

Radio Market Survey Population, Rankings & Information

Fall 2023

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2023 RADIO MARKET SURVEY RANKINGS, FREQUENCY, TYPE AND POPULATION: BY MARKET .8	.8
TOTAL SURVEY AREA POPULATION	15
TELEVISION DMA REGIONS	21

US Population estimates are based on Census 2020/Census 2010 data updated and projected to January 1, 2023 by Claritas, LLC. Puerto Rico used Census 2020/Census 2010 data, updated to January 1, 2023 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 Fall 2023 Nielsen Audio market definitions.

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COR-17-30094

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	16,563,900	4,228,100	2,696,600
003	2	PPM	13	Los Angeles	BH	11,234,700	4,829,300	799,200
005	3	PPM	13	Chicago	BH	8,028,600	1,773,100	1,347,600
009	4	PPM	13	San Francisco	BH	6,663,700	1,515,500	456,400
024	5	PPM	13	Dallas-Ft. Worth	BH	6,623,300	1,831,300	1,161,800
033	6	PPM	13	Houston-Galveston	BH	6,197,500	2,260,400	1,129,200
047	7	PPM	13	Atlanta	BH	5,153,500	595,000	1,844,400
015	8	PPM	13	Washington, DC	BH	5,100,000	898,200	1,359,600
007	9	PPM	13	Philadelphia	BH	4,749,300	465,100	969,900
013	10	PPM	13	Boston	BH	4,413,400	538,700	379,300
039	11	PPM	13	Seattle-Tacoma	BH	4,099,200	413,200	310,400
429	12	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	4,024,000	2,255,800	787,400
057	13	PPM	13	Phoenix	BH	3,907,300	1,124,500	274,800
011	14	PPM	13	Detroit	BH	3,891,900	178,600	845,600
027	15	PPM	13	Minneapolis-St. Paul	BH	3,105,700	185,700	325,700
540	16	12S	12	Puerto Rico		2,928,200	*	*
087	17	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,858,500	598,500	358,900
035	18	PPM	13	Denver-Boulder	BH	2,853,400	602,600	174,300
063	19	PPM	13	San Diego	BH	2,841,400	920,500	156,900
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,531,900	510,100	241,300
093	21	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,493,500	269,200	571,100
051	22	PPM	13	Portland, OR	H	2,453,300	343,500	96,200
021	23	PPM	13	Baltimore	BH	2,445,900	186,900	733,000
017	24	PPM	13	St. Louis	B	2,354,300	82,200	443,600
059	25	PPM	13	San Antonio	BH	2,235,300	1,195,000	167,600
379	26	PPM	13	Riverside-San Bernardino	BH	2,166,600	1,211,100	188,800
101	27	PPM	13	Salt Lake City-Ogden-Provo	H	2,149,000	344,400	42,500
065	28	PPM	13	Sacramento	BH	2,130,100	433,800	171,100
135	29	PPM	13	Austin	BH	2,058,400	615,000	159,600
131	30	PPM	13	Orlando	BH	2,034,500	738,500	341,000
023	31	PPM	13	Pittsburgh, PA	B	2,006,500	43,600	190,000
257	32	PPM	13	Las Vegas	BH	1,991,900	584,800	303,000
031	33	PPM	13	Cincinnati	B	1,902,500	77,300	250,100
041	34	PPM	13	Kansas City	BH	1,832,800	178,800	244,000
019	35	PPM	13	Cleveland	BH	1,796,900	108,100	358,300
045	36	PPM	13	Columbus, OH	BH	1,761,800	88,400	317,100
115	37	PPM	13	Raleigh-Durham	BH	1,761,100	202,600	368,300
049	38	PPM	13	Indianapolis	BH	1,659,300	134,000	284,500
215	39	PPM	13	San Jose	H	1,639,200	376,400	47,500
073	40	PPM	13	Nashville	BH	1,599,300	150,700	250,800

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
393	41	2S	2	Hudson Valley	BH	1,569,400	383,700	200,900
413	42	PPM	13	Middlesex-Somerset-Union	BH	1,538,700	391,400	204,600
043	43	PPM	13	Milwaukee-Racine	BH	1,503,800	161,500	239,900
077	44	PPM	13	Providence-Warwick-Pawtucket	BH	1,473,300	206,100	109,700
109	45	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,439,000	109,200	466,600
107	46	PPM	13	Jacksonville	BH	1,433,100	148,700	314,300
166	47	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,341,700	137,500	320,300
083	48	12S	12	Oklahoma City	BH	1,330,400	178,500	155,200
299	49	PPM	13	West Palm Beach-Boca Raton	BH	1,328,100	319,500	232,800
053	50	12S	12	New Orleans	BH	1,256,300	131,600	392,300
075	51	PPM	13	Memphis	BH	1,123,200	75,700	519,400
516	52	2S	2	Monmouth-Ocean	H	1,111,400	118,800	58,600
105	53	12S	12	Richmond	BH	1,110,100	91,300	319,400
061	54	PPM	13	Hartford-New Britain-Middletown	BH	1,084,600	177,200	131,900
055	55	12S	12	Louisville	B	1,073,700	70,000	176,400
515	56	12S	12	Ft. Myers-Naples	BH	1,069,500	255,000	77,900
191	57	12S	12	Greenville-Spartanburg	BH	1,051,900	84,800	175,800
269	58	2S	2	McAllen-Brownsville-Harlingen	H	1,051,600	981,000	6,500
037	59	12S	12	Buffalo-Niagara Falls	B	1,011,100	54,100	135,200
079	60	12S	12	Rochester, NY	B	971,900	74,100	112,900
095	61	12S	12	Birmingham	B	953,000	49,300	280,400
207	62	12S	12	Tucson	H	922,500	315,200	43,200
099	63	12S	12	Honolulu		860,900	69,400	28,400
103	64	12S	12	Tulsa	BH	859,800	94,500	81,300
067	65	12S	12	Dayton	B	848,300	28,400	127,600
089	66	12S	12	Fresno	H	837,100	440,800	41,100
069	67	12S	12	Albany-Schenectady-Troy	B	831,100	50,200	77,100
127	68	12S	12	Grand Rapids	H	820,000	81,100	68,100
373	69	2S	2	Sarasota-Bradenton	H	790,200	99,900	47,900
141	70	12S	12	Albuquerque	H	785,200	369,800	26,100
071	71	12S	12	Des Moines		779,400	53,400	49,400
121	72	12S	12	Knoxville		772,700	44,800	49,300
189	73	12S	12	Metro Fairfield County	BH	759,300	162,600	99,400
145	74	12S	12	Allentown-Bethlehem	H	755,900	139,300	50,700
085	75	12S	12	Omaha-Council Bluffs	BH	753,500	84,200	71,700
161	76	12S	12	El Paso	H	724,100	610,900	23,700
223	77	12S	12	Baton Rouge	B	716,300	47,100	247,900
231	78	12S	12	Charleston, SC	B	713,900	50,800	163,600
175	79	12S	12	Wilkes Barre-Scranton	H	701,500	88,800	48,100
143	80	12S	12	Bakersfield	H	678,900	388,600	38,600
291	81	2S	2	Stockton	H	666,800	268,600	56,200
311	82	2S	2	Lakeland-Winter Haven	BH	664,900	184,700	97,800
229	83	2S	2	Boise	H	661,600	87,600	13,200

