

RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION

SPRING 2020

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These population estimates are based upon Census 2010 counts updated and projected to January 1, 2020, by Claritas, LLC. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2020 Nielsen Audio market definitions.

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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	16,110,500	4,092,600	2,682,700
003	2	PPM	13	Los Angeles	BH	11,469,700	4,993,500	794,000
005	3	PPM	13	Chicago	BH	7,952,400	1,698,900	1,322,300
009	4	PPM	13	San Francisco	BH	6,764,400	1,507,600	438,600
024	5	PPM	13	Dallas-Ft. Worth	BH	6,339,800	1,742,200	1,052,000
033	6	PPM	13	Houston-Galveston	BH	5,979,700	2,137,700	1,041,000
015	7	PPM	13	Washington, DC	BH	5,019,400	815,800	1,346,600
047	8	PPM	13	Atlanta	BH	4,971,100	510,100	1,760,500
007	9	PPM	13	Philadelphia	BH	4,627,200	432,000	959,200
013	10	PPM	13	Boston	BH	4,376,900	507,100	356,600
429	11	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	4,159,800	2,296,000	840,000
039	12	PPM	13	Seattle-Tacoma	BH	4,006,500	366,200	268,900
011	13	PPM	13	Detroit	B	3,848,800	159,800	844,000
057	14	PPM	13	Phoenix	BH	3,815,900	1,113,200	240,600
027	15	PPM	13	Minneapolis-St. Paul	BH	3,032,400	164,100	278,900
063	16	PPM	13	San Diego	BH	2,873,100	935,300	156,500
087	17	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,797,700	544,600	336,500
035	18	PPM	13	Denver-Boulder	BH	2,796,400	582,500	161,400
540	19	12S	12	Puerto Rico		2,740,700	*	*
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,458,400	455,300	244,800
051	21	PPM	13	Portland, OR	H	2,413,400	307,400	85,600
021	22	PPM	13	Baltimore	BH	2,408,800	142,300	710,800
093	23	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,391,900	221,100	553,300
017	24	PPM	13	St. Louis	B	2,342,200	71,100	439,300
059	25	PPM	13	San Antonio	BH	2,151,300	1,175,900	154,500
379	26	PPM	13	Riverside-San Bernardino	BH	2,145,300	1,173,600	184,100
065	27	PPM	13	Sacramento	BH	2,052,500	411,200	164,300
101	28	PPM	13	Salt Lake City-Ogden-Provo	H	2,012,700	297,900	33,400
023	29	PPM	13	Pittsburgh, PA	B	1,972,100	36,100	176,800
131	30	PPM	13	Orlando	BH	1,956,800	670,800	331,400
257	31	PPM	13	Las Vegas	BH	1,945,100	579,100	255,500
135	32	PPM	13	Austin	BH	1,877,300	580,000	143,200
031	33	PPM	13	Cincinnati	B	1,856,600	57,300	242,100
041	34	PPM	13	Kansas City	BH	1,777,000	153,000	235,300
019	35	PPM	13	Cleveland	BH	1,774,400	99,800	355,700
045	36	PPM	13	Columbus, OH	B	1,722,000	69,900	297,400
215	37	PPM	13	San Jose	H	1,674,400	401,000	47,200
115	38	PPM	13	Raleigh-Durham	BH	1,651,400	165,900	365,400
049	39	PPM	13	Indianapolis	BH	1,585,200	104,000	266,100
073	40	PPM	13	Nashville	BH	1,512,100	105,600	249,800

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393	41	2S	2	Hudson Valley	BH	1,508,800	337,700	195,100
043	42	PPM	13	Milwaukee-Racine	BH	1,508,500	153,900	235,800
413	43	PPM	13	Middlesex-Somerset-Union	BH	1,483,000	354,000	203,000
077	44	PPM	13	Providence-Warwick-Pawtucket	BH	1,419,800	177,800	85,300
109	45	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,411,600	98,600	448,100
107	46	PPM	13	Jacksonville	BH	1,345,400	121,500	285,400
299	47	PPM	13	West Palm Beach-Boca Raton	BH	1,321,300	297,800	243,900
166	48	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,315,100	116,800	308,200
083	49	12S	12	Oklahoma City	BH	1,279,500	152,200	141,700
053	50	12S	12	New Orleans	BH	1,258,400	108,800	399,100
075	51	PPM	13	Memphis	B	1,127,600	59,100	532,400
061	52	PPM	13	Hartford-New Britain-Middletown	BH	1,078,200	169,000	127,000
105	53	12S	12	Richmond	B	1,069,300	67,000	323,300
055	54	12S	12	Louisville	B	1,053,000	49,200	167,100
516	55	2S	2	Monmouth-Ocean	H	1,049,400	103,600	56,500
269	56	2S	2	McAllen-Brownsville-Harlingen	H	1,036,900	958,800	4,300
515	57	12S	12	Ft. Myers-Naples	BH	1,027,200	228,900	77,300
191	58	12S	12	Greenville-Spartanburg	B	1,003,700	66,200	176,000
037	59	12S	12	Buffalo-Niagara Falls	B	980,800	46,300	119,800
079	60	12S	12	Rochester, NY	B	955,600	67,000	106,000
095	61	12S	12	Birmingham	B	925,500	37,300	277,700
207	62	12S	12	Tucson	H	906,300	324,400	36,200
067	63	12S	12	Dayton	B	842,100	22,400	124,500
099	64	12S	12	Honolulu		832,800	77,600	35,100
103	65	12S	12	Tulsa	H	827,500	76,000	73,500
089	66	12S	12	Fresno	H	817,300	424,600	41,300
069	67	12S	12	Albany-Schenectady-Troy		814,900	44,400	68,000
127	68	12S	12	Grand Rapids	H	804,900	75,100	62,500
141	69	12S	12	Albuquerque	H	775,400	375,700	21,300
373	70	2S	2	Sarasota-Bradenton	H	755,300	87,100	47,500
071	71	12S	12	Des Moines		751,900	44,100	38,400
189	72	12S	12	Metro Fairfield County	BH	744,900	148,000	92,400
121	73	12S	12	Knoxville		739,500	31,100	46,900
145	74	12S	12	Allentown-Bethlehem	H	736,400	123,700	43,300
085	75	12S	12	Omaha-Council Bluffs	H	726,800	75,200	63,500
161	76	12S	12	El Paso	H	696,500	580,800	23,300
223	77	12S	12	Baton Rouge	B	695,200	29,500	241,700
175	78	12S	12	Wilkes Barre-Scranton	H	692,500	71,500	41,500
231	79	12S	12	Charleston, SC	B	690,400	35,700	173,300
143	80	12S	12	Bakersfield	H	661,300	364,700	35,300
291	81	2S	2	Stockton	H	632,400	254,900	50,700
139	82	2S	2	Wilmington, DE	B	625,900	54,000	138,200
311	83	2S	2	Lakeland-Winter Haven	BH	620,900	137,400	92,500

