RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION
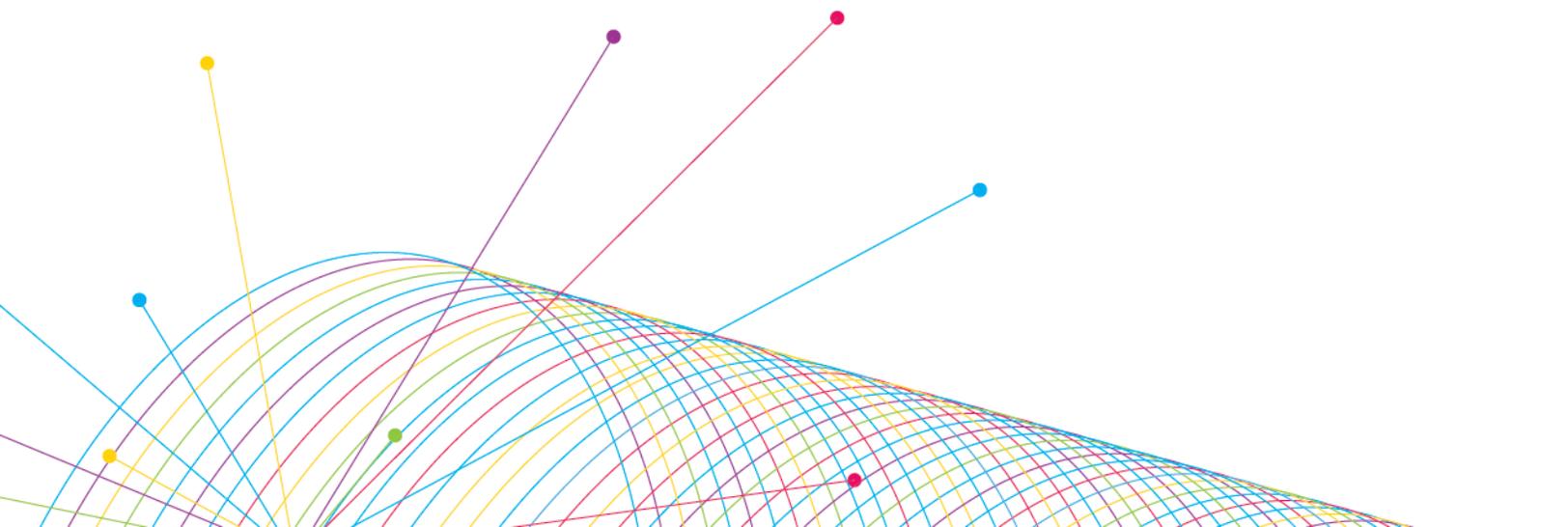
FALL 2016

These population estimates are based upon Census 2010 counts updated and projected to January 1, 2017, by Nielsen Demographics. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Fall 2016 Nielsen Audio market definitions.

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	16,350,800	3,982,200	2,771,300
003	2	PPM	13	Los Angeles	BH	11,497,600	4,917,600	822,400
005	3	PPM	13	Chicago	BH	7,980,800	1,632,400	1,347,300
009	4	PPM	13	San Francisco	BH	6,694,200	1,482,100	449,300
024	5	PPM	13	Dallas-Ft. Worth	BH	5,950,300	1,566,400	960,100
033	6	PPM	13	Houston-Galveston	BH	5,718,100	1,948,100	992,500
015	7	PPM	13	Washington, DC	BH	4,899,700	752,000	1,306,400
047	8	PPM	13	Atlanta	BH	4,747,700	465,100	1,618,500
007	9	PPM	13	Philadelphia	BH	4,593,300	388,300	945,400
013	10	PPM	13	Boston	BH	4,280,100	446,800	331,600
429	11	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	4,035,200	2,084,800	835,200
011	12	PPM	13	Detroit	B	3,818,800	148,300	839,700
039	13	PPM	13	Seattle-Tacoma	BH	3,779,500	324,400	246,600
057	14	PPM	13	Phoenix	BH	3,586,100	994,300	210,000
540	15	4S	4	Puerto Rico		2,980,300	*	*
027	16	PPM	13	Minneapolis-St. Paul	BH	2,935,000	148,400	245,600
063	17	PPM	13	San Diego	BH	2,843,600	891,800	157,200
035	18	PPM	13	Denver-Boulder	BH	2,680,800	539,700	152,300
087	19	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,650,100	458,200	313,700
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,481,000	424,200	241,800
021	21	PPM	13	Baltimore	BH	2,408,600	127,000	697,100
017	22	PPM	13	St. Louis	B	2,348,100	66,300	436,500
051	23	PPM	13	Portland, OR	H	2,308,900	275,500	75,200
093	24	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,254,800	192,600	512,100
379	25	PPM	13	Riverside-San Bernardino	BH	2,073,700	1,078,700	181,900
059	26	PPM	13	San Antonio	BH	2,043,700	1,076,800	148,600
023	27	PPM	13	Pittsburgh, PA	B	2,001,500	33,400	178,000
065	28	PPM	13	Sacramento	BH	1,992,700	379,900	158,600
101	29	PPM	13	Salt Lake City-Ogden-Provo	H	1,885,700	264,400	30,500
257	30	PPM	13	Las Vegas	BH	1,838,300	519,800	219,900
031	31	PPM	13	Cincinnati	B	1,820,300	50,900	230,800
131	32	PPM	13	Orlando	BH	1,817,100	557,400	303,600
019	33	PPM	13	Cleveland	BH	1,774,700	89,600	354,400

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
135	34	PPM	13	Austin	BH	1,745,300	522,200	133,400
041	35	PPM	13	Kansas City	BH	1,720,900	139,200	229,700
215	36	PPM	13	San Jose	H	1,655,000	407,000	48,400
045	37	PPM	13	Columbus, OH	B	1,647,400	60,800	268,700
115	38	PPM	13	Raleigh-Durham	BH	1,546,600	148,400	349,200
049	39	PPM	13	Indianapolis	BH	1,528,300	91,000	247,400
393	40	2S	2	Hudson Valley	BH	1,518,500	317,600	193,600
043	41	PPM	13	Milwaukee-Racine	BH	1,502,500	142,300	233,600
413	42	PPM	13	Middlesex-Somerset-Union	BH	1,489,800	328,600	203,800
073	43	PPM	13	Nashville	BH	1,437,400	92,600	236,600
077	44	PPM	13	Providence-Warwick-Pawtucket	BH	1,410,100	155,500	78,800
109	45	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,409,100	90,300	439,700
166	46	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,276,500	106,400	290,200
299	47	PPM	13	West Palm Beach-Boca Raton	BH	1,269,200	260,500	224,700
107	48	PPM	13	Jacksonville	BH	1,267,300	101,200	267,100
053	49	4S	4	New Orleans	BH	1,260,100	101,500	396,700
083	50	4S	4	Oklahoma City	BH	1,251,000	134,400	135,800
075	51	PPM	13	Memphis	B	1,120,600	54,500	516,800
061	52	PPM	13	Hartford-New Britain-Middletown	BH	1,080,100	156,300	124,700
516	53	2S	2	Monmouth-Ocean	H	1,042,900	97,000	57,400
105	54	4S	4	Richmond	B	1,041,400	59,700	313,500
055	55	4S	4	Louisville	B	1,038,700	42,900	159,300
269	56	2S	2	McAllen-Brownsville-Harlingen	H	1,012,400	904,500	6,000
037	57	4S	4	Buffalo-Niagara Falls	B	987,000	43,100	120,300
079	58	4S	4	Rochester, NY	B	966,200	61,500	107,700
191	59	4S	4	Greenville-Spartanburg	B	958,300	58,900	168,700
515	60	2S	2	Ft. Myers-Naples-Marco Island	H	958,100	194,900	72,700
095	61	4S	4	Birmingham	B	919,400	34,900	272,400
207	62	4S	4	Tucson	H	872,500	295,700	34,800
099	63	4S	4	Honolulu		858,400	76,600	44,600
067	64	4S	4	Dayton	B	836,500	20,300	122,100
103	65	4S	4	Tulsa		818,500	68,000	72,500
069	66	4S	4	Albany-Schenectady-Troy		813,900	41,400	65,500
089	67	4S	4	Fresno	H	800,100	397,800	41,600
127	68	4S	4	Grand Rapids		779,000	68,400	59,900
141	69	4S	4	Albuquerque	H	760,500	351,500	21,700
145	70	4S	4	Allentown-Bethlehem	H	724,000	104,300	39,400

