



Nielsen Radio Markets with Diary In-tab

Spring 2024

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Metro Persons 12+ ranks are determined from population estimates based upon Census 2020 data and projected to January 1, 2024 by Claritas. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2024 Nielsen Audio market definitions.

Nielsen Radio Markets with Diary In-tab targets

- Sorted by market name

Spring 2024 P12+ RANK	Market	Metro Target
97	Akron	1,760
224	Albany, GA	590
67	Albany-Schenectady-Troy	2,030
71	Albuquerque	1,700
74	Allentown-Bethlehem	1,790
164	Amarillo, TX	800
177	Anchorage	860
150	Ann Arbor, MI	530
138	Appleton-Oshkosh	800
153	Asheville	1,070
149	Atlantic City-Cape May	1,260
108	Augusta, GA	1,190
232	Augusta-Waterville, ME	610
81	Bakersfield	1,420
209	Bangor	850
78	Baton Rouge	1,590
146	Beaumont-Port Arthur, TX	620
140	Biloxi-Gulfport-Pascagoula	1,220
193	Binghamton	770
61	Birmingham	2,060
231	Bismarck, ND	570
220	Bloomington	860
84	Boise	970
165	Bowling Green, KY	560

Spring 2024 P12+ RANK	Market	Metro Target
239	Brunswick, GA	610
185	Bryan-College Station, TX	500
59	Buffalo-Niagara Falls	2,420
145	Burlington-Plattsburgh	860
141	Canton	1,600
180	Cape Cod, MA	980
200	Cedar Rapids	890
77	Charleston, SC	1,530
197	Charleston, WV	630
95	Chattanooga	1,500
241	Cheyenne, WY	560
206	Chico, CA	560
89	Colorado Springs	1,360
215	Columbia, MO	620
90	Columbia, SC	1,450
185	Columbus, GA	900
168	Concord (Lakes Region)	940
117	Corpus Christi	1,050
195	Danbury, CT	800
65	Dayton	2,110
87	Daytona Beach	1,190
70	Des Moines	1,520
190	Dothan, AL	590
203	Duluth-Superior	1,030

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Spring 2024 P12+ RANK	Market	Metro Target
219	Eau Claire, WI	690
76	El Paso	1,590
183	Erie	680
144	Eugene-Springfield	1,100
163	Evansville	980
189	Fargo-Moorhead	860
109	Fayetteville (North West Arkansas)	830
131	Fayetteville, NC	1,100
143	Flint	1,260
210	Florence, SC	550
171	Frederick, MD	550
133	Fredericksburg	1,100
66	Fresno	1,670
104	Ft. Collins-Greeley, CO	870
54	Ft. Myers-Naples	1,540
94	Ft. Pierce-Stuart-Vero Beach	1,050
158	Ft. Smith, AR	870
167	Ft. Walton Beach-Destin, FL	800
113	Ft. Wayne	1,210
83	Gainesville-Ocala	1,230
243	Grand Forks, ND-MN	520
228	Grand Island-Kearney-Hastings, NE	570
69	Grand Rapids	1,740
182	Green Bay	800

Spring 2024 P12+ RANK	Market	Metro Target
57	Greenville-Spartanburg	1,910
162	Hagerstown-Chambersburg-Waynesboro, MD-PA	620
85	Harrisburg-Lebanon-Carlisle	1,650
229	Harrisonburg, VA	520
64	Honolulu	1,960
240	Hot Springs, AR	670
41	Hudson Valley	2,180
169	Huntington-Ashland	1,050
102	Huntsville	1,360
125	Jackson, MS	1,360
242	Jackson, TN	560
112	Johnson City-Kingsport-Bristol	1,570
217	Joplin, MO	530
188	Kalamazoo	960
128	Killeen-Temple, TX	620
72	Knoxville	1,690
211	La Crosse, WI	560
115	Lafayette, LA	1,190
80	Lakeland-Winter Haven	1,140
116	Lancaster	1,140
127	Lansing-East Lansing	1,540
190	Laredo, TX	540
204	Las Cruces-Deming, NM	570
205	Laurel-Hattiesburg, MS	520