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119	84	12S	12	Harrisburg-Lebanon-Carlisle		619,900	46,300	57,200
183	85	12S	12	Columbia, SC	B	617,400	32,700	210,900
550	86	2S	2	Gainesville-Ocala	BH	615,100	70,400	92,000
233	87	12S	12	Colorado Springs	H	613,200	99,600	45,800
081	88	12S	12	Akron	B	612,500	12,400	78,900
181	89	12S	12	Chattanooga	B	606,900	28,100	73,600
123	90	12S	12	Little Rock	B	606,300	30,700	149,800
283	91	12S	12	Monterey-Salinas-Santa Cruz	H	603,700	284,000	15,600
229	92	2S	2	Boise	H	601,600	77,000	8,800
171	93	12S	12	Madison		601,200	32,600	28,400
361	94	12S	12	Greenville-New Bern-Jacksonville	B	599,800	48,100	144,900
341	95	2S	2	Daytona Beach	BH	596,400	78,300	63,200
177	96	12S	12	Spokane		590,200	31,000	13,600
517	97	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	574,900	87,900	76,700
275	98	2S	2	Reno	H	569,200	122,700	14,900
197	99	2S	2	Portland, ME		565,400	10,900	14,700
091	100	12S	12	Syracuse		560,600	22,400	48,500
117	101	12S	12	Springfield, MA	H	554,700	108,300	40,200
133	102	12S	12	Mobile	B	543,300	18,500	141,500
331	103	2S	2	Melbourne-Titusville-Cocoa	BH	537,800	56,400	55,200
259	104	2S	2	Lexington-Fayette	B	528,300	26,500	57,200
097	105	12S	12	Toledo	B	512,600	32,600	78,300
125	106	12S	12	Wichita	H	512,200	62,700	43,900
590	107	2A	2	Ft. Collins-Greeley, CO	H	511,500	90,200	8,900
327	108	12S	12	Huntsville	B	506,400	26,900	106,600
293	109	2S	2	Visalia-Tulare-Hanford	H	500,500	307,200	14,300
305	110	2S	2	Augusta, GA	B	493,300	28,100	173,900
301	111	2S	2	York		477,700	33,900	25,900
155	112	2S	2	Corpus Christi	H	477,200	299,200	17,000
253	113	2S	2	Lafayette, LA	B	477,000	19,500	127,100
345	114	2S	2	Johnson City-Kingsport-Bristol		472,100	10,500	13,600
419	115	2S	2	Victor Valley	BH	469,600	202,400	51,700
165	116	2S	2	Ft. Wayne		464,300	26,200	40,400
255	117	2S	2	Lancaster	H	460,900	46,800	19,600
343	118	2S	2	Modesto	H	458,900	207,200	15,200
113	119	2S	2	Worcester	H	457,500	51,500	29,900
503	120	2A	2	Fayetteville (North West Arkansas)	H	451,400	67,600	13,800
277	121	2S	2	Roanoke-Lynchburg	B	449,800	15,800	73,300
594	122	2S	2	Oxnard-Ventura	H	443,300	240,500	11,300
247	123	2S	2	Portsmouth-Dover-Rochester		443,200	11,600	5,200
317	124	2S	2	Pensacola	B	435,900	24,700	73,500
062	125	2S	2	New Haven	BH	431,700	65,000	65,100
565	126	2C	2	Morristown, NJ	H	431,000	60,900	16,200
169	127	12S	12	Jackson, MS	B	420,600	9,400	204,400
195	128	2S	2	Lansing-East Lansing	B	420,300	25,800	40,700

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359	129	2S	2	Fayetteville, NC	B	386,500	40,100	134,600
265	130	2S	2	Macon	B	378,500	16,800	148,500
592	131	2S	2	Palm Springs	H	375,400	183,800	11,100
510	132	2A	2	Myrtle Beach, SC	B	373,100	18,500	56,700
129	133	2S	2	Youngstown-Warren	B	370,300	14,800	45,900
271	134	2S	2	Salisbury-Ocean City	B	364,700	23,900	64,700
273	135	2A	2	Reading, PA	H	362,100	73,400	17,300
203	136	2S	2	Springfield, MO		360,100	12,100	12,000
562	137	2A	2	Killeen-Temple, TX	B	356,700	82,600	81,600
303	138	2S	2	Appleton-Oshkosh		352,000	13,600	7,000
416	139	2S	2	Fredericksburg	B	349,000	34,400	67,100
163	140	2S	2	Flint	B	346,200	11,100	70,600
502	141	2S	2	Tyler-Longview	BH	342,900	62,800	62,600
082	142	2S	2	Canton		342,700	6,800	27,800
533	143	2S	2	Biloxi-Gulfport-Pascagoula	B	341,300	19,200	75,500
111	144	2S	2	Shreveport	B	339,800	13,700	133,400
241	145	2S	2	Eugene-Springfield		337,800	27,900	6,000
285	146	2S	2	Savannah	B	334,300	21,000	110,300
505	147	2S	2	Burlington-Plattsburgh		333,300	9,100	10,200
149	148	2A	2	Beaumont-Port Arthur, TX	BH	330,700	51,600	79,600
581	149	2A	2	Ann Arbor, MI	B	330,500	15,600	42,300
281	150	2A	2	Saginaw-Bay City-Midland, MI	B	325,200	19,100	33,800
542	151	2A	2	Newburgh-Middletown, NY	BH	322,000	65,700	37,400
537	152	2S	2	Trenton	BH	320,500	57,200	63,700
157	153	2S	2	Quad Cities (Davenport-Rock Island-Moline)		309,800	25,800	26,500
367	154	2S	2	Atlantic City-Cape May	BH	308,500	47,300	38,100
173	155	2S	2	Montgomery	B	307,500	9,500	136,500
221	156	2S	2	Asheville		307,200	16,200	16,700
335	157	2A	2	Traverse City-Petoskey-Cadillac, MI		299,900	6,700	4,000
137	158	2S	2	Peoria	B	294,000	10,100	29,700
333	159	2S	2	Tallahassee	B	289,900	18,700	85,000
589	160	2A	2	Ft. Smith, AR		285,900	24,100	12,000
279	161	2S	2	Rockford	B	285,400	37,700	32,700
561	162	2A	2	Odessa-Midland, TX	H	275,300	145,500	15,000
261	163	2S	2	Lincoln		273,100	18,300	13,200
185	164	2S	2	Evansville		268,900	6,200	20,300
524	165	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		263,400	13,700	22,600
263	166	2S	2	Lubbock	H	262,600	90,800	18,900
518	167	2A	2	Poughkeepsie, NY	BH	259,600	31,700	29,800
147	168	2A	2	Amarillo, TX	H	259,400	76,200	15,800
193	169	2S	2	Huntington-Ashland		258,400	3,000	8,200
407	170	2A	2	Bowling Green, KY		255,000	9,300	18,700
556	171	2A	2	San Luis Obispo, CA	H	250,700	53,400	5,000

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295	172	2S	2	Utica-Rome		250,200	12,000	14,000
426	173	2S	2	Concord (Lakes Region)		246,800	4,800	3,200
555	174	2A	2	Morgantown-Clarksburg-Fairmont, WV		246,700	4,600	8,300
371	175	2A	2	Tri-Cities, WA (Richland-Kennewick-Pasco)	H	246,300	73,400	5,800
315	176	2S	2	Anchorage		242,400	21,600	16,600
391	177	2A	2	Ft. Walton Beach-Destin, FL		241,500	20,000	22,000
597	178	2A	2	Wausau-Stevens Point, WI (Central WI)		240,800	6,400	2,700
365	179	2C	2	New Bedford-Fall River, MA		234,200	27,200	14,300
563	180	2A	2	New London, CT	H	232,600	24,000	16,300
239	181	2S	2	Erie		232,400	9,200	18,300
319	182	2A	2	Sioux Falls, SD		230,000	8,800	11,300
287	183	2S	2	South Bend	B	229,800	18,700	31,300
251	184	2S	2	Kalamazoo	B	228,900	10,800	28,100
575	185	2A	2	St. Cloud, MN		226,500	6,100	13,800
245	186	2S	2	Green Bay		224,100	17,300	7,000
528	187	2C	2	Frederick, MD	BH	222,700	21,500	22,900
506	188	2A	2	Laredo, TX	H	219,700	212,700	600
235	189	2S	2	Columbus, GA	B	217,300	15,900	100,000
309	190	2A	2	Waco, TX	BH	216,400	54,200	31,300
549	191	2A	2	Bryan-College Station, TX	BH	214,400	52,200	23,200
436	192	2A	2	Bend, OR		213,800	17,500	2,100
501	193	2A	2	Dothan, AL	B	212,700	9,300	47,000
187	194	2S	2	Fargo-Moorhead		210,700	6,300	12,700
530	195	2A	2	Cape Cod, MA		208,900	6,300	8,400
227	196	2S	2	Binghamton		207,900	7,600	11,100
267	197	2S	2	Manchester		206,100	13,400	5,900
325	198	2A	2	Yakima, WA	H	205,400	96,900	2,700
153	199	2A	2	Charleston, WV		202,400	2,400	13,900
567	200	2A	2	Santa Maria-Lompoc, CA	H	201,500	110,400	5,900
508	201	2A	2	Chico, CA	H	201,300	31,500	4,600
593	202	2A	2	Danbury, CT	H	200,000	31,300	7,200
205	203	2S	2	Topeka		196,500	18,400	14,300
151	204	2S	2	Cedar Rapids		193,500	6,100	12,700
387	205	2A	2	Salina-Manhattan, KS		193,400	16,600	12,600
569	206	2A	2	Winchester, VA		185,900	14,700	10,500
591	207	2A	2	Santa Barbara, CA	H	181,900	56,900	3,500
596	208	2A	2	Tuscaloosa, AL	B	181,300	6,800	57,800
159	209	2S	2	Duluth-Superior		180,100	3,400	4,900
307	210	2S	2	Terre Haute		174,100	3,900	9,300
554	210	2A	2	Florence, SC	B	174,100	4,300	72,900
522	212	2A	2	Laurel-Hattiesburg, MS	B	173,500	5,400	50,100
584	213	2A	2	Lake Charles, LA	B	171,100	6,400	43,400
461	214	2A	2	Las Cruces-Deming, NM	H	169,500	100,700	4,000