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071	71	4S	4	Des Moines		722,700	39,400	34,300
121	72	4S	4	Knoxville		716,600	26,700	45,900
085	73	4S	4	Omaha-Council Bluffs		704,400	66,200	61,800
373	74	2S	2	Sarasota-Bradenton	H	702,800	76,200	45,900
223	75	4S	4	Baton Rouge	B	698,500	26,800	243,100
175	76	4S	4	Wilkes Barre-Scranton		691,100	58,100	38,300
161	77	4S	4	El Paso	H	686,600	545,300	26,600
231	78	4S	4	Charleston, SC	B	652,900	31,500	169,900
143	79	4S	4	Bakersfield	H	647,400	337,900	35,600
139	80	2S	2	Wilmington, DE	B	623,700	49,600	132,200
081	81	4S	4	Akron	B	611,000	11,500	77,400
291	82	2S	2	Stockton	H	608,300	233,300	47,900
119	83	4S	4	Harrisburg-Lebanon-Carlisle		608,000	39,300	54,200
283	84	4S	4	Monterey-Salinas-Santa Cruz	H	601,400	269,900	16,200
183	85	4S	4	Columbia, SC	B	599,000	30,400	200,400
123	86	4S	4	Little Rock	B	597,500	28,200	141,200
181	87	4S	4	Chattanooga	B	591,300	23,800	71,700
550	88	2S	2	Gainesville-Ocala	BH	589,700	60,200	87,800
361	89	4S	4	Greenville-New Bern-Jacksonville	B	585,000	44,500	140,000
233	90	4S	4	Colorado Springs	H	577,000	87,700	43,800
091	91	4S	4	Syracuse		569,100	21,200	48,900
311	92	2S	2	Lakeland-Winter Haven	BH	568,800	106,800	84,000
341	93	2S	2	Daytona Beach	BH	565,200	64,100	60,100
177	94	4S	4	Spokane		557,600	26,400	12,600
197	95	2S	2	Portland, ME		556,600	10,000	13,600
117	96	4S	4	Springfield, MA	H	552,500	96,900	39,400
229	97	2S	2	Boise	H	547,800	65,800	7,500
275	98	2S	2	Reno	H	547,200	110,100	14,400
517	99	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	541,500	74,700	70,500
133	100	4S	4	Mobile	B	531,500	17,600	139,800
171	101	4S	4	Madison		527,900	27,300	25,900
097	102	4S	4	Toledo	B	515,400	30,900	76,400
331	103	2S	2	Melbourne-Titusville-Cocoa	B	513,500	47,600	53,100
259	104	2S	2	Lexington-Fayette	B	510,400	23,700	54,400
125	105	4S	4	Wichita	H	510,000	57,700	44,000
293	106	2S	2	Visalia-Tulare-Hanford	H	491,100	286,200	14,900
327	107	4S	4	Huntsville	B	489,100	24,400	100,800
253	108	2S	2	Lafayette, LA	B	484,800	17,900	128,800
305	109	2S	2	Augusta, GA	B	480,300	25,300	166,500

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155	110	2S	2	Corpus Christi	H	480,100	287,700	18,400
590	111	2A	2	Ft. Collins-Greeley, CO	H	477,200	80,100	7,700
301	112	4S	4	York		472,000	28,900	24,600
345	113	4S	4	Johnson City-Kingsport-Bristol		468,700	9,600	14,100
419	114	2S	2	Victor Valley	BH	463,900	185,400	50,400
255	115	2S	2	Lancaster		455,800	42,600	18,600
165	116	2S	2	Ft. Wayne		455,700	23,900	39,800
113	117	2S	2	Worcester	H	450,500	46,300	27,100
343	118	2S	2	Modesto	H	450,000	188,200	14,400
277	119	2S	2	Roanoke-Lynchburg	B	448,200	13,900	71,600
594	120	2S	2	Oxnard-Ventura	H	440,100	231,800	10,500
565	121	2C	2	Morristown, NJ	H	434,500	57,300	15,800
062	122	2S	2	New Haven	BH	430,100	59,500	62,900
247	123	2S	2	Portsmouth-Dover-Rochester		429,600	10,000	5,100
337	124	2S	2	Bridgeport	BH	422,600	77,500	62,000
317	125	2S	2	Pensacola	B	419,100	23,000	70,100
503	126	2A	2	Fayetteville (North West Arkansas)	H	418,900	59,300	12,600
169	127	4S	4	Jackson, MS	B	417,700	8,900	201,100
195	128	2S	2	Lansing-East Lansing	B	411,000	24,700	39,900
359	129	2S	2	Fayetteville, NC	B	378,900	36,000	129,000
129	130	2S	2	Youngstown-Warren	B	376,500	13,400	46,200
265	131	2S	2	Macon	B	369,700	15,400	141,400
592	132	2S	2	Palm Springs	H	361,400	167,900	10,300
273	133	2A	2	Reading, PA	H	356,200	62,400	17,300
203	134	2S	2	Springfield, MO		352,700	10,900	11,700
271	135	2S	2	Salisbury-Ocean City	B	349,700	22,300	61,700
082	136	2S	2	Canton		348,000	6,300	27,500
163	137	2S	2	Flint	B	347,200	10,400	71,800
111	138	4S	4	Shreveport	B	346,700	12,900	132,800
303	139	2S	2	Appleton-Oshkosh		345,500	12,300	6,600
562	140	2A	2	Killeen-Temple, TX	B	340,500	73,600	73,600
510	141	2A	2	Myrtle Beach, SC	B	336,600	16,800	53,900
502	142	2S	2	Tyler-Longview	BH	336,400	57,900	61,200
149	143	2A	2	Beaumont-Port Arthur, TX	BH	334,700	46,600	81,100
416	144	2S	2	Fredericksburg	B	334,000	29,000	62,100
533	145	2S	2	Biloxi-Gulfport-Pascagoula	B	332,400	16,900	71,600
505	146	2S	2	Burlington-Plattsburgh		329,900	8,100	10,000
281	147	2A	2	Saginaw-Bay City-Midland, MI	B	328,000	18,100	33,900
285	148	2S	2	Savannah	B	326,300	18,400	106,900

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547	149	2A	2	Stamford-Norwalk, CT	H	324,800	60,200	27,300
412	150	2A	2	Flagstaff-Prescott, AZ	H	323,400	41,200	5,400
241	151	2S	2	Eugene-Springfield		323,200	24,500	5,100
537	152	2S	2	Trenton	BH	320,200	52,200	63,600
542	153	2A	2	Newburgh-Middletown, NY	BH	317,700	60,000	35,000
367	154	2S	2	Atlantic City-Cape May	BH	317,000	46,800	39,500
581	155	2A	2	Ann Arbor, MI	B	316,500	13,700	41,700
157	156	2S	2	Quad Cities (Davenport-Rock Island-Moline)		312,800	24,600	24,700
173	157	2S	2	Montgomery	B	306,900	8,700	132,000
137	158	2S	2	Peoria	B	302,900	10,000	30,200
221	159	2S	2	Asheville		297,600	15,300	16,600
335	160	2A	2	Traverse City-Petoskey-Cadillac, MI		297,300	6,600	4,600
279	161	2S	2	Rockford	BH	286,700	34,700	32,000
589	162	2A	2	Ft. Smith, AR		283,400	21,300	11,800
333	163	2S	2	Tallahassee	B	282,800	17,400	84,000
561	164	2A	2	Odessa-Midland, TX	H	269,300	132,900	14,700
185	164	2S	2	Evansville		269,300	5,800	19,600
193	166	2S	2	Huntington-Ashland		266,400	3,200	8,900
261	167	2S	2	Lincoln		263,300	15,800	11,800
524	168	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		260,300	11,400	20,800
518	169	2A	2	Poughkeepsie, NY	BH	259,500	29,400	28,400
263	170	2S	2	Lubbock	H	257,200	83,600	18,400
147	171	2A	2	Amarillo, TX	H	256,300	70,400	15,600
295	172	2S	2	Utica-Rome		253,800	11,200	13,900
556	173	2A	2	San Luis Obispo, CA	H	249,500	51,100	5,200
315	174	2S	2	Anchorage		248,500	21,800	18,500
555	175	2A	2	Morgantown-Clarksburg-Fairmont, WV		247,200	4,500	8,600
426	176	2S	2	Concord (Lakes Region)		241,400	4,200	3,100
597	177	2A	2	Wausau-Stevens Point, WI (Central WI)		240,400	5,800	2,500
239	178	2S	2	Erie		238,100	8,300	17,900
563	179	2A	2	New London, CT		236,500	22,900	16,700
536	180	2A	2	Merced, CA	H	235,500	124,000	8,300
371	181	2A	2	Tri-Cities, WA (Richland-Kennewick-Pasco)	H	231,700	63,800	5,400
365	182	2C	2	New Bedford-Fall River, MA		231,500	22,900	12,600
391	183	2A	2	Ft. Walton Beach-Destin, FL	B	228,200	17,900	21,300

