

# Radio Market Survey Population, Rankings & Information

## Spring 2022

<b>2022 RADIO MARKET SURVEY RANKINGS, FREQUENCY, TYPE AND POPULATION: BY RANK .....</b>	<b>1</b>
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<b>TOTAL SURVEY AREA POPULATION .....</b>	<b>15</b>
<b>TELEVISION DMA REGIONS .....</b>	<b>21</b>

US Population estimates are based on Census 2020/Census 2010 data updated and projected to January 1, 2022 by Claritas, LLC. Puerto Rico used Census 2020/Census 2010 data, updated to January 1, 2022 by Customer Analytics. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2022 Nielsen Audio market definitions.

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COR-22-31442

# Market Survey Rankings, Frequency, Type and Population

## BY RANKING

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
001	1	PPM	13	New York	BH	16,662,000	4,240,100	2,782,800
003	2	PPM	13	Los Angeles	BH	11,369,600	4,927,200	792,000
005	3	PPM	13	Chicago	BH	8,031,900	1,729,700	1,335,700
009	4	PPM	13	San Francisco	BH	6,737,900	1,492,200	439,100
024	5	PPM	13	Dallas-Ft. Worth	BH	6,516,200	1,804,700	1,115,800
033	6	PPM	13	Houston-Galveston	BH	6,102,200	2,220,300	1,081,200
047	7	PPM	13	Atlanta	BH	5,102,700	533,200	1,836,200
015	8	PPM	13	Washington, DC	BH	5,099,200	849,700	1,370,700
007	9	PPM	13	Philadelphia	BH	4,756,000	456,800	987,200
013	10	PPM	13	Boston	BH	4,463,500	534,400	371,100
039	11	PPM	13	Seattle-Tacoma	BH	4,098,600	386,200	289,700
429	12	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	4,076,900	2,280,100	819,900
011	13	PPM	13	Detroit	B	3,868,800	167,900	846,700
057	14	PPM	13	Phoenix	BH	3,779,500	1,113,400	250,300
027	15	PPM	13	Minneapolis-St. Paul	BH	3,103,000	172,000	303,700
540	16	12S	12	Puerto Rico		2,906,000	*	*
063	17	PPM	13	San Diego	BH	2,881,200	943,200	158,200
087	18	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,859,100	588,200	350,000
035	19	PPM	13	Denver-Boulder	BH	2,843,100	597,500	168,200
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,564,000	483,700	260,400
021	21	PPM	13	Baltimore	BH	2,460,300	153,800	739,000
051	22	PPM	13	Portland, OR	H	2,452,600	322,600	90,200
093	23	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,434,200	235,000	568,200
017	24	PPM	13	St. Louis	B	2,360,800	73,400	442,700
059	25	PPM	13	San Antonio	BH	2,212,700	1,210,000	162,900
379	26	PPM	13	Riverside-San Bernardino	BH	2,172,100	1,212,100	187,000
101	27	PPM	13	Salt Lake City-Ogden-Provo	H	2,096,100	320,000	37,700
065	28	PPM	13	Sacramento	BH	2,088,900	424,200	169,900
257	29	PPM	13	Las Vegas	BH	1,999,500	600,900	276,500
023	30	PPM	13	Pittsburgh, PA	B	1,998,700	39,400	181,100
135	31	PPM	13	Austin	BH	1,991,700	613,700	154,800
131	32	PPM	13	Orlando	BH	1,983,100	708,000	336,600
031	33	PPM	13	Cincinnati	B	1,894,500	62,800	250,100
041	34	PPM	13	Kansas City	BH	1,815,800	159,700	240,700
019	35	PPM	13	Cleveland	BH	1,780,800	105,300	358,000
045	36	PPM	13	Columbus, OH	B	1,763,300	75,500	313,100
115	37	PPM	13	Raleigh-Durham	BH	1,694,400	172,600	372,100
215	38	PPM	13	San Jose	H	1,663,400	388,100	47,600
049	39	PPM	13	Indianapolis	BH	1,634,200	110,700	280,800
393	40	2S	2	Hudson Valley	BH	1,583,700	363,900	207,100

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
073	41	PPM	13	Nashville	BH	1,563,200	113,300	257,800
413	42	PPM	13	Middlesex-Somerset-Union	BH	1,536,000	376,200	215,200
043	43	PPM	13	Milwaukee-Racine	BH	1,528,900	159,900	240,700
077	44	PPM	13	Providence-Warwick-Pawtucket	BH	1,469,100	193,700	95,500
109	45	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,428,200	103,800	455,600
107	46	PPM	13	Jacksonville	BH	1,376,900	133,900	293,400
299	47	PPM	13	West Palm Beach-Boca Raton	BH	1,323,000	311,200	245,900
166	48	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,316,800	120,900	313,900
083	49	12S	12	Oklahoma City	BH	1,307,100	160,700	146,200
053	50	12S	12	New Orleans	BH	1,264,100	107,600	405,000
075	51	PPM	13	Memphis	B	1,139,100	62,800	541,600
516	52	2S	2	Monmouth-Ocean	H	1,107,200	109,700	59,300
105	53	12S	12	Richmond	B	1,098,200	73,000	330,400
061	54	PPM	13	Hartford-New Britain-Middletown	BH	1,088,900	177,400	130,800
515	55	12S	12	Ft. Myers-Naples	BH	1,063,600	249,200	79,900
055	56	12S	12	Louisville	B	1,063,200	54,400	171,600
269	57	2S	2	McAllen-Brownsville-Harlingen	H	1,047,500	968,200	4,600
037	58	12S	12	Buffalo-Niagara Falls	B	1,024,400	51,300	126,000
191	59	12S	12	Greenville-Spartanburg	B	1,018,300	70,700	178,500
079	60	12S	12	Rochester, NY	B	1,000,500	73,000	111,700
095	61	12S	12	Birmingham	B	951,000	39,600	285,100
207	62	12S	12	Tucson	H	882,500	319,400	36,100
067	63	12S	12	Dayton	B	851,700	24,800	127,100
069	64	12S	12	Albany-Schenectady-Troy		849,600	48,300	73,300
099	64	12S	12	Honolulu		849,600	78,900	35,400
103	66	12S	12	Tulsa	H	839,600	81,100	74,500
089	67	12S	12	Fresno	H	831,000	435,800	42,200
127	68	12S	12	Grand Rapids	H	822,900	79,400	65,000
141	69	12S	12	Albuquerque	H	794,200	386,300	23,400
373	70	2S	2	Sarasota-Bradenton	H	779,800	94,000	49,500
071	71	12S	12	Des Moines		772,400	47,000	41,600
121	72	12S	12	Knoxville		762,200	34,100	48,900
145	73	12S	12	Allentown-Bethlehem	H	756,000	135,300	46,800
189	74	12S	12	Metro Fairfield County	BH	753,100	153,200	96,300
085	75	12S	12	Omaha-Council Bluffs	H	748,200	79,300	66,400
231	76	12S	12	Charleston, SC	B	707,400	38,900	174,500
223	77	12S	12	Baton Rouge	B	704,400	31,700	247,700
175	78	12S	12	Wilkes Barre-Scranton	H	701,200	81,200	45,100
161	79	12S	12	El Paso	H	699,600	582,600	24,200
143	80	12S	12	Bakersfield	H	667,600	375,000	36,300
291	81	2S	2	Stockton	H	649,300	263,600	53,100
311	82	2S	2	Lakeland-Winter Haven	BH	647,100	159,000	96,800
229	83	2S	2	Boise	H	646,100	84,800	9,800
119	84	12S	12	Harrisburg-Lebanon-Carlisle	B	638,300	50,900	60,800