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Spring 2024 P12+ RANK	Market	Metro Target
212	Lebanon-Hanover-White River Junction, NH-VT	690
106	Lexington-Fayette	1,180
178	Lima-Van Wert, OH	640
159	Lincoln	860
93	Little Rock	1,550
58	Louisville	2,250
160	Lubbock	860
129	Macon	1,160
91	Madison	1,530
192	Manchester	860
56	McAllen-Brownsville-Harlingen	1,640
99	Melbourne-Titusville-Cocoa	1,140
73	Metro Fairfield County	1,300
100	Mobile	1,470
118	Modesto	730
53	Monmouth-Ocean	2,200
222	Monroe, LA	550
98	Monterey-Salinas-Santa Cruz	1,650
152	Montgomery	1,100
233	Montpelier-Barre-St. Johnsbury	650
175	Morgantown-Clarksburg-Fairmont, WV	1,050
122	Morristown, NJ	620
214	Muncie-Marion, IN	610
218	Muskegon, MI	760

Spring 2024 P12+ RANK	Market	Metro Target
126	Myrtle Beach, SC	800
123	New Haven	1,210
179	New London, CT	620
50	New Orleans	2,810
142	Newburgh-Middletown, NY	560
161	Odessa-Midland, TX	575
49	Oklahoma City	2,360
75	Omaha-Council Bluffs	1,670
124	Oxnard-Ventura	1,120
136	Palm Springs	1,220
213	Panama City, FL	580
227	Parkersburg-Marietta, WV-OH	570
119	Pensacola	1,100
156	Peoria	1,080
92	Portland, ME	1,270
120	Portsmouth-Dover-Rochester	1,110
166	Poughkeepsie, NY	800
221	Pueblo	860
17	Puerto Rico	2,400
154	Quad Cities (Davenport-Rock Island-Moline)	1,120
134	Reading, PA	590
216	Redding, CA	620
96	Reno	1,170
51	Richmond	1,980

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121	Roanoke-Lynchburg	1,190
207	Rochester, MN	560
60	Rochester, NY	2,200
157	Rockford	1,100
151	Saginaw-Bay City-Midland, MI	750
198	Salina-Manhattan, KS	660
130	Salisbury-Ocean City	900
236	San Angelo, TX	570
172	San Luis Obispo, CA	620
202	Santa Barbara, CA	820
196	Santa Maria-Lompoc, CA	580
68	Sarasota-Bradenton	1,240
137	Savannah	900
235	Sheboygan, WI	560
148	Shreveport	940
234	Sioux City, IA	570
170	Sioux Falls, SD	650
181	South Bend, IN	560
88	Spokane	1,420
103	Springfield, MA	1,670
132	Springfield, MO	680
184	St. Cloud, MN	560
82	Stockton	860
225	Sussex, NJ	540

Spring 2024 P12+ RANK	Market	Metro Target
101	Syracuse	1,740
155	Tallahassee	800
208	Terre Haute	610
107	Toledo	1,910
198	Topeka	860
176	Traverse City-Petoskey, MI	700
147	Trenton	870
62	Tucson	1,760
63	Tulsa	1,910
194	Tuscaloosa, AL	720
139	Tyler-Longview	1,220
173	Utica-Rome	1,030
226	Valdosta, GA	660
114	Victor Valley	1,110
187	Waco, TX	580
223	Waterloo-Cedar Falls, IA	540
237	Watertown, NY	520
174	Wausau-Stevens Point, WI (Central WI)	620
230	Wheeling	640
105	Wichita	1,480
79	Wilkes Barre-Scranton	1,270
238	Williamsport, PA	580
86	Wilmington, DE	1,330
200	Winchester, VA	510

