

# RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION

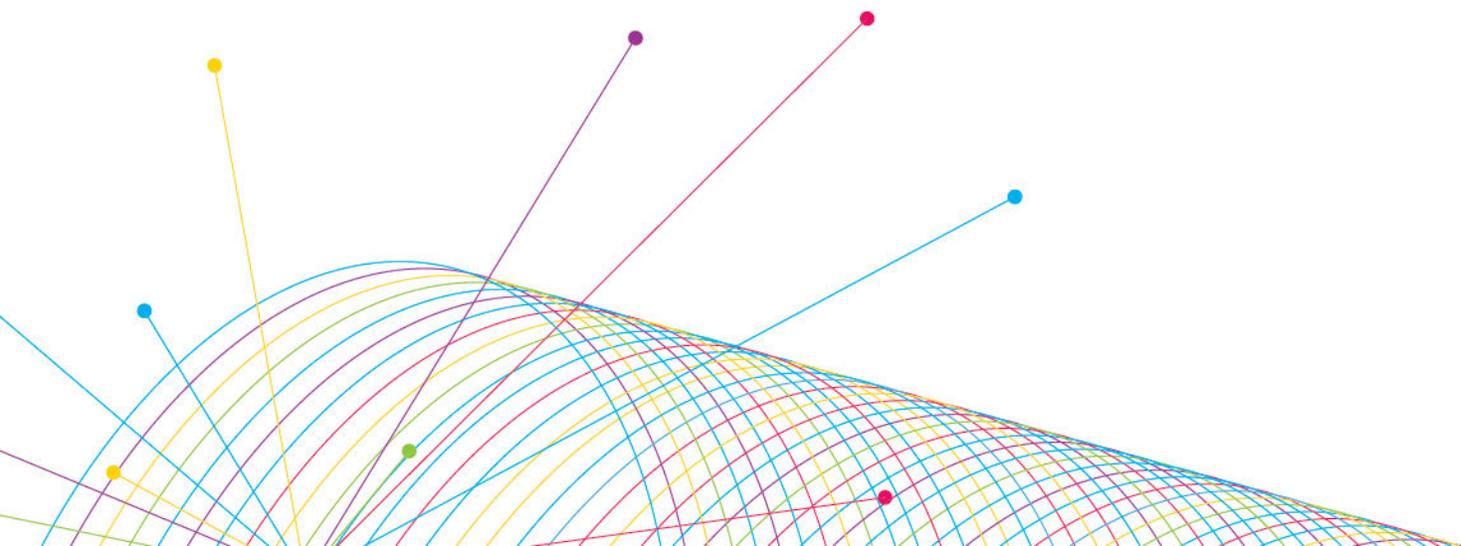
FALL 2015

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These population estimates are based upon Census 2010 counts updated and projected to January 1, 2016, by Nielsen Demographics. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Fall 2015 Nielsen Audio market definitions.

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RPS-14-09903



## MARKET SURVEY RANKINGS, FREQUENCY, TYPE AND POPULATION

### BY RANKING

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
001	1	PPM	13	New York	BH	16,278,300	3,913,200	2,757,700
003	2	PPM	13	Los Angeles	BH	11,419,500	4,869,400	821,200
005	3	PPM	13	Chicago	BH	7,974,700	1,607,600	1,352,000
009	4	PPM	13	San Francisco	BH	6,601,300	1,461,300	448,400
024	5	PPM	13	Dallas-Ft. Worth	BH	5,794,200	1,512,600	927,900
033	6	PPM	13	Houston-Galveston	BH	5,546,400	1,878,200	962,500
015	7	PPM	13	Washington, DC	BH	4,850,900	726,700	1,295,000
047	8	PPM	13	Atlanta	BH	4,646,400	454,700	1,562,900
007	9	PPM	13	Philadelphia	BH	4,572,200	376,600	938,300
013	10	PPM	13	Boston	BH	4,238,000	428,500	319,200
429	11	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	3,968,900	2,020,900	819,700
011	12	PPM	13	Detroit	B	3,807,600	145,400	838,300
039	13	PPM	13	Seattle-Tacoma	BH	3,704,200	311,200	237,600
057	14	PPM	13	Phoenix	BH	3,504,100	958,600	200,900
540	15	4S	4	Puerto Rico		3,029,200	*	*
027	16	PPM	13	Minneapolis-St. Paul	BH	2,910,700	145,200	236,100
063	17	PPM	13	San Diego	BH	2,809,900	874,300	153,600
035	18	PPM	13	Denver-Boulder	BH	2,611,000	521,700	144,900
087	19	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,584,300	434,000	302,100
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,477,900	410,500	238,100
021	21	PPM	13	Baltimore	BH	2,399,600	121,800	691,000
017	22	PPM	13	St. Louis	B	2,338,100	63,800	433,900
051	23	PPM	13	Portland, OR	H	2,257,300	264,600	72,300
093	24	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,205,400	186,100	498,100
379	25	PPM	13	Riverside-San Bernardino	BH	2,047,500	1,051,400	180,500
023	26	PPM	13	Pittsburgh, PA	B	2,003,300	31,900	177,200
059	27	PPM	13	San Antonio	BH	1,990,600	1,044,800	143,300
065	28	PPM	13	Sacramento	BH	1,962,600	368,800	154,400
101	29	PPM	13	Salt Lake City-Ogden-Provo	H	1,843,800	254,000	29,200
031	30	PPM	13	Cincinnati	B	1,811,000	48,600	228,300
257	31	PPM	13	Las Vegas	BH	1,785,800	498,000	210,300
019	32	PPM	13	Cleveland	BH	1,775,100	86,200	353,900
131	33	PPM	13	Orlando	BH	1,762,300	528,500	290,500

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041	34	PPM	13	Kansas City	BH	1,704,300	135,300	227,100
135	35	PPM	13	Austin	BH	1,679,000	500,000	128,100
215	36	PPM	13	San Jose	H	1,630,900	405,000	47,300
045	37	PPM	13	Columbus, OH	B	1,622,600	58,100	259,800
049	38	PPM	13	Indianapolis	BH	1,511,400	89,900	243,200
393	39	2S	2	Hudson Valley	BH	1,510,300	310,900	190,600
115	40	PPM	13	Raleigh-Durham	BH	1,507,000	144,200	341,900
043	41	PPM	13	Milwaukee-Racine	BH	1,497,700	139,400	232,200
413	42	PPM	13	Middlesex-Somerset-Union	BH	1,482,700	319,800	201,700
077	43	PPM	13	Providence-Warwick-Pawtucket	H	1,404,300	149,800	75,200
073	44	PPM	13	Nashville	BH	1,402,800	89,300	229,500
109	45	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,401,400	86,700	436,200
166	46	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,262,700	102,400	284,700
053	47	4S	4	New Orleans	BH	1,249,100	98,500	393,000
299	48	PPM	13	West Palm Beach-Boca Raton	BH	1,243,000	248,300	216,300
107	49	PPM	13	Jacksonville	BH	1,234,300	95,000	259,100
083	50	4S	4	Oklahoma City	BH	1,230,400	130,400	133,800
075	51	PPM	13	Memphis	B	1,119,800	54,200	513,300
061	52	PPM	13	Hartford-New Britain-Middletown	BH	1,081,300	153,000	121,900
516	53	2S	2	Monmouth-Ocean	H	1,041,000	95,400	56,800
105	54	4S	4	Richmond	B	1,030,400	57,200	311,300
055	55	4S	4	Louisville	B	1,029,900	41,900	156,700
269	56	2S	2	McAllen-Brownsville-Harlingen	H	1,000,700	891,900	5,900
037	57	4S	4	Buffalo-Niagara Falls	B	989,500	41,500	119,800
079	58	4S	4	Rochester, NY	B	967,100	59,800	105,500
191	59	4S	4	Greenville-Spartanburg	B	941,100	57,000	164,700
515	60	2S	2	Ft. Myers-Naples-Marco Island	H	927,200	183,400	69,700
095	61	4S	4	Birmingham	B	917,300	35,700	271,200
207	62	4S	4	Tucson	H	867,000	290,200	33,500
099	63	4S	4	Honolulu		852,400	74,400	42,900
067	64	4S	4	Dayton	B	837,400	19,600	121,200
069	65	4S	4	Albany-Schenectady-Troy		812,700	40,000	64,100
103	66	4S	4	Tulsa		806,100	65,200	70,800
089	67	4S	4	Fresno	H	791,600	390,400	41,200
127	68	4S	4	Grand Rapids		769,000	66,800	58,600
141	69	4S	4	Albuquerque	H	755,400	347,400	21,400
145	70	4S	4	Allentown-Bethlehem	H	719,900	99,900	38,300

