

# Market Survey Schedule & Population Rankings

## Web Links

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Diary Survey Schedule .....	<a href="http://www.arbitron.com/home/surveysched.asp">www.arbitron.com/home/surveysched.asp</a>
PPM Survey Schedule .....	<a href="http://www.arbitron.com/home/surveysched.asp">www.arbitron.com/home/surveysched.asp</a>
Custom Survey Area Reports .....	<a href="http://www.arbitron.com/radio_stations/csars.htm">www.arbitron.com/radio_stations/csars.htm</a>

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These population estimates are based upon Census 2010 counts updated and projected to January 1, 2013, by Nielsen Claritas, Inc. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Fall 2012 market definitions.

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## 2012 Market Survey Frequency and Type

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
236	Abilene, TX	2	2A	H
79	Akron	4	4S	B
238	Albany, GA	2	2A	B
65	Albany-Schenectady-Troy	4	4S	
68	Albuquerque	4	4S	H
220	Alexandria, LA	2	2A	B
70	Allentown-Bethlehem	4	4S	H
255	Altoona	2	2S	
166	Amarillo, TX	2	2A	H
167	Anchorage	2	2S	
137	Appleton-Oshkosh	2	2S	
159	Asheville	2	2S	
9	Atlanta	13	PPM	BH
145	Atlantic City-Cape May	2	2S	BH
110	Augusta, GA	2	2S	B
258	Augusta-Waterville, ME	2	2A	
37	Austin	13	PPM	BH
77	Bakersfield	4	4S	H
21	Baltimore	13	PPM	BH
218	Bangor	2	2S	
80	Baton Rouge	4	4S	B
253	Battle Creek, MI	2	2A	B
141	Beaumont-Port Arthur, TX	2	2A	BH
274	Beckley, WV	2	2A	
211	Bend, OR	2	2A	
245	Billings, MT	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
146	Biloxi-Gulfport-Pascagoula	2	2S	B
183	Binghamton	2	2S	
60	Birmingham	4	4S	B
265	Bismarck, ND	2	2A	
233	Bloomington	2	2S	
268	Bluefield, WV	2	2A	
101	Boise	2	2S	H
10	Boston	13	PPM	BH
124	Bridgeport	2	2S	BH
273	Brunswick, GA	2	2A	B
194	Bryan-College Station, TX	2	2A	BH
56	Buffalo-Niagara Falls	4	4S	B
143	Burlington-Plattsburgh	2	2S	
136	Canton	2	2S	
200	Cape Cod, MA	2	2A	
275	Casper, WY	2	2A	
204	Cedar Rapids	2	2S	
210	Champaign, IL	2	2A	B
82	Charleston, SC	4	4S	B
184	Charleston, WV	2	2S	
24	Charlotte-Gastonia-Rock Hill	13	PPM	BH
109	Chattanooga	4	4S	B
272	Cheyenne, WY	2	2A	H
3	Chicago	13	PPM	BH
201	Chico, CA	2	2A	H
29	Cincinnati	13	PPM	B

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
30	Cleveland	13	PPM	B
91	Colorado Springs	4	4S	H
234	Columbia, MO	2	2A	B
88	Columbia, SC	4	4S	B
180	Columbus, GA	2	2S	B
35	Columbus, OH	13	PPM	B
174	Concord (Lakes Region)	2	2S	
111	Corpus Christi	2	2S	H
5	Dallas-Ft. Worth	13	PPM	BH
199	Danbury, CT	2	2A	H
63	Dayton	4	4S	B
94	Daytona Beach	2	2S	BH
267	Decatur, IL	2	2A	B
20	Denver-Boulder	13	PPM	BH
74	Des Moines	4	4S	
12	Detroit	13	PPM	B
187	Dothan, AL	2	2A	B
206	Duluth-Superior	2	2S	
236	Eau Claire, WI	2	2A	
73	El Paso	4	4S	H
224	Elmira-Corning, NY	2	2A	
171	Erie	2	2S	
151	Eugene-Springfield	2	2S	
162	Evansville	2	2S	
203	Fargo-Moorhead	2	2S	
131	Fayetteville (North West Arkansas)	2	2A	H

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

**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 controls



## 2012 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
130	Fayetteville, NC	2	2S	B
155	Flagstaff-Prescott, AZ	2	2A	H
135	Flint	2	2S	B
212	Florence, SC	2	2A	B
247	Florence-Muscle Shoals, AL	2	2A	B
190	Frederick, MD	2	2C	B
149	Fredericksburg	2	2S	B
67	Fresno	4	4S	H
120	Ft. Collins-Greeley, CO	2	2A	H
61	Ft. Myers-Naples-Marco Island	2	2S	H
98	Ft. Pierce-Stuart-Vero Beach	2	2S	BH
158	Ft. Smith, AR	2	2A	
188	Ft. Walton Beach-Destin, FL	2	2A	
112	Ft. Wayne	2	2S	
89	Gainesville-Ocala	2	2S	B
270	Grand Forks, ND-MN	2	2A	
252	Grand Island-Kearney, NE	2	2A	H
248	Grand Junction, CO	2	2A	H
69	Grand Rapids	4	4S	
184	Green Bay	2	2S	
46	Greensboro-Winston-Salem-High Point	13	PPM	BH
86	Greenville-New Bern-Jacksonville	4	4S	B
59	Greenville-Spartanburg	4	4S	B
165	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
81	Harrisburg-Lebanon-Carlisle	4	4S	
254	Harrisonburg, VA	2	2A	
52	Hartford-New Britain-Middletown	13	PPM	BH
64	Honolulu	4	4S	
269	Hot Springs, AR	2	2A	
6	Houston-Galveston	13	PPM	BH
39	Hudson Valley	2	2S	BH
161	Huntington-Ashland	2	2S	
105	Huntsville	4	4S	B
40	Indianapolis	13	PPM	BH
125	Jackson, MS	4	4S	B
271	Jackson, TN	2	2A	B
50	Jacksonville	13	PPM	BH
106	Johnson City-Kingsport-Bristol	4	4S	
227	Jonesboro, AR	2	2A	B
231	Joplin, MO	2	2A	
182	Kalamazoo	2	2S	B
33	Kansas City	13	PPM	BH
144	Killeen-Temple, TX	2	2A	BH
72	Knoxville	4	4S	
221	La Crosse, WI	2	2A	
230	Lafayette, IN	2	2S	
107	Lafayette, LA	2	2S	B
222	Lake Charles, LA	2	2A	B
95	Lakeland-Winter Haven	2	2S	BH
113	Lancaster	2	2S	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
127	Lansing-East Lansing	2	2S	
191	Laredo, TX	2	2A	H
205	Las Cruces, NM	2	2A	H
32	Las Vegas	13	PPM	BH
241	LaSalle-Peru, IL	2	2A	
216	Laurel-Hattiesburg, MS	2	2A	B
260	Lawton, OK	2	2A	BH
186	Lebanon-Rutland-White River Junction	2	2S	
102	Lexington-Fayette	2	2S	B
226	Lima, OH	2	2A	
168	Lincoln	2	2S	
84	Little Rock	4	4S	B
2	Los Angeles	13	PPM	BH
54	Louisville	4	4S	B
172	Lubbock	2	2S	H
239	Lufkin-Nacogdoches, TX	2	2A	BH
132	Macon	2	2S	B
99	Madison	4	4S	
196	Manchester	2	2S	
259	Mankato-New Ulm-St. Peter, MN	2	2A	
57	McAllen-Brownsville-Harlingen	2	2S	H
208	Medford-Ashland, OR	2	2A	H
104	Melbourne-Titusville-Cocoa	2	2S	B
51	Memphis	13	PPM	B
178	Merced, CA	2	2A	H

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## 2012 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
11	Miami-Ft. Lauderdale-Hollywood	13	PPM	BH
41	Middlesex-Somerset-Union	13	PPM	BH
38	Milwaukee-Racine	13	PPM	BH
16	Minneapolis-St. Paul	13	PPM	BH
97	Mobile	4	4S	B
119	Modesto	2	2S	H
53	Monmouth-Ocean	4	4S	H
242	Monroe, LA	2	2A	B
83	Monterey-Salinas-Santa Cruz	4	4S	H
150	Montgomery	2	2S	B
257	Montpelier-Barre-St. Johnsbury	2	2S	
169	Morgantown-Clarksburg-Fairmont, WV	2	2A	
121	Morristown, NJ	2	2C	H
213	Muncie-Marion, IN	2	2A	
235	Muskegon, MI	2	2A	B
156	Myrtle Beach, SC	2	2A	B
45	Nashville	13	PPM	BH
19	Nassau-Suffolk (Long Island)	13	PPM	BH
177	New Bedford-Fall River, MA	2	2C	
117	New Haven	2	2S	BH
175	New London, CT	2	2A	
47	New Orleans	4	4S	BH
1	New York	13	PPM	BH
44	Norfolk-Virginia Beach-Newport News	13	PPM	B
176	Odessa-Midland, TX	2	2A	H

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
49	Oklahoma City	4	4S	BH
223	Olean, NY	2	2A	
75	Omaha-Council Bluffs	4	4S	
34	Orlando	13	PPM	BH
117	Oxnard-Ventura	2	2S	H
138	Palm Springs	2	2S	H
232	Panama City, FL	2	2A	B
243	Parkersburg-Marietta, WV-OH	2	2A	
128	Pensacola	2	2S	B
154	Peoria	2	2S	B
8	Philadelphia	13	PPM	BH
14	Phoenix	13	PPM	BH
25	Pittsburgh, PA	13	PPM	B
90	Portland, ME	2	2S	
23	Portland, OR	13	PPM	H
123	Portsmouth-Dover-Rochester	2	2S	
163	Poughkeepsie, NY	2	2A	BH
43	Providence-Warwick-Pawtucket	13	PPM	H
240	Pueblo	2	2S	H
15	Puerto Rico	4	4S	
152	Quad Cities (Davenport-Rock Island-Moline)	2	2S	
42	Raleigh-Durham	13	PPM	BH
256	Rapid City, SD	2	2A	
134	Reading, PA	2	2A	H
228	Redding, CA	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
126	Reno	2	2S	H
55	Richmond	4	4S	B
26	Riverside-San Bernardino	13	PPM	BH
114	Roanoke-Lynchburg	2	2S	B
225	Rochester, MN	2	2A	
58	Rochester, NY	4	4S	B
157	Rockford	2	2S	BH
27	Sacramento	13	PPM	BH
193	Salina-Manhattan, KS	2	2A	
140	Salisbury-Ocean City	2	2S	B
31	Salt Lake City-Ogden-Provo	13	PPM	H
266	San Angelo, TX	2	2A	H
28	San Antonio	13	PPM	BH
17	San Diego	13	PPM	BH
4	San Francisco	13	PPM	BH
36	San Jose	13	PPM	H
170	San Luis Obispo, CA	2	2A	H
209	Santa Barbara, CA	2	2A	H
202	Santa Maria-Lompoc, CA	2	2A	H
122	Santa Rosa	2	2S	H
76	Sarasota-Bradenton	2	2S	H
153	Savannah	2	2S	B
13	Seattle-Tacoma	13	PPM	BH
264	Sheboygan, WI	2	2A	
133	Shreveport	4	4S	B
262	Sioux City, IA	2	2A	H