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Spring 2024 P12+ RANK	Market	Metro Target
111	Worcester	1,150
110	York	1,380
135	Youngstown-Warren	1,320

Nielsen Radio Markets with Diary In-tab targets

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Spring 2024 P12+ RANK	Market	Metro Target
17	Puerto Rico	2,400
41	Hudson Valley	2,180
49	Oklahoma City	2,360
50	New Orleans	2,810
51	Richmond	1,980
53	Monmouth-Ocean	2,200
54	Ft. Myers-Naples	1,540
56	McAllen-Brownsville-Harlingen	1,640
57	Greenville-Spartanburg	1,910
58	Louisville	2,250
59	Buffalo-Niagara Falls	2,420
60	Rochester, NY	2,200
61	Birmingham	2,060
62	Tucson	1,760
63	Tulsa	1,910
64	Honolulu	1,960
65	Dayton	2,110
66	Fresno	1,670
67	Albany-Schenectady-Troy	2,030
68	Sarasota-Bradenton	1,240
69	Grand Rapids	1,740
70	Des Moines	1,520
71	Albuquerque	1,700
72	Knoxville	1,690

Spring 2024 P12+ RANK	Market	Metro Target
73	Metro Fairfield County	1,300
74	Allentown-Bethlehem	1,790
75	Omaha-Council Bluffs	1,670
76	El Paso	1,590
77	Charleston, SC	1,530
78	Baton Rouge	1,590
79	Wilkes Barre-Scranton	1,270
80	Lakeland-Winter Haven	1,140
81	Bakersfield	1,420
82	Stockton	860
83	Gainesville-Ocala	1,230
84	Boise	970
85	Harrisburg-Lebanon-Carlisle	1,650
86	Wilmington, DE	1,330
87	Daytona Beach	1,190
88	Spokane	1,420
89	Colorado Springs	1,360
90	Columbia, SC	1,450
91	Madison	1,530
92	Portland, ME	1,270
93	Little Rock	1,550
94	Ft. Pierce-Stuart-Vero Beach	1,050
95	Chattanooga	1,500
96	Reno	1,170

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Spring 2024 P12+ RANK	Market	Metro Target
97	Akron	1,760
98	Monterey-Salinas-Santa Cruz	1,650
99	Melbourne-Titusville-Cocoa	1,140
100	Mobile	1,470
101	Syracuse	1,740
102	Huntsville	1,360
103	Springfield, MA	1,670
104	Ft. Collins-Greeley, CO	870
105	Wichita	1,480
106	Lexington-Fayette	1,180
107	Toledo	1,910
108	Augusta, GA	1,190
109	Fayetteville (North West Arkansas)	830
110	York	1,380
111	Worcester	1,150
112	Johnson City-Kingsport-Bristol	1,570
113	Ft. Wayne	1,210
114	Victor Valley	1,110
115	Lafayette, LA	1,190
116	Lancaster	1,140
117	Corpus Christi	1,050
118	Modesto	730
119	Pensacola	1,100
120	Portsmouth-Dover-Rochester	1,110

Spring 2024 P12+ RANK	Market	Metro Target
121	Roanoke-Lynchburg	1,190
122	Morristown, NJ	620
123	New Haven	1,210
124	Oxnard-Ventura	1,120
125	Jackson, MS	1,360
126	Myrtle Beach, SC	800
127	Lansing-East Lansing	1,540
128	Killeen-Temple, TX	620
129	Macon	1,160
130	Salisbury-Ocean City	900
131	Fayetteville, NC	1,100
132	Springfield, MO	680
133	Fredericksburg	1,100
134	Reading, PA	590
135	Youngstown-Warren	1,320
136	Palm Springs	1,220
137	Savannah	900
138	Appleton-Oshkosh	800
139	Tyler-Longview	1,220
140	Biloxi-Gulfport-Pascagoula	1,220
141	Canton	1,600
142	Newburgh-Middletown, NY	560
143	Flint	1,260
144	Eugene-Springfield	1,100

