
	51	HARTFORD-NEW BRITAIN-MIDDLETOWN	125,000	.36		136	APPLETON-OSHKOSH	42,900	.12
	52	BUFFALO-NIAGARA FALLS	122,500	.36		136	SAGINAW-BAY CITY-MIDLAND	42,900	.12
	53	ROCHESTER, NY	121,000	.35	*	138	MORRISTOWN, NJ	42,700	.12
	54	LOUISVILLE	120,300	.35		139	BILOXI-GULFPORT-PASCAGOULA	42,500	.12
	55	RICHMOND	119,400	.35		140	CANTON	42,000	.12
	56	BIRMINGHAM	116,800	.34		140	READING, PA	42,000	.12
	57	GREENVILLE-SPARTANBURG	112,400	.33		142	MONTGOMERY	41,500	.12
	58	DAYTON	112,200	.32		143	BEAUMONT-PORT ARTHUR, TX	41,200	.12
	59	TUCSON	109,500	.32		143	EUGENE-SPRINGFIELD	41,200	.12
	60	WEST PALM BEACH-BOCA RATON	108,800	.31		145	TRENTON, NJ	40,800	.12
*	61	MONMOUTH-OCEAN	108,200	.31		146	MACON	40,500	.11
	62	FRESNO	107,700	.31		147	TYLER-LONGVIEW	40,400	.11
	63	GRAND RAPIDS	104,400	.30		148	QUAD CITIES (DAVNPRT-RI-MOLINE)	40,000	.11
	64	HONOLULU	100,000	.29		149	NWBRGH-MIDLWN, NY (MID-HDSN VLY)	39,300	.11
	65	ALBANY-SCHENECTADY-TROY	99,600	.29		150	FT. PIERCE-STUART-VERO BEACH	38,600	.11
	66	TULSA	98,100	.28		151	PEORIA	38,300	.11
	67	ALBUQUERQUE	88,500	.26	*	152	FREDERICKSBURG	38,100	.11
	68	OMAHA-COUNCIL BLUFFS	87,600	.25		153	LINCOLN	37,900	.11
	69	EL PASO	87,300	.25		154	SAVANNAH	37,400	.11
	70	BATON ROUGE	85,800	.25		155	LUBBOCK	37,200	.10
	71	KNOXVILLE	82,600	.24		156	BRYAN-COLLEGE STATION, TX	36,700	.10
	72	WILKES BARRE-SCRANTON	82,200	.24		157	ROCKFORD	36,400	.10
	73	MONTEREY-SALINAS-SANTA CRUZ	80,000	.23		158	ATLANTIC CITY-CAPE MAY	36,300	.10
	74	WILMINGTON, DE	79,900	.23		159	HUNTINGTON-ASHLAND	36,200	.10
	75	AKRON	79,400	.23		160	SALISBURY-OCEAN CITY	35,800	.10
	76	ALLETOWN-BETHLEHEM	79,300	.23		161	KALAMAZOO	35,100	.10
	77	SPRINGFIELD, MA	78,800	.23		162	FLAGSTAFF-PRESCOTT, AZ	34,600	.10
	78	STOCKTON	78,200	.23		163	EVANSVILLE	34,500	.10
	79	BAKERSFIELD	76,900	.22	*	164	STAMFORD-NORWALK, CT	33,200	.09
	80	TOLEDO	76,500	.22		165	CHAMPAIGN, IL	32,900	.09
	81	SYRACUSE	75,500	.22		166	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	32,800	.09
	82	DES MOINES	73,800	.21		166	SOUTH BEND	32,800	.09
	83	COLUMBIA, SC	73,700	.21		168	ERIE	32,500	.09
	83	GAINESVILLE-OCALA	73,700	.21		169	POUGHKEEPSIE, NY	31,500	.09
	85	LITTLE ROCK	72,900	.21		170	SAN LUIS OBISPO, CA	30,700	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 18-34				US TOTAL					
				34,007,200					
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	170	WACO, TX	30,700	.09	256	FLORENCE-MUSCLE SHOALS, AL		15,700	.04
	170	WILMINGTON, NC	30,700	.09	257	WICHITA FALLS, TX		15,600	.04
	173	MERCED, CA	30,600	.09	258	BATTLE CREEK, MI		15,400	.04
	173	MYRTLE BEACH, SC	30,600	.09	258	PARKERSBURG-MARIETTA, WV-OH		15,400	.04
	173	WAUSAU-STVNS PT, WI (CNTRL WI)	30,600	.09	258	SANTA FE, NM		15,400	.04
*	176	NEW BEDFORD-FALL RIVER, MA	30,400	.08	261	ELIZABETH CITY-NAGS HEAD, NC		15,100	.04
	177	UTICA-ROME	30,300	.08	261	LASALLE-PERU, IL		15,100	.04
	178	ANCHORAGE	29,800	.08	263	BILLINGS, MT		15,000	.04
	178	LAREDO, TX	29,800	.08	264	MEADVILLE-FRANKLIN, PA		14,700	.04
	180	ASHEVILLE	29,600	.08	264	WHEELING		14,700	.04
	181	COLUMBUS, GA	28,800	.08	266	SIOUX CITY, IA		14,600	.04
	181	FT. SMITH, AR	28,800	.08	267	TEXARKANA, TX-AR		14,300	.04
	181	PORTLAND, ME	28,800	.08	268	GRAND JUNCTION, CO		13,900	.04
	184	CHICO, CA	28,700	.08	268	SUSSEX, NJ		13,900	.04
	185	ODESSA-MIDLAND, TX	28,300	.08	270	RAPID CITY, SD		13,700	.04
	186	BINGHAMTON	28,100	.08	* 271	HAMPTONS-RIVERHEAD		13,600	.04
	187	NEW RIVER VALLEY, VA	28,000	.08	272	LAWTON, OK		13,500	.03
	188	LAFAYETTE, IN	27,900	.08	273	GRAND FORKS, ND-MN		13,400	.03
	189	GREEN BAY	27,800	.08	274	ALTOONA		13,200	.03
	189	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	27,800	.08	275	SAN ANGELO, TX		13,000	.03
	191	FARGO-MOORHEAD	27,700	.08	276	WATERTOWN, NY		12,900	.03
	192	AMARILLO, TX	27,400	.08	277	AUGUSTA-WATERVILLE, ME		12,700	.03
	193	CLARKSVILLE-HOPKINSVILLE, TN-KY	27,200	.08	278	WILLIAMSPORT, PA		12,400	.03
	193	MUNCIE-MARION, IN	27,200	.08	279	DECATUR, IL		12,200	.03
	193	TUPELO, MS	27,200	.08	279	ELKINS-BUCKHANNON-WESTON, WV		12,200	.03
	196	NEW LONDON, CT	27,100	.07	279	MONTPELIER-BARRE-ST. JOHNSBURY		12,200	.03
	197	SANTA MARIA-LOMPOC, CA	27,000	.07	282	JONESBORO, AR		12,000	.03
	198	STATE COLLEGE, PA	26,900	.07	283	LEWISTON-AUBURN, ME		11,900	.03
	199	CONCORD (LAKE REGIONS)	26,800	.07	284	COOKEVILLE, TN		11,800	.03
	200	ST. CLOUD, MN	26,500	.07	285	SHEBOYGAN, WI		11,700	.03
	201	BLOOMINGTON	26,200	.07	286	JACKSON, TN		11,600	.03
	202	SANTA BARBARA, CA	26,100	.07	287	BISMARCK, ND		11,500	.03
	203	LAUREL-HATTIESBURG, MS	25,900	.07	288	BLUEFIELD, WV		11,300	.03
	203	TUSCALOOSA, AL	25,900	.07	289	CHEYENNE, WY		9,300	.02
	205	YAKIMA, WA	25,700	.07	290	MERIDIAN, MS		9,100	.02
	206	COLUMBIA, MO	25,400	.07	291	BECKLEY, WV		8,300	.02
	207	BOWLING GREEN, KY	25,200	.07	292	GREAT FALLS, MT		8,200	.02
	208	DOTHAN, AL	25,000	.07	293	CASPER, WY		8,000	.02
	209	CHARLESTON, WV	24,900	.07	294	MASON CITY, IA		7,800	.02
	210	TRI-CITIES, WA (RCHLND-KNWK-PSC)	24,700	.07	295	BRUNSWICK, GA		7,300	.02
	211	LEBANON-RUTLAND-WHITE RIVER JUNC	24,400	.07	296	SEBRING, FL		6,900	.02
	212	CHARLOTTESVILLE, VA	24,200	.07					
*	213	MANCHESTER	24,000	.07					
	213	TOPEKA	24,000	.07					
	215	CEDAR RAPIDS	23,500	.06					
*	215	FREDERICK, MD	23,500	.06					
	217	FLORENCE, SC	23,400	.06					
	218	TERRE HAUTE	23,300	.06					
	219	DULUTH-SUPERIOR	22,800	.06					
	219	LA CROSSE, WI	22,800	.06					
	221	JOHNSTOWN	22,100	.06					
	222	OLEAN, NY	22,000	.06					
	222	TRAVERSE CITY-PETOSKEY, MI	22,000	.06					
	224	LAKE CHARLES, LA	21,800	.06					
	225	BANGOR	21,700	.06					
	226	ALEXANDRIA, LA	21,500	.06					
	227	MARION-CARBONDALE(SOUTHERN IL)	21,400	.06					
	228	WATERLOO-CEDAR FALLS	21,300	.06					
	229	EAU CLAIRE, WI	20,800	.06					
	230	MEDFORD-ASHLAND, OR	20,500	.06					
	231	HILTON HEAD, SC	20,400	.06					
	232	ITHACA, NY	19,900	.05					
	232	MONROE, LA	19,900	.05					
	234	ELMIRA-CORNING, NY	19,500	.05					
	235	ROCHESTER, MN	19,400	.05					
	236	DANBURY, CT	19,300	.05					
	236	HARRISONBURG, VA	19,300	.05					
	236	JOPLIN, MO	19,300	.05					
	236	SUNBURY-SELINGSGROVE-LEWISBRG, PA	19,300	.05					
	240	CAPE COD, MA	19,100	.05					
	241	REDDING, CA	19,000	.05					
	242	WINCHESTER, VA	18,900	.05					
	243	ABILENE, TX	18,800	.05					
	243	COLUMBUS-STARKVILLE-W. POINT, MS	18,800	.05					
	243	FT. WALTON BEACH, FL	18,800	.05					
	243	MUSKEGON, MI	18,800	.05					
	247	BEND, OR	18,700	.05					
	248	PITTSBURG, KS (SOUTHEAST KANSAS)	18,300	.05					
	249	DUBUQUE, IA	17,800	.05					
	250	MANKATO-NEW ULM-ST. PETER, MN	17,200	.05					
	251	PUEBLO	17,100	.05					
	252	VALDOSTA, GA	17,000	.05					
	253	LIMA, OH	16,300	.04					
	254	PANAMA CITY, FL	16,200	.04					
	255	ALBANY, GA	16,000	.04					

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METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				WOMEN 18-49		US TOTAL 67,797,400			
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	4,257,900	6.28		86	CHARLESTON, SC	140,000	.20
	2	LOS ANGELES	3,107,200	4.58		87	DES MOINES	138,700	.20
	3	CHICAGO	2,149,800	3.17		88	MADISON	134,700	.19
	4	SAN FRANCISCO	1,599,200	2.35		89	GREENVILLE-NEW BERN-JACKSONVILLE	130,200	.19
	5	DALLAS-FT. WORTH	1,377,500	2.03		89	LEXINGTON-FAYETTE	130,200	.19
	6	HOUSTON-GALVESTON	1,244,500	1.83		91	GAINESVILLE-OCALA	129,200	.19
	7	WASHINGTON, DC	1,202,600	1.77		92	COLORADO SPRINGS	128,200	.18
	8	PHILADELPHIA	1,169,400	1.72		93	SPOKANE	126,400	.18
	9	ATLANTA	1,139,700	1.68		94	MOBILE	125,500	.18
	10	BOSTON	1,084,600	1.59		95	WICHITA	125,400	.18
	11	DETROIT	1,050,000	1.54		96	LAFAYETTE, LA	122,200	.18
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	929,200	1.37		97	MODESTO	116,300	.17
	13	PUERTO RICO	905,000	1.33		98	LANSING-EAST LANSING	114,900	.16
	14	SEATTLE-TACOMA	881,100	1.29		99	WORCESTER	114,700	.16
	15	PHOENIX	788,400	1.16		100	VISALIA-TULARE-HANFORD	114,600	.16
	16	MINNEAPOLIS-ST. PAUL	746,800	1.10		101	FT. WAYNE	114,200	.16
	17	SAN DIEGO	695,700	1.02		102	BOISE	114,000	.16
	18	BALTIMORE	618,300	.91		103	AUGUSTA, GA	113,900	.16
*	19	NASSAU-SUFFOLK (LONG ISLAND)	616,700	.90		104	JOHNSON CITY-KINGSPOORT-BRISTOL	112,700	.16
	20	ST. LOUIS	610,000	.89		105	PORTSMOUTH-DOVER-ROCHESTER	112,300	.16
	21	DENVER-BOULDER	607,900	.89		106	SARASOTA-BRADENTON	111,900	.16
	22	TAMPA-ST. PETERSBURG-CLEARWATER	536,100	.79		107	JACKSON, MS	111,800	.16
	23	PORTLAND, OR	535,100	.78		108	YORK	111,400	.16
	24	PITTSBURGH, PA	497,600	.73		109	NEW HAVEN	110,800	.16
	25	SACRAMENTO	480,100	.70		110	CHATTANOOGA	110,400	.16
	26	RIVERSIDE-SAN BERNARDINO	472,300	.69		111	OXNARD-VENTURA	110,100	.16
	27	CINCINNATI	471,200	.69		112	HUNTSVILLE	109,600	.16
	28	CLEVELAND	467,400	.68		113	LANCASTER	106,600	.15
	29	SALT LAKE CITY-OGDEN-PROVO	452,500	.66	*	114	MORRISTOWN, NJ	105,800	.15
	30	SAN ANTONIO	427,800	.63		115	FT. COLLINS-GREELEY, CO	105,600	.15
	31	KANSAS CITY	427,700	.63		116	DAYTONA BEACH	104,600	.15
	32	COLUMBUS, OH	400,200	.59		117	LAKELAND-WINTER HAVEN	104,200	.15
	33	CHARLOTTE-GASTONIA-ROCK HILL	395,100	.58		118	ROANOKE-LYNCHBURG	103,400	.15
*	34	SAN JOSE	392,900	.57	*	119	SANTA ROSA	103,300	.15
	35	ORLANDO	388,600	.57		120	BRIDGEPORT	102,500	.15
	36	MILWAUKEE-RACINE	386,800	.57		121	MELBOURNE-TITUSVILLE-COCOA	102,100	.15
	37	PROVIDENCE-WARWICK-PAWTUCKET	386,300	.56		122	FLINT	101,500	.14
*	38	MIDDLESEX-SOMERSET-UNION	375,900	.55		123	FAYETTEVILLE, NC	98,900	.14
	39	NORFOLK-VIRGINIA BEACH-NWPT NEWS	372,100	.54		124	YOUNGSTOWN-WARREN	96,800	.14
	40	LAS VEGAS	368,700	.54		125	RENO	96,100	.14
	41	INDIANAPOLIS	368,000	.54		126	VICTOR VALLEY	95,600	.14
	42	AUSTIN	357,500	.52		127	PENSACOLA	94,900	.14
	43	RALEIGH-DURHAM	340,100	.50		128	ANN ARBOR	91,800	.13
	44	NASHVILLE	318,600	.46		129	SHREVEPORT	89,000	.13
	45	NEW ORLEANS	303,100	.44		130	SAGINAW-BAY CITY-MIDLAND	88,100	.12
	46	GREENSBORO-WS-HIGH POINT	301,900	.44		131	CANTON	87,300	.12
	47	MEMPHIS	298,600	.44		132	APPLETON-OSHKOSH	87,000	.12
	48	JACKSONVILLE	283,800	.41		133	READING, PA	86,400	.12
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	269,700	.39		134	BURLINGTON-PLATTSBURGH	86,300	.12
	50	OKLAHOMA CITY	266,000	.39		135	CORPUS CHRISTI	85,500	.12
	51	BUFFALO-NIAGARA FALLS	253,600	.37		135	FT. PIERCE-STUART-VERO BEACH	85,500	.12
	52	LOUISVILLE	251,200	.37		137	TRENTON, NJ	84,000	.12
	53	RICHMOND	250,000	.36		138	BILOXI-GULFPORT-PASCAGOULA	83,700	.12
*	54	MONMOUTH-OCEAN	249,300	.36		139	NWRBHG-MIDLWN, NY (MID-HDSN VLY)	83,000	.12
	54	ROCHESTER, NY	249,300	.36		140	SPRINGFIELD, MO	82,800	.12
	56	WEST PALM BEACH-BOCA RATON	242,100	.35		141	FAYETTEVILLE (NW ARKANSAS)	82,400	.12
	57	MCALLEN-BROWNSVILLE-HARLINGEN	237,800	.35		142	BEAUMONT-PORT ARTHUR, TX	81,700	.12
	58	BIRMINGHAM	235,600	.34		143	MONTGOMERY	80,400	.11
	59	GREENVILLE-SPARTANBURG	221,500	.32		144	ATLANTIC CITY-CAPE MAY	80,200	.11
	60	DAYTON	220,400	.32		145	PALM SPRINGS	80,000	.11
	61	TUCSON	206,000	.30		146	TALLAHASSEE	79,100	.11
	62	ALBANY-SCHENECTADY-TROY	203,900	.30		147	MACON	78,800	.11
	63	HONDLULU	201,700	.29		147	QUAD CITIES (DAVNPRT-RI-MOLINE)	78,800	.11
	64	GRAND RAPIDS	199,800	.29	*	149	FREDERICKSBURG	78,500	.11
	65	FRESNO	193,900	.28		149	KILLEEN-TEMPLE, TX	78,500	.11
	66	TULSA	193,800	.28	*	151	STAMFORD-NORWALK, CT	78,200	.11
	67	ALBUQUERQUE	175,900	.25		152	TYLER-LONGVIEW	76,900	.11
	68	ALLENTOWN-BETHLEHEM	171,200	.25		153	EUGENE-SPRINGFIELD	76,300	.11
	69	OMAHA-COUNCIL BLUFFS	170,200	.25		154	PEORIA	75,500	.11
	70	WILKES BARRE-SCRANTON	167,300	.24		155	ROCKFORD	74,100	.10
	71	KNOXVILLE	166,000	.24		156	SAVANNAH	72,400	.10
	72	EL PASO	165,100	.24		157	SALISBURY-OCEAN CITY	72,200	.10
	73	WILMINGTON, DE	163,000	.24		158	HUNTINGTON-ASHLAND	69,900	.10
	74	AKRON	160,400	.23		159	EVANSVILLE	68,400	.10
	75	BATON ROUGE	155,900	.22		160	POUGHKEEPSIE, NY	66,400	.09
	76	MONTEREY-SALINAS-SANTA CRUZ	151,300	.22		161	FLAGSTAFF-PRESCOTT, AZ	66,200	.09
	77	SYRACUSE	150,500	.22		162	LINCOLN	65,600	.09
	78	SPRINGFIELD, MA	149,600	.22		163	PORTLAND, ME	64,200	.09
	79	STOCKTON	146,800	.21		164	ANCHORAGE	64,100	.09
	80	FT. MYERS-NAPLES-MARCO ISLAND	144,800	.21	*	165	NEW BEDFORD-FALL RIVER, MA	62,400	.09
	81	TOLEDO	143,700	.21		166	ERIE	62,300	.09
	82	LITTLE ROCK	142,600	.21		167	ASHEVILLE	62,200	.09
	83	COLUMBIA, SC	142,500	.21		168	LUBBOCK	62,100	.09
	84	HARRISBURG-LEBANON-CARLISLE	142,200	.20		169	UTICA-ROME	61,900	.09
	85	BAKERSFIELD	142,100	.20		170	MYRTLE BEACH, SC	61,200	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 18-49

US TOTAL

67,797,400

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	170	WAUSAU-STVNS PT, WI (CNTRL WI)	61,200	.09		256	FLORENCE-MUSCLE SHOALS, AL	31,200	.04
	172	KALAMAZOO	60,600	.08		257	WHEELING	30,800	.04
	172	SOUTH BEND	60,600	.08		258	BATTLE CREEK, MI	30,600	.04
	174	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	59,500	.08		258	MEADVILLE-FRANKLIN, PA	30,600	.04
	175	CONCORD (LAKE REGIONS)	58,600	.08	*	260	HAMPTONS-RIVERHEAD	30,400	.04
	175	NEW LONDON, CT	58,600	.08		261	BILLINGS, MT	30,200	.04
	175	WILMINGTON, NC	58,600	.08		261	HARRISONBURG, VA	30,200	.04
	178	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	58,000	.08		263	ALBANY, GA	29,800	.04
	179	FT. SMITH, AR	57,000	.08		263	ITHACA, NY	29,800	.04
	180	COLUMBUS, GA	56,400	.08		263	VALDOSTA, GA	29,800	.04
	181	SAN LUIS OBISPO, CA	56,300	.08		266	WICHITA FALLS, TX	29,300	.04
	182	MERCED, CA	56,000	.08		267	MANKATO-NEW ULM-ST. PETER, MN	28,500	.04
	183	GREEN BAY	55,800	.08		268	TEXARKANA, TX-AR	28,100	.04
	184	BINGHAMTON	55,600	.08		269	AUGUSTA-WATERVILLE, ME	27,600	.04
*	185	MANCHESTER	54,800	.08		270	SIOUX CITY, IA	27,400	.04
	186	ODESSA-MIDLAND, TX	54,700	.08		271	GRAND JUNCTION, CO	27,300	.04
	187	TUPELO, MS	53,400	.07		272	ALTOONA	26,800	.03
	188	CHARLESTON, WV	53,200	.07		273	MONTPELIER-BARRE-ST. JOHNSBURY	26,700	.03
	189	LEBANON-RUTLAND-WHITE RIVER JUNC	52,900	.07		273	RAPID CITY, SD	26,700	.03
	190	LAREDO, TX	52,400	.07		275	WILLIAMSPORT, PA	25,400	.03
	190	WACO, TX	52,400	.07		276	WATERTOWN, NY	25,100	.03
*	192	FREDERICK, MD	52,300	.07		277	LAWTON, OK	24,900	.03
	193	CHAMPAIGN, IL	51,200	.07		278	LEWISTON-AUBURN, ME	24,800	.03
	194	AMARILLO, TX	51,000	.07		279	ELKINS-BUCKHANNON-WESTON, WV	24,700	.03
	195	CLARKSVILLE-HOPKINSVILLE, TN-KY	50,400	.07		279	SHEBOYGAN, WI	24,700	.03
	196	DOTHAN, AL	50,200	.07		281	DECATUR, IL	23,700	.03
	197	BRYAN-COLLEGE STATION, TX	50,100	.07		282	SAN ANGELO, TX	23,600	.03
	198	TOPEKA	49,300	.07		283	GRAND FORKS, ND-MN	22,800	.03
	199	CHICO, CA	48,900	.07		284	BISMARCK, ND	22,500	.03
	200	YAKIMA, WA	48,500	.07		284	BLUEFIELD, WV	22,500	.03
	201	TRI-CITIES, WA (RCHLND-KNWK-PSC)	47,800	.07		286	JACKSON, TN	22,400	.03
	202	SANTA BARBARA, CA	47,600	.07		287	COOKEVILLE, TN	21,800	.03
	203	TRAVERSE CITY-PETOSKEY, MI	47,400	.06		288	JONESBORO, AR	20,800	.03
	204	SANTA MARIA-LOMPOC, CA	47,200	.06		289	CHEYENNE, WY	18,600	.02
	205	MUNCIE-MARION, IN	47,100	.06		290	MERIDIAN, MS	17,500	.02
	206	BOWLING GREEN, KY	46,900	.06		291	GREAT FALLS, MT	16,900	.02
	206	DANBURY, CT	46,900	.06		292	BECKLEY, WV	16,700	.02
	206	FARGO-MOORHEAD	46,900	.06		293	MASON CITY, IA	16,100	.02
	209	FLORENCE, SC	46,500	.06		294	BRUNSWICK, GA	15,400	.02
	210	ST. CLOUD, MN	46,300	.06		294	CASPER, WY	15,400	.02
	211	CEDAR RAPIDS	45,700	.06		296	SEBRING, FL	14,000	.02
	212	JOHNSTOWN	45,300	.06					
	213	CAPE COD, MA	45,000	.06					
	213	LAUREL-HATTIESBURG, MS	45,000	.06					
	215	BANGOR	44,200	.06					
	215	DULUTH-SUPERIOR	44,200	.06					
	217	CHARLOTTESVILLE, VA	44,100	.06					
	217	TERRE HAUTE	44,100	.06					
	219	BLOOMINGTON	43,200	.06					
	219	TUSCALOOSA, AL	43,200	.06					
	221	NEW RIVER VALLEY, VA	43,000	.06					
	222	OLEAN, NY	42,300	.06					
	223	LAFAYETTE, IN	42,000	.06					
	224	LAKE CHARLES, LA	41,900	.06					
	225	ALEXANDRIA, LA	41,800	.06					
	225	LA CROSSE, WI	41,800	.06					
	227	COLUMBIA, MO	40,800	.06					
	228	MEDFORD-ASHLAND, OR	40,700	.06					
	228	ROCHESTER, MN	40,700	.06					
	230	ELMIRA-CORNING, NY	40,200	.05					
	231	WINCHESTER, VA	39,900	.05					
	232	STATE COLLEGE, PA	39,800	.05					
	233	HILTON HEAD, SC	39,600	.05					
	234	SUNBURY-SEL INSGROVE-LEWISBRG, PA	39,400	.05					
	235	FT. WALTON BEACH, FL	39,300	.05					
	236	BEND, OR	38,200	.05					
	237	REDDING, CA	38,000	.05					
	238	MUSKEGON, MI	37,800	.05					
	239	MARION-CARBONDALE(SOUTHERN IL)	37,200	.05					
	240	EAU CLAIRE, WI	36,800	.05					
	241	JOPLIN, MO	36,600	.05					
	242	WATERLOO-CEDAR FALLS	35,800	.05					
	243	MONROE, LA	35,600	.05					
	244	DUBUQUE, IA	34,700	.05					
	245	PITTSBURG, KS (SOUTHEAST KANSAS)	34,300	.05					
	245	SUSSEX, NJ	34,300	.05					
	247	ABILENE, TX	34,200	.05					
	248	PANAMA CITY, FL	34,100	.05					
	248	SANTA FE, NM	34,100	.05					
	250	PUEBLO	32,900	.04					
	251	LIMA, OH	32,500	.04					
	252	ELIZABETH CITY-NAGS HEAD, NC	32,200	.04					
	253	PARKERSBURG-MARIETTA, WV-OH	32,000	.04					
	254	COLUMBUS-STARKVILLE-W. POINT, MS	31,500	.04					
	255	LASALLE-PERU, IL	31,400	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 25-49					US TOTAL				
					53,353,300				
Metro Ind	Metro Rank	Metro Market Name	Population	Pct of US	Metro Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	3,480,700	6.52		86	BAKERSFIELD	108,100	.20
	2	LOS ANGELES	2,481,300	4.65		87	DES MOINES	106,100	.19
	3	CHICAGO	1,731,300	3.24		88	MADISON	102,500	.19
	4	SAN FRANCISCO	1,315,700	2.46		89	COLORADO SPRINGS	101,300	.18
	5	DALLAS-FT. WORTH	1,109,700	2.07		90	LEXINGTON-FAYETTE	99,400	.18
	6	WASHINGTON, DC	994,300	1.86		91	WICHITA	98,500	.18
	7	HOUSTON-GALVESTON	993,400	1.86		92	MOBILE	98,100	.18
	8	ATLANTA	935,900	1.75		93	GREENVILLE-NEW BERN-JACKSONVILLE	97,300	.18
	9	PHILADELPHIA	930,100	1.74		94	SPOKANE	97,200	.18
	10	BOSTON	877,600	1.64		95	LAFAYETTE, LA	93,700	.17
	11	DETROIT	852,200	1.59		96	WORCESTER	91,800	.17
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	754,900	1.41		97	SARASOTA-BRADENTON	91,100	.17
	13	SEATTLE-TACOMA	712,700	1.33		98	JOHNSON CITY-KINGSPORT-BRISTOL	90,400	.16
	14	PUERTO RICO	692,300	1.29		99	GAINESVILLE-OCALA	90,300	.16
	15	PHOENIX	625,300	1.17		100	PORTSMOUTH-DOVER-ROCHESTER	89,700	.16
	16	MINNEAPOLIS-ST. PAUL	601,600	1.12		101	FT. WAYNE	89,600	.16
	17	SAN DIEGO	551,300	1.03		102	AUGUSTA, GA	89,500	.16
*	18	NASSAU-SUFFOLK (LONG ISLAND)	501,200	.93		103	BOISE	89,400	.16
	19	BALTIMORE	496,600	.93		104	MODESTO	89,200	.16
	20	DENVER-BOULDER	493,800	.92		104	YORK	89,200	.16
	21	ST. LOUIS	484,400	.90	*	106	MORRISTOWN, NJ	88,100	.16
	22	TAMPA-ST. PETERSBURG-CLEARWATER	433,200	.81		107	NEW HAVEN	88,000	.16
	23	PORTLAND, OR	429,800	.80		108	HUNTSVILLE	87,300	.16
	24	PITTSBURGH, PA	397,500	.74		109	CHATTANOOGA	87,100	.16
	25	CLEVELAND	375,500	.70		110	JACKSON, MS	86,900	.16
	26	SACRAMENTO	374,100	.70		111	VISALIA-TULARE-HANFORD	86,600	.16
	27	CINCINNATI	372,700	.69		112	OXNARD-VENTURA	85,100	.15
	28	RIVERSIDE-SAN BERNARDINO	363,500	.68		113	BRIDGEPORT	83,200	.15
	29	KANSAS CITY	345,300	.64		114	LANCASTER	82,600	.15
	30	SAN ANTONIO	332,300	.62		115	DAYTONA BEACH	82,400	.15
*	31	SAN JOSE	323,400	.60		116	MELBOURNE-TITUSVILLE-COCOA	81,900	.15
	32	SALT LAKE CITY-OGDEN-PROVO	322,600	.60		117	LANSING-EAST LANSING	81,600	.15
	33	CHARLOTTE-GASTONIA-ROCK HILL	322,000	.60		118	LAKELAND-WINTER HAVEN	81,300	.15
	34	COLUMBUS, OH	319,600	.59	*	119	SANTA ROSA	81,000	.15
	35	ORLANDO	310,800	.58		120	ROANOKE-LYNCHBURG	80,700	.15
*	36	MIDDLESEX-SOMERSET-UNION	308,400	.57		121	FLINT	80,600	.15
	37	MILWAUKEE-RACINE	307,100	.57		122	FT. COLLINS-GREELEY, CO	78,000	.14
	38	PROVIDENCE-WARWICK-PAWTUCKET	305,200	.57		123	FAYETTEVILLE, NC	76,900	.14
	39	INDIANAPOLIS	298,600	.55		124	RENO	76,400	.14
	39	LAS VEGAS	298,600	.55		124	YOUNGSTOWN-WARREN	76,400	.14
	41	NORFOLK-VIRGINIA BEACH-NWPT NEWS	290,100	.54		126	VICTOR VALLEY	75,300	.14
	42	AUSTIN	278,900	.52		127	PENSACOLA	71,900	.13
	43	RALEIGH-DURHAM	270,400	.50		128	SHREVEPORT	69,100	.12
	44	NASHVILLE	254,000	.47		129	SAGINAW-BAY CITY-MIDLAND	69,000	.12
	45	GREENSBORO-WS-HIGH POINT	240,000	.44		130	CANTON	68,500	.12
	46	NEW ORLEANS	238,400	.44		131	FT. PIERCE-STUART-VERO BEACH	68,400	.12
	47	MEMPHIS	237,600	.44		132	APPLETON-OSHKOSH	67,800	.12
	48	JACKSONVILLE	226,100	.42		133	READING, PA	67,400	.12
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	213,700	.40		134	BLOXI-GULFPORT-PASCAGOULA	65,900	.12
	50	OKLAHOMA CITY	204,700	.38		135	NWBRGH-MIDLTWN, NY(MID-HDSN VLY)	65,800	.12
	51	LOUISVILLE	203,800	.38		136	CORPUS CHRISTI	65,700	.12
*	52	MONMOUTH-OCEAN	203,500	.38		137	ANN ARBOR	65,400	.12
	53	RICHMOND	200,700	.37		137	BURLINGTON-PLATTSBURGH	65,400	.12
	54	BUFFALO-NIAGARA FALLS	199,200	.37		139	TRENTON, NJ	64,800	.12
	55	WEST PALM BEACH-BOCA RATON	196,800	.36		140	ATLANTIC CITY-CAPE MAY	64,600	.12
	56	ROCHESTER, NY	193,600	.36	*	141	STAMFORD-NORWALK, CT	64,300	.12
	57	BIRMINGHAM	188,700	.35		142	BEAUMONT-PORT ARTHUR, TX	63,000	.11
	58	MCALLEN-BROWNSVILLE-HARLINGEN	179,800	.33		143	MONTGOMERY	62,700	.11
	59	GREENVILLE-SPARTANBURG	173,400	.32		144	FAYETTEVILLE (NW ARKANSAS)	62,600	.11
	60	DAYTON	169,200	.31	*	145	FREDERICKSBURG	62,000	.11
	61	HONOLULU	161,500	.30		145	SPRINGFIELD, MO	62,000	.11
	62	ALBANY-SCHENECTADY-TROY	159,300	.29		147	PALM SPRINGS	61,300	.11
	63	TUCSON	158,300	.29		148	QUAD CITIES (DAVNPR-TRI-MOLINE)	61,200	.11
	64	GRAND RAPIDS	153,500	.28		149	KILLEEN-TEMPLE, TX	60,600	.11
	65	TULSA	152,300	.28		149	MACON	60,600	.11
	66	FRESNO	145,800	.27		151	ROCKFORD	59,100	.11
	67	ALBUQUERQUE	138,300	.25		152	TYLER-LONGVIEW	58,900	.11
	68	ALLENTOWN-BETHLEHEM	136,000	.25		153	PEORIA	58,500	.10
	69	OMAHA-COUNCIL BLUFFS	134,800	.25		154	EUGENE-SPRINGFIELD	57,600	.10
	70	KNOXVILLE	131,300	.24		155	SAVANNAH	56,900	.10
	71	WILMINGTON, DE	129,200	.24		156	SALISBURY-OCEAN CITY	56,200	.10
	72	WILKES BARRE-SCRANTON	128,700	.24		157	HUNTINGTON-ASHLAND	54,400	.10
	73	EL PASO	127,200	.23		158	EVANSVILLE	52,700	.09
	74	AKRON	125,100	.23		159	PORTLAND, ME	52,000	.09
	75	FT. MYERS-NAPLES-MARCO ISLAND	117,200	.21		160	TALLAHASSEE	51,300	.09
	76	MONTEREY-SALINAS-SANTA CRUZ	116,200	.21		161	ANCHORAGE	51,200	.09
	77	BATON ROUGE	115,900	.21		161	POUGHKEEPSIE, NY	51,200	.09
	78	SYRACUSE	114,500	.21		163	ASHEVILLE	50,100	.09
	79	STOCKTON	112,700	.21	*	164	NEW BEDFORD-FALL RIVER, MA	49,800	.09
	80	LITTLE ROCK	112,500	.21		165	FLAGSTAFF-PRESCOTT, AZ	49,500	.09
	81	HARRISBURG-LEBANON-CARLISLE	112,200	.21		166	MYRTLE BEACH, SC	49,300	.09
	82	COLUMBIA, SC	110,700	.20		167	LINCOLN	47,800	.08
	83	CHARLESTON, SC	110,300	.20		168	UTICA-ROME	47,700	.08
	84	SPRINGFIELD, MA	110,000	.20		169	ERIE	46,700	.08
	85	TOLEDO	108,800	.20		170	NEW LONDON, CT	46,600	.08

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 25-49				US TOTAL				53,353,300	
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	46,500	.08	255	WHEELING		24,000	.04
	172	WAUSAU-STVNS PT, WI (CNTRL WI)	46,300	.08	257	MEADVILLE-FRANKLIN, PA		23,800	.04
	173	CONCORD (LAKE REGIONS)	46,100	.08	258	BATTLE CREEK, MI		23,700	.04
	174	WILMINGTON, NC	45,800	.08	258	BILLINGS, MT		23,700	.04
	175	FT. SMITH, AR	44,900	.08	260	ALBANY, GA		22,500	.04
*	176	MANCHESTER	44,700	.08	261	STATE COLLEGE, PA		22,400	.04
	177	COLUMBUS, GA	44,400	.08	262	TEXARKANA, TX-AR		21,900	.04
	177	SOUTH BEND	44,400	.08	263	AUGUSTA-WATERVILLE, ME		21,700	.04
	179	GREEN BAY	43,600	.08	263	VALDOSTA, GA		21,700	.04
	180	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	43,400	.08	263	WICHITA FALLS, TX		21,700	.04
	181	CHARLESTON, WV	43,200	.08	266	COLUMBUS-STARKVILLE-W. POINT, MS		21,400	.04
	181	LUBBOCK	43,200	.08	267	MONTPELIER-BARRE-ST. JOHNSBURY		21,300	.03
	183	KALAMAZOO	42,900	.08	268	SIOUX CITY, IA		21,100	.03
	184	MERCED, CA	42,500	.07	269	ALTOONA		20,900	.03
*	185	FREDERICK, MD	42,200	.07	269	GRAND JUNCTION, CO		20,900	.03
	186	TUPELO, MS	42,000	.07	271	RAPID CITY, SD		20,800	.03
	187	BINGHAMTON	41,800	.07	272	WATERTOWN, NY		19,800	.03
	188	ODESSA-MIDLAND, TX	41,700	.07	273	WILLIAMSPORT, PA		19,600	.03
	189	LEBANON-RUTLAND-WHITE RIVER JUNC	41,400	.07	274	LEWISTON-AUBURN, ME		19,500	.03
	190	SAN LUIS OBISPO, CA	40,700	.07	274	SHEBOYGAN, WI		19,500	.03
	191	LAREDO, TX	40,000	.07	276	ELKINS-BUCKHANNON-WESTON, WV		19,000	.03
	192	DOTHAN, AL	39,900	.07	276	LAWTON, OK		19,000	.03
	193	CLARKSVILLE-HOPKINSVILLE, TN-KY	39,700	.07	278	MANKATO-NEW ULM-ST. PETER, MN		18,300	.03
	194	TOPEKA	39,100	.07	279	DECATUR, IL		17,900	.03
	195	AMARILLO, TX	39,000	.07	280	BLUEFIELD, WV		17,800	.03
	195	DANBURY, CT	39,000	.07	281	HARRISONBURG, VA		17,500	.03
	197	TRAVERSE CITY-PETOSKEY, MI	37,800	.07	282	BISMARCK, ND		17,200	.03
	198	CAPE COD, MA	37,200	.06	282	ITHACA, NY		17,200	.03
	198	YAKIMA, WA	37,200	.06	282	SAN ANGELO, TX		17,200	.03
	200	TRI-CITIES, WA (RCHLND-KNWK-PSC)	37,100	.06	285	JACKSON, TN		17,100	.03
	201	FLORENCE, SC	36,800	.06	286	COOKEVILLE, TN		16,400	.03
	202	WACO, TX	36,300	.06	287	GRAND FORKS, ND-MN		15,600	.02
	203	CEDAR RAPIDS	35,700	.06	288	JONESBORO, AR		15,100	.02
	204	BOWLING GREEN, KY	35,300	.06	289	CHEYENNE, WY		14,600	.02
	205	JOHNSTOWN	35,100	.06	290	MERIDIAN, MS		13,700	.02
	206	SANTA BARBARA, CA	34,800	.06	291	BECKLEY, WV		13,300	.02
	207	CHICO, CA	34,300	.06	292	GREAT FALLS, MT		13,200	.02
	208	BANGOR	34,200	.06	293	MASON CITY, IA		12,600	.02
	209	SANTA MARIA-LOMPOC, CA	34,100	.06	294	BRUNSWICK, GA		12,200	.02
	210	DULUTH-SUPERIOR	33,000	.06	295	CASPER, WY		11,700	.02
	210	TERRE HAUTE	33,000	.06	296	SEBRING, FL		10,900	.02
	212	ROCHESTER, MN	32,900	.06					
	213	FARGO-MOORHEAD	32,700	.06					
	214	CHAMPAIGN, IL	32,600	.06					
	215	ST. CLOUD, MN	32,400	.06					
	216	LAKE CHARLES, LA	32,300	.06					
	216	LAUREL-HATTIESBURG, MS	32,300	.06					
	218	ALEXANDRIA, LA	32,200	.06					
	219	MUNCIE-MARION, IN	32,000	.06					
	219	WINCHESTER, VA	32,000	.06					
	221	CHARLOTTESVILLE, VA	31,600	.05					
	221	MEDFORD-ASHLAND, OR	31,600	.05					
	223	ELMIRA-CORNING, NY	31,400	.05					
	224	FT. WALTON BEACH, FL	31,200	.05					
	225	HILTON HEAD, SC	31,100	.05					
	225	OLEAN, NY	31,100	.05					
	227	BEND, OR	30,500	.05					
	228	SUNBURY-SELINGSGROVE-LEWISBRG, PA	29,900	.05					
	229	LA CROSSE, WI	29,800	.05					
	230	TUSCALOOSA, AL	29,700	.05					
	231	MUSKEGON, MI	29,500	.05					
	232	REDDING, CA	29,000	.05					
	233	BLOOMINGTON	28,800	.05					
	234	JOPLIN, MO	28,300	.05					
	235	SUSSEX, NJ	28,200	.05					
	236	SANTA FE, NM	27,500	.05					
	237	PANAMA CITY, FL	27,200	.05					
	238	COLUMBIA, MO	26,900	.05					
	239	MARION-CARBONDALE(SOUTHERN IL)	26,600	.04					
	239	MONROE, LA	26,600	.04					
	241	BRYAN-COLLEGE STATION, TX	26,200	.04					
	242	DUBUQUE, IA	25,800	.04					
	242	EAU CLAIRE, WI	25,800	.04					
	244	LAFAYETTE, IN	25,500	.04					
	244	NEW RIVER VALLEY, VA	25,500	.04					
	244	PUEBLO	25,500	.04					
	247	ELIZABETH CITY-NAGS HEAD, NC	25,200	.04					
	247	PARKERSBURG-MARIETTA, WV-OH	25,200	.04					
	247	PITTSBURG, KS (SOUTHEAST KANSAS)	25,200	.04					
	250	LIMA, OH	25,000	.04					
	251	ABILENE, TX	24,800	.04					
*	252	HAMPTONS-RIVERHEAD	24,700	.04					
	252	LASALLE-PERU, IL	24,700	.04					
	254	FLORENCE-MUSCLE SHOALS, AL	24,500	.04					
	255	WATERLOO-CEDAR FALLS	24,000	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

		WOMEN 25-54			US TOTAL		63,732,300		
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	4,126,500	6.47		86	BAKERSFIELD	126,300	.19
	2	LOS ANGELES	2,895,700	4.54		87	DES MOINES	125,700	.19
	3	CHICAGO	2,048,900	3.21		88	MADISON	121,900	.19
	4	SAN FRANCISCO	1,568,300	2.46		89	COLORADO SPRINGS	121,000	.18
	5	DALLAS-FT. WORTH	1,296,900	2.03		90	SPOKANE	117,800	.18
	6	WASHINGTON, DC	1,180,500	1.85		91	MOBILE	117,500	.18
	7	HOUSTON-GALVESTON	1,173,000	1.84		91	WICHITA	117,500	.18
	8	PHILADELPHIA	1,117,300	1.75		93	LEXINGTON-FAYETTE	117,300	.18
	9	ATLANTA	1,094,900	1.71		94	GREENVILLE-NEW BERN-JACKSONVILLE	116,100	.18
	10	BOSTON	1,043,200	1.63		95	SARASOTA-BRADENTON	113,200	.17
	11	DETROIT	1,022,800	1.60		96	LAFAYETTE, LA	111,200	.17
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	896,600	1.40		97	JOHNSON CITY-KINGSPOUR-BRISTOL	109,700	.17
	13	SEATTLE-TACOMA	853,100	1.33		98	WORCESTER	109,400	.17
	14	PUERTO RICO	841,200	1.31		99	GAINESVILLE-OCALA	109,000	.17
	15	PHOENIX	731,500	1.14		100	PORTSMOUTH-DOVER-ROCHESTER	108,100	.16
	16	MINNEAPOLIS-ST. PAUL	712,600	1.11		101	YORK	107,900	.16
	17	SAN DIEGO	647,600	1.01		102	AUGUSTA, GA	107,600	.16
*	18	NASSAU-SUFFOLK (LONG ISLAND)	606,100	.95	*	103	MORRISTOWN, NJ	107,400	.16
	19	BALTIMORE	594,600	.93		104	FT. WAYNE	107,300	.16
	20	DENVER-BOULDER	587,100	.92		105	NEW HAVEN	105,800	.16
	21	ST. LOUIS	580,900	.91		106	CHATTANOOGA	105,600	.16
	22	TAMPA-ST. PETERSBURG-CLEARWATER	524,300	.82		107	BOISE	105,500	.16
	23	PORTLAND, OR	515,100	.80		108	MODESTO	104,400	.16
	24	PITTSBURGH, PA	487,900	.76		109	HUNTSVILLE	104,100	.16
	25	CLEVELAND	454,300	.71		110	JACKSON, MS	103,200	.16
	26	SACRAMENTO	445,300	.69		111	DAYTONA BEACH	101,600	.15
	27	CINCINNATI	444,500	.69		112	VISALIA-TULARE-HANFORD	100,900	.15
	28	RIVERSIDE-SAN BERNARDINO	421,900	.66		113	OXNARD-VENTURA	100,700	.15
	29	KANSAS CITY	411,900	.64	*	114	SANTA ROSA	100,300	.15
	30	SAN ANTONIO	394,500	.61		115	MELBOURNE-TITUSVILLE-COCOA	100,200	.15
*	31	SAN JOSE	380,400	.59		116	BRIDGEPORT	99,900	.15
	32	CHARLOTTE-GASTONIA-ROCK HILL	378,900	.59		117	LANCASTER	99,500	.15
	33	COLUMBUS, OH	376,700	.59		118	ROANOKE-LYNCHBURG	98,900	.15
	34	SALT LAKE CITY-OGDEN-PROVO	373,100	.58		119	LANSING-EAST LANSING	98,100	.15
	35	MILWAUKEE-RACINE	368,700	.57		120	LAKELAND-WINTER HAVEN	98,000	.15
*	36	MIDDLESEX-SOMERSET-UNION	367,300	.57		121	FLINT	96,700	.15
	37	ORLANDO	367,100	.57		122	YOUNGSTOWN-WARREN	94,400	.14
	38	PROVIDENCE-WARWICK-PAWTUCKET	364,300	.57		123	FT. COLLINS-GREELEY, CO	93,100	.14
	39	INDIANAPOLIS	352,300	.55		124	RENO	92,300	.14
	40	LAS VEGAS	350,700	.55		125	FAYETTEVILLE, NC	90,000	.14
	41	NORFOLK-VIRGINIA BEACH-NWPT NEWS	342,500	.53		126	VICTOR VALLEY	89,100	.13
	42	AUSTIN	324,100	.50		127	PENSACOLA	86,900	.13
	43	RALEIGH-DURHAM	316,400	.49		128	FT. PIERCE-STUART-VERO BEACH	84,300	.13
	44	NASHVILLE	301,000	.47		129	SAGINAW-BAY CITY-MIDLAND	84,200	.13
	45	GREENSBORO-WS-HIGH POINT	286,600	.44		130	CANTON	83,800	.13
	46	NEW ORLEANS	286,400	.44		131	SHREVEPORT	82,900	.13
	47	MEMPHIS	283,100	.44		132	READING, PA	81,100	.12
	48	JACKSONVILLE	271,300	.42		133	APPLETON-OSHKOSH	80,600	.12
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	258,600	.40		134	BURLINGTON-PLATTSBURGH	79,000	.12
*	50	MONMOUTH-OCEAN	246,500	.38		135	CORPUS CHRISTI	78,700	.12
	51	LOUISVILLE	245,500	.38		135	NWBRGH-MIDLTWN, NY(MID-HDSN VLY)	78,700	.12
	52	OKLAHOMA CITY	244,000	.38		137	BILOXI-GULFPORT-PASCAGOULA	78,300	.12
	53	BUFFALO-NIAGARA FALLS	241,700	.37		138	TRENTON, NJ	78,200	.12
	54	RICHMOND	240,800	.37		139	ATLANTIC CITY-CAPE MAY	77,900	.12
	55	WEST PALM BEACH-BOCA RATON	238,000	.37	*	140	STAMFORD-NORWALK, CT	77,600	.12
	56	ROCHESTER, NY	234,300	.36		141	ANN ARBOR	77,200	.12
	57	BIRMINGHAM	227,000	.35		142	BEAUMONT-PORT ARTHUR, TX	76,300	.11
	58	MCALLEN-BROWNSVILLE-HARLINGEN	207,900	.32		143	MONTGOMERY	74,500	.11
	59	GREENVILLE-SPARTANBURG	207,500	.32		144	QUAD CITIES (DAVNPR-TI-MOLINE)	74,100	.11
	60	DAYTON	205,300	.32		145	SPRINGFIELD, MO	73,800	.11
	61	HONOLULU	193,100	.30		146	FAYETTEVILLE (NW ARKANSAS)	73,300	.11
	62	ALBANY-SCHENECTADY-TROY	192,600	.30	*	147	FREDERICKSBURG	73,000	.11
	63	TUCSON	189,900	.29		148	MACON	72,000	.11
	64	TULSA	183,400	.28		149	PALM SPRINGS	71,100	.11
	65	GRAND RAPIDS	181,500	.28		150	PEORIA	71,000	.11
	66	FRESNO	170,700	.26		151	EUGENE-SPRINGFIELD	70,800	.11
	67	ALBUQUERQUE	166,100	.26		152	ROCKFORD	70,700	.11
	68	ALLENTOWN-BETHEHEM	164,900	.25		152	TYLER-LONGVIEW	70,700	.11
	69	OMAHA-COUNCIL BLUFFS	160,000	.25		154	KILLEEN-TEMPLE, TX	69,200	.10
	70	KNOXVILLE	158,300	.24		155	SALISBURY-OCEAN CITY	68,000	.10
	71	WILKES BARRE-SCRANTON	156,900	.24		156	SAVANNAH	67,500	.10
	72	WILMINGTON, DE	153,800	.24		157	HUNTINGTON-ASHLAND	66,100	.10
	73	AKRON	151,100	.23		158	EVANSVILLE	63,600	.09
	74	EL PASO	149,700	.23		159	PORTLAND, ME	63,000	.09
	75	FT. MYERS-NAPLES-MARCO ISLAND	143,200	.22		160	ANCHORAGE	62,000	.09
	76	MONTEREY-SALINAS-SANTA CRUZ	138,700	.21		161	POUGHKEEPSIE, NY	61,700	.09
	77	SYRACUSE	138,000	.21		162	ASHEVILLE	61,200	.09
	78	BATON ROUGE	137,600	.21		163	FLAGSTAFF-PRESCOTT, AZ	61,100	.09
	79	HARRISBURG-LEBANON-CARLISLE	136,800	.21		164	TALLAHASSEE	61,000	.09
	80	LITTLE ROCK	134,100	.21		165	MYRTLE BEACH, SC	59,400	.09
	81	SPRINGFIELD, MA	132,800	.20	*	166	NEW BEDFORD-FALL RIVER, MA	59,100	.09
	82	STOCKTON	132,100	.20		167	UTICA-ROME	58,300	.09
	83	COLUMBIA, SC	131,800	.20		168	LINCOLN	56,800	.08
	84	CHARLESTON, SC	131,000	.20		169	ERIE	56,700	.08
	85	TOLEDO	130,800	.20		170	CONCORD (LAKE REGIONS)	56,600	.08

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 25-54				US TOTAL				63,732,300	
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	56,000	.08	256	WATERLOO-CEDAR FALLS		29,400	.04
	172	NEW LONDON, CT	55,900	.08	257	MEADVILLE-FRANKLIN, PA		29,300	.04
	172	WAUSAU-STVNS PT, WI (CNTRL WI)	55,900	.08	258	BILLINGS, MT		28,900	.04
	174	WILMINGTON, NC	55,200	.08	259	BATTLE CREEK, MI		28,700	.04
	175	FT. SMITH, AR	53,900	.08	260	ALBANY, GA		26,900	.04
*	176	MANCHESTER	53,600	.08	261	AUGUSTA-WATERVILLE, ME		26,600	.04
	177	CHARLESTON, WV	53,500	.08	262	TEXARKANA, TX-AR		26,500	.04
	178	SOUTH BEND	53,400	.08	263	MONTPELIER-BARRE-ST. JOHNSBURY		26,400	.04
	179	COLUMBUS, GA	52,700	.08	263	STATE COLLEGE, PA		26,400	.04
	180	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	52,500	.08	265	WICHITA FALLS, TX		26,100	.04
	181	GREEN BAY	51,800	.08	266	ALTOONA		25,700	.04
	182	LEBANON-RUTLAND-WHITE RIVER JUNC	51,600	.08	266	GRAND JUNCTION, CO		25,700	.04
	183	KALAMAZOO	51,400	.08	268	VALDOSTA, GA		25,300	.03
	184	LUBBOCK	51,100	.08	269	COLUMBUS-STARKVILLE-W. POINT, MS		25,200	.03
	185	BINGHAMTON	50,500	.07	269	SIOUX CITY, IA		25,200	.03
	186	ODESSA-MIDLAND, TX	50,200	.07	271	RAPID CITY, SD		25,100	.03
*	187	FREDERICK, MD	50,100	.07	272	WILLIAMSPORT, PA		23,900	.03
	187	SAN LUIS OBISPO, CA	50,100	.07	273	SHEBOYGAN, WI		23,600	.03
	189	MERCED, CA	49,600	.07	274	LEWISTON-AUBURN, ME		23,500	.03
	189	TUPELO, MS	49,600	.07	275	ELKINS-BUCKHANNON-WESTON, WV		23,400	.03
	191	DOTHAN, AL	48,000	.07	276	WATERTOWN, NY		23,100	.03
	192	TOPEKA	47,500	.07	277	BLUEFIELD, WV		22,200	.03
	193	DANBURY, CT	47,200	.07	277	LAWTON, OK		22,200	.03
	194	AMARILLO, TX	46,600	.07	279	DECATUR, IL		22,100	.03
	195	TRAVERSE CITY-PETOSKEY, MI	46,400	.07	280	MANKATO-NEW ULM-ST. PETER, MN		22,000	.03
	196	CAPE COD, MA	46,100	.07	281	BISMARCK, ND		20,900	.03
	197	LAREDO, TX	45,700	.07	281	HARRISONBURG, VA		20,900	.03
	198	CLARKSVILLE-HOPKINSVILLE, TN-KY	45,500	.07	283	SAN ANGELO, TX		20,600	.03
	199	FLORENCE, SC	44,400	.06	284	ITHACA, NY		20,500	.03
	199	TRI-CITIES, WA (RCHLND-KNWK-PSC)	44,400	.06	284	JACKSON, TN		20,500	.03
	201	YAKIMA, WA	44,200	.06	286	COOKEVILLE, TN		19,600	.03
	202	JOHNSTOWN	43,500	.06	287	GRAND FORKS, ND-MN		18,600	.02
	203	WACO, TX	43,100	.06	288	JONESBORO, AR		17,900	.02
	204	CEDAR RAPIDS	42,700	.06	289	CHEYENNE, WY		17,700	.02
	205	BOWLING GREEN, KY	42,200	.06	290	BECKLEY, WV		16,400	.02
	206	BANGOR	41,700	.06	291	MERIDIAN, MS		16,300	.02
	207	CHICO, CA	41,600	.06	292	GREAT FALLS, MT		16,100	.02
	208	SANTA BARBARA, CA	41,500	.06	293	MASON CITY, IA		15,600	.02
	209	DULUTH-SUPERIOR	40,500	.06	294	BRUNSWICK, GA		14,800	.02
	210	SANTA MARIA-LOMPOC, CA	40,100	.06	295	CASPER, WY		14,400	.02
	211	TERRE HAUTE	39,900	.06	296	SEBRING, FL		13,400	.02
	212	MEDFORD-ASHLAND, OR	39,300	.06					
	213	ROCHESTER, MN	39,000	.06					
	214	FARGO-MOORHEAD	38,700	.06					
	214	MUNCIE-MARION, IN	38,700	.06					
	216	LAKE CHARLES, LA	38,600	.06					
	217	ALEXANDRIA, LA	38,500	.06					
	218	CHAMPAIGN, IL	38,300	.06					
	219	ELMIRA-CORNING, NY	38,200	.05					
	219	LAUREL-HATTIESBURG, MS	38,200	.05					
	219	WINCHESTER, VA	38,200	.05					
	222	OLEAN, NY	38,100	.05					
	222	ST. CLOUD, MN	38,100	.05					
	224	CHARLOTTESVILLE, VA	37,600	.05					
	225	FT. WALTON BEACH, FL	37,500	.05					
	226	BEND, OR	37,400	.05					
	227	HILTON HEAD, SC	37,200	.05					
	228	SUNBURY-SELINGROVE-LEWISBRG, PA	36,600	.05					
	229	LA CROSSE, WI	36,100	.05					
	230	REDDING, CA	35,700	.05					
	231	MUSKEGON, MI	35,600	.05					
	232	TUSCALOOSA, AL	35,400	.05					
	233	SANTA FE, NM	35,200	.05					
	234	SUSSEX, NJ	34,500	.05					
	235	BLOOMINGTON	33,900	.05					
	236	JOPLIN, MO	33,800	.05					
	237	PANAMA CITY, FL	32,900	.05					
	238	MARION-CARBONDALE(SOUTHERN IL)	31,700	.04					
	239	COLUMBIA, MO	31,500	.04					
	239	DUBUQUE, IA	31,500	.04					
	239	MONROE, LA	31,500	.04					
	242	EAU CLAIRE, WI	31,100	.04					
	243	PARKERSBURG-MARIETTA, WV-OH	31,000	.04					
	244	ELIZABETH CITY-NAGS HEAD, NC	30,900	.04					
	245	PUEBLO	30,700	.04					
	246	NEW RIVER VALLEY, VA	30,600	.04					
	246	PITTSBURG, KS (SOUTHEAST KANSAS)	30,600	.04					
	248	LIMA, OH	30,200	.04					
	249	BRYAN-COLLEGE STATION, TX	30,000	.04					
	249	WHEELING	30,000	.04					
	251	LAFAYETTE, IN	29,900	.04					
	251	LASALLE-PERU, IL	29,900	.04					
	253	ABILENE, TX	29,600	.04					
	253	FLORENCE-MUSCLE SHOALS, AL	29,600	.04					
*	253	HAMPTONS-RIVERHEAD	29,600	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				WOMEN 35-64		US TOTAL 59,904,200			
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	3,870,000	6.46		86	STOCKTON	116,200	.19
	2	LOS ANGELES	2,520,100	4.20	*	87	MORRISTOWN, NJ	113,100	.18
	3	CHICAGO	1,870,100	3.12		88	DES MOINES	113,000	.18
	4	SAN FRANCISCO	1,458,500	2.43		89	COLORADO SPRINGS	112,500	.18
	5	DALLAS-FT. WORTH	1,130,200	1.88		90	MOBILE	112,200	.18
	6	WASHINGTON, DC	1,091,900	1.82		91	SPOKANE	111,500	.18
	7	PHILADELPHIA	1,079,700	1.80		92	DAYTONA BEACH	110,800	.18
	8	HOUSTON-GALVESTON	1,042,900	1.74		92	JOHNSON CITY-KINGSPORT-BRISTOL	110,800	.18
	9	BOSTON	977,700	1.63		94	BAKERSFIELD	109,300	.18
	10	DETROIT	973,900	1.62		95	MADISON	108,800	.18
	11	ATLANTA	958,700	1.60		96	MELBOURNE-TITUSVILLE-COCOA	108,300	.18
	12	MIAMI-FT. LAUDERDALE-HOLLYWOOD	857,000	1.43		97	GAINESVILLE-OCALA	108,000	.18
	13	SEATTLE-TACOMA	796,100	1.32		98	GREENVILLE-NEW BERN-JACKSONVILLE	107,900	.18
	14	PUERTO RICO	787,400	1.31		99	WICHITA	107,100	.17
	15	MINNEAPOLIS-ST. PAUL	651,600	1.08		100	PORTSMOUTH-DOVER-ROCHESTER	106,900	.17
	16	PHOENIX	644,700	1.07		101	YORK	106,800	.17
*	17	NASSAU-SUFFOLK (LONG ISLAND)	613,800	1.02		102	LEXINGTON-FAYETTE	104,100	.17
	18	BALTIMORE	571,100	.95		103	CHATTANOOGA	103,100	.17
	19	SAN DIEGO	568,900	.94		103	WORCESTER	103,100	.17
	20	ST. LOUIS	553,500	.92		105	NEW HAVEN	102,800	.17
	21	TAMPA-ST. PETERSBURG-CLEARWATER	530,400	.88		106	LAFAYETTE, LA	102,000	.17
	22	DENVER-BOULDER	528,900	.88		107	AUGUSTA, GA	101,800	.16
	23	PITTSBURGH, PA	495,100	.82	*	108	SANTA ROSA	100,600	.16
	24	PORTLAND, OR	472,400	.78		109	FT. WAYNE	100,400	.16
	25	CLEVELAND	445,700	.74		110	BRIDGEPORT	99,900	.16
	26	CINCINNATI	413,700	.69		110	HUNTSVILLE	99,900	.16
	27	SACRAMENTO	406,000	.67		112	ROANOKE-LYNCHBURG	99,300	.16
	28	KANSAS CITY	382,000	.63		113	LAKELAND-WINTER HAVEN	98,800	.16
	29	RIVERSIDE-SAN BERNARDINO	360,900	.60		114	LANCASTER	96,000	.16
	30	SAN ANTONIO	359,100	.59		115	YOUNGSTOWN-WARREN	95,800	.15
*	31	MIDDLESEX-SOMERSET-UNION	352,900	.58		116	FT. PIERCE-STUART-VERO BEACH	93,600	.15
	32	MILWAUKEE-RACINE	350,200	.58		117	JACKSON, MS	92,600	.15
*	33	SAN JOSE	347,900	.58		118	BOISE	92,400	.15
	34	PROVIDENCE-WARWICK-PAWTUCKET	344,800	.57		119	OXNARD-VENTURA	91,900	.15
	35	CHARLOTTE-GASTONIA-ROCK HILL	340,700	.56		120	FLINT	91,400	.15
	36	COLUMBUS, OH	334,700	.55		121	MODESTO	90,700	.15
	37	ORLANDO	332,400	.55		122	LANSING-EAST LANSING	90,500	.15
	38	INDIANAPOLIS	320,100	.53		123	RENO	88,400	.14
	39	LAS VEGAS	319,300	.53		124	VISALIA-TULARE-HANFORD	86,200	.14
	40	NORFOLK-VIRGINIA BEACH-NWPT NEWS	312,200	.52		125	PENSACOLA	85,900	.14
	41	SALT LAKE CITY-OGDEN-PROVO	296,300	.49		126	CANTON	84,200	.14
	42	NASHVILLE	275,300	.45		127	SAGINAW-BAY CITY-MIDLAND	83,200	.13
	43	RALEIGH-DURHAM	274,000	.45		128	FT. COLLINS-GREELEY, CO	82,900	.13
	44	GREENSBORO-WS-HIGH POINT	272,100	.45		129	VICTOR VALLEY	80,100	.13
	45	NEW ORLEANS	267,900	.44		130	READING, PA	79,100	.13
	46	AUSTIN	267,300	.44	*	131	STAMFORD-NORWALK, CT	79,000	.13
	47	JACKSONVILLE	259,000	.43		132	FAYETTEVILLE, NC	78,900	.13
	48	MEMPHIS	258,300	.43		133	ATLANTIC CITY-CAPE MAY	78,400	.13
	49	HARTFORD-NEW BRITAIN-MIDDLETOWN	257,600	.43		134	SHREVEPORT	77,200	.12
*	50	MONMOUTH-OCEAN	251,700	.42		135	TRENTON, NJ	76,800	.12
	51	WEST PALM BEACH-BOCA RATON	244,300	.40		136	BURLINGTON-PLATTSBURGH	75,800	.12
	52	BUFFALO-NIAGARA FALLS	238,500	.39		137	APPLETON-OSHKOSH	75,000	.12
	53	LOUISVILLE	234,900	.39		137	NWBRGH-MIDLWN, NY (MID-HDSN VLY)	75,000	.12
	54	ROCHESTER, NY	230,100	.38		139	BEAUMONT-PORT ARTHUR, TX	73,800	.12
	55	RICHMOND	228,300	.38		140	CORPUS CHRISTI	73,300	.12
	56	OKLAHOMA CITY	223,000	.37		141	BILOXI-GULFPORT-PASCAGOULA	73,000	.12
	57	BIRMINGHAM	213,300	.35		142	QUAD CITIES (DAVNPRT-RI-MOLINE)	71,700	.11
	58	DAYTON	200,500	.33		143	SALISBURY-OCEAN CITY	69,300	.11
	59	GREENVILLE-SPARTANBURG	197,700	.33		144	PEORIA	69,100	.11
	60	ALBANY-SCHENECTADY-TROY	188,000	.31		145	MONTGOMERY	68,100	.11
	61	HONOLULU	183,000	.30		146	EUGENE-SPRINGFIELD	67,900	.11
	62	TUCSON	177,300	.29		147	SPRINGFIELD, MO	67,400	.11
	63	TULSA	174,700	.29	*	148	FREDERICKSBURG	67,200	.11
	64	MCALLEN-BROWNSVILLE-HARLINGEN	171,400	.28		148	ROCKFORD	67,200	.11
	65	ALLENTOWN-BETHLEHEM	164,600	.27		150	TYLER-LONGVIEW	67,000	.11
	66	GRAND RAPIDS	161,600	.26		151	MACON	66,700	.11
	67	FT. MYERS-NAPLES-MARCO ISLAND	161,100	.26		152	ANN ARBOR	66,600	.11
	68	WILKES BARRE-SCRANTON	158,200	.26		153	FAYETTEVILLE (NW ARKANSAS)	65,300	.10
	69	ALBUQUERQUE	156,200	.26		154	HUNTINGTON-ASHLAND	65,100	.10
	70	KNOXVILLE	153,800	.25		155	FLAGSTAFF-PRESCOTT, AZ	63,600	.10
	71	FRESNO	146,600	.24		156	ASHEVILLE	62,500	.10
	72	AKRON	145,200	.24		157	PORTLAND, ME	62,300	.10
	73	WILMINGTON, DE	144,100	.24		158	SAVANNAH	61,600	.10
	74	OMAHA-COUNCIL BLUFFS	143,400	.23		159	POUGHKEEPSIE, NY	61,500	.10
	75	HARRISBURG-LEBANON-CARLISLE	135,800	.22		160	EVANSVILLE	61,300	.10
	76	SYRACUSE	133,900	.22		161	PALM SPRINGS	60,900	.10
	77	EL PASO	132,500	.22		162	ANCHORAGE	58,900	.09
	78	SARASOTA-BRADENTON	129,700	.21		162	MYRTLE BEACH, SC	58,900	.09
	79	SPRINGFIELD, MA	127,200	.21		162	UTICA-ROME	58,900	.09
	80	MONTEREY-SALINAS-SANTA CRUZ	125,700	.20		165	CONCORD (LAKE REGIONS)	57,700	.09
	81	LITTLE ROCK	124,000	.20		166	KILLEEN-TEMPLE, TX	56,200	.09
	82	BATON ROUGE	123,300	.20	*	167	NEW BEDFORD-FALL RIVER, MA	55,700	.09
	83	TOLEDO	120,900	.20		168	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	54,800	.09
	84	CHARLESTON, SC	120,600	.20		168	NEW LONDON, CT	54,800	.09
	85	COLUMBIA, SC	119,900	.20		170	WAUSAU-STVNS PT, WI (CNTL WL)	54,500	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 35-64

US TOTAL

59,904,200

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	ERIE	54,400	.09	256	BATTLE CREEK, MI		27,800	.04
	172	CHARLESTON, WV	54,200	.09	257	AUGUSTA-WATERVILLE, ME		27,200	.04
	173	WILMINGTON, NC	54,100	.09	258	MONTPELIER-BARRE-ST. JOHNSBURY		27,100	.04
	174	LEBANON-RUTLAND-WHITE RIVER JUNC	54,000	.09	259	COLUMBIA, MO		26,200	.04
	175	TALLAHASSEE	52,900	.08	260	TEXARKANA, TX-AR		25,900	.04
*	176	MANCHESTER	52,300	.08	261	ALTOONA		25,800	.04
	177	FT. SMITH, AR	51,900	.08	262	GRAND JUNCTION, CO		25,200	.04
	178	CAPE COD, MA	50,900	.08	263	LAFAYETTE, IN		24,900	.04
	179	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	50,500	.08	264	WICHITA FALLS, TX		24,700	.04
	180	BINGHAMTON	50,400	.08	265	ALBANY, GA		24,400	.04
	181	SOUTH BEND	49,800	.08	266	ELKINS-BUCKHANNON-WESTON, WV		24,300	.04
	182	LINCOLN	49,000	.08	267	WILLIAMSPORT, PA		23,900	.03
	183	DANBURY, CT	48,800	.08	268	SHEBOYGAN, WI		23,100	.03
	184	SAN LUIS OBISPO, CA	48,600	.08	268	STATE COLLEGE, PA		23,100	.03
	185	COLUMBUS, GA	48,000	.08	270	RAPID CITY, SD		23,000	.03
*	186	FREDERICK, MD	47,600	.07	271	LEWISTON-AUBURN, ME		22,900	.03
	186	GREEN BAY	47,600	.07	271	SIOUX CITY, IA		22,900	.03
	188	TRAVERSE CITY-PETOSKEY, MI	47,200	.07	273	BRYAN-COLLEGE STATION, TX		22,600	.03
	189	TUPELO, MS	46,900	.07	274	BLUEFIELD, WV		22,500	.03
	190	TOPEKA	46,500	.07	275	COLUMBUS-STARKVILLE-W. POINT, MS		22,100	.03
	191	DOTHAN, AL	46,400	.07	275	DECATUR, IL		22,100	.03
	192	KALAMAZOO	46,300	.07	275	VALDOSTA, GA		22,100	.03
	192	ODESSA-MIDLAND, TX	46,300	.07	278	WATERTOWN, NY		20,600	.03
	194	JOHNSTOWN	44,600	.07	279	MANKATO-NEW ULM-ST. PETER, MN		20,300	.03
	195	LUBBOCK	44,300	.07	280	BISMARCK, ND		19,900	.03
	196	MERCED, CA	42,900	.07	281	HARRISONBURG, VA		19,500	.03
	197	FLORENCE, SC	42,700	.07	282	LAWTON, OK		19,300	.03
	198	AMARILLO, TX	42,200	.07	283	SAN ANGELO, TX		19,200	.03
	199	BANGOR	41,000	.06	284	JACKSON, TN		19,100	.03
	200	TRI-CITIES, WA (RCHLND-KNWK-PSC)	40,500	.06	285	COOKEVILLE, TN		19,000	.03
	201	YAKIMA, WA	40,300	.06	286	ITHACA, NY		18,000	.03
	202	MEDFORD-ASHLAND, OR	39,900	.06	287	CHEYENNE, WY		17,000	.02
	203	DULUTH-SUPERIOR	39,800	.06	288	GRAND FORKS, ND-MN		16,600	.02
	204	BOWLING GREEN, KY	39,600	.06	289	BECKLEY, WV		16,500	.02
	204	CEDAR RAPIDS	39,600	.06	290	JONESBORO, AR		16,000	.02
	206	WACO, TX	38,900	.06	291	GREAT FALLS, MT		15,900	.02
	207	TERRE HAUTE	38,700	.06	292	MASON CITY, IA		15,700	.02
	208	CHICO, CA	38,500	.06	293	SEBRING, FL		15,500	.02
	209	SANTA BARBARA, CA	38,300	.06	294	BRUNSWICK, GA		15,100	.02
	210	OLEAN, NY	38,200	.06	295	MERIDIAN, MS		14,900	.02
	211	ELMIRA-CORNING, NY	38,000	.06	296	CASPER, WY		13,900	.02
	211	MUNCIE-MARION, IN	38,000	.06					
	213	SUNBURY-SELINGROVE-LEWISBURG, PA	37,500	.06					
	214	WINCHESTER, VA	37,300	.06					
	215	CLARKSVILLE-HOPKINSVILLE, TN-KY	37,200	.06					
	216	BEND, OR	37,100	.06					
	216	SANTA FE, NM	37,100	.06					
	218	ALEXANDRIA, LA	37,000	.06					
	219	LAREDO, TX	36,500	.06					
	220	REDDING, CA	36,400	.06					
	220	ROCHESTER, MN	36,400	.06					
	222	FT. WALTON BEACH, FL	36,200	.06					
	223	HILTON HEAD, SC	36,000	.06					
	223	LAKE CHARLES, LA	36,000	.06					
	225	SUSSEX, NJ	35,800	.05					
	226	SANTA MARIA-LOMPOC, CA	35,200	.05					
	227	CHARLOTTESVILLE, VA	34,900	.05					
	228	LA CROSSE, WI	34,200	.05					
	229	LAUREL-HATTIESBURG, MS	34,000	.05					
	230	MUSKEGON, MI	33,900	.05					
	231	ST. CLOUD, MN	33,400	.05					
	232	FARGO-MOORHEAD	33,100	.05					
	233	PANAMA CITY, FL	32,700	.05					
	234	CHAMPAIGN, IL	31,900	.05					
	234	ELIZABETH CITY-NAGS HEAD, NC	31,900	.05					
	234	PARKERSBURG-MARIETTA, WV-OH	31,900	.05					
	237	JOPLIN, MO	31,800	.05					
	238	DUBUQUE, IA	31,400	.05					
	239	TUSCALOOSA, AL	31,200	.05					
	240	WHEELING	31,000	.05					
	241	MEADVILLE-FRANKLIN, PA	30,000	.05					
	242	PITTSBURG, KS (SOUTHEAST KANSAS)	29,900	.04					
	243	LASALLE-PERU, IL	29,800	.04					
*	244	HAMPTONS-RIVERHEAD	29,600	.04					
	245	LIMA, OH	29,400	.04					
	246	FLORENCE-MUSCLE SHOALS, AL	29,300	.04					
	246	MARION-CARBONDALE(SOUTHERN IL)	29,300	.04					
	248	EAU CLAIRE, WI	29,100	.04					
	249	BLOOMINGTON	29,000	.04					
	250	PUEBLO	28,800	.04					
	251	NEW RIVER VALLEY, VA	28,400	.04					
	252	MONROE, LA	28,100	.04					
	253	ABILENE, TX	27,900	.04					
	253	BILLINGS, MT	27,900	.04					
	253	WATERLOO-CEDAR FALLS	27,900	.04					

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Metro Markets Ranked by Demographic Category

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 35+					US TOTAL 81,927,400				
Metro Ind	Rank	Metro Market Name	Population	Pct of US	Metro Ind	Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	5,259,000	6.41	86	FT. PIERCE-STUART-VERO BEACH	161,300	.19	
	2	LOS ANGELES	3,285,500	4.01	87	JOHNSON CITY-KINGSFORT-BRISTOL	160,600	.19	
	3	CHICAGO	2,474,900	3.02	88	BATON ROUGE	160,000	.19	
	4	SAN FRANCISCO	1,925,200	2.34	89	CHARLESTON, SC	158,600	.19	
	5	PHILADELPHIA	1,499,000	1.82	90	COLUMBIA, SC	155,600	.18	
	6	DALLAS-FT. WORTH	1,404,700	1.71	90	MOBILE	155,600	.18	
	7	WASHINGTON, DC	1,363,200	1.66	92	STOCKTON	153,800	.18	
	8	BOSTON	1,328,700	1.62	93	SPOKANE	152,200	.18	
	9	DETROIT	1,307,800	1.59	94	LAKELAND-WINTER HAVEN	151,500	.18	
	10	HOUSTON-GALVESTON	1,296,200	1.58	95	DES MOINES	150,800	.18	
	11	MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,204,800	1.47	96	GREENVILLE-NEW BERN-JACKSONVILLE	150,000	.18	
	12	ATLANTA	1,175,500	1.43	* 97	MORRISTOWN, NJ	148,000	.18	
	13	PUERTO RICO	1,056,200	1.28	98	YORK	147,100	.17	
	14	SEATTLE-TACOMA	1,024,400	1.25	99	WICHITA	146,200	.17	
	15	PHOENIX	873,700	1.06	100	NEW HAVEN	144,700	.17	
*	16	NASSAU-SUFFOLK (LONG ISLAND)	841,200	1.02	101	CHATTANOOGA	144,400	.17	
	17	MINNEAPOLIS-ST. PAUL	832,600	1.01	102	YOUNGSTOWN-WARREN	143,900	.17	
	18	TAMPA-ST. PETERSBURG-CLEARWATER	807,700	.98	103	ROANOKE-LYNCHBURG	143,300	.17	
	19	BALTIMORE	762,800	.93	104	BAKERSFIELD	142,900	.17	
	20	SAN DIEGO	760,700	.92	105	COLORADO SPRINGS	141,900	.17	
	21	ST. LOUIS	760,200	.92	106	MADISON	140,600	.17	
	22	PITTSBURGH, PA	745,200	.90	107	WORCESTER	140,300	.17	
	23	DENVER-BOULDER	666,300	.81	108	LAFAYETTE, LA	137,900	.16	
	24	CLEVELAND	632,800	.77	108	PORTSMOUTH-DOVER-ROCHESTER	137,900	.16	
	25	PORTLAND, OR	614,800	.75	110	BRIDGEPORT	137,600	.16	
	26	CINCINNATI	557,500	.68	111	FT. WAYNE	137,200	.16	
	27	SACRAMENTO	541,900	.66	112	LANCASTER	136,400	.16	
	28	KANSAS CITY	507,600	.61	113	LEXINGTON-FAYETTE	136,100	.16	
	29	PROVIDENCE-WARWICK-PAWTUCKET	485,600	.59	* 114	SANTA ROSA	135,800	.16	
	30	RIVERSIDE-SAN BERNARDINO	480,500	.58	115	AUGUSTA, GA	135,700	.16	
	31	SAN ANTONIO	478,600	.58	116	HUNTSVILLE	133,800	.16	
	32	MILWAUKEE-RACINE	477,900	.58	117	FLINT	123,300	.15	
*	33	MIDDLESEX-SOMERSET-UNION	475,200	.58	118	JACKSON, MS	122,800	.14	
*	34	SAN JOSE	448,800	.54	119	CANTON	121,000	.14	
	35	CHARLOTTE-GASTONIA-ROCK HILL	443,200	.54	120	MODESTO	120,500	.14	
	36	COLUMBUS, OH	436,000	.53	121	BOISE	120,300	.14	
	37	ORLANDO	431,700	.52	122	PENSACOLA	119,400	.14	
	38	LAS VEGAS	420,100	.51	123	LANSING-EAST LANSING	118,800	.14	
	39	INDIANAPOLIS	419,400	.51	124	OXNARD-VENTURA	118,200	.14	
	40	NORFOLK-VIRGINIA BEACH-NWPT NEWS	411,300	.50	125	SAGINAW-BAY CITY-MIDLAND	116,600	.14	
	41	WEST PALM BEACH-BOCA RATON	404,800	.49	126	RENO	116,400	.14	
	42	SALT LAKE CITY-OGDEN-PROVO	381,400	.46	127	VISALIA-TULARE-HANFORD	114,100	.13	
	43	GREENSBORO-WS-HIGH POINT	373,300	.45	128	READING, PA	113,000	.13	
*	44	MONMOUTH-OCEAN	372,600	.45	129	ATLANTIC CITY-CAPE MAY	112,300	.13	
	45	NEW ORLEANS	358,800	.43	130	SHREVEPORT	109,500	.13	
	46	HARTFORD-NEW BRITAIN-MIDDLETOWN	358,700	.43	* 131	STAMFORD-NORWALK, CT	108,200	.13	
	47	NASHVILLE	357,300	.43	132	FT. COLLINS-GREELEY, CO	106,400	.12	
	48	BUFFALO-NIAGARA FALLS	350,000	.42	133	VICTOR VALLEY	104,500	.12	
	49	RALEIGH-DURHAM	344,100	.42	134	BEAUMONT-PORT ARTHUR, TX	104,400	.12	
	50	JACKSONVILLE	341,800	.41	134	TRENTON, NJ	104,400	.12	
	51	MEMPHIS	337,800	.41	136	SALISBURY-OCEAN CITY	102,900	.12	
	52	AUSTIN	328,700	.40	137	FAYETTEVILLE, NC	102,700	.12	
	53	LOUISVILLE	318,700	.38	138	QUAD CITIES (DAVNPRT-RI-MOLINE)	101,500	.12	
	54	ROCHESTER, NY	316,000	.38	139	APPLETON-OSHKOSH	100,800	.12	
	55	OKLAHOMA CITY	301,700	.36	140	BURLINGTON-PLATTSBURGH	100,600	.12	
	56	RICHMOND	300,900	.36	141	CORPUS CHRISTI	99,100	.12	
	57	BIRMINGHAM	293,600	.35	141	PEORIA	99,100	.12	
	58	DAYTON	282,800	.34	143	BILOXI-GULFPORT-PASCAGOULA	98,100	.11	
	59	GREENVILLE-SPARTANBURG	270,600	.33	144	NWBRGH-MIDLTVN, NY(MID-HDSN VLY)	97,800	.11	
	60	FT. MYERS-NAPLES-MARCO ISLAND	268,300	.32	145	TYLER-LONGVIEW	96,600	.11	
	61	ALBANY-SCHENECTADY-TROY	264,200	.32	146	SPRINGFIELD, MO	94,500	.11	
	62	HONOLULU	254,800	.31	147	HUNTINGTON-ASHLAND	94,300	.11	
	63	TUCSON	252,500	.30	148	EUGENE-SPRINGFIELD	94,000	.11	
	64	WILKES BARRE-SCRANTON	241,500	.29	149	MONTGOMERY	92,400	.11	
	65	TULSA	238,100	.29	150	ROCKFORD	91,900	.11	
	66	ALLENTOWN-BETHLEHEM	236,800	.28	151	FLAGSTAFF-PRÉSCOTT, AZ	91,700	.11	
	67	MCALLEN-BROWNSVILLE-HARLINGEN	230,600	.28	152	ASHEVILLE	91,100	.11	
	68	SARASOTA-BRADENTON	230,400	.28	153	FAYETTEVILLE (NW ARKANSAS)	89,700	.10	
	69	KNOXVILLE	214,000	.26	154	MACON	89,600	.10	
	70	GRAND RAPIDS	213,900	.26	155	UTICA-ROME	88,400	.10	
	71	ALBUQUERQUE	207,900	.25	156	EVANSVILLE	86,800	.10	
	72	AKRON	201,800	.24	* 157	FREDERICKSBURG	84,400	.10	
	73	FRESNO	195,400	.23	157	PORTLAND, ME	84,400	.10	
	74	HARRISBURG-LEBANON-CARL ISLE	193,700	.23	159	PALM SPRINGS	84,000	.10	
	75	WILMINGTON, DE	191,900	.23	160	ANN ARBOR	83,800	.10	
	76	OMAHA-COUNCIL BLUFFS	189,700	.23	161	MYRTLE BEACH, SC	83,400	.10	
	77	SYRACUSE	185,700	.22	162	SAVANNAH	83,100	.10	
	78	DAYTONA BEACH	180,300	.22	163	POUGHKEEPSIE, NY	82,600	.10	
	79	SPRINGFIELD, MA	178,100	.21	164	CAPE COD, MA	82,400	.10	
	80	EL PASO	176,100	.21	165	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	79,500	.09	
	81	TOLEDO	167,800	.20	166	CONCORD (LAKE REGIONS)	79,100	.09	
	82	MELBOURNE-TITUSVILLE-COCOA	166,500	.20	167	ERIE	78,600	.09	
	83	LITTLE ROCK	166,300	.20	168	CHARLESTON, WV	78,300	.09	
	84	GAINESVILLE-OCALA	165,500	.20	* 169	NEW BEDFORD-FALL RIVER, MA	77,800	.09	
	85	MONTEREY-SALINAS-SANTA CRUZ	164,600	.20	170	WAUSAU-STVNS PT, WI (CNTRL WI)	75,700	.09	

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METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

				WOMEN 35+		US TOTAL		81,927,400	
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	NEW LONDON, CT	75,400	.09	256	BILLINGS, MT		38,700	.04
	171	WILMINGTON, NC	75,400	.09	257	BLOOMINGTON		38,300	.04
	173	LEBANON-RUTLAND-WHITE RIVER JUNC	75,300	.09	258	MONTPELIER-BARRE-ST. JOHNSBURY		37,500	.04
	174	BINGHAMTON	74,100	.09	259	AUGUSTA-WATERVILLE, ME		37,400	.04
	175	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	73,400	.08	260	TEXARKANA, TX-AR		36,800	.04
	176	KILLEEN-TEMPLE, TX	72,600	.08	261	GRAND JUNCTION, CO		36,300	.04
	177	FT. SMITH, AR	72,000	.08	262	WICHITA FALLS, TX		35,600	.04
	178	JOHNSTOWN	71,400	.08	263	ELKINS-BUCKHANNON-WESTON, WV		35,300	.04
	179	SOUTH BEND	71,000	.08	264	WILLIAMSPORT, PA		35,200	.04
	180	SAN LUIS OBISPO, CA	69,900	.08	265	BLUEFIELD, WV		33,700	.04
	181	ANCHORAGE	69,000	.08	265	COLUMBIA, MO		33,700	.04
	182	DANBURY, CT	67,600	.08	267	LAFAYETTE, IN		33,400	.04
	182	TALLAHASSEE	67,600	.08	268	ALBANY, GA		32,700	.03
*	184	MANCHESTER	67,500	.08	269	SHEBOYGAN, WI		32,400	.03
	185	TRAVERSE CITY-PETOSKEY, MI	66,600	.08	270	DECATUR, IL		32,300	.03
	186	COLUMBUS, GA	66,400	.08	270	SIOUX CITY, IA		32,300	.03
	187	TUPELO, MS	66,300	.08	272	LEWISTON-AUBURN, ME		32,200	.03
	188	DO THAN, AL	66,000	.08	273	STATE COLLEGE, PA		32,100	.03
	189	TOPEKA	65,300	.07	274	SEBRING, FL		31,600	.03
	190	LINCOLN	65,200	.07	275	RAPID CITY, SD		31,000	.03
	191	KALAMAZOO	63,300	.07	276	COLUMBUS-STARKVILLE-W. POINT, MS		30,700	.03
	192	ODESSA-MIDLAND, TX	62,800	.07	277	VALDOSTA, GA		29,800	.03
	193	GREEN BAY	62,700	.07	278	BRYAN-COLLEGE STATION, TX		29,500	.03
	194	LUBBOCK	61,200	.07	279	MANKATO-NEW ULM-ST. PETER, MN		29,100	.03
*	195	FREDERICK, MD	60,400	.07	280	WATERTOWN, NY		28,600	.03
	196	AMARILLO, TX	58,500	.07	281	HARRISONBURG, VA		27,700	.03
	197	DULUTH-SUPERIOR	58,100	.07	281	SAN ANGELO, TX		27,700	.03
	198	FLORENCE, SC	57,900	.07	283	BISMARCK, ND		27,500	.03
	199	MEDFORD-ASHLAND, OR	57,700	.07	284	COOKEVILLE, TN		27,200	.03
	199	TERRE HAUTE	57,700	.07	285	LAWTON, OK		26,300	.03
	201	CHICO, CA	57,400	.07	286	JACKSON, TN		26,200	.03
	202	SUNBURY-SELINGSGROVE-LEWISBRG, PA	57,200	.06	287	MASON CITY, IA		24,800	.03
	203	MERCED, CA	56,800	.06	288	BECKLEY, WV		24,100	.02
	204	WACO, TX	55,900	.06	289	ITHACA, NY		23,900	.02
	205	BANGOR	55,800	.06	290	GRAND FORKS, ND-MN		23,600	.02
	206	OLEAN, NY	55,700	.06	291	CHEYENNE, WY		23,000	.02
	207	MUNCIE-MARION, IN	55,600	.06	292	GREAT FALLS, MT		22,700	.02
	208	ELMIRA-CORNING, NY	55,000	.06	293	JONESBORO, AR		22,400	.02
	208	YAKIMA, WA	55,000	.06	294	MERIDIAN, MS		21,800	.02
	210	SANTA BARBARA, CA	54,600	.06	295	BRUNSWICK, GA		21,100	.02
	211	BOWLING GREEN, KY	54,500	.06	296	CASPER, WY		19,000	.02
	212	CEDAR RAPIDS	54,100	.06					
	213	TRI-CITIES, WA (RCHLND-KNWK-PSC)	52,600	.06					
	214	ALEXANDRIA, LA	52,100	.06					
	214	HILTON HEAD, SC	52,100	.06					
	216	REDDING, CA	51,700	.06					
	217	WINCHESTER, VA	51,400	.06					
	218	BEND, OR	50,100	.06					
	219	FT. WALTON BEACH, FL	49,600	.06					
	220	LAKE CHARLES, LA	49,300	.06					
	221	SANTA MARIA-LOMPOC, CA	48,700	.05					
	222	CLARKSVILLE-HOPKINSVILLE, TN-KY	48,500	.05					
	223	LA CROSSE, WI	48,400	.05					
	223	ROCHESTER, MN	48,400	.05					
	225	SANTA FE, NM	47,800	.05					
	226	WHEELING	47,600	.05					
	227	LAUREL-HATTIESBURG, MS	47,400	.05					
	228	CHARLOTTESVILLE, VA	47,100	.05					
	228	MUSKEGON, MI	47,100	.05					
	230	LAREDO, TX	46,900	.05					
	231	DUBUQUE, IA	46,500	.05					
	232	PARKERSBURG-MARIETTA, WV-OH	45,900	.05					
	233	PITTSBURG, KS (SOUTHEAST KANSAS)	45,800	.05					
	234	JOPLIN, MO	45,400	.05					
	235	PANAMA CITY, FL	45,200	.05					
	236	ELIZABETH CITY-NAGS HEAD, NC	44,900	.05					
	236	LASALLE-PERU, IL	44,900	.05					
	238	FARGO-MOORHEAD	44,600	.05					
	238	ST. CLOUD, MN	44,600	.05					
	240	SUSSEX, NJ	44,300	.05					
	241	MARION-CARBONDALE (SOUTHERN IL)	44,000	.05					
	242	MEADVILLE-FRANKLIN, PA	43,900	.05					
	243	CHAMPAIGN, IL	43,100	.05					
	244	FLORENCE-MUSCLE SHOALS, AL	42,800	.05					
	245	TUSCALOOSA, AL	42,600	.05					
	246	LIMA, OH	42,500	.05					
	247	PUEBLO	41,800	.05					
	248	EAU CLAIRE, WI	40,900	.04					
	248	WATERLOO-CEDAR FALLS	40,900	.04					
	250	ABILENE, TX	40,300	.04					
	251	NEW RIVER VALLEY, VA	40,100	.04					
	252	ALTOONA	39,500	.04					
*	252	HAMPTONS-RIVERHEAD	39,500	.04					
	254	BATTLE CREEK, MI	39,300	.04					
	255	MONROE, LA	39,200	.04					

Metro Markets Ranked by Demographic Category

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

		TEENS 12-17			US TOTAL			25,352,000	
Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	1	NEW YORK	1,451,900	5.72	85	LITTLE ROCK		51,200	.20
	2	LOS ANGELES	1,145,500	4.51	87	WICHITA		51,000	.20
	3	CHICAGO	808,700	3.18	88	SPRINGFIELD, MA		50,900	.20
	4	SAN FRANCISCO	536,200	2.11	89	MOBILE		48,800	.19
	5	DALLAS-FORT WORTH	510,600	2.01	90	LAFAYETTE, LA		48,600	.19
	6	HOUSTON-GALVESTON	491,300	1.93	90	OXNARD-VENTURA		48,600	.19
	7	PHILADELPHIA	443,100	1.74	92	SPOKANE		48,100	.18
	8	DETROIT	409,300	1.61	93	FT. WAYNE		47,300	.18
	9	WASHINGTON, DC	406,600	1.60	94	CHARLESTON, SC		47,000	.18
	10	ATLANTA	391,500	1.54	95	COLUMBIA, SC		45,700	.18
	11	BOSTON	347,700	1.37	96	GREENVILLE-NEW BERN-JACKSONVILLE		44,800	.17
	12	PUERTO RICO	345,600	1.36	97	BOISE		44,600	.17
	13	MIAMI-FORT LAUDERDALE-HOLLYWOOD	338,500	1.33	97	DES MOINES		44,600	.17
	14	SEATTLE-TACOMA	308,100	1.21	99	AUGUSTA, GA		44,200	.17
	15	PHOENIX	298,000	1.17	100	LAKELAND-WINTER HAVEN		43,900	.17
	16	MINNEAPOLIS-ST. PAUL	273,100	1.07	101	LANCASTER		43,100	.17
	17	SAN DIEGO	249,500	.98	102	SARASOTA-BRADENTON		42,700	.16
*	18	NASSAU-SUFFOLK (LONG ISLAND)	239,100	.94	103	NEW HAVEN		42,600	.16
	19	ST. LOUIS	234,100	.92	104	YORK		42,500	.16
	20	BALTIMORE	227,400	.89	105	WORCESTER		41,800	.16
	21	DENVER-BOULDER	214,000	.84	106	MELBOURNE-TITUSVILLE-COCOA		41,700	.16
	22	RIVERSIDE-SAN BERNARDINO	212,900	.83	107	PORTSMOUTH-DOVER-ROCHESTER		41,600	.16
	23	TAMPA-ST. PETERSBURG-CLEARWATER	197,100	.77	108	BRIDGEPORT		41,400	.16
	24	PORTLAND, OR	193,900	.76	* 109	MORRISTOWN, NJ		41,300	.16
	25	CLEVELAND	184,900	.72	110	VICTOR VALLEY		41,200	.16
	26	SACRAMENTO	184,500	.72	111	GAINESVILLE-OCALA		40,800	.16
	27	PITTSBURGH, PA	179,300	.70	112	JACKSON, MS		40,500	.15
	28	CINCINNATI	176,500	.69	113	HUNTSVILLE		40,100	.15
	29	SALT LAKE CITY-OGDEN-PROVO	175,800	.69	114	DAYTONA BEACH		39,900	.15
	30	SAN ANTONIO	173,600	.68	114	MADISON		39,900	.15
	31	KANSAS CITY	159,500	.62	* 116	SANTA ROSA		39,800	.15
	32	MILWAUKEE-RACINE	151,100	.59	117	FLINT		39,600	.15
	33	INDIANAPOLIS	139,000	.54	118	CHATTANOOGA		38,800	.15
	34	ORLANDO	138,000	.54	119	YOUNGSTOWN-WARREN		38,700	.15
	35	NORFOLK-VIRGINIA BEACH-NWPT NEWS	137,500	.54	120	FAYETTEVILLE, NC		38,500	.15
	36	COLUMBUS, OH	137,400	.54	121	JOHNSON CITY-KINGSPOUR-BRISTOL		37,500	.14
	37	LAS VEGAS	137,200	.54	122	LANSING-EAST LANSING		37,400	.14
	38	CHARLOTTE-GASTONIA-ROCK HILL	136,900	.54	123	ROANOKE-LYNCHBURG		37,300	.14
*	39	SAN JOSE	133,000	.52	124	FT. PIERCE-STUART-VERO BEACH		36,400	.14
*	40	MIDDLESEX-SOMERSET-UNION	132,900	.52	124	PENSACOLA		36,400	.14
	41	PROVIDENCE-WARWICK-PAWTUCKET	126,700	.49	126	CORPUS CHRISTI		36,300	.14
	42	MEMPHIS	115,500	.45	127	RENO		36,000	.14
	43	NEW ORLEANS	114,100	.45	128	NWRGRH-MIDLTVN, NY (MID-HDSN VLY)		35,900	.14
	44	AUSTIN	112,300	.44	129	SAGINAW-BAY CITY-MIDLAND		35,700	.14
	45	MCALLEN-BROWNSVILLE-HARLINGEN	110,300	.43	130	FT. COLLINS-GREELEY, CO		35,600	.14
	46	JACKSONVILLE	109,900	.43	130	PALM SPRINGS		35,600	.14
	47	HARTFORD-NEW BRITAIN-MIDDLETOWN	105,900	.41	132	SHREVEPORT		35,000	.13
	48	NASHVILLE	105,100	.41	133	CANTON		34,800	.13
	49	GREENSBORO-WS-HIGH POINT	104,400	.41	134	LEXINGTON-FAYETTE		34,500	.13
	50	RALEIGH-DURHAM	104,300	.41	135	BEAUMONT-PORT ARTHUR, TX		34,400	.13
*	51	MONMOUTH-OCEAN	101,600	.40	136	APPLETON-OSHKOSH		33,300	.13
	52	ROCHESTER, NY	97,300	.38	137	READING, PA		32,700	.12
	53	BUFFALO-NIAGARA FALLS	95,800	.37	138	BILOXI-GULFPORT-PASCAGOULA		31,800	.12
	54	OKLAHOMA CITY	93,500	.36	* 138	FREDERICKSBURG		31,800	.12
	55	WEST PALM BEACH-BOCA RATON	93,200	.36	140	ATLANTIC CITY-CAPE MAY		31,600	.12
	56	RICHMOND	90,700	.35	* 141	STAMFORD-NORWALK, CT		31,500	.12
	57	FRESNO	88,900	.35	142	TYLER-LONGVIEW		30,800	.12
	58	LOUISVILLE	85,400	.33	143	BURLINGTON-PLATTSBURGH		30,200	.11
	59	BIRMINGHAM	83,900	.33	143	TRENTON, NJ		30,200	.11
	60	DAYTON	81,900	.32	145	MACON		29,900	.11
	61	GRAND RAPIDS	78,200	.30	145	ROCKFORD		29,900	.11
	62	TULSA	75,200	.29	147	QUAD CITIES (DAVNPT-RI-MOLINE)		29,700	.11
	63	TUCSON	74,800	.29	148	FAYETTEVILLE (NW ARKANSAS)		29,400	.11
	64	EL PASO	74,000	.29	149	MONTGOMERY		29,100	.11
	65	ALBANY-SCHENECTADY-TROY	73,500	.28	150	PEORIA		28,700	.11
	66	GREENVILLE-SPARTANBURG	72,400	.28	151	MERCED, CA		28,300	.11
	67	HONOLULU	69,200	.27	152	KILLEEN-TEMPLE, TX		28,200	.11
	68	BAKERSFIELD	68,900	.27	153	ANCHORAGE		27,400	.10
	69	STOCKTON	66,700	.26	154	FLAGSTAFF-PRESCOTT, AZ		27,200	.10
	70	ALBUQUERQUE	65,800	.25	155	SAVANNAH		26,500	.10
	71	ALLEN-TOWN-BETHLEHEM	64,900	.25	156	SPRINGFIELD, MO		26,300	.10
	72	OMAHA-COUNCIL BLUFFS	64,100	.25	157	SALISBURY-OCEAN CITY		25,400	.10
	73	WILKES BARRE-SCRANTON	61,300	.24	158	EUGENE-SPRINGFIELD		25,300	.09
	74	AKRON	58,900	.23	158	POUGHKEEPSIE, NY		25,300	.09
	75	SYRACUSE	58,600	.23	160	ODESSA-MIDLAND, TX		24,900	.09
	76	MONTEREY-SALINAS-SANTA CRUZ	58,000	.22	160	UTICA-ROME		24,900	.09
	77	FT. MYERS-NAPLES-MARCO ISLAND	56,800	.22	162	EVANSVILLE		24,500	.09
	78	VISALIA-TULARE-HANFORD	56,500	.22	163	ANN ARBOR		24,000	.09
	79	WILMINGTON, DE	56,000	.22	164	WAUSAU-STVNS PT, WI (CNTRL WI)		23,900	.09
	80	BATON ROUGE	54,500	.21	165	ERIE		23,700	.09
	81	KNOXVILLE	53,800	.21	165	LAREDO, TX		23,700	.09
	81	TOLEDO	53,800	.21	167	FT. SMITH, AR		23,300	.09
	83	HARRISBURG-LEBANON-CARLISLE	52,100	.20	167	YAKIMA, WA		23,300	.09
	83	MODESTO	52,100	.20	169	NEW LONDON, CT		23,100	.09
	85	COLORADO SPRINGS	51,200	.20	170	SOUTH BEND		22,900	.09

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

TEENS 12-17

US TOTAL

25,352,000

Ind	Metro Rank	Metro Market Name	Population	Pct of US	Ind	Metro Rank	Metro Market Name	Population	Pct of US
	171	HUNTINGTON-ASHLAND	22,600	.08	256	TEXARKANA, TX-AR	11,100	.04	
	172	COLUMBUS, GA	22,300	.08	256	WATERLOO-CEDAR FALLS	11,100	.04	
	173	CONCORD (LAKE REGIONS)	22,200	.08	258	FLORENCE-MUSCLE SHOALS, AL	10,900	.04	
	174	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	22,100	.08	258	GRAND JUNCTION, CO	10,900	.04	
	174	TRI-CITIES, WA (RCHLND-KNWK-PSC)	22,100	.08	260	MONTPELIER-BARRE-ST. JOHNSBURY	10,600	.04	
	176	ASHEVILLE	22,000	.08	260	SIOUX CITY, IA	10,600	.04	
*	177	NEW BEDFORD-FALL RIVER, MA	21,700	.08	262	RAPID CITY, SD	10,300	.04	
	178	PORTLAND, ME	21,400	.08	262	VALDOSTA, GA	10,300	.04	
*	179	MANCHESTER	21,100	.08	264	COLUMBUS-STARKVILLE-W. POINT, MS	10,100	.03	
*	180	FREDERICK, MD	20,800	.08	264	SHEBOYGAN, WI	10,100	.03	
	181	BINGHAMTON	20,600	.08	266	COLUMBIA, MO	10,000	.03	
	182	LEBANON-RUTLAND-WHITE RIVER JUNC	20,500	.08	266	LAWTON, OK	10,000	.03	
	182	LUBBOCK	20,500	.08	266	AUGUSTA-WATERVILLE, ME	9,900	.03	
	182	TUPELO, MS	20,500	.08	269	BRYAN-COLLEGE STATION, TX	9,800	.03	
	185	GREEN BAY	20,400	.08	269	LAFAYETTE, IN	9,800	.03	
	186	TRAVERSE CITY-PETOSKEY, MI	19,900	.07	271	WATERTOWN, NY	9,700	.03	
	187	TOPEKA	19,800	.07	272	NEW RIVER VALLEY, VA	9,600	.03	
	188	AMARILLO, TX	19,700	.07	273	ALTOONA	9,500	.03	
	188	DOTHAN, AL	19,700	.07	273	ELKINS-BUCKHANNON-WESTON, WV	9,500	.03	
	190	LINCOLN	19,300	.07	273	WILLIAMSPORT, PA	9,500	.03	
	190	MYRTLE BEACH, SC	19,300	.07	276	DECATUR, IL	9,000	.03	
	192	WACO, TX	18,900	.07	276	MANKATO-NEW ULM-ST. PETER, MN	9,000	.03	
	193	KALAMAZOO	18,800	.07	278	SAN ANGELO, TX	8,900	.03	
	194	CHARLESTON, WV	18,600	.07	279	LEWISTON-AUBURN, ME	8,600	.03	
	195	DANBURY, CT	18,500	.07	280	STATE COLLEGE, PA	8,400	.03	
	195	SAN LUIS OBISPO, CA	18,500	.07	281	BISMARCK, ND	7,900	.03	
	197	TALLAHASSEE	18,400	.07	282	JACKSON, TN	7,800	.03	
	198	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	17,800	.07	283	HARRISONBURG, VA	7,700	.03	
	198	OLEAN, NY	17,800	.07	284	GRAND FORKS, ND-MN	7,500	.02	
	198	WILMINGTON, NC	17,800	.07	285	BLUEFIELD, WV	7,400	.02	
	201	CLARKSVILLE-HOPKINSVILLE, TN-KY	17,600	.06	285	CHEYENNE, WY	7,400	.02	
	202	CHICO, CA	17,300	.06	287	COOKEVILLE, TN	7,000	.02	
	203	JOHNSTOWN	17,000	.06	288	GREAT FALLS, MT	6,900	.02	
	204	ALEXANDRIA, LA	16,800	.06	289	ITHACA, NY	6,800	.02	
	205	MEDFORD-ASHLAND, OR	16,700	.06	290	MERIDIAN, MS	6,600	.02	
	205	REDDING, CA	16,700	.06	291	MASON CITY, IA	6,500	.02	
	207	CAPE COD, MA	16,600	.06	292	BRUNSWICK, GA	6,300	.02	
	207	SANTA MARIA-LOMPOC, CA	16,600	.06	292	SEBRING, FL	6,300	.02	
	209	ELMIRA-CORNING, NY	16,400	.06	294	JONESBORO, AR	6,200	.02	
	209	MUSKEGON, MI	16,400	.06	295	BECKLEY, WV	5,900	.02	
	209	TERRE HAUTE	16,400	.06	295	CASPER, WY	5,900	.02	
	212	LAKE CHARLES, LA	16,300	.06					
	213	ROCHESTER, MN	16,200	.06					
	214	FLORENCE, SC	16,000	.06					
	214	ST. CLOUD, MN	16,000	.06					
	216	FT. WALTON BEACH, FL	15,900	.06					
	217	DULUTH-SUPERIOR	15,700	.06					
	218	BEND, OR	15,600	.06					
	218	SANTA BARBARA, CA	15,600	.06					
	220	CEDAR RAPIDS	15,400	.06					
	220	LA CROSSE, WI	15,400	.06					
	222	MUNCIE-MARION, IN	15,300	.06					
	223	SUNBURY-SELINGSGROVE-LEWISBRG, PA	15,200	.06					
	223	SUSSEX, NJ	15,200	.06					
	225	WINCHESTER, VA	14,700	.05					
	226	BANGOR	14,600	.05					
	226	LAUREL-HATTIESBURG, MS	14,600	.05					
	228	BOWLING GREEN, KY	14,400	.05					
	228	HILTON HEAD, SC	14,400	.05					
	230	ABILENE, TX	14,300	.05					
	231	PITTSBURG, KS (SOUTHEAST KANSAS)	13,900	.05					
	232	LIMA, OH	13,800	.05					
	233	MONROE, LA	13,600	.05					
	234	DUBUQUE, IA	13,500	.05					
	234	JOPLIN, MO	13,500	.05					
	236	FARGO-MOORHEAD	13,400	.05					
	236	SANTA FE, NM	13,400	.05					
	238	LASALLE-PERU, IL	13,200	.05					
	238	PUEBLO	13,200	.05					
	240	PANAMA CITY, FL	13,100	.05					
	241	CHARLOTTESVILLE, VA	12,800	.05					
	242	EAU CLAIRE, WI	12,700	.05					
	242	MEADVILLE-FRANKLIN, PA	12,700	.05					
	244	BATTLE CREEK, MI	12,400	.04					
	244	ELIZABETH CITY-NAGS HEAD, NC	12,400	.04					
	246	BLOOMINGTON	12,300	.04					
	247	CHAMPAIGN, IL	12,100	.04					
	248	TUSCALOOSA, AL	12,000	.04					
	249	PARKERSBURG-MARIETTA, WV-OH	11,900	.04					
	250	WICHITA FALLS, TX	11,800	.04					
	251	ALBANY, GA	11,700	.04					
	251	MARION-CARBONDALE (SOUTHERN IL)	11,700	.04					
	251	WHEELING	11,700	.04					
*	254	HAMPTONS-RIVERHEAD	11,600	.04					
	255	BILLINGS, MT	11,400	.04					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

ARBITRON

Metro Markets Ranked by Demographic Category

Markets Alphabetically by Demographic Category

Demographic Population, Percent
of U.S. and Metro Rank
for Metro Markets

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 12-24				US TOTAL			
				55,136,300			
Ind	Metro Market Name	Population	Pct of US Rank	Ind	Metro Market Name	Population	Pct of US Rank
	ABILENE, TX	34,500	.06 232		FARGO-MOORHEAD	41,200	.07 206
	AKRON	128,400	.23 78		FAYETTEVILLE (NW ARKANSAS)	69,600	.12 143
	ALBANY, GA	26,200	.04 261		FAYETTEVILLE, NC	92,100	.16 104
	ALBANY-SCHENECTADY-TROY	165,500	.30 64		FLAGSTAFF-PRESCOTT, AZ	60,900	.11 154
	ALBUQUERQUE	142,000	.25 69		FL INT	81,600	.14 123
	ALEXANDRIA, LA	36,500	.06 221		FLORENCE, SC	35,300	.06 224
	ALLENTOWN-BETHLEHEM	136,700	.24 72		FLORENCE-MUSCLE SHOALS, AL	24,300	.04 268
	ALTOONA	21,600	.03 279		FT. COLLINS-GREELEY, CO	90,900	.16 107
	AMARILLO, TX	44,500	.08 194		FT. MYERS-NAPLES-MARCO ISLAND	115,800	.21 85
	ANCHORAGE	54,800	.09 167		FT. PIERCE-STUART-VERO BEACH	72,900	.13 135
	ANN ARBOR	75,900	.13 129		FT. SMITH, AR	48,500	.08 181
	APPLETON-OSHKOSH	72,400	.13 138		FT. WALTON BEACH, FL	33,400	.06 237
	ASHEVILLE	46,800	.08 186		FT. WAYNE	97,200	.17 100
	ATLANTA	816,100	1.48 9		FREDERICK, MD	40,900	.07 208
	ATLANTIC CITY-CAPE MAY	63,700	.11 151	*	FREDERICKSBURG	65,000	.11 148
	AUGUSTA, GA	95,900	.17 101		FRESNO	190,100	.34 56
	AUGUSTA-WATERVILLE, ME	22,000	.03 277		GAINESVILLE-OCALA	117,700	.21 84
	AUSTIN	274,400	.49 41		GRAND FORKS, ND-MN	22,800	.04 274
	BAKERSFIELD	143,800	.26 68		GRAND JUNCTION, CO	23,800	.04 269
	BALTIMORE	476,100	.86 20		GRAND RAPIDS	170,500	.30 61
	BANGOR	35,100	.06 227		GREAT FALLS, MT	14,700	.02 290
	BATON ROUGE	133,500	.24 74		GREEN BAY	45,300	.08 191
	BATTLE CREEK, MI	26,200	.04 261		GREENSBORO-WS-HIGH POINT	227,100	.41 48
	BEAUMONT-PORT ARTHUR, TX	74,400	.13 134		GREENVILLE-NEW BERN-JACKSONVILLE	128,500	.23 77
	BECKLEY, WV	13,100	.02 294		GREENVILLE-SPARTANBURG	169,900	.30 63
	BEND, OR	31,700	.05 244		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	46,700	.08 187
	BILLINGS, MT	24,400	.04 267	*	HAMPTONS-RIVERHEAD	23,300	.04 272
	BILOXI-GULFPORT-PASCAGOULA	70,400	.12 140		HARRISBURG-LEBANON-CARLISLE	112,900	.20 86
	BINGHAMTON	48,600	.08 180		HARRISONBURG, VA	31,300	.05 245
	BIRMINGHAM	178,300	.32 60		HARTFORD-NEW BRITAIN-MIDDLETOWN	220,600	.40 50
	BISMARCK, ND	18,900	.03 284		HILTON HEAD, SC	35,100	.06 227
	BLOOMINGTON	38,900	.07 213		HONOLULU	159,600	.28 66
	BLUEFIELD, WV	17,200	.03 287		HOUSTON-GALVESTON	1,011,700	1.83 6
	BOISE	95,400	.17 102		HUNTINGTON-ASHLAND	53,800	.09 169
	BOSTON	765,200	1.38 12		HUNTSVILLE	86,000	.15 116
	BOWLING GREEN, KY	37,700	.06 218		INDIANAPOLIS	279,800	.50 39
	BRIDGEPORT	81,000	.14 124		ITHACA, NY	32,300	.05 243
	BRUNSWICK, GA	12,800	.02 296		JACKSON, MS	90,300	.16 108
	BRYAN-COLLEGE STATION, TX	57,800	.10 159		JACKSON, TN	18,400	.03 286
	BUFFALO-NIAGARA FALLS	206,600	.37 53		JACKSONVILLE	228,800	.41 47
	BURLINGTON-PLATTSBURGH	72,500	.13 136		JOHNSON CITY-KINGSPORT-BRISTOL	83,000	.15 121
	CANTON	72,500	.13 136		JOHNSTOWN	38,500	.06 216
	CAPE COD, MA	33,100	.06 238		JONESBORO, AR	17,200	.03 287
	CASPER, WY	13,400	.02 293		JOPLIN, MO	30,300	.05 250
	CEDAR RAPIDS	35,200	.06 226		KALAMAZOO	53,000	.09 172
	CHAMPAIGN, IL	52,200	.09 174		KANSAS CITY	327,700	.59 31
	CHARLESTON, SC	111,000	.20 89		KILLEEN-TEMPLE, TX	70,400	.12 140
	CHARLESTON, WV	39,100	.07 212		KNOXVILLE	123,900	.22 81
	CHARLOTTE-GASTONIA-ROCK HILL	286,400	.51 37		LA CROSSE, WI	38,400	.06 217
	CHARLOTTESVILLE, VA	36,700	.06 220		LAFAYETTE, IN	46,700	.08 187
	CHATTANOOGA	85,700	.15 118		LAFAYETTE, LA	105,800	.19 95
	CHEYENNE, WY	16,100	.02 289		LAKE CHARLES, LA	35,900	.06 223
	CHICAGO	1,673,700	3.03 3		LAKELAND-WINTER HAVEN	91,100	.16 106
	CHICO, CA	46,400	.08 190		LANCASTER	91,500	.16 105
	CINCINNATI	376,900	.68 28		LANSING-EAST LANSING	102,400	.18 98
	CLARKSVILLE-HOPKINSVILLE, TN-KY	43,100	.07 201		LAREDO, TX	48,700	.08 179
	CLEVELAND	371,700	.67 29		LAS VEGAS	282,000	.51 38
	COLORADO SPRINGS	110,400	.20 90		LASALLE-PERU, IL	27,600	.05 255
	COLUMBIA, MO	36,100	.06 222		LAUREL-HATTIESBURG, MS	38,800	.07 214
	COLUMBIA, SC	110,200	.19 91		LAWTON, OK	26,000	.04 264
	COLUMBUS, GA	52,900	.09 173		LEBANON-RUTLAND-WHITE RIVER JUNC	44,700	.08 192
	COLUMBUS, OH	302,800	.54 34		LEWISTON-AUBURN, ME	19,300	.03 283
	COLUMBUS-STARKVILLE-W. POINT, MS	30,400	.05 249		LEXINGTON-FAYETTE	95,000	.17 103
	CONCORD (LAKE REGIONS)	47,900	.08 182		LIMA, OH	30,100	.05 251
	COOKEVILLE, TN	18,500	.03 285		LINCOLN	55,600	.10 164
	CORPUS CHRISTI	76,600	.13 128		LITTLE ROCK	111,400	.20 87
	DALLAS-FT. WORTH	1,065,200	1.93 5		LOS ANGELES	2,430,600	4.40 2
	DANBURY, CT	34,700	.06 231		LOUISVILLE	182,500	.33 59
	DAYTON	184,300	.33 58		LUBBOCK	58,300	.10 158
	DAYTONA BEACH	86,800	.15 113		MACON	64,700	.11 150
	DECATUR, IL	20,300	.03 282		MADISON	104,700	.18 96
	DENVER-BOULDER	452,600	.82 21	*	MANCHESTER	41,900	.07 203
	DES MOINES	111,300	.20 88		MANKATO-NEW ULM-ST. PETER, MN	29,400	.05 252
	DETROIT	814,000	1.47 10		MARION-CARBONDALE (SOUTHERN IL)	34,200	.06 234
	DOTHAN, AL	41,000	.07 207		MASON CITY, IA	14,000	.02 292
	DUBUQUE, IA	32,700	.05 240		MCALLEN-BROWNSVILLE-HARLINGEN	226,700	.41 49
	DULUTH-SUPERIOR	38,800	.07 214		MEADVILLE-FRANKLIN, PA	26,800	.04 260
	EAU CLAIRE, WI	33,600	.06 236		MEDFORD-ASHLAND, OR	35,000	.06 229
	EL PASO	152,800	.27 67		MELBOURNE-TITUSVILLE-COCOA	84,300	.15 120
	ELIZABETH CITY-NAGS HEAD, NC	27,100	.04 258		MEMPHIS	239,500	.43 45
	ELKINS-BUCKHANNON-WESTON, WV	21,100	.03 281		MERCED, CA	57,000	.10 161
	ELMIRA-CORNING, NY	34,500	.06 232		MERIDIAN, MS	14,600	.02 291
	ERIE	55,700	.10 163		MIAMI-FT. LAUDERDALE-HOLLYWOOD	692,300	1.25 13
	EUGENE-SPRINGFIELD	62,600	.11 153	*	MIDDLESEX-SOMERSET-UNION	270,700	.49 42
	EVANSVILLE	55,100	.09 165		MILWAUKEE-RACINE	313,600	.56 33

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 12-24

US TOTAL

55,136,300

Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	568,400	1.03	16		STATE COLLEGE, PA	43,800	.07	196
	MOBILE	103,600	.18	97		STOCKTON	139,700	.25	70
	MODESTO	107,400	.19	92		SUNBURY-SELINGSGROVE-LEWISBURG, PA	35,300	.06	224
*	MONMOUTH-OCEAN	196,900	.35	54		SUSSEX, NJ	28,000	.05	254
	MONROE, LA	31,000	.05	247		SYRACUSE	130,400	.23	76
	MONTEREY-SALINAS-SANTA CRUZ	132,800	.24	75		TALLAHASSEE	70,300	.12	142
	MONTGOMERY	67,000	.12	147		TAMPA-ST. PETERSBURG-CLEARWATER	405,800	.73	25
	MONTPELIER-BARRE-ST. JOHNSBURY	22,600	.04	275		TERRE HAUTE	40,400	.07	210
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	51,400	.09	175		TEXARKANA, TX-AR	24,800	.04	266
*	MORRISTOWN, NJ	77,800	.14	126		TOLEDO	122,600	.22	82
	MUNCIE-MARION, IN	44,100	.08	195		TOPEKA	40,600	.07	209
	MUSKEGON, MI	33,700	.06	235		TRAVERSE CITY-PETOSKEY, MI	39,900	.07	211
	MYRTLE BEACH, SC	43,400	.07	199		TRENTON, NJ	69,300	.12	144
	NASHVILLE	236,200	.42	46		TRI-CITIES, WA (RCHLND-KNWK-PSC)	44,700	.08	192
*	NASSAU-SUFFOLK (LONG ISLAND)	478,500	.86	19		TUCSON	170,500	.30	61
*	NEW BEDFORD-FALL RIVER, MA	47,100	.08	184		TULSA	159,900	.29	65
	NEW HAVEN	88,900	.16	110		TUPELO, MS	43,800	.07	196
	NEW LONDON, CT	50,000	.09	178		TUSCALOOSA, AL	37,400	.06	219
	NEW ORLEANS	243,400	.44	44		TYLER-LONGVIEW	67,700	.12	145
	NEW RIVER VALLEY, VA	47,000	.08	185		UTICA-ROME	55,100	.09	165
	NEW YORK	3,034,100	5.50	1		VALDOSTA, GA	26,900	.04	259
	NWBRGH-MIDLTWN, NY (MID-HDSN VLY)	74,700	.13	132		VICTOR VALLEY	85,300	.15	119
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	317,900	.57	32		VISALIA-TULARE-HANFORD	119,100	.21	83
	ODESSA-MIDLAND, TX	50,900	.09	177		WACO, TX	51,000	.09	176
	OKLAHOMA CITY	218,700	.39	51		WASHINGTON, DC	834,200	1.51	8
	OLEAN, NY	41,300	.07	205		WATERLOO-CEDAR FALLS	33,100	.06	238
	OMAHA-COUNCIL BLUFFS	136,300	.24	73		WATERTOWN, NY	23,500	.04	270
	ORLANDO	296,400	.53	35		WAUSAU-STVNS PT, WI (CNTRL WI)	53,800	.09	169
	OXNARD-VENTURA	102,100	.18	99		WEST PALM BEACH-BOCA RATON	186,700	.33	57
	PALM SPRINGS	74,500	.13	133		WHEELING	26,100	.04	263
	PANAMA CITY, FL	27,500	.04	256		WICHITA	106,000	.19	94
	PARKERSBURG-MARIETTA, WV-OH	25,600	.04	265		WICHITA FALLS, TX	31,100	.05	246
	PENSACOLA	89,200	.16	109		WILKES BARRE-SCRANTON	138,600	.25	71
	PEORIA	62,900	.11	152		WILLIAMSPORT, PA	22,100	.04	276
	PHILADELPHIA	928,200	1.68	7		WILMINGTON, DE	124,000	.22	80
	PHOENIX	639,000	1.15	15		WILMINGTON, NC	42,900	.07	202
	PITTSBURG, KS (SOUTHEAST KANSAS)	32,600	.05	241		WINCHESTER, VA	31,000	.05	247
	PITTSBURGH, PA	383,600	.69	27		WORCESTER	88,400	.16	111
	PORTLAND, ME	46,500	.08	189		YAKIMA, WA	47,300	.08	183
	PORTLAND, OR	410,000	.74	24		YORK	88,000	.15	112
	PORTSMOUTH-DOVER-ROCHESTER	86,100	.15	115		YOUNGSTOWN-WARREN	80,600	.14	125
	POUGHKEEPSIE, NY	56,800	.10	162					
	PROVIDENCE-WARWICK-PAWTUCKET	290,700	.52	36					
	PUEBLO	28,300	.05	253					
	PUERTO RICO	772,400	1.40	11					
	QUAD CITIES (DAVNPR-TRI-MOLINE)	65,000	.11	148					
	RALEIGH-DURHAM	244,300	.44	43					
	RAPID CITY, SD	23,000	.04	273					
	READING, PA	70,800	.12	139					
	REDDING, CA	35,000	.06	229					
	RENO	77,000	.13	127					
	RICHMOND	191,400	.34	55					
	RIVERSIDE-SAN BERNARDINO	443,200	.80	22					
	ROANOKE-LYNCHBURG	81,900	.14	122					
	ROCHESTER, MN	32,400	.05	242					
	ROCHESTER, NY	211,900	.38	52					
	ROCKFORD	60,500	.10	155					
	SACRAMENTO	398,800	.72	26					
	SAGINAW-BAY CITY-MIDLAND	74,800	.13	131					
	ST. CLOUD, MN	43,700	.07	198					
	ST. LOUIS	487,500	.88	18					
	SALISBURY-OCEAN CITY	57,800	.10	159					
	SALT LAKE CITY-OGDEN-PROVO	427,500	.77	23					
	SAN ANGELO, TX	21,900	.03	278					
	SAN ANTONIO	370,300	.67	30					
	SAN DIEGO	568,000	1.03	17					
	SAN FRANCISCO	1,126,500	2.04	4					
*	SAN JOSE	279,000	.50	40					
	SAN LUIS OBISPO, CA	53,600	.09	171					
	SANTA BARBARA, CA	41,600	.07	204					
	SANTA FE, NM	27,300	.04	257					
	SANTA MARIA-LOMPOC, CA	43,400	.07	199					
*	SANTA ROSA	85,900	.15	117					
	SARASOTA-BRADENTON	86,400	.15	114					
	SAVANNAH	58,600	.10	157					
	SEATTLE-TACOMA	658,500	1.19	14					
	SEBRING, FL	13,000	.02	295					
	SHEBOYGAN, WI	21,200	.03	280					
	SHREVEPORT	75,600	.13	130					
	SIoux CITY, IA	23,400	.04	271					
	SOUTH BEND	54,600	.09	168					
	SPOKANE	107,400	.19	92					
	SPRINGFIELD, MA	127,300	.23	79					
	SPRINGFIELD, MO	67,300	.12	146					
*	STAMFORD-NORWALK, CT	60,000	.10	156					

