

NEW SRDS RADIO HOUSEHOLD DATA

Data from the Census Bureau and from other independent sources were combined to produce estimates for "SRDS Radio Household Data" as of July 1, 1958.

Commencing with the November Spot Radio Rates and Data, updated county-by-county and state radio household estimates will be included in the monthly service. These data are reported showing:

- A. Total number of households from SRDS Consumer Market Data as of July 1, 1958.
- B. "Radio Household" estimates—developed by the SRDS Consumer Market staff on the basis of trends from past industry data.
- C. "Per Cent U.S. Total Radio Households"—calculated to facilitate sales on media analysis.

A radio household is an occupied dwelling unit having one or more radio sets.

The following table shows State, Regional, and U.S. totals. County-by-county estimates are shown in the state sections following "SRDS Consumer Market Data."

If household coverage estimates by station are desired, it will be necessary to complete the following steps:

1. Determine the counties, or parts thereof, within the coverage area.
2. Summarize Radio Households by counties, or parts thereof.

These data are available on IBM cards.

Radio Households Summarized by States, Regions

Alphabetical Sequence, by States

	Households 7-1-58	Radio Homes	% of U. S.
Alabama	838,310	801,900	1.6399
Arizona	341,490	314,040	.6422
Arkansas	494,600	466,270	.9535
California	4,655,730	4,457,030	9.1153
Colorado	522,020	503,490	1.0297
Connecticut	666,680	646,480	1.3222
Delaware	133,800	127,810	.2614
District of Columbia.....	244,060	234,850	.4803
Florida	1,297,580	1,238,880	2.5338
Georgia	1,026,730	975,430	1.9939
Idaho	192,590	187,260	.3830
Illinois	2,976,960	2,882,550	5.8953
Indiana	1,403,210	1,353,350	2.7679
Iowa	866,270	847,470	1.7332
Kansas	682,410	663,660	1.3572
Kentucky	831,430	792,590	1.6211
Louisiana	874,630	841,030	1.7202
Maine	270,960	265,010	.5419
Maryland	835,550	794,510	1.6250
Massachusetts	1,396,970	1,351,200	2.7635
Michigan	2,306,420	2,224,710	4.5497
Minnesota	982,930	953,850	1.9511
Mississippi	582,010	534,460	1.0930
Missouri	1,327,800	1,274,200	2.6063
Montana	207,530	198,740	.4065
Nebraska	452,400	439,390	.8988
Nevada	90,170	85,400	.1746
New Hampshire	173,630	167,750	.3432
New Jersey	1,696,910	1,643,770	3.3618
New Mexico	228,930	208,570	.4265
New York	4,852,850	4,700,240	9.6127
North Carolina	1,148,970	1,099,200	2.2479
North Dakota	173,170	167,500	.3426
Ohio	2,778,380	2,686,220	5.4937
Oklahoma	698,640	672,730	1.3757
Oregon	583,350	569,320	1.1645
Pennsylvania	3,199,580	3,096,500	6.3329
Rhode Island	254,850	247,360	.5058
South Carolina	601,750	579,180	1.1850
South Dakota	203,250	198,440	.4059
Tennessee	951,690	912,810	1.8669
Texas	2,715,430	2,612,700	5.3434
Utah	246,110	238,670	.4879
Vermont	106,600	103,420	.2115
Virginia	1,020,420	970,940	1.9857
Washington	878,450	852,080	1.7428
West Virginia	526,030	509,750	1.0424
Wisconsin	1,138,960	1,112,310	2.2753
Wyoming	95,140	90,660	.1854
U. S. Total	50,774,330	48,895,680	100.0000

By Geographic Regions

	Households 7-1-58	Radio Homes	% of U. S.
NORTH EAST			
Connecticut	666,680	646,480	1.3222
Maine	270,960	265,010	.5419
Massachusetts	1,396,970	1,351,200	2.7635
New Hampshire	173,630	167,750	.3432
New Jersey	1,696,910	1,643,770	3.3618
New York	4,852,850	4,700,240	9.6127
Pennsylvania	3,199,580	3,096,500	6.3329
Rhode Island	254,850	247,360	.5058
Vermont	106,600	103,420	.2115
NORTH CENTRAL			
Illinois	2,976,960	2,882,550	5.8953
Indiana	1,403,210	1,353,350	2.7679
Iowa	866,270	847,470	1.7332
Kansas	682,410	663,660	1.3572
Michigan	2,306,420	2,224,710	4.5497
Minnesota	982,930	953,850	1.9511
Missouri	1,327,800	1,274,200	2.6063
Nebraska	452,400	439,390	.8988
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SOUTH			
Alabama	838,310	801,900	1.6399
Arkansas	494,600	466,270	.9535
Delaware	133,800	127,810	.2614
District of Columbia	244,060	234,850	.4803
Florida	1,297,580	1,238,880	2.5338
Georgia	1,026,730	975,430	1.9939
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Oklahoma	698,640	672,730	1.3757
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Texas	2,715,430	2,612,700	5.3434
Virginia	1,020,420	970,940	1.9857
West Virginia	526,030	509,750	1.0424
WEST			
Arizona	341,490	314,040	.6422
California	4,655,730	4,457,030	9.1153
Colorado	522,020	503,490	1.0297
Idaho	192,590	187,260	.3830
Montana	207,530	198,740	.4065
Nevada	90,170	85,400	.1746
New Mexico	228,930	208,570	.4265
Oregon	583,350	569,320	1.1645
Utah	246,110	238,670	.4879
Washington	878,450	852,080	1.7428
Wyoming	95,140	90,660	.1854
U. S. Total	50,774,330	48,895,680	100.0000

For county lists of Radio Households—by state—see first pages of each State section.

SRDS Exclusive Consumer Markets Data Reflect Current Trends

Estimating Methods and Procedures

SRDS Consumer Market data show the economic status for all states, counties, cities and metropolitan areas from July 1, 1957 to July 1, 1958. Population and households are estimated as of July 1, 1958. Consumer Spendable Income and retail sales, in total and by store types, are for the year ending June 30, 1958. Farm data continue with the January 1, 1958 population estimates, and gross farm income estimates for the calendar year 1957.

estimates are available for Alaska, Hawaii, and Puerto Rico. While these territories are listed in alphabetical sequence with the states, their totals are not included in the United States total.

The sources of data used to prepare the SRDS population estimates include the 1950 Census, all special censuses conducted since 1950, and all population estimates prepared by the Bureau of the Census and the Department of Agriculture. Also, estimates made by various state and local organizations were searched out and thoroughly analyzed. Where the procedures used by such organizations were found acceptable, these local estimates were given considerable weight. An intensive study was made of outstanding trade and business publications to locate geographically any unusual business activity (such as the building of new factories) which might cause population shifts.

ARRANGEMENT OF SRDS MARKET DATA

SRDS continues to provide all five standards by which *markets* are measured and compared: (1) Population, (2) Households, (3) Consumer Spendable Income, (4) Retail Sales, and (5) Farm Data.

Complete, reliable, and up-to-date statistics are presented for each of these five standards. These data are arranged conveniently in three sections, as follows:

- I. INTRODUCTORY SECTION**—Article, Explanation of Map - Market Data Section and U. S. Region and State Summaries.
- II. RANKING SECTION**—Standard and Additional Standard Metropolitan Areas are ranked on the basis of 12 different market measurement factors. These rankings are also summarized in one special feature for convenient, one-place comparison of area rankings for all these factors.
- III. STATE-COUNTY-CITY-METROPOLITAN AREA DATA SECTION**—Fourteen different market measurement series are shown for Counties, Standard and Additional Standard Metropolitan Areas and Cities. The individual state section precede the media listing for each state.

DEFINITIONS, ESTIMATING PROCEDURES AND SOURCES

Population

All population estimates are as of July 1, 1958, and include all population (civilian, institutional, and military) residing in the United States. This is the definition used in the 1950 Census of Population. Population figures are shown in thousands, with one decimal. In other words, where SRDS population estimate is 60.1, the figure is actually 60,100. Separate

Households

The SRDS definition of a household is identical with that used by the Bureau of the Census; namely, that a household is synonymous with an occupied dwelling unit. It consists of one or a number of persons living together under the same roof. It differs from the term "family" in that the latter consists of a group of persons living together who are related by blood, marriage, or adoption. Thus a household may consist of one or more families.

The July 1, 1958, household estimates were obtained using procedures similar to the population procedures, keyed to the government reports on household growth. Population data were also a basic part of the estimating procedures. These figures are expressed in thousands with two decimals. Where the household estimate is 10.33, for example, the figure is actually 10,330.

Consumer Spendable Income

The total or aggregate Consumer Spendable Income for each region, state, metropolitan area, county, and city is similar to the Department of Commerce term "disposable personal income," which is income remaining to persons after deduction of personal tax and non-tax payments to the federal and state governments. (For the complete and very detailed statement regarding this definition, see the Statistical Supplement, Survey of Current Business.

Each major component of state income was separately estimated and added to obtain projections of total income. Wages and salaries, for example, were estimated by using rates of change in "covered" wages as indicators. The other components were estimated using similar procedures.

Consumer Spendable Income Per Household

This is an arithmetic average obtained by dividing Consumer Spendable Income in the place by the number of Households there.

Retail Sales

SRDS' definition of the term "retail sales" is the same as that used by the U. S. Department of Commerce. It represents all sales and receipts of all retail establishments. Retail establishments are primarily engaged in selling merchandise for personal, household, or farm consumption. Sales include total receipts from customers after deductions of refunds or allowances for merchandise returned by the customer.

The sales of seven major store types are reported for all regions, states, counties, cities, and Standard and Additional Standard Metropolitan Areas. It is important to note that both SRDS and the Bureau of the Census report sales by store type, not by commodity type. For example, foodstore sales consist of all sales made in food stores. They include food sales and also the sales of non-food items. Other stores may sell food items, too, but these sales are reported in their *store type*—General Merchandise, Drug, etc. SRDS provides estimates for all places for the following *store types*:

1. Food
2. Drug
3. General Merchandise
4. Apparel
5. Home Furnishing
6. Automotive
7. Filling Stations

The Department of Commerce monthly estimates of total retail sales, individual state sales-tax data, bank debits, and population; and the 1954 Census of Business, Retail Trade served as the basic data for computing the retail sales estimates.

Because of the wide variety of types, quality, and quantity of data available, it was impossible to follow any one estimating procedure for all states, counties, and cities. All procedures were carefully validated prior to their actual use by Standard Rate.

Many states now report sales-tax data. Much care was exercised in using these taxes because of differences and changes in rates since 1954, variety of types of store and merchandise items taxed, and the great variance between states in providing data at county and place levels. Monthly and quarterly sales-tax data were used as indices of change. Twelve-month totals were computed and the ratio of each total to the previous year's total was used as the basis for updating the figures. In other states, bank debits and other data were used as the indices of change.

The sum of the sales of the seven major store groups will not add to the total retail sales for any particular area, because other store classifications are not shown.

Store Types

(All the following definitions have been taken from the 1954 Census of Business Retail Trade.)

Food Stores: This group includes those retail establishments which are primarily engaged in selling food for home preparation and consumption. The types of stores included in the food group are: grocery stores with or without fresh meat, bakery product stores, meat markets, fish (seafood) markets, fruit stores, vegetable markets, candy, nut and confectionery stores, dairy product stores, egg and poultry dealers, delicatessens, stores which are primarily engaged in selling specialized foods, such as coffee, tea, spices and health foods.

Drug Stores: These stores are classified on the basis of their usual trade designation rather than the merchandise lines carried. They fill prescriptions, sell drugs or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines, books, and novelty merchandise.

General Merchandise Stores: This group includes department stores, variety stores, and general stores. Stores selling a combination of the following lines are also included: dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Apparel Stores: Included in this group are stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Home Furnishing Stores: This is comparable to the "furniture, furnishing and appliance group" classification of the Census and includes stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. These are furniture stores, home-furnishing stores, household-appliance stores and radio stores.

Automotive Stores: Store types covered are motor vehicle dealers, tire, battery and accessory dealers, motorcycle dealers, aircraft dealers (for private use only), boat dealers, passenger automobile trailer dealers, and related automobile product dealers. It is important to note that those establishments primarily selling trucks and motorized industrial equipment are excluded from this category, since they are considered (by the Census) as wholesale establishments.

Filling Stations: This group is comparable to the "gasoline service station" Census classification and includes those establishments primarily engaged in selling gasoline and other automotive products. Garages which derive the larger part of their receipts from gasoline and oil are included.

Farm Data

SRDS Consumer Magazine and Farm Publication Rates and Data carries complete farm market data—population, households, gross farm income, income per farm, livestock, poultry and crops income, and number of farms for all states, regions and total U. S. The Newspaper, Spot Radio and Spot Television books provide county, state, regional and U. S. estimates of Farm Population (January 1, 1958) and Gross Farm Income for 1957.

Farm Population: Estimates are as of January 1, 1958, and include all persons residing on farms. This is comparable to the Census rural farm population. Procedures to develop the farm population series are similar to those used for total population.

Gross Farm Income: This includes all cash receipts from farm marketings, income in kind (value of items grown and consumed on the farm) and government payments. Expenses and taxes have not been deducted from the gross figures.

MARKET AREAS INCLUDED

Cities

All places (cities, villages, boroughs) are estimated as of July 1, 1958. Cities which cross county lines are listed in the county that has the larger share of the city's population.

Cities which are shown as multiple or combined city markets are listed with the first city in the combination. When these cities are in more than one county the combination is listed in each of the applicable counties.

Three cities which cross state boundaries are reported fully in each of the two states in which they lie. These are: Bristol in Tennessee and Virginia; Texarkana in Arkansas and Texas, and Bluefield in Virginia and West Virginia.

Counties

All counties shown in the 1950 Census of Population are included with the following exceptions (as per Bureau of Census releases):

Elizabeth City County, Virginia, consolidated with the independent city of Hampton to become the new independent city of Hampton, Virginia. Hampton is now shown both as a county and an independent city.

Warwick County, Virginia, which voted to become an independent city, has now consolidated with the independent city of Newport News, to become the new independent city of Newport News, Virginia. Newport News is shown both as a county and as an independent city.

Armstrong County, South Dakota, was merged with Dewey County, and is shown as Dewey County.

As in the case of cities, changes in county boundaries since the 1950 Census of Population were taken into account. The primary source used was the Bureau of the Census.

In order that users may compile state summaries by adding all counties within the state, data for independent cities (those which are not included in any county) have been added to their adjoining counties. Baltimore and St. Louis are independent cities and their data are added to their respective counties. The state of Virginia has 31 cities in this category.

Standard Metropolitan Areas

SRDS reports ALL Standard Metropolitan Areas as determined by the Bureau of the Budget. SRDS consumer market staff has also developed Additional Standard Metropolitan Areas on a similar basis. Thus, in the regular tables, the New England Metropolitan Areas follow town and not county lines. However, since certain users have indicated a preference for all metropolitan areas built along county lines, a special

table provides the same market data for New England Metropolitan Areas built along county lines.

It is important to note that the Standard Metropolitan Areas have been created according to rigid government definitions and must not be interpreted as representing complete trading or coverage areas. The general concept used by the Bureau of the Budget is that a Metropolitan Area is an integrated social and economic unit with considerable contact between the central city and the remainder of the Metropolitan Area.

The ranking tables enable buyers to measure, compare and/or combine the marketing data of the Metropolitan Areas which represent the leading centers of media coverage areas.

Standard Metropolitan Areas are listed in the State-County-City section. Each follows its central city's data.

Criteria used to create each Standard Metropolitan Area, except those in New England, are: There must be one or more cities of 50,000 population. In addition, the county must have 10,000 non-agricultural workers, *or* have 10% of the non-agricultural workers living in the Standard Metropolitan Area, *or* 50% of its population residing in areas of 150 or more persons per square mile and contiguous to the city. Also, at least two-thirds of the county's employed must be non-agricultural. Contiguous counties are included if 15% or more of their workers work in the principal city, *or* 25% of the workers there live in the principal city, *or* there are four times the phone calls per month to the principal city's county than their subscribers.

In New England, the central city must meet the same criteria. The contiguous area must have a population density of 150 persons per square mile, *or* 100 persons per square mile where strong integration was evident.

Since 1950 there have been several changes in Metropolitan Areas. Dubuque, Iowa; Fort Smith, Arkansas, and Tucson, Arizona, have become new areas. Shreveport, Louisiana; Evansville, Indiana, and the following areas in California — San Bernardino-Riverside-Ontario and Los Angeles-Long Beach—have had changes. Recently Clayton County, Georgia, has been added to the Atlanta Standard Metropolitan Area, and Waukesha County, Wisconsin, to the Milwaukee Standard Metropolitan Area. West Palm Beach, Florida, and Santa Barbara, California, have been designated by the Bureau of the Budget as Standard Metropolitan Areas.

Since Metropolitan Areas are not necessarily comparable with media coverage areas, for certain marketing purposes the buyer of media may wish to combine certain of the areas. Metropolitan Areas are not strictly and exclusively urban and should not be interpreted as representing only big city populations. Actually, many counties in these areas include surprisingly large rural population groups.

To help determine the relative importance of each of these areas, ranking tables have been provided on the following:

1. Population
2. Consumer Spendable Income
3. Consumer Spendable Income per Household
4. Total Retail Sales
5. Retail Sales per Household
6. Food Store Sales
7. Drug Store Sales

8. General Merchandise Store Sales
9. Apparel Store Sales
10. Home Furnishing Store Sales
11. Automotive Store Sales
12. Filling Station Sales

Following the Standard and Additional Standard Metropolitan Areas ranking tables are the totals of each data line for all Metropolitan Areas. With these you can immediately gauge the strength of all Metropolitan Areas as shopping centers, population concentrations and places of greatest over-all wealth.

Additional Standard Metropolitan Areas

Because of the inevitable time lag in the designation of new areas by the Bureau of the Budget, SRDS has added Additional Standard Metropolitan Areas. This policy, started in *1954 Consumer Markets*, recognizes an existent fact—namely, that, based on the current SRDS estimates, such areas qualify as Additional Standard Metropolitan Areas. SRDS has used similar criteria as that of the Bureau of the Budget in establishing these areas. This provides a list of Metropolitan Areas which will be comparable to those that will be reported in early 1959.

Territories

Estimates for population, households, Consumer Spendable Income and retail sales (including the seven major store types) have been made for Alaska, Hawaii, and Puerto Rico. Methods similar to those employed for U. S. counties and cities were used to develop the data. Criteria for the selection of cities were the same as in the U. S.

STATE MAPS AND OTHERS

At the beginning of each state's market data there is a state map in which the counties and state boundaries are printed in uncolored outlines, over which colored pencil or crayon lines can be drawn to designate media coverage areas, trading areas, sales or distributors' territories, etc. The cities also have symbols indicating their January 1, 1958, SRDS population estimates as well as indications of whether or not there is a daily newspaper, operating commercial radio station, and/or TV station. Media indicators are kept current on either the map or the Market Data Revision Pages. A scale of miles is provided on each map.