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
550	84	2S	2	Gainesville-Ocala	BH	648,400	88,600	95,500
139	85	2S	2	Wilmington, DE	BH	642,300	61,700	152,700
119	86	12S	12	Harrisburg-Lebanon-Carlisle	B	640,800	54,400	61,900
233	87	12S	12	Colorado Springs	H	636,200	107,500	43,800
177	88	12S	12	Spokane		632,700	37,500	18,100
171	89	12S	12	Madison		627,400	39,000	34,400
183	90	12S	12	Columbia, SC	B	624,900	39,600	212,400
197	91	2S	2	Portland, ME		621,600	12,600	22,800
341	92	2S	2	Daytona Beach	BH	619,900	89,900	67,700
123	93	12S	12	Little Rock	B	619,400	41,400	155,900
181	94	12S	12	Chattanooga	B	616,300	35,200	70,300
081	95	12S	12	Akron	B	608,400	14,200	82,000
275	96	2S	2	Reno	H	607,100	133,600	18,000
283	97	12S	12	Monterey-Salinas-Santa Cruz	H	603,000	294,900	15,000
517	98	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	601,500	100,000	81,000
361	99	12S	12	Greenville-New Bern-Jacksonville	B	591,800	49,500	144,600
091	100	12S	12	Syracuse		568,300	25,300	53,600
133	101	12S	12	Mobile	B	563,100	21,900	144,800
331	102	2S	2	Melbourne-Titusville-Cocoa	BH	553,800	61,300	53,100
117	103	12S	12	Springfield, MA	H	548,800	111,900	39,500
327	104	12S	12	Huntsville	B	547,500	36,300	115,300
590	105	2A	2	Ft. Collins-Greeley, CO	H	542,200	102,400	10,600
259	106	2S	2	Lexington-Fayette	B	531,800	34,600	60,300
125	107	12S	12	Wichita	H	527,800	69,500	49,500
097	108	12S	12	Toledo	B	515,000	33,400	79,200
293	109	2S	2	Visalia-Tulare-Hanford	H	512,900	322,100	14,400
305	110	2S	2	Augusta, GA	B	503,000	30,900	178,700
301	111	2S	2	York		489,500	39,400	28,500
419	112	2S	2	Victor Valley	BH	483,500	212,800	54,800
503	113	2A	2	Fayetteville (North West Arkansas)	H	483,100	79,200	15,300
345	114	2S	2	Johnson City-Kingsport-Bristol		480,100	12,300	15,300
113	115	2S	2	Worcester	H	477,900	62,200	35,900
165	116	2S	2	Ft. Wayne		476,900	29,800	42,400
255	117	2S	2	Lancaster	H	472,200	49,100	20,400
253	118	2S	2	Lafayette, LA	B	470,800	23,300	128,400
155	119	2S	2	Corpus Christi	H	469,300	285,600	17,500
343	120	2S	2	Modesto	H	461,600	219,800	16,500
247	121	2S	2	Portsmouth-Dover-Rochester		456,900	13,900	6,200
277	122	2S	2	Roanoke-Lynchburg	B	451,600	20,400	73,600
317	123	2S	2	Pensacola	B	449,900	27,600	73,300
565	124	2C	2	Morristown, NJ	H	448,600	68,400	18,200
594	125	2S	2	Oxnard-Ventura	H	439,500	240,300	11,900
062	126	2S	2	New Haven	BH	436,500	72,900	71,300
169	127	12S	12	Jackson, MS	B	418,600	11,600	194,600
195	128	2S	2	Lansing-East Lansing	B	410,900	27,200	45,700

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510	129	2A	2	Myrtle Beach, SC	B	394,400	22,000	54,600
265	130	2S	2	Macon	B	392,800	19,200	157,600
562	131	2A	2	Killeen-Temple, TX	BH	387,700	89,700	94,900
271	132	2S	2	Salisbury-Ocean City	B	381,800	29,400	64,500
592	133	2S	2	Palm Springs	H	379,800	187,400	12,100
359	134	2S	2	Fayetteville, NC	B	375,600	40,100	133,500
203	135	2S	2	Springfield, MO		373,200	14,800	14,600
273	136	2A	2	Reading, PA	H	371,100	86,100	21,600
129	137	2S	2	Youngstown-Warren	B	369,700	15,500	46,700
416	138	2S	2	Fredericksburg	B	369,000	44,700	75,200
303	139	2S	2	Appleton-Oshkosh		359,800	15,700	10,700
285	140	2S	2	Savannah	B	355,400	25,900	113,000
502	141	2S	2	Tyler-Longview	BH	348,700	65,000	64,800
082	142	2S	2	Canton		344,900	8,900	30,500
533	143	2S	2	Biloxi-Gulfport-Pascagoula	B	343,800	22,200	77,000
163	144	2S	2	Flint	B	343,700	12,600	70,600
241	145	2S	2	Eugene-Springfield		343,400	32,300	9,800
542	146	2A	2	Newburgh-Middletown, NY	BH	341,000	75,800	46,300
505	147	2S	2	Burlington-Plattsburgh		338,200	9,600	10,300
537	148	2S	2	Trenton	BH	334,900	74,500	64,800
111	149	2S	2	Shreveport	B	334,200	14,900	132,900
149	150	2A	2	Beaumont-Port Arthur, TX	BH	331,700	58,000	81,500
581	151	2A	2	Ann Arbor, MI	B	329,100	17,600	41,800
281	152	2A	2	Saginaw-Bay City-Midland, MI	B	323,900	19,500	33,900
367	153	2S	2	Atlantic City-Cape May	BH	322,800	50,100	39,600
173	154	2S	2	Montgomery	B	319,700	12,500	138,300
221	155	2S	2	Asheville		318,600	20,600	17,500
157	156	2S	2	Quad Cities (Davenport-Rock Island-Moline)	B	312,400	26,800	31,000
137	157	2S	2	Peoria	B	294,000	10,700	31,600
333	158	2S	2	Tallahassee	B	290,000	22,000	84,900
279	159	2S	2	Rockford	B	284,000	42,600	39,100
261	160	2S	2	Lincoln		281,200	20,700	15,000
589	161	2A	2	Ft. Smith, AR		277,300	24,500	12,500
263	162	2S	2	Lubbock	H	269,700	91,800	23,500
185	163	2S	2	Evansville		269,500	7,400	23,100
524	164	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		268,900	17,800	24,300
561	165	2A	2	Odessa-Midland, TX	H	268,200	139,000	18,100
518	166	2A	2	Poughkeepsie, NY	BH	262,400	36,900	32,700
147	167	2A	2	Amarillo, TX	H	261,900	76,900	17,500
407	168	2A	2	Bowling Green, KY		261,300	11,900	19,700
426	169	2S	2	Concord (Lakes Region)		258,200	5,200	4,100
193	170	2S	2	Huntington-Ashland		257,600	3,200	8,700
391	171	2A	2	Ft. Walton Beach-Destin, FL		254,100	24,300	22,200