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287	184	2S	2	South Bend	B	227,400	16,800	29,900
235	185	2S	2	Columbus, GA	B	225,800	16,400	98,700
251	186	2S	2	Kalamazoo	B	225,100	10,200	26,500
245	187	2S	2	Green Bay		219,700	15,300	6,100
549	188	2A	2	Bryan-College Station, TX	BH	218,500	49,700	25,200
319	189	2A	2	Sioux Falls, SD		218,100	8,400	8,900
506	190	2A	2	Laredo, TX	H	215,100	203,400	1,000
227	191	2S	2	Binghamton		213,300	7,100	10,800
501	192	2A	2	Dothan, AL	B	212,200	8,800	46,200
528	193	2C	2	Frederick, MD	B	211,600	17,500	20,400
153	194	2S	2	Charleston, WV		210,600	2,300	14,200
530	195	2A	2	Cape Cod, MA		208,700	5,600	6,500
309	196	2A	2	Waco, TX	BH	208,500	48,700	30,300
325	197	2A	2	Yakima, WA	H	202,100	90,000	2,600
187	198	2S	2	Fargo-Moorhead		201,800	5,400	7,500
267	199	2S	2	Manchester		201,400	11,700	5,400
387	199	2A	2	Salina-Manhattan, KS		201,400	16,700	13,700
593	201	2A	2	Danbury, CT		200,500	28,500	7,200
567	202	2A	2	Santa Maria-Lompoc, CA	H	199,200	104,400	5,800
508	203	2A	2	Chico, CA	H	197,500	28,600	4,300
205	204	2S	2	Topeka		196,900	16,900	14,100
436	205	2A	2	Bend, OR		194,400	15,500	1,500
151	206	2S	2	Cedar Rapids		188,400	5,200	9,700
553	207	2A	2	Charlottesville, VA	B	186,200	8,300	23,500
339	208	2A	2	Medford-Ashland, OR	H	185,900	20,200	2,300
591	209	2A	2	Santa Barbara, CA	H	184,300	55,200	3,500
159	210	2S	2	Duluth-Superior		179,800	3,200	4,900
569	211	2A	2	Winchester, VA		178,400	12,500	10,200
441	212	2A	2	Las Cruces, NM	H	178,100	114,900	3,500
596	213	2A	2	Tuscaloosa, AL	B	177,700	5,500	54,600
307	214	2S	2	Terre Haute		175,600	3,600	9,400
554	215	2A	2	Florence, SC	B	175,000	3,800	71,900
434	216	2A	2	Sunbury-Selinsgrove-Lewisburg, PA		171,900	6,000	6,200
522	217	2A	2	Laurel-Hattiesburg, MS	B	171,500	5,100	49,400
422	218	2A	2	Muncie-Marion, IN		171,100	4,500	12,600
526	219	2S	2	Bangor		168,600	2,000	2,200
584	220	2A	2	Lake Charles, LA	B	167,900	5,300	41,700
559	221	2A	2	La Crosse, WI		167,000	3,500	2,800
532	222	2A	2	Rochester, MN		162,900	6,400	7,700

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595	223	2S	2	Lafayette, IN		162,100	11,400	8,600
497	224	2A	2	Jonesboro, AR		161,200	5,400	15,000
423	225	2A	2	Hilton Head, SC	BH	160,100	15,500	28,600
421	226	2A	2	Olean, NY		158,500	3,000	3,400
431	227	2A	2	Lebanon-Hanover-White River Junction, NH-VT		157,800	3,300	2,600
573	228	2A	2	Panama City, FL	B	157,500	8,800	17,900
557	229	2A	2	Elmira-Corning, NY		157,300	3,500	7,300
576	230	2A	2	Lima, OH		155,500	4,500	12,100
509	231	2A	2	Redding, CA		154,900	13,600	2,400
564	232	2A	2	Columbia, MO	B	153,300	4,700	15,200
534	233	2A	2	Joplin, MO		148,800	8,900	3,700
323	234	2S	2	Bloomington		147,800	6,500	11,800
566	235	2A	2	Muskegon, MI	B	147,400	7,000	21,400
546	236	2A	2	Abilene, TX	H	144,100	30,900	11,400
586	237	2A	2	Eau Claire, WI		143,100	2,900	2,200
353	238	2S	2	Pueblo	H	140,800	57,300	3,300
297	239	2A	2	Waterloo-Cedar Falls, IA		136,100	4,500	10,600
225	240	2A	2	Billings, MT		134,400	6,400	1,700
580	241	2A	2	Albany, GA	B	132,700	3,900	69,800
585	242	2A	2	Monroe, LA	B	131,200	3,100	47,600
425	243	2A	2	LaSalle-Peru, IL		129,300	10,300	3,100
539	244	2A	2	Parkersburg-Marietta, WV-OH		128,300	1,500	2,300
511	245	2A	2	Grand Junction, CO	H	127,400	16,400	1,800
404	246	2A	2	Florence-Muscle Shoals, AL	B	127,300	3,000	16,400
179	247	2S	2	Wheeling		125,200	1,300	4,900
579	248	2A	2	Sussex, NJ		124,700	9,100	3,000
462	249	2A	2	Twin Falls-Sun Valley, ID	H	121,900	23,200	1,100
209	250	2A	2	Wichita Falls, TX	BH	120,200	20,000	12,400
381	251	2A	2	Grand Island-Kearney-Hastings, NE	H	119,500	17,700	2,100
433	252	2A	2	Valdosta, GA	B	118,600	6,700	40,000
512	253	2A	2	Texarkana, TX-AR	B	116,900	7,100	28,600
519	254	2A	2	Harrisonburg, VA		116,100	12,200	5,600
545	255	2A	2	Rapid City, SD		115,500	5,000	3,200
531	256	2A	2	Battle Creek, MI	B	114,000	4,800	13,300
219	257	2S	2	Altoona		108,400	1,300	2,500
432	258	2S	2	Montpelier-Barre-St. Johnsbury		107,200	1,900	1,400
582	259	2A	2	Bismarck, ND		107,000	2,500	2,000
527	260	2A	2	Augusta-Waterville, ME		104,400	1,500	1,000

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
523	261	2A	2	Sioux City, IA	H	101,900	17,400	3,900
548	262	2A	2	San Angelo, TX	H	101,300	37,100	4,700
578	263	2A	2	Williamsport, PA		100,000	2,200	5,000
418	264	2A	2	Sheboygan, WI		99,500	5,100	2,200
577	265	2A	2	Watertown, NY		95,400	7,000	6,900
520	266	2A	2	Bluefield, WV		89,400	1,000	5,000
513	267	2A	2	Brunswick, GA	B	87,800	4,300	19,100
383	268	2A	2	Hot Springs, AR		84,100	4,100	7,500
560	269	2A	2	Cheyenne, WY	H	83,000	11,200	3,700
289	270	2A	2	Jackson, TN	B	82,300	2,700	30,300
572	271	2A	2	Grand Forks, ND-MN		79,000	3,600	3,300
558	272	2A	2	Beckley, WV		65,700	1,100	5,700

TOTAL 1-25 METRO PERSONS 12+ POPULATION: 113,416,100

TOTAL 1-50 METRO PERSONS 12+ POPULATION: 149,179,500

TOTAL 1-100 METRO PERSONS 12+ POPULATION: 185,375,700

TOTAL 1-272 METRO PERSONS 12+ POPULATION: 226,966,100

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 86,700), Rockland, NY (population 270,200) and Westchester, NY (population 843,900) 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 545,000) 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 Stamford-Norwalk, CT Metro is embedded in the New York Metro.

[8] Stafford County (population 121,400) is included in the Fredericksburg and Washington, DC Metro definitions.

[9] The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.

[10] The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.

[11] The Frederick, MD Metro is embedded in the Washington, DC Metro.