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121	71	4S	4	Knoxville		712,300	25,900	45,400
071	72	4S	4	Des Moines		711,100	38,200	32,400
085	73	4S	4	Omaha-Council Bluffs		694,400	63,500	60,600
175	74	4S	4	Wilkes Barre-Scranton		691,600	55,500	36,900
161	75	4S	4	El Paso	H	690,600	545,600	27,200
373	76	2S	2	Sarasota-Bradenton	H	680,300	71,800	44,400
143	77	4S	4	Bakersfield	H	641,900	329,700	35,300
231	78	4S	4	Charleston, SC	B	636,100	30,300	166,400
139	79	2S	2	Wilmington, DE	B	619,300	47,900	128,900
223	80	4S	4	Baton Rouge	B	615,100	24,700	206,800
081	81	4S	4	Akron	B	610,900	11,100	76,900
119	82	4S	4	Harrisburg-Lebanon-Carlisle		603,400	37,400	52,900
123	83	4S	4	Little Rock	B	595,900	27,600	139,300
283	84	4S	4	Monterey-Salinas-Santa Cruz	H	595,200	264,000	16,000
291	84	2S	2	Stockton	H	595,200	225,900	45,800
183	86	4S	4	Columbia, SC	B	588,600	29,100	196,600
361	87	4S	4	Greenville-New Bern-Jacksonville	B	588,200	44,100	139,600
181	88	4S	4	Chattanooga	B	586,500	23,000	70,700
550	89	2S	2	Gainesville-Ocala	BH	579,700	57,700	85,200
091	90	4S	4	Syracuse		569,900	20,500	47,400
233	91	4S	4	Colorado Springs	H	566,200	84,100	41,800
197	92	2S	2	Portland, ME		553,800	9,700	12,600
311	93	2S	2	Lakeland-Winter Haven	BH	552,200	99,900	81,300
341	94	2S	2	Daytona Beach	BH	549,900	61,000	57,400
117	95	4S	4	Springfield, MA	H	548,300	93,100	38,400
177	96	4S	4	Spokane		548,200	25,200	11,900
229	97	2S	2	Boise	H	535,700	63,000	7,300
133	98	4S	4	Mobile	B	527,900	16,800	138,900
517	99	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	525,700	71,100	68,300
171	100	4S	4	Madison		520,300	26,900	25,300
097	101	4S	4	Toledo	B	517,300	30,300	76,000
125	102	4S	4	Wichita	H	506,200	56,700	43,600
259	103	2S	2	Lexington-Fayette	B	503,600	23,300	53,500
331	104	2S	2	Melbourne-Titusville-Cocoa	B	499,100	44,800	51,100
293	105	2S	2	Visalia-Tulare-Hanford	H	488,400	281,500	14,800
327	106	4S	4	Huntsville	B	485,600	23,800	99,600
253	107	2S	2	Lafayette, LA	B	479,700	16,700	127,200
155	108	2S	2	Corpus Christi	H	476,800	283,500	18,500
305	109	2S	2	Augusta, GA	B	472,700	23,800	164,000

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345	110	4S	4	Johnson City-Kingsport-Bristol		470,600	8,800	13,800
301	111	4S	4	York		468,300	27,700	23,800
590	112	2A	2	Ft. Collins-Greeley, CO	H	460,900	75,400	7,400
419	113	2S	2	Victor Valley	BH	458,900	180,300	49,100
165	114	2S	2	Ft. Wayne		452,900	22,800	39,500
255	115	2S	2	Lancaster		452,500	41,200	18,300
113	116	2S	2	Worcester		446,100	44,300	25,900
277	117	2S	2	Roanoke-Lynchburg	B	445,400	13,400	70,800
343	118	2S	2	Modesto	H	443,500	182,600	13,800
594	119	2S	2	Oxnard-Ventura	H	436,100	227,800	10,400
565	120	2C	2	Morristown, NJ	H	434,200	55,200	15,500
062	121	2S	2	New Haven	BH	430,300	58,100	62,700
275	122	2S	2	Reno	H	427,900	90,700	12,400
247	123	2S	2	Portsmouth-Dover-Rochester		426,100	9,400	4,900
337	124	2S	2	Bridgeport	BH	421,100	75,200	60,600
169	125	4S	4	Jackson, MS	B	414,100	8,500	198,800
317	126	2S	2	Pensacola	B	413,900	21,900	69,800
195	127	2S	2	Lansing-East Lansing	B	409,000	24,900	39,300
503	128	2A	2	Fayetteville (North West Arkansas)	H	406,400	56,900	12,000
359	129	2S	2	Fayetteville, NC	B	383,000	35,900	129,900
129	130	2S	2	Youngstown-Warren	B	378,600	13,000	46,200
265	131	2S	2	Macon	B	369,600	15,600	139,300
592	132	2S	2	Palm Springs	H	354,700	163,100	10,100
273	133	2A	2	Reading, PA	H	353,800	59,800	16,800
082	134	2S	2	Canton		348,700	6,100	27,200
203	134	2S	2	Springfield, MO		348,700	10,300	11,600
163	136	2S	2	Flint	B	347,900	10,300	72,400
111	136	4S	4	Shreveport	B	347,900	12,500	132,100
271	138	2S	2	Salisbury-Ocean City	B	344,100	21,700	60,500
303	139	2S	2	Appleton-Oshkosh		343,800	11,700	6,100
562	140	2A	2	Killeen-Temple, TX	B	334,800	71,400	70,500
149	141	2A	2	Beaumont-Port Arthur, TX	BH	332,000	45,500	80,800
502	142	2S	2	Tyler-Longview	BH	331,800	55,600	60,000
416	143	2S	2	Fredericksburg	B	331,600	27,000	61,100
505	144	2S	2	Burlington-Plattsburgh		330,100	7,400	9,100
533	145	2S	2	Biloxi-Gulfport-Pascagoula	B	329,200	16,800	70,100
281	146	2A	2	Saginaw-Bay City-Midland, MI	B	329,000	17,900	33,900
510	147	2A	2	Myrtle Beach, SC	B	324,300	15,800	52,300
547	148	2A	2	Stamford-Norwalk, CT	H	323,400	58,000	27,200

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537	149	2S	2	Trenton	BH	320,600	51,300	62,800
285	150	2S	2	Savannah	B	320,100	17,800	104,800
367	151	2S	2	Atlantic City-Cape May	BH	318,700	46,000	39,900
241	152	2S	2	Eugene-Springfield		317,900	23,200	4,800
412	153	2A	2	Flagstaff-Prescott, AZ	H	317,400	39,800	4,900
581	154	2A	2	Ann Arbor, MI	B	314,700	13,400	41,500
157	155	2S	2	Quad Cities (Davenport-Rock Island-Moline)		311,800	24,100	23,800
137	156	2S	2	Peoria	B	305,600	9,900	30,300
173	157	2S	2	Montgomery	B	304,600	8,700	130,200
221	158	2S	2	Asheville		294,000	14,500	16,500
279	159	2S	2	Rockford	BH	287,100	34,000	31,700
589	160	2A	2	Ft. Smith, AR		282,700	20,600	12,000
333	161	2S	2	Tallahassee	B	278,900	16,800	82,500
185	162	2S	2	Evansville		269,100	5,500	19,400
193	163	2S	2	Huntington-Ashland		268,500	3,200	8,800
518	164	2A	2	Poughkeepsie, NY	B	260,000	28,700	27,800
524	165	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		259,600	10,700	20,800
261	166	2S	2	Lincoln		258,900	15,000	11,100
561	167	2A	2	Odessa-Midland, TX	H	258,500	124,100	13,800
295	168	2S	2	Utica-Rome		254,900	11,000	14,000
147	169	2A	2	Amarillo, TX	H	254,700	68,200	15,200
263	170	2S	2	Lubbock	H	251,600	79,900	18,100
315	171	2S	2	Anchorage		251,300	21,600	18,900
556	172	2A	2	San Luis Obispo, CA	H	247,600	49,900	5,300
555	173	2A	2	Morgantown-Clarksburg-Fairmont, WV		246,500	4,100	8,600
426	174	2S	2	Concord (Lakes Region)		240,300	3,900	3,000
597	175	2A	2	Wausau-Stevens Point, WI (Central WI)		240,100	5,800	2,300
563	176	2A	2	New London, CT		238,300	22,400	16,400
239	177	2S	2	Erie		238,100	7,900	17,700
536	178	2A	2	Merced, CA	H	233,100	120,500	8,400
365	179	2C	2	New Bedford-Fall River, MA		230,300	21,900	11,600
235	180	2S	2	Columbus, GA	B	227,500	16,400	98,100
371	181	2A	2	Tri-Cities, WA (Richland-Kennewick-Pasco)	H	227,300	61,400	5,100
287	182	2S	2	South Bend	B	226,500	16,300	29,000
391	183	2A	2	Ft. Walton Beach-Destin, FL	B	225,400	18,000	20,500