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METRO 12+ RANK	MARKET	FREQ	TYPE	DST
179	South Bend	2	2S	B
93	Spokane	4	4S	
92	Springfield, MA	4	4S	H
139	Springfield, MO	2	2S	
219	St. Cloud, MN	2	2A	
22	St. Louis	13	PPM	B
147	Stamford-Norwalk, CT	2	2A	H
85	Stockton	2	2S	H
246	Sussex, NJ	2	2A	
87	Syracuse	4	4S	
160	Tallahassee	2	2S	B
18	Tampa-St. Petersburg-Clearwater	13	PPM	BH
207	Terre Haute	2	2S	
251	Texarkana, TX-AR	2	2A	B
96	Toledo	4	4S	B
198	Topeka	2	2S	
197	Traverse City-Petoskey, MI	2	2A	
148	Trenton	2	2S	BH
181	Tri-Cities, WA (Richland-Kennewick-Pasco)	2	2A	H
62	Tucson	4	4S	H
66	Tulsa	4	4S	
189	Tupelo, MS	2	2A	B
214	Tuscaloosa, AL	2	2A	B
229	Twin Falls (Sun Valley), ID	2	2A	H
142	Tyler-Longview	2	2S	BH

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
164	Utica-Rome	2	2S	
249	Valdosta, GA	2	2A	B
115	Victor Valley	2	2S	H
103	Visalia-Tulare-Hanford	2	2S	H
192	Waco, TX	2	2A	BH
7	Washington, DC	13	PPM	BH
263	Watertown, NY	2	2A	
173	Wausau-Stevens Point, WI (Central WI)	2	2A	
217	Wenatchee-Moses Lake, WA	2	2C	H
48	West Palm Beach-Boca Raton	13	PPM	BH
244	Wheeling	2	2S	
100	Wichita	4	4S	H
250	Wichita Falls, TX	2	2A	BH
71	Wilkes Barre-Scranton	4	4S	
261	Williamsport, PA	2	2A	
78	Wilmington, DE	2	2S	B
215	Winchester, VA	2	2A	
116	Worcester	2	2S	
195	Yakima, WA	2	2A	H
108	York	4	4S	
129	Youngstown-Warren	2	2S	B

METRO 12+ RANK	MARKET	FREQ	TYPE	DST

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# Metro Survey Area Rankings and Population

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
001	1	PPM	New York	15,867,400
003	2	PPM	Los Angeles	11,044,200
005	3	PPM	Chicago	7,878,800
009	4	PPM	San Francisco	6,264,600
024	5	PPM	Dallas-Ft. Worth	5,431,900
033	6	PPM	Houston-Galveston	5,126,200
015	7	PPM	Washington, DC	4,635,000
007	8	PPM	Philadelphia	4,517,800
047	9	PPM	Atlanta	4,385,000
013	10	PPM	Boston	4,082,100
429	11	PPM	Miami-Ft. Lauderdale-Hollywood	3,781,100
011	12	PPM	Detroit	3,760,200
039	13	PPM	Seattle-Tacoma	3,538,100
057	14	PPM	Phoenix	3,255,500
540	15	4S	Puerto Rico	3,152,100
027	16	PPM	Minneapolis-St. Paul	2,793,800
063	17	PPM	San Diego	2,700,300
087	18	PPM	Tampa-St. Petersburg-Clearwater	2,475,100
321	19	PPM	Nassau-Suffolk (Long Island) <sup>1</sup>	(2,448,100)
035	20	PPM	Denver-Boulder	2,429,700
021	21	PPM	Baltimore	2,341,300
017	22	PPM	St. Louis	2,308,100
051	23	PPM	Portland, OR	2,152,300
093	24	PPM	Charlotte-Gastonia-Rock Hill	2,071,600
023	25	PPM	Pittsburgh, PA	2,004,900
<b>TOTAL 1-25</b>				<b>107,997,100</b>

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
379	26	PPM	Riverside-San Bernardino	1,986,600
065	27	PPM	Sacramento	1,887,800
059	28	PPM	San Antonio	1,858,500
031	29	PPM	Cincinnati	1,768,600
019	30	PPM	Cleveland	1,760,100
101	31	PPM	Salt Lake City-Ogden-Provo	1,745,000
257	32	PPM	Las Vegas	1,656,200
041	33	PPM	Kansas City	1,649,000
131	34	PPM	Orlando	1,622,000
045	35	PPM	Columbus, OH	1,542,700
215	36	PPM	San Jose <sup>2</sup>	(1,541,800)
135	37	PPM	Austin	1,537,600
043	38	PPM	Milwaukee-Racine	1,481,300
393	39	2S	Hudson Valley <sup>3</sup>	(1,478,400)
049	40	PPM	Indianapolis	1,443,700
413	41	PPM	Middlesex-Somerset-Union <sup>4</sup>	(1,431,200)
115	42	PPM	Raleigh-Durham	1,402,100
077	43	PPM	Providence-Warwick-Pawtucket	1,382,200
109	44	PPM	Norfolk-Virginia Beach-Newport News	1,367,100
073	45	PPM	Nashville	1,303,800
166	46	PPM	Greensboro-Winston-Salem-High Point	1,226,900
053	47	4S	New Orleans	1,213,400
299	48	PPM	West Palm Beach-Boca Raton	1,176,600
083	49	4S	Oklahoma City	1,174,300
107	50	PPM	Jacksonville	1,162,300
<b>TOTAL 26-50</b>				<b>33,659,800</b>
<b>TOTAL 1-50</b>				<b>141,656,900</b>

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
075	51	PPM	Memphis	1,112,400
061	52	PPM	Hartford-New Britain-Middletown	1,072,900
516	53	4S	Monmouth-Ocean <sup>5</sup>	(1,031,400)
055	54	4S	Louisville	1,001,200
105	55	4S	Richmond	988,500
037	56	4S	Buffalo-Niagara Falls	980,900
269	57	2S	McAllen-Brownsville-Harlingen	965,300
079	58	4S	Rochester, NY	959,500
191	59	4S	Greenville-Spartanburg	904,200
095	60	4S	Birmingham	901,200
515	61	2S	Ft. Myers-Naples-Marco Island <sup>4</sup>	854,000
207	62	4S	Tucson	847,200
067	63	4S	Dayton	839,000
099	64	4S	Honolulu	828,800
069	65	4S	Albany-Schenectady-Troy	797,800
103	66	4S	Tulsa	781,400
089	67	4S	Fresno	771,100
141	68	4S	Albuquerque	748,700
127	69	4S	Grand Rapids	732,700
145	70	4S	Allentown-Bethlehem	710,800
175	71	4S	Wilkes Barre-Scranton	697,600
121	72	4S	Knoxville	690,000
161	73	4S	El Paso	680,100
071	74	4S	Des Moines	669,700
085	75	4S	Omaha-Council Bluffs	667,800
373	76	2S	Sarasota-Bradenton	638,600

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

MKT CODE (Market Code): Unique, numeric identifier for a market.

<sup>1</sup> The Nassau-Suffolk (Long Island), NY 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 86,700), Rockland, NY (population 260,500) and Westchester, NY (population 819,200) 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 541,900) is included in the Monmouth-Ocean and the New York Metro definitions.

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



# Metro Survey Area Rankings and Population (continued)

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
143	77	4S	Bakersfield	624,600
139	78	2S	Wilmington, DE	607,100
081	79	4S	Akron	601,500
223	80	4S	Baton Rouge	593,800
119	81	4S	Harrisburg-Lebanon-Carlisle	592,500
231	82	4S	Charleston, SC	589,800
283	83	4S	Monterey-Salinas-Santa Cruz	582,200
123	84	4S	Little Rock	578,800
291	85	2S	Stockton	574,000
361	86	4S	Greenville-New Bern-Jacksonville	573,100
091	87	4S	Syracuse	567,700
183	88	4S	Columbia, SC	564,000
550	89	2S	Gainesville-Ocala	563,900
197	90	2S	Portland, ME	541,100
233	91	4S	Colorado Springs	541,000
117	92	4S	Springfield, MA	537,400
177	93	4S	Spokane	527,300
341	94	2S	Daytona Beach	526,100
311	95	2S	Lakeland-Winter Haven	521,500
097	96	4S	Toledo	513,700
133	97	4S	Mobile	508,100
517	98	2S	Ft. Pierce-Stuart-Vero Beach	501,500
171	99	4S	Madison	499,100
125	100	4S	Wichita	494,500
			<b>TOTAL 51-100</b>	<b>34,655,200</b>
			<b>TOTAL 1-100</b>	<b>176,312,100</b>

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
229	101	2S	Boise	491,700
259	102	2S	Lexington-Fayette	485,000
293	103	2S	Visalia-Tulare-Hanford	484,800
331	104	2S	Melbourne-Titusville-Cocoa	482,400
327	105	4S	Huntsville	470,600
345	106	4S	Johnson City-Kingsport-Bristol	469,500
253	107	2S	Lafayette, LA	462,300
301	108	4S	York	460,800
181	109	4S	Chattanooga	460,400
305	110	2S	Augusta, GA	455,800
155	111	2S	Corpus Christi	455,200
165	112	2S	Ft. Wayne	443,200
255	113	2S	Lancaster	441,500
277	114	2S	Roanoke-Lynchburg	435,000
419	115	2S	Victor Valley	434,500
113	116	2S	Worcester	433,700
062	117	2S	New Haven	428,000
594	117	2S	Oxnard-Ventura	428,000
343	119	2S	Modesto	427,900
590	120	2A	Ft. Collins-Greeley, CO	426,400
565	121	2C	Morristown, NJ <sup>1</sup>	(426,300)
574	122	2S	Santa Rosa <sup>2</sup>	(423,000)
247	123	2S	Portsmouth-Dover-Rochester	416,100
337	124	2S	Bridgeport	411,700
169	125	4S	Jackson, MS	410,800
275	126	2S	Reno	408,100

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
195	127	2S	Lansing-East Lansing	400,700
317	128	2S	Pensacola	395,200
129	129	2S	Youngstown-Warren	383,100
359	130	2S	Fayetteville, NC	382,500
503	131	2A	Fayetteville (North West Arkansas)	378,600
265	132	2S	Macon	370,000
111	133	4S	Shreveport	352,900
273	134	2A	Reading, PA	351,700
163	135	2S	Flint	351,400
082	136	2S	Canton	345,000
303	137	2S	Appleton-Oshkosh	336,400
592	138	2S	Palm Springs	334,400
203	139	2S	Springfield, MO	334,300
271	140	2S	Salisbury-Ocean City	329,700
149	141	2A	Beaumont-Port Arthur, TX	329,300
502	142	2S	Tyler-Longview	325,700
505	143	2S	Burlington-Plattsburgh	324,500
562	144	2A	Killeen-Temple, TX	319,700
367	145	2S	Atlantic City-Cape May	318,800
533	146	2S	Biloxi-Gulfport-Pascagoula	318,000
547	147	2A	Stamford-Norwalk, CT <sup>3</sup>	(315,100)
537	148	2S	Trenton	314,700
416	149	2S	Fredericksburg <sup>4</sup>	(312,600)
173	150	2S	Montgomery	312,200
241	151	2S	Eugene-Springfield	310,900
157	152	2S	Quad Cities (Davenport-Rock Island-Moline)	309,400

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

MKT CODE (Market Code): Unique, numeric identifier for a market.

