

1350 Avenue of the Americas
New York, New York 10019
(212) 887-1326

LINDSAY E. ROSE
Client Service Representative
Radio Representative/Network Sales

July 22 1986

To: All Representative and Network Researchers
From: Lindsay Rose
Re: 1986-87 Race Weighted Markets

Maddy
JIT
Research
will affect Habemus

Enclosed is an updated list of Arbitron's Race Weighted Markets effective Spring 1986 through Winter 1987.

This list gives all markets that are weighted for Blacks and Hispanics and the Metro ethnic percent of population for Persons 12+. Percents are updated annually with information provided by Market Statistics, Inc.

The current criteria for ethnic control are as follows:

The Metro population 12+ must include:

- 20% (rounded) or more Blacks/Hispanics, or
- 10% (rounded) or more Blacks/Hispanics and an ethnic radio station, or
- 150,000 or more Blacks/Hispanics and an ethnic radio station.

Six markets will receive DST for the first time with the Spring survey. These markets are indicated with a plus (+) on the list.

Effective with the Fall 1986 survey, Arbitron is changing its DST criteria. Updates are generally done in the Spring only, but Fall is the first survey in which the changed criteria could be implemented. The new ethnic control criteria will be:

- 10% (rounded) or more Blacks/Hispanics 12+, or
- 150,000 or more Blacks/Hispanics 12+.

With the elimination of the radio station requirement, several new markets will qualify for ethnic controls. These markets are indicated with an asterisk (*) on the list.

| <u>Spring 1986</u> | <u>Black</u> | <u>Hispanic</u> |
|----------------------|--------------|-----------------|
| Standard Markets | 68 | 26 |
| Condensed Markets | 16 | 6 |
| <u>Fall 1986</u> | | |
| Standard Markets | 71 | 29 |
| Condensed Markets | 23 | 11 |

DST procedures allow for a more reliable sampling of markets with large Black or Hispanic populations.

Ethnic controls mean:

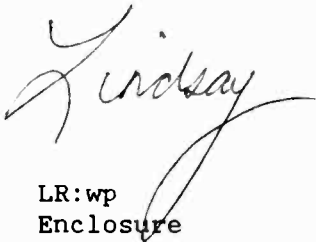
- Bilingual diaries for Hispanic respondents.
- Bilingual interviewers to help place and promote the return of diaries.
- Enhanced premiums and additional follow-ups for Black and Hispanic respondents.
- Ethnic (Black and/or Hispanic) stratification in weighting the returned diaries.

Only Arbitron provides ethnic control procedures and identifies High Density Areas, allowing you to fine-tune your research and target the Black and Hispanic audiences.

It is uncertain what, if any, ethnic controls Birch uses in its sampling.

Please call if you have any questions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lindsay". The signature is written in dark ink and is positioned to the left of the typed name "Lindsay".