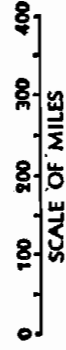
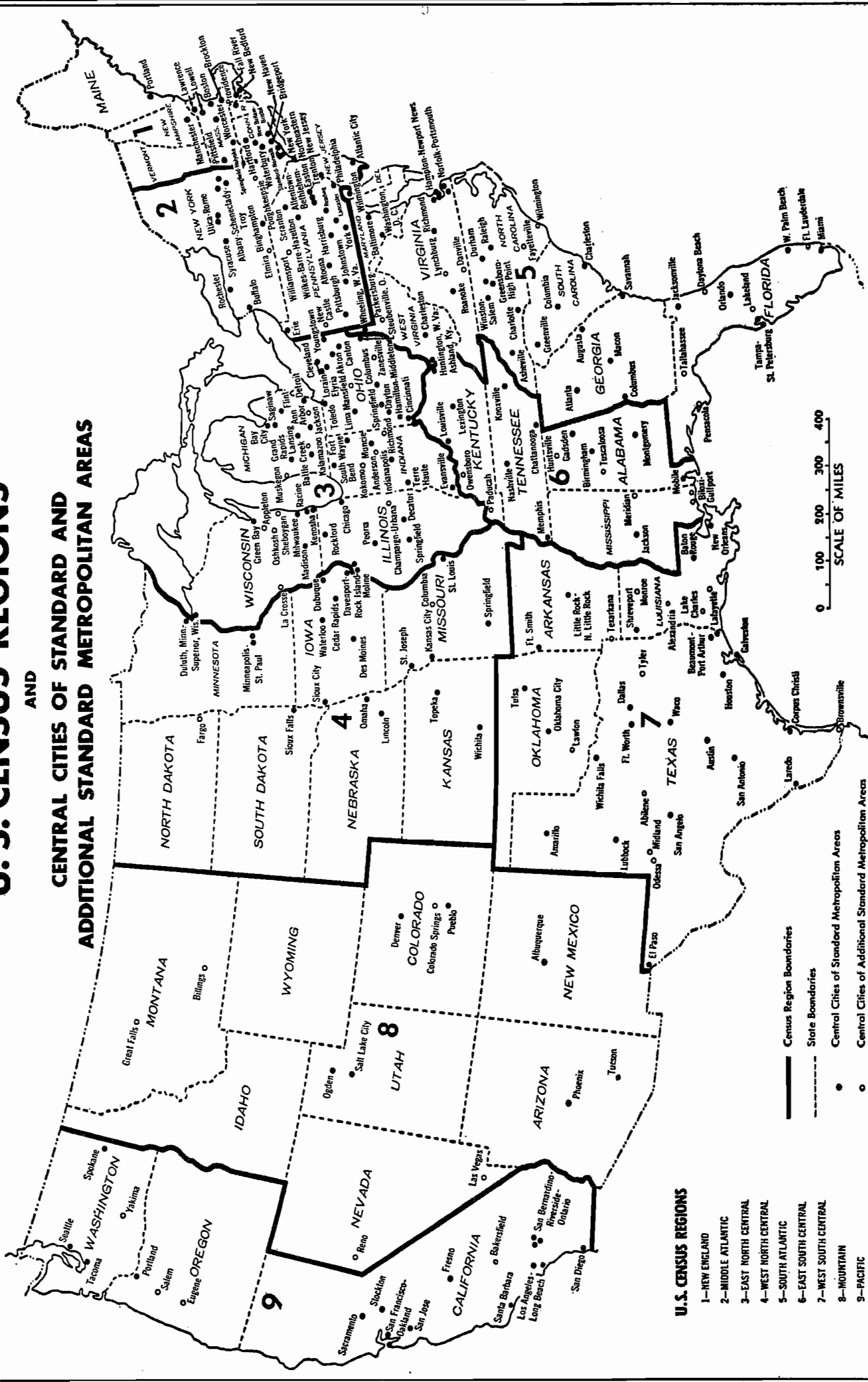
These maps have been made especially for the SRDS books and are copyrighted by Standard Rate & Data Service, Inc., and Rand McNally & Co. Written permission to reproduce any of the maps must be secured from SRDS.

SRDS also shows territorial maps for Alaska, Hawaii and Puerto Rico. These are similar in design to the individual state maps.

Summary Section pages include a map of U. S. Census Regions and Central Cities of Standard and Additional Standard Metropolitan Areas. Central Cities of Standard Metropolitan Areas have solid dots, the Central Cities of Additional Standard Metropolitan Areas have open dots.

Market data may be reproduced without charge or written permission, but must carry the customary credit line: "Source: SRDS Consumer Market Data, November 1958."

U. S. CENSUS REGIONS AND CENTRAL CITIES OF STANDARD AND ADDITIONAL STANDARD METROPOLITAN AREAS



- U. S. CENSUS REGIONS**
- 1—NEW ENGLAND
 - 2—MIDDLE ATLANTIC
 - 3—EAST NORTH CENTRAL
 - 4—WEST NORTH CENTRAL
 - 5—SOUTH ATLANTIC
 - 6—EAST SOUTH CENTRAL
 - 7—WEST SOUTH CENTRAL
 - 8—MOUNTAIN
 - 9—PACIFIC

- Census Region Boundaries
- - - State Boundaries
- Central Cities of Standard Metropolitan Areas
- Central Cities of Additional Standard Metropolitan Areas

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Standard and Additional Standard Metropolitan Area Definitions

Standard Metropolitan Areas as Defined by the Bureau of the Budget

- Akron, O.*—Summit County, Ohio.
- Albany-Schenectady-Troy, N. Y.*—Albany, Rensselaer and Schenectady Counties, N. Y.
- Albuquerque, N. M.*—Bernalillo County, New Mexico.
- Allentown - Bethlehem - Easton, Penn.*—Lehigh and Northampton Counties, Pennsylvania; Warren County, New Jersey.
- Altoona, Pa.*—Blair County, Pa.
- Amarillo, Tex.*—Potter and Randall Counties, Texas.
- Asheville, N. C.*—Buncombe County, N. C.
- Atlanta, Ga.*—Clayton, Cobb, DeKalb and Fulton Counties, Georgia.
- Atlantic City, N. J.*—Atlantic County, N. J.
- Augusta, Ga.*—Richmond County, Georgia; Aiken County, South Carolina.
- Austin, Tex.*—Travis County, Texas.
- Baltimore, Md.*—Baltimore City, Baltimore and Anne Arundel Counties, Maryland.
- Baton Rouge, La.*—East Baton Rouge Parish, Louisiana.
- Bay City, Mich.*—Bay County, Michigan.
- Beaumont-Port Arthur, Tex.*—Jefferson County, Texas.
- Binghamton, N. Y.*—Broome County, N. Y.
- Birmingham, Ala.*—Jefferson County, Ala.
- Boston, Mass.*—All of Suffolk County, Massachusetts; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities; Arlington, Ashland, Bedford, Belmont, Burlington, Concord, Framingham, Lexington, Lincoln, Natick, North Reading, Reading, Stoneham, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Massachusetts; Beverly, Lynn, Peabody, and Salem cities; Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, and Wenham towns in Essex County, Massachusetts; Quincy city; Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Medfield, Milton, Needham, Norwood, Randolph, Sharon, Walpole, Wellesley, Westwood and Weymouth towns in Norfolk County, Massachusetts; Hingham and Hull towns in Plymouth County, Massachusetts.
- Bridgeport, Conn.*—Bridgeport city; Fairfield, Stratford, and Trumbull towns in Fairfield County, Connecticut; Milford town in New Haven County, Connecticut.
- Brockton, Mass.*—Brockton city; Abington, Bridgewater, East Bridgewater, Rockland, West Bridgewater, and Whitman towns in Plymouth County, Massachusetts; Avon, Holbrook, and Stoughton towns in Norfolk County, Massachusetts; Easton town in Bristol County, Massachusetts.
- Buffalo, N. Y.*—Erie and Niagara Counties, New York.
- Canton, O.*—Stark County, Ohio.
- Cedar Rapids, Ia.*—Linn County, Iowa.
- Charleston, S. C.*—Charleston County, South Carolina.
- Charleston, W. Va.*—Fayette and Kanawha Counties, West Virginia.
- Charlotte, N. C.*—Mecklenburg County, North Carolina.
- Chattanooga, Tenn.*—Hamilton County, Tennessee; Walker County, Georgia.
- Chicago, Ill.*—Cook, DuPage, Kane, Lake, and Will Counties, Illinois; Lake County, Indiana.
- Cincinnati, O.*—Hamilton County, Ohio; Campbell and Kenton Counties, Kentucky.
- Cleveland, O.*—Cuyahoga and Lake Counties, Ohio.
- Columbia, S. C.*—Richland County, S. C.
- Columbus, Ga.*—Chattahoochee and Muscogee Counties, Georgia; Russell County, Alabama.
- Columbus, O.*—Franklin County, Ohio.
- Corpus Christi, Tex.*—Nueces County, Texas.
- Dallas, Tex.*—Dallas County, Texas.
- Davenport, Iowa-Rock Island-Moline, Ill.*—Rock Island County, Illinois; Scott County, Iowa.
- Dayton, O.*—Green and Montgomery Counties, Ohio.
- Decatur, Ill.*—Macon County, Illinois.
- Denver, Colo.*—Adams, Arapahoe, Denver and Jefferson Counties, Colorado.
- Des Moines, Ia.*—Polk County, Iowa.
- Detroit, Mich.*—Macomb, Oakland and Wayne Counties, Michigan.
- Dubuque, Ia.*—Dubuque County, Iowa.
- Duluth, Minnesota-Superior, Wis.*—St. Louis County, Minnesota; and Douglas County, Wisconsin.
- Durham, N. C.*—Durham County, North Carolina.
- El Paso, Tex.*—El Paso County, Texas.
- Erie, Pa.*—Erie County, Pennsylvania.
- Evansville, Ind.*—Vanderburgh County, Indiana, and Henderson County, Kentucky.
- Fall River, Mass.*—Fall River city; Somerset, Swansea and Westport towns in Bristol County, Massachusetts; and Tiverton town in Newport County, Rhode Island.
- Flint, Mich.*—Genesee County, Michigan.
- Fort Smith, Ark.*—Sebastian County, Arkansas.
- Fort Wayne, Ind.*—Allen County, Indiana.
- Fort Worth, Tex.*—Tarrant County, Texas.
- Fresno, Calif.*—Fresno County, California.
- Gadsden, Ala.*—Etowah County, Alabama.
- Galveston, Tex.*—Galveston County, Texas.
- Grand Rapids, Mich.*—Kent County, Michigan.
- Green Bay, Wis.*—Brown County, Wis.
- Greensboro-High Point, N. C.*—Guilford County, North Carolina.
- Greenville, S. C.*—Greenville County, South Carolina.
- Hamilton-Middletown, O.*—Butler County, Ohio.
- Hampton-Newport News, Va.*—Hampton and Newport News cities, Virginia.
- Harrisburg, Pa.*—Cumberland and Dauphin Counties, Pennsylvania.
- Hartford, Conn.*—Hartford city; Avon, Bloomfield, East Hartford, Farmington, Glastonbury, Manchester, Newington, Rocky Hill, Simsbury, South Windsor, West Hartford, Wethersfield, and Windsor towns in Hartford County, Connecticut.
- Houston, Tex.*—Harris County, Texas.
- Huntington, W. Va.-Ashland, Ky.*—Cabell and Wayne Counties, West Virginia; Boyd County, Kentucky; Lawrence County, Ohio.
- Indianapolis, Ind.*—Marion County, Ind.
- Jackson, Mich.*—Jackson County, Mich.
- Jackson, Miss.*—Hinds County, Mississippi.
- Jacksonville, Fla.*—Duval County, Florida.
- Johnstown, Pa.*—Cambria and Somerset Counties, Pennsylvania.
- Kalamazoo, Mich.*—Kalamazoo County, Michigan.
- Kansas City, Mo.*—Johnson and Wyandotte Counties, Kansas; Clay and Jackson Counties, Missouri.
- Kenosha, Wis.*—Kenosha County, Wis.
- Knoxville, Tenn.*—Anderson, Blount and Knox Counties, Tennessee.
- Lancaster, Pa.*—Lancaster County, Pa.
- Lansing, Mich.*—Ingham County, Mich.
- Laredo, Tex.*—Webb County, Texas.
- Lawrence, Mass.*—Lawrence City; Andover, Methuen, and North Andover towns in Essex County, Massachusetts.
- Lexington, Ky.*—Fayette County, Ky.
- Lima, O.*—Allen County, Ohio.
- Lincoln, Neb.*—Lancaster County, Nebraska.
- Little Rock-North Little Rock, Ark.*—Pulaski County, Arkansas.
- Lorain-Elyria, O.*—Lorain County, Ohio.
- Los Angeles-Long Beach, Calif.*—Los Angeles and Orange Counties, California.
- Louisville, Ky.*—Jefferson County, Kentucky; Clark and Floyd Counties, Indiana.
- Lowell, Mass.*—Lowell City; Billerica, Chelmsford, Dracut, Tewksbury and Tyngsborough towns in Middlesex County, Massachusetts.
- Lubbock, Tex.*—Lubbock County, Texas.
- Macon, Ga.*—Bibb and Houston Counties, Georgia.
- Madison, Wis.*—Dane County, Wisconsin.
- Manchester, N. H.*—Manchester city and Goffstown in Hillsborough County, New Hampshire.
- Memphis, Tenn.*—Shelby County, Tenn.
- Miami, Fla.*—Dade County, Florida.
- Milwaukee, Wis.*—Milwaukee and Waukesha Counties, Wis.
- Minneapolis-St. Paul, Minn.*—Anoka, Dakota, Hennepin and Ramsey Counties, Minnesota.
- Mobile, Ala.*—Mobile County, Alabama.
- Montgomery, Ala.*—Montgomery County, Alabama.
- Muncie, Ind.*—Delaware County, Indiana.
- Nashville, Tenn.*—Davidson County, Tennessee.
- New Bedford, Mass.*—New Bedford city; Acushnet, Dartmouth and Fairhaven towns in Bristol County, Massachusetts.
- New Britain-Bristol, Conn.*—Bristol and New Britain cities; Berlin, Plainville and Southington towns in Hartford County, Connecticut; Plymouth town in Litchfield County, Connecticut.
- New Haven, Conn.*—New Haven city; Branford, East Haven, Hamden, North Haven, Orange, West Haven, and Woodbridge towns in New Haven County, Connecticut.
- New Orleans, La.*—Jefferson, Orleans, and St. Bernard Parishes, Louisiana.
- New York-Northeastern N. J.*—New York City (Bronx, Kings, New York, Queens, and Richmond Counties); Nassau, Rockland, Suffolk, and Westchester Counties, New York; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union Counties, New Jersey.

Standard and Additional Standard Metropolitan Area Definitions—Continued

- Norfolk-Portsmouth, Va.*—Norfolk and Princess Anne Counties; and the cities of Norfolk, South Norfolk, Portsmouth and Virginia Beach, Virginia.
- Ogden, Utah*—Weber County, Utah.
- Oklahoma City, Okla.*—Oklahoma County, Oklahoma.
- Omaha, Neb.*—Douglas and Sarpy Counties, Nebraska; Pottawattamie County, Iowa.
- Orlando, Fla.*—Orange County, Florida.
- Peoria, Ill.*—Peoria and Tazewell Counties, Illinois.
- Philadelphia, Pa.*—Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pennsylvania; Burlington, Camden, and Gloucester Counties, New Jersey.
- Phoenix, Ariz.*—Maricopa County, Arizona.
- Pittsburgh, Pa.*—Allegheny, Beaver, Washington and Westmoreland Counties, Pa.
- Pittsfield, Mass.*—Pittsfield city; and Dalton, Lenox, and Lee towns in Berkshire County, Massachusetts.
- Portland, Me.*—Portland, South Portland and Westbrook cities; Cape Elizabeth and Falmouth towns in Cumberland County, Maine.
- Portland, Ore.*—Clackamas, Multnomah, and Washington Counties, Oregon; Clark County, Washington.
- Providence, R. I.*—Central Falls, Cranston, Pawtucket, Providence and Woonsocket cities; Cumberland, East Providence, Johnston, Lincoln, North Providence, North Smithfield, and Smithfield towns in Providence County, Rhode Island; North Kingstown in Washington County, Rhode Island; Warwick city; East Greenwich, and West Warwick towns in Kent County, Rhode Island; all of Bristol County, Rhode Island; Attleboro city; North Attleboro, and Seekonk towns in Bristol County, Massachusetts; Bellingham, Franklin, Plainville, and Wrentham towns in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Massachusetts.
- Pueblo, Colo.*—Pueblo County, Colorado.
- Racine, Wis.*—Racine County, Wisconsin.
- Raleigh, N. C.*—Wake County, N. C.
- Reading, Pa.*—Berks County, Pennsylvania.
- Richmond, Va.*—Richmond city; Chesterfield, and Henrico Counties, Virginia.
- Roanoke, Va.*—Roanoke city and Roanoke County, Virginia.
- Rochester, N. Y.*—Monroe County, N. Y.
- Rockford, Ill.*—Winnebago County, Illinois.
- Sacramento, Calif.*—Sacramento County, California.
- Saginaw, Mich.*—Saginaw County, Mich.
- St. Joseph, Mo.*—Buchanan County, Mo.
- St. Louis, Mo.*—St. Louis city, St. Charles and St. Louis Counties, Missouri; Madison and St. Clair Counties, Illinois.
- Salt Lake City, Utah*—Salt Lake County, Utah.
- San Angelo, Tex.*—Tom Green County, Texas.
- San Antonio, Tex.*—Bexar County, Texas.
- San Bernardino-Riverside-Ontario, Calif.*—Riverside and San Bernardino Counties, California.
- San Diego, Calif.*—San Diego County, Calif.
- San Francisco-Oakland, Calif.*—Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Solano Counties, California.
- San Jose, Calif.*—Santa Clara County, Calif.
- Santa Barbara, Calif.*—Santa Barbara County, California.
- Savannah, Ga.*—Chatham County, Georgia.
- Scranton, Pa.*—Lackawanna County, Pa.
- Seattle, Wash.*—King County, Washington.
- Shreveport, La.*—Bossier and Caddo Parishes, La.
- Sioux City, Ia.*—Woodbury County, Iowa.
- Sioux Falls, S. D.*—Minnehaha County, South Dakota.
- South Bend, Ind.*—St. Joseph County, Ind.
- Spokane, Wash.*—Spokane County, Wash.
- Springfield, Ill.*—Sangamon County, Ill.
- Springfield, Mo.*—Greene County, Mo.
- Springfield, O.*—Clark County, Ohio.
- Springfield-Holyoke, Mass.*—Chicopee, Holyoke, Springfield, and Westfield cities; Agawam, East Longmeadow, Longmeadow, Ludlow, West Springfield, and Wilbraham towns in Hampden County, Massachusetts; Northampton city; Easthampton, and South Hadley towns in Hampshire County, Mass.; Enfield town in Hartford County, Connecticut.
- Stamford-Norwalk, Conn.*—Norwalk and Stamford cities; Darien, Greenwich, New Canaan, and Westport towns in Fairfield County, Connecticut.
- Stockton, Calif.*—San Joaquin County, California.
- Syracuse, N. Y.*—Onondaga County, N. Y.
- Tacoma, Wash.*—Pierce County, Wash.
- Tampa-St. Petersburg, Fla.*—Hillsborough and Pinellas Counties, Florida.
- Terre Haute, Ind.*—Vigo County, Indiana.
- Toledo, O.*—Lucas County, Ohio.
- Topeka, Kans.*—Shawnee County, Kansas.
- Trenton, N. J.*—Mercer County, N. J.
- Tucson, Ariz.*—Pima County, Arizona.
- Tulsa, Okla.*—Tulsa County, Oklahoma.
- Utica-Rome, N. Y.*—Herkimer and Oneida Counties, New York.
- Waco, Tex.*—McLennan County, Texas.
- Washington, D. C.*—The District of Columbia; Alexandria and Falls Church cities; Arlington and Fairfax Counties, Virginia; Montgomery and Prince Georges Counties, Maryland.
- Waterbury, Conn.*—Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, and Wolcott towns in New Haven County, Conn.; Thomastown and Watertown towns in Litchfield County, Connecticut.
- Waterloo, Ia.*—Blackhawk County, Iowa.
- West Palm Beach, Fla.*—Palm Beach County, Florida.
- Wheeling, W. Va. - Steubenville, O.*—Brooke, Hancock, Marshall, and Ohio Counties, West Virginia; Belmont and Jefferson Counties, Ohio.
- Wichita, Kans.*—Sedgwick County, Kansas.
- Wichita Falls, Tex.*—Wichita County, Tex.
- Wilkes-Barre-Hazleton, Pa.*—Luzerne County, Pennsylvania.
- Wilmington, Del.*—New Castle County, Delaware; Salem County, New Jersey.
- Winston-Salem, N. C.*—Forsyth County, North Carolina.
- Worcester, Mass.*—Worcester city; Auburn, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, North Brookfield, Shrewsbury, Spencer, Westborough, and West Boylston towns in Worcester County, Massachusetts.
- York, Pa.*—York County, Pennsylvania.
- Youngstown, O.*—Mahoning and Trumbull Counties, Ohio; Mercer County, Pennsylvania.