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434	215	2A	2	Sunbury-Selinsgrove-Lewisburg, PA		169,200	6,200	5,800
526	216	2S	2	Bangor		168,800	2,200	2,100
532	217	2A	2	Rochester, MN		168,700	7,700	8,500
559	218	2A	2	La Crosse, WI		167,700	3,800	2,900
422	219	2A	2	Muncie-Marion, IN		167,100	5,000	12,200
573	220	2A	2	Panama City, FL	B	160,500	10,400	18,600
431	221	2A	2	Lebanon-Hanover-White River Junction, NH-VT		158,300	3,400	2,700
564	222	2A	2	Columbia, MO	B	157,500	5,200	15,600
421	223	2A	2	Olean, NY		155,000	3,100	3,500
509	224	2A	2	Redding, CA	H	154,100	14,700	2,500
557	225	2A	2	Elmira-Corning, NY		153,600	3,500	6,800
576	226	2A	2	Lima, OH		153,400	4,900	12,300
534	227	2A	2	Joplin, MO		151,000	9,800	3,700
566	228	2A	2	Muskegon, MI	B	147,900	7,600	21,700
323	228	2S	2	Bloomington		147,900	6,900	12,200
586	230	2A	2	Eau Claire, WI		146,500	3,100	2,400
546	231	2A	2	Abilene, TX	H	145,300	32,800	11,900
353	232	2S	2	Pueblo	H	144,900	60,500	3,500
485	233	2A	2	Rapid City-Spearfish, SD		143,400	5,900	2,900
225	234	2A	2	Billings, MT		136,800	7,000	1,600
580	235	2A	2	Albany, GA	B	134,800	4,200	72,900
297	236	2A	2	Waterloo-Cedar Falls, IA		133,800	4,600	10,900
511	237	2A	2	Grand Junction, CO	H	133,000	18,100	1,600
585	238	2A	2	Monroe, LA	B	128,400	3,200	46,500
512	239	2A	2	Texarkana, TX-AR	B	128,200	8,000	31,600
404	240	2A	2	Florence-Muscle Shoals, AL	B	128,100	3,200	16,500
462	241	2A	2	Twin Falls-Sun Valley, ID	H	127,700	26,400	1,000
539	242	2A	2	Parkersburg-Marietta, WV-OH		124,100	1,500	2,300
579	243	2A	2	Sussex, NJ		123,200	10,300	3,100
433	244	2A	2	Valdosta, GA	B	123,100	7,700	41,900
179	245	2S	2	Wheeling		121,000	1,600	4,500
209	246	2A	2	Wichita Falls, TX	BH	120,600	21,400	13,100
519	247	2A	2	Harrisonburg, VA		119,600	13,800	6,100
381	248	2A	2	Grand Island-Kearney-Hastings, NE	H	119,000	19,500	2,800
531	249	2A	2	Battle Creek, MI	B	114,300	5,600	13,600
582	250	2A	2	Bismarck, ND		107,400	2,900	3,300
527	251	2A	2	Augusta-Waterville, ME		107,300	1,600	1,200
432	252	2S	2	Montpelier-Barre-St. Johnsbury		106,600	2,000	1,400
523	253	2A	2	Sioux City, IA	H	100,900	19,100	4,800
548	254	2A	2	San Angelo, TX	H	100,500	39,400	4,300
418	255	2A	2	Sheboygan, WI		99,300	5,700	2,500
578	256	2A	2	Williamsport, PA		97,900	1,900	5,000
577	257	2A	2	Watertown, NY		90,900	6,800	7,000
513	258	2A	2	Brunswick, GA	B	90,300	5,100	19,700

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
383	259	2A	2	Hot Springs, AR		86,700	4,500	8,000
560	260	2A	2	Cheyenne, WY	H	84,400	11,900	2,900
289	261	2A	2	Jackson, TN	B	83,100	3,000	31,000
572	262	2A	2	Grand Forks, ND-MN		78,600	4,000	4,300

TOTAL 1-25 METRO PERSONS 12+ POPULATION: 115,390,000

TOTAL 1-50 METRO PERSONS 12+ POPULATION: 152,412,100

TOTAL 1-100 METRO PERSONS 12+ POPULATION: 189,399,800

TOTAL 1-262 METRO PERSONS 12+ POPULATION: 230,341,900

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

- ¹ The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- ² The San Jose Metro is embedded in the San Francisco Metro.
- ³ Putnam, NY (population 87,300), Rockland, NY (population 266,400) and Westchester, NY (population 833,100) are included in the Hudson Valley and the New York Metro definitions.
- ⁴ The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- ⁵ Monmouth County (population 540,700) is included in the Monmouth-Ocean and the New York Metro definitions.
- ⁶ The Morristown, NJ Metro is embedded in the New York Metro.
- ⁷ The SN Split portion of Fairfield County (population 324,200) is included in the Metro Fairfield County and the New York Metro definitions.
- ⁸ Stafford County (population 128,800) is included in the Fredericksburg and the Washington, DC Metro definitions.
- ⁹ The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- ¹⁰ The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.
- ¹¹ The Frederick, MD Metro is embedded in the Washington, DC Metro.
- ¹² The M-Split portion of Rockingham County (population 52,000) is included in the Manchester and the 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, 12S – 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.