LR:wp
Enclosure

ARBITRON RATINGS

RADIO

1986-87

RACE WEIGHTED MARKETS

BLACK-METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> | <u>Market</u> | <u>Percent</u> |
|-------------------------------------|----------------|-------------------------------------|----------------|
| C Albany, GA | 40.3 | C Killeen-Temple | 17.4 |
| C Alexandria, LA | 25.3 | Lafayette | 22.5 |
| C* Ann Arbor | 10.6 | C Lake Charles | 21.5 |
| Atlanta | 22.6 | Lakeland-Winter Haven | 15.0 |
| Atlantic City | 17.4 | C+ Laurel-Hattiesburg | 22.2 |
| Augusta, GA | 30.5 | C* Lawton | 15.1 |
| Baltimore | 23.6 | + Lexington-Fayette | 10.7 |
| Baton Rouge | 27.3 | Little Rock | 17.6 |
| Beaumont-Port Arthur | 20.9 | C Longview-Marshall | 22.2 |
| C Biloxi-Gulfport | 17.4 | Los Angeles | 9.8 |
| Birmingham | 27.3 | Louisville | 12.0 |
| Boston | 4.9 | C* Lufkin-Nacogdoches | 15.7 |
| Buffalo-Niagra Falls | 9.2 | Macon | 33.8 |
| Charleston, SC | 30.5 | Memphis | 38.5 |
| Charlotte-Gastonia-Rock Hill | 20.0 | C Meridian | 30.5 |
| C* Charlottesville | 14.2 | Miami-Ft. Lauderdale-Hollywood | 14.2 |
| Chattanooga | 11.2 | Milwaukee-Racine | 9.1 |
| Chicago | 18.8 | Mobile | 28.6 |
| Cincinnati | 12.1 | C Monroe | 27.8 |
| Cleveland | 16.6 | Montgomery | 34.6 |
| Coastal North Carolina | 28.1 | C* Muskegon | 11.8 |
| Columbia, SC | 27.6 | Nashville | 15.6 |
| Columbus, GA | 35.3 | New Haven-Meriden | 10.4 |
| Columbus, OH | 10.9 | New Orleans | 30.4 |
| Dallas-Ft Worth | 13.4 | New York | 17.4 |
| Dayton | 12.6 | Norfolk-Virginia Beach-Newport News | 26.7 |
| * Daytona Beach | 10.8 | Orlando | 12.4 |
| Detroit | 19.2 | C* Panama City | 11.7 |
| C Dothan | 20.7 | C Pascagoula-Moss Point | 17.8 |
| Fayetteville | 31.3 | Pensacola | 16.6 |
| Flint | 17.4 | Philadelphia | 18.3 |
| C* Ft. Pierce | 14.7 | Pittsburgh | 7.5 |
| C Gainesville | 18.8 | Raleigh-Durham | 26.3 |
| Greensboro-Winston Salem-High Point | 19.2 | Richmond | 27.6 |
| Greenville-Spartanburg | 16.7 | Roanoke-Lynchburg | 14.5 |
| Houston-Galveston | 17.9 | St. Louis | 15.9 |
| Huntsville | 20.1 | + Salisbury-Ocean City | 21.2 |
| Indianapolis | 13.2 | San Francisco | 8.1 |
| Jackson, MS | 40.3 | Savannah | 36.0 |
| Jacksonville | 21.2 | Shreveport | 32.2 |
| Kansas City | 11.6 | Tallahassee | 24.4 |

C - Condensed Markets

+ - New in Spring 1986

* - Effective Fall 1986

ARBITRON RATINGS RADIO

1986-87
RACE WEIGHTED MARKETS
BLACK-METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> | <u>Market</u> | <u>Percent</u> |
|---------------------------------|----------------|----------------------------|----------------|
| Tampa-St. Petersburg-Clearwater | 8.6 | + Waco | 15.3 |
| C Texarkana | 21.6 | Washington, DC | 25.1 |
| Toledo | 10.2 | West Palm Beach-Boca Raton | 12.8 |
| C Trenton | 17.3 | * Wilmington, DE | 13.5 |
| C Tuscaloosa | 26.9 | Wilmington, NC | 22.2 |
| C Tyler | 21.6 | * Youngstown-Warren | 10.2 |

C - Condensed Markets
+ - New in Spring 1986
* - Effective Fall 1986

ARBITRON RATINGS RADIO

1986-87
RACE WEIGHTED MARKETS
HISPANIC-METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> |
|--------------------------------|----------------|
| C* Abilene | 11.6 |
| Albuquerque | 35.6 |
| * Anaheim-Santa Ana | 15.2 |
| Austin | 18.7 |
| Bakersfield | 22.2 |
| C Big Spring | 22.4 |
| Chicago | 7.7 |
| Corpus Christi | 53.9 |
| Dallas-Ft Worth | 8.6 |
| El Paso | 67.2 |
| Fresno | 30.3 |
| Houston-Galveston | 15.5 |
| C* Killeen-Temple | 11.1 |
| Los Angeles | 25.5 |
| Lubbock | 20.1 |
| McAllen-Brownsville | 88.9 |
| Miami-Ft. Lauderdale-Hollywood | 27.6 |
| + Modesto | 15.2 |
| C* Naples-Marco Island | 10.2 |
| New York | 12.2 |
| C Odessa-Midland | 19.4 |
| Oxnard-Ventura | 29.3 |
| C Palm Springs | 26.7 |
| Phoenix | 12.1 |
| Pueblo | 29.9 |
| Riverside-San Bernardino | 17.8 |
| + Sacramento | 9.8 |
| Salinas-Monterey | 26.3 |
| C San Angelo | 22.5 |
| San Antonio | 49.0 |
| * San Diego | 15.1 |
| * San Diego North | 13.5 |
| San Francisco | 12.8 |
| San Jose | 18.1 |
| C* Santa Barbara | 16.8 |
| C Santa Fe | 55.3 |
| Stockton | 19.9 |
| Tucson | 19.7 |
| C Victoria | 33.2 |
| C* Yakima | 11.8 |