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251	184	2S	2	Kalamazoo	B	224,100	9,600	25,700
245	185	2S	2	Green Bay		217,700	14,700	5,900
227	186	2S	2	Binghamton		214,500	6,800	10,300
549	187	2A	2	Bryan-College Station, TX	BH	212,900	47,700	24,200
153	188	2S	2	Charleston, WV		212,700	2,200	14,300
506	189	2A	2	Laredo, TX	H	211,500	200,000	900
501	190	2A	2	Dothan, AL	B	211,200	8,700	45,400
528	191	2C	2	Frederick, MD	B	210,100	16,500	19,600
530	192	2A	2	Cape Cod, MA		209,100	5,400	6,200
543	193	2A	2	Tupelo, MS	B	207,600	5,600	47,900
309	194	2A	2	Waco, TX	BH	206,900	47,400	29,800
535	195	2A	2	Traverse City-Petoskey, MI		203,000	4,600	2,600
387	196	2A	2	Salina-Manhattan, KS		201,200	15,900	13,400
593	197	2A	2	Danbury, CT		200,300	27,700	7,100
325	197	2A	2	Yakima, WA	H	200,300	87,900	2,600
267	199	2S	2	Manchester		199,900	11,000	5,200
187	200	2S	2	Fargo-Moorhead		199,200	5,300	6,600
508	201	2A	2	Chico, CA	H	197,000	28,100	4,300
567	202	2A	2	Santa Maria-Lompoc, CA	H	196,500	102,700	5,700
205	202	2S	2	Topeka		196,500	16,900	14,300
436	204	2A	2	Bend, OR		187,500	14,700	1,400
151	205	2S	2	Cedar Rapids		185,800	5,000	9,100
553	206	2A	2	Charlottesville, VA	B	183,600	8,400	23,200
339	207	2A	2	Medford-Ashland, OR	H	183,000	19,300	2,100
591	208	2A	2	Santa Barbara, CA	H	182,400	53,700	3,200
507	209	2A	2	Champaign, IL	B	182,200	10,000	22,500
159	210	2S	2	Duluth-Superior		180,000	3,000	5,000
569	211	2A	2	Winchester, VA		178,200	11,800	10,100
441	212	2A	2	Las Cruces, NM	H	176,800	113,500	3,300
596	213	2A	2	Tuscaloosa, AL	B	176,200	5,600	53,400
307	214	2S	2	Terre Haute		176,100	3,800	9,400
554	215	2A	2	Florence, SC	B	175,600	3,900	72,100
422	216	2A	2	Muncie-Marion, IN		171,600	4,300	12,300
522	217	2A	2	Laurel-Hattiesburg, MS	B	171,500	5,200	49,200
526	218	2S	2	Bangor		169,500	2,000	2,000
584	219	2A	2	Lake Charles, LA	B	166,300	4,900	41,000
559	220	2A	2	La Crosse, WI		166,200	3,300	2,700
532	221	2A	2	Rochester, MN		161,700	6,300	7,200
595	222	2S	2	Lafayette, IN		160,000	11,100	8,200

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497	223	2A	2	Jonesboro, AR		159,200	5,300	14,000
421	224	2A	2	Olean, NY		159,000	3,000	3,300
557	225	2A	2	Elmira-Corning, NY		158,800	3,300	7,300
431	226	2A	2	Lebanon-Hanover-White River Junction, NH-VT		157,800	3,100	2,500
423	227	2A	2	Hilton Head, SC	BH	156,200	15,300	28,100
576	228	2A	2	Lima, OH		156,000	4,300	12,200
509	229	2A	2	Redding, CA		155,800	13,200	2,300
573	230	2A	2	Panama City, FL	B	155,000	8,000	17,500
564	231	2A	2	Columbia, MO	B	151,200	4,500	14,600
323	232	2S	2	Bloomington		149,600	6,500	12,000
534	233	2A	2	Joplin, MO		147,600	8,700	3,500
566	234	2A	2	Muskegon, MI	B	146,400	6,800	20,800
546	235	2A	2	Abilene, TX	H	143,200	29,800	11,000
586	236	2A	2	Eau Claire, WI		142,400	2,600	2,100
353	237	2S	2	Pueblo	H	138,800	56,100	3,100
297	238	2A	2	Waterloo-Cedar Falls, IA		135,600	4,200	10,200
580	239	2A	2	Albany, GA	B	133,600	3,700	69,500
225	240	2A	2	Billings, MT		133,400	6,300	1,700
585	241	2A	2	Monroe, LA	B	130,300	3,100	47,000
425	242	2A	2	LaSalle-Peru, IL		128,800	10,000	2,700
404	243	2A	2	Florence-Muscle Shoals, AL	B	128,200	3,100	16,300
539	244	2A	2	Parkersburg-Marietta, WV-OH		127,600	1,200	2,300
511	245	2A	2	Grand Junction, CO	H	126,500	16,000	1,600
179	246	2S	2	Wheeling		126,400	1,200	4,900
579	247	2A	2	Sussex, NJ		125,500	8,700	2,900
462	248	2A	2	Twin Falls-Sun Valley, ID	H	120,500	22,700	1,100
209	249	2A	2	Wichita Falls, TX	BH	120,100	19,700	12,200
433	250	2A	2	Valdosta, GA	B	119,000	6,900	40,500
381	251	2A	2	Grand Island-Kearney-Hastings, NE	H	118,300	17,300	2,000
545	252	2A	2	Rapid City, SD		115,900	4,800	3,500
512	253	2A	2	Texarkana, TX-AR	B	115,700	7,100	27,900
519	254	2A	2	Harrisonburg, VA		115,400	12,100	5,400
531	255	2A	2	Battle Creek, MI	B	114,800	4,700	13,400
219	256	2S	2	Altoona		108,600	1,300	2,300
432	257	2S	2	Montpelier-Barre-St. Johnsbury		107,400	1,900	1,300
527	258	2A	2	Augusta-Waterville, ME		106,000	1,400	900
582	259	2A	2	Bismarck, ND		105,600	2,300	1,600
523	260	2A	2	Sioux City, IA	H	101,000	16,700	3,800

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RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION—FALL 2015

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
578	261	2A	2	Williamsport, PA		100,700	1,700	5,200
548	262	2A	2	San Angelo, TX	H	99,100	35,400	4,700
418	263	2A	2	Sheboygan, WI		98,900	5,000	2,000
577	264	2A	2	Watertown, NY		97,400	7,000	7,000
499	265	2A	2	Decatur, IL	B	91,500	1,800	15,900
520	266	2A	2	Bluefield, WV		91,000	1,000	5,200
513	267	2A	2	Brunswick, GA	B	85,900	4,300	18,600
383	268	2A	2	Hot Springs, AR		84,400	4,000	7,500
289	269	2A	2	Jackson, TN	B	82,700	2,600	30,500
560	270	2A	2	Cheyenne, WY	H	82,300	11,100	4,000
572	271	2A	2	Grand Forks, ND-MN		79,800	3,600	2,800
558	272	2A	2	Beckley, WV		66,600	1,100	5,900

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 112,099,700**

**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 147,299,500**

**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 183,046,000**

**TOTAL 1-272 METRO PERSONS 12+ POPULATION: 224,262,200**

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

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

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

<sup>3</sup> Putnam, NY (population 87,000), Rockland, NY (population 268,600) and Westchester, NY (population 839,400) are included in the Hudson Valley and the New York Metro definitions.

<sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

<sup>5</sup> Monmouth County (population 544,700) is included in the Monmouth-Ocean and the New York Metro definitions.

<sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.

<sup>7</sup> The Stamford-Norwalk, CT Metro is embedded in the New York Metro.

<sup>8</sup> Stafford County (population 120,000) is included in the Fredericksburg and Washington, DC Metro definitions.

<sup>9</sup> The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.

<sup>10</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.