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556	172	2A	2	San Luis Obispo, CA	H	252,800	56,800	5,700
295	173	2S	2	Utica-Rome		249,200	13,700	16,000
555	174	2A	2	Morgantown-Clarksburg-Fairmont, WV		245,800	6,000	11,000
319	175	2A	2	Sioux Falls, SD		244,700	11,400	15,200
597	176	2A	2	Wausau-Stevens Point, WI (Central WI)		243,800	7,000	3,300
528	177	2C	2	Frederick, MD	BH	243,700	30,100	28,600
315	178	2S	2	Anchorage		241,100	20,200	15,800
535	178	2A	2	Traverse City-Petoskey, MI		241,100	5,600	2,500
551	180	2A	2	Lima-Van Wert, OH		238,400	7,200	13,900
563	181	2A	2	New London, CT	H	235,100	25,700	17,400
530	182	2A	2	Cape Cod, MA		232,600	8,000	10,500
245	183	2S	2	Green Bay		231,600	19,200	10,200
239	183	2S	2	Erie		231,600	9,100	18,300
287	185	2A	2	South Bend, IN	B	231,100	20,300	33,400
235	186	2S	2	Columbus, GA	B	229,600	16,200	107,900
575	187	2A	2	St. Cloud, MN	B	228,300	7,300	22,100
251	188	2S	2	Kalamazoo	B	225,300	12,000	28,900
549	189	2A	2	Bryan-College Station, TX	BH	224,200	57,900	26,300
309	190	2A	2	Waco, TX	BH	223,900	55,600	32,200
501	191	2A	2	Dothan, AL	B	218,100	11,700	49,000
187	192	2S	2	Fargo-Moorhead		216,900	7,100	20,300
227	193	2S	2	Binghamton		213,600	9,300	11,400
506	194	2A	2	Laredo, TX	H	213,000	207,800	900
267	195	2S	2	Manchester		210,200	15,700	7,300
593	196	2A	2	Danbury, CT	H	206,700	35,300	8,400
153	197	2A	2	Charleston, WV		203,500	2,700	18,900
567	198	2A	2	Santa Maria-Lompoc, CA	H	202,600	114,700	6,000
387	199	2A	2	Salina-Manhattan, KS		199,300	18,200	14,400
596	200	2A	2	Tuscaloosa, AL	B	199,000	11,100	61,900
205	201	2S	2	Topeka	H	198,000	20,200	17,200
151	202	2S	2	Cedar Rapids		197,000	6,800	18,400
569	203	2A	2	Winchester, VA		193,800	19,700	11,700
159	204	2S	2	Duluth-Superior		182,300	3,300	6,200
591	205	2A	2	Santa Barbara, CA	H	180,800	59,200	3,200
508	206	2A	2	Chico, CA	H	179,400	33,100	5,200
522	207	2A	2	Laurel-Hattiesburg, MS	B	178,400	7,700	53,200
461	208	2A	2	Las Cruces-Deming, NM	H	177,200	103,700	4,300
532	209	2A	2	Rochester, MN		175,600	8,600	11,500
307	210	2S	2	Terre Haute		172,100	3,700	10,200
559	211	2A	2	La Crosse, WI		170,800	4,900	4,300
526	211	2S	2	Bangor		170,800	2,900	2,500
554	213	2A	2	Florence, SC	B	169,400	4,600	71,400
434	214	2A	2	Sunbury-Selinsgrove-Lewisburg, PA		167,000	6,600	6,100

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422	215	2A	2	Muncie-Marion, IN		164,800	5,900	14,400
431	216	2A	2	Lebanon-Hanover-White River Junction, NH-VT		163,800	3,900	3,000
564	217	2A	2	Columbia, MO	B	163,200	6,900	19,500
509	218	2A	2	Redding, CA	H	156,800	15,900	3,100
573	219	2A	2	Panama City, FL	B	156,100	11,900	17,800
534	220	2A	2	Joplin, MO		154,500	11,500	4,000
586	221	2A	2	Eau Claire, WI		151,500	3,500	3,900
566	222	2A	2	Muskegon, MI	B	150,900	7,900	21,800
323	223	2S	2	Bloomington	B	147,100	8,200	14,400
353	224	2S	2	Pueblo	H	146,800	58,800	4,100
585	225	2A	2	Monroe, LA	B	133,800	4,600	49,200
297	226	2A	2	Waterloo-Cedar Falls, IA	B	132,500	5,400	13,000
580	227	2A	2	Albany, GA	B	131,500	3,600	69,200
579	228	2A	2	Sussex, NJ	H	128,100	13,200	3,500
433	229	2A	2	Valdosta, GA	B	126,000	8,200	45,600
539	230	2A	2	Parkersburg-Marietta, WV-OH		123,300	1,500	3,100
381	231	2A	2	Grand Island-Kearney-Hastings, NE	H	120,200	21,900	2,900
179	232	2S	2	Wheeling		120,000	1,700	4,600
519	233	2A	2	Harrisonburg, VA		119,500	16,200	6,700
582	234	2A	2	Bismarck, ND		114,600	4,500	4,000
527	235	2A	2	Augusta-Waterville, ME		109,500	2,100	1,300
432	236	2S	2	Montpelier-Barre-St. Johnsbury		109,200	2,300	1,600
523	237	2A	2	Sioux City, IA	H	105,100	21,100	8,800
418	238	2A	2	Sheboygan, WI		101,900	6,400	3,500
548	239	2A	2	San Angelo, TX	H	101,300	38,900	4,200
578	240	2A	2	Williamsport, PA		98,200	1,900	5,900
577	241	2A	2	Watertown, NY		96,200	6,100	7,300
513	242	2A	2	Brunswick, GA	B	89,400	5,200	19,300
383	243	2A	2	Hot Springs, AR		87,700	5,700	8,200
560	244	2A	2	Cheyenne, WY		86,800	12,500	2,600
289	245	2A	2	Jackson, TN	B	84,200	3,600	31,100
572	246	2A	2	Grand Forks, ND-MN		80,300	4,200	4,800

TOTAL 1-25 METRO PERSONS 12+ POPULATION: 117,219,800
TOTAL 1-50 METRO PERSONS 12+ POPULATION: 155,517,200
TOTAL 1-100 METRO PERSONS 12+ POPULATION: 193,646,500
TOTAL 1-253 METRO PERSONS 12+ POPULATION: 232,988,300

