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Monday, December 1st, 2008

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ARBITRON RADIO MARKET RANKINGS: FALL 2008

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Download a [printer-friendly PDF](#) that includes the Market Rankings

Rank	Type	DST	Qual Type	Market Name	Metro 12+ Population
1	PPM	BH	S	New York, NY	15,393,700
2	PPM	BH	S	Los Angeles, CA	10,877,600
3	PPM	BH	S	Chicago, IL	7,813,900
4	PPM	BH	S	San Francisco, CA	6,013,700
5	PPM	BH	S	Dallas-Ft. Worth, TX	5,120,100
6	PPM	BH	S/PPM	Houston-Galveston, TX	4,759,600
7	PPM	BH	S	Atlanta, GA	4,378,000
8	PPM	BH	S/PPM	Philadelphia, PA	4,352,800
9	PPM	BH	S	Washington, DC	4,238,100
10	CM	BH	S	Boston, MA	3,912,000
11	PPM	B	S	Detroit, MI	3,866,900
12	CM	BH	S	Miami-Ft. Lauderdale-Hollywood, FL	3,559,700
13	CM	BH	S	Seattle-Tacoma, WA	3,353,200
14	CM		QD	Puerto Rico	3,327,100
15	CM	H	S	Phoenix, AZ	3,249,200
16	CM	B	S	Minneapolis-St. Paul, MN	2,697,500
17	CM	BH	S	San Diego, CA	2,536,000
18	CM	BH	S	Tampa-St. Petersburg-Clearwater, FL	2,387,300
19	PPM	BH	*	Nassau-Suffolk (Long Island), NY	2,325,200
20	CM	B	S	St. Louis, MO	2,299,000
21	CM	BH	S	Denver-Boulder, CO	2,298,100
22	CM	B	S	Baltimore, MD	2,271,500
23	CM	H	S	Portland, OR	2,078,300
24	CM	B	S	Pittsburgh, PA	1,975,700
25	CM	BH	S	Charlotte-Gastonia-Rock Hill, NC-SC	1,962,300
26	PPM	BH	*	Riverside-San Bernardino, CA	1,854,600
27	CM	BH	S	Sacramento, CA	1,824,400

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

Market Type

CM	- Continuous Measurement markets
C	- Condensed markets
PPM	- PPM surveyed markets
S	- Standard markets

Qualitative Type

S	- Scarborough
QD	- Qualitative Diary
RD	- RetailDirect
*	- Extracted from the DMA® geography of a Scarborough report.
NA	- Currently, there is no qualitative service available specifically for this Metro as it is part of a larger Scarborough Metro, DMA or TSA.
SM	- Mid-Tier Scarborough


DST

B	- Black markets
H	- Hispanic markets
BH	- Black and Hispanic markets

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