BY MARKET

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Abilene, TX	546	231	2A	2	H	145,300	32,800	11,900
Akron	081	88	12S	12	B	612,500	12,400	78,900
Albany, GA	580	235	2A	2	B	134,800	4,200	72,900
Albany-Schenectady-Troy	069	67	12S	12		814,900	44,400	68,000
Albuquerque	141	69	12S	12	H	775,400	375,700	21,300
Allentown-Bethlehem	145	74	12S	12	H	736,400	123,700	43,300
Amarillo, TX	147	168	2A	2	H	259,400	76,200	15,800
Anchorage	315	176	2S	2		242,400	21,600	16,600
Ann Arbor, MI	581	149	2A	2	B	330,500	15,600	42,300
Appleton-Oshkosh	303	138	2S	2		352,000	13,600	7,000
Asheville	221	156	2S	2		307,200	16,200	16,700
Atlanta	047	8	PPM	13	BH	4,971,100	510,100	1,760,500
Atlantic City-Cape May	367	154	2S	2	BH	308,500	47,300	38,100
Augusta, GA	305	110	2S	2	B	493,300	28,100	173,900
Augusta-Waterville, ME	527	251	2A	2		107,300	1,600	1,200
Austin	135	32	PPM	13	BH	1,877,300	580,000	143,200
Bakersfield	143	80	12S	12	H	661,300	364,700	35,300
Baltimore	021	22	PPM	13	BH	2,408,800	142,300	710,800
Bangor	526	216	2S	2		168,800	2,200	2,100
Baton Rouge	223	77	12S	12	B	695,200	29,500	241,700
Battle Creek, MI	531	249	2A	2	B	114,300	5,600	13,600
Beaumont-Port Arthur, TX	149	148	2A	2	BH	330,700	51,600	79,600
Bend, OR	436	192	2A	2		213,800	17,500	2,100
Billings, MT	225	234	2A	2		136,800	7,000	1,600
Biloxi-Gulfport-Pascagoula	533	143	2S	2	B	341,300	19,200	75,500
Binghamton	227	196	2S	2		207,900	7,600	11,100
Birmingham	095	61	12S	12	B	925,500	37,300	277,700
Bismarck, ND	582	250	2A	2		107,400	2,900	3,300
Bloomington	323	228	2S	2		147,900	6,900	12,200
Boise	229	92	2S	2	H	601,600	77,000	8,800
Boston	013	10	PPM	13	BH	4,376,900	507,100	356,600
Bowling Green, KY	407	170	2A	2		255,000	9,300	18,700
Brunswick, GA	513	258	2A	2	B	90,300	5,100	19,700
Bryan-College Station, TX	549	191	2A	2	BH	214,400	52,200	23,200
Buffalo-Niagara Falls	037	59	12S	12	B	980,800	46,300	119,800
Burlington-Plattsburgh	505	147	2S	2		333,300	9,100	10,200
Canton	082	142	2S	2		342,700	6,800	27,800
Cape Cod, MA	530	195	2A	2		208,900	6,300	8,400
Cedar Rapids	151	204	2S	2		193,500	6,100	12,700
Charleston, SC	231	79	12S	12	B	690,400	35,700	173,300
Charleston, WV	153	199	2A	2		202,400	2,400	13,900
Charlotte-Gastonia-Rock Hill	093	23	PPM	13	BH	2,391,900	221,100	553,300
Chattanooga	181	89	12S	12	B	606,900	28,100	73,600
Cheyenne, WY	560	260	2A	2	H	84,400	11,900	2,900

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Chicago	005	3	PPM	13	BH	7,952,400	1,698,900	1,322,300
Chico, CA	508	201	2A	2	H	201,300	31,500	4,600
Cincinnati	031	33	PPM	13	B	1,856,600	57,300	242,100
Cleveland	019	35	PPM	13	BH	1,774,400	99,800	355,700
Colorado Springs	233	87	12S	12	H	613,200	99,600	45,800
Columbia, MO	564	222	2A	2	B	157,500	5,200	15,600
Columbia, SC	183	85	12S	12	B	617,400	32,700	210,900
Columbus, GA	235	189	2S	2	B	217,300	15,900	100,000
Columbus, OH	045	36	PPM	13	B	1,722,000	69,900	297,400
Concord (Lakes Region)	426	173	2S	2		246,800	4,800	3,200
Corpus Christi	155	112	2S	2	H	477,200	299,200	17,000
Dallas-Ft. Worth	024	5	PPM	13	BH	6,339,800	1,742,200	1,052,000
Danbury, CT	593	202	2A	2	H	200,000	31,300	7,200
Dayton	067	63	12S	12	B	842,100	22,400	124,500
Daytona Beach	341	95	2S	2	BH	596,400	78,300	63,200
Denver-Boulder	035	18	PPM	13	BH	2,796,400	582,500	161,400
Des Moines	071	71	12S	12		751,900	44,100	38,400
Detroit	011	13	PPM	13	B	3,848,800	159,800	844,000
Dothan, AL	501	193	2A	2	B	212,700	9,300	47,000
Duluth-Superior	159	209	2S	2		180,100	3,400	4,900
Eau Claire, WI	586	230	2A	2		146,500	3,100	2,400
El Paso	161	76	12S	12	H	696,500	580,800	23,300
Elmira-Corning, NY	557	225	2A	2		153,600	3,500	6,800
Erie	239	181	2S	2		232,400	9,200	18,300
Eugene-Springfield	241	145	2S	2		337,800	27,900	6,000
Evansville	185	164	2S	2		268,900	6,200	20,300
Fargo-Moorhead	187	194	2S	2		210,700	6,300	12,700
Fayetteville (North West Arkansas)	503	120	2A	2	H	451,400	67,600	13,800
Fayetteville, NC	359	129	2S	2	B	386,500	40,100	134,600
Flint	163	140	2S	2	B	346,200	11,100	70,600
Florence, SC	554	210	2A	2	B	174,100	4,300	72,900
Florence-Muscle Shoals, AL	404	240	2A	2	B	128,100	3,200	16,500
Frederick, MD	528	187	2C	2	BH	222,700	21,500	22,900
Fredericksburg	416	139	2S	2	B	349,000	34,400	67,100
Fresno	089	66	12S	12	H	817,300	424,600	41,300
Ft. Collins-Greeley, CO	590	107	2A	2	H	511,500	90,200	8,900
Ft. Myers-Naples	515	57	12S	12	BH	1,027,200	228,900	77,300
Ft. Pierce-Stuart-Vero Beach	517	97	2S	2	BH	574,900	87,900	76,700
Ft. Smith, AR	589	160	2A	2		285,900	24,100	12,000
Ft. Walton Beach-Destin, FL	391	177	2A	2		241,500	20,000	22,000
Ft. Wayne	165	116	2S	2		464,300	26,200	40,400
Gainesville-Ocala	550	86	2S	2	BH	615,100	70,400	92,000
Grand Forks, ND-MN	572	262	2A	2		78,600	4,000	4,300
Grand Island-Kearney-Hastings, NE	381	248	2A	2	H	119,000	19,500	2,800
Grand Junction, CO	511	237	2A	2	H	133,000	18,100	1,600