<sup>11</sup> The M-Split portion of Rockingham County (population 50,500) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

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

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

**TYPE** (Type of Measurement Service): PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

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

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

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

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## BY MARKET

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Abilene, TX	546	235	2A	2	H	143,200	29,800	11,000
Akron	081	81	4S	4	B	610,900	11,100	76,900
Albany, GA	580	239	2A	2	B	133,600	3,700	69,500
Albany-Schenectady-Troy	069	65	4S	4		812,700	40,000	64,100
Albuquerque	141	69	4S	4	H	755,400	347,400	21,400
Allentown-Bethlehem	145	70	4S	4	H	719,900	99,900	38,300
Altoona	219	256	2S	2		108,600	1,300	2,300
Amarillo, TX	147	169	2A	2	H	254,700	68,200	15,200
Anchorage	315	171	2S	2		251,300	21,600	18,900
Ann Arbor, MI	581	154	2A	2	B	314,700	13,400	41,500
Appleton-Oshkosh	303	139	2S	2		343,800	11,700	6,100
Asheville	221	158	2S	2		294,000	14,500	16,500
Atlanta	047	8	PPM	13	BH	4,646,400	454,700	1,562,900
Atlantic City-Cape May	367	151	2S	2	BH	318,700	46,000	39,900
Augusta, GA	305	109	2S	2	B	472,700	23,800	164,000
Augusta-Waterville, ME	527	258	2A	2		106,000	1,400	900
Austin	135	35	PPM	13	BH	1,679,000	500,000	128,100
Bakersfield	143	77	4S	4	H	641,900	329,700	35,300
Baltimore	021	21	PPM	13	BH	2,399,600	121,800	691,000
Bangor	526	218	2S	2		169,500	2,000	2,000
Baton Rouge	223	80	4S	4	B	615,100	24,700	206,800
Battle Creek, MI	531	255	2A	2	B	114,800	4,700	13,400
Beaumont-Port Arthur, TX	149	141	2A	2	BH	332,000	45,500	80,800
Beckley, WV	558	272	2A	2		66,600	1,100	5,900
Bend, OR	436	204	2A	2		187,500	14,700	1,400
Billings, MT	225	240	2A	2		133,400	6,300	1,700
Biloxi-Gulfport-Pascagoula	533	145	2S	2	B	329,200	16,800	70,100
Binghamton	227	186	2S	2		214,500	6,800	10,300
Birmingham	095	61	4S	4	B	917,300	35,700	271,200
Bismarck, ND	582	259	2A	2		105,600	2,300	1,600
Bloomington	323	232	2S	2		149,600	6,500	12,000
Bluefield, WV	520	266	2A	2		91,000	1,000	5,200
Boise	229	97	2S	2	H	535,700	63,000	7,300
Boston	013	10	PPM	13	BH	4,238,000	428,500	319,200
Bridgeport	337	124	2S	2	BH	421,100	75,200	60,600
Brunswick, GA	513	267	2A	2	B	85,900	4,300	18,600
Bryan-College Station, TX	549	187	2A	2	BH	212,900	47,700	24,200

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RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION—FALL 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Buffalo-Niagara Falls	037	57	4S	4	B	989,500	41,500	119,800
Burlington-Plattsburgh	505	144	2S	2		330,100	7,400	9,100
Canton	082	134	2S	2		348,700	6,100	27,200
Cape Cod, MA	530	192	2A	2		209,100	5,400	6,200
Cedar Rapids	151	205	2S	2		185,800	5,000	9,100
Champaign, IL	507	209	2A	2	B	182,200	10,000	22,500
Charleston, SC	231	78	4S	4	B	636,100	30,300	166,400
Charleston, WV	153	188	2S	2		212,700	2,200	14,300
Charlotte-Gastonia-Rock Hill	093	24	PPM	13	BH	2,205,400	186,100	498,100
Charlottesville, VA	553	206	2A	2	B	183,600	8,400	23,200
Chattanooga	181	88	4S	4	B	586,500	23,000	70,700
Cheyenne, WY	560	270	2A	2	H	82,300	11,100	4,000
Chicago	005	3	PPM	13	BH	7,974,700	1,607,600	1,352,000
Chico, CA	508	201	2A	2	H	197,000	28,100	4,300
Cincinnati	031	30	PPM	13	B	1,811,000	48,600	228,300
Cleveland	019	32	PPM	13	BH	1,775,100	86,200	353,900
Colorado Springs	233	91	4S	4	H	566,200	84,100	41,800
Columbia, MO	564	231	2A	2	B	151,200	4,500	14,600
Columbia, SC	183	86	4S	4	B	588,600	29,100	196,600
Columbus, GA	235	180	2S	2	B	227,500	16,400	98,100
Columbus, OH	045	37	PPM	13	B	1,622,600	58,100	259,800
Concord (Lakes Region)	426	174	2S	2		240,300	3,900	3,000
Corpus Christi	155	108	2S	2	H	476,800	283,500	18,500
Dallas-Ft. Worth	024	5	PPM	13	BH	5,794,200	1,512,600	927,900
Danbury, CT	593	197	2A	2		200,300	27,700	7,100
Dayton	067	64	4S	4	B	837,400	19,600	121,200
Daytona Beach	341	94	2S	2	BH	549,900	61,000	57,400
Decatur, IL	499	265	2A	2	B	91,500	1,800	15,900
Denver-Boulder	035	18	PPM	13	BH	2,611,000	521,700	144,900
Des Moines	071	72	4S	4		711,100	38,200	32,400
Detroit	011	12	PPM	13	B	3,807,600	145,400	838,300
Dothan, AL	501	190	2A	2	B	211,200	8,700	45,400
Duluth-Superior	159	210	2S	2		180,000	3,000	5,000
Eau Claire, WI	586	236	2A	2		142,400	2,600	2,100
El Paso	161	75	4S	4	H	690,600	545,600	27,200
Elmira-Corning, NY	557	225	2A	2		158,800	3,300	7,300
Erie	239	177	2S	2		238,100	7,900	17,700
Eugene-Springfield	241	152	2S	2		317,900	23,200	4,800
Evansville	185	162	2S	2		269,100	5,500	19,400

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RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION—FALL 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Fargo-Moorhead	187	200	2S	2		199,200	5,300	6,600
Fayetteville (North West Arkansas)	503	128	2A	2	H	406,400	56,900	12,000
Fayetteville, NC	359	129	2S	2	B	383,000	35,900	129,900
Flagstaff-Prescott, AZ	412	153	2A	2	H	317,400	39,800	4,900
Flint	163	136	2S	2	B	347,900	10,300	72,400
Florence, SC	554	215	2A	2	B	175,600	3,900	72,100
Florence-Muscle Shoals, AL	404	243	2A	2	B	128,200	3,100	16,300
Frederick, MD	528	191	2C	2	B	210,100	16,500	19,600
Fredericksburg	416	143	2S	2	B	331,600	27,000	61,100
Fresno	089	67	4S	4	H	791,600	390,400	41,200
Ft. Collins-Greeley, CO	590	112	2A	2	H	460,900	75,400	7,400
Ft. Myers-Naples-Marco Island	515	60	2S	2	H	927,200	183,400	69,700
Ft. Pierce-Stuart-Vero Beach	517	99	2S	2	BH	525,700	71,100	68,300
Ft. Smith, AR	589	160	2A	2		282,700	20,600	12,000
Ft. Walton Beach-Destin, FL	391	183	2A	2	B	225,400	18,000	20,500
Ft. Wayne	165	114	2S	2		452,900	22,800	39,500
Gainesville-Ocala	550	89	2S	2	BH	579,700	57,700	85,200
Grand Forks, ND-MN	572	271	2A	2		79,800	3,600	2,800
Grand Island-Kearney-Hastings, NE	381	251	2A	2	H	118,300	17,300	2,000
Grand Junction, CO	511	245	2A	2	H	126,500	16,000	1,600
Grand Rapids	127	68	4S	4		769,000	66,800	58,600
Green Bay	245	185	2S	2		217,700	14,700	5,900
Greensboro-Winston-Salem-High Point	166	46	PPM	13	BH	1,262,700	102,400	284,700
Greenville-New Bern-Jacksonville	361	87	4S	4	B	588,200	44,100	139,600
Greenville-Spartanburg	191	59	4S	4	B	941,100	57,000	164,700
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	165	2A	2		259,600	10,700	20,800
Harrisburg-Lebanon-Carlisle	119	82	4S	4		603,400	37,400	52,900
Harrisonburg, VA	519	254	2A	2		115,400	12,100	5,400
Hartford-New Britain-Middletown	061	52	PPM	13	BH	1,081,300	153,000	121,900
Hilton Head, SC	423	227	2A	2	BH	156,200	15,300	28,100
Honolulu	099	63	4S	4		852,400	74,400	42,900
Hot Springs, AR	383	268	2A	2		84,400	4,000	7,500
Houston-Galveston	033	6	PPM	13	BH	5,546,400	1,878,200	962,500
Hudson Valley	393	39	2S	2	BH	1,510,300	310,900	190,600
Huntington-Ashland	193	163	2S	2		268,500	3,200	8,800
Huntsville	327	106	4S	4	B	485,600	23,800	99,600
Indianapolis	049	38	PPM	13	BH	1,511,400	89,900	243,200
Jackson, MS	169	125	4S	4	B	414,100	8,500	198,800

