

# METROS WITH ETHNIC REPORTS

## PPM Markets

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

### BLACK

Market Code	PPM Black SDS Market	Freq
917	Atlanta	13
909	Baltimore	13
924	Charlotte-Gastonia-Rock Hill	13
903	Chicago	13
911	Cleveland	13
914	Columbus, OH	13
912	Dallas-Ft. Worth	13
906	Detroit	13
932	Greensboro-Winston-Salem-High Pt	13
913	Houston-Galveston	13
919	Indianapolis	13
927	Jacksonville	13
902	Los Angeles	13
925	Memphis	13
916	Miami-Ft. Lauderdale-Hollywood	13
921	Nashville	13
901	New York	13
929	Norfolk-Virginia Beach-Newport News	13
940	Orlando	13
904	Philadelphia	13
905	San Francisco	13
930	Raleigh-Durham	13
907	St. Louis	13
908	Washington, DC	13
950	West Palm Beach-Boca Raton	13

### HISPANIC

Market Code	PPM Hispanic SDS Market	Freq
737	Atlanta	13
835	Austin	13
738	Boston	13
784	Denver-Boulder	13
852	Chicago	13
831	Las Vegas	13
928	Middlesex-Somerset-Union	13
750	Nassau-Suffolk (Long Island)	13
846	Dallas-Ft. Worth	13
848	Houston-Galveston	13
842	Los Angeles	13
827	Miami-Ft. Lauderdale-Hollywood	13
864	Phoenix	13
819	New York	13
809	Riverside-San Bernardino	13
878	Sacramento	13
845	Orlando	13
814	San Antonio	13
859	San Diego	13
860	San Francisco	13
879	San Jose	13
742	Tampa-St. Petersburg-Clearwater	13
745	Washington, DC	13
960	West Palm Beach-Boca Raton	13

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

\* = New Hispanic SDS for Fall 2018 or Reporting Frequency Change

\*\* = New Hispanic SDS for Spring 2019

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**DIARY Markets**

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

**Twenty-nine Continuously Measured Diary markets have an Ethnic SDS produced bi-annually, based on the combination of two surveys: Winter and Spring or Summer and Fall.**

**BLACK**

Market Code	Black SDS Market	Freq
931	Baton Rouge	2
923	Birmingham	2
935	Buffalo-Niagara Falls*	2
933	Charleston, SC	2
944	Columbia, SC	2
918	Dayton	2
945	Greenville-New Bern-Jacksonville	2
937	Greenville-Spartanburg*	2
946	Huntsville*	2
938	Jackson, MS	2
947	Little Rock**	2
920	Louisville	2
948	Mobile	2
922	New Orleans	2
956	Oklahoma City*	2
926	Richmond	2
958	Rochester, NY*	2
951	Shreveport	2
943	Toledo*	2

**HISPANIC**

Market Code	Hispanic SDS Market	Freq
781	Albuquerque	2
984	Allentown-Bethlehem*	2
783	Bakersfield	2
850	El Paso	2
861	Fresno	2
986	Ft. Myers-Naples*	2
862	Monterey-Salinas-Santa Cruz	2
968	Oklahoma City*	2
989	Springfield, MA*	2
865	Tucson	2

*continued...*

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

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Twelve Diary markets measured bi-annually have a Black SDS produced, based on the combination of two surveys: Fall and Spring or Spring and Fall.

Eighteen Diary markets measured bi-annually will have a Hispanic SDS produced, based on the combination of two surveys: Fall and Spring or Spring and Fall.

**BLACK**

Market Code	Black SDS Market	Freq
963	Albany, GA	2
952	Augusta, GA	2
976	Biloxi-Gulfport-Pascagoula	2
961	Columbus, GA	2
954	Fayetteville, NC	2
962	Flint	2
977	Hudson Valley	2
955	Lafayette, LA	2
957	Macon	2
953	Montgomery	2
959	Savannah	2
979	Wilmington, DE	2

**HISPANIC**

Market Code	Hispanic SDS Market	Freq
747	Corpus Christi	2
978	Hudson Valley	2
749	Laredo, TX	2
740	Las Cruces-Deming, NM**	2
980	Lubbock*	2
849	McAllen-Brownsville-Harlingen	2
966	Modesto	2
971	Odessa-Midland, TX	2
775	Oxnard-Ventura	2
965	Palm Springs	2
973	Pueblo	2
981	Reno*	2
982	Santa Barbara, CA*	2
972	Santa Maria-Lompoc, CA	2
964	Stockton	2
967	Victor Valley	2
773	Visalia-Tulare-Hanford	2
983	Yakima, WA*	2

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

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\*\* = New Hispanic SDS for Spring 2019

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Two Continuously Measured Diary markets will continue to have a Black SDS produced annually, based on the combination of three surveys: Fall, Winter and Spring.

Four Continuously Measured Diary market will continue to have a Hispanic SDS produced annually, based on the combination of three surveys: Fall, Winter and Spring.

**BLACK**

Market Code	Black SDS Market	FREQ
974	Akron	1
936	Chattanooga	1

**HISPANIC**

Market Code	Hispanic SDS Market	FREQ
985	Colorado Springs**	1
987	New Orleans**	1
988	Omaha-Council Bluffs**	1
990	Wichita**	1

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