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139	85	2S	2	Wilmington, DE	B	636,200	57,400	143,300
550	86	2S	2	Gainesville-Ocala	BH	624,900	76,300	93,600
233	87	12S	12	Colorado Springs	H	622,800	105,000	45,800
181	88	12S	12	Chattanooga	B	621,200	29,900	75,300
171	89	12S	12	Madison		619,500	34,300	30,400
183	90	12S	12	Columbia, SC	B	617,300	33,800	214,100
081	91	12S	12	Akron	B	615,300	13,500	80,700
177	92	12S	12	Spokane		613,000	34,000	14,300
197	93	2S	2	Portland, ME		612,700	11,900	16,300
123	94	12S	12	Little Rock	B	609,200	31,200	153,700
341	94	2S	2	Daytona Beach	BH	609,200	86,200	64,900
361	96	12S	12	Greenville-New Bern-Jacksonville	B	601,000	49,400	145,100
283	97	12S	12	Monterey-Salinas-Santa Cruz	H	599,300	283,600	15,500
517	98	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	591,700	94,000	82,400
091	99	12S	12	Syracuse		584,000	24,500	51,500
275	100	2S	2	Reno	H	579,500	126,400	16,100
133	101	12S	12	Mobile	B	566,400	20,000	146,100
117	102	12S	12	Springfield, MA	H	560,500	113,100	41,000
331	103	2S	2	Melbourne-Titusville-Cocoa	BH	544,500	59,600	56,600
327	104	12S	12	Huntsville	B	538,200	29,900	113,900
259	105	2S	2	Lexington-Fayette	B	537,400	27,900	59,400
590	106	2A	2	Ft. Collins-Greeley, CO	H	531,500	97,400	9,700
125	107	12S	12	Wichita	H	527,700	66,400	45,700
097	108	12S	12	Toledo	B	516,500	33,600	80,100
293	109	2S	2	Visalia-Tulare-Hanford	H	508,100	314,600	15,400
305	110	2S	2	Augusta, GA	B	500,300	29,200	178,800
301	111	2S	2	York		488,500	36,500	27,600
419	112	2S	2	Victor Valley	BH	482,000	213,700	54,700
253	113	2S	2	Lafayette, LA	B	480,200	19,100	128,800
345	114	2S	2	Johnson City-Kingsport-Bristol		479,300	10,800	14,300
155	115	2S	2	Corpus Christi	H	476,900	300,300	17,300
165	116	2S	2	Ft. Wayne		474,300	27,400	42,100
255	117	2S	2	Lancaster	H	472,200	49,400	20,600
503	118	2A	2	Fayetteville (North West Arkansas)	H	469,700	72,100	14,700
113	119	2S	2	Worcester	H	466,600	55,900	32,000
343	120	2S	2	Modesto	H	460,200	213,200	15,900
277	121	2S	2	Roanoke-Lynchburg	B	454,400	17,000	74,400
247	122	2S	2	Portsmouth-Dover-Rochester		452,600	13,400	6,300
565	123	2C	2	Morristown, NJ	H	448,600	63,700	17,100
317	124	2S	2	Pensacola	B	445,000	26,500	75,000
594	125	2S	2	Oxnard-Ventura	H	438,600	238,900	11,600
062	126	2S	2	New Haven	BH	435,700	69,300	67,400
195	127	2S	2	Lansing-East Lansing	B	423,000	27,000	42,600
169	128	12S	12	Jackson, MS	B	415,200	9,400	201,700
510	129	2A	2	Myrtle Beach, SC	B	388,000	19,500	56,700

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265	130	2S	2	Macon	B	385,400	17,400	153,600
359	131	2S	2	Fayetteville, NC	B	383,600	41,200	135,600
592	132	2S	2	Palm Springs	H	383,500	188,800	12,200
271	133	2S	2	Salisbury-Ocean City	B	383,200	25,100	66,900
562	134	2A	2	Killeen-Temple, TX	BH	369,800	87,800	86,200
273	135	2A	2	Reading, PA	H	369,600	79,600	18,200
129	136	2S	2	Youngstown-Warren	B	368,800	15,800	46,000
203	137	2S	2	Springfield, MO		367,800	12,700	12,700
416	138	2S	2	Fredericksburg	B	366,200	39,600	73,100
303	139	2S	2	Appleton-Oshkosh		358,200	14,600	8,100
163	140	2S	2	Flint	B	349,000	11,800	71,500
502	141	2S	2	Tyler-Longview	BH	348,400	64,700	64,000
505	142	2S	2	Burlington-Plattsburgh		344,900	9,300	10,100
082	143	2S	2	Canton		344,600	7,100	28,400
533	144	2S	2	Biloxi-Gulfport-Pascagoula	B	343,800	19,800	77,000
285	145	2S	2	Savannah	B	341,400	21,900	114,000
241	146	2S	2	Eugene-Springfield		340,600	29,500	6,500
542	147	2A	2	Newburgh-Middletown, NY	BH	339,900	72,200	41,300
111	148	2S	2	Shreveport	B	337,500	13,400	134,300
537	149	2S	2	Trenton	BH	331,600	61,000	66,000
149	150	2A	2	Beaumont-Port Arthur, TX	BH	327,700	53,900	78,400
581	151	2A	2	Ann Arbor, MI	B	327,600	16,000	41,600
281	152	2A	2	Saginaw-Bay City-Midland, MI	B	327,200	19,700	34,500
367	153	2S	2	Atlantic City-Cape May	BH	321,300	50,100	39,800
173	154	2S	2	Montgomery	B	314,400	10,200	141,000
157	155	2S	2	Quad Cities (Davenport-Rock Island-Moline)		312,200	26,700	27,800
221	156	2S	2	Asheville		307,800	16,700	16,600
137	157	2S	2	Peoria	B	296,600	10,500	30,300
333	158	2S	2	Tallahassee	B	291,500	19,500	86,800
279	159	2S	2	Rockford	B	287,400	39,900	35,600
561	160	2A	2	Odessa-Midland, TX	H	283,500	153,400	16,200
589	161	2A	2	Ft. Smith, AR		283,400	24,200	11,800
261	162	2S	2	Lincoln		280,500	19,200	13,900
185	163	2S	2	Evansville		272,600	6,600	21,400
518	164	2A	2	Poughkeepsie, NY	BH	272,000	34,500	32,300
524	165	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		270,100	15,400	24,500
263	166	2S	2	Lubbock	H	267,800	94,300	19,600
407	167	2A	2	Bowling Green, KY		259,800	9,700	19,400
295	168	2S	2	Utica-Rome		259,600	13,400	15,000
193	169	2S	2	Huntington-Ashland		257,100	3,200	8,200
147	170	2A	2	Amarillo, TX	H	255,400	76,200	16,200
426	171	2S	2	Concord (Lakes Region)		252,500	5,000	3,900
556	172	2A	2	San Luis Obispo, CA	H	249,500	53,700	5,100
391	173	2A	2	Ft. Walton Beach-Destin, FL		248,400	21,500	23,000