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## RADIO MARKET SURVEY POPULATION, RANKINGS &amp; INFORMATION—FALL 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Jackson, TN	289	269	2A	2	B	82,700	2,600	30,500
Jacksonville	107	49	PPM	13	BH	1,234,300	95,000	259,100
Johnson City-Kingsport-Bristol	345	110	4S	4		470,600	8,800	13,800
Jonesboro, AR	497	223	2A	2		159,200	5,300	14,000
Joplin, MO	534	233	2A	2		147,600	8,700	3,500
Kalamazoo	251	184	2S	2	B	224,100	9,600	25,700
Kansas City	041	34	PPM	13	BH	1,704,300	135,300	227,100
Killeen-Temple, TX	562	140	2A	2	B	334,800	71,400	70,500
Knoxville	121	71	4S	4		712,300	25,900	45,400
La Crosse, WI	559	220	2A	2		166,200	3,300	2,700
Lafayette, IN	595	222	2S	2		160,000	11,100	8,200
Lafayette, LA	253	107	2S	2	B	479,700	16,700	127,200
Lake Charles, LA	584	219	2A	2	B	166,300	4,900	41,000
Lakeland-Winter Haven	311	93	2S	2	BH	552,200	99,900	81,300
Lancaster	255	115	2S	2		452,500	41,200	18,300
Lansing-East Lansing	195	127	2S	2	B	409,000	24,900	39,300
Laredo, TX	506	189	2A	2	H	211,500	200,000	900
Las Cruces, NM	441	212	2A	2	H	176,800	113,500	3,300
Las Vegas	257	31	PPM	13	BH	1,785,800	498,000	210,300
LaSalle-Peru, IL	425	242	2A	2		128,800	10,000	2,700
Laurel-Hattiesburg, MS	522	217	2A	2	B	171,500	5,200	49,200
Lebanon-Hanover-White River Junction, NH-VT	431	226	2A	2		157,800	3,100	2,500
Lexington-Fayette	259	103	2S	2	B	503,600	23,300	53,500
Lima, OH	576	228	2A	2		156,000	4,300	12,200
Lincoln	261	166	2S	2		258,900	15,000	11,100
Little Rock	123	83	4S	4	B	595,900	27,600	139,300
Los Angeles	003	2	PPM	13	BH	11,419,500	4,869,400	821,200
Louisville	055	55	4S	4	B	1,029,900	41,900	156,700
Lubbock	263	170	2S	2	H	251,600	79,900	18,100
Macon	265	131	2S	2	B	369,600	15,600	139,300
Madison	171	100	4S	4		520,300	26,900	25,300
Manchester	267	199	2S	2		199,900	11,000	5,200
McAllen-Brownsville-Harlingen	269	56	2S	2	H	1,000,700	891,900	5,900
Medford-Ashland, OR	339	207	2A	2	H	183,000	19,300	2,100
Melbourne-Titusville-Cocoa	331	104	2S	2	B	499,100	44,800	51,100
Memphis	075	51	PPM	13	B	1,119,800	54,200	513,300
Merced, CA	536	178	2A	2	H	233,100	120,500	8,400
Miami-Ft. Lauderdale-Hollywood	429	11	PPM	13	BH	3,968,900	2,020,900	819,700

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## RADIO MARKET SURVEY POPULATION, RANKINGS &amp; INFORMATION—FALL 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Middlesex-Somerset-Union	413	42	PPM	13	BH	1,482,700	319,800	201,700
Milwaukee-Racine	043	41	PPM	13	BH	1,497,700	139,400	232,200
Minneapolis-St. Paul	027	16	PPM	13	BH	2,910,700	145,200	236,100
Mobile	133	98	4S	4	B	527,900	16,800	138,900
Modesto	343	118	2S	2	H	443,500	182,600	13,800
Monmouth-Ocean	516	53	2S	2	H	1,041,000	95,400	56,800
Monroe, LA	585	241	2A	2	B	130,300	3,100	47,000
Monterey-Salinas-Santa Cruz	283	84	4S	4	H	595,200	264,000	16,000
Montgomery	173	157	2S	2	B	304,600	8,700	130,200
Montpelier-Barre-St. Johnsbury	432	257	2S	2		107,400	1,900	1,300
Morgantown-Clarksburg-Fairmont, WV	555	173	2A	2		246,500	4,100	8,600
Morristown, NJ	565	120	2C	2	H	434,200	55,200	15,500
Muncie-Marion, IN	422	216	2A	2		171,600	4,300	12,300
Muskegon, MI	566	234	2A	2	B	146,400	6,800	20,800
Myrtle Beach, SC	510	147	2A	2	B	324,300	15,800	52,300
Nashville	073	44	PPM	13	BH	1,402,800	89,300	229,500
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,477,900	410,500	238,100
New Bedford-Fall River, MA	365	179	2C	2		230,300	21,900	11,600
New Haven	062	121	2S	2	BH	430,300	58,100	62,700
New London, CT	563	176	2A	2		238,300	22,400	16,400
New Orleans	053	47	4S	4	BH	1,249,100	98,500	393,000
New York	001	1	PPM	13	BH	16,278,300	3,913,200	2,757,700
Norfolk-Virginia Beach-Newport News	109	45	PPM	13	BH	1,401,400	86,700	436,200
Odessa-Midland, TX	561	167	2A	2	H	258,500	124,100	13,800
Oklahoma City	083	50	4S	4	BH	1,230,400	130,400	133,800
Olean, NY	421	224	2A	2		159,000	3,000	3,300
Omaha-Council Bluffs	085	73	4S	4		694,400	63,500	60,600
Orlando	131	33	PPM	13	BH	1,762,300	528,500	290,500
Oxnard-Ventura	594	119	2S	2	H	436,100	227,800	10,400
Palm Springs	592	132	2S	2	H	354,700	163,100	10,100
Panama City, FL	573	230	2A	2	B	155,000	8,000	17,500
Parkersburg-Marietta, WV-OH	539	244	2A	2		127,600	1,200	2,300
Pensacola	317	126	2S	2	B	413,900	21,900	69,800
Peoria	137	156	2S	2	B	305,600	9,900	30,300
Philadelphia	007	9	PPM	13	BH	4,572,200	376,600	938,300
Phoenix	057	14	PPM	13	BH	3,504,100	958,600	200,900
Pittsburgh, PA	023	26	PPM	13	B	2,003,300	31,900	177,200
Portland, ME	197	92	2S	2		553,800	9,700	12,600
Portland, OR	051	23	PPM	13	H	2,257,300	264,600	72,300

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## RADIO MARKET SURVEY POPULATION, RANKINGS &amp; INFORMATION—FALL 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Portsmouth-Dover-Rochester	247	123	2S	2		426,100	9,400	4,900
Poughkeepsie, NY	518	164	2A	2	B	260,000	28,700	27,800
Providence-Warwick-Pawtucket	077	43	PPM	13	H	1,404,300	149,800	75,200
Pueblo	353	237	2S	2	H	138,800	56,100	3,100
Puerto Rico	540	15	4S	4		3,029,200	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	155	2S	2		311,800	24,100	23,800
Raleigh-Durham	115	40	PPM	13	BH	1,507,000	144,200	341,900
Rapid City, SD	545	252	2A	2		115,900	4,800	3,500
Reading, PA	273	133	2A	2	H	353,800	59,800	16,800
Redding, CA	509	229	2A	2		155,800	13,200	2,300
Reno	275	122	2S	2	H	427,900	90,700	12,400
Richmond	105	54	4S	4	B	1,030,400	57,200	311,300
Riverside-San Bernardino	379	25	PPM	13	BH	2,047,500	1,051,400	180,500
Roanoke-Lynchburg	277	117	2S	2	B	445,400	13,400	70,800
Rochester, MN	532	221	2A	2		161,700	6,300	7,200
Rochester, NY	079	58	4S	4	B	967,100	59,800	105,500
Rockford	279	159	2S	2	BH	287,100	34,000	31,700
Sacramento	065	28	PPM	13	BH	1,962,600	368,800	154,400
Saginaw-Bay City-Midland, MI	281	146	2A	2	B	329,000	17,900	33,900
Salina-Manhattan, KS	387	196	2A	2		201,200	15,900	13,400
Salisbury-Ocean City	271	138	2S	2	B	344,100	21,700	60,500
Salt Lake City-Ogden-Provo	101	29	PPM	13	H	1,843,800	254,000	29,200
San Angelo, TX	548	262	2A	2	H	99,100	35,400	4,700
San Antonio	059	27	PPM	13	BH	1,990,600	1,044,800	143,300
San Diego	063	17	PPM	13	BH	2,809,900	874,300	153,600
San Francisco	009	4	PPM	13	BH	6,601,300	1,461,300	448,400
San Jose	215	36	PPM	13	H	1,630,900	405,000	47,300
San Luis Obispo, CA	556	172	2A	2	H	247,600	49,900	5,300
Santa Barbara, CA	591	208	2A	2	H	182,400	53,700	3,200
Santa Maria-Lompoc, CA	567	202	2A	2	H	196,500	102,700	5,700
Sarasota-Bradenton	373	76	2S	2	H	680,300	71,800	44,400
Savannah	285	150	2S	2	B	320,100	17,800	104,800
Seattle-Tacoma	039	13	PPM	13	BH	3,704,200	311,200	237,600
Sheboygan, WI	418	263	2A	2		98,900	5,000	2,000
Shreveport	111	136	4S	4	B	347,900	12,500	132,100
Sioux City, IA	523	260	2A	2	H	101,000	16,700	3,800
South Bend	287	182	2S	2	B	226,500	16,300	29,000
Spokane	177	96	4S	4		548,200	25,200	11,900