[12] The M-Split portion of Rockingham County (population 50,700) is included in the Manchester and 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, 4S – 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	236	2A	2	H	144,100	30,900	11,400
Akron	081	81	4S	4	B	611,000	11,500	77,400
Albany, GA	580	241	2A	2	B	132,700	3,900	69,800
Albany-Schenectady-Troy	069	66	4S	4		813,900	41,400	65,500
Albuquerque	141	69	4S	4	H	760,500	351,500	21,700
Allentown-Bethlehem	145	70	4S	4	H	724,000	104,300	39,400
Altoona	219	257	2S	2		108,400	1,300	2,500
Amarillo, TX	147	171	2A	2	H	256,300	70,400	15,600
Anchorage	315	174	2S	2		248,500	21,800	18,500
Ann Arbor, MI	581	155	2A	2	B	316,500	13,700	41,700
Appleton-Oshkosh	303	139	2S	2		345,500	12,300	6,600
Asheville	221	159	2S	2		297,600	15,300	16,600
Atlanta	047	8	PPM	13	BH	4,747,700	465,100	1,618,500
Atlantic City-Cape May	367	154	2S	2	BH	317,000	46,800	39,500
Augusta, GA	305	109	2S	2	B	480,300	25,300	166,500
Augusta-Waterville, ME	527	260	2A	2		104,400	1,500	1,000
Austin	135	34	PPM	13	BH	1,745,300	522,200	133,400
Bakersfield	143	79	4S	4	H	647,400	337,900	35,600
Baltimore	021	21	PPM	13	BH	2,408,600	127,000	697,100
Bangor	526	219	2S	2		168,600	2,000	2,200
Baton Rouge	223	75	4S	4	B	698,500	26,800	243,100
Battle Creek, MI	531	256	2A	2	B	114,000	4,800	13,300
Beaumont-Port Arthur, TX	149	143	2A	2	BH	334,700	46,600	81,100
Beckley, WV	558	272	2A	2		65,700	1,100	5,700
Bend, OR	436	205	2A	2		194,400	15,500	1,500
Billings, MT	225	240	2A	2		134,400	6,400	1,700
Biloxi-Gulfport-Pascagoula	533	145	2S	2	B	332,400	16,900	71,600
Binghamton	227	191	2S	2		213,300	7,100	10,800
Birmingham	095	61	4S	4	B	919,400	34,900	272,400
Bismarck, ND	582	259	2A	2		107,000	2,500	2,000
Bloomington	323	234	2S	2		147,800	6,500	11,800
Bluefield, WV	520	266	2A	2		89,400	1,000	5,000
Boise	229	97	2S	2	H	547,800	65,800	7,500
Boston	013	10	PPM	13	BH	4,280,100	446,800	331,600
Bridgeport	337	124	2S	2	BH	422,600	77,500	62,000
Brunswick, GA	513	267	2A	2	B	87,800	4,300	19,100
Bryan-College Station, TX	549	188	2A	2	BH	218,500	49,700	25,200

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Buffalo-Niagara Falls	037	57	4S	4	B	987,000	43,100	120,300
Burlington-Plattsburgh	505	146	2S	2		329,900	8,100	10,000
Canton	082	136	2S	2		348,000	6,300	27,500
Cape Cod, MA	530	195	2A	2		208,700	5,600	6,500
Cedar Rapids	151	206	2S	2		188,400	5,200	9,700
Charleston, SC	231	78	4S	4	B	652,900	31,500	169,900
Charleston, WV	153	194	2S	2		210,600	2,300	14,200
Charlotte-Gastonia-Rock Hill	093	24	PPM	13	BH	2,254,800	192,600	512,100
Charlottesville, VA	553	207	2A	2	B	186,200	8,300	23,500
Chattanooga	181	87	4S	4	B	591,300	23,800	71,700
Cheyenne, WY	560	269	2A	2	H	83,000	11,200	3,700
Chicago	005	3	PPM	13	BH	7,980,800	1,632,400	1,347,300
Chico, CA	508	203	2A	2	H	197,500	28,600	4,300
Cincinnati	031	31	PPM	13	B	1,820,300	50,900	230,800
Cleveland	019	33	PPM	13	BH	1,774,700	89,600	354,400
Colorado Springs	233	90	4S	4	H	577,000	87,700	43,800
Columbia, MO	564	232	2A	2	B	153,300	4,700	15,200
Columbia, SC	183	85	4S	4	B	599,000	30,400	200,400
Columbus, GA	235	185	2S	2	B	225,800	16,400	98,700
Columbus, OH	045	37	PPM	13	B	1,647,400	60,800	268,700
Concord (Lakes Region)	426	176	2S	2		241,400	4,200	3,100
Corpus Christi	155	110	2S	2	H	480,100	287,700	18,400
Dallas-Ft. Worth	024	5	PPM	13	BH	5,950,300	1,566,400	960,100
Danbury, CT	593	201	2A	2		200,500	28,500	7,200
Dayton	067	64	4S	4	B	836,500	20,300	122,100
Daytona Beach	341	93	2S	2	BH	565,200	64,100	60,100
Denver-Boulder	035	18	PPM	13	BH	2,680,800	539,700	152,300
Des Moines	071	71	4S	4		722,700	39,400	34,300
Detroit	011	12	PPM	13	B	3,818,800	148,300	839,700
Dothan, AL	501	192	2A	2	B	212,200	8,800	46,200
Duluth-Superior	159	210	2S	2		179,800	3,200	4,900
Eau Claire, WI	586	237	2A	2		143,100	2,900	2,200
El Paso	161	77	4S	4	H	686,600	545,300	26,600
Elmira-Corning, NY	557	229	2A	2		157,300	3,500	7,300
Erie	239	178	2S	2		238,100	8,300	17,900
Eugene-Springfield	241	151	2S	2		323,200	24,500	5,100
Evansville	185	164	2S	2		269,300	5,800	19,600
Fargo-Moorhead	187	198	2S	2		201,800	5,400	7,500
Fayetteville (North West Arkansas)	503	126	2A	2	H	418,900	59,300	12,600

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Fayetteville, NC	359	129	2S	2	B	378,900	36,000	129,000
Flagstaff-Prescott, AZ	412	150	2A	2	H	323,400	41,200	5,400
Flint	163	137	2S	2	B	347,200	10,400	71,800
Florence, SC	554	215	2A	2	B	175,000	3,800	71,900
Florence-Muscle Shoals, AL	404	246	2A	2	B	127,300	3,000	16,400
Frederick, MD	528	193	2C	2	B	211,600	17,500	20,400
Fredericksburg	416	144	2S	2	B	334,000	29,000	62,100
Fresno	089	67	4S	4	H	800,100	397,800	41,600
Ft. Collins-Greeley, CO	590	111	2A	2	H	477,200	80,100	7,700
Ft. Myers-Naples-Marco Island	515	60	2S	2	H	958,100	194,900	72,700
Ft. Pierce-Stuart-Vero Beach	517	99	2S	2	BH	541,500	74,700	70,500
Ft. Smith, AR	589	162	2A	2		283,400	21,300	11,800
Ft. Walton Beach-Destin, FL	391	183	2A	2	B	228,200	17,900	21,300
Ft. Wayne	165	116	2S	2		455,700	23,900	39,800
Gainesville-Ocala	550	88	2S	2	BH	589,700	60,200	87,800
Grand Forks, ND-MN	572	271	2A	2		79,000	3,600	3,300
Grand Island-Kearney-Hastings, NE	381	251	2A	2	H	119,500	17,700	2,100
Grand Junction, CO	511	245	2A	2	H	127,400	16,400	1,800
Grand Rapids	127	68	4S	4		779,000	68,400	59,900
Green Bay	245	187	2S	2		219,700	15,300	6,100
Greensboro-Winston-Salem-High Point	166	46	PPM	13	BH	1,276,500	106,400	290,200
Greenville-New Bern-Jacksonville	361	89	4S	4	B	585,000	44,500	140,000
Greenville-Spartanburg	191	59	4S	4	B	958,300	58,900	168,700
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	168	2A	2		260,300	11,400	20,800
Harrisburg-Lebanon-Carlisle	119	83	4S	4		608,000	39,300	54,200
Harrisonburg, VA	519	254	2A	2		116,100	12,200	5,600
Hartford-New Britain-Middletown	061	52	PPM	13	BH	1,080,100	156,300	124,700
Hilton Head, SC	423	225	2A	2	BH	160,100	15,500	28,600
Honolulu	099	63	4S	4		858,400	76,600	44,600
Hot Springs, AR	383	268	2A	2		84,100	4,100	7,500
Houston-Galveston	033	6	PPM	13	BH	5,718,100	1,948,100	992,500
Hudson Valley	393	40	2S	2	BH	1,518,500	317,600	193,600
Huntington-Ashland	193	166	2S	2		266,400	3,200	8,900
Huntsville	327	107	4S	4	B	489,100	24,400	100,800
Indianapolis	049	39	PPM	13	BH	1,528,300	91,000	247,400
Jackson, MS	169	127	4S	4	B	417,700	8,900	201,100
Jackson, TN	289	270	2A	2	B	82,300	2,700	30,300
Jacksonville	107	48	PPM	13	BH	1,267,300	101,200	267,100