C - Condensed Markets
+ - New in Spring 1986
* - Effective Fall 1986

ARBITRON RATINGS
RADIO•TELEVISION•CABLE

1350 Avenue of the Americas
New York, New York 10019
(212) 887-1324

MADELEINE H. SCHREIBER
Manager
Radio Representative/Network Sales

April 14, 1987

To: All Representative and Network Researchers

Re: Race Weighted Markets

*File
Mandy*

Enclosed is an updated list of Arbitron's Race Weighted Markets effective Fall 1986 through Winter 1988.

This list shows all markets that are weighted for Black and Hispanic populations, and the Metro ethnic percent of population for Persons 12+ for each.

The criteria to determine the markets to receive ethnic controls are as follows:

The Metro population 12+ must include:

- 10% (rounded) or more Black/Hispanic population 12+
- or
- 150,000 or more Black/Hispanic population 12+.

Seven markets will receive Black controls for the first time in the Spring 1987 survey. These markets are indicated with a double asterisk (**) on the list.

Four markets will receive Hispanic controls for the first time in the Spring 1987 survey. These are indicated with a double asterisk (**).

The total number of markets receiving Ethnic controls as of the Spring 1987 are:

| | <u>Black</u> | <u>Hispanic</u> |
|-------------------|--------------|-----------------|
| Standard Markets | 72 | 29 |
| Condensed Markets | 24 | 11 |
| Total | 96 | 40 |

DST procedures increase the reliability of the sample in markets with large Black or Hispanic populations.

All Representative and
Network Researchers:
Race Weighted Markets

- 2 -

April 13, 1987

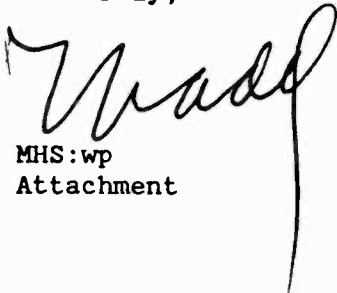
Ethnic control procedures at Arbitron mean:

- Bilingual diaries for Hispanic respondents.
- Bilingual interviewers to help place and promote the return of diaries who are local to each market.
- Enhanced premiums and additional follow-ups for Black and Hispanic respondents.
- Ethnic (Black and/or Hispanic) stratification in weighting the returned diaries.

Only Arbitron provides ethnic control procedures and identifies High Density Areas as special sampling units. Our procedures allow you to fine-tune your research and target the Black and Hispanic audiences with reliable ethnic measurement.

Please call if you have any questions.