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## RADIO MARKET SURVEY POPULATION, RANKINGS &amp; INFORMATION—FALL 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Springfield, MA	117	95	4S	4	H	548,300	93,100	38,400
Springfield, MO	203	134	2S	2		348,700	10,300	11,600
St. Louis	017	22	PPM	13	B	2,338,100	63,800	433,900
Stamford-Norwalk, CT	547	148	2A	2	H	323,400	58,000	27,200
Stockton	291	84	2S	2	H	595,200	225,900	45,800
Sussex, NJ	579	247	2A	2		125,500	8,700	2,900
Syracuse	091	90	4S	4		569,900	20,500	47,400
Tallahassee	333	161	2S	2	B	278,900	16,800	82,500
Tampa-St. Petersburg-Clearwater	087	19	PPM	13	BH	2,584,300	434,000	302,100
Terre Haute	307	214	2S	2		176,100	3,800	9,400
Texarkana, TX-AR	512	253	2A	2	B	115,700	7,100	27,900
Toledo	097	101	4S	4	B	517,300	30,300	76,000
Topeka	205	202	2S	2		196,500	16,900	14,300
Traverse City-Petoskey, MI	535	195	2A	2		203,000	4,600	2,600
Trenton	537	149	2S	2	BH	320,600	51,300	62,800
Tri-Cities, WA (Richland-Kennewick-Pasco)	371	181	2A	2	H	227,300	61,400	5,100
Tucson	207	62	4S	4	H	867,000	290,200	33,500
Tulsa	103	66	4S	4		806,100	65,200	70,800
Tupelo, MS	543	193	2A	2	B	207,600	5,600	47,900
Tuscaloosa, AL	596	213	2A	2	B	176,200	5,600	53,400
Twin Falls-Sun Valley, ID	462	248	2A	2	H	120,500	22,700	1,100
Tyler-Longview	502	142	2S	2	BH	331,800	55,600	60,000
Utica-Rome	295	168	2S	2		254,900	11,000	14,000
Valdosta, GA	433	250	2A	2	B	119,000	6,900	40,500
Victor Valley	419	113	2S	2	BH	458,900	180,300	49,100
Visalia-Tulare-Hanford	293	105	2S	2	H	488,400	281,500	14,800
Waco, TX	309	194	2A	2	BH	206,900	47,400	29,800
Washington, DC	015	7	PPM	13	BH	4,850,900	726,700	1,295,000
Waterloo-Cedar Falls, IA	297	238	2A	2		135,600	4,200	10,200
Watertown, NY	577	264	2A	2		97,400	7,000	7,000
Wausau-Stevens Point, WI (Central WI)	597	175	2A	2		240,100	5,800	2,300
West Palm Beach-Boca Raton	299	48	PPM	13	BH	1,243,000	248,300	216,300
Wheeling	179	246	2S	2		126,400	1,200	4,900
Wichita	125	102	4S	4	H	506,200	56,700	43,600
Wichita Falls, TX	209	249	2A	2	BH	120,100	19,700	12,200
Wilkes Barre-Scranton	175	74	4S	4		691,600	55,500	36,900
Williamsport, PA	578	261	2A	2		100,700	1,700	5,200
Wilmington, DE	139	79	2S	2	B	619,300	47,900	128,900

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RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION—FALL 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Winchester, VA	569	211	2A	2		178,200	11,800	10,100
Worcester	113	116	2S	2		446,100	44,300	25,900
Yakima, WA	325	197	2A	2	H	200,300	87,900	2,600
York	301	111	4S	4		468,300	27,700	23,800
Youngstown-Warren	129	130	2S	2	B	378,600	13,000	46,200

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 112,099,700**

**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 147,299,500**

**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 183,046,000**

**TOTAL 1-272 METRO PERSONS 12+ POPULATION: 224,262,200**

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

- <sup>1</sup> The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- <sup>2</sup> The San Jose Metro is embedded in the San Francisco Metro.
- <sup>3</sup> Putnam, NY (population 87,000), Rockland, NY (population 268,600) and Westchester, NY (population 839,400) are included in the Hudson Valley and the New York Metro definitions.
- <sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- <sup>5</sup> Monmouth County (population 544,700) is included in the Monmouth-Ocean and the New York Metro definitions.
- <sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.
- <sup>7</sup> The Stamford-Norwalk, CT Metro is embedded in the New York Metro.
- <sup>8</sup> Stafford County (population 120,000) is included in the Fredericksburg and Washington, DC Metro definitions.
- <sup>9</sup> The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.
- <sup>10</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.
- <sup>11</sup> The M-Split portion of Rockingham County (population 50,500) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

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

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

**TYPE** (Type of Measurement Service): PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

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

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

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

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## TOTAL SURVEY AREA POPULATION BY MARKET

**TYPE** (Type of Measurement Service): 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

*Note: Total Survey Areas exist only in Diary markets.*

TYPE	MARKET	TSA 12+ POPULATION
2A	Abilene, TX	240,300
4S	Akron	1,192,100
2A	Albany, GA	401,000
4S	Albany-Schenectady-Troy	1,379,200
4S	Albuquerque	1,125,600
4S	Allentown-Bethlehem	991,700
2S	Altoona	526,500
2A	Amarillo, TX	341,800
2S	Anchorage	383,500
2A	Ann Arbor, MI	314,700
2S	Appleton-Oshkosh	903,300
2S	Asheville	634,900
2S	Atlantic City-Cape May	611,100
2S	Augusta, GA	655,600
2A	Augusta-Waterville, ME	449,600
4S	Bakersfield	641,900
2S	Bangor	400,900
4S	Baton Rouge	1,542,100
2A	Battle Creek, MI	114,800
2A	Beaumont-Port Arthur, TX	398,800
2A	Beckley, WV	270,700
2A	Bend, OR	188,700
2A	Billings, MT	183,600
2S	Biloxi-Gulfport-Pascagoula	549,200
2S	Binghamton	524,400
4S	Birmingham	1,817,300
2A	Bismarck, ND	213,900
2S	Bloomington	255,000
2A	Bluefield, WV	229,300
2S	Boise	687,400
2S	Bridgeport	421,100
2A	Brunswick, GA	221,600
2A	Bryan-College Station, TX	239,700

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TOTAL SURVEY AREA POPULATION—FALL 2015

TYPE	MARKET	TSA 12+ POPULATION
4S	Buffalo-Niagara Falls	1,334,200
2S	Burlington-Plattsburgh	523,600
2S	Canton	441,500
2A	Cape Cod, MA	218,800
2S	Cedar Rapids	707,200
2A	Champaign, IL	538,000
4S	Charleston, SC	854,200
2S	Charleston, WV	545,900
2A	Charlottesville, VA	376,900
4S	Chattanooga	1,128,200
2A	Cheyenne, WY	85,500
2A	Chico, CA	372,300
4S	Colorado Springs	858,200
2A	Columbia, MO	558,900
4S	Columbia, SC	966,700
2S	Columbus, GA	598,300
2S	Concord (Lakes Region)	294,600
2S	Corpus Christi	514,600
2A	Danbury, CT	200,300
4S	Dayton	1,191,700
2S	Daytona Beach	549,900
2A	Decatur, IL	179,900
4S	Des Moines	1,048,400
2A	Dothan, AL	506,200
2S	Duluth-Superior	349,300
2A	Eau Claire, WI	337,100
4S	El Paso	943,700
2A	Elmira-Corning, NY	264,300
2S	Erie	432,800
2S	Eugene-Springfield	689,600
2S	Evansville	710,200
2S	Fargo-Moorhead	495,400
2A	Fayetteville (North West Arkansas)	534,200
2S	Fayetteville, NC	940,900
2A	Flagstaff-Prescott, AZ	406,000
2S	Flint	619,900
2A	Florence, SC	394,400
2A	Florence-Muscle Shoals, AL	250,600
2C	Frederick, MD	338,900

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TOTAL SURVEY AREA POPULATION—FALL 2015