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 18-34					US TOTAL 69,473,100				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	40,600	.05	233		FARGO-MOORHEAD	56,100	.08	195
	AKRON	156,900	.22	79		FAYETTEVILLE (NW ARKANSAS)	93,100	.13	128
	ALBANY, GA	31,300	.04	261		FAYETTEVILLE, NC	117,500	.16	103
	ALBANY-SCHENECTADY-TROY	201,700	.29	65		FLAGSTAFF-PRESCOTT, AZ	70,900	.10	161
	ALBUQUERQUE	178,400	.25	67		FLINT	98,400	.14	124
	ALEXANDRIA, LA	43,200	.06	228		FLORENCE, SC	45,200	.06	223
	ALLEN TOWN-BETHLEHEM	160,000	.23	77		FLORENCE-MUSCLE SHOALS, AL	31,000	.04	262
	ALTOONA	26,700	.03	275		FT. COLLINS-GREELEY, CO	120,100	.17	101
	AMARILLO, TX	56,300	.08	194		FT. MYERS-NAPLES-MARCO ISLAND	143,300	.20	89
	ANCHORAGE	62,100	.08	175		FT. PIERCE-STUART-VERO BEACH	80,900	.11	148
	ANN ARBOR	108,400	.15	109		FT. SMITH, AR	59,000	.08	185
	APPLETON-OSHKOSH	88,100	.12	136		FT. WALTON BEACH, FL	40,500	.05	234
	ASHEVILLE	60,400	.08	182		FT. WAYNE	116,800	.16	104
	ATLANTA	1,146,700	1.65	7		FREDERICK, MD	46,700	.06	218
	ATLANTIC CITY-CAPE MAY	72,800	.10	158	*	FREDERICKSBURG	76,500	.11	153
	AUGUSTA, GA	115,500	.16	105		FRESNO	226,400	.32	58
	AUGUSTA-WATERVILLE, ME	25,400	.03	279		GAINESVILLE-OCALA	148,100	.21	84
	AUSTIN	409,000	.58	33		GRAND FORKS, ND-MN	28,600	.04	270
	BAKERSFIELD	169,200	.24	71		GRAND JUNCTION, CO	28,000	.04	273
	BALTIMORE	576,200	.82	20		GRAND RAPIDS	209,800	.30	64
	BANGOR	43,500	.06	226		GREAT FALLS, MT	17,200	.02	292
	BATON ROUGE	169,000	.24	72		GREEN BAY	57,400	.08	190
	BATTLE CREEK, MI	30,500	.04	266		GREENSBORO-WS-HIGH POINT	297,900	.42	46
	BEAUMONT-PORT ARTHUR, TX	88,100	.12	136		GREENVILLE-NEW BERN-JACKSONVILLE	163,600	.23	75
	BECKLEY, WV	17,900	.02	291		GREENVILLE-SPARTANBURG	226,900	.32	57
	BEND, OR	38,300	.05	242		HAGERSTN-CHAMBRSSG-WAYNSB, MD-PA	59,400	.08	184
	BILLINGS, MT	29,900	.04	267	*	HAMPTONS-RIVERHEAD	27,700	.03	274
	BILOXI-GULFPORT-PASCAGOULA	87,500	.12	138		HARRISBURG-LEBANON-CARLISLE	137,500	.19	92
	BINGHAMTON	56,700	.08	192		HARRISONBURG, VA	37,700	.05	247
	BIRMINGHAM	231,300	.33	56		HARTFORD-NEW BRITAIN-MIDDLETOWN	252,700	.36	51
	BISMARCK, ND	23,700	.03	284		HILTON HEAD, SC	46,700	.06	218
	BLOOMINGTON	50,400	.07	208		HONOLULU	215,700	.31	63
	BLUEFIELD, WV	22,900	.03	288		HOUSTON-GALVESTON	1,287,900	1.85	6
	BOISE	124,400	.17	100		HUNTINGTON-ASHLAND	72,500	.10	160
	BOSTON	1,037,700	1.49	10		HUNTSVILLE	106,800	.15	112
	BOWLING GREEN, KY	50,800	.07	204		INDIANAPOLIS	357,900	.51	41
	BRIDGEPORT	91,300	.13	131		ITHACA, NY	40,500	.05	234
	BRUNSWICK, GA	14,600	.02	296		JACKSON, MS	114,300	.16	106
	BRYAN-COLLEGE STATION, TX	76,000	.10	154		JACKSON, TN	23,000	.03	287
	BUFFALO-NIAGARA FALLS	246,400	.35	52		JACKSONVILLE	276,800	.39	49
	BURLINGTON-PLATTSBURGH	89,600	.12	133		JOHNSON CITY-KINGSPORT-BRISTOL	110,600	.15	107
	CANTON	83,300	.11	146		JOHNSTOWN	46,900	.06	215
	CAPE COD, MA	38,400	.05	241		JONESBORO, AR	23,800	.03	283
	CASPER, WY	16,000	.02	293		JOPLIN, MO	38,700	.05	240
	CEDAR RAPIDS	46,800	.06	217		KALAMAZOO	69,100	.09	164
	CHAMPAIGN, IL	69,900	.10	162		KANSAS CITY	419,800	.60	31
	CHARLESTON, SC	148,000	.21	85		KILLEEN-TEMPLE, TX	95,900	.13	125
	CHARLESTON, WV	49,700	.07	211		KNOXVILLE	165,500	.23	73
	CHARLOTTE-GASTONIA-ROCK HILL	395,700	.56	36		LA CROSSE, WI	45,000	.06	225
	CHARLOTTEVILLE, VA	46,500	.06	220		LAFAYETTE, IN	61,900	.08	177
	CHATTANOOGA	110,100	.15	108		LAFAYETTE, LA	125,900	.18	98
	CHEYENNE, WY	20,000	.02	289		LAKE CHARLES, LA	43,500	.06	226
	CHICAGO	2,164,600	3.11	3		LAKELAND-WINTER HAVEN	106,500	.15	113
	CHICO, CA	58,600	.08	186		LANCASTER	105,900	.15	114
	CINCINNATI	466,900	.67	27		LANSING-EAST LANSING	127,800	.18	96
	CLARKSVILLE-HOPKINSVILLE, TN-KY	60,800	.08	181		LAREDO, TX	58,600	.08	186
	CLEVELAND	435,600	.62	30		LAS VEGAS	389,000	.55	38
	COLORADO SPRINGS	132,300	.19	93		LASALLE-PERU, IL	31,800	.04	258
	COLUMBIA, MO	49,200	.07	212		LAUREL-HATTIESBURG, MS	50,700	.07	205
	COLUMBIA, SC	146,800	.21	86		LAWTON, OK	32,900	.04	256
	COLUMBUS, GA	65,400	.09	170		LEBANON-RUTLAND-WHITE RIVER JUNC	50,000	.07	210
	COLUMBUS, OH	416,500	.59	32		LEWISTON-AUBURN, ME	23,700	.03	284
	COLUMBUS-STARKVILLE-W. POINT, MS	37,900	.05	246		LEXINGTON-FAYETTE	141,700	.20	91
	CONCORD (LAKE REGIONS)	54,100	.07	199		LIMA, OH	34,600	.04	253
	COOKEVILLE, TN	25,100	.03	280		LINCOLN	78,700	.11	150
	CORPUS CHRISTI	88,900	.12	134		LITTLE ROCK	145,000	.20	88
	DALLAS-FT. WORTH	1,435,200	2.06	5		LOS ANGELES	3,283,900	4.72	2
	DANBURY, CT	39,200	.05	238		LOUISVILLE	241,600	.34	54
	DAYTON	223,000	.32	59		LUBBOCK	75,300	.10	155
	DAYTONA BEACH	103,400	.14	118		MACON	77,500	.11	151
	DECATUR, IL	23,600	.03	286		MADISON	146,500	.21	87
	DENVER-BOULDER	628,100	.90	18	*	MANCHESTER	48,400	.06	213
	DES MOINES	149,500	.21	82		MANKATO-NEW ULM-ST. PETER, MN	35,300	.05	252
	DETROIT	993,700	1.43	11		MARION-CARBONDALE (SOUTHERN IL)	45,300	.06	222
	DOTHAN, AL	50,600	.07	206		MASON CITY, IA	16,000	.02	293
	DUBUQUE, IA	37,700	.05	247		MCALLEN-BROWNSVILLE-HARLINGEN	266,500	.38	50
	DULUTH-SUPERIOR	46,900	.06	215		MEADVILLE-FRANKLIN, PA	29,800	.04	268
	EAU CLAIRE, WI	40,900	.05	231		MEDFORD-ASHLAND, OR	40,800	.05	232
	EL PASO	174,700	.25	69		MELBOURNE-TITUSVILLE-COCOA	91,500	.13	130
	ELIZABETH CITY-NAGS HEAD, NC	32,000	.04	257		MEMPHIS	297,000	.42	47
	ELKINS-BUCKHANNON-WESTON, WV	25,100	.03	280		MERCED, CA	63,700	.09	173
	ELMIRA-CORNING, NY	40,200	.05	236		MERIDIAN, MS	18,200	.02	290
	ERIE	66,100	.09	168		MIAMI-FT. LAUDERDALE-HOLLYWOOD	873,700	1.25	13
	EUGENE-SPRINGFIELD	84,000	.12	143	*	MIDDLESEX-SOMERSET-UNION	343,200	.49	43
	EVANSVILLE	67,700	.09	166		MILWAUKEE-RACINE	377,000	.54	39

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 18-34				US TOTAL					
				69,473,100					
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	727,300	1.04	17		STATE COLLEGE, PA	57,200	.08	191
	MOBILE	125,500	.18	99		STOCKTON	163,200	.23	76
	MODESTO	127,200	.18	97		SUNBURY-SELINGSGROVE-LEWISBURG, PA	42,600	.06	229
*	MONMOUTH-OCEAN	219,900	.31	62		SUSSEX, NJ	28,200	.04	272
	MONROE, LA	38,300	.05	242		SYRACUSE	148,900	.21	83
	MONTEREY-SALINAS-SANTA CRUZ	173,900	.25	70		TALLAHASSEE	95,600	.13	126
	MONTGOMERY	84,900	.12	141		TAMPA-ST. PETERSBURG-CLEARWATER	503,400	.72	25
	MONTPELIER-BARRE-ST. JOHNSBURY	25,600	.03	278		TERRE HAUTE	50,200	.07	209
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	68,500	.09	165		TEXARKANA, TX-AR	31,500	.04	260
*	MORRISTOWN, NJ	86,800	.12	139		TOLEDO	151,000	.21	81
	MUNCIE-MARION, IN	53,400	.07	202		TOPEKA	48,000	.06	214
	MUSKEGON, MI	39,000	.05	239		TRAVERSE CITY-PETOSKEY, MI	45,200	.06	223
	MYRTLE BEACH, SC	62,100	.08	175		TRENTON, NJ	83,900	.12	144
	NASHVILLE	319,700	.46	44		TRI-CITIES, WA (RCHLND-KNWK-PS)	51,100	.07	203
*	NASSAU-SUFFOLK (LONG ISLAND)	558,800	.80	22		TUCSON	220,700	.31	61
*	NEW BEDFORD-FALL RIVER, MA	60,200	.08	183		TULSA	199,000	.28	66
	NEW HAVEN	105,100	.15	115		TUPELO, MS	54,100	.07	199
	NEW LONDON, CT	57,900	.08	189		TUSCALOOSA, AL	50,500	.07	207
	NEW ORLEANS	300,200	.43	45		TYLER-LONGVIEW	81,300	.11	147
	NEW RIVER VALLEY, VA	61,000	.08	180		UTICA-ROME	64,700	.09	171
	NEW YORK	4,086,700	5.88	1		VALDOSTA, GA	35,700	.05	251
	NWBRGH-MIDLTON, NY (MID-HDSN VLY)	83,600	.12	145		VICTOR VALLEY	100,600	.14	120
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	397,100	.57	35		VISALIA-TULARE-HANFORD	142,700	.20	90
	ODESSA-MIDLAND, TX	55,700	.08	196		WACO, TX	61,300	.08	179
	OKLAHOMA CITY	288,500	.41	48		WASHINGTON, DC	1,132,100	1.62	8
	OLEAN, NY	45,400	.06	221		WATERLOO-CEDAR FALLS	41,000	.05	230
	OMAHA-COUNCIL BLUFFS	177,200	.25	68		WATERTOWN, NY	30,900	.04	263
	ORLANDO	394,400	.56	37		WAUSAU-STVNS PT, WI (CNTRL WI)	62,300	.08	174
	OXNARD-VENTURA	120,000	.17	102		WEST PALM BEACH-BOCA RATON	222,700	.32	60
	PALM SPRINGS	88,700	.12	135		WHEELING	30,700	.04	264
	PANAMA CITY, FL	33,400	.04	255		WICHITA	130,100	.18	95
	PARKERSBURG-MARIETTA, WV-OH	30,700	.04	264		WICHITA FALLS, TX	36,800	.05	250
	PENSACOLA	107,200	.15	111		WILKES BARRE-SCRANTON	165,100	.23	74
	PEORIA	77,100	.11	152		WILLIAMSPORT, PA	26,200	.03	276
	PHILADELPHIA	1,112,900	1.60	9		WILMINGTON, DE	159,200	.22	78
	PHOENIX	868,600	1.25	15		WILMINGTON, NC	61,500	.08	178
	PITTSBURG, KS (SOUTHEAST KANSAS)	37,600	.05	249		WINCHESTER, VA	38,300	.05	242
	PITTSBURGH, PA	463,900	.66	28		WORCESTER	108,400	.15	109
	PORTLAND, ME	58,100	.08	188		YAKIMA, WA	53,600	.07	201
	PORTLAND, OR	554,100	.79	23		YORK	103,900	.14	117
	PORTSMOUTH-DOVER-ROCHESTER	98,600	.14	123		YOUNGSTOWN-WARREN	94,800	.13	127
	POUGHKEEPSIE, NY	66,000	.09	169					
	PROVIDENCE-WARWICK-PAWTUCKET	377,000	.54	39					
	PUEBLO	34,400	.04	254					
	PUERTO RICO	957,900	1.37	12					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	80,400	.11	149					
	RALEIGH-DURHAM	356,900	.51	42					
	RAPID CITY, SD	28,400	.04	271					
	READING, PA	84,300	.12	142					
	REDDING, CA	38,300	.05	242					
	RENO	100,000	.14	121					
	RICHMOND	237,700	.34	55					
	RIVERSIDE-SAN BERNARDINO	523,400	.75	24					
	ROANOKE-LYNCHBURG	99,300	.14	122					
	ROCHESTER, MN	39,300	.05	237					
	ROCHESTER, NY	244,600	.35	53					
	ROCKFORD	73,700	.10	157					
	SACRAMENTO	498,600	.71	26					
	SAGINAW-BAY CITY-MIDLAND	86,100	.12	140					
	ST. CLOUD, MN	54,300	.07	197					
	ST. LOUIS	585,800	.84	19					
	SALISBURY-OCEAN CITY	72,700	.10	159					
	SALT LAKE CITY-OGDEN-PROVO	560,500	.80	21					
	SAN ANGELO, TX	26,100	.03	277					
	SAN ANTONIO	449,600	.64	29					
	SAN DIEGO	766,400	1.10	16					
	SAN FRANCISCO	1,592,200	2.29	4					
*	SAN JOSE	398,000	.57	34					
	SAN LUIS OBISPO, CA	69,500	.10	163					
	SANTA BARBARA, CA	54,200	.07	198					
	SANTA FE, NM	31,800	.04	258					
	SANTA MARIA-LOMPOC, CA	56,700	.08	192					
*	SANTA ROSA	104,300	.15	116					
	SARASOTA-BRADENTON	103,200	.14	119					
	SAVANNAH	75,300	.10	155					
	SEATTLE-TACOMA	871,600	1.25	14					
	SEBRING, FL	14,900	.02	295					
	SHEBOYGAN, WI	25,100	.03	280					
	SHREVEPORT	92,600	.13	129					
	SIOUX CITY, IA	29,500	.04	269					
	SOUTH BEND	64,600	.09	172					
	SPOKANE	132,100	.19	94					
	SPRINGFIELD, MA	153,100	.22	80					
	SPRINGFIELD, MO	90,900	.13	132					
*	STAMFORD-NORWALK, CT	67,300	.09	167					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

Markets Alphabetically by Demographic Category

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 18-49					US TOTAL				
					136,556,900				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	72,300	.05	242		FARGO-MOORHEAD	94,700	.06	207
	AKRON	315,300	.23	75		FAYETTEVILLE (NW ARKANSAS)	168,800	.12	141
	ALBANY, GA	57,200	.04	268		FAYETTEVILLE, NC	209,900	.15	118
	ALBANY-SCHENECTADY-TROY	405,900	.29	63		FLAGSTAFF-PRESCOTT, AZ	132,200	.09	162
	ALBUQUERQUE	351,000	.25	67		FLINT	197,100	.14	125
	ALEXANDRIA, LA	82,800	.06	228		FLORENCE, SC	88,500	.06	216
	ALLENTOWN-BETHLEHEM	341,900	.25	68		FLORENCE-MUSCLE SHOALS, AL	61,100	.04	259
	ALTOONA	53,600	.03	276		FT. COLLINS-GREELEY, CO	214,900	.15	113
	AMARILLO, TX	104,600	.07	191		FT. MYERS-NAPLES-MARCO ISLAND	300,300	.21	79
	ANCHORAGE	130,400	.09	163		FT. PIERCE-STUART-VERO BEACH	173,400	.12	133
	ANN ARBOR	185,700	.13	128		FT. SMITH, AR	115,200	.08	181
	APPLETON-OSHKOSH	177,900	.13	129		FT. WALTON BEACH, FL	82,800	.06	228
	ASHEVILLE	124,000	.09	168		FT. WAYNE	229,900	.16	100
	ATLANTA	2,298,500	1.68	9	*	FREDERICK, MD	103,300	.07	194
	ATLANTIC CITY-CAPE MAY	158,900	.11	146	*	FREDERICKSBURG	155,700	.11	148
	AUGUSTA, GA	225,800	.16	103		FRESNO	400,800	.29	64
	AUGUSTA-WATERVILLE, ME	54,200	.03	272		GAINESVILLE-OCALA	256,200	.18	92
	AUSTIN	744,000	.54	41		GRAND FORKS, ND-MN	47,600	.03	281
	BAKERSFIELD	306,200	.22	76		GRAND JUNCTION, CO	54,200	.03	272
	BALTIMORE	1,208,700	.88	20		GRAND RAPIDS	400,800	.29	64
	BANGOR	87,200	.06	219		GREAT FALLS, MT	34,500	.02	291
	BATON ROUGE	304,200	.22	77		GREEN BAY	114,200	.08	183
	BATTLE CREEK, MI	60,400	.04	262		GREENSBORO-WS-HIGH POINT	597,300	.43	45
	BEAUMONT-PORT ARTHUR, TX	170,800	.12	137		GREENVILLE-NEW BERN-JACKSONVILLE	280,700	.20	86
	BECKLEY, WV	34,900	.02	290		GREENVILLE-SPARTANBURG	443,000	.32	59
	BEND, OR	77,000	.05	237		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	121,400	.08	173
	BILLINGS, MT	59,700	.04	265	*	HAMPTONS-RIVERHEAD	61,000	.04	260
	BILOXI-GULFPORT-PASCAGOULA	169,600	.12	139		HARRISBURG-LEBANON-CARLISLE	283,800	.20	82
	BINGHAMTON	111,000	.08	184		HARRISONBURG, VA	59,600	.04	266
	BIRMINGHAM	461,300	.33	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	536,300	.39	49
	BISMARCK, ND	45,400	.03	284		HILTON HEAD, SC	85,500	.06	221
	BLOOMINGTON	83,900	.06	226		HONOLULU	420,200	.30	61
	BLUEFIELD, WV	44,500	.03	286		HOUSTON-GALVESTON	2,519,000	1.84	6
	BOISE	234,300	.17	98		HUNTINGTON-ASHLAND	138,800	.10	158
	BOSTON	2,148,300	1.57	10		HUNTSVILLE	220,300	.16	109
	BOWLING GREEN, KY	93,500	.06	208		INDIANAPOLIS	732,400	.53	42
	BRIDGEPORT	202,000	.14	121		ITHACA, NY	59,900	.04	263
	BRUNSWICK, GA	29,900	.02	295		JACKSON, MS	216,100	.15	112
	BRYAN-COLLEGE STATION, TX	102,900	.07	195		JACKSON, TN	43,600	.03	287
	BUFFALO-NIAGARA FALLS	502,900	.36	51		JACKSONVILLE	564,800	.41	48
	BURLINGTON-PLATTSBURGH	176,500	.12	130		JOHNSON CITY-KINGSPORT-BRISTOL	224,600	.16	106
	CANTON	171,600	.12	135		JOHNSTOWN	95,000	.06	205
	CAPE COD, MA	88,000	.06	217		JONESBORO, AR	41,100	.03	288
	CASPER, WY	30,800	.02	294		JOPLIN, MO	72,900	.05	241
	CEDAR RAPIDS	91,400	.06	212		KALAMAZOO	119,300	.08	177
	CHAMPAIGN, IL	106,300	.07	188		KANSAS CITY	853,300	.62	30
	CHARLESTON, SC	281,200	.20	84		KILLEEN-TEMPLE, TX	165,100	.12	143
	CHARLESTON, WV	104,600	.07	191		KNOXVILLE	328,900	.24	71
	CHARLOTTE-GASTONIA-ROCK HILL	794,900	.58	34		LA CROSSE, WI	83,000	.06	227
	CHARLOTTESVILLE, VA	84,100	.06	224		LAFAYETTE, IN	90,700	.06	214
	CHATTANOOGA	218,100	.15	111		LAFAYETTE, LA	239,500	.17	97
	CHEYENNE, WY	38,900	.02	289		LAKE CHARLES, LA	82,800	.06	228
	CHICAGO	4,312,600	3.15	3		LAKELAND-WINTER HAVEN	209,800	.15	119
	CHICO, CA	98,400	.07	200		LANCASTER	212,000	.15	114
	CINCINNATI	935,400	.68	27		LANSING-EAST LANSING	225,300	.16	104
	CLARKSVILLE-HOPKINSVILLE, TN-KY	107,300	.07	186		LAREDO, TX	101,600	.07	196
	CLEVELAND	917,200	.67	29		LAS VEGAS	767,200	.56	37
	COLORADO SPRINGS	263,800	.19	90		LASALLE-PERU, IL	65,000	.04	254
	COLUMBIA, MO	79,200	.05	235		LAUREL-HATTIESBURG, MS	87,900	.06	218
	COLUMBIA, SC	279,700	.20	87		LAWTON, OK	56,400	.04	269
	COLUMBUS, GA	118,900	.08	178		LEBANON-RUTLAND-WHITE RIVER JUNC	105,700	.07	189
	COLUMBUS, OH	805,600	.58	33		LEWISTON-AUBURN, ME	49,500	.03	280
	COLUMBUS-STARKVILLE-W. POINT, MS	61,800	.04	257		LEXINGTON-FAYETTE	259,800	.19	91
	CONCORD (LAKE REGIONS)	116,200	.08	180		LIMA, OH	67,700	.04	250
	COOKEVILLE, TN	45,100	.03	285		LINCOLN	135,600	.09	160
	CORPUS CHRISTI	169,800	.12	138		LITTLE ROCK	281,200	.20	84
	DALLAS-FT. WORTH	2,809,300	2.05	5		LOS ANGELES	6,312,700	4.62	2
	DANBURY, CT	93,000	.06	209		LOUISVILLE	498,900	.36	52
	DAYTON	434,600	.31	60		LUBBOCK	124,300	.09	167
	DAYTONA BEACH	211,900	.15	115		MACON	151,200	.11	153
	DECATUR, IL	45,800	.03	283		MADISON	272,700	.19	89
	DENVER-BOULDER	1,250,100	.91	18	*	MANCHESTER	109,700	.08	185
	DES MOINES	278,100	.20	88		MANKATO-NEW ULM-ST. PETER, MN	58,300	.04	267
	DETROIT	2,087,000	1.52	11		MARION-CARBONDALE (SOUTHERN IL)	76,800	.05	238
	DOTHAN, AL	99,700	.07	197		MASON CITY, IA	32,800	.02	293
	DUBUQUE, IA	71,700	.05	243		MCALLEN-BROWNSVILLE-HARLINGEN	459,200	.33	58
	DULUTH-SUPERIOR	89,800	.06	215		MEADVILLE-FRANKLIN, PA	60,800	.04	261
	EAU CLAIRE, WI	73,000	.05	240		MEDFORD-ASHLAND, OR	80,000	.05	234
	EL PASO	321,400	.23	74		MELBOURNE-TITUSVILLE-COCOA	205,400	.15	120
	ELIZABETH CITY-NAGS HEAD, NC	65,700	.04	251		MEMPHIS	583,100	.42	47
	ELKINS-BUCKHANNON-WESTON, WV	50,200	.03	279		MERCED, CA	114,500	.08	182
	ELMIRA-CORNING, NY	81,500	.05	232		MERIDIAN, MS	34,300	.02	292
	ERIE	125,300	.09	166		MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,843,900	1.35	12
	EUGENE-SPRINGFIELD	153,600	.11	150	*	MIDDLESEX-SOMERSET-UNION	752,500	.55	40
	EVANSVILLE	134,500	.09	161		MILWAUKEE-RACINE	768,900	.56	36

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 18-49

US TOTAL 136,556,900

Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	1,502,000	1.09	16		STATE COLLEGE, PA	84,300	.06	223
	MOBILE	244,200	.17	96		STOCKTON	300,500	.22	78
	MODESTO	233,700	.17	99		SUNBURY-SEL INSGROVE-LEWISBRG, PA	85,200	.06	222
*	MONMOUTH-OCEAN	495,600	.36	53		SUSSEX, NJ	68,400	.05	248
	MONROE, LA	68,100	.04	249		SYRACUSE	295,900	.21	80
	MONTEREY-SALINAS-SANTA CRUZ	323,600	.23	72		TALLAHASSEE	152,300	.11	152
	MONTGOMERY	160,200	.11	145		TAMPA-ST. PETERSBURG-CLEARWATER	1,067,800	.78	23
	MONTPELIER-BARRE-ST. JOHNSBURY	53,800	.03	275		TERRE HAUTE	93,000	.06	209
	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	121,400	.08	173		TEXARKANA, TX-AR	59,800	.04	264
*	MORRISTOWN, NJ	211,200	.15	116		TOLEDO	282,300	.20	83
	MUNCIE-MARION, IN	92,200	.06	211		TOPEKA	97,300	.07	203
	MUSKEGON, MI	77,600	.05	236		TRAVERSE CITY-PETOSKEY, MI	95,800	.07	204
	MYRTLE BEACH, SC	122,300	.08	172		TRENTON, NJ	169,300	.12	140
	NASHVILLE	635,900	.46	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	97,600	.07	202
*	NASSAU-SUFFOLK (LONG ISLAND)	1,231,600	.90	19		TUCSON	411,200	.30	62
*	NEW BEDFORD-FALL RIVER, MA	122,600	.08	171		TULSA	388,500	.28	66
	NEW HAVEN	218,600	.16	110		TUPELO, MS	105,200	.07	190
	NEW LONDON, CT	121,300	.08	175		TUSCALOOSA, AL	84,000	.06	225
	NEW ORLEANS	586,800	.42	46		TYLER-LONGVIEW	153,000	.11	151
	NEW RIVER VALLEY, VA	91,400	.06	212		UTICA-ROME	129,600	.09	164
	NEW YORK	8,401,100	6.15	1		VALDOSTA, GA	61,600	.04	258
	NWBRGH-MIDLTWN, NY (MID-HDSN VLY)	171,300	.12	136		VICTOR VALLEY	195,200	.14	126
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	760,900	.55	38		VISALIA-TULARE-HANFORD	252,800	.18	95
	ODESSA-MIDLAND, TX	106,600	.07	187		WACO, TX	103,700	.07	193
	OKLAHOMA CITY	534,400	.39	50		WASHINGTON, DC	2,368,900	1.73	7
	OLEAN, NY	86,100	.06	220		WATERLOO-CEDAR FALLS	69,600	.05	244
	OMAHA-COUNCIL BLUFFS	341,600	.25	69		WATERTOWN, NY	56,300	.04	270
	ORLANDO	784,300	.57	35		WAUSAU-STVNS PT, WI (CNTRL WI)	123,900	.09	169
	OXNARD-VENTURA	227,800	.16	102		WEST PALM BEACH-BOCA RATON	487,400	.35	56
	PALM SPRINGS	163,300	.11	144		WHEELING	62,500	.04	256
	PANAMA CITY, FL	69,400	.05	245		WICHITA	254,100	.18	93
	PARKERSBURG-MARIETTA, WV-OH	63,400	.04	255		WICHITA FALLS, TX	65,400	.04	253
	PENSACOLA	201,800	.14	122		WILKES BARRE-SCRANTON	334,800	.24	70
	PEORIA	150,100	.10	154		WILLIAMSPORT, PA	51,700	.03	278
	PHILADELPHIA	2,299,800	1.68	8		WILMINGTON, DE	321,900	.23	73
	PHOENIX	1,634,800	1.19	15		WILMINGTON, NC	116,300	.08	179
	PITTSBURG, KS (SOUTHEAST KANSAS)	69,200	.05	246		WINCHESTER, VA	80,500	.05	233
	PITTSBURGH, PA	985,600	.72	24		WORCESTER	228,900	.16	101
	PORTLAND, ME	126,900	.09	165		YAKIMA, WA	99,600	.07	198
	PORTLAND, OR	1,092,900	.80	22		YORK	222,800	.16	107
	PORTSMOUTH-DOVER-ROCHESTER	221,400	.16	108		YOUNGSTOWN-WARREN	193,200	.14	127
	POUGHKEEPSIE, NY	137,100	.10	159					
	PROVIDENCE-WARWICK-PAWTUCKET	760,300	.55	39					
	PUEBLO	65,600	.04	252					
	PUERTO RICO	1,746,800	1.27	14					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	157,000	.11	147					
	RALEIGH-DURHAM	682,700	.49	43					
	RAPID CITY, SD	54,100	.03	274					
	READING, PA	173,000	.12	134					
	REDDING, CA	74,700	.05	239					
	RENO	200,000	.14	124					
	RICHMOND	488,500	.35	55					
	RIVERSIDE-SAN BERNARDINO	965,800	.70	25					
	ROANOKE-LYNCHBURG	201,800	.14	122					
	ROCHESTER, MN	81,700	.05	231					
	ROCHESTER, NY	495,500	.36	54					
	ROCKFORD	148,800	.10	155					
	SACRAMENTO	957,000	.70	26					
	SAGINAW-BAY CITY-MIDLAND	174,100	.12	132					
	ST. CLOUD, MN	94,900	.06	206					
	ST. LOUIS	1,197,900	.87	21					
	SALISBURY-OCEAN CITY	145,100	.10	156					
	SALT LAKE CITY-OGDEN-PROVO	917,400	.67	28					
	SAN ANGELO, TX	46,500	.03	282					
	SAN ANTONIO	852,200	.62	31					
	SAN DIEGO	1,448,400	1.06	17					
	SAN FRANCISCO	3,287,500	2.40	4					
*	SAN JOSE	827,100	.60	32					
	SAN LUIS OBISPO, CA	123,500	.09	170					
	SANTA BARBARA, CA	97,900	.07	201					
	SANTA FE, NM	68,700	.05	247					
	SANTA MARIA-LOMPOC, CA	98,500	.07	199					
*	SANTA ROSA	210,400	.15	117					
	SARASOTA-BRADENTON	225,200	.16	105					
	SAVANNAH	143,100	.10	157					
	SEATTLE-TACOMA	1,794,000	1.31	13					
	SEBRING, FL	29,000	.02	296					
	SHEBOYGAN, WI	51,900	.03	277					
	SHREVEPORT	174,600	.12	131					
	SIOUX CITY, IA	55,500	.04	271					
	SOUTH BEND	119,600	.08	176					
	SPOKANE	253,800	.18	94					
	SPRINGFIELD, MA	289,800	.21	81					
	SPRINGFIELD, MO	165,700	.12	142					
*	STAMFORD-NORWALK, CT	154,600	.11	149					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 25-49					US TOTAL 106,772,600				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	52,100	.04	244		FARGO-MOORHEAD	66,900	.06	211
	AKRON	245,800	.23	74		FAYETTEVILLE (NW ARKANSAS)	128,600	.12	141
	ALBANY, GA	42,700	.04	264		FAYETTEVILLE, NC	156,300	.14	123
	ALBANY-SCHENECTADY-TROY	313,900	.29	63		FLAGSTAFF-PRESCOTT, AZ	98,500	.09	166
	ALBUQUERQUE	274,800	.25	67		FLINT	155,100	.14	124
	ALEXANDRIA, LA	63,100	.05	224		FLORENCE, SC	69,200	.06	208
	ALLENTOWN-BETHLEHEM	270,100	.25	68		FLORENCE-MUSCLE SHOALS, AL	47,700	.04	256
	ALTOONA	41,500	.03	269		FT. COLLINS-GREELEY, CO	159,600	.14	120
	AMARILLO, TX	79,800	.07	192		FT. MYERS-NAPLES-MARCO ISLAND	241,300	.22	76
	ANCHORAGE	103,000	.09	160		FT. PIERCE-STUART-VERO BEACH	136,900	.12	129
	ANN ARBOR	133,800	.12	135		FT. SMITH, AR	90,000	.08	175
	APPLETON-OSHKOSH	138,800	.13	128		FT. WALTON BEACH, FL	65,300	.06	216
	ASHEVILLE	99,200	.09	165		FT. WAYNE	180,000	.16	100
	ATLANTA	1,873,900	1.75	8	*	FREDERICK, MD	83,200	.07	186
	ATLANTIC CITY-CAPE MAY	126,800	.11	142	*	FREDERICKSBURG	122,500	.11	147
	AUGUSTA, GA	174,100	.16	109		FRESNO	299,600	.28	66
	AUGUSTA-WATERVILLE, ME	42,100	.03	267		GAINESVILLE-OCALA	179,300	.16	101
	AUSTIN	581,900	.54	41		GRAND FORKS, ND-MN	32,300	.03	287
	BAKERSFIELD	231,300	.21	77		GRAND JUNCTION, CO	41,300	.03	272
	BALTIMORE	960,000	.89	20		GRAND RAPIDS	308,500	.28	64
	BANGOR	66,700	.06	212		GREAT FALLS, MT	26,700	.02	291
	BATON ROUGE	225,200	.21	79		GREEN BAY	89,300	.08	176
	BATTLE CREEK, MI	46,600	.04	260		GREENSBORO-WS-HIGH POINT	474,600	.44	45
	BEAUMONT-PORT ARTHUR, TX	130,800	.12	138		GREENVILLE-NEW BERN-JACKSONVILLE	197,000	.18	92
	BECKLEY, WV	27,700	.02	290		GREENVILLE-SPARTANBURG	345,500	.32	58
	BEND, OR	60,900	.05	227		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	96,800	.09	169
	BILLINGS, MT	46,700	.04	258	*	HAMPTONS-RIVERHEAD	49,300	.04	253
	BILOXI-GULFPORT-PASCAGOULA	131,000	.12	137		HARRISBURG-LEBANON-CARLISLE	223,000	.20	81
	BINGHAMTON	83,000	.07	187		HARRISONBURG, VA	36,000	.03	279
	BIRMINGHAM	366,900	.34	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	421,600	.39	49
	BISMARCK, ND	34,400	.03	282		HILTON HEAD, SC	64,800	.06	218
	BLOOMINGTON	57,300	.05	232		HONOLULU	329,800	.30	61
	BLUEFIELD, WV	34,700	.03	280		HOUSTON-GALVESTON	1,998,600	1.87	6
	BOISE	183,500	.17	96		HUNTINGTON-ASHLAND	107,600	.10	157
	BOSTON	1,730,800	1.62	10		HUNTSVILLE	174,400	.16	107
	BOWLING GREEN, KY	70,200	.06	206		INDIANAPOLIS	591,600	.55	40
	BRIDGEPORT	162,400	.15	118		ITHACA, NY	34,400	.03	282
	BRUNSWICK, GA	23,400	.02	294		JACKSON, MS	166,300	.15	112
	BRYAN-COLLEGE STATION, TX	54,900	.05	237		JACKSON, TN	33,000	.03	286
	BUFFALO-NIAGARA FALLS	392,100	.36	54		JACKSONVILLE	445,900	.41	48
	BURLINGTON-PLATTSBURGH	134,200	.12	132		JOHNSON CITY-KINGSPORT-BRISTOL	179,100	.16	102
	CANTON	133,900	.12	134		JOHNSTOWN	73,500	.06	200
	CAPE COD, MA	71,500	.06	205		JONESBORO, AR	30,100	.02	289
	CASPER, WY	23,300	.02	295		JOPLIN, MO	56,100	.05	234
	CEDAR RAPIDS	71,600	.06	203		KALAMAZOO	85,100	.07	184
	CHAMPAIGN, IL	66,200	.06	214		KANSAS CITY	685,100	.64	29
	CHARLESTON, SC	217,200	.20	83		KILLEEN-TEMPLE, TX	122,900	.11	146
	CHARLESTON, WV	84,100	.07	185		KNOXVILLE	258,800	.24	70
	CHARLOTTE-GASTONIA-ROCK HILL	645,400	.60	33		LA CROSSE, WI	60,000	.05	230
	CHARLOTTESVILLE, VA	60,200	.05	229		LAFAYETTE, IN	53,800	.05	241
	CHATTANOOGA	171,200	.16	111		LAFAYETTE, LA	182,300	.17	97
	CHEYENNE, WY	30,200	.02	288		LAKE CHARLES, LA	63,200	.05	223
	CHICAGO	3,447,600	3.22	3		LAKELAND-WINTER HAVEN	162,600	.15	117
	CHICO, CA	69,300	.06	207		LANCASTER	163,600	.15	115
	CINCINNATI	735,000	.68	27		LANSING-EAST LANSING	160,300	.15	119
	CLARKSVILLE-HOPKINSVILLE, TN-KY	81,800	.07	189		LAREDO, TX	76,600	.07	195
	CLEVELAND	730,400	.68	28		LAS VEGAS	622,400	.58	36
	COLORADO SPRINGS	204,600	.19	89		LASALLE-PERU, IL	50,600	.04	249
	COLUMBIA, MO	53,100	.04	242		LAUREL-HATTIESBURG, MS	63,700	.05	220
	COLUMBIA, SC	215,200	.20	84		LAWTON, OK	40,400	.03	274
	COLUMBUS, GA	88,300	.08	179		LEBANON-RUTLAND-WHITE RIVER JUNC	81,500	.07	190
	COLUMBUS, OH	640,200	.59	34		LEWISTON-AUBURN, ME	38,800	.03	276
	COLUMBUS-STARKVILLE-W. POINT, MS	41,500	.03	269		LEXINGTON-FAYETTE	199,300	.18	90
	CONCORD (LAKE REGIONS)	90,500	.08	174		LIMA, OH	51,400	.04	246
	COOKEVILLE, TN	33,600	.03	284		LINCOLN	99,300	.09	164
	CORPUS CHRISTI	129,500	.12	140		LITTLE ROCK	221,000	.20	82
	DALLAS-FT. WORTH	2,254,700	2.11	5		LOS ANGELES	5,027,600	4.70	2
	DANBURY, CT	76,800	.07	194		LOUISVILLE	401,800	.37	51
	DAYTON	332,200	.31	60		LUBBOCK	86,500	.08	182
	DAYTONA BEACH	165,000	.15	113		MACON	116,400	.10	151
	DECATUR, IL	34,500	.03	281		MADISON	207,900	.19	88
	DENVER-BOULDER	1,011,500	.94	18	*	MANCHESTER	88,900	.08	177
	DES MOINES	211,400	.19	87		MANKATO-NEW ULM-ST. PETER, MN	37,900	.03	278
	DETROIT	1,682,300	1.57	11		MARION-CARBONDALE (SOUTHERN IL)	54,300	.05	239
	DOTHAN, AL	78,400	.07	193		MASON CITY, IA	25,300	.02	293
	DUBUQUE, IA	52,500	.04	243		MCALLEN-BROWNSVILLE-HARLINGEN	342,800	.32	59
	DULUTH-SUPERIOR	66,700	.06	212		MEADVILLE-FRANKLIN, PA	46,700	.04	258
	EAU CLAIRE, WI	52,100	.04	244		MEDFORD-ASHLAND, OR	61,700	.05	226
	EL PASO	242,600	.22	75		MELBOURNE-TITUSVILLE-COCOA	162,800	.15	116
	ELIZABETH CITY-NAGS HEAD, NC	51,000	.04	247		MEMPHIS	459,100	.43	46
	ELKINS-BUCKHANNON-WESTON, WV	38,600	.03	277		MERCED, CA	85,800	.08	183
	ELMIRA-CORNING, NY	63,400	.05	221		MERIDIAN, MS	26,300	.02	292
	ERIE	93,300	.08	172		MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,490,100	1.39	12
	EUGENE-SPRINGFIELD	116,300	.10	152	*	MIDDLESEX-SOMERSET-UNION	614,700	.57	37
	EVANSVILLE	103,900	.09	159		MILWAUKEE-RACINE	606,400	.56	38

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 25-49					US TOTAL 106,772,600				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	1,206,700	1.13	16		STATE COLLEGE, PA	48,900	.04	254
	MOBILE	189,400	.17	95		STOCKTON	227,500	.21	78
	MODESTO	178,400	.16	103		SUNBURY-SELINGSGROVE-LEWISBRG, PA	65,100	.06	217
*	MONMOUTH-OCEAN	400,300	.37	52		SUSSEX, NJ	55,600	.05	235
	MONROE, LA	50,700	.04	248		SYRACUSE	224,100	.20	80
	MONTEREY-SALINAS-SANTA CRUZ	248,800	.23	73		TALLAHASSEE	100,400	.09	162
	MONTGOMERY	122,300	.11	148		TAMPA-ST. PETERSBURG-CLEARWATER	859,100	.80	23
	MONTPELIER-BARRE-ST. JOHNSBURY	41,800	.03	268		TERRE HAUTE	69,000	.06	209
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	87,800	.08	181		TEXARKANA, TX-AR	46,100	.04	261
*	MORRISTOWN, NJ	174,700	.16	106		TOLEDO	213,500	.20	85
	MUNCIE-MARION, IN	63,400	.05	221		TOPEKA	76,500	.07	196
	MUSKEGON, MI	60,300	.05	228		TRAVERSE CITY-PETOSKEY, MI	75,800	.07	197
	MYRTLE BEACH, SC	98,200	.09	167		TRENTON, NJ	130,200	.12	139
	NASHVILLE	504,800	.47	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	75,000	.07	199
*	NASSAU-SUFFOLK (LONG ISLAND)	992,200	.92	19		TUCSON	315,500	.29	62
*	NEW BEDFORD-FALL RIVER, MA	97,200	.09	168		TULSA	303,800	.28	65
	NEW HAVEN	172,300	.16	110		TUPELO, MS	81,900	.07	188
	NEW LONDON, CT	94,400	.08	170		TUSCALOOSA, AL	58,600	.05	231
	NEW ORLEANS	457,500	.42	47		TYLER-LONGVIEW	116,100	.10	153
	NEW RIVER VALLEY, VA	54,000	.05	240		UTICA-ROME	99,400	.09	163
	NEW YORK	6,818,900	6.38	1		VALDOSTA, GA	45,000	.04	263
	NWBRGH-MIDL TWN, NY (MID-HDSN VLY)	132,500	.12	136		VICTOR VALLEY	151,100	.14	126
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	580,500	.54	42		VISALIA-TULARE-HANFORD	190,200	.17	94
	ODESSA-MIDLAND, TX	80,600	.07	191		WACO, TX	71,600	.06	203
	OKLAHOMA CITY	409,200	.38	50		WASHINGTON, DC	1,941,300	1.81	7
	OLEAN, NY	62,600	.05	225		WATERLOO-CEDAR FALLS	47,600	.04	257
	OMAHA-COUNCIL BLUFFS	269,400	.25	69		WATERTOWN, NY	42,500	.03	266
	ORLANDO	625,900	.58	35		WAUSAU-STVNS PT, WI (CNTRL WI)	94,000	.08	171
	OXNARD-VENTURA	174,300	.16	108		WEST PALM BEACH-BOCA RATON	393,900	.36	53
	PALM SPRINGS	124,400	.11	145		WHEELING	48,100	.04	255
	PANAMA CITY, FL	55,000	.05	236		WICHITA	199,100	.18	91
	PARKERSBURG-MARIETTA, WV-OH	49,700	.04	252		WICHITA FALLS, TX	46,100	.04	261
	PENSACOLA	149,000	.13	127		WILKES BARRE-SCRANTON	257,500	.24	71
	PEORIA	115,900	.10	154		WILLIAMSPORT, PA	39,100	.03	275
	PHILADELPHIA	1,814,700	1.69	9		WILMINGTON, DE	253,900	.23	72
	PHOENIX	1,293,800	1.21	15		WILMINGTON, NC	91,200	.08	173
	PITTSBURG, KS (SOUTHEAST KANSAS)	50,500	.04	250		WINCHESTER, VA	64,200	.06	219
	PITTSBURGH, PA	781,300	.73	24		WORCESTER	182,300	.17	97
	PORTLAND, ME	101,800	.09	161		YAKIMA, WA	75,600	.07	198
	PORTLAND, OR	876,800	.82	22		YORK	177,300	.16	104
	PORTSMOUTH-DOVER-ROCHESTER	176,900	.16	105		YOUNGSTOWN-WARREN	151,300	.14	125
	POUGHKEEPSIE, NY	105,600	.09	158					
	PROVIDENCE-WARWICK-PAWTUCKET	596,300	.55	39					
	PUEBLO	50,500	.04	250					
	PUERTO RICO	1,320,000	1.23	14					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	121,700	.11	149					
	RALEIGH-DURHAM	542,700	.50	43					
	RAPID CITY, SD	41,400	.03	271					
	READING, PA	134,900	.12	131					
	REDDING, CA	56,400	.05	233					
	RENO	159,000	.14	121					
	RICHMOND	387,800	.36	55					
	RIVERSIDE-SAN BERNARDINO	735,500	.68	26					
	ROANOKE-LYNCHBURG	157,200	.14	122					
	ROCHESTER, MN	65,500	.06	215					
	ROCHESTER, NY	380,900	.35	56					
	ROCKFORD	118,200	.11	150					
	SACRAMENTO	742,700	.69	25					
	SAGINAW-BAY CITY-MIDLAND	135,000	.12	130					
	ST. CLOUD, MN	67,200	.06	210					
	ST. LOUIS	944,500	.88	21					
	SALISBURY-OCEAN CITY	112,700	.10	155					
	SALT LAKE CITY-OGDEN-PROVO	665,700	.62	31					
	SAN ANGELO, TX	33,500	.03	285					
	SAN ANTONIO	655,500	.61	32					
	SAN DIEGO	1,129,900	1.05	17					
	SAN FRANCISCO	2,697,200	2.52	4					
*	SAN JOSE	681,100	.63	30					
	SAN LUIS OBISPO, CA	88,400	.08	178					
	SANTA BARBARA, CA	71,900	.06	201					
	SANTA FE, NM	54,800	.05	238					
	SANTA MARIA-LOMPOC, CA	71,700	.06	202					
*	SANTA ROSA	164,300	.15	114					
	SARASOTA-BRADENTON	181,500	.17	99					
	SAVANNAH	111,000	.10	156					
	SEATTLE-TACOMA	1,443,600	1.35	13					
	SEBRING, FL	22,300	.02	296					
	SHEBOYGAN, WI	40,800	.03	273					
	SHREVEPORT	134,000	.12	133					
	SIOUX CITY, IA	42,700	.04	264					
	SOUTH BEND	87,900	.08	180					
	SPOKANE	194,500	.18	93					
	SPRINGFIELD, MA	213,400	.19	86					
	SPRINGFIELD, MO	124,700	.11	144					
*	STAMFORD-NORWALK, CT	126,100	.11	143					

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 25-54					US TOTAL 127,062,200				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	61,500	.04	247		FARGO-MOORHEAD	79,000	.06	212
	AKRON	296,600	.23	73		FAYETTEVILLE (NW ARKANSAS)	149,700	.11	143
	ALBANY, GA	51,000	.04	266		FAYETTEVILLE, NC	181,300	.14	125
	ALBANY-SCHENECTADY-TROY	379,100	.29	62		FLAGSTAFF-PRESCOTT, AZ	121,100	.09	162
	ALBUQUERQUE	328,700	.25	67		FLINT	186,100	.14	124
	ALEXANDRIA, LA	75,500	.05	225		FLORENCE, SC	83,700	.06	205
	ALLENTOWN-BETHLEHEM	327,100	.25	68		FLORENCE-MUSCLE SHOALS, AL	57,600	.04	256
	ALTOONA	50,900	.04	267		FT. COLLINS-GREELEY, CO	189,600	.14	122
	AMARILLO, TX	94,900	.07	191		FT. MYERS-NAPLES-MARCO ISLAND	291,300	.22	75
	ANCHORAGE	124,900	.09	160		FT. PIERCE-STUART-VERO BEACH	167,900	.13	128
	ANN ARBOR	156,800	.12	137		FT. SMITH, AR	107,500	.08	175
	APPLETON-OSHKOSH	164,600	.12	129		FT. WALTON BEACH, FL	77,600	.06	215
	ASHEVILLE	120,500	.09	163		FT. WAYNE	215,200	.16	101
	ATLANTA	2,180,900	1.71	8	*	FREDERICK, MD	99,000	.07	188
	ATLANTIC CITY-CAPE MAY	152,800	.12	141	*	FREDERICKSBURG	144,300	.11	147
	AUGUSTA, GA	208,900	.16	106		FRESNO	348,900	.27	66
	AUGUSTA-WATERVILLE, ME	51,900	.04	265		GAINESVILLE-OCALA	214,700	.16	102
	AUSTIN	672,400	.52	42		GRAND FORKS, ND-MN	38,500	.03	287
	BAKERSFIELD	268,200	.21	79		GRAND JUNCTION, CO	50,700	.03	269
	BALTIMORE	1,147,800	.90	20		GRAND RAPIDS	363,800	.28	65
	BANGOR	81,400	.06	211		GREAT FALLS, MT	32,300	.02	291
	BATON ROUGE	266,700	.20	80		GREEN BAY	105,800	.08	179
	BATTLE CREEK, MI	56,500	.04	260		GREENSBORO-WS-HIGH POINT	564,600	.44	45
	BEAUMONT-PORT ARTHUR, TX	157,300	.12	136		GREENVILLE-NEW BERN-JACKSONVILLE	233,300	.18	93
	BECKLEY, WV	34,200	.02	290		GREENVILLE-SPARTANBURG	411,800	.32	58
	BEND, OR	74,600	.05	227		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	115,800	.09	168
	BILLINGS, MT	56,900	.04	259	*	HAMPTONS-RIVERHEAD	59,000	.04	254
	BILOXI-GULFPORT-PASCAGOULA	155,500	.12	139		HARRISBURG-LEBANON-CARLISLE	271,700	.21	77
	BINGHAMTON	100,400	.07	186		HARRISONBURG, VA	42,800	.03	280
	BIRMINGHAM	440,100	.34	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	508,600	.40	49
	BISMARCK, ND	41,700	.03	282		HILTON HEAD, SC	76,400	.06	222
	BLOOMINGTON	67,300	.05	235		HONOLULU	391,800	.30	61
	BLUEFIELD, WV	43,200	.03	279		HOUSTON-GALVESTON	2,355,200	1.85	6
	BOISE	215,600	.16	100		HUNTINGTON-ASHLAND	130,200	.10	157
	BOSTON	2,051,300	1.61	10		HUNTSVILLE	207,300	.16	108
	BOWLING GREEN, KY	83,700	.06	205		INDIANAPOLIS	696,800	.54	40
	BRIDGEPORT	194,700	.15	118		ITHACA, NY	40,800	.03	283
	BRUNSWICK, GA	28,400	.02	295		JACKSON, MS	197,200	.15	115
	BRYAN-COLLEGE STATION, TX	62,300	.04	243		JACKSON, TN	39,500	.03	286
	BUFFALO-NIAGARA FALLS	474,600	.37	53		JACKSONVILLE	533,000	.41	48
	BURLINGTON-PLATTSBURGH	161,300	.12	133		JOHNSON CITY-KINGSPORT-BRISTOL	217,100	.17	98
	CANTON	163,800	.12	131		JOHNSTOWN	90,600	.07	197
	CAPE COD, MA	88,500	.06	200		JONESBORO, AR	35,600	.02	289
	CASPER, WY	28,700	.02	294		JOPLIN, MO	66,900	.05	236
	CEDAR RAPIDS	85,400	.06	202		KALAMAZOO	101,500	.07	185
	CHAMPAIGN, IL	77,300	.06	217		KANSAS CITY	814,600	.64	29
	CHARLESTON, SC	256,800	.20	84		KILLEEN-TEMPLE, TX	139,700	.10	152
	CHARLESTON, WV	104,100	.08	181		KNOXVILLE	311,300	.24	71
	CHARLOTTE-GASTONIA-ROCK HILL	756,400	.59	33		LA CROSSE, WI	72,600	.05	228
	CHARLOTTESVILLE, VA	71,700	.05	230		LAFAYETTE, IN	62,400	.04	242
	CHATTANOOGA	207,000	.16	109		LAFAYETTE, LA	216,700	.17	99
	CHEYENNE, WY	36,300	.02	288		LAKE CHARLES, LA	75,700	.05	224
	CHICAGO	4,065,000	3.19	3		LAKELAND-WINTER HAVEN	194,900	.15	117
	CHICO, CA	83,400	.06	208		LANCASTER	196,800	.15	116
	CINCINNATI	874,900	.68	27		LANSING-EAST LANSING	192,200	.15	120
	CLARKSVILLE-HOPKINSVILLE, TN-KY	93,200	.07	193		LAREDO, TX	87,400	.06	201
	CLEVELAND	883,000	.69	25		LAS VEGAS	726,700	.57	38
	COLORADO SPRINGS	243,100	.19	89		LASALLE-PERU, IL	61,100	.04	248
	COLUMBIA, MO	62,000	.04	245		LAUREL-HATTIESBURG, MS	75,000	.05	226
	COLUMBIA, SC	255,400	.20	86		LAWTON, OK	46,600	.03	277
	COLUMBUS, GA	103,900	.08	182		LEBANON-RUTLAND-WHITE RIVER JUNC	101,700	.08	184
	COLUMBUS, OH	751,100	.59	34		LEWISTON-AUBURN, ME	46,700	.03	276
	COLUMBUS-STARKVILLE-W. POINT, MS	48,900	.03	273		LEXINGTON-FAYETTE	233,900	.18	92
	CONCORD (LAKE REGIONS)	111,300	.08	173		LIMA, OH	62,000	.04	245
	COOKEVILLE, TN	39,900	.03	285		LINCOLN	117,000	.09	167
	CORPUS CHRISTI	155,200	.12	140		LITTLE ROCK	262,700	.20	82
	DALLAS-FT. WORTH	2,623,000	2.06	5		LOS ANGELES	5,832,700	4.59	2
	DANBURY, CT	93,000	.07	195		LOUISVILLE	482,700	.37	52
	DAYTON	401,800	.31	59		LUBBOCK	101,800	.08	183
	DAYTONA BEACH	202,000	.15	112		MACON	138,500	.10	154
	DECATUR, IL	42,600	.03	281		MADISON	246,300	.19	88
	DENVER-Boulder	1,196,500	.94	18	*	MANCHESTER	106,400	.08	177
	DES MOINES	249,700	.19	87		MANKATO-NEW ULM-ST. PETER, MN	45,400	.03	278
	DETROIT	2,014,800	1.58	11		MARION-CARBONDALE (SOUTHERN IL)	64,500	.05	238
	DOTHAN, AL	94,000	.07	192		MASON CITY, IA	31,200	.02	293
	DUBUQUE, IA	63,900	.05	239		MCALLEN-BROWNSVILLE-HARLINGEN	395,400	.31	60
	DULUTH-SUPERIOR	82,100	.06	210		MEADVILLE-FRANKLIN, PA	57,500	.04	257
	EAU CLAIRE, WI	62,600	.04	241		MEDFORD-ASHLAND, OR	76,700	.06	220
	EL PASO	284,600	.22	76		MELBOURNE-TITUSVILLE-COCOA	198,900	.15	114
	ELIZABETH CITY-NAGS HEAD, NC	62,100	.04	244		MEMPHIS	545,600	.42	47
	ELKINS-BUCKHANNON-WESTON, WV	47,500	.03	275		MERCED, CA	100,000	.07	187
	ELMIRA-CORNING, NY	77,000	.06	218		MERIDIAN, MS	31,300	.02	292
	ERIE	113,000	.08	171		MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,763,400	1.38	12
	EUGENE-SPRINGFIELD	142,100	.11	149	*	MIDDLESEX-SOMERSET-UNION	729,300	.57	36
	EVANSVILLE	125,400	.09	159		MILWAUKEE-RACINE	727,400	.57	37

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 25-54				US TOTAL 127,062,200			
Ind	Metro Market Name	Population	Pct of US Metro Rank	Ind	Metro Market Name	Population	Pct of US Metro Rank
	MINNEAPOLIS-ST. PAUL	1,426,200	1.12 16		STATE COLLEGE, PA	57,000	.04 258
	MOBILE	226,900	.17 94		STOCKTON	265,900	.20 81
	MODESTO	208,200	.16 107		SUNBURY-SELINGSGROVE-LEWISBRG, PA	78,600	.06 214
*	MONMOUTH-OCEAN	484,100	.38 51		SUSSEX, NJ	68,200	.05 234
	MONROE, LA	60,100	.04 252		SYRACUSE	270,000	.21 78
	MONTEREY-SALINAS-SANTA CRUZ	294,300	.23 74		TALLAHASSEE	119,000	.09 165
	MONTGOMERY	144,800	.11 146		TAMPA-ST. PETERSBURG-CLEARWATER	1,035,300	.81 23
	MONTPELIER-BARRE-ST. JOHNSBURY	52,000	.04 264		TERRE HAUTE	82,900	.06 209
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	105,900	.08 178		TEXARKANA, TX-AR	55,100	.04 261
*	MORRISTOWN, NJ	212,300	.16 105		TOLEDO	256,300	.20 85
	MUNCIE-MARION, IN	76,400	.06 222		TOPEKA	93,100	.07 194
	MUSKEGON, MI	72,400	.05 229		TRAVERSE CITY-PETOSKEY, MI	93,000	.07 195
	MYRTLE BEACH, SC	117,400	.09 166		TRENTON, NJ	156,200	.12 138
	NASHVILLE	596,800	.46 44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	89,800	.07 198
*	NASSAU-SUFFOLK (LONG ISLAND)	1,195,900	.94 19		TUCSON	376,700	.29 63
*	NEW BEDFORD-FALL RIVER, MA	115,400	.09 169		TULSA	364,300	.28 64
	NEW HAVEN	206,400	.16 110		TUPELO, MS	96,900	.07 190
	NEW LONDON, CT	112,900	.08 172		TUSCALOOSA, AL	69,700	.05 231
	NEW ORLEANS	549,700	.43 46		TYLER-LONGVIEW	139,100	.10 153
	NEW RIVER VALLEY, VA	63,800	.05 240		UTICA-ROME	120,300	.09 164
	NEW YORK	8,050,300	6.33 1		VALDOSTA, GA	52,300	.04 263
	NWBRGH-MIDLTWN, NY (MID-HDSN VLY)	158,200	.12 135		VICTOR VALLEY	178,400	.14 126
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	680,700	.53 41		VISALIA-TULARE-HANFORD	219,200	.17 96
	ODESSA-MIDLAND, TX	97,100	.07 189		WACO, TX	84,900	.06 204
	OKLAHOMA CITY	486,200	.38 50		WASHINGTON, DC	2,296,100	1.80 7
	OLEAN, NY	76,800	.06 219		WATERLOO-CEDAR FALLS	58,200	.04 255
	OMAHA-COUNCIL BLUFFS	318,400	.25 69		WATERTOWN, NY	49,200	.03 271
	ORLANDO	735,400	.57 35		WAUSAU-STVNS PT, WI (CNTRL WI)	113,700	.08 170
	OXNARD-VENTURA	205,000	.16 111		WEST PALM BEACH-BOCA RATON	474,300	.37 54
	PALM SPRINGS	144,000	.11 148		WHEELING	60,000	.04 253
	PANAMA CITY, FL	66,100	.05 237		WICHITA	237,200	.18 90
	PARKERSBURG-MARIETTA, WV-OH	61,000	.04 250		WICHITA FALLS, TX	54,700	.04 262
	PENSACOLA	178,100	.14 127		WILKES BARRE-SCRANTON	313,500	.24 70
	PEORIA	140,600	.11 151		WILLIAMSPORT, PA	47,700	.03 274
	PHILADELPHIA	2,174,500	1.71 9		WILMINGTON, DE	301,400	.23 72
	PHOENIX	1,502,100	1.18 15		WILMINGTON, NC	109,000	.08 174
	PITTSBURG, KS (SOUTHEAST KANSAS)	61,100	.04 248		WINCHESTER, VA	76,500	.06 221
	PITTSBURGH, PA	957,700	.75 24		WORCESTER	217,200	.17 97
	PORTLAND, ME	123,200	.09 161		YAKIMA, WA	89,400	.07 199
	PORTLAND, OR	1,045,700	.82 22		YORK	214,400	.16 103
	PORTSMOUTH-DOVER-ROCHESTER	213,700	.16 104		YOUNGSTOWN-WARREN	186,200	.14 123
	POUGHKEEPSIE, NY	126,500	.09 158				
	PROVIDENCE-WARWICK-PAWTUCKET	711,300	.55 39				
	PUEBLO	60,700	.04 251				
	PUERTO RICO	1,594,700	1.25 14				
	QUAD CITIES (DAVNPRT-RI-MOLINE)	147,400	.11 145				
	RALEIGH-DURHAM	631,600	.49 43				
	RAPID CITY, SD	49,900	.03 270				
	READING, PA	162,100	.12 132				
	REDDING, CA	69,400	.05 232				
	RENO	191,100	.15 121				
	RICHMOND	464,600	.36 55				
	RIVERSIDE-SAN BERNARDINO	851,700	.67 28				
	ROANOKE-LYNCHBURG	192,300	.15 119				
	ROCHESTER, MN	77,600	.06 215				
	ROCHESTER, NY	459,900	.36 56				
	ROCKFORD	141,100	.11 150				
	SACRAMENTO	881,600	.69 26				
	SAGINAW-BAY CITY-MIDLAND	164,500	.12 130				
	ST. CLOUD, MN	78,800	.06 213				
	ST. LOUIS	1,130,800	.89 21				
	SALISBURY-OCEAN CITY	135,700	.10 155				
	SALT LAKE CITY-OGDEN-PROVO	766,100	.60 32				
	SAN ANGELO, TX	40,100	.03 284				
	SAN ANTONIO	775,000	.60 31				
	SAN DIEGO	1,318,900	1.03 17				
	SAN FRANCISCO	3,195,400	2.51 4				
*	SAN JOSE	795,000	.62 30				
	SAN LUIS OBISPO, CA	107,300	.08 176				
	SANTA BARBARA, CA	85,400	.06 202				
	SANTA FE, NM	69,200	.05 233				
	SANTA MARIA-LOMPOC, CA	83,500	.06 207				
*	SANTA ROSA	201,700	.15 113				
	SARASOTA-BRADENTON	223,500	.17 95				
	SAVANNAH	131,200	.10 156				
	SEATTLE-TACOMA	1,720,500	1.35 13				
	SEBRING, FL	27,100	.02 296				
	SHEBOYGAN, WI	49,200	.03 271				
	SHREVEPORT	160,300	.12 134				
	SIOUX CITY, IA	50,900	.04 267				
	SOUTH BEND	105,600	.08 180				
	SPOKANE	234,900	.18 91				
	SPRINGFIELD, MA	257,400	.20 83				
	SPRINGFIELD, MO	147,700	.11 144				
*	STAMFORD-NORWALK, CT	151,900	.11 142				

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 35-64					US TOTAL 117,680,900				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	55,800	.04	252		FARGO-MOORHEAD	66,500	.05	230
	AKRON	282,800	.24	72		FAYETTEVILLE (NW ARKANSAS)	129,800	.11	152
	ALBANY, GA	46,000	.03	269		FAYETTEVILLE, NC	152,700	.12	131
	ALBANY-SCHENECTADY-TROY	367,200	.31	60		FLAGSTAFF-PRESCOTT, AZ	122,700	.10	156
	ALBUQUERQUE	305,200	.25	69		FLINT	175,400	.14	124
	ALEXANDRIA, LA	71,600	.06	220		FLORENCE, SC	80,500	.06	199
	ALLEN TOWN-BETHLEHEM	324,100	.27	64		FLORENCE-MUSCLE SHOALS, AL	56,500	.04	251
	ALTOONA	50,600	.04	261		FT. COLLINS-GREELEY, CO	165,600	.14	126
	AMARILLO, TX	84,600	.07	197		FT. MYERS-NAPLES-MARCO ISLAND	312,500	.26	68
	ANCHORAGE	118,600	.10	161		FT. PIERCE-STUART-VERO BEACH	180,700	.15	119
	ANN ARBOR	132,600	.11	147		FT. SMITH, AR	102,300	.08	176
	APPLETON-OSHKOSH	151,600	.12	135		FT. WALTON BEACH, FL	72,900	.06	217
	ASHEVILLE	120,300	.10	159		FT. WAYNE	198,600	.16	105
	ATLANTA	1,880,600	1.59	11	*	FREDERICK, MD	94,300	.08	186
	ATLANTIC CITY-CAPE MAY	152,600	.12	132	*	FREDERICKSBURG	132,200	.11	149
	AUGUSTA, GA	195,500	.16	110		FRESNO	293,100	.24	71
	AUGUSTA-WATERVILLE, ME	53,100	.04	257		GAINESVILLE-OCALA	206,300	.17	101
	AUSTIN	541,400	.46	42		GRAND FORKS, ND-MN	33,700	.02	288
	BAKERSFIELD	224,900	.19	87		GRAND JUNCTION, CO	49,300	.04	264
	BALTIMORE	1,097,600	.93	19		GRAND RAPIDS	320,700	.27	66
	BANGOR	80,200	.06	202		GREAT FALLS, MT	31,500	.02	290
	BATON ROUGE	236,700	.20	82		GREEN BAY	95,600	.08	184
	BATTLE CREEK, MI	54,700	.04	255		GREENSBORO-WS-HIGH POINT	529,300	.44	45
	BEAUMONT-PORT ARTHUR, TX	148,100	.12	138		GREENVILLE-NEW BERN-JACKSONVILLE	209,200	.17	100
	BECKLEY, WV	33,000	.02	289		GREENVILLE-SPARTANBURG	387,700	.32	59
	BEND, OR	73,300	.06	216		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	110,600	.09	166
	BILLINGS, MT	54,800	.04	253	*	HAMPTONS-RIVERHEAD	58,000	.04	246
	BILOXI-GULFPORT-PASCAGOULA	144,500	.12	140		HARRISBURG-LEBANON-CARLISLE	267,100	.22	75
	BINGHAMTON	98,900	.08	180		HARRISONBURG, VA	38,900	.03	281
	BIRMINGHAM	409,900	.34	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	501,600	.42	48
	BISMARCK, ND	39,300	.03	280		HILTON HEAD, SC	70,300	.05	223
	BLOOMINGTON	57,100	.04	248		HONOLULU	363,000	.30	61
	BLUEFIELD, WV	43,500	.03	275		HOUSTON-GALVESTON	2,075,200	1.76	8
	BOISE	186,700	.15	115		HUNTINGTON-ASHLAND	126,800	.10	154
	BOSTON	1,904,400	1.61	10		HUNTSVILLE	196,900	.16	109
	BOWLING GREEN, KY	77,500	.06	206		INDIANAPOLIS	627,200	.53	39
	BRIDGEPORT	192,800	.16	111		ITHACA, NY	35,100	.02	286
	BRUNSWICK, GA	28,600	.02	295		JACKSON, MS	175,900	.14	122
	BRYAN-COLLEGE STATION, TX	44,700	.03	273		JACKSON, TN	36,500	.03	285
	BUFFALO-NIAGARA FALLS	462,400	.39	52		JACKSONVILLE	504,300	.42	47
	BURLINGTON-PLATTSBURGH	152,100	.12	134		JOHNSON CITY-KINGSPORT-BRISTOL	217,800	.18	92
	CANTON	163,700	.13	127		JOHNSTOWN	90,900	.07	190
	CAPE COD, MA	96,300	.08	183		JONESBORO, AR	31,300	.02	291
	CASPER, WY	27,800	.02	296		JOPLIN, MO	62,300	.05	238
	CEDAR RAPIDS	78,600	.06	203		KALAMAZOO	90,100	.07	192
	CHAMPAIGN, IL	62,800	.05	234		KANSAS CITY	748,800	.63	28
	CHARLESTON, SC	232,300	.19	84		KILLEEN-TEMPLE, TX	109,900	.09	167
	CHARLESTON, WV	105,200	.08	173		KNOXVILLE	299,300	.25	70
	CHARLOTTE-GASTONIA-ROCK HILL	671,700	.57	34		LA CROSSE, WI	68,600	.05	227
	CHARLOTTESVILLE, VA	66,000	.05	231		LAFAYETTE, IN	49,700	.04	263
	CHATTANOOGA	199,800	.16	104		LAFAYETTE, LA	197,200	.16	108
	CHEYENNE, WY	34,100	.02	287		LAKE CHARLES, LA	70,100	.05	225
	CHICAGO	3,656,600	3.10	3		LAKELAND-WINTER HAVEN	192,700	.16	112
	CHICO, CA	75,100	.06	212		LANCASTER	188,700	.16	114
	CINCINNATI	808,300	.68	26		LANSING-EAST LANSING	175,600	.14	123
	CLARKSVILLE-HOPKINSVILLE, TN-KY	73,500	.06	215		LAREDO, TX	69,000	.05	226
	CLEVELAND	859,600	.73	25		LAS VEGAS	651,100	.55	38
	COLORADO SPRINGS	222,400	.18	88		LASALLE-PERU, IL	60,000	.05	241
	COLUMBIA, MO	50,800	.04	260		LAUREL-HATTIESBURG, MS	65,700	.05	232
	COLUMBIA, SC	230,700	.19	85		LAWTON, OK	38,700	.03	282
	COLUMBUS, GA	91,400	.07	188		LEBANON-RUTLAND-WHITE RIVER JUNC	106,100	.09	172
	COLUMBUS, OH	656,500	.55	36		LEWISTON-AUBURN, ME	45,400	.03	272
	COLUMBUS-STARKVILLE-W. POINT, MS	42,100	.03	277		LExINGTON-FAYETTE	203,400	.17	103
	CONCORD (LAKE REGIONS)	113,500	.09	164		LIMA, OH	59,400	.05	242
	COOKEVILLE, TN	37,300	.03	283		LINCOLN	98,700	.08	181
	CORPUS CHRISTI	143,600	.12	141		LITTLE ROCK	240,300	.20	81
	DALLAS-FT. WORTH	2,254,400	1.91	5		LOS ANGELES	4,980,500	4.23	2
	DANBURY, CT	95,000	.08	185		LOUISVILLE	457,600	.38	53
	DAYTON	389,300	.33	58		LUBBOCK	86,100	.07	195
	DAYTONA BEACH	213,900	.18	96		MACON	128,000	.10	153
	DECATUR, IL	42,700	.03	276		MADISON	217,100	.18	93
	DENVER-Boulder	1,059,000	.89	21	*	MANCHESTER	103,800	.08	175
	DES MOINES	221,800	.18	89		MANKATO-NEW ULM-ST. PETER, MN	41,100	.03	279
	DETROIT	1,905,300	1.61	9		MARION-CARBONDALE (SOUTHERN IL)	58,300	.04	245
	DOTHAN, AL	90,100	.07	192		MASON CITY, IA	31,300	.02	291
	DUBUQUE, IA	62,700	.05	235		MCALLEN-BROWNSVILLE-HARLINGEN	321,400	.27	65
	DULUTH-SUPERIOR	80,400	.06	201		MEADVILLE-FRANKLIN, PA	58,700	.04	244
	EAU CLAIRE, WI	58,000	.04	246		MEDFORD-ASHLAND, OR	77,600	.06	205
	EL PASO	248,200	.21	78		MELBOURNE-TITUSVILLE-COCOA	211,800	.18	97
	ELIZABETH CITY-NAGS HEAD, NC	62,400	.05	236		MEMPHIS	493,700	.41	49
	ELKINS-BUCKHANNON-WESTON, WV	48,900	.04	265		MERCED, CA	85,400	.07	196
	ELMIRA-CORNING, NY	75,600	.06	211		MERIDIAN, MS	28,700	.02	294
	ERIE	107,300	.09	171		MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,667,000	1.41	12
	EUGENE-SPRINGFIELD	133,900	.11	145	*	MIDDLESEX-SOMERSET-UNION	691,500	.58	32
	EVANSVILLE	120,200	.10	160		MILWAUKEE-RACINE	685,100	.58	33

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 35-64

US TOTAL 117,680,900

Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	1,295,900	1.10	15		STATE COLLEGE, PA	47,400	.04	266
	MOBILE	215,100	.18	94		STOCKTON	230,500	.19	86
	MODESTO	178,600	.15	121		SUNBURY-SELINGSGROVE-LEWISBRG, PA	77,400	.06	207
*	MONMOUTH-OCEAN	489,000	.41	50		SUSSEX, NJ	71,100	.06	221
	MONROE, LA	53,100	.04	257		SYRACUSE	260,900	.22	76
	MONTEREY-SALINAS-SANTA CRUZ	257,900	.21	77		TALLAHASSEE	101,800	.08	177
	MONTGOMERY	131,000	.11	150		TAMPA-ST. PETERSBURG-CLEARWATER	1,031,700	.87	22
	MONTPELIER-BARRE-ST. JOHNSBURY	53,300	.04	256		TERRE HAUTE	78,100	.06	204
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	99,800	.08	178		TEXARKANA, TX-AR	51,600	.04	259
*	MORRISTOWN, NJ	221,100	.18	90		TOLEDO	235,400	.20	83
	MUNCIE-MARION, IN	73,700	.06	214		TOPEKA	90,900	.07	190
	MUSKEGON, MI	67,800	.05	229		TRAVERSE CITY-PETOSKEY, MI	93,800	.07	187
	MYRTLE BEACH, SC	113,500	.09	164		TRENTON, NJ	149,700	.12	137
	NASHVILLE	538,900	.45	43		TRI-CITIES, WA (RCHLND-KNWK-PSC)	81,900	.06	198
*	NASSAU-SUFFOLK (LONG ISLAND)	1,191,200	1.01	17		TUCSON	345,200	.29	62
*	NEW BEDFORD-FALL RIVER, MA	108,400	.09	170		TULSA	342,100	.29	63
	NEW HAVEN	198,600	.16	105		TUPELO, MS	91,100	.07	189
	NEW LONDON, CT	109,500	.09	169		TUSCALOOSA, AL	60,300	.05	240
	NEW ORLEANS	513,100	.43	46		TYLER-LONGVIEW	130,200	.11	151
	NEW RIVER VALLEY, VA	56,800	.04	249		UTICA-ROME	118,400	.10	163
	NEW YORK	7,427,500	6.31	1		VALDOSTA, GA	43,800	.03	274
	NWBRGH-MIDLWN, NY (MID-HDSN VLY)	149,900	.12	136		VICTOR VALLEY	158,900	.13	129
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	605,900	.51	40		VISALIA-TULARE-HANFORD	180,300	.15	120
	ODESSA-MIDLAND, TX	89,600	.07	194		WACO, TX	75,700	.06	210
	OKLAHOMA CITY	437,200	.37	56		WASHINGTON, DC	2,107,600	1.79	6
	OLEAN, NY	76,400	.06	209		WATERLOO-CEDAR FALLS	54,800	.04	253
	OMAHA-COUNCIL BLUFFS	282,500	.24	73		WATERTOWN, NY	42,100	.03	277
	ORLANDO	655,700	.55	37		WAUSAU-STVNS PT, WI (CNTRL WI)	109,700	.09	168
	OXNARD-VENTURA	182,500	.15	117		WEST PALM BEACH-BOCA RATON	476,100	.40	51
	PALM SPRINGS	121,600	.10	157		WHEELING	61,100	.05	239
	PANAMA CITY, FL	64,700	.05	233		WICHITA	214,400	.18	95
	PARKERSBURG-MARIETTA, WV-OH	62,400	.05	236		WICHITA FALLS, TX	49,900	.04	262
	PENSACOLA	169,000	.14	125		WILKES BARRE-SCRANTON	313,700	.26	67
	PEORIA	135,400	.11	144		WILLIAMSPORT, PA	47,000	.03	268
	PHILADELPHIA	2,078,900	1.76	7		WILMINGTON, DE	280,400	.23	74
	PHOENIX	1,288,700	1.09	16		WILMINGTON, NC	104,200	.08	174
	PITTSBURG, KS (SOUTHEAST KANSAS)	58,800	.05	243		WINCHESTER, VA	74,400	.06	213
	PITTSBURGH, PA	959,900	.81	23		WORCESTER	204,600	.17	102
	PORTLAND, ME	121,000	.10	158		YAKIMA, WA	80,500	.06	199
	PORTLAND, OR	945,200	.80	24		YORK	211,800	.18	97
	PORTSMOUTH-DOVER-ROCHESTER	211,100	.17	99		YOUNGSTOWN-WARREN	186,200	.15	116
	POUGHKEEPSIE, NY	123,600	.10	155					
	PROVIDENCE-WARWICK-PAWTUCKET	669,600	.56	35					
	PUEBLO	56,600	.04	250					
	PUERTO RICO	1,463,600	1.24	14					
	QUAD CITIES (DAVNPR-RI-MOLINE)	141,700	.12	142					
	RALEIGH-DURHAM	536,900	.45	44					
	RAPID CITY, SD	45,600	.03	271					
	READING, PA	157,000	.13	130					
	REDDING, CA	70,300	.05	223					
	RENO	180,800	.15	118					
	RICHMOND	437,300	.37	55					
	RIVERSIDE-SAN BERNARDINO	718,900	.61	29					
	ROANOKE-LYNCHBURG	192,400	.16	113					
	ROCHESTER, MN	72,000	.06	218					
	ROCHESTER, NY	448,200	.38	54					
	ROCKFORD	132,800	.11	146					
	SACRAMENTO	794,300	.67	27					
	SAGINAW-BAY CITY-MIDLAND	161,600	.13	128					
	ST. CLOUD, MN	67,900	.05	228					
	ST. LOUIS	1,070,400	.90	20					
	SALISBURY-OCEAN CITY	135,600	.11	143					
	SALT LAKE CITY-OGDEN-PROVO	595,600	.50	41					
	SAN ANGELO, TX	37,000	.03	284					
	SAN ANTONIO	697,100	.59	31					
	SAN DIEGO	1,134,800	.96	18					
	SAN FRANCISCO	2,916,000	2.47	4					
*	SAN JOSE	708,300	.60	30					
	SAN LUIS OBISPO, CA	99,700	.08	179					
	SANTA BARBARA, CA	76,700	.06	208					
	SANTA FE, NM	72,000	.06	218					
	SANTA MARIA-LOMPOC, CA	71,100	.06	221					
*	SANTA ROSA	197,500	.16	107					
	SARASOTA-BRADENTON	247,500	.21	79					
	SAVANNAH	118,500	.10	162					
	SEATTLE-TACOMA	1,587,700	1.34	13					
	SEBRING, FL	29,500	.02	293					
	SHEBOYGAN, WI	47,100	.04	267					
	SHREVEPORT	147,900	.12	139					
	SIOUX CITY, IA	45,900	.03	270					
	SOUTH BEND	97,800	.08	182					
	SPOKANE	220,100	.18	91					
	SPRINGFIELD, MA	244,700	.20	80					
	SPRINGFIELD, MO	132,400	.11	148					
*	STAMFORD-NORWALK, CT	152,400	.12	133					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 35+					US TOTAL				
					155,452,500				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	76,900	.04	249		FARGO-MOORHEAD	86,200	.05	234
	AKRON	378,600	.24	72		FAYETTEVILLE (NW ARKANSAS)	172,700	.11	151
	ALBANY, GA	59,500	.03	274		FAYETTEVILLE, NC	192,400	.12	139
	ALBANY-SCHENECTADY-TROY	495,500	.31	61		FLAGSTAFF-PRESCOTT, AZ	175,400	.11	149
	ALBUQUERQUE	395,100	.25	71		FLINT	229,500	.14	120
	ALEXANDRIA, LA	97,100	.06	218		FLORENCE, SC	105,400	.06	206
	ALLENTOWN-BETHLEHEM	445,600	.28	66		FLORENCE-MUSCLE SHOALS, AL	79,300	.05	246
	ALTOONA	73,200	.04	255		FT. COLLINS-GREELEY, CO	206,900	.13	130
	AMARILLO, TX	112,300	.07	196		FT. MYERS-NAPLES-MARCO ISLAND	514,700	.33	59
	ANCHORAGE	137,100	.08	179		FT. PIERCE-STUART-VERO BEACH	305,200	.19	86
	ANN ARBOR	162,600	.10	157		FT. SMITH, AR	137,200	.08	178
	APPLETON-OSHKOSH	196,000	.12	136		FT. WALTON BEACH, FL	97,100	.06	218
	ASHEVILLE	168,600	.10	153		FT. WAYNE	260,800	.16	109
	ATLANTA	2,248,200	1.44	12	*	FREDERICK, MD	116,300	.07	194
	ATLANTIC CITY-CAPE MAY	210,400	.13	129	*	FREDERICKSBURG	162,500	.10	158
	AUGUSTA, GA	252,700	.16	116		FRESNO	377,600	.24	73
	AUGUSTA-WATERVILLE, ME	70,700	.04	259		GAINESVILLE-OCALA	310,700	.19	85
	AUSTIN	648,300	.41	49		GRAND FORKS, ND-MN	45,600	.02	288
	BAKERSFIELD	284,700	.18	96		GRAND JUNCTION, CO	68,700	.04	261
	BALTIMORE	1,422,500	.91	20		GRAND RAPIDS	409,600	.26	69
	BANGOR	106,000	.06	205		GREAT FALLS, MT	43,300	.02	292
	BATON ROUGE	298,900	.19	88		GREEN BAY	121,300	.07	190
	BATTLE CREEK, MI	74,100	.04	253		GREENSBORO-WS-HIGH POINT	699,300	.44	43
	BEAUMONT-PORT ARTHUR, TX	200,300	.12	134		GREENVILLE-NEW BERN-JACKSONVILLE	280,900	.18	99
	BECKLEY, WV	45,500	.02	289		GREENVILLE-SPARTANBURG	510,700	.32	60
	BEND, OR	97,800	.06	216		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	153,000	.09	164
	BILLINGS, MT	73,300	.04	254	*	HAMPTONS-RIVERHEAD	75,200	.04	252
	BILOXI-GULFPORT-PASCAGOULA	189,000	.12	141		HARRISBURG-LEBANON-CARLISLE	364,500	.23	74
	BINGHAMTON	139,100	.08	174		HARRISONBURG, VA	52,800	.03	281
	BIRMINGHAM	542,800	.34	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	671,900	.43	46
	BISMARCK, ND	52,400	.03	282		HILTON HEAD, SC	100,000	.06	214
	BLOOMINGTON	72,700	.04	256		HONOLULU	489,600	.31	62
	BLUEFIELD, WV	61,900	.03	269		HOUSTON-GALVESTON	2,517,700	1.61	8
	BOISE	235,000	.15	117		HUNTINGTON-ASHLAND	176,300	.11	148
	BOSTON	2,492,600	1.60	9		HUNTSVILLE	255,600	.16	115
	BOWLING GREEN, KY	103,000	.06	213		INDIANAPOLIS	794,800	.51	39
	BRIDGEPORT	256,500	.16	114		ITHACA, NY	45,200	.02	290
	BRUNSWICK, GA	38,900	.02	295		JACKSON, MS	225,500	.14	125
	BRYAN-COLLEGE STATION, TX	56,500	.03	277		JACKSON, TN	48,300	.03	286
	BUFFALO-NIAGARA FALLS	647,200	.41	50		JACKSONVILLE	646,400	.41	51
	BURLINGTON-PLATTSBURGH	194,900	.12	138		JOHNSON CITY-KINGSPORT-BRISTOL	301,700	.19	87
	CANTON	226,000	.14	124		JOHNSTOWN	135,200	.08	180
	CAPE COD, MA	151,500	.09	165		JONESBORO, AR	41,900	.02	293
	CASPER, WY	36,800	.02	296		JOPLIN, MO	85,100	.05	239
	CEDAR RAPIDS	103,600	.06	210		KALAMAZOO	118,700	.07	192
	CHAMPAIGN, IL	81,900	.05	243		KANSAS CITY	961,500	.61	28
	CHARLESTON, SC	297,100	.19	89		KILLEEN-TEMPLE, TX	137,900	.08	176
	CHARLESTON, WV	145,600	.09	169		KNOXVILLE	401,100	.25	70
	CHARLOTTE-GASTONIA-ROCK HILL	843,700	.54	35		LA CROSSE, WI	93,200	.06	221
	CHARLOTTEVILLE, VA	87,100	.05	231		LAFAYETTE, IN	64,300	.04	265
	CHATTANOOGA	268,600	.17	103		LAFAYETTE, LA	258,300	.16	110
	CHEYENNE, WY	44,500	.02	291		LAKE CHARLES, LA	93,000	.05	222
	CHICAGO	4,675,600	3.00	3		LAKELAND-WINTER HAVEN	287,500	.18	94
	CHICO, CA	107,900	.06	202		LANCASTER	258,200	.16	111
	CINCINNATI	1,049,700	.67	26		LANSING-EAST LANSING	224,200	.14	126
	CLARKSVILLE-HOPKINSVILLE, TN-KY	92,600	.05	224		LAREDO, TX	86,300	.05	233
	CLEVELAND	1,172,400	.75	25		LAS VEGAS	839,300	.53	36
	COLORADO SPRINGS	273,400	.17	101		LASALLE-PERU, IL	85,600	.05	237
	COLUMBIA, MO	63,700	.04	266		LAUREL-HATTIESBURG, MS	87,900	.05	229
	COLUMBIA, SC	290,900	.18	91		LAWTON, OK	50,500	.03	285
	COLUMBUS, GA	120,800	.07	191		LEBANON-RUTLAND-WHITE RIVER JUNC	143,500	.09	172
	COLUMBUS, OH	828,300	.53	37		LEWISTON-AUBURN, ME	60,900	.03	271
	COLUMBUS-STARKVILLE-W. POINT, MS	55,900	.03	279		LEXINGTON-FAYETTE	257,700	.16	113
	CONCORD (LAKE REGIONS)	151,300	.09	166		LIMA, OH	81,500	.05	244
	COOKEVILLE, TN	51,400	.03	283		LINCOLN	126,300	.08	186
	CORPUS CHRISTI	187,900	.12	143		LITTLE ROCK	312,000	.20	84
	DALLAS-FT. WORTH	2,726,600	1.75	6		LOS ANGELES	6,295,500	4.04	2
	DANBURY, CT	127,200	.08	184		LOUISVILLE	597,400	.38	53
	DAYTON	528,500	.34	58		LUBBOCK	114,700	.07	195
	DAYTONA BEACH	338,500	.21	78		MACON	165,800	.10	155
	DECATUR, IL	59,900	.03	272		MADISON	271,800	.17	102
	DENVER-Boulder	1,297,200	.83	23	*	MANCHESTER	130,100	.08	182
	DES MOINES	285,600	.18	95		MANKATO-NEW ULM-ST. PETER, MN	56,000	.03	278
	DETROIT	2,467,900	1.58	10		MARION-CARBONDALE (SOUTHERN IL)	82,700	.05	241
	DOTHAN, AL	123,000	.07	189		MASON CITY, IA	46,600	.03	287
	DUBUQUE, IA	88,500	.05	227		MCALLEN-BROWNSVILLE-HARLINGEN	425,900	.27	68
	DULUTH-SUPERIOR	111,600	.07	197		MEADVILLE-FRANKLIN, PA	82,700	.05	241
	EAU CLAIRE, WI	78,200	.05	248		MEDFORD-ASHLAND, OR	109,200	.07	200
	EL PASO	322,000	.20	81		MELBOURNE-TITUSVILLE-COCOA	318,000	.20	82
	ELIZABETH CITY-NAGS HEAD, NC	85,100	.05	239		MEMPHIS	624,900	.40	52
	ELKINS-BUCKHANNON-WESTON, WV	68,000	.04	263		MERCED, CA	110,300	.07	198
	ELMIRA-CORNING, NY	104,800	.06	208		MERIDIAN, MS	39,700	.02	294
	ERIE	147,800	.09	167		MIAMI-FT. LAUDERDALE-HOLLYWOOD	2,258,500	1.45	11
	EUGENE-SPRINGFIELD	179,500	.11	146	*	MIDDLESEX-SOMERSET-UNION	897,300	.57	33
	EVANSVILLE	162,500	.10	158		MILWAUKEE-RACINE	900,200	.57	32

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

PERSONS 35+					US TOTAL 155,452,500				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	1,605,600	1.03	16		STATE COLLEGE, PA	63,200	.04	267
	MOBILE	289,900	.18	93		STOCKTON	296,200	.19	90
	MODESTO	229,900	.14	119		SUNBURY-SELINGSGROVE-LEWISBRG, PA	110,200	.07	199
*	MONMOUTH-OCEAN	691,700	.44	44		SUSSEX, NJ	86,100	.05	236
	MONROE, LA	71,200	.04	257		SYRACUSE	348,700	.22	77
	MONTEREY-SALINAS-SANTA CRUZ	325,500	.20	80		TALLAHASSEE	127,100	.08	185
	MONTGOMERY	171,100	.11	152		TAMPA-ST. PETERSBURG-CLEARWATER	1,514,700	.97	18
	MONTPELIER-BARRE-ST. JOHNSBURY	71,000	.04	258		TERRE HAUTE	109,200	.07	200
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	138,000	.08	175		TEXARKANA, TX-AR	69,800	.04	260
*	MORRISTOWN, NJ	282,000	.18	97		TOLEDO	313,700	.20	83
	MUNCIE-MARION, IN	103,300	.06	212		TOPEKA	123,500	.07	187
	MUSKEGON, MI	90,100	.05	226		TRAVERSE CITY-PETOSKEY, MI	128,200	.08	183
	MYRTLE BEACH, SC	157,600	.10	162		TRENTON, NJ	196,100	.12	135
	NASHVILLE	676,900	.43	45		TRI-CITIES, WA (RCHLND-KNWK-PSC)	103,500	.06	211
*	NASSAU-SUFFOLK (LONG ISLAND)	1,581,300	1.01	17		TUCSON	477,000	.30	63
*	NEW BEDFORD-FALL RIVER, MA	144,800	.09	171		TULSA	450,200	.28	65
	NEW HAVEN	268,400	.17	104		TUPELO, MS	123,200	.07	188
	NEW LONDON, CT	144,900	.09	170		TUSCALOOSA, AL	79,600	.05	245
	NEW ORLEANS	665,000	.42	47		TYLER-LONGVIEW	180,300	.11	145
	NEW RIVER VALLEY, VA	76,600	.04	250		UTICA-ROME	167,900	.10	154
	NEW YORK	9,744,500	6.26	1		VALDOSTA, GA	56,700	.03	276
	NWBRGH-MIDLTWN, NY(MID-HDSN VLY)	188,800	.12	142		VICTOR VALLEY	201,400	.12	132
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	772,900	.49	40		VISALIA-TULARE-HANFORD	229,300	.14	121
	ODESSA-MIDLAND, TX	118,000	.07	193		WACO, TX	104,100	.06	209
	OKLAHOMA CITY	571,600	.36	55		WASHINGTON, DC	2,576,200	1.65	7
	OLEAN, NY	106,900	.06	203		WATERLOO-CEDAR FALLS	76,500	.04	251
	OMAHA-COUNCIL BLUFFS	361,500	.23	76		WATERTOWN, NY	55,700	.03	280
	ORLANDO	827,800	.53	38		WAUSAU-STVNS PT, WI (CNTRL WI)	146,300	.09	168
	OXNARD-VENTURA	228,800	.14	122		WEST PALM BEACH-BOCA RATON	758,900	.48	41
	PALM SPRINGS	162,800	.10	156		WHEELING	88,300	.05	228
	PANAMA CITY, FL	87,100	.05	231		WICHITA	280,800	.18	100
	PARKERSBURG-MARIETTA, WV-OH	86,200	.05	234		WICHITA FALLS, TX	68,100	.04	262
	PENSACOLA	227,400	.14	123		WILKES BARRE-SCRANTON	450,600	.28	64
	PEORIA	186,300	.11	144		WILLIAMSPORT, PA	66,300	.04	264
	PHILADELPHIA	2,778,000	1.78	5		WILMINGTON, DE	362,500	.23	75
	PHOENIX	1,690,300	1.08	15		WILMINGTON, NC	142,300	.09	173
	PITTSBURG, KS (SOUTHEAST KANSAS)	85,300	.05	238		WINCHESTER, VA	98,900	.06	215
	PITTSBURGH, PA	1,375,700	.88	22		WORCESTER	267,000	.17	105
	PORTLAND, ME	158,100	.10	161		YAKIMA, WA	106,100	.06	204
	PORTLAND, OR	1,189,600	.76	24		YORK	281,900	.18	98
	PORTSMOUTH-DOVER-ROCHESTER	265,700	.17	108		YOUNGSTOWN-WARREN	266,800	.17	106
	POUGHKEEPSIE, NY	160,400	.10	160					
	PROVIDENCE-WARWICK-PAWTUCKET	903,100	.58	30					
	PUEBLO	79,000	.05	247					
	PUERTO RICO	1,933,400	1.24	14					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	192,200	.12	140					
	RALEIGH-DURHAM	655,200	.42	48					
	RAPID CITY, SD	59,700	.03	273					
	READING, PA	215,300	.13	128					
	REDDING, CA	97,600	.06	217					
	RENO	232,000	.14	118					
	RICHMOND	557,900	.35	56					
	RIVERSIDE-SAN BERNARDINO	929,400	.59	29					
	ROANOKE-LYNCHBURG	265,900	.17	107					
	ROCHESTER, MN	93,000	.05	222					
	ROCHESTER, NY	594,200	.38	54					
	ROCKFORD	175,100	.11	150					
	SACRAMENTO	1,031,200	.66	27					
	SAGINAW-BAY CITY-MIDLAND	218,200	.14	127					
	ST. CLOUD, MN	87,800	.05	230					
	ST. LOUIS	1,416,300	.91	21					
	SALISBURY-OCEAN CITY	195,000	.12	137					
	SALT LAKE CITY-OGDEN-PROVO	745,800	.47	42					
	SAN ANGELO, TX	51,300	.03	284					
	SAN ANTONIO	902,800	.58	31					
	SAN DIEGO	1,468,000	.94	19					
	SAN FRANCISCO	3,722,500	2.39	4					
*	SAN JOSE	884,400	.56	34					
	SAN LUIS OBISPO, CA	137,300	.08	177					
	SANTA BARBARA, CA	105,000	.06	207					
	SANTA FE, NM	91,200	.05	225					
	SANTA MARIA-LOMPOC, CA	94,700	.06	220					
*	SANTA ROSA	258,000	.16	112					
	SARASOTA-BRADENTON	428,700	.27	67					
	SAVANNAH	155,000	.09	163					
	SEATTLE-TACOMA	1,986,000	1.27	13					
	SEBRING, FL	59,400	.03	275					
	SHEBOYGAN, WI	63,100	.04	268					
	SHREVEPORT	201,400	.12	132					
	SIOUX CITY, IA	61,600	.03	270					
	SOUTH BEND	133,100	.08	181					
	SPOKANE	290,100	.18	92					
	SPRINGFIELD, MA	329,700	.21	79					
	SPRINGFIELD, MO	178,100	.11	147					
*	STAMFORD-NORWALK, CT	202,100	.13	131					

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 12-24				US TOTAL 28,347,600			
Ind	Metro Market Name	Population	Pct of US Rank	Ind	Metro Market Name	Population	Pct of US Rank
	ABILENE, TX	18,200	.06 223		FARGO-MOORHEAD	20,500	.07 210
	AKRON	64,400	.22 78		FAYETTEVILLE (NW ARKANSAS)	35,500	.12 142
	ALBANY, GA	13,200	.04 265		FAYETTEVILLE, NC	51,300	.18 99
	ALBANY-SCHENECTADY-TROY	85,100	.30 65		FLAGSTAFF-PRESCOTT, AZ	31,100	.10 154
	ALBUQUERQUE	72,200	.25 71		FLINT	41,400	.14 123
	ALEXANDRIA, LA	18,700	.06 219		FLORENCE, SC	17,800	.06 230
	ALLENTOWN-BETHLEHEM	70,000	.24 73		FLORENCE-MUSCLE SHOALS, AL	12,300	.04 269
	ALTOONA	11,100	.03 279		FT. COLLINS-GREELEY, CO	46,100	.16 108
	AMARILLO, TX	22,800	.08 195		FT. MYERS-NAPLES-MARCO ISLAND	60,500	.21 84
	ANCHORAGE	28,500	.10 167		FT. PIERCE-STUART-VERO BEACH	38,100	.13 135
	ANN ARBOR	37,900	.13 136		FT. SMITH, AR	25,100	.08 180
	APPLETON-OSHKOSH	37,000	.13 137		FT. WALTON BEACH, FL	17,600	.06 235
	ASHEVILLE	24,000	.08 187		FT. WAYNE	49,500	.17 102
	ATLANTA	420,200	1.48 9	*	FREDERICK, MD	20,700	.07 209
	ATLANTIC CITY-CAPE MAY	32,700	.11 150	*	FREDERICKSBURG	33,000	.11 148
	AUGUSTA, GA	50,100	.17 101		FRESNO	98,700	.34 55
	AUGUSTA-WATERVILLE, ME	11,300	.03 277		GAINESVILLE-OCALA	59,100	.20 85
	AUSTIN	141,200	.49 41		GRAND FORKS, ND-MN	12,000	.04 272
	BAKERSFIELD	76,300	.26 68		GRAND JUNCTION, CO	12,200	.04 270
	BALTIMORE	243,600	.85 20		GRAND RAPIDS	86,200	.30 63
	BANGOR	18,000	.06 224		GREAT FALLS, MT	7,600	.02 290
	BATON ROUGE	67,500	.23 76		GREEN BAY	23,000	.08 194
	BATTLE CREEK, MI	13,400	.04 264		GREENSBORO-WS-HIGH POINT	114,000	.40 49
	BEAUMONT-PORT ARTHUR, TX	39,100	.13 129		GREENVILLE-NEW BERN-JACKSONVILLE	74,000	.26 69
	BECKLEY, WV	6,900	.02 293		GREENVILLE-SPARTANBURG	86,500	.30 62
	BEND, OR	16,300	.05 244		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	24,600	.08 185
	BILLINGS, MT	12,400	.04 268	*	HAMPTONS-RIVERHEAD	11,900	.04 275
	BILOXI-GULFPORT-PASCAGOULA	37,000	.13 137		HARRISBURG-LEBANON-CARLISLE	57,600	.20 88
	BINGHAMTON	24,800	.08 181		HARRISONBURG, VA	14,800	.05 252
	BIRMINGHAM	90,800	.32 60		HARTFORD-NEW BRITAIN-MIDDLETOWN	112,900	.39 50
	BISMARCK, ND	9,700	.03 285		HILTON HEAD, SC	19,700	.06 215
	BLOOMINGTON	18,500	.06 220		HONOLULU	86,100	.30 64
	BLUEFIELD, WV	8,900	.03 287		HOUSTON-GALVESTON	519,900	1.83 6
	BOISE	49,200	.17 103		HUNTINGTON-ASHLAND	27,400	.09 170
	BOSTON	389,100	1.37 12		HUNTSVILLE	44,200	.15 117
	BOWLING GREEN, KY	19,200	.06 216		INDIANAPOLIS	142,300	.50 40
	BRIDGEPORT	41,500	.14 122		ITHACA, NY	16,500	.05 242
	BRUNSWICK, GA	6,500	.02 296		JACKSON, MS	45,600	.16 109
	BRYAN-COLLEGE STATION, TX	29,400	.10 162		JACKSON, TN	9,300	.03 286
	BUFFALO-NIAGARA FALLS	105,400	.37 53		JACKSONVILLE	117,400	.41 47
	BURLINGTON-PLATTSBURGH	37,000	.13 137		JOHNSON CITY-KINGSPORT-BRISTOL	42,400	.14 121
	CANTON	36,800	.12 140		JOHNSTOWN	20,000	.07 213
	CAPE COD, MA	17,300	.06 237		JONESBORO, AR	8,500	.03 288
	CASPER, WY	6,900	.02 293		JOPLIN, MO	15,500	.05 248
	CEDAR RAPIDS	17,700	.06 231		KALAMAZOO	26,200	.09 176
	CHAMPAIGN, IL	27,800	.09 169		KANSAS CITY	167,600	.59 32
	CHARLESTON, SC	58,400	.20 87		KILLEEN-TEMPLE, TX	38,900	.13 131
	CHARLESTON, WV	20,000	.07 213		KNOXVILLE	63,100	.22 80
	CHARLOTTE-GASTONIA-ROCK HILL	146,900	.51 37		LA CROSSE, WI	19,000	.06 217
	CHARLOTTESVILLE, VA	18,000	.06 224		LAFAYETTE, IN	25,500	.09 179
	CHATTANOOGA	43,500	.15 119		LAFAYETTE, LA	53,300	.18 96
	CHEYENNE, WY	8,400	.02 289		LAKE CHARLES, LA	18,300	.06 222
	CHICAGO	859,600	3.03 3		LAKELAND-WINTER HAVEN	47,100	.16 106
	CHICO, CA	23,500	.08 191		LANCASTER	46,600	.16 107
	CINCINNATI	192,300	.67 28		LANSING-EAST LANSING	51,000	.17 100
	CLARKSVILLE-HOPKINSVILLE, TN-KY	23,900	.08 188		LAREDO, TX	24,700	.08 183
	CLEVELAND	189,300	.66 30		LAS VEGAS	145,300	.51 38
	COLORADO SPRINGS	58,900	.20 86		LASALLE-PERU, IL	14,400	.05 255
	COLUMBIA, MO	17,300	.06 237		LAUREL-HATTIESBURG, MS	18,900	.06 218
	COLUMBIA, SC	56,300	.19 91		LAWTON, OK	15,200	.05 251
	COLUMBUS, GA	30,100	.10 158		LEBANON-RUTLAND-WHITE RIVER JUNC	23,200	.08 193
	COLUMBUS, OH	155,300	.54 34		LEWISTON-AUBURN, ME	9,800	.03 283
	COLUMBUS-STARKVILLE-W. POINT, MS	15,400	.05 249		LEXINGTON-FAYETTE	47,500	.16 105
	CONCORD (LAKE REGIONS)	24,600	.08 185		LIMA, OH	15,900	.05 246
	COOKEVILLE, TN	9,800	.03 283		LINCOLN	28,300	.09 168
	CORPUS CHRISTI	39,100	.13 129		LITTLE ROCK	56,600	.19 90
	DALLAS-FT. WORTH	547,100	1.93 5		LOS ANGELES	1,246,100	4.39 2
	DANBURY, CT	17,700	.06 231		LOUISVILLE	93,400	.32 59
	DAYTON	93,600	.33 58		LUBBOCK	29,600	.10 159
	DAYTONA BEACH	45,300	.15 112		MACON	32,000	.11 152
	DECATUR, IL	10,100	.03 282		MADISON	53,100	.18 97
	DENVER-BOULDER	234,000	.82 21	*	MANCHESTER	21,400	.07 202
	DES MOINES	57,100	.20 89		MANKATO-NEW ULM-ST. PETER, MN	14,800	.05 252
	DETROIT	416,100	1.46 10		MARION-CARBONDALE (SOUTHERN IL)	18,000	.06 224
	DOTHAN, AL	21,200	.07 206		MASON CITY, IA	7,300	.02 292
	DUBUQUE, IA	17,300	.06 237		MCALLEN-BROWNSVILLE-HARLINGEN	114,600	.40 48
	DULUTH-SUPERIOR	20,100	.07 212		MEADVILLE-FRANKLIN, PA	13,900	.04 259
	EAU CLAIRE, WI	16,500	.05 242		MEDFORD-ASHLAND, OR	17,700	.06 231
	EL PASO	78,500	.27 67		MELBOURNE-TITUSVILLE-COCOA	44,000	.15 118
	ELIZABETH CITY-NAGS HEAD, NC	13,900	.04 259		MEMPHIS	122,300	.43 45
	ELKINS-BUCKHANNON-WESTON, WV	10,800	.03 281		MERCED, CA	29,600	.10 159
	ELMIRA-CORNING, NY	17,700	.06 231		MERIDIAN, MS	7,600	.02 290
	ERIE	28,600	.10 166		MIAMI-FT. LAUDERDALE-HOLLYWOOD	352,700	1.24 13
	EUGENE-SPRINGFIELD	31,600	.11 153	*	MIDDLESEX-SOMERSET-UNION	138,700	.48 42
	EVANSVILLE	27,300	.09 171		MILWAUKEE-RACINE	160,100	.56 33

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 12-24				US TOTAL 28,347,600			
Ind	Metro Market Name	Population	Pct of US Metro Rank	Ind	Metro Market Name	Population	Pct of US Metro Rank
	MINNEAPOLIS-ST. PAUL	290,100	1.02 17		STATE COLLEGE, PA	22,300	.07 198
	MOBILE	52,400	.18 98		STOCKTON	73,300	.25 70
	MODESTO	54,800	.19 92		SUNBURY-SELINGSGROVE-LEWISBRG, PA	18,500	.06 220
*	MONMOUTH-OCEAN	101,000	.35 54		SUSSEX, NJ	14,400	.05 255
	MONROE, LA	15,400	.05 249		SYRACUSE	65,700	.23 77
	MONTEREY-SALINAS-SANTA CRUZ	69,400	.24 74		TALLAHASSEE	33,600	.11 147
	MONTGOMERY	35,200	.12 144		TAMPA-ST. PETERSBURG-CLEARWATER	207,100	.73 25
	MONTPELIER-BARRE-ST. JOHNSBURY	12,100	.04 271		TERRE HAUTE	21,300	.07 205
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	26,600	.09 175		TEXARKANA, TX-AR	13,200	.04 265
*	MORRISTOWN, NJ	39,900	.14 127		TOLEDO	61,200	.21 83
	MUNCIE-MARION, IN	21,600	.07 201		TOPEKA	20,800	.07 208
	MUSKEGON, MI	17,500	.06 236		TRAVERSE CITY-PETOSKEY, MI	20,500	.07 210
	MYRTLE BEACH, SC	22,100	.07 200		TRENTON, NJ	35,300	.12 143
	NASHVILLE	120,400	.42 46		TRI-CITIES, WA (RCHLND-KNWK-PSC)	23,300	.08 192
*	NASSAU-SUFFOLK (LONG ISLAND)	246,200	.86 19		TUCSON	86,600	.30 61
*	NEW BEDFORD-FALL RIVER, MA	23,900	.08 188		TULSA	81,400	.28 66
	NEW HAVEN	45,400	.16 110		TUPELO, MS	22,400	.07 196
	NEW LONDON, CT	26,700	.09 174		TUSCALOOSA, AL	18,000	.06 224
	NEW ORLEANS	123,000	.43 44		TYLER-LONGVIEW	34,700	.12 145
	NEW RIVER VALLEY, VA	24,800	.08 181		UTICA-ROME	28,800	.10 165
	NEW YORK	1,547,000	5.45 1		VALDOSTA, GA	13,700	.04 261
	NWRGH-MIDLTWN, NY (MID-HDSN VLY)	40,100	.14 126		VICTOR VALLEY	44,900	.15 114
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	168,800	.59 31		VISALIA-TULARE-HANFORD	63,600	.22 79
	ODESSA-MIDLAND, TX	25,600	.09 178		WACO, TX	25,700	.09 177
	OKLAHOMA CITY	111,900	.39 51		WASHINGTON, DC	427,200	1.50 8
	OLEAN, NY	21,400	.07 202		WATERLOO-CEDAR FALLS	15,900	.05 246
	OMAHA-COUNCIL BLUFFS	69,400	.24 74		WATERTOWN, NY	13,500	.04 263
	ORLANDO	151,600	.53 35		WAUSAU-STVNS PT, WI (CNTRL WI)	27,300	.09 171
	OXNARD-VENTURA	53,400	.18 95		WEST PALM BEACH-BOCA RATON	95,900	.33 57
	PALM SPRINGS	38,400	.13 133		WHEELING	13,700	.04 261
	PANAMA CITY, FL	14,200	.05 257		WICHITA	54,100	.19 94
	PARKERSBURG-MARIETTA, WV-OH	13,000	.04 267		WICHITA FALLS, TX	17,900	.06 228
	PENSACOLA	48,700	.17 104		WILKES BARRE-SCRANTON	70,300	.24 72
	PEORIA	32,100	.11 151		WILLIAMSPORT, PA	11,600	.04 276
	PHILADELPHIA	473,300	1.66 7		WILMINGTON, DE	63,100	.22 80
	PHOENIX	330,600	1.16 15		WILMINGTON, NC	21,400	.07 202
	PITTSBURG, KS (SOUTHEAST KANSAS)	16,900	.05 240		WINCHESTER, VA	16,000	.05 245
	PITTSBURGH, PA	196,300	.69 27		WORCESTER	45,400	.16 110
	PORTLAND, ME	23,900	.08 188		YAKIMA, WA	24,700	.08 183
	PORTLAND, OR	210,100	.74 24		YORK	45,200	.15 113
	PORTSMOUTH-DOVER-ROCHESTER	43,000	.15 120		YOUNGSTOWN-WARREN	41,200	.14 124
	POUGHKEEPSIE, NY	29,200	.10 163				
	PROVIDENCE-WARWICK-PAWTUCKET	148,200	.52 36				
	PUEBLO	14,600	.05 254				
	PUERTO RICO	391,100	1.37 11				
	QUAD CITIES (DAVNPRT-RI-MOLINE)	33,000	.11 148				
	RALEIGH-DURHAM	123,600	.43 43				
	RAPID CITY, SD	12,000	.04 272				
	READING, PA	36,000	.12 141				
	REDDING, CA	17,900	.06 228				
	RENO	39,800	.14 128				
	RICHMOND	98,200	.34 56				
	RIVERSIDE-SAN BERNARDINO	230,400	.81 22				
	ROANOKE-LYNCHBURG	40,900	.14 125				
	ROCHESTER, MN	16,700	.05 241				
	ROCHESTER, NY	108,700	.38 52				
	ROCKFORD	30,800	.10 155				
	SACRAMENTO	203,200	.71 26				
	SAGINAW-BAY CITY-MIDLAND	38,400	.13 133				
	ST. CLOUD, MN	22,200	.07 199				
	ST. LOUIS	247,100	.87 18				
	SALISBURY-OCEAN CITY	29,600	.10 159				
	SALT LAKE CITY-OGDEN-PROVO	213,300	.75 23				
	SAN ANGELO, TX	11,200	.03 278				
	SAN ANTONIO	189,500	.66 29				
	SAN DIEGO	302,400	1.06 16				
	SAN FRANCISCO	580,300	2.04 4				
*	SAN JOSE	144,400	.50 39				
	SAN LUIS OBISPO, CA	29,100	.10 164				
	SANTA BARBARA, CA	21,200	.07 206				
	SANTA FE, NM	14,100	.04 258				
	SANTA MARIA-LOMPOC, CA	22,400	.07 196				
*	SANTA ROSA	44,300	.15 116				
	SARASOTA-BRADENTON	44,800	.15 115				
	SAVANNAH	30,300	.10 157				
	SEATTLE-TACOMA	340,400	1.20 14				
	SEBRING, FL	6,900	.02 293				
	SHEBOYGAN, WI	11,000	.03 280				
	SHREVEPORT	38,600	.13 132				
	SIOUX CITY, IA	12,000	.04 272				
	SOUTH BEND	27,200	.09 173				
	SPOKANE	54,800	.19 92				
	SPRINGFIELD, MA	63,100	.22 80				
	SPRINGFIELD, MO	33,700	.11 146				
*	STAMFORD-NORWALK, CT	30,700	.10 156				

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 18-34					US TOTAL				
					35,465,900				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	21,800	.06	226		FARGO-MOORHEAD	28,400	.08	195
	AKRON	77,500	.21	80		FAYETTEVILLE (NW ARKANSAS)	48,000	.13	127
	ALBANY, GA	15,300	.04	263		FAYETTEVILLE, NC	65,600	.18	96
	ALBANY-SCHENECTADY-TROY	102,100	.28	65		FLAGSTAFF-PRESCOTT, AZ	36,300	.10	163
	ALBUQUERQUE	89,900	.25	70		FLINT	48,300	.13	125
	ALEXANDRIA, LA	21,700	.06	229		FLORENCE, SC	21,800	.06	226
	ALLEN TOWN-BETHLEHEM	80,700	.22	77		FLORENCE-MUSCLE SHOALS, AL	15,300	.04	263
	ALTOONA	13,500	.03	276		FT. COLLINS-GREELEY, CO	61,700	.17	102
	AMARILLO, TX	28,900	.08	192		FT. MYERS-NAPLES-MARCO ISLAND	76,200	.21	82
	ANCHORAGE	32,300	.09	176		FT. PIERCE-STUART-VERO BEACH	42,300	.11	145
	ANN ARBOR	54,900	.15	110		FT. SMITH, AR	30,200	.08	186
	APPLETON-OSHKOSH	45,200	.12	136		FT. WALTON BEACH, FL	21,700	.06	229
	ASHEVILLE	30,800	.08	181		FT. WAYNE	59,300	.16	104
	ATLANTA	587,900	1.65	7	*	FREDERICK, MD	23,200	.06	222
	ATLANTIC CITY-CAPE MAY	36,500	.10	162	*	FREDERICKSBURG	38,400	.10	154
	AUGUSTA, GA	58,800	.16	106		FRESNO	118,700	.33	55
	AUGUSTA-WATERVILLE, ME	12,700	.03	282		GAINESVILLE-OCALA	74,400	.20	86
	AUSTIN	215,000	.60	31		GRAND FORKS, ND-MN	15,200	.04	266
	BAKERSFIELD	92,300	.26	69		GRAND JUNCTION, CO	14,100	.03	273
	BALTIMORE	285,500	.80	20		GRAND RAPIDS	105,400	.29	64
	BANGOR	21,800	.06	226		GREAT FALLS, MT	9,000	.02	292
	BATON ROUGE	83,200	.23	74		GREEN BAY	29,600	.08	190
	BATTLE CREEK, MI	15,100	.04	267		GREENSBORO-WS-HIGH POINT	148,100	.41	45
	BEAUMONT-PORT ARTHUR, TX	46,900	.13	128		GREENVILLE-NEW BERN-JACKSONVILLE	93,200	.26	68
	BECKLEY, WV	9,600	.02	290		GREENVILLE-SPARTANBURG	114,500	.32	58
	BEND, OR	19,600	.05	242		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	31,600	.08	179
	BILLINGS, MT	14,900	.04	269	*	HAMPTONS-RIVERHEAD	14,100	.03	273
	BILOXI-GULFPORT-PASCAGOULA	45,000	.12	137		HARRISBURG-LEBANON-CARLISLE	69,200	.19	93
	BINGHAMTON	28,600	.08	194		HARRISONBURG, VA	18,400	.05	251
	BIRMINGHAM	114,500	.32	58		HARTFORD-NEW BRITAIN-MIDDLETOWN	127,700	.36	51
	BISMARCK, ND	12,200	.03	283		HILTON HEAD, SC	26,300	.07	204
	BLOOMINGTON	24,200	.06	214		HONOLULU	115,700	.32	57
	BLUEFIELD, WV	11,600	.03	286		HOUSTON-GALVESTON	658,500	1.85	6
	BOISE	64,200	.18	98		HUNTINGTON-ASHLAND	36,300	.10	163
	BOSTON	517,300	1.45	10		HUNTSVILLE	54,200	.15	112
	BOWLING GREEN, KY	25,600	.07	206		INDIANAPOLIS	179,400	.50	42
	BRIDGEPORT	45,700	.12	133		ITHACA, NY	20,600	.05	234
	BRUNSWICK, GA	7,300	.02	296		JACKSON, MS	55,900	.15	107
	BRYAN-COLLEGE STATION, TX	39,300	.11	151		JACKSON, TN	11,400	.03	287
	BUFFALO-NIAGARA FALLS	123,900	.34	52		JACKSONVILLE	139,600	.39	49
	BURLINGTON-PLATTSBURGH	46,200	.13	130		JOHNSON CITY-KINGSPORT-BRISTOL	55,700	.15	108
	CANTON	41,300	.11	147		JOHNSTOWN	24,800	.06	209
	CAPE COD, MA	19,300	.05	246		JONESBORO, AR	11,800	.03	284
	CASPER, WY	8,000	.02	294		JOPLIN, MO	19,400	.05	243
	CEDAR RAPIDS	23,300	.06	220		KALAMAZOO	34,000	.09	169
	CHAMPAIGN, IL	37,000	.10	158		KANSAS CITY	211,000	.59	33
	CHARLESTON, SC	76,400	.21	81		KILLEEN-TEMPLE, TX	52,500	.14	119
	CHARLESTON, WV	24,800	.06	209		KNOXVILLE	82,900	.23	75
	CHARLOTTE-GASTONIA-ROCK HILL	201,000	.56	37		LA CROSSE, WI	22,200	.06	225
	CHARLOTTEVILLE, VA	22,300	.06	224		LAFAYETTE, IN	34,000	.09	169
	CHATTANOOGA	55,100	.15	109		LAFAYETTE, LA	62,400	.17	101
	CHEYENNE, WY	10,700	.03	289		LAKE CHARLES, LA	21,700	.06	229
	CHICAGO	1,101,400	3.10	3		LAKELAND-WINTER HAVEN	54,200	.15	112
	CHICO, CA	29,900	.08	187		LANCASTER	53,000	.14	117
	CINCINNATI	233,800	.65	27		LANSING-EAST LANSING	63,100	.17	100
	CLARKSVILLE-HOPKINSVILLE, TN-KY	33,600	.09	171		LAREDO, TX	28,800	.08	193
	CLEVELAND	216,100	.60	30		LAS VEGAS	201,400	.56	36
	COLORADO SPRINGS	69,900	.19	92		LASALLE-PERU, IL	16,700	.04	260
	COLUMBIA, MO	23,800	.06	218		LAUREL-HATTIESBURG, MS	24,800	.06	209
	COLUMBIA, SC	73,100	.20	89		LAWTON, OK	19,400	.05	243
	COLUMBUS, GA	36,600	.10	161		LEBANON-RUTLAND-WHITE RIVER JUNC	25,600	.07	206
	COLUMBUS, OH	211,800	.59	32		LEWISTON-AUBURN, ME	11,800	.03	284
	COLUMBUS-STARKVILLE-W. POINT, MS	19,100	.05	249		LEXINGTON-FAYETTE	71,300	.20	91
	CONCORD (LAKE REGIONS)	27,300	.07	200		LIMA, OH	18,300	.05	253
	COOKEVILLE, TN	13,300	.03	279		LINCOLN	40,800	.11	149
	CORPUS CHRISTI	44,600	.12	138		LITTLE ROCK	72,100	.20	90
	DALLAS-FT. WORTH	737,500	2.07	5		LOS ANGELES	1,680,900	4.73	2
	DANBURY, CT	19,900	.05	238		LOUISVILLE	121,300	.34	54
	DAYTON	110,800	.31	63		LUBBOCK	38,100	.10	155
	DAYTONA BEACH	53,900	.15	115		MACON	37,000	.10	158
	DECATUR, IL	11,400	.03	287		MADISON	74,600	.21	84
	DENVER-BOULDER	327,600	.92	18	*	MANCHESTER	24,400	.06	213
	DES MOINES	75,700	.21	83		MANKATO-NEW ULM-ST. PETER, MN	18,100	.05	254
	DETROIT	498,600	1.40	11		MARION-CARBONDALE(SOUTHERN IL)	23,900	.06	217
	DOTHAN, AL	25,600	.07	206		MASON CITY, IA	8,200	.02	293
	DUBUQUE, IA	19,900	.05	238		MCALLEN-BROWNSVILLE-HARLINGEN	130,900	.36	50
	DULUTH-SUPERIOR	24,100	.06	215		MEADVILLE-FRANKLIN, PA	15,100	.04	267
	EAU CLAIRE, WI	20,100	.05	237		MEDFORD-ASHLAND, OR	20,300	.05	235
	EL PASO	87,400	.24	72		MELBOURNE-TITUSVILLE-COCOA	46,800	.13	129
	ELIZABETH CITY-NAGS HEAD, NC	16,900	.04	259		MEMPHIS	147,500	.41	46
	ELKINS-BUCKHANNON-WESTON, WV	12,900	.03	281		MERCED, CA	33,100	.09	174
	ELMIRA-CORNING, NY	20,700	.05	233		MERIDIAN, MS	9,100	.02	291
	ERIE	33,600	.09	171		MIAMI-FT. LAUDERDALE-HOLLYWOOD	436,900	1.23	15
	EUGENE-SPRINGFIELD	42,800	.12	144	*	MIDDLESEX-SOMERSET-UNION	173,700	.48	43
	EVANSVILLE	33,200	.09	173		MILWAUKEE-RACINE	189,500	.53	39

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

				MEN 18-34		US TOTAL		35,465,900	
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	366,900	1.03	17		STATE COLLEGE, PA	30,300	.08	185
	MOBILE	61,700	.17	102		STOCKTON	85,000	.23	73
	MODESTO	64,500	.18	97		SUNBURY-SEL INSGROVE-LEWISBRG, PA	23,300	.06	220
*	MONMOUTH-OCEAN	111,700	.31	61		SUSSEX, NJ	14,300	.04	272
	MONROE, LA	18,400	.05	251		SYRACUSE	73,400	.20	88
	MONTEREY-SALINAS-SANTA CRUZ	93,900	.26	67		TALLAHASSEE	46,000	.12	131
	MONTGOMERY	43,400	.12	141		TAMPA-ST. PETERSBURG-CLEARWATER	252,600	.71	25
	MONTPELIER-BARRE-ST. JOHNSBURY	13,400	.03	277		TERRE HAUTE	26,900	.07	201
	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	35,700	.10	165		TEXARKANA, TX-AR	17,200	.04	257
*	MORRISTOWN, NJ	44,100	.12	140		TOLEDO	74,500	.21	85
	MUNCIE-MARION, IN	26,200	.07	205		TOPEKA	24,000	.06	216
	MUSKEGON, MI	20,200	.05	236		TRAVERSE CITY-PETOSKEY, MI	23,200	.06	222
	MYRTLE BEACH, SC	31,500	.08	180		TRENTON, NJ	43,100	.12	143
	NASHVILLE	161,900	.45	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	26,400	.07	203
*	NASSAU-SUFFOLK (LONG ISLAND)	285,300	.80	21		TUCSON	111,200	.31	62
*	NEW BEDFORD-FALL RIVER, MA	29,800	.08	188		TULSA	100,900	.28	66
	NEW HAVEN	52,400	.14	120		TUPELO, MS	26,900	.07	201
	NEW LONDON, CT	30,800	.08	181		TUSCALOOSA, AL	24,600	.06	212
	NEW ORLEANS	146,300	.41	48		TYLER-LONGVIEW	40,900	.11	148
	NEW RIVER VALLEY, VA	33,000	.09	175		UTICA-ROME	34,400	.09	167
	NEW YORK	2,041,500	5.75	1		VALDOSTA, GA	18,700	.05	250
	NWBRGH-MIDLTWN, NY (MID-HDSN VLY)	44,300	.12	139		VICTOR VALLEY	52,600	.14	118
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	209,700	.59	35		VISALIA-TULARE-HANFORD	79,200	.22	79
	ODESSA-MIDLAND, TX	27,400	.07	199		WACO, TX	30,600	.08	184
	OKLAHOMA CITY	146,600	.41	47		WASHINGTON, DC	566,000	1.59	8
	OLEAN, NY	23,400	.06	219		WATERLOO-CEDAR FALLS	19,700	.05	241
	OMAHA-COUNCIL BLUFFS	89,600	.25	71		WATERTOWN, NY	18,000	.05	255
	ORLANDO	200,400	.56	38		WAUSAU-STVNS PT, WI (CNTRL WI)	31,700	.08	178
	OXNARD-VENTURA	63,600	.17	99		WEST PALM BEACH-BOCA RATON	113,900	.32	60
	PALM SPRINGS	45,700	.12	133		WHEELING	16,000	.04	262
	PANAMA CITY, FL	17,200	.04	257		WICHITA	66,200	.18	95
	PARKERSBURG-MARIETTA, WV-OH	15,300	.04	263		WICHITA FALLS, TX	21,200	.05	232
	PENSACOLA	59,300	.16	104		WILKES BARRE-SCRANTON	82,900	.23	75
	PEORIA	38,800	.10	152		WILLIAMSPORT, PA	13,800	.03	275
	PHILADELPHIA	554,600	1.56	9		WILMINGTON, DE	79,300	.22	78
	PHOENIX	454,800	1.28	13		WILMINGTON, NC	30,800	.08	181
	PITTSBURG, KS (SOUTHEAST KANSAS)	19,300	.05	246		WINCHESTER, VA	19,400	.05	243
	PITTSBURGH, PA	233,400	.65	28		WORCESTER	54,200	.15	112
	PORTLAND, ME	29,300	.08	191		YAKIMA, WA	27,900	.07	197
	PORTLAND, OR	285,200	.80	22		YORK	52,400	.14	120
	PORTSMOUTH-DOVER-ROCHESTER	48,800	.13	123		YOUNGSTOWN-WARREN	48,200	.13	126
	POUGHKEEPSIE, NY	34,500	.09	166					
	PROVIDENCE-WARWICK-PAWTUCKET	187,500	.52	40					
	PUEBLO	17,300	.04	256					
	PUERTO RICO	475,600	1.34	12					
	QUAD CITIES (DAVNPT-RI-MOLINE)	40,400	.11	150					
	RALEIGH-DURHAM	181,600	.51	41					
	RAPID CITY, SD	14,700	.04	271					
	READING, PA	42,300	.11	145					
	REDDING, CA	19,300	.05	246					
	RENO	52,300	.14	122					
	RICHMOND	118,300	.33	56					
	RIVERSIDE-SAN BERNARDINO	271,400	.76	24					
	ROANOKE-LYNCHBURG	48,500	.13	124					
	ROCHESTER, MN	19,900	.05	238					
	ROCHESTER, NY	123,600	.34	53					
	ROCKFORD	37,300	.10	157					
	SACRAMENTO	250,800	.70	26					
	SAGINAW-BAY CITY-MIDLAND	43,200	.12	142					
	ST. CLOUD, MN	27,800	.07	198					
	ST. LOUIS	289,800	.81	19					
	SALISBURY-OCEAN CITY	36,900	.10	160					
	SALT LAKE CITY-OGDEN-PROVO	283,100	.79	23					
	SAN ANGELO, TX	13,100	.03	280					
	SAN ANTONIO	226,800	.63	29					
	SAN DIEGO	406,400	1.14	16					
	SAN FRANCISCO	826,300	2.32	4					
*	SAN JOSE	210,900	.59	34					
	SAN LUIS OBISPO, CA	38,800	.10	152					
	SANTA BARBARA, CA	28,100	.07	196					
	SANTA FE, NM	16,400	.04	261					
	SANTA MARIA-LOMPOC, CA	29,700	.08	189					
*	SANTA ROSA	54,400	.15	111					
	SARASOTA-BRADENTON	53,100	.14	116					
	SAVANNAH	37,900	.10	156					
	SEATTLE-TACOMA	448,600	1.26	14					
	SEBRING, FL	8,000	.02	294					
	SHEBOYGAN, WI	13,400	.03	277					
	SHREVEPORT	46,000	.12	131					
	SIOUX CITY, IA	14,900	.04	269					
	SOUTH BEND	31,800	.08	177					
	SPOKANE	67,000	.18	94					
	SPRINGFIELD, MA	74,300	.20	87					
	SPRINGFIELD, MO	45,600	.12	135					
*	STAMFORD-NORWALK, CT	34,100	.09	168					