Sincerely,



MHS:wp
Attachment

FALL 1986 - SUMMER 1987
RACE WEIGHTED MARKETS
BLACK - METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> <u>1/1/87</u> | <u>Market</u> | <u>Percent</u> <u>1/1/87</u> |
|-----------------------------------|---------------------------------|------------------------------------|---------------------------------|
| C Albany, GA | 39.1 | C Killeen-Temple, TX | 18.1 |
| C Alexandria, LA | 26.0 | Lafayette, LA | 23.3 |
| C** Ann Arbor, MI | 10.6 | C Lake Charles, LA | 22.2 |
| Atlanta, GA | 22.0 | Lakeland-Winter Haven, FL | 15.2 |
| Atlantic City, NJ | 17.9 | Las Vegas, NV | 9.9 |
| Augusta, GA | 29.8 | C+ Laurel-Hattiesburg, MS | 22.9 |
| Baltimore, MD | 23.4 | C** Lawton, OK | 15.8 |
| Baton Rouge, LA | 27.9 | + Lexington-Fayette, KY | 10.6 |
| C** Battle Creek, MI | 9.9 | Little Rock, AR | 18.3 |
| * Beaumont-Port Arthur, TX | 21.8 | C Longview-Marshall, TX | 22.9 |
| C Biloxi-Gulfport, MS | 18.0 | Los Angeles, CA | 9.6 |
| Birmingham, AL | 26.4 | Louisville, KY | 12.0 |
| Boston, MA | 4.8 | C** Lufkin-Nacogdoches, TX | 16.2 |
| Buffalo-Niagra Falls, NY | 9.4 | Macon, GA | 32.9 |
| Charleston, SC | 29.8 | Memphis, TN | 38.0 |
| Charlotte-Gastonia-Rock Hill, NC | 19.5 | C Meridian, MS | 31.0 |
| C** Charlottesville, VA | 14.9 | Miami-Ft. Lauderdale-Hollywood, FL | 14.1 |
| Chattanooga, TN | 13.5 | Milwaukee-Racine, WI | 9.6 |
| Chicago, IL | 19.2 | Mobile, AL | 27.7 |
| Cincinnati, OH | 11.9 | C Monroe, LA | 28.6 |
| Cleveland, OH | 16.4 | Montgomery, AL | 33.5 |
| Coastal North Carolina, NC | 27.3 | C** Muskegon, MI | 12.2 |
| Columbia, SC | 27.0 | Nashville, TN | 15.4 |
| Columbus, GA | 34.6 | New Haven-Meriden, CT | 10.0 |
| Columbus, OH | 10.8 | New Orleans, LA | 30.6 |
| Dallas-Ft Worth, TX | 14.0 | New York, NY | 17.1 |
| Dayton, OH | 11.9 | Norfolk-Vrgna Bch-Newport News, VA | 27.6 |
| * Daytona Beach, FL | 10.9 | Orlando, FL | 12.5 |
| Detroit, MI | 19.4 | C** Panama City, FL | 11.8 |
| C Dothan, AL | 19.3 | C Pascagoula-Moss Point, MS | 18.4 |
| Fayetteville, NC | 30.2 | Pensacola, FL | 16.8 |
| Flint, MI | 17.6 | Philadelphia, PA | 18.7 |
| C** Ft. Pierce, FL | 15.0 | Pittsburgh, PA | 7.8 |
| C Gainesville, FL | 18.9 | Raleigh-Durham, NC | 25.6 |
| Greensboro-Wnsth Slm-High Pnt, NC | 18.6 | Richmond, VA | 28.4 |
| Greenville-Spartanburg, SC | 16.4 | Roanoke-Lynchburg, VA | 15.1 |
| Houston-Galveston, TX | 18.7 | St. Louis, MO | 16.2 |
| Huntsville, AL | 19.4 | + Salisbury-Ocean City, MD | 21.4 |
| Indianapolis, IN | 13.6 | San Francisco, CA | 8.1 |
| Jackson, MS | 41.0 | Savannah, GA | 34.9 |
| Jacksonville, FL | 21.4 | Shreveport, LA | 33.0 |
| Kansas City, MO-KS | 12.0 | Tallahassee, FL | 24.8 |

C Condensed Markets
+ New in Spring 1986
* Effective Fall 1986
** Effective Spring 1987

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FALL 1986 - SUMMER 1987
RACE WEIGHTED MARKETS
BLACK - METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> <u>1/1/87</u> | <u>Market</u> | <u>Percent</u> <u>1/1/87</u> |
|-------------------------------------|---------------------------------|--------------------------------|---------------------------------|
| Tampa-St. Petersburg-Clearwater, FL | 8.7 | + Waco, TX | 15.9 |
| C Texarkana, TX | 22.6 | Washington, DC | 24.9 |
| Toledo, OH | 10.0 | West Palm Beach-Boca Raton, FL | 12.9 |
| C Trenton, NJ | 17.8 | * Wilmington, DE | 14.0 |
| C Tuscaloosa, AL | 26.0 | Wilmington, NC | 21.8 |
| C Tyler, TX | 22.5 | * Youngstown-Warren, OH | 10.0 |