ADDITIONAL STANDARD METROPOLITAN AREAS as determined by 1958 CONSUMER MARKETS Estimates

- Abilene, Tex.*—Taylor County, Texas.
- Alexandria, La.*—Rapides Parish, Louisiana.
- Anderson, Ind.*—Madison County, Indiana.
- Ann Arbor, Mich.*—Washtenaw County, Mich.
- Appleton, Wis.*—Outagamie County, Wisconsin.
- Bakersfield, Calif.*—Kern County, California.
- Battle Creek, Mich.*—Calhoun County, Michigan.
- Billings, Mont.*—Yellowstone County, Montana.
- Biloxi-Gulfport, Miss.*—Harrison County, Miss.
- Brownsville, Tex.*—Cameron County, Texas.
- Champaign-Urbana, Ill.*—Champaign County, Illinois.
- Colorado Springs, Colo.*—El Paso County, Col.
- Columbia, Mo.*—Boone County, Missouri.
- Danville, Va.*—Pittsylvania County, Virginia.
- Daytona Beach, Fla.*—Volusia County, Florida.
- Elmira, N. Y.*—Chemung County, New York.
- Eugene, Ore.*—Lane County, Oregon.
- Fargo, N. D.*—Cass County, North Dakota.
- Fayetteville, N. C.*—Cumberland County, N. C.
- Fort Lauderdale, Fla.*—Broward County, Fla.
- Great Falls, Mont.*—Cascade County, Montana.
- Huntsville, Ala.*—Madison County, Ala.
- Kokomo, Ind.*—Howard County, Indiana.
- LaCrosse, Wis.*—LaCrosse County, Wisconsin.
- Lafayette, La.*—Lafayette Parish, Louisiana.
- Lake Charles, La.*—Calcasieu Parish, Louisiana.
- Lakeland, Fla.*—Polk County, Florida.
- Las Vegas, Nev.*—Clark County, Nev.
- Lawton, Okla.*—Comanche County, Oklahoma.
- Lynchburg, Va.*—Lynchburg city and Campbell County, Virginia.
- Mansfield, Ohio*—Richland County, Ohio.
- Meridian, Miss.*—Lauderdale County, Mississippi.
- Midland, Tex.*—Midland County, Texas.
- Monroe, La.*—Ouachita Parish, Louisiana.
- Muskegon, Mich.*—Muskegon County, Michigan.
- New Castle, Pa.*—Lawrence County, Penn.
- Odessa, Tex.*—Ector County, Texas.
- Oshkosh, Wis.*—Winnebago County, Wisconsin.
- Owensboro, Ky.*—Davies County, Kentucky.
- Paducah, Ky.*—McCracken County, Kentucky.
- Parkersburg, W. Va.*—Wood County, West Virginia.
- Pensacola, Fla.*—Escambia County, Florida.
- Poughkeepsie, N. Y.*—Dutchess County, N. Y.
- Reno, Nev.*—Washoe County, Nevada.
- Richmond, Ind.*—Wayne County, Indiana.
- Salem, Ore.*—Marion and Polk Counties, Oregon.
- Sheboygan, Wis.*—Sheboygan County, Wisconsin.
- Tallahassee, Fla.*—Leon County, Florida.
- Texarkana, Ark. & Tex.*—Miller County, Arkansas and Bowie County, Texas.
- Tuscaloosa, Ala.*—Tuscaloosa County, Alabama.
- Tyler, Tex.*—Smith County, Texas.
- Williamsport, Pa.*—Lycoming County, Pennsylvania.
- Wilmington, N. C.*—New Hanover County, N. C.
- Yakima, Wash.*—Yakima County, Washington.
- Zanesville, O.*—Muskingum County, Ohio.



SUMMARY OF METROPOLITAN AREA RANKING TABLES

Numbers Show Metropolitan Areas' Ranking Position for Each Item

See Contents Pages for Definitions of Standard and Additional Standard Metropolitan Areas

METROPOLITAN AREA	Population	Consumer Spendable Income	C.S.I. per Household	Total Retail Sales	R.S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Filling Stations
Abilene, Texas.....	210	198	110	199	94	201	191	196	176	193	167	187
Akron, Ohio.....	44	40	50	49	153	44	53	39	71	52	42	46
Albany-Schenectady-Troy, New York.....	41	35	66	36	102	34	57	49	23	40	44	47
Albuquerque, New Mexico.....	104	104	80	90	31	89	75	77	106	104	68	68
Alexandria, Louisiana.....	188	222	229	218	225	221	219	175	212	212	214	199
Allentown-Bethlehem-Easton, Pennsylvania.....	45	46	68	52	179	51	64	52	51	47	57	57
Altoona, Pennsylvania.....	147	160	171	175	219	159	195	168	187	159	170	174
Amarillo, Texas.....	152	138	106	119	16	158	114	159	102	144	97	109
Ann Arbor, Michigan.....	127	123	63	126	44	114	94	179	110	118	113	116
Anderson, Indiana.....	171	164	145	168	162	162	154	181	160	161	154	163
Appleton, Wisconsin.....	196	196	136	185	68	193	207	146	217	177	194	207
Asheville, North Carolina.....	149	167	186	169	183	172	180	125	198	190	199	162
Atlanta, Georgia.....	20	22	43	22	26	22	24	20	26	29	24	25
Atlantic City, New Jersey.....	144	131	140	107	2	109	102	166	79	132	153	145
Augusta, Georgia.....	92	121	222	115	215	103	122	113	133	128	117	104
Austin, Texas.....	113	115	111	116	143	127	116	141	96	123	124	118
Bakersfield, California.....	82	79	76	74	50	70	76	74	120	74	85	43
Baltimore, Maryland.....	12	12	40	12	139	12	12	12	15	14	16	16
Baton Rouge, Louisiana.....	101	108	151	106	122	116	84	99	91	91	100	89
Battle Creek, Michigan.....	138	141	143	152	177	132	120	152	164	126	148	124
Bay City, Michigan.....	183	192	188	178	138	173	168	187	186	139	191	176
Beaumont-Port Arthur, Texas.....	97	93	118	93	125	87	87	90	86	103	81	84
Billings, Montana.....	216	201	103	192	18	205	185	210	201	160	164	196
Biloxi-Gulfport, Mississippi.....	174	183	85	212	216	198	198	200	196	203	195	178
Binghamton, New York.....	111	105	81	110	128	105	117	84	112	127	114	123
Birmingham, Alabama.....	31	36	95	41	181	37	45	36	34	43	33	44
Boston, Massachusetts.....	7	7	2	7	37	7	8	7	6	8	8	11
Boston, Massachusetts*.....	6	7	30	6	40	6	6	6	6	7	6	7
Bridgeport, Connecticut.....	77	56	4	73	65	61	62	85	70	59	80	95
Bridgeport, Connecticut*.....	35	23	2	32	42	27	32	49	27	26	35	38
Brockton, Massachusetts.....	158	157	128	147	55	134	132	189	139	187	161	157
Brockton, Massachusetts*.....	112	113	165	108	107	90	98	152	113	141	115	119
Brownsville, Texas.....	133	188	221	187	227	170	208	165	162	219	190	195
Buffalo, New York.....	14	15	58	15	90	13	21	16	12	16	18	18
Canton, Ohio.....	65	63	101	70	169	60	82	81	72	55	65	70
Cedar Rapids, Iowa.....	153	148	151	131	46	161	127	142	130	108	145	159
Champaign-Urbana, Illinois.....	166	135	3	173	111	180	170	154	194	216	162	167
Charleston, South Carolina.....	110	124	189	136	214	128	124	126	117	116	149	132
Charleston, West Virginia.....	64	78	148	82	197	74	95	64	97	98	70	81
Charlotte, North Carolina.....	99	91	47	80	9	108	48	66	80	109	92	64
Chattanooga, Tennessee.....	74	89	183	89	184	86	104	88	84	87	105	75
Chicago, Illinois.....	2	2	8	3	43	3	3	3	2	3	3	3
Cincinnati, Ohio.....	17	17	75	20	142	17	19	17	19	18	20	22
Cleveland, Ohio.....	11	10	7	11	67	11	10	8	13	11	11	10
Colorado Springs, Colorado.....	155	142	122	128	39	142	105	172	129	122	138	111
Columbia, Missouri.....	229	227	177	229	175	228	227	228	229	228	228	213
Columbia, South Carolina.....	123	134	123	132	103	152	147	129	115	92	120	125
Columbus, Georgia.....	98	116	108	149	217	136	150	127	131	133	143	129
Columbus, Ohio.....	34	28	9	29	14	27	28	23	27	32	31	29
Corpus Christi, Texas.....	102	111	155	102	78	100	107	98	132	131	87	85
Dallas, Texas.....	22	21	38	19	7	20	23	18	18	28	12	21
Danville, Virginia.....	186	217	226	209	206	200	211	171	218	224	204	164
Davenport, Iowa-Rock Island-Moline, Illinois.....	75	72	74	77	125	80	73	80	105	95	79	77
Dayton, Ohio.....	38	30	17	37	98	36	37	31	42	38	36	35
Daytona Beach, Florida.....	194	200	227	177	173	186	138	194	171	156	187	156
Decatur, Illinois.....	176	156	86	155	82	154	189	143	179	181	123	138
Denver, Colorado.....	27	24	83	24	45	24	15	27	30	20	21	24
Des Moines, Iowa.....	80	77	125	71	95	82	63	63	75	73	59	62
Detroit, Michigan.....	5	5	21	4	60	4	4	4	5	4	4	4
Dubuque, Iowa.....	203	211	116	196	21	204	182	160	222	208	215	204
Duluth, Minnesota-Superior, Wisconsin.....	78	82	156	84	185	78	90	87	77	89	89	88
Durham, North Carolina.....	168	187	147	179	144	187	187	156	170	151	176	170
Elmira, New York.....	195	186	114	183	141	175	204	198	156	185	185	215
El Paso, Texas.....	72	83	60	85	99	90	97	65	82	80	72	102
Erie, Pennsylvania.....	96	92	91	100	123	93	115	91	107	102	82	113
Eugene, Oregon.....	136	118	45	133	154	117	169	148	165	135	139	112
Evansville, Indiana.....	109	107	146	109	151	104	92	97	74	90	125	90
Fall River, Massachusetts.....	161	166	179	166	167	153	163	214	116	142	196	184
Fall River-New Bedford, Massachusetts*.....	55	60	159	63	179	56	63	113	45	59	68	73
Fargo, North Dakota.....	224	220	109	194	1	224	205	183	173	213	179	218
Fayetteville, North Carolina.....	163	176	54	201	201	199	220	178	193	194	181	179
Flint, Michigan.....	58	60	52	54	12	53	44	76	62	41	41	45
Fort Lauderdale, Florida.....	100	97	161	72	11	75	66	120	55	58	67	72
Fort Smith, Arkansas.....	219	219	194	200	35	208	201	186	197	214	175	206
Fort Wayne, Indiana.....	103	86	45	98	119	123	100	67	100	99	84	94
Fort Worth, Texas.....	40	38	120	33	83	46	33	28	60	62	27	40
Fresno, California.....	63	67	150	62	79	54	60	89	66	50	91	59
Gadsden, Alabama.....	185	195	197	216	228	192	214	205	206	202	205	200
Galveston, Texas.....	140	122	72	154	210	138	137	157	144	165	177	148
Grand Rapids, Michigan.....	62	57	97	58	89	57	38	55	67	57	58	53
Great Falls, Montana.....	223	207	70	203	22	218	200	177	211	184	202	216
Green Bay, Wisconsin.....	177	174	104	164	30	165	183	140	157	149	178	191
Greensboro-High Point, North Carolina.....	108	109	69	86	5	98	109	94	94	110	106	92
Greenville, South Carolina.....	112	130	206	127	196	126	133	101	145	115	127	107
Hamilton-Middletown, Ohio.....	122	117	73	124	130	122	155	138	148	119	126	137
Hampton-Newport News, Virginia.....	114	112	77	129	199	118	126	135	134	107	122	135
Harrisburg, Pennsylvania.....	69	68	100	65	104	81	70	69	68	72	60	65
Hartford, Connecticut.....	52	45	5	44	6	49	36	37	44	46	50	54
Hartford, Connecticut*.....	29	23	3	26	19	27	26	29	25	22	26	31

Summary of Metropolitan Area Ranking Tables—Continued

Numbers Show Metropolitan Areas' Ranking Position for Each Item

METROPOLITAN AREA	Population	Consumer Spendable Income	C.S.I. per Household	Total Retail Sales	R.S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Filling Stations
Houston, Texas.....	15	18	126	18	112	15	18	15	16	17	13	14
Huntington, West Virginia-Ashland, Kentucky.....	86	95	172	108	209	95	110	92	108	106	108	108
Huntsville, Alabama.....	200	224	225	226	222	219	222	207	228	217	222	226
Indianapolis, Indiana.....	30	27	30	26	24	31	17	21	43	24	23	27
Jackson, Michigan.....	141	162	208	159	207	160	140	128	158	178	135	147
Jackson, Mississippi.....	128	140	160	140	145	146	130	134	123	148	116	127
Jacksonville, Florida.....	47	61	201	50	60	45	49	72	39	49	35	60
Johnstown, Pennsylvania.....	70	99	207	111	224	101	165	82	153	138	112	105
Kalamazoo, Michigan.....	131	126	132	122	86	121	85	151	138	94	129	120
Kansas City, Missouri.....	18	16	51	17	49	19	13	24	20	21	17	17
Kenosha, Wisconsin.....	201	191	78	198	148	184	192	226	200	201	213	194
Knoxville, Tennessee.....	55	71	187	64	146	63	69	56	95	82	63	56
Kokomo, Indiana.....	226	208	61	222	176	223	223	215	225	222	220	228
La Crosse, Wisconsin.....	213	204	107	205	71	206	226	191	199	206	218	217
Lafayette, Louisiana.....	218	215	71	225	155	229	224	217	223	195	219	224
Lake Charles, Louisiana.....	164	177	198	174	200	189	178	162	180	199	166	143
Lakeland, Florida.....	121	155	223	143	212	119	145	195	149	129	130	121
Lancaster, Pennsylvania.....	94	84	32	92	104	102	136	108	119	100	78	99
Lansing, Michigan.....	106	90	41	88	36	85	83	73	113	130	69	83
Laredo, Texas.....	225	229	216	228	191	227	228	223	163	229	229	229
Las Vegas, Nevada.....	182	136	15	145	13	144	119	174	126	147	147	93
Lawrence, Massachusetts.....	172	170	157	182	211	169	176	225	140	189	206	211
Lawton, Oklahoma.....	205	212	176	217	186	222	210	188	226	218	193	225
Lexington, Kentucky.....	167	180	169	165	88	185	156	131	128	180	184	169
Lima, Ohio.....	187	171	97	191	205	190	206	155	209	198	198	193
Lincoln, Nebraska.....	147	133	92	148	129	177	131	83	147	153	168	150
Little Rock-North Little Rock, Arkansas.....	88	103	170	103	178	106	96	75	127	121	86	103
Lorain-Elyria, Ohio.....	120	110	59	121	156	110	141	144	135	114	115	128
Los Angeles-Long Beach, California.....	3	3	53	2	87	2	2	2	3	2	2	1
Louisville, Kentucky.....	28	31	138	31	132	29	27	32	32	36	28	32
Lowell, Massachusetts.....	160	165	127	172	162	155	174	201	159	174	212	192
Lubbock, Texas.....	132	129	121	120	62	148	149	114	151	143	101	131
Lynchburg, Virginia.....	209	221	212	202	56	202	175	167	204	169	207	203
Macon, Georgia.....	126	147	209	130	135	129	139	137	143	163	142	139
Madison, Wisconsin.....	116	102	12	104	17	113	78	118	99	117	111	106
Manchester, New Hampshire.....	197	168	23	184	104	171	218	204	146	196	188	182
Manchester, New Hampshire*.....	127	114	62	124	130	106	178	145	111	146	137	131
Mansfield, Ohio.....	180	163	62	170	108	143	186	158	183	170	169	171
Memphis, Tennessee.....	37	37	82	34	48	39	42	40	35	45	32	36
Meridian, Mississippi.....	220	228	228	227	221	226	224	213	215	227	225	221
Miami, Florida.....	23	23	153	14	4	18	16	25	10	13	15	20
Midland, Texas.....	228	199	11	219	113	216	199	229	195	221	182	219
Milwaukee, Wisconsin.....	16	14	25	16	74	16	20	14	17	15	19	12
Minneapolis-St. Paul, Minnesota.....	13	13	42	13	90	14	14	13	14	12	14	15
Mobile, Alabama.....	76	87	133	97	194	84	77	86	78	88	83	96
Monroe, Louisiana.....	202	205	192	204	159	210	212	182	188	191	201	201
Montgomery, Alabama.....	134	137	129	141	117	156	152	119	114	137	119	140
Muncie, Indiana.....	178	173	154	180	203	179	177	184	190	155	173	188
Muskegon, Michigan.....	135	158	214	144	165	125	113	132	174	141	118	133
Nashville, Tennessee.....	57	58	93	56	65	58	67	57	37	68	55	49
New Bedford, Massachusetts.....	150	159	182	157	174	131	142	203	122	157	183	181
New Britain-Bristol, Connecticut.....	124	106	13	118	96	112	123	209	98	79	133	144
New Castle, Pennsylvania.....	181	172	90	195	208	176	203	197	203	154	200	185
New Haven, Connecticut.....	85	73	29	67	15	67	61	95	46	66	75	82
New Haven-Waterbury, Connecticut*.....	37	28	3	33	44	29	32	55	22	24	37	38
New Orleans, Louisiana.....	24	25	131	28	187	30	25	26	22	25	40	31
New York-Northeastern New Jersey.....	1	1	6	1	121	1	1	1	1	1	1	2
Norfolk-Portsmouth, Virginia.....	36	42	66	46	127	43	41	48	29	35	47	48
Odessa, Texas.....	199	169	26	181	76	181	196	206	169	175	159	166
Ogden, Utah.....	179	194	210	188	192	174	173	212	168	164	211	177
Oklahoma City, Oklahoma.....	48	49	158	43	63	52	34	38	52	51	49	39
Omaha, Nebraska.....	49	54	144	51	72	55	47	50	48	48	46	55
Orlando, Florida.....	105	113	211	83	51	92	91	100	49	77	74	74
Oshkosh, Wisconsin.....	191	184	113	176	109	178	197	208	208	173	209	190
Owensboro, Kentucky.....	217	223	190	221	158	217	221	185	224	225	227	222
Paducah, Kentucky.....	212	209	204	224	229	220	194	216	221	226	216	214
Parkersburg, West Virginia.....	227	226	224	215	53	207	215	161	213	205	223	220
Pensacola, Florida.....	129	149	200	123	54	124	143	150	118	125	110	141
Peoria, Illinois.....	71	66	49	63	33	79	68	70	88	111	61	71
Philadelphia, Pennsylvania.....	4	4	20	5	131	5	5	5	4	5	5	5
Phoenix, Arizona.....	39	44	162	39	133	40	32	54	54	31	39	28
Pittsburgh, Pennsylvania.....	8	8	34	8	167	8	11	9	8	7	10	9
Pittsfield, Massachusetts.....	221	214	112	211	28	197	213	211	181	210	210	227
Pittsfield, Massachusetts*.....	147	145	111	152	125	136	163	160	138	152	153	171
Portland, Maine.....	159	152	114	142	42	139	106	117	137	162	158	172
Portland, Maine*.....	119	126	188	113	98	112	93	105	128	144	131	133
Portland, Oregon.....	25	26	193	25	171	23	31	22	33	26	25	26
Poughkeepsie, New York.....	146	132	19	139	20	135	171	123	154	186	144	161
Providence, Rhode Island.....	26	29	174	30	180	28	26	41	21	37	30	33
Providence, Rhode Island*.....	27	25	89	27	152	27	25	34	21	32	29	32
Pueblo, Colorado.....	173	190	202	186	198	167	184	202	189	167	172	202
Racine, Wisconsin.....	162	139	35	156	110	149	153	193	166	145	165	154
Raleigh, North Carolina.....	139	144	57	134	19	137	160	111	142	146	132	130
Reading, Pennsylvania.....	81	76	64	91	189	88	128	115	90	84	88	117
Reno, Nevada.....	208	178	36	167	8	195	71	169	155	158	163	158
Richmond, Indiana.....	211	213	203	210	135	212	188	219	214	188	197	205
Richmond, Virginia.....	54	55	102	53	47	56	52	34	65	64	64	51
Roanoke, Virginia.....	143	145	119	138	72	151	118	139	109	134	141	142
Rochester, New York.....	43	34	28	38	85	38	43	33	31	39	38	52
Rockford, Illinois.....	118	94	14	101	23	111	101	96	124	113	98	101

* Denotes rank on full county basis: See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS for totals and definitions.