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Grand Rapids	127	68	12S	12	H	804,900	75,100	62,500
Green Bay	245	186	2S	2		224,100	17,300	7,000
Greensboro-Winston-Salem-High Point	166	48	PPM	13	BH	1,315,100	116,800	308,200
Greenville-New Bern-Jacksonville	361	94	12S	12	B	599,800	48,100	144,900
Greenville-Spartanburg	191	58	12S	12	B	1,003,700	66,200	176,000
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	165	2A	2		263,400	13,700	22,600
Harrisburg-Lebanon-Carlisle	119	84	12S	12		619,900	46,300	57,200
Harrisonburg, VA	519	247	2A	2		119,600	13,800	6,100
Hartford-New Britain-Middletown	061	52	PPM	13	BH	1,078,200	169,000	127,000
Honolulu	099	64	12S	12		832,800	77,600	35,100
Hot Springs, AR	383	259	2A	2		86,700	4,500	8,000
Houston-Galveston	033	6	PPM	13	BH	5,979,700	2,137,700	1,041,000
Hudson Valley	393	41	2S	2	BH	1,508,800	337,700	195,100
Huntington-Ashland	193	169	2S	2		258,400	3,000	8,200
Huntsville	327	108	12S	12	B	506,400	26,900	106,600
Indianapolis	049	39	PPM	13	BH	1,585,200	104,000	266,100
Jackson, MS	169	127	12S	12	B	420,600	9,400	204,400
Jackson, TN	289	261	2A	2	B	83,100	3,000	31,000
Jacksonville	107	46	PPM	13	BH	1,345,400	121,500	285,400
Johnson City-Kingsport-Bristol	345	114	2S	2		472,100	10,500	13,600
Joplin, MO	534	227	2A	2		151,000	9,800	3,700
Kalamazoo	251	184	2S	2	B	228,900	10,800	28,100
Kansas City	041	34	PPM	13	BH	1,777,000	153,000	235,300
Killeen-Temple, TX	562	137	2A	2	B	356,700	82,600	81,600
Knoxville	121	73	12S	12		739,500	31,100	46,900
La Crosse, WI	559	218	2A	2		167,700	3,800	2,900
Lafayette, LA	253	113	2S	2	B	477,000	19,500	127,100
Lake Charles, LA	584	213	2A	2	B	171,100	6,400	43,400
Lakeland-Winter Haven	311	83	2S	2	BH	620,900	137,400	92,500
Lancaster	255	117	2S	2	H	460,900	46,800	19,600
Lansing-East Lansing	195	128	2S	2	B	420,300	25,800	40,700
Laredo, TX	506	188	2A	2	H	219,700	212,700	600
Las Cruces-Deming, NM	461	214	2A	2	H	169,500	100,700	4,000
Las Vegas	257	31	PPM	13	BH	1,945,100	579,100	255,500
Laurel-Hattiesburg, MS	522	212	2A	2	B	173,500	5,400	50,100
Lebanon-Hanover-White River Junction, NH-VT	431	221	2A	2		158,300	3,400	2,700
Lexington-Fayette	259	104	2S	2	B	528,300	26,500	57,200
Lima, OH	576	226	2A	2		153,400	4,900	12,300
Lincoln	261	163	2S	2		273,100	18,300	13,200
Little Rock	123	90	12S	12	B	606,300	30,700	149,800
Los Angeles	003	2	PPM	13	BH	11,469,700	4,993,500	794,000
Louisville	055	54	12S	12	B	1,053,000	49,200	167,100
Lubbock	263	166	2S	2	H	262,600	90,800	18,900

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Macon	265	130	2S	2	B	378,500	16,800	148,500
Madison	171	93	12S	12		601,200	32,600	28,400
Manchester	267	197	2S	2		206,100	13,400	5,900
McAllen-Brownsville-Harlingen	269	56	2S	2	H	1,036,900	958,800	4,300
Melbourne-Titusville-Cocoa	331	103	2S	2	BH	537,800	56,400	55,200
Memphis	075	51	PPM	13	B	1,127,600	59,100	532,400
Metro Fairfield County	189	72	12S	12	BH	744,900	148,000	92,400
Miami-Ft. Lauderdale-Hollywood	429	11	PPM	13	BH	4,159,800	2,296,000	840,000
Middlesex-Somerset-Union	413	43	PPM	13	BH	1,483,000	354,000	203,000
Milwaukee-Racine	043	42	PPM	13	BH	1,508,500	153,900	235,800
Minneapolis-St. Paul	027	15	PPM	13	BH	3,032,400	164,100	278,900
Mobile	133	102	12S	12	B	543,300	18,500	141,500
Modesto	343	118	2S	2	H	458,900	207,200	15,200
Monmouth-Ocean	516	55	2S	2	H	1,049,400	103,600	56,500
Monroe, LA	585	238	2A	2	B	128,400	3,200	46,500
Monterey-Salinas-Santa Cruz	283	91	12S	12	H	603,700	284,000	15,600
Montgomery	173	155	2S	2	B	307,500	9,500	136,500
Montpelier-Barre-St. Johnsbury	432	252	2S	2		106,600	2,000	1,400
Morgantown-Clarksburg-Fairmont, WV	555	174	2A	2		246,700	4,600	8,300
Morristown, NJ	565	126	2C	2	H	431,000	60,900	16,200
Muncie-Marion, IN	422	219	2A	2		167,100	5,000	12,200
Muskegon, MI	566	228	2A	2	B	147,900	7,600	21,700
Myrtle Beach, SC	510	132	2A	2	B	373,100	18,500	56,700
Nashville	073	40	PPM	13	BH	1,512,100	105,600	249,800
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,458,400	455,300	244,800
New Bedford-Fall River, MA	365	179	2C	2		234,200	27,200	14,300
New Haven	062	125	2S	2	BH	431,700	65,000	65,100
New London, CT	563	180	2A	2	H	232,600	24,000	16,300
New Orleans	053	50	12S	12	BH	1,258,400	108,800	399,100
New York	001	1	PPM	13	BH	16,110,500	4,092,600	2,682,700
Newburgh-Middletown, NY	542	151	2A	2	BH	322,000	65,700	37,400
Norfolk-Virginia Beach-Newport News	109	45	PPM	13	BH	1,411,600	98,600	448,100
Odessa-Midland, TX	561	162	2A	2	H	275,300	145,500	15,000
Oklahoma City	083	49	12S	12	BH	1,279,500	152,200	141,700
Olean, NY	421	223	2A	2		155,000	3,100	3,500
Omaha-Council Bluffs	085	75	12S	12	H	726,800	75,200	63,500
Orlando	131	30	PPM	13	BH	1,956,800	670,800	331,400
Oxnard-Ventura	594	122	2S	2	H	443,300	240,500	11,300
Palm Springs	592	131	2S	2	H	375,400	183,800	11,100
Panama City, FL	573	220	2A	2	B	160,500	10,400	18,600
Parkersburg-Marietta, WV-OH	539	242	2A	2		124,100	1,500	2,300
Pensacola	317	124	2S	2	B	435,900	24,700	73,500
Peoria	137	158	2S	2	B	294,000	10,100	29,700
Philadelphia	007	9	PPM	13	BH	4,627,200	432,000	959,200
Phoenix	057	14	PPM	13	BH	3,815,900	1,113,200	240,600

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Pittsburgh, PA	023	29	PPM	13	B	1,972,100	36,100	176,800
Portland, ME	197	99	2S	2		565,400	10,900	14,700
Portland, OR	051	21	PPM	13	H	2,413,400	307,400	85,600
Portsmouth-Dover-Rochester	247	123	2S	2		443,200	11,600	5,200
Poughkeepsie, NY	518	167	2A	2	BH	259,600	31,700	29,800
Providence-Warwick-Pawtucket	077	44	PPM	13	BH	1,419,800	177,800	85,300
Pueblo	353	232	2S	2	H	144,900	60,500	3,500
Puerto Rico	540	19	12S	12		2,740,700	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	153	2S	2		309,800	25,800	26,500
Raleigh-Durham	115	38	PPM	13	BH	1,651,400	165,900	365,400
Rapid City-Spearfish, SD	485	233	2A	2		143,400	5,900	2,900
Reading, PA	273	135	2A	2	H	362,100	73,400	17,300
Redding, CA	509	224	2A	2	H	154,100	14,700	2,500
Reno	275	98	2S	2	H	569,200	122,700	14,900
Richmond	105	53	12S	12	B	1,069,300	67,000	323,300
Riverside-San Bernardino	379	26	PPM	13	BH	2,145,300	1,173,600	184,100
Roanoke-Lynchburg	277	121	2S	2	B	449,800	15,800	73,300
Rochester, MN	532	217	2A	2		168,700	7,700	8,500
Rochester, NY	079	60	12S	12	B	955,600	67,000	106,000
Rockford	279	161	2S	2	B	285,400	37,700	32,700
Sacramento	065	27	PPM	13	BH	2,052,500	411,200	164,300
Saginaw-Bay City-Midland, MI	281	150	2A	2	B	325,200	19,100	33,800
Salina-Manhattan, KS	387	205	2A	2		193,400	16,600	12,600
Salisbury-Ocean City	271	134	2S	2	B	364,700	23,900	64,700
Salt Lake City-Ogden-Provo	101	28	PPM	13	H	2,012,700	297,900	33,400
San Angelo, TX	548	254	2A	2	H	100,500	39,400	4,300
San Antonio	059	25	PPM	13	BH	2,151,300	1,175,900	154,500
San Diego	063	16	PPM	13	BH	2,873,100	935,300	156,500
San Francisco	009	4	PPM	13	BH	6,764,400	1,507,600	438,600
San Jose	215	37	PPM	13	H	1,674,400	401,000	47,200
San Luis Obispo, CA	556	171	2A	2	H	250,700	53,400	5,000
Santa Barbara, CA	591	207	2A	2	H	181,900	56,900	3,500
Santa Maria-Lompoc, CA	567	200	2A	2	H	201,500	110,400	5,900
Sarasota-Bradenton	373	70	2S	2	H	755,300	87,100	47,500
Savannah	285	146	2S	2	B	334,300	21,000	110,300
Seattle-Tacoma	039	12	PPM	13	BH	4,006,500	366,200	268,900
Sheboygan, WI	418	255	2A	2		99,300	5,700	2,500
Shreveport	111	144	2S	2	B	339,800	13,700	133,400
Sioux City, IA	523	253	2A	2	H	100,900	19,100	4,800
Sioux Falls, SD	319	182	2A	2		230,000	8,800	11,300
South Bend	287	183	2S	2	B	229,800	18,700	31,300
Spokane	177	96	12S	12		590,200	31,000	13,600
Springfield, MA	117	101	12S	12	H	554,700	108,300	40,200
Springfield, MO	203	136	2S	2		360,100	12,100	12,000