<sup>1</sup> The Morristown Metro is embedded in the New York Metro.

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

<sup>3</sup> The Stamford-Norwalk Metro is embedded in the New York Metro.

<sup>4</sup> Stafford County (population 111,700) is included in the Fredericksburg and Washington, DC, Metro definitions.

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



# Metro Survey Area Rankings and Population *(continued)*

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
285	153	2S	Savannah	304,900
137	154	2S	Peoria	304,600
412	155	2A	Flagstaff-Prescott, AZ	300,200
510	156	2A	Myrtle Beach, SC	297,500
279	157	2S	Rockford	289,900
589	158	2A	Ft. Smith, AR	284,100
221	159	2S	Asheville	281,300
333	160	2S	Tallahassee	271,000
193	161	2S	Huntington-Ashland	269,900
185	162	2S	Evansville	265,200
518	163	2A	Poughkeepsie, NY	259,600
295	164	2S	Utica-Rome	256,200
524	165	2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	254,900
147	166	2A	Amarillo, TX	249,700
315	167	2S	Anchorage	248,300
261	168	2S	Lincoln	246,400
555	169	2A	Morgantown-Clarksburg-Fairmont, WV	243,700
556	170	2A	San Luis Obispo, CA	241,100
239	171	2S	Erie	240,700
263	172	2S	Lubbock	240,600
597	173	2A	Wausau-Stevens Point, WI (Central WI)	238,200
426	174	2S	Concord (Lakes Region)	236,600
563	175	2A	New London, CT	235,800
561	176	2A	Odessa-Midland, TX	232,300
365	177	2C	New Bedford-Fall River, MA <sup>1</sup>	(226,200)

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
536	178	2A	Merced, CA	226,000
287	179	2S	South Bend	223,100
235	180	2S	Columbus, GA	221,100
371	181	2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	220,000
251	182	2S	Kalamazoo	215,700
227	183	2S	Binghamton	215,200
153	184	2S	Charleston, WV	213,400
245	184	2S	Green Bay	213,400
430	186	2S	Lebanon-Rutland-White River Junction	210,600
501	187	2A	Dothan, AL	209,000
391	188	2A	Ft. Walton Beach-Destin, FL	207,100
543	189	2A	Tupelo, MS	203,500
528	190	2C	Frederick, MD <sup>2</sup>	(202,900)
506	191	2A	Laredo, TX	202,200
309	192	2A	Waco, TX	201,600
387	193	2A	Salina-Manhattan, KS	201,400
549	194	2A	Bryan-College Station, TX	200,200
325	195	2A	Yakima, WA	200,100
267	196	2S	Manchester <sup>3</sup>	(196,900)
535	197	2A	Traverse City-Petoskey, MI	196,600
205	198	2S	Topeka	196,500
593	199	2A	Danbury, CT	195,700
530	200	2A	Cape Cod, MA	193,200
508	201	2A	Chico, CA	191,400
567	202	2A	Santa Maria-Lompoc, CA	189,300
187	203	2S	Fargo-Moorhead	182,200

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
151	204	2S	Cedar Rapids	181,700
441	205	2A	Las Cruces, NM	180,000
159	206	2S	Duluth-Superior	178,500
307	207	2S	Terre Haute	177,300
339	208	2A	Medford-Ashland, OR	177,200
591	209	2A	Santa Barbara, CA	175,500
507	210	2A	Champaign, IL	175,100
436	211	2A	Bend, OR	174,400
554	212	2A	Florence, SC	173,600
422	213	2A	Muncie-Marion, IN	172,500
596	214	2A	Tuscaloosa, AL	171,500
569	215	2A	Winchester, VA	171,300
522	216	2A	Laurel-Hattiesburg, MS	169,500
395	217	2C	Wenatchee-Moses Lake, WA	169,200
526	218	2S	Bangor	167,900
575	219	2A	St. Cloud, MN	166,200
587	220	2A	Alexandria, LA	163,900
559	221	2A	La Crosse, WI	162,500
584	222	2A	Lake Charles, LA	162,200
421	223	2A	Olean, NY	161,600
557	224	2A	Elmira-Corning, NY	160,500
532	225	2A	Rochester, MN	156,600
576	226	2A	Lima, OH	155,500
497	227	2A	Jonesboro, AR	154,400
509	228	2A	Redding, CA	153,400
442	229	2A	Twin Falls (Sun Valley), ID	151,400
595	230	2S	Lafayette, IN	151,200

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

MKT CODE (Market Code): Unique, numeric identifier for a market.

<sup>1</sup> The New Bedford-Fall River Metro is embedded in the Providence-Warwick-Pawtucket Metro.

<sup>2</sup> The Frederick Metro is embedded in the Washington, DC, Metro.

<sup>3</sup> The M-Split portion of Rockingham County (population 49,900) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions. The population estimates for footnoted markets are not duplicated in the cumulative population totals.





## Metro Survey Area Rankings and Population *(continued)*

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
534	231	2A	Joplin, MO	147,200
573	232	2A	Panama City, FL	146,400
323	233	2S	Bloomington	145,800
564	234	2A	Columbia, MO	144,500
566	235	2A	Muskegon, MI	143,000
546	236	2A	Abilene, TX	140,300
586	236	2A	Eau Claire, WI	140,300
580	238	2A	Albany, GA	137,300
439	239	2A	Lufkin-Nacogdoches, TX	136,500
353	240	2S	Pueblo	135,900
425	241	2A	LaSalle-Peru, IL	130,800
585	242	2A	Monroe, LA	129,000
539	243	2A	Parkersburg-Marietta, WV-OH	128,600
179	244	2S	Wheeling	128,000
225	245	2A	Billings, MT	127,900
579	246	2A	Sussex, NJ	127,300
404	247	2A	Florence-Muscle Shoals, AL	127,000
511	248	2A	Grand Junction, CO	123,700
433	249	2A	Valdosta, GA	120,300
209	250	2A	Wichita Falls, TX	116,400
512	251	2A	Texarkana, TX-AR	115,000
381	252	2A	Grand Island-Kearney, NE	114,400
531	253	2A	Battle Creek, MI	113,500
519	254	2A	Harrisonburg, VA	111,300
219	255	2S	Altoona	109,500
545	256	2A	Rapid City, SD	108,200

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
432	257	2S	Montpelier-Barre-St. Johnsbury	108,000
527	258	2A	Augusta-Waterville, ME	105,900
402	259	2A	Mankato-New Ulm-St. Peter, MN	105,400
599	260	2A	Lawton, OK	105,300
578	261	2A	Williamsport, PA	101,600
523	262	2A	Sioux City, IA	100,800
577	263	2A	Watertown, NY	98,200
418	264	2A	Sheboygan, WI	97,200
582	265	2A	Bismarck, ND	95,700
548	266	2A	San Angelo, TX	94,900
499	267	2A	Decatur, IL	93,900
520	268	2A	Bluefield, WV	93,500
383	269	2A	Hot Springs, AR	85,000
572	270	2A	Grand Forks, ND-MN	83,300
289	271	2A	Jackson, TN	82,500
560	272	2A	Cheyenne, WY	77,800
513	273	2A	Brunswick, GA	68,300
558	274	2A	Beckley, WV	68,200
369	275	2A	Casper, WY	64,600
			<b>TOTAL 101-275</b>	<b>40,114,400</b>
			<b>TOTAL 1-275</b>	<b>216,426,500</b>

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

MKT CODE (Market Code): Unique, numeric identifier for a market.



## Total Survey Area Population

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Abilene, TX	269,700
4S	Akron	1,174,300
2A	Albany, GA	417,300
4S	Albany-Schenectady-Troy	1,369,300
4S	Albuquerque	1,121,800
2A	Alexandria, LA	418,000
4S	Allentown-Bethlehem	986,000
2S	Altoona	528,800
2A	Amarillo, TX	370,000
2S	Anchorage	374,600
2S	Appleton-Oshkosh	892,300
2S	Asheville	526,900
2S	Atlantic City-Cape May	610,300
2S	Augusta, GA	632,300
2A	Augusta-Waterville, ME	428,500
4S	Bakersfield	624,600
2S	Bangor	340,100
4S	Baton Rouge	1,522,000
2A	Battle Creek, MI	113,500
2A	Beaumont-Port Arthur, TX	584,100
2A	Beckley, WV	278,100
2A	Bend, OR	174,400
2A	Billings, MT	209,500
2S	Biloxi-Gulfport-Pascagoula	534,400
2S	Binghamton	579,700
4S	Birmingham	1,791,800

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Bismarck, ND	216,500
2S	Bloomington	252,000
2A	Bluefield, WV	214,100
2S	Boise	723,400
2S	Bridgeport	411,700
2A	Brunswick, GA	208,600
2A	Bryan-College Station, TX	249,800
4S	Buffalo-Niagara Falls	1,330,200
2S	Burlington-Plattsburgh	518,400
2S	Canton	436,900
2A	Cape Cod, MA	216,600
2A	Casper, WY	149,400
2S	Cedar Rapids	647,400
2A	Champaign, IL	501,000
4S	Charleston, SC	808,700
2S	Charleston, WV	531,500
4S	Chattanooga	1,108,800
2A	Cheyenne, WY	132,600
2A	Chico, CA	434,900
4S	Colorado Springs	827,600
2A	Columbia, MO	626,600
4S	Columbia, SC	941,600
2S	Columbus, GA	604,600
2S	Concord (Lakes Region)	291,100
2S	Corpus Christi	485,200
2A	Danbury, CT	195,700

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Dayton	1,248,900
2S	Daytona Beach	526,100
2A	Decatur, IL	183,300
4S	Des Moines	1,036,900
2A	Dothan, AL	509,500
2S	Duluth-Superior	364,400
2A	Eau Claire, WI	361,900
4S	El Paso	940,000
2A	Elmira-Corning, NY	283,000
2S	Erie	438,700
2S	Eugene-Springfield	678,400
2S	Evansville	719,600
2S	Fargo-Moorhead	457,200
2A	Fayetteville (North West Arkansas)	669,700
2S	Fayetteville, NC	929,300
2A	Flagstaff-Prescott, AZ	432,000
2S	Flint	626,200
2A	Florence, SC	521,900
2A	Florence-Muscle Shoals, AL	271,700
2C	Frederick, MD	329,800
2S	Fredericksburg	407,800
4S	Fresno	1,607,900
2A	Ft. Collins-Greeley, CO	426,400
2S	Ft. Myers-Naples-Marco Island	1,202,500
2S	Ft. Pierce-Stuart-Vero Beach	535,400
2A	Ft. Smith, AR	387,400

TYPE: 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.