96 markets receive controls for Black population

C Condensed Markets
 + New in Spring 1986
 * Effective Fall 1986
 ** Effective Spring 1987

FALL 1986 - SUMMER 1987
RACE WEIGHTED MARKETS
HISPANIC - METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> <u>1/1/87</u> |
|------------------------------------|---------------------------------|
| C** Abilene, TX | 11.4 |
| Albuquerque, NM | 37.2 |
| * Anaheim-Santa Ana, CA | 15.1 |
| Austin, TX | 18.2 |
| Bakersfield, CA | 21.7 |
| C Big Spring, TX | 21.9 |
| Chicago, IL | 8.0 |
| Corpus Christi, TX | 53.6 |
| Dallas-Ft Worth, TX | 8.6 |
| El Paso, TX | 67.7 |
| Fresno, CA | 29.8 |
| Houston-Galveston, TX | 15.3 |
| C** Killeen-Temple, TX | 10.8 |
| Los Angeles, CA | 25.1 |
| Lubbock, TX | 19.7 |
| McAllen-Brownsville, TX | 81.3 |
| Miami-Ft. Lauderdale-Hollywood, FL | 27.6 |
| + Modesto, CA | 14.6 |
| C** Naples-Marco Island, FL | 10.1 |
| New York, NY | 12.8 |
| C Odessa-Midland, TX | 18.8 |
| Oxnard-Ventura, CA | 28.8 |
| C Palm Springs, FL | 25.6 |
| Phoenix, AZ | 13.0 |
| Pueblo, CO | 31.1 |
| Riverside-San Bernardino, CA | 17.1 |
| + Sacramento, CA | 9.7 |
| Salinas-Seaside-Monterey, CA | 26.1 |
| C San Angelo, TX | 22.0 |
| San Antonio, TX | 48.5 |
| * San Diego, CA | 14.5 |
| * San Diego North, CA | 13.3 |
| San Francisco, CA | 12.6 |
| San Jose, CA | 18.0 |
| C* Santa Barbara, CA | 16.1 |
| C Santa Fe, NM | 58.0 |
| Stockton, CA | 19.1 |
| Tucson, AZ | 21.2 |
| C Victoria, TX | 32.4 |
| C** Yakima, WA | 12.9 |

40 markets receive controls for Hispanic population

- C Condensed Markets
- + New in Spring 1986
- * Effective Fall 1986
- ** Effective Spring 1987

ARBITRON RATINGS
RADIO•TELEVISION•CABLE

142 West 57th Street
New York, New York 10019
(212) 887-1324

MADELEINE H. SCHREIBER
Manager
Radio Representative/Network Sales

July 26, 1988

To: All Representative and Network Researchers

Re: Race Weighted Markets

Enclosed are updated lists of Arbitron's race weighted markets effective Spring 1988.

The lists show all markets that are weighted for Black and Hispanic populations. The percent of the population of Persons 12+ that are Black or Hispanic is provided.

The criteria to determine if a market is to receive ethnic controls are:

The Metro population 12+ must include:

- 10% (rounded) or more Blacks or Hispanics;
- or
- 150,000 or more Black or Hispanic population 12+.

A few markets are "grandfathered" -- have always received and will continue to receive ethnic controls even though they may not meet these criteria. See pages 9 - 10 in our Description of Methodology for details on the Differential Survey Treatments for Black and Hispanic respondents and High Density Areas.

Two markets will receive Black controls for the first time in the Spring 1988 survey. These markets are indicated with an asterisk on the list. They are Bryan - College Station, TX and Florence, SC.

One market will receive Hispanic controls for the first time in the Spring 1988 survey: Bryan - College Station, TX. It is asterisked on the Hispanic markets list.