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555	174	2A	2	Morgantown-Clarksburg-Fairmont, WV		246,900	5,000	8,400
597	175	2A	2	Wausau-Stevens Point, WI (Central WI)		243,500	7,000	2,800
315	176	2S	2	Anchorage		240,800	21,800	16,500
551	177	2A	2	Lima-Van Wert, OH		239,700	7,300	13,000
535	178	2A	2	Traverse City-Petoskey, MI		238,300	5,900	2,400
528	179	2C	2	Frederick, MD	BH	236,700	25,000	26,500
319	180	2A	2	Sioux Falls, SD		235,900	9,600	12,600
563	181	2A	2	New London, CT	H	234,900	25,200	16,500
239	182	2S	2	Erie		234,200	9,400	18,500
251	183	2S	2	Kalamazoo	B	232,300	11,600	28,900
287	184	2A	2	South Bend, IN	B	231,700	19,500	32,400
575	185	2A	2	St. Cloud, MN		230,400	6,300	17,200
245	186	2S	2	Green Bay		228,400	18,200	7,500
235	187	2S	2	Columbus, GA	B	222,200	16,500	103,300
501	188	2A	2	Dothan, AL	B	221,200	10,600	48,900
506	189	2A	2	Laredo, TX	H	221,000	212,800	700
549	190	2A	2	Bryan-College Station, TX	BH	218,900	54,300	24,400
309	191	2A	2	Waco, TX	BH	218,700	55,700	31,400
187	192	2S	2	Fargo-Moorhead		216,700	6,700	14,900
227	193	2S	2	Binghamton		215,600	8,100	12,300
530	194	2A	2	Cape Cod, MA		213,500	7,300	9,200
267	195	2S	2	Manchester		209,000	14,800	7,000
593	196	2A	2	Danbury, CT	H	204,800	33,600	7,700
153	197	2A	2	Charleston, WV		200,900	2,300	13,700
567	198	2A	2	Santa Maria-Lompoc, CA	H	200,700	110,900	5,800
205	199	2S	2	Topeka	H	198,000	19,300	14,200
151	200	2S	2	Cedar Rapids		197,200	6,400	14,300
387	201	2A	2	Salina-Manhattan, KS		194,900	16,500	12,700
569	202	2A	2	Winchester, VA		190,800	16,400	11,200
596	203	2A	2	Tuscaloosa, AL	B	186,800	7,400	60,400
591	204	2A	2	Santa Barbara, CA	H	182,500	57,000	3,600
159	205	2S	2	Duluth-Superior		182,100	3,600	4,900
508	206	2A	2	Chico, CA	H	180,000	29,600	4,400
461	207	2A	2	Las Cruces-Deming, NM	H	175,500	104,700	4,400
522	208	2A	2	Laurel-Hattiesburg, MS	B	174,200	5,600	50,600
307	209	2S	2	Terre Haute		174,000	3,900	9,700
532	210	2A	2	Rochester, MN		173,400	7,900	10,200
526	211	2S	2	Bangor		171,400	2,600	2,100
559	212	2A	2	La Crosse, WI		171,000	4,400	3,100
434	213	2A	2	Sunbury-Selinsgrove-Lewisburg, PA		170,900	6,800	6,500
584	214	2A	2	Lake Charles, LA	B	170,700	7,300	43,800
554	215	2A	2	Florence, SC	B	170,400	4,400	71,900
422	216	2A	2	Muncie-Marion, IN		166,200	5,100	12,400

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431	217	2A	2	Lebanon-Hanover-White River Junction, NH-VT		162,400	4,000	3,000
564	218	2A	2	Columbia, MO	B	160,200	5,400	16,600
421	219	2A	2	Olean, NY		159,200	3,300	3,200
557	220	2A	2	Elmira-Corning, NY		158,800	3,800	7,200
509	221	2A	2	Redding, CA	H	153,500	15,100	2,800
534	222	2A	2	Joplin, MO		152,600	10,400	3,700
586	223	2A	2	Eau Claire, WI		150,000	3,300	2,700
323	223	2S	2	Bloomington		150,000	7,300	13,300
566	225	2A	2	Muskegon, MI	B	149,900	7,800	21,300
485	226	2A	2	Rapid City-Spearfish, SD		147,600	6,700	3,400
573	227	2A	2	Panama City, FL	B	146,500	9,500	16,600
353	228	2S	2	Pueblo	H	146,200	61,200	3,700
546	229	2A	2	Abilene, TX	H	145,900	33,200	12,000
297	230	2A	2	Waterloo-Cedar Falls, IA		133,900	4,900	11,400
404	231	2A	2	Florence-Muscle Shoals, AL	B	133,000	3,700	16,800
580	232	2A	2	Albany, GA	B	129,800	4,300	70,000
579	233	2A	2	Sussex, NJ		128,700	12,000	3,600
585	234	2A	2	Monroe, LA	B	127,400	3,000	46,500
433	235	2A	2	Valdosta, GA	B	125,700	8,100	43,600
539	236	2A	2	Parkersburg-Marietta, WV-OH		123,800	1,500	2,300
209	237	2A	2	Wichita Falls, TX	BH	120,800	22,000	13,100
381	238	2A	2	Grand Island-Kearney-Hastings, NE	H	120,700	20,300	2,800
179	239	2S	2	Wheeling		120,000	1,500	4,700
519	239	2A	2	Harrisonburg, VA		120,000	14,300	6,300
582	241	2A	2	Bismarck, ND		111,900	3,700	3,300
432	242	2S	2	Montpelier-Barre-St. Johnsbury		110,200	2,200	1,600
527	243	2A	2	Augusta-Waterville, ME		109,400	1,800	1,400
523	244	2A	2	Sioux City, IA	H	102,800	19,900	6,500
548	245	2A	2	San Angelo, TX	H	100,900	40,100	4,300
418	246	2A	2	Sheboygan, WI		100,600	6,000	2,800
578	247	2A	2	Williamsport, PA		99,700	2,100	5,400
577	248	2A	2	Watertown, NY		91,800	6,800	6,600
513	249	2A	2	Brunswick, GA	B	91,100	5,100	19,700
383	250	2A	2	Hot Springs, AR		86,700	4,700	8,000
560	251	2A	2	Cheyenne, WY	H	85,600	12,300	2,600
289	252	2A	2	Jackson, TN	B	84,400	3,200	31,500
572	253	2A	2	Grand Forks, ND-MN		78,200	4,100	4,300

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 117,178,000**

**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 155,008,300**



**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 192,827,300**

**TOTAL 1-253 METRO PERSONS 12+ POPULATION: 233,065,100**

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

- <sup>1</sup> The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- <sup>2</sup> The San Jose Metro is embedded in the San Francisco Metro.
- <sup>3</sup> Putnam, NY (population 91,300), Rockland, NY (population 278,100) and Westchester, NY (population 874,400) are included in the Hudson Valley and the New York Metro definitions.
- <sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- <sup>5</sup> Monmouth County (population 564,500) is included in the Monmouth-Ocean and the New York Metro definitions.
- <sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.
- <sup>7</sup> The SN Split portion of Fairfield County (population 329,000) is included in the Metro Fairfield County and the New York Metro definitions.
- <sup>8</sup> Stafford County (population 136,600) is included in the Fredericksburg and the Washington, DC Metro definitions.
- <sup>9</sup> The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- <sup>10</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.
- <sup>11</sup> The M-Split portion of Rockingham County (population 53,000) is included in the Manchester and the Portsmouth-Dover-Rochester Metro definitions.