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

- ¹ The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- ² The San Jose Metro is embedded in the San Francisco Metro.
- ³ Putnam, NY (population 86,200), Rockland, NY (population 275,800) and Westchester, NY (population 866,400) are included in the Hudson Valley and the New York Metro definitions.
- ⁴ The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- ⁵ Monmouth County (population 565,100) is included in the Monmouth-Ocean and the New York Metro definitions.
- ⁶ The Morristown, NJ Metro is embedded in the New York Metro.
- ⁷ The SN Split portion of Fairfield County (population 331,500) is included in the Metro Fairfield County and the New York Metro definitions.
- ⁸ Stafford County (population 138,100) is included in the Fredericksburg and the Washington, DC Metro definitions.
- ⁹ The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- ¹⁰ The Frederick, MD Metro is embedded in the Washington, DC Metro.
- ¹¹ The M-Split portion of Rockingham County (population 53,900) 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**
Akron	081	95	12S	12	B	608,400	14,200	82,000
Albany, GA	580	227	2A	2	B	131,500	3,600	69,200
Albany-Schenectady-Troy	069	67	12S	12	B	831,100	50,200	77,100
Albuquerque	141	70	12S	12	H	785,200	369,800	26,100
Allentown-Bethlehem	145	74	12S	12	H	755,900	139,300	50,700
Amarillo, TX	147	167	2A	2	H	261,900	76,900	17,500
Anchorage	315	178	2S	2		241,100	20,200	15,800
Ann Arbor, MI	581	151	2A	2	B	329,100	17,600	41,800
Appleton-Oshkosh	303	139	2S	2		359,800	15,700	10,700
Asheville	221	155	2S	2		318,600	20,600	17,500
Atlanta	047	7	PPM	13	BH	5,153,500	595,000	1,844,400
Atlantic City-Cape May	367	153	2S	2	BH	322,800	50,100	39,600
Augusta, GA	305	110	2S	2	B	503,000	30,900	178,700
Augusta-Waterville, ME	527	235	2A	2		109,500	2,100	1,300
Austin	135	29	PPM	13	BH	2,058,400	615,000	159,600
Bakersfield	143	80	12S	12	H	678,900	388,600	38,600
Baltimore	021	23	PPM	13	BH	2,445,900	186,900	733,000
Bangor	526	211	2S	2		170,800	2,900	2,500
Baton Rouge	223	77	12S	12	B	716,300	47,100	247,900
Beaumont-Port Arthur, TX	149	150	2A	2	BH	331,700	58,000	81,500
Biloxi-Gulfport-Pascagoula	533	143	2S	2	B	343,800	22,200	77,000
Binghamton	227	193	2S	2		213,600	9,300	11,400
Birmingham	095	61	12S	12	B	953,000	49,300	280,400
Bismarck, ND	582	234	2A	2		114,600	4,500	4,000
Bloomington	323	223	2S	2	B	147,100	8,200	14,400
Boise	229	83	2S	2	H	661,600	87,600	13,200
Boston	013	10	PPM	13	BH	4,413,400	538,700	379,300
Bowling Green, KY	407	168	2A	2		261,300	11,900	19,700
Brunswick, GA	513	242	2A	2	B	89,400	5,200	19,300
Bryan-College Station, TX	549	189	2A	2	BH	224,200	57,900	26,300
Buffalo-Niagara Falls	037	59	12S	12	B	1,011,100	54,100	135,200
Burlington-Plattsburgh	505	147	2S	2		338,200	9,600	10,300
Canton	082	142	2S	2		344,900	8,900	30,500
Cape Cod, MA	530	182	2A	2		232,600	8,000	10,500
Cedar Rapids	151	202	2S	2		197,000	6,800	18,400
Charleston, SC	231	78	12S	12	B	713,900	50,800	163,600
Charleston, WV	153	197	2A	2		203,500	2,700	18,900
Charlotte-Gastonia-Rock Hill	093	21	PPM	13	BH	2,493,500	269,200	571,100
Chattanooga	181	94	12S	12	B	616,300	35,200	70,300
Cheyenne, WY	560	244	2A	2		86,800	12,500	2,600
Chicago	005	3	PPM	13	BH	8,028,600	1,773,100	1,347,600
Chico, CA	508	206	2A	2	H	179,400	33,100	5,200
Cincinnati	031	33	PPM	13	B	1,902,500	77,300	250,100

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Cleveland	019	35	PPM	13	BH	1,796,900	108,100	358,300
Colorado Springs	233	87	12S	12	H	636,200	107,500	43,800
Columbia, MO	564	217	2A	2	B	163,200	6,900	19,500
Columbia, SC	183	90	12S	12	B	624,900	39,600	212,400
Columbus, GA	235	186	2S	2	B	229,600	16,200	107,900
Columbus, OH	045	36	PPM	13	BH	1,761,800	88,400	317,100
Concord (Lakes Region)	426	169	2S	2		258,200	5,200	4,100
Corpus Christi	155	119	2S	2	H	469,300	285,600	17,500
Dallas-Ft. Worth	024	5	PPM	13	BH	6,623,300	1,831,300	1,161,800
Danbury, CT	593	196	2A	2	H	206,700	35,300	8,400
Dayton	067	65	12S	12	B	848,300	28,400	127,600
Daytona Beach	341	92	2S	2	BH	619,900	89,900	67,700
Denver-Boulder	035	18	PPM	13	BH	2,853,400	602,600	174,300
Des Moines	071	71	12S	12		779,400	53,400	49,400
Detroit	011	14	PPM	13	BH	3,891,900	178,600	845,600
Dothan, AL	501	191	2A	2	B	218,100	11,700	49,000
Duluth-Superior	159	204	2S	2		182,300	3,300	6,200
Eau Claire, WI	586	221	2A	2		151,500	3,500	3,900
El Paso	161	76	12S	12	H	724,100	610,900	23,700
Erie	239	183	2S	2		231,600	9,100	18,300
Eugene-Springfield	241	145	2S	2		343,400	32,300	9,800
Evansville	185	163	2S	2		269,500	7,400	23,100
Fargo-Moorhead	187	192	2S	2		216,900	7,100	20,300
Fayetteville (North West Arkansas)	503	113	2A	2	H	483,100	79,200	15,300
Fayetteville, NC	359	134	2S	2	B	375,600	40,100	133,500
Flint	163	144	2S	2	B	343,700	12,600	70,600
Florence, SC	554	213	2A	2	B	169,400	4,600	71,400
Frederick, MD	528	177	2C	2	BH	243,700	30,100	28,600
Fredericksburg	416	138	2S	2	B	369,000	44,700	75,200
Fresno	089	66	12S	12	H	837,100	440,800	41,100
Ft. Collins-Greeley, CO	590	105	2A	2	H	542,200	102,400	10,600
Ft. Myers-Naples	515	56	12S	12	BH	1,069,500	255,000	77,900
Ft. Pierce-Stuart-Vero Beach	517	98	2S	2	BH	601,500	100,000	81,000
Ft. Smith, AR	589	161	2A	2		277,300	24,500	12,500
Ft. Walton Beach-Destin, FL	391	171	2A	2		254,100	24,300	22,200
Ft. Wayne	165	116	2S	2		476,900	29,800	42,400
Gainesville-Ocala	550	84	2S	2	BH	648,400	88,600	95,500
Grand Forks, ND-MN	572	246	2A	2		80,300	4,200	4,800
Grand Island-Kearney-Hastings, NE	381	231	2A	2	H	120,200	21,900	2,900
Grand Rapids	127	68	12S	12	H	820,000	81,100	68,100
Green Bay	245	183	2S	2		231,600	19,200	10,200
Greensboro-Winston-Salem-High Point	166	47	PPM	13	BH	1,341,700	137,500	320,300
Greenville-New Bern-Jacksonville	361	99	12S	12	B	591,800	49,500	144,600
Greenville-Spartanburg	191	57	12S	12	BH	1,051,900	84,800	175,800