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ARBITRON

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 18-49					US TOTAL				
					68,759,500				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	38,100	.05	239		FARGO-MOORHEAD	47,800	.06	210
	AKRON	154,900	.22	77		FAYETTEVILLE (NW ARKANSAS)	86,400	.12	136
	ALBANY, GA	27,400	.03	271		FAYETTEVILLE, NC	111,000	.16	107
	ALBANY-SCHENECTADY-TROY	202,000	.29	64		FLAGSTAFF-PRESCOTT, AZ	66,000	.09	165
	ALBUQUERQUE	175,100	.25	67		FLINT	95,600	.13	127
	ALEXANDRIA, LA	41,000	.05	227		FLORENCE, SC	42,000	.06	224
	ALLENTOWN-BETHLEHEM	170,700	.24	70		FLORENCE-MUSCLE SHOALS, AL	29,900	.04	265
	ALTOONA	26,800	.03	276		FT. COLLINS-GREELEY, CO	109,300	.15	110
	AMARILLO, TX	53,600	.07	188		FT. MYERS-NAPLES-MARCO ISLAND	155,500	.22	76
	ANCHORAGE	66,300	.09	163		FT. PIERCE-STUART-VERO BEACH	87,900	.12	133
	ANN ARBOR	93,900	.13	128		FT. SMITH, AR	58,200	.08	181
	APPLETON-OSHKOSH	90,900	.13	129		FT. WALTON BEACH, FL	43,500	.06	220
	ASHEVILLE	61,800	.08	174		FT. WAYNE	115,700	.16	101
	ATLANTA	1,158,800	1.68	8	*	FREDERICK, MD	51,000	.07	197
	ATLANTIC CITY-CAPE MAY	78,700	.11	146	*	FREDERICKSBURG	77,200	.11	149
	AUGUSTA, GA	111,900	.16	104		FRESNO	206,900	.30	62
	AUGUSTA-WATERVILLE, ME	26,600	.03	277		GAINESVILLE-OCALA	127,000	.18	95
	AUSTIN	386,500	.56	38		GRAND FORKS, ND-MN	24,800	.03	280
	BAKERSFIELD	164,100	.23	72		GRAND JUNCTION, CO	26,900	.03	275
	BALTIMORE	590,400	.85	20		GRAND RAPIDS	201,000	.29	65
	BANGOR	43,000	.06	221		GREAT FALLS, MT	17,600	.02	291
	BATON ROUGE	148,300	.21	80		GREEN BAY	58,400	.08	180
	BATTLE CREEK, MI	29,800	.04	266		GREENSBORO-WS-HIGH POINT	295,400	.42	45
	BEAUMONT-PORT ARTHUR, TX	89,100	.12	131		GREENVILLE-NEW BERN-JACKSONVILLE	150,500	.21	79
	BECKLEY, WV	18,200	.02	290		GREENVILLE-SPARTANBURG	221,500	.32	58
	BEND, OR	38,800	.05	237		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	63,400	.09	166
	BILLINGS, MT	29,500	.04	268	*	HAMPTONS-RIVERHEAD	30,600	.04	261
	BILOXI-GULFPORT-PASCOGOLA	85,900	.12	138		HARRISBURG-LEBANON-CARLISLE	141,600	.20	82
	BINGHAMTON	55,400	.08	185		HARRISONBURG, VA	29,400	.04	269
	BIRMINGHAM	225,700	.32	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	266,600	.38	50
	BISMARCK, ND	22,900	.03	283		HILTON HEAD, SC	45,900	.06	213
	BLOOMINGTON	40,700	.05	231		HONOLULU	218,500	.31	60
	BLUEFIELD, WV	22,000	.03	286		HOUSTON-GALVESTON	1,274,500	1.85	6
	BOISE	120,300	.17	96		HUNTINGTON-ASHLAND	68,900	.10	160
	BOSTON	1,063,700	1.54	10		HUNTSVILLE	110,700	.16	108
	BOWLING GREEN, KY	46,600	.06	211		INDIANAPOLIS	364,400	.53	42
	BRIDGEPORT	99,500	.14	124		ITHACA, NY	30,100	.04	264
	BRUNSWICK, GA	14,500	.02	296		JACKSON, MS	104,300	.15	120
	BRYAN-COLLEGE STATION, TX	52,800	.07	189		JACKSON, TN	21,200	.03	287
	BUFFALO-NIAGARA FALLS	249,300	.36	51		JACKSONVILLE	281,000	.40	48
	BURLINGTON-PLATTSBURGH	90,200	.13	130		JOHNSTON CITY-KINGSPORT-BRISTOL	111,900	.16	104
	CANTON	84,300	.12	141		JOHNSTOWN	49,700	.07	200
	CAPE COD, MA	43,000	.06	221		JONESBORO, AR	22,300	.02	288
	CASPER, WY	15,400	.02	294		JOPLIN, MO	36,300	.05	242
	CEDAR RAPIDS	45,700	.06	215		KALAMAZOO	58,700	.08	178
	CHAMPAIGN, IL	55,100	.08	186		KANSAS CITY	425,600	.61	31
	CHARLESTON, SC	141,200	.20	83		KILLEEN-TEMPLE, TX	86,600	.12	134
	CHARLESTON, WV	51,400	.07	193		KNOXVILLE	162,900	.23	73
	CHARLOTTE-GASTONIA-ROCK HILL	399,800	.58	34		LA CROSSE, WI	41,200	.05	226
	CHARLOTTEVILLE, VA	40,000	.05	233		LAFAYETTE, IN	48,700	.07	205
	CHATTANOOGA	107,700	.15	113		LAFAYETTE, LA	117,300	.17	100
	CHEYENNE, WY	20,300	.02	288		LAKE CHARLES, LA	40,900	.05	229
	CHICAGO	2,162,800	3.14	3		LAKELAND-WINTER HAVEN	105,600	.15	117
	CHICO, CA	49,500	.07	201		LANCASTER	105,400	.15	118
	CINCINNATI	464,200	.67	28		LANSING-EAST LANSING	110,400	.16	109
	CLARKSVILLE-HOPKINSVILLE, TN-KY	56,900	.08	184		LAREDO, TX	49,200	.07	203
	CLEVELAND	449,800	.65	29		LAS VEGAS	398,500	.57	35
	COLORADO SPRINGS	135,600	.19	91		LASALLE-PERU, IL	33,600	.04	251
	COLUMBIA, MO	38,400	.05	238		LAUREL-HATTIESBURG, MS	42,900	.06	223
	COLUMBIA, SC	137,200	.19	90		LAWTON, OK	31,500	.04	258
	COLUMBUS, GA	62,500	.09	171		LEBANON-RUTLAND-WHITE RIVER JUNC	52,800	.07	189
	COLUMBUS, OH	405,400	.58	33		LEWISTON-AUBURN, ME	24,700	.03	281
	COLUMBUS-STARKVILLE-W. POINT, MS	30,300	.04	262		LEXINGTON-FAYETTE	129,600	.18	92
	CONCORD (LAKE REGIONS)	57,600	.08	183		LIMA, OH	35,200	.05	246
	COOKEVILLE, TN	23,300	.03	282		LINCOLN	70,000	.10	159
	CORPUS CHRISTI	84,300	.12	141		LITTLE ROCK	138,600	.20	86
	DALLAS-FT. WORTH	1,431,800	2.08	5		LOS ANGELES	3,205,500	4.66	2
	DANBURY, CT	46,100	.06	212		LOUISVILLE	247,700	.36	52
	DAYTON	214,200	.31	61		LUBBOCK	62,200	.09	172
	DAYTONA BEACH	107,300	.15	114		MACON	72,400	.10	156
	DECATUR, IL	22,100	.03	285		MADISON	138,000	.20	89
	DENVER-BOULDER	642,200	.93	18	*	MANCHESTER	54,900	.07	187
	DES MOINES	139,400	.20	85		MANKATO-NEW ULM-ST. PETER, MN	29,800	.04	266
	DETROIT	1,037,000	1.50	11		MARION-CARBONDALE (SOUTHERN IL)	39,600	.05	235
	DOTHAN, AL	49,500	.07	201		MASON CITY, IA	16,700	.02	293
	DUBUQUE, IA	37,000	.05	240		MCALLEN-BROWNSVILLE-HARLINGEN	221,400	.32	59
	DULUTH-SUPERIOR	45,600	.06	216		MEADVILLE-FRANKLIN, PA	30,200	.04	263
	EAU CLAIRE, WI	36,200	.05	243		MEDFORD-ASHLAND, OR	39,300	.05	236
	EL PASO	156,300	.22	75		MELBOURNE-TITUSVILLE-COCOA	103,300	.15	122
	ELIZABETH CITY-NAGS HEAD, NC	33,500	.04	252		MEMPHIS	284,500	.41	46
	ELKINS-BUCKHANNON-WESTON, WV	25,500	.03	279		MERCED, CA	58,500	.08	179
	ELMIRA-CORNING, NY	41,300	.06	225		MERIDIAN, MS	16,800	.02	292
	ERIE	63,000	.09	167		MIAMI-FT. LAUDERDALE-HOLLYWOOD	914,700	1.33	12
	EUGENE-SPRINGFIELD	77,300	.11	148	*	MIDDLESEX-SOMERSET-UNION	376,600	.54	40
	EVANSVILLE	66,100	.09	164		MILWAUKEE-RACINE	382,100	.55	39

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 18-49				US TOTAL			
				68,759,500			
Ind	Metro Market Name	Population	Pct of US Metro Rank	Ind	Metro Market Name	Population	Pct of US Metro Rank
	MINNEAPOLIS-ST. PAUL	755,200	1.09 16		STATE COLLEGE, PA	44,500	.06 218
	MOBILE	118,700	.17 97		STOCKTON	153,700	.22 78
	MODESTO	117,400	.17 99		SUNBURY-SELINGSGROVE-LEWISBRG, PA	45,800	.06 214
*	MONMOUTH-OCEAN	246,300	.35 53		SUSSEX, NJ	34,100	.04 249
	MONROE, LA	32,500	.04 254		SYRACUSE	145,400	.21 81
	MONTEREY-SALINAS-SANTA CRUZ	172,300	.25 68		TALLAHASSEE	73,200	.10 154
	MONTGOMERY	79,800	.11 145		TAMPA-ST. PETERSBURG-CLEARWATER	531,700	.77 23
	MONTPELIER-BARRE-ST. JOHNSBURY	27,100	.03 274		TERRE HAUTE	48,900	.07 204
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	61,900	.09 173		TEXARKANA, TX-AR	31,700	.04 256
*	MORRISTOWN, NJ	105,400	.15 118		TOLEDO	138,600	.20 86
	MUNCIE-MARION, IN	45,100	.06 217		TOPEKA	48,000	.06 209
	MUSKEGON, MI	39,800	.05 234		TRAVERSE CITY-PETOSKEY, MI	48,400	.07 207
	MYRTLE BEACH, SC	61,100	.08 175		TRENTON, NJ	85,300	.12 140
	NASHVILLE	317,300	.46 44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	49,800	.07 199
*	NASSAU-SUFFOLK (LONG ISLAND)	614,900	.89 19		TUCSON	205,200	.29 63
*	NEW BEDFORD-FALL RIVER, MA	60,200	.08 176		TULSA	194,700	.28 66
	NEW HAVEN	107,800	.15 112		TUPELO, MS	51,800	.07 192
	NEW LONDON, CT	62,700	.09 168		TUSCALOOSA, AL	40,800	.05 230
	NEW ORLEANS	283,700	.41 47		TYLER-LONGVIEW	76,100	.11 151
	NEW RIVER VALLEY, VA	48,400	.07 207		UTICA-ROME	67,700	.09 161
	NEW YORK	4,143,200	6.02 1		VALDOSTA, GA	31,800	.04 255
	NWBRGH-MIDL TWN, NY (MID-HDSN VLY)	88,300	.12 132		VICTOR VALLEY	99,600	.14 123
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	388,800	.56 37		VISALIA-TULARE-HANFORD	138,200	.20 88
	ODESSA-MIDLAND, TX	51,900	.07 191		WACO, TX	51,300	.07 194
	OKLAHOMA CITY	268,400	.39 49		WASHINGTON, DC	1,166,300	1.69 7
	OLEAN, NY	43,800	.06 219		WATERLOO-CEDAR FALLS	33,800	.04 250
	OMAHA-COUNCIL BLUFFS	171,400	.24 69		WATERTOWN, NY	31,200	.04 260
	ORLANDO	395,700	.57 36		WAUSAU-STVNS PT, WI (CNTRL WI)	62,700	.09 168
	OXNARD-VENTURA	117,700	.17 98		WEST PALM BEACH-BOCA RATON	245,300	.35 55
	PALM SPRINGS	83,300	.12 143		WHEELING	31,700	.04 256
	PANAMA CITY, FL	35,300	.05 245		WICHITA	128,700	.18 93
	PARKERSBURG-MARIETTA, WV-OH	31,400	.04 259		WICHITA FALLS, TX	36,100	.05 244
	PENSACOLA	106,900	.15 116		WILKES BARRE-SCRANTON	167,500	.24 71
	PEORIA	74,600	.10 153		WILLIAMSPORT, PA	26,300	.03 278
	PHILADELPHIA	1,130,400	1.64 9		WILMINGTON, DE	158,900	.23 74
	PHOENIX	846,400	1.23 14		WILMINGTON, NC	57,700	.08 182
	PITTSBURG, KS (SOUTHEAST KANSAS)	34,900	.05 247		WINCHESTER, VA	40,600	.05 232
	PITTSBURGH, PA	488,000	.70 25		WORCESTER	114,200	.16 102
	PORTLAND, ME	62,700	.09 168		YAKIMA, WA	51,100	.07 196
	PORTLAND, OR	557,800	.81 22		YORK	111,400	.16 106
	PORTSMOUTH-DOVER-ROCHESTER	109,100	.15 111		YOUNGSTOWN-WARREN	96,400	.14 126
	POUGHKEEPSIE, NY	70,700	.10 157				
	PROVIDENCE-WARWICK-PAWTUCKET	374,000	.54 41				
	PUEBLO	32,700	.04 253				
	PUERTO RICO	841,800	1.22 15				
	QUAD CITIES (DAVNPRT-RI-MOLINE)	78,200	.11 147				
	RALEIGH-DURHAM	342,600	.49 43				
	RAPID CITY, SD	27,400	.03 271				
	READING, PA	86,600	.12 134				
	REDDING, CA	36,700	.05 241				
	RENO	103,900	.15 121				
	RICHMOND	238,500	.34 56				
	RIVERSIDE-SAN BERNARDINO	493,500	.71 24				
	ROANOKE-LYNCHBURG	98,400	.14 125				
	ROCHESTER, MN	41,000	.05 227				
	ROCHESTER, NY	246,200	.35 54				
	ROCKFORD	74,700	.10 152				
	SACRAMENTO	476,900	.69 26				
	SAGINAW-BAY CITY-MIDLAND	86,000	.12 137				
	ST. CLOUD, MN	48,600	.07 206				
	ST. LOUIS	587,900	.85 21				
	SALISBURY-OCEAN CITY	72,900	.10 155				
	SALT LAKE CITY-OGDEN-PROVO	464,900	.67 27				
	SAN ANGELO, TX	22,900	.03 283				
	SAN ANTONIO	424,400	.61 32				
	SAN DIEGO	752,700	1.09 17				
	SAN FRANCISCO	1,688,300	2.45 4				
*	SAN JOSE	434,200	.63 30				
	SAN LUIS OBISPO, CA	67,200	.09 162				
	SANTA BARBARA, CA	50,300	.07 198				
	SANTA FE, NM	34,600	.05 248				
	SANTA MARIA-LOMPOC, CA	51,300	.07 194				
*	SANTA ROSA	107,100	.15 115				
	SARASOTA-BRADENTON	113,300	.16 103				
	SAVANNAH	70,700	.10 157				
	SEATTLE-TACOMA	912,900	1.32 13				
	SEBRING, FL	15,000	.02 295				
	SHEBOYGAN, WI	27,200	.03 273				
	SHREVEPORT	85,600	.12 139				
	SIOUX CITY, IA	28,100	.04 270				
	SOUTH BEND	59,000	.08 177				
	SPOKANE	127,400	.18 94				
	SPRINGFIELD, MA	140,200	.20 84				
	SPRINGFIELD, MO	82,900	.12 144				
*	STAMFORD-NORWALK, CT	76,400	.11 150				

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 25-49				US TOTAL				53,419,300	
Ind	Metro Market Name	Population	Pct of US Rank	Ind	Metro Market Name	Population	Pct of US Rank	Metro Rank	
	ABILENE, TX	27,300	.05	241	FARGO-MOORHEAD	34,200	.06	211	
	AKRON	120,700	.22	76	FAYETTEVILLE (NW ARKANSAS)	66,000	.12	135	
	ALBANY, GA	20,200	.03	273	FAYETTEVILLE, NC	79,400	.14	119	
	ALBANY-SCHENECTADY-TROY	154,600	.28	64	FLAGSTAFF-PRESCOTT, AZ	49,000	.09	167	
	ALBUQUERQUE	136,500	.25	67	FLINT	74,500	.13	127	
	ALEXANDRIA, LA	30,900	.05	224	FLORENCE, SC	32,400	.06	218	
	ALLEN TOWN-BETHLEHEM	134,100	.25	69	FLORENCE-MUSCLE SHOALS, AL	23,200	.04	260	
	ALTOONA	20,600	.03	268	FT. COLLINS-GREELEY, CO	81,600	.15	115	
	AMARILLO, TX	40,800	.07	189	FT. MYERS-NAPLES-MARCO ISLAND	124,100	.23	74	
	ANCHORAGE	51,800	.09	159	FT. PIERCE-STUART-VERO BEACH	68,500	.12	130	
	ANN ARBOR	68,400	.12	131	FT. SMITH, AR	45,100	.08	176	
	APPLETON-OSHKOSH	71,000	.13	128	FT. WALTON BEACH, FL	34,100	.06	212	
	ASHEVILLE	49,100	.09	165	FT. WAYNE	90,400	.16	98	
	ATLANTA	938,000	1.75	8	* FREDERICK, MD	41,000	.07	187	
	ATLANTIC CITY-CAPE MAY	62,200	.11	145	* FREDERICKSBURG	60,500	.11	147	
	AUGUSTA, GA	84,600	.15	109	FRESNO	153,800	.28	65	
	AUGUSTA-WATERVILLE, ME	20,400	.03	271	GAINESVILLE-OCALA	89,000	.16	102	
	AUSTIN	303,000	.56	38	GRAND FORKS, ND-MN	16,700	.03	284	
	BAKERSFIELD	123,200	.23	75	GRAND JUNCTION, CO	20,400	.03	271	
	BALTIMORE	463,400	.86	20	GRAND RAPIDS	155,000	.29	63	
	BANGOR	32,500	.06	217	GREAT FALLS, MT	13,500	.02	291	
	BATON ROUGE	109,300	.20	81	GREEN BAY	45,700	.08	174	
	BATTLE CREEK, MI	22,900	.04	262	GREENSBORO-WS-HIGH POINT	234,600	.43	45	
	BEAUMONT-PORT ARTHUR, TX	67,800	.12	132	GREENVILLE-NEW BERN-JACKSONVILLE	99,700	.18	93	
	BECKLEY, WV	14,400	.02	290	GREENVILLE-SPARTANBURG	172,100	.32	58	
	BEND, OR	30,400	.05	227	HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	50,300	.09	163	
	BILLINGS, MT	23,000	.04	261	* HAMPTONS-RIVERHEAD	24,600	.04	252	
	BILOXI-GULFPORT-PASCAGOULA	65,100	.12	139	HARRISBURG-LEBANON-CARLISLE	110,800	.20	79	
	BINGHAMTON	41,200	.07	186	HARRISONBURG, VA	18,500	.03	279	
	BIRMINGHAM	178,200	.33	57	HARTFORD-NEW BRITAIN-MIDDLETOWN	207,900	.38	49	
	BISMARCK, ND	17,200	.03	280	HILTON HEAD, SC	33,700	.06	213	
	BLOOMINGTON	28,500	.05	233	HONOLULU	168,300	.31	59	
	BLUEFIELD, WV	16,900	.03	283	HOUSTON-GALVESTON	1,005,200	1.88	6	
	BOISE	94,100	.17	95	HUNTINGTON-ASHLAND	53,200	.09	158	
	BOSTON	853,200	1.59	10	HUNTSVILLE	87,100	.16	107	
	BOWLING GREEN, KY	34,900	.06	208	INDIANAPOLIS	293,000	.54	40	
	BRIDGEPORT	79,200	.14	121	ITHACA, NY	17,200	.03	280	
	BRUNSWICK, GA	11,200	.02	296	JACKSON, MS	79,400	.14	119	
	BRYAN-COLLEGE STATION, TX	28,700	.05	231	JACKSON, TN	15,900	.02	287	
	BUFFALO-NIAGARA FALLS	192,900	.36	54	JACKSONVILLE	219,800	.41	47	
	BURLINGTON-PLATTSBURGH	68,800	.12	129	JOHNSON CITY-KINGSPORT-BRISTOL	88,700	.16	103	
	CANTON	65,400	.12	137	JOHNSTOWN	38,400	.07	194	
	CAPE COD, MA	34,300	.06	210	JONESBORO, AR	15,000	.02	289	
	CASPER, WY	11,600	.02	294	JOPLIN, MO	27,800	.05	236	
	CEDAR RAPIDS	35,900	.06	204	KALAMAZOO	42,200	.07	184	
	CHAMPAIGN, IL	33,600	.06	215	KANSAS CITY	339,800	.63	31	
	CHARLESTON, SC	106,900	.20	83	KILLEEN-TEMPLE, TX	62,300	.11	144	
	CHARLESTON, WV	40,900	.07	188	KNOXVILLE	127,500	.23	72	
	CHARLOTTE-GASTONIA-ROCK HILL	323,400	.60	33	LA CROSSE, WI	30,200	.05	228	
	CHARLOTTEVILLE, VA	28,600	.05	232	LAFAYETTE, IN	28,300	.05	235	
	CHATTANOOGA	84,100	.15	111	LAFAYETTE, LA	88,600	.16	104	
	CHEYENNE, WY	15,600	.02	288	LAKE CHARLES, LA	30,900	.05	224	
	CHICAGO	1,716,300	3.21	3	LAKELAND-WINTER HAVEN	81,300	.15	116	
	CHICO, CA	35,000	.06	207	LANCASTER	81,000	.15	117	
	CINCINNATI	362,300	.67	27	LANSING-EAST LANSING	78,700	.14	122	
	CLARKSVILLE-HOPKINSVILLE, TN-KY	42,100	.07	185	LAREDO, TX	36,600	.06	202	
	CLEVELAND	354,900	.66	29	LAS VEGAS	323,800	.60	32	
	COLORADO SPRINGS	103,300	.19	90	LASALLE-PERU, IL	25,900	.04	248	
	COLUMBIA, MO	26,200	.04	247	LAUREL-HATTIESBURG, MS	31,400	.05	222	
	COLUMBIA, SC	104,500	.19	87	LAWTON, OK	21,400	.04	266	
	COLUMBUS, GA	43,900	.08	180	LEBANON-RUTLAND-WHITE RIVER JUNC	40,100	.07	190	
	COLUMBUS, OH	320,600	.60	35	LEWISTON-AUBURN, ME	19,300	.03	278	
	COLUMBUS-STARKVILLE-W. POINT, MS	20,100	.03	274	LEXINGTON-FAYETTE	99,900	.18	92	
	CONCORD (LAKE REGIONS)	44,400	.08	177	LIMA, OH	26,400	.04	245	
	COOKEVILLE, TN	17,200	.03	280	LINCOLN	51,500	.09	161	
	CORPUS CHRISTI	63,800	.11	141	LITTLE ROCK	108,500	.20	82	
	DALLAS-FT. WORTH	1,145,000	2.14	5	LOS ANGELES	2,546,300	4.76	2	
	DANBURY, CT	37,800	.07	198	LOUISVILLE	198,000	.37	51	
	DAYTON	163,000	.30	60	LUBBOCK	43,300	.08	182	
	DAYTONA BEACH	82,600	.15	113	MACON	55,800	.10	155	
	DECATUR, IL	16,600	.03	285	MADISON	105,400	.19	84	
	DENVER-BOULDER	517,700	.96	18	* MANCHESTER	44,200	.08	179	
	DES MOINES	105,300	.19	85	MANKATO-NEW ULM-ST. PETER, MN	19,600	.03	275	
	DETROIT	830,100	1.55	11	MARION-CARBONDALE (SOUTHERN IL)	27,700	.05	238	
	DOTHAN, AL	38,500	.07	193	MASON CITY, IA	12,700	.02	292	
	DUBUQUE, IA	26,700	.05	243	MCALLEN-BROWNSVILLE-HARLINGEN	163,000	.30	60	
	DULUTH-SUPERIOR	33,700	.06	213	MEADVILLE-FRANKLIN, PA	22,900	.04	262	
	EAU CLAIRE, WI	26,300	.04	246	MEDFORD-ASHLAND, OR	30,100	.05	229	
	EL PASO	115,400	.21	77	MELBOURNE-TITUSVILLE-COCOA	80,900	.15	118	
	ELIZABETH CITY-NAGS HEAD, NC	25,800	.04	249	MEMPHIS	221,500	.41	46	
	ELKINS-BUCKHANNON-WESTON, WV	19,600	.03	275	MERCED, CA	43,300	.08	182	
	ELMIRA-CORNING, NY	32,000	.05	220	MERIDIAN, MS	12,600	.02	293	
	ERIE	46,600	.08	173	MIAMI-FT. LAUDERDALE-HOLLYWOOD	735,200	1.37	12	
	EUGENE-SPRINGFIELD	58,700	.10	151	* MIDDLESEX-SOMERSET-UNION	306,300	.57	37	
	EVANSVILLE	51,200	.09	162	MILWAUKEE-RACINE	299,300	.56	39	

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 25-49				US TOTAL				53,419,300			
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank		
	MINNEAPOLIS-ST. PAUL	605,100	1.13	16		STATE COLLEGE, PA	26,500	.04	244		
	MOBILE	91,300	.17	96		STOCKTON	114,800	.21	78		
	MODESTO	89,200	.16	100		SUNBURY-SELINGSGROVE-LEWISBRG, PA	35,200	.06	206		
*	MONMOUTH-OCEAN	196,800	.36	53		SUSSEX, NJ	27,400	.05	239		
	MONROE, LA	24,100	.04	256		SYRACUSE	109,600	.20	80		
	MONTEREY-SALINAS-SANTA CRUZ	132,600	.24	70		TALLAHASSEE	49,100	.09	165		
	MONTGOMERY	59,600	.11	149		TAMPA-ST. PETERSBURG-CLEARWATER	425,900	.79	23		
	MONTPELIER-BARRE-ST. JOHNSBURY	20,500	.03	270		TERRE HAUTE	36,000	.06	203		
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	44,400	.08	177		TEXARKANA, TX-AR	24,200	.04	255		
*	MORRISTOWN, NJ	86,600	.16	108		TOLEDO	104,700	.19	86		
	MUNCIE-MARION, IN	31,400	.05	222		TOPEKA	37,400	.07	200		
	MUSKEGON, MI	30,800	.05	226		TRAVERSE CITY-PETOSKEY, MI	38,000	.07	196		
	MYRTLE BEACH, SC	48,900	.09	168		TRENTON, NJ	65,400	.12	137		
	NASHVILLE	250,800	.46	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	37,900	.07	197		
*	NASSAU-SUFFOLK (LONG ISLAND)	491,000	.91	19		TUCSON	157,200	.29	62		
*	NEW BEDFORD-FALL RIVER, MA	47,400	.08	172		TULSA	151,500	.28	66		
	NEW HAVEN	84,300	.15	110		TUPELO, MS	39,900	.07	191		
	NEW LONDON, CT	47,800	.08	169		TUSCALOOSA, AL	28,900	.05	230		
	NEW ORLEANS	219,100	.41	48		TYLER-LONGVIEW	57,200	.10	153		
	NEW RIVER VALLEY, VA	28,500	.05	233		UTICA-ROME	51,700	.09	160		
	NEW YORK	3,338,200	6.24	1		VALDOSTA, GA	23,300	.04	259		
	NWBRGH-MIDL TWN, NY (MID-HDSN VLY)	66,700	.12	134		VICTOR VALLEY	75,800	.14	125		
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	290,400	.54	42		VISALIA-TULARE-HANFORD	103,600	.19	88		
	ODESSA-MIDLAND, TX	38,900	.07	192		WACO, TX	35,300	.06	205		
	OKLAHOMA CITY	204,500	.38	50		WASHINGTON, DC	947,000	1.77	7		
	OLEAN, NY	31,500	.05	221		WATERLOO-CEDAR FALLS	23,600	.04	258		
	OMAHA-COUNCIL BLUFFS	134,600	.25	68		WATERTOWN, NY	22,700	.04	264		
	ORLANDO	315,100	.58	36		WAUSAU-STVNS PT, WI (CNTRL WI)	47,700	.08	170		
	OXNARD-VENTURA	89,200	.16	100		WEST PALM BEACH-BOCA RATON	197,100	.36	52		
	PALM SPRINGS	63,100	.11	142		WHEELING	24,100	.04	256		
	PANAMA CITY, FL	27,800	.05	236		WICHITA	100,600	.18	91		
	PARKERSBURG-MARIETTA, WV-OH	24,500	.04	253		WICHITA FALLS, TX	24,400	.04	254		
	PENSACOLA	77,100	.14	123		WILKES BARRE-SCRANTON	128,800	.24	71		
	PEORIA	57,400	.10	152		WILLIAMSPORT, PA	19,500	.03	277		
	PHILADELPHIA	884,600	1.65	9		WILMINGTON, DE	124,700	.23	73		
	PHOENIX	668,500	1.25	14		WILMINGTON, NC	45,400	.08	175		
	PITTSBURG, KS (SOUTHEAST KANSAS)	25,300	.04	250		WINCHESTER, VA	32,200	.06	219		
	PITTSBURGH, PA	383,800	.71	24		WORCESTER	90,500	.16	97		
	PORTLAND, ME	49,800	.09	164		YAKIMA, WA	38,400	.07	194		
	PORTLAND, OR	447,000	.83	22		YORK	88,100	.16	105		
	PORTSMOUTH-DOVER-ROCHESTER	87,200	.16	106		YOUNGSTOWN-WARREN	74,900	.14	126		
	POUGHKEEPSIE, NY	54,400	.10	156							
	PROVIDENCE-WARWICK-PAWTUCKET	291,100	.54	41							
	PUEBLO	25,000	.04	251							
	PUERTO RICO	627,700	1.17	15							
	QUAD CITIES (DAVNPRT-RI-MOLINE)	60,500	.11	147							
	RALEIGH-DURHAM	272,300	.50	43							
	RAPID CITY, SD	20,600	.03	268							
	READING, PA	67,500	.12	133							
	REDDING, CA	27,400	.05	239							
	RENO	82,600	.15	113							
	RICHMOND	187,100	.35	56							
	RIVERSIDE-SAN BERNARDINO	372,000	.69	25							
	ROANOKE-LYNCHBURG	76,500	.14	124							
	ROCHESTER, MN	32,600	.06	216							
	ROCHESTER, NY	187,300	.35	55							
	ROCKFORD	59,100	.11	150							
	SACRAMENTO	368,600	.69	26							
	SAGINAW-BAY CITY-MIDLAND	66,000	.12	135							
	ST. CLOUD, MN	34,800	.06	209							
	ST. LOUIS	460,100	.86	21							
	SALISBURY-OCEAN CITY	56,500	.10	154							
	SALT LAKE CITY-OGDEN-PROVO	343,100	.64	30							
	SAN ANGELO, TX	16,300	.03	286							
	SAN ANTONIO	323,200	.60	34							
	SAN DIEGO	578,600	1.08	17							
	SAN FRANCISCO	1,381,500	2.58	4							
*	SAN JOSE	357,700	.66	28							
	SAN LUIS OBISPO, CA	47,700	.08	170							
	SANTA BARBARA, CA	37,100	.06	201							
	SANTA FE, NM	27,300	.05	241							
	SANTA MARIA-LOMPOC, CA	37,600	.07	199							
*	SANTA ROSA	83,300	.15	112							
	SARASOTA-BRADENTON	90,400	.16	98							
	SAVANNAH	54,100	.10	157							
	SEATTLE-TACOMA	730,900	1.36	13							
	SEBRING, FL	11,400	.02	295							
	SHEBOYGAN, WI	21,300	.03	267							
	SHREVEPORT	64,900	.12	140							
	SIOUX CITY, IA	21,600	.04	265							
	SOUTH BEND	43,500	.08	181							
	SPOKANE	97,300	.18	94							
	SPRINGFIELD, MA	103,400	.19	89							
	SPRINGFIELD, MO	62,700	.11	143							
*	STAMFORD-NORWALK, CT	61,800	.11	146							

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 25-54					US TOTAL				
					63,329,900				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	31,900	.05	243		FARGO-MOORHEAD	40,300	.06	212
	AKRON	145,500	.22	75		FAYETTEVILLE (NW ARKANSAS)	76,400	.12	141
	ALBANY, GA	24,100	.03	273		FAYETTEVILLE, NC	91,300	.14	124
	ALBANY-SCHENECTADY-TROY	186,500	.29	63		FLAGSTAFF-PRESCOTT, AZ	60,000	.09	164
	ALBUQUERQUE	162,600	.25	67		FLINT	89,400	.14	126
	ALEXANDRIA, LA	37,000	.05	226		FLORENCE, SC	39,300	.06	215
	ALLEN TOWN-BETHLEHEM	162,200	.25	68		FLORENCE-MUSCLE SHOALS, AL	28,000	.04	260
	ALTOONA	25,200	.03	269		FT. COLLINS-GREELEY, CO	96,500	.15	118
	AMARILLO, TX	48,300	.07	189		FT. MYERS-NAPLES-MARCO ISLAND	148,100	.23	73
	ANCHORAGE	62,900	.09	159		FT. PIERCE-STUART-VERO BEACH	83,600	.13	129
	ANN ARBOR	79,600	.12	135		FT. SMITH, AR	53,600	.08	177
	APPLETON-OSHKOSH	84,000	.13	128		FT. WALTON BEACH, FL	40,100	.06	213
	ASHEVILLE	59,300	.09	166		FT. WAYNE	107,900	.17	98
	ATLANTA	1,086,000	1.71	8	*	FREDERICK, MD	48,900	.07	188
	ATLANTIC CITY-CAPE MAY	74,900	.11	142	*	FREDERICKSBURG	71,300	.11	147
	AUGUSTA, GA	101,300	.16	111		FRESNO	178,200	.28	66
	AUGUSTA-WATERVILLE, ME	25,300	.03	268		GAINESVILLE-OCALA	105,700	.16	102
	AUSTIN	348,300	.55	39		GRAND FORKS, ND-MN	19,900	.03	285
	BAKERSFIELD	141,900	.22	76		GRAND JUNCTION, CO	25,000	.03	270
	BALTIMORE	553,200	.87	20		GRAND RAPIDS	182,300	.28	64
	BANGOR	39,700	.06	214		GREAT FALLS, MT	16,200	.02	291
	BATON ROUGE	129,100	.20	81		GREEN BAY	54,000	.08	175
	BATTLE CREEK, MI	27,800	.04	262		GREENSBORO-WS-HIGH POINT	278,000	.43	45
	BEAUMONT-PORT ARTHUR, TX	81,000	.12	131		GREENVILLE-NEW BERN-JACKSONVILLE	117,200	.18	92
	BECKLEY, WV	17,800	.02	289		GREENVILLE-SPARTANBURG	204,300	.32	58
	BEND, OR	37,200	.05	224		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	59,800	.09	165
	BILLINGS, MT	28,000	.04	260	*	HAMPTONS-RIVERHEAD	29,400	.04	254
	BILOXI-GULFPORT-PASCAGOULA	77,200	.12	139		HARRISBURG-LEBANON-CARLISLE	134,900	.21	77
	BINGHAMTON	49,900	.07	187		HARRISONBURG, VA	21,900	.03	279
	BIRMINGHAM	213,100	.33	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	250,000	.39	49
	BISMARCK, ND	20,800	.03	281		HILTON HEAD, SC	39,200	.06	216
	BLOOMINGTON	33,400	.05	235		HONOLULU	198,700	.31	59
	BLUEFIELD, WV	21,000	.03	280		HOUSTON-GALVESTON	1,182,200	1.86	6
	BOISE	110,100	.17	96		HUNTINGTON-ASHLAND	64,100	.10	157
	BOSTON	1,008,100	1.59	10		HUNTSVILLE	103,200	.16	108
	BOWLING GREEN, KY	41,500	.06	210		INDIANAPOLIS	344,500	.54	41
	BRIDGEPORT	94,800	.14	119		ITHACA, NY	20,300	.03	283
	BRUNSWICK, GA	13,600	.02	296		JACKSON, MS	94,000	.14	121
	BRYAN-COLLEGE STATION, TX	32,300	.05	242		JACKSON, TN	19,000	.03	287
	BUFFALO-NIAGARA FALLS	232,900	.36	54		JACKSONVILLE	261,700	.41	48
	BURLINGTON-PLATTSBURGH	82,300	.13	130		JOHNSON CITY-KINGSPORT-BRISTOL	107,400	.16	100
	CANTON	80,000	.12	134		JOHNSTOWN	47,100	.07	192
	CAPE COD, MA	42,400	.06	204		JONESBORO, AR	17,700	.02	290
	CASPER, WY	14,300	.02	294		JOPLIN, MO	33,100	.05	238
	CEDAR RAPIDS	42,700	.06	203		KALAMAZOO	50,100	.07	185
	CHAMPAIGN, IL	39,000	.06	217		KANSAS CITY	402,700	.63	30
	CHARLESTON, SC	125,800	.19	83		KILLEEN-TEMPLE, TX	70,500	.11	149
	CHARLESTON, WV	50,600	.07	183		KNOXVILLE	153,000	.24	72
	CHARLOTTE-GASTONIA-ROCK HILL	377,500	.59	33		LA CROSSE, WI	36,500	.05	229
	CHARLOTTEVILLE, VA	34,100	.05	231		LAFAYETTE, IN	32,500	.05	240
	CHATTANOOGA	101,400	.16	109		LAFAYETTE, LA	105,500	.16	104
	CHEYENNE, WY	18,600	.02	288		LAKE CHARLES, LA	37,100	.05	225
	CHICAGO	2,016,100	3.18	3		LAKELAND-WINTER HAVEN	96,900	.15	117
	CHICO, CA	41,800	.06	206		LANCASTER	97,300	.15	116
	CINCINNATI	430,400	.67	26		LANSING-EAST LANSING	94,100	.14	120
	CLARKSVILLE-HOPKINSVILLE, TN-KY	47,700	.07	190		LAREDO, TX	41,700	.06	208
	CLEVELAND	428,700	.67	28		LAS VEGAS	376,000	.59	34
	COLORADO SPRINGS	122,100	.19	89		LASALLE-PERU, IL	31,200	.04	246
	COLUMBIA, MO	30,500	.04	249		LAUREL-HATTIESBURG, MS	36,800	.05	227
	COLUMBIA, SC	123,600	.19	88		LAWTON, OK	24,400	.03	272
	COLUMBUS, GA	51,200	.08	181		LEBANON-RUTLAND-WHITE RIVER JUNC	50,100	.07	185
	COLUMBUS, OH	374,400	.59	35		LEWISTON-AUBURN, ME	23,200	.03	278
	COLUMBUS-STARKVILLE-W. POINT, MS	23,700	.03	276		LEXINGTON-FAYETTE	116,600	.18	94
	CONCORD (LAKE REGIONS)	54,700	.08	174		LIMA, OH	31,800	.05	244
	COOKEVILLE, TN	20,300	.03	283		LINCOLN	60,200	.09	162
	CORPUS CHRISTI	76,500	.12	140		LITTLE ROCK	128,600	.20	82
	DALLAS-FT. WORTH	1,326,100	2.09	5		LOS ANGELES	2,937,000	4.63	2
	DANBURY, CT	45,800	.07	196		LOUISVILLE	237,200	.37	52
	DAYTON	196,500	.31	60		LUBBOCK	50,700	.08	182
	DAYTONA BEACH	100,400	.15	113		MACON	66,500	.10	155
	DECATUR, IL	20,500	.03	282		MADISON	124,400	.19	86
	DENVER-BOLDER	609,400	.96	18	*	MANCHESTER	52,800	.08	179
	DES MOINES	124,000	.19	87		MANKATO-NEW ULM-ST. PETER, MN	23,400	.03	277
	DETROIT	992,000	1.56	11		MARION-CARBONDALE(SOUTHERN IL)	32,800	.05	239
	DOTHAN, AL	46,000	.07	195		MASON CITY, IA	15,600	.02	292
	DUBUQUE, IA	32,400	.05	241		MCALLEN-BROWNSVILLE-HARLINGEN	187,500	.29	61
	DULUTH-SUPERIOR	41,600	.06	209		MEADVILLE-FRANKLIN, PA	28,200	.04	259
	EAU CLAIRE, WI	31,500	.04	245		MEDFORD-ASHLAND, OR	37,400	.05	223
	EL PASO	134,900	.21	77		MELBOURNE-TITUSVILLE-COCOA	98,700	.15	115
	ELIZABETH CITY-NAGS HEAD, NC	31,200	.04	246		MEMPHIS	262,500	.41	47
	ELKINS-BUCKHANNON-WESTON, WV	24,100	.03	273		MERCED, CA	50,400	.07	184
	ELMIRA-CORNING, NY	38,800	.06	218		MERIDIAN, MS	15,000	.02	293
	ERIE	56,300	.08	172		MIAMI-FT. LAUDERDALE-HOLLYWOOD	866,800	1.36	13
	EUGENE-SPRINGFIELD	71,300	.11	147	*	MIDDLESEX-SOMERSET-UNION	362,000	.57	37
	EVANSVILLE	61,800	.09	161		MILWAUKEE-RACINE	358,700	.56	38

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 25-54					US TOTAL				
					63,329,900				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	713,600	1.12	16		STATE COLLEGE, PA	30,600	.04	248
	MOBILE	109,400	.17	97		STOCKTON	133,800	.21	79
	MODESTO	103,800	.16	107		SUNBURY-SEL INSGROVE-LEWISBRG, PA	42,000	.06	205
*	MONMOUTH-OCEAN	237,600	.37	51		SUSSEX, NJ	33,700	.05	233
	MONROE, LA	28,600	.04	256		SYRACUSE	132,000	.20	80
	MONTEREY-SALINAS-SANTA CRUZ	155,600	.24	71		TALLAHASSEE	58,000	.09	167
	MONTGOMERY	70,300	.11	151		TAMPA-ST. PETERSBURG-CLEARWATER	511,000	.80	23
	MONTPELIER-BARRE-ST. JOHNSBURY	25,600	.04	266		TERRE HAUTE	43,000	.06	202
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	53,400	.08	178		TEXARKANA, TX-AR	28,600	.04	256
*	MORRISTOWN, NJ	104,900	.16	105		TOLEDO	125,500	.19	84
	MUNCIE-MARION, IN	37,700	.05	222		TOPEKA	45,600	.07	197
	MUSKEGON, MI	36,800	.05	227		TRAVERSE CITY-PETOSKEY, MI	46,600	.07	194
	MYRTLE BEACH, SC	58,000	.09	167		TRENTON, NJ	78,000	.12	137
	NASHVILLE	295,800	.46	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	45,400	.07	198
*	NASSAU-SUFFOLK (LONG ISLAND)	589,800	.93	19		TUCSON	186,800	.29	62
*	NEW BEDFORD-FALL RIVER, MA	56,300	.08	172		TULSA	180,900	.28	65
	NEW HAVEN	100,600	.15	112		TUPELO, MS	47,300	.07	191
	NEW LONDON, CT	57,000	.09	171		TUSCALOOSA, AL	34,300	.05	230
	NEW ORLEANS	263,300	.41	46		TYLER-LONGVIEW	68,400	.10	153
	NEW RIVER VALLEY, VA	33,200	.05	236		UTICA-ROME	62,000	.09	160
	NEW YORK	3,923,800	6.19	1		VALDOSTA, GA	27,000	.04	263
	NWBRGH-MIDL TWN, NY (MID-HDSN VLY)	79,500	.12	136		VICTOR VALLEY	89,300	.14	127
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	338,200	.53	42		VISALIA-TULARE-HANFORD	118,300	.18	91
	ODESSA-MIDLAND, TX	46,900	.07	193		WACO, TX	41,800	.06	206
	OKLAHOMA CITY	242,200	.38	50		WASHINGTON, DC	1,115,600	1.76	7
	OLEAN, NY	38,700	.06	219		WATERLOO-CEDAR FALLS	28,800	.04	255
	OMAHA-COUNCIL BLUFFS	158,400	.25	69		WATERTOWN, NY	26,100	.04	264
	ORLANDO	368,300	.58	36		WAUSAU-STVNS PT, WI (CNTRL WI)	57,800	.09	169
	OXNARD-VENTURA	104,300	.16	106		WEST PALM BEACH-BOCA RATON	236,300	.37	53
	PALM SPRINGS	72,900	.11	146		WHEELING	30,000	.04	251
	PANAMA CITY, FL	33,200	.05	236		WICHITA	119,700	.18	90
	PARKERSBURG-MARIETTA, WV-OH	30,000	.04	251		WICHITA FALLS, TX	28,600	.04	256
	PENSACOLA	91,200	.14	125		WILKES BARRE-SCRANTON	156,600	.24	70
	PEORIA	69,600	.10	152		WILLIAMSPORT, PA	23,800	.03	275
	PHILADELPHIA	1,057,200	1.66	9		WILMINGTON, DE	147,600	.23	74
	PHOENIX	770,600	1.21	14		WILMINGTON, NC	53,800	.08	176
	PITTSBURG, KS (SOUTHEAST KANSAS)	30,500	.04	249		WINCHESTER, VA	38,300	.06	221
	PITTSBURGH, PA	469,800	.74	24		WORCESTER	107,800	.17	99
	PORTLAND, ME	60,200	.09	162		YAKIMA, WA	45,200	.07	199
	PORTLAND, OR	530,600	.83	22		YORK	106,500	.16	101
	PORTSMOUTH-DOVER-ROCHESTER	105,600	.16	103		YOUNGSTOWN-WARREN	91,800	.14	123
	POUGHKEEPSIE, NY	64,800	.10	156					
	PROVIDENCE-WARWICK-PAWTUCKET	347,000	.54	40					
	PUEBLO	30,000	.04	251					
	PUERTO RICO	753,500	1.18	15					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	73,300	.11	145					
	RALEIGH-DURHAM	315,200	.49	43					
	RAPID CITY, SD	24,800	.03	271					
	READING, PA	81,000	.12	131					
	REDDING, CA	33,700	.05	233					
	RENO	98,800	.15	114					
	RICHMOND	223,800	.35	56					
	RIVERSIDE-SAN BERNARDINO	429,800	.67	27					
	ROANOKE-LYNCHBURG	93,400	.14	122					
	ROCHESTER, MN	38,600	.06	220					
	ROCHESTER, NY	225,600	.35	55					
	ROCKFORD	70,400	.11	150					
	SACRAMENTO	436,300	.68	25					
	SAGINAW-BAY CITY-MIDLAND	80,300	.12	133					
	ST. CLOUD, MN	40,700	.06	211					
	ST. LOUIS	549,900	.86	21					
	SALISBURY-OCEAN CITY	67,700	.10	154					
	SALT LAKE CITY-OGDEN-PROVO	393,000	.62	31					
	SAN ANGELO, TX	19,500	.03	286					
	SAN ANTONIO	380,500	.60	32					
	SAN DIEGO	671,300	1.06	17					
	SAN FRANCISCO	1,627,100	2.56	4					
*	SAN JOSE	414,600	.65	29					
	SAN LUIS OBISPO, CA	57,200	.09	170					
	SANTA BARBARA, CA	43,900	.06	200					
	SANTA FE, NM	34,000	.05	232					
	SANTA MARIA-LOMPOC, CA	43,400	.06	201					
*	SANTA ROSA	101,400	.16	109					
	SARASOTA-BRADENTON	110,300	.17	95					
	SAVANNAH	63,700	.10	158					
	SEATTLE-TACOMA	867,400	1.36	12					
	SEBRING, FL	13,700	.02	295					
	SHEBOYGAN, WI	25,600	.04	266					
	SHREVEPORT	77,400	.12	138					
	SIOUX CITY, IA	25,700	.04	265					
	SOUTH BEND	52,200	.08	180					
	SPOKANE	117,100	.18	93					
	SPRINGFIELD, MA	124,600	.19	85					
	SPRINGFIELD, MO	73,900	.11	144					
*	STAMFORD-NORWALK, CT	74,300	.11	143					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

MEN 35-64

US TOTAL

57,776,700

Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	27,900	.04	250		FARGO-MOORHEAD	33,400	.05	229
	AKRON	137,600	.23	73		FAYETTEVILLE (NW ARKANSAS)	64,500	.11	150
	ALBANY, GA	21,600	.03	274		FAYETTEVILLE, NC	73,800	.12	136
	ALBANY-SCHENECTADY-TROY	179,200	.31	61		FLAGSTAFF-PRESCOTT, AZ	59,100	.10	159
	ALBUQUERQUE	149,000	.25	69		FLINT	84,000	.14	123
	ALEXANDRIA, LA	34,600	.05	222		FLORENCE, SC	37,800	.06	208
	ALLEN TOWN-BETHLEHEM	159,500	.27	64		FLORENCE-MUSCLE SHOALS, AL	27,200	.04	252
	ALTOONA	24,800	.04	261		FT. COLLINS-GREELEY, CO	82,700	.14	126
	AMARILLO, TX	42,400	.07	196		FT. MYERS-NAPLES-MARCO ISLAND	151,400	.26	67
	ANCHORAGE	59,700	.10	157		FT. PIERCE-STUART-VERO BEACH	87,100	.15	121
	ANN ARBOR	66,000	.11	145		FT. SMITH, AR	50,400	.08	176
	APPLETON-OSHKOSH	76,600	.13	131		FT. WALTON BEACH, FL	36,700	.06	213
	ASHEVILLE	57,800	.10	162		FT. WAYNE	98,200	.17	104
	ATLANTA	921,900	1.59	11	*	FREDERICK, MD	46,700	.08	184
	ATLANTIC CITY-CAPE MAY	74,200	.12	135	*	FREDERICKSBURG	65,000	.11	148
	AUGUSTA, GA	93,700	.16	113		FRESNO	146,500	.25	70
	AUGUSTA-WATERVILLE, ME	25,900	.04	257		GAINESVILLE-OCALA	98,300	.17	103
	AUSTIN	274,100	.47	42		GRAND FORKS, ND-MN	17,100	.02	286
	BAKERSFIELD	115,600	.20	82		GRAND JUNCTION, CO	24,100	.04	266
	BALTIMORE	526,500	.91	20		GRAND RAPIDS	159,100	.27	65
	BANGOR	39,200	.06	203		GREAT FALLS, MT	15,600	.02	290
	BATON ROUGE	113,400	.19	85		GREEN BAY	48,000	.08	182
	BATTLE CREEK, MI	26,900	.04	253		GREENSBORO-WS-HIGH POINT	257,200	.44	45
	BEAUMONT-PORT ARTHUR, TX	74,300	.12	134		GREENVILLE-NEW BERN-JACKSONVILLE	101,300	.17	101
	BECKLEY, WV	16,500	.02	289		GREENVILLE-SPARTANBURG	190,000	.32	58
	BEND, OR	36,200	.06	216		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	55,800	.09	164
	BILLINGS, MT	26,900	.04	253	*	HAMPTONS-RIVERHEAD	28,400	.04	247
	BILOXI-GULFPORT-PASCAGOULA	71,500	.12	139		HARRISBURG-LEBANON-CARLISLE	131,300	.22	76
	BINGHAMTON	48,500	.08	181		HARRISONBURG, VA	19,400	.03	280
	BIRMINGHAM	196,600	.34	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	244,000	.42	48
	BISMARCK, ND	19,400	.03	280		HILTON HEAD, SC	34,300	.05	225
	BLOOMINGTON	28,100	.04	249		HONOLULU	180,000	.31	60
	BLUEFIELD, WV	21,000	.03	276		HOUSTON-GALVESTON	1,032,300	1.78	6
	BOISE	94,300	.16	110		HUNTINGTON-ASHLAND	61,700	.10	154
	BOSTON	926,700	1.60	10		HUNTSVILLE	97,000	.16	105
	BOWLING GREEN, KY	37,900	.06	207		INDIANAPOLIS	307,100	.53	39
	BRIDGEPORT	92,900	.16	115		ITHACA, NY	17,100	.02	286
	BRUNSWICK, GA	13,500	.02	296		JACKSON, MS	83,300	.14	124
	BRYAN-COLLEGE STATION, TX	22,100	.03	272		JACKSON, TN	17,400	.03	285
	BUFFALO-NIAGARA FALLS	223,900	.38	52		JACKSONVILLE	245,300	.42	46
	BURLINGTON-PLATTSBURGH	76,300	.13	132		JOHNSON CITY-KINGSPORT-BRISTOL	107,000	.18	94
	CANTON	79,500	.13	127		JOHNSTOWN	46,300	.08	186
	CAPE COD, MA	45,400	.07	188		JONESBORO, AR	15,300	.02	292
	CASPER, WY	13,900	.02	294		JOPLIN, MO	30,500	.05	236
	CEDAR RAPIDS	39,000	.06	204		KALAMAZOO	43,800	.07	191
	CHAMPAIGN, IL	30,900	.05	235		KANSAS CITY	366,800	.63	28
	CHARLESTON, SC	111,700	.19	86		KILLEEN-TEMPLE, TX	53,700	.09	169
	CHARLESTON, WV	51,000	.08	175		KNOXVILLE	145,500	.25	71
	CHARLOTTE-GASTONIA-ROCK HILL	331,000	.57	35		LA CROSSE, WI	34,400	.05	224
	CHARLOTTEVILLE, VA	31,100	.05	234		LAFAYETTE, IN	24,800	.04	261
	CHATTANOOGA	96,700	.16	107		LAFAYETTE, LA	95,200	.16	109
	CHEYENNE, WY	17,100	.02	286		LAKE CHARLES, LA	34,100	.05	226
	CHICAGO	1,786,500	3.09	3		LAKELAND-WINTER HAVEN	93,900	.16	112
	CHICO, CA	36,600	.06	214		LANCASTER	92,700	.16	116
	CINCINNATI	394,600	.68	26		LANSING-EAST LANSING	85,100	.14	122
	CLARKSVILLE-HOPKINSVILLE, TN-KY	36,300	.06	215		LAREDO, TX	32,500	.05	230
	CLEVELAND	413,900	.71	25		LAS VEGAS	331,800	.57	34
	COLORADO SPRINGS	109,900	.19	88		LASALLE-PERU, IL	30,200	.05	239
	COLUMBIA, MO	24,600	.04	263		LAUREL-HATTIESBURG, MS	31,700	.05	232
	COLUMBIA, SC	110,800	.19	87		LAWTON, OK	19,400	.03	280
	COLUMBUS, GA	43,400	.07	193		LEBANON-RUTLAND-WHITE RIVER JUNC	52,100	.09	172
	COLUMBUS, OH	321,800	.55	38		LEWISTON-AUBURN, ME	22,500	.03	271
	COLUMBUS-STARKVILLE-W. POINT, MS	20,000	.03	279		LExINGTON-FAYETTE	99,300	.17	102
	CONCORD (LAKE REGIONS)	55,800	.09	164		LIMA, OH	30,000	.05	241
	COOKEVILLE, TN	18,300	.03	283		LINCOLN	49,700	.08	178
	CORPUS CHRISTI	70,300	.12	141		LITTLE ROCK	116,300	.20	80
	DALLAS-FT. WORTH	1,124,200	1.94	5		LOS ANGELES	2,460,400	4.25	2
	DANBURY, CT	46,200	.08	187		LOUISVILLE	222,700	.38	53
	DAYTON	188,800	.32	59		LUBBOCK	41,800	.07	197
	DAYTONA BEACH	103,100	.17	98		MACON	61,300	.10	155
	DECATUR, IL	20,600	.03	278		MADISON	108,300	.18	91
	DENVER-BOULDER	530,100	.91	19	*	MANCHESTER	51,500	.08	173
	DES MOINES	108,800	.18	89		MANKATO-NEW ULM-ST. PETER, MN	20,800	.03	277
	DETROIT	931,400	1.61	9		MARION-CARBONDALE (SOUTHERN IL)	29,000	.05	243
	DOTHAN, AL	43,700	.07	192		MASON CITY, IA	15,600	.02	290
	DUBUQUE, IA	31,300	.05	233		MCALLEN-BROWNSVILLE-HARLINGEN	150,000	.25	68
	DULUTH-SUPERIOR	40,600	.07	199		MEADVILLE-FRANKLIN, PA	28,700	.04	246
	EAU CLAIRE, WI	28,900	.05	244		MEDFORD-ASHLAND, OR	37,700	.06	209
	EL PASO	115,700	.20	81		MELBOURNE-TITUSVILLE-COCOA	103,500	.17	97
	ELIZABETH CITY-NAGS HEAD, NC	30,500	.05	236		MEMPHIS	235,400	.40	50
	ELKINS-BUCKHANNON-WESTON, WV	24,600	.04	263		MERCED, CA	42,500	.07	195
	ELMIRA-CORNING, NY	37,600	.06	210		MERIDIAN, MS	13,800	.02	295
	ERIE	52,900	.09	170		MIAMI-FT. LAUDERDALE-HOLLYWOOD	810,000	1.40	12
	EUGENE-SPRINGFIELD	66,000	.11	145	*	MIDDLESEX-SOMERSET-UNION	338,600	.58	31
	EVANSVILLE	58,900	.10	160		MILWAUKEE-RACINE	334,900	.57	33

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

				MEN 35-64		US TOTAL		57,776,700	
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	644,300	1.11	15		STATE COLLEGE, PA	24,300	.04	265
	MOBILE	102,900	.17	99		STOCKTON	114,300	.19	84
	MODESTO	87,900	.15	120		SUNBURY-SELINGROVE-LEWISBRG, PA	39,900	.06	201
*	MONMOUTH-OCEAN	237,300	.41	49		SUSSEX, NJ	35,300	.06	220
	MONROE, LA	25,000	.04	260		SYRACUSE	127,000	.21	77
	MONTEREY-SALINAS-SANTA CRUZ	132,200	.22	75		TALLAHASSEE	48,900	.08	180
	MONTGOMERY	62,900	.10	152		TAMPA-ST. PETERSBURG-CLEARWATER	501,300	.86	22
	MONTPELIER-BARRE-ST. JOHNSBURY	26,200	.04	256		TERRE HAUTE	39,400	.06	202
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	49,300	.08	179		TEXARKANA, TX-AR	25,700	.04	258
*	MORRISTOWN, NJ	108,000	.18	92		TOLEDO	114,500	.19	83
	MUNCIE-MARION, IN	35,700	.06	218		TOPEKA	44,400	.07	189
	MUSKEGON, MI	33,900	.05	227		TRAVERSE CITY-PETOSKEY, MI	46,600	.08	185
	MYRTLE BEACH, SC	54,600	.09	168		TRENTON, NJ	72,900	.12	138
	NASHVILLE	263,600	.45	43		TRI-CITIES, WA (RCHLND-KNWK-PSC)	41,400	.07	198
*	NASSAU-SUFFOLK (LONG ISLAND)	577,400	.99	17		TUCSON	167,900	.29	62
*	NEW BEDFORD-FALL RIVER, MA	52,700	.09	171		TULSA	167,400	.28	63
	NEW HAVEN	95,800	.16	108		TUPELO, MS	44,200	.07	190
	NEW LONDON, CT	54,700	.09	167		TUSCALOOSA, AL	29,100	.05	242
	NEW ORLEANS	245,200	.42	47		TYLER-LONGVIEW	63,200	.10	151
	NEW RIVER VALLEY, VA	28,400	.04	247		UTICA-ROME	59,500	.10	158
	NEW YORK	3,557,500	6.15	1		VALDOSTA, GA	21,700	.03	273
	NWBRGH-MIDLTWN, NY (MID-HDSN VLY)	74,900	.12	133		VICTOR VALLEY	78,800	.13	128
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	293,700	.50	41		VISALIA-TULARE-HANFORD	94,100	.16	111
	ODESSA-MIDLAND, TX	43,300	.07	194		WACO, TX	36,800	.06	212
	OKLAHOMA CITY	214,200	.37	55		WASHINGTON, DC	1,015,700	1.75	7
	OLEAN, NY	38,200	.06	206		WATERLOO-CEDAR FALLS	26,900	.04	253
	OMAHA-COUNCIL BLUFFS	139,100	.24	72		WATERTOWN, NY	21,500	.03	275
	ORLANDO	323,300	.55	37		WAUSAU-STVNS PT, WI (CNTRL WI)	55,200	.09	166
	OXNARD-VENTURA	90,600	.15	118		WEST PALM BEACH-BOCA RATON	231,800	.40	51
	PALM SPRINGS	60,700	.10	156		WHEELING	30,100	.05	240
	PANAMA CITY, FL	32,000	.05	231		WICHITA	107,300	.18	93
	PARKERSBURG-MARIETTA, WV-OH	30,500	.05	236		WICHITA FALLS, TX	25,200	.04	259
	PENSACOLA	83,100	.14	125		WILKES BARRE-SCRANTON	155,500	.26	66
	PEORIA	66,300	.11	143		WILLIAMSPORT, PA	23,100	.04	268
	PHILADELPHIA	999,200	1.72	8		WILMINGTON, DE	136,300	.23	74
	PHOENIX	644,000	1.11	16		WILMINGTON, NC	50,100	.08	177
	PITTSBURG, KS (SOUTHEAST KANSAS)	28,900	.05	244		WINCHESTER, VA	37,100	.06	211
	PITTSBURGH, PA	464,800	.80	24		WORCESTER	101,500	.17	100
	PORTLAND, ME	58,700	.10	161		YAKIMA, WA	40,200	.06	200
	PORTLAND, OR	472,800	.81	23		YORK	105,000	.18	95
	PORTSMOUTH-DOVER-ROCHESTER	104,200	.18	96		YOUNGSTOWN-WARREN	90,400	.15	119
	POUGHKEEPSIE, NY	62,100	.10	153					
	PROVIDENCE-WARWICK-PAWTUCKET	324,800	.56	36					
	PUEBLO	27,800	.04	251					
	PUERTO RICO	676,200	1.17	14					
	QUAD CITIES (DAVNPRY-RI-MOLINE)	70,000	.12	142					
	RALEIGH-DURHAM	262,900	.45	44					
	RAPID CITY, SD	22,600	.03	270					
	READING, PA	77,900	.13	130					
	REDDING, CA	33,900	.05	227					
	RENO	92,400	.15	117					
	RICHMOND	209,000	.36	56					
	RIVERSIDE-SAN BERNARDINO	358,000	.61	30					
	ROANOKE-LYNCHBURG	93,100	.16	114					
	ROCHESTER, MN	35,600	.06	219					
	ROCHESTER, NY	218,100	.37	54					
	ROCKFORD	65,600	.11	147					
	SACRAMENTO	388,300	.67	27					
	SAGINAW-BAY CITY-MIDLAND	78,400	.13	129					
	ST. CLOUD, MN	34,500	.05	223					
	ST. LOUIS	516,900	.89	21					
	SALISBURY-OCEAN CITY	66,300	.11	143					
	SALT LAKE CITY-OGDEN-PROVO	299,300	.51	40					
	SAN ANGELO, TX	17,800	.03	284					
	SAN ANTONIO	338,000	.58	32					
	SAN DIEGO	565,900	.97	18					
	SAN FRANCISCO	1,457,500	2.52	4					
*	SAN JOSE	360,400	.62	29					
	SAN LUIS OBISPO, CA	51,100	.08	174					
	SANTA BARBARA, CA	38,400	.06	205					
	SANTA FE, NM	34,900	.06	221					
	SANTA MARIA-LOMPOC, CA	35,900	.06	217					
*	SANTA ROSA	96,900	.16	106					
	SARASOTA-BRADENTON	117,800	.20	78					
	SAVANNAH	56,900	.09	163					
	SEATTLE-TACOMA	791,600	1.37	13					
	SEBRING, FL	14,000	.02	293					
	SHEBOYGAN, WI	24,000	.04	267					
	SHREVEPORT	70,700	.12	140					
	SIOUX CITY, IA	23,000	.03	269					
	SOUTH BEND	48,000	.08	182					
	SPOKANE	108,600	.18	90					
	SPRINGFIELD, MA	117,500	.20	79					
	SPRINGFIELD, MO	65,000	.11	148					
*	STAMFORD-NORWALK, CT	73,400	.12	137					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

				MEN 35+		US TOTAL		73,525,100	
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	773,000	1.05	16		STATE COLLEGE, PA	31,100	.04	264
	MOBILE	134,300	.18	98		STOCKTON	142,400	.19	87
	MODESTO	109,400	.14	121		SUNBURY-SELINGSGROVE-LEWISBRG, PA	53,000	.07	199
*	MONMOUTH-OCEAN	319,100	.43	46		SUSSEX, NJ	41,800	.05	230
	MONROE, LA	32,000	.04	263		SYRACUSE	163,000	.22	77
	MONTEREY-SALINAS-SANTA CRUZ	160,900	.21	78		TALLAHASSEE	59,500	.08	186
	MONTGOMERY	78,700	.10	155		TAMPA-ST. PETERSBURG-CLEARWATER	707,000	.96	19
	MONTPELIER-BARRE-ST. JOHNSBURY	33,500	.04	257		TERRE HAUTE	51,500	.07	200
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	64,600	.08	179		TEXARKANA, TX-AR	33,000	.04	259
*	MORRISTOWN, NJ	134,000	.18	99		TOLEDO	145,900	.19	82
	MUNCIE-MARION, IN	47,700	.06	213		TOPEKA	58,200	.07	188
	MUSKEGON, MI	43,000	.05	227		TRAVERSE CITY-PETOSKEY, MI	61,600	.08	183
	MYRTLE BEACH, SC	74,200	.10	161		TRENTON, NJ	91,700	.12	138
	NASHVILLE	319,600	.43	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	50,900	.06	204
*	NASSAU-SUFFOLK (LONG ISLAND)	740,100	1.00	17		TULSA	224,500	.30	63
*	NEW BEDFORD-FALL RIVER, MA	67,000	.09	174		TULSA	212,100	.28	64
	NEW HAVEN	123,700	.16	106		TUPELO, MS	56,900	.07	190
	NEW LONDON, CT	69,500	.09	167		TUSCALOOSA, AL	37,000	.05	247
	NEW ORLEANS	306,200	.41	49		TYLER-LONGVIEW	83,700	.11	146
	NEW RIVER VALLEY, VA	36,500	.04	249		UTICA-ROME	79,500	.10	152
	NEW YORK	4,485,500	6.10	1		VALDOSTA, GA	26,900	.03	277
	NWBRGH-MIDLTON, NY (MID-HDSN VLY)	91,000	.12	139		VICTOR VALLEY	96,900	.13	131
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	361,600	.49	41		VISALIA-TULARE-HANFORD	115,200	.15	118
	ODESSA-MIDLAND, TX	55,200	.07	193		WACO, TX	48,200	.06	211
	OKLAHOMA CITY	269,900	.36	55		WASHINGTON, DC	1,213,000	1.64	8
	OLEAN, NY	51,200	.06	202		WATERLOO-CEDAR FALLS	35,600	.04	252
	OMAHA-COUNCIL BLUFFS	171,800	.23	74		WATERTOWN, NY	27,100	.03	275
	ORLANDO	396,100	.53	37		WAUSAU-STVNS PT, WI (CNTRL WI)	70,600	.09	166
	OXNARD-VENTURA	110,600	.15	120		WEST PALM BEACH-BOCA RATON	354,100	.48	42
	PALM SPRINGS	78,800	.10	153		WHEELING	40,700	.05	232
	PANAMA CITY, FL	41,900	.05	229		WICHITA	134,600	.18	97
	PARKERSBURG-MARIETTA, WV-OH	40,300	.05	235		WICHITA FALLS, TX	32,500	.04	261
	PENSACOLA	108,000	.14	122		WILKES BARRE-SCRANTON	209,100	.28	65
	PEORIA	87,200	.11	144		WILLIAMSPORT, PA	31,100	.04	264
	PHILADELPHIA	1,279,000	1.73	6		WILMINGTON, DE	170,600	.23	76
	PHOENIX	816,600	1.11	15		WILMINGTON, NC	66,900	.09	175
	PITTSBURG, KS (SOUTHEAST KANSAS)	39,500	.05	239		WINCHESTER, VA	47,500	.06	215
	PITTSBURGH, PA	630,500	.85	23		WORCESTER	126,700	.17	104
	PORTLAND, ME	73,700	.10	162		YAKIMA, WA	51,100	.06	203
	PORTLAND, OR	574,800	.78	24		YORK	134,800	.18	95
	PORTSMOUTH-DOVER-ROCHESTER	127,800	.17	103		YOUNGSTOWN-WARREN	122,900	.16	108
	POUGHKEEPSIE, NY	77,800	.10	157					
	PROVIDENCE-WARWICK-PAWTUCKET	417,500	.56	35					
	PUEBLO	37,200	.05	246					
	PUERTO RICO	877,200	1.19	14					
	QUAD CITIES (DAVNPR-RI-MOLINE)	90,700	.12	141					
	RALEIGH-DURHAM	311,100	.42	48					
	RAPID CITY, SD	28,700	.03	270					
	READING, PA	102,300	.13	127					
	REDDING, CA	45,900	.06	219					
	RENO	115,600	.15	117					
	RICHMOND	257,000	.34	56					
	RIVERSIDE-SAN BERNARDINO	448,900	.61	29					
	ROANOKE-LYNCHBURG	122,600	.16	109					
	ROCHESTER, MN	44,600	.06	222					
	ROCHESTER, NY	278,200	.37	54					
	ROCKFORD	83,200	.11	149					
	SACRAMENTO	489,300	.66	27					
	SAGINAW-BAY CITY-MIDLAND	101,600	.13	128					
	ST. CLOUD, MN	43,200	.05	226					
	ST. LOUIS	656,100	.89	21					
	SALISBURY-OCEAN CITY	92,100	.12	136					
	SALT LAKE CITY-OGDEN-PROVO	364,400	.49	40					
	SAN ANGELO, TX	23,600	.03	285					
	SAN ANTONIO	424,200	.57	31					
	SAN DIEGO	707,300	.96	18					
	SAN FRANCISCO	1,797,300	2.44	4					
*	SAN JOSE	435,600	.59	30					
	SAN LUIS OBISPO, CA	67,400	.09	172					
	SANTA BARBARA, CA	50,400	.06	206					
	SANTA FE, NM	43,400	.05	225					
	SANTA MARIA-LOMPOC, CA	46,000	.06	218					
*	SANTA ROSA	122,200	.16	110					
	SARASOTA-BRADENTON	198,300	.26	67					
	SAVANNAH	71,900	.09	165					
	SEATTLE-TACOMA	961,600	1.30	13					
	SEBRING, FL	27,800	.03	273					
	SHEBOYGAN, WI	30,700	.04	267					
	SHREVEPORT	91,900	.12	137					
	SIOUX CITY, IA	29,300	.03	269					
	SOUTH BEND	62,100	.08	182					
	SPOKANE	137,900	.18	92					
	SPRINGFIELD, MA	151,600	.20	80					
	SPRINGFIELD, MO	83,600	.11	148					
*	STAMFORD-NORWALK, CT	93,900	.12	135					

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 12-24				US TOTAL 26,788,700			
Ind	Metro Market Name	Population	Pct of US Rank	Ind	Metro Market Name	Population	Pct of US Rank
	ABILENE, TX	16,300	.06 235		FARGO-MOORHEAD	20,700	.07 202
	AKRON	64,000	.23 77		FAYETTEVILLE (NW ARKANSAS)	34,100	.12 141
	ALBANY, GA	13,000	.04 260		FAYETTEVILLE, NC	40,800	.15 118
	ALBANY-SCHENECTADY-TROY	80,400	.30 64		FLAGSTAFF-PRESCOTT, AZ	29,800	.11 154
	ALBUQUERQUE	69,800	.26 68		FLINT	40,200	.15 123
	ALEXANDRIA, LA	17,800	.06 222		FLORENCE, SC	17,500	.06 224
	ALLENTOWN-BETHLEHEM	66,700	.24 72		FLORENCE-MUSCLE SHOALS, AL	12,000	.04 265
	ALTOONA	10,500	.03 276		FT. COLLINS-GREELEY, CO	44,800	.16 105
	AMARILLO, TX	21,700	.08 192		FT. MYERS-NAPLES-MARCO ISLAND	55,300	.20 84
	ANCHORAGE	26,300	.09 170		FT. PIERCE-STUART-VERO BEACH	34,800	.12 138
	ANN ARBOR	38,000	.14 126		FT. SMITH, AR	23,400	.08 179
	APPLETON-OSHKOSH	35,400	.13 136		FT. WALTON BEACH, FL	15,800	.05 238
	ASHEVILLE	22,800	.08 184		FT. WAYNE	47,700	.17 100
	ATLANTA	395,900	1.47 10	*	FREDERICK, MD	20,200	.07 206
	ATLANTIC CITY-CAPE MAY	31,000	.11 151	*	FREDERICKSBURG	32,000	.11 147
	AUGUSTA, GA	45,800	.17 103		FRESNO	91,400	.34 56
	AUGUSTA-WATERVILLE, ME	10,700	.03 274		GAINESVILLE-OCALA	58,600	.21 82
	AUSTIN	133,200	.49 41		GRAND FORKS, ND-MN	10,800	.04 272
	BAKERSFIELD	67,500	.25 70		GRAND JUNCTION, CO	11,600	.04 267
	BALTIMORE	232,500	.86 19		GRAND RAPIDS	84,300	.31 61
	BANGOR	17,100	.06 228		GREAT FALLS, MT	7,100	.02 290
	BATON ROUGE	66,000	.24 74		GREEN BAY	22,300	.08 189
	BATTLE CREEK, MI	12,800	.04 262		GREENSBORO-WS-HIGH POINT	113,100	.42 47
	BEAUMONT-PORT ARTHUR, TX	35,300	.13 137		GREENVILLE-NEW BERN-JACKSONVILLE	54,500	.20 87
	BECKLEY, WV	6,200	.02 295		GREENVILLE-SPARTANBURG	83,400	.31 63
	BEND, OR	15,400	.05 244		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	22,100	.08 191
	BILLINGS, MT	12,000	.04 265	*	HAMPTONS-RIVERHEAD	11,400	.04 269
	BILOXI-GULFPORT-PASCAGOULA	33,400	.12 144		HARRISBURG-LEBANON-CARLISLE	55,300	.20 84
	BINGHAMTON	23,800	.08 178		HARRISONBURG, VA	16,500	.06 234
	BIRMINGHAM	87,500	.32 60		HARTFORD-NEW BRITAIN-MIDDLETOWN	107,700	.40 50
	BISMARCK, ND	9,200	.03 284		HILTON HEAD, SC	15,400	.05 244
	BLOOMINGTON	20,400	.07 204		HONOLULU	73,500	.27 67
	BLUEFIELD, WV	8,300	.03 288		HOUSTON-GALVESTON	491,800	1.83 6
	BOISE	46,200	.17 102		HUNTINGTON-ASHLAND	26,400	.09 169
	BOSTON	376,100	1.40 12		HUNTSVILLE	41,800	.15 113
	BOWLING GREEN, KY	18,500	.06 220		INDIANAPOLIS	137,500	.51 38
	BRIDGEPORT	39,500	.14 124		ITHACA, NY	15,800	.05 238
	BRUNSWICK, GA	6,300	.02 294		JACKSON, MS	44,700	.16 106
	BRYAN-COLLEGE STATION, TX	28,400	.10 158		JACKSON, TN	9,100	.03 285
	BUFFALO-NIAGARA FALLS	101,200	.37 53		JACKSONVILLE	111,400	.41 49
	BURLINGTON-PLATTSBURGH	35,500	.13 135		JOHNSON CITY-KINGSPORT-BRISTOL	40,600	.15 119
	CANTON	35,700	.13 134		JOHNSTOWN	18,500	.06 220
	CAPE COD, MA	15,800	.05 238		JONESBORO, AR	8,700	.03 286
	CASPER, WY	6,500	.02 293		JOPLIN, MO	14,800	.05 249
	CEDAR RAPIDS	17,500	.06 224		KALAMAZOO	26,800	.10 167
	CHAMPAIGN, IL	24,400	.09 176		KANSAS CITY	160,100	.59 31
	CHARLESTON, SC	52,600	.19 90		KILLEEN-TEMPLE, TX	31,500	.11 150
	CHARLESTON, WV	19,100	.07 215		KNOXVILLE	60,800	.22 81
	CHARLOTTE-GASTONIA-ROCK HILL	139,500	.52 37		LA CROSSE, WI	19,400	.07 211
	CHARLOTTEVILLE, VA	18,700	.06 218		LAFAYETTE, IN	21,200	.07 200
	CHATTANOOGA	42,200	.15 112		LAFAYETTE, LA	52,500	.19 93
	CHEYENNE, WY	7,700	.02 289		LAKE CHARLES, LA	17,600	.06 223
	CHICAGO	814,100	3.03 3		LAKELAND-WINTER HAVEN	44,000	.16 107
	CHICO, CA	22,900	.08 183		LANCASTER	44,900	.16 104
	CINCINNATI	184,600	.68 28		LANSING-EAST LANSING	51,400	.19 97
	CLARKSVILLE-HOPKINSVILLE, TN-KY	19,200	.07 214		LAREDO, TX	24,000	.08 177
	CLEVELAND	182,400	.68 29		LAS VEGAS	136,700	.51 39
	COLORADO SPRINGS	51,500	.19 96		LASALLE-PERU, IL	13,200	.04 255
	COLUMBIA, MO	18,800	.07 217		LAUREL-HATTIESBURG, MS	19,900	.07 207
	COLUMBIA, SC	53,900	.20 89		LAWTON, OK	10,800	.04 272
	COLUMBUS, GA	22,800	.08 184		LEBANON-RUTLAND-WHITE RIVER JUNC	21,500	.08 193
	COLUMBUS, OH	147,500	.55 34		LEWISTON-AUBURN, ME	9,500	.03 283
	COLUMBUS-STARKVILLE-W. POINT, MS	15,000	.05 247		LEXINGTON-FAYETTE	47,500	.17 101
	CONCORD (LAKE REGIONS)	23,300	.08 180		LIMA, OH	14,200	.05 251
	COOKEVILLE, TN	8,700	.03 286		LINCOLN	27,300	.10 165
	CORPUS CHRISTI	37,500	.14 128		LITTLE ROCK	54,800	.20 86
	DALLAS-FT. WORTH	518,100	1.93 5		LOS ANGELES	1,184,500	4.42 2
	DANBURY, CT	17,000	.06 231		LOUISVILLE	89,100	.33 59
	DAYTON	90,700	.33 58		LUBBOCK	28,700	.10 157
	DAYTONA BEACH	41,500	.15 116		MACON	32,700	.12 146
	DECATUR, IL	10,200	.03 280		MADISON	51,600	.19 95
	DENVER-BOULDER	218,600	.81 21	*	MANCHESTER	20,500	.07 203
	DES MOINES	54,200	.20 88		MANKATO-NEW ULM-ST. PETER, MN	14,600	.05 250
	DETROIT	397,900	1.48 9		MARION-CARBONDALE (SOUTHERN IL)	16,200	.06 236
	DOTHAN, AL	19,800	.07 209		MASON CITY, IA	6,700	.02 292
	DUBUQUE, IA	15,400	.05 244		MCALLEN-BROWNSVILLE-HARLINGEN	112,100	.41 48
	DULUTH-SUPERIOR	18,700	.06 218		MEADVILLE-FRANKLIN, PA	12,900	.04 261
	EAU CLAIRE, WI	17,100	.06 228		MEDFORD-ASHLAND, OR	17,300	.06 226
	EL PASO	74,300	.27 66		MELBOURNE-TITUSVILLE-COCOA	40,300	.15 122
	ELIZABETH CITY-NAGS HEAD, NC	13,200	.04 255		MEMPHIS	117,200	.43 45
	ELKINS-BUCKHANNON-WESTON, WV	10,300	.03 279		MERCED, CA	27,400	.10 163
	ELMIRA-CORNING, NY	16,800	.06 232		MERIDIAN, MS	7,000	.02 291
	ERIE	27,100	.10 166		MIAMI-FT. LAUDERDALE-HOLLYWOOD	339,600	1.26 13
	EUGENE-SPRINGFIELD	31,000	.11 151	*	MIDDLESEX-SOMERSET-UNION	132,000	.49 42
	EVANSVILLE	27,800	.10 161		MILWAUKEE-RACINE	153,500	.57 32

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 12-24				US TOTAL 26,788,700					
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	278,300	1.03	16		STATE COLLEGE, PA	21,500	.08	193
	MOBILE	51,200	.19	98		STOCKTON	66,400	.24	73
	MODESTO	52,600	.19	90		SUNBURY-SEL INSGROVE-LEWISBRG, PA	16,800	.06	232
*	MONMOUTH-OCEAN	95,900	.35	54		SUSSEX, NJ	13,600	.05	253
	MONROE, LA	15,600	.05	243		SYRACUSE	64,700	.24	75
	MONTEREY-SALINAS-SANTA CRUZ	63,400	.23	78		TALLAHASSEE	36,700	.13	131
	MONTGOMERY	31,800	.11	149		TAMPA-ST. PETERSBURG-CLEARWATER	198,700	.74	25
	MONTPELIER-BARRE-ST. JOHNSBURY	10,500	.03	276		TERRE HAUTE	19,100	.07	215
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	24,800	.09	174		TEXARKANA, TX-AR	11,600	.04	267
*	MORRISTOWN, NJ	37,900	.14	127		TOLEDO	61,400	.22	79
	MUNCIE-MARION, IN	22,500	.08	188		TOPEKA	19,800	.07	209
	MUSKEGON, MI	16,200	.06	236		TRAVERSE CITY-PETOSKEY, MI	19,400	.07	211
	MYRTLE BEACH, SC	21,300	.07	199		TRENTON, NJ	34,000	.12	142
	NASHVILLE	115,800	.43	46		TRI-CITIES, WA (RCHLND-KNWK-PSC)	21,400	.07	197
*	NASSAU-SUFFOLK (LONG ISLAND)	232,300	.86	20		TUCSON	83,900	.31	62
*	NEW BEDFORD-FALL RIVER, MA	23,200	.08	182		TULSA	78,500	.29	65
	NEW HAVEN	43,500	.16	108		TUPELO, MS	21,400	.07	197
	NEW LONDON, CT	23,300	.08	180		TUSCALOOSA, AL	19,400	.07	211
	NEW ORLEANS	120,400	.44	44		TYLER-LONGVIEW	33,000	.12	145
	NEW RIVER VALLEY, VA	22,200	.08	190		UTICA-ROME	26,300	.09	170
	NEW YORK	1,487,100	5.55	1		VALDOSTA, GA	13,200	.04	255
	NWBRGH-MIDLTON, NY (MID-HDSN VLY)	34,600	.12	140		VICTOR VALLEY	40,400	.15	121
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	149,100	.55	33		VISALIA-TULARE-HANFORD	55,500	.20	83
	ODESSA-MIDLAND, TX	25,300	.09	172		WACO, TX	25,300	.09	172
	OKLAHOMA CITY	106,800	.39	51		WASHINGTON, DC	407,000	1.51	8
	OLEAN, NY	19,900	.07	207		WATERLOO-CEDAR FALLS	17,200	.06	227
	OMAHA-COUNCIL BLUFFS	66,900	.24	71		WATERTOWN, NY	10,000	.03	282
	ORLANDO	144,800	.54	35		WAUSAU-STVNS PT, WI (CNTRL WI)	26,500	.09	168
	OXNARD-VENTURA	48,700	.18	99		WEST PALM BEACH-BOCA RATON	90,800	.33	57
	PALM SPRINGS	36,100	.13	133		WHEELING	12,400	.04	264
	PANAMA CITY, FL	13,300	.04	254		WICHITA	51,900	.19	94
	PARKERSBURG-MARIETTA, WV-OH	12,600	.04	263		WICHITA FALLS, TX	13,200	.04	255
	PENSACOLA	40,500	.15	120		WILKES BARRE-SCRANTON	68,300	.25	69
	PEORIA	30,800	.11	153		WILLIAMSPORT, PA	10,500	.03	276
	PHILADELPHIA	454,900	1.69	7		WILMINGTON, DE	60,900	.22	80
	PHOENIX	308,400	1.15	15		WILMINGTON, NC	21,500	.08	193
	PITTSBURG, KS (SOUTHEAST KANSAS)	15,700	.05	241		WINCHESTER, VA	15,000	.05	247
	PITTSBURGH, PA	187,300	.69	27		WORCESTER	43,000	.16	110
	PORTLAND, ME	22,600	.08	186		YAKIMA, WA	22,600	.08	186
	PORTLAND, OR	199,900	.74	24		YORK	42,800	.15	111
	PORTSMOUTH-DOVER-ROCHESTER	43,100	.16	109		YOUNGSTOWN-WARREN	39,400	.14	125
	POUGHKEEPSIE, NY	27,600	.10	162					
	PROVIDENCE-WARWICK-PAWTUCKET	142,500	.53	36					
	PUEBLO	13,700	.05	252					
	PUERTO RICO	381,300	1.42	11					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	32,000	.11	147					
	RALEIGH-DURHAM	120,700	.45	43					
	RAPID CITY, SD	11,000	.04	271					
	READING, PA	34,800	.12	138					
	REDDING, CA	17,100	.06	228					
	RENO	37,200	.13	129					
	RICHMOND	93,200	.34	55					
	RIVERSIDE-SAN BERNARDINO	212,800	.79	23					
	ROANOKE-LYNCHBURG	41,000	.15	117					
	ROCHESTER, MN	15,700	.05	241					
	ROCHESTER, NY	103,200	.38	52					
	ROCKFORD	29,700	.11	155					
	SACRAMENTO	195,600	.73	26					
	SAGINAW-BAY CITY-MIDLAND	36,400	.13	132					
	ST. CLOUD, MN	21,500	.08	193					
	ST. LOUIS	240,400	.89	18					
	SALISBURY-OCEAN CITY	28,200	.10	160					
	SALT LAKE CITY-OGDEN-PROVO	214,200	.79	22					
	SAN ANGELO, TX	10,700	.03	274					
	SAN ANTONIO	180,800	.67	30					
	SAN DIEGO	265,600	.99	17					
	SAN FRANCISCO	546,200	2.03	4					
*	SAN JOSE	134,600	.50	40					
	SAN LUIS OBISPO, CA	24,500	.09	175					
	SANTA BARBARA, CA	20,400	.07	204					
	SANTA FE, NM	13,200	.04	255					
	SANTA MARIA-LOMPOC, CA	21,000	.07	201					
*	SANTA ROSA	41,600	.15	114					
	SARASOTA-BRADENTON	41,600	.15	114					
	SAVANNAH	28,300	.10	159					
	SEATTLE-TACOMA	318,100	1.18	14					
	SEBRING, FL	6,100	.02	296					
	SHEBOYGAN, WI	10,200	.03	280					
	SHREVEPORT	37,000	.13	130					
	SIOUX CITY, IA	11,400	.04	269					
	SOUTH BEND	27,400	.10	163					
	SPOKANE	52,600	.19	90					
	SPRINGFIELD, MA	64,200	.23	76					
	SPRINGFIELD, MO	33,600	.12	143					
*	STAMFORD-NORWALK, CT	29,300	.10	156					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 18-34					US TOTAL 34,007,200				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	18,800	.05	243		FARGO-MOORHEAD	27,700	.08	191
	AKRON	79,400	.23	75		FAYETTEVILLE (NW ARKANSAS)	45,100	.13	130
	ALBANY, GA	16,000	.04	255		FAYETTEVILLE, NC	51,900	.15	114
	ALBANY-SCHENECTADY-TROY	99,600	.29	65		FLAGSTAFF-PRESCOTT, AZ	34,600	.10	162
	ALBUQUERQUE	88,500	.26	67		FLINT	50,100	.14	117
	ALEXANDRIA, LA	21,500	.06	226		FLORENCE, SC	23,400	.06	217
	ALLETOWN-BETHLEHEM	79,300	.23	76		FLORENCE-MUSCLE SHOALS, AL	15,700	.04	256
	ALTOONA	13,200	.03	274		FT. COLLINS-GREELEY, CO	58,400	.17	101
	AMARILLO, TX	27,400	.08	192		FT. MYERS-NAPLES-MARCO ISLAND	67,100	.19	91
	ANCHORAGE	29,800	.08	178		FT. PIERCE-STUART-VERO BEACH	38,600	.11	150
	ANN ARBOR	53,500	.15	109		FT. SMITH, AR	28,800	.08	181
	APPLETON-OSHKOSH	42,900	.12	136		FT. WALTON BEACH, FL	18,800	.05	243
	ASHEVILLE	29,600	.08	180		FT. WAYNE	57,500	.16	103
	ATLANTA	558,800	1.64	8	*	FREDERICK, MD	23,500	.06	215
	ATLANTIC CITY-CAPE MAY	36,300	.10	158	*	FREDERICKSBURG	38,100	.11	152
	AUGUSTA, GA	56,700	.16	104		FRESNO	107,700	.31	62
	AUGUSTA-WATERVILLE, ME	12,700	.03	277		GAINESVILLE-OCALA	73,700	.21	83
	AUSTIN	194,000	.57	34		GRAND FORKS, ND-MN	13,400	.03	273
	BAKERSFIELD	76,900	.22	79		GRAND JUNCTION, CO	13,900	.04	268
	BALTIMORE	290,700	.85	20		GRAND RAPIDS	104,400	.30	63
	BANGOR	21,700	.06	225		GREAT FALLS, MT	8,200	.02	292
	BATON ROUGE	85,800	.25	70		GREEN BAY	27,800	.08	189
	BATTLE CREEK, MI	15,400	.04	258		GREENSBORO-WS-HIGH POINT	149,800	.44	46
	BEAUMONT-PORT ARTHUR, TX	41,200	.12	143		GREENVILLE-NEW BERN-JACKSONVILLE	70,400	.20	88
	BECKLEY, WV	8,300	.02	291		GREENVILLE-SPARTANBURG	112,400	.33	57
	BEND, OR	18,700	.05	247		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	27,800	.08	189
	BILLINGS, MT	15,000	.04	263	*	HAMPTONS-RIVERHEAD	13,600	.04	271
	BILOXI-GULFPORT-PASCAGOULA	42,500	.12	139		HARRISBURG-LEBANON-CARLISLE	68,300	.20	90
	BINGHAMTON	28,100	.08	186		HARRISONBURG, VA	19,300	.05	236
	BIRMINGHAM	116,800	.34	56		HARTFORD-NEW BRITAIN-MIDDLETOWN	125,000	.36	51
	BISMARCK, ND	11,500	.03	287		HILTON HEAD, SC	20,400	.06	231
	BLOOMINGTON	26,200	.07	201		HONOLULU	100,000	.29	64
	BLUEFIELD, WV	11,300	.03	288		HOUSTON-GALVESTON	629,400	1.85	6
	BOISE	60,200	.17	100		HUNTINGTON-ASHLAND	36,200	.10	159
	BOSTON	520,400	1.53	10		HUNTSVILLE	52,600	.15	112
	BOWLING GREEN, KY	25,200	.07	207		INDIANAPOLIS	178,500	.52	41
	BRIDGEPORT	45,600	.13	128		ITHACA, NY	19,900	.05	232
	BRUNSWICK, GA	7,300	.02	295		JACKSON, MS	58,400	.17	101
	BRYAN-COLLEGE STATION, TX	36,700	.10	156		JACKSON, TN	11,600	.03	286
	BUFFALO-NIAGARA FALLS	122,500	.36	52		JACKSONVILLE	137,200	.40	49
	BURLINGTON-PLATTSBURGH	43,400	.12	133		JOHNSON CITY-KINGSPORT-BRISTOL	54,900	.16	107
	CANTON	42,000	.12	140		JOHNSTOWN	22,100	.06	221
	CAPE COD, MA	19,100	.05	240		JONESBORO, AR	12,000	.03	282
	CASPER, WY	8,000	.02	293		JOPLIN, MO	19,300	.05	236
	CEDAR RAPIDS	23,500	.06	215		KALAMAZOO	35,100	.10	161
	CHAMPAIGN, IL	32,900	.09	165		KANSAS CITY	208,800	.61	31
	CHARLESTON, SC	71,600	.21	87		KILLEEN-TEMPLE, TX	43,400	.12	133
	CHARLESTON, WV	24,900	.07	209		KNOXVILLE	82,600	.24	71
	CHARLOTTE-GASTONIA-ROCK HILL	194,700	.57	33		LA CROSSE, WI	22,800	.06	219
	CHARLOTTESVILLE, VA	24,200	.07	212		LAFAYETTE, IN	27,900	.08	188
	CHATTANOOGA	55,000	.16	106		LAFAYETTE, LA	63,500	.18	96
	CHEYENNE, WY	9,300	.02	289		LAKE CHARLES, LA	21,800	.06	224
	CHICAGO	1,063,200	3.12	3		LAKELAND-WINTER HAVEN	52,300	.15	113
	CHICO, CA	28,700	.08	184		LANCASTER	52,900	.15	110
	CINCINNATI	233,100	.68	27		LANSING-EAST LANSING	64,700	.19	93
	CLARKSVILLE-HOPKINSVILLE, TN-KY	27,200	.08	193		LAREDO, TX	29,800	.08	178
	CLEVELAND	219,500	.64	30		LAS VEGAS	187,600	.55	37
	COLORADO SPRINGS	62,400	.18	99		LASALLE-PERU, IL	15,100	.04	261
	COLUMBIA, MO	25,400	.07	206		LAUREL-HATTIESBURG, MS	25,900	.07	203
	COLUMBIA, SC	73,700	.21	83		LAWTON, OK	13,500	.03	272
	COLUMBUS, GA	28,800	.08	181		LEBANON-RUTLAND-WHITE RIVER JUNC	24,400	.07	211
	COLUMBUS, OH	204,700	.60	32		LEWISTON-AUBURN, ME	11,900	.03	283
	COLUMBUS-STARKVILLE-W. POINT, MS	18,800	.05	243		LEXINGTON-FAYETTE	70,400	.20	88
	CONCORD (LAKE REGIONS)	26,800	.07	199		LIMA, OH	16,300	.04	253
	COOKEVILLE, TN	11,800	.03	284		LINCOLN	37,900	.11	153
	CORPUS CHRISTI	44,300	.13	132		LITTLE ROCK	72,900	.21	85
	DALLAS-FT. WORTH	697,700	2.05	5		LOS ANGELES	1,603,000	4.71	2
	DANBURY, CT	19,300	.05	236		LOUISVILLE	120,300	.35	54
	DAYTON	112,200	.32	58		LUBBOCK	37,200	.10	155
	DAYTONA BEACH	49,500	.14	122		MACON	40,500	.11	146
	DECATUR, IL	12,200	.03	279		MADISON	71,900	.21	86
	DENVER-BOULDER	300,500	.88	18	*	MANCHESTER	24,000	.07	213
	DES MOINES	73,800	.21	82		MANKATO-NEW ULM-ST. PETER, MN	17,200	.05	250
	DETROIT	495,100	1.45	11		MARION-CARBONDALE (SOUTHERN IL)	21,400	.06	227
	DOTHAN, AL	25,000	.07	208		MASON CITY, IA	7,800	.02	294
	DUBUQUE, IA	17,800	.05	249		MCALLEN-BROWNSVILLE-HARLINGEN	135,600	.39	50
	DULUTH-SUPERIOR	22,800	.06	219		MEADVILLE-FRANKLIN, PA	14,700	.04	264
	EAU CLAIRE, WI	20,800	.06	229		MEDFORD-ASHLAND, OR	20,500	.06	230
	EL PASO	87,300	.25	69		MELBOURNE-TITUSVILLE-COCOA	44,700	.13	131
	ELIZABETH CITY-NAGS HEAD, NC	15,100	.04	261		MEMPHIS	149,500	.43	47
	ELKINS-BUCKHANNON-WESTON, WV	12,200	.03	279		MERCED, CA	30,600	.09	173
	ELMIRA-CORNING, NY	19,500	.05	234		MERIDIAN, MS	9,100	.02	290
	ERIE	32,500	.09	168		MIAMI-FT. LAUDERDALE-HOLLYWOOD	436,800	1.28	13
	EUGENE-SPRINGFIELD	41,200	.12	143	*	MIDDLESEX-SOMERSET-UNION	169,500	.49	43
	EVANSVILLE	34,500	.10	163		MILWAUKEE-RACINE	187,500	.55	38

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 18-34				US TOTAL				34,007,200			
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank		
	MINNEAPOLIS-ST. PAUL	360,400	1.05	16		STATE COLLEGE, PA	26,900	.07	198		
	MOBILE	63,800	.18	95		STOCKTON	78,200	.23	78		
	MODESTO	62,700	.18	98		SUNBURY-SELINGSGROVE-LEWISBRG, PA	19,300	.05	236		
*	MONMOUTH-OCEAN	108,200	.31	61		SUSSEX, NJ	13,900	.04	268		
	MONROE, LA	19,900	.05	232		SYRACUSE	75,500	.22	81		
	MONTEREY-SALINAS-SANTA CRUZ	80,000	.23	73		TALLAHASSEE	49,600	.14	121		
	MONTGOMERY	41,500	.12	142		TAMPA-ST. PETERSBURG-CLEARWATER	250,800	.73	25		
	MONTPELIER-BARRE-ST. JOHNSBURY	12,200	.03	279		TERRE HAUTE	23,300	.06	218		
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	32,800	.09	166		TEXARKANA, TX-AR	14,300	.04	267		
*	MORRISTOWN, NJ	42,700	.12	138		TOLEDO	76,500	.22	80		
	MUNCIE-MARION, IN	27,200	.08	193		TOPEKA	24,000	.07	213		
	MUSKEGON, MI	18,800	.05	243		TRAVERSE CITY-PETOSKEY, MI	22,000	.06	222		
	MYRTLE BEACH, SC	30,600	.09	173		TRENTON, NJ	40,800	.12	145		
	NASHVILLE	157,800	.46	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	24,700	.07	210		
*	NASSAU-SUFFOLK (LONG ISLAND)	273,500	.80	22		TUCSON	109,500	.32	59		
*	NEW BEDFORD-FALL RIVER, MA	30,400	.08	176		TULSA	98,100	.28	66		
	NEW HAVEN	52,700	.15	111		TUPELO, MS	27,200	.08	193		
	NEW LONDON, CT	27,100	.07	196		TUSCALOOSA, AL	25,900	.07	203		
	NEW ORLEANS	153,900	.45	45		TYLER-LONGVIEW	40,400	.11	147		
	NEW RIVER VALLEY, VA	28,000	.08	187		UTICA-ROME	30,300	.08	177		
	NEW YORK	2,045,200	6.01	1		VALDOSTA, GA	17,000	.05	252		
	NWBRGH-MIDLTWN, NY (MID-HDSN VLY)	39,300	.11	149		VICTOR VALLEY	48,000	.14	123		
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	187,400	.55	39		VISALIA-TULARE-HANFORD	63,500	.18	96		
	ODESSA-MIDLAND, TX	28,300	.08	185		WACO, TX	30,700	.09	170		
	OKLAHOMA CITY	141,900	.41	48		WASHINGTON, DC	566,100	1.66	7		
	OLEAN, NY	22,000	.06	222		WATERLOO-CEDAR FALLS	21,300	.06	228		
	OMAHA-COUNCIL BLUFFS	87,600	.25	68		WATERTOWN, NY	12,900	.03	276		
	ORLANDO	194,000	.57	34		WAUSAU-STVNS PT, WI (CNTRL WI)	30,600	.09	173		
	OXNARD-VENTURA	56,400	.16	105		WEST PALM BEACH-BOCA RATON	108,800	.31	60		
	PALM SPRINGS	43,000	.12	135		WHEELING	14,700	.04	264		
	PANAMA CITY, FL	16,200	.04	254		WICHITA	63,900	.18	94		
	PARKERSBURG-MARIETTA, WV-OH	15,400	.04	258		WICHITA FALLS, TX	15,600	.04	257		
	PENSACOLA	47,900	.14	124		WILKES BARRE-SCRANTON	82,200	.24	72		
	PEORIA	38,300	.11	151		WILLIAMSPORT, PA	12,400	.03	278		
	PHILADELPHIA	558,300	1.64	9		WILMINGTON, DE	79,900	.23	74		
	PHOENIX	413,800	1.21	15		WILMINGTON, NC	30,700	.09	170		
	PITTSBURG, KS (SOUTHEAST KANSAS)	18,300	.05	248		WINCHESTER, VA	18,900	.05	242		
	PITTSBURGH, PA	230,500	.67	28		WORCESTER	54,200	.15	108		
	PORTLAND, ME	28,800	.08	181		YAKIMA, WA	25,700	.07	205		
	PORTLAND, OR	268,900	.79	23		YORK	51,500	.15	115		
	PORTSMOUTH-DOVER-ROCHESTER	49,800	.14	120		YOUNGSTOWN-WARREN	46,600	.13	126		
	POUGHKEEPSIE, NY	31,500	.09	169							
	PROVIDENCE-WARWICK-PAWTUCKET	189,500	.55	36							
	PUEBLO	17,100	.05	251							
	PUERTO RICO	482,300	1.41	12							
	QUAD CITIES (DAVNPT-RI-MOLINE)	40,000	.11	148							
	RALEIGH-DURHAM	175,300	.51	42							
	RAPID CITY, SD	13,700	.04	270							
	READING, PA	42,000	.12	140							
	REDDING, CA	19,000	.05	241							
	RENO	47,700	.14	125							
	RICHMOND	119,400	.35	55							
	RIVERSIDE-SAN BERNARDINO	252,000	.74	24							
	ROANOKE-LYNCHBURG	50,800	.14	116							
	ROCHESTER, MN	19,400	.05	235							
	ROCHESTER, NY	121,000	.35	53							
	ROCKFORD	36,400	.10	157							
	SACRAMENTO	247,800	.72	26							
	SAGINAW-BAY CITY-MIDLAND	42,900	.12	136							
	ST. CLOUD, MN	26,500	.07	200							
	ST. LOUIS	296,000	.87	19							
	SALISBURY-OCEAN CITY	35,800	.10	160							
	SALT LAKE CITY-OGDEN-PROVO	277,400	.81	21							
	SAN ANGELO, TX	13,000	.03	275							
	SAN ANTONIO	222,800	.65	29							
	SAN DIEGO	360,000	1.05	17							
	SAN FRANCISCO	765,900	2.25	4							
*	SAN JOSE	187,100	.55	40							
	SAN LUIS OBISPO, CA	30,700	.09	170							
	SANTA BARBARA, CA	26,100	.07	202							
	SANTA FE, NM	15,400	.04	258							
	SANTA MARIA-LOMPOC, CA	27,000	.07	197							
*	SANTA ROSA	49,900	.14	119							
	SARASOTA-BRADENTON	50,100	.14	117							
	SAVANNAH	37,400	.11	154							
	SEATTLE-TACOMA	423,000	1.24	14							
	SEBRING, FL	6,900	.02	296							
	SHEBOYGAN, WI	11,700	.03	285							
	SHREVEPORT	46,600	.13	126							
	SIOUX CITY, IA	14,600	.04	266							
	SOUTH BEND	32,800	.09	166							
	SPOKANE	65,100	.19	92							
	SPRINGFIELD, MA	78,800	.23	77							
	SPRINGFIELD, MO	45,300	.13	129							
*	STAMFORD-NORWALK, CT	33,200	.09	164							

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

Markets Alphabetically by Demographic Category

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 18-49					US TOTAL 67,797,400				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	34,200	.05	247		FARGO-MOORHEAD	46,900	.06	206
	AKRON	160,400	.23	74		FAYETTEVILLE (NW ARKANSAS)	82,400	.12	141
	ALBANY, GA	29,800	.04	263		FAYETTEVILLE, NC	98,900	.14	123
	ALBANY-SCHENECTADY-TROY	203,900	.30	62		FLAGSTAFF-PRESCOTT, AZ	66,200	.09	161
	ALBUQUERQUE	175,900	.25	67		FLINT	101,500	.14	122
	ALEXANDRIA, LA	41,800	.06	225		FLORENCE, SC	46,500	.06	209
	ALLENTOWN-BETHLEHEM	171,200	.25	68		FLORENCE-MUSCLE SHOALS, AL	31,200	.04	256
	ALTOONA	26,800	.03	272		FT. COLLINS-GREELEY, CO	105,600	.15	115
	AMARILLO, TX	51,000	.07	194		FT. MYERS-NAPLES-MARCO ISLAND	144,800	.21	80
	ANCHORAGE	64,100	.09	164		FT. PIERCE-STUART-VERO BEACH	85,500	.12	135
	ANN ARBOR	91,800	.13	128		FT. SMITH, AR	57,000	.08	179
	APPLETON-OSHKOSH	87,000	.12	132		FT. WALTON BEACH, FL	39,300	.05	235
	ASHEVILLE	62,200	.09	167		FT. WAYNE	114,200	.16	101
	ATLANTA	1,139,700	1.68	9	*	FREDERICK, MD	52,300	.07	192
	ATLANTIC CITY-CAPE MAY	80,200	.11	144	*	FREDERICKSBURG	78,500	.11	149
	AUGUSTA, GA	113,900	.16	103		FRESNO	193,900	.28	65
	AUGUSTA-WATERVILLE, ME	27,600	.04	269		GAINESVILLE-OCALA	129,200	.19	91
	AUSTIN	357,500	.52	42		GRAND FORKS, ND-MN	22,800	.03	283
	BAKERSFIELD	142,100	.20	85		GRAND JUNCTION, CO	27,300	.04	271
	BALTIMORE	618,300	.91	18		GRAND RAPIDS	199,800	.29	64
	BANGOR	44,200	.06	215		GREAT FALLS, MT	16,900	.02	291
	BATON ROUGE	155,900	.22	75		GREEN BAY	55,800	.08	183
	BATTLE CREEK, MI	30,600	.04	258		GREENSBORO-WS-HIGH POINT	301,900	.44	46
	BEAUMONT-PORT ARTHUR, TX	81,700	.12	142		GREENVILLE-NEW BERN-JACKSONVILLE	130,200	.19	89
	BECKLEY, WV	16,700	.02	292		GREENVILLE-SPARTANBURG	221,500	.32	59
	BEND, OR	38,200	.05	236		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	58,000	.08	178
	BILLINGS, MT	30,200	.04	261	*	HAMPTONS-RIVERHEAD	30,400	.04	260
	BILOXI-GULFPORT-PASCAGOULA	83,700	.12	138		HARRISBURG-LEBANON-CARLISLE	142,200	.20	84
	BINGHAMTON	55,600	.08	184		HARRISONBURG, VA	30,200	.04	261
	BIRMINGHAM	235,600	.34	58		HARTFORD-NEW BRITAIN-MIDDLETOWN	269,700	.39	49
	BISMARCK, ND	22,500	.03	284		HILTON HEAD, SC	39,600	.05	233
	BLOOMINGTON	43,200	.06	219		HONOLULU	201,700	.29	63
	BLUEFIELD, WV	22,500	.03	284		HOUSTON-GALVESTON	1,244,500	1.83	6
	BOISE	114,000	.16	102		HUNTINGTON-ASHLAND	69,900	.10	158
	BOSTON	1,084,600	1.59	10		HUNTSVILLE	109,600	.16	112
	BOWLING GREEN, KY	46,900	.06	206		INDIANAPOLIS	368,000	.54	41
	BRIDGEPORT	102,500	.15	120		ITHACA, NY	29,800	.04	263
	BRUNSWICK, GA	15,400	.02	294		JACKSON, MS	111,800	.16	107
	BRYAN-COLLEGE STATION, TX	50,100	.07	197		JACKSON, TN	22,400	.03	286
	BUFFALO-NIAGARA FALLS	253,600	.37	51		JACKSONVILLE	283,800	.41	48
	BURLINGTON-PLATTSBURGH	86,300	.12	134		JOHNSON CITY-KINGSPORT-BRISTOL	112,700	.16	104
	CANTON	87,300	.12	131		JOHNSTOWN	45,300	.06	212
	CAPE COD, MA	45,000	.06	213		JONESBORO, AR	20,800	.03	288
	CASPER, WY	15,400	.02	294		JOPLIN, MO	36,600	.05	241
	CEDAR RAPIDS	45,700	.06	211		KALAMAZOO	60,600	.08	172
	CHAMPAIGN, IL	51,200	.07	193		KANSAS CITY	427,700	.63	31
	CHARLESTON, SC	140,000	.20	86		KILLEEN-TEMPLE, TX	78,500	.11	149
	CHARLESTON, WV	53,200	.07	188		KNOXVILLE	166,000	.24	71
	CHARLOTTE-GASTONIA-ROCK HILL	395,100	.58	33		LA CROSSE, WI	41,800	.06	225
	CHARLOTTESVILLE, VA	44,100	.06	217		LAFAYETTE, IN	42,000	.06	223
	CHATTANOOGA	110,400	.16	110		LAFAYETTE, LA	122,200	.18	96
	CHEYENNE, WY	18,600	.02	289		LAKE CHARLES, LA	41,900	.06	224
	CHICAGO	2,149,800	3.17	3		LAKELAND-WINTER HAVEN	104,200	.15	117
	CHICO, CA	48,900	.07	199		LANCASTER	106,600	.15	113
	CINCINNATI	471,200	.69	27		LANSING-EAST LANSING	114,900	.16	98
	CLARKSVILLE-HOPKINSVILLE, TN-KY	50,400	.07	195		LAREDO, TX	52,400	.07	190
	CLEVELAND	467,400	.68	28		LAS VEGAS	368,700	.54	40
	COLORADO SPRINGS	128,200	.18	92		LASALLE-PERU, IL	31,400	.04	255
	COLUMBIA, MO	40,800	.06	227		LAUREL-HATTIESBURG, MS	45,000	.06	213
	COLUMBIA, SC	142,500	.21	83		LAWTON, OK	24,900	.03	277
	COLUMBUS, GA	56,400	.08	180		LEBANON-RUTLAND-WHITE RIVER JUNC	52,900	.07	189
	COLUMBUS, OH	400,200	.59	32		LEWISTON-AUBURN, ME	24,800	.03	278
	COLUMBUS-STARKVILLE-W. POINT, MS	31,500	.04	254		LEXINGTON-FAYETTE	130,200	.19	89
	CONCORD (LAKE REGIONS)	58,600	.08	175		LIMA, OH	32,500	.04	251
	COOKEVILLE, TN	21,800	.03	287		LINCOLN	65,600	.09	162
	CORPUS CHRISTI	85,500	.12	135		LITTLE ROCK	142,600	.21	82
	DALLAS-FT. WORTH	1,377,500	2.03	5		LOS ANGELES	3,107,200	4.58	2
	DANBURY, CT	46,900	.06	206		LOUISVILLE	251,200	.37	52
	DAYTON	220,400	.32	60		LUBBOCK	62,100	.09	168
	DAYTONA BEACH	104,600	.15	116		MACON	78,800	.11	147
	DECATUR, IL	23,700	.03	281		MADISON	134,700	.19	88
	DENVER-BOULDER	607,900	.89	21	*	MANCHESTER	54,800	.08	185
	DES MOINES	138,700	.20	87		MANKATO-NEW ULM-ST. PETER, MN	28,500	.04	267
	DETROIT	1,050,000	1.54	11		MARION-CARBONDALE (SOUTHERN IL)	37,200	.05	239
	DOTHAN, AL	50,200	.07	196		MASON CITY, IA	16,100	.02	293
	DUBUQUE, IA	34,700	.05	244		MCALLEN-BROWNSVILLE-HARLINGEN	237,800	.35	57
	DULUTH-SUPERIOR	44,200	.06	215		MEADVILLE-FRANKLIN, PA	30,600	.04	258
	EAU CLAIRE, WI	36,800	.05	240		MEDFORD-ASHLAND, OR	40,700	.06	228
	EL PASO	165,100	.24	72		MELBOURNE-TITUSVILLE-COCOA	102,100	.15	121
	ELIZABETH CITY-NAGS HEAD, NC	32,200	.04	252		MEMPHIS	298,600	.44	47
	ELKINS-BUCKHANNON-WESTON, WV	24,700	.03	279		MERCED, CA	56,000	.08	182
	ELMIRA-CORNING, NY	40,200	.05	230		MERIDIAN, MS	17,500	.02	290
	ERIE	62,300	.09	166		MIAMI-FT. LAUDERDALE-HOLLYWOOD	929,200	1.37	12
	EUGENE-SPRINGFIELD	76,300	.11	153	*	MIDDLESEX-SOMERSET-UNION	375,900	.55	38
	EVANSVILLE	68,400	.10	159		MILWAUKEE-RACINE	386,800	.57	36

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

ARBITRON

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 18-49					US TOTAL 67,797,400				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	746,800	1.10	16		STATE COLLEGE, PA	39,800	.05	232
	MOBILE	125,500	.18	94		STOCKTON	146,800	.21	79
	MODESTO	116,300	.17	97		SUNBURY-SELINGSGROVE-LEWISBRG, PA	39,400	.05	234
*	MONMOUTH-OCEAN	249,300	.36	54		SUSSEX, NJ	34,300	.05	245
	MONROE, LA	35,600	.05	243		SYRACUSE	150,500	.22	77
	MONTEREY-SALINAS-SANTA CRUZ	151,300	.22	76		TALLAHASSEE	79,100	.11	146
	MONTGOMERY	80,400	.11	143		TAMPA-ST. PETERSBURG-CLEARWATER	536,100	.79	22
	MONTPELIER-BARRE-ST. JOHNSBURY	26,700	.03	273		TERRE HAUTE	44,100	.06	217
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	59,500	.08	174		TEXARKANA, TX-AR	28,100	.04	268
*	MORRISTOWN, NJ	105,800	.15	114		TOLEDO	143,700	.21	81
	MUNCIE-MARION, IN	47,100	.06	205		TOPEKA	49,300	.07	198
	MUSKEGON, MI	37,800	.05	238		TRAVERSE CITY-PETOSKEY, MI	47,400	.06	203
	MYRTLE BEACH, SC	61,200	.09	170		TRENTON, NJ	84,000	.12	137
	NASHVILLE	318,600	.46	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	47,800	.07	201
*	NASSAU-SUFFOLK (LONG ISLAND)	616,700	.90	19		TUCSON	206,000	.30	61
*	NEW BEDFORD-FALL RIVER, MA	62,400	.09	165		TULSA	193,800	.28	66
	NEW HAVEN	110,800	.16	109		TUPELO, MS	53,400	.07	187
	NEW LONDON, CT	58,600	.08	175		TUSCALOOSA, AL	43,200	.06	219
	NEW ORLEANS	303,100	.44	45		TYLER-LONGVIEW	76,900	.11	152
	NEW RIVER VALLEY, VA	43,000	.06	221		UTICA-ROME	61,900	.09	169
	NEW YORK	4,257,900	6.28	1		VALDOSTA, GA	29,800	.04	263
	NWBRGH-MIDLWN, NY (MID-HDSN VLY)	83,000	.12	139		VICTOR VALLEY	95,600	.14	126
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	372,100	.54	39		VISALIA-TULARE-HANFORD	114,600	.16	100
	ODESSA-MIDLAND, TX	54,700	.08	186		WACO, TX	52,400	.07	190
	OKLAHOMA CITY	266,000	.39	50		WASHINGTON, DC	1,202,600	1.77	7
	OLEAN, NY	42,300	.06	222		WATERLOO-CEDAR FALLS	35,800	.05	242
	OMAHA-COUNCIL BLUFFS	170,200	.25	69		WATERTOWN, NY	25,100	.03	276
	ORLANDO	388,600	.57	35		WAUSAU-STVNS PT, WI (CNTRL WI)	61,200	.09	170
	OXNARD-VENTURA	110,100	.16	111		WEST PALM BEACH-BOCA RATON	242,100	.35	56
	PALM SPRINGS	80,000	.11	145		WHEELING	30,800	.04	257
	PANAMA CITY, FL	34,100	.05	248		WICHITA	125,400	.18	95
	PARKERSBURG-MARIETTA, WV-OH	32,000	.04	253		WICHITA FALLS, TX	29,300	.04	266
	PENSACOLA	94,900	.14	127		WILKES BARRE-SCRANTON	167,300	.24	70
	PEORIA	75,500	.11	154		WILLIAMSPORT, PA	25,400	.03	275
	PHILADELPHIA	1,169,400	1.72	8		WILMINGTON, DE	163,000	.24	73
	PHOENIX	788,400	1.16	15		WILMINGTON, NC	58,600	.08	175
	PITTSBURG, KS (SOUTHEAST KANSAS)	34,300	.05	245		WINCHESTER, VA	39,900	.05	231
	PITTSBURGH, PA	497,600	.73	24		WORCESTER	114,700	.16	99
	PORTLAND, ME	64,200	.09	163		YAKIMA, WA	48,500	.07	200
	PORTLAND, OR	535,100	.78	23		YORK	111,400	.16	108
	PORTSMOUTH-DOVER-ROCHESTER	112,300	.16	105		YOUNGSTOWN-WARREN	96,800	.14	124
	POUGHKEEPSIE, NY	66,400	.09	160					
	PROVIDENCE-WARWICK-PAWTUCKET	386,300	.56	37					
	PUEBLO	32,900	.04	250					
	PUERTO RICO	905,000	1.33	13					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	78,800	.11	147					
	RALEIGH-DURHAM	340,100	.50	43					
	RAPID CITY, SD	26,700	.03	273					
	READING, PA	86,400	.12	133					
	REDDING, CA	38,000	.05	237					
	RENO	96,100	.14	125					
	RICHMOND	250,000	.36	53					
	RIVERSIDE-SAN BERNARDINO	472,300	.69	26					
	ROANOKE-LYNCHBURG	103,400	.15	118					
	ROCHESTER, MN	40,700	.06	228					
	ROCHESTER, NY	249,300	.36	54					
	ROCKFORD	74,100	.10	155					
	SACRAMENTO	480,100	.70	25					
	SAGINAW-BAY CITY-MIDLAND	88,100	.12	130					
	ST. CLOUD, MN	46,300	.06	210					
	ST. LOUIS	610,000	.89	20					
	SALISBURY-OCEAN CITY	72,200	.10	157					
	SALT LAKE CITY-OGDEN-PROVO	452,500	.66	29					
	SAN ANGELO, TX	23,600	.03	282					
	SAN ANTONIO	427,800	.63	30					
	SAN DIEGO	695,700	1.02	17					
	SAN FRANCISCO	1,599,200	2.35	4					
*	SAN JOSE	392,900	.57	34					
	SAN LUIS OBISPO, CA	56,300	.08	181					
	SANTA BARBARA, CA	47,600	.07	202					
	SANTA FE, NM	34,100	.05	248					
	SANTA MARIA-LOMPOC, CA	47,200	.06	204					
*	SANTA ROSA	103,300	.15	119					
	SARASOTA-BRADENTON	111,900	.16	106					
	SAVANNAH	72,400	.10	156					
	SEATTLE-TACOMA	881,100	1.29	14					
	SEBRING, FL	14,000	.02	296					
	SHEBOYGAN, WI	24,700	.03	279					
	SHREVEPORT	89,000	.13	129					
	SIOUX CITY, IA	27,400	.04	270					
	SOUTH BEND	60,600	.08	172					
	SPOKANE	126,400	.18	93					
	SPRINGFIELD, MA	149,600	.22	78					
	SPRINGFIELD, MO	82,800	.12	140					
*	STAMFORD-NORWALK, CT	78,200	.11	151					

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ARBITRON

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 25-49					US TOTAL 53,353,300				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	24,800	.04	251		FARGO-MOORHEAD	32,700	.06	213
	AKRON	125,100	.23	74		FAYETTEVILLE (NW ARKANSAS)	62,600	.11	144
	ALBANY, GA	22,500	.04	260		FAYETTEVILLE, NC	76,900	.14	123
	ALBANY-SCHENECTADY-TROY	159,300	.29	62		FLAGSTAFF-PRESCOTT, AZ	49,500	.09	165
	ALBUQUERQUE	138,300	.25	67		FLINT	80,600	.15	121
	ALEXANDRIA, LA	32,200	.06	218		FLORENCE, SC	36,800	.06	201
	ALLENTOWN-BETHLEHEM	136,000	.25	68		FLORENCE-MUSCLE SHOALS, AL	24,500	.04	254
	ALTOONA	20,900	.03	269		FT. COLLINS-GREELEY, CO	78,000	.14	122
	AMARILLO, TX	39,000	.07	195		FT. MYERS-NAPLES-MARCO ISLAND	117,200	.21	75
	ANCHORAGE	51,200	.09	161		FT. PIERCE-STUART-VERO BEACH	68,400	.12	131
	ANN ARBOR	65,400	.12	137		FT. SMITH, AR	44,900	.08	175
	APPLETON-OSHKOSH	67,800	.12	132		FT. WALTON BEACH, FL	31,200	.05	224
	ASHEVILLE	50,100	.09	163		FT. WAYNE	89,600	.16	101
	ATLANTA	935,900	1.75	8	*	FREDERICK, MD	42,200	.07	185
	ATLANTIC CITY-CAPE MAY	64,600	.12	140	*	FREDERICKSBURG	62,000	.11	145
	AUGUSTA, GA	89,500	.16	102		FRESNO	145,800	.27	66
	AUGUSTA-WATERVILLE, ME	21,700	.04	263		GAINESVILLE-OCALA	90,300	.16	99
	AUSTIN	278,900	.52	42		GRAND FORKS, ND-MN	15,600	.02	287
	BAKERSFIELD	108,100	.20	86		GRAND JUNCTION, CO	20,900	.03	269
	BALTIMORE	496,600	.93	19		GRAND RAPIDS	153,500	.28	64
	BANGOR	34,200	.06	208		GREAT FALLS, MT	13,200	.02	292
	BATON ROUGE	115,900	.21	77		GREEN BAY	43,600	.08	179
	BATTLE CREEK, MI	23,700	.04	258		GREENSBORO-WS-HIGH POINT	240,000	.44	45
	BEAUMONT-PORT ARTHUR, TX	63,000	.11	142		GREENVILLE-NEW BERN-JACKSONVILLE	97,300	.18	93
	BECKLEY, WV	13,300	.02	291		GREENVILLE-SPARTANBURG	173,400	.32	59
	BEND, OR	30,500	.05	227		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	46,500	.08	171
	BILLINGS, MT	23,700	.04	258	*	HAMPTONS-RIVERHEAD	24,700	.04	252
	BILOXI-GULFPORT-PASCAGOULA	65,900	.12	134		HARRISBURG-LEBANON-CARLISLE	112,200	.21	81
	BINGHAMTON	41,800	.07	187		HARRISONBURG, VA	17,500	.03	281
	BIRMINGHAM	188,700	.35	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	213,700	.40	49
	BISMARCK, ND	17,200	.03	282		HILTON HEAD, SC	31,100	.05	225
	BLOOMINGTON	28,800	.05	233		HONOLULU	161,500	.30	61
	BLUEFIELD, WV	17,800	.03	280		HOUSTON-GALVESTON	993,400	1.86	7
	BOISE	89,400	.16	103		HUNTINGTON-ASHLAND	54,400	.10	157
	BOSTON	877,600	1.64	10		HUNTSVILLE	87,300	.16	108
	BOWLING GREEN, KY	35,300	.06	204		INDIANAPOLIS	298,600	.55	39
	BRIDGEPORT	83,200	.15	113		ITHACA, NY	17,200	.03	282
	BRUNSWICK, GA	12,200	.02	294		JACKSON, MS	86,900	.16	110
	BRYAN-COLLEGE STATION, TX	26,200	.04	241		JACKSON, TN	17,100	.03	285
	BUFFALO-NIAGARA FALLS	199,200	.37	54		JACKSONVILLE	226,100	.42	48
	BURLINGTON-PLATTSBURGH	65,400	.12	137		JOHNSON CITY-KINGSPORT-BRISTOL	90,400	.16	98
	CANTON	68,500	.12	130		JOHNSTOWN	35,100	.06	205
	CAPE COD, MA	37,200	.06	198		JONESBORO, AR	15,100	.02	288
	CASPER, WY	11,700	.02	295		JOPLIN, MO	28,300	.05	234
	CEDAR RAPIDS	35,700	.06	203		KALAMAZOO	42,900	.08	183
	CHAMPAIGN, IL	32,600	.06	214		KANSAS CITY	345,300	.64	29
	CHARLESTON, SC	110,300	.20	83		KILLEEN-TEMPLE, TX	60,600	.11	149
	CHARLESTON, WV	43,200	.08	181		KNOXVILLE	131,300	.24	70
	CHARLOTTE-GASTONIA-ROCK HILL	322,000	.60	33		LA CROSSE, WI	29,800	.05	229
	CHARLOTTESVILLE, VA	31,600	.05	221		LAFAYETTE, IN	25,500	.04	244
	CHATTANOOGA	87,100	.16	109		LAFAYETTE, LA	93,700	.17	95
	CHEYENNE, WY	14,600	.02	289		LAKE CHARLES, LA	32,300	.06	216
	CHICAGO	1,731,300	3.24	3		LAKELAND-WINTER HAVEN	81,300	.15	118
	CHICO, CA	34,300	.06	207		LANCASTER	82,600	.15	114
	CINCINNATI	372,700	.69	27		LANSING-EAST LANSING	81,600	.15	117
	CLARKSVILLE-HOPKINSVILLE, TN-KY	39,700	.07	193		LAREDO, TX	40,000	.07	191
	CLEVELAND	375,500	.70	25		LAS VEGAS	298,600	.55	39
	COLORADO SPRINGS	101,300	.18	89		LASALLE-PERU, IL	24,700	.04	252
	COLUMBIA, MO	26,900	.05	238		LAUREL-HATTIESBURG, MS	32,300	.06	216
	COLUMBIA, SC	110,700	.20	82		LAWTON, OK	19,000	.03	276
	COLUMBUS, GA	44,400	.08	177		LEBANON-RUTLAND-WHITE RIVER JUNC	41,400	.07	189
	COLUMBUS, OH	319,600	.59	34		LEWISTON-AUBURN, ME	19,500	.03	274
	COLUMBUS-STARKVILLE-W. POINT, MS	21,400	.04	266		LEXINGTON-FAYETTE	99,400	.18	90
	CONCORD (LAKE REGIONS)	46,100	.08	173		LIMA, OH	25,000	.04	250
	COOKEVILLE, TN	16,400	.03	286		LINCOLN	47,800	.08	167
	CORPUS CHRISTI	65,700	.12	136		LITTLE ROCK	112,500	.21	80
	DALLAS-FT. WORTH	1,109,700	2.07	5		LOS ANGELES	2,481,300	4.65	2
	DANBURY, CT	39,000	.07	195		LOUISVILLE	203,800	.38	51
	DAYTON	169,200	.31	60		LUBBOCK	43,200	.08	181
	DAYTONA BEACH	82,400	.15	115		MACON	60,600	.11	149
	DECATUR, IL	17,900	.03	279		MADISON	102,500	.19	88
	DENVER-BOULDER	493,800	.92	20	*	MANCHESTER	44,700	.08	176
	DES MOINES	106,100	.19	87		MANKATO-NEW ULM-ST. PETER, MN	18,300	.03	278
	DETROIT	852,200	1.59	11		MARION-CARBONDALE (SOUTHERN IL)	26,600	.04	239
	DOTHAN, AL	39,900	.07	192		MASON CITY, IA	12,600	.02	293
	DUBUQUE, IA	25,800	.04	242		MCALLEN-BROWNSVILLE-HARLINGEN	179,800	.33	58
	DULUTH-SUPERIOR	33,000	.06	210		MEADVILLE-FRANKLIN, PA	23,800	.04	257
	EAU CLAIRE, WI	25,800	.04	242		MEDFORD-ASHLAND, OR	31,600	.05	221
	EL PASO	127,200	.23	73		MELBOURNE-TITUSVILLE-COCOA	81,900	.15	116
	ELIZABETH CITY-NAGS HEAD, NC	25,200	.04	247		MEMPHIS	237,600	.44	47
	ELKINS-BUCKHANNON-WESTON, WV	19,000	.03	276		MERCED, CA	42,500	.07	184
	ELMIRA-CORNING, NY	31,400	.05	223		MERIDIAN, MS	13,700	.02	290
	ERIE	46,700	.08	169		MIAMI-FT. LAUDERDALE-HOLLYWOOD	754,900	1.41	12
	EUGENE-SPRINGFIELD	57,600	.10	154	*	MIDDLESEX-SOMERSET-UNION	308,400	.57	36
	EVANSVILLE	52,700	.09	158		MILWAUKEE-RACINE	307,100	.57	37