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
St. Cloud, MN	575	185	2A	2		226,500	6,100	13,800
St. Louis	017	24	PPM	13	B	2,342,200	71,100	439,300
Stockton	291	81	2S	2	H	632,400	254,900	50,700
Sunbury-Selinsgrove-Lewisburg, PA	434	215	2A	2		169,200	6,200	5,800
Sussex, NJ	579	243	2A	2		123,200	10,300	3,100
Syracuse	091	100	12S	12		560,600	22,400	48,500
Tallahassee	333	159	2S	2	B	289,900	18,700	85,000
Tampa-St. Petersburg-Clearwater	087	17	PPM	13	BH	2,797,700	544,600	336,500
Terre Haute	307	210	2S	2		174,100	3,900	9,300
Texarkana, TX-AR	512	239	2A	2	B	128,200	8,000	31,600
Toledo	097	105	12S	12	B	512,600	32,600	78,300
Topeka	205	203	2S	2		196,500	18,400	14,300
Traverse City-Petoskey-Cadillac, MI	335	157	2A	2		299,900	6,700	4,000
Trenton	537	152	2S	2	BH	320,500	57,200	63,700
Tri-Cities, WA (Richland-Kennewick-Pasco)	371	175	2A	2	H	246,300	73,400	5,800
Tucson	207	62	12S	12	H	906,300	324,400	36,200
Tulsa	103	65	12S	12	H	827,500	76,000	73,500
Tuscaloosa, AL	596	208	2A	2	B	181,300	6,800	57,800
Twin Falls-Sun Valley, ID	462	241	2A	2	H	127,700	26,400	1,000
Tyler-Longview	502	141	2S	2	BH	342,900	62,800	62,600
Utica-Rome	295	172	2S	2		250,200	12,000	14,000
Valdosta, GA	433	244	2A	2	B	123,100	7,700	41,900
Victor Valley	419	115	2S	2	BH	469,600	202,400	51,700
Visalia-Tulare-Hanford	293	109	2S	2	H	500,500	307,200	14,300
Waco, TX	309	190	2A	2	BH	216,400	54,200	31,300
Washington, DC	015	7	PPM	13	BH	5,019,400	815,800	1,346,600
Waterloo-Cedar Falls, IA	297	236	2A	2		133,800	4,600	10,900
Watertown, NY	577	257	2A	2		90,900	6,800	7,000
Wausau-Stevens Point, WI (Central WI)	597	178	2A	2		240,800	6,400	2,700
West Palm Beach-Boca Raton	299	47	PPM	13	BH	1,321,300	297,800	243,900
Wheeling	179	245	2S	2		121,000	1,600	4,500
Wichita	125	106	12S	12	H	512,200	62,700	43,900
Wichita Falls, TX	209	246	2A	2	BH	120,600	21,400	13,100
Wilkes Barre-Scranton	175	78	12S	12	H	692,500	71,500	41,500
Williamsport, PA	578	256	2A	2		97,900	1,900	5,000
Wilmington, DE	139	82	2S	2	B	625,900	54,000	138,200
Winchester, VA	569	206	2A	2		185,900	14,700	10,500
Worcester	113	119	2S	2	H	457,500	51,500	29,900
Yakima, WA	325	198	2A	2	H	205,400	96,900	2,700
York	301	111	2S	2		477,700	33,900	25,900
Youngstown-Warren	129	133	2S	2	B	370,300	14,800	45,900

TOTAL 1-25 METRO PERSONS 12+ POPULATION: 115,390,000
TOTAL 1-50 METRO PERSONS 12+ POPULATION: 152,412,100
TOTAL 1-100 METRO PERSONS 12+ POPULATION: 189,399,800
TOTAL 1-262 METRO PERSONS 12+ POPULATION: 230,341,900

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

- ¹ The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- ² The San Jose Metro is embedded in the San Francisco Metro.
- ³ Putnam, NY (population 87,300), Rockland, NY (population 266,400) and Westchester, NY (population 833,100) are included in the Hudson Valley and the New York Metro definitions.
- ⁴ The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- ⁵ Monmouth County (population 540,700) is included in the Monmouth-Ocean and the New York Metro definitions.
- ⁶ The Morristown, NJ Metro is embedded in the New York Metro.
- ⁷ The SN Split portion of Fairfield County (population 324,200) is included in the Metro Fairfield County and the New York Metro definitions.
- ⁸ Stafford County (population 128,800) is included in the Fredericksburg and the Washington, DC Metro definitions.
- ⁹ The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- ¹⁰ The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.
- ¹¹ The Frederick, MD Metro is embedded in the Washington, DC Metro.
- ¹² The M-Split portion of Rockingham County (population 52,000) is included in the Manchester and the 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, 12S – 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.

TOTAL SURVEY AREA POPULATION BY MARKET

TYPE (Type of Measurement Service): 12S – 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	229,400
12S	Akron	1,211,900
2A	Albany, GA	416,200
12S	Albany-Schenectady-Troy	1,321,200
12S	Albuquerque	1,148,300
12S	Allentown-Bethlehem	1,121,800
2A	Amarillo, TX	338,500
2S	Anchorage	382,900
2A	Ann Arbor, MI	330,500
2S	Appleton-Oshkosh	905,900
2S	Asheville	662,000
2S	Atlantic City-Cape May	600,800
2S	Augusta, GA	678,500
2A	Augusta-Waterville, ME	469,800
12S	Bakersfield	661,300
2S	Bangor	398,400
12S	Baton Rouge	1,440,100
2A	Battle Creek, MI	114,300
2A	Beaumont-Port Arthur, TX	392,200
2A	Bend, OR	222,000
2A	Billings, MT	194,800
2S	Biloxi-Gulfport-Pascagoula	564,000
2S	Binghamton	510,100
12S	Birmingham	1,828,100
2A	Bismarck, ND	193,500
2S	Bloomington	224,300
2S	Boise	750,800
2A	Bowling Green, KY	295,800
2A	Brunswick, GA	201,200
2A	Bryan-College Station, TX	257,800
12S	Buffalo-Niagara Falls	1,316,000
2S	Burlington-Plattsburgh	525,800
2S	Canton	421,000
2A	Cape Cod, MA	218,600
2S	Cedar Rapids	660,300
12S	Charleston, SC	877,300