## Total Survey Area Population (continued)

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Ft. Walton Beach-Destin, FL	343,300
2S	Ft. Wayne	858,400
2S	Gainesville-Ocala	1,006,400
2A	Grand Forks, ND-MN	150,900
2A	Grand Island-Kearney, NE	225,800
2A	Grand Junction, CO	279,800
4S	Grand Rapids	1,619,500
2S	Green Bay	814,100
4S	Greenville-New Bern-Jacksonville	1,087,000
4S	Greenville-Spartanburg	1,917,300
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	418,900
4S	Harrisburg-Lebanon-Carlisle	1,642,900
2A	Harrisonburg, VA	312,000
4S	Honolulu	1,024,900
2A	Hot Springs, AR	150,200
2S	Hudson Valley	2,012,100
2S	Huntington-Ashland	597,600
4S	Huntsville	1,056,500
4S	Jackson, MS	802,600
2A	Jackson, TN	496,800
4S	Johnson City-Kingsport-Bristol	832,200
2A	Jonesboro, AR	298,600
2A	Joplin, MO	406,100
2S	Kalamazoo	663,200
2A	Killeen-Temple, TX	372,700
4S	Knoxville	1,399,600

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	La Crosse, WI	203,200
2S	Lafayette, IN	361,500
2S	Lafayette, LA	642,400
2A	Lake Charles, LA	258,800
2S	Lakeland-Winter Haven	631,400
2S	Lancaster	929,300
2S	Lansing-East Lansing	838,400
2A	Laredo, TX	223,700
2A	Las Cruces, NM	190,600
2A	LaSalle-Peru, IL	141,600
2A	Laurel-Hattiesburg, MS	313,600
2A	Lawton, OK	233,600
2S	Lebanon-Rutland-White River Junction	315,900
2S	Lexington-Fayette	913,700
2A	Lima, OH	318,600
2S	Lincoln	414,900
4S	Little Rock	1,130,500
4S	Louisville	1,470,900
2S	Lubbock	390,000
2A	Lufkin-Nacogdoches, TX	261,400
2S	Macon	564,100
4S	Madison	1,068,300
2S	Manchester	304,200
2A	Mankato-New Ulm-St. Peter, MN	220,100
2S	McAllen-Brownsville-Harlingen	1,053,700
2A	Medford-Ashland, OR	288,500

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Melbourne-Titusville-Cocoa	482,400
2A	Merced, CA	226,000
4S	Mobile	1,150,100
2S	Modesto	1,315,800
4S	Monmouth-Ocean	1,031,400
2A	Monroe, LA	412,000
4S	Monterey-Salinas-Santa Cruz	628,700
2S	Montgomery	791,700
2S	Montpelier-Barre-St. Johnsbury	293,800
2A	Morgantown-Clarksburg-Fairmont, WV	416,600
2C	Morristown, NJ	426,300
2A	Muncie-Marion, IN	194,600
2A	Muskegon, MI	205,900
2A	Myrtle Beach, SC	500,900
2C	New Bedford-Fall River, MA	226,200
2S	New Haven	733,400
2A	New London, CT	371,500
4S	New Orleans	1,944,700
2A	Odessa-Midland, TX	368,500
4S	Oklahoma City	1,547,100
2A	Olean, NY	161,600
4S	Omaha-Council Bluffs	1,261,600
2S	Oxnard-Ventura	881,100
2S	Palm Springs	513,500
2A	Panama City, FL	321,600
2A	Parkersburg-Marietta, WV-OH	305,700

TYPE: 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.



## Total Survey Area Population (continued)

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Pensacola	779,100
2S	Peoria	587,300
2S	Portland, ME	859,700
2S	Portsmouth-Dover-Rochester	539,400
2A	Poughkeepsie, NY	796,800
2S	Pueblo	210,900
4S	Puerto Rico	3,152,100
2S	Quad Cities (Davenport-Rock Island-Moline)	723,200
2A	Rapid City, SD	244,600
2A	Reading, PA	351,700
2A	Redding, CA	257,400
2S	Reno	657,800
4S	Richmond	1,388,700
2S	Roanoke-Lynchburg	1,092,800
2A	Rochester, MN	437,200
4S	Rochester, NY	1,198,300
2S	Rockford	627,600
2A	Salina-Manhattan, KS	229,300
2S	Salisbury-Ocean City	587,500
2A	San Angelo, TX	133,000
2A	San Luis Obispo, CA	430,400
2A	Santa Barbara, CA	364,800
2A	Santa Maria-Lompoc, CA	189,300
2S	Santa Rosa	478,000
2S	Sarasota-Bradenton	816,400
2S	Savannah	923,800

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Sheboygan, WI	97,200
4S	Shreveport	940,700
2A	Sioux City, IA	283,000
2S	South Bend	889,200
4S	Spokane	773,100
4S	Springfield, MA	600,600
2S	Springfield, MO	688,600
2A	St. Cloud, MN	443,000
2A	Stamford-Norwalk, CT	315,100
2S	Stockton	574,000
2A	Sussex, NJ	176,200
4S	Syracuse	1,004,200
2S	Tallahassee	514,900
2S	Terre Haute	353,300
2A	Texarkana, TX-AR	285,300
4S	Toledo	969,800
2S	Topeka	539,200
2A	Traverse City-Petoskey, MI	476,500
2S	Trenton	425,700
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	462,500
4S	Tucson	1,318,900
4S	Tulsa	1,349,500
2A	Tupelo, MS	481,000
2A	Tuscaloosa, AL	349,700
2A	Twin Falls (Sun Valley), ID	151,400
2S	Tyler-Longview	887,300

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Utica-Rome	401,300
2A	Valdosta, GA	192,000
2S	Victor Valley	434,500
2S	Visalia-Tulare-Hanford	484,800
2A	Waco, TX	682,100
2A	Watertown, NY	216,600
2A	Wausau-Stevens Point, WI (Central WI)	543,800
2C	Wenatchee-Moses Lake, WA	228,500
2S	Wheeling	282,300
4S	Wichita	725,800
2A	Wichita Falls, TX	349,800
4S	Wilkes Barre-Scranton	963,500
2A	Williamsport, PA	315,800
2S	Wilmington, DE	747,200
2A	Winchester, VA	410,000
2S	Worcester	557,000
2A	Yakima, WA	230,200
4S	York	1,340,900
2S	Youngstown-Warren	769,400

TYPE: 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.



## Metro Survey Areas 12+ Black Population

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	236	Abilene, TX	10,700	
4S	79	Akron	74,300	B
2A	238	Albany, GA	71,500	B
4S	65	Albany-Schenectady-Troy	60,300	
4S	68	Albuquerque	20,800	
2A	220	Alexandria, LA	48,200	B
4S	70	Allentown-Bethlehem	35,700	
2S	255	Altoona	2,300	
2A	166	Amarillo, TX	14,400	
2S	167	Anchorage	15,900	
2S	137	Appleton-Oshkosh	5,600	
2S	159	Asheville	14,500	
PPM	9	Atlanta	1,496,500	B
2S	145	Atlantic City-Cape May	38,500	B
2S	110	Augusta, GA	155,900	B
2A	258	Augusta-Waterville, ME	900	
PPM	37	Austin	113,700	B
4S	77	Bakersfield	35,800	
PPM	21	Baltimore	676,300	B
2S	218	Bangor	1,600	
4S	80	Baton Rouge	200,500	B
2A	253	Battle Creek, MI	13,100	B
2A	141	Beaumont-Port Arthur, TX	79,700	B
2A	274	Beckley, WV	5,900	
2A	211	Bend, OR	1,000	
2A	245	Billings, MT	1,300	
2S	146	Biloxi-Gulfport-Pascagoula	62,600	B
2S	183	Binghamton	9,500	
4S	60	Birmingham	261,100	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	265	Bismarck, ND	800	
2S	233	Bloomington	11,400	
2A	268	Bluefield, WV	4,700	
2S	101	Boise	6,100	
PPM	10	Boston	299,100	B
2S	124	Bridgeport	56,000	B
2A	273	Brunswick, GA	17,100	B
2A	194	Bryan-College Station, TX	22,300	B
4S	56	Buffalo-Niagara Falls	116,800	B
2S	143	Burlington-Plattsburgh	8,300	
2S	136	Canton	26,100	
2A	200	Cape Cod, MA	4,400	
2A	275	Casper, WY	700	
2S	204	Cedar Rapids	8,300	
2A	210	Champaign, IL	21,600	B
4S	82	Charleston, SC	155,700	B
2S	184	Charleston, WV	13,600	
PPM	24	Charlotte-Gastonia-Rock Hill	458,200	B
4S	109	Chattanooga	64,200	B
2A	272	Cheyenne, WY	2,200	
PPM	3	Chicago	1,367,800	B
2A	201	Chico, CA	4,000	
PPM	29	Cincinnati	221,300	B
PPM	30	Cleveland	351,600	B
4S	91	Colorado Springs	36,100	
2A	234	Columbia, MO	14,000	B
4S	88	Columbia, SC	184,200	B
2S	180	Columbus, GA	95,700	B
PPM	35	Columbus, OH	244,900	B

TYPE: 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

For a Metro to qualify for Black DST, the Metro's Black P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.  
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



## Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	174	Concord (Lakes Region)	2,400	
2S	111	Corpus Christi	15,800	
PPM	5	Dallas-Ft. Worth	852,700	B
2A	199	Danbury, CT	6,600	
4S	63	Dayton	122,100	B
2S	94	Daytona Beach	54,900	B
2A	267	Decatur, IL	15,600	B
PPM	20	Denver-Boulder	135,600	B
4S	74	Des Moines	28,000	
PPM	12	Detroit	839,300	B
2A	187	Dothan, AL	43,100	B
2S	206	Duluth-Superior	4,400	
2A	236	Eau Claire, WI	2,400	
4S	73	El Paso	19,500	
2A	224	Elmira-Corning, NY	7,200	
2S	171	Erie	17,900	
2S	151	Eugene-Springfield	4,600	
2S	162	Evansville	18,800	
2S	203	Fargo-Moorhead	4,600	
2A	131	Fayetteville (North West Arkansas)	9,500	
2S	130	Fayetteville, NC	129,200	B
2A	155	Flagstaff-Prescott, AZ	3,400	
2S	135	Flint	72,800	B
2A	212	Florence, SC	70,600	B
2A	247	Florence-Muscle Shoals, AL	15,700	B
2C	190	Frederick, MD	19,100	B
2S	149	Fredericksburg	58,500	B
4S	67	Fresno	40,900	
2A	120	Ft. Collins-Greeley, CO	5,800	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	61	Ft. Myers-Naples-Marco Island	61,900	
2S	98	Ft. Pierce-Stuart-Vero Beach	63,700	B
2A	158	Ft. Smith, AR	10,300	
2A	188	Ft. Walton Beach-Destin, FL	18,000	
2S	112	Ft. Wayne	37,200	
2S	89	Gainesville-Ocala	81,300	B
2A	270	Grand Forks, ND-MN	1,500	
2A	252	Grand Island-Kearney, NE	1,600	
2A	248	Grand Junction, CO	1,100	
4S	69	Grand Rapids	54,400	
2S	184	Green Bay	5,700	
PPM	46	Greensboro-Winston-Salem-High Point	270,500	B
4S	86	Greenville-New Bern-Jacksonville	136,100	B
4S	59	Greenville-Spartanburg	153,500	B
2A	165	Hagerstown-Chambersburg-Waynesboro, MD-PA	18,100	
4S	81	Harrisburg-Lebanon-Carlisle	51,500	
2A	254	Harrisonburg, VA	4,300	
PPM	52	Hartford-New Britain-Middletown	116,800	B
4S	64	Honolulu	22,400	
2A	269	Hot Springs, AR	6,900	
PPM	6	Houston-Galveston	890,900	B
2S	39	Hudson Valley	181,400	B
2S	161	Huntington-Ashland	8,100	
4S	105	Huntsville	93,600	B
PPM	40	Indianapolis	229,300	B
4S	125	Jackson, MS	197,900	B
2A	271	Jackson, TN	29,900	B
PPM	50	Jacksonville	245,800	B
4S	106	Johnson City-Kingsport-Bristol	11,200	

TYPE: 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

For a Metro to qualify for Black DST, the Metro's Black P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.  
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.





## Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	227	Jonesboro, AR	13,300	B
2A	231	Joplin, MO	3,200	
2S	182	Kalamazoo	24,500	B
PPM	33	Kansas City	220,700	B
2A	144	Killeen-Temple, TX	65,100	B
4S	72	Knoxville	41,400	
2A	221	La Crosse, WI	2,800	
2S	230	Lafayette, IN	6,600	
2S	107	Lafayette, LA	122,700	B
2A	222	Lake Charles, LA	39,800	B
2S	95	Lakeland-Winter Haven	74,100	B
2S	113	Lancaster	16,200	
2S	127	Lansing-East Lansing	38,400	
2A	191	Laredo, TX	400	
2A	205	Las Cruces, NM	3,100	
PPM	32	Las Vegas	186,100	B
2A	241	LaSalle-Peru, IL	2,400	
2A	216	Laurel-Hattiesburg, MS	48,100	B
2A	260	Lawton, OK	18,900	B
2S	186	Lebanon-Rutland-White River Junction	2,400	
2S	102	Lexington-Fayette	49,900	B
2A	226	Lima, OH	11,300	
2S	168	Lincoln	10,200	
4S	84	Little Rock	132,400	B
PPM	2	Los Angeles	779,700	B
4S	54	Louisville	150,100	B
2S	172	Lubbock	17,200	
2A	239	Lufkin-Nacogdoches, TX	22,900	B
2S	132	Macon	139,600	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	99	Madison	24,800	
2S	196	Manchester	4,400	
2A	259	Mankato-New Ulm-St. Peter, MN	2,400	
2S	57	McAllen-Brownsville-Harlingen	4,100	
2A	208	Medford-Ashland, OR	2,000	
2S	104	Melbourne-Titusville-Cocoa	48,900	B
PPM	51	Memphis	506,100	B
2A	178	Merced, CA	8,800	
PPM	11	Miami-Ft. Lauderdale-Hollywood	777,800	B
PPM	41	Middlesex-Somerset-Union	188,500	B
PPM	38	Milwaukee-Racine	233,600	B
PPM	16	Minneapolis-St. Paul	223,100	B
4S	97	Mobile	131,700	B
2S	119	Modesto	13,800	
4S	53	Monmouth-Ocean	54,200	
2A	242	Monroe, LA	45,900	B
4S	83	Monterey-Salinas-Santa Cruz	14,900	
2S	150	Montgomery	130,600	B
2S	257	Montpelier-Barre-St. Johnsbury	1,200	
2A	169	Morgantown-Clarksburg-Fairmont, WV	7,500	
2C	121	Morristown, NJ	14,000	
2A	213	Muncie-Marion, IN	11,900	
2A	235	Muskegon, MI	21,000	B
2A	156	Myrtle Beach, SC	46,700	B
PPM	45	Nashville	210,700	B
PPM	19	Nassau-Suffolk (Long Island)	222,500	B
2C	177	New Bedford-Fall River, MA	10,800	
2S	117	New Haven	61,300	B
2A	175	New London, CT	15,100	

TYPE: 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

For a Metro to qualify for Black DST, the Metro's Black P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.  
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



## Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	47	New Orleans	378,300	B
PPM	1	New York	2,682,000	B
PPM	44	Norfolk-Virginia Beach-Newport News	432,400	B
2A	176	Odessa-Midland, TX	12,500	
4S	49	Oklahoma City	124,000	B
2A	223	Olean, NY	3,000	
4S	75	Omaha-Council Bluffs	59,100	
PPM	34	Orlando	267,900	B
2S	117	Oxnard-Ventura	9,500	
2S	138	Palm Springs	8,300	
2A	232	Panama City, FL	15,800	B
2A	243	Parkersburg-Marietta, WV-OH	2,100	
2S	128	Pensacola	66,300	B
2S	154	Peoria	29,300	B
PPM	8	Philadelphia	932,800	B
PPM	14	Phoenix	179,100	B
PPM	25	Pittsburgh, PA	176,400	B
2S	90	Portland, ME	12,200	
PPM	23	Portland, OR	68,600	
2S	123	Portsmouth-Dover-Rochester	3,800	
2A	163	Poughkeepsie, NY	25,800	B
PPM	43	Providence-Warwick-Pawtucket	72,200	
2S	240	Pueblo	2,800	
4S	15	Puerto Rico	*	
2S	152	Quad Cities (Davenport-Rock Island-Moline)	23,300	
PPM	42	Raleigh-Durham	312,500	B
2A	256	Rapid City, SD	1,600	
2A	134	Reading, PA	16,300	
2A	228	Redding, CA	1,900	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	126	Reno	10,900	
4S	55	Richmond	299,000	B
PPM	26	Riverside-San Bernardino	176,600	B
2S	114	Roanoke-Lynchburg	69,000	B
2A	225	Rochester, MN	6,500	
4S	58	Rochester, NY	103,400	B
2S	157	Rockford	31,100	B
PPM	27	Sacramento	149,700	B
2A	193	Salina-Manhattan, KS	12,400	
2S	140	Salisbury-Ocean City	57,000	B
PPM	31	Salt Lake City-Ogden-Provo	25,300	
2A	266	San Angelo, TX	3,800	
PPM	28	San Antonio	123,700	B
PPM	17	San Diego	141,300	B
PPM	4	San Francisco	437,200	B
PPM	36	San Jose	43,200	
2A	170	San Luis Obispo, CA	5,600	
2A	209	Santa Barbara, CA	2,600	
2A	202	Santa Maria-Lompoc, CA	5,200	
2S	122	Santa Rosa	8,400	
2S	76	Sarasota-Bradenton	39,700	
2S	153	Savannah	100,400	B
PPM	13	Seattle-Tacoma	211,700	B
2A	264	Sheboygan, WI	1,700	
4S	133	Shreveport	132,800	B
2A	262	Sioux City, IA	3,400	
2S	179	South Bend	28,800	B
4S	93	Spokane	10,500	
4S	92	Springfield, MA	37,000	

TYPE: 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

For a Metro to qualify for Black DST, the Metro's Black P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.  
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.

\*Ethnic populations unnecessary for Puerto Rico.



## Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	139	Springfield, MO	9,500	
2A	219	St. Cloud, MN	7,100	
PPM	22	St. Louis	440,100	B
2A	147	Stamford-Norwalk, CT	26,400	
2S	85	Stockton	47,100	
2A	246	Sussex, NJ	2,500	
4S	87	Syracuse	46,300	
2S	160	Tallahassee	76,400	B
PPM	18	Tampa-St. Petersburg-Clearwater	284,800	B
2S	207	Terre Haute	8,900	
2A	251	Texarkana, TX-AR	27,600	B
4S	96	Toledo	75,500	B
2S	198	Topeka	14,200	
2A	197	Traverse City-Petoskey, MI	2,300	
2S	148	Trenton	62,000	B
2A	181	Tri-Cities, WA (Richland-Kennewick-Pasco)	3,800	
4S	62	Tucson	32,000	
4S	66	Tulsa	68,000	
2A	189	Tupelo, MS	44,900	B
2A	214	Tuscaloosa, AL	48,900	B
2A	229	Twin Falls (Sun Valley), ID	600	
2S	142	Tyler-Longview	59,100	B
2S	164	Utica-Rome	13,600	
2A	249	Valdosta, GA	40,200	B
2S	115	Victor Valley	45,300	
2S	103	Visalia-Tulare-Hanford	15,200	
2A	192	Waco, TX	29,200	B
PPM	7	Washington, DC	1,247,800	B
2A	263	Watertown, NY	4,900	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	173	Wausau-Stevens Point, WI (Central WI)	2,000	
2C	217	Wenatchee-Moses Lake, WA	1,300	
PPM	48	West Palm Beach-Boca Raton	198,400	B
2S	244	Wheeling	4,900	
4S	100	Wichita	42,100	
2A	250	Wichita Falls, TX	11,800	B
4S	71	Wilkes Barre-Scranton	37,500	
2A	261	Williamsport, PA	4,800	
2S	78	Wilmington, DE	125,800	B
2A	215	Winchester, VA	8,800	
2S	116	Worcester	22,800	
2A	195	Yakima, WA	2,100	
4S	108	York	23,700	
2S	129	Youngstown-Warren	46,100	B

TYPE: 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

For a Metro to qualify for Black DST, the Metro's Black P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.  
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



## Metro Survey Areas 12+ Hispanic Population

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	236	Abilene, TX	28,000	H
4S	79	Akron	8,700	
2A	238	Albany, GA	3,100	
4S	65	Albany-Schenectady-Troy	34,300	
4S	68	Albuquerque	338,800	H
2A	220	Alexandria, LA	4,300	
4S	70	Allentown-Bethlehem	89,900	H
2S	255	Altoona	1,000	
2A	166	Amarillo, TX	63,200	H
2S	167	Anchorage	17,700	
2S	137	Appleton-Oshkosh	10,700	
2S	159	Asheville	13,700	
PPM	9	Atlanta	458,600	H
2S	145	Atlantic City-Cape May	42,700	H
2S	110	Augusta, GA	20,700	
2A	258	Augusta-Waterville, ME	1,200	
PPM	37	Austin	458,400	H
4S	77	Bakersfield	318,800	H
PPM	21	Baltimore	109,600	H
2S	218	Bangor	1,700	
4S	80	Baton Rouge	23,400	
2A	253	Battle Creek, MI	4,500	
2A	141	Beaumont-Port Arthur, TX	41,800	H
2A	274	Beckley, WV	900	
2A	211	Bend, OR	13,800	
2A	245	Billings, MT	5,400	
2S	146	Biloxi-Gulfport-Pascagoula	15,600	
2S	183	Binghamton	5,900	
4S	60	Birmingham	38,100	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	265	Bismarck, ND	1,300	
2S	233	Bloomington	6,100	
2A	268	Bluefield, WV	700	
2S	101	Boise	57,000	H
PPM	10	Boston	372,600	H
2S	124	Bridgeport	69,200	H
2A	273	Brunswick, GA	4,400	
2A	194	Bryan-College Station, TX	42,900	H
4S	56	Buffalo-Niagara Falls	36,700	
2S	143	Burlington-Plattsburgh	6,400	
2S	136	Canton	4,700	
2A	200	Cape Cod, MA	4,000	
2A	275	Casper, WY	4,100	
2S	204	Cedar Rapids	4,500	
2A	210	Champaign, IL	9,200	
4S	82	Charleston, SC	31,900	
2S	184	Charleston, WV	1,900	
PPM	24	Charlotte-Gastonia-Rock Hill	176,300	H
4S	109	Chattanooga	16,000	
2A	272	Cheyenne, WY	9,400	H
PPM	3	Chicago	1,564,000	H
2A	201	Chico, CA	25,400	H
PPM	29	Cincinnati	44,500	
PPM	30	Cleveland	77,500	
4S	91	Colorado Springs	76,200	H
2A	234	Columbia, MO	4,200	
4S	88	Columbia, SC	29,200	
2S	180	Columbus, GA	13,000	
PPM	35	Columbus, OH	55,000	

TYPE: 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

For a Metro to qualify for Black DST, the Metro's Black P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.

For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



## Metro Survey Areas 12+ Hispanic Population *(continued)*

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	174	Concord (Lakes Region)	3,000	
2S	111	Corpus Christi	264,800	H
PPM	5	Dallas-Ft. Worth	1,437,100	H
2A	199	Danbury, CT	25,000	H
4S	63	Dayton	17,100	
2S	94	Daytona Beach	56,000	H
2A	267	Decatur, IL	1,600	
PPM	20	Denver-Boulder	495,300	H
4S	74	Des Moines	34,700	
PPM	12	Detroit	134,700	
2A	187	Dothan, AL	8,500	
2S	206	Duluth-Superior	2,500	
2A	236	Eau Claire, WI	2,000	
4S	73	El Paso	557,400	H
2A	224	Elmira-Corning, NY	2,900	
2S	171	Erie	7,300	
2S	151	Eugene-Springfield	21,300	
2S	162	Evansville	4,700	
2S	203	Fargo-Moorhead	3,900	
2A	131	Fayetteville (North West Arkansas)	54,500	H
2S	130	Fayetteville, NC	32,300	
2A	155	Flagstaff-Prescott, AZ	37,500	H
2S	135	Flint	9,700	
2A	212	Florence, SC	3,300	
2A	247	Florence-Muscle Shoals, AL	2,600	
2C	190	Frederick, MD	15,600	
2S	149	Fredericksburg	23,800	
4S	67	Fresno	374,000	H
2A	120	Ft. Collins-Greeley, CO	68,400	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	61	Ft. Myers-Naples-Marco Island	173,400	H
2S	98	Ft. Pierce-Stuart-Vero Beach	69,700	H
2A	158	Ft. Smith, AR	20,200	
2A	188	Ft. Walton Beach-Destin, FL	13,200	
2S	112	Ft. Wayne	20,900	
2S	89	Gainesville-Ocala	54,600	
2A	270	Grand Forks, ND-MN	2,600	
2A	252	Grand Island-Kearney, NE	15,500	H
2A	248	Grand Junction, CO	15,300	H
4S	69	Grand Rapids	61,600	
2S	184	Green Bay	13,900	
PPM	46	Greensboro-Winston-Salem-High Point	99,600	H
4S	86	Greenville-New Bern-Jacksonville	37,400	
4S	59	Greenville-Spartanburg	53,600	
2A	165	Hagerstown-Chambersburg-Waynesboro, MD-PA	9,600	
4S	81	Harrisburg-Lebanon-Carlisle	31,300	
2A	254	Harrisonburg, VA	9,700	
PPM	52	Hartford-New Britain-Middletown	137,300	H
4S	64	Honolulu	60,700	
2A	269	Hot Springs, AR	3,800	
PPM	6	Houston-Galveston	1,749,800	H
2S	39	Hudson Valley	290,400	H
2S	161	Huntington-Ashland	2,500	
4S	105	Huntsville	25,000	
PPM	40	Indianapolis	88,700	H
4S	125	Jackson, MS	9,100	
2A	271	Jackson, TN	2,600	
PPM	50	Jacksonville	82,400	H
4S	106	Johnson City-Kingsport-Bristol	8,300	

TYPE: 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

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 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



## Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	227	Jonesboro, AR	4,700	
2A	231	Joplin, MO	8,100	
2S	182	Kalamazoo	7,900	
PPM	33	Kansas City	132,100	H
2A	144	Killeen-Temple, TX	62,600	H
4S	72	Knoxville	25,100	
2A	221	La Crosse, WI	2,700	
2S	230	Lafayette, IN	10,100	
2S	107	Lafayette, LA	14,100	
2A	222	Lake Charles, LA	4,200	
2S	95	Lakeland-Winter Haven	91,600	H
2S	113	Lancaster	36,400	
2S	127	Lansing-East Lansing	22,700	
2A	191	Laredo, TX	193,800	H
2A	205	Las Cruces, NM	113,300	H
PPM	32	Las Vegas	462,500	H
2A	241	LaSalle-Peru, IL	9,300	
2A	216	Laurel-Hattiesburg, MS	6,100	
2A	260	Lawton, OK	10,900	H
2S	186	Lebanon-Rutland-White River Junction	3,000	
2S	102	Lexington-Fayette	24,900	
2A	226	Lima, OH	3,700	
2S	168	Lincoln	13,400	
4S	84	Little Rock	28,300	
PPM	2	Los Angeles	4,669,100	H
4S	54	Louisville	40,700	
2S	172	Lubbock	72,100	H
2A	239	Lufkin-Nacogdoches, TX	23,000	H
2S	132	Macon	14,500	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	99	Madison	25,400	
2S	196	Manchester	10,000	
2A	259	Mankato-New Ulm-St. Peter, MN	2,900	
2S	57	McAllen-Brownsville-Harlingen	858,500	H
2A	208	Medford-Ashland, OR	17,400	H
2S	104	Melbourne-Titusville-Cocoa	39,200	
PPM	51	Memphis	55,500	
2A	178	Merced, CA	114,100	H
PPM	11	Miami-Ft. Lauderdale-Hollywood	1,927,200	H
PPM	41	Middlesex-Somerset-Union	292,900	H
PPM	38	Milwaukee-Racine	133,900	H
PPM	16	Minneapolis-St. Paul	141,500	H
4S	97	Mobile	15,900	
2S	119	Modesto	174,400	H
4S	53	Monmouth-Ocean	91,600	H
2A	242	Monroe, LA	2,300	
4S	83	Monterey-Salinas-Santa Cruz	256,500	H
2S	150	Montgomery	10,300	
2S	257	Montpelier-Barre-St. Johnsbury	1,700	
2A	169	Morgantown-Clarksburg-Fairmont, WV	3,000	
2C	121	Morristown, NJ	50,400	H
2A	213	Muncie-Marion, IN	3,700	
2A	235	Muskegon, MI	6,100	
2A	156	Myrtle Beach, SC	16,700	
PPM	45	Nashville	87,600	H
PPM	19	Nassau-Suffolk (Long Island)	384,800	H
2C	177	New Bedford-Fall River, MA	19,300	
2S	117	New Haven	52,500	H
2A	175	New London, CT	19,200	

TYPE: 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

For a Metro to qualify for Black DST, the Metro's Black P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.  
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.





## Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	47	New Orleans	91,600	H
PPM	1	New York	3,687,600	H
PPM	44	Norfolk-Virginia Beach-Newport News	74,800	
2A	176	Odessa-Midland, TX	102,200	H
4S	49	Oklahoma City	119,700	H
2A	223	Olean, NY	2,300	
4S	75	Omaha-Council Bluffs	60,300	
PPM	34	Orlando	461,800	H
2S	117	Oxnard-Ventura	220,200	H
2S	138	Palm Springs	155,900	H
2A	232	Panama City, FL	6,900	
2A	243	Parkersburg-Marietta, WV-OH	900	
2S	128	Pensacola	18,300	
2S	154	Peoria	8,100	
PPM	8	Philadelphia	346,300	H
PPM	14	Phoenix	891,300	H
PPM	25	Pittsburgh, PA	25,300	
2S	90	Portland, ME	8,300	
PPM	23	Portland, OR	250,400	H
2S	123	Portsmouth-Dover-Rochester	7,100	
2A	163	Poughkeepsie, NY	27,200	H
PPM	43	Providence-Warwick-Pawtucket	133,800	H
2S	240	Pueblo	53,400	H
4S	15	Puerto Rico	*	
2S	152	Quad Cities (Davenport-Rock Island-Moline)	22,200	
PPM	42	Raleigh-Durham	143,000	H
2A	256	Rapid City, SD	3,400	
2A	134	Reading, PA	54,500	H
2A	228	Redding, CA	12,000	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	126	Reno	83,900	H
4S	55	Richmond	53,500	
PPM	26	Riverside-San Bernardino	998,900	H
2S	114	Roanoke-Lynchburg	11,900	
2A	225	Rochester, MN	5,900	
4S	58	Rochester, NY	52,700	
2S	157	Rockford	33,400	H
PPM	27	Sacramento	352,200	H
2A	193	Salina-Manhattan, KS	12,900	
2S	140	Salisbury-Ocean City	19,800	
PPM	31	Salt Lake City-Ogden-Provo	243,300	H
2A	266	San Angelo, TX	32,100	H
PPM	28	San Antonio	974,200	H
PPM	17	San Diego	828,800	H
PPM	4	San Francisco	1,408,000	H
PPM	36	San Jose	394,400	H
2A	170	San Luis Obispo, CA	46,900	H
2A	209	Santa Barbara, CA	52,400	H
2A	202	Santa Maria-Lompoc, CA	97,500	H
2S	122	Santa Rosa	99,400	H
2S	76	Sarasota-Bradenton	66,600	H
2S	153	Savannah	15,400	
PPM	13	Seattle-Tacoma	289,500	H
2A	264	Sheboygan, WI	4,700	
4S	133	Shreveport	11,700	
2A	262	Sioux City, IA	16,000	H
2S	179	South Bend	14,800	
4S	93	Spokane	21,700	
4S	92	Springfield, MA	83,900	H

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

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\*Ethnic populations unnecessary for Puerto Rico.



## Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	139	Springfield, MO	8,600	
2A	219	St. Cloud, MN	3,700	
PPM	22	St. Louis	57,900	
2A	147	Stamford-Norwalk, CT	52,000	H
2S	85	Stockton	216,300	H
2A	246	Sussex, NJ	8,400	
4S	87	Syracuse	18,400	
2S	160	Tallahassee	15,400	
PPM	18	Tampa-St. Petersburg-Clearwater	404,600	H
2S	207	Terre Haute	3,200	
2A	251	Texarkana, TX-AR	6,000	
4S	96	Toledo	27,100	
2S	198	Topeka	16,000	
2A	197	Traverse City-Petoskey, MI	3,300	
2S	148	Trenton	47,900	H
2A	181	Tri-Cities, WA (Richland-Kennewick-Pasco)	58,400	H
4S	62	Tucson	274,700	H
4S	66	Tulsa	62,300	
2A	189	Tupelo, MS	5,600	
2A	214	Tuscaloosa, AL	5,400	
2A	229	Twin Falls (Sun Valley), ID	31,100	H
2S	142	Tyler-Longview	53,300	H
2S	164	Utica-Rome	9,400	
2A	249	Valdosta, GA	6,300	
2S	115	Victor Valley	163,800	H
2S	103	Visalia-Tulare-Hanford	274,500	H
2A	192	Waco, TX	44,800	H
PPM	7	Washington, DC	669,300	H
2A	263	Watertown, NY	4,500	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	173	Wausau-Stevens Point, WI (Central WI)	5,200	
2C	217	Wenatchee-Moses Lake, WA	49,800	H
PPM	48	West Palm Beach-Boca Raton	226,500	H
2S	244	Wheeling	900	
4S	100	Wichita	54,200	H
2A	250	Wichita Falls, TX	17,600	H
4S	71	Wilkes Barre-Scranton	49,000	
2A	261	Williamsport, PA	1,300	
2S	78	Wilmington, DE	45,300	
2A	215	Winchester, VA	11,400	
2S	116	Worcester	39,600	
2A	195	Yakima, WA	84,700	H
4S	108	York	24,500	
2S	129	Youngstown-Warren	11,400	

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-book Average

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## Television DMA Markets

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MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	18,009,900	7,384,340
Los Angeles	2	15,059,000	5,613,460
Chicago	3	8,153,000	3,484,800
Philadelphia	4	6,857,300	2,949,310
Dallas-Ft. Worth	5	6,018,200	2,588,020
San Francisco-Oak-San Jose	6	6,165,100	2,502,030
Boston (Manchester)	7	5,533,300	2,366,690
Washington, DC (Hagrstwn)	8	5,607,800	2,359,160
Atlanta	9	5,425,400	2,326,840
Houston	10	5,363,400	2,215,650
Detroit	11	4,100,400	1,845,920
Seattle-Tacoma	12	4,221,200	1,818,900
Phoenix (Prescott)	13	4,252,100	1,812,040
Tampa-St. Pete (Sarasota)	14	3,872,000	1,806,560
Minneapolis-St. Paul	15	3,859,000	1,728,050
Miami-Ft. Lauderdale	16	3,847,600	1,621,130
Denver	17	3,498,500	1,566,460
Cleveland-Akron (Canton)	18	3,264,600	1,485,140
Orlando-Daytona Bch-Melbrn	19	3,284,900	1,453,170
Sacramnto-Stkton-Modesto	20	3,442,600	1,387,710
St. Louis	21	2,706,100	1,243,490
Portland, OR	22	2,714,200	1,182,180
Pittsburgh	23	2,490,100	1,165,740
Raleigh-Durham (Fayetvll)	24	2,529,800	1,150,350
Charlotte	25	2,546,300	1,136,420
Indianapolis	26	2,461,800	1,089,700
Baltimore	27	2,506,500	1,085,070
San Diego	28	2,700,300	1,075,120
Nashville	29	2,258,400	1,014,910

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Hartford & New Haven	30	2,289,000	996,550
Kansas City	31	2,045,800	931,320
Columbus, OH	32	2,064,200	930,460
Salt Lake City	33	2,394,800	917,370
Milwaukee	34	1,955,000	902,190
Cincinnati	35	1,954,900	897,890
San Antonio	36	2,125,000	881,050
Greenvll-Spart-Ashevll-And	37	1,886,700	846,030
West Palm Beach-Ft. Pierce	38	1,712,000	794,310
Grand Rapids-Kalmzoo-B.Crk	39	1,669,900	720,150
Las Vegas	40	1,698,900	718,990
Oklahoma City	41	1,548,500	718,770
Birmingham (Ann and Tusc)	42	1,596,100	717,530
Harrisburg-Lncstr-Leb-York	43	1,682,900	716,990
Norfolk-Portsmth-Newpt Nws	44	1,624,000	709,730
Austin	45	1,661,600	705,280
Greensboro-H.Point-W.Salem	46	1,497,400	695,100
Albuquerque-Santa Fe	47	1,611,500	691,450
Louisville	48	1,461,500	670,880
Memphis	49	1,512,500	662,830
Jacksonville	50	1,505,100	659,170
New Orleans	51	1,448,100	641,550
Buffalo	52	1,382,500	632,150
Providence-New Bedford	53	1,382,200	606,400
Wilkes Barre-Scranton-Hztn	54	1,333,300	581,020
Fresno-Visalia	55	1,607,900	576,820
Little Rock-Pine Bluff	56	1,243,800	561,760
Richmond-Petersburg	57	1,262,200	553,390
Albany-Schenectady-Troy	58	1,206,000	540,050

## Television DMA Markets *(continued)*

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MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Tulsa	59	1,157,600	526,960
Mobile-Pensacola (Ft Walt)	60	1,191,500	525,990
Knoxville	61	1,160,200	520,890
Ft. Myers-Naples	62	1,074,700	502,050
Dayton	63	1,067,000	498,270
Lexington	64	1,084,500	485,630
Charleston-Huntington	65	996,000	455,490
Wichita-Hutchinson Plus	66	1,003,500	450,300
Flint-Saginaw-Bay City	67	993,700	446,010
Roanoke-Lynchburg	68	992,700	445,470
Green Bay-Appleton	69	964,600	441,800
Tucson (Sierra Vista)	70	1,000,800	438,440
Honolulu	71	1,181,300	437,790
Des Moines-Ames	72	936,900	427,860
Spokane	73	960,900	420,640
Springfield, MO	74	922,400	414,570
Omaha	75	912,800	414,060
Toledo	76	903,900	409,550
Columbia, SC	77	909,600	398,510
Rochester, NY	78	892,900	395,680
Huntsville-Decatur (Flor)	79	866,000	390,590
Portland-Auburn	80	859,700	389,530
Paducah-Cape Girard-Harsbg	81	852,400	388,340
Shreveport	82	856,500	384,410
Champaign&Sprngfld-Decatur	83	836,200	378,720
Syracuse	84	873,500	377,550
Madison	85	826,700	376,670
Harlingen-Wslco-Brnsvl-McA	86	1,032,400	364,160
Chattanooga	87	806,300	353,710

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Waco-Temple-Bryan	88	830,000	349,540
Colorado Springs-Pueblo	89	793,100	343,990
Cedar Rapids-Wtrlo-IWC&Dub	90	752,100	342,610
El Paso (Las Cruces)	91	864,900	339,130
Savannah	92	774,000	334,750
Jackson, MS	93	762,000	331,500
Baton Rouge	94	763,600	329,620
South Bend-Elkhart	95	743,600	319,860
Tri-Cities, TN-VA	96	699,500	319,060
Burlington-Plattsburgh	97	743,500	316,910
Charleston, SC	98	702,300	316,080
Davenport-R.Island-Moline	99	656,600	303,800
Greenville-N.Bern-Washngtn	100	681,000	303,280
Ft. Smith-Fay-Sprngdl-Rgrs	101	679,300	297,590
Johnstown-Altoona-St Colge	102	667,000	288,100
Myrtle Beach-Florence	103	639,100	285,550
Evansville	104	624,600	284,040
Lincoln & Hastings-Krny	105	606,800	276,790
Tallahassee-Thomasville	106	638,900	273,120
Tyler-Longview(Lfkn&Ncgdl)	107	627,300	268,150
Reno	108	617,400	265,600
Ft. Wayne	109	596,600	265,390
Youngstown	110	576,300	260,000
Boise	111	607,200	259,090
Sioux Falls(Mitchell)	112	567,800	258,460
Augusta-Aiken	113	587,300	257,730
Springfield-Holyoke	114	600,600	252,950
Lansing	115	576,000	251,140
Peoria-Bloomington	116	548,600	244,050