Summary of Metropolitan Area Ranking Tables—Continued

METROPOLITAN AREA	Population	Consumer Spendable Income	C.S.I. per Household	Total Retail Sales	R.S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Filling Stations
Sacramento, California.....	51	48	39	45	32	41	51	47	56	23	62	41
Saginaw, Michigan.....	117	120	164	117	137	133	108	124	104	171	94	125
St. Joseph, Missouri.....	193	189	159	190	190	191	164	180	192	183	186	209
St. Louis, Missouri.....	10	11	79	9	116	9	9	10	11	9	7	7
Salem, Oregon.....	157	175	217	162	161	164	134	173	172	176	156	122
Salt Lake City, Utah.....	61	65	149	61	70	64	55	46	83	60	56	50
San Angelo, Texas.....	215	216	185	208	79	203	209	199	220	207	180	208
San Antonio, Texas.....	33	47	168	40	114	42	54	35	28	56	37	37
San Bernardino-Riverside-Ontario, California.....	29	33	166	27	75	26	35	45	40	30	34	13
San Diego, California.....	19	19	87	23	204	25	29	30	24	19	22	23
San Francisco-Oakland, California.....	6	6	24	6	115	6	6	6	7	6	6	6
San Jose, California.....	42	39	44	35	25	33	39	43	36	27	51	30
Santa Barbara, California.....	170	143	55	137	34	141	146	222	136	120	174	160
Savannah, Georgia.....	125	127	165	150	213	147	151	147	121	136	146	134
Scranton, Pennsylvania.....	87	100	180	112	218	96	135	105	89	93	134	149
Seattle, Washington.....	21	20	33	21	97	21	22	19	25	22	26	19
Sheboygan, Wisconsin.....	198	193	135	197	170	194	217	153	227	215	217	198
Shreveport, Louisiana.....	89	96	162	96	157	91	88	102	81	105	102	98
Sioux City, Iowa.....	183	179	167	163	64	183	172	116	175	197	151	189
Sioux Falls, South Dakota.....	205	197	142	189	58	215	179	163	202	209	171	210
South Bend, Indiana.....	93	80	37	94	150	97	86	79	85	76	103	87
Spokane, Washington.....	79	75	117	75	119	77	74	62	101	83	73	79
Springfield, Illinois.....	145	125	105	125	81	130	112	133	150	124	140	114
Springfield, Missouri.....	169	181	218	160	147	163	161	149	167	150	150	152
Springfield, Ohio.....	156	153	137	158	149	157	159	122	182	166	155	155
Springfield-Holyoke, Massachusetts.....	50	52	84	48	38	48	46	53	41	44	54	69
Springfield-Holyoke, Massachusetts*.....	46	48	67	45	71	46	42	53	39	44	47	61
Stamford-Norwalk, Connecticut.....	91	50	1	68	10	69	80	109	61	65	66	91
Stockton, California.....	95	88	89	87	101	94	98	111	103	86	107	110
Syracuse, New York.....	53	51	48	55	99	50	65	51	45	71	52	67
Tacoma, Washington.....	68	70	134	78	195	71	72	71	125	75	96	76
Tallahassee, Florida.....	222	225	191	220	57	225	228	227	178	223	221	186
Tampa-St. Petersburg, Florida.....	32	43	219	32	134	32	30	29	38	34	29	34
Terre Haute, Indiana.....	175	182	213	171	188	182	162	110	205	192	160	180
Texarkana, Texas-Arkansas.....	192	203	220	214	223	213	193	190	210	220	208	168
Toledo, Ohio.....	46	41	22	47	93	47	40	42	53	42	48	42
Topeka, Kansas.....	154	161	175	135	40	145	125	130	141	96	137	136
Trenton, New Jersey.....	84	74	10	66	3	72	99	78	57	61	71	78
Tucson, Arizona.....	90	98	181	95	172	83	79	103	93	101	109	66
Tulsa, Oklahoma.....	67	59	56	57	27	62	58	59	47	81	45	58
Tuscaloosa, Alabama.....	189	202	173	223	226	214	202	220	191	211	224	183
Tyler, Texas.....	203	206	199	206	160	209	157	224	177	204	192	212
Utica-Rome, New York.....	73	81	141	81	140	73	103	107	73	85	95	80
Waco, Texas.....	136	154	205	146	166	140	121	121	184	152	128	146
Washington, District of Columbia.....	9	9	18	10	107	10	7	11	9	10	9	8
Waterbury, Connecticut.....	130	114	27	114	41	107	129	176	87	97	136	175
Waterloo, Iowa.....	165	151	88	161	124	166	166	145	161	140	152	165
West Palm Beach, Florida.....	115	128	215	99	29	99	93	170	63	63	99	97
Wheeling, West Virginia-Steubenville, Ohio.....	60	62	124	69	193	59	89	60	76	67	90	73
Wichita, Kansas.....	66	64	130	60	58	66	50	61	64	53	53	61
Wichita Falls, Texas.....	151	146	65	153	92	168	148	164	152	179	131	151
Wilkes-Barre-Hazleton, Pennsylvania.....	56	69	178	79	220	68	111	68	69	69	93	100
Williamsport, Pennsylvania.....	190	185	139	193	202	188	216	192	185	200	189	173
Wilmington, Delaware.....	59	53	16	59	69	65	59	58	58	54	77	63
Wilmington, North Carolina.....	214	218	184	213	83	211	190	221	207	172	226	223
Winston-Salem, North Carolina.....	119	119	99	113	77	120	144	93	92	112	121	119
Worcester, Massachusetts.....	83	85	96	76	51	76	81	104	59	70	76	86
Worcester, Massachusetts*.....	37	40	94	41	134	38	42	66	38	42	41	38
Yakima, Washington.....	142	150	196	151	182	150	158	136	216	168	157	153
York, Pennsylvania.....	107	101	94	105	118	115	167	106	111	78	104	115
Youngstown, Ohio.....	35	32	31	42	164	35	56	44	50	33	43	38
Zanesville, Ohio.....	207	210	195	207	152	196	181	218	219	182	203	197

* Denotes rank on full county basis: See special tabulation—NEW ENGLAND COUNTY METROPOLITAN AREAS for totals and definitions.

NEW ENGLAND COUNTY METROPOLITAN AREAS

Users frequently need data based upon full county lines when analyzing metropolitan areas. Basic statistics, sales records, territory quotas and media coverage data are often available only on a county basis rather than to vnships.

SRDS presents data for 12 New England County Metropolitan Areas for your use and comparison with other information also on a county basis. The county line New England Metropolitan Area definitions are listed below.

DEFINITIONS

BOSTON.....Essex, Middlesex, Norfolk and Suffolk Counties, Massachusetts
 BRIDGEPORT.....Fairfield County, Connecticut
 BROCKTON.....Plymouth County, Massachusetts
 FALL RIVER-NEW BEDFORD.....Bristol County, Massachusetts
 HARTFORD.....Hartford and Middlesex Counties, Connecticut
 MANCHESTER.....Hillsborough County, New Hampshire

NEW HAVEN-WATERBURY.....New Haven County, Connecticut
 PITTSFIELD.....Berkshire County, Massachusetts
 PORTLAND.....Cumberland County, Maine
 PROVIDENCE.....Bristol, Kent, Newport and Providence Counties, Rhode Island
 SPRINGFIELD-HOLYOKE.....Hampden and Hampshire Counties, Massachusetts
 WORCESTER.....Worcester County, Massachusetts

NEW ENGLAND COUNTY METROPOLITAN AREAS

See Definitions on page preceding.

	Popu- lation 7/1/58 ('000)	House- holds 7/1/58 ('000)	C.S.I.		Total Retail Sales 7/1/57 to 7/1/58 (\$'000)	Retail sales by Store Type — For the Year 7/1/57 to 7/1/58 —					Filling Station (\$'000)	
			7/1/57 to 7/1/58 (\$'000)	per House- hold (\$)		Food (\$'000)	Drug (\$'000)	General Mdse. (\$'000)	Apparel (\$'000)	Home Furn. (\$'000)		Auto- motive (\$'000)
Boston, Mass.	2,942.4	832.35	5,832,845	7,008	3,887,050	1,039,027	131,945	448,463	293,654	175,885	556,245	200,996
Bridgeport, Conn.	607.7	178.34	1,639,164	9,191	827,392	220,949	27,971	71,500	60,460	50,769	139,848	48,864
Brockton, Mass.	206.6	62.46	349,135	5,590	263,373	75,288	9,280	17,831	15,524	10,133	43,571	18,024
Fall River-New Bedford, Mass.	396.4	117.25	660,739	5,635	436,594	120,848	14,584	27,387	39,253	25,057	71,271	28,284
Hartford, Conn.	696.1	199.97	1,627,546	8,139	982,960	231,483	37,949	127,767	63,901	57,020	172,296	65,016
Manchester, N. H.	172.1	52.02	342,105	6,576	210,896	62,167	4,183	19,455	15,860	9,231	34,379	16,044
New Haven-Waterbury, Conn.	598.2	173.82	1,409,526	8,109	797,609	209,702	27,579	59,104	71,652	52,315	135,151	49,712
Pittsfield, Mass.	141.6	41.61	251,856	6,053	169,658	45,314	5,057	16,620	12,446	8,708	30,106	10,665
Portland, Maine	184.8	54.13	287,357	5,309	230,460	58,113	9,646	29,629	13,639	9,898	38,031	15,850
Providence, R. I.	811.6	238.07	1,494,041	6,276	932,855	229,861	38,752	99,183	78,604	42,600	167,746	62,755
Springfield-Holyoke, Mass.	497.4	140.30	907,199	6,466	623,512	150,219	22,320	62,308	43,646	32,350	106,887	34,746
Worcester, Mass.	581.3	165.71	1,034,479	6,243	665,748	175,906	21,899	51,014	46,940	35,879	117,423	48,827

POPULATION

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.

Consumer Market Data, July 1, 1958

U. S. TOTAL POPULATION — 173,967,200

Rank		% of U.S.	Rank		% of U.S.	Rank		% of U.S.
1	New York-Northeastern N.J.	14,550,000 8.363	78	Duluth-Superior	283,200 .162	156	Springfield, Ohio	133,600 .076
2	Chicago	6,295,400 3.618	79	Spokane	281,600 .161	157	Salem, Oregon	133,400 .076
3	Los Angeles-Long Beach	6,214,000 3.572	80	Des Moines	280,400 .161	158	Brockton*	133,300 .076
4	Philadelphia	4,209,500 2.419	81	Reading	279,800 .160	159	Portland, Maine*	132,600 .076
5	Detroit	3,805,700 2.187	82	Bakersfield	279,600 .160	160	Lowell*	132,000 .075
6	San Francisco-Oakland	2,722,700 1.565	83	Worcester*	278,500 .160	161	Fall River*	131,000 .075
7	Boston*	2,388,700 1.373	84	Trenton	271,800 .156	162	Racine	129,600 .074
8	Pittsburgh	2,286,200 1.314	85	New Haven*	271,600 .156	163	Fayetteville, North Carolina	129,100 .074
9	Washington, D. C.	2,002,700 1.151	86	Huntington-Ashland	270,300 .155	164	Lake Charles	127,800 .073
10	St. Louis, Missouri	1,975,900 1.135	87	Scranton	263,900 .151	165	Waterloo	127,200 .073
11	Cleveland	1,686,000 .969	88	Little Rock-North Little Rock	261,100 .150	166	Champaign-Urbana	125,600 .072
12	Baltimore	1,564,900 .899	89	Shreveport	259,400 .149	167	Lexington	123,700 .071
13	Minneapolis-St. Paul	1,363,600 .783	90	Tucson	259,300 .149	168	Durham	122,200 .070
14	Buffalo	1,212,400 .696	91	Stamford-Norfolk*	259,100 .149	169	Springfield, Missouri	121,800 .070
15	Houston	1,175,300 .675	92	Augusta	255,800 .147	170	Santa Barbara	121,300 .069
16	Milwaukee	1,163,100 .668	93	South Bend	252,800 .145	171	Anderson, Indiana	119,900 .068
17	Cincinnati	1,094,400 .629	94	Lancaster	248,700 .142	172	Lawrence*	119,300 .068
18	Kansas City	1,029,000 .591	95	Stockton	242,800 .139	173	Pueblo	119,000 .068
19	San Diego	921,000 .529	96	Erie	241,000 .138	174	Biloxi-Gulfport	116,300 .066
20	Atlanta	892,200 .512	97	Beaumont-Port Arthur	240,900 .138	175	Terre Haute	115,900 .066
21	Seattle	863,800 .496	98	Columbus, Georgia	238,000 .136	176	Decatur	115,800 .066
22	Dallas	860,200 .494	99	Charlotte	237,900 .136	177	Green Bay	115,500 .066
23	Miami	859,000 .493	100	Fort Lauderdale	233,800 .134	178	Muncie	113,700 .065
24	New Orleans	840,300 .483	101	Baton Rouge	230,900 .132	179	Ogden	113,200 .065
25	Portland, Oregon	839,800 .482	102	Corpus Christi	228,800 .131	180	Mansfield	113,100 .065
26	Providence*	812,800 .467	103	Fort Wayne	227,500 .130	181	New Castle	111,200 .063
27	Denver	790,700 .454	104	Albuquerque	224,200 .128	182	Las Vegas	111,100 .063
28	Louisville	711,300 .408	105	Orlando	223,800 .128	183	Sioux City	110,700 .063
29	San Bernardino-Riverside- Ontario	668,900 .384	106	Lansing	222,000 .127	183	Bay City	110,700 .063
30	Indianapolis	646,800 .371	107	York	219,000 .125	185	Gadsden	110,300 .063
31	Birmingham	633,600 .364	108	Greensboro-High Point	216,800 .124	186	Danville, Virginia	109,000 .062
32	Tampa-St. Petersburg	632,600 .363	109	Evansville	213,800 .122	187	Lima	107,600 .061
33	San Antonio	615,900 .354	110	Charleston, South Carolina	208,500 .119	188	Alexandria, Louisiana	106,800 .061
34	Columbus, Ohio	610,900 .351	111	Binghamton	206,700 .118	189	Tuscaloosa	106,600 .061
35	Youngstown	607,100 .348	112	Greenville	205,500 .118	190	Williamsport, Pennsylvania	105,900 .060
36	Norfolk-Portsmouth	578,900 .332	113	Austin	205,100 .117	191	Oshkosh	105,600 .060
37	Memphis	576,700 .331	114	Hampton-Newport News	204,800 .117	192	Texarkana, Texas-Arkansas	104,500 .060
38	Dayton	572,700 .329	115	West Palm Beach	195,800 .112	193	St. Joseph, Missouri	104,000 .059
39	Phoenix	571,300 .328	116	Madison	195,700 .112	194	Daytona Beach	102,100 .058
40	Fort Worth	565,800 .325	117	Saginaw	191,500 .110	195	Elmira	100,500 .057
41	Albany-Schenectady-Troy	560,900 .322	118	Rockford	186,400 .107	196	Appleton	97,800 .056
42	San Jose	543,000 .312	119	Winston-Salem	184,300 .105	197	Manchester*	94,400 .054
43	Rochester, New York	526,700 .302	120	Lorain-Elyria	182,300 .104	198	Sheboygan	92,500 .053
44	Akron	500,700 .287	121	Lakeland	181,800 .104	199	Odessa	92,400 .053
45	Allentown-Bethlehem-Easton	498,700 .287	122	Hamilton-Middletown	181,300 .104	200	Huntsville	91,000 .052
46	Toledo	452,100 .259	123	Columbia, South Carolina	178,500 .102	201	Kenosha	89,600 .051
47	Jacksonville	449,400 .258	124	New Britain-Bristol*	176,600 .101	202	Monroe, Louisiana	89,500 .051
48	Oklahoma City	445,700 .256	125	Savannah	175,500 .100	203	Dubuque	87,900 .050
49	Omaha	439,100 .252	126	Macon	173,500 .099	203	Tyler	87,900 .050
50	Springfield-Holyoke, Mass.*	434,900 .249	127	Ann Arbor	171,800 .098	205	Sioux Falls, South Dakota	87,000 .050
51	Sacramento	431,500 .248	128	Jackson, Mississippi	171,000 .098	206	Lawton	84,700 .048
52	Hartford*	409,400 .235	129	Pensacola	170,800 .098	207	Zanesville	84,100 .048
53	Syracuse	405,400 .233	130	Waterbury*	167,200 .096	208	Reno	83,800 .048
54	Richmond, Virginia	400,700 .230	131	Kalamazoo	164,400 .094	209	Lynchburg	83,600 .048
55	Knoxville	385,700 .221	132	Lubbock	163,900 .094	210	Abilene	81,600 .046
56	Wilkes-Barre-Hazleton	383,600 .220	133	Brownsville	162,600 .093	211	Richmond, Indiana	80,100 .046
57	Nashville	381,200 .219	134	Montgomery	160,400 .092	212	Paducah	79,800 .045
58	Flint	372,600 .214	135	Muskegon	159,100 .091	213	La Crosse	79,700 .045
59	Wilmington, Delaware	368,700 .211	136	Eugene, Oregon	156,900 .090	214	Wilmington, North Carolina	77,600 .044
60	Wheeling-Steubenville	363,500 .208	136	Waco	156,900 .090	215	San Angelo	76,400 .043
61	Salt Lake City	358,900 .206	138	Battle Creek	156,000 .089	216	Billings	75,800 .043
62	Grand Rapids	358,400 .206	139	Raleigh	155,500 .089	217	Owensboro	72,400 .041
63	Fresno	346,800 .199	140	Galveston	155,300 .089	218	Lafayette, Louisiana	71,500 .041
64	Charleston, West Virginia	345,400 .198	141	Jackson, Michigan	152,300 .087	219	Fort Smith	71,000 .040
65	Canton	345,200 .198	142	Yakima	152,000 .087	220	Meridian, Mississippi	70,700 .040
66	Wichita	338,700 .194	143	Roanoke	151,700 .087	221	Pittsfield*	69,900 .040
67	Tulsa	336,200 .193	144	Atlantic City	150,900 .086	222	Tallahassee	69,700 .040
68	Tacoma	324,200 .186	145	Springfield, Illinois	149,700 .086	223	Great Falls	69,500 .039
69	Harrisburg	323,200 .185	146	Poughkeepsie	143,800 .083	224	Fargo	68,000 .039
70	Johnstown, Pennsylvania	306,300 .176	147	Lincoln	141,000 .081	225	Laredo	66,200 .038
71	Peoria	296,000 .170	147	Altoona	141,000 .081	226	Kokomo	65,900 .037
72	El Paso	293,400 .168	149	Asheville	140,800 .080	227	Parkersburg, West Virginia	65,400 .037
73	Utica-Rome	290,600 .167	150	New Bedford*	137,900 .079	228	Midland, Texas	64,700 .037
74	Chattanooga	288,100 .165	151	Wichita Falls, Texas	137,600 .079	229	Columbia, Missouri	54,000 .031
75	Davenport-Rock Island-Moline	286,500 .164	152	Amarillo	135,900 .078			
76	Mobile	285,800 .164	153	Cedar Rapids	134,900 .077			
77	Bridgeport*	285,700 .164	154	Topeka	134,800 .077			
			155	Colorado Springs	134,700 .077			

Total Metropolitan Areas...109,586,700 62.993

*See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

CONSUMER SPENDABLE INCOME

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
U. S. TOTAL CONSUMER SPENDABLE INCOME — \$303,758,566 (000)