All Representative and
Network Researchers:
Race Weighted Markets

- 2 -

July 26, 1988

The total number of markets receiving ethnic controls as of
Spring 1988 are:

| | <u>Black</u> | <u>Hispanic</u> |
|-------------------|--------------|-----------------|
| Standard Markets | 73 | 29 |
| Condensed Markets | 25 | 11 |
| Total | 98 | 40 |

Ethnic control procedures at Arbitron include:

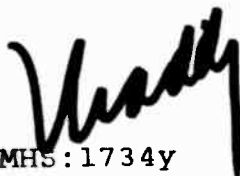
- Bilingual diaries for Hispanic respondents.
- Bilingual interviewers local to each market to place and promote the return of the diaries.
- Enhanced premiums for Black and Hispanic respondents.
- Ethnic (Black and/or Hispanic) stratification in weighting the returned diaries.

DST procedures increase the reliability of the sample in markets with large Black or Hispanic populations.

Arbitron provides accredited ethnic control procedures. We identify High Density Areas as special sampling units. Our procedures allow you to fine-tune your research and target the Black and Hispanic audiences with reliable ethnic measurement.

Please call if you have any questions about the enclosed list or our ethnic procedures.

Sincerely,



MHS:1734y

Attachment

SPRING 1988
RACE WEIGHTED MARKETS

BLACK - METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> | <u>Market</u> | <u>Percent</u> |
|-------------------------------------|----------------|------------------------------------|----------------|
| C Albany, GA | 41.1 | Kansas City, MO-KS | 12.0 |
| C Alexandria, LA | 25.7 | C Killeen-Temple, TX | 17.8 |
| Ann Arbor, MI | 10.8 | Lafayette, LA | 22.9 |
| Atlanta, GA | 23.1 | C Lake Charles, LA | 21.9 |
| Atlantic City, NJ | 17.8 | Lakeland-Winter Haven, FL | 15.0 |
| Augusta, GA | 31.3 | Las Vegas, NV | 9.6 |
| Baltimore, MD | 23.5 | C Laurel-Hattiesburg, MS | 23.0 |
| Baton Rouge, LA | 27.5 | C Lawton, OK | 15.5 |
| C Battle Creek, MI | 10.2 | Lexington-Fayette, KY | 10.7 |
| Beaumont-Port Arthur, TX | 21.5 | Little Rock, AR | 18.0 |
| C Biloxi-Gulfport, MS | 18.0 | C Longview-Marshall, TX | 22.6 |
| Birmingham, AL | 27.1 | Los Angeles, CA | 9.7 |
| Boston, MA | 5.0 | Louisville, KY | 12.1 |
| C* Bryan-College Station, TX | 10.5 | C Lufkin-Nacogdoches, TX | 16.0 |
| Buffalo-Niagra Falls, NY | 9.2 | Macon, GA | 34.6 |
| Charleston, SC | 31.0 | Memphis, TN | 39.7 |
| Charlotte-Gastonia-Rock Hill, NC-SC | 19.8 | C Meridian, MS | 31.5 |
| C Charlottesville, VA | 14.8 | Miami-Ft. Lauderdale-Hollywood, FL | 13.9 |
| Chattanooga, TN | 14.4 | Milwaukee-Racine, WI | 9.3 |
| Chicago, IL | 19.8 | Mobile, AL | 28.4 |
| Cincinnati, OH | 12.0 | C Monroe, LA | 28.2 |
| Cleveland, OH | 16.5 | Montgomery, AL | 35.4 |
| Coastal North Carolina, NC | 27.5 | C Muskegon, MI | 12.5 |
| Columbia, SC | 27.9 | Nashville, TN | 16.2 |
| Columbus, GA | 36.2 | New Haven, CT | 11.0 |
| Columbus, OH | 10.8 | New Orleans, LA | 30.4 |
| Dallas-Ft Worth, TX | 13.5 | New York, NY | 16.9 |
| Dayton, OH | 12.0 | Norfolk-Vir. Bch-Newport News, VA | 27.3 |
| Daytona Beach, FL | 10.8 | Orlando, FL | 12.2 |
| Detroit, MI | 20.0 | C Panama City, FL | 11.6 |
| C Dothan, AL | 20.8 | C Pascagoula-Moss Point, MS | 18.7 |
| Fayetteville, NC | 27.7 | Pensacola, FL | 16.5 |
| Flint, MI | 18.2 | Philadelphia, PA | 18.4 |
| C* Florence, SC | 37.6 | Pittsburgh, PA | 7.6 |
| C Ft. Pierce, FL | 14.7 | Raleigh-Durham, NC | 25.8 |
| C Gainesville, FL | 18.6 | Richmond, VA | 28.1 |
| Greensboro-Wnsth Slm-High Pnt, NC | 18.9 | Roanoke-Lynchburg, VA | 15.1 |
| Greenville-Spartanburg, SC | 17.4 | St. Louis, MO | 16.1 |
| Houston-Galveston, TX | 17.3 | Salisbury-Ocean City, MD | 21.9 |
| Huntsville, AL | 17.2 | San Francisco, CA | 8.3 |
| Indianapolis, IN | 13.8 | Savannah, GA | 36.8 |
| Jackson, MS | 41.5 | Shreveport, LA | 32.5 |
| Jacksonville, FL | 20.9 | Tallahassee, FL | 24.5 |