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

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

**TYPE** (Type of Measurement Service): PPM – PPM, 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

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

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

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



## BY MARKET

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Abilene, TX	546	229	2A	2	H	145,900	33,200	12,000
Akron	081	91	12S	12	B	615,300	13,500	80,700
Albany, GA	580	232	2A	2	B	129,800	4,300	70,000
Albany-Schenectady-Troy	069	64	12S	12		849,600	48,300	73,300
Albuquerque	141	69	12S	12	H	794,200	386,300	23,400
Allentown-Bethlehem	145	73	12S	12	H	756,000	135,300	46,800
Amarillo, TX	147	170	2A	2	H	255,400	76,200	16,200
Anchorage	315	176	2S	2		240,800	21,800	16,500
Ann Arbor, MI	581	151	2A	2	B	327,600	16,000	41,600
Appleton-Oshkosh	303	139	2S	2		358,200	14,600	8,100
Asheville	221	156	2S	2		307,800	16,700	16,600
Atlanta	047	7	PPM	13	BH	5,102,700	533,200	1,836,200
Atlantic City-Cape May	367	153	2S	2	BH	321,300	50,100	39,800
Augusta, GA	305	110	2S	2	B	500,300	29,200	178,800
Augusta-Waterville, ME	527	243	2A	2		109,400	1,800	1,400
Austin	135	31	PPM	13	BH	1,991,700	613,700	154,800
Bakersfield	143	80	12S	12	H	667,600	375,000	36,300
Baltimore	021	21	PPM	13	BH	2,460,300	153,800	739,000
Bangor	526	211	2S	2		171,400	2,600	2,100
Baton Rouge	223	77	12S	12	B	704,400	31,700	247,700
Beaumont-Port Arthur, TX	149	150	2A	2	BH	327,700	53,900	78,400
Biloxi-Gulfport-Pascagoula	533	144	2S	2	B	343,800	19,800	77,000
Binghamton	227	193	2S	2		215,600	8,100	12,300
Birmingham	095	61	12S	12	B	951,000	39,600	285,100
Bismarck, ND	582	241	2A	2		111,900	3,700	3,300
Bloomington	323	223	2S	2		150,000	7,300	13,300
Boise	229	83	2S	2	H	646,100	84,800	9,800
Boston	013	10	PPM	13	BH	4,463,500	534,400	371,100
Bowling Green, KY	407	167	2A	2		259,800	9,700	19,400
Brunswick, GA	513	249	2A	2	B	91,100	5,100	19,700
Bryan-College Station, TX	549	190	2A	2	BH	218,900	54,300	24,400
Buffalo-Niagara Falls	037	58	12S	12	B	1,024,400	51,300	126,000
Burlington-Plattsburgh	505	142	2S	2		344,900	9,300	10,100
Canton	082	143	2S	2		344,600	7,100	28,400
Cape Cod, MA	530	194	2A	2		213,500	7,300	9,200
Cedar Rapids	151	200	2S	2		197,200	6,400	14,300
Charleston, SC	231	76	12S	12	B	707,400	38,900	174,500
Charleston, WV	153	197	2A	2		200,900	2,300	13,700
Charlotte-Gastonia-Rock Hill	093	23	PPM	13	BH	2,434,200	235,000	568,200
Chattanooga	181	88	12S	12	B	621,200	29,900	75,300
Cheyenne, WY	560	251	2A	2	H	85,600	12,300	2,600
Chicago	005	3	PPM	13	BH	8,031,900	1,729,700	1,335,700
Chico, CA	508	206	2A	2	H	180,000	29,600	4,400
Cincinnati	031	33	PPM	13	B	1,894,500	62,800	250,100

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Cleveland	019	35	PPM	13	BH	1,780,800	105,300	358,000
Colorado Springs	233	87	12S	12	H	622,800	105,000	45,800
Columbia, MO	564	218	2A	2	B	160,200	5,400	16,600
Columbia, SC	183	90	12S	12	B	617,300	33,800	214,100
Columbus, GA	235	187	2S	2	B	222,200	16,500	103,300
Columbus, OH	045	36	PPM	13	B	1,763,300	75,500	313,100
Concord (Lakes Region)	426	171	2S	2		252,500	5,000	3,900
Corpus Christi	155	115	2S	2	H	476,900	300,300	17,300
Dallas-Ft. Worth	024	5	PPM	13	BH	6,516,200	1,804,700	1,115,800
Danbury, CT	593	196	2A	2	H	204,800	33,600	7,700
Dayton	067	63	12S	12	B	851,700	24,800	127,100
Daytona Beach	341	94	2S	2	BH	609,200	86,200	64,900
Denver-Boulder	035	19	PPM	13	BH	2,843,100	597,500	168,200
Des Moines	071	71	12S	12		772,400	47,000	41,600
Detroit	011	13	PPM	13	B	3,868,800	167,900	846,700
Dothan, AL	501	188	2A	2	B	221,200	10,600	48,900
Duluth-Superior	159	205	2S	2		182,100	3,600	4,900
Eau Claire, WI	586	223	2A	2		150,000	3,300	2,700
El Paso	161	79	12S	12	H	699,600	582,600	24,200
Elmira-Corning, NY	557	220	2A	2		158,800	3,800	7,200
Erie	239	182	2S	2		234,200	9,400	18,500
Eugene-Springfield	241	146	2S	2		340,600	29,500	6,500
Evansville	185	163	2S	2		272,600	6,600	21,400
Fargo-Moorhead	187	192	2S	2		216,700	6,700	14,900
Fayetteville (North West Arkansas)	503	118	2A	2	H	469,700	72,100	14,700
Fayetteville, NC	359	131	2S	2	B	383,600	41,200	135,600
Flint	163	140	2S	2	B	349,000	11,800	71,500
Florence, SC	554	215	2A	2	B	170,400	4,400	71,900
Florence-Muscle Shoals, AL	404	231	2A	2	B	133,000	3,700	16,800
Frederick, MD	528	179	2C	2	BH	236,700	25,000	26,500
Fredericksburg	416	138	2S	2	B	366,200	39,600	73,100
Fresno	089	67	12S	12	H	831,000	435,800	42,200
Ft. Collins-Greeley, CO	590	106	2A	2	H	531,500	97,400	9,700
Ft. Myers-Naples	515	55	12S	12	BH	1,063,600	249,200	79,900
Ft. Pierce-Stuart-Vero Beach	517	98	2S	2	BH	591,700	94,000	82,400
Ft. Smith, AR	589	161	2A	2		283,400	24,200	11,800
Ft. Walton Beach-Destin, FL	391	173	2A	2		248,400	21,500	23,000
Ft. Wayne	165	116	2S	2		474,300	27,400	42,100
Gainesville-Ocala	550	86	2S	2	BH	624,900	76,300	93,600
Grand Forks, ND-MN	572	253	2A	2		78,200	4,100	4,300
Grand Island-Kearney-Hastings, NE	381	238	2A	2	H	120,700	20,300	2,800
Grand Rapids	127	68	12S	12	H	822,900	79,400	65,000
Green Bay	245	186	2S	2		228,400	18,200	7,500
Greensboro-Winston-Salem-High Point	166	48	PPM	13	BH	1,316,800	120,900	313,900
Greenville-New Bern-Jacksonville	361	96	12S	12	B	601,000	49,400	145,100