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	164	2A	2		268,900	17,800	24,300
Harrisburg-Lebanon-Carlisle	119	86	12S	12	B	640,800	54,400	61,900
Harrisonburg, VA	519	233	2A	2		119,500	16,200	6,700
Hartford-New Britain-Middletown	061	54	PPM	13	BH	1,084,600	177,200	131,900
Honolulu	099	63	12S	12		860,900	69,400	28,400
Hot Springs, AR	383	243	2A	2		87,700	5,700	8,200
Houston-Galveston	033	6	PPM	13	BH	6,197,500	2,260,400	1,129,200
Hudson Valley	393	41	2S	2	BH	1,569,400	383,700	200,900
Huntington-Ashland	193	170	2S	2		257,600	3,200	8,700
Huntsville	327	104	12S	12	B	547,500	36,300	115,300
Indianapolis	049	38	PPM	13	BH	1,659,300	134,000	284,500
Jackson, MS	169	127	12S	12	B	418,600	11,600	194,600
Jackson, TN	289	245	2A	2	B	84,200	3,600	31,100
Jacksonville	107	46	PPM	13	BH	1,433,100	148,700	314,300
Johnson City-Kingsport-Bristol	345	114	2S	2		480,100	12,300	15,300
Joplin, MO	534	220	2A	2		154,500	11,500	4,000
Kalamazoo	251	188	2S	2	B	225,300	12,000	28,900
Kansas City	041	34	PPM	13	BH	1,832,800	178,800	244,000
Killeen-Temple, TX	562	131	2A	2	BH	387,700	89,700	94,900
Knoxville	121	72	12S	12		772,700	44,800	49,300
La Crosse, WI	559	211	2A	2		170,800	4,900	4,300
Lafayette, LA	253	118	2S	2	B	470,800	23,300	128,400
Lakeland-Winter Haven	311	82	2S	2	BH	664,900	184,700	97,800
Lancaster	255	117	2S	2	H	472,200	49,100	20,400
Lansing-East Lansing	195	128	2S	2	B	410,900	27,200	45,700
Laredo, TX	506	194	2A	2	H	213,000	207,800	900
Las Cruces-Deming, NM	461	208	2A	2	H	177,200	103,700	4,300
Las Vegas	257	32	PPM	13	BH	1,991,900	584,800	303,000
Laurel-Hattiesburg, MS	522	207	2A	2	B	178,400	7,700	53,200
Lebanon-Hanover-White River Junction, NH-VT	431	216	2A	2		163,800	3,900	3,000
Lexington-Fayette	259	106	2S	2	B	531,800	34,600	60,300
Lima-Van Wert, OH	551	180	2A	2		238,400	7,200	13,900
Lincoln	261	160	2S	2		281,200	20,700	15,000
Little Rock	123	93	12S	12	B	619,400	41,400	155,900
Los Angeles	003	2	PPM	13	BH	11,234,700	4,829,300	799,200
Louisville	055	55	12S	12	B	1,073,700	70,000	176,400
Lubbock	263	162	2S	2	H	269,700	91,800	23,500
Macon	265	130	2S	2	B	392,800	19,200	157,600
Madison	171	89	12S	12		627,400	39,000	34,400
Manchester	267	195	2S	2		210,200	15,700	7,300
McAllen-Brownsville-Harlingen	269	58	2S	2	H	1,051,600	981,000	6,500
Melbourne-Titusville-Cocoa	331	102	2S	2	BH	553,800	61,300	53,100
Memphis	075	51	PPM	13	BH	1,123,200	75,700	519,400

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Metro Fairfield County	189	73	12S	12	BH	759,300	162,600	99,400
Miami-Ft. Lauderdale-Hollywood	429	12	PPM	13	BH	4,024,000	2,255,800	787,400
Middlesex-Somerset-Union	413	42	PPM	13	BH	1,538,700	391,400	204,600
Milwaukee-Racine	043	43	PPM	13	BH	1,503,800	161,500	239,900
Minneapolis-St. Paul	027	15	PPM	13	BH	3,105,700	185,700	325,700
Mobile	133	101	12S	12	B	563,100	21,900	144,800
Modesto	343	120	2S	2	H	461,600	219,800	16,500
Monmouth-Ocean	516	52	2S	2	H	1,111,400	118,800	58,600
Monroe, LA	585	225	2A	2	B	133,800	4,600	49,200
Monterey-Salinas-Santa Cruz	283	97	12S	12	H	603,000	294,900	15,000
Montgomery	173	154	2S	2	B	319,700	12,500	138,300
Montpelier-Barre-St. Johnsbury	432	236	2S	2		109,200	2,300	1,600
Morgantown-Clarksburg-Fairmont, WV	555	174	2A	2		245,800	6,000	11,000
Morristown, NJ	565	124	2C	2	H	448,600	68,400	18,200
Muncie-Marion, IN	422	215	2A	2		164,800	5,900	14,400
Muskegon, MI	566	222	2A	2	B	150,900	7,900	21,800
Myrtle Beach, SC	510	129	2A	2	B	394,400	22,000	54,600
Nashville	073	40	PPM	13	BH	1,599,300	150,700	250,800
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,531,900	510,100	241,300
New Haven	062	126	2S	2	BH	436,500	72,900	71,300
New London, CT	563	181	2A	2	H	235,100	25,700	17,400
New Orleans	053	50	12S	12	BH	1,256,300	131,600	392,300
New York	001	1	PPM	13	BH	16,563,900	4,228,100	2,696,600
Newburgh-Middletown, NY	542	146	2A	2	BH	341,000	75,800	46,300
Norfolk-Virginia Beach-Newport News	109	45	PPM	13	BH	1,439,000	109,200	466,600
Odessa-Midland, TX	561	165	2A	2	H	268,200	139,000	18,100
Oklahoma City	083	48	12S	12	BH	1,330,400	178,500	155,200
Omaha-Council Bluffs	085	75	12S	12	BH	753,500	84,200	71,700
Orlando	131	30	PPM	13	BH	2,034,500	738,500	341,000
Oxnard-Ventura	594	125	2S	2	H	439,500	240,300	11,900
Palm Springs	592	133	2S	2	H	379,800	187,400	12,100
Panama City, FL	573	219	2A	2	B	156,100	11,900	17,800
Parkersburg-Marietta, WV-OH	539	230	2A	2		123,300	1,500	3,100
Pensacola	317	123	2S	2	B	449,900	27,600	73,300
Peoria	137	157	2S	2	B	294,000	10,700	31,600
Philadelphia	007	9	PPM	13	BH	4,749,300	465,100	969,900
Phoenix	057	13	PPM	13	BH	3,907,300	1,124,500	274,800
Pittsburgh, PA	023	31	PPM	13	B	2,006,500	43,600	190,000
Portland, ME	197	91	2S	2		621,600	12,600	22,800
Portland, OR	051	22	PPM	13	H	2,453,300	343,500	96,200
Portsmouth-Dover-Rochester	247	121	2S	2		456,900	13,900	6,200
Poughkeepsie, NY	518	166	2A	2	BH	262,400	36,900	32,700
Providence-Warwick-Pawtucket	077	44	PPM	13	BH	1,473,300	206,100	109,700
Pueblo	353	224	2S	2	H	146,800	58,800	4,100
Puerto Rico	540	16	12S	12		2,928,200	*	*