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Spring 2024 P12+ RANK	Market	Metro Target
145	Burlington-Plattsburgh	860
146	Beaumont-Port Arthur, TX	620
147	Trenton	870
148	Shreveport	940
149	Atlantic City-Cape May	1,260
150	Ann Arbor, MI	530
151	Saginaw-Bay City-Midland, MI	750
152	Montgomery	1,100
153	Asheville	1,070
154	Quad Cities (Davenport-Rock Island-Moline)	1,120
155	Tallahassee	800
156	Peoria	1,080
157	Rockford	1,100
158	Ft. Smith, AR	870
159	Lincoln	860
160	Lubbock	860
161	Odessa-Midland, TX	575
162	Hagerstown-Chambersburg-Waynesboro, MD-PA	620
163	Evansville	980
164	Amarillo, TX	800
165	Bowling Green, KY	560
166	Poughkeepsie, NY	800
167	Ft. Walton Beach-Destin, FL	800
168	Concord (Lakes Region)	940

Spring 2024 P12+ RANK	Market	Metro Target
169	Huntington-Ashland	1,050
170	Sioux Falls, SD	650
171	Frederick, MD	550
172	San Luis Obispo, CA	620
173	Utica-Rome	1,030
174	Wausau-Stevens Point, WI (Central WI)	620
175	Morgantown-Clarksburg-Fairmont, WV	1,050
176	Traverse City-Petoskey, MI	700
177	Anchorage	860
178	Lima-Van Wert, OH	640
179	New London, CT	620
180	Cape Cod, MA	980
181	South Bend, IN	560
182	Green Bay	800
183	Erie	680
184	St. Cloud, MN	560
185	Columbus, GA	900
185	Bryan-College Station, TX	500
187	Waco, TX	580
188	Kalamazoo	960
189	Fargo-Moorhead	860
190	Dothan, AL	590
190	Laredo, TX	540
192	Manchester	860

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Spring 2024 P12+ RANK	Market	Metro Target
193	Binghamton	770
194	Tuscaloosa, AL	720
195	Danbury, CT	800
196	Santa Maria-Lompoc, CA	580
197	Charleston, WV	630
198	Topeka	860
198	Salina-Manhattan, KS	660
200	Cedar Rapids	890
200	Winchester, VA	510
202	Santa Barbara, CA	820
203	Duluth-Superior	1,030
204	Las Cruces-Deming, NM	570
205	Laurel-Hattiesburg, MS	520
206	Chico, CA	560
207	Rochester, MN	560
208	Terre Haute	610
209	Bangor	850
210	Florence, SC	550
211	La Crosse, WI	560
212	Lebanon-Hanover-White River Junction, NH-VT	690
213	Panama City, FL	580
214	Muncie-Marion, IN	610
215	Columbia, MO	620
216	Redding, CA	620

Spring 2024 P12+ RANK	Market	Metro Target
217	Joplin, MO	530
218	Muskegon, MI	760
219	Eau Claire, WI	690
220	Bloomington	860
221	Pueblo	860
222	Monroe, LA	550
223	Waterloo-Cedar Falls, IA	540
224	Albany, GA	590
225	Sussex, NJ	540
226	Valdosta, GA	660
227	Parkersburg-Marietta, WV-OH	570
228	Grand Island-Kearney-Hastings, NE	570
229	Harrisonburg, VA	520
230	Wheeling	640
231	Bismarck, ND	570
232	Augusta-Waterville, ME	610
233	Montpelier-Barre-St. Johnsbury	650
234	Sioux City, IA	570
235	Sheboygan, WI	560
236	San Angelo, TX	570
237	Watertown, NY	520
238	Williamsport, PA	580
239	Brunswick, GA	610
240	Hot Springs, AR	670

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Spring 2024 P12+ RANK	Market	Metro Target
241	Cheyenne, WY	560
242	Jackson, TN	560
243	Grand Forks, ND-MN	520

About Nielsen

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