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Greenville-Spartanburg	191	59	12S	12	B	1,018,300	70,700	178,500
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	165	2A	2		270,100	15,400	24,500
Harrisburg-Lebanon-Carlisle	119	84	12S	12	B	638,300	50,900	60,800
Harrisonburg, VA	519	239	2A	2		120,000	14,300	6,300
Hartford-New Britain-Middletown	061	54	PPM	13	BH	1,088,900	177,400	130,800
Honolulu	099	64	12S	12		849,600	78,900	35,400
Hot Springs, AR	383	250	2A	2		86,700	4,700	8,000
Houston-Galveston	033	6	PPM	13	BH	6,102,200	2,220,300	1,081,200
Hudson Valley	393	40	2S	2	BH	1,583,700	363,900	207,100
Huntington-Ashland	193	169	2S	2		257,100	3,200	8,200
Huntsville	327	104	12S	12	B	538,200	29,900	113,900
Indianapolis	049	39	PPM	13	BH	1,634,200	110,700	280,800
Jackson, MS	169	128	12S	12	B	415,200	9,400	201,700
Jackson, TN	289	252	2A	2	B	84,400	3,200	31,500
Jacksonville	107	46	PPM	13	BH	1,376,900	133,900	293,400
Johnson City-Kingsport-Bristol	345	114	2S	2		479,300	10,800	14,300
Joplin, MO	534	222	2A	2		152,600	10,400	3,700
Kalamazoo	251	183	2S	2	B	232,300	11,600	28,900
Kansas City	041	34	PPM	13	BH	1,815,800	159,700	240,700
Killeen-Temple, TX	562	134	2A	2	BH	369,800	87,800	86,200
Knoxville	121	72	12S	12		762,200	34,100	48,900
La Crosse, WI	559	212	2A	2		171,000	4,400	3,100
Lafayette, LA	253	113	2S	2	B	480,200	19,100	128,800
Lake Charles, LA	584	214	2A	2	B	170,700	7,300	43,800
Lakeland-Winter Haven	311	82	2S	2	BH	647,100	159,000	96,800
Lancaster	255	117	2S	2	H	472,200	49,400	20,600
Lansing-East Lansing	195	127	2S	2	B	423,000	27,000	42,600
Laredo, TX	506	189	2A	2	H	221,000	212,800	700
Las Cruces-Deming, NM	461	207	2A	2	H	175,500	104,700	4,400
Las Vegas	257	29	PPM	13	BH	1,999,500	600,900	276,500
Laurel-Hattiesburg, MS	522	208	2A	2	B	174,200	5,600	50,600
Lebanon-Hanover-White River Junction, NH-VT	431	217	2A	2		162,400	4,000	3,000
Lexington-Fayette	259	105	2S	2	B	537,400	27,900	59,400
Lima-Van Wert, OH	551	177	2A	2		239,700	7,300	13,000
Lincoln	261	162	2S	2		280,500	19,200	13,900
Little Rock	123	94	12S	12	B	609,200	31,200	153,700
Los Angeles	003	2	PPM	13	BH	11,369,600	4,927,200	792,000
Louisville	055	56	12S	12	B	1,063,200	54,400	171,600
Lubbock	263	166	2S	2	H	267,800	94,300	19,600
Macon	265	130	2S	2	B	385,400	17,400	153,600
Madison	171	89	12S	12		619,500	34,300	30,400
Manchester	267	195	2S	2		209,000	14,800	7,000
McAllen-Brownsville-Harlingen	269	57	2S	2	H	1,047,500	968,200	4,600
Melbourne-Titusville-Cocoa	331	103	2S	2	BH	544,500	59,600	56,600

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Memphis	075	51	PPM	13	B	1,139,100	62,800	541,600
Metro Fairfield County	189	74	12S	12	BH	753,100	153,200	96,300
Miami-Ft. Lauderdale-Hollywood	429	12	PPM	13	BH	4,076,900	2,280,100	819,900
Middlesex-Somerset-Union	413	42	PPM	13	BH	1,536,000	376,200	215,200
Milwaukee-Racine	043	43	PPM	13	BH	1,528,900	159,900	240,700
Minneapolis-St. Paul	027	15	PPM	13	BH	3,103,000	172,000	303,700
Mobile	133	101	12S	12	B	566,400	20,000	146,100
Modesto	343	120	2S	2	H	460,200	213,200	15,900
Monmouth-Ocean	516	52	2S	2	H	1,107,200	109,700	59,300
Monroe, LA	585	234	2A	2	B	127,400	3,000	46,500
Monterey-Salinas-Santa Cruz	283	97	12S	12	H	599,300	283,600	15,500
Montgomery	173	154	2S	2	B	314,400	10,200	141,000
Montpelier-Barre-St. Johnsbury	432	242	2S	2		110,200	2,200	1,600
Morgantown-Clarksburg-Fairmont, WV	555	174	2A	2		246,900	5,000	8,400
Morristown, NJ	565	123	2C	2	H	448,600	63,700	17,100
Muncie-Marion, IN	422	216	2A	2		166,200	5,100	12,400
Muskegon, MI	566	225	2A	2	B	149,900	7,800	21,300
Myrtle Beach, SC	510	129	2A	2	B	388,000	19,500	56,700
Nashville	073	41	PPM	13	BH	1,563,200	113,300	257,800
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,564,000	483,700	260,400
New Haven	062	126	2S	2	BH	435,700	69,300	67,400
New London, CT	563	181	2A	2	H	234,900	25,200	16,500
New Orleans	053	50	12S	12	BH	1,264,100	107,600	405,000
New York	001	1	PPM	13	BH	16,662,000	4,240,100	2,782,800
Newburgh-Middletown, NY	542	147	2A	2	BH	339,900	72,200	41,300
Norfolk-Virginia Beach-Newport News	109	45	PPM	13	BH	1,428,200	103,800	455,600
Odessa-Midland, TX	561	160	2A	2	H	283,500	153,400	16,200
Oklahoma City	083	49	12S	12	BH	1,307,100	160,700	146,200
Olean, NY	421	219	2A	2		159,200	3,300	3,200
Omaha-Council Bluffs	085	75	12S	12	H	748,200	79,300	66,400
Orlando	131	32	PPM	13	BH	1,983,100	708,000	336,600
Oxnard-Ventura	594	125	2S	2	H	438,600	238,900	11,600
Palm Springs	592	132	2S	2	H	383,500	188,800	12,200
Panama City, FL	573	227	2A	2	B	146,500	9,500	16,600
Parkersburg-Marietta, WV-OH	539	236	2A	2		123,800	1,500	2,300
Pensacola	317	124	2S	2	B	445,000	26,500	75,000
Peoria	137	157	2S	2	B	296,600	10,500	30,300
Philadelphia	007	9	PPM	13	BH	4,756,000	456,800	987,200
Phoenix	057	14	PPM	13	BH	3,779,500	1,113,400	250,300
Pittsburgh, PA	023	30	PPM	13	B	1,998,700	39,400	181,100
Portland, ME	197	93	2S	2		612,700	11,900	16,300
Portland, OR	051	22	PPM	13	H	2,452,600	322,600	90,200
Portsmouth-Dover-Rochester	247	122	2S	2		452,600	13,400	6,300
Poughkeepsie, NY	518	164	2A	2	BH	272,000	34,500	32,300
Providence-Warwick-Pawtucket	077	44	PPM	13	BH	1,469,100	193,700	95,500