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 25-49				US TOTAL					
				53,353,300					
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	601,600	1.12	16		STATE COLLEGE, PA	22,400	.04	261
	MOBILE	98,100	.18	92		STOCKTON	112,700	.21	79
	MODESTO	89,200	.16	104		SUNBURY-SELINGSGROVE-LEWISBRG, PA	29,900	.05	228
*	MONMOUTH-OCEAN	203,500	.38	52		SUSSEX, NJ	28,200	.05	235
	MONROE, LA	26,600	.04	239		SYRACUSE	114,500	.21	78
	MONTEREY-SALINAS-SANTA CRUZ	116,200	.21	76		TALLAHASSEE	51,300	.09	160
	MONTGOMERY	62,700	.11	143		TAMPA-ST. PETERSBURG-CLEARWATER	433,200	.81	22
	MONTPELIER-BARRE-ST. JOHNSBURY	21,300	.03	267		TERRE HAUTE	33,000	.06	210
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	43,400	.08	180		TEXARKANA, TX-AR	21,900	.04	262
*	MORRISTOWN, NJ	88,100	.16	106		TOLEDO	108,800	.20	85
	MUNCIE-MARION, IN	32,000	.06	219		TOPEKA	39,100	.07	194
	MUSKEGON, MI	29,500	.05	231		TRAVERSE CITY-PETOSKEY, MI	37,800	.07	197
	MYRTLE BEACH, SC	49,300	.09	166		TRENTON, NJ	64,800	.12	139
	NASHVILLE	254,000	.47	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	37,100	.06	200
*	NASSAU-SUFFOLK (LONG ISLAND)	501,200	.93	18		TUCSON	158,300	.29	63
*	NEW BEDFORD-FALL RIVER, MA	49,800	.09	164		TULSA	152,300	.28	65
	NEW HAVEN	88,000	.16	107		TUPELO, MS	42,000	.07	186
	NEW LONDON, CT	46,600	.08	170		TUSCALOOSA, AL	29,700	.05	230
	NEW ORLEANS	238,400	.44	46		TYLER-LONGVIEW	58,900	.11	152
	NEW RIVER VALLEY, VA	25,500	.04	244		UTICA-ROME	47,700	.08	168
	NEW YORK	3,480,700	6.52	1		VALDOSTA, GA	21,700	.04	263
	NWBRGH-MIDLTON, NY (MID-HDSN VLY)	65,800	.12	135		VICTOR VALLEY	75,300	.14	126
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	290,100	.54	41		VISALIA-TULARE-HANFORD	86,600	.16	111
	ODESSA-MIDLAND, TX	41,700	.07	188		WACO, TX	36,300	.06	202
	OKLAHOMA CITY	204,700	.38	50		WASHINGTON, DC	994,300	1.86	6
	OLEAN, NY	31,100	.05	225		WATERLOO-CEDAR FALLS	24,000	.04	255
	OMAHA-COUNCIL BLUFFS	134,800	.25	69		WATERTOWN, NY	19,800	.03	272
	ORLANDO	310,800	.58	35		WAUSAU-STVNS PT, WI (CNTRL WI)	46,300	.08	172
	OXNARD-VENTURA	85,100	.15	112		WEST PALM BEACH-BOCA RATON	196,800	.36	55
	PALM SPRINGS	61,300	.11	147		WHEELING	24,000	.04	255
	PANAMA CITY, FL	27,200	.05	237		WICHITA	98,500	.18	91
	PARKERSBURG-MARIETTA, WV-OH	25,200	.04	247		WICHITA FALLS, TX	21,700	.04	263
	PENSACOLA	71,900	.13	127		WILKES BARRE-SCRANTON	128,700	.24	72
	PEORIA	58,500	.10	153		WILLIAMSPORT, PA	19,600	.03	273
	PHILADELPHIA	930,100	1.74	9		WILMINGTON, DE	129,200	.24	71
	PHOENIX	625,300	1.17	15		WILMINGTON, NC	45,800	.08	174
	PITTSBURG, KS (SOUTHEAST KANSAS)	25,200	.04	247		WINCHESTER, VA	32,000	.06	219
	PITTSBURGH, PA	397,500	.74	24		WORCESTER	91,800	.17	96
	PORTLAND, ME	52,000	.09	159		YAKIMA, WA	37,200	.06	198
	PORTLAND, OR	429,800	.80	23		YORK	89,200	.16	104
	PORTSMOUTH-DOVER-ROCHESTER	89,700	.16	100		YOUNGS TOWN-WARREN	76,400	.14	124
	POUGHKEEPSIE, NY	51,200	.09	161					
	PROVIDENCE-WARWICK-PAWTUCKET	305,200	.57	38					
	PUEBLO	25,500	.04	244					
	PUERTO RICO	692,300	1.29	14					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	61,200	.11	148					
	RALEIGH-DURHAM	270,400	.50	43					
	RAPID CITY, SD	20,800	.03	271					
	READING, PA	67,400	.12	133					
	REDDING, CA	29,000	.05	232					
	RENO	76,400	.14	124					
	RICHMOND	200,700	.37	53					
	RIVERSIDE-SAN BERNARDINO	363,500	.68	28					
	ROANOKE-LYNCHBURG	80,700	.15	120					
	ROCHESTER, MN	32,900	.06	212					
	ROCHESTER, NY	193,600	.36	56					
	ROCKFORD	59,100	.11	151					
	SACRAMENTO	374,100	.70	26					
	SAGINAW-BAY CITY-MIDLAND	69,000	.12	129					
	ST. CLOUD, MN	32,400	.06	215					
	ST. LOUIS	484,400	.90	21					
	SALISBURY-OCEAN CITY	56,200	.10	156					
	SALT LAKE CITY-OGDEN-PROVO	322,600	.60	32					
	SAN ANGELO, TX	17,200	.03	282					
	SAN ANTONIO	332,300	.62	30					
	SAN DIEGO	551,300	1.03	17					
	SAN FRANCISCO	1,315,700	2.46	4					
*	SAN JOSE	323,400	.60	31					
	SAN LUIS OBISPO, CA	40,700	.07	190					
	SANTA BARBARA, CA	34,800	.06	206					
	SANTA FE, NM	27,500	.05	236					
	SANTA MARIA-LOMPOC, CA	34,100	.06	209					
*	SANTA ROSA	81,000	.15	119					
	SARASOTA-BRADENTON	91,100	.17	97					
	SAVANNAH	56,900	.10	155					
	SEATTLE-TACOMA	712,700	1.33	13					
	SEBRING, FL	10,900	.02	296					
	SHEBOYGAN, WI	19,500	.03	274					
	SHREVEPORT	69,100	.12	128					
	SIOUX CITY, IA	21,100	.03	268					
	SOUTH BEND	44,400	.08	177					
	SPOKANE	97,200	.18	94					
	SPRINGFIELD, MA	110,000	.20	84					
	SPRINGFIELD, MO	62,000	.11	145					
*	STAMFORD-NORWALK, CT	64,300	.12	141					

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 25-54					US TOTAL				
					63,732,300				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	29,600	.04	253		FARGO-MOORHEAD	38,700	.06	214
	AKRON	151,100	.23	73		FAYETTEVILLE (NW ARKANSAS)	73,300	.11	146
	ALBANY, GA	26,900	.04	260		FAYETTEVILLE, NC	90,000	.14	125
	ALBANY-SCHENECTADY-TROY	192,600	.30	62		FLAGSTAFF-PRESCOTT, AZ	61,100	.09	163
	ALBUQUERQUE	166,100	.26	67		FLINT	96,700	.15	121
	ALEXANDRIA, LA	38,500	.06	217		FLORENCE, SC	44,400	.06	199
	ALLEN TOWN-BETHLEHEM	164,900	.25	68		FLORENCE-MUSCLE SHOALS, AL	29,600	.04	253
	ALTOONA	25,700	.04	266		FT. COLLINS-GREELEY, CO	93,100	.14	123
	AMARILLO, TX	46,600	.07	194		FT. MYERS-NAPLES-MARCO ISLAND	143,200	.22	75
	ANCHORAGE	62,000	.09	160		FT. PIERCE-STUART-VERO BEACH	84,300	.13	128
	ANN ARBOR	77,200	.12	141		FT. SMITH, AR	53,900	.08	175
	APPLETON-OSHKOSH	80,600	.12	133		FT. WALTON BEACH, FL	37,500	.05	225
	ASHEVILLE	61,200	.09	162		FT. WAYNE	107,300	.16	104
	ATLANTA	1,094,900	1.71	9		FREDERICK, MD	50,100	.07	187
	ATLANTIC CITY-CAPE MAY	77,900	.12	139	*	FREDERICKSBURG	73,000	.11	147
	AUGUSTA, GA	107,600	.16	102		FRESNO	170,700	.26	66
	AUGUSTA-WATERVILLE, ME	26,600	.04	261		GAINESVILLE-OCALA	109,000	.17	99
	AUSTIN	324,100	.50	42		GRAND FORKS, ND-MN	18,600	.02	287
	BAKERSFIELD	126,300	.19	86		GRAND JUNCTION, CO	25,700	.04	266
	BALTIMORE	594,600	.93	19		GRAND RAPIDS	181,500	.28	65
	BANGOR	41,700	.06	206		GREAT FALLS, MT	16,100	.02	292
	BATON ROUGE	137,600	.21	78		GREEN BAY	51,800	.08	181
	BATTLE CREEK, MI	28,700	.04	259		GREENSBORO-WS-HIGH POINT	286,600	.44	45
	BEAUMONT-PORT ARTHUR, TX	76,300	.11	142		GREENVILLE-NEW BERN-JACKSONVILLE	116,100	.18	94
	BECKLEY, WV	16,400	.02	290		GREENVILLE-SPARTANBURG	207,500	.32	59
	BEND, OR	37,400	.05	226		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	56,000	.08	171
	BILLINGS, MT	28,900	.04	258	*	HAMPTONS-RIVERHEAD	29,600	.04	253
	BILOXI-GULFPORT-PASCAGOULA	78,300	.12	137		HARRISBURG-LEBANON-CARLISLE	136,800	.21	79
	BINGHAMTON	50,500	.07	185		HARRISONBURG, VA	20,900	.03	281
	BIRMINGHAM	227,000	.35	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	258,600	.40	49
	BISMARCK, ND	20,900	.03	281		HILTON HEAD, SC	37,200	.05	227
	BLOOMINGTON	33,900	.05	235		HONOLULU	193,100	.30	61
	BLUEFIELD, WV	22,200	.03	277		HOUSTON-GALVESTON	1,173,000	1.84	7
	BOISE	105,500	.16	107		HUNTINGTON-ASHLAND	66,100	.10	157
	BOSTON	1,043,200	1.63	10		HUNTSVILLE	104,100	.16	109
	BOWLING GREEN, KY	42,200	.06	205		INDIANAPOLIS	352,300	.55	39
	BRIDGEPORT	99,900	.15	116		ITHACA, NY	20,500	.03	284
	BRUNSWICK, GA	14,800	.02	294		JACKSON, MS	103,200	.16	110
	BRYAN-COLLEGE STATION, TX	30,000	.04	249		JACKSON, TN	20,500	.03	284
	BUFFALO-NIAGARA FALLS	241,700	.37	53		JACKSONVILLE	271,300	.42	48
	BURLINGTON-PLATTSBURGH	79,000	.12	134		JOHNSON CITY-KINGSPORT-BRISTOL	109,700	.17	97
	CANTON	83,800	.13	130		JOHNSTOWN	43,500	.06	202
	CAPE COD, MA	46,100	.07	196		JONESBORO, AR	17,900	.02	288
	CASPER, WY	14,400	.02	295		JOPLIN, MO	33,800	.05	236
	CEDAR RAPIDS	42,700	.06	204		KALAMAZOO	51,400	.08	183
	CHAMPAIGN, IL	38,300	.06	218		KANSAS CITY	411,900	.64	29
	CHARLESTON, SC	131,000	.20	84		KILLEEN-TEMPLE, TX	69,200	.10	154
	CHARLESTON, WV	53,500	.08	177		KNOXVILLE	158,300	.24	70
	CHARLOTTE-GASTONIA-ROCK HILL	378,900	.59	32		LA CROSSE, WI	36,100	.05	229
	CHARLOTTESVILLE, VA	37,600	.05	224		LAFAYETTE, IN	29,900	.04	251
	CHATTANOOGA	105,600	.16	106		LAFAYETTE, LA	111,200	.17	96
	CHEYENNE, WY	17,700	.02	289		LAKE CHARLES, LA	38,600	.06	216
	CHICAGO	2,048,900	3.21	3		LAKELAND-WINTER HAVEN	98,000	.15	120
	CHICO, CA	41,600	.06	207		LANCASTER	99,500	.15	117
	CINCINNATI	444,500	.69	27		LANSING-EAST LANSING	98,100	.15	119
	CLARKSVILLE-HOPKINSVILLE, TN-KY	45,500	.07	198		LAREDO, TX	45,700	.07	197
	CLEVELAND	454,300	.71	25		LAS VEGAS	350,700	.55	40
	COLORADO SPRINGS	121,000	.18	89		LASALLE-PERU, IL	29,900	.04	251
	COLUMBIA, MO	31,500	.04	239		LAUREL-HATTIESBURG, MS	38,200	.05	219
	COLUMBIA, SC	131,800	.20	83		LAWTON, OK	22,200	.03	277
	COLUMBUS, GA	52,700	.08	179		LEBANON-RUTLAND-WHITE RIVER JUNC	51,600	.08	182
	COLUMBUS, OH	376,700	.59	33		LEWISTON-AUBURN, ME	23,500	.03	274
	COLUMBUS-STARKVILLE-W. POINT, MS	25,200	.03	269		LEXINGTON-FAYETTE	117,300	.18	93
	CONCORD (LAKE REGIONS)	56,600	.08	170		LIMA, OH	30,200	.04	248
	COOKEVILLE, TN	19,600	.03	286		LINCOLN	56,800	.08	168
	CORPUS CHRISTI	78,700	.12	135		LITTLE ROCK	134,100	.21	80
	DALLAS-FT. WORTH	1,296,900	2.03	5		LOS ANGELES	2,895,700	4.54	2
	DANBURY, CT	47,200	.07	193		LOUISVILLE	245,500	.38	51
	DAYTON	205,300	.32	60		LUBBOCK	51,100	.08	184
	DAYTONA BEACH	101,600	.15	111		MACON	72,000	.11	148
	DECATUR, IL	22,100	.03	279		MADISON	121,900	.19	88
	DENVER-BOULDER	587,100	.92	20	*	MANCHESTER	53,600	.08	176
	DES MOINES	125,700	.19	87		MANKATO-NEW ULM-ST. PETER, MN	22,000	.03	280
	DETROIT	1,022,800	1.60	11		MARION-CARBONDALE (SOUTHERN IL)	31,700	.04	238
	DOTHAN, AL	48,000	.07	191		MASON CITY, IA	15,600	.02	293
	DUBUQUE, IA	31,500	.04	239		MCALLEN-BROWNSVILLE-HARLINGEN	207,900	.32	58
	DULUTH-SUPERIOR	40,500	.06	209		MEADVILLE-FRANKLIN, PA	29,300	.04	257
	EAU CLAIRE, WI	31,100	.04	242		MEDFORD-ASHLAND, OR	39,300	.06	212
	EL PASO	149,700	.23	74		MELBOURNE-TITUSVILLE-COCOA	100,200	.15	115
	ELIZABETH CITY-NAGS HEAD, NC	30,900	.04	244		MEMPHIS	283,100	.44	47
	ELKINS-BUCKHANNON-WESTON, WV	23,400	.03	275		MERCED, CA	49,600	.07	189
	ELMIRA-CORNING, NY	38,200	.05	219		MERIDIAN, MS	16,300	.02	291
	ERIE	56,700	.08	169		MIAMI-FT. LAUDERDALE-HOLLYWOOD	896,600	1.40	12
	EUGENE-SPRINGFIELD	70,800	.11	151	*	MIDDLESEX-SOMERSET-UNION	367,300	.57	36
	EVANSVILLE	63,600	.09	158		MILWAUKEE-RACINE	368,700	.57	35

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 25-54				US TOTAL				63,732,300			
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank		
	MINNEAPOLIS-ST. PAUL	712,600	1.11	16		STATE COLLEGE, PA	26,400	.04	263		
	MOBILE	117,500	.18	91		STOCKTON	132,100	.20	82		
	MODESTO	104,400	.16	108		SUNBURY-SELINGSGROVE-LEWISBRG, PA	36,600	.05	228		
*	MONMOUTH-OCEAN	246,500	.38	50		SUSSEX, NJ	34,500	.05	234		
	MONROE, LA	31,500	.04	239		SYRACUSE	138,000	.21	77		
	MONTEREY-SALINAS-SANTA CRUZ	138,700	.21	76		TALLAHASSEE	61,000	.09	164		
	MONTGOMERY	74,500	.11	143		TAMPA-ST. PETERSBURG-CLEARWATER	524,300	.82	22		
	MONTPELIER-BARRE-ST. JOHNSBURY	26,400	.04	263		TERRE HAUTE	39,900	.06	211		
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	52,500	.08	180		TEXARKANA, TX-AR	26,500	.04	262		
*	MORRISTOWN, NJ	107,400	.16	103		TOLEDO	130,800	.20	85		
	MUNCIE-MARION, IN	38,700	.06	214		TOPEKA	47,500	.07	192		
	MUSKEGON, MI	35,600	.05	231		TRAVERSE CITY-PETOSKEY, MI	46,400	.07	195		
	MYRTLE BEACH, SC	59,400	.09	165		TRENTON, NJ	78,200	.12	138		
	NASHVILLE	301,000	.47	44		TRI-CITIES, WA (RCHLND-KNWK-PSC)	44,400	.06	199		
*	NASSAU-SUFFOLK (LONG ISLAND)	606,100	.95	18		TUCSON	189,900	.29	63		
*	NEW BEDFORD-FALL RIVER, MA	59,100	.09	166		TULSA	183,400	.28	64		
	NEW HAVEN	105,800	.16	105		TUPELO, MS	49,600	.07	189		
	NEW LONDON, CT	55,900	.08	172		TUSCALOOSA, AL	35,400	.05	232		
	NEW ORLEANS	286,400	.44	46		TYLER-LONGVIEW	70,700	.11	152		
	NEW RIVER VALLEY, VA	30,600	.04	246		UTICA-ROME	58,300	.09	167		
	NEW YORK	4,126,500	6.47	1		VALDOSTA, GA	25,300	.03	268		
	NWBRGH-MIDLTWN, NY (MID-HDSN VLY)	78,700	.12	135		VICTOR VALLEY	89,100	.13	126		
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	342,500	.53	41		VISALIA-TULARE-HANFORD	100,900	.15	112		
	ODESSA-MIDLAND, TX	50,200	.07	186		WACO, TX	43,100	.06	203		
	OKLAHOMA CITY	244,000	.38	52		WASHINGTON, DC	1,180,500	1.85	6		
	OLEAN, NY	38,100	.05	222		WATERLOO-CEDAR FALLS	29,400	.04	256		
	OMAHA-COUNCIL BLUFFS	160,000	.25	69		WATERTOWN, NY	23,100	.03	276		
	ORLANDO	367,100	.57	37		WAUSAU-STVNS PT, WI (CNTRL WI)	55,900	.08	172		
	OXNARD-VENTURA	100,700	.15	113		WEST PALM BEACH-BOCA RATON	238,000	.37	55		
	PALM SPRINGS	71,100	.11	149		WHEELING	30,000	.04	249		
	PANAMA CITY, FL	32,900	.05	237		WICHITA	117,500	.18	91		
	PARKERSBURG-MARIETTA, WV-OH	31,000	.04	243		WICHITA FALLS, TX	26,100	.04	265		
	PENSACOLA	86,900	.13	127		WILKES BARRE-SCRANTON	156,900	.24	71		
	PEORIA	71,000	.11	150		WILLIAMSPORT, PA	23,900	.03	272		
	PHILADELPHIA	1,117,300	1.75	8		WILMINGTON, DE	153,800	.24	72		
	PHOENIX	731,500	1.14	15		WILMINGTON, NC	55,200	.08	174		
	PITTSBURG, KS (SOUTHEAST KANSAS)	30,600	.04	246		WINCHESTER, VA	38,200	.05	219		
	PITTSBURGH, PA	487,900	.76	24		WORCESTER	109,400	.17	98		
	PORTLAND, ME	63,000	.09	159		YAKIMA, WA	44,200	.06	201		
	PORTLAND, OR	515,100	.80	23		YORK	107,900	.16	101		
	PORTSMOUTH-DOVER-ROCHESTER	108,100	.16	100		YOUNGSTOWN-WARREN	94,400	.14	122		
	POUGHKEEPSIE, NY	61,700	.09	161							
	PROVIDENCE-WARWICK-PAWTUCKET	364,300	.57	38							
	PUEBLO	30,700	.04	245							
	PUERTO RICO	841,200	1.31	14							
	QUAD CITIES (DAVNPRT-RI-MOLINE)	74,100	.11	144							
	RALEIGH-DURHAM	316,400	.49	43							
	RAPID CITY, SD	25,100	.03	271							
	READING, PA	81,100	.12	132							
	REDDING, CA	35,700	.05	230							
	RENO	92,300	.14	124							
	RICHMOND	240,800	.37	54							
	RIVERSIDE-SAN BERNARDINO	421,900	.66	28							
	ROANOKE-LYNCHBURG	98,900	.15	118							
	ROCHESTER, MN	39,000	.06	213							
	ROCHESTER, NY	234,300	.36	56							
	ROCKFORD	70,700	.11	152							
	SACRAMENTO	445,300	.69	26							
	SAGINAW-BAY CITY-MIDLAND	84,200	.13	129							
	ST. CLOUD, MN	38,100	.05	222							
	ST. LOUIS	580,900	.91	21							
	SALISBURY-OCEAN CITY	68,000	.10	155							
	SALT LAKE CITY-OGDEN-PROVO	373,100	.58	34							
	SAN ANGELO, TX	20,600	.03	283							
	SAN ANTONIO	394,500	.61	30							
	SAN DIEGO	647,600	1.01	17							
	SAN FRANCISCO	1,568,300	2.46	4							
*	SAN JOSE	380,400	.59	31							
	SAN LUIS OBISPO, CA	50,100	.07	187							
	SANTA BARBARA, CA	41,500	.06	208							
	SANTA FE, NM	35,200	.05	233							
	SANTA MARIA-LOMPOC, CA	40,100	.06	210							
*	SANTA ROSA	100,300	.15	114							
	SARASOTA-BRADENTON	113,200	.17	95							
	SAVANNAH	67,500	.10	156							
	SEATTLE-TACOMA	853,100	1.33	13							
	SEBRING, FL	13,400	.02	296							
	SHEBOYGAN, WI	23,600	.03	273							
	SHREVEPORT	82,900	.13	131							
	SIOUX CITY, IA	25,200	.03	269							
	SOUTH BEND	53,400	.08	178							
	SPOKANE	117,800	.18	90							
	SPRINGFIELD, MA	132,800	.20	81							
	SPRINGFIELD, MO	73,800	.11	145							
*	STAMFORD-NORWALK, CT	77,600	.12	140							

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 35-64					US TOTAL 59,904,200				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	27,900	.04	253		FARGO-MOORHEAD	33,100	.05	232
	AKRON	145,200	.24	72		FAYETTEVILLE (NW ARKANSAS)	65,300	.10	153
	ALBANY, GA	24,400	.04	265		FAYETTEVILLE, NC	78,900	.13	132
	ALBANY-SCHENECTADY-TROY	188,000	.31	60		FLAGSTAFF-PRESCOTT, AZ	63,600	.10	155
	ALBUQUERQUE	156,200	.26	69		FLINT	91,400	.15	120
	ALEXANDRIA, LA	37,000	.06	218		FLORENCE, SC	42,700	.07	197
	ALLENTOWN-BETHLEHEM	164,600	.27	65		FLORENCE-MUSCLE SHOALS, AL	29,300	.04	246
	ALTOONA	25,800	.04	261		FT. COLLINS-GREELEY, CO	82,900	.13	128
	AMARILLO, TX	42,200	.07	198		FT. MYERS-NAPLES-MARCO ISLAND	161,100	.26	67
	ANCHORAGE	58,900	.09	162		FT. PIERCE-STUART-VERO BEACH	93,600	.15	116
	ANN ARBOR	66,600	.11	152		FT. SMITH, AR	51,900	.08	177
	APPLETON-OSHKOSH	75,000	.12	137		FT. WALTON BEACH, FL	36,200	.06	222
	ASHEVILLE	62,500	.10	156		FT. WAYNE	100,400	.16	109
	ATLANTA	958,700	1.60	11	*	FREDERICK, MD	47,600	.07	186
	ATLANTIC CITY-CAPE MAY	78,400	.13	133	*	FREDERICKSBURG	67,200	.11	148
	AUGUSTA, GA	101,800	.16	107		FRESNO	146,600	.24	71
	AUGUSTA-WATERTOWN, ME	27,200	.04	257		GAINESVILLE-OCALA	108,000	.18	97
	AUSTIN	267,300	.44	46		GRAND FORKS, ND-MN	16,600	.02	288
	BAKERSFIELD	109,300	.18	94		GRAND JUNCTION, CO	25,200	.04	262
	BALTIMORE	571,100	.95	18		GRAND RAPIDS	161,600	.26	66
	BANGOR	41,000	.06	199		GREAT FALLS, MT	15,900	.02	291
	BATON ROUGE	123,300	.20	82		GREEN BAY	47,600	.07	186
	BATTLE CREEK, MI	27,800	.04	256		GREENSBORO-WS-HIGH POINT	272,100	.45	44
	BEAUMONT-PORT ARTHUR, TX	73,800	.12	139		GREENVILLE-NEW BERN-JACKSONVILLE	107,900	.18	98
	BECKLEY, WV	16,500	.02	289		GREENVILLE-SPARTANBURG	197,700	.33	59
	BEND, OR	37,100	.06	216		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	54,800	.09	168
	BILLINGS, MT	27,900	.04	253	*	HAMPTONS-RIVERHEAD	29,600	.04	244
	BLOXI-GULFPORT-PASCAGOULA	73,000	.12	141		HARRISBURG-LEBANON-CARLISLE	135,800	.22	75
	BINGHAMTON	50,400	.08	180		HARRISONBURG, VA	19,500	.03	281
	BIRMINGHAM	213,300	.35	57		HARTFORD-NEW BRITAIN-MIDDLETOWN	257,600	.43	49
	BISMARCK, ND	19,900	.03	280		HILTON HEAD, SC	36,000	.06	223
	BLOOMINGTON	29,000	.04	249		HONOLULU	183,000	.30	61
	BLUEFIELD, WV	22,500	.03	274		HOUSTON-GALVESTON	1,042,900	1.74	8
	BOISE	92,400	.15	118		HUNTINGTON-ASHLAND	65,100	.10	154
	BOSTON	977,700	1.63	9		HUNTSVILLE	99,900	.16	110
	BOWLING GREEN, KY	39,600	.06	204		INDIANAPOLIS	320,100	.53	38
	BRIDGEPORT	99,900	.16	110		ITHACA, NY	18,000	.03	286
	BRUNSWICK, GA	15,100	.02	294		JACKSON, MS	92,600	.15	117
	BRYAN-COLLEGE STATION, TX	22,600	.03	273		JACKSON, TN	19,100	.03	284
	BUFFALO-NIAGARA FALLS	238,500	.39	52		JACKSONVILLE	259,000	.43	47
	BURLINGTON-PLATTSBURGH	75,800	.12	136		JOHNSON CITY-KINGSPORT-BRISTOL	110,800	.18	92
	CANTON	84,200	.14	126		JOHNSTOWN	44,600	.07	194
	CAPE COD, MA	50,900	.08	178		JONESBORO, AR	16,000	.02	290
	CASPER, WY	13,900	.02	296		JOPLIN, MO	31,800	.05	237
	CEDAR RAPIDS	39,600	.06	204		KALAMAZOO	46,300	.07	192
	CHAMPAIGN, IL	31,900	.05	234		KANSAS CITY	382,000	.63	28
	CHARLESTON, SC	120,600	.20	84		KILLEEN-TEMPLE, TX	56,200	.09	166
	CHARLESTON, WV	54,200	.09	172		KNOXVILLE	153,800	.25	70
	CHARLOTTE-GASTONIA-ROCK HILL	340,700	.56	35		LA CROSSE, WI	34,200	.05	228
	CHARLOTTESVILLE, VA	34,900	.05	227		LAFAYETTE, IN	24,900	.04	263
	CHATTANOOGA	103,100	.17	103		LAFAYETTE, LA	102,000	.17	106
	CHEYENNE, WY	17,000	.02	287		LAKE CHARLES, LA	36,000	.06	223
	CHICAGO	1,870,100	3.12	3		LAKELAND-WINTER HAVEN	98,800	.16	113
	CHICO, CA	38,500	.06	208		LANCASTER	96,000	.16	114
	CINCINNATI	413,700	.69	26		LANSING-EAST LANSING	90,500	.15	122
	CLARKSVILLE-HOPKINSVILLE, TN-KY	37,200	.06	215		LAREDO, TX	36,500	.06	219
	CLEVELAND	445,700	.74	25		LAS VEGAS	319,300	.53	39
	COLORADO SPRINGS	112,500	.18	89		LASALLE-PERU, IL	29,800	.04	243
	COLUMBIA, MO	26,200	.04	259		LAUREL-HATTIESBURG, MS	34,000	.05	229
	COLUMBIA, SC	119,900	.20	85		LAWTON, OK	19,300	.03	282
	COLUMBUS, GA	48,000	.08	185		LEBANON-RUTLAND-WHITE RIVER JUNC	54,000	.09	174
	COLUMBUS, OH	334,700	.55	36		LEWISTON-AUBURN, ME	22,900	.03	271
	COLUMBUS-STARKVILLE-W. POINT, MS	22,100	.03	275		LEXINGTON-FAYETTE	104,100	.17	102
	CONCORD (LAKE REGIONS)	57,700	.09	165		LIMA, OH	29,400	.04	245
	COOKEVILLE, TN	19,000	.03	285		LINCOLN	49,000	.08	182
	CORPUS CHRISTI	73,300	.12	140		LITTLE ROCK	124,000	.20	81
	DALLAS-FT. WORTH	1,130,200	1.88	5		LOS ANGELES	2,520,100	4.20	2
	DANBURY, CT	48,800	.08	183		LOUISVILLE	234,900	.39	53
	DAYTON	200,500	.33	58		LUBBOCK	44,300	.07	195
	DAYTONA BEACH	110,800	.18	92		MACON	66,700	.11	151
	DECATUR, IL	22,100	.03	275		MADISON	108,800	.18	95
	DENVER-BOULDER	528,900	.88	22	*	MANCHESTER	52,300	.08	176
	DES MOINES	113,000	.18	88		MANKATO-NEW ULM-ST. PETER, MN	20,300	.03	279
	DETROIT	973,900	1.62	10		MARION-CARBONDALE (SOUTHERN IL)	29,300	.04	246
	DOTHAN, AL	46,400	.07	191		MASON CITY, IA	15,700	.02	292
	DUBUQUE, IA	31,400	.05	238		MCALLEN-BROWNSVILLE-HARLINGEN	171,400	.28	64
	DULUTH-SUPERIOR	39,800	.06	203		MEADVILLE-FRANKLIN, PA	30,000	.05	241
	EAU CLAIRE, WI	29,100	.04	248		MEDFORD-ASHLAND, OR	39,900	.06	202
	EL PASO	132,500	.22	77		MELBOURNE-TITUSVILLE-COCOA	108,300	.18	96
	ELIZABETH CITY-NAGS HEAD, NC	31,900	.05	234		MEMPHIS	258,300	.43	48
	ELKINS-BUCKHANNON-WESTON, WV	24,300	.04	266		MERCED, CA	42,900	.07	196
	ELMIRA-CORNING, NY	38,000	.06	211		MERIDIAN, MS	14,900	.02	295
	ERIE	54,400	.09	171		MIAMI-FT. LAUDERDALE-HOLLYWOOD	857,000	1.43	12
	EUGENE-SPRINGFIELD	67,900	.11	146	*	MIDDLESEX-SOMERSET-UNION	352,900	.58	31
	EVANSVILLE	61,300	.10	160		MILWAUKEE-RACINE	350,200	.58	32

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.



MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 35-64

US TOTAL

59,904,200

Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	MINNEAPOLIS-ST. PAUL	651,600	1.08	15		STATE COLLEGE, PA	23,100	.03	268
	MOBILE	112,200	.18	90		STOCKTON	116,200	.19	86
	MODESTO	90,700	.15	121		SUNBURY-SELINGSGROVE-LEWISBRG, PA	37,500	.06	213
*	MONMOUTH-OCEAN	251,700	.42	50		SUSSEX, NJ	35,800	.05	225
	MONROE, LA	28,100	.04	252		SYRACUSE	133,900	.22	76
	MONTEREY-SALINAS-SANTA CRUZ	125,700	.20	80		TALLAHASSEE	52,900	.08	175
	MONTGOMERY	68,100	.11	145		TAMPA-ST. PETERSBURG-CLEARWATER	530,400	.88	21
	MONTPELIER-BARRE-ST. JOHNSBURY	27,100	.04	258		TERRE HAUTE	38,700	.06	207
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	50,500	.08	179		TEXARKANA, TX-AR	25,900	.04	260
*	MORRISTOWN, NJ	113,100	.18	87		TOLEDO	120,900	.20	83
	MUNCIE-MARION, IN	38,000	.06	211		TOPEKA	46,500	.07	190
	MUSKEGON, MI	33,900	.05	230		TRAVERSE CITY-PETOSKEY, MI	47,200	.07	188
	MYRTLE BEACH, SC	58,900	.09	162		TRENTON, NJ	76,800	.12	135
	NASHVILLE	275,300	.45	42		TRI-CITIES, WA (RCHLND-KNWK-PSC)	40,500	.06	200
*	NASSAU-SUFFOLK (LONG ISLAND)	613,800	1.02	17		TUCSON	177,300	.29	62
*	NEW BEDFORD-FALL RIVER, MA	55,700	.09	167		TULSA	174,700	.29	63
	NEW HAVEN	102,800	.17	105		TUPELO, MS	46,900	.07	189
	NEW LONDON, CT	54,800	.09	168		TUSCALOOSA, AL	31,200	.05	239
	NEW ORLEANS	267,900	.44	45		TYLER-LONGVIEW	67,000	.11	150
	NEW RIVER VALLEY, VA	28,400	.04	251		UTICA-ROME	58,900	.09	162
	NEW YORK	3,870,000	6.46	1		VALDOSTA, GA	22,100	.03	275
	NWBRGH-MIDLTWN, NY (MID-HDSN VLY)	75,000	.12	137		VICTOR VALLEY	80,100	.13	129
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	312,200	.52	40		VISALIA-TULARE-HANFORD	86,200	.14	124
	ODESSA-MIDLAND, TX	46,300	.07	192		WACO, TX	38,900	.06	206
	OKLAHOMA CITY	223,000	.37	56		WASHINGTON, DC	1,091,900	1.82	6
	OLEAN, NY	38,200	.06	210		WATERLOO-CEDAR FALLS	27,900	.04	253
	OMAHA-COUNCIL BLUFFS	143,400	.23	74		WATERTOWN, NY	20,600	.03	278
	ORLANDO	332,400	.55	37		WAUSAU-STVNS PT, WI (CNTRL WI)	54,500	.09	170
	OXNARD-VENTURA	91,900	.15	119		WEST PALM BEACH-BOCA RATON	244,300	.40	51
	PALM SPRINGS	60,900	.10	161		WHEELING	31,000	.05	240
	PANAMA CITY, FL	32,700	.05	233		WICHITA	107,100	.17	99
	PARKERSBURG-MARIETTA, WV-OH	31,900	.05	234		WICHITA FALLS, TX	24,700	.04	264
	PENSACOLA	85,900	.14	125		WILKES BARRE-SCRANTON	158,200	.26	68
	PEORIA	69,100	.11	144		WILLIAMSPORT, PA	23,900	.03	267
	PHILADELPHIA	1,079,700	1.80	7		WILMINGTON, DE	144,100	.24	73
	PHOENIX	644,700	1.07	16		WILMINGTON, NC	54,100	.09	173
	PITTSBURG, KS (SOUTHEAST KANSAS)	29,900	.04	242		WINCHESTER, VA	37,300	.06	214
	PITTSBURGH, PA	495,100	.82	23		WORCESTER	103,100	.17	103
	PORTLAND, ME	62,300	.10	157		YAKIMA, WA	40,300	.06	201
	PORTLAND, OR	472,400	.78	24		YORK	106,800	.17	101
	PORTSMOUTH-DOVER-ROCHESTER	106,900	.17	100		YOUNGSTOWN-WARREN	95,800	.15	115
	POUGHKEEPSIE, NY	61,500	.10	159					
	PROVIDENCE-WARWICK-PAWTUCKET	344,800	.57	34					
	PUEBLO	28,800	.04	250					
	PUERTO RICO	787,400	1.31	14					
	QUAD CITIES (DAVNPRT-RI-MOLINE)	71,700	.11	142					
	RALEIGH-DURHAM	274,000	.45	43					
	RAPID CITY, SD	23,000	.03	270					
	READING, PA	79,100	.13	130					
	REDDING, CA	36,400	.06	220					
	RENO	88,400	.14	123					
	RICHMOND	228,300	.38	55					
	RIVERSIDE-SAN BERNARDINO	360,900	.60	29					
	ROANOKE-LYNCHBURG	99,300	.16	112					
	ROCHESTER, MN	36,400	.06	220					
	ROCHESTER, NY	230,100	.38	54					
	ROCKFORD	67,200	.11	148					
	SACRAMENTO	406,000	.67	27					
	SAGINAW-BAY CITY-MIDLAND	83,200	.13	127					
	ST. CLOUD, MN	33,400	.05	231					
	ST. LOUIS	553,500	.92	20					
	SALISBURY-OCEAN CITY	69,300	.11	143					
	SALT LAKE CITY-OGDEN-PROVO	296,300	.49	41					
	SAN ANGELO, TX	19,200	.03	283					
	SAN ANTONIO	359,100	.59	30					
	SAN DIEGO	568,900	.94	19					
	SAN FRANCISCO	1,458,500	2.43	4					
*	SAN JOSE	347,900	.58	33					
	SAN LUIS OBISPO, CA	48,600	.08	184					
	SANTA BARBARA, CA	38,300	.06	209					
	SANTA FE, NM	37,100	.06	216					
	SANTA MARIA-LOMPOC, CA	35,200	.05	226					
*	SANTA ROSA	100,600	.16	108					
	SARASOTA-BRADENTON	129,700	.21	78					
	SAVANNAH	61,600	.10	158					
	SEATTLE-TACOMA	796,100	1.32	13					
	SEBRING, FL	15,500	.02	293					
	SHEBOYGAN, WI	23,100	.03	268					
	SHREVEPORT	77,200	.12	134					
	SIOUX CITY, IA	22,900	.03	271					
	SOUTH BEND	49,800	.08	181					
	SPOKANE	111,500	.18	91					
	SPRINGFIELD, MA	127,200	.21	79					
	SPRINGFIELD, MO	67,400	.11	147					
*	STAMFORD-NORWALK, CT	79,000	.13	131					

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

WOMEN 35+				US TOTAL			
				81,927,400			
Ind	Metro Market Name	Population	Pct of US Rank	Ind	Metro Market Name	Population	Pct of US Rank
	ABILENE, TX	40,300	.04 250		FARGO-MOORHEAD	44,600	.05 238
	AKRON	201,800	.24 72		FAYETTEVILLE (NW ARKANSAS)	89,700	.10 153
	ALBANY, GA	32,700	.03 268		FAYETTEVILLE, NC	102,700	.12 137
	ALBANY-SCHENECTADY-TROY	264,200	.32 61		FLAGSTAFF-PRESCOTT, AZ	91,700	.11 151
	ALBUQUERQUE	207,900	.25 71		FLINT	123,300	.15 117
	ALEXANDRIA, LA	52,100	.06 214		FLORENCE, SC	57,900	.07 198
	ALLENTOWN-BETHLEHEM	236,800	.28 66		FLORENCE-MUSCLE SHOALS, AL	42,800	.05 244
	ALTOONA	39,500	.04 252		FT. COLLINS-GREELEY, CO	106,400	.12 132
	AMARILLO, TX	58,500	.07 196		FT. MYERS-NAPLES-MARCO ISLAND	268,300	.32 60
	ANCHORAGE	69,000	.08 181		FT. PIERCE-STUART-VERO BEACH	161,300	.19 86
	ANN ARBOR	83,800	.10 160		FT. SMITH, AR	72,000	.08 177
	APPLETON-OSHKOSH	100,800	.12 139		FT. WALTON BEACH, FL	49,600	.06 219
	ASHEVILLE	91,100	.11 152		FT. WAYNE	137,200	.16 111
	ATLANTA	1,175,500	1.43 12	*	FREDERICK, MD	60,400	.07 195
	ATLANTIC CITY-CAPE MAY	112,300	.13 129	*	FREDERICKSBURG	84,400	.10 157
	AUGUSTA, GA	135,700	.16 115		FRESNO	195,400	.23 73
	AUGUSTA-WATERVILLE, ME	37,400	.04 259		GAINESVILLE-OCALA	165,500	.20 84
	AUSTIN	328,700	.40 52		GRAND FORKS, ND-MN	23,600	.02 290
	BAKERSFIELD	142,900	.17 104		GRAND JUNCTION, CO	36,300	.04 261
	BALTIMORE	762,800	.93 19		GRAND RAPIDS	213,900	.26 70
	BANGOR	55,800	.06 205		GREAT FALLS, MT	22,700	.02 292
	BATON ROUGE	160,000	.19 88		GREEN BAY	62,700	.07 193
	BATTLE CREEK, MI	39,300	.04 254		GREENSBORO-WS-HIGH POINT	373,300	.45 43
	BEAUMONT-PORT ARTHUR, TX	104,400	.12 134		GREENVILLE-NEW BERN-JACKSONVILLE	150,000	.18 96
	BECKLEY, WV	24,100	.02 288		GREENVILLE-SPARTANBURG	270,600	.33 59
	BEND, OR	50,100	.06 218		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	79,500	.09 165
	BILLINGS, MT	38,700	.04 256	*	HAMPTONS-RIVERHEAD	39,500	.04 252
	BILOXI-GULFPORT-PASCAGOULA	98,100	.11 143		HARRISBURG-LEBANON-CARLISLE	193,700	.23 74
	BINGHAMTON	74,100	.09 174		HARRISONBURG, VA	27,700	.03 281
	BIRMINGHAM	293,600	.35 57		HARTFORD-NEW BRITAIN-MIDDLETOWN	358,700	.43 46
	BISMARCK, ND	27,500	.03 283		HILTON HEAD, SC	52,100	.06 214
	BLOOMINGTON	38,300	.04 257		HONOLULU	254,800	.31 62
	BLUEFIELD, WV	33,700	.04 265		HOUSTON-GALVESTON	1,296,200	1.58 10
	BOISE	120,300	.14 121		HUNTINGTON-ASHLAND	94,300	.11 147
	BOSTON	1,328,700	1.62 8		HUNTSVILLE	133,800	.16 116
	BOWLING GREEN, KY	54,500	.06 211		INDIANAPOLIS	419,400	.51 39
	BRIDGEPORT	137,600	.16 110		ITHACA, NY	23,900	.02 289
	BRUNSWICK, GA	21,100	.02 295		JACKSON, MS	122,800	.14 118
	BRYAN-COLLEGE STATION, TX	29,500	.03 278		JACKSON, TN	26,200	.03 286
	BUFFALO-NIAGARA FALLS	350,000	.42 48		JACKSONVILLE	341,800	.41 50
	BURLINGTON-PLATTSBURGH	100,600	.12 140		JOHNSON CITY-KINGSPORT-BRISTOL	160,600	.19 87
	CANTON	121,000	.14 119		JOHNSTOWN	71,400	.08 178
	CAPE COD, MA	82,400	.10 164		JONESBORO, AR	22,400	.02 293
	CASPER, WY	19,000	.02 296		JOPLIN, MO	45,400	.05 234
	CEDAR RAPIDS	54,100	.06 212		KALAMAZOO	63,300	.07 191
	CHAMPAIGN, IL	43,100	.05 243		KANSAS CITY	507,600	.61 28
	CHARLESTON, SC	158,600	.19 89		KILLEEN-TEMPLE, TX	72,600	.08 176
	CHARLESTON, WV	78,300	.09 168		KNOXVILLE	214,000	.26 69
	CHARLOTTE-GASTONIA-ROCK HILL	443,200	.54 35		LA CROSSE, WI	48,400	.05 223
	CHARLOTTEVILLE, VA	47,100	.05 228		LAFAYETTE, IN	33,400	.04 267
	CHATTANOOGA	144,400	.17 101		LAFAYETTE, LA	137,900	.16 108
	CHEYENNE, WY	23,000	.02 291		LAKE CHARLES, LA	49,300	.06 220
	CHICAGO	2,474,900	3.02 3		LAKELAND-WINTER HAVEN	151,500	.18 94
	CHICO, CA	57,400	.07 201		LANCASTER	136,400	.16 112
	CINCINNATI	557,500	.68 26		LANSING-EAST LANSING	118,800	.14 123
	CLARKSVILLE-HOPKINSVILLE, TN-KY	48,500	.05 222		LAREDO, TX	46,900	.05 230
	CLEVELAND	632,800	.77 24		LAS VEGAS	420,100	.51 38
	COLORADO SPRINGS	141,900	.17 105		LASALLE-PERU, IL	44,900	.05 236
	COLUMBIA, MO	33,700	.04 265		LAUREL-HATTIESBURG, MS	47,400	.05 227
	COLUMBIA, SC	155,600	.18 90		LAWTON, OK	26,300	.03 285
	COLUMBUS, GA	66,400	.08 186		LEBANON-RUTLAND-WHITE RIVER JUNC	75,300	.09 173
	COLUMBUS, OH	436,000	.53 36		LEWISTON-AUBURN, ME	32,200	.03 272
	COLUMBUS-STARKVILLE-W. POINT, MS	30,700	.03 276		LEXINGTON-FAYETTE	136,100	.16 113
	CONCORD (LAKE REGIONS)	79,100	.09 166		LIMA, OH	42,500	.05 246
	COOKEVILLE, TN	27,200	.03 284		LINCOLN	65,200	.07 190
	CORPUS CHRISTI	99,100	.12 141		LITTLE ROCK	166,300	.20 83
	DALLAS-FT. WORTH	1,404,700	1.71 6		LOS ANGELES	3,285,500	4.01 2
	DANBURY, CT	67,600	.08 182		LOUISVILLE	318,700	.38 53
	DAYTON	282,800	.34 58		LUBBOCK	61,200	.07 194
	DAYTONA BEACH	180,300	.22 78		MACON	89,600	.10 154
	DECATUR, IL	32,300	.03 270		MADISON	140,600	.17 106
	DENVER-BOULDER	666,300	.81 23	*	MANCHESTER	67,500	.08 184
	DES MOINES	150,800	.18 95		MANKATO-NEW ULM-ST. PETER, MN	29,100	.03 279
	DETROIT	1,307,800	1.59 9		MARION-CARBONDALE(SOUTHERN IL)	44,000	.05 241
	DOTHAN, AL	66,000	.08 188		MASON CITY, IA	24,800	.03 287
	DUBUQUE, IA	46,500	.05 231		MCALLEN-BROWNSVILLE-HARLINGEN	230,600	.28 67
	DULUTH-SUPERIOR	58,100	.07 197		MEADVILLE-FRANKLIN, PA	43,900	.05 242
	EAU CLAIRE, WI	40,900	.04 248		MEDFORD-ASHLAND, OR	57,700	.07 199
	EL PASO	176,100	.21 80		MELBOURNE-TITUSVILLE-COCOA	166,500	.20 82
	ELIZABETH CITY-NAGS HEAD, NC	44,900	.05 236		MEMPHIS	337,800	.41 51
	ELKINS-BUCKHANNON-WESTON, WV	35,300	.04 263		MERCED, CA	56,800	.06 203
	ELMIRA-CORNING, NY	55,000	.06 208		MERIDIAN, MS	21,800	.02 294
	ERIE	78,600	.09 167		MIAMI-FT. LAUDERDALE-HOLLYWOOD	1,204,800	1.47 11
	EUGENE-SPRINGFIELD	94,000	.11 148	*	MIDDLESEX-SOMERSET-UNION	475,200	.58 33
	EVANSVILLE	86,800	.10 156		MILWAUKEE-RACINE	477,900	.58 32

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

					WOMEN 35+		US TOTAL		81,927,400	
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank	
	MINNEAPOLIS-ST. PAUL	832,600	1.01	17		STATE COLLEGE, PA	32,100	.03	273	
	MOBILE	155,600	.18	90		STOCKTON	153,800	.18	92	
	MODESTO	120,500	.14	120		SUNBURY-SEL INSGROVE-LEWISBRG, PA	57,200	.06	202	
*	MONMOUTH-OCEAN	372,600	.45	44		SUSSEX, NJ	44,300	.05	240	
	MONROE, LA	39,200	.04	255		SYRACUSE	185,700	.22	77	
	MONTEREY-SALINAS-SANTA CRUZ	164,600	.20	85		TALLAHASSEE	67,600	.08	182	
	MONTGOMERY	92,400	.11	149		TAMPA-ST. PETERSBURG-CLEARWATER	807,700	.98	18	
	MONTPELIER-BARRE-ST. JOHNSBURY	37,500	.04	258		TERRE HAUTE	57,700	.07	199	
	MORGANTOWN-CLARKSBURG-FAIRMONT, WV	73,400	.08	175		TEXARKANA, TX-AR	36,800	.04	260	
*	MORRISTOWN, NJ	148,000	.18	97		TOLEDO	167,800	.20	81	
	MUNCIE-MARION, IN	55,600	.06	207		TOPEKA	65,300	.07	189	
	MUSKEGON, MI	47,100	.05	228		TRAVERSE CITY-PETOSKEY, MI	66,600	.08	185	
	MYRTLE BEACH, SC	83,400	.10	161		TRENTON, NJ	104,400	.12	134	
	NASHVILLE	357,300	.43	47		TRI-CITIES, WA (RCHLND-KNWK-PSC)	52,600	.06	213	
*	NASSAU-SUFFOLK (LONG ISLAND)	841,200	1.02	16		TUCSON	252,500	.30	63	
*	NEW BEDFORD-FALL RIVER, MA	77,800	.09	169		TULSA	238,100	.29	65	
	NEW HAVEN	144,700	.17	100		TUPELO, MS	66,300	.08	187	
	NEW LONDON, CT	75,400	.09	171		TUSCALOOSA, AL	42,600	.05	245	
	NEW ORLEANS	358,800	.43	45		TYLER-LONGVIEW	96,600	.11	145	
	NEW RIVER VALLEY, VA	40,100	.04	251		UTICA-ROME	88,400	.10	155	
	NEW YORK	5,259,000	6.41	1		VALDOSTA, GA	29,800	.03	277	
	NWBRGH-MIDL TWN, NY (MID-HDSN VLY)	97,800	.11	144		VICTOR VALLEY	104,500	.12	133	
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	411,300	.50	40		VISALIA-TULARE-HANFORD	114,100	.13	127	
	ODESSA-MIDLAND, TX	62,800	.07	192		WACO, TX	55,900	.06	204	
	OKLAHOMA CITY	301,700	.36	55		WASHINGTON, DC	1,363,200	1.66	7	
	OLEAN, NY	55,700	.06	206		WATERLOO-CEDAR FALLS	40,900	.04	248	
	OMAHA-COUNCIL BLUFFS	189,700	.23	76		WATERTOWN, NY	28,600	.03	280	
	ORLANDO	431,700	.52	37		WAUSAU-STVNS PT, WI (CNTRL WI)	75,700	.09	170	
	OXNARD-VENTURA	118,200	.14	124		WEST PALM BEACH-BOCA RATON	404,800	.49	41	
	PALM SPRINGS	84,000	.10	159		WHEELING	47,600	.05	226	
	PANAMA CITY, FL	45,200	.05	235		WICHITA	146,200	.17	99	
	PARKERSBURG-MARIETTA, WV-OH	45,900	.05	232		WICHITA FALLS, TX	35,600	.04	262	
	PENSACOLA	119,400	.14	122		WILKES BARRE-SCRANTON	241,500	.29	64	
	PEORIA	99,100	.12	141		WILLIAMSPORT, PA	35,200	.04	264	
	PHILADELPHIA	1,499,000	1.82	5		WILMINGTON, DE	191,900	.23	75	
	PHOENIX	873,700	1.06	15		WILMINGTON, NC	75,400	.09	171	
	PITTSBURG, KS (SOUTHEAST KANSAS)	45,800	.05	233		WINCHESTER, VA	51,400	.06	217	
	PITTSBURGH, PA	745,200	.90	22		WORCESTER	140,300	.17	107	
	PORTLAND, ME	84,400	.10	157		YAKIMA, WA	55,000	.06	208	
	PORTLAND, OR	614,800	.75	25		YORK	147,100	.17	98	
	PORTSMOUTH-DOVER-ROCHESTER	137,900	.16	108		YOUNGSTOWN-WARREN	143,900	.17	102	
	POUGHKEEPSIE, NY	82,600	.10	163						
	PROVIDENCE-WARWICK-PAWTUCKET	485,600	.59	29						
	PUEBLO	41,800	.05	247						
	PUERTO RICO	1,056,200	1.28	13						
	QUAD CITIES (DAVNPRT-RI-MOLINE)	101,500	.12	138						
	RALEIGH-DURHAM	344,100	.42	49						
	RAPID CITY, SD	31,000	.03	275						
	READING, PA	113,000	.13	128						
	REDDING, CA	51,700	.06	216						
	RENO	116,400	.14	126						
	RICHMOND	300,900	.36	56						
	RIVERSIDE-SAN BERNARDINO	480,500	.58	30						
	ROANOKE-LYNCHBURG	143,300	.17	103						
	ROCHESTER, MN	48,400	.05	223						
	ROCHESTER, NY	316,000	.38	54						
	ROCKFORD	91,900	.11	150						
	SACRAMENTO	541,900	.66	27						
	SAGINAW-BAY CITY-MIDLAND	116,600	.14	125						
	ST. CLOUD, MN	44,600	.05	238						
	ST. LOUIS	760,200	.92	21						
	SALISBURY-OCEAN CITY	102,900	.12	136						
	SALT LAKE CITY-OGDEN-PROVO	381,400	.46	42						
	SAN ANGELO, TX	27,700	.03	281						
	SAN ANTONIO	478,600	.58	31						
	SAN DIEGO	760,700	.92	20						
	SAN FRANCISCO	1,925,200	2.34	4						
*	SAN JOSE	448,800	.54	34						
	SAN LUIS OBISPO, CA	69,900	.08	180						
	SANTA BARBARA, CA	54,600	.06	210						
	SANTA FE, NM	47,800	.05	225						
	SANTA MARIA-LOMPOC, CA	48,700	.05	221						
*	SANTA ROSA	135,800	.16	114						
	SARASOTA-BRADENTON	230,400	.28	68						
	SAVANNAH	83,100	.10	162						
	SEATTLE-TACOMA	1,024,400	1.25	14						
	SEBRING, FL	31,600	.03	274						
	SHEBOYGAN, WI	32,400	.03	269						
	SHREVEPORT	109,500	.13	130						
	SIOUX CITY, IA	32,300	.03	270						
	SOUTH BEND	71,000	.08	179						
	SPOKANE	152,200	.18	93						
	SPRINGFIELD, MA	178,100	.21	79						
	SPRINGFIELD, MO	94,500	.11	146						
*	STAMFORD-NORWALK, CT	108,200	.13	131						

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

TEENS 12-17					US TOTAL 25,352,000				
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank
	ABILENE, TX	14,300	.05	230		FARGO-MOORHEAD	13,400	.05	236
	AKRON	58,900	.23	74		FAYETTEVILLE (NW ARKANSAS)	29,400	.11	148
	ALBANY, GA	11,700	.04	251		FAYETTEVILLE, NC	38,500	.15	120
	ALBANY-SCHENECTADY-TROY	73,500	.28	65		FLAGSTAFF-PRESCOTT, AZ	27,200	.10	154
	ALBUQUERQUE	65,800	.25	70		FLINT	39,600	.15	117
	ALEXANDRIA, LA	16,800	.06	204		FLORENCE, SC	16,000	.06	214
	ALLEN TOWN-BETHLEHEM	64,900	.25	71		FLORENCE-MUSCLE SHOALS, AL	10,900	.04	258
	ALTOONA	9,500	.03	273		FT. COLLINS-GREELEY, CO	35,600	.14	130
	AMARILLO, TX	19,700	.07	188		FT. MYERS-NAPLES-MARCO ISLAND	56,800	.22	77
	ANCHORAGE	27,400	.10	153		FT. PIERCE-STUART-VERO BEACH	36,400	.14	124
	ANN ARBOR	24,000	.09	163		FT. SMITH, AR	23,300	.09	167
	APPLETON-OSHKOSH	33,300	.13	136		FT. WALTON BEACH, FL	15,900	.06	216
	ASHEVILLE	22,000	.08	176		FT. WAYNE	47,300	.18	93
	ATLANTA	391,500	1.54	10	*	FREDERICK, MD	20,800	.08	180
	ATLANTIC CITY-CAPE MAY	31,600	.12	140	*	FREDERICKSBURG	31,800	.12	138
	AUGUSTA, GA	44,200	.17	99		FRESNO	88,900	.35	57
	AUGUSTA-WATERVILLE, ME	9,900	.03	268		GAINESVILLE-OCALA	40,800	.16	111
	AUSTIN	112,300	.44	44		GRAND FORKS, ND-MN	7,500	.02	284
	BAKERSFIELD	68,900	.27	68		GRAND JUNCTION, CO	10,900	.04	258
	BALTIMORE	227,400	.89	20		GRAND RAPIDS	78,200	.30	61
	BANGOR	14,600	.05	226		GREAT FALLS, MT	6,900	.02	288
	BATON ROUGE	54,500	.21	80		GREEN BAY	20,400	.08	185
	BATTLE CREEK, MI	12,400	.04	244		GREENSBORO-WS-HIGH POINT	104,400	.41	49
	BEAUMONT-PORT ARTHUR, TX	34,400	.13	135		GREENVILLE-NEW BERN-JACKSONVILLE	44,800	.17	96
	BECKLEY, WV	5,900	.02	295		GREENVILLE-SPARTANBURG	72,400	.28	66
	BEND, OR	15,600	.06	218		HAGERSTN-CHAMBRSG-WAYNSB, MD-PA	22,100	.08	174
	BILLINGS, MT	11,400	.04	255	*	HAMPTONS-RIVERHEAD	11,600	.04	254
	BILOXI-GULFPORT-PASCAGOULA	31,800	.12	138		HARRISBURG-LEBANON-CARLISLE	52,100	.20	83
	BINGHAMTON	20,600	.08	181		HARRISONBURG, VA	7,700	.03	283
	BIRMINGHAM	83,900	.33	59		HARTFORD-NEW BRITAIN-MIDDLETOWN	105,900	.41	47
	BISMARCK, ND	7,900	.03	281		HILTON HEAD, SC	14,400	.05	228
	BLOOMINGTON	12,300	.04	246		HONOLULU	69,200	.27	67
	BLUEFIELD, WV	7,400	.02	285		HOUSTON-GALVESTON	491,300	1.93	6
	BOISE	44,600	.17	97		HUNTINGTON-ASHLAND	22,600	.08	171
	BOSTON	347,700	1.37	11		HUNTSVILLE	40,100	.15	113
	BOWLING GREEN, KY	14,400	.05	228		INDIANAPOLIS	139,000	.54	33
	BRIDGEPORT	41,400	.16	108		ITHACA, NY	6,800	.02	289
	BRUNSWICK, GA	6,300	.02	292		JACKSON, MS	40,500	.15	112
	BRYAN-COLLEGE STATION, TX	9,800	.03	269		JACKSON, TN	7,800	.03	282
	BUFFALO-NIAGARA FALLS	95,800	.37	53		JACKSONVILLE	109,900	.43	46
	BURLINGTON-PLATTSBURGH	30,200	.11	143		JOHNSON CITY-KINGSPORT-BRISTOL	37,500	.14	121
	CANTON	34,800	.13	133		JOHNSTOWN	17,000	.06	203
	CAPE COD, MA	16,600	.06	207		JONESBORO, AR	6,200	.02	294
	CASPER, WY	5,900	.02	295		JOPLIN, MO	13,500	.05	234
	CEDAR RAPIDS	15,400	.06	220		KALAMAZOO	18,800	.07	193
	CHAMPAIGN, IL	12,100	.04	247		KANSAS CITY	159,500	.62	31
	CHARLESTON, SC	47,000	.18	94		KILLEEN-TEMPLE, TX	28,200	.11	152
	CHARLESTON, WV	18,600	.07	194		KNOXVILLE	53,800	.21	81
	CHARLOTTE-GASTONIA-ROCK HILL	136,900	.54	38		LA CROSSE, WI	15,400	.06	220
	CHARLOTTEVILLE, VA	12,800	.05	241		LAFAYETTE, IN	9,800	.03	269
	CHATTANOOGA	38,800	.15	118		LAFAYETTE, LA	48,600	.19	90
	CHEYENNE, WY	7,400	.02	285		LAKE CHARLES, LA	16,300	.06	212
	CHICAGO	808,700	3.18	3		LAKELAND-WINTER HAVEN	43,900	.17	100
	CHICO, CA	17,300	.06	202		LANCASTER	43,100	.17	101
	CINCINNATI	176,500	.69	28		LANSING-EAST LANSING	37,400	.14	122
	CLARKSVILLE-HOPKINSVILLE, TN-KY	17,600	.06	201		LAREDO, TX	23,700	.09	165
	CLEVELAND	184,900	.72	25		LAS VEGAS	137,200	.54	37
	COLORADO SPRINGS	51,200	.20	85		LASALLE-PERU, IL	13,200	.05	238
	COLUMBIA, MO	10,000	.03	266		LAUREL-HATTIESBURG, MS	14,600	.05	226
	COLUMBIA, SC	45,700	.18	95		LAWTON, OK	10,000	.03	266
	COLUMBUS, GA	22,300	.08	172		LEBANON-RUTLAND-WHITE RIVER JUNC	20,500	.08	182
	COLUMBUS, OH	137,400	.54	36		LEWISTON-AUBURN, ME	8,600	.03	279
	COLUMBUS-STARKVILLE-W. POINT, MS	10,100	.03	264		LEXINGTON-FAYETTE	34,500	.13	134
	CONCORD (LAKE REGIONS)	22,200	.08	173		LIMA, OH	13,800	.05	232
	COOKEVILLE, TN	7,000	.02	287		LINCOLN	19,300	.07	190
	CORPUS CHRISTI	36,300	.14	126		LITTLE ROCK	51,200	.20	85
	DALLAS-FT. WORTH	510,600	2.01	5		LOS ANGELES	1,145,500	4.51	2
	DANBURY, CT	18,500	.07	195		LOUISVILLE	85,400	.33	58
	DAYTON	81,900	.32	60		LUBBOCK	20,500	.08	182
	DAYTONA BEACH	39,900	.15	114		MACON	29,900	.11	145
	DECATUR, IL	9,000	.03	276		MADISON	39,900	.15	114
	DENVER-BOULDER	214,000	.84	21	*	MANCHESTER	21,100	.08	179
	DES MOINES	44,600	.17	97		MANKATO-NEW ULM-ST. PETER, MN	9,000	.03	276
	DETROIT	409,300	1.61	8		MARION-CARBONDALE (SOUTHERN IL)	11,700	.04	251
	DOTHAN, AL	19,700	.07	188		MASON CITY, IA	6,500	.02	291
	DUBUQUE, IA	13,500	.05	234		MCALLEN-BROWNSVILLE-HARLINGEN	110,300	.43	45
	DULUTH-SUPERIOR	15,700	.06	217		MEADVILLE-FRANKLIN, PA	12,700	.05	242
	EAU CLAIRE, WI	12,700	.05	242		MEDFORD-ASHLAND, OR	16,700	.06	205
	EL PASO	74,000	.29	64		MELBOURNE-TITUSVILLE-COCOA	41,700	.16	106
	ELIZABETH CITY-NAGS HEAD, NC	12,400	.04	244		MEMPHIS	115,500	.45	42
	ELKINS-BUCKHANNON-WESTON, WV	9,500	.03	273		MERCED, CA	28,300	.11	151
	ELMIRA-CORNING, NY	16,400	.06	209		MERIDIAN, MS	6,600	.02	290
	ERIE	23,700	.09	165		MIAMI-FT. LAUDERDALE-HOLLYWOOD	338,500	1.33	13
	EUGENE-SPRINGFIELD	25,300	.09	158	*	MIDDLESEX-SOMERSET-UNION	132,900	.52	40
	EVANSVILLE	24,500	.09	162		MILWAUKEE-RACINE	151,100	.59	32

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MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

		TEENS 12-17			US TOTAL			25,352,000		
Ind	Metro Market Name	Population	Pct of US	Metro Rank	Ind	Metro Market Name	Population	Pct of US	Metro Rank	
	MINNEAPOLIS-ST. PAUL	273,100	1.07	16		STATE COLLEGE, PA	8,400	.03	280	
	MOBILE	48,800	.19	89		STOCKTON	66,700	.26	69	
	MODESTO	52,100	.20	83		SUNBURY-SELINGSGROVE-LEWISBRG, PA	15,200	.06	223	
*	MONMOUTH-OCEAN	101,600	.40	51		SUSSEX, NJ	15,200	.06	223	
	MONROE, LA	13,600	.05	233		SYRACUSE	58,600	.23	75	
	MONTEREY-SALINAS-SANTA CRUZ	58,000	.22	76		TALLAHASSEE	18,400	.07	197	
	MONTGOMERY	29,100	.11	149		TAMPA-ST. PETERSBURG-CLEARWATER	197,100	.77	23	
	MONTPELIER-BARRE-ST. JOHNSBURY	10,600	.04	260		TERRE HAUTE	16,400	.06	209	
	MORGANTOWN-CLRKSBRG-FAIRMONT, WV	17,800	.07	198		TEXARKANA, TX-AR	11,100	.04	256	
*	MORRISTOWN, NJ	41,300	.16	109		TOLEDO	53,800	.21	81	
	MUNCIE-MARION, IN	15,300	.06	222		TOPEKA	19,800	.07	187	
	MUSKEGON, MI	16,400	.06	209		TRAVERSE CITY-PETOSKEY, MI	19,900	.07	186	
	MYRTLE BEACH, SC	19,300	.07	190		TRENTON, NJ	30,200	.11	143	
	NASHVILLE	105,100	.41	48		TRI-CITIES, WA (RCHLND-KNWK-PSC)	22,100	.08	174	
*	NASSAU-SUFFOLK (LONG ISLAND)	239,100	.94	18		TUCSON	74,800	.29	63	
*	NEW BEDFORD-FALL RIVER, MA	21,700	.08	177		TULSA	75,200	.29	62	
	NEW HAVEN	42,600	.16	103		TUPELO, MS	20,500	.08	182	
	NEW LONDON, CT	23,100	.09	169		TUSCALOOSA, AL	12,000	.04	248	
	NEW ORLEANS	114,100	.45	43		TYLER-LONGVIEW	30,800	.12	142	
	NEW RIVER VALLEY, VA	9,600	.03	272		UTICA-ROME	24,900	.09	160	
	NEW YORK	1,451,900	5.72	1		VALDOSTA, GA	10,300	.04	262	
	NWBRGH-MIDLTWN, NY(MID-HDSN VLY)	35,900	.14	128		VICTOR VALLEY	41,200	.16	110	
	NORFOLK-VIRGINIA BEACH-NWPT NEWS	137,500	.54	35		VISALIA-TULARE-HANFORD	56,500	.22	78	
	ODESSA-MIDLAND, TX	24,900	.09	160		WACO, TX	18,900	.07	192	
	OKLAHOMA CITY	93,500	.36	54		WASHINGTON, DC	406,600	1.60	9	
	OLEAN, NY	17,800	.07	198		WATERLOO-CEDAR FALLS	11,100	.04	256	
	OMAHA-COUNCIL BLUFFS	64,100	.25	72		WATERTOWN, NY	9,700	.03	271	
	ORLANDO	138,000	.54	34		WAUSAU-STVNS PT, WI (CNTRL WI)	23,900	.09	164	
	OXNARD-VENTURA	48,600	.19	90		WEST PALM BEACH-BOCA RATON	93,200	.36	55	
	PALM SPRINGS	35,600	.14	130		WHEELING	11,700	.04	251	
	PANAMA CITY, FL	13,100	.05	240		WICHITA	51,000	.20	87	
	PARKERSBURG-MARIETTA, WV-OH	11,900	.04	249		WICHITA FALLS, TX	11,800	.04	250	
	PENSACOLA	36,400	.14	124		WILKES BARRE-SCRANTON	61,300	.24	73	
	PEORIA	28,700	.11	150		WILLIAMSPORT, PA	9,500	.03	273	
	PHILADELPHIA	443,100	1.74	7		WILMINGTON, DE	56,000	.22	79	
	PHOENIX	298,000	1.17	15		WILMINGTON, NC	17,800	.07	198	
	PITTSBURG, KS (SOUTHEAST KANSAS)	13,900	.05	231		WINCHESTER, VA	14,700	.05	225	
	PITTSBURGH, PA	179,300	.70	27		WORCESTER	41,800	.16	105	
	PORTLAND, ME	21,400	.08	178		YAKIMA, WA	23,300	.09	167	
	PORTLAND, OR	193,900	.76	24		YORK	42,500	.16	104	
	PORTSMOUTH-DOVER-ROCHESTER	41,600	.16	107		YOUNGSTOWN-WARREN	38,700	.15	119	
	POUGHKEEPSIE, NY	25,300	.09	158						
	PROVIDENCE-WARWICK-PAWTUCKET	126,700	.49	41						
	PUEBLO	13,200	.05	238						
	PUERTO RICO	345,600	1.36	12						
	QUAD CITIES (DAVNPRT-RI-MOLINE)	29,700	.11	147						
	RALEIGH-DURHAM	104,300	.41	50						
	RAPID CITY, SD	10,300	.04	262						
	READING, PA	32,700	.12	137						
	REDDING, CA	16,700	.06	205						
	RENO	36,000	.14	127						
	RICHMOND	90,700	.35	56						
	RIVERSIDE-SAN BERNARDINO	212,900	.83	22						
	ROANOKE-LYNCHBURG	37,300	.14	123						
	ROCHESTER, MN	16,200	.06	213						
	ROCHESTER, NY	97,300	.38	52						
	ROCKFORD	29,900	.11	145						
	SACRAMENTO	184,500	.72	26						
	SAGINAW-BAY CITY-MIDLAND	35,700	.14	129						
	ST. CLOUD, MN	16,000	.06	214						
	ST. LOUIS	234,100	.92	19						
	SALISBURY-OCEAN CITY	25,400	.10	157						
	SALT LAKE CITY-OGDEN-PROVO	175,800	.69	29						
	SAN ANGELO, TX	8,900	.03	278						
	SAN ANTONIO	173,600	.68	30						
	SAN DIEGO	249,500	.98	17						
	SAN FRANCISCO	536,200	2.11	4						
*	SAN JOSE	133,000	.52	39						
	SAN LUIS OBISPO, CA	18,500	.07	195						
	SANTA BARBARA, CA	15,600	.06	218						
	SANTA FE, NM	13,400	.05	236						
	SANTA MARIA-LOMPOC, CA	16,600	.06	207						
*	SANTA ROSA	39,800	.15	116						
	SARASOTA-BRADENTON	42,700	.16	102						
	SAVANNAH	26,500	.10	155						
	SEATTLE-TACOMA	308,100	1.21	14						
	SEBRING, FL	6,300	.02	292						
	SHEBOYGAN, WI	10,100	.03	264						
	SHREVEPORT	35,000	.13	132						
	SIOUX CITY, IA	10,600	.04	260						
	SOUTH BEND	22,900	.09	170						
	SPOKANE	48,100	.18	92						
	SPRINGFIELD, MA	50,900	.20	88						
	SPRINGFIELD, MO	26,300	.10	156						
*	STAMFORD-NORWALK, CT	31,500	.12	141						

* = All or part of this Metro's population is enclosed in another Metro. See page ii of this report for further information.

DMA Market Rankings by Television Households

Estimated Television
Households and TVHH Rank

DMA Market Rankings by Television Households

TVHH RANK	MARKET NAME	TVHH
1	NEW YORK	7,355,710
2	LOS ANGELES	5,431,140
3	CHICAGO	3,417,330
4	PHILADELPHIA	2,919,410
5	BOSTON (MANCHESTER)	2,391,840
6	SAN FRANCISCO-OAK-SAN JOSE	2,359,870
7	DALLAS-FT. WORTH	2,292,760
8	WASHINGTON, DC (HAGRSTWN)	2,241,610
9	ATLANTA	2,059,450
10	DETROIT	1,943,930
11	HOUSTON	1,902,810
12	SEATTLE-TACOMA	1,690,640
13	TAMPA-ST. PETE (SARASOTA)	1,671,040
14	MINNEAPOLIS-ST. PAUL	1,665,540
15	PHOENIX (PRESCOTT)	1,596,950
16	CLEVELAND-AKRON (CANTON)	1,556,670
17	MIAMI-FT. LAUDERDALE	1,496,810
18	DENVER	1,401,760
19	SACRAMENTO-ST. JOSE-MODESTO	1,315,030
20	ORLANDO-DAYTONA BCH-MELBRN	1,303,150
21	ST. LOUIS	1,216,700
22	PITTSBURGH	1,186,010
23	BALTIMORE	1,087,730
24	PORTLAND, OR	1,086,900
25	INDIANAPOLIS	1,053,020
26	SAN DIEGO	1,025,730
27	HARTFORD & NEW HAVEN	1,017,530
28	CHARLOTTE	1,004,440
29	RALEIGH-DURHAM (FAYETVLL)	966,720
30	NASHVILLE	916,170
31	KANSAS CITY	894,580
32	MILWAUKEE	886,770
33	CINCINNATI	883,230
34	COLUMBUS, OH	867,490
35	GREENVLL-SPART-ASHEVLL-AND	813,210
36	SALT LAKE CITY	800,000
37	SAN ANTONIO	748,950
38	GRAND RAPIDS-KALMZOO-B.CRK	732,600
39	WEST PALM BEACH-FT. PIERCE	729,010
40	BIRMINGHAM (ANN AND TUSC)	717,300
41	NORFOLK-PORTSMTH-NEWPT NWS	707,750
42	HARRISBURG-LNCSTR-LEB-YORK	702,590
43	NEW ORLEANS	675,760
44	MEMPHIS	658,250
45	OKLAHOMA CITY	655,250
46	BUFFALO	651,970
47	ALBUQUERQUE-SANTA FE	649,680
48	GREENSBORO-H.POINT-W.SALEM	648,860
49	PROVIDENCE-NEW BEDFORD	644,980
50	LOUISVILLE	637,680
51	LAS VEGAS	614,150
52	JACKSONVILLE	613,000
53	WILKES BARRE-SCRANTON	592,560
54	AUSTIN	567,870
55	ALBANY-SCHENECTADY-TROY	555,640
56	DAYTON	537,710
57	LITTLE ROCK-PINE BLUFF	531,770
58	FRESNO-VISALIA	527,770
59	KNOXVILLE	513,630
60	TULSA	510,960

DMA Market Rankings by Television Households

TVHH RANK	MARKET NAME	TVHH
61	RICHMOND-PETERSBURG	509,860
62	CHARLESTON-HUNTINGTON	508,750
63	MOBILE-PENSACOLA (FT WALT)	492,070
64	LEXINGTON	481,120
65	FLINT-SAGINAW-BAY CITY	479,520
66	WICHITA-HUTCHINSON PLUS	445,690
67	ROANOKE-LYNCHBURG	445,670
68	FT. MYERS-NAPLES	444,130
69	GREEN BAY-APPLETON	433,640
70	TOLEDO	432,430
71	HONOLULU	417,120
72	TUCSON (SIERRA VISTA)	417,070
73	DES MOINES-AMES	412,230
74	PORTLAND-AUBURN	409,060
75	ROCHESTER, NY	396,880
76	OMAHA	396,460
77	SYRACUSE	395,400
78	SPRINGFIELD, MO	388,530
79	PADUCAH-CAPE GIRARD-HARSBG	384,860
80	SPOKANE	384,060
81	SHREVEPORT	382,700
82	CHAMPAIGN&SPRNGFLD-DECATUR	382,460
83	COLUMBIA, SC	374,680
84	HUNTSVILLE-DECATUR (FLOR)	370,160
85	MADISON	364,000
86	CHATTANOOGA	353,210
87	SOUTH BEND-ELKHART	332,860
88	CEDAR RAPIDS-WTRLO-IWC&DUB	331,610
89	TRI-CITIES, TN-VA	329,910
90	BURLINGTON-PLATTSBURGH	329,200
91	JACKSON, MS	327,670
92	COLORADO SPRINGS-PUEBLO	313,170
93	HARLINGEN-WSLCO-BRNSVL-MCA	312,300
94	DAVENPORT-R.ISLAND-MOLINE	309,900
95	WACO-TEMPLE-BRYAN	308,970
96	BATON ROUGE	306,910
97	JOHNSTOWN-ALTOONA	300,850
98	SAVANNAH	293,170
99	EVANSVILLE	289,840
100	EL PASO (LAS CRUCES)	288,440
101	CHARLESTON, SC	282,740
102	YOUNGSTOWN	281,340
103	LINCOLN & HASTINGS-KRNY	275,230
104	FT. WAYNE	271,890
105	GREENVILLE-N. BERN-WASHNGTN	270,200
106	SPRINGFIELD-HOLYOKE	267,500
107	FT. SMITH-FAY-SPRNGDL-RGRS	267,030
108	MYRTLE BEACH-FLORENCE	265,370
109	TALLAHASSEE-THOMASVILLE	259,720
110	LANSING	259,240
111	TYLER-LONGVIEW(LFKN&NCGD)	254,170
112	TRAVERSE CITY-CADILLAC	249,450
113	MONTGOMERY (SELMA)	247,800
114	RENO	246,700
115	AUGUSTA	246,620
116	SIOUX FALLS(MITCHELL)	242,930
117	PEORIA-BLOOMINGTON	242,020
118	FARGO-VALLEY CITY	235,490
119	MACON	230,000
120	EUGENE	229,360

DMA Market Rankings by Television Households

TVHH RANK	MARKET NAME	TVHH
121	SANTABARBRA - SANMAR - SANLUOB	224,710
122	BOISE	223,890
123	LAFAYETTE, LA	220,740
124	MONTEREY - SALINAS	218,450
125	COLUMBUS, GA	208,860
126	YAKIMA - PASCO - RCHLND - KNNWCK	207,180
127	LA CROSSE - EAU CLAIRE	206,490
128	BAKERSFIELD	194,180
129	CORPUS CHRISTI	193,290
130	AMARILLO	190,120
131	CHICO - REDDING	189,310
132	COLUMBUS - TUPELO - WEST POINT	187,650
133	WAUSAU - RHINELANDER	181,780
134	ROCKFORD	181,180
135	MONROE - EL DORADO	176,380
136	DULUTH - SUPERIOR	175,030
137	TOPEKA	171,470
138	BEAUMONT - PORT ARTHUR	168,740
139	COLUMBIA - JEFFERSON CITY	167,390
140	WILMINGTON	163,560
141	MEDFORD - KLAMATH FALLS	162,260
142	ERIE	158,910
143	SIOUX CITY	157,340
144	WICHITA FALLS & LAWTON	156,300
145	LUBBOCK	152,620
146	JOPLIN - PITTSBURG	152,310
147	ALBANY, GA	151,970
148	BLUEFIELD - BECKLEY - OAK HILL	148,760
149	TERRE HAUTE	146,860
150	SALISBURY	146,510
151	BANGOR	144,740
152	WHEELING - STEUBENVILLE	144,330
153	ROCHESTR - MASON CITY - AUSTIN	142,570
154	BINGHAMTON	141,350
155	ANCHORAGE	139,960
156	BILOXI - GULFPORT	137,590
157	MINOT - BISMARCK - DICKINSON	135,760
158	ODESSA - MIDLAND	135,450
159	PALM SPRINGS	135,190
160	PANAMA CITY	134,770
161	SHERMAN - ADA	123,540
162	GAINESVILLE	116,670
163	ABILENE - SWEETWATER	112,950
164	IDAHO FALLS - POCATELLO	112,700
165	CLARKSBURG - WESTON	109,480
166	UTICA	106,690
167	QUINCY - HANNIBAL - KEOKUK	105,070
168	HATTIESBURG - LAUREL	104,800
169	MISSOULA	103,810
170	BILLINGS	102,370
171	YUMA - EL CENTRO	99,490
172	DOTHAN	98,850
173	ELMIRA (CORNING)	98,270
174	JACKSON, TN	94,770
175	WATERTOWN	94,390
176	ALEXANDRIA, LA	94,350
177	LAKE CHARLES	94,240
178	RAPID CITY	93,220
179	JONESBORO	93,100
180	MARQUETTE	91,100

DMA Market Rankings by Television Households

TVHH RANK	MARKET NAME	TVHH
181	HARRISONBURG	85,550
182	BOWLING GREEN	81,470
183	GREENWOOD-GREENVILLE	78,160
184	MERIDIAN	72,280
185	CHARLOTTEVILLE	69,930
186	LAFAYETTE, IN	65,060
187	PARKERSBURG	64,790
188	GREAT FALLS	64,650
189	GRAND JUNCTION-MONTROSE	63,650
190	LAREDO	62,720
191	TWIN FALLS	59,940
192	EUREKA	58,380
193	BUTTE-BOZEMAN	57,680
194	LIMA	54,200
195	CHEYENNE-SCOTTSBLUF	53,920
196	SAN ANGELO	53,530
197	BEND, OR	52,550
198	CASPER-RIVERTON	51,850
199	MANKATO	51,390
200	OTTUMWA-KIRKSVILLE	51,190
201	ST. JOSEPH	48,740
202	ZANESVILLE	33,240
203	PRESQUE ISLE	31,840
204	FAIRBANKS	31,640
205	VICTORIA	30,180
206	HELENA	25,360
207	JUNEAU	25,070
208	ALPENA	17,930
209	NORTH PLATTE	15,590
210	GLENDIVE	5,150

DMA Market Rankings by Persons 12+

DMA Rank, Persons 12+
Population and Percent of U.S.
for DMA Markets

DMA Market Rankings by Persons 12+

PERSONS 12+ RANK	MARKET NAME	PERSONS 12+	% OF U.S.
1	NEW YORK	17,373,400	7.03
2	LOS ANGELES	14,180,200	5.74
3	CHICAGO	7,914,600	3.20
4	PHILADELPHIA	6,554,800	2.65
5	SAN FRANCISCO-OAK-SAN JOSE	5,762,600	2.33
6	BOSTON (MANCHESTER)	5,312,500	2.15
7	DALLAS-FT. WORTH	5,243,300	2.12
8	WASHINGTON, DC (HAGRSTWN)	5,019,500	2.03
9	ATLANTA	4,716,900	1.90
10	HOUSTON	4,527,400	1.83
11	DETROIT	4,203,500	1.70
12	SEATTLE-TACOMA	3,782,500	1.53
13	MINNEAPOLIS-ST. PAUL	3,670,900	1.48
14	PHOENIX (PRESCOTT)	3,649,400	1.47
15	MIAMI-FT. LAUDERDALE	3,541,300	1.43
16	TAMPA-ST. PETE (SARASOTA)	3,447,400	1.39
17	CLEVELAND-AKRON (CANTON)	3,293,100	1.33
18	SACRAMNTO-STKTON-MODESTO	3,181,900	1.28
19	DENVER	3,114,900	1.26
20	ORLANDO-DAYTONA BCH-MELBRN	2,827,800	1.14
21	ST. LOUIS	2,631,900	1.06
22	PITTSBURGH	2,491,800	1.00
23	SAN DIEGO	2,483,900	1.00
24	PORTLAND, OR	2,451,500	.99
25	BALTIMORE	2,381,300	.96
26	INDIANAPOLIS	2,228,100	.90
27	HARTFORD & NEW HAVEN	2,209,400	.89
28	CHARLOTTE	2,174,700	.88
29	RALEIGH-DURHAM (FAYETVLL)	2,123,900	.85
30	SALT LAKE CITY	2,035,500	.82
31	NASHVILLE	1,990,800	.80
32	KANSAS CITY	1,922,500	.77
33	MILWAUKEE	1,884,600	.76
34	CINCINNATI	1,877,100	.75
35	COLUMBUS, OH	1,826,800	.73
36	SAN ANTONIO	1,776,700	.71
37	GREENVLL - SPART-ASHEVLL -AND	1,729,600	.70
38	GRAND RAPIDS-KALMZOO-B.CRK	1,642,700	.66
39	NORFOLK-PORTSMTH-NEWPT NWS	1,572,700	.63
40	HARRISBURG-LNCSTR-LEB-YORK	1,563,800	.63
41	WEST PALM BEACH-FT. PIERCE	1,529,300	.61
42	BIRMINGHAM (ANN AND TUSC)	1,516,000	.61
43	NEW ORLEANS	1,491,400	.60
44	ALBUQUERQUE-SANTA FE	1,466,300	.59
45	MEMPHIS	1,449,600	.58
46	FRESNO-VISALIA	1,435,100	.58
47	OKLAHOMA CITY	1,412,200	.57
48	PROVIDENCE-NEW BEDFORD	1,406,800	.56
49	BUFFALO	1,403,500	.56
50	LAS VEGAS	1,401,300	.56
51	GREENSBORO-H. POINT-W. SALEM	1,368,300	.55
52	LOUISVILLE	1,347,300	.54
53	JACKSONVILLE	1,344,300	.54
54	WILKES BARRE-SCRANTON	1,300,600	.52
55	AUSTIN	1,284,800	.52
56	ALBANY-SCHENECTADY-TROY	1,182,300	.47
57	LITTLE ROCK-PINE BLUFF	1,134,600	.45
58	DAYTON	1,122,800	.45
59	RICHMOND-PETERSBURG	1,115,000	.45
60	TULSA	1,102,400	.44

DMA Market Rankings by Persons 12+

PERSONS 12+ RANK	MARKET NAME	PERSONS 12+	% OF U.S.
61	HONOLULU	1,080,700	.43
62	MOBILE-PENSACOLA (FT WALT)	1,077,800	.43
63	KNOXVILLE	1,070,700	.43
64	CHARLESTON-HUNTINGTON	1,065,200	.43
65	LEXINGTON	1,032,800	.41
66	FLINT-SAGINAW-BAY CITY	1,024,600	.41
67	WICHITA-HUTCHINSON PLUS	975,500	.39
68	ROANOKE-LYNCHBURG	938,300	.37
69	GREEN BAY-APPLETON	930,800	.37
70	FT. MYERS-NAPLES	925,900	.37
71	TOLEDO	912,900	.36
72	TUCSON (SIERRA VISTA)	910,100	.36
73	DES MOINES-AMES	888,000	.35
74	SPOKANE	874,300	.35
75	ROCHESTER, NY	868,700	.35
76	SYRACUSE	865,400	.35
77	HARLINGEN-WSLCO-BRNSVL-MCA	863,700	.34
78	PORTLAND-AUBURN	858,300	.34
79	OMAHA	852,200	.34
80	SPRINGFIELD, MO	837,100	.33
81	SHREVEPORT	833,700	.33
82	COLUMBIA, SC	822,100	.33
83	PADUCAH-CAPE GIRARD-HARSBG	820,800	.33
84	CHAMPAIGN&SPRNGFLD-DECATUR	812,100	.32
85	HUNTSVILLE-DECATUR (FLOR)	779,500	.31
86	MADISON	776,700	.31
87	CHATTANOOGA	760,800	.30
88	JACKSON, MS	741,000	.30
89	SOUTH BEND-ELKHART	734,800	.29
90	BURLINGTON-PLATTSBURGH	733,100	.29
91	EL PASO (LAS CRUCES)	727,900	.29
92	WACO-TEMPLE-BRYAN	724,100	.29
93	CEDAR RAPIDS-WTRLO-IWC&DUB	718,100	.29
94	COLORADO SPRINGS-PUEBLO	706,100	.28
95	BATON ROUGE	690,600	.27
96	TRI-CITIES, TN-VA	678,400	.27
97	JOHNSTOWN-ALTOONA	666,500	.26
98	SAVANNAH	658,100	.26
99	DAVENPORT-R. ISLAND-MOLINE	657,000	.26
100	EVANSVILLE	613,500	.24
101	CHARLESTON, SC	605,900	.24
102	MONTEREY-SALINAS	603,200	.24
103	YOUNGSTOWN	599,200	.24
104	SPRINGFIELD-HOLYOKE	597,400	.24
105	LINCOLN & HASTINGS-KRNY	591,700	.23
106	FT. SMITH-FAY-SPRNGDL-RGRS	591,200	.23
107	GREENVILLE-N. BERN-WASHNGTN	589,400	.23
108	FT. WAYNE	580,200	.23
109	TALLAHASSEE-THOMASVILLE	577,500	.23
110	TYLER-LONGVIEW(LFKN&NCGD)	573,600	.23
111	LANSING	568,100	.23
111	SANTABARBRA - SANMAR - SANLUOB	568,100	.23
113	RENO	567,000	.22
114	MYRTLE BEACH-FLORENCE	565,200	.22
115	AUGUSTA	546,600	.22
116	TRAVERSE CITY-CADILLAC	536,600	.21
117	MONTGOMERY (SELMA)	530,600	.21
118	PEORIA-BLOOMINGTON	528,400	.21
119	SIOUX FALLS(MITCHELL)	527,600	.21
120	BAKERSFIELD	522,800	.21

DMA Market Rankings by Persons 12+

PERSONS 12+ RANK	MARKET NAME	PERSONS 12+	% OF U.S.
121	BOISE	520,400	.21
122	MACON	518,000	.20
123	YAKIMA - PASCO - RCHLND - KNNWCK	509,900	.20
124	EUGENE	505,700	.20
125	FARGO-VALLEY CITY	502,700	.20
126	LAFAYETTE, LA	486,800	.19
127	CORPUS CHRISTI	458,900	.18
128	COLUMBUS, GA	455,900	.18
129	LA CROSSE-EAU CLAIRE	453,800	.18
130	CHICO-REDDING	428,800	.17
131	AMARILLO	423,500	.17
132	COLUMBUS-TUPELO-WEST POINT	407,200	.16
133	ROCKFORD	395,200	.16
134	MONROE-EL DORADO	390,000	.15
135	WAUSAU-RHINELANDER	387,000	.15
136	BEAUMONT-PORT ARTHUR	383,200	.15
137	COLUMBIA-JEFFERSON CITY	375,800	.15
138	TOPEKA	372,500	.15
139	DULUTH-SUPERIOR	368,800	.14
140	MEDFORD-KLAMATH FALLS	356,600	.14
141	ERIE	350,900	.14
142	WICHITA FALLS & LAWTON	350,000	.14
143	SIOUX CITY	348,700	.14
144	LUBBOCK	342,600	.13
145	ALBANY, GA	340,200	.13
146	WILMINGTON	333,000	.13
147	JOPLIN-PITTSBURG	331,500	.13
148	ANCHORAGE	330,200	.13
149	TERRE HAUTE	321,800	.13
150	SALISBURY	319,700	.12
151	PALM SPRINGS	315,400	.12
152	ODESSA-MIDLAND	309,800	.12
153	BILOXI-GULFPORT	309,600	.12
154	BLUEFIELD-BECKLEY-OAK HILL	307,700	.12
155	ROCHESTR-MASON CITY-AUSTIN	305,800	.12
156	WHEELING-STEUBENVILLE	303,500	.12
157	BINGHAMTON	301,800	.12
158	BANGOR	301,200	.12
159	PANAMA CITY	294,400	.11
160	MINOT-BISMARCK-DICKINSON	287,100	.11
161	SHERMAN-ADA	269,700	.10
162	YUMA-EL CENTRO	268,200	.10
163	IDAHO FALLS-POCATELLO	267,800	.10
164	GAINESVILLE	259,400	.10
165	ABILENE-SWEETWATER	255,800	.10
166	UTICA	239,300	.09
167	CLARKSBURG-WESTON	234,000	.09
168	HATTIESBURG-LAUREL	233,200	.09
169	MISSOULA	230,100	.09
170	QUINCY-HANNIBAL-KEOKUK	229,800	.09
171	BILLINGS	219,900	.08
172	WATERTOWN	216,200	.08
173	ELMIRA (CORNING)	214,400	.08
174	LAKE CHARLES	210,400	.08
175	ALEXANDRIA, LA	208,900	.08
176	DOTHAN	203,400	.08
177	JACKSON, TN	203,200	.08
178	RAPID CITY	202,700	.08
179	HARRISONBURG	201,100	.08
180	JONESBORO	198,600	.08

DMA Market Rankings by Persons 12+

PERSONS 12+ RANK	MARKET NAME	PERSONS 12+	% OF U.S.
181	MARQUETTE	194,100	.07
182	GREENWOOD-GREENVILLE	186,300	.07
183	LAREDO	179,300	.07
184	BOWLING GREEN	179,000	.07
185	CHARLOTTEVILLE	158,300	.06
186	MERIDIAN	154,700	.06
187	LAFAYETTE, IN	151,100	.06
188	GREAT FALLS	140,700	.05
189	TWIN FALLS	139,200	.05
190	GRAND JUNCTION-MONTROSE	138,600	.05
191	PARKERSBURG	135,300	.05
192	EUREKA	135,100	.05
193	BUTTE-BOZEMAN	131,400	.05
194	LIMA	119,500	.04
195	SAN ANGELO	117,700	.04
196	BEND, OR	117,200	.04
197	CHEYENNE-SCOTTSBLUF	113,800	.04
198	OTTUMWA-KIRKSVILLE	111,900	.04
199	CASPER-RIVERTON	110,100	.04
200	ST. JOSEPH	109,200	.04
201	MANKATO	101,300	.04
202	ZANESVILLE	71,700	.02
203	VICTORIA	70,100	.02
204	FAIRBANKS	68,500	.02
205	PRESQUE ISLE	65,100	.02
206	HELENA	53,600	.02
207	ALPENA	36,900	.01
208	NORTH PLATTE	32,300	.01
209	JUNEAU	26,600	.01
210	GLENDIVE	11,100	.00

DMA Alphabetical Listing

DMA Rank, Persons 12+
Population and Percent of U.S.
for each DMA Market

DMA Alphabetical Listing

PERSONS 12+ RANK	MARKET NAME	PERSONS 12+	% OF U.S.
165	ABILENE - SWEETWATER	255,800	.10
145	ALBANY, GA	340,200	.13
56	ALBANY - SCHENECTADY - TROY	1,182,300	.47
44	ALBUQUERQUE - SANTA FE	1,466,300	.59
175	ALEXANDRIA, LA	208,900	.08
207	ALPENA	36,900	.01
131	AMARILLO	423,500	.17
148	ANCHORAGE	330,200	.13
9	ATLANTA	4,716,900	1.90
115	AUGUSTA	546,600	.22
55	AUSTIN	1,284,800	.52
120	BAKERSFIELD	522,800	.21
25	BALTIMORE	2,381,300	.96
158	BANGOR	301,200	.12
95	BATON ROUGE	690,600	.27
136	BEAUMONT - PORT ARTHUR	383,200	.15
196	BEND, OR	117,200	.04
171	BILLINGS	219,900	.08
153	BILOXI - GULFPORT	309,600	.12
157	BINGHAMTON	301,800	.12
42	BIRMINGHAM (ANN AND TUSC)	1,516,000	.61
154	BLUEFIELD - BECKLEY - OAK HILL	307,700	.12
121	BOISE	520,400	.21
6	BOSTON (MANCHESTER)	5,312,500	2.15
184	BOWLING GREEN	179,000	.07
49	BUFFALO	1,403,500	.56
90	BURLINGTON - PLATTSBURGH	733,100	.29
193	BUTTE - BOZEMAN	131,400	.05
199	CASPER - RIVERTON	110,100	.04
93	CEDAR RAPIDS - WTRLO - IWC&DUB	718,100	.29
84	CHAMPAIGN & SPRNGFLD - DECATUR	812,100	.32
101	CHARLESTON, SC	605,900	.24
64	CHARLESTON - HUNTINGTON	1,065,200	.43
28	CHARLOTTE	2,174,700	.88
185	CHARLOTTESVILLE	158,300	.06
87	CHATTANOOGA	760,800	.30
197	CHEYENNE - SCOTTSBLUF	113,800	.04
3	CHICAGO	7,914,600	3.20
130	CHICO - REDDING	428,800	.17
34	CINCINNATI	1,877,100	.75
167	CLARKSBURG - WESTON	234,000	.09
17	CLEVELAND - AKRON (CANTON)	3,293,100	1.33
94	COLORADO SPRINGS - PUEBLO	706,100	.28
82	COLUMBIA, SC	822,100	.33
137	COLUMBIA - JEFFERSON CITY	375,800	.15
128	COLUMBUS, GA	455,900	.18
35	COLUMBUS, OH	1,826,800	.73
132	COLUMBUS - TUPELO - WEST POINT	407,200	.16
127	CORPUS CHRISTI	458,900	.18
7	DALLAS - FT. WORTH	5,243,300	2.12
99	DAVENPORT - R. ISLAND - MOLINE	657,000	.26
58	DAYTON	1,122,800	.45
19	DENVER	3,114,900	1.26
73	DES MOINES - AMES	888,000	.35
11	DETROIT	4,203,500	1.70
176	DOTHAN	203,400	.08
139	DULUTH - SUPERIOR	368,800	.14
91	EL PASO (LAS CRUCES)	727,900	.29
173	ELMIRA (CORNING)	214,400	.08
141	ERIE	350,900	.14

DMA Alphabetical Listing

PERSONS 12+ RANK	MARKET NAME	PERSONS 12+	% OF U.S.
124	EUGENE	505,700	.20
192	EUREKA	135,100	.05
100	EVANSVILLE	613,500	.24
204	FAIRBANKS	68,500	.02
125	FARGO-VALLEY CITY	502,700	.20
66	FLINT-SAGINAW-BAY CITY	1,024,600	.41
70	FT. MYERS-NAPLES	925,900	.37
106	FT. SMITH-FAY-SPRNGDL-RGRS	591,200	.23
108	FT. WAYNE	580,200	.23
46	FRESNO-VISALIA	1,435,100	.58
164	GAINESVILLE	259,400	.10
210	GLENDIVE	11,100	.00
190	GRAND JUNCTION-MONTROSE	138,600	.05
38	GRAND RAPIDS-KALMZOO-B. CRK	1,642,700	.66
188	GREAT FALLS	140,700	.05
69	GREEN BAY-APPLETON	930,800	.37
51	GREENSBORO-H. POINT-W. SALEM	1,368,300	.55
107	GREENVILLE-N. BERN-WASHNGTN	589,400	.23
37	GREENVLL-SPART-ASHEVLL-AND	1,729,600	.70
182	GREENWOOD-GREENVILLE	186,300	.07
77	HARLINGEN-WSLCO-BRNSVL-MCA	863,700	.34
40	HARRISBURG-LNCSTR-LEB-YORK	1,563,800	.63
179	HARRISONBURG	201,100	.08
27	HARTFORD & NEW HAVEN	2,209,400	.89
168	HATTIESBURG-LAUREL	233,200	.09
206	HELENA	53,600	.02
61	HONOLULU	1,080,700	.43
10	HOUSTON	4,527,400	1.83
85	HUNTSVILLE-DECATUR (FLOR)	779,500	.31
163	IDAHO FALLS-POCATELLO	267,800	.10
26	INDIANAPOLIS	2,228,100	.90
88	JACKSON, MS	741,000	.30
177	JACKSON, TN	203,200	.08
53	JACKSONVILLE	1,344,300	.54
97	JOHNSTOWN-ALTOONA	666,500	.26
180	JONESBORO	198,600	.08
147	JOPLIN-PITTSBURG	331,500	.13
209	JUNEAU	26,600	.01
32	KANSAS CITY	1,922,500	.77
63	KNOXVILLE	1,070,700	.43
129	LA CROSSE-EAU CLAIRE	453,800	.18
187	LAFAYETTE, IN	151,100	.06
126	LAFAYETTE, LA	486,800	.19
174	LAKE CHARLES	210,400	.08
111	LANSING	568,100	.23
183	LAREDO	179,300	.07
50	LAS VEGAS	1,401,300	.56
65	LEXINGTON	1,032,800	.41
194	LIMA	119,500	.04
105	LINCOLN & HASTINGS-KRNY	591,700	.23
57	LITTLE ROCK-PINE BLUFF	1,134,600	.45
2	LOS ANGELES	14,180,200	5.74
52	LOUISVILLE	1,347,300	.54
144	LUBBOCK	342,600	.13
122	MACON	518,000	.20
86	MADISON	776,700	.31
201	MANKATO	101,300	.04
181	MARQUETTE	194,100	.07
140	MEDFORD-KLAMATH FALLS	356,600	.14
45	MEMPHIS	1,449,600	.58

DMA Alphabetical Listing

DMA Alphabetical Listing

PERSONS 12+ RANK	MARKET NAME	PERSONS 12+	% OF U.S.
186	MERIDIAN	154,700	.06
15	MIAMI-FT. LAUDERDALE	3,541,300	1.43
33	MILWAUKEE	1,884,600	.76
13	MINNEAPOLIS-ST. PAUL	3,670,900	1.48
160	MINOT-BISMARCK-DICKINSON	287,100	.11
169	MISSOULA	230,100	.09
62	MOBILE-PENSACOLA (FT WALT)	1,077,800	.43
134	MONROE-EL DORADO	390,000	.15
102	MONTEREY-SALINAS	603,200	.24
117	MONTGOMERY (SELMA)	530,600	.21
114	MYRTLE BEACH-FLORENCE	565,200	.22
31	NASHVILLE	1,990,800	.80
43	NEW ORLEANS	1,491,400	.60
1	NEW YORK	17,373,400	7.03
39	NORFOLK-PORTSMTH-NEWPT NWS	1,572,700	.63
208	NORTH PLATTE	32,300	.01
152	ODESSA-MIDLAND	309,800	.12
47	OKLAHOMA CITY	1,412,200	.57
79	OMAHA	852,200	.34
20	ORLANDO-DAYTONA BCH-MELBRN	2,827,800	1.14
198	OTTUMWA-KIRKSVILLE	111,900	.04
83	PADUCAH-CAPE GIRARD-HARSBG	820,800	.33
151	PALM SPRINGS	315,400	.12
159	PANAMA CITY	294,400	.11
191	PARKERSBURG	135,300	.05
118	PEORIA-BLOOMINGTON	528,400	.21
4	PHILADELPHIA	6,554,800	2.65
14	PHOENIX (PRESCOTT)	3,649,400	1.47
22	PITTSBURGH	2,491,800	1.00
24	PORTLAND, OR	2,451,500	.99
78	PORTLAND-AUBURN	858,300	.34
205	PRESQUE ISLE	65,100	.02
48	PROVIDENCE-NEW BEDFORD	1,406,800	.56
170	QUINCY-HANNIBAL-KEOKUK	229,800	.09
29	RALEIGH-DURHAM (FAYETVLE)	2,123,900	.85
178	RAPID CITY	202,700	.08
113	RENO	567,000	.22
59	RICHMOND-PETERSBURG	1,115,000	.45
68	ROANOKE-LYNCHBURG	938,300	.37
75	ROCHESTER, NY	868,700	.35
155	ROCHESTR-MASON CITY-AUSTIN	305,800	.12
133	ROCKFORD	395,200	.16
18	SACRAMNTO-STKTON-MODESTO	3,181,900	1.28
200	ST. JOSEPH	109,200	.04
21	ST. LOUIS	2,631,900	1.06
150	SALISBURY	319,700	.12
30	SALT LAKE CITY	2,035,500	.82
195	SAN ANGELO	117,700	.04
36	SAN ANTONIO	1,776,700	.71
23	SAN DIEGO	2,483,900	1.00
5	SAN FRANCISCO-OAK-SAN JOSE	5,762,600	2.33
111	SANTABARBRA-SANMAR-SANLUOB	568,100	.23
98	SAVANNAH	658,100	.26
12	SEATTLE-TACOMA	3,782,500	1.53
161	SHERMAN-ADA	269,700	.10
81	SHREVEPORT	833,700	.33
143	SIOUX CITY	348,700	.14
119	SIOUX FALLS(MITCHELL)	527,600	.21
89	SOUTH BEND-ELKHART	734,800	.29
74	SPOKANE	874,300	.35

DMA Alphabetical Listing

PERSONS 12+ RANK	MARKET NAME	PERSONS 12+	% OF U.S.
80	SPRINGFIELD, MO	837,100	.33
104	SPRINGFIELD-HOLYOKE	597,400	.24
76	SYRACUSE	865,400	.35
109	TALLAHASSEE-THOMASVILLE	577,500	.23
16	TAMPA-ST. PETE (SARASOTA)	3,447,400	1.39
149	TERRE HAUTE	321,800	.13
71	TOLEDO	912,900	.36
138	TOPEKA	372,500	.15
116	TRAVERSE CITY-CADILLAC	536,600	.21
96	TRI-CITIES, TN-VA	678,400	.27
72	TUCSON (SIERRA VISTA)	910,100	.36
60	TULSA	1,102,400	.44
189	TWIN FALLS	139,200	.05
110	TYLER-LONGVIEW(LFKN&NCGD)	573,600	.23
166	UTICA	239,300	.09
203	VICTORIA	70,100	.02
92	WACO-TEMPLE-BRYAN	724,100	.29
8	WASHINGTON, DC (HAGRSTWN)	5,019,500	2.03
172	WATERTOWN	216,200	.08
135	WAUSAU-RHINELANDER	387,000	.15
41	WEST PALM BEACH-FT. PIERCE	1,529,300	.61
156	WHEELING-STEUBENVILLE	303,500	.12
142	WICHITA FALLS & LAWTON	350,000	.14
67	WICHITA-HUTCHINSON PLUS	975,500	.39
54	WILKES BARRE-SCRANTON	1,300,600	.52
146	WILMINGTON	333,000	.13
123	YAKIMA-PASCO-RCHLND-KNNWCK	509,900	.20
103	YOUNGSTOWN	599,200	.24
162	YUMA-EL CENTRO	268,200	.10
202	ZANESVILLE	71,700	.02

DMA Population Summary

DMA Population Estimates for
All, Black and Hispanic Persons

DMA MARKET POPULATION ESTIMATES

ABILENE-SWEETWATER

TV DMA RANK 163

ALL	POPULATION	RANK
PERSONS 12+	255,800	165
MEN 18+	113,400	165
MEN 12-24	33,700	156
MEN 18-24	19,400	155
MEN 25-34	18,900	166
MEN 25-49	49,600	165
MEN 35-44	20,100	163
MEN 45-49	10,600	163
MEN 50-54	9,500	166
MEN 55-64	15,100	164
MEN 65+	19,800	159
WOMEN 18+	114,800	165
WOMEN 12-24	29,300	161
WOMEN 18-24	16,000	163
WOMEN 25-34	16,500	168
WOMEN 25-49	45,000	166
WOMEN 35-44	18,300	168
WOMEN 45-49	10,200	167
WOMEN 50-54	9,600	168
WOMEN 55-64	16,000	163
WOMEN 65+	28,200	158
TEENS 12-17	27,600	159

BLACK	POPULATION	RANK
PERSONS 12+	14,000	142
MEN 18+	7,700	140
MEN 12-24	3,200	133
MEN 18-24	2,200	132
MEN 25-34	1,700	142
MEN 25-49	4,100	139
MEN 35-44	1,800	136
MEN 45-49	600	139
MEN 50-54	300	148
MEN 55-64	400	149
MEN 65+	700	132
WOMEN 18+	4,600	143
WOMEN 12-24	1,300	152
WOMEN 18-24	600	157
WOMEN 25-34	700	149
WOMEN 25-49	2,300	143
WOMEN 35-44	1,200	135
WOMEN 45-49	400	141
WOMEN 50-54	300	142
WOMEN 55-64	700	132
WOMEN 65+	700	133
TEENS 12-17	1,700	137

HISPANIC	POPULATION	RANK
PERSONS 12+	47,600	70
MEN 18+	21,300	71
MEN 12-24	9,000	76
MEN 18-24	5,200	79
MEN 25-34	5,000	78
MEN 25-49	11,400	72
MEN 35-44	4,400	68
MEN 45-49	2,000	61
MEN 50-54	1,200	66
MEN 55-64	2,100	59
MEN 65+	1,400	59
WOMEN 18+	18,600	68
WOMEN 12-24	8,000	68
WOMEN 18-24	4,100	75
WOMEN 25-34	4,000	78
WOMEN 25-49	9,200	71
WOMEN 35-44	3,400	70
WOMEN 45-49	1,800	61
WOMEN 50-54	1,300	61
WOMEN 55-64	2,000	59
WOMEN 65+	2,000	54
TEENS 12-17	7,700	67

ALBANY, GA

TV DMA RANK 147

ALL	POPULATION	RANK
PERSONS 12+	340,200	145
MEN 18+	144,500	147
MEN 12-24	42,700	143
MEN 18-24	23,300	141
MEN 25-34	28,300	140
MEN 25-49	70,100	141
MEN 35-44	28,100	142
MEN 45-49	13,700	149
MEN 50-54	12,600	152
MEN 55-64	19,300	153
MEN 65+	19,200	160
WOMEN 18+	158,200	144
WOMEN 12-24	40,100	141
WOMEN 18-24	22,000	140
WOMEN 25-34	27,500	136
WOMEN 25-49	71,500	140
WOMEN 35-44	29,300	139
WOMEN 45-49	14,700	144
WOMEN 50-54	13,600	148
WOMEN 55-64	21,000	148
WOMEN 65+	30,100	154
TEENS 12-17	37,500	140

BLACK	POPULATION	RANK
PERSONS 12+	120,300	63
MEN 18+	46,200	67
MEN 12-24	17,700	63
MEN 18-24	9,100	63
MEN 25-34	10,000	66
MEN 25-49	24,300	66
MEN 35-44	10,000	64
MEN 45-49	4,300	68
MEN 50-54	3,600	66
MEN 55-64	4,600	69
MEN 65+	4,600	67
WOMEN 18+	57,200	60
WOMEN 12-24	18,800	56
WOMEN 18-24	10,500	56
WOMEN 25-34	11,100	63
WOMEN 25-49	27,700	64
WOMEN 35-44	11,400	63
WOMEN 45-49	5,200	64
WOMEN 50-54	4,300	61
WOMEN 55-64	6,000	65
WOMEN 65+	8,700	58
TEENS 12-17	16,900	60

HISPANIC	POPULATION	RANK
PERSONS 12+	14,900	125
MEN 18+	8,300	121
MEN 12-24	4,700	113
MEN 18-24	3,100	111
MEN 25-34	2,700	111
MEN 25-49	4,300	122
MEN 35-44	1,200	124
MEN 45-49	400	127
MEN 50-54	300	122
MEN 55-64	300	134
MEN 65+	300	141
WOMEN 18+	4,300	134
WOMEN 12-24	2,200	128
WOMEN 18-24	1,500	123
WOMEN 25-34	1,500	122
WOMEN 25-49	2,400	131
WOMEN 35-44	800	129
WOMEN 45-49	100	163
WOMEN 50-54	100	157
WOMEN 55-64	300	127
WOMEN 65+	300	174
TEENS 12-17	2,300	122

ALBANY-SCHENECTADY-TROY

TV DMA RANK 55

ALL	POPULATION	RANK
PERSONS 12+	1,182,300	56
MEN 18+	514,000	56
MEN 12-24	130,700	56
MEN 18-24	72,000	57
MEN 25-34	80,600	63
MEN 25-49	232,200	57
MEN 35-44	99,200	57
MEN 45-49	52,400	56
MEN 50-54	49,500	56
MEN 55-64	75,200	54
MEN 65+	85,100	52
WOMEN 18+	554,700	56
WOMEN 12-24	120,000	59
WOMEN 18-24	65,100	57
WOMEN 25-34	79,800	64
WOMEN 25-49	236,800	57
WOMEN 35-44	102,300	57
WOMEN 45-49	54,700	56
WOMEN 50-54	51,100	54
WOMEN 55-64	79,500	54
WOMEN 65+	122,200	50
TEENS 12-17	113,600	58

BLACK	POPULATION	RANK
PERSONS 12+	64,100	85
MEN 18+	28,800	81
MEN 12-24	12,200	76
MEN 18-24	7,000	74
MEN 25-34	6,300	81
MEN 25-49	14,900	82
MEN 35-44	5,900	82
MEN 45-49	2,700	84
MEN 50-54	2,000	84
MEN 55-64	2,800	85
MEN 65+	2,100	96
WOMEN 18+	26,000	89
WOMEN 12-24	9,200	84
WOMEN 18-24	5,100	84
WOMEN 25-34	5,300	88
WOMEN 25-49	12,900	89
WOMEN 35-44	5,400	90
WOMEN 45-49	2,200	96
WOMEN 50-54	2,000	87
WOMEN 55-64	2,900	90
WOMEN 65+	3,100	96
TEENS 12-17	9,300	82

HISPANIC	POPULATION	RANK
PERSONS 12+	35,300	83
MEN 18+	15,600	86
MEN 12-24	8,100	82
MEN 18-24	4,700	86
MEN 25-34	3,700	98
MEN 25-49	8,100	88
MEN 35-44	3,100	83
MEN 45-49	1,300	79
MEN 50-54	900	86
MEN 55-64	1,100	84
MEN 65+	800	86
WOMEN 18+	13,200	82
WOMEN 12-24	6,300	80
WOMEN 18-24	3,200	81
WOMEN 25-34	3,300	85
WOMEN 25-49	6,900	82
WOMEN 35-44	2,400	82
WOMEN 45-49	1,200	76
WOMEN 50-54	800	85
WOMEN 55-64	1,300	76
WOMEN 65+	1,000	73
TEENS 12-17	6,500	76

DMA MARKET POPULATION ESTIMATES

ALBUQUERQUE-SANTA FE

TV DMA RANK 47

ALL	POPULATION	RANK
PERSONS 12+	1,466,300	44
MEN 18+	631,600	44
MEN 12-24	176,900	41
MEN 18-24	92,000	43
MEN 25-34	108,100	48
MEN 25-49	294,600	47
MEN 35-44	121,500	50
MEN 45-49	65,000	41
MEN 50-54	60,400	41
MEN 55-64	89,400	42
MEN 65+	95,200	45
WOMEN 18+	667,900	46
WOMEN 12-24	168,100	42
WOMEN 18-24	86,200	45
WOMEN 25-34	107,700	49
WOMEN 25-49	300,400	47
WOMEN 35-44	124,200	46
WOMEN 45-49	68,500	43
WOMEN 50-54	64,300	42
WOMEN 55-64	96,200	43
WOMEN 65+	120,800	51
TEENS 12-17	166,800	39

BLACK	POPULATION	RANK
PERSONS 12+	27,700	117
MEN 18+	13,500	115
MEN 12-24	4,000	122
MEN 18-24	2,500	120
MEN 25-34	2,700	124
MEN 25-49	6,900	117
MEN 35-44	3,000	115
MEN 45-49	1,200	117
MEN 50-54	1,300	106
MEN 55-64	1,200	118
MEN 65+	1,600	107
WOMEN 18+	11,300	117
WOMEN 12-24	3,500	120
WOMEN 18-24	2,100	118
WOMEN 25-34	2,000	120
WOMEN 25-49	5,300	119
WOMEN 35-44	2,200	118
WOMEN 45-49	1,100	118
WOMEN 50-54	900	113
WOMEN 55-64	1,400	113
WOMEN 65+	1,600	113
TEENS 12-17	2,900	125

HISPANIC	POPULATION	RANK
PERSONS 12+	547,200	15
MEN 18+	232,200	15
MEN 12-24	80,700	18
MEN 18-24	42,700	19
MEN 25-34	47,200	18
MEN 25-49	115,500	16
MEN 35-44	46,800	16
MEN 45-49	21,500	14
MEN 50-54	19,100	11
MEN 55-64	27,800	10
MEN 65+	27,100	9
WOMEN 18+	239,800	15
WOMEN 12-24	77,200	16
WOMEN 18-24	40,000	16
WOMEN 25-34	46,400	17
WOMEN 25-49	115,000	16
WOMEN 35-44	46,300	15
WOMEN 45-49	22,300	13
WOMEN 50-54	20,200	12
WOMEN 55-64	30,500	10
WOMEN 65+	34,100	9
TEENS 12-17	75,200	16

ALEXANDRIA, LA

TV DMA RANK 176

ALL	POPULATION	RANK
PERSONS 12+	208,900	175
MEN 18+	90,800	175
MEN 12-24	26,900	171
MEN 18-24	15,300	172
MEN 25-34	17,000	169
MEN 25-49	43,000	172
MEN 35-44	17,600	171
MEN 45-49	8,400	178
MEN 50-54	7,600	179
MEN 55-64	11,800	181
MEN 65+	13,100	181
WOMEN 18+	95,800	175
WOMEN 12-24	23,500	176
WOMEN 18-24	12,800	177
WOMEN 25-34	16,600	167
WOMEN 25-49	43,100	171
WOMEN 35-44	17,600	172
WOMEN 45-49	8,900	177
WOMEN 50-54	8,000	178
WOMEN 55-64	13,100	176
WOMEN 65+	18,800	177
TEENS 12-17	22,300	171

BLACK	POPULATION	RANK
PERSONS 12+	52,900	98
MEN 18+	22,000	97
MEN 12-24	8,500	92
MEN 18-24	4,700	89
MEN 25-34	4,800	98
MEN 25-49	11,400	97
MEN 35-44	4,700	96
MEN 45-49	1,900	101
MEN 50-54	1,600	96
MEN 55-64	2,200	98
MEN 65+	2,100	96
WOMEN 18+	23,700	96
WOMEN 12-24	7,400	96
WOMEN 18-24	4,000	96
WOMEN 25-34	4,700	93
WOMEN 25-49	11,700	96
WOMEN 35-44	4,700	96
WOMEN 45-49	2,300	92
WOMEN 50-54	1,800	96
WOMEN 55-64	2,600	97
WOMEN 65+	3,600	90
TEENS 12-17	7,200	96

HISPANIC	POPULATION	RANK
PERSONS 12+	4,700	171
MEN 18+	2,200	173
MEN 12-24	1,100	170
MEN 18-24	600	173
MEN 25-34	500	173
MEN 25-49	1,000	175
MEN 35-44	400	169
MEN 45-49	100	165
MEN 50-54	100	159
MEN 55-64	200	153
MEN 65+	300	141
WOMEN 18+	1,800	171
WOMEN 12-24	600	174
WOMEN 18-24	400	173
WOMEN 25-34	600	157
WOMEN 25-49	1,000	170
WOMEN 35-44	200	181
WOMEN 45-49	200	146
WOMEN 50-54	100	157
WOMEN 55-64	200	147
WOMEN 65+	100	146
TEENS 12-17	700	170

ALPENA

TV DMA RANK 208

ALL	POPULATION	RANK
PERSONS 12+	36,900	207
MEN 18+	16,300	207
MEN 12-24	3,700	208
MEN 18-24	2,000	207
MEN 25-34	1,900	208
MEN 25-49	6,300	207
MEN 35-44	2,700	207
MEN 45-49	1,700	207
MEN 50-54	1,500	208
MEN 55-64	2,800	207
MEN 65+	3,700	205
WOMEN 18+	17,300	207
WOMEN 12-24	3,400	208
WOMEN 18-24	1,800	207
WOMEN 25-34	1,900	208
WOMEN 25-49	6,400	207
WOMEN 35-44	2,800	207
WOMEN 45-49	1,700	207
WOMEN 50-54	1,600	207
WOMEN 55-64	2,700	207
WOMEN 65+	4,800	205
TEENS 12-17	3,300	208

BLACK	POPULATION	RANK
PERSONS 12+	100	209
MEN 18+	100	204
MEN 12-24	207	207
MEN 18-24	202	202
MEN 25-34	203	203
MEN 25-49	206	206
MEN 35-44	200	200
MEN 45-49	195	195
MEN 50-54	173	173
MEN 55-64	195	195
MEN 65+	190	190
WOMEN 18+	208	208
WOMEN 12-24	204	204
WOMEN 18-24	197	197
WOMEN 25-34	196	196
WOMEN 25-49	208	208
WOMEN 35-44	201	201
WOMEN 45-49	185	185
WOMEN 50-54	189	189
WOMEN 55-64	184	184
WOMEN 65+	186	186
TEENS 12-17	206	206

HISPANIC	POPULATION	RANK
PERSONS 12+	300	208
MEN 18+	200	205
MEN 12-24	100	206
MEN 18-24	100	197
MEN 25-34	206	206
MEN 25-49	209	209
MEN 35-44	204	204
MEN 45-49	191	191
MEN 50-54	183	183
MEN 55-64	100	170
MEN 65+	199	199
WOMEN 18+	100	207
WOMEN 12-24	208	208
WOMEN 18-24	204	204
WOMEN 25-34	100	198
WOMEN 25-49	100	205
WOMEN 35-44	207	207
WOMEN 45-49	186	186
WOMEN 50-54	181	181
WOMEN 55-64	188	188
WOMEN 65+	174	174
TEENS 12-17	208	208

DMA MARKET POPULATION ESTIMATES

AMARILLO

TV DMA RANK 130

ALL	POPULATION	RANK
PERSONS 12+	423,500	131
MEN 18+	185,500	131
MEN 12-24	53,900	130
MEN 18-24	29,300	133
MEN 25-34	33,700	129
MEN 25-49	87,200	130
MEN 35-44	34,900	131
MEN 45-49	18,600	129
MEN 50-54	16,400	133
MEN 55-64	24,000	134
MEN 65+	28,600	132
WOMEN 18+	189,900	132
WOMEN 12-24	49,600	131
WOMEN 18-24	26,100	137
WOMEN 25-34	31,000	130
WOMEN 25-49	82,600	131
WOMEN 35-44	33,300	132
WOMEN 45-49	18,300	131
WOMEN 50-54	16,400	132
WOMEN 55-64	24,700	136
WOMEN 65+	40,100	129
TEENS 12-17	48,100	127

ANCHORAGE

TV DMA RANK 155

ALL	POPULATION	RANK
PERSONS 12+	330,200	148
MEN 18+	146,500	145
MEN 12-24	42,800	142
MEN 18-24	20,900	153
MEN 25-34	24,000	150
MEN 25-49	73,700	138
MEN 35-44	31,100	136
MEN 45-49	18,600	129
MEN 50-54	16,800	132
MEN 55-64	21,900	139
MEN 65+	13,200	179
WOMEN 18+	141,000	155
WOMEN 12-24	38,900	144
WOMEN 18-24	18,100	154
WOMEN 25-34	22,600	148
WOMEN 25-49	72,100	138
WOMEN 35-44	31,000	135
WOMEN 45-49	18,500	130
WOMEN 50-54	15,800	136
WOMEN 55-64	20,000	154
WOMEN 65+	15,000	184
TEENS 12-17	42,700	132