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Quad Cities (Davenport-Rock Island-Moline)	157	156	2S	2	B	312,400	26,800	31,000
Raleigh-Durham	115	37	PPM	13	BH	1,761,100	202,600	368,300
Reading, PA	273	136	2A	2	H	371,100	86,100	21,600
Redding, CA	509	218	2A	2	H	156,800	15,900	3,100
Reno	275	96	2S	2	H	607,100	133,600	18,000
Richmond	105	53	12S	12	BH	1,110,100	91,300	319,400
Riverside-San Bernardino	379	26	PPM	13	BH	2,166,600	1,211,100	188,800
Roanoke-Lynchburg	277	122	2S	2	B	451,600	20,400	73,600
Rochester, MN	532	209	2A	2		175,600	8,600	11,500
Rochester, NY	079	60	12S	12	B	971,900	74,100	112,900
Rockford	279	159	2S	2	B	284,000	42,600	39,100
Sacramento	065	28	PPM	13	BH	2,130,100	433,800	171,100
Saginaw-Bay City-Midland, MI	281	152	2A	2	B	323,900	19,500	33,900
Salina-Manhattan, KS	387	199	2A	2		199,300	18,200	14,400
Salisbury-Ocean City	271	132	2S	2	B	381,800	29,400	64,500
Salt Lake City-Ogden-Provo	101	27	PPM	13	H	2,149,000	344,400	42,500
San Angelo, TX	548	239	2A	2	H	101,300	38,900	4,200
San Antonio	059	25	PPM	13	BH	2,235,300	1,195,000	167,600
San Diego	063	19	PPM	13	BH	2,841,400	920,500	156,900
San Francisco	009	4	PPM	13	BH	6,663,700	1,515,500	456,400
San Jose	215	39	PPM	13	H	1,639,200	376,400	47,500
San Luis Obispo, CA	556	172	2A	2	H	252,800	56,800	5,700
Santa Barbara, CA	591	205	2A	2	H	180,800	59,200	3,200
Santa Maria-Lompoc, CA	567	198	2A	2	H	202,600	114,700	6,000
Sarasota-Bradenton	373	69	2S	2	H	790,200	99,900	47,900
Savannah	285	140	2S	2	B	355,400	25,900	113,000
Seattle-Tacoma	039	11	PPM	13	BH	4,099,200	413,200	310,400
Sheboygan, WI	418	238	2A	2		101,900	6,400	3,500
Shreveport	111	149	2S	2	B	334,200	14,900	132,900
Sioux City, IA	523	237	2A	2	H	105,100	21,100	8,800
Sioux Falls, SD	319	175	2A	2		244,700	11,400	15,200
South Bend, IN	287	185	2A	2	B	231,100	20,300	33,400
Spokane	177	88	12S	12		632,700	37,500	18,100
Springfield, MA	117	103	12S	12	H	548,800	111,900	39,500
Springfield, MO	203	135	2S	2		373,200	14,800	14,600
St. Cloud, MN	575	187	2A	2	B	228,300	7,300	22,100
St. Louis	017	24	PPM	13	B	2,354,300	82,200	443,600
Stockton	291	81	2S	2	H	666,800	268,600	56,200
Sunbury-Selinsgrove-Lewisburg, PA	434	214	2A	2		167,000	6,600	6,100
Sussex, NJ	579	228	2A	2	H	128,100	13,200	3,500
Syracuse	091	100	12S	12		568,300	25,300	53,600
Tallahassee	333	158	2S	2	B	290,000	22,000	84,900
Tampa-St. Petersburg-Clearwater	087	17	PPM	13	BH	2,858,500	598,500	358,900
Terre Haute	307	210	2S	2		172,100	3,700	10,200

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Toledo	097	108	12S	12	B	515,000	33,400	79,200
Topeka	205	201	2S	2	H	198,000	20,200	17,200
Traverse City-Petoskey, MI	535	178	2A	2		241,100	5,600	2,500
Trenton	537	148	2S	2	BH	334,900	74,500	64,800
Tucson	207	62	12S	12	H	922,500	315,200	43,200
Tulsa	103	64	12S	12	BH	859,800	94,500	81,300
Tuscaloosa, AL	596	200	2A	2	B	199,000	11,100	61,900
Tyler-Longview	502	141	2S	2	BH	348,700	65,000	64,800
Utica-Rome	295	173	2S	2		249,200	13,700	16,000
Valdosta, GA	433	229	2A	2	B	126,000	8,200	45,600
Victor Valley	419	112	2S	2	BH	483,500	212,800	54,800
Visalia-Tulare-Hanford	293	109	2S	2	H	512,900	322,100	14,400
Waco, TX	309	190	2A	2	BH	223,900	55,600	32,200
Washington, DC	015	8	PPM	13	BH	5,100,000	898,200	1,359,600
Waterloo-Cedar Falls, IA	297	226	2A	2	B	132,500	5,400	13,000
Watertown, NY	577	241	2A	2		96,200	6,100	7,300
Wausau-Stevens Point, WI (Central WI)	597	176	2A	2		243,800	7,000	3,300
West Palm Beach-Boca Raton	299	49	PPM	13	BH	1,328,100	319,500	232,800
Wheeling	179	232	2S	2		120,000	1,700	4,600
Wichita	125	107	12S	12	H	527,800	69,500	49,500
Wilkes Barre-Scranton	175	79	12S	12	H	701,500	88,800	48,100
Williamsport, PA	578	240	2A	2		98,200	1,900	5,900
Wilmington, DE	139	85	2S	2	BH	642,300	61,700	152,700
Winchester, VA	569	203	2A	2		193,800	19,700	11,700
Worcester	113	115	2S	2	H	477,900	62,200	35,900
York	301	111	2S	2		489,500	39,400	28,500
Youngstown-Warren	129	137	2S	2	B	369,700	15,500	46,700

TOTAL 1-25 METRO PERSONS 12+ POPULATION: 117,219,800
TOTAL 1-50 METRO PERSONS 12+ POPULATION: 155,517,200
TOTAL 1-100 METRO PERSONS 12+ POPULATION: 193,646,500
TOTAL 1-253 METRO PERSONS 12+ POPULATION: 232,988,300

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

- ¹ The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- ² The San Jose Metro is embedded in the San Francisco Metro.
- ³ Putnam, NY (population 86,200), Rockland, NY (population 275,800) and Westchester, NY (population 866,400) are included in the Hudson Valley and the New York Metro definitions.
- ⁴ The Middlesex-Somerset-Union Metro is embedded in the New York Metro.
- ⁵ Monmouth County (population 565,100) is included in the Monmouth-Ocean and the New York Metro definitions.
- ⁶ The Morristown, NJ Metro is embedded in the New York Metro.
- ⁷ The SN Split portion of Fairfield County (population 331,500) is included in the Metro Fairfield County and the New York Metro definitions.
- ⁸ Stafford County (population 138,100) is included in the Fredericksburg and the Washington, DC Metro definitions.
- ⁹ The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- ¹⁰ The Frederick, MD Metro is embedded in the Washington, DC Metro.
- ¹¹ The M-Split portion of Rockingham County (population 53,900) 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
12S	Akron	1,210,700
2A	Albany, GA	417,800
12S	Albany-Schenectady-Troy	1,343,500
12S	Albuquerque	1,092,400
12S	Allentown-Bethlehem	1,146,000
2A	Amarillo, TX	343,600
2S	Anchorage	386,700
2A	Ann Arbor, MI	329,100
2S	Appleton-Oshkosh	955,700
2S	Asheville	690,500
2S	Atlantic City-Cape May	633,000
2S	Augusta, GA	641,100
2A	Augusta-Waterville, ME	280,900
12S	Bakersfield	678,900
2S	Bangor	403,500
12S	Baton Rouge	1,183,700
2A	Beaumont-Port Arthur, TX	387,300
2S	Biloxi-Gulfport-Pascagoula	573,200
2S	Binghamton	513,400
12S	Birmingham	1,883,800
2A	Bismarck, ND	168,400
2S	Bloomington	246,800
2S	Boise	813,700
2A	Bowling Green, KY	308,100
2A	Brunswick, GA	228,200
2A	Bryan-College Station, TX	264,900
12S	Buffalo-Niagara Falls	1,345,600
2S	Burlington-Plattsburgh	532,200
2S	Canton	423,400
2A	Cape Cod, MA	245,500
2S	Cedar Rapids	712,500
12S	Charleston, SC	900,800
2A	Charleston, WV	471,600
12S	Chattanooga	1,101,000