Rank	(\$000)	% of U.S.	Rank	(\$000)	% of U.S.	Rank	(\$000)	% of U.S.			
1	New York-Northeastern N.J.	34,374,055	11.316	77	Des Moines	531,663	.175	154	Waco	234,306	.077
2	Chicago	14,662,676	4.827	78	Charleston, West Virginia	529,661	.174	155	Lakeland	232,625	.076
3	Los Angeles-Long Beach	13,660,964	4.496	79	Bakersfield	521,197	.171	156	Decatur	232,101	.076
4	Philadelphia	8,702,561	2.864	80	South Bend	508,624	.167	157	Brockton*	231,788	.076
5	Detroit	7,782,328	2.562	81	Utica-Rome	493,923	.162	158	Muskegon	230,130	.075
6	San Francisco-Oakland	6,275,579	2.065	82	Duluth-Superior	490,114	.161	159	New Bedford*	226,576	.074
7	Boston*	5,613,879	1.848	83	El Paso	488,268	.160	160	Altoona	226,552	.074
8	Pittsburgh	4,448,804	1.464	84	Lancaster	487,752	.160	161	Topeka	224,517	.073
9	Washington, D. C.	4,132,566	1.360	85	Worcester*	483,302	.159	162	Jackson, Michigan	220,404	.072
10	Cleveland	3,947,838	1.299	86	Fort Wayne	465,014	.153	163	Mansfield	219,611	.072
11	St. Louis, Missouri	3,763,322	1.238	87	Mobile	463,549	.152	164	Anderson, Indiana	214,826	.070
12	Baltimore	3,032,838	.998	88	Stockton	451,885	.148	165	Lowell*	214,644	.070
13	Minneapolis-St. Paul	2,770,834	.912	89	Chattanooga	442,825	.145	166	Fall River*	210,315	.069
14	Milwaukee	2,459,274	.809	90	Lansing	438,796	.144	167	Asheville	203,509	.067
15	Buffalo	2,321,195	.764	91	Charlotte	434,835	.143	168	Manchester*	203,464	.066
16	Kansas City	2,192,471	.721	92	Erie	434,037	.142	169	Odessa	201,741	.066
17	Cincinnati	2,177,160	.716	93	Beaumont-Port Arthur	433,737	.142	170	Lawrence*	201,265	.066
18	Houston	2,128,004	.700	94	Rockford	425,644	.140	171	Lima	200,290	.065
19	San Diego	2,015,915	.663	95	Huntington-Ashland	418,782	.137	172	New Castle	200,233	.065
20	Seattle	1,971,033	.648	96	Shreveport	418,120	.137	173	Muncie	198,976	.065
21	Dallas	1,810,473	.596	97	Fort Lauderdale	417,724	.137	174	Green Bay	194,743	.064
22	Atlanta	1,698,503	.559	98	Tucson	415,291	.136	175	Salem, Oregon	192,883	.063
23	Miami	1,569,245	.516	99	Johnstown, Pennsylvania	409,885	.134	176	Fayetteville, North Carolina	191,716	.063
24	Denver	1,547,370	.509	100	Scranton	408,917	.134	177	Lake Charles	190,723	.062
25	New Orleans	1,469,979	.483	101	York	406,216	.133	178	Reno	190,162	.062
26	Portland, Oregon	1,463,268	.481	102	Madison	405,073	.133	179	Sioux City	189,765	.062
27	Indianapolis	1,410,070	.464	103	Little Rock-North Little Rock	401,398	.132	180	Lexington	189,203	.062
28	Columbus, Ohio	1,395,221	.459	104	Albuquerque	401,373	.132	181	Springfield, Missouri	188,643	.062
29	Providence*	1,343,402	.442	105	Binghamton	391,842	.128	182	Terre Haute	187,452	.061
30	Dayton	1,232,636	.405	106	New Britain-Bristol*	378,309	.124	183	Biloxi-Gulfport	187,195	.061
31	Louisville	1,208,311	.397	107	Evansville	373,510	.122	184	Oshkosh	186,761	.061
32	Youngstown	1,194,348	.393	108	Baton Rouge	370,875	.122	185	Williamsport, Pennsylvania	185,337	.061
33	San Bernardino-Riverside-Ontario	1,181,464	.388	109	Greensboro-High Point	366,522	.120	186	Elmira	184,553	.060
34	Rochester, New York	1,126,479	.370	110	Lorain-Elyria	359,465	.118	187	Durham	183,471	.060
35	Albany-Schenectady-Troy	1,117,034	.367	111	Corpus Christi	352,719	.116	188	Brownsville	179,689	.059
36	Birmingham	1,106,312	.364	112	Hampton-Newport News	351,202	.115	189	St. Joseph, Missouri	177,845	.058
37	Memphis	1,038,250	.341	113	Orlando	347,956	.114	190	Pueblo	170,948	.056
38	Fort Worth	1,034,501	.340	114	Waterbury*	341,005	.112	191	Kenosha	169,855	.055
39	San Jose	1,032,958	.340	115	Austin	337,222	.111	192	Bay City	168,146	.055
40	Akron	991,994	.326	116	Columbus, Georgia	332,136	.109	193	Sheboygan	163,144	.053
41	Toledo	980,575	.322	117	Hamilton-Middletown	331,992	.109	194	Ogden	162,306	.053
42	Norfolk-Portsmouth	970,649	.319	118	Eugene, Oregon	327,479	.107	195	Gadsden	157,962	.052
43	Tampa-St. Petersburg	958,111	.315	119	Winston-Salem	322,504	.106	196	Appleton	157,873	.051
44	Phoenix	952,190	.313	120	Saginaw	307,978	.101	197	Sioux Falls, South Dakota	150,122	.049
45	Hartford*	933,457	.307	121	Augusta	300,269	.098	198	Abilene	147,475	.048
46	Allentown-Bethlehem-Easton	922,443	.304	122	Galveston	300,027	.098	199	Midland, Texas	147,451	.048
47	San Antonio	915,468	.301	123	Ann Arbor	293,967	.096	200	Daytona Beach	145,165	.047
48	Sacramento	872,726	.287	124	Charleston, South Carolina	292,797	.096	201	Billings	142,986	.047
49	Oklahoma City	801,444	.263	125	Springfield, Illinois	289,279	.095	202	Tuscaloosa	142,003	.046
50	Stamford-Norwalk*	800,157	.263	126	Kalamazoo	287,320	.094	203	Texarkana, Texas-Arkansas	140,769	.046
51	Syracuse	790,389	.260	127	Savannah	285,993	.094	204	La Crosse	138,846	.045
52	Springfield-Holyoke, Mass.*	784,599	.258	128	West Palm Beach	285,531	.093	205	Monroe, Louisiana	137,711	.045
53	Wilmington, Delaware	780,792	.257	129	Lubbock	282,858	.093	206	Tyler	135,314	.044
54	Omaha	744,382	.245	130	Greenville	281,793	.092	207	Great Falls	134,863	.044
55	Richmond, Virginia	695,601	.228	131	Atlantic City	273,424	.090	208	Kokomo	133,636	.043
56	Bridgeport*	678,802	.223	132	Poughkeepsie	272,596	.090	209	Paducah	133,618	.043
57	Grand Rapids	677,612	.223	133	Lincoln	271,944	.089	210	Zanesville	132,899	.043
58	Nashville	669,611	.220	134	Columbia, South Carolina	270,899	.089	211	Dubuque	131,784	.043
59	Tulsa	664,639	.218	135	Champaign-Urbana	264,638	.087	212	Lawton	129,951	.042
60	Flint	659,785	.217	136	Las Vegas	262,667	.086	213	Richmond, Indiana	122,815	.040
61	Jacksonville	654,381	.215	137	Montgomery	262,619	.086	214	Pittsfield*	122,142	.040
62	Wheeling-Steubenville	631,434	.207	138	Amarillo	261,318	.086	215	Lafayette, Louisiana	121,220	.039
63	Canton	622,537	.204	139	Racine	260,817	.085	216	San Angelo	121,190	.039
64	Wichita	615,159	.202	140	Jackson, Mississippi	259,589	.085	217	Danville, Virginia	119,754	.039
65	Salt Lake City	600,472	.197	141	Battle Creek	258,119	.084	218	Wilmington, North Carolina	117,930	.038
66	Peoria	598,210	.196	142	Colorado Springs	257,269	.084	219	Fort Smith	114,864	.037
67	Fresno	591,551	.194	143	Santa Barbara	256,870	.084	220	Fargo	113,407	.037
68	Harrisburg	584,557	.192	144	Raleigh	256,250	.084	221	Lynchburg	112,487	.037
69	Wilkes-Barre-Hazleton	584,206	.192	145	Roanoke	250,734	.082	222	Alexandria, Louisiana	112,138	.037
70	Tacoma	559,772	.184	146	Wichita Falls, Texas	244,979	.080	223	Owensboro	105,581	.034
71	Knoxville	553,099	.182	147	Macon	243,845	.080	224	Huntsville	101,029	.033
72	Davenport-Rock Island-Moline	551,468	.181	148	Cedar Rapids	241,176	.079	225	Tallahassee	92,769	.030
73	New Haven*	550,555	.181	149	Pensacola	239,957	.078	226	Parkersburg, West Virginia	85,058	.028
74	Trenton	545,690	.179	150	Yakima	239,519	.078	227	Columbia, Missouri	82,266	.027
75	Spokane	537,887	.177	151	Waterloo	238,490	.078	228	Meridan, Mississippi	79,906	.026
76	Reading	535,448	.176	152	Portland, Maine*	237,122	.078	229	Laredo	74,700	.024
				153	Springfield, Ohio	235,563	.077		Total Metropolitan Areas	219,457,628	72.247

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

CONSUMER SPENDABLE INCOME PER HOUSEHOLD

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
 Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
 U. S. AVERAGE CONSUMER SPENDABLE INCOME PER HOUSEHOLD — 5,983

Rank	(\$)	Households Number of	Rank	(\$)	Number of Households	Rank	(\$)	Number of Households
1	10,628	75,290	79	6,339	593,710	156	5,648	86,780
2	8,367	670,980	80	6,336	63,350	157	5,647	35,630
3	8,105	32,650	81	6,334	61,860	158	5,643	142,030
4	8,080	84,010	82	6,333	163,930	159	5,628	31,600
5	8,042	116,070	83	6,326	244,620	160	5,619	46,200
6	7,909	4,346,300	84	6,314	124,260	161	5,609	74,470
7	7,853	502,720	85	6,305	29,690	162	5,605	169,980
8	7,760	1,889,530	86	6,295	36,870	162	5,605	74,600
9	7,752	179,990	87	6,294	320,270	164	5,600	55,000
10	7,665	71,190	88	6,289	37,920	165	5,597	51,100
11	7,466	19,750	89	6,270	72,070	166	5,588	211,410
12	7,453	54,350	90	6,265	31,960	Ontario	5,588	211,410
13	7,448	50,790	91	6,259	69,350	167	5,571	34,060
14	7,440	57,210	92	6,247	43,530	168	5,564	164,530
15	7,428	35,360	93	6,246	107,210	169	5,557	34,000
16	7,392	105,630	94	6,243	65,070	170	5,553	72,200
17	7,318	168,450	95	6,230	177,580	171	5,534	40,000
18	7,290	566,920	96	6,208	77,850	172	5,531	75
19	7,256	37,570	97	6,201	109,270	173	5,530	200
20	7,251	1,200,170	97	6,201	32,300	174	5,520	24
21	7,181	1,083,730	99	6,194	52,070	175	5,515	40,700
22	7,164	136,880	100	6,190	94,440	176	5,499	23,630
23	7,139	28,500	101	6,189	100,590	177	5,473	15,030
24	7,124	880,930	102	6,183	112,500	178	5,461	106,970
25	7,111	345,850	103	6,171	23,170	179	5,455	38,550
26	7,104	28,400	104	6,161	31,610	180	5,436	75,230
27	7,084	48,140	105	6,100	47,420	181	5,398	76,900
28	7,054	159,460	106	6,080	42,980	182	5,396	41
29	7,024	78,370	107	6,071	22,870	183	5,383	8
30	6,984	201,900	108	6,064	54,770	184	5,375	8
31	6,980	171,110	109	6,055	18,730	185	5,351	8
32	6,995	70,740	110	6,054	24,360	186	5,346	8
33	6,891	286,030	111	6,047	55,770	187	5,324	8
34	6,890	645,690	112	6,046	20,200	188	5,304	8
35	6,878	37,920	113	6,038	30,930	189	5,263	8
36	6,806	27,940	114	6,033	39,300	190	5,261	8
37	6,793	74,880	114	6,033	30,590	191	5,256	8
38	6,791	266,600	116	6,023	21,880	192	5,244	8
39	6,781	128,710	117	6,017	89,390	193	5,237	8
40	6,777	447,550	118	6,008	72,190	194	5,227	8
41	6,765	64,860	119	6,007	41,740	195	5,222	8
42	6,748	410,640	120	5,989	172,730	196	5,221	8
43	6,737	252,120	121	5,986	47,250	197	5,219	8
44	6,732	153,440	122	5,982	43,010	198	5,197	8
45	6,726	69,240	123	5,980	45,300	199	5,197	8
45	6,716	48,760	124	5,968	105,800	200	5,197	8
47	6,694	64,960	125	5,960	89,200	201	5,197	8
48	6,691	118,130	126	5,959	357,120	202	5,197	8
49	6,684	89,500	127	5,953	36,050	203	5,197	8
50	6,678	148,550	128	5,951	38,940	204	5,197	8
51	6,655	329,430	129	5,927	44,310	205	5,197	8
52	6,642	99,330	130	5,917	103,970	206	5,197	8
53	6,635	2,058,850	131	5,913	248,600	207	5,197	8
54	6,634	28,900	132	5,901	48,690	208	5,197	8
55	6,631	38,740	133	5,889	78,720	209	5,197	8
56	6,627	100,290	134	5,888	95,070	210	5,197	8
57	6,608	38,780	135	5,883	27,730	211	5,197	8
58	6,601	351,640	136	5,869	26,900	212	5,197	8
59	6,598	54,480	137	5,864	40,170	213	5,197	8
60	6,587	74,130	138	5,860	206,200	214	5,197	8
61	6,577	20,320	139	5,847	31,700	215	5,197	8
62	6,561	33,470	140	5,840	46,820	216	5,197	8
63	6,511	45,150	141	5,831	84,710	217	5,197	8
64	6,510	82,250	142	5,781	25,970	218	5,197	8
65	6,507	37,650	143	5,771	44,730	219	5,197	8
66	6,459	172,950	144	5,761	129,220	220	5,197	8
66	6,459	150,280	145	5,746	37,390	221	5,197	8
68	6,448	143,050	146	5,745	65,010	222	5,197	8
69	6,434	56,970	147	5,732	32,010	223	5,197	8
70	6,431	20,970	148	5,729	92,450	224	5,197	8
71	6,417	18,890	149	5,728	104,840	225	5,197	8
72	6,412	46,790	150	5,719	103,440	226	5,197	8
73	6,400	51,870	151	5,698	42,330	227	5,197	8
74	6,397	86,210	151	5,698	65,090	228	5,197	8
75	6,381	341,170	153	5,696	275,490	229	5,197	8
76	6,375	81,760	154	5,659	35,160	Total Metropolitan Areas	5,983	Number of Households
77	6,370	55,130	155	5,654	62,380			18,890
78	6,345	26,770						54,480

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a fiscal year basis.

TOTAL RETAIL SALES

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
U. S. TOTAL RETAIL SALES — \$200,235,847 (000)

Rank		(\$000)	% of U.S.	Rank		(\$000)	% of U.S.	Rank		(\$000)	% of U.S.		
1	New York-Northeastern N.J.	17,775,579	8.877	78	Tacoma	344,163	.171	156	Racine	158,842	.079		
2	Los Angeles-Long Beach	8,972,818	4.481	79	Wilkes-Barre-Hazleton	342,858	.171	157	New Bedford*	157,891	.078		
3	Chicago	8,706,880	4.348	80	Charlotte	337,623	.168	158	Springfield, Ohio	157,780	.078		
4	Detroit	4,889,843	2.442	81	Utica-Rome	336,970	.168	159	Jackson, Michigan	155,321	.077		
5	Philadelphia	4,854,226	2.424	82	Charleston, West Virginia	333,941	.166	160	Springfield, Missouri	155,036	.077		
6	San Francisco-Oakland	3,648,818	1.822	83	Orlando	320,886	.160	161	Waterloo	154,642	.077		
7	Boston*	3,157,699	1.576	84	Duluth-Superior	320,446	.160	162	Salem, Oregon	154,247	.077		
8	Pittsburgh	2,465,835	1.231	85	El Paso	314,701	.157	163	Sioux City	152,982	.076		
9	St. Louis, Missouri	2,450,020	1.223	86	Greensboro-High Point	310,929	.155	164	Green Bay	151,284	.075		
10	Washington, D. C.	2,380,831	1.189	87	Stockton	305,497	.152	165	Lexington	148,180	.074		
11	Cleveland	2,246,131	1.121	88	Lansing	305,475	.152	166	Fall River*	147,210	.073		
12	Baltimore	1,780,863	.889	89	Chattanooga	303,993	.151	167	Reno	145,647	.072		
13	Minneapolis-St. Paul	1,777,839	.887	90	Albuquerque	303,049	.151	168	Anderson, Indiana	143,332	.071		
14	Miami	1,523,474	.760	91	Reading	301,030	.150	169	Asheville	140,843	.070		
15	Buffalo	1,522,205	.760	92	Lancaster	298,387	.149	170	Mansfield	140,433	.070		
16	Milwaukee	1,521,166	.759	93	Beaumont-Port Arthur	294,120	.146	171	Terre Haute	139,818	.069		
17	Kansas City	1,501,710	.749	94	South Bend	293,861	.146	172	Lowell*	138,166	.069		
18	Houston	1,492,894	.745	95	Tucson	291,995	.145	173	Champaign-Urbana	136,621	.068		
19	Dallas	1,405,934	.702	96	Shreveport	290,937	.145	174	Lake Charles	131,895	.065		
20	Cincinnati	1,352,659	.675	97	Mobile	285,634	.142	175	Altoona	131,641	.065		
21	Seattle	1,223,894	.611	98	Fort Wayne	283,564	.141	176	Oshkosh	129,620	.064		
22	Atlanta	1,212,821	.605	99	West Palm Beach	283,511	.141	177	Daytona Beach	128,830	.064		
23	San Diego	1,144,782	.571	100	Erie	283,028	.141	178	Bay City	126,688	.063		
24	Denver	1,117,366	.558	101	Rockford	277,412	.138	179	Durham	126,500	.063		
25	Portland, Oregon	1,061,987	.530	102	Corpus Christi	273,423	.136	180	Muncie	125,709	.062		
26	Indianapolis	976,037	.487	103	Little Rock-North Little Rock	269,816	.134	181	Odessa	124,707	.062		
27	San Bernardino-Riverside-Ontario	929,214	.464	104	Madison	268,097	.133	182	Lawrence*	122,610	.061		
	New Orleans	915,342	.457	105	York	266,928	.133	183	Elmira	121,384	.060		
	Columbus, Ohio	908,118	.453	106	Baton Rouge	265,753	.132	184	Manchester*	120,205	.060		
	Cincinnati-Covidence*	904,208	.451	107	Atlantic City	263,760	.131	185	Appleton	120,131	.059		
	Cincinnati-Covidence*	832,720	.415	108	Huntington-Ashland	262,324	.131	186	Pueblo	119,760	.059		
	Cincinnati-Covidence*	826,378	.412	109	Evansville	254,978	.127	187	Brownsville	119,568	.059		
	Cincinnati-Covidence*	753,815	.376	110	Binghamton	251,584	.125	188	Ogden	118,657	.059		
	Cincinnati-Covidence*	747,626	.373	111	Johnstown, Pennsylvania	244,937	.122	189	Sioux Falls, South Dakota	117,316	.058		
	Cincinnati-Covidence*	741,171	.370	112	Scranton	242,008	.120	190	St. Joseph, Missouri	115,390	.057		
	Cincinnati-Covidence*	732,928	.366	113	Winston-Salem	228,443	.114	191	Lima	114,645	.057		
	Cincinnati-Covidence*	716,525	.357	114	Waterbury*	223,740	.111	192	Billings	114,283	.057		
	Cincinnati-Covidence*	695,496	.347	115	Augusta	221,840	.110	193	Williamsport, Pennsylvania	113,491	.056		
	Cincinnati-Covidence*	685,424	.342	116	Austin	220,697	.110	194	Fargo	111,814	.055		
	Cincinnati-Covidence*	682,413	.340	117	Saginaw	220,179	.109	195	New Castle	111,033	.055		
	Cincinnati-Covidence*	658,499	.328	118	New Britain-Bristol*	217,407	.108	196	Dubuque	106,709	.053		
	Cincinnati-Covidence*	654,874	.327	119	Amarillo	214,396	.107	197	Sheboygan	105,608	.052		
	Cincinnati-Covidence*	638,911	.319	120	Lubbock	212,749	.106	198	Kenosha	105,290	.052		
	Cincinnati-Covidence*	629,162	.314	121	Lorain-Elyria	212,556	.106	199	Abilene	104,907	.052		
	Cincinnati-Covidence*	614,532	.306	122	Kalamazoo	212,292	.106	200	Fort Smith	104,148	.052		
	Cincinnati-Covidence*	611,349	.305	123	Pensacola	211,435	.105	201	Fayetteville, North Carolina	103,623	.051		
	Cincinnati-Covidence*	589,702	.294	124	Hamilton-Middletown	209,866	.104	202	Lynchburg	103,396	.051		
	Cincinnati-Covidence*	583,208	.291	125	Springfield, Illinois	207,599	.103	203	Great Falls	102,221	.051		
	Cincinnati-Covidence*	581,206	.290	126	Ann Arbor	206,875	.103	204	Monroe, Louisiana	101,730	.050		
	Cincinnati-Covidence*	572,802	.286	127	Greenville	203,497	.101	205	La Crosse	101,150	.050		
	Cincinnati-Covidence*	569,465	.284	128	Colorado Springs	201,583	.100	206	Tyler	100,479	.050		
	Cincinnati-Covidence*	533,203	.266	129	Hampton-Newport News	198,208	.098	207	Zanesville	99,507	.049		
	Cincinnati-Covidence*	513,558	.256	130	Macon	196,424	.098	208	San Angelo	99,180	.049		
	Cincinnati-Covidence*	505,402	.252	131	Cedar Rapids	193,316	.096	209	Danville, Virginia	97,935	.048		
	Cincinnati-Covidence*	501,458	.250	132	Columbia, South Carolina	191,569	.095	210	Richmond, Indiana	96,777	.048		
	Cincinnati-Covidence*	480,887	.240	133	Eugene, Oregon	190,653	.095	211	Pittsfield*	96,720	.048		
	Cincinnati-Covidence*	480,772	.240	134	Raleigh	190,046	.094	212	Biloxi-Gulfport	96,385	.048		
	Cincinnati-Covidence*	473,351	.236	135	Topeka	189,570	.094	213	Wilmington, North Carolina	95,742	.047		
	Cincinnati-Covidence*	470,531	.234	136	Charleston, South Carolina	188,602	.094	214	Texarkana, Texas-Arkansas	93,413	.046		
57	Wilmington, Delaware	469,611	.234	137	Santa Barbara	184,063	.091	215	Parkersburg, West Virginia	89,111	.044		
60	Wichita	466,705	.233	138	Roanoke	183,935	.091	216	Gadsden	87,607	.043		
61	Salt Lake City	452,985	.226	139	Poughkeepsie	183,284	.091	217	Lawton	87,143	.043		
62	Fresno	425,665	.212	140	Jackson, Mississippi	182,209	.090	218	Alexandria, Louisiana	86,852	.043		
63	Peoria	409,460	.204	141	Montgomery	181,804	.090	219	Midland, Texas	82,103	.041		
64	Knoxville	398,374	.198	142	Portland, Maine*	181,549	.090	220	Tallahassee	79,896	.039		
65	Harrisburg	397,376	.198	143	Lakeland	181,287	.090	221	Owensboro	77,809	.038		
66	Trenton	393,466	.196	144	Muskegon	179,937	.089	222	Kokomo	76,136	.038		
67	New Haven*	385,976	.192	145	Las Vegas	179,054	.089	223	Tuscaloosa	75,684	.037		
68	Stamford-Norwalk*	384,219	.191	146	Waco	178,487	.089	224	Paducah	74,114	.037		
69	Wheeling-Steubenville	383,219	.191	147	Brockton*	177,086	.088	225	Lafayette, Louisiana	73,767	.036		
70	Canton	382,745	.191	148	Lincoln	176,886	.088	226	Huntsville	72,131	.036		
71	Des Moines	380,933	.190	149	Columbus, Georgia	176,699	.088	227	Meridian, Mississippi	64,284	.032		
72	Fort Lauderdale	376,764	.188	150	Savannah	174,028	.086	228	Laredo	56,517	.028		
73	Bridgeport*	372,597	.186	151	Yakima	170,247	.085	229	Columbia, Missouri	56,455	.028		
74	Bakersfield	366,060	.182	152	Battle Creek	167,580	.083						
75	Spokane	354,682	.177	153	Wichita Falls, Texas	162,717	.081						
76	Worcester*			154	Galveston	161,831	.080						
77	Davenport-Rock Island-Moline	351,189	.175	155	Decatur	161,086	.080						
											Total Metropolitan Areas..	137,984,197	68.911