ATLANTA

TV DMA RANK 9

ALL	POPULATION	RANK
PERSONS 12+	4,716,900	9
MEN 18+	2,072,300	9
MEN 12-24	530,800	9
MEN 18-24	286,200	9
MEN 25-34	448,100	7
MEN 25-49	1,137,300	9
MEN 35-44	477,000	9
MEN 45-49	212,200	10
MEN 50-54	181,700	10
MEN 55-64	258,600	9
MEN 65+	208,500	17
WOMEN 18+	2,165,200	9
WOMEN 12-24	501,200	9
WOMEN 18-24	266,400	9
WOMEN 25-34	431,500	7
WOMEN 25-49	1,129,000	9
WOMEN 35-44	476,800	9
WOMEN 45-49	220,700	9
WOMEN 50-54	194,600	9
WOMEN 55-64	278,000	9
WOMEN 65+	297,200	16
TEENS 12-17	479,400	10

BLACK	POPULATION	RANK
PERSONS 12+	19,500	129
MEN 18+	10,300	126
MEN 12-24	3,800	127
MEN 18-24	2,100	133
MEN 25-34	2,300	128
MEN 25-49	5,800	125
MEN 35-44	2,600	120
MEN 45-49	900	125
MEN 50-54	600	129
MEN 55-64	1,000	121
MEN 65+	800	127
WOMEN 18+	6,800	130
WOMEN 12-24	1,700	140
WOMEN 18-24	1,000	139
WOMEN 25-34	1,300	131
WOMEN 25-49	3,900	128
WOMEN 35-44	1,600	128
WOMEN 45-49	1,000	120
WOMEN 50-54	300	142
WOMEN 55-64	500	141
WOMEN 65+	1,100	127
TEENS 12-17	2,400	128

BLACK	POPULATION	RANK
PERSONS 12+	15,700	135
MEN 18+	7,000	143
MEN 12-24	2,700	139
MEN 18-24	1,400	147
MEN 25-34	1,300	151
MEN 25-49	3,800	141
MEN 35-44	1,700	140
MEN 45-49	800	131
MEN 50-54	600	129
MEN 55-64	800	130
MEN 65+	400	146
WOMEN 18+	6,300	134
WOMEN 12-24	2,200	132
WOMEN 18-24	1,100	136
WOMEN 25-34	1,200	134
WOMEN 25-49	3,500	131
WOMEN 35-44	1,600	128
WOMEN 45-49	700	127
WOMEN 50-54	600	127
WOMEN 55-64	700	132
WOMEN 65+	400	146
TEENS 12-17	2,400	128

BLACK	POPULATION	RANK
PERSONS 12+	1,185,600	3
MEN 18+	473,600	3
MEN 12-24	140,400	4
MEN 18-24	69,000	4
MEN 25-34	118,100	2
MEN 25-49	291,400	2
MEN 35-44	124,000	2
MEN 45-49	49,300	4
MEN 50-54	35,700	6
MEN 55-64	47,100	6
MEN 65+	30,400	7
WOMEN 18+	567,100	3
WOMEN 12-24	151,600	3
WOMEN 18-24	78,100	3
WOMEN 25-34	135,200	2
WOMEN 25-49	334,700	3
WOMEN 35-44	141,100	3
WOMEN 45-49	58,400	3
WOMEN 50-54	43,800	6
WOMEN 55-64	59,400	6
WOMEN 65+	51,100	7
TEENS 12-17	144,900	3

HISPANIC	POPULATION	RANK
PERSONS 12+	104,800	49
MEN 18+	46,200	49
MEN 12-24	18,800	54
MEN 18-24	10,400	58
MEN 25-34	12,100	50
MEN 25-49	25,500	49
MEN 35-44	9,600	48
MEN 45-49	3,800	45
MEN 50-54	3,100	43
MEN 55-64	4,100	43
MEN 65+	3,100	43
WOMEN 18+	41,600	49
WOMEN 12-24	17,400	49
WOMEN 18-24	8,800	53
WOMEN 25-34	10,600	49
WOMEN 25-49	22,700	49
WOMEN 35-44	8,400	48
WOMEN 45-49	3,700	43
WOMEN 50-54	3,200	41
WOMEN 55-64	3,500	46
WOMEN 65+	3,400	44
TEENS 12-17	17,000	49

HISPANIC	POPULATION	RANK
PERSONS 12+	15,600	124
MEN 18+	6,200	130
MEN 12-24	2,900	131
MEN 18-24	1,400	146
MEN 25-34	1,600	134
MEN 25-49	3,500	126
MEN 35-44	1,300	121
MEN 45-49	600	110
MEN 50-54	500	104
MEN 55-64	500	117
MEN 65+	300	141
WOMEN 18+	6,400	119
WOMEN 12-24	2,800	121
WOMEN 18-24	1,300	127
WOMEN 25-34	1,400	123
WOMEN 25-49	3,600	116
WOMEN 35-44	1,400	108
WOMEN 45-49	800	90
WOMEN 50-54	400	112
WOMEN 55-64	800	90
WOMEN 65+	300	115
TEENS 12-17	3,000	115

HISPANIC	POPULATION	RANK
PERSONS 12+	380,500	20
MEN 18+	200,300	18
MEN 12-24	97,500	14
MEN 18-24	64,300	13
MEN 25-34	66,200	15
MEN 25-49	115,300	17
MEN 35-44	38,100	17
MEN 45-49	11,000	22
MEN 50-54	6,800	26
MEN 55-64	9,400	26
MEN 65+	4,500	33
WOMEN 18+	126,500	24
WOMEN 12-24	55,200	19
WOMEN 18-24	34,700	19
WOMEN 25-34	38,000	20
WOMEN 25-49	71,600	23
WOMEN 35-44	25,700	24
WOMEN 45-49	7,900	26
WOMEN 50-54	6,500	26
WOMEN 55-64	8,100	29
WOMEN 65+	5,600	32
TEENS 12-17	53,700	19

DMA MARKET POPULATION ESTIMATES

AUGUSTA

TV DMA RANK

115

ALL	POPULATION	RANK
PERSONS 12+	546,600	115
MEN 18+	232,700	118
MEN 12-24	66,100	112
MEN 18-24	36,100	113
MEN 25-34	41,300	117
MEN 25-49	110,300	117
MEN 35-44	45,500	117
MEN 45-49	23,500	115
MEN 50-54	22,000	112
MEN 55-64	32,100	116
MEN 65+	32,200	120
WOMEN 18+	255,500	114
WOMEN 12-24	60,800	115
WOMEN 18-24	32,400	122
WOMEN 25-34	42,000	113
WOMEN 25-49	115,900	110
WOMEN 35-44	48,400	107
WOMEN 45-49	25,500	108
WOMEN 50-54	23,900	109
WOMEN 55-64	35,800	111
WOMEN 65+	47,500	117
TEENS 12-17	58,400	106

BLACK	POPULATION	RANK
PERSONS 12+	199,100	44
MEN 18+	78,800	45
MEN 12-24	28,000	42
MEN 18-24	14,800	39
MEN 25-34	15,800	48
MEN 25-49	40,300	48
MEN 35-44	16,300	49
MEN 45-49	8,200	42
MEN 50-54	6,500	41
MEN 55-64	9,000	43
MEN 65+	8,200	43
WOMEN 18+	93,500	41
WOMEN 12-24	28,000	41
WOMEN 18-24	14,400	43
WOMEN 25-34	17,300	46
WOMEN 25-49	46,100	43
WOMEN 35-44	19,000	45
WOMEN 45-49	9,800	39
WOMEN 50-54	8,000	36
WOMEN 55-64	10,800	42
WOMEN 65+	14,200	36
TEENS 12-17	26,800	42

HISPANIC	POPULATION	RANK
PERSONS 12+	11,200	138
MEN 18+	5,800	136
MEN 12-24	3,000	129
MEN 18-24	2,100	128
MEN 25-34	1,300	145
MEN 25-49	2,900	135
MEN 35-44	1,200	124
MEN 45-49	400	127
MEN 50-54	300	122
MEN 55-64	300	134
MEN 65+	200	160
WOMEN 18+	3,900	137
WOMEN 12-24	1,800	138
WOMEN 18-24	1,200	135
WOMEN 25-34	1,000	137
WOMEN 25-49	1,900	138
WOMEN 35-44	700	134
WOMEN 45-49	200	146
WOMEN 50-54	200	137
WOMEN 55-64	300	127
WOMEN 65+	300	115
TEENS 12-17	1,500	137

AUSTIN

TV DMA RANK

54

ALL	POPULATION	RANK
PERSONS 12+	1,284,800	55
MEN 18+	584,800	53
MEN 12-24	152,700	49
MEN 18-24	89,500	45
MEN 25-34	138,200	37
MEN 25-49	322,100	42
MEN 35-44	125,600	44
MEN 45-49	58,300	53
MEN 50-54	50,000	55
MEN 55-64	65,100	63
MEN 65+	58,100	77
WOMEN 18+	576,600	55
WOMEN 12-24	144,100	48
WOMEN 18-24	83,900	47
WOMEN 25-34	121,800	41
WOMEN 25-49	298,400	48
WOMEN 35-44	118,900	52
WOMEN 45-49	57,700	53
WOMEN 50-54	49,600	56
WOMEN 55-64	67,500	66
WOMEN 65+	77,200	80
TEENS 12-17	123,400	54

BLACK	POPULATION	RANK
PERSONS 12+	89,600	76
MEN 18+	38,500	74
MEN 12-24	11,000	80
MEN 18-24	5,600	84
MEN 25-34	9,800	67
MEN 25-49	22,900	68
MEN 35-44	9,100	70
MEN 45-49	4,000	72
MEN 50-54	2,800	76
MEN 55-64	4,000	75
MEN 65+	3,200	77
WOMEN 18+	40,700	76
WOMEN 12-24	10,600	79
WOMEN 18-24	5,600	79
WOMEN 25-34	9,300	72
WOMEN 25-49	22,400	73
WOMEN 35-44	9,100	74
WOMEN 45-49	4,000	74
WOMEN 50-54	3,000	76
WOMEN 55-64	4,600	77
WOMEN 65+	5,100	78
TEENS 12-17	10,400	78

HISPANIC	POPULATION	RANK
PERSONS 12+	333,800	22
MEN 18+	152,700	22
MEN 12-24	57,400	23
MEN 18-24	34,200	21
MEN 25-34	47,000	19
MEN 25-49	90,900	20
MEN 35-44	32,400	21
MEN 45-49	11,500	21
MEN 50-54	9,500	21
MEN 55-64	11,300	23
MEN 65+	6,800	24
WOMEN 18+	137,300	21
WOMEN 12-24	49,500	23
WOMEN 18-24	28,900	21
WOMEN 25-34	38,700	19
WOMEN 25-49	77,900	21
WOMEN 35-44	27,900	22
WOMEN 45-49	11,300	22
WOMEN 50-54	9,500	23
WOMEN 55-64	12,000	23
WOMEN 65+	9,000	25
TEENS 12-17	43,800	24

BAKERSFIELD

TV DMA RANK

128

ALL	POPULATION	RANK
PERSONS 12+	522,800	120
MEN 18+	234,100	116
MEN 12-24	76,300	99
MEN 18-24	40,900	104
MEN 25-34	51,400	98
MEN 25-49	123,200	105
MEN 35-44	49,300	106
MEN 45-49	22,500	119
MEN 50-54	18,700	126
MEN 55-64	25,100	130
MEN 65+	26,200	136
WOMEN 18+	219,800	126
WOMEN 12-24	67,500	104
WOMEN 18-24	34,000	114
WOMEN 25-34	42,900	110
WOMEN 25-49	108,100	119
WOMEN 35-44	43,700	118
WOMEN 45-49	21,500	126
WOMEN 50-54	18,200	128
WOMEN 55-64	25,900	131
WOMEN 65+	33,600	147
TEENS 12-17	68,900	95

BLACK	POPULATION	RANK
PERSONS 12+	31,000	115
MEN 18+	15,600	112
MEN 12-24	4,900	116
MEN 18-24	2,900	116
MEN 25-34	3,900	110
MEN 25-49	9,300	108
MEN 35-44	3,900	107
MEN 45-49	1,500	108
MEN 50-54	1,000	113
MEN 55-64	1,200	118
MEN 65+	1,200	112
WOMEN 18+	11,400	116
WOMEN 12-24	3,800	117
WOMEN 18-24	1,800	125
WOMEN 25-34	2,300	116
WOMEN 25-49	6,000	115
WOMEN 35-44	2,500	115
WOMEN 45-49	1,200	113
WOMEN 50-54	800	116
WOMEN 55-64	1,300	115
WOMEN 65+	1,500	115
TEENS 12-17	4,000	115

HISPANIC	POPULATION	RANK
PERSONS 12+	222,000	29
MEN 18+	99,000	30
MEN 12-24	44,700	29
MEN 18-24	24,900	29
MEN 25-34	27,700	30
MEN 25-49	56,000	29
MEN 35-44	20,500	29
MEN 45-49	7,800	28
MEN 50-54	5,700	29
MEN 55-64	6,700	30
MEN 65+	5,700	28
WOMEN 18+	85,100	29
WOMEN 12-24	37,700	28
WOMEN 18-24	19,600	29
WOMEN 25-34	22,300	31
WOMEN 25-49	47,100	28
WOMEN 35-44	17,500	29
WOMEN 45-49	7,300	29
WOMEN 50-54	5,500	30
WOMEN 55-64	6,800	31
WOMEN 65+	6,100	31
TEENS 12-17	37,900	26

DMA MARKET POPULATION ESTIMATES

BALTIMORE

TV DMA RANK 23

ALL	POPULATION	RANK
PERSONS 12+	2,381,300	25
MEN 18+	1,012,000	25
MEN 12-24	260,400	25
MEN 18-24	135,500	28
MEN 25-34	168,700	29
MEN 25-49	494,000	24
MEN 35-44	217,100	24
MEN 45-49	108,200	25
MEN 50-54	96,000	24
MEN 55-64	141,900	24
MEN 65+	144,600	25
WOMEN 18+	1,125,500	23
WOMEN 12-24	248,700	25
WOMEN 18-24	129,800	27
WOMEN 25-34	179,600	27
WOMEN 25-49	528,600	23
WOMEN 35-44	232,400	22
WOMEN 45-49	116,600	23
WOMEN 50-54	104,500	24
WOMEN 55-64	155,900	24
WOMEN 65+	206,700	24
TEENS 12-17	243,800	25

BLACK	POPULATION	RANK
PERSONS 12+	600,700	11
MEN 18+	236,300	12
MEN 12-24	74,900	12
MEN 18-24	37,900	12
MEN 25-34	46,600	13
MEN 25-49	124,300	12
MEN 35-44	53,200	12
MEN 45-49	24,500	12
MEN 50-54	19,900	11
MEN 55-64	29,100	11
MEN 65+	25,100	9
WOMEN 18+	292,100	11
WOMEN 12-24	75,000	12
WOMEN 18-24	39,700	12
WOMEN 25-34	56,000	11
WOMEN 25-49	150,300	11
WOMEN 35-44	63,500	11
WOMEN 45-49	30,800	11
WOMEN 50-54	24,900	11
WOMEN 55-64	36,600	11
WOMEN 65+	40,600	10
TEENS 12-17	72,300	12

HISPANIC	POPULATION	RANK
PERSONS 12+	48,700	68
MEN 18+	22,100	69
MEN 12-24	10,500	69
MEN 18-24	6,600	67
MEN 25-34	5,600	73
MEN 25-49	11,600	71
MEN 35-44	4,300	69
MEN 45-49	1,700	66
MEN 50-54	1,100	73
MEN 55-64	1,600	66
MEN 65+	1,200	63
WOMEN 18+	19,400	67
WOMEN 12-24	7,600	71
WOMEN 18-24	4,300	72
WOMEN 25-34	4,800	70
WOMEN 25-49	10,600	67
WOMEN 35-44	4,300	64
WOMEN 45-49	1,500	64
WOMEN 50-54	1,300	61
WOMEN 55-64	1,600	65
WOMEN 65+	1,600	57
TEENS 12-17	7,200	69

BANGOR

TV DMA RANK 151

ALL	POPULATION	RANK
PERSONS 12+	301,200	158
MEN 18+	132,000	158
MEN 12-24	31,700	161
MEN 18-24	17,700	161
MEN 25-34	19,300	162
MEN 25-49	57,900	157
MEN 35-44	24,600	154
MEN 45-49	14,000	147
MEN 50-54	13,500	146
MEN 55-64	21,000	144
MEN 65+	21,900	155
WOMEN 18+	141,800	152
WOMEN 12-24	29,800	160
WOMEN 18-24	16,400	161
WOMEN 25-34	19,900	157
WOMEN 25-49	60,900	153
WOMEN 35-44	26,300	148
WOMEN 45-49	14,700	144
WOMEN 50-54	13,900	146
WOMEN 55-64	21,100	147
WOMEN 65+	29,500	156
TEENS 12-17	27,400	161

BLACK	POPULATION	RANK
PERSONS 12+	1,800	191
MEN 18+	800	192
MEN 12-24	500	186
MEN 18-24	200	190
MEN 25-34	100	197
MEN 25-49	200	195
MEN 35-44	100	190
MEN 45-49	100	195
MEN 50-54	100	173
MEN 55-64	200	164
MEN 65+	100	173
WOMEN 18+	500	191
WOMEN 12-24	400	179
WOMEN 18-24	200	179
WOMEN 25-34	100	185
WOMEN 25-49	200	190
WOMEN 35-44	100	183
WOMEN 45-49	100	185
WOMEN 50-54	100	189
WOMEN 55-64	100	170
WOMEN 65+	100	186
TEENS 12-17	500	173

HISPANIC	POPULATION	RANK
PERSONS 12+	1,700	199
MEN 18+	500	202
MEN 12-24	500	192
MEN 18-24	100	197
MEN 25-34	200	196
MEN 25-49	300	200
MEN 35-44	100	204
MEN 45-49	100	165
MEN 50-54	100	183
MEN 55-64	100	194
MEN 65+	100	179
WOMEN 18+	700	195
WOMEN 12-24	200	199
WOMEN 18-24	100	196
WOMEN 25-34	200	190
WOMEN 25-49	500	186
WOMEN 35-44	300	168
WOMEN 45-49	100	186
WOMEN 50-54	100	181
WOMEN 55-64	100	161
WOMEN 65+	100	174
TEENS 12-17	500	181

BATON ROUGE

TV DMA RANK 96

ALL	POPULATION	RANK
PERSONS 12+	690,600	95
MEN 18+	298,100	97
MEN 12-24	88,400	87
MEN 18-24	50,600	88
MEN 25-34	57,800	91
MEN 25-49	146,400	94
MEN 35-44	58,900	92
MEN 45-49	29,700	93
MEN 50-54	27,000	94
MEN 55-64	38,600	96
MEN 65+	35,500	114
WOMEN 18+	319,800	95
WOMEN 12-24	84,600	88
WOMEN 18-24	49,700	83
WOMEN 25-34	57,400	89
WOMEN 25-49	149,100	89
WOMEN 35-44	60,400	93
WOMEN 45-49	31,300	93
WOMEN 50-54	28,300	94
WOMEN 55-64	42,300	95
WOMEN 65+	50,400	114
TEENS 12-17	72,700	91

BLACK	POPULATION	RANK
PERSONS 12+	230,500	33
MEN 18+	93,500	33
MEN 12-24	33,600	29
MEN 18-24	18,300	29
MEN 25-34	20,200	31
MEN 25-49	48,500	34
MEN 35-44	19,100	36
MEN 45-49	9,200	33
MEN 50-54	7,400	32
MEN 55-64	10,600	31
MEN 65+	8,700	38
WOMEN 18+	107,500	32
WOMEN 12-24	33,700	29
WOMEN 18-24	19,500	27
WOMEN 25-34	21,300	32
WOMEN 25-49	53,400	33
WOMEN 35-44	21,500	35
WOMEN 45-49	10,600	32
WOMEN 50-54	8,400	33
WOMEN 55-64	12,600	33
WOMEN 65+	13,600	40
TEENS 12-17	29,500	33

HISPANIC	POPULATION	RANK
PERSONS 12+	13,600	128
MEN 18+	6,500	128
MEN 12-24	2,400	142
MEN 18-24	1,700	136
MEN 25-34	1,800	128
MEN 25-49	3,500	126
MEN 35-44	1,000	131
MEN 45-49	700	103
MEN 50-54	300	122
MEN 55-64	600	107
MEN 65+	400	122
WOMEN 18+	5,400	127
WOMEN 12-24	2,000	134
WOMEN 18-24	1,000	139
WOMEN 25-34	1,300	129
WOMEN 25-49	2,900	124
WOMEN 35-44	1,100	124
WOMEN 45-49	500	107
WOMEN 50-54	400	112
WOMEN 55-64	700	94
WOMEN 65+	400	105
TEENS 12-17	1,700	132

DMA MARKET POPULATION ESTIMATES

BEAUMONT-PORT ARTHUR

TV DMA RANK 138

ALL	POPULATION	RANK
PERSONS 12+	383,200	136
MEN 18+	169,700	135
MEN 12-24	46,100	138
MEN 18-24	25,000	139
MEN 25-34	30,200	134
MEN 25-49	79,600	133
MEN 35-44	32,200	134
MEN 45-49	17,200	135
MEN 50-54	15,400	137
MEN 55-64	22,800	137
MEN 65+	26,900	135
WOMEN 18+	172,600	136
WOMEN 12-24	41,500	138
WOMEN 18-24	21,700	144
WOMEN 25-34	26,300	140
WOMEN 25-49	73,800	136
WOMEN 35-44	30,400	138
WOMEN 45-49	17,100	137
WOMEN 50-54	15,700	138
WOMEN 55-64	24,300	137
WOMEN 65+	37,100	138
TEENS 12-17	40,900	136

BLACK	POPULATION	RANK
PERSONS 12+	89,200	77
MEN 18+	37,400	77
MEN 12-24	12,400	75
MEN 18-24	6,400	75
MEN 25-34	7,700	74
MEN 25-49	18,900	76
MEN 35-44	7,500	77
MEN 45-49	3,700	75
MEN 50-54	3,200	71
MEN 55-64	4,400	72
MEN 65+	4,500	68
WOMEN 18+	40,000	77
WOMEN 12-24	11,900	75
WOMEN 18-24	6,100	76
WOMEN 25-34	6,800	78
WOMEN 25-49	18,500	77
WOMEN 35-44	7,700	77
WOMEN 45-49	4,000	74
WOMEN 50-54	3,700	71
WOMEN 55-64	5,200	72
WOMEN 65+	6,500	65
TEENS 12-17	11,800	74

HISPANIC	POPULATION	RANK
PERSONS 12+	29,600	90
MEN 18+	15,900	84
MEN 12-24	6,000	98
MEN 18-24	3,900	99
MEN 25-34	4,700	83
MEN 25-49	9,200	81
MEN 35-44	3,300	79
MEN 45-49	1,200	82
MEN 50-54	1,000	76
MEN 55-64	1,000	85
MEN 65+	800	86
WOMEN 18+	9,700	94
WOMEN 12-24	4,100	97
WOMEN 18-24	2,200	107
WOMEN 25-34	2,400	99
WOMEN 25-49	5,100	96
WOMEN 35-44	1,800	98
WOMEN 45-49	900	86
WOMEN 50-54	600	93
WOMEN 55-64	900	85
WOMEN 65+	900	77
TEENS 12-17	4,000	93

BEND, OR

TV DMA RANK 197

ALL	POPULATION	RANK
PERSONS 12+	117,200	196
MEN 18+	52,000	195
MEN 12-24	12,300	201
MEN 18-24	6,400	201
MEN 25-34	8,900	192
MEN 25-49	23,900	195
MEN 35-44	9,700	196
MEN 45-49	5,300	195
MEN 50-54	5,300	193
MEN 55-64	7,900	192
MEN 65+	8,500	192
WOMEN 18+	53,600	195
WOMEN 12-24	11,700	200
WOMEN 18-24	6,000	201
WOMEN 25-34	8,600	193
WOMEN 25-49	24,000	194
WOMEN 35-44	9,800	193
WOMEN 45-49	5,600	193
WOMEN 50-54	5,400	193
WOMEN 55-64	8,300	192
WOMEN 65+	9,900	200
TEENS 12-17	11,600	194

BLACK	POPULATION	RANK
PERSONS 12+	700	199
MEN 18+	300	201
MEN 12-24	100	198
MEN 18-24	100	202
MEN 25-34	100	197
MEN 25-49	200	195
MEN 35-44	100	190
MEN 45-49	195	195
MEN 50-54	196	196
MEN 55-64	100	178
MEN 65+	190	190
WOMEN 18+	200	197
WOMEN 12-24	100	196
WOMEN 18-24	100	197
WOMEN 25-34	100	185
WOMEN 25-49	100	194
WOMEN 35-44	201	201
WOMEN 45-49	185	185
WOMEN 50-54	100	167
WOMEN 55-64	184	184
WOMEN 65+	186	186
TEENS 12-17	200	190

HISPANIC	POPULATION	RANK
PERSONS 12+	4,500	172
MEN 18+	1,900	177
MEN 12-24	900	177
MEN 18-24	500	180
MEN 25-34	600	165
MEN 25-49	1,200	167
MEN 35-44	400	169
MEN 45-49	200	154
MEN 50-54	100	183
MEN 55-64	100	170
MEN 65+	100	179
WOMEN 18+	1,800	171
WOMEN 12-24	900	161
WOMEN 18-24	500	162
WOMEN 25-34	500	163
WOMEN 25-49	900	172
WOMEN 35-44	300	168
WOMEN 45-49	100	163
WOMEN 50-54	200	137
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	800	162

BILLINGS

TV DMA RANK 170

ALL	POPULATION	RANK
PERSONS 12+	219,900	171
MEN 18+	95,400	172
MEN 12-24	24,200	178
MEN 18-24	12,400	181
MEN 25-34	14,500	183
MEN 25-49	41,900	174
MEN 35-44	16,800	175
MEN 45-49	10,600	163
MEN 50-54	10,100	164
MEN 55-64	14,900	165
MEN 65+	16,100	168
WOMEN 18+	101,500	171
WOMEN 12-24	23,600	175
WOMEN 18-24	12,400	179
WOMEN 25-34	14,100	180
WOMEN 25-49	42,700	172
WOMEN 35-44	17,700	170
WOMEN 45-49	10,900	164
WOMEN 50-54	10,300	163
WOMEN 55-64	15,000	168
WOMEN 65+	21,100	170
TEENS 12-17	23,000	168

BLACK	POPULATION	RANK
PERSONS 12+	700	199
MEN 18+	400	198
MEN 12-24	100	198
MEN 18-24	100	195
MEN 25-34	100	197
MEN 25-49	200	195
MEN 35-44	100	190
MEN 45-49	195	195
MEN 50-54	100	173
MEN 55-64	195	195
MEN 65+	190	190
WOMEN 18+	300	195
WOMEN 12-24	100	196
WOMEN 18-24	100	191
WOMEN 25-34	196	196
WOMEN 25-49	100	194
WOMEN 35-44	100	183
WOMEN 45-49	185	185
WOMEN 50-54	189	189
WOMEN 55-64	100	170
WOMEN 65+	186	186
TEENS 12-17	206	206

HISPANIC	POPULATION	RANK
PERSONS 12+	6,700	160
MEN 18+	2,900	165
MEN 12-24	1,500	159
MEN 18-24	800	162
MEN 25-34	500	173
MEN 25-49	1,200	167
MEN 35-44	500	162
MEN 45-49	200	154
MEN 50-54	100	159
MEN 55-64	400	124
MEN 65+	400	122
WOMEN 18+	2,700	153
WOMEN 12-24	900	161
WOMEN 18-24	500	162
WOMEN 25-34	600	157
WOMEN 25-49	1,500	148
WOMEN 35-44	800	129
WOMEN 45-49	100	163
WOMEN 50-54	300	127
WOMEN 55-64	200	147
WOMEN 65+	200	126
TEENS 12-17	1,100	151

DMA MARKET POPULATION ESTIMATES

BILOXI-GULFPORT

TV DMA RANK 156

ALL	POPULATION	RANK
PERSONS 12+	309,600	153
MEN 18+	137,600	151
MEN 12-24	38,600	149
MEN 18-24	22,100	147
MEN 25-34	25,200	144
MEN 25-49	66,600	148
MEN 35-44	27,800	143
MEN 45-49	13,600	151
MEN 50-54	11,900	158
MEN 55-64	18,300	155
MEN 65+	18,700	162
WOMEN 18+	139,800	156
WOMEN 12-24	33,800	153
WOMEN 18-24	18,100	154
WOMEN 25-34	25,100	142
WOMEN 25-49	65,900	147
WOMEN 35-44	27,200	146
WOMEN 45-49	13,600	156
WOMEN 50-54	12,300	156
WOMEN 55-64	18,900	157
WOMEN 65+	24,600	163
TEENS 12-17	32,200	152

BLACK	POPULATION	RANK
PERSONS 12+	65,500	83
MEN 18+	27,400	83
MEN 12-24	10,200	82
MEN 18-24	5,700	83
MEN 25-34	5,800	87
MEN 25-49	14,600	83
MEN 35-44	5,900	82
MEN 45-49	2,900	81
MEN 50-54	2,000	84
MEN 55-64	2,700	86
MEN 65+	2,400	91
WOMEN 18+	29,300	84
WOMEN 12-24	9,700	82
WOMEN 18-24	5,400	81
WOMEN 25-34	5,900	83
WOMEN 25-49	15,000	83
WOMEN 35-44	6,200	82
WOMEN 45-49	2,900	82
WOMEN 50-54	2,200	84
WOMEN 55-64	3,200	86
WOMEN 65+	3,500	92
TEENS 12-17	8,800	84

HISPANIC	POPULATION	RANK
PERSONS 12+	6,800	159
MEN 18+	3,400	156
MEN 12-24	1,600	155
MEN 18-24	1,100	153
MEN 25-34	700	161
MEN 25-49	1,700	156
MEN 35-44	700	148
MEN 45-49	300	140
MEN 50-54	100	159
MEN 55-64	200	153
MEN 65+	300	141
WOMEN 18+	2,500	157
WOMEN 12-24	1,100	154
WOMEN 18-24	700	152
WOMEN 25-34	500	163
WOMEN 25-49	1,200	160
WOMEN 35-44	600	143
WOMEN 45-49	100	163
WOMEN 50-54	200	137
WOMEN 55-64	200	147
WOMEN 65+	200	126
TEENS 12-17	900	158

BINGHAMTON

TV DMA RANK 154

ALL	POPULATION	RANK
PERSONS 12+	301,800	157
MEN 18+	130,900	159
MEN 12-24	34,200	155
MEN 18-24	19,100	156
MEN 25-34	19,500	160
MEN 25-49	56,500	158
MEN 35-44	23,600	157
MEN 45-49	13,400	155
MEN 50-54	12,400	154
MEN 55-64	19,100	154
MEN 65+	23,800	147
WOMEN 18+	141,700	153
WOMEN 12-24	32,500	156
WOMEN 18-24	18,400	152
WOMEN 25-34	19,300	160
WOMEN 25-49	57,300	157
WOMEN 35-44	24,400	156
WOMEN 45-49	13,600	156
WOMEN 50-54	12,300	156
WOMEN 55-64	20,400	152
WOMEN 65+	33,300	148
TEENS 12-17	29,200	156

BLACK	POPULATION	RANK
PERSONS 12+	9,400	155
MEN 18+	4,200	161
MEN 12-24	1,900	155
MEN 18-24	1,100	155
MEN 25-34	900	163
MEN 25-49	2,000	161
MEN 35-44	900	157
MEN 45-49	200	166
MEN 50-54	300	148
MEN 55-64	300	154
MEN 65+	500	143
WOMEN 18+	3,800	147
WOMEN 12-24	1,900	135
WOMEN 18-24	1,300	132
WOMEN 25-34	600	154
WOMEN 25-49	1,500	152
WOMEN 35-44	600	153
WOMEN 45-49	300	147
WOMEN 50-54	300	142
WOMEN 55-64	300	149
WOMEN 65+	400	146
TEENS 12-17	1,400	145

HISPANIC	POPULATION	RANK
PERSONS 12+	6,500	162
MEN 18+	2,800	166
MEN 12-24	1,500	159
MEN 18-24	900	158
MEN 25-34	600	165
MEN 25-49	1,300	166
MEN 35-44	400	169
MEN 45-49	300	140
MEN 50-54	100	159
MEN 55-64	100	170
MEN 65+	400	122
WOMEN 18+	2,700	153
WOMEN 12-24	1,300	149
WOMEN 18-24	900	146
WOMEN 25-34	500	163
WOMEN 25-49	1,200	160
WOMEN 35-44	500	154
WOMEN 45-49	200	146
WOMEN 50-54	100	157
WOMEN 55-64	400	120
WOMEN 65+	100	146
TEENS 12-17	1,000	155

BIRMINGHAM (ANN AND TUSC)

TV DMA RANK 40

ALL	POPULATION	RANK
PERSONS 12+	1,516,000	42
MEN 18+	649,200	42
MEN 12-24	163,200	46
MEN 18-24	88,400	46
MEN 25-34	118,500	43
MEN 25-49	310,200	44
MEN 35-44	127,000	43
MEN 45-49	64,700	43
MEN 50-54	61,300	40
MEN 55-64	91,600	40
MEN 65+	97,700	43
WOMEN 18+	721,900	42
WOMEN 12-24	158,300	46
WOMEN 18-24	88,200	44
WOMEN 25-34	120,600	43
WOMEN 25-49	321,200	41
WOMEN 35-44	131,300	43
WOMEN 45-49	69,300	42
WOMEN 50-54	65,400	40
WOMEN 55-64	100,700	39
WOMEN 65+	146,400	40
TEENS 12-17	144,900	45

BLACK	POPULATION	RANK
PERSONS 12+	372,100	20
MEN 18+	144,700	20
MEN 12-24	47,400	22
MEN 18-24	24,200	19
MEN 25-34	28,600	21
MEN 25-49	74,100	22
MEN 35-44	30,500	22
MEN 45-49	15,000	20
MEN 50-54	12,700	19
MEN 55-64	16,100	23
MEN 65+	17,600	18
WOMEN 18+	181,200	20
WOMEN 12-24	50,400	20
WOMEN 18-24	27,400	19
WOMEN 25-34	34,300	19
WOMEN 25-49	89,300	20
WOMEN 35-44	36,600	20
WOMEN 45-49	18,400	20
WOMEN 50-54	14,200	20
WOMEN 55-64	20,500	20
WOMEN 65+	29,800	16
TEENS 12-17	46,200	21

HISPANIC	POPULATION	RANK
PERSONS 12+	29,800	89
MEN 18+	16,300	83
MEN 12-24	7,900	84
MEN 18-24	5,700	76
MEN 25-34	5,000	78
MEN 25-49	8,400	86
MEN 35-44	2,300	97
MEN 45-49	1,100	86
MEN 50-54	500	104
MEN 55-64	600	107
MEN 65+	1,100	69
WOMEN 18+	9,700	94
WOMEN 12-24	3,900	99
WOMEN 18-24	2,300	103
WOMEN 25-34	3,400	83
WOMEN 25-49	5,200	95
WOMEN 35-44	1,400	108
WOMEN 45-49	400	119
WOMEN 50-54	700	89
WOMEN 55-64	800	90
WOMEN 65+	700	84
TEENS 12-17	3,800	96

DMA MARKET POPULATION ESTIMATES

BLUEFIELD-BECKLEY-OAK HILL

TV DMA RANK 148

ALL	POPULATION	RANK
PERSONS 12+	307,700	154
MEN 18+	134,500	154
MEN 12-24	30,000	166
MEN 18-24	16,500	168
MEN 25-34	21,800	156
MEN 25-49	58,200	156
MEN 35-44	22,800	160
MEN 45-49	13,600	151
MEN 50-54	14,400	143
MEN 55-64	21,600	140
MEN 65+	23,800	147
WOMEN 18+	147,300	150
WOMEN 12-24	27,400	166
WOMEN 18-24	15,000	169
WOMEN 25-34	21,500	153
WOMEN 25-49	59,600	156
WOMEN 35-44	24,000	157
WOMEN 45-49	14,100	149
WOMEN 50-54	14,300	143
WOMEN 55-64	22,700	141
WOMEN 65+	35,700	144
TEENS 12-17	25,900	164

BLACK	POPULATION	RANK
PERSONS 12+	17,900	131
MEN 18+	7,800	139
MEN 12-24	2,200	145
MEN 18-24	1,300	149
MEN 25-34	1,600	144
MEN 25-49	3,700	144
MEN 35-44	1,400	142
MEN 45-49	700	135
MEN 50-54	700	123
MEN 55-64	900	125
MEN 65+	1,200	112
WOMEN 18+	8,500	127
WOMEN 12-24	1,800	136
WOMEN 18-24	1,100	136
WOMEN 25-34	1,300	131
WOMEN 25-49	3,400	132
WOMEN 35-44	1,400	130
WOMEN 45-49	700	127
WOMEN 50-54	600	127
WOMEN 55-64	1,200	119
WOMEN 65+	2,200	106
TEENS 12-17	1,600	140

HISPANIC	POPULATION	RANK
PERSONS 12+	2,000	196
MEN 18+	1,100	192
MEN 12-24	500	192
MEN 18-24	300	189
MEN 25-34	200	196
MEN 25-49	400	195
MEN 35-44	100	193
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64		194
MEN 65+	400	122
WOMEN 18+	700	195
WOMEN 12-24	300	194
WOMEN 18-24	300	182
WOMEN 25-34	100	198
WOMEN 25-49	300	198
WOMEN 35-44	100	194
WOMEN 45-49	100	163
WOMEN 50-54	100	157
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17	200	201

BOISE

TV DMA RANK 122

ALL	POPULATION	RANK
PERSONS 12+	520,400	121
MEN 18+	232,900	117
MEN 12-24	64,700	115
MEN 18-24	34,700	119
MEN 25-34	47,600	106
MEN 25-49	119,400	110
MEN 35-44	48,900	107
MEN 45-49	22,900	116
MEN 50-54	20,400	122
MEN 55-64	29,500	121
MEN 65+	28,900	131
WOMEN 18+	229,400	122
WOMEN 12-24	59,000	120
WOMEN 18-24	30,900	126
WOMEN 25-34	43,200	109
WOMEN 25-49	110,600	115
WOMEN 35-44	45,000	116
WOMEN 45-49	22,400	122
WOMEN 50-54	20,400	122
WOMEN 55-64	29,700	122
WOMEN 65+	37,800	137
TEENS 12-17	58,100	109

BLACK	POPULATION	RANK
PERSONS 12+	4,900	169
MEN 18+	2,800	170
MEN 12-24	1,000	172
MEN 18-24	600	174
MEN 25-34	800	166
MEN 25-49	1,600	167
MEN 35-44	600	167
MEN 45-49	200	166
MEN 50-54	100	173
MEN 55-64	300	154
MEN 65+	200	161
WOMEN 18+	1,400	172
WOMEN 12-24	600	170
WOMEN 18-24	300	173
WOMEN 25-34	400	163
WOMEN 25-49	700	171
WOMEN 35-44	200	175
WOMEN 45-49	100	165
WOMEN 50-54	200	151
WOMEN 55-64	100	170
WOMEN 65+	100	172
TEENS 12-17	700	166

HISPANIC	POPULATION	RANK
PERSONS 12+	53,000	65
MEN 18+	24,300	65
MEN 12-24	11,600	64
MEN 18-24	6,900	65
MEN 25-34	7,600	61
MEN 25-49	13,900	63
MEN 35-44	4,700	65
MEN 45-49	1,600	68
MEN 50-54	1,200	66
MEN 55-64	1,500	67
MEN 65+	800	86
WOMEN 18+	19,600	66
WOMEN 12-24	9,700	64
WOMEN 18-24	5,300	65
WOMEN 25-34	5,600	63
WOMEN 25-49	10,800	66
WOMEN 35-44	3,900	67
WOMEN 45-49	1,300	70
WOMEN 50-54	1,100	70
WOMEN 55-64	1,400	70
WOMEN 65+	1,000	73
TEENS 12-17	9,100	61

BOSTON (MANCHESTER)

TV DMA RANK 5

ALL	POPULATION	RANK
PERSONS 12+	5,312,500	6
MEN 18+	2,304,100	7
MEN 12-24	539,200	8
MEN 18-24	288,400	8
MEN 25-34	402,300	10
MEN 25-49	1,149,700	7
MEN 35-44	501,300	7
MEN 45-49	246,100	6
MEN 50-54	216,700	6
MEN 55-64	314,400	6
MEN 65+	334,900	7
WOMEN 18+	2,520,200	6
WOMEN 12-24	520,400	7
WOMEN 18-24	283,000	6
WOMEN 25-34	410,300	9
WOMEN 25-49	1,181,900	8
WOMEN 35-44	515,800	6
WOMEN 45-49	255,800	6
WOMEN 50-54	228,900	6
WOMEN 55-64	341,100	6
WOMEN 65+	485,300	5
TEENS 12-17	488,200	9

BLACK	POPULATION	RANK
PERSONS 12+	279,300	27
MEN 18+	117,200	26
MEN 12-24	36,600	27
MEN 18-24	19,300	27
MEN 25-34	26,800	24
MEN 25-49	67,300	24
MEN 35-44	29,000	24
MEN 45-49	11,500	26
MEN 50-54	9,000	26
MEN 55-64	12,300	27
MEN 65+	9,300	34
WOMEN 18+	128,900	27
WOMEN 12-24	35,000	27
WOMEN 18-24	19,100	29
WOMEN 25-34	28,700	26
WOMEN 25-49	70,600	26
WOMEN 35-44	30,000	26
WOMEN 45-49	11,900	28
WOMEN 50-54	10,300	26
WOMEN 55-64	14,700	28
WOMEN 65+	14,200	36
TEENS 12-17	33,200	28

HISPANIC	POPULATION	RANK
PERSONS 12+	312,500	23
MEN 18+	130,400	24
MEN 12-24	55,700	24
MEN 18-24	31,800	24
MEN 25-34	36,100	24
MEN 25-49	75,500	24
MEN 35-44	29,100	24
MEN 45-49	10,300	26
MEN 50-54	7,900	24
MEN 55-64	9,600	25
MEN 65+	5,600	29
WOMEN 18+	136,300	22
WOMEN 12-24	51,200	21
WOMEN 18-24	29,300	20
WOMEN 25-34	36,100	21
WOMEN 25-49	78,200	20
WOMEN 35-44	30,700	20
WOMEN 45-49	11,400	21
WOMEN 50-54	9,200	24
WOMEN 55-64	11,700	24
WOMEN 65+	7,900	28
TEENS 12-17	45,800	23



DMA Market Population Estimates

DMA MARKET POPULATION ESTIMATES

BOWLING GREEN

TV DMA RANK 182

ALL	POPULATION	RANK
PERSONS 12+	179,000	184
MEN 18+	78,900	182
MEN 12-24	20,400	185
MEN 18-24	12,400	181
MEN 25-34	14,700	179
MEN 25-49	37,100	182
MEN 35-44	14,800	183
MEN 45-49	7,600	182
MEN 50-54	7,100	182
MEN 55-64	11,000	182
MEN 65+	11,300	182
WOMEN 18+	84,700	183
WOMEN 12-24	19,600	186
WOMEN 18-24	12,200	180
WOMEN 25-34	14,400	179
WOMEN 25-49	37,400	183
WOMEN 35-44	15,200	182
WOMEN 45-49	7,800	183
WOMEN 50-54	7,400	183
WOMEN 55-64	11,800	182
WOMEN 65+	15,900	183
TEENS 12-17	15,400	187

BLACK	POPULATION	RANK
PERSONS 12+	11,000	148
MEN 18+	4,900	157
MEN 12-24	1,600	160
MEN 18-24	1,000	159
MEN 25-34	1,000	159
MEN 25-49	2,500	158
MEN 35-44	900	157
MEN 45-49	600	139
MEN 50-54	200	157
MEN 55-64	700	133
MEN 65+	500	143
WOMEN 18+	4,800	142
WOMEN 12-24	1,400	149
WOMEN 18-24	700	152
WOMEN 25-34	900	140
WOMEN 25-49	2,500	138
WOMEN 35-44	1,100	139
WOMEN 45-49	500	138
WOMEN 50-54	300	142
WOMEN 55-64	600	138
WOMEN 65+	700	133
TEENS 12-17	1,300	149

HISPANIC	POPULATION	RANK
PERSONS 12+	4,400	173
MEN 18+	2,500	168
MEN 12-24	1,400	164
MEN 18-24	1,100	153
MEN 25-34	700	161
MEN 25-49	1,100	170
MEN 35-44	300	175
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64	100	170
MEN 65+	200	160
WOMEN 18+	1,300	178
WOMEN 12-24	700	170
WOMEN 18-24	400	173
WOMEN 25-34	300	183
WOMEN 25-49	700	178
WOMEN 35-44	400	157
WOMEN 45-49		186
WOMEN 50-54	100	157
WOMEN 55-64	100	161
WOMEN 65+		174
TEENS 12-17	600	175

BUFFALO

TV DMA RANK 46

ALL	POPULATION	RANK
PERSONS 12+	1,403,500	49
MEN 18+	604,300	50
MEN 12-24	155,400	47
MEN 18-24	84,700	48
MEN 25-34	96,300	53
MEN 25-49	274,400	53
MEN 35-44	115,200	54
MEN 45-49	62,900	44
MEN 50-54	57,300	44
MEN 55-64	84,100	47
MEN 65+	103,800	40
WOMEN 18+	661,000	47
WOMEN 12-24	147,300	47
WOMEN 18-24	79,800	49
WOMEN 25-34	94,800	53
WOMEN 25-49	277,200	53
WOMEN 35-44	117,800	53
WOMEN 45-49	64,600	47
WOMEN 50-54	59,300	45
WOMEN 55-64	91,100	46
WOMEN 65+	153,600	38
TEENS 12-17	138,200	48

BLACK	POPULATION	RANK
PERSONS 12+	130,200	59
MEN 18+	53,500	60
MEN 12-24	19,100	57
MEN 18-24	10,300	57
MEN 25-34	10,800	62
MEN 25-49	27,000	61
MEN 35-44	11,200	61
MEN 45-49	5,000	60
MEN 50-54	4,100	58
MEN 55-64	6,000	60
MEN 65+	6,100	57
WOMEN 18+	59,700	58
WOMEN 12-24	17,900	60
WOMEN 18-24	9,700	60
WOMEN 25-34	10,900	66
WOMEN 25-49	28,900	58
WOMEN 35-44	12,300	58
WOMEN 45-49	5,700	56
WOMEN 50-54	4,600	59
WOMEN 55-64	7,700	55
WOMEN 65+	8,800	57
TEENS 12-17	17,000	59

HISPANIC	POPULATION	RANK
PERSONS 12+	41,300	76
MEN 18+	18,900	78
MEN 12-24	8,200	81
MEN 18-24	4,900	81
MEN 25-34	5,000	78
MEN 25-49	10,300	76
MEN 35-44	3,800	73
MEN 45-49	1,500	71
MEN 50-54	1,000	76
MEN 55-64	1,700	63
MEN 65+	1,000	74
WOMEN 18+	15,900	78
WOMEN 12-24	7,100	76
WOMEN 18-24	3,900	76
WOMEN 25-34	3,800	79
WOMEN 25-49	8,100	79
WOMEN 35-44	3,200	74
WOMEN 45-49	1,100	80
WOMEN 50-54	1,300	61
WOMEN 55-64	1,400	70
WOMEN 65+	1,200	67
TEENS 12-17	6,500	76

BURLINGTON-PLATTSBURGH

TV DMA RANK 90

ALL	POPULATION	RANK
PERSONS 12+	733,100	90
MEN 18+	327,100	88
MEN 12-24	84,400	94
MEN 18-24	48,200	92
MEN 25-34	53,000	97
MEN 25-49	151,600	89
MEN 35-44	64,300	88
MEN 45-49	34,300	82
MEN 50-54	32,600	79
MEN 55-64	47,200	86
MEN 65+	47,500	92
WOMEN 18+	335,800	90
WOMEN 12-24	77,600	92
WOMEN 18-24	43,600	92
WOMEN 25-34	48,400	99
WOMEN 25-49	146,500	93
WOMEN 35-44	63,100	90
WOMEN 45-49	35,000	83
WOMEN 50-54	32,700	84
WOMEN 55-64	48,100	87
WOMEN 65+	64,900	93
TEENS 12-17	70,200	94

BLACK	POPULATION	RANK
PERSONS 12+	12,400	146
MEN 18+	9,400	130
MEN 12-24	3,400	132
MEN 18-24	2,900	116
MEN 25-34	3,100	113
MEN 25-49	5,700	128
MEN 35-44	2,000	130
MEN 45-49	600	139
MEN 50-54	400	138
MEN 55-64	300	154
MEN 65+	100	173
WOMEN 18+	2,200	165
WOMEN 12-24	1,100	156
WOMEN 18-24	800	147
WOMEN 25-34	300	173
WOMEN 25-49	1,200	160
WOMEN 35-44	500	159
WOMEN 45-49	400	141
WOMEN 50-54		189
WOMEN 55-64	100	170
WOMEN 65+	100	172
TEENS 12-17	800	163

HISPANIC	POPULATION	RANK
PERSONS 12+	10,300	141
MEN 18+	5,900	135
MEN 12-24	2,700	135
MEN 18-24	1,600	138
MEN 25-34	2,300	123
MEN 25-49	3,700	124
MEN 35-44	1,000	131
MEN 45-49	400	127
MEN 50-54	300	122
MEN 55-64		194
MEN 65+	300	141
WOMEN 18+	2,800	151
WOMEN 12-24	1,300	149
WOMEN 18-24	800	150
WOMEN 25-34	500	163
WOMEN 25-49	1,600	144
WOMEN 35-44	600	143
WOMEN 45-49	500	107
WOMEN 50-54	200	137
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	1,600	135

DMA MARKET POPULATION ESTIMATES

BUTTE-BOZEMAN

TV DMA RANK 193

ALL	POPULATION	RANK
PERSONS 12+	131,400	193
MEN 18+	61,600	188
MEN 12-24	16,600	189
MEN 18-24	10,800	187
MEN 25-34	11,000	189
MEN 25-49	27,900	189
MEN 35-44	10,500	192
MEN 45-49	6,400	186
MEN 50-54	6,000	186
MEN 55-64	8,700	188
MEN 65+	8,200	194
WOMEN 18+	58,400	193
WOMEN 12-24	14,500	192
WOMEN 18-24	8,900	190
WOMEN 25-34	9,100	191
WOMEN 25-49	25,200	193
WOMEN 35-44	10,000	192
WOMEN 45-49	6,100	190
WOMEN 50-54	5,700	191
WOMEN 55-64	8,000	193
WOMEN 65+	10,600	198
TEENS 12-17	11,400	198

CASPER-RIVERTON

TV DMA RANK 198

ALL	POPULATION	RANK
PERSONS 12+	110,100	199
MEN 18+	48,200	200
MEN 12-24	12,900	198
MEN 18-24	6,900	200
MEN 25-34	7,300	201
MEN 25-49	20,900	199
MEN 35-44	8,200	199
MEN 45-49	5,400	194
MEN 50-54	5,100	194
MEN 55-64	7,400	194
MEN 65+	7,900	197
WOMEN 18+	50,300	199
WOMEN 12-24	12,100	199
WOMEN 18-24	6,500	198
WOMEN 25-34	7,300	199
WOMEN 25-49	21,100	198
WOMEN 35-44	8,600	198
WOMEN 45-49	5,200	196
WOMEN 50-54	5,200	194
WOMEN 55-64	7,600	194
WOMEN 65+	9,900	200
TEENS 12-17	11,600	194

CEDAR RAPIDS-WTRLO-IWC&DUB

TV DMA RANK 88

ALL	POPULATION	RANK
PERSONS 12+	718,100	93
MEN 18+	315,800	91
MEN 12-24	84,500	93
MEN 18-24	50,500	89
MEN 25-34	55,100	94
MEN 25-49	145,100	95
MEN 35-44	58,400	94
MEN 45-49	31,600	90
MEN 50-54	29,000	90
MEN 55-64	41,900	91
MEN 65+	49,300	87
WOMEN 18+	335,800	90
WOMEN 12-24	85,000	86
WOMEN 18-24	52,500	79
WOMEN 25-34	52,200	93
WOMEN 25-49	141,100	95
WOMEN 35-44	57,700	95
WOMEN 45-49	31,200	94
WOMEN 50-54	28,900	93
WOMEN 55-64	43,200	93
WOMEN 65+	70,100	89
TEENS 12-17	66,500	96

BLACK	POPULATION	RANK
PERSONS 12+	600	202
MEN 18+	300	201
MEN 12-24	100	198
MEN 18-24	100	202
MEN 25-34	200	188
MEN 25-49	300	192
MEN 35-44	100	190
MEN 45-49	100	195
MEN 50-54	100	196
MEN 55-64	100	195
MEN 65+	100	190
WOMEN 18+	100	202
WOMEN 12-24	100	196
WOMEN 18-24	100	197
WOMEN 25-34	100	196
WOMEN 25-49	100	194
WOMEN 35-44	100	183
WOMEN 45-49	100	185
WOMEN 50-54	100	189
WOMEN 55-64	100	184
WOMEN 65+	100	186
TEENS 12-17	200	190

BLACK	POPULATION	RANK
PERSONS 12+	700	199
MEN 18+	400	198
MEN 12-24	100	198
MEN 18-24	100	195
MEN 25-34	100	197
MEN 25-49	200	195
MEN 35-44	200	200
MEN 45-49	100	178
MEN 50-54	100	196
MEN 55-64	100	195
MEN 65+	100	173
WOMEN 18+	200	197
WOMEN 12-24	100	196
WOMEN 18-24	100	197
WOMEN 25-34	100	185
WOMEN 25-49	100	194
WOMEN 35-44	201	201
WOMEN 45-49	185	185
WOMEN 50-54	189	189
WOMEN 55-64	100	170
WOMEN 65+	100	186
TEENS 12-17	100	197

HISPANIC	POPULATION	RANK
PERSONS 12+	2,700	190
MEN 18+	1,300	187
MEN 12-24	500	192
MEN 18-24	400	186
MEN 25-34	300	186
MEN 25-49	700	182
MEN 35-44	400	169
MEN 45-49	400	191
MEN 50-54	400	183
MEN 55-64	200	153
MEN 65+	200	199
WOMEN 18+	1,100	183
WOMEN 12-24	600	174
WOMEN 18-24	400	173
WOMEN 25-34	200	190
WOMEN 25-49	500	186
WOMEN 35-44	300	168
WOMEN 45-49	300	186
WOMEN 50-54	100	157
WOMEN 55-64	100	161
WOMEN 65+	100	174
TEENS 12-17	300	194

HISPANIC	POPULATION	RANK
PERSONS 12+	5,400	168
MEN 18+	2,500	168
MEN 12-24	1,000	173
MEN 18-24	700	167
MEN 25-34	400	178
MEN 25-49	1,100	170
MEN 35-44	500	162
MEN 45-49	200	154
MEN 50-54	100	159
MEN 55-64	300	134
MEN 65+	300	141
WOMEN 18+	2,100	165
WOMEN 12-24	1,000	157
WOMEN 18-24	500	162
WOMEN 25-34	400	171
WOMEN 25-49	900	172
WOMEN 35-44	400	157
WOMEN 45-49	100	163
WOMEN 50-54	300	127
WOMEN 55-64	200	147
WOMEN 65+	200	126
TEENS 12-17	800	162

BLACK	POPULATION	RANK
PERSONS 12+	19,100	130
MEN 18+	8,600	134
MEN 12-24	3,600	130
MEN 18-24	2,300	128
MEN 25-34	2,200	131
MEN 25-49	4,800	135
MEN 35-44	1,800	136
MEN 45-49	800	131
MEN 50-54	400	138
MEN 55-64	700	133
MEN 65+	400	146
WOMEN 18+	8,100	129
WOMEN 12-24	3,400	123
WOMEN 18-24	2,300	115
WOMEN 25-34	1,800	123
WOMEN 25-49	3,800	129
WOMEN 35-44	1,300	133
WOMEN 45-49	700	127
WOMEN 50-54	500	133
WOMEN 55-64	800	127
WOMEN 65+	700	133
TEENS 12-17	2,400	128

HISPANIC	POPULATION	RANK
PERSONS 12+	11,700	135
MEN 18+	5,700	138
MEN 12-24	2,900	131
MEN 18-24	2,000	130
MEN 25-34	1,700	130
MEN 25-49	2,700	138
MEN 35-44	900	138
MEN 45-49	100	165
MEN 50-54	300	122
MEN 55-64	700	194
MEN 65+	700	94
WOMEN 18+	4,500	132
WOMEN 12-24	2,200	128
WOMEN 18-24	1,600	119
WOMEN 25-34	1,300	129
WOMEN 25-49	2,300	133
WOMEN 35-44	700	134
WOMEN 45-49	300	135
WOMEN 50-54	200	137
WOMEN 55-64	200	147
WOMEN 65+	200	126
TEENS 12-17	1,500	137

DMA MARKET POPULATION ESTIMATES

CHAMPAIGN&SPRNGFLD-DECATUR

TV DMA RANK 82

ALL	POPULATION	RANK
PERSONS 12+	812,100	84
MEN 18+	355,600	81
MEN 12-24	100,600	78
MEN 18-24	61,700	71
MEN 25-34	61,200	82
MEN 25-49	159,700	85
MEN 35-44	63,900	89
MEN 45-49	34,600	81
MEN 50-54	32,100	82
MEN 55-64	46,700	87
MEN 65+	55,400	81
WOMEN 18+	381,100	84
WOMEN 12-24	94,200	79
WOMEN 18-24	57,700	69
WOMEN 25-34	58,900	84
WOMEN 25-49	158,800	86
WOMEN 35-44	64,500	87
WOMEN 45-49	35,400	81
WOMEN 50-54	33,100	82
WOMEN 55-64	50,200	86
WOMEN 65+	81,300	77
TEENS 12-17	75,400	86

BLACK	POPULATION	RANK
PERSONS 12+	60,000	87
MEN 18+	26,200	86
MEN 12-24	10,300	81
MEN 18-24	6,300	76
MEN 25-34	6,000	84
MEN 25-49	13,500	89
MEN 35-44	5,300	88
MEN 45-49	2,200	92
MEN 50-54	1,800	89
MEN 55-64	2,300	96
MEN 65+	2,300	92
WOMEN 18+	26,000	89
WOMEN 12-24	9,500	83
WOMEN 18-24	5,700	78
WOMEN 25-34	5,500	85
WOMEN 25-49	12,700	91
WOMEN 35-44	4,900	95
WOMEN 45-49	2,300	92
WOMEN 50-54	1,900	89
WOMEN 55-64	2,600	97
WOMEN 65+	3,100	96
TEENS 12-17	7,800	92

HISPANIC	POPULATION	RANK
PERSONS 12+	17,300	119
MEN 18+	8,800	120
MEN 12-24	4,700	113
MEN 18-24	3,300	106
MEN 25-34	2,400	120
MEN 25-49	4,500	120
MEN 35-44	1,200	124
MEN 45-49	900	93
MEN 50-54	300	122
MEN 55-64	300	134
MEN 65+	400	122
WOMEN 18+	6,400	119
WOMEN 12-24	3,100	116
WOMEN 18-24	2,400	101
WOMEN 25-34	1,600	119
WOMEN 25-49	3,200	122
WOMEN 35-44	1,200	119
WOMEN 45-49	400	119
WOMEN 50-54	100	157
WOMEN 55-64	500	111
WOMEN 65+	200	126
TEENS 12-17	2,100	126

CHARLESTON, SC

TV DMA RANK 101

ALL	POPULATION	RANK
PERSONS 12+	605,900	101
MEN 18+	262,400	103
MEN 12-24	70,500	106
MEN 18-24	40,500	105
MEN 25-34	49,800	104
MEN 25-49	127,500	101
MEN 35-44	51,900	102
MEN 45-49	25,800	106
MEN 50-54	23,600	105
MEN 55-64	35,700	101
MEN 65+	35,100	116
WOMEN 18+	285,000	102
WOMEN 12-24	64,500	110
WOMEN 18-24	36,000	107
WOMEN 25-34	50,100	95
WOMEN 25-49	133,300	98
WOMEN 35-44	55,100	98
WOMEN 45-49	28,100	98
WOMEN 50-54	26,000	101
WOMEN 55-64	40,300	100
WOMEN 65+	49,400	115
TEENS 12-17	58,500	105

BLACK	POPULATION	RANK
PERSONS 12+	200,200	42
MEN 18+	78,300	46
MEN 12-24	25,000	50
MEN 18-24	12,100	52
MEN 25-34	14,800	51
MEN 25-49	39,800	49
MEN 35-44	16,500	47
MEN 45-49	8,500	40
MEN 50-54	6,700	38
MEN 55-64	9,800	37
MEN 65+	9,900	32
WOMEN 18+	96,400	39
WOMEN 12-24	25,100	48
WOMEN 18-24	12,500	48
WOMEN 25-34	17,500	43
WOMEN 25-49	47,200	41
WOMEN 35-44	19,800	42
WOMEN 45-49	9,900	37
WOMEN 50-54	8,300	34
WOMEN 55-64	12,300	34
WOMEN 65+	16,100	32
TEENS 12-17	25,500	46

HISPANIC	POPULATION	RANK
PERSONS 12+	13,700	127
MEN 18+	7,300	124
MEN 12-24	3,600	123
MEN 18-24	2,600	122
MEN 25-34	2,200	124
MEN 25-49	3,800	123
MEN 35-44	1,200	124
MEN 45-49	400	127
MEN 50-54	200	143
MEN 55-64	400	124
MEN 65+	300	141
WOMEN 18+	4,600	131
WOMEN 12-24	1,900	136
WOMEN 18-24	1,100	138
WOMEN 25-34	1,400	123
WOMEN 25-49	2,600	127
WOMEN 35-44	700	134
WOMEN 45-49	500	107
WOMEN 50-54	300	127
WOMEN 55-64	200	147
WOMEN 65+	400	105
TEENS 12-17	1,800	130

CHARLESTON-HUNTINGTON

TV DMA RANK 62

ALL	POPULATION	RANK
PERSONS 12+	1,065,200	64
MEN 18+	464,600	64
MEN 12-24	113,200	66
MEN 18-24	64,400	65
MEN 25-34	78,800	65
MEN 25-49	208,600	65
MEN 35-44	84,100	66
MEN 45-49	45,700	63
MEN 50-54	45,600	58
MEN 55-64	70,300	57
MEN 65+	75,700	60
WOMEN 18+	506,200	62
WOMEN 12-24	108,300	65
WOMEN 18-24	62,700	64
WOMEN 25-34	78,700	65
WOMEN 25-49	214,400	65
WOMEN 35-44	87,000	66
WOMEN 45-49	48,700	62
WOMEN 50-54	46,900	60
WOMEN 55-64	74,200	60
WOMEN 65+	108,000	57
TEENS 12-17	94,400	69

BLACK	POPULATION	RANK
PERSONS 12+	27,400	118
MEN 18+	13,100	117
MEN 12-24	4,700	117
MEN 18-24	3,000	115
MEN 25-34	2,400	126
MEN 25-49	6,100	123
MEN 35-44	2,500	123
MEN 45-49	1,200	117
MEN 50-54	800	120
MEN 55-64	1,400	113
MEN 65+	1,800	104
WOMEN 18+	11,600	114
WOMEN 12-24	3,000	128
WOMEN 18-24	2,000	120
WOMEN 25-34	1,800	123
WOMEN 25-49	5,100	122
WOMEN 35-44	2,100	121
WOMEN 45-49	1,200	113
WOMEN 50-54	1,100	109
WOMEN 55-64	1,300	115
WOMEN 65+	2,100	107
TEENS 12-17	2,700	126

HISPANIC	POPULATION	RANK
PERSONS 12+	6,200	163
MEN 18+	3,300	158
MEN 12-24	800	181
MEN 18-24	1,400	186
MEN 25-34	1,100	152
MEN 25-49	1,500	159
MEN 35-44	300	175
MEN 45-49	100	165
MEN 50-54	300	122
MEN 55-64	500	117
MEN 65+	600	104
WOMEN 18+	2,200	162
WOMEN 12-24	800	164
WOMEN 18-24	500	162
WOMEN 25-34	400	171
WOMEN 25-49	1,100	165
WOMEN 35-44	600	143
WOMEN 45-49	100	163
WOMEN 50-54	500	102
WOMEN 55-64	100	161
WOMEN 65+	100	174
TEENS 12-17	700	170

DMA MARKET POPULATION ESTIMATES

CHARLOTTE

TV DMA RANK 28

ALL	POPULATION	RANK
PERSONS 12+	2,174,700	28
MEN 18+	952,600	27
MEN 12-24	234,500	30
MEN 18-24	124,600	30
MEN 25-34	187,300	26
MEN 25-49	490,500	25
MEN 35-44	206,800	25
MEN 45-49	96,400	28
MEN 50-54	86,100	28
MEN 55-64	129,700	26
MEN 65+	121,700	31
WOMEN 18+	1,008,500	28
WOMEN 12-24	220,700	30
WOMEN 18-24	117,000	30
WOMEN 25-34	180,500	26
WOMEN 25-49	484,600	26
WOMEN 35-44	205,300	26
WOMEN 45-49	98,800	28
WOMEN 50-54	89,900	28
WOMEN 55-64	138,600	26
WOMEN 65+	178,400	30
TEENS 12-17	213,600	29

BLACK	POPULATION	RANK
PERSONS 12+	400,700	18
MEN 18+	157,300	19
MEN 12-24	49,400	19
MEN 18-24	23,400	21
MEN 25-34	34,900	16
MEN 25-49	89,100	17
MEN 35-44	37,100	17
MEN 45-49	17,100	18
MEN 50-54	12,700	19
MEN 55-64	17,800	19
MEN 65+	14,300	23
WOMEN 18+	191,600	18
WOMEN 12-24	52,300	18
WOMEN 18-24	26,500	20
WOMEN 25-34	39,900	16
WOMEN 25-49	102,700	17
WOMEN 35-44	42,900	17
WOMEN 45-49	19,900	18
WOMEN 50-54	15,200	19
WOMEN 55-64	22,100	19
WOMEN 65+	25,100	21
TEENS 12-17	51,800	18

HISPANIC	POPULATION	RANK
PERSONS 12+	121,900	44
MEN 18+	65,200	39
MEN 12-24	34,500	35
MEN 18-24	23,100	32
MEN 25-34	21,200	34
MEN 25-49	36,200	39
MEN 35-44	11,700	40
MEN 45-49	3,300	48
MEN 50-54	2,500	49
MEN 55-64	2,600	53
MEN 65+	800	86
WOMEN 18+	38,500	50
WOMEN 12-24	18,400	48
WOMEN 18-24	11,600	42
WOMEN 25-34	11,700	44
WOMEN 25-49	21,700	50
WOMEN 35-44	7,300	50
WOMEN 45-49	2,700	50
WOMEN 50-54	1,800	57
WOMEN 55-64	1,900	61
WOMEN 65+	1,500	58
TEENS 12-17	18,200	44

CHARLOTTESVILLE

TV DMA RANK 185

ALL	POPULATION	RANK
PERSONS 12+	158,300	185
MEN 18+	67,500	186
MEN 12-24	19,200	186
MEN 18-24	12,000	185
MEN 25-34	11,700	187
MEN 25-49	30,800	186
MEN 35-44	12,700	185
MEN 45-49	6,400	186
MEN 50-54	6,100	185
MEN 55-64	8,700	188
MEN 65+	9,900	188
WOMEN 18+	76,800	185
WOMEN 12-24	19,900	185
WOMEN 18-24	13,100	175
WOMEN 25-34	12,500	184
WOMEN 25-49	33,900	184
WOMEN 35-44	14,300	184
WOMEN 45-49	7,100	185
WOMEN 50-54	6,500	184
WOMEN 55-64	9,900	184
WOMEN 65+	13,400	188
TEENS 12-17	14,000	189

BLACK	POPULATION	RANK
PERSONS 12+	20,700	127
MEN 18+	8,100	136
MEN 12-24	2,900	136
MEN 18-24	1,700	137
MEN 25-34	1,400	149
MEN 25-49	3,800	141
MEN 35-44	1,800	136
MEN 45-49	600	139
MEN 50-54	700	123
MEN 55-64	900	125
MEN 65+	1,000	121
WOMEN 18+	10,300	122
WOMEN 12-24	3,100	126
WOMEN 18-24	2,000	120
WOMEN 25-34	1,900	121
WOMEN 25-49	4,900	124
WOMEN 35-44	2,200	118
WOMEN 45-49	800	124
WOMEN 50-54	800	116
WOMEN 55-64	1,000	122
WOMEN 65+	1,600	113
TEENS 12-17	2,300	132

HISPANIC	POPULATION	RANK
PERSONS 12+	3,700	178
MEN 18+	1,700	180
MEN 12-24	900	177
MEN 18-24	600	173
MEN 25-34	500	173
MEN 25-49	900	178
MEN 35-44	300	175
MEN 45-49	100	165
MEN 50-54	100	183
MEN 55-64	200	153
MEN 65+	100	199
WOMEN 18+	1,600	174
WOMEN 12-24	600	174
WOMEN 18-24	500	162
WOMEN 25-34	400	171
WOMEN 25-49	800	175
WOMEN 35-44	300	168
WOMEN 45-49	100	163
WOMEN 50-54	200	137
WOMEN 55-64	100	188
WOMEN 65+	100	146
TEENS 12-17	400	186

CHATTANOOGA

TV DMA RANK 86

ALL	POPULATION	RANK
PERSONS 12+	760,800	87
MEN 18+	331,100	87
MEN 12-24	80,400	96
MEN 18-24	43,700	99
MEN 25-34	60,000	83
MEN 25-49	157,400	87
MEN 35-44	65,300	85
MEN 45-49	32,100	88
MEN 50-54	30,800	86
MEN 55-64	49,400	81
MEN 65+	49,800	86
WOMEN 18+	358,200	86
WOMEN 12-24	76,800	93
WOMEN 18-24	42,000	98
WOMEN 25-34	58,600	87
WOMEN 25-49	158,100	87
WOMEN 35-44	65,600	84
WOMEN 45-49	33,900	88
WOMEN 50-54	32,200	86
WOMEN 55-64	53,100	82
WOMEN 65+	72,800	86
TEENS 12-17	71,500	93

BLACK	POPULATION	RANK
PERSONS 12+	67,300	81
MEN 18+	26,800	85
MEN 12-24	8,600	90
MEN 18-24	4,300	96
MEN 25-34	5,100	93
MEN 25-49	14,000	85
MEN 35-44	5,900	82
MEN 45-49	3,000	80
MEN 50-54	2,100	83
MEN 55-64	3,300	81
MEN 65+	3,100	79
WOMEN 18+	32,600	79
WOMEN 12-24	8,100	93
WOMEN 18-24	4,500	93
WOMEN 25-34	6,100	81
WOMEN 25-49	15,700	80
WOMEN 35-44	6,500	80
WOMEN 45-49	3,100	80
WOMEN 50-54	2,700	79
WOMEN 55-64	4,100	80
WOMEN 65+	5,600	76
TEENS 12-17	7,900	90

HISPANIC	POPULATION	RANK
PERSONS 12+	30,700	88
MEN 18+	15,500	87
MEN 12-24	7,400	87
MEN 18-24	4,800	85
MEN 25-34	4,700	83
MEN 25-49	8,600	83
MEN 35-44	3,100	83
MEN 45-49	800	98
MEN 50-54	700	92
MEN 55-64	1,000	85
MEN 65+	400	122
WOMEN 18+	10,400	91
WOMEN 12-24	5,200	87
WOMEN 18-24	3,000	85
WOMEN 25-34	3,400	83
WOMEN 25-49	6,100	89
WOMEN 35-44	1,900	92
WOMEN 45-49	800	90
WOMEN 50-54	400	112
WOMEN 55-64	600	102
WOMEN 65+	300	115
TEENS 12-17	4,800	87

DMA MARKET POPULATION ESTIMATES

CHEYENNE-SCOTTSBLUF

TV DMA RANK 195

ALL	POPULATION	RANK
PERSONS 12+	113,800	197
MEN 18+	50,100	197
MEN 12-24	12,900	198
MEN 18-24	7,100	199
MEN 25-34	8,700	197
MEN 25-49	22,900	197
MEN 35-44	9,300	197
MEN 45-49	4,900	197
MEN 50-54	4,800	196
MEN 55-64	7,200	195
MEN 65+	8,100	196
WOMEN 18+	52,100	198
WOMEN 12-24	12,200	198
WOMEN 18-24	6,400	199
WOMEN 25-34	8,100	195
WOMEN 25-49	22,400	196
WOMEN 35-44	9,100	197
WOMEN 45-49	5,200	196
WOMEN 50-54	4,800	196
WOMEN 55-64	7,500	195
WOMEN 65+	11,000	196
TEENS 12-17	11,600	194

BLACK	POPULATION	RANK
PERSONS 12+	3,000	184
MEN 18+	1,500	184
MEN 12-24	700	179
MEN 18-24	400	182
MEN 25-34	200	188
MEN 25-49	700	185
MEN 35-44	400	174
MEN 45-49	100	178
MEN 50-54	100	173
MEN 55-64	200	164
MEN 65+	100	173
WOMEN 18+	1,100	180
WOMEN 12-24	500	176
WOMEN 18-24	400	165
WOMEN 25-34	100	185
WOMEN 25-49	400	183
WOMEN 35-44	200	175
WOMEN 45-49	100	165
WOMEN 50-54	100	167
WOMEN 55-64	100	170
WOMEN 65+	100	172
TEENS 12-17	400	181

HISPANIC	POPULATION	RANK
PERSONS 12+	13,300	130
MEN 18+	5,700	138
MEN 12-24	2,300	145
MEN 18-24	1,300	148
MEN 25-34	1,300	145
MEN 25-49	2,900	135
MEN 35-44	900	138
MEN 45-49	700	103
MEN 50-54	300	122
MEN 55-64	600	107
MEN 65+	600	104
WOMEN 18+	5,500	126
WOMEN 12-24	2,100	132
WOMEN 18-24	1,000	139
WOMEN 25-34	1,200	133
WOMEN 25-49	2,800	125
WOMEN 35-44	1,200	119
WOMEN 45-49	400	119
WOMEN 50-54	400	112
WOMEN 55-64	700	94
WOMEN 65+	600	91
TEENS 12-17	2,100	126

CHICAGO

TV DMA RANK 3

ALL	POPULATION	RANK
PERSONS 12+	7,914,600	3
MEN 18+	3,421,500	3
MEN 12-24	893,600	3
MEN 18-24	467,300	3
MEN 25-34	676,400	3
MEN 25-49	1,770,200	3
MEN 35-44	740,000	3
MEN 45-49	353,800	3
MEN 50-54	310,300	3
MEN 55-64	440,800	3
MEN 65+	432,900	3
WOMEN 18+	3,658,900	3
WOMEN 12-24	845,800	3
WOMEN 18-24	437,900	3
WOMEN 25-34	663,300	3
WOMEN 25-49	1,780,300	3
WOMEN 35-44	749,200	3
WOMEN 45-49	367,800	3
WOMEN 50-54	328,000	3
WOMEN 55-64	481,900	3
WOMEN 65+	630,800	4
TEENS 12-17	834,200	3

BLACK	POPULATION	RANK
PERSONS 12+	1,376,400	2
MEN 18+	531,100	2
MEN 12-24	161,800	2
MEN 18-24	74,900	2
MEN 25-34	103,200	3
MEN 25-49	277,600	3
MEN 35-44	119,400	3
MEN 45-49	55,000	2
MEN 50-54	46,700	2
MEN 55-64	70,900	2
MEN 65+	61,000	2
WOMEN 18+	670,200	2
WOMEN 12-24	171,500	2
WOMEN 18-24	83,300	2
WOMEN 25-34	127,200	3
WOMEN 25-49	343,100	2
WOMEN 35-44	146,400	2
WOMEN 45-49	69,500	2
WOMEN 50-54	58,300	2
WOMEN 55-64	90,800	2
WOMEN 65+	94,700	2
TEENS 12-17	175,100	2

HISPANIC	POPULATION	RANK
PERSONS 12+	1,334,500	4
MEN 18+	604,400	4
MEN 12-24	258,200	3
MEN 18-24	149,400	3
MEN 25-34	172,400	3
MEN 25-49	346,800	4
MEN 35-44	127,400	5
MEN 45-49	47,000	5
MEN 50-54	36,800	5
MEN 55-64	44,200	5
MEN 65+	27,200	8
WOMEN 18+	525,200	5
WOMEN 12-24	213,900	3
WOMEN 18-24	117,800	3
WOMEN 25-34	142,100	3
WOMEN 25-49	295,600	5
WOMEN 35-44	110,300	5
WOMEN 45-49	43,200	5
WOMEN 50-54	35,200	5
WOMEN 55-64	44,800	7
WOMEN 65+	31,800	10
TEENS 12-17	204,900	3

CHICO-REDDING

TV DMA RANK 131

ALL	POPULATION	RANK
PERSONS 12+	428,800	130
MEN 18+	185,900	130
MEN 12-24	52,800	131
MEN 18-24	29,400	132
MEN 25-34	31,700	132
MEN 25-49	79,600	133
MEN 35-44	30,500	137
MEN 45-49	17,400	134
MEN 50-54	16,900	129
MEN 55-64	26,400	126
MEN 65+	33,600	117
WOMEN 18+	197,800	130
WOMEN 12-24	50,300	130
WOMEN 18-24	28,600	128
WOMEN 25-34	29,800	133
WOMEN 25-49	80,100	133
WOMEN 35-44	32,100	133
WOMEN 45-49	18,200	132
WOMEN 50-54	17,900	129
WOMEN 55-64	27,800	127
WOMEN 65+	43,400	122
TEENS 12-17	45,100	130

BLACK	POPULATION	RANK
PERSONS 12+	6,000	166
MEN 18+	3,000	166
MEN 12-24	1,300	163
MEN 18-24	800	167
MEN 25-34	500	177
MEN 25-49	1,500	169
MEN 35-44	800	162
MEN 45-49	200	166
MEN 50-54	200	157
MEN 55-64	200	164
MEN 65+	300	152
WOMEN 18+	2,200	165
WOMEN 12-24	700	165
WOMEN 18-24	400	165
WOMEN 25-34	400	163
WOMEN 25-49	1,000	164
WOMEN 35-44	600	153
WOMEN 45-49		185
WOMEN 50-54	300	142
WOMEN 55-64	200	159
WOMEN 65+	300	153
TEENS 12-17	800	163

HISPANIC	POPULATION	RANK
PERSONS 12+	45,700	72
MEN 18+	20,200	74
MEN 12-24	9,600	75
MEN 18-24	5,600	78
MEN 25-34	5,800	71
MEN 25-49	10,700	75
MEN 35-44	3,500	76
MEN 45-49	1,400	74
MEN 50-54	1,200	66
MEN 55-64	1,500	67
MEN 65+	1,200	63
WOMEN 18+	17,800	71
WOMEN 12-24	8,600	66
WOMEN 18-24	4,900	67
WOMEN 25-34	4,700	72
WOMEN 25-49	9,000	72
WOMEN 35-44	3,100	76
WOMEN 45-49	1,200	76
WOMEN 50-54	1,200	65
WOMEN 55-64	1,400	70
WOMEN 65+	1,300	64
TEENS 12-17	7,700	67

DMA MARKET POPULATION ESTIMATES

CINCINNATI

TV DMA RANK

33

ALL	POPULATION	RANK
PERSONS 12+	1,877,100	34
MEN 18+	806,100	34
MEN 12-24	213,000	35
MEN 18-24	112,800	35
MEN 25-34	145,500	34
MEN 25-49	400,000	34
MEN 35-44	168,800	33
MEN 45-49	85,700	33
MEN 50-54	75,300	33
MEN 55-64	107,600	34
MEN 65+	110,400	36
WOMEN 18+	875,000	33
WOMEN 12-24	204,500	34
WOMEN 18-24	108,700	34
WOMEN 25-34	148,400	34
WOMEN 25-49	410,300	33
WOMEN 35-44	173,600	32
WOMEN 45-49	88,300	33
WOMEN 50-54	79,500	33
WOMEN 55-64	115,500	34
WOMEN 65+	161,000	34
TEENS 12-17	196,000	33

CLARKSBURG-WESTON

TV DMA RANK

165

ALL	POPULATION	RANK
PERSONS 12+	234,000	167
MEN 18+	102,300	167
MEN 12-24	24,200	178
MEN 18-24	13,400	177
MEN 25-34	16,200	173
MEN 25-49	44,400	170
MEN 35-44	18,100	169
MEN 45-49	10,100	168
MEN 50-54	9,900	165
MEN 55-64	16,400	161
MEN 65+	18,200	164
WOMEN 18+	110,900	166
WOMEN 12-24	22,900	178
WOMEN 18-24	12,900	176
WOMEN 25-34	15,700	171
WOMEN 25-49	44,400	168
WOMEN 35-44	18,400	167
WOMEN 45-49	10,300	166
WOMEN 50-54	10,200	164
WOMEN 55-64	16,800	161
WOMEN 65+	26,600	161
TEENS 12-17	20,800	178

CLEVELAND-AKRON (CANTON)

TV DMA RANK

16

ALL	POPULATION	RANK
PERSONS 12+	3,293,100	17
MEN 18+	1,400,100	18
MEN 12-24	355,900	17
MEN 18-24	182,000	18
MEN 25-34	226,900	19
MEN 25-49	652,400	18
MEN 35-44	276,600	18
MEN 45-49	148,900	17
MEN 50-54	136,600	14
MEN 55-64	198,600	17
MEN 65+	230,500	14
WOMEN 18+	1,553,900	17
WOMEN 12-24	342,600	17
WOMEN 18-24	177,400	16
WOMEN 25-34	233,500	18
WOMEN 25-49	679,200	18
WOMEN 35-44	289,900	16
WOMEN 45-49	155,800	15
WOMEN 50-54	143,900	15
WOMEN 55-64	217,400	17
WOMEN 65+	336,000	11
TEENS 12-17	339,100	17

BLACK	POPULATION	RANK
PERSONS 12+	195,200	46
MEN 18+	77,100	47
MEN 12-24	26,100	49
MEN 18-24	12,800	49
MEN 25-34	15,600	49
MEN 25-49	40,700	46
MEN 35-44	17,100	44
MEN 45-49	8,000	44
MEN 50-54	6,100	46
MEN 55-64	9,200	41
MEN 65+	8,300	41
WOMEN 18+	92,300	42
WOMEN 12-24	26,000	46
WOMEN 18-24	13,500	46
WOMEN 25-34	17,700	42
WOMEN 25-49	46,600	42
WOMEN 35-44	19,600	43
WOMEN 45-49	9,300	41
WOMEN 50-54	7,500	43
WOMEN 55-64	11,200	40
WOMEN 65+	13,500	42
TEENS 12-17	25,800	44

BLACK	POPULATION	RANK
PERSONS 12+	4,100	174
MEN 18+	2,000	179
MEN 12-24	600	182
MEN 18-24	400	182
MEN 25-34	500	177
MEN 25-49	1,000	181
MEN 35-44	400	174
MEN 45-49	100	178
MEN 50-54	200	157
MEN 55-64	100	178
MEN 65+	300	152
WOMEN 18+	1,700	169
WOMEN 12-24	600	170
WOMEN 18-24	400	165
WOMEN 25-34	200	180
WOMEN 25-49	600	174
WOMEN 35-44	300	168
WOMEN 45-49	100	165
WOMEN 50-54	200	151
WOMEN 55-64	200	159
WOMEN 65+	300	153
TEENS 12-17	400	181

BLACK	POPULATION	RANK
PERSONS 12+	447,500	16
MEN 18+	173,000	16
MEN 12-24	57,900	16
MEN 18-24	27,400	17
MEN 25-34	30,400	19
MEN 25-49	84,900	18
MEN 35-44	36,300	18
MEN 45-49	18,200	17
MEN 50-54	15,200	16
MEN 55-64	22,700	15
MEN 65+	22,800	11
WOMEN 18+	214,300	16
WOMEN 12-24	59,200	16
WOMEN 18-24	29,500	16
WOMEN 25-34	36,800	18
WOMEN 25-49	103,100	16
WOMEN 35-44	44,100	16
WOMEN 45-49	22,200	16
WOMEN 50-54	18,500	15
WOMEN 55-64	28,400	14
WOMEN 65+	34,800	14
TEENS 12-17	60,200	16

HISPANIC	POPULATION	RANK
PERSONS 12+	22,000	105
MEN 18+	10,700	107
MEN 12-24	5,000	107
MEN 18-24	3,200	108
MEN 25-34	2,700	111
MEN 25-49	5,500	107
MEN 35-44	2,100	102
MEN 45-49	700	103
MEN 50-54	400	116
MEN 55-64	600	107
MEN 65+	1,000	74
WOMEN 18+	8,000	109
WOMEN 12-24	3,100	116
WOMEN 18-24	1,600	119
WOMEN 25-34	2,300	105
WOMEN 25-49	4,600	101
WOMEN 35-44	1,900	92
WOMEN 45-49	400	119
WOMEN 50-54	800	85
WOMEN 55-64	500	111
WOMEN 65+	500	97
TEENS 12-17	3,300	108

HISPANIC	POPULATION	RANK
PERSONS 12+	1,500	200
MEN 18+	800	199
MEN 12-24	200	202
MEN 18-24	100	197
MEN 25-34	100	201
MEN 25-49	200	203
MEN 35-44	100	204
MEN 45-49	100	165
MEN 50-54	100	183
MEN 55-64	200	153
MEN 65+	300	141
WOMEN 18+	400	202
WOMEN 12-24	300	194
WOMEN 18-24	100	196
WOMEN 25-34	100	203
WOMEN 25-49	100	205
WOMEN 35-44	100	194
WOMEN 45-49	100	186
WOMEN 50-54	100	181
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	300	194

HISPANIC	POPULATION	RANK
PERSONS 12+	74,900	57
MEN 18+	31,700	58
MEN 12-24	14,700	60
MEN 18-24	8,000	61
MEN 25-34	7,200	63
MEN 25-49	16,300	59
MEN 35-44	6,500	57
MEN 45-49	2,600	54
MEN 50-54	2,100	56
MEN 55-64	3,100	48
MEN 65+	2,200	48
WOMEN 18+	30,600	56
WOMEN 12-24	12,300	59
WOMEN 18-24	6,400	61
WOMEN 25-34	7,300	58
WOMEN 25-49	16,600	56
WOMEN 35-44	6,500	53
WOMEN 45-49	2,800	49
WOMEN 50-54	2,200	51
WOMEN 55-64	3,000	50
WOMEN 65+	2,400	48
TEENS 12-17	12,600	57

DMA MARKET POPULATION ESTIMATES

COLORADO SPRINGS-PUEBLO

TV DMA RANK

92

ALL	POPULATION	RANK
PERSONS 12+	706,100	94
MEN 18+	315,300	92
MEN 12-24	87,500	89
MEN 18-24	47,600	93
MEN 25-34	57,200	93
MEN 25-49	156,500	88
MEN 35-44	66,000	84
MEN 45-49	33,300	87
MEN 50-54	29,600	88
MEN 55-64	41,400	92
MEN 65+	40,200	102
WOMEN 18+	314,300	96
WOMEN 12-24	76,800	93
WOMEN 18-24	40,200	100
WOMEN 25-34	51,300	94
WOMEN 25-49	147,100	92
WOMEN 35-44	62,000	91
WOMEN 45-49	33,800	90
WOMEN 50-54	30,100	91
WOMEN 55-64	42,900	94
WOMEN 65+	54,000	105
TEENS 12-17	76,500	85

BLACK	POPULATION	RANK
PERSONS 12+	40,000	106
MEN 18+	19,800	104
MEN 12-24	7,200	100
MEN 18-24	4,300	96
MEN 25-34	5,000	95
MEN 25-49	11,600	96
MEN 35-44	4,800	95
MEN 45-49	1,800	103
MEN 50-54	1,100	110
MEN 55-64	1,700	108
MEN 65+	1,100	116
WOMEN 18+	14,500	110
WOMEN 12-24	5,700	106
WOMEN 18-24	2,900	107
WOMEN 25-34	3,100	111
WOMEN 25-49	7,700	110
WOMEN 35-44	3,400	107
WOMEN 45-49	1,200	113
WOMEN 50-54	1,000	112
WOMEN 55-64	1,700	109
WOMEN 65+	1,200	124
TEENS 12-17	5,700	103

HISPANIC	POPULATION	RANK
PERSONS 12+	122,800	43
MEN 18+	53,500	45
MEN 12-24	21,100	48
MEN 18-24	11,700	51
MEN 25-34	11,800	54
MEN 25-49	27,000	47
MEN 35-44	10,500	43
MEN 45-49	4,700	39
MEN 50-54	4,000	37
MEN 55-64	5,700	33
MEN 65+	5,100	31
WOMEN 18+	51,300	39
WOMEN 12-24	18,600	46
WOMEN 18-24	10,000	48
WOMEN 25-34	10,400	50
WOMEN 25-49	24,900	44
WOMEN 35-44	9,900	39
WOMEN 45-49	4,600	38
WOMEN 50-54	3,900	37
WOMEN 55-64	6,300	33
WOMEN 65+	6,200	30
TEENS 12-17	18,000	45

COLUMBIA, SC

TV DMA RANK

83

ALL	POPULATION	RANK
PERSONS 12+	822,100	82
MEN 18+	352,600	83
MEN 12-24	95,200	82
MEN 18-24	54,700	80
MEN 25-34	65,100	76
MEN 25-49	170,200	79
MEN 35-44	69,800	77
MEN 45-49	35,300	79
MEN 50-54	32,700	78
MEN 55-64	48,800	83
MEN 65+	46,200	94
WOMEN 18+	390,600	82
WOMEN 12-24	91,200	82
WOMEN 18-24	52,800	78
WOMEN 25-34	67,100	71
WOMEN 25-49	181,000	72
WOMEN 35-44	74,800	74
WOMEN 45-49	39,100	76
WOMEN 50-54	35,600	76
WOMEN 55-64	53,200	81
WOMEN 65+	68,000	90
TEENS 12-17	78,900	83

BLACK	POPULATION	RANK
PERSONS 12+	317,700	25
MEN 18+	126,800	25
MEN 12-24	42,400	25
MEN 18-24	23,400	21
MEN 25-34	25,200	26
MEN 25-49	65,200	26
MEN 35-44	27,000	25
MEN 45-49	13,000	25
MEN 50-54	10,600	23
MEN 55-64	14,500	24
MEN 65+	13,100	25
WOMEN 18+	153,200	25
WOMEN 12-24	43,700	23
WOMEN 18-24	25,000	23
WOMEN 25-34	29,300	25
WOMEN 25-49	76,400	25
WOMEN 35-44	31,800	24
WOMEN 45-49	15,300	24
WOMEN 50-54	12,500	22
WOMEN 55-64	17,500	24
WOMEN 65+	21,800	24
TEENS 12-17	37,700	26

HISPANIC	POPULATION	RANK
PERSONS 12+	21,000	110
MEN 18+	10,900	106
MEN 12-24	5,700	101
MEN 18-24	4,000	96
MEN 25-34	3,000	106
MEN 25-49	5,300	110
MEN 35-44	1,800	110
MEN 45-49	500	121
MEN 50-54	200	143
MEN 55-64	600	107
MEN 65+	800	86
WOMEN 18+	7,300	111
WOMEN 12-24	3,400	114
WOMEN 18-24	2,300	103
WOMEN 25-34	1,700	116
WOMEN 25-49	3,500	119
WOMEN 35-44	1,300	112
WOMEN 45-49	500	107
WOMEN 50-54	500	102
WOMEN 55-64	600	102
WOMEN 65+	400	105
TEENS 12-17	2,800	118

COLUMBIA-JEFFERSON CITY

TV DMA RANK

139

ALL	POPULATION	RANK
PERSONS 12+	375,800	137
MEN 18+	168,900	136
MEN 12-24	47,100	137
MEN 18-24	29,300	133
MEN 25-34	32,200	131
MEN 25-49	81,200	132
MEN 35-44	33,000	132
MEN 45-49	16,000	138
MEN 50-54	14,500	141
MEN 55-64	20,900	145
MEN 65+	23,000	151
WOMEN 18+	172,400	137
WOMEN 12-24	44,500	136
WOMEN 18-24	27,800	132
WOMEN 25-34	29,000	134
WOMEN 25-49	75,800	135
WOMEN 35-44	30,600	137
WOMEN 45-49	16,200	139
WOMEN 50-54	14,600	141
WOMEN 55-64	22,000	143
WOMEN 65+	32,200	151
TEENS 12-17	34,500	147

BLACK	POPULATION	RANK
PERSONS 12+	25,800	122
MEN 18+	13,100	117
MEN 12-24	5,200	113
MEN 18-24	3,600	107
MEN 25-34	3,200	112
MEN 25-49	7,200	115
MEN 35-44	3,100	114
MEN 45-49	900	125
MEN 50-54	900	116
MEN 55-64	600	140
MEN 65+	800	127
WOMEN 18+	10,000	123
WOMEN 12-24	3,700	118
WOMEN 18-24	2,600	111
WOMEN 25-34	1,900	121
WOMEN 25-49	4,900	124
WOMEN 35-44	2,200	118
WOMEN 45-49	800	124
WOMEN 50-54	600	127
WOMEN 55-64	700	132
WOMEN 65+	1,200	124
TEENS 12-17	2,700	126

HISPANIC	POPULATION	RANK
PERSONS 12+	5,300	169
MEN 18+	2,500	168
MEN 12-24	1,300	166
MEN 18-24	700	167
MEN 25-34	600	165
MEN 25-49	1,100	170
MEN 35-44	500	162
MEN 45-49		191
MEN 50-54	300	122
MEN 55-64	100	170
MEN 65+	300	141
WOMEN 18+	1,900	169
WOMEN 12-24	800	164
WOMEN 18-24	500	162
WOMEN 25-34	600	157
WOMEN 25-49	1,200	160
WOMEN 35-44	500	154
WOMEN 45-49	100	163
WOMEN 50-54		181
WOMEN 55-64	200	147
WOMEN 65+		174
TEENS 12-17	900	158

DMA MARKET POPULATION ESTIMATES

COLUMBUS, GA

TV DMA RANK 125

ALL	POPULATION	RANK
PERSONS 12+	455,900	128
MEN 18+	198,800	129
MEN 12-24	63,400	118
MEN 18-24	40,200	107
MEN 25-34	39,200	122
MEN 25-49	94,100	128
MEN 35-44	36,800	128
MEN 45-49	18,100	131
MEN 50-54	16,000	135
MEN 55-64	24,000	134
MEN 65+	24,500	145
WOMEN 18+	211,700	127
WOMEN 12-24	55,300	126
WOMEN 18-24	33,100	119
WOMEN 25-34	36,700	123
WOMEN 25-49	94,800	126
WOMEN 35-44	38,700	125
WOMEN 45-49	19,400	129
WOMEN 50-54	17,900	129
WOMEN 55-64	26,600	130
WOMEN 65+	39,300	134
TEENS 12-17	45,400	129

BLACK	POPULATION	RANK
PERSONS 12+	165,300	52
MEN 18+	65,900	53
MEN 12-24	22,100	53
MEN 18-24	12,000	53
MEN 25-34	14,300	52
MEN 25-49	34,700	52
MEN 35-44	13,700	55
MEN 45-49	6,700	51
MEN 50-54	5,100	52
MEN 55-64	7,400	51
MEN 65+	6,700	52
WOMEN 18+	78,900	51
WOMEN 12-24	22,200	53
WOMEN 18-24	11,800	53
WOMEN 25-34	15,100	52
WOMEN 25-49	38,900	50
WOMEN 35-44	16,100	50
WOMEN 45-49	7,700	51
WOMEN 50-54	6,400	50
WOMEN 55-64	9,100	50
WOMEN 65+	12,700	46
TEENS 12-17	20,500	53

HISPANIC	POPULATION	RANK
PERSONS 12+	12,300	132
MEN 18+	6,700	127
MEN 12-24	3,300	126
MEN 18-24	2,300	124
MEN 25-34	1,600	134
MEN 25-49	3,200	131
MEN 35-44	1,300	121
MEN 45-49	300	140
MEN 50-54	300	122
MEN 55-64	200	153
MEN 65+	700	94
WOMEN 18+	4,000	136
WOMEN 12-24	1,600	140
WOMEN 18-24	1,000	139
WOMEN 25-34	1,100	135
WOMEN 25-49	2,300	133
WOMEN 35-44	600	143
WOMEN 45-49	600	102
WOMEN 50-54	400	112
WOMEN 55-64	100	161
WOMEN 65+	200	126
TEENS 12-17	1,600	135

COLUMBUS, OH

TV DMA RANK 34

ALL	POPULATION	RANK
PERSONS 12+	1,826,800	35
MEN 18+	801,200	35
MEN 12-24	206,200	37
MEN 18-24	112,400	37
MEN 25-34	160,600	31
MEN 25-49	413,300	33
MEN 35-44	170,700	32
MEN 45-49	82,000	34
MEN 50-54	72,300	34
MEN 55-64	102,200	35
MEN 65+	101,000	41
WOMEN 18+	842,700	35
WOMEN 12-24	195,200	36
WOMEN 18-24	106,100	36
WOMEN 25-34	155,100	31
WOMEN 25-49	406,800	34
WOMEN 35-44	168,300	34
WOMEN 45-49	83,400	34
WOMEN 50-54	75,500	34
WOMEN 55-64	110,800	35
WOMEN 65+	143,500	41
TEENS 12-17	182,900	37

BLACK	POPULATION	RANK
PERSONS 12+	201,100	40
MEN 18+	85,800	37
MEN 12-24	26,400	48
MEN 18-24	13,600	45
MEN 25-34	20,800	30
MEN 25-49	49,700	31
MEN 35-44	20,700	33
MEN 45-49	8,200	42
MEN 50-54	6,200	45
MEN 55-64	8,900	44
MEN 65+	7,400	46
WOMEN 18+	90,400	44
WOMEN 12-24	24,400	49
WOMEN 18-24	12,300	49
WOMEN 25-34	20,500	35
WOMEN 25-49	49,800	39
WOMEN 35-44	20,200	40
WOMEN 45-49	9,100	43
WOMEN 50-54	7,100	45
WOMEN 55-64	10,400	44
WOMEN 65+	10,800	50
TEENS 12-17	24,900	47

HISPANIC	POPULATION	RANK
PERSONS 12+	31,300	87
MEN 18+	15,000	89
MEN 12-24	7,100	89
MEN 18-24	4,400	89
MEN 25-34	4,600	85
MEN 25-49	8,500	84
MEN 35-44	2,900	87
MEN 45-49	1,000	89
MEN 50-54	1,000	76
MEN 55-64	600	107
MEN 65+	500	112
WOMEN 18+	11,600	87
WOMEN 12-24	4,600	90
WOMEN 18-24	2,600	94
WOMEN 25-34	3,700	81
WOMEN 25-49	6,800	83
WOMEN 35-44	2,100	90
WOMEN 45-49	1,000	84
WOMEN 50-54	900	80
WOMEN 55-64	800	90
WOMEN 65+	500	97
TEENS 12-17	4,700	88

COLUMBUS-TUPELO-WEST POINT

TV DMA RANK 132

ALL	POPULATION	RANK
PERSONS 12+	407,200	132
MEN 18+	172,400	132
MEN 12-24	49,600	133
MEN 18-24	28,200	137
MEN 25-34	31,300	133
MEN 25-49	79,500	135
MEN 35-44	31,800	135
MEN 45-49	16,400	137
MEN 50-54	15,200	138
MEN 55-64	23,900	136
MEN 65+	25,600	140
WOMEN 18+	193,300	131
WOMEN 12-24	47,300	132
WOMEN 18-24	27,200	135
WOMEN 25-34	32,300	129
WOMEN 25-49	84,200	130
WOMEN 35-44	34,100	131
WOMEN 45-49	17,800	134
WOMEN 50-54	15,800	136
WOMEN 55-64	25,900	131
WOMEN 65+	40,200	128
TEENS 12-17	41,500	134

BLACK	POPULATION	RANK
PERSONS 12+	117,000	66
MEN 18+	44,600	70
MEN 12-24	16,700	66
MEN 18-24	8,600	66
MEN 25-34	9,000	70
MEN 25-49	22,900	68
MEN 35-44	9,200	69
MEN 45-49	4,700	67
MEN 50-54	3,500	67
MEN 55-64	4,300	74
MEN 65+	5,300	60
WOMEN 18+	56,700	62
WOMEN 12-24	18,000	59
WOMEN 18-24	10,400	57
WOMEN 25-34	11,300	60
WOMEN 25-49	27,900	62
WOMEN 35-44	11,400	63
WOMEN 45-49	5,200	64
WOMEN 50-54	4,100	65
WOMEN 55-64	5,600	66
WOMEN 65+	8,700	58
TEENS 12-17	15,700	63

HISPANIC	POPULATION	RANK
PERSONS 12+	5,700	166
MEN 18+	3,000	163
MEN 12-24	1,600	155
MEN 18-24	1,100	153
MEN 25-34	900	157
MEN 25-49	1,600	157
MEN 35-44	300	175
MEN 45-49	400	127
MEN 50-54	100	159
MEN 55-64	100	170
MEN 65+	100	179
WOMEN 18+	1,900	169
WOMEN 12-24	700	170
WOMEN 18-24	400	173
WOMEN 25-34	600	157
WOMEN 25-49	1,500	148
WOMEN 35-44	700	134
WOMEN 45-49	200	146
WOMEN 50-54		181
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17	800	162

DMA MARKET POPULATION ESTIMATES

CORPUS CHRISTI

TV DMA RANK 129

ALL	POPULATION	RANK
PERSONS 12+	458,900	127
MEN 18+	200,600	127
MEN 12-24	59,000	127
MEN 18-24	32,000	129
MEN 25-34	37,600	126
MEN 25-49	95,400	127
MEN 35-44	37,700	126
MEN 45-49	20,100	127
MEN 50-54	17,800	128
MEN 55-64	26,400	126
MEN 65+	29,000	129
WOMEN 18+	205,400	129
WOMEN 12-24	54,200	128
WOMEN 18-24	28,300	129
WOMEN 25-34	34,100	126
WOMEN 25-49	91,200	128
WOMEN 35-44	37,300	128
WOMEN 45-49	19,800	127
WOMEN 50-54	18,300	126
WOMEN 55-64	28,200	126
WOMEN 65+	39,400	133
TEENS 12-17	52,900	123

BLACK	POPULATION	RANK
PERSONS 12+	15,200	136
MEN 18+	8,200	135
MEN 12-24	2,800	138
MEN 18-24	1,900	134
MEN 25-34	2,300	128
MEN 25-49	4,400	137
MEN 35-44	1,400	142
MEN 45-49	700	135
MEN 50-54	400	138
MEN 55-64	700	133
MEN 65+	800	127
WOMEN 18+	5,300	139
WOMEN 12-24	1,400	149
WOMEN 18-24	600	157
WOMEN 25-34	1,100	135
WOMEN 25-49	2,400	139
WOMEN 35-44	900	143
WOMEN 45-49	400	141
WOMEN 50-54	400	137
WOMEN 55-64	900	125
WOMEN 65+	1,000	128
TEENS 12-17	1,700	137

HISPANIC	POPULATION	RANK
PERSONS 12+	262,400	26
MEN 18+	109,600	26
MEN 12-24	38,900	31
MEN 18-24	20,500	34
MEN 25-34	23,400	32
MEN 25-49	55,200	30
MEN 35-44	20,800	27
MEN 45-49	11,000	22
MEN 50-54	9,400	22
MEN 55-64	12,300	21
MEN 65+	12,200	19
WOMEN 18+	116,700	26
WOMEN 12-24	37,300	29
WOMEN 18-24	19,600	29
WOMEN 25-34	22,600	30
WOMEN 25-49	55,000	26
WOMEN 35-44	21,400	26
WOMEN 45-49	11,000	24
WOMEN 50-54	9,900	21
WOMEN 55-64	14,600	21
WOMEN 65+	17,600	18
TEENS 12-17	36,100	28

DALLAS-FT. WORTH

TV DMA RANK 7

ALL	POPULATION	RANK
PERSONS 12+	5,243,300	7
MEN 18+	2,316,300	6
MEN 12-24	614,800	5
MEN 18-24	324,200	5
MEN 25-34	495,000	5
MEN 25-49	1,261,200	6
MEN 35-44	524,200	6
MEN 45-49	242,000	7
MEN 50-54	202,900	8
MEN 55-64	285,100	8
MEN 65+	242,900	13
WOMEN 18+	2,358,100	7
WOMEN 12-24	577,600	5
WOMEN 18-24	299,300	5
WOMEN 25-34	467,700	6
WOMEN 25-49	1,213,100	6
WOMEN 35-44	505,100	8
WOMEN 45-49	240,300	8
WOMEN 50-54	209,000	8
WOMEN 55-64	301,400	8
WOMEN 65+	335,300	12
TEENS 12-17	568,900	5

BLACK	POPULATION	RANK
PERSONS 12+	683,900	10
MEN 18+	273,600	10
MEN 12-24	79,300	11
MEN 18-24	37,300	13
MEN 25-34	63,000	8
MEN 25-49	161,900	8
MEN 35-44	69,300	8
MEN 45-49	29,600	10
MEN 50-54	21,700	10
MEN 55-64	29,900	10
MEN 65+	22,800	11
WOMEN 18+	324,000	9
WOMEN 12-24	87,400	10
WOMEN 18-24	43,100	10
WOMEN 25-34	72,300	8
WOMEN 25-49	183,000	8
WOMEN 35-44	76,600	9
WOMEN 45-49	34,100	10
WOMEN 50-54	25,500	10
WOMEN 55-64	36,800	10
WOMEN 65+	35,600	12
TEENS 12-17	86,300	10

HISPANIC	POPULATION	RANK
PERSONS 12+	1,146,000	6
MEN 18+	534,200	6
MEN 12-24	227,200	5
MEN 18-24	131,800	5
MEN 25-34	163,200	5
MEN 25-49	320,600	6
MEN 35-44	116,300	6
MEN 45-49	41,100	6
MEN 50-54	29,000	8
MEN 55-64	34,000	8
MEN 65+	18,800	12
WOMEN 18+	435,000	7
WOMEN 12-24	179,400	5
WOMEN 18-24	98,000	5
WOMEN 25-34	126,600	6
WOMEN 25-49	253,900	6
WOMEN 35-44	92,400	7
WOMEN 45-49	34,900	8
WOMEN 50-54	26,800	8
WOMEN 55-64	34,200	9
WOMEN 65+	22,100	13
TEENS 12-17	176,800	5

DAVENPORT-R.ISLAND-MOLINE

TV DMA RANK 94

ALL	POPULATION	RANK
PERSONS 12+	657,000	99
MEN 18+	286,800	99
MEN 12-24	71,300	104
MEN 18-24	38,400	108
MEN 25-34	46,800	107
MEN 25-49	128,800	100
MEN 35-44	52,900	100
MEN 45-49	29,100	96
MEN 50-54	27,800	93
MEN 55-64	42,500	90
MEN 65+	49,300	87
WOMEN 18+	306,000	98
WOMEN 12-24	67,800	102
WOMEN 18-24	36,500	106
WOMEN 25-34	45,000	103
WOMEN 25-49	127,500	99
WOMEN 35-44	52,900	99
WOMEN 45-49	29,600	96
WOMEN 50-54	27,800	96
WOMEN 55-64	43,900	92
WOMEN 65+	70,300	88
TEENS 12-17	64,200	98

BLACK	POPULATION	RANK
PERSONS 12+	26,300	121
MEN 18+	11,900	121
MEN 12-24	4,600	119
MEN 18-24	2,400	125
MEN 25-34	2,900	120
MEN 25-49	6,700	119
MEN 35-44	2,500	123
MEN 45-49	1,300	113
MEN 50-54	900	116
MEN 55-64	1,000	121
MEN 65+	900	125
WOMEN 18+	10,900	119
WOMEN 12-24	3,600	119
WOMEN 18-24	2,300	115
WOMEN 25-34	2,300	116
WOMEN 25-49	5,400	117
WOMEN 35-44	1,900	124
WOMEN 45-49	1,200	113
WOMEN 50-54	800	116
WOMEN 55-64	1,200	119
WOMEN 65+	1,200	124
TEENS 12-17	3,500	117

HISPANIC	POPULATION	RANK
PERSONS 12+	31,900	86
MEN 18+	14,700	91
MEN 12-24	6,400	95
MEN 18-24	3,900	99
MEN 25-34	3,800	94
MEN 25-49	7,800	90
MEN 35-44	2,600	91
MEN 45-49	1,400	74
MEN 50-54	800	89
MEN 55-64	1,200	76
MEN 65+	1,000	74
WOMEN 18+	12,300	83
WOMEN 12-24	5,300	85
WOMEN 18-24	2,900	88
WOMEN 25-34	3,100	87
WOMEN 25-49	6,400	86
WOMEN 35-44	2,300	85
WOMEN 45-49	1,000	84
WOMEN 50-54	900	80
WOMEN 55-64	1,000	83
WOMEN 65+	1,100	70
TEENS 12-17	4,900	86

DMA MARKET POPULATION ESTIMATES

DAYTON

TV DMA RANK 56

ALL	POPULATION	RANK
PERSONS 12+	1,122,800	58
MEN 18+	481,000	60
MEN 12-24	126,400	59
MEN 18-24	67,700	61
MEN 25-34	79,800	64
MEN 25-49	220,600	62
MEN 35-44	92,000	61
MEN 45-49	48,800	58
MEN 50-54	45,400	60
MEN 55-64	69,700	59
MEN 65+	77,600	57
WOMEN 18+	528,000	58
WOMEN 12-24	122,300	56
WOMEN 18-24	67,200	55
WOMEN 25-34	80,600	62
WOMEN 25-49	226,200	59
WOMEN 35-44	94,700	59
WOMEN 45-49	50,900	58
WOMEN 50-54	48,000	58
WOMEN 55-64	74,800	58
WOMEN 65+	111,800	55
TEENS 12-17	113,800	57

DENVER

TV DMA RANK 18

ALL	POPULATION	RANK
PERSONS 12+	3,114,900	19
MEN 18+	1,405,200	17
MEN 12-24	354,300	18
MEN 18-24	194,100	16
MEN 25-34	291,600	15
MEN 25-49	738,500	16
MEN 35-44	296,700	16
MEN 45-49	150,200	16
MEN 50-54	134,900	16
MEN 55-64	183,100	18
MEN 65+	154,600	23
WOMEN 18+	1,397,700	19
WOMEN 12-24	328,900	18
WOMEN 18-24	177,100	17
WOMEN 25-34	260,900	16
WOMEN 25-49	695,200	16
WOMEN 35-44	285,100	17
WOMEN 45-49	149,200	17
WOMEN 50-54	135,600	18
WOMEN 55-64	185,700	20
WOMEN 65+	204,100	25
TEENS 12-17	312,000	18

DES MOINES-AMES

TV DMA RANK 73

ALL	POPULATION	RANK
PERSONS 12+	888,000	73
MEN 18+	389,500	73
MEN 12-24	102,700	76
MEN 18-24	58,800	74
MEN 25-34	67,400	74
MEN 25-49	180,500	72
MEN 35-44	74,100	72
MEN 45-49	39,000	72
MEN 50-54	36,200	73
MEN 55-64	52,000	78
MEN 65+	62,000	72
WOMEN 18+	413,700	73
WOMEN 12-24	95,100	78
WOMEN 18-24	54,200	76
WOMEN 25-34	65,300	73
WOMEN 25-49	178,800	76
WOMEN 35-44	74,300	76
WOMEN 45-49	39,200	75
WOMEN 50-54	36,300	75
WOMEN 55-64	54,700	79
WOMEN 65+	89,700	69
TEENS 12-17	84,800	78

BLACK	POPULATION	RANK
PERSONS 12+	117,800	65
MEN 18+	46,500	66
MEN 12-24	15,800	69
MEN 18-24	8,200	69
MEN 25-34	8,500	73
MEN 25-49	22,000	72
MEN 35-44	9,100	70
MEN 45-49	4,400	66
MEN 50-54	3,700	64
MEN 55-64	6,100	59
MEN 65+	6,500	54
WOMEN 18+	56,500	63
WOMEN 12-24	16,300	66
WOMEN 18-24	9,100	63
WOMEN 25-34	9,800	70
WOMEN 25-49	26,100	68
WOMEN 35-44	10,600	67
WOMEN 45-49	5,700	56
WOMEN 50-54	4,700	57
WOMEN 55-64	7,500	56
WOMEN 65+	9,100	56
TEENS 12-17	14,800	69

BLACK	POPULATION	RANK
PERSONS 12+	121,100	62
MEN 18+	55,400	58
MEN 12-24	14,700	71
MEN 18-24	7,200	73
MEN 25-34	12,900	55
MEN 25-49	32,800	56
MEN 35-44	14,000	52
MEN 45-49	5,900	56
MEN 50-54	4,900	54
MEN 55-64	6,300	56
MEN 65+	4,200	70
WOMEN 18+	51,300	67
WOMEN 12-24	13,700	73
WOMEN 18-24	6,800	73
WOMEN 25-34	11,000	64
WOMEN 25-49	28,400	60
WOMEN 35-44	12,100	59
WOMEN 45-49	5,300	62
WOMEN 50-54	4,200	63
WOMEN 55-64	6,600	60
WOMEN 65+	5,300	77
TEENS 12-17	14,400	70

BLACK	POPULATION	RANK
PERSONS 12+	21,300	126
MEN 18+	9,800	128
MEN 12-24	3,900	125
MEN 18-24	2,500	120
MEN 25-34	1,900	137
MEN 25-49	5,000	131
MEN 35-44	1,900	134
MEN 45-49	1,200	117
MEN 50-54	600	129
MEN 55-64	1,000	121
MEN 65+	700	132
WOMEN 18+	8,400	128
WOMEN 12-24	3,200	125
WOMEN 18-24	1,500	128
WOMEN 25-34	1,800	123
WOMEN 25-49	4,300	126
WOMEN 35-44	1,800	126
WOMEN 45-49	700	127
WOMEN 50-54	700	121
WOMEN 55-64	900	125
WOMEN 65+	1,000	128
TEENS 12-17	3,100	120

HISPANIC	POPULATION	RANK
PERSONS 12+	12,100	133
MEN 18+	5,500	141
MEN 12-24	2,300	145
MEN 18-24	1,500	144
MEN 25-34	1,500	140
MEN 25-49	2,700	138
MEN 35-44	900	138
MEN 45-49	300	140
MEN 50-54	300	122
MEN 55-64	300	134
MEN 65+	700	94
WOMEN 18+	4,700	129
WOMEN 12-24	2,100	132
WOMEN 18-24	1,000	139
WOMEN 25-34	1,200	133
WOMEN 25-49	2,600	127
WOMEN 35-44	1,000	127
WOMEN 45-49	400	119
WOMEN 50-54	500	102
WOMEN 55-64	200	147
WOMEN 65+	400	105
TEENS 12-17	1,900	129

HISPANIC	POPULATION	RANK
PERSONS 12+	543,100	16
MEN 18+	247,400	14
MEN 12-24	96,100	15
MEN 18-24	56,000	15
MEN 25-34	70,800	14
MEN 25-49	139,800	14
MEN 35-44	49,600	14
MEN 45-49	19,400	16
MEN 50-54	16,600	15
MEN 55-64	21,600	16
MEN 65+	13,400	18
WOMEN 18+	219,000	16
WOMEN 12-24	81,400	14
WOMEN 18-24	44,800	14
WOMEN 25-34	57,800	14
WOMEN 25-49	120,300	15
WOMEN 35-44	44,100	17
WOMEN 45-49	18,400	16
WOMEN 50-54	16,400	16
WOMEN 55-64	21,000	16
WOMEN 65+	16,500	19
TEENS 12-17	76,700	15

HISPANIC	POPULATION	RANK
PERSONS 12+	27,800	94
MEN 18+	13,500	97
MEN 12-24	6,800	92
MEN 18-24	4,100	94
MEN 25-34	3,900	91
MEN 25-49	7,100	95
MEN 35-44	2,500	94
MEN 45-49	700	103
MEN 50-54	700	92
MEN 55-64	700	97
MEN 65+	900	81
WOMEN 18+	9,700	94
WOMEN 12-24	4,500	91
WOMEN 18-24	2,600	94
WOMEN 25-34	2,900	90
WOMEN 25-49	5,700	91
WOMEN 35-44	2,100	90
WOMEN 45-49	700	97
WOMEN 50-54	600	93
WOMEN 55-64	500	111
WOMEN 65+	300	115
TEENS 12-17	4,600	90

DMA MARKET POPULATION ESTIMATES

DETROIT

TV DMA RANK 10

ALL	POPULATION	RANK
PERSONS 12+	4,203,500	11
MEN 18+	1,808,700	11
MEN 12-24	458,300	11
MEN 18-24	234,500	11
MEN 25-34	323,600	12
MEN 25-49	905,800	11
MEN 35-44	388,100	11
MEN 45-49	194,100	11
MEN 50-54	174,600	11
MEN 55-64	249,200	11
MEN 65+	244,600	12
WOMEN 18+	1,957,300	11
WOMEN 12-24	439,900	11
WOMEN 18-24	226,200	11
WOMEN 25-34	326,800	11
WOMEN 25-49	924,800	11
WOMEN 35-44	396,300	11
WOMEN 45-49	201,700	11
WOMEN 50-54	183,900	11
WOMEN 55-64	267,300	10
WOMEN 65+	355,100	8
TEENS 12-17	437,500	11

BLACK	POPULATION	RANK
PERSONS 12+	873,900	7
MEN 18+	343,300	7
MEN 12-24	109,400	7
MEN 18-24	53,700	7
MEN 25-34	67,400	7
MEN 25-49	176,800	7
MEN 35-44	72,900	7
MEN 45-49	36,500	7
MEN 50-54	32,000	7
MEN 55-64	42,300	7
MEN 65+	38,500	6
WOMEN 18+	419,600	7
WOMEN 12-24	113,100	7
WOMEN 18-24	57,800	7
WOMEN 25-34	80,400	7
WOMEN 25-49	212,500	7
WOMEN 35-44	87,700	7
WOMEN 45-49	44,400	7
WOMEN 50-54	38,300	7
WOMEN 55-64	52,100	7
WOMEN 65+	58,900	6
TEENS 12-17	111,000	7

HISPANIC	POPULATION	RANK
PERSONS 12+	125,000	41
MEN 18+	56,300	42
MEN 12-24	25,200	44
MEN 18-24	14,800	44
MEN 25-34	14,000	46
MEN 25-49	29,400	44
MEN 35-44	11,100	41
MEN 45-49	4,300	42
MEN 50-54	3,800	39
MEN 55-64	4,700	39
MEN 65+	3,600	38
WOMEN 18+	49,200	41
WOMEN 12-24	19,800	45
WOMEN 18-24	10,700	45
WOMEN 25-34	12,200	42
WOMEN 25-49	26,500	38
WOMEN 35-44	10,200	38
WOMEN 45-49	4,100	40
WOMEN 50-54	3,100	42
WOMEN 55-64	4,700	39
WOMEN 65+	4,200	39
TEENS 12-17	19,500	42

DOTHAN

TV DMA RANK 172

ALL	POPULATION	RANK
PERSONS 12+	203,400	176
MEN 18+	86,600	179
MEN 12-24	22,400	182
MEN 18-24	11,600	186
MEN 25-34	15,200	175
MEN 25-49	40,200	176
MEN 35-44	16,500	176
MEN 45-49	8,500	176
MEN 50-54	7,800	178
MEN 55-64	12,900	171
MEN 65+	14,100	175
WOMEN 18+	95,900	174
WOMEN 12-24	21,000	182
WOMEN 18-24	10,900	186
WOMEN 25-34	15,400	172
WOMEN 25-49	41,900	174
WOMEN 35-44	17,300	175
WOMEN 45-49	9,200	175
WOMEN 50-54	8,500	175
WOMEN 55-64	13,800	174
WOMEN 65+	20,800	172
TEENS 12-17	20,900	177

BLACK	POPULATION	RANK
PERSONS 12+	45,200	103
MEN 18+	17,200	109
MEN 12-24	6,300	109
MEN 18-24	3,200	111
MEN 25-34	3,100	113
MEN 25-49	8,600	111
MEN 35-44	3,800	108
MEN 45-49	1,700	105
MEN 50-54	1,400	104
MEN 55-64	1,900	104
MEN 65+	2,100	96
WOMEN 18+	21,800	101
WOMEN 12-24	6,700	102
WOMEN 18-24	3,600	100
WOMEN 25-34	3,900	103
WOMEN 25-49	10,500	100
WOMEN 35-44	4,500	97
WOMEN 45-49	2,100	99
WOMEN 50-54	1,500	103
WOMEN 55-64	2,600	97
WOMEN 65+	3,600	90
TEENS 12-17	6,200	99

HISPANIC	POPULATION	RANK
PERSONS 12+	3,900	176
MEN 18+	1,900	177
MEN 12-24	1,000	173
MEN 18-24	600	173
MEN 25-34	400	178
MEN 25-49	800	181
MEN 35-44	300	175
MEN 45-49	100	165
MEN 50-54	100	159
MEN 55-64	100	170
MEN 65+	300	141
WOMEN 18+	1,400	175
WOMEN 12-24	500	183
WOMEN 18-24	300	182
WOMEN 25-34	400	171
WOMEN 25-49	800	175
WOMEN 35-44	400	157
WOMEN 45-49	100	186
WOMEN 50-54	100	157
WOMEN 55-64	200	147
WOMEN 65+	100	174
TEENS 12-17	600	175

DULUTH-SUPERIOR

TV DMA RANK 136

ALL	POPULATION	RANK
PERSONS 12+	368,800	139
MEN 18+	164,700	139
MEN 12-24	41,500	144
MEN 18-24	23,900	140
MEN 25-34	24,400	146
MEN 25-49	69,000	144
MEN 35-44	27,500	145
MEN 45-49	17,100	136
MEN 50-54	16,900	129
MEN 55-64	24,700	132
MEN 65+	30,200	127
WOMEN 18+	170,500	139
WOMEN 12-24	38,400	147
WOMEN 18-24	22,400	139
WOMEN 25-34	22,700	147
WOMEN 25-49	67,300	144
WOMEN 35-44	27,400	144
WOMEN 45-49	17,200	136
WOMEN 50-54	15,900	134
WOMEN 55-64	24,300	137
WOMEN 65+	40,600	126
TEENS 12-17	33,600	149

BLACK	POPULATION	RANK
PERSONS 12+	3,900	176
MEN 18+	2,700	171
MEN 12-24	1,200	166
MEN 18-24	900	164
MEN 25-34	1,100	157
MEN 25-49	1,500	169
MEN 35-44	300	182
MEN 45-49	100	178
MEN 50-54	100	196
MEN 55-64	200	164
MEN 65+	100	173
WOMEN 18+	800	183
WOMEN 12-24	400	179
WOMEN 18-24	300	173
WOMEN 25-34	200	180
WOMEN 25-49	300	186
WOMEN 35-44	100	183
WOMEN 45-49	100	185
WOMEN 50-54	100	167
WOMEN 55-64	100	184
WOMEN 65+	100	172
TEENS 12-17	400	181

HISPANIC	POPULATION	RANK
PERSONS 12+	2,900	186
MEN 18+	1,300	187
MEN 12-24	700	184
MEN 18-24	300	189
MEN 25-34	300	186
MEN 25-49	400	195
MEN 35-44	100	193
MEN 45-49	100	191
MEN 50-54	100	159
MEN 55-64	100	170
MEN 65+	400	122
WOMEN 18+	1,000	186
WOMEN 12-24	600	174
WOMEN 18-24	400	173
WOMEN 25-34	300	183
WOMEN 25-49	400	193
WOMEN 35-44	100	194
WOMEN 45-49	100	186
WOMEN 50-54	100	181
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	600	175

DMA MARKET POPULATION ESTIMATES

EL PASO (LAS CRUCES)

TV DMA RANK	100	
ALL	POPULATION	RANK
PERSONS 12+	727,900	91
MEN 18+	300,600	94
MEN 12-24	100,500	79
MEN 18-24	53,500	83
MEN 25-34	60,000	83
MEN 25-49	146,800	93
MEN 35-44	58,500	93
MEN 45-49	28,300	97
MEN 50-54	25,000	100
MEN 55-64	35,200	104
MEN 65+	40,100	103
WOMEN 18+	335,100	92
WOMEN 12-24	95,700	77
WOMEN 18-24	50,500	82
WOMEN 25-34	62,600	76
WOMEN 25-49	159,800	85
WOMEN 35-44	64,600	86
WOMEN 45-49	32,600	91
WOMEN 50-54	28,300	94
WOMEN 55-64	41,000	98
WOMEN 65+	55,500	103
TEENS 12-17	92,200	70

ELMIRA (CORNING)

TV DMA RANK	173	
ALL	POPULATION	RANK
PERSONS 12+	214,400	173
MEN 18+	93,700	173
MEN 12-24	24,000	180
MEN 18-24	12,900	180
MEN 25-34	14,600	181
MEN 25-49	41,400	175
MEN 35-44	17,400	173
MEN 45-49	9,400	171
MEN 50-54	9,000	168
MEN 55-64	13,800	170
MEN 65+	16,600	166
WOMEN 18+	99,000	172
WOMEN 12-24	22,600	180
WOMEN 18-24	12,000	183
WOMEN 25-34	14,100	180
WOMEN 25-49	41,200	176
WOMEN 35-44	17,400	174
WOMEN 45-49	9,700	171
WOMEN 50-54	9,100	169
WOMEN 55-64	14,200	171
WOMEN 65+	22,500	166
TEENS 12-17	21,700	174