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Johnson City-Kingsport-Bristol	345	113	4S	4		468,700	9,600	14,100
Jonesboro, AR	497	224	2A	2		161,200	5,400	15,000
Joplin, MO	534	233	2A	2		148,800	8,900	3,700
Kalamazoo	251	186	2S	2	B	225,100	10,200	26,500
Kansas City	041	35	PPM	13	BH	1,720,900	139,200	229,700
Killeen-Temple, TX	562	140	2A	2	B	340,500	73,600	73,600
Knoxville	121	72	4S	4		716,600	26,700	45,900
La Crosse, WI	559	221	2A	2		167,000	3,500	2,800
Lafayette, IN	595	223	2S	2		162,100	11,400	8,600
Lafayette, LA	253	108	2S	2	B	484,800	17,900	128,800
Lake Charles, LA	584	220	2A	2	B	167,900	5,300	41,700
Lakeland-Winter Haven	311	92	2S	2	BH	568,800	106,800	84,000
Lancaster	255	115	2S	2		455,800	42,600	18,600
Lansing-East Lansing	195	128	2S	2	B	411,000	24,700	39,900
Laredo, TX	506	190	2A	2	H	215,100	203,400	1,000
Las Cruces, NM	441	212	2A	2	H	178,100	114,900	3,500
Las Vegas	257	30	PPM	13	BH	1,838,300	519,800	219,900
LaSalle-Peru, IL	425	243	2A	2		129,300	10,300	3,100
Laurel-Hattiesburg, MS	522	217	2A	2	B	171,500	5,100	49,400
Lebanon-Hanover-White River Junction, NH-VT	431	227	2A	2		157,800	3,300	2,600
Lexington-Fayette	259	104	2S	2	B	510,400	23,700	54,400
Lima, OH	576	230	2A	2		155,500	4,500	12,100
Lincoln	261	167	2S	2		263,300	15,800	11,800
Little Rock	123	86	4S	4	B	597,500	28,200	141,200
Los Angeles	003	2	PPM	13	BH	11,497,600	4,917,600	822,400
Louisville	055	55	4S	4	B	1,038,700	42,900	159,300
Lubbock	263	170	2S	2	H	257,200	83,600	18,400
Macon	265	131	2S	2	B	369,700	15,400	141,400
Madison	171	101	4S	4		527,900	27,300	25,900
Manchester	267	199	2S	2		201,400	11,700	5,400
McAllen-Brownsville-Harlingen	269	56	2S	2	H	1,012,400	904,500	6,000
Medford-Ashland, OR	339	208	2A	2	H	185,900	20,200	2,300
Melbourne-Titusville-Cocoa	331	103	2S	2	B	513,500	47,600	53,100
Memphis	075	51	PPM	13	B	1,120,600	54,500	516,800
Merced, CA	536	180	2A	2	H	235,500	124,000	8,300
Miami-Ft. Lauderdale-Hollywood	429	11	PPM	13	BH	4,035,200	2,084,800	835,200
Middlesex-Somerset-Union	413	42	PPM	13	BH	1,489,800	328,600	203,800
Milwaukee-Racine	043	41	PPM	13	BH	1,502,500	142,300	233,600

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Minneapolis-St. Paul	027	16	PPM	13	BH	2,935,000	148,400	245,600
Mobile	133	100	4S	4	B	531,500	17,600	139,800
Modesto	343	118	2S	2	H	450,000	188,200	14,400
Monmouth-Ocean	516	53	2S	2	H	1,042,900	97,000	57,400
Monroe, LA	585	242	2A	2	B	131,200	3,100	47,600
Monterey-Salinas-Santa Cruz	283	84	4S	4	H	601,400	269,900	16,200
Montgomery	173	157	2S	2	B	306,900	8,700	132,000
Montpelier-Barre-St. Johnsbury	432	258	2S	2		107,200	1,900	1,400
Morgantown-Clarksburg-Fairmont, WV	555	175	2A	2		247,200	4,500	8,600
Morristown, NJ	565	121	2C	2	H	434,500	57,300	15,800
Muncie-Marion, IN	422	218	2A	2		171,100	4,500	12,600
Muskegon, MI	566	235	2A	2	B	147,400	7,000	21,400
Myrtle Beach, SC	510	141	2A	2	B	336,600	16,800	53,900
Nashville	073	43	PPM	13	BH	1,437,400	92,600	236,600
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,481,000	424,200	241,800
New Bedford-Fall River, MA	365	182	2C	2		231,500	22,900	12,600
New Haven	062	122	2S	2	BH	430,100	59,500	62,900
New London, CT	563	179	2A	2		236,500	22,900	16,700
New Orleans	053	49	4S	4	BH	1,260,100	101,500	396,700
New York	001	1	PPM	13	BH	16,350,800	3,982,200	2,771,300
Newburgh-Middletown, NY	542	153	2A	2	BH	317,700	60,000	35,000
Norfolk-Virginia Beach-Newport News	109	45	PPM	13	BH	1,409,100	90,300	439,700
Odessa-Midland, TX	561	164	2A	2	H	269,300	132,900	14,700
Oklahoma City	083	50	4S	4	BH	1,251,000	134,400	135,800
Olean, NY	421	226	2A	2		158,500	3,000	3,400
Omaha-Council Bluffs	085	73	4S	4		704,400	66,200	61,800
Orlando	131	32	PPM	13	BH	1,817,100	557,400	303,600
Oxnard-Ventura	594	120	2S	2	H	440,100	231,800	10,500
Palm Springs	592	132	2S	2	H	361,400	167,900	10,300
Panama City, FL	573	228	2A	2	B	157,500	8,800	17,900
Parkersburg-Marietta, WV-OH	539	244	2A	2		128,300	1,500	2,300
Pensacola	317	125	2S	2	B	419,100	23,000	70,100
Peoria	137	158	2S	2	B	302,900	10,000	30,200
Philadelphia	007	9	PPM	13	BH	4,593,300	388,300	945,400
Phoenix	057	14	PPM	13	BH	3,586,100	994,300	210,000
Pittsburgh, PA	023	27	PPM	13	B	2,001,500	33,400	178,000
Portland, ME	197	95	2S	2		556,600	10,000	13,600
Portland, OR	051	23	PPM	13	H	2,308,900	275,500	75,200
Portsmouth-Dover-Rochester	247	123	2S	2		429,600	10,000	5,100

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Poughkeepsie, NY	518	169	2A	2	BH	259,500	29,400	28,400
Providence-Warwick-Pawtucket	077	44	PPM	13	BH	1,410,100	155,500	78,800
Pueblo	353	238	2S	2	H	140,800	57,300	3,300
Puerto Rico	540	15	4S	4		2,980,300	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	156	2S	2		312,800	24,600	24,700
Raleigh-Durham	115	38	PPM	13	BH	1,546,600	148,400	349,200
Rapid City, SD	545	255	2A	2		115,500	5,000	3,200
Reading, PA	273	133	2A	2	H	356,200	62,400	17,300
Redding, CA	509	231	2A	2		154,900	13,600	2,400
Reno	275	98	2S	2	H	547,200	110,100	14,400
Richmond	105	54	4S	4	B	1,041,400	59,700	313,500
Riverside-San Bernardino	379	25	PPM	13	BH	2,073,700	1,078,700	181,900
Roanoke-Lynchburg	277	119	2S	2	B	448,200	13,900	71,600
Rochester, MN	532	222	2A	2		162,900	6,400	7,700
Rochester, NY	079	58	4S	4	B	966,200	61,500	107,700
Rockford	279	161	2S	2	BH	286,700	34,700	32,000
Sacramento	065	28	PPM	13	BH	1,992,700	379,900	158,600
Saginaw-Bay City-Midland, MI	281	147	2A	2	B	328,000	18,100	33,900
Salina-Manhattan, KS	387	199	2A	2		201,400	16,700	13,700
Salisbury-Ocean City	271	135	2S	2	B	349,700	22,300	61,700
Salt Lake City-Ogden-Provo	101	29	PPM	13	H	1,885,700	264,400	30,500
San Angelo, TX	548	262	2A	2	H	101,300	37,100	4,700
San Antonio	059	26	PPM	13	BH	2,043,700	1,076,800	148,600
San Diego	063	17	PPM	13	BH	2,843,600	891,800	157,200
San Francisco	009	4	PPM	13	BH	6,694,200	1,482,100	449,300
San Jose	215	36	PPM	13	H	1,655,000	407,000	48,400
San Luis Obispo, CA	556	173	2A	2	H	249,500	51,100	5,200
Santa Barbara, CA	591	209	2A	2	H	184,300	55,200	3,500
Santa Maria-Lompoc, CA	567	202	2A	2	H	199,200	104,400	5,800
Sarasota-Bradenton	373	74	2S	2	H	702,800	76,200	45,900
Savannah	285	148	2S	2	B	326,300	18,400	106,900
Seattle-Tacoma	039	13	PPM	13	BH	3,779,500	324,400	246,600
Sheboygan, WI	418	264	2A	2		99,500	5,100	2,200
Shreveport	111	138	4S	4	B	346,700	12,900	132,800
Sioux City, IA	523	261	2A	2	H	101,900	17,400	3,900
Sioux Falls, SD	319	189	2A	2		218,100	8,400	8,900
South Bend	287	184	2S	2	B	227,400	16,800	29,900
Spokane	177	94	4S	4		557,600	26,400	12,600