TYPE	MARKET	TSA 12+ POPULATION
2A	Charleston, WV	476,400
12S	Chattanooga	1,127,000
2A	Cheyenne, WY	94,700
2A	Chico, CA	442,600
12S	Colorado Springs	926,200
2A	Columbia, MO	535,100
12S	Columbia, SC	993,800
2S	Columbus, GA	583,700
2S	Concord (Lakes Region)	268,000
2S	Corpus Christi	513,600
2A	Danbury, CT	200,000
12S	Dayton	1,157,100
2S	Daytona Beach	596,400
12S	Des Moines	1,076,100
2A	Dothan, AL	490,800
2S	Duluth-Superior	310,100
2A	Eau Claire, WI	356,500
12S	El Paso	961,400
2A	Elmira-Corning, NY	256,100
2S	Erie	305,400
2S	Eugene-Springfield	730,600
2S	Evansville	698,800
2S	Fargo-Moorhead	519,800
2A	Fayetteville (North West Arkansas)	588,600
2S	Fayetteville, NC	956,600
2S	Flint	613,600
2A	Florence, SC	357,200
2A	Florence-Muscle Shoals, AL	251,100
2C	Frederick, MD	352,800
2S	Fredericksburg	520,200
12S	Fresno	1,690,100
2A	Ft. Collins-Greeley, CO	733,000
12S	Ft. Myers-Naples	1,432,500
2S	Ft. Pierce-Stuart-Vero Beach	972,100
2A	Ft. Smith, AR	423,800
2A	Ft. Walton Beach-Destin, FL	400,800
2S	Ft. Wayne	881,500
2S	Gainesville-Ocala	1,104,700
2A	Grand Forks, ND-MN	137,600
2A	Grand Island-Kearney-Hastings, NE	243,000
2A	Grand Junction, CO	265,500
12S	Grand Rapids	1,727,900
2S	Green Bay	839,100

TYPE	MARKET	TSA 12+ POPULATION
12S	Greenville-New Bern-Jacksonville	1,058,900
12S	Greenville-Spartanburg	2,024,300
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	442,900
12S	Harrisburg-Lebanon-Carlisle	1,703,900
2A	Harrisonburg, VA	351,900
12S	Honolulu	977,300
2A	Hot Springs, AR	280,800
2S	Hudson Valley	2,042,100
2S	Huntington-Ashland	560,800
12S	Huntsville	1,102,600
12S	Jackson, MS	877,500
2A	Jackson, TN	380,000
2S	Johnson City-Kingsport-Bristol	877,600
2A	Joplin, MO	415,200
2S	Kalamazoo	718,900
2A	Killeen-Temple, TX	411,300
12S	Knoxville	1,356,700
2A	La Crosse, WI	352,500
2S	Lafayette, LA	634,400
2A	Lake Charles, LA	327,000
2S	Lakeland-Winter Haven	643,600
2S	Lancaster	970,600
2S	Lansing-East Lansing	859,700
2A	Laredo, TX	234,900
2A	Las Cruces-Deming, NM	169,500
2A	Laurel-Hattiesburg, MS	321,900
2A	Lebanon-Hanover-White River Junction, NH-VT	283,100
2S	Lexington-Fayette	947,000
2A	Lima, OH	317,500
2S	Lincoln	422,500
12S	Little Rock	1,173,200
12S	Louisville	1,538,000
2S	Lubbock	409,700
2S	Macon	603,000
12S	Madison	1,039,600
2S	Manchester	318,600
2S	McAllen-Brownsville-Harlingen	1,115,900
2S	Melbourne-Titusville-Cocoa	537,800
12S	Metro Fairfield County	1,182,200
12S	Mobile	1,228,500
2S	Modesto	1,421,800
2S	Monmouth-Ocean	1,049,400
2A	Monroe, LA	395,900

TYPE	MARKET	TSA 12+ POPULATION
12S	Monterey-Salinas-Santa Cruz	656,100
2S	Montgomery	759,400
2S	Montpelier-Barre-St. Johnsbury	301,200
2A	Morgantown-Clarksburg-Fairmont, WV	394,700
2C	Morristown, NJ	431,000
2A	Muncie-Marion, IN	416,600
2A	Muskegon, MI	213,100
2A	Myrtle Beach, SC	626,500
2C	New Bedford-Fall River, MA	234,200
2S	New Haven	705,800
2A	New London, CT	335,600
12S	New Orleans	1,808,800
2A	Newburgh-Middletown, NY	805,100
2A	Odessa-Midland, TX	410,400
12S	Oklahoma City	1,755,600
2A	Olean, NY	155,000
12S	Omaha-Council Bluffs	1,322,500
2S	Oxnard-Ventura	909,500
2S	Palm Springs	641,500
2A	Panama City, FL	376,000
2A	Parkersburg-Marietta, WV-OH	298,900
2S	Pensacola	856,700
2S	Peoria	566,600
2S	Portland, ME	1,087,200
2S	Portsmouth-Dover-Rochester	573,400
2A	Poughkeepsie, NY	900,400
2S	Pueblo	204,700
12S	Puerto Rico	2,740,700
2S	Quad Cities (Davenport-Rock Island-Moline)	629,600
2A	Rapid City-Spearfish, SD	209,800
2A	Reading, PA	362,100
2A	Redding, CA	265,200
2S	Reno	732,700
12S	Richmond	1,324,100
2S	Roanoke-Lynchburg	1,222,100
2A	Rochester, MN	387,900
12S	Rochester, NY	1,186,800
2S	Rockford	596,100
2A	Saginaw-Bay City-Midland, MI	1,025,200
2A	Salina-Manhattan, KS	273,300
2S	Salisbury-Ocean City	634,900
2A	San Angelo, TX	132,300
2A	San Luis Obispo, CA	452,200

TYPE	MARKET	TSA 12+ POPULATION
2A	Santa Barbara, CA	181,900
2A	Santa Maria-Lompoc, CA	452,200
2S	Sarasota-Bradenton	985,500
2S	Savannah	942,200
2A	Sheboygan, WI	99,300
2S	Shreveport	827,800
2A	Sioux City, IA	250,200
2A	Sioux Falls, SD	476,200
2S	South Bend	905,800
12S	Spokane	854,900
12S	Springfield, MA	617,800
2S	Springfield, MO	721,600
2A	St. Cloud, MN	368,700
2S	Stockton	632,400
2A	Sunbury-Selinsgrove-Lewisburg, PA	248,300
2A	Sussex, NJ	173,400
12S	Syracuse	960,100
2S	Tallahassee	510,600
2S	Terre Haute	344,800
2A	Texarkana, TX-AR	229,800
12S	Toledo	966,600
2S	Topeka	521,300
2A	Traverse City-Petoskey-Cadillac, MI	477,400
2S	Trenton	431,100
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	476,500
12S	Tucson	1,449,600
12S	Tulsa	1,339,600
2A	Tuscaloosa, AL	347,200
2A	Twin Falls-Sun Valley, ID	164,700
2S	Tyler-Longview	893,100
2S	Utica-Rome	334,800
2A	Valdosta, GA	266,900
2S	Victor Valley	469,600
2S	Visalia-Tulare-Hanford	500,500
2A	Waco, TX	717,900
2A	Waterloo-Cedar Falls, IA	654,200
2A	Watertown, NY	113,300
2A	Wausau-Stevens Point, WI (Central WI)	525,400
2S	Wheeling	301,300
12S	Wichita	694,500
2A	Wichita Falls, TX	344,700
12S	Wilkes Barre-Scranton	902,100
2A	Williamsport, PA	306,100



TYPE	MARKET	TSA 12+ POPULATION
2S	Wilmington, DE	779,900
2A	Winchester, VA	412,500
2S	Worcester	583,400
2A	Yakima, WA	239,600
2S	York	938,600
2S	Youngstown-Warren	743,500