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

RETAIL SALES PER HOUSEHOLD

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
U. S. AVERAGE RETAIL SALES PER HOUSEHOLD — \$3,944

Rank		(S)	Number of Households	Rank		(S)	Number of Households	Rank		(S)	Number of Households
1	Fargo	5,970	18,730	78	Corpus Christi	4,383	62,380	155	Lafayette, Louisiana	3,901	
2	Atlantic City	5,633	46,820	79	Fresno	4,379	103,440	156	Lorain-Elyria	3,902	
3	Trenton	5,582	71,190	79	San Angelo	4,379	22,650	157	Shreveport	3,900	
4	Miami	5,530	275,490	81	Springfield, Illinois	4,378	47,420	158	Owensboro	3,877	
5	Greensboro-High Point	5,458	56,970	82	Decatur	4,369	36,870	159	Monroe, Louisiana	3,874	
6	Hartford*	5,421	116,070	83	Wilmington, North Carolina	4,364	21,940	160	Tyler	3,854	
7	Dallas	5,274	266,600	83	Fort Worth	4,364	172,730	161	Salem, Oregon	3,847	
8	Reno	5,213	27,940	85	Rochester, New York	4,362	159,460	162	Anderson, Indiana	3,833	
9	Charlotte	5,197	64,960	86	Kalamazoo	4,360	48,690	162	Lowell*	3,833	
10	Stamford-Norwalk*	5,127	75,290	87	Los Angeles-Long Beach	4,358	2,058,850	164	Youngstown	3,827	
11	Fort Lauderdale	5,115	74,470	88	Lexington	4,352	34,050	165	Muskegon	3,825	
12	Flint	5,088	99,330	89	Grand Rapids	4,332	109,270	166	Waco	3,820	
13	Las Vegas	5,064	35,360	90	Minneapolis-St. Paul	4,329	410,640	167	Fall River*	3,819	
14	Columbus, Ohio	5,045	179,990	90	Buffalo	4,329	351,640	167	Pittsburgh	3,819	
15	New Haven*	5,021	78,370	92	Wichita Falls, Texas	4,322	37,650	169	Canton	3,810	64.
16	Amarillo	4,988	42,980	93	Toledo	4,308	136,880	170	Sheboygan	3,808	100.
17	Madison	4,933	54,350	94	Abilene	4,307	24,360	171	Portland, Oregon	3,801	27.7
18	Billings	4,932	23,170	95	Des Moines	4,291	89,200	172	Tucson	3,796	279.42
19	Raleigh	4,901	38,780	96	New Britain-Bristol*	4,281	50,790	173	Daytona Beach	3,771	76.93
20	Poughkeepsie	4,878	37,570	97	Seattle	4,279	286,030	174	New Bedford*	3,761	34.160
21	Dubuque	4,877	21,880	98	Dayton	4,254	168,450	175	Columbia, Missouri	3,756	41.980
22	Great Falls	4,875	20,970	99	Syracuse	4,245	118,130	176	Kokomo	3,747	15.030
23	Rockford	4,849	57,210	99	El Paso	4,245	74,130	177	Battle Creek	3,746	20.320
24	Indianapolis	4,834	201,900	101	Stockton	4,239	72,070	177	Little Rock-North Little Rock	3,733	44.730
25	San Jose	4,830	153,440	102	Albany-Schenectady-Troy	4,238	172,950	178	Little Rock-North Little Rock	3,733	72.280
26	Atlanta	4,810	252,120	103	Columbia, South Carolina	4,229	45,300	179	Allentown-Bethlehem-Easton	3,727	143.050
27	Tulsa	4,794	100,290	104	Manchester*	4,218	28,500	180	Providence*	3,715	243.370
28	Pittsfield*	4,788	20,200	104	Harrisburg	4,218	94,440	181	Birmingham	3,708	177.580
29	West Palm Beach	4,787	59,220	104	Lancaster	4,218	70,740	182	Yakima	3,707	45.920
30	Green Bay	4,786	31,610	107	Washington, D. C.	4,200	566,920	183	Asheville	3,700	38.070
31	Albuquerque	4,784	63,350	108	Mansfield	4,196	33,470	184	Chattanooga	3,695	82.270
32	Sacramento	4,775	128,710	109	Oshkosh	4,191	30,930	185	Duluth-Superior	3,693	86.780
33	Peoria	4,756	89,500	110	Racine	4,189	37,920	186	Lawton	3,688	23.630
34	Santa Barbara	4,751	38,740	111	Champaign-Urbana	4,184	32,650	187	New Orleans	3,682	248.600
35	Fort Smith	4,745	21,950	112	Houston	4,180	357,120	188	Terre Haute	3,673	38.070
36	Lansing	4,710	64,860	113	Midland, Texas	4,157	19,750	189	Reading	3,660	82.250
37	Boston*	4,706	670,980	114	San Antonio	4,148	164,530	190	St. Joseph, Missouri	3,652	31.600
38	Springfield-Holyoke, Mass.*	4,693	124,260	115	San Francisco-Oakland	4,142	880,930	191	Laredo	3,646	15.500
39	Colorado Springs	4,687	43,010	116	St. Louis, Missouri	4,127	593,710	192	Ogden	3,635	32.640
40	Topeka	4,657	40,710	117	Montgomery	4,103	44,310	193	Wheeling-Steubenville	3,632	105.800
41	Waterbury*	4,648	48,140	118	York	4,102	65,070	194	Mobile	3,628	78.720
42	Portland, Maine*	4,620	39,300	119	Fort Wayne	4,095	69,240	195	Tacoma	3,620	95.070
43	Chicago	4,608	1,889,530	119	Spokane	4,095	89,390	196	Greenville	3,613	56.330
44	Ann Arbor	4,582	45,150	121	New York-Northeastern N. J.	4,090	4,346,300	197	Charleston, West Virginia	3,612	92.450
45	Denver	4,568	244,620	122	Baton Rouge	4,083	65,090	198	Pueblo	3,605	33.220
46	Cedar Rapids	4,567	42,330	123	Erie	4,081	69,350	199	Hampton-Newport News	3,595	55.130
47	Richmond, Virginia	4,565	112,500	124	Waterloo	4,078	37,920	200	Lake Charles	3,594	36.700
48	Memphis	4,561	163,930	125	Davenport-Rock Island-Moline	4,074	86,210	201	Fayetteville, North Carolina	3,586	28.900
49	Kansas City	4,559	329,430	125	Beaumont-Port Arthur	4,074	72,190	202	Williamsport, Pennsylvania	3,580	31.700
50	Bakersfield	4,557	81,760	127	Norfolk-Portsmouth	4,068	150,280	203	Muncie	3,575	35.160
51	Orlando	4,556	70,430	128	Binghamton	4,067	61,860	204	San Diego	3,574	320.270
52	Worcester*	4,556	77,850	129	Lincoln	4,064	43,530	205	Lima	3,549	32.300
53	Parkersburg, West Virginia	4,553	19,570	130	Hamilton-Middletown	4,046	51,870	206	Danville, Virginia	3,522	27.810
54	Pensacola	4,550	46,470	131	Philadelphia	4,045	1,200,170	207	Jackson, Michigan	3,514	44.200
55	Brockton*	4,548	38,940	132	Louisville	4,038	206,200	208	New Castle	3,474	31.960
56	Lynchburg	4,533	22,810	133	Phoenix	4,035	169,880	209	Huntington-Ashland	3,464	75.720
57	Tallahassee	4,527	17,650	134	Tampa-St. Petersburg	4,015	205,820	210	Galveston	3,459	46.790
58	Wichita	4,517	103,970	135	Macon	4,007	49,020	211	Lawrence*	3,441	35.630
58	Sioux Falls, South Dakota	4,517	25,970	135	Richmond, Indiana	4,007	24,150	212	Lakeland	3,409	53.180
60	Jacksonville	4,512	126,960	137	Saginaw	4,003	55,000	213	Savannah	3,406	51.100
60	Detroit	4,512	1,083,730	138	Bay City	3,996	31,700	214	Charleston, South Carolina	3,390	55.630
62	Lubbock	4,503	47,250	139	Baltimore	3,979	447,550	215	Augusta	3,248	68.290
63	Oklahoma City	4,498	142,030	140	Utica-Rome	3,978	84,710	216	Biloxi-Gulfport	3,246	29.690
64	Sioux City	4,492	34,060	141	Elmira	3,968	30,590	217	Columbus, Georgia	3,226	54.770
65	Bridgeport*	4,485	84,010	142	Cincinnati	3,965	341,170	218	Scranton	3,217	75.230
65	Nashville	4,485	107,210	143	Austin	3,957	55,770	219	Altoona	3,215	40.940
67	Cleveland	4,468	502,720	144	Durham	3,952	32,010	220	Wilkes-Barre-Hazleton	3,205	106.970
68	Appleton	4,466	26,900	145	Jackson, Mississippi	3,944	46,200	221	Meridian, Mississippi	3,150	20.410
69	Wilmington, Delaware	4,455	105,630	146	Knoxville	3,941	103,890	222	Huntsville	3,084	23.390
70	Salt Lake City	4,452	104,840	147	Springfield, Missouri	3,940	39,350	223	Texarkana, Texas-Arkansas	2,997	31.170
71	La Crosse	4,423	22,870	148	Kenosha	3,933	26,770	224	Johnstown, Pennsylvania	2,981	82.160
72	Omaha	4,407	129,220	149	Springfield, Ohio	3,928	40,170	225	Alexandria, Louisiana	2,960	29.340
72	Roanoke	4,407	41,740	150	South Bend	3,924	74,880	226	Tuscaloosa	2,947	25.680
74	Milwaukee	4,398	345,850	151	Evansville	3,922	65,010	227	Brownsville	2,936	40.730
75	San Bernardino-Riverside-Ontario	4,395	211,410	152	Zanesville	3,915	25,420	228	Gadsden	2,890	30.310
76	Odessa	4,391	28,400	153	Akron	3,913	148,550	229	Paducah	2,796	26.510
77	Winston-Salem	4,387	52,070	154	Eugene, Oregon	3,910	48,760		Total Metropolitan Areas	4,241	32,534,400

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

FOOD STORE SALES

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
U. S. TOTAL FOOD STORE SALES — \$49,567,392 (000)

	(\$000)	% of U.S.	Rank	(\$000)	% of U.S.	Rank	(\$000)	% of U.S.		
New York-Northeastern N.J.	5,030,546	10.148	78	Duluth-Superior	86,637	.174	155	Lowell*	39,190	.079
Los Angeles-Long Beach	2,298,033	4.636	79	Peoria	83,598	.168	156	Montgomery	38,259	.077
Chicago	1,966,462	3.967	80	Davenport-Rock Island-Moline	83,431	.168	157	Springfield, Ohio	38,224	.077
St. Louis	1,220,626	2.462	81	Harrisburg	83,146	.167	158	Amarillo	37,929	.076
Philadelphia	1,171,113	2.362	82	Des Moines	81,784	.164	159	Altoona	37,450	.075
San Francisco-Oakland	972,254	1.961	83	Tucson	80,868	.163	160	Jackson, Michigan	36,752	.074
St. Louis*	828,898	1.672	84	Mobile	80,824	.163	161	Cedar Rapids	36,442	.073
Pittsburgh	705,249	1.422	85	Lansing	79,128	.159	162	Anderson, Indiana	35,417	.071
St. Louis, Missouri	618,577	1.247	86	Chattanooga	78,752	.158	163	Springfield, Missouri	34,958	.070
Washington, D. C.	606,713	1.224	87	Beaumont-Port Arthur	78,262	.157	164	Salem, Oregon	34,479	.069
Cleveland	578,860	1.167	88	Reading	77,387	.156	165	Green Bay	33,891	.068
Baltimore	482,277	.972	89	Albuquerque	77,219	.155	166	Waterloo	33,861	.068
Buffalo	404,009	.815	90	El Paso	74,787	.150	167	Pueblo	33,634	.067
Minneapolis-St. Paul	396,418	.799	91	Shreveport	73,657	.148	168	Wichita Falls, Texas	33,605	.067
Houston	374,174	.754	92	Orlando	70,334	.141	169	Lawrence*	33,384	.067
St. Paul	373,207	.752	93	Erie	70,041	.141	170	Brownsville	33,069	.066
Cincinnati	345,055	.696	94	Stockton	69,394	.139	171	Manchester*	33,018	.066
Miami	338,307	.682	95	Huntington-Ashland	69,057	.139	172	Asheville	32,914	.066
Kansas City	314,592	.634	96	Scranton	68,157	.137	173	Bay City	32,705	.065
Dallas	283,700	.572	97	South Bend	67,934	.137	174	Ogden	31,910	.064
Seattle	277,791	.560	98	Greensboro-High Point	66,804	.134	175	Elmira	31,868	.064
Atlanta	277,155	.559	99	West Palm Beach	66,177	.133	176	New Castle	31,538	.063
Portland, Oregon	275,693	.556	100	Corpus Christi	66,125	.133	177	Lincoln	31,277	.063
Denver	267,782	.540	101	Johnstown, Pennsylvania	63,428	.127	178	Oshkosh	31,200	.062
San Diego	267,543	.539	102	Lancaster	62,662	.126	179	Muncie	30,892	.062
San Bernardino-Riverside-Ontario	243,676	.491	103	Augusta	62,595	.126	180	Champaign-Urbana	30,050	.060
Columbus, Ohio	214,877	.433	104	Evansville	62,446	.125	181	Odessa	30,034	.060
Providence*	214,355	.432	105	Binghamton	62,350	.125	182	Terre Haute	29,918	.060
Louisville	200,953	.405	106	Little Rock-North Little Rock	61,588	.124	183	Sioux City	29,680	.059
New Orleans	197,671	.398	107	Waterbury*	60,641	.122	184	Kenosha	29,539	.059
Indianapolis	194,924	.393	108	Charlotte	60,578	.122	185	Lexington	29,421	.059
Tampa-St. Petersburg	194,829	.393	109	Atlantic City	60,280	.121	186	Daytona Beach	29,330	.059
San Jose	194,409	.392	110	Lorain-Elyria	59,665	.120	187	Durham	29,041	.058
Albany-Schenectady-Troy	190,538	.384	111	Rockford	59,543	.120	188	Williamsport, Pennsylvania	28,940	.058
Youngstown	181,138	.365	112	New Britain-Bristol*	57,333	.115	189	Lake Charles	27,742	.055
Dayton	177,000	.357	113	Madison	55,903	.112	190	Lima	27,383	.055
Birmingham	176,536	.356	114	Ann Arbor	55,869	.112	191	St. Joseph, Missouri	26,834	.054
Rochester, New York	173,713	.350	115	York	55,293	.111	192	Gadsden	26,691	.053
Memphis	173,581	.350	116	Baton Rouge	54,773	.110	193	Appleton	26,441	.053
Phoenix	172,513	.348	117	Eugene, Oregon	54,039	.109	194	Sheboygan	25,271	.050
Sacramento	168,900	.340	118	Hampton-Newport News	53,781	.108	195	Reno	24,947	.050
San Antonio	161,593	.326	119	Lakeland	52,950	.106	196	Zanesville	24,883	.050
Norfolk-Portsmouth	153,394	.309	120	Winston-Salem	52,022	.104	197	Pittsfield*	24,774	.049
Akron	153,140	.308	121	Kalamazoo	51,893	.104	198	Biloxi-Gulfport	23,916	.048
Jacksonville	150,599	.303	122	Hamilton-Middletown	49,958	.100	199	Fayetteville, North Carolina	23,643	.047
Fort Worth	148,246	.299	123	Fort Wayne	49,867	.100	200	Danville, Virginia	23,355	.047
Toledo	144,843	.292	124	Pensacola	49,628	.100	201	Abilene	23,341	.047
Springfield-Holyoke, Mass.*	140,129	.282	125	Muskegon	49,589	.100	202	Lynchburg	23,334	.047
Hartford*	136,248	.274	126	Greenville	48,935	.098	203	San Angelo	23,195	.046
Syracuse	129,250	.260	127	Austin	48,826	.098	204	Dubuque	22,993	.046
Allentown-Bethlehem-Easton	127,721	.257	128	Charleston, South Carolina	48,547	.097	205	Billings	22,793	.045
Oklahoma City	125,375	.252	129	Macon	47,349	.095	206	La Crosse	22,673	.045
Flint	124,098	.250	130	Springfield, Illinois	47,174	.095	207	Parkersburg, West Virginia	22,672	.045
Fresno	123,484	.249	131	New Bedford*	47,148	.095	208	Fort Smith	22,650	.045
Omaha	122,785	.247	132	Battle Creek	47,002	.094	209	Tyler	22,386	.045
Richmond, Virginia	119,282	.240	133	Saginaw	46,701	.094	210	Monroe, Louisiana	22,336	.045
Grand Rapids	116,569	.235	134	Brookton*	46,492	.093	211	Wilmington, North Carolina	22,269	.044
Nashville	113,125	.228	135	Poughkeepsie	45,480	.092	212	Richmond, Indiana	22,095	.044
Wheeling-Steubenville	108,364	.218	136	Columbus, Georgia	44,624	.090	213	Texarkana, Texas-Arkansas	21,457	.043
Canton	104,625	.211	137	Raleigh	44,161	.089	214	Tuscaloosa	20,955	.042
Bridgeport*	104,162	.210	138	Galveston	44,147	.089	215	Sioux Falls, South Dakota	20,459	.041
Tulsa	104,095	.210	139	Portland, Maine*	44,065	.088	216	Midland, Texas	20,289	.040
Knoxville	103,888	.209	140	Waco	43,970	.088	217	Owensboro	20,239	.040
Salt Lake City	103,251	.208	141	Santa Barbara	43,935	.088	218	Great Falls	19,642	.039
Wilmington, Delaware	102,647	.207	142	Colorado Springs	43,304	.087	219	Huntsville	19,454	.039
Wichita	97,513	.196	143	Mansfield	43,141	.087	220	Paducah	19,150	.038
New Haven*	97,372	.196	144	Las Vegas	43,032	.086	221	Alexandria, Louisiana	18,649	.037
Wilkes-Barre-Hazleton	96,360	.194	145	Topeka	42,377	.085	222	Lawton	18,502	.037
Stamford-Norwalk*	96,315	.194	146	Jackson, Mississippi	42,278	.085	223	Kokomo	18,256	.036
Bakersfield	94,451	.190	147	Savannah	42,197	.085	224	Fargo	17,687	.035
Tacoma	93,062	.187	148	Lubbock	42,052	.084	225	Tallahassee	16,534	.033
Trenton	89,911	.181	149	Racine	41,769	.084	226	Meridian, Mississippi	15,641	.031
Utica-Rome	89,672	.180	150	Yakima	40,768	.082	227	Laredo	14,504	.029
Charleston, West Virginia	89,475	.180	151	Roanoke	40,742	.082	228	Columbia, Missouri	13,432	.027
Fort Lauderdale	89,229	.180	152	Columbia, South Carolina	40,155	.081	229	Lafayette, Louisiana	13,156	.026
Worcester*	87,947	.177	153	Fall River*	39,863	.080				
Spokane	87,502	.176	154	Decatur	39,835	.080				
							Total Metropolitan Areas	34,317,057	69.233	