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Pueblo	353	228	2S	2	H	146,200	61,200	3,700
Puerto Rico	540	16	12S	12		2,906,000	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	155	2S	2		312,200	26,700	27,800
Raleigh-Durham	115	37	PPM	13	BH	1,694,400	172,600	372,100
Rapid City-Spearfish, SD	485	226	2A	2		147,600	6,700	3,400
Reading, PA	273	135	2A	2	H	369,600	79,600	18,200
Redding, CA	509	221	2A	2	H	153,500	15,100	2,800
Reno	275	100	2S	2	H	579,500	126,400	16,100
Richmond	105	53	12S	12	B	1,098,200	73,000	330,400
Riverside-San Bernardino	379	26	PPM	13	BH	2,172,100	1,212,100	187,000
Roanoke-Lynchburg	277	121	2S	2	B	454,400	17,000	74,400
Rochester, MN	532	210	2A	2		173,400	7,900	10,200
Rochester, NY	079	60	12S	12	B	1,000,500	73,000	111,700
Rockford	279	159	2S	2	B	287,400	39,900	35,600
Sacramento	065	28	PPM	13	BH	2,088,900	424,200	169,900
Saginaw-Bay City-Midland, MI	281	152	2A	2	B	327,200	19,700	34,500
Salina-Manhattan, KS	387	201	2A	2		194,900	16,500	12,700
Salisbury-Ocean City	271	133	2S	2	B	383,200	25,100	66,900
Salt Lake City-Ogden-Provo	101	27	PPM	13	H	2,096,100	320,000	37,700
San Angelo, TX	548	245	2A	2	H	100,900	40,100	4,300
San Antonio	059	25	PPM	13	BH	2,212,700	1,210,000	162,900
San Diego	063	17	PPM	13	BH	2,881,200	943,200	158,200
San Francisco	009	4	PPM	13	BH	6,737,900	1,492,200	439,100
San Jose	215	38	PPM	13	H	1,663,400	388,100	47,600
San Luis Obispo, CA	556	172	2A	2	H	249,500	53,700	5,100
Santa Barbara, CA	591	204	2A	2	H	182,500	57,000	3,600
Santa Maria-Lompoc, CA	567	198	2A	2	H	200,700	110,900	5,800
Sarasota-Bradenton	373	70	2S	2	H	779,800	94,000	49,500
Savannah	285	145	2S	2	B	341,400	21,900	114,000
Seattle-Tacoma	039	11	PPM	13	BH	4,098,600	386,200	289,700
Sheboygan, WI	418	246	2A	2		100,600	6,000	2,800
Shreveport	111	148	2S	2	B	337,500	13,400	134,300
Sioux City, IA	523	244	2A	2	H	102,800	19,900	6,500
Sioux Falls, SD	319	180	2A	2		235,900	9,600	12,600
South Bend, IN	287	184	2A	2	B	231,700	19,500	32,400
Spokane	177	92	12S	12		613,000	34,000	14,300
Springfield, MA	117	102	12S	12	H	560,500	113,100	41,000
Springfield, MO	203	137	2S	2		367,800	12,700	12,700
St. Cloud, MN	575	185	2A	2		230,400	6,300	17,200
St. Louis	017	24	PPM	13	B	2,360,800	73,400	442,700
Stockton	291	81	2S	2	H	649,300	263,600	53,100
Sunbury-Selinsgrove-Lewisburg, PA	434	213	2A	2		170,900	6,800	6,500
Sussex, NJ	579	233	2A	2		128,700	12,000	3,600
Syracuse	091	99	12S	12		584,000	24,500	51,500

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Tallahassee	333	158	2S	2	B	291,500	19,500	86,800
Tampa-St. Petersburg-Clearwater	087	18	PPM	13	BH	2,859,100	588,200	350,000
Terre Haute	307	209	2S	2		174,000	3,900	9,700
Toledo	097	108	12S	12	B	516,500	33,600	80,100
Topeka	205	199	2S	2	H	198,000	19,300	14,200
Traverse City-Petoskey, MI	535	178	2A	2		238,300	5,900	2,400
Trenton	537	149	2S	2	BH	331,600	61,000	66,000
Tucson	207	62	12S	12	H	882,500	319,400	36,100
Tulsa	103	66	12S	12	H	839,600	81,100	74,500
Tuscaloosa, AL	596	203	2A	2	B	186,800	7,400	60,400
Tyler-Longview	502	141	2S	2	BH	348,400	64,700	64,000
Utica-Rome	295	168	2S	2		259,600	13,400	15,000
Valdosta, GA	433	235	2A	2	B	125,700	8,100	43,600
Victor Valley	419	112	2S	2	BH	482,000	213,700	54,700
Visalia-Tulare-Hanford	293	109	2S	2	H	508,100	314,600	15,400
Waco, TX	309	191	2A	2	BH	218,700	55,700	31,400
Washington, DC	015	8	PPM	13	BH	5,099,200	849,700	1,370,700
Waterloo-Cedar Falls, IA	297	230	2A	2		133,900	4,900	11,400
Watertown, NY	577	248	2A	2		91,800	6,800	6,600
Wausau-Stevens Point, WI (Central WI)	597	175	2A	2		243,500	7,000	2,800
West Palm Beach-Boca Raton	299	47	PPM	13	BH	1,323,000	311,200	245,900
Wheeling	179	239	2S	2		120,000	1,500	4,700
Wichita	125	107	12S	12	H	527,700	66,400	45,700
Wichita Falls, TX	209	237	2A	2	BH	120,800	22,000	13,100
Wilkes Barre-Scranton	175	78	12S	12	H	701,200	81,200	45,100
Williamsport, PA	578	247	2A	2		99,700	2,100	5,400
Wilmington, DE	139	85	2S	2	B	636,200	57,400	143,300
Winchester, VA	569	202	2A	2		190,800	16,400	11,200
Worcester	113	119	2S	2	H	466,600	55,900	32,000
York	301	111	2S	2		488,500	36,500	27,600
Youngstown-Warren	129	136	2S	2	B	368,800	15,800	46,000

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 117,178,000**  
**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 155,008,300**  
**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 192,827,300**  
**TOTAL 1-253 METRO PERSONS 12+ POPULATION: 233,065,100**

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

- <sup>1</sup> The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- <sup>2</sup> The San Jose Metro is embedded in the San Francisco Metro.
- <sup>3</sup> Putnam, NY (population 91,300), Rockland, NY (population 278,100) and Westchester, NY (population 874,400) are included in the Hudson Valley and the New York Metro definitions.
- <sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- <sup>5</sup> Monmouth County (population 564,500) is included in the Monmouth-Ocean and the New York Metro definitions.
- <sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.
- <sup>7</sup> The SN Split portion of Fairfield County (population 329,000) is included in the Metro Fairfield County and the New York Metro definitions.
- <sup>8</sup> Stafford County (population 136,600) is included in the Fredericksburg and the Washington, DC Metro definitions.
- <sup>9</sup> The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- <sup>10</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.
- <sup>11</sup> The M-Split portion of Rockingham County (population 53,000) is included in the Manchester and the Portsmouth-Dover-Rochester Metro definitions.

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

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

**TYPE** (Type of Measurement Service): PPM – PPM, 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

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

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

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



# Total Survey Area Population By Market

TYPE (Type of Measurement Service): 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

Note: Total Survey Areas exist only in Diary markets.

TYPE	MARKET	TSA 12+ POPULATION
2A	Abilene, TX	238,600
12S	Akron	1,218,600
2A	Albany, GA	419,000
12S	Albany-Schenectady-Troy	1,371,900
12S	Albuquerque	1,096,500
12S	Allentown-Bethlehem	1,150,400
2A	Amarillo, TX	338,100
2S	Anchorage	385,500
2A	Ann Arbor, MI	327,600
2S	Appleton-Oshkosh	945,700
2S	Asheville	641,600
2S	Atlantic City-Cape May	628,900
2S	Augusta, GA	638,200
2A	Augusta-Waterville, ME	479,400
12S	Bakersfield	667,600
2S	Bangor	404,800
12S	Baton Rouge	1,452,200
2A	Beaumont-Port Arthur, TX	388,300
2S	Biloxi-Gulfport-Pascagoula	567,300
2S	Binghamton	525,100
12S	Birmingham	1,876,200
2A	Bismarck, ND	195,700
2S	Bloomington	227,000
2S	Boise	794,900
2A	Bowling Green, KY	301,200
2A	Brunswick, GA	176,700
2A	Bryan-College Station, TX	262,300
12S	Buffalo-Niagara Falls	1,371,600
2S	Burlington-Plattsburgh	544,500
2S	Canton	423,100
2A	Cape Cod, MA	223,500
2S	Cedar Rapids	704,500
12S	Charleston, SC	919,100