ERIE

TV DMA RANK	142	
ALL	POPULATION	RANK
PERSONS 12+	350,900	141
MEN 18+	151,800	142
MEN 12-24	41,100	147
MEN 18-24	23,000	142
MEN 25-34	24,200	148
MEN 25-49	67,300	146
MEN 35-44	27,700	144
MEN 45-49	15,400	140
MEN 50-54	14,500	141
MEN 55-64	21,400	141
MEN 65+	25,600	140
WOMEN 18+	164,000	141
WOMEN 12-24	38,800	145
WOMEN 18-24	21,800	143
WOMEN 25-34	24,000	145
WOMEN 25-49	68,100	141
WOMEN 35-44	28,200	141
WOMEN 45-49	15,900	140
WOMEN 50-54	15,000	140
WOMEN 55-64	22,500	142
WOMEN 65+	36,600	141
TEENS 12-17	35,100	146

BLACK	POPULATION	RANK
PERSONS 12+	14,900	139
MEN 18+	7,700	140
MEN 12-24	2,600	140
MEN 18-24	1,600	140
MEN 25-34	1,800	138
MEN 25-49	4,100	139
MEN 35-44	1,700	140
MEN 45-49	600	139
MEN 50-54	600	129
MEN 55-64	700	133
MEN 65+	700	132
WOMEN 18+	5,400	138
WOMEN 12-24	1,700	140
WOMEN 18-24	900	141
WOMEN 25-34	1,100	135
WOMEN 25-49	2,700	137
WOMEN 35-44	1,200	135
WOMEN 45-49	400	141
WOMEN 50-54	400	137
WOMEN 55-64	700	132
WOMEN 65+	700	133
TEENS 12-17	1,800	136

BLACK	POPULATION	RANK
PERSONS 12+	8,000	159
MEN 18+	4,500	158
MEN 12-24	1,900	155
MEN 18-24	1,100	155
MEN 25-34	1,200	153
MEN 25-49	2,400	160
MEN 35-44	900	157
MEN 45-49	300	159
MEN 50-54	300	148
MEN 55-64	300	154
MEN 65+	400	146
WOMEN 18+	2,400	160
WOMEN 12-24	700	165
WOMEN 18-24	400	165
WOMEN 25-34	600	154
WOMEN 25-49	1,200	160
WOMEN 35-44	400	161
WOMEN 45-49	200	153
WOMEN 50-54	100	167
WOMEN 55-64	300	149
WOMEN 65+	400	146
TEENS 12-17	1,100	156

BLACK	POPULATION	RANK
PERSONS 12+	16,000	134
MEN 18+	6,900	144
MEN 12-24	3,100	134
MEN 18-24	1,800	136
MEN 25-34	1,500	148
MEN 25-49	3,400	146
MEN 35-44	1,200	147
MEN 45-49	700	135
MEN 50-54	500	135
MEN 55-64	600	140
MEN 65+	600	138
WOMEN 18+	6,700	131
WOMEN 12-24	2,500	130
WOMEN 18-24	1,400	130
WOMEN 25-34	1,400	130
WOMEN 25-49	3,400	132
WOMEN 35-44	1,400	130
WOMEN 45-49	600	134
WOMEN 50-54	500	133
WOMEN 55-64	600	138
WOMEN 65+	800	132
TEENS 12-17	2,400	128

HISPANIC	POPULATION	RANK
PERSONS 12+	562,500	14
MEN 18+	223,400	16
MEN 12-24	83,000	17
MEN 18-24	43,100	18
MEN 25-34	47,700	17
MEN 25-49	113,300	18
MEN 35-44	44,800	17
MEN 45-49	20,800	15
MEN 50-54	17,200	14
MEN 55-64	24,100	12
MEN 65+	25,700	10
WOMEN 18+	260,500	14
WOMEN 12-24	81,000	15
WOMEN 18-24	42,300	15
WOMEN 25-34	52,500	15
WOMEN 25-49	129,600	14
WOMEN 35-44	51,900	14
WOMEN 45-49	25,200	11
WOMEN 50-54	21,200	10
WOMEN 55-64	30,300	11
WOMEN 65+	37,100	7
TEENS 12-17	78,600	14

HISPANIC	POPULATION	RANK
PERSONS 12+	3,300	182
MEN 18+	1,800	179
MEN 12-24	800	181
MEN 18-24	500	180
MEN 25-34	600	165
MEN 25-49	1,000	175
MEN 35-44	400	169
MEN 45-49		191
MEN 50-54	100	159
MEN 55-64	100	170
MEN 65+	100	179
WOMEN 18+	900	189
WOMEN 12-24	500	183
WOMEN 18-24	200	190
WOMEN 25-34	300	183
WOMEN 25-49	500	186
WOMEN 35-44	200	181
WOMEN 45-49		186
WOMEN 50-54		181
WOMEN 55-64	200	147
WOMEN 65+		174
TEENS 12-17	600	175

HISPANIC	POPULATION	RANK
PERSONS 12+	5,200	170
MEN 18+	2,400	171
MEN 12-24	1,100	170
MEN 18-24	700	167
MEN 25-34	700	161
MEN 25-49	1,100	170
MEN 35-44	300	175
MEN 45-49	100	165
MEN 50-54	200	143
MEN 55-64	300	134
MEN 65+	100	179
WOMEN 18+	2,000	167
WOMEN 12-24	900	161
WOMEN 18-24	500	162
WOMEN 25-34	500	163
WOMEN 25-49	1,100	165
WOMEN 35-44	400	157
WOMEN 45-49	200	146
WOMEN 50-54	200	137
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	800	162

DMA MARKET POPULATION ESTIMATES

EUGENE

TV DMA RANK 120

ALL	POPULATION	RANK
PERSONS 12+	505,700	124
MEN 18+	224,700	122
MEN 12-24	57,300	128
MEN 18-24	34,300	122
MEN 25-34	38,800	123
MEN 25-49	96,900	126
MEN 35-44	37,100	127
MEN 45-49	21,000	126
MEN 50-54	21,900	115
MEN 55-64	34,000	110
MEN 65+	37,600	108
WOMEN 18+	236,200	121
WOMEN 12-24	55,000	127
WOMEN 18-24	33,200	117
WOMEN 25-34	36,200	124
WOMEN 25-49	96,400	125
WOMEN 35-44	37,700	126
WOMEN 45-49	22,500	121
WOMEN 50-54	22,900	112
WOMEN 55-64	35,300	114
WOMEN 65+	48,400	116
TEENS 12-17	44,800	131

BLACK	POPULATION	RANK
PERSONS 12+	4,500	171
MEN 18+	2,300	173
MEN 12-24	900	177
MEN 18-24	700	168
MEN 25-34	500	177
MEN 25-49	1,100	177
MEN 35-44	400	174
MEN 45-49	200	166
MEN 50-54	100	173
MEN 55-64	300	154
MEN 65+	100	173
WOMEN 18+	1,600	170
WOMEN 12-24	800	164
WOMEN 18-24	400	165
WOMEN 25-34	400	163
WOMEN 25-49	900	169
WOMEN 35-44	300	168
WOMEN 45-49	200	153
WOMEN 50-54	100	167
WOMEN 55-64	100	170
WOMEN 65+	100	172
TEENS 12-17	600	170

HISPANIC	POPULATION	RANK
PERSONS 12+	20,900	112
MEN 18+	9,600	115
MEN 12-24	4,700	113
MEN 18-24	3,000	114
MEN 25-34	3,100	105
MEN 25-49	5,200	111
MEN 35-44	1,600	114
MEN 45-49	500	121
MEN 50-54	500	104
MEN 55-64	500	117
MEN 65+	400	122
WOMEN 18+	8,200	107
WOMEN 12-24	3,700	109
WOMEN 18-24	2,300	103
WOMEN 25-34	2,200	106
WOMEN 25-49	4,200	107
WOMEN 35-44	1,300	112
WOMEN 45-49	700	97
WOMEN 50-54	500	102
WOMEN 55-64	600	102
WOMEN 65+	600	91
TEENS 12-17	3,100	110

EUREKA

TV DMA RANK 192

ALL	POPULATION	RANK
PERSONS 12+	135,100	192
MEN 18+	61,200	189
MEN 12-24	15,900	191
MEN 18-24	9,200	189
MEN 25-34	12,500	186
MEN 25-49	29,100	188
MEN 35-44	10,800	190
MEN 45-49	5,800	192
MEN 50-54	5,900	187
MEN 55-64	8,400	190
MEN 65+	8,600	191
WOMEN 18+	61,000	192
WOMEN 12-24	15,300	190
WOMEN 18-24	9,100	188
WOMEN 25-34	10,100	188
WOMEN 25-49	25,900	192
WOMEN 35-44	9,800	193
WOMEN 45-49	6,000	191
WOMEN 50-54	6,000	188
WOMEN 55-64	8,700	190
WOMEN 65+	11,300	195
TEENS 12-17	12,900	190

BLACK	POPULATION	RANK
PERSONS 12+	2,800	186
MEN 18+	1,900	180
MEN 12-24	600	182
MEN 18-24	500	179
MEN 25-34	600	173
MEN 25-49	1,200	175
MEN 35-44	500	168
MEN 45-49	100	178
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	190	190
WOMEN 18+	600	187
WOMEN 12-24	400	179
WOMEN 18-24	200	179
WOMEN 25-34	100	185
WOMEN 25-49	200	190
WOMEN 35-44	100	183
WOMEN 45-49	100	185
WOMEN 50-54	100	167
WOMEN 55-64	100	184
WOMEN 65+	100	172
TEENS 12-17	300	186

HISPANIC	POPULATION	RANK
PERSONS 12+	11,400	137
MEN 18+	5,800	136
MEN 12-24	2,500	140
MEN 18-24	1,600	138
MEN 25-34	2,000	125
MEN 25-49	3,400	130
MEN 35-44	1,100	130
MEN 45-49	300	140
MEN 50-54	300	122
MEN 55-64	300	134
MEN 65+	200	160
WOMEN 18+	3,900	137
WOMEN 12-24	2,000	134
WOMEN 18-24	1,200	135
WOMEN 25-34	1,000	137
WOMEN 25-49	1,900	138
WOMEN 35-44	700	134
WOMEN 45-49	200	146
WOMEN 50-54	300	127
WOMEN 55-64	300	127
WOMEN 65+	200	126
TEENS 12-17	1,700	132

EVANSVILLE

TV DMA RANK 99

ALL	POPULATION	RANK
PERSONS 12+	613,500	100
MEN 18+	266,000	102
MEN 12-24	65,600	113
MEN 18-24	35,700	116
MEN 25-34	44,200	113
MEN 25-49	123,300	104
MEN 35-44	51,200	104
MEN 45-49	27,900	98
MEN 50-54	25,900	97
MEN 55-64	38,600	96
MEN 65+	42,500	99
WOMEN 18+	288,800	100
WOMEN 12-24	63,300	111
WOMEN 18-24	34,500	112
WOMEN 25-34	43,700	105
WOMEN 25-49	123,700	101
WOMEN 35-44	51,700	100
WOMEN 45-49	28,300	97
WOMEN 50-54	26,100	100
WOMEN 55-64	41,100	97
WOMEN 65+	63,400	96
TEENS 12-17	58,700	104

BLACK	POPULATION	RANK
PERSONS 12+	26,500	119
MEN 18+	11,900	121
MEN 12-24	3,800	127
MEN 18-24	2,300	128
MEN 25-34	2,200	131
MEN 25-49	5,800	125
MEN 35-44	2,400	125
MEN 45-49	1,200	117
MEN 50-54	700	123
MEN 55-64	1,600	111
MEN 65+	1,500	108
WOMEN 18+	11,600	114
WOMEN 12-24	3,500	120
WOMEN 18-24	2,000	120
WOMEN 25-34	1,800	123
WOMEN 25-49	5,400	117
WOMEN 35-44	2,500	115
WOMEN 45-49	1,100	118
WOMEN 50-54	700	121
WOMEN 55-64	1,500	112
WOMEN 65+	2,000	108
TEENS 12-17	3,000	123

HISPANIC	POPULATION	RANK
PERSONS 12+	7,000	157
MEN 18+	4,000	153
MEN 12-24	1,800	152
MEN 18-24	1,400	146
MEN 25-34	600	165
MEN 25-49	1,800	155
MEN 35-44	700	148
MEN 45-49	500	121
MEN 50-54	300	122
MEN 55-64	100	170
MEN 65+	400	122
WOMEN 18+	2,300	159
WOMEN 12-24	1,000	157
WOMEN 18-24	700	152
WOMEN 25-34	700	154
WOMEN 25-49	1,300	158
WOMEN 35-44	200	181
WOMEN 45-49	400	119
WOMEN 50-54	100	181
WOMEN 55-64	300	127
WOMEN 65+	700	174
TEENS 12-17	700	170

DMA MARKET POPULATION ESTIMATES

FAIRBANKS

TV DMA RANK 204

ALL	POPULATION	RANK
PERSONS 12+	68,500	204
MEN 18+	31,600	202
MEN 12-24	10,000	202
MEN 18-24	5,600	202
MEN 25-34	6,400	202
MEN 25-49	16,200	202
MEN 35-44	6,500	202
MEN 45-49	3,300	202
MEN 50-54	3,300	202
MEN 55-64	4,200	203
MEN 65+	2,300	208
WOMEN 18+	28,400	205
WOMEN 12-24	8,300	202
WOMEN 18-24	4,200	204
WOMEN 25-34	5,600	202
WOMEN 25-49	15,100	202
WOMEN 35-44	6,200	202
WOMEN 45-49	3,300	202
WOMEN 50-54	3,000	202
WOMEN 55-64	3,700	206
WOMEN 65+	2,400	208
TEENS 12-17	8,500	202

FARGO-VALLEY CITY

TV DMA RANK 118

ALL	POPULATION	RANK
PERSONS 12+	502,700	125
MEN 18+	225,500	121
MEN 12-24	62,900	120
MEN 18-24	38,300	109
MEN 25-34	37,800	124
MEN 25-49	99,200	124
MEN 35-44	39,000	125
MEN 45-49	22,400	120
MEN 50-54	21,100	120
MEN 55-64	29,500	121
MEN 65+	37,400	110
WOMEN 18+	228,700	123
WOMEN 12-24	59,200	119
WOMEN 18-24	35,300	110
WOMEN 25-34	33,900	127
WOMEN 25-49	93,200	127
WOMEN 35-44	37,500	127
WOMEN 45-49	21,800	124
WOMEN 50-54	19,600	124
WOMEN 55-64	29,200	124
WOMEN 65+	51,400	111
TEENS 12-17	48,500	126

FLINT-SAGINAW-BAY CITY

TV DMA RANK 65

ALL	POPULATION	RANK
PERSONS 12+	1,024,600	66
MEN 18+	439,900	66
MEN 12-24	118,700	64
MEN 18-24	64,100	66
MEN 25-34	72,600	68
MEN 25-49	201,400	66
MEN 35-44	83,800	67
MEN 45-49	45,000	65
MEN 50-54	41,600	64
MEN 55-64	63,000	65
MEN 65+	69,800	64
WOMEN 18+	479,000	66
WOMEN 12-24	115,200	62
WOMEN 18-24	64,100	59
WOMEN 25-34	73,200	67
WOMEN 25-49	207,400	66
WOMEN 35-44	87,200	65
WOMEN 45-49	47,000	66
WOMEN 50-54	43,600	65
WOMEN 55-64	67,500	66
WOMEN 65+	96,400	67
TEENS 12-17	105,700	64

BLACK	POPULATION	RANK
PERSONS 12+	4,600	170
MEN 18+	2,100	175
MEN 12-24	1,000	172
MEN 18-24	600	174
MEN 25-34	600	173
MEN 25-49	1,100	177
MEN 35-44	400	174
MEN 45-49	100	178
MEN 50-54	100	173
MEN 55-64	200	164
MEN 65+	100	173
WOMEN 18+	1,800	168
WOMEN 12-24	700	165
WOMEN 18-24	400	165
WOMEN 25-34	500	159
WOMEN 25-49	1,100	163
WOMEN 35-44	400	161
WOMEN 45-49	200	153
WOMEN 50-54	100	167
WOMEN 55-64	100	170
WOMEN 65+	100	172
TEENS 12-17	700	166

BLACK	POPULATION	RANK
PERSONS 12+	3,800	177
MEN 18+	2,100	175
MEN 12-24	1,000	172
MEN 18-24	700	168
MEN 25-34	900	163
MEN 25-49	1,300	173
MEN 35-44	300	182
MEN 45-49	100	178
MEN 50-54	100	173
MEN 55-64	195	195
MEN 65+	190	190
WOMEN 18+	1,200	179
WOMEN 12-24	600	170
WOMEN 18-24	400	165
WOMEN 25-34	500	159
WOMEN 25-49	700	171
WOMEN 35-44	100	183
WOMEN 45-49	100	165
WOMEN 50-54	100	167
WOMEN 55-64	184	184
WOMEN 65+	186	186
TEENS 12-17	500	173

BLACK	POPULATION	RANK
PERSONS 12+	110,800	70
MEN 18+	44,000	71
MEN 12-24	16,200	68
MEN 18-24	8,200	69
MEN 25-34	8,600	72
MEN 25-49	21,300	73
MEN 35-44	8,400	74
MEN 45-49	4,300	68
MEN 50-54	3,800	63
MEN 55-64	5,600	62
MEN 65+	5,100	62
WOMEN 18+	51,300	67
WOMEN 12-24	16,100	68
WOMEN 18-24	8,600	68
WOMEN 25-34	9,500	71
WOMEN 25-49	25,400	69
WOMEN 35-44	10,300	68
WOMEN 45-49	5,600	58
WOMEN 50-54	4,600	59
WOMEN 55-64	6,500	61
WOMEN 65+	6,200	69
TEENS 12-17	15,500	65

HISPANIC	POPULATION	RANK
PERSONS 12+	2,900	186
MEN 18+	1,300	187
MEN 12-24	700	184
MEN 18-24	500	180
MEN 25-34	300	186
MEN 25-49	600	189
MEN 35-44	200	185
MEN 45-49	100	165
MEN 50-54	100	159
MEN 55-64	100	170
MEN 65+	100	199
WOMEN 18+	1,200	181
WOMEN 12-24	500	183
WOMEN 18-24	300	182
WOMEN 25-34	300	183
WOMEN 25-49	700	178
WOMEN 35-44	300	168
WOMEN 45-49	100	153
WOMEN 50-54	100	181
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	400	186

HISPANIC	POPULATION	RANK
PERSONS 12+	7,700	151
MEN 18+	3,600	155
MEN 12-24	1,800	152
MEN 18-24	1,200	151
MEN 25-34	900	157
MEN 25-49	1,900	153
MEN 35-44	600	154
MEN 45-49	400	127
MEN 50-54	100	159
MEN 55-64	300	134
MEN 65+	100	179
WOMEN 18+	2,900	147
WOMEN 12-24	1,300	149
WOMEN 18-24	700	152
WOMEN 25-34	1,000	137
WOMEN 25-49	1,800	143
WOMEN 35-44	600	143
WOMEN 45-49	200	146
WOMEN 50-54	200	137
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	1,200	149

HISPANIC	POPULATION	RANK
PERSONS 12+	28,900	92
MEN 18+	12,000	101
MEN 12-24	5,400	103
MEN 18-24	3,000	114
MEN 25-34	2,600	114
MEN 25-49	5,800	104
MEN 35-44	2,000	104
MEN 45-49	1,200	82
MEN 50-54	1,000	76
MEN 55-64	1,200	76
MEN 65+	1,000	74
WOMEN 18+	12,300	83
WOMEN 12-24	5,000	88
WOMEN 18-24	2,800	92
WOMEN 25-34	2,800	93
WOMEN 25-49	6,500	85
WOMEN 35-44	2,300	85
WOMEN 45-49	1,400	66
WOMEN 50-54	700	89
WOMEN 55-64	1,200	78
WOMEN 65+	1,100	70
TEENS 12-17	4,600	90

DMA MARKET POPULATION ESTIMATES

FT. MYERS-NAPLES

TV DMA RANK 68

ALL	POPULATION	RANK
PERSONS 12+	925,900	70
MEN 18+	420,300	68
MEN 12-24	80,400	96
MEN 18-24	42,600	101
MEN 25-34	58,100	89
MEN 25-49	158,400	86
MEN 35-44	66,600	82
MEN 45-49	33,700	84
MEN 50-54	30,500	87
MEN 55-64	62,500	67
MEN 65+	126,300	29
WOMEN 18+	432,000	69
WOMEN 12-24	71,400	98
WOMEN 18-24	35,600	109
WOMEN 25-34	49,100	96
WOMEN 25-49	146,400	94
WOMEN 35-44	63,400	89
WOMEN 45-49	33,900	88
WOMEN 50-54	33,100	82
WOMEN 55-64	74,400	59
WOMEN 65+	142,500	42
TEENS 12-17	73,600	89

BLACK	POPULATION	RANK
PERSONS 12+	58,400	90
MEN 18+	24,000	92
MEN 12-24	8,700	89
MEN 18-24	4,100	99
MEN 25-34	5,000	95
MEN 25-49	12,600	91
MEN 35-44	5,300	88
MEN 45-49	2,300	90
MEN 50-54	1,800	89
MEN 55-64	2,500	94
MEN 65+	3,000	82
WOMEN 18+	25,000	93
WOMEN 12-24	9,000	86
WOMEN 18-24	4,200	94
WOMEN 25-34	4,500	98
WOMEN 25-49	12,100	93
WOMEN 35-44	5,200	92
WOMEN 45-49	2,400	89
WOMEN 50-54	1,700	98
WOMEN 55-64	3,200	86
WOMEN 65+	3,800	87
TEENS 12-17	9,400	81

HISPANIC	POPULATION	RANK
PERSONS 12+	136,600	39
MEN 18+	68,600	36
MEN 12-24	31,000	36
MEN 18-24	19,200	36
MEN 25-34	19,600	36
MEN 25-49	37,700	36
MEN 35-44	13,500	39
MEN 45-49	4,600	40
MEN 50-54	3,300	42
MEN 55-64	4,400	41
MEN 65+	4,000	35
WOMEN 18+	46,900	43
WOMEN 12-24	19,900	44
WOMEN 18-24	10,600	46
WOMEN 25-34	11,600	45
WOMEN 25-49	24,900	44
WOMEN 35-44	9,600	40
WOMEN 45-49	3,700	43
WOMEN 50-54	2,500	46
WOMEN 55-64	4,400	41
WOMEN 65+	4,500	36
TEENS 12-17	21,100	38

FT. SMITH-FAY-SPRNGDL-RGRS

TV DMA RANK 107

ALL	POPULATION	RANK
PERSONS 12+	591,200	106
MEN 18+	260,100	107
MEN 12-24	69,400	108
MEN 18-24	38,100	110
MEN 25-34	50,100	103
MEN 25-49	126,000	103
MEN 35-44	51,300	103
MEN 45-49	24,600	109
MEN 50-54	21,800	116
MEN 55-64	34,800	105
MEN 65+	39,400	104
WOMEN 18+	270,500	106
WOMEN 12-24	65,300	106
WOMEN 18-24	36,000	107
WOMEN 25-34	47,100	101
WOMEN 25-49	122,000	103
WOMEN 35-44	50,200	103
WOMEN 45-49	24,700	113
WOMEN 50-54	22,700	113
WOMEN 55-64	37,200	108
WOMEN 65+	52,600	107
TEENS 12-17	60,600	101

BLACK	POPULATION	RANK
PERSONS 12+	15,200	136
MEN 18+	6,700	145
MEN 12-24	2,600	140
MEN 18-24	1,600	140
MEN 25-34	1,600	144
MEN 25-49	3,800	141
MEN 35-44	1,400	142
MEN 45-49	800	131
MEN 50-54	300	148
MEN 55-64	300	154
MEN 65+	700	132
WOMEN 18+	6,200	135
WOMEN 12-24	2,500	130
WOMEN 18-24	1,200	133
WOMEN 25-34	1,300	131
WOMEN 25-49	3,100	134
WOMEN 35-44	1,200	135
WOMEN 45-49	600	134
WOMEN 50-54	500	133
WOMEN 55-64	700	132
WOMEN 65+	700	133
TEENS 12-17	2,300	132

HISPANIC	POPULATION	RANK
PERSONS 12+	41,400	75
MEN 18+	19,900	76
MEN 12-24	9,800	72
MEN 18-24	6,000	74
MEN 25-34	6,700	65
MEN 25-49	11,700	69
MEN 35-44	3,600	74
MEN 45-49	1,400	74
MEN 50-54	700	92
MEN 55-64	800	92
MEN 65+	700	94
WOMEN 18+	15,100	80
WOMEN 12-24	6,900	78
WOMEN 18-24	4,300	72
WOMEN 25-34	5,000	68
WOMEN 25-49	8,800	75
WOMEN 35-44	3,000	78
WOMEN 45-49	800	90
WOMEN 50-54	900	80
WOMEN 55-64	700	94
WOMEN 65+	400	105
TEENS 12-17	6,400	79

FT. WAYNE

TV DMA RANK 104

ALL	POPULATION	RANK
PERSONS 12+	580,200	108
MEN 18+	250,800	111
MEN 12-24	68,100	109
MEN 18-24	35,200	118
MEN 25-34	45,600	109
MEN 25-49	121,800	107
MEN 35-44	50,000	105
MEN 45-49	26,200	104
MEN 50-54	23,800	104
MEN 55-64	34,000	110
MEN 65+	36,000	113
WOMEN 18+	265,200	110
WOMEN 12-24	64,700	109
WOMEN 18-24	33,400	116
WOMEN 25-34	43,700	105
WOMEN 25-49	119,900	106
WOMEN 35-44	49,600	105
WOMEN 45-49	26,600	104
WOMEN 50-54	24,100	107
WOMEN 55-64	36,100	109
WOMEN 65+	51,700	109
TEENS 12-17	64,200	98

BLACK	POPULATION	RANK
PERSONS 12+	33,000	113
MEN 18+	13,500	115
MEN 12-24	5,100	115
MEN 18-24	2,500	120
MEN 25-34	2,900	120
MEN 25-49	7,100	116
MEN 35-44	2,900	117
MEN 45-49	1,300	113
MEN 50-54	1,000	113
MEN 55-64	1,800	106
MEN 65+	1,100	116
WOMEN 18+	14,500	110
WOMEN 12-24	4,800	110
WOMEN 18-24	2,400	114
WOMEN 25-34	3,200	109
WOMEN 25-49	7,800	109
WOMEN 35-44	3,100	109
WOMEN 45-49	1,500	109
WOMEN 50-54	1,200	108
WOMEN 55-64	1,700	109
WOMEN 65+	1,400	117
TEENS 12-17	5,000	109

HISPANIC	POPULATION	RANK
PERSONS 12+	20,500	115
MEN 18+	9,700	114
MEN 12-24	5,000	107
MEN 18-24	3,100	111
MEN 25-34	2,800	109
MEN 25-49	5,100	114
MEN 35-44	1,600	114
MEN 45-49	700	103
MEN 50-54	400	116
MEN 55-64	700	97
MEN 65+	400	122
WOMEN 18+	7,200	114
WOMEN 12-24	3,500	112
WOMEN 18-24	1,800	115
WOMEN 25-34	2,000	111
WOMEN 25-49	4,100	110
WOMEN 35-44	1,700	99
WOMEN 45-49	400	119
WOMEN 50-54	500	102
WOMEN 55-64	600	102
WOMEN 65+	200	126
TEENS 12-17	3,600	101

DMA MARKET POPULATION ESTIMATES

FRESNO-VISALIA

TV DMA RANK 58

ALL	POPULATION	RANK
PERSONS 12+	1,435,100	46
MEN 18+	628,300	46
MEN 12-24	206,300	36
MEN 18-24	110,500	38
MEN 25-34	137,500	38
MEN 25-49	322,800	41
MEN 35-44	127,300	42
MEN 45-49	58,000	54
MEN 50-54	50,100	54
MEN 55-64	70,200	58
MEN 65+	74,700	62
WOMEN 18+	619,700	52
WOMEN 12-24	188,200	38
WOMEN 18-24	96,900	38
WOMEN 25-34	122,700	39
WOMEN 25-49	300,700	46
WOMEN 35-44	120,400	50
WOMEN 45-49	57,600	54
WOMEN 50-54	50,500	55
WOMEN 55-64	72,700	62
WOMEN 65+	98,900	63
TEENS 12-17	187,100	36

BLACK	POPULATION	RANK
PERSONS 12+	64,900	84
MEN 18+	30,100	80
MEN 12-24	9,300	87
MEN 18-24	5,200	86
MEN 25-34	7,400	77
MEN 25-49	17,500	78
MEN 35-44	7,200	78
MEN 45-49	2,900	81
MEN 50-54	1,900	87
MEN 55-64	2,900	84
MEN 65+	2,600	89
WOMEN 18+	26,800	86
WOMEN 12-24	8,600	89
WOMEN 18-24	4,700	89
WOMEN 25-34	5,600	84
WOMEN 25-49	13,900	85
WOMEN 35-44	5,700	85
WOMEN 45-49	2,600	85
WOMEN 50-54	1,900	89
WOMEN 55-64	2,800	92
WOMEN 65+	3,500	92
TEENS 12-17	8,000	87

HISPANIC	POPULATION	RANK
PERSONS 12+	662,200	13
MEN 18+	293,400	12
MEN 12-24	127,700	11
MEN 18-24	71,500	11
MEN 25-34	80,700	12
MEN 25-49	163,300	12
MEN 35-44	59,800	12
MEN 45-49	22,800	12
MEN 50-54	17,800	12
MEN 55-64	22,800	14
MEN 65+	18,000	14
WOMEN 18+	260,700	13
WOMEN 12-24	111,000	11
WOMEN 18-24	59,100	11
WOMEN 25-34	67,500	13
WOMEN 25-49	142,000	13
WOMEN 35-44	53,000	13
WOMEN 45-49	21,500	15
WOMEN 50-54	16,900	15
WOMEN 55-64	22,600	15
WOMEN 65+	20,100	16
TEENS 12-17	108,100	11

GAINESVILLE

TV DMA RANK 162

ALL	POPULATION	RANK
PERSONS 12+	259,400	164
MEN 18+	116,600	163
MEN 12-24	37,000	154
MEN 18-24	27,100	138
MEN 25-34	23,600	152
MEN 25-49	51,400	163
MEN 35-44	18,400	167
MEN 45-49	9,400	171
MEN 50-54	8,900	170
MEN 55-64	14,100	169
MEN 65+	15,100	172
WOMEN 18+	123,400	162
WOMEN 12-24	37,700	149
WOMEN 18-24	28,200	130
WOMEN 25-34	21,400	155
WOMEN 25-49	50,200	164
WOMEN 35-44	18,600	165
WOMEN 45-49	10,200	167
WOMEN 50-54	9,900	166
WOMEN 55-64	15,400	165
WOMEN 65+	19,700	173
TEENS 12-17	19,400	179

BLACK	POPULATION	RANK
PERSONS 12+	45,800	102
MEN 18+	18,800	106
MEN 12-24	6,500	107
MEN 18-24	4,100	99
MEN 25-34	4,400	102
MEN 25-49	9,600	107
MEN 35-44	3,700	109
MEN 45-49	1,500	108
MEN 50-54	1,200	107
MEN 55-64	2,200	98
MEN 65+	1,700	106
WOMEN 18+	22,200	100
WOMEN 12-24	7,300	97
WOMEN 18-24	4,900	85
WOMEN 25-34	4,700	93
WOMEN 25-49	10,400	101
WOMEN 35-44	3,800	105
WOMEN 45-49	1,900	102
WOMEN 50-54	1,700	98
WOMEN 55-64	2,400	103
WOMEN 65+	2,800	102
TEENS 12-17	4,800	111

HISPANIC	POPULATION	RANK
PERSONS 12+	13,300	130
MEN 18+	6,000	134
MEN 12-24	3,300	126
MEN 18-24	2,600	122
MEN 25-34	1,500	140
MEN 25-49	2,500	146
MEN 35-44	700	148
MEN 45-49	300	140
MEN 50-54	300	122
MEN 55-64	400	124
MEN 65+	200	160
WOMEN 18+	6,000	121
WOMEN 12-24	3,000	119
WOMEN 18-24	2,400	101
WOMEN 25-34	1,400	123
WOMEN 25-49	2,500	130
WOMEN 35-44	800	129
WOMEN 45-49	300	135
WOMEN 50-54	300	127
WOMEN 55-64	400	120
WOMEN 65+	400	105
TEENS 12-17	1,300	146

GLENDIVE

TV DMA RANK 210

ALL	POPULATION	RANK
PERSONS 12+	11,100	210
MEN 18+	5,100	210
MEN 12-24	1,100	210
MEN 18-24	700	210
MEN 25-34	700	210
MEN 25-49	1,900	210
MEN 35-44	700	210
MEN 45-49	500	210
MEN 50-54	500	210
MEN 55-64	900	210
MEN 65+	1,100	209
WOMEN 18+	5,000	210
WOMEN 12-24	1,100	210
WOMEN 18-24	500	210
WOMEN 25-34	500	210
WOMEN 25-49	1,800	210
WOMEN 35-44	800	210
WOMEN 45-49	500	210
WOMEN 50-54	600	210
WOMEN 55-64	800	210
WOMEN 65+	1,300	209
TEENS 12-17	1,000	210

BLACK	POPULATION	RANK
PERSONS 12+		210
MEN 18+		210
MEN 12-24		207
MEN 18-24		202
MEN 25-34		203
MEN 25-49		206
MEN 35-44		200
MEN 45-49		195
MEN 50-54		196
MEN 55-64		195
MEN 65+		190
WOMEN 18+		208
WOMEN 12-24		204
WOMEN 18-24		197
WOMEN 25-34		196
WOMEN 25-49		208
WOMEN 35-44		201
WOMEN 45-49		185
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17		206

HISPANIC	POPULATION	RANK
PERSONS 12+		210
MEN 18+		210
MEN 12-24		209
MEN 18-24		208
MEN 25-34		206
MEN 25-49		209
MEN 35-44		204
MEN 45-49		191
MEN 50-54		183
MEN 55-64		194
MEN 65+		199
WOMEN 18+		210
WOMEN 12-24		208
WOMEN 18-24		204
WOMEN 25-34		203
WOMEN 25-49		210
WOMEN 35-44		207
WOMEN 45-49		186
WOMEN 50-54		181
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17		208

DMA MARKET POPULATION ESTIMATES

GRAND JUNCTION-MONTROSE

TV DMA RANK 189

ALL	POPULATION	RANK
PERSONS 12+	138,600	190
MEN 18+	59,900	192
MEN 12-24	15,700	192
MEN 18-24	8,200	195
MEN 25-34	9,600	191
MEN 25-49	26,100	192
MEN 35-44	10,400	193
MEN 45-49	6,100	189
MEN 50-54	5,900	187
MEN 55-64	8,800	187
MEN 65+	10,900	184
WOMEN 18+	64,300	188
WOMEN 12-24	14,900	191
WOMEN 18-24	8,000	194
WOMEN 25-34	9,500	190
WOMEN 25-49	26,700	189
WOMEN 35-44	10,600	191
WOMEN 45-49	6,600	188
WOMEN 50-54	6,100	186
WOMEN 55-64	9,200	187
WOMEN 65+	14,300	187
TEENS 12-17	14,400	188

BLACK	POPULATION	RANK
PERSONS 12+	800	197
MEN 18+	400	198
MEN 12-24	100	198
MEN 18-24	100	202
MEN 25-34	100	197
MEN 25-49	200	195
MEN 35-44	100	190
MEN 45-49	100	195
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	100	190
WOMEN 18+	200	197
WOMEN 12-24	100	196
WOMEN 18-24	100	197
WOMEN 25-34	100	185
WOMEN 25-49	100	194
WOMEN 35-44	100	201
WOMEN 45-49	100	185
WOMEN 50-54	100	167
WOMEN 55-64	100	184
WOMEN 65+	100	186
TEENS 12-17	200	190

HISPANIC	POPULATION	RANK
PERSONS 12+	14,300	126
MEN 18+	6,200	130
MEN 12-24	2,700	135
MEN 18-24	1,600	138
MEN 25-34	1,600	134
MEN 25-49	3,100	132
MEN 35-44	1,000	131
MEN 45-49	500	121
MEN 50-54	500	104
MEN 55-64	500	117
MEN 65+	500	112
WOMEN 18+	5,900	122
WOMEN 12-24	2,500	122
WOMEN 18-24	1,400	126
WOMEN 25-34	1,300	129
WOMEN 25-49	2,800	125
WOMEN 35-44	1,100	124
WOMEN 45-49	400	119
WOMEN 50-54	500	102
WOMEN 55-64	500	111
WOMEN 65+	700	84
TEENS 12-17	2,200	124

GRAND RAPIDS-KALMZOO-B.CRK

TV DMA RANK 38

ALL	POPULATION	RANK
PERSONS 12+	1,642,700	38
MEN 18+	715,700	38
MEN 12-24	202,000	38
MEN 18-24	109,500	39
MEN 25-34	131,900	39
MEN 25-49	351,800	37
MEN 35-44	145,600	37
MEN 45-49	74,300	36
MEN 50-54	66,000	38
MEN 55-64	92,500	39
MEN 65+	95,900	44
WOMEN 18+	747,200	38
WOMEN 12-24	192,500	37
WOMEN 18-24	105,200	37
WOMEN 25-34	127,100	38
WOMEN 25-49	345,100	38
WOMEN 35-44	143,300	39
WOMEN 45-49	74,700	38
WOMEN 50-54	66,700	39
WOMEN 55-64	96,400	42
WOMEN 65+	133,800	44
TEENS 12-17	179,800	38

BLACK	POPULATION	RANK
PERSONS 12+	112,900	69
MEN 18+	48,300	65
MEN 12-24	18,200	60
MEN 18-24	10,200	58
MEN 25-34	11,100	61
MEN 25-49	25,800	63
MEN 35-44	10,100	63
MEN 45-49	4,600	65
MEN 50-54	3,500	67
MEN 55-64	4,600	69
MEN 65+	4,200	70
WOMEN 18+	49,200	71
WOMEN 12-24	16,400	65
WOMEN 18-24	9,000	65
WOMEN 25-34	10,600	68
WOMEN 25-49	25,200	70
WOMEN 35-44	10,000	70
WOMEN 45-49	4,600	70
WOMEN 50-54	3,900	68
WOMEN 55-64	5,200	72
WOMEN 65+	5,900	72
TEENS 12-17	15,400	66

HISPANIC	POPULATION	RANK
PERSONS 12+	85,900	53
MEN 18+	40,300	55
MEN 12-24	20,400	49
MEN 18-24	12,800	48
MEN 25-34	11,700	55
MEN 25-49	21,300	55
MEN 35-44	6,800	56
MEN 45-49	2,800	53
MEN 50-54	2,300	52
MEN 55-64	2,200	58
MEN 65+	1,700	54
WOMEN 18+	31,700	54
WOMEN 12-24	15,500	52
WOMEN 18-24	9,200	51
WOMEN 25-34	8,900	55
WOMEN 25-49	16,900	55
WOMEN 35-44	5,500	57
WOMEN 45-49	2,500	52
WOMEN 50-54	2,000	54
WOMEN 55-64	2,200	56
WOMEN 65+	1,400	62
TEENS 12-17	13,900	52

GREAT FALLS

TV DMA RANK 188

ALL	POPULATION	RANK
PERSONS 12+	140,700	188
MEN 18+	61,200	189
MEN 12-24	16,600	189
MEN 18-24	8,500	192
MEN 25-34	8,800	194
MEN 25-49	26,400	191
MEN 35-44	11,000	188
MEN 45-49	6,600	184
MEN 50-54	6,200	184
MEN 55-64	9,000	186
MEN 65+	11,100	183
WOMEN 18+	63,600	190
WOMEN 12-24	15,500	189
WOMEN 18-24	7,700	195
WOMEN 25-34	8,400	194
WOMEN 25-49	26,400	190
WOMEN 35-44	11,100	188
WOMEN 45-49	6,900	186
WOMEN 50-54	5,900	190
WOMEN 55-64	8,900	188
WOMEN 65+	14,700	185
TEENS 12-17	15,900	186

BLACK	POPULATION	RANK
PERSONS 12+	1,300	194
MEN 18+	700	193
MEN 12-24	300	192
MEN 18-24	200	190
MEN 25-34	100	197
MEN 25-49	200	195
MEN 35-44	100	190
MEN 45-49	100	195
MEN 50-54	200	157
MEN 55-64	100	195
MEN 65+	100	173
WOMEN 18+	400	193
WOMEN 12-24	200	191
WOMEN 18-24	100	191
WOMEN 25-34	100	185
WOMEN 25-49	200	190
WOMEN 35-44	100	183
WOMEN 45-49	100	185
WOMEN 50-54	100	189
WOMEN 55-64	100	170
WOMEN 65+	100	186
TEENS 12-17	200	190

HISPANIC	POPULATION	RANK
PERSONS 12+	2,100	195
MEN 18+	900	197
MEN 12-24	500	192
MEN 18-24	200	195
MEN 25-34	200	196
MEN 25-49	400	195
MEN 35-44	200	185
MEN 45-49	100	191
MEN 50-54	100	183
MEN 55-64	200	153
MEN 65+	100	179
WOMEN 18+	800	193
WOMEN 12-24	400	187
WOMEN 18-24	300	182
WOMEN 25-34	200	190
WOMEN 25-49	400	193
WOMEN 35-44	100	194
WOMEN 45-49	100	163
WOMEN 50-54	100	181
WOMEN 55-64	100	188
WOMEN 65+	100	146
TEENS 12-17	400	186

DMA MARKET POPULATION ESTIMATES

GREEN BAY-APPLETON

TV DMA RANK 69

ALL	POPULATION	RANK
PERSONS 12+	930,800	69
MEN 18+	411,300	69
MEN 12-24	105,200	73
MEN 18-24	55,900	78
MEN 25-34	68,500	72
MEN 25-49	197,200	68
MEN 35-44	84,600	65
MEN 45-49	44,100	68
MEN 50-54	39,200	68
MEN 55-64	55,500	72
MEN 65+	63,500	70
WOMEN 18+	423,400	72
WOMEN 12-24	100,100	72
WOMEN 18-24	53,300	77
WOMEN 25-34	64,200	74
WOMEN 25-49	189,600	69
WOMEN 35-44	82,300	67
WOMEN 45-49	43,100	68
WOMEN 50-54	38,400	71
WOMEN 55-64	56,400	76
WOMEN 65+	85,700	73
TEENS 12-17	96,100	66

BLACK	POPULATION	RANK
PERSONS 12+	8,600	157
MEN 18+	5,000	155
MEN 12-24	2,000	150
MEN 18-24	1,300	149
MEN 25-34	1,800	138
MEN 25-49	3,000	150
MEN 35-44	900	157
MEN 45-49	300	159
MEN 50-54	200	157
MEN 55-64	100	178
MEN 65+	400	146
WOMEN 18+	2,400	160
WOMEN 12-24	1,200	154
WOMEN 18-24	700	152
WOMEN 25-34	800	143
WOMEN 25-49	1,400	154
WOMEN 35-44	400	161
WOMEN 45-49	200	153
WOMEN 50-54	200	151
WOMEN 55-64	184	184
WOMEN 65+	100	172
TEENS 12-17	1,200	151

HISPANIC	POPULATION	RANK
PERSONS 12+	20,200	116
MEN 18+	9,800	112
MEN 12-24	5,400	103
MEN 18-24	3,400	104
MEN 25-34	2,800	109
MEN 25-49	4,800	118
MEN 35-44	1,500	118
MEN 45-49	500	121
MEN 50-54	600	97
MEN 55-64	400	124
MEN 65+	600	104
WOMEN 18+	6,900	115
WOMEN 12-24	3,400	114
WOMEN 18-24	1,900	114
WOMEN 25-34	2,200	106
WOMEN 25-49	3,900	113
WOMEN 35-44	1,300	112
WOMEN 45-49	400	119
WOMEN 50-54	600	93
WOMEN 55-64	300	127
WOMEN 65+	200	126
TEENS 12-17	3,500	107

GREENSBORO-H.POINT-W.SALEM

TV DMA RANK 48

ALL	POPULATION	RANK
PERSONS 12+	1,368,300	51
MEN 18+	591,500	51
MEN 12-24	140,000	53
MEN 18-24	74,200	54
MEN 25-34	107,600	49
MEN 25-49	289,600	50
MEN 35-44	122,500	48
MEN 45-49	59,500	52
MEN 50-54	54,400	50
MEN 55-64	84,800	45
MEN 65+	88,500	49
WOMEN 18+	647,800	49
WOMEN 12-24	137,300	52
WOMEN 18-24	74,100	51
WOMEN 25-34	106,800	50
WOMEN 25-49	293,000	50
WOMEN 35-44	124,200	46
WOMEN 45-49	62,000	51
WOMEN 50-54	57,900	49
WOMEN 55-64	93,000	45
WOMEN 65+	129,800	45
TEENS 12-17	129,000	51

BLACK	POPULATION	RANK
PERSONS 12+	251,300	28
MEN 18+	98,800	28
MEN 12-24	28,900	39
MEN 18-24	14,700	40
MEN 25-34	20,100	32
MEN 25-49	52,300	30
MEN 35-44	22,000	30
MEN 45-49	10,200	28
MEN 50-54	8,700	27
MEN 55-64	11,900	28
MEN 65+	11,200	28
WOMEN 18+	123,300	28
WOMEN 12-24	33,500	30
WOMEN 18-24	18,500	32
WOMEN 25-34	23,900	28
WOMEN 25-49	61,900	28
WOMEN 35-44	25,600	28
WOMEN 45-49	12,400	27
WOMEN 50-54	9,800	28
WOMEN 55-64	15,100	27
WOMEN 65+	18,000	28
TEENS 12-17	29,200	37

HISPANIC	POPULATION	RANK
PERSONS 12+	83,400	55
MEN 18+	43,200	51
MEN 12-24	23,500	46
MEN 18-24	16,000	40
MEN 25-34	14,200	45
MEN 25-49	23,300	51
MEN 35-44	7,200	54
MEN 45-49	1,900	63
MEN 50-54	1,500	61
MEN 55-64	1,200	76
MEN 65+	1,200	63
WOMEN 18+	27,500	59
WOMEN 12-24	14,800	54
WOMEN 18-24	9,600	50
WOMEN 25-34	8,600	56
WOMEN 25-49	14,800	58
WOMEN 35-44	4,700	60
WOMEN 45-49	1,500	64
WOMEN 50-54	1,000	74
WOMEN 55-64	1,100	81
WOMEN 65+	1,000	73
TEENS 12-17	12,700	56

GREENVILLE-N.BERN-WASHNGTN

TV DMA RANK 105

ALL	POPULATION	RANK
PERSONS 12+	589,400	107
MEN 18+	267,200	101
MEN 12-24	84,800	92
MEN 18-24	56,500	77
MEN 25-34	50,200	99
MEN 25-49	119,900	108
MEN 35-44	46,100	115
MEN 45-49	23,600	113
MEN 50-54	21,500	118
MEN 55-64	32,700	114
MEN 65+	36,600	111
WOMEN 18+	267,100	108
WOMEN 12-24	64,900	108
WOMEN 18-24	38,100	102
WOMEN 25-34	44,200	104
WOMEN 25-49	116,900	108
WOMEN 35-44	47,300	108
WOMEN 45-49	25,400	110
WOMEN 50-54	23,200	111
WOMEN 55-64	35,900	110
WOMEN 65+	53,000	106
TEENS 12-17	55,100	117

BLACK	POPULATION	RANK
PERSONS 12+	162,900	53
MEN 18+	66,200	52
MEN 12-24	22,800	52
MEN 18-24	12,800	49
MEN 25-34	13,100	54
MEN 25-49	32,900	55
MEN 35-44	13,100	57
MEN 45-49	6,700	51
MEN 50-54	5,200	51
MEN 55-64	7,400	51
MEN 65+	7,900	45
WOMEN 18+	77,300	52
WOMEN 12-24	20,700	54
WOMEN 18-24	11,300	55
WOMEN 25-34	13,400	55
WOMEN 25-49	36,900	54
WOMEN 35-44	15,500	51
WOMEN 45-49	8,000	50
WOMEN 50-54	5,900	52
WOMEN 55-64	9,000	52
WOMEN 65+	14,200	36
TEENS 12-17	19,400	54

HISPANIC	POPULATION	RANK
PERSONS 12+	26,100	99
MEN 18+	14,200	94
MEN 12-24	8,400	78
MEN 18-24	6,100	73
MEN 25-34	4,500	86
MEN 25-49	7,100	95
MEN 35-44	2,000	104
MEN 45-49	600	110
MEN 50-54	300	122
MEN 55-64	400	124
MEN 65+	300	141
WOMEN 18+	8,300	104
WOMEN 12-24	4,500	91
WOMEN 18-24	3,200	81
WOMEN 25-34	2,400	99
WOMEN 25-49	4,000	112
WOMEN 35-44	1,400	108
WOMEN 45-49	200	146
WOMEN 50-54	400	112
WOMEN 55-64	400	120
WOMEN 65+	300	115
TEENS 12-17	3,600	101

DMA MARKET POPULATION ESTIMATES

GREENVLL-SPART-ASHEVLL-AND

TV DMA RANK

35

ALL	POPULATION	RANK
PERSONS 12+	1,729,600	37
MEN 18+	752,700	37
MEN 12-24	177,300	40
MEN 18-24	98,400	41
MEN 25-34	131,200	40
MEN 25-49	348,700	38
MEN 35-44	144,800	38
MEN 45-49	72,700	38
MEN 50-54	68,000	36
MEN 55-64	112,800	31
MEN 65+	124,800	30
WOMEN 18+	822,400	36
WOMEN 12-24	170,400	40
WOMEN 18-24	94,800	40
WOMEN 25-34	129,000	37
WOMEN 25-49	352,500	37
WOMEN 35-44	147,400	37
WOMEN 45-49	76,100	37
WOMEN 50-54	72,900	35
WOMEN 55-64	122,600	31
WOMEN 65+	179,600	29
TEENS 12-17	154,500	43

BLACK	POPULATION	RANK
PERSONS 12+	239,200	31
MEN 18+	94,600	31
MEN 12-24	29,700	38
MEN 18-24	14,900	38
MEN 25-34	18,700	35
MEN 25-49	49,700	31
MEN 35-44	21,100	31
MEN 45-49	9,900	29
MEN 50-54	7,600	29
MEN 55-64	11,900	28
MEN 65+	10,500	30
WOMEN 18+	115,800	29
WOMEN 12-24	30,700	37
WOMEN 18-24	16,700	35
WOMEN 25-34	22,600	31
WOMEN 25-49	57,600	30
WOMEN 35-44	23,600	30
WOMEN 45-49	11,400	29
WOMEN 50-54	9,400	29
WOMEN 55-64	14,300	29
WOMEN 65+	17,800	29
TEENS 12-17	28,800	39

HISPANIC	POPULATION	RANK
PERSONS 12+	55,900	64
MEN 18+	29,400	60
MEN 12-24	15,400	59
MEN 18-24	10,200	59
MEN 25-34	9,200	59
MEN 25-49	16,000	61
MEN 35-44	5,200	63
MEN 45-49	1,600	68
MEN 50-54	1,100	73
MEN 55-64	1,200	76
MEN 65+	900	81
WOMEN 18+	18,400	69
WOMEN 12-24	8,600	66
WOMEN 18-24	5,700	63
WOMEN 25-34	5,100	66
WOMEN 25-49	9,700	69
WOMEN 35-44	3,500	69
WOMEN 45-49	1,100	80
WOMEN 50-54	1,000	74
WOMEN 55-64	1,300	76
WOMEN 65+	700	84
TEENS 12-17	8,100	66

GREENWOOD-GREENVILLE

TV DMA RANK

183

ALL	POPULATION	RANK
PERSONS 12+	186,300	182
MEN 18+	78,100	183
MEN 12-24	26,000	174
MEN 18-24	14,800	173
MEN 25-34	15,000	176
MEN 25-49	36,600	184
MEN 35-44	14,300	184
MEN 45-49	7,300	183
MEN 50-54	6,500	183
MEN 55-64	9,900	183
MEN 65+	10,300	186
WOMEN 18+	86,400	182
WOMEN 12-24	23,800	173
WOMEN 18-24	13,200	173
WOMEN 25-34	14,700	176
WOMEN 25-49	37,700	181
WOMEN 35-44	15,000	183
WOMEN 45-49	8,000	181
WOMEN 50-54	7,500	182
WOMEN 55-64	11,200	183
WOMEN 65+	16,800	181
TEENS 12-17	21,800	173

BLACK	POPULATION	RANK
PERSONS 12+	113,000	68
MEN 18+	45,100	68
MEN 12-24	18,100	61
MEN 18-24	10,000	59
MEN 25-34	9,800	67
MEN 25-49	22,400	70
MEN 35-44	8,600	73
MEN 45-49	4,000	72
MEN 50-54	3,200	71
MEN 55-64	4,700	68
MEN 65+	4,800	64
WOMEN 18+	52,000	65
WOMEN 12-24	16,800	63
WOMEN 18-24	9,000	65
WOMEN 25-34	10,400	69
WOMEN 25-49	25,000	71
WOMEN 35-44	10,000	70
WOMEN 45-49	4,600	70
WOMEN 50-54	4,300	61
WOMEN 55-64	5,600	66
WOMEN 65+	8,100	61
TEENS 12-17	15,900	62

HISPANIC	POPULATION	RANK
PERSONS 12+	2,400	192
MEN 18+	1,200	191
MEN 12-24	400	196
MEN 18-24	100	197
MEN 25-34	400	178
MEN 25-49	700	182
MEN 35-44	300	175
MEN 45-49		191
MEN 50-54		183
MEN 55-64	200	153
MEN 65+	200	160
WOMEN 18+	700	195
WOMEN 12-24	300	194
WOMEN 18-24	100	196
WOMEN 25-34	200	190
WOMEN 25-49	400	193
WOMEN 35-44	200	181
WOMEN 45-49		186
WOMEN 50-54	200	137
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17	500	181

HARLINGEN-WSLCO-BRNSVL-MCA

TV DMA RANK

93

ALL	POPULATION	RANK
PERSONS 12+	863,700	77
MEN 18+	351,200	84
MEN 12-24	123,900	61
MEN 18-24	63,200	68
MEN 25-34	77,800	66
MEN 25-49	175,300	74
MEN 35-44	67,500	81
MEN 45-49	30,000	92
MEN 50-54	26,400	96
MEN 55-64	37,800	98
MEN 65+	48,500	90
WOMEN 18+	393,300	78
WOMEN 12-24	120,800	57
WOMEN 18-24	62,300	65
WOMEN 25-34	83,000	58
WOMEN 25-49	192,900	67
WOMEN 35-44	75,900	73
WOMEN 45-49	34,000	87
WOMEN 50-54	30,200	89
WOMEN 55-64	44,400	91
WOMEN 65+	63,500	95
TEENS 12-17	119,200	55

BLACK	POPULATION	RANK
PERSONS 12+	2,900	185
MEN 18+	1,900	180
MEN 12-24	700	179
MEN 18-24	500	179
MEN 25-34	600	173
MEN 25-49	1,200	175
MEN 35-44	500	168
MEN 45-49	100	178
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	190	190
WOMEN 18+	600	187
WOMEN 12-24	200	191
WOMEN 18-24		197
WOMEN 25-34	200	180
WOMEN 25-49	400	183
WOMEN 35-44	100	183
WOMEN 45-49	100	165
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+	200	164
TEENS 12-17	400	181

HISPANIC	POPULATION	RANK
PERSONS 12+	752,700	10
MEN 18+	299,500	10
MEN 12-24	116,800	12
MEN 18-24	59,800	14
MEN 25-34	71,800	13
MEN 25-49	158,000	13
MEN 35-44	60,200	11
MEN 45-49	26,000	10
MEN 50-54	22,100	9
MEN 55-64	29,600	9
MEN 65+	30,000	6
WOMEN 18+	340,500	9
WOMEN 12-24	114,700	10
WOMEN 18-24	59,000	12
WOMEN 25-34	78,000	10
WOMEN 25-49	177,400	10
WOMEN 35-44	69,100	9
WOMEN 45-49	30,300	9
WOMEN 50-54	26,200	9
WOMEN 55-64	35,400	8
WOMEN 65+	42,500	6
TEENS 12-17	112,700	10

DMA MARKET POPULATION ESTIMATES

HARRISBURG-LNCSTR-LEB-YORK

TV DMA RANK 42

ALL	POPULATION	RANK
PERSONS 12+	1,563,800	40
MEN 18+	677,600	40
MEN 12-24	166,800	45
MEN 18-24	87,200	47
MEN 25-34	108,400	47
MEN 25-49	314,000	43
MEN 35-44	134,500	41
MEN 45-49	71,100	39
MEN 50-54	65,900	39
MEN 55-64	97,700	36
MEN 65+	112,800	35
WOMEN 18+	731,800	39
WOMEN 12-24	159,800	44
WOMEN 18-24	85,000	46
WOMEN 25-34	108,500	47
WOMEN 25-49	318,000	43
WOMEN 35-44	136,800	40
WOMEN 45-49	72,700	40
WOMEN 50-54	67,400	38
WOMEN 55-64	102,800	37
WOMEN 65+	158,600	36
TEENS 12-17	154,400	44

BLACK	POPULATION	RANK
PERSONS 12+	71,000	80
MEN 18+	30,600	79
MEN 12-24	11,100	79
MEN 18-24	5,900	81
MEN 25-34	6,400	80
MEN 25-49	16,100	80
MEN 35-44	6,600	80
MEN 45-49	3,100	79
MEN 50-54	2,500	80
MEN 55-64	3,600	78
MEN 65+	2,500	90
WOMEN 18+	30,200	83
WOMEN 12-24	9,800	81
WOMEN 18-24	4,800	88
WOMEN 25-34	6,000	82
WOMEN 25-49	15,500	82
WOMEN 35-44	6,300	81
WOMEN 45-49	3,200	79
WOMEN 50-54	2,300	82
WOMEN 55-64	3,700	82
WOMEN 65+	3,900	86
TEENS 12-17	10,200	80

HISPANIC	POPULATION	RANK
PERSONS 12+	52,600	66
MEN 18+	22,600	67
MEN 12-24	11,000	67
MEN 18-24	6,300	72
MEN 25-34	5,500	75
MEN 25-49	12,000	67
MEN 35-44	4,500	67
MEN 45-49	2,000	61
MEN 50-54	1,400	63
MEN 55-64	1,700	63
MEN 65+	1,200	63
WOMEN 18+	20,900	64
WOMEN 12-24	9,800	63
WOMEN 18-24	5,400	64
WOMEN 25-34	5,200	65
WOMEN 25-49	11,400	63
WOMEN 35-44	4,300	64
WOMEN 45-49	1,900	60
WOMEN 50-54	1,100	70
WOMEN 55-64	1,800	63
WOMEN 65+	1,200	67
TEENS 12-17	9,100	61

HARRISONBURG

TV DMA RANK 181

ALL	POPULATION	RANK
PERSONS 12+	201,100	179
MEN 18+	88,900	177
MEN 12-24	25,000	176
MEN 18-24	16,300	169
MEN 25-34	14,900	178
MEN 25-49	39,400	177
MEN 35-44	16,100	178
MEN 45-49	8,400	178
MEN 50-54	7,600	179
MEN 55-64	12,000	180
MEN 65+	13,600	177
WOMEN 18+	95,100	177
WOMEN 12-24	26,500	167
WOMEN 18-24	18,100	154
WOMEN 25-34	13,400	183
WOMEN 25-49	37,500	182
WOMEN 35-44	15,900	180
WOMEN 45-49	8,200	180
WOMEN 50-54	7,800	180
WOMEN 55-64	12,600	178
WOMEN 65+	19,100	174
TEENS 12-17	17,100	183

BLACK	POPULATION	RANK
PERSONS 12+	10,600	152
MEN 18+	5,100	154
MEN 12-24	2,000	150
MEN 18-24	1,300	149
MEN 25-34	1,000	159
MEN 25-49	2,800	151
MEN 35-44	1,300	146
MEN 45-49	500	146
MEN 50-54	300	148
MEN 55-64	500	145
MEN 65+	200	161
WOMEN 18+	4,200	145
WOMEN 12-24	1,700	140
WOMEN 18-24	1,100	136
WOMEN 25-34	800	143
WOMEN 25-49	1,700	147
WOMEN 35-44	700	149
WOMEN 45-49	200	153
WOMEN 50-54	300	142
WOMEN 55-64	500	141
WOMEN 65+	600	140
TEENS 12-17	1,300	149

HISPANIC	POPULATION	RANK
PERSONS 12+	7,600	153
MEN 18+	4,200	148
MEN 12-24	2,100	148
MEN 18-24	1,600	138
MEN 25-34	1,300	145
MEN 25-49	2,200	149
MEN 35-44	600	154
MEN 45-49	300	140
MEN 50-54	300	183
MEN 55-64	300	134
MEN 65+	100	179
WOMEN 18+	2,700	153
WOMEN 12-24	1,400	146
WOMEN 18-24	1,200	135
WOMEN 25-34	800	149
WOMEN 25-49	1,200	160
WOMEN 35-44	300	168
WOMEN 45-49	100	163
WOMEN 50-54	300	181
WOMEN 55-64	300	127
WOMEN 65+	174	174
TEENS 12-17	700	170

HARTFORD & NEW HAVEN

TV DMA RANK 27

ALL	POPULATION	RANK
PERSONS 12+	2,209,400	27
MEN 18+	948,100	28
MEN 12-24	242,400	29
MEN 18-24	126,500	29
MEN 25-34	149,000	33
MEN 25-49	448,800	30
MEN 35-44	198,100	29
MEN 45-49	101,700	26
MEN 50-54	90,200	26
MEN 55-64	134,100	25
MEN 65+	148,500	24
WOMEN 18+	1,035,000	27
WOMEN 12-24	228,900	28
WOMEN 18-24	118,500	29
WOMEN 25-34	149,400	33
WOMEN 25-49	459,700	29
WOMEN 35-44	204,400	27
WOMEN 45-49	105,900	26
WOMEN 50-54	95,300	26
WOMEN 55-64	144,800	25
WOMEN 65+	216,700	23
TEENS 12-17	226,300	27

BLACK	POPULATION	RANK
PERSONS 12+	200,400	41
MEN 18+	80,600	41
MEN 12-24	30,800	36
MEN 18-24	16,000	36
MEN 25-34	16,700	43
MEN 25-49	41,700	45
MEN 35-44	17,200	43
MEN 45-49	7,800	46
MEN 50-54	6,400	42
MEN 55-64	9,600	38
MEN 65+	6,900	50
WOMEN 18+	91,200	43
WOMEN 12-24	28,800	40
WOMEN 18-24	15,000	40
WOMEN 25-34	17,800	41
WOMEN 25-49	46,100	43
WOMEN 35-44	19,100	44
WOMEN 45-49	9,200	42
WOMEN 50-54	7,700	40
WOMEN 55-64	11,800	37
WOMEN 65+	10,600	51
TEENS 12-17	28,600	40

HISPANIC	POPULATION	RANK
PERSONS 12+	186,300	33
MEN 18+	75,500	34
MEN 12-24	37,100	34
MEN 18-24	20,400	35
MEN 25-34	18,600	37
MEN 25-49	40,200	34
MEN 35-44	15,400	33
MEN 45-49	6,200	32
MEN 50-54	5,100	31
MEN 55-64	6,300	31
MEN 65+	3,500	40
WOMEN 18+	78,400	31
WOMEN 12-24	34,300	31
WOMEN 18-24	18,600	32
WOMEN 25-34	18,300	32
WOMEN 25-49	41,900	32
WOMEN 35-44	16,800	31
WOMEN 45-49	6,800	30
WOMEN 50-54	5,500	30
WOMEN 55-64	7,500	30
WOMEN 65+	4,900	34
TEENS 12-17	32,400	31

DMA MARKET POPULATION ESTIMATES

HATTIESBURG-LAUREL

TV DMA RANK 168

ALL	POPULATION	RANK
PERSONS 12+	233,200	168
MEN 18+	98,800	171
MEN 12-24	28,600	167
MEN 18-24	16,600	167
MEN 25-34	19,200	164
MEN 25-49	46,800	166
MEN 35-44	18,100	169
MEN 45-49	9,500	170
MEN 50-54	8,500	174
MEN 55-64	12,900	171
MEN 65+	14,000	176
WOMEN 18+	110,900	166
WOMEN 12-24	29,200	162
WOMEN 18-24	17,700	157
WOMEN 25-34	19,500	159
WOMEN 25-49	48,800	165
WOMEN 35-44	19,400	164
WOMEN 45-49	9,900	170
WOMEN 50-54	9,100	169
WOMEN 55-64	14,300	170
WOMEN 65+	21,000	171
TEENS 12-17	23,500	166

BLACK	POPULATION	RANK
PERSONS 12+	67,200	82
MEN 18+	25,800	88
MEN 12-24	10,000	85
MEN 18-24	5,500	85
MEN 25-34	5,300	90
MEN 25-49	13,000	90
MEN 35-44	5,200	90
MEN 45-49	2,500	86
MEN 50-54	1,800	89
MEN 55-64	2,600	91
MEN 65+	2,900	84
WOMEN 18+	32,500	80
WOMEN 12-24	11,200	78
WOMEN 18-24	6,800	73
WOMEN 25-34	6,600	80
WOMEN 25-49	15,600	81
WOMEN 35-44	6,200	82
WOMEN 45-49	2,800	84
WOMEN 50-54	2,300	82
WOMEN 55-64	3,100	88
WOMEN 65+	4,700	79
TEENS 12-17	8,900	83

HISPANIC	POPULATION	RANK
PERSONS 12+	3,700	178
MEN 18+	2,100	175
MEN 12-24	1,200	168
MEN 18-24	900	158
MEN 25-34	600	165
MEN 25-49	900	178
MEN 35-44	200	185
MEN 45-49	100	165
MEN 50-54	100	159
MEN 55-64		194
MEN 65+	200	160
WOMEN 18+	1,200	181
WOMEN 12-24	600	174
WOMEN 18-24	500	162
WOMEN 25-34	300	183
WOMEN 25-49	500	186
WOMEN 35-44	200	181
WOMEN 45-49		186
WOMEN 50-54		181
WOMEN 55-64	200	147
WOMEN 65+		174
TEENS 12-17	400	186

HELENA

TV DMA RANK 206

ALL	POPULATION	RANK
PERSONS 12+	53,600	206
MEN 18+	23,400	206
MEN 12-24	5,800	206
MEN 18-24	3,000	206
MEN 25-34	3,300	206
MEN 25-49	10,200	206
MEN 35-44	4,200	206
MEN 45-49	2,700	206
MEN 50-54	2,800	205
MEN 55-64	3,900	206
MEN 65+	3,500	206
WOMEN 18+	24,600	206
WOMEN 12-24	5,700	206
WOMEN 18-24	2,900	206
WOMEN 25-34	3,300	206
WOMEN 25-49	10,600	206
WOMEN 35-44	4,400	206
WOMEN 45-49	2,900	206
WOMEN 50-54	2,700	206
WOMEN 55-64	3,900	205
WOMEN 65+	4,500	206
TEENS 12-17	5,600	206

BLACK	POPULATION	RANK
PERSONS 12+	200	207
MEN 18+	100	204
MEN 12-24	100	198
MEN 18-24	100	195
MEN 25-34		203
MEN 25-49		206
MEN 35-44		200
MEN 45-49		195
MEN 50-54		196
MEN 55-64		195
MEN 65+		190
WOMEN 18+		208
WOMEN 12-24	100	196
WOMEN 18-24		197
WOMEN 25-34		196
WOMEN 25-49		208
WOMEN 35-44		201
WOMEN 45-49		185
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17	100	197

HISPANIC	POPULATION	RANK
PERSONS 12+	800	205
MEN 18+	200	205
MEN 12-24	100	206
MEN 18-24		208
MEN 25-34	100	201
MEN 25-49	200	203
MEN 35-44		204
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64		194
MEN 65+		199
WOMEN 18+	400	202
WOMEN 12-24	200	199
WOMEN 18-24	100	196
WOMEN 25-34		203
WOMEN 25-49	100	205
WOMEN 35-44	100	194
WOMEN 45-49		186
WOMEN 50-54		181
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	200	201

HONOLULU

TV DMA RANK 71

ALL	POPULATION	RANK
PERSONS 12+	1,080,700	61
MEN 18+	486,200	58
MEN 12-24	121,100	63
MEN 18-24	68,000	60
MEN 25-34	86,400	57
MEN 25-49	228,400	58
MEN 35-44	94,300	58
MEN 45-49	47,700	59
MEN 50-54	45,600	58
MEN 55-64	67,900	61
MEN 65+	76,300	58
WOMEN 18+	491,900	64
WOMEN 12-24	106,000	67
WOMEN 18-24	56,500	72
WOMEN 25-34	80,000	63
WOMEN 25-49	221,500	62
WOMEN 35-44	93,000	61
WOMEN 45-49	48,500	63
WOMEN 50-54	45,800	62
WOMEN 55-64	70,300	64
WOMEN 65+	97,800	64
TEENS 12-17	102,600	65

BLACK	POPULATION	RANK
PERSONS 12+	32,400	114
MEN 18+	17,800	107
MEN 12-24	6,600	106
MEN 18-24	4,600	90
MEN 25-34	5,300	90
MEN 25-49	10,500	104
MEN 35-44	4,000	106
MEN 45-49	1,200	117
MEN 50-54	800	120
MEN 55-64	1,100	120
MEN 65+	800	127
WOMEN 18+	11,100	118
WOMEN 12-24	4,200	114
WOMEN 18-24	2,700	110
WOMEN 25-34	3,200	109
WOMEN 25-49	6,400	114
WOMEN 35-44	2,300	117
WOMEN 45-49	900	122
WOMEN 50-54	600	127
WOMEN 55-64	800	127
WOMEN 65+	600	140
TEENS 12-17	3,500	117

HISPANIC	POPULATION	RANK
PERSONS 12+	68,400	59
MEN 18+	28,300	61
MEN 12-24	13,400	62
MEN 18-24	7,300	63
MEN 25-34	7,000	64
MEN 25-49	14,700	62
MEN 35-44	5,600	60
MEN 45-49	2,100	58
MEN 50-54	1,800	58
MEN 55-64	2,500	55
MEN 65+	2,000	50
WOMEN 18+	28,100	58
WOMEN 12-24	12,400	58
WOMEN 18-24	6,500	59
WOMEN 25-34	6,700	59
WOMEN 25-49	14,800	58
WOMEN 35-44	5,800	55
WOMEN 45-49	2,300	56
WOMEN 50-54	1,800	57
WOMEN 55-64	2,600	52
WOMEN 65+	2,400	48
TEENS 12-17	12,000	58

DMA MARKET POPULATION ESTIMATES

HOUSTON

TV DMA RANK 11

ALL	POPULATION	RANK
PERSONS 12+	4,527,400	10
MEN 18+	1,988,900	10
MEN 12-24	551,400	7
MEN 18-24	288,900	7
MEN 25-34	408,400	9
MEN 25-49	1,054,900	10
MEN 35-44	432,200	10
MEN 45-49	214,300	9
MEN 50-54	186,400	9
MEN 55-64	252,900	10
MEN 65+	205,800	18
WOMEN 18+	2,024,200	10
WOMEN 12-24	518,800	8
WOMEN 18-24	267,000	8
WOMEN 25-34	392,900	10
WOMEN 25-49	1,033,100	10
WOMEN 35-44	426,700	10
WOMEN 45-49	213,500	10
WOMEN 50-54	188,000	10
WOMEN 55-64	261,400	11
WOMEN 65+	274,700	19
TEENS 12-17	514,300	7

BLACK	POPULATION	RANK
PERSONS 12+	728,800	8
MEN 18+	293,400	8
MEN 12-24	89,100	9
MEN 18-24	43,800	9
MEN 25-34	59,300	9
MEN 25-49	159,500	9
MEN 35-44	66,900	10
MEN 45-49	33,300	8
MEN 50-54	25,800	8
MEN 55-64	35,900	8
MEN 65+	28,400	8
WOMEN 18+	344,600	8
WOMEN 12-24	92,800	9
WOMEN 18-24	47,300	9
WOMEN 25-34	68,100	9
WOMEN 25-49	182,100	9
WOMEN 35-44	76,100	10
WOMEN 45-49	37,900	8
WOMEN 50-54	29,500	8
WOMEN 55-64	42,800	8
WOMEN 65+	42,900	8
TEENS 12-17	90,800	9

HISPANIC	POPULATION	RANK
PERSONS 12+	1,326,300	5
MEN 18+	592,100	5
MEN 12-24	240,200	4
MEN 18-24	135,700	4
MEN 25-34	165,800	4
MEN 25-49	343,900	5
MEN 35-44	128,500	4
MEN 45-49	49,600	4
MEN 50-54	38,000	4
MEN 55-64	46,200	4
MEN 65+	28,300	7
WOMEN 18+	534,300	4
WOMEN 12-24	206,100	4
WOMEN 18-24	110,700	4
WOMEN 25-34	142,000	4
WOMEN 25-49	302,100	4
WOMEN 35-44	113,900	4
WOMEN 45-49	46,200	4
WOMEN 50-54	37,300	4
WOMEN 55-64	48,600	5
WOMEN 65+	35,600	8
TEENS 12-17	199,900	4

HUNTSVILLE-DECATUR (FLOR)

TV DMA RANK 84

ALL	POPULATION	RANK
PERSONS 12+	779,500	85
MEN 18+	339,300	86
MEN 12-24	83,000	95
MEN 18-24	44,300	98
MEN 25-34	59,000	87
MEN 25-49	162,800	81
MEN 35-44	69,100	79
MEN 45-49	34,700	80
MEN 50-54	31,100	85
MEN 55-64	48,600	84
MEN 65+	52,500	83
WOMEN 18+	365,000	85
WOMEN 12-24	78,800	91
WOMEN 18-24	42,300	97
WOMEN 25-34	58,700	86
WOMEN 25-49	164,200	82
WOMEN 35-44	70,100	79
WOMEN 45-49	35,400	81
WOMEN 50-54	32,300	85
WOMEN 55-64	52,700	83
WOMEN 65+	73,500	84
TEENS 12-17	75,200	87

BLACK	POPULATION	RANK
PERSONS 12+	100,800	72
MEN 18+	40,300	73
MEN 12-24	15,500	70
MEN 18-24	8,500	67
MEN 25-34	7,700	74
MEN 25-49	20,500	74
MEN 35-44	8,700	72
MEN 45-49	4,100	71
MEN 50-54	3,200	71
MEN 55-64	3,800	76
MEN 65+	4,300	69
WOMEN 18+	46,800	72
WOMEN 12-24	15,300	70
WOMEN 18-24	8,600	68
WOMEN 25-34	8,900	73
WOMEN 25-49	23,400	72
WOMEN 35-44	9,600	72
WOMEN 45-49	4,900	69
WOMEN 50-54	3,500	74
WOMEN 55-64	4,700	75
WOMEN 65+	6,600	64
TEENS 12-17	13,700	71

HISPANIC	POPULATION	RANK
PERSONS 12+	24,600	102
MEN 18+	12,600	100
MEN 12-24	6,800	92
MEN 18-24	4,600	87
MEN 25-34	3,800	94
MEN 25-49	6,300	101
MEN 35-44	1,800	110
MEN 45-49	700	103
MEN 50-54	500	104
MEN 55-64	700	97
MEN 65+	500	112
WOMEN 18+	8,400	103
WOMEN 12-24	3,900	99
WOMEN 18-24	2,500	98
WOMEN 25-34	2,500	96
WOMEN 25-49	4,400	104
WOMEN 35-44	1,200	119
WOMEN 45-49	700	97
WOMEN 50-54	600	93
WOMEN 55-64	500	111
WOMEN 65+	400	105
TEENS 12-17	3,600	101

IDAHO FALLS-POCATELLO

TV DMA RANK 164

ALL	POPULATION	RANK
PERSONS 12+	267,800	163
MEN 18+	115,700	164
MEN 12-24	38,400	151
MEN 18-24	21,600	151
MEN 25-34	21,600	157
MEN 25-49	52,800	162
MEN 35-44	20,100	163
MEN 45-49	11,100	161
MEN 50-54	10,600	161
MEN 55-64	15,200	163
MEN 65+	15,500	171
WOMEN 18+	119,500	163
WOMEN 12-24	39,600	143
WOMEN 18-24	23,800	138
WOMEN 25-34	19,800	158
WOMEN 25-49	51,700	161
WOMEN 35-44	20,500	163
WOMEN 45-49	11,400	161
WOMEN 50-54	10,100	165
WOMEN 55-64	15,100	167
WOMEN 65+	18,800	177
TEENS 12-17	32,600	151

BLACK	POPULATION	RANK
PERSONS 12+	1,200	195
MEN 18+	700	193
MEN 12-24	200	195
MEN 18-24	100	195
MEN 25-34	200	188
MEN 25-49	300	192
MEN 35-44	200	200
MEN 45-49	100	178
MEN 50-54	200	157
MEN 55-64	100	178
MEN 65+	190	190
WOMEN 18+	400	193
WOMEN 12-24	200	191
WOMEN 18-24	200	179
WOMEN 25-34	196	196
WOMEN 25-49	100	194
WOMEN 35-44	100	183
WOMEN 45-49	185	185
WOMEN 50-54	189	189
WOMEN 55-64	100	170
WOMEN 65+	186	186
TEENS 12-17	100	197

HISPANIC	POPULATION	RANK
PERSONS 12+	19,700	118
MEN 18+	9,000	119
MEN 12-24	4,700	113
MEN 18-24	2,800	119
MEN 25-34	2,700	111
MEN 25-49	4,900	115
MEN 35-44	1,600	114
MEN 45-49	600	110
MEN 50-54	300	122
MEN 55-64	800	92
MEN 65+	200	160
WOMEN 18+	6,900	115
WOMEN 12-24	3,700	109
WOMEN 18-24	1,800	115
WOMEN 25-34	2,100	110
WOMEN 25-49	4,100	110
WOMEN 35-44	1,500	104
WOMEN 45-49	500	107
WOMEN 50-54	300	127
WOMEN 55-64	400	120
WOMEN 65+	300	115
TEENS 12-17	3,800	96

DMA MARKET POPULATION ESTIMATES

INDIANAPOLIS

TV DMA RANK

25

ALL	POPULATION	RANK
PERSONS 12+	2,228,100	26
MEN 18+	965,100	26
MEN 12-24	254,200	26
MEN 18-24	137,300	27
MEN 25-34	178,700	27
MEN 25-49	479,300	27
MEN 35-44	201,700	26
MEN 45-49	98,900	27
MEN 50-54	88,100	27
MEN 55-64	128,100	27
MEN 65+	132,300	28
WOMEN 18+	1,035,100	26
WOMEN 12-24	246,400	26
WOMEN 18-24	135,400	24
WOMEN 25-34	175,900	28
WOMEN 25-49	480,000	28
WOMEN 35-44	203,000	28
WOMEN 45-49	101,100	27
WOMEN 50-54	91,000	27
WOMEN 55-64	138,200	27
WOMEN 65+	190,500	28
TEENS 12-17	227,900	26

BLACK	POPULATION	RANK
PERSONS 12+	219,000	36
MEN 18+	89,000	35
MEN 12-24	28,600	41
MEN 18-24	13,400	46
MEN 25-34	19,300	33
MEN 25-49	49,300	33
MEN 35-44	21,000	32
MEN 45-49	9,000	35
MEN 50-54	7,000	35
MEN 55-64	10,300	34
MEN 65+	9,000	37
WOMEN 18+	100,600	36
WOMEN 12-24	28,000	41
WOMEN 18-24	13,800	45
WOMEN 25-34	21,100	33
WOMEN 25-49	53,500	32
WOMEN 35-44	22,300	32
WOMEN 45-49	10,100	35
WOMEN 50-54	7,600	42
WOMEN 55-64	12,100	35
WOMEN 65+	13,600	40
TEENS 12-17	29,400	34

HISPANIC	POPULATION	RANK
PERSONS 12+	62,100	61
MEN 18+	31,400	59
MEN 12-24	15,900	58
MEN 18-24	10,800	53
MEN 25-34	9,300	58
MEN 25-49	17,000	58
MEN 35-44	5,900	59
MEN 45-49	1,800	64
MEN 50-54	1,300	64
MEN 55-64	1,400	72
MEN 65+	900	81
WOMEN 18+	21,800	62
WOMEN 12-24	10,400	61
WOMEN 18-24	6,600	58
WOMEN 25-34	6,100	61
WOMEN 25-49	11,900	62
WOMEN 35-44	4,400	62
WOMEN 45-49	1,400	66
WOMEN 50-54	1,100	70
WOMEN 55-64	1,700	64
WOMEN 65+	500	97
TEENS 12-17	8,900	64

JACKSON, MS

TV DMA RANK

91

ALL	POPULATION	RANK
PERSONS 12+	741,000	88
MEN 18+	309,500	93
MEN 12-24	90,300	86
MEN 18-24	49,200	90
MEN 25-34	57,600	92
MEN 25-49	148,100	92
MEN 35-44	59,300	91
MEN 45-49	31,200	91
MEN 50-54	28,500	91
MEN 55-64	40,800	93
MEN 65+	42,900	97
WOMEN 18+	351,200	88
WOMEN 12-24	87,300	83
WOMEN 18-24	48,100	89
WOMEN 25-34	60,900	80
WOMEN 25-49	160,600	83
WOMEN 35-44	65,200	85
WOMEN 45-49	34,500	85
WOMEN 50-54	31,100	88
WOMEN 55-64	45,600	90
WOMEN 65+	65,800	92
TEENS 12-17	80,300	81

BLACK	POPULATION	RANK
PERSONS 12+	338,400	24
MEN 18+	132,400	24
MEN 12-24	50,200	18
MEN 18-24	27,400	17
MEN 25-34	27,100	23
MEN 25-49	66,000	25
MEN 35-44	25,700	27
MEN 45-49	13,200	24
MEN 50-54	10,200	25
MEN 55-64	13,900	25
MEN 65+	14,900	22
WOMEN 18+	160,700	22
WOMEN 12-24	50,800	19
WOMEN 18-24	28,300	18
WOMEN 25-34	32,000	21
WOMEN 25-49	79,000	24
WOMEN 35-44	31,600	25
WOMEN 45-49	15,400	23
WOMEN 50-54	12,400	23
WOMEN 55-64	17,300	25
WOMEN 65+	23,700	22
TEENS 12-17	45,300	22

HISPANIC	POPULATION	RANK
PERSONS 12+	10,900	140
MEN 18+	6,100	133
MEN 12-24	2,500	140
MEN 18-24	1,500	144
MEN 25-34	1,700	130
MEN 25-49	3,100	132
MEN 35-44	1,000	131
MEN 45-49	400	127
MEN 50-54	400	116
MEN 55-64	700	97
MEN 65+	400	122
WOMEN 18+	3,400	141
WOMEN 12-24	1,000	157
WOMEN 18-24	600	157
WOMEN 25-34	800	149
WOMEN 25-49	2,000	137
WOMEN 35-44	1,000	127
WOMEN 45-49	200	146
WOMEN 50-54	200	137
WOMEN 55-64	300	127
WOMEN 65+	300	115
TEENS 12-17	1,400	142

JACKSON, TN

TV DMA RANK

174

ALL	POPULATION	RANK
PERSONS 12+	203,200	177
MEN 18+	86,600	179
MEN 12-24	22,300	183
MEN 18-24	12,300	183
MEN 25-34	14,700	179
MEN 25-49	39,400	177
MEN 35-44	16,500	176
MEN 45-49	8,200	180
MEN 50-54	8,000	177
MEN 55-64	12,600	176
MEN 65+	14,300	173
WOMEN 18+	97,200	173
WOMEN 12-24	21,500	181
WOMEN 18-24	12,100	181
WOMEN 25-34	15,000	175
WOMEN 25-49	41,200	176
WOMEN 35-44	17,300	175
WOMEN 45-49	8,900	177
WOMEN 50-54	8,600	174
WOMEN 55-64	13,800	174
WOMEN 65+	21,500	168
TEENS 12-17	19,400	179

BLACK	POPULATION	RANK
PERSONS 12+	39,300	107
MEN 18+	15,200	113
MEN 12-24	5,200	113
MEN 18-24	2,700	119
MEN 25-34	3,000	116
MEN 25-49	7,700	113
MEN 35-44	3,200	113
MEN 45-49	1,500	108
MEN 50-54	1,200	107
MEN 55-64	1,700	108
MEN 65+	1,900	101
WOMEN 18+	18,900	106
WOMEN 12-24	5,600	107
WOMEN 18-24	2,900	107
WOMEN 25-34	3,500	107
WOMEN 25-49	9,300	106
WOMEN 35-44	4,000	103
WOMEN 45-49	1,800	104
WOMEN 50-54	1,600	101
WOMEN 55-64	2,000	107
WOMEN 65+	3,100	96
TEENS 12-17	5,200	108

HISPANIC	POPULATION	RANK
PERSONS 12+	3,000	184
MEN 18+	1,600	182
MEN 12-24	900	177
MEN 18-24	500	180
MEN 25-34	400	178
MEN 25-49	600	189
MEN 35-44	200	185
MEN 45-49		191
MEN 50-54		183
MEN 55-64	300	134
MEN 65+	200	160
WOMEN 18+	1,000	186
WOMEN 12-24	100	204
WOMEN 18-24	100	196
WOMEN 25-34	500	163
WOMEN 25-49	800	175
WOMEN 35-44	200	181
WOMEN 45-49	100	163
WOMEN 50-54		181
WOMEN 55-64	100	161
WOMEN 65+		174
TEENS 12-17	400	186

DMA MARKET POPULATION ESTIMATES

JACKSONVILLE

TV DMA RANK

52

ALL	POPULATION	RANK
PERSONS 12+	1,344,300	53
MEN 18+	584,700	54
MEN 12-24	155,100	48
MEN 18-24	81,900	50
MEN 25-34	103,100	52
MEN 25-49	285,400	52
MEN 35-44	121,500	50
MEN 45-49	60,800	51
MEN 50-54	54,000	51
MEN 55-64	81,800	52
MEN 65+	81,600	54
WOMEN 18+	616,900	53
WOMEN 12-24	143,900	49
WOMEN 18-24	74,400	50
WOMEN 25-34	100,700	52
WOMEN 25-49	285,700	52
WOMEN 35-44	121,700	49
WOMEN 45-49	63,300	49
WOMEN 50-54	57,200	50
WOMEN 55-64	88,200	52
WOMEN 65+	111,400	56
TEENS 12-17	142,700	46

BLACK	POPULATION	RANK
PERSONS 12+	285,500	26
MEN 18+	114,600	27
MEN 12-24	40,700	26
MEN 18-24	20,400	25
MEN 25-34	24,100	27
MEN 25-49	61,700	27
MEN 35-44	26,300	26
MEN 45-49	11,300	27
MEN 50-54	8,500	28
MEN 55-64	12,500	26
MEN 65+	11,500	27
WOMEN 18+	130,900	26
WOMEN 12-24	39,600	26
WOMEN 18-24	19,900	26
WOMEN 25-34	25,900	27
WOMEN 25-49	66,800	27
WOMEN 35-44	28,000	27
WOMEN 45-49	12,900	26
WOMEN 50-54	10,200	27
WOMEN 55-64	15,300	26
WOMEN 65+	18,700	27
TEENS 12-17	40,000	25

HISPANIC	POPULATION	RANK
PERSONS 12+	50,600	67
MEN 18+	22,800	66
MEN 12-24	9,800	72
MEN 18-24	6,000	74
MEN 25-34	5,700	72
MEN 25-49	12,000	67
MEN 35-44	4,600	66
MEN 45-49	1,700	66
MEN 50-54	1,300	64
MEN 55-64	2,100	59
MEN 65+	1,400	59
WOMEN 18+	20,600	65
WOMEN 12-24	7,300	75
WOMEN 18-24	3,900	76
WOMEN 25-34	4,900	69
WOMEN 25-49	11,100	65
WOMEN 35-44	4,400	62
WOMEN 45-49	1,800	61
WOMEN 50-54	1,500	60
WOMEN 55-64	2,200	56
WOMEN 65+	1,900	55
TEENS 12-17	7,200	69

JOHNSTOWN-ALTOONA

TV DMA RANK

97

ALL	POPULATION	RANK
PERSONS 12+	666,500	97
MEN 18+	300,600	94
MEN 12-24	77,100	98
MEN 18-24	48,400	91
MEN 25-34	49,300	105
MEN 25-49	132,300	99
MEN 35-44	53,800	99
MEN 45-49	29,200	95
MEN 50-54	27,000	94
MEN 55-64	40,600	94
MEN 65+	52,300	84
WOMEN 18+	310,000	97
WOMEN 12-24	71,700	97
WOMEN 18-24	44,500	91
WOMEN 25-34	42,900	110
WOMEN 25-49	120,800	105
WOMEN 35-44	50,200	103
WOMEN 45-49	27,700	100
WOMEN 50-54	26,400	97
WOMEN 55-64	41,900	96
WOMEN 65+	76,400	83
TEENS 12-17	55,900	114

BLACK	POPULATION	RANK
PERSONS 12+	15,000	138
MEN 18+	10,000	127
MEN 12-24	4,100	121
MEN 18-24	3,100	114
MEN 25-34	2,900	120
MEN 25-49	5,800	125
MEN 35-44	2,000	130
MEN 45-49	900	125
MEN 50-54	400	138
MEN 55-64	500	145
MEN 65+	200	161
WOMEN 18+	3,600	148
WOMEN 12-24	1,600	144
WOMEN 18-24	1,200	133
WOMEN 25-34	600	154
WOMEN 25-49	1,300	158
WOMEN 35-44	600	153
WOMEN 45-49	100	165
WOMEN 50-54	200	151
WOMEN 55-64	500	141
WOMEN 65+	400	146
TEENS 12-17	1,400	145

HISPANIC	POPULATION	RANK
PERSONS 12+	5,600	167
MEN 18+	2,800	166
MEN 12-24	1,400	164
MEN 18-24	700	167
MEN 25-34	1,100	152
MEN 25-49	1,500	159
MEN 35-44	400	169
MEN 45-49	900	191
MEN 50-54	300	122
MEN 55-64	100	170
MEN 65+	200	160
WOMEN 18+	2,000	167
WOMEN 12-24	700	170
WOMEN 18-24	600	157
WOMEN 25-34	700	154
WOMEN 25-49	1,100	165
WOMEN 35-44	300	168
WOMEN 45-49	100	163
WOMEN 50-54	100	157
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	800	162

JONESBORO

TV DMA RANK

179

ALL	POPULATION	RANK
PERSONS 12+	198,600	180
MEN 18+	86,300	181
MEN 12-24	21,600	184
MEN 18-24	12,100	184
MEN 25-34	15,000	176
MEN 25-49	38,300	181
MEN 35-44	15,500	179
MEN 45-49	7,800	181
MEN 50-54	7,500	181
MEN 55-64	12,800	174
MEN 65+	15,600	170
WOMEN 18+	93,900	179
WOMEN 12-24	20,900	183
WOMEN 18-24	12,000	183
WOMEN 25-34	14,700	176
WOMEN 25-49	38,300	180
WOMEN 35-44	15,600	181
WOMEN 45-49	8,000	181
WOMEN 50-54	7,700	181
WOMEN 55-64	13,900	173
WOMEN 65+	22,000	167
TEENS 12-17	18,400	181

BLACK	POPULATION	RANK
PERSONS 12+	7,700	161
MEN 18+	3,100	165
MEN 12-24	1,600	160
MEN 18-24	1,000	159
MEN 25-34	800	166
MEN 25-49	1,600	167
MEN 35-44	500	168
MEN 45-49	300	159
MEN 50-54	200	157
MEN 55-64	100	178
MEN 65+	200	161
WOMEN 18+	3,400	151
WOMEN 12-24	1,800	136
WOMEN 18-24	1,200	133
WOMEN 25-34	700	149
WOMEN 25-49	1,700	147
WOMEN 35-44	800	144
WOMEN 45-49	200	153
WOMEN 50-54	100	167
WOMEN 55-64	200	159
WOMEN 65+	200	164
TEENS 12-17	1,200	151

HISPANIC	POPULATION	RANK
PERSONS 12+	2,300	193
MEN 18+	1,100	192
MEN 12-24	700	184
MEN 18-24	500	180
MEN 25-34	300	186
MEN 25-49	500	192
MEN 35-44	200	185
MEN 45-49	900	191
MEN 50-54	100	159
MEN 55-64	100	194
MEN 65+	900	199
WOMEN 18+	900	189
WOMEN 12-24	400	187
WOMEN 18-24	300	182
WOMEN 25-34	300	183
WOMEN 25-49	500	186
WOMEN 35-44	200	181
WOMEN 45-49	900	186
WOMEN 50-54	100	181
WOMEN 55-64	100	161
WOMEN 65+	100	174
TEENS 12-17	300	194

DMA MARKET POPULATION ESTIMATES

JOPLIN-PITTSBURG

TV DMA RANK

146

ALL	POPULATION	RANK
PERSONS 12+	331,500	147
MEN 18+	142,800	148
MEN 12-24	39,200	148
MEN 18-24	21,700	150
MEN 25-34	24,600	145
MEN 25-49	63,700	151
MEN 35-44	25,700	153
MEN 45-49	13,400	155
MEN 50-54	12,800	148
MEN 55-64	20,000	149
MEN 65+	24,600	144
WOMEN 18+	155,200	147
WOMEN 12-24	36,600	150
WOMEN 18-24	20,600	148
WOMEN 25-34	24,000	145
WOMEN 25-49	64,000	148
WOMEN 35-44	25,700	152
WOMEN 45-49	14,300	147
WOMEN 50-54	13,300	149
WOMEN 55-64	21,300	146
WOMEN 65+	36,000	142
TEENS 12-17	33,500	150

BLACK	POPULATION	RANK
PERSONS 12+	6,000	166
MEN 18+	2,900	168
MEN 12-24	1,200	166
MEN 18-24	700	168
MEN 25-34	700	170
MEN 25-49	1,400	172
MEN 35-44	500	168
MEN 45-49	200	166
MEN 50-54	200	157
MEN 55-64	300	154
MEN 65+	300	152
WOMEN 18+	2,300	162
WOMEN 12-24	600	170
WOMEN 18-24	300	173
WOMEN 25-34	500	159
WOMEN 25-49	1,200	160
WOMEN 35-44	600	153
WOMEN 45-49	100	165
WOMEN 50-54	200	151
WOMEN 55-64	300	149
WOMEN 65+	300	153
TEENS 12-17	800	163

HISPANIC	POPULATION	RANK
PERSONS 12+	10,200	142
MEN 18+	4,800	144
MEN 12-24	2,700	135
MEN 18-24	1,900	132
MEN 25-34	1,200	150
MEN 25-49	2,200	149
MEN 35-44	800	145
MEN 45-49	200	154
MEN 50-54	100	159
MEN 55-64	200	153
MEN 65+	400	122
WOMEN 18+	3,700	139
WOMEN 12-24	2,200	128
WOMEN 18-24	1,300	127
WOMEN 25-34	900	142
WOMEN 25-49	1,600	144
WOMEN 35-44	600	143
WOMEN 45-49	100	163
WOMEN 50-54	400	112
WOMEN 55-64	400	120
WOMEN 65+	400	174
TEENS 12-17	1,700	132

JUNEAU

TV DMA RANK

207

ALL	POPULATION	RANK
PERSONS 12+	26,600	209
MEN 18+	11,700	209
MEN 12-24	3,200	209
MEN 18-24	1,500	209
MEN 25-34	1,700	209
MEN 25-49	5,700	209
MEN 35-44	2,400	209
MEN 45-49	1,600	208
MEN 50-54	1,600	207
MEN 55-64	1,900	209
MEN 65+	1,000	210
WOMEN 18+	11,700	209
WOMEN 12-24	2,800	209
WOMEN 18-24	1,300	209
WOMEN 25-34	1,700	209
WOMEN 25-49	5,900	209
WOMEN 35-44	2,500	208
WOMEN 45-49	1,700	207
WOMEN 50-54	1,500	208
WOMEN 55-64	1,700	209
WOMEN 65+	1,300	209
TEENS 12-17	3,200	209

BLACK	POPULATION	RANK
PERSONS 12+	300	203
MEN 18+	100	204
MEN 12-24	100	198
MEN 18-24	100	202
MEN 25-34	100	203
MEN 25-49	100	203
MEN 35-44	100	190
MEN 45-49	100	195
MEN 50-54	100	196
MEN 55-64	100	195
MEN 65+	100	190
WOMEN 18+	100	202
WOMEN 12-24	100	204
WOMEN 18-24	100	197
WOMEN 25-34	100	196
WOMEN 25-49	100	194
WOMEN 35-44	100	201
WOMEN 45-49	100	165
WOMEN 50-54	100	189
WOMEN 55-64	100	184
WOMEN 65+	100	186
TEENS 12-17	100	197

HISPANIC	POPULATION	RANK
PERSONS 12+	900	204
MEN 18+	400	204
MEN 12-24	200	202
MEN 18-24	100	197
MEN 25-34	100	201
MEN 25-49	200	203
MEN 35-44	100	193
MEN 45-49	100	191
MEN 50-54	100	183
MEN 55-64	100	194
MEN 65+	100	179
WOMEN 18+	300	204
WOMEN 12-24	100	204
WOMEN 18-24	100	204
WOMEN 25-34	100	198
WOMEN 25-49	200	201
WOMEN 35-44	100	194
WOMEN 45-49	100	186
WOMEN 50-54	100	157
WOMEN 55-64	100	188
WOMEN 65+	100	174
TEENS 12-17	200	201

KANSAS CITY

TV DMA RANK

31

ALL	POPULATION	RANK
PERSONS 12+	1,922,500	32
MEN 18+	833,000	32
MEN 12-24	218,900	33
MEN 18-24	119,100	32
MEN 25-34	155,200	32
MEN 25-49	413,500	32
MEN 35-44	172,300	31
MEN 45-49	86,000	32
MEN 50-54	77,000	32
MEN 55-64	110,100	32
MEN 65+	113,300	34
WOMEN 18+	894,500	32
WOMEN 12-24	210,300	31
WOMEN 18-24	115,100	31
WOMEN 25-34	154,500	32
WOMEN 25-49	417,900	32
WOMEN 35-44	173,900	31
WOMEN 45-49	89,500	31
WOMEN 50-54	80,200	31
WOMEN 55-64	118,500	32
WOMEN 65+	162,800	33
TEENS 12-17	195,000	34

BLACK	POPULATION	RANK
PERSONS 12+	207,600	39
MEN 18+	82,600	39
MEN 12-24	27,300	44
MEN 18-24	12,900	48
MEN 25-34	17,000	41
MEN 25-49	44,600	39
MEN 35-44	18,900	37
MEN 45-49	8,700	37
MEN 50-54	6,900	36
MEN 55-64	9,900	36
MEN 65+	8,300	41
WOMEN 18+	97,000	38
WOMEN 12-24	27,600	44
WOMEN 18-24	14,000	44
WOMEN 25-34	19,400	39
WOMEN 25-49	50,300	38
WOMEN 35-44	21,000	37
WOMEN 45-49	9,900	37
WOMEN 50-54	8,200	35
WOMEN 55-64	11,700	38
WOMEN 65+	12,800	45
TEENS 12-17	28,000	41

HISPANIC	POPULATION	RANK
PERSONS 12+	95,200	51
MEN 18+	44,500	50
MEN 12-24	19,900	50
MEN 18-24	12,400	50
MEN 25-34	12,500	47
MEN 25-49	24,100	50
MEN 35-44	8,300	50
MEN 45-49	3,300	48
MEN 50-54	2,500	49
MEN 55-64	3,100	48
MEN 65+	2,400	47
WOMEN 18+	36,900	51
WOMEN 12-24	15,000	53
WOMEN 18-24	8,700	54
WOMEN 25-34	9,900	51
WOMEN 25-49	20,200	51
WOMEN 35-44	7,300	50
WOMEN 45-49	3,000	48
WOMEN 50-54	2,300	49
WOMEN 55-64	3,200	48
WOMEN 65+	2,500	46
TEENS 12-17	13,800	53

DMA MARKET POPULATION ESTIMATES

KNOXVILLE

TV DMA RANK

59

ALL	POPULATION	RANK
PERSONS 12+	1,070,700	63
MEN 18+	468,000	63
MEN 12-24	108,600	69
MEN 18-24	59,800	73
MEN 25-34	81,400	62
MEN 25-49	217,100	64
MEN 35-44	90,100	63
MEN 45-49	45,600	64
MEN 50-54	43,700	62
MEN 55-64	71,700	55
MEN 65+	75,700	60
WOMEN 18+	508,000	61
WOMEN 12-24	103,100	70
WOMEN 18-24	57,200	71
WOMEN 25-34	80,900	61
WOMEN 25-49	221,600	61
WOMEN 35-44	93,200	60
WOMEN 45-49	47,500	64
WOMEN 50-54	45,500	63
WOMEN 55-64	77,700	55
WOMEN 65+	106,000	58
TEENS 12-17	94,700	68

BLACK	POPULATION	RANK
PERSONS 12+	43,500	105
MEN 18+	17,700	108
MEN 12-24	5,500	112
MEN 18-24	2,800	118
MEN 25-34	3,800	111
MEN 25-49	9,200	109
MEN 35-44	3,700	109
MEN 45-49	1,700	105
MEN 50-54	1,600	96
MEN 55-64	2,200	98
MEN 65+	1,900	101
WOMEN 18+	20,300	103
WOMEN 12-24	5,400	109
WOMEN 18-24	2,600	111
WOMEN 25-34	3,800	105
WOMEN 25-49	9,900	104
WOMEN 35-44	3,900	104
WOMEN 45-49	2,200	96
WOMEN 50-54	1,700	98
WOMEN 55-64	2,600	97
WOMEN 65+	3,500	92
TEENS 12-17	5,500	105

HISPANIC	POPULATION	RANK
PERSONS 12+	16,400	121
MEN 18+	8,200	122
MEN 12-24	4,300	121
MEN 18-24	2,800	119
MEN 25-34	2,400	120
MEN 25-49	4,400	121
MEN 35-44	1,200	124
MEN 45-49	800	98
MEN 50-54	300	122
MEN 55-64	300	134
MEN 65+	400	122
WOMEN 18+	5,900	122
WOMEN 12-24	2,400	123
WOMEN 18-24	1,600	119
WOMEN 25-34	1,600	119
WOMEN 25-49	3,200	122
WOMEN 35-44	1,100	124
WOMEN 45-49	500	107
WOMEN 50-54	200	137
WOMEN 55-64	700	94
WOMEN 65+	200	126
TEENS 12-17	2,300	122

LA CROSSE-EAU CLAIRE

TV DMA RANK

127

ALL	POPULATION	RANK
PERSONS 12+	453,800	129
MEN 18+	199,000	128
MEN 12-24	56,600	129
MEN 18-24	32,900	125
MEN 25-34	32,700	130
MEN 25-49	88,700	129
MEN 35-44	36,300	129
MEN 45-49	19,700	128
MEN 50-54	18,600	127
MEN 55-64	27,100	125
MEN 65+	31,700	123
WOMEN 18+	209,300	128
WOMEN 12-24	56,500	125
WOMEN 18-24	34,700	111
WOMEN 25-34	30,800	131
WOMEN 25-49	86,100	129
WOMEN 35-44	35,600	129
WOMEN 45-49	19,700	128
WOMEN 50-54	18,300	126
WOMEN 55-64	26,700	129
WOMEN 65+	43,500	121
TEENS 12-17	45,500	128

BLACK	POPULATION	RANK
PERSONS 12+	3,700	178
MEN 18+	2,200	174
MEN 12-24	1,300	163
MEN 18-24	700	168
MEN 25-34	500	177
MEN 25-49	1,100	177
MEN 35-44	500	168
MEN 45-49	100	178
MEN 50-54	300	148
MEN 55-64	100	178
MEN 65+		190
WOMEN 18+	800	183
WOMEN 12-24	300	188
WOMEN 18-24	200	179
WOMEN 25-34	400	163
WOMEN 25-49	600	174
WOMEN 35-44	100	183
WOMEN 45-49	100	165
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17	700	166

HISPANIC	POPULATION	RANK
PERSONS 12+	3,700	178
MEN 18+	2,000	176
MEN 12-24	1,000	173
MEN 18-24	700	167
MEN 25-34	400	178
MEN 25-49	1,100	170
MEN 35-44	600	154
MEN 45-49	100	165
MEN 50-54	100	159
MEN 55-64		194
MEN 65+	100	179
WOMEN 18+	1,400	175
WOMEN 12-24	700	170
WOMEN 18-24	700	152
WOMEN 25-34	100	198
WOMEN 25-49	600	183
WOMEN 35-44	300	168
WOMEN 45-49	200	146
WOMEN 50-54	100	157
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17	300	194

LAFAYETTE, IN

TV DMA RANK

186

ALL	POPULATION	RANK
PERSONS 12+	151,100	187
MEN 18+	71,400	185
MEN 12-24	27,300	170
MEN 18-24	21,200	152
MEN 25-34	14,600	181
MEN 25-49	31,300	185
MEN 35-44	11,500	187
MEN 45-49	5,200	196
MEN 50-54	4,800	196
MEN 55-64	6,900	198
MEN 65+	7,200	201
WOMEN 18+	68,100	187
WOMEN 12-24	22,700	179
WOMEN 18-24	17,200	158
WOMEN 25-34	12,400	185
WOMEN 25-49	28,400	187
WOMEN 35-44	10,700	190
WOMEN 45-49	5,300	194
WOMEN 50-54	5,100	195
WOMEN 55-64	7,300	197
WOMEN 65+	10,100	199
TEENS 12-17	11,600	194

BLACK	POPULATION	RANK
PERSONS 12+	3,500	179
MEN 18+	1,800	182
MEN 12-24	800	178
MEN 18-24	600	174
MEN 25-34	500	177
MEN 25-49	900	182
MEN 35-44	300	182
MEN 45-49	100	178
MEN 50-54		196
MEN 55-64	200	164
MEN 65+	100	173
WOMEN 18+	1,400	172
WOMEN 12-24	700	165
WOMEN 18-24	600	157
WOMEN 25-34	300	173
WOMEN 25-49	600	174
WOMEN 35-44	200	175
WOMEN 45-49	100	165
WOMEN 50-54	100	167
WOMEN 55-64		184
WOMEN 65+	100	172
TEENS 12-17	300	186

HISPANIC	POPULATION	RANK
PERSONS 12+	8,100	149
MEN 18+	4,300	147
MEN 12-24	2,300	145
MEN 18-24	1,800	135
MEN 25-34	1,400	144
MEN 25-49	2,100	151
MEN 35-44	600	154
MEN 45-49	100	165
MEN 50-54	100	159
MEN 55-64	200	153
MEN 65+	100	179
WOMEN 18+	3,000	144
WOMEN 12-24	1,600	140
WOMEN 18-24	1,300	127
WOMEN 25-34	1,000	137
WOMEN 25-49	1,500	148
WOMEN 35-44	400	157
WOMEN 45-49	100	163
WOMEN 50-54		181
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	800	162

DMA MARKET POPULATION ESTIMATES

LAFAYETTE, LA

TV DMA RANK 123

ALL	POPULATION	RANK
PERSONS 12+	486,800	126
MEN 18+	205,900	126
MEN 12-24	60,400	125
MEN 18-24	32,500	127
MEN 25-34	37,600	126
MEN 25-49	99,100	125
MEN 35-44	40,300	124
MEN 45-49	21,200	125
MEN 50-54	19,000	125
MEN 55-64	26,300	128
MEN 65+	29,000	129
WOMEN 18+	225,900	124
WOMEN 12-24	58,900	121
WOMEN 18-24	31,800	124
WOMEN 25-34	38,900	121
WOMEN 25-49	104,500	121
WOMEN 35-44	43,200	120
WOMEN 45-49	22,400	122
WOMEN 50-54	19,500	125
WOMEN 55-64	29,100	125
WOMEN 65+	41,000	125
TEENS 12-17	55,000	118

BLACK	POPULATION	RANK
PERSONS 12+	126,100	60
MEN 18+	49,400	64
MEN 12-24	18,400	59
MEN 18-24	9,400	62
MEN 25-34	9,800	67
MEN 25-49	24,300	66
MEN 35-44	9,600	66
MEN 45-49	4,900	62
MEN 50-54	4,100	58
MEN 55-64	5,900	61
MEN 65+	5,700	58
WOMEN 18+	58,800	59
WOMEN 12-24	18,700	57
WOMEN 18-24	9,800	59
WOMEN 25-34	11,300	60
WOMEN 25-49	28,600	59
WOMEN 35-44	11,700	62
WOMEN 45-49	5,600	58
WOMEN 50-54	5,200	56
WOMEN 55-64	7,100	58
WOMEN 65+	8,100	61
TEENS 12-17	17,900	57

HISPANIC	POPULATION	RANK
PERSONS 12+	7,000	157
MEN 18+	3,000	163
MEN 12-24	1,500	159
MEN 18-24	700	167
MEN 25-34	500	173
MEN 25-49	1,600	157
MEN 35-44	1,000	131
MEN 45-49	100	165
MEN 50-54	200	143
MEN 55-64	300	134
MEN 65+	200	160
WOMEN 18+	2,900	147
WOMEN 12-24	800	164
WOMEN 18-24	500	162
WOMEN 25-34	600	157
WOMEN 25-49	1,500	148
WOMEN 35-44	700	134
WOMEN 45-49	200	146
WOMEN 50-54	400	112
WOMEN 55-64	300	127
WOMEN 65+	200	126
TEENS 12-17	1,100	151

LAKE CHARLES

TV DMA RANK 177

ALL	POPULATION	RANK
PERSONS 12+	210,400	174
MEN 18+	92,500	174
MEN 12-24	25,300	175
MEN 18-24	13,900	176
MEN 25-34	17,200	168
MEN 25-49	44,900	169
MEN 35-44	18,300	168
MEN 45-49	9,400	171
MEN 50-54	8,300	175
MEN 55-64	12,200	178
MEN 65+	13,200	179
WOMEN 18+	95,600	176
WOMEN 12-24	23,700	174
WOMEN 18-24	12,800	177
WOMEN 25-34	16,100	169
WOMEN 25-49	43,200	170
WOMEN 35-44	17,500	173
WOMEN 45-49	9,600	172
WOMEN 50-54	8,400	176
WOMEN 55-64	13,100	176
WOMEN 65+	18,100	180
TEENS 12-17	22,300	171

BLACK	POPULATION	RANK
PERSONS 12+	46,900	100
MEN 18+	20,300	100
MEN 12-24	6,800	105
MEN 18-24	3,800	105
MEN 25-34	4,100	108
MEN 25-49	10,500	104
MEN 35-44	4,300	99
MEN 45-49	2,100	95
MEN 50-54	1,500	101
MEN 55-64	2,200	98
MEN 65+	2,300	92
WOMEN 18+	20,700	102
WOMEN 12-24	6,100	104
WOMEN 18-24	3,200	104
WOMEN 25-34	3,700	106
WOMEN 25-49	10,200	102
WOMEN 35-44	4,300	100
WOMEN 45-49	2,200	96
WOMEN 50-54	1,600	101
WOMEN 55-64	2,600	97
WOMEN 65+	3,100	96
TEENS 12-17	5,900	102

HISPANIC	POPULATION	RANK
PERSONS 12+	4,000	175
MEN 18+	2,300	172
MEN 12-24	700	184
MEN 18-24	500	180
MEN 25-34	600	165
MEN 25-49	1,400	164
MEN 35-44	600	154
MEN 45-49	200	154
MEN 50-54	100	159
MEN 55-64	100	170
MEN 65+	200	160
WOMEN 18+	1,300	178
WOMEN 12-24	500	183
WOMEN 18-24	300	182
WOMEN 25-34	400	171
WOMEN 25-49	600	183
WOMEN 35-44	200	181
WOMEN 45-49	200	186
WOMEN 50-54	200	137
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	400	186

LANSING

TV DMA RANK 110

ALL	POPULATION	RANK
PERSONS 12+	568,100	111
MEN 18+	249,400	112
MEN 12-24	71,400	103
MEN 18-24	42,500	102
MEN 25-34	45,400	111
MEN 25-49	118,200	112
MEN 35-44	48,000	109
MEN 45-49	24,800	108
MEN 50-54	23,000	108
MEN 55-64	33,500	112
MEN 65+	32,200	120
WOMEN 18+	262,700	112
WOMEN 12-24	70,400	99
WOMEN 18-24	43,300	95
WOMEN 25-34	43,300	108
WOMEN 25-49	116,100	109
WOMEN 35-44	47,300	108
WOMEN 45-49	25,500	108
WOMEN 50-54	23,900	109
WOMEN 55-64	35,000	115
WOMEN 65+	44,400	120
TEENS 12-17	56,000	113

BLACK	POPULATION	RANK
PERSONS 12+	44,700	104
MEN 18+	20,000	103
MEN 12-24	7,100	102
MEN 18-24	4,100	99
MEN 25-34	5,100	93
MEN 25-49	11,400	97
MEN 35-44	4,100	105
MEN 45-49	2,200	92
MEN 50-54	1,400	104
MEN 55-64	2,000	103
MEN 65+	1,100	116
WOMEN 18+	19,100	105
WOMEN 12-24	6,800	100
WOMEN 18-24	4,200	94
WOMEN 25-34	4,100	100
WOMEN 25-49	9,600	105
WOMEN 35-44	3,700	106
WOMEN 45-49	1,800	104
WOMEN 50-54	1,400	105
WOMEN 55-64	2,100	106
WOMEN 65+	1,800	112
TEENS 12-17	5,600	104

HISPANIC	POPULATION	RANK
PERSONS 12+	21,000	110
MEN 18+	9,200	117
MEN 12-24	3,600	123
MEN 18-24	2,100	128
MEN 25-34	2,500	116
MEN 25-49	5,200	111
MEN 35-44	1,900	107
MEN 45-49	800	98
MEN 50-54	500	104
MEN 55-64	900	87
MEN 65+	500	112
WOMEN 18+	8,700	100
WOMEN 12-24	3,800	104
WOMEN 18-24	2,200	107
WOMEN 25-34	2,200	106
WOMEN 25-49	4,500	102
WOMEN 35-44	1,500	104
WOMEN 45-49	800	90
WOMEN 50-54	700	89
WOMEN 55-64	700	94
WOMEN 65+	600	91
TEENS 12-17	3,100	110

DMA MARKET POPULATION ESTIMATES

LAREDO

TV DMA RANK 190

ALL	POPULATION	RANK
PERSONS 12+	179,300	183
MEN 18+	72,700	184
MEN 12-24	26,200	173
MEN 18-24	13,400	177
MEN 25-34	17,000	169
MEN 25-49	38,600	180
MEN 35-44	15,000	181
MEN 45-49	6,600	184
MEN 50-54	5,400	192
MEN 55-64	7,600	193
MEN 65+	7,700	198
WOMEN 18+	81,500	184
WOMEN 12-24	25,500	170
WOMEN 18-24	13,200	173
WOMEN 25-34	18,200	165
WOMEN 25-49	42,100	173
WOMEN 35-44	16,700	178
WOMEN 45-49	7,200	184
WOMEN 50-54	6,000	188
WOMEN 55-64	8,800	189
WOMEN 65+	11,400	194
TEENS 12-17	25,100	165

BLACK	POPULATION	RANK
PERSONS 12+	300	203
MEN 18+	100	204
MEN 12-24	100	198
MEN 18-24		202
MEN 25-34		203
MEN 25-49		206
MEN 35-44		200
MEN 45-49		195
MEN 50-54	100	173
MEN 55-64		195
MEN 65+		190
WOMEN 18+	100	202
WOMEN 12-24		204
WOMEN 18-24		197
WOMEN 25-34		196
WOMEN 25-49	100	194
WOMEN 35-44	100	183
WOMEN 45-49		185
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17	100	197

HISPANIC	POPULATION	RANK
PERSONS 12+	169,500	34
MEN 18+	68,200	37
MEN 12-24	25,200	44
MEN 18-24	13,000	47
MEN 25-34	15,800	40
MEN 25-49	36,000	40
MEN 35-44	14,100	35
MEN 45-49	6,100	34
MEN 50-54	5,100	31
MEN 55-64	7,100	29
MEN 65+	7,000	23
WOMEN 18+	77,200	32
WOMEN 12-24	24,700	36
WOMEN 18-24	12,800	39
WOMEN 25-34	17,100	34
WOMEN 25-49	39,900	34
WOMEN 35-44	16,000	32
WOMEN 45-49	6,800	30
WOMEN 50-54	5,600	29
WOMEN 55-64	8,400	27
WOMEN 65+	10,500	23
TEENS 12-17	24,100	36

LAS VEGAS

TV DMA RANK 51

ALL	POPULATION	RANK
PERSONS 12+	1,401,300	50
MEN 18+	636,800	43
MEN 12-24	149,000	50
MEN 18-24	76,400	51
MEN 25-34	128,500	41
MEN 25-49	329,500	40
MEN 35-44	139,600	40
MEN 45-49	61,400	49
MEN 50-54	53,600	53
MEN 55-64	85,700	44
MEN 65+	91,600	47
WOMEN 18+	623,400	51
WOMEN 12-24	140,200	51
WOMEN 18-24	71,700	52
WOMEN 25-34	119,100	45
WOMEN 25-49	304,100	45
WOMEN 35-44	127,000	45
WOMEN 45-49	58,000	52
WOMEN 50-54	53,500	52
WOMEN 55-64	89,100	49
WOMEN 65+	105,000	60
TEENS 12-17	141,100	47

BLACK	POPULATION	RANK
PERSONS 12+	116,600	67
MEN 18+	49,800	63
MEN 12-24	13,800	73
MEN 18-24	6,300	76
MEN 25-34	10,800	62
MEN 25-49	28,500	59
MEN 35-44	12,700	59
MEN 45-49	5,000	60
MEN 50-54	3,700	64
MEN 55-64	6,200	57
MEN 65+	5,100	62
WOMEN 18+	51,600	66
WOMEN 12-24	14,300	72
WOMEN 18-24	6,600	75
WOMEN 25-34	11,000	64
WOMEN 25-49	27,800	63
WOMEN 35-44	11,800	60
WOMEN 45-49	5,000	67
WOMEN 50-54	3,900	68
WOMEN 55-64	6,900	59
WOMEN 65+	6,400	67
TEENS 12-17	15,200	68

HISPANIC	POPULATION	RANK
PERSONS 12+	312,400	24
MEN 18+	141,600	23
MEN 12-24	57,600	22
MEN 18-24	32,000	23
MEN 25-34	43,200	21
MEN 25-49	85,700	22
MEN 35-44	32,100	23
MEN 45-49	10,400	25
MEN 50-54	7,300	25
MEN 55-64	9,900	24
MEN 65+	6,700	25
WOMEN 18+	122,800	25
WOMEN 12-24	48,000	24
WOMEN 18-24	25,600	24
WOMEN 25-34	35,300	23
WOMEN 25-49	71,200	24
WOMEN 35-44	26,600	23
WOMEN 45-49	9,300	25
WOMEN 50-54	7,200	25
WOMEN 55-64	10,400	25
WOMEN 65+	8,400	26
TEENS 12-17	48,000	22

LEXINGTON

TV DMA RANK 64

ALL	POPULATION	RANK
PERSONS 12+	1,032,800	65
MEN 18+	456,600	65
MEN 12-24	111,800	67
MEN 18-24	65,400	64
MEN 25-34	88,200	55
MEN 25-49	224,800	60
MEN 35-44	92,200	60
MEN 45-49	44,400	67
MEN 50-54	41,500	66
MEN 55-64	62,800	66
MEN 65+	62,100	71
WOMEN 18+	486,800	65
WOMEN 12-24	107,000	66
WOMEN 18-24	64,000	61
WOMEN 25-34	86,100	55
WOMEN 25-49	225,400	60
WOMEN 35-44	92,200	62
WOMEN 45-49	47,100	65
WOMEN 50-54	43,300	66
WOMEN 55-64	67,700	65
WOMEN 65+	86,400	72
TEENS 12-17	89,400	75

BLACK	POPULATION	RANK
PERSONS 12+	57,400	92
MEN 18+	25,600	89
MEN 12-24	7,800	97
MEN 18-24	4,600	90
MEN 25-34	5,400	89
MEN 25-49	13,700	86
MEN 35-44	5,900	82
MEN 45-49	2,400	88
MEN 50-54	1,900	87
MEN 55-64	2,700	86
MEN 65+	2,700	87
WOMEN 18+	25,600	92
WOMEN 12-24	6,800	100
WOMEN 18-24	3,800	97
WOMEN 25-34	4,700	93
WOMEN 25-49	12,700	91
WOMEN 35-44	5,500	89
WOMEN 45-49	2,500	87
WOMEN 50-54	2,000	87
WOMEN 55-64	3,300	84
WOMEN 65+	3,800	87
TEENS 12-17	6,200	99

HISPANIC	POPULATION	RANK
PERSONS 12+	20,900	112
MEN 18+	12,700	99
MEN 12-24	5,000	107
MEN 18-24	3,600	102
MEN 25-34	3,800	94
MEN 25-49	6,900	98
MEN 35-44	2,300	97
MEN 45-49	800	98
MEN 50-54	500	104
MEN 55-64	700	97
MEN 65+	1,000	74
WOMEN 18+	5,800	124
WOMEN 12-24	2,300	126
WOMEN 18-24	1,300	127
WOMEN 25-34	2,000	111
WOMEN 25-49	3,700	115
WOMEN 35-44	1,200	119
WOMEN 45-49	500	107
WOMEN 50-54	400	112
WOMEN 55-64	300	127
WOMEN 65+	100	146
TEENS 12-17	2,400	121

DMA MARKET POPULATION ESTIMATES

LIMA

TV DMA RANK 194

ALL	POPULATION	RANK
PERSONS 12+	119,500	194
MEN 18+	53,000	194
MEN 12-24	15,000	193
MEN 18-24	8,400	193
MEN 25-34	8,800	194
MEN 25-49	24,400	194
MEN 35-44	10,100	195
MEN 45-49	5,500	193
MEN 50-54	4,900	195
MEN 55-64	7,100	196
MEN 65+	8,200	194
WOMEN 18+	53,600	195
WOMEN 12-24	13,300	196
WOMEN 18-24	7,000	197
WOMEN 25-34	8,100	195
WOMEN 25-49	22,800	195
WOMEN 35-44	9,400	195
WOMEN 45-49	5,300	194
WOMEN 50-54	4,700	198
WOMEN 55-64	7,200	198
WOMEN 65+	11,900	192
TEENS 12-17	12,900	190

BLACK	POPULATION	RANK
PERSONS 12+	10,900	150
MEN 18+	5,200	153
MEN 12-24	1,700	158
MEN 18-24	1,000	159
MEN 25-34	1,200	153
MEN 25-49	2,800	151
MEN 35-44	1,100	152
MEN 45-49	500	146
MEN 50-54	400	138
MEN 55-64	600	140
MEN 65+	400	146
WOMEN 18+	4,300	144
WOMEN 12-24	1,500	146
WOMEN 18-24	800	147
WOMEN 25-34	800	143
WOMEN 25-49	2,100	144
WOMEN 35-44	800	144
WOMEN 45-49	500	138
WOMEN 50-54	400	137
WOMEN 55-64	400	146
WOMEN 65+	600	140
TEENS 12-17	1,400	145

HISPANIC	POPULATION	RANK
PERSONS 12+	2,200	194
MEN 18+	1,000	195
MEN 12-24	400	196
MEN 18-24	200	195
MEN 25-34	300	186
MEN 25-49	500	192
MEN 35-44	200	185
MEN 45-49		191
MEN 50-54	100	159
MEN 55-64	100	170
MEN 65+	100	179
WOMEN 18+	800	193
WOMEN 12-24	400	187
WOMEN 18-24	200	190
WOMEN 25-34	200	190
WOMEN 25-49	400	193
WOMEN 35-44	100	194
WOMEN 45-49	100	163
WOMEN 50-54		181
WOMEN 55-64	200	147
WOMEN 65+		174
TEENS 12-17	400	186

LINCOLN & HASTINGS-KRNY

TV DMA RANK 103

ALL	POPULATION	RANK
PERSONS 12+	591,700	105
MEN 18+	261,800	105
MEN 12-24	71,100	105
MEN 18-24	41,200	103
MEN 25-34	45,600	109
MEN 25-49	118,800	111
MEN 35-44	47,600	111
MEN 45-49	25,600	107
MEN 50-54	24,200	103
MEN 55-64	34,100	109
MEN 65+	43,500	96
WOMEN 18+	271,500	104
WOMEN 12-24	67,800	102
WOMEN 18-24	39,300	101
WOMEN 25-34	41,700	114
WOMEN 25-49	112,300	112
WOMEN 35-44	45,400	115
WOMEN 45-49	25,200	111
WOMEN 50-54	24,000	108
WOMEN 55-64	35,400	113
WOMEN 65+	60,500	97
TEENS 12-17	58,400	106

BLACK	POPULATION	RANK
PERSONS 12+	8,500	158
MEN 18+	4,500	158
MEN 12-24	1,800	157
MEN 18-24	1,100	155
MEN 25-34	1,200	153
MEN 25-49	2,600	156
MEN 35-44	1,000	154
MEN 45-49	400	156
MEN 50-54	400	138
MEN 55-64	200	164
MEN 65+	200	161
WOMEN 18+	2,800	156
WOMEN 12-24	1,000	158
WOMEN 18-24	500	161
WOMEN 25-34	1,100	135
WOMEN 25-49	1,700	147
WOMEN 35-44	500	159
WOMEN 45-49	100	165
WOMEN 50-54	200	151
WOMEN 55-64	200	159
WOMEN 65+	200	164
TEENS 12-17	1,200	151

HISPANIC	POPULATION	RANK
PERSONS 12+	27,500	96
MEN 18+	14,000	95
MEN 12-24	6,200	96
MEN 18-24	4,300	92
MEN 25-34	3,800	94
MEN 25-49	7,100	95
MEN 35-44	2,400	95
MEN 45-49	900	93
MEN 50-54	900	86
MEN 55-64	700	97
MEN 65+	1,000	74
WOMEN 18+	9,900	92
WOMEN 12-24	4,700	89
WOMEN 18-24	3,000	85
WOMEN 25-34	3,000	89
WOMEN 25-49	5,500	93
WOMEN 35-44	1,600	102
WOMEN 45-49	900	86
WOMEN 50-54	300	127
WOMEN 55-64	600	102
WOMEN 65+	500	97
TEENS 12-17	3,600	101