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

GENERAL MERCHANDISE STORE SALES

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
U. S. TOTAL GENERAL MERCHANDISE STORE SALES—\$21,331,314 (000)

Rank	(\$000)	% of U.S.	Rank	(\$000)	% of U.S.	Rank	(\$000)	% of U.S.			
1	New York-Northeastern N. J.	1,627,765	7.630	77	Albuquerque	41,955	.196	154	Champaign-Urbana	17,549	.082
2	Los Angeles-Long Beach	913,358	4.281	78	Trenton	41,908	.196	155	Lima	17,292	.081
3	Chicago	869,711	4.077	79	South Bend	40,720	.190	156	Durham	17,074	.080
4	Detroit	553,526	2.594	80	Davenport-Rock Island-Moline	40,374	.189	157	Galveston	16,985	.079
5	Philadelphia	521,632	2.445	81	Canton	40,110	.188	158	Mansfield	16,654	.078
6	San Francisco-Oakland	404,633	1.896	82	Johnstown, Pennsylvania	39,896	.179	159	Amarillo	16,633	.077
7	Boston*	384,215	1.801	83	Lincoln	38,385	.179	160	Dubuque	16,496	.077
8	Cleveland	349,653	1.639	84	Binghamton	37,455	.175	161	Parkersburg, West Virginia	16,268	.076
9	Pittsburgh	326,882	1.532	85	Bridgeport*	37,220	.174	162	Lake Charles	16,176	.075
10	St. Louis, Missouri	319,699	1.498	86	Mobile	36,531	.171	163	Sioux Falls, South Dakota	15,944	.074
11	Washington, D. C.	312,631	1.465	87	Duluth-Superior	36,493	.171	164	Wichita Falls, Texas	15,902	.074
12	Baltimore	259,316	1.215	88	Chattanooga	36,386	.170	165	Brownsville	15,871	.074
13	Minneapolis-St. Paul	245,267	1.149	89	Fresno	36,253	.169	166	Atlantic City	15,396	.072
14	Milwaukee	219,820	1.030	90	Beaumont-Port Arthur	32,712	.153	167	Lynchburg	15,067	.070
15	Houston	191,684	.898	91	Erie	32,526	.152	168	Altoona	14,884	.069
16	Buffalo	189,971	.890	92	Huntington-Ashland	32,369	.151	169	Reno	14,807	.069
17	Cincinnati	184,002	.862	93	Winston-Salem	32,355	.151	170	West Palm Beach	14,436	.067
18	Dallas	180,553	.846	94	Greensboro-High Point	32,349	.151	171	Danville, Virginia	14,341	.067
19	Seattle	180,354	.845	95	New Haven*	32,308	.151	172	Colorado Springs	14,306	.067
20	Atlanta	172,939	.810	96	Rockford	31,796	.149	173	Salem, Oregon	14,133	.066
21	Indianapolis	160,059	.750	97	Evansville	31,650	.148	174	Las Vegas	14,084	.066
22	Portland, Oregon	154,725	.725	98	Corpus Christi	31,020	.145	175	Alexandria, Louisiana	13,976	.066
23	Columbus, Ohio	144,804	.678	99	Baton Rouge	31,008	.145	176	Waterbury*	13,886	.065
24	Kansas City	141,708	.664	100	Orlando	30,795	.144	177	Great Falls	13,880	.065
25	Miami	135,024	.632	101	Greenville	30,760	.144	178	Fayetteville, North Carolina	13,874	.065
26	New Orleans	135,000	.632	102	Shreveport	30,710	.143	179	Ann Arbor	13,679	.064
27	Denver	133,608	.626	103	Tucson	30,580	.143	180	St. Joseph, Missouri	13,520	.063
28	Fort Worth	128,820	.603	104	Worcester*	30,257	.141	181	Anderson, Indiana	13,479	.063
29	Tampa-St. Petersburg	118,913	.557	105	Scranton	28,817	.135	182	Monroe, Louisiana	12,789	.059
30	San Diego	109,419	.512	106	York	28,740	.134	183	Fargo	12,708	.059
31	Dayton	108,908	.510	107	Utica-Rome	28,482	.133	184	Muncie	12,580	.058
32	Louisville	99,302	.465	108	Lancaster	28,439	.133	185	Owensboro	12,529	.058
33	Rochester, New York	99,194	.465	109	Stamford-Norwalk*	28,323	.132	186	Fort Smith	12,484	.058
34	Richmond, Virginia	98,620	.462	110	Terre Haute	28,004	.131	187	Bay City	12,378	.058
35	San Antonio	97,647	.457	111	Stockton	27,449	.128	188	Lawton	12,344	.057
36	Birmingham	97,002	.454	111	Raleigh	27,449	.128	189	Brockton*	11,970	.056
37	Hartford*	96,376	.451	113	Augusta	27,312	.128	190	Texarkana, Texas-Arkansas	11,936	.055
38	Oklahoma City	95,669	.448	114	Lubbock	27,072	.126	191	La Crosse	11,924	.055
39	Akron	93,686	.439	115	Reading	25,455	.119	192	Williamsport, Pennsylvania	11,884	.055
40	Memphis	91,708	.429	116	Sioux City	25,376	.118	193	Racine	11,872	.055
41	Providence*	87,277	.409	117	Portland, Maine*	25,281	.118	194	Daytona Beach	11,802	.055
42	Toledo	82,999	.389	118	Madison	25,249	.118	195	Lakeland	11,757	.055
43	San Jose	82,597	.387	119	Montgomery	25,189	.118	196	Abilene	11,698	.054
44	Youngstown	82,500	.386	120	Fort Lauderdale	23,845	.111	197	New Castle	11,668	.054
45	San Bernardino-Riverside-Ontario	76,197	.357	121	Waco	23,685	.111	198	Elmira	11,334	.053
46	Salt Lake City	75,056	.351	122	Springfield, Ohio	23,455	.109	199	San Angelo	11,152	.052
47	Sacramento	74,605	.349	123	Poughkeepsie	23,198	.109	200	Biloxi-Gulfport	11,150	.052
48	Norfolk-Portsmouth	73,495	.344	124	Saginaw	22,960	.107	201	Lowell*	11,055	.051
49	Albany-Schenectady-Troy	68,472	.320	125	Asheville	22,857	.107	202	Pueblo	11,043	.051
50	Omaha	67,589	.316	126	Charleston, South Carolina	22,824	.106	203	New Bedford*	11,028	.051
51	Syracuse	63,002	.295	127	Columbus, Georgia	22,707	.106	204	Manchester*	11,018	.051
52	Allentown-Bethlehem-Easton	62,345	.292	128	Jackson, Michigan	22,277	.104	205	Gadsden	10,957	.051
53	Springfield-Holyoke, Mass.*	61,687	.289	129	Columbia, South Carolina	22,267	.104	206	Odessa	10,949	.051
54	Phoenix	61,301	.287	130	Topeka	22,166	.103	207	Huntsville	10,897	.051
55	Grand Rapids	59,056	.276	131	Lexington	22,164	.103	208	Oshkosh	10,426	.048
56	Knoxville	58,300	.273	132	Muskegon	22,082	.103	209	New Britain-Bristol*	10,419	.048
57	Nashville	57,375	.268	133	Springfield, Illinois	21,567	.101	210	Billings	10,407	.048
58	Wilmington, Delaware	57,123	.267	134	Jackson, Mississippi	21,472	.100	211	Pittsfield*	10,296	.048
59	Tulsa	57,031	.267	135	Hampton-Newport News	21,083	.098	212	Ogden	10,204	.047
60	Wheeling-Steubenville	55,346	.259	136	Yakima	20,862	.097	213	Meridian, Mississippi	9,757	.045
61	Wichita	54,678	.256	137	Macon	20,859	.097	214	Fall River*	9,686	.045
62	Spokane	54,608	.255	138	Hamilton-Middletown	20,825	.097	215	Kokomo	9,335	.043
63	Des Moines	53,182	.249	139	Roanoke	20,700	.097	216	Paducah	9,010	.042
64	Charleston, West Virginia	52,761	.247	140	Green Bay	20,510	.096	217	Lafayette, Louisiana	8,993	.042
65	El Paso	52,152	.244	141	Austin	20,457	.095	218	Zanesville	8,943	.041
66	Charlotte	48,367	.226	142	Cedar Rapids	20,076	.094	219	Richmond, Indiana	8,846	.041
67	Fort Wayne	48,196	.225	143	Decatur	20,015	.093	220	Tuscaloosa	8,759	.041
68	Wilkes-Barre-Hazleton	46,929	.220	144	Lorain-Elyria	19,479	.091	221	Wilmington, North Carolina	8,376	.039
69	Harrisburg	45,521	.213	145	Waterloo	19,355	.090	222	Santa Barbara	8,289	.038
70	Peoria	45,432	.212	146	Appleton	19,239	.090	223	Laredo	8,025	.037
71	Tacoma	44,624	.209	147	Savannah	19,145	.089	224	Tyler	7,914	.037
72	Jacksonville	43,534	.204	148	Eugene, Oregon	18,937	.088	225	Lawrence*	7,417	.034
73	Lansing	43,352	.203	149	Springfield, Missouri	18,820	.088	226	Kenosha	6,829	.032
74	Bakersfield	43,183	.202	150	Pensacola	18,643	.087	227	Tallahassee	5,540	.025
75	Little Rock-North Little Rock	43,094	.202	151	Kalamazoo	18,317	.085	228	Columbia, Missouri	4,726	.022
76	Flint	42,007	.196	152	Battle Creek	17,718	.083	229	Midland, Texas	3,353	.015
				153	Sheboygan	17,620	.082				
							Total Metropolitan Area	15,885,528	74.470		

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

APPAREL STORE SALES

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
U. S. TOTAL APPAREL STORE SALES — \$12,565,546 (000)

Rank		(\$000)	% of U.S.	Rank		(\$000)	% of U.S.	Rank		(\$000)	% of U.S.	
1	New York-Northeastern N.J.	1,970,448	15.681	77	Duluth-Superior	21,730	.172	154	Poughkeepsie	10,474	.083	
2	Chicago	677,916	5.395	78	Mobile	21,659	.172	155	Reno	10,402	.082	
3	Los Angeles-Long Beach	581,344	4.626	79	Atlantic City	21,266	.169	156	Elmira	10,342	.082	
4	Philadelphia	361,756	2.878	80	Charlotte	21,175	.168	157	Green Bay	9,860	.078	
5	Detroit	316,308	2.517	81	Shreveport	21,096	.167	158	Jackson, Michigan	9,526	.075	
6	Boston*	254,555	2.025	82	El Paso	21,075	.167	159	Lowell*	9,494	.075	
7	San Francisco-Oakland	246,837	1.964	83	Salt Lake City	20,860	.166	160	Anderson, Indiana	9,389	.074	
8	Pittsburgh	162,295	1.291	84	Chattanooga	20,584	.163	161	Waterloo	9,157	.072	
9	Washington, D. C.	151,761	1.207	85	South Bend	20,521	.163	162	Brownsville	9,140	.072	
10	Miami	139,283	1.108	86	Beaumont-Port Arthur	20,503	.163	163	Laredo	8,914	.070	
11	St. Louis, Missouri	130,674	1.039	87	Waterbury*	20,267	.161	164	Battle Creek	8,895	.070	
12	Buffalo	125,301	.997	88	Peoria	19,958	.158	165	Eugene, Oregon	8,887	.070	
13	Cleveland	124,962	.994	89	Scranton	19,905	.158	166	Racine	8,885	.070	
14	Minneapolis-St. Paul	119,443	.950	90	Reading	19,886	.158	167	Springfield, Missouri	8,879	.070	
15	Baltimore	98,427	.783	91	Baton Rouge	19,566	.155	168	Ogden	8,872	.070	
16	Houston	91,641	.729	92	Winston-Salem	19,475	.154	169	Odessa	8,546	.068	
17	Milwaukee	91,540	.728	93	Tucson	19,443	.154	170	Durham	8,465	.067	
18	Dallas	87,136	.693	94	Greensboro-High Point	18,880	.150	171	Daytona Beach	8,461	.067	
19	Cincinnati	83,260	.662	95	Knoxville	18,608	.148	172	Salem, Oregon	8,452	.067	
20	Kansas City	83,048	.660	96	Austin	18,353	.146	173	Fargo	8,160	.064	
21	Providence*	75,430	.600	97	Charleston, West Virginia	18,060	.143	174	Muskegon	8,026	.063	
22	New Orleans	69,431	.552	98	New Britain-Bristol*	17,907	.142	175	Sioux City	8,007	.063	
23	Albany-Schenectady-Troy	65,920	.524	99	Madison	17,903	.142	176	Abilene	7,975	.063	
24	San Diego	63,920	.508	100	Fort Wayne	17,732	.141	177	Tyler	7,960	.063	
25	Seattle	62,887	.500	101	Spokane	17,691	.140	178	Tallahassee	7,873	.062	
26	Atlanta	62,498	.497	102	Amarillo	17,667	.140	179	Decatur	7,815	.062	
27	Columbus, Ohio	60,301	.479	103	Stockton	17,483	.139	180	Lake Charles	7,650	.060	
28	San Antonio	55,463	.441	104	Saginaw	17,275	.137	181	Pittsfield*	7,610	.060	
29	Norfolk-Portsmouth	53,452	.425	105	Davenport-Rock Island-Moline	17,263	.137	182	Springfield, Ohio	7,601	.060	
30	Denver	52,379	.416	106	Albuquerque	17,239	.137	183	Mansfield	7,600	.060	
31	Rochester, New York	51,311	.408	107	Erie	17,007	.135	184	Waco	7,581	.060	
32	Louisville	51,245	.407	108	Huntington-Ashland	16,595	.132	185	Williamsport, Pennsylvania	7,563	.060	
33	Portland, Oregon	49,859	.396	109	Roanoke	15,898	.126	186	Bay City	7,548	.060	
34	Birmingham	48,993	.389	110	Ann Arbor	15,868	.126	187	Altoona	7,512	.059	
35	Memphis	47,748	.379	111	York	15,763	.125	188	Monroe, Louisiana	7,472	.059	
36	San Jose	47,388	.377	112	Binghamton	15,621	.124	189	Pueblo	7,417	.059	
37	Nashville	47,106	.374	113	Lansing	15,362	.122	190	Muncie	7,293	.058	
38	Tampa-St. Petersburg	45,374	.361	114	Montgomery	15,290	.121	191	Tuscaloosa	7,092	.056	
39	Jacksonville	42,784	.340	115	Columbia, South Carolina	15,159	.120	192	St. Joseph, Missouri	7,012	.055	
40	San Bernardino-Riverside-Ontario	42,081	.334	116	Fall River*	15,030	.119	193	Fayetteville, North Carolina	7,004	.055	
41	Springfield-Holyoke, Mass.*	41,794	.332	117	Charleston, South Carolina	14,971	.119	194	Champaign-Urbana	6,942	.055	
42	Dayton	41,630	.331	118	Pensacola	14,888	.118	195	Midland, Texas	6,924	.055	
43	Indianapolis	40,878	.325	119	Lancaster	14,784	.117	196	Biloxi-Gulfport	6,850	.054	
44	Hartford*	39,896	.317	120	Bakersfield	14,755	.117	197	Fort Smith	6,795	.054	
45	Syracuse	38,768	.308	121	Savannah	14,746	.117	198	Asheville	6,695	.053	
46	New Haven*	38,438	.305	122	New Bedford*	14,625	.116	199	La Crosse	6,670	.053	
47	Tulsa	37,981	.302	123	Jackson, Mississippi	14,395	.114	200	Kenosha	6,587	.052	
48	Omaha	37,026	.294	124	Rockford	14,358	.114	201	Billings	6,433	.051	
49	Orlando	36,301	.288	125	Tacoma	14,201	.113	202	Sioux Falls, South Dakota	6,418	.051	
50	Youngstown	35,884	.285	126	Las Vegas	14,052	.111	203	New Castle	6,212	.049	
51	Allentown-Bethlehem-Easton	34,965	.278	127	Little Rock-North Little Rock	13,978	.111	204	Lynchburg	6,170	.049	
52	Oklahoma City	33,614	.267	128	Lexington	13,613	.108	205	Terre Haute	6,049	.048	
53	Toledo	32,622	.259	129	Colorado Springs	13,595	.108	206	Gadsden	6,007	.047	
54	Phoenix	31,933	.254	130	Cedar Rapids	13,344	.106	207	Wilmington, North Carolina	5,834	.046	
55	Fort Lauderdale	31,477	.250	131	Columbus, Georgia	13,173	.104	208	Oshkosh	5,786	.046	
56	Sacramento	31,220	.248	132	Corpus Christi	13,130	.104	209	Lima	5,765	.045	
57	Trenton	31,204	.248	133	Augusta	12,941	.102	210	Texarkana, Texas-Arkansas	5,746	.045	
58	Wilmington, Delaware	31,088	.247	134	Hampton-Newport News	12,880	.102	211	Great Falls	5,692	.045	
59	Worcester*	30,627	.243	135	Lorain-Elyria	12,745	.101	212	Alexandria, Louisiana	5,613	.045	
60	Fort Worth	30,569	.243	136	Santa Barbara	12,710	.101	213	Parkersburg, West Virginia	5,524	.043	
61	Stamford-Norwalk*	30,460	.242	137	Portland, Maine*	12,460	.099	214	Richmond, Indiana	5,490	.043	
62	Flint	30,061	.239	138	Kalamazoo	12,413	.098	215	Meridian, Mississippi	5,482	.043	
63	West Palm Beach	29,675	.236	139	Brockton*	12,194	.097	216	Yakima	5,365	.042	
64	Wichita	29,523	.234	140	Lawrence*	12,188	.096	217	Appleton	5,362	.042	
65	Richmond, Virginia	29,072	.231	141	Topeka	12,148	.096	218	Danville, Virginia	5,300	.042	
66	Fresno	27,581	.219	142	Raleigh	12,098	.096	219	Zanesville	4,828	.038	
67	Grand Rapids	27,446	.218	143	Macon	11,908	.094	220	San Angelo	4,776	.038	
68	Harrisburg	26,954	.214	144	Galveston	11,622	.092	221	Paducah	4,702	.037	
69	Wilkes-Barre-Hazleton	25,980	.206	145	Greenville	11,621	.092	222	Dubuque	4,479	.035	
70	Bridgeport*	25,864	.205	146	Manchester*	11,544	.091	223	Lafayette, Louisiana	4,460	.035	
71	Akron	24,914	.198	147	Lincoln	11,443	.091	224	Owensboro	4,203	.033	
72	Canton	24,497	.194	148	Hamilton-Middletown	11,201	.089	225	Kokomo	4,168	.033	
73	Utica-Rome	23,716	.188	149	Lakeland	11,185	.089	226	Lawton	3,826	.030	
74	Evansville	23,257	.185	150	Springfield, Illinois	11,109	.088	227	Sheboygan	3,421	.027	
75	Des Moines	23,179	.184	151	Lubbock	11,101	.088	228	Huntsville	3,203	.025	
76	Wheeling-Steubenville	22,302	.177	152	Wichita Falls, Texas	10,729	.085	229	Columbia, Missouri	3,172	.025	
				153	Johnstown, Pennsylvania	10,621	.084					
										Total Metropolitan Areas.....	9,871,753	78.562