TYPE	MARKET	TSA 12+ POPULATION
2A	Charleston, WV	471,600
12S	Chattanooga	1,109,500
2A	Cheyenne, WY	96,000
2A	Chico, CA	425,300
12S	Colorado Springs	943,600
2A	Columbia, MO	533,700
12S	Columbia, SC	1,010,800
2S	Columbus, GA	598,000
2S	Concord (Lakes Region)	273,600
2S	Corpus Christi	513,400
2A	Danbury, CT	204,800
12S	Dayton	1,169,400
2S	Daytona Beach	609,200
12S	Des Moines	1,111,800
2A	Dothan, AL	487,200
2S	Duluth-Superior	313,000
2A	Eau Claire, WI	348,400
12S	El Paso	973,300
2A	Elmira-Corning, NY	262,800
2S	Erie	307,400
2S	Eugene-Springfield	738,700
2S	Evansville	695,900
2S	Fargo-Moorhead	516,900
2A	Fayetteville (North West Arkansas)	605,800
2S	Fayetteville, NC	950,100
2S	Flint	618,400
2A	Florence, SC	347,700
2A	Florence-Muscle Shoals, AL	258,000
2C	Frederick, MD	370,200
2S	Fredericksburg	525,100
12S	Fresno	1,716,400
2A	Ft. Collins-Greeley, CO	782,000
12S	Ft. Myers-Naples	1,485,000
2S	Ft. Pierce-Stuart-Vero Beach	981,100
2A	Ft. Smith, AR	401,900
2A	Ft. Walton Beach-Destin, FL	414,400
2S	Ft. Wayne	893,000
2S	Gainesville-Ocala	1,129,700
2A	Grand Forks, ND-MN	138,800
2A	Grand Island-Kearney-Hastings, NE	245,400

TYPE	MARKET	TSA 12+ POPULATION
12S	Grand Rapids	1,760,600
2S	Green Bay	853,000
12S	Greenville-New Bern-Jacksonville	1,068,700
12S	Greenville-Spartanburg	2,017,200
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	456,700
12S	Harrisburg-Lebanon-Carlisle	1,745,300
2A	Harrisonburg, VA	311,500
12S	Honolulu	1,077,900
2A	Hot Springs, AR	287,900
2S	Hudson Valley	2,141,600
2S	Huntington-Ashland	559,300
12S	Huntsville	1,150,400
12S	Jackson, MS	889,200
2A	Jackson, TN	427,700
2S	Johnson City-Kingsport-Bristol	938,900
2A	Joplin, MO	415,600
2S	Kalamazoo	699,100
2A	Killeen-Temple, TX	403,800
12S	Knoxville	1,405,200
2A	La Crosse, WI	339,500
2S	Lafayette, LA	650,500
2A	Lake Charles, LA	337,200
2S	Lakeland-Winter Haven	669,500
2S	Lancaster	953,900
2S	Lansing-East Lansing	864,900
2A	Laredo, TX	236,300
2A	Las Cruces-Deming, NM	199,100
2A	Laurel-Hattiesburg, MS	321,000
2A	Lebanon-Hanover-White River Junction, NH-VT	289,700
2S	Lexington-Fayette	972,500
2A	Lima-Van Wert, OH	335,700
2S	Lincoln	459,300
12S	Little Rock	1,168,100
12S	Louisville	1,466,700
2S	Lubbock	413,400
2S	Macon	594,300
12S	Madison	1,062,600
2S	Manchester	324,200
2S	McAllen-Brownsville-Harlingen	1,125,000

TYPE	MARKET	TSA 12+ POPULATION
2S	Melbourne-Titusville-Cocoa	544,500
12S	Metro Fairfield County	1,222,000
12S	Mobile	1,260,500
2S	Modesto	1,445,400
2S	Monmouth-Ocean	1,107,200
2A	Monroe, LA	388,800
12S	Monterey-Salinas-Santa Cruz	653,900
2S	Montgomery	818,700
2S	Montpelier-Barre-St. Johnsbury	311,300
2A	Morgantown-Clarksburg-Fairmont, WV	394,000
2C	Morristown, NJ	448,600
2A	Muncie-Marion, IN	358,600
2A	Muskegon, MI	216,600
2A	Myrtle Beach, SC	623,100
2S	New Haven	712,200
2A	New London, CT	338,500
12S	New Orleans	1,826,000
2A	Newburgh-Middletown, NY	846,400
2A	Odessa-Midland, TX	421,500
12S	Oklahoma City	1,782,100
2A	Olean, NY	159,200
12S	Omaha-Council Bluffs	1,356,500
2S	Oxnard-Ventura	905,200
2S	Palm Springs	653,500
2A	Panama City, FL	359,700
2A	Parkersburg-Marietta, WV-OH	286,100
2S	Pensacola	894,700
2S	Peoria	527,100
2S	Portland, ME	1,118,500
2S	Portsmouth-Dover-Rochester	586,500
2A	Poughkeepsie, NY	946,100
2S	Pueblo	157,900
12S	Puerto Rico	2,906,000
2S	Quad Cities (Davenport-Rock Island-Moline)	631,500
2A	Rapid City-Spearfish, SD	211,200
2A	Reading, PA	369,600
2A	Redding, CA	265,400
2S	Reno	728,600
12S	Richmond	1,357,200
2S	Roanoke-Lynchburg	1,226,500

TYPE	MARKET	TSA 12+ POPULATION
2A	Rochester, MN	385,600
12S	Rochester, NY	1,239,600
2S	Rockford	601,600
2A	Saginaw-Bay City-Midland, MI	1,031,900
2A	Salina-Manhattan, KS	267,200
2S	Salisbury-Ocean City	661,200
2A	San Angelo, TX	137,500
2A	San Luis Obispo, CA	450,200
2A	Santa Barbara, CA	182,500
2A	Santa Maria-Lompoc, CA	450,200
2S	Sarasota-Bradenton	962,100
2S	Savannah	932,600
2A	Sheboygan, WI	100,600
2S	Shreveport	741,600
2A	Sioux City, IA	265,500
2A	Sioux Falls, SD	481,100
2A	South Bend, IN	880,600
12S	Spokane	866,900
12S	Springfield, MA	624,600
2S	Springfield, MO	730,200
2A	St. Cloud, MN	375,000
2S	Stockton	649,300
2A	Sunbury-Selinsgrove-Lewisburg, PA	250,800
2A	Sussex, NJ	180,100
12S	Syracuse	800,600
2S	Tallahassee	514,700
2S	Terre Haute	337,500
12S	Toledo	971,600
2S	Topeka	527,400
2A	Traverse City-Petoskey, MI	490,600
2S	Trenton	447,500
12S	Tucson	1,431,200
12S	Tulsa	1,356,000
2A	Tuscaloosa, AL	353,000
2S	Tyler-Longview	821,100
2S	Utica-Rome	402,400
2A	Valdosta, GA	270,900
2S	Victor Valley	482,000
2S	Visalia-Tulare-Hanford	508,100
2A	Waco, TX	734,200

<b>TYPE</b>	<b>MARKET</b>	<b>TSA 12+ POPULATION</b>
2A	Waterloo-Cedar Falls, IA	661,600
2A	Watertown, NY	115,100
2A	Wausau-Stevens Point, WI (Central WI)	530,900
2S	Wheeling	299,400
12S	Wichita	712,500
2A	Wichita Falls, TX	346,200
12S	Wilkes Barre-Scranton	913,600
2A	Williamsport, PA	403,400
2S	Wilmington, DE	795,900
2A	Winchester, VA	544,600
2S	Worcester	593,300
2S	York	960,700
2S	Youngstown-Warren	743,500