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Springfield, MA	117	96	4S	4	H	552,500	96,900	39,400
Springfield, MO	203	134	2S	2		352,700	10,900	11,700
St. Louis	017	22	PPM	13	B	2,348,100	66,300	436,500
Stamford-Norwalk, CT	547	149	2A	2	H	324,800	60,200	27,300
Stockton	291	82	2S	2	H	608,300	233,300	47,900
Sunbury-Selinsgrove-Lewisburg, PA	434	216	2A	2		171,900	6,000	6,200
Sussex, NJ	579	248	2A	2		124,700	9,100	3,000
Syracuse	091	91	4S	4		569,100	21,200	48,900
Tallahassee	333	163	2S	2	B	282,800	17,400	84,000
Tampa-St. Petersburg-Clearwater	087	19	PPM	13	BH	2,650,100	458,200	313,700
Terre Haute	307	214	2S	2		175,600	3,600	9,400
Texarkana, TX-AR	512	253	2A	2	B	116,900	7,100	28,600
Toledo	097	102	4S	4	B	515,400	30,900	76,400
Topeka	205	204	2S	2		196,900	16,900	14,100
Traverse City-Petoskey-Cadillac, MI	335	160	2A	2		297,300	6,600	4,600
Trenton	537	152	2S	2	BH	320,200	52,200	63,600
Tri-Cities, WA (Richland-Kennewick-Pasco)	371	181	2A	2	H	231,700	63,800	5,400
Tucson	207	62	4S	4	H	872,500	295,700	34,800
Tulsa	103	65	4S	4		818,500	68,000	72,500
Tuscaloosa, AL	596	213	2A	2	B	177,700	5,500	54,600
Twin Falls-Sun Valley, ID	462	249	2A	2	H	121,900	23,200	1,100
Tyler-Longview	502	142	2S	2	BH	336,400	57,900	61,200
Utica-Rome	295	172	2S	2		253,800	11,200	13,900
Valdosta, GA	433	252	2A	2	B	118,600	6,700	40,000
Victor Valley	419	114	2S	2	BH	463,900	185,400	50,400
Visalia-Tulare-Hanford	293	106	2S	2	H	491,100	286,200	14,900
Waco, TX	309	196	2A	2	BH	208,500	48,700	30,300
Washington, DC	015	7	PPM	13	BH	4,899,700	752,000	1,306,400
Waterloo-Cedar Falls, IA	297	239	2A	2		136,100	4,500	10,600
Watertown, NY	577	265	2A	2		95,400	7,000	6,900
Wausau-Stevens Point, WI (Central WI)	597	177	2A	2		240,400	5,800	2,500
West Palm Beach-Boca Raton	299	47	PPM	13	BH	1,269,200	260,500	224,700
Wheeling	179	247	2S	2		125,200	1,300	4,900
Wichita	125	105	4S	4	H	510,000	57,700	44,000
Wichita Falls, TX	209	250	2A	2	BH	120,200	20,000	12,400
Wilkes Barre-Scranton	175	76	4S	4		691,100	58,100	38,300
Williamsport, PA	578	263	2A	2		100,000	2,200	5,000
Wilmington, DE	139	80	2S	2	B	623,700	49,600	132,200

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Winchester, VA	569	211	2A	2		178,400	12,500	10,200
Worcester	113	117	2S	2	H	450,500	46,300	27,100
Yakima, WA	325	197	2A	2	H	202,100	90,000	2,600
York	301	112	4S	4		472,000	28,900	24,600
Youngstown-Warren	129	130	2S	2	B	376,500	13,400	46,200

TOTAL 1-25 METRO PERSONS 12+ POPULATION: 113,416,100

TOTAL 1-50 METRO PERSONS 12+ POPULATION: 149,179,500

TOTAL 1-100 METRO PERSONS 12+ POPULATION: 185,375,700

TOTAL 1-272 METRO PERSONS 12+ POPULATION: 226,966,100

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 86,700), Rockland, NY (population 270,200) and Westchester, NY (population 843,900) 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 545,000) 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 Stamford-Norwalk, CT Metro is embedded in the New York Metro.

[8] Stafford County (population 121,400) is included in the Fredericksburg and Washington, DC Metro definitions.

[9] The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.

[10] The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.

[11] The Frederick, MD Metro is embedded in the Washington, DC Metro.

[12] The M-Split portion of Rockingham County (population 50,700) is included in the Manchester and 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, 4S – 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): 4S – 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	240,000
4S	Akron	1,192,900
2A	Albany, GA	399,800
4S	Albany-Schenectady-Troy	1,377,600
4S	Albuquerque	1,133,400
4S	Allentown-Bethlehem	996,000
2S	Altoona	526,500
2A	Amarillo, TX	342,600
2S	Anchorage	384,200
2A	Ann Arbor, MI	316,500
2S	Appleton-Oshkosh	906,400
2S	Asheville	641,600
2S	Atlantic City-Cape May	608,700
2S	Augusta, GA	662,800
2A	Augusta-Waterville, ME	448,500
4S	Bakersfield	647,400
2S	Bangor	400,000
4S	Baton Rouge	1,553,900
2A	Battle Creek, MI	114,000
2A	Beaumont-Port Arthur, TX	401,100
2A	Beckley, WV	267,300
2A	Bend, OR	195,600
2A	Billings, MT	184,200
2S	Biloxi-Gulfport-Pascagoula	551,500
2S	Binghamton	521,000
4S	Birmingham	1,820,800
2A	Bismarck, ND	213,000
2S	Bloomington	251,900
2A	Bluefield, WV	225,100
2S	Boise	700,700
2S	Bridgeport	422,600
2A	Brunswick, GA	222,500
2A	Bryan-College Station, TX	245,600

TYPE	MARKET	TSA 12+ POPULATION
4S	Buffalo-Niagara Falls	1,329,300
2S	Burlington-Plattsburgh	523,000
2S	Canton	440,800
2A	Cape Cod, MA	218,300
2S	Cedar Rapids	712,100
4S	Charleston, SC	870,600
2S	Charleston, WV	541,600
2A	Charlottesville, VA	380,000
4S	Chattanooga	1,138,200
2A	Cheyenne, WY	86,200
2A	Chico, CA	374,200
4S	Colorado Springs	873,500
2A	Columbia, MO	561,200
4S	Columbia, SC	974,900
2S	Columbus, GA	599,600
2S	Concord (Lakes Region)	296,100
2S	Corpus Christi	517,400
2A	Danbury, CT	200,500
4S	Dayton	1,191,000
2S	Daytona Beach	565,200
4S	Des Moines	1,059,200
2A	Dothan, AL	507,700
2S	Duluth-Superior	348,800
2A	Eau Claire, WI	338,200
4S	El Paso	940,500
2A	Elmira-Corning, NY	261,000
2S	Erie	431,500
2S	Eugene-Springfield	701,000
2S	Evansville	711,400
2S	Fargo-Moorhead	494,900
2A	Fayetteville (North West Arkansas)	546,400
2S	Fayetteville, NC	939,200
2A	Flagstaff-Prescott, AZ	412,300
2S	Flint	617,100
2A	Florence, SC	392,100
2A	Florence-Muscle Shoals, AL	249,900
2C	Frederick, MD	340,200
2S	Fredericksburg	439,400
4S	Fresno	1,654,500