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

AUTOMOTIVE STORE SALES

**Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
U. S. TOTAL AUTOMOTIVE STORE SALES — \$35,982,711 (000)**

Rank		(\$000)	% of U.S.	Rank		(\$000)	% of U.S.	Rank		(\$000)	% of U.S.
1	New York-Northeastern N.J.	2,168,236	6.025	78	Lancaster	59,363	.164	156	Salem, Oregon	28,852	.080
2	Los Angeles-Long Beach	1,745,570	4.851	79	Davenport-Rock Island-Moline	58,700	.163	157	Yakima	28,758	.079
3	Chicago	1,306,725	3.631	80	Bridgeport*	58,696	.163	158	Portland, Maine*	28,494	.079
4	Detroit	1,063,279	2.954	81	Beaumont-Port Arthur	58,399	.162	159	Odessa	28,044	.077
5	Philadelphia	778,089	2.162	82	Erie	58,329	.162	160	Terre Haute	27,700	.076
6	San Francisco-Oakland	506,427	1.407	83	Mobile	58,325	.162	161	Brockton*	27,600	.076
7	St. Louis, Missouri	435,817	1.211	84	Fort Wayne	58,258	.161	162	Champaign-Urbana	27,040	.075
8	Boston*	429,768	1.194	85	Bakersfield	58,207	.161	163	Reno	26,666	.074
9	Washington, D. C.	418,156	1.162	86	Little Rock-North Little Rock	58,190	.161	164	Billings	26,242	.072
10	Pittsburgh	411,155	1.142	87	Corpus Christi	57,253	.159	165	Racine	26,159	.072
11	Cleveland	392,362	1.090	88	Reading	56,657	.157	166	Lake Charles	25,670	.071
12	Dallas	336,809	.936	89	Duluth-Superior	56,542	.157	167	Abilene	25,656	.071
13	Houston	309,019	.858	90	Wheeling-Steubenville	56,466	.156	168	Lincoln	25,502	.070
14	Minneapolis-St. Paul	283,058	.786	91	Fresno	56,344	.156	169	Mansfield	25,338	.070
15	Miami	277,184	.770	92	Charlotte	56,090	.155	170	Altoona	25,313	.070
16	Baltimore	266,104	.739	93	Wilkes-Barre-Hazleton	55,912	.155	171	Sioux Falls, South Dakota	25,165	.069
17	Kansas City	257,566	.715	94	Saginaw	55,884	.155	172	Pueblo	24,913	.069
18	Buffalo	253,660	.704	95	Utica-Rome	55,505	.154	173	Muncie	24,554	.068
19	Milwaukee	249,862	.694	96	Tacoma	55,016	.152	174	Santa Barbara	24,541	.068
20	Cincinnati	236,831	.658	97	Amarillo	54,738	.152	175	Fort Smith	24,315	.067
21	Denver	224,826	.624	98	Rockford	54,734	.152	176	Durham	24,235	.067
22	San Diego	199,897	.555	99	West Palm Beach	54,264	.150	177	Galveston	23,933	.066
23	Indianapolis	198,585	.551	100	Baton Rouge	53,987	.150	178	Green Bay	23,873	.066
24	Atlanta	191,365	.531	101	Lubbock	53,446	.148	179	Fargo	23,834	.066
25	Portland, Oregon	178,806	.496	102	Shreveport	52,444	.145	180	San Angelo	23,448	.065
26	Seattle	168,277	.467	103	South Bend	51,825	.144	181	Fayetteville, North Carolina	23,099	.064
27	Fort Worth	168,229	.467	104	York	51,413	.142	182	Midland, Texas	22,771	.063
28	Louisville	168,040	.467	105	Chattanooga	50,350	.139	183	New Bedford*	22,660	.062
29	Tampa-St. Petersburg	163,147	.453	106	Greensboro-High Point	49,975	.138	184	Lexington	22,630	.062
30	Providence*	160,871	.447	107	Stockton	47,764	.132	185	Elmira	22,552	.062
31	Columbus, Ohio	155,882	.433	108	Huntington-Ashland	47,480	.131	186	St. Joseph, Missouri	22,408	.062
32	Memphis	151,254	.420	109	Tucson	47,034	.130	187	Daytona Beach	21,975	.061
33	Birmingham	149,223	.414	110	Pensacola	46,709	.129	188	Manchester*	21,923	.060
34	San Bernardino-Riverside-Ontario	140,426	.390	111	Madison	46,070	.128	189	Williamsport, Pennsylvania	21,590	.060
35	Jacksonville	138,546	.385	112	Johnstown, Pennsylvania	45,699	.127	190	Brownsville	21,310	.059
36	Dayton	136,704	.379	113	Ann Arbor	44,816	.124	191	Bay City	21,244	.059
37	San Antonio	134,433	.373	114	Binghamton	44,090	.122	192	Tyler	21,171	.058
38	Rochester, New York	133,485	.370	115	Lorain-Elyria	42,499	.118	193	Lawton	20,733	.057
39	Phoenix	124,660	.346	116	Jackson, Mississippi	42,425	.117	194	Appleton	20,498	.056
40	New Orleans	123,407	.342	117	Augusta	42,415	.117	195	Biola-Gulfport	20,456	.056
41	Flint	117,230	.325	118	Muskegon	41,974	.116	196	Fall River*	20,423	.056
42	Akron	114,332	.317	119	Montgomery	41,916	.116	197	Richmond, Indiana	19,773	.054
43	Youngstown	113,646	.315	120	Columbia, South Carolina	41,129	.114	198	Lima	19,507	.054
44	Albany-Schenectady-Troy	110,965	.308	121	Winston-Salem	40,334	.112	199	Asheville	19,206	.053
45	Tulsa	107,732	.299	122	Hampton-Newport News	40,240	.111	200	New Castle	19,097	.053
46	Omaha	107,539	.298	123	Decatur	40,181	.111	201	Monroe, Louisiana	18,863	.052
47	Norfolk-Portsmouth	106,084	.294	124	Austin	39,815	.110	202	Great Falls	18,779	.052
48	Toledo	104,284	.289	125	Evansville	39,592	.110	203	Zanesville	18,390	.051
49	Oklahoma City	103,965	.288	126	Hamilton-Middletown	39,390	.109	204	Danville, Virginia	18,147	.050
50	Hartford*	102,447	.284	127	Greenville	39,320	.109	205	Gadsden	18,111	.050
51	San Jose	99,270	.275	128	Waco	39,248	.109	206	Lawrence*	18,011	.050
52	Syracuse	98,252	.273	129	Kalamazoo	39,120	.108	207	Lynchburg	17,932	.049
53	Wichita	96,382	.267	130	Lakeland	38,707	.107	208	Texarkana, Texas-Arkansas	17,747	.049
54	Springfield-Holyoke, Mass.*	95,708	.265	131	Wichita Falls, Texas	37,859	.105	209	Oshkosh	17,645	.049
55	Nashville	94,250	.261	132	Raleigh	37,321	.103	210	Pittsfield*	17,402	.048
56	Salt Lake City	89,292	.248	133	New Britain-Bristol*	37,229	.103	211	Ogden	17,384	.048
57	Allentown-Bethlehem-Easton	88,670	.246	134	Scranton	36,983	.102	212	Lowell*	16,892	.046
58	Grand Rapids	84,922	.236	135	Jackson, Michigan	36,375	.101	213	Kenosha	16,621	.046
59	Des Moines	84,108	.233	136	Waterbury*	34,663	.096	214	Alexandria, Louisiana	15,979	.044
60	Harrisburg	81,787	.227	137	Topeka	34,375	.095	215	Dubuque	15,641	.043
61	Peoria	80,845	.224	138	Colorado Springs	34,172	.094	216	Paducah	15,428	.042
62	Sacramento	79,514	.220	139	Eugene, Oregon	34,018	.094	217	Sheboygan	15,210	.042
63	Knoxville	75,575	.210	140	Springfield, Illinois	33,280	.092	218	La Crosse	15,146	.042
64	Richmond, Virginia	74,788	.207	141	Roanoke	32,839	.091	219	Lafayette, Louisiana	15,141	.042
65	Canton	74,363	.206	142	Macon	32,179	.089	220	Kokomo	14,996	.041
66	Stamford-Norwalk*	72,869	.202	143	Columbus, Georgia	32,059	.089	221	Tallahassee	14,476	.040
67	Fort Lauderdale	72,663	.201	144	Poughkeepsie	32,024	.089	222	Huntsville	14,174	.039
68	Albuquerque	70,335	.195	145	Cedar Rapids	31,825	.088	223	Parkersburg, West Virginia	13,700	.038
69	Lansing	69,544	.193	146	Savannah	31,761	.088	224	Tuscaloosa	13,693	.038
70	Charleston, West Virginia	66,458	.184	147	Las Vegas	31,360	.087	225	Meridian, Mississippi	13,460	.037
71	Trenton	64,864	.180	148	Battle Creek	31,358	.087	226	Wilmington, North Carolina	12,883	.035
72	El Paso	63,573	.176	149	Charleston, South Carolina	31,130	.086	227	Owensboro	12,262	.034
73	Spokane	62,910	.174	150	Springfield, Missouri	30,997	.086	228	Columbia, Missouri	9,883	.027
74	Orlando	62,862	.174	151	Sioux City	30,510	.084	229	Laredo	8,490	.023
75	New Haven*	61,190	.170	152	Waterloo	30,437	.084				
76	Worcester*	60,336	.167	153	Atlantic City	29,956	.083				
77	Wilmington, Delaware	60,024	.166	154	Anderson, Indiana	29,563	.082				
				155	Springfield, Ohio	29,489	.081				
									Total Metropolitan Areas	23,489,720	65.281

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

FILLING STATION SALES

Ranking all Standard and Additional Standard Metropolitan Areas; S.R.D.S.
Consumer Market Data for the Fiscal Year—July 1, 1957 to July 1, 1958
U. S. TOTAL FILLING STATION SALES—\$15,500,150 (000)

Rank	(\$000)	% of U.S.	Rank	(\$000)	% of U.S.	Rank	(\$000)	% of U.S.			
1	Los Angeles-Long Beach	851,081	5.490	78	Trenton	26,311	.169	155	Springfield, Ohio	12,859	.082
2	New York-Northeastern, N. J.	764,939	4.935	79	Spokane	25,484	.164	156	Daytona Beach	12,855	.082
3	Chicago	557,024	3.593	80	Utica-Rome	25,175	.162	157	Brockton*	12,852	.082
4	Detroit	376,458	2.428	81	Charleston, West Virginia	24,323	.156	158	Reno	12,726	.082
5	Philadelphia	262,451	1.693	82	New Haven*	24,303	.156	159	Cedar Rapids	12,706	.081
6	San Francisco-Oakland	247,313	1.595	83	Lansing	24,048	.155	160	Santa Barbara	12,461	.080
7	St. Louis, Missouri	180,115	1.162	84	Beaumont-Port Arthur	23,762	.153	161	Poughkeepsie	12,080	.078
8	Washington, D. C.	168,286	1.085	85	Corpus Christi	23,528	.151	162	Asheville	12,050	.077
9	Pittsburgh	161,620	1.042	86	Worcester*	23,458	.151	163	Anderson, Indiana	11,612	.074
10	Cleveland	148,280	.956	87	South Bend	23,270	.150	164	Danville, Virginia	11,456	.073
11	Boston*	145,314	.937	88	Duluth-Superior	23,069	.148	165	Waterloo	11,289	.072
12	Milwaukee	137,040	.884	89	Baton Rouge	22,836	.147	166	Odessa	11,283	.072
13	San Bernardino-Riverside-Ontario	117,420	.757	90	Evansville	22,281	.143	167	Champaign-Urbana	11,205	.072
14	Houston	115,834	.747	91	Stamford-Norwalk*	22,198	.143	168	Texarkana, Texas-Arkansas	11,160	.071
15	Minneapolis-St. Paul	113,513	.732	92	Greensboro-High Point	22,074	.142	169	Lexington	10,918	.070
16	Baltimore	112,567	.726	93	Las Vegas	22,016	.142	170	Durham	10,867	.070
17	Kansas City	96,796	.624	94	Fort Wayne	21,836	.140	171	Mansfield	10,597	.068
18	Buffalo	95,746	.617	95	Bridgeport*	21,810	.140	172	Portland, Maine*	10,561	.068
19	Seattle	91,083	.587	96	Mobile	21,402	.138	173	Williamsport, Pennsylvania	10,560	.068
20	Miami	89,856	.579	97	West Palm Beach	21,379	.137	174	Altoona	10,433	.067
21	Dallas	86,788	.559	98	Shreveport	21,369	.137	175	Waterbury*	10,416	.067
22	Cincinnati	84,981	.548	99	Lancaster	21,264	.137	176	Bay City	10,401	.067
23	San Diego	83,593	.539	100	Wilkes-Barre-Hazleton	20,794	.134	177	Ogden	10,234	.066
24	Denver	81,235	.524	101	Rockford	20,688	.133	178	Biloxi-Gulfport	10,091	.065
25	Atlanta	80,710	.520	102	El Paso	20,493	.132	179	Fayetteville, North Carolina	10,070	.064
26	Portland, Oregon	75,563	.487	103	Little Rock-North Little Rock	20,455	.131	180	Terre Haute	9,969	.064
27	Indianapolis	70,627	.455	104	Augusta	20,384	.131	181	New Bedford*	9,619	.062
28	Phoenix	68,586	.442	105	Johnstown, Pennsylvania	20,269	.130	182	Manchester*	9,577	.061
29	Columbus, Ohio	68,550	.442	106	Madison	20,118	.129	183	Tuscaloosa	9,395	.060
30	San Jose	66,676	.430	107	Greenville	20,014	.129	184	Fall River*	9,346	.060
31	New Orleans	64,508	.416	108	Huntington-Ashland	19,874	.128	185	New Castle	9,306	.060
32	Louisville	60,753	.391	109	Amarillo	19,528	.125	186	Tallahassee	9,291	.059
33	Providence*	59,849	.386	110	Stockton	19,486	.125	187	Abilene	9,279	.059
34	Tampa-St. Petersburg	59,710	.385	111	Colorado Springs	19,480	.125	188	Muncie	9,228	.059
35	Dayton	51,414	.331	112	Eugene, Oregon	19,473	.125	189	Sioux City	9,169	.059
36	Memphis	50,721	.327	113	Erie	19,106	.123	190	Oshkosh	9,020	.058
37	San Antonio	50,608	.326	114	Springfield, Illinois	18,960	.122	191	Green Bay	9,003	.058
38	Youngstown	48,824	.314	115	York	18,884	.121	192	Lowell*	8,794	.056
39	Oklahoma City	48,357	.311	116	Ann Arbor	18,747	.120	193	Lima	8,783	.056
40	Fort Worth	47,872	.308	117	Reading	18,331	.118	194	Kenosha	8,727	.056
41	Sacramento	47,587	.307	118	Austin	18,195	.117	195	Brownsville	8,704	.056
42	Toledo	47,160	.304	119	Winston-Salem	17,957	.115	196	Billings	8,674	.055
43	Bakersfield	46,412	.299	120	Kalamazoo	17,755	.114	197	Zanesville	8,639	.055
44	Birmingham	45,027	.290	121	Lakeview	17,636	.113	198	Sheboygan	8,594	.055
45	Flint	44,547	.287	122	Salem, Oregon	17,598	.113	199	Alexandria, Louisiana	8,588	.055
46	Akron	43,185	.278	123	Binghamton	17,595	.113	200	Gadsden	8,370	.053
47	Albany-Schenectady-Troy	41,758	.269	124	Battle Creek	17,419	.112	201	Monroe, Louisiana	8,315	.053
48	Norfolk-Portsmouth	41,289	.266	125	Saginaw	17,133	.110	202	Pueblo	8,009	.051
49	Nashville	40,906	.263	126	Columbia, South Carolina	17,133	.110	203	Lynchburg	7,938	.051
50	Salt Lake City	40,587	.261	127	Jackson, Mississippi	16,327	.105	204	Dubuque	7,909	.051
51	Richmond, Virginia	40,399	.260	128	Lorain-Elyria	16,238	.104	205	Richmond, Indiana	7,847	.050
52	Rochester, New York	39,356	.253	129	Columbus, Georgia	16,096	.103	206	Fort Smith	7,762	.050
53	Grand Rapids	38,647	.249	130	Raleigh	16,094	.103	207	Appleton	7,721	.049
54	Hartford*	38,136	.246	131	Lubbock	16,044	.103	208	San Angelo	7,707	.049
55	Omaha	38,018	.245	132	Charleston, South Carolina	15,994	.103	209	St. Joseph, Missouri	7,686	.049
56	Knoxville	37,923	.244	133	Muskegon	15,752	.101	210	Sioux Falls, South Dakota	7,576	.048
57	Allentown-Bethlehem-Easton	37,429	.241	134	Savannah	15,749	.101	211	Lawrence*	7,428	.047
58	Tulsa	36,715	.236	135	Hampton-Newport News	15,711	.101	212	Tyler	7,162	.046
59	Fresno	36,037	.232	136	Topeka	15,640	.100	213	Columbia, Missouri	7,084	.045
60	Jacksonville	35,997	.232	137	Hamilton-Middletown	15,504	.100	214	Paducah	7,072	.045
61	Wichita	33,745	.217	138	Decatur	15,282	.098	215	Elmira	7,048	.045
62	Des Moines	32,175	.207	139	Macon	14,808	.095	216	Great Falls	7,019	.045
63	Wilmington, Delaware	32,118	.207	140	Montgomery	14,785	.095	217	La Crosse	6,990	.045
64	Charlotte	30,623	.197	141	Pensacola	14,505	.093	218	Fargo	6,749	.043
65	Harrisburg	30,566	.197	142	Roanoke	14,501	.093	219	Midland, Texas	6,692	.043
66	Tucson	30,058	.193	143	Lake Charles	14,334	.092	220	Parkersburg, West Virginia	6,577	.042
67	Syracuse	29,775	.192	144	New Britain-Bristol*	14,324	.092	221	Meridian, Mississippi	6,507	.041
68	Albuquerque	29,440	.189	145	Atlantic City	14,262	.092	222	Owensboro	6,399	.041
69	Springfield-Holyoke, Mass.*	29,338	.189	146	Waco	14,039	.090	223	Wilmington, North Carolina	6,099	.039
70	Canton	29,301	.189	147	Jackson, Michigan	13,842	.089	224	Lafayette, Louisiana	5,905	.038
71	Peoria	29,054	.187	148	Galveston	13,777	.088	225	Lawton	5,899	.038
72	Fort Lauderdale	28,505	.183	149	Scranton	13,536	.087	226	Huntsville	5,290	.034
73	Wheeling-Steubenville	28,129	.181	150	Lincoln	13,440	.086	227	Pittsfield*	5,235	.033
74	Orlando	28,076	.181	151	Wichita Falls, Texas	13,429	.086	228	Kokomo	4,447	.028
75	Chattanooga	28,064	.181	152	Springfield, Missouri	13,310	.085	229	Laredo	4,446	.028
76	Tacoma	28,043	.180	153	Yakima	13,100	.084				
77	Davenport-Rock Island-Moline	27,543	.177	154	Racine	13,016	.083				
									Total Metropolitan Areas	9,570,804	61.747

* See special tabulation — NEW ENGLAND COUNTY METROPOLITAN AREAS and SUMMARY OF RANKING TABLES providing data for these areas on a full county basis.

MAPS — MARKETS — MEDIA

every month in SRDS

- Spot Radio Rates and Data
- Spot Television Rates and Data
- Newspaper Rates and Data

All three vital tools of media buying and market selection, every month in Standard Rate. See index page for locations of all these features.

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