## Television DMA<sup>®</sup> Regions

REGION	DMA PERSONS 12+
Abilene-Sweetwater	266,400
Albany, GA	325,800
Albany-Schenectady-Troy	1,261,800
Albuquerque-Santa Fe	1,675,600
Alexandria, LA	199,300
Alpena	34,800
Amarillo	447,000
Anchorage	385,500
Atlanta	6,278,900
Augusta-Aiken	626,900
Austin	2,132,400
Bakersfield	667,600
Baltimore	2,631,600
Bangor	309,700
Baton Rouge	788,600
Beaumont-Port Arthur	388,300
Bend, OR	202,200
Billings	251,900
Biloxi-Gulfport	317,200
Binghamton	298,600
Birmingham (Ann and Tusc)	1,674,700
Bluefield-Beckley-Oak Hill	268,100
Boise	776,500
Boston (Manchester)	6,008,700
Bowling Green	186,000
Buffalo	1,385,200
Burlington-Plattsburgh	775,100
Butte-Bozeman	168,200
Casper-Riverton	122,600
Cedar Rapids-Wtrlo-lwc&Dub	789,000
Champaign&Sprngfld-Decatur	817,500
Charleston, SC	819,300
Charleston-Huntington	930,100
Charlotte	2,923,000
Charlottesville	227,400
Chattanooga	871,100
Cheyenne-Scottsbluff	130,600
Chicago	8,299,000



REGION	DMA PERSONS 12+
Chico-Redding	431,500
Cincinnati	2,083,600
Clarksburg-Weston	231,100
Cleveland-Akron (Canton)	3,301,000
Colorado Springs-Pueblo	888,600
Columbia, SC	957,100
Columbia-Jefferson City	416,800
Columbus, GA (Opelika, AL)	515,300
Columbus, OH	2,273,300
Columbus-Tupelo-West Point	431,800
Corpus Christi	506,700
Dallas-Ft. Worth	7,133,000
Davenport-R.Island-Moline	646,900
Dayton	1,043,500
Denver	4,072,300
Des Moines-Ames	1,032,300
Detroit	4,231,800
Dothan	229,500
Duluth-Superior	369,200
El Paso (Las Cruces)	895,400
Elmira (Corning)	210,500
Erie	341,600
Eugene	580,900
Eureka	141,800
Evansville	633,500
Fairbanks	79,800
Fargo	557,500
Flint-Saginaw-Bay City	982,800
Fresno-Visalia	1,716,400
Ft. Myers-Naples	1,327,600
Ft. Smith-Fay-Sprngdl-Rgrs	771,400
Ft. Wayne	629,300
Gainesville	308,200
Glendive	8,300
Grand Junction-Montrose	172,800
Grand Rapids-Kalmzoo-B.Crk	1,810,300
Great Falls	140,200
Green Bay-Appleton	1,001,700
Greensboro-H.Point-W.Salem	1,585,400
Greenville-N.Bern-Washngtn	703,300

REGION	DMA PERSONS 12+
Greenville-Spart-Asheville-Anderson	2,059,800
Greenwood-Greenville	121,900
Harlingen-Weslco-Brownsville-McAllen	1,115,400
Harrisburg-Lancaster-Lebanon-York	1,797,000
Harrisonburg	236,800
Hartford & New Haven	2,317,700
Hattiesburg-Laurel	251,200
Helena	78,600
Honolulu	1,247,700
Houston	6,352,500
Huntsville-Decatur (Fla)	948,300
Idaho Falls-Pocatello(Jackson)	343,100
Indianapolis	2,649,000
Jackson, MS	754,900
Jackson, TN	224,000
Jacksonville	1,738,300
Johnstown-Altoona-St. Colgate	654,100
Jonesboro	189,700
Joplin-Pittsburg	337,000
Juneau	27,600
Kansas City	2,221,000
Knoxville	1,247,400
La Crosse-Eau Claire	491,100
Lafayette, IN	197,500
Lafayette, LA	533,900
Lake Charles	230,600
Lansing	598,600
Laredo	232,200
Las Vegas	2,047,700
Lexington	1,142,200
Lima	154,200
Lincoln & Hastings-Krueger	642,600
Little Rock-Pine Bluff	1,253,200
Los Angeles	15,719,400
Louisville	1,554,700
Lubbock	400,400
Macon	580,800
Madison	904,100
Mankato	107,600
Marquette	186,000

REGION	DMA PERSONS 12+
Medford-Klamath Falls	396,500
Memphis	1,524,400
Meridian	145,000
Miami-Ft. Lauderdale	4,143,800
Milwaukee	2,022,900
Minneapolis-St. Paul	4,216,200
Minot-Bsmrck-Dcknsn(Wlstn)	360,000
Missoula	289,300
Mobile-Pensacola (Ft Walt)	1,317,200
Monroe-El Dorado	384,100
Monterey-Salinas	653,900
Montgomery-Selma	535,600
Myrtle Beach-Florence	710,400
Nashville	2,626,400
New Orleans	1,514,600
New York	18,941,600
Norfolk-Portsmth-Newpt Nws	1,691,100
North Platte	30,900
Odessa-Midland	410,100
Oklahoma City	1,677,100
Omaha	993,100
Orlando-Daytona Bch-Melbrn	3,943,900
Ottumwa-Kirksville	107,800
Paducah-Cape Girard-Harsbg	814,800
Palm Springs	416,800
Panama City	336,400
Parkersburg	135,300
Peoria-Bloomington	537,800
Philadelphia	7,212,200
Phoenix (Prescott)	4,887,800
Pittsburgh	2,473,100
Portland, OR	3,050,300
Portland-Auburn	913,800
Presque Isle	59,000
Providence-New Bedford	1,469,100
Quincy-Hannibal-Keokuk	221,900
Raleigh-Durham (Fayetteville)	2,848,300
Rapid City	234,200
Reno	676,700
Richmond-Petersburg	1,347,600

REGION	DMA PERSONS 12+
Roanoke-Lynchburg	1,008,200
Rochester, NY	970,800
Rochestr-Mason City-Austin	323,900
Rockford	398,800
Sacramnto-Stkton-Modesto	3,790,400
Salisbury	411,300
Salt Lake City	2,875,700
San Angelo	129,400
San Antonio	2,489,500
San Diego	2,881,200
San Francisco-Oak-San Jose	6,614,300
SantaBarbra-SanMar-SanLuob	632,700
Savannah	854,400
Seattle-Tacoma	4,861,000
Sherman-Ada	304,000
Shreveport	833,700
Sioux City	344,400
Sioux Falls(Mitchell)	603,500
South Bend-Elkhart	766,600
Spokane	1,079,200
Springfield, MO	966,900
Springfield-Holyoke	624,600
St. Joseph	103,800
St. Louis	2,749,200
Syracuse	896,100
Tallahassee-Thomasville	677,900
Tampa-St. Pete (Sarasota)	4,542,900
Terre Haute	320,000
Toledo	907,200
Topeka	383,500
Traverse City-Cadillac	552,500
Tri-Cities, TN-VA	696,200
Tucson (Sierra Vista)	1,023,000
Tulsa	1,207,400
Twin Falls	170,700
Tyler-Longview(Lfkn&Ncgd)	657,600
Utica	241,200
Victoria	76,600
Waco-Temple-Bryan	952,000
Washington, DC (Hagrstwn)	6,161,100

<b>REGION</b>	<b>DMA PERSONS 12+</b>
Watertown	212,500
Wausau-Rhineland	393,700
West Palm Beach-Ft. Pierce	1,951,200
Wheeling-Steubenville	278,700
Wichita Falls & Lawton	355,000
Wichita-Hutchinson Plus	1,019,700
Wilkes Barre-Scranton-Hztn	1,327,500
Wilmington	479,900
Yakima-Pasco-RchInd-Knnwck	637,300
Youngstown	552,900
Yuma-El Centro	341,300
Zanesville	74,000