TYPE	MARKET	TSA 12+ POPULATION
2S	Fredericksburg	436,800
4S	Fresno	1,640,500
2A	Ft. Collins-Greeley, CO	606,700
2S	Ft. Myers-Naples-Marco Island	1,294,900
2S	Ft. Pierce-Stuart-Vero Beach	559,400
2A	Ft. Smith, AR	438,200
2A	Ft. Walton Beach-Destin, FL	369,100
2S	Ft. Wayne	872,300
2S	Gainesville-Ocala	1,040,800
2A	Grand Forks, ND-MN	131,700
2A	Grand Island-Kearney-Hastings, NE	236,300
2A	Grand Junction, CO	255,700
4S	Grand Rapids	1,675,900
2S	Green Bay	847,200
4S	Greenville-New Bern-Jacksonville	1,238,800
4S	Greenville-Spartanburg	1,918,600
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	431,700
4S	Harrisburg-Lebanon-Carlisle	1,672,400
2A	Harrisonburg, VA	336,200
2A	Hilton Head, SC	471,300
4S	Honolulu	993,900
2A	Hot Springs, AR	273,000
2S	Hudson Valley	2,043,500
2S	Huntington-Ashland	540,400
4S	Huntsville	1,076,100
4S	Jackson, MS	892,300
2A	Jackson, TN	431,500
4S	Johnson City-Kingsport-Bristol	878,600
2A	Jonesboro, AR	299,400
2A	Joplin, MO	400,400
2S	Kalamazoo	677,300
2A	Killeen-Temple, TX	387,600
4S	Knoxville	1,346,300
2A	La Crosse, WI	351,500
2S	Lafayette, IN	330,400
2S	Lafayette, LA	658,800
2A	Lake Charles, LA	363,600
2S	Lakeland-Winter Haven	575,100

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TOTAL SURVEY AREA POPULATION—FALL 2015

TYPE	MARKET	TSA 12+ POPULATION
2S	Lancaster	948,800
2S	Lansing-East Lansing	850,900
2A	Laredo, TX	227,000
2A	Las Cruces, NM	231,900
2A	LaSalle-Peru, IL	139,000
2A	Laurel-Hattiesburg, MS	333,900
2A	Lebanon-Hanover-White River Junction, NH-VT	231,300
2S	Lexington-Fayette	924,700
2A	Lima, OH	320,700
2S	Lincoln	408,400
4S	Little Rock	1,167,800
4S	Louisville	1,521,400
2S	Lubbock	399,400
2S	Macon	621,900
4S	Madison	1,097,900
2S	Manchester	309,200
2S	McAllen-Brownsville-Harlingen	1,079,600
2A	Medford-Ashland, OR	295,000
2S	Melbourne-Titusville-Cocoa	499,100
2A	Merced, CA	360,500
4S	Mobile	1,190,900
2S	Modesto	1,359,900
2S	Monmouth-Ocean	1,041,000
2A	Monroe, LA	396,700
4S	Monterey-Salinas-Santa Cruz	644,300
2S	Montgomery	785,200
2S	Montpelier-Barre-St. Johnsbury	297,200
2A	Morgantown-Clarksburg-Fairmont, WV	399,700
2C	Morristown, NJ	434,200
2A	Muncie-Marion, IN	395,400
2A	Muskegon, MI	209,300
2A	Myrtle Beach, SC	536,300
2C	New Bedford-Fall River, MA	230,300
2S	New Haven	704,300
2A	New London, CT	373,800
4S	New Orleans	1,960,300
2A	Odessa-Midland, TX	382,200

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TOTAL SURVEY AREA POPULATION—FALL 2015

TYPE	MARKET	TSA 12+ POPULATION
4S	Oklahoma City	1,724,600
2A	Olean, NY	159,000
4S	Omaha-Council Bluffs	1,276,000
2S	Oxnard-Ventura	904,700
2S	Palm Springs	597,600
2A	Panama City, FL	361,500
2A	Parkersburg-Marietta, WV-OH	304,000
2S	Pensacola	812,000
2S	Peoria	584,600
2S	Portland, ME	1,018,700
2S	Portsmouth-Dover-Rochester	552,500
2A	Poughkeepsie, NY	798,800
2S	Pueblo	180,300
4S	Puerto Rico	3,029,200
2S	Quad Cities (Davenport-Rock Island-Moline)	639,300
2A	Rapid City, SD	198,100
2A	Reading, PA	353,800
2A	Redding, CA	267,500
2S	Reno	682,900
4S	Richmond	1,259,000
2S	Roanoke-Lynchburg	1,231,000
2A	Rochester, MN	374,100
4S	Rochester, NY	1,202,800
2S	Rockford	629,200
2A	Saginaw-Bay City-Midland, MI	1,034,600
2A	Salina-Manhattan, KS	268,000
2S	Salisbury-Ocean City	608,900
2A	San Angelo, TX	131,600
2A	San Luis Obispo, CA	444,100
2A	Santa Barbara, CA	378,900
2A	Santa Maria-Lompoc, CA	196,500
2S	Sarasota-Bradenton	868,700
2S	Savannah	897,600
2A	Sheboygan, WI	98,900
4S	Shreveport	835,300
2A	Sioux City, IA	250,400
2S	South Bend	900,600
4S	Spokane	781,900

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TOTAL SURVEY AREA POPULATION—FALL 2015

TYPE	MARKET	TSA 12+ POPULATION
4S	Springfield, MA	610,800
2S	Springfield, MO	703,100
2A	Stamford-Norwalk, CT	323,400
2S	Stockton	595,200
2A	Sussex, NJ	175,200
4S	Syracuse	1,110,100
2S	Tallahassee	493,500
2S	Terre Haute	350,700
2A	Texarkana, TX-AR	256,900
4S	Toledo	908,600
2S	Topeka	521,300
2A	Traverse City-Petoskey, MI	506,700
2S	Trenton	431,400
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	448,800
4S	Tucson	1,356,000
4S	Tulsa	1,322,300
2A	Tupelo, MS	478,600
2A	Tuscaloosa, AL	347,200
2A	Twin Falls-Sun Valley, ID	156,500
2S	Tyler-Longview	845,600
2S	Utica-Rome	395,400
2A	Valdosta, GA	189,900
2S	Victor Valley	458,900
2S	Visalia-Tulare-Hanford	488,400
2A	Waco, TX	698,600
2A	Waterloo-Cedar Falls, IA	501,000
2A	Watertown, NY	120,500
2A	Wausau-Stevens Point, WI (Central WI)	524,900
2S	Wheeling	313,800
4S	Wichita	700,300
2A	Wichita Falls, TX	349,200
4S	Wilkes Barre-Scranton	983,100
2A	Williamsport, PA	315,600
2S	Wilmington, DE	767,200
2A	Winchester, VA	391,200
2S	Worcester	569,500
2A	Yakima, WA	230,600

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TOTAL SURVEY AREA POPULATION—FALL 2015

TYPE	MARKET	TSA 12+ POPULATION
4S	York	920,800
2S	Youngstown-Warren	761,200

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## TELEVISION DMA® MARKETS

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	18,442,000	7,368,320
Los Angeles	2	15,567,200	5,489,810
Chicago	3	8,247,000	3,475,220
Philadelphia	4	6,948,000	2,917,920
Dallas-Ft. Worth	5	6,393,100	2,646,370
San Francisco-Oak-San Jose	6	6,490,600	2,484,690
Washington, DC (Hagrstwn)	7	5,854,000	2,443,640
Boston (Manchester)	8	5,717,800	2,411,250
Atlanta	9	5,719,700	2,385,730
Houston	10	5,790,100	2,373,700
Tampa-St. Pete (Sarasota)	11	4,055,500	1,859,820
Phoenix (Prescott)	12	4,553,800	1,848,850
Detroit	13	4,157,700	1,828,230
Seattle-Tacoma	14	4,397,200	1,766,070
Minneapolis-St. Paul	15	3,982,100	1,723,210
Miami-Ft. Lauderdale	16	4,038,700	1,660,020
Denver	17	3,738,900	1,576,090
Cleveland-Akron (Canton)	18	3,295,000	1,493,160
Orlando-Daytona Bch-Melbrn	19	3,512,600	1,489,710
Sacramnto-Stkton-Modesto	20	3,569,800	1,349,990
St. Louis	21	2,733,500	1,217,370
Charlotte	22	2,686,200	1,168,610
Pittsburgh	23	2,485,400	1,154,550
Portland, OR	24	2,819,800	1,136,320
Raleigh-Durham (Fayetteville)	25	2,643,500	1,131,460
Baltimore	26	2,565,200	1,099,890
Indianapolis	27	2,532,500	1,073,090
San Diego	28	2,809,900	1,055,030
Nashville	29	2,387,700	990,150
Hartford & New Haven	30	2,302,900	945,250
Columbus, OH	31	2,129,800	907,530
San Antonio	32	2,266,700	907,320
Kansas City	33	2,105,900	899,020
Salt Lake City	34	2,531,400	884,900
Milwaukee	35	1,979,300	882,210
Cincinnati	36	1,997,500	868,900