TYPE	MARKET	TSA 12+ POPULATION
2A	Cheyenne, WY	89,800
2A	Chico, CA	429,600
12S	Colorado Springs	930,700
2A	Columbia, MO	538,800
12S	Columbia, SC	1,015,300
2S	Columbus, GA	610,700
2S	Concord (Lakes Region)	279,800
2S	Corpus Christi	503,000
2A	Danbury, CT	206,700
12S	Dayton	1,164,000
2S	Daytona Beach	619,900
12S	Des Moines	1,102,800
2A	Dothan, AL	499,100
2S	Duluth-Superior	329,500
2A	Eau Claire, WI	367,300
12S	El Paso	997,500
2S	Erie	303,300
2S	Eugene-Springfield	688,600
2S	Evansville	638,200
2S	Fargo-Moorhead	484,700
2A	Fayetteville (North West Arkansas)	614,300
2S	Fayetteville, NC	930,500
2S	Flint	609,900
2A	Florence, SC	343,500
2C	Frederick, MD	377,800
2S	Fredericksburg	546,700
12S	Fresno	1,733,000
2A	Ft. Collins-Greeley, CO	802,900
12S	Ft. Myers-Naples	1,486,100
2S	Ft. Pierce-Stuart-Vero Beach	994,600
2A	Ft. Smith, AR	391,800
2A	Ft. Walton Beach-Destin, FL	424,900
2S	Ft. Wayne	896,400
2S	Gainesville-Ocala	1,150,100
2A	Grand Forks, ND-MN	139,300
2A	Grand Island-Kearney-Hastings, NE	242,800
12S	Grand Rapids	1,637,300
2S	Green Bay	862,900
12S	Greenville-New Bern-Jacksonville	1,035,500
12S	Greenville-Spartanburg	2,041,200

TYPE	MARKET	TSA 12+ POPULATION
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	457,500
12S	Harrisburg-Lebanon-Carlisle	1,747,500
2A	Harrisonburg, VA	296,900
12S	Honolulu	1,078,400
2A	Hot Springs, AR	288,700
2S	Hudson Valley	2,117,100
2S	Huntington-Ashland	555,500
12S	Huntsville	1,161,300
12S	Jackson, MS	885,100
2A	Jackson, TN	458,000
2S	Johnson City-Kingsport-Bristol	912,300
2A	Joplin, MO	432,100
2S	Kalamazoo	586,300
2A	Killeen-Temple, TX	422,000
12S	Knoxville	1,429,500
2A	La Crosse, WI	327,100
2S	Lafayette, LA	637,800
2S	Lakeland-Winter Haven	685,800
2S	Lancaster	954,500
2S	Lansing-East Lansing	855,300
2A	Laredo, TX	227,800
2A	Las Cruces-Deming, NM	201,400
2A	Laurel-Hattiesburg, MS	338,100
2A	Lebanon-Hanover-White River Junction, NH-VT	295,100
2S	Lexington-Fayette	975,800
2A	Lima-Van Wert, OH	381,900
2S	Lincoln	464,600
12S	Little Rock	1,183,200
12S	Louisville	1,503,300
2S	Lubbock	408,800
2S	Macon	618,600
12S	Madison	1,071,300
2S	Manchester	326,900
2S	McAllen-Brownsville-Harlingen	1,129,900
2S	Melbourne-Titusville-Cocoa	553,800
12S	Metro Fairfield County	1,231,200
12S	Mobile	1,258,800
2S	Modesto	1,470,700
2S	Monmouth-Ocean	1,111,400

TYPE	MARKET	TSA 12+ POPULATION
2A	Monroe, LA	372,100
12S	Monterey-Salinas-Santa Cruz	660,200
2S	Montgomery	835,900
2S	Montpelier-Barre-St. Johnsbury	310,000
2A	Morgantown-Clarksburg-Fairmont, WV	398,800
2C	Morristown, NJ	448,600
2A	Muncie-Marion, IN	357,800
2A	Muskegon, MI	217,500
2A	Myrtle Beach, SC	622,700
2S	New Haven	713,600
2A	New London, CT	337,200
12S	New Orleans	1,813,100
2A	Newburgh-Middletown, NY	834,600
2A	Odessa-Midland, TX	398,400
12S	Oklahoma City	1,693,600
12S	Omaha-Council Bluffs	1,345,400
2S	Oxnard-Ventura	904,700
2S	Palm Springs	625,600
2A	Panama City, FL	372,900
2A	Parkersburg-Marietta, WV-OH	263,900
2S	Pensacola	923,400
2S	Peoria	524,300
2S	Portland, ME	1,165,500
2S	Portsmouth-Dover-Rochester	592,900
2A	Poughkeepsie, NY	932,800
2S	Pueblo	158,800
12S	Puerto Rico	2,928,200
2S	Quad Cities (Davenport-Rock Island-Moline)	660,700
2A	Reading, PA	371,100
2A	Redding, CA	272,900
2S	Reno	762,400
12S	Richmond	1,357,400
2S	Roanoke-Lynchburg	1,217,700
2A	Rochester, MN	397,200
12S	Rochester, NY	1,160,300
2S	Rockford	592,500
2A	Saginaw-Bay City-Midland, MI	1,017,000
2A	Salina-Manhattan, KS	272,900
2S	Salisbury-Ocean City	659,200
2A	San Angelo, TX	136,000

TYPE	MARKET	TSA 12+ POPULATION
2A	San Luis Obispo, CA	455,400
2A	Santa Barbara, CA	180,800
2A	Santa Maria-Lompoc, CA	455,400
2S	Sarasota-Bradenton	973,100
2S	Savannah	949,100
2A	Sheboygan, WI	101,900
2S	Shreveport	709,800
2A	Sioux City, IA	244,900
2A	Sioux Falls, SD	490,600
2A	South Bend, IN	880,200
12S	Spokane	901,900
12S	Springfield, MA	612,400
2S	Springfield, MO	768,900
2A	St. Cloud, MN	431,900
2S	Stockton	666,800
2A	Sunbury-Selinsgrove-Lewisburg, PA	244,400
2A	Sussex, NJ	182,200
12S	Syracuse	772,600
2S	Tallahassee	516,000
2S	Terre Haute	327,800
12S	Toledo	1,018,000
2S	Topeka	525,400
2A	Traverse City-Petoskey, MI	510,800
2S	Trenton	450,600
12S	Tucson	1,169,400
12S	Tulsa	1,365,000
2A	Tuscaloosa, AL	386,500
2S	Tyler-Longview	789,700
2S	Utica-Rome	382,400
2A	Valdosta, GA	268,800
2S	Victor Valley	483,500
2S	Visalia-Tulare-Hanford	512,900
2A	Waco, TX	748,000
2A	Waterloo-Cedar Falls, IA	464,400
2A	Watertown, NY	118,700
2A	Wausau-Stevens Point, WI (Central WI)	533,900
2S	Wheeling	296,500
12S	Wichita	709,900
12S	Wilkes Barre-Scranton	913,800
2A	Williamsport, PA	360,400

TYPE	MARKET	TSA 12+ POPULATION
2S	Wilmington, DE	818,400
2A	Winchester, VA	549,600
2S	Worcester	603,500
2S	York	961,700
2S	Youngstown-Warren	740,500