TYPE	MARKET	TSA 12+ POPULATION
2A	Ft. Collins-Greeley, CO	624,500
2S	Ft. Myers-Naples-Marco Island	1,336,400
2S	Ft. Pierce-Stuart-Vero Beach	575,800
2A	Ft. Smith, AR	438,500
2A	Ft. Walton Beach-Destin, FL	376,100
2S	Ft. Wayne	876,000
2S	Gainesville-Ocala	1,059,600
2A	Grand Forks, ND-MN	130,900
2A	Grand Island-Kearney-Hastings, NE	237,000
2A	Grand Junction, CO	257,800
4S	Grand Rapids	1,688,100
2S	Green Bay	849,300
4S	Greenville-New Bern-Jacksonville	1,239,700
4S	Greenville-Spartanburg	1,944,400
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	434,700
4S	Harrisburg-Lebanon-Carlisle	1,683,100
2A	Harrisonburg, VA	336,700
2A	Hilton Head, SC	480,900
4S	Honolulu	1,001,000
2A	Hot Springs, AR	273,900
2S	Hudson Valley	2,050,100
2S	Huntington-Ashland	537,500
4S	Huntsville	1,080,200
4S	Jackson, MS	891,500
2A	Jackson, TN	429,000
4S	Johnson City-Kingsport-Bristol	875,900
2A	Jonesboro, AR	301,500
2A	Joplin, MO	400,900
2S	Kalamazoo	679,300
2A	Killeen-Temple, TX	393,600
4S	Knoxville	1,352,400
2A	La Crosse, WI	351,300
2S	Lafayette, IN	331,200
2S	Lafayette, LA	663,600
2A	Lake Charles, LA	365,700
2S	Lakeland-Winter Haven	591,800
2S	Lancaster	955,400
2S	Lansing-East Lansing	852,200

TYPE	MARKET	TSA 12+ POPULATION
2A	Laredo, TX	230,500
2A	Las Cruces, NM	232,500
2A	LaSalle-Peru, IL	139,800
2A	Laurel-Hattiesburg, MS	332,200
2A	Lebanon-Hanover-White River Junction, NH-VT	230,600
2S	Lexington-Fayette	933,800
2A	Lima, OH	320,700
2S	Lincoln	412,400
4S	Little Rock	1,167,200
4S	Louisville	1,527,600
2S	Lubbock	405,800
2S	Macon	622,800
4S	Madison	1,105,400
2S	Manchester	311,500
2S	McAllen-Brownsville-Harlingen	1,091,500
2A	Medford-Ashland, OR	298,900
2S	Melbourne-Titusville-Cocoa	513,500
2A	Merced, CA	363,300
4S	Mobile	1,199,100
2S	Modesto	1,382,200
2S	Monmouth-Ocean	1,042,900
2A	Monroe, LA	396,100
4S	Monterey-Salinas-Santa Cruz	650,800
2S	Montgomery	788,100
2S	Montpelier-Barre-St. Johnsbury	298,200
2A	Morgantown-Clarksburg-Fairmont, WV	399,000
2C	Morristown, NJ	434,500
2A	Muncie-Marion, IN	394,700
2A	Muskegon, MI	210,400
2A	Myrtle Beach, SC	552,200
2C	New Bedford-Fall River, MA	231,500
2S	New Haven	703,600
2A	New London, CT	371,900
4S	New Orleans	1,979,500
2A	Newburgh-Middletown, NY	381,200
2A	Odessa-Midland, TX	395,900
4S	Oklahoma City	1,746,900

TYPE	MARKET	TSA 12+ POPULATION
2A	Olean, NY	158,500
4S	Omaha-Council Bluffs	1,290,400
2S	Oxnard-Ventura	911,300
2S	Palm Springs	605,900
2A	Panama City, FL	365,500
2A	Parkersburg-Marietta, WV-OH	306,200
2S	Pensacola	821,800
2S	Peoria	578,900
2S	Portland, ME	1,021,600
2S	Portsmouth-Dover-Rochester	556,000
2A	Poughkeepsie, NY	799,700
2S	Pueblo	182,700
4S	Puerto Rico	2,980,300
2S	Quad Cities (Davenport-Rock Island-Moline)	640,200
2A	Rapid City, SD	198,600
2A	Reading, PA	356,200
2A	Redding, CA	266,600
2S	Reno	690,200
4S	Richmond	1,271,000
2S	Roanoke-Lynchburg	1,234,500
2A	Rochester, MN	375,500
4S	Rochester, NY	1,200,700
2S	Rockford	626,300
2A	Saginaw-Bay City-Midland, MI	1,031,900
2A	Salina-Manhattan, KS	267,700
2S	Salisbury-Ocean City	615,600
2A	San Angelo, TX	133,700
2A	San Luis Obispo, CA	448,700
2A	Santa Barbara, CA	383,500
2A	Santa Maria-Lompoc, CA	199,200
2S	Sarasota-Bradenton	897,000
2S	Savannah	906,600
2A	Sheboygan, WI	99,500
4S	Shreveport	836,500
2A	Sioux City, IA	251,400
2A	Sioux Falls, SD	450,500
2S	South Bend	902,200
4S	Spokane	794,300

TYPE	MARKET	TSA 12+ POPULATION
4S	Springfield, MA	614,900
2S	Springfield, MO	708,400
2A	Stamford-Norwalk, CT	324,800
2S	Stockton	608,300
2A	Sunbury-Selinsgrove-Lewisburg, PA	252,000
2A	Sussex, NJ	174,300
4S	Syracuse	1,105,500
2S	Tallahassee	498,100
2S	Terre Haute	349,200
2A	Texarkana, TX-AR	257,200
4S	Toledo	905,900
2S	Topeka	524,800
2A	Traverse City-Petoskey-Cadillac, MI	473,700
2S	Trenton	431,200
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	454,300
4S	Tucson	1,369,200
4S	Tulsa	1,335,900
2A	Tuscaloosa, AL	349,300
2A	Twin Falls-Sun Valley, ID	158,000
2S	Tyler-Longview	850,500
2S	Utica-Rome	393,100
2A	Valdosta, GA	190,500
2S	Victor Valley	463,900
2S	Visalia-Tulare-Hanford	491,100
2A	Waco, TX	705,500
2A	Waterloo-Cedar Falls, IA	504,100
2A	Watertown, NY	118,200
2A	Wausau-Stevens Point, WI (Central WI)	523,600
2S	Wheeling	310,900
4S	Wichita	702,700
2A	Wichita Falls, TX	347,600
4S	Wilkes Barre-Scranton	981,200
2A	Williamsport, PA	312,600
2S	Wilmington, DE	773,000
2A	Winchester, VA	393,400
2S	Worcester	574,600

TYPE	MARKET	TSA 12+ POPULATION
2A	Yakima, WA	233,000
4S	York	927,800
2S	Youngstown-Warren	757,600

TELEVISION DMA® MARKETS

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	18,519,400	7,348,620
Los Angeles	2	15,695,200	5,476,830
Chicago	3	8,250,800	3,463,060
Philadelphia	4	6,976,600	2,942,800
Dallas-Ft. Worth	5	6,553,500	2,713,380
San Francisco-Oak-San Jose	6	6,580,000	2,488,090
Washington, DC (Hagrstwn)	7	5,906,800	2,476,680
Houston	8	5,964,300	2,450,800
Boston (Manchester)	9	5,769,900	2,424,240
Atlanta	10	5,841,400	2,412,730
Tampa-St. Pete (Sarasota)	11	4,164,700	1,908,590
Phoenix (Prescott)	12	4,652,000	1,890,100
Detroit	13	4,170,800	1,853,030
Seattle-Tacoma	14	4,483,700	1,808,530
Minneapolis-St. Paul	15	4,011,800	1,742,530
Miami-Ft. Lauderdale	16	4,105,000	1,696,330
Denver	17	3,833,300	1,630,380
Orlando-Daytona Bch-Melbrn	18	3,617,300	1,519,570
Cleveland-Akron (Canton)	19	3,294,500	1,498,960
Sacramnto-Stkton-Modesto	20	3,625,500	1,379,770
St. Louis	21	2,742,300	1,215,570
Charlotte	22	2,736,700	1,189,950
Pittsburgh	23	2,482,100	1,160,220
Raleigh-Durham (Fayetvlle)	24	2,681,900	1,153,580
Portland, OR	25	2,881,000	1,143,670
Baltimore	26	2,574,500	1,119,480
Indianapolis	27	2,555,400	1,086,310
San Diego	28	2,843,600	1,065,700
Nashville	29	2,430,400	1,011,570
Hartford & New Haven	30	2,298,700	963,950
San Antonio	31	2,319,400	938,660
Columbus, OH	32	2,155,400	920,740
Kansas City	33	2,121,900	919,020
Salt Lake City	34	2,583,900	916,960
Milwaukee	35	1,985,000	895,700
Cincinnati	36	2,007,300	863,800