LITTLE ROCK-PINE BLUFF

TV DMA RANK 57

ALL	POPULATION	RANK
PERSONS 12+	1,134,600	57
MEN 18+	491,500	57
MEN 12-24	127,800	58
MEN 18-24	70,200	58
MEN 25-34	86,300	58
MEN 25-49	226,200	59
MEN 35-44	92,500	59
MEN 45-49	47,400	60
MEN 50-54	44,300	61
MEN 55-64	70,600	56
MEN 65+	80,200	55
WOMEN 18+	531,200	57
WOMEN 12-24	120,500	58
WOMEN 18-24	66,200	56
WOMEN 25-34	85,100	56
WOMEN 25-49	230,100	58
WOMEN 35-44	95,500	58
WOMEN 45-49	49,500	59
WOMEN 50-54	47,000	59
WOMEN 55-64	75,900	56
WOMEN 65+	112,000	54
TEENS 12-17	111,900	60

BLACK	POPULATION	RANK
PERSONS 12+	212,600	38
MEN 18+	84,200	38
MEN 12-24	31,600	33
MEN 18-24	16,600	32
MEN 25-34	16,600	44
MEN 25-49	43,400	40
MEN 35-44	18,000	41
MEN 45-49	8,800	36
MEN 50-54	6,400	42
MEN 55-64	8,700	45
MEN 65+	9,100	35
WOMEN 18+	99,100	37
WOMEN 12-24	31,000	36
WOMEN 18-24	16,700	35
WOMEN 25-34	19,700	38
WOMEN 25-49	49,200	40
WOMEN 35-44	20,500	38
WOMEN 45-49	9,000	44
WOMEN 50-54	7,900	38
WOMEN 55-64	10,100	45
WOMEN 65+	15,200	33
TEENS 12-17	29,300	35

HISPANIC	POPULATION	RANK
PERSONS 12+	25,300	100
MEN 18+	12,900	98
MEN 12-24	5,900	99
MEN 18-24	3,700	101
MEN 25-34	4,000	89
MEN 25-49	6,800	99
MEN 35-44	2,200	99
MEN 45-49	600	110
MEN 50-54	800	89
MEN 55-64	800	92
MEN 65+	800	86
WOMEN 18+	8,800	98
WOMEN 12-24	3,600	111
WOMEN 18-24	2,200	107
WOMEN 25-34	2,400	99
WOMEN 25-49	4,800	99
WOMEN 35-44	1,900	92
WOMEN 45-49	500	107
WOMEN 50-54	500	102
WOMEN 55-64	800	90
WOMEN 65+	500	97
TEENS 12-17	3,600	101

DMA MARKET POPULATION ESTIMATES

LOS ANGELES

TV DMA RANK 2

ALL	POPULATION	RANK
PERSONS 12+	14,180,200	2
MEN 18+	6,192,000	2
MEN 12-24	1,706,400	2
MEN 18-24	901,400	2
MEN 25-34	1,322,700	2
MEN 25-49	3,314,300	2
MEN 35-44	1,376,500	2
MEN 45-49	615,100	2
MEN 50-54	517,700	2
MEN 55-64	719,600	2
MEN 65+	739,000	2
WOMEN 18+	6,416,200	2
WOMEN 12-24	1,607,900	2
WOMEN 18-24	840,900	2
WOMEN 25-34	1,261,900	2
WOMEN 25-49	3,230,900	2
WOMEN 35-44	1,345,600	2
WOMEN 45-49	623,400	2
WOMEN 50-54	543,800	2
WOMEN 55-64	784,000	2
WOMEN 65+	1,016,600	2
TEENS 12-17	1,572,000	2

BLACK	POPULATION	RANK
PERSONS 12+	1,072,900	6
MEN 18+	438,500	6
MEN 12-24	121,600	6
MEN 18-24	56,600	6
MEN 25-34	88,500	6
MEN 25-49	239,900	5
MEN 35-44	105,300	5
MEN 45-49	46,100	5
MEN 50-54	37,900	4
MEN 55-64	57,900	4
MEN 65+	46,200	4
WOMEN 18+	506,400	6
WOMEN 12-24	123,700	6
WOMEN 18-24	60,700	6
WOMEN 25-34	98,900	6
WOMEN 25-49	265,200	6
WOMEN 35-44	114,400	6
WOMEN 45-49	51,900	6
WOMEN 50-54	43,900	5
WOMEN 55-64	67,000	5
WOMEN 65+	69,600	4
TEENS 12-17	128,000	5

HISPANIC	POPULATION	RANK
PERSONS 12+	5,695,100	1
MEN 18+	2,444,500	1
MEN 12-24	958,200	1
MEN 18-24	522,800	1
MEN 25-34	693,700	1
MEN 25-49	1,443,700	1
MEN 35-44	548,500	1
MEN 45-49	201,500	1
MEN 50-54	149,800	1
MEN 55-64	187,000	1
MEN 65+	141,200	1
WOMEN 18+	2,406,200	1
WOMEN 12-24	873,900	1
WOMEN 18-24	464,900	1
WOMEN 25-34	624,500	1
WOMEN 25-49	1,356,600	1
WOMEN 35-44	525,700	1
WOMEN 45-49	206,400	1
WOMEN 50-54	163,200	1
WOMEN 55-64	220,200	1
WOMEN 65+	201,300	1
TEENS 12-17	844,400	1

LOUISVILLE

TV DMA RANK 50

ALL	POPULATION	RANK
PERSONS 12+	1,347,300	52
MEN 18+	586,400	52
MEN 12-24	141,800	52
MEN 18-24	75,700	52
MEN 25-34	104,500	51
MEN 25-49	288,500	51
MEN 35-44	121,800	49
MEN 45-49	62,200	47
MEN 50-54	56,500	45
MEN 55-64	83,500	48
MEN 65+	82,200	53
WOMEN 18+	632,500	50
WOMEN 12-24	132,900	53
WOMEN 18-24	70,600	54
WOMEN 25-34	104,900	51
WOMEN 25-49	293,300	49
WOMEN 35-44	123,500	48
WOMEN 45-49	64,900	46
WOMEN 50-54	58,800	47
WOMEN 55-64	89,600	48
WOMEN 65+	120,200	52
TEENS 12-17	128,400	52

BLACK	POPULATION	RANK
PERSONS 12+	147,400	55
MEN 18+	59,400	56
MEN 12-24	18,500	58
MEN 18-24	9,000	64
MEN 25-34	12,000	58
MEN 25-49	31,900	58
MEN 35-44	13,400	56
MEN 45-49	6,500	54
MEN 50-54	4,500	57
MEN 55-64	7,300	54
MEN 65+	6,700	52
WOMEN 18+	69,600	54
WOMEN 12-24	18,500	58
WOMEN 18-24	9,600	61
WOMEN 25-34	14,000	53
WOMEN 25-49	35,800	55
WOMEN 35-44	14,600	55
WOMEN 45-49	7,200	53
WOMEN 50-54	5,600	53
WOMEN 55-64	8,700	54
WOMEN 65+	9,900	54
TEENS 12-17	18,400	55

HISPANIC	POPULATION	RANK
PERSONS 12+	27,400	97
MEN 18+	14,700	91
MEN 12-24	7,000	90
MEN 18-24	4,900	81
MEN 25-34	4,400	87
MEN 25-49	7,800	90
MEN 35-44	2,400	95
MEN 45-49	1,000	89
MEN 50-54	1,000	76
MEN 55-64	500	117
MEN 65+	500	112
WOMEN 18+	9,000	97
WOMEN 12-24	3,900	99
WOMEN 18-24	2,300	103
WOMEN 25-34	2,800	93
WOMEN 25-49	5,100	96
WOMEN 35-44	1,500	104
WOMEN 45-49	800	90
WOMEN 50-54	500	102
WOMEN 55-64	600	102
WOMEN 65+	500	97
TEENS 12-17	3,700	99

LUBBOCK

TV DMA RANK 145

ALL	POPULATION	RANK
PERSONS 12+	342,600	144
MEN 18+	149,400	144
MEN 12-24	48,200	136
MEN 18-24	28,800	135
MEN 25-34	28,700	139
MEN 25-49	69,100	143
MEN 35-44	26,900	148
MEN 45-49	13,500	154
MEN 50-54	12,700	149
MEN 55-64	17,300	159
MEN 65+	21,500	156
WOMEN 18+	155,900	146
WOMEN 12-24	45,200	134
WOMEN 18-24	27,300	133
WOMEN 25-34	26,800	139
WOMEN 25-49	66,600	145
WOMEN 35-44	25,900	151
WOMEN 45-49	13,900	152
WOMEN 50-54	12,500	155
WOMEN 55-64	19,300	155
WOMEN 65+	30,200	153
TEENS 12-17	37,300	141

BLACK	POPULATION	RANK
PERSONS 12+	21,500	125
MEN 18+	9,500	129
MEN 12-24	3,500	131
MEN 18-24	1,700	137
MEN 25-34	2,000	136
MEN 25-49	4,900	132
MEN 35-44	2,000	130
MEN 45-49	900	125
MEN 50-54	700	123
MEN 55-64	1,000	121
MEN 65+	1,200	112
WOMEN 18+	8,900	126
WOMEN 12-24	2,700	129
WOMEN 18-24	1,400	130
WOMEN 25-34	1,700	128
WOMEN 25-49	4,300	126
WOMEN 35-44	1,900	124
WOMEN 45-49	700	127
WOMEN 50-54	700	121
WOMEN 55-64	1,000	122
WOMEN 65+	1,500	115
TEENS 12-17	3,100	120

HISPANIC	POPULATION	RANK
PERSONS 12+	112,800	48
MEN 18+	48,700	48
MEN 12-24	19,400	51
MEN 18-24	10,500	56
MEN 25-34	12,000	52
MEN 25-49	25,800	48
MEN 35-44	9,300	49
MEN 45-49	4,500	41
MEN 50-54	3,500	41
MEN 55-64	4,500	40
MEN 65+	4,400	34
WOMEN 18+	47,000	42
WOMEN 12-24	18,600	46
WOMEN 18-24	10,400	47
WOMEN 25-34	10,800	48
WOMEN 25-49	24,100	46
WOMEN 35-44	9,200	44
WOMEN 45-49	4,100	40
WOMEN 50-54	3,700	39
WOMEN 55-64	4,300	42
WOMEN 65+	4,500	36
TEENS 12-17	17,100	48

DMA MARKET POPULATION ESTIMATES

MACON

TV DMA RANK

119

ALL	POPULATION	RANK
PERSONS 12+	518,000	122
MEN 18+	222,100	125
MEN 12-24	62,600	122
MEN 18-24	33,500	123
MEN 25-34	41,300	117
MEN 25-49	109,200	118
MEN 35-44	45,600	116
MEN 45-49	22,300	122
MEN 50-54	20,500	121
MEN 55-64	29,500	121
MEN 65+	29,400	128
WOMEN 18+	240,600	119
WOMEN 12-24	58,900	121
WOMEN 18-24	32,700	120
WOMEN 25-34	40,300	117
WOMEN 25-49	109,900	116
WOMEN 35-44	46,400	112
WOMEN 45-49	23,200	118
WOMEN 50-54	20,900	120
WOMEN 55-64	32,200	120
WOMEN 65+	44,900	119
TEENS 12-17	55,300	116

MADISON

TV DMA RANK

85

ALL	POPULATION	RANK
PERSONS 12+	776,700	86
MEN 18+	346,400	85
MEN 12-24	90,500	85
MEN 18-24	53,000	84
MEN 25-34	64,300	78
MEN 25-49	169,600	80
MEN 35-44	69,700	78
MEN 45-49	35,600	78
MEN 50-54	32,200	81
MEN 55-64	45,200	88
MEN 65+	46,400	93
WOMEN 18+	356,900	87
WOMEN 12-24	85,600	85
WOMEN 18-24	49,700	83
WOMEN 25-34	60,700	81
WOMEN 25-49	164,900	81
WOMEN 35-44	68,300	81
WOMEN 45-49	35,900	79
WOMEN 50-54	32,100	87
WOMEN 55-64	46,600	88
WOMEN 65+	63,600	94
TEENS 12-17	73,400	90

MANKATO

TV DMA RANK

199

ALL	POPULATION	RANK
PERSONS 12+	101,300	201
MEN 18+	45,000	201
MEN 12-24	14,000	195
MEN 18-24	9,200	189
MEN 25-34	7,400	200
MEN 25-49	19,100	201
MEN 35-44	7,400	201
MEN 45-49	4,300	201
MEN 50-54	3,900	201
MEN 55-64	5,500	201
MEN 65+	7,300	200
WOMEN 18+	46,900	201
WOMEN 12-24	13,600	194
WOMEN 18-24	9,000	189
WOMEN 25-34	6,600	201
WOMEN 25-49	17,900	201
WOMEN 35-44	7,100	201
WOMEN 45-49	4,200	201
WOMEN 50-54	3,900	201
WOMEN 55-64	5,400	201
WOMEN 65+	10,700	197
TEENS 12-17	9,400	201

BLACK	POPULATION	RANK
PERSONS 12+	190,800	47
MEN 18+	76,700	48
MEN 12-24	27,500	43
MEN 18-24	14,500	42
MEN 25-34	16,100	45
MEN 25-49	40,700	46
MEN 35-44	16,800	46
MEN 45-49	7,800	46
MEN 50-54	6,300	44
MEN 55-64	8,100	48
MEN 65+	7,100	48
WOMEN 18+	89,300	46
WOMEN 12-24	26,700	45
WOMEN 18-24	14,900	41
WOMEN 25-34	17,000	47
WOMEN 25-49	43,900	47
WOMEN 35-44	18,400	46
WOMEN 45-49	8,500	47
WOMEN 50-54	7,400	44
WOMEN 55-64	10,000	47
WOMEN 65+	13,100	44
TEENS 12-17	24,800	48

BLACK	POPULATION	RANK
PERSONS 12+	24,300	123
MEN 18+	11,300	123
MEN 12-24	4,400	120
MEN 18-24	2,500	120
MEN 25-34	3,000	116
MEN 25-49	6,500	121
MEN 35-44	2,600	120
MEN 45-49	900	125
MEN 50-54	900	116
MEN 55-64	900	125
MEN 65+	500	143
WOMEN 18+	9,300	125
WOMEN 12-24	3,900	116
WOMEN 18-24	2,100	118
WOMEN 25-34	2,300	116
WOMEN 25-49	5,200	121
WOMEN 35-44	2,100	121
WOMEN 45-49	800	124
WOMEN 50-54	600	127
WOMEN 55-64	800	127
WOMEN 65+	600	140
TEENS 12-17	3,700	116

HISPANIC	POPULATION	RANK
PERSONS 12+	9,300	144
MEN 18+	4,500	146
MEN 12-24	2,400	142
MEN 18-24	1,200	151
MEN 25-34	1,300	145
MEN 25-49	2,500	146
MEN 35-44	800	145
MEN 45-49	400	127
MEN 50-54	400	116
MEN 55-64	100	170
MEN 65+	300	141
WOMEN 18+	3,000	144
WOMEN 12-24	1,500	142
WOMEN 18-24	900	146
WOMEN 25-34	900	142
WOMEN 25-49	1,400	156
WOMEN 35-44	400	157
WOMEN 45-49	100	163
WOMEN 50-54	300	127
WOMEN 55-64	100	161
WOMEN 65+	300	115
TEENS 12-17	1,800	130

HISPANIC	POPULATION	RANK
PERSONS 12+	22,500	103
MEN 18+	11,500	103
MEN 12-24	5,700	101
MEN 18-24	4,000	96
MEN 25-34	3,700	98
MEN 25-49	6,200	102
MEN 35-44	1,900	107
MEN 45-49	600	110
MEN 50-54	600	97
MEN 55-64	400	124
MEN 65+	300	141
WOMEN 18+	8,000	109
WOMEN 12-24	3,900	99
WOMEN 18-24	2,600	94
WOMEN 25-34	2,400	99
WOMEN 25-49	4,200	107
WOMEN 35-44	1,300	112
WOMEN 45-49	500	107
WOMEN 50-54	400	112
WOMEN 55-64	500	111
WOMEN 65+	300	115
TEENS 12-17	3,000	115

DMA MARKET POPULATION ESTIMATES

MARQUETTE

TV DMA RANK 180

ALL	POPULATION	RANK
PERSONS 12+	194,100	181
MEN 18+	89,300	176
MEN 12-24	23,700	181
MEN 18-24	14,600	174
MEN 25-34	13,400	185
MEN 25-49	36,800	183
MEN 35-44	14,900	182
MEN 45-49	8,500	176
MEN 50-54	8,700	171
MEN 55-64	12,900	171
MEN 65+	16,300	167
WOMEN 18+	87,300	181
WOMEN 12-24	20,000	184
WOMEN 18-24	11,600	185
WOMEN 25-34	11,600	187
WOMEN 25-49	33,900	184
WOMEN 35-44	13,700	185
WOMEN 45-49	8,600	179
WOMEN 50-54	8,100	177
WOMEN 55-64	12,200	181
WOMEN 65+	21,500	168
TEENS 12-17	17,500	182

BLACK	POPULATION	RANK
PERSONS 12+	3,300	181
MEN 18+	2,900	168
MEN 12-24	1,100	171
MEN 18-24	900	164
MEN 25-34	1,100	157
MEN 25-49	1,700	165
MEN 35-44	400	174
MEN 45-49	200	166
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	100	173
WOMEN 18+	200	197
WOMEN 12-24	100	196
WOMEN 18-24	100	191
WOMEN 25-34	100	196
WOMEN 25-49	100	194
WOMEN 35-44	100	183
WOMEN 45-49	100	185
WOMEN 50-54	100	189
WOMEN 55-64	100	184
WOMEN 65+	100	186
TEENS 12-17	200	190

HISPANIC	POPULATION	RANK
PERSONS 12+	1,500	200
MEN 18+	800	199
MEN 12-24	300	199
MEN 18-24	100	197
MEN 25-34	200	196
MEN 25-49	400	195
MEN 35-44	100	193
MEN 45-49	100	165
MEN 50-54	100	183
MEN 55-64	200	153
MEN 65+	100	179
WOMEN 18+	300	204
WOMEN 12-24	200	199
WOMEN 18-24	100	204
WOMEN 25-34	200	190
WOMEN 25-49	300	198
WOMEN 35-44	100	194
WOMEN 45-49	100	186
WOMEN 50-54	100	181
WOMEN 55-64	100	188
WOMEN 65+	100	174
TEENS 12-17	400	186

MEDFORD-KLAMATH FALLS

TV DMA RANK 141

ALL	POPULATION	RANK
PERSONS 12+	356,600	140
MEN 18+	154,700	141
MEN 12-24	37,500	152
MEN 18-24	19,100	156
MEN 25-34	21,500	158
MEN 25-49	60,900	155
MEN 35-44	24,600	154
MEN 45-49	14,800	143
MEN 50-54	15,600	136
MEN 55-64	25,900	129
MEN 65+	33,200	119
WOMEN 18+	166,200	140
WOMEN 12-24	35,600	151
WOMEN 18-24	18,300	153
WOMEN 25-34	21,800	151
WOMEN 25-49	63,800	150
WOMEN 35-44	26,100	149
WOMEN 45-49	15,900	140
WOMEN 50-54	16,500	131
WOMEN 55-64	27,300	128
WOMEN 65+	40,300	127
TEENS 12-17	35,700	145

BLACK	POPULATION	RANK
PERSONS 12+	2,700	187
MEN 18+	1,400	185
MEN 12-24	400	189
MEN 18-24	300	186
MEN 25-34	200	188
MEN 25-49	700	185
MEN 35-44	200	187
MEN 45-49	300	159
MEN 50-54	100	196
MEN 55-64	100	178
MEN 65+	300	152
WOMEN 18+	900	181
WOMEN 12-24	400	179
WOMEN 18-24	100	191
WOMEN 25-34	100	185
WOMEN 25-49	400	183
WOMEN 35-44	300	168
WOMEN 45-49	100	185
WOMEN 50-54	100	167
WOMEN 55-64	200	159
WOMEN 65+	100	172
TEENS 12-17	400	181

HISPANIC	POPULATION	RANK
PERSONS 12+	21,400	108
MEN 18+	9,400	116
MEN 12-24	4,800	112
MEN 18-24	2,800	119
MEN 25-34	2,600	114
MEN 25-49	4,900	115
MEN 35-44	1,600	114
MEN 45-49	700	103
MEN 50-54	600	97
MEN 55-64	600	107
MEN 65+	500	112
WOMEN 18+	8,200	107
WOMEN 12-24	3,800	104
WOMEN 18-24	2,000	112
WOMEN 25-34	2,200	106
WOMEN 25-49	4,300	105
WOMEN 35-44	1,500	104
WOMEN 45-49	600	102
WOMEN 50-54	400	112
WOMEN 55-64	900	85
WOMEN 65+	600	91
TEENS 12-17	3,800	96

MEMPHIS

TV DMA RANK 44

ALL	POPULATION	RANK
PERSONS 12+	1,449,600	45
MEN 18+	613,500	48
MEN 12-24	173,300	42
MEN 18-24	92,100	42
MEN 25-34	118,300	44
MEN 25-49	305,400	45
MEN 35-44	125,600	44
MEN 45-49	61,500	48
MEN 50-54	56,400	46
MEN 55-64	81,600	53
MEN 65+	78,000	56
WOMEN 18+	677,900	44
WOMEN 12-24	165,300	43
WOMEN 18-24	88,300	43
WOMEN 25-34	119,800	44
WOMEN 25-49	319,000	42
WOMEN 35-44	131,800	42
WOMEN 45-49	67,400	44
WOMEN 50-54	61,800	44
WOMEN 55-64	89,900	47
WOMEN 65+	118,900	53
TEENS 12-17	158,200	42

BLACK	POPULATION	RANK
PERSONS 12+	577,000	13
MEN 18+	223,000	13
MEN 12-24	80,400	10
MEN 18-24	39,900	10
MEN 25-34	47,200	12
MEN 25-49	117,700	13
MEN 35-44	48,100	13
MEN 45-49	22,400	13
MEN 50-54	18,100	13
MEN 55-64	24,800	13
MEN 65+	22,500	13
WOMEN 18+	273,900	13
WOMEN 12-24	81,700	11
WOMEN 18-24	42,100	11
WOMEN 25-34	55,100	13
WOMEN 25-49	140,100	13
WOMEN 35-44	57,900	13
WOMEN 45-49	27,100	13
WOMEN 50-54	21,700	13
WOMEN 55-64	31,400	13
WOMEN 65+	38,600	11
TEENS 12-17	80,100	11

HISPANIC	POPULATION	RANK
PERSONS 12+	35,800	82
MEN 18+	20,000	75
MEN 12-24	9,800	72
MEN 18-24	6,500	70
MEN 25-34	6,300	67
MEN 25-49	11,000	74
MEN 35-44	3,600	74
MEN 45-49	1,100	86
MEN 50-54	1,000	76
MEN 55-64	1,200	76
MEN 65+	300	141
WOMEN 18+	11,100	89
WOMEN 12-24	4,400	95
WOMEN 18-24	3,000	85
WOMEN 25-34	3,100	87
WOMEN 25-49	6,300	88
WOMEN 35-44	2,500	81
WOMEN 45-49	700	97
WOMEN 50-54	900	80
WOMEN 55-64	500	111
WOMEN 65+	400	105
TEENS 12-17	4,700	88

DMA MARKET POPULATION ESTIMATES

MERIDIAN

TV DMA RANK 184

ALL	POPULATION	RANK
PERSONS 12+	154,700	186
MEN 18+	64,600	187
MEN 12-24	17,900	187
MEN 18-24	9,800	188
MEN 25-34	11,500	188
MEN 25-49	29,200	187
MEN 35-44	11,700	186
MEN 45-49	6,000	191
MEN 50-54	5,900	187
MEN 55-64	9,100	185
MEN 65+	10,600	185
WOMEN 18+	74,000	186
WOMEN 12-24	17,500	187
WOMEN 18-24	9,500	187
WOMEN 25-34	12,400	185
WOMEN 25-49	31,800	186
WOMEN 35-44	12,500	186
WOMEN 45-49	6,900	186
WOMEN 50-54	6,500	184
WOMEN 55-64	9,700	186
WOMEN 65+	16,500	182
TEENS 12-17	16,100	185

BLACK	POPULATION	RANK
PERSONS 12+	58,000	91
MEN 18+	22,400	96
MEN 12-24	7,900	95
MEN 18-24	4,100	99
MEN 25-34	4,300	106
MEN 25-49	10,800	101
MEN 35-44	4,400	97
MEN 45-49	2,100	95
MEN 50-54	1,800	89
MEN 55-64	2,600	91
MEN 65+	3,100	79
WOMEN 18+	28,100	85
WOMEN 12-24	8,300	90
WOMEN 18-24	4,600	92
WOMEN 25-34	5,300	88
WOMEN 25-49	13,500	87
WOMEN 35-44	5,600	88
WOMEN 45-49	2,600	85
WOMEN 50-54	1,900	89
WOMEN 55-64	3,400	83
WOMEN 65+	4,700	79
TEENS 12-17	7,500	95

HISPANIC	POPULATION	RANK
PERSONS 12+	1,500	200
MEN 18+	700	201
MEN 12-24	300	199
MEN 18-24	100	197
MEN 25-34	300	186
MEN 25-49	400	195
MEN 35-44	100	193
MEN 45-49		191
MEN 50-54		183
MEN 55-64	100	170
MEN 65+	100	179
WOMEN 18+	500	200
WOMEN 12-24	300	194
WOMEN 18-24	200	190
WOMEN 25-34		203
WOMEN 25-49	200	201
WOMEN 35-44	200	181
WOMEN 45-49		186
WOMEN 50-54		181
WOMEN 55-64	100	161
WOMEN 65+		174
TEENS 12-17	300	194

MIAMI-FT. LAUDERDALE

TV DMA RANK 17

ALL	POPULATION	RANK
PERSONS 12+	3,541,300	15
MEN 18+	1,526,100	15
MEN 12-24	357,800	16
MEN 18-24	182,200	17
MEN 25-34	261,700	17
MEN 25-49	750,600	15
MEN 35-44	331,400	14
MEN 45-49	157,500	14
MEN 50-54	135,900	15
MEN 55-64	207,600	15
MEN 65+	249,800	9
WOMEN 18+	1,672,100	14
WOMEN 12-24	344,000	16
WOMEN 18-24	176,500	18
WOMEN 25-34	266,100	15
WOMEN 25-49	768,100	14
WOMEN 35-44	338,400	14
WOMEN 45-49	163,600	14
WOMEN 50-54	145,500	14
WOMEN 55-64	228,400	14
WOMEN 65+	353,600	9
TEENS 12-17	343,100	16

BLACK	POPULATION	RANK
PERSONS 12+	704,500	9
MEN 18+	274,500	9
MEN 12-24	99,600	8
MEN 18-24	45,700	8
MEN 25-34	52,200	10
MEN 25-49	150,500	10
MEN 35-44	67,600	9
MEN 45-49	30,700	9
MEN 50-54	23,700	9
MEN 55-64	32,400	9
MEN 65+	22,200	15
WOMEN 18+	322,800	10
WOMEN 12-24	102,300	8
WOMEN 18-24	49,000	8
WOMEN 25-34	61,700	10
WOMEN 25-49	174,000	10
WOMEN 35-44	77,700	8
WOMEN 45-49	34,600	9
WOMEN 50-54	26,800	9
WOMEN 55-64	38,200	9
WOMEN 65+	34,800	14
TEENS 12-17	107,200	8

HISPANIC	POPULATION	RANK
PERSONS 12+	1,591,500	3
MEN 18+	688,600	3
MEN 12-24	167,600	8
MEN 18-24	91,500	8
MEN 25-34	133,200	7
MEN 25-49	349,000	3
MEN 35-44	151,100	3
MEN 45-49	64,700	3
MEN 50-54	55,000	3
MEN 55-64	91,600	3
MEN 65+	101,500	2
WOMEN 18+	755,200	3
WOMEN 12-24	156,200	7
WOMEN 18-24	84,600	7
WOMEN 25-34	132,200	5
WOMEN 25-49	357,600	3
WOMEN 35-44	155,300	3
WOMEN 45-49	70,100	3
WOMEN 50-54	62,600	3
WOMEN 55-64	107,800	3
WOMEN 65+	142,600	3
TEENS 12-17	147,700	7

MILWAUKEE

TV DMA RANK 32

ALL	POPULATION	RANK
PERSONS 12+	1,884,600	33
MEN 18+	816,200	33
MEN 12-24	213,800	34
MEN 18-24	112,600	36
MEN 25-34	142,300	36
MEN 25-49	399,000	35
MEN 35-44	168,800	33
MEN 45-49	87,900	31
MEN 50-54	78,500	31
MEN 55-64	109,700	33
MEN 65+	116,400	32
WOMEN 18+	870,700	34
WOMEN 12-24	203,200	35
WOMEN 18-24	106,700	35
WOMEN 25-34	139,500	36
WOMEN 25-49	400,000	35
WOMEN 35-44	171,300	33
WOMEN 45-49	89,200	32
WOMEN 50-54	79,800	32
WOMEN 55-64	116,400	33
WOMEN 65+	167,800	31
TEENS 12-17	197,700	32

BLACK	POPULATION	RANK
PERSONS 12+	217,100	37
MEN 18+	82,600	39
MEN 12-24	31,400	34
MEN 18-24	14,600	41
MEN 25-34	18,500	36
MEN 25-49	45,600	38
MEN 35-44	18,500	39
MEN 45-49	8,600	38
MEN 50-54	7,100	34
MEN 55-64	9,100	42
MEN 65+	6,200	56
WOMEN 18+	101,100	35
WOMEN 12-24	32,900	32
WOMEN 18-24	16,300	37
WOMEN 25-34	22,700	30
WOMEN 25-49	55,600	31
WOMEN 35-44	22,600	31
WOMEN 45-49	10,300	33
WOMEN 50-54	8,600	31
WOMEN 55-64	11,400	39
WOMEN 65+	9,200	55
TEENS 12-17	33,400	27

HISPANIC	POPULATION	RANK
PERSONS 12+	115,900	46
MEN 18+	53,300	46
MEN 12-24	25,900	43
MEN 18-24	15,700	41
MEN 25-34	14,700	44
MEN 25-49	28,900	45
MEN 35-44	10,200	45
MEN 45-49	4,000	43
MEN 50-54	3,100	43
MEN 55-64	3,400	46
MEN 65+	2,200	48
WOMEN 18+	43,500	47
WOMEN 12-24	20,200	43
WOMEN 18-24	11,300	43
WOMEN 25-34	11,600	45
WOMEN 25-49	23,600	48
WOMEN 35-44	8,700	45
WOMEN 45-49	3,300	47
WOMEN 50-54	2,800	44
WOMEN 55-64	3,400	47
WOMEN 65+	2,400	48
TEENS 12-17	19,100	43

DMA MARKET POPULATION ESTIMATES

MINNEAPOLIS-ST. PAUL

TV DMA RANK 14

ALL	POPULATION	RANK
PERSONS 12+	3,670,900	13
MEN 18+	1,613,300	14
MEN 12-24	421,000	13
MEN 18-24	224,000	13
MEN 25-34	292,700	14
MEN 25-49	815,400	13
MEN 35-44	347,000	13
MEN 45-49	175,700	13
MEN 50-54	151,600	13
MEN 55-64	211,000	14
MEN 65+	211,300	16
WOMEN 18+	1,673,000	13
WOMEN 12-24	402,300	12
WOMEN 18-24	214,700	12
WOMEN 25-34	283,800	14
WOMEN 25-49	799,100	13
WOMEN 35-44	341,900	13
WOMEN 45-49	173,400	13
WOMEN 50-54	152,400	13
WOMEN 55-64	218,700	16
WOMEN 65+	288,100	18
TEENS 12-17	384,600	12

BLACK	POPULATION	RANK
PERSONS 12+	159,500	54
MEN 18+	69,400	50
MEN 12-24	26,900	46
MEN 18-24	13,400	46
MEN 25-34	18,300	38
MEN 25-49	42,800	41
MEN 35-44	17,500	42
MEN 45-49	7,000	49
MEN 50-54	4,600	56
MEN 55-64	5,400	64
MEN 65+	3,200	77
WOMEN 18+	64,100	56
WOMEN 12-24	25,200	47
WOMEN 18-24	12,700	47
WOMEN 25-34	17,400	45
WOMEN 25-49	38,000	52
WOMEN 35-44	15,100	54
WOMEN 45-49	5,500	60
WOMEN 50-54	4,000	66
WOMEN 55-64	5,400	69
WOMEN 65+	4,000	85
TEENS 12-17	26,000	43

HISPANIC	POPULATION	RANK
PERSONS 12+	115,000	47
MEN 18+	54,700	44
MEN 12-24	26,800	40
MEN 18-24	17,200	38
MEN 25-34	16,300	39
MEN 25-49	29,900	42
MEN 35-44	10,300	44
MEN 45-49	3,300	48
MEN 50-54	2,900	45
MEN 55-64	2,700	52
MEN 65+	2,000	50
WOMEN 18+	42,400	48
WOMEN 12-24	20,800	42
WOMEN 18-24	12,500	40
WOMEN 25-34	12,600	41
WOMEN 25-49	23,800	47
WOMEN 35-44	8,500	46
WOMEN 45-49	2,700	50
WOMEN 50-54	1,800	57
WOMEN 55-64	2,800	51
WOMEN 65+	1,500	58
TEENS 12-17	17,900	46

MINOT-BISMARCK-DICKINSON

TV DMA RANK 157

ALL	POPULATION	RANK
PERSONS 12+	287,100	160
MEN 18+	125,800	160
MEN 12-24	33,500	157
MEN 18-24	18,200	160
MEN 25-34	19,200	164
MEN 25-49	54,100	161
MEN 35-44	21,500	161
MEN 45-49	13,400	155
MEN 50-54	12,200	156
MEN 55-64	18,300	155
MEN 65+	23,000	151
WOMEN 18+	131,100	159
WOMEN 12-24	31,600	157
WOMEN 18-24	16,700	160
WOMEN 25-34	18,000	166
WOMEN 25-49	53,200	160
WOMEN 35-44	22,000	160
WOMEN 45-49	13,200	158
WOMEN 50-54	12,200	158
WOMEN 55-64	17,900	159
WOMEN 65+	31,100	152
TEENS 12-17	30,200	155

BLACK	POPULATION	RANK
PERSONS 12+	2,200	189
MEN 18+	1,300	188
MEN 12-24	500	186
MEN 18-24	400	182
MEN 25-34	400	183
MEN 25-49	800	183
MEN 35-44	200	187
MEN 45-49	200	166
MEN 50-54		196
MEN 55-64		195
MEN 65+	100	173
WOMEN 18+	600	187
WOMEN 12-24	400	179
WOMEN 18-24	200	179
WOMEN 25-34	100	185
WOMEN 25-49	300	186
WOMEN 35-44	100	183
WOMEN 45-49	100	165
WOMEN 50-54	100	167
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17	300	186

HISPANIC	POPULATION	RANK
PERSONS 12+	2,900	186
MEN 18+	1,300	187
MEN 12-24	600	190
MEN 18-24	300	189
MEN 25-34	400	178
MEN 25-49	700	182
MEN 35-44	100	193
MEN 45-49	200	154
MEN 50-54	100	159
MEN 55-64		194
MEN 65+	200	160
WOMEN 18+	1,100	183
WOMEN 12-24	400	187
WOMEN 18-24	200	190
WOMEN 25-34	400	171
WOMEN 25-49	700	178
WOMEN 35-44	200	181
WOMEN 45-49	100	163
WOMEN 50-54		181
WOMEN 55-64		188
WOMEN 65+	200	126
TEENS 12-17	500	181

MISSOULA

TV DMA RANK 169

ALL	POPULATION	RANK
PERSONS 12+	230,100	169
MEN 18+	102,000	168
MEN 12-24	26,400	172
MEN 18-24	14,600	174
MEN 25-34	16,500	172
MEN 25-49	44,400	170
MEN 35-44	17,300	174
MEN 45-49	10,600	163
MEN 50-54	10,700	160
MEN 55-64	16,200	162
MEN 65+	16,100	168
WOMEN 18+	105,100	170
WOMEN 12-24	25,200	171
WOMEN 18-24	14,000	171
WOMEN 25-34	15,800	170
WOMEN 25-49	45,000	166
WOMEN 35-44	18,000	169
WOMEN 45-49	11,200	163
WOMEN 50-54	10,900	160
WOMEN 55-64	16,100	162
WOMEN 65+	19,100	174
TEENS 12-17	23,000	168

BLACK	POPULATION	RANK
PERSONS 12+	800	197
MEN 18+	500	197
MEN 12-24	100	198
MEN 18-24	100	195
MEN 25-34	200	188
MEN 25-49	200	195
MEN 35-44	200	200
MEN 45-49		195
MEN 50-54		196
MEN 55-64	200	164
MEN 65+		190
WOMEN 18+	200	197
WOMEN 12-24	100	196
WOMEN 18-24		197
WOMEN 25-34		196
WOMEN 25-49	200	190
WOMEN 35-44		201
WOMEN 45-49	200	153
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17	100	197

HISPANIC	POPULATION	RANK
PERSONS 12+	3,800	177
MEN 18+	1,400	186
MEN 12-24	700	184
MEN 18-24	300	189
MEN 25-34	500	173
MEN 25-49	700	182
MEN 35-44	200	185
MEN 45-49		191
MEN 50-54	200	143
MEN 55-64	100	170
MEN 65+	100	179
WOMEN 18+	1,700	173
WOMEN 12-24	600	174
WOMEN 18-24	300	182
WOMEN 25-34	500	163
WOMEN 25-49	1,100	165
WOMEN 35-44	300	168
WOMEN 45-49	300	135
WOMEN 50-54		181
WOMEN 55-64	300	127
WOMEN 65+		174
TEENS 12-17	700	170

DMA MARKET POPULATION ESTIMATES

MOBILE-PENSACOLA (FT WALT)

TV DMA RANK 63

ALL	POPULATION	RANK
PERSONS 12+	1,077,800	62
MEN 18+	471,100	62
MEN 12-24	129,200	57
MEN 18-24	72,200	56
MEN 25-34	82,800	61
MEN 25-49	220,400	63
MEN 35-44	90,600	62
MEN 45-49	47,000	62
MEN 50-54	41,600	64
MEN 55-64	63,700	64
MEN 65+	73,200	63
WOMEN 18+	496,100	63
WOMEN 12-24	117,000	61
WOMEN 18-24	63,400	63
WOMEN 25-34	78,500	66
WOMEN 25-49	219,000	64
WOMEN 35-44	91,500	63
WOMEN 45-49	49,000	61
WOMEN 50-54	44,300	64
WOMEN 55-64	70,400	63
WOMEN 65+	99,000	62
TEENS 12-17	110,600	62

BLACK	POPULATION	RANK
PERSONS 12+	231,700	32
MEN 18+	92,800	34
MEN 12-24	33,500	30
MEN 18-24	17,400	30
MEN 25-34	18,400	37
MEN 25-49	47,300	35
MEN 35-44	19,800	34
MEN 45-49	9,100	34
MEN 50-54	6,900	36
MEN 55-64	10,400	32
MEN 65+	10,800	29
WOMEN 18+	107,300	33
WOMEN 12-24	32,900	32
WOMEN 18-24	17,400	34
WOMEN 25-34	19,300	40
WOMEN 25-49	51,600	35
WOMEN 35-44	22,100	33
WOMEN 45-49	10,200	34
WOMEN 50-54	8,000	36
WOMEN 55-64	13,100	31
WOMEN 65+	17,200	31
TEENS 12-17	31,600	31

HISPANIC	POPULATION	RANK
PERSONS 12+	21,700	107
MEN 18+	10,300	109
MEN 12-24	4,500	119
MEN 18-24	2,900	116
MEN 25-34	2,500	116
MEN 25-49	5,500	107
MEN 35-44	2,200	99
MEN 45-49	800	98
MEN 50-54	500	104
MEN 55-64	700	97
MEN 65+	700	94
WOMEN 18+	8,300	104
WOMEN 12-24	3,100	116
WOMEN 18-24	1,600	119
WOMEN 25-34	1,900	115
WOMEN 25-49	4,500	102
WOMEN 35-44	1,900	92
WOMEN 45-49	700	97
WOMEN 50-54	600	93
WOMEN 55-64	700	94
WOMEN 65+	900	77
TEENS 12-17	3,100	110

MONROE-EL DORADO

TV DMA RANK 135

ALL	POPULATION	RANK
PERSONS 12+	390,000	134
MEN 18+	165,100	137
MEN 12-24	50,300	132
MEN 18-24	28,800	135
MEN 25-34	29,900	135
MEN 25-49	74,600	137
MEN 35-44	29,300	138
MEN 45-49	15,400	140
MEN 50-54	14,600	140
MEN 55-64	21,400	141
MEN 65+	25,700	139
WOMEN 18+	183,600	133
WOMEN 12-24	47,100	133
WOMEN 18-24	27,300	133
WOMEN 25-34	30,300	132
WOMEN 25-49	77,500	134
WOMEN 35-44	30,800	136
WOMEN 45-49	16,400	138
WOMEN 50-54	15,500	139
WOMEN 55-64	24,200	139
WOMEN 65+	39,100	135
TEENS 12-17	41,300	135

BLACK	POPULATION	RANK
PERSONS 12+	130,900	58
MEN 18+	51,300	61
MEN 12-24	21,100	56
MEN 18-24	11,600	55
MEN 25-34	10,200	65
MEN 25-49	24,700	65
MEN 35-44	9,700	65
MEN 45-49	4,800	63
MEN 50-54	3,500	67
MEN 55-64	5,200	65
MEN 65+	6,300	55
WOMEN 18+	61,600	57
WOMEN 12-24	20,400	55
WOMEN 18-24	11,900	51
WOMEN 25-34	11,500	58
WOMEN 25-49	27,600	65
WOMEN 35-44	11,000	65
WOMEN 45-49	5,100	66
WOMEN 50-54	4,700	57
WOMEN 55-64	6,500	61
WOMEN 65+	10,900	49
TEENS 12-17	18,000	56

HISPANIC	POPULATION	RANK
PERSONS 12+	6,000	165
MEN 18+	3,200	160
MEN 12-24	1,100	170
MEN 18-24	800	162
MEN 25-34	1,000	155
MEN 25-49	1,500	159
MEN 35-44	100	193
MEN 45-49	400	127
MEN 50-54	100	159
MEN 55-64	300	134
MEN 65+	500	112
WOMEN 18+	2,300	159
WOMEN 12-24	800	164
WOMEN 18-24	600	157
WOMEN 25-34	700	154
WOMEN 25-49	1,500	148
WOMEN 35-44	300	168
WOMEN 45-49	500	107
WOMEN 50-54		181
WOMEN 55-64	100	161
WOMEN 65+	100	146
TEENS 12-17	500	181

MONTEREY-SALINAS

TV DMA RANK 124

ALL	POPULATION	RANK
PERSONS 12+	603,200	102
MEN 18+	274,800	100
MEN 12-24	75,500	100
MEN 18-24	42,700	100
MEN 25-34	58,100	89
MEN 25-49	143,200	96
MEN 35-44	57,900	95
MEN 45-49	27,200	100
MEN 50-54	24,800	101
MEN 55-64	33,200	113
MEN 65+	30,900	124
WOMEN 18+	264,500	111
WOMEN 12-24	69,000	101
WOMEN 18-24	37,900	103
WOMEN 25-34	48,600	97
WOMEN 25-49	126,500	100
WOMEN 35-44	51,600	102
WOMEN 45-49	26,300	105
WOMEN 50-54	24,300	106
WOMEN 55-64	34,300	116
WOMEN 65+	41,500	124
TEENS 12-17	63,900	100

BLACK	POPULATION	RANK
PERSONS 12+	16,100	133
MEN 18+	9,400	130
MEN 12-24	2,000	150
MEN 18-24	1,200	152
MEN 25-34	2,400	126
MEN 25-49	6,000	124
MEN 35-44	2,800	118
MEN 45-49	800	131
MEN 50-54	600	129
MEN 55-64	900	125
MEN 65+	700	132
WOMEN 18+	5,100	140
WOMEN 12-24	1,600	144
WOMEN 18-24	800	147
WOMEN 25-34	800	143
WOMEN 25-49	2,400	139
WOMEN 35-44	1,100	139
WOMEN 45-49	500	138
WOMEN 50-54	500	133
WOMEN 55-64	700	132
WOMEN 65+	700	133
TEENS 12-17	1,600	140

HISPANIC	POPULATION	RANK
PERSONS 12+	239,100	27
MEN 18+	109,000	27
MEN 12-24	45,500	28
MEN 18-24	26,500	28
MEN 25-34	31,600	26
MEN 25-49	62,700	26
MEN 35-44	22,900	26
MEN 45-49	8,200	27
MEN 50-54	6,100	27
MEN 55-64	8,400	27
MEN 65+	5,300	30
WOMEN 18+	93,600	27
WOMEN 12-24	39,200	26
WOMEN 18-24	21,700	27
WOMEN 25-34	24,700	26
WOMEN 25-49	51,400	27
WOMEN 35-44	19,200	27
WOMEN 45-49	7,500	27
WOMEN 50-54	5,900	27
WOMEN 55-64	8,200	28
WOMEN 65+	6,400	29
TEENS 12-17	36,500	27

DMA MARKET POPULATION ESTIMATES

MONTGOMERY (SELMA)

TV DMA RANK	113	
ALL	POPULATION	RANK
PERSONS 12+	530,600	117
MEN 18+	222,900	124
MEN 12-24	64,000	117
MEN 18-24	35,800	115
MEN 25-34	39,500	121
MEN 25-49	103,100	123
MEN 35-44	42,300	123
MEN 45-49	21,300	124
MEN 50-54	20,000	124
MEN 55-64	30,500	119
MEN 65+	33,500	118
WOMEN 18+	253,000	115
WOMEN 12-24	60,800	115
WOMEN 18-24	34,300	113
WOMEN 25-34	41,600	115
WOMEN 25-49	110,700	114
WOMEN 35-44	45,600	114
WOMEN 45-49	23,500	117
WOMEN 50-54	22,200	117
WOMEN 55-64	34,300	116
WOMEN 65+	51,500	110
TEENS 12-17	54,700	119

BLACK	POPULATION	RANK
PERSONS 12+	222,800	34
MEN 18+	87,000	36
MEN 12-24	33,000	31
MEN 18-24	18,500	28
MEN 25-34	17,000	41
MEN 25-49	41,800	44
MEN 35-44	16,500	47
MEN 45-49	8,300	41
MEN 50-54	6,700	38
MEN 55-64	9,500	39
MEN 65+	10,500	30
WOMEN 18+	106,900	34
WOMEN 12-24	33,100	31
WOMEN 18-24	18,700	31
WOMEN 25-34	20,100	37
WOMEN 25-49	50,500	37
WOMEN 35-44	20,400	39
WOMEN 45-49	10,000	36
WOMEN 50-54	7,900	38
WOMEN 55-64	12,000	36
WOMEN 65+	17,800	29
TEENS 12-17	28,900	38

HISPANIC	POPULATION	RANK
PERSONS 12+	6,600	161
MEN 18+	3,300	158
MEN 12-24	1,500	159
MEN 18-24	800	162
MEN 25-34	800	159
MEN 25-49	1,500	159
MEN 35-44	500	162
MEN 45-49	200	154
MEN 50-54	200	143
MEN 55-64	200	153
MEN 65+	600	104
WOMEN 18+	2,300	159
WOMEN 12-24	800	164
WOMEN 18-24	500	162
WOMEN 25-34	400	171
WOMEN 25-49	1,400	156
WOMEN 35-44	700	134
WOMEN 45-49	300	135
WOMEN 50-54	100	157
WOMEN 55-64	200	147
WOMEN 65+	100	146
TEENS 12-17	1,000	155

MYRTLE BEACH-FLORENCE

TV DMA RANK	108	
ALL	POPULATION	RANK
PERSONS 12+	565,200	114
MEN 18+	241,100	114
MEN 12-24	60,600	124
MEN 18-24	32,900	125
MEN 25-34	45,100	112
MEN 25-49	114,500	114
MEN 35-44	46,600	113
MEN 45-49	22,800	118
MEN 50-54	22,100	109
MEN 55-64	35,400	103
MEN 65+	36,200	112
WOMEN 18+	270,300	107
WOMEN 12-24	58,100	123
WOMEN 18-24	32,000	123
WOMEN 25-34	46,400	102
WOMEN 25-49	121,400	104
WOMEN 35-44	49,400	106
WOMEN 45-49	25,600	107
WOMEN 50-54	24,600	103
WOMEN 55-64	39,900	101
WOMEN 65+	52,400	108
TEENS 12-17	53,800	120

BLACK	POPULATION	RANK
PERSONS 12+	168,400	51
MEN 18+	64,700	54
MEN 12-24	21,700	54
MEN 18-24	11,000	56
MEN 25-34	12,500	57
MEN 25-49	33,100	54
MEN 35-44	13,900	54
MEN 45-49	6,700	51
MEN 50-54	5,500	50
MEN 55-64	7,700	50
MEN 65+	7,400	46
WOMEN 18+	82,400	49
WOMEN 12-24	22,600	52
WOMEN 18-24	12,000	50
WOMEN 25-34	15,400	50
WOMEN 25-49	40,400	48
WOMEN 35-44	16,700	48
WOMEN 45-49	8,300	48
WOMEN 50-54	6,500	49
WOMEN 55-64	10,100	45
WOMEN 65+	13,400	43
TEENS 12-17	21,300	51

HISPANIC	POPULATION	RANK
PERSONS 12+	16,100	123
MEN 18+	9,200	117
MEN 12-24	4,700	113
MEN 18-24	3,400	104
MEN 25-34	3,200	103
MEN 25-49	4,900	115
MEN 35-44	1,300	121
MEN 45-49	400	127
MEN 50-54	200	143
MEN 55-64	500	117
MEN 65+	200	160
WOMEN 18+	4,700	129
WOMEN 12-24	2,400	123
WOMEN 18-24	1,500	123
WOMEN 25-34	1,300	129
WOMEN 25-49	2,600	127
WOMEN 35-44	800	129
WOMEN 45-49	500	107
WOMEN 50-54	100	157
WOMEN 55-64	300	127
WOMEN 65+	200	126
TEENS 12-17	2,200	124

NASHVILLE

TV DMA RANK	30	
ALL	POPULATION	RANK
PERSONS 12+	1,990,800	31
MEN 18+	875,300	31
MEN 12-24	221,000	32
MEN 18-24	122,600	31
MEN 25-34	169,100	28
MEN 25-49	439,600	31
MEN 35-44	181,800	30
MEN 45-49	88,700	30
MEN 50-54	79,100	30
MEN 55-64	118,800	29
MEN 65+	115,200	33
WOMEN 18+	925,300	30
WOMEN 12-24	205,700	33
WOMEN 18-24	113,900	32
WOMEN 25-34	161,800	30
WOMEN 25-49	437,500	30
WOMEN 35-44	184,400	30
WOMEN 45-49	91,300	30
WOMEN 50-54	81,800	30
WOMEN 55-64	126,300	29
WOMEN 65+	165,800	32
TEENS 12-17	190,200	35

BLACK	POPULATION	RANK
PERSONS 12+	240,800	30
MEN 18+	98,300	29
MEN 12-24	31,400	34
MEN 18-24	16,500	33
MEN 25-34	21,400	28
MEN 25-49	54,500	28
MEN 35-44	23,700	28
MEN 45-49	9,400	31
MEN 50-54	7,400	32
MEN 55-64	10,300	34
MEN 65+	9,600	33
WOMEN 18+	113,200	31
WOMEN 12-24	31,900	34
WOMEN 18-24	17,500	33
WOMEN 25-34	22,800	29
WOMEN 25-49	59,300	29
WOMEN 35-44	25,600	28
WOMEN 45-49	10,900	31
WOMEN 50-54	8,500	32
WOMEN 55-64	12,800	32
WOMEN 65+	15,100	34
TEENS 12-17	29,300	35

HISPANIC	POPULATION	RANK
PERSONS 12+	69,000	58
MEN 18+	37,700	57
MEN 12-24	18,900	53
MEN 18-24	13,300	46
MEN 25-34	11,900	53
MEN 25-49	20,100	57
MEN 35-44	6,400	58
MEN 45-49	1,800	64
MEN 50-54	1,700	59
MEN 55-64	1,500	67
MEN 65+	1,100	69
WOMEN 18+	22,200	61
WOMEN 12-24	10,000	62
WOMEN 18-24	6,500	59
WOMEN 25-34	6,700	59
WOMEN 25-49	12,800	61
WOMEN 35-44	4,500	61
WOMEN 45-49	1,600	63
WOMEN 50-54	1,000	74
WOMEN 55-64	1,100	81
WOMEN 65+	800	82
TEENS 12-17	9,100	61

DMA MARKET POPULATION ESTIMATES

NEW ORLEANS

TV DMA RANK 43

ALL	POPULATION	RANK
PERSONS 12+	1,491,400	43
MEN 18+	629,100	45
MEN 12-24	173,300	42
MEN 18-24	92,000	43
MEN 25-34	113,400	46
MEN 25-49	302,300	46
MEN 35-44	123,900	47
MEN 45-49	65,000	41
MEN 50-54	60,200	42
MEN 55-64	88,400	43
MEN 65+	86,200	51
WOMEN 18+	703,700	43
WOMEN 12-24	169,200	41
WOMEN 18-24	91,900	42
WOMEN 25-34	121,700	42
WOMEN 25-49	325,100	40
WOMEN 35-44	133,700	41
WOMEN 45-49	69,700	41
WOMEN 50-54	64,800	41
WOMEN 55-64	96,800	41
WOMEN 65+	125,100	49
TEENS 12-17	158,600	41

BLACK	POPULATION	RANK
PERSONS 12+	471,300	15
MEN 18+	180,800	15
MEN 12-24	65,000	15
MEN 18-24	32,500	15
MEN 25-34	35,200	15
MEN 25-49	91,300	16
MEN 35-44	37,600	16
MEN 45-49	18,500	16
MEN 50-54	15,800	14
MEN 55-64	22,700	15
MEN 65+	18,500	17
WOMEN 18+	226,100	15
WOMEN 12-24	68,200	15
WOMEN 18-24	36,300	15
WOMEN 25-34	45,000	14
WOMEN 25-49	113,900	15
WOMEN 35-44	46,000	15
WOMEN 45-49	22,900	15
WOMEN 50-54	19,100	14
WOMEN 55-64	28,400	14
WOMEN 65+	28,400	17
TEENS 12-17	64,400	15

HISPANIC	POPULATION	RANK
PERSONS 12+	60,100	62
MEN 18+	26,000	63
MEN 12-24	8,500	77
MEN 18-24	4,900	81
MEN 25-34	5,400	76
MEN 25-49	13,100	65
MEN 35-44	5,500	61
MEN 45-49	2,200	57
MEN 50-54	1,900	57
MEN 55-64	3,300	47
MEN 65+	2,800	45
WOMEN 18+	27,500	59
WOMEN 12-24	6,900	78
WOMEN 18-24	3,900	76
WOMEN 25-34	5,500	64
WOMEN 25-49	13,200	60
WOMEN 35-44	5,300	58
WOMEN 45-49	2,400	54
WOMEN 50-54	2,300	49
WOMEN 55-64	4,100	43
WOMEN 65+	4,000	40
TEENS 12-17	6,600	75

NEW YORK

TV DMA RANK 1

ALL	POPULATION	RANK
PERSONS 12+	17,373,400	1
MEN 18+	7,431,600	1
MEN 12-24	1,773,000	1
MEN 18-24	919,800	1
MEN 25-34	1,373,400	1
MEN 25-49	3,763,900	1
MEN 35-44	1,620,700	1
MEN 45-49	769,800	1
MEN 50-54	671,700	1
MEN 55-64	999,800	1
MEN 65+	1,076,400	1
WOMEN 18+	8,272,500	1
WOMEN 12-24	1,697,200	1
WOMEN 18-24	881,100	1
WOMEN 25-34	1,402,500	1
WOMEN 25-49	3,909,900	1
WOMEN 35-44	1,692,300	1
WOMEN 45-49	815,100	1
WOMEN 50-54	734,500	1
WOMEN 55-64	1,149,200	1
WOMEN 65+	1,597,800	1
TEENS 12-17	1,669,300	1

BLACK	POPULATION	RANK
PERSONS 12+	2,856,100	1
MEN 18+	1,102,600	1
MEN 12-24	325,300	1
MEN 18-24	155,800	1
MEN 25-34	223,800	1
MEN 25-49	589,800	1
MEN 35-44	255,000	1
MEN 45-49	111,000	1
MEN 50-54	95,100	1
MEN 55-64	145,000	1
MEN 65+	116,900	1
WOMEN 18+	1,415,000	1
WOMEN 12-24	337,200	1
WOMEN 18-24	168,200	1
WOMEN 25-34	270,600	1
WOMEN 25-49	716,000	1
WOMEN 35-44	307,500	1
WOMEN 45-49	137,900	1
WOMEN 50-54	124,700	1
WOMEN 55-64	199,400	1
WOMEN 65+	206,700	1
TEENS 12-17	338,500	1

HISPANIC	POPULATION	RANK
PERSONS 12+	3,394,500	2
MEN 18+	1,437,600	2
MEN 12-24	506,000	2
MEN 18-24	280,200	2
MEN 25-34	357,000	2
MEN 25-49	810,600	2
MEN 35-44	325,600	2
MEN 45-49	128,000	2
MEN 50-54	105,100	2
MEN 55-64	144,500	2
MEN 65+	97,200	3
WOMEN 18+	1,522,900	2
WOMEN 12-24	448,500	2
WOMEN 18-24	240,300	2
WOMEN 25-34	345,800	2
WOMEN 25-49	831,000	2
WOMEN 35-44	343,600	2
WOMEN 45-49	141,600	2
WOMEN 50-54	119,000	2
WOMEN 55-64	177,300	2
WOMEN 65+	155,300	2
TEENS 12-17	434,000	2

NORFOLK-PORTSMTH-NEWPT NWS

TV DMA RANK 41

ALL	POPULATION	RANK
PERSONS 12+	1,572,700	39
MEN 18+	685,700	39
MEN 12-24	197,600	39
MEN 18-24	113,700	34
MEN 25-34	128,200	42
MEN 25-49	340,500	39
MEN 35-44	143,000	39
MEN 45-49	69,300	40
MEN 50-54	58,700	43
MEN 55-64	84,600	46
MEN 65+	88,200	50
WOMEN 18+	723,300	41
WOMEN 12-24	175,400	39
WOMEN 18-24	95,600	39
WOMEN 25-34	122,300	40
WOMEN 25-49	342,000	39
WOMEN 35-44	145,900	38
WOMEN 45-49	73,800	39
WOMEN 50-54	64,000	43
WOMEN 55-64	94,400	44
WOMEN 65+	127,300	47
TEENS 12-17	163,700	40

BLACK	POPULATION	RANK
PERSONS 12+	500,900	14
MEN 18+	201,400	14
MEN 12-24	70,800	14
MEN 18-24	38,600	11
MEN 25-34	41,100	14
MEN 25-49	103,900	14
MEN 35-44	42,900	14
MEN 45-49	19,900	14
MEN 50-54	14,600	17
MEN 55-64	22,000	17
MEN 65+	22,300	14
WOMEN 18+	234,800	14
WOMEN 12-24	69,100	14
WOMEN 18-24	36,600	14
WOMEN 25-34	44,800	15
WOMEN 25-49	118,000	14
WOMEN 35-44	49,400	14
WOMEN 45-49	23,800	14
WOMEN 50-54	17,500	17
WOMEN 55-64	27,800	16
WOMEN 65+	34,900	13
TEENS 12-17	64,700	14

HISPANIC	POPULATION	RANK
PERSONS 12+	44,200	74
MEN 18+	20,600	73
MEN 12-24	11,100	66
MEN 18-24	7,900	62
MEN 25-34	5,000	78
MEN 25-49	9,700	79
MEN 35-44	3,400	77
MEN 45-49	1,300	79
MEN 50-54	1,000	76
MEN 55-64	900	87
MEN 65+	1,100	69
WOMEN 18+	17,400	72
WOMEN 12-24	7,500	72
WOMEN 18-24	4,500	71
WOMEN 25-34	4,700	72
WOMEN 25-49	9,600	70
WOMEN 35-44	3,600	68
WOMEN 45-49	1,300	70
WOMEN 50-54	1,000	74
WOMEN 55-64	1,400	70
WOMEN 65+	900	77
TEENS 12-17	6,200	81

DMA MARKET POPULATION ESTIMATES

NORTH PLATTE

TV DMA RANK	209	
ALL	POPULATION	RANK
PERSONS 12+	32,300	208
MEN 18+	13,700	208
MEN 12-24	3,800	207
MEN 18-24	1,700	208
MEN 25-34	2,000	207
MEN 25-49	5,900	208
MEN 35-44	2,500	208
MEN 45-49	1,400	209
MEN 50-54	1,400	209
MEN 55-64	2,100	208
MEN 65+	2,600	207
WOMEN 18+	14,800	208
WOMEN 12-24	3,500	207
WOMEN 18-24	1,800	207
WOMEN 25-34	2,100	207
WOMEN 25-49	6,000	208
WOMEN 35-44	2,400	209
WOMEN 45-49	1,500	209
WOMEN 50-54	1,400	209
WOMEN 55-64	2,100	208
WOMEN 65+	3,500	207
TEENS 12-17	3,800	207

BLACK	POPULATION	RANK
PERSONS 12+	200	207
MEN 18+	100	204
MEN 12-24		207
MEN 18-24		202
MEN 25-34		203
MEN 25-49	100	203
MEN 35-44	100	190
MEN 45-49		195
MEN 50-54		196
MEN 55-64		195
MEN 65+		207
WOMEN 18+	100	202
WOMEN 12-24		204
WOMEN 18-24		197
WOMEN 25-34		196
WOMEN 25-49	100	194
WOMEN 35-44		201
WOMEN 45-49	100	165
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17		206

HISPANIC	POPULATION	RANK
PERSONS 12+	1,200	203
MEN 18+	500	202
MEN 12-24	200	202
MEN 18-24	100	197
MEN 25-34	100	201
MEN 25-49	300	200
MEN 35-44	100	193
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64	100	170
MEN 65+		199
WOMEN 18+	500	200
WOMEN 12-24	200	199
WOMEN 18-24	100	196
WOMEN 25-34	100	198
WOMEN 25-49	200	201
WOMEN 35-44	100	194
WOMEN 45-49		186
WOMEN 50-54	100	157
WOMEN 55-64		188
WOMEN 65+	100	146
TEENS 12-17	200	201

ODESSA-MIDLAND

TV DMA RANK	158	
ALL	POPULATION	RANK
PERSONS 12+	309,800	152
MEN 18+	133,300	155
MEN 12-24	41,400	145
MEN 18-24	21,800	149
MEN 25-34	23,000	153
MEN 25-49	61,900	152
MEN 35-44	24,500	156
MEN 45-49	14,400	145
MEN 50-54	12,100	157
MEN 55-64	17,400	158
MEN 65+	20,100	158
WOMEN 18+	137,700	158
WOMEN 12-24	38,400	147
WOMEN 18-24	19,200	150
WOMEN 25-34	22,000	150
WOMEN 25-49	61,100	152
WOMEN 35-44	25,000	155
WOMEN 45-49	14,100	149
WOMEN 50-54	12,800	152
WOMEN 55-64	17,800	160
WOMEN 65+	26,800	160
TEENS 12-17	38,800	139

BLACK	POPULATION	RANK
PERSONS 12+	14,200	141
MEN 18+	6,200	147
MEN 12-24	2,200	145
MEN 18-24	1,200	152
MEN 25-34	1,000	159
MEN 25-49	2,700	154
MEN 35-44	1,200	147
MEN 45-49	500	146
MEN 50-54	500	135
MEN 55-64	800	130
MEN 65+	1,000	121
WOMEN 18+	6,100	136
WOMEN 12-24	1,800	136
WOMEN 18-24	900	141
WOMEN 25-34	700	149
WOMEN 25-49	2,400	139
WOMEN 35-44	1,100	139
WOMEN 45-49	600	134
WOMEN 50-54	700	121
WOMEN 55-64	800	127
WOMEN 65+	1,300	121
TEENS 12-17	1,900	135

HISPANIC	POPULATION	RANK
PERSONS 12+	127,400	40
MEN 18+	54,800	43
MEN 12-24	23,200	47
MEN 18-24	12,800	48
MEN 25-34	12,200	49
MEN 25-49	27,600	46
MEN 35-44	10,100	47
MEN 45-49	5,300	36
MEN 50-54	4,200	36
MEN 55-64	5,200	36
MEN 65+	5,000	32
WOMEN 18+	52,000	38
WOMEN 12-24	21,100	41
WOMEN 18-24	10,900	44
WOMEN 25-34	11,400	47
WOMEN 25-49	26,000	40
WOMEN 35-44	9,600	40
WOMEN 45-49	5,000	37
WOMEN 50-54	4,500	34
WOMEN 55-64	5,000	37
WOMEN 65+	5,600	32
TEENS 12-17	20,600	40

OKLAHOMA CITY

TV DMA RANK	45	
ALL	POPULATION	RANK
PERSONS 12+	1,412,200	47
MEN 18+	621,200	47
MEN 12-24	169,000	44
MEN 18-24	98,800	40
MEN 25-34	117,600	45
MEN 25-49	294,400	48
MEN 35-44	115,800	53
MEN 45-49	61,000	50
MEN 50-54	55,200	49
MEN 55-64	82,200	51
MEN 65+	90,600	48
WOMEN 18+	653,800	48
WOMEN 12-24	159,600	45
WOMEN 18-24	92,600	41
WOMEN 25-34	110,700	46
WOMEN 25-49	287,600	51
WOMEN 35-44	114,600	54
WOMEN 45-49	62,300	50
WOMEN 50-54	56,700	51
WOMEN 55-64	88,900	50
WOMEN 65+	128,000	46
TEENS 12-17	137,200	49

BLACK	POPULATION	RANK
PERSONS 12+	118,600	64
MEN 18+	50,400	62
MEN 12-24	18,000	62
MEN 18-24	9,800	61
MEN 25-34	11,700	60
MEN 25-49	26,700	62
MEN 35-44	10,600	62
MEN 45-49	4,400	66
MEN 50-54	4,100	58
MEN 55-64	5,000	67
MEN 65+	4,800	64
WOMEN 18+	52,800	64
WOMEN 12-24	16,300	66
WOMEN 18-24	9,100	63
WOMEN 25-34	10,800	67
WOMEN 25-49	27,100	66
WOMEN 35-44	11,000	65
WOMEN 45-49	5,300	62
WOMEN 50-54	4,000	66
WOMEN 55-64	6,100	64
WOMEN 65+	6,500	65
TEENS 12-17	15,400	66

HISPANIC	POPULATION	RANK
PERSONS 12+	81,800	56
MEN 18+	38,000	56
MEN 12-24	17,400	57
MEN 18-24	10,500	56
MEN 25-34	11,600	56
MEN 25-49	21,300	55
MEN 35-44	7,100	55
MEN 45-49	2,600	54
MEN 50-54	2,300	52
MEN 55-64	2,300	56
MEN 65+	1,600	56
WOMEN 18+	31,000	55
WOMEN 12-24	14,000	55
WOMEN 18-24	8,100	55
WOMEN 25-34	9,500	52
WOMEN 25-49	17,200	54
WOMEN 35-44	5,300	58
WOMEN 45-49	2,400	54
WOMEN 50-54	2,200	51
WOMEN 55-64	2,000	59
WOMEN 65+	1,500	58
TEENS 12-17	12,800	55

DMA MARKET POPULATION ESTIMATES

OMAHA

TV DMA RANK 76

ALL	POPULATION	RANK
PERSONS 12+	852,200	79
MEN 18+	369,500	78
MEN 12-24	97,400	81
MEN 18-24	50,900	87
MEN 25-34	68,600	71
MEN 25-49	181,700	71
MEN 35-44	75,100	69
MEN 45-49	38,000	75
MEN 50-54	34,100	77
MEN 55-64	49,300	82
MEN 65+	53,500	82
WOMEN 18+	391,500	79
WOMEN 12-24	93,300	81
WOMEN 18-24	48,600	87
WOMEN 25-34	66,200	72
WOMEN 25-49	179,700	74
WOMEN 35-44	74,500	75
WOMEN 45-49	39,000	77
WOMEN 50-54	35,200	78
WOMEN 55-64	51,500	84
WOMEN 65+	76,500	82
TEENS 12-17	91,200	72

BLACK	POPULATION	RANK
PERSONS 12+	51,700	99
MEN 18+	20,500	99
MEN 12-24	7,700	98
MEN 18-24	3,400	109
MEN 25-34	4,400	102
MEN 25-49	10,900	99
MEN 35-44	4,400	97
MEN 45-49	2,100	95
MEN 50-54	1,600	96
MEN 55-64	2,700	86
MEN 65+	1,900	101
WOMEN 18+	22,900	98
WOMEN 12-24	7,600	94
WOMEN 18-24	3,600	100
WOMEN 25-34	4,900	92
WOMEN 25-49	12,000	95
WOMEN 35-44	5,100	94
WOMEN 45-49	2,000	100
WOMEN 50-54	1,800	96
WOMEN 55-64	2,800	92
WOMEN 65+	2,700	103
TEENS 12-17	8,300	85

HISPANIC	POPULATION	RANK
PERSONS 12+	46,100	71
MEN 18+	22,600	67
MEN 12-24	10,400	70
MEN 18-24	6,400	71
MEN 25-34	7,400	62
MEN 25-49	12,700	66
MEN 35-44	4,000	71
MEN 45-49	1,300	79
MEN 50-54	1,200	66
MEN 55-64	1,400	72
MEN 65+	900	81
WOMEN 18+	16,400	74
WOMEN 12-24	7,900	69
WOMEN 18-24	4,800	68
WOMEN 25-34	4,800	70
WOMEN 25-49	8,900	73
WOMEN 35-44	3,000	78
WOMEN 45-49	1,100	80
WOMEN 50-54	900	80
WOMEN 55-64	1,000	83
WOMEN 65+	800	82
TEENS 12-17	7,100	71

ORLANDO-DAYTONA BCH-MELBRN

TV DMA RANK 20

ALL	POPULATION	RANK
PERSONS 12+	2,827,800	20
MEN 18+	1,243,100	20
MEN 12-24	288,000	23
MEN 18-24	151,500	23
MEN 25-34	204,600	23
MEN 25-49	567,300	21
MEN 35-44	241,200	20
MEN 45-49	121,500	20
MEN 50-54	106,200	21
MEN 55-64	169,600	20
MEN 65+	248,500	11
WOMEN 18+	1,320,200	20
WOMEN 12-24	270,500	22
WOMEN 18-24	142,500	23
WOMEN 25-34	197,700	21
WOMEN 25-49	562,200	20
WOMEN 35-44	239,700	20
WOMEN 45-49	124,800	21
WOMEN 50-54	112,400	20
WOMEN 55-64	191,900	18
WOMEN 65+	311,200	14
TEENS 12-17	264,500	21

BLACK	POPULATION	RANK
PERSONS 12+	349,600	21
MEN 18+	141,600	22
MEN 12-24	49,100	20
MEN 18-24	24,100	20
MEN 25-34	29,700	20
MEN 25-49	74,900	21
MEN 35-44	30,900	21
MEN 45-49	14,300	22
MEN 50-54	10,900	22
MEN 55-64	16,200	22
MEN 65+	15,500	21
WOMEN 18+	158,700	23
WOMEN 12-24	49,500	22
WOMEN 18-24	25,200	21
WOMEN 25-34	30,900	22
WOMEN 25-49	79,400	22
WOMEN 35-44	33,200	23
WOMEN 45-49	15,300	24
WOMEN 50-54	12,300	24
WOMEN 55-64	19,100	22
WOMEN 65+	22,700	23
TEENS 12-17	49,300	20

HISPANIC	POPULATION	RANK
PERSONS 12+	381,400	19
MEN 18+	164,200	20
MEN 12-24	60,200	21
MEN 18-24	33,400	22
MEN 25-34	38,300	22
MEN 25-49	87,100	21
MEN 35-44	34,500	20
MEN 45-49	14,300	19
MEN 50-54	11,600	17
MEN 55-64	17,000	17
MEN 65+	15,100	17
WOMEN 18+	167,200	19
WOMEN 12-24	51,200	21
WOMEN 18-24	28,000	23
WOMEN 25-34	35,900	22
WOMEN 25-49	86,300	19
WOMEN 35-44	34,400	19
WOMEN 45-49	16,000	18
WOMEN 50-54	13,200	17
WOMEN 55-64	20,300	17
WOMEN 65+	19,400	17
TEENS 12-17	50,000	21

OTTUMWA-KIRKSVILLE

TV DMA RANK 200

ALL	POPULATION	RANK
PERSONS 12+	111,900	198
MEN 18+	48,600	199
MEN 12-24	13,300	197
MEN 18-24	8,000	196
MEN 25-34	7,500	199
MEN 25-49	20,100	200
MEN 35-44	7,900	200
MEN 45-49	4,700	199
MEN 50-54	4,800	196
MEN 55-64	6,700	199
MEN 65+	9,000	190
WOMEN 18+	53,100	197
WOMEN 12-24	13,400	195
WOMEN 18-24	8,500	191
WOMEN 25-34	7,100	200
WOMEN 25-49	19,800	200
WOMEN 35-44	8,000	200
WOMEN 45-49	4,700	199
WOMEN 50-54	4,800	196
WOMEN 55-64	7,100	199
WOMEN 65+	12,900	189
TEENS 12-17	10,200	200

BLACK	POPULATION	RANK
PERSONS 12+	1,400	193
MEN 18+	700	193
MEN 12-24	200	195
MEN 18-24	100	195
MEN 25-34	200	188
MEN 25-49	200	195
MEN 35-44	200	200
MEN 45-49	100	195
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	200	161
WOMEN 18+	500	191
WOMEN 12-24	400	179
WOMEN 18-24	300	173
WOMEN 25-34	100	196
WOMEN 25-49	100	194
WOMEN 35-44	100	201
WOMEN 45-49	100	165
WOMEN 50-54	100	167
WOMEN 55-64	100	184
WOMEN 65+	100	186
TEENS 12-17	200	190

HISPANIC	POPULATION	RANK
PERSONS 12+	3,000	184
MEN 18+	1,600	182
MEN 12-24	800	181
MEN 18-24	600	173
MEN 25-34	400	178
MEN 25-49	700	182
MEN 35-44	300	175
MEN 45-49	100	191
MEN 50-54	100	183
MEN 55-64	100	170
MEN 65+	200	160
WOMEN 18+	900	189
WOMEN 12-24	400	187
WOMEN 18-24	100	196
WOMEN 25-34	400	171
WOMEN 25-49	700	178
WOMEN 35-44	300	168
WOMEN 45-49	100	186
WOMEN 50-54	100	181
WOMEN 55-64	100	161
WOMEN 65+	100	174
TEENS 12-17	500	181

DMA MARKET POPULATION ESTIMATES

PADUCAH-CAPE GIRARD-HARSBG

TV DMA RANK 79

ALL	POPULATION	RANK
PERSONS 12+	820,800	83
MEN 18+	362,000	80
MEN 12-24	91,800	84
MEN 18-24	53,600	82
MEN 25-34	62,900	79
MEN 25-49	161,700	82
MEN 35-44	65,200	86
MEN 45-49	33,600	86
MEN 50-54	32,500	80
MEN 55-64	52,500	77
MEN 65+	61,700	73
WOMEN 18+	384,800	83
WOMEN 12-24	84,800	87
WOMEN 18-24	49,000	86
WOMEN 25-34	57,600	88
WOMEN 25-49	156,200	88
WOMEN 35-44	64,200	88
WOMEN 45-49	34,400	86
WOMEN 50-54	33,200	81
WOMEN 55-64	55,100	77
WOMEN 65+	91,300	68
TEENS 12-17	74,000	88

PALM SPRINGS

TV DMA RANK 159

ALL	POPULATION	RANK
PERSONS 12+	315,400	151
MEN 18+	136,600	152
MEN 12-24	43,400	140
MEN 18-24	22,900	143
MEN 25-34	28,800	138
MEN 25-49	70,000	142
MEN 35-44	28,300	141
MEN 45-49	12,900	160
MEN 50-54	10,500	163
MEN 55-64	14,300	168
MEN 65+	18,900	161
WOMEN 18+	138,700	157
WOMEN 12-24	40,800	139
WOMEN 18-24	21,200	145
WOMEN 25-34	27,200	137
WOMEN 25-49	67,600	143
WOMEN 35-44	27,700	142
WOMEN 45-49	12,700	159
WOMEN 50-54	10,500	162
WOMEN 55-64	15,200	166
WOMEN 65+	24,200	165
TEENS 12-17	40,100	137

PANAMA CITY

TV DMA RANK 160

ALL	POPULATION	RANK
PERSONS 12+	294,400	159
MEN 18+	136,300	153
MEN 12-24	31,700	161
MEN 18-24	17,500	163
MEN 25-34	23,800	151
MEN 25-49	64,500	149
MEN 35-44	27,000	147
MEN 45-49	13,700	149
MEN 50-54	11,600	159
MEN 55-64	20,000	149
MEN 65+	22,700	153
WOMEN 18+	130,500	160
WOMEN 12-24	27,900	165
WOMEN 18-24	14,500	170
WOMEN 25-34	18,700	163
WOMEN 25-49	54,600	159
WOMEN 35-44	23,400	158
WOMEN 45-49	12,500	160
WOMEN 50-54	11,900	159
WOMEN 55-64	20,900	149
WOMEN 65+	28,600	157
TEENS 12-17	27,600	159

BLACK	POPULATION	RANK
PERSONS 12+	56,900	94
MEN 18+	25,900	87
MEN 12-24	10,200	82
MEN 18-24	6,100	80
MEN 25-34	6,300	81
MEN 25-49	13,600	88
MEN 35-44	5,200	90
MEN 45-49	2,100	95
MEN 50-54	1,600	96
MEN 55-64	1,900	104
MEN 65+	2,700	87
WOMEN 18+	23,300	97
WOMEN 12-24	8,300	90
WOMEN 18-24	4,700	89
WOMEN 25-34	4,600	96
WOMEN 25-49	10,800	98
WOMEN 35-44	4,400	98
WOMEN 45-49	1,800	104
WOMEN 50-54	1,400	105
WOMEN 55-64	2,700	96
WOMEN 65+	3,700	89
TEENS 12-17	7,700	93

BLACK	POPULATION	RANK
PERSONS 12+	7,200	162
MEN 18+	3,000	166
MEN 12-24	1,200	166
MEN 18-24	600	174
MEN 25-34	700	170
MEN 25-49	1,700	165
MEN 35-44	700	166
MEN 45-49	300	159
MEN 50-54	200	157
MEN 55-64	300	154
MEN 65+	200	161
WOMEN 18+	3,000	154
WOMEN 12-24	1,100	156
WOMEN 18-24	500	161
WOMEN 25-34	700	149
WOMEN 25-49	1,700	147
WOMEN 35-44	700	149
WOMEN 45-49	300	147
WOMEN 50-54	200	151
WOMEN 55-64	300	149
WOMEN 65+	300	153
TEENS 12-17	1,200	151

BLACK	POPULATION	RANK
PERSONS 12+	38,300	108
MEN 18+	19,000	105
MEN 12-24	6,200	110
MEN 18-24	3,700	106
MEN 25-34	4,700	99
MEN 25-49	10,700	102
MEN 35-44	4,300	99
MEN 45-49	1,700	105
MEN 50-54	1,100	110
MEN 55-64	1,700	108
MEN 65+	1,800	104
WOMEN 18+	14,900	109
WOMEN 12-24	4,100	115
WOMEN 18-24	2,200	117
WOMEN 25-34	2,700	114
WOMEN 25-49	6,900	113
WOMEN 35-44	2,700	114
WOMEN 45-49	1,500	109
WOMEN 50-54	900	113
WOMEN 55-64	1,900	108
WOMEN 65+	3,000	100
TEENS 12-17	4,400	114

HISPANIC	POPULATION	RANK
PERSONS 12+	11,500	136
MEN 18+	6,300	129
MEN 12-24	2,800	133
MEN 18-24	1,900	132
MEN 25-34	1,800	128
MEN 25-49	2,700	138
MEN 35-44	700	148
MEN 45-49	200	154
MEN 50-54	300	122
MEN 55-64	700	97
MEN 65+	700	94
WOMEN 18+	3,700	139
WOMEN 12-24	1,900	136
WOMEN 18-24	1,300	127
WOMEN 25-34	800	149
WOMEN 25-49	1,900	138
WOMEN 35-44	700	134
WOMEN 45-49	400	119
WOMEN 50-54	200	137
WOMEN 55-64	300	127
WOMEN 65+	700	174
TEENS 12-17	1,500	137

HISPANIC	POPULATION	RANK
PERSONS 12+	148,700	37
MEN 18+	63,800	40
MEN 12-24	28,000	38
MEN 18-24	15,400	42
MEN 25-34	17,900	38
MEN 25-49	36,800	38
MEN 35-44	13,600	38
MEN 45-49	5,300	36
MEN 50-54	3,700	40
MEN 55-64	4,300	42
MEN 65+	3,600	38
WOMEN 18+	60,400	37
WOMEN 12-24	25,600	35
WOMEN 18-24	13,700	36
WOMEN 25-34	16,000	36
WOMEN 25-49	34,000	36
WOMEN 35-44	12,900	36
WOMEN 45-49	5,100	36
WOMEN 50-54	3,700	39
WOMEN 55-64	4,600	40
WOMEN 65+	4,400	38
TEENS 12-17	24,500	35

HISPANIC	POPULATION	RANK
PERSONS 12+	7,200	155
MEN 18+	4,200	148
MEN 12-24	1,500	159
MEN 18-24	800	162
MEN 25-34	1,500	140
MEN 25-49	2,700	138
MEN 35-44	900	138
MEN 45-49	300	140
MEN 50-54	200	143
MEN 55-64	200	153
MEN 65+	300	141
WOMEN 18+	2,100	165
WOMEN 12-24	600	174
WOMEN 18-24	400	173
WOMEN 25-34	400	171
WOMEN 25-49	1,200	160
WOMEN 35-44	600	143
WOMEN 45-49	200	146
WOMEN 50-54	100	157
WOMEN 55-64	300	127
WOMEN 65+	100	146
TEENS 12-17	900	158

DMA MARKET POPULATION ESTIMATES

PARKERSBURG

TV DMA RANK 187

ALL	POPULATION	RANK
PERSONS 12+	135,300	191
MEN 18+	58,500	193
MEN 12-24	13,700	196
MEN 18-24	7,200	198
MEN 25-34	8,900	192
MEN 25-49	25,800	193
MEN 35-44	10,800	190
MEN 45-49	6,100	189
MEN 50-54	5,900	187
MEN 55-64	9,300	184
MEN 65+	10,300	186
WOMEN 18+	64,300	188
WOMEN 12-24	13,200	197
WOMEN 18-24	7,200	196
WOMEN 25-34	9,000	192
WOMEN 25-49	26,400	190
WOMEN 35-44	11,200	187
WOMEN 45-49	6,200	189
WOMEN 50-54	6,100	186
WOMEN 55-64	9,900	184
WOMEN 65+	14,700	185
TEENS 12-17	12,500	192

BLACK	POPULATION	RANK
PERSONS 12+	1,800	191
MEN 18+	900	191
MEN 12-24	300	192
MEN 18-24	200	190
MEN 25-34	200	188
MEN 25-49	500	191
MEN 35-44	200	187
MEN 45-49	100	178
MEN 50-54	196	196
MEN 55-64	200	164
MEN 65+	190	190
WOMEN 18+	800	183
WOMEN 12-24	200	191
WOMEN 18-24	200	179
WOMEN 25-34	100	185
WOMEN 25-49	300	186
WOMEN 35-44	200	175
WOMEN 45-49	185	185
WOMEN 50-54	100	167
WOMEN 55-64	184	184
WOMEN 65+	200	164
TEENS 12-17	100	197

HISPANIC	POPULATION	RANK
PERSONS 12+	600	206
MEN 18+	200	205
MEN 12-24	200	202
MEN 18-24	100	197
MEN 25-34		206
MEN 25-49	100	206
MEN 35-44		204
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64		194
MEN 65+		199
WOMEN 18+	200	206
WOMEN 12-24	100	204
WOMEN 18-24		204
WOMEN 25-34		203
WOMEN 25-49	200	201
WOMEN 35-44	100	194
WOMEN 45-49	100	163
WOMEN 50-54		181
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17	200	201

PEORIA-BLOOMINGTON

TV DMA RANK 117

ALL	POPULATION	RANK
PERSONS 12+	528,400	118
MEN 18+	229,700	120
MEN 12-24	61,600	123
MEN 18-24	35,400	117
MEN 25-34	41,200	119
MEN 25-49	106,300	120
MEN 35-44	42,700	121
MEN 45-49	22,400	120
MEN 50-54	21,200	119
MEN 55-64	31,300	117
MEN 65+	35,500	114
WOMEN 18+	248,100	116
WOMEN 12-24	61,000	114
WOMEN 18-24	36,600	105
WOMEN 25-34	39,400	118
WOMEN 25-49	105,700	120
WOMEN 35-44	43,100	121
WOMEN 45-49	23,200	118
WOMEN 50-54	21,600	119
WOMEN 55-64	32,900	118
WOMEN 65+	51,300	112
TEENS 12-17	50,600	125

BLACK	POPULATION	RANK
PERSONS 12+	37,500	109
MEN 18+	16,100	111
MEN 12-24	6,400	108
MEN 18-24	3,600	107
MEN 25-34	4,400	102
MEN 25-49	9,200	109
MEN 35-44	3,300	111
MEN 45-49	1,500	108
MEN 50-54	1,000	113
MEN 55-64	1,300	115
MEN 65+	1,000	121
WOMEN 18+	15,900	108
WOMEN 12-24	6,200	103
WOMEN 18-24	3,500	102
WOMEN 25-34	3,900	103
WOMEN 25-49	8,600	107
WOMEN 35-44	3,100	109
WOMEN 45-49	1,600	107
WOMEN 50-54	1,100	109
WOMEN 55-64	1,400	113
WOMEN 65+	1,300	121
TEENS 12-17	5,500	105

HISPANIC	POPULATION	RANK
PERSONS 12+	11,000	139
MEN 18+	5,400	142
MEN 12-24	2,600	139
MEN 18-24	1,700	136
MEN 25-34	1,500	140
MEN 25-49	2,600	144
MEN 35-44	800	145
MEN 45-49	300	140
MEN 50-54	300	122
MEN 55-64	400	124
MEN 65+	400	122
WOMEN 18+	4,200	135
WOMEN 12-24	1,800	138
WOMEN 18-24	1,300	127
WOMEN 25-34	1,100	135
WOMEN 25-49	2,300	133
WOMEN 35-44	800	129
WOMEN 45-49	400	119
WOMEN 50-54	100	157
WOMEN 55-64	300	123
WOMEN 65+	200	126
TEENS 12-17	1,400	142

PHILADELPHIA

TV DMA RANK 4

ALL	POPULATION	RANK
PERSONS 12+	6,554,800	4
MEN 18+	2,795,900	4
MEN 12-24	714,600	4
MEN 18-24	375,600	4
MEN 25-34	470,500	6
MEN 25-49	1,345,600	5
MEN 35-44	579,600	4
MEN 45-49	295,500	4
MEN 50-54	261,700	4
MEN 55-64	382,700	4
MEN 65+	430,300	4
WOMEN 18+	3,099,100	4
WOMEN 12-24	686,000	4
WOMEN 18-24	365,200	4
WOMEN 25-34	477,000	4
WOMEN 25-49	1,393,400	4
WOMEN 35-44	604,100	4
WOMEN 45-49	312,300	4
WOMEN 50-54	281,000	4
WOMEN 55-64	424,200	4
WOMEN 65+	635,300	3
TEENS 12-17	659,800	4

BLACK	POPULATION	RANK
PERSONS 12+	1,138,500	5
MEN 18+	450,100	5
MEN 12-24	143,200	3
MEN 18-24	72,000	3
MEN 25-34	89,500	5
MEN 25-49	233,500	6
MEN 35-44	98,600	6
MEN 45-49	45,400	6
MEN 50-54	37,400	5
MEN 55-64	56,700	5
MEN 65+	50,500	3
WOMEN 18+	549,700	5
WOMEN 12-24	142,800	4
WOMEN 18-24	75,300	4
WOMEN 25-34	101,800	5
WOMEN 25-49	272,700	5
WOMEN 35-44	115,100	5
WOMEN 45-49	55,800	5
WOMEN 50-54	46,200	4
WOMEN 55-64	71,800	4
WOMEN 65+	83,700	3
TEENS 12-17	138,700	4

HISPANIC	POPULATION	RANK
PERSONS 12+	410,700	18
MEN 18+	179,700	19
MEN 12-24	80,300	19
MEN 18-24	47,000	17
MEN 25-34	46,700	20
MEN 25-49	97,900	19
MEN 35-44	36,500	19
MEN 45-49	14,700	18
MEN 50-54	11,500	18
MEN 55-64	14,500	19
MEN 65+	8,800	21
WOMEN 18+	167,300	18
WOMEN 12-24	68,700	17
WOMEN 18-24	38,300	17
WOMEN 25-34	41,800	18
WOMEN 25-49	90,800	18
WOMEN 35-44	34,700	18
WOMEN 45-49	14,300	19
WOMEN 50-54	12,100	19
WOMEN 55-64	15,200	20
WOMEN 65+	10,900	22
TEENS 12-17	63,700	17

DMA MARKET POPULATION ESTIMATES

PHOENIX (PRESCOTT)

TV DMA RANK 15

ALL	POPULATION	RANK
PERSONS 12+	3,649,400	14
MEN 18+	1,624,800	13
MEN 12-24	423,300	12
MEN 18-24	226,500	12
MEN 25-34	333,400	11
MEN 25-49	814,800	14
MEN 35-44	330,100	15
MEN 45-49	151,300	15
MEN 50-54	131,500	17
MEN 55-64	203,400	16
MEN 65+	248,600	10
WOMEN 18+	1,640,800	16
WOMEN 12-24	394,000	13
WOMEN 18-24	207,000	13
WOMEN 25-34	300,300	12
WOMEN 25-49	762,100	15
WOMEN 35-44	310,900	15
WOMEN 45-49	150,900	16
WOMEN 50-54	136,700	17
WOMEN 55-64	222,300	15
WOMEN 65+	312,700	13
TEENS 12-17	383,800	13

BLACK	POPULATION	RANK
PERSONS 12+	121,800	61
MEN 18+	55,100	59
MEN 12-24	16,800	64
MEN 18-24	8,300	68
MEN 25-34	13,600	53
MEN 25-49	33,300	53
MEN 35-44	14,000	52
MEN 45-49	5,700	59
MEN 50-54	3,900	62
MEN 55-64	5,600	62
MEN 65+	4,000	73
WOMEN 18+	50,400	69
WOMEN 12-24	15,400	69
WOMEN 18-24	7,600	71
WOMEN 25-34	11,200	62
WOMEN 25-49	28,000	61
WOMEN 35-44	11,800	60
WOMEN 45-49	5,000	67
WOMEN 50-54	3,700	71
WOMEN 55-64	5,400	69
WOMEN 65+	5,700	73
TEENS 12-17	16,300	61

HISPANIC	POPULATION	RANK
PERSONS 12+	862,000	9
MEN 18+	385,800	8
MEN 12-24	167,700	7
MEN 18-24	94,900	7
MEN 25-34	115,000	8
MEN 25-49	225,200	8
MEN 35-44	80,800	8
MEN 45-49	29,400	9
MEN 50-54	20,900	10
MEN 55-64	26,200	11
MEN 65+	18,600	13
WOMEN 18+	338,000	10
WOMEN 12-24	142,300	8
WOMEN 18-24	76,900	8
WOMEN 25-34	94,200	8
WOMEN 25-49	189,400	9
WOMEN 35-44	68,700	10
WOMEN 45-49	26,500	10
WOMEN 50-54	20,500	11
WOMEN 55-64	27,500	12
WOMEN 65+	23,700	12
TEENS 12-17	138,200	8

PITTSBURGH

TV DMA RANK 22

ALL	POPULATION	RANK
PERSONS 12+	2,491,800	22
MEN 18+	1,073,600	24
MEN 12-24	252,100	27
MEN 18-24	138,900	26
MEN 25-34	163,300	30
MEN 25-49	474,200	28
MEN 35-44	198,700	28
MEN 45-49	112,200	23
MEN 50-54	105,700	22
MEN 55-64	153,100	21
MEN 65+	201,700	19
WOMEN 18+	1,198,300	22
WOMEN 12-24	241,100	27
WOMEN 18-24	134,400	25
WOMEN 25-34	162,000	29
WOMEN 25-49	485,200	25
WOMEN 35-44	206,300	25
WOMEN 45-49	116,900	22
WOMEN 50-54	109,600	22
WOMEN 55-64	168,000	22
WOMEN 65+	301,100	15
TEENS 12-17	219,900	28

BLACK	POPULATION	RANK
PERSONS 12+	172,000	50
MEN 18+	68,200	51
MEN 12-24	23,500	51
MEN 18-24	11,900	54
MEN 25-34	12,800	56
MEN 25-49	32,800	56
MEN 35-44	13,100	57
MEN 45-49	6,900	50
MEN 50-54	6,100	46
MEN 55-64	8,300	46
MEN 65+	9,100	35
WOMEN 18+	81,100	50
WOMEN 12-24	23,000	51
WOMEN 18-24	11,900	51
WOMEN 25-34	13,500	54
WOMEN 25-49	37,100	53
WOMEN 35-44	15,400	52
WOMEN 45-49	8,200	49
WOMEN 50-54	6,800	47
WOMEN 55-64	10,500	43
WOMEN 65+	14,800	35
TEENS 12-17	22,700	50

HISPANIC	POPULATION	RANK
PERSONS 12+	16,500	120
MEN 18+	6,900	126
MEN 12-24	3,200	128
MEN 18-24	1,600	138
MEN 25-34	1,600	134
MEN 25-49	3,700	124
MEN 35-44	1,500	118
MEN 45-49	600	110
MEN 50-54	400	116
MEN 55-64	600	107
MEN 65+	600	104
WOMEN 18+	6,900	115
WOMEN 12-24	2,400	123
WOMEN 18-24	1,300	127
WOMEN 25-34	1,700	116
WOMEN 25-49	3,300	121
WOMEN 35-44	1,300	112
WOMEN 45-49	300	135
WOMEN 50-54	1,000	74
WOMEN 55-64	600	102
WOMEN 65+	700	84
TEENS 12-17	2,700	120

PORTLAND, OR

TV DMA RANK 24

ALL	POPULATION	RANK
PERSONS 12+	2,451,500	24
MEN 18+	1,084,800	23
MEN 12-24	267,400	24
MEN 18-24	140,500	24
MEN 25-34	207,700	22
MEN 25-49	542,000	23
MEN 35-44	221,400	23
MEN 45-49	112,900	22
MEN 50-54	106,500	20
MEN 55-64	152,800	22
MEN 65+	143,000	26
WOMEN 18+	1,119,000	25
WOMEN 12-24	253,800	24
WOMEN 18-24	133,000	26
WOMEN 25-34	196,300	22
WOMEN 25-49	525,100	24
WOMEN 35-44	215,200	24
WOMEN 45-49	113,600	24
WOMEN 50-54	108,900	23
WOMEN 55-64	158,000	23
WOMEN 65+	194,000	26
TEENS 12-17	247,700	23

BLACK	POPULATION	RANK
PERSONS 12+	58,700	89
MEN 18+	26,900	84
MEN 12-24	8,100	93
MEN 18-24	3,900	103
MEN 25-34	6,100	83
MEN 25-49	15,100	81
MEN 35-44	6,300	81
MEN 45-49	2,700	84
MEN 50-54	2,600	78
MEN 55-64	3,100	83
MEN 65+	2,200	95
WOMEN 18+	23,800	95
WOMEN 12-24	7,300	97
WOMEN 18-24	3,500	102
WOMEN 25-34	5,100	91
WOMEN 25-49	13,100	88
WOMEN 35-44	5,700	85
WOMEN 45-49	2,300	92
WOMEN 50-54	1,900	89
WOMEN 55-64	2,900	90
WOMEN 65+	2,400	104
TEENS 12-17	8,000	87

HISPANIC	POPULATION	RANK
PERSONS 12+	216,500	30
MEN 18+	105,900	28
MEN 12-24	50,200	25
MEN 18-24	31,600	25
MEN 25-34	35,400	25
MEN 25-49	61,100	27
MEN 35-44	19,600	30
MEN 45-49	6,100	34
MEN 50-54	4,700	34
MEN 55-64	5,100	37
MEN 65+	3,400	41
WOMEN 18+	76,300	33
WOMEN 12-24	36,400	30
WOMEN 18-24	20,700	28
WOMEN 25-34	23,900	28
WOMEN 25-49	43,300	30
WOMEN 35-44	14,200	34
WOMEN 45-49	5,200	34
WOMEN 50-54	4,300	36
WOMEN 55-64	5,000	37
WOMEN 65+	3,000	45
TEENS 12-17	34,300	29

DMA MARKET POPULATION ESTIMATES

PORTLAND-AUBURN

TV DMA RANK 74

ALL	POPULATION	RANK
PERSONS 12+	858,300	78
MEN 18+	373,100	76
MEN 12-24	86,500	90
MEN 18-24	45,400	97
MEN 25-34	54,800	95
MEN 25-49	171,000	78
MEN 35-44	75,000	70
MEN 45-49	41,200	69
MEN 50-54	38,500	69
MEN 55-64	56,800	69
MEN 65+	61,400	74
WOMEN 18+	404,900	75
WOMEN 12-24	82,600	90
WOMEN 18-24	43,400	93
WOMEN 25-34	56,300	90
WOMEN 25-49	178,300	77
WOMEN 35-44	79,000	68
WOMEN 45-49	43,000	69
WOMEN 50-54	39,600	68
WOMEN 55-64	59,100	70
WOMEN 65+	84,500	76
TEENS 12-17	80,300	81

BLACK	POPULATION	RANK
PERSONS 12+	6,900	165
MEN 18+	3,500	163
MEN 12-24	1,200	166
MEN 18-24	700	168
MEN 25-34	800	166
MEN 25-49	2,000	161
MEN 35-44	1,000	154
MEN 45-49	200	166
MEN 50-54	300	148
MEN 55-64	400	149
MEN 65+	100	173
WOMEN 18+	2,300	162
WOMEN 12-24	900	162
WOMEN 18-24	300	173
WOMEN 25-34	900	140
WOMEN 25-49	1,400	154
WOMEN 35-44	400	161
WOMEN 45-49	100	165
WOMEN 50-54	200	151
WOMEN 55-64	200	159
WOMEN 65+	200	164
TEENS 12-17	1,100	156

HISPANIC	POPULATION	RANK
PERSONS 12+	7,300	154
MEN 18+	3,100	161
MEN 12-24	1,600	155
MEN 18-24	900	158
MEN 25-34	700	161
MEN 25-49	1,500	159
MEN 35-44	600	154
MEN 45-49	200	154
MEN 50-54	200	143
MEN 55-64	100	170
MEN 65+	400	122
WOMEN 18+	2,900	147
WOMEN 12-24	1,100	154
WOMEN 18-24	500	162
WOMEN 25-34	900	142
WOMEN 25-49	1,900	138
WOMEN 35-44	600	143
WOMEN 45-49	400	119
WOMEN 50-54	200	137
WOMEN 55-64		188
WOMEN 65+	300	115
TEENS 12-17	1,300	146

PRESQUE ISLE

TV DMA RANK 203

ALL	POPULATION	RANK
PERSONS 12+	65,100	205
MEN 18+	28,500	205
MEN 12-24	6,700	205
MEN 18-24	3,600	205
MEN 25-34	3,600	205
MEN 25-49	11,600	205
MEN 35-44	5,100	205
MEN 45-49	2,900	205
MEN 50-54	3,000	203
MEN 55-64	4,700	202
MEN 65+	5,600	202
WOMEN 18+	30,700	204
WOMEN 12-24	6,000	205
WOMEN 18-24	3,200	205
WOMEN 25-34	3,900	205
WOMEN 25-49	12,100	205
WOMEN 35-44	5,200	205
WOMEN 45-49	3,000	205
WOMEN 50-54	3,000	202
WOMEN 55-64	4,800	202
WOMEN 65+	7,600	202
TEENS 12-17	5,900	205

BLACK	POPULATION	RANK
PERSONS 12+	300	203
MEN 18+	100	204
MEN 12-24	200	195
MEN 18-24	100	195
MEN 25-34		203
MEN 25-49		206
MEN 35-44		200
MEN 45-49		195
MEN 50-54		196
MEN 55-64		195
MEN 65+		190
WOMEN 18+	100	202
WOMEN 12-24		204
WOMEN 18-24		197
WOMEN 25-34		196
WOMEN 25-49	100	194
WOMEN 35-44	100	183
WOMEN 45-49		185
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17	100	197

HISPANIC	POPULATION	RANK
PERSONS 12+	400	207
MEN 18+	200	205
MEN 12-24	100	206
MEN 18-24	100	197
MEN 25-34		206
MEN 25-49	100	206
MEN 35-44		204
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64		194
MEN 65+		199
WOMEN 18+	100	207
WOMEN 12-24	100	204
WOMEN 18-24		204
WOMEN 25-34		203
WOMEN 25-49	100	205
WOMEN 35-44	100	194
WOMEN 45-49		186
WOMEN 50-54		181
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17	100	206

PROVIDENCE-NEW BEDFORD

TV DMA RANK 49

ALL	POPULATION	RANK
PERSONS 12+	1,406,800	48
MEN 18+	605,000	49
MEN 12-24	148,200	51
MEN 18-24	82,900	49
MEN 25-34	104,600	50
MEN 25-49	291,100	49
MEN 35-44	124,200	46
MEN 45-49	62,300	45
MEN 50-54	55,900	47
MEN 55-64	82,400	50
MEN 65+	92,700	46
WOMEN 18+	675,100	45
WOMEN 12-24	142,500	50
WOMEN 18-24	81,100	48
WOMEN 25-34	108,400	48
WOMEN 25-49	305,200	44
WOMEN 35-44	130,900	44
WOMEN 45-49	65,900	45
WOMEN 50-54	59,100	46
WOMEN 55-64	88,900	50
WOMEN 65+	140,800	43
TEENS 12-17	126,700	53

BLACK	POPULATION	RANK
PERSONS 12+	59,500	88
MEN 18+	25,500	90
MEN 12-24	9,200	88
MEN 18-24	5,200	86
MEN 25-34	5,500	88
MEN 25-49	13,700	86
MEN 35-44	5,800	86
MEN 45-49	2,400	88
MEN 50-54	2,000	84
MEN 55-64	2,600	91
MEN 65+	2,000	100
WOMEN 18+	26,100	88
WOMEN 12-24	8,800	87
WOMEN 18-24	4,900	85
WOMEN 25-34	5,400	86
WOMEN 25-49	13,600	86
WOMEN 35-44	5,700	85
WOMEN 45-49	2,500	87
WOMEN 50-54	1,900	89
WOMEN 55-64	2,800	92
WOMEN 65+	2,900	101
TEENS 12-17	7,900	90

HISPANIC	POPULATION	RANK
PERSONS 12+	98,400	50
MEN 18+	40,500	53
MEN 12-24	18,300	55
MEN 18-24	10,800	53
MEN 25-34	11,400	57
MEN 25-49	22,900	53
MEN 35-44	8,300	50
MEN 45-49	3,200	51
MEN 50-54	2,400	51
MEN 55-64	2,900	50
MEN 65+	1,500	57
WOMEN 18+	43,600	46
WOMEN 12-24	16,600	50
WOMEN 18-24	9,800	49
WOMEN 25-34	12,000	43
WOMEN 25-49	25,000	43
WOMEN 35-44	9,400	43
WOMEN 45-49	3,600	45
WOMEN 50-54	2,600	45
WOMEN 55-64	3,700	45
WOMEN 65+	2,500	46
TEENS 12-17	14,300	51

DMA MARKET POPULATION ESTIMATES

QUINCY-HANNIBAL-KEOKUK

TV DMA RANK 167

ALL	POPULATION	RANK
PERSONS 12+	229,800	170
MEN 18+	100,900	169
MEN 12-24	27,400	169
MEN 18-24	16,300	169
MEN 25-34	15,700	174
MEN 25-49	43,000	172
MEN 35-44	17,500	172
MEN 45-49	9,800	169
MEN 50-54	9,000	168
MEN 55-64	14,400	167
MEN 65+	18,200	164
WOMEN 18+	107,200	169
WOMEN 12-24	25,900	169
WOMEN 18-24	15,300	167
WOMEN 25-34	14,500	178
WOMEN 25-49	41,100	178
WOMEN 35-44	17,100	177
WOMEN 45-49	9,500	173
WOMEN 50-54	9,100	169
WOMEN 55-64	14,700	169
WOMEN 65+	27,000	159
TEENS 12-17	21,700	174

BLACK	POPULATION	RANK
PERSONS 12+	8,000	159
MEN 18+	4,400	160
MEN 12-24	1,700	158
MEN 18-24	1,100	155
MEN 25-34	1,400	149
MEN 25-49	2,500	158
MEN 35-44	800	162
MEN 45-49	300	159
MEN 50-54	100	173
MEN 55-64	500	145
MEN 65+	200	161
WOMEN 18+	2,500	158
WOMEN 12-24	1,200	154
WOMEN 18-24	700	152
WOMEN 25-34	400	163
WOMEN 25-49	1,000	164
WOMEN 35-44	400	161
WOMEN 45-49	200	153
WOMEN 50-54	200	151
WOMEN 55-64	300	149
WOMEN 65+	300	153
TEENS 12-17	1,100	156

HISPANIC	POPULATION	RANK
PERSONS 12+	2,500	191
MEN 18+	1,500	185
MEN 12-24	600	190
MEN 18-24	600	173
MEN 25-34	100	201
MEN 25-49	700	182
MEN 35-44	600	154
MEN 45-49		191
MEN 50-54	100	159
MEN 55-64		194
MEN 65+	100	179
WOMEN 18+	900	189
WOMEN 12-24	300	194
WOMEN 18-24	200	190
WOMEN 25-34	400	171
WOMEN 25-49	500	186
WOMEN 35-44	100	194
WOMEN 45-49		186
WOMEN 50-54	100	157
WOMEN 55-64	100	161
WOMEN 65+		174
TEENS 12-17	100	206

RALEIGH-DURHAM (FAYETVILLE)

TV DMA RANK 29

ALL	POPULATION	RANK
PERSONS 12+	2,123,900	29
MEN 18+	933,000	29
MEN 12-24	246,600	28
MEN 18-24	139,800	25
MEN 25-34	196,500	24
MEN 25-49	489,300	26
MEN 35-44	200,400	27
MEN 45-49	92,400	29
MEN 50-54	80,500	29
MEN 55-64	114,600	30
MEN 65+	108,800	37
WOMEN 18+	982,300	29
WOMEN 12-24	227,600	29
WOMEN 18-24	125,800	28
WOMEN 25-34	184,400	25
WOMEN 25-49	483,700	27
WOMEN 35-44	201,700	29
WOMEN 45-49	97,600	29
WOMEN 50-54	86,500	29
WOMEN 55-64	125,500	30
WOMEN 65+	160,800	35
TEENS 12-17	208,600	30

BLACK	POPULATION	RANK
PERSONS 12+	592,000	12
MEN 18+	238,300	11
MEN 12-24	71,800	13
MEN 18-24	36,300	14
MEN 25-34	50,500	11
MEN 25-49	130,200	11
MEN 35-44	54,500	11
MEN 45-49	25,200	11
MEN 50-54	19,500	12
MEN 55-64	27,300	12
MEN 65+	25,000	10
WOMEN 18+	282,500	12
WOMEN 12-24	74,600	13
WOMEN 18-24	38,900	13
WOMEN 25-34	55,300	12
WOMEN 25-49	145,900	12
WOMEN 35-44	61,700	12
WOMEN 45-49	28,900	12
WOMEN 50-54	22,600	12
WOMEN 55-64	33,000	12
WOMEN 65+	42,100	9
TEENS 12-17	71,200	13

HISPANIC	POPULATION	RANK
PERSONS 12+	141,200	38
MEN 18+	76,600	33
MEN 12-24	39,500	30
MEN 18-24	27,000	27
MEN 25-34	26,100	31
MEN 25-49	43,600	33
MEN 35-44	14,000	36
MEN 45-49	3,500	47
MEN 50-54	2,200	54
MEN 55-64	2,300	56
MEN 65+	1,500	57
WOMEN 18+	43,900	45
WOMEN 12-24	21,600	40
WOMEN 18-24	13,400	37
WOMEN 25-34	14,600	37
WOMEN 25-49	25,300	41
WOMEN 35-44	8,500	46
WOMEN 45-49	2,200	58
WOMEN 50-54	2,000	54
WOMEN 55-64	2,200	56
WOMEN 65+	1,000	73
TEENS 12-17	20,700	39

RAPID CITY

TV DMA RANK 178

ALL	POPULATION	RANK
PERSONS 12+	202,700	178
MEN 18+	88,500	178
MEN 12-24	24,900	177
MEN 18-24	13,300	179
MEN 25-34	14,500	183
MEN 25-49	39,400	177
MEN 35-44	15,500	179
MEN 45-49	9,400	171
MEN 50-54	8,700	171
MEN 55-64	12,800	174
MEN 65+	14,300	173
WOMEN 18+	91,500	180
WOMEN 12-24	23,200	177
WOMEN 18-24	12,100	181
WOMEN 25-34	14,000	182
WOMEN 25-49	39,700	179
WOMEN 35-44	16,200	179
WOMEN 45-49	9,500	173
WOMEN 50-54	8,800	173
WOMEN 55-64	12,600	178
WOMEN 65+	18,300	179
TEENS 12-17	22,700	170

BLACK	POPULATION	RANK
PERSONS 12+	2,100	190
MEN 18+	1,300	188
MEN 12-24	400	189
MEN 18-24	300	186
MEN 25-34	300	185
MEN 25-49	600	190
MEN 35-44	100	190
MEN 45-49	200	166
MEN 50-54	400	138
MEN 55-64		195
MEN 65+		190
WOMEN 18+	600	187
WOMEN 12-24	300	188
WOMEN 18-24	200	179
WOMEN 25-34	100	185
WOMEN 25-49	300	186
WOMEN 35-44	200	175
WOMEN 45-49		185
WOMEN 50-54		189
WOMEN 55-64	100	170
WOMEN 65+		186
TEENS 12-17	200	190

HISPANIC	POPULATION	RANK
PERSONS 12+	4,400	173
MEN 18+	2,200	173
MEN 12-24	900	177
MEN 18-24	600	173
MEN 25-34	300	186
MEN 25-49	900	178
MEN 35-44	500	162
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64	200	153
MEN 65+	500	112
WOMEN 18+	1,400	175
WOMEN 12-24	800	164
WOMEN 18-24	300	182
WOMEN 25-34	400	171
WOMEN 25-49	900	172
WOMEN 35-44	200	181
WOMEN 45-49	300	135
WOMEN 50-54	100	157
WOMEN 55-64		188
WOMEN 65+	100	146
TEENS 12-17	800	162

DMA MARKET POPULATION ESTIMATES

RENO

TV DMA RANK 114

ALL	POPULATION	RANK
PERSONS 12+	567,000	113
MEN 18+	262,300	104
MEN 12-24	64,500	116
MEN 18-24	34,400	121
MEN 25-34	46,500	108
MEN 25-49	126,100	102
MEN 35-44	52,100	101
MEN 45-49	27,500	99
MEN 50-54	25,400	98
MEN 55-64	38,800	95
MEN 65+	37,600	108
WOMEN 18+	246,500	117
WOMEN 12-24	57,600	124
WOMEN 18-24	29,500	127
WOMEN 25-34	39,000	120
WOMEN 25-49	111,800	113
WOMEN 35-44	46,900	111
WOMEN 45-49	25,900	106
WOMEN 50-54	24,600	103
WOMEN 55-64	37,400	106
WOMEN 65+	43,200	123
TEENS 12-17	58,200	108

BLACK	POPULATION	RANK
PERSONS 12+	11,500	147
MEN 18+	7,400	142
MEN 12-24	2,300	143
MEN 18-24	1,500	142
MEN 25-34	2,200	131
MEN 25-49	4,700	136
MEN 35-44	1,900	134
MEN 45-49	600	139
MEN 50-54	400	138
MEN 55-64	400	149
MEN 65+	400	146
WOMEN 18+	3,000	154
WOMEN 12-24	1,000	158
WOMEN 18-24	700	152
WOMEN 25-34	400	163
WOMEN 25-49	1,500	152
WOMEN 35-44	800	144
WOMEN 45-49	300	147
WOMEN 50-54	200	151
WOMEN 55-64	300	149
WOMEN 65+	300	153
TEENS 12-17	1,100	156

HISPANIC	POPULATION	RANK
PERSONS 12+	85,700	54
MEN 18+	40,500	53
MEN 12-24	17,700	56
MEN 18-24	10,600	55
MEN 25-34	12,400	48
MEN 25-49	23,300	51
MEN 35-44	8,300	50
MEN 45-49	2,600	54
MEN 50-54	2,200	54
MEN 55-64	2,600	53
MEN 65+	1,800	53
WOMEN 18+	31,800	53
WOMEN 12-24	13,800	56
WOMEN 18-24	7,500	57
WOMEN 25-34	9,000	54
WOMEN 25-49	17,700	53
WOMEN 35-44	6,200	54
WOMEN 45-49	2,500	52
WOMEN 50-54	1,900	56
WOMEN 55-64	2,600	52
WOMEN 65+	2,100	53
TEENS 12-17	13,400	54

RICHMOND-PETERSBURG

TV DMA RANK 61

ALL	POPULATION	RANK
PERSONS 12+	1,115,000	59
MEN 18+	481,400	59
MEN 12-24	123,500	62
MEN 18-24	66,200	63
MEN 25-34	84,700	59
MEN 25-49	235,900	56
MEN 35-44	100,500	56
MEN 45-49	50,700	57
MEN 50-54	45,700	57
MEN 55-64	67,300	62
MEN 65+	66,300	69
WOMEN 18+	522,400	59
WOMEN 12-24	115,100	63
WOMEN 18-24	61,200	67
WOMEN 25-34	83,700	57
WOMEN 25-49	241,400	56
WOMEN 35-44	104,000	56
WOMEN 45-49	53,700	57
WOMEN 50-54	49,500	57
WOMEN 55-64	72,900	61
WOMEN 65+	97,400	66
TEENS 12-17	111,200	61

BLACK	POPULATION	RANK
PERSONS 12+	347,300	22
MEN 18+	143,100	21
MEN 12-24	43,200	23
MEN 18-24	21,800	24
MEN 25-34	28,500	22
MEN 25-49	75,600	20
MEN 35-44	32,200	20
MEN 45-49	14,900	21
MEN 50-54	12,400	21
MEN 55-64	17,100	20
MEN 65+	16,200	20
WOMEN 18+	162,100	21
WOMEN 12-24	42,000	25
WOMEN 18-24	21,300	24
WOMEN 25-34	29,600	24
WOMEN 25-49	81,400	21
WOMEN 35-44	35,000	21
WOMEN 45-49	16,800	21
WOMEN 50-54	13,800	21
WOMEN 55-64	20,400	21
WOMEN 65+	25,200	20
TEENS 12-17	42,100	24

HISPANIC	POPULATION	RANK
PERSONS 12+	27,800	94
MEN 18+	14,400	93
MEN 12-24	6,800	92
MEN 18-24	4,500	88
MEN 25-34	4,000	89
MEN 25-49	7,500	93
MEN 35-44	2,600	91
MEN 45-49	900	93
MEN 50-54	600	97
MEN 55-64	900	87
MEN 65+	900	81
WOMEN 18+	9,800	93
WOMEN 12-24	3,800	104
WOMEN 18-24	2,500	98
WOMEN 25-34	2,900	90
WOMEN 25-49	5,600	92
WOMEN 35-44	1,900	92
WOMEN 45-49	800	90
WOMEN 50-54	400	112
WOMEN 55-64	600	102
WOMEN 65+	700	84
TEENS 12-17	3,600	101

ROANOKE-LYNCHBURG

TV DMA RANK 67

ALL	POPULATION	RANK
PERSONS 12+	938,300	68
MEN 18+	410,300	70
MEN 12-24	105,000	74
MEN 18-24	63,700	67
MEN 25-34	65,300	75
MEN 25-49	177,700	73
MEN 35-44	73,300	74
MEN 45-49	39,100	71
MEN 50-54	38,000	70
MEN 55-64	62,200	68
MEN 65+	68,700	66
WOMEN 18+	447,000	67
WOMEN 12-24	98,800	75
WOMEN 18-24	59,100	68
WOMEN 25-34	63,400	75
WOMEN 25-49	180,300	73
WOMEN 35-44	76,200	71
WOMEN 45-49	40,700	72
WOMEN 50-54	40,300	67
WOMEN 55-64	66,200	68
WOMEN 65+	101,100	61
TEENS 12-17	81,000	79

BLACK	POPULATION	RANK
PERSONS 12+	142,000	56
MEN 18+	58,300	57
MEN 12-24	16,700	66
MEN 18-24	8,800	65
MEN 25-34	10,300	64
MEN 25-49	28,300	60
MEN 35-44	11,900	60
MEN 45-49	6,100	55
MEN 50-54	5,100	52
MEN 55-64	7,400	51
MEN 65+	8,700	38
WOMEN 18+	68,000	55
WOMEN 12-24	17,000	62
WOMEN 18-24	9,200	62
WOMEN 25-34	11,400	59
WOMEN 25-49	31,300	57
WOMEN 35-44	13,500	56
WOMEN 45-49	6,400	55
WOMEN 50-54	6,100	51
WOMEN 55-64	8,900	53
WOMEN 65+	12,500	47
TEENS 12-17	15,700	63

HISPANIC	POPULATION	RANK
PERSONS 12+	13,400	129
MEN 18+	7,000	125
MEN 12-24	3,400	125
MEN 18-24	2,300	124
MEN 25-34	2,000	125
MEN 25-49	3,100	132
MEN 35-44	900	138
MEN 45-49	200	154
MEN 50-54	200	143
MEN 55-64	600	107
MEN 65+	800	86
WOMEN 18+	4,900	128
WOMEN 12-24	2,200	128
WOMEN 18-24	1,800	115
WOMEN 25-34	1,400	123
WOMEN 25-49	2,200	136
WOMEN 35-44	500	154
WOMEN 45-49	300	135
WOMEN 50-54	600	93
WOMEN 55-64	300	127
WOMEN 65+	300	174
TEENS 12-17	1,500	137

DMA MARKET POPULATION ESTIMATES

ROCHESTER, NY

TV DMA RANK 75

ALL	POPULATION	RANK
PERSONS 12+	868,700	75
MEN 18+	372,100	77
MEN 12-24	101,100	77
MEN 18-24	54,900	79
MEN 25-34	59,800	86
MEN 25-49	172,700	75
MEN 35-44	73,900	73
MEN 45-49	39,000	72
MEN 50-54	35,600	74
MEN 55-64	53,200	75
MEN 65+	55,700	79
WOMEN 18+	406,200	74
WOMEN 12-24	96,500	76
WOMEN 18-24	52,300	80
WOMEN 25-34	60,500	82
WOMEN 25-49	179,200	75
WOMEN 35-44	77,700	70
WOMEN 45-49	41,000	71
WOMEN 50-54	38,000	73
WOMEN 55-64	56,900	73
WOMEN 65+	79,800	79
TEENS 12-17	90,400	74

BLACK	POPULATION	RANK
PERSONS 12+	94,600	74
MEN 18+	37,600	76
MEN 12-24	14,100	72
MEN 18-24	7,300	72
MEN 25-34	7,600	76
MEN 25-49	18,900	76
MEN 35-44	7,700	75
MEN 45-49	3,600	76
MEN 50-54	3,200	71
MEN 55-64	5,200	65
MEN 65+	3,000	82
WOMEN 18+	43,300	74
WOMEN 12-24	14,600	71
WOMEN 18-24	7,700	70
WOMEN 25-34	8,800	74
WOMEN 25-49	22,200	74
WOMEN 35-44	9,000	75
WOMEN 45-49	4,400	72
WOMEN 50-54	3,800	70
WOMEN 55-64	5,500	68
WOMEN 65+	4,100	83
TEENS 12-17	13,700	71

HISPANIC	POPULATION	RANK
PERSONS 12+	40,900	77
MEN 18+	17,300	81
MEN 12-24	7,800	85
MEN 18-24	4,400	89
MEN 25-34	4,200	88
MEN 25-49	9,100	82
MEN 35-44	3,400	77
MEN 45-49	1,500	71
MEN 50-54	1,000	76
MEN 55-64	1,800	62
MEN 65+	1,000	74
WOMEN 18+	16,900	73
WOMEN 12-24	7,500	72
WOMEN 18-24	4,200	74
WOMEN 25-34	4,100	77
WOMEN 25-49	8,700	76
WOMEN 35-44	3,300	72
WOMEN 45-49	1,300	70
WOMEN 50-54	1,300	61
WOMEN 55-64	1,500	66
WOMEN 65+	1,200	67
TEENS 12-17	6,700	73

ROCHESTR-MASON CITY-AUSTIN

TV DMA RANK 153

ALL	POPULATION	RANK
PERSONS 12+	305,800	155
MEN 18+	133,200	156
MEN 12-24	33,200	158
MEN 18-24	17,200	164
MEN 25-34	21,300	159
MEN 25-49	61,500	153
MEN 35-44	25,900	151
MEN 45-49	14,300	146
MEN 50-54	12,500	153
MEN 55-64	18,300	155
MEN 65+	23,700	149
WOMEN 18+	141,300	154
WOMEN 12-24	31,000	158
WOMEN 18-24	15,700	164
WOMEN 25-34	21,200	156
WOMEN 25-49	60,800	154
WOMEN 35-44	25,500	153
WOMEN 45-49	14,100	149
WOMEN 50-54	12,600	153
WOMEN 55-64	19,000	156
WOMEN 65+	33,200	149
TEENS 12-17	31,300	153

BLACK	POPULATION	RANK
PERSONS 12+	4,100	174
MEN 18+	2,100	175
MEN 12-24	1,000	172
MEN 18-24	600	174
MEN 25-34	500	177
MEN 25-49	1,100	177
MEN 35-44	400	174
MEN 45-49	200	166
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	200	161
WOMEN 18+	1,300	177
WOMEN 12-24	600	170
WOMEN 18-24	300	173
WOMEN 25-34	300	173
WOMEN 25-49	800	170
WOMEN 35-44	300	168
WOMEN 45-49	200	153
WOMEN 50-54	100	167
WOMEN 55-64	100	184
WOMEN 65+	100	172
TEENS 12-17	700	166

HISPANIC	POPULATION	RANK
PERSONS 12+	8,200	148
MEN 18+	4,200	148
MEN 12-24	1,900	151
MEN 18-24	1,300	148
MEN 25-34	1,200	150
MEN 25-49	2,100	151
MEN 35-44	600	154
MEN 45-49	300	140
MEN 50-54	200	143
MEN 55-64	400	124
MEN 65+	200	160
WOMEN 18+	3,000	144
WOMEN 12-24	1,400	146
WOMEN 18-24	1,000	139
WOMEN 25-34	900	142
WOMEN 25-49	1,500	148
WOMEN 35-44	400	157
WOMEN 45-49	200	146
WOMEN 50-54	200	137
WOMEN 55-64	100	161
WOMEN 65+	200	126
TEENS 12-17	1,000	155

ROCKFORD

TV DMA RANK 134

ALL	POPULATION	RANK
PERSONS 12+	395,200	133
MEN 18+	171,500	134
MEN 12-24	43,700	139
MEN 18-24	22,100	147
MEN 25-34	29,700	136
MEN 25-49	82,800	131
MEN 35-44	35,100	130
MEN 45-49	18,000	132
MEN 50-54	16,200	134
MEN 55-64	24,200	133
MEN 65+	26,200	136
WOMEN 18+	181,400	134
WOMEN 12-24	41,900	137
WOMEN 18-24	21,200	145
WOMEN 25-34	28,900	135
WOMEN 25-49	81,900	132
WOMEN 35-44	34,800	130
WOMEN 45-49	18,200	132
WOMEN 50-54	16,200	133
WOMEN 55-64	25,300	133
WOMEN 65+	36,800	139
TEENS 12-17	42,300	133

BLACK	POPULATION	RANK
PERSONS 12+	30,700	116
MEN 18+	12,400	120
MEN 12-24	4,700	117
MEN 18-24	2,400	125
MEN 25-34	2,600	125
MEN 25-49	6,600	120
MEN 35-44	2,600	120
MEN 45-49	1,400	112
MEN 50-54	1,100	110
MEN 55-64	1,300	115
MEN 65+	1,000	121
WOMEN 18+	13,800	113
WOMEN 12-24	4,700	112
WOMEN 18-24	2,500	113
WOMEN 25-34	2,900	113
WOMEN 25-49	7,100	111
WOMEN 35-44	2,900	111
WOMEN 45-49	1,300	111
WOMEN 50-54	1,100	109
WOMEN 55-64	1,700	109
WOMEN 65+	1,400	117
TEENS 12-17	4,500	112

HISPANIC	POPULATION	RANK
PERSONS 12+	29,400	91
MEN 18+	13,600	96
MEN 12-24	7,000	90
MEN 18-24	4,200	93
MEN 25-34	3,900	91
MEN 25-49	7,500	93
MEN 35-44	2,600	91
MEN 45-49	1,000	89
MEN 50-54	600	97
MEN 55-64	800	92
MEN 65+	500	112
WOMEN 18+	10,800	90
WOMEN 12-24	5,500	83
WOMEN 18-24	3,300	80
WOMEN 25-34	2,800	93
WOMEN 25-49	5,500	93
WOMEN 35-44	1,900	92
WOMEN 45-49	800	90
WOMEN 50-54	700	89
WOMEN 55-64	900	85
WOMEN 65+	400	105
TEENS 12-17	5,000	85