TELEVISION DMA[®] REGIONS

REGION	DMA PERSONS 12+
Abilene-Sweetwater	267,300
Albany, GA	346,800
Albany-Schenectady-Troy	1,214,800
Albuquerque-Santa Fe	1,644,800
Alexandria, LA	201,600
Alpena	34,400
Amarillo	455,300
Anchorage	382,900
Atlanta	6,113,800
Augusta-Aiken	621,700
Austin	2,014,000
Bakersfield	661,300
Baltimore	2,575,400
Bangor	304,700
Baton Rouge	781,500
Beaumont-Port Arthur	392,200
Bend, OR	172,200
Billings	248,500
Biloxi-Gulfport	315,900
Binghamton	288,100
Birmingham (Ann and Tusc)	1,631,300
Bluefield-Beckley-Oak Hill	270,900
Boise	726,300
Boston (Manchester)	5,892,800
Bowling Green	198,100
Buffalo	1,330,300
Burlington-Plattsburgh	751,300
Butte-Bozeman	172,900
Casper-Riverton	120,300
Cedar Rapids-Wtrlo-lwc&Dub	779,400
Champaign&Sprngfld-Decatur	811,900
Charleston, SC	803,800
Charleston-Huntington	942,800
Charlotte	2,885,300
Charlottesville	191,900
Chattanooga	854,500
Cheyenne-Scottsbluff	129,900
Chicago	8,218,800
Chico-Redding	452,000
Cincinnati	2,044,500
Clarksburg-Weston	231,300
Cleveland-Akron (Canton)	3,287,600
Colorado Springs-Pueblo	878,600

REGION	DMA PERSONS 12+
Columbia, SC	963,700
Columbia-Jefferson City	417,100
Columbus, GA (Opelika, AL)	502,800
Columbus, OH	2,229,600
Columbus-Tupelo-W Pnt-Hstn	417,400
Corpus Christi	507,000
Dallas-Ft. Worth	6,961,500
Davenport-R.Island-Moline	644,800
Dayton	1,032,200
Denver	3,997,700
Des Moines-Ames	1,011,100
Detroit	4,214,700
Dothan	221,400
Duluth-Superior	367,100
El Paso (Las Cruces)	885,700
Elmira (Corning)	204,400
Erie	339,800
Eugene	576,600
Eureka	142,400
Evansville	627,800
Fairbanks	81,100
Fargo	551,000
Flint-Saginaw-Bay City	976,700
Fresno-Visalia	1,690,100
Ft. Myers-Naples	1,281,400
Ft. Smith-Fay-Sprngdl-Rgrs	755,900
Ft. Wayne	618,700
Gainesville	307,600
Glendive	8,100
Grand Junction-Montrose	169,500
Grand Rapids-Kalmzoo-B.Crk	1,777,600
Great Falls	140,600
Green Bay-Appleton	986,600
Greensboro-H.Point-W.Salem	1,586,900
Greenville-N.Bern-Washngtn	704,600
Greenvll-Spart-Ashevll-And	2,047,400
Greenwood-Greenville	144,700
Harlingen-Wslco-Brnsvl-Mca	1,106,100
Harrisburg-Lncstr-Leb-York	1,752,400
Harrisonburg	233,400
Hartford & New Haven	2,296,500
Hattiesburg-Laurel	250,800
Helena	65,200
Honolulu	1,213,200
Houston	6,227,300

REGION	DMA PERSONS 12+
Huntsville-Decatur (Flor)	904,900
Idaho Falls-Pocatillo(Jcksn)	328,100
Indianapolis	2,611,000
Jackson, MS	768,400
Jackson, TN	209,900
Jacksonville	1,701,800
Johnstown-Altoona-St Colge	650,700
Jonesboro	188,100
Joplin-Pittsburg	336,100
Juneau	27,600
Kansas City	2,180,500
Knoxville	1,216,100
La Crosse-Eau Claire	489,400
Lafayette, IN	175,600
Lafayette, LA	530,900
Lake Charles	230,500
Lansing	596,200
Laredo	230,700
Las Vegas	1,991,600
Lexington	1,129,100
Lima	153,400
Lincoln & Hastings-Krny	625,700
Little Rock-Pine Bluff	1,259,500
Los Angeles	15,770,400
Louisville	1,522,600
Lubbock	396,400
Macon	574,300
Madison	883,200
Mankato	106,500
Marquette	186,600
Medford-Klamath Falls	393,500
Memphis	1,519,800
Meridian	148,400
Miami-Ft. Lauderdale	4,226,900
Milwaukee	1,995,400
Minneapolis-St. Paul	4,124,200
Minot-Bsmrck-Dcknsn(Wlstn)	346,700
Missoula	277,100
Mobile-Pensacola (Ft Walt)	1,283,000
Monroe-El Dorado	390,900
Monterey-Salinas	656,100
Montgomery-Selma	528,100
Myrtle Beach-Florence	705,400
Nashville	2,546,000
New Orleans	1,504,800

REGION	DMA PERSONS 12+
New York	18,291,200
Norfolk-Portsmouth-Newport News	1,673,200
North Platte	31,400
Odessa-Midland	400,600
Oklahoma City	1,642,200
Omaha	970,900
Orlando-Daytona Beach-Melbourne	3,863,500
Ottumwa-Kirksville	107,900
Paducah-Cape Girard-Harsburg	833,500
Palm Springs	407,500
Panama City	353,400
Parkersburg	130,700
Peoria-Bloomington	533,500
Philadelphia	7,022,500
Phoenix (Prescott)	4,949,700
Pittsburgh	2,444,900
Portland, OR	3,014,400
Portland-Auburn	892,300
Presque Isle	58,400
Providence-New Bedford	1,419,800
Quincy-Hannibal-Keokuk	221,800
Raleigh-Durham (Fayetteville)	2,809,300
Rapid City	229,000
Reno	669,400
Richmond-Petersburg	1,347,200
Roanoke-Lynchburg	1,005,300
Rochester, NY	927,100
Rochester-Mason City-Austin	318,600
Rockford	396,700
Sacramento-Stokton-Modesto	3,730,800
Salisbury	392,100
Salt Lake City	2,753,900
San Angelo	131,200
San Antonio	2,427,800
San Diego	2,873,100
San Francisco-Oakland-San Jose	6,644,100
Santa Barbara-San Marcos-Santa Luis Obispo	634,100
Savannah	835,100
Seattle-Tacoma	4,749,300
Sherman-Ada	297,300
Shreveport	842,800
Sioux City	340,100
Sioux Falls (Mitchell)	603,600
South Bend-Elkhart	760,300
Spokane	1,050,800

REGION	DMA PERSONS 12+
Springfield, MO	955,900
Springfield-Holyoke	617,800
St. Joseph	107,700
St. Louis	2,727,500
Syracuse	862,700
Tallahassee-Thomasville	659,300
Tampa-St. Pete (Sarasota)	4,427,700
Terre Haute	319,200
Toledo	902,000
Topeka	387,600
Traverse City-Cadillac	543,500
Tri-Cities, TN-VA	689,900
Tucson (Sierra Vista)	1,053,000
Tulsa	1,205,600
Twin Falls	163,700
Tyler-Longview(Lfkn&Ncgd)	652,100
Utica	232,900
Victoria	77,400
Waco-Temple-Bryan	915,300
Washington, DC (Hagrstwn)	6,049,100
Watertown	206,500
Wausau-Rhineland	389,300
West Palm Beach-Ft. Pierce	1,932,600
Wheeling-Steubenville	280,600
Wichita Falls & Lawton	354,300
Wichita-Hutchinson Plus	1,006,900
Wilkes Barre-Scranton-Hztn	1,312,200
Wilmington	469,000
Yakima-Pasco-RchInd-Knnwck	624,200
Youngstown	554,900
Yuma-El Centro	327,900
Zanesville	73,300