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Greenvll-Spart-Ashevll-And	37	1,974,100	845,990
West Palm Beach-Ft. Pierce	38	1,845,000	824,920
Austin	39	1,877,300	771,210
Las Vegas	40	1,880,300	757,840
Oklahoma City	41	1,627,000	722,140
Norfolk-Portsmth-Newpt Nws	42	1,669,300	717,170
Harrisburg-Lncstr-Leb-York	43	1,728,300	715,110
Grand Rapids-Kalmzoo-B.Crk	44	1,738,200	709,670
Birmingham (Ann and Tusc)	45	1,624,800	696,380
Greensboro-H.Point-W.Salem	46	1,549,400	690,050
Jacksonville	47	1,614,300	688,500
Albuquerque-Santa Fe	48	1,620,100	677,590
Louisville	49	1,498,700	662,170
New Orleans	50	1,505,400	641,620
Memphis	51	1,519,200	633,930
Providence-New Bedford	52	1,410,100	616,280
Buffalo	53	1,344,700	596,710
Fresno-Visalia	54	1,654,500	573,180
Richmond-Petersburg	55	1,316,300	564,510
Wilkes Barre-Scranton-Hztn	56	1,318,700	554,660
Little Rock-Pine Bluff	57	1,254,300	547,950
Tulsa	58	1,200,500	531,230
Albany-Schenectady-Troy	59	1,217,100	529,120
Mobile-Pensacola (Ft Walt)	60	1,249,900	528,320
Ft. Myers-Naples	61	1,196,400	518,730
Knoxville	62	1,187,900	514,610
Lexington	63	1,111,000	479,420
Dayton	64	1,027,600	466,040
Honolulu	65	1,233,700	442,820
Wichita-Hutchinson Plus	66	1,014,400	439,760
Roanoke-Lynchburg	67	1,009,200	439,620
Green Bay-Appleton	68	974,100	438,070
Des Moines-Ames	69	987,600	433,950
Charleston-Huntington	70	974,500	431,150
Tucson (Sierra Vista)	71	1,015,700	425,860
Flint-Saginaw-Bay City	72	983,900	423,010
Spokane	73	1,000,800	422,550
Omaha	74	948,100	416,210
Springfield, MO	75	940,700	409,020

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Rochester, NY	76	936,400	404,170
Columbia, SC	77	944,400	400,790
Toledo	78	905,900	400,170
Huntsville-Decatur (Flor)	79	885,700	385,470
Madison	80	862,400	384,830
Portland-Auburn	81	875,500	383,700
Shreveport	82	851,000	371,760
Paducah-Cape Girard-Harsbg	83	843,700	369,390
Harlingen-Wslco-Brnsvl-McA	84	1,081,000	368,960
Syracuse	85	874,900	368,950
Champaign&Sprngfld-Decatur	86	827,100	364,050
Waco-Temple-Bryan	87	876,900	357,720
Colorado Springs-Pueblo	88	832,300	354,190
Chattanooga	89	834,500	351,220
Cedar Rapids-Wtrlo-Iwc&Dub	90	773,700	343,000
Savannah	91	809,300	340,050
El Paso (Las Cruces)	92	869,300	333,270
Baton Rouge	93	788,800	330,910
Charleston, SC	94	766,700	327,040
Jackson, MS	95	766,300	321,830
South Bend-Elkhart	96	756,200	313,210
Burlington-Plattsburgh	97	748,000	307,470
Tri-Cities, TN-VA	98	692,700	306,770
Ft. Smith-Fay-Sprngdl-Rgrs	99	719,600	304,670
Greenville-N.Bern-Washngtn	100	692,200	301,990
Davenport-R.Island-Moline	101	655,800	294,680
Myrtle Beach-Florence	102	674,300	291,680
Evansville	103	630,600	279,860
Johnstown-Altoona-St Colge	104	661,900	277,210
Lincoln & Hastings-Krny	105	621,200	276,800
Boise	106	666,100	270,200
Tallahassee-Thomasville	107	650,100	268,390
Tyler-Longview(Lfkn&Ncgd)	108	640,900	265,690
Sioux Falls(Mitchell)	109	589,800	263,000
Ft. Wayne	110	611,600	262,990
Augusta-Aiken	111	610,500	260,840
Reno	112	645,300	260,630
Lansing	113	587,900	250,670
Springfield-Holyoke	114	614,900	249,430

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Youngstown	115	566,300	249,230
Fargo-Valley City	116	544,800	249,010
Eugene	117	554,800	239,710
Peoria-Bloomington	118	544,400	235,690
Traverse City-Cadillac	119	538,700	235,400
Lafayette, LA	120	538,800	233,790
Macon	121	567,300	232,910
Yakima-Pasco-Rchlnd-Knnwck	122	599,200	230,950
Montgomery-Selma	123	534,400	230,420
SantaBarbra-SanMar-SanLuOb	124	633,000	226,940
Monterey-Salinas	125	650,800	226,630
Bakersfield	126	647,400	223,250
Columbus, GA (Opelika, AL)	127	507,700	217,660
Corpus Christi	128	510,700	209,760
La Crosse-Eau Claire	129	485,200	206,480
Wilmington	130	438,800	197,700
Amarillo	131	457,000	190,240
Chico-Redding	132	449,600	188,010
Columbus-Tupelo-W Pnt-Hstn	133	419,400	181,860
Wausau-Rhinelander	134	387,700	174,760
Topeka	135	394,900	172,470
Columbia-Jefferson City	136	412,800	171,330
Monroe-El Dorado	137	399,200	170,890
Rockford	138	399,300	170,480
Medford-Klamath Falls	139	383,600	168,710
Minot-Bsmrck-Dcknsn(Wlstn)	140	357,900	167,010
Beaumont-Port Arthur	141	395,200	165,120
Duluth-Superior	142	367,900	164,380
Odessa-Midland	143	397,000	163,450
Salisbury	144	377,300	162,050
Lubbock	145	392,500	160,440
Palm Springs	146	393,500	158,010
Anchorage	147	384,200	154,020
Wichita Falls & Lawton	148	359,000	152,950
Sioux City	149	343,400	150,790
Erie	150	347,500	148,880
Joplin-Pittsburg	151	336,300	144,110
Albany, GA	152	344,800	142,800
Rochestr-Mason City-Austin	153	314,000	141,920

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Panama City	154	342,500	141,740
Terre Haute	155	323,800	133,780
Bangor	156	304,700	133,310
Biloxi-Gulfport	157	307,500	130,030
Wheeling-Steubenville	158	290,100	128,720
Bluefield-Beckley-Oak Hill	159	282,900	127,090
Binghamton	160	295,400	127,070
Gainesville	161	296,100	126,400
Sherman-Ada	162	289,200	126,050
Idaho Fals-Pocatllo(Jcksn)	163	309,000	123,170
Missoula	164	263,400	115,020
Abilene-Sweetwater	165	267,900	113,080
Billings	166	245,400	110,630
Yuma-El Centro	167	318,600	109,930
Hattiesburg-Laurel	168	250,600	108,380
Clarksburg-Weston	169	235,900	103,090
Quincy-Hannibal-Keokuk	170	228,100	99,340
Utica	171	237,200	99,190
Rapid City	172	223,000	99,170
Dothan	173	221,000	97,960
Lake Charles	174	226,500	95,740
Elmira (Corning)	175	209,000	90,550
Jackson, TN	176	209,000	89,970
Harrisonburg	177	227,800	89,730
Watertown	178	213,900	88,070
Alexandria, LA	179	204,400	85,560
Marquette	180	188,900	82,740
Bowling Green	181	190,000	80,230
Jonesboro	182	183,600	79,860
Charlottesville	183	186,200	74,990
Laredo	184	226,300	74,330
Butte-Bozeman	185	160,500	70,320
Grand Junction-Montrose	186	162,800	69,820
Lafayette, IN	187	169,400	69,180
Bend, OR	188	155,600	67,430
Lima	189	155,500	66,570
Meridian	190	152,400	65,300
Twin Falls	191	157,100	64,190
Great Falls	192	144,100	63,720

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Greenwood-Greenville	193	153,000	62,690
Parkersburg	194	135,100	60,620
Eureka	195	141,700	58,640
San Angelo	196	132,600	56,680
Casper-Riverton	197	126,300	56,260
Cheyenne-Scottsbluff	198	124,700	56,120
Mankato	199	105,200	51,820
Ottumwa-Kirksville	200	107,500	44,690
St. Joseph	201	108,000	44,460
Fairbanks	202	82,400	36,070
Victoria	203	77,600	32,930
Zanesville	204	73,900	32,450
Helena	205	62,600	28,110
Presque Isle	206	59,800	26,880
Juneau	207	28,600	25,680
Alpena	208	34,600	16,010
North Platte	209	31,500	14,370
Glendive	210	9,200	4,370