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MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Greenville-Spart-Asheville-And	37	1,947,800	833,910
West Palm Beach-Ft. Pierce	38	1,802,400	791,090
Austin	39	1,809,400	745,640
Las Vegas	40	1,828,500	736,700
Grand Rapids-Kalamazoo-B.Crk	41	1,725,300	717,990
Norfolk-Portsmouth-Newport News	42	1,660,500	706,270
Oklahoma City	43	1,605,900	701,070
Harrisburg-Lancaster-Lebanon-York	44	1,715,900	693,370
Birmingham (Ann and Tusc)	45	1,621,200	686,080
Greensboro-High Point-W.Salem	46	1,534,700	679,970
Jacksonville	47	1,577,500	665,330
Albuquerque-Santa Fe	48	1,615,600	662,570
Louisville	49	1,493,500	653,710
Memphis	50	1,521,000	636,140
New Orleans	51	1,491,800	633,140
Providence-New Bedford	52	1,404,300	603,420
Buffalo	53	1,349,000	585,350
Fresno-Visalia	54	1,640,500	564,840
Wilkes Barre-Scranton-Hazleton	55	1,322,900	552,230
Richmond-Petersburg	56	1,304,500	549,730
Little Rock-Pine Bluff	57	1,255,500	547,650
Mobile-Pensacola (Ft. Walter)	58	1,241,000	528,440
Albany-Schenectady-Troy	59	1,217,300	522,590
Tulsa	60	1,188,400	519,190
Ft. Myers-Naples	61	1,159,000	505,430
Knoxville	62	1,182,400	503,410
Lexington	63	1,102,500	472,550
Dayton	64	1,027,700	462,200
Wichita-Hutchinson Plus	65	1,014,700	439,330
Honolulu	66	1,223,200	437,120
Charleston-Huntington	67	983,800	434,540
Green Bay-Appleton	68	971,900	433,970
Roanoke-Lynchburg	69	1,008,100	433,860
Tucson (Sierra Vista)	70	1,010,400	428,090
Flint-Saginaw-Bay City	71	986,500	427,840
Des Moines-Ames	72	977,000	426,240
Spokane	73	988,300	414,520
Omaha	74	938,200	409,160
Springfield, MO	75	934,900	404,370

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Rochester, NY	76	937,500	402,220
Toledo	77	908,600	397,620
Columbia, SC	78	935,600	396,170
Huntsville-Decatur (Flor)	79	882,400	383,940
Portland-Auburn	80	874,200	380,590
Madison	81	853,900	374,980
Paducah-Cape Girard-Harsbg	82	846,700	370,560
Shreveport	83	851,600	368,410
Syracuse	84	876,700	367,340
Champaign&Sprngfld-Decatur	85	836,300	365,550
Harlingen-Wslco-Brnsvl-Mca	86	1,069,200	363,410
Waco-Temple-Bryan	87	863,700	351,120
Chattanooga	88	827,900	346,400
Colorado Springs-Pueblo	89	818,300	346,120
Cedar Rapids-Wtrlo-lwc&Dub	90	769,000	336,040
Savannah	91	801,400	335,550
El Paso (Las Cruces)	92	871,900	332,920
Baton Rouge	93	784,300	326,820
Charleston, SC	94	749,100	324,480
Jackson, MS	95	766,200	319,570
South Bend-Elkhart	96	753,900	310,170
Tri-Cities, TN-VA	97	695,900	305,520
Burlington-Plattsburgh	98	749,400	304,200
Greenville-N.Bern-Washngtn	99	696,000	300,800
Ft. Smith-Fay-Sprngdl-Rgrs	100	706,300	296,160
Davenport-R.Island-Moline	101	655,300	293,220
Myrtle Beach-Florence	102	664,200	286,640
Evansville	103	629,700	276,130
Johnstown-Altoona-St Colge	104	663,200	276,080
Lincoln & Hastings-Krny	105	617,500	271,800
Reno	106	638,000	266,530
Boise	107	653,000	265,580
Tallahassee-Thomasville	108	645,800	265,160
Tyler-Longview(Lfkn&Ncgd)	109	636,000	263,020
Sioux Falls(Mitchell)	110	587,500	260,500
Ft. Wayne	111	608,000	259,170
Augusta-Aiken	112	603,700	256,120
Lansing	113	585,500	248,130
Youngstown	114	570,000	248,120

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Fargo-Valley City	115	544,800	247,400
Springfield-Holyoke	116	610,800	246,500
Peoria-Bloomington	117	550,700	236,240
Traverse City-Cadillac	118	538,800	233,640
Eugene	119	546,000	232,860
Macon	120	567,700	232,240
Lafayette, LA	121	533,800	230,240
Montgomery-Selma	122	533,900	228,580
Yakima-Pasco-RchInd-Knnwck	123	591,300	228,510
SantaBarbra-SanMar-SanLuob	124	626,500	228,480
Monterey-Salinas	125	644,300	221,910
Bakersfield	126	641,900	219,000
Columbus, GA (Opelika, AL)	127	506,900	217,060
La Crosse-Eau Claire	128	484,100	205,910
Corpus Christi	129	507,800	205,900
Wilmington	130	429,900	192,950
Amarillo	131	457,700	189,690
Chico-Redding	132	449,500	186,140
Columbus-Tupelo-W Pnt-Hstn	133	418,500	180,320
Wausau-Rhineland	134	388,200	174,450
Topeka	135	393,200	170,360
Rockford	136	401,000	170,140
Monroe-El Dorado	137	400,000	170,120
Columbia-Jefferson City	138	410,500	169,340
Minot-Bsmrck-Dcknsn(Wlstn)	139	355,800	164,550
Medford-Klamath Falls	140	378,600	164,120
Duluth-Superior	141	368,900	163,560
Beaumont-Port Arthur	142	393,100	162,320
Salisbury	143	372,100	157,930
Lubbock	144	386,000	157,760
Odessa-Midland	145	384,300	156,650
Palm Springs	146	386,900	155,430
Wichita Falls & Lawton	147	360,300	152,490
Anchorage	148	383,500	152,260
Sioux City	149	342,800	149,830
Erie	150	348,500	148,070
Joplin-Pittsburg	151	337,100	143,670
Albany, GA	152	344,000	141,750
Rochestr-Mason City-Austin	153	313,300	140,230

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Panama City	154	338,700	139,090
Terre Haute	155	324,400	132,140
Bangor	156	305,200	131,990
Wheeling-Steubenville	157	292,600	128,800
Biloxi-Gulfport	158	304,500	128,260
Binghamton	159	298,000	127,770
Bluefield-Beckley-Oak Hill	160	286,700	126,980
Sherman-Ada	161	287,200	123,900
Gainesville	162	290,800	122,610
Idaho Falls-Pocatillo(Jcksn)	163	306,700	121,940
Missoula	164	259,500	112,350
Abilene-Sweetwater	165	267,600	112,110
Yuma-El Centro	166	315,900	109,180
Billings	167	244,200	108,770
Hattiesburg-Laurel	168	250,400	106,760
Clarksburg-Weston	169	237,100	102,560
Quincy-Hannibal-Keokuk	170	229,200	99,050
Rapid City	171	222,700	98,400
Utica	172	238,400	98,330
Dothan	173	220,000	97,150
Lake Charles	174	224,400	93,780
Elmira (Corning)	175	212,000	90,340
Jackson, TN	176	209,800	89,620
Watertown	177	216,400	89,070
Harrisonburg	178	227,000	89,020
Alexandria, LA	179	205,900	86,270
Marquette	180	190,400	82,320
Jonesboro	181	181,100	78,470
Bowling Green	182	187,300	78,280
Charlottesville	183	183,600	72,800
Laredo	184	222,800	72,480
Grand Junction-Montrose	185	161,500	68,870
Butte-Bozeman	186	156,400	68,020
Lafayette, IN	187	167,300	67,650
Lima	188	156,000	66,250
Meridian	189	154,200	65,800
Bend, OR	190	150,200	64,580
Great Falls	191	144,600	63,600
Greenwood-Greenville	192	155,300	63,290

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## TELEVISION DMA MARKETS—FALL 2015

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Twin Falls	193	155,700	63,050
Parkersburg	194	134,400	59,950
Eureka	195	141,300	58,140
Casper-Riverton	196	126,800	55,760
Cheyenne-Scottsbluf	197	124,200	55,710
San Angelo	198	130,300	55,400
Mankato	199	105,100	51,330
Ottumwa-Kirkville	200	107,700	44,770
St. Joseph	201	108,000	44,410
Fairbanks	202	81,500	34,970
Victoria	203	76,700	32,340
Zanesville	204	73,000	31,570
Helena	205	62,100	27,590
Presque Isle	206	60,500	27,020
Juneau	207	28,000	25,020
Alpena	208	34,800	16,100
North Platte	209	31,600	14,420
Glendive	210	9,200	4,230

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