DMA MARKET POPULATION ESTIMATES

SACRAMENTO-STKTON-MODESTO

TV DMA RANK

19

ALL	POPULATION	RANK
PERSONS 12+	3,181,900	18
MEN 18+	1,379,300	19
MEN 12-24	397,600	15
MEN 18-24	210,600	15
MEN 25-34	266,400	16
MEN 25-49	683,200	17
MEN 35-44	278,600	17
MEN 45-49	138,200	19
MEN 50-54	123,500	19
MEN 55-64	174,900	19
MEN 65+	187,100	20
WOMEN 18+	1,439,500	18
WOMEN 12-24	372,400	15
WOMEN 18-24	196,300	15
WOMEN 25-34	258,100	17
WOMEN 25-49	679,400	17
WOMEN 35-44	278,400	18
WOMEN 45-49	142,900	19
WOMEN 50-54	128,200	19
WOMEN 55-64	187,300	19
WOMEN 65+	248,300	21
TEENS 12-17	363,100	15

BLACK	POPULATION	RANK
PERSONS 12+	222,000	35
MEN 18+	95,000	30
MEN 12-24	32,500	32
MEN 18-24	16,200	35
MEN 25-34	21,100	29
MEN 25-49	52,900	29
MEN 35-44	22,400	29
MEN 45-49	9,400	31
MEN 50-54	7,500	31
MEN 55-64	10,400	32
MEN 65+	8,000	44
WOMEN 18+	95,600	40
WOMEN 12-24	30,000	38
WOMEN 18-24	14,900	41
WOMEN 25-34	20,400	36
WOMEN 25-49	51,600	35
WOMEN 35-44	21,800	34
WOMEN 45-49	9,400	40
WOMEN 50-54	7,700	40
WOMEN 55-64	11,100	41
WOMEN 65+	10,300	53
TEENS 12-17	31,400	32

HISPANIC	POPULATION	RANK
PERSONS 12+	675,200	11
MEN 18+	297,600	11
MEN 12-24	129,800	10
MEN 18-24	73,900	10
MEN 25-34	81,800	10
MEN 25-49	163,600	11
MEN 35-44	58,900	13
MEN 45-49	22,900	11
MEN 50-54	17,700	13
MEN 55-64	23,400	13
MEN 65+	19,000	11
WOMEN 18+	272,000	12
WOMEN 12-24	110,900	12
WOMEN 18-24	61,200	10
WOMEN 25-34	70,600	12
WOMEN 25-49	147,500	12
WOMEN 35-44	55,200	12
WOMEN 45-49	21,700	14
WOMEN 50-54	17,500	14
WOMEN 55-64	23,900	14
WOMEN 65+	21,900	14
TEENS 12-17	105,600	12

ST. JOSEPH

TV DMA RANK

201

ALL	POPULATION	RANK
PERSONS 12+	109,200	200
MEN 18+	49,500	198
MEN 12-24	12,700	200
MEN 18-24	7,300	197
MEN 25-34	8,800	194
MEN 25-49	23,900	195
MEN 35-44	10,300	194
MEN 45-49	4,800	198
MEN 50-54	4,400	200
MEN 55-64	6,300	200
MEN 65+	7,600	199
WOMEN 18+	49,400	200
WOMEN 12-24	11,300	201
WOMEN 18-24	6,400	199
WOMEN 25-34	7,600	198
WOMEN 25-49	20,400	199
WOMEN 35-44	8,400	199
WOMEN 45-49	4,400	200
WOMEN 50-54	4,400	200
WOMEN 55-64	6,400	200
WOMEN 65+	11,800	193
TEENS 12-17	10,300	199

BLACK	POPULATION	RANK
PERSONS 12+	5,100	168
MEN 18+	3,200	164
MEN 12-24	1,000	172
MEN 18-24	700	168
MEN 25-34	800	166
MEN 25-49	2,000	161
MEN 35-44	1,000	154
MEN 45-49	200	166
MEN 50-54	100	173
MEN 55-64	200	164
MEN 65+	200	161
WOMEN 18+	1,400	172
WOMEN 12-24	600	170
WOMEN 18-24	400	165
WOMEN 25-34	400	163
WOMEN 25-49	600	174
WOMEN 35-44	200	175
WOMEN 45-49		185
WOMEN 50-54	100	167
WOMEN 55-64	100	170
WOMEN 65+	200	164
TEENS 12-17	500	173

HISPANIC	POPULATION	RANK
PERSONS 12+	1,900	197
MEN 18+	900	197
MEN 12-24	400	196
MEN 18-24	300	189
MEN 25-34	300	186
MEN 25-49	500	192
MEN 35-44	100	193
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64		194
MEN 65+	100	179
WOMEN 18+	700	195
WOMEN 12-24	400	187
WOMEN 18-24	200	190
WOMEN 25-34	200	190
WOMEN 25-49	300	198
WOMEN 35-44	100	194
WOMEN 45-49		186
WOMEN 50-54	100	157
WOMEN 55-64		188
WOMEN 65+	100	146
TEENS 12-17	300	194

ST. LOUIS

TV DMA RANK

21

ALL	POPULATION	RANK
PERSONS 12+	2,631,900	21
MEN 18+	1,125,500	21
MEN 12-24	293,700	22
MEN 18-24	154,200	22
MEN 25-34	193,200	25
MEN 25-49	543,100	22
MEN 35-44	229,100	22
MEN 45-49	120,800	21
MEN 50-54	105,600	23
MEN 55-64	152,700	23
MEN 65+	169,900	22
WOMEN 18+	1,233,500	21
WOMEN 12-24	280,000	21
WOMEN 18-24	146,600	21
WOMEN 25-34	196,300	22
WOMEN 25-49	557,300	21
WOMEN 35-44	235,700	21
WOMEN 45-49	125,300	20
WOMEN 50-54	111,700	21
WOMEN 55-64	168,300	21
WOMEN 65+	249,600	20
TEENS 12-17	272,900	20

BLACK	POPULATION	RANK
PERSONS 12+	413,600	17
MEN 18+	161,000	18
MEN 12-24	55,400	17
MEN 18-24	27,600	16
MEN 25-34	33,200	17
MEN 25-49	83,400	19
MEN 35-44	33,600	19
MEN 45-49	16,600	19
MEN 50-54	14,200	18
MEN 55-64	19,000	18
MEN 65+	16,800	19
WOMEN 18+	197,300	17
WOMEN 12-24	56,100	17
WOMEN 18-24	28,600	17
WOMEN 25-34	39,000	17
WOMEN 25-49	99,500	18
WOMEN 35-44	40,100	19
WOMEN 45-49	20,400	17
WOMEN 50-54	17,900	16
WOMEN 55-64	24,300	18
WOMEN 65+	27,000	19
TEENS 12-17	55,300	17

HISPANIC	POPULATION	RANK
PERSONS 12+	40,600	78
MEN 18+	18,700	79
MEN 12-24	8,400	78
MEN 18-24	4,900	81
MEN 25-34	5,200	77
MEN 25-49	9,500	80
MEN 35-44	3,100	83
MEN 45-49	1,200	82
MEN 50-54	1,500	61
MEN 55-64	1,500	67
MEN 65+	1,300	61
WOMEN 18+	15,600	79
WOMEN 12-24	5,700	82
WOMEN 18-24	2,900	88
WOMEN 25-34	4,200	75
WOMEN 25-49	8,900	73
WOMEN 35-44	3,300	72
WOMEN 45-49	1,400	66
WOMEN 50-54	1,100	70
WOMEN 55-64	1,400	70
WOMEN 65+	1,300	64
TEENS 12-17	6,300	80

DMA MARKET POPULATION ESTIMATES

SALISBURY

TV DMA RANK 150

ALL	POPULATION	RANK
PERSONS 12+	319,700	150
MEN 18+	140,200	150
MEN 12-24	32,200	160
MEN 18-24	17,700	161
MEN 25-34	22,000	155
MEN 25-49	61,200	154
MEN 35-44	25,900	151
MEN 45-49	13,300	158
MEN 50-54	12,300	155
MEN 55-64	20,900	145
MEN 65+	28,100	133
WOMEN 18+	151,500	148
WOMEN 12-24	30,700	159
WOMEN 18-24	17,200	158
WOMEN 25-34	21,500	153
WOMEN 25-49	61,400	151
WOMEN 35-44	26,100	149
WOMEN 45-49	13,800	153
WOMEN 50-54	13,000	151
WOMEN 55-64	23,100	140
WOMEN 65+	36,800	139
TEENS 12-17	28,000	158

BLACK	POPULATION	RANK
PERSONS 12+	57,400	92
MEN 18+	23,800	93
MEN 12-24	8,100	93
MEN 18-24	4,400	95
MEN 25-34	4,900	97
MEN 25-49	12,200	93
MEN 35-44	5,000	93
MEN 45-49	2,300	90
MEN 50-54	1,600	96
MEN 55-64	2,700	86
MEN 65+	2,900	84
WOMEN 18+	26,500	87
WOMEN 12-24	8,300	90
WOMEN 18-24	4,900	85
WOMEN 25-34	4,400	99
WOMEN 25-49	12,100	93
WOMEN 35-44	5,300	91
WOMEN 45-49	2,400	89
WOMEN 50-54	1,900	89
WOMEN 55-64	3,000	89
WOMEN 65+	4,600	81
TEENS 12-17	7,100	97

HISPANIC	POPULATION	RANK
PERSONS 12+	9,300	144
MEN 18+	4,700	145
MEN 12-24	2,400	142
MEN 18-24	1,600	138
MEN 25-34	1,600	134
MEN 25-49	2,700	138
MEN 35-44	900	138
MEN 45-49	200	154
MEN 50-54	100	159
MEN 55-64	200	153
MEN 65+	100	179
WOMEN 18+	3,200	143
WOMEN 12-24	1,500	142
WOMEN 18-24	900	146
WOMEN 25-34	1,000	137
WOMEN 25-49	1,900	138
WOMEN 35-44	600	143
WOMEN 45-49	300	135
WOMEN 50-54		181
WOMEN 55-64	300	127
WOMEN 65+	100	146
TEENS 12-17	1,400	142

SALT LAKE CITY

TV DMA RANK 36

ALL	POPULATION	RANK
PERSONS 12+	2,035,500	30
MEN 18+	887,000	30
MEN 12-24	294,100	21
MEN 18-24	165,400	20
MEN 25-34	209,300	21
MEN 25-49	455,100	29
MEN 35-44	165,500	35
MEN 45-49	80,300	35
MEN 50-54	70,100	35
MEN 55-64	96,900	38
MEN 65+	99,500	42
WOMEN 18+	901,000	31
WOMEN 12-24	295,200	20
WOMEN 18-24	176,400	19
WOMEN 25-34	191,700	24
WOMEN 25-49	429,500	31
WOMEN 35-44	158,600	35
WOMEN 45-49	79,200	35
WOMEN 50-54	70,100	37
WOMEN 55-64	99,600	40
WOMEN 65+	125,400	48
TEENS 12-17	247,500	24

BLACK	POPULATION	RANK
PERSONS 12+	20,700	127
MEN 18+	11,000	124
MEN 12-24	3,700	129
MEN 18-24	2,400	125
MEN 25-34	3,100	113
MEN 25-49	6,400	122
MEN 35-44	2,300	126
MEN 45-49	1,000	124
MEN 50-54	700	123
MEN 55-64	700	133
MEN 65+	800	127
WOMEN 18+	6,600	133
WOMEN 12-24	3,400	123
WOMEN 18-24	1,600	127
WOMEN 25-34	1,700	128
WOMEN 25-49	3,600	130
WOMEN 35-44	1,300	133
WOMEN 45-49	600	134
WOMEN 50-54	400	137
WOMEN 55-64	400	146
WOMEN 65+	600	140
TEENS 12-17	3,100	120

HISPANIC	POPULATION	RANK
PERSONS 12+	194,200	32
MEN 18+	91,100	32
MEN 12-24	38,800	32
MEN 18-24	23,800	31
MEN 25-34	30,700	28
MEN 25-49	53,100	31
MEN 35-44	16,200	32
MEN 45-49	6,200	32
MEN 50-54	4,800	33
MEN 55-64	5,500	35
MEN 65+	3,900	37
WOMEN 18+	75,900	34
WOMEN 12-24	31,700	32
WOMEN 18-24	19,500	31
WOMEN 25-34	23,700	29
WOMEN 25-49	42,600	31
WOMEN 35-44	13,700	35
WOMEN 45-49	5,200	34
WOMEN 50-54	4,400	35
WOMEN 55-64	5,600	35
WOMEN 65+	3,800	42
TEENS 12-17	27,200	33

SAN ANGELO

TV DMA RANK 196

ALL	POPULATION	RANK
PERSONS 12+	117,700	195
MEN 18+	50,600	196
MEN 12-24	15,000	193
MEN 18-24	8,400	193
MEN 25-34	8,700	197
MEN 25-49	22,200	198
MEN 35-44	8,800	198
MEN 45-49	4,700	199
MEN 50-54	4,500	199
MEN 55-64	7,000	197
MEN 65+	8,500	192
WOMEN 18+	54,600	194
WOMEN 12-24	14,100	193
WOMEN 18-24	8,200	192
WOMEN 25-34	7,900	197
WOMEN 25-49	22,100	197
WOMEN 35-44	9,200	196
WOMEN 45-49	5,000	198
WOMEN 50-54	4,600	199
WOMEN 55-64	7,500	195
WOMEN 65+	12,200	191
TEENS 12-17	12,500	192

BLACK	POPULATION	RANK
PERSONS 12+	3,300	181
MEN 18+	1,400	185
MEN 12-24	600	182
MEN 18-24	300	186
MEN 25-34	200	188
MEN 25-49	700	185
MEN 35-44	400	174
MEN 45-49	100	178
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	200	161
WOMEN 18+	1,400	172
WOMEN 12-24	400	179
WOMEN 18-24	200	179
WOMEN 25-34	300	173
WOMEN 25-49	600	174
WOMEN 35-44	200	175
WOMEN 45-49	100	165
WOMEN 50-54	200	151
WOMEN 55-64	200	159
WOMEN 65+	200	164
TEENS 12-17	500	173

HISPANIC	POPULATION	RANK
PERSONS 12+	37,600	81
MEN 18+	15,800	85
MEN 12-24	6,100	97
MEN 18-24	3,100	111
MEN 25-34	3,700	98
MEN 25-49	8,400	86
MEN 35-44	3,200	80
MEN 45-49	1,500	71
MEN 50-54	1,200	66
MEN 55-64	1,400	72
MEN 65+	1,700	54
WOMEN 18+	16,100	76
WOMEN 12-24	5,800	81
WOMEN 18-24	3,100	84
WOMEN 25-34	3,200	86
WOMEN 25-49	7,700	80
WOMEN 35-44	3,100	76
WOMEN 45-49	1,400	66
WOMEN 50-54	1,200	65
WOMEN 55-64	1,900	61
WOMEN 65+	2,200	51
TEENS 12-17	5,700	83

DMA MARKET POPULATION ESTIMATES

SAN ANTONIO

TV DMA RANK

37

ALL	POPULATION	RANK
PERSONS 12+	1,776,700	36
MEN 18+	759,500	36
MEN 12-24	221,800	31
MEN 18-24	117,900	33
MEN 25-34	144,700	35
MEN 25-49	371,600	36
MEN 35-44	152,700	36
MEN 45-49	74,200	37
MEN 50-54	66,200	37
MEN 55-64	97,200	37
MEN 65+	106,600	38
WOMEN 18+	813,100	37
WOMEN 12-24	209,900	32
WOMEN 18-24	109,700	33
WOMEN 25-34	144,000	35
WOMEN 25-49	377,700	36
WOMEN 35-44	155,800	36
WOMEN 45-49	77,900	36
WOMEN 50-54	71,400	36
WOMEN 55-64	107,800	36
WOMEN 65+	146,500	39
TEENS 12-17	204,100	31

BLACK	POPULATION	RANK
PERSONS 12+	95,900	73
MEN 18+	42,400	72
MEN 12-24	13,300	74
MEN 18-24	7,400	71
MEN 25-34	8,900	71
MEN 25-49	22,300	71
MEN 35-44	9,400	68
MEN 45-49	4,000	72
MEN 50-54	3,300	70
MEN 55-64	4,600	69
MEN 65+	4,800	64
WOMEN 18+	41,900	75
WOMEN 12-24	11,300	77
WOMEN 18-24	5,600	79
WOMEN 25-34	7,700	76
WOMEN 25-49	21,100	75
WOMEN 35-44	9,400	73
WOMEN 45-49	4,000	74
WOMEN 50-54	3,600	73
WOMEN 55-64	4,900	74
WOMEN 65+	6,700	63
TEENS 12-17	11,600	75

HISPANIC	POPULATION	RANK
PERSONS 12+	921,400	8
MEN 18+	382,600	9
MEN 12-24	139,000	9
MEN 18-24	74,000	9
MEN 25-34	84,600	9
MEN 25-49	198,500	9
MEN 35-44	78,400	9
MEN 45-49	35,500	8
MEN 50-54	29,500	7
MEN 55-64	41,300	7
MEN 65+	39,300	4
WOMEN 18+	410,900	8
WOMEN 12-24	133,400	9
WOMEN 18-24	70,500	9
WOMEN 25-34	85,300	9
WOMEN 25-49	203,700	8
WOMEN 35-44	80,300	8
WOMEN 45-49	38,100	6
WOMEN 50-54	33,500	6
WOMEN 55-64	48,900	4
WOMEN 65+	54,300	4
TEENS 12-17	127,900	9

SAN DIEGO

TV DMA RANK

26

ALL	POPULATION	RANK
PERSONS 12+	2,483,900	23
MEN 18+	1,113,700	22
MEN 12-24	302,400	20
MEN 18-24	174,100	19
MEN 25-34	232,300	18
MEN 25-49	578,600	20
MEN 35-44	237,400	21
MEN 45-49	108,900	24
MEN 50-54	92,700	25
MEN 55-64	126,900	28
MEN 65+	141,400	27
WOMEN 18+	1,120,700	24
WOMEN 12-24	265,600	23
WOMEN 18-24	144,400	22
WOMEN 25-34	215,600	20
WOMEN 25-49	551,300	22
WOMEN 35-44	226,300	23
WOMEN 45-49	109,400	25
WOMEN 50-54	96,300	25
WOMEN 55-64	136,900	28
WOMEN 65+	191,800	27
TEENS 12-17	249,500	22

BLACK	POPULATION	RANK
PERSONS 12+	138,300	57
MEN 18+	64,000	55
MEN 12-24	21,500	55
MEN 18-24	12,400	51
MEN 25-34	16,100	45
MEN 25-49	37,300	50
MEN 35-44	15,400	50
MEN 45-49	5,800	57
MEN 50-54	4,100	58
MEN 55-64	6,200	57
MEN 65+	4,000	73
WOMEN 18+	56,800	61
WOMEN 12-24	17,300	61
WOMEN 18-24	8,900	67
WOMEN 25-34	13,100	56
WOMEN 25-49	31,600	56
WOMEN 35-44	13,100	57
WOMEN 45-49	5,400	61
WOMEN 50-54	4,200	63
WOMEN 55-64	6,400	63
WOMEN 65+	5,700	73
TEENS 12-17	17,500	58

HISPANIC	POPULATION	RANK
PERSONS 12+	675,100	12
MEN 18+	284,300	13
MEN 12-24	115,900	13
MEN 18-24	64,800	12
MEN 25-34	80,900	11
MEN 25-49	163,800	10
MEN 35-44	60,800	10
MEN 45-49	22,100	13
MEN 50-54	16,400	16
MEN 55-64	21,800	15
MEN 65+	17,500	15
WOMEN 18+	291,000	11
WOMEN 12-24	105,100	13
WOMEN 18-24	56,400	13
WOMEN 25-34	77,900	11
WOMEN 25-49	163,500	11
WOMEN 35-44	61,900	11
WOMEN 45-49	23,700	12
WOMEN 50-54	19,300	13
WOMEN 55-64	26,900	13
WOMEN 65+	24,900	11
TEENS 12-17	99,800	13

SAN FRANCISCO-OAK-SAN JOSE

TV DMA RANK

6

ALL	POPULATION	RANK
PERSONS 12+	5,762,600	5
MEN 18+	2,584,000	5
MEN 12-24	567,000	6
MEN 18-24	299,300	6
MEN 25-34	509,700	4
MEN 25-49	1,355,900	4
MEN 35-44	574,600	5
MEN 45-49	271,600	5
MEN 50-54	242,700	5
MEN 55-64	347,000	5
MEN 65+	339,100	6
WOMEN 18+	2,653,900	5
WOMEN 12-24	534,700	6
WOMEN 18-24	277,700	7
WOMEN 25-34	473,600	5
WOMEN 25-49	1,292,500	5
WOMEN 35-44	548,800	5
WOMEN 45-49	270,100	5
WOMEN 50-54	249,600	5
WOMEN 55-64	369,900	5
WOMEN 65+	464,200	7
TEENS 12-17	524,700	6

BLACK	POPULATION	RANK
PERSONS 12+	400,700	18
MEN 18+	169,500	17
MEN 12-24	43,000	24
MEN 18-24	20,400	25
MEN 25-34	32,000	18
MEN 25-49	91,400	15
MEN 35-44	40,400	15
MEN 45-49	19,000	15
MEN 50-54	15,600	15
MEN 55-64	23,300	14
MEN 65+	18,800	16
WOMEN 18+	186,000	19
WOMEN 12-24	43,600	24
WOMEN 18-24	21,000	25
WOMEN 25-34	33,500	20
WOMEN 25-49	94,300	19
WOMEN 35-44	41,100	18
WOMEN 45-49	19,700	19
WOMEN 50-54	17,100	18
WOMEN 55-64	25,900	17
WOMEN 65+	27,700	18
TEENS 12-17	45,200	23

HISPANIC	POPULATION	RANK
PERSONS 12+	1,112,200	7
MEN 18+	498,100	7
MEN 12-24	191,700	6
MEN 18-24	109,300	6
MEN 25-34	137,500	6
MEN 25-49	284,200	7
MEN 35-44	108,000	7
MEN 45-49	38,700	7
MEN 50-54	30,400	6
MEN 55-64	42,700	6
MEN 65+	31,500	5
WOMEN 18+	456,700	6
WOMEN 12-24	161,900	6
WOMEN 18-24	86,900	6
WOMEN 25-34	110,900	7
WOMEN 25-49	245,300	7
WOMEN 35-44	97,000	6
WOMEN 45-49	37,400	7
WOMEN 50-54	31,400	7
WOMEN 55-64	48,400	6
WOMEN 65+	44,700	5
TEENS 12-17	157,400	6

DMA MARKET POPULATION ESTIMATES

SANTABARBRA-SANMAR-SANLUOB

TV DMA RANK 121		
ALL	POPULATION	RANK
PERSONS 12+	568,100	111
MEN 18+	260,400	106
MEN 12-24	72,700	102
MEN 18-24	46,400	96
MEN 25-34	50,200	99
MEN 25-49	122,400	106
MEN 35-44	47,900	110
MEN 45-49	24,300	110
MEN 50-54	22,100	109
MEN 55-64	31,100	118
MEN 65+	38,400	106
WOMEN 18+	257,000	113
WOMEN 12-24	65,900	105
WOMEN 18-24	41,500	99
WOMEN 25-34	42,300	112
WOMEN 25-49	109,600	118
WOMEN 35-44	43,400	119
WOMEN 45-49	23,900	115
WOMEN 50-54	22,100	118
WOMEN 55-64	32,700	119
WOMEN 65+	51,100	113
TEENS 12-17	50,700	124

BLACK	POPULATION	RANK
PERSONS 12+	13,300	144
MEN 18+	8,000	137
MEN 12-24	2,100	148
MEN 18-24	1,400	147
MEN 25-34	2,100	134
MEN 25-49	4,900	132
MEN 35-44	2,100	128
MEN 45-49	700	135
MEN 50-54	400	138
MEN 55-64	700	133
MEN 65+	600	138
WOMEN 18+	4,100	146
WOMEN 12-24	1,300	152
WOMEN 18-24	800	147
WOMEN 25-34	800	143
WOMEN 25-49	2,000	145
WOMEN 35-44	800	144
WOMEN 45-49	400	141
WOMEN 50-54	300	142
WOMEN 55-64	500	141
WOMEN 65+	500	145
TEENS 12-17	1,200	151

HISPANIC	POPULATION	RANK
PERSONS 12+	152,100	36
MEN 18+	70,900	35
MEN 12-24	28,500	37
MEN 18-24	17,800	37
MEN 25-34	21,100	35
MEN 25-49	40,200	34
MEN 35-44	14,000	36
MEN 45-49	5,100	38
MEN 50-54	3,900	38
MEN 55-64	5,000	38
MEN 65+	4,000	35
WOMEN 18+	61,200	36
WOMEN 12-24	24,300	37
WOMEN 18-24	15,000	34
WOMEN 25-34	16,600	35
WOMEN 25-49	32,400	37
WOMEN 35-44	11,200	37
WOMEN 45-49	4,600	38
WOMEN 50-54	3,800	38
WOMEN 55-64	5,100	36
WOMEN 65+	4,900	34
TEENS 12-17	20,000	41

SAVANNAH

TV DMA RANK 98		
ALL	POPULATION	RANK
PERSONS 12+	658,100	98
MEN 18+	293,100	98
MEN 12-24	85,700	91
MEN 18-24	52,000	86
MEN 25-34	58,700	88
MEN 25-49	141,300	97
MEN 35-44	56,200	98
MEN 45-49	26,400	103
MEN 50-54	23,300	106
MEN 55-64	35,700	101
MEN 65+	40,800	101
WOMEN 18+	299,700	99
WOMEN 12-24	75,000	95
WOMEN 18-24	43,400	93
WOMEN 25-34	53,000	92
WOMEN 25-49	136,700	96
WOMEN 35-44	56,000	97
WOMEN 45-49	27,700	100
WOMEN 50-54	25,000	102
WOMEN 55-64	39,700	102
WOMEN 65+	54,900	104
TEENS 12-17	65,300	97

BLACK	POPULATION	RANK
PERSONS 12+	196,000	45
MEN 18+	80,300	43
MEN 12-24	28,900	39
MEN 18-24	15,800	37
MEN 25-34	17,500	40
MEN 25-49	42,300	43
MEN 35-44	17,000	45
MEN 45-49	7,800	46
MEN 50-54	5,700	49
MEN 55-64	7,900	49
MEN 65+	8,600	40
WOMEN 18+	90,000	45
WOMEN 12-24	27,800	43
WOMEN 18-24	15,200	38
WOMEN 25-34	17,500	43
WOMEN 25-49	44,600	46
WOMEN 35-44	18,400	46
WOMEN 45-49	8,700	46
WOMEN 50-54	6,800	47
WOMEN 55-64	9,500	49
WOMEN 65+	13,900	39
TEENS 12-17	25,700	45

HISPANIC	POPULATION	RANK
PERSONS 12+	28,000	93
MEN 18+	15,300	88
MEN 12-24	8,400	78
MEN 18-24	5,700	76
MEN 25-34	4,800	82
MEN 25-49	8,100	88
MEN 35-44	2,800	89
MEN 45-49	500	121
MEN 50-54	600	97
MEN 55-64	300	134
MEN 65+	600	104
WOMEN 18+	8,700	100
WOMEN 12-24	4,500	91
WOMEN 18-24	3,200	81
WOMEN 25-34	2,400	99
WOMEN 25-49	4,700	100
WOMEN 35-44	1,700	99
WOMEN 45-49	600	102
WOMEN 50-54	300	127
WOMEN 55-64	300	127
WOMEN 65+	200	126
TEENS 12-17	4,000	93

SEATTLE-TACOMA

TV DMA RANK 12		
ALL	POPULATION	RANK
PERSONS 12+	3,782,500	12
MEN 18+	1,683,400	12
MEN 12-24	410,600	14
MEN 18-24	220,800	14
MEN 25-34	310,200	13
MEN 25-49	847,600	12
MEN 35-44	357,200	12
MEN 45-49	180,200	12
MEN 50-54	163,300	12
MEN 55-64	231,700	12
MEN 65+	220,000	15
WOMEN 18+	1,729,700	12
WOMEN 12-24	384,200	14
WOMEN 18-24	204,600	14
WOMEN 25-34	295,200	13
WOMEN 25-49	827,800	12
WOMEN 35-44	350,200	12
WOMEN 45-49	182,400	12
WOMEN 50-54	167,400	12
WOMEN 55-64	240,200	13
WOMEN 65+	289,700	17
TEENS 12-17	369,400	14

BLACK	POPULATION	RANK
PERSONS 12+	174,600	49
MEN 18+	80,500	42
MEN 12-24	26,500	47
MEN 18-24	13,800	44
MEN 25-34	18,900	34
MEN 25-49	46,700	36
MEN 35-44	19,800	34
MEN 45-49	8,000	44
MEN 50-54	6,100	46
MEN 55-64	8,300	46
MEN 65+	5,600	59
WOMEN 18+	69,900	53
WOMEN 12-24	23,300	50
WOMEN 18-24	11,800	53
WOMEN 25-34	15,200	51
WOMEN 25-49	38,800	51
WOMEN 35-44	16,700	48
WOMEN 45-49	6,900	54
WOMEN 50-54	5,500	54
WOMEN 55-64	7,400	57
WOMEN 65+	6,400	67
TEENS 12-17	24,200	49

HISPANIC	POPULATION	RANK
PERSONS 12+	224,400	28
MEN 18+	104,800	29
MEN 12-24	48,800	26
MEN 18-24	30,600	26
MEN 25-34	31,200	27
MEN 25-49	59,100	28
MEN 35-44	20,800	27
MEN 45-49	7,100	30
MEN 50-54	5,400	30
MEN 55-64	6,300	31
MEN 65+	3,400	41
WOMEN 18+	85,500	28
WOMEN 12-24	38,200	27
WOMEN 18-24	22,300	26
WOMEN 25-34	24,200	27
WOMEN 25-49	47,900	28
WOMEN 35-44	17,300	29
WOMEN 45-49	6,400	33
WOMEN 50-54	5,000	33
WOMEN 55-64	6,300	33
WOMEN 65+	4,000	40
TEENS 12-17	34,100	30

DMA MARKET POPULATION ESTIMATES

SHERMAN-ADA

TV DMA RANK 161

ALL	POPULATION	RANK
PERSONS 12+	269,700	161
MEN 18+	116,700	162
MEN 12-24	30,800	164
MEN 18-24	16,900	166
MEN 25-34	19,300	162
MEN 25-49	51,200	164
MEN 35-44	20,900	162
MEN 45-49	11,000	162
MEN 50-54	10,600	161
MEN 55-64	16,800	160
MEN 65+	21,200	157
WOMEN 18+	125,900	161
WOMEN 12-24	28,600	163
WOMEN 18-24	15,400	166
WOMEN 25-34	19,200	161
WOMEN 25-49	51,400	162
WOMEN 35-44	20,900	162
WOMEN 45-49	11,300	162
WOMEN 50-54	10,700	161
WOMEN 55-64	18,800	158
WOMEN 65+	29,600	155
TEENS 12-17	27,100	162

BLACK	POPULATION	RANK
PERSONS 12+	13,300	144
MEN 18+	5,700	150
MEN 12-24	2,100	148
MEN 18-24	1,000	159
MEN 25-34	900	163
MEN 25-49	2,700	154
MEN 35-44	1,200	147
MEN 45-49	600	139
MEN 50-54	300	148
MEN 55-64	600	140
MEN 65+	1,100	116
WOMEN 18+	5,900	137
WOMEN 12-24	1,500	146
WOMEN 18-24	900	141
WOMEN 25-34	900	140
WOMEN 25-49	2,800	136
WOMEN 35-44	1,200	135
WOMEN 45-49	700	127
WOMEN 50-54	300	142
WOMEN 55-64	600	138
WOMEN 65+	1,300	121
TEENS 12-17	1,700	137

HISPANIC	POPULATION	RANK
PERSONS 12+	12,100	133
MEN 18+	5,700	138
MEN 12-24	3,000	129
MEN 18-24	2,000	130
MEN 25-34	1,600	134
MEN 25-49	2,900	135
MEN 35-44	900	138
MEN 45-49	400	127
MEN 50-54	200	143
MEN 55-64	300	134
MEN 65+	300	141
WOMEN 18+	4,400	133
WOMEN 12-24	2,300	126
WOMEN 18-24	1,300	127
WOMEN 25-34	1,400	123
WOMEN 25-49	2,400	131
WOMEN 35-44	700	134
WOMEN 45-49	300	135
WOMEN 50-54	200	137
WOMEN 55-64	300	127
WOMEN 65+	200	126
TEENS 12-17	2,000	128

SHREVEPORT

TV DMA RANK 81

ALL	POPULATION	RANK
PERSONS 12+	833,700	81
MEN 18+	354,800	82
MEN 12-24	99,200	80
MEN 18-24	53,800	81
MEN 25-34	62,300	80
MEN 25-49	161,400	83
MEN 35-44	65,000	87
MEN 45-49	34,100	83
MEN 50-54	31,600	83
MEN 55-64	50,400	79
MEN 65+	57,600	78
WOMEN 18+	390,900	80
WOMEN 12-24	93,700	80
WOMEN 18-24	51,100	81
WOMEN 25-34	62,500	77
WOMEN 25-49	165,500	80
WOMEN 35-44	67,100	82
WOMEN 45-49	35,900	79
WOMEN 50-54	34,300	79
WOMEN 55-64	55,000	78
WOMEN 65+	85,000	75
TEENS 12-17	88,000	76

BLACK	POPULATION	RANK
PERSONS 12+	241,500	29
MEN 18+	94,000	32
MEN 12-24	33,800	28
MEN 18-24	17,400	30
MEN 25-34	17,800	39
MEN 25-49	45,800	37
MEN 35-44	18,500	39
MEN 45-49	9,500	30
MEN 50-54	7,600	29
MEN 55-64	10,900	30
MEN 65+	12,300	26
WOMEN 18+	115,600	30
WOMEN 12-24	34,400	28
WOMEN 18-24	18,900	30
WOMEN 25-34	21,000	34
WOMEN 25-49	53,300	34
WOMEN 35-44	21,100	36
WOMEN 45-49	11,200	30
WOMEN 50-54	9,100	30
WOMEN 55-64	13,700	30
WOMEN 65+	20,600	26
TEENS 12-17	31,900	30

HISPANIC	POPULATION	RANK
PERSONS 12+	34,700	84
MEN 18+	17,600	80
MEN 12-24	8,100	82
MEN 18-24	5,000	80
MEN 25-34	5,600	73
MEN 25-49	9,900	78
MEN 35-44	3,200	80
MEN 45-49	1,100	86
MEN 50-54	600	97
MEN 55-64	1,400	72
MEN 65+	700	94
WOMEN 18+	11,600	87
WOMEN 12-24	5,300	85
WOMEN 18-24	2,900	88
WOMEN 25-34	3,500	82
WOMEN 25-49	6,400	86
WOMEN 35-44	2,300	85
WOMEN 45-49	600	102
WOMEN 50-54	800	85
WOMEN 55-64	900	85
WOMEN 65+	600	91
TEENS 12-17	5,500	84

SIOUX CITY

TV DMA RANK 143

ALL	POPULATION	RANK
PERSONS 12+	348,700	143
MEN 18+	151,700	143
MEN 12-24	41,400	145
MEN 18-24	22,600	146
MEN 25-34	24,400	146
MEN 25-49	66,800	147
MEN 35-44	26,900	148
MEN 45-49	15,500	139
MEN 50-54	14,400	143
MEN 55-64	20,400	148
MEN 65+	27,500	134
WOMEN 18+	160,200	142
WOMEN 12-24	39,900	142
WOMEN 18-24	21,900	142
WOMEN 25-34	22,600	148
WOMEN 25-49	63,900	149
WOMEN 35-44	26,400	147
WOMEN 45-49	14,900	143
WOMEN 50-54	14,300	143
WOMEN 55-64	20,400	152
WOMEN 65+	39,700	131
TEENS 12-17	36,800	142

BLACK	POPULATION	RANK
PERSONS 12+	3,500	179
MEN 18+	2,100	175
MEN 12-24	700	179
MEN 18-24	500	179
MEN 25-34	400	183
MEN 25-49	1,300	173
MEN 35-44	500	168
MEN 45-49	400	156
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	100	173
WOMEN 18+	900	181
WOMEN 12-24	400	179
WOMEN 18-24	100	191
WOMEN 25-34	400	163
WOMEN 25-49	500	181
WOMEN 35-44	100	183
WOMEN 45-49	185	185
WOMEN 50-54	200	151
WOMEN 55-64	184	184
WOMEN 65+	100	172
TEENS 12-17	500	173

HISPANIC	POPULATION	RANK
PERSONS 12+	19,900	117
MEN 18+	10,000	110
MEN 12-24	4,900	111
MEN 18-24	3,300	106
MEN 25-34	3,200	103
MEN 25-49	5,600	106
MEN 35-44	1,800	110
MEN 45-49	600	110
MEN 50-54	500	104
MEN 55-64	300	134
MEN 65+	300	141
WOMEN 18+	6,800	118
WOMEN 12-24	3,500	112
WOMEN 18-24	2,000	112
WOMEN 25-34	2,500	96
WOMEN 25-49	4,200	107
WOMEN 35-44	1,300	112
WOMEN 45-49	400	119
WOMEN 50-54	100	157
WOMEN 55-64	400	120
WOMEN 65+	100	146
TEENS 12-17	3,100	110

DMA MARKET POPULATION ESTIMATES

SIoux FALLS(MITCHELL)

TV DMA RANK 116

ALL	POPULATION	RANK
PERSONS 12+	527,600	119
MEN 18+	231,800	119
MEN 12-24	63,300	119
MEN 18-24	34,600	120
MEN 25-34	37,800	124
MEN 25-49	104,000	121
MEN 35-44	42,500	122
MEN 45-49	23,700	112
MEN 50-54	22,100	109
MEN 55-64	29,700	120
MEN 65+	41,400	100
WOMEN 18+	239,900	120
WOMEN 12-24	59,700	117
WOMEN 18-24	32,500	121
WOMEN 25-34	35,100	125
WOMEN 25-49	99,000	123
WOMEN 35-44	40,900	124
WOMEN 45-49	23,000	120
WOMEN 50-54	20,500	121
WOMEN 55-64	31,400	121
WOMEN 65+	56,500	100
TEENS 12-17	55,900	114

BLACK	POPULATION	RANK
PERSONS 12+	4,500	171
MEN 18+	2,700	171
MEN 12-24	1,200	166
MEN 18-24	900	164
MEN 25-34	1,000	159
MEN 25-49	1,500	169
MEN 35-44	400	174
MEN 45-49	100	178
MEN 50-54	100	173
MEN 55-64	100	178
MEN 65+	100	173
WOMEN 18+	1,300	177
WOMEN 12-24	700	165
WOMEN 18-24	500	161
WOMEN 25-34	400	163
WOMEN 25-49	600	174
WOMEN 35-44	200	175
WOMEN 45-49		185
WOMEN 50-54	100	167
WOMEN 55-64		184
WOMEN 65+	100	172
TEENS 12-17	500	173

HISPANIC	POPULATION	RANK
PERSONS 12+	7,700	151
MEN 18+	4,000	153
MEN 12-24	2,000	150
MEN 18-24	1,300	148
MEN 25-34	1,100	152
MEN 25-49	1,900	153
MEN 35-44	700	148
MEN 45-49	100	165
MEN 50-54	200	143
MEN 55-64	200	153
MEN 65+	400	122
WOMEN 18+	2,600	156
WOMEN 12-24	1,400	146
WOMEN 18-24	1,000	139
WOMEN 25-34	900	142
WOMEN 25-49	1,300	158
WOMEN 35-44	400	157
WOMEN 45-49		186
WOMEN 50-54	200	137
WOMEN 55-64		188
WOMEN 65+	100	146
TEENS 12-17	1,100	151

SOUTH BEND-ELKHART

TV DMA RANK 87

ALL	POPULATION	RANK
PERSONS 12+	734,800	89
MEN 18+	316,600	90
MEN 12-24	88,000	88
MEN 18-24	46,500	95
MEN 25-34	54,600	96
MEN 25-49	148,600	91
MEN 35-44	62,000	90
MEN 45-49	32,000	89
MEN 50-54	29,600	88
MEN 55-64	43,600	89
MEN 65+	48,300	91
WOMEN 18+	337,500	89
WOMEN 12-24	84,300	89
WOMEN 18-24	45,100	90
WOMEN 25-34	54,100	91
WOMEN 25-49	148,200	90
WOMEN 35-44	61,600	92
WOMEN 45-49	32,500	92
WOMEN 50-54	30,200	89
WOMEN 55-64	46,300	89
WOMEN 65+	67,700	91
TEENS 12-17	80,700	80

BLACK	POPULATION	RANK
PERSONS 12+	55,500	95
MEN 18+	21,600	98
MEN 12-24	8,600	90
MEN 18-24	4,500	94
MEN 25-34	4,200	107
MEN 25-49	10,500	104
MEN 35-44	4,300	99
MEN 45-49	2,000	99
MEN 50-54	1,800	89
MEN 55-64	2,500	94
MEN 65+	2,300	92
WOMEN 18+	25,700	91
WOMEN 12-24	8,800	87
WOMEN 18-24	4,700	89
WOMEN 25-34	5,400	86
WOMEN 25-49	12,900	89
WOMEN 35-44	5,200	92
WOMEN 45-49	2,300	92
WOMEN 50-54	2,100	86
WOMEN 55-64	2,800	92
WOMEN 65+	3,200	95
TEENS 12-17	8,200	86

HISPANIC	POPULATION	RANK
PERSONS 12+	39,400	79
MEN 18+	19,000	77
MEN 12-24	10,300	71
MEN 18-24	6,600	67
MEN 25-34	6,000	69
MEN 25-49	10,100	77
MEN 35-44	3,200	80
MEN 45-49	900	93
MEN 50-54	1,000	76
MEN 55-64	900	87
MEN 65+	400	122
WOMEN 18+	13,900	81
WOMEN 12-24	7,500	72
WOMEN 18-24	4,700	69
WOMEN 25-34	4,200	75
WOMEN 25-49	7,400	81
WOMEN 35-44	2,300	85
WOMEN 45-49	900	86
WOMEN 50-54	600	93
WOMEN 55-64	600	102
WOMEN 65+	600	91
TEENS 12-17	6,500	76

SPOKANE

TV DMA RANK 80

ALL	POPULATION	RANK
PERSONS 12+	874,300	74
MEN 18+	385,100	74
MEN 12-24	107,200	71
MEN 18-24	60,200	72
MEN 25-34	65,100	76
MEN 25-49	172,000	76
MEN 35-44	68,400	80
MEN 45-49	38,500	74
MEN 50-54	37,500	72
MEN 55-64	56,000	70
MEN 65+	59,400	75
WOMEN 18+	397,700	77
WOMEN 12-24	101,000	71
WOMEN 18-24	56,500	72
WOMEN 25-34	61,400	79
WOMEN 25-49	169,800	79
WOMEN 35-44	68,800	80
WOMEN 45-49	39,600	73
WOMEN 50-54	38,100	72
WOMEN 55-64	56,700	75
WOMEN 65+	76,600	81
TEENS 12-17	91,500	71

BLACK	POPULATION	RANK
PERSONS 12+	10,800	151
MEN 18+	5,800	149
MEN 12-24	2,200	145
MEN 18-24	1,500	142
MEN 25-34	1,200	153
MEN 25-49	2,800	151
MEN 35-44	1,100	152
MEN 45-49	500	146
MEN 50-54	200	157
MEN 55-64	700	133
MEN 65+	600	138
WOMEN 18+	3,400	151
WOMEN 12-24	1,800	136
WOMEN 18-24	900	141
WOMEN 25-34	700	149
WOMEN 25-49	1,700	147
WOMEN 35-44	700	149
WOMEN 45-49	300	147
WOMEN 50-54	200	151
WOMEN 55-64	300	149
WOMEN 65+	300	153
TEENS 12-17	1,600	140

HISPANIC	POPULATION	RANK
PERSONS 12+	48,700	68
MEN 18+	21,800	70
MEN 12-24	11,300	65
MEN 18-24	6,600	67
MEN 25-34	6,000	69
MEN 25-49	11,700	69
MEN 35-44	4,300	69
MEN 45-49	1,400	74
MEN 50-54	1,200	66
MEN 55-64	1,200	76
MEN 65+	1,100	69
WOMEN 18+	18,400	69
WOMEN 12-24	9,100	65
WOMEN 18-24	5,300	65
WOMEN 25-34	5,100	66
WOMEN 25-49	9,800	68
WOMEN 35-44	3,400	70
WOMEN 45-49	1,300	70
WOMEN 50-54	1,200	65
WOMEN 55-64	1,200	78
WOMEN 65+	900	77
TEENS 12-17	8,500	65

DMA MARKET POPULATION ESTIMATES

SPRINGFIELD, MO

TV DMA RANK 78

ALL	POPULATION	RANK
PERSONS 12+	837,100	80
MEN 18+	367,300	79
MEN 12-24	93,700	83
MEN 18-24	52,500	85
MEN 25-34	59,900	85
MEN 25-49	160,000	84
MEN 35-44	66,400	83
MEN 45-49	33,700	84
MEN 50-54	31,400	84
MEN 55-64	54,600	73
MEN 65+	68,800	65
WOMEN 18+	390,900	80
WOMEN 12-24	87,100	84
WOMEN 18-24	49,400	85
WOMEN 25-34	58,800	85
WOMEN 25-49	160,000	84
WOMEN 35-44	66,400	83
WOMEN 45-49	34,800	84
WOMEN 50-54	33,300	80
WOMEN 55-64	59,200	69
WOMEN 65+	89,000	70
TEENS 12-17	78,900	83

BLACK	POPULATION	RANK
PERSONS 12+	14,500	140
MEN 18+	8,000	137
MEN 12-24	2,600	140
MEN 18-24	1,700	137
MEN 25-34	2,100	134
MEN 25-49	4,400	137
MEN 35-44	1,800	136
MEN 45-49	500	146
MEN 50-54	400	138
MEN 55-64	600	140
MEN 65+	900	125
WOMEN 18+	4,900	141
WOMEN 12-24	2,200	132
WOMEN 18-24	1,500	128
WOMEN 25-34	1,100	135
WOMEN 25-49	2,400	139
WOMEN 35-44	1,100	139
WOMEN 45-49	200	153
WOMEN 50-54	400	137
WOMEN 55-64	300	149
WOMEN 65+	300	153
TEENS 12-17	1,600	140

HISPANIC	POPULATION	RANK
PERSONS 12+	16,300	122
MEN 18+	7,600	123
MEN 12-24	4,400	120
MEN 18-24	2,900	116
MEN 25-34	1,700	130
MEN 25-49	3,500	126
MEN 35-44	1,400	120
MEN 45-49	400	127
MEN 50-54	400	116
MEN 55-64	400	124
MEN 65+	400	122
WOMEN 18+	5,800	124
WOMEN 12-24	2,900	120
WOMEN 18-24	1,500	123
WOMEN 25-34	1,400	123
WOMEN 25-49	3,400	120
WOMEN 35-44	1,600	102
WOMEN 45-49	400	119
WOMEN 50-54	400	112
WOMEN 55-64	400	120
WOMEN 65+	100	146
TEENS 12-17	2,900	117

SPRINGFIELD-HOLYOKE

TV DMA RANK 106

ALL	POPULATION	RANK
PERSONS 12+	597,400	104
MEN 18+	253,500	109
MEN 12-24	69,600	107
MEN 18-24	40,300	106
MEN 25-34	41,900	116
MEN 25-49	115,900	113
MEN 35-44	48,100	108
MEN 45-49	25,900	105
MEN 50-54	24,400	102
MEN 55-64	34,600	106
MEN 65+	38,300	107
WOMEN 18+	287,200	101
WOMEN 12-24	70,200	100
WOMEN 18-24	42,800	96
WOMEN 25-34	43,600	107
WOMEN 25-49	123,200	102
WOMEN 35-44	51,700	100
WOMEN 45-49	27,900	99
WOMEN 50-54	26,200	99
WOMEN 55-64	38,000	103
WOMEN 65+	57,000	99
TEENS 12-17	56,700	112

BLACK	POPULATION	RANK
PERSONS 12+	36,700	110
MEN 18+	14,900	114
MEN 12-24	5,700	111
MEN 18-24	3,200	111
MEN 25-34	3,000	116
MEN 25-49	7,300	114
MEN 35-44	3,000	115
MEN 45-49	1,300	113
MEN 50-54	1,200	107
MEN 55-64	1,800	106
MEN 65+	1,400	109
WOMEN 18+	16,800	107
WOMEN 12-24	5,500	108
WOMEN 18-24	3,000	106
WOMEN 25-34	3,300	108
WOMEN 25-49	8,200	108
WOMEN 35-44	3,300	108
WOMEN 45-49	1,600	107
WOMEN 50-54	1,400	105
WOMEN 55-64	2,200	105
WOMEN 65+	2,000	108
TEENS 12-17	5,000	109

HISPANIC	POPULATION	RANK
PERSONS 12+	65,400	60
MEN 18+	24,900	64
MEN 12-24	12,700	63
MEN 18-24	6,900	65
MEN 25-34	6,200	68
MEN 25-49	13,200	64
MEN 35-44	4,900	64
MEN 45-49	2,100	58
MEN 50-54	1,600	60
MEN 55-64	2,000	61
MEN 65+	1,200	63
WOMEN 18+	29,400	57
WOMEN 12-24	12,900	57
WOMEN 18-24	7,600	56
WOMEN 25-34	7,500	57
WOMEN 25-49	15,500	57
WOMEN 35-44	5,700	56
WOMEN 45-49	2,300	56
WOMEN 50-54	2,200	51
WOMEN 55-64	2,600	52
WOMEN 65+	1,500	58
TEENS 12-17	11,100	59

SYRACUSE

TV DMA RANK 77

ALL	POPULATION	RANK
PERSONS 12+	865,400	76
MEN 18+	374,800	75
MEN 12-24	107,500	70
MEN 18-24	63,200	68
MEN 25-34	61,500	81
MEN 25-49	171,500	77
MEN 35-44	72,300	75
MEN 45-49	37,700	76
MEN 50-54	34,400	76
MEN 55-64	50,200	80
MEN 65+	55,500	80
WOMEN 18+	404,000	76
WOMEN 12-24	104,400	68
WOMEN 18-24	62,100	66
WOMEN 25-34	60,500	82
WOMEN 25-49	172,500	78
WOMEN 35-44	73,500	77
WOMEN 45-49	38,500	78
WOMEN 50-54	35,500	77
WOMEN 55-64	53,900	80
WOMEN 65+	80,000	78
TEENS 12-17	86,600	77

BLACK	POPULATION	RANK
PERSONS 12+	53,900	96
MEN 18+	23,400	94
MEN 12-24	9,900	86
MEN 18-24	5,900	81
MEN 25-34	5,200	92
MEN 25-49	12,000	95
MEN 35-44	5,000	93
MEN 45-49	1,800	103
MEN 50-54	1,800	89
MEN 55-64	2,300	96
MEN 65+	1,400	109
WOMEN 18+	22,500	99
WOMEN 12-24	9,200	84
WOMEN 18-24	5,200	82
WOMEN 25-34	4,600	96
WOMEN 25-49	10,900	97
WOMEN 35-44	4,300	100
WOMEN 45-49	2,000	100
WOMEN 50-54	1,900	89
WOMEN 55-64	2,500	102
WOMEN 65+	2,000	108
TEENS 12-17	8,000	87

HISPANIC	POPULATION	RANK
PERSONS 12+	22,300	104
MEN 18+	10,700	107
MEN 12-24	5,300	105
MEN 18-24	3,600	102
MEN 25-34	2,900	108
MEN 25-49	5,500	107
MEN 35-44	2,000	104
MEN 45-49	600	110
MEN 50-54	800	89
MEN 55-64	500	117
MEN 65+	300	141
WOMEN 18+	8,300	104
WOMEN 12-24	4,500	91
WOMEN 18-24	2,900	88
WOMEN 25-34	2,000	111
WOMEN 25-49	3,600	116
WOMEN 35-44	1,200	119
WOMEN 45-49	400	119
WOMEN 50-54	600	93
WOMEN 55-64	700	94
WOMEN 65+	500	97
TEENS 12-17	3,300	108

DMA MARKET POPULATION ESTIMATES

TALLAHASSEE-THOMASVILLE

TV DMA RANK 109

ALL	POPULATION	RANK
PERSONS 12+	577,500	109
MEN 18+	253,400	110
MEN 12-24	74,700	101
MEN 18-24	47,500	94
MEN 25-34	50,200	99
MEN 25-49	119,600	109
MEN 35-44	46,500	114
MEN 45-49	22,900	116
MEN 50-54	21,800	116
MEN 55-64	32,300	115
MEN 65+	32,200	120
WOMEN 18+	271,100	105
WOMEN 12-24	74,300	96
WOMEN 18-24	48,500	88
WOMEN 25-34	47,400	100
WOMEN 25-49	118,600	107
WOMEN 35-44	46,400	112
WOMEN 45-49	24,800	112
WOMEN 50-54	22,700	113
WOMEN 55-64	35,500	112
WOMEN 65+	45,800	118
TEENS 12-17	53,000	122

BLACK	POPULATION	RANK
PERSONS 12+	177,400	48
MEN 18+	71,400	49
MEN 12-24	27,100	45
MEN 18-24	16,400	34
MEN 25-34	15,900	47
MEN 25-49	36,000	51
MEN 35-44	14,300	51
MEN 45-49	5,800	57
MEN 50-54	4,900	54
MEN 55-64	7,200	55
MEN 65+	6,900	50
WOMEN 18+	85,300	48
WOMEN 12-24	29,400	39
WOMEN 18-24	19,400	28
WOMEN 25-34	16,700	48
WOMEN 25-49	39,600	49
WOMEN 35-44	15,300	53
WOMEN 45-49	7,600	52
WOMEN 50-54	5,500	54
WOMEN 55-64	9,100	50
WOMEN 65+	11,700	48
TEENS 12-17	20,700	52

HISPANIC	POPULATION	RANK
PERSONS 12+	21,800	106
MEN 18+	11,400	104
MEN 12-24	5,900	99
MEN 18-24	4,100	94
MEN 25-34	3,400	102
MEN 25-49	5,900	103
MEN 35-44	1,900	107
MEN 45-49	600	110
MEN 50-54	500	104
MEN 55-64	300	134
MEN 65+	600	104
WOMEN 18+	7,300	111
WOMEN 12-24	3,900	99
WOMEN 18-24	2,600	94
WOMEN 25-34	1,600	119
WOMEN 25-49	3,600	116
WOMEN 35-44	1,700	99
WOMEN 45-49	300	135
WOMEN 50-54	400	112
WOMEN 55-64	500	111
WOMEN 65+	200	126
TEENS 12-17	3,100	110

TAMPA-ST. PETE (SARASOTA)

TV DMA RANK 13

ALL	POPULATION	RANK
PERSONS 12+	3,447,400	16
MEN 18+	1,499,300	16
MEN 12-24	317,700	19
MEN 18-24	162,700	21
MEN 25-34	218,600	20
MEN 25-49	629,500	19
MEN 35-44	271,000	19
MEN 45-49	139,900	18
MEN 50-54	127,400	18
MEN 55-64	216,400	13
MEN 65+	363,300	5
WOMEN 18+	1,647,000	15
WOMEN 12-24	301,100	19
WOMEN 18-24	155,000	20
WOMEN 25-34	216,800	19
WOMEN 25-49	636,000	19
WOMEN 35-44	273,300	19
WOMEN 45-49	145,900	18
WOMEN 50-54	137,300	16
WOMEN 55-64	247,900	12
WOMEN 65+	470,800	6
TEENS 12-17	301,100	19

BLACK	POPULATION	RANK
PERSONS 12+	339,400	23
MEN 18+	132,600	23
MEN 12-24	48,000	21
MEN 18-24	22,000	23
MEN 25-34	25,900	25
MEN 25-49	69,900	23
MEN 35-44	29,900	23
MEN 45-49	14,100	23
MEN 50-54	10,500	24
MEN 55-64	16,300	21
MEN 65+	13,900	24
WOMEN 18+	155,800	24
WOMEN 12-24	50,100	21
WOMEN 18-24	25,100	22
WOMEN 25-34	29,800	23
WOMEN 25-49	79,300	23
WOMEN 35-44	34,000	22
WOMEN 45-49	15,500	22
WOMEN 50-54	12,100	25
WOMEN 55-64	18,300	23
WOMEN 65+	21,000	25
TEENS 12-17	51,000	19

HISPANIC	POPULATION	RANK
PERSONS 12+	366,500	21
MEN 18+	163,000	21
MEN 12-24	66,100	20
MEN 18-24	37,900	20
MEN 25-34	38,000	23
MEN 25-49	83,300	23
MEN 35-44	32,300	22
MEN 45-49	13,000	20
MEN 50-54	10,700	20
MEN 55-64	15,300	18
MEN 65+	15,800	16
WOMEN 18+	151,800	20
WOMEN 12-24	51,900	20
WOMEN 18-24	28,400	22
WOMEN 25-34	32,100	24
WOMEN 25-49	74,800	22
WOMEN 35-44	29,500	21
WOMEN 45-49	13,200	20
WOMEN 50-54	10,700	20
WOMEN 55-64	17,700	19
WOMEN 65+	20,200	15
TEENS 12-17	51,700	20

TERRE HAUTE

TV DMA RANK 149

ALL	POPULATION	RANK
PERSONS 12+	321,800	149
MEN 18+	142,500	149
MEN 12-24	38,600	149
MEN 18-24	22,800	144
MEN 25-34	24,100	149
MEN 25-49	64,300	150
MEN 35-44	26,300	150
MEN 45-49	13,900	148
MEN 50-54	12,700	149
MEN 55-64	19,500	151
MEN 65+	23,200	150
WOMEN 18+	148,400	149
WOMEN 12-24	34,400	152
WOMEN 18-24	19,300	149
WOMEN 25-34	21,700	152
WOMEN 25-49	60,700	155
WOMEN 35-44	25,200	154
WOMEN 45-49	13,800	153
WOMEN 50-54	12,600	153
WOMEN 55-64	20,800	150
WOMEN 65+	35,000	146
TEENS 12-17	30,900	154

BLACK	POPULATION	RANK
PERSONS 12+	9,300	156
MEN 18+	5,600	151
MEN 12-24	2,000	150
MEN 18-24	1,500	142
MEN 25-34	1,700	142
MEN 25-49	3,300	147
MEN 35-44	1,200	147
MEN 45-49	400	156
MEN 50-54	200	157
MEN 55-64	300	154
MEN 65+	300	152
WOMEN 18+	2,800	156
WOMEN 12-24	1,000	158
WOMEN 18-24	600	157
WOMEN 25-34	600	154
WOMEN 25-49	1,400	154
WOMEN 35-44	600	153
WOMEN 45-49	200	153
WOMEN 50-54	200	151
WOMEN 55-64	300	149
WOMEN 65+	300	153
TEENS 12-17	900	161

HISPANIC	POPULATION	RANK
PERSONS 12+	3,300	182
MEN 18+	1,700	180
MEN 12-24	1,000	173
MEN 18-24	400	186
MEN 25-34	300	186
MEN 25-49	1,000	175
MEN 35-44	300	175
MEN 45-49	400	127
MEN 50-54	400	183
MEN 55-64	100	170
MEN 65+	200	160
WOMEN 18+	1,000	186
WOMEN 12-24	400	187
WOMEN 18-24	400	173
WOMEN 25-34	300	183
WOMEN 25-49	500	186
WOMEN 35-44	200	181
WOMEN 45-49	200	186
WOMEN 50-54	100	157
WOMEN 55-64	100	188
WOMEN 65+	100	174
TEENS 12-17	600	175

DMA MARKET POPULATION ESTIMATES

TOLEDO

TV DMA RANK 70

ALL	POPULATION	RANK
PERSONS 12+	912,900	71
MEN 18+	392,600	72
MEN 12-24	106,700	72
MEN 18-24	58,000	75
MEN 25-34	68,700	70
MEN 25-49	183,900	69
MEN 35-44	74,500	71
MEN 45-49	40,700	70
MEN 50-54	37,700	71
MEN 55-64	54,500	74
MEN 65+	58,500	76
WOMEN 18+	424,900	70
WOMEN 12-24	104,000	69
WOMEN 18-24	57,300	70
WOMEN 25-34	68,500	70
WOMEN 25-49	186,300	70
WOMEN 35-44	76,100	72
WOMEN 45-49	41,700	70
WOMEN 50-54	38,700	70
WOMEN 55-64	57,100	72
WOMEN 65+	85,500	74
TEENS 12-17	95,400	67

BLACK	POPULATION	RANK
PERSONS 12+	71,300	79
MEN 18+	28,600	82
MEN 12-24	10,200	82
MEN 18-24	5,100	88
MEN 25-34	6,000	84
MEN 25-49	14,600	83
MEN 35-44	5,700	87
MEN 45-49	2,900	81
MEN 50-54	2,400	81
MEN 55-64	3,400	79
MEN 65+	3,100	79
WOMEN 18+	32,400	81
WOMEN 12-24	10,400	80
WOMEN 18-24	5,200	82
WOMEN 25-34	6,700	79
WOMEN 25-49	16,200	79
WOMEN 35-44	6,600	79
WOMEN 45-49	2,900	82
WOMEN 50-54	2,700	79
WOMEN 55-64	4,200	79
WOMEN 65+	4,100	83
TEENS 12-17	10,300	79

HISPANIC	POPULATION	RANK
PERSONS 12+	39,200	80
MEN 18+	16,500	82
MEN 12-24	7,400	87
MEN 18-24	4,000	96
MEN 25-34	3,900	91
MEN 25-49	8,500	84
MEN 35-44	3,000	86
MEN 45-49	1,600	68
MEN 50-54	1,200	66
MEN 55-64	1,500	67
MEN 65+	1,300	61
WOMEN 18+	16,000	77
WOMEN 12-24	7,000	77
WOMEN 18-24	3,700	79
WOMEN 25-34	3,800	79
WOMEN 25-49	8,200	78
WOMEN 35-44	3,200	74
WOMEN 45-49	1,200	76
WOMEN 50-54	1,200	65
WOMEN 55-64	1,500	66
WOMEN 65+	1,400	62
TEENS 12-17	6,700	73

TOPEKA

TV DMA RANK 137

ALL	POPULATION	RANK
PERSONS 12+	372,500	138
MEN 18+	164,900	138
MEN 12-24	48,900	134
MEN 18-24	30,200	130
MEN 25-34	28,900	137
MEN 25-49	73,000	139
MEN 35-44	28,700	139
MEN 45-49	15,400	140
MEN 50-54	14,800	139
MEN 55-64	21,100	143
MEN 65+	25,800	138
WOMEN 18+	170,900	138
WOMEN 12-24	44,700	135
WOMEN 18-24	26,700	136
WOMEN 25-34	27,000	138
WOMEN 25-49	72,000	139
WOMEN 35-44	29,100	140
WOMEN 45-49	15,900	140
WOMEN 50-54	14,500	142
WOMEN 55-64	21,900	144
WOMEN 65+	35,800	143
TEENS 12-17	36,700	143

BLACK	POPULATION	RANK
PERSONS 12+	22,800	124
MEN 18+	10,400	125
MEN 12-24	3,900	125
MEN 18-24	2,300	128
MEN 25-34	2,300	128
MEN 25-49	5,400	130
MEN 35-44	2,200	127
MEN 45-49	900	125
MEN 50-54	700	123
MEN 55-64	800	130
MEN 65+	1,200	112
WOMEN 18+	9,400	124
WOMEN 12-24	3,100	126
WOMEN 18-24	1,700	126
WOMEN 25-34	2,400	115
WOMEN 25-49	5,000	123
WOMEN 35-44	1,700	127
WOMEN 45-49	900	122
WOMEN 50-54	700	121
WOMEN 55-64	1,000	122
WOMEN 65+	1,000	128
TEENS 12-17	3,000	123

HISPANIC	POPULATION	RANK
PERSONS 12+	21,300	109
MEN 18+	10,000	110
MEN 12-24	4,700	113
MEN 18-24	3,200	108
MEN 25-34	2,500	116
MEN 25-49	4,800	118
MEN 35-44	1,700	113
MEN 45-49	600	110
MEN 50-54	500	104
MEN 55-64	700	97
MEN 65+	800	86
WOMEN 18+	8,500	102
WOMEN 12-24	3,800	104
WOMEN 18-24	2,500	98
WOMEN 25-34	2,400	99
WOMEN 25-49	4,300	105
WOMEN 35-44	1,300	112
WOMEN 45-49	600	102
WOMEN 50-54	500	102
WOMEN 55-64	500	111
WOMEN 65+	700	84
TEENS 12-17	2,800	118

TRAVERSE CITY-CADILLAC

TV DMA RANK 112

ALL	POPULATION	RANK
PERSONS 12+	536,600	116
MEN 18+	240,700	115
MEN 12-24	59,700	126
MEN 18-24	32,200	128
MEN 25-34	36,600	128
MEN 25-49	103,700	122
MEN 35-44	43,200	119
MEN 45-49	23,900	111
MEN 50-54	22,000	112
MEN 55-64	36,700	100
MEN 65+	46,100	95
WOMEN 18+	242,800	118
WOMEN 12-24	53,600	129
WOMEN 18-24	28,000	131
WOMEN 25-34	33,600	128
WOMEN 25-49	98,600	124
WOMEN 35-44	41,100	123
WOMEN 45-49	23,900	115
WOMEN 50-54	22,400	115
WOMEN 55-64	37,400	106
WOMEN 65+	56,400	101
TEENS 12-17	53,100	121

BLACK	POPULATION	RANK
PERSONS 12+	9,900	154
MEN 18+	6,600	146
MEN 12-24	2,900	136
MEN 18-24	2,500	120
MEN 25-34	1,800	138
MEN 25-49	3,200	148
MEN 35-44	900	157
MEN 45-49	500	146
MEN 50-54	200	157
MEN 55-64	500	145
MEN 65+	200	161
WOMEN 18+	2,300	162
WOMEN 12-24	1,400	149
WOMEN 18-24	800	147
WOMEN 25-34	600	154
WOMEN 25-49	1,000	164
WOMEN 35-44	400	161
WOMEN 45-49		185
WOMEN 50-54	100	167
WOMEN 55-64	200	159
WOMEN 65+	200	164
TEENS 12-17	1,000	160

HISPANIC	POPULATION	RANK
PERSONS 12+	7,200	155
MEN 18+	3,400	156
MEN 12-24	2,100	148
MEN 18-24	1,100	153
MEN 25-34	600	165
MEN 25-49	1,200	167
MEN 35-44	500	162
MEN 45-49	100	165
MEN 50-54	200	143
MEN 55-64	400	124
MEN 65+	500	112
WOMEN 18+	2,500	157
WOMEN 12-24	1,100	154
WOMEN 18-24	800	150
WOMEN 25-34	800	149
WOMEN 25-49	1,500	148
WOMEN 35-44	600	143
WOMEN 45-49	100	163
WOMEN 50-54	200	137
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17	1,300	146

DMA MARKET POPULATION ESTIMATES

TRI-CITIES, TN-VA

TV DMA RANK 89

ALL	POPULATION	RANK
PERSONS 12+	678,400	96
MEN 18+	299,400	96
MEN 12-24	65,300	114
MEN 18-24	35,900	114
MEN 25-34	50,200	99
MEN 25-49	136,200	98
MEN 35-44	56,500	97
MEN 45-49	29,500	94
MEN 50-54	28,500	91
MEN 55-64	48,300	85
MEN 65+	50,500	85
WOMEN 18+	321,800	94
WOMEN 12-24	61,500	113
WOMEN 18-24	33,700	115
WOMEN 25-34	48,500	98
WOMEN 25-49	135,400	97
WOMEN 35-44	56,900	96
WOMEN 45-49	30,000	95
WOMEN 50-54	29,300	92
WOMEN 55-64	50,300	85
WOMEN 65+	73,100	85
TEENS 12-17	57,200	111

BLACK	POPULATION	RANK
PERSONS 12+	17,700	132
MEN 18+	8,800	133
MEN 12-24	3,000	135
MEN 18-24	1,900	134
MEN 25-34	1,800	138
MEN 25-49	4,900	132
MEN 35-44	2,000	130
MEN 45-49	1,100	123
MEN 50-54	500	135
MEN 55-64	900	125
MEN 65+	600	138
WOMEN 18+	6,700	131
WOMEN 12-24	2,000	134
WOMEN 18-24	900	141
WOMEN 25-34	800	143
WOMEN 25-49	2,900	135
WOMEN 35-44	1,400	130
WOMEN 45-49	700	127
WOMEN 50-54	700	121
WOMEN 55-64	800	127
WOMEN 65+	1,400	117
TEENS 12-17	2,200	134

HISPANIC	POPULATION	RANK
PERSONS 12+	6,200	163
MEN 18+	3,100	161
MEN 12-24	1,300	166
MEN 18-24	800	162
MEN 25-34	800	159
MEN 25-49	1,400	164
MEN 35-44	500	162
MEN 45-49	100	165
MEN 50-54	100	159
MEN 55-64	600	107
MEN 65+	200	160
WOMEN 18+	2,200	162
WOMEN 12-24	1,000	157
WOMEN 18-24	600	157
WOMEN 25-34	400	171
WOMEN 25-49	1,000	170
WOMEN 35-44	200	181
WOMEN 45-49	400	119
WOMEN 50-54	300	127
WOMEN 55-64	100	161
WOMEN 65+	200	126
TEENS 12-17	900	158

TUCSON (SIERRA VISTA)

TV DMA RANK 72

ALL	POPULATION	RANK
PERSONS 12+	910,100	72
MEN 18+	395,200	71
MEN 12-24	104,300	75
MEN 18-24	57,300	76
MEN 25-34	71,900	69
MEN 25-49	181,800	70
MEN 35-44	72,300	75
MEN 45-49	37,600	77
MEN 50-54	34,900	75
MEN 55-64	53,100	76
MEN 65+	68,100	67
WOMEN 18+	423,800	71
WOMEN 12-24	99,900	73
WOMEN 18-24	55,800	75
WOMEN 25-34	70,500	68
WOMEN 25-49	183,600	71
WOMEN 35-44	73,500	77
WOMEN 45-49	39,600	73
WOMEN 50-54	37,300	74
WOMEN 55-64	58,900	71
WOMEN 65+	88,200	71
TEENS 12-17	91,100	73

BLACK	POPULATION	RANK
PERSONS 12+	26,500	119
MEN 18+	12,500	119
MEN 12-24	4,000	122
MEN 18-24	2,300	128
MEN 25-34	2,900	120
MEN 25-49	6,800	118
MEN 35-44	2,700	119
MEN 45-49	1,200	117
MEN 50-54	900	116
MEN 55-64	1,400	113
MEN 65+	1,100	116
WOMEN 18+	10,700	120
WOMEN 12-24	3,500	120
WOMEN 18-24	1,900	123
WOMEN 25-34	2,200	119
WOMEN 25-49	5,300	119
WOMEN 35-44	2,100	121
WOMEN 45-49	1,000	120
WOMEN 50-54	800	116
WOMEN 55-64	1,300	115
WOMEN 65+	1,400	117
TEENS 12-17	3,300	119

HISPANIC	POPULATION	RANK
PERSONS 12+	289,200	25
MEN 18+	118,500	25
MEN 12-24	46,100	27
MEN 18-24	24,700	30
MEN 25-34	28,500	29
MEN 25-49	62,800	25
MEN 35-44	23,500	25
MEN 45-49	10,800	24
MEN 50-54	8,400	23
MEN 55-64	11,600	22
MEN 65+	11,000	20
WOMEN 18+	128,900	23
WOMEN 12-24	45,300	25
WOMEN 18-24	24,900	25
WOMEN 25-34	29,200	25
WOMEN 25-49	65,100	25
WOMEN 35-44	24,700	25
WOMEN 45-49	11,200	23
WOMEN 50-54	9,700	22
WOMEN 55-64	14,000	22
WOMEN 65+	15,200	20
TEENS 12-17	41,800	25

TULSA

TV DMA RANK 60

ALL	POPULATION	RANK
PERSONS 12+	1,102,400	60
MEN 18+	476,800	61
MEN 12-24	124,800	60
MEN 18-24	66,900	62
MEN 25-34	83,700	60
MEN 25-49	221,000	61
MEN 35-44	90,000	64
MEN 45-49	47,300	61
MEN 50-54	43,700	62
MEN 55-64	69,400	60
MEN 65+	75,800	59
WOMEN 18+	512,100	60
WOMEN 12-24	119,400	60
WOMEN 18-24	63,800	62
WOMEN 25-34	81,700	59
WOMEN 25-49	221,400	63
WOMEN 35-44	90,600	64
WOMEN 45-49	49,100	60
WOMEN 50-54	46,000	61
WOMEN 55-64	75,300	57
WOMEN 65+	105,600	59
TEENS 12-17	113,500	59

BLACK	POPULATION	RANK
PERSONS 12+	81,200	78
MEN 18+	32,800	78
MEN 12-24	11,500	78
MEN 18-24	6,200	79
MEN 25-34	6,700	79
MEN 25-49	16,800	79
MEN 35-44	6,700	79
MEN 45-49	3,400	78
MEN 50-54	2,600	78
MEN 55-64	3,700	77
MEN 65+	3,500	76
WOMEN 18+	37,600	78
WOMEN 12-24	11,600	76
WOMEN 18-24	6,100	76
WOMEN 25-34	7,400	77
WOMEN 25-49	18,200	78
WOMEN 35-44	7,200	78
WOMEN 45-49	3,600	78
WOMEN 50-54	2,900	77
WOMEN 55-64	4,700	75
WOMEN 65+	5,700	73
TEENS 12-17	10,800	77

HISPANIC	POPULATION	RANK
PERSONS 12+	44,300	73
MEN 18+	21,200	72
MEN 12-24	11,000	67
MEN 18-24	7,100	64
MEN 25-34	6,400	66
MEN 25-49	11,300	73
MEN 35-44	3,900	72
MEN 45-49	1,000	89
MEN 50-54	900	86
MEN 55-64	1,200	76
MEN 65+	700	94
WOMEN 18+	16,200	75
WOMEN 12-24	7,700	70
WOMEN 18-24	4,700	69
WOMEN 25-34	4,600	74
WOMEN 25-49	8,500	77
WOMEN 35-44	2,700	80
WOMEN 45-49	1,200	76
WOMEN 50-54	800	85
WOMEN 55-64	1,500	66
WOMEN 65+	700	84
TEENS 12-17	6,900	72

DMA MARKET POPULATION ESTIMATES

TWIN FALLS

TV DMA RANK 191

ALL	POPULATION	RANK
PERSONS 12+	139,200	189
MEN 18+	60,700	191
MEN 12-24	17,700	188
MEN 18-24	8,900	191
MEN 25-34	10,600	190
MEN 25-49	27,800	190
MEN 35-44	11,000	188
MEN 45-49	6,200	188
MEN 50-54	5,700	191
MEN 55-64	8,400	190
MEN 65+	9,900	188
WOMEN 18+	61,700	191
WOMEN 12-24	16,200	188
WOMEN 18-24	8,200	192
WOMEN 25-34	9,800	189
WOMEN 25-49	26,800	188
WOMEN 35-44	11,000	189
WOMEN 45-49	6,000	191
WOMEN 50-54	5,600	192
WOMEN 55-64	8,600	191
WOMEN 65+	12,500	190
TEENS 12-17	16,800	184

BLACK	POPULATION	RANK
PERSONS 12+	300	203
MEN 18+	200	203
MEN 12-24		207
MEN 18-24		202
MEN 25-34		203
MEN 25-49	100	203
MEN 35-44		200
MEN 45-49	100	178
MEN 50-54	100	173
MEN 55-64		195
MEN 65+		190
WOMEN 18+	100	202
WOMEN 12-24		204
WOMEN 18-24		197
WOMEN 25-34		196
WOMEN 25-49	100	194
WOMEN 35-44	100	183
WOMEN 45-49		185
WOMEN 50-54		189
WOMEN 55-64		184
WOMEN 65+		186
TEENS 12-17		206

HISPANIC	POPULATION	RANK
PERSONS 12+	20,800	114
MEN 18+	9,800	112
MEN 12-24	5,100	106
MEN 18-24	3,200	108
MEN 25-34	2,500	116
MEN 25-49	5,200	111
MEN 35-44	2,100	102
MEN 45-49	600	110
MEN 50-54	500	104
MEN 55-64	700	97
MEN 65+	200	160
WOMEN 18+	7,300	111
WOMEN 12-24	4,000	98
WOMEN 18-24	2,200	107
WOMEN 25-34	2,000	111
WOMEN 25-49	3,900	113
WOMEN 35-44	1,400	108
WOMEN 45-49	500	107
WOMEN 50-54	200	137
WOMEN 55-64	700	94
WOMEN 65+	300	115
TEENS 12-17	3,700	99

TYLER-LONGVIEW(LFKN&NCGD)

TV DMA RANK 111

ALL	POPULATION	RANK
PERSONS 12+	573,600	110
MEN 18+	248,000	113
MEN 12-24	68,100	109
MEN 18-24	37,500	111
MEN 25-34	42,300	114
MEN 25-49	111,400	116
MEN 35-44	45,500	117
MEN 45-49	23,600	113
MEN 50-54	22,000	112
MEN 55-64	34,400	108
MEN 65+	42,700	98
WOMEN 18+	266,700	109
WOMEN 12-24	65,300	106
WOMEN 18-24	37,000	104
WOMEN 25-34	41,600	115
WOMEN 25-49	109,800	117
WOMEN 35-44	44,100	117
WOMEN 45-49	24,100	114
WOMEN 50-54	22,400	115
WOMEN 55-64	37,600	104
WOMEN 65+	59,900	98
TEENS 12-17	58,900	103

BLACK	POPULATION	RANK
PERSONS 12+	93,900	75
MEN 18+	38,000	75
MEN 12-24	12,000	77
MEN 18-24	6,300	76
MEN 25-34	7,200	78
MEN 25-49	19,100	75
MEN 35-44	7,700	75
MEN 45-49	4,200	70
MEN 50-54	2,900	75
MEN 55-64	4,400	72
MEN 65+	5,300	60
WOMEN 18+	44,600	73
WOMEN 12-24	12,800	74
WOMEN 18-24	7,200	72
WOMEN 25-34	8,100	75
WOMEN 25-49	20,400	76
WOMEN 35-44	8,300	76
WOMEN 45-49	4,000	74
WOMEN 50-54	3,200	75
WOMEN 55-64	5,400	69
WOMEN 65+	8,400	60
TEENS 12-17	11,300	76

HISPANIC	POPULATION	RANK
PERSONS 12+	59,000	63
MEN 18+	27,900	62
MEN 12-24	13,600	61
MEN 18-24	8,200	60
MEN 25-34	8,600	60
MEN 25-49	16,200	60
MEN 35-44	5,500	61
MEN 45-49	2,100	58
MEN 50-54	1,100	73
MEN 55-64	1,700	63
MEN 65+	700	94
WOMEN 18+	21,000	63
WOMEN 12-24	10,700	60
WOMEN 18-24	6,000	62
WOMEN 25-34	6,100	61
WOMEN 25-49	11,400	63
WOMEN 35-44	4,000	66
WOMEN 45-49	1,300	70
WOMEN 50-54	1,200	65
WOMEN 55-64	1,500	66
WOMEN 65+	900	77
TEENS 12-17	10,100	60

UTICA

TV DMA RANK 166

ALL	POPULATION	RANK
PERSONS 12+	239,300	166
MEN 18+	105,300	166
MEN 12-24	27,800	168
MEN 18-24	16,000	171
MEN 25-34	16,900	171
MEN 25-49	46,600	168
MEN 35-44	19,500	165
MEN 45-49	10,200	167
MEN 50-54	9,400	167
MEN 55-64	14,900	165
MEN 65+	18,400	163
WOMEN 18+	110,900	166
WOMEN 12-24	26,500	167
WOMEN 18-24	15,200	168
WOMEN 25-34	15,200	173
WOMEN 25-49	44,000	169
WOMEN 35-44	18,600	165
WOMEN 45-49	10,200	167
WOMEN 50-54	9,900	166
WOMEN 55-64	15,500	164
WOMEN 65+	26,300	162
TEENS 12-17	23,100	167

BLACK	POPULATION	RANK
PERSONS 12+	11,000	148
MEN 18+	6,000	148
MEN 12-24	2,300	143
MEN 18-24	1,500	142
MEN 25-34	1,600	144
MEN 25-49	3,500	145
MEN 35-44	1,400	142
MEN 45-49	500	146
MEN 50-54	300	148
MEN 55-64	400	149
MEN 65+	300	152
WOMEN 18+	3,500	150
WOMEN 12-24	1,700	140
WOMEN 18-24	1,000	139
WOMEN 25-34	500	159
WOMEN 25-49	1,400	154
WOMEN 35-44	600	153
WOMEN 45-49	300	147
WOMEN 50-54	300	142
WOMEN 55-64	400	146
WOMEN 65+	400	146
TEENS 12-17	1,500	144

HISPANIC	POPULATION	RANK
PERSONS 12+	7,800	150
MEN 18+	4,200	148
MEN 12-24	1,800	152
MEN 18-24	1,100	153
MEN 25-34	1,300	145
MEN 25-49	2,600	144
MEN 35-44	1,000	131
MEN 45-49	300	140
MEN 50-54	100	159
MEN 55-64	300	134
MEN 65+	100	179
WOMEN 18+	2,200	162
WOMEN 12-24	1,300	149
WOMEN 18-24	600	157
WOMEN 25-34	600	157
WOMEN 25-49	1,100	165
WOMEN 35-44	300	168
WOMEN 45-49	200	146
WOMEN 50-54	200	137
WOMEN 55-64	200	147
WOMEN 65+	100	146
TEENS 12-17	1,400	142

DMA MARKET POPULATION ESTIMATES

VICTORIA

TV DMA RANK 205

ALL	POPULATION	RANK
PERSONS 12+	70,100	203
MEN 18+	29,700	204
MEN 12-24	8,600	203
MEN 18-24	4,400	203
MEN 25-34	5,000	203
MEN 25-49	13,800	203
MEN 35-44	5,700	204
MEN 45-49	3,100	203
MEN 50-54	2,900	204
MEN 55-64	4,100	205
MEN 65+	4,500	204
WOMEN 18+	32,200	203
WOMEN 12-24	8,300	202
WOMEN 18-24	4,300	203
WOMEN 25-34	5,300	203
WOMEN 25-49	14,400	203
WOMEN 35-44	5,900	204
WOMEN 45-49	3,200	203
WOMEN 50-54	2,900	205
WOMEN 55-64	4,400	204
WOMEN 65+	6,200	204
TEENS 12-17	8,200	203

BLACK	POPULATION	RANK
PERSONS 12+	4,400	173
MEN 18+	1,800	182
MEN 12-24	600	182
MEN 18-24	300	186
MEN 25-34	300	185
MEN 25-49	800	183
MEN 35-44	300	182
MEN 45-49	200	166
MEN 50-54	200	157
MEN 55-64	200	164
MEN 65+	300	152
WOMEN 18+	2,000	167
WOMEN 12-24	500	176
WOMEN 18-24	200	179
WOMEN 25-34	300	173
WOMEN 25-49	1,000	164
WOMEN 35-44	400	161
WOMEN 45-49	300	147
WOMEN 50-54	100	167
WOMEN 55-64	300	149
WOMEN 65+	400	146
TEENS 12-17	600	170

HISPANIC	POPULATION	RANK
PERSONS 12+	27,200	98
MEN 18+	11,400	104
MEN 12-24	4,300	121
MEN 18-24	2,300	124
MEN 25-34	2,400	120
MEN 25-49	5,800	104
MEN 35-44	2,200	99
MEN 45-49	1,200	82
MEN 50-54	1,000	76
MEN 55-64	1,200	76
MEN 65+	1,100	69
WOMEN 18+	11,800	86
WOMEN 12-24	4,200	96
WOMEN 18-24	2,200	107
WOMEN 25-34	2,500	96
WOMEN 25-49	5,900	90
WOMEN 35-44	2,300	85
WOMEN 45-49	1,100	80
WOMEN 50-54	1,000	74
WOMEN 55-64	1,400	70
WOMEN 65+	1,300	64
TEENS 12-17	4,000	93

WACO-TEMPLE-BRYAN

TV DMA RANK 95

ALL	POPULATION	RANK
PERSONS 12+	724,100	92
MEN 18+	321,600	89
MEN 12-24	111,100	68
MEN 18-24	73,000	55
MEN 25-34	67,700	73
MEN 25-49	151,400	90
MEN 35-44	57,100	96
MEN 45-49	26,600	101
MEN 50-54	23,300	106
MEN 55-64	34,600	106
MEN 65+	39,300	105
WOMEN 18+	330,000	93
WOMEN 12-24	99,500	74
WOMEN 18-24	65,100	57
WOMEN 25-34	61,600	78
WOMEN 25-49	147,200	91
WOMEN 35-44	57,900	94
WOMEN 45-49	27,700	100
WOMEN 50-54	24,400	105
WOMEN 55-64	37,500	105
WOMEN 65+	55,800	102
TEENS 12-17	72,500	92

BLACK	POPULATION	RANK
PERSONS 12+	108,000	71
MEN 18+	44,900	69
MEN 12-24	16,800	64
MEN 18-24	9,900	60
MEN 25-34	11,800	59
MEN 25-49	24,800	64
MEN 35-44	9,500	67
MEN 45-49	3,500	77
MEN 50-54	2,700	77
MEN 55-64	3,400	79
MEN 65+	4,100	72
WOMEN 18+	49,700	70
WOMEN 12-24	16,500	64
WOMEN 18-24	10,000	58
WOMEN 25-34	11,700	57
WOMEN 25-49	26,200	67
WOMEN 35-44	10,300	68
WOMEN 45-49	4,200	73
WOMEN 50-54	2,900	77
WOMEN 55-64	4,500	78
WOMEN 65+	6,100	70
TEENS 12-17	13,400	73

HISPANIC	POPULATION	RANK
PERSONS 12+	124,900	42
MEN 18+	57,100	41
MEN 12-24	26,000	42
MEN 18-24	16,800	39
MEN 25-34	15,800	40
MEN 25-49	30,700	41
MEN 35-44	11,000	42
MEN 45-49	3,900	44
MEN 50-54	2,900	45
MEN 55-64	3,800	44
MEN 65+	2,900	44
WOMEN 18+	50,600	40
WOMEN 12-24	21,900	39
WOMEN 18-24	13,900	35
WOMEN 25-34	12,800	40
WOMEN 25-49	26,300	39
WOMEN 35-44	9,600	40
WOMEN 45-49	3,900	42
WOMEN 50-54	2,900	43
WOMEN 55-64	3,900	44
WOMEN 65+	3,600	43
TEENS 12-17	17,200	47

WASHINGTON, DC (HAGRSTWN)

TV DMA RANK 8

ALL	POPULATION	RANK
PERSONS 12+	5,019,500	8
MEN 18+	2,179,400	8
MEN 12-24	526,100	10
MEN 18-24	271,800	10
MEN 25-34	416,000	8
MEN 25-49	1,141,100	8
MEN 35-44	491,700	8
MEN 45-49	233,400	8
MEN 50-54	205,200	7
MEN 55-64	304,200	7
MEN 65+	257,100	8
WOMEN 18+	2,343,100	8
WOMEN 12-24	500,800	10
WOMEN 18-24	258,100	10
WOMEN 25-34	423,500	8
WOMEN 25-49	1,182,800	7
WOMEN 35-44	512,000	7
WOMEN 45-49	247,300	7
WOMEN 50-54	223,300	7
WOMEN 55-64	328,100	7
WOMEN 65+	350,800	10
TEENS 12-17	497,000	8

BLACK	POPULATION	RANK
PERSONS 12+	1,149,400	4
MEN 18+	468,900	4
MEN 12-24	125,500	5
MEN 18-24	61,800	5
MEN 25-34	96,700	4
MEN 25-49	262,700	4
MEN 35-44	115,600	4
MEN 45-49	50,400	3
MEN 50-54	40,600	3
MEN 55-64	58,900	3
MEN 65+	44,900	5
WOMEN 18+	554,000	4
WOMEN 12-24	127,300	5
WOMEN 18-24	64,500	5
WOMEN 25-34	111,800	4
WOMEN 25-49	301,100	4
WOMEN 35-44	131,200	4
WOMEN 45-49	58,100	4
WOMEN 50-54	48,400	3
WOMEN 55-64	71,900	3
WOMEN 65+	68,100	5
TEENS 12-17	126,500	6

HISPANIC	POPULATION	RANK
PERSONS 12+	462,200	17
MEN 18+	208,400	17
MEN 12-24	85,200	16
MEN 18-24	51,300	16
MEN 25-34	61,500	16
MEN 25-49	124,800	15
MEN 35-44	47,500	15
MEN 45-49	15,800	17
MEN 50-54	10,800	19
MEN 55-64	13,500	20
MEN 65+	8,000	22
WOMEN 18+	191,200	17
WOMEN 12-24	65,000	18
WOMEN 18-24	36,300	18
WOMEN 25-34	49,600	16
WOMEN 25-49	110,500	17
WOMEN 35-44	44,600	16
WOMEN 45-49	16,300	17
WOMEN 50-54	13,100	18
WOMEN 55-64	18,500	18
WOMEN 65+	12,800	21
TEENS 12-17	62,600	18

DMA MARKET POPULATION ESTIMATES

WATERTOWN

TV DMA RANK 175

ALL	POPULATION	RANK
PERSONS 12+	216,200	172
MEN 18+	99,500	170
MEN 12-24	30,100	165
MEN 18-24	18,900	158
MEN 25-34	18,200	167
MEN 25-49	46,700	167
MEN 35-44	19,300	166
MEN 45-49	9,200	175
MEN 50-54	8,200	176
MEN 55-64	12,100	179
MEN 65+	13,600	177
WOMEN 18+	95,100	177
WOMEN 12-24	24,400	172
WOMEN 18-24	14,000	171
WOMEN 25-34	15,100	174
WOMEN 25-49	41,800	175
WOMEN 35-44	17,700	170
WOMEN 45-49	9,000	176
WOMEN 50-54	7,900	179
WOMEN 55-64	12,400	180
WOMEN 65+	19,000	176
TEENS 12-17	21,600	176

BLACK	POPULATION	RANK
PERSONS 12+	13,800	143
MEN 18+	9,200	132
MEN 12-24	4,000	122
MEN 18-24	3,200	111
MEN 25-34	3,000	116
MEN 25-49	5,600	129
MEN 35-44	2,100	128
MEN 45-49	500	146
MEN 50-54	100	173
MEN 55-64	200	164
MEN 65+	100	173
WOMEN 18+	3,200	153
WOMEN 12-24	1,500	146
WOMEN 18-24	900	141
WOMEN 25-34	1,100	135
WOMEN 25-49	1,900	146
WOMEN 35-44	700	149
WOMEN 45-49	100	165
WOMEN 50-54	200	151
WOMEN 55-64	100	170
WOMEN 65+	100	172
TEENS 12-17	1,400	145

HISPANIC	POPULATION	RANK
PERSONS 12+	10,100	143
MEN 18+	6,200	130
MEN 12-24	2,800	133
MEN 18-24	2,200	127
MEN 25-34	2,000	125
MEN 25-49	3,500	126
MEN 35-44	1,200	124
MEN 45-49	300	140
MEN 50-54	200	143
MEN 55-64	200	153
MEN 65+	100	179
WOMEN 18+	2,800	151
WOMEN 12-24	1,500	142
WOMEN 18-24	1,000	139
WOMEN 25-34	900	142
WOMEN 25-49	1,500	148
WOMEN 35-44	400	157
WOMEN 45-49	200	146
WOMEN 50-54		181
WOMEN 55-64	100	161
WOMEN 65+	200	126
TEENS 12-17	1,100	151

WAUSAU-RHINELANDER

TV DMA RANK 133

ALL	POPULATION	RANK
PERSONS 12+	387,000	135
MEN 18+	171,800	133
MEN 12-24	43,200	141
MEN 18-24	22,800	144
MEN 25-34	25,900	143
MEN 25-49	76,500	136
MEN 35-44	32,800	133
MEN 45-49	17,800	133
MEN 50-54	16,900	129
MEN 55-64	24,900	131
MEN 65+	30,700	125
WOMEN 18+	176,200	135
WOMEN 12-24	40,600	140
WOMEN 18-24	22,000	140
WOMEN 25-34	24,200	144
WOMEN 25-49	73,400	137
WOMEN 35-44	31,500	134
WOMEN 45-49	17,700	135
WOMEN 50-54	15,900	134
WOMEN 55-64	25,200	134
WOMEN 65+	39,700	131
TEENS 12-17	39,000	138

BLACK	POPULATION	RANK
PERSONS 12+	2,300	188
MEN 18+	1,300	188
MEN 12-24	500	186
MEN 18-24	400	182
MEN 25-34	600	173
MEN 25-49	700	185
MEN 35-44	100	190
MEN 45-49		195
MEN 50-54	100	173
MEN 55-64		195
MEN 65+	100	173
WOMEN 18+	700	186
WOMEN 12-24	300	188
WOMEN 18-24	100	191
WOMEN 25-34	300	173
WOMEN 25-49	500	181
WOMEN 35-44	100	183
WOMEN 45-49	100	165
WOMEN 50-54		189
WOMEN 55-64	100	170
WOMEN 65+		186
TEENS 12-17	300	186

HISPANIC	POPULATION	RANK
PERSONS 12+	3,700	178
MEN 18+	1,600	182
MEN 12-24	1,200	168
MEN 18-24	600	173
MEN 25-34	300	186
MEN 25-49	600	189
MEN 35-44	200	185
MEN 45-49	100	165
MEN 50-54		183
MEN 55-64	100	170
MEN 65+	300	141
WOMEN 18+	1,300	178
WOMEN 12-24	600	174
WOMEN 18-24	400	173
WOMEN 25-34	500	163
WOMEN 25-49	700	178
WOMEN 35-44		207
WOMEN 45-49	200	146
WOMEN 50-54	100	157
WOMEN 55-64	100	161
WOMEN 65+		174
TEENS 12-17	800	162

WEST PALM BEACH-FT. PIERCE

TV DMA RANK 39

ALL	POPULATION	RANK
PERSONS 12+	1,529,300	41
MEN 18+	669,500	41
MEN 12-24	138,100	54
MEN 18-24	69,800	59
MEN 25-34	91,500	54
MEN 25-49	272,500	54
MEN 35-44	118,700	52
MEN 45-49	62,300	45
MEN 50-54	55,400	48
MEN 55-64	89,700	41
MEN 65+	182,100	*21
WOMEN 18+	726,800	40
WOMEN 12-24	128,800	54
WOMEN 18-24	64,100	59
WOMEN 25-34	86,900	54
WOMEN 25-49	270,400	54
WOMEN 35-44	119,900	51
WOMEN 45-49	63,600	48
WOMEN 50-54	58,200	48
WOMEN 55-64	102,700	38
WOMEN 65+	231,400	22
TEENS 12-17	133,000	50

BLACK	POPULATION	RANK
PERSONS 12+	199,500	43
MEN 18+	79,500	44
MEN 12-24	30,300	37
MEN 18-24	13,900	43
MEN 25-34	15,200	50
MEN 25-49	42,600	42
MEN 35-44	18,800	38
MEN 45-49	8,600	38
MEN 50-54	6,700	38
MEN 55-64	9,300	40
MEN 65+	7,000	49
WOMEN 18+	87,500	47
WOMEN 12-24	31,200	35
WOMEN 18-24	15,100	39
WOMEN 25-34	16,500	49
WOMEN 25-49	45,300	45
WOMEN 35-44	19,900	41
WOMEN 45-49	8,900	45
WOMEN 50-54	7,100	45
WOMEN 55-64	9,600	48
WOMEN 65+	10,400	52
TEENS 12-17	32,500	29

HISPANIC	POPULATION	RANK
PERSONS 12+	200,100	31
MEN 18+	91,600	31
MEN 12-24	37,400	33
MEN 18-24	22,200	33
MEN 25-34	22,500	33
MEN 25-49	48,800	32
MEN 35-44	18,600	31
MEN 45-49	7,700	29
MEN 50-54	5,800	28
MEN 55-64	8,100	28
MEN 65+	6,700	25
WOMEN 18+	80,700	30
WOMEN 12-24	27,800	33
WOMEN 18-24	15,200	33
WOMEN 25-34	17,300	33
WOMEN 25-49	41,700	33
WOMEN 35-44	17,000	30
WOMEN 45-49	7,400	28
WOMEN 50-54	5,900	27
WOMEN 55-64	8,800	26
WOMEN 65+	9,100	24
TEENS 12-17	27,800	32

DMA MARKET POPULATION ESTIMATES

WHEELING-STEUBENVILLE

TV DMA RANK 152

ALL	POPULATION	RANK
PERSONS 12+	303,500	156
MEN 18+	132,600	157
MEN 12-24	31,000	163
MEN 18-24	17,200	164
MEN 25-34	19,500	160
MEN 25-49	55,700	160
MEN 35-44	22,900	158
MEN 45-49	13,300	158
MEN 50-54	14,000	145
MEN 55-64	20,500	147
MEN 65+	25,200	142
WOMEN 18+	144,200	151
WOMEN 12-24	28,500	164
WOMEN 18-24	15,600	165
WOMEN 25-34	18,300	164
WOMEN 25-49	55,400	158
WOMEN 35-44	23,400	158
WOMEN 45-49	13,700	155
WOMEN 50-54	13,800	147
WOMEN 55-64	21,500	145
WOMEN 65+	37,900	136
TEENS 12-17	26,700	163

BLACK	POPULATION	RANK
PERSONS 12+	10,100	153
MEN 18+	5,600	151
MEN 12-24	2,000	150
MEN 18-24	1,500	142
MEN 25-34	1,300	151
MEN 25-49	2,600	156
MEN 35-44	800	162
MEN 45-49	500	146
MEN 50-54	600	129
MEN 55-64	300	154
MEN 65+	600	138
WOMEN 18+	3,600	148
WOMEN 12-24	900	162
WOMEN 18-24	500	161
WOMEN 25-34	400	163
WOMEN 25-49	1,300	158
WOMEN 35-44	800	144
WOMEN 45-49	100	165
WOMEN 50-54	600	127
WOMEN 55-64	500	141
WOMEN 65+	700	133
TEENS 12-17	900	161

HISPANIC	POPULATION	RANK
PERSONS 12+	1,900	197
MEN 18+	1,000	195
MEN 12-24	300	199
MEN 18-24	100	197
MEN 25-34	200	196
MEN 25-49	300	200
MEN 35-44	100	193
MEN 45-49		191
MEN 50-54		183
MEN 55-64		194
MEN 65+	600	104
WOMEN 18+	600	199
WOMEN 12-24	200	199
WOMEN 18-24	100	196
WOMEN 25-34		203
WOMEN 25-49	400	193
WOMEN 35-44	300	168
WOMEN 45-49	100	163
WOMEN 50-54	100	157
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17	300	194

WICHITA FALLS & LAWTON

TV DMA RANK 144

ALL	POPULATION	RANK
PERSONS 12+	350,000	142
MEN 18+	157,100	140
MEN 12-24	48,600	135
MEN 18-24	29,700	131
MEN 25-34	27,600	141
MEN 25-49	70,800	140
MEN 35-44	28,700	139
MEN 45-49	14,500	144
MEN 50-54	12,700	149
MEN 55-64	19,500	151
MEN 65+	24,400	146
WOMEN 18+	156,500	145
WOMEN 12-24	38,500	146
WOMEN 18-24	21,000	147
WOMEN 25-34	24,300	143
WOMEN 25-49	66,000	146
WOMEN 35-44	27,400	144
WOMEN 45-49	14,300	147
WOMEN 50-54	13,300	149
WOMEN 55-64	20,800	150
WOMEN 65+	35,400	145
TEENS 12-17	36,400	144

BLACK	POPULATION	RANK
PERSONS 12+	35,300	112
MEN 18+	16,800	110
MEN 12-24	7,100	102
MEN 18-24	4,600	90
MEN 25-34	4,000	109
MEN 25-49	8,600	111
MEN 35-44	3,300	111
MEN 45-49	1,300	113
MEN 50-54	800	120
MEN 55-64	1,500	112
MEN 65+	1,300	111
WOMEN 18+	14,000	112
WOMEN 12-24	4,800	110
WOMEN 18-24	2,800	109
WOMEN 25-34	3,100	111
WOMEN 25-49	7,100	111
WOMEN 35-44	2,800	112
WOMEN 45-49	1,200	113
WOMEN 50-54	900	113
WOMEN 55-64	1,300	115
WOMEN 65+	1,900	111
TEENS 12-17	4,500	112

HISPANIC	POPULATION	RANK
PERSONS 12+	32,800	85
MEN 18+	14,900	90
MEN 12-24	7,500	86
MEN 18-24	4,400	89
MEN 25-34	3,500	101
MEN 25-49	7,700	92
MEN 35-44	2,800	89
MEN 45-49	1,400	74
MEN 50-54	700	92
MEN 55-64	900	87
MEN 65+	1,200	63
WOMEN 18+	12,100	85
WOMEN 12-24	5,400	84
WOMEN 18-24	2,700	93
WOMEN 25-34	2,900	90
WOMEN 25-49	6,600	84
WOMEN 35-44	2,400	82
WOMEN 45-49	1,300	70
WOMEN 50-54	500	102
WOMEN 55-64	1,200	78
WOMEN 65+	1,100	70
TEENS 12-17	5,800	82

WICHITA-HUTCHINSON PLUS

TV DMA RANK 66

ALL	POPULATION	RANK
PERSONS 12+	975,500	67
MEN 18+	426,000	67
MEN 12-24	116,800	65
MEN 18-24	62,200	70
MEN 25-34	73,300	67
MEN 25-49	199,600	67
MEN 35-44	81,500	68
MEN 45-49	44,800	66
MEN 50-54	40,300	67
MEN 55-64	55,800	71
MEN 65+	68,100	67
WOMEN 18+	442,600	68
WOMEN 12-24	108,800	64
WOMEN 18-24	56,500	72
WOMEN 25-34	69,300	69
WOMEN 25-49	192,200	68
WOMEN 35-44	78,900	69
WOMEN 45-49	44,000	67
WOMEN 50-54	39,500	69
WOMEN 55-64	56,900	73
WOMEN 65+	97,500	65
TEENS 12-17	106,900	63

BLACK	POPULATION	RANK
PERSONS 12+	46,000	101
MEN 18+	20,300	100
MEN 12-24	7,100	102
MEN 18-24	3,900	103
MEN 25-34	4,500	101
MEN 25-49	10,700	102
MEN 35-44	4,300	99
MEN 45-49	1,900	101
MEN 50-54	1,500	101
MEN 55-64	2,100	102
MEN 65+	2,100	96
WOMEN 18+	19,500	104
WOMEN 12-24	6,100	104
WOMEN 18-24	3,100	105
WOMEN 25-34	4,000	101
WOMEN 25-49	10,100	103
WOMEN 35-44	4,200	102
WOMEN 45-49	1,900	102
WOMEN 50-54	1,500	103
WOMEN 55-64	2,400	103
WOMEN 65+	2,400	104
TEENS 12-17	6,200	99

HISPANIC	POPULATION	RANK
PERSONS 12+	91,300	52
MEN 18+	42,000	52
MEN 12-24	19,000	52
MEN 18-24	11,100	52
MEN 25-34	12,100	50
MEN 25-49	22,900	53
MEN 35-44	7,800	53
MEN 45-49	3,000	52
MEN 50-54	2,600	48
MEN 55-64	2,900	50
MEN 65+	2,500	46
WOMEN 18+	34,300	52
WOMEN 12-24	16,000	51
WOMEN 18-24	8,900	52
WOMEN 25-34	9,500	52
WOMEN 25-49	18,600	52
WOMEN 35-44	6,900	52
WOMEN 45-49	2,200	58
WOMEN 50-54	2,400	47
WOMEN 55-64	2,500	55
WOMEN 65+	1,900	55
TEENS 12-17	15,000	50

DMA MARKET POPULATION ESTIMATES

WILKES BARRE-SCRANTON

TV DMA RANK 53

ALL	POPULATION	RANK
PERSONS 12+	1,300,600	54
MEN 18+	570,500	55
MEN 12-24	136,200	55
MEN 18-24	75,100	53
MEN 25-34	87,700	56
MEN 25-49	252,800	55
MEN 35-44	107,500	55
MEN 45-49	57,600	55
MEN 50-54	53,700	52
MEN 55-64	83,400	49
MEN 65+	105,500	39
WOMEN 18+	611,600	54
WOMEN 12-24	128,300	55
WOMEN 18-24	70,900	53
WOMEN 25-34	81,700	59
WOMEN 25-49	243,200	55
WOMEN 35-44	104,400	55
WOMEN 45-49	57,100	55
WOMEN 50-54	53,400	53
WOMEN 55-64	86,100	53
WOMEN 65+	158,000	37
TEENS 12-17	118,500	56

BLACK	POPULATION	RANK
PERSONS 12+	36,300	111
MEN 18+	20,300	100
MEN 12-24	7,500	99
MEN 18-24	4,600	90
MEN 25-34	5,900	86
MEN 25-49	12,200	93
MEN 35-44	4,300	99
MEN 45-49	2,000	99
MEN 50-54	1,500	101
MEN 55-64	1,300	115
MEN 65+	700	132
WOMEN 18+	10,600	121
WOMEN 12-24	4,400	113
WOMEN 18-24	1,900	123
WOMEN 25-34	1,800	123
WOMEN 25-49	5,900	116
WOMEN 35-44	2,800	112
WOMEN 45-49	1,300	111
WOMEN 50-54	800	116
WOMEN 55-64	1,100	121
WOMEN 65+	900	131
TEENS 12-17	5,400	107

HISPANIC	POPULATION	RANK
PERSONS 12+	24,800	101
MEN 18+	11,900	102
MEN 12-24	5,000	107
MEN 18-24	2,900	116
MEN 25-34	3,000	106
MEN 25-49	6,800	99
MEN 35-44	2,900	87
MEN 45-49	900	93
MEN 50-54	700	92
MEN 55-64	800	92
MEN 65+	700	94
WOMEN 18+	8,800	98
WOMEN 12-24	3,800	104
WOMEN 18-24	1,800	115
WOMEN 25-34	1,700	116
WOMEN 25-49	5,000	98
WOMEN 35-44	2,400	82
WOMEN 45-49	900	86
WOMEN 50-54	600	93
WOMEN 55-64	900	85
WOMEN 65+	500	97
TEENS 12-17	4,100	92

WILMINGTON

TV DMA RANK 140

ALL	POPULATION	RANK
PERSONS 12+	333,000	146
MEN 18+	146,000	146
MEN 12-24	33,200	158
MEN 18-24	18,500	159
MEN 25-34	26,700	142
MEN 25-49	67,400	145
MEN 35-44	27,100	146
MEN 45-49	13,600	151
MEN 50-54	12,900	147
MEN 55-64	22,300	138
MEN 65+	24,900	143
WOMEN 18+	158,300	143
WOMEN 12-24	32,600	155
WOMEN 18-24	18,600	151
WOMEN 25-34	25,800	141
WOMEN 25-49	67,800	142
WOMEN 35-44	27,600	143
WOMEN 45-49	14,400	146
WOMEN 50-54	14,300	143
WOMEN 55-64	24,900	135
WOMEN 65+	32,700	150
TEENS 12-17	28,700	157

BLACK	POPULATION	RANK
PERSONS 12+	63,100	86
MEN 18+	24,800	91
MEN 12-24	7,200	100
MEN 18-24	3,400	109
MEN 25-34	4,600	100
MEN 25-49	12,300	92
MEN 35-44	5,200	90
MEN 45-49	2,500	86
MEN 50-54	2,200	82
MEN 55-64	3,300	81
MEN 65+	3,600	75
WOMEN 18+	30,600	82
WOMEN 12-24	7,600	94
WOMEN 18-24	3,700	98
WOMEN 25-34	5,300	88
WOMEN 25-49	14,200	84
WOMEN 35-44	5,900	84
WOMEN 45-49	3,000	81
WOMEN 50-54	2,500	81
WOMEN 55-64	4,100	80
WOMEN 65+	6,100	70
TEENS 12-17	7,700	93

HISPANIC	POPULATION	RANK
PERSONS 12+	9,200	146
MEN 18+	5,100	143
MEN 12-24	2,700	135
MEN 18-24	1,900	132
MEN 25-34	1,700	130
MEN 25-49	2,700	138
MEN 35-44	700	148
MEN 45-49	300	140
MEN 50-54	200	143
MEN 55-64	100	170
MEN 65+	200	160
WOMEN 18+	2,900	147
WOMEN 12-24	1,300	149
WOMEN 18-24	900	146
WOMEN 25-34	900	142
WOMEN 25-49	1,600	144
WOMEN 35-44	400	157
WOMEN 45-49	300	135
WOMEN 50-54		181
WOMEN 55-64	300	127
WOMEN 65+	100	146
TEENS 12-17	1,200	149

YAKIMA-PASCO-RCHLND-KNNWCK

TV DMA RANK 126

ALL	POPULATION	RANK
PERSONS 12+	509,900	123
MEN 18+	224,700	122
MEN 12-24	68,100	109
MEN 18-24	37,100	112
MEN 25-34	42,300	114
MEN 25-49	107,400	119
MEN 35-44	43,100	120
MEN 45-49	22,000	123
MEN 50-54	20,300	123
MEN 55-64	29,500	121
MEN 65+	30,400	126
WOMEN 18+	225,100	125
WOMEN 12-24	62,300	112
WOMEN 18-24	33,200	117
WOMEN 25-34	39,200	119
WOMEN 25-49	102,300	122
WOMEN 35-44	41,500	122
WOMEN 45-49	21,600	125
WOMEN 50-54	20,100	123
WOMEN 55-64	29,500	123
WOMEN 65+	40,000	130
TEENS 12-17	60,100	102

BLACK	POPULATION	RANK
PERSONS 12+	7,000	163
MEN 18+	3,900	162
MEN 12-24	1,300	163
MEN 18-24	1,000	159
MEN 25-34	700	170
MEN 25-49	2,000	161
MEN 35-44	800	162
MEN 45-49	500	146
MEN 50-54	200	157
MEN 55-64	400	149
MEN 65+	300	152
WOMEN 18+	2,500	158
WOMEN 12-24	1,000	158
WOMEN 18-24	700	152
WOMEN 25-34	300	173
WOMEN 25-49	1,000	164
WOMEN 35-44	300	168
WOMEN 45-49	400	141
WOMEN 50-54	200	151
WOMEN 55-64	200	159
WOMEN 65+	400	146
TEENS 12-17	600	170

HISPANIC	POPULATION	RANK
PERSONS 12+	120,200	45
MEN 18+	53,100	47
MEN 12-24	26,300	41
MEN 18-24	14,900	43
MEN 25-34	15,800	40
MEN 25-49	29,800	43
MEN 35-44	10,200	45
MEN 45-49	3,800	45
MEN 50-54	2,900	45
MEN 55-64	3,500	45
MEN 65+	2,000	50
WOMEN 18+	45,200	44
WOMEN 12-24	22,800	38
WOMEN 18-24	12,300	41
WOMEN 25-34	13,300	39
WOMEN 25-49	25,100	42
WOMEN 35-44	8,400	48
WOMEN 45-49	3,400	46
WOMEN 50-54	2,400	47
WOMEN 55-64	3,200	48
WOMEN 65+	2,200	51
TEENS 12-17	21,900	37

DMA MARKET POPULATION ESTIMATES

YOUNGSTOWN

TV DMA RANK 102

ALL	POPULATION	RANK
PERSONS 12+	599,200	103
MEN 18+	258,200	108
MEN 12-24	62,900	120
MEN 18-24	33,100	124
MEN 25-34	40,200	120
MEN 25-49	113,400	115
MEN 35-44	46,700	112
MEN 45-49	26,500	102
MEN 50-54	25,300	99
MEN 55-64	37,800	98
MEN 65+	48,600	89
WOMEN 18+	282,900	103
WOMEN 12-24	59,400	118
WOMEN 18-24	31,100	125
WOMEN 25-34	38,700	122
WOMEN 25-49	113,500	111
WOMEN 35-44	47,200	110
WOMEN 45-49	27,600	103
WOMEN 50-54	26,400	97
WOMEN 55-64	40,800	99
WOMEN 65+	71,100	87
TEENS 12-17	58,100	109

BLACK	POPULATION	RANK
PERSONS 12+	53,900	96
MEN 18+	22,500	95
MEN 12-24	7,900	95
MEN 18-24	4,200	98
MEN 25-34	4,400	102
MEN 25-49	10,900	99
MEN 35-44	4,300	99
MEN 45-49	2,200	92
MEN 50-54	1,800	89
MEN 55-64	2,700	86
MEN 65+	2,900	84
WOMEN 18+	24,300	94
WOMEN 12-24	7,100	99
WOMEN 18-24	3,700	98
WOMEN 25-34	4,000	101
WOMEN 25-49	10,800	98
WOMEN 35-44	4,400	98
WOMEN 45-49	2,400	89
WOMEN 50-54	2,200	84
WOMEN 55-64	3,300	84
WOMEN 65+	4,300	82
TEENS 12-17	7,100	97

HISPANIC	POPULATION	RANK
PERSONS 12+	9,100	147
MEN 18+	4,200	148
MEN 12-24	1,600	155
MEN 18-24	900	158
MEN 25-34	1,000	155
MEN 25-49	2,300	148
MEN 35-44	1,000	131
MEN 45-49	300	140
MEN 50-54	300	122
MEN 55-64	300	134
MEN 65+	400	122
WOMEN 18+	3,400	141
WOMEN 12-24	1,500	142
WOMEN 18-24	700	152
WOMEN 25-34	800	149
WOMEN 25-49	1,600	144
WOMEN 35-44	600	143
WOMEN 45-49	200	146
WOMEN 50-54	400	112
WOMEN 55-64	300	127
WOMEN 65+	400	105
TEENS 12-17	1,500	137

YUMA-EL CENTRO

TV DMA RANK 171

ALL	POPULATION	RANK
PERSONS 12+	268,200	162
MEN 18+	119,300	161
MEN 12-24	37,500	152
MEN 18-24	20,200	154
MEN 25-34	22,700	154
MEN 25-49	55,900	159
MEN 35-44	22,900	158
MEN 45-49	10,300	166
MEN 50-54	8,600	173
MEN 55-64	12,500	177
MEN 65+	22,100	154
WOMEN 18+	115,000	164
WOMEN 12-24	32,900	154
WOMEN 18-24	16,300	162
WOMEN 25-34	19,100	162
WOMEN 25-49	50,900	163
WOMEN 35-44	21,400	161
WOMEN 45-49	10,400	165
WOMEN 50-54	9,000	172
WOMEN 55-64	14,200	171
WOMEN 65+	24,600	163
TEENS 12-17	33,900	148

BLACK	POPULATION	RANK
PERSONS 12+	7,000	163
MEN 18+	5,000	155
MEN 12-24	1,500	162
MEN 18-24	1,200	152
MEN 25-34	1,600	144
MEN 25-49	3,100	149
MEN 35-44	1,200	147
MEN 45-49	300	159
MEN 50-54	200	157
MEN 55-64	200	164
MEN 65+	300	152
WOMEN 18+	1,500	171
WOMEN 12-24	400	179
WOMEN 18-24	200	179
WOMEN 25-34	200	180
WOMEN 25-49	700	171
WOMEN 35-44	300	168
WOMEN 45-49	200	153
WOMEN 50-54	100	167
WOMEN 55-64	200	159
WOMEN 65+	300	153
TEENS 12-17	500	173

HISPANIC	POPULATION	RANK
PERSONS 12+	164,400	35
MEN 18+	67,900	38
MEN 12-24	27,700	39
MEN 18-24	14,200	45
MEN 25-34	15,800	40
MEN 25-49	37,000	37
MEN 35-44	14,900	34
MEN 45-49	6,300	31
MEN 50-54	4,400	35
MEN 55-64	5,600	34
MEN 65+	6,700	25
WOMEN 18+	69,600	35
WOMEN 12-24	26,400	34
WOMEN 18-24	13,000	38
WOMEN 25-34	14,600	37
WOMEN 25-49	36,700	35
WOMEN 35-44	15,400	33
WOMEN 45-49	6,700	32
WOMEN 50-54	5,300	32
WOMEN 55-64	6,500	32
WOMEN 65+	8,100	27
TEENS 12-17	26,900	34

ZANESVILLE

TV DMA RANK 202

ALL	POPULATION	RANK
PERSONS 12+	71,700	202
MEN 18+	30,100	203
MEN 12-24	8,200	204
MEN 18-24	4,400	203
MEN 25-34	4,800	204
MEN 25-49	13,700	204
MEN 35-44	5,800	203
MEN 45-49	3,100	203
MEN 50-54	2,800	205
MEN 55-64	4,200	203
MEN 65+	5,000	203
WOMEN 18+	34,100	202
WOMEN 12-24	8,200	204
WOMEN 18-24	4,500	202
WOMEN 25-34	5,100	204
WOMEN 25-49	14,400	203
WOMEN 35-44	6,100	203
WOMEN 45-49	3,200	203
WOMEN 50-54	3,000	202
WOMEN 55-64	4,600	203
WOMEN 65+	7,600	202
TEENS 12-17	7,500	204

BLACK	POPULATION	RANK
PERSONS 12+	3,300	181
MEN 18+	1,400	185
MEN 12-24	400	189
MEN 18-24	200	190
MEN 25-34	300	185
MEN 25-49	700	185
MEN 35-44	300	182
MEN 45-49	100	178
MEN 50-54	200	157
MEN 55-64	200	164
MEN 65+	100	173
WOMEN 18+	1,400	172
WOMEN 12-24	500	176
WOMEN 18-24	200	179
WOMEN 25-34	200	180
WOMEN 25-49	600	174
WOMEN 35-44	300	168
WOMEN 45-49	100	165
WOMEN 50-54	100	167
WOMEN 55-64	200	159
WOMEN 65+	300	153
TEENS 12-17	500	173

HISPANIC	POPULATION	RANK
PERSONS 12+	200	209
MEN 18+	100	209
MEN 12-24		209
MEN 18-24		208
MEN 25-34		206
MEN 25-49	100	206
MEN 35-44	100	193
MEN 45-49		191
MEN 50-54		183
MEN 55-64		194
MEN 65+		199
WOMEN 18+	100	207
WOMEN 12-24		208
WOMEN 18-24		204
WOMEN 25-34		203
WOMEN 25-49	100	205
WOMEN 35-44		207
WOMEN 45-49	100	163
WOMEN 50-54		181
WOMEN 55-64		188
WOMEN 65+		174
TEENS 12-17		208

DMA MARKET POPULATION ESTIMATES

TOTAL UNITED STATES DMAs

ALL	POPULATION	BLACK	POPULATION	HISPANIC	POPULATION
PERSONS 12+	247,040,700	PERSONS 12+	29,823,100	PERSONS 12+	32,372,500
MEN 18+	107,638,200	MEN 18+	12,055,700	MEN 18+	14,300,300
MEN 12-24	27,956,500	MEN 12-24	3,935,200	MEN 12-24	5,767,900
MEN 18-24	15,126,100	MEN 18-24	2,004,800	MEN 18-24	3,306,400
MEN 25-34	19,864,200	MEN 25-34	2,524,400	MEN 25-34	3,855,200
MEN 35-44	21,999,800	MEN 35-44	2,708,000	MEN 35-44	2,994,900
MEN 45-49	10,927,600	MEN 45-49	1,225,700	MEN 45-49	1,145,900
MEN 50-54	9,784,800	MEN 50-54	977,700	MEN 50-54	893,600
MEN 55-64	14,388,300	MEN 55-64	1,398,800	MEN 55-64	1,174,400
MEN 65+	15,547,400	MEN 65+	1,216,300	MEN 65+	929,900
WOMEN 18+	114,396,100	WOMEN 18+	13,960,100	WOMEN 18+	13,402,500
WOMEN 12-24	26,407,400	WOMEN 12-24	3,915,900	WOMEN 12-24	4,880,800
WOMEN 18-24	14,231,400	WOMEN 18-24	2,039,000	WOMEN 18-24	2,672,600
WOMEN 25-34	19,293,500	WOMEN 25-34	2,753,900	WOMEN 25-34	3,323,200
WOMEN 35-44	22,113,200	WOMEN 35-44	3,005,800	WOMEN 35-44	2,797,700
WOMEN 45-49	11,254,300	WOMEN 45-49	1,397,800	WOMEN 45-49	1,139,600
WOMEN 50-54	10,230,100	WOMEN 50-54	1,145,500	WOMEN 50-54	939,100
WOMEN 55-64	15,519,200	WOMEN 55-64	1,703,600	WOMEN 55-64	1,311,200
WOMEN 65+	21,754,400	WOMEN 65+	1,914,500	WOMEN 65+	1,219,100
TEENS 12-17	25,006,400	TEENS 12-17	3,807,300	TEENS 12-17	4,669,700

Notations

Notations

Notations

2004-2005 Radio Survey Schedule

WINTER SURVEY

January 8 - March 31, 2004

JANUARY										
							1	2	3	
4	5	6	7	8	9	10				
11	12	13	14	15	16	17				
18	19	20	21	22	23	24				
25	26	27	28	29	30	31				
FEBRUARY										
1	2	3	4	5	6	7				
8	9	10	11	12	13	14				
15	16	17	18	19	20	21				
22	23	24	25	26	27	28				
29										
MARCH										
	1	2	3	4	5	6				
7	8	9	10	11	12	13				
14	15	16	17	18	19	20				
21	22	23	24	25	26	27				
28	29	30	31							

SPRING SURVEY

April 1 - June 23, 2004

APRIL										
							1	2	3	
4	5	6	7	8	9	10				
11	12	13	14	15	16	17				
18	19	20	21	22	23	24				
25	26	27	28	29	30					
MAY										
							1			
2	3	4	5	6	7	8				
9	10	11	12	13	14	15				
16	17	18	19	20	21	22				
23	24	25	26	27	28	29				
30	31									
JUNE										
		1	2	3	4	5				
6	7	8	9	10	11	12				
13	14	15	16	17	18	19				
20	21	22	23	24	25	26				
27	28	29	30							

SUMMER SURVEY

July 1 - September 22, 2004

JULY										
							1	2	3	
4	5	6	7	8	9	10				
11	12	13	14	15	16	17				
18	19	20	21	22	23	24				
25	26	27	28	29	30	31				
AUGUST										
1	2	3	4	5	6	7				
8	9	10	11	12	13	14				
15	16	17	18	19	20	21				
22	23	24	25	26	27	28				
29	30	31								
SEPTEMBER										
			1	2	3	4				
5	6	7	8	9	10	11				
12	13	14	15	16	17	18				
19	20	21	22	23	24	25				
26	27	28	29	30						

FALL SURVEY

September 23 - December 15, 2004

SEPTEMBER												
								1	2	3	4	
5	6	7	8	9	10	11						
12	13	14	15	16	17	18						
19	20	21	22	23	24	25						
26	27	28	29	30								
OCTOBER												
									1	2		
3	4	5	6	7	8	9						
10	11	12	13	14	15	16						
17	18	19	20	21	22	23						
24	25	26	27	28	29	30						
31												
NOVEMBER												
		1	2	3	4	5	6					
7	8	9	10	11	12	13						
14	15	16	17	18	19	20						
21	22	23	24	25	26	27						
28	29	30										
DECEMBER												
				1	2	3	4					
5	6	7	8	9	10	11						
12	13	14	15	16	17	18						
19	20	21	22	23	24	25						
26	27	28	29	30	31							

WINTER SURVEY

January 6 - March 30, 2005

JANUARY											
										1	
2	3	4	5	6	7	8					
9	10	11	12	13	14	15					
16	17	18	19	20	21	22					
23	24	25	26	27	28	29					
30	31										
FEBRUARY											
							1	2	3	4	5
6	7	8	9	10	11	12					
13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28										
MARCH											
							1	2	3	4	5
6	7	8	9	10	11	12					
13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28	29	30	31							

SPRING SURVEY

March 31 - June 22, 2005

MARCH													
			1	2	3	4	5						
6	7	8	9	10	11	12							
13	14	15	16	17	18	19							
20	21	22	23	24	25	26							
27	28	29	30	31									
APRIL													
							1	2					
3	4	5	6	7	8	9							
10	11	12	13	14	15	16							
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							
MAY													
							1	2	3	4	5	6	7
8	9	10	11	12	13	14							
15	16	17	18	19	20	21							
22	23	24	25	26	27	28							
29	30	31											
JUNE													
			1	2	3	4							
5	6	7	8	9	10	11							
12	13	14	15	16	17	18							
19	20	21	22	23	24	25							
26	27	28	29	30									

SUMMER SURVEY

June 30 - September 21, 2005

JUNE												
							1	2	3	4		
5	6	7	8	9	10	11						
12	13	14	15	16	17	18						
19	20	21	22	23	24	25						
26	27	28	29	30								
JULY												
							1	2				
3	4	5	6	7	8	9						
10	11	12	13	14	15	16						
17	18	19	20	21	22	23						
24	25	26	27	28	29	30						
31												
AUGUST												
							1	2	3	4	5	6
7	8	9	10	11	12	13						
14	15	16	17	18	19	20						
21	22	23	24	25	26	27						
28	29	30	31									
SEPTEMBER												
							1	2	3			
4	5	6	7	8	9	10						
11	12	13	14	15	16	17						
18	19	20	21	22	23	24						
25	26	27	28	29	30							

FALL SURVEY

September 22 - December 14, 2005

SEPTEMBER												
								1	2	3		
4	5	6	7	8	9	10						
11	12	13	14	15	16	17						
18	19	20	21	22	23	24						
25	26	27	28	29	30							
OCTOBER												
											1	
2	3	4	5	6	7	8						
9	10	11	12	13	14	15						
16	17	18	19	20	21	22						
23	24	25	26	27	28	29						
30	31											
NOVEMBER												
							1	2	3	4	5	
6	7	8	9	10	11	12						
13	14	15	16	17	18	19						
20	21	22	23	24	25	26						
27	28	29	30									
DECEMBER												
								1	2	3		
4	5	6	7	8	9	10						
11	12	13	14	15	16	17						
18	19	20	21	22	23	24						
25	26	27	28	29	30	31						

NOTE/The survey dates are subject to change.



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