C Condensed Markets
* Added Spring 1988
Population as of 1/1/88

MHS:3850r

SPRING 1988
RACE WEIGHTED MARKETS

BLACK - METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> | <u>Market</u> | <u>Percent</u> |
|-------------------------------------|----------------|--------------------------------|----------------|
| Tampa-St. Petersburg-Clearwater, FL | 8.6 | Waco, TX | 15.8 |
| C Texarkana, TX | 22.3 | Washington, DC | 24.9 |
| Toledo, OH | 10.1 | West Palm Beach-Boca Raton, FL | 12.7 |
| C Trenton, NJ | 17.7 | Wilmington, DE | 14.5 |
| C Tuscaloosa, AL | 27.7 | Wilmington, NC | 22.0 |
| C Tyler, TX | 22.0 | Youngstown-Warren, OH | 10.2 |

98 markets receive controls for Black population

C Condensed Markets
* Added Spring 1988
Population as of 1/1/88

SPRING 1988
RACE WEIGHTED MARKETS

HISPANIC - METRO PERCENT OF POPULATION 12+

| <u>Market</u> | <u>Percent</u> |
|------------------------------------|----------------|
| C Abilene, TX | 11.8 |
| Albuquerque, NM | 37.1 |
| Anaheim-Santa Ana, CA | 15.3 |
| Austin, TX | 18.7 |
| Bakersfield, CA | 22.3 |
| C * Bryan-College Station, TX | 10.9 |
| Chicago, IL | 7.6 |
| Corpus Christi, TX | 53.7 |
| Dallas-Ft Worth, TX | 8.9 |
| El Paso, TX | 67.0 |
| Fresno, CA | 30.6 |
| Houston-Galveston, TX | 16.1 |
| C Killeen-Temple, TX | 11.1 |
| Los Angeles, CA | 25.7 |
| Lubbock, TX | 20.3 |
| McAllen-Brownsville, TX | 85.4 |
| Miami-Ft. Lauderdale-Hollywood, FL | 26.7 |
| Modesto, CA | 15.2 |
| Monterey-Salinas-Santa Cruz, CA | 21.6 |
| C Naples-Marco Island, FL | 9.9 |
| New York, NY | 12.9 |
| C Odessa-Midland, TX | 20.3 |
| Oxnard-Ventura, CA | 29.2 |
| C Palm Springs, CA | 26.9 |
| Phoenix, AZ | 12.4 |
| Pueblo, CO | 30.3 |
| Riverside-San Bernardino, CA | 17.8 |
| Sacramento, CA | 9.9 |
| C San Angelo, TX | 22.7 |
| San Antonio, TX | 48.1 |
| San Diego, CA | 15.2 |
| San Diego North, CA | 13.9 |
| San Francisco, CA | 12.8 |
| San Jose, CA | 18.2 |
| C Santa Barbara, CA | 16.8 |
| C Santa Fe, NM | 49.5 |
| Stockton, CA | 20.0 |
| Tucson, AZ | 20.2 |
| C Victoria, TX | 32.7 |
| C Yakima, WA | 12.8 |

40 markets receive controls for Hispanic population

C Condensed Markets

* Added Spring 1988

Population as of 1/1/88