## Television DMA Markets *(continued)*

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MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Fargo-Valley City	117	521,000	243,890
Montgomery-Selma	118	545,200	241,930
Traverse City-Cadillac	119	533,500	241,800
Macon	120	566,600	241,170
Eugene	121	537,200	235,570
Yakima-Pasco-RchInd-Knnwck	122	572,900	231,950
SantaBarbra-SanMar-SanLuOb	122	605,900	231,950
Lafayette, LA	124	516,200	229,320
Monterey-Salinas	125	628,700	224,240
Bakersfield	126	624,600	221,740
Columbus, GA (Opelika, AL)	127	488,500	216,920
La Crosse-Eau Claire	128	478,500	211,670
Corpus Christi	129	485,200	203,730
Amarillo	130	453,300	197,110
Chico-Redding	131	441,400	191,500
Wilmington	132	405,300	188,420
Columbus-Tupelo-W Pnt-Hstn	133	412,400	184,990
Wausau-Rhineland	134	386,500	179,450
Rockford	135	405,100	179,240
Topeka	136	392,300	176,160
Monroe-El Dorado	137	401,700	175,960
Columbia-Jefferson City	138	401,800	173,640
Duluth-Superior	139	367,400	169,610
Medford-Klamath Falls	140	372,900	167,820
Beaumont-Port Arthur	141	391,300	167,110
Lubbock	142	375,900	159,840
Wichita Falls & Lawton	143	360,800	158,500
Salisbury	144	357,600	157,830
Anchorage	145	374,600	156,280

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Erie	146	352,900	155,190
Sioux City	147	342,400	154,830
Palm Springs	148	366,000	154,560
Joplin-Pittsburg	149	336,600	151,200
Albany, GA	150	352,300	150,110
Minot-Bsmrck-Dcknsn(Wlstn)	151	319,000	150,000
Odessa-Midland	152	351,700	147,730
Rochestr-Mason City-Austin	153	308,500	143,330
Terre Haute	154	326,100	139,600
Bangor	155	305,200	138,040
Bluefield-Beckley-Oak Hill	156	294,700	134,410
Binghamton	157	299,400	133,420
Wheeling-Steubenville	158	282,300	130,110
Panama City	159	304,300	129,390
Biloxi-Gulfport	160	294,500	128,300
Sherman-Ada	161	282,400	126,930
Idaho Falls-Pocatillo(Jcksn)	162	302,100	125,710
Gainesville	163	284,800	123,430
Abilene-Sweetwater	164	263,200	114,080
Yuma-El Centro	165	316,900	113,230
Missoula	166	249,500	113,010
Hattiesburg-Laurel	167	248,600	109,950
Billings	168	236,300	109,730
Dothan	169	235,100	107,110
Clarksburg-Weston	170	236,500	106,480
Quincy-Hannibal-Keokuk	171	230,100	103,520
Utica	172	238,400	102,890
Rapid City	173	214,800	98,020
Elmira (Corning)	174	213,900	95,530

**Television DMA Markets** (continued)

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Lake Charles	175	220,200	94,610
Jackson, TN	176	209,600	93,090
Watertown	177	216,600	92,590
Harrisonburg	178	220,600	90,260
Alexandria, LA	179	205,500	89,280
Marquette	180	188,300	84,640
Jonesboro	181	177,800	80,740
Bowling Green	182	180,400	78,780
Charlottesville	183	177,800	74,340
Laredo	184	213,400	72,590
Grand Junction-Montrose	185	158,000	70,580
Meridian	186	153,800	68,860
Butte-Bozeman	187	148,600	67,180
Greenwood-Greenville	188	157,600	66,410
Lafayette, IN	189	158,500	66,240
Great Falls	190	144,900	65,930
Twin Falls	191	150,400	64,100
Bend, OR	192	138,200	62,950
Parkersburg	193	135,300	62,620
Eureka	194	141,500	59,610
Cheyenne-Scottsbluf	195	120,800	56,350
San Angelo	196	125,500	55,820
Casper-Riverton	197	120,900	55,270
Mankato	198	104,600	52,530
Lima	199	117,200	51,240
Ottumwa-Kirksville	200	106,700	46,730
St. Joseph	201	108,100	46,180
Fairbanks	202	81,500	37,920
Zanesville	203	73,300	32,940

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Victoria	204	72,500	31,560
Presque Isle	205	62,300	29,250
Helena	206	60,800	28,260
Juneau	207	28,400	26,320
Alpena	208	35,200	16,910
North Platte	209	30,900	14,720
Glendive	210	8,600	4,050



## Ethnic Reports Available via CD Access

### PPM Markets

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

#### Black

MKT CODE	MARKET	FREQUENCY
917	Atlanta	13
909	Baltimore	13
924	Charlotte-Gastonia-Rock Hill	13
903	Chicago	13
911	Cleveland	13
912	Dallas-Ft. Worth	13
906	Detroit	13
932	Greensboro-Winston Salem-High Point	13
913	Houston-Galveston	13
919	Indianapolis	13
927	Jacksonville	13
902	Los Angeles	13
925	Memphis	13
916	Miami-Ft. Lauderdale-Hollywood	13
901	New York	13
929	Norfolk-Virginia Beach-Newport News	13
904	Philadelphia	13
930	Raleigh-Durham	13
905	San Francisco	13
907	St. Louis	13
908	Washington, DC	13

#### Hispanic

MKT CODE	MARKET	FREQUENCY
835	Austin	13
852	Chicago	13
846	Dallas-Ft. Worth	13
784	Denver-Boulder	13
848	Houston-Galveston	13
831	Las Vegas	13
842	Los Angeles	13
827	Miami-Ft. Lauderdale-Hollywood	13
750	Nassau-Suffolk	13
819	New York	13
845	Orlando	13
864	Phoenix	13
809	Riverside-San Bernardino	13
878	Sacramento	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

**Market Code (MKT CODE):** Unique, numeric identifier for a market.  
**FREQ (Frequency):** Number of survey periods per year.

## Ethnic Reports Available via CD Access *(continued)*

### Diary Markets

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

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

#### Black

MKT CODE	MARKET	FREQUENCY
931	Baton Rouge	2
923	Birmingham	2
933	Charleston, SC	2
944	Columbia, SC	2
918	Dayton	2
945	Greenville-New Bern-Jacksonville	2
938	Jackson, MS	2
920	Louisville	2
948	Mobile	2
922	New Orleans	2
926	Richmond	2
951	Shreveport	2

#### Hispanic

MKT CODE	MARKET	FREQUENCY
781	Albuquerque	2
783	Bakersfield	2
850	El Paso	2
861	Fresno	2
862	Monterey-Salinas-Santa Cruz	2
865	Tucson	2

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

#### Black

MKT CODE	MARKET	FREQUENCY
963	Albany, GA	2
952	Augusta, GA	2
961	Columbus, GA	2
954	Fayetteville, NC	2
962	Flint	2
955	Lafayette, LA	2
957	Macon	2
953	Montgomery	2
959	Savannah	2

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

#### Black

MKT CODE	MARKET	FREQUENCY
935	Buffalo-Niagara Falls	1
936	Chattanooga	1
937	Greenville-Spartanburg	1
946	Huntsville	1
947	Little Rock	1
956	Oklahoma City	1
958	Rochester, NY	1
943	Toledo	1

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

#### Hispanic

MKT CODE	MARKET	FREQUENCY
968	Oklahoma City	1

Fourteen 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.

#### Hispanic

MKT CODE	MARKET	FREQUENCY
747	Corpus Christi	2
749	Laredo, TX	2
970	Las Cruces, NM	2
849	McAllen-Brownsville-Harlingen	2
969	Merced, CA	2
966	Modesto	2
971	Odessa-Midland, TX	2
775	Oxnard-Ventura	2
965	Palm Springs	2
973	Pueblo	2
972	Santa Maria-Lompoc, CA	2
964	Stockton	2
967	Victor Valley	2
773	Visalia-Tulare-Hanford	2

**Market Code (MKT CODE):** Unique, numeric identifier for a market.  
**FREQ (Frequency):** Number of survey periods per year.



## Custom Sports Reports

PPM Sports Reports reflect the audience of play-by-play radio broadcasts of Pro Football and Baseball games in PPM markets. These reports offer a season-average AQH Rating and Cume audience for the most popular demo groups. Agencies and advertisers who subscribe to Arbitron's respondent level data will find a PDF report for each team on my.arbitron.com.

MARKET	NFL FOOTBALL TEAMS	MLB BASEBALL TEAMS
Philadelphia	Philadelphia Eagles	Philadelphia Phillies
Houston-Galveston	Houston Texans	Houston Astros
New York	New York Jets New York Giants	New York Yankees New York Mets
Los Angeles		Los Angeles Dodgers Los Angeles Angels of Anaheim
Chicago	Chicago Bears	Chicago White Sox Chicago Cubs
San Francisco	Oakland Raiders San Francisco 49ers	Oakland Athletics San Francisco Giants
Dallas-Ft. Worth	Dallas Cowboys	Texas Rangers
Washington	Washington Redskins	Washington Nationals
Detroit	Detroit Lions	Detroit Tigers
Atlanta	Atlanta Falcons	Atlanta Braves
Boston	New England Patriots	Boston Red Sox
Miami	Miami Dolphins	Florida Marlins
Seattle-Tacoma	Seattle Seahawks	Seattle Mariners
Phoenix	Arizona Cardinals	Arizona Diamondbacks
Minneapolis-St.Paul	Minnesota Vikings	Minnesota Twins
San Diego	San Diego Chargers	San Diego Padres

MARKET	NFL FOOTBALL TEAMS	MLB BASEBALL TEAMS
Tampa	Tampa Bay Buccaneers	Tampa Bay Rays
St.Louis	St. Louis Rams	St. Louis Cardinals
Baltimore	Baltimore Ravens	Baltimore Orioles
Denver-Boulder	Denver Broncos	Colorado Rockies
Pittsburgh, PA	Pittsburgh Steelers	Pittsburgh Pirates
Cleveland	Cleveland Browns	Cleveland Indians
Cincinnati	Cincinnati Bengals	Cincinnati Reds
Kansas City	Kansas City Chiefs	Kansas City Royals
Milwaukee	Green Bay Packers	Milwaukee Brewers
Indianapolis	Indianapolis Colts	
Jacksonville	Jacksonville Jaguars	
Nashville	Tennessee Titans	
Charlotte	Carolina Panthers	

2012 NFL Football report due 2/1/2013  
 2013 Mid-Season Baseball report due 7/26/2013  
 2013 Full-Season Baseball report due 11/15/2013