TELEVISION DMA® REGIONS

REGION	DMA PERSONS 12+
Abilene-Sweetwater	269,900
Albany, GA	342,700
Albany-Schenectady-Troy	1,240,000
Albuquerque-Santa Fe	1,675,700
Alexandria, LA	198,100
Alpena	34,700
Amarillo	453,000
Anchorage	386,700
Atlanta	6,330,700
Augusta-Aiken	630,800
Austin	2,198,900
Bakersfield	678,900
Baltimore	2,614,300
Bangor	308,200
Baton Rouge	801,100
Beaumont-Port Arthur	387,300
Bend, OR	185,000
Billings	256,500
Biloxi-Gulfport	319,300
Binghamton	292,800
Birmingham (Ann and Tusc)	1,684,600
Bluefield-Beckley-Oak Hill	265,700
Boise	795,100
Boston (Manchester)	5,960,700
Bowling Green	203,000
Buffalo	1,359,200
Burlington-Plattsburgh	806,300
Butte-Bozeman	184,700
Casper-Riverton	122,900
Cedar Rapids-Wtrlo-lwc&Dub	787,700
Champaign&Sprngfld-Decatur	797,400
Charleston, SC	830,300
Charleston-Huntington	931,700
Charlotte	2,976,000
Charlottesville	229,400
Chattanooga	911,300
Cheyenne-Scottsbluff	131,300
Chicago	8,289,700
Chico-Redding	437,800
Cincinnati	2,089,600
Clarksburg-Weston	225,900
Cleveland-Akron (Canton)	3,312,600
Colorado Springs-Pueblo	904,700

REGION	DMA PERSONS 12+
Columbia, SC	960,300
Columbia-Jefferson City	420,400
Columbus, GA (Opelika, AL)	525,800
Columbus, OH	2,261,900
Columbus-Tupelo-West Point	411,500
Corpus Christi	496,800
Dallas-Ft. Worth	7,265,000
Davenport-R.Island-Moline	647,600
Dayton	1,039,500
Denver	4,094,800
Des Moines-Ames	1,040,500
Detroit	4,255,900
Dothan	227,000
Duluth-Superior	373,100
El Paso (Las Cruces)	917,700
Elmira (Corning)	201,500
Erie	336,100
Eugene	587,500
Eureka	143,800
Evansville	627,700
Fairbanks	80,600
Fargo	560,800
Flint-Saginaw-Bay City	968,500
Fresno-Visalia	1,733,000
Ft. Myers-Naples	1,327,200
Ft. Smith-Fay-Sprngdl-Rgrs	779,200
Ft. Wayne	630,300
Gainesville	321,100
Glendive	8,600
Grand Junction-Montrose	175,200
Grand Rapids-Kalmzoo-B.Crk	1,805,500
Great Falls	144,700
Green Bay-Appleton	1,013,100
Greensboro-H.Point-W.Salem	1,607,100
Greenville-N.Bern-Washngtn	681,400
Greenvll-Spart-Ashevll-And	2,102,000
Greenwood-Greenville	141,300
Harlingen-Wslco-Brnsvl-Mca	1,120,300
Harrisburg-Lncstr-Leb-York	1,796,300
Harrisonburg	235,300
Hartford & New Haven	2,316,100
Hattiesburg-Laurel	254,000
Helena	69,600
Honolulu	1,243,200
Houston	6,449,600

REGION	DMA PERSONS 12+
Huntsville-Decatur (Flor)	909,400
Idaho Falls-Pocatillo(Jcksn)	362,900
Indianapolis	2,679,700
Jackson, MS	752,300
Jackson, TN	214,400
Jacksonville	1,790,100
Johnstown-Altoona-St Colge	646,700
Jonesboro	192,100
Joplin-Pittsburg	336,800
Juneau	27,800
Kansas City	2,234,300
Knoxville	1,252,800
La Crosse-Eau Claire	491,700
Lafayette, IN	170,900
Lafayette, LA	524,600
Lake Charles	227,100
Lansing	588,000
Laredo	224,000
Las Vegas	2,044,600
Lexington	1,137,800
Lima	153,200
Lincoln & Hastings-Krny	639,600
Little Rock-Pine Bluff	1,259,000
Los Angeles	15,587,700
Louisville	1,552,100
Lubbock	396,100
Macon	580,700
Madison	912,200
Mankato	109,200
Marquette	190,000
Medford-Klamath Falls	402,400
Memphis	1,516,400
Meridian	143,200
Miami-Ft. Lauderdale	4,098,400
Milwaukee	1,999,300
Minneapolis-St. Paul	4,224,100
Minot-Bsmrck-Dcknsn(Wlstn)	358,000
Missoula	290,100
Mobile-Pensacola (Ft Walt)	1,317,800
Monroe-El Dorado	388,000
Monterey-Salinas	660,200
Montgomery-Selma	540,400
Myrtle Beach-Florence	701,000
Nashville	2,676,700
New Orleans	1,501,900

REGION	DMA PERSONS 12+
New York	18,842,900
Norfolk-Portsmouth-Newport News	1,704,700
North Platte	30,600
Odessa-Midland	387,000
Oklahoma City	1,689,700
Omaha	999,900
Orlando-Daytona Beach-Melbourne	4,047,600
Ottumwa-Kirkville	104,100
Paducah-Cape Girardeau-Harsburg	800,900
Palm Springs	412,300
Panama City	349,800
Parkersburg	130,000
Peoria-Bloomington	530,200
Philadelphia	7,219,100
Phoenix (Prescott)	5,052,600
Pittsburgh	2,475,200
Portland, OR	3,074,900
Portland-Auburn	925,300
Presque Isle	58,400
Providence-New Bedford	1,473,300
Quincy-Hannibal-Keokuk	215,700
Raleigh-Durham (Fayetteville)	2,901,900
Rapid City	233,900
Reno	707,900
Richmond-Petersburg	1,357,500
Roanoke-Lynchburg	1,002,400
Rochester, NY	942,400
Rochester-Mason City-Austin	326,300
Rockford	395,200
Sacramento-Stokton-Modesto	3,865,900
Salisbury	409,800
Salt Lake City	2,939,100
San Angelo	128,700
San Antonio	2,499,200
San Diego	2,841,400
San Francisco-Oak-San Jose	6,543,600
Santa Barbara-San Marcos-Santa Luis Obispo	636,200
Savannah	863,400
Seattle-Tacoma	4,861,700
Sherman-Ada	300,600
Shreveport	815,400
Sioux City	349,100
Sioux Falls (Mitchell)	613,200
South Bend-Elkhart	764,900
Spokane	1,104,900

REGION	DMA PERSONS 12+
Springfield, MO	960,800
Springfield-Holyoke	612,400
St. Joseph	102,000
St. Louis	2,737,400
Syracuse	868,500
Tallahassee-Thomasville	661,400
Tampa-St. Pete (Sarasota)	4,570,800
Terre Haute	314,100
Toledo	903,700
Topeka	393,200
Traverse City-Cadillac	547,100
Tri-Cities, TN-VA	693,600
Tucson (Sierra Vista)	1,070,200
Tulsa	1,225,500
Twin Falls	176,500
Tyler-Longview(Lfkn&Ncgd)	651,800
Utica	232,100
Victoria	76,400
Waco-Temple-Bryan	960,000
Washington, DC (Hagrstwn)	6,164,300
Watertown	212,600
Wausau-Rhineland	398,300
West Palm Beach-Ft. Pierce	1,963,600
Wheeling-Steubenville	276,100
Wichita Falls & Lawton	352,600
Wichita-Hutchinson Plus	1,016,800
Wilkes Barre-Scranton-Hztn	1,317,600
Wilmington	463,600
Yakima-Pasco-RchInd-Knnwck	640,200
Youngstown	553,100
Yuma-El Centro	319,